



Overview



E-COMMERCE ANALYTICS

KPIs

Total Revenue

Unit Sold

Total Order

\$31.83M

Total Revenue

4K

Loyal Customers

289K

Unit Sold

110.04

Average Selling Price

Revenue Trend

\$4M

\$3M

\$2M

\$1M

\$0M



Total Revenue by Sales Channel

Website

\$14.4M

Direct Sales

\$6.4M

Reseller

\$4.5M

Marketplace

\$3.3M

Partner

\$3.3M

Year

2024

2025

Month

- January
- February
- March
- April
- May
- June
- July
- August

Loyal Customers by Sales Channel

Website 3.9K

Direct Sales 2.8K

Reseller 2.1K

Marketplace 1.4K

Partner 1.4K

Top Revenue by Product

Microsoft 365 Busin...	\$1.63M
Azure AI Studio An...	\$0.94M
Azure AI Studio An...	\$0.94M
Azure AI Studio An...	\$0.91M
Datadog Pro Annual	\$0.90M
JetBrains All Product...	\$0.88M
Adobe Creative Clo...	\$0.87M



Overview

Customer

Products & Channel

Year

2024

2025

Month

- January
- February
- March
- April
- May
- June
- July
- August



CUSTOMER ANALYSIS

\$31.83M

Total Revenue

4K

Loyal Customers

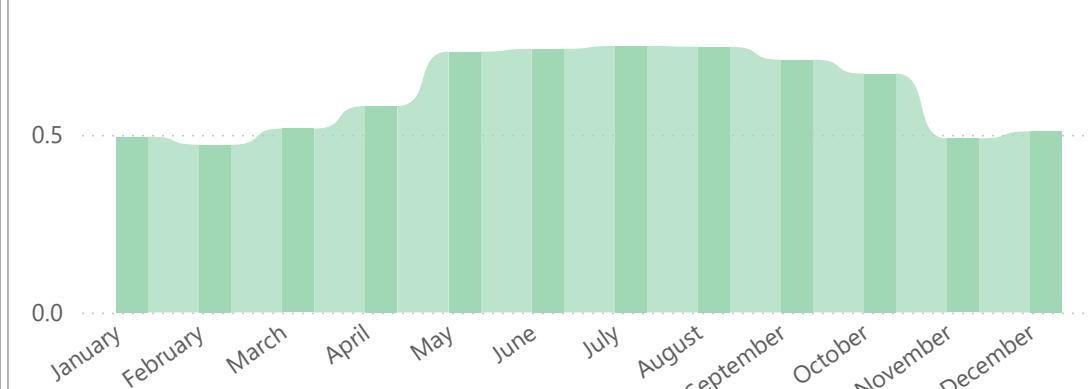
289K

Unit Sold

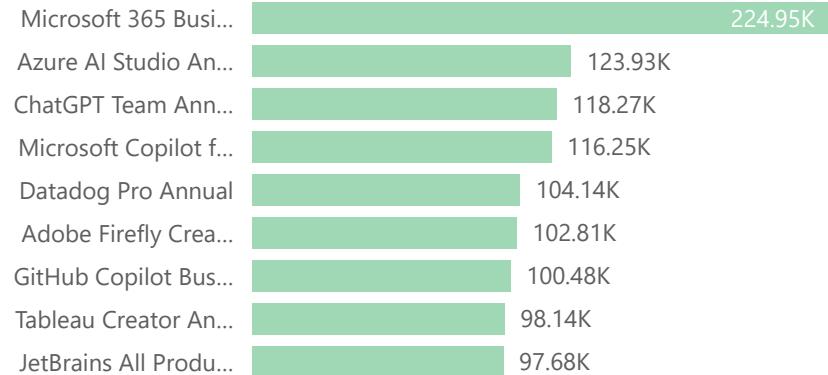
110.04

Average Selling Price

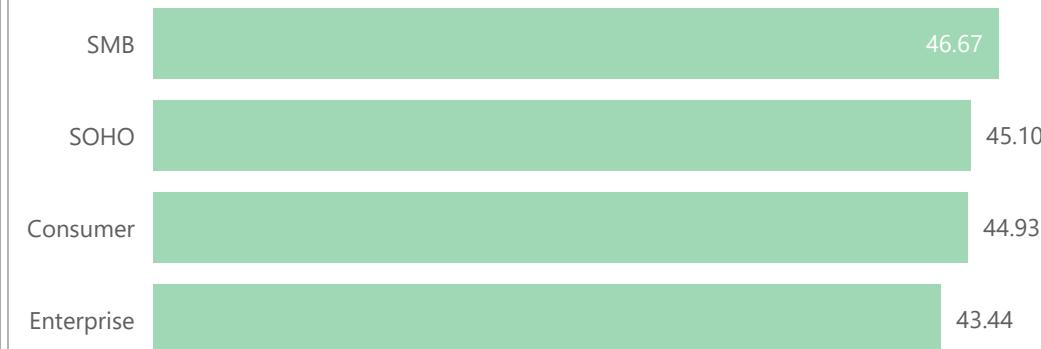
Loyal Revenue % by Month



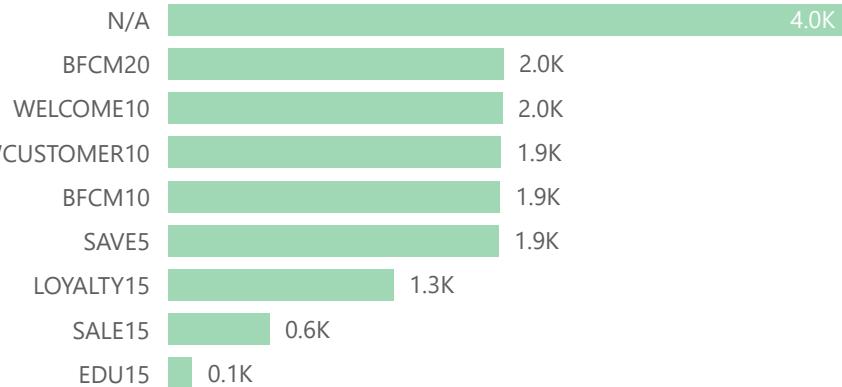
Top Products by Loyal Customer



Average Days to Second Purchase by Customer Segment



Most Used Discount Code by Customer





Overview

Customer

Products & Channel

Year

2024

2025

Month

- January
- February
- March
- April
- May
- June
- July
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PRODUCT AND CHANNEL ANALYSIS

\$31.83M

Total Revenue

4K

Loyal Customers

289K

Unit Sold

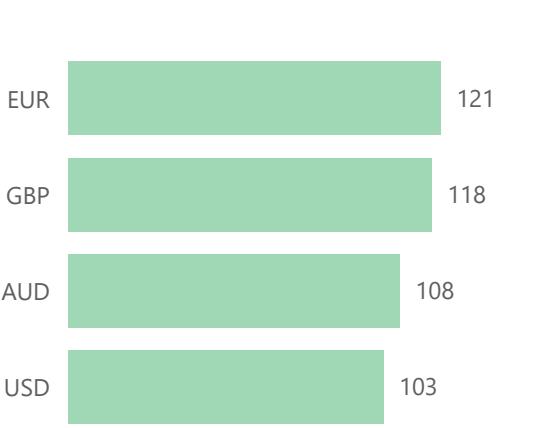
110.04

Average Selling Price

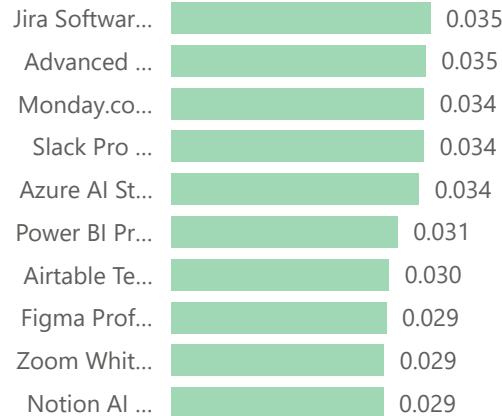
Average Selling Price by country



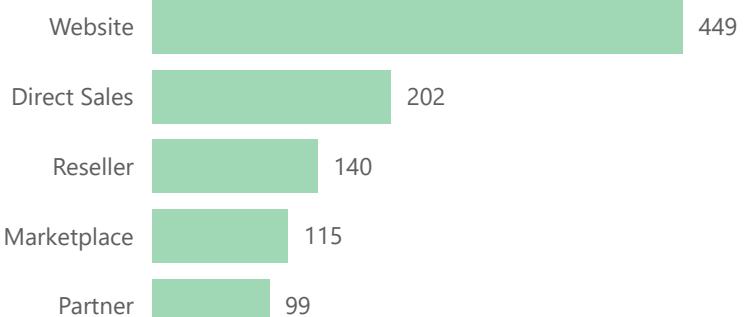
Average Selling Price by currency



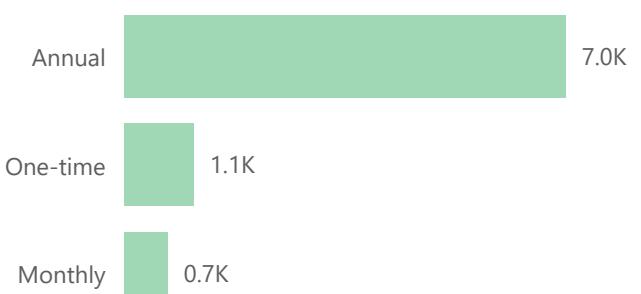
Refund Rate (%) by Product



Refund Count by Channel



Revenue per Customer by billing_cycle



Revenue Per Customer by Region

