

Sales Performance Overview

From 2011 to 2016

Year

201120122013201420152016

Category

AccessoryMixRuralUrbanYouth

TrafficChannel

AffiliateBannerEmailMailOrganic SearchSEMSOSEO SMO

Total Revenue	Total Cost	Total Profit	Total Order
\$65.55M	47.85M	17.70M	456bn
Total Device	Traffic Channel	Customer Acquisition	Customer Retention
5	8	283K	277K

Sales Analysis

TrafficChannel

All

Category

All

Month

All

Year

All

\$65.55M

Revenue

47.85M

Cost

17.70M

Profit

456bn

Total Order

