

Sales Analysis

Total Sales

\$2M

Total Orders

4916

Avg Order Value

\$230

2015

2016

2017

2018

Jan-15

Feb-15

Mar-15

Apr-15

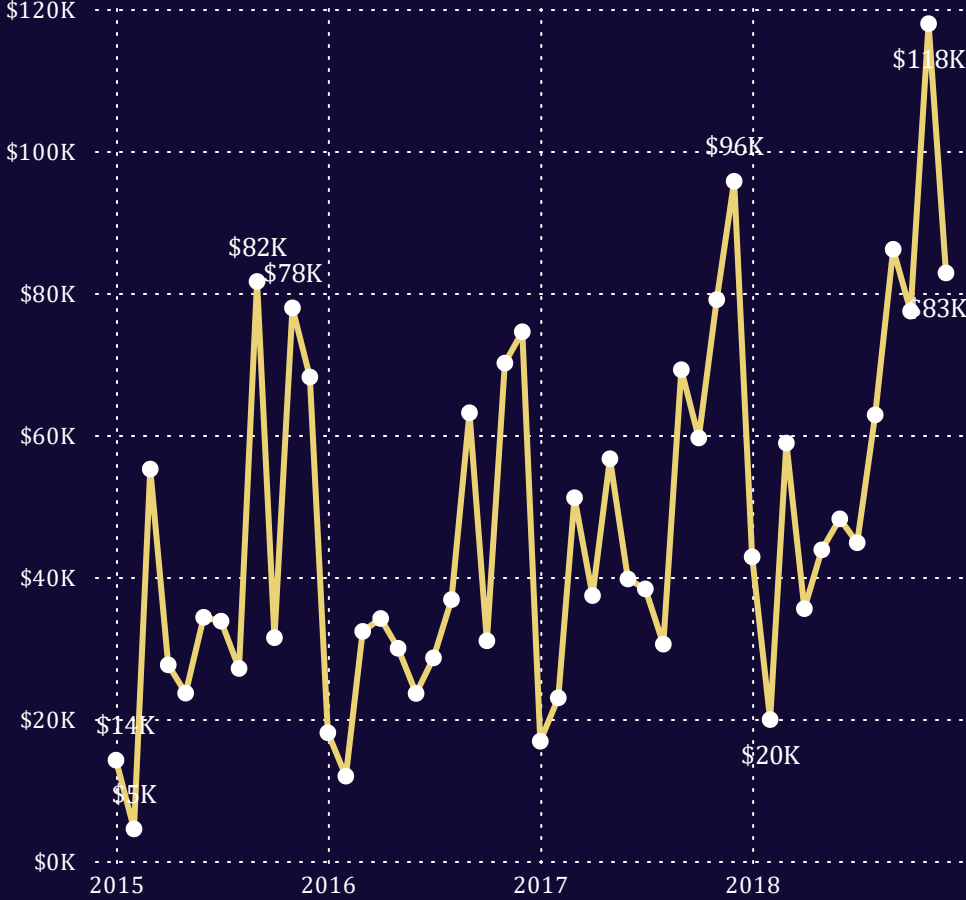
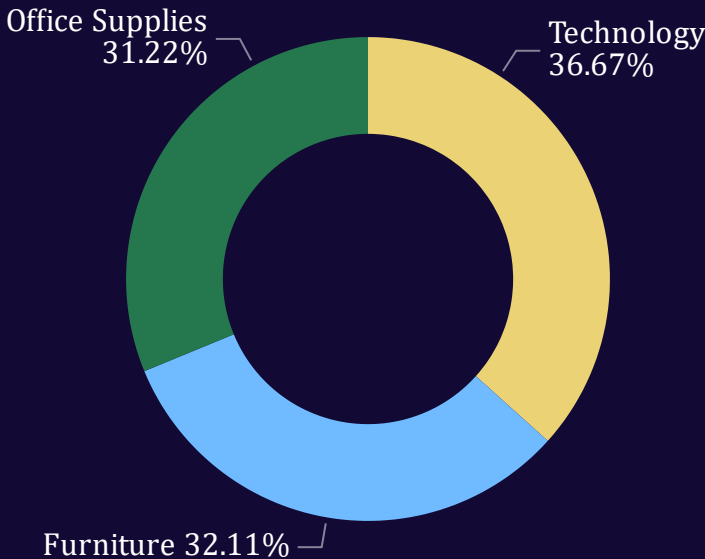
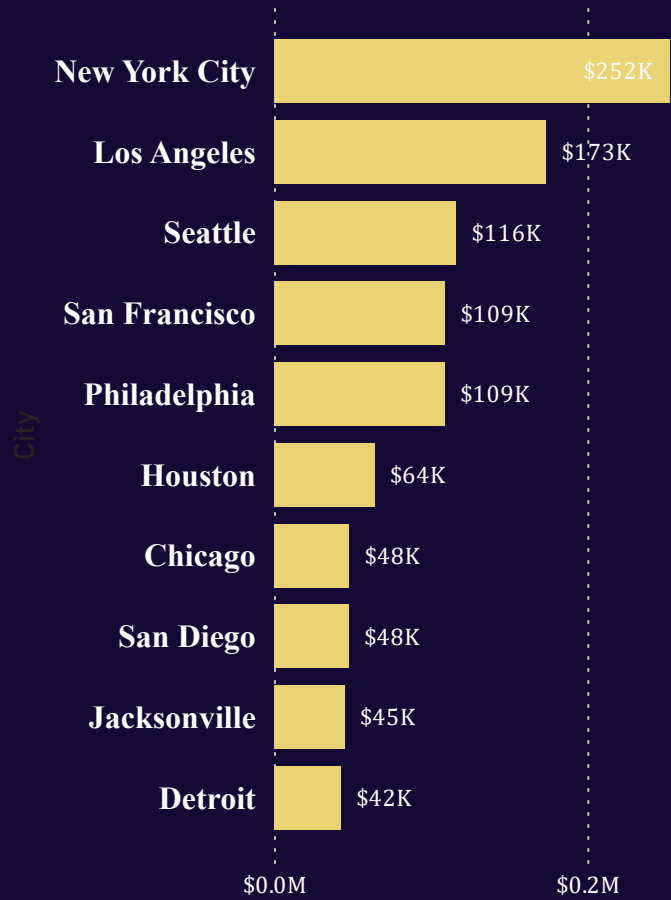
May-15



Top 10 City by Sales

Product Category Sales

Sales Trend



Customer Analysis

Total Customers

793

Customer LTV

\$335K

Repeat Customer Rate

0.99

Jan-15

Feb-15

Mar-15

Apr-15

May-15



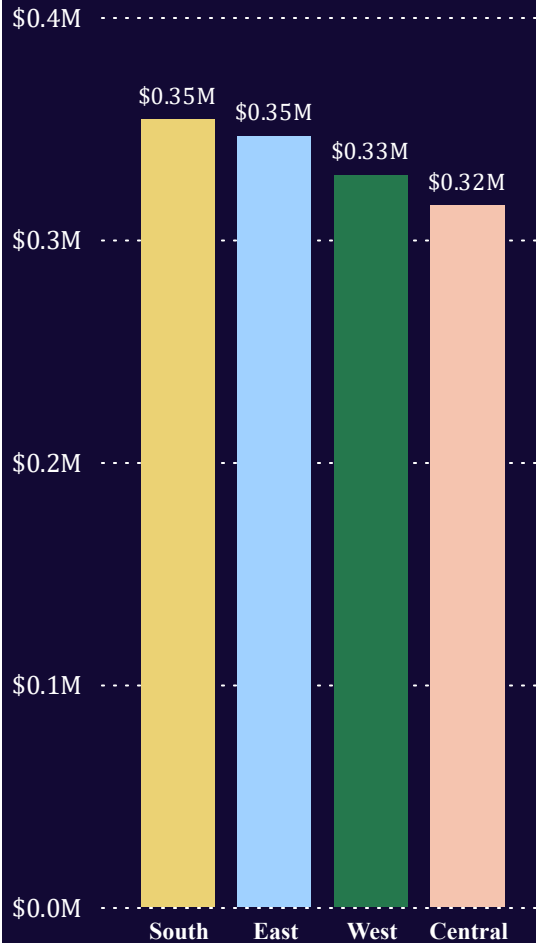
2015

2016

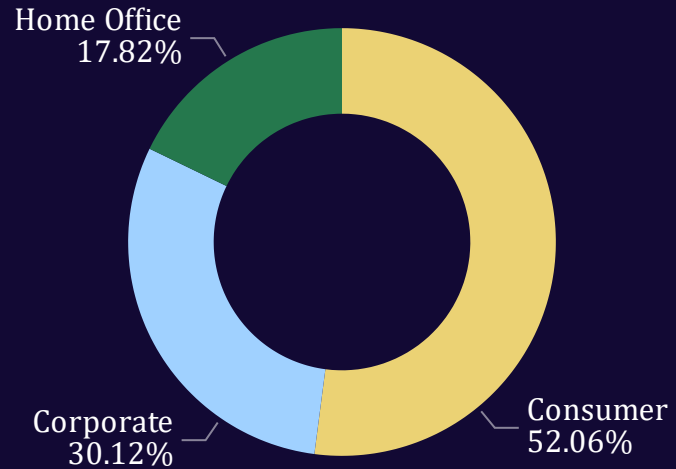
2017

2018

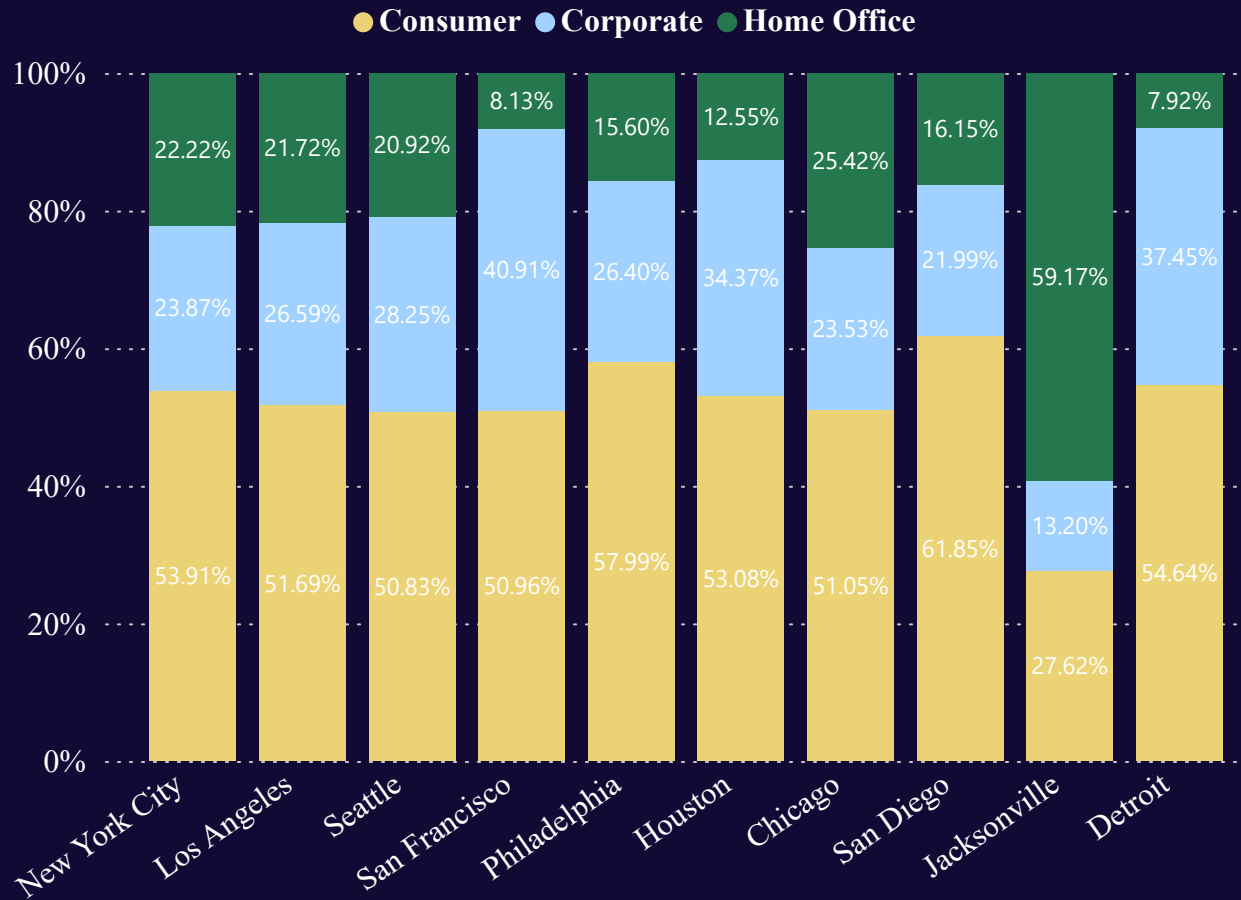
Customer LTV by Region



Customer by Segment



Top 10 City Segment by Sales



Product Analysis

Total Sales

\$2M

Total Products

1860

2015

2016

2017

2018

Jan-15

Feb-15

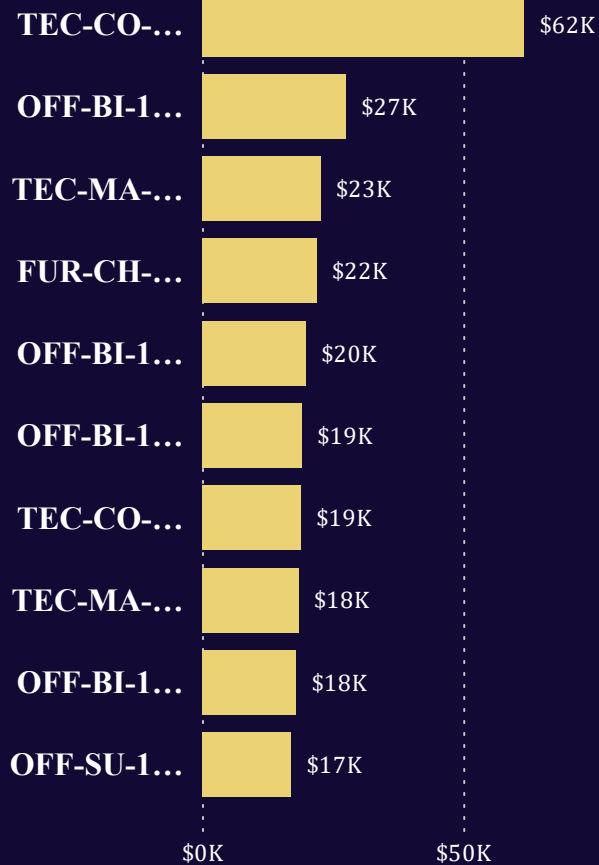
Mar-15

Apr-15

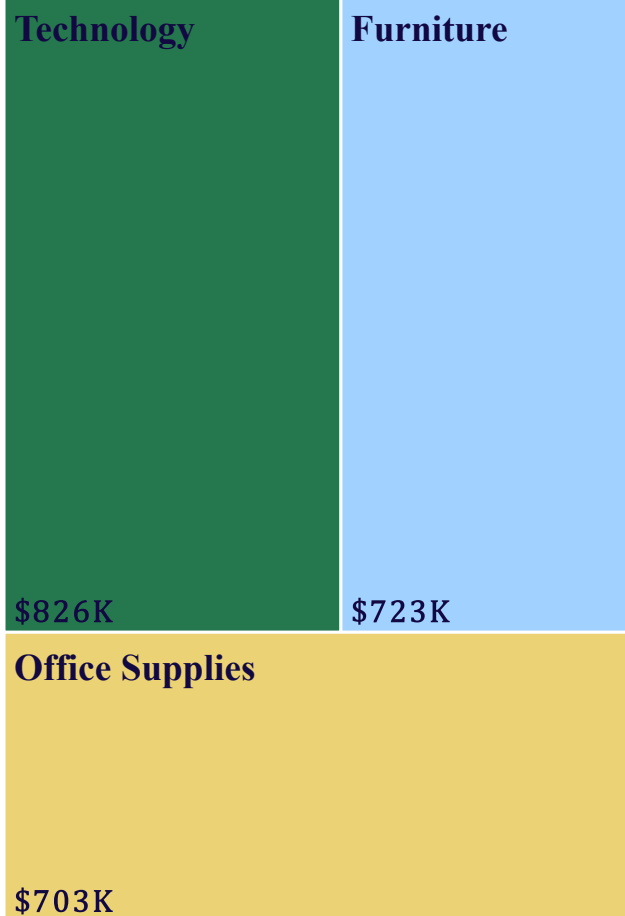
May-15



Top 10 City by Sales



Sales by Product Category



Sales Trend of Category over Time

