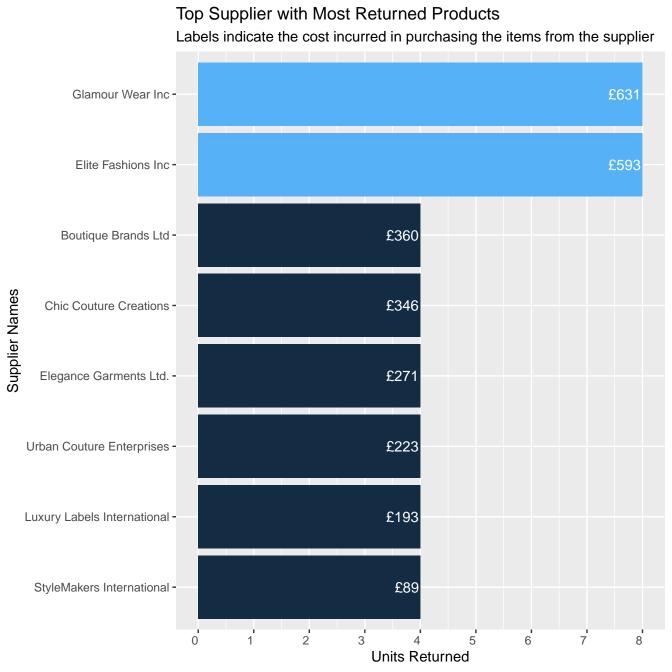
Top 10 Most Sold SKUs in Units Labels indicate the revenue generated by the SKUs SKU12109 -£450 £444 SKU11731 -£336 SKU12097 -SKU11165 -£327 Product Names SKU13451 -£194 £179 SKU11937 -SKU12060 -£162 £92 SKU12627 -SKU12839 -£53 SKU12943 -£47

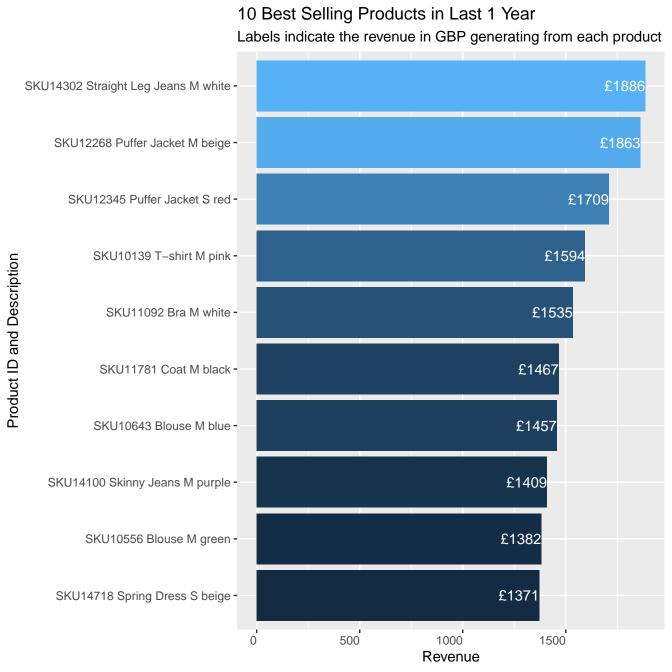
2

3

**Units Sold** 

Top 10 Most Returned SKUs Labels indicate the money to be refunded back to the customers £560 Blouse\_SKU10545 -Button-up shirt\_SKU10461 -£534 £456 Summer Dress\_SKU14673 -Flare Jeans\_SKU14483 -£453 Product Names £447 Sweatpants\_SKU13999 -£347 Joggers\_SKU13484 -Gloves\_SKU12535 -£225 £217 Boots\_SKU11427 -£134 Blouse\_SKU10643 -Button-up shirt\_SKU10380 -£98 Units Returned





10 Best Selling Categories in Last 1 Year Labels indicate the revenue in GBP generating from each category Jeans Female Adults -£708 Pants Male Kids -£670 £621 Pants Female Pre-Teens -Innerwear Male Adults -£619 Category Name £563 Shoes Male Adults -£527 Jeans Female Kids -£490 Jackets Male Kids -£454 Jeans Male Adults -£418 Shirts Male Adults -Shoes Female Adults -£415 200 400 600 Revenue

New Customer Acquisition through advertisment platforms in Last 1 Year Labels indicate the number of new customer from each platform 11 9 -**PLATFORM** New Customers Facebook 6 Google Ads Instagram 5 TikTok Χ 4 3 **-**2 0 -90 to 180 days Last 90 days 180 to 270 days 270 to 365 days **Acquisition Channel** 

New Customer Acquisition through advertisment platforms by Gender in Last 1 Y Labels indicate the number of new customer from each platform 12.5 -12 10.0 -7.5 -7 New Customers **GENDER** 6 Female Male 5.0 -2.5 -0.0 -X TikTok Google Ads Facebook . Instagram **Acquisition Channel**