

Current Month Net Revenue

\$364.9k

May 1, 2025

↓ 67.35% * vs. previous month: \$1.1M
↑ 1,158.18% * vs. May 1, 2024: \$-34.5k
↑ 1,208.13% * vs. May 1, 2023: \$27.9k

Current Month Net Profit

\$224.9k

May 1, 2025

↓ 67.73% * vs. previous month: \$696.8k
↑ 1,503.62% * vs. May 1, 2024: \$-16.0k
↑ 1,744.86% * vs. May 1, 2023: \$12.2k

Current Month AOV

\$313.57

May 1, 2025

↑ 2.33% * vs. previous month: \$306.42
↓ 81.09% * vs. May 1, 2024: \$1.6k
↓ 90.2% * vs. May 1, 2023: \$3.2k

Tracking Sales Performance over the three years

YEAR	TOTAL_ORDERS	SOLD_UNITS	TOTAL_REVENUE	TOTAL_PROFIT
2,023	2,630	2,630	\$6,404,934	\$2,601,606
2,024	23,935	36,230	\$9,324,195	\$3,967,023
2,025	20,321	31,419	\$6,118,700	\$2,591,647
3 rows				

Current Orders

1,686

May 1, 2025

↓ 66.19% * vs. previous month: 4,986
↑ 412.46% * vs. May 1, 2024: 329
↑ 718.45% * vs. May 1, 2023: 206

Tracking Returns over the three years

YEAR	CANCELLED_ORDERS	RETURNED_UNITS	LOST_REVENUE	LOST_PROFIT
2,023	85	86	\$211,632	\$86,29
2,024	764	770	\$276,349	\$116,52
2,025	668	679	\$170,906	\$71,76
3 rows				

Current Month Returns

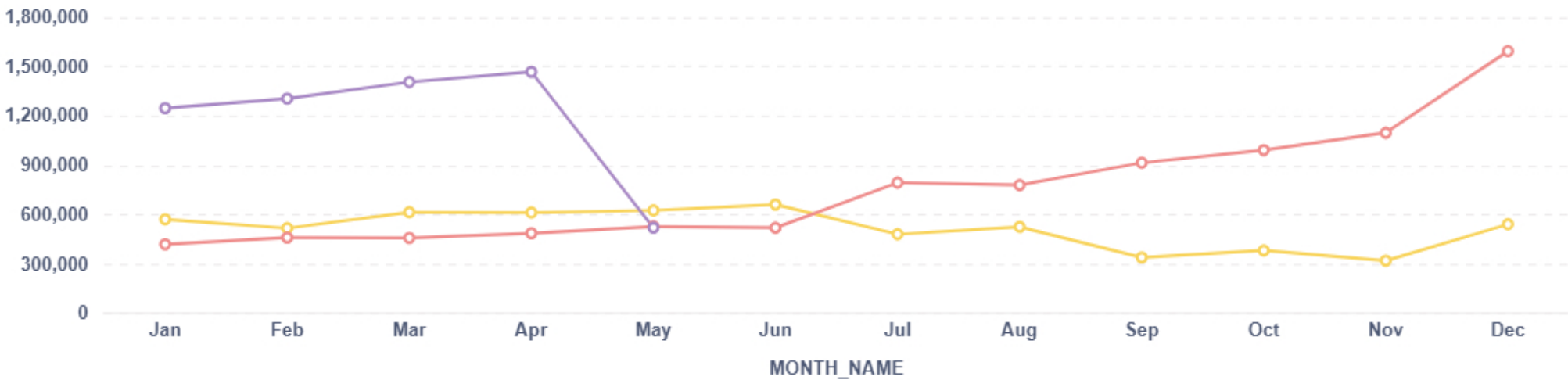
43

May 1, 2025

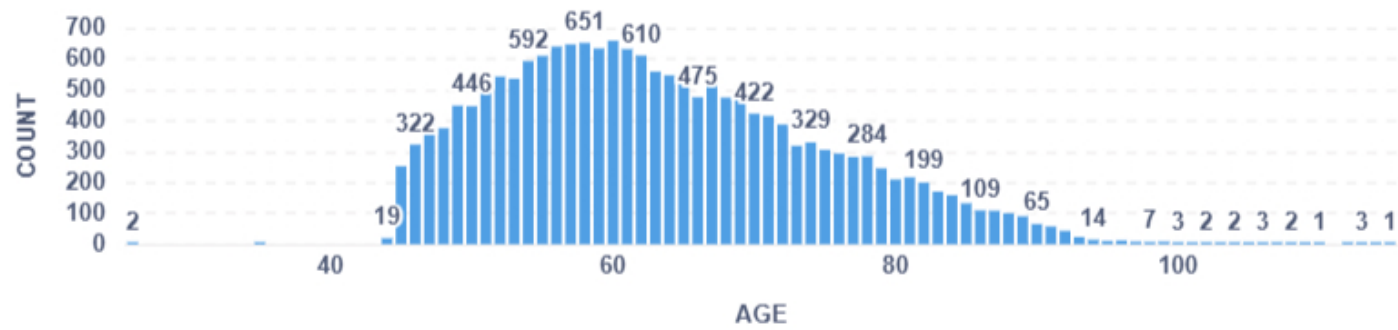
↓ 73.46% * vs. previous month: 162
↑ 330% * vs. May 1, 2024: 10
↑ 290.91% * vs. May 1, 2023: 11

Although net revenue was higher in first half of 2023 than 2024, on the second half 2024 was significantly higher than 2023

NET_REVENUE_2023 NET_REVENUE_2024 NET_REVENUE_2025



Customer Age Distribution



Current Month Customers

668

May 1, 2025

↓ 65.62%^{*}

vs. previous month: 1,943

↑ 103.04%^{*}

vs. May 1, 2024: 329

↑ 224.27%^{*}

vs. May 1, 2023: 206

RFM Analysis

CUSTOMER_KEY	REGENCY	FREQUENCY	MONETARY	R_SCORE	F_SCORE	M_SCORE	RFM_SEGMENT
29208	837	1	3,578.27	5	5	1	551
27331	276	1	7.98	5	4	5	545
24393	271	1	36.59	5	4	5	545
25337	278	1	59.96	5	4	5	545
11438	273	1	33.64	5	4	5	545
11746	281	1	49.56	5	4	5	545
17590	247	1	9.98	5	4	5	545
26026	243	1	9.98	5	4	5	545
24141	269	1	30.46	5	4	5	545
18640	242	1	43.62	5	4	5	545

2000 rows