

# SKU Performance & Channel Segmentation Dashboard

Amazon & International Sales Portfolio Analysis

88.99M

Total Revenue

1bn

Total Units

49.68%

% Cross-channel

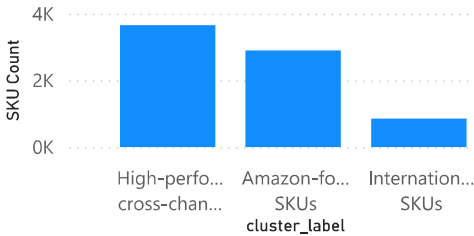
7390

Active SKUs

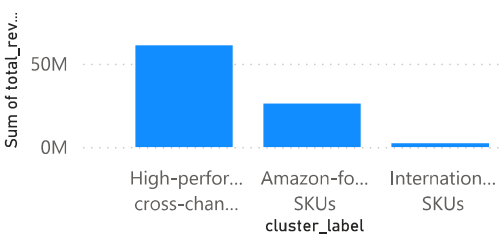
category

- ☐ An : Leggings
- ☐ Blouse
- ☐ Bottom
- ☐ Cardigan
- ☐ Crop Top

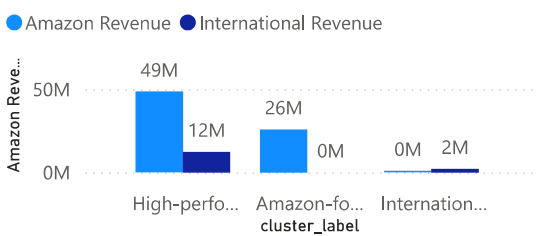
## SKU distribution by cluster



## Revenue Concentration by Cluster



## Channel Revenue by Cluster



cluster\_label

- ☐ Amazon-focused SKUs
- ☐ High-performing cross-channel SKUs
- ☐ International-heavy SKUs

category	Amazon-focused SKUs	High-performing cross-channel SKUs	International-heavy SKUs
An : Leggings	28,600.78	9,478.00	4,930.00
Blouse	349,816.18	107,767.67	30,190.00
Bottom	349.00		
Cardigan	9,554.57		
Crop Top	42,158.80	39,847.28	
Crop Top With Plazzo	307,170.87	84,534.23	
Total	25,886,481.96	60,957,885.35	2,148,780.00

sku	category	cluster_label	Sum of amazon revenue	Sum of intl revenue	Sum of total revenue	Sum of amazon units sold	Sum of intl units sold	Sum of total units sold	SKU Portfolio Tier
BL021-71BLACK	Blouse	Amazon-focused SKUs	16,745.00	0	16,745.00	42	0	42	Top 20%
J0002-SKD-L	Kurta Set	High-performing cross-channel SKUs	46,558.00	7005	53,563.00	43	675500	675543	Top 20%
J0002-SKD-M	Kurta Set	High-performing cross-channel SKUs	61,159.08	12270	73,429.08	54	949100	949154	Top 20%
J0002-SKD-S	Kurta Set	High-performing cross-channel SKUs	38,294.54	6156	44,450.54	36	540400	540436	Top 20%
J0002-SKD-XL	Kurta Set	High-performing cross-channel SKUs	65,330.08	2794	68,124.08	56	270200	270256	Top 20%
J0002-SKD-XS	Kurta Set	High-performing cross-channel SKUs	29,550.00	2940	32,490.00	27	270200	270227	Top 20%
J0002-SKD-XXL	Kurta Set	High-performing cross-channel SKUs	44,709.86	5892	50,601.86	38	540400	540438	Top 20%
J0002-SKD-XXXL	Kurta Set	High-performing cross-channel SKUs	55,477.62	2786	58,263.62	44	270200	270244	Top 20%
J0003-SET-L	Kurta Set	High-performing cross-channel SKUs	85,866.00	1484	87,350.00	118	147700	147818	Top 20%
Total			74,465,352.68	14527800	88,993,152.68	109715	1156583687	1156693402	