

\$19M

Total Revenue

9K

Total Orders

7K

Total Customers

59%

Profit Margin %

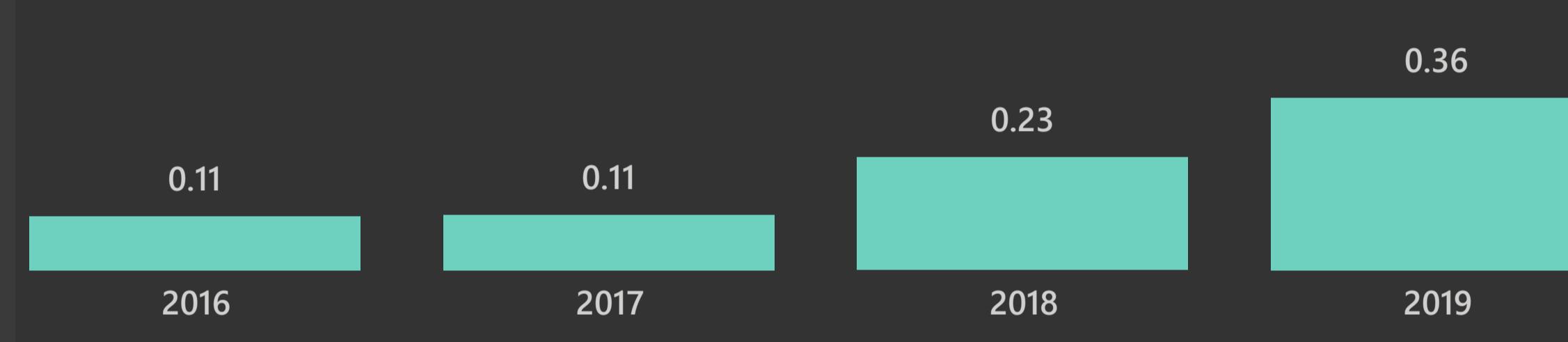
Age Group

Category

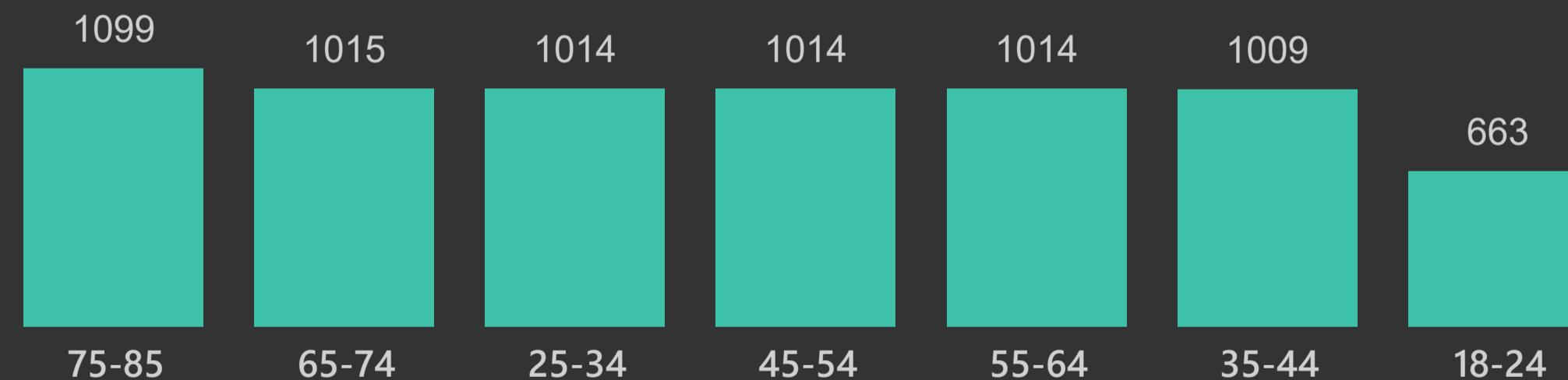
All

All

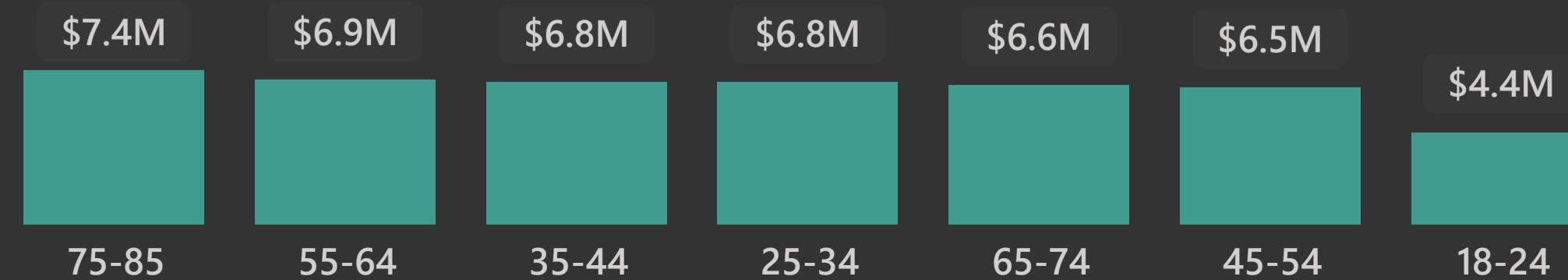
Average Repeat Purchases per Customer (Annual)



18-24 age group has comparatively the least customers



Overall Revenue generated from each category



Category Performance

Category	Audio				Cameras and camcorders		
	Year	Total Revenue	Revenue YoY	Total Orders	Total Orders YoY	Total Revenue	Revenue YoY
2016	\$149,825			323		\$459,195	
2017	\$244,518	63%		511	58%	\$378,301	-18%
2018	\$414,525	70%		888	74%	\$675,357	79%
2019	\$579,507	40%		1252	41%	\$1,272,182	88%

Categories which show constant YoY growth in revenue across all age groups

