

SALES PERFORMANCE | EXECUTIVE SUMMARY

2016

2017

2018

2019

\$45M

Total Revenue

\$26.6M

Total Profit

59%

Profit Margin %

21K

Total Orders

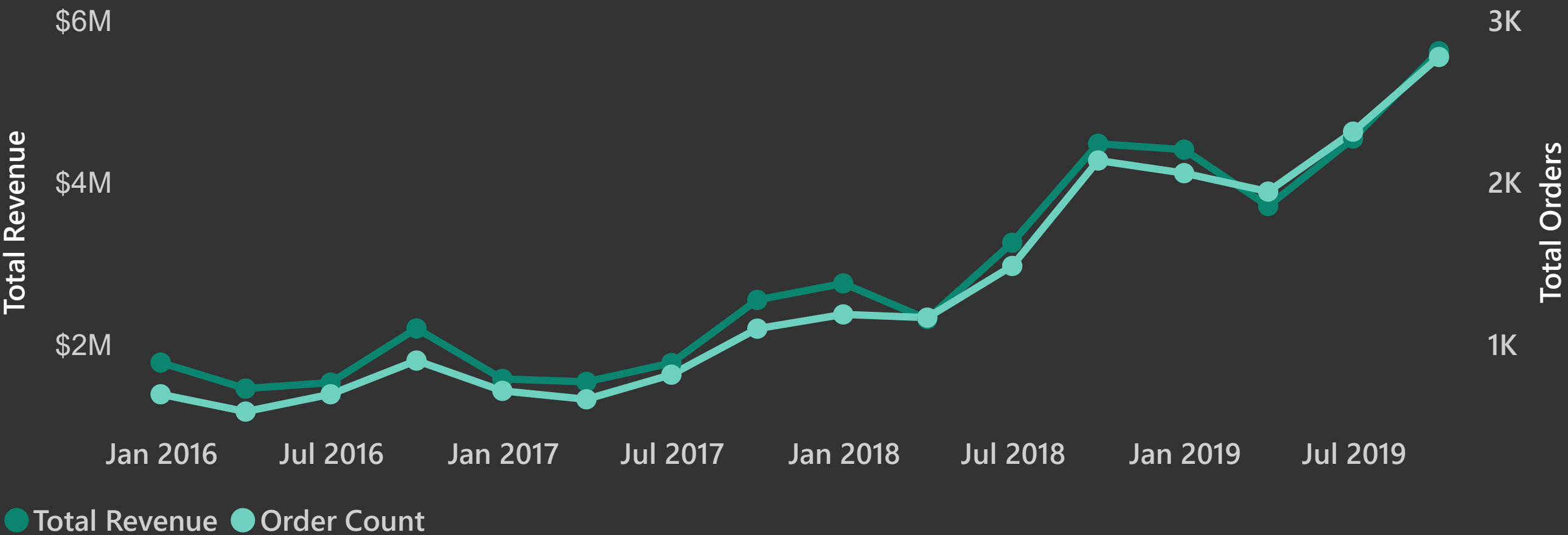
\$2.1K

Average Order Value (AOV)

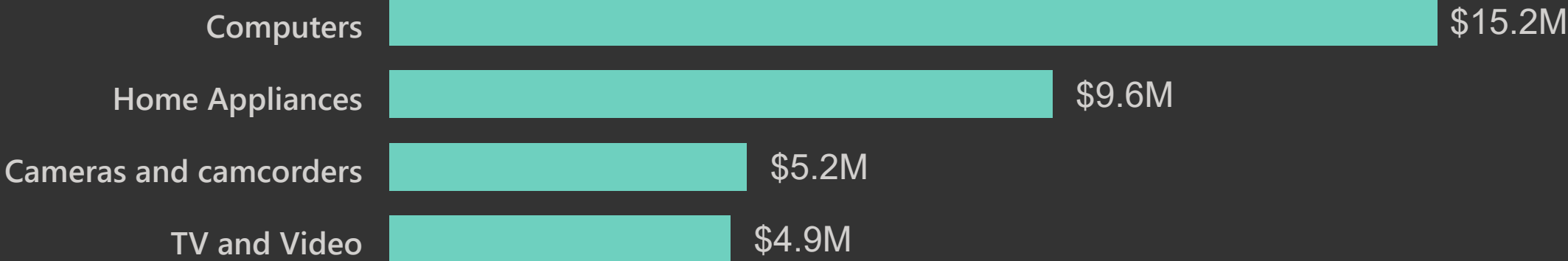
Category

All

Total Revenue and Total Orders exhibit seasonal patterns with Q4 growth



Computer Category drives Revenue



Computers and Cell Phones drive the order count



Country	Total Revenue	Total Orders	Average Order Value (AOV)
United States	\$19M	8877	\$2.2K
Online	\$9M	4371	\$2.1K
United Kingdom	\$5M	2340	\$2.1K
Germany	\$4M	1585	\$2.2K
Canada	\$3M	1441	\$2.1K
Italy	\$2M	773	\$2.3K
Australia	\$2M	745	\$2.4K
Netherlands	\$1M	625	\$2.1K
-	\$1M	625	\$2.1K

Year	Total Revenue	Revenue YoY	Total Orders	Total Orders YoY	Average Order Value (AOV)
2016	\$6,946,794		2865		\$2,425
2017	\$7,421,422	7%	3280	14%	\$2,263
2018	\$12,788,961	72%	5965	82%	\$2,144
2019	\$18,264,382	43%	9083	52%	\$2,011

SALES PERFORMANCE | UNITED STATES PRODUCT PERFORMANCE

2016

2017

2018

2019

\$19M

Total Revenue

9K

Total Orders

67K

Units Sold

59%

Profit Margin %

Country

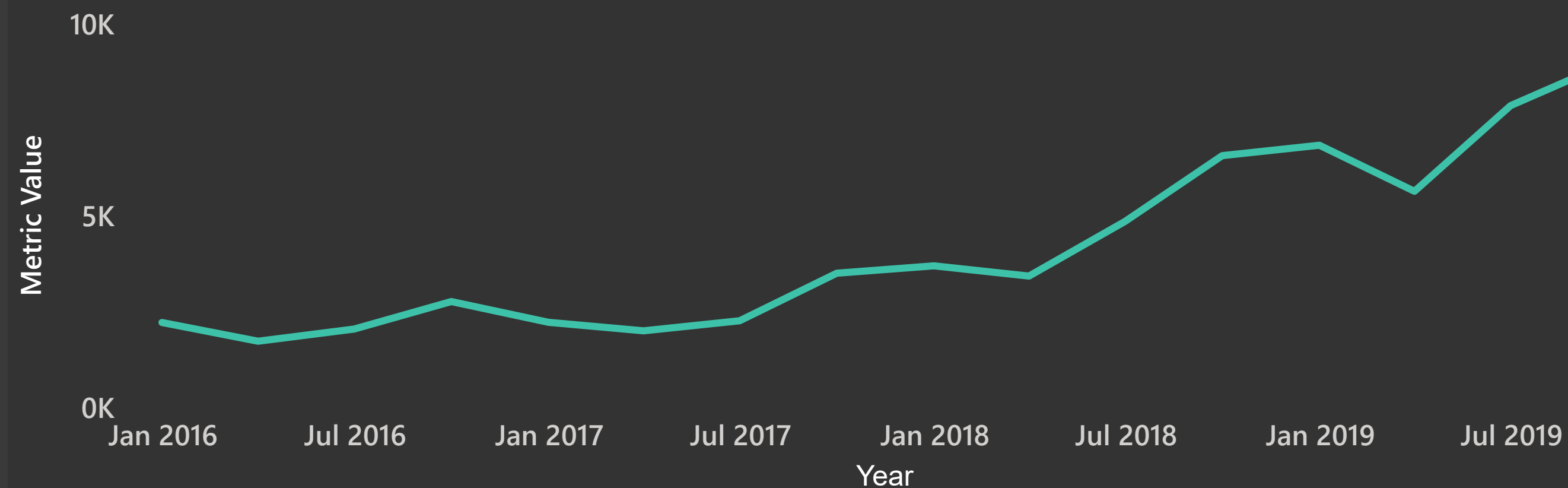
All

Revenue

Units Sold

Category	Total Revenue	Units Sold	Total Orders	Average Order Value
Computers	\$6,422K	15005	3720	\$1,726
Cell phones	\$2,014K	9966	2715	\$203
Music, Movies and Audio Books	\$1,050K	9739	2609	\$108
Audio	\$1,092K	8174	2346	\$133
Games and Toys	\$225K	7160	1950	\$31
Home Appliances	\$4,060K	6911	1935	\$588
Cameras and camcorders	\$2,222K	5740	1617	\$388
TV and Video	\$2,060K	3892	1149	\$529

Revenue and Units Sold show a quarterly seasonal pattern



YoY Revenue growth across categories

Category	Audio		Cameras and camcorders		Cell phones
	Revenue YoY	Total Orders YoY	Revenue YoY	Total Orders YoY	Revenue YoY
2017	49%	47%	-23%	-24%	80%
2018	69%	74%	83%	90%	91%
2019	37%	39%	81%	94%	82%

Total Revenue by Subcategory



SALES PERFORMANCE | UNITED STATES STORE ANALYSIS

2016

2017

2018

2019

\$19M

Total Revenue

9K

Total Orders

67K

Units Sold

59%

Profit Margin %

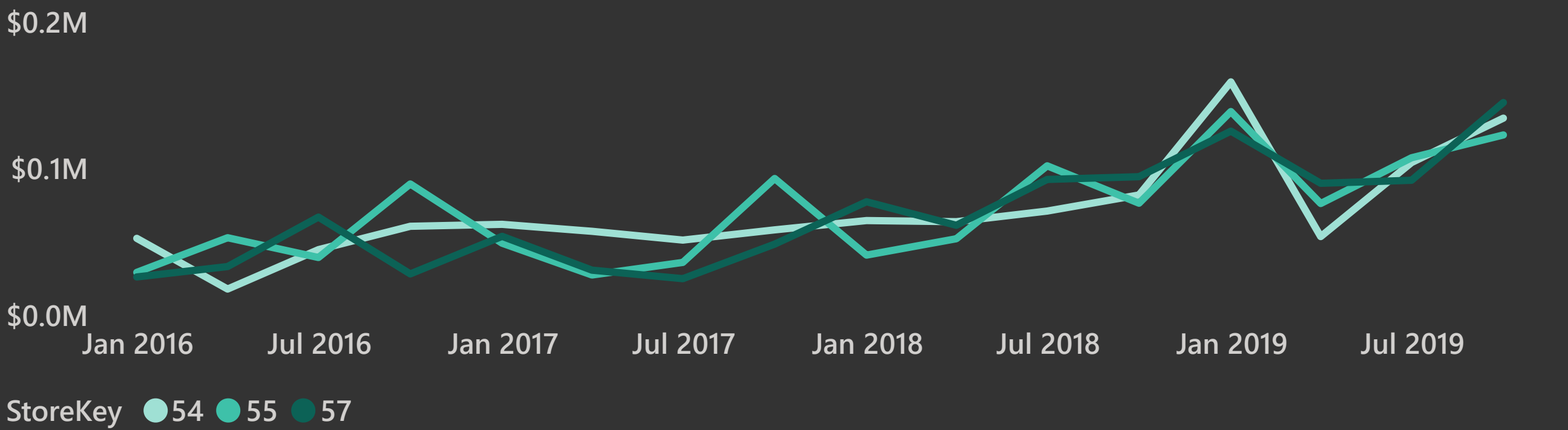
StoreKey

All

Category

All

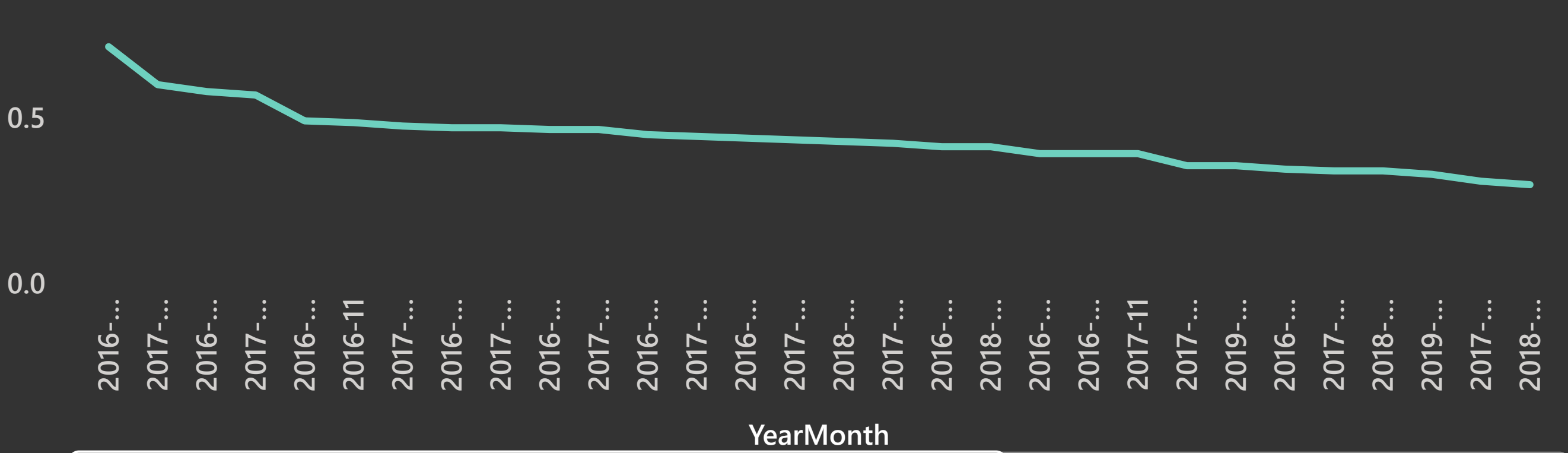
StoreKey 50 and 55 are main drivers of the overall seasonal Q4 Revenue Trend



YoY Store Performance

StoreKey	43			44		
	Total Revenue	Revenue YoY	Total Profit	Total Revenue	Revenue YoY	Total Profit
2019	\$469,094	146%	\$281,333.6	\$374,484	28%	\$220,333.6
2018	\$190,944	6%	\$111,100.4	\$292,707	57%	\$168,253.6
2017	\$179,887	55%	\$105,096.0	\$186,022	34%	\$106,220.0
2016	\$116,426		\$67,710.7	\$138,512		\$81,977.0

Monthly Trend in Category-Level Inactivity Across Stores



Year-Month Store Performance

StoreKey	43			44		
	Total Revenue	Revenue MoM	Total Orders	Average Order Value (AOV)	Total Profit	Total Revenue
2016-01	\$4,087		3	\$1,362.3		\$4,087
2016-02	\$28,303	593%	7	\$4,043.3		\$28,303
2016-03	\$3,870	-86%	3	\$1,290.1		\$3,870
2016-04	\$6,728	74%	2	\$3,364.0		\$6,728
2016-05	\$10,624	58%	6	\$1,770.7		\$10,624
2016-06	\$5,846	-45%	1	\$5,846.2		\$5,846
2016-07	\$5,860	0%	4	\$1,464.9		\$5,860

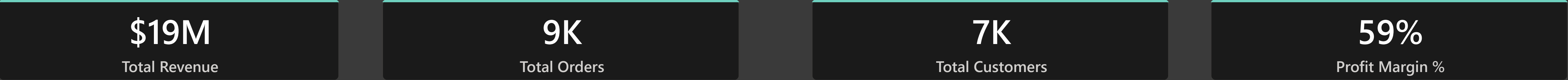
SALES PERFORMANCE | UNITED STATES CUSTOMER ANALYSIS

2016

2017

2018

2019

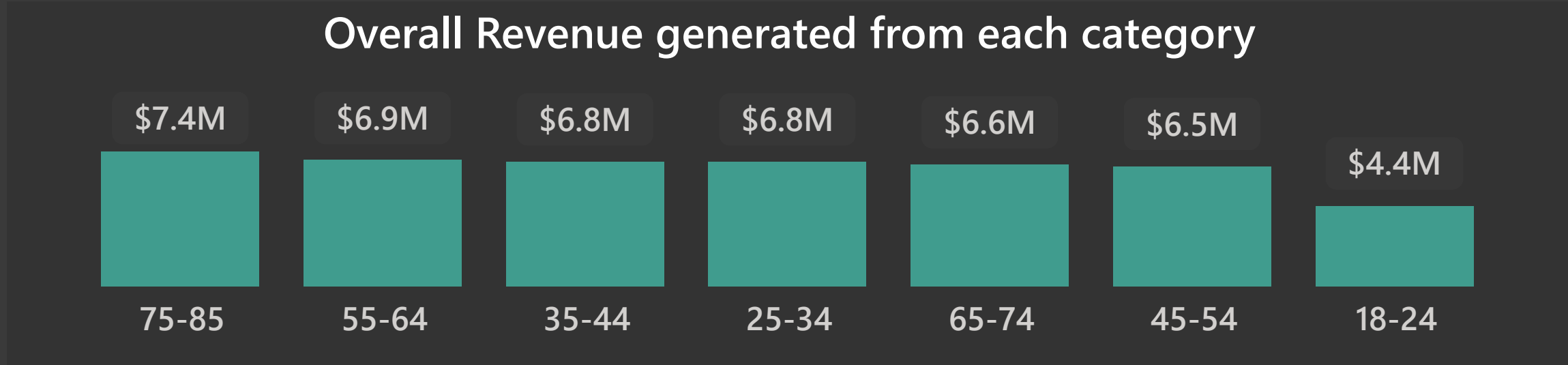
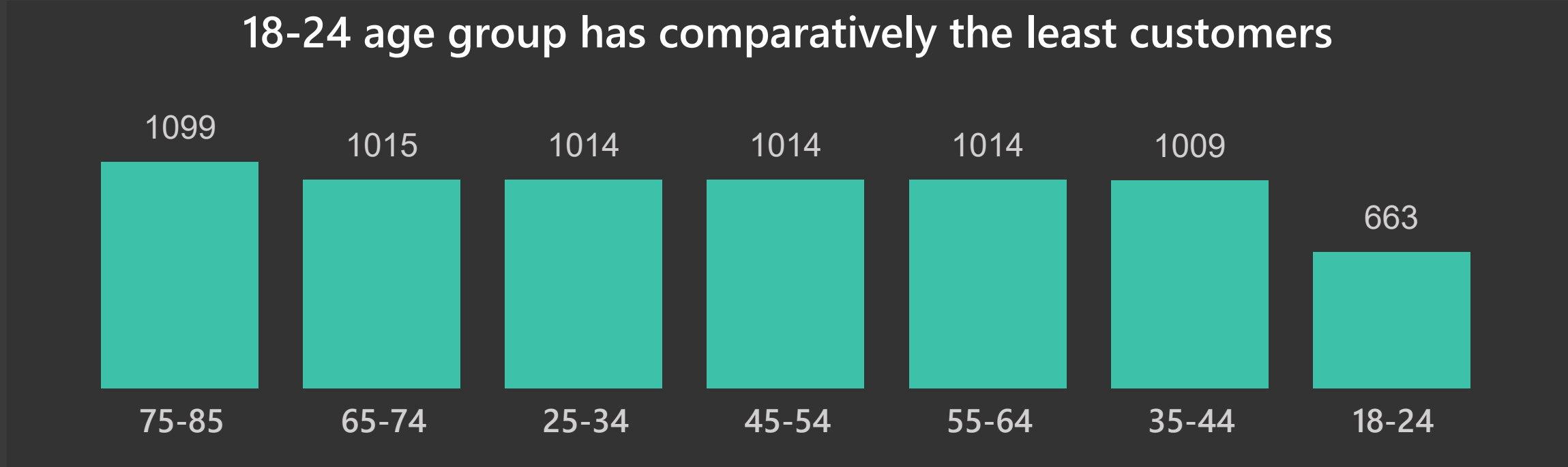
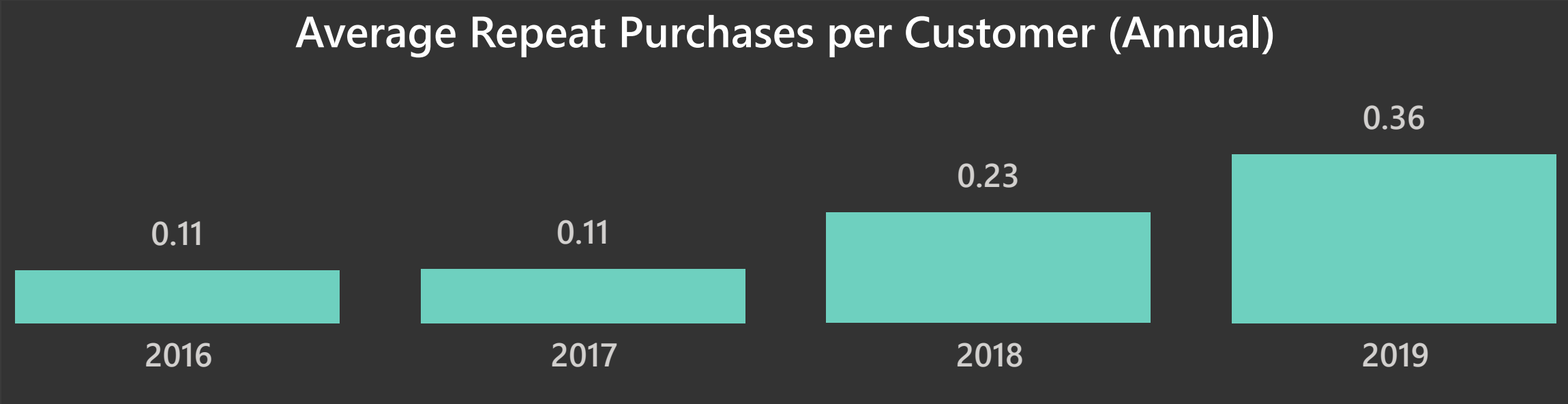


Age Group

Category

All

All



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

