

Year

2024

Month

All

Traffic source

All

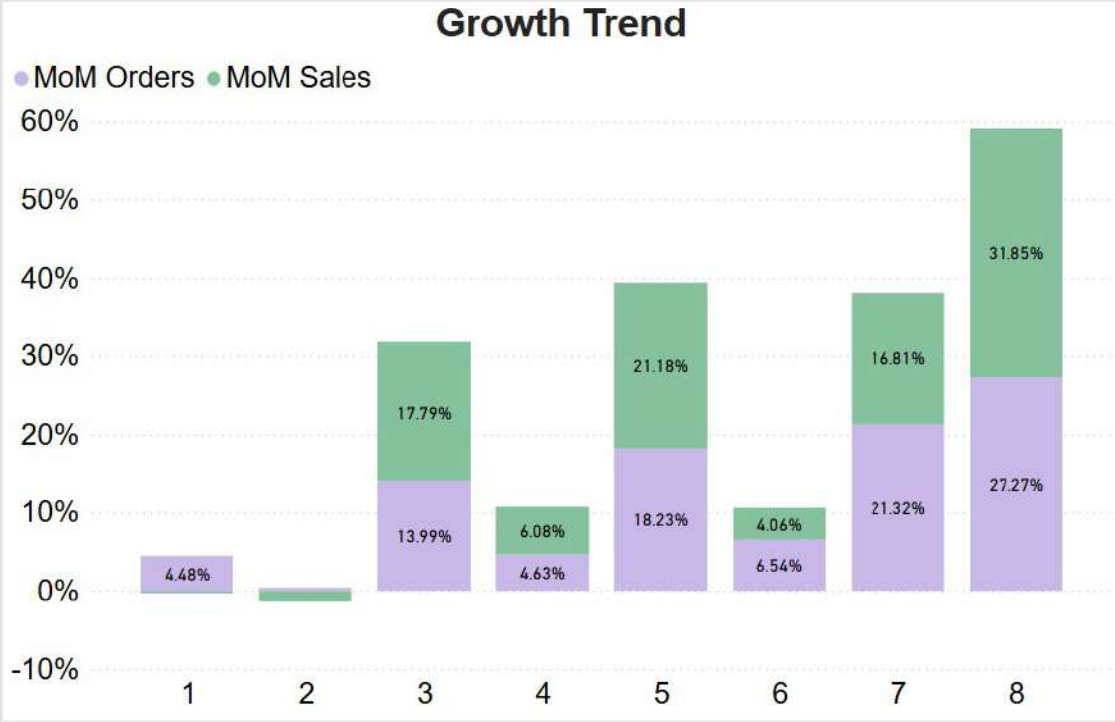
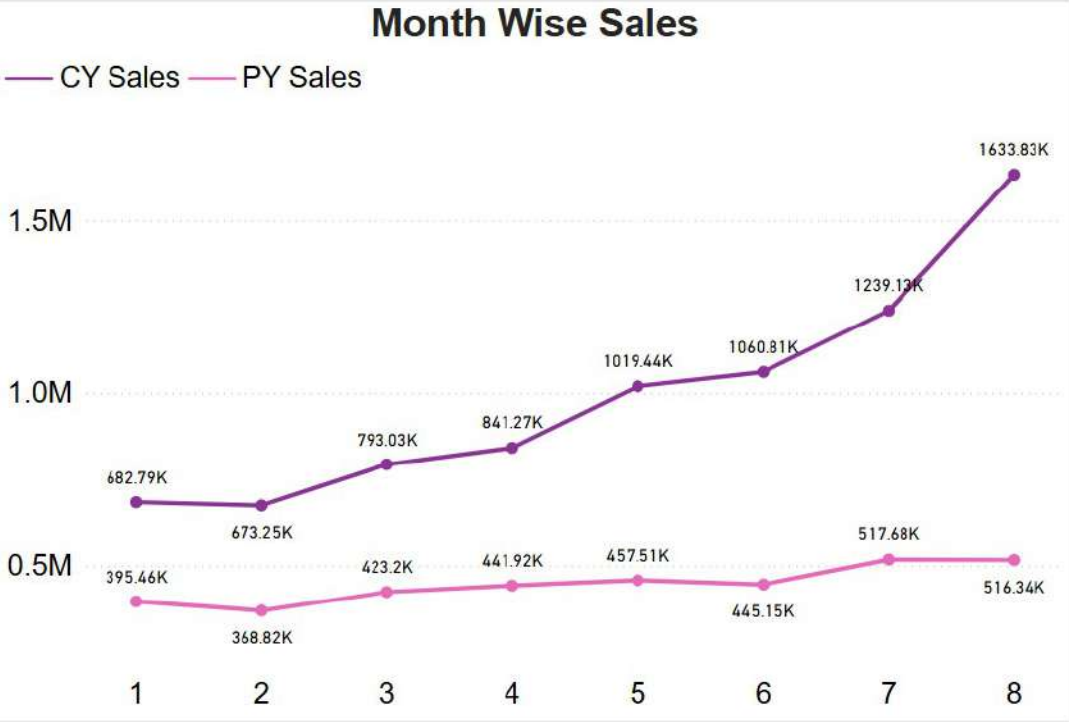
Product brand

All

Product category

All

Sales			Orders			Users		
2024	2023	Growth	2024	2023	Growth	2024	2023	Growth
7.8M	3.5M	123.6%	4.7K	2.1K	124.3%	3.6K	1.9K	92.5%



# Dahboard

## Product Analysis

# Analysis

# Report

# Adhoc

# Comparative...

Year

2024

Month

All

Traffic source

All

Product brand

All

Product category

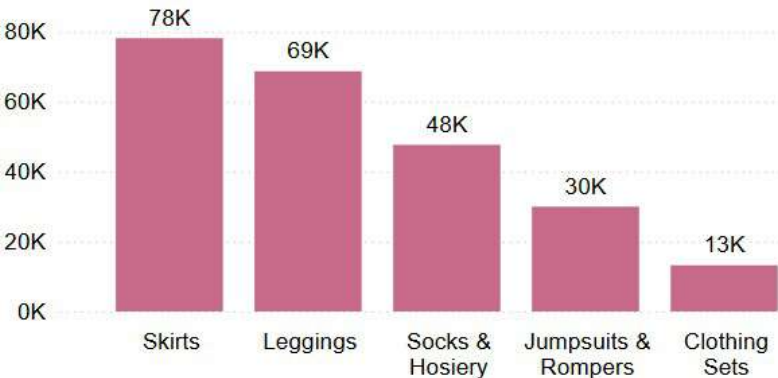
All

5

Bottom Category

Top Category

## Bottom Category

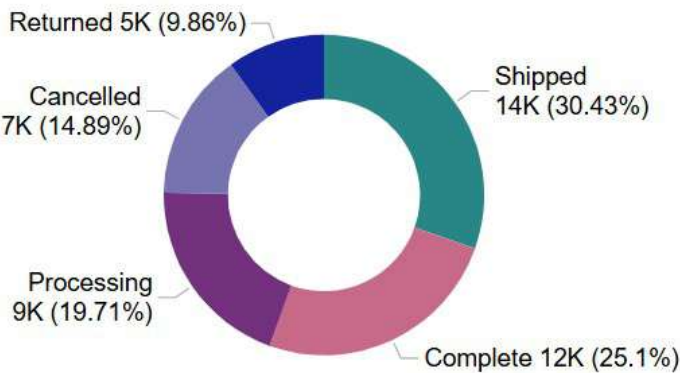


Product Brand	CY Sales	% Share
Calvin Klein	143,430.69	1.8%
Diesel	137,151.12	1.8%
Carhartt	130,257.04	1.7%
7 For All Mankind	128,747.81	1.7%
True Religion	127,509.06	1.6%
Tommy Hilfiger	84,215.19	1.1%
Columbia	83,364.59	1.1%
Joe's Jeans	80,425.92	1.0%
Total	7,755,600.64	100.0%

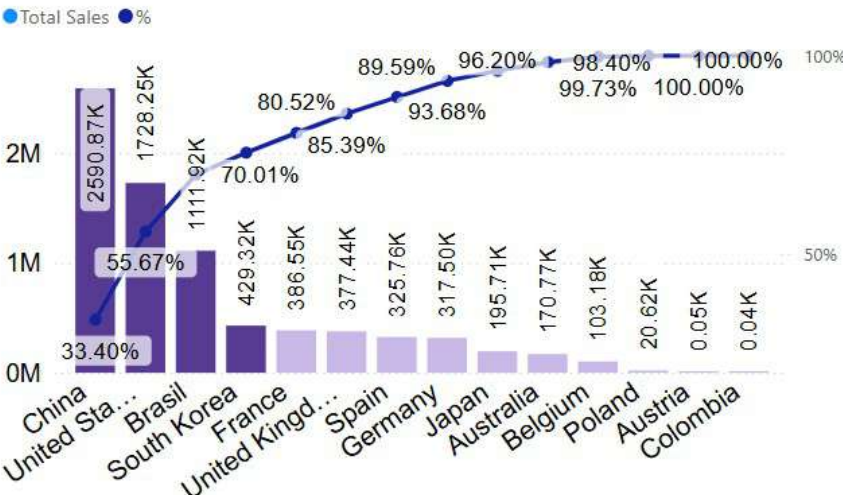
## Top 15 Products

- 7 For All Mankind Men's Standard...
- Adventure Time Bananas Plush L...
- Angelina KNEE HIGH Socks Choo...
- Chaps Big and Tall Solid V-Neck ...
- Columbia Men's Tall Meeker Peak ...
- Columbia Women's Fast Trek li Fu...
- Eurosocks Ski Zone Sock
- FULL TILT Basic Womens Hoodie
- Hanes Men's 4 Pack Boxer Brief
- Levi's Juniors' Demi Curve ID Ski...
- Motherhood Maternity: 3 Pack Mat...
- New Ray Ban RB 4179 601/9A Bla...
- Puma Men's Socks
- State O Maine Big and Tall Plaid M...
- True Religion Men's Ricky Straigh...
- Velrose Snip-it Long Pant Liner
- Wigwam F1057 King Cotton High
- Wrangler Men's Premium Perfor

## What is our yearly order status overview?



## How are Sales distributed across Country



Year

2024

Month

All

Traffic source

All

Product brand

All

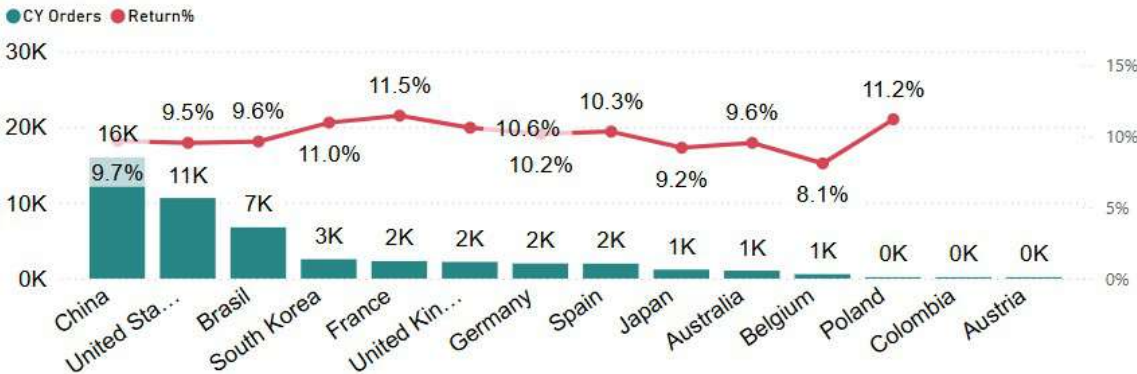
Product category

All

Distribution Centers Name

country

Order Vs Return %



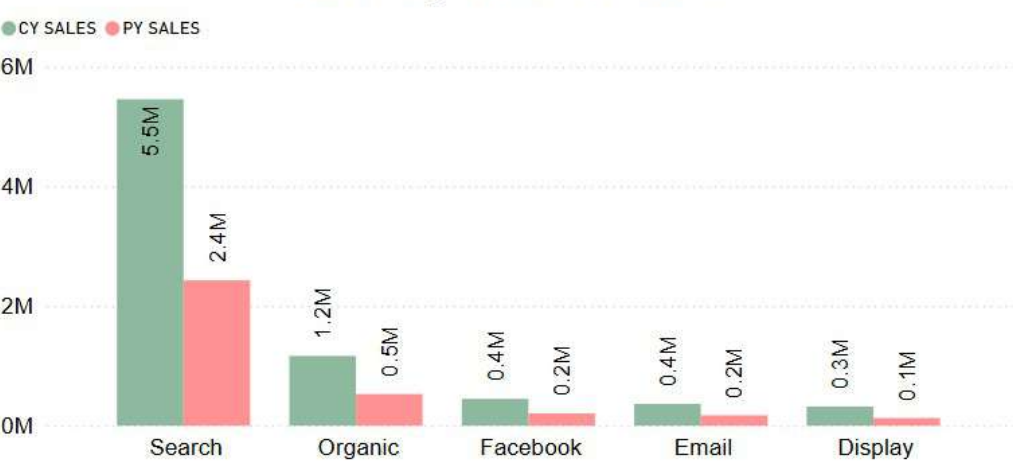
Users distribution by Country and Traffic Source



City wise Sales and Orders distribution

City	CY Sales	PY Sales	% Change	CY Orders	PY Orders
Shanghai	186,851.89	72,580.88	↓ 157.4%	1,125.0	461.0
Beijing	176,241.38	74,735.18	↓ 135.8%	978.0	449.0
Seoul	116,977.67	52,230.03	↓ 124.0%	705.0	323.0
Shenzhen	105,506.59	43,269.43	↓ 143.8%	612.0	263.0
Dongguan	71,796.75	30,376.85	↓ 136.4%	459.0	209.0
Wuhan	60,425.73	33,487.97	↓ 80.4%	401.0	182.0
New York	61,588.63	31,165.94	↓ 97.6%	389.0	181.0
Chengdu	62,605.51	25,818.02	↓ 142.5%	369.0	186.0

Sales by Traffic Source





Dahboard

Product Analysis

Analysis

Report

Adhoc

Comparative...

Year

All

Month

All

Traffic source

All

Product brand

All

Product category

All

Best Selling Brand

Calvin Klein

Highest Selling Month

Aug - 2024

Best Selling Category

Outerwear & Coats

Highest Sales Country

China

### Yearly and Quarterly Sales Insights : Leading Products and Key Metrics

Year	Total Sales	Quantity	Best selling Product & Sales
+ 2024	7,757,995.46	129564	Alpha Industries Rip Stop Short   \$16.K The North Face Apex Bionic Soft Shell Jacket - Men's   \$10.8K
+ 2023	5,854,532.18	97761	The North Face Denali Down Mens Jacket 2013   \$11.7K Darla   \$10.K
+ 2022	3,499,199.39	58212	ASCIS Cushion Low Socks (Pack of 3)   \$6.3K Robert Graham Men's Barbican Velvet Blazer   \$6.3K
+ 2021	2,084,707.44	34402	The North Face Freedom Mens Ski Pants 2013   \$7.2K Nobis Tula Parka   \$5.8K
+ 2020	1,060,660.40	17737	NIKE WOMEN'S PRO COMPRESSION SPORTS BRA *Outstanding Sup and Comfort*   \$5.4K Canada Goose Men's The Chateau Jacket   \$4.1K
+ 2019	333,338.80	5618	JORDAN DURASHEEN SHORT MENS 404309-109   \$3.6K The North Face Nuptse 2 Jacket - Noah Green/TNF Black   \$2.7K

Custom Report

Dimensions

- ☒ Product Category
- ☐ Product Brand
- ☐ Distributor
- ☐ Country
- ☐ Product
- ☐ Year

Measures

- ☐ Total Sales
- ☒ Total Cost
- ☒ Total Orders
- ☒ Total Users
- ☐ Avg Order Value

Product Category	Total Cost	Total Orders	Total Users
Intimates	450,241.24	12445	4,417.0
Jeans	1,289,368.80	12331	4,543.0
Fashion Hoodies & Sweatshirts	642,154.95	11630	4,224.0
Tops & Tees	515,120.82	11339	4,182.0
Sweaters	769,434.69	10940	4,012.0
Shorts	491,338.95	10932	4,014.0
Swim	617,709.20	10882	3,985.0
Sleep & Lounge	500,664.63	10848	3,984.0
Accessories	307,346.18	9583	3,575.0
Outerwear & Coats	1,120,879.29	8875	3,276.0
Active	363,417.78	8754	3,238.0
Underwear	185,528.85	7278	2,558.0
Pants	371,937.58	6872	2,530.0
Socks	143,144.79	5962	2,189.0
Dresses	391,013.44	5246	1,908.0
Swim & Sport Coats	400,000.00	4070	4,700.0
Total	9,877,408.18	124999	36,013.0

Dahboard

Product Analysis

Analysis

Report

Adhoc

Comparative Analysis

Group A

YTD Sales

7.76M

MTD Sales

1.63M

YTD Orders

47.3K

MTD Orders

9,880

YTD Users

36.0K

MTD Users

7,702

Orders  
Returned

4,669

Avg Order Value

163.91

Group B

YTD Sales

5.85M

MTD Sales

684.82K

YTD Orders

35.4K

MTD Orders

4,059

YTD Users

29.5K

MTD Users

3,968

Orders  
Returned

3,617

Avg Order Value

165.51

Age Group

country

Product Category

Distributor

Year

2024

Month

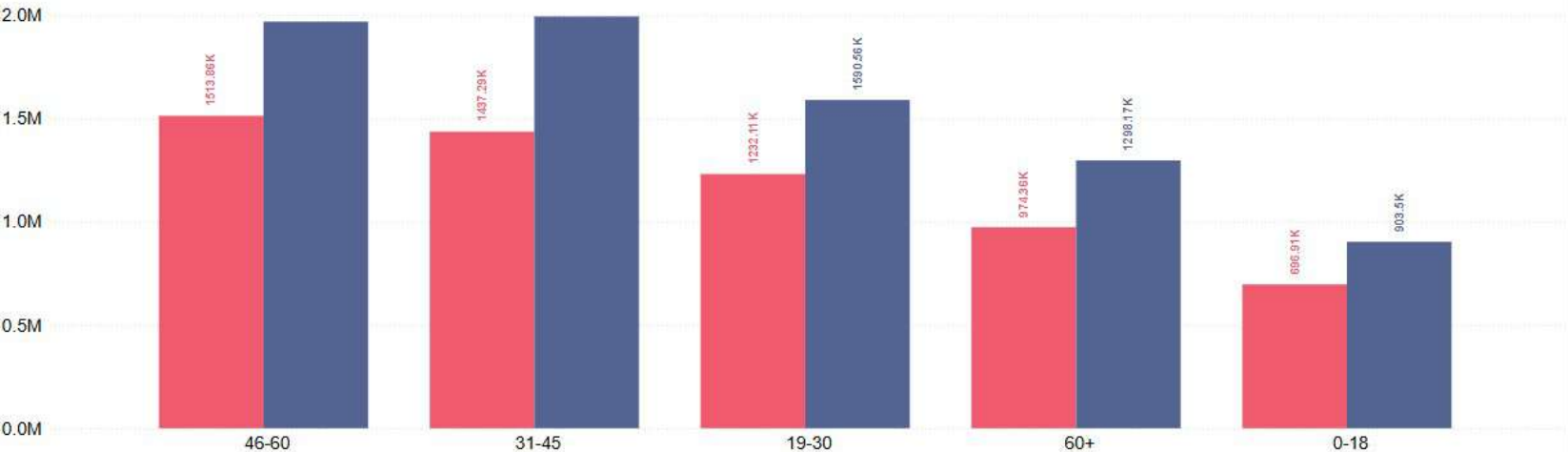
All

Week

All

Group A vs Group B

Total Sales Comparison Sales



Year

2023

Month

All

Week

All