



182%
Year growth
rate

Year

2022

2023

Total revenue

\$431K

Total Orders

3K

Total items

2750

Avg Ratings

3.0

Revenue per Itme

\$157

Key Business Insights:

- Total revenue: **\$431K**, with **182% YoY growth**.
- Tunic is the best-selling item (\$17.2K revenue, \$320/item).
- December was the highest revenue **month** (\$47K).
- Average order value peaked in **Dec** at ~\$180.
- **52%** of transactions were paid **via Credit Card**.
- Overall **average rating: 3.0**; Boots had the **highest rating (3.1)**.



182%
Year growth rate

Year

2022

2023

Item

All

Total revenue

\$431K

Total Orders

3K

Total items

2750

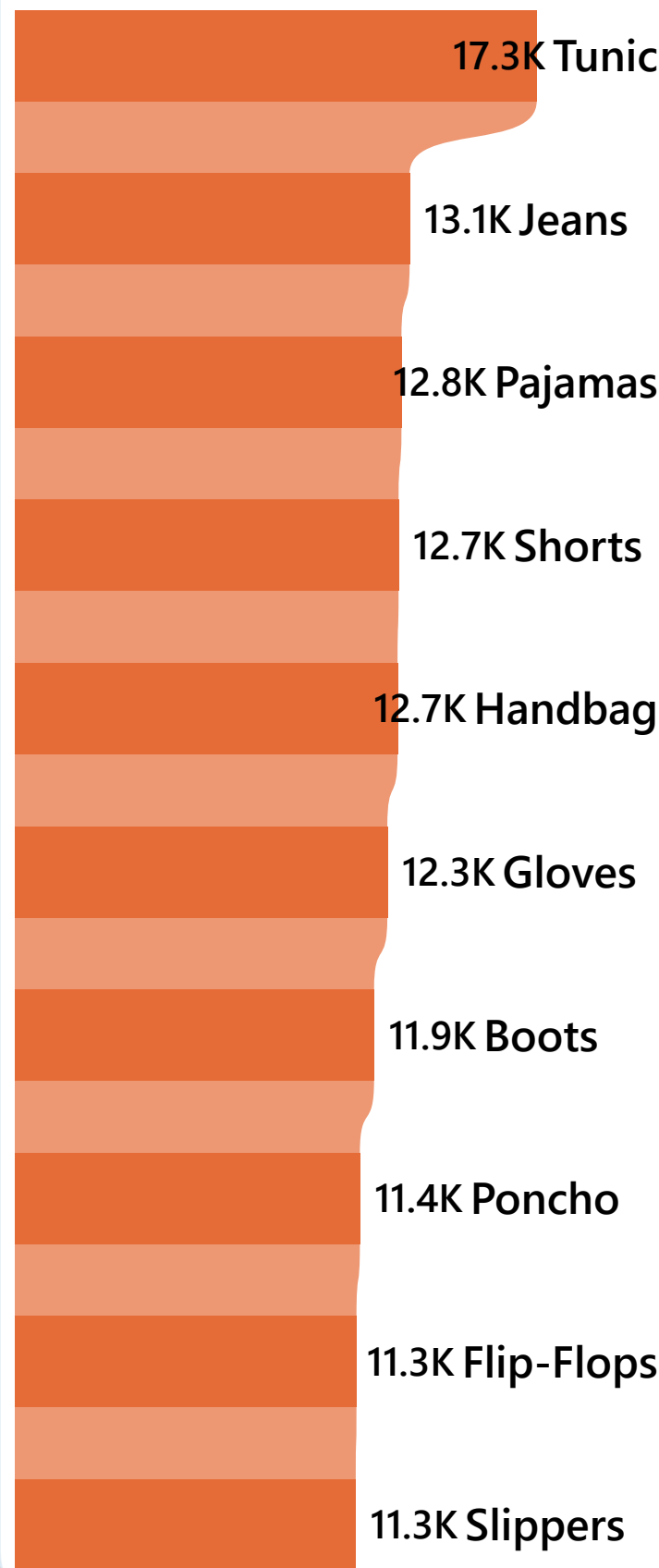
Avg Ratings

3.0

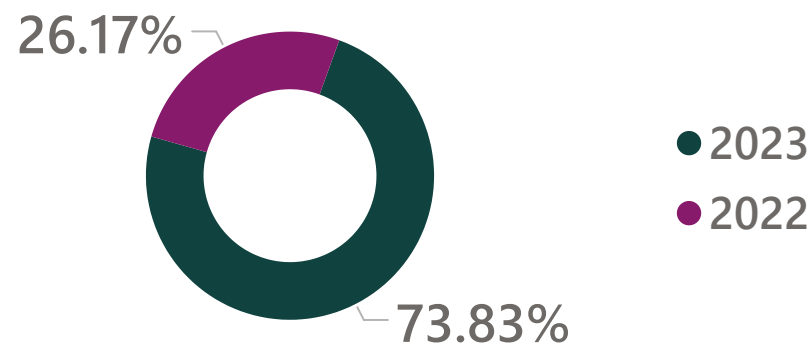
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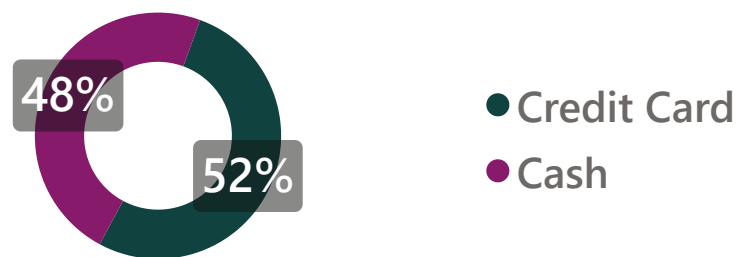
Most Purchase Prducts



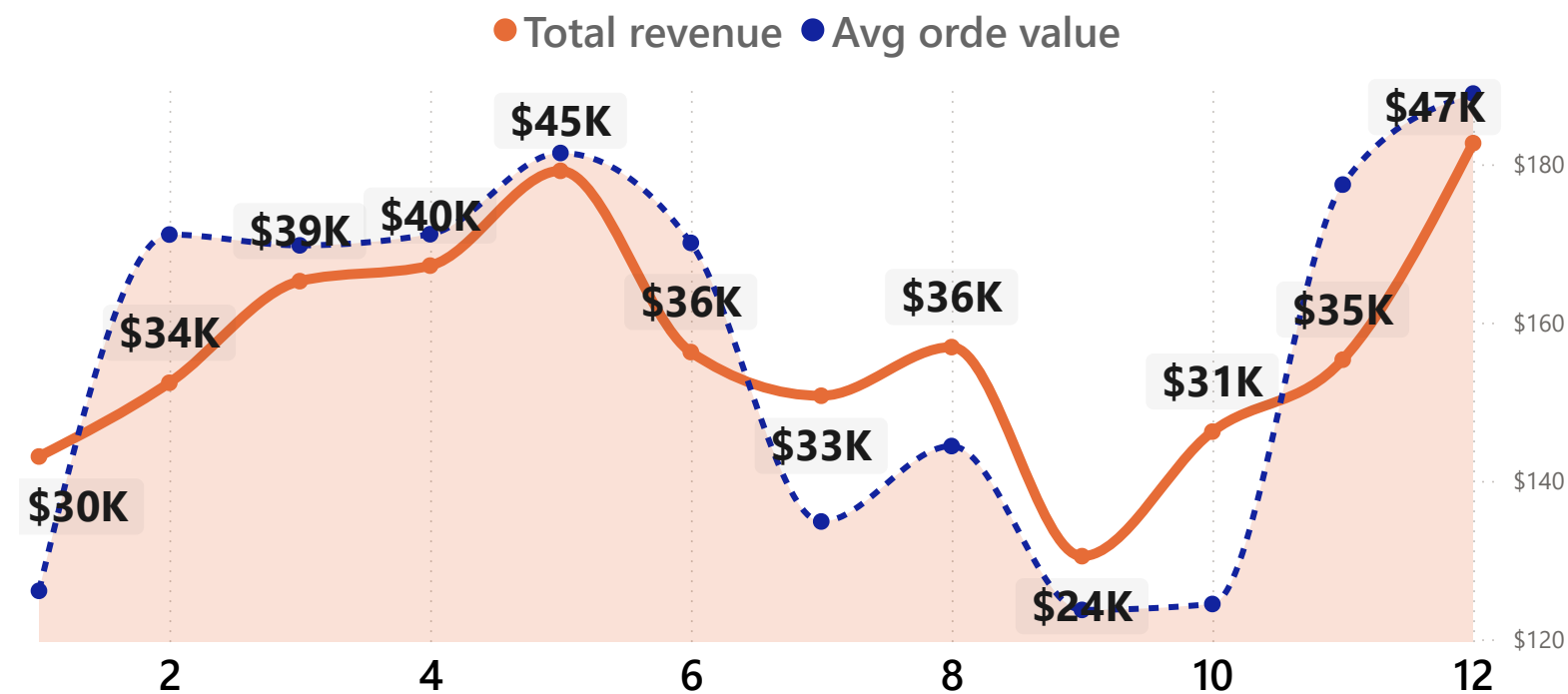
Year Status



Credit Card More use for payment



Monthly Revenue



Total Revenue Average Order Value



Item Purchased	Total revenue	Avg Ratings	Total Orders	% Revenue per itme
Tunic	\$17,275	2.5	54	\$320
Jeans	\$13,068	3.2	48	\$272
Pajamas	\$12,798	2.8	61	\$210
Shorts	\$12,702	2.8	74	\$172
Handbag	\$12,668	3.2	59	\$215
Gloves	\$12,330	3.1	52	\$237
Boots	\$11,891	3.1	52	\$229
Poncho	\$11,422	2.8	60	\$190
Flip-Flops	\$11,309	3.3	41	\$276
Total	\$4,30,952	3.0	2750	\$157