

THELOOK-ECOMMERCE

Total_Cost
\$5.185M

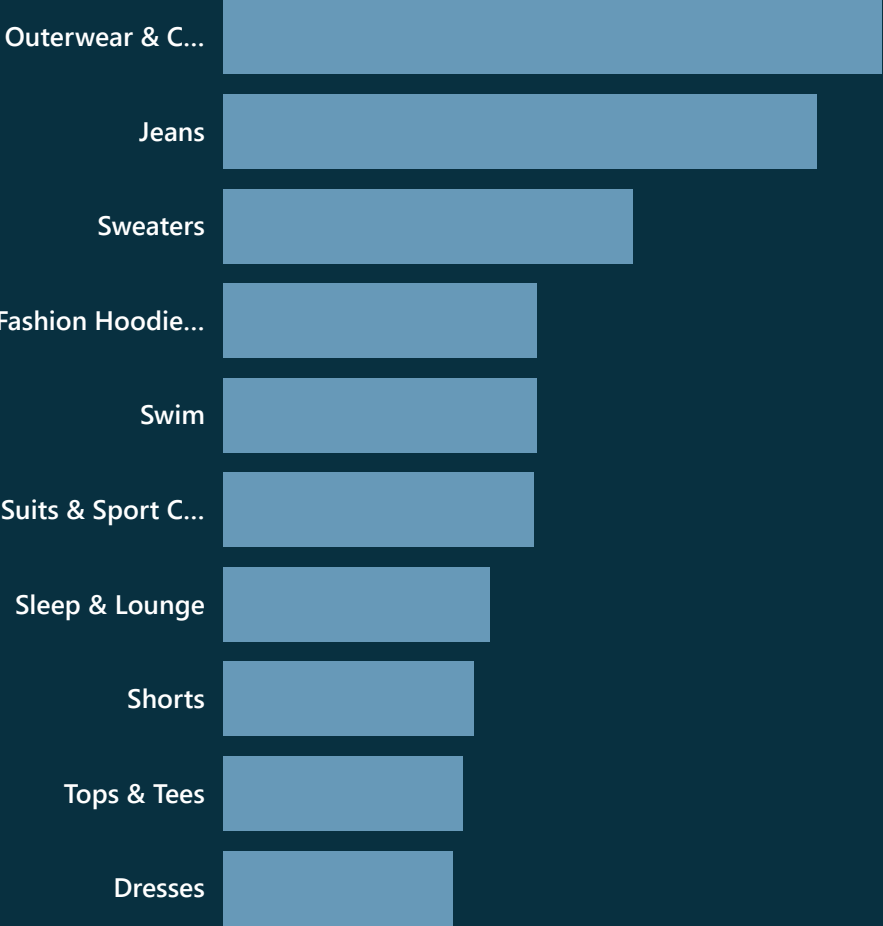
Female
12K

Male
8205

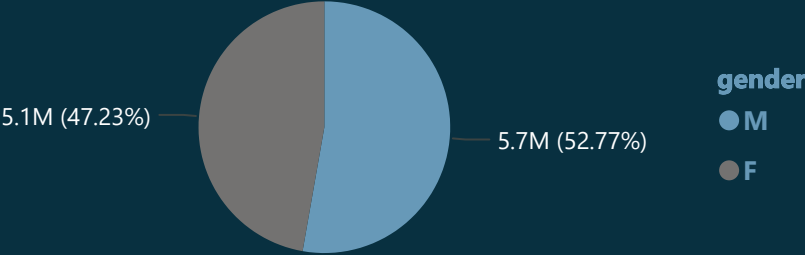
Total_Profit
\$5.609M

Total Item
Sold
181K

Category Cash Flow



Gender Spend Split



Category

All

Gender

F M

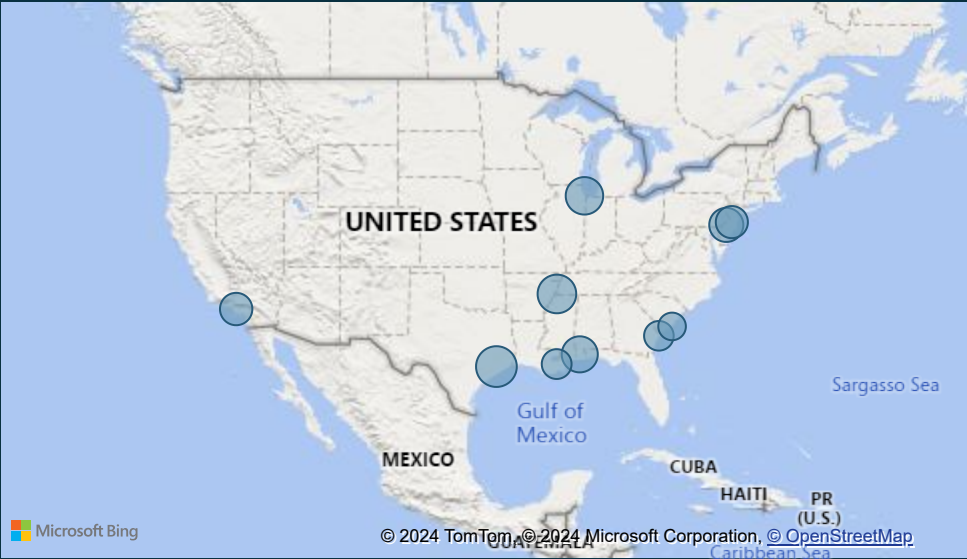
Age_group

- ☒ Under 20
- ☐ 60+
- ☐ 50-59
- ☐ 40-49
- ☐ 30-39
- ☐ 20-29

Distribution_center

All

Geo-Revenue Map



Product_category

All



Product_name

All



Profit Margin

%

33.000

66.900



Total Profit

\$5.609M

Total Cost

\$5.185M

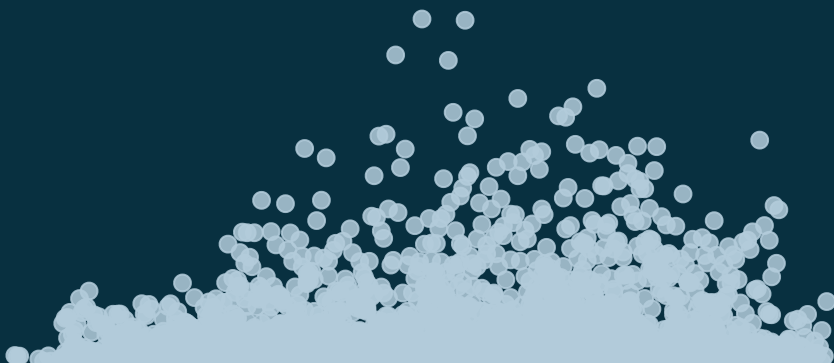
Total Revenue

29.04K

Count of Product_id

29.04K

Margin vs. Money Matrix



Category Cash Trees

Intimates

Tops & Tees

Swim

Jeans

Fashion Hoodies & Sweatshirts

Top Five Products

product_name	Sum of total_profit
The North Face Denali Down Womens Jacket 2013	\$8,294.958
The North Face Apex Bionic Soft Shell Jacket - Men's	\$12,325.047
NIKE WOMEN'S PRO COMPRESSION SPORTS BRA *Outstanding Support and Comfort*	\$6,954.003
Canada Goose Men's The Chateau Jacket	\$6,797.100
adidas Women's Adifit Slim Pant	\$6,063.792
Total	\$40,434.900

Product_category

All

Product_name

All

Count of Total_Returns

29.12K

Total Sales

181K

Avg_Retrurn_Rate Percentage

9.96



Return Rate						
product_id	product_name	product_category	Sum of total_sales	Sum of total_returns	Sum of return_rate_percentage	
627	Allegra K Woman Roll up Short Sleeve Point Collar Stripe Shirt Multicolor S	Tops & Tees	1	1	100.00	
2104	Allegra K Woman Schoolbag Pattern Back Drawstring Hoody Coat Mint Blue XS	Fashion Hoodies & Sweatshirts	1	1	100.00	
4	Bailey 44 Women's Undertow Top	Tops & Tees	1	1	100.00	
1658	Billabong Brighter Hoodie	Fashion Hoodies & Sweatshirts	1	1	100.00	
21645	Buffalo by David Bitton Men's Simon Slim Straight Jeans	Jeans	1	1	100.00	
Total			60507	6064	98,275.96	

Total Users

80K

Count of Event Type

2.65M

Count of Order Status

2.65M

Event_time

1/9/2019



9/13/2024



Event_type

All

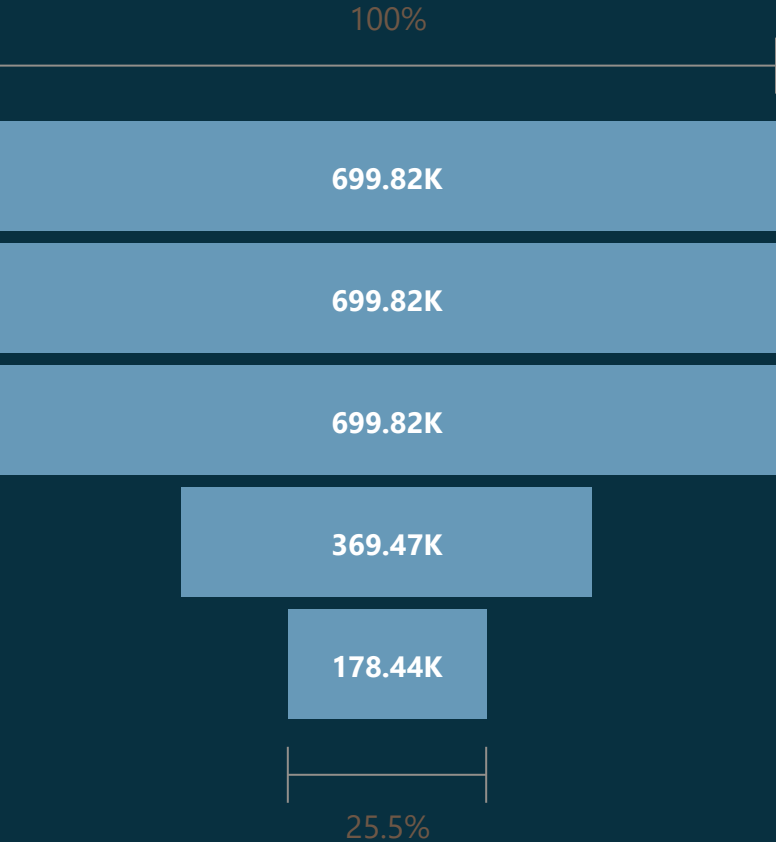


Full_name

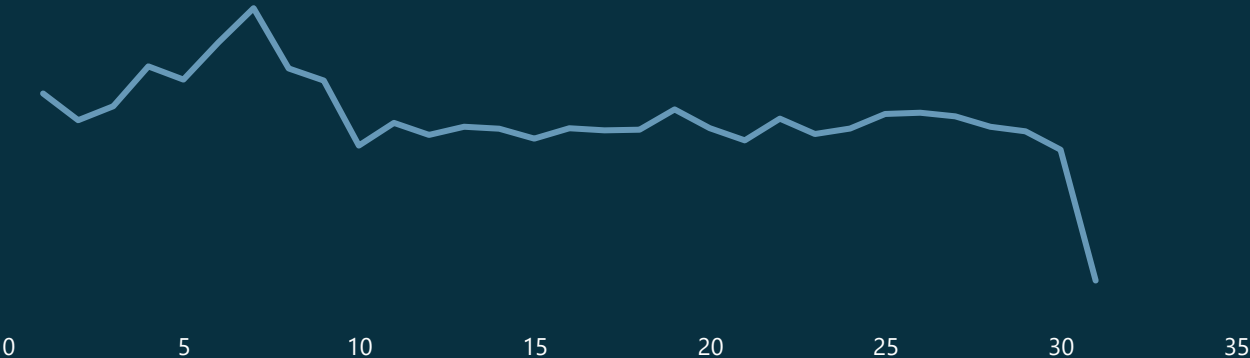
All



Event Type Count by Users



Event Type by Day



Event Type Count by Full Name



Total Cost

\$5.185M

Total Units Sold Count

35

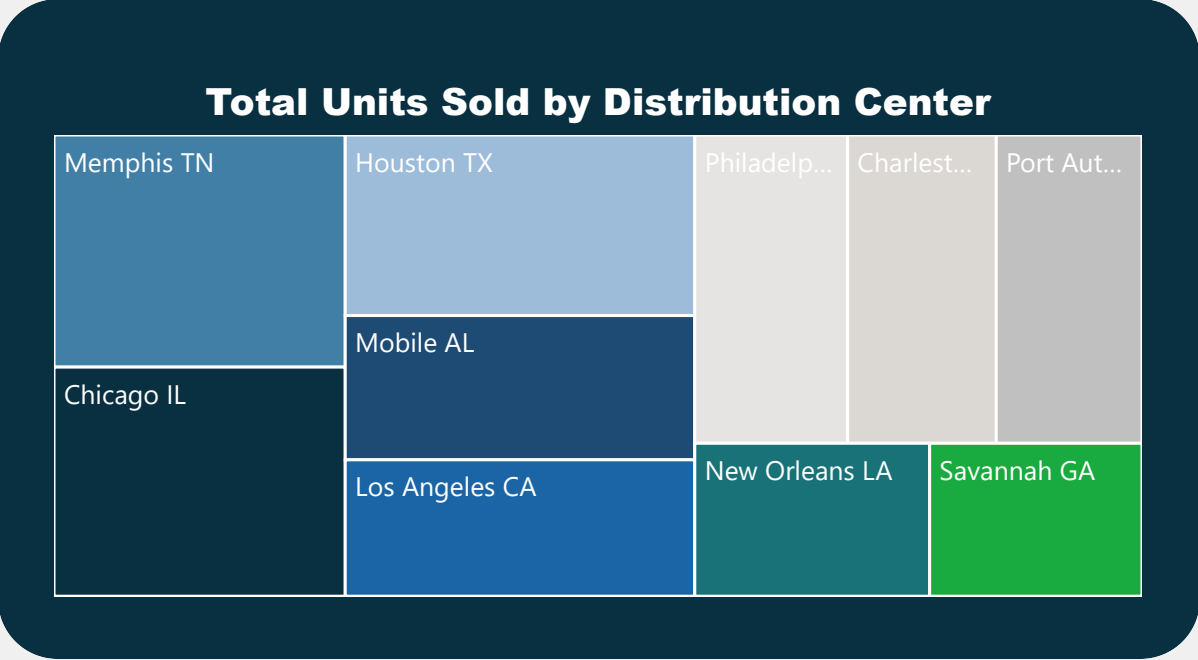
Total Potential Revenue

\$10.794M

Potential Profit

5.61M

product_id	product_category	total_cost	Sum of total_profit
17094	Fashion Hoodies & Sweatshirts	\$4,721.787	\$3,405.213
2793	Active	\$4,132.128	\$5,800.872
2796	Active	\$4,112.262	\$5,820.738
22927	Shorts	\$4,087.881	\$4,039.119
23646	Outerwear & Coats	\$4,085.900	\$4,894.100
24053	Outerwear & Coats	\$3,925.341	\$4,201.659
23742	Outerwear & Coats	\$3,871.650	\$4,078.350
2723	Active	\$3,559.626	\$4,567.374
18062	Active	\$3,527.118	\$4,599.882
8398	Outerwear & Coats	\$3,496.416	\$3,727.584
8429	Outerwear & Coats	\$3,405.213	\$4,721.787
23803	Outerwear & Coats	\$3,403.440	\$3,931.560
20368	Suits & Sport Coats	\$3,347.608	\$4,330.392
24201	Outerwear & Coats	\$3,272.472	\$3,951.528
8300	Outerwear & Coats	\$3,167.280	\$3,192.720
24083	Outerwear & Coats	\$3,015.324	\$3,806.676
24314	Outerwear & Coats	\$2,970.000	\$3,780.000
23951	Outerwear & Coats	\$2,940.168	\$4,283.832
23654	Outerwear & Coats	\$2,904.048	\$4,319.952
23864	Outerwear & Coats	\$2,857.800	\$3,742.200
15486	Plus	\$2,524.788	\$2,893.212
24428	Outerwear & Coats	\$2,519.370	\$2,898.630
20171	Suits & Sport Coats	\$2,518.776	\$4,657.224
24306	Outerwear & Coats	\$2,470.000	\$2,730.000
24110	Outerwear & Coats	\$2,390.850	\$2,559.150
23813	Shorts	\$2,361.345	\$3,153.655
Total			\$5,608,750.327

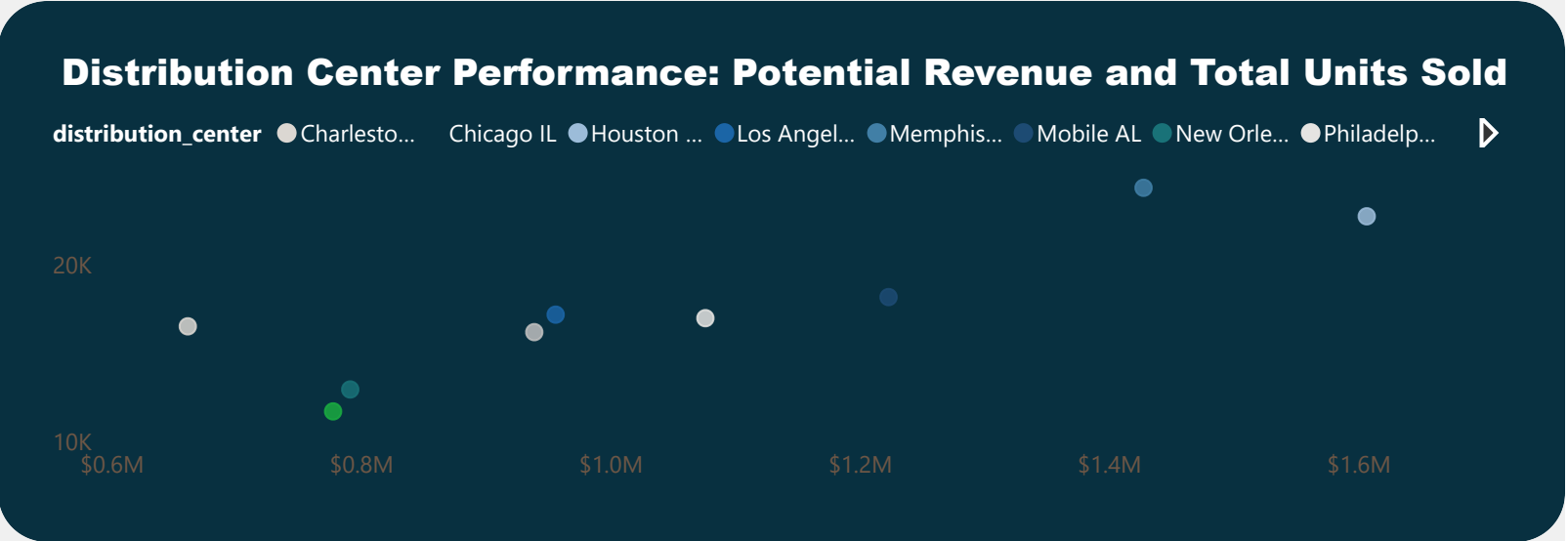


distribution_center

All

product_name

All

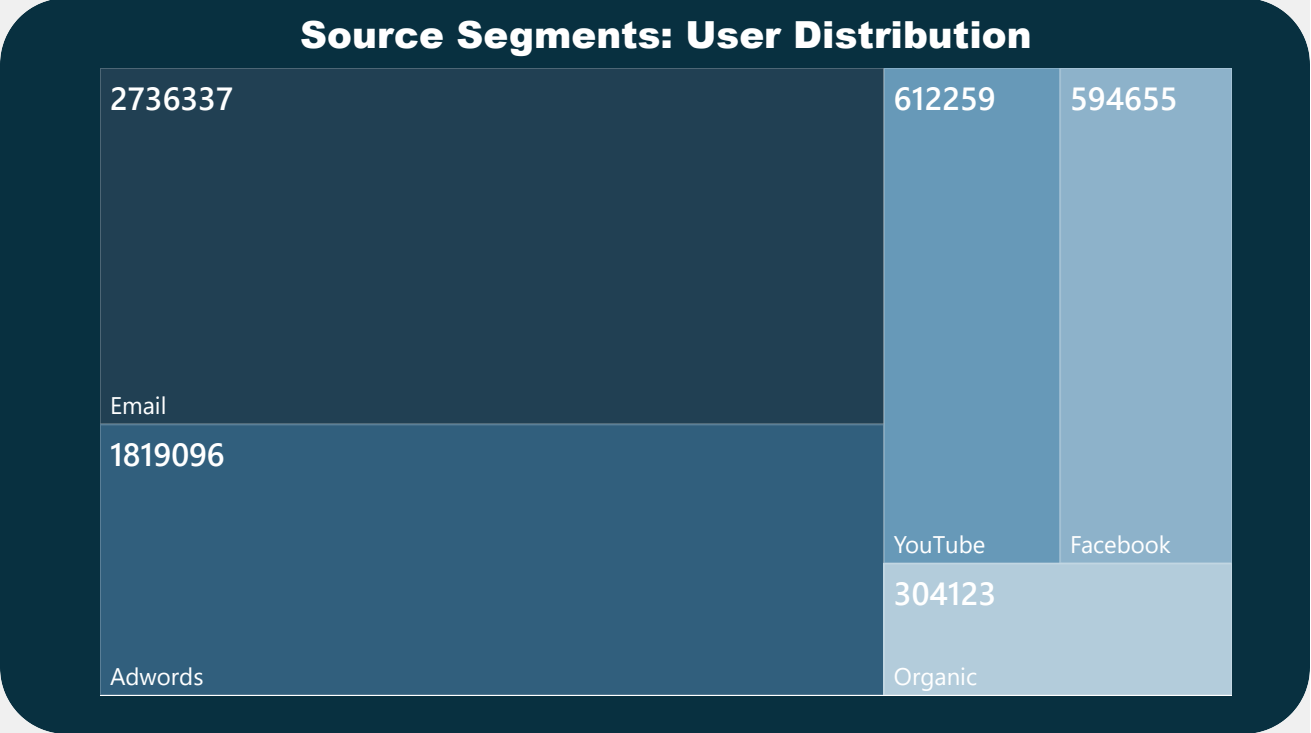
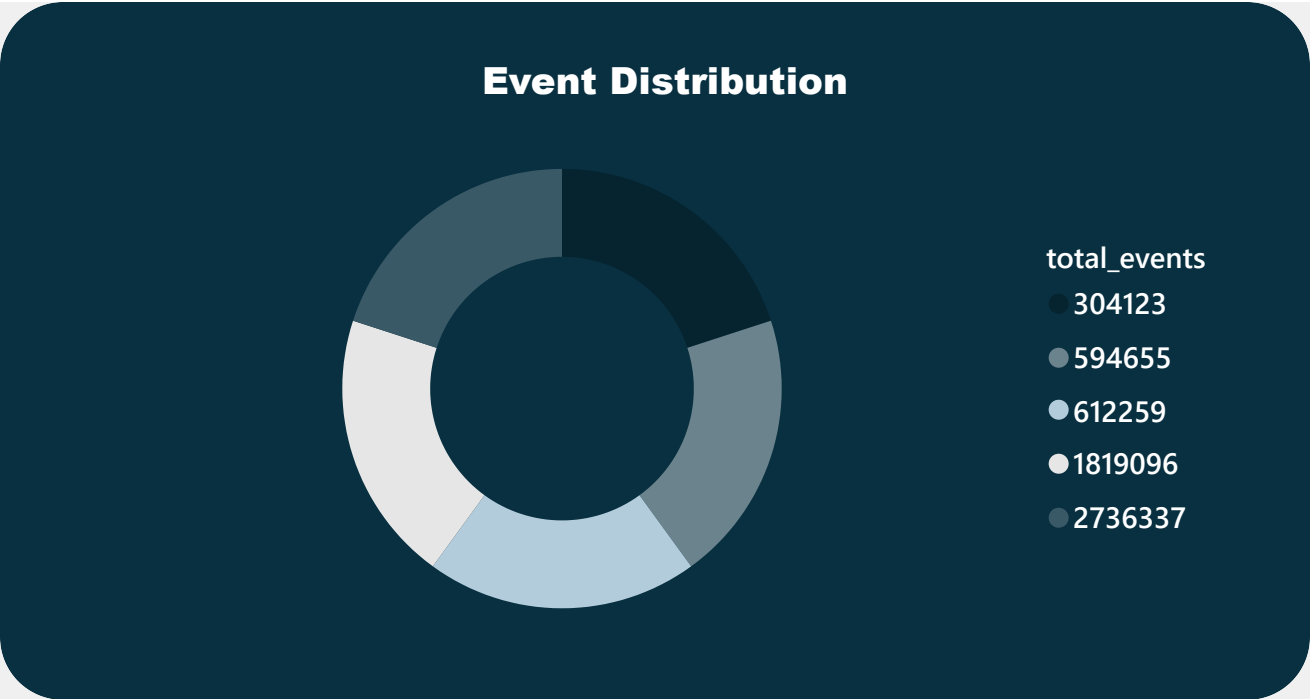
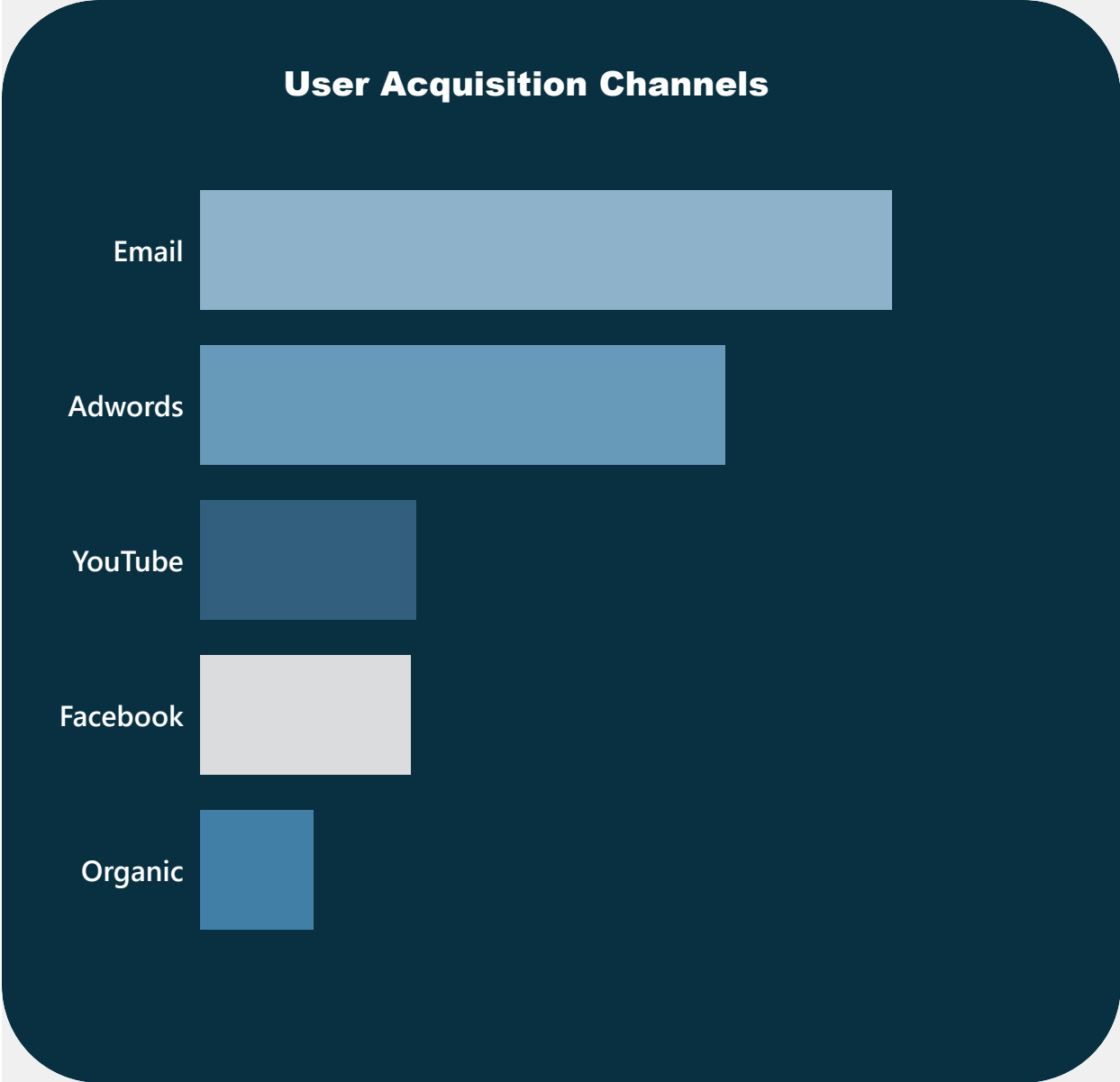


Total Users

132K

Total Events

5

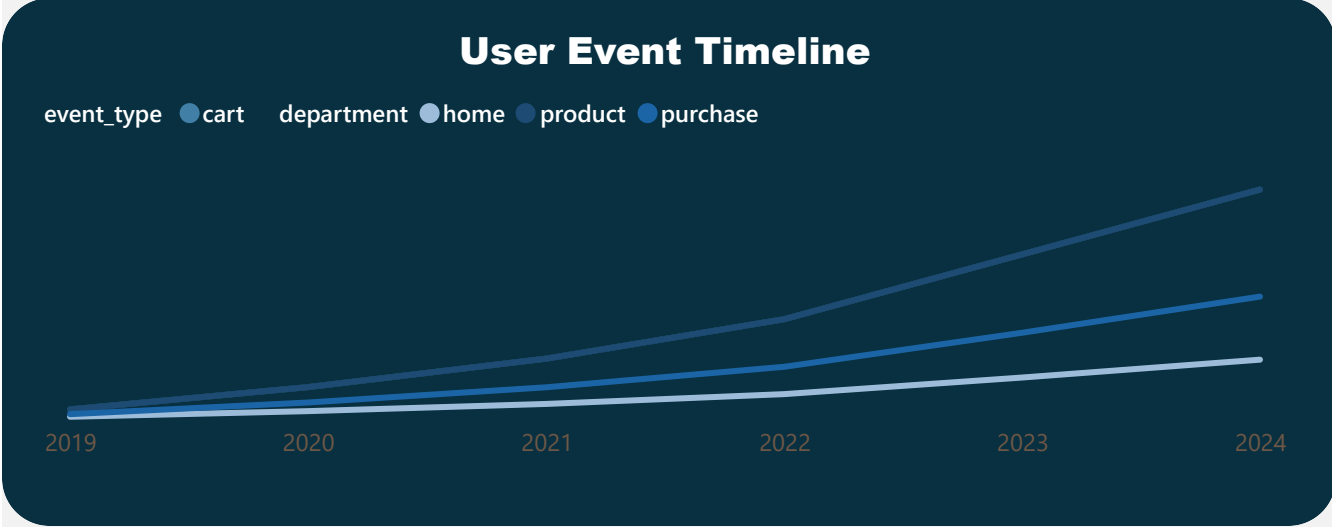
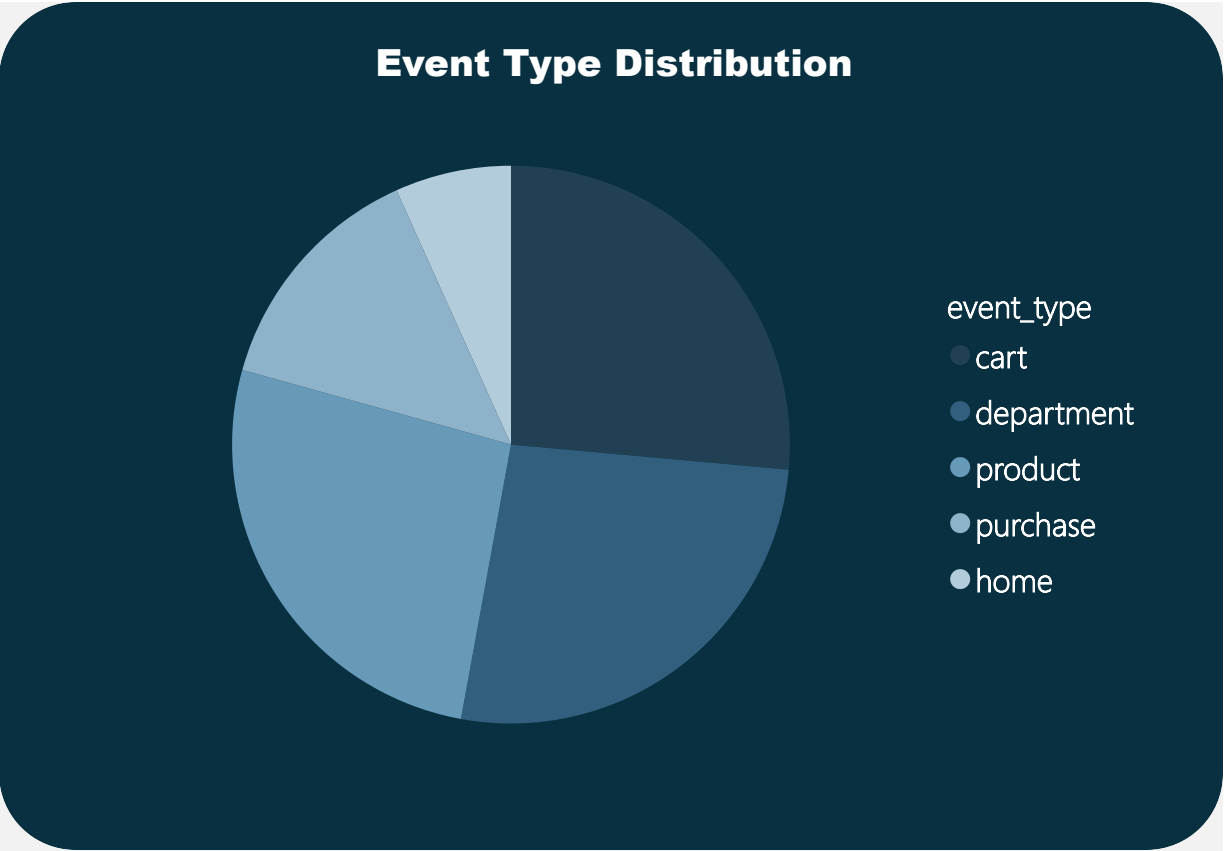


Total Users

80K

Count of Event_type

5



Event Type Flow by User														
full_name	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Aaron Aguilar	home	department	product	cart	purchase	home	department	product	cart	purchase				
Aaron Allen	home	department	product	cart	purchase	department	product	cart	department	product	cart	department	product	cart
Aaron Anderson	home	department	product	cart	purchase									
Aaron Andrews	home	department	product	cart	purchase									
Aaron Bailey	department	product	cart	department	product	cart	department	product	cart	department	product	cart	department	product
Aaron Baldwin	department	product	cart	department	product	cart	purchase	department	product	cart	department	product	cart	purchase
Aaron Barajas	home	department	product	cart	purchase	home	department	product	cart	purchase				
Aaron Barrett	home	department	product	cart	purchase									
Aaron Bartlett	department	product	cart	department	product	cart	department	product	cart	purchase	department	product	cart	department
Aaron Barron	home	department	product	cart	purchase	department	product	cart	department	product	cart	department	product	cart