

Total revenue

68,89M

Total Orders

269,21K

Total products sold

1M

Average Order Value

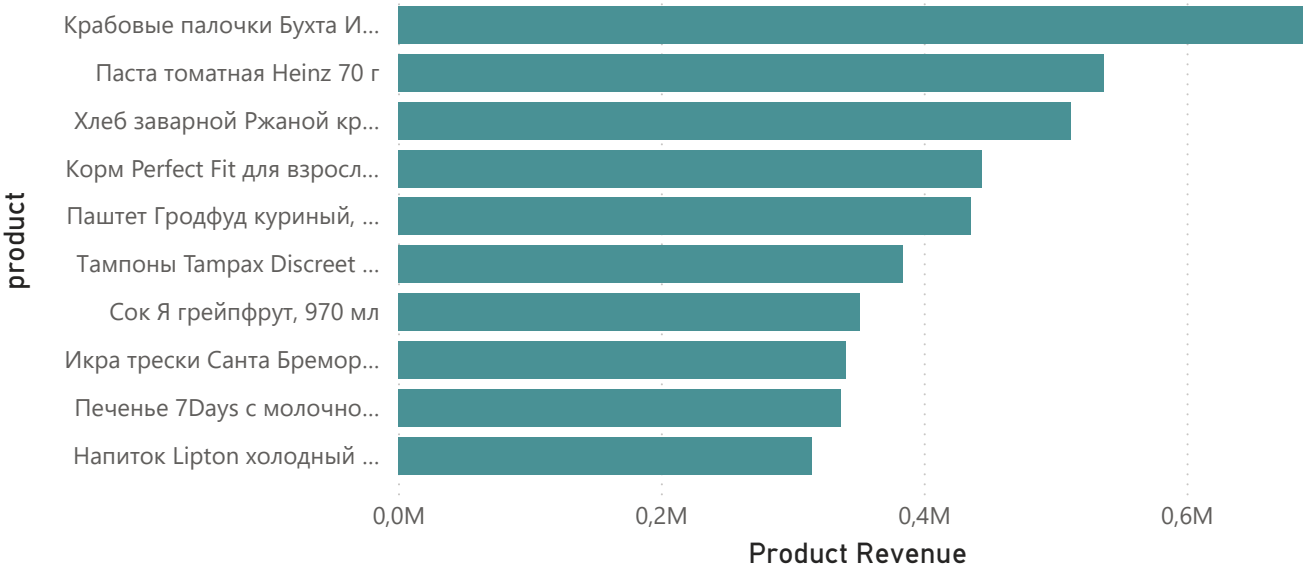
255,91

KPI

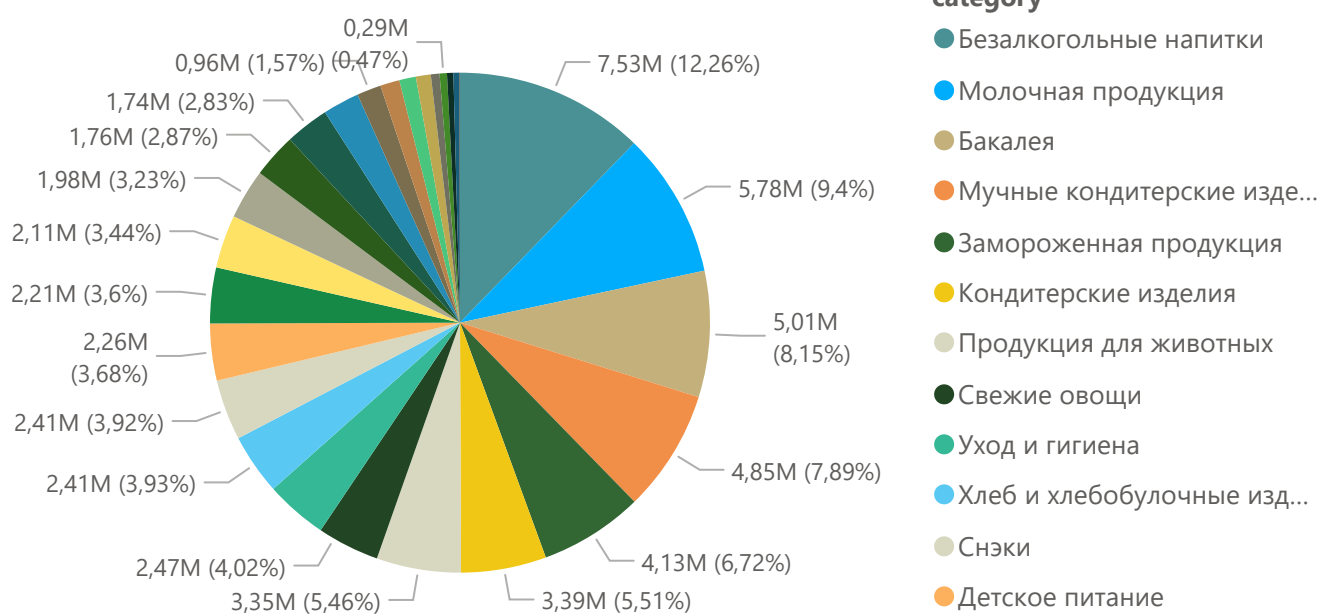
139,49K

Goal: 2000 (+6874.74%)

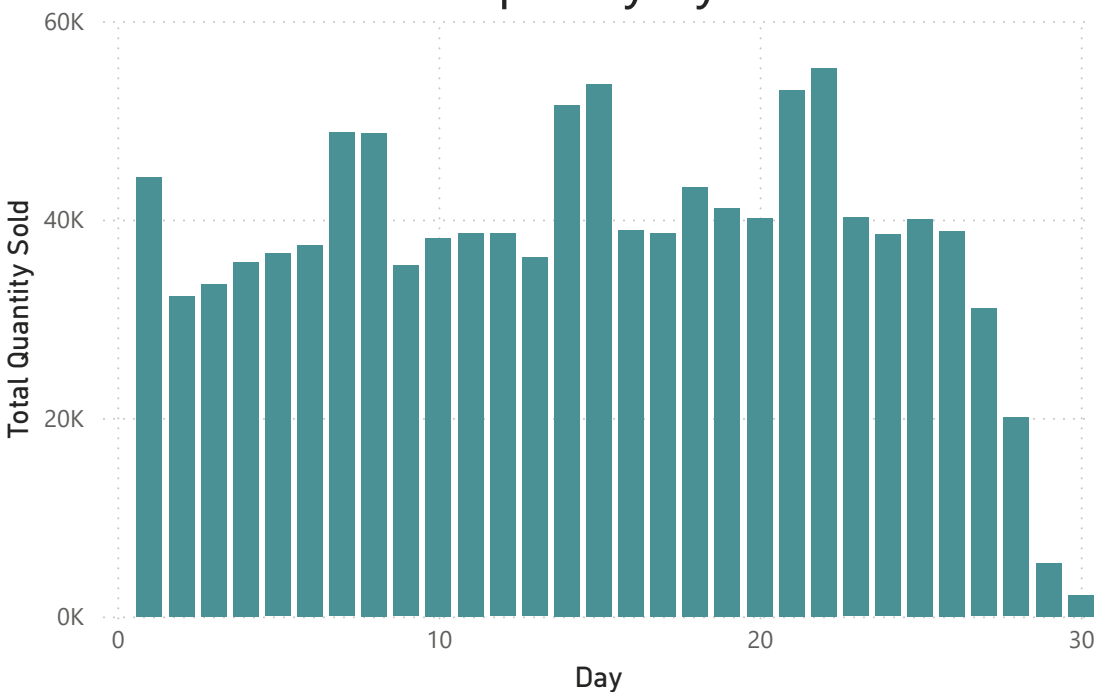
Top-Selling Products



Category-Wise Revenue

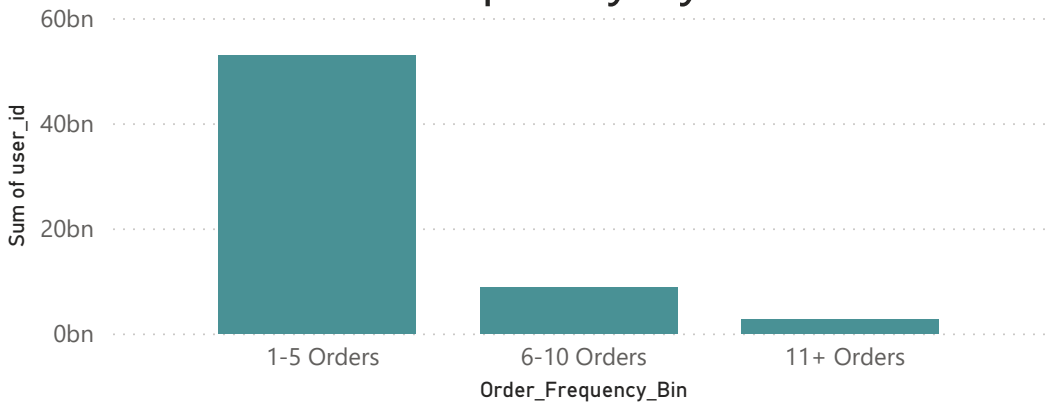


Order Frequency by Date



city	Total Revenue	Total Quantity Sold
	102 333,75	1470
Москва	27 632 616,71	455568
Санкт-Петербург	41 157 538,37	678866
Total	68 893 434,58	1135920

Order Frequency by User



Insights

Top-Selling Products

- The **Top-Selling Products** bar chart shows that certain products dominate revenue, particularly the top item with over 0.4 million in revenue. This suggests a concentration of revenue from a few high-demand items.
- The other top products also appear to have relatively high revenue figures, with a noticeable drop-off after the top few, indicating a potential focus area for increasing sales among other product lines.

Category-Wise Revenue Distribution

- The **Category-Wise Revenue** pie chart shows diverse revenue contributions across product categories.
- The largest revenue-generating category has a 12.26% share, while other categories have more balanced shares. This indicates a diverse product portfolio but also potential opportunities to focus on growing revenue in high-performing categories.
- Categories with lower revenue percentages could be evaluated for potential optimization, such as introducing new products, improving marketing efforts, or discontinuing underperforming items.

Order Frequency by Date

- The **Order Frequency by Date** bar chart shows daily sales fluctuations.
- There are peaks and troughs, suggesting varying order frequency. Peaks could indicate days of promotional campaigns, higher customer activity, or potential supply chain factors.

Revenue and Quantity by City

- **City Analysis** shows that **Saint Petersburg** and **Moscow** are major revenue contributors, with 41.16 million and 27.63 million, respectively, while the other cities contribute significantly less.
- Saint Petersburg also has the highest quantity sold, suggesting higher customer demand in this region.

Order Frequency by User

- The **Order Frequency by User** histogram reveals that most users fall within the **1-5 orders** range, with a sharp decline in higher order frequency bins (e.g., 6-10 orders, 11+ orders).
- This suggests that the majority of customers are infrequent buyers, while a smaller group may be loyal, high-frequency buyers. A customer retention program could be beneficial to encourage repeat purchases and move more customers into higher-frequency bins.