EXECUTIVE OVERVIEW

Sum of total_revenue
13.84M

Sum of total_transactions
10K

Average of average_order_value
1.38K

profit_margin
0.30

year_month
01-01-2024
01-12-2024

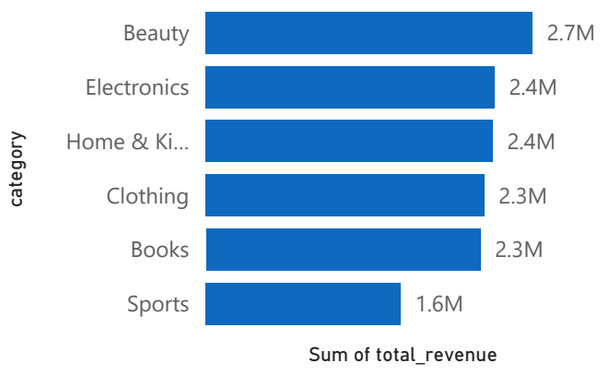
state
All

payment_method
All

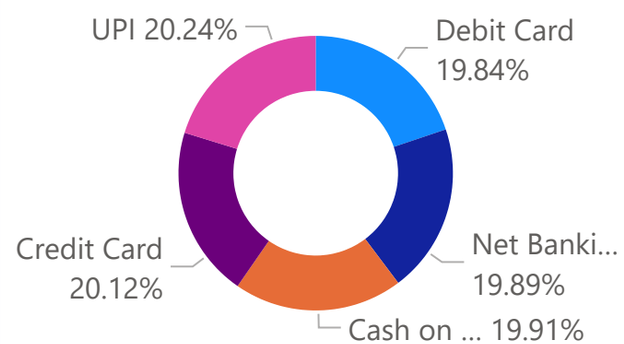
category
- [ ] Books
- [ ] Clothing
- [ ] Electronics
- [ ] Sports

Sum of total_revenue by state and total_revenue

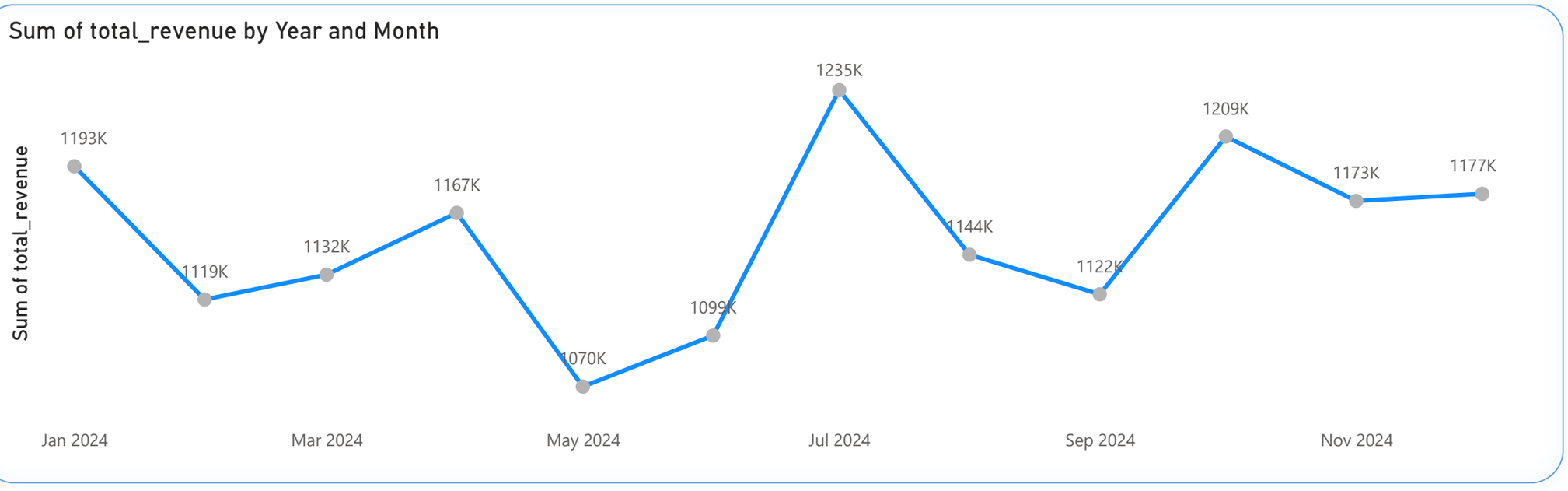
Sum of total_revenue by category



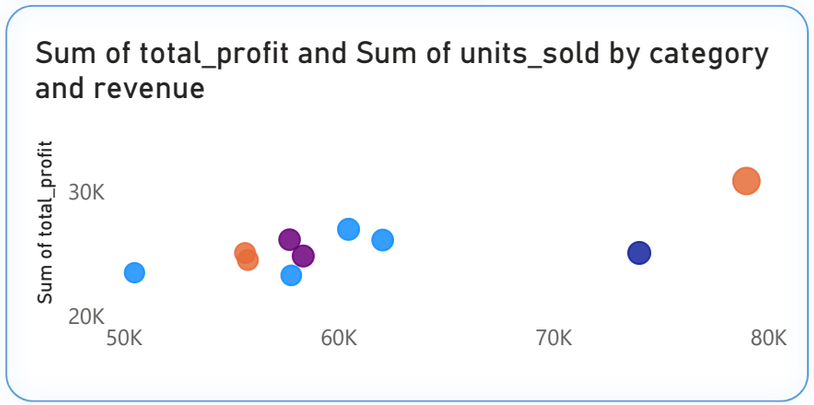
Sum of transaction_count by payment_method

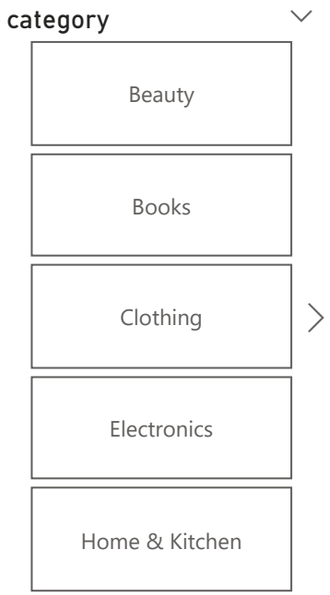


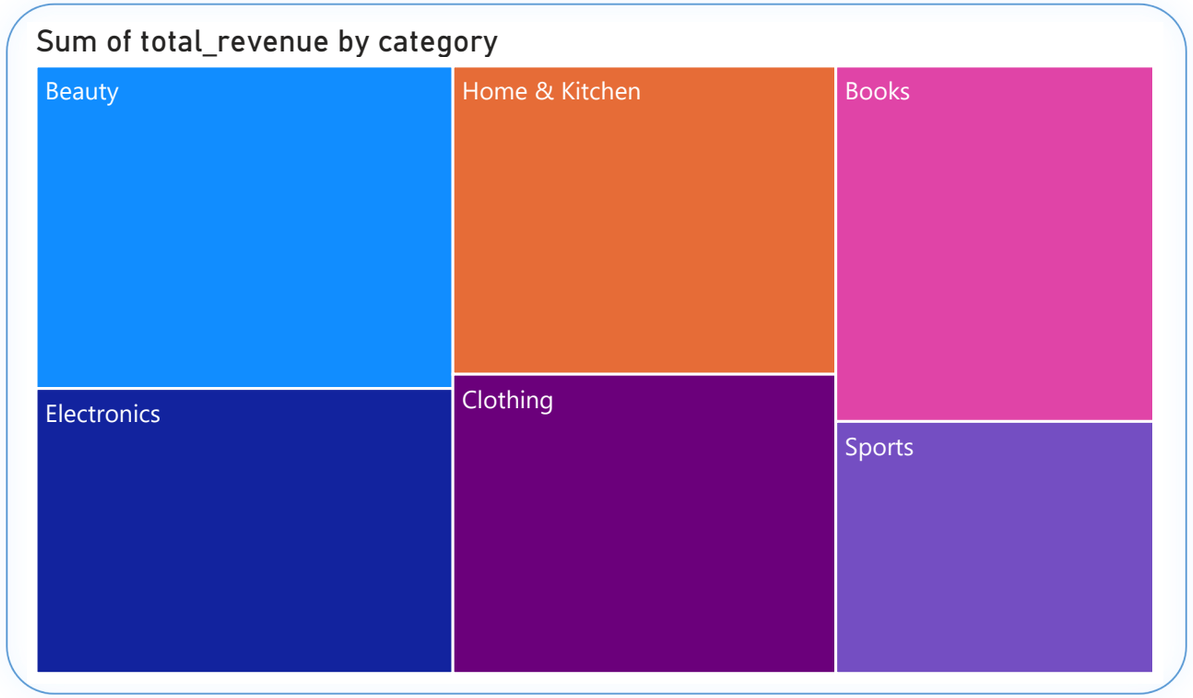
Sum of total_revenue by Year and Month

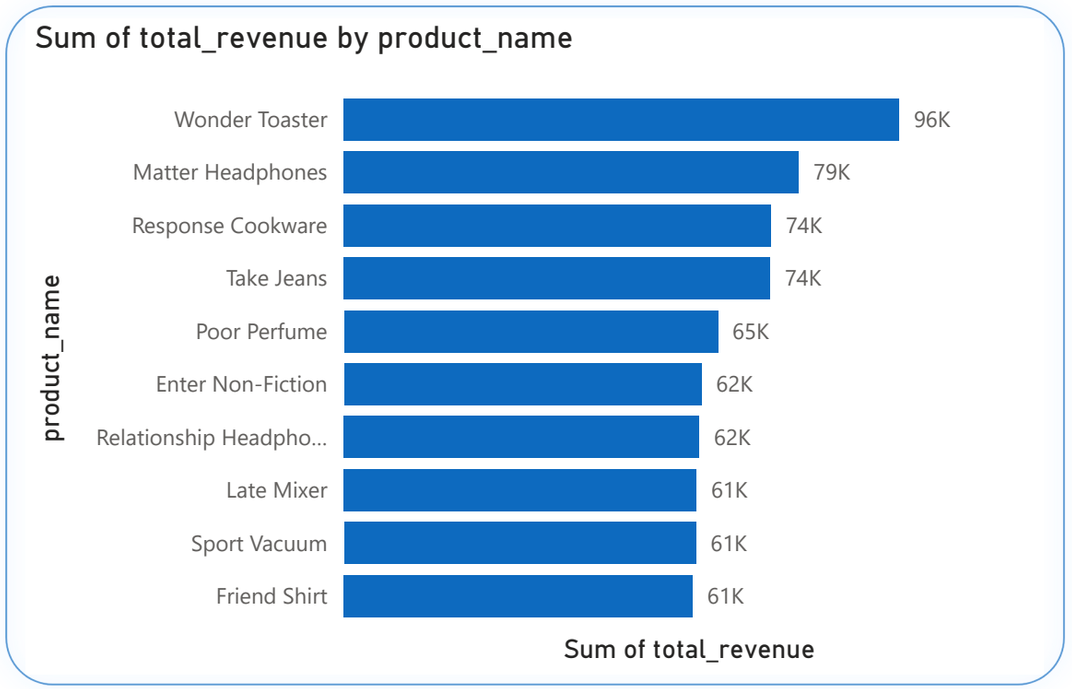


PRODUCT PERFOMANCE





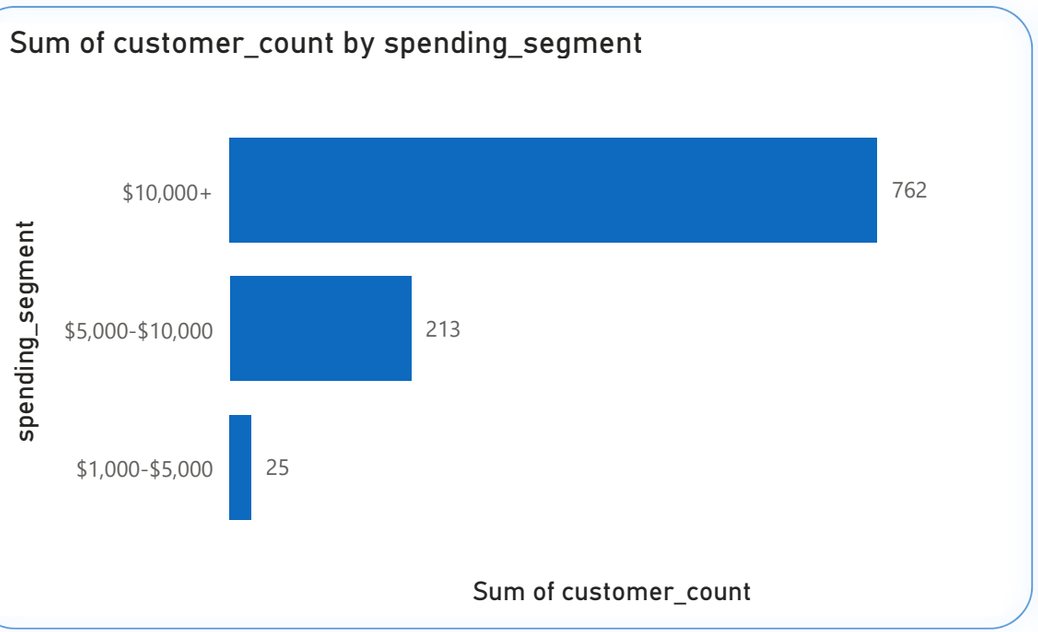


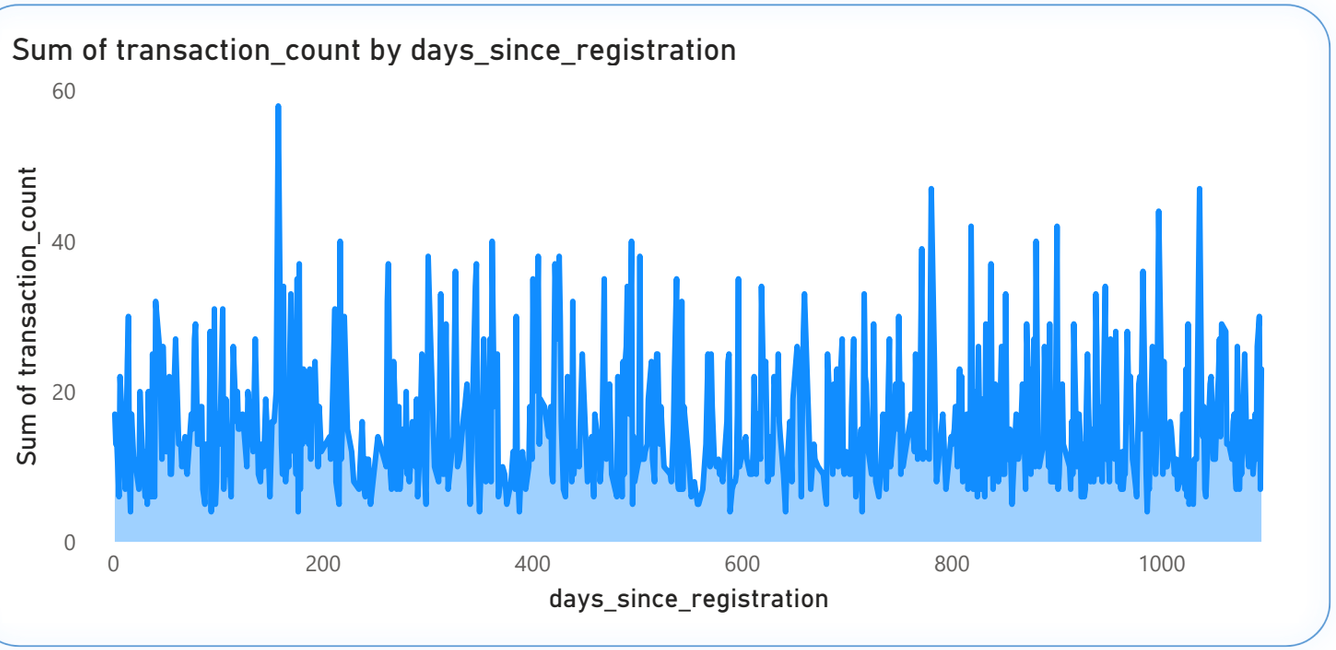


product_name	Sum of units_sold	Sum of revenue	Sum of total_profit	Sum of profit_margin
Well Laptop	130	55,668.67	25,054.97	45.01
Take Jeans	161	74,012.21	25,061.77	33.86
Seem Headphones	131	55,800.48	24,499.34	43.91
Matter Headphones	239	78,999.07	30,829.75	39.03
Manage Tennis Racket	146	58,377.16	24,814.68	42.51
Everything Football	140	57,740.98	26,126.18	45.25
Enter Non-Fiction	142	62,074.55	26,096.01	42.04
Drug Education	127	57,819.49	23,262.79	40.23
Cut Comics	122	50,525.37	23,477.97	46.47
Baby Education	146	60,484.87	26,957.43	44.57
Total	**1484**	**6,11,502.85**	**2,56,180.89**	**422.88**

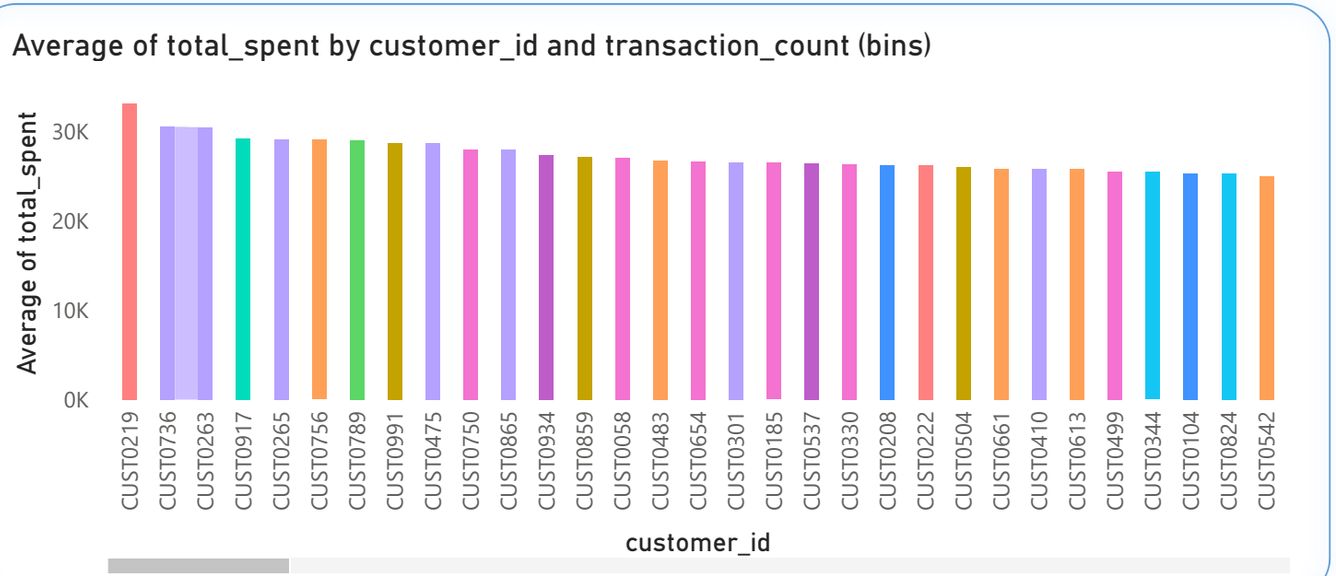
CUSTOMER ANALYTICS

Search





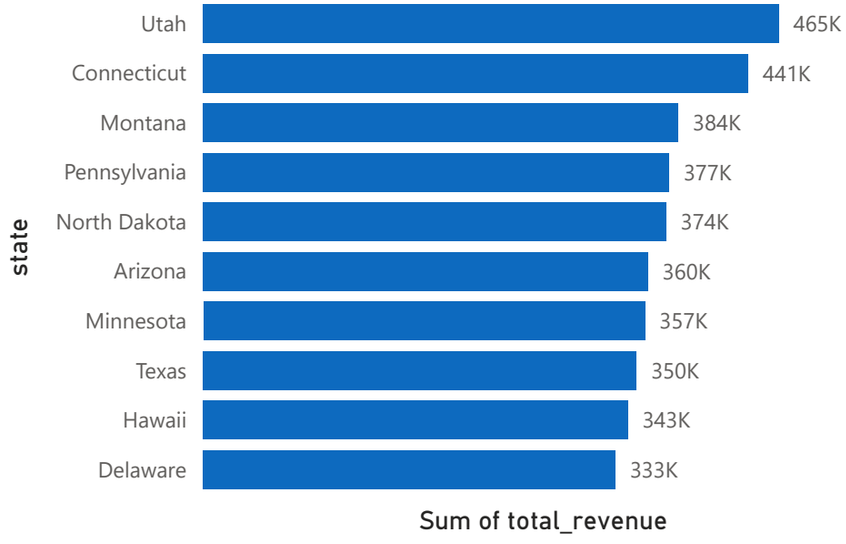
full_name	Sum of total_spent	Sum of transaction_count	Average of avg_order_value
Daniel Davis	33,151.83	24	1,381.33
David White	29,072.99	17	1,710.18
Emily Baker	29,687.15	19	1,559.63
Joanne Rogers	30,519.41	17	1,795.26
Joshua Nichols	28,739.87	18	1,596.66
Katrina Wood	29,028.27	21	1,382.30
Michael Cox	33,133.50	19	1,743.87
Monica Cox	30,477.26	17	1,792.78
Nicole Jimenez	29,196.35	20	1,459.82
Robert Lopez	29,059.51	14	2,075.68
Total	**3,02,066.14**	**186**	**1,619.87**



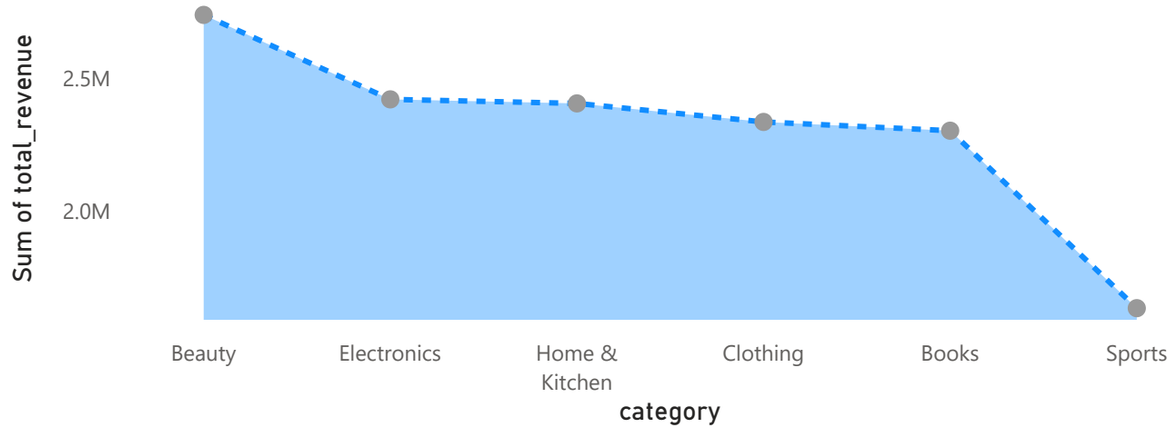
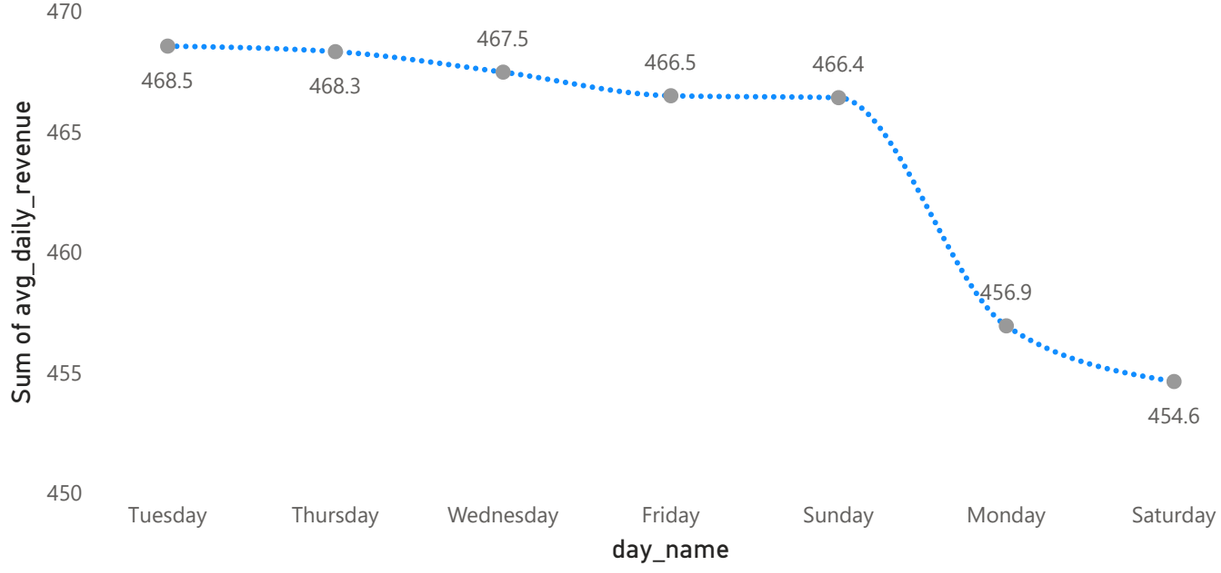
TRENDS & GEOGRAPHY

state and total_revenue

Sum of total_revenue by state



Sum of total_revenue by category



Sum of avg_daily_revenue by day_name