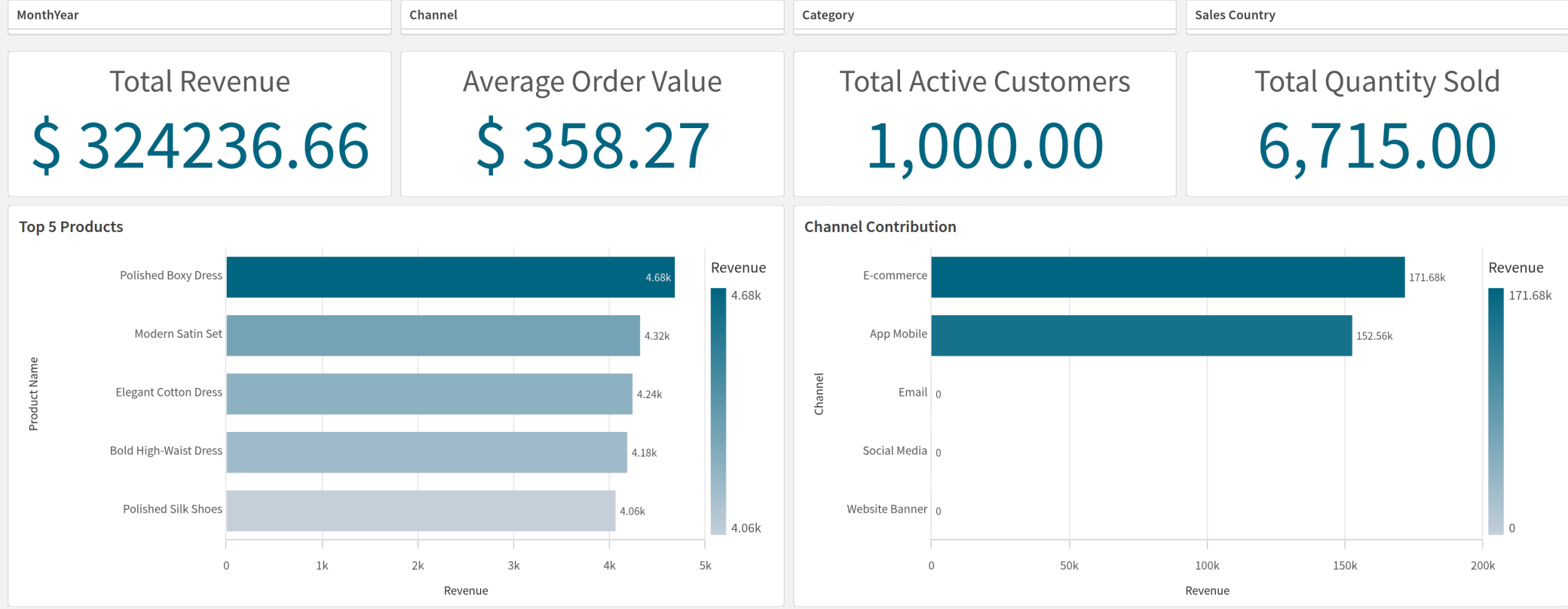


Executive Overview



Product & Sales Drivers

Avg Selling Price

\$ 48.29

Avg Units per Order

7.42

Revenue per Product

\$ 648.47

Discount % of Revenue

0.8%

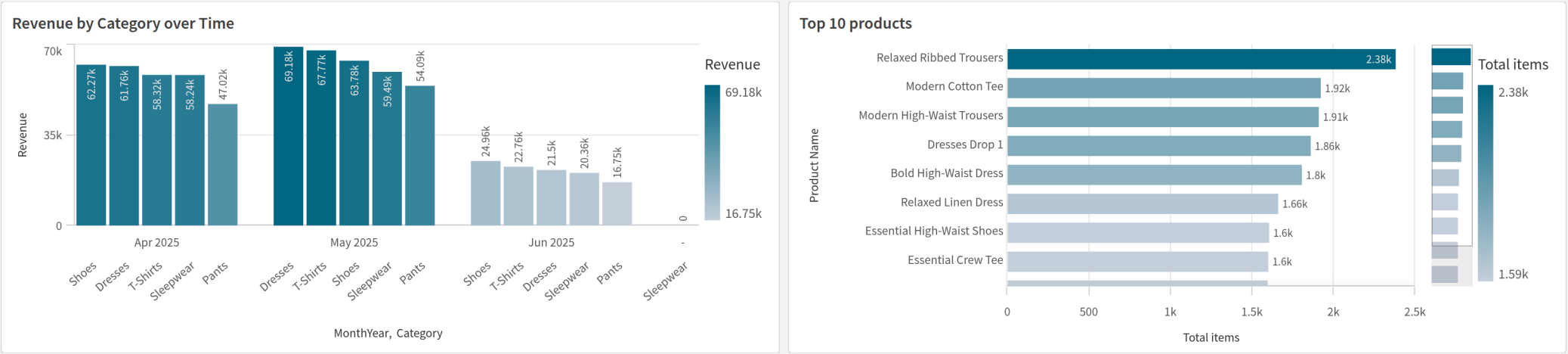
Dependency by Category

21.6%

Date

Month

MonthYear



Customer Intelligence

Revenue per Customer
\$ 324.24

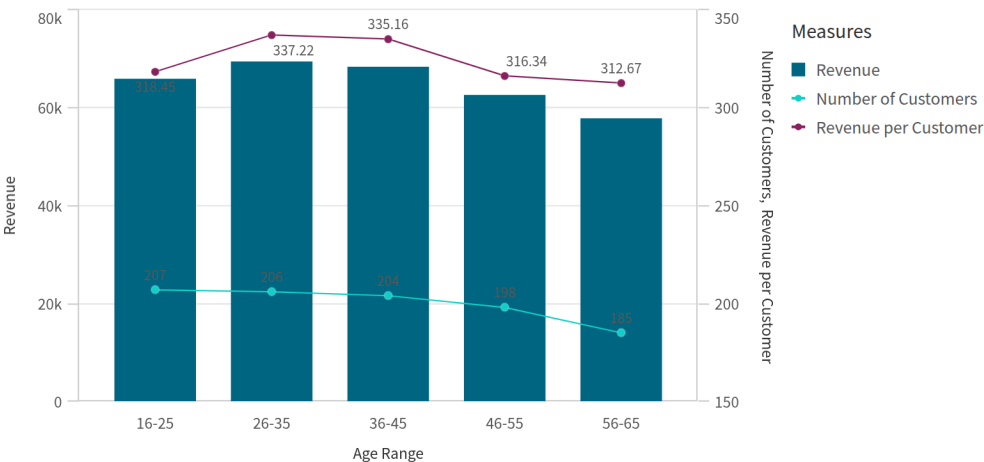
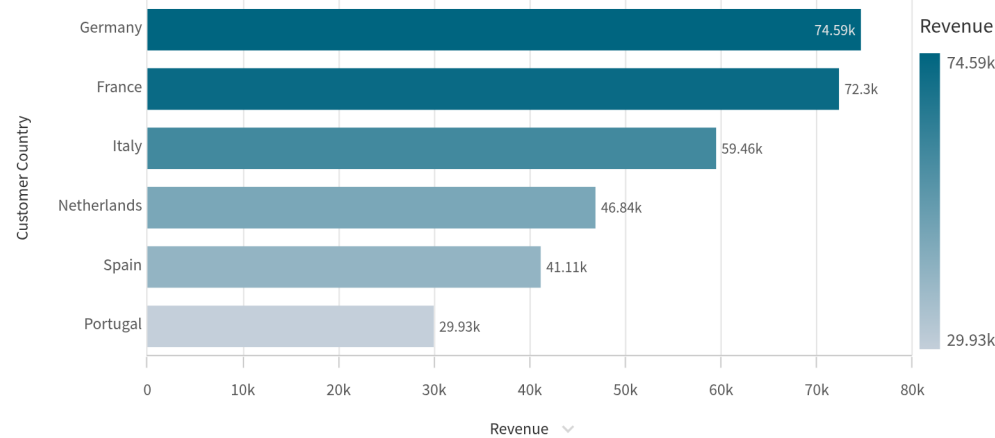
Orders per Active Customer
1.56

Orders per Registered Customer
0.91

Top Customer Revenue
\$ 2678.59

Total Revenue
\$ 324236.66

Revenue based on Country



Promotion Effectiveness Analysis

Date

MonthYear

Category

Total Discount Given

\$ 2658.83

Avg Campaign Duration

192:00:00

Gross Revenue

\$ 326895.49

Net Revenue

\$ 324236.66

Revenue & Discount Trends

MonthYear	Revenue	Discount
3/23/2025	133.39k	101.96
4/6/2025		
4/20/2025		
5/4/2025	141.92k	2.42k
5/18/2025		
6/1/2025	48.92k	133.44

Revenue Dependency on Discounts

Discounts	Revenue
Discounted Sales	25k
Full Price Sales	300k

Monthly Discount Dependency

MonthYear	Discount Ratio
Apr 2025	10
May 2025	100
Jun 2025	20