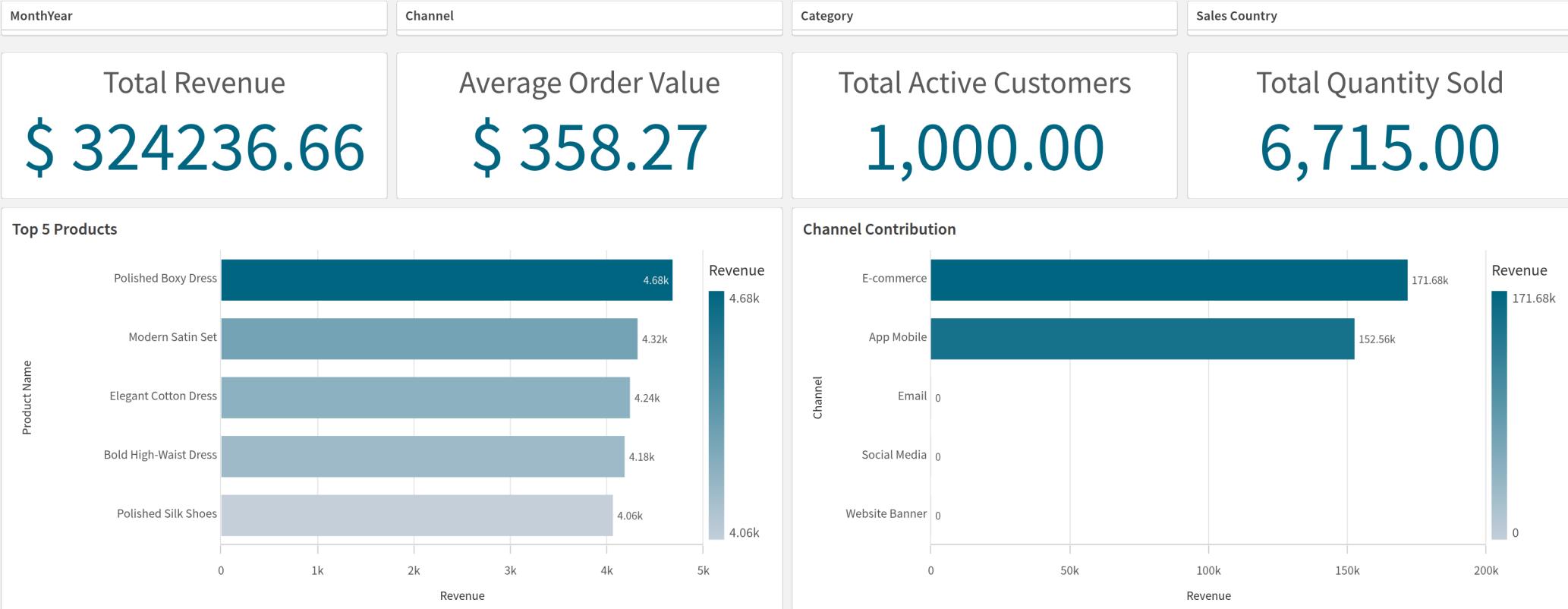


## Executive Overview



## Product & Sales Drivers

Avg Selling Price  
**\$ 48.29**

Avg Units per Order  
**7.42**

Revenue per Product  
**\$ 648.47**

Discount % of Revenue  
**0.8%**

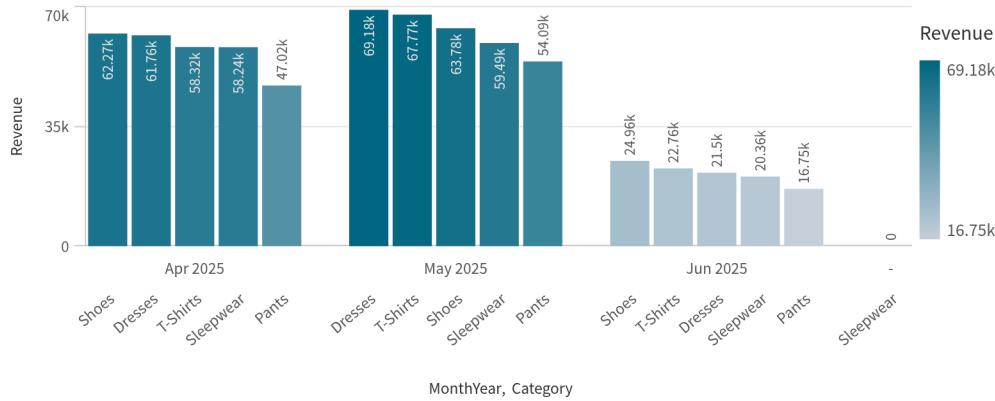
Dependency by Category  
**21.6%**

Date

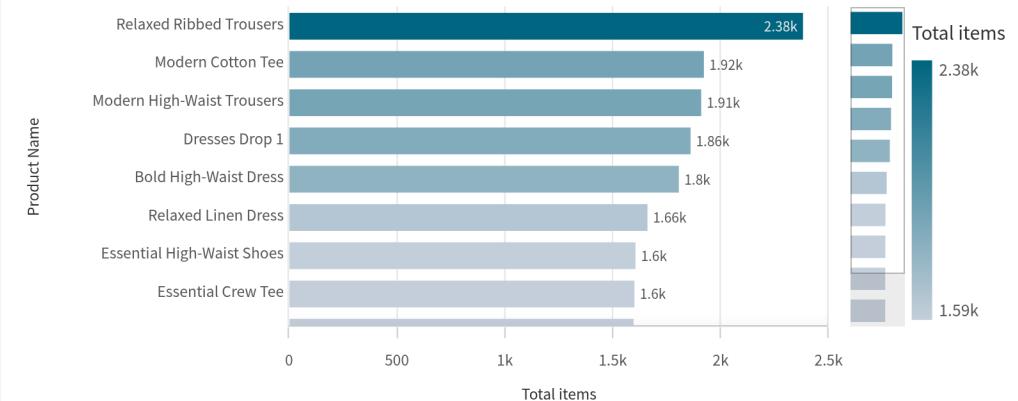
Month

MonthYear

### Revenue by Category over Time



### Top 10 products



## Customer Intelligence

Revenue per Customer

**\$ 324.24**

Orders per Active Customer

**1.56**

Orders per Registered Customer

**0.91**

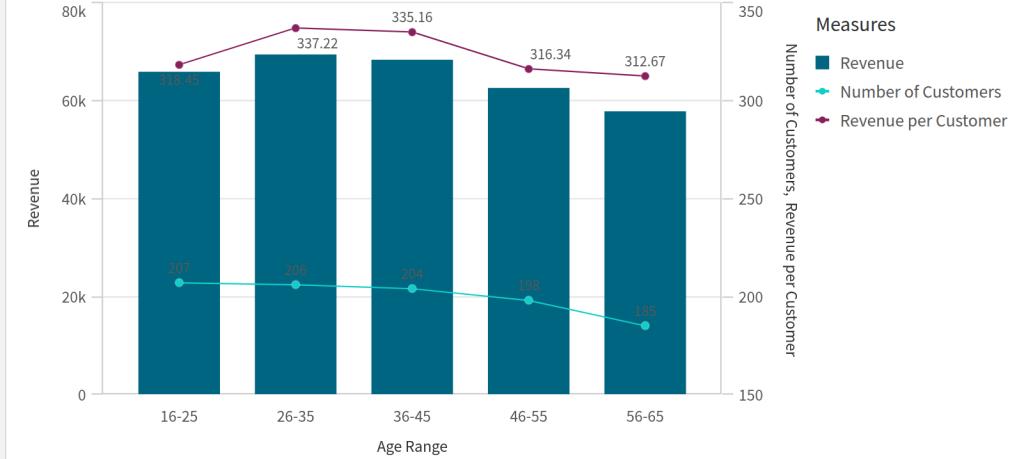
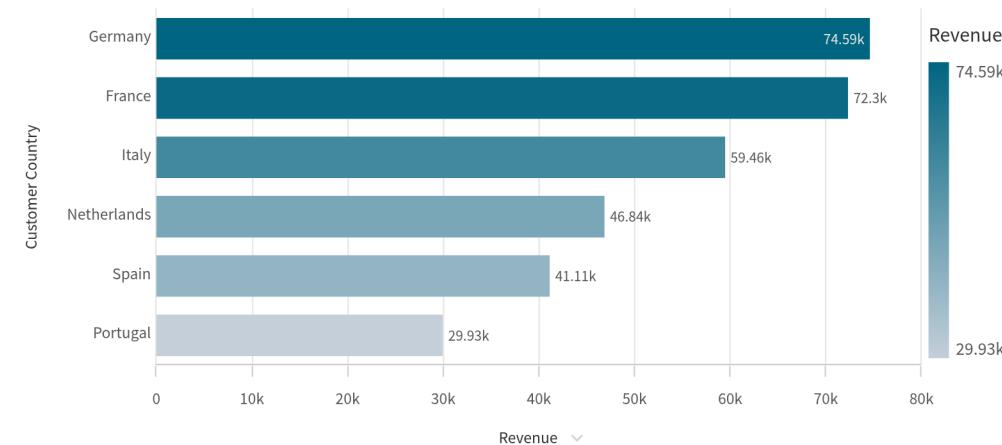
Top Customer Revenue

**\$ 2678.59**

Total Revenue

**\$ 324236.66**

### Revenue based on Country



## Promotion Effectiveness Analysis

