

Executive Overview

MonthYear

Channel

Category

Sales Country

Total Revenue

\$ 324236.66

Average Order Value

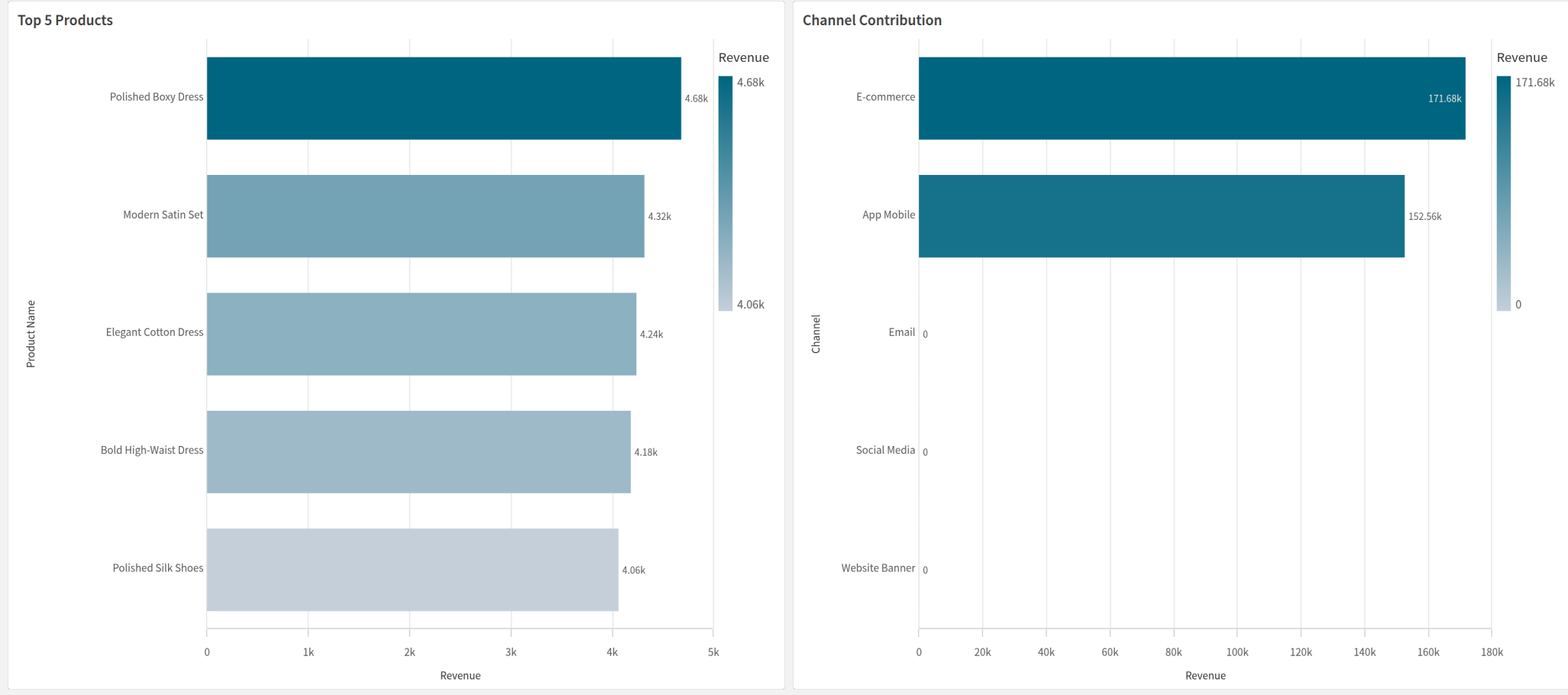
\$ 358.27

Total Active Customers

1,000.00

Total Quantity Sold

6,715.00



Avg Selling Price

\$ 48.29

Avg Units per Order

7.42

Revenue per Product

\$ 648.47

Discount % of Revenue

0.8%

Dependency by Category

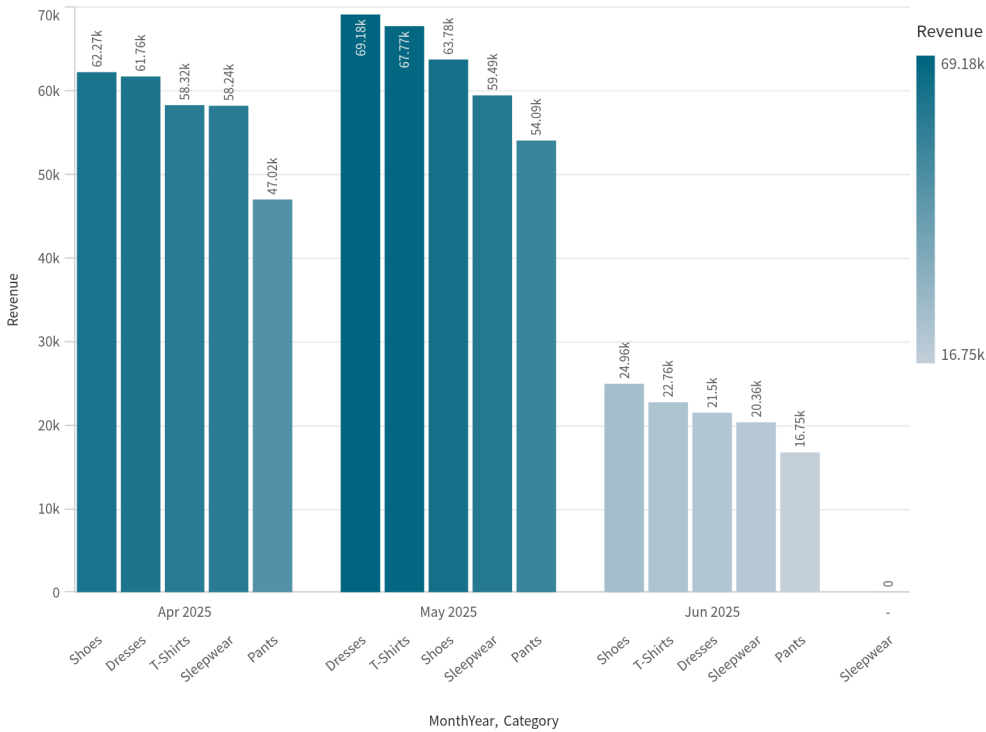
21.6%

Date

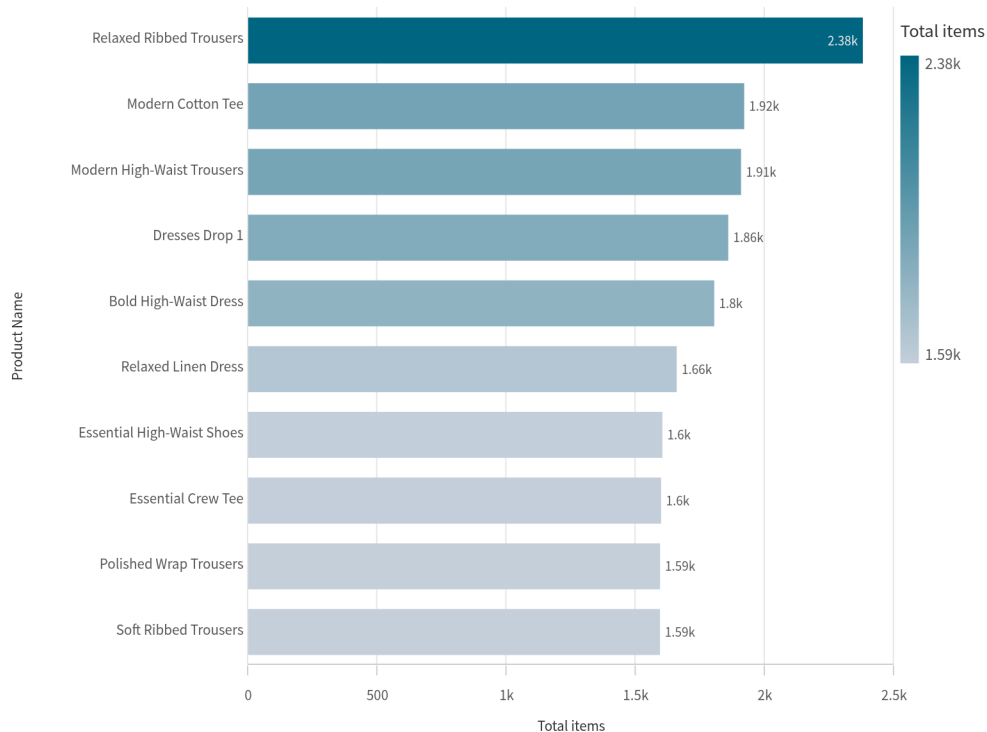
Month

MonthYear

Revenue by Category over Time



Top 10 products



Revenue per Customer

\$ 324.24

Orders per Active Customer

1.56

Orders per Registered Customer

0.91

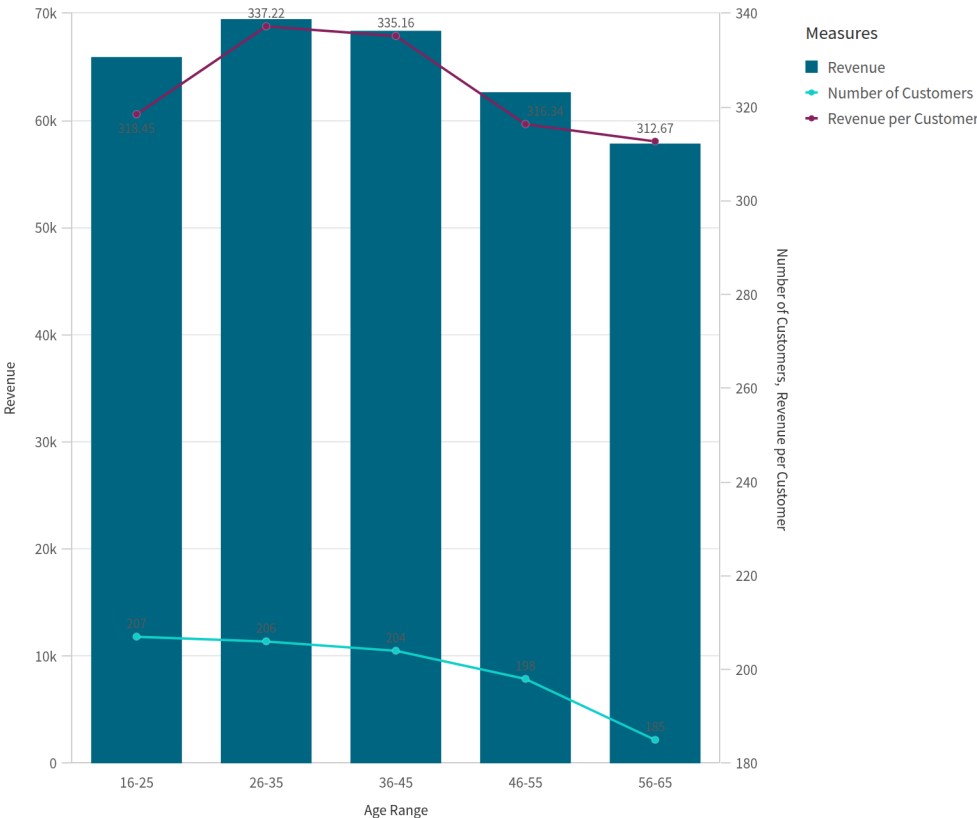
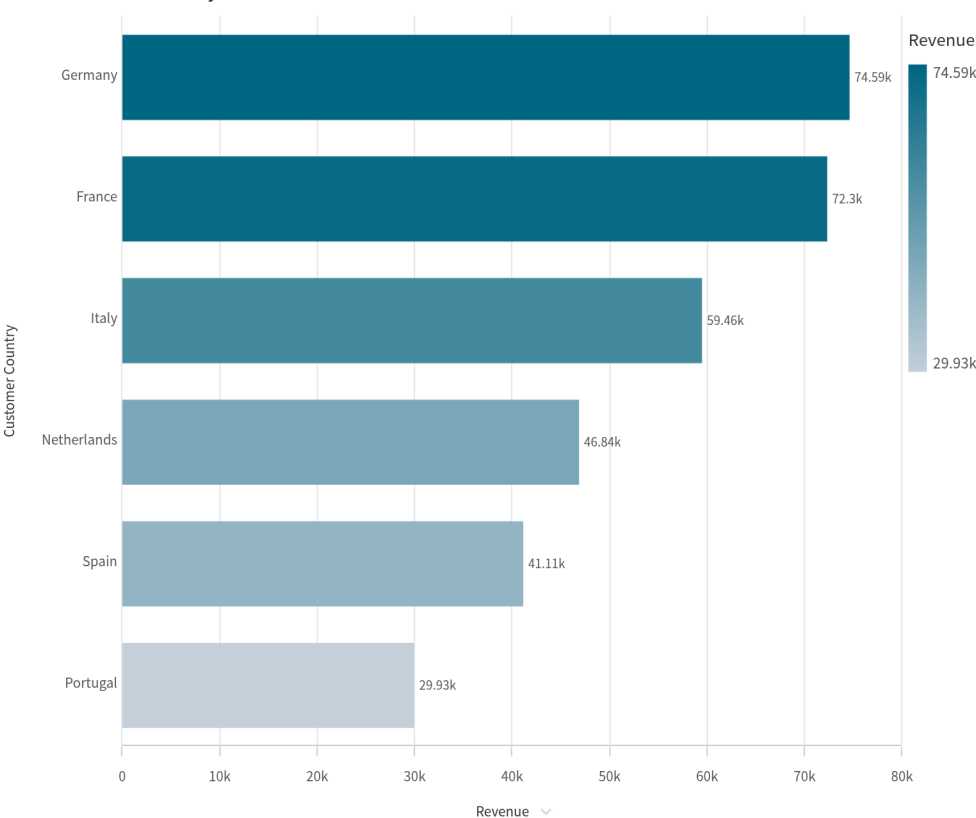
Top Customer Revenue

\$ 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

