

Executive Overview & trends

Product & channel performance

Geographic & customer Insights

Total Revenue

1.24bn

Total profit

461.8...

Profit margin %

37.36 %

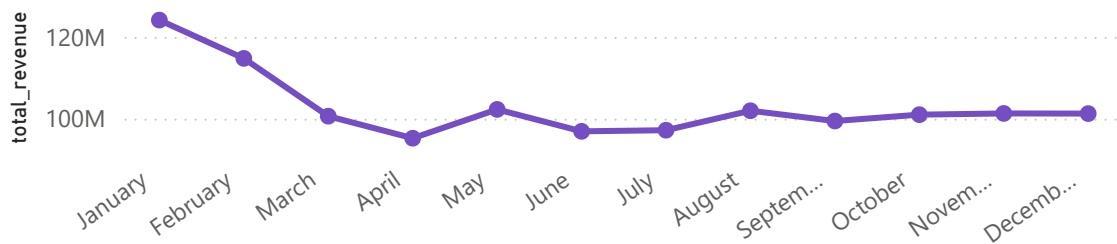
Total orders

64K

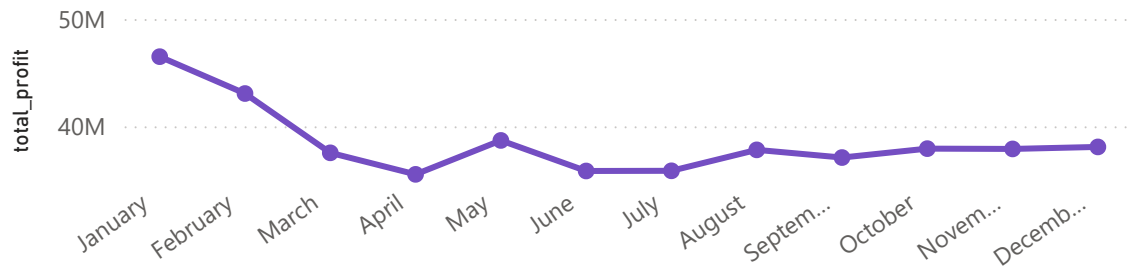
Revenue Per Order

2.68

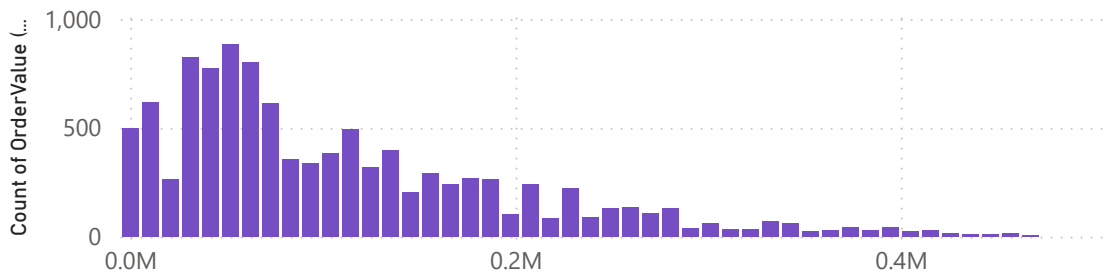
monthly Revenue Rythm : uncovering seasonality peaks



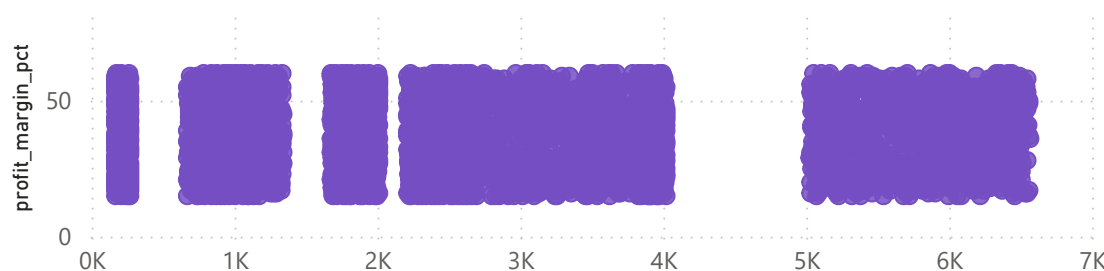
profit pulse : tracking monthly early momentums



order value spectrum: mapping customers sending tiers



unit_price and profit_margin_pct

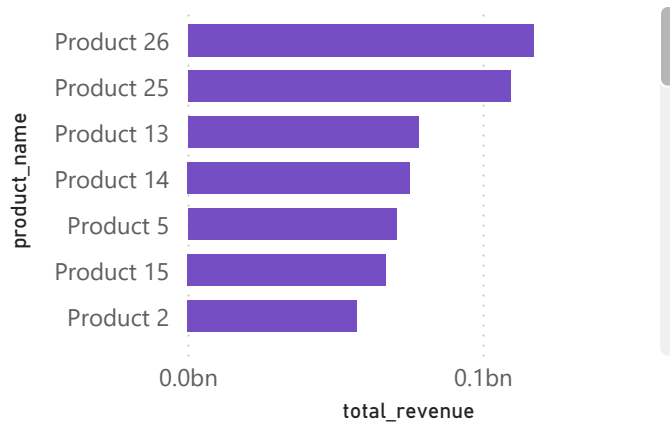


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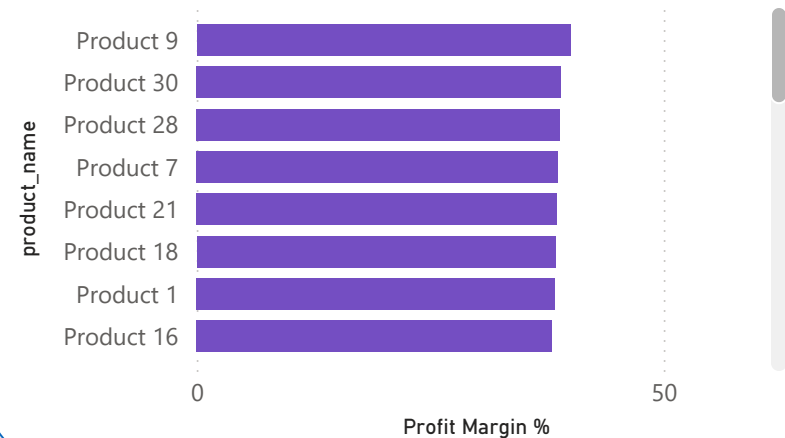
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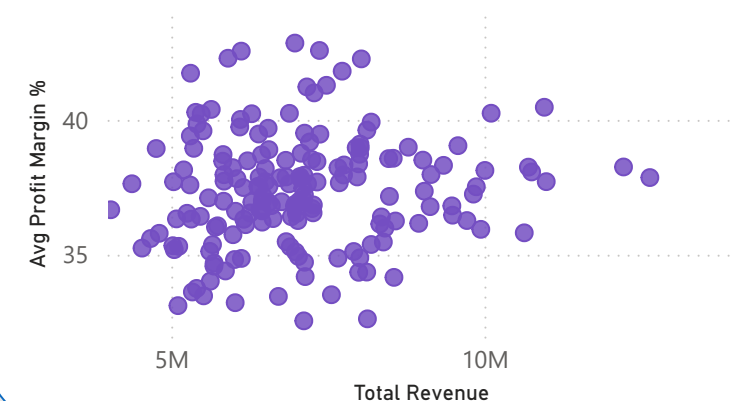
Revenue champions : best-selling products driving growth



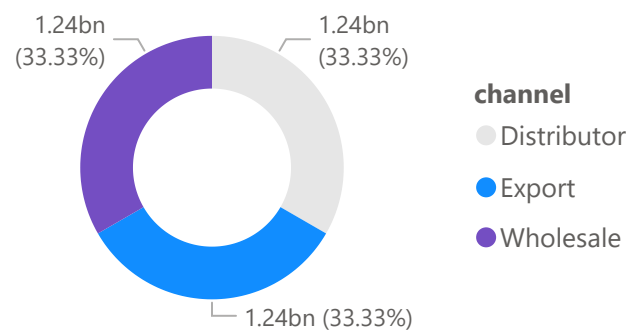
High margin heroes : most efficient products to sell



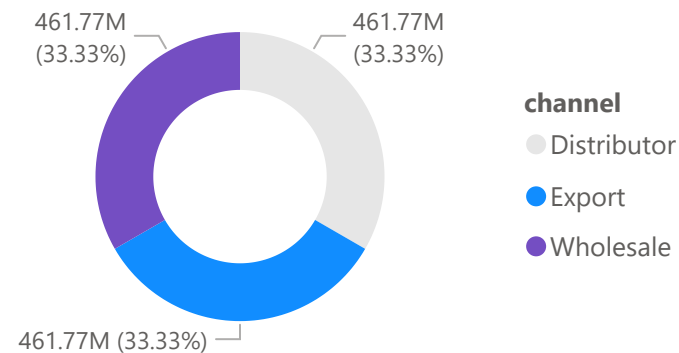
Strategic product positioning : revenue vs profitability



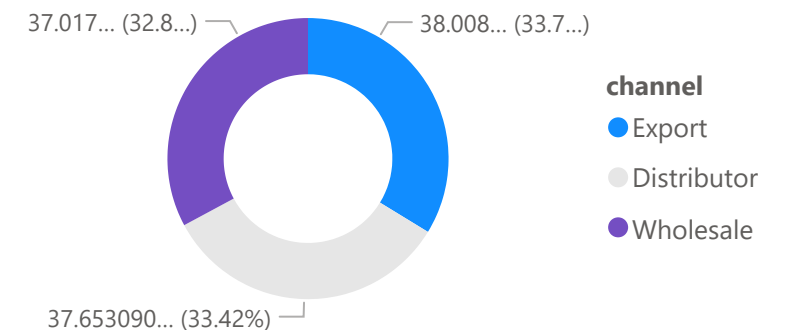
channel power play : where the revenue comes from



profit pipeline by channels : who is really Paying off?



channel efficiency scorecard : margin per sales by route



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California drives 19.5% of revenue (\$22.8M) meanwhile the west region boasts the highest profit margin at 37.5%

