

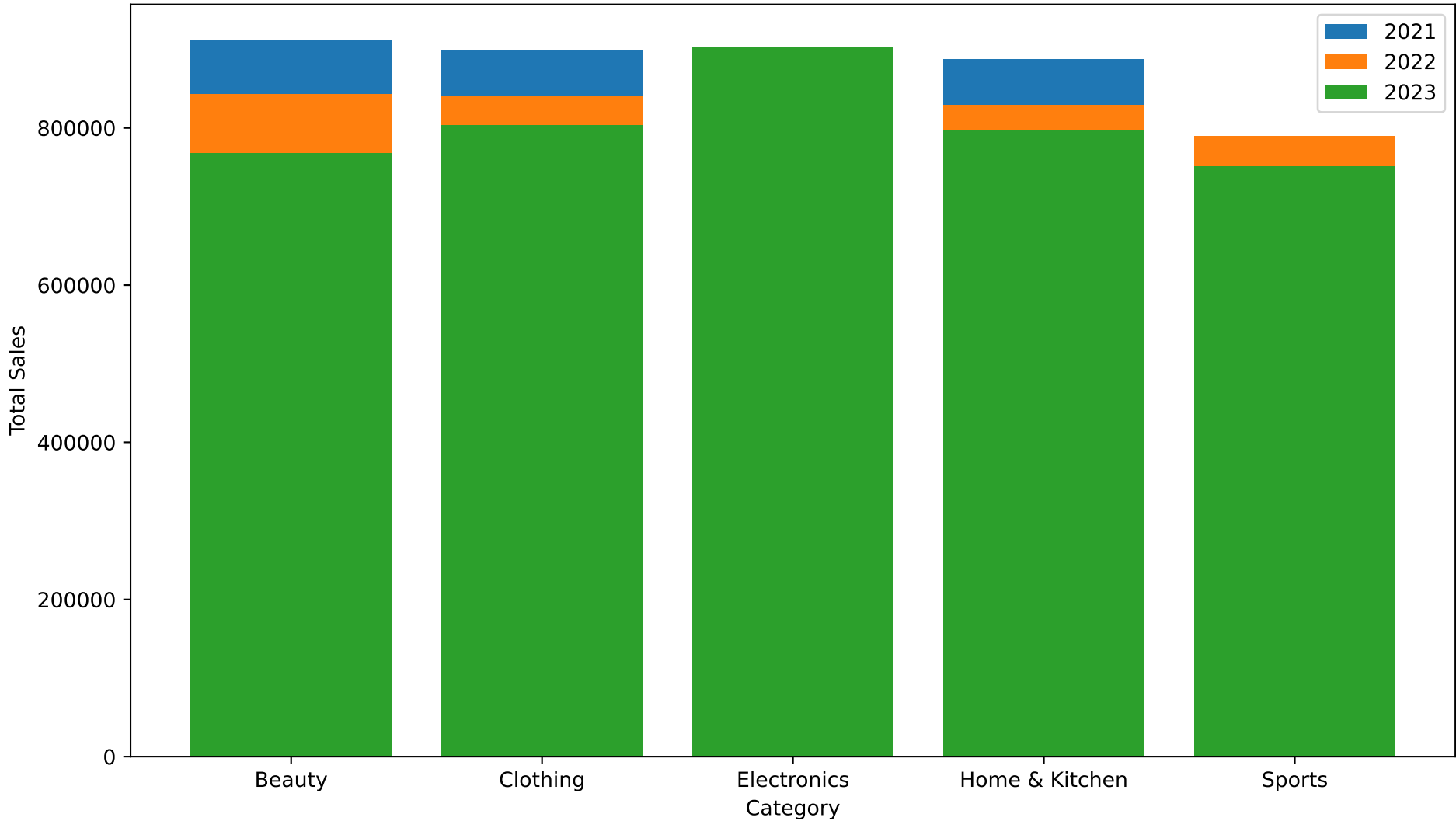
Sample Raw Data

Date	ProductID	ProductName	Category	QuantitySold	PricePerUnit	TotalSales	Year	AOV
2022-01-28 00:00:00	P189	Product_8	Beauty	11	484.73	5332.03	2022	484.72999999999996
2022-03-19 00:00:00	P159	Product_9	Electronics	12	433.16	5197.92	2022	433.16
2022-08-07 00:00:00	P199	Product_11	Sports	6	431.59	2589.54	2022	431.59
2023-08-03 00:00:00	P195	Product_13	Clothing	6	189.92	1139.52	2023	189.92
2023-03-10 00:00:00	P190	Product_12	Clothing	9	477.63	4298.67	2023	477.63
2021-02-06 00:00:00	P178	Product_9	Home & Kitchen	16	376.98	6031.68	2021	376.98
2023-02-16 00:00:00	P181	Product_9	Electronics	15	183.31	2749.65	2023	183.31
2023-10-01 00:00:00	P167	Product_16	Home & Kitchen	1	445.53	445.53	2023	445.53
2023-03-10 00:00:00	P144	Product_17	Electronics	4	12.02	48.08	2023	12.02
2023-02-20 00:00:00	P178	Product_16	Beauty	2	290.08	580.16	2023	290.08
2021-11-12 00:00:00	P128	Product_20	Electronics	15	264.88	3973.2	2021	264.88
2022-10-18 00:00:00	P151	Product_11	Clothing	7	50.08	350.56	2022	50.08
2022-02-27 00:00:00	P195	Product_14	Home & Kitchen	4	432.55	1730.2	2022	432.55
2023-10-17 00:00:00	P117	Product_4	Sports	5	148.04	740.2	2023	148.04000000000002
2022-09-24 00:00:00	P176	Product_1	Home & Kitchen	6	194.41	1166.46	2022	194.41
2021-02-26 00:00:00	P146	Product_1	Electronics	9	242.83	2185.47	2021	242.82999999999998
2021-02-03 00:00:00	P197	Product_10	Clothing	19	410.3	7795.7	2021	410.3
2022-10-06 00:00:00	P165	Product_8	Clothing	10	301.52	3015.2	2022	301.52
2023-05-14 00:00:00	P165	Product_7	Home & Kitchen	4	286.34	1145.36	2023	286.34
2021-05-14 00:00:00	P120	Product_20	Beauty	3	187.57	562.71	2021	187.57000000000002

Yearly KPIs - Total Sales, ROMS

Year	Category	TotalSales	MarketingSpend	ROMS
2021	Beauty	911634.23	91163.42300000001	9.999999999999998
2021	Clothing	898342.08	89834.208	10.0
2021	Electronics	785761.2	78576.12	10.0
2021	Home & Kitchen	887070.02	88707.00200000001	10.0
2021	Sports	777868.05	77786.80500000001	10.0
2022	Beauty	842910.47	84291.047	9.999999999999998
2022	Clothing	840193.41	84019.34100000001	9.999999999999998
2022	Electronics	819758.1900000001	81975.81900000002	9.999999999999998
2022	Home & Kitchen	829137.53	82913.75300000001	9.999999999999998
2022	Sports	789823.92	78982.392	10.0
2023	Beauty	767318.55	76731.85500000001	10.0
2023	Clothing	803032.32	80303.232	9.999999999999998
2023	Electronics	902195.14	90219.51400000001	9.999999999999998
2023	Home & Kitchen	796509.71	79650.971	9.999999999999998
2023	Sports	751412.42	75141.24200000001	9.999999999999998

Total Sales per Category (Yearly)



Average Order Value (AOV) per Category

