



Executive Overview

Sales, payments, and returns at a glance

Date Range

1/1/2025

12/31/2025

Country

All

Segment

All

Channel

All

14.56M

Total Sales

100K

Total Orders

145.57

AOV

90.55%

Payment Success

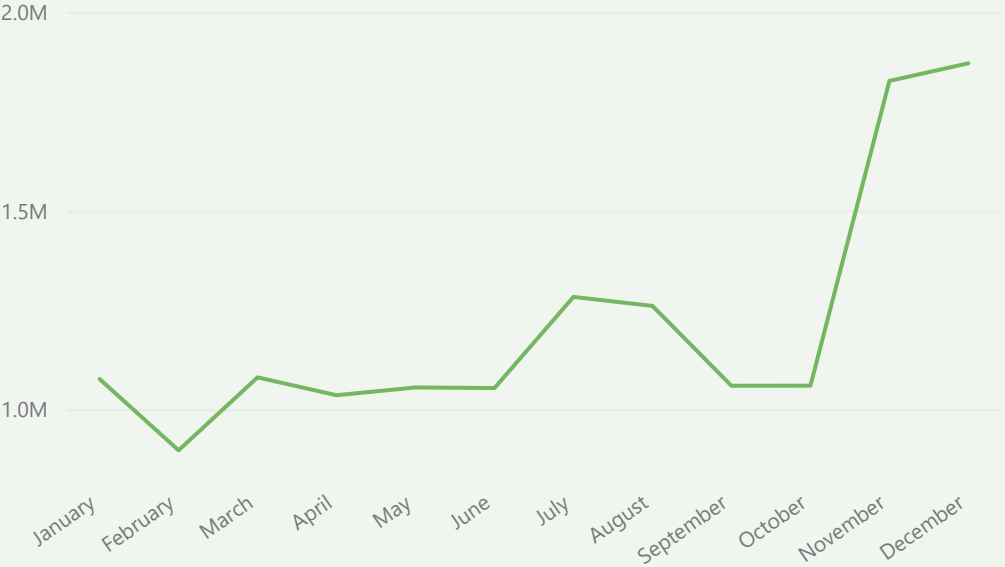
5.46%

Refund % of Sales

1.09M

Failed Amount

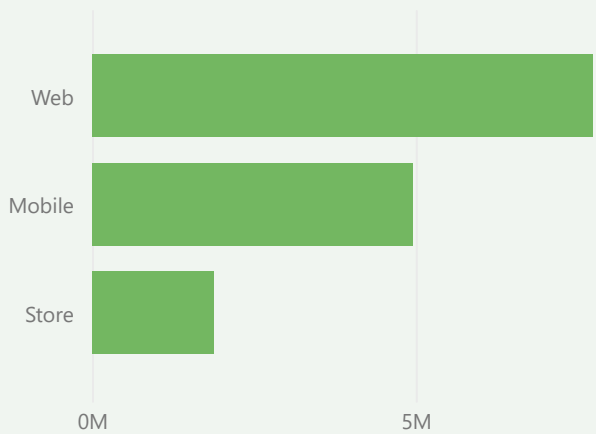
Total Sales by Month



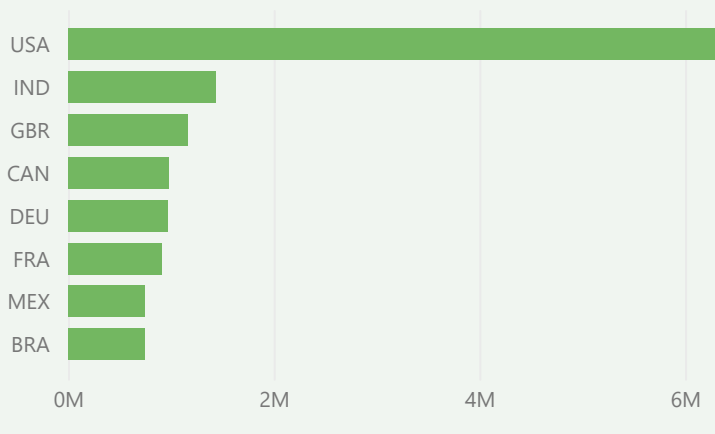
Total Orders by Month



Total Sales by channel




Total Sales by country



Product Details

Product	Total Sales	Sales MTD
Product 00426	154.31	35.00
Product 03647	171.43	10.36
Product 01110	172.57	
Product 07973	185.50	4.77
Product 07024	186.52	44.55
Product 05905	205.72	4.50
Product 07488	206.08	8.77
Product 02354	208.49	33.70
Product 00710	208.78	31.05
Product 00501	216.65	62.32
Product 04518	219.80	26.09
Product 01023	219.93	38.93
Product 02786	222.47	5.18
Total	14,557,299.36	1,870,927.02



Customer & Segment Insights

Who, where, and what's driving growth

Date Range

1/1/202512/31/2025

Country

All

Segment

All

Channel

All

14.56M

Total Sales

54K

Total Customers

100K

Total Orders

90.55%

Payment Success

145.57

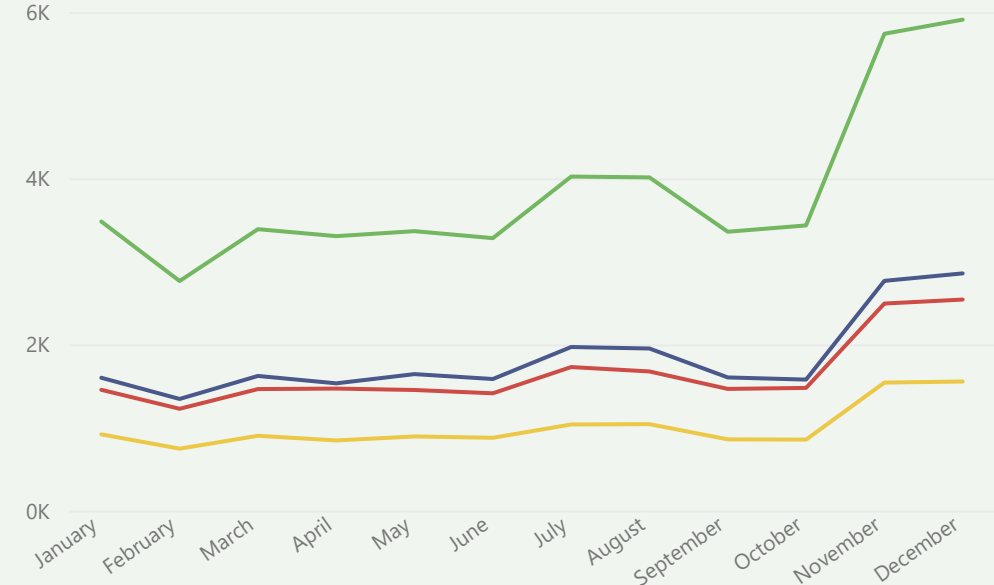
AOV

6.50%

Return Rate

Total Orders by Month and Segment

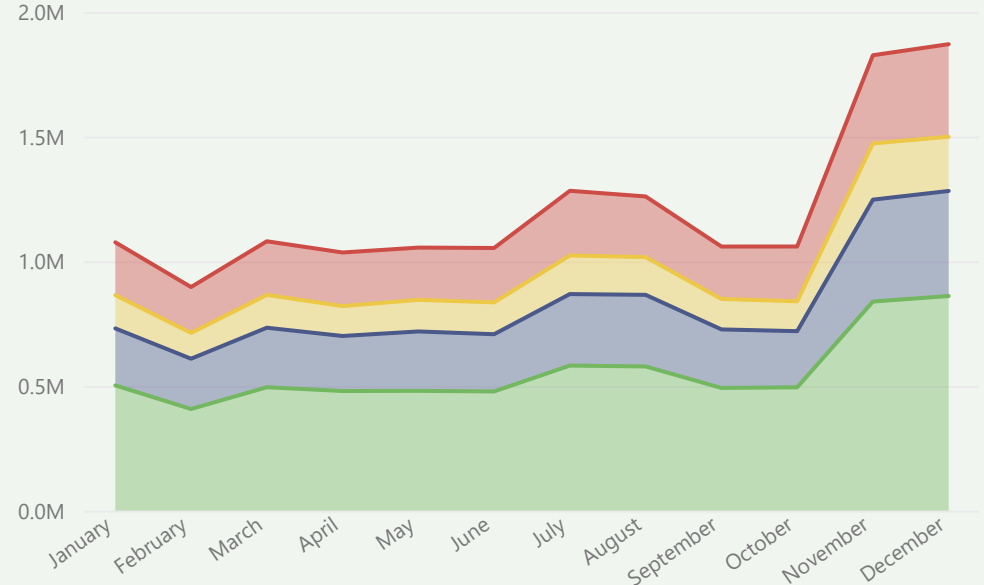
segment ● Consumer ● Corporate ● Enterprise ● Small Business



Month	Consumer	Corporate	Enterprise	Small Business
January	3500	1500	800	1200
February	2800	1200	700	1000
March	3400	1500	800	1200
April	3300	1400	750	1100
May	3400	1500	800	1200
June	3300	1400	750	1100
July	4000	1800	900	1300
August	4000	1800	900	1300
September	3400	1500	750	1100
October	3500	1500	750	1100
November	5800	2800	1500	2500
December	5900	3000	1500	2500

Total Sales by Month and Segment

segment ● Consumer ● Corporate ● Enterprise ● Small Business



Month	Consumer	Corporate	Enterprise	Small Business
January	0.5M	0.2M	0.1M	0.3M
February	0.4M	0.2M	0.1M	0.3M
March	0.5M	0.2M	0.1M	0.3M
April	0.5M	0.2M	0.1M	0.3M
May	0.5M	0.2M	0.1M	0.3M
June	0.5M	0.2M	0.1M	0.3M
July	0.6M	0.3M	0.1M	0.4M
August	0.6M	0.3M	0.1M	0.4M
September	0.5M	0.2M	0.1M	0.3M
October	0.5M	0.2M	0.1M	0.3M
November	0.8M	0.4M	0.2M	0.6M
December	0.8M	0.4M	0.2M	0.6M

Return Rate by segment

Segment	Return Rate
Corporate	6.53%
Consumer	6.50%
Enterprise	6.48%
Small Business	6.48%

Total Sales by segment

Segment	Total Sales
Consumer	6.7M
Corporate	3.2M
Small Business	2.9M
Enterprise	1.7M

Customer Details with Return Count

customer_id	country	segment	Total Sales	Return Count
1044	USA	Consumer	940.20	7
8397	USA	Corporate	631.51	5
23035	BRA	Enterprise	615.26	5
27097	AUS	Corporate	799.75	5
27640	IND	Corporate	715.18	5
34791	DEU	Small Business	649.48	5
46431	IND	Consumer	755.77	5
48187	GBR	Consumer	568.02	5
50444	USA	Corporate	1,529.20	5
998	USA	Small Business	286.43	4
1155	IND	Consumer	500.28	4
2362	USA	Consumer	344.10	4
3102	USA	Corporate	707.00	4



Payments & Returns Health

Success rate, failure drivers and refunds

Date Range

1/1/2025

12/31/2025

Country

All

Segment

All

Channel

All

14.63M

Total Payments Amount

90.55%

Payment Success Rate

1.09M

Failed Amount

7K

Payment Failed Count

794.58K

Refund Amount

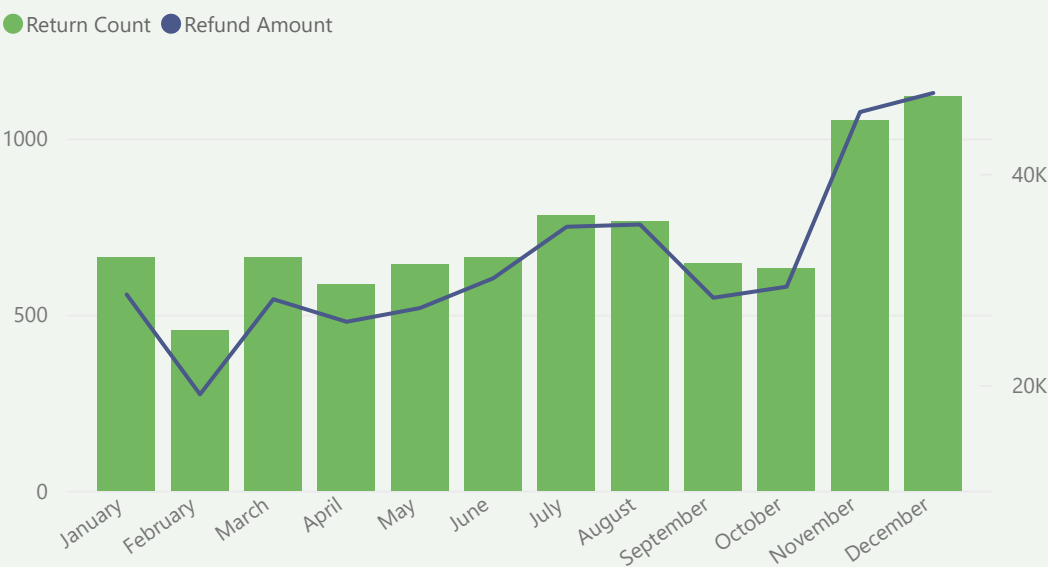
5.46%

Refund % of Sales

Failed Amount by Month

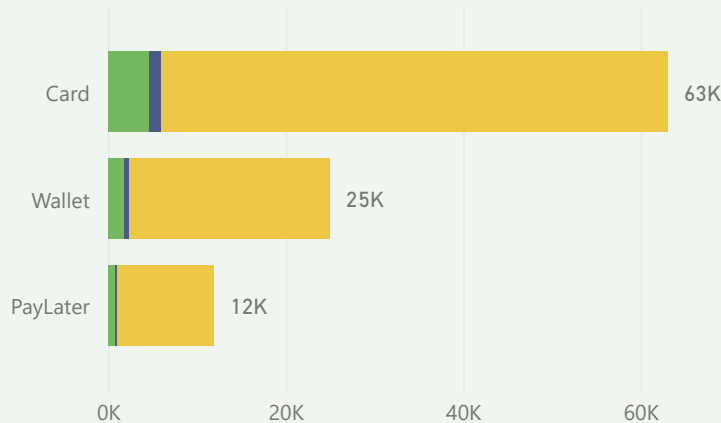


Return Count and Refund Amount by Month

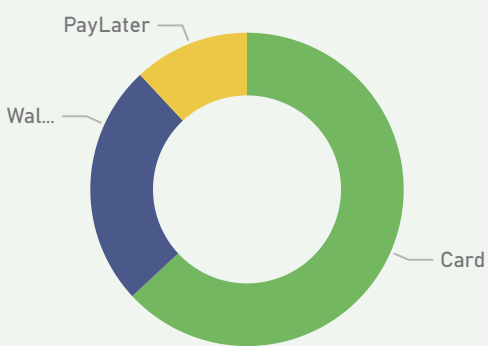


No.of.Payments by Payment Method and Payment Status

payment_status Failed Pending Success



Count by Payment Method



Return Details

Return Id	Product Id	Refund Amount	Return_Reason	Return Status
4102	8000	18.85	Quality issue	Refunded
7276	8000	18.39	Quality issue	Requested
9410	8000	18.66	Wrong item	Refunded
11283	8000	36.45	Wrong item	Rejected
9031	7999	33.72	Quality issue	Refunded
2380	7998	39.73	Wrong item	Approved
3419	7998	19.04	Not needed	Rejected
6206	7998	20.36	Quality issue	Refunded
6276	7998	48.42	Quality issue	Refunded
1783	7997	64.35	Wrong item	Refunded
7291	7997	62.22	Quality issue	Refunded
7580	7997	63.66	Quality issue	Refunded
9225	7997	77.36	Quality issue	Approved
10797	7997	91.81	Late delivery	Refunded
Total		794,575.18		