E - com sales conversion

Economic Indicator by Market Trends and Product Categories

Product Categ... ● Beauty ● Electronics ● Fashion ● Home ▶

80

60

0.8   0.9   1.0   1.1   1.2

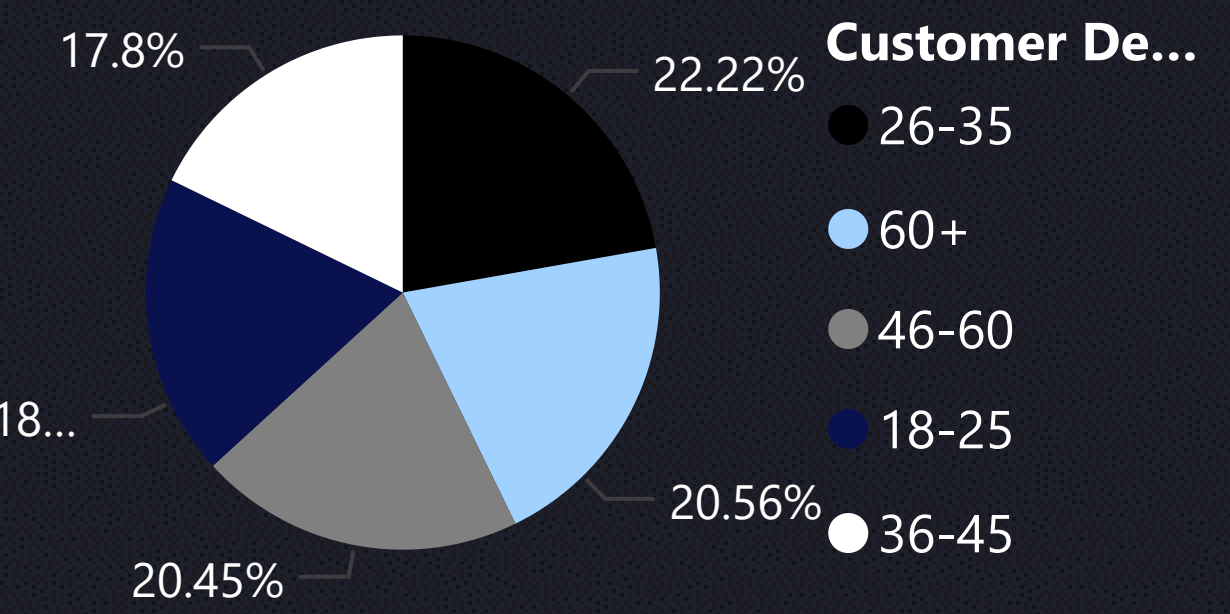**Market Trends**
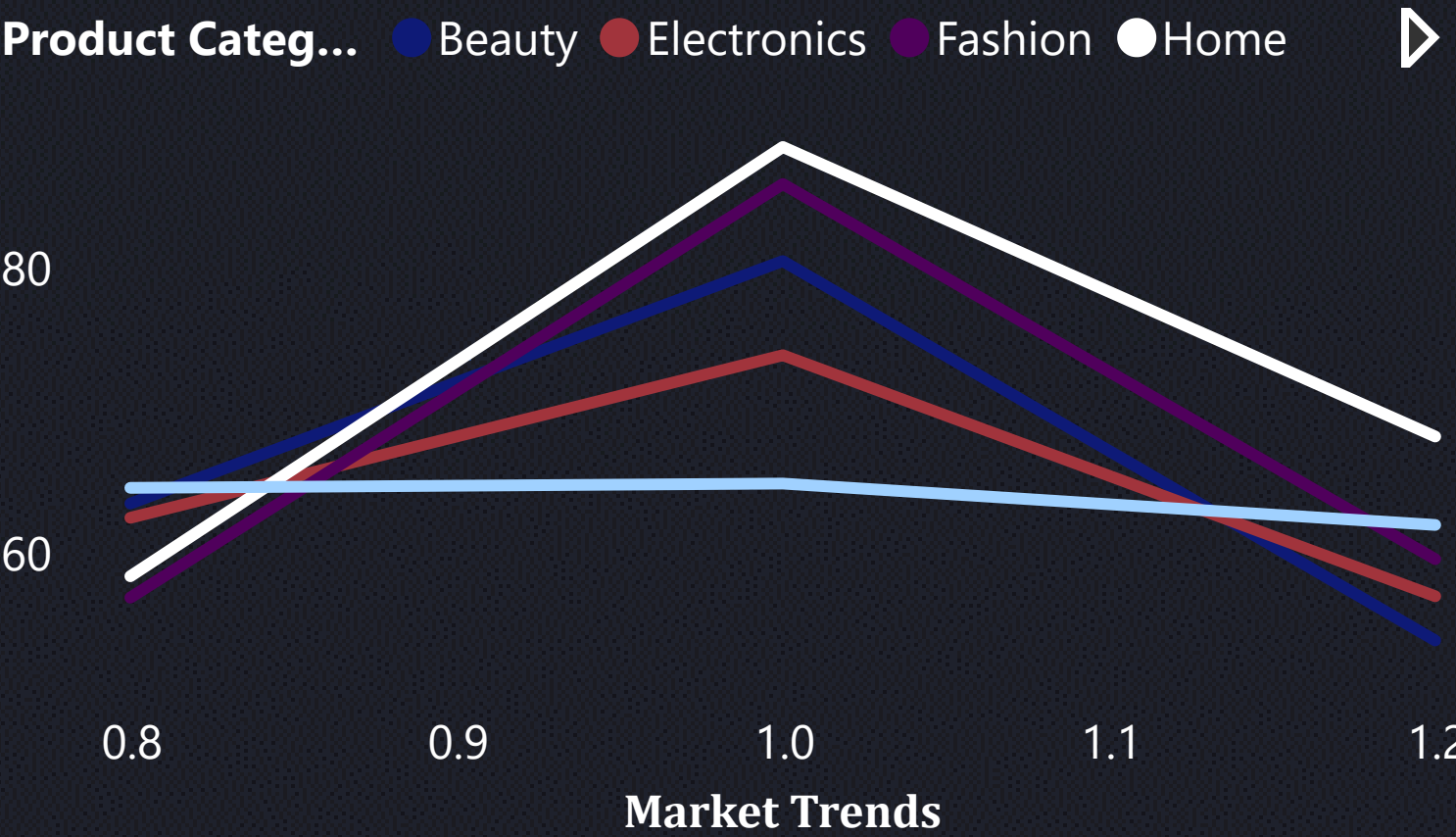
Sum of Sales Forecast by Product Categories and Seasonal Fluctuations

Seasonal Flu... ● High ● Low ● Medium

60K

40K

20K

0K

Home   Beauty   Electronics   Fashion   Sports
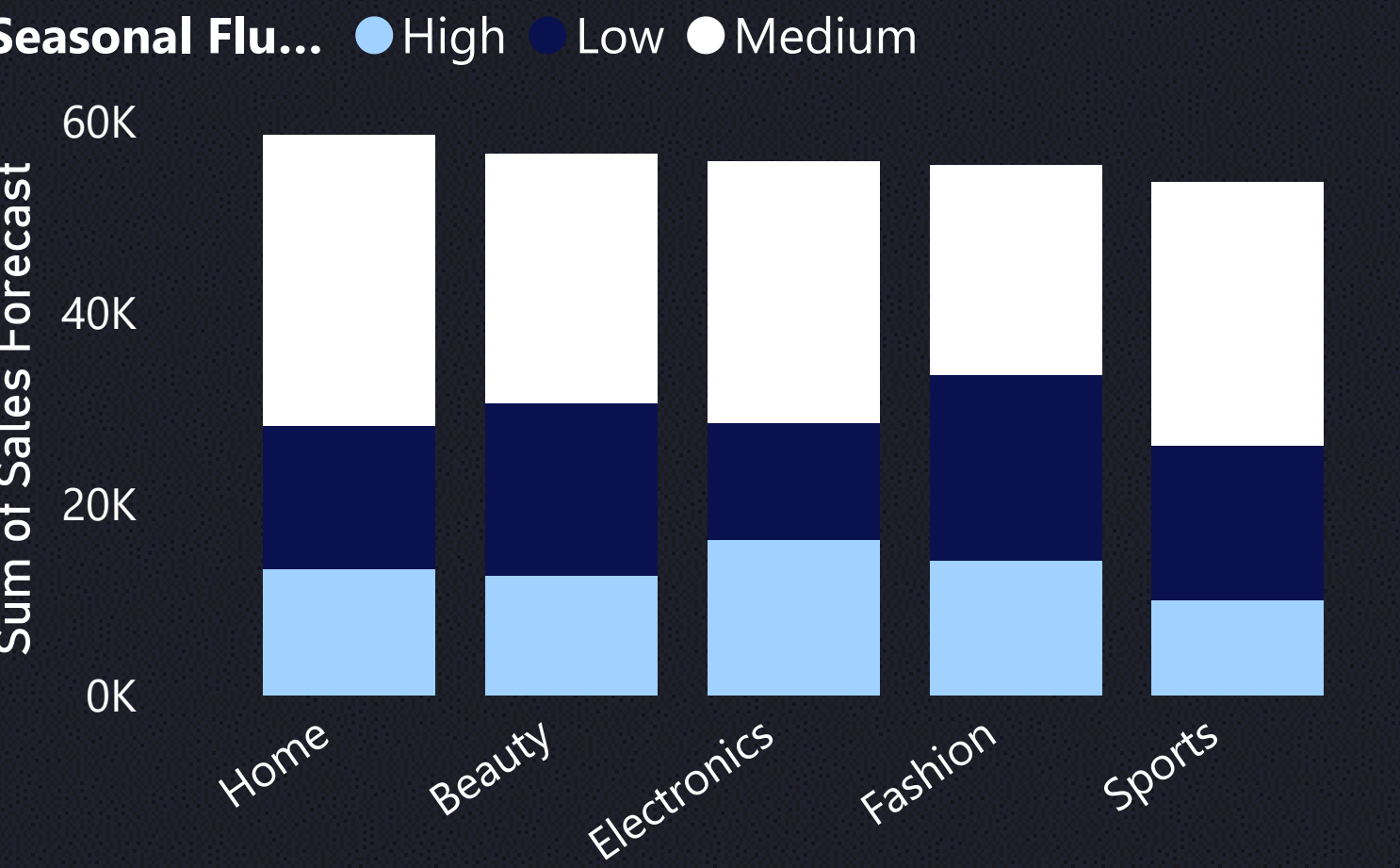
Sum of Sales Forecast

Sum of Sales Forecast by Customer Demographics

17.8%   22.22%

18...

20.45%   20.56%

Customer De...
● 26-35
● 60+
● 46-60
● 18-25
● 36-45

Average of Customer Satisfaction Score

2.99

0.00   5.98
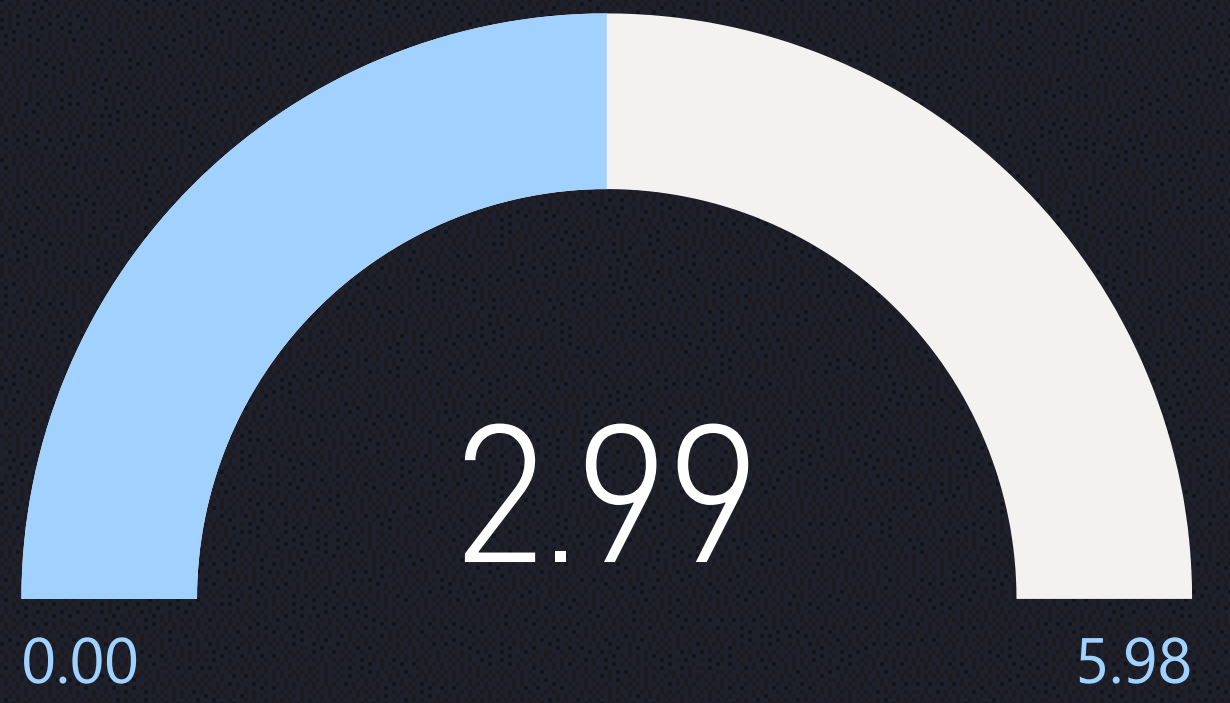
Sum of Advertising Spend by Product Categories

18.66%   21.64%

19.61%   20.33%

19.75%

Product Catego...
○ Home
● Fashion
● Electronics
● Beauty
▽
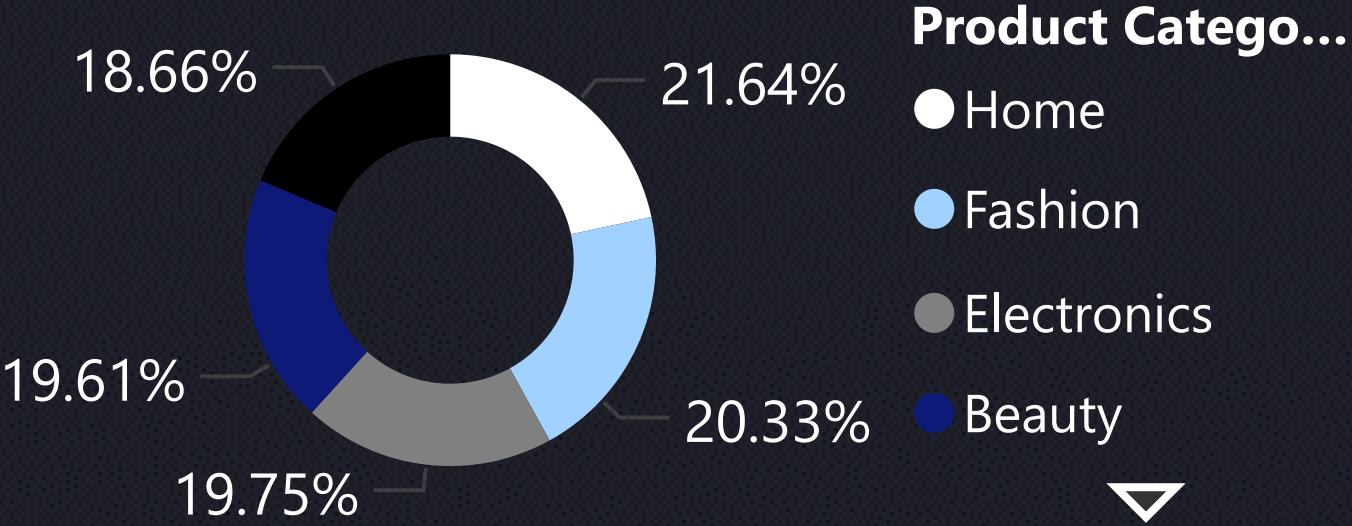
No. of new customers

50K

returning customers

1000

Returning Customers Rate by Market Trends

400

300

200

100

0

1.00   0.80   1.20

Market Trends