

Total Sales by Product Class

Product Class	Total Sales	TS - Diff
Deluxe	\$10,192.00	-24.65%
Elite	\$162,533.00	118.14%
Premium	\$176,976.75	80.41%
Standard	\$62,846.75	56.69%
Total	\$412,548.50	82.35%

Total Sales by Product Class

Geographic Region	Total Sales	TS - Diff
America	\$174,098.00	124.01%
Asia	\$60,535.75	144.96%
Europe	\$136,806.00	55.41%
Oceania	\$41,108.75	14.91%
Total	\$412,548.50	82.35%

2900

Total Customers

New Customers

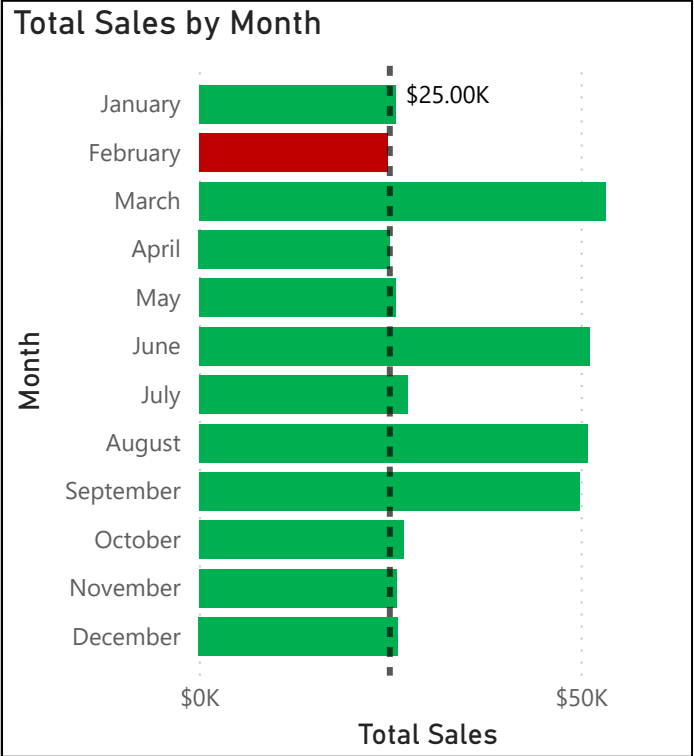
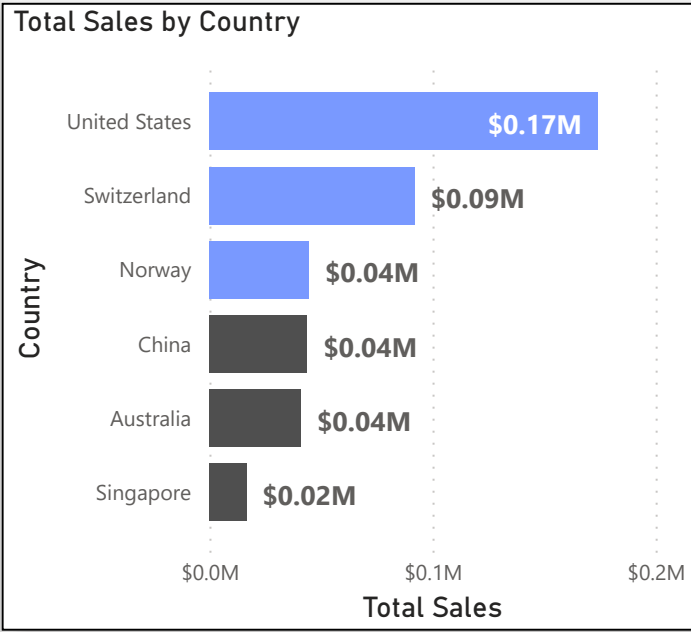
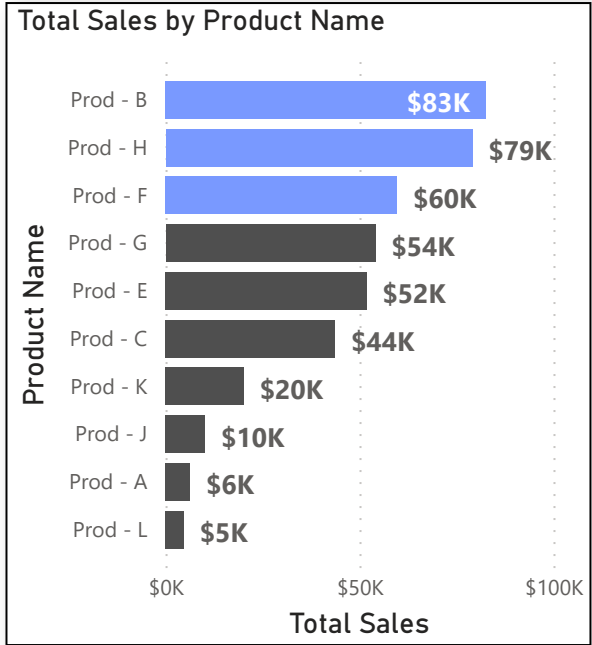
1557

Old Customers

1343

Based on Discount type

Discount Type	Total Sales
Clearance Sale	\$165,792.00
Flash Sale	\$43,053.75
No Discount	\$190,875.00
Seasonal Sale	\$12,827.75
Total	\$412,548.50



Based on Brand Names

Brand Name	Total Sales
Brand A	\$58,155.50
Brand B	\$152,523.00
Brand C	\$201,870.00
Total	\$412,548.50

TopN

3

4

5

6

Year

2017

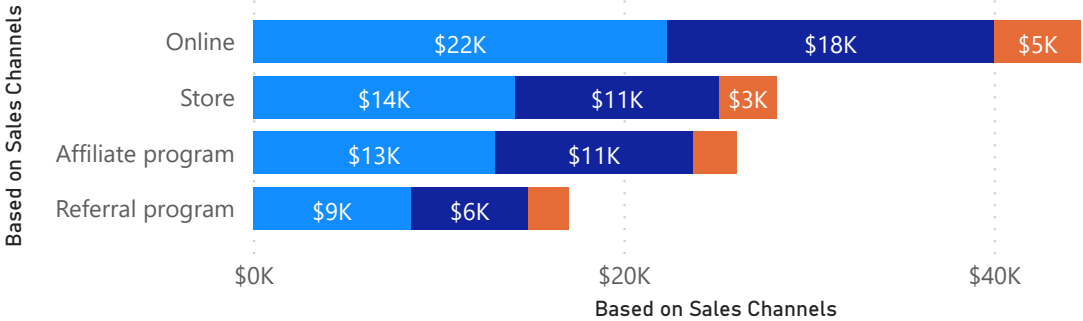
2018

2019

2020

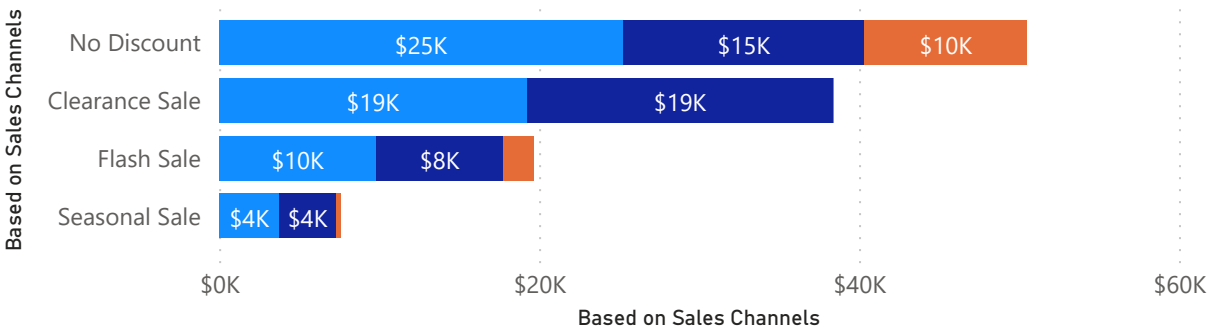
Based on Sales Channels

● Total Sales ● Total Cost ● Total Profit



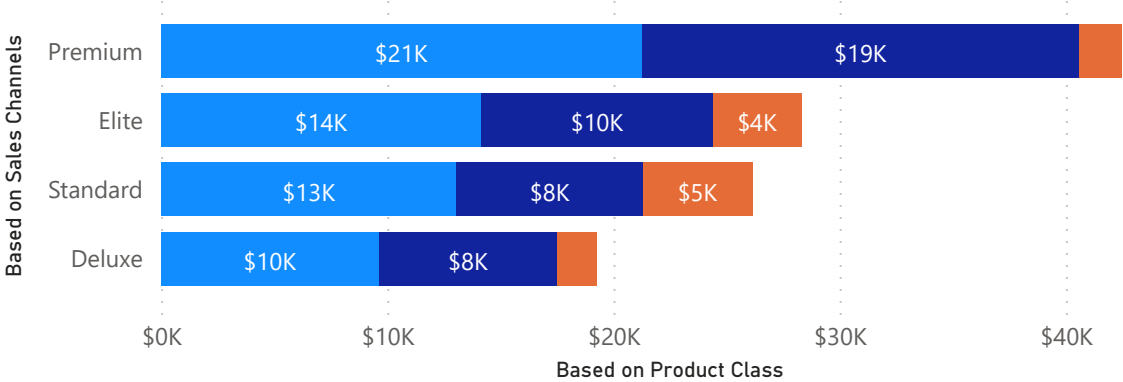
Based on Discount Type

● Total Sales ● Total Cost ● Total Profit



Based on Product Class

● Total Sales ● Total Cost ● Total Profit



Based on Product Category

Product Category	Total Sales	Total Profit	Total Profit %
Baseball Shoes	\$3,930.50	\$1,650.50	72.39%
Formal Shoes	\$13,164.00	\$3,524.00	36.56%
Gym Shoes	\$5,301.00	\$1,401.00	35.92%
Hiking Shoes	\$1,380.00	\$600.00	76.92%
Indoor Shoes	\$7,523.50	(\$636.50)	-7.80%
Jogging shoes	\$4,801.00	\$1,651.00	52.41%
Soccer Shoes	\$5,025.50	\$605.50	13.70%
Sports Shoes	\$16,970.00	\$3,575.00	26.69%
Total	\$58,095.50	\$12,370.50	27.05%

Based on Product Category

Product Category	Sum of Quantity
Baseball Shoes	275
Formal Shoes	417
Gym Shoes	233
Hiking Shoes	134
Indoor Shoes	267
Jogging shoes	294
Soccer Shoes	218
Sports Shoes	632
Total	2470

Based on Discount Type

Product Class	Clearance Sale	Flash Sale	No Discount	Seasonal Sale	Total
Deluxe	\$3,378.00	\$1,732.50	\$3,670.00	\$845.00	\$9,625.50
Prod - J	\$702.00		\$390.00	\$169.00	\$1,261.00
Prod - O	\$1,344.00	\$420.00	\$1,120.00	\$455.00	\$3,339.00
Formal Shoes	\$1,344.00	\$420.00	\$1,120.00	\$455.00	\$3,339.00
Prod - P	\$720.00	\$675.00	\$1,650.00		\$3,045.00
Prod - T	\$612.00	\$637.50	\$510.00	\$221.00	\$1,980.50
Soccer Shoes	\$612.00	\$637.50	\$510.00	\$221.00	\$1,980.50
Elite	\$4,104.00	\$1,837.50	\$7,260.00	\$955.50	\$14,157.00
Prod - B	\$396.00	\$165.00	\$1,540.00	\$143.00	\$2,244.00
Sports Shoes	\$396.00	\$165.00	\$1,540.00	\$143.00	\$2,244.00
Prod - F	\$1,008.00	\$360.00	\$720.00		\$2,088.00
Sports Shoes	\$1,008.00	\$360.00	\$720.00		\$2,088.00
Prod - D	\$2,700.00	\$1,312.50	\$5,000.00	\$812.50	\$9,825.00
Total	\$19,224.00	\$9,828.75	\$25,250.00	\$3,792.75	\$58,095.50

Geographic Region

Africa

America

Asia

Europe

Oceania

Year

2017

2018

2019

2020

Sales Count

2.28K

Ratings Count

2.28K

Count of rating

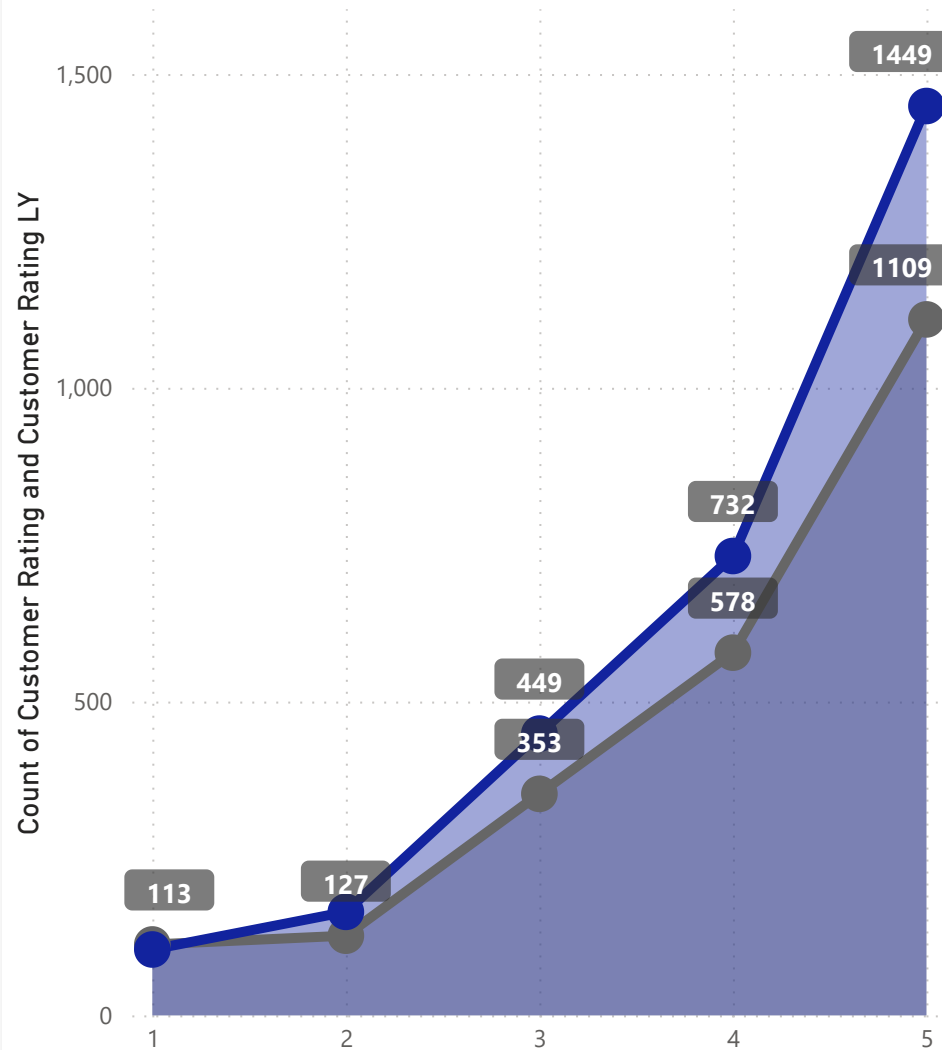
2900

YoY % Diff

-21.38%

### Customer Rating - CY vs LY

● Count of Customer Rating ● Customer Rating LY



Complaints Reason	1	2	3	4	5	Total
Customer Care Issue	4	13				17
Delivery Issue	36	30				66
Got a Better Offer	8	7				15
No Complaints			353	578	1109	2040
Packaging Issue	31	35				66
Products Damaged	18	25				43
Quality Issue	16	17				33
Total	113	127	353	578	1109	2280

### CustomerRating based on Products

Product Name	1	2	3	4	5	Total
Prod - A	9	7	25	36	87	164
Prod - B	2	1	16	13	37	69
Prod - C	9	21	37	68	134	269
Prod - E	2	9	12	18	39	80
Prod - F	1	7	12	19	28	67
Prod - G	14	6	29	40	99	188
Prod - H	18	12	41	76	123	270
Prod - I	5	13	28	47	81	174
Prod - J	7	6	11	16	27	67
Prod - L	3	4	9	21	43	80
Prod - O	6	6	19	43	76	150
Prod - P	8	6	25	27	74	140
Prod - Q	14	9	35	67	105	230
Prod - R	10	11	24	53	80	178
Prod - S	4	6	15	16	37	78
Prod - T	1	3	15	18	39	76
Total	113	127	353	578	1109	2280

Year

2017

2018

2019

2020

### Customer Rating Based on Product class

Product Class	1	2	3	4	5	Total
Deluxe	22	21	70	104	216	433
Elite	17	17	63	99	170	366
Premium	45	45	122	200	393	805
Standard	29	44	98	175	330	676
Total	113	127	353	578	1109	2280

### Customer Rating Based on Country

Country	1	2	3	4	5	Total
Australia	3	2	13	20	32	70
China	15	14	35	62	119	245
Denmark	18	23	61	82	133	317
France	6	5	25	50	94	180
Germany	8	6	5	24	37	80
Hong Kong		2	9	18	26	55
Netherlands	26	31	88	129	297	571
Norway	9	9	19	44	64	145
Singapore	5	11	28	35	94	173
Sweden	8	10	23	56	85	182
Total	113	127	353	578	1109	2280

### Customer Rating Based on Geographic Region

Geographic Region	1	2	3	4	5	Total
America	15	14	47	58	128	262
Asia	20	27	72	115	239	473
Europe	75	84	221	385	710	1475
Oceania	3	2	13	20	32	70
Total	113	127	353	578	1109	2280

**Thank You**  
Swaroop Srinivas