

# E-commerce Sales Performance

Overview

Customer

Product

Total Customer

3900

Total Sales

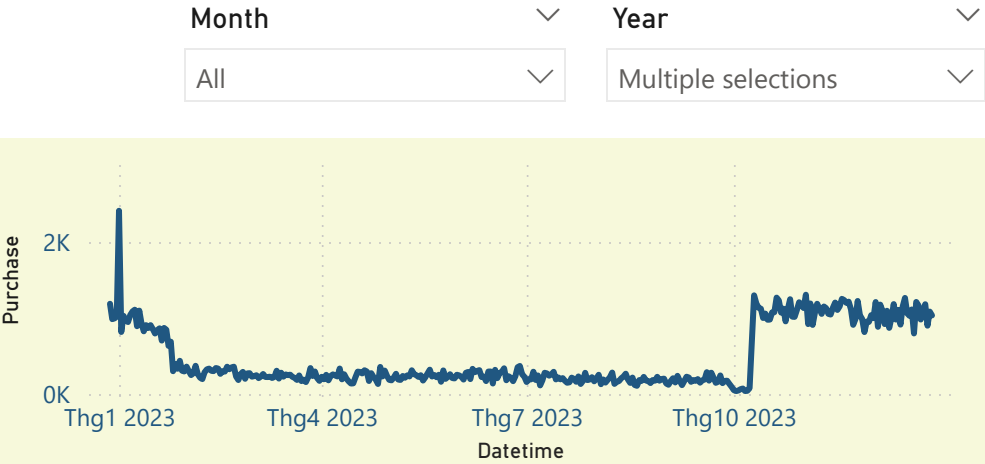
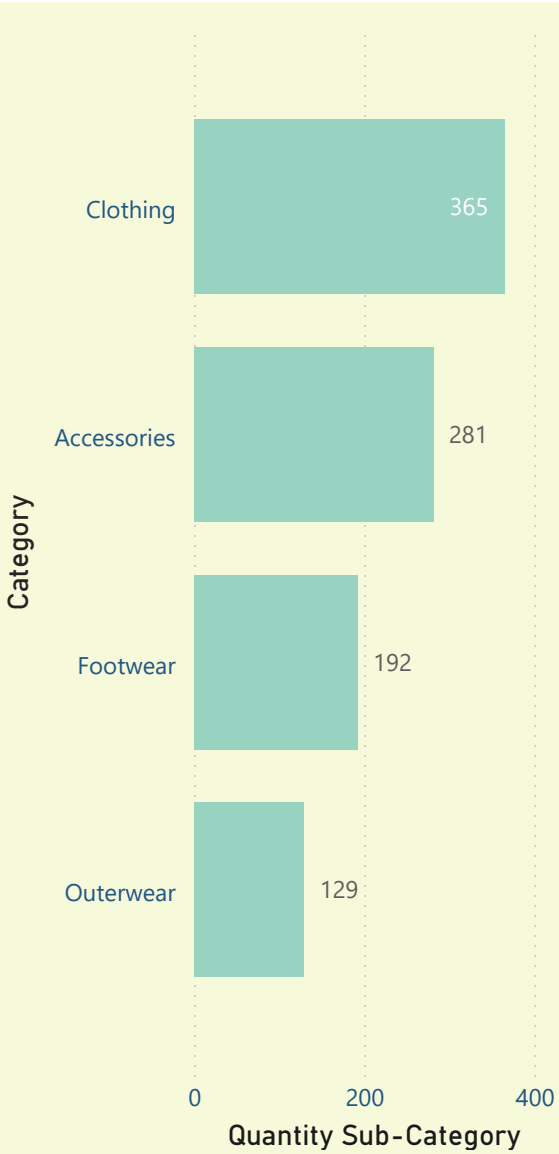
171K

## Sales by Location

Location	Sales	Number of Customers
Alabama	3880	101127
Alaska	3183	71732
Arizona	2930	68271
Arkansas	3117	75147
California	4226	101970
Colorado	2012	80672
Total	171360	4261788

## Sales by Category

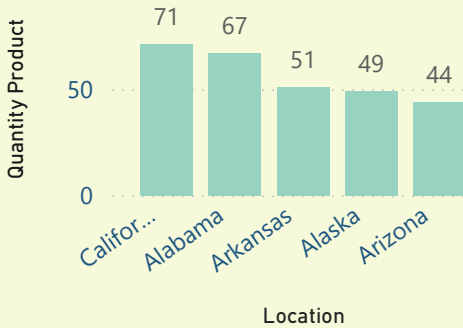
Category	Sales	Quantity Customer
Accessories	54220	1331088
Clothing	76334	1912794
Footwear	26769	654953
Outerwear	14037	362953
Total	171360	4261788



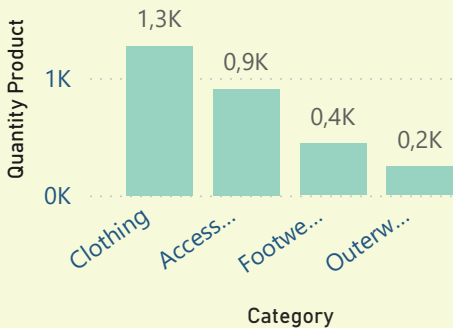
## Product Quantity

Category	Sub-Category Quantity	Product Quantity
Accessories	281	908
Clothing	365	1275
Footwear	192	442
Total	536	2871

## Top 5 Locations by Product



## Top 5 Categories by Product



# E-commerce Sales Performance

Overview

Customer

Product

Top Loaction

Alabama

Total Customer

3900

2652

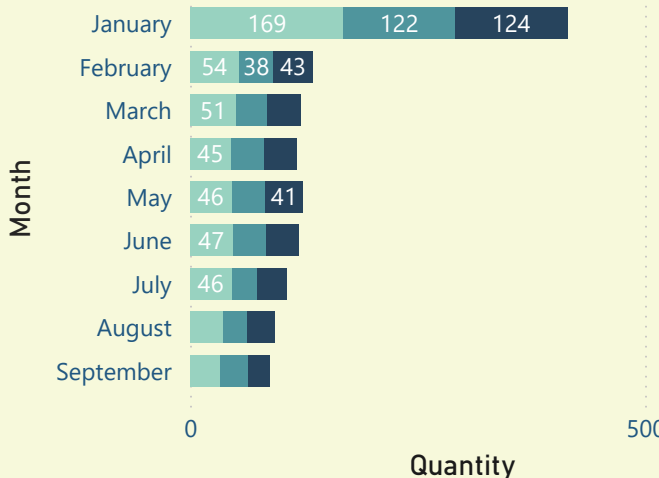
Male

1248

Female

Customer Segmentation by Interaction Type

Interaction like purchase view



Month

All

Year

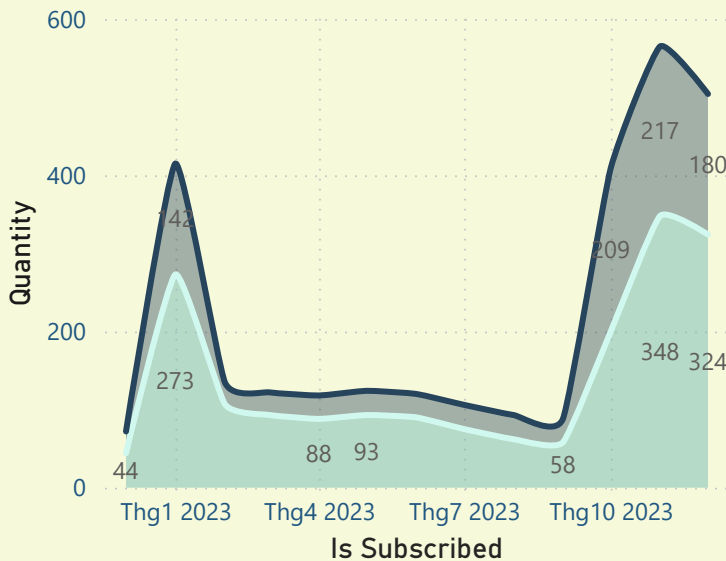
Multiple selections

Customer Quantity

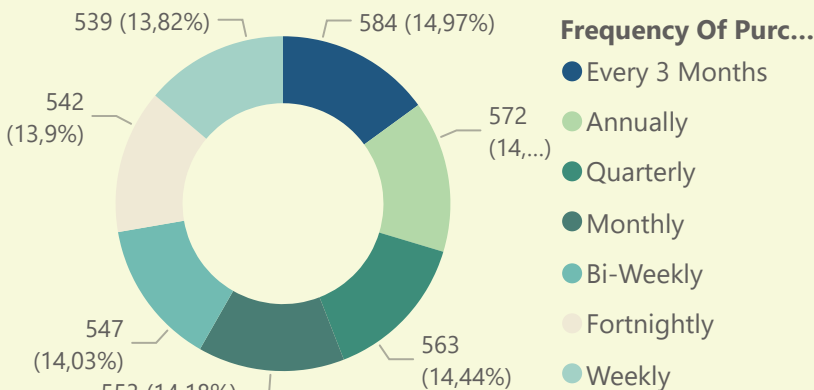
Promocode Used	Total Customer	Total Sales
No	2223	133670
Yes	1677	99411
Total	3900	233081

Customer Segmentation by Subscribed

Subscription... No Yes



Customer Grouping by Frequency



# E-commerce Sales Performance

Overview

Customer

Product

Top Category

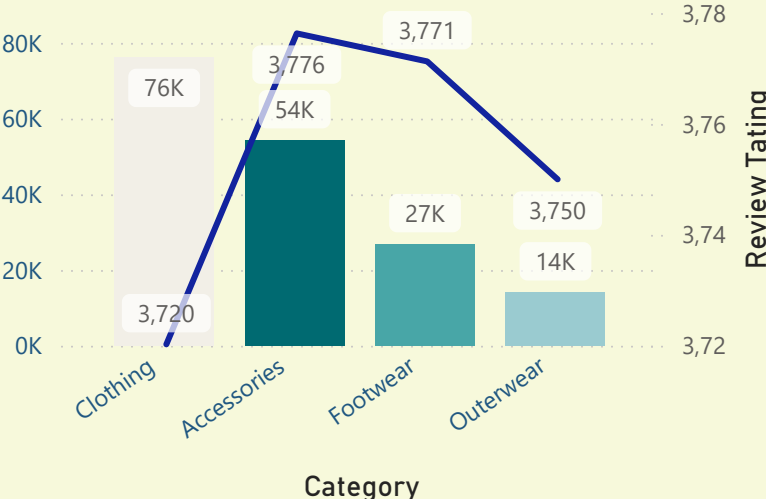
Accessories

Total Products

10,00K

"Product Review Ratings by Category

Total Sales Review Rating



Month

All

Year

Multiple selections

Product Quantity

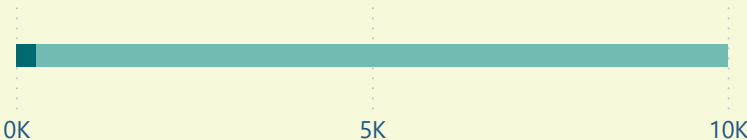
Color	Total Product	Total Sales
Beige	116	7050
Black	126	7278
Blue	113	6431
Brown	103	6020
Total	10002	171360

Customers Who Bought on Amazon

Is Amazon Seller

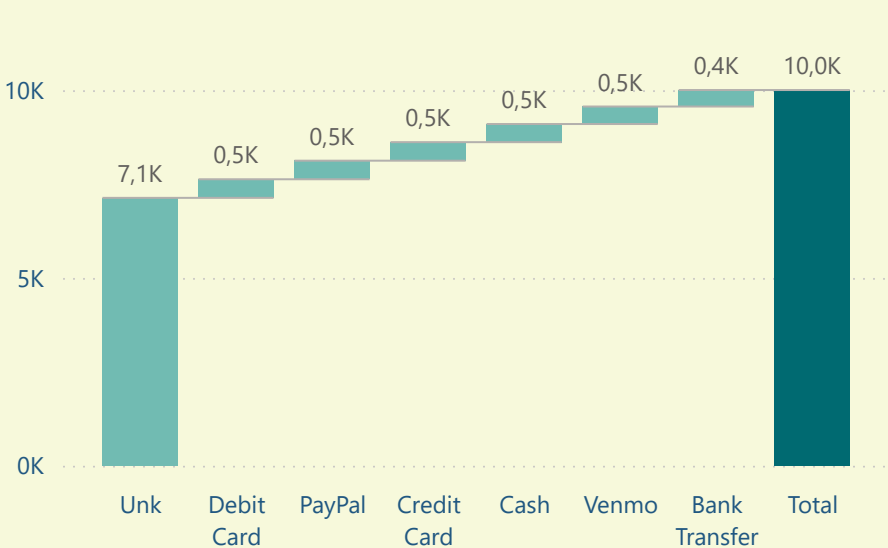
N

Y



Payment Method

Increase Decrease Total



Analysis of Subscribed Customers by Product Size

size L M S XL

