

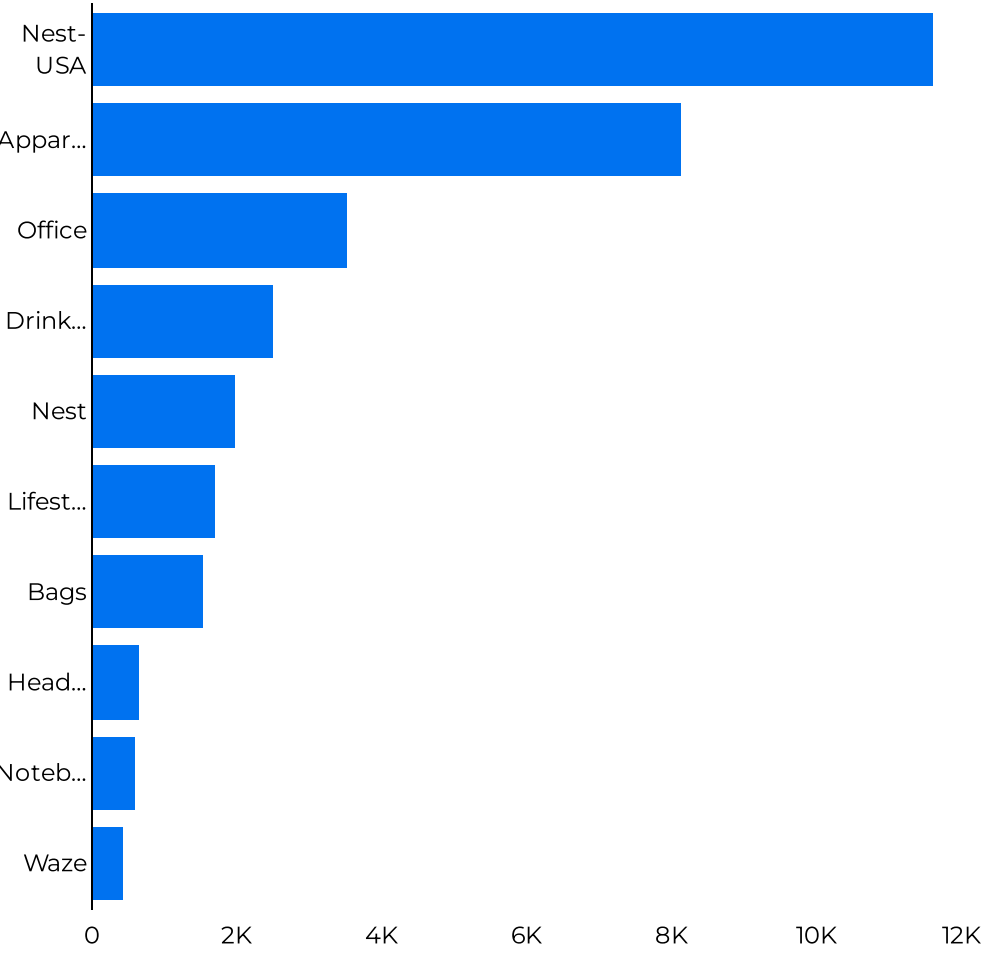
E-commerce Sale Dashboard

Months

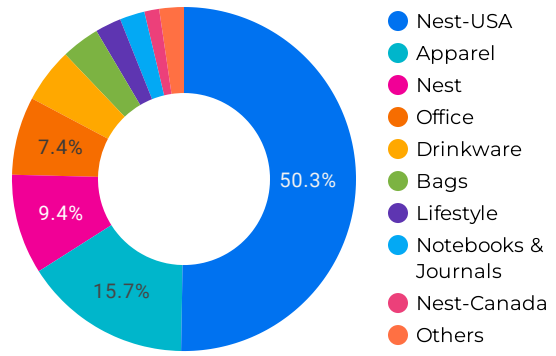
Location

Category

Orders by Product Category



Revenue By Product Category



Total Revenue

\$4.68M

AOV

\$88.38

All Customer

1,468

Retention %

50.0%

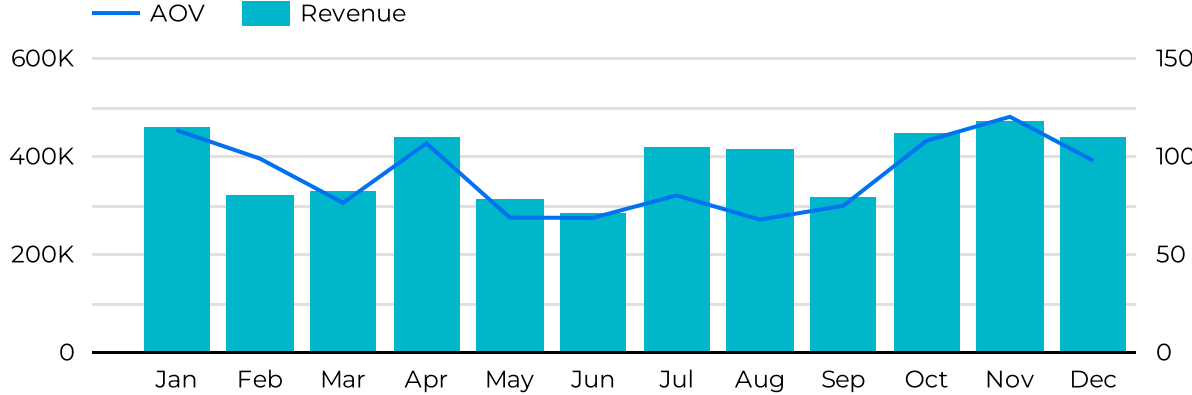
Transaction_ID

25.1K

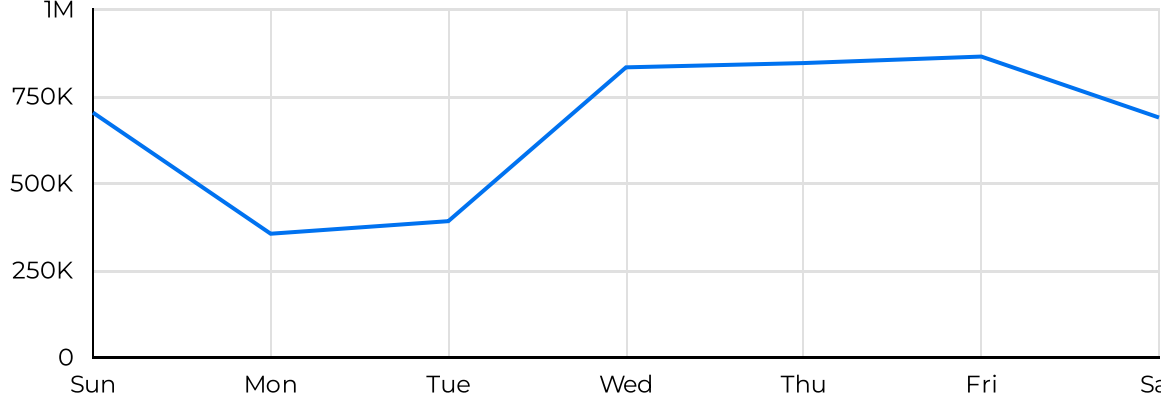
Quantity

238.0K

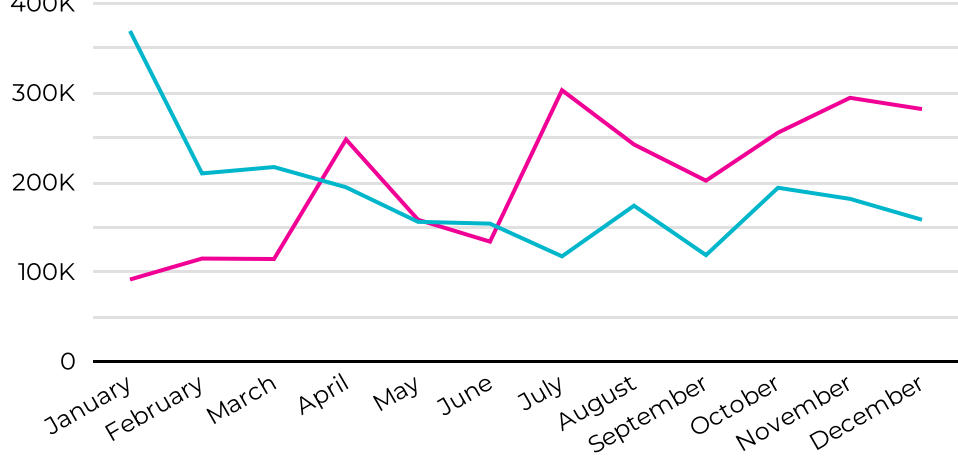
Revenue vs AOV Over Time



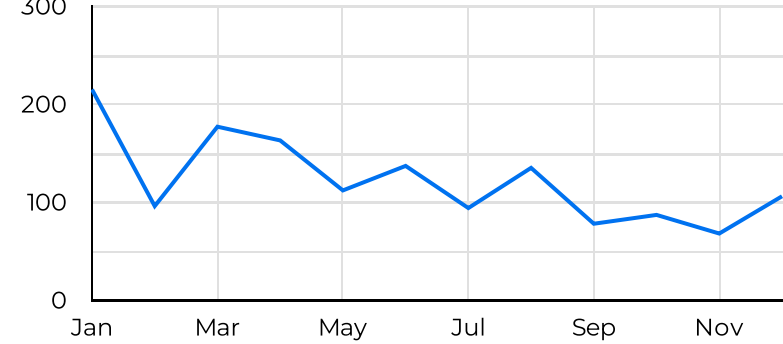
Sales By Days of Week



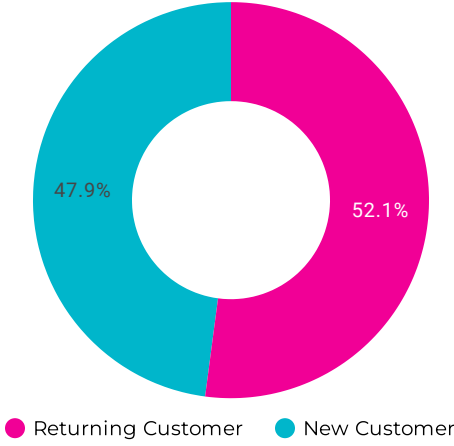
Revenue Trend by New vs Returning Customer



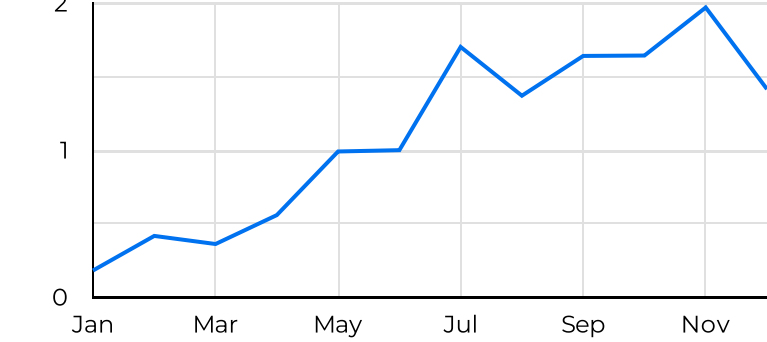
New Customers Acquired by Month



Revenue By New vs Returning U...



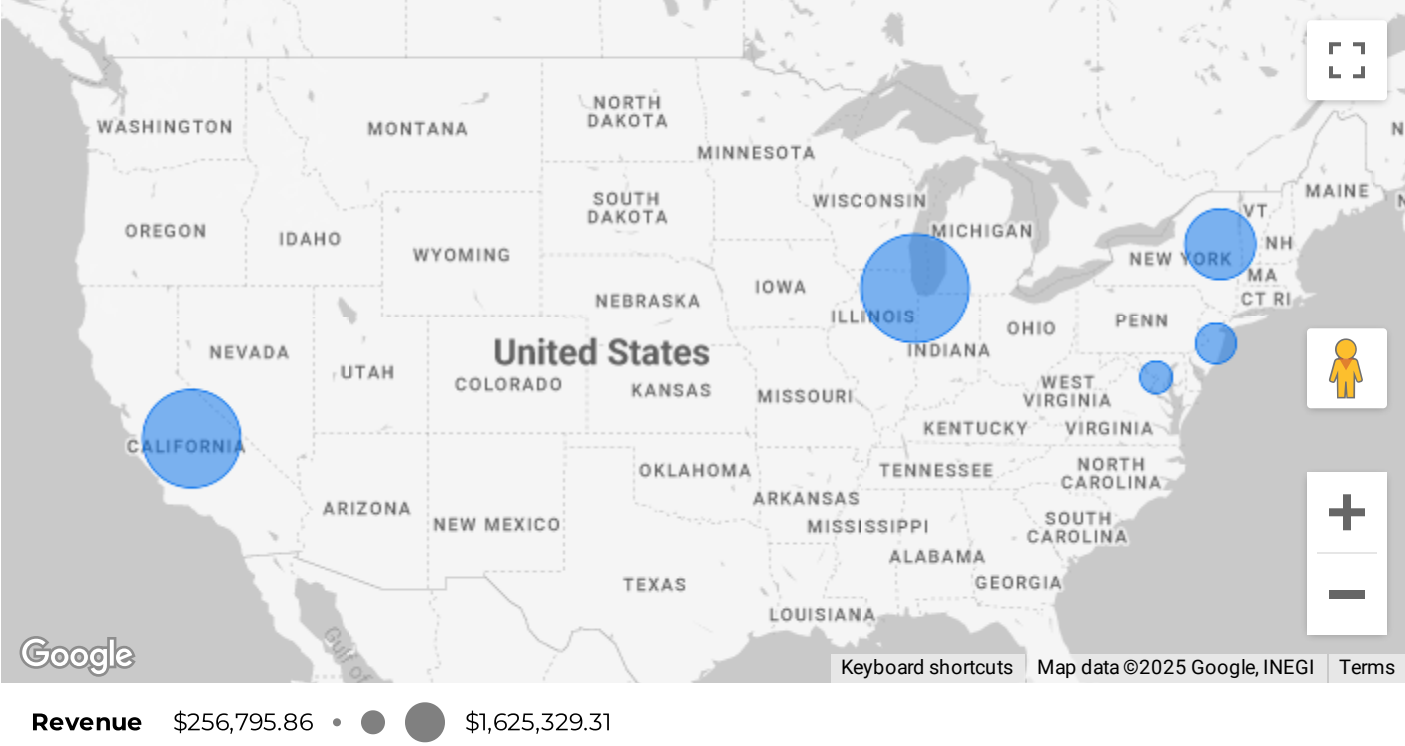
Retention Rate by Month



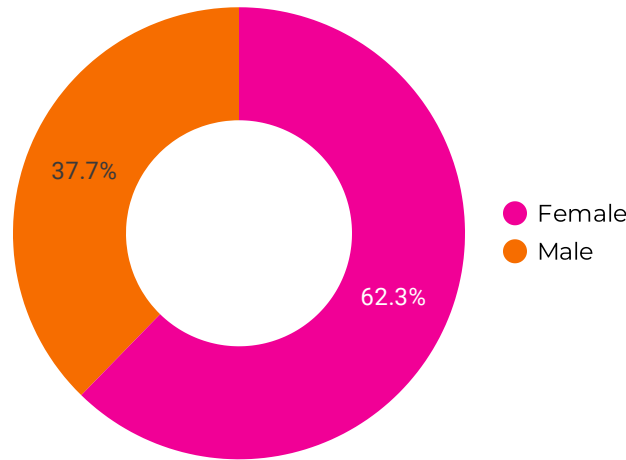
Top Products by Revenue, AOV & Quantity Sold

Product_Description	Revenue	Quantity	AOV
Nest Learning Thermostat 3rd Gen-USA - Stainless Steel	633,770.96	4,570	180.51
Nest Cam Outdoor Security Camera - USA	578,972.22	5,206	173.97
Nest Cam Indoor Security Camera - USA	490,217.92	4,402	151.77
Nest Protect Smoke + CO White Battery Alarm-USA	198,503.73	2,683	145.85
Nest Protect Smoke + CO White Wired Alarm-USA	195,517.43	2,670	183.58
Nest Learning Thermostat 3rd Gen-USA - White	185,670.3	1,368	170.5
Nest Secure Alarm System Starter Pack - USA	148,257.04	510	297.7
Nest Cam IQ - USA	130,498.83	771	217.86
Nest Thermostat E - USA	94,623.81	1,091	112.11
Nest Learning Thermostat 3rd Gen-USA - Copper	64,051.51	472	162.98

Sales by Location



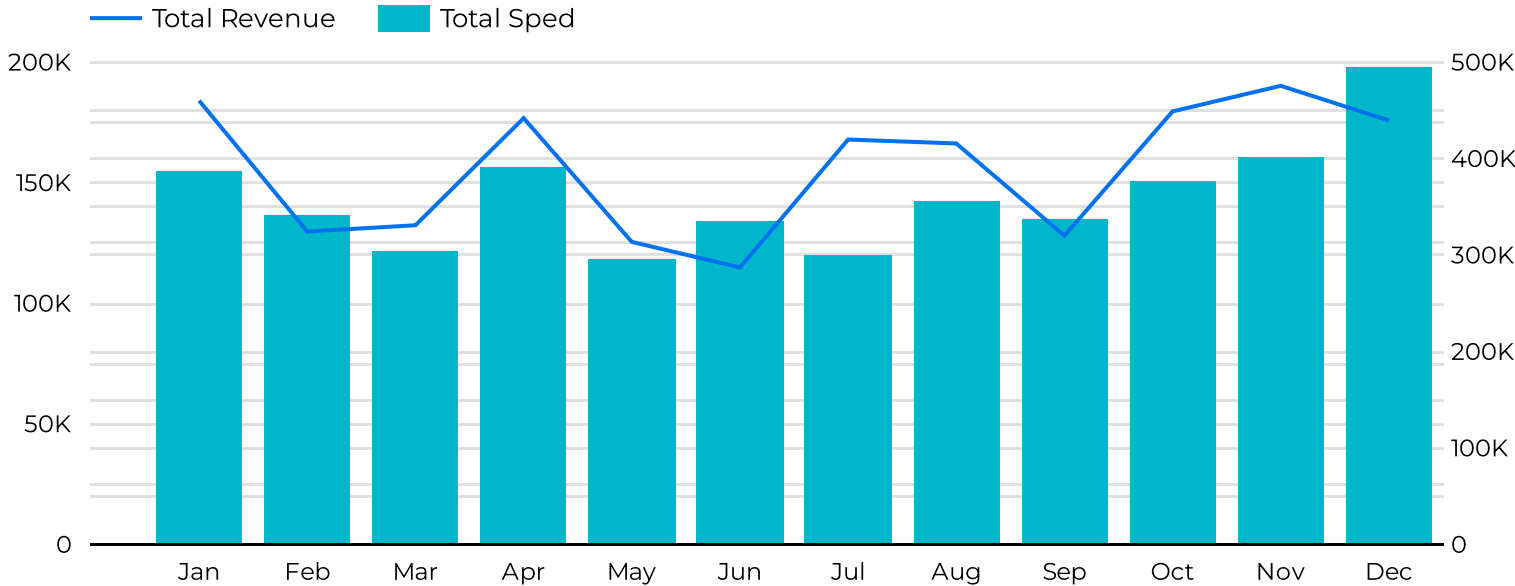
Revenue and Order by Gender



E-commerce Marketing vs Revenue Report

Month

Revenue vs Ad Spend Over Time



Total Revenue

\$4.68M

Ad Spend

\$1.73M

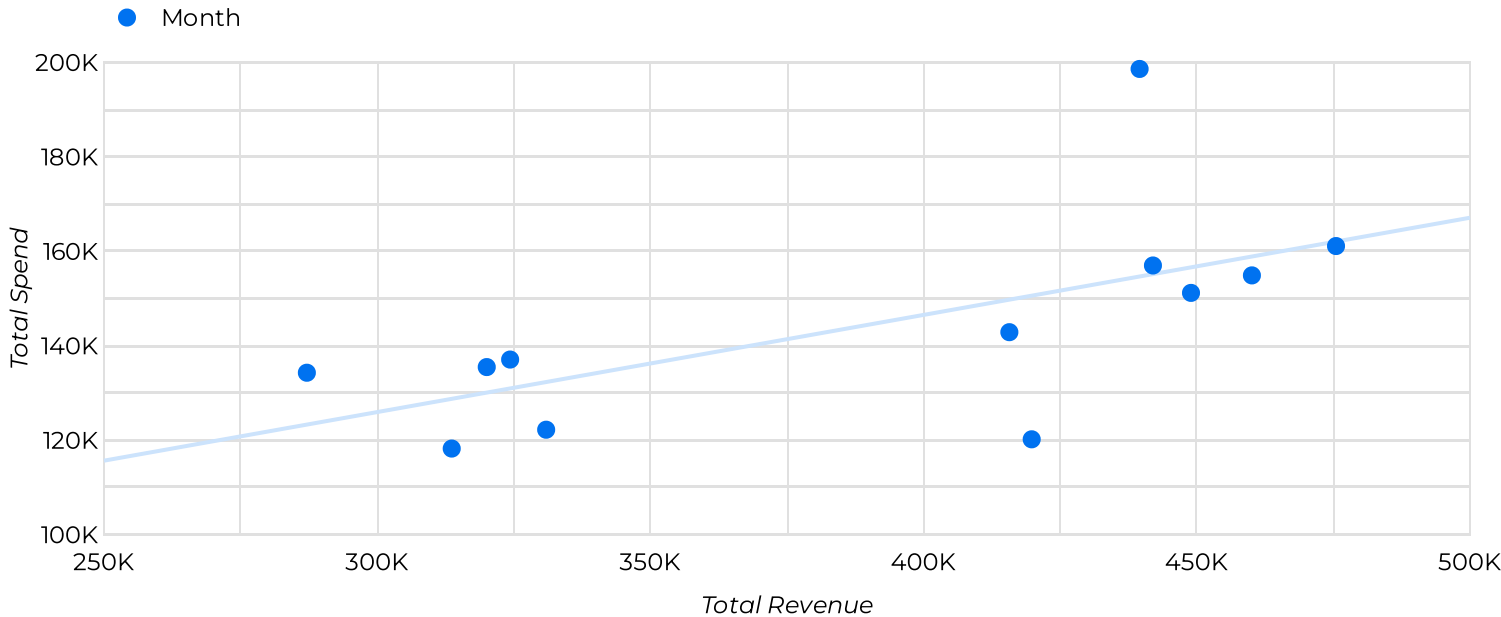
Offline Spend

\$1.04M

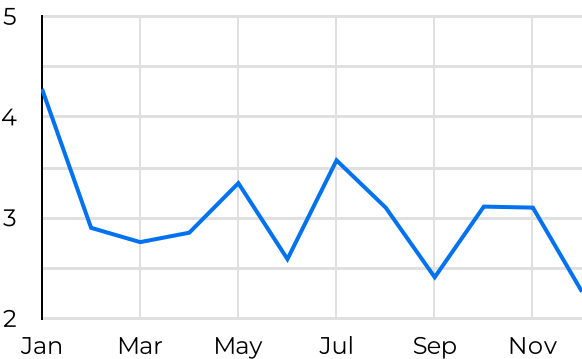
Online Spend

\$695.65K

Distribution of Total Spend by Total Revenue



ROAS over Time



Marketing Spend% Over Time

