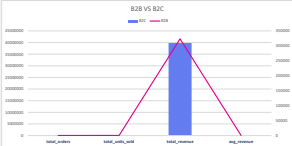


Business Overview

€41903465.38	128,123	62,701	51.06%
Total Revenue	Total Orders	Total Units Sold	Cancel Order %

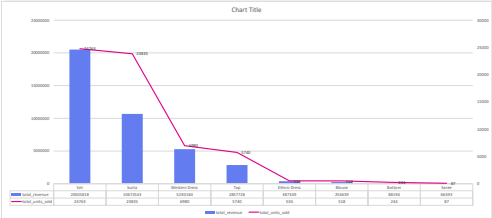
Customer Segmentation (B2B vs B2C)

customer type	B2C	B2B
total orders	62018	458
total units sold	62231	470
total revenue	39792373	323475
avg revenue	639.43	689.24



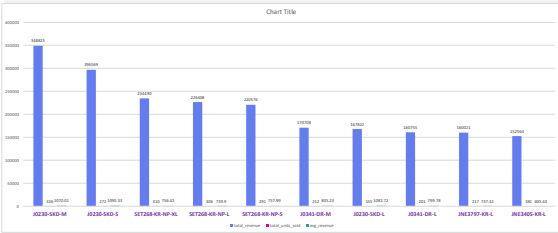
customer type

Revenue by Category



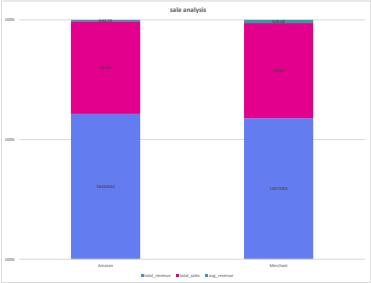
category

Top 10 SKUs by Revenue



sku

Sales analysis by fulfilment

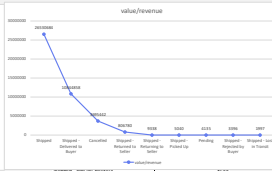


filter

fulfilment

## Order Status Distribution

status	orders	value/revenue
Shipped	1108	2070090
Shipped - Delivered to Buyer	1710	2080890
Cancelled	954	1095640
Shipped - Returned to Seller	130	83790
Shipped - Returned to Seller	11	930
Shipped - Refundable	8	1560
Refused	5	4140
Shipped - Returned to Buyer	5	1380
Shipped - Cancelled	5	360
Shipped - Out for Delivery	2	1320



month	revenue	units
2004-01	835337	1319
2004-02	882301	1408
2004-03	981822	1544
2004-04	853704	1330
2004-05	938221	1486
2004-06	854194	1430
2004-07	870482	1377
2004-08	975852	1519
2004-09	926664	1462
2004-10	1037735	1619
2004-11	902658	1396
2004-12	846989	1300

