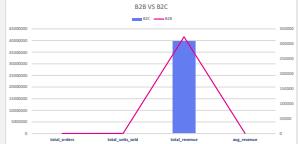


## Business Overview



### Customer Segmentation (B2C vs B2B)

customer_type	B2C	B2B
total_orders	62018	458
total_units_sold	12731	470
total_revenue	39792373	923475
avg_revenue	639.43	688.24



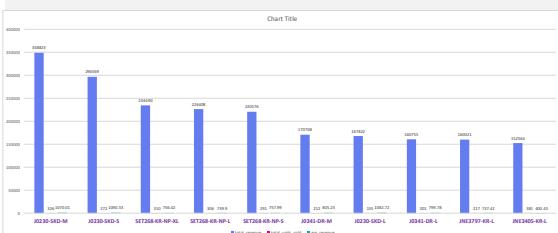
customer_type
Eng_Interest
total_orders
total_revenue
total_units_sold

### Revenue by Category



Category
Accessories
Bottom Odds
Lycra
Shoes
Socks
Set
Tshirts
Workout Dress

### Top 10 SKUs by Revenue



SKU
J0230-SKD-M
J0230-SKD-S
J0230-SKD-XL
J0341-DR-M
J0341-DR-XL
JN13465-KR-L
JN13465-KR-S
JN13465-KR-XL
JN13465-NP-S
JN13465-NP-XL

### sale analysis



filter

filter
Eng_Interest
Eng_Sales
Eng_Revenue

## Order Status Distribution

