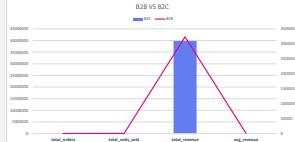


Customer Segmentation (B2B vs B2C)

customer type	B2C	B2B
total orders	62018	458
total units sold	62231	470
total revenue	39792373	323475
avg revenue	639.43	688.24



Revenue by Category



customer_type
avg_revenue
total_orders
total_revenue
total_units_sold

Top 10 SKUs by Revenue



Category
Mouse
Bottom
Ethnic Dress
Kurta
Saree
Set
Top
Western Dress

Sales analysis by fulfilment



Settlement
Amazon
Merchant

Order Status Distribution

