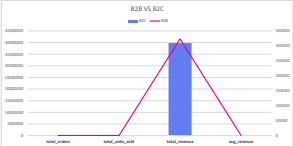


Business Overview

941903465.38	128,123	62,701	51.06%
Total Revenue	Total Orders	Total Units Sold	Cancel Order %

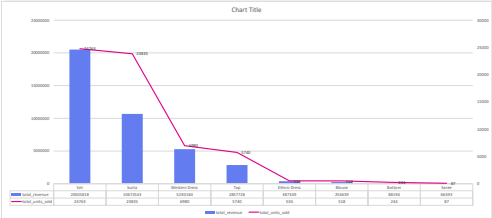
Customer Segmentation (B2B vs B2C)

customer type	B2C	B2B
total orders	62018	4198
total units sold	62231	4170
total revenue	397923773	323475
avg revenue	639.43	689.24



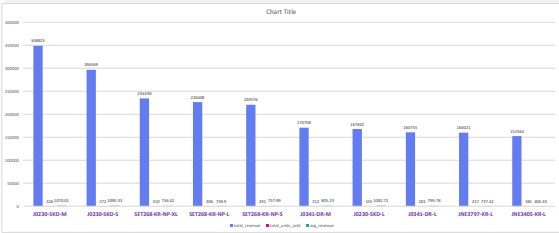
customer type
avg_revenue
total_units_sold
total_revenue
total_orders

Revenue by Category

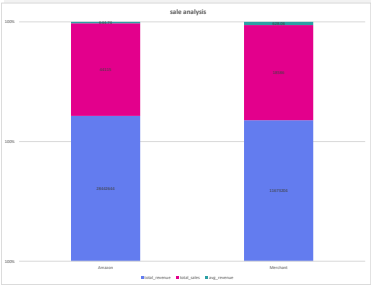


category
cat
book
electronic
toys
books
music
movies
games
software

Top 10 SKUs by Revenue



SKU
J0020-S40-L
J0020-S40-M
J0020-S40-S
J0041-S40-L
J0041-S40-M
J0041-S40-S
J0041-00-L
J0041-00-M
J0041-00-S
J0020-S40-L
J0020-S40-M
J0020-S40-S

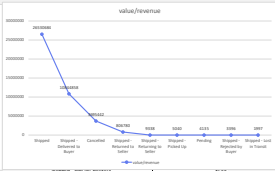


filter

filter
Revenue
Revenue
Revenue

Order Status Distribution

status	orders	value/revenue
Shipped	2108	2070090
Shipped - Delivered to Buyer	1710	1688890
Cancelled	954	999540
Shipped - Returned to Seller	130	8379
Shipped - Returned to Seller	11	939
Shipped - Refundable	8	104
Pending	5	414
Shipped - Returned to Buyer	5	139
Shipped - Cancelled	5	96
Shipped - Out for Delivery	2	130



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

