





Overview

Orders

Location

Responsible:  
emanuel@isla.pt

Δ NS CY\*

€ 657,71 K

LY: € 573,08 K (+14.77%)

\*Gross Sales - Returns -  
Price Reductions.

Δ AOV CY\*

€ 221,38

LY: € 235,49 (-5.99%)

\*Average Value per  
Transaction

Δ ADT CY\*

1,43

LY: 1,97 (-27.67%)

\*Average Days between  
order and delivery.

Δ UpT CY\*

3,77

LY: 3,80 (-0.94%)

\*Average Units per Order.

Select Month

Tudo

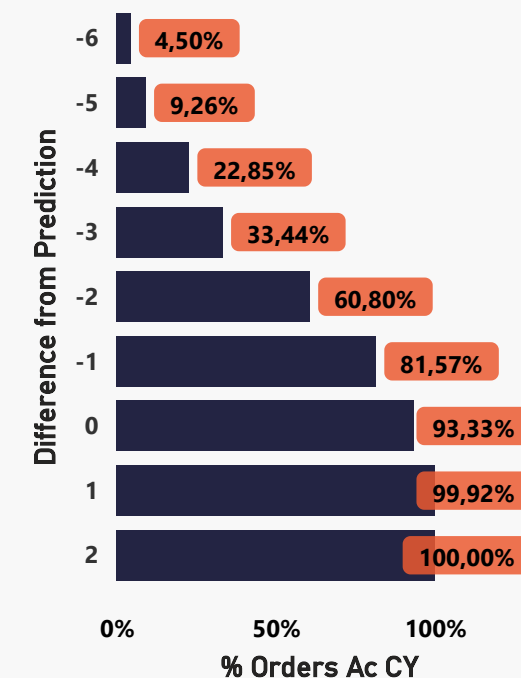
## Orders to be Delivered

Tudo

Order ID	Cst. Name	Order Date	Exp. Delivery	Gross Sales
CA-2020-115427	Erica Bern	30-12-2020	05-01-2021	34,62 €
CA-2020-126221	Chuck Clark	30-12-2020	05-01-2021	209,30 €
CA-2020-143259	Patrick O'Donnell	30-12-2020	05-01-2021	466,84 €
CA-2020-156720	Jill Matthias	30-12-2020	05-01-2021	3,02 €
CA-2020-118885	James Galang	29-12-2020	04-01-2021	695,94 €
CA-2020-130631	Bruce Stewart	29-12-2020	04-01-2021	88,06 €
CA-2020-146626	Ben Peterman	29-12-2020	04-01-2021	101,12 €
CA-2020-158673	Ken Brennan	29-12-2020	04-01-2021	209,70 €
US-2020-102638	Michael Chen	29-12-2020	04-01-2021	6,03 €
US-2020-158526	Katherine Hughes	29-12-2020	04-01-2021	1.814,68 €
CA-2020-101322	Jason Gross	28-12-2020	03-01-2021	340,70 €
CA-2020-122798	Susan Vittorini	28-12-2020	03-01-2021	122,53 €
CA-2020-127516	Erica Hernandez	28-12-2020	03-01-2021	64,78 €
CA-2020-129805	Harry Marie	28-12-2020	03-01-2021	7,40 €
CA-2020-135111	Christopher Schild	28-12-2020	03-01-2021	28,38 €
CA-2020-136539	Greg Hansen	28-12-2020	03-01-2021	106,02 €

Orders in **Red** represent orders which Expected Delivery has been due, **orange** ones are warnings and for the **green** there's still time.

## Orders with Delayed Days (Cumulative)



Orders that arrived before the expected due date are Negative Values.



Overview

Orders

Location

Responsible:  
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Δ Returns CY\*

11,43%

LY: 5,93% (-5,50%)

\*Percentage of Orders  
Returned

Δ ARpC CY\*

€ 924,61

LY: € 768,23 (+20.36%)

\*Average Return (Gross  
Sales) per Customer

Total iCLV\*

€ 36,66 M

\*Customer Life time  
Value.

Δ APF CY\*

4,18

LY: 3,26 (+28.02%)

\*Average Purchases per  
Customer

Select Top N:

5

12

9

16

## Postal Code Analysis



## Top N by State

