Ecommerce Sales Dashboard | YTD Sales Analysis

Sales
$14.11M
▲ 5.04% vs PY
$0.87M

Profit
$1.30M
▼ -0.46% vs PY
$0.09M

Order Quantity
#157,978
▲ 15.02% vs PY
#8.02K

Market Share by Sales

Pacific Asia (8.32%)   USCA   Africa (2.25%)   Europe (43.37%)
(0.71%)   YTD Sales $14.11M
LATAM (45.86%)

Category wise YTD vs PYTD Sales

Category	Sales	vs PY
Cardio Equipment	$2.34M	▼ -4.05%
Fishing	$1.90M	▼ -24.98%
Camping & Hiking	$1.66M	▲ 12.55%
Water Sports	$1.34M	▲ 21.10%
Cleats	$1.20M	▼ -26.34%
Women's Apparel	$0.86M	▼ -24.51%
Men's Footwear	$0.80M	▼ -25.18%
Indoor/Outdoor Games	$0.78M	▼ -26.21%
Computers	$0.66M	No Sales in PY
Shop By Sport	$0.37M	▼ -20.70%

Sales Margin
- 🟩 Greater Than PY
- 🟥 Less Than PY

Market wise Customer Aquisition per Month

🟦 Africa   🟧 Europe   🟥 LATAM   🟦 Pacific Asia   🟩 USCA

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec