

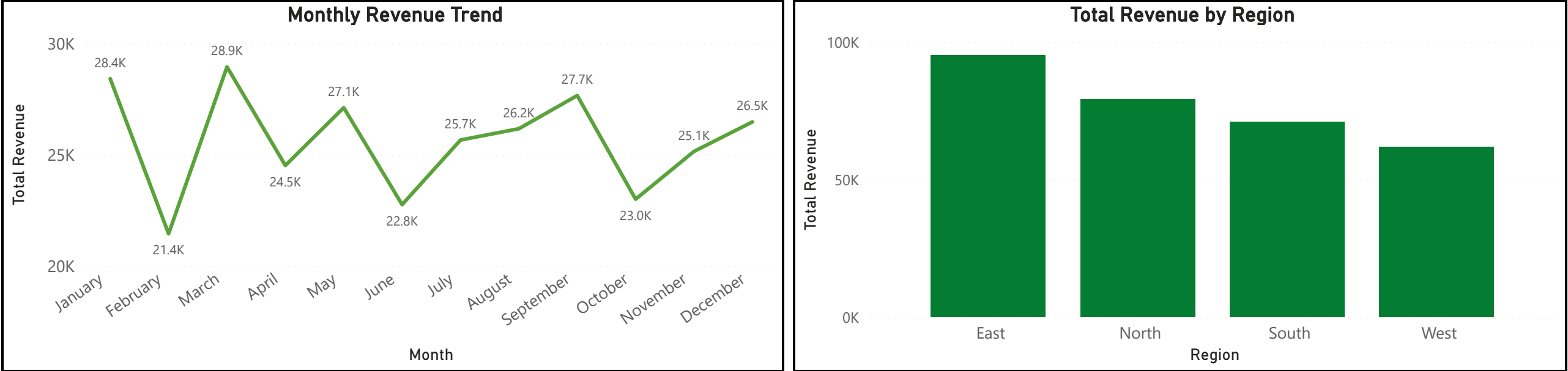
500
Total Customers

2000
Total Orders

£153.64
Average Order Value

£307.27K
Total Revenue

E-Commerce Sales & Marketing Insights
(2023–2024)



Marketing Channel Performance Overview

Marketing Channel	Spend (M)	Conversions	Clicks
Email	0.30	0.01	0.48
Social Media	0.28	0.01	0.49
Google Ads	0.28	0.01	0.50
Influencer	0.28	0.01	0.49

Repeat vs New Customers

Customer Type	Count	Percentage
Repeat Customers	450	92.59%
New Customers	36	7.41%

Top Customers

Full Name	Total Orders	Total Spent
Lucas Garcia	239	£37,180.64
Sophie Evans	244	£36,685.04
Alice Thompson	224	£35,026.45
Liam Chen	198	£32,148.00
Noah Smith	213	£30,617.68
Ethan Johnson	195	£30,194.43
Olivia Brown	183	£28,634.62
Emma Jones	164	£26,215.76
Mia Wilson	176	£25,935.63
Ryan Patel	164	£24,632.29
Total	2000	£307,270.54