

Sales Dashboard Report

Monthly Overview | Generated at 2026-02-10T12:51:02.542Z

Revenue

\$1,240,000

+12.4%
vs last month

Orders

18,920

+8.1%
all channels

AOV

\$65.54

+3.2%
average order value

Conversion

3.9%

+0.6pp
site-wide

Charts

No chart images provided. Use base64 data URLs or HTTP image URLs.

Sales Data

Channel	Revenue	Orders	Conversion
Website	\$680,000	10,200	4.20%
Mobile App	\$410,000	6,200	3.80%
Marketplace	\$150,000	2,520	2.90%
Total / Weighted	\$1,240,000	18,920	3.90%

Conclusions

- Website remains the strongest revenue channel with the highest conversion.
- Mobile app growth is stable and should be supported by retention campaigns.
- Marketplace drives incremental order volume but lower conversion.