Sales and profit

→

43,01M
Total costs

184,19M
Profit

81,07
Profit Margin %

144,43K
Average Order Va...

227,19M
Total Sales

Sum of sale_amount by Quarter and Month

Sum of sale_amount values by month:
- January: 17,6M
- February: 17,5M
- March: 20,2M
- April: 18,7M
- May: 20,1M
- June: 19,8M
- July: 20,6M
- August: 18,1M
- September: 18,8M
- October: 21,1M
- November: 18,2M
- December: 16,6M

Qtr 1 (January, February, March) | Qtr 2 (April, May, June) | Qtr 3 (July, August, September) | Qtr 4 (October, November, December)

Month

Total Sales by category

Categories (Total Sales): Electronics, Accessories, Clothing, Household, Cosmetics

X-axis: 0M, 10M, 20M, 30M, 40M, 50M, 60M, 70M — Total Sales
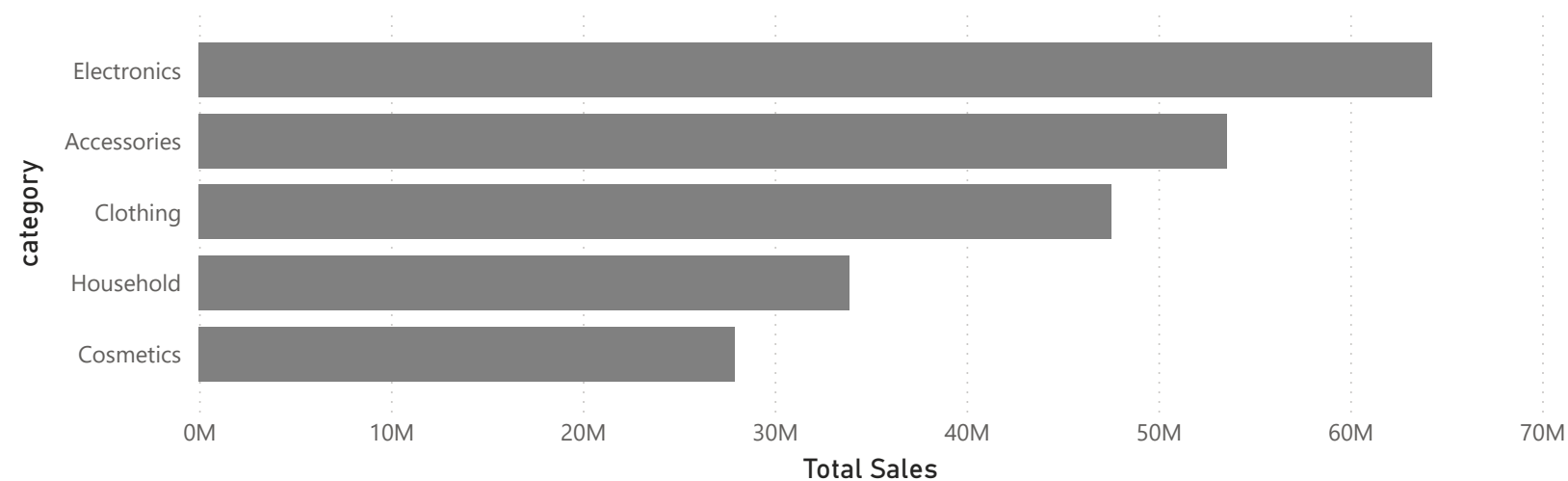
status_name ⌄
- ☐ Canceled
- ☐ Delivered
- ☐ Pending
- ☐ Processing
- ☐ Returned
- ☐ Shipped

warehouse_id | Sum of quantity_in_stock

warehouse_id	Sum of quantity_in_stock
1	10895
2	14586
3	15832
4	9978
5	10593
6	11336
Total	**123842**

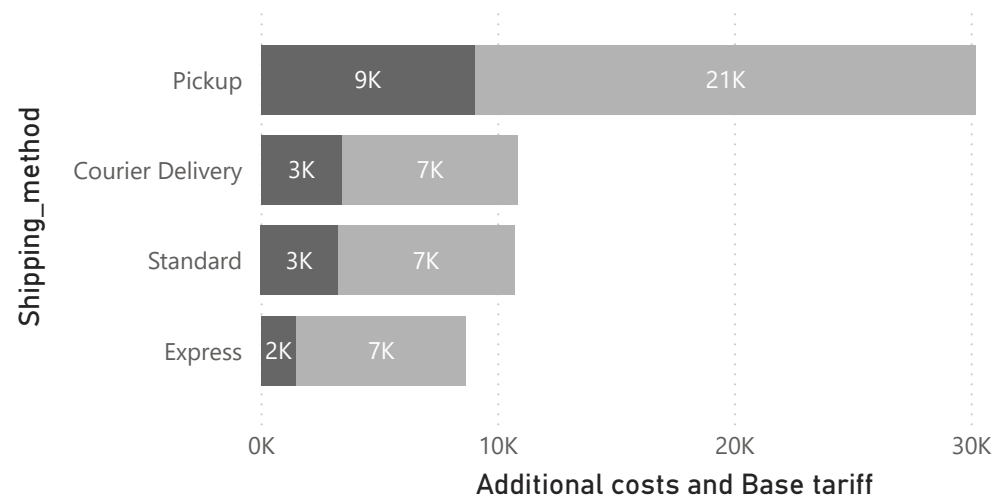**0,02**

KPI

Revenue by Warehouse id

Additional cost and base tariff by shipping method

● Additional costs ● Base tariff

Shipping_method	Additional costs	Base tariff
Pickup	9K	21K
Courier Delivery	3K	7K
Standard	3K	7K
Express	2K	7K

Additional costs and Base tariff

Additional costs and base tariff by region

● Base_tariff ● Additional_costs

Region

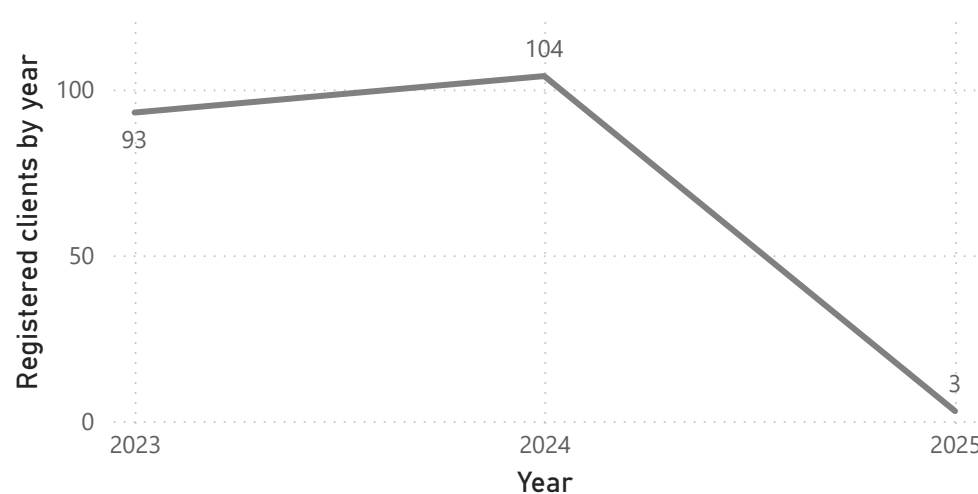## Clients % by region

|			
Atyrau Region	**Almaty Region**	**Karaganda Region**	**Man...**
Atyrau 15,00%	Almaty 14,00%	Karaganda 12,00%	
Pavlodar Region	**Akmola Region**	**East Kazakhstan Region**	
		Oskemen 11,00%	
		Turkistan Region	
Pavlodar 14,50%	Nur-Sultan 12,50%	Shymkent 11,00%	Akta...

Order count by City

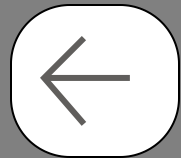© 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap
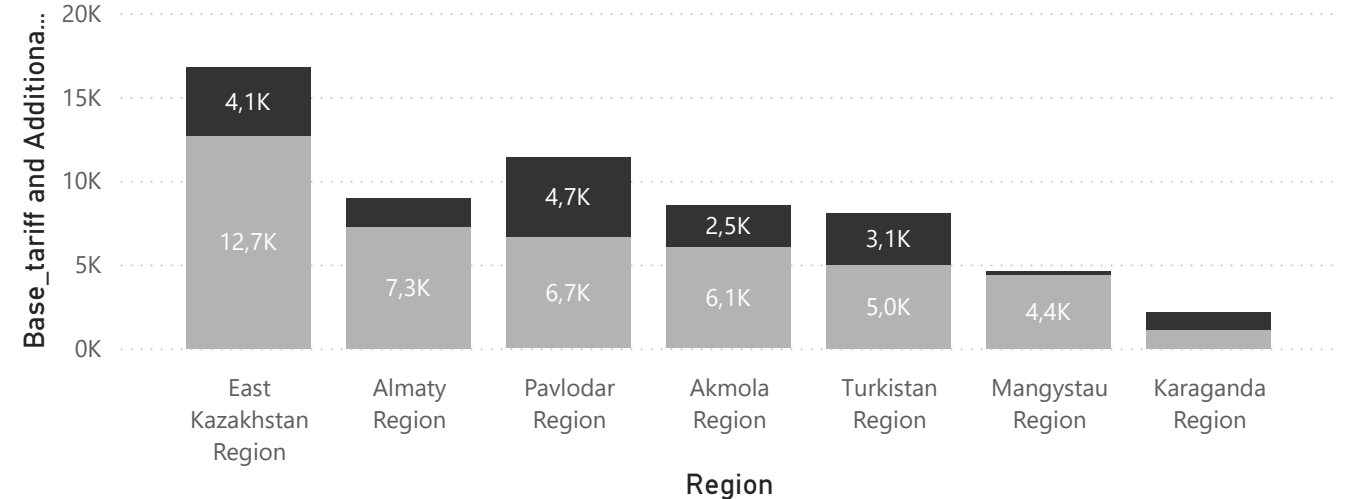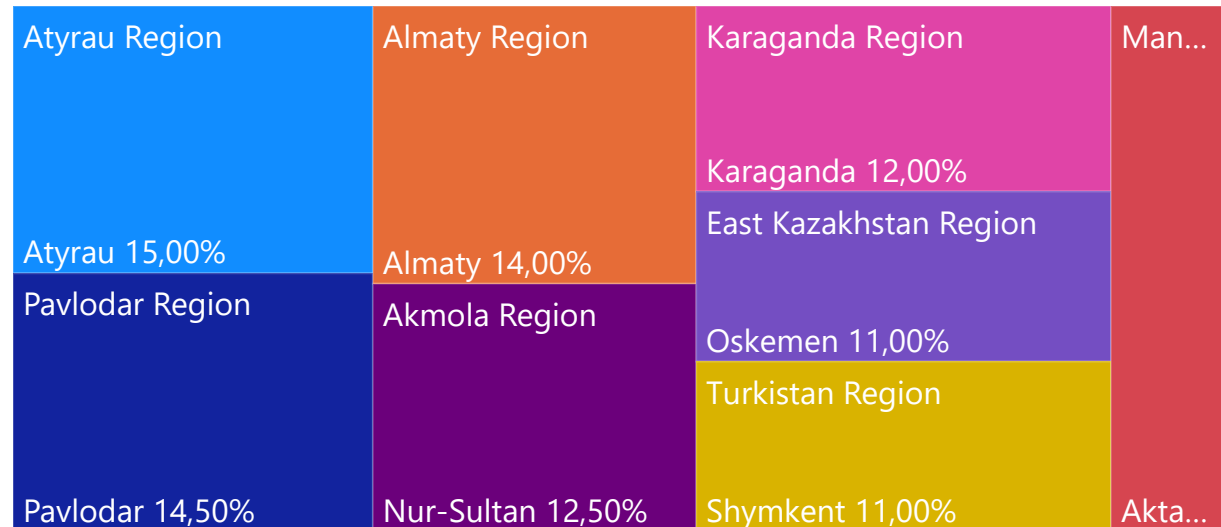
144,43K

Average Order Value

Registered clients by year by Year

Registered clients by month by Month
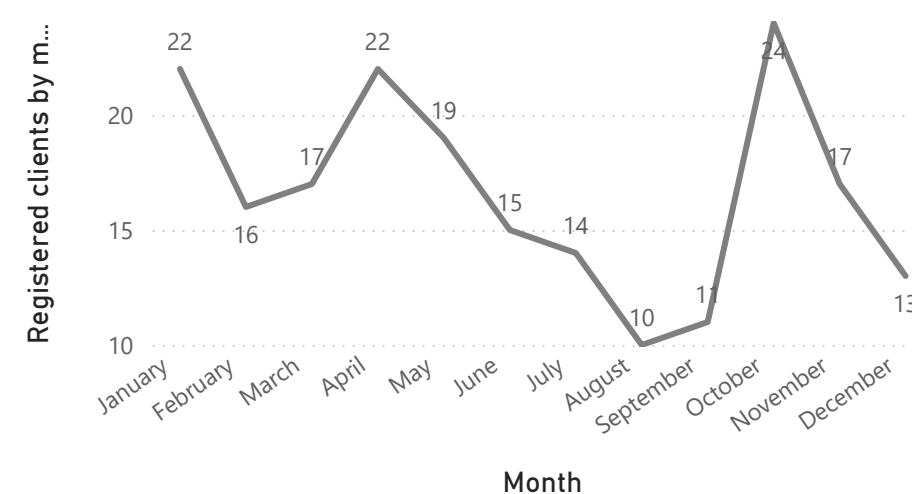
Count of staff_id warehouse_id
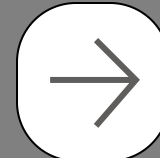
Count of staff_id	warehouse_id
11	1
13	2
9	3
5	4
14	5
7	6
18	7
4	8
13	9
6	10
100	

Sum of salary by Month

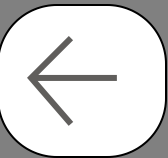| Month	Sum of salary
January	2,3M
February	2,3M
March	1,6M
April	3,0M
May	3,1M
June	2,6M
July	3,0M
August	4,7M
September	3,1M
October	2,5M
November	3,1M
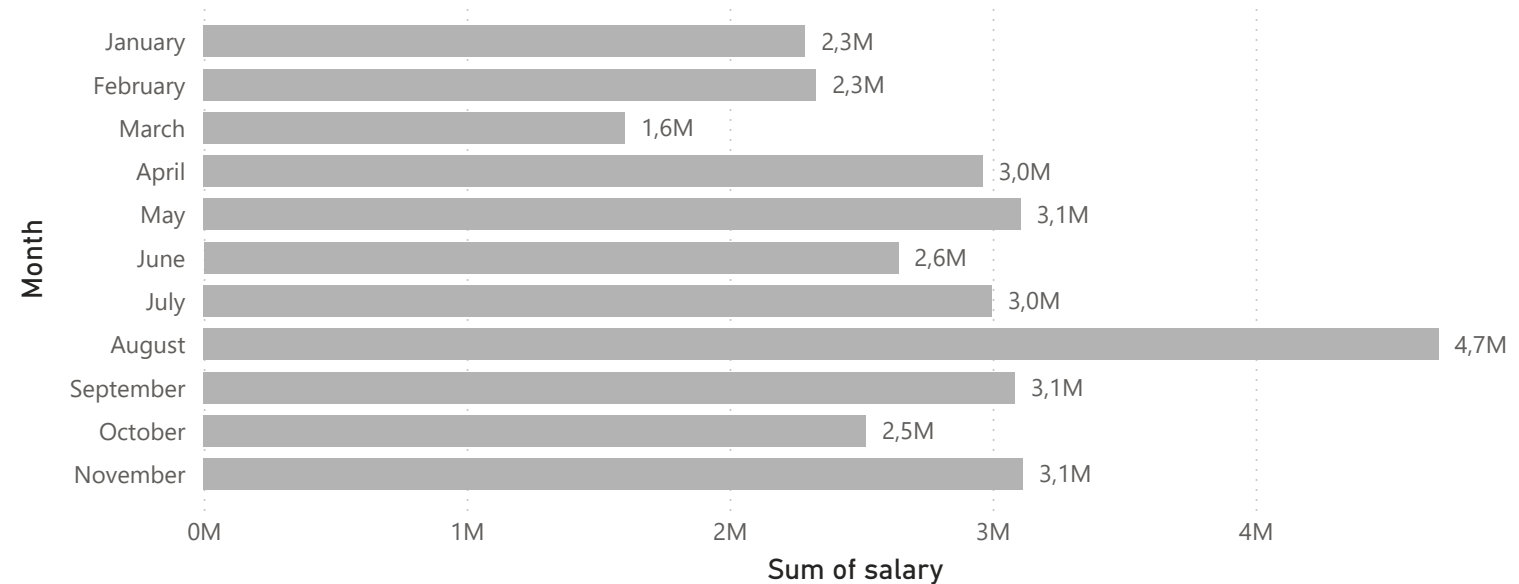
33,64M
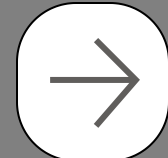Sum of salary

position
- [ ] Accountant
- [ ] Analyst
- [ ] Courier
- [ ] Manager
- [ ] Sales Represent...
- [ ] Warehouse Clerk

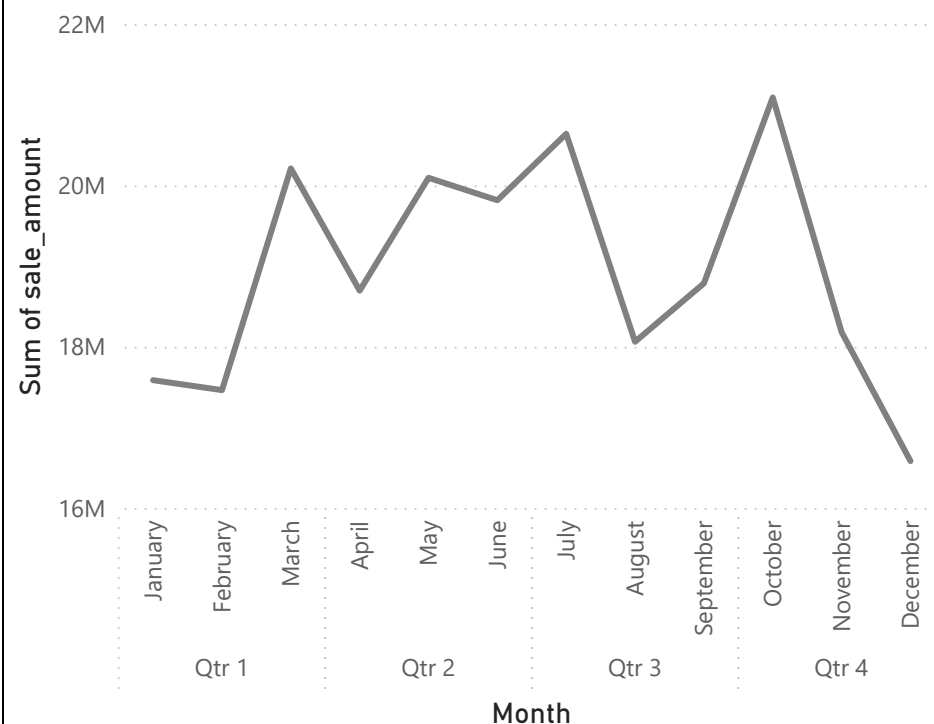## Sum of staff_id by Year, Quarter, Month and Day

Line chart labels: 103, 86, 10, 8, 100, 98, 5, 134, 2, 25, 139, 24, 1, 94, 15, 130, 12, 91

X-axis: апр 2023, июл 2023, окт 2023, янв 2024, апр 2024, июл 2024, окт 2024, янв 2025

Sales by quarter and month

Additional costs and Base tariff by Region

● Additional costs ● Base tariff

Base tariff and Additional costs by shipping method

● Base tariff ● Additional costs
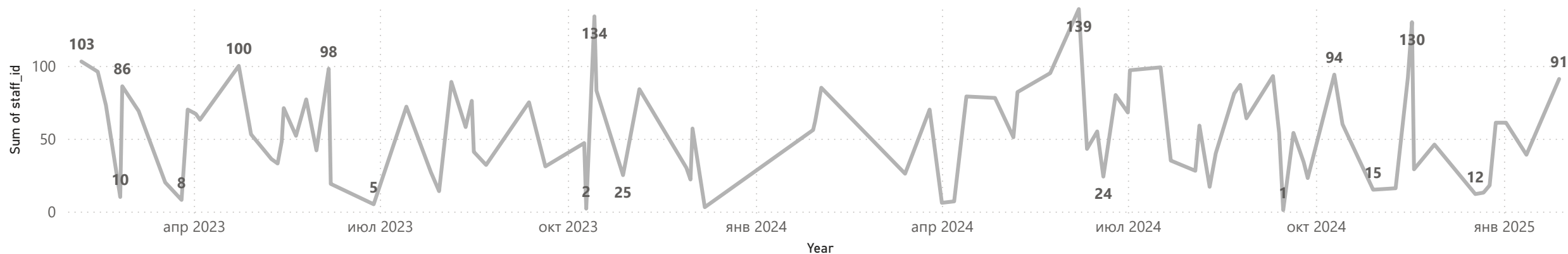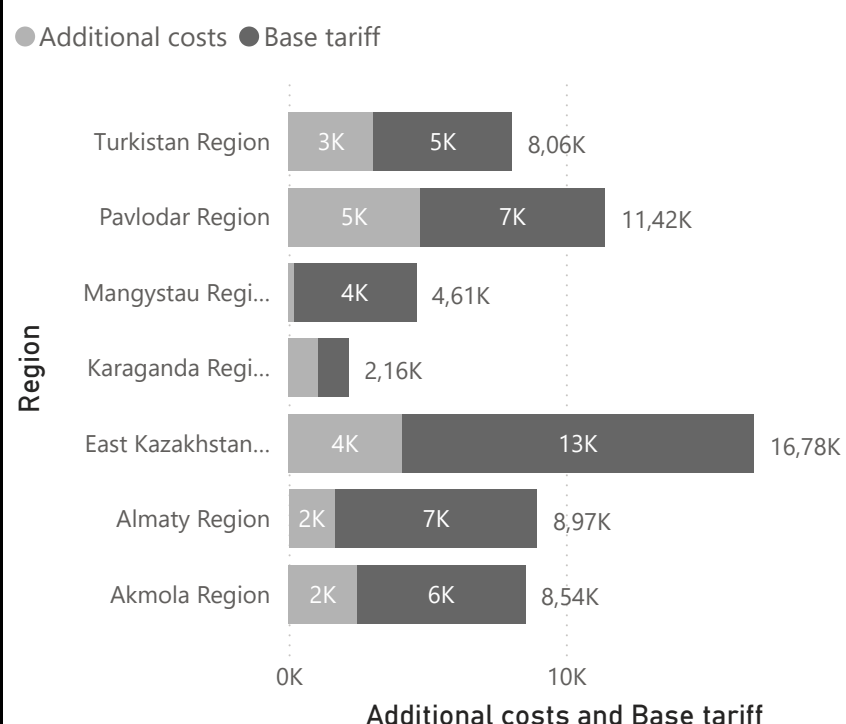

The graph shows that the **peak** of sales was in October, which is in the fourth quarter of 2024. However, starting from the first quarter of 2025, the quantity of sales **has begun** to decrease steadily.
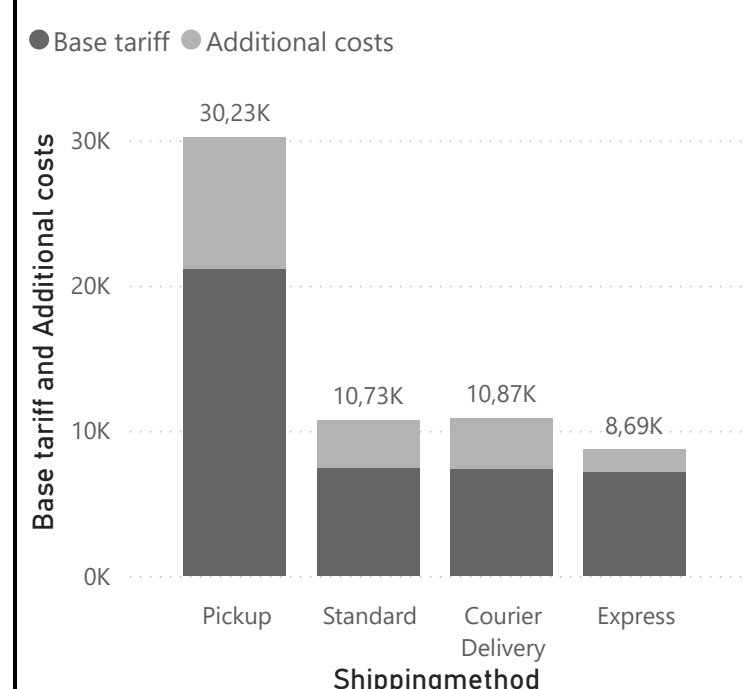
According to the chart **above**, we can see the regions with the highest shipping costs. The East Kazakhstan region is the most expensive, with a shipping cost of **16.78k**. The second most expensive region is Pavlodar, followed by the Almaty region.

The second chart above shows the cost of each delivery category. According to the values, **pickup shipping** has been the most expensive, costing **30.23k**. The second most expensive is **courier delivery**, followed by **standard delivery**.

Status	Order
Canceled	15,85%
Delivered	15,85%
Pending	17,25%
Processing	16,80%
Returned	17,00%
Shipped	17,25%
Total	**100,00%**

As we can notice above, the **percentage** of returned orders is **17%**, which is relatively high. Thus, we can **conclude** that the company should make efforts to minimize the **number** of returned orders.

Sales by quarter and month
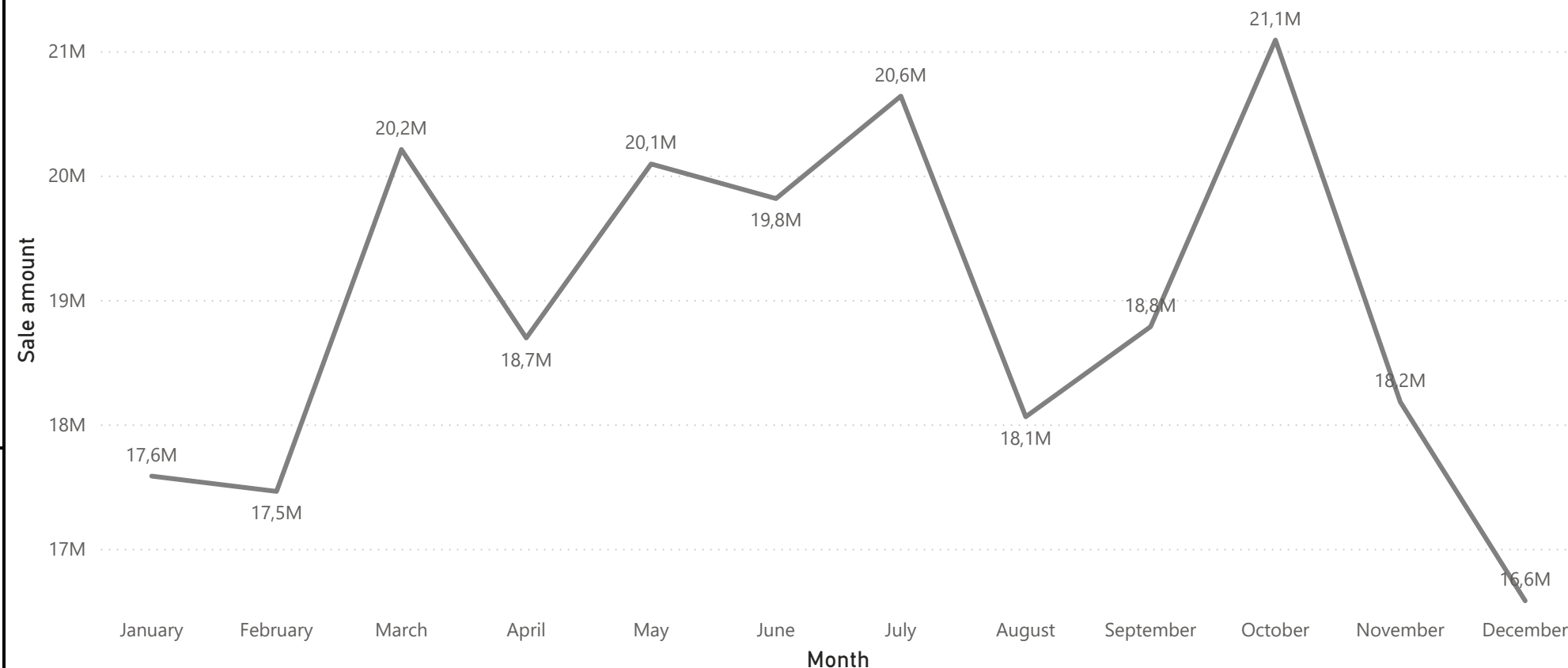
According to the graph above, we can see that the amount of sales **does not** correlate with weekends or holidays. For example, December and January is the monthes of New Year Holidays, however the sales are the lowerst, which means there is no particular need to increase stock for these dates. The graph **does not** show a specific reason why people increase or decrease their purchases, so we need to seek the answer from a different perspective.