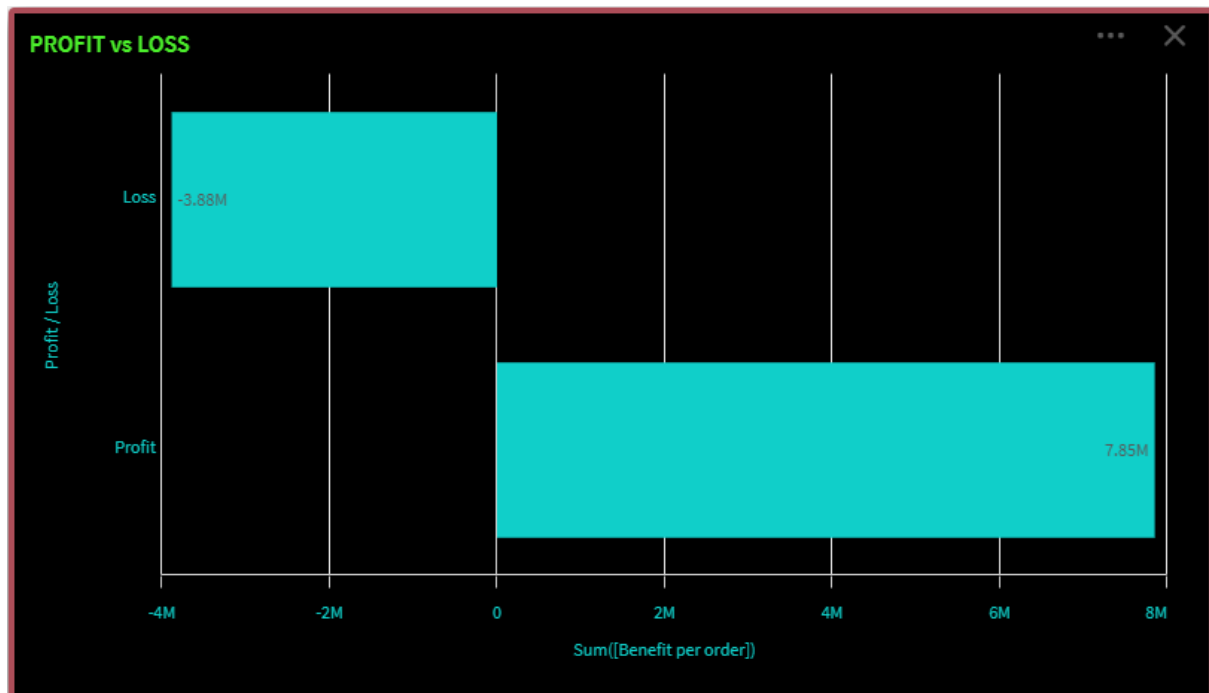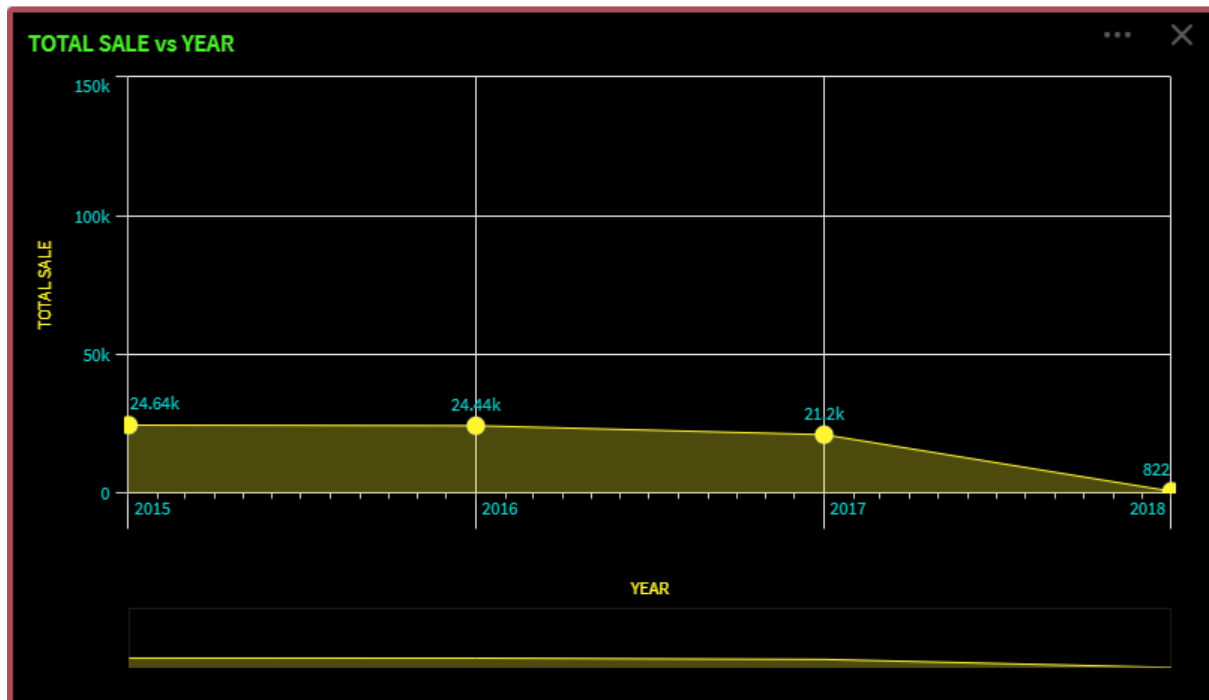# Visualizations:

OVERALL TOTAL PROFIT vs LOSS FACED BY THE COMPANY

TOTAL SALE as per YEAR
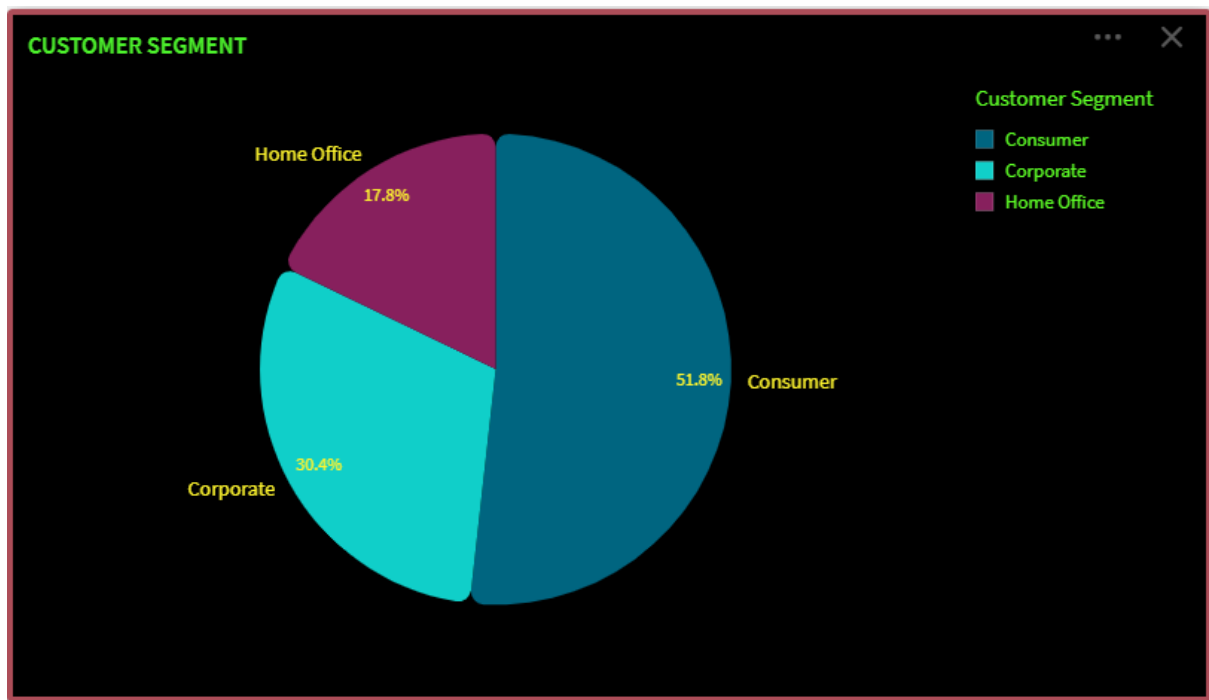
Analysis on CATEGORY by SALE

CATEGORY vs SALE

CATEGORY	TOTAL SALE
Fishing	6.33M
Cleats	4.43M
Camping & Hiking	4.12M
Cardio Equipment	3.69M
Women's Apparel	3.15M
Water Sports	3.11M
Men's Footwear	2.89M
Indoor/Outdoor Games	2.89M
Shop By Sport	1.31M
Computers	663k
Electronics	371.03k
Cameras	267.61k
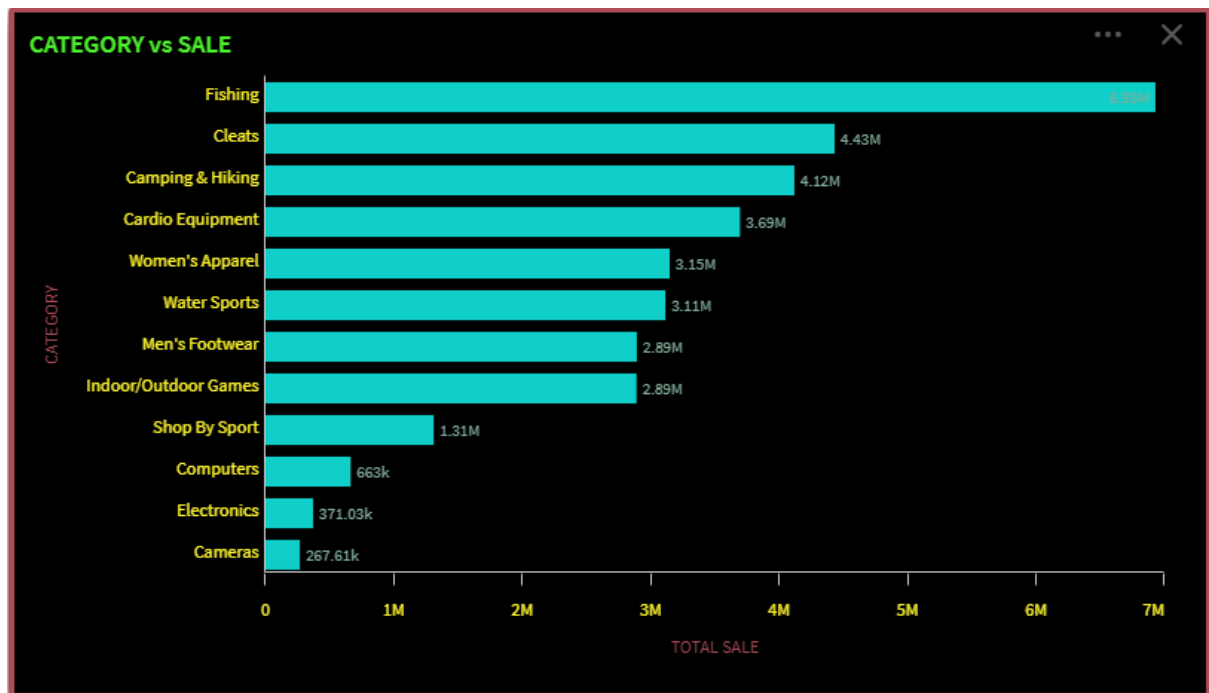
Analysis on CUSTOMER PURCHASE COUNTRY by SALE

CUSTOMER PURCHASE COUNTRY vs SALE

CUSTOMER PURCHASE COUNTRY

- ■ EE. UU.
- ■ Puerto Rico

CUSTOMER PURCHASE COUNTRY	TOTAL SALE
EE. UU.	22.63M
Puerto Rico	14.15M

Analysis on CUSTOMER SEGMENT

CUSTOMER SEGMENT   ... ✕

Customer Segment
- ■ Consumer
- ■ Corporate
- ■ Home Office

Home Office
17.8%

51.8% Consumer

30.4%
Corporate

Analysis on CONTINENTS by SALE

CONTINENTS vs TOTAL SALE   ... ✕

Market	Total Sale
Africa	~2.3M
Europe	~10.9M
LATAM	~10.3M
Pacific Asia	~8.2M
USCA	~5.1M

Total Sale (scale: 0, 1M, 2M, 3M, 4M, 5M, 6M, 7M, 8M, 9M, 10M, 11M)
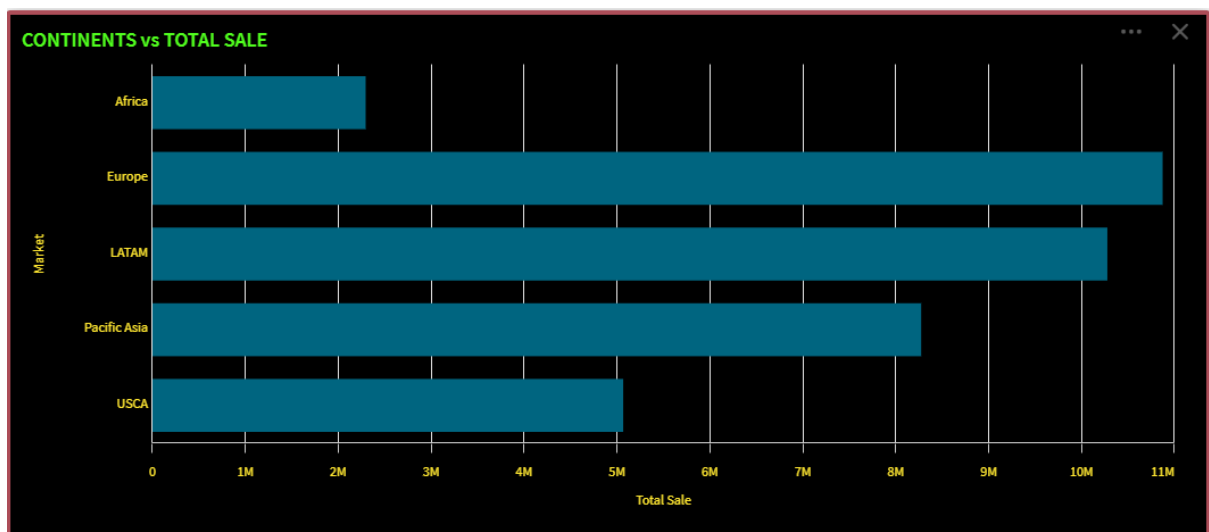
Analysis on DELIVERY STATUS