

Date

All

Total Orders

675K

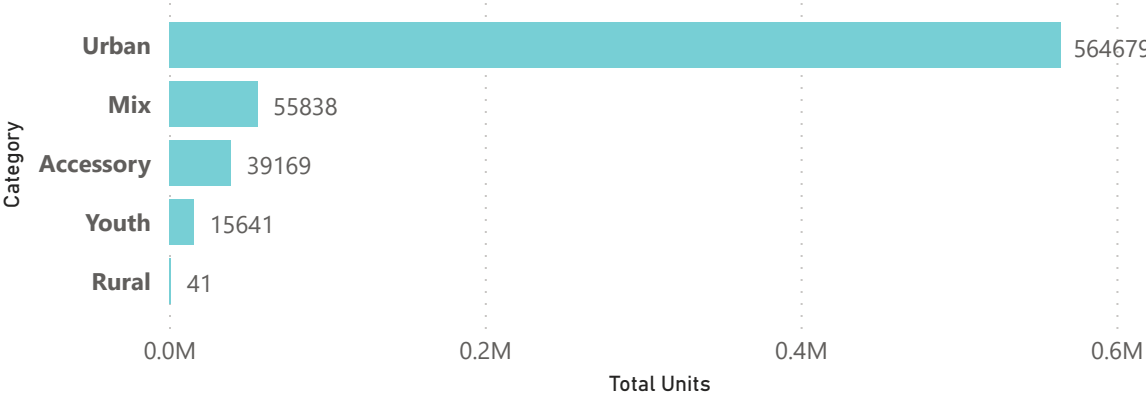
Total Profit

\$17.70M

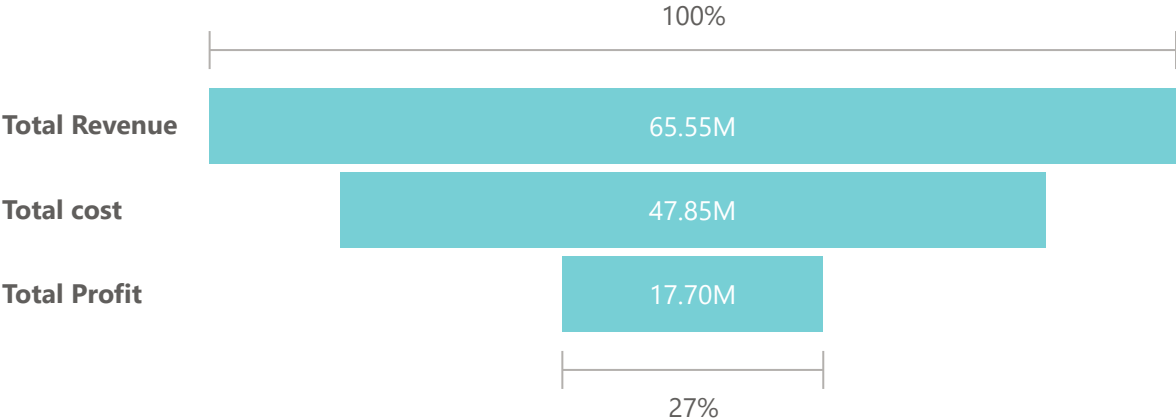
Total Revenue

65.55M

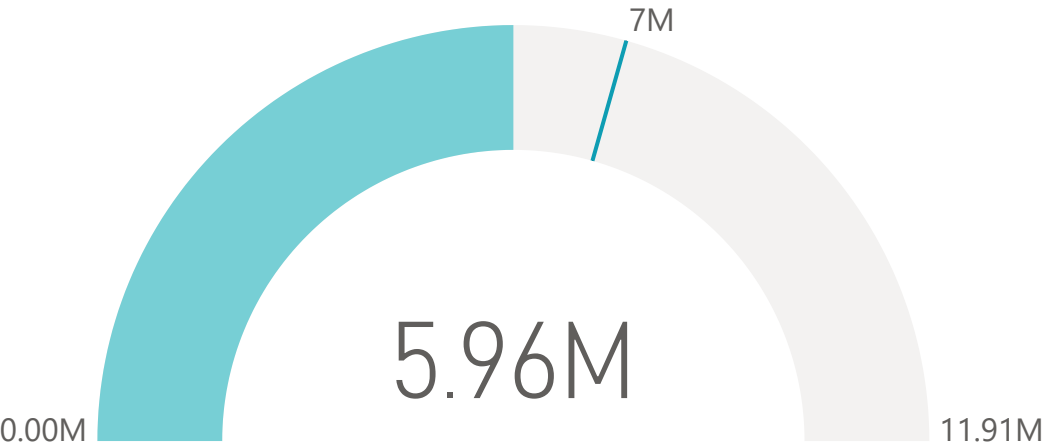
Total Units by Category



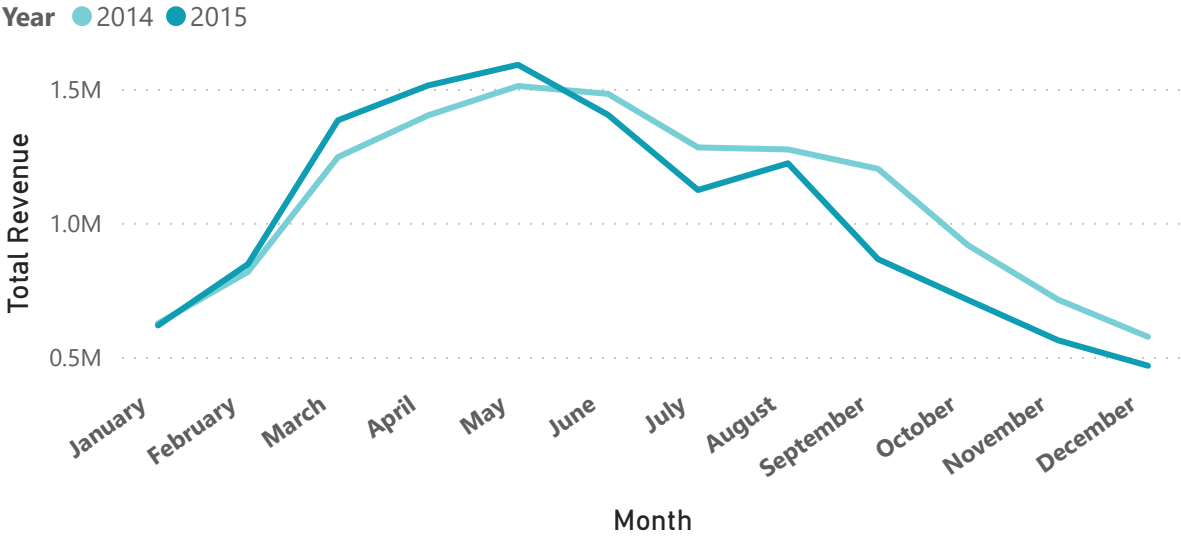
Revenue funnel Cost and Profit



Total Sales This Year



Total Revenue For 2014 and 2015



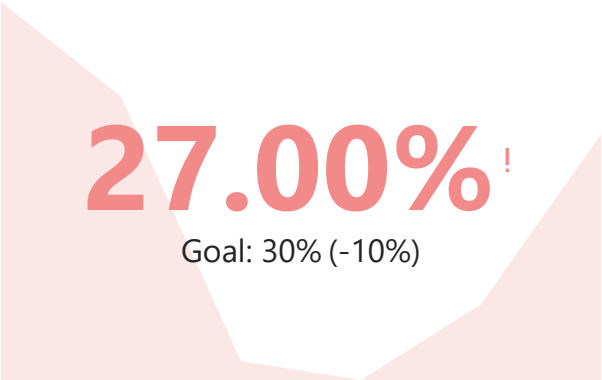
Date

All

Category

All

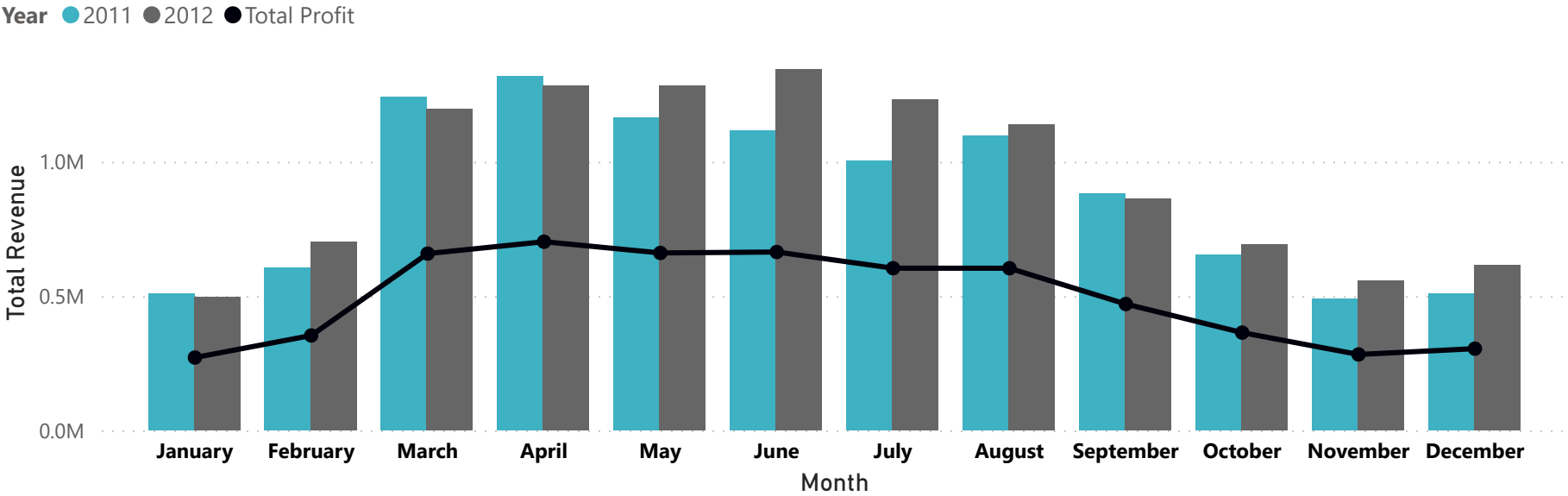
Gross Profit Margin This Year Compared to Target



Total Revenue By Product Category and Segments

Category	Total Revenue	% GT Revenue
Urban	54,427,827.24	83.04%
Moderation	40,598,369.69	74.59%
Convenience	13,473,874.35	24.76%
Extreme	336,983.79	0.62%
Regular	18,599.41	0.03%
Accessory	5,991,332.52	9.14%
Mix	3,853,178.76	5.88%
Youth	1,268,274.44	1.93%
Rural	6,500.35	0.01%
Total	65,547,113.31	100.00%

Total Revenue and Total Profit in 2011 & 2012 over Month



Year	Total Revenue	Cumulative Revenue	Total Sales one Year Back	Yoy	Total Profit	Total orders	Total order Shipped
2011	10,595,490.03	10595490.03				112202	111039
2012	11,399,301.08	21994791.11	\$10,595,490.03	7.59%	\$3,077,811.29	116895	116576
2013	12,246,454.63	34241245.74	\$11,399,301.08	7.43%	\$3,306,542.75	124791	125317
2014	13,044,285.32	47285531.06	\$12,246,454.63	6.51%	\$3,521,957.04	130215	130122
2015	12,304,518.17	59590049.23	\$13,044,285.32	-5.67%	\$3,322,219.91	127067	126924
2016	5,957,064.08	65547113.31	\$8,474,745.09	-29.71%	\$1,608,407.30	64198	65390
Total	65,547,113.31	65547113.31	\$55,760,276.15	17.55%	\$17,697,720.59	675368	675368

# Revenue Forecasting And Key Influence

## What Influence Customers to be Churn

### Key influencers

### Top segments



What influences  
Churn to be

Churn



When...

....the likelihood of Churn  
being Churn increases by

District is District #25



2.35x

District is District #32



2.22x

District is District #15



1.91x

District is District #33



1.66x

District is District #21



1.63x

District is District #13

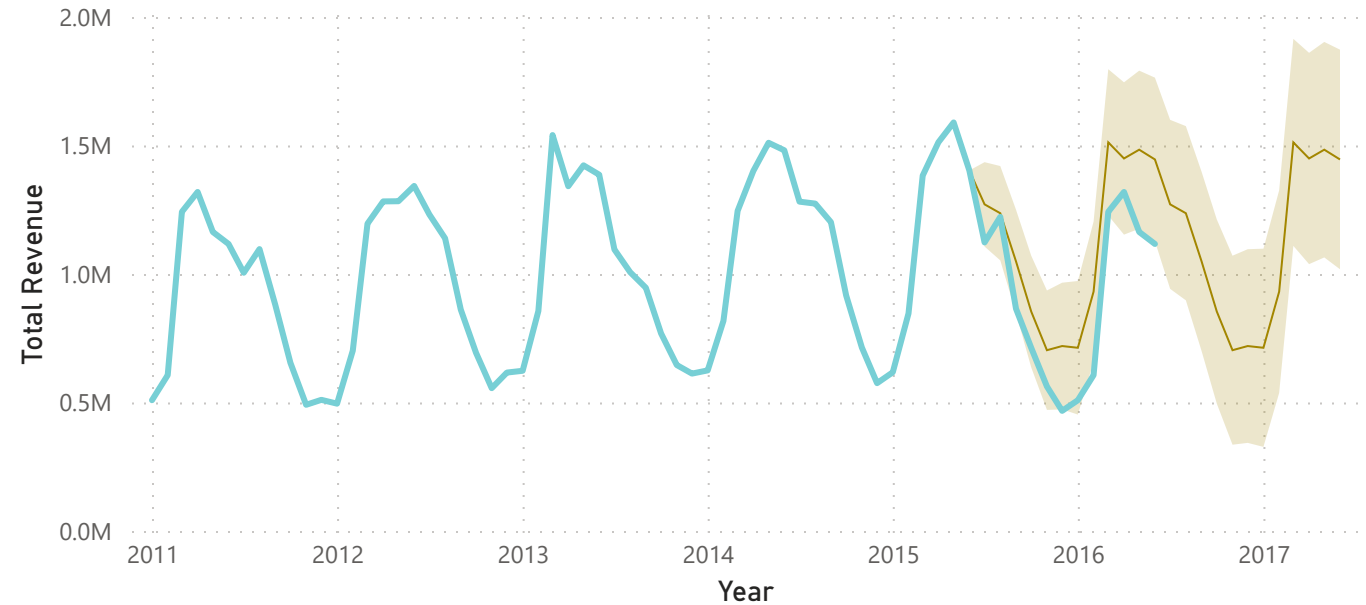


1.54x

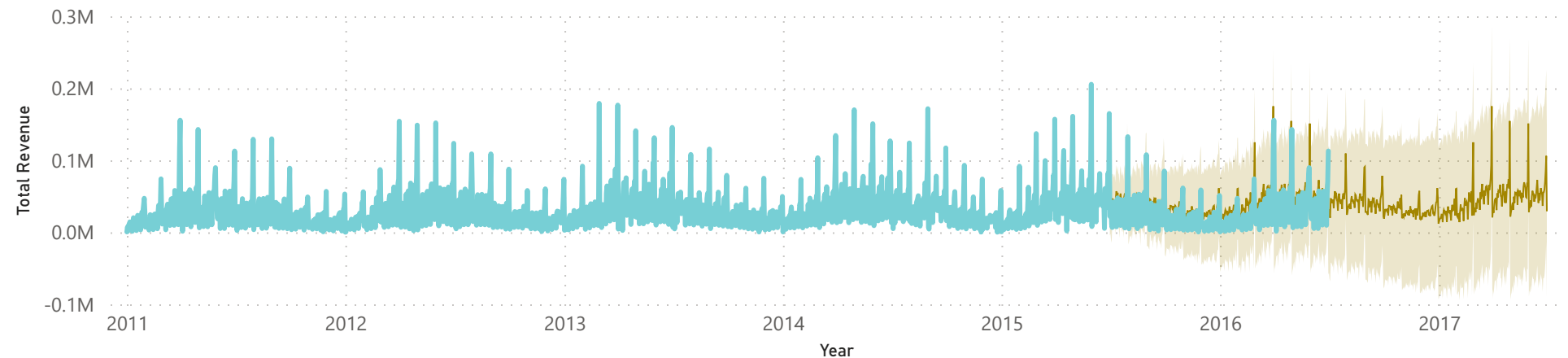
## Monthly Revenue Average by Year

Year	Monthly Average Revenue
2011	882,957.50
2012	949,941.76
2016	992,844.01
2013	1,020,537.89
2015	1,025,376.51
2014	1,087,023.78

## Total Revenue Over Year by Month with 2 years forecasted



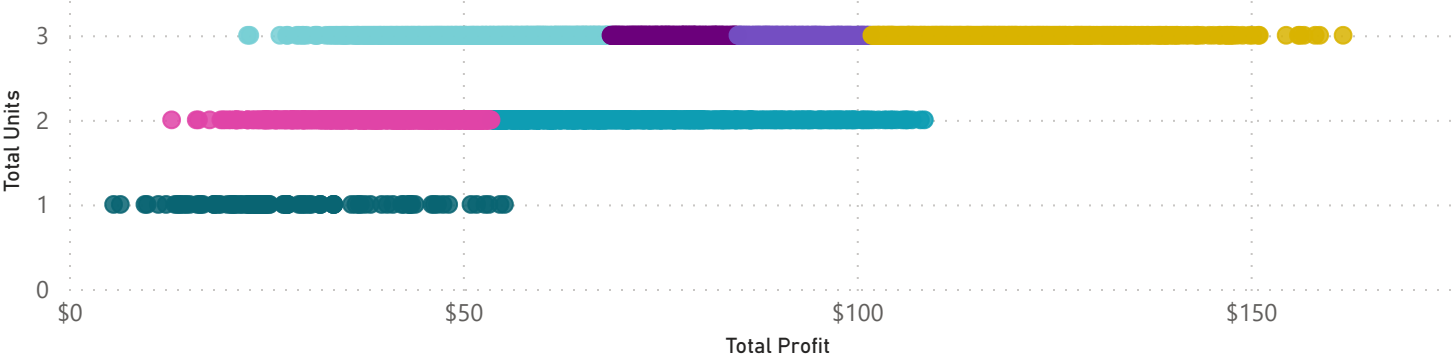
## Total Revenue Over Year by day with 2 years forecasted



# Clustering for Customers And Products

Customer Clustering (Nb of Order and Profit)

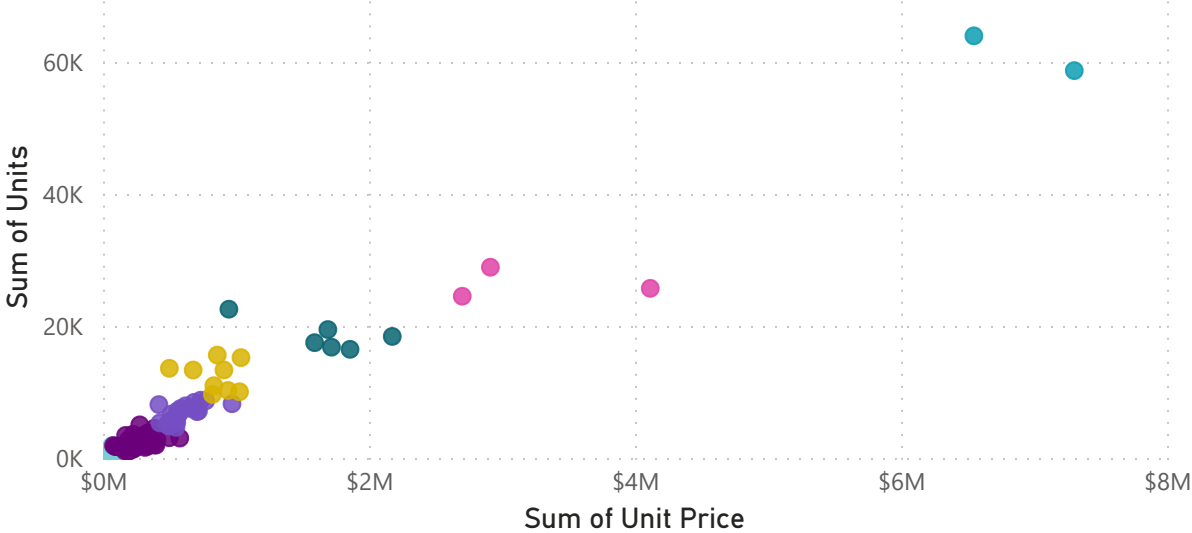
CustomerID (clusters)   Cluster1   Cluster2   Cluster3   Cluster4   Cluster5   Cluster6   Cluster7



CustomerID	Total Profit	Total Units	CustomerID (clusters)
1	\$91.50	3	Cluster6
2	\$73.07	3	Cluster4
3	\$63.15	3	Cluster1
4	\$63.15	3	Cluster1
5	\$79.02	3	Cluster4
6	\$79.02	3	Cluster4
7	\$79.02	3	Cluster4
8	\$79.02	3	Cluster4
9	\$79.02	3	Cluster4
Total	\$17,697,720.59	675368	

Product Clustering ( Total Revenue and Nb of Order)

Product Cluster   Cluster1   Cluster2   Cluster3   Cluster4   Cluster5   Cluster6   Cluster7



Product Clustering ( Total Revenue and Nb of Order)

ProductID	Category	Sum of Unit Price	Sum of Units	Product Cluster
449	Urban	\$6,548,183.428499999	63966	Cluster2
506	Urban	\$7,302,941.646	58696	Cluster2
438	Urban	\$2,912,867.48025	28899	Cluster5
407	Accessory	\$4,114,917.455250001	25699	Cluster5
487	Urban	\$2,701,216.8645	24502	Cluster5
585	Urban	\$946,519.6702500001	22539	Cluster3
491	Urban	\$1,690,646.265	19452	Cluster3
465	Urban	\$2,174,820.837	18412	Cluster3
451	Urban	\$1,591,115.82525	17469	Cluster3
470	Urban	\$1,717,969.1445	16782	Cluster3
461	Urban	\$1,857,497.47575	16457	Cluster3
549	Mix	\$859,206.6630000001	15588	Cluster7
615	Urban	\$1,037,456.6895	15202	Cluster7
Total		\$65,547,113.30999999	675368	