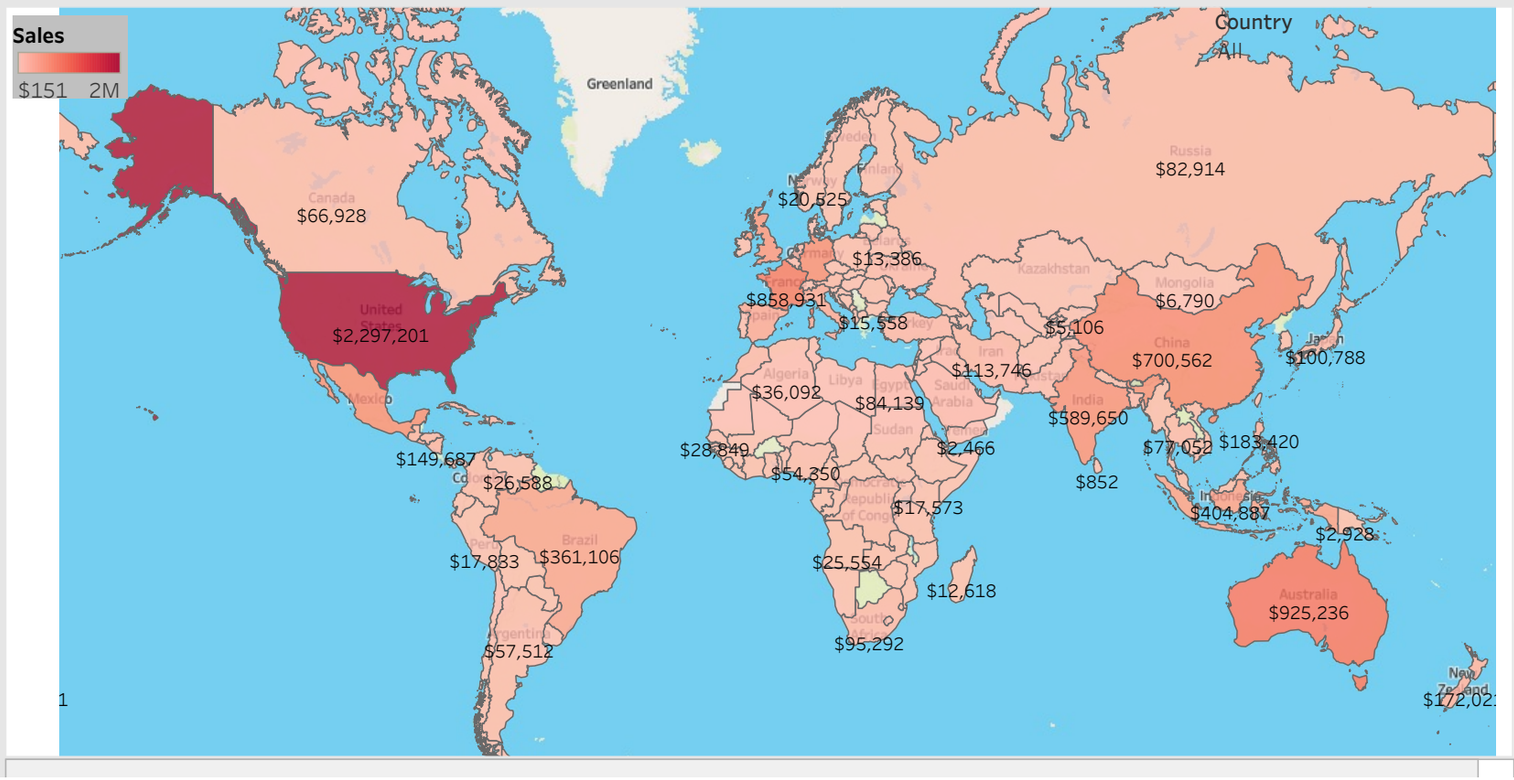
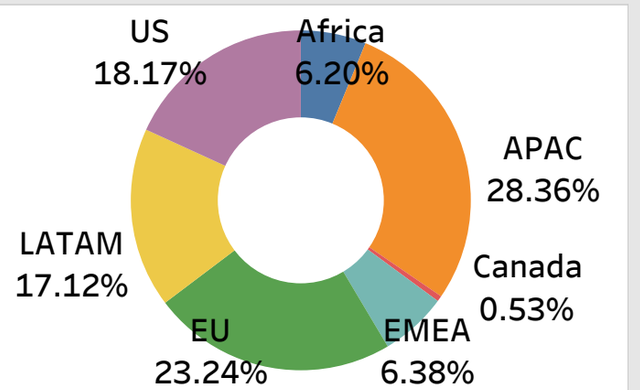
Global Sales Analysis

Sales	Profit	Quantity	Shipping Cost	Sales to profit ratio
$12,642,502	$1,467,457	178,312	$1,352,816	11.61%

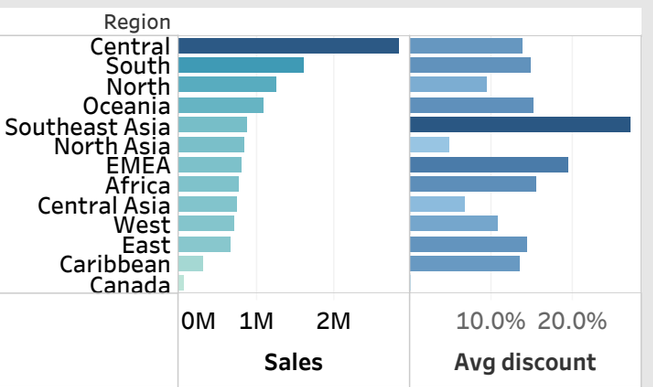
Sales by country



% Sales by market

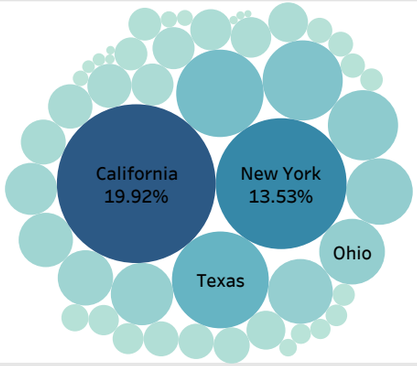


Sales & Discount by region

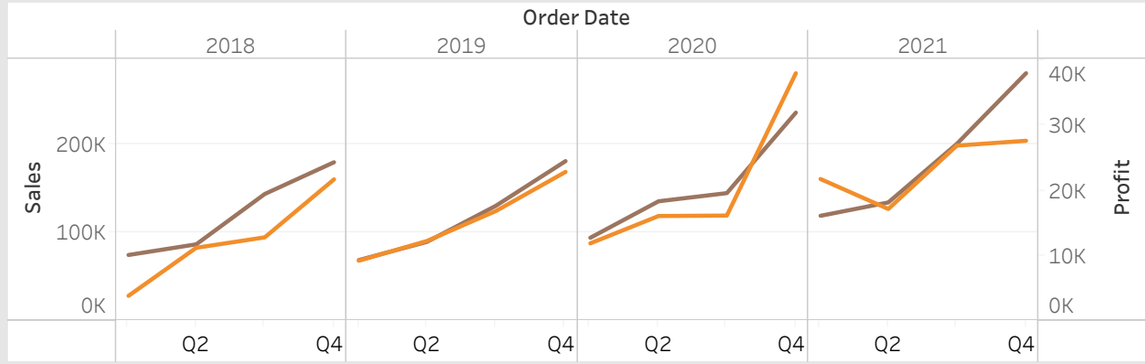


United States Analysis

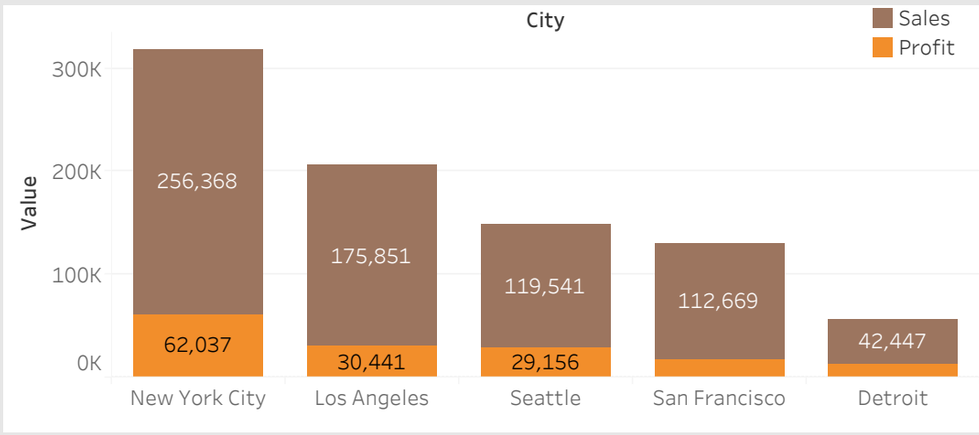
US sales by State



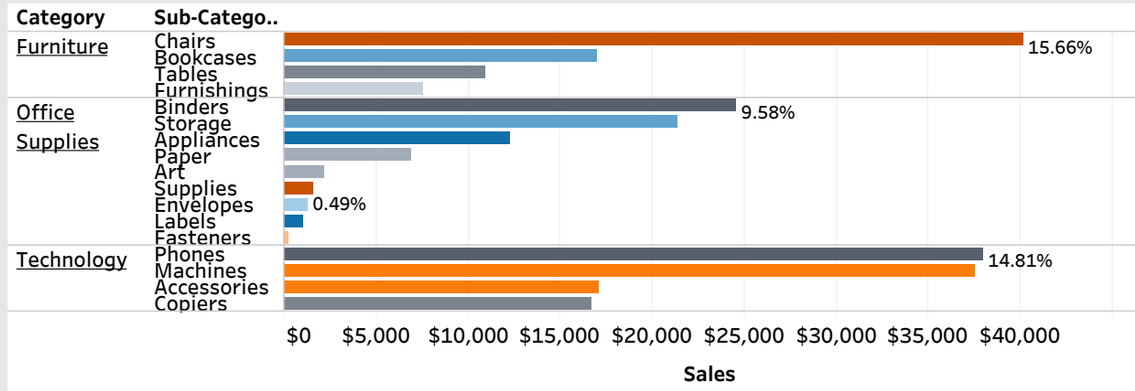
Sales/profit forecast in the US



Top 5 most profitable cities



Sales by category in NYC



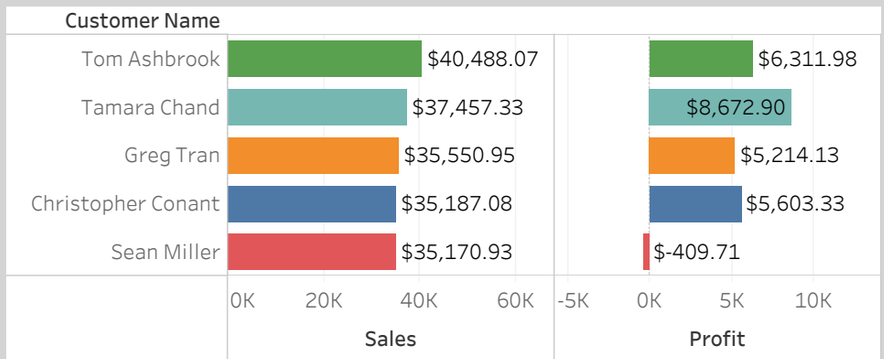
Customer Analysis

Average sales per customer
$247.89

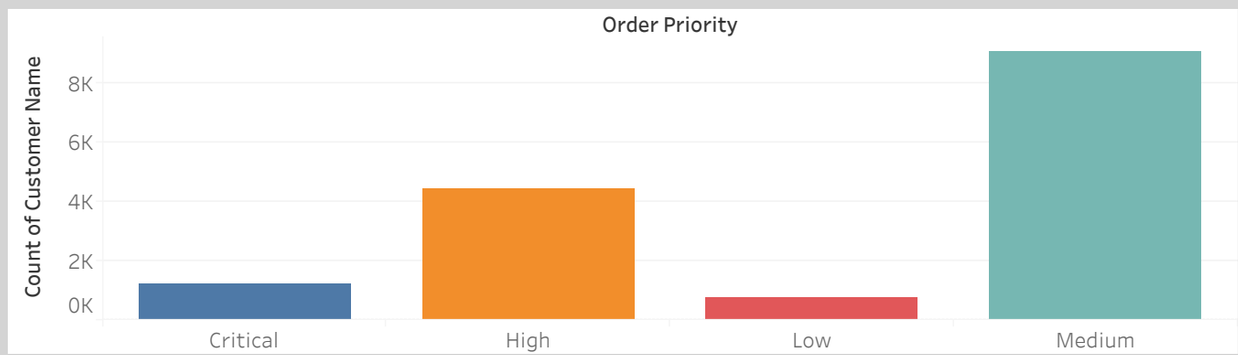
Customer Retention Rate

Quarter ..	Custome..	Quarter of Order Date: 2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4
Q1	465	100.0%	71.8%	74.8%	87.3%	63.9%	78.5%	86.5%	88.8%	73.5%	88.2%	91.8%	92.9%	81.1%	94.0%	95.1%	97.8%
Q2	234		100.0%	78.6%	85.9%	70.1%	80.8%	84.6%	91.0%	73.1%	88.0%	88.5%	93.6%	84.6%	92.7%	95.7%	96.2%
Q3	78			100.0%	89.7%	55.1%	78.2%	87.2%	94.9%	74.4%	88.5%	98.7%	91.0%	84.6%	84.6%	96.2%	96.2%
Q4	18				100.0%	77.8%	94.4%	83.3%	83.3%	77.8%	94.4%	94.4%	100.0%	66.7%	94.4%	94.4%	100.0%

Top 5 customer Sales/Profit

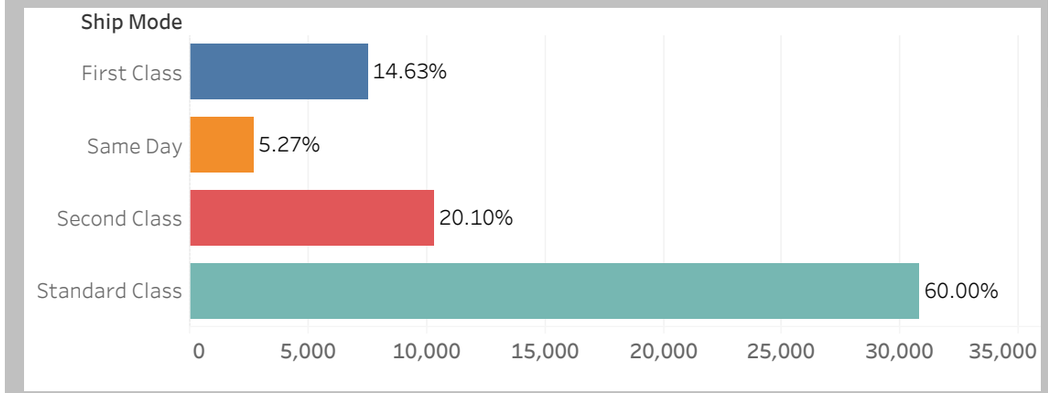


Order priority for customers



Shipping Analysis

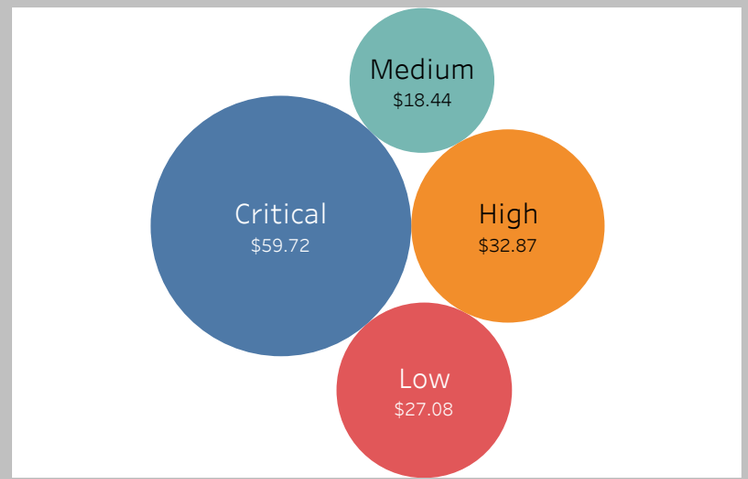
Number of products by ship mode



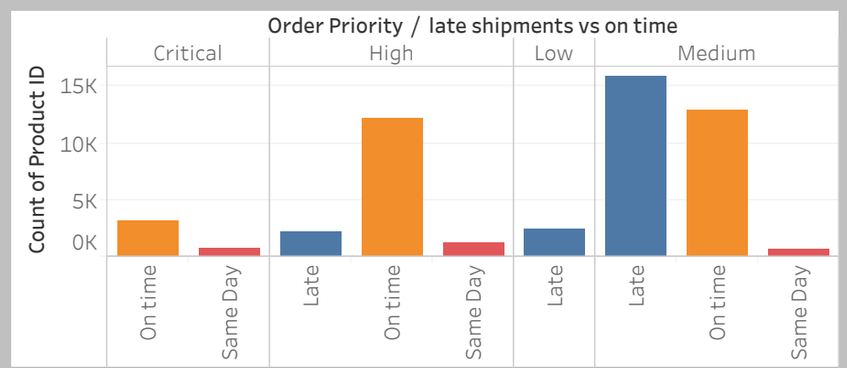
Average shipping cost
$26.38

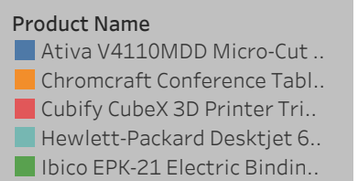
Average Shipping Days
3.969 Days

Shipping cost by order priority

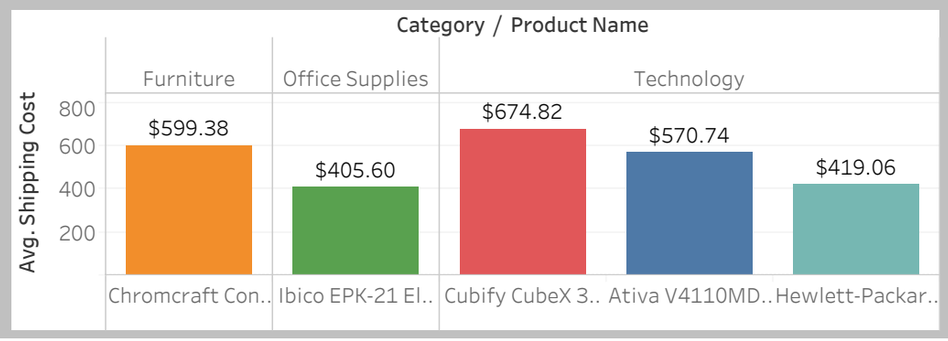


Shipment Status



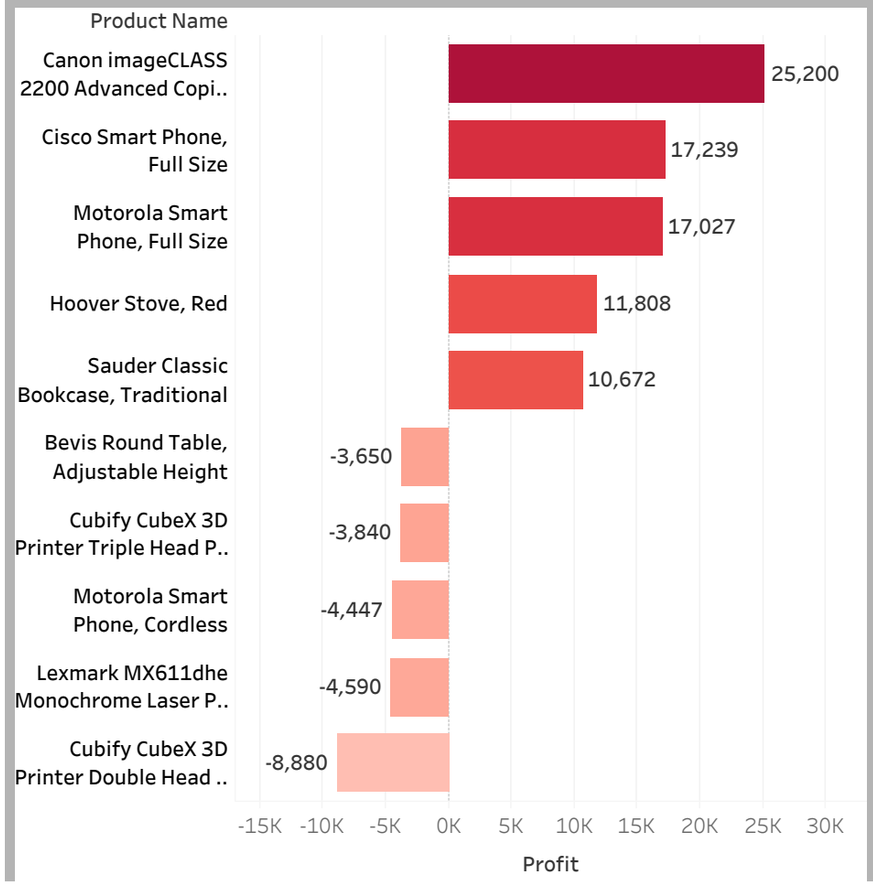


Top 5 products with highest Avg Shipping cost

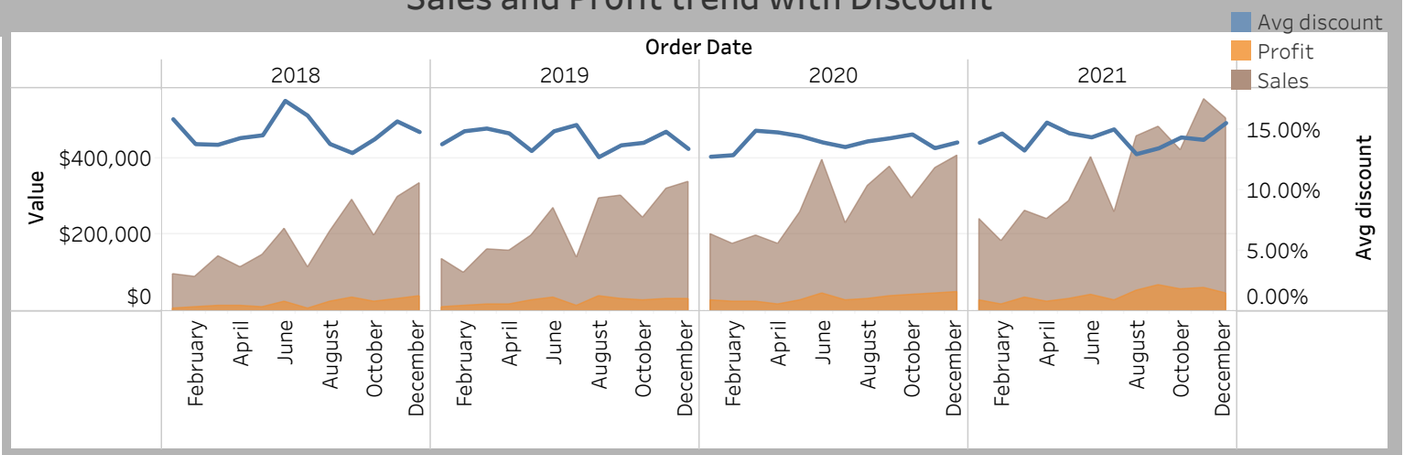
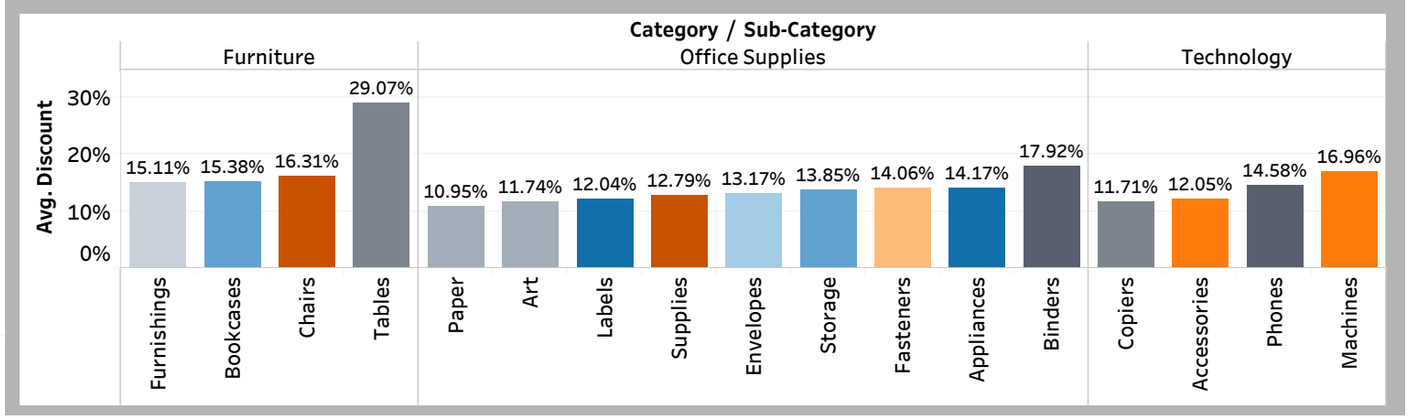


Product Analysis

Most vs Least Profitable products



Sales and Profit trend with Discount



Discount by category