

# Executive Overview & Trends



Total Revenue

\$1.2bn

Total Profit

\$461.8M

Profit Margin %

37.36%

Total Orders

64K

Revenue per order

\$19.3K

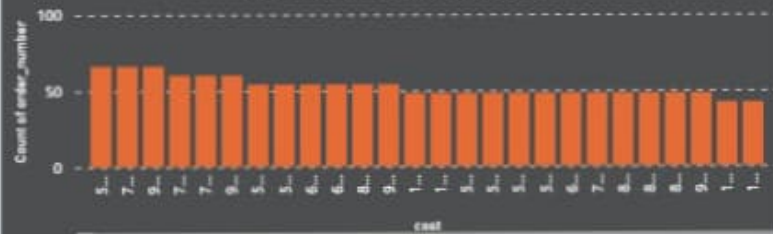
Monthly Revenue Rhythm: Uncovering Seasonality Peaks



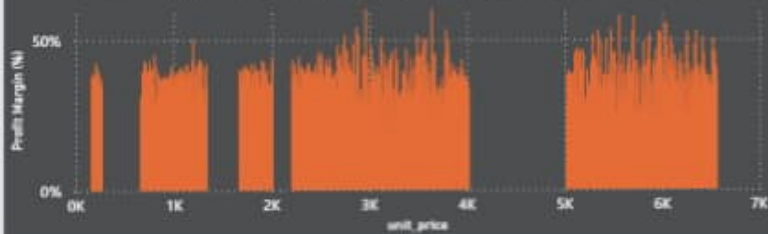
Profit Pulse: Tracking Monthly Earnings Momentum



Count of order\_number by cost



Profit Margin (%) by unit\_price: Spotting High margin price bands



# Product & Channel Performance



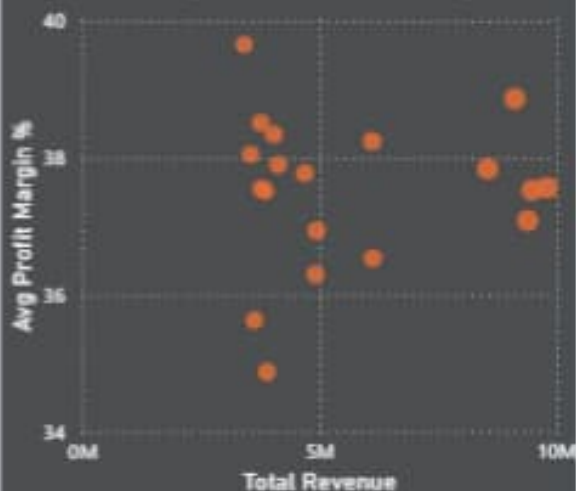
## Revenue Champions: Best-Selling Products Driving Growth



## High Margin Heroes: Most Efficient products to sell



## Strategic Product Positioning



## Channel Power Play: Where the Revenue Comes From



## Profit Pipeline By Channel: Who's Really Paying Off?



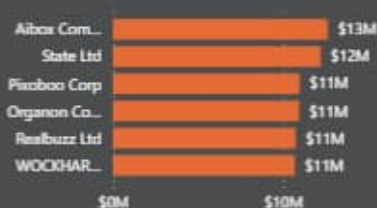
## Channel Efficiency Scorecard: Margin per Sale by Route



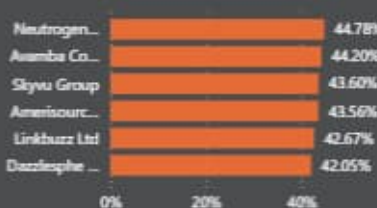
Top 5

Bottom 5

## Top 5 Customers by Revenue



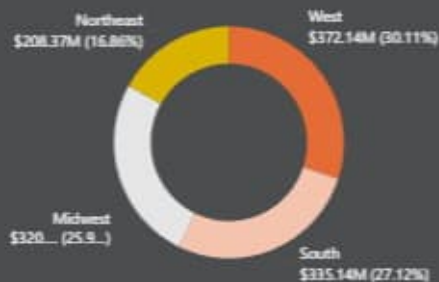
## Top 5 Customers by Profit Margin



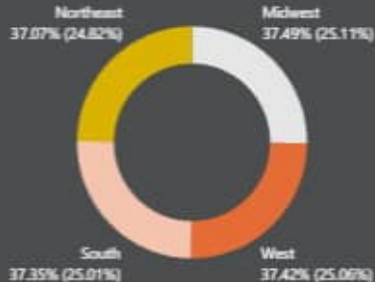
## Top 5 States by Revenue



## Total Revenue by Region



## Profit Margin (%) by Region



## Total Profit by States



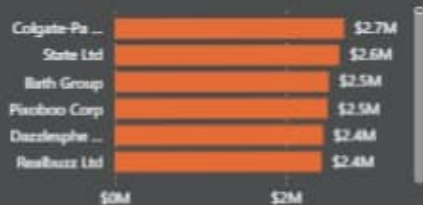
# Geographic & Customer Insights

Clear

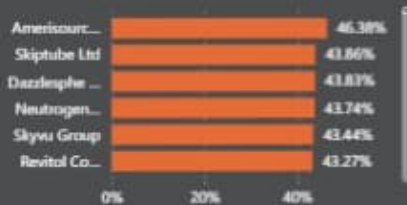
Top 5

Bottom 5

### Top 5 Customers by Revenue



### Top 5 Customers by Profit Margin



Order Date

01-01-2014

24-07-2016

us\_region

Midwest

Northeast

South

West

channel

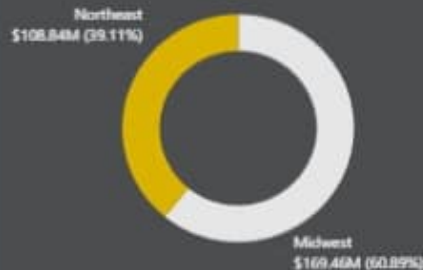
Distributor

Export

Wholesale

apply

### Total Revenue by Region



### Profit Margin (%) by Region



### Total Profit by States

