

# BUSINESS ANALYTICS

Executive  
overview

Tables loss  
analysis

Customer base  
analysis

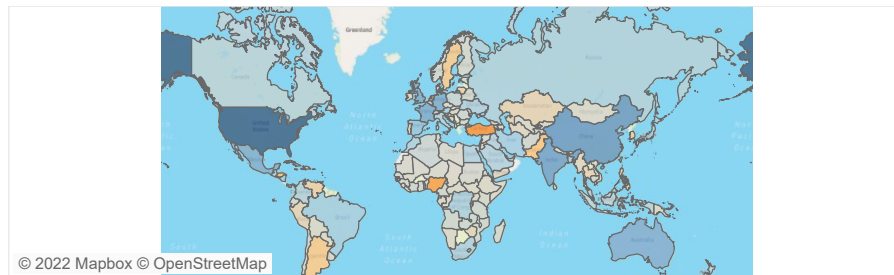
Canadian market  
analysis

Shipping analysis

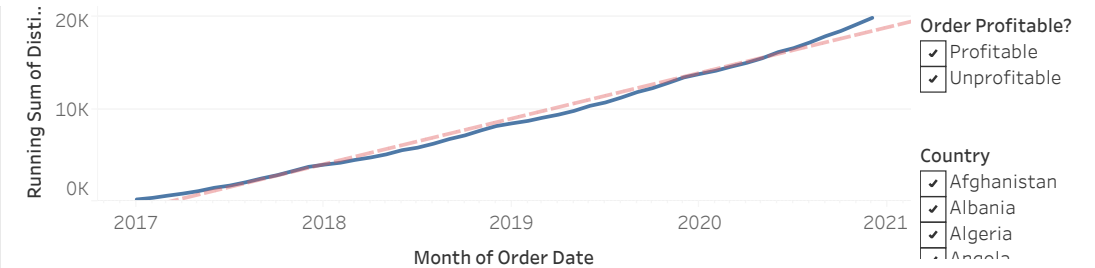
## Executive Overview

Sales	Profit	Profit Ratio	Profit per Order	Sales per Customer	Quantity	Avg. Discount	Avg. Shipping Cost	Profit
£12,641,693	£1,467,258	11.61%	£58.62	£15,901.50	178,293	14.29%	£26.38	(£98,447) £286,397
								Profit Ratio -163.00% to 44.08%

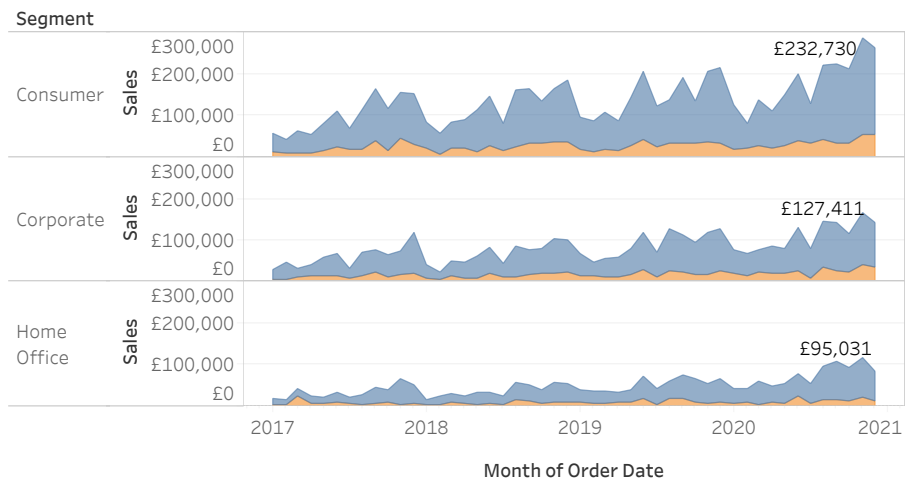
## Profitability by Country



## Growth of Customer Base



## Sales by Segment



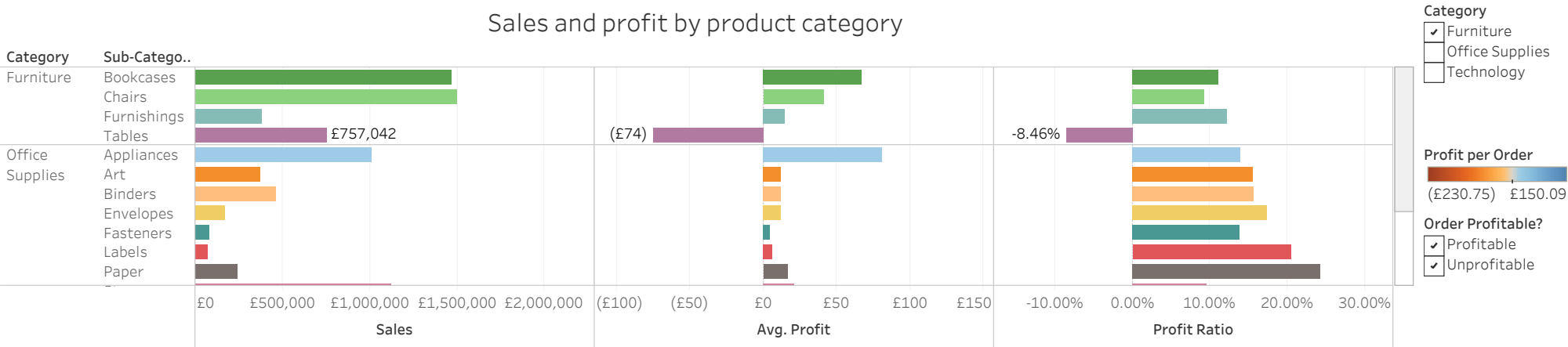
## Trend of Sales per Customer



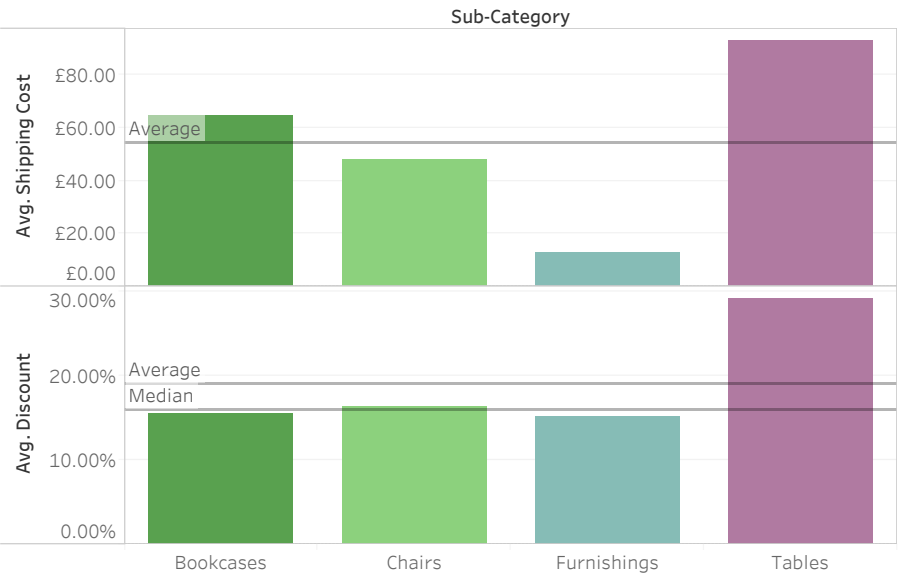
# BUSINESS ANALYTICS

Executive overview	Tables loss analysis	Customer base analysis	Canadian market analysis	Shipping analysis
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Sales and profit by product category



Average shipping cost & discount



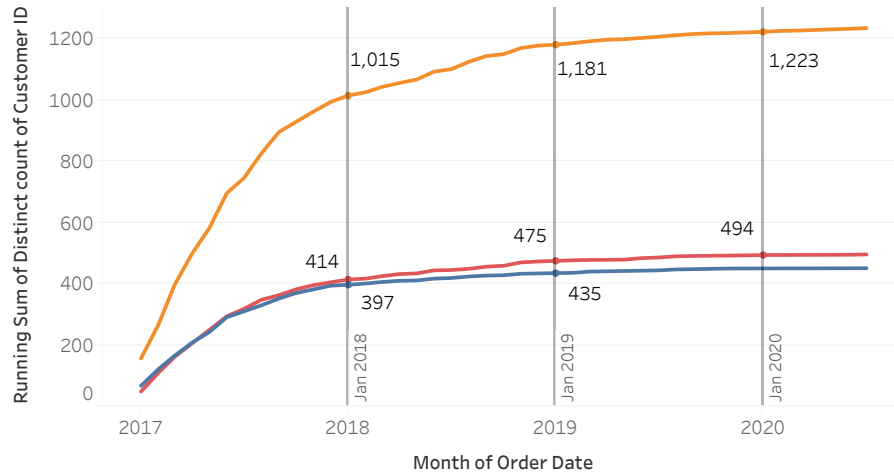
Tables market analysis



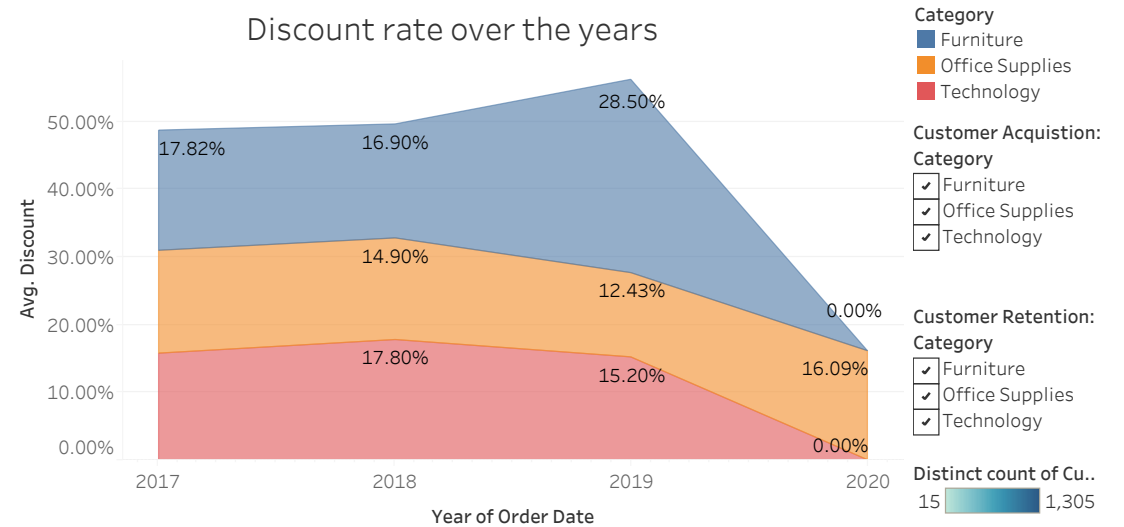
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## Customer Acquisition



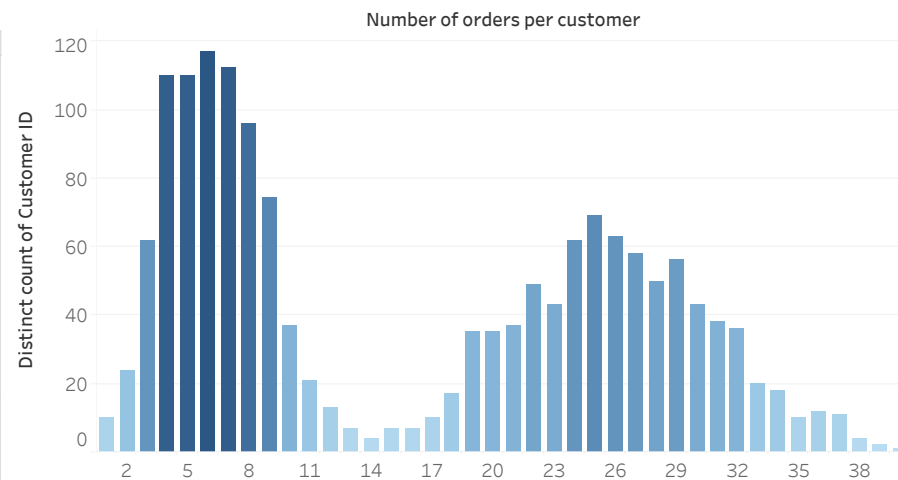
## Discount rate over the years



## Customer Retention

Year of C..	2017	2018	Order Date 2019	2020	Grand Total
2017	1,305 100%	1,159 88.81%	1,224 93.79%	1,252 95.94%	1,305
2018		210 100%	174 82.86%	192 91.43%	210
2019			56 100%	48 85.71%	56
2020				15 100%	15
Grand Total	1,305	1,369	1,454	1,507	1,586

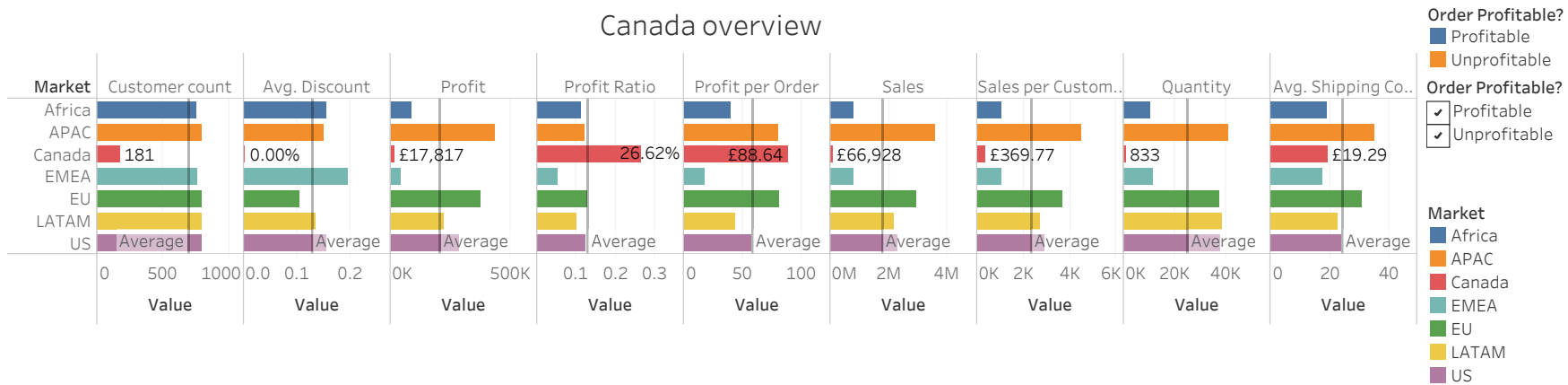
## Customer Order Frequency



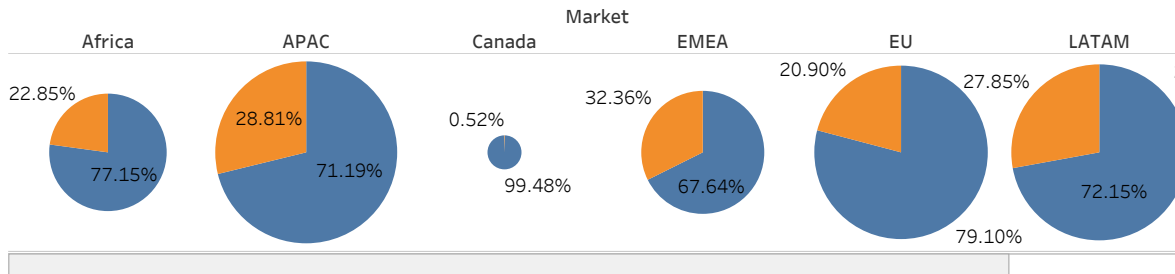
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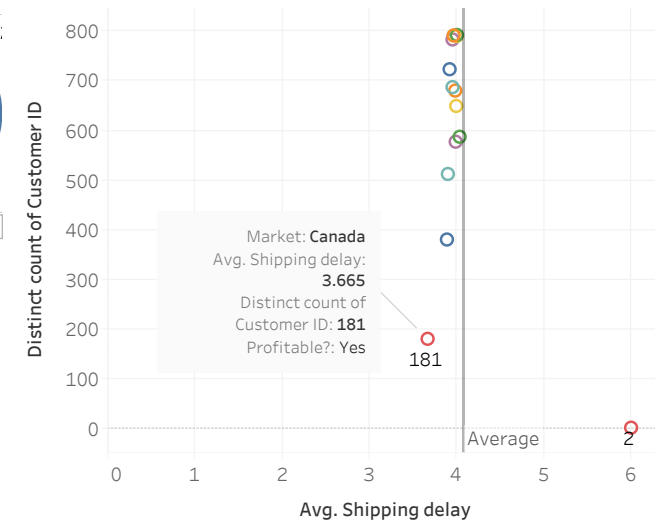
## Canada overview



## Market profitability



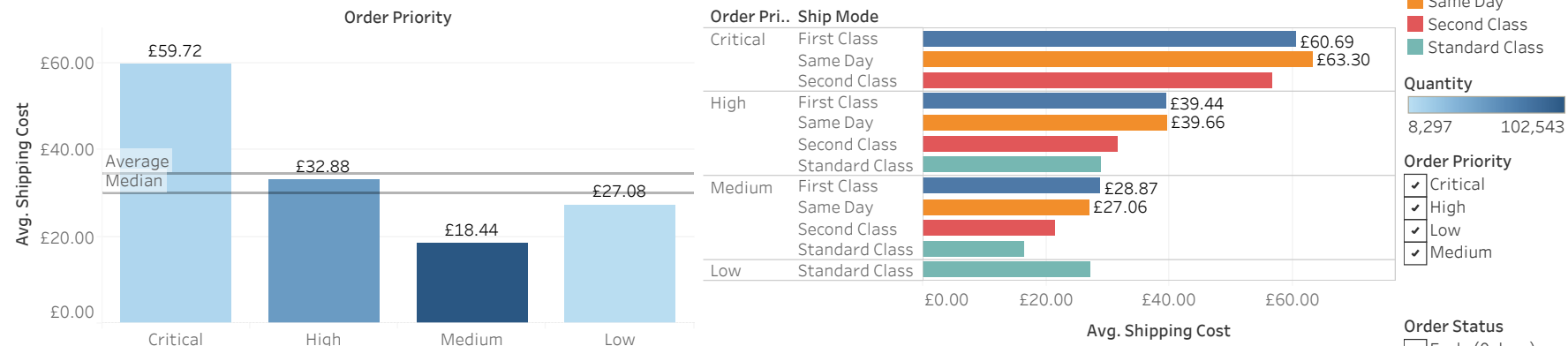
## Average of Shipping delay and count of Customer ID



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- Canadian market analysis
- Shipping analysis

Shipping cost analysis



Order Delivery Status

