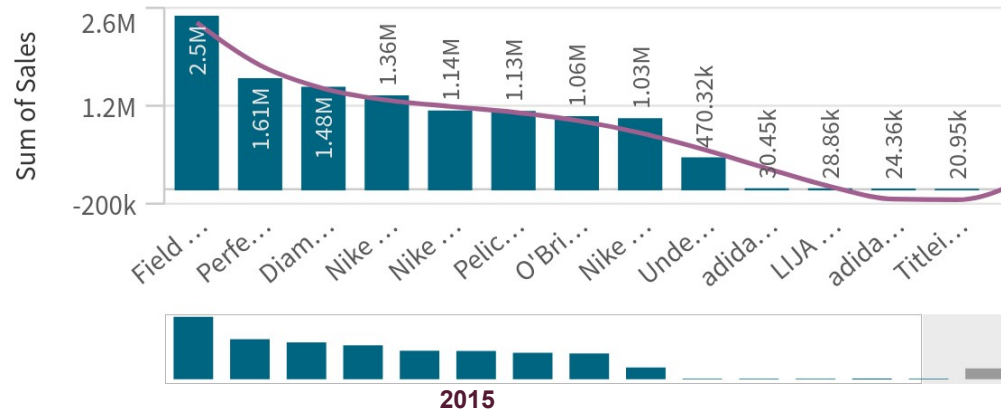
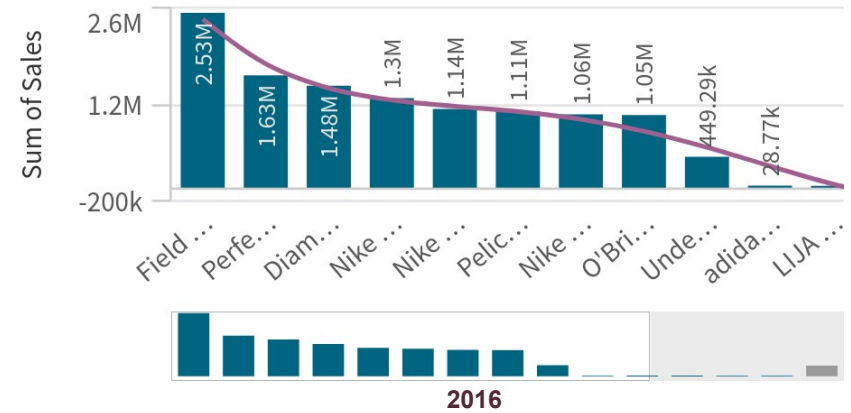


## Sales Analysis

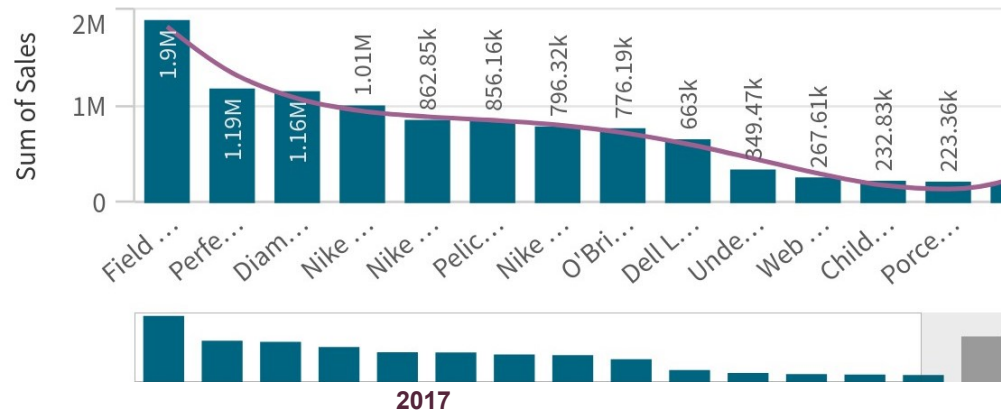
Top 15 products by sales



Top 15 products by sales



Top 15 products by sales

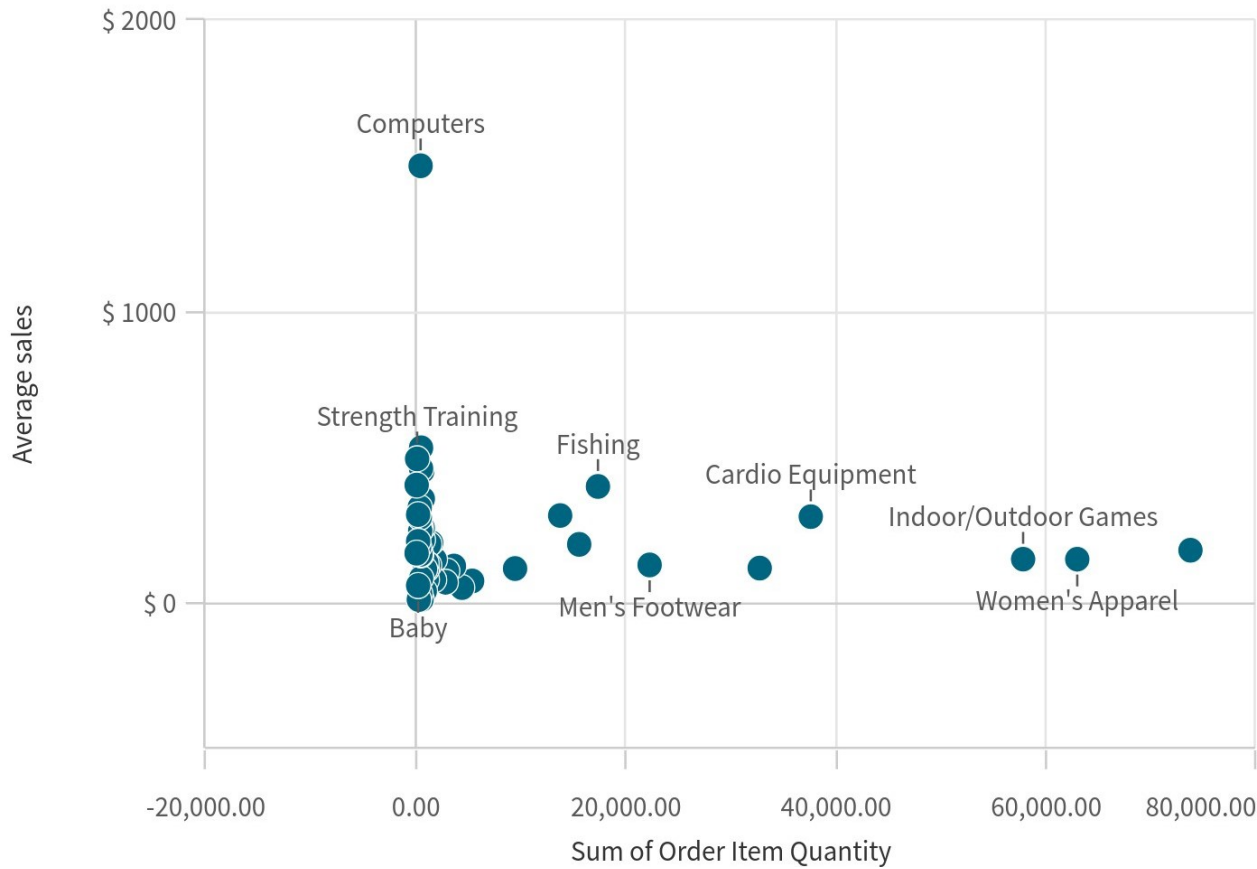


Top 15 products by Sales in 2015 , 2016, and 2017

you can see that the top 15 products in 2015 and 2016, there is slight increase in the Sales of the products . But when it comes to 2017, The top products sales is reduced.

Order Item Quantity Vs Sales based on Category

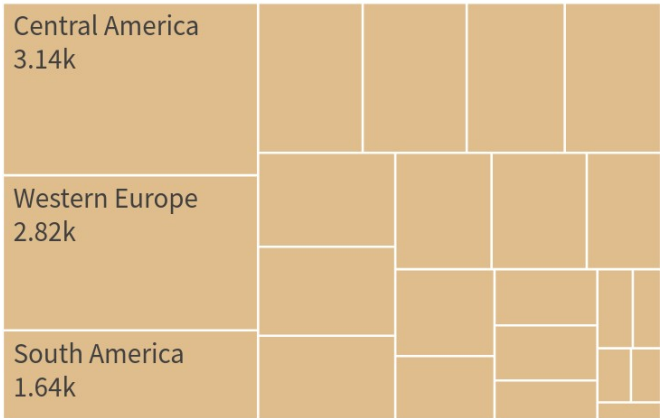
Sum of order Item Quantity by Average sales



- Calculated measure (KPI)
- The total Sum of Order Item Quantity is 106,307.00.
- Ranking
- The top Category Name is Cleats with Sum of Order Item Quantity that is 19.3% of the total.
  - 79.1% of Sum of Order Item Quantity is represented by top 7 Category Name.
- Comparison
- Comparison: total Sum of Order Item Quantity is 106,307.00 and Average sales is \$ 204.
- Mutual information
- The mutual dependence between Order Item Quantity and Sales is 95.78%.
- Correlation
- Correlation: Sales and Order Item Quantity have a 10.45% correlation.

Late Delivery Risk Analysis based on Payment Mode

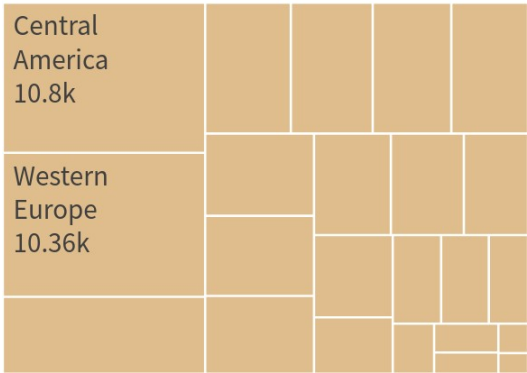
Late Delivery Risk by Region



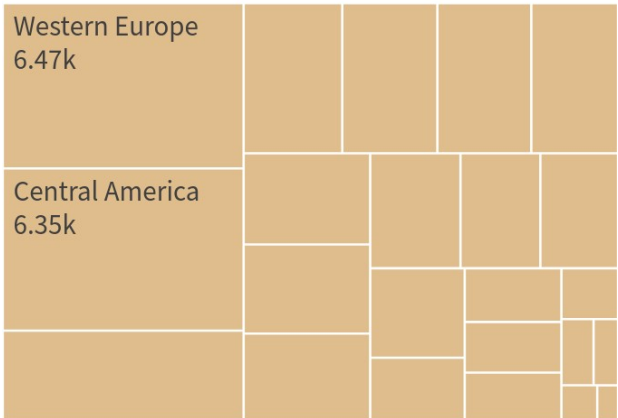
Cash Mode, Central America has the highest late delivery risk i.e., 3.14k

Debit Mode, Central America has the highest late delivery risk i.e., 10.8k

Late Delivery Risk by Region



Late Delivery Risk by Region



Payment Mode, Western Europe has the highest late delivery risk i.e., 6.47k

Transfer Mode, Central America has the highest late delivery risk i.e., 8.05k

Late Delivery Risk by Region

