

NUMBER OF ORDERS

25035

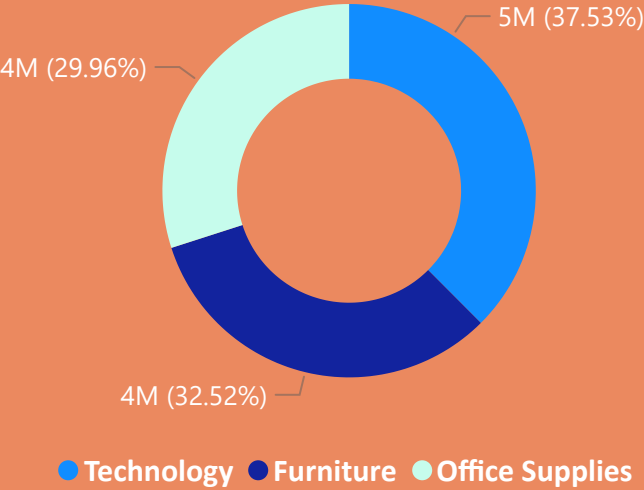
TOTAL REVENUE

13M

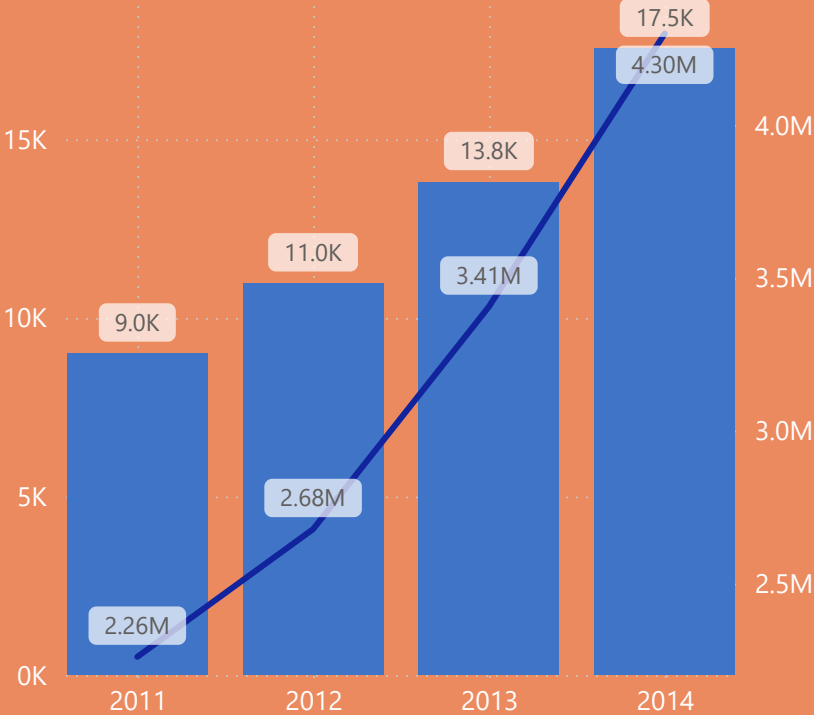
TOTAL PROFIT

1.5M

Sales by Category



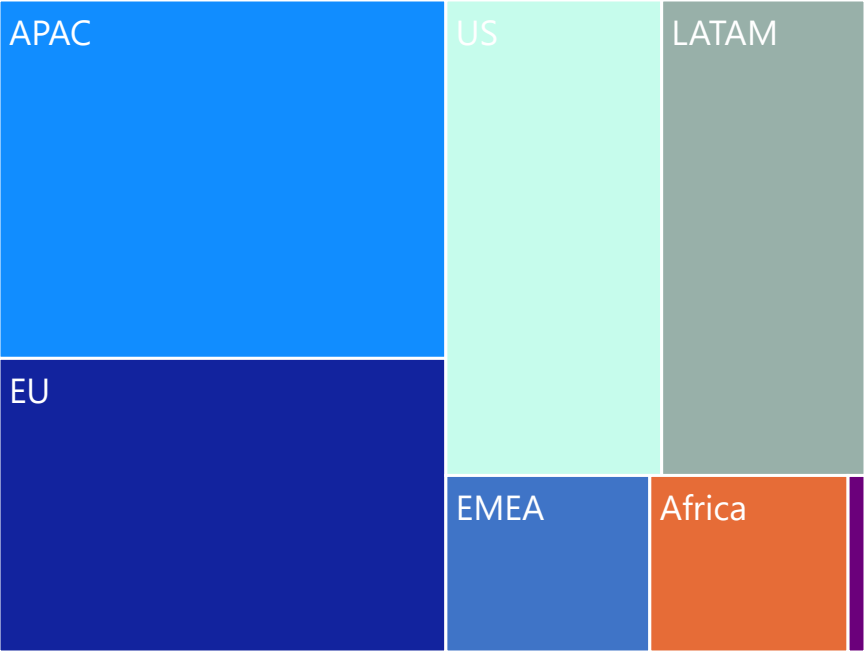
Orders and Sales Growth



AVG Processing Time

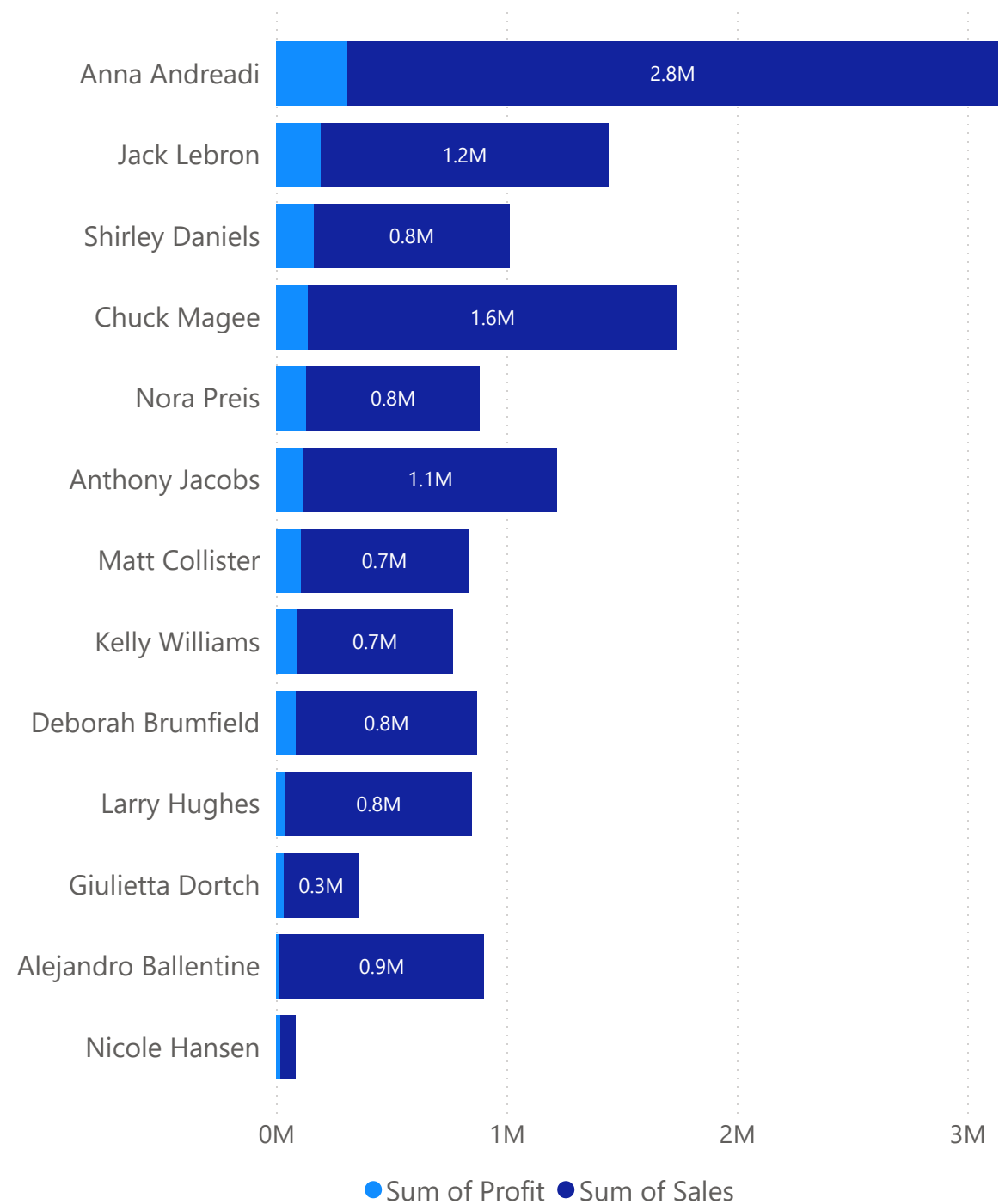
3.97

Sales Proportion by Market

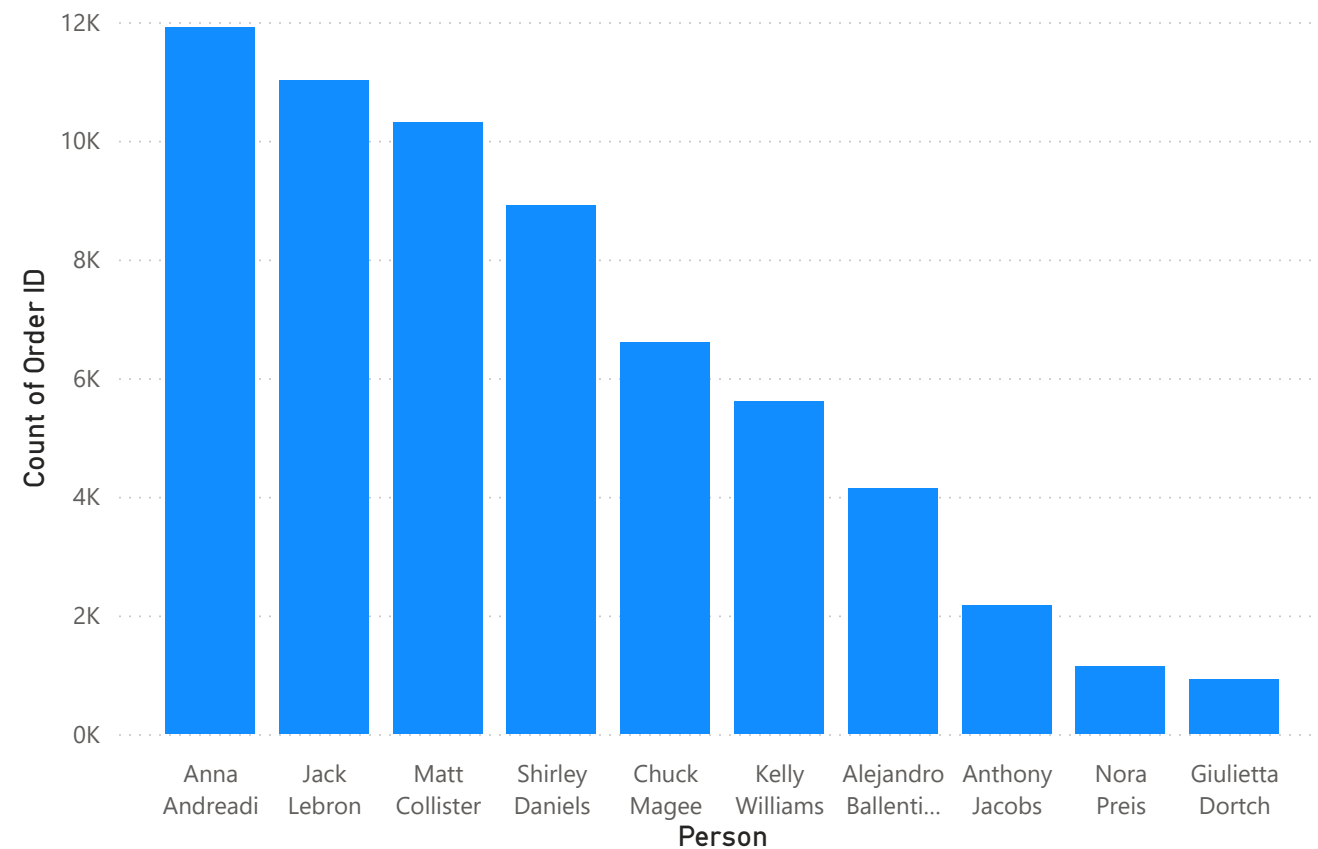


Top 10 Best Sellers

Category	Sub-Category	Product Name	Sum of Sales
Technology	Phones	Apple Smart Phone, Full Size	87K
Technology	Phones	Cisco Smart Phone, Full Size	76K
Technology	Phones	Motorola Smart Phone, Full Size	73K
Technology	Phones	Nokia Smart Phone, Full Size	72K
Technology	Copiers	Canon imageCLASS 2200 Advanced Copier	62K
Furniture	Chairs	Hon Executive Leather Armchair, Adjustable	58K
Furniture	Chairs	Office Star Executive Leather Armchair, Adjustable	51K
Furniture	Chairs	Harbour Creations Executive Leather Armchair, Adjustable	50K
Technology	Phones	Samsung Smart Phone, Cordless	49K
Technology	Phones	Nokia Smart Phone, with Caller ID	48K

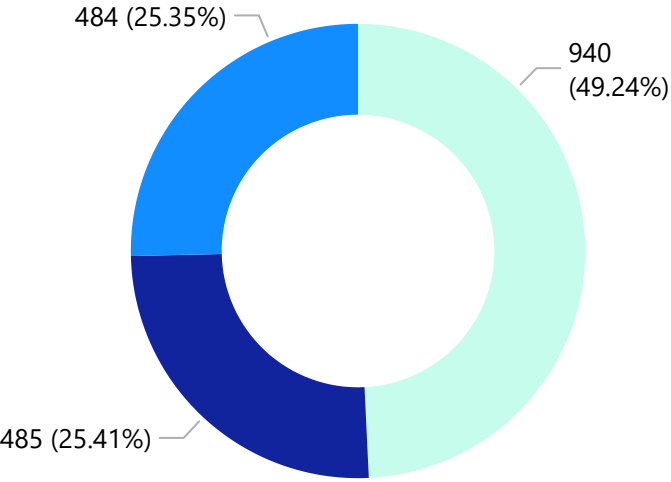


Return Per Person



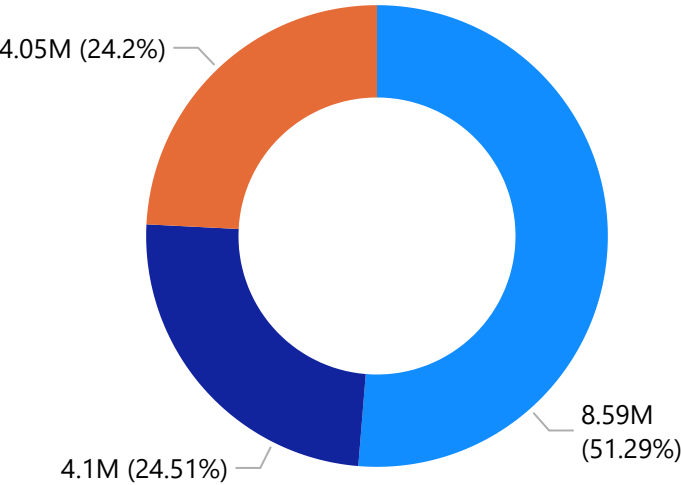
Person	Segment	Count of Order ID
Alejandro Ballentine	Consumer	1650
Alejandro Ballentine	Corporate	909
Alejandro Ballentine	Home Office	570
Anna Andreadi	Consumer	5782
Anna Andreadi	Corporate	3321
Anna Andreadi	Home Office	2014
Anthony Jacobs	Consumer	1837
Total		51290

Return Number by Category



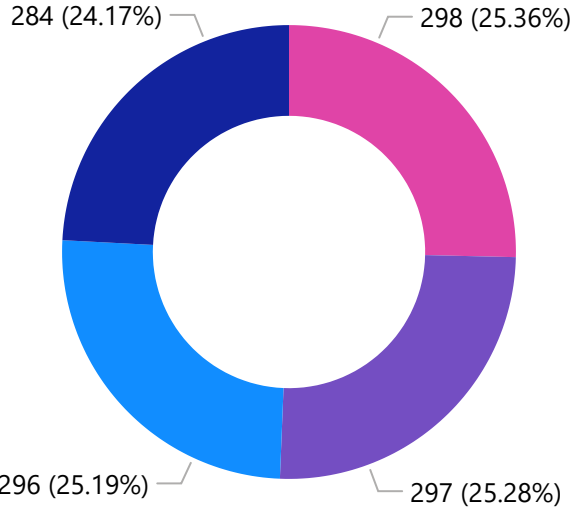
Office Supplies Furniture Technology

Return Values by Category



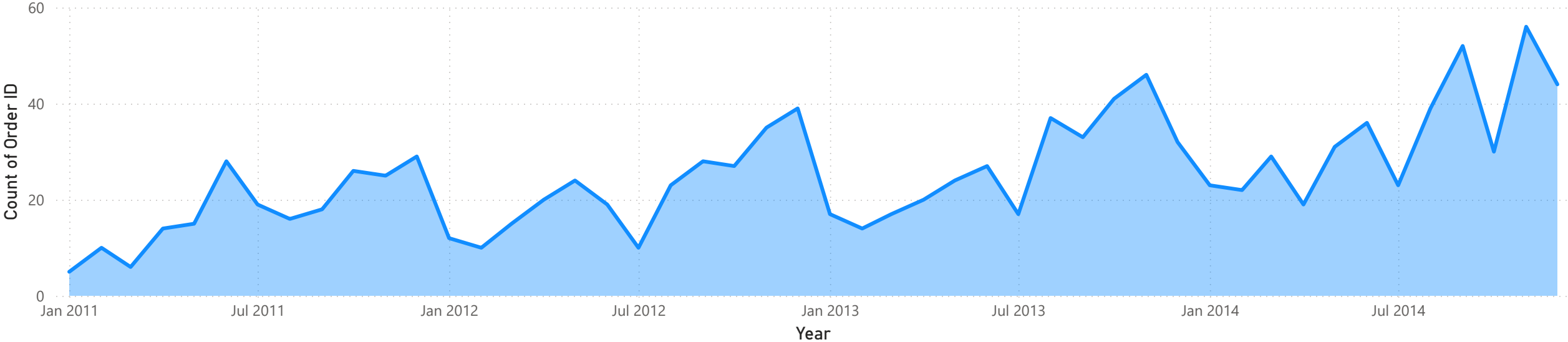
Office Supplies Technology Furniture

Return Number by Market



LATAM US APAC EU

Count of Order ID by Year, Quarter and Month



## --Insights--

- .
- . Total sales 13 million dollars, Profit account for more than 10% of sales
- . Sales of three categories were nearly the same. however, office supplies was the least
- . Number of orders and sales increased substantially over years
- . EU and APAC were the 2 biggest markets, take more than 50% of total sales
- . 7 out of 10 best seller were technology products (phones), other three was furniture
- . Anna Andreadi was the best sell person in the region of Central. Although Jack Lebron sold less than Chuck Magee, but he was the second profitable sell person.
- . Return volume of each person increases proportionally with sales volume. Deborah and Nicole do not have return
- . They sold the most to the segment of consumers
- . Although office supplies were sold the least, but they were returned the most.
- . 4 out of 7 markets had the record of returns
- . Most of returns were from sales in Quarter 4

## --Recommendation--

- . Focus and increase sales in technological products
- . Improve profitability
- . Encourage Anna Andreadi to share sales experience to other colleagues
- . Investigate reason for return of office supplies and improve or reduce sales of these categories to prevent returns