

FR20  
ANALYTICS

MOBILE  
SALES  
ANALYSIS

Top Brand

Apple

Top Country

Colombia

Top Distributor

Tottus

Top Operator

Tuenti

\$127,204,800	\$82,784,880	\$44,419,920	34.92%	2998	152344
Total Revenue	Invrntory Cost	Profit	Profit Margin	Total Orders	Quantity Sold

All

All

1/1/2018

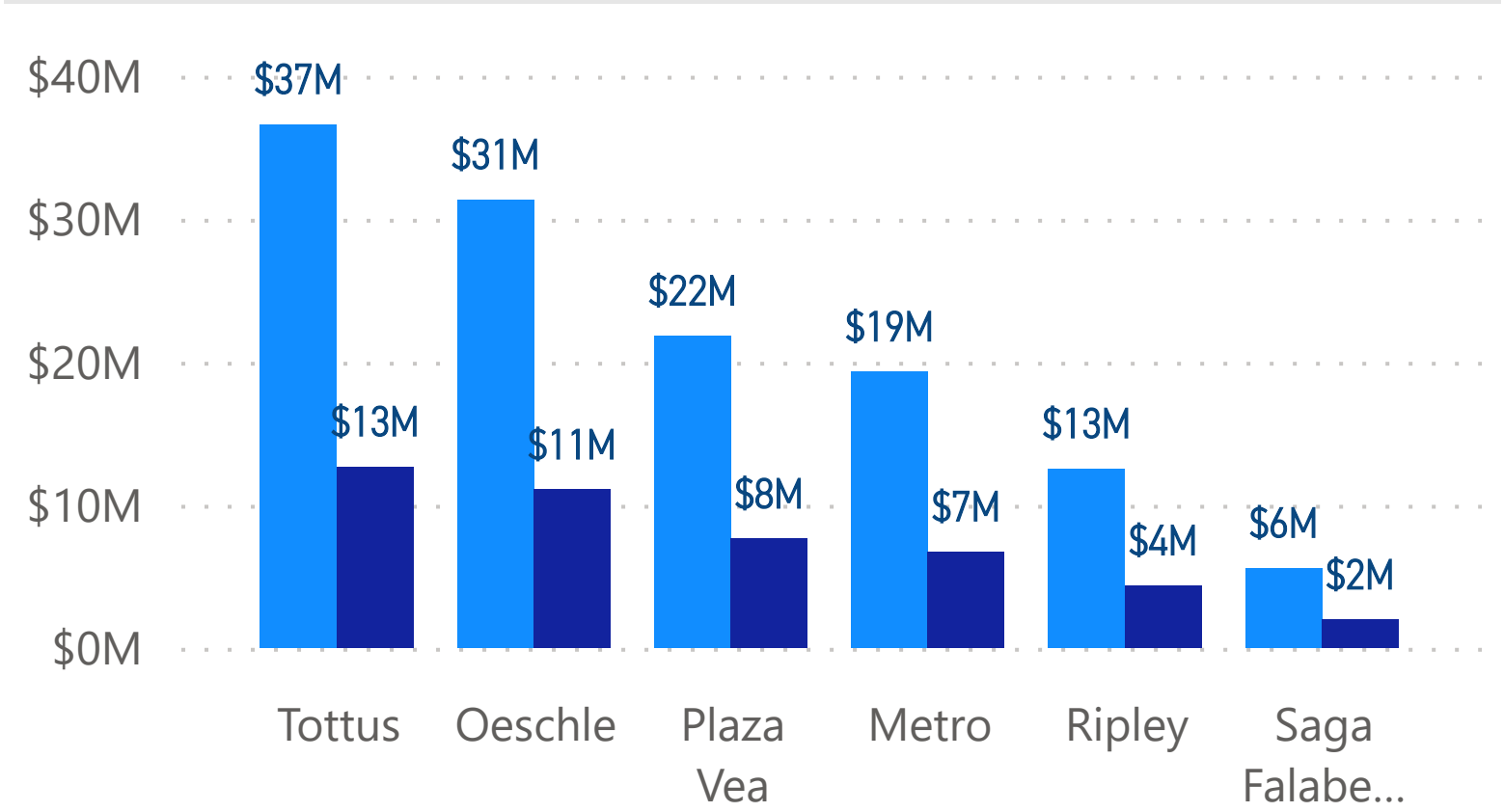
12/30/2022



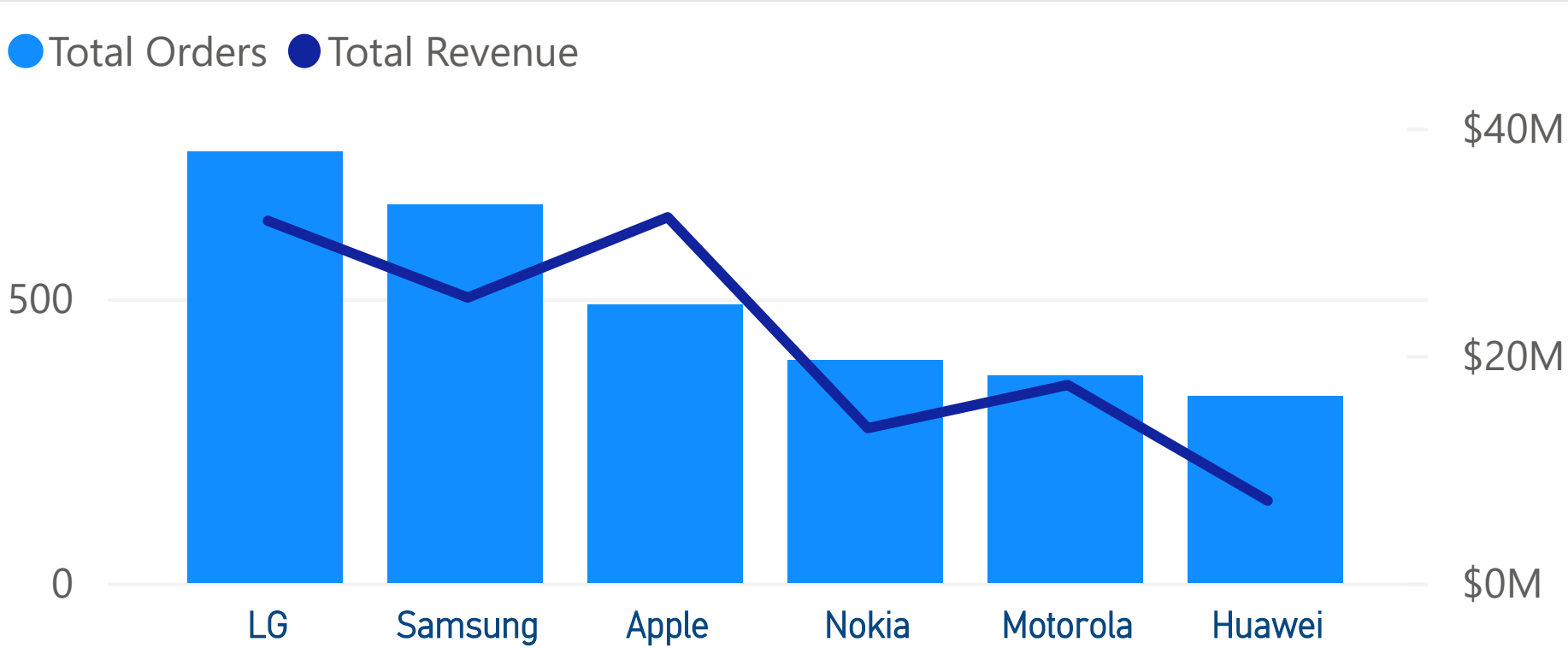
Sales and Profit by Country



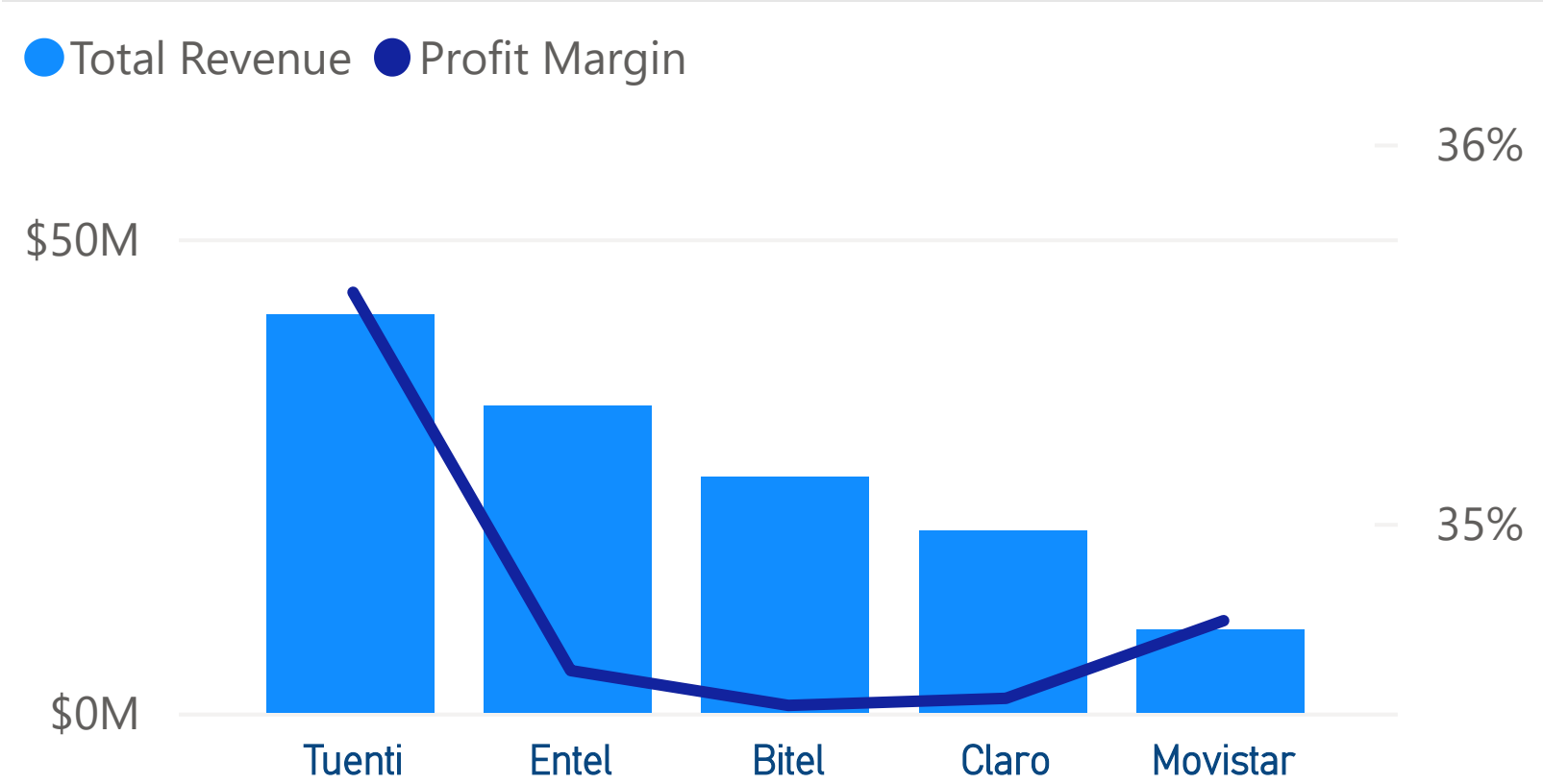
Sales and Profit by Distributor



Orders Vs Sales by Brand



Sales Vs Profit Margin by Oprator





# MOBILE SALES ANALYSIS

Highest Inventory Cost (Country)

Ireland

Lowest Inventory Cost (Country)

Venezuela

Highest Revenue Country

Colombia

Lowest Revenue Country

Venezuela

Date

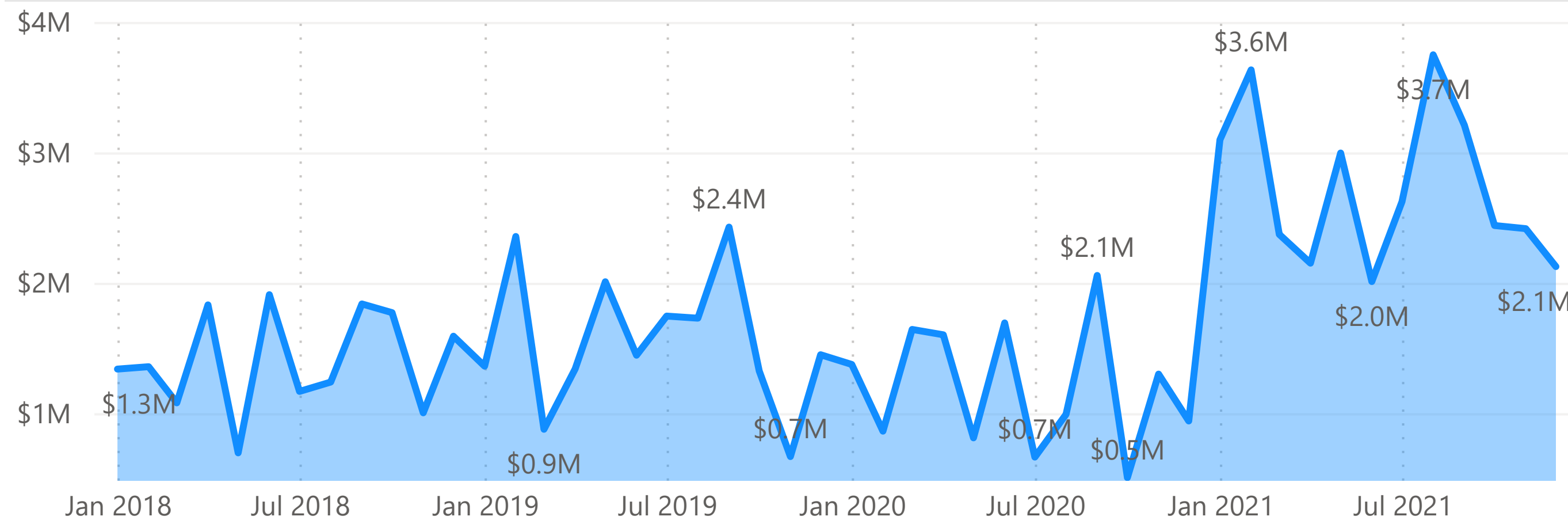
1/1/2018



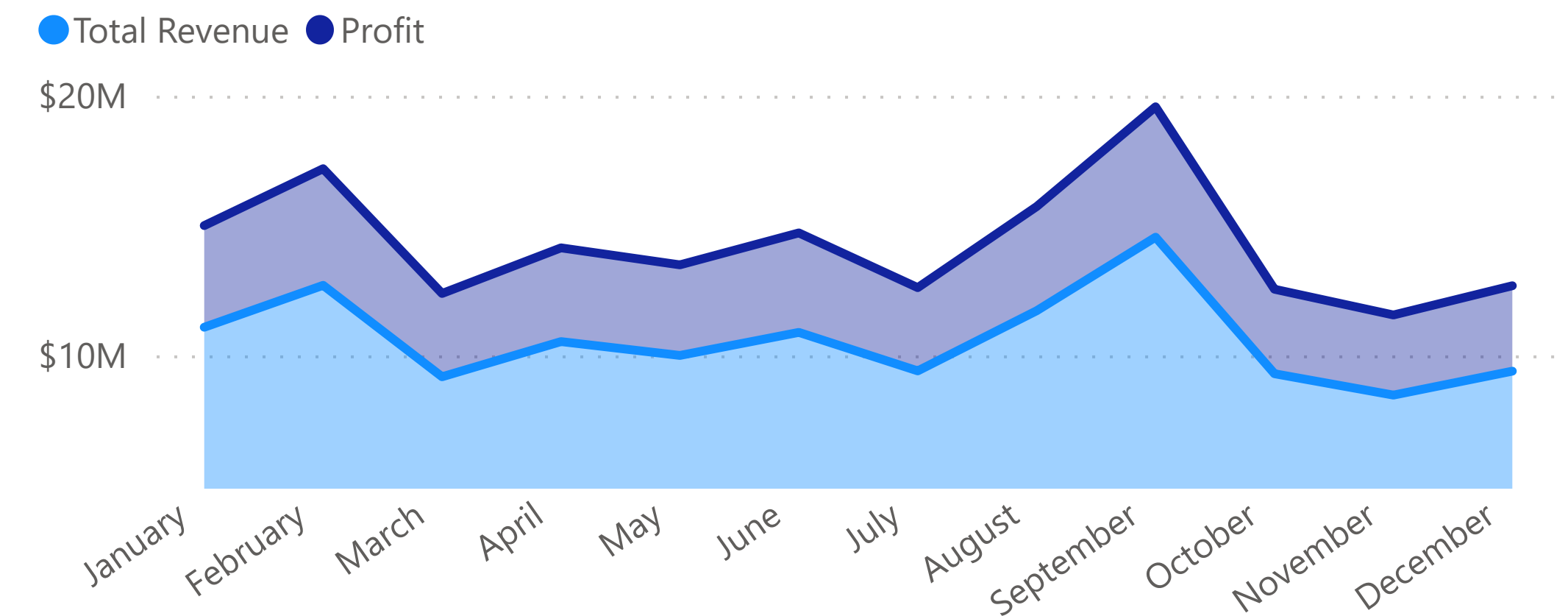
12/30/2022



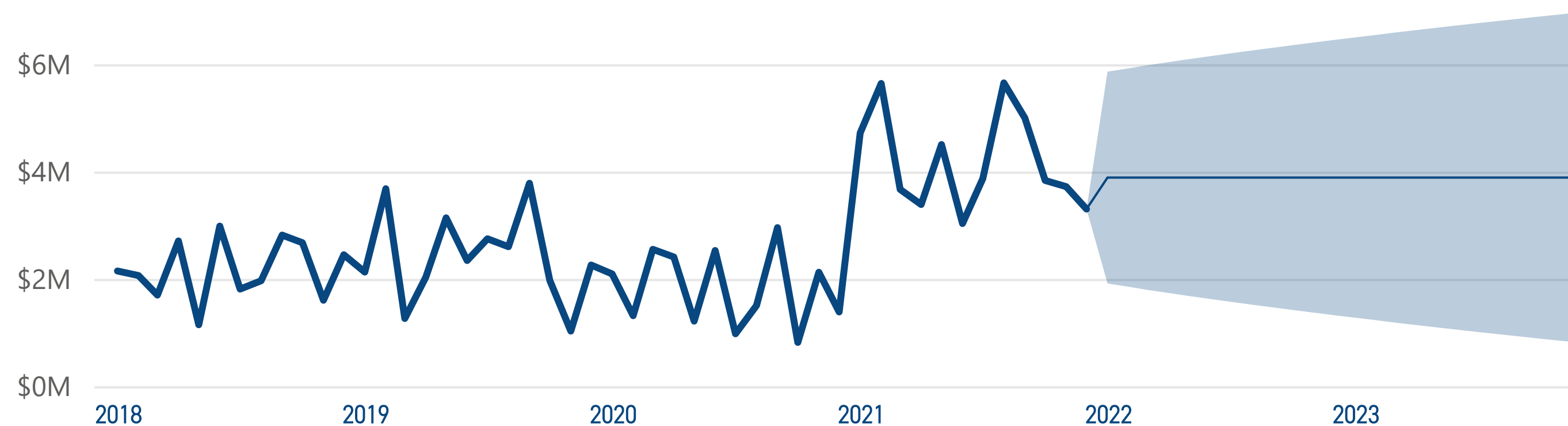
### Seasonal Inventory Cost Trend in each Country and Distributor



### Sales Trend by Year



### Sales Trend and Forecasting



- From 2018-2021, Country- "Colombia" and distributor-"Tottus" had the best sales performance.
- In 2021 sales performance are increased by 22% with respect to 2020 as well as Inventory Cost increased by 19%
- Apple has highest revenue brand, where LG most ordered brand.
- Countries with highest & lowest Revenue respectively : "Colombia" and "Venezuela"
- Countries with highest & lowest Inventory cost respectively : "Ireland" and "Venezuela"
- Best performing sales representative : Tuenti

