

Year

2020

Country

All

Category

All

Sub Category

All

Customers

2,820!

(-83.69%)

Orders

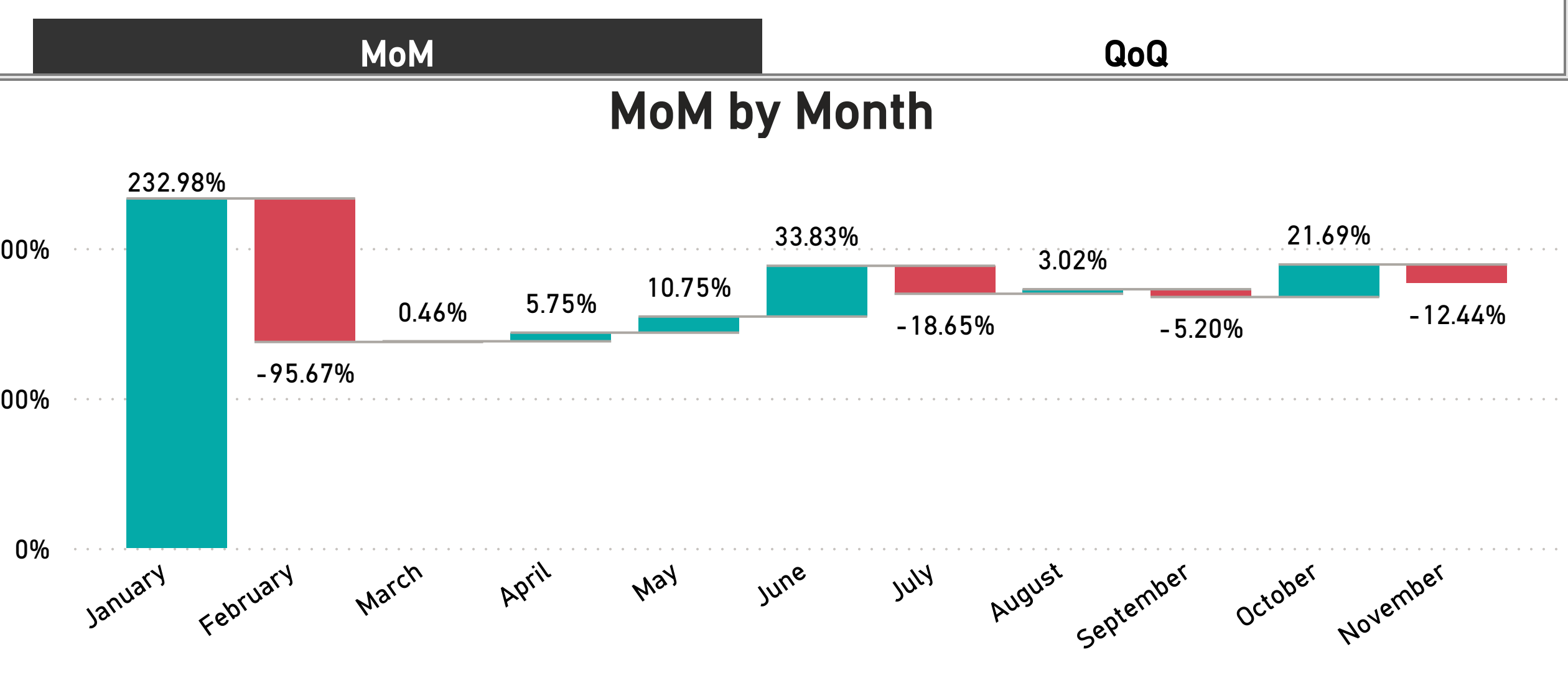
20,847!

(-77.75%)

Avg shipping time

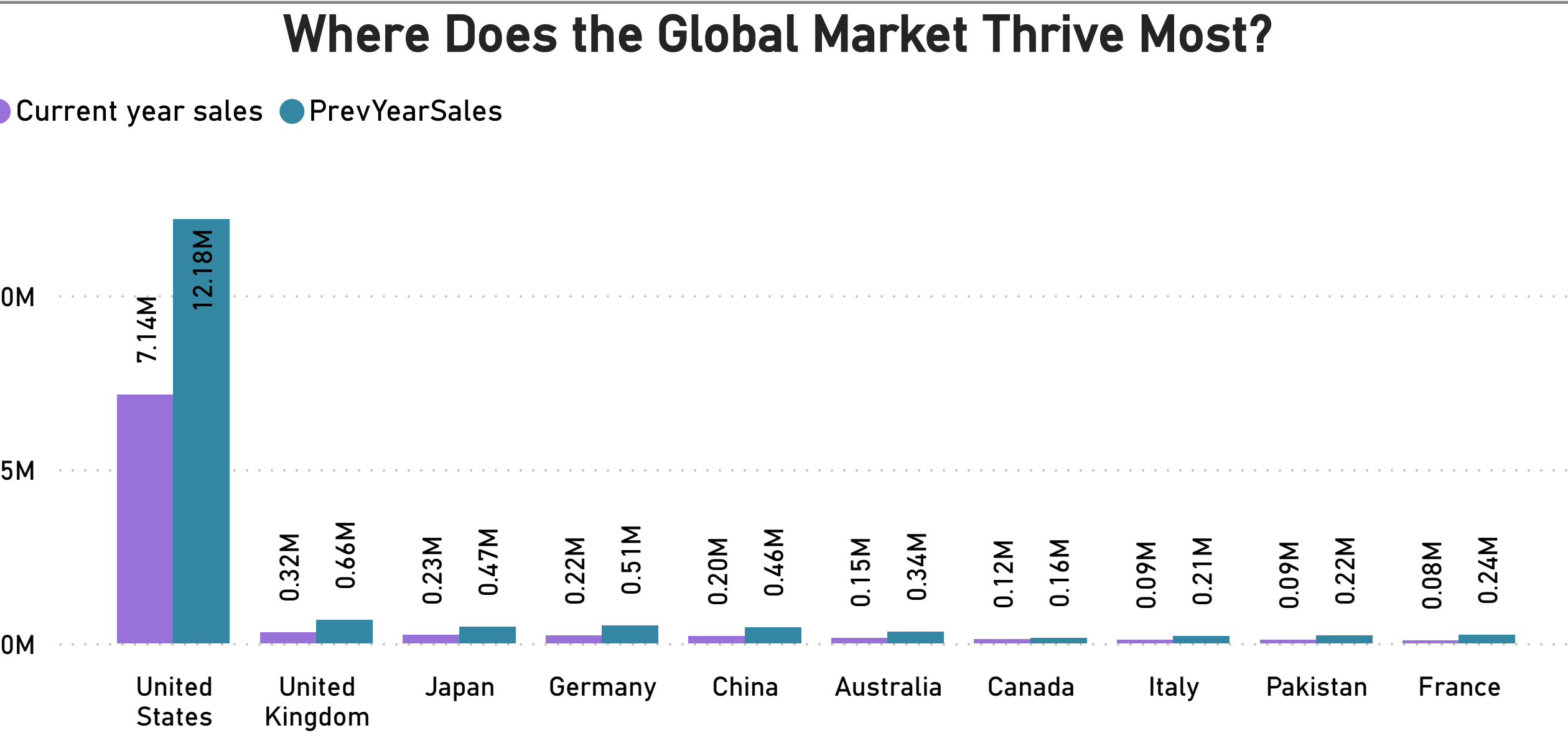
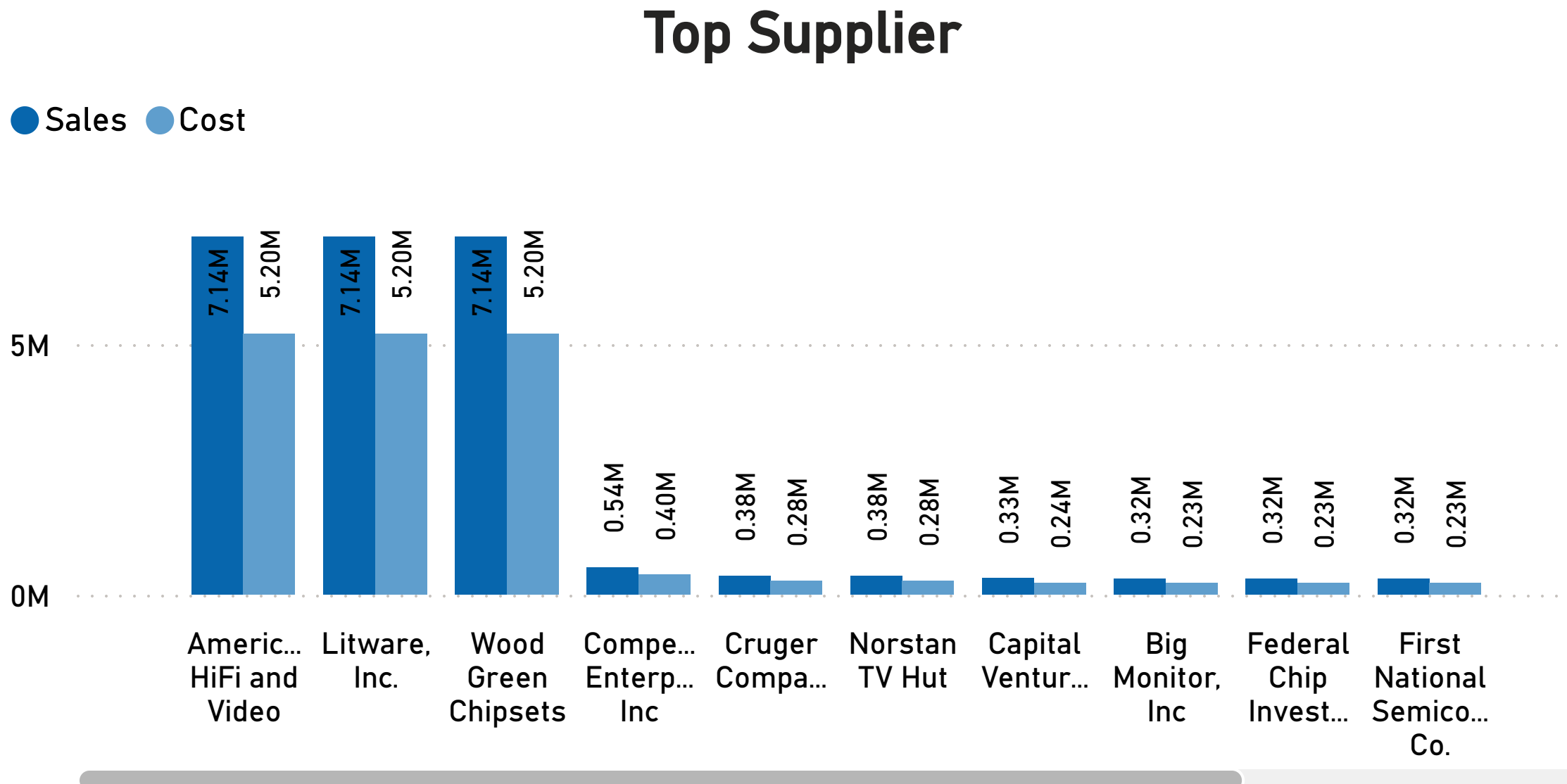
7

Sales			Cost			Margin		
2020	2019	% change	2020	2019	% Change	2020	2019	% Change
\$ 9.1M	\$ 16.6M	-44.97%	\$ 6.7M	\$ 12.9M	-48.21%	\$ 2.5M	\$ 3.8M	-33.88%



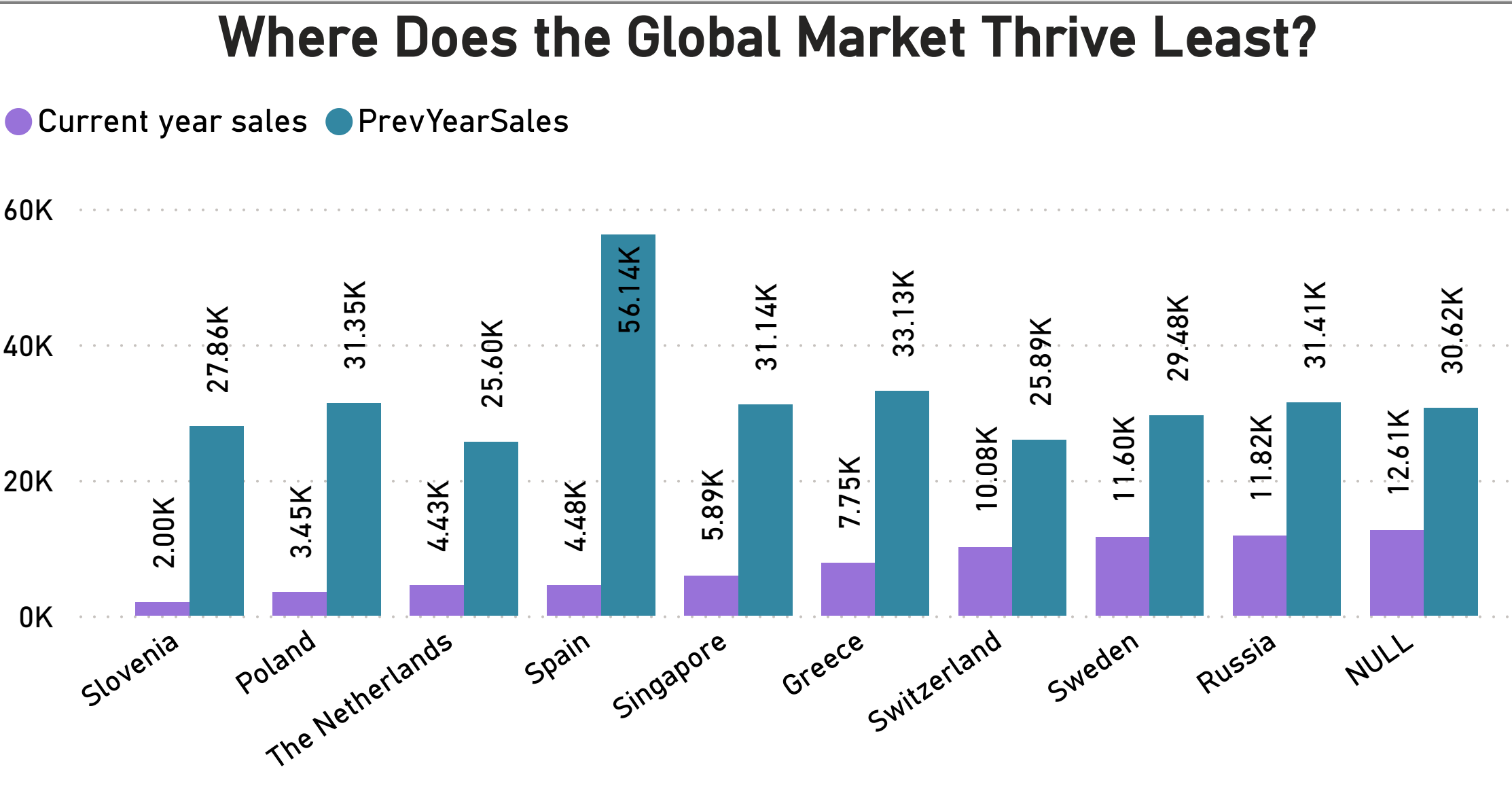
Top 3 Categories

Portable A/V	7562803.0
Portable Computers	797494.0
Display Media	643615.0



Bottom 3 Categories

Automobile Media Devices	230744.0
Tablet Accessories	5892.0
Video Media Devices	5892.0



Year

2020

Category name

All

Product name

All

Products

598

Suppliers

40

Cities

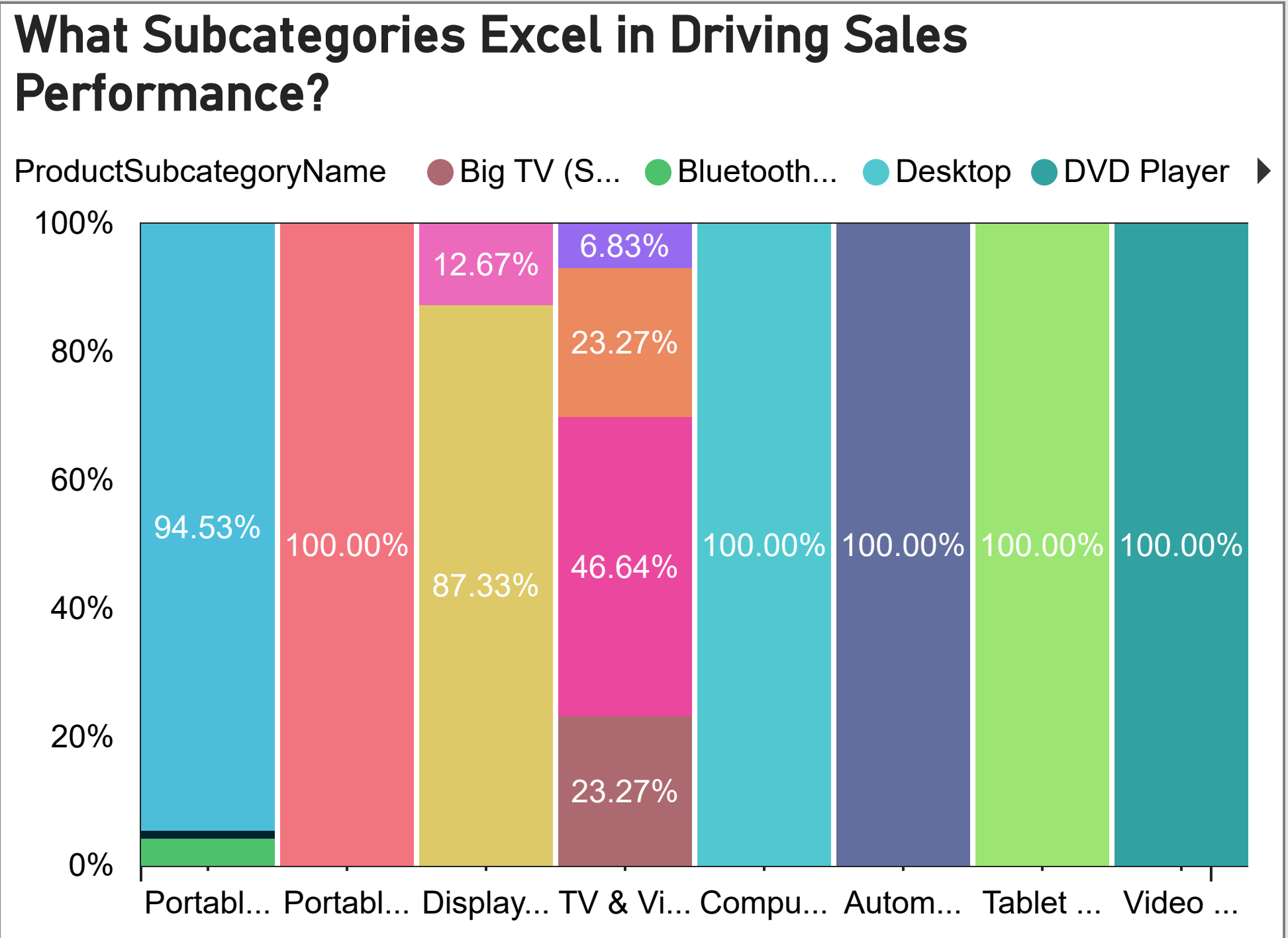
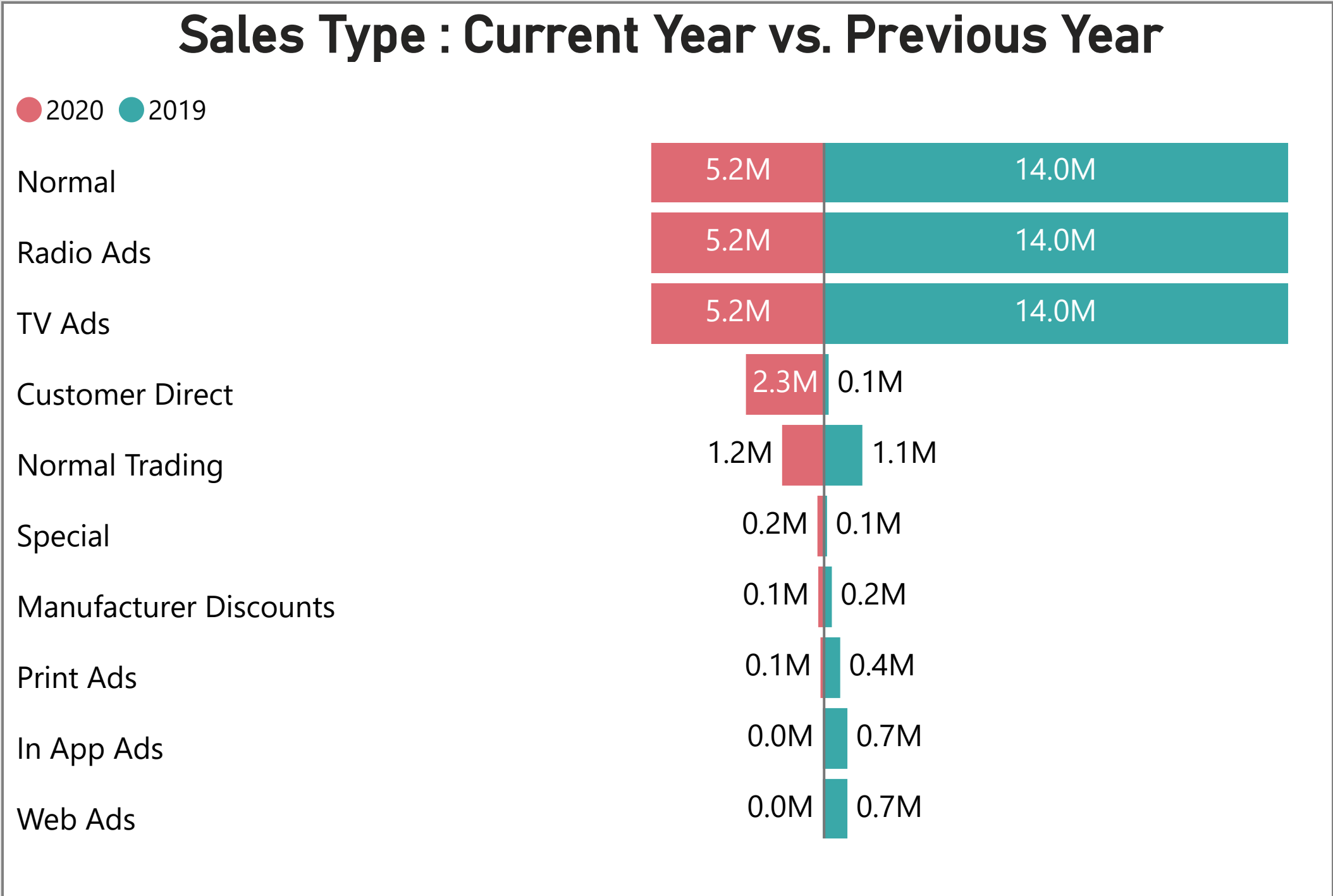
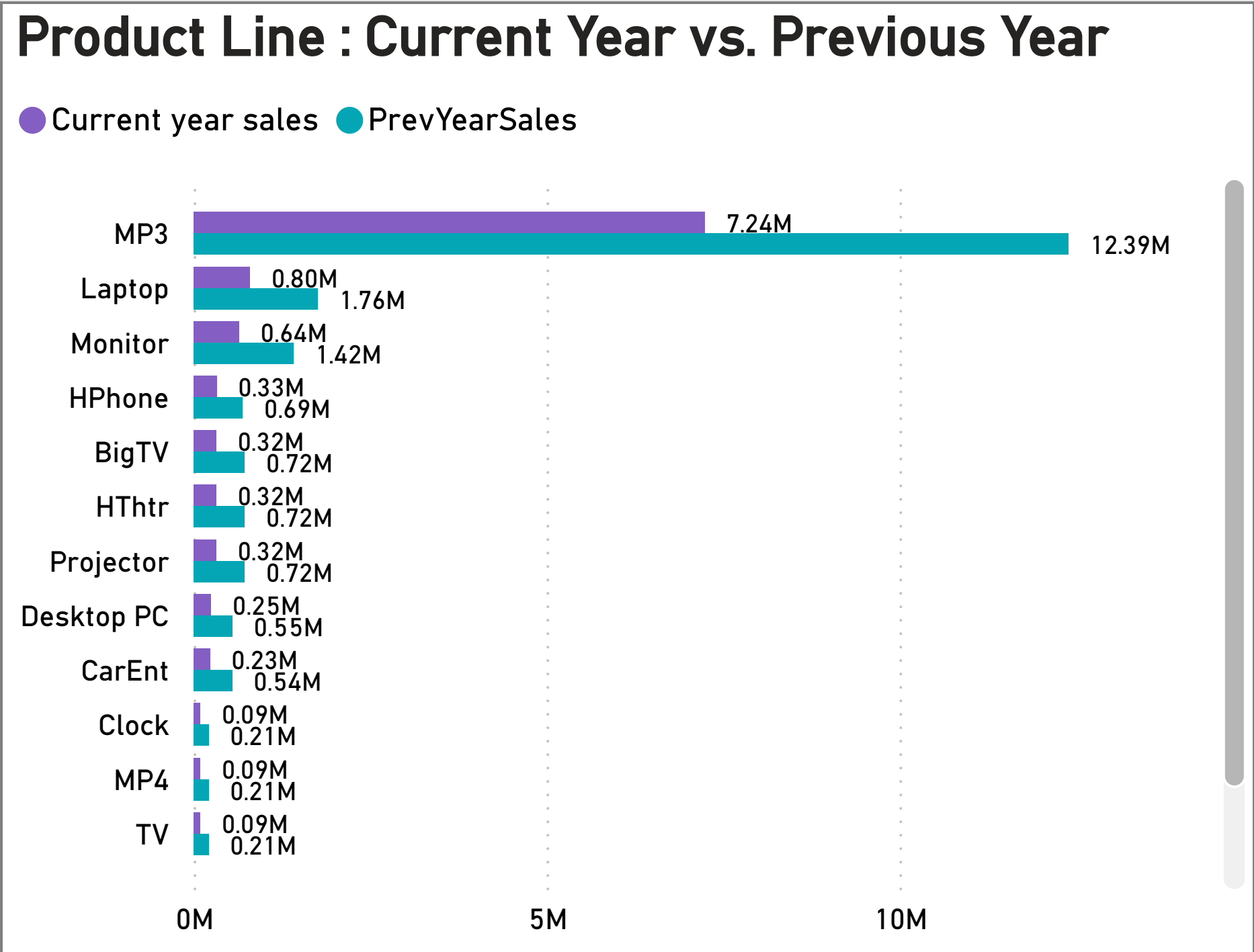
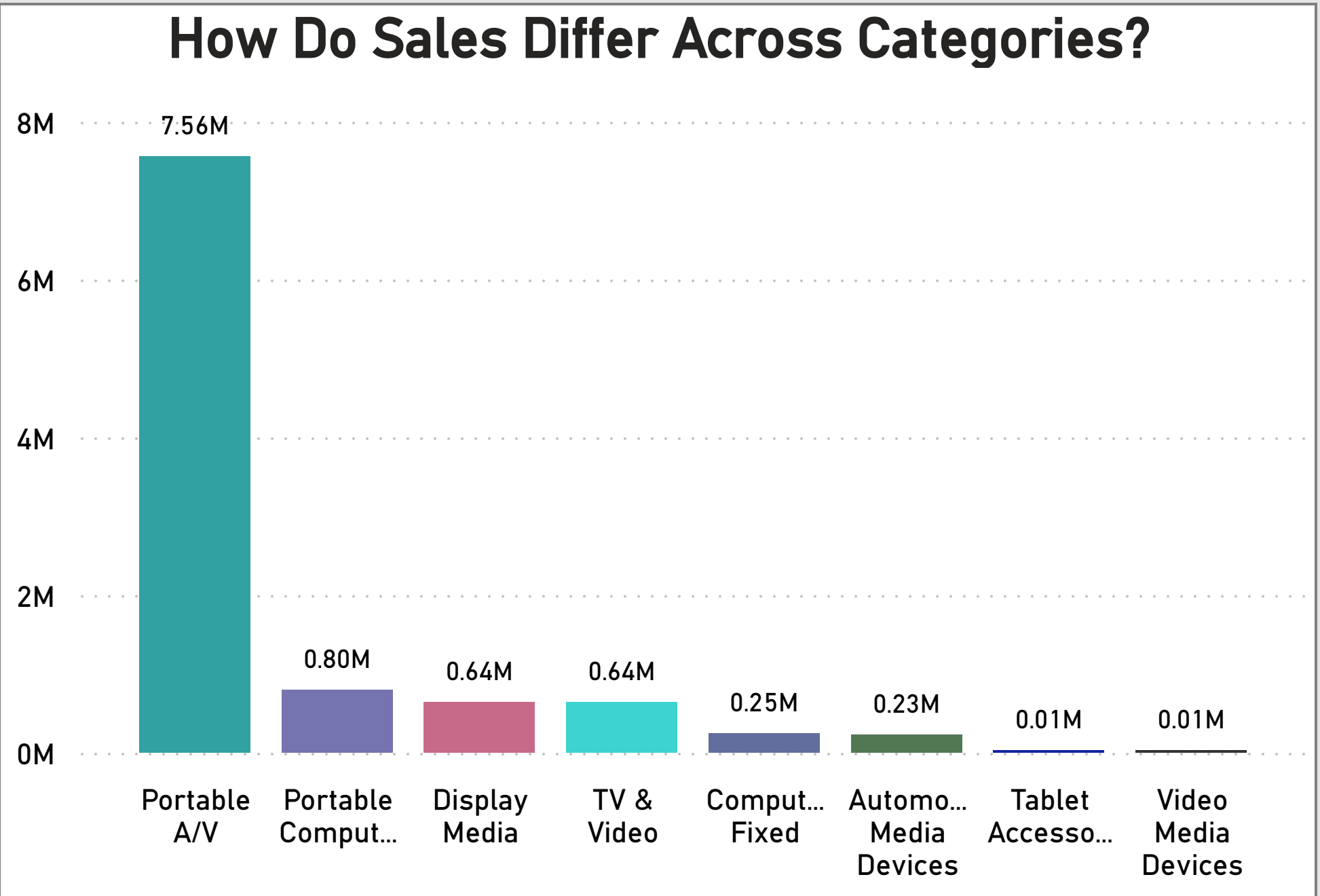
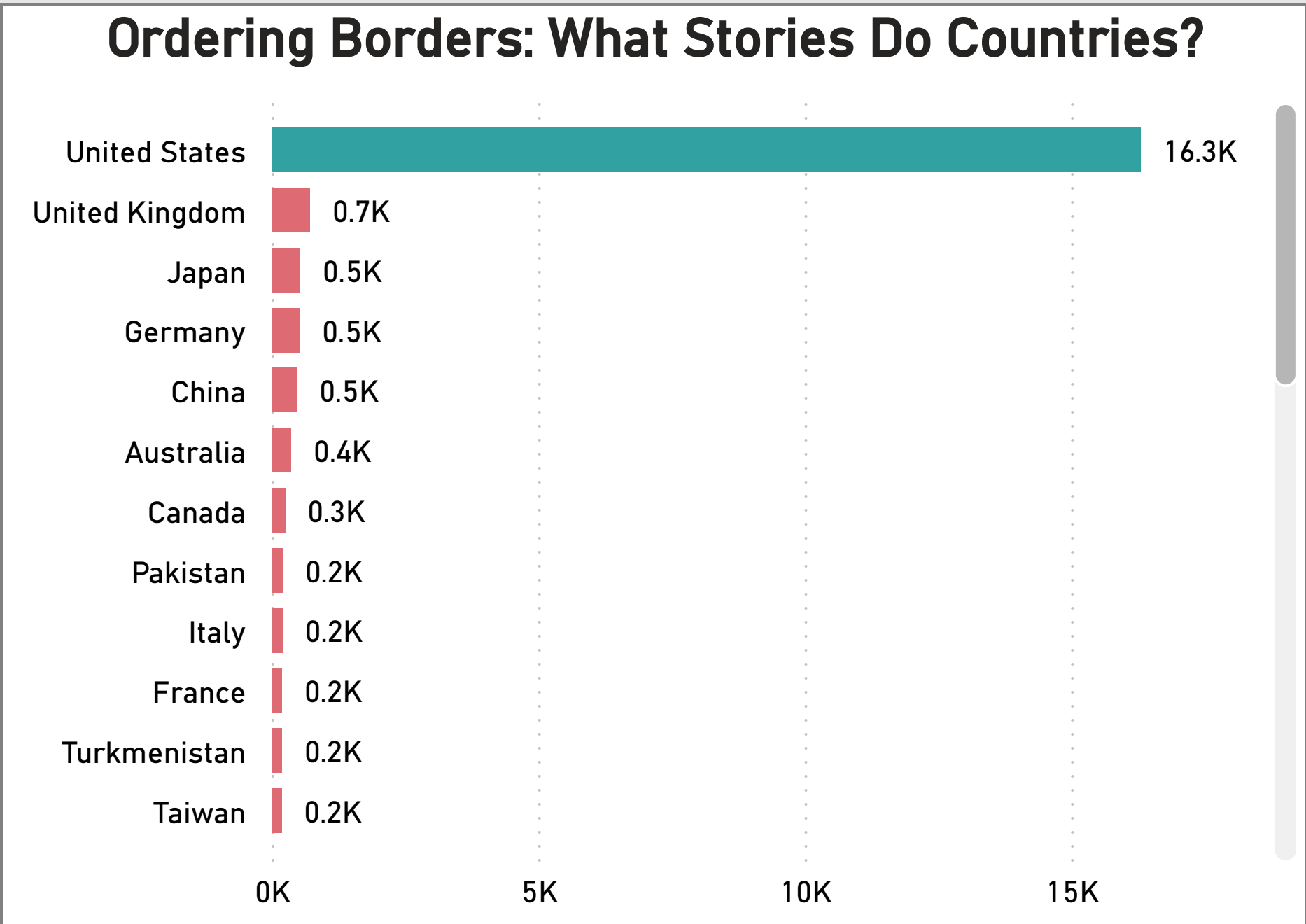
508

Sales Target

0.00M

9.14M

22.83M



Year

2020

Month

All

Customer

All

Country

All

Customers

2,820!

(-83.69%)

Male Customer

1396!

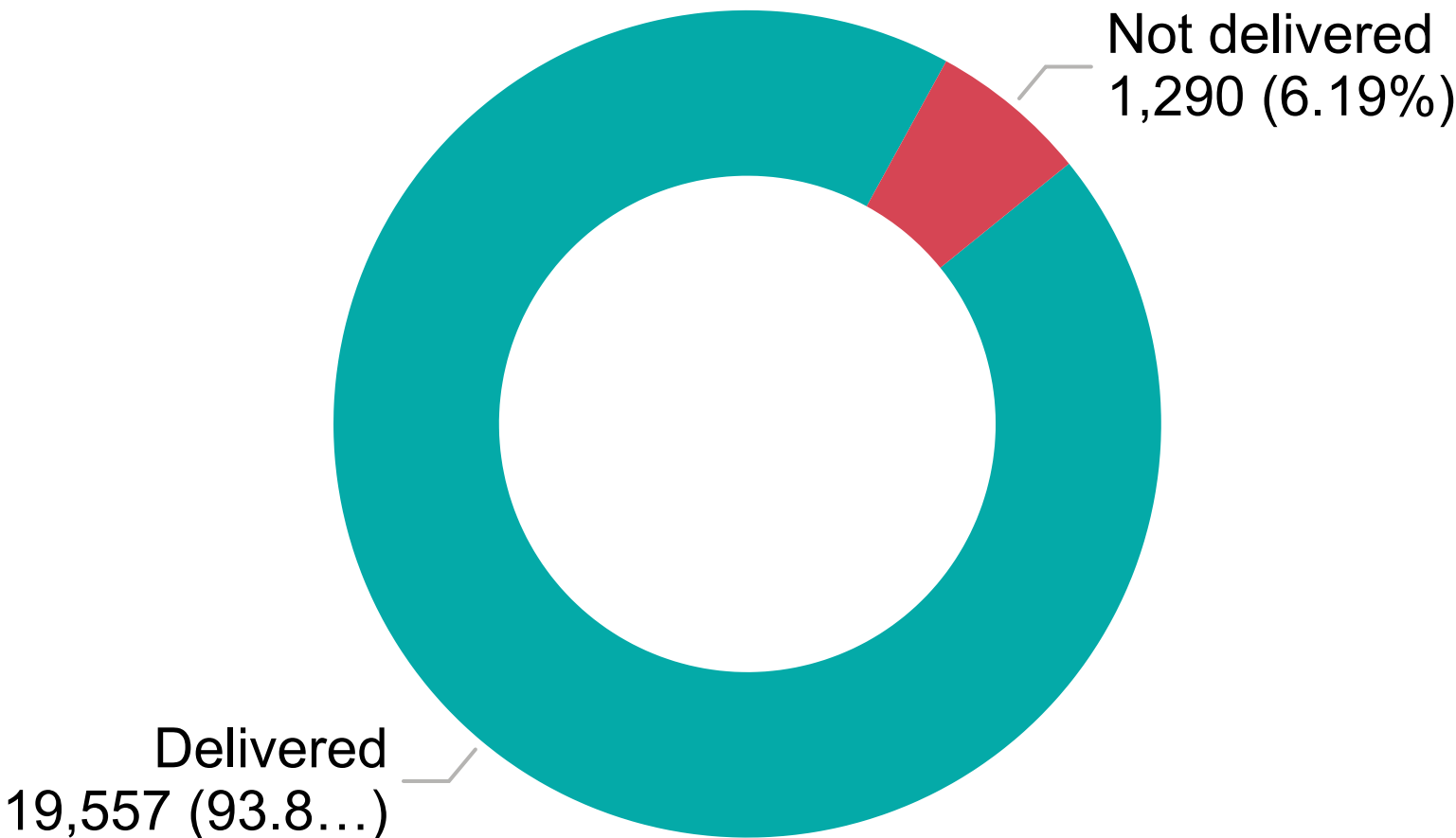
(-84.07%)

Female Customer

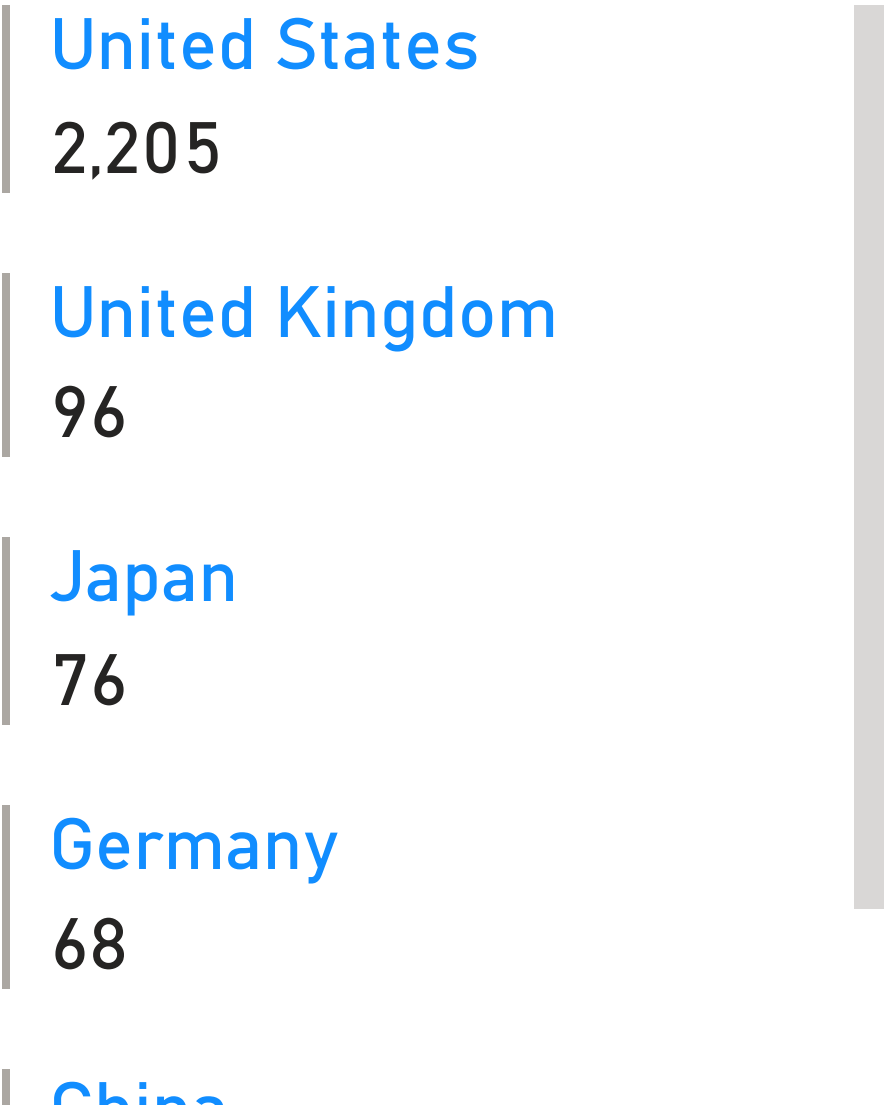
1424!

(-83.31%)

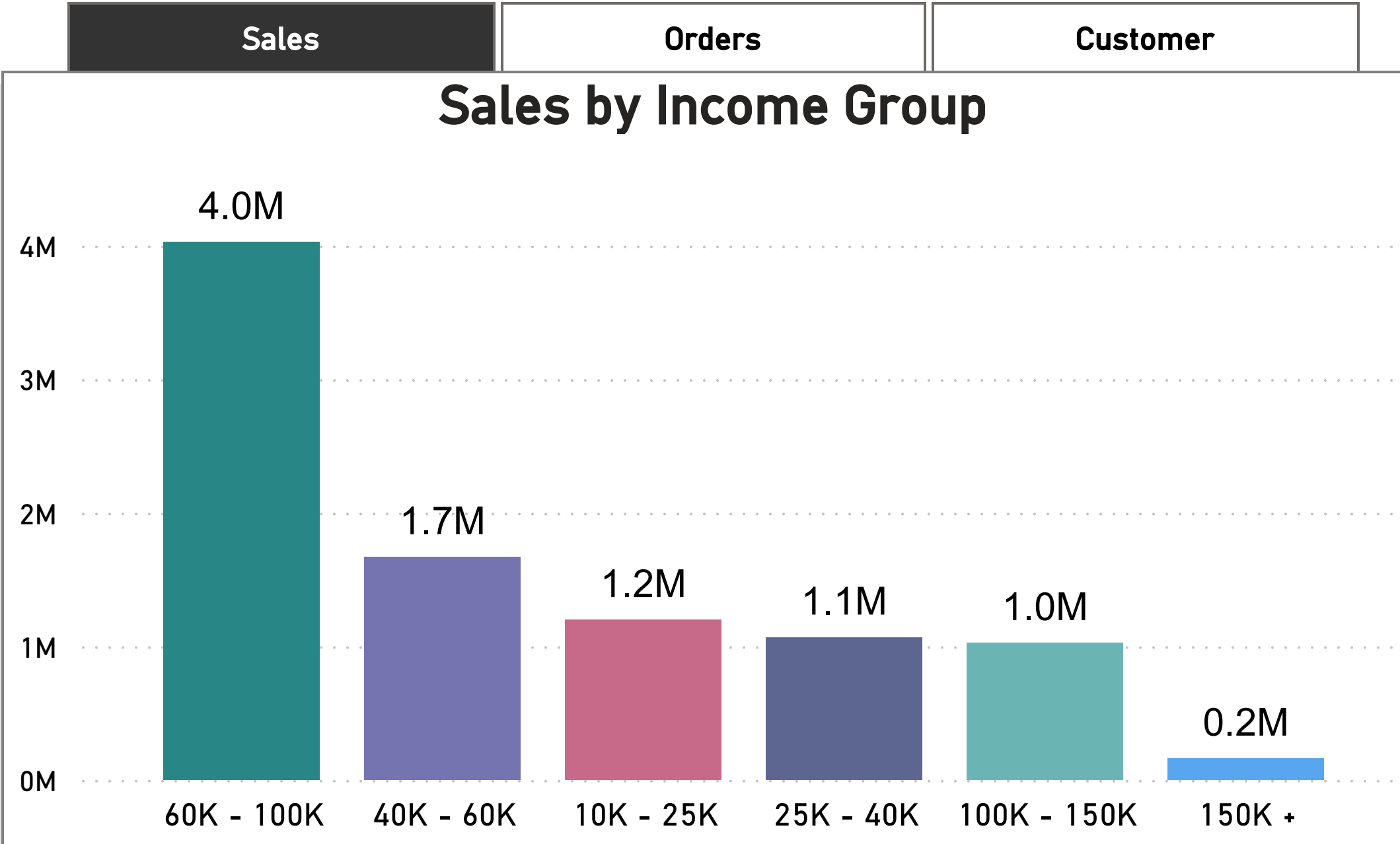
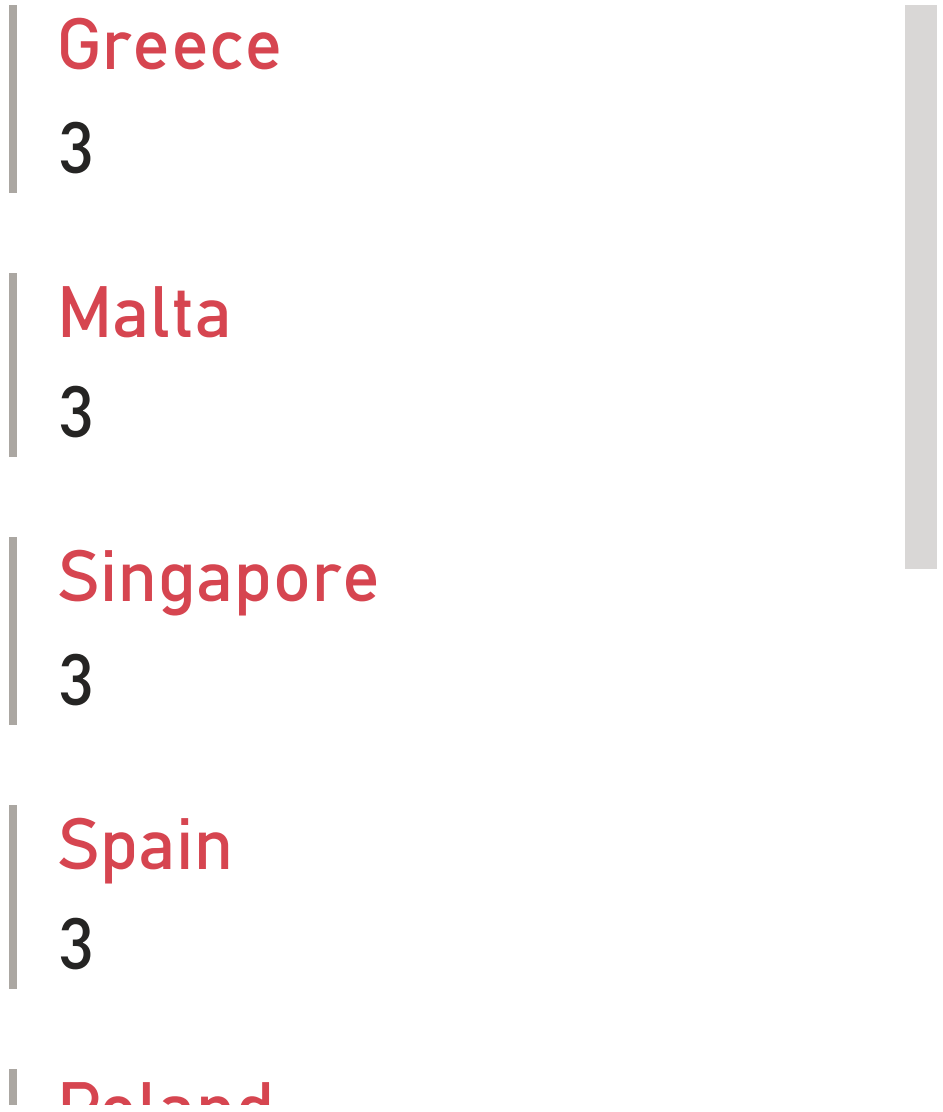
How Many Customers Have Received Orders?



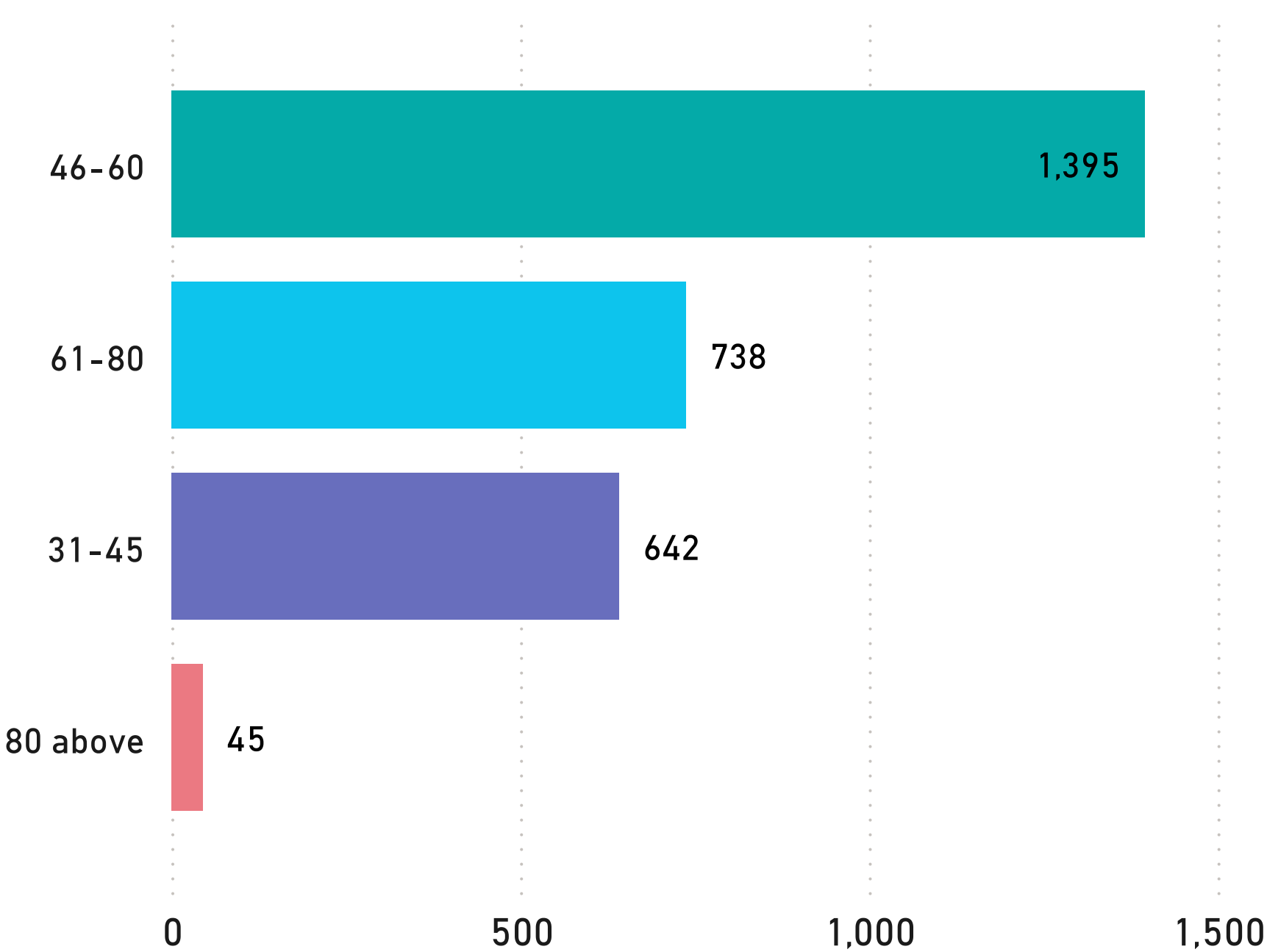
Max customer Regions



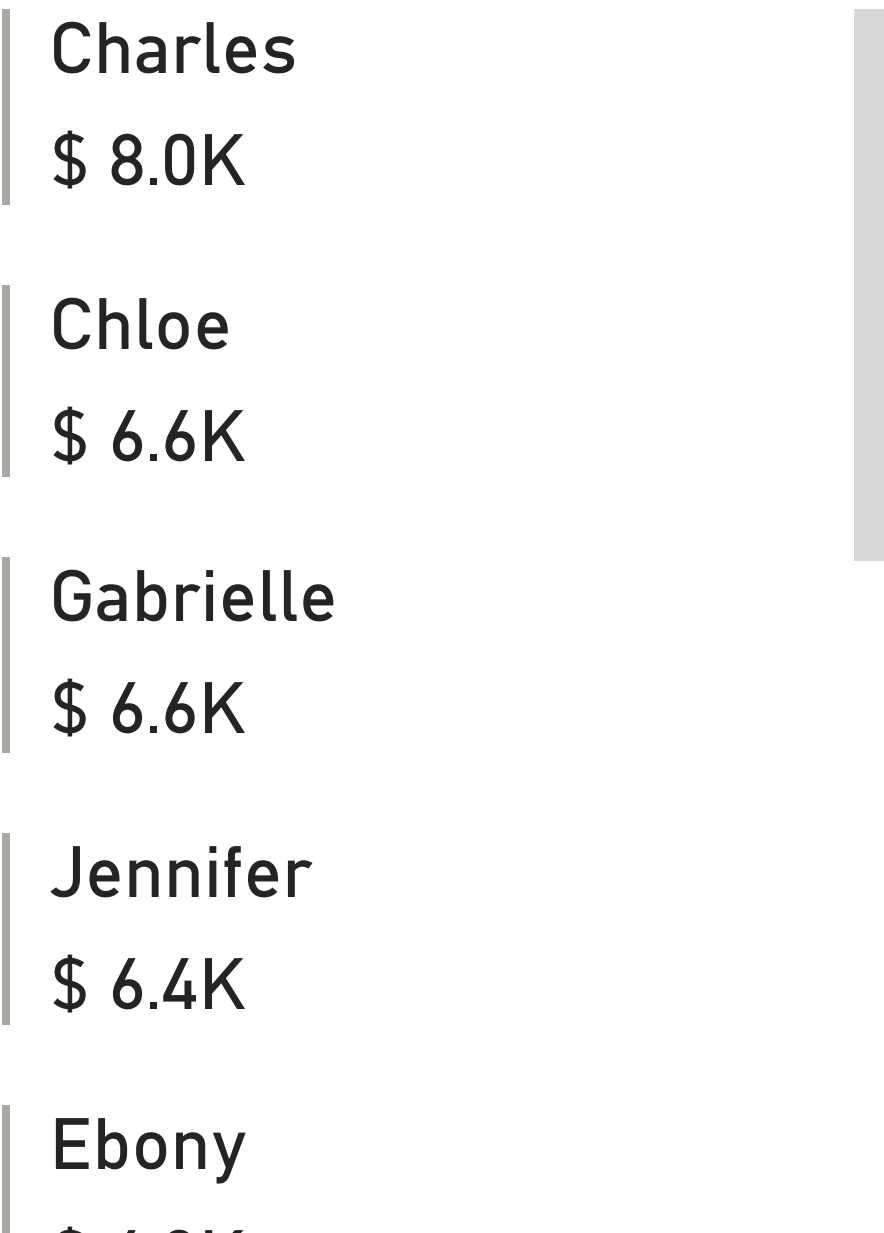
Least customer Regions



How Diverse Are Our Customers in Terms of Age?



Top 10 Customer



Invoice					
CustomerKey	FirstName	Gender	ProductName	ShipDate	
11566	April	F	16GB MP3 Player M1600 Black	Tuesday, January 14, 2020	
11597	Janelle	F	16GB MP3 Player M1600 Black	Sunday, January 12, 2020	
12132	Kaitlyn	F	16GB MP3 Player M1600 Black	Thursday, February 06, 2020	
12254	Calvin	M	16GB MP3 Player M1600 Black	Monday, March 23, 2020	
12301	Nichole	F	16GB MP3 Player M1600 Black	Sunday, May 17, 2020	
12307	Brad	M	16GB MP3 Player M1600 Black	Friday, June 05, 2020	
12375	Jarrood	M	16GB MP3 Player M1600 Black	Saturday, January 18, 2020	
12474	Tammy	F	16GB MP3 Player M1600 Black	Wednesday, July 29, 2020	
12522	Brandy	F	16GB MP3 Player M1600 Black	Monday, August 31, 2020	
12613	Joel	M	16GB MP3 Player M1600 Black	Sunday, September 06, 2020	
12754	Lindsev	F	16GB MP3 Plaver M1600 Black	Tuesdav, October 13, 2020	



Year

2019

Country

All

Category

All

Category name

All

Discount Wise Analysis				
SaleTypeCategory	SaleTypeName	Current Year	Prev Year	Growth
Customer Direct	Direct Marketing	\$ 9.9K	\$ 0.4L	↑2287.59%
In App Ads	Apple	\$ 6.7L	\$ 1.9M	↓-64.58%
Manufacturer Discounts	Supplier	\$ 2.0L		--
Normal	Price	\$ 14.0M	\$ 4.2L	↑3255.34%
Normal Trading	Normal	\$ 1.1M	\$ 3.9M	↓-71.43%
Print Ads	Magazine Campaign	\$ 4.5L	\$ 9.3L	↓-51.47%
Radio Ads	Radio Campaign	\$ 14.0M	\$ 4.2L	↑3255.34%
Special	Sponsorship	\$ 5.1K		--
TV Ads	TV Promotion	\$ 14.0M	\$ 4.2L	↑3255.34%
Web Ads	Instagram	\$ 6.7L	\$ 1.9M	↓-64.58%

Category Wise Analysis			
Category Name	Current Year	Prev Year	Growth
Automobile Media Devices	\$ 5.4L	\$ 1.9L	↑179.47%
Computers Fixed	\$ 5.5L	\$ 2.0L	↑167.93%
Display Media	\$ 1.4M	\$ 6.0L	↑136.73%
Portable A/V	\$ 13.1M	\$ 5.7M	↑128.13%
Portable Computers	\$ 1.8M	\$ 7.1L	↑146.00%
Tablet Accessories	\$ 3.1K	\$ 1.9K	↑61.16%
TV & Video	\$ 1.4M	\$ 5.8L	↑139.25%
Video Media Devices	\$ 3.1K	\$ 1.9K	↑61.16%

Sales Performance Summary			
Year	Current Year	Prev Year	Growth
2016	\$ 2.5K		--
2017	\$ 3.7M	\$ 2.5K	↑14673.51%
2018	\$ 7.2M	\$ 3.7M	↑93.11%
2019	\$ 16.6M	\$ 7.2M	↑132.08%
2020	\$ 9.1M	\$ 16.6M	↓-44.97%

Country Wise Analysis			
Country	Current Year	Prev Year	Growth
Portugal			--
Canada	\$ 1.6L	\$ 3.3K	↑366.92%
Romania	\$ 3.0K	\$ 0.9L	↑239.24%
Taiwan	\$ 1.5L	\$ 4.7K	↑229.97%
Australia	\$ 3.4L	\$ 1.2L	↑194.24%
Ireland	\$ 3.2K	\$ 1.1K	↑193.55%
Germany	\$ 5.1L	\$ 1.8L	↑192.49%
Turkmenistan	\$ 1.8L	\$ 6.4K	↑178.49%
China	\$ 4.6L	\$ 1.7L	↑175.10%
Japan	\$ 4.7L	\$ 2.0L	↑140.70%
India	\$ 1.1L	\$ 4.4K	↑138.92%
Italy	\$ 2.1L	\$ 8.9K	↑134.10%
Pakistan	\$ 2.2L	\$ 9.5K	↑132.04%
United States	\$ 12.2M	\$ 5.3M	↑129.29%
France	\$ 2.4L	\$ 1.1L	↑123.76%
Denmark	\$ 5.2K	\$ 2.1K	↑117.00%