

## Dashboard

## Products Analysis

## Customer Analysis

## Report

Year

2020

Country

All

Category

All

Sub Category

All

Total Customers

2,820!  
(-83.69%)

Total Orders

20,847!  
(-77.75%)

Avg shipping Days

7

## Sales

2020

\$ 9.1M

2019

\$ 16.6M

% change

-44.97%

## Cost

2020

\$ 6.7M

2019

\$ 12.9M

% Change

-48.21%

## Margin

2020

\$ 2.5M

2019

\$ 3.8M

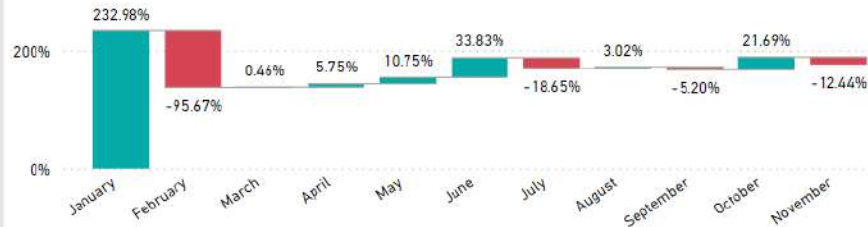
% Change

-33.88%

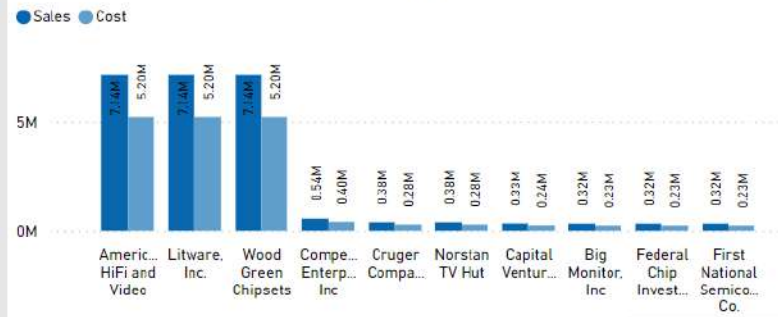
MoM

QoQ

## MoM by Month



## Top Supplier



## Top 3 Categories

Portable A/V

7562803.0

Portable Computers

797494.0

Display Media

643615.0

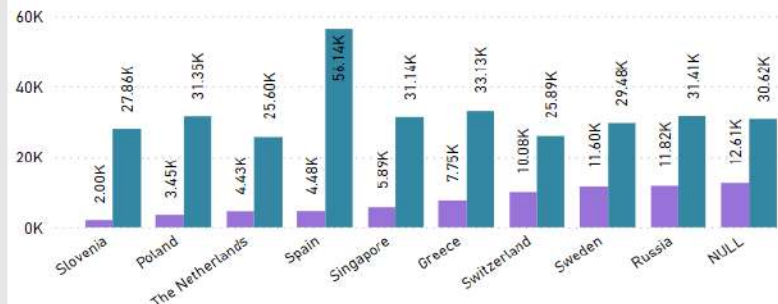
## Where does the global market thrive most?

Current year sales PrevYearSales



## Where does the global market thrive least?

Current year sales PrevYearSales



## Bottom 3 Categories

Automobile Media Devices

230744.0

Tablet Accessories

5892.0

Video Media Devices

5892.0

## Dashboard

## Products Analysis

## Customer Analysis

## Report

Year

2020

Category name

All

Product name

All

Total Products

598

Total Suppliers

40

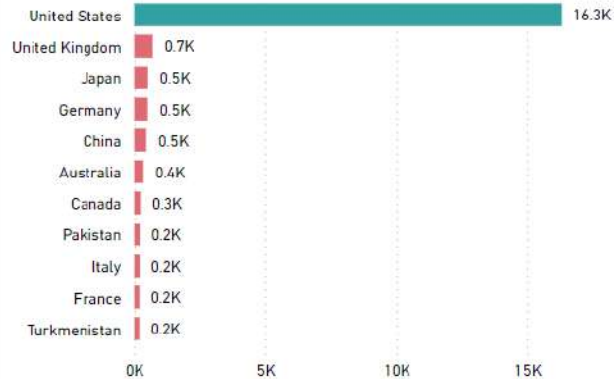
Total Cities

508

Sales Target

0.00M 9.14M 22.83M

### Country wise Total Orders



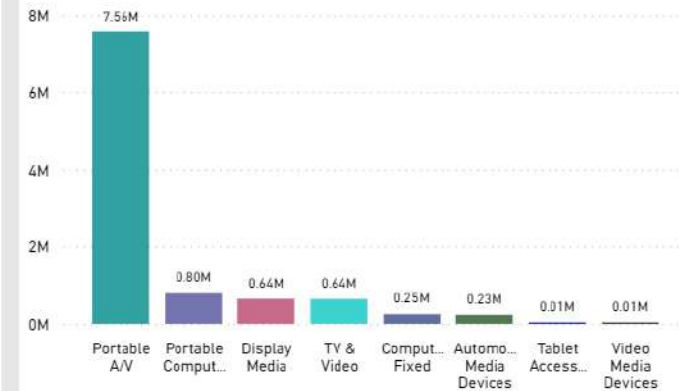
### Top 10 Products

2G MP3 Player E200 Silver	16,298
512MB MP3 Player E51 Blue	16,298
512MB MP3 Player E51 Silver	16,298
BWI LCD19W M100 White	1,246

### Bottom 10 Products

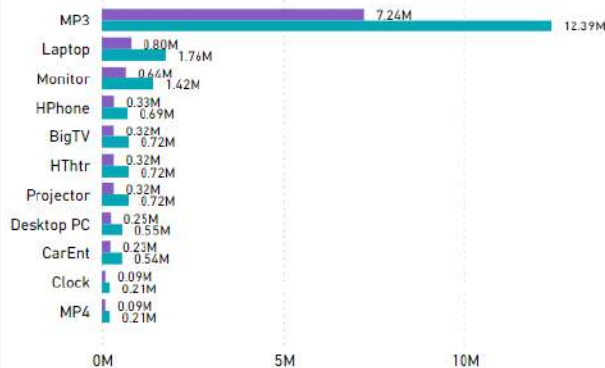
Advent LCD15 E100 White	15
Advent LCD17 E200 White	15
Advent LCD17W E203 White	15
Advent LCD19 E108 White	15

### How do Sales differ across Categories?



### Product Line : Current Year vs. Previous Year

Current year sales PrevYearSales



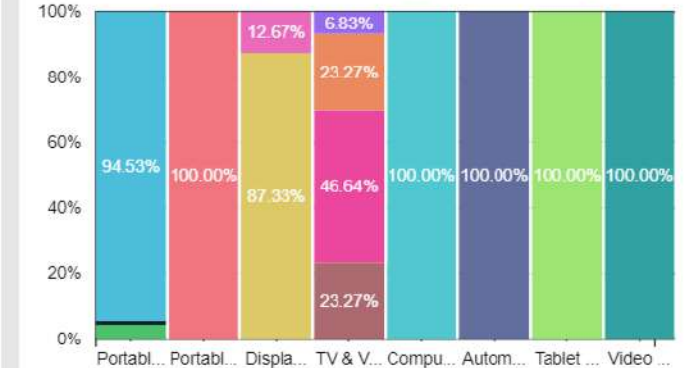
### Sales Type : Current Year vs. Previous Year

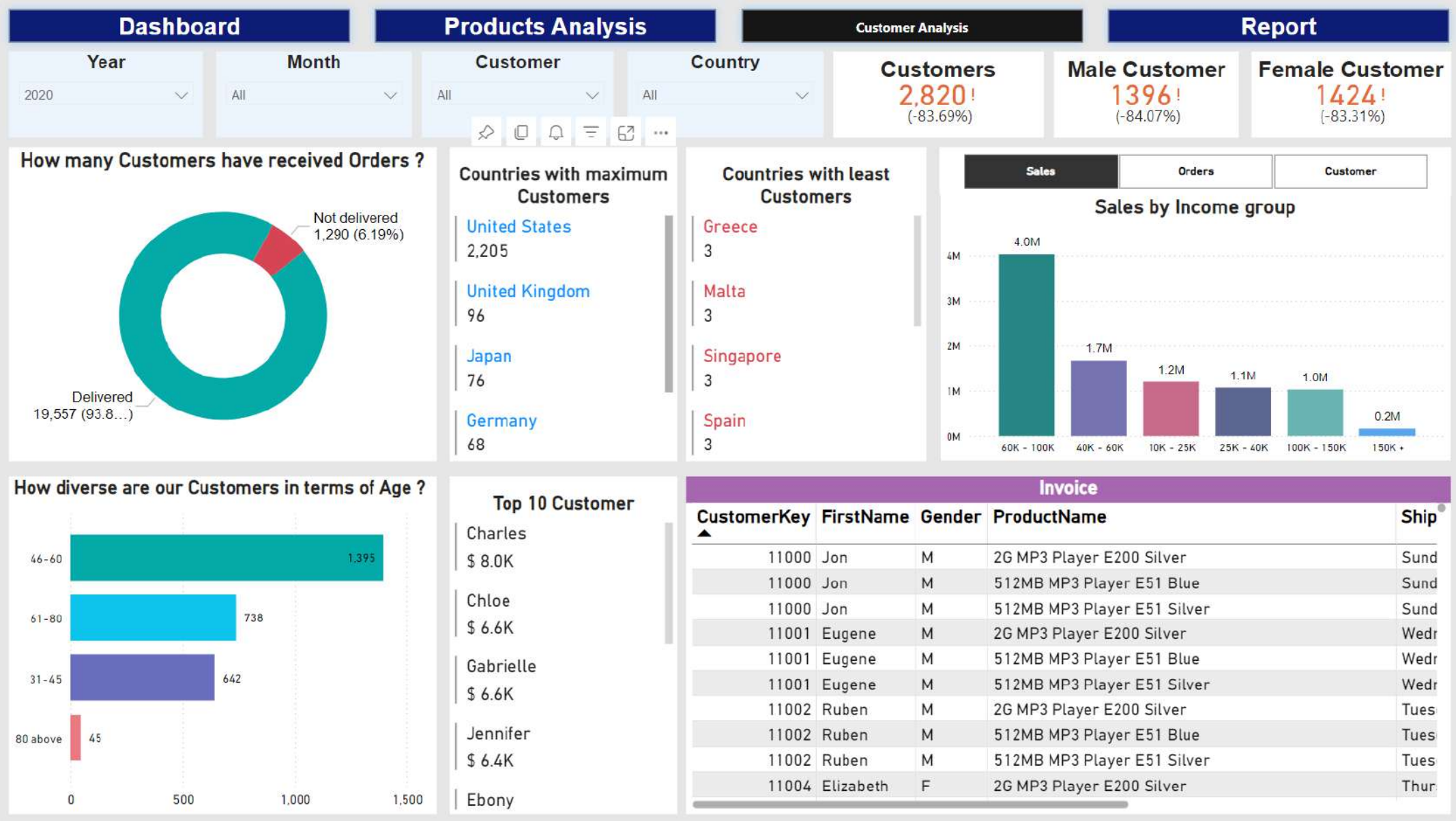
2020 2019



### Which Subcategory excel in driving Sales performance?

ProductSubcategory/Name Big TV (Screens) Bluetooth Headp... Desktop







Dashboard

Year

2019

Country

All

Category

All

Category name

All

Sale type 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	Instaaram	\$ 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%

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%