

1,40M€

overall turnover

791

clients

344 €

average basket

Year
Tout

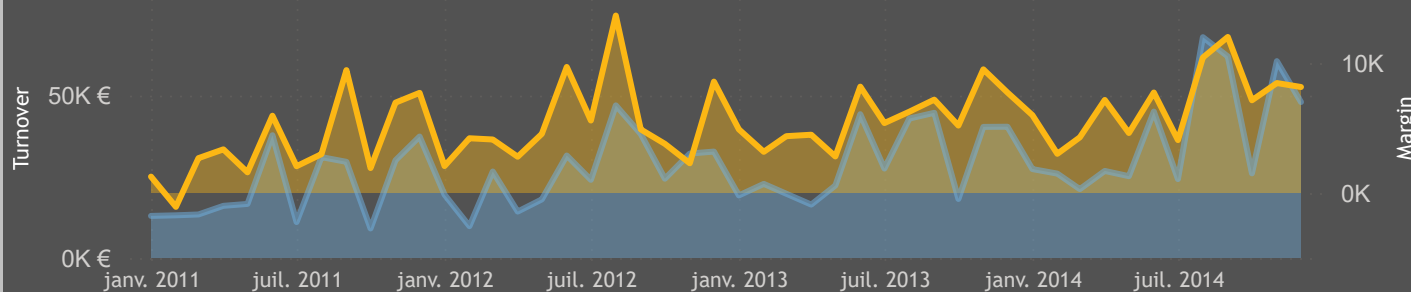
Segment
Tout

Categ...
Tout

Sub-category
Tout

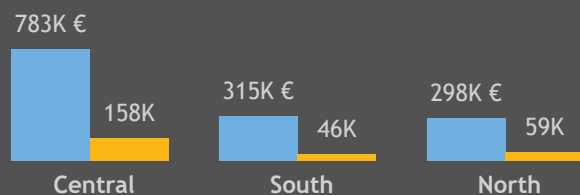
Turnover monthly growth

Turnover Margin



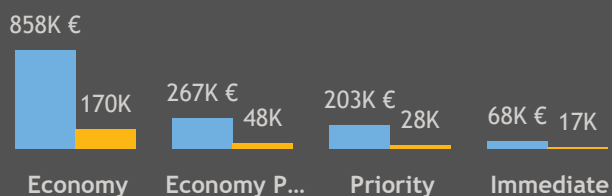
Turnover and margin by region

Turnover Margin



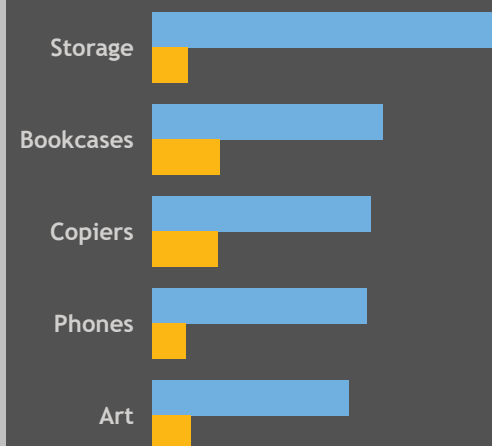
Turnover and margin by shipping method

Turnover Margin



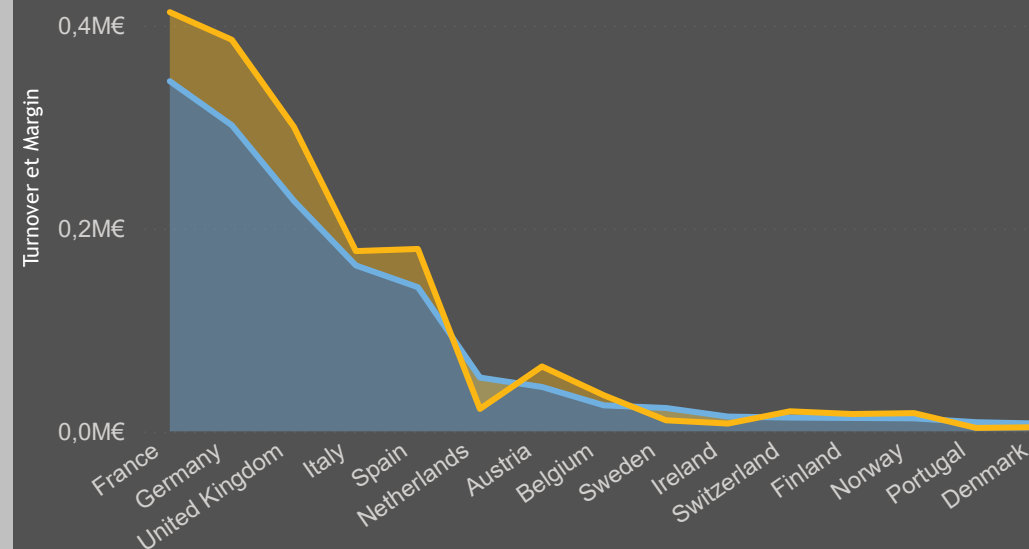
Turnover and margin by sub-category (Top 5)

Turnover Margin



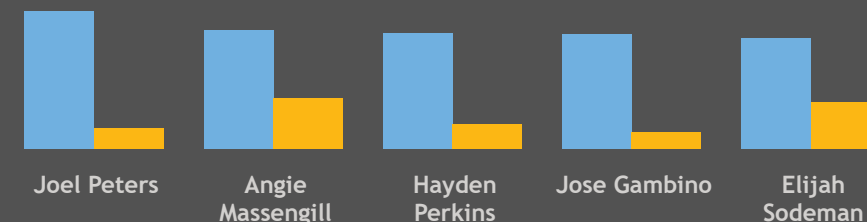
Turnover and margin by country

Turnover Margin



Turnover and margin by clients

Turnover Margin



30K

products sold

4058

orderd

28,09

average purchase frequency

Year



Tout



Segment



Tout



Categ...



Tout



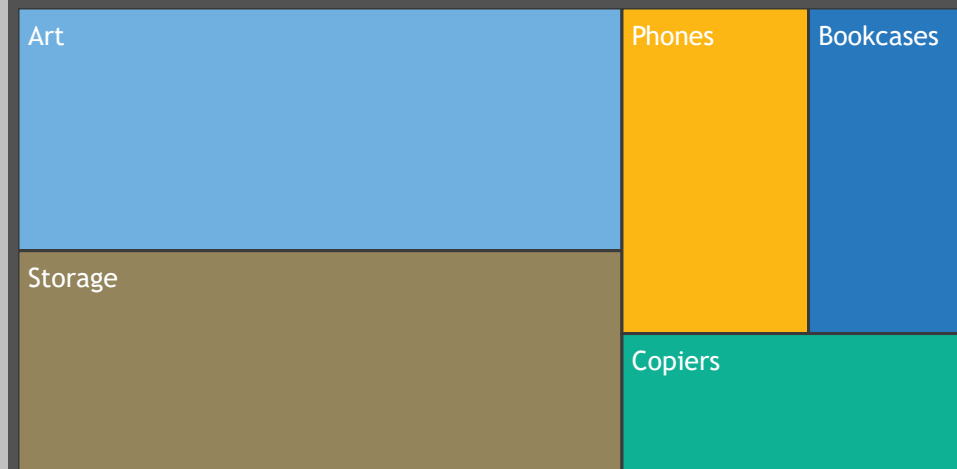
Sub-category



Tout

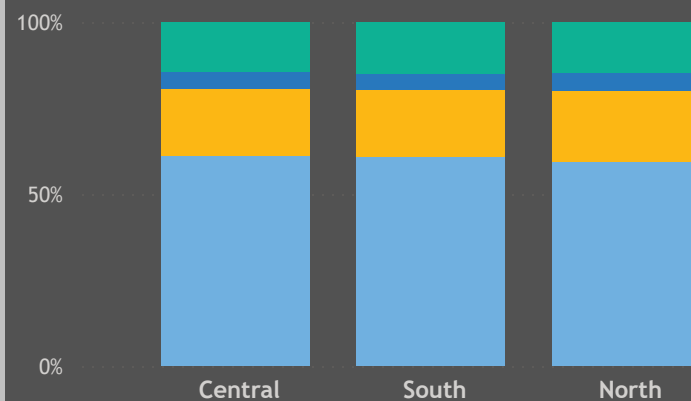


Most popular products (Top 5)



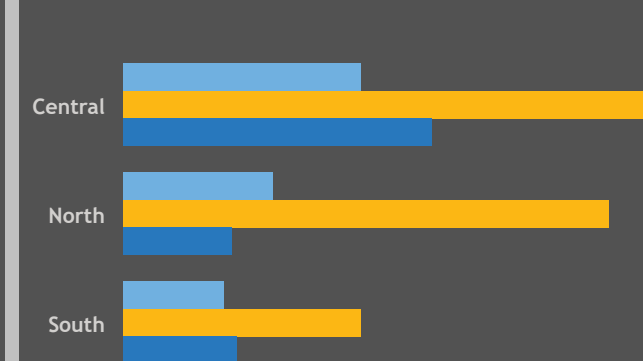
Sales volume by region and shipping method

Ship Mode ● Economy ● Economy Plus ● Immediate ● Priority



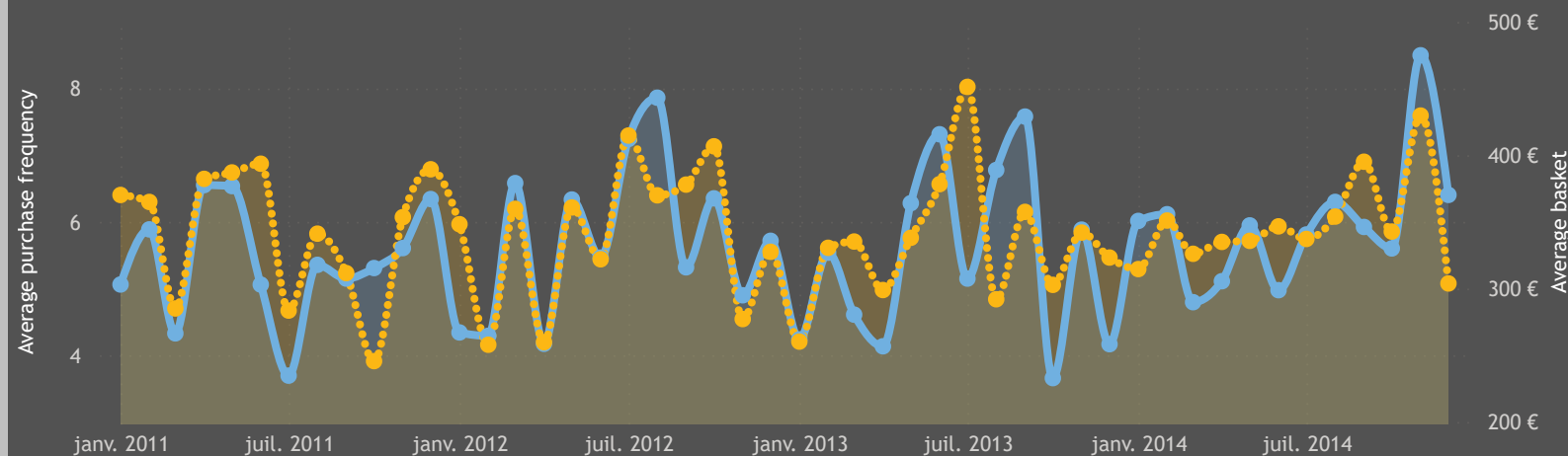
Sales volume by region and product category

Category ● Furniture ● Office Supplies ● Technology



Average purchase frequency vs. average basket growth

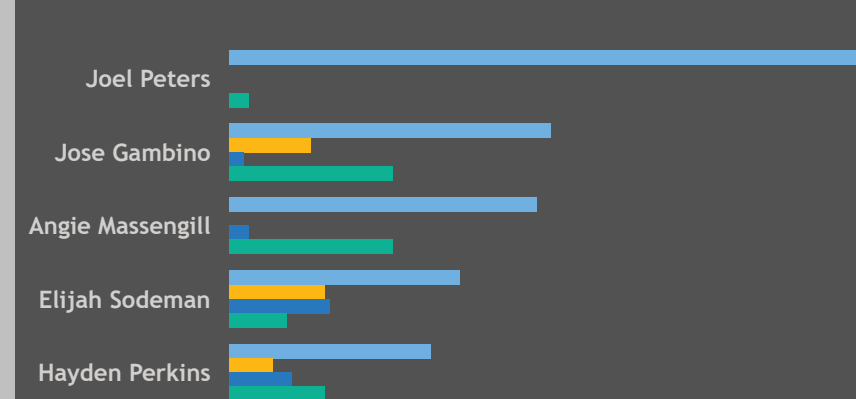
● Average purchase frequency ● Average basket



Sales by customers and delivery method

Top 5 clients

Ship Mode ● Economy ● Economy Plus ● Immediate ● Priority



18,86

return rate (%)

263,20K

total margin

Margin category

Negative margin

Positive margin

Year

Tout

Segment

Tout

Categ...

Tout

Sub-category

Tout

Region	Central		North		South	
Sub-Category	Margin	Turnover	Margin	Turnover	Margin	Turnover
Accessories	14 655,65	47 104,4 €	2 973,22	19 914,917 €	9 331,00	19 741,169 €
Appliances	13 167,49	25 164,33 €	1 537,93	10 851,202 €	9 538,25	10 423,995 €
Art	14 147,00	69 097 €	3 017,00	24 479 €	6 327,00	27 620 €
Binders	9 318,00	45 453 €	1 627,00	15 782 €	3 758,00	16 375 €
Bookcases	13 159,00	76 422,63 €	13 059,44	35 447,294 €	15 460,54	30 703,051 €
Chairs	14 031,99	67 269,729000000001 €	4 172,00	22 461,113 €	-5 704,00	16 160,695 €
Copiers	16 467,12	75 516,389 €	9 599,73	26 558,746 €	14 563,30	33 098,551 €
Envelopes	3 064,00	14 659 €	1 404,00	8 938 €	1 995,00	7 151 €
Fasteners	2 267,00	9 094 €	345,00	3 694 €	808,00	2 976 €
Furnishings	9 171,00	39 296 €	-2 564,00	7 567 €	4 714,00	19 049,02 €
Labels	1 480,00	6 606 €	441,00	2 727 €	715,00	2 948 €
Machines	7 659,00	61 394,228 €	8 059,00	25 610,195 €	-4 400,00	21 414,263 €
Paper	3 774,00	18 365 €	1 191,00	6 378 €	2 520,00	10 484 €
Phones	20 147,83	76 744,706000000001 €	6 603,65	27 136,297 €	-6 113,48	28 778,102 €
Storage	20 073,00	116 340,008 €	4 574,00	47 278,007 €	-2 652,00	52 498,399 €
Supplies	4 348,00	21 296 €	669,00	8 114 €	1 836,00	8 728 €

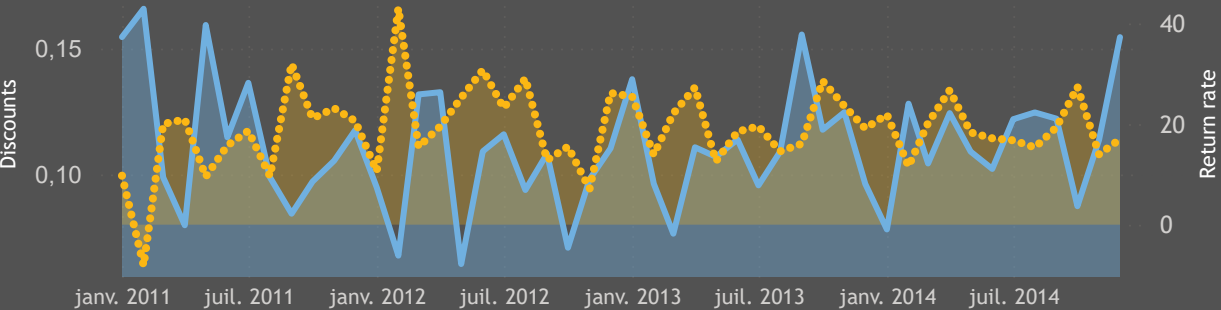
Margin by country

Margin category Negative margin Positive margin



Discounts and return rate growth

Discounts Return rate



Margin growth by product category

Category Furniture Office Supplies Technology

