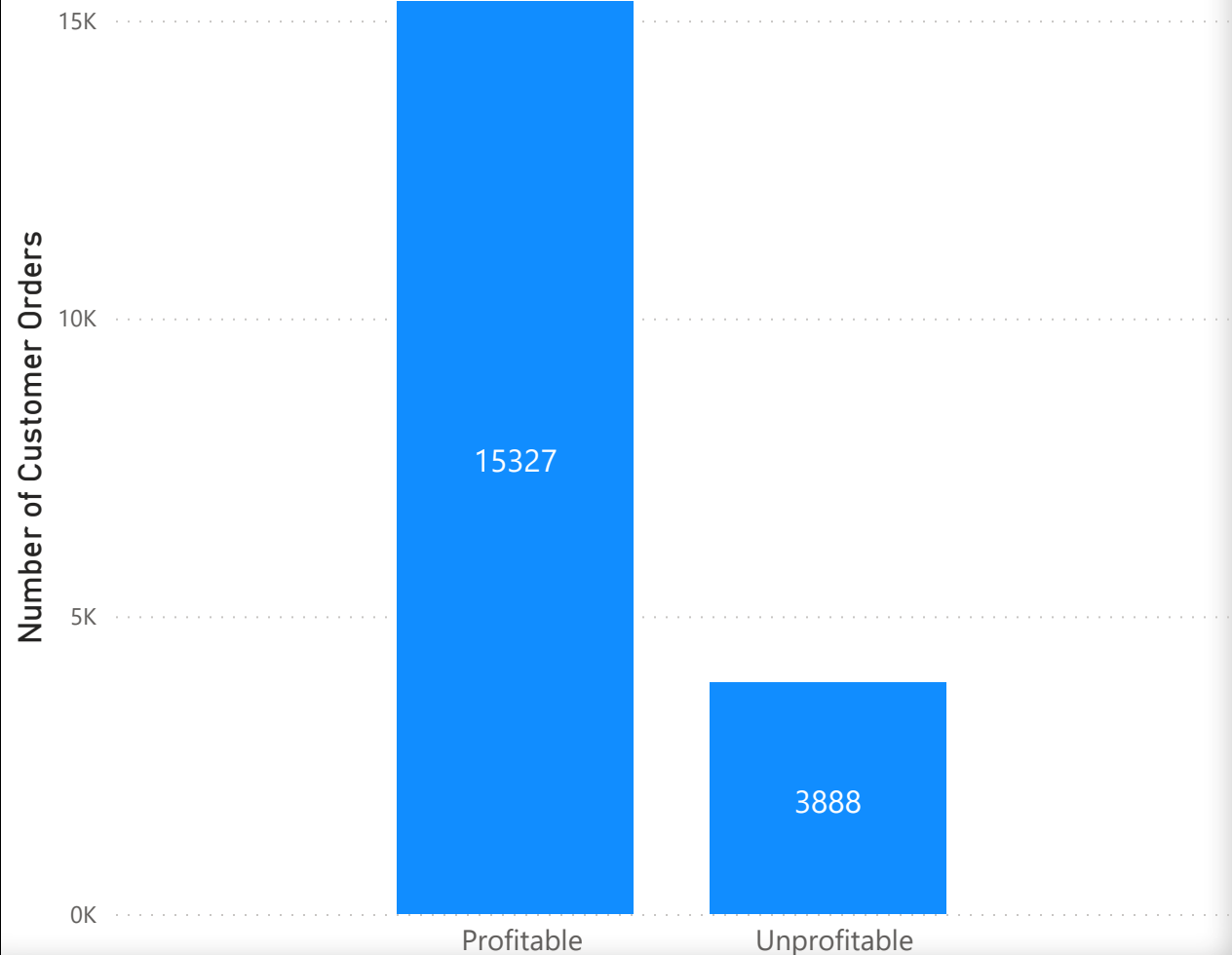


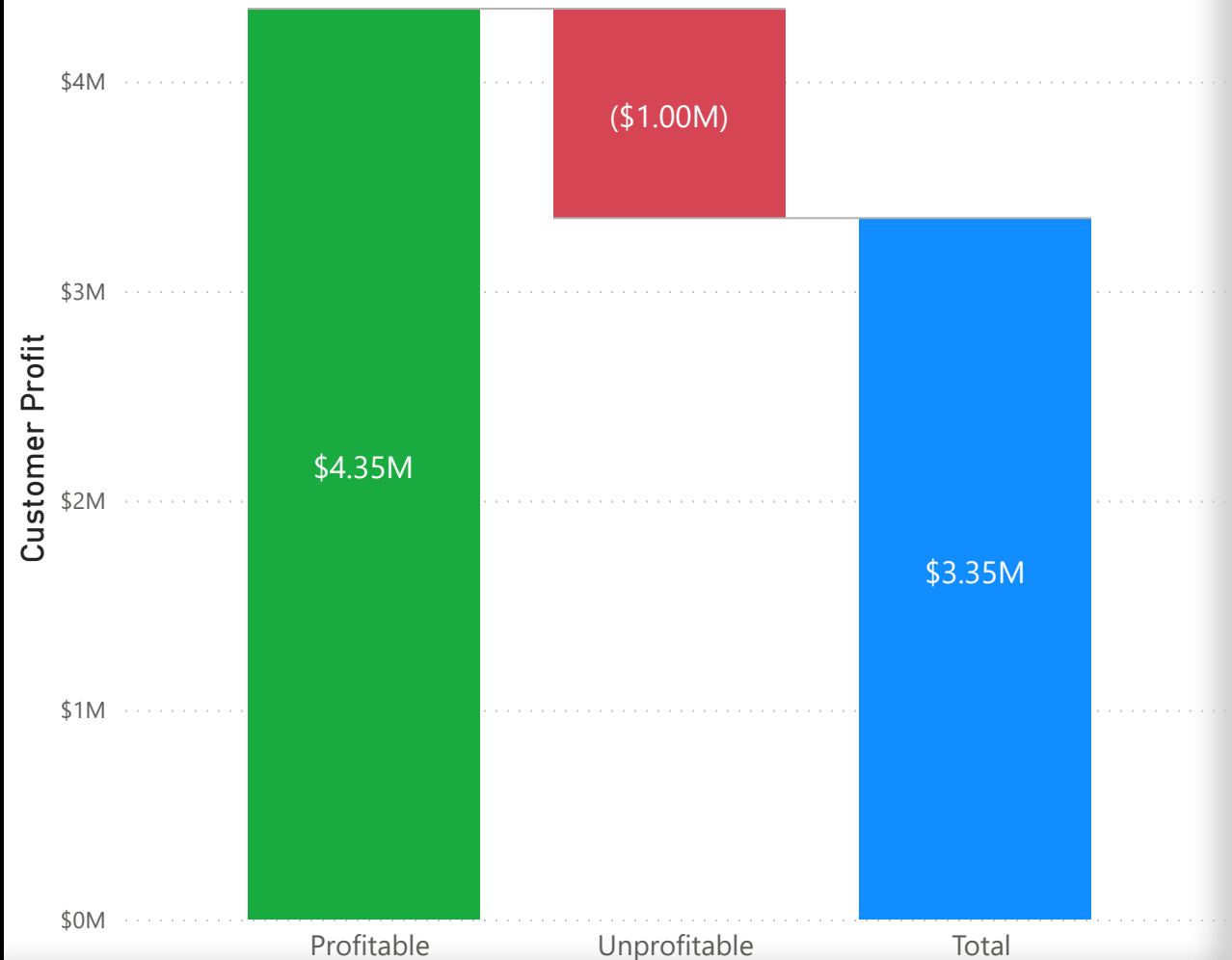
The Effect of Unprofitable Orders

Objective: Determine if unprofitable orders are worth fulfilling, given total customer profit and assuming that unprofitable orders may enable customers to carry out profitable orders in the future.

Number of Profitable and Unprofitable Orders



Customer Profit by Category

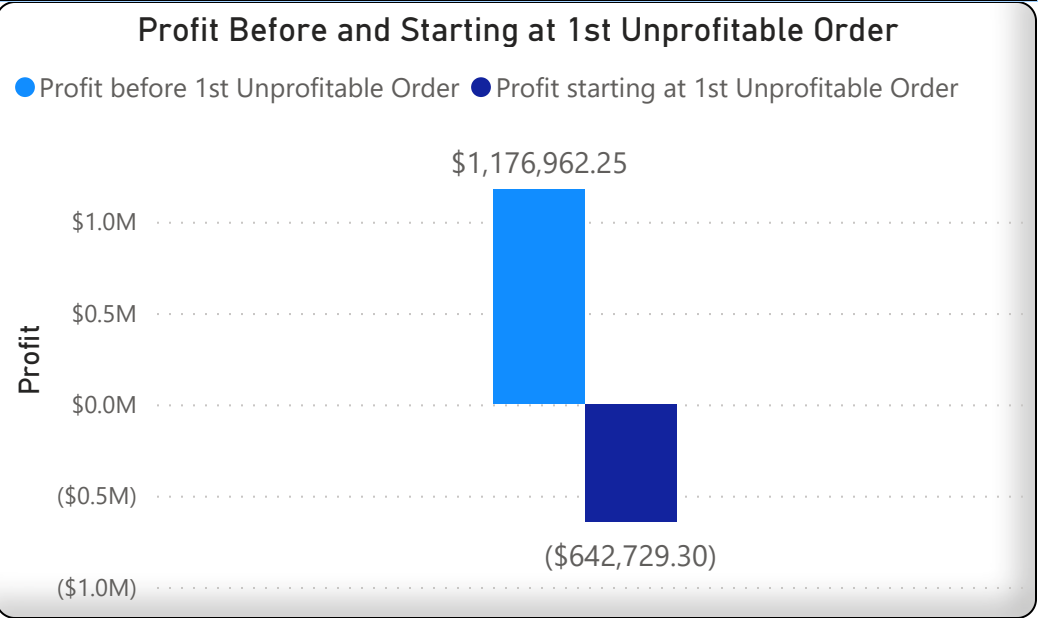
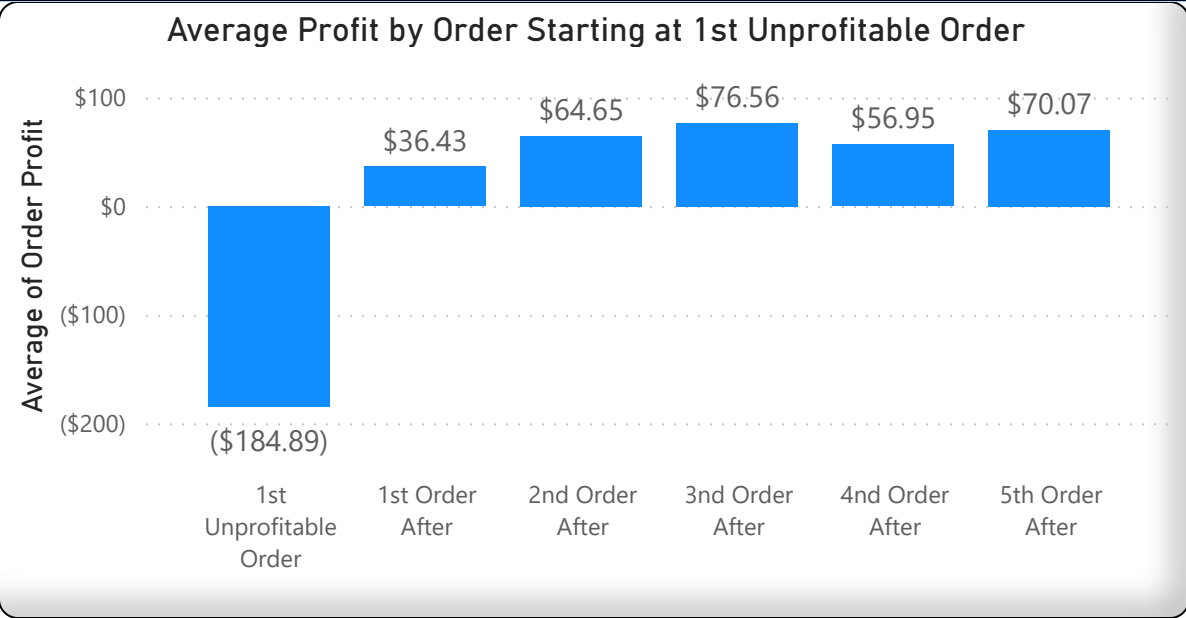


The Effect of Unprofitable Orders

Effect of 1st Unprofitable Order

Effect of 2nd Unprofitable Order

Click for Details



Customer ID	Customer Profit	Customer Profit - Category	Orders before 1st Unprofitable Order - Category	Orders starting at 1st Unprofitable Order - Category	Effect of 1st Unprofitable Order
1	\$159.69	Profitable	All Profitable Orders	All Profitable Orders	
2	\$208.74	Profitable	First Order Negative	Profitable	Customer acquired and Profitable through 1st Negative Order
3	\$334.49	Profitable	Profitable	Profitable	
4	(\$420.09)	Unprofitable	First Order Negative	Unprofitable	Customer acquired but Unprofitable through 1st Negative Order
5	\$309.85	Profitable	All Profitable Orders	All Profitable Orders	
6	\$893.65	Profitable	All Profitable Orders	All Profitable Orders	
7	\$964.89	Profitable	Profitable	Profitable	
8	\$802.36	Profitable	All Profitable Orders	All Profitable Orders	
9	(\$489.99)	Unprofitable	Profitable	Unprofitable	Customer turned Unprofitable through 1st Negative Order
10	(\$151.22)	Unprofitable	First Order Negative	Unprofitable	Customer acquired but Unprofitable through 1st Negative Order
11	\$276.70	Profitable	All Profitable Orders	All Profitable Orders	
12	\$725.13	Profitable	First Order Negative	Profitable	Customer acquired and Profitable through 1st Negative Order
13	\$882.26	Profitable	All Profitable Orders	All Profitable Orders	
14	\$288.48	Profitable	Profitable	Unprofitable	
15	\$69.46	Profitable	All Profitable Orders	All Profitable Orders	

The Effect of Unprofitable Orders



5004

Customer ID

13

Number of Orders

Miami

Customer City

FL

Customer State

United States

Customer Country

Order Details

Order Id	Profit	Order Date	Order City	Order Country
11204	\$90.57	6/13/2015 12:54:00 PM	Ceuta	España
24287	\$221.95	12/21/2015 12:28:00 PM	Qitaihe	China
34726	\$365.83	5/21/2016 9:42:00 PM	Lancaster	United States
41940	\$54.00	9/4/2016 5:05:00 AM	Donetsk	Ukraine
45176	(\$13.05)	10/21/2016 10:48:00 AM	Riyadh	Saudi Arabia
53500	\$188.65	2/19/2017 11:04:00 PM	Tuxtla Gutiérrez	Mexico
54366	\$79.37	3/4/2017 2:28:00 PM	Taubaté	Brazil
57898	\$327.39	4/25/2017 3:53:00 AM	Huehuetenango	Guatemala
58451	\$20.88	5/3/2017 5:38:00 AM	Indaiatuba	Brazil
60239	\$295.61	5/29/2017 8:03:00 AM	Bogotá	Colombia
63001	\$64.75	7/8/2017 3:42:00 PM	Lorient	France
63908	\$63.68	7/21/2017 9:28:00 PM	Cagliari	Italy
65377	\$158.36	8/12/2017 8:07:00 AM	Arezzo	Italy

Item Details

Item ID	Order ID	Product ID	Profit	Product Name	Product Category
28008	11204	403	\$39.64	Nike Men's CJ Elite 2 TD Football Cleat	Men's Footwear
28009	11204	502	\$50.93	Nike Men's Dri-FIT Victory Golf Polo	Women's Apparel
60743	24287	365	\$18.72	Perfect Fitness Perfect Rip Deck	Cleats
60744	24287	1004	\$164.63	Field & Stream Sportsman 16 Gun Fire Safe	Fishing
60745	24287	502	(\$24.60)	Nike Men's Dri-FIT Victory Golf Polo	Women's Apparel
60746	24287	235	\$46.23	Under Armour Hustle Storm Medium Duffle Bag	Fitness Accessories
60747	24287	1014	\$16.97	O'Brien Men's Neoprene Life Vest	Indoor/Outdoor Games
86724	34726	191	\$217.33	Nike Men's Free 5.0+ Running Shoe	Cardio Equipment
86725	34726	1014	(\$2.05)	O'Brien Men's Neoprene Life Vest	Indoor/Outdoor Games
86726	34726	1073	\$6.23	Pelican Sunstream 100 Kayak	Water Sports
86727	34726	365	\$85.67	Perfect Fitness Perfect Rip Deck	Cleats
86728	34726	403	\$58.65	Nike Men's CJ Elite 2 TD Football Cleat	Men's Footwear
104701	41940	502	\$54.00	Nike Men's Dri-FIT Victory Golf Polo	Women's Apparel
112847	45176	1004	\$184.23	Field & Stream Sportsman 16 Gun Fire Safe	Fishing
112848	45176	627	(\$24.35)	Under Armour Girls' Toddler Spine Surge Runni	Shop By Sport
112849	45176	1014	(\$139.34)	O'Brien Men's Neoprene Life Vest	Indoor/Outdoor Games
112850	45176	1014	(\$33.59)	O'Brien Men's Neoprene Life Vest	Indoor/Outdoor Games
133691	53500	365	(\$77.10)	Perfect Fitness Perfect Rip Deck	Cleats
133692	53500	365	\$37.94	Perfect Fitness Perfect Rip Deck	Cleats
133693	53500	191	\$174.22	Nike Men's Free 5.0+ Running Shoe	Cardio Equipment
133694	53500	37	\$44.09	adidas Kids' F5 Messi FG Soccer Cleat	Baseball & Softball
133695	53500	627	\$9.50	Under Armour Girls' Toddler Spine Surge Runni	Shop By Sport

The Effect of Unprofitable Orders

- 19215 customers, 55648 complete orders, and \$3.35m in profit.
- An order is considered complete when payment is received or expected to be received.
- Data between 1/1/2015 - 1/31/2018
- Sellers should be critical when evaluating potential profit for an order. The Details tab can help determine which products lead to negative profits. Sellers can then work on reducing costs for that product, disallow any discounts on the product, or reject the product altogether.