## **FINANCIAL OVERVIEW ANALYSIS** Q1 Q2 Q3 Q4 2016 2017 2018 Sales **Discount Total Profit Orders Sold product** 61.62K 470.53K 327.09 7979 1.04K 969 2015: 484.25K 2015: 315.46 2015: 49.54K 7581 2015: 2015: **-2.83% ↓** 3.69% 1 YoY: 24.37% 1 7.12% 1 5.25% 1 YoY: YoY: YoY: YOY: Sales and Discount by Category Sales and Total Profit by Category 170.5K 162.8K 170.5K 162.8K 137.2K 137.2K **Financial** Sales Sales 198.9 Total Profit Discount 76.3 33.5K 25.1K 3.0K 51.9 Technology **Furniture Office Supplies Furniture Technology Office Supplies Sold product Sales Sales Total Profit Discount** Sold product by Region Sold product and Total Profit by Year and Quarter name 4K 2.6K West 20K 2K 2.4K **East** 10K 1.7K Central 0K Q1 Q3 Q2 Q4 2016 1.3K South

## **CUSTOMER ANALYSIS**

Segment Year

Consumer Corporate Home Office 2016 2017 2018

Total Customers

396K

**Standard Class** 

Total sold Produc

Number of Order

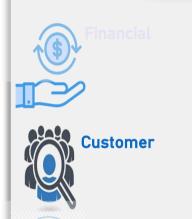
693 12K

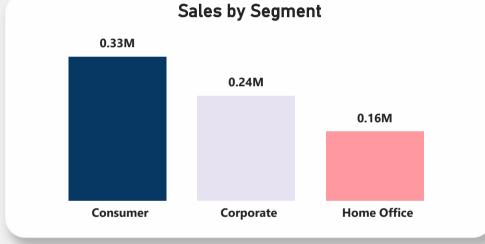
1687

49K

Same Day







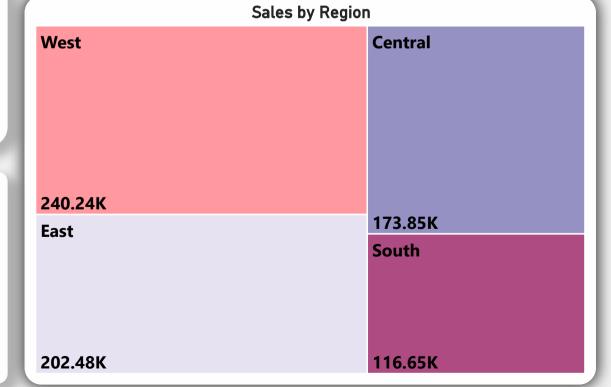
Sales by Ship Mode

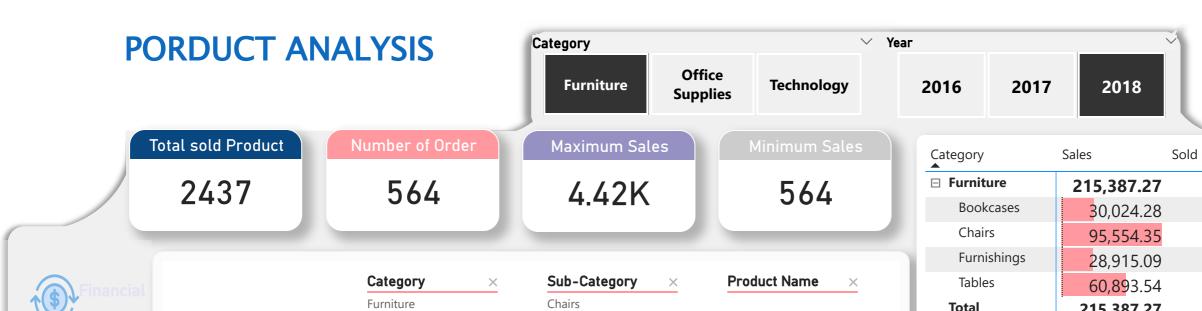
140K

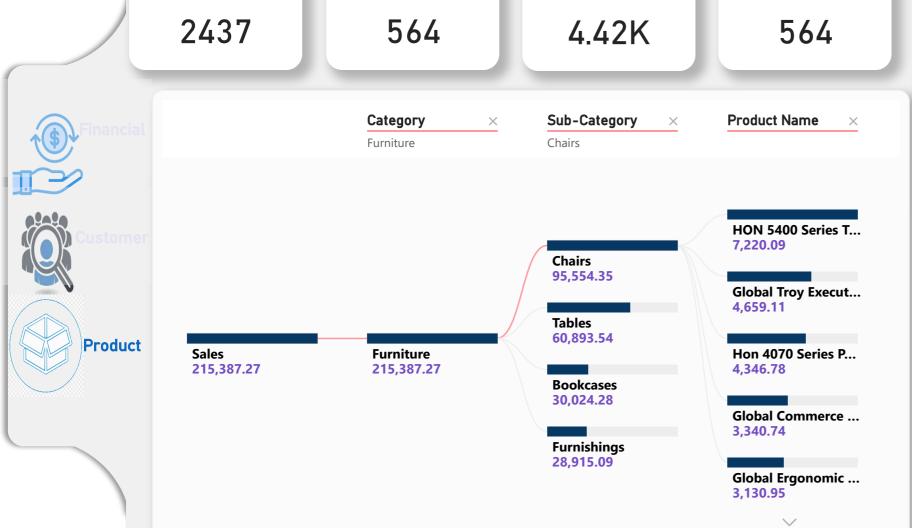
**First Class** 

149K

**Second Class** 







Category	Sales	Sold product
<b>□ Furniture</b>	215,387.27	2437
Bookcases	30,024.28	276
Chairs	95,554.35	674
Furnishings	28,915.09	1097
Tables	60,893.54	390
Total	215,387.27	2437

