1.A graph with different colored bars

Description automatically generated

The EU market in the Central region has more sales than all other regions. EU, LATAM and US are the only markets that are split across multiple regions: North (only EU and LATAM), South, Central, West (US only), and East (US only).

2. A blue graph on a white background

Description automatically generated

While over time they have made higher profits, they are have had more periods where their profits were negative over time.

Moments of higher sales shows higher profits.

3. A map of the world with blue dots

Description automatically generated

USA has the largest Sum of sales among any country, but the EU has the largest sum of Sales among regions.

Africa nad South America have the least amount of Total Sales.

4. A map of the world with blue circles

Description automatically generated

USA has the highest profit among any country.

The EU region has the highest total profit among any other region.

5. A blue lines on a white background

Description automatically generated

There seems to be a relationship between discount and profit that is negative. Higher discounts result in less profit. This also shows that negative profits happen mainly because of discounting. Any order, with an 80% discount or greater, is a guaranteed negative profit or no profit.

6. A blue and orange circle with white text

Description automatically generated

Consumers make up ~51% of their total sales and is double the Home Office segment (~18%). The Corporate segment makes up approximately a third of the total sales (30.25%).

7. A screenshot of a graph

Description automatically generated

Medium priority orders have the majority of total discount. The Market distribution among discounts seems pretty even, but Africa shows the least amount of total discount. APAC has the highest amount of total discounts.

8. A graph with blue squares

Description automatically generated

Here we can see over 7 million in total sales in from medium priority packages, almost double the next (High priority packages). They also have the most profit. Low priority and critical have sub 2 million in sales, and barely any profit.

9. A screenshot of a computer screen

Description automatically generated

Here is a dashboard to summarize all of the visualizations and can interact and apply filters to all visualizations at once to compare.

10. A screenshot of a computer

Description automatically generated

Central Region of the EU shows that the largest Countries by sales and by profit are France and Germany.

While Austria, Belgium and Switzerland make a large sum of sales, none of those countries make nearly the same profit as Germany and France.

The Central EU has a lot of orders with discounts, and majority of those orders are not profitable, however majority of orders under a 25% discount are profitable.

The Central EU has a large sum of sales with medium and high priority packaging, totaling at 1.5 million. They also have the largest profits.

11. A screenshot of a computer screen

Description automatically generated

Africa shows that majority of the sales are from medium priority.

We can also see that Africa has only had discounted orders at 10% and at 70% which are pretty extremely far apart, with majority in the 70% discount.

Most orders had no discounts and were profitable, but all 70% discounted orders were no-profit or negative.

Majority of orders have no discounts. The sums of the discounts for Africa is <1000 while the total sum of sales is approximately 783,000.