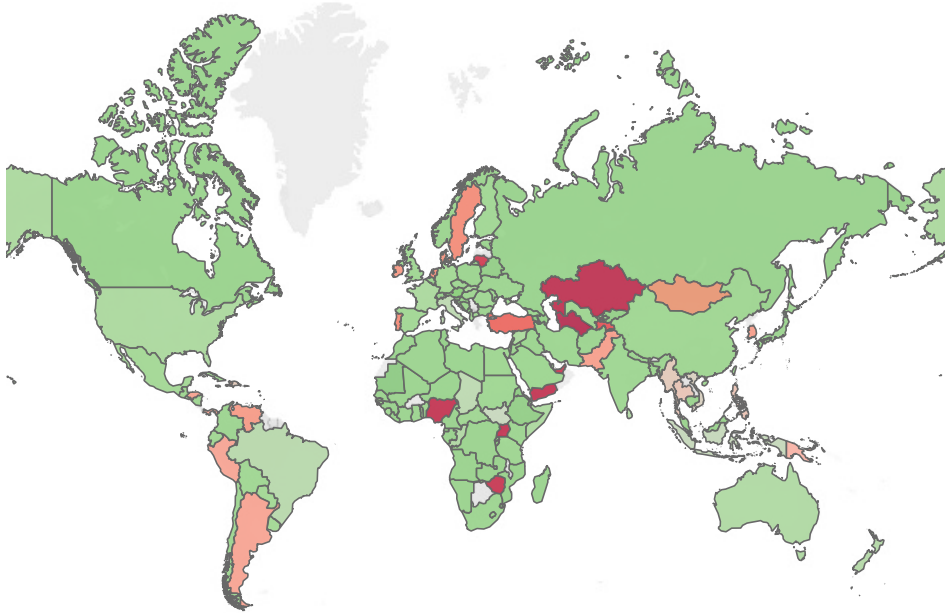


Analysis on an Ecommerce Store

Company Overview	Product Analysis	Shipping Analysis	Customer Analysis	Country Analysis
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Sales	Profit	Profit Ratio	Number of Customers
\$12,629,244	\$1,466,437	11.61%	1,590

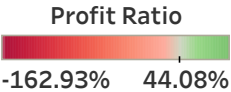
Distribution of Profits



© 2024 Mapbox © OpenStreetMap

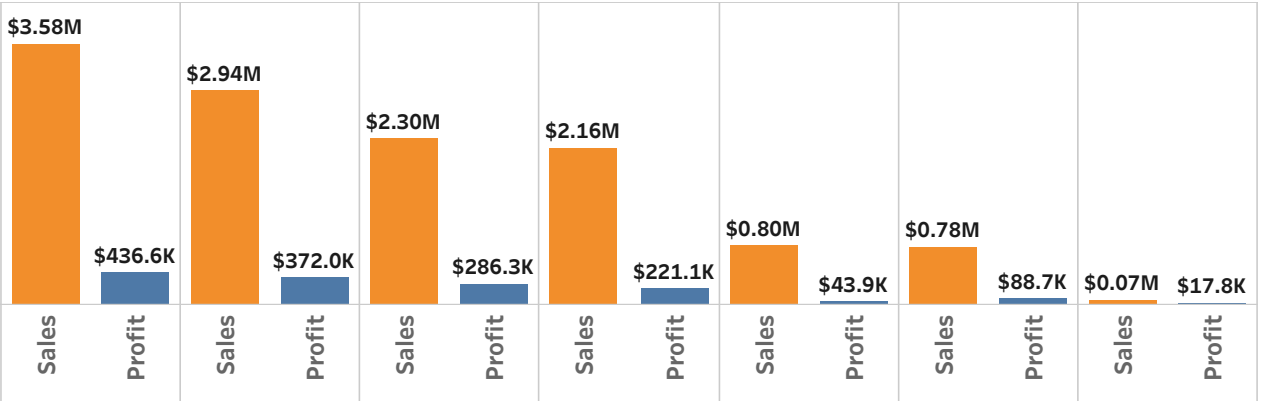
Market Overview

Proportion of discounted transactions



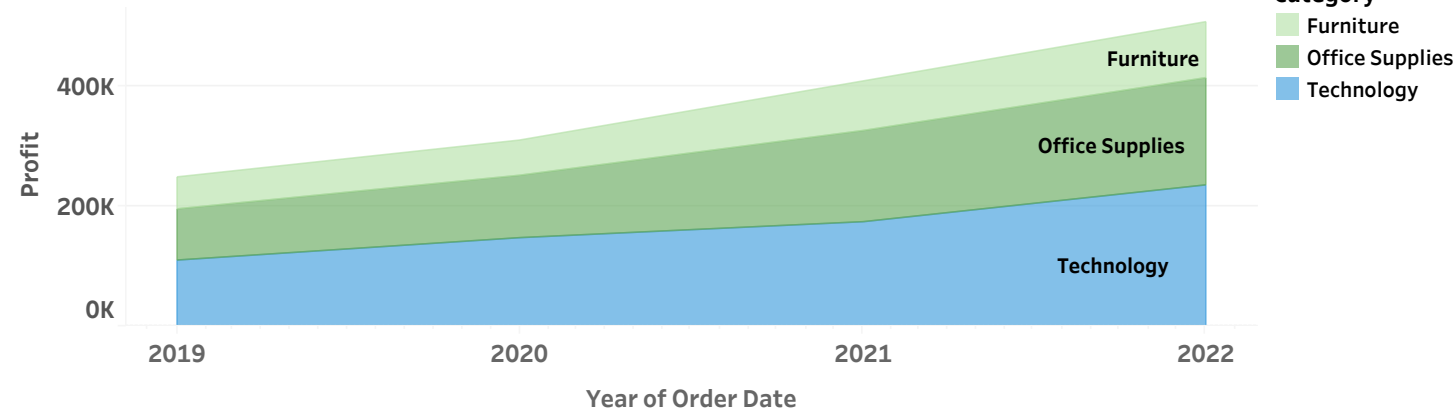
APAC	EU	US	LATAM	EMEA	Africa	Canada
57.4%	38.7%	52.0%	41.2%	32.0%	23.0%	0.0%

Sales
Profit



- Market
- ✓ Africa
 - ✓ APAC
 - ✓ Canada
 - ✓ EMEA
 - ✓ EU
 - ✓ LATAM
 - ✓ US

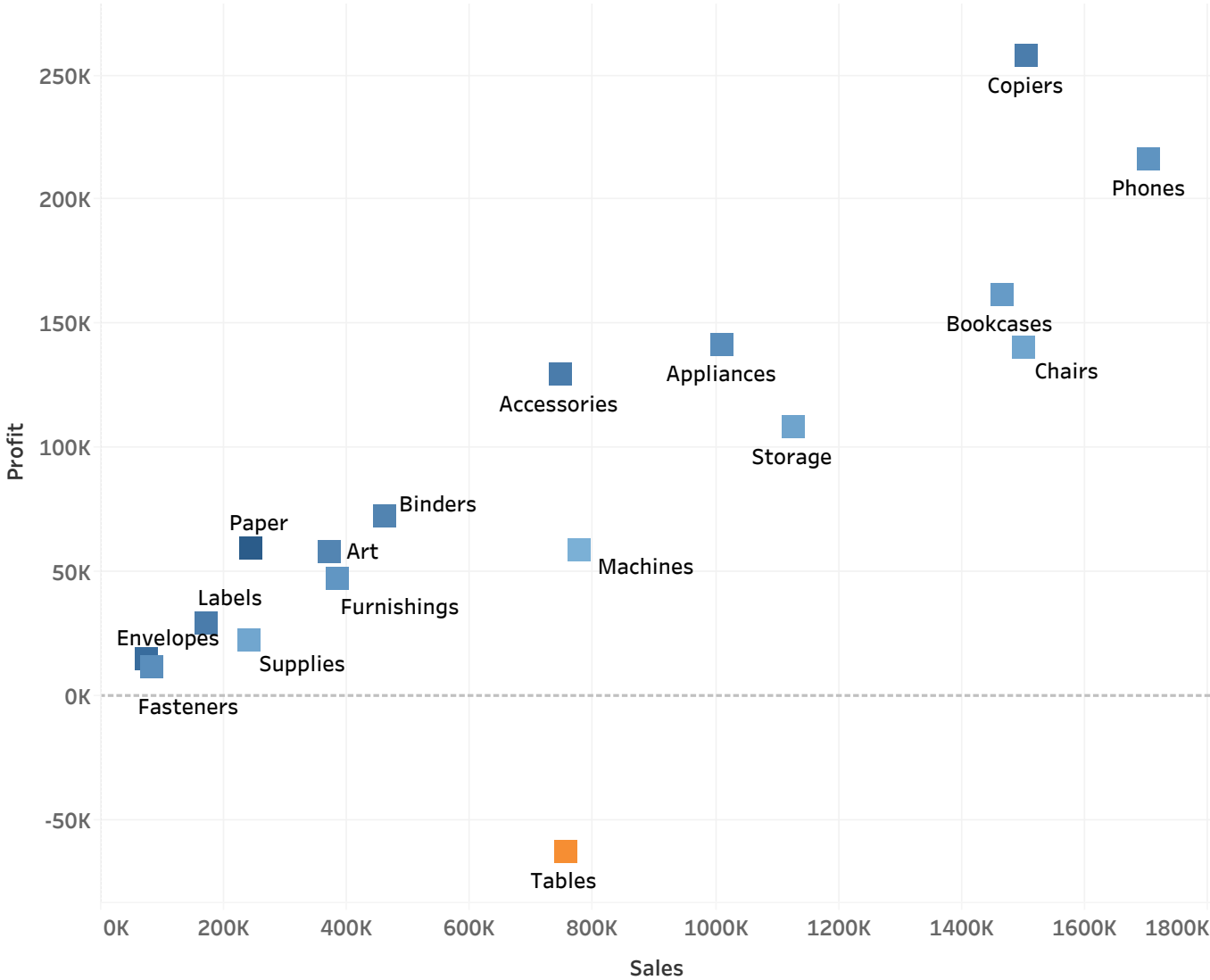
Progress of Profit across Categories



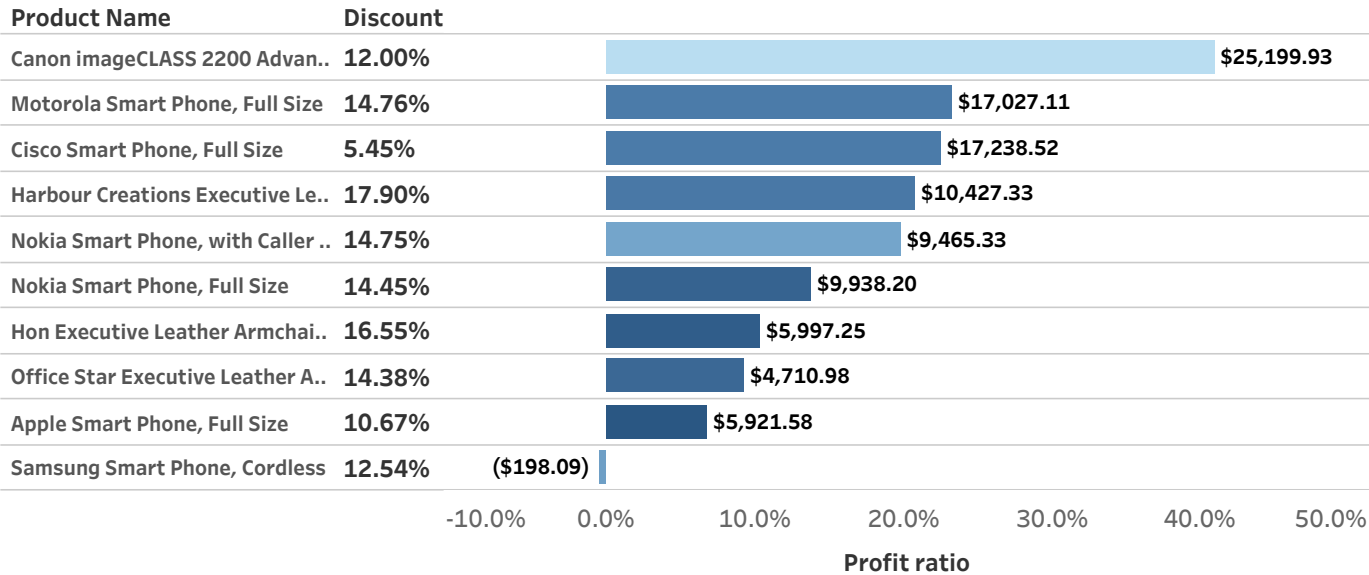
Analysis on an Ecommerce Store

Company Overview	Product Analysis	Shipping Analysis	Customer Analysis	Country Analysis
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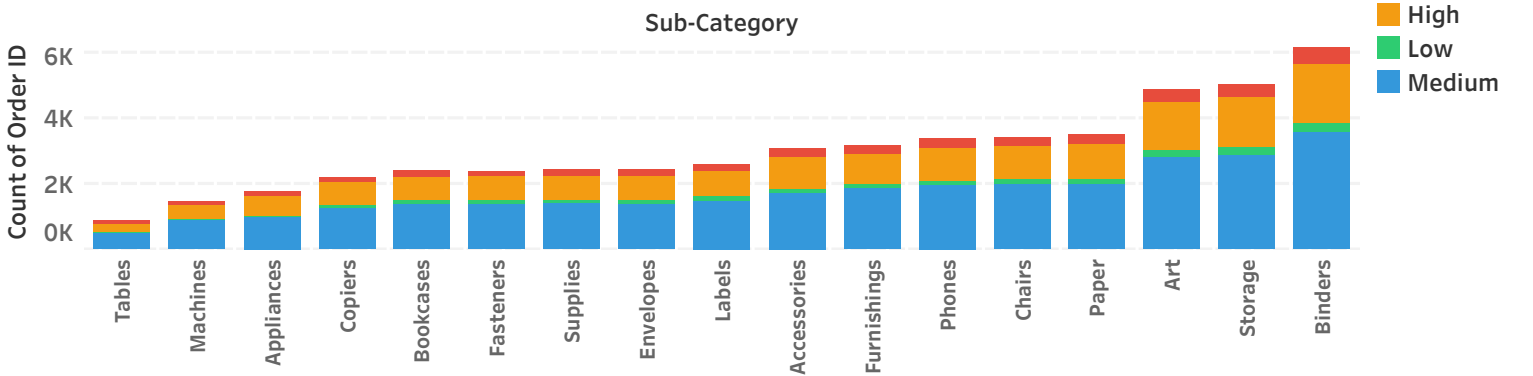
Sub Catogories based on Sales and Profits



Top 10 Profitable Products by Sales



Order Priority Preferences by Sub Category



Analysis on an Ecommerce Store

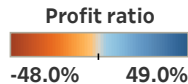
Company Overview

Product Analysis

Shipping Analysis

Customer Analysis

Country Analysis



Top 10 products with highest Shipping Costs

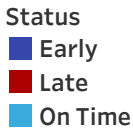
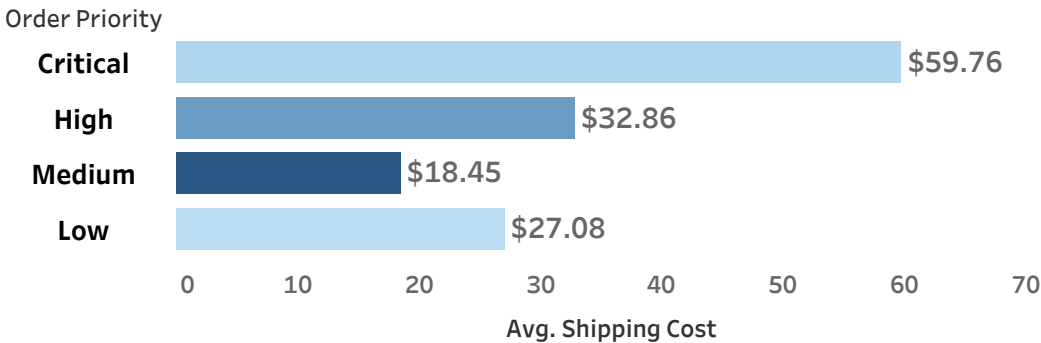
Category	Sub-Cate..	Product Name	Avg. Discount	
Technology	Machines	Cubify CubeX 3D Printer Triple Head Print	50.0%	4
		Ativa V4110MDD Micro-Cut Shredder	0.0%	11
		Hewlett-Packard Deskjet 6988DT Refurbished Print..	0.0%	5
		3D Systems Cube Printer, 2nd Generation, Magenta	0.0%	11
		Zebra ZM400 Thermal Label Printer	0.0%	6
		Lexmark MX611dhe Monochrome Laser Printer	40.0%	18
	Copiers	Hewlett Packard LaserJet 3310 Copier	20.0%	38
Furniture	Tables	Chromcraft Conference Table, Fully Assembled	10.0%	12
Office	Binders	Ibico EPK-21 Electric Binding System	33.3%	13
Supplies	Supplies	Martin Yale Chadless Opener Electric Letter Opener	10.0%	22

0 100 200 300 400 500 600 700

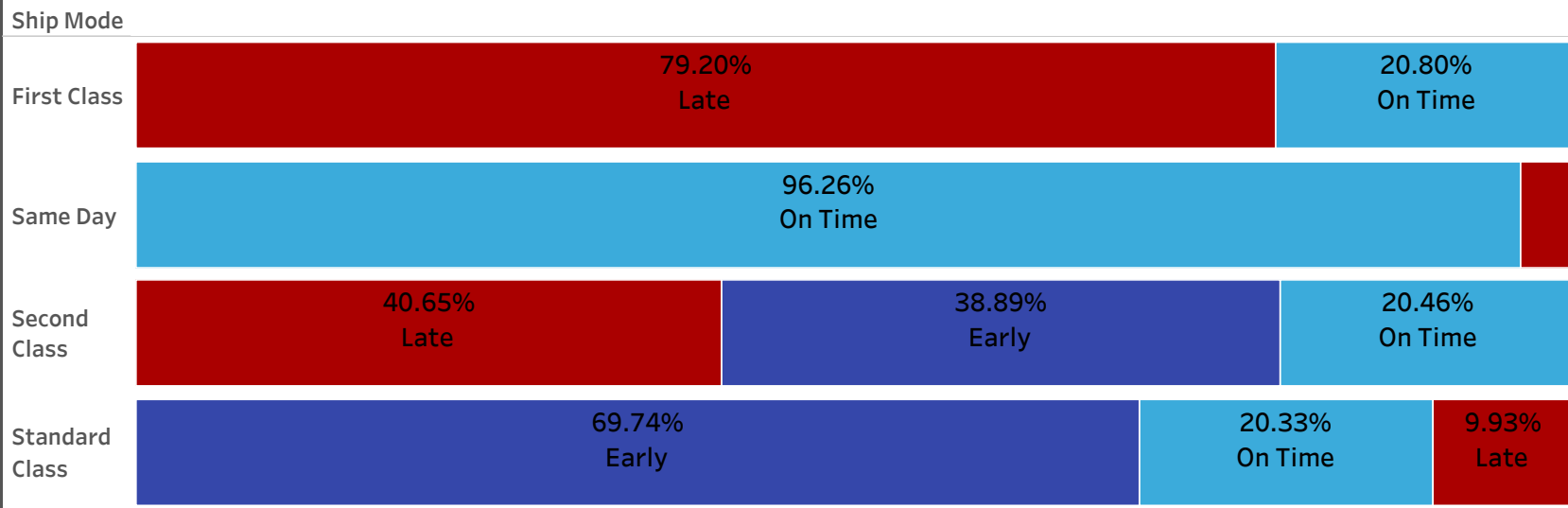
Avg. Shipping Cost



Shipping Costs by Order Priority



Delivery Summary by Ship Mode



Shipping Cost Breakdown by Delivery Status and Priority

Delivery ..	Order Pri..	Avg. Shipping Cost	Quantity
Early	Critical	\$52.8	3,418
	High	\$30.0	30,874
	Medium	\$16.9	54,438
Late	Critical	\$60.5	4,678
	High	\$36.1	13,538
	Low	\$26.6	4,054
On Time	Medium	\$21.8	23,790
	Critical	\$63.7	5,330
	High	\$37.5	9,529
	Low	\$27.5	4,243
	Medium	\$18.7	24,197

Analysis on an Ecommerce Store

Company Overview	Product Analysis	Shipping Analysis	Customer Analysis	Country Analysis
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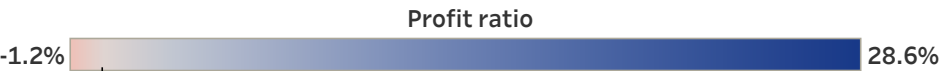


Customer Retention Analysis

		Quarters to Repeat Purchase															
Year of F..	Quart..	Null	0	1	2	3	4	5	6	7	8	9	10	11	12	13	Grand ..
2019	Q1		122	197	90	37	13	14	13	2	6	3	1	1	2		501
	Q2		123	139	66	22	18	10	11	8	4	8	1	2	1	1	414
	Q3	1	83	76	16	21	29	8	8	7	2	3		2		1	257
	Q4		41	26	18	16	10	5	4	9	5		3				137
2020	Q1		8	13	12	6	3	6	6	1			2				57
	Q2		7	17	5	2	11	5	5		1	2	1				56
	Q3		11	15	3	5	9	9	5			1					58
	Q4	2	6	8	6	3	6	6		1							38
2021	Q1		2	6	5	3		3	1								20
	Q2	1	4	3	2	3	1	1									15
	Q3	1	3	7	2		1	1									15
	Q4	3	1	1	1												6
2022	Q1		2	3		2											7
	Q2	1	2	3	1												7
	Q3	1	1														2
Grand Total		10	416	514	227	120	101	68	53	27	19	17	8	5	3	2	1,590

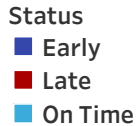
Top 15 Customers

Segment	Customer Name	
Consumer	Christopher Conant	\$5,603.3
	Greg Tran	\$5,214.1
	Hunter Lopez	\$7,816.6
	Natalie Fritzler	\$1,542.8
	Peter Fuller	\$1,063.3
	Raymond Buch	\$8,453.0
	Sanjit Engle	\$6,015.8
	Susan Pistek	\$6,484.4
Corporate	Bart Watters	\$3,595.9
	Fred Hopkins	\$4,609.3
	Jane Waco	\$6,265.8
	Tamara Chand	\$8,672.9
Home Office	Penelope Sewall	\$4,338.8
	Sean Miller	(\$409.7)
	Tom Ashbrook	\$6,312.0
		0K 10K 20K 30K 40K 50K
		Sales



Delivery (Summary) by Order Priority

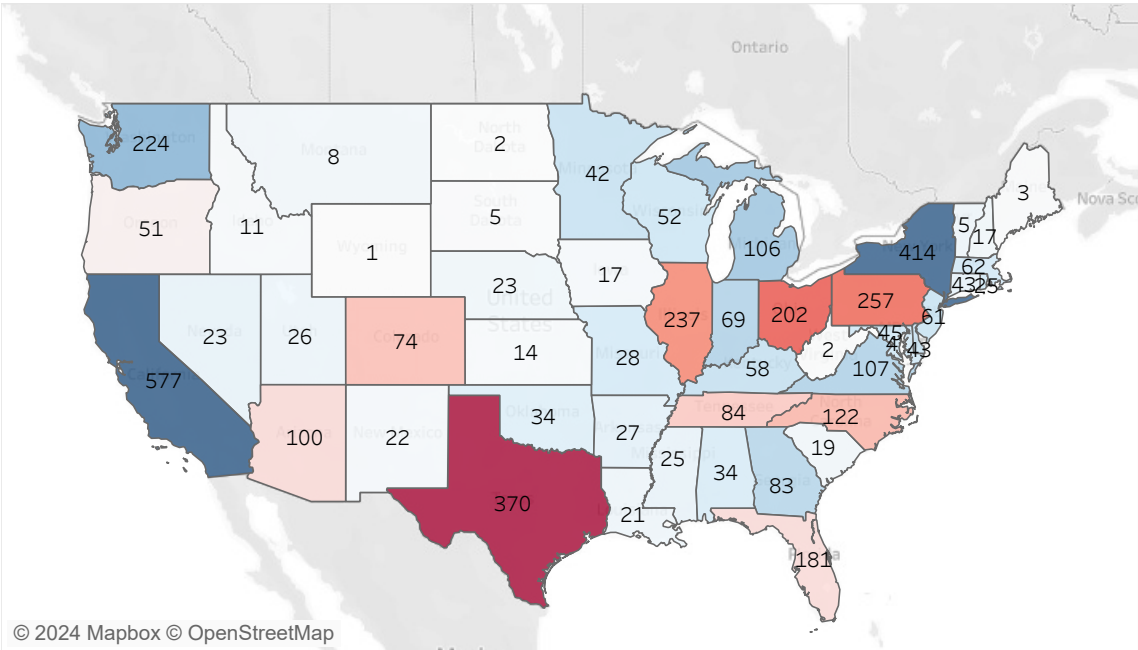
Order Pri..			
Critical	On Time 38.65%	Late 35.67%	Early 25.69%
High	Early 56.98%	Late 25.05%	On Time 17.97%
Medium	Early 53.11%	On Time 23.69%	Late 23.20%
Low	On Time 51.53%	Late 48.47%	



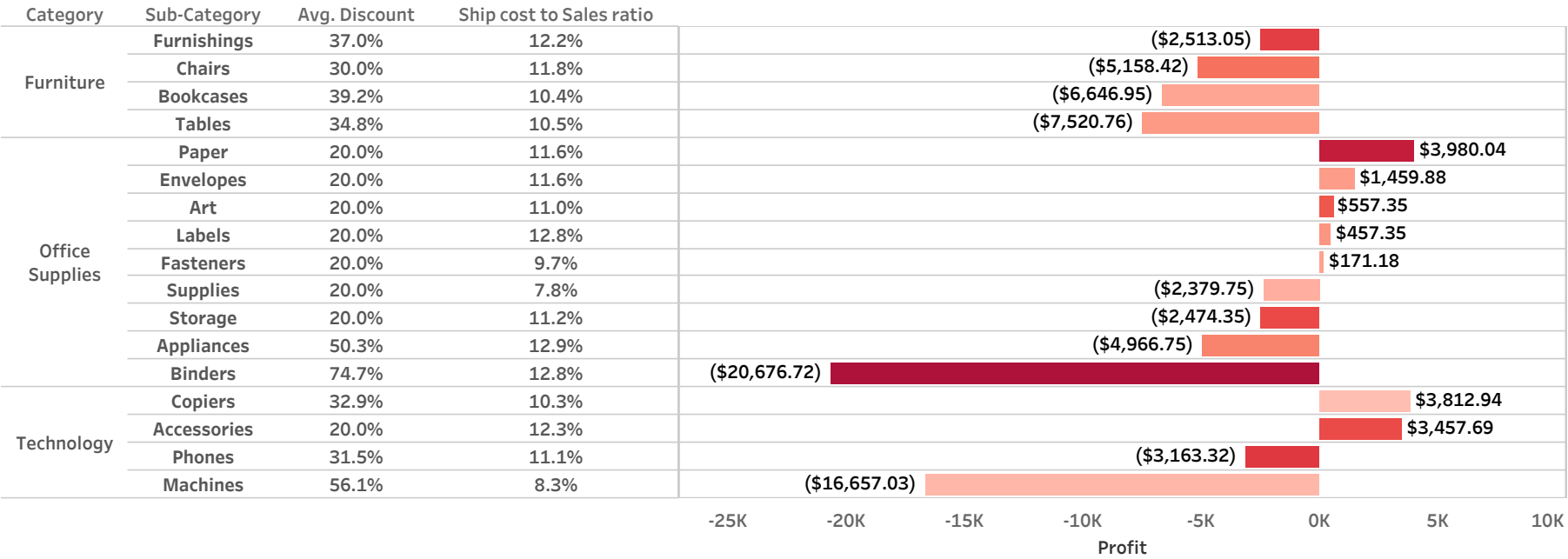
Analysis on an Ecommerce Store

Company Overview	Product Analysis	Shipping Analysis	Customer Analysis	Country Analysis
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USA (Profit Analysis) by state



Profits across Sub Categories (Bottom 3 states)



Top & Bottom 3 States

