



Sales Report Overview

SALES PERFORMANCE REPORT

PRESENTED BY

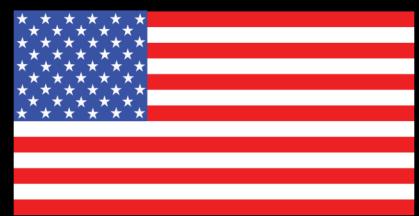
**AVARITSIOTI OLYMPIA
PAPIDIS ALEXANDROS
ZIPPIDIS GEORGE**

2019

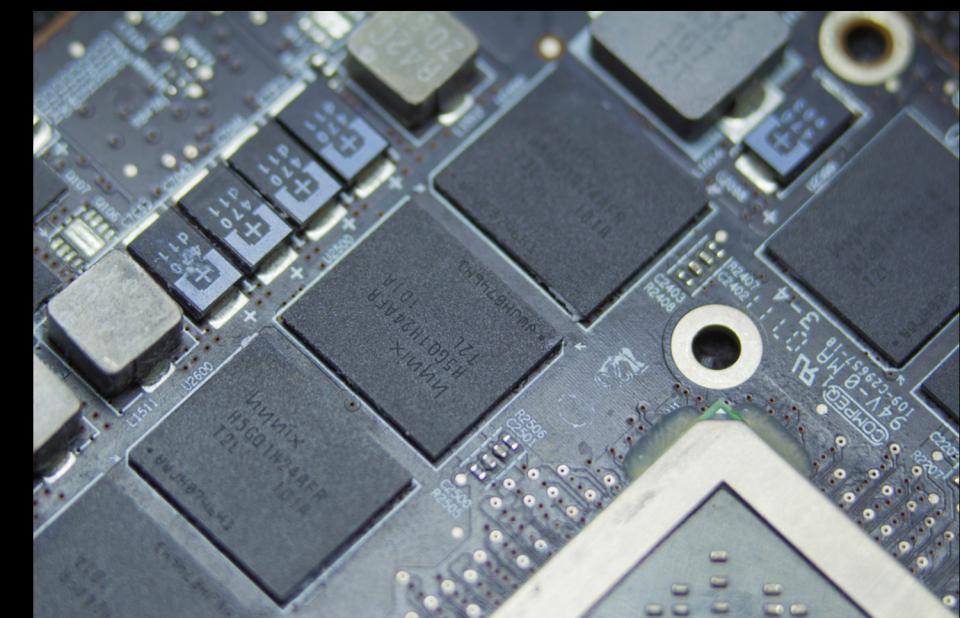


 Sales Analysis of our online retail company performance about year 2019.

 Our company offering 18 appliances and devices in USA market.



9 CITIES
OF USA



- “At a glance, we processed 178.44K orders, generating \$34.49M turnover and \$21.44M net income.”
- “Overall Net Income Margin is 60.89%.”
- “Next, we break performance down by categories and products to identify what drives revenue vs profit.”

<u>Total Orders</u>	<u>Total Turnover</u>
178,44K	\$34,49M
<u>Total Net Income</u>	<u>Net Income Margin</u>
\$21,44M	60,89%

- “Laptops lead in turnover, while Mobile Accessories drive high volume.”
- “This helps distinguish high-ticket items (revenue drivers) from high-volume items (traffic drivers).”
- “We can use this to decide where to focus pricing and inventory strategy.”



- Top 3 Products by Turnover (\$)
- Bottom 3 Products by Turnover (\$)

Top 3 Products by Turnover

Macbook Pro Laptop	\$8.037.600,00
iPhone XS	\$4.794.300,00
Lenovo ThinkPad X1 Carbon	\$4.129.958,70

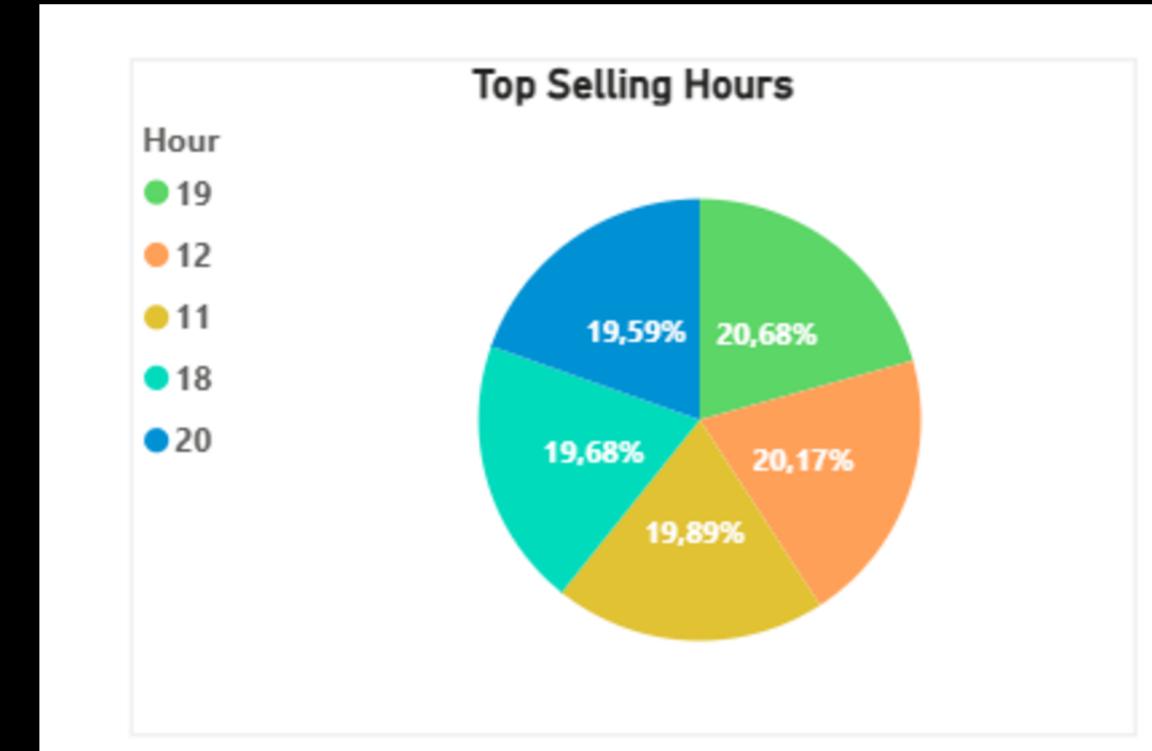
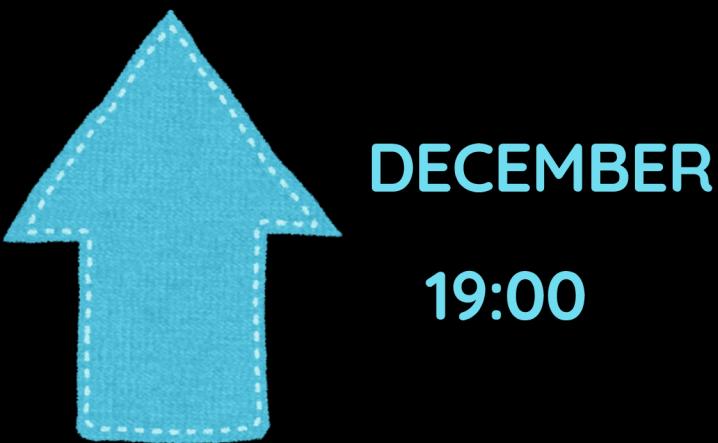
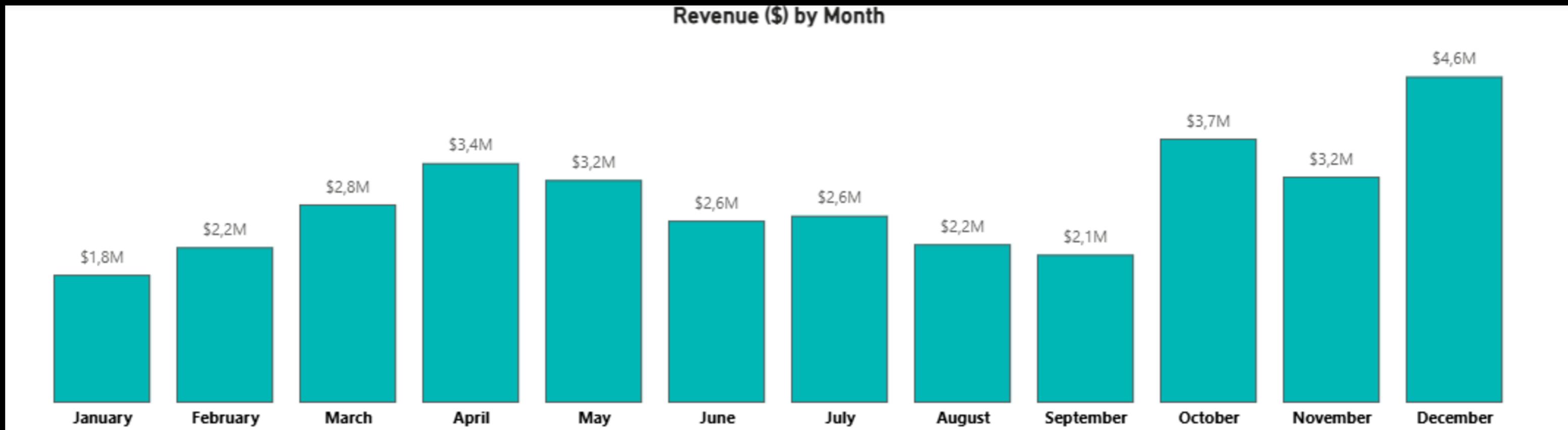
Bottom 3 Products by Turnover

SoundMagic E11D Wired Earphones	\$246.478,43
AA Batteries (4-pack)	\$106.118,40
AAA Batteries (4-pack)	\$92.740,83

REVENUE

SLIDE

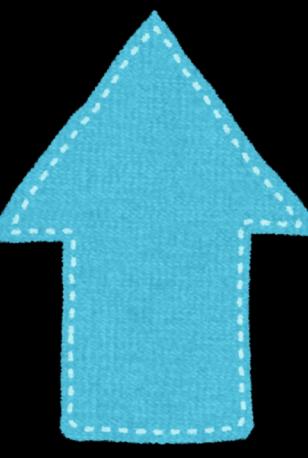
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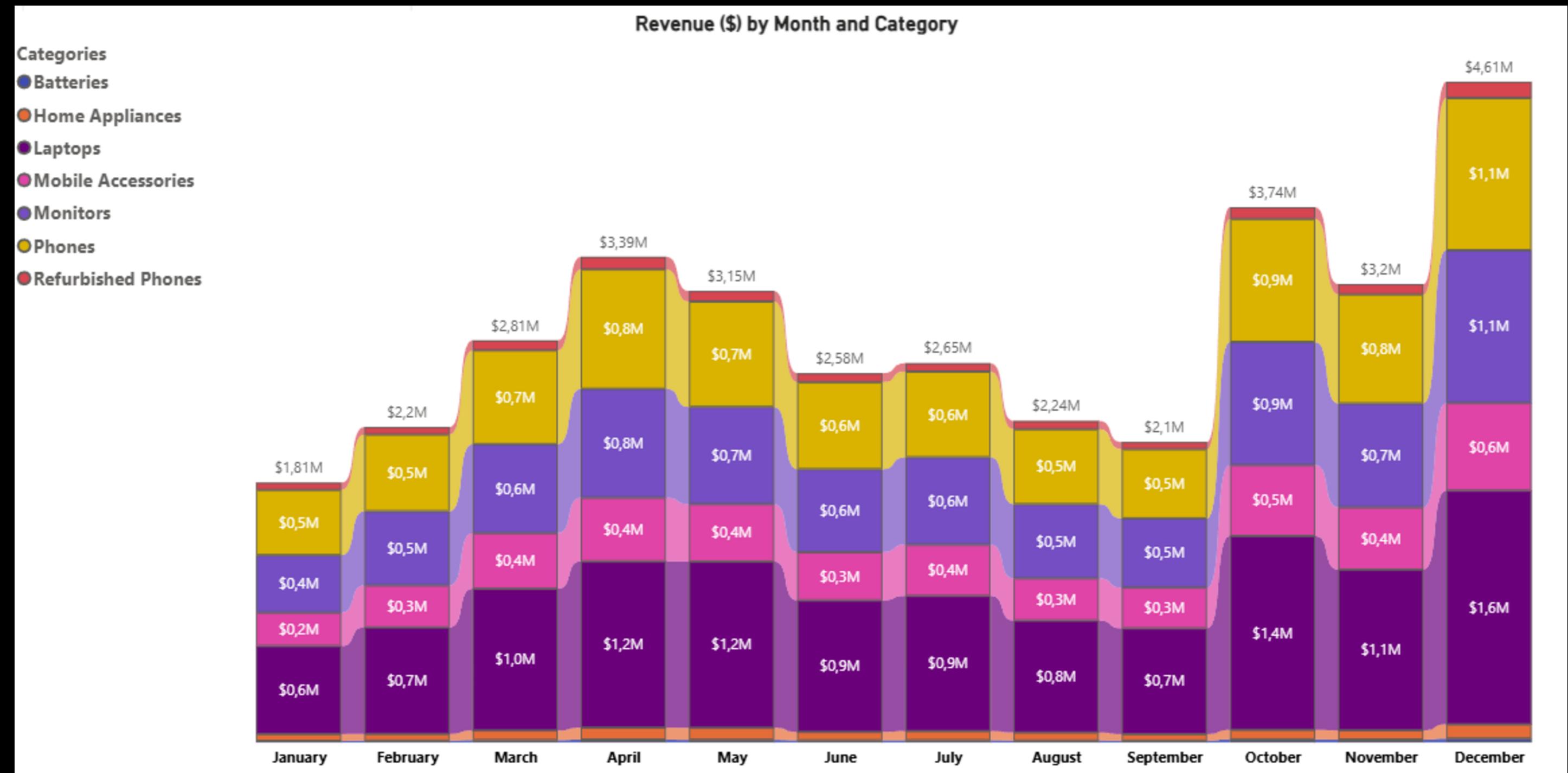
REVENUE

SLIDE

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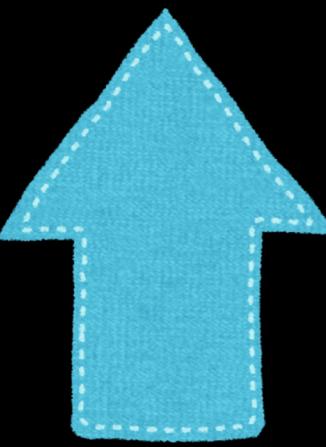
LAPTOPS



ANALYSIS BY CATEGORY

SLIDE

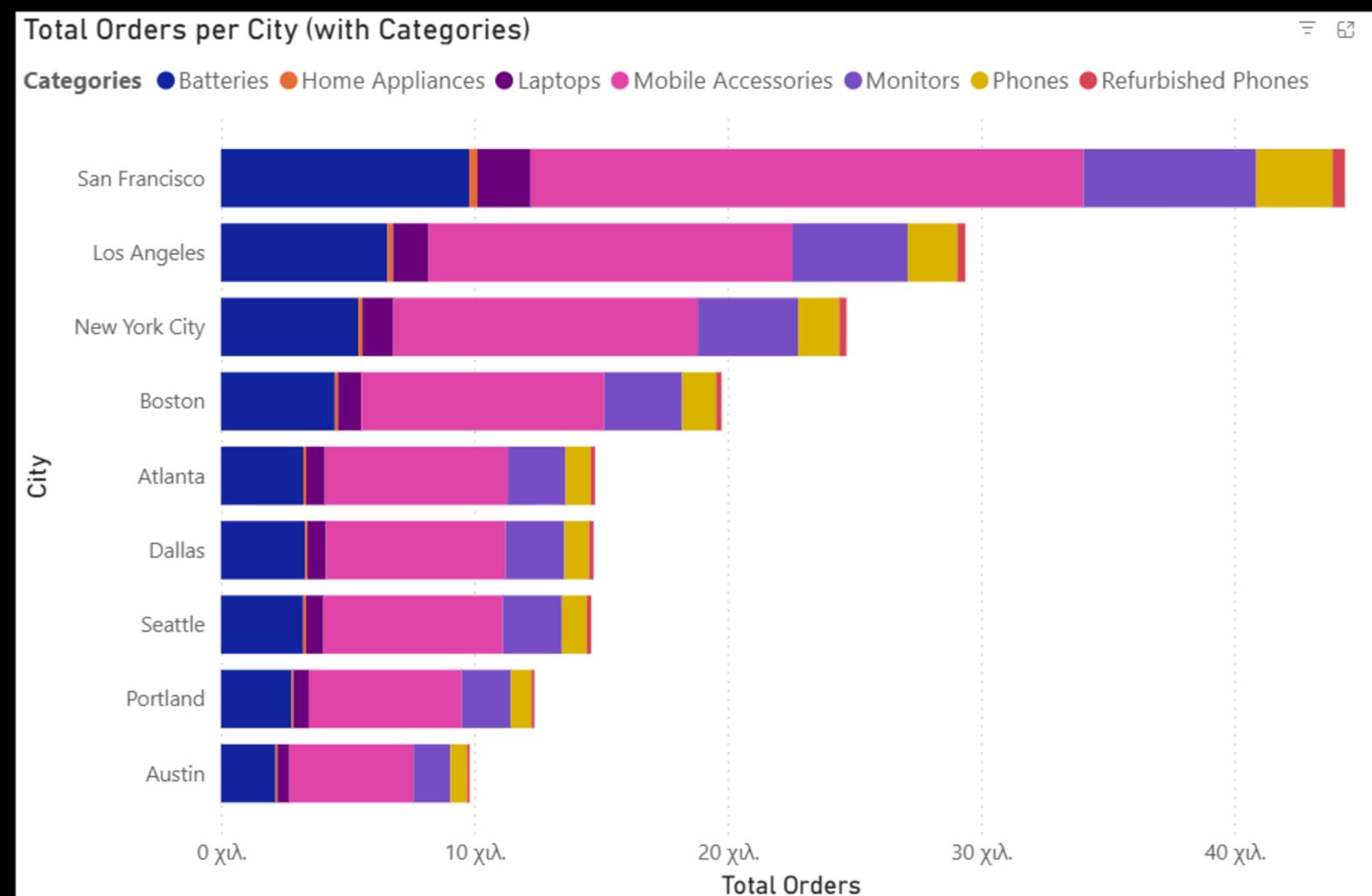
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LAPTOPS

Categories	Average of Margin_pct_%	Average of Price Each (\$)	Sum of Quantity Ordered	Average of Cost price (\$)
Batteries	50,00%	\$3,41	58647	\$1,71
Home Appliances	67,00%	\$600,00	1312	\$198,00
Laptops	67,00%	\$1.373,61	8855	\$453,29
Mobile Accessories	47,45%	\$49,02	96846	\$28,34
Monitors	54,11%	\$270,51	28933	\$106,78
Phones	67,00%	\$655,32	12378	\$216,26
Refurbished Phones	67,00%	\$400,00	2067	\$132,00

The company recorded sales across 9 cities in the United States

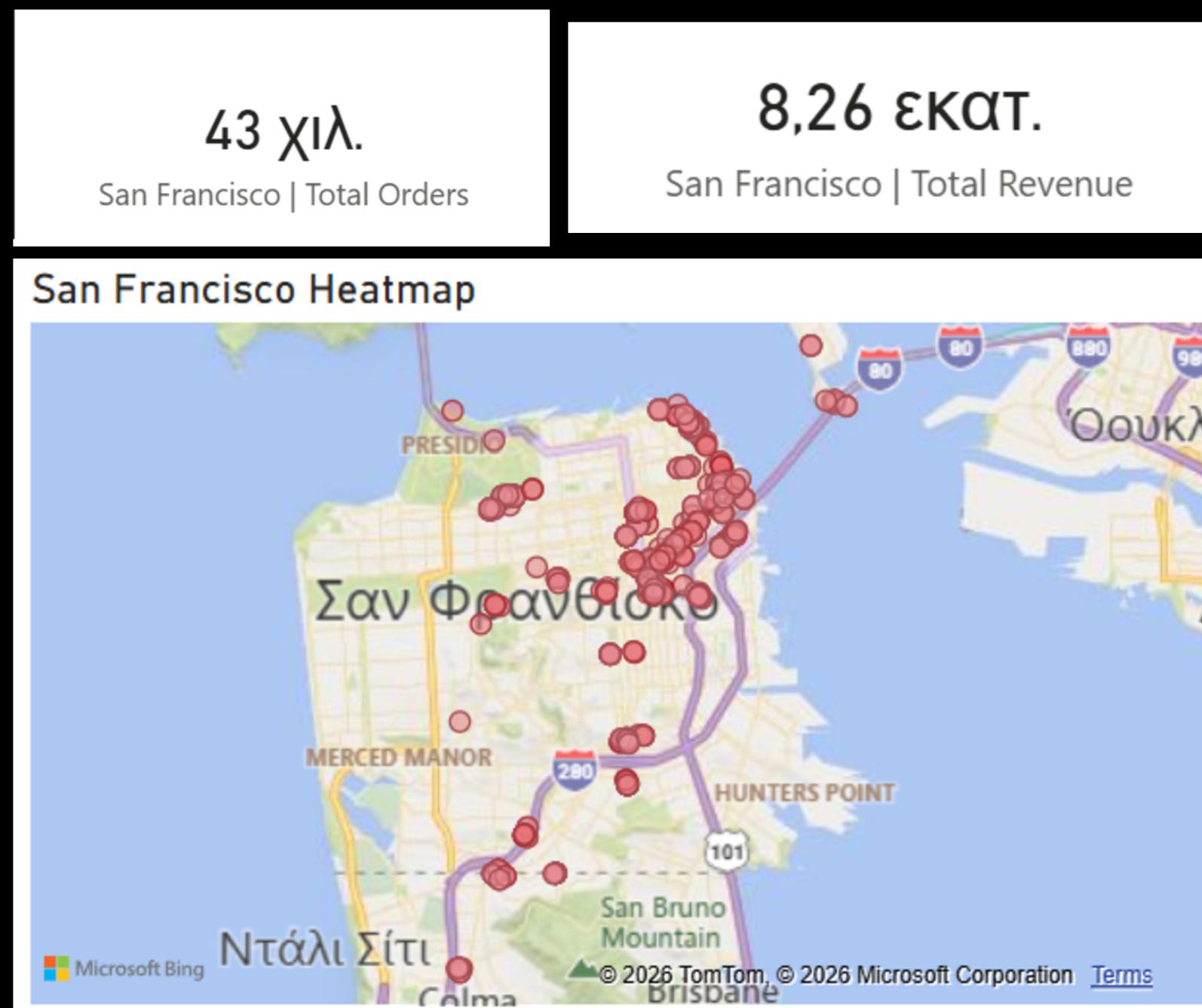


SAN FRANCISCO - SALES SUMMARY

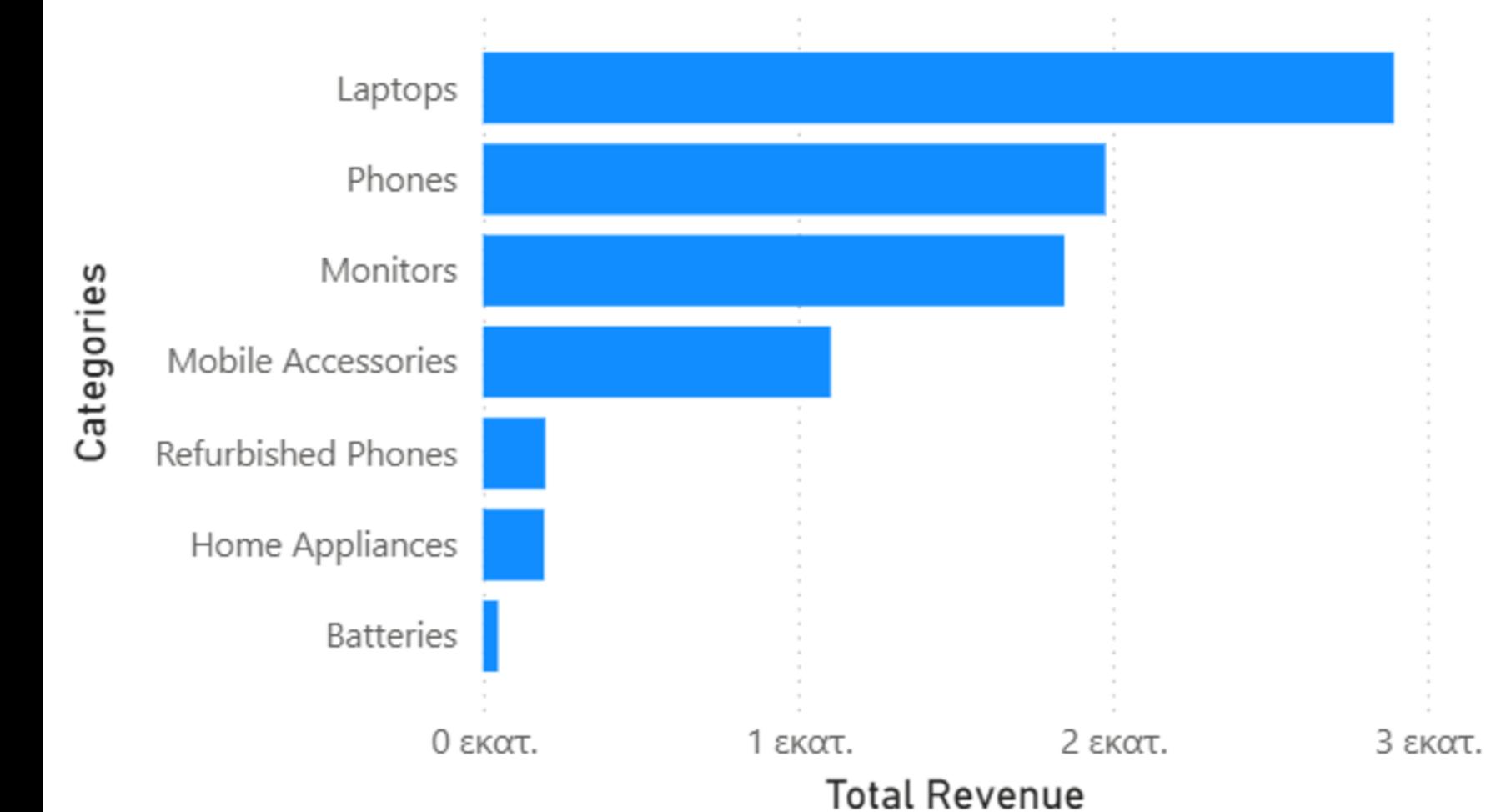
SLIDE

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Based on this analysis, San Francisco generated the highest sales among all cities.



San Francisco Sales per Category





Thank you

