



TECH SHOP

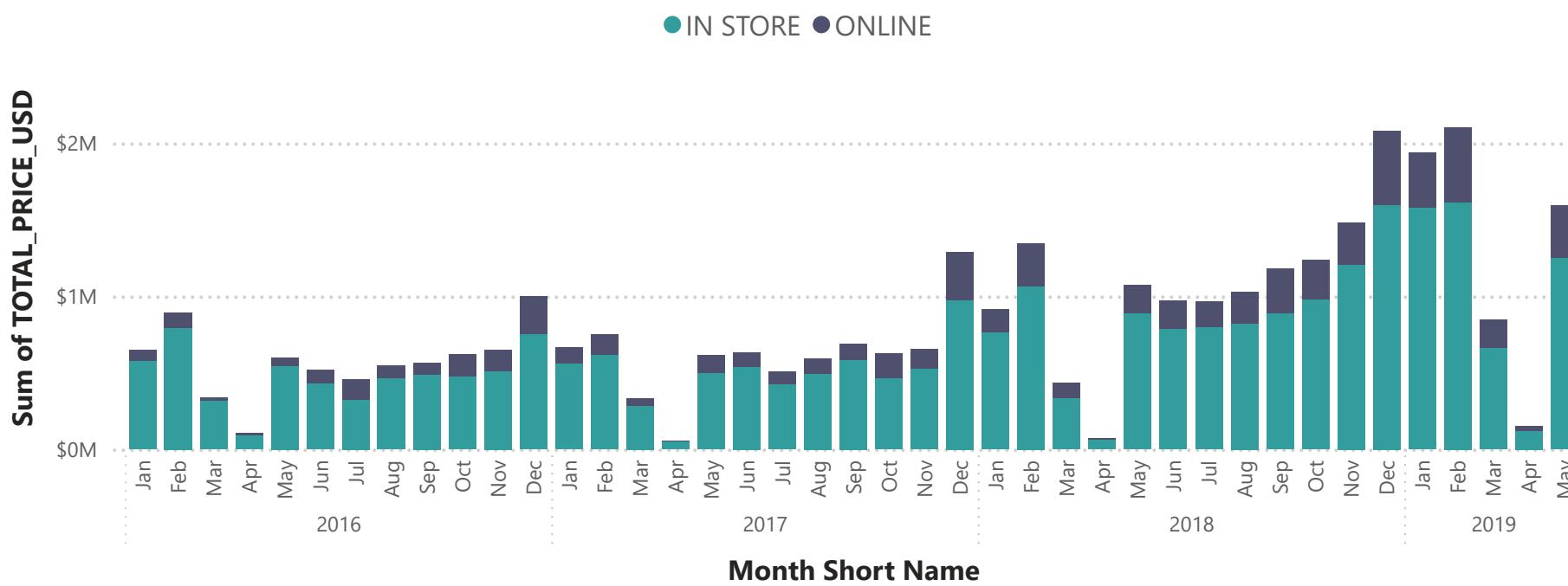
**26.33K**  
TOTAL ORDERS

**\$55.76M**  
TOTAL REVENUE

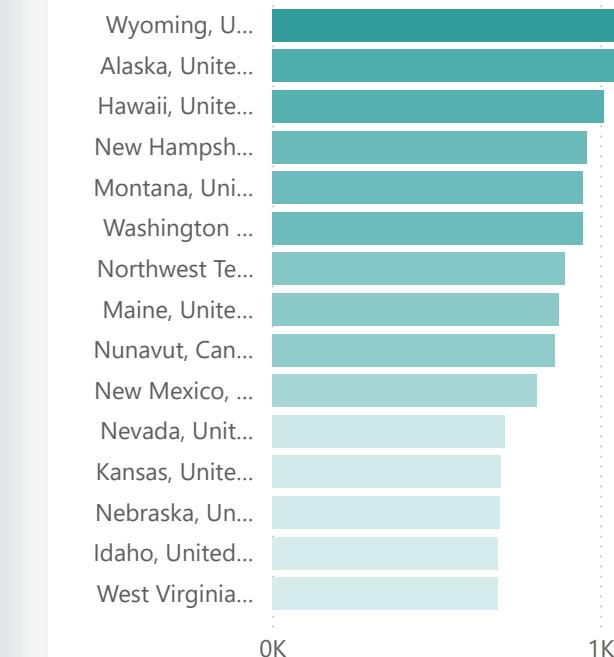
**\$32.66M**  
TOTAL PROFIT

**136.0%** ✓  
ROI GOAL: 66.89%

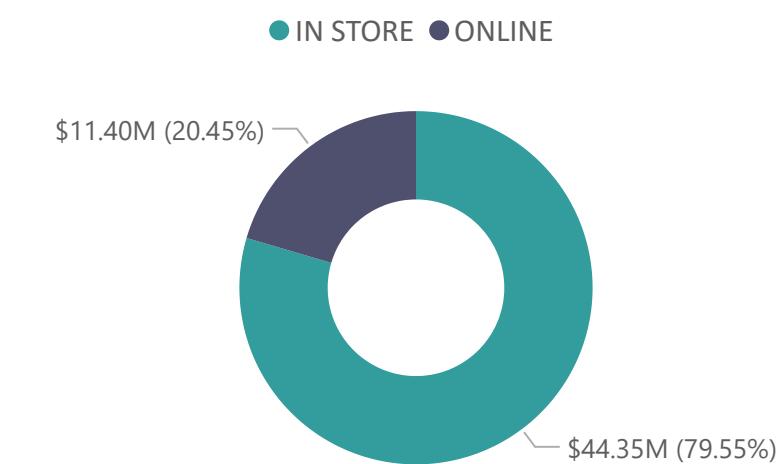
## MONTHLY SALES TREND



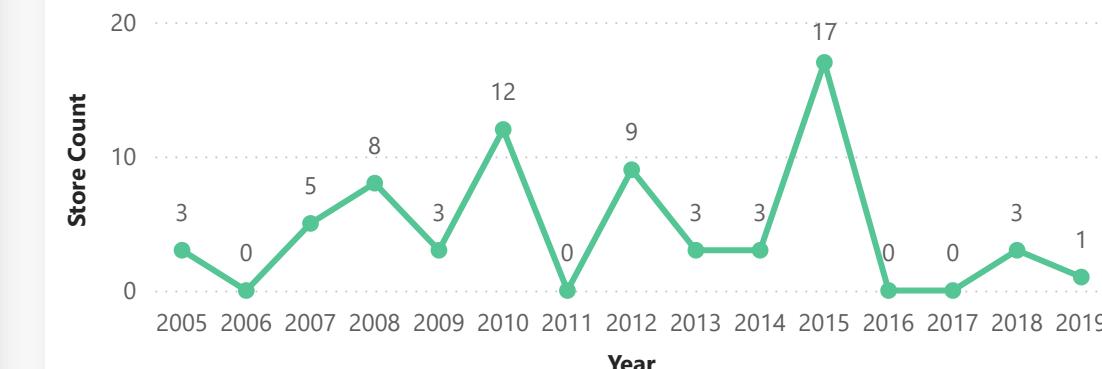
## TOP PERFORMING STORES



## SALES BY ORDER TYPE



## STORE EXPANSION ANALYSIS



## ORDER ...

- IN STORE
- ONLINE

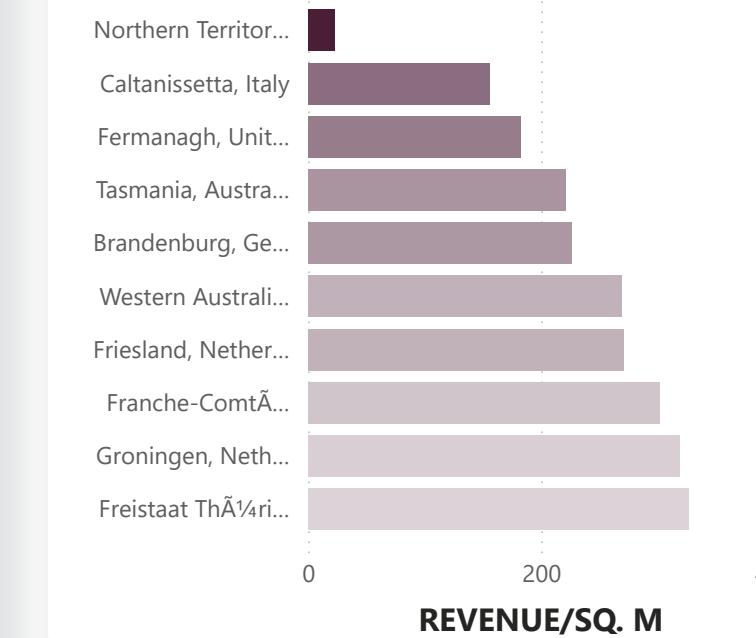
## Year

- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

## QUARTERLY PERFORMANCE



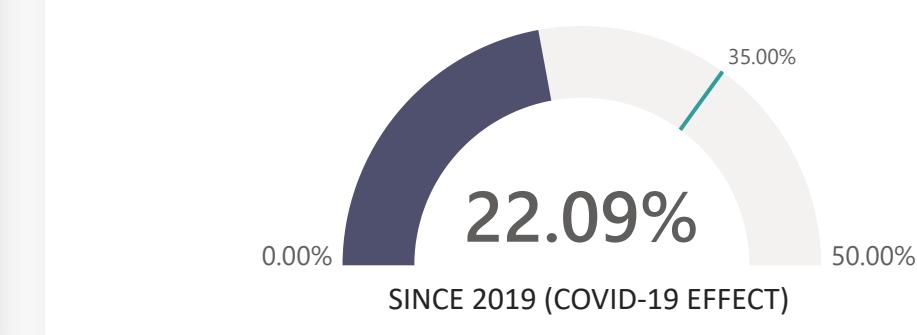
## UNDERPERFORMING STORES



**\$2.04K**  
AVERAGE ONLINE ORDER

**\$2.14K**  
AVERAGE IN-STORE ORDER

## % GROWTH IN ONLINE ORDERS





TECH SHOP

\$55.71M

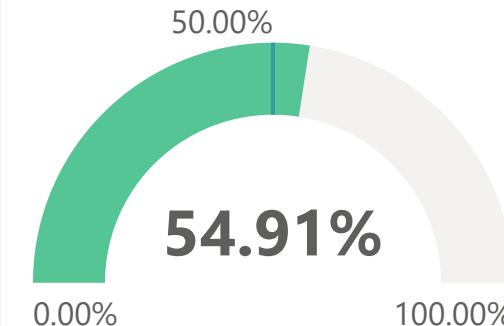
TOTAL REVENUE

\$23.07M

TOTAL COSTS

197605  
UNITS SOLD

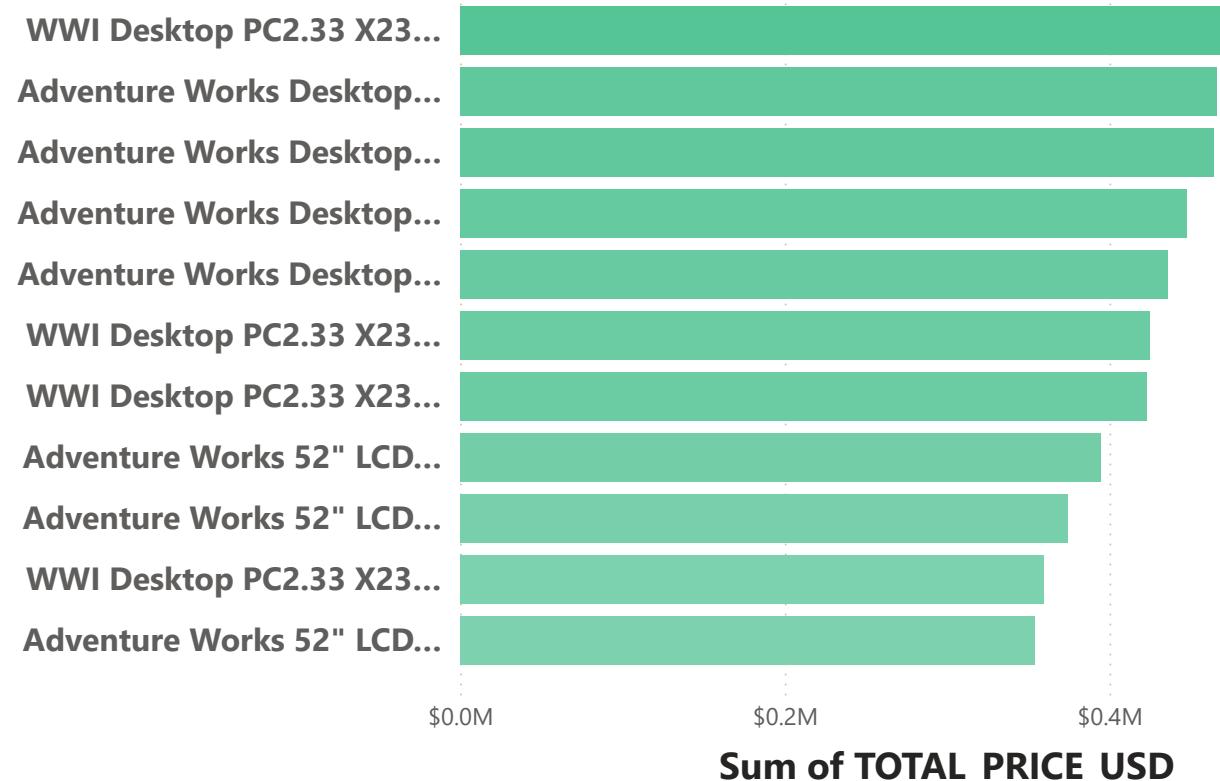
PROFIT MARGIN



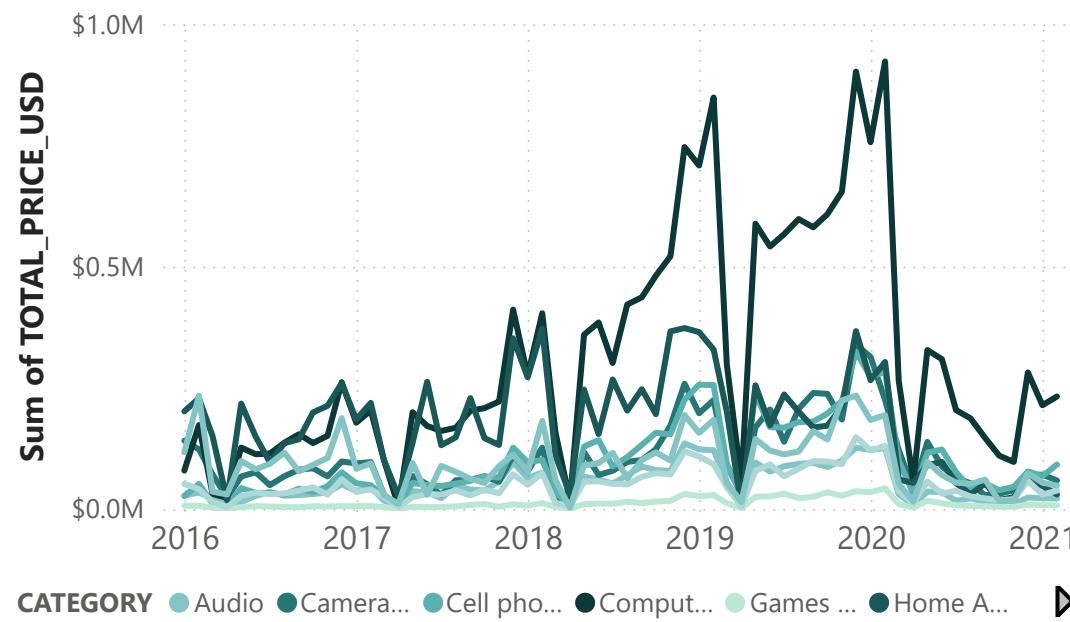
WWI Desktop PC2.33 X2330 Black

TOP BY REVENUE

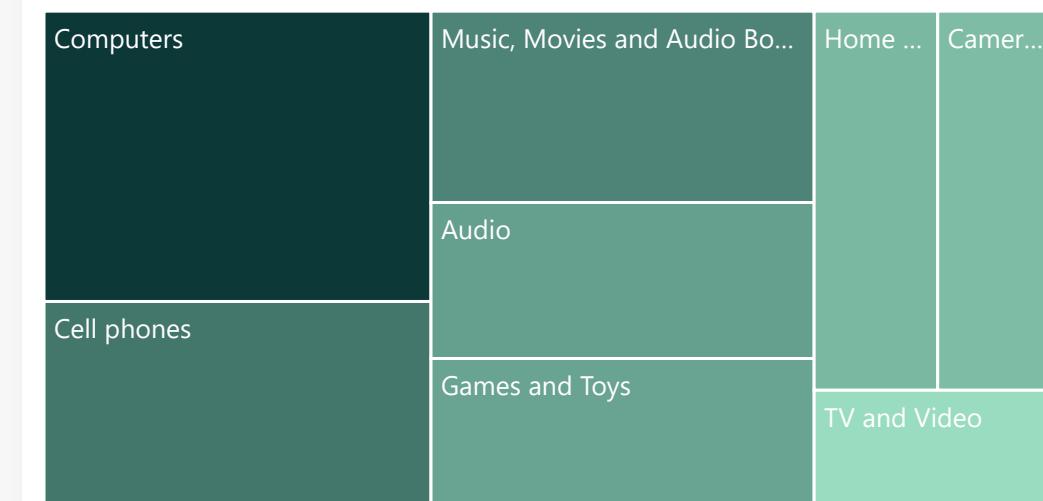
## TOP PRODUCTS BY REVENUE



## PRODUCT REVENUE TREND



## CATEGORY DISTRIBUTION



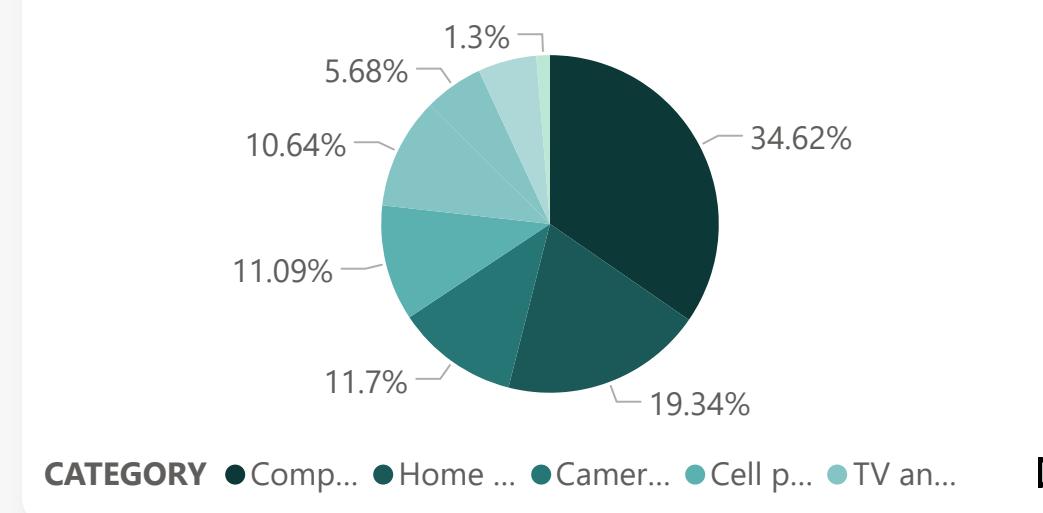
## BRAND PERFORMANCE

BRAND	TOTAL REVENUE	UNITS SOLD	AVG PROFIT MARGIN
Adventure Works	\$11,841,187.70	20079.0	54.50%
Contoso	\$10,789,030.83	49805.0	54.75%
Wide World Importers	\$9,161,361.14	27370.0	54.78%
Fabrikam	\$6,807,893.52	11384.0	55.37%
The Phone Company	\$5,383,865.00	18754.0	55.69%
Prosware	\$3,212,480.00	8126.0	55.86%

## TOP PRODUCT BY COUNTRY

COUNTRY	TOP PRODUCT	CATEGORY
Australia	WWI Desktop PC2.33 X2330 Black	Computer
Canada	Adventure Works Desktop PC2.30 MD230 Black	Computer
France	Contoso DVD 12-Inch Player Portable M400 White	Music, Movies and Audio Books
Germany	WWI Desktop PC2.30 M2300 Silver	Computer
Italy	The Phone Company Touch Screen Phones Capacitive M908 Gold	Cell phones

## CATEGORY REVENUE %





TECH SHOP

**15.27K**  
TOTAL CUSTOMERS

**\$4.69K**  
AVG CUSTOMER VALUE

## GLOBAL SALES

**\$29.84M**  
USA

**\$3.78M**  
AUSTRALIA

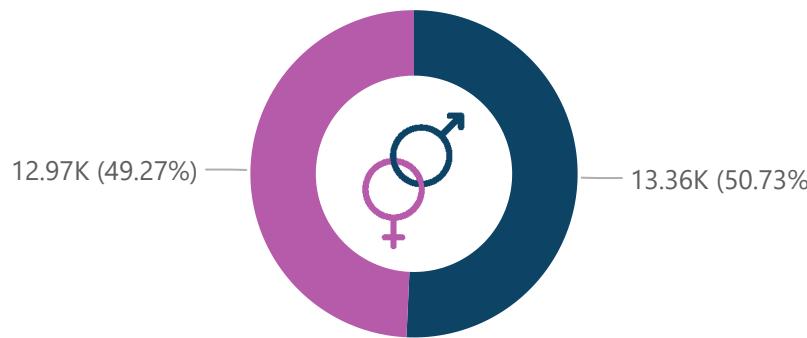
**\$6.21M**  
CANADA

**€ 10.03M**  
EUROPE

**£5.44M**  
UK

## CUSTOMER GENDER

● MALE ● FEMALE



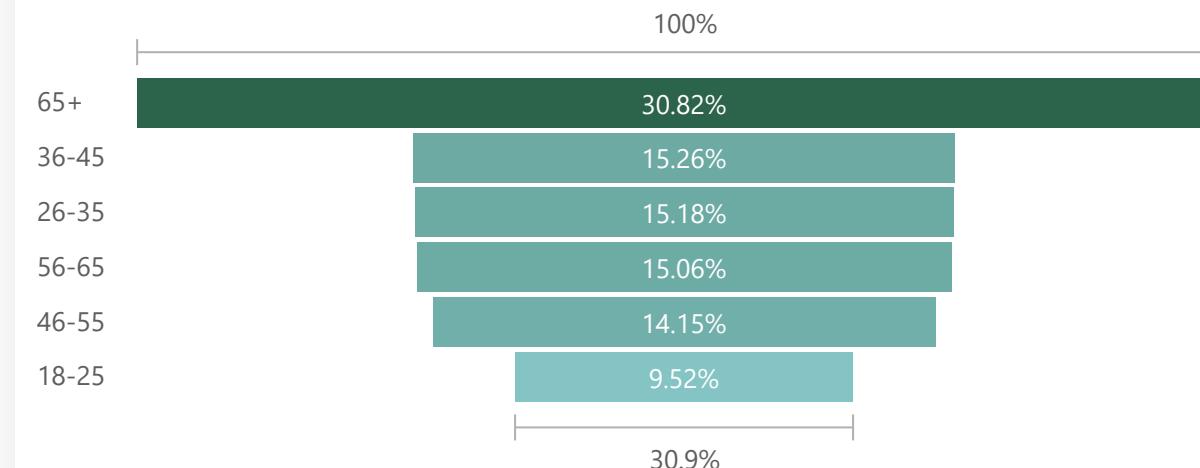
**\$2.11K**

AVERAGE ORDER - F

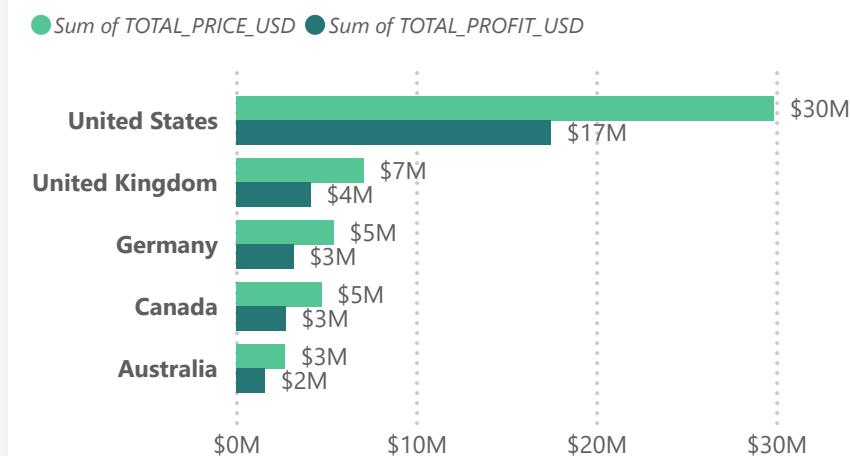
**\$2.12K**

AVERAGE ORDER - M

## CUSTOMER SEGMENTATION



## SALES BY COUNTRY



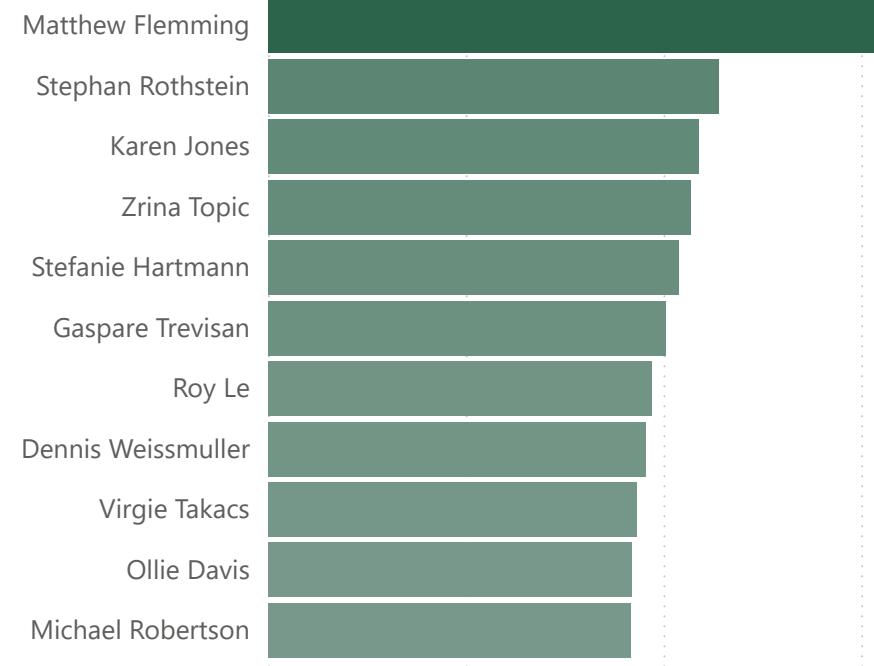
## GENDER

 FEMALE MALE

## COUNTRY

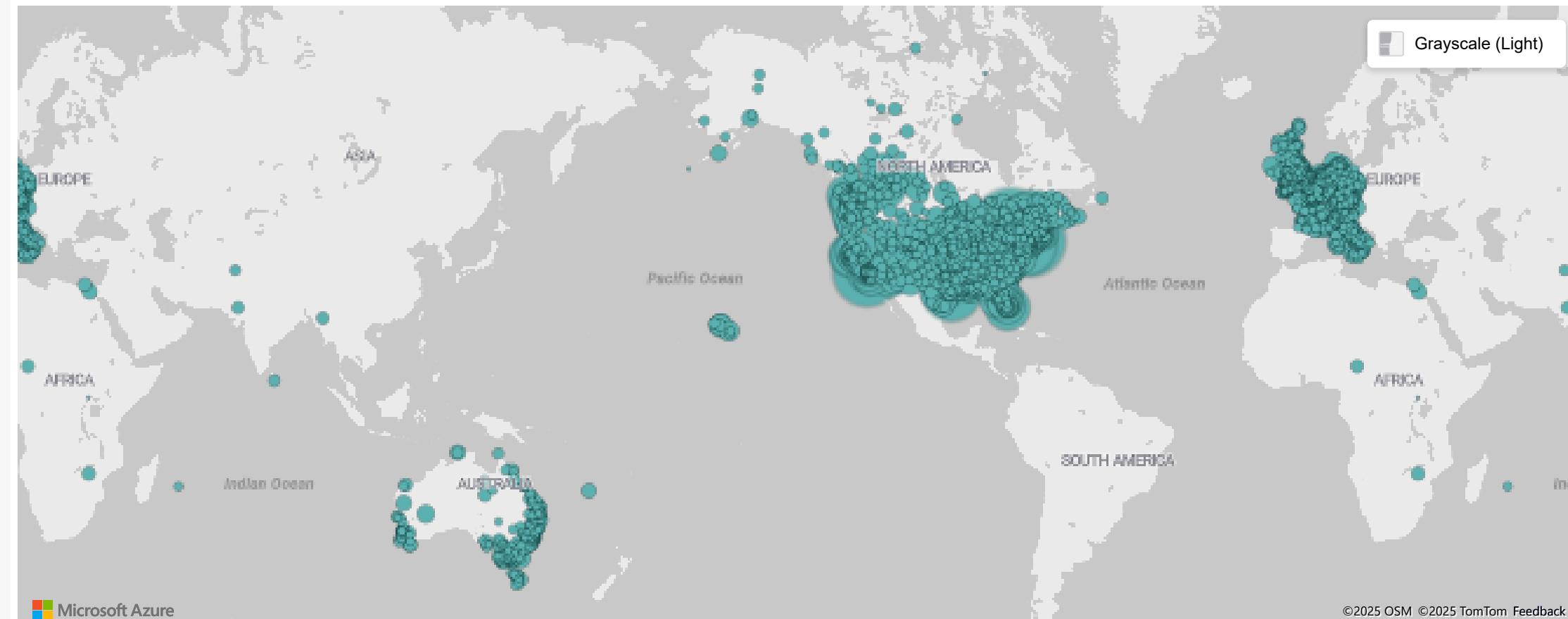
 Australia Canada France Germany Italy Netherlands United Kingdom United States

## MOST VALUABLE CUSTOMERS



LIFETIME VALUE

## GEOGRAPHIC DISTRIBUTION



Microsoft Azure

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