



TECH SHOP

26.33K

TOTAL ORDERS

\$55.76M

TOTAL REVENUE

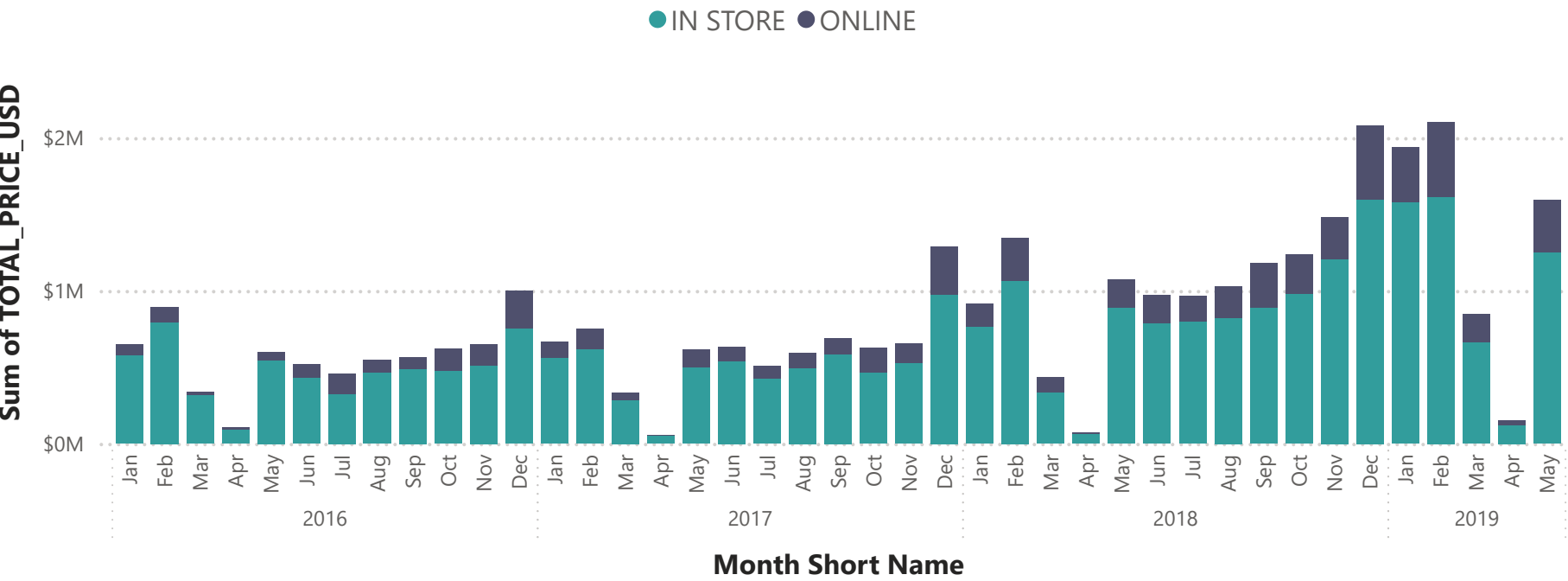
\$32.66M

TOTAL PROFIT

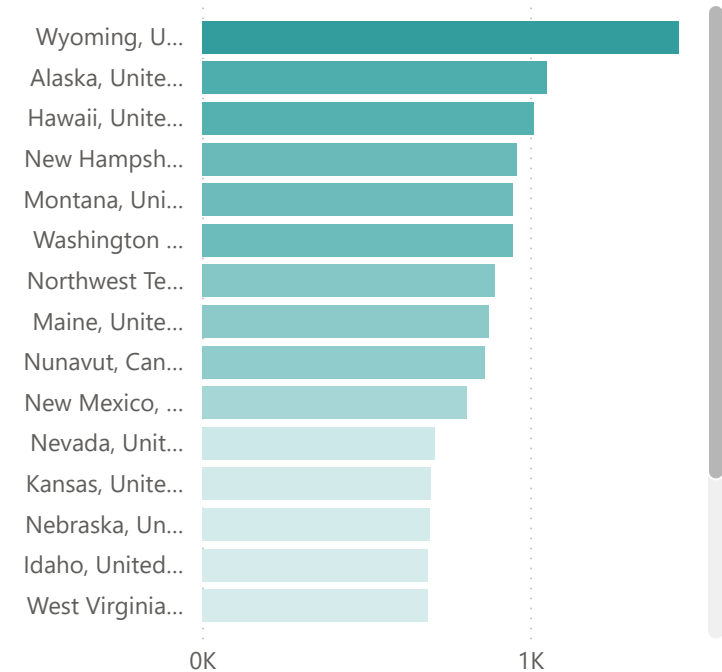
136.0%

ROI GOAL: 66.89%

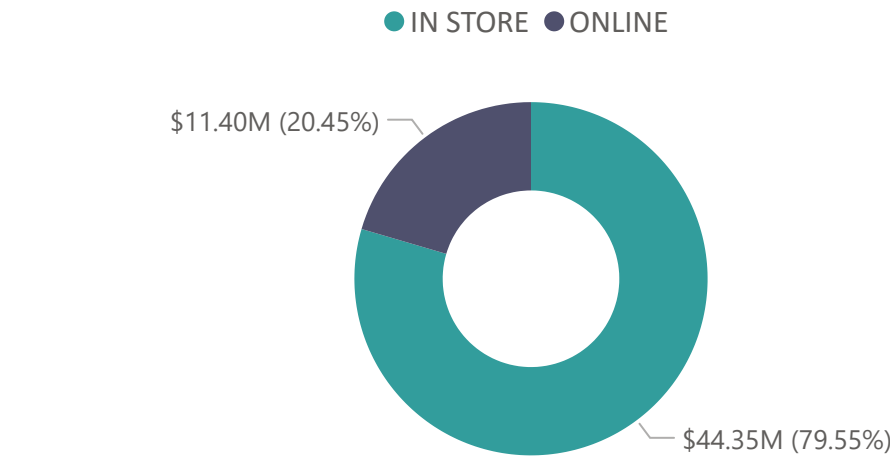
MONTHLY SALES TREND



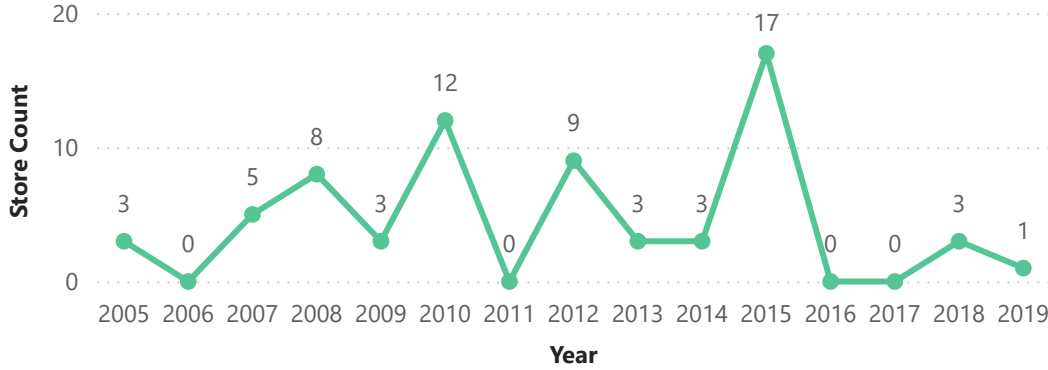
TOP PERFORMING STORES



SALES BY ORDER TYPE



STORE EXPANSION ANALYSIS



ORDER ...

- ☐ IN STORE
- ☐ ONLINE

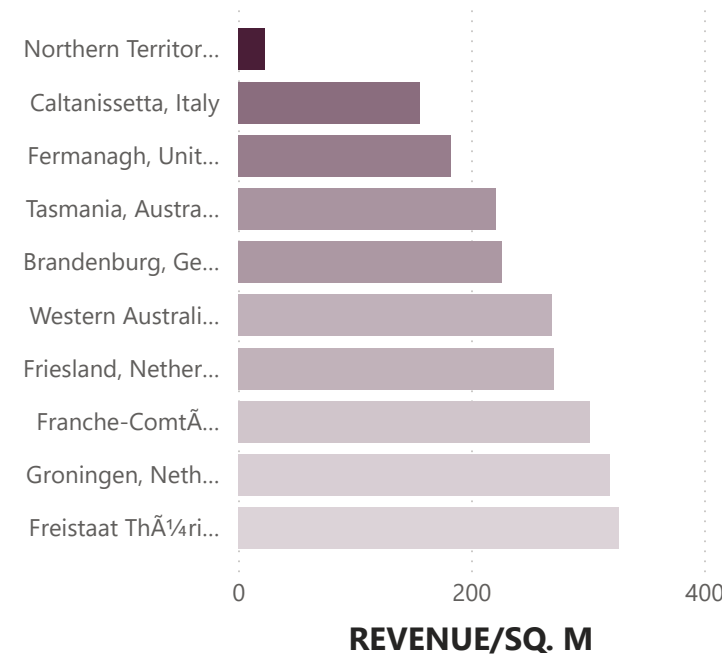
Year

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

QUARTERLY PERFORMANCE



UNDERPERFORMING STORES



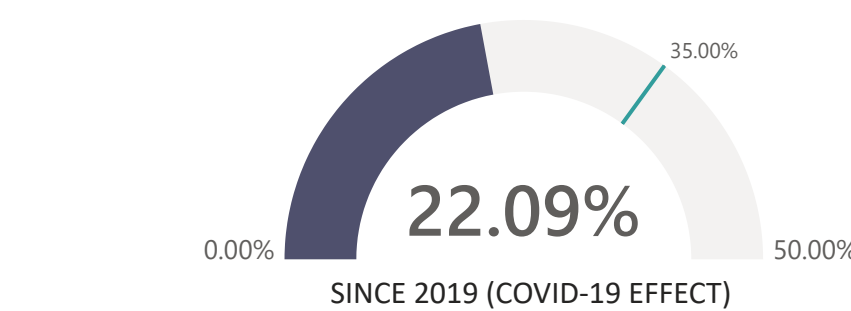
\$2.04K

AVERAGE ONLINE ORDER

\$2.14K

AVERAGE IN-STORE ORDER

% GROWTH IN ONLINE ORDERS





TECH SHOP

\$55.71M

TOTAL REVENUE

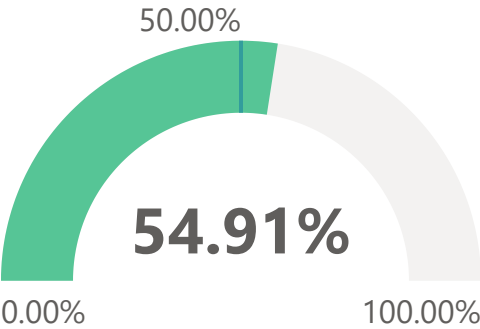
\$23.07M

TOTAL COSTS



197605  
UNITS SOLD

PROFIT MARGIN

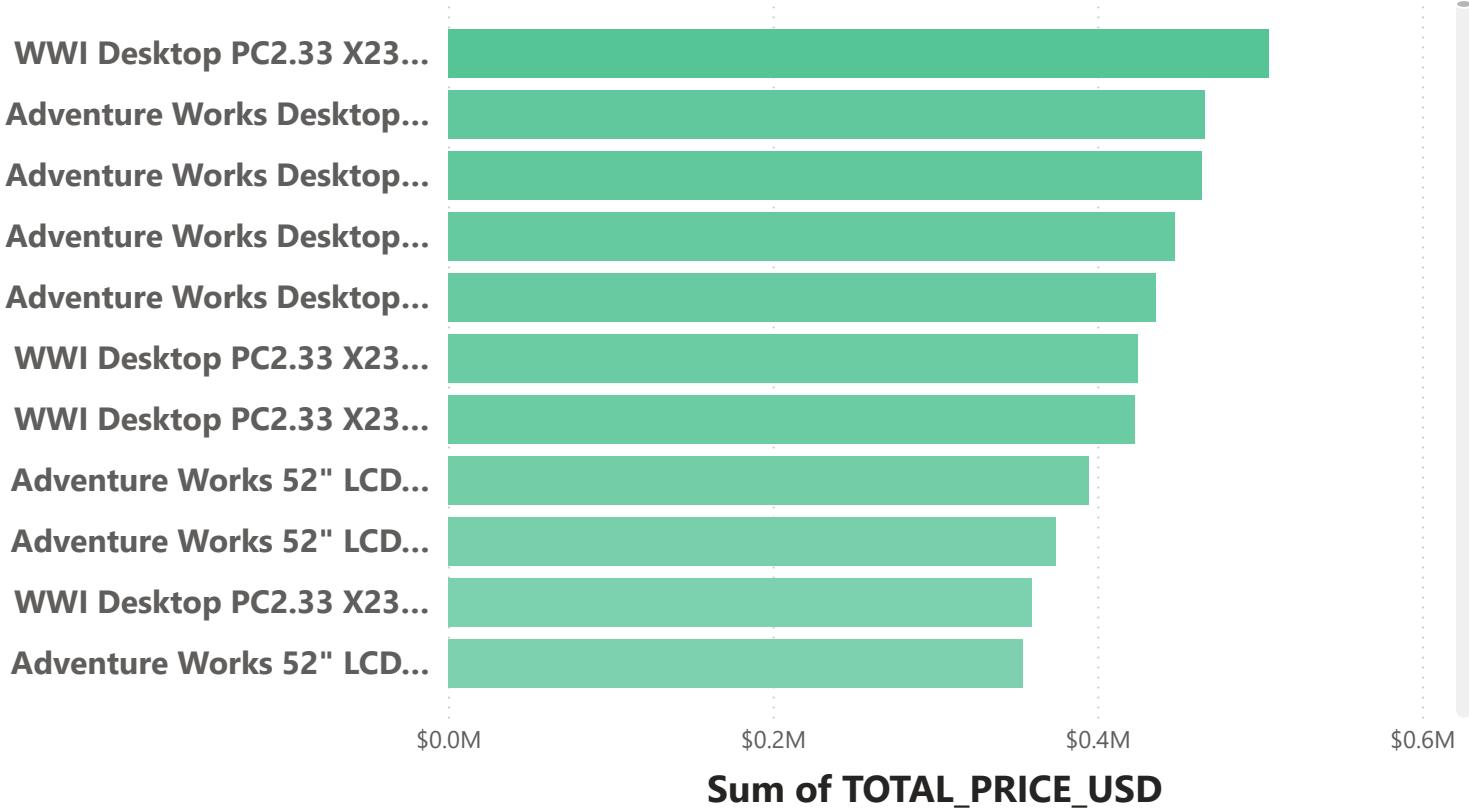


WWI Desktop PC2.33 X2330  
Black  
TOP BY REVENUE

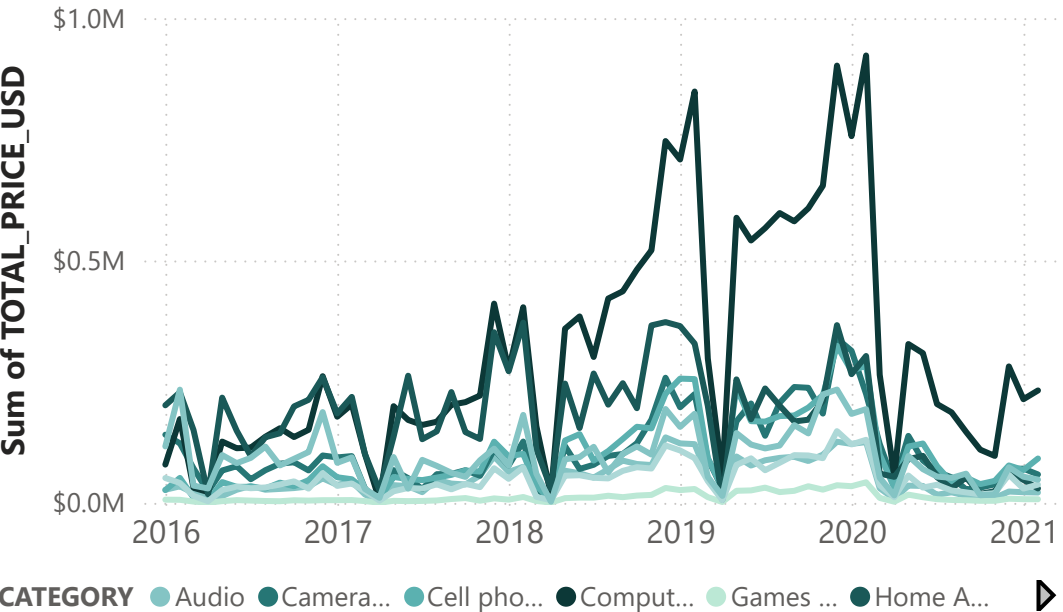


WWI Desktop PC2.33 X2330  
Black  
TOP BY UNITS SOLD

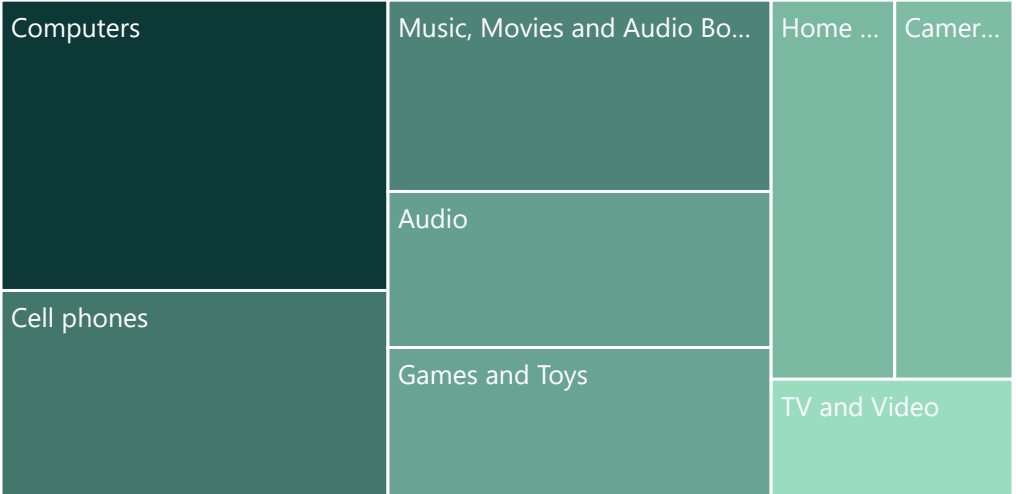
TOP PRODUCTS BY REVENUE



PRODUCT REVENUE TREND



CATEGORY DISTRIBUTION



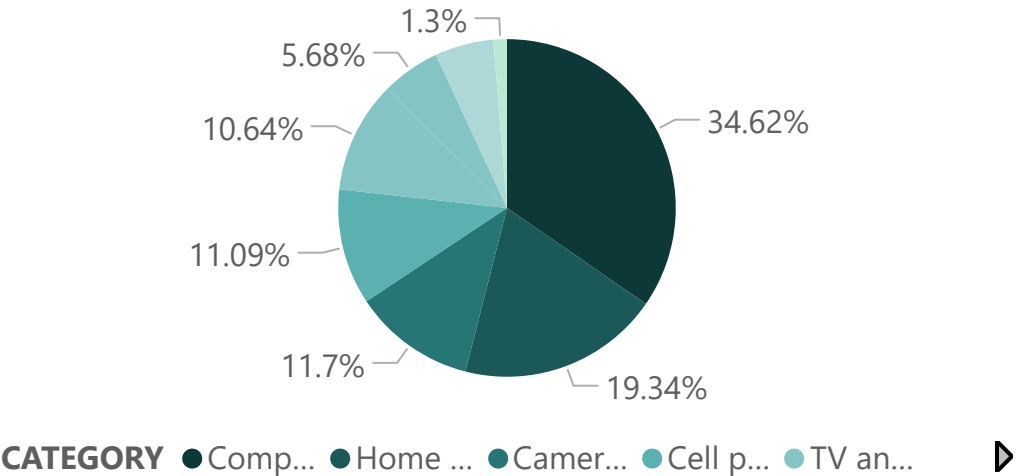
BRAND PERFORMANCE

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%
Proseware	\$3,212,400.02	9426.0	55.06%

TOP PRODUCT BY COUNTRY

COUNTRY	TOP PRODUCT	CATEGORY
Australia	WWI Desktop PC2.33 X2330 Black	Computers
Canada	Adventure Works Desktop PC2.30 MD230 Black	Computers
France	Contoso DVD 12-Inch Player Portable M400 White	Music, Movies and Audio Books
Germany	WWI Desktop PC2.30 M2300 Silver	Computers
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

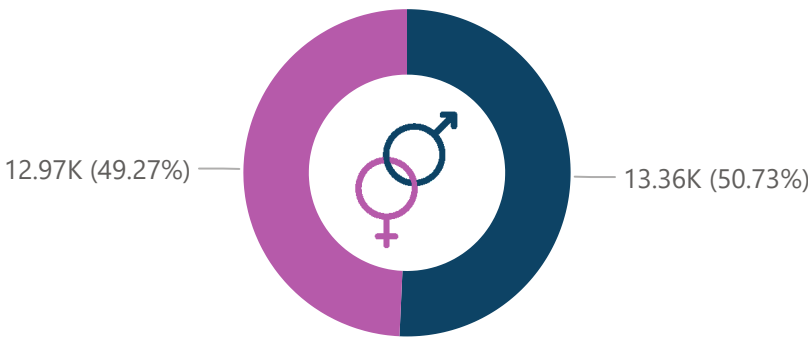
EUROPE

£5.44M

UK

CUSTOMER GENDER

MALE FEMALE



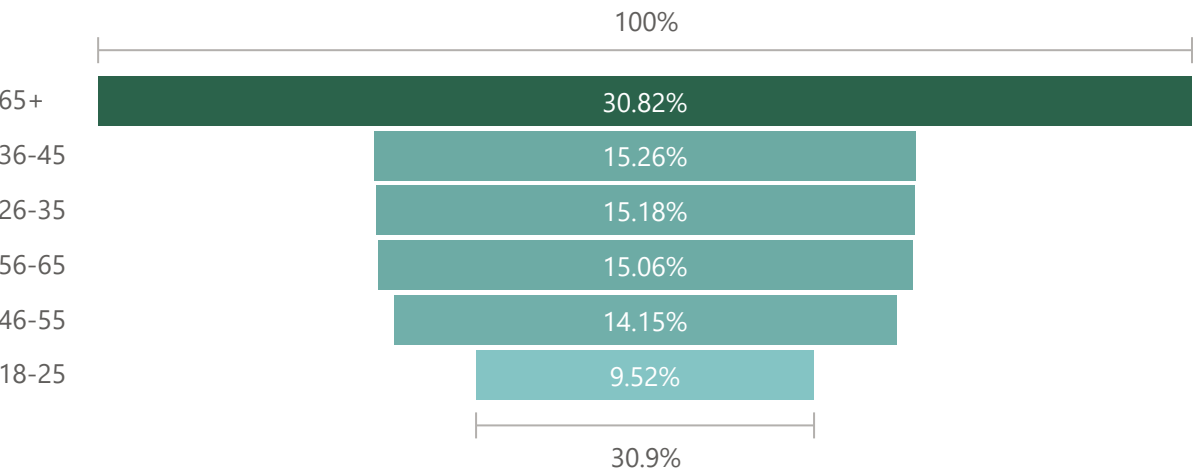
\$2.11K

AVERAGE ORDER - F

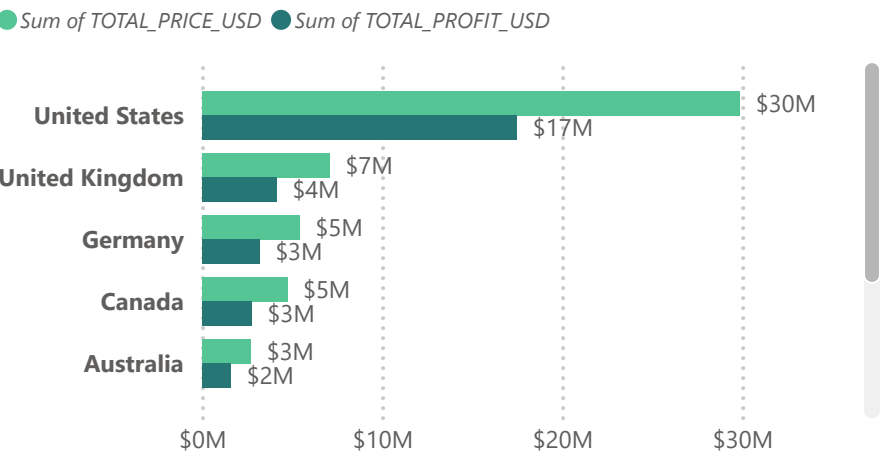
\$2.12K

AVERAGE ORDER - M

CUSTOMER SEGMENTATION



SALES BY COUNTRY



GENDER

☐ FEMALE

☐ MALE

COUNTRY

☐ Australia

☐ Canada

☐ France

☐ Germany

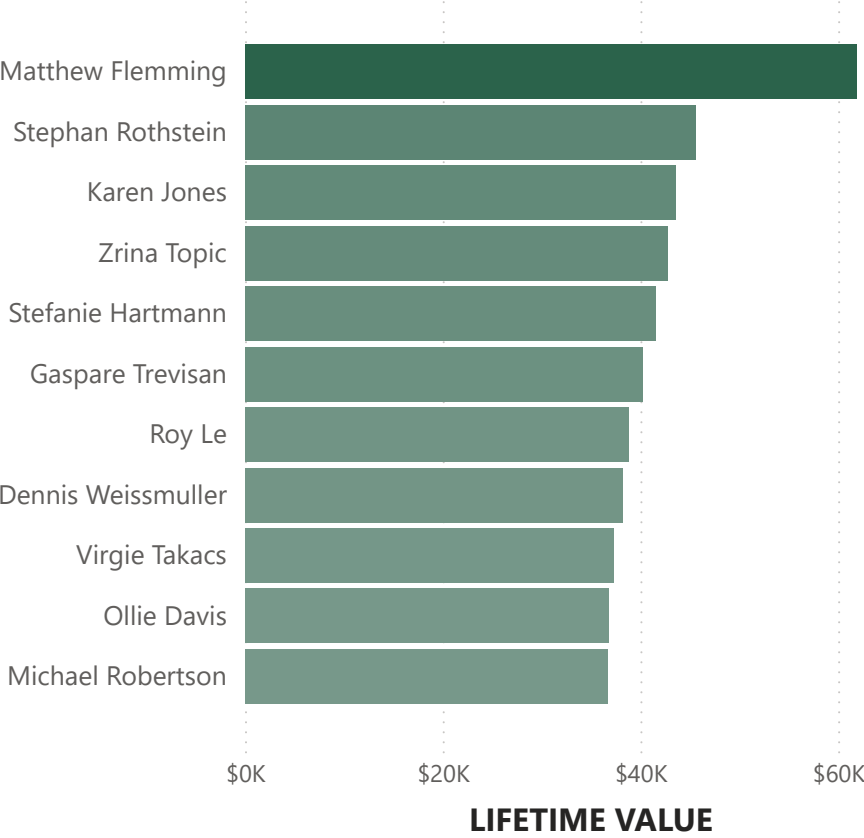
☐ Italy

☐ Netherlands

☐ United Kingdom

☐ United States

MOST VALUABLE CUSTOMERS



GEOGRAPHIC DISTRIBUTION

