• Revenue

- The number of orders shows signs of increasing in the middle of the year, which starting from June. This make a rapid increase in revenue in the third and fourth quarters.

- Technology-related categories bring in very high revenue. The Furniture and Office Supplies industries are only slightly inferior. Consumers are the customers who use the most Technology products.

- In the top 10 products with the highest sales volume, there are up to 6 products belonging to the Officer Supply category (Binders, Storage, Art, Paper, Labels, Supplies). When ranking the top 10 profitable products, 3 products, Binders, Storage, and Paper, are still in this ranking. The products at the top of the profit rankings are Copiers and Phones in the technologies category, still showing their convenience for all customers.

• Market

- Large markets such as APAC, US, LATAM and EU contribute largely to the business's revenue

- All four of these major markets have similar % Return Revenue (in the range of 10% - 12%). The Canadian market has the lowest revenue but has a high % Return Revenue.

- In profit statistics, America is a country that brings in much more profit than other countries

\* Return analysis

- The return rate has gradually decreased over the years and was only 4% in 2014.

- Mexico and China are two countries with a clearly high number of returned orders

Recommend

- It can be easily seen that the Canadian market has not contributed much to business. There are a few possible reasons because there is only 1 Country in this market, Canada. But when looking at the growth of revenue and revenue in the same period last year in the Canadian market, there are still positive signs. Therefore, this can be a potential market. We can proceed to expand our business to the Canadian market

- The number of Office Supplies categories is clearly higher, but their revenue is only equivalent to the other two categories, this may also be due to the diversification of goods in this category. We can test a few more sub-categories of Technology and Home-Office to check their revenue effectiveness.