



Overview

Region View

Customer View

Final Verdict

Product

All

Metrices

Total Sales By Month

Market Region

All

Clear all slicers



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Overview Page

Select all

2020

2021

2022

2023

Total Orders
26K

Orders CY
9K

Orders PY
7K

Orders YoY %
28.68%

Total Sales
\$7M

Sales CY
\$2M

Sales PY
\$2M

Sales YoY %
23.82%

Total Quantity
278K

Quantity CY
94K

Quantity PY
75K

Quantity YoY %
24.21%

Total Profit
\$1M

Profit CY
\$280K

Profit PY
\$319K

Profit YoY %
-12.16%

Profit Margin %
16.35%

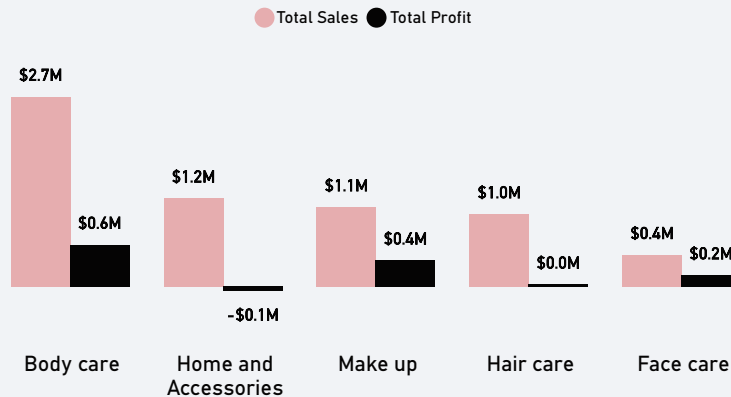
Profit Margin % CY
12.77%

Profit Margin % PY
18.00%

Profit Margin YoY %
-5.23%

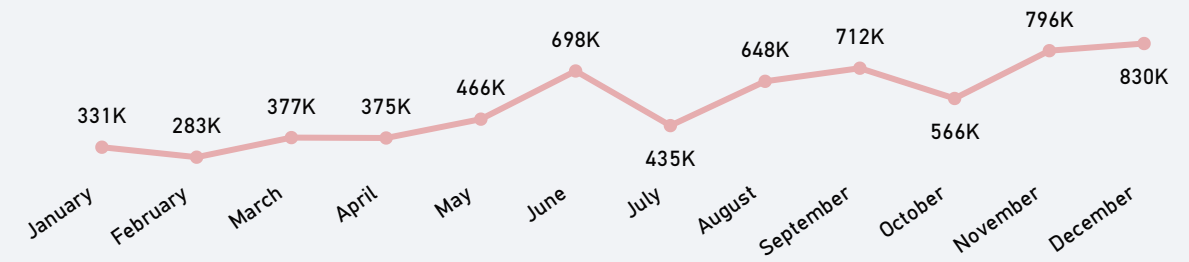
Sales and Profit by Category

Body care leads in sales with \$2.7M but Home and Accessories has incurred a loss (\$-0.1M) despite \$0.6M in sales. Face care shows the highest profit margin.



Total Sales By Month

Sales peak in Q4 (October-December) with strongest performance in December (\$0.83M). Mid-year shows moderate growth from June onwards



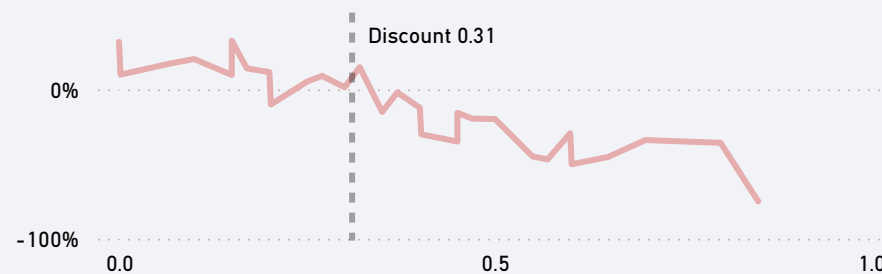
Top 10 Products with Highest Profits

Emerald Crown Necklace leads profitability with 34.31% margin. Top performers maintain consistent margins above 20%.

Product	Sales	Profit	Profit Margin %	Profit Margin % by Year
Emerald Crown Necklace	\$14,938	\$5,125	34.31%	
Sterling Crown Anklet	\$15,372	\$4,676	30.42%	
Golden Vine Bracelet	\$19,026	\$5,742	30.18%	
Sterling Frost Earrings	\$21,760	\$6,071	27.90%	
Rose Gold Petal Studs	\$29,987	\$7,401	24.68%	
Total	\$275,921	\$59,625	21.61%	

Profit Margin by Discount

Products with discount > 0.31 have incurred losses





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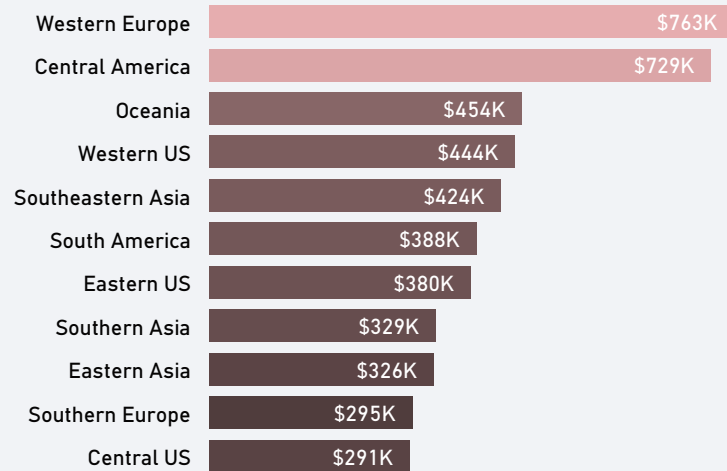
2021

2022

2023

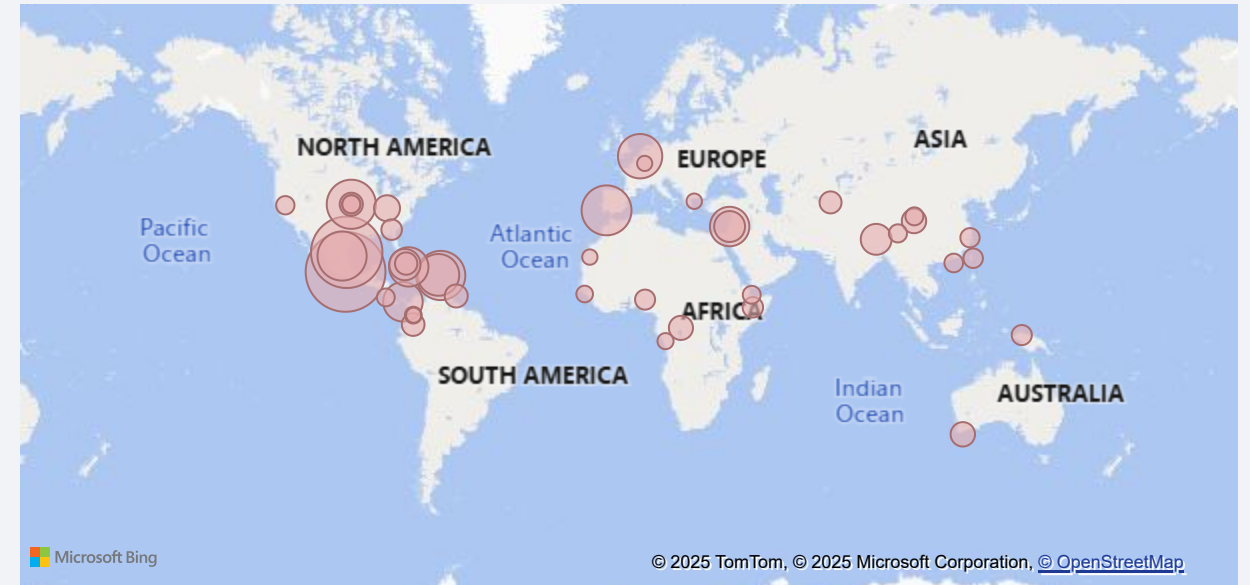
Total Sales by Region

Western Europe & Central America lead with \$0.76M and \$0.73M respectively. Sales in United States are exceptionally higher than other countries.



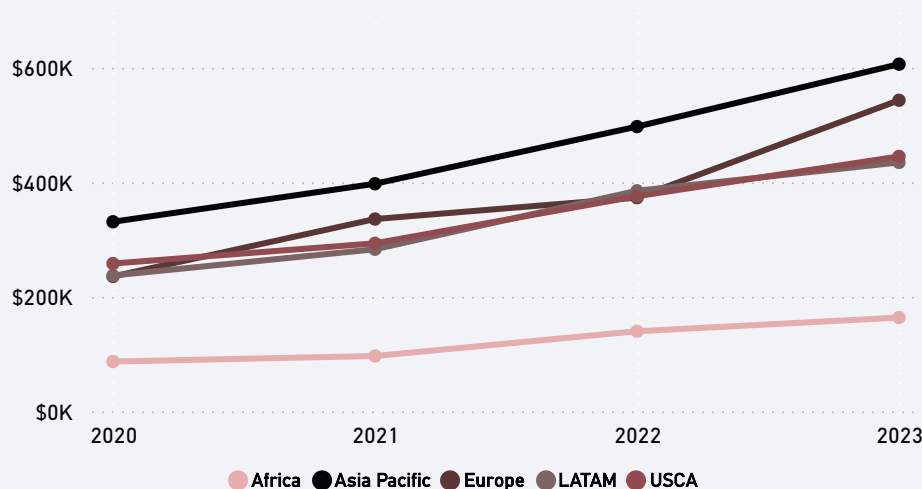
Country Performance By Metrics

Geographic distribution shows concentration in North America, Europe, and Asia Pacific markets



Total Sales by Year and Market

African Market has the least sales while other 3 markets are quite close. All markets show upward trend.



Top 10 Countries Contributing to Maximum Sales

United States dominates with \$1.3M in sales (36% of total). Higher volume countries show lower profit margins compared to smaller markets.

Country	Sales	Profit	Profit Margin %	Profit Margin % by Year
United States	\$1,326,577	\$207,879	15.67%	
Australia	\$381,404	\$61,833	16.21%	
France	\$374,791	\$93,483	24.94%	
Mexico	\$336,145	\$79,894	23.77%	
Germany	\$257,059	\$63,342	24.64%	
China	\$255,432	\$76,479	29.94%	
Indonesia	\$202,685	\$152	0.07%	
Brazil	\$202,478	\$27,833	13.75%	
Total	\$3,734,194	\$718,188	19.23%	



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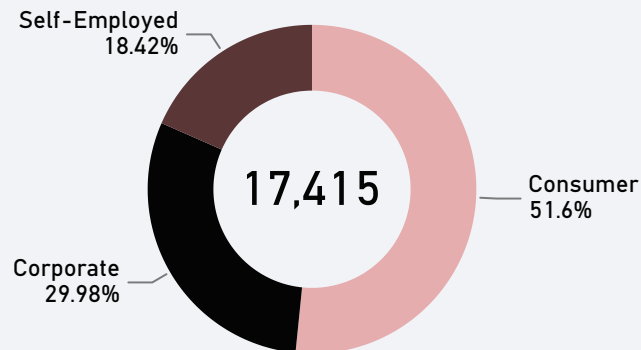
2021

2022

2023

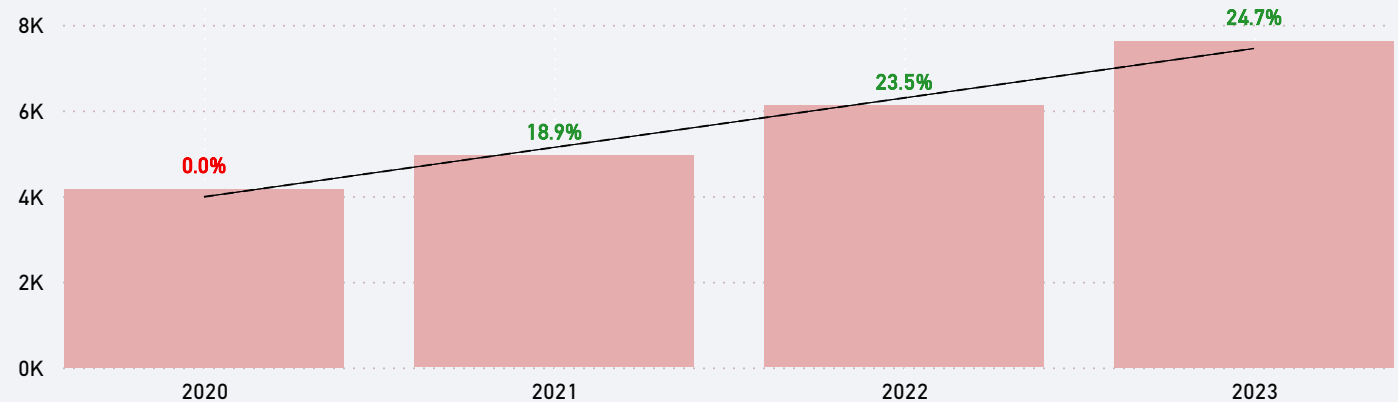
Total Customers by Segment

Half of the customers belong to Consumer segment (51.6%). Corporate accounts for 30%, Self-Employed 18%.



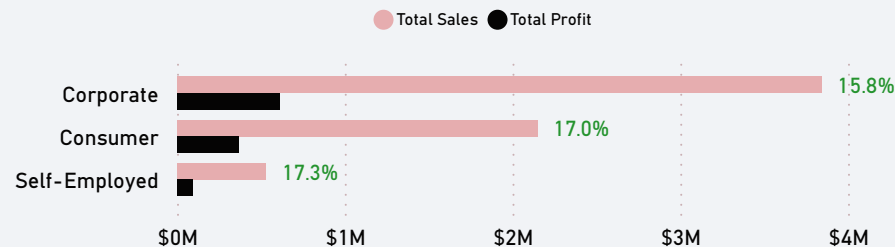
Total Customers by Year

Consistent customer growth with 24.7% increase in 2023. Strongest growth was in 2022 (+23.5%).



Total Sales and Total Profit by Segment

Corporate drives the most sales but profit margin is higher for Self-Employed segment.



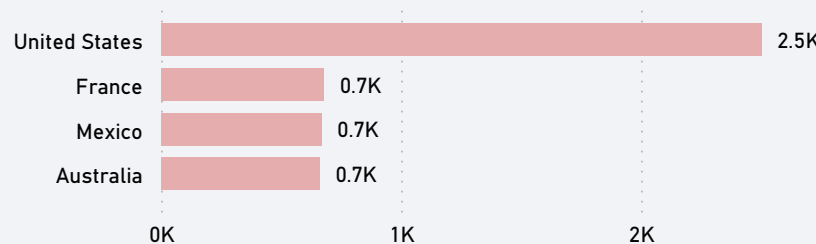
Total Customers by Sales

Top customers show mixed profitability - some high-volume customers have negative margins indicating heavy discounting.

Customer ID	Country	City	Sales	Profit	Profit Margin %
LS-172001402	United States	Milwaukee	\$7,351	\$2,429	33.05%
KM-162257	Australia	Adelaide	\$6,841	-\$662	-9.68%
NH-1861059	Indonesia	Bekasi	\$6,821	\$394	5.78%
EA-140351406	United States	Columbus	\$6,768	\$242	3.57%
JR-16210139	United Kingdom	Birmingham	\$6,307	-\$527	-8.36%
SP-20620102	Philippines	Caloocan	\$6,305	-\$338	-5.36%
CS-121757	Australia	Albany	\$6,222	\$1,467	23.57%
JD-158951404	United States	Las Vegas	\$6,145	\$1,359	22.11%
YS-2188048	Germany	Bremen	\$6,054	\$1,019	16.84%
RR-9525134	Turkey	Sivas	\$5,948	-\$2,155	-36.23%
AR-1082564	Italy	Messina	\$5,938	\$2,625	44.21%
JD-161501404	United States	Los Angeles	\$5,803	\$910	15.68%

Total Customers by Country

United States has exceptionally higher customers (2.5K) than other countries. France, Mexico, Australia follow with ~0.7K each.





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FINAL VERDICT

Optimize Discount Strategy



Insight: Products with discounts >31% incur losses (negative profit margin)

Recommendation: Cap maximum discount at 30% across all product categories. Implement tiered discount approval process for discounts above 25%.

Address Home & Accessories Category Loss



Insight: Home & Accessories category shows negative profit (-\$0.1M) despite \$0.6M in sales

Recommendation: Conduct SKU-level profitability analysis. Consider discontinuing loss-making products or renegotiating supplier contracts to improve margins.

Expand High-Margin Markets



Insight: China (29.94%) and India (29.78%) show highest profit margins vs. US (15.67%)

Recommendation: Increase marketing investment in Asian markets. The higher margins can absorb customer acquisition costs while maintaining profitability.

Focus on Self-Employed Segment



Insight: Self-Employed segment has highest profit margin despite lowest sales volume

Recommendation: Develop targeted loyalty programs for Self-Employed customers. Their higher margin indicates willingness to pay premium prices with less discounting.