

## Supply Chain Management Story



Total Sales Globally.



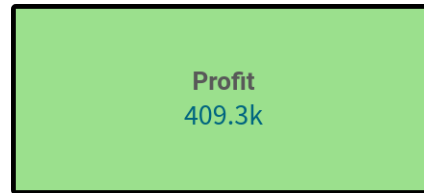
Total Profit Globally.



Total Delivery Risk Globally.



Total Sales USA.



Total Profit In USA.



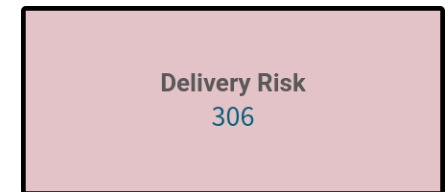
Delivery Risk USA.



Total Sales ASIA.



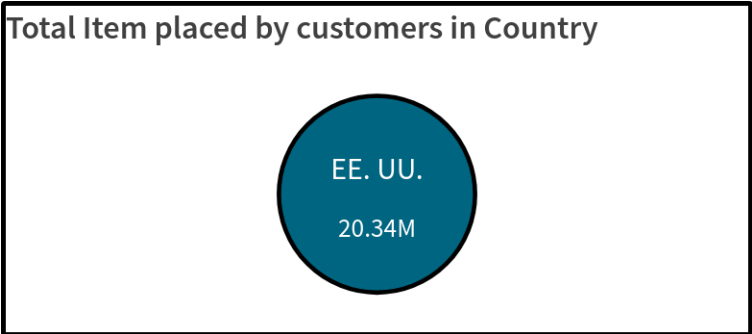
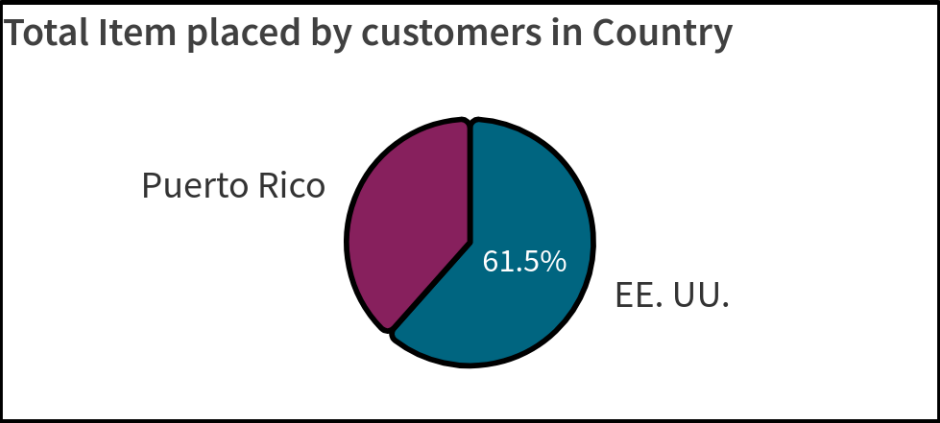
Total Profit In ASIA.



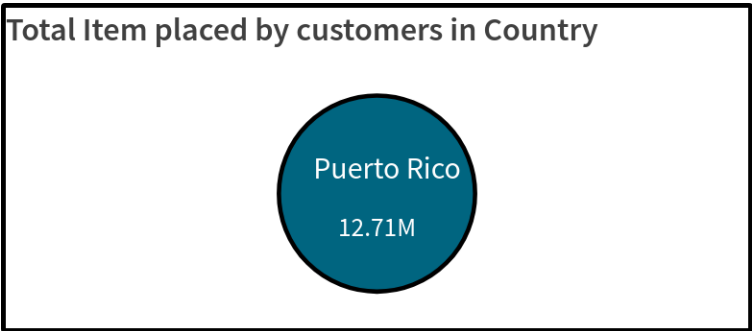
Delivery Risk ASIA.



Combined total Items placed in countries



20.23M Items in EE.UU.



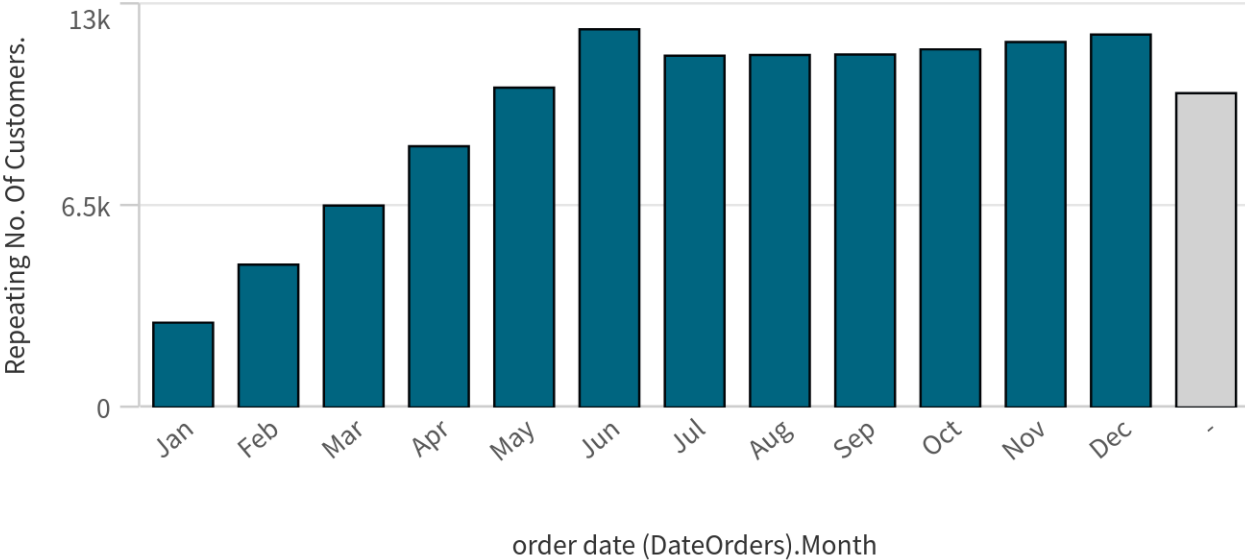
12.71M Items in Puerto Rico.

Customer Behaviour Analysis

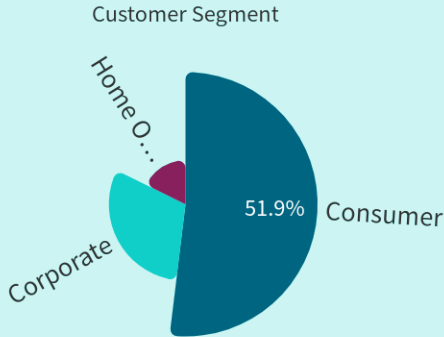


the proportion of customers who return to make additional purchases over a given period, compared to those who only purchase once.

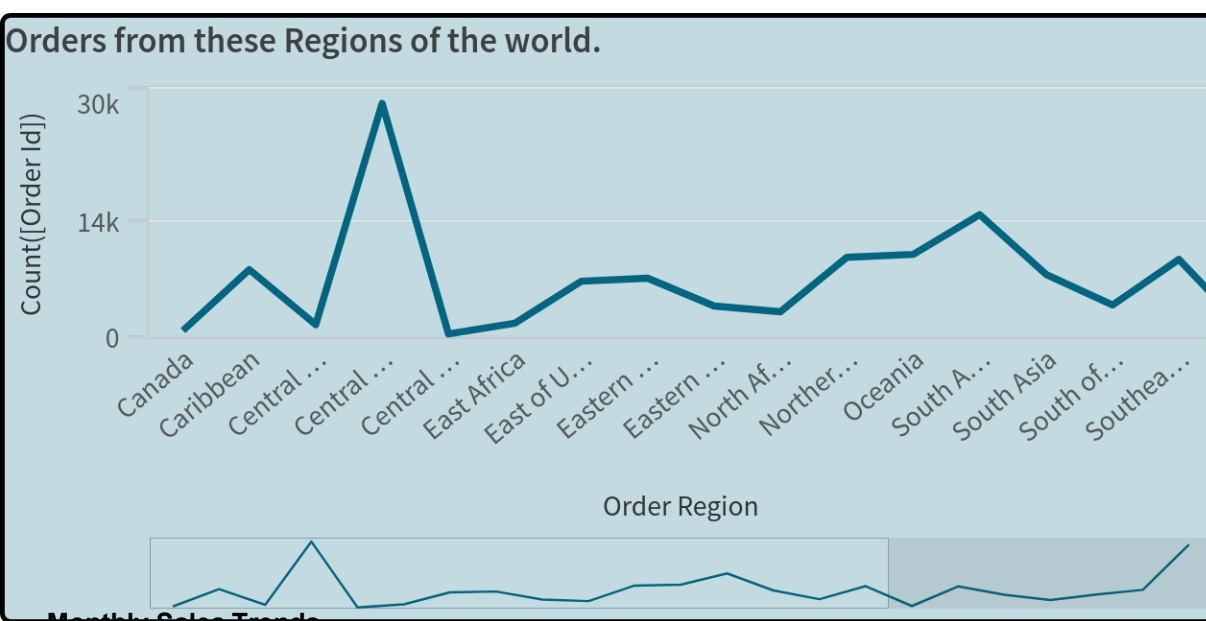
Repeat Customer Rate



Customer Segment Analysis



Pie chart displaying sales or profit by different customer segments.



### Regional Analysis.

**Insight:** The line chart on the left shows the count of orders placed from different regions of the world. Noticeable peaks and troughs indicate varying levels of order activity across regions.

#### Key Observations:

**Peak Regions:** Central Asia shows a significant peak in orders, suggesting it is a major market for our products.

**Consistent Regions:** Regions like Eastern Europe and East Africa have consistent order volumes, indicating stable demand.

**Low Activity Regions:** Northern Africa and the Caribbean have relatively lower order volumes, suggesting these are areas with potential for growth.

### Monthly Sales Trends.

**Insight:** The area chart on the bottom right illustrates the average sales per month throughout the year.

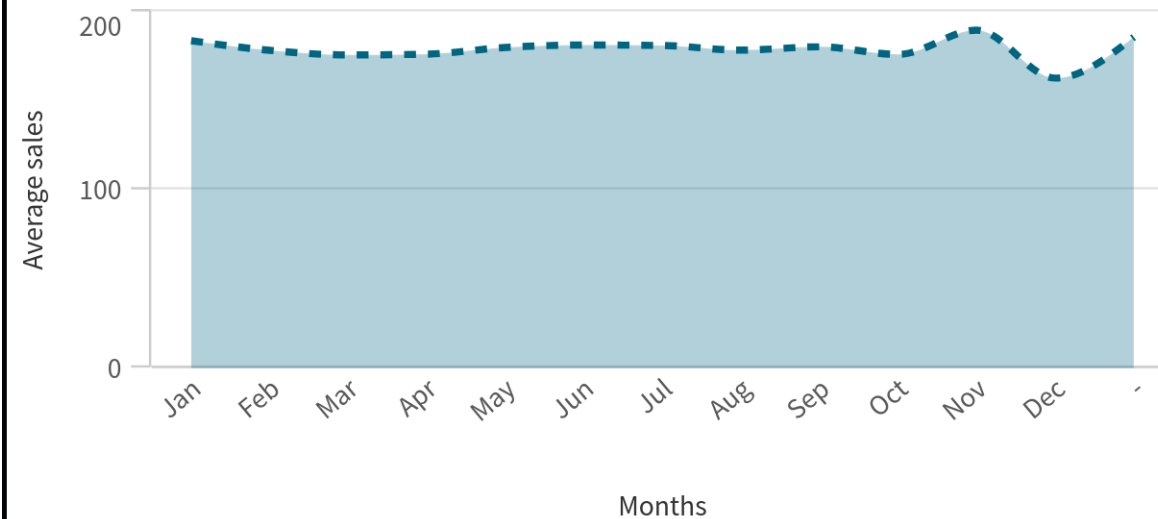
#### Key Observations:

**Steady Sales:** The sales trend is relatively steady throughout the year with minor fluctuations.

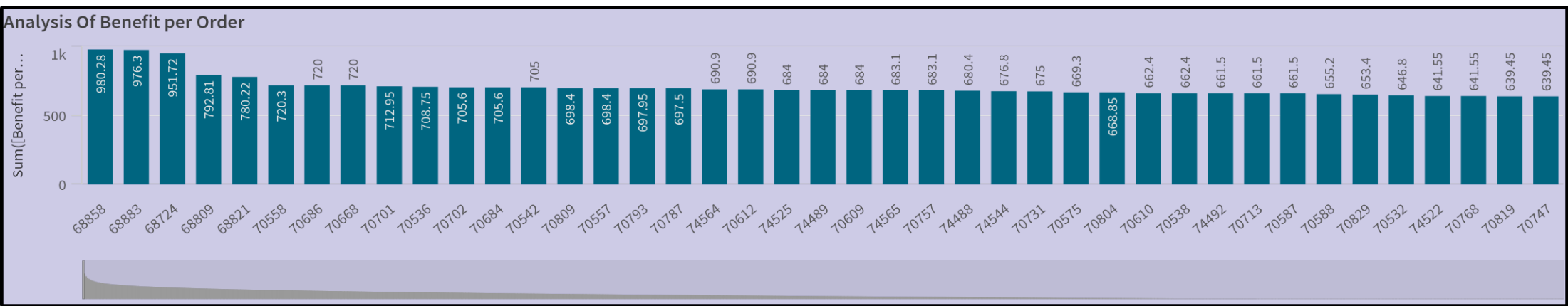
**Seasonal Trends:** There is a slight increase in sales towards the end of the year, possibly due to holiday seasons or year-end promotions.

**Opportunities for Growth:** Identifying the months with lower sales can help strategize marketing efforts to boost sales during those periods.

### Monthly Sales Trends



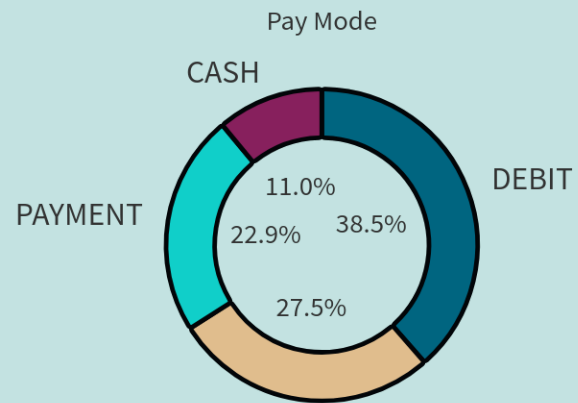
Analysis of Benefit per Order.



**Insight:** The analysis focuses on the profitability of individual orders, helping to identify trends and outliers in how much benefit each order generates.

- Key Observations:**
- High Benefit Orders:** Some orders generate significantly higher benefits, indicating potentially high-value customers or high-margin products.
  - Low Benefit Orders:** There are orders with minimal or negative benefits, suggesting areas for cost reduction or pricing strategy adjustments.

# MODE OF PAYMENT



Payments by :  
1) CASH 2) PAYMENT  
3) DEBIT 4) TRANSFER

Payment Analysis  
&  
Market Analysis.

## Market Analysis

LATAM

Pacific Asia

USCA

Europe

Africa