**Profit by Countries:**

The United States had the highest profit at $207,879.42,

significantly outperforming Turkey, which saw the lowest profit at a loss of $47,834.40.

Overall, U.S. profits accounted for nearly 15% of the total.

**Sales by Region & Countries:**

Western Europe led in sales with $762,855, a remarkable 3,246% higher than Central Asia,

which had the lowest sales at $22,797. Western Europe contributed 11.7% of the total sales.

The United States had the highest sales at $1,326,577, while Gambia had the lowest at just $10. U.S. sales made up over 20% of the total.

**Total Sales**

Sales peaked in **2023**, reaching **$2.19 million**, with **November 2023** being the best month overall. On average, **2023** also had the highest monthly sales compared to the previous years.

**Total Profit**

The highest profit was recorded in **2022** at **$318,671.89**, with **June 2022** being the most profitable month. On average, **2022** had the best profit performance compared to the other years.

**Profit Margin**

**January 2022** recorded the highest average profit margin at **2.52%**. For the entire year, **2022** had the best overall profit margin, outperforming 2021, 2020, and 2023.

**Orders**

**2023** saw the most orders, with a total of **17,531**, and **December 2023** had the highest share of orders for the year. The average number of orders per month was also highest in **2023** compared to prior years.

**Most Profitable Market**

**Europe** emerged as the most profitable market with **$331,644.70**, outperforming **Africa** by over **400%**. **Europe** alone contributed more than **31%** of the total profit.

**No. Customers in Each Country**

The **United States** had the highest number of customers at **9,994**, followed by **Australia** and **France**. **U.S.** customers accounted for nearly **20%** of the total customer base.

**Top Customers from Each Country**

Customers from the **United States** spent the most money across all years, followed by those from **Australia**, **France**, and **Mexico**, making the **U.S**. the top country for high-spending customers.

**Profit Margin and Discount**

The analysis revealed a **negative relationship** between discounts and profit margins. As discount rates increase, profit margins drop, with large discounts (around 80%) even leading to **negative margins**, while smaller discounts preserve or improve profitability.

**Best-Selling Categories, Subcategories, and Products**

**Body Care** was the top-selling category with **1,810** units sold, contributing over **40%** of total sales. In subcategories, **Nail Care products** accounted for nearly **30%** of sales, while **Herbal Essences Bio** was the top-selling product with **1,780** units sold, making up **40.17%** of the total.

**Countries Contributing Most Profit by Category**

The **United States** led in profits across all product categories, followed by **Mexico**, **France**, **Germany**,and **China**.

**Orders by Segment**

The **Consumer** segment had the highest share of orders, representing **51.70%** of total orders.

**Customers by Segment**

The Consumer segment had the most customers, making up **51.60%** of the total customer base.

**Sales and Profit by Segment**

The Corporate segment leads with both the highest sales at **$3.84M** and profit at **$608.52K**, significantly outperforming other segments. The Consumer segment follows with sales of **$2.15M** and profit of **$365.53K**. Meanwhile, the Self-Employed segment has the lowest performance, with sales at **$530.19K** and profit at **$91.51K**.

**Most Profitable Segments**

The Corporate segment consistently outperforms other segments in profitability each year from 2020 to 2023. In 2023, it generated the highest profit at **$161.61K**, followed by **$169.68K** in 2022, **$154.12K** in 2021, and **$123.12K** in 2020. The Consumer and Self-Employed segments show much lower profits in comparison, with the Consumer segment generating moderate profit increases, while the Self-Employed segment remains consistently low.