

Overview & Key Metrics

2.30M

Sum of Sales

286.40K

Sum of Profit

38K

Sum of Quantity

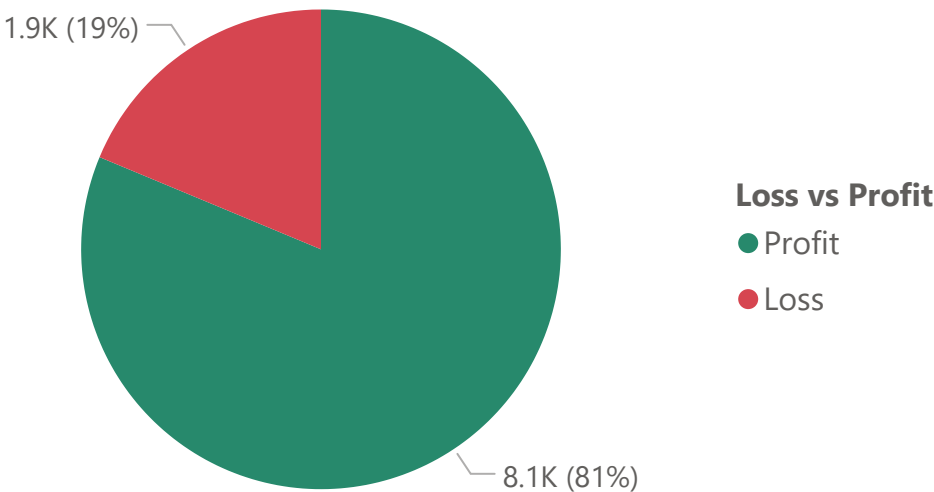
0.12

Profit Margin (%)

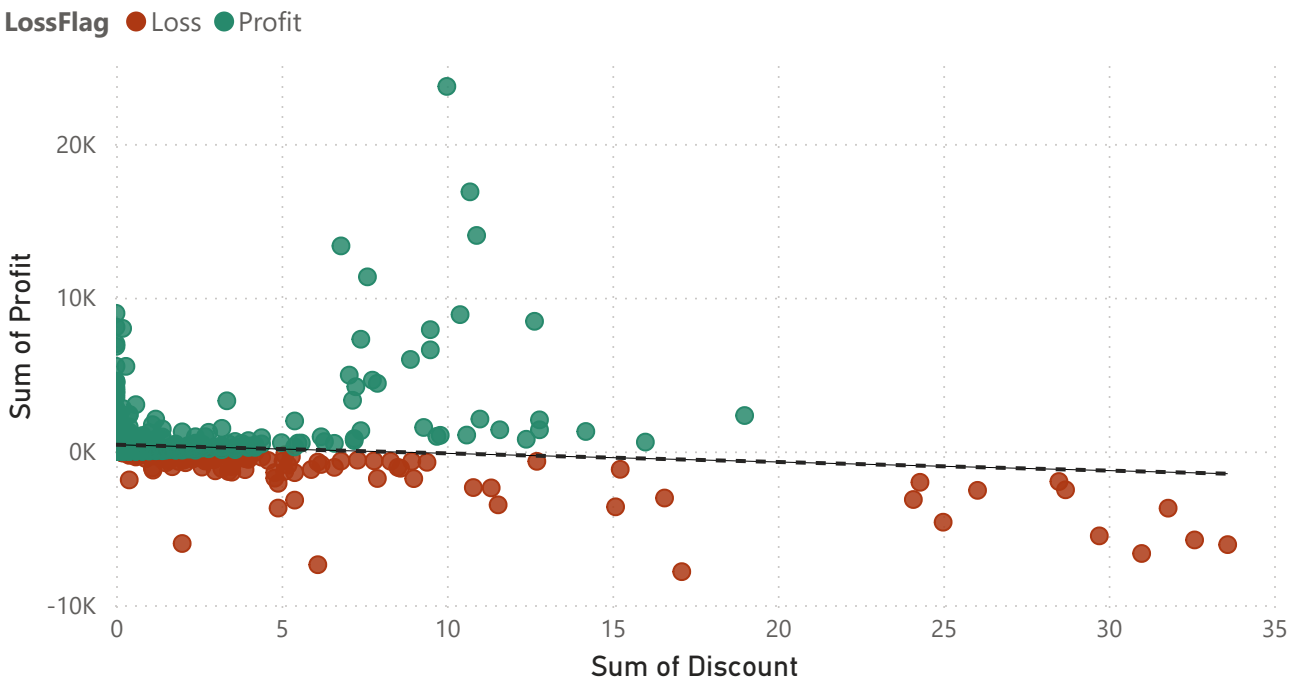
1871

Loss Orders

% of Loss Orders vs Profitable Orders



Correlation bet. Discounts and Profit/Loss



Location Analysis

Customer Segments Analysis

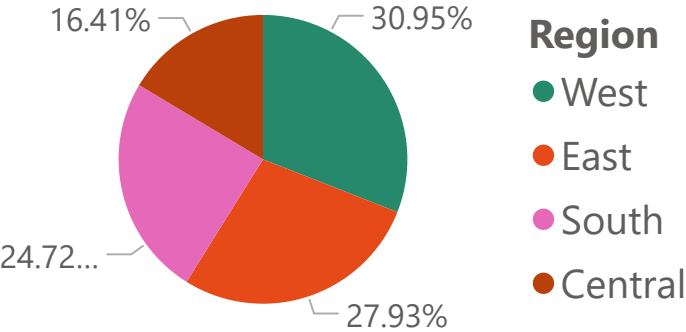
Product Analysis

Shipping Analysis

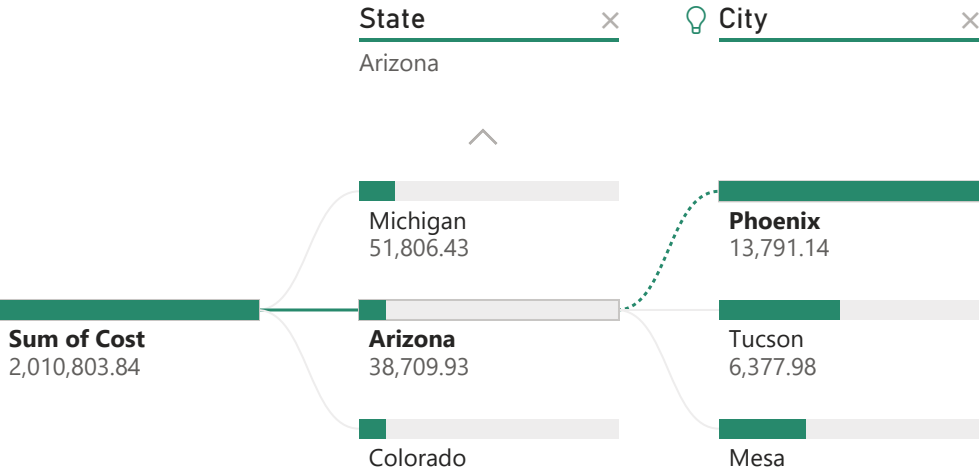
Profitability by Location

- Region
- ☐ Central
 - ☐ East
 - ☐ South
 - ☐ West

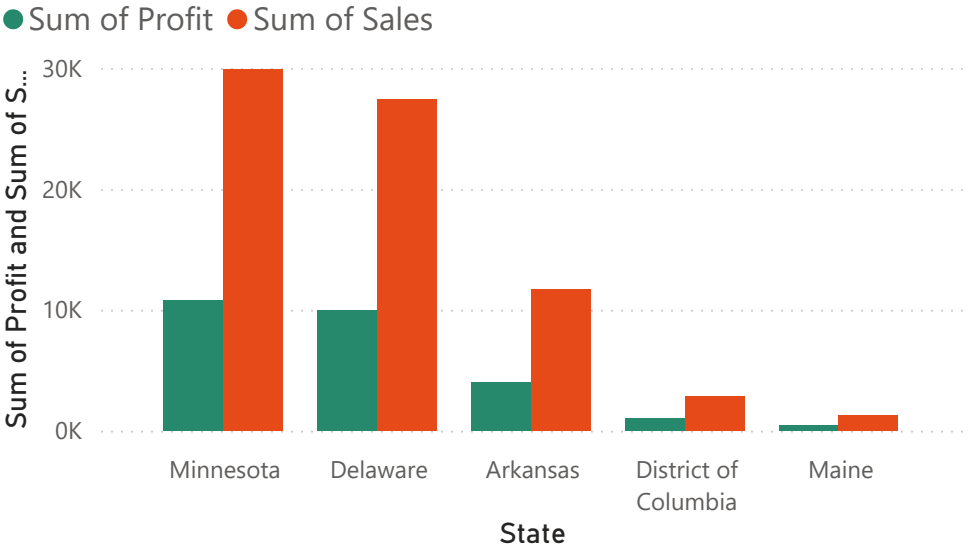
Profit Margin (%) by Region



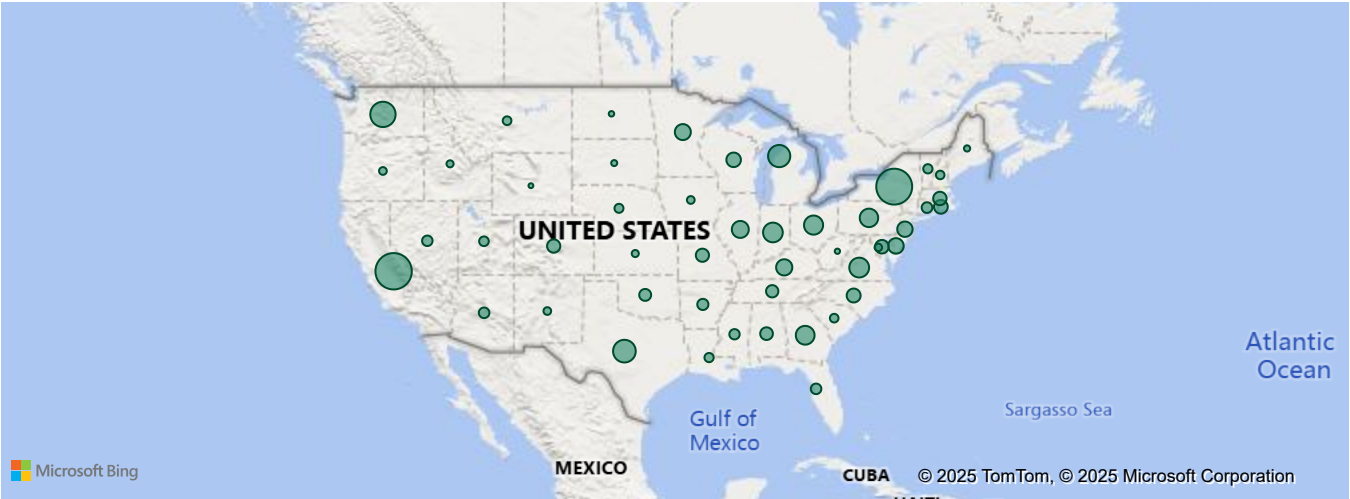
States/Cities Driving Costs



Profit vs. Sales of Top 5 Profit Margin States



Sum of Profit by State



Overview & Key Metrics

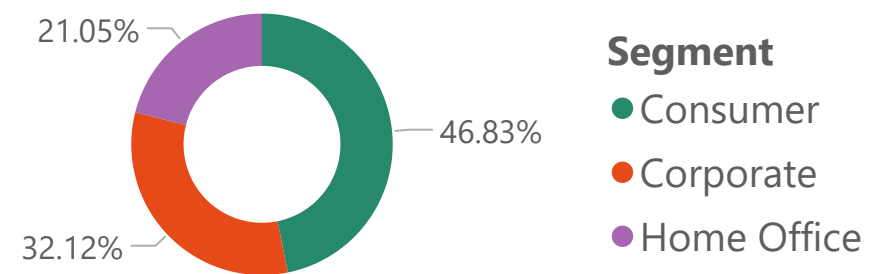
Customer Segments Analysis

Product Analysis

Shipping Analysis

Customer Segment Analysis

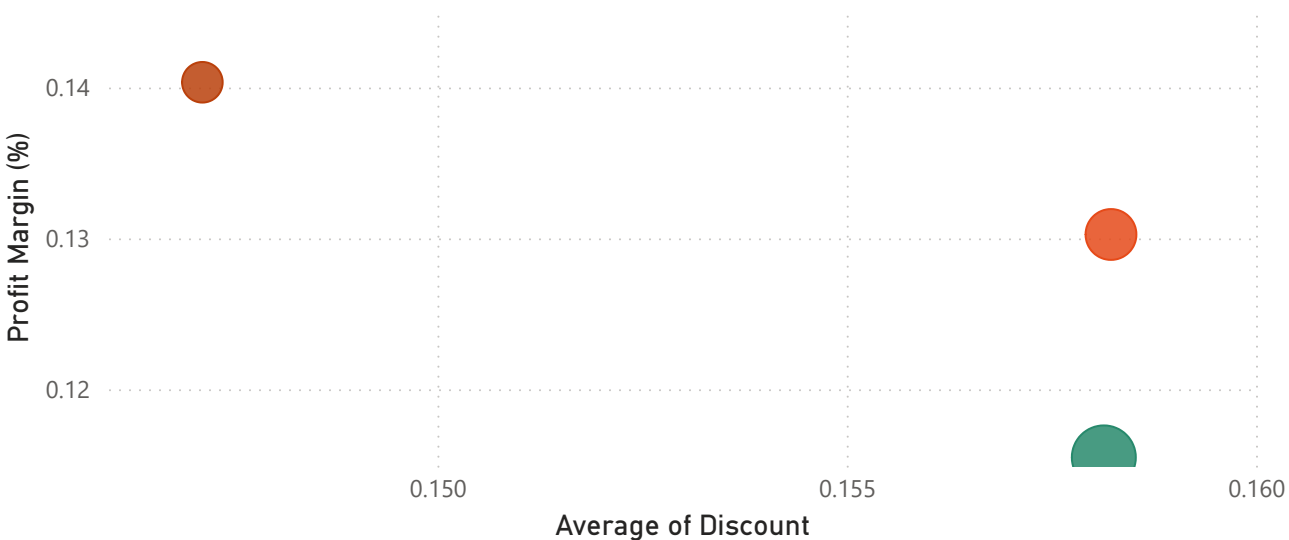
Profit by Segment



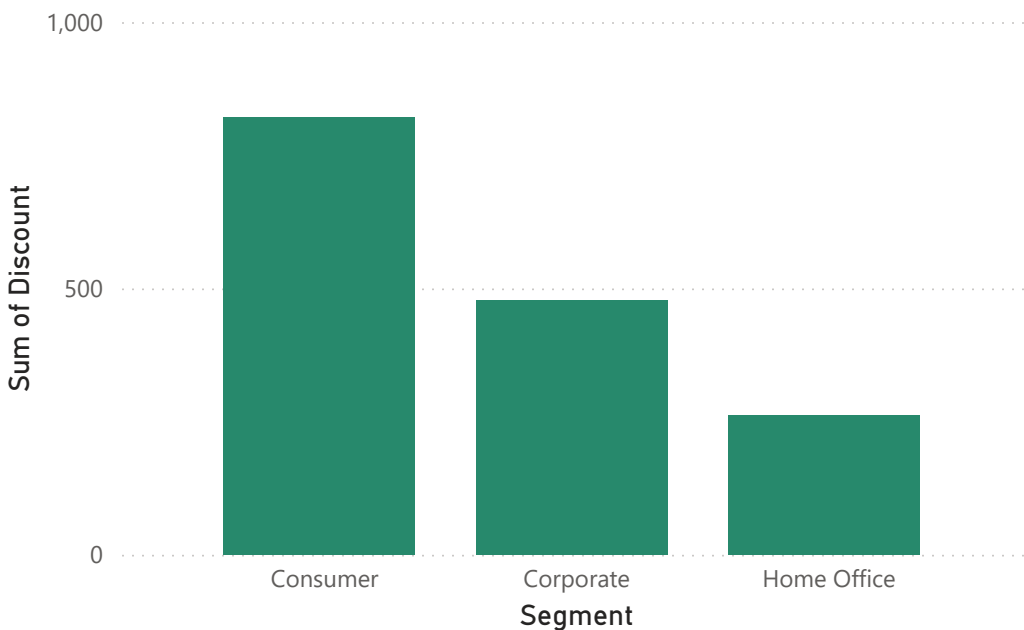
Segment	Sum of Sales	Sum of Profit	Sum of Cost	Profit Margin (%)
Consumer	1,161,401.35	134,119.21	1,027,282.14	0.12
Corporate	706,146.37	91,979.13	614,167.23	0.13
Home Office	429,653.15	60,298.68	369,354.47	0.14
Total	2,297,200.86	286,397.02	2,010,803.84	0.12

Average of Discount, Profit Margin (%) and Sum of Sales by Segment

Segment ● Consumer ● Corporate ● Home Office



Discount by Segment



Overview & Key Metrics

Location Analysis

Product Analysis

Shipping Analysis

Product Type Analysis

Category, Sub-Category ▼

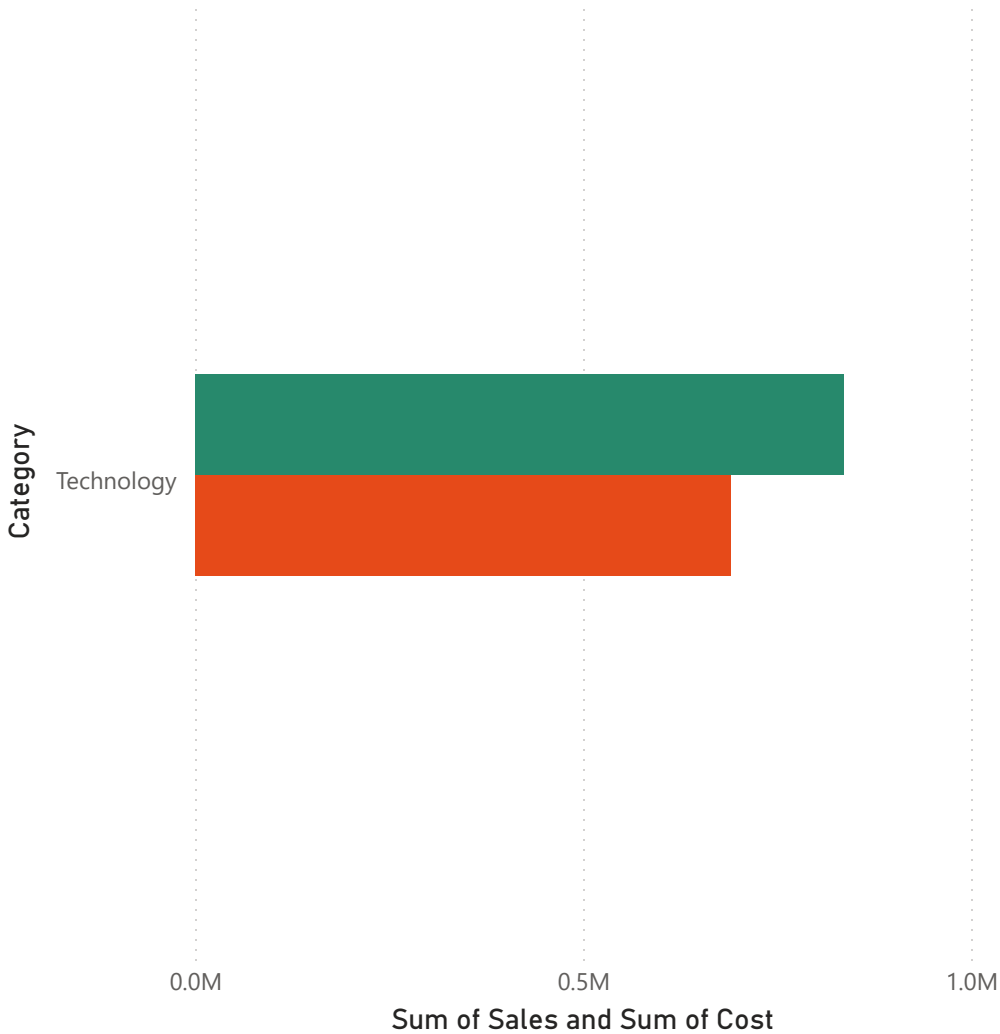
- ☒ Select all
- ▼ ☐ Furniture
- ▼ ☐ Office Supplies
- ▼ ☒ Technology

271

Loss Orders

Sales vs Cost by Category

● Sum of Sales ● Sum of Cost



Profit by Category and Sub-Category

Category ×
Technology

Sub-Category ×

Sum of Profit
145.5K

Technology
145.5K

Copiers
55.6K

Phones
44.5K

Accessories
41.9K

Overview & Key Metrics

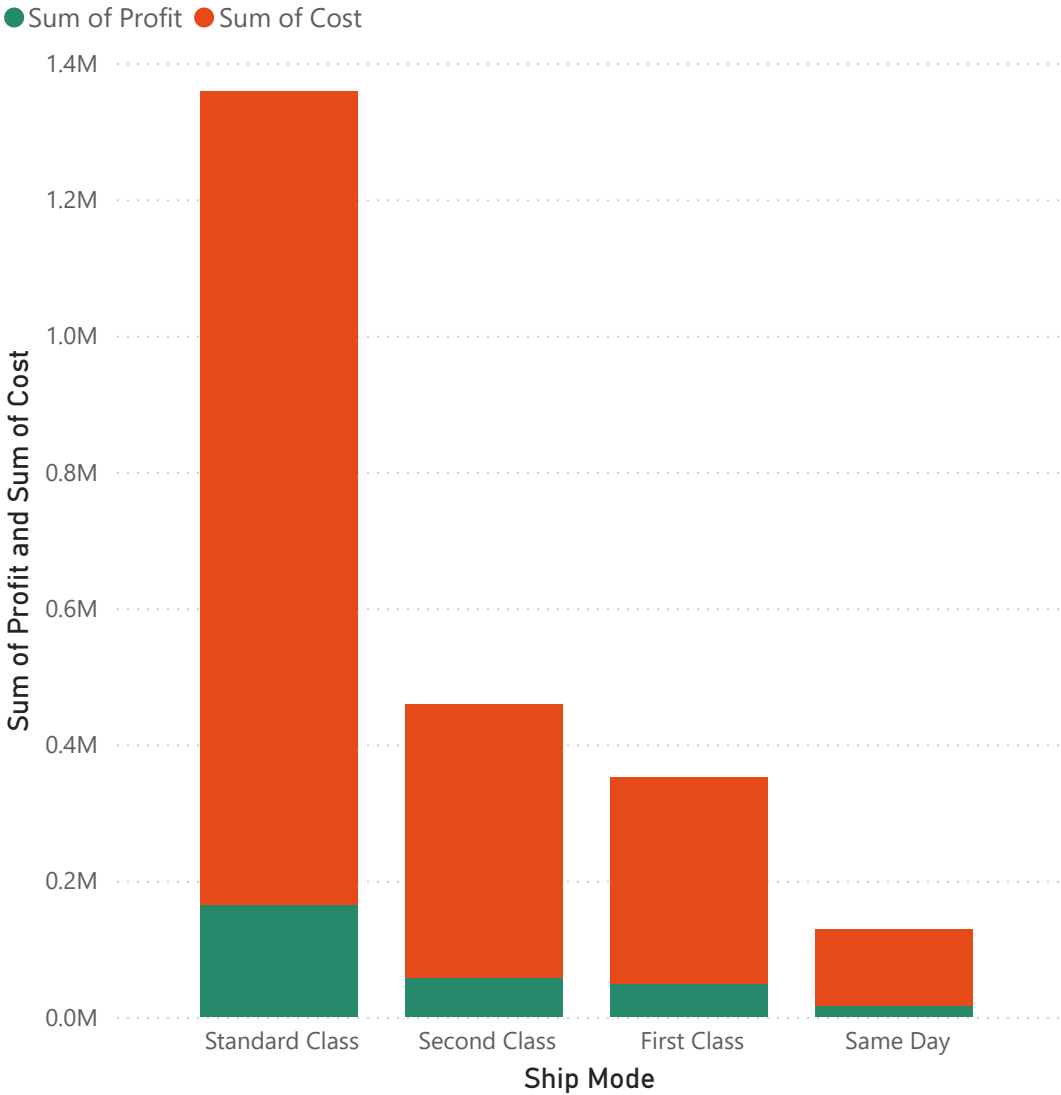
Location Analysis

Customer Segments Analysis

Shipping Analysis

Shipping Mode & Cost Impact

Profit and Cost by Ship Mode



Sum of Discount by Ship Mode



Ship Mode	Sum of Sales	Sum of Quantity	Sum of Profit	Sum of Cost	Profit Margin (%)
First Class	351,428.42	5693	48,969.84	302,458.58	0.14
Same Day	128,363.13	1960	15,891.76	112,471.37	0.12
Second Class	459,193.57	7423	57,446.64	401,746.93	0.13
Standard Class	1,358,215.74	22797	164,088.79	1,194,126.96	0.12
Total	2,297,200.86	37873	286,397.02	2,010,803.84	0.12

Overview & Key Metrics

Location Analysis

Customer Segments Analysis

Product Analysis