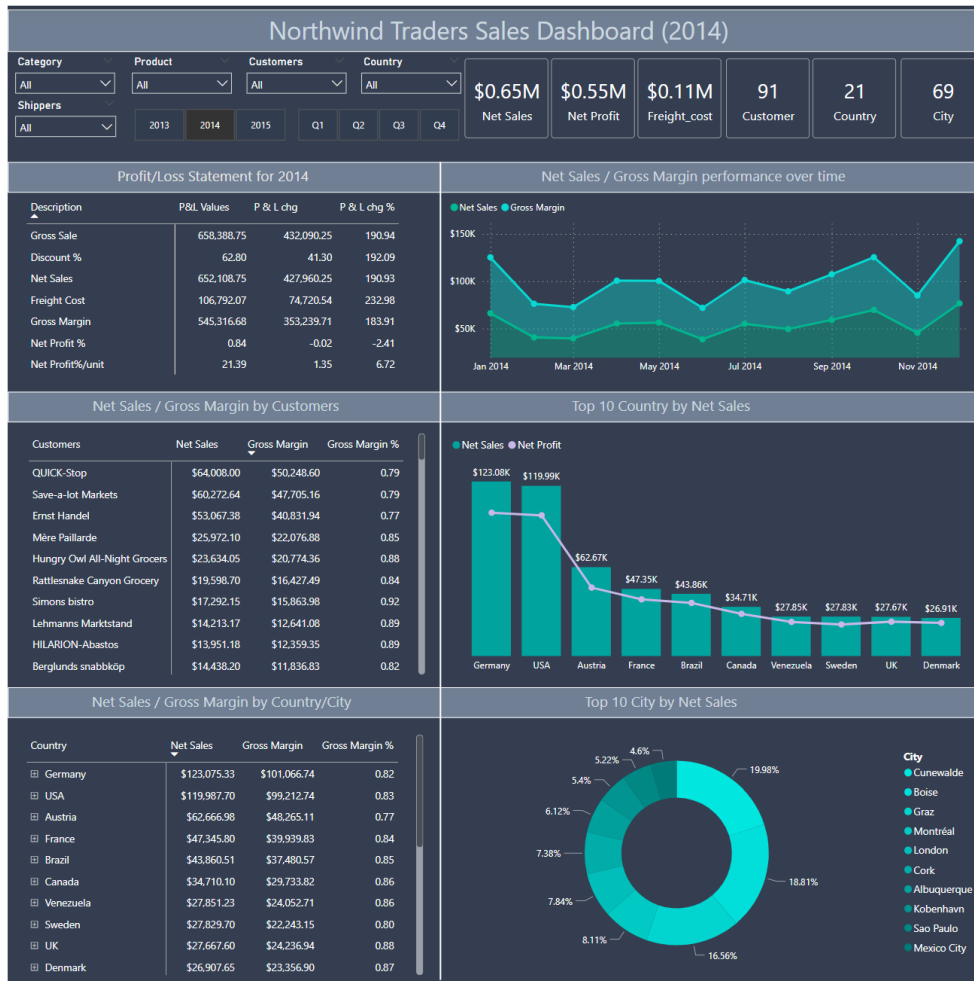


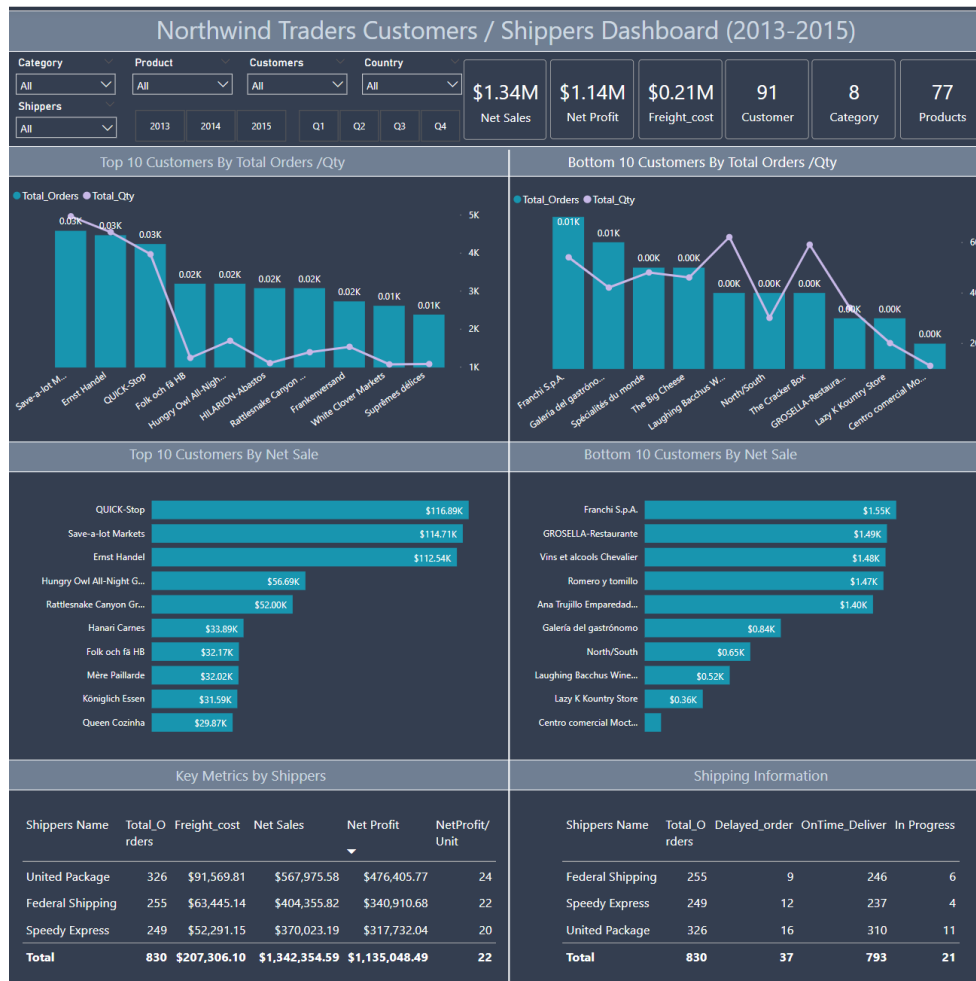
Insights

- Out of all the years, the product produce, grains & cereals accounted for the lowest revenue among all years
- Although above 8 products were profitable for the company, they faced decreased in sales.
- Among all the products, Chocolate and Geitost had the lowest revenue figures from sales.
- The top customers accounted for the highest volume of orders for beverages, dairy products and sea foods



Insights

- The analysis of the profit & loss statement highlights 2014 as a year of strong financial performance
- Compared to 2013, the year 2014 net profit percentage experienced a reduction (2.41%)
- From the top 10 countries, USA, Germany, Austria demonstrated superior performance consistently over the course of the year
- Among top 10 cities, the leading cities are also among the top 10 countries



Insights

- The company invests 0.21 million in shipping to ensure products to reach customers world wide.
- Throughout the three-year timeframe, the customer QUICK-stop, Save-a-lot Markets consistently bring in the highest revenue for the company
- Eventhough the United Packers provides exceptional service, it has higher number of delayed orders compared to other shipping companies.