

Performance Tracking

2011

2014

KPI Overview

TOTAL YTD SALE

\$4.30M ▲ 26.28%

TOTAL YTD PROFIT

\$0.50M ▲ 23.92%

TOTAL YTD ITEMS

60.64K ▲ 25.97%

TOTAL YTD ORDERS

8531 ▲ 26.93%

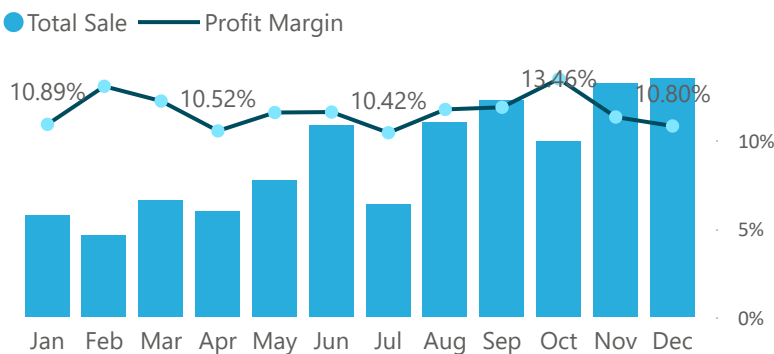
TOTAL YTD RETURN

4.55% ▼ -3.57%

- Country
- ☐ Australia
 - ☐ Brazil
 - ☐ China
 - ☐ France
 - ☐ Germany
 - ☐ India
 - ☐ Indonesia
 - ☐ Mexico
 - ☐ United Kingd...
 - ☐ United States

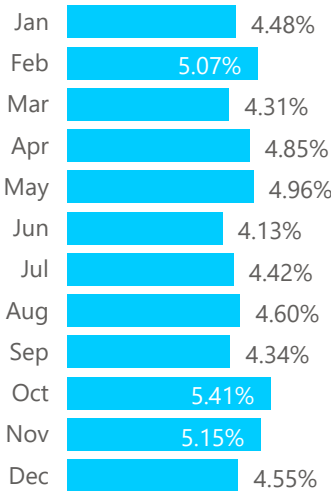
- Category
- ☐ Furniture
 - ☐ Office Supplies
 - ☐ Technology
- Segment
- ☐ Consumer
 - ☐ Corporate
 - ☐ Home Office

Total Sale and Profit Margin by Month

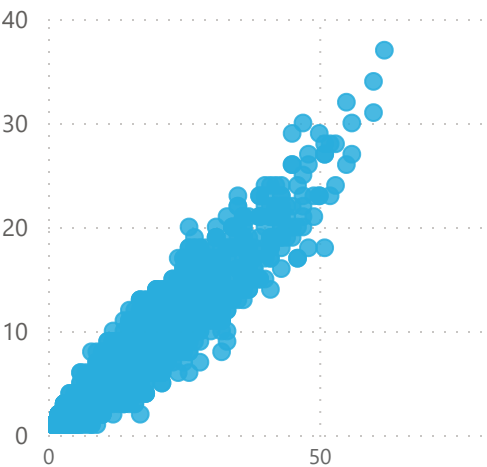


Country	Total Sale	Profit Margin	Total Orders	Return Rate
India	\$589,650.11	21.89%	785	2.29%
China	\$700,562.03	21.51%	925	13.30%
United Kingdom	\$528,576.30	21.17%	775	6.06%
Germany	\$628,840.03	17.07%	907	5.40%
Mexico	\$623,125.63	16.52%	1329	13.17%
France	\$858,931.08	12.69%	1222	6.71%
United States	\$2,297,413.8	12.47%	5009	5.93%
Total	\$7,918,328.79	14.48%	13844	6.44%

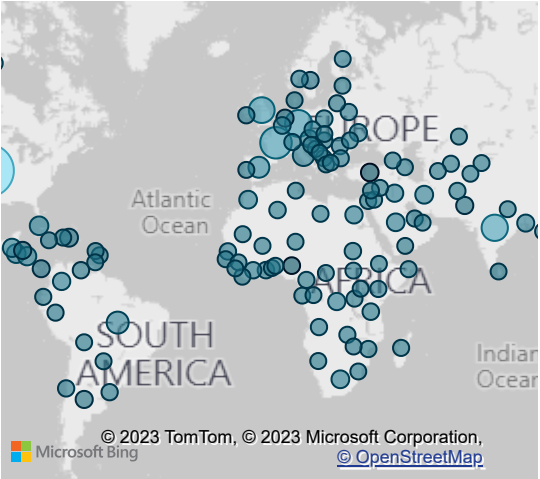
Monthly Return



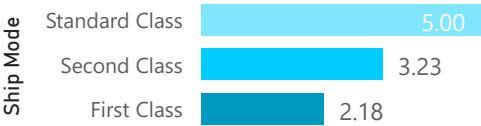
Order and Discount Correlation



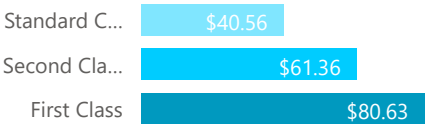
Sale and Profit by Country



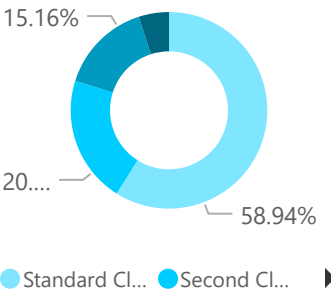
Avg Shipping time



Shipping cost



Sale by Shipping Type



Customer Insights

2011

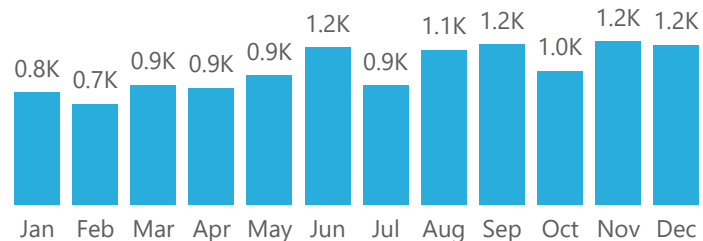
2014

Market

Customer Amount

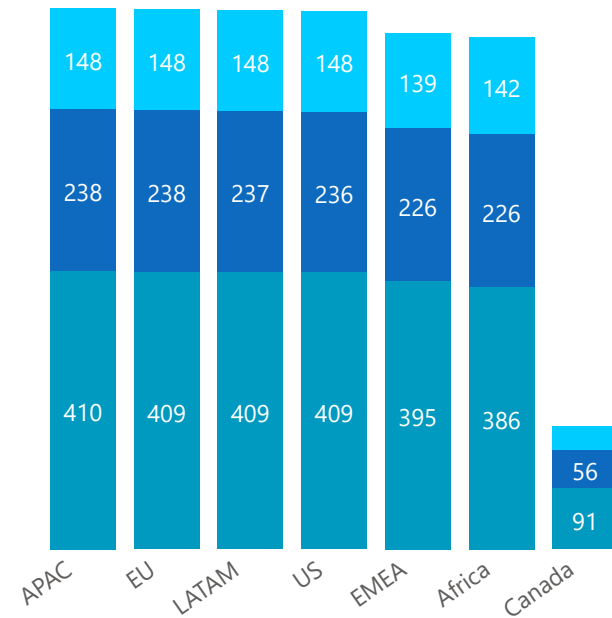


Number of Customer by Month



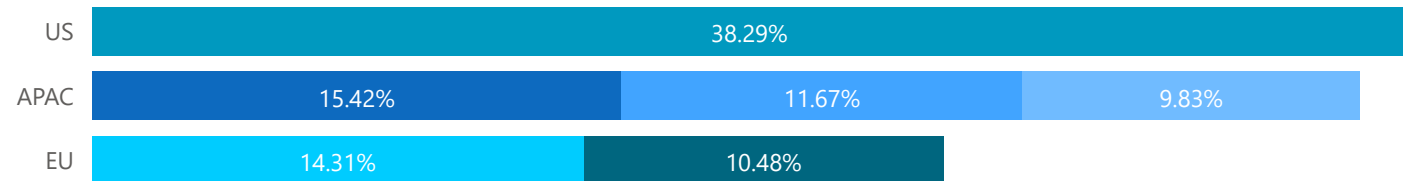
Number of Customer by Market

● Consumer ● Corporate ● Home Office



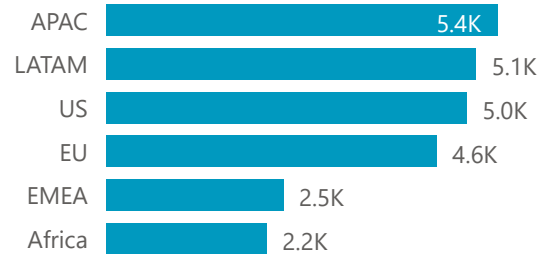
90% Sale by Market

● Australia ● China ● France ● Germany ● India ● United States



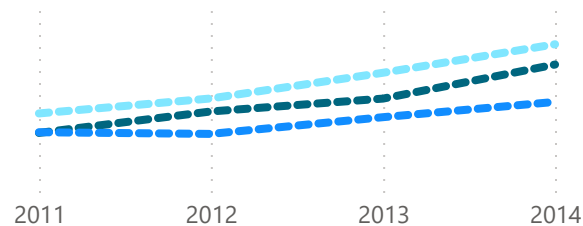
Segme

Total Order by Market



Sale by Market

● APAC ● EU ● US



Market	Country	Bucket amount	Profit per Order	Items per Order
APAC	India	\$751.15	\$164.42	7.34
APAC	China	\$757.36	\$162.90	7.66
EU	United Kingdom	\$682.03	\$144.39	7.95
EU	Spain	\$669.34	\$126.78	7.55
EU	Germany	\$693.32	\$118.33	8.54

Consumer

Corporate

Home Office

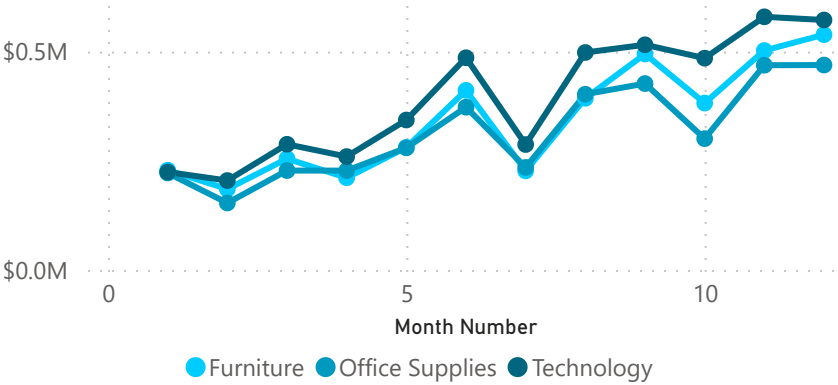
Product Target

2011

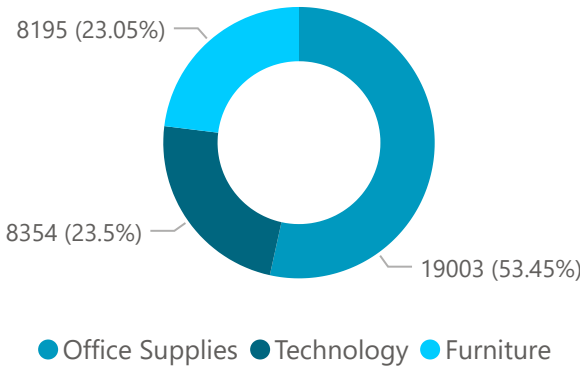
2014

APAC	EU	LATAM	US	Market	Category	Furniture	Office Supplies	Technology
"While you Were Out" Message Book, One Form per Page				Product Name	Segment	Consumer	Corporate	Home Office

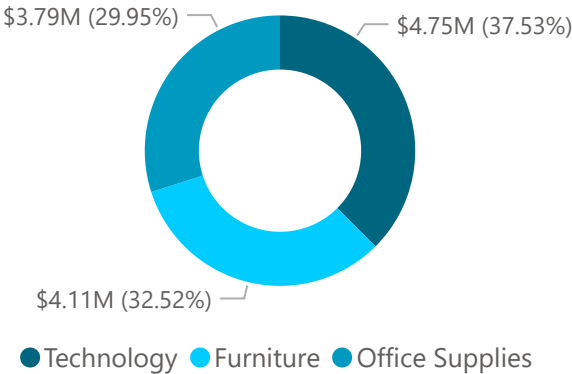
Sale by Category



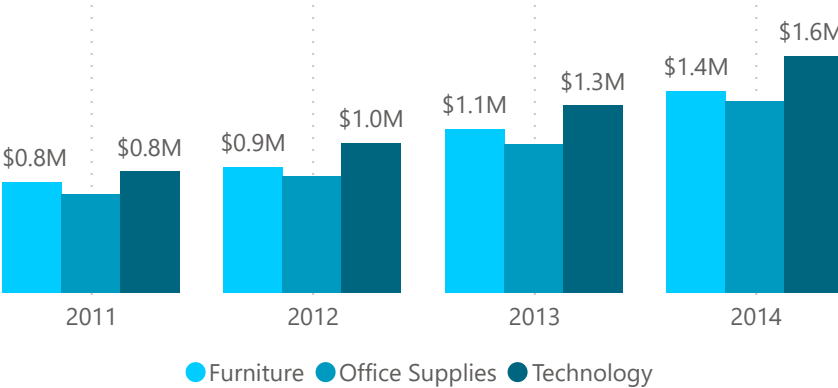
Order by Category



Sale by Category



Total Sale by Year and Category



Product ID	Sub-Category	Total Sale	Profit Margin	Total Orders
FUR-ADV-10000002	Furnishings	\$159.12	37.95%	2
FUR-ADV-10000108	Furnishings	\$350.07	0.96%	3
FUR-ADV-10000183	Furnishings	\$974.83	-66.86%	8
FUR-ADV-10000188	Furnishings	\$124.95	3.36%	5
FUR-ADV-10000190	Furnishings	\$222.36	46.98%	1
FUR-ADV-10000571	Furnishings	\$2,194.80	31.98%	8
FUR-ADV-10000600	Furnishings	\$205.80	11.95%	2
FUR-ADV-10000847	Furnishings	\$290.73	27.92%	5
FUR-ADV-10001283	Furnishings	\$177.79	-50.04%	2

Total Sale by Category

