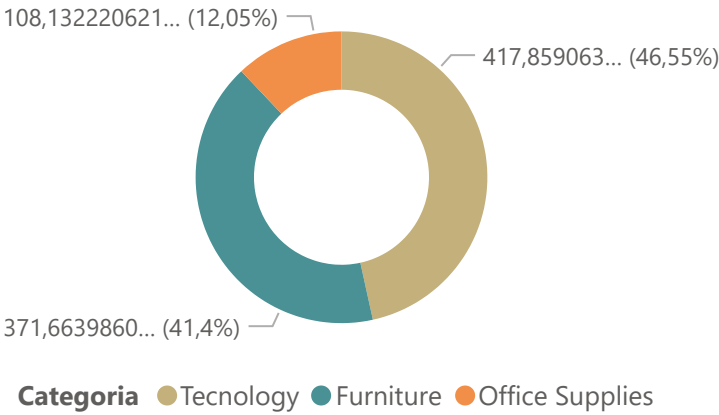# Sales, Cost, Profit Margin and KPI Dashboard

Year / Month
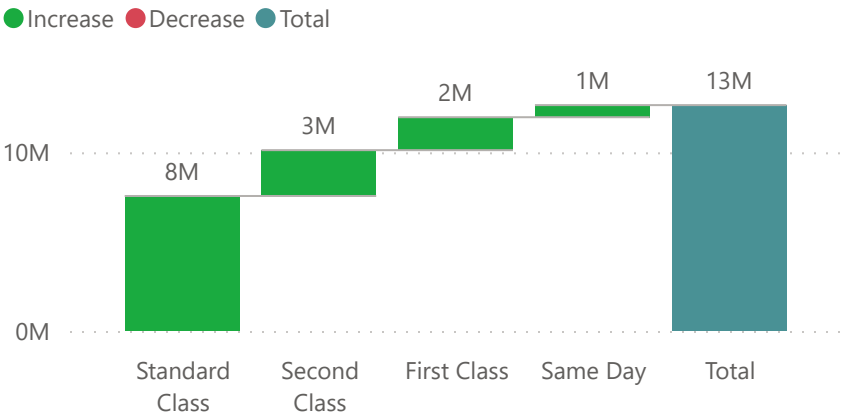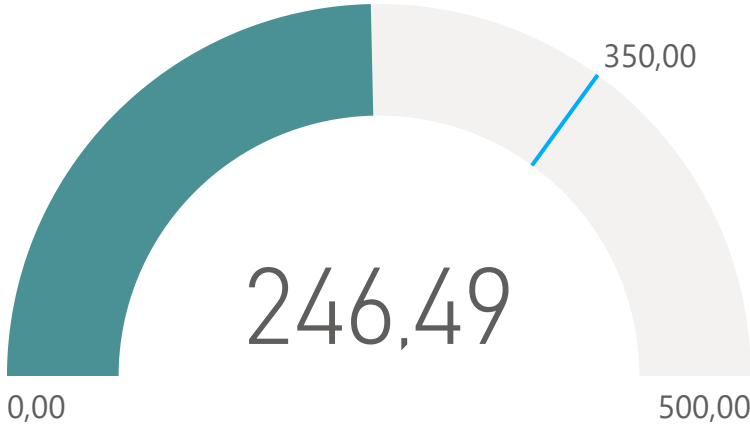
All ⌄

Average profit by category
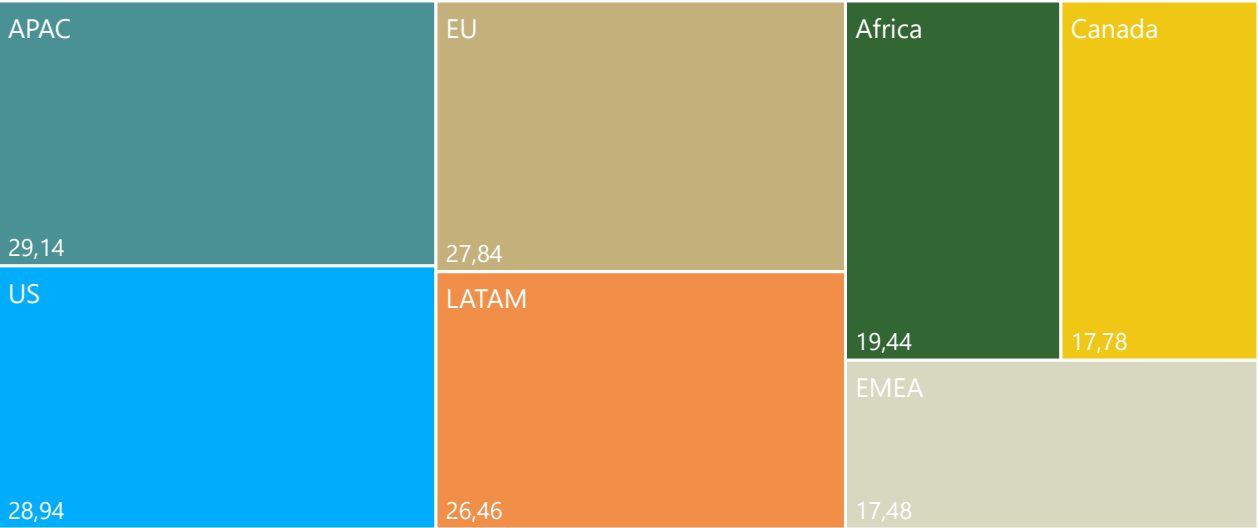
108,132220621... (12,05%)

417,859063... (46,55%)

371,6639860... (41,4%)

Categoria ● Tecnology ● Furniture ● Office Supplies

Total Sales Value by Shipping Mode

● Increase ● Decrease ● Total

10M

0M

8M

3M

2M

1M

13M

Standard Class | Second Class | First Class | Same Day | Total

KPI - Average Sales Value

350,00

246,49

0,00

500,00

Average Shipping cost by Market

APAC	EU	Africa	Canada
29,14	27,84	19,44	17,78
US	LATAM	EMEA	
28,94	26,46	17,48	

Behavior of the Profit Margin over Time

200K

150K

100K

50K

0K

jan 2011　jul 2011　jan 2012　jul 2012　jan 2013　jul 2013　jan 2014　jul 2014