

# Analysis of a company

Profit analysis

Categorical  
analysis

Customer analysis

Loss analysis

Shipping analysis

## Profit analysis

### Summary (2017-2020)

**£12,642,501.91**  
Sales

**£1,467,457.29**  
Profit

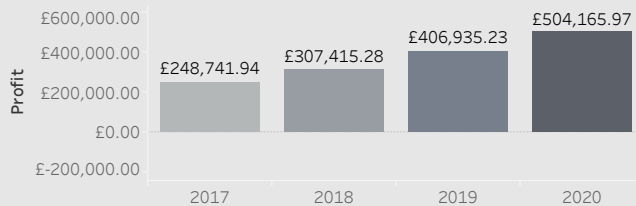
**25,035**  
number of orders

**1,590**  
number of customers

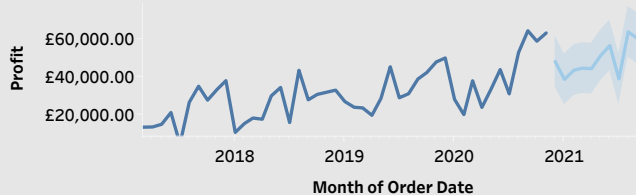
Year of Order Date  
Multiple values

select period  
yearly

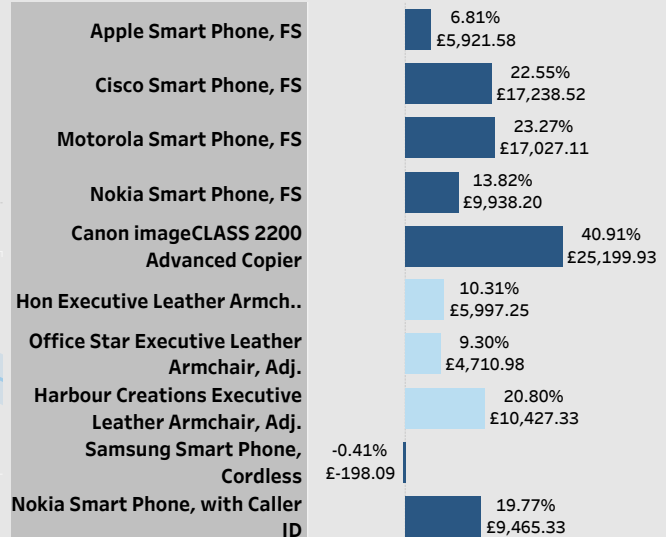
### Yearly, quarterly and monthly sales



### Estimated monthly profits in 2021



### 10 most sold products profit ratio



Analysis of a company

|                 |                      |                   |               |                   |
|-----------------|----------------------|-------------------|---------------|-------------------|
| Profit analysis | Categorical analysis | Customer analysis | Loss analysis | Shipping analysis |
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Category and sub category analysis

Average discount given on furniture

|           |        |             |        |
|-----------|--------|-------------|--------|
| 15.38%    | 16.31% | 15.11%      | 29.07% |
| Bookcases | Chairs | Furnishings | Tables |

Profit by sub category



Category  
All

Sub-Category  
All

Sales and profit in each category

|  |   |
|--|---|
| Technology<br>sales percentage :37.529%<br>profit :£663,778.73 | Office<br>Supplies<br>sales<br>percentage<br>:29.955%<br>profit<br>:£518,473.83 |
| Furniture<br>sales percentage :32.516%<br>profit :£285,204.72  |   |

# Analysis of a company

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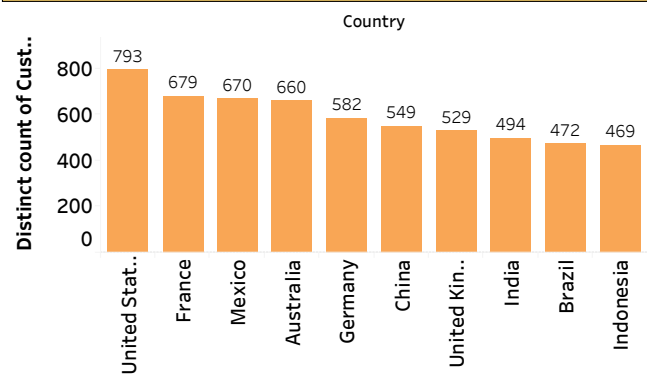
## Customer anlysis

Avg. Discount  
0.178 to 0.2136

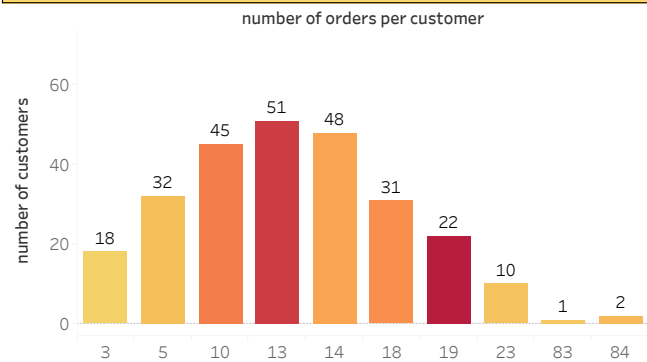
number of orders per customer  
All

| Discounts given on states in united states |  |       |
|--|--|-------|
| State                                      |  |       |
| Texas                                      |  | 364.6 |
| Pennsylvania                               |  | 192.9 |
| Illinois                                   |  | 191.9 |
| Ohio                                       |  | 152.4 |
| California                                 |  | 145.6 |
| Florida                                    |  | 114.7 |
| North Carolina                             |  | 70.6  |
| Arizona                                    |  | 68.0  |
| New York                                   |  | 62.4  |
| Colorado                                   |  | 57.6  |

Top 10 countries with highest number of customers



Number of orders customers made



Analysis of a company

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Analysis on coutrines with highest loss

| Profit by country |             |              | Profit generated by tables(sub category) |        |             | Top 20 countries with highest avg. shipping cost |        |
|-------------------|-------------|--------------|--|--------|-------------|--|--------|
| Country           |             |              | Country                                  | Market |             | Country  |        |
| Turkey            |             |              | Argentina                                | LATAM  | £-5,188.65  | Nigeria  | 70.00% |
| Nigeria           |             |              | Dominican Republic                       | LATAM  | £-4,739.10  | Kazakhstan                                       | 70.00% |
| Netherlands       |             |              | Honduras                                 | LATAM  | £-3,579.50  | Zimbabwe   | 70.00% |
| Honduras          |             |              | Lithuania                                | EMEA   | £-2,750.28  | United Arab Emirates                             | 70.00% |
| Pakistan          |             |              | Netherlands                              | EU     | £-2,074.68  | Lithuania  | 70.00% |
| Argentina         |             |              | Nigeria                                  | Africa | £-4,020.92  | Tajikistan                                       | 70.00% |
| Panama            |             |              | Pakistan                                 | APAC   | £-5,338.81  | Turkmenistan                                     | 70.00% |
| Sweden            |             |              | Panama                                   | LATAM  | £-2,073.62  | Uganda   | 70.00% |
| Philippines       |             |              | Peru                                     | LATAM  | £-1,433.95  | Yemen  | 70.00% |
| South Korea       |             |              | Philippines                              | APAC   | £-3,150.67  | Turkey   | 60.00% |
| Venezuela         |             |              | South Korea                              | APAC   | £-2,190.36  | Sweden   | 50.79% |
| Lithuania         |             |              | Sweden                                   | EU     | £-3,422.08  | Denmark  | 50.77% |
| Portugal          |             |              | Thailand                                 | APAC   | £-3,187.90  | Ireland  | 50.28% |
| Dominican Rep..   |             |              | Turkey                                   | EMEA   | £-3,586.44  | Portugal   | 50.00% |
| Ireland           |             |              | Venezuela                                | LATAM  | £-3,983.24  | Netherlands                                      | 48.18% |
| Thailand          |             |              | Zimbabwe                                 | Africa | £-275.76    | South Korea                                      | 45.29% |
| Kazakhstan        |             |              | Grand Total                              |        | £-50,995.95 | Pakistan   | 44.46% |
| Peru              |             |              |  |        |             | Haiti  | 44.04% |
| Zimbabwe          |             |              |  |        |             | Argentina  | 43.32% |
| Denmark           |             |              |  |        |             | Papua New Guinea                                 | 43.18% |
|                   | £100,000.00 | £-100,000.00 |  |        |             |  |        |
|                   | Sales       | Profit       |  |        |             |  |        |

Analysis of a company

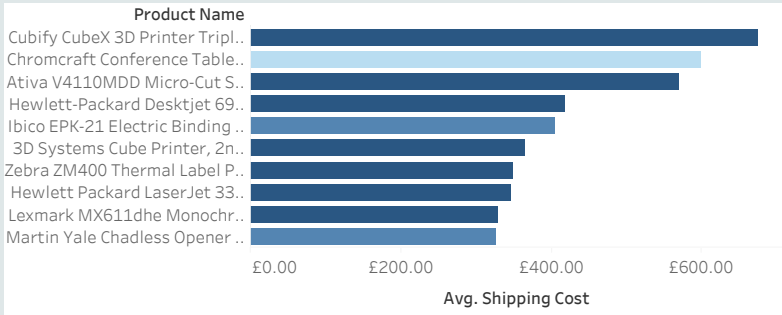
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Shipping analysis

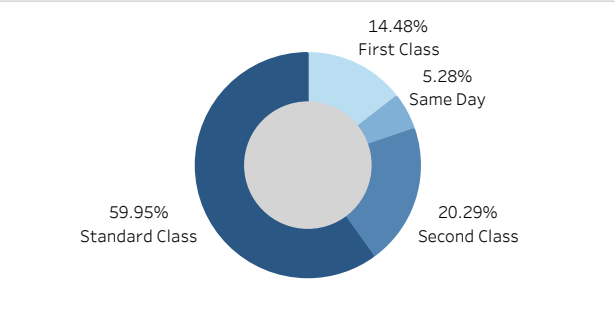
Average shipping cost with order priority

|          |        |        |        |
|----------|--------|--------|--------|
| £59.72   | £32.87 | £27.08 | £18.44 |
| Critical | High   | Low    | Medium |

Top 10 products with highest shipping cost



Shipping mode analysis



Average shipping cost vs average days to ship

