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customer data analysis

CLEAR FILTERS

2013 | 2014 | 2015 | 2016 | 2017

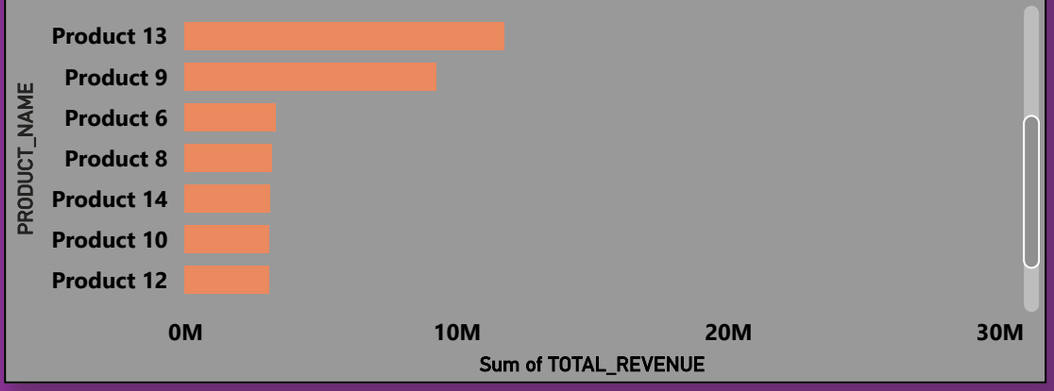
Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

CUSTOMER NAMES

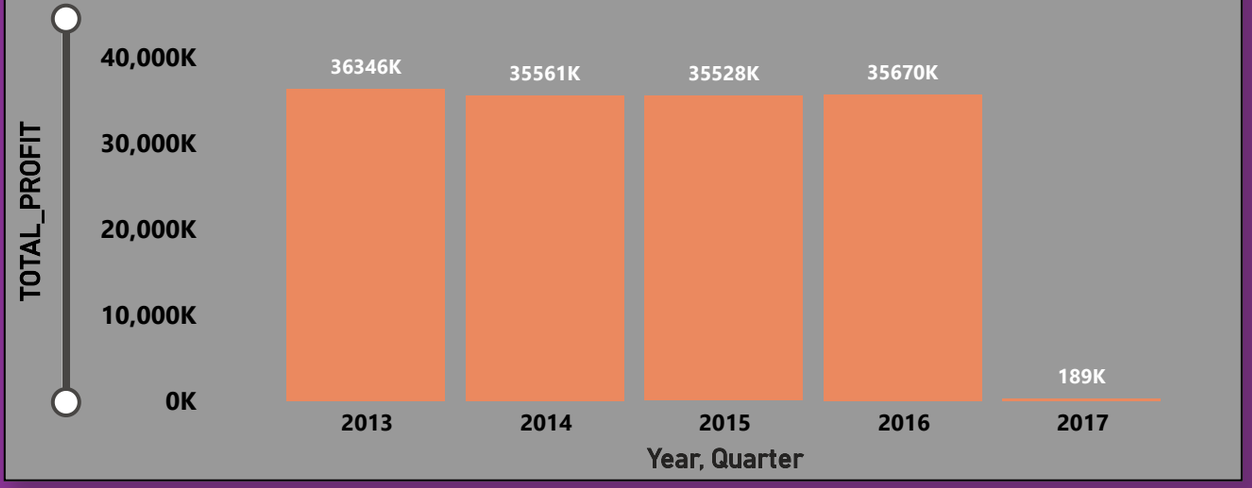
- 21st Ltd
- 3LAB Ltd

TOTAL CUSTOMERS	TOTAL QUANTITY ORDERED	TOTAL REVENUE	TOTAL PROFIT	Total Orderes
50	67,659	154.75M	143.29M	8K

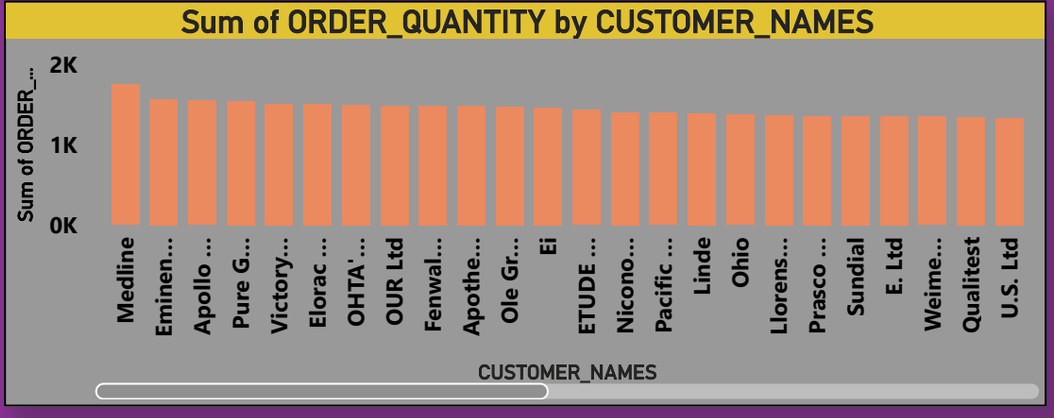
Sum of TOTAL_REVENUE by PRODUCT_NAME



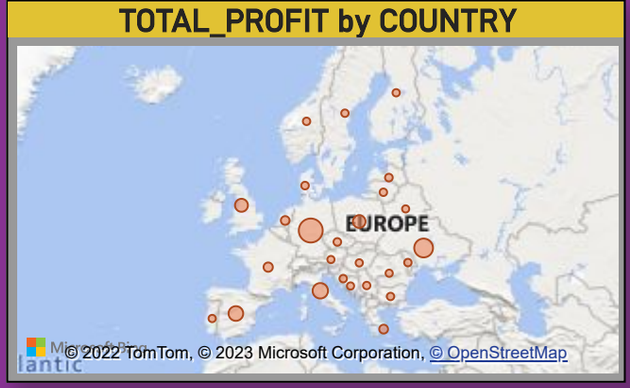
TOTAL_PROFIT BY YEAR



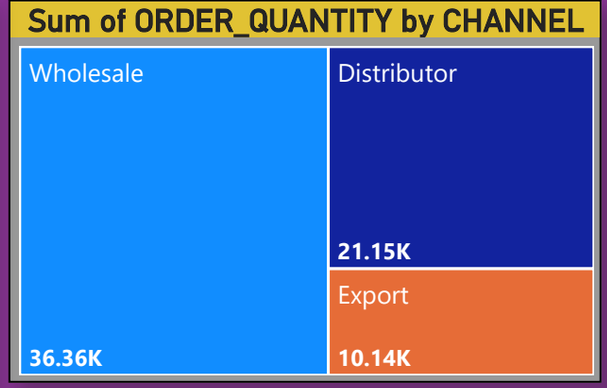
Sum of ORDER_QUANTITY by CUSTOMER_NAMES



TOTAL_PROFIT by COUNTRY



Sum of ORDER_QUANTITY by CHANNEL



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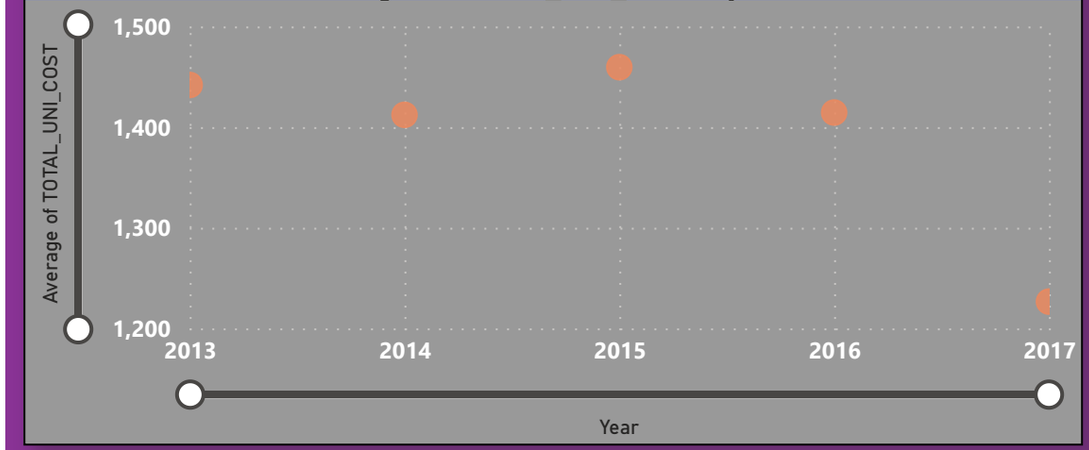
Average of TOTAL_UNI_COST by Year



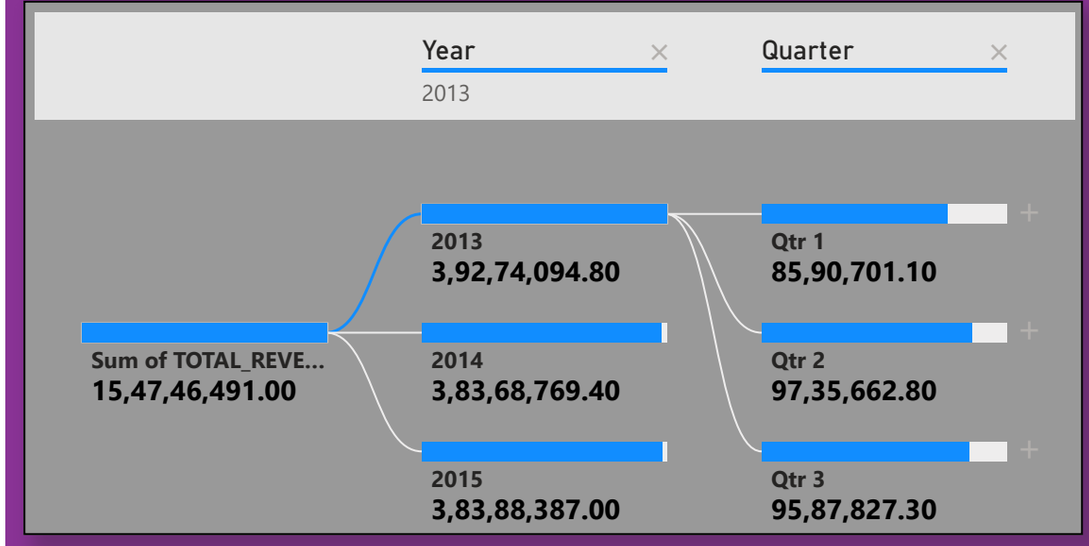
Key influencers | Top segments

What influences TOTAL_REVENUE to Increase ?

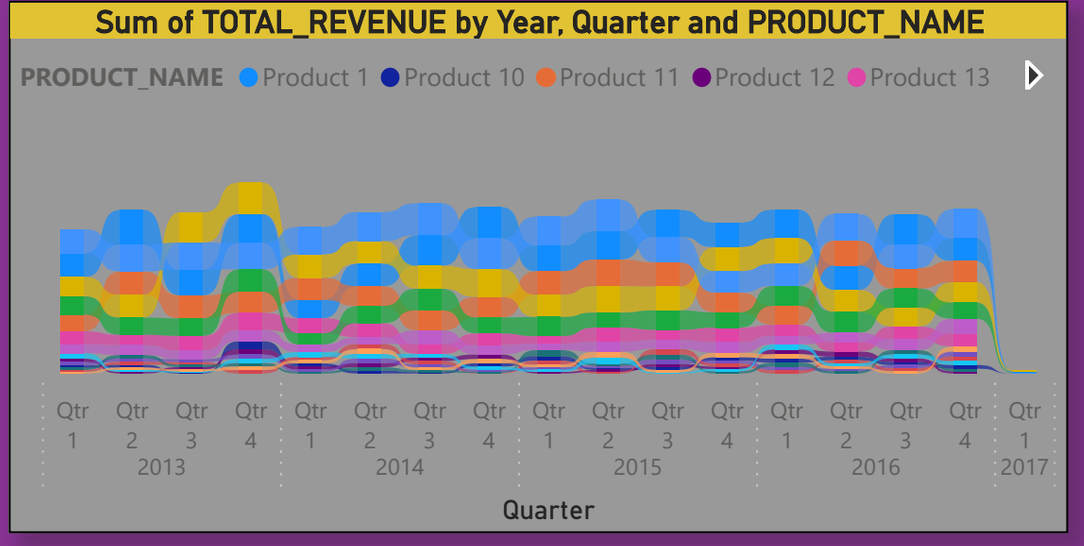
When... ....the average of TOTAL_REVENUE increases by

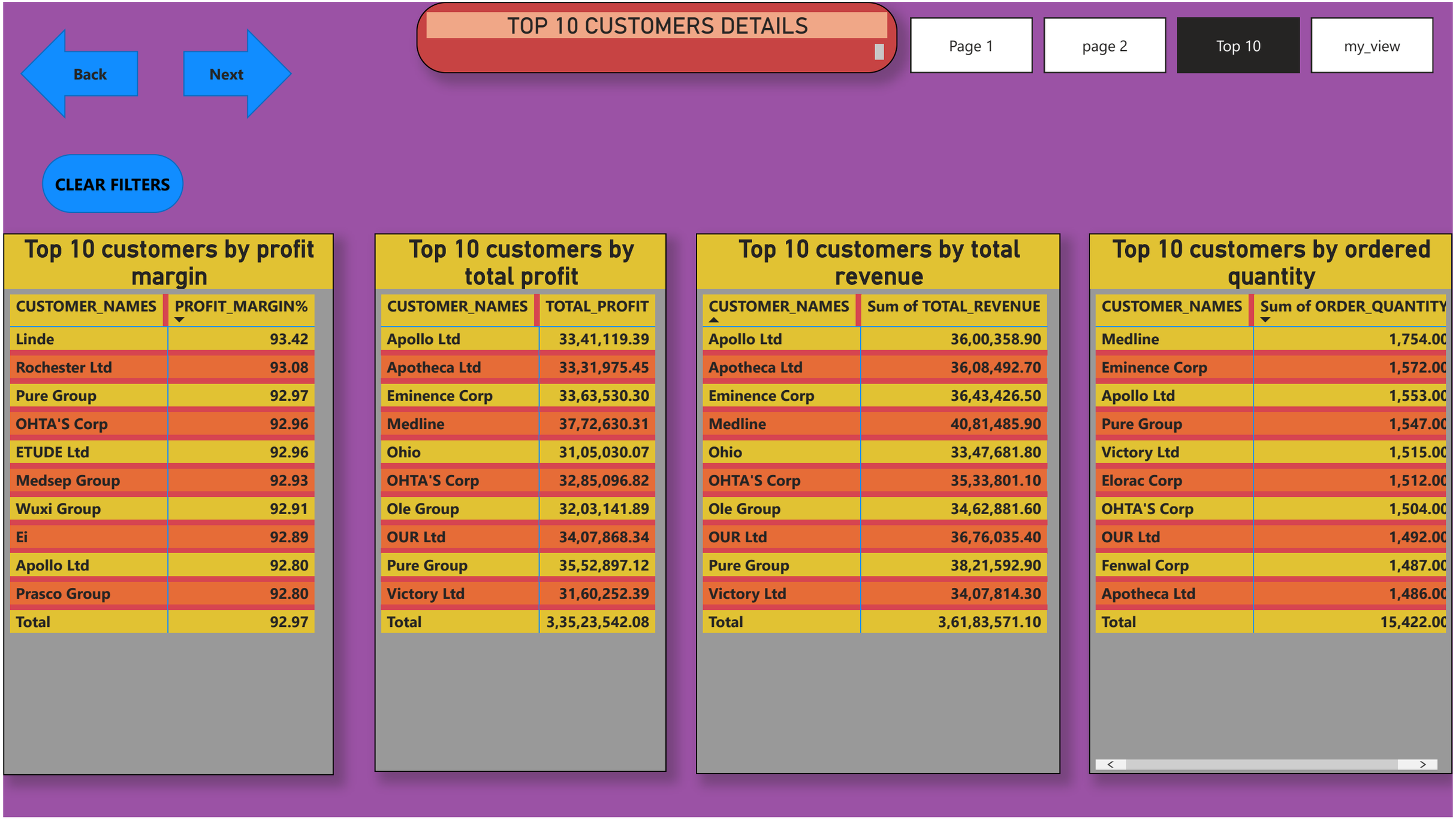
PROFIT_MARGIN% goes up 15.13 → 4.62K

Year: 2013 | Quarter



Sum of TOTAL_REVENUE by Year, Quarter and PRODUCT_NAME




TOP 10 CUSTOMERS DETAILS
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CLEAR FILTERS
Top 10 customers by profit margin
CUSTOMER_NAMES
PROFIT_MARGIN%
Linde 93.42
Rochester Ltd 93.08
Pure Group 92.97
OHTA'S Corp 92.96
ETUDE Ltd 92.96
Medsep Group 92.93
Wuxi Group 92.91
Ei 92.89
Apollo Ltd 92.80
Prasco Group 92.80
Total 92.97
Top 10 customers by total profit
CUSTOMER_NAMES
TOTAL_PROFIT
Apollo Ltd 33,41,119.39
Apotheca Ltd 33,31,975.45
Eminence Corp 33,63,530.30
Medline 37,72,630.31
Ohio 31,05,030.07
OHTA'S Corp 32,85,096.82
Ole Group 32,03,141.89
OUR Ltd 34,07,868.34
Pure Group 35,52,897.12
Victory Ltd 31,60,252.39
Total 3,35,23,542.08
Top 10 customers by total revenue
CUSTOMER_NAMES
Sum of TOTAL_REVENUE
Apollo Ltd 36,00,358.90
Apotheca Ltd 36,08,492.70
Eminence Corp 36,43,426.50
Medline 40,81,485.90
Ohio 33,47,681.80
OHTA'S Corp 35,33,801.10
Ole Group 34,62,881.60
OUR Ltd 36,76,035.40
Pure Group 38,21,592.90
Victory Ltd 34,07,814.30
Total 3,61,83,571.10
Top 10 customers by ordered quantity
CUSTOMER_NAMES
Sum of ORDER_QUANTITY
Medline 1,754.00
Eminence Corp 1,572.00
Apollo Ltd 1,553.00
Pure Group 1,547.00
Victory Ltd 1,515.00
Elorac Corp 1,512.00
OHTA'S Corp 1,504.00
OUR Ltd 1,492.00
Fenwal Corp 1,487.00
Apotheca Ltd 1,486.00
Total 15,422.00

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What the visuals shows overall

>**Germany** is highest in total profit among all countries.
>Maximum quantity ordered by **wholesale** channel
>Total profit from year 2013 to 2016 is **stable** but in 2017 there is sudden fall in total profit.
>Product 7 has earned highest revenue in all .
>**product 1** is more stable in higher revenue throughout the given years.
>**Product 2** also a promising product by high revenue and profitability
>Year **2015** has highest average total unit cost.