

Ship Month

▼

Apr

Aug

Dec

Feb

Jan

Jul

Jun

Mar

May

Nov

Oct

Sep

Order month

▼

Apr

Aug

Dec

Feb

Jan

Jul

Jun

Mar

May

Nov

Oct

Sep

Ship Ye...

▼

2010

2011

2012

2013

2014

2015

2016

2017

Order Year

2010

2011

2012

2013

2014

2015

2016

2017

Units Sold by Sales Channel

Sales Channel	Units Sold
Online	1bn (50%)
Offline	1bn (50%)

Total Profit by Item Type

Item Type	Total Profit (bn)
Cosmet...	38
Househ...	35
Office ...	28
Baby F...	20
Cereal	18
Clothes	15
Vegeta...	12
Meat	10
Snacks	8
Person...	5
Bevera...	3

Units Sold by Order Priority

Order Priority	Units Sold	Percentage
C	625M	25.02%
H	625M	25.02%
L	624M	24.96%
M	625M	25.02%

Total Revenue by Region

Region	Total Revenue (bn)
Sub-Saharan ...	175
Europe	170
Asia	100
Middle East an...	80
Central America...	60
Australia and O...	40
North America	10

665.05bn

Total Revenue

196.24bn

Total Profit

2bn

Units Sold

Total Cost, Total Profit and Total Revenue

Metric	Value (bn)
Total Cost	490
Total Profit	196.24
Total Revenue	665.05

Total Profit by Country

Total Cost and Total Profit

Metric	Value (bn)
Total Cost	490
Total Profit	196.24

Total buying value by Order Year

Order Year	Total buying value (bn)
2010	88
2011	88
2012	88
2013	88
2014	88
2015	88

Unit Cost by Ship Year

Ship Year	Unit Cost (M)
2010	12.5
2011	12.5
2012	12.5
2013	12.5
2014	12.5
2015	12.5