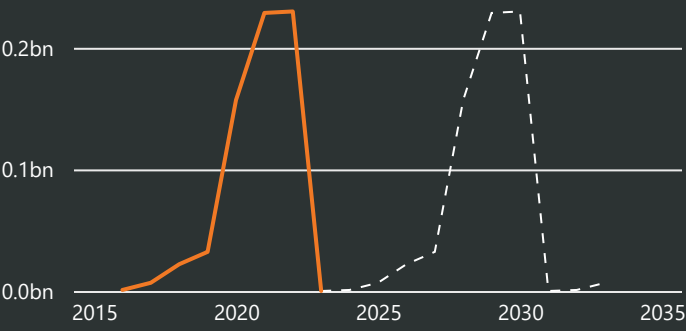
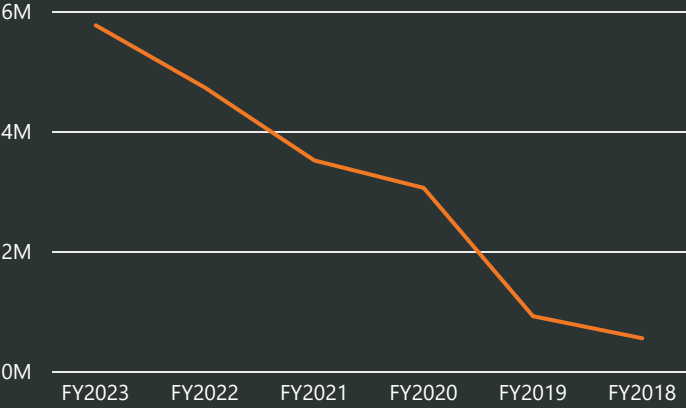


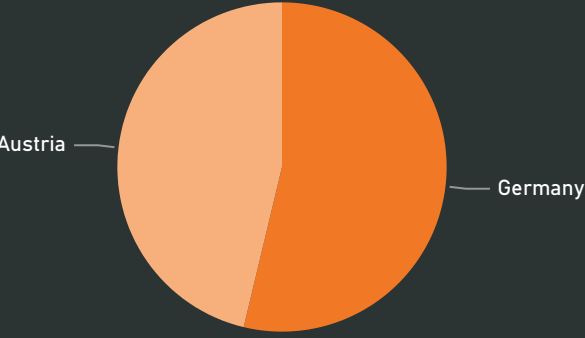
Total sales till date with forecasting



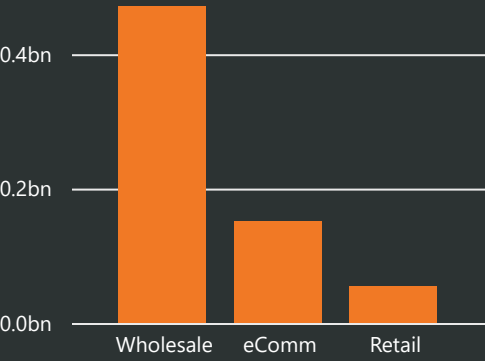
Average budget allotted each fiscal year



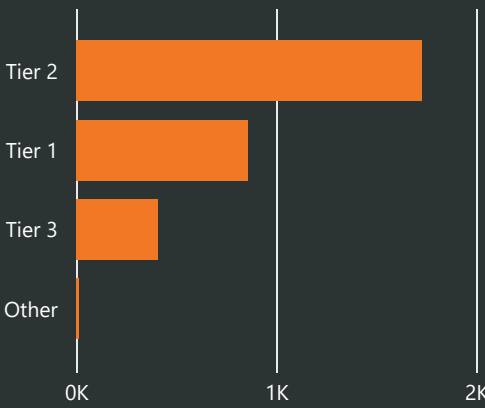
Feb-July 2022 Spring Season performance by Germany & Austria wholesale teams



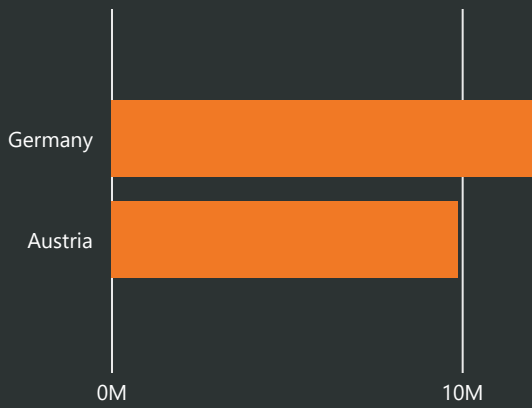
Performance of sales by each channel



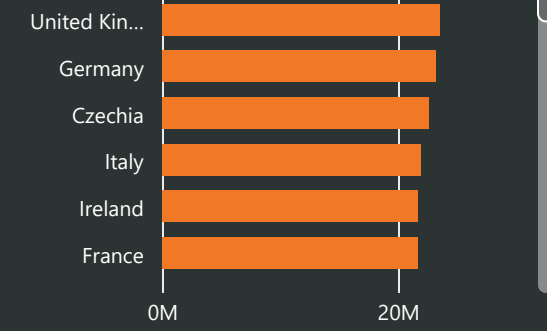
Distribution of customers by tier level



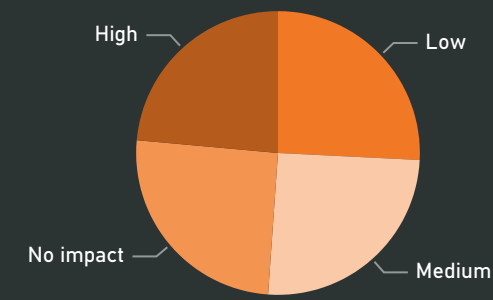
Current Performance by Germany & Austria wholesale teams



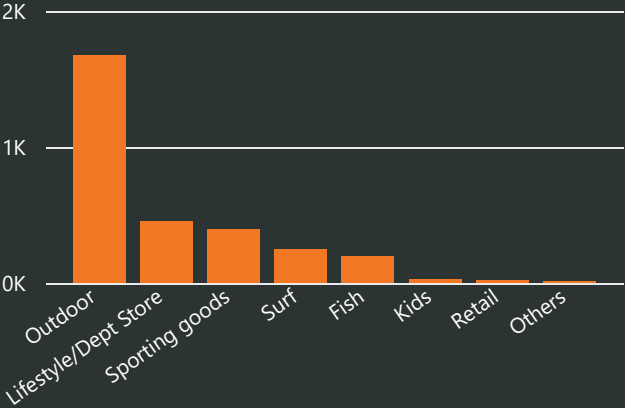
Performance of sales by each country



Distribution of customers by product impact



Distribution of customer by channel



EMEA Dashboard

Insights & Recommendations

- The likelihood of meeting the budget is very low according to our analysis.
- Mainly sales depend on the customers which belongs to tier 2, as they have overall more orders.
- Majority of the budget is used for Wholesale Channel.
- In the next spring season, the target audience should be customers belonging to outdoor channels.
- The budget for wholesale should be increase more because majority of the sales comes from wholesale channel.
- Product impact is somewhat uniform in all categories.

55.52K

Average Gross Order Amount

642.10M

Total Budget

82.51

Average Number of Cancelled Units