

Analysis of Sales Performance Data (2012-2015)

1. Annual Metrics

- **Sales Projection:**
 - Increased consistently from 2012 to 2015, reflecting strong growth.
 - Largest percentage increase occurred in 2014 (+27.2%).
 - Growth slowed slightly in 2015 (+26.1%), but the absolute value was the highest, reaching **4.30M**.
- **Returned Orders:**
 - Minimal changes across the years, remaining stable around 370 orders annually.
 - Slight decline in 2015 (-0.3%) suggests improved quality control or customer satisfaction.
- **Key Performance Indicators (KPIs):**
 - Significant improvement from 31K in 2012 to 61K in 2015, showing enhanced operational efficiency and strategic focus.
 - Growth rates remained above 20% year-on-year, peaking in 2015 (+27.1%).
- **Product Units Sold:**
 - Steady growth, from 3022 in 2012 to 3418 in 2015, with an annual average growth rate of 4.1%.
 - Highest percentage increase occurred in 2015 (+5.4%).

2. Sales by Segment

- **Consumer Segment:**
 - Consistent growth, culminating in a 42.6% increase in 2015, driven by increased customer acquisition or marketing efforts.
 - Contribution nearly doubled from **0.39M** in 2012 to **0.87M** in 2015.
- **Corporate Segment:**
 - The largest segment in terms of revenue. Growth peaked in 2013 (+24.8%) but remained steady thereafter.
 - Contribution increased from **1.17M** in 2012 to **2.14M** in 2015.
- **Home Office Segment:**
 - Displayed the most volatile growth, with a significant jump in 2014 (+37.7%) followed by a stable increase in 2015 (+21.7%).

3. Sales by Market

- **Asia Pacific:**

- Showed exponential growth, especially in 2014 (+59.2%) and 2015 (+21.7%), highlighting a booming market.
- Total contribution increased more than twofold from **127.19K** in 2012 to **280K** in 2015.
- **Europe:**
 - Strong consistent growth, averaging 22.8% annually. By 2015, sales reached **710K**, nearly double the 2012 value.
- **USCA (United States & Canada):**
 - Experienced the largest spike in 2013 (+75.3%), reflecting a high market demand, and continued robust growth thereafter.
- **LATAM (Latin America):**
 - Initial decline in 2013 (-10.0%), likely due to economic challenges or market saturation, followed by a strong rebound in 2014 and 2015.
- **Africa:**
 - Steady growth, peaking in 2015 with a 38.8% increase. A market to watch due to its consistent upward trend.

4. Profit Analysis

- **Top Products:**
 - Profitability growth was significant, with the most notable jump in 2015 for the "Canon image" (+68.4%), highlighting successful product positioning and sales strategies.
- **Bottom Products:**
 - The "Cubify CubeX" consistently underperformed, with fluctuating losses. Despite some recovery in 2015, it remained a loss-making product.

5. Profit by Customer Name

- Customer profitability displayed mixed trends:
 - Notable growth for "Tamara Chand" in 2014 (+77.1%) suggests a strong business relationship or increased transactions.
 - Declines in 2013 and 2015 for other customers highlight areas for improving client retention and profitability.

6. Shipping Costs by City

- **New York City:**
 - Saw fluctuating shipping costs, with a sharp rise in 2013 (+72.5%) and a slight dip in 2015 (-1.7%), possibly reflecting better logistics management.