

RETAIL ANALYSIS FOR YEAR 2015 -2017

SUMMARY

CUSTOMER ANALYSIS

ORDER ANALYSIS

SALES ANALYSIS

PRODUCT ANALYSIS



ANALYSIS SUMMARY

STATE



All



2015

2016

2017

2018

\$1.81M

total sales

13.06%

profit margin

\$236.85K

Total profit

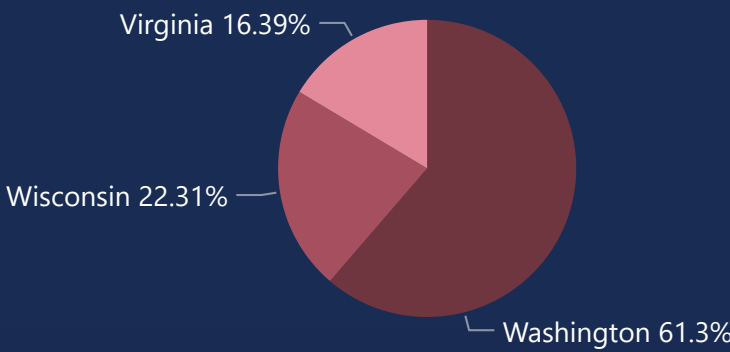
30K

Total quantity

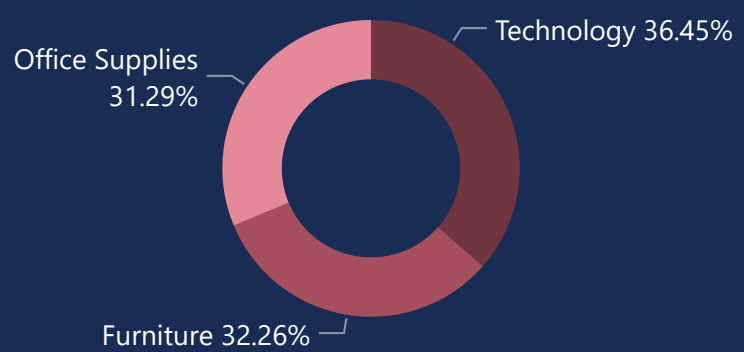
3.9

Average of length of ship ...

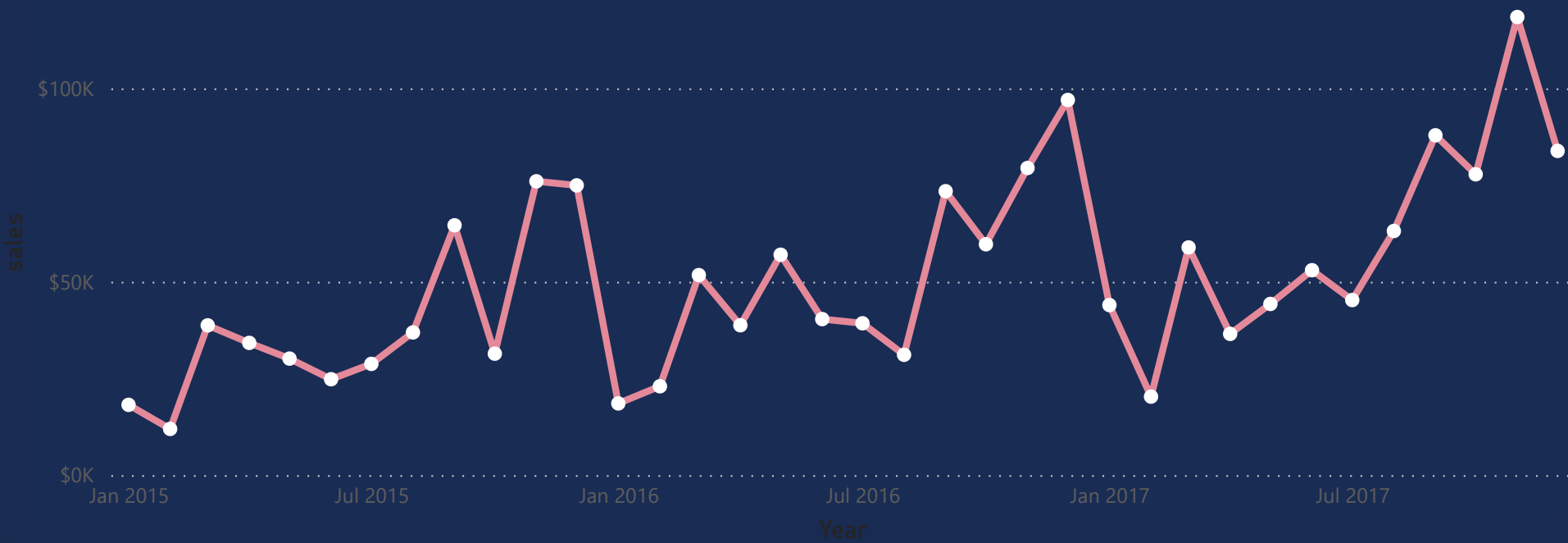
Sales by State



Sales by category



sales by Year, Quarter and Month



CUSTOMER ANALYSIS



State

All

785

total customer

30K

Total quantity

\$2M

total sales

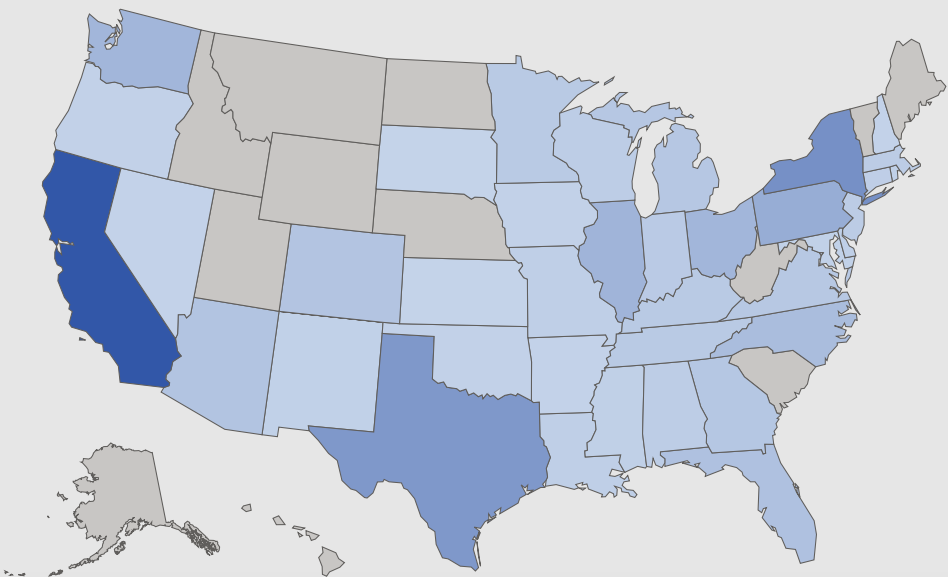
\$60

AOV

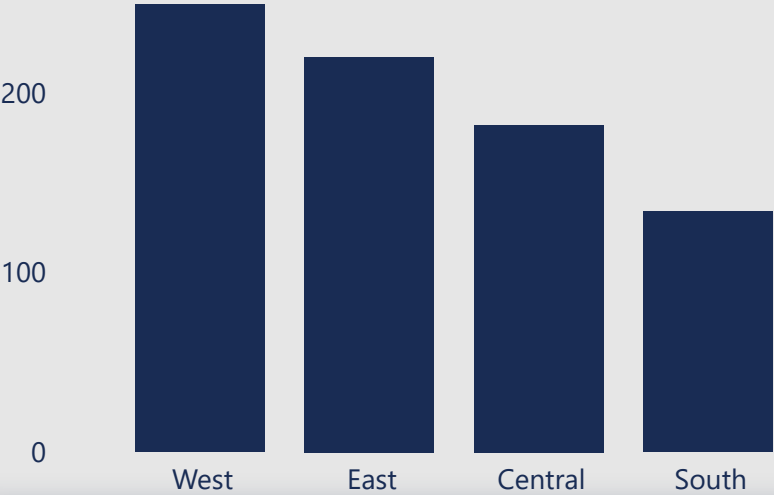
\$237K

Total profit

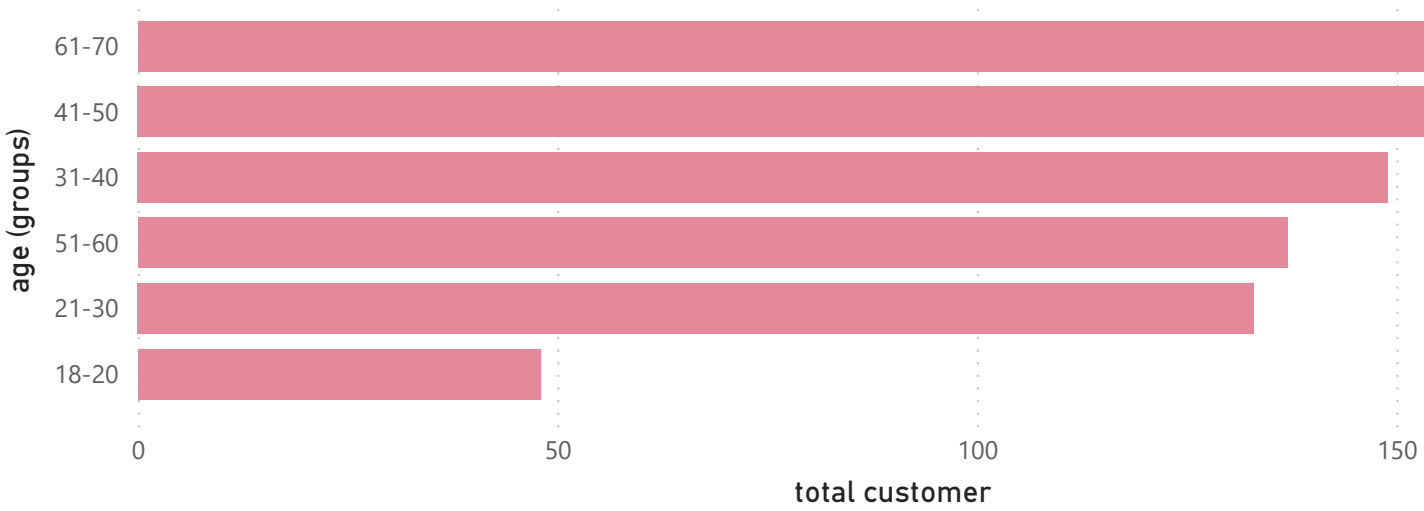
Total customers by state



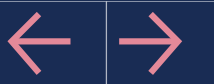
Total customer by region



total customer by age (groups)



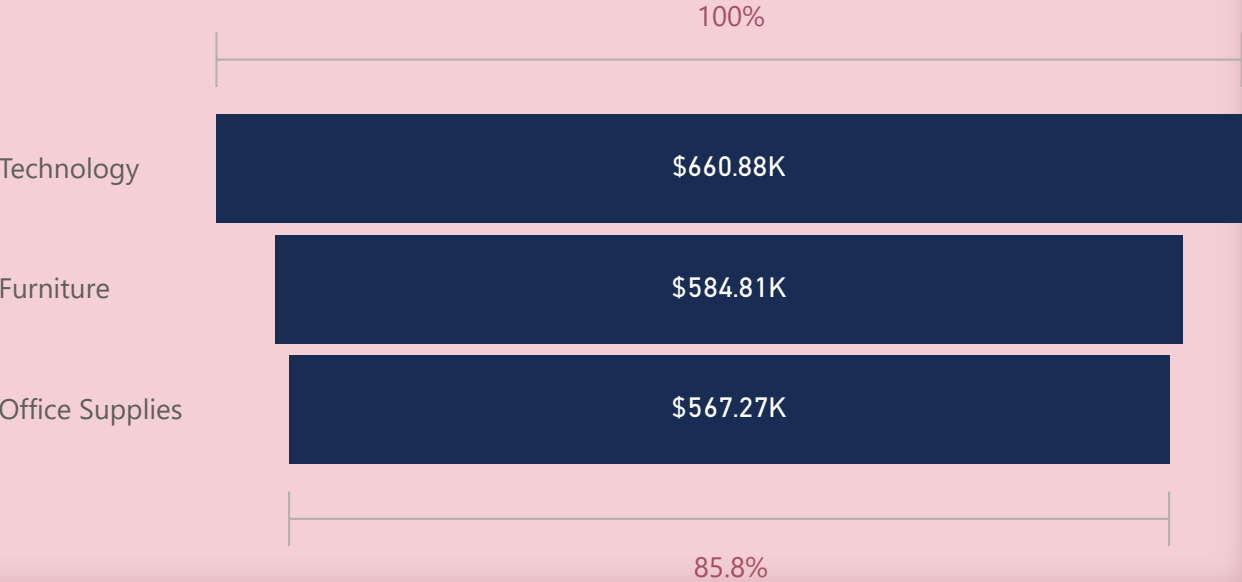
PRODUCT ANALYSIS



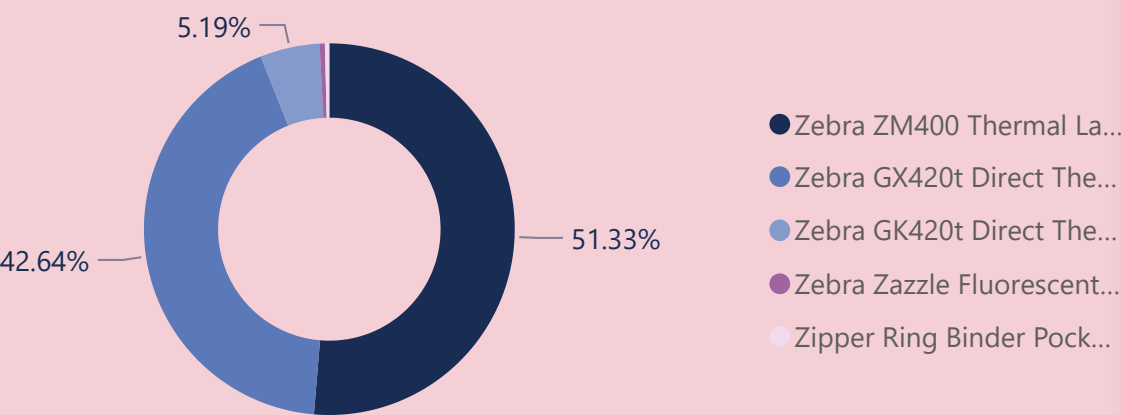
STATE

All

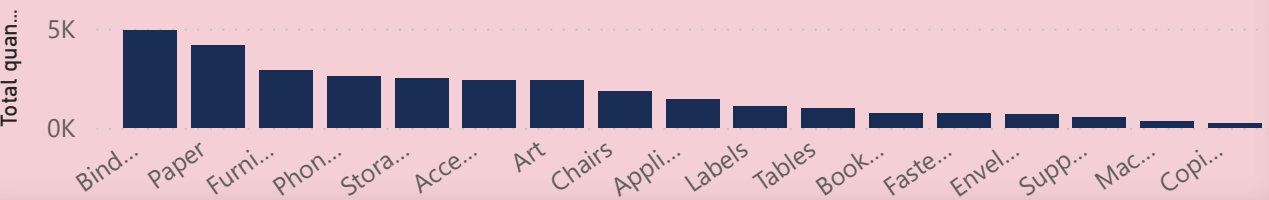
Total sales by category



total sales by product_name



Total quantity by sub_category



| sub_category | total sales | Total quantity | Total profit | profit margin | profit category |
|--------------|----------------|----------------|---------------|---------------|-----------------|
| Copiers | \$138,678.25 | 205 | \$52,704.88 | 38.01% | high profit |
| Accessories | \$142,366.05 | 2396 | \$35,533.92 | 24.96% | high profit |
| Phones | \$252,616.25 | 2605 | \$32,707.73 | 12.95% | high profit |
| Paper | \$63,644.25 | 4161 | \$27,682.55 | 43.50% | high profit |
| Binders | \$159,924.47 | 4885 | \$25,482.05 | 15.93% | high profit |
| Chairs | \$251,207.53 | 1816 | \$19,635.12 | 7.82% | high profit |
| Storage | \$173,514.57 | 2485 | \$17,112.55 | 9.86% | high profit |
| Appliances | \$92,218.54 | 1415 | \$15,678.51 | 17.00% | high profit |
| Furnishings | \$77,878.93 | 2903 | \$11,086.25 | 14.24% | high profit |
| Envelopes | \$12,620.65 | 700 | \$5,468.70 | 43.33% | Low profit |
| Art | \$21,060.81 | 2387 | \$5,120.98 | 24.32% | Low profit |
| Labels | \$9,644.92 | 1074 | \$4,260.25 | 44.17% | Low profit |
| Machines | \$127,215.26 | 344 | \$3,015.59 | 2.37% | Low profit |
| Fasteners | \$2,362.95 | 713 | \$770.96 | 32.63% | Low profit |
| Supplies | \$32,279.47 | 517 | (\$1,679.16) | -5.20% | Low profit |
| Bookcases | \$94,843.32 | 715 | (\$3,126.39) | -3.30% | Low profit |
| Tables | \$160,877.17 | 971 | (\$14,601.44) | -9.08% | Low profit |
| Total | \$1,812,953.36 | 30292 | \$236,853.05 | 13.06% | high profit |

ORDER ANALYSIS



SEGMENT

All

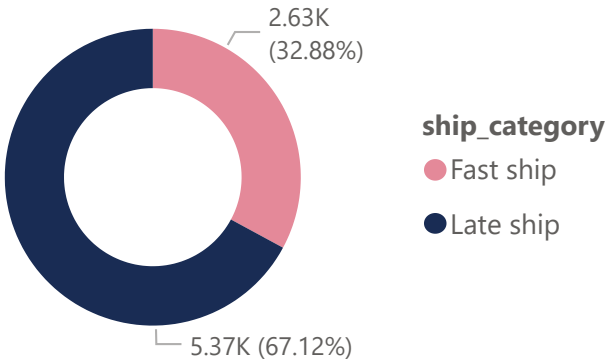
1/1/2015

12/30/2018

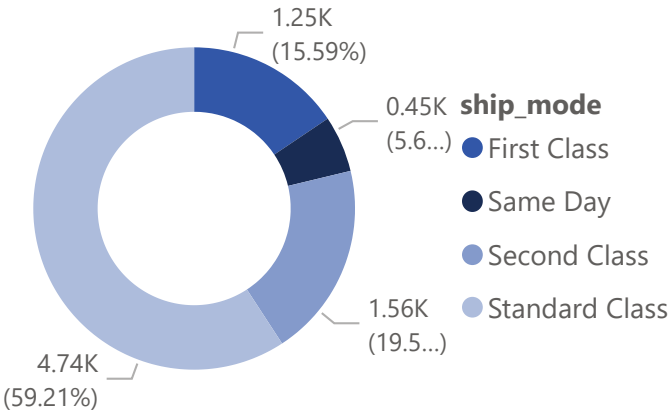
8001

Count of order id

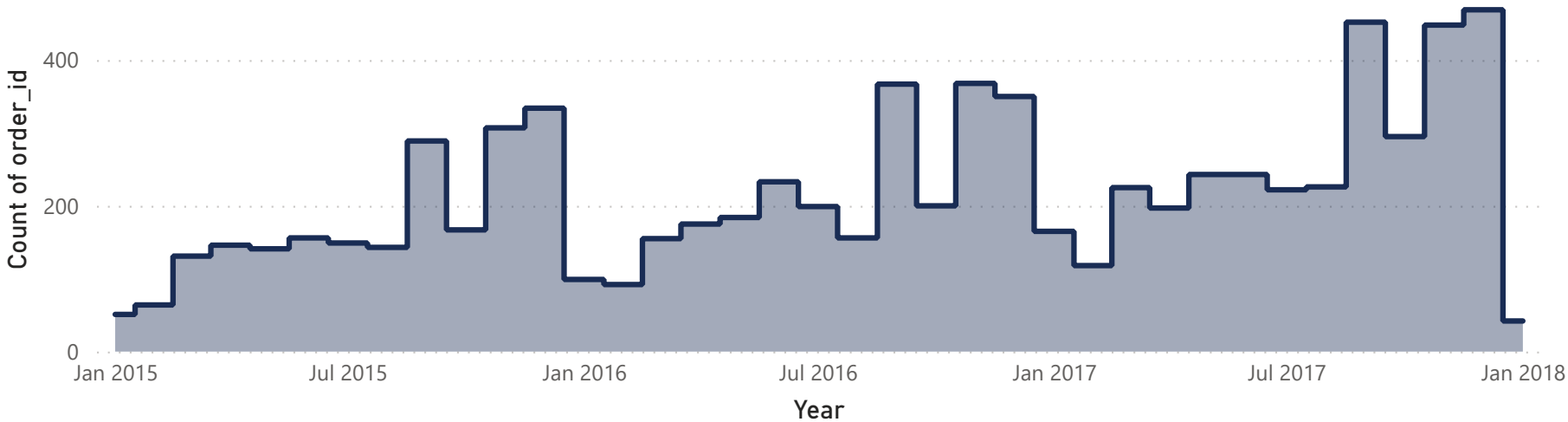
Count of order_id by ship_category



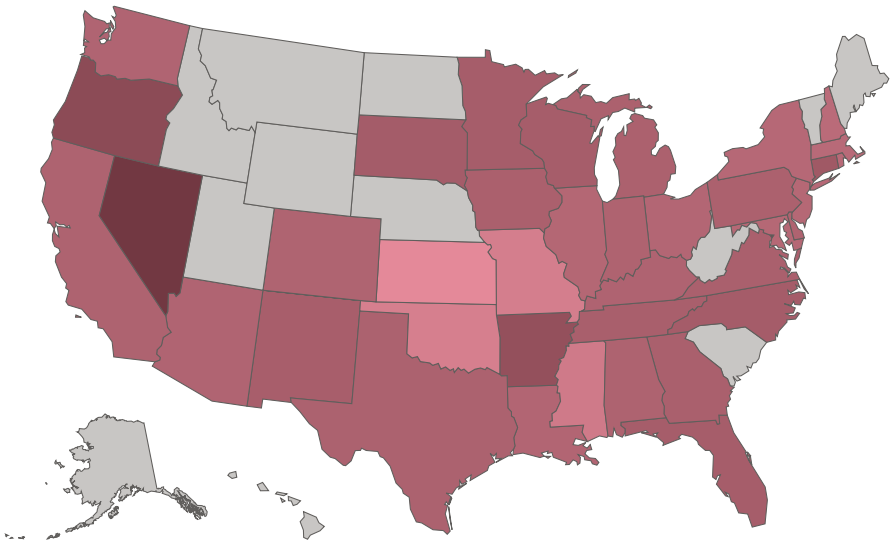
Count of order_id by ship_mode



Shipping trend over time



Average of length of ship days by state





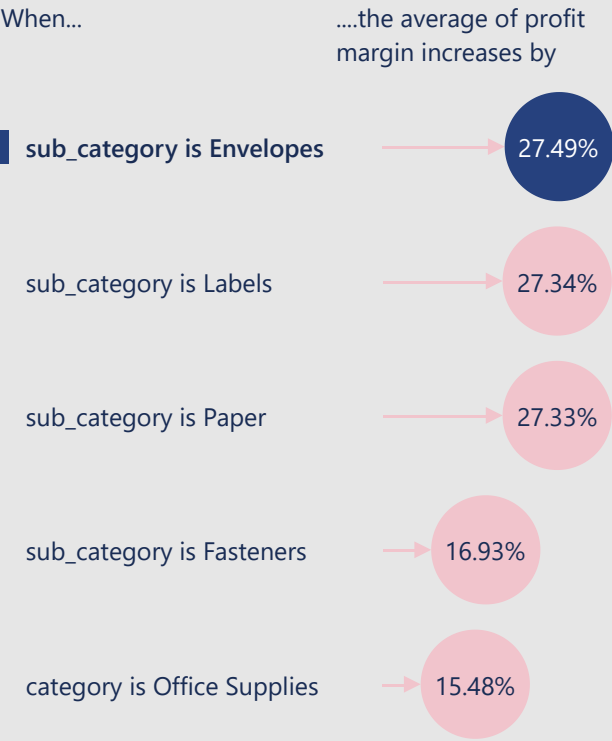
Key influencers Top segments



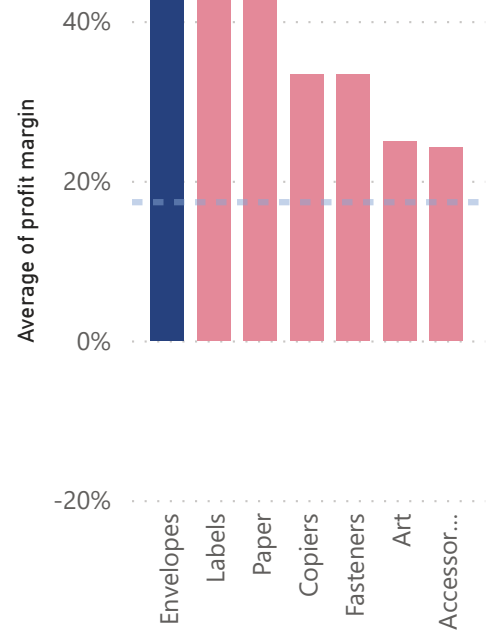
What influences profit margin to

Increase

 ?



← profit margin is more likely to increase when sub_category is Envelopes than otherwise (on average).



☐ Only show values that are influencers

Sales forecast by 10 months

