

ANALYSIS SUMMARY



2014

2015

2016

2017

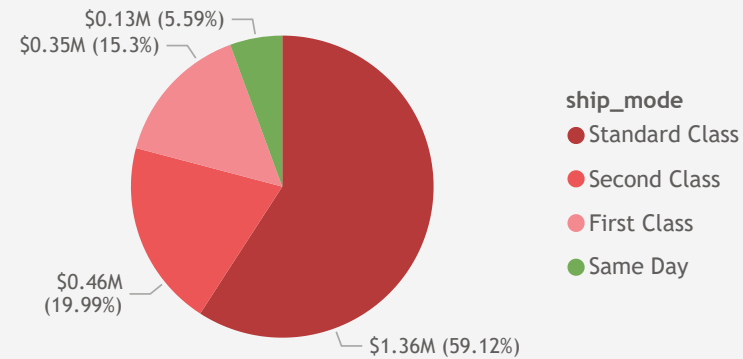
\$2.30M
sales

\$286.4K
Total profit

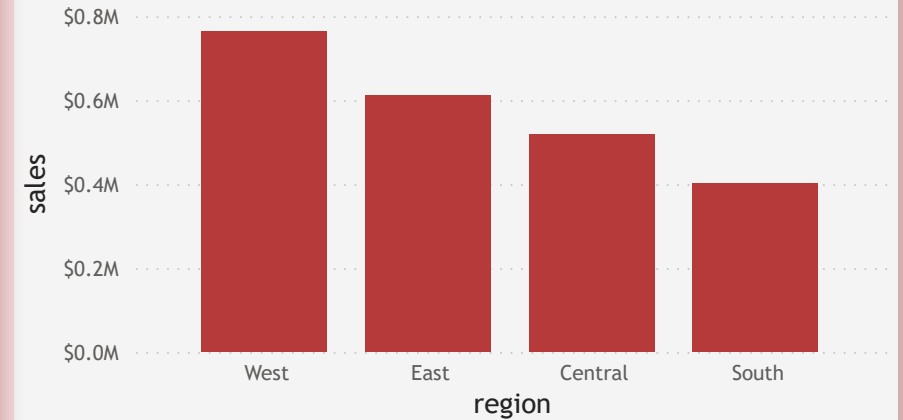
38K
quantity

4
Average of # of ship days

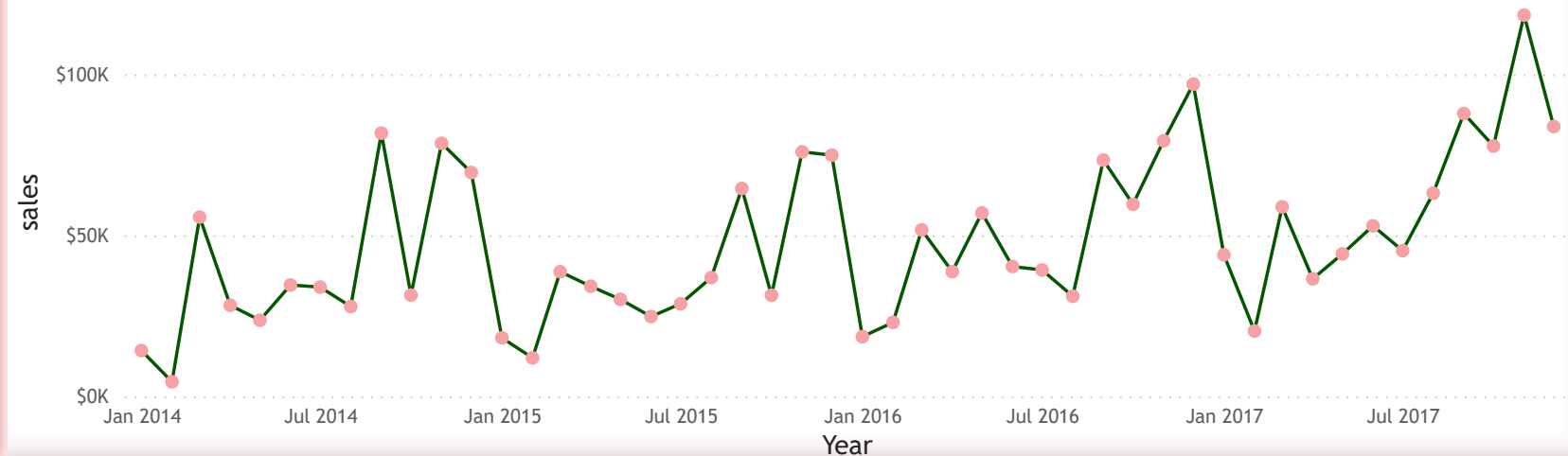
Sales by Ship mode



Sales by Region



Trend Overtime



PRODUCT ANALYSIS



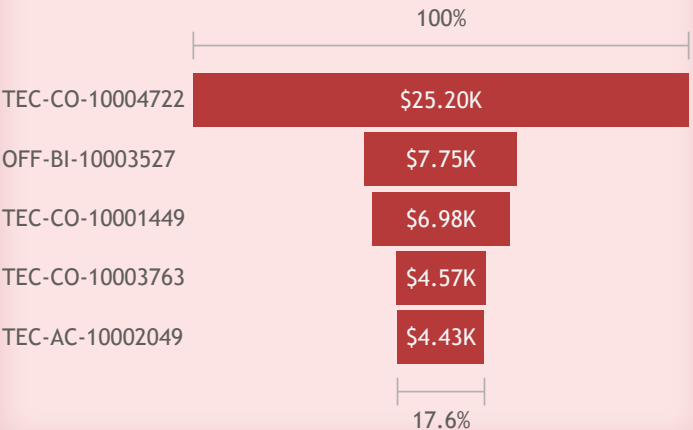
2014

2015

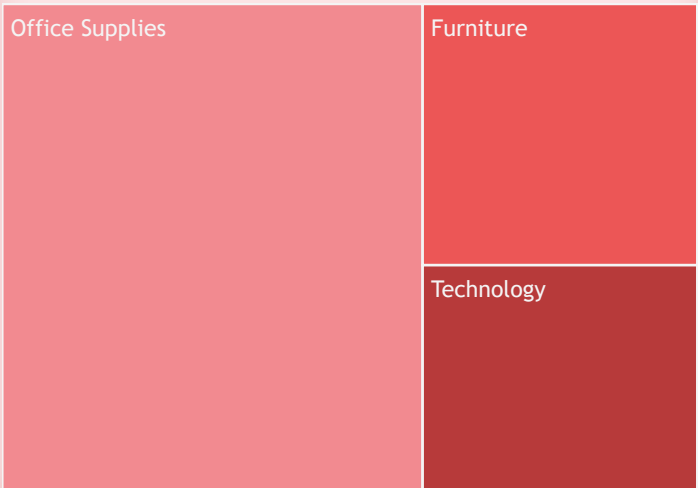
2016

2017

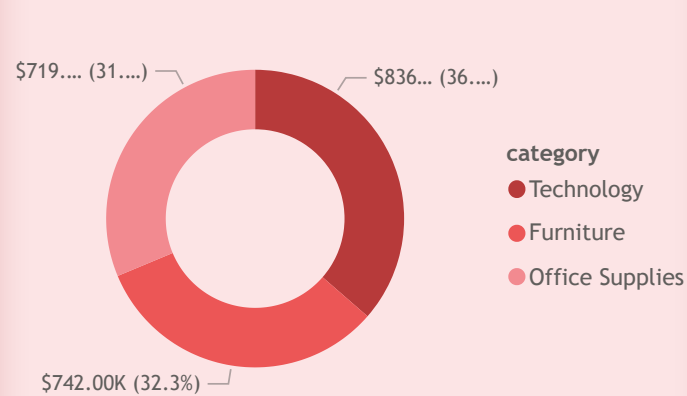
Top 5 Product ID by Profit



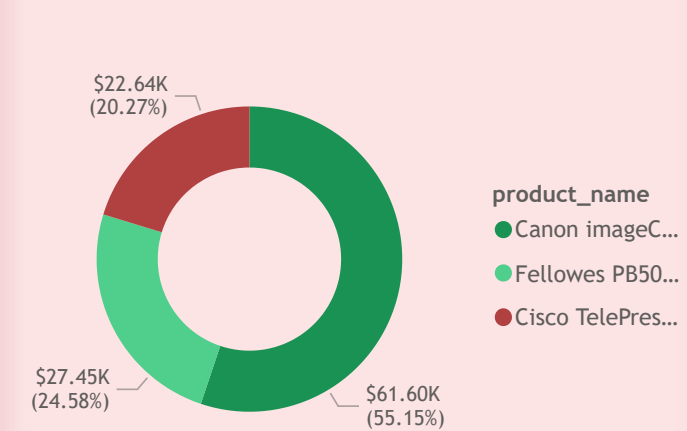
Quantity by Product Category



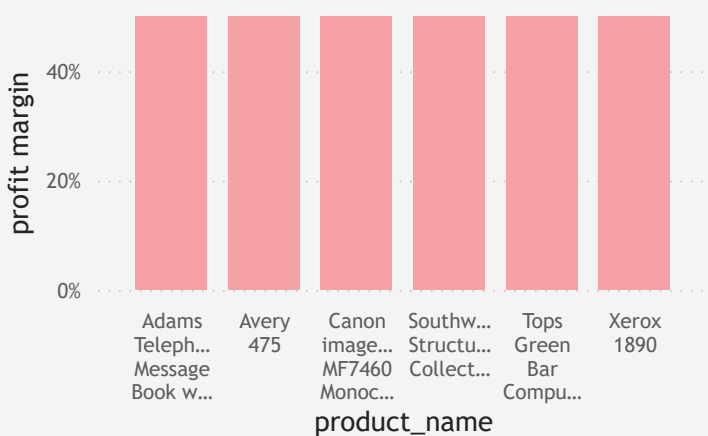
Sales by Product Category



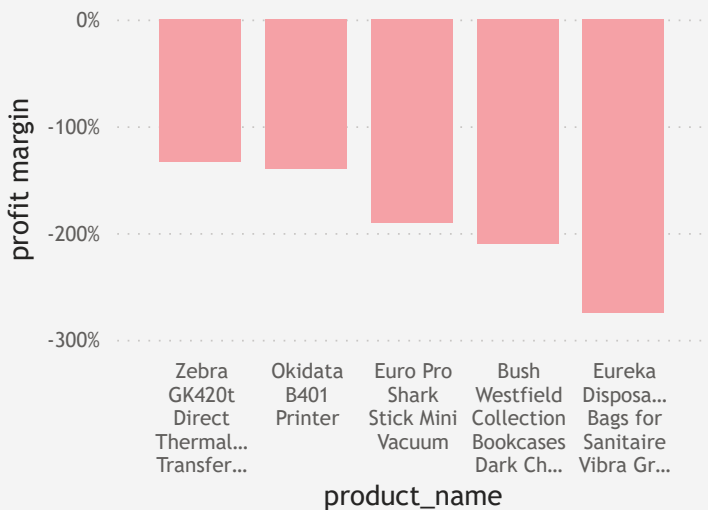
Sales by Product



Top 5 Products by Profit Margin



Bottom 5 Products by Profit Margin



SALES ANALYSIS



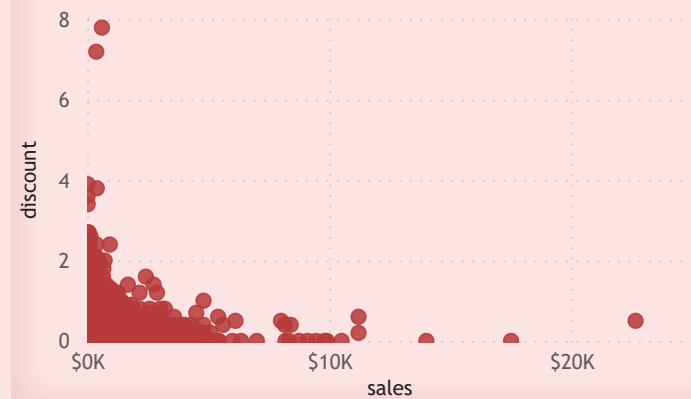
2014

2015

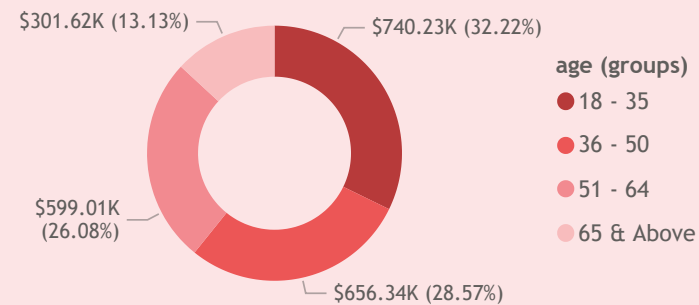
2016

2017

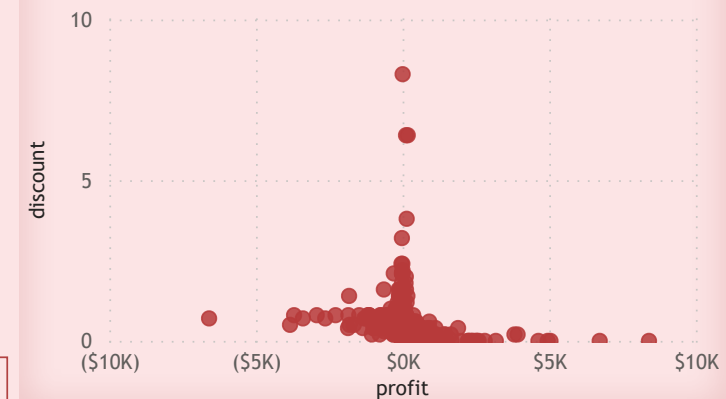
Relationship between discount and sales



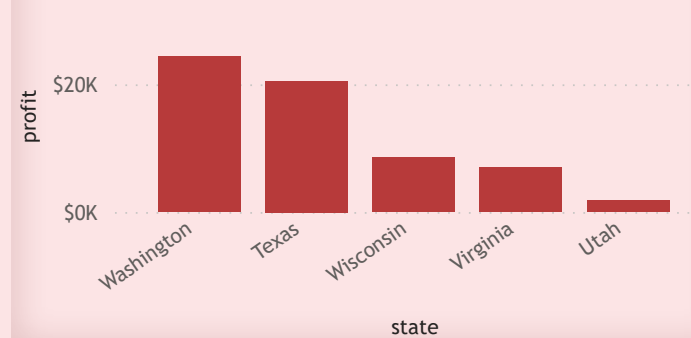
sales by age (groups)



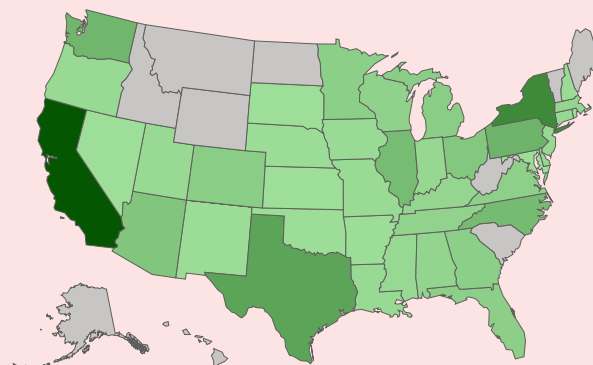
Discount by Profit



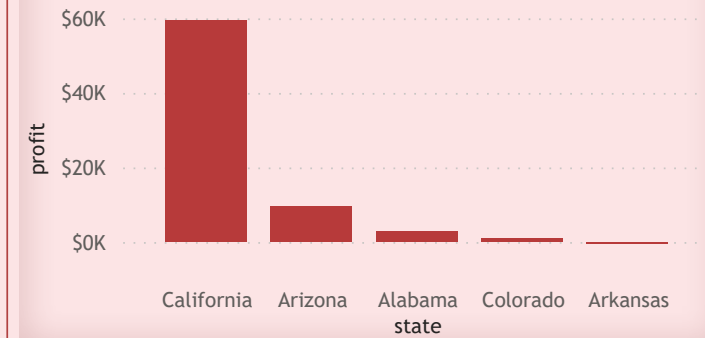
Top 5 States by profit



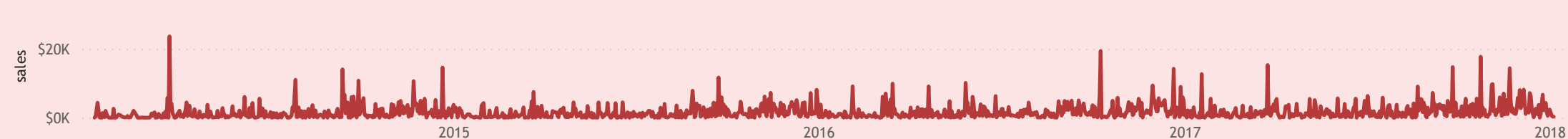
Sales by State



Bottom 5 States by profit



Trend of Ship date



SALES ANALYSIS



2014

2015

2016

2017

Total Orders

9994

Total Profit

\$286.4K

AOV

\$61

Total Customers

793

Average Profit margin

12.47%

region	sales	profit	profit category
[-] Central	\$518,800.13	\$63,609.35	high profit
[+] First Class	\$68,712.35	➔ \$6,141.77	Low profit
[+] Same Day	\$30,242.89	➔ \$4,155.28	Low profit
[+] Second Class	\$116,277.10	➔ \$11,055.98	high profit
[+] Standard Class	\$303,567.80	⬆️ \$42,256.32	high profit
[-] East	\$611,734.30	\$94,604.31	high profit
[+] First Class	\$124,727.77	➔ \$25,921.32	high profit
[+] Same Day	\$33,698.56	➔ \$6,236.77	Low profit
[+] Second Class	\$123,777.78	➔ \$20,381.10	high profit
[+] Standard Class	\$329,530.20	⬆️ \$42,065.13	high profit
[-] South	\$402,031.98	\$30,175.14	high profit
[+] First Class	\$50,973.14	➔ \$4,208.55	Low profit
[+] Same Day	\$28,913.54	⬇️ (\$1,256.89)	Low profit
[+] Second Class	\$70,476.85	➔ \$9,145.41	Low profit
[+] Standard Class	\$251,668.46	➔ \$18,078.07	high profit
[-] West	\$764,634.45	\$98,008.22	high profit
[+] First Class	\$107,015.17	➔ \$12,698.21	high profit
[+] Same Day	\$35,508.14	➔ \$6,756.60	Low profit
[+] Second Class	\$148,661.84	➔ \$16,864.15	high profit
[+] Standard Class	\$473,449.29	⬆️ \$61,689.27	high profit
Total	\$2,297,200.86	\$286,397.02	high profit

Year	sales	sales YTD	sales LY	sales 2LY	sales 3LY
[-]	\$7,362.16				
[+]	\$7,362.16				
[-] 2014	\$470,383.19	\$470,383.19			
[+] Qtr 1	\$69,390.01	\$69,390.01			
[+] Qtr 2	\$88,859.00	\$158,249.01			
[+] Qtr 3	\$136,362.49	\$294,611.50			
[+] Qtr 4	\$175,771.70	\$470,383.19			
[-] 2015	\$479,442.50	\$479,442.50	\$470,383.19		
[+] Qtr 1	\$81,543.50	\$81,543.50	\$69,390.01		
[+] Qtr 2	\$87,954.04	\$169,497.54	\$88,859.00		
[+] Qtr 3	\$128,132.38	\$297,629.91	\$136,362.49		
[+] Qtr 4	\$181,812.59	\$479,442.50	\$175,771.70		
[-] 2016	\$611,325.75	\$611,325.75	\$479,442.50	\$470,383.19	
[+] Qtr 1	\$94,880.05	\$94,880.05	\$81,543.50	\$69,390.01	
[+] Qtr 2	\$135,821.20	\$230,701.26	\$87,954.04	\$88,859.00	
[+] Qtr 3	\$140,088.33	\$370,789.58	\$128,132.38	\$136,362.49	
[+] Qtr 4	\$240,536.17	\$611,325.75	\$181,812.59	\$175,771.70	
[-] 2017	\$728,687.25	\$728,687.25	\$611,325.75	\$479,442.50	\$470,383.1931
[+] Qtr 1	\$118,695.21	\$118,695.21	\$94,880.05	\$81,543.50	\$69,390.008
[+] Qtr 2	\$132,017.11	\$250,712.32	\$135,821.20	\$87,954.04	\$88,859.0006
[+] Qtr 3	\$202,371.76	\$453,084.08	\$140,088.33	\$128,132.38	\$136,362.4893
[+] Qtr 4	\$275,603.17	\$728,687.25	\$240,536.17	\$181,812.59	\$175,771.6952
Total	\$2,297,200.86	\$728,687.25	\$1,561,151.45	\$949,825.70	\$470,383.1931