

€ 733.2K

Total Sales

€ 93.44K

Total Profit

12.7%

Profit Margin

€ 58.77

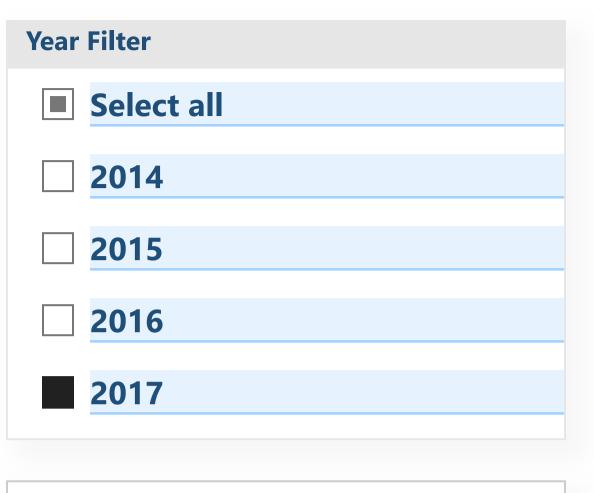
Average Order Value

1687

Total Orders

693

Total Costumers



KEY INSIGHTS

Sales Growth:

+51% from 2014 to 2017

Y Top Category:

Technology (836K revenue, 17,4% margin)

Low Performer:

Furniture (2,5% margin - improvement needed)

A Seasonality:

Strong Q4 peaks (Nov-Dec surge)

Recommendation:

Focus on Furniture profitability

