



ECOMMERCE SALES ANALYSIS

OVERVIEW

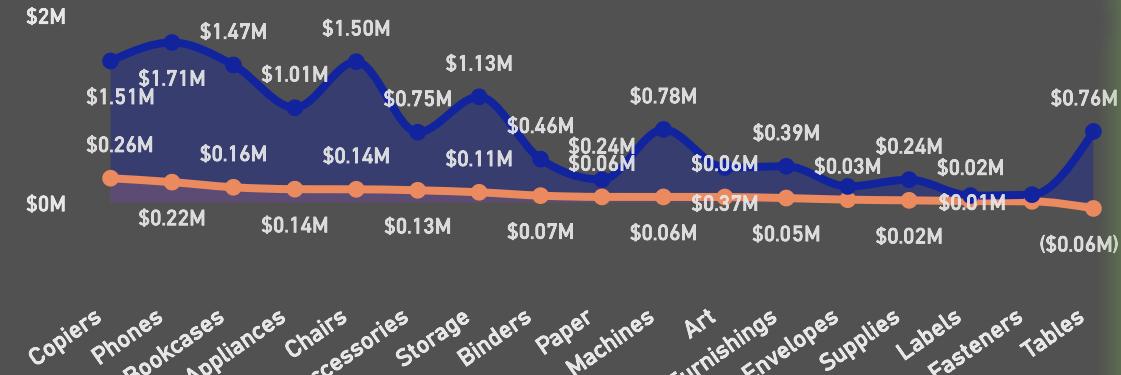
Sales & Profit per Market

● Sum of Sales ● Sum of Profit



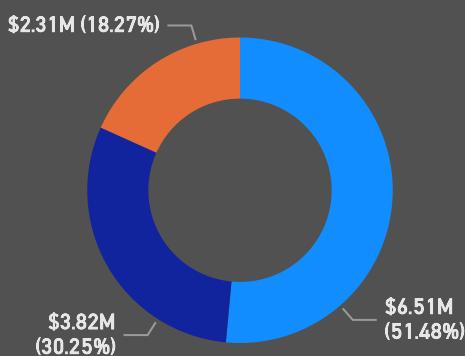
Sales & Profit per Sub-Category

● Sum of Profit ● Sum of Sales



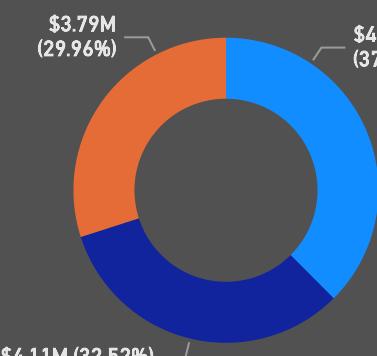
Sales per Segment

● Consumer ● Corporate ● Home Office



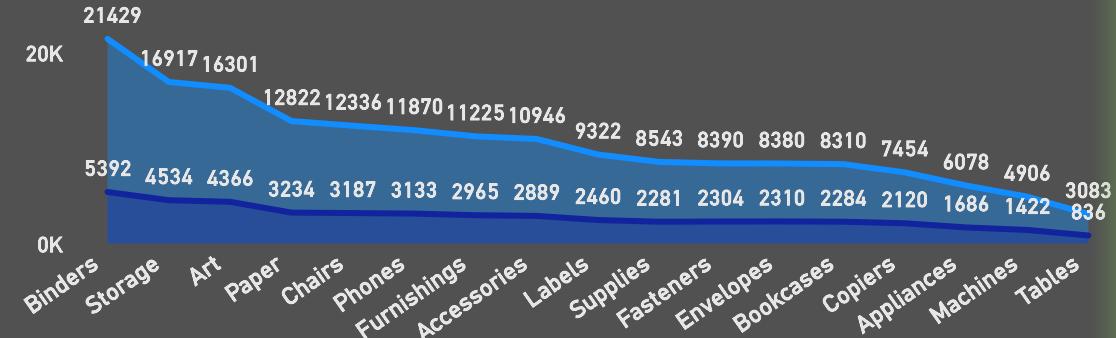
Sales per Category

● Technology ● Furniture ● Office Supplies



Total Quantity & Orders per Sub-Category

● Quantity ● No of Orders



Order Priority

Critical

High

Low

Medium

Year

2011

2012

2013

2014

2015

Quarter

1

2

3

4



Technological Product

Sub-Category vs Shipping Mode

Sub-Category	First Class	Same Day	Second Class	Standard Class	Total
Accessories	457	163	638	1817	3075
Copiers	306	116	438	1363	2223
Machines	232	74	256	924	1486
Phones	481	165	698	2013	3357
Total	1476	518	2030	6117	10141

Average Discount
\$4.40K

Avg Shipping Cost
\$50

Total Profit
\$663.78K

Total Orders
10141

Total Sales
\$4,744.56K

Sub-Category vs Priority

Sub-Category	Critical	High	Low	Medium	Total
Accessories	236	976	136	1727	3075
Copiers	169	673	113	1268	2223
Machines	106	433	68	879	1486
Phones	253	1022	143	1939	3357
Total	764	3104	460	5813	10141

Sub-Category vs Segment

Sub-Category	Consumer	Corporate	Home Office	Total
Accessories	1586	932	557	3075
Copiers	1161	662	400	2223
Machines	796	415	275	1486
Phones	1729	1042	586	3357
Total	5272	3051	1818	10141

Market vs Sales

APAC

2.40K

EU

1.91K

US

1.85K

LATAM

2.05K

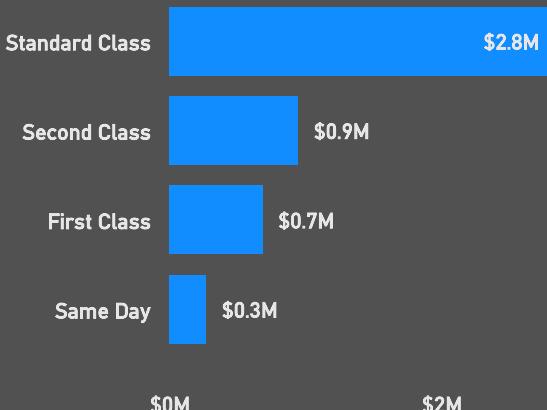
0.96K

0.91K

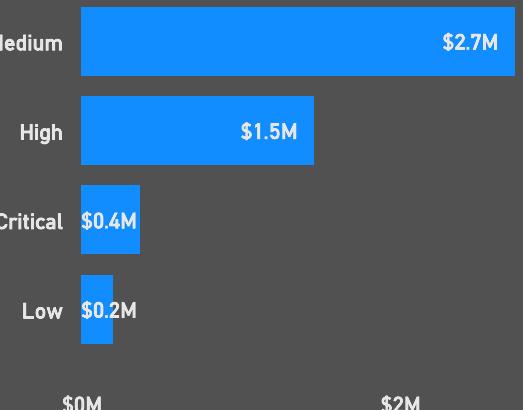
EMEA

Africa

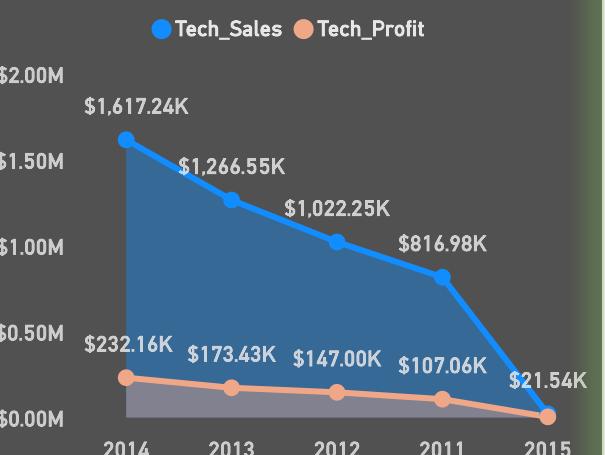
Sales per Ship Mode



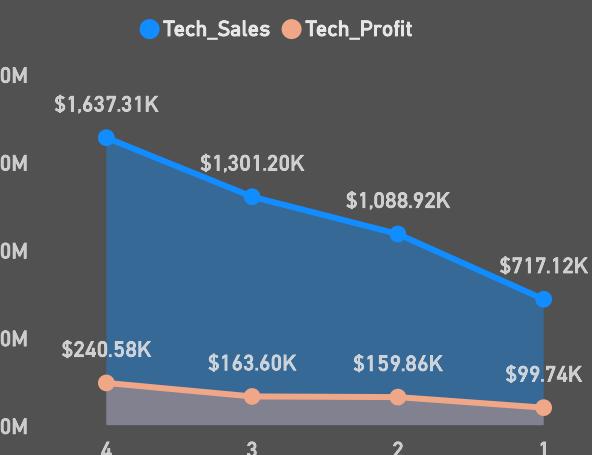
Sales per Priority



Sales & Profit per Year



Sales & Profit per Qtr





Furniture Product

Average Discount
\$5.59K

Avg Shipping Cost
\$45

Sub-Category vs Shipping Mode

Sub-Category	First Class	Same Day	Second Class	Standard Class	Total
Bookcases	372	128	455	1456	2411
Chairs	492	183	718	2041	3434
Furnishings	428	163	624	1955	3170
Total	1292	474	1797	5452	9015

Total Profit
\$285.20K

Total Sales
\$4,110.87K

Total Orders
9876

Market vs Sales

APAC

2.43K
LATAM

US

2.12K
EMEA

EU

1.50K
Africa

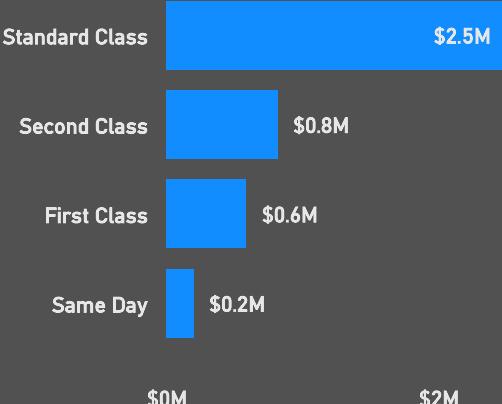
Sub-Category vs Priority

Sub-Category	Critical	High	Low	Medium	Total
Bookcases	199	714	131	1367	2411
Chairs	241	1023	174	1996	3434
Furnishings	217	957	133	1863	3170
Total	657	2694	438	5226	9015

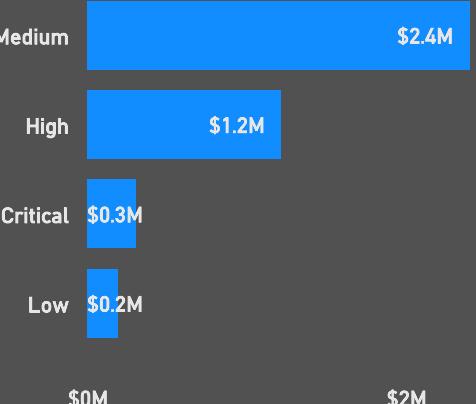
Sub-Category vs Segment

Sub-Category	Consumer	Corporate	Home Office	Total
Bookcases	1235	750	426	2411
Chairs	1766	1032	636	3434
Furnishings	1662	950	558	3170
Total	4663	2732	1620	9015

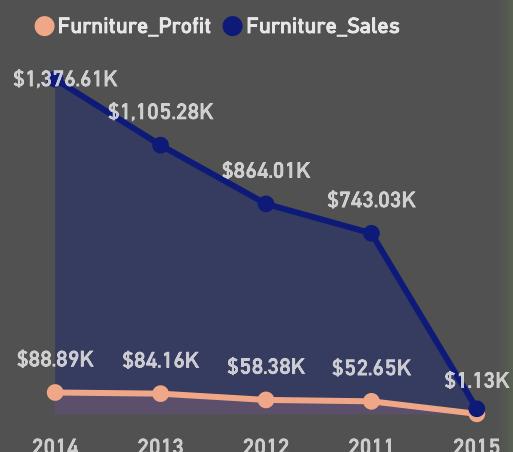
Sales per Ship Mode



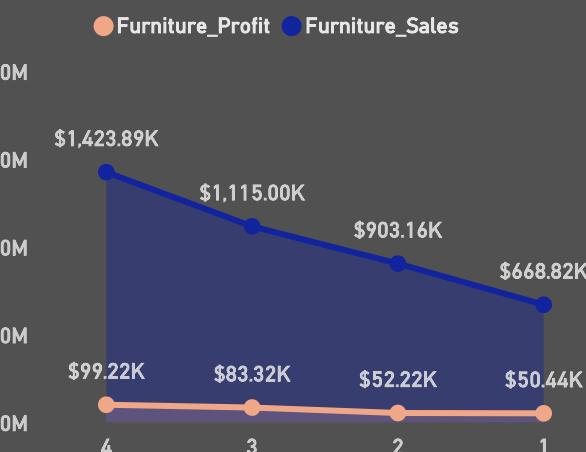
Sales per Priority



Sales & Profit per Year



Sales & Profit per Qtr





Office Supplies Product

Average Discount
\$1.11K

Avg Shipping Cost
\$13

Total Profit
\$518.47K

Total Orders
31273

Total Sales
\$3,787.07K

Year
2011 2012 2013 2014 2015

Sub-Category vs Priority

Sub-Category	Critical	High	Low	Medium	Total
Appliances	164	541	70	980	1755
Art	363	1469	233	2818	4883
Binders	466	1833	300	3553	6152
Envelopes	199	733	110	1393	2435
Fasteners	182	724	131	1383	2420
Labels	202	799	126	1479	2606
Paper	292	1111	141	1994	3538
Storage	397	1533	251	2878	5059
Supplies	181	723	125	1396	2425
Total	2446	9466	1487	17874	31273

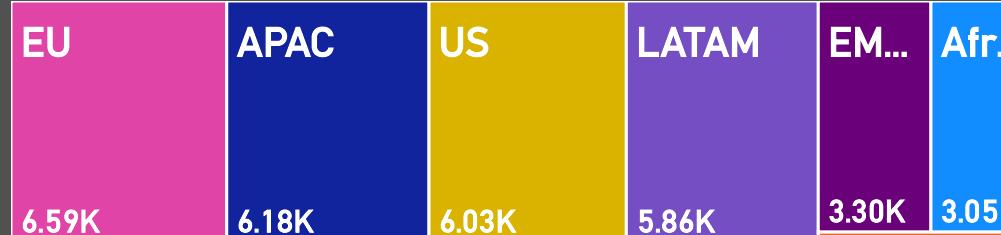
Sub-Category vs Segment

Sub-Category	Consumer	Corporate	Home Office	Total
Appliances	902	557	296	1755
Art	2588	1395	900	4883
Binders	3233	1845	1074	6152
Envelopes	1261	731	443	2435
Fasteners	1244	720	456	2420
Labels	1367	754	485	2606
Paper	1761	1066	711	3538
Storage	2628	1506	925	5059
Supplies	1167	790	468	2425
Total	16151	9364	5758	31273

Sub-Category vs Shipping Mode

Sub-Category	First Class	Same Day	Second Class	Standard Class	Total
Appliances	295	92	352	1016	1755
Art	705	259	1021	2898	4883
Binders	913	339	1162	3738	6152
Envelopes	337	140	512	1446	2435
Fasteners	335	114	480	1491	2420
Labels	394	133	518	1561	2606
Paper	548	211	730	2049	3538
Storage	707	277	1014	3061	5059
Supplies	364	110	522	1429	2425
Total	4598	1675	6311	18689	31273

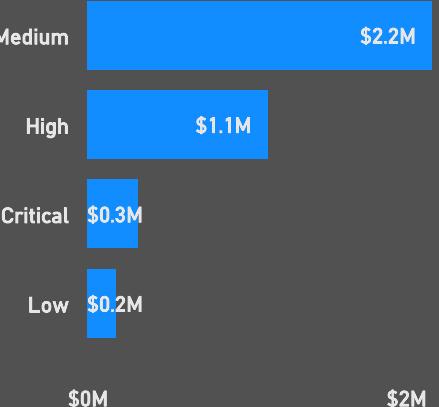
Market vs Sales



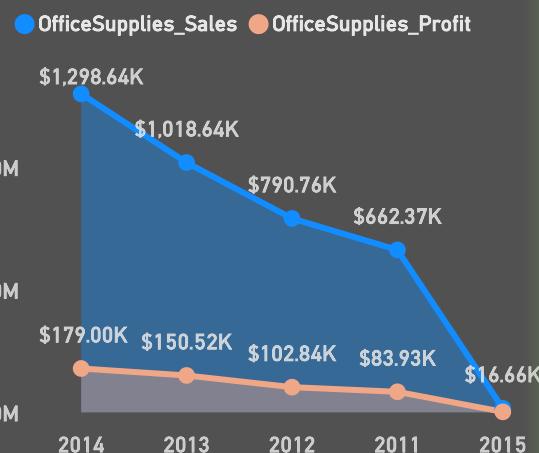
Sales per Ship Mode



Sales per Priority



Sales & Profit per Year



Sales & Profit per Qtr

