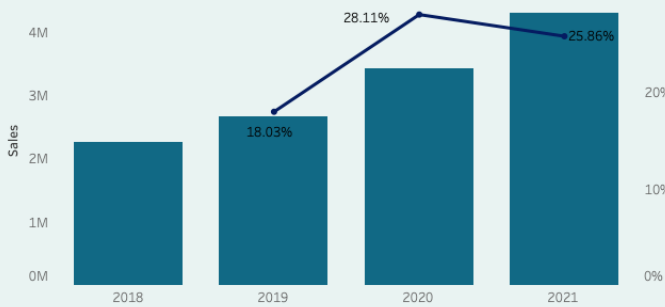
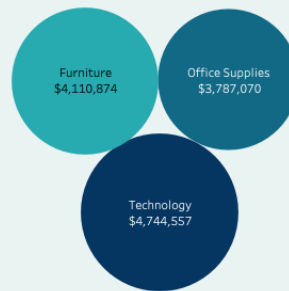


Overview of Sales

Cumulative Sales over Time vs YoY Sales%



Distribution of Sales Across Categories



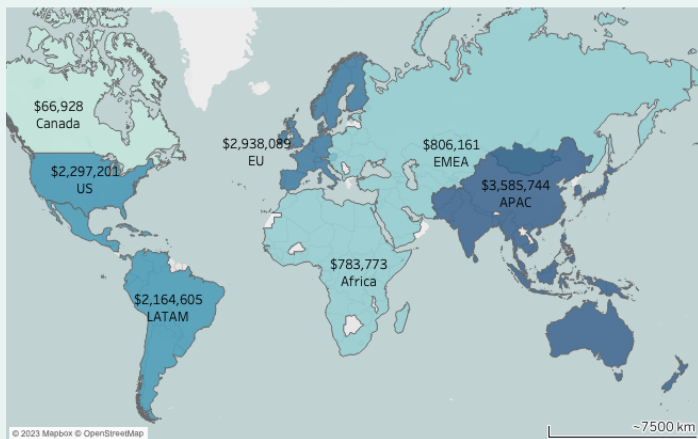
\$12.6m

Cumulative Sales :

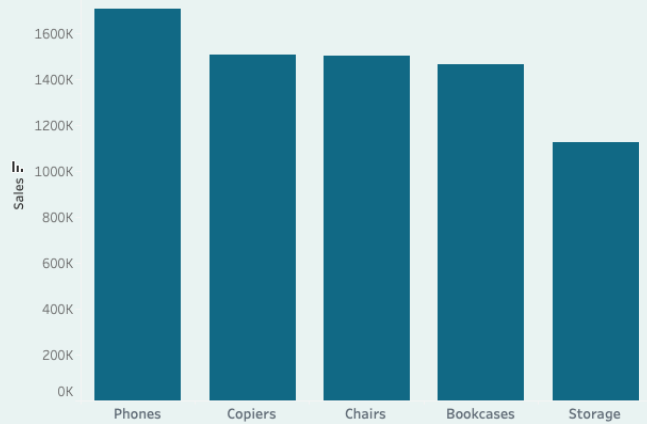
17.5%

Compunded Annual Growth Rate :

Distribution of Sales Across Markets

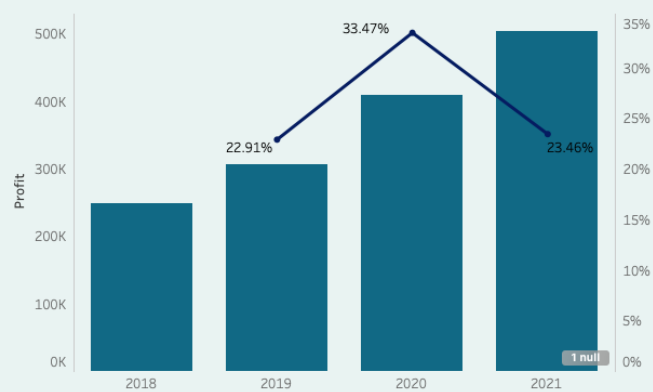


Top Performing Subcategories

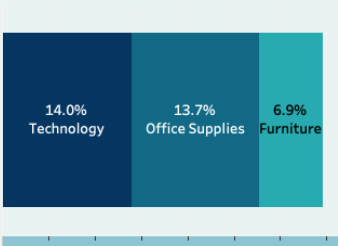


Overview of Profit

Cumulative Profit over Time vs YoY Profit%

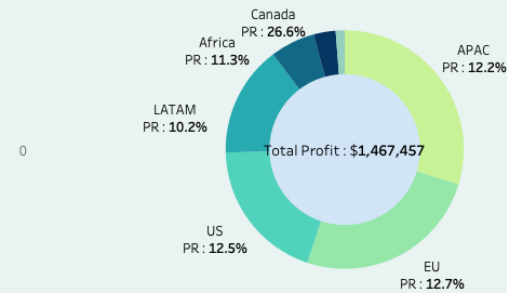


Profit Ratio Compared to Sales Across Categories

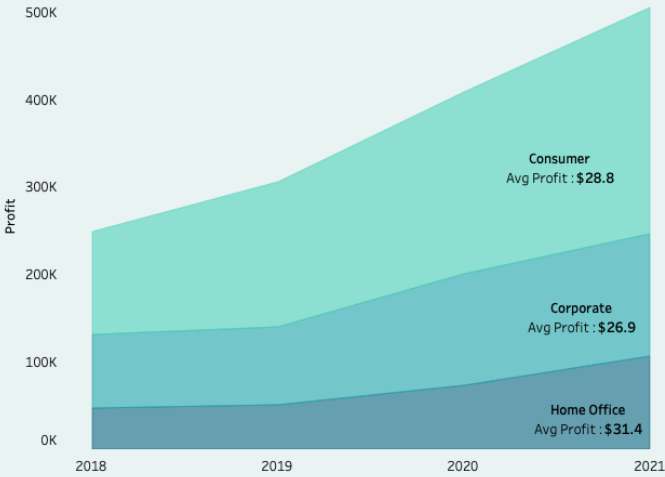


17%
Profit Ratio
19.2%
Compounded Annual Growth Rate

% of Total Profit and Profit Ratio across Markets

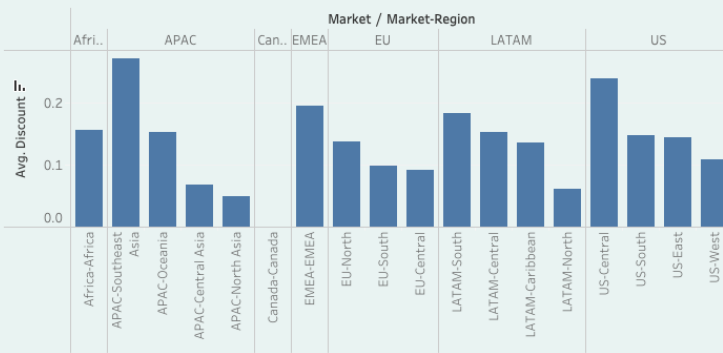


Profits Across Segment

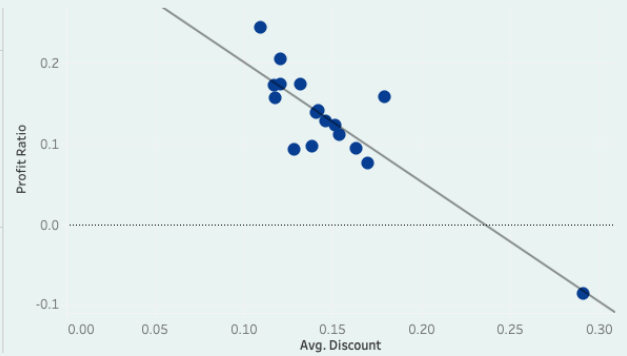


Impact of Discounting

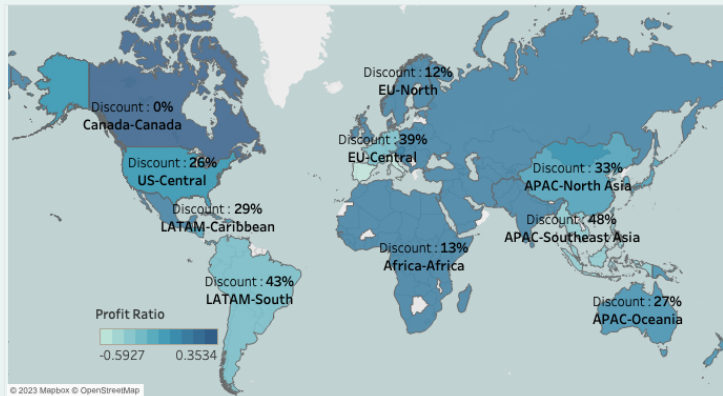
Regional Irregularities (Discount)



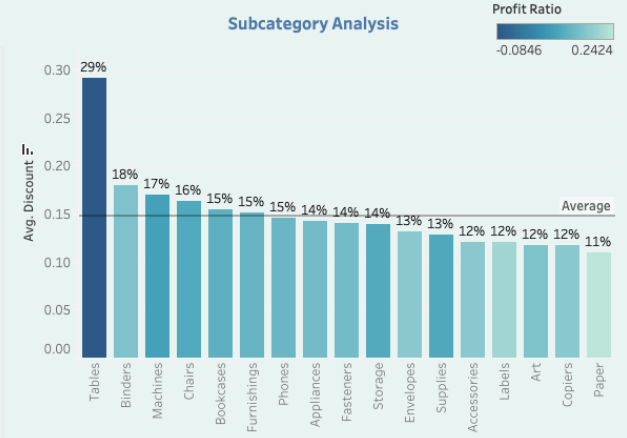
Scatter plot of Average Discount vs Profit Ratio over Subcategories



Profitability of Tables across regions



Subcategory Analysis

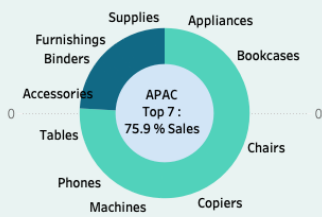


Shipping Efficiency

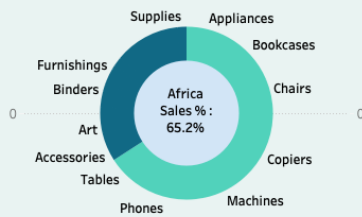
Categories with High Average Shipping Cost



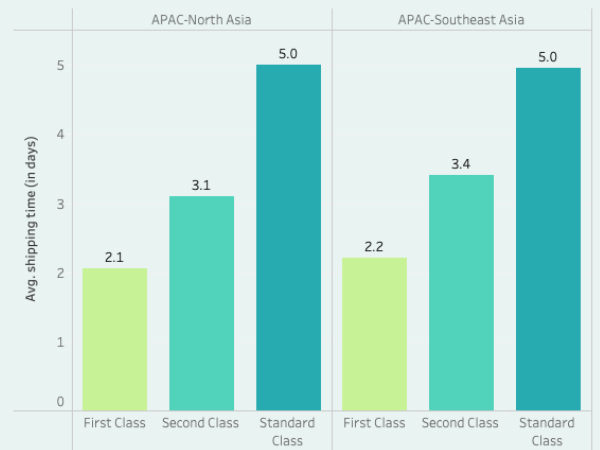
% of sales of top 7 Subcategories - APAC



% of sales of top 7 Subcategories - Africa

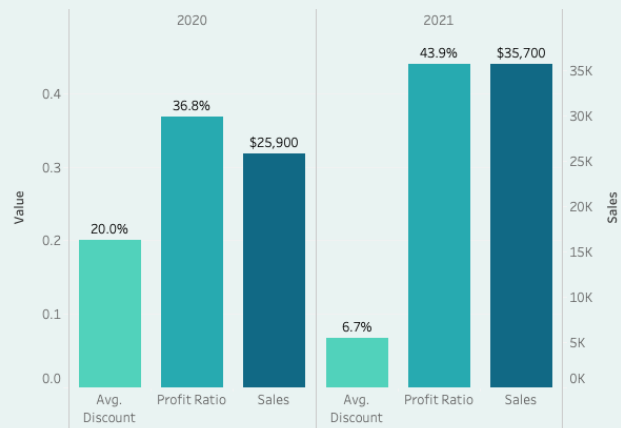


Average Shipping time in APAC

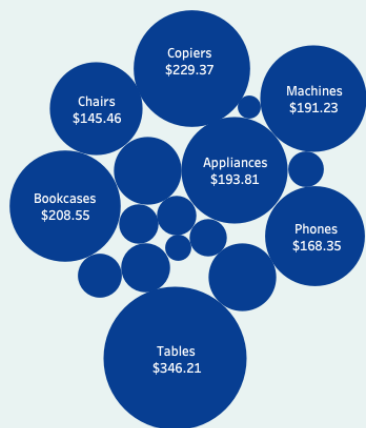


Product Analysis

Canon Copier Performance over Time



Price per unit of Subcategories



Top 10 Products by Average Profit

