Business Analysis

Profit by country

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Profit   -98,305 ▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭▭ 286,295

Distribution of segments
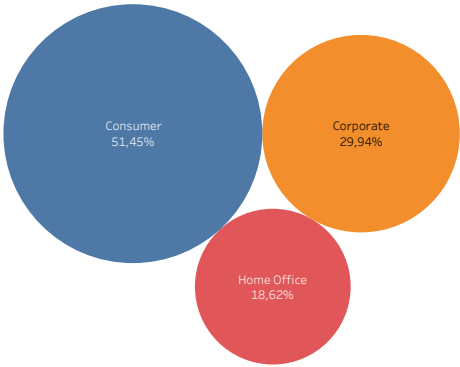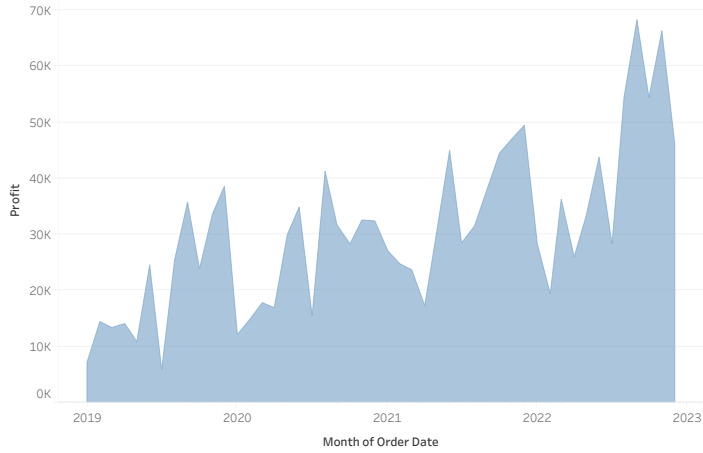
Consumer 51,45%

Corporate 29,94%

Home Office 18,62%

Profit dynamics

Month of Order Date

Business Analysis

New and returning customers dynamics

Order Date

Distinct count of Customer ID

2019 2020 2021 2022

New or Returning Customer, New or Returning Customer by Country

- ■ New Customer, New Customer in Country
- ■ Returning Customer, New Customer in Country
- ■ Returning Customer, Returning Customer in Country
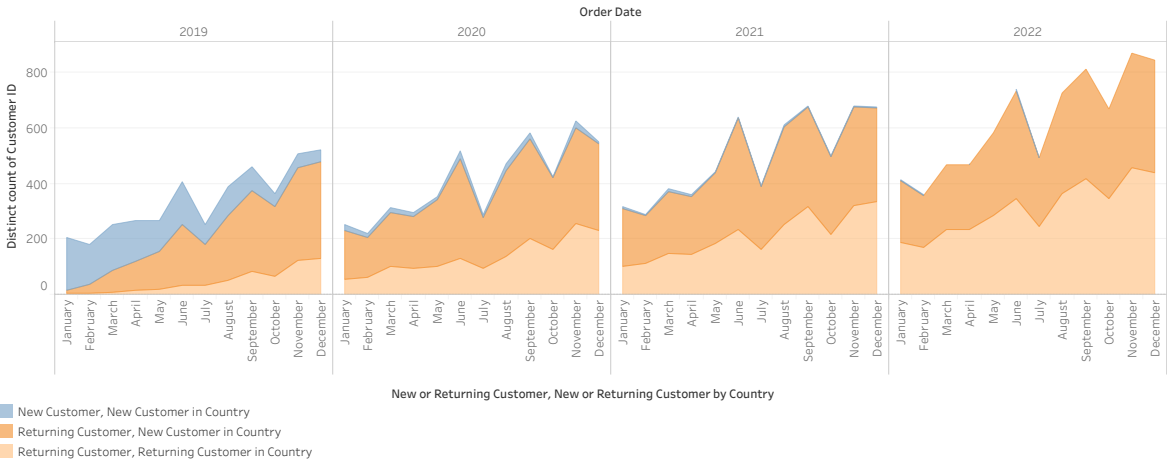
Number of new customers by country
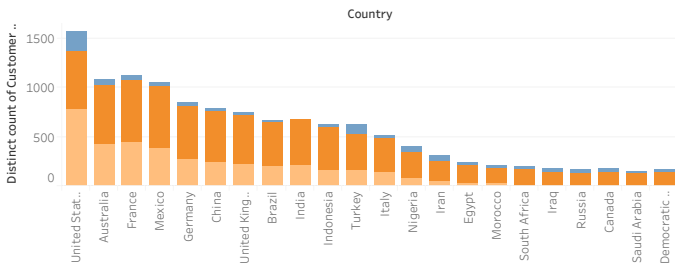
Country

Churned customers by country
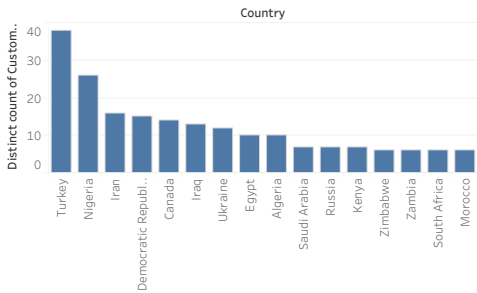
Country

Business Analysis

Waterfall Profit & Subcategories

Sub-Category

Running Sum of Profit

1600K
1500K
1400K
1300K
1200K
1100K
1000K
900K
800K
700K
600K
500K
400K
300K
200K
100K
0K

Accessories, Appliances, Art, Binders, Bookcases, Chairs, Copiers, Envelopes, Fasteners, Furnishings, Labels, Machines, Paper, Phones, Storage, Supplies, Tables, Grand Total

Profit
-62,888 — 257,931
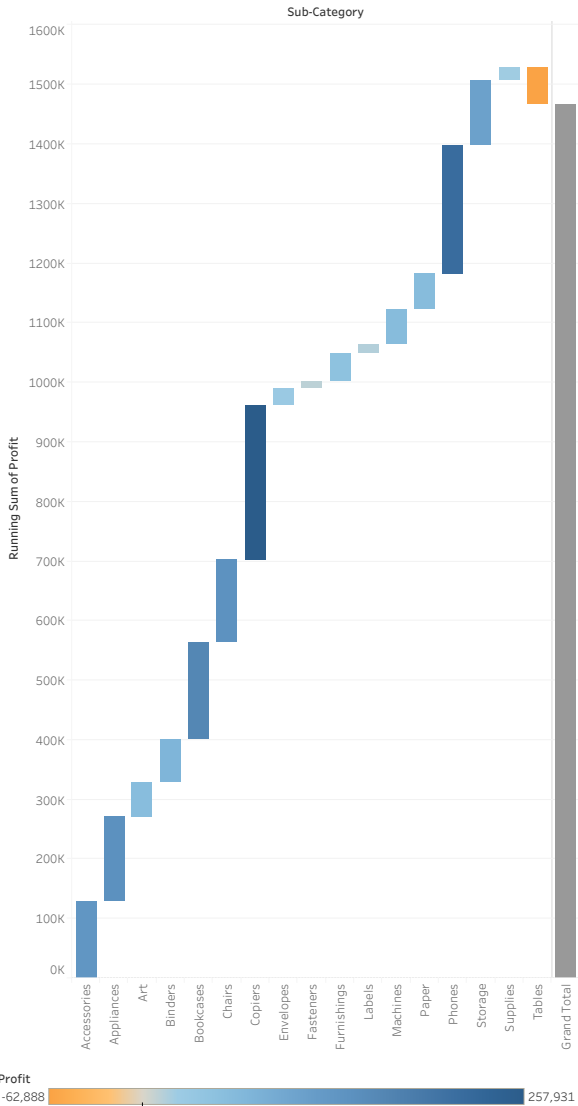
Sales&Margin by category

| Technology 13,98% | Furniture 6,97% |
| | Office Supplies 13,68% |

Marginal
6,97% — 13,98%

Margin by Sub-category & Segment
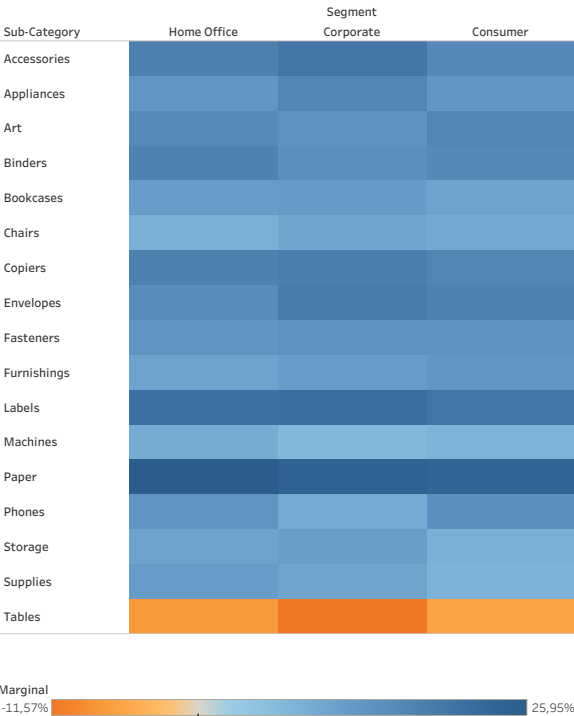
Sub-Category	Home Office	Segment Corporate	Consumer
Accessories			
Appliances			
Art			
Binders			
Bookcases			
Chairs			
Copiers			
Envelopes			
Fasteners			
Furnishings			
Labels			
Machines			
Paper			
Phones			
Storage			
Supplies			
Tables			

Marginal
-11,57% — 25,95%

Business Analysis

Average shipping price by country

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Category ■ Furniture ■ Office Supplies ■ Technology

Avg. Shippi.. 4.48 ▭▭▭▭▭ 46.40
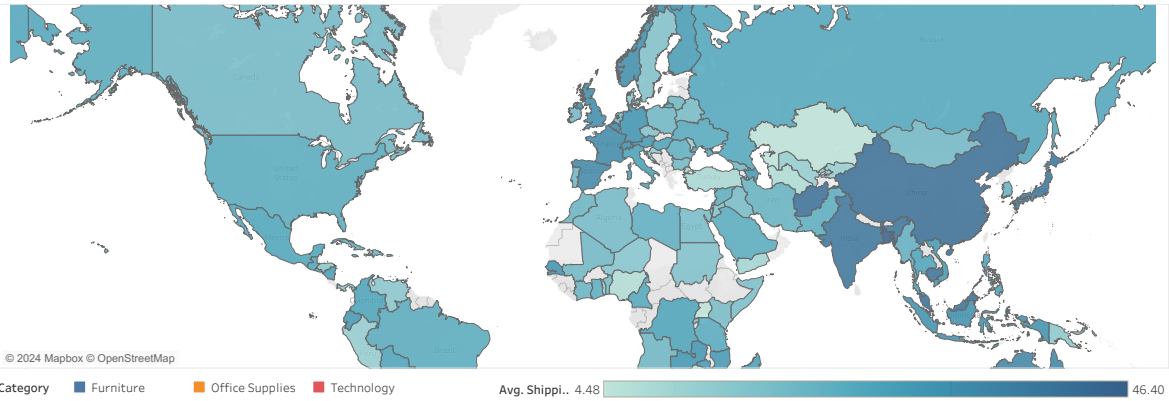
Subcategories average delievery cost

Tables 92.76	Appliances 61.77	Phones 55.12	Machines 53.28
Copiers 71.69			
Bookcases 64.47	Chairs 47.83	Accessories 27.19	
		Storage 23.84	
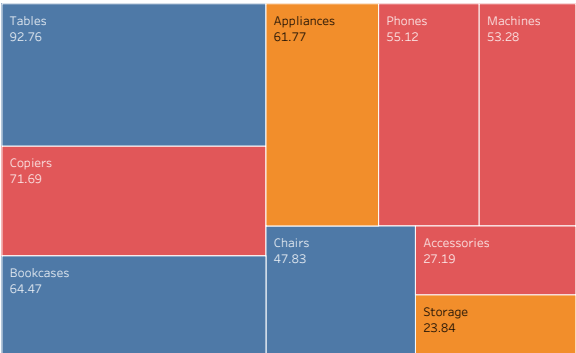
Distribution of orders by Priority
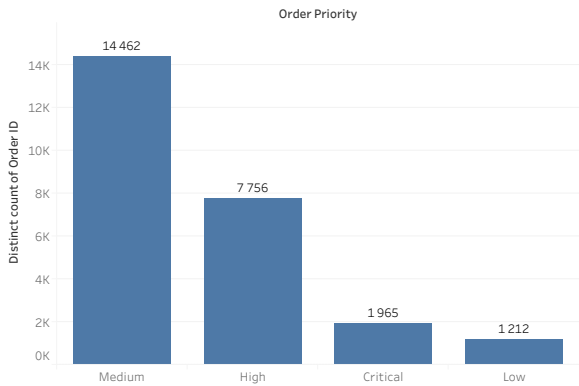
Order Priority

Distinct count of Order ID

- Medium: 14 462
- High: 7 756
- Critical: 1 965
- Low: 1 212

Business Analysis

Distribution of sales
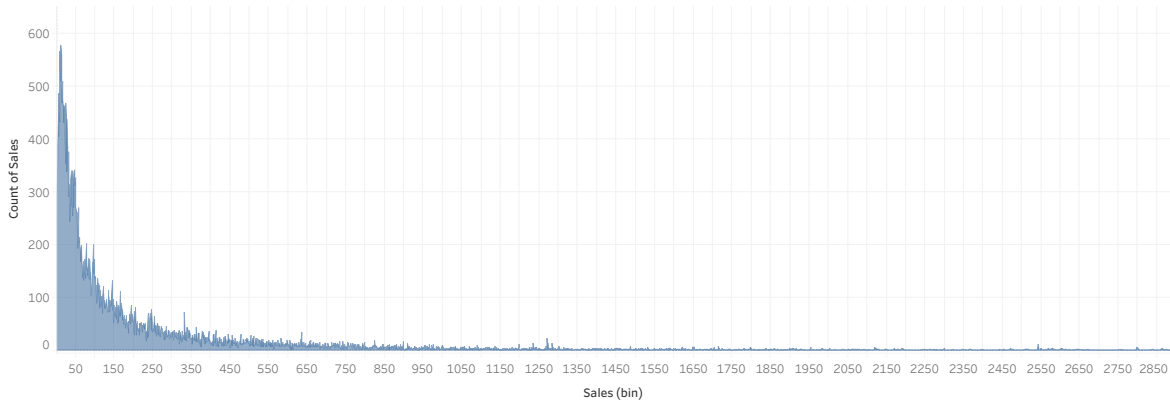
Distribution of orders by weekdays

Wednesday 8,94%
Tuesday 18,25%
Monday 17,32%
Saturday 18,17%
Sunday 17,48%
Friday 17,91%

Average Order Value