

NEW ZEALAND EXPORT

Asia

Australia and
Oceania

Central
America and ...

Europe

Middle East
and North A...

North America



\$665B

Total Sales

\$469bn

Total Cost

500K

Count of Orders

2bn

Total Units Sold

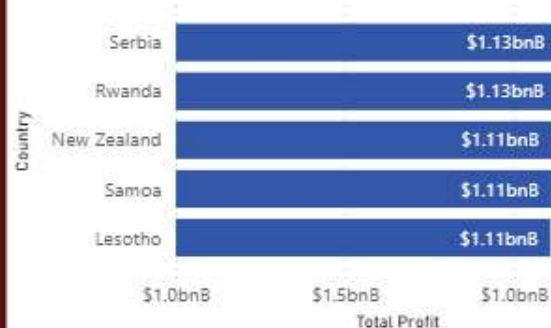
7

Total Region

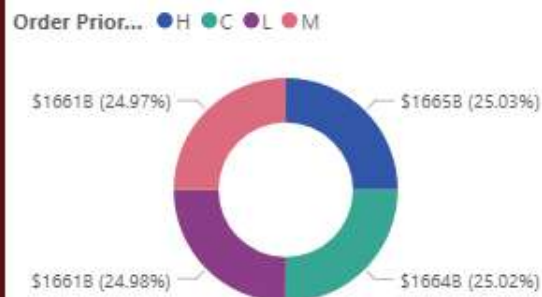
185

Total Country

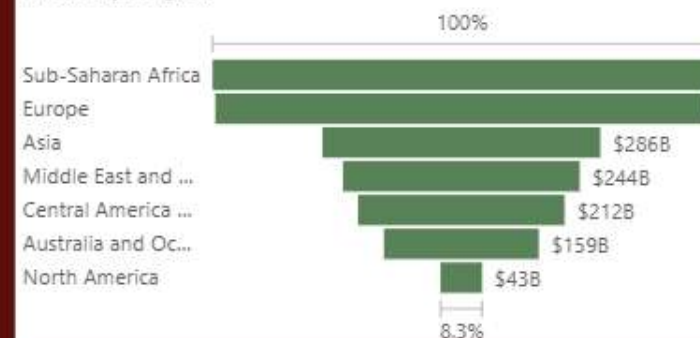
Top 5 Profitable Countries



Sales by Channel



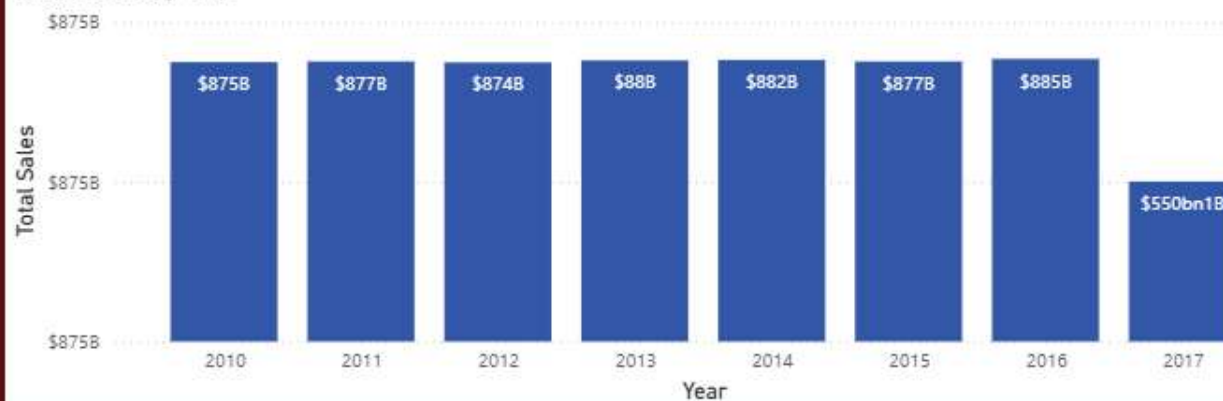
Profit by Region



Top 7 Items by Sales



Total Sales by Year



REGION PROFILE



7

Total Region

185

Total Country

2bn

Total Units Sold

Select all

2010

2011

2012

2013

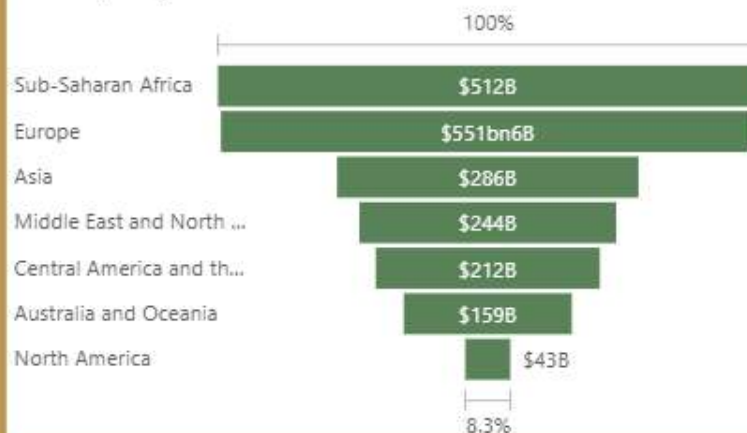
2014

2015

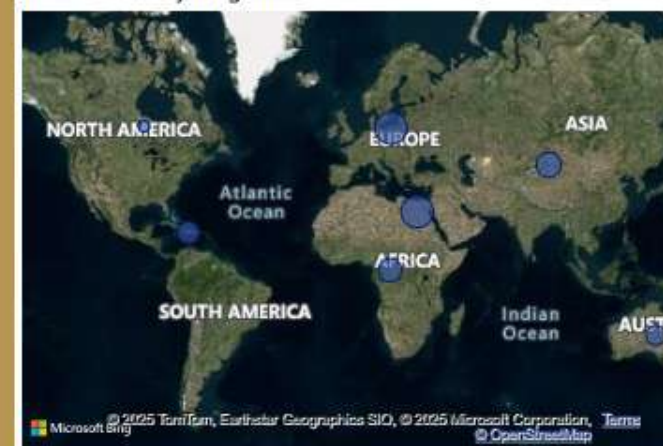
2016

2017

Profit by Region



Total Sales by Region



Region	Units Sold	Sales	Count of Orders
Sub-Saharan Africa	652M	\$1736B	130K
Europe	646M	\$1715B	129K
Asia	364M	\$968B	73K
Middle East and North Africa	310M	\$826B	62K
Central America and the Caribbean	270M	\$72B	54K
Australia and Oceania	203M	\$539B	41K
North America	54M	\$146B	11K
Total	2,500M	\$665B	500K

Region	Offline	Online	Total
Asia	\$483B	\$485B	\$968B
Australia and Oceania	\$267B	\$272B	\$539B
Central America and the Caribbean	\$362B	\$358B	\$72B
Europe	\$858B	\$857B	\$1715B
Middle East and North Africa	\$415B	\$412B	\$826B
North America	\$73B	\$72B	\$146B
Sub-Saharan Africa	\$867B	\$868B	\$1736B
Total	\$3325B	\$3325B	\$665B

COUNTRY PROFILE



7

Total Region

185

Total Country

2bn

Total Units Sold

Select all

2010

2011

2012

2013

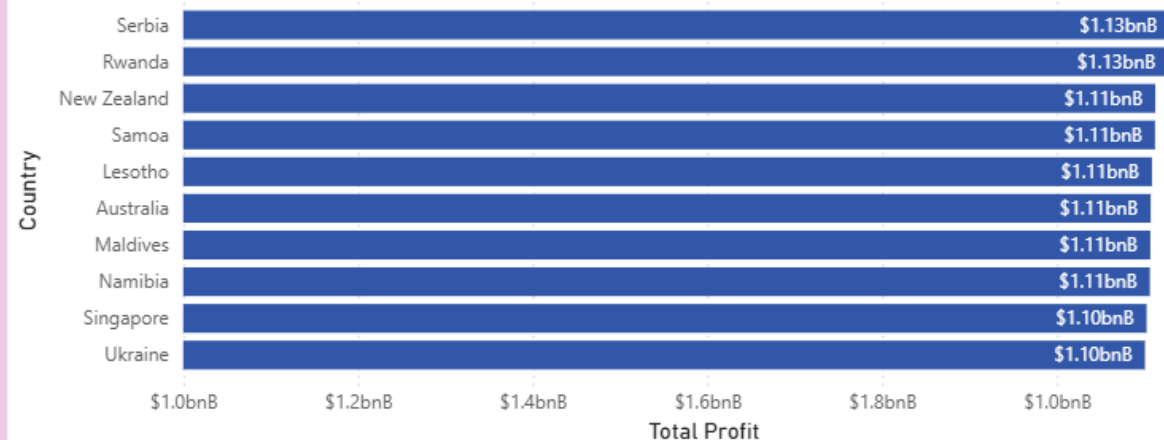
2014

2015

2016

2017

Top 10 Profitable Countries



Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October

Country	Count of Orders	Sum of Units Sold	Total Sales	Total Profit
Zimbabwe	2.6K	13M	\$36B	\$1.4B
Zambia	2.7K	14M	\$35B	\$1.3B
Yemen	2.7K	14M	\$38B	\$11B
Vietnam	2.7K	14M	\$35B	\$1.7B
Vatican City	2.7K	13M	\$35B	\$1.3B
Vanuatu	2.7K	13M	\$36B	\$1.2B
Uzbekistan	2.7K	13M	\$36B	\$1.7B
Total	500.0K	2,500M	\$665.8B	\$1962B

Country	Offline	Online	Total
Afghanistan	1350	1346	2696
Albania	1359	1345	2704
Algeria	1447	1333	2780
Andorra	1316	1340	2656
Angola	1391	1324	2715
Antigua and Barbuda	1388	1300	2688
Armenia	1320	1325	2645
Australia	1350	1423	2773

ITEM PROFILE



Select all

Baby Food

Beverages

Cereal

Clothes

Cosmetics



Year

☐ 2010

☐ 2011

☐ 2012

☐ 2013

☐ 2014

☐ 2015

☐ 2016

Country

☐ Afghanistan

☐ Albania

☐ Algeria

☐ Andorra

☐ Angola

☐ Antigua and...

☐ Armenia

Order Priority

C

H

L

M

\$665.0bnB

Total Sales

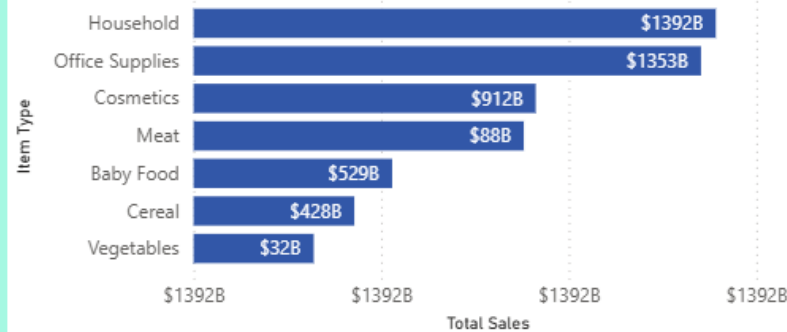
12

Total Item Type

2bn

Total Units Sold

Top 7 Items by Sales



Orders by Region

Item Type	Asia	Australia and Oceania	Central America and the Caribbean	Europe	Middle East and N
Baby Food	6.1K	3.4K		4.5K	10.8K
Beverages	6.0K	3.4K		4.5K	10.8K
Cereal	6.1K	3.3K		4.5K	10.8K
Clothes	6.0K	3.3K		4.5K	10.8K
Cosmetics	6.1K	3.4K		4.6K	10.7K
Fruits	6.1K	3.3K		4.5K	10.9K
Household	6.0K	3.3K		4.5K	10.8K
Meat	6.1K	3.4K		4.4K	10.7K
Office Supplies	6.0K	3.3K		4.6K	10.7K
Total	73.0K	40.5K		54.0K	129.3K

Item Type	Offline	Online	Total
Baby Food	8988	8974	9880
Beverages	8986	9017	9880
Cereal	8951	8991	9856
Clothes	8999	8991	9878
Cosmetics	8950	8989	9875
Fruits	8994	8989	9890
Household	8993	8955	9890
Meat	9000	8990	9896
Office Supplies	8972	8994	9885
Personal Care	8982	8976	9871
Snacks	8946	8998	9890
Vegetables	8985	8951	9876
Total	10000	10000	10000

SALES CHANNEL PROFILE



Region

- Asia
- Australia and Oceania
- Central America and the Caribbean
- Europe
- Middle East and North Africa
- North America
- Sub-Saharan Africa

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017

Order Priority

- C
- H
- L
- M

\$665.0bnB

Total Sales

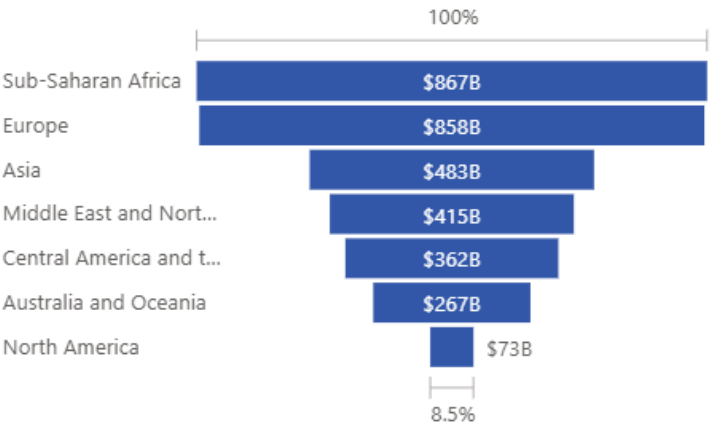
2bn

Total Units Sold

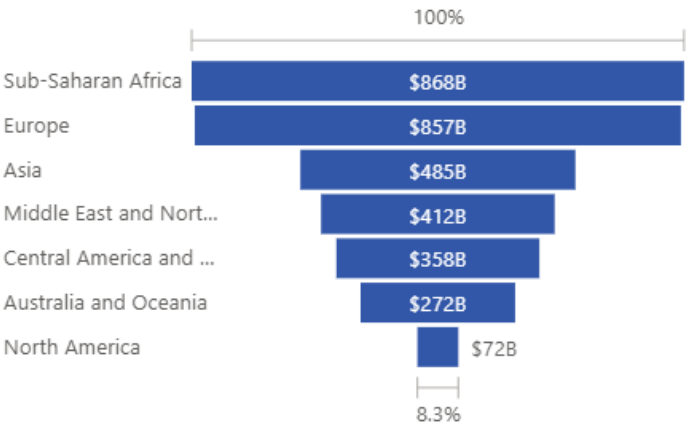
500.00K

Count of Orders

Sales by Region (Offline)



Sales by Region (Online)



Item Type	Offline	Online	Total
Baby Food	8988	8974	9880
Beverages	8986	9017	9880
Cereal	8951	8991	9856
Clothes	8999	8991	9878
Cosmetics	8950	8989	9875
Fruits	8994	8989	9890
Household	8993	8955	9890
Meat	9000	8990	9896
Total	10000	10000	10000

Country	Total Sales
Afghanistan	\$36B
Albania	\$36B
Algeria	\$36B
Andorra	\$34B
Angola	\$35B
Antigua and Barbuda	\$36B
Armenia	\$35B
Australia	\$37B
Total	\$665.8B

SALES CHANNEL PROFILE



Order Priority

C	L
H	M

\$665.0bnB

Total Sales

2bn

Total Units Sold

500.00K

Count of Orders

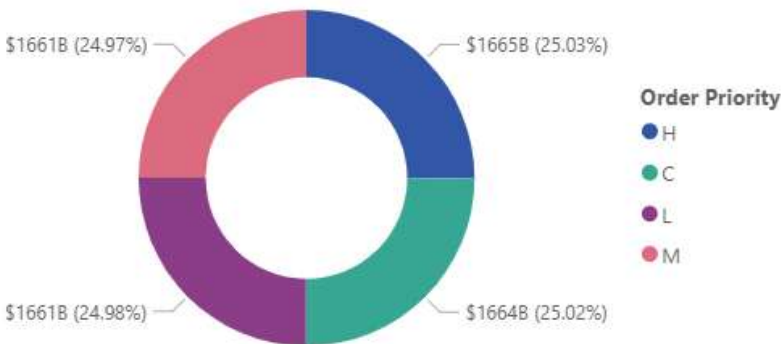
Total Units Sold by Order Priority



Sales by Channel

Order Priority	Total Sales	Total Profit	Total Units Sold
H	\$1665B	\$491B	625M
C	\$1664B	\$491B	625M
L	\$1661B	\$49.0B	625M
M	\$1661B	\$49.0B	624M
Total	\$665.8B	\$1962B	2500M

Sales by Channel



Order Priority	Baby Food	Beverages	Cereal	Clothes	Cosmetics	Fruits	Household	Meat	Office Supplies	Personal Care	Snacks	Vegetables	Total
C	52M	52M	53M	52M	53M	52M	52M	52M	52M	53M	51M	52M	625M
H	51M	52M	51M	52M	53M	52M	52M	53M	52M	52M	52M	52M	625M
L	51M	52M	52M	52M	52M	52M	52M	52M	52M	52M	53M	52M	625M
M	52M	52M	52M	52M	51M	52M	52M	51M	53M	52M	52M	52M	624M
Total	207M	209M	208M	209M	209M	207M	208M	209M	208M	209M	209M	208M	2500M

Time Series Analysis



Asia

Australia and
Oceania

Central America
and the
Caribbean

Europe

Middle East and
North Africa

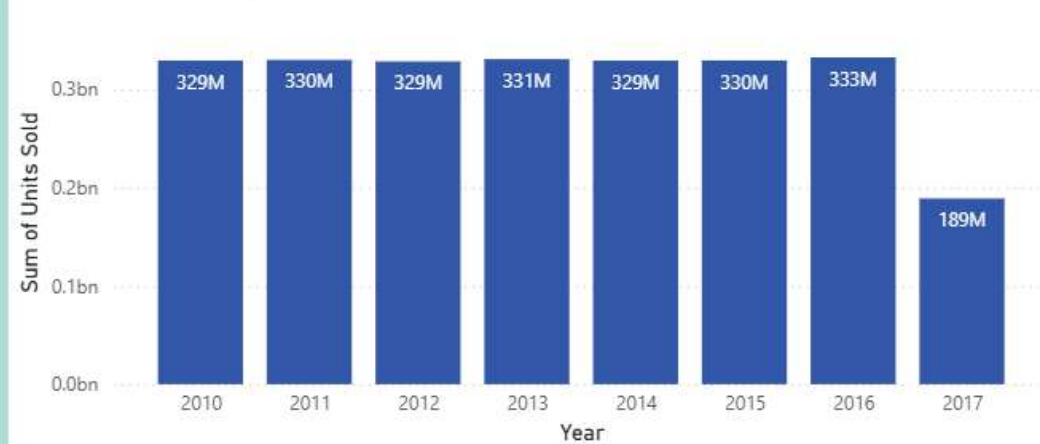
North America

Sub-Saharan
Africa

Total Sales by Month



Sum of Units Sold by Year



Select all

Baby Food

Beverages

Cereal

Clothes

Total Sales by Year

