



SALES DATA ANALYSIS
2010-2017

Quarterly

All

YEAR

2010

2017

Sales Channel

Offline

Online

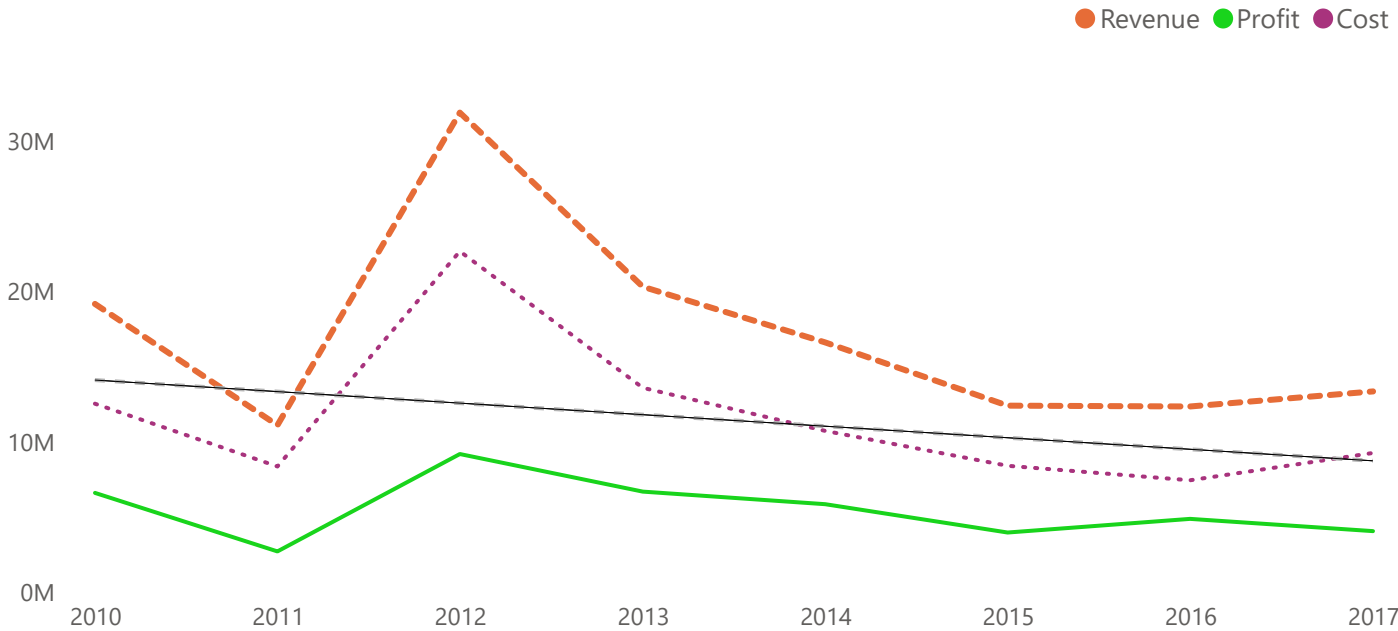
137.35M
Revenue

44.17M
Profit

93.18M
Cost

1.37M
Average order value

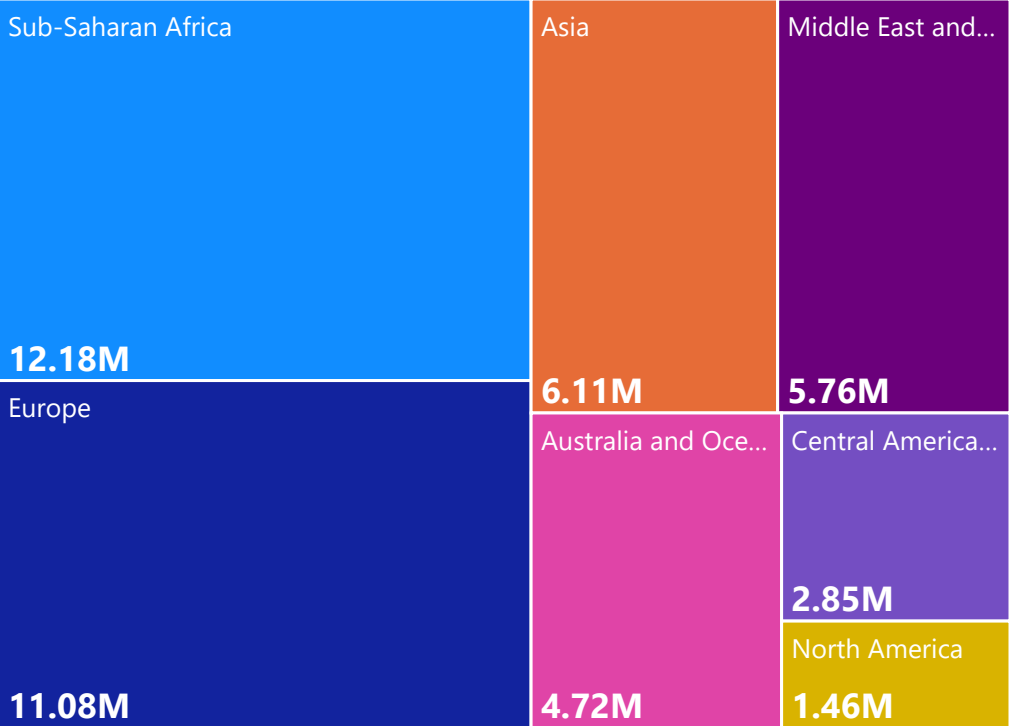
Revenue, Profit and Cost Trend



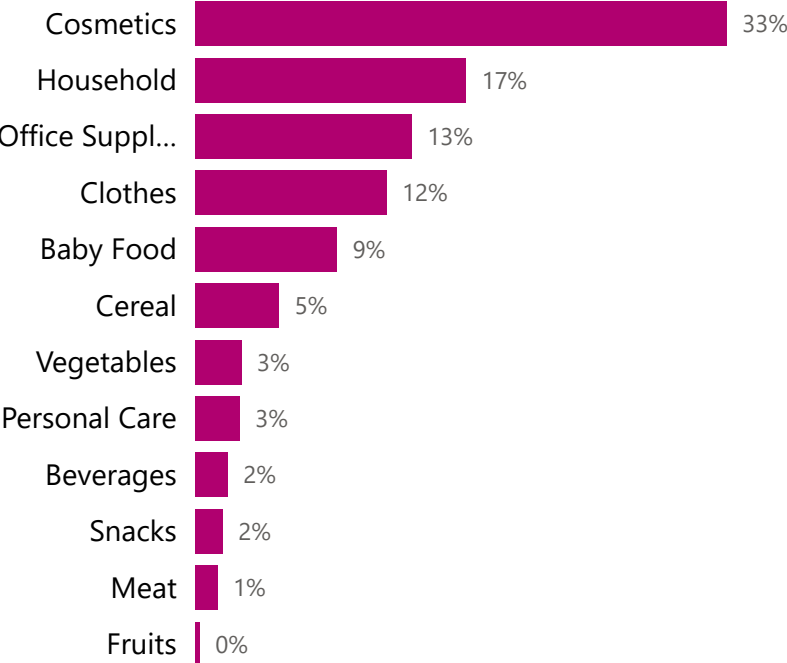
Top 10 Countries by Revenue

Country	Revenue	Profit
Honduras	63,36,545.48	16,09,947.52
Myanmar	61,61,257.90	18,02,771.70
Djibouti	60,52,890.86	24,25,317.87
Turkmenistan	58,22,036.20	12,67,258.40
Mexico	56,43,356.55	14,57,942.76
The Gambia	54,49,517.95	13,85,883.27
Lithuania	53,96,577.27	10,46,233.75
Rwanda	52,53,769.42	14,17,493.49
Azerbaijan	44,78,800.21	15,12,926.83
Brunei	43,68,316.68	8,46,885.00
Total	5,49,63,068.52	1,47,72,660.59

Profit by Region



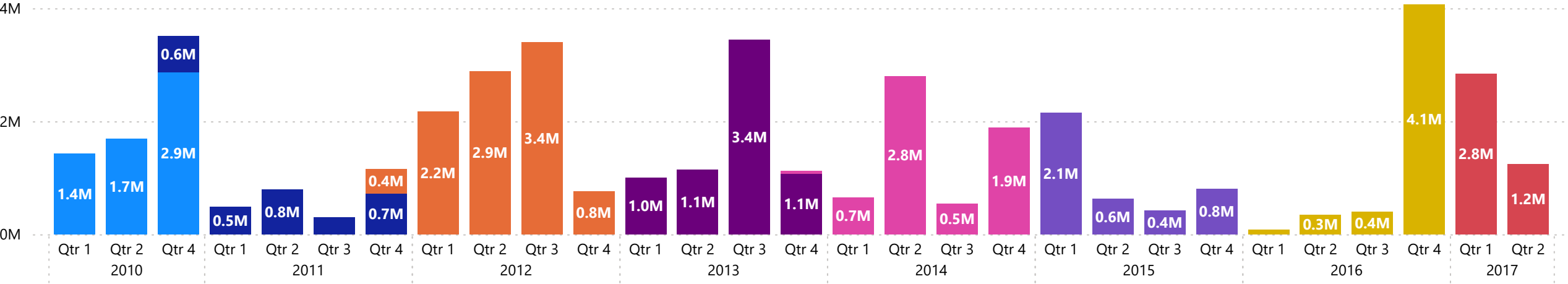
Items by Profit %

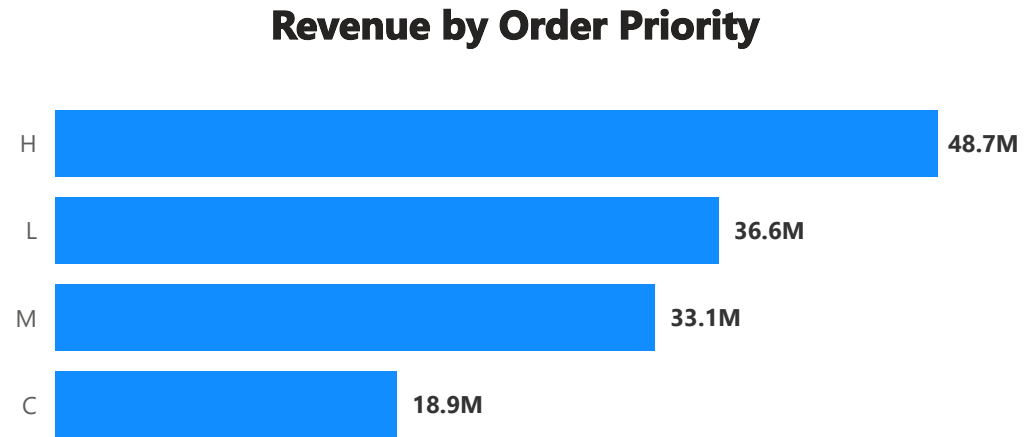
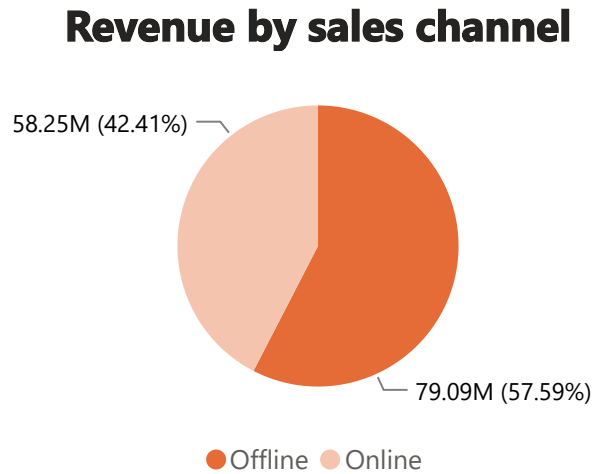
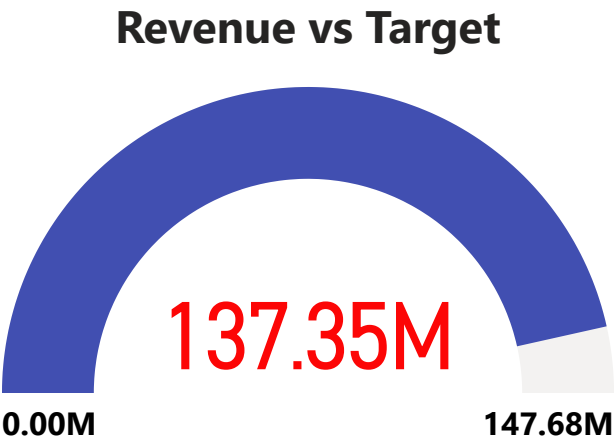


Profit vs Target

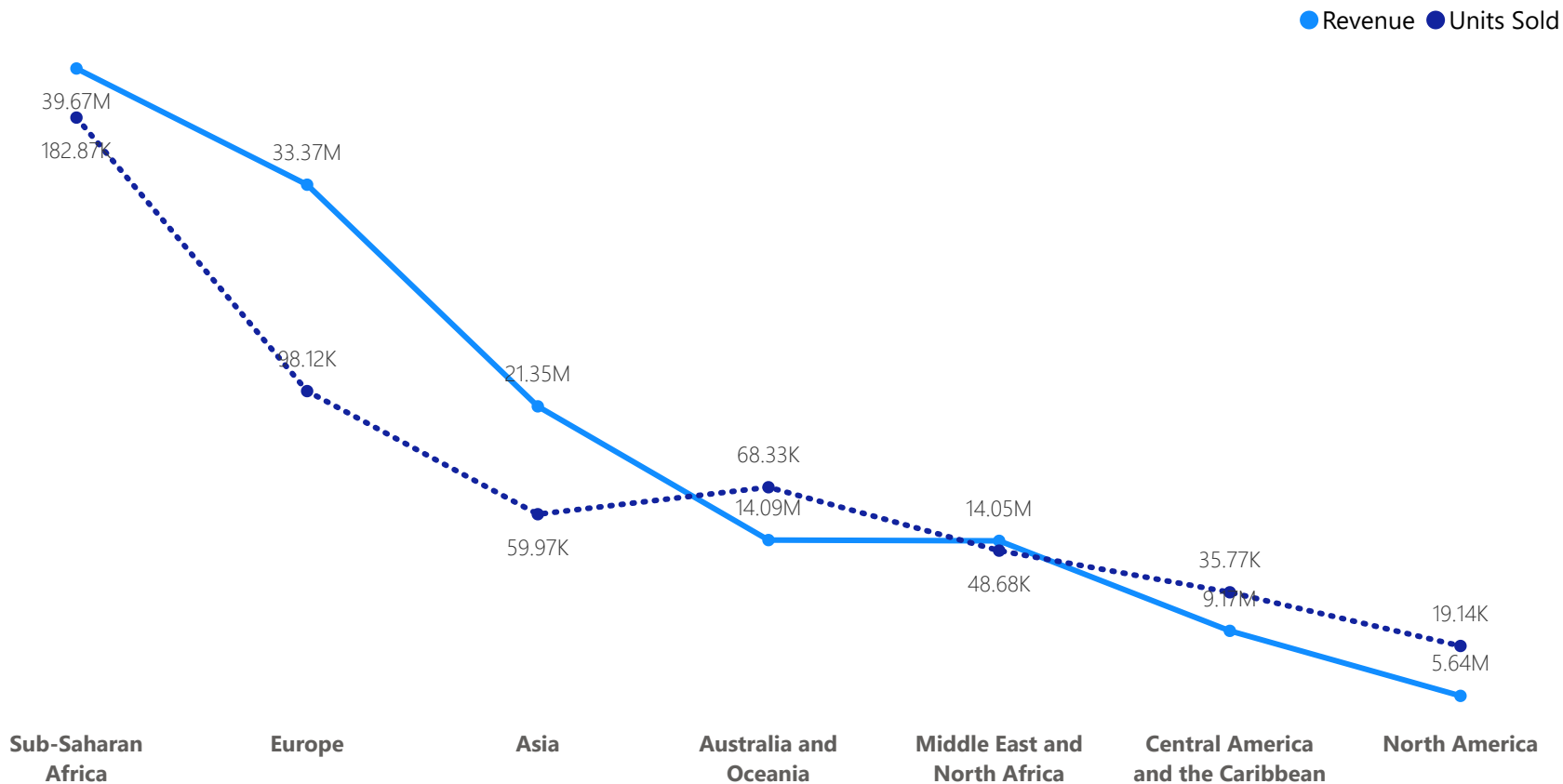


Profit by Quarter





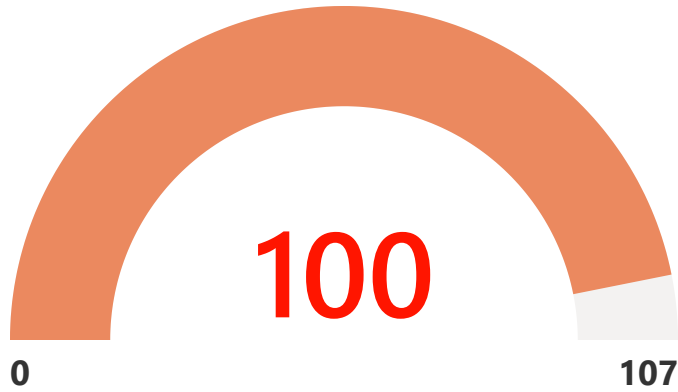
Region wise Revenue and Units sold



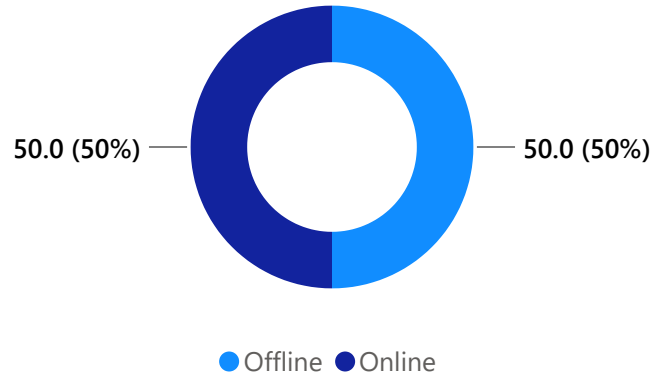
Item wise Revenue and Profit%

Item	Revenue	Profit %
Cosmetics	3,66,01,509.60	39.77%
Office Supplies	3,05,85,380.07	19.39%
Household	2,98,89,712.29	24.80%
Baby Food	1,03,50,327.60	37.55%
Clothes	77,87,292.80	67.20%
Cereal	53,22,898.90	43.07%
Meat	45,03,675.75	13.56%
Personal Care	39,80,904.84	30.66%
Vegetables	30,89,057.06	40.98%
Beverages	26,90,794.60	33.00%
Snacks	20,80,733.46	36.14%
Fruits	4,66,481.34	25.83%

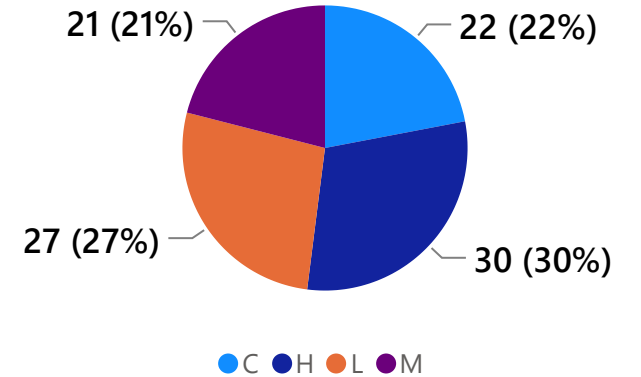
Orders vs Target



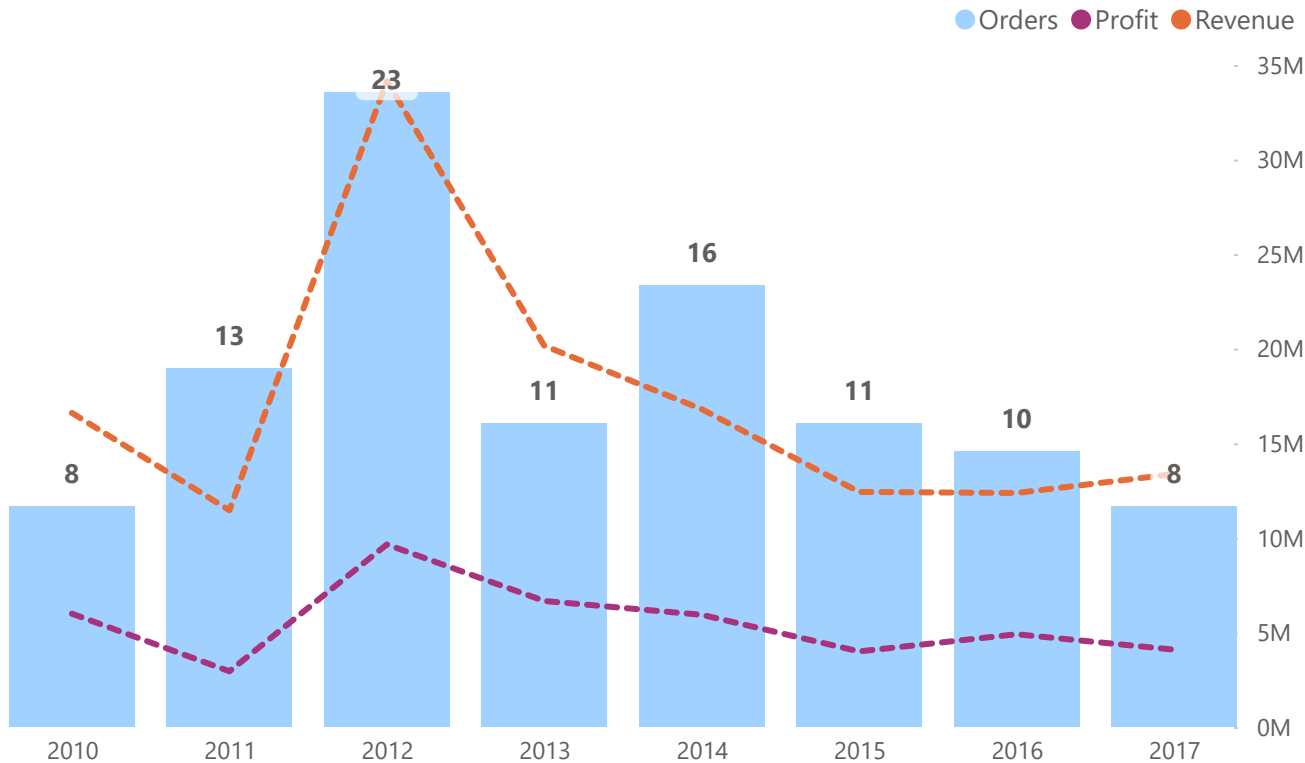
Orders by Sales Channel



Orders by Priority



Yearly Orders, Revenue and Profit Trend



Summary:

Orders and total Profit are positively correlated with each other.

2012 accounted for 23.00% of Orders.

Across all 8 Year, Orders ranged from 8 to 23, Profit ranged from 29,46,149.26 to 96,49,456.37, and Revenue ranged from 1,14,59,719.49 to 3,41,49,877.49.

Orders for both Offline and Online was 50.