

# Report Overview

overview

Revenue & Margin Analysis

Product Analysis

Customer analysis

Sales and shipping

Time analysis

Detailed page

Total Sales

\$695K

Total Profit

155K

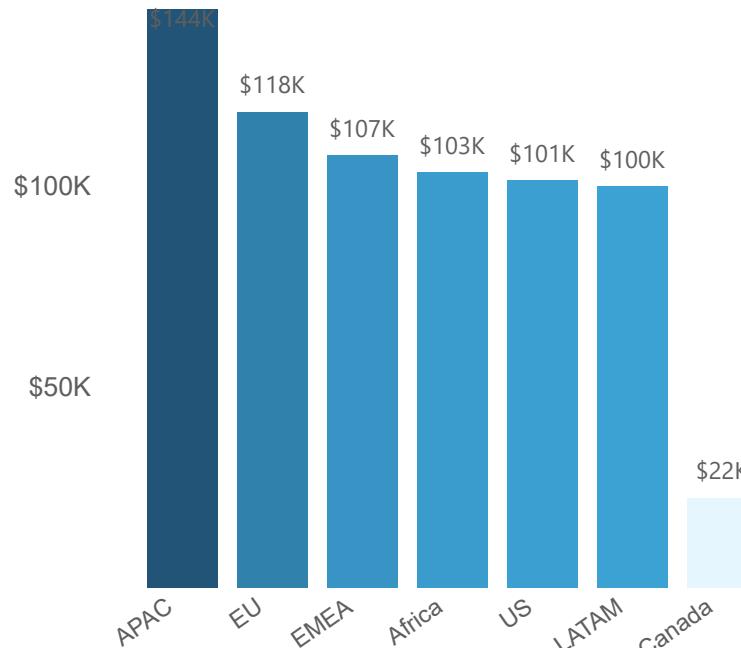
Total Orders

4848

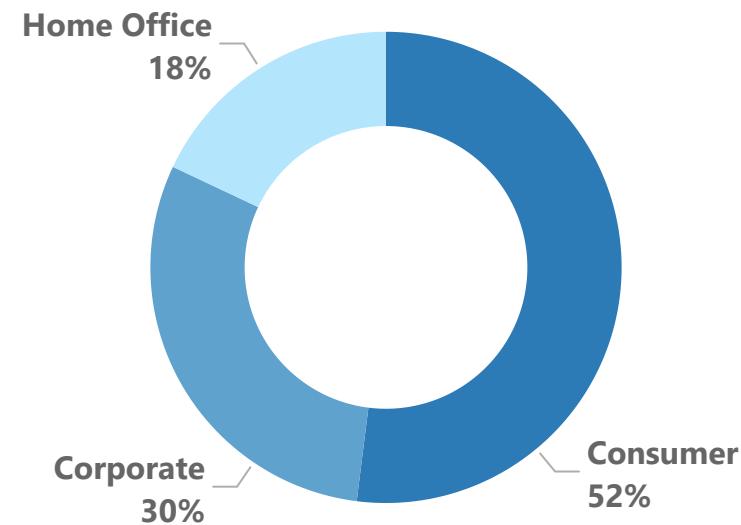
Total Quantity

16K

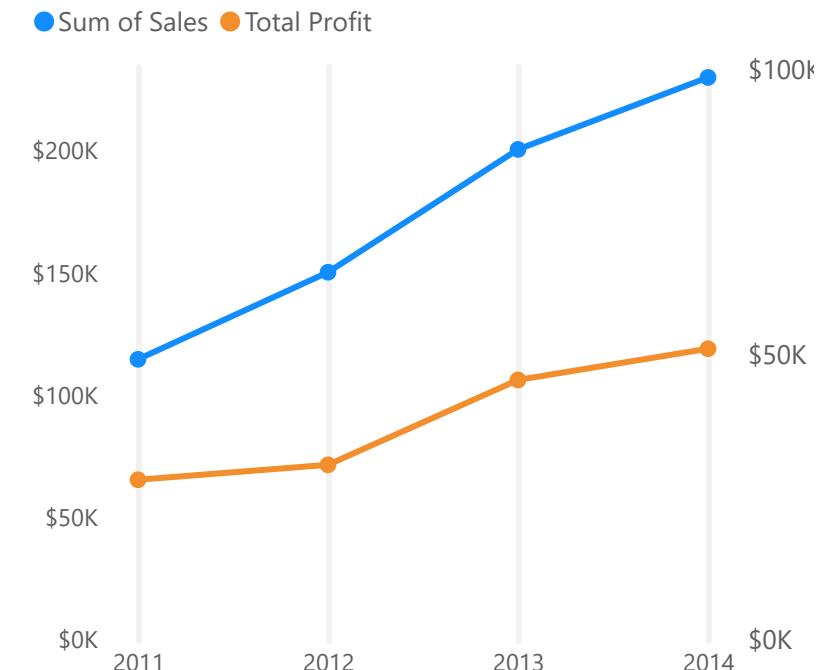
Global Revenue by Market



Sales Distribution by Customer Segment



Annual Sales & Profit Trends



# Revenue & Margin Analysis

Total Sales

\$695K

Total Profit

155K

Profit Margin %

22%

AOV

143

Year

2011

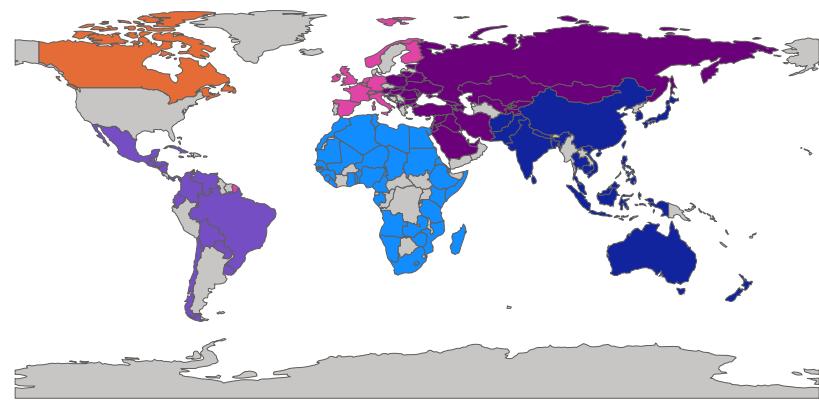
2012

2013

2014

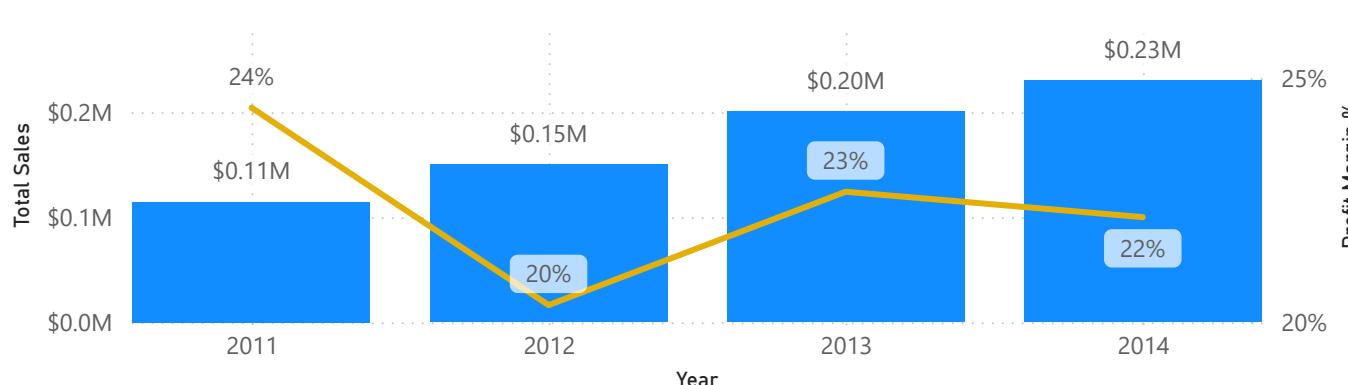
## Global Profit Distribution

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US



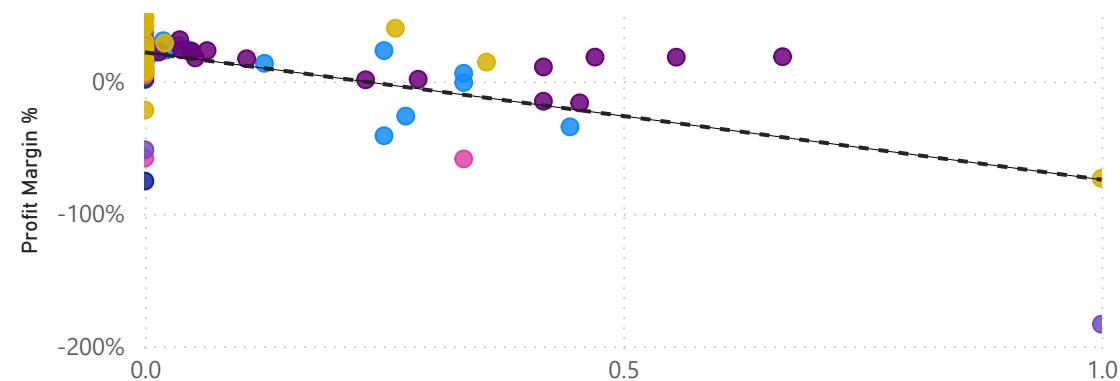
## Revenue Growth & Margin Trends

● Total Sales ● Profit Margin %



## Impact of Discounts on Margin

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US



## Total Sales By Sub Category

Appliances

Storage

Art

Paper

Supplies

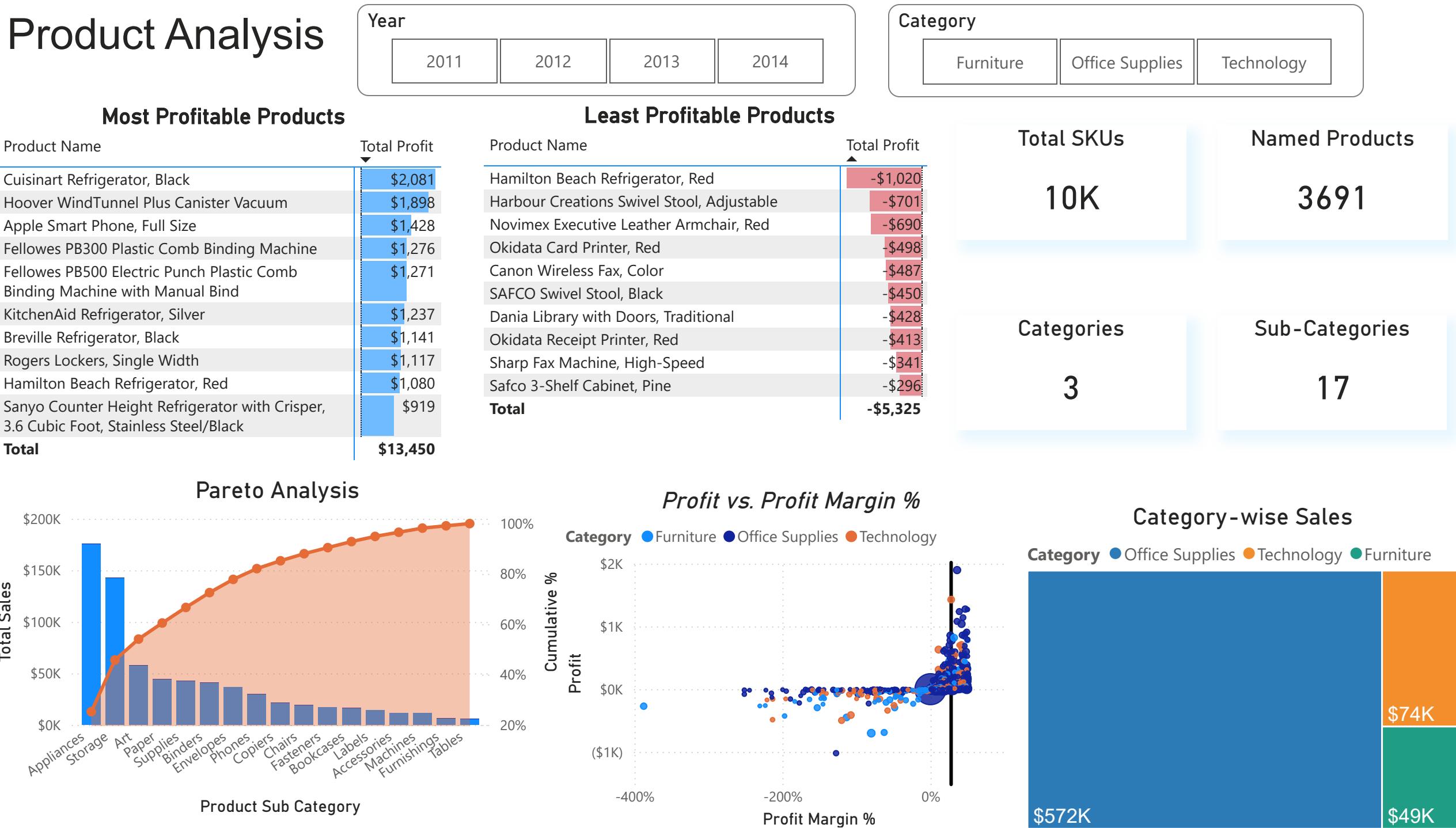
Binders

Envelopes

Phones



# Product Analysis



# Customer Analysis

Total Customers  
**4873**

Avg sales per  
Customers  
**143**

Avg Quantity per  
Customers  
**3**

Total Countries  
**131**

Markets  
**7**

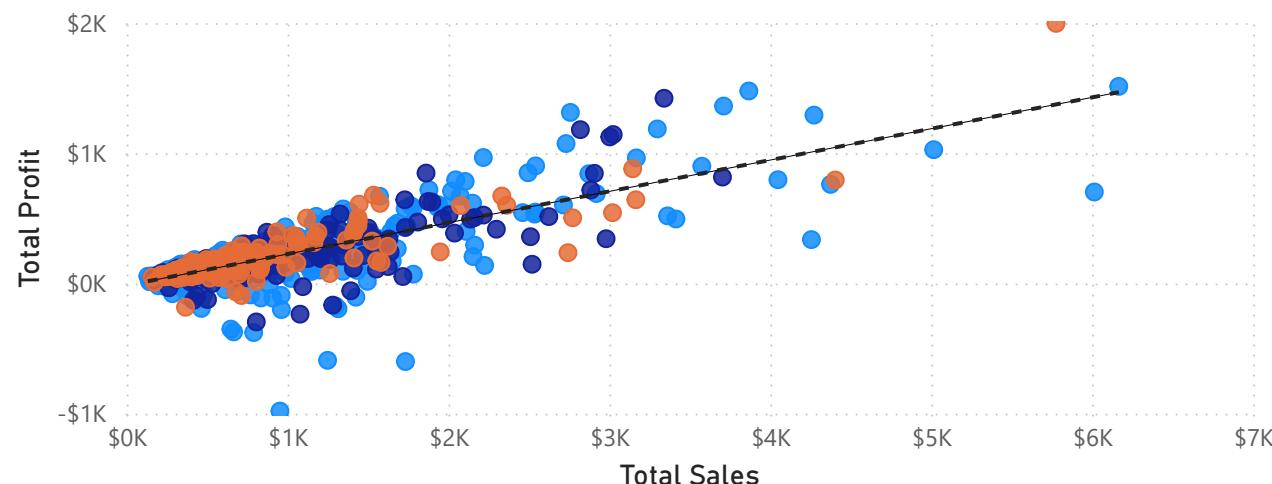
Year

Market

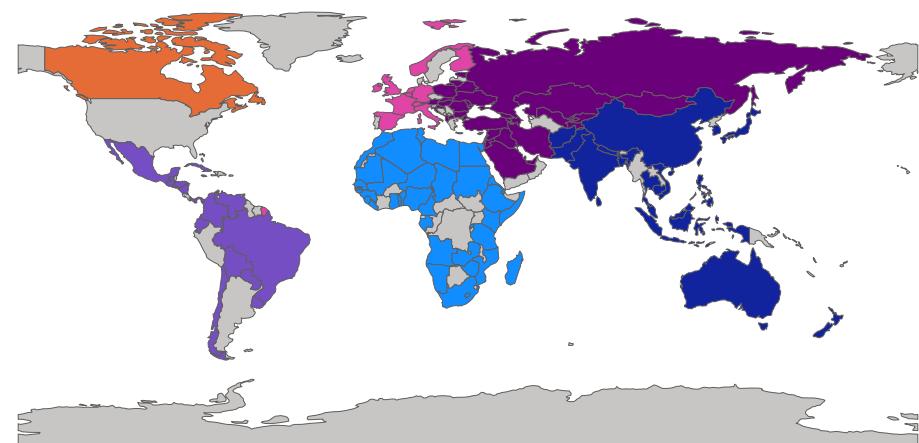
## Customer Profitability Matrix

Segment ● Consumer ● Corporate ● Home Office



## Geographic Sales Distribution

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US



## Top Profitable Customers

Name	Country	Total Profit	Total Sales	Profit Margin %
Laurel Beltran	United Kingdom	\$1,898	\$5,274	36%
Natalie Webber	Cote d'Ivoire	\$1,428	\$5,100	28%
Mitch Willingham	United States	\$1,276	\$2,716	47%
Pierre Wener	United States	\$1,271	\$2,542	50%
Justin Hirsh	Iraq	\$1,237	\$3,172	39%
Quincy Jones	Italy	\$1,141	\$2,594	44%
Sean O'Donnell	China	\$1,080	\$2,001	56%
<b>Total</b>		<b>\$12,323</b>	<b>\$31,211</b>	<b>39%</b>

## Least Profitable Customers

Name	Country	Total Profit	Total Sales	Profit Margin %
John Lucas	New Zealand	-\$296	\$613	-48%
Brooke Gillingham	Netherlands	-\$341	\$588	-58%
Edward Hooks	Turkey	-\$413	\$384	-108%
John Dryer	Nigeria	-\$428	\$217	-197%
Sung Shariari	Nigeria	-\$450	\$397	-113%
Doug O'Connell	Nigeria	-\$487	\$228	-213%
Karen Nguyen	Turkey	-\$499	\$415	-120%
<b>Total</b>		<b>-\$5,325</b>	<b>\$5,623</b>	<b>-95%</b>

# Sales and shipping

Total Shipping Cost

**84.12K**

Total Orders

**4848**

Avg Shipping Cost %  
of Sales

**12%**

Market

Africa

Canada

EU

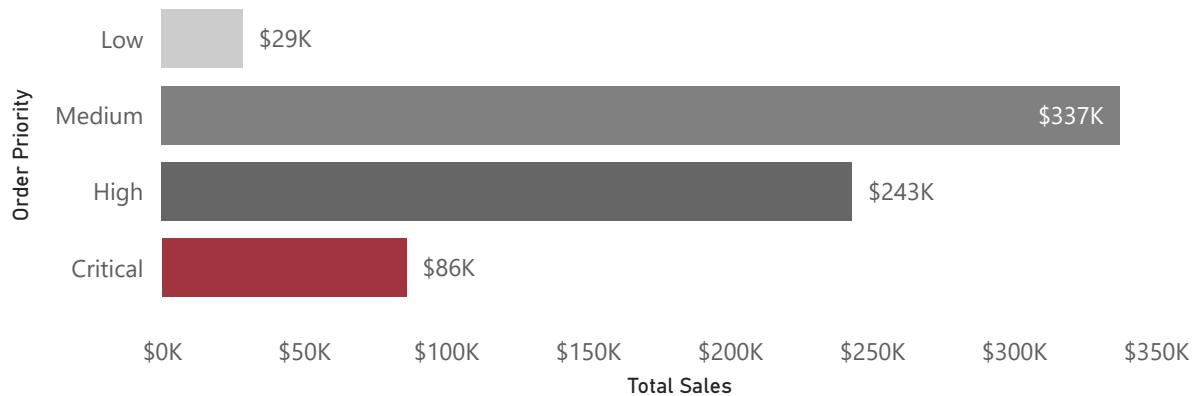
US

APAC

EMEA

LATAM

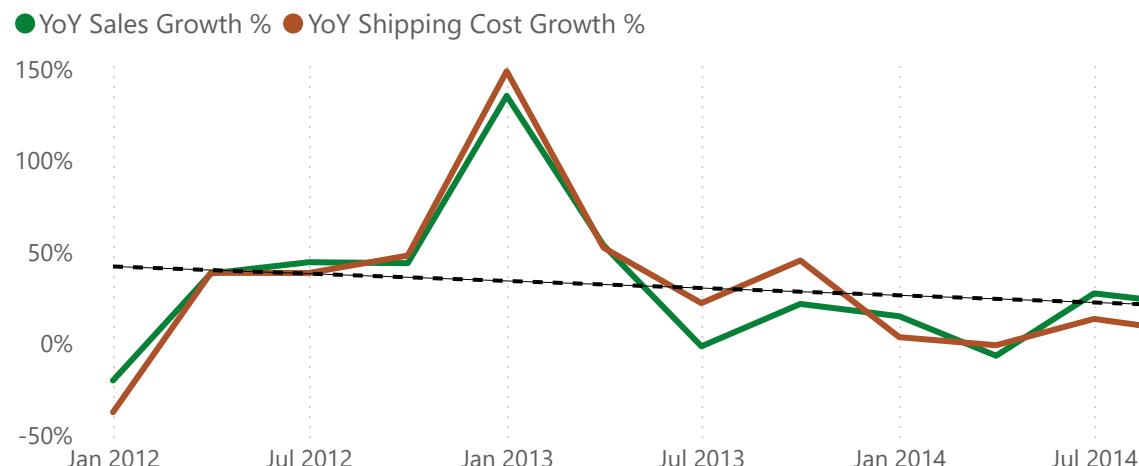
Sales Volume by Priority



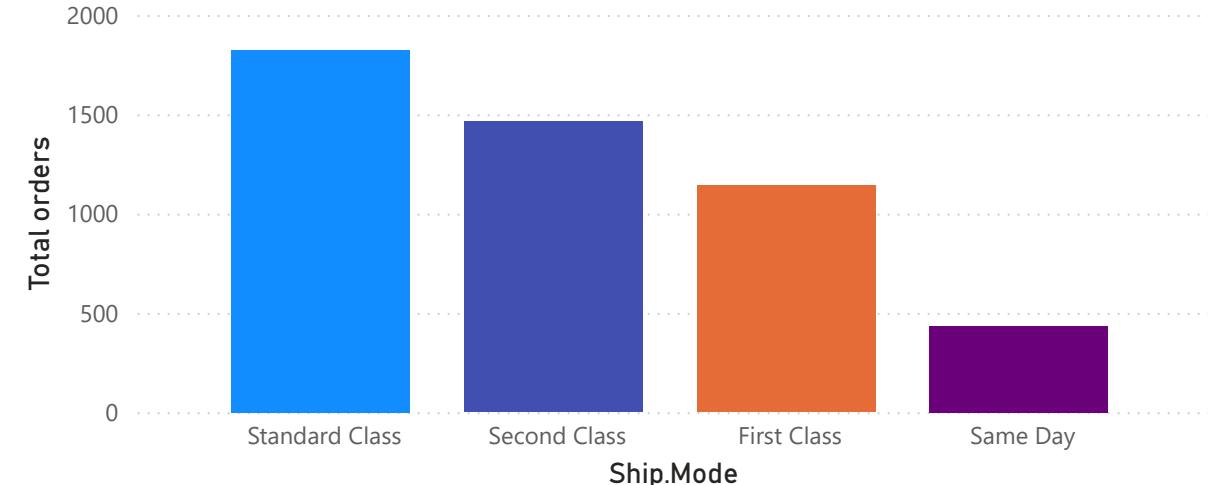
Cost vs. Profitability Matrix



Shipping Cost Trends



Logistics Mix (Ship Mode)



# Time Analysis

First Order Date

1/1/2011

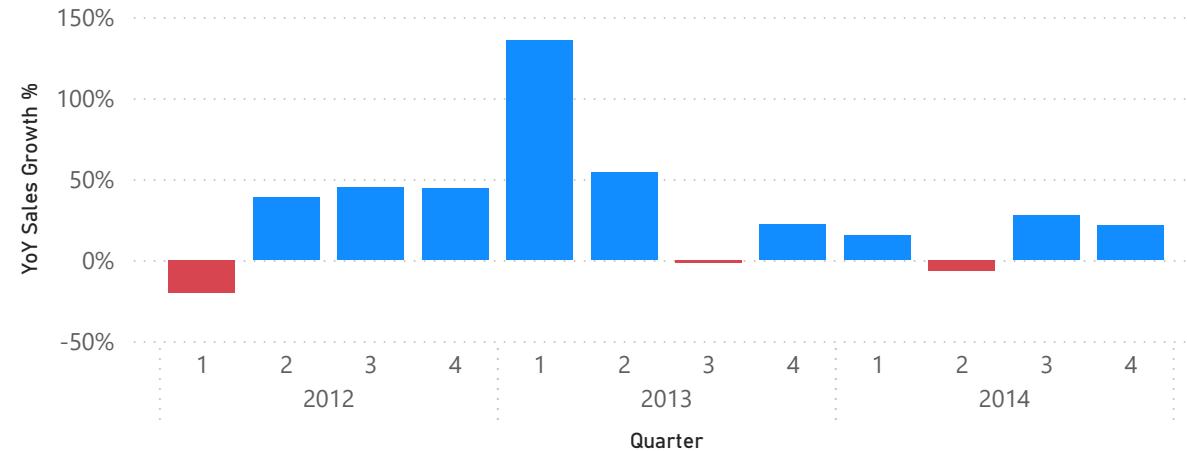
Last Order Date

12/31/2014

Total sales

\$695K

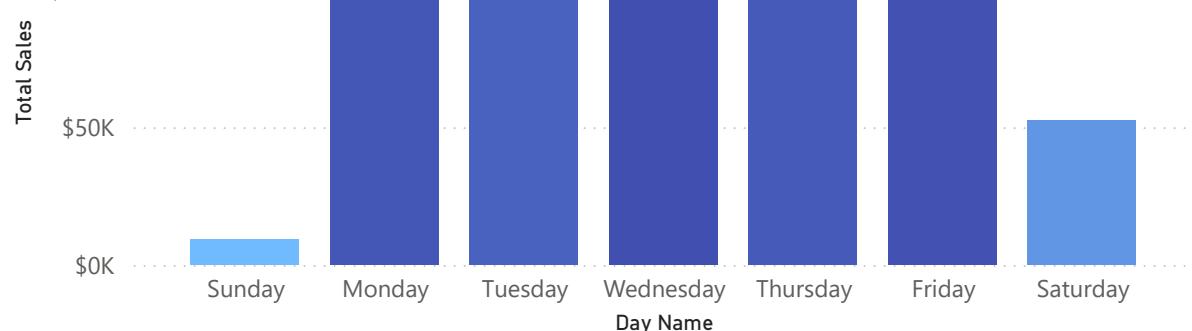
YoY Sales Growth % by Year and Quarter



Day Name

Month Name

Total Sales by Day Name



Category

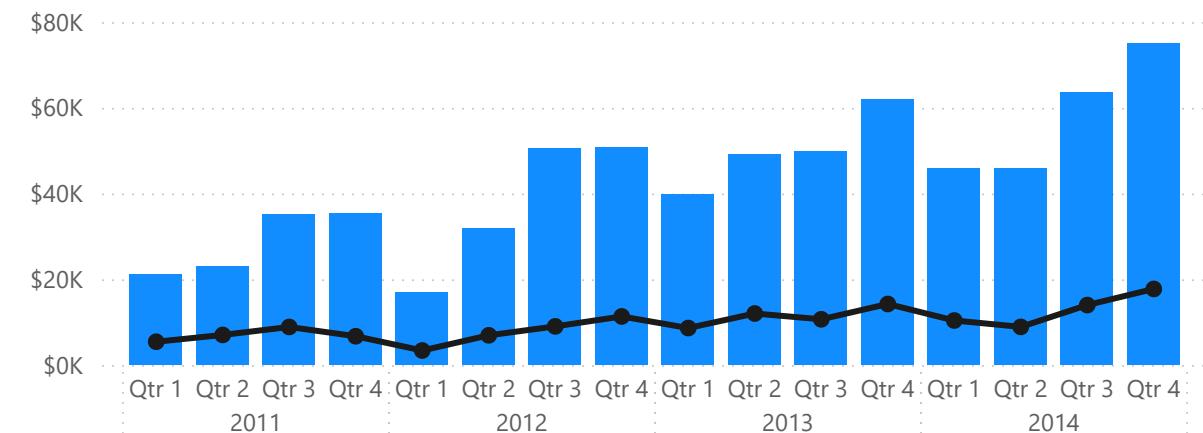
Furniture

Office Supplies

Technology

Total Sales and Total Profit by Year and Quarter

● Total Sales ● Total Profit



Total Sales and Profit Margin % by Year

