

Report Overview

overview

Revenue & Margin
Analysis

Product Analysis

Customer analysis

Sales and shipping

Time analysis

Detailed page

Total Sales

\$695K

Total Profit

155K

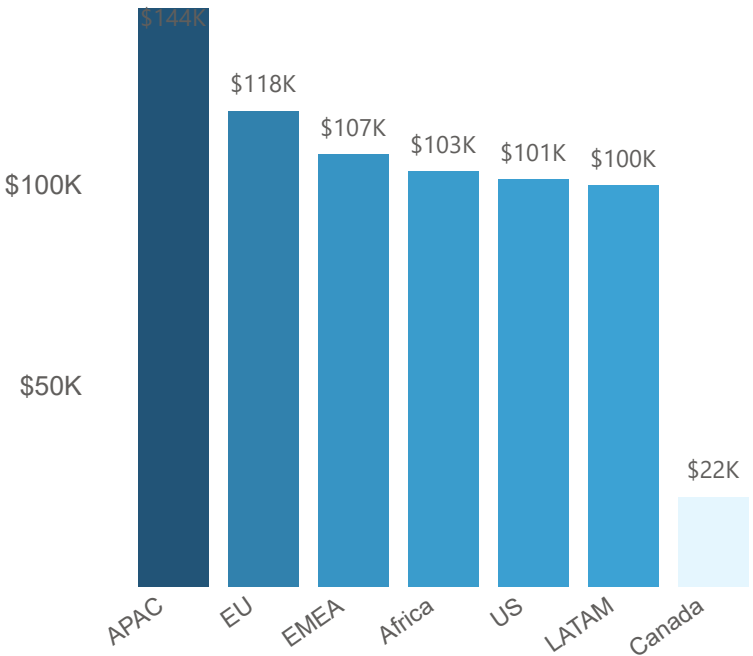
Total Orders

4848

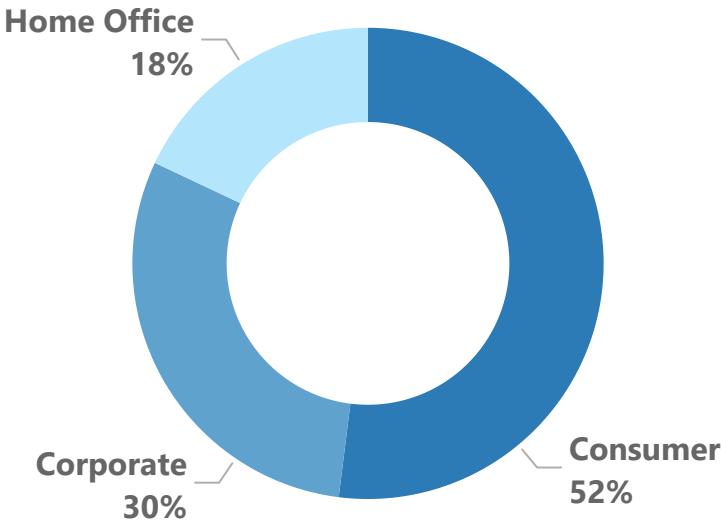
Total Quantity

16K

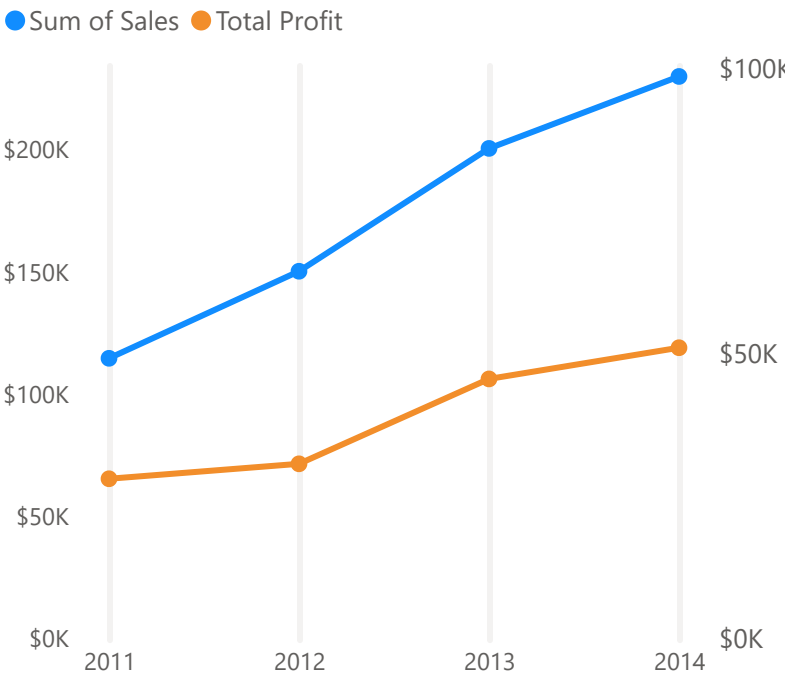
Global Revenue by Market



Sales Distribution by Customer Segment



Annual Sales & Profit Trends



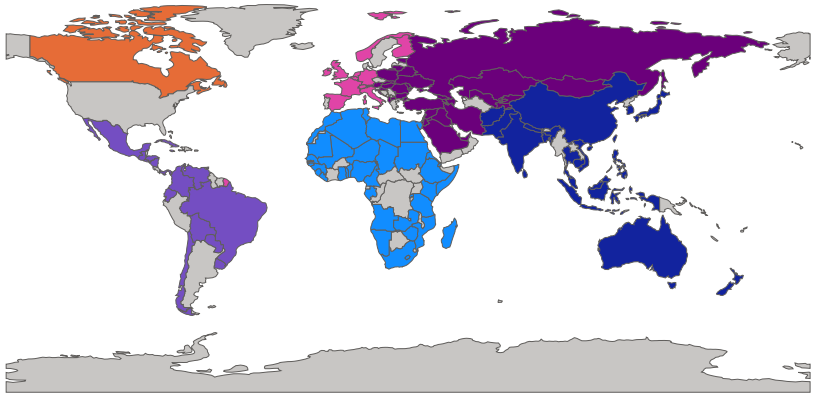
Revenue & Margin Analysis

Total Sales	Total Profit	Profit Margin %	AOV
\$695K	155K	22%	143

Year			
2011	2012	2013	2014

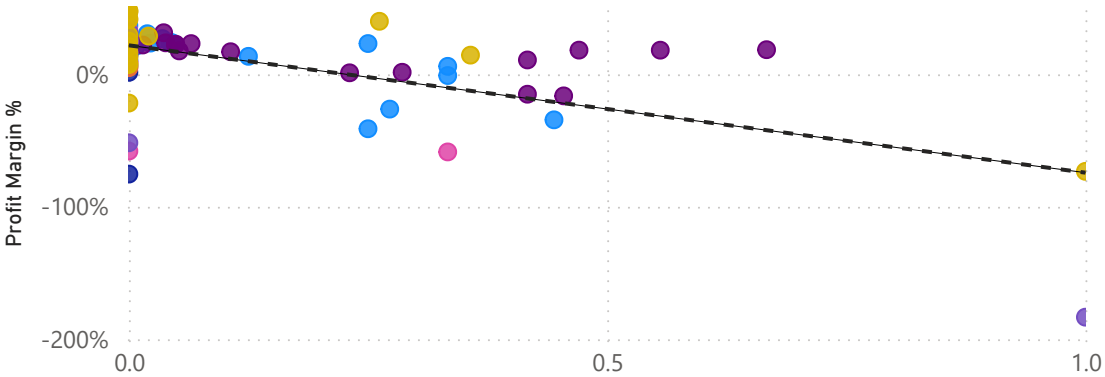
Global Profit Distribution

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



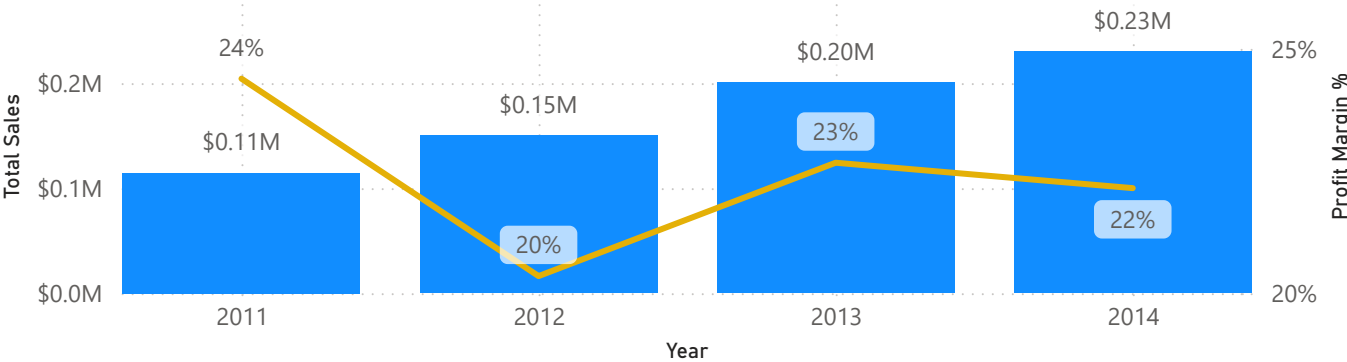
Impact of Discounts on Margin

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

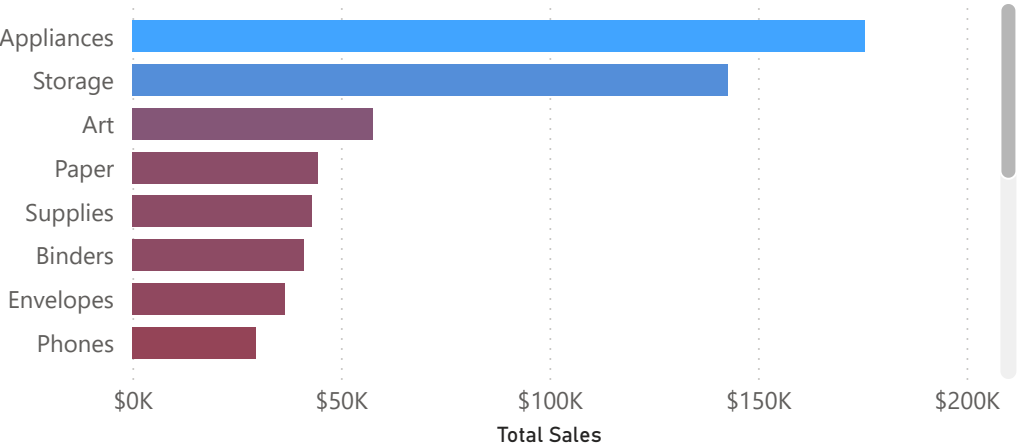


Revenue Growth & Margin Trends

● Total Sales ● Profit Margin %



Total Sales By Sub Category



Product Analysis

Year

2011

2012

2013

2014

Category

Furniture

Office Supplies

Technology

Most Profitable Products

Product Name	Total Profit
Cuisinart Refrigerator, Black	\$2,081
Hoover WindTunnel Plus Canister Vacuum	\$1,898
Apple Smart Phone, Full Size	\$1,428
Fellowes PB300 Plastic Comb Binding Machine	\$1,276
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$1,271
KitchenAid Refrigerator, Silver	\$1,237
Breville Refrigerator, Black	\$1,141
Rogers Lockers, Single Width	\$1,117
Hamilton Beach Refrigerator, Red	\$1,080
Sanyo Counter Height Refrigerator with Crisper, 3.6 Cubic Foot, Stainless Steel/Black	\$919
Total	\$13,450

Least Profitable Products

Product Name	Total Profit
Hamilton Beach Refrigerator, Red	-\$1,020
Harbour Creations Swivel Stool, Adjustable	-\$701
Novimex Executive Leather Armchair, Red	-\$690
Okidata Card Printer, Red	-\$498
Canon Wireless Fax, Color	-\$487
SAFCO Swivel Stool, Black	-\$450
Dania Library with Doors, Traditional	-\$428
Okidata Receipt Printer, Red	-\$413
Sharp Fax Machine, High-Speed	-\$341
Safco 3-Shelf Cabinet, Pine	-\$296
Total	-\$5,325

Total SKUs

10K

Named Products

3691

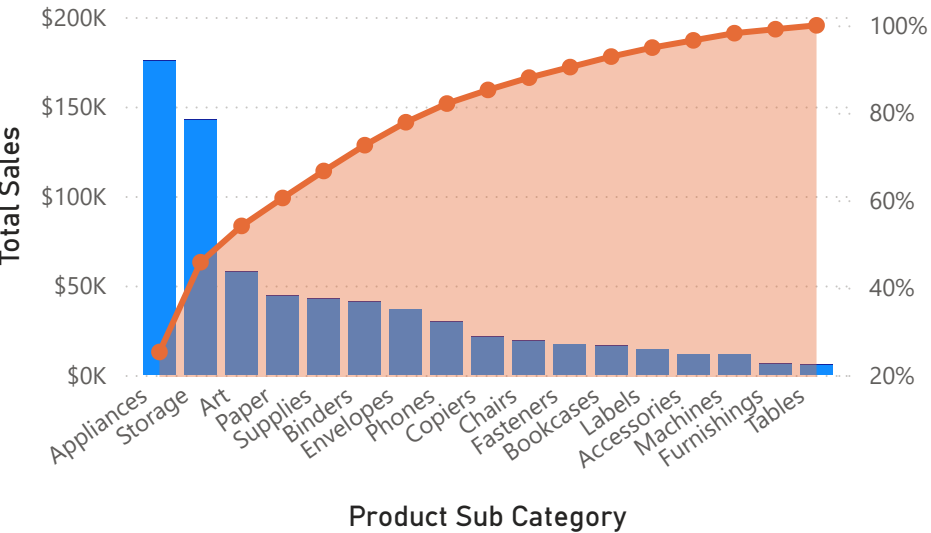
Categories

3

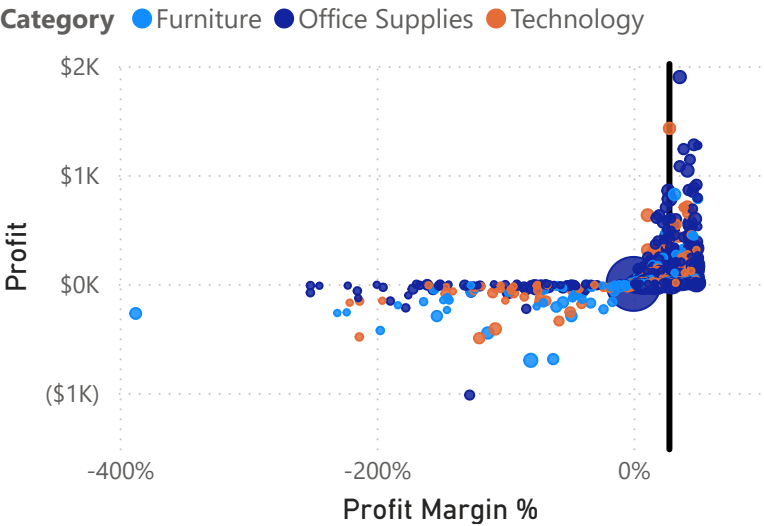
Sub-Categories

17

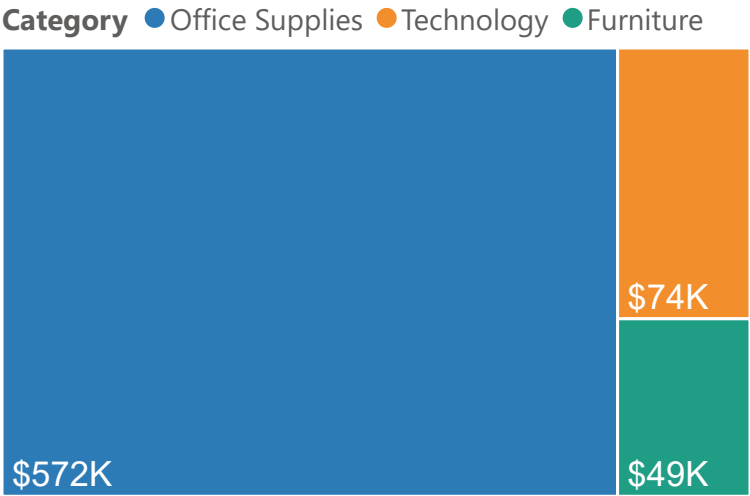
Pareto Analysis



Profit vs. Profit Margin %



Category-wise Sales



Customer Analysis

Year

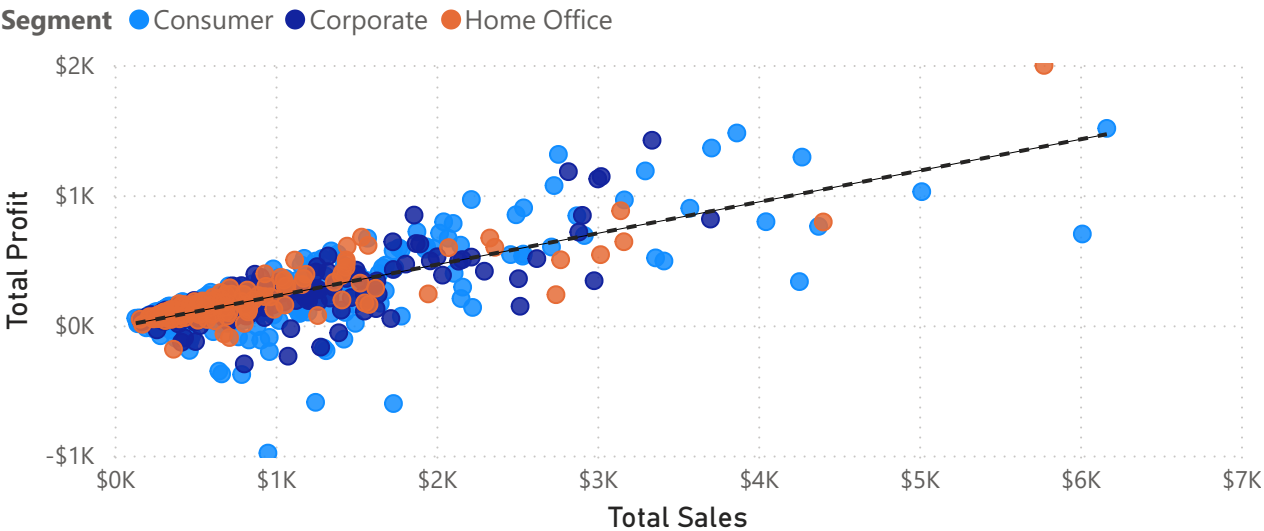
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Market

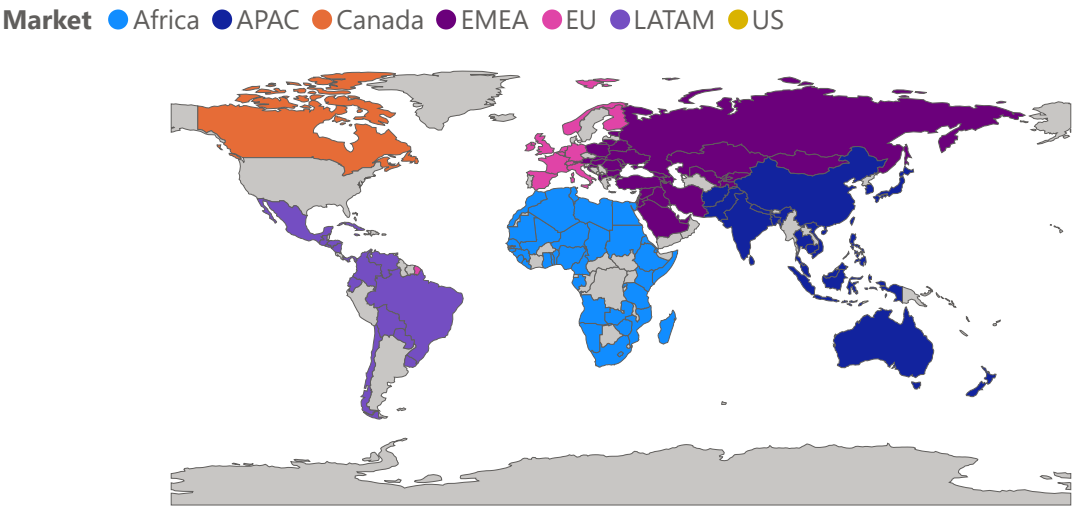
All

Total Customers	Avg sales per Customers	Avg Quantity per Customers	Total Countries	Markets
4873	143	3	131	7

Customer Profitability Matrix



Geographic Sales Distribution



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	\$3,001	36%
Total		\$12,323	\$31,211	39%

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%
Keen Nguyen	Turkey	-\$498	\$415	-120%
Total		-\$5,325	\$5,623	-95%

Sales and shipping

Total Shipping Cost

84.12K

Total Orders

4848

Avg Shipping Cost %
of Sales

12%

Avg Shipping Cost

17.26

Market

Africa

Canada

EU

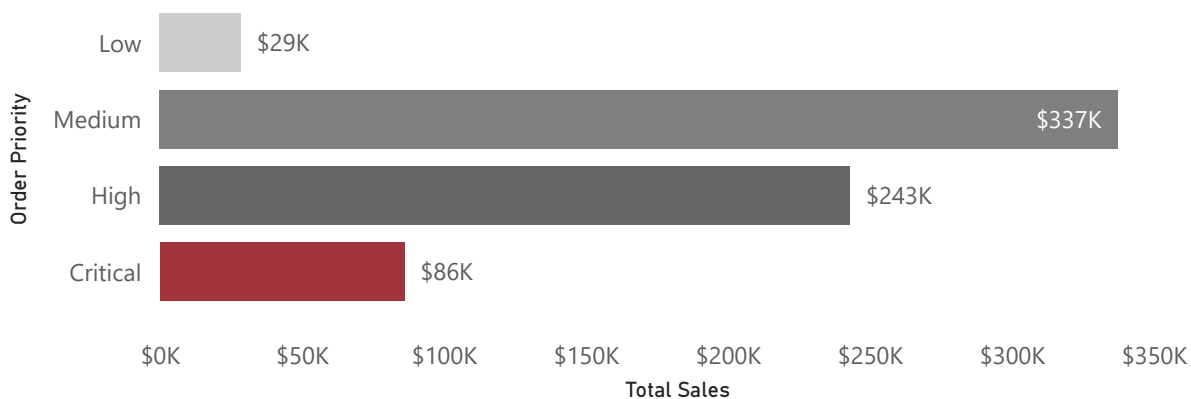
US

APAC

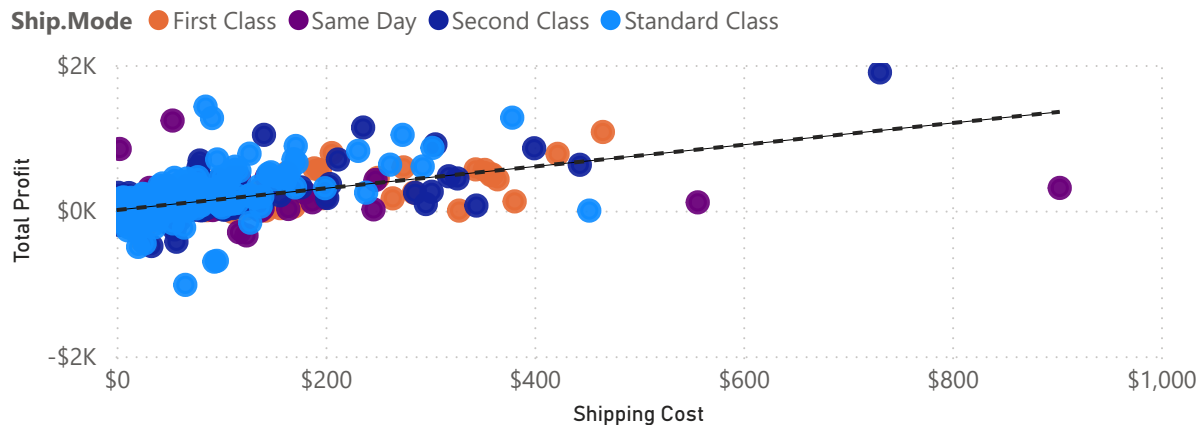
EMEA

LATAM

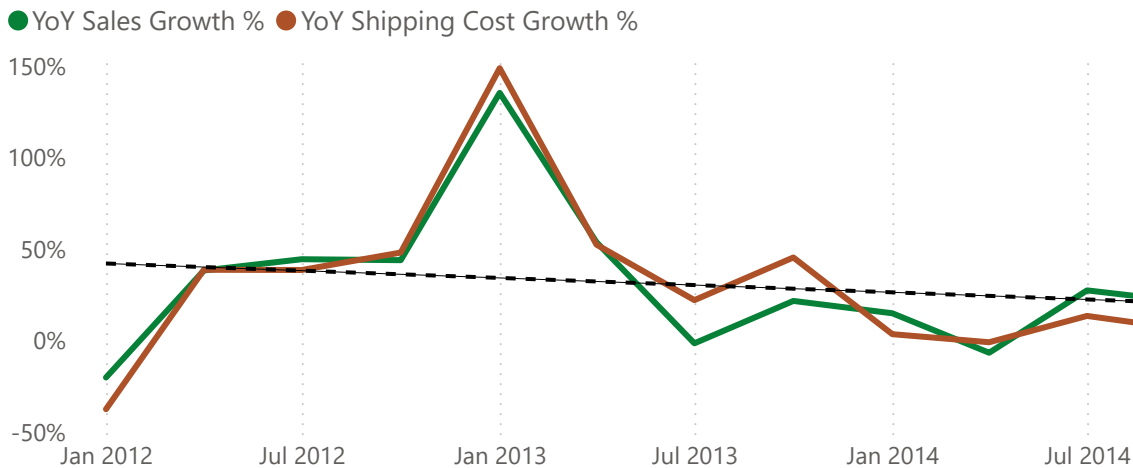
Sales Volume by Priority



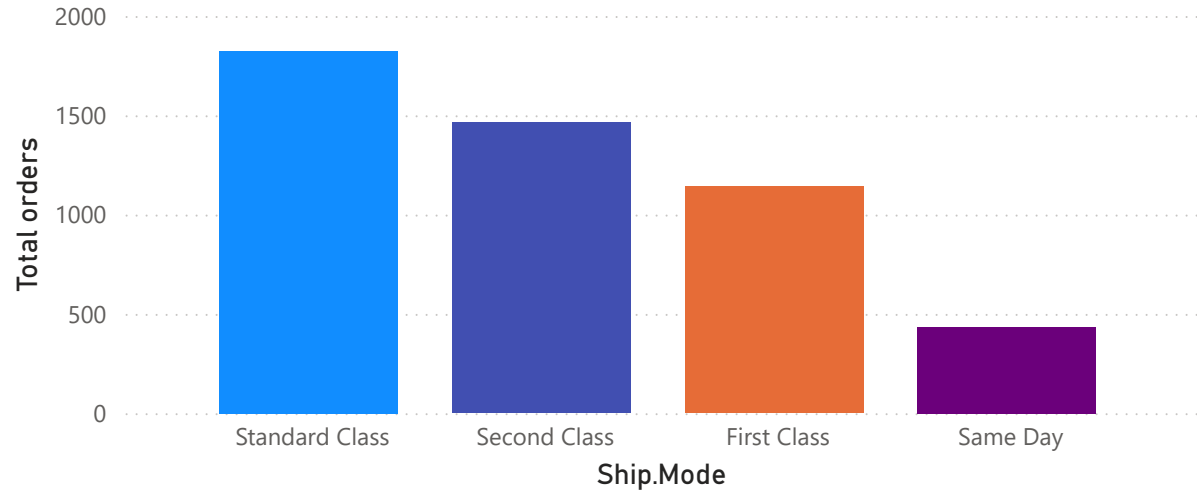
Cost vs. Profitability Matrix



Shipping Cost Trends



Logistics Mix (Ship Mode)



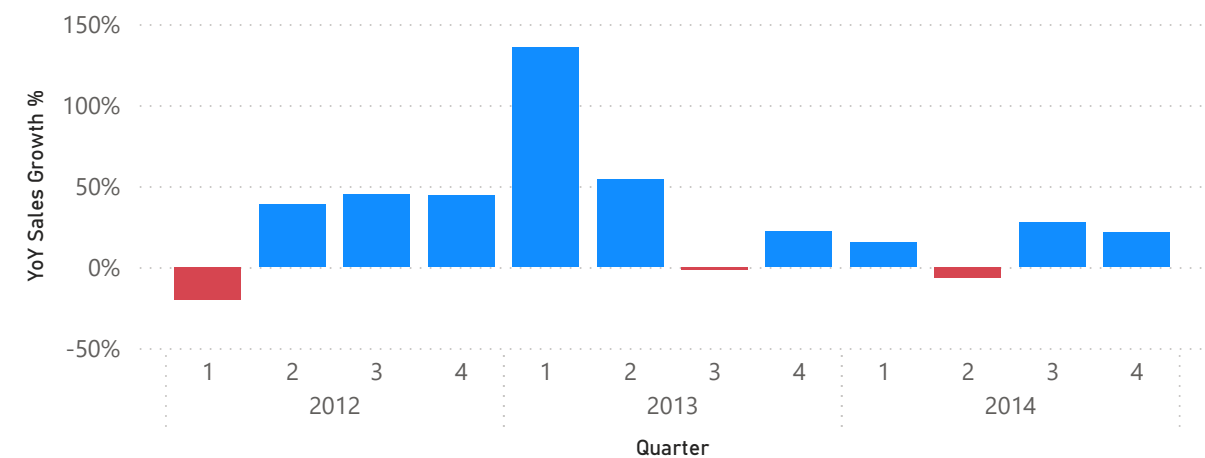
Time Analysis

First Order Date
1/1/2011

Last Order Date
12/31/2014

Total sales
\$695K

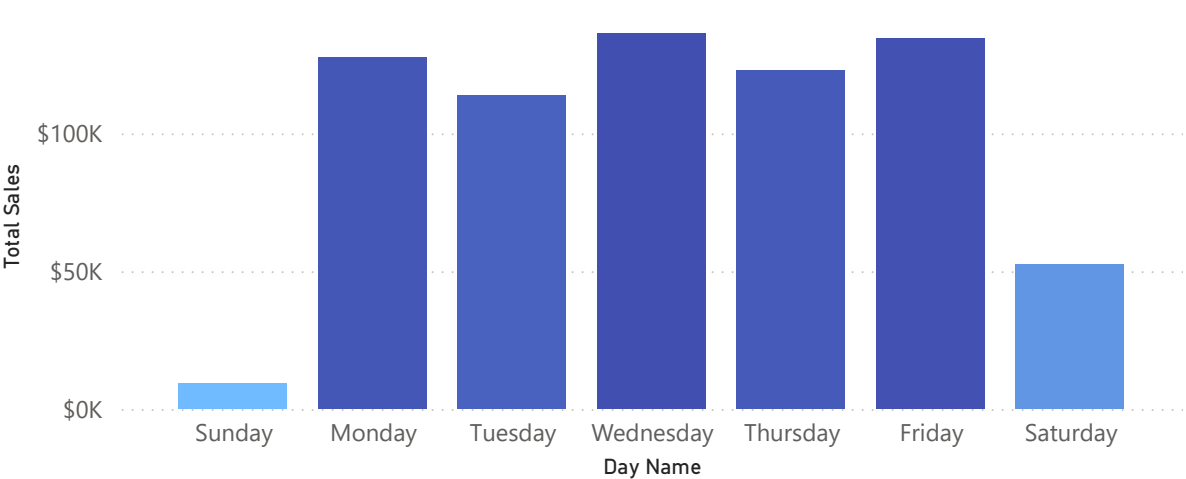
YoY Sales Growth % by Year and Quarter



Day Name

Month Name

Total Sales by Day Name



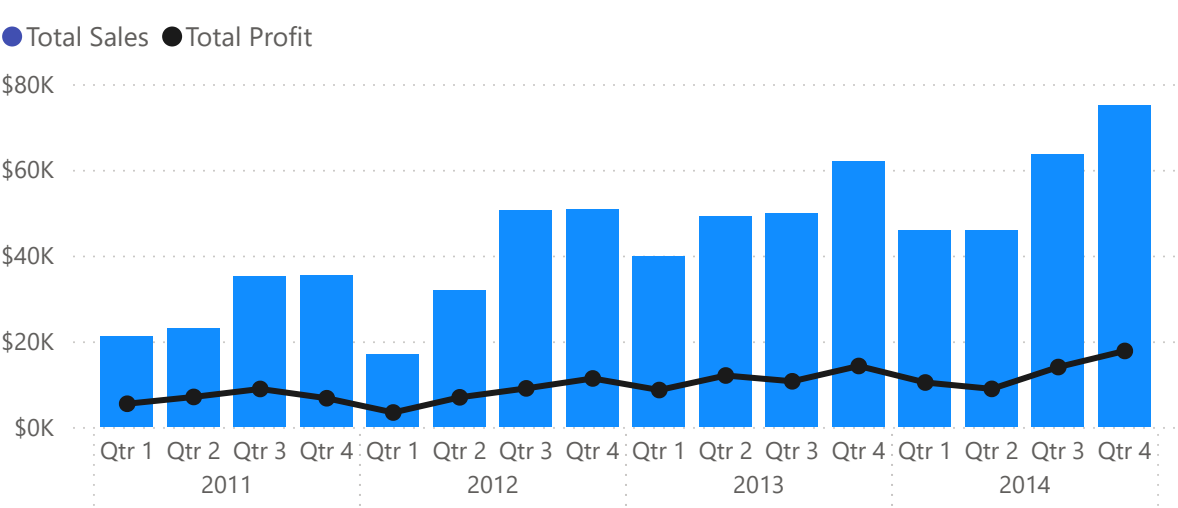
Category

Furniture

Office Supplies

Technology

Total Sales and Total Profit by Year and Quarter



Total Sales and Profit Margin % by Year

