

Executive Summary (Overview)

Total Sales

\$3.25bn

Total Profit

\$1.78bn

%Profit

54.72%

AOV

\$238.18

Return Rate

0.92%

Date

01-01-2007



31-12-2009



Product Category

☐ Select all

☐ Catalog

☐ Online

☐ Reseller

☐ Store

Geography

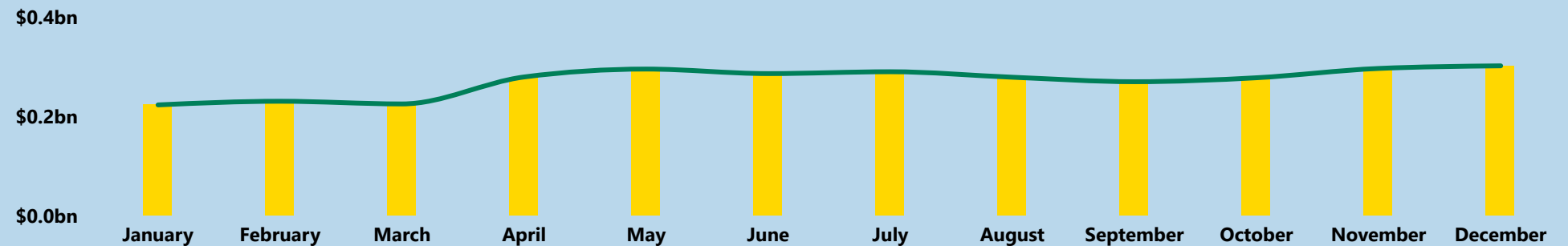
☐ Select all

☐ Asia

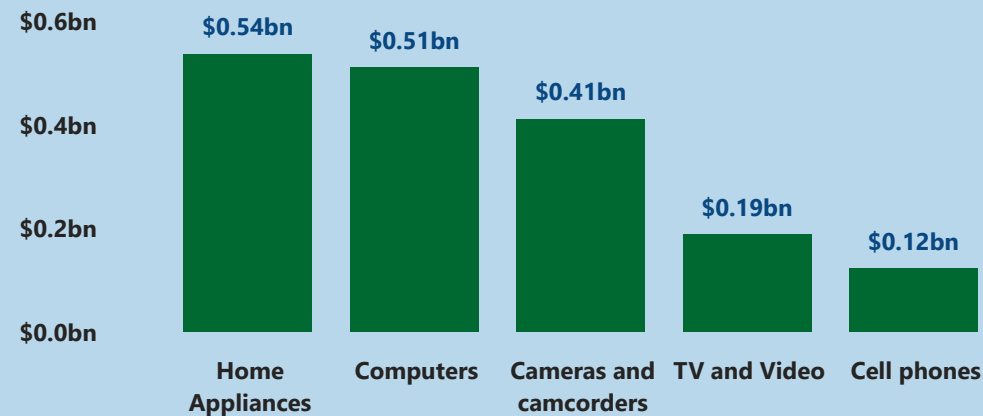
☐ Europe

☐ North America

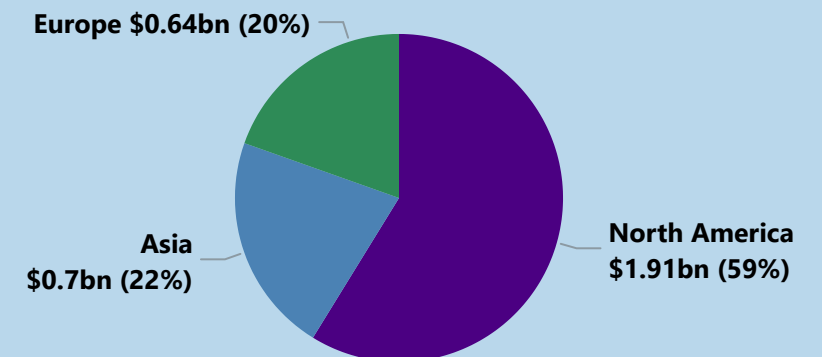
Monthly Sales Trend



Top 5 Categories by Sales



Sales by Region



Product Performance

Unit Sold

13.64M

Revenue

\$3.25bn

Profit

\$1.78bn

Colour

All

Class

All

Brand

All

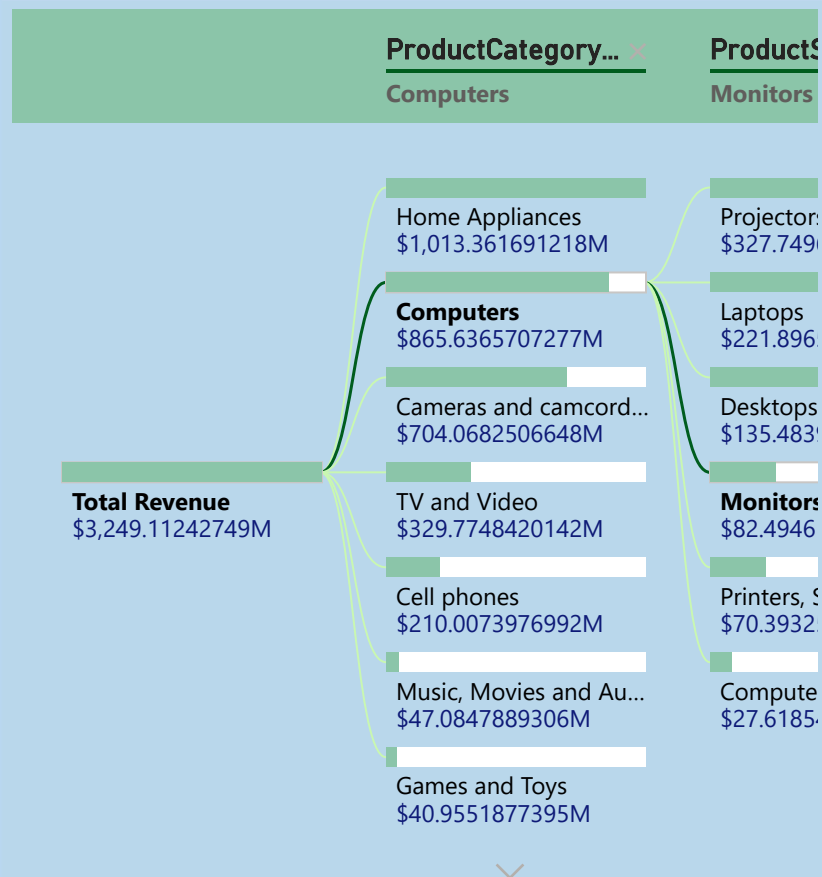
Category

All

Product vs Region (Quantity)

ProductCategoryName	Asia	Europe	North America	Total
Audio	80070	60247	184032	324
+ Bluetooth Headphones	33977	23609	77318	134
+ MP4&MP3	30361	23640	68493	122
+ Recording Pen	15732	12998	38221	66
Cameras and camcorders	358264	318019	967992	1644
+ Camcorders	101263	89252	272977	463
+ Cameras & Camcorders Accessories	65261	49196	154275	268
+ Digital Cameras	99119	89909	267248	456
+ Digital SLR Cameras	92621	89662	273492	455
Cell phones	816412	625358	1953938	3395
+ Cell phones Accessories	590600	420220	1336700	2347
+ Home & Office Phones	92314	83766	252071	428
+ Smart phones & PDAs	68866	62338	189272	320
+ Touch Screen Phones	64632	59034	175895	299
Computers	580459	514827	1550269	2645
+ Computers Accessories	180760	145079	442760	768
Total	3132815	2624320	7884505	13641

Decomposition Tree





Channel & Promotion Analysis

Total Sales

\$3.25bn

Promotion

All

Channel

- ☐ Select all
- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

Date

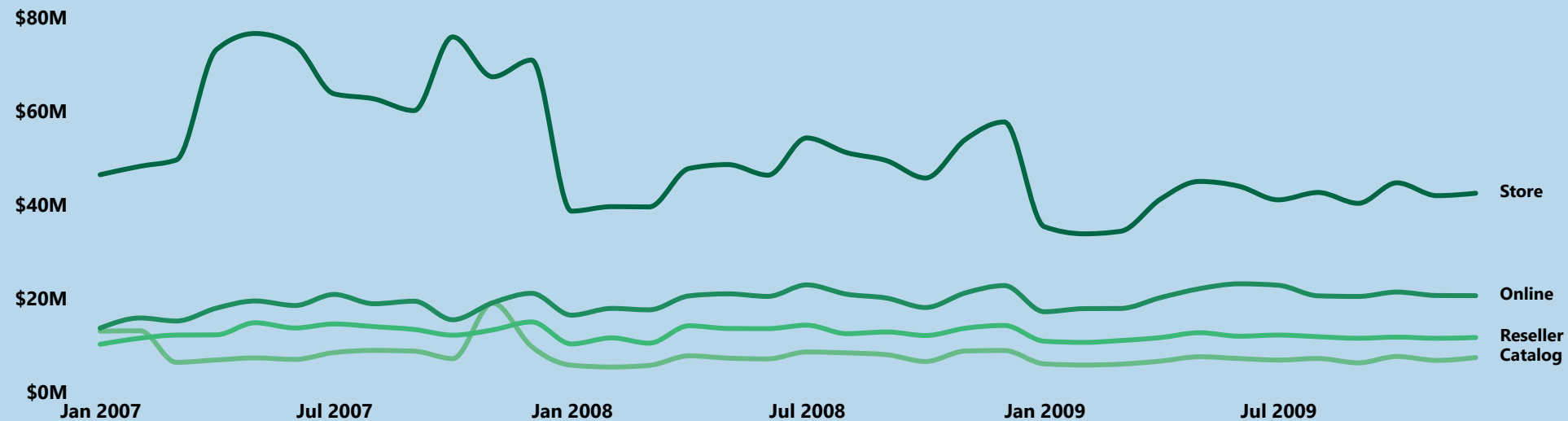
01-01-2007



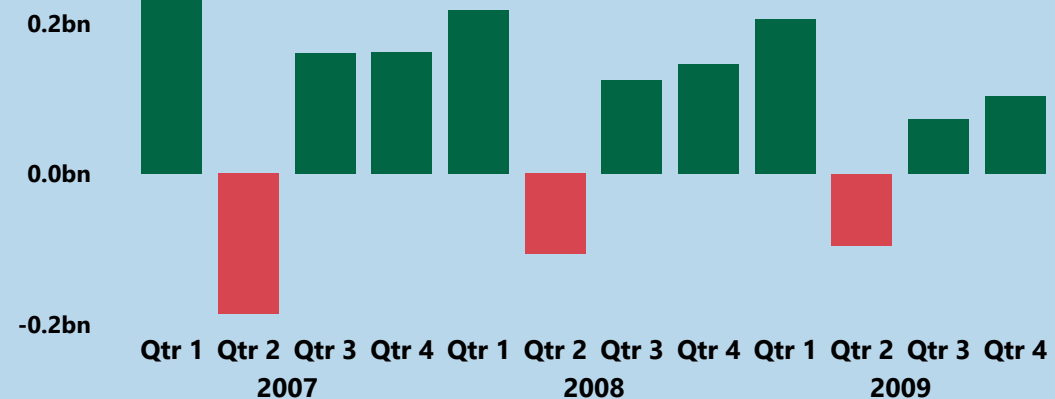
31-12-2009



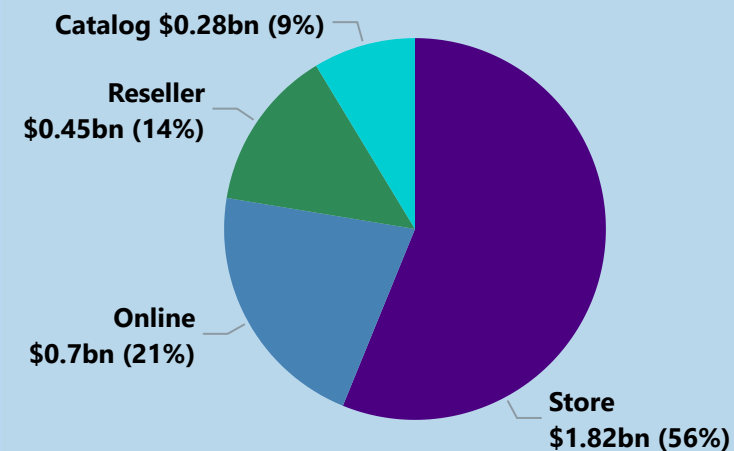
Channel Performance Over Time



Promotion Impact on Sales



Sales by Channel





Store Performance

Revenue

\$1.82bn

Quantity

7.44M

Profit

\$1.00bn

Store

All

Region

☐ Select all

☐ Armenia

☐ Australia

☐ Bhutan

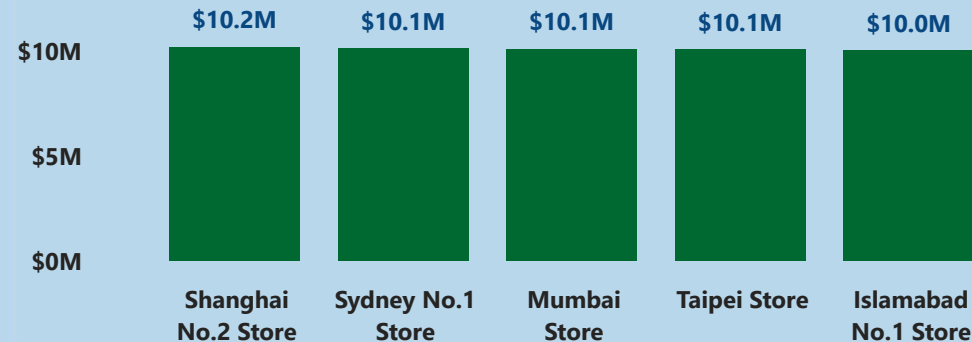
☐ Canada

☐ China

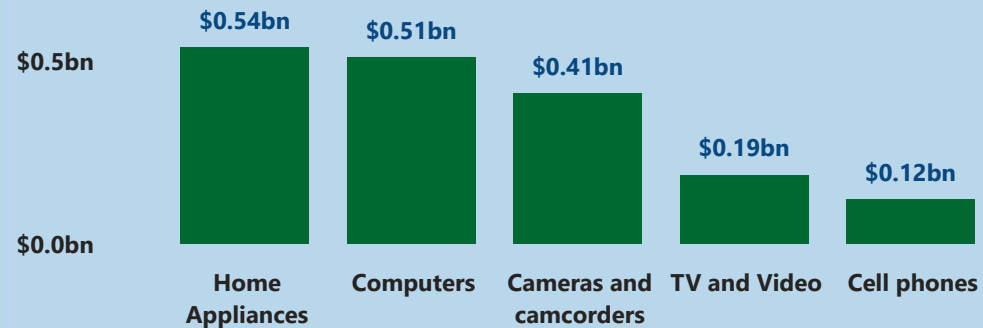
Product

All

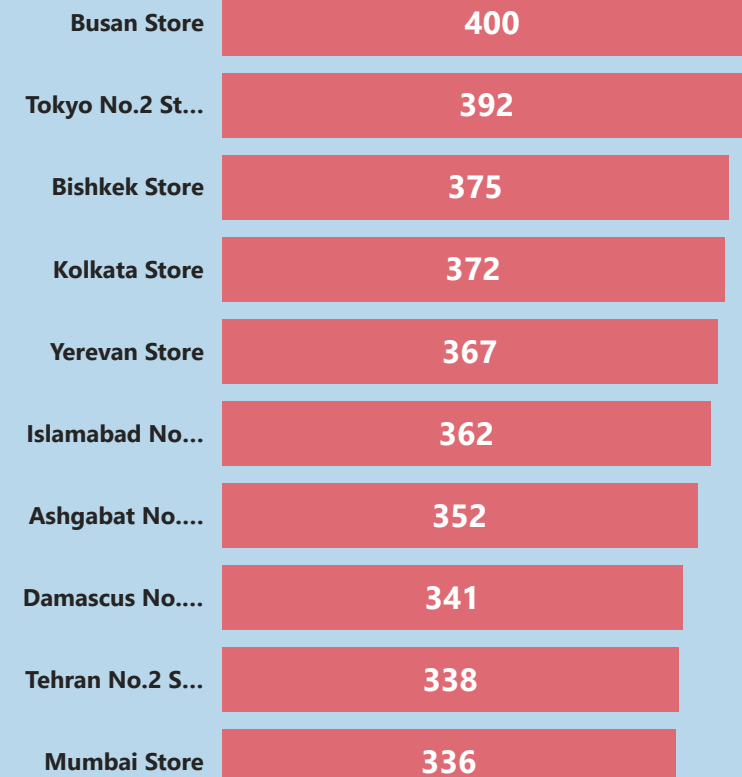
Top Performing Stores



Top Selling Categories



Stores With Most Return






Target vs Actual (Quota)

%Quota Achievement

96.03%

Sales Period

01-01-2007 

31-12-2009 



Channel

- ☐ Select all
- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

Actual vs Quota Sales

