

# EXECUTIVE INSIGHTS

Year  
2014 2015 2016 2017

Category  
Furniture

Ship Mode  
First Class

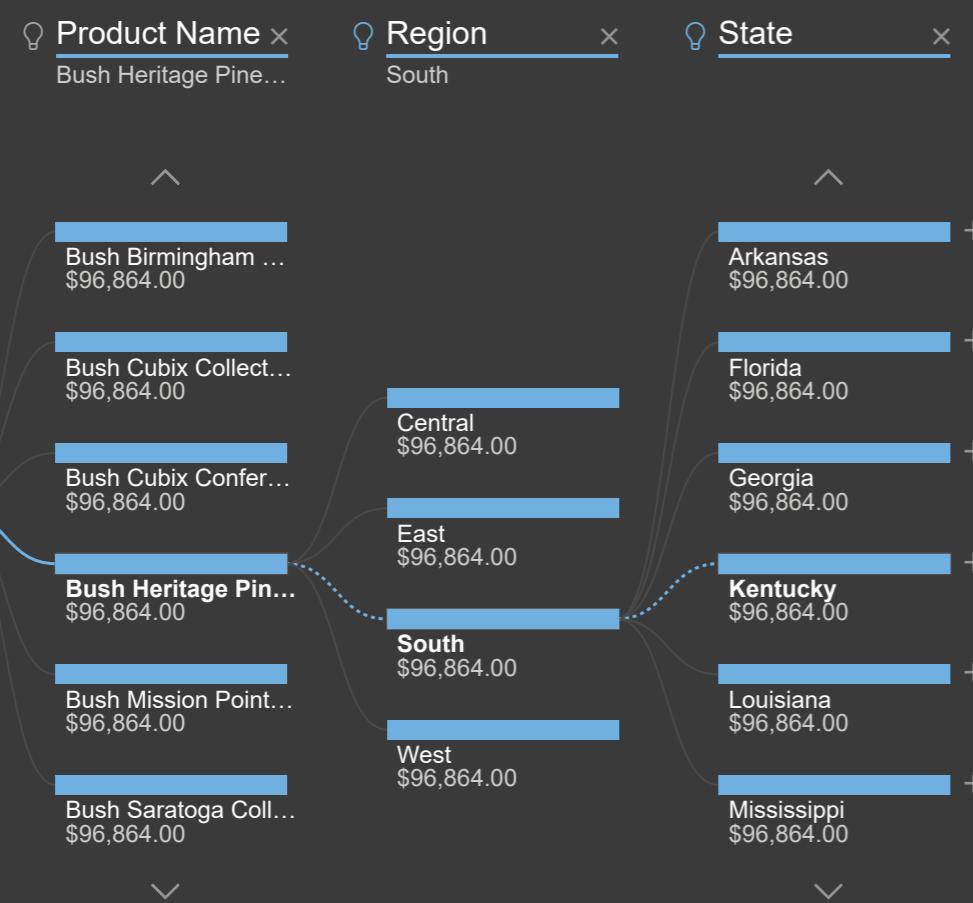
\$96.86K  
Revenues

65  
Total Customers

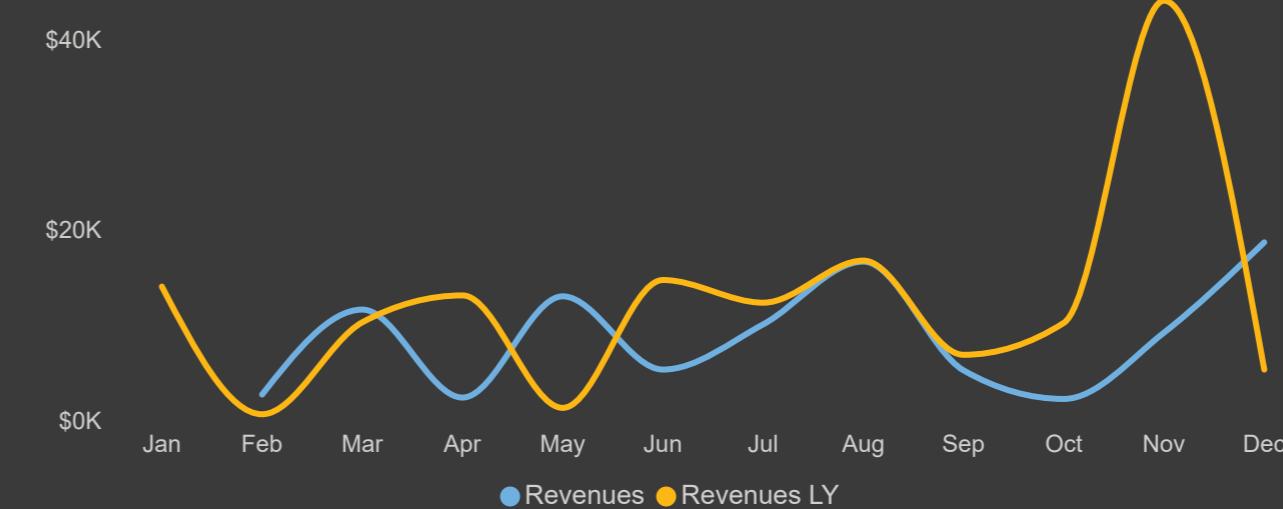
66  
Total Transactions

1468  
Avg. Order values

**Revenues**



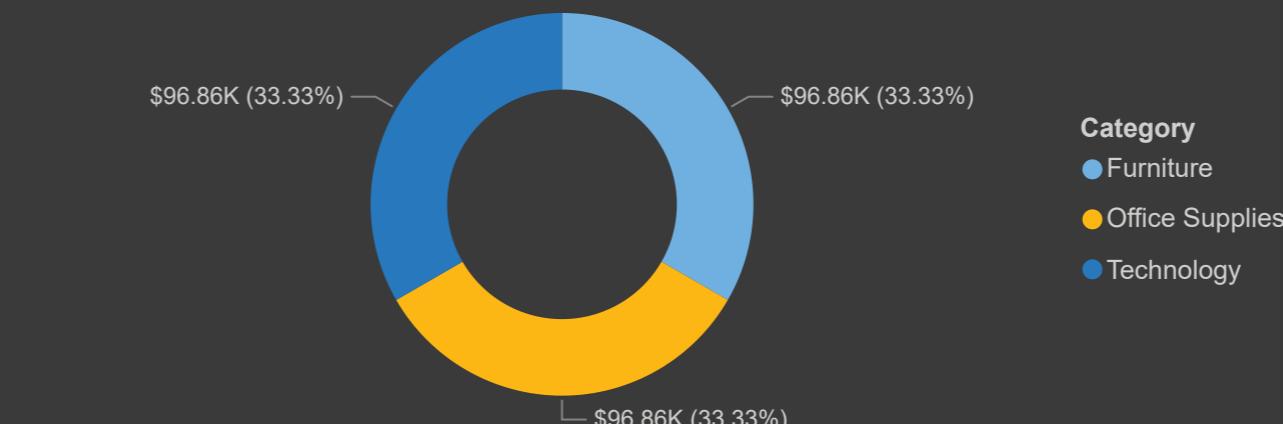
**Revenues by Year**



**\$96.86K!**  
LY: \$149.395K (-35.16%)

**Profit Margin**

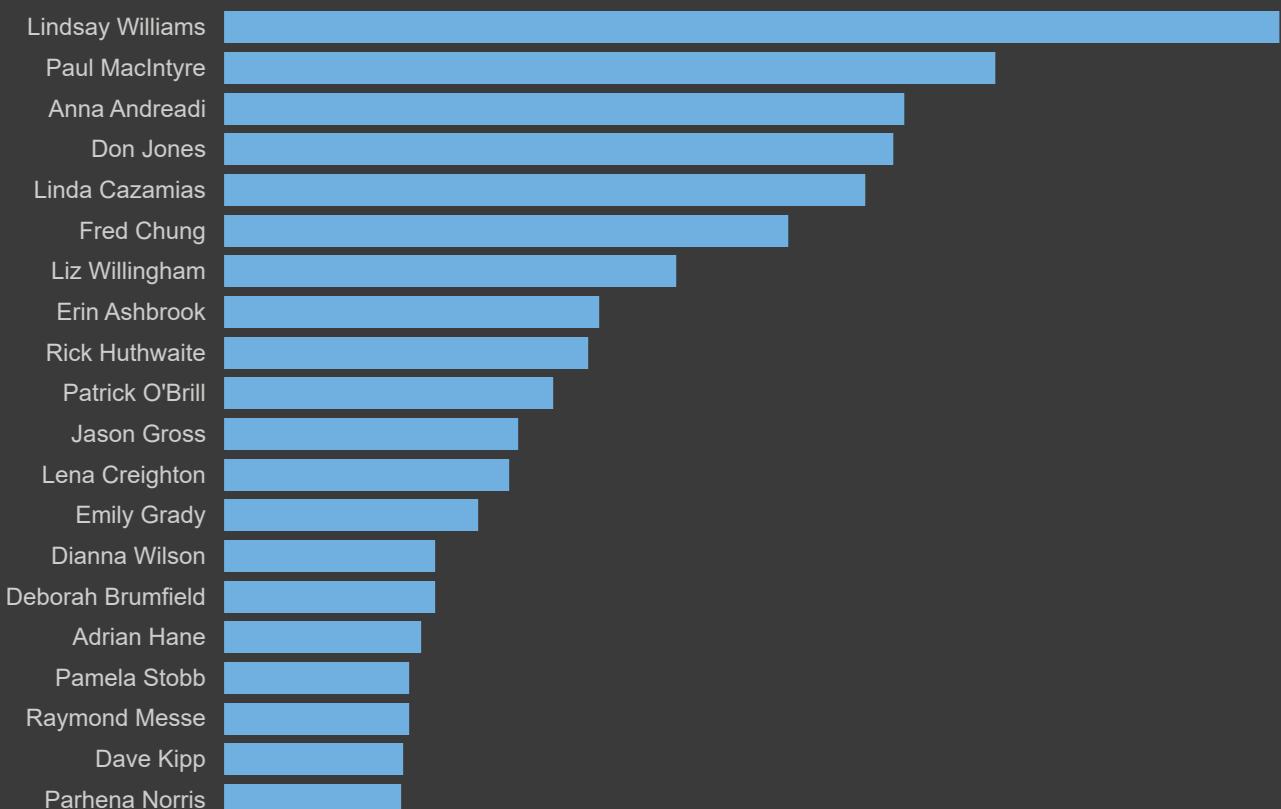
**Revenues by Category**



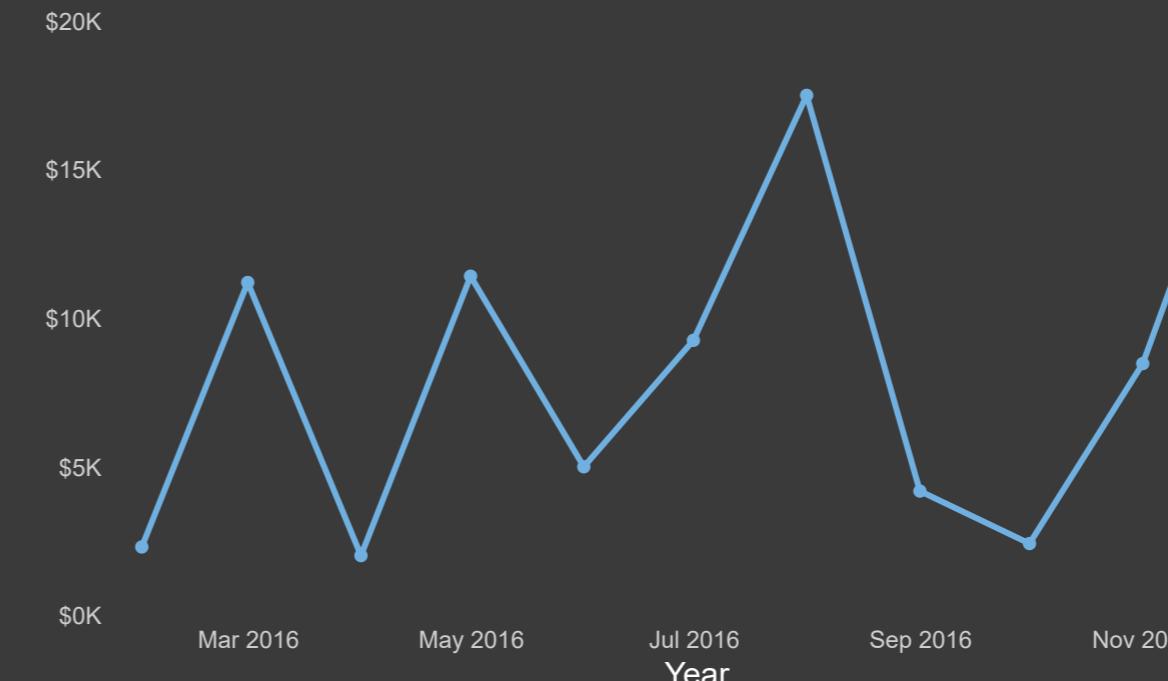
**95.39%!**  
LY: 95.62% (-0.24%)

**Cost**

**Revenues by Customer Name**



**Profit by Year, Quarter and Month**



**\$4.47K!**  
LY: \$6.55K (+31.79%)

**Profit**

**\$92.40K!**  
LY: \$142.85K (-35.32%)