



## SALES ANALYSIS

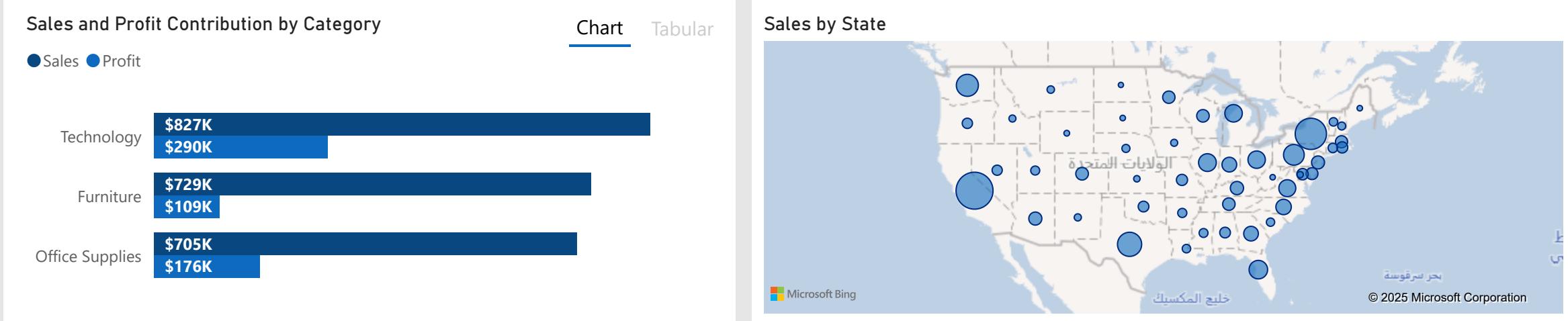
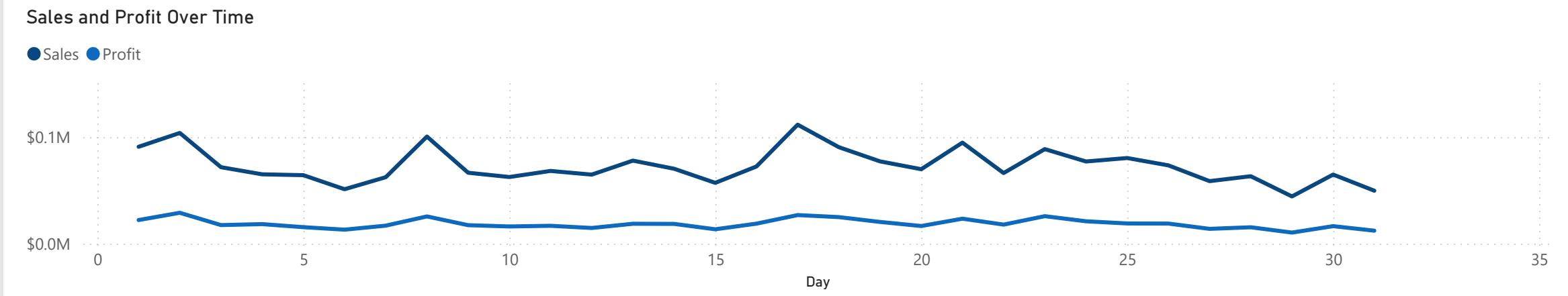
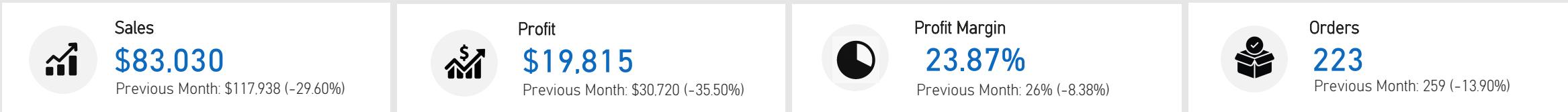
Last

1

Select

01/01/15

31/12/19





## PRODUCT PERFORMANCE AND STRATEGY

Select Category

All

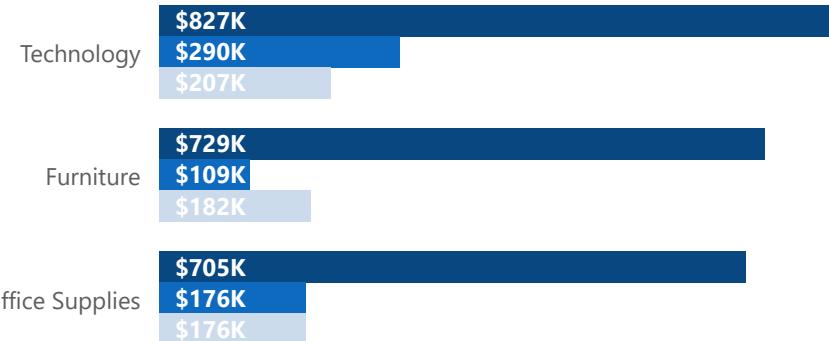
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Select

### Category Performance: Sales & Actual vs. Forecasted Profit

● Sales ● Profit ● Profit Forecast



What if...

We set the Minimum Profit Margin Percentage to  across all categories

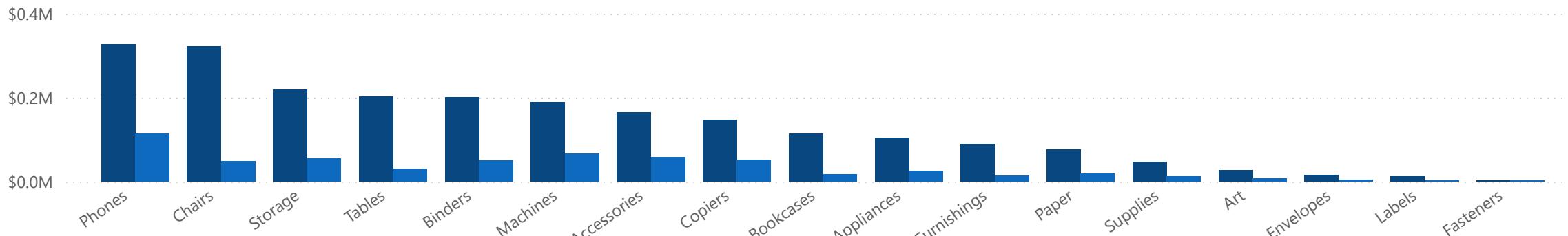
### Current Profit vs 'What if' analysis for Top 10 Performing Products

Bottom 10

Product ID	Profit	Profit Forecast	Extra Profit
TEC-CO-10004722	\$21,559.94	\$15,399.96	\$6,159.98
TEC-MA-10002412	\$7,923.47	\$5,659.62	\$2,263.85
TEC-CO-10001449	\$6,593.89	\$4,709.92	\$1,883.97
TEC-MA-10001127	\$6,431.21	\$4,593.72	\$1,837.49
TEC-MA-10000822	\$5,890.47	\$4,207.48	\$1,682.99
TEC-MA-10001047	\$5,004.96	\$3,574.97	\$1,429.99
<b>Total</b>	<b>\$74,918.22</b>	<b>\$56,889.94</b>	<b>\$18,028.29</b>

### Sub-Category Sales and Profit Contribution

● Sales ● Profit





## CUSTOMER INSIGHTS AND SEGMENTATION

Select Region

All

Last

1

Select

Sales

**\$83.030**

Previous Month: \$117.938 (-29.60%)

Profit

**\$19.815**

Previous Month: \$30.720 (-35.50%)

Total Customers

**793**

\$

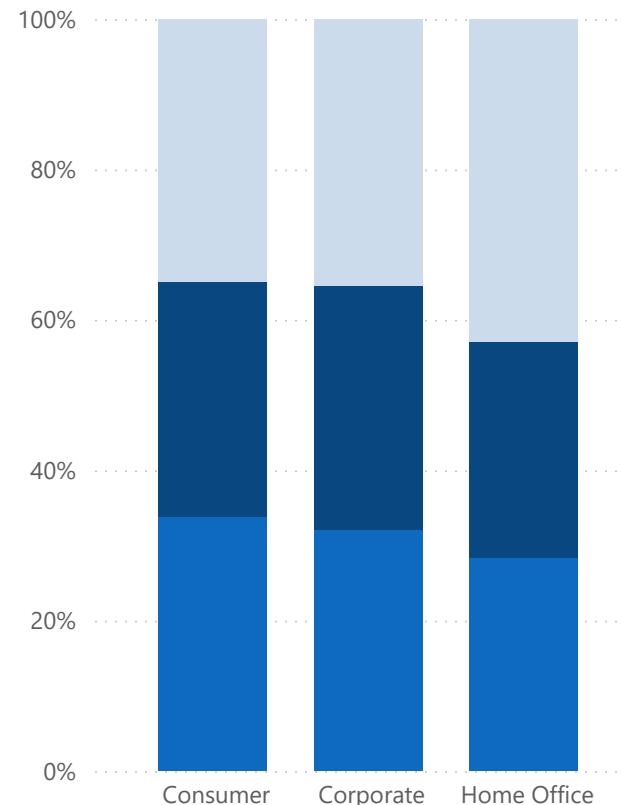


Average Customer Value (Sales)

**\$2.852**

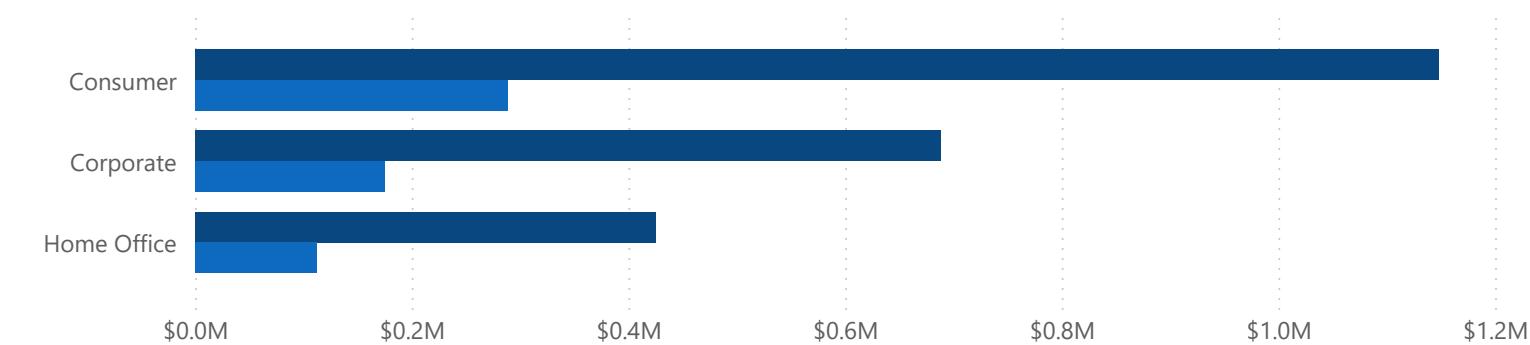
### Which Products do our Segments Prefer?

Category ● Furniture ● Office Supplies ● Technology



### Sales and Profit Contribution by Customer Segment

● Sales ● Profit



### Top 10 Most Valuable Customers by Profit

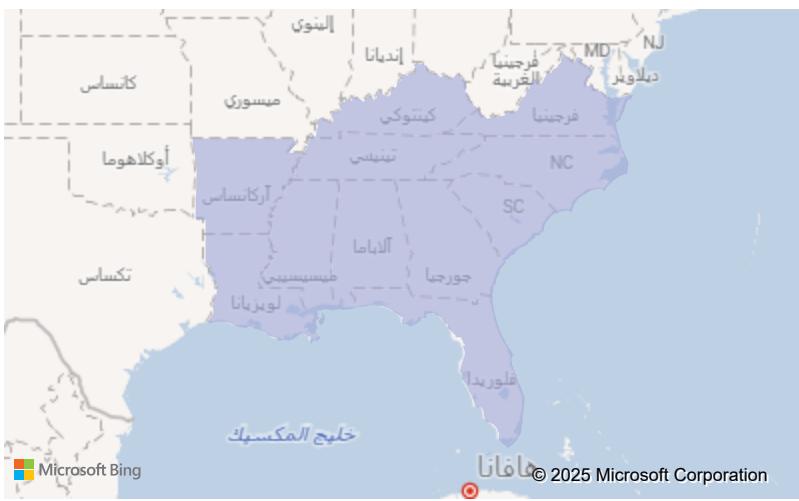
Customer Name	Sales	Profit	Total Orders	Average Order Value (AOV)
Sean Miller	\$25,043.05	\$8,540.96	5	\$5,008.61
Tamara Chand	\$19,052.22	\$6,562.85	5	\$3,810.44
Raymond Buch	\$15,117.34	\$5,198.32	6	\$2,519.56
Tom Ashbrook	\$14,595.62	\$5,007.42	4	\$3,648.91
Hunter Lopez	\$12,873.30	\$4,268.27	6	\$2,145.55
<b>Total</b>	<b>\$151,560.59</b>	<b>\$48,628.87</b>	<b>70</b>	<b>\$2,165.15</b>



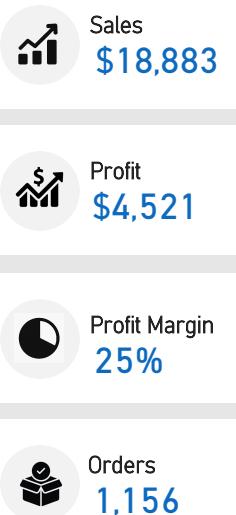
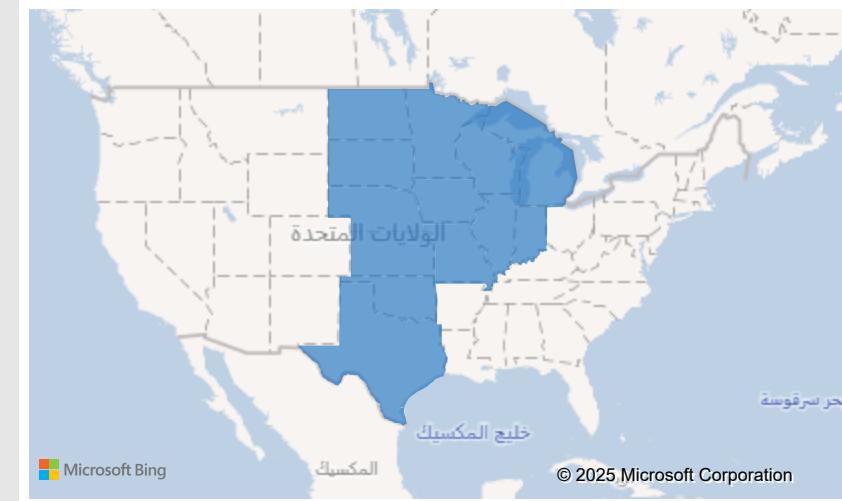
## GEOGRAPHICAL MARKET PERFORMANCE

Last | Select

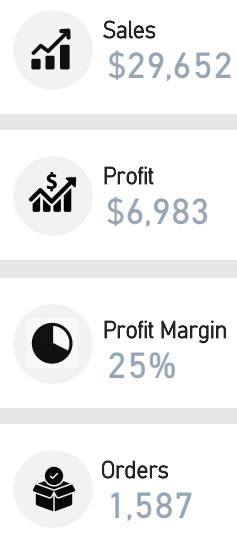
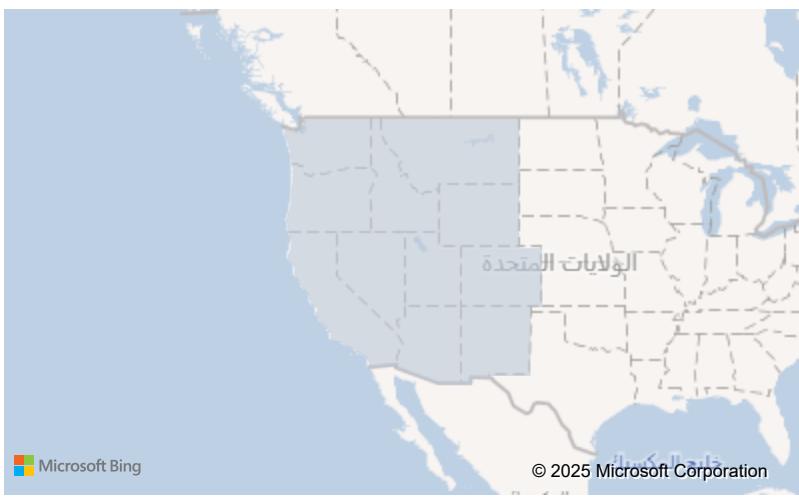
### South Region



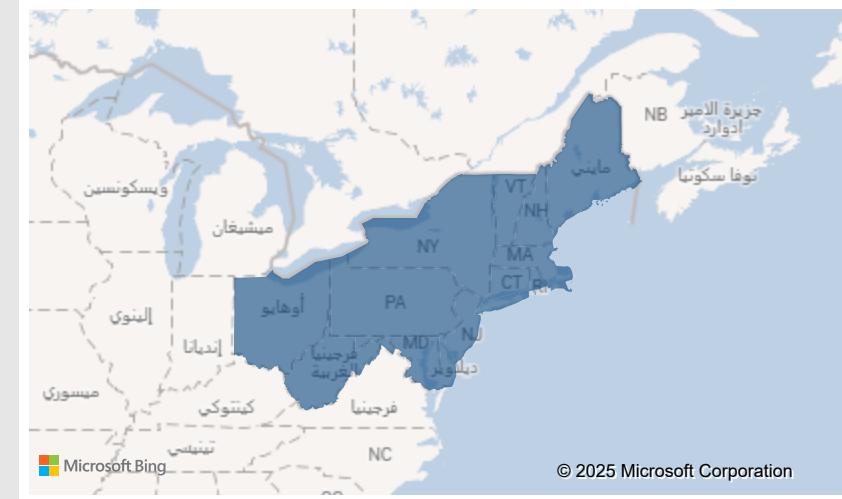
### Central Region



### West Region



### East Region





## SHIPPING EFFICIENCY AND IMPACT ANALYSIS

Select Customer Segment

All

Last

1

Select



Orders

4,922



Shipped Orders

4,922



Average Shipping

3.96

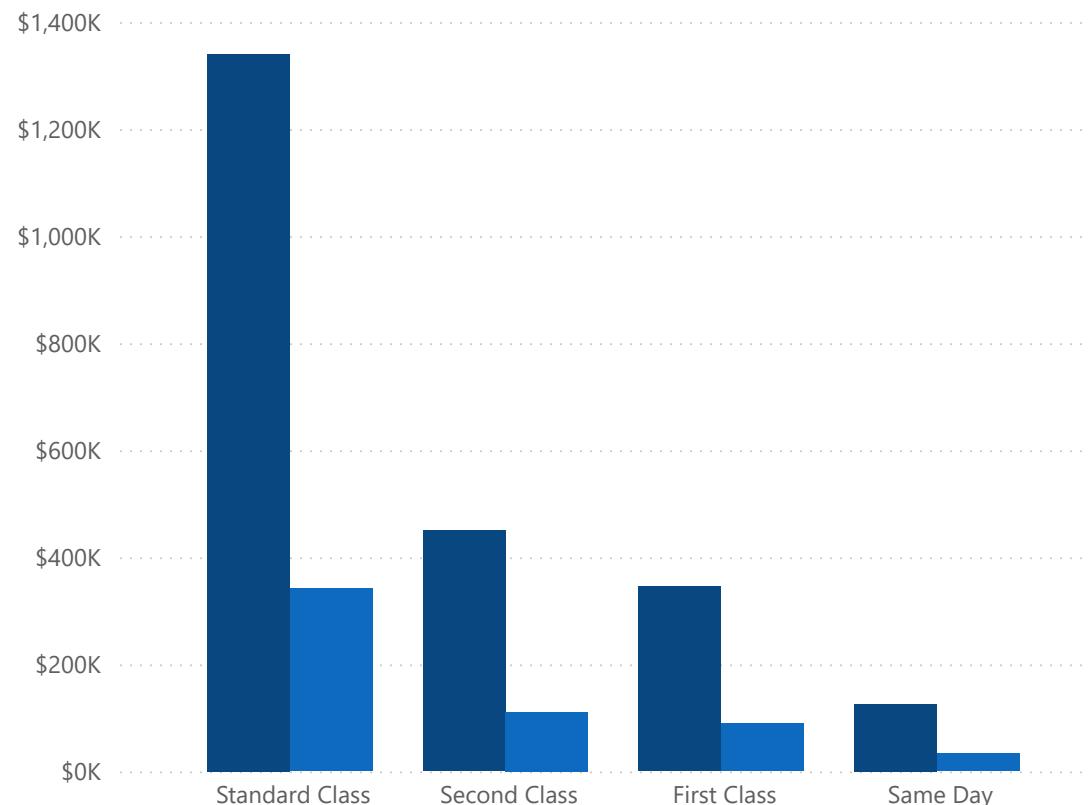


Overall Shipping Profit

25%

### Shipping Mode Impact on Sales and Profitability

● Sales ● Profit



### Shipping Mode Efficiency: Profitability vs. Shipping Time

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class

