



SALES ANALYSIS

Last

1

Select

1/1/2015

12/31/2019

Sales

\$83.030

Previous Month: \$117.938 (-29.60%)

Profit

\$19.815

Previous Month: \$30.720 (-35.50%)

Profit Margin

23....

Previous Month: 26% (-8.38%)

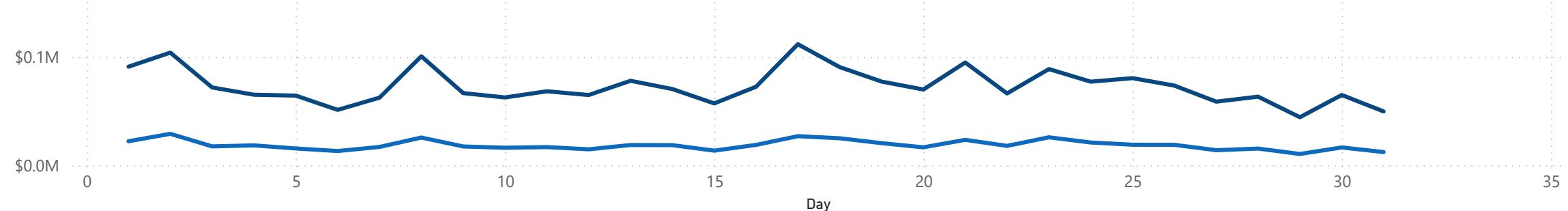
Orders

223

Previous Month: 259 (-13.90%)

Sales and Profit Over Time

Sales Profit



Sales and Profit Contribution by Category

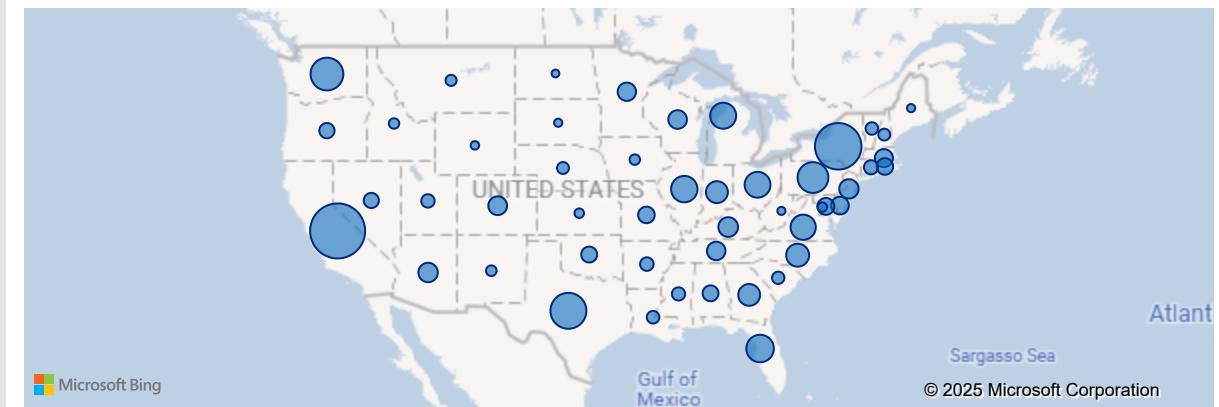
Sales Profit

Category	Sales	Profit
Technology	\$827K	\$290K
Furniture	\$729K	\$109K
Office Supplies	\$705K	\$176K

Chart

Tabular

Sales by State





PRODUCT PERFORMANCE AND STRATEGY

Select Category

All

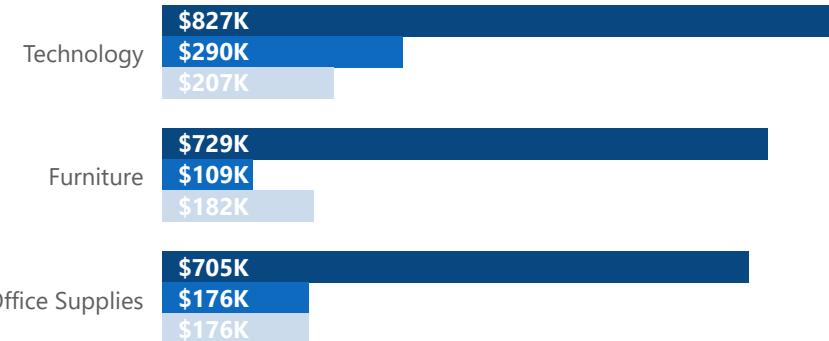
Last

1

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

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
Total	\$74,918.22	\$56,889.94	\$18,028.29

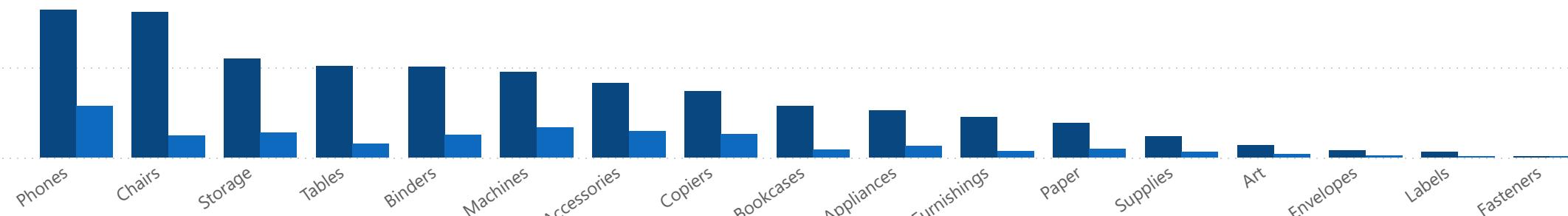
Sub-Category Sales and Profit Contribution

● Sales ● Profit

\$0.4M

\$0.2M

\$0.0M





CUSTOMER INSIGHTS AND SEGMENTATION

Select Region

All

Last

1

Select

Sales
\$83.030

Previous Month: \$117.938 (-29.60%)

Profit
\$19.815

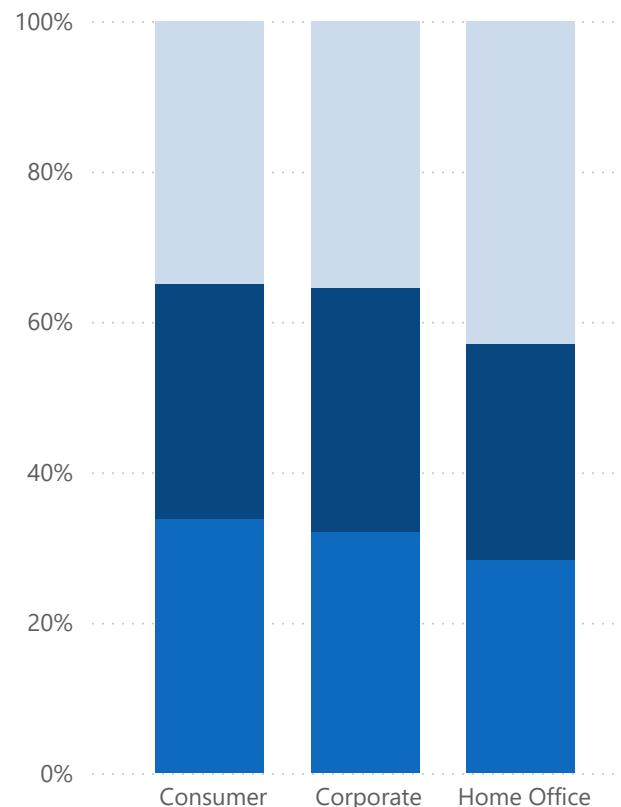
Previous Month: \$30.720 (-35.50%)

Total Customers
793

Average Customer Value (Sales)
\$2.852

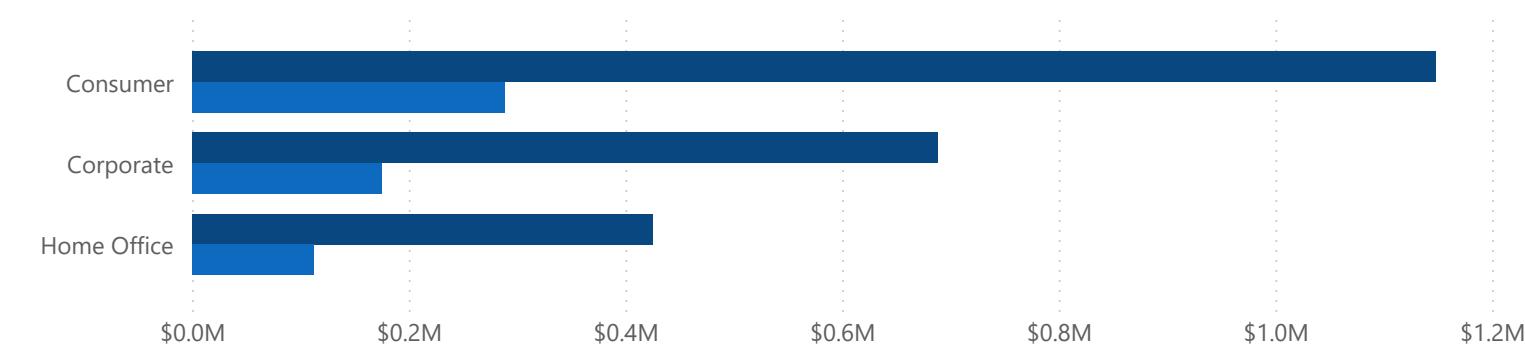
Which Products do our Segments Prefer?

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
Total	\$151,560.59	\$48,628.87	70	\$2,165.15



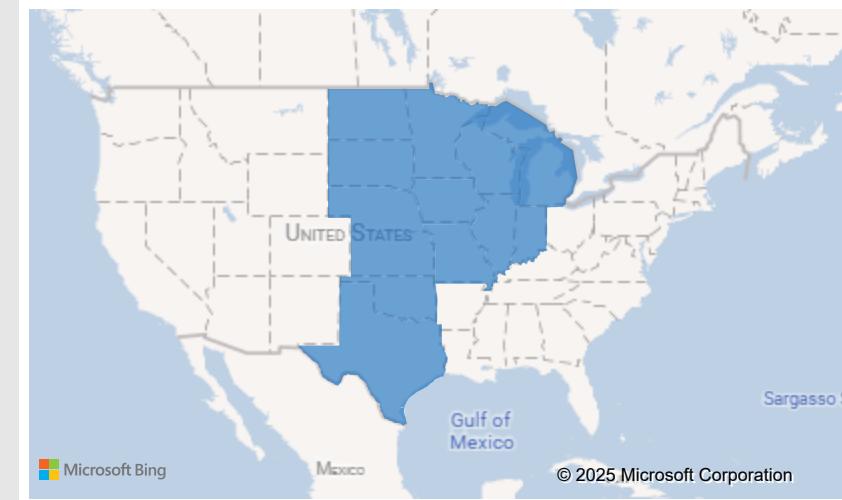
GEOGRAPHICAL MARKET PERFORMANCE

Last 1 Select

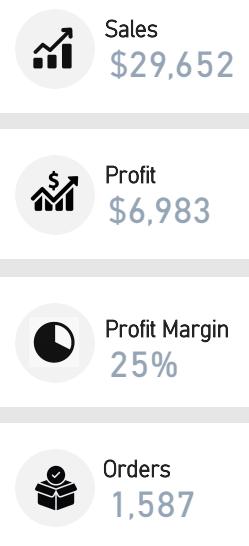
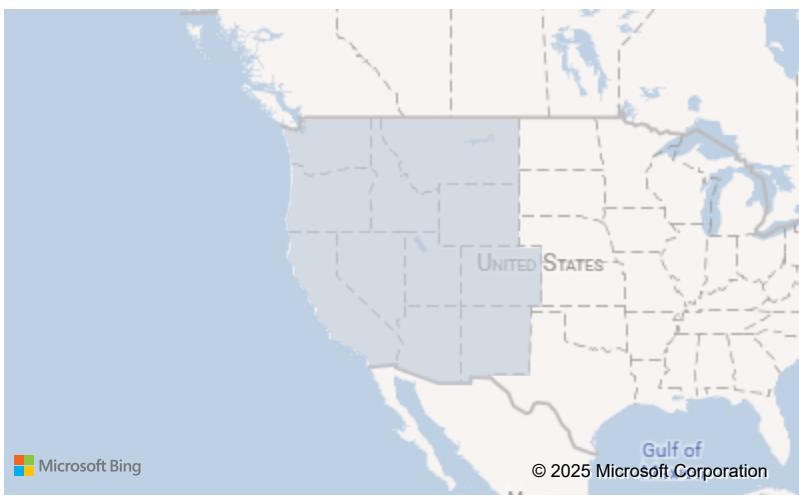
South Region



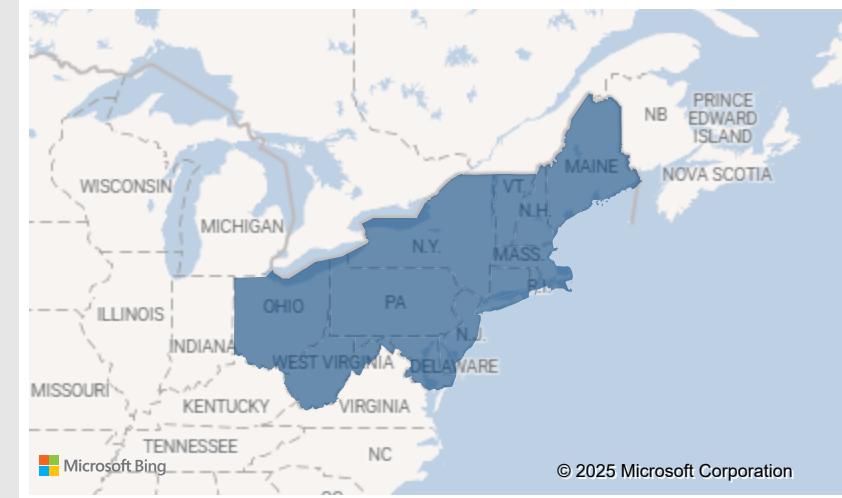
Central Region



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 Days

3.96

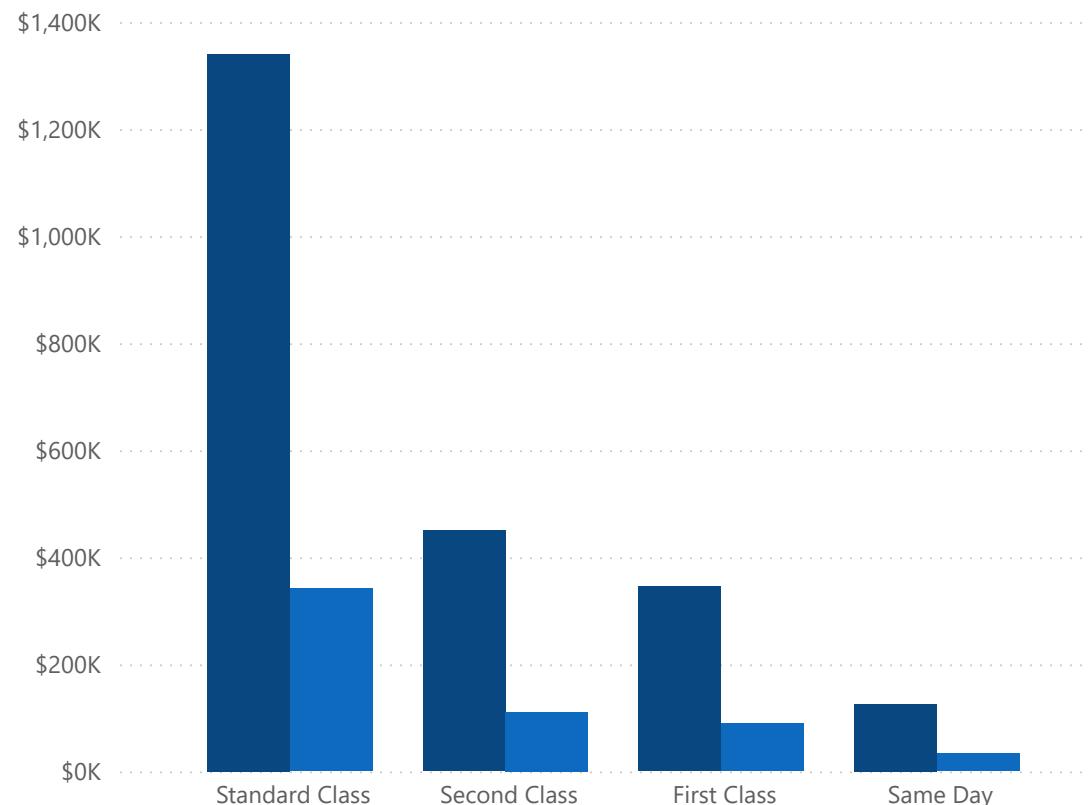


Overall Shipping Profit

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

