



SALES ANALYSIS

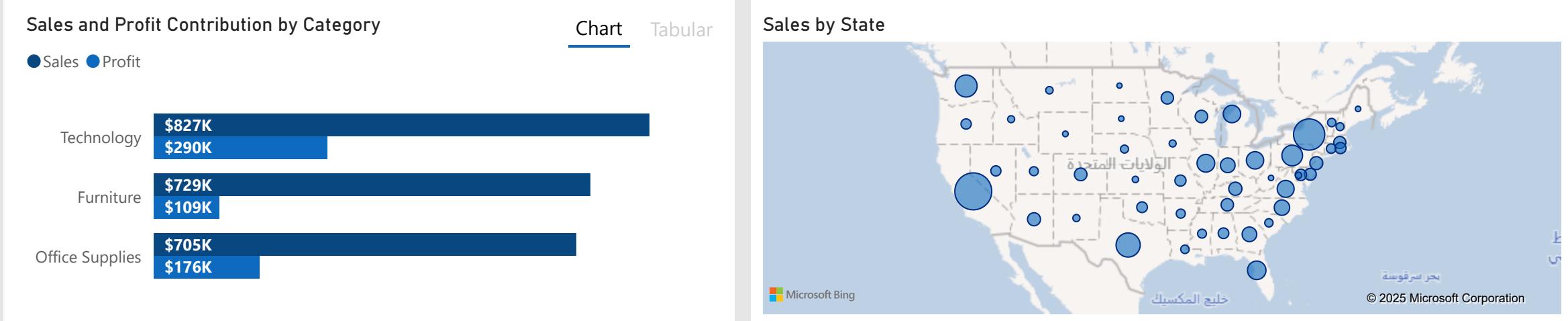
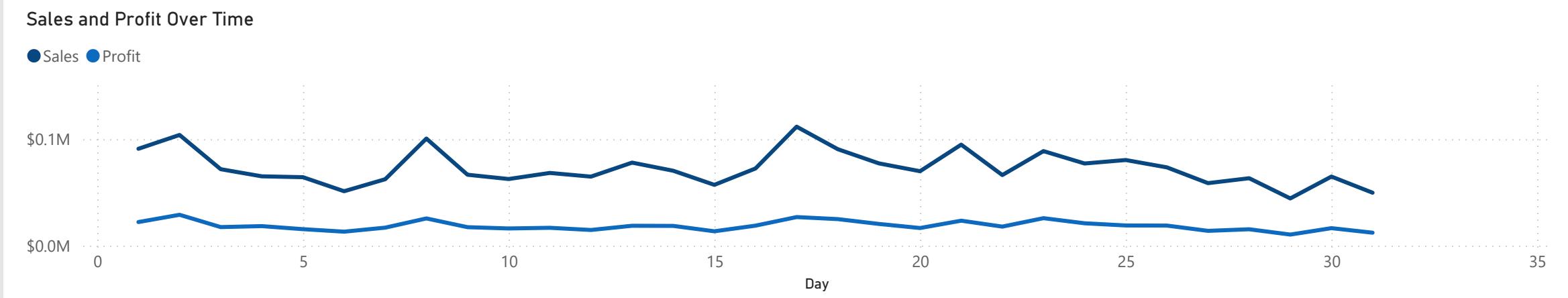
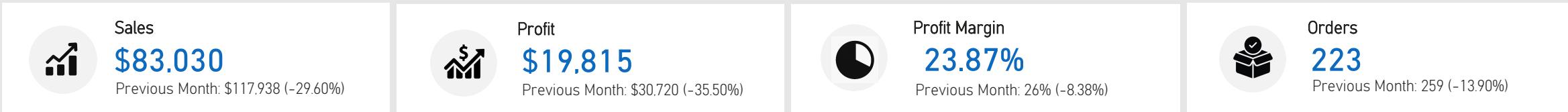
Last

1

Select

01/01/15

31/12/19





PRODUCT PERFORMANCE AND STRATEGY

Select Category

All

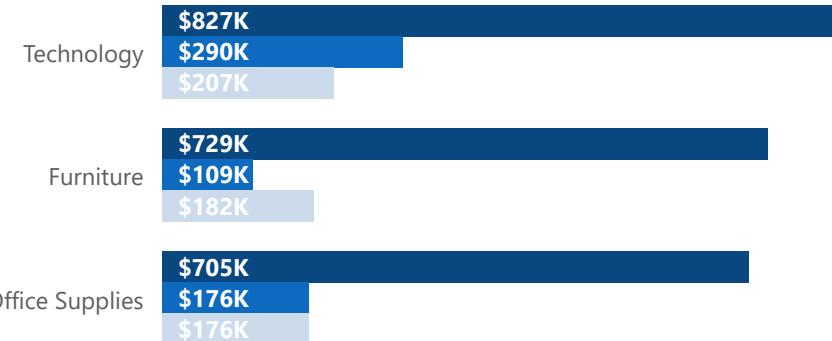
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Select

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

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

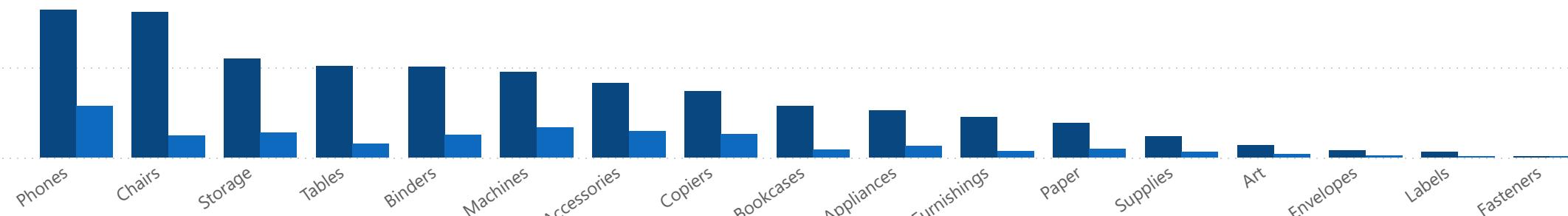
Sub-Category Sales and Profit Contribution

● 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

\$

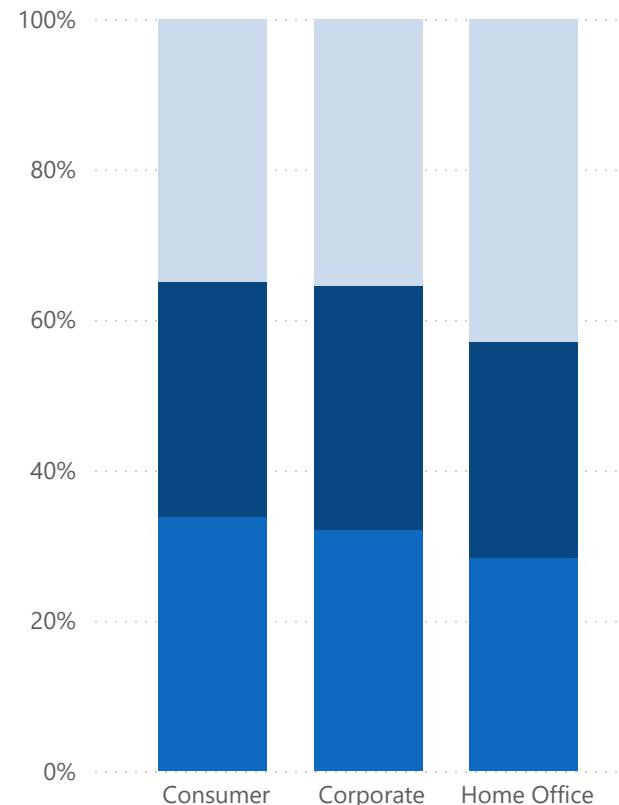


Average Customer Value (Sales)

\$2.852

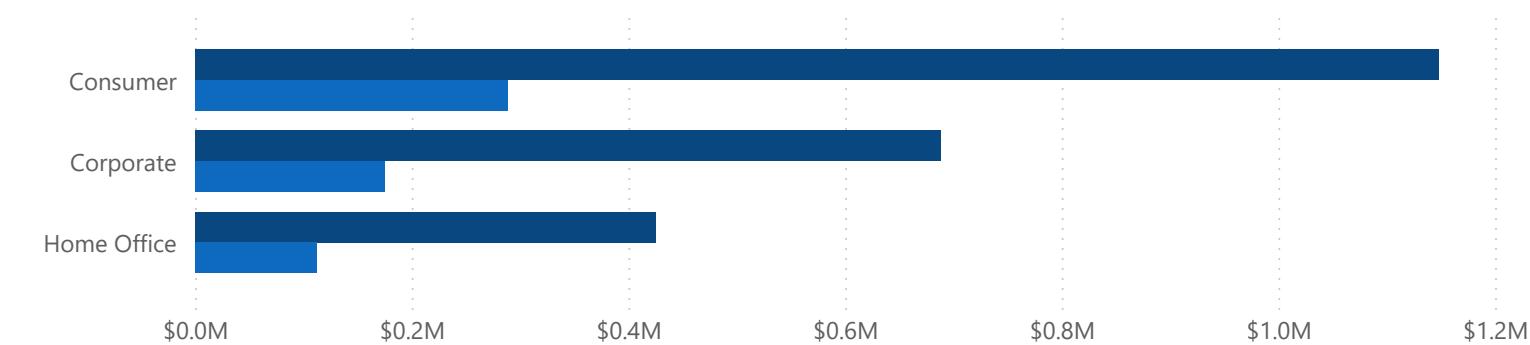
Which Products do our Segments Prefer?

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



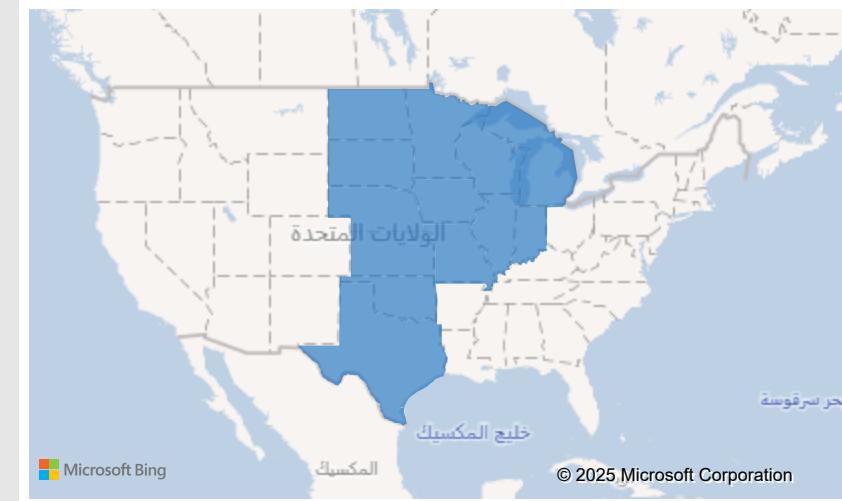
GEOGRAPHICAL MARKET PERFORMANCE

Last | Select

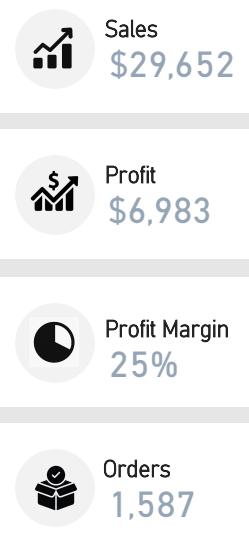
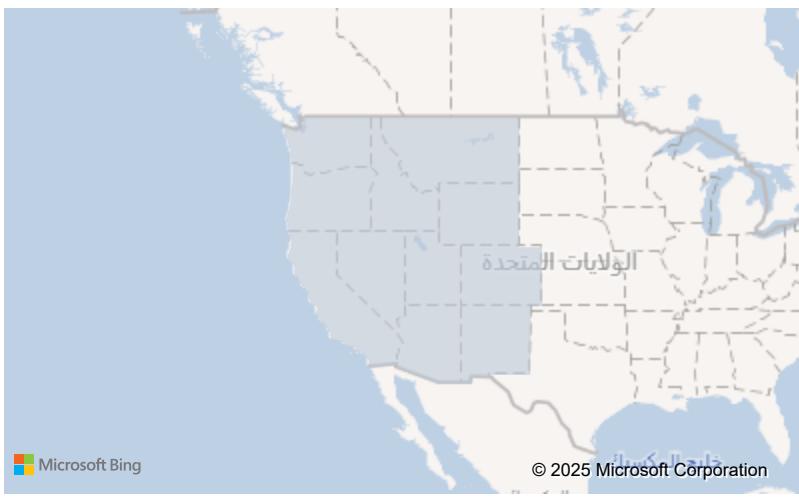
South Region



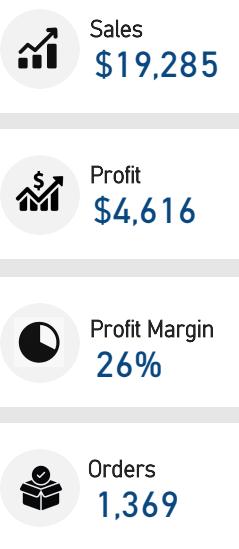
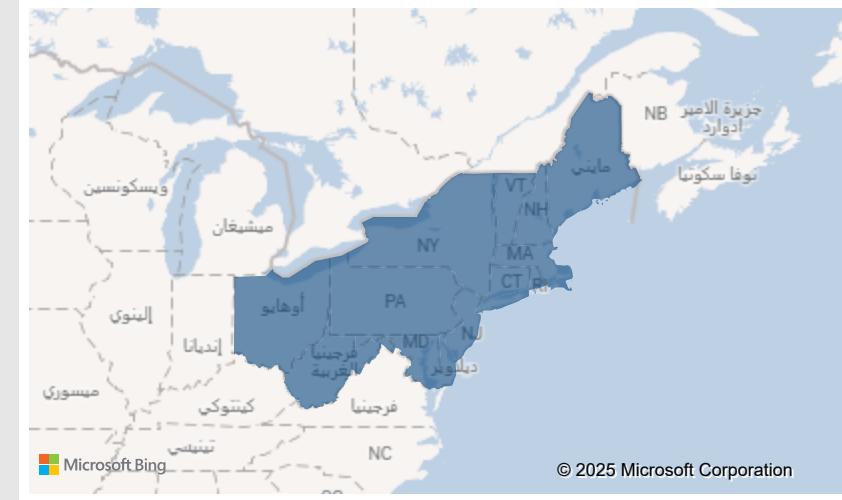
Central Region



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

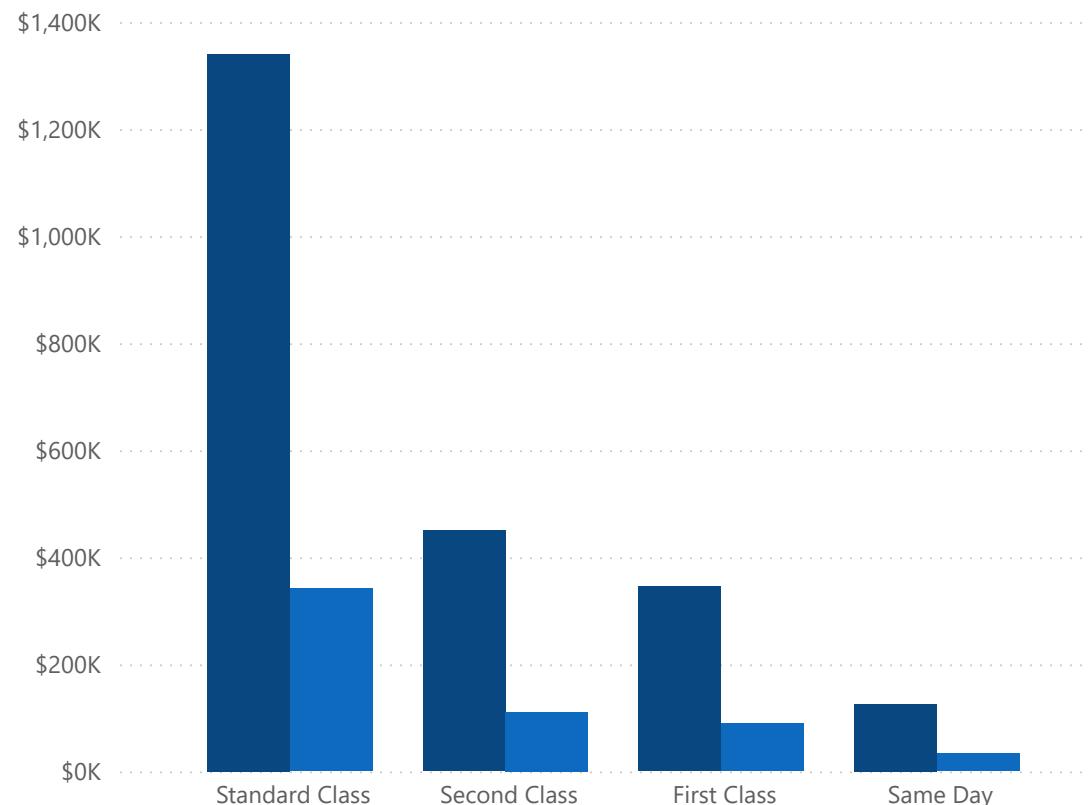


Overall Shipping Profit

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

