



SALES ANALYSIS

Last

1

Select

1/1/2015

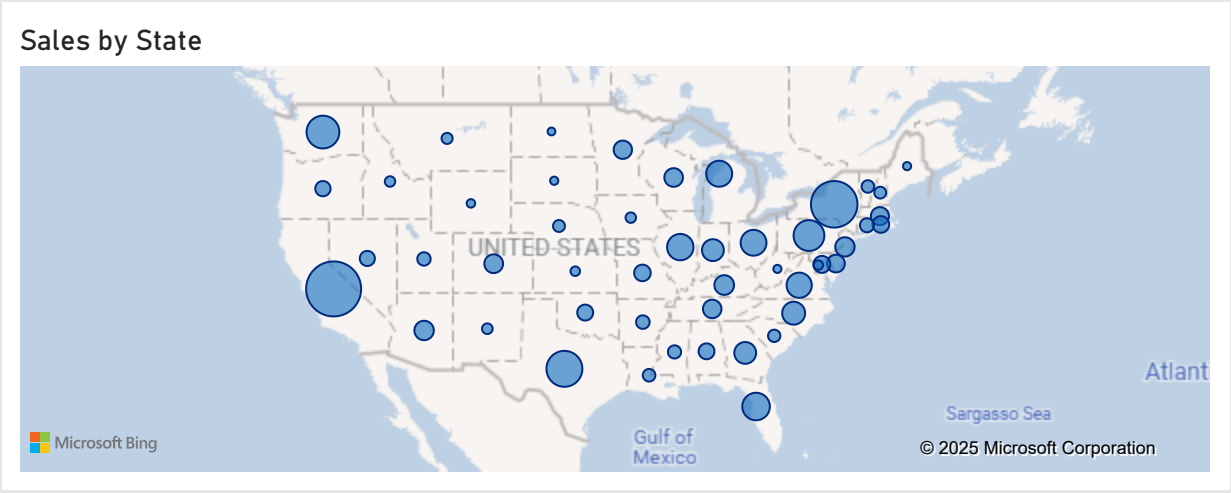
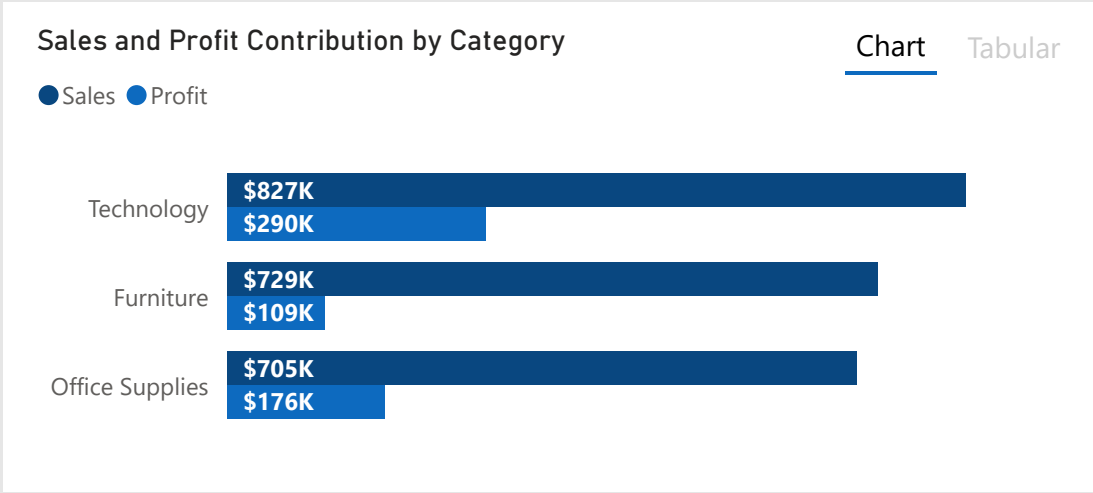
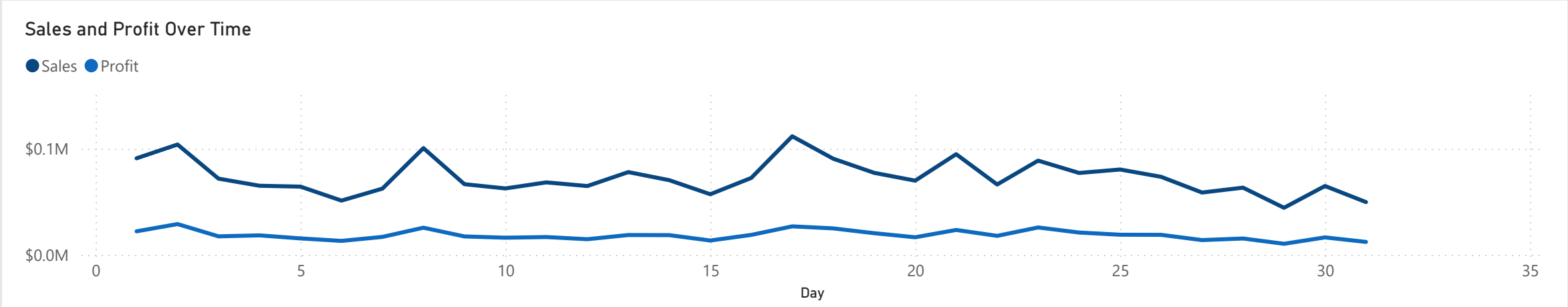
12/31/2019

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%)



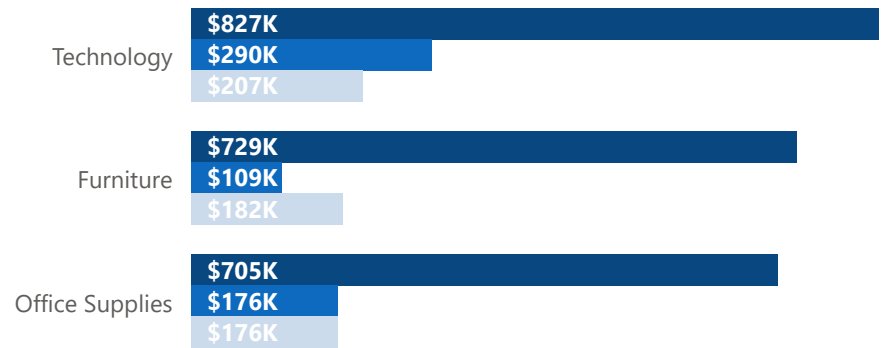


PRODUCT PERFORMANCE AND STRATEGY

Select Category

Category Performance: Sales & Actual vs. Forecasted Profit

● Sales ● Profit ● Profit Forecast



What if...

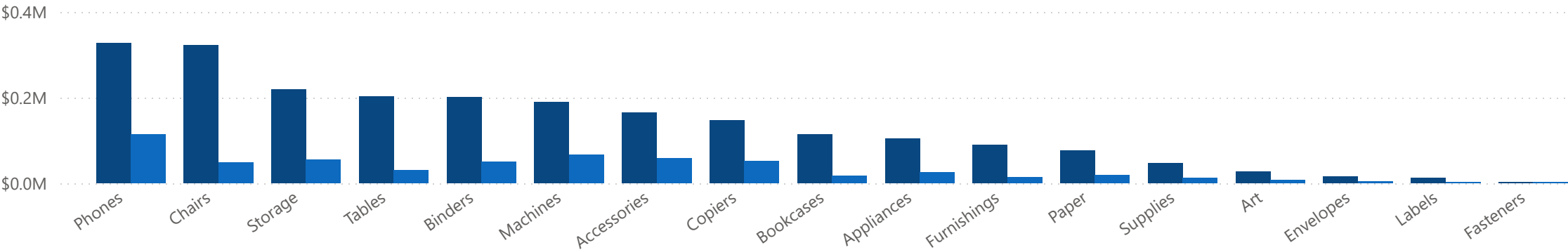
We set the Minimum Profit Margin Percentage to across all categories

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





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%)



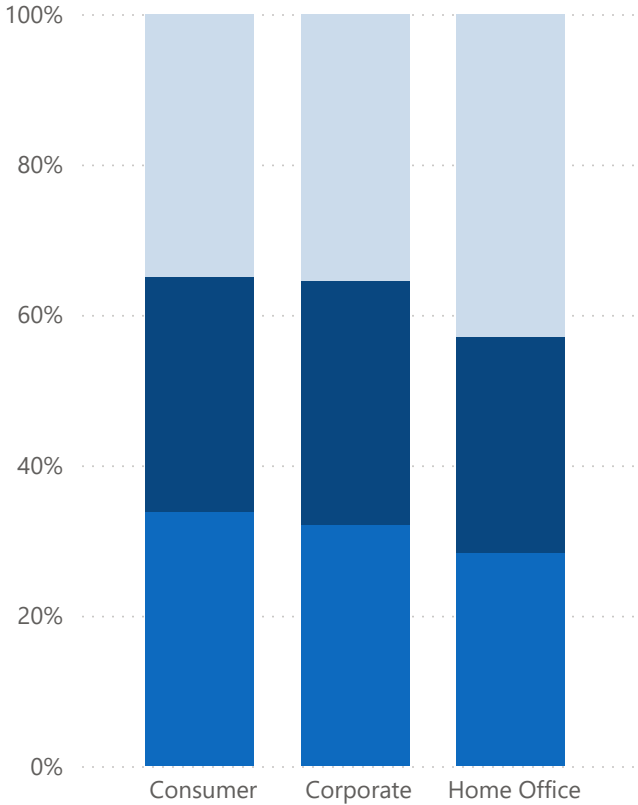
Total Customers
793



Average Customer Value (Sales)
\$2.852

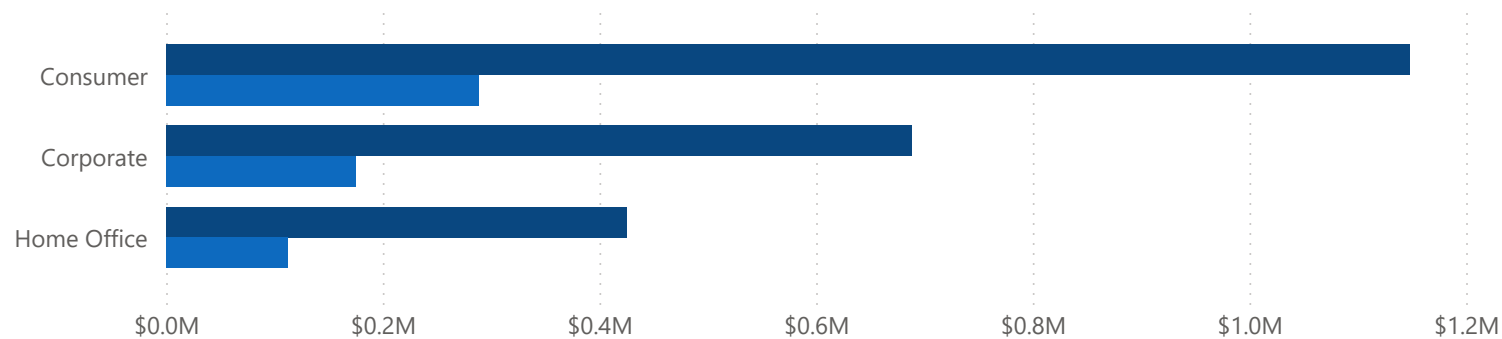
Which Products do our Segments Prefer?

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



Sales
\$15,210



Profit
\$3,695

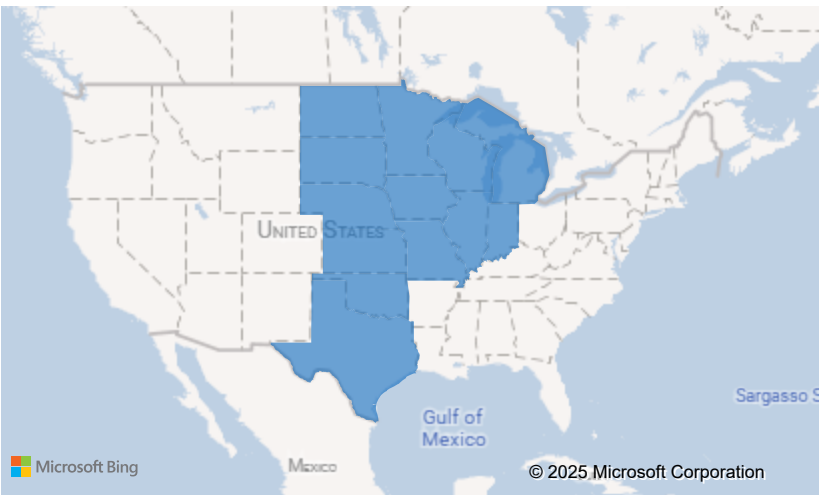


Profit Margin
26%



Orders
810

Central Region



Sales
\$18,883



Profit
\$4,521

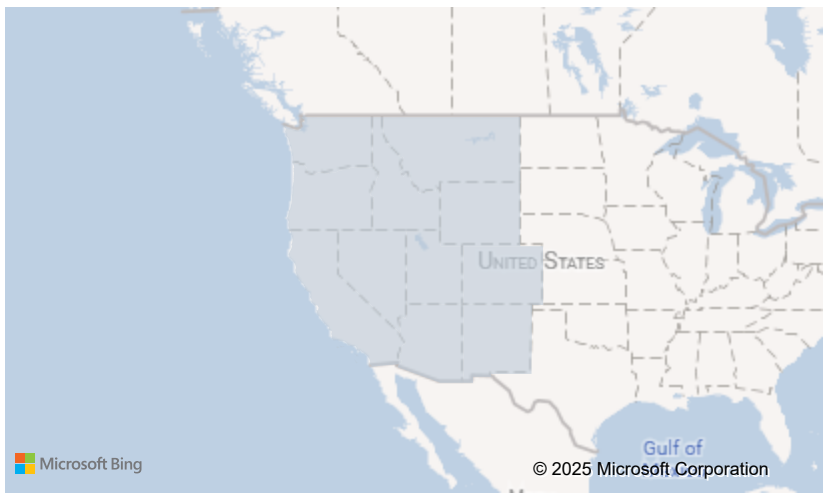


Profit Margin
25%



Orders
1,156

West Region



Sales
\$29,652



Profit
\$6,983

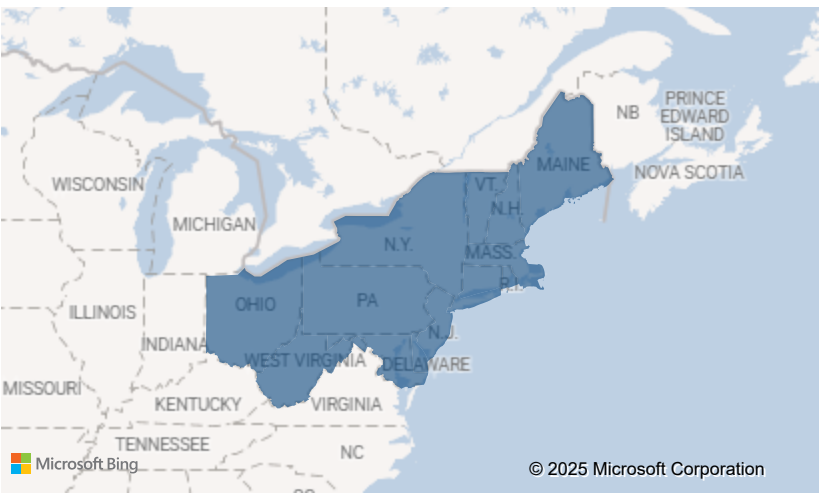


Profit Margin
25%



Orders
1,587

East Region



Sales
\$19,285



Profit
\$4,616



Profit Margin
26%



Orders
1,369



SHIPPING EFFICIENCY AND IMPACT ANALYSIS

Select Customer Segment

All

Last

1

Select



Orders
4.922



Shipped Orders
4.922



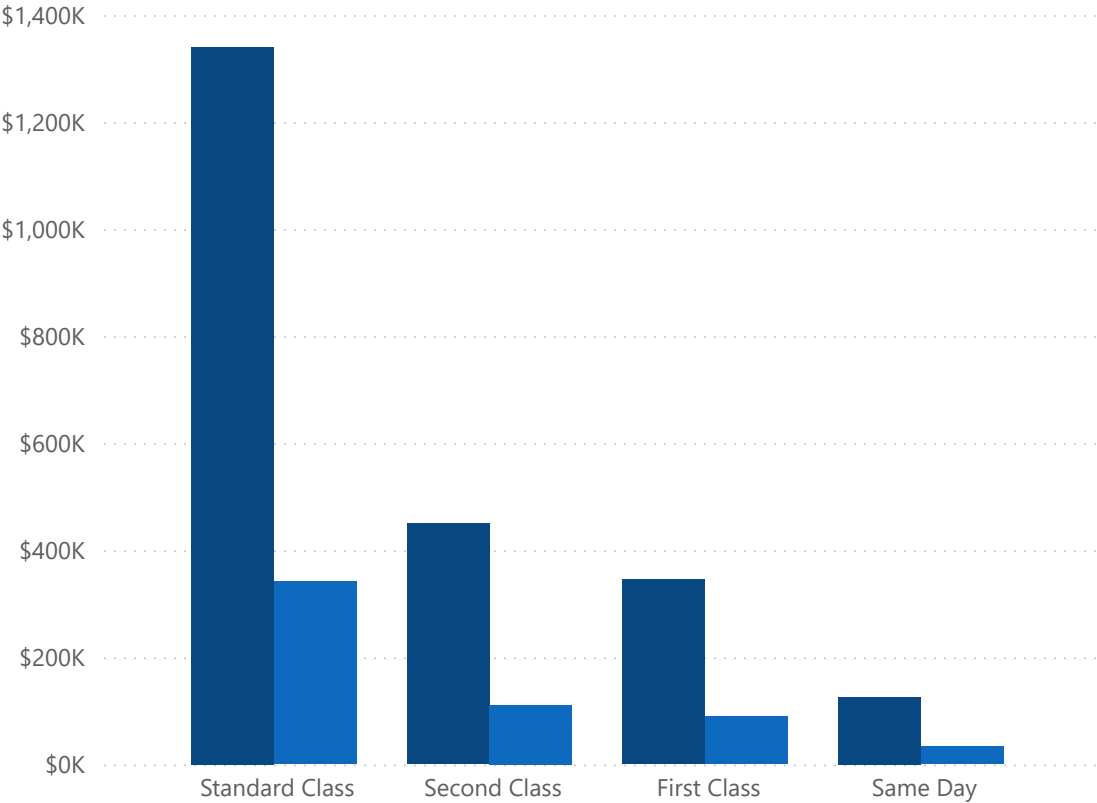
Average Shipping Days
3.96



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

