



SALES ANALYSIS

Last

1

Select

01/01/15

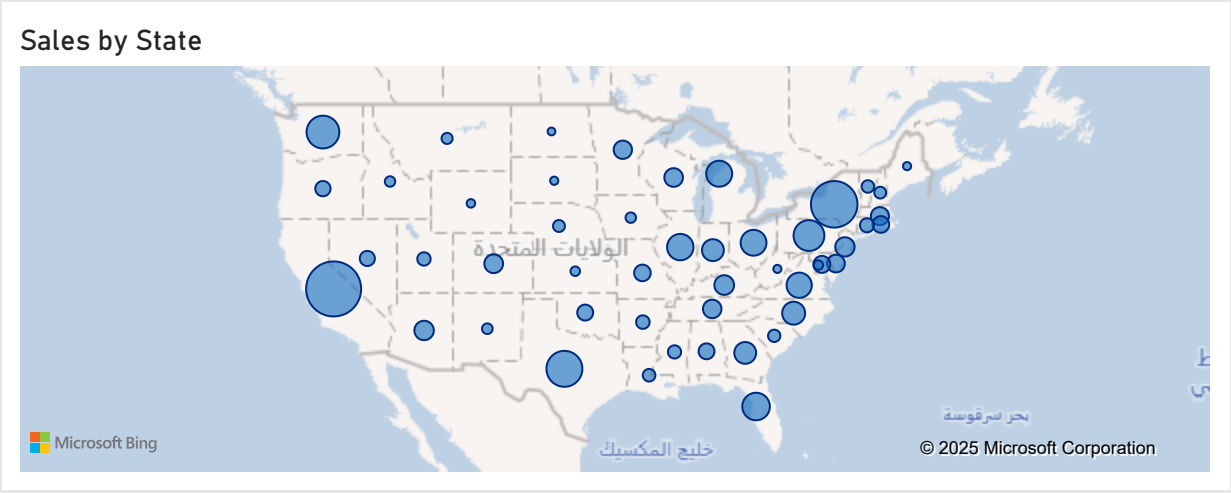
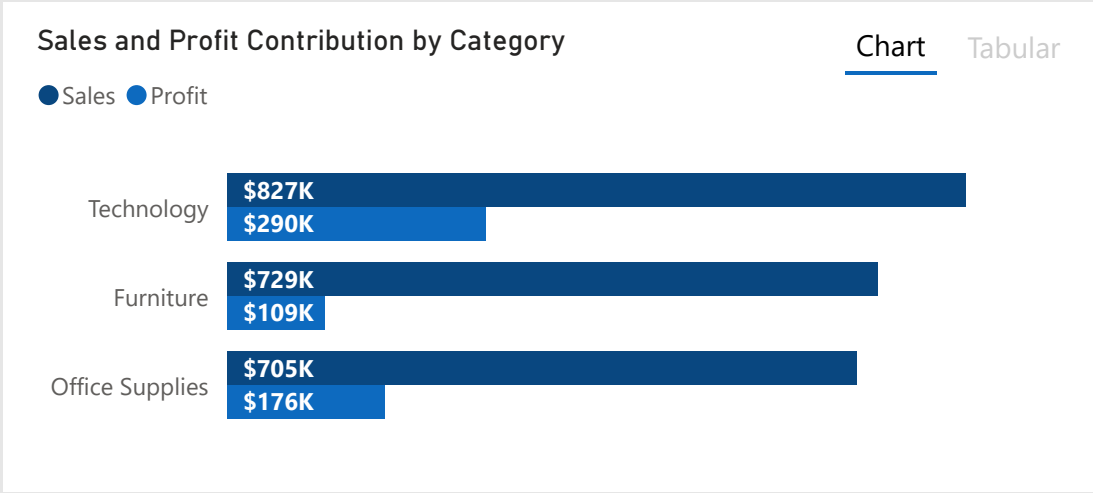
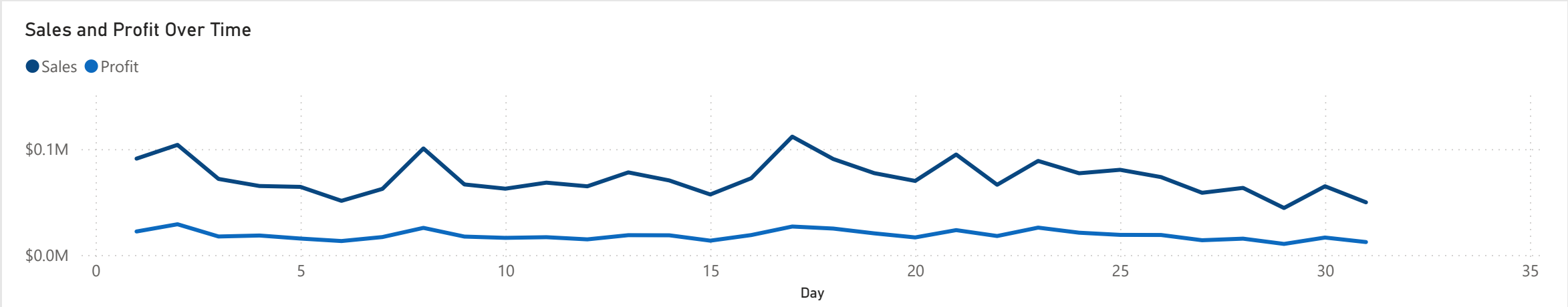
31/12/19

Sales  
**\$83.030**  
Previous Month: \$117,938 (-29.60%)

Profit  
**\$19.815**  
Previous Month: \$30,720 (-35.50%)

Profit Margin  
**23.87%**  
Previous Month: 26% (-8.38%)

Orders  
**223**  
Previous Month: 259 (-13.90%)





## PRODUCT PERFORMANCE AND STRATEGY

Select Category

All

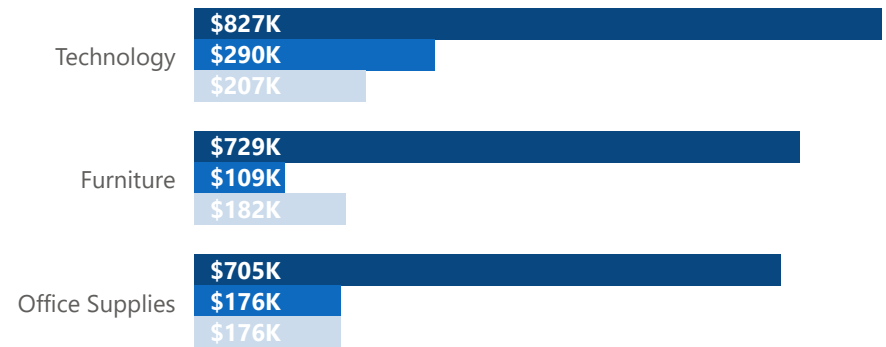
Last

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

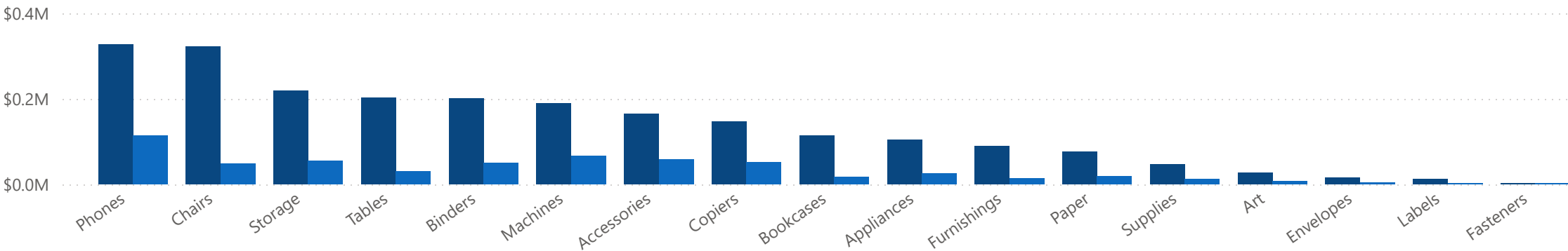
### Current Profit vs 'What if' analysis for Top 10 Performing Products

[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
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**  
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Profit  
**\$19.815**  
Previous Month: \$30,720 (-35.50%)



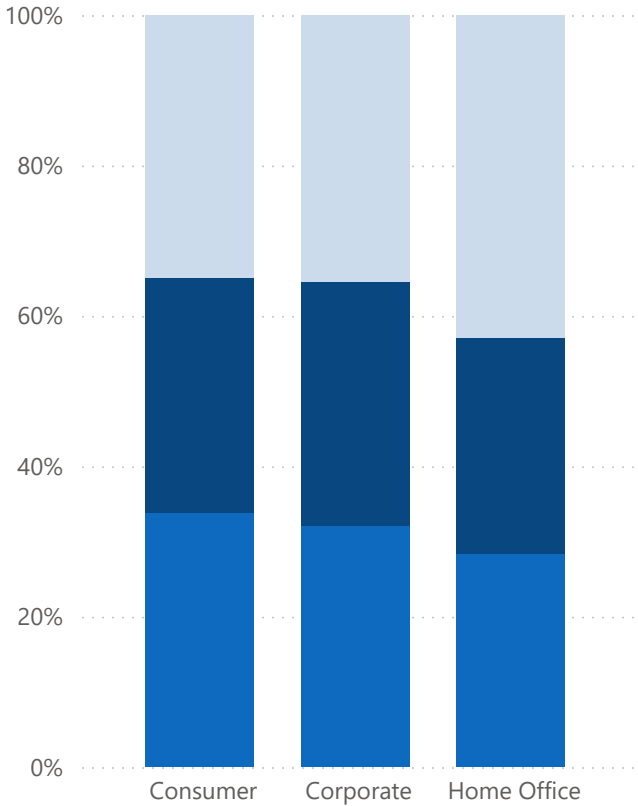
Total Customers  
**793**



Average Customer Value (Sales)  
**\$2.852**

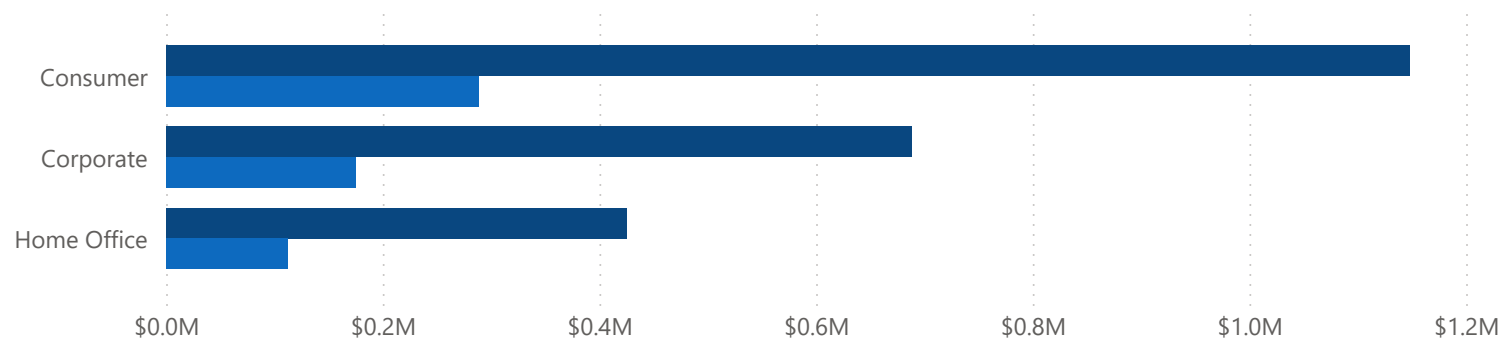
Which Products do our Segments Prefer?

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



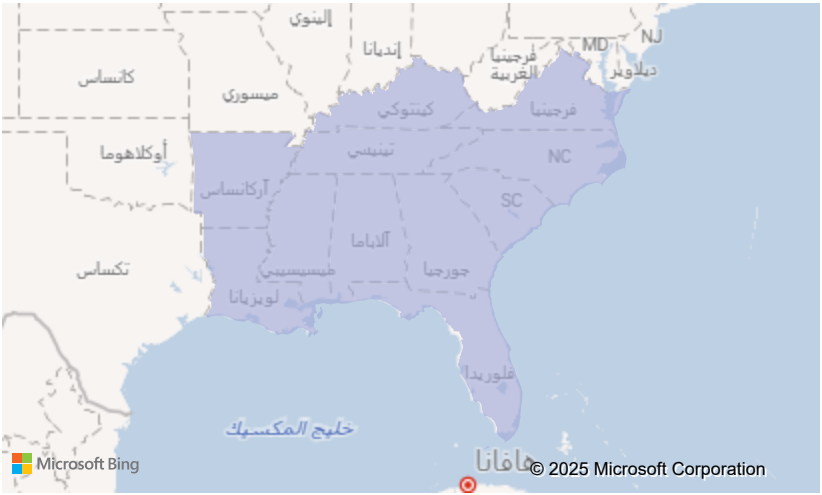
GEOGRAPHICAL MARKET PERFORMANCE

Last

1

Select

South Region



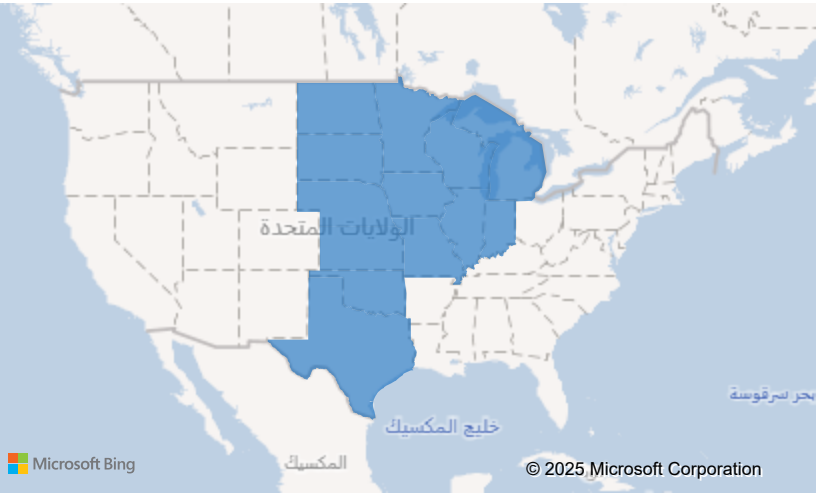
Sales  
\$15,210

Profit  
\$3,695

Profit Margin  
26%

Orders  
810

Central Region



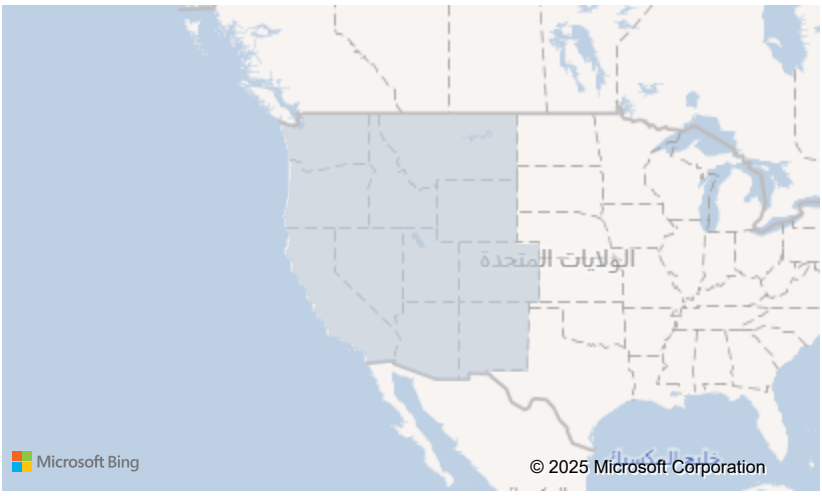
Sales  
\$18,883

Profit  
\$4,521

Profit Margin  
25%

Orders  
1,156

West Region



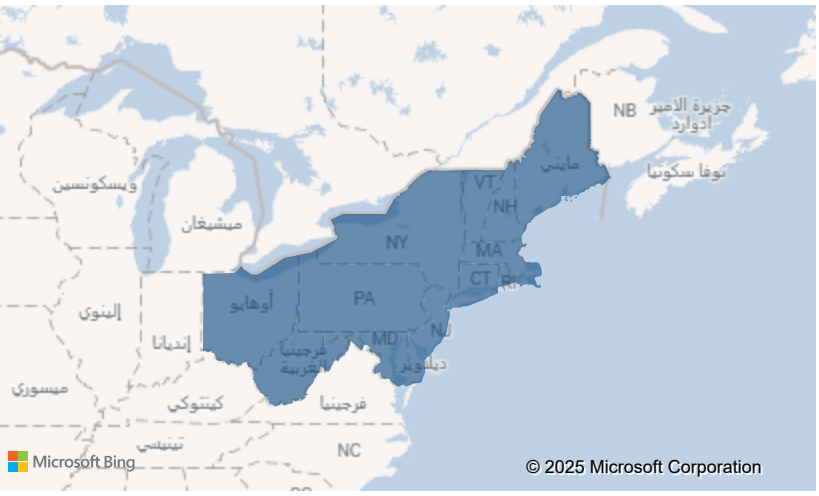
Sales  
\$29,652

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



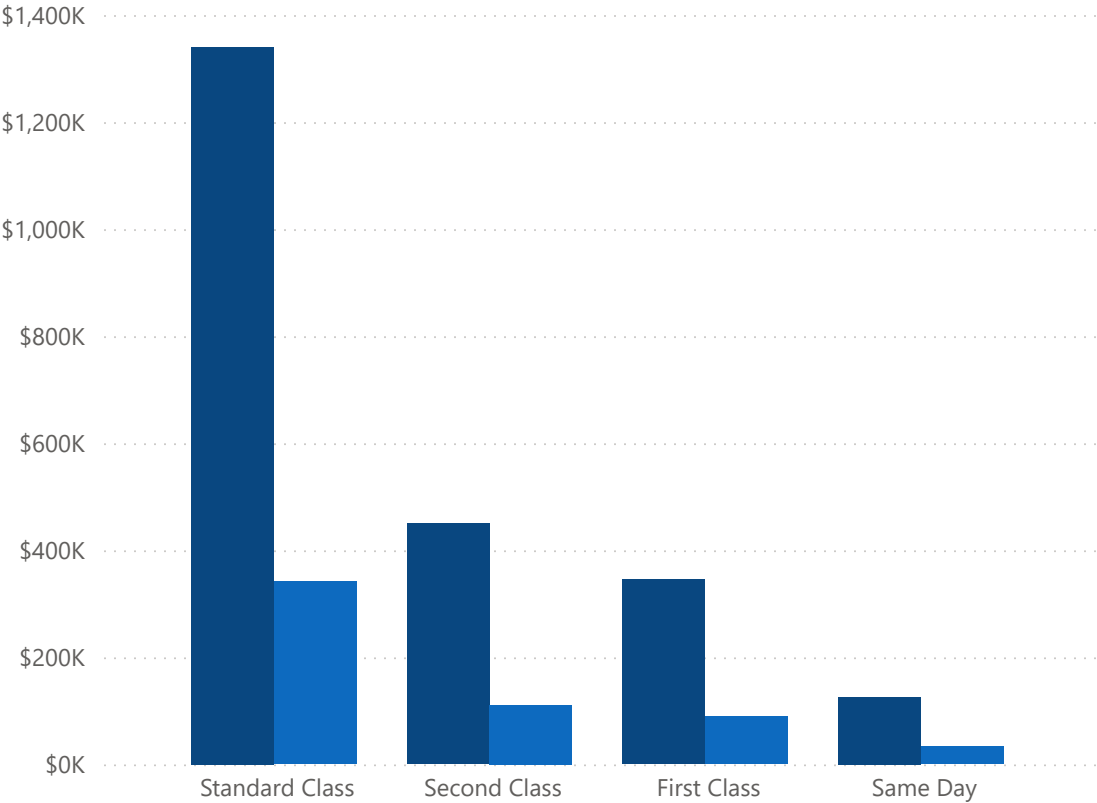
Average Shipping  
3.96



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

