

SUPPLY CHAIN & SALES | REVENUE AND PROFITABILITY

2014

2017

REVENUE &
PROFITABILITY

SALES TREND &
PREDICTION

PRODUCT
PERFORMANCE

CUSTOMER
BEHAVIOR

DELIVERY
PERFORMANCE

REGIONAL SALES

SALES TREND &
REVENUE FORECAST

5009

Total Orders

37,87K

Total Units Sold

\$2,30M

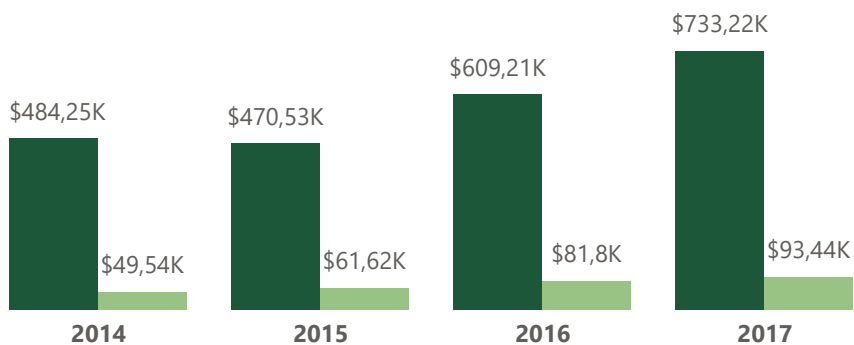
Total Revenue

\$0,29M

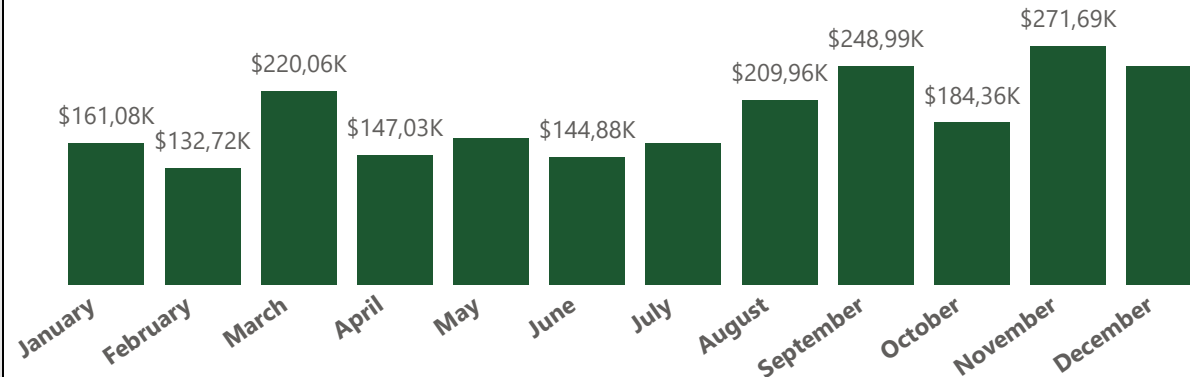
Total Profit

Sales and Profit by Year

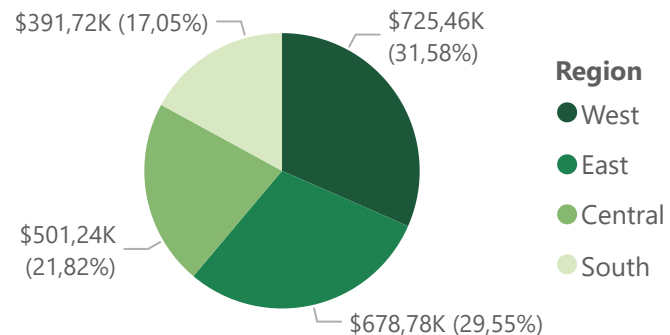
Sum of Sales Sum of Profit



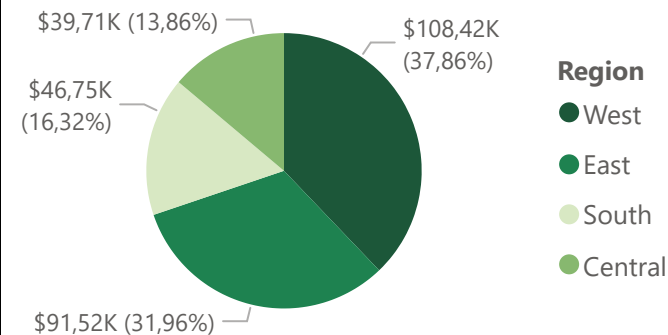
Sales by Month



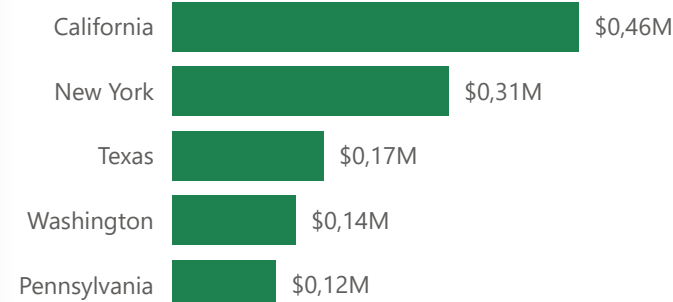
Sales by Region



Profit by Region



Top 5 State by Sales



SUPPLY CHAIN & SALES | SALES TREND & PREDICTION



REVENUE &
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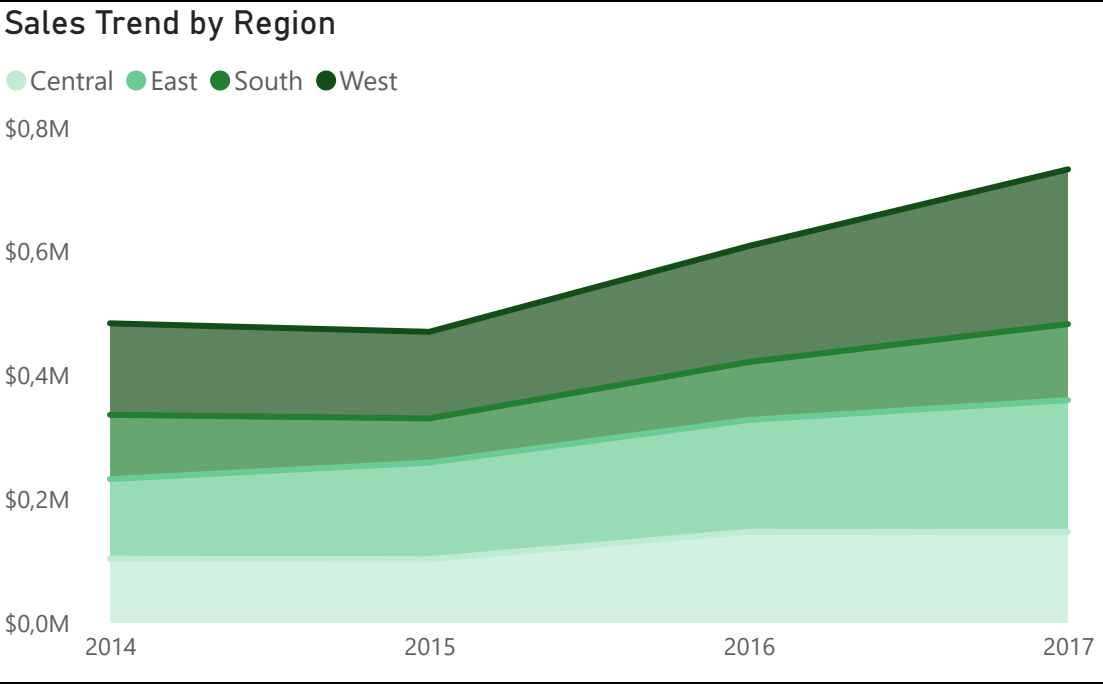
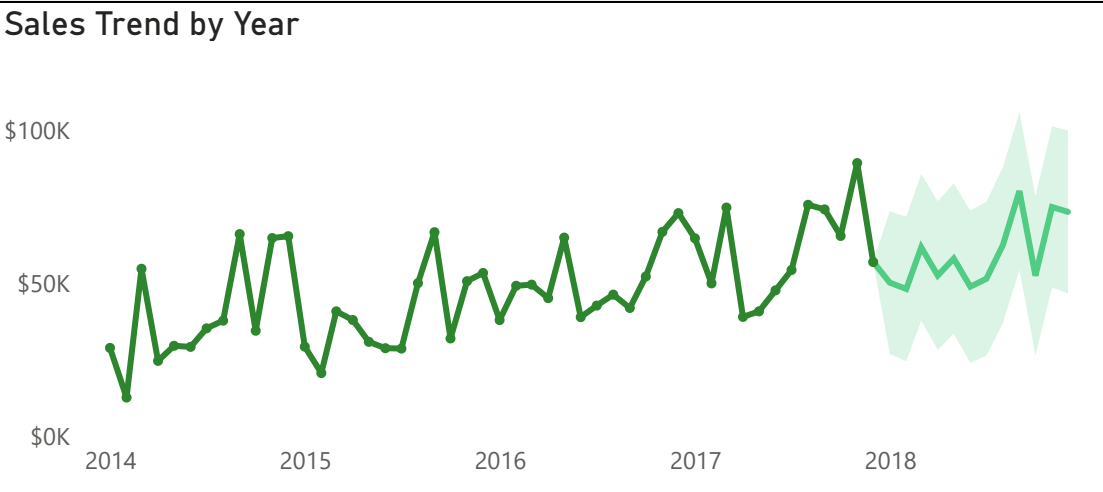
PRODUCT
PERFORMANCE

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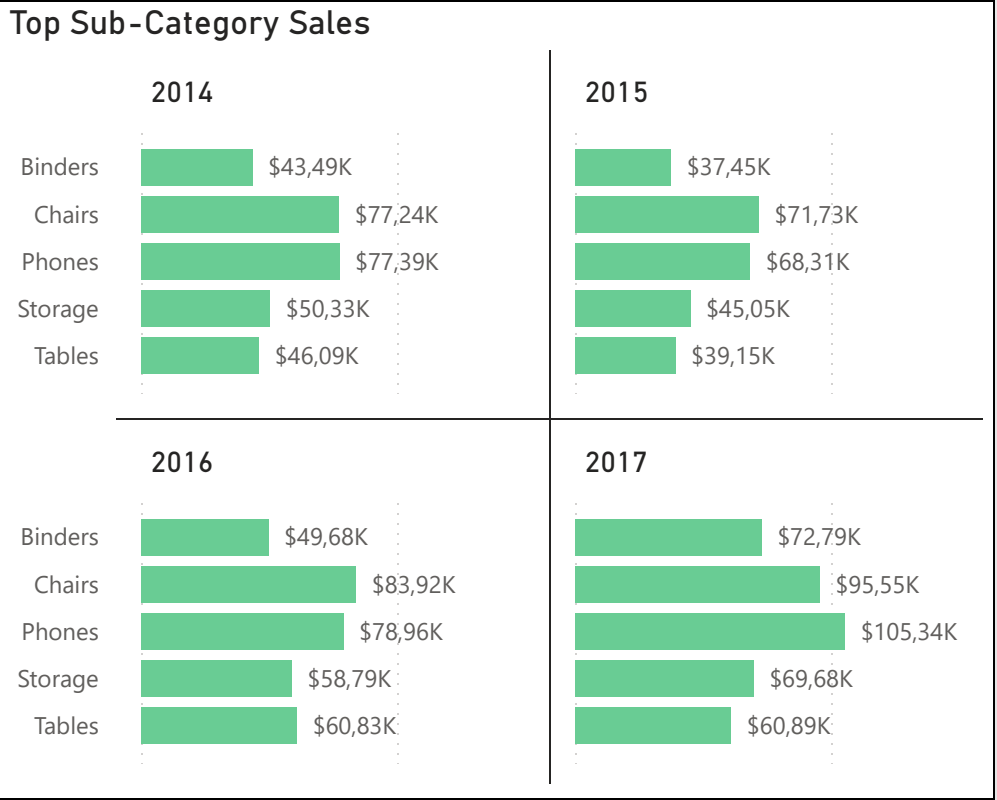
REGIONAL SALES

SALES TREND &
REVENUE FORECAST



Profit Per Revenue by Category over Years

Category	2014	2015	2016	2017
Furniture	3,47%	1,77%	3,50%	1,40%
Office Supplies	14,89%	18,29%	19,06%	16,15%
Technology	12,26%	20,58%	17,57%	18,65%



SUPPLY CHAIN & SALES | PRODUCT PERFORMANCE

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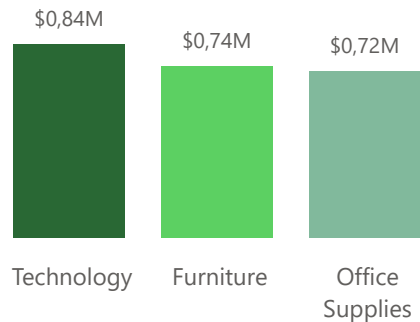
CUSTOMER
BEHAVIOR

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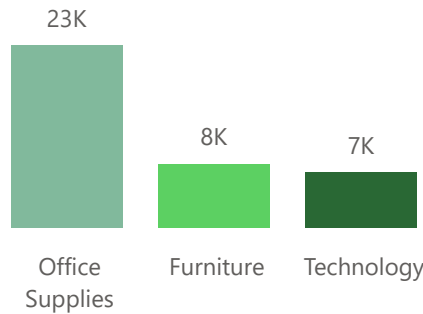
REGIONAL SALES

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REVENUE FORECAST

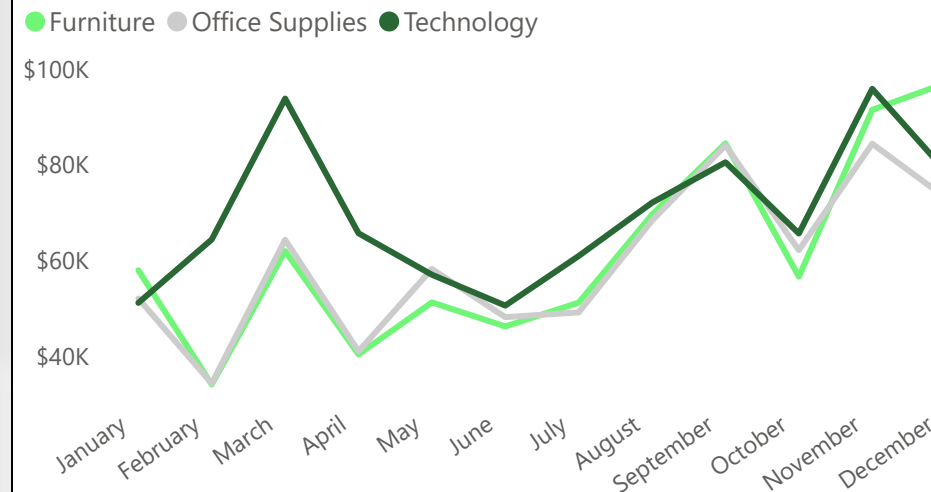
Sales by Category



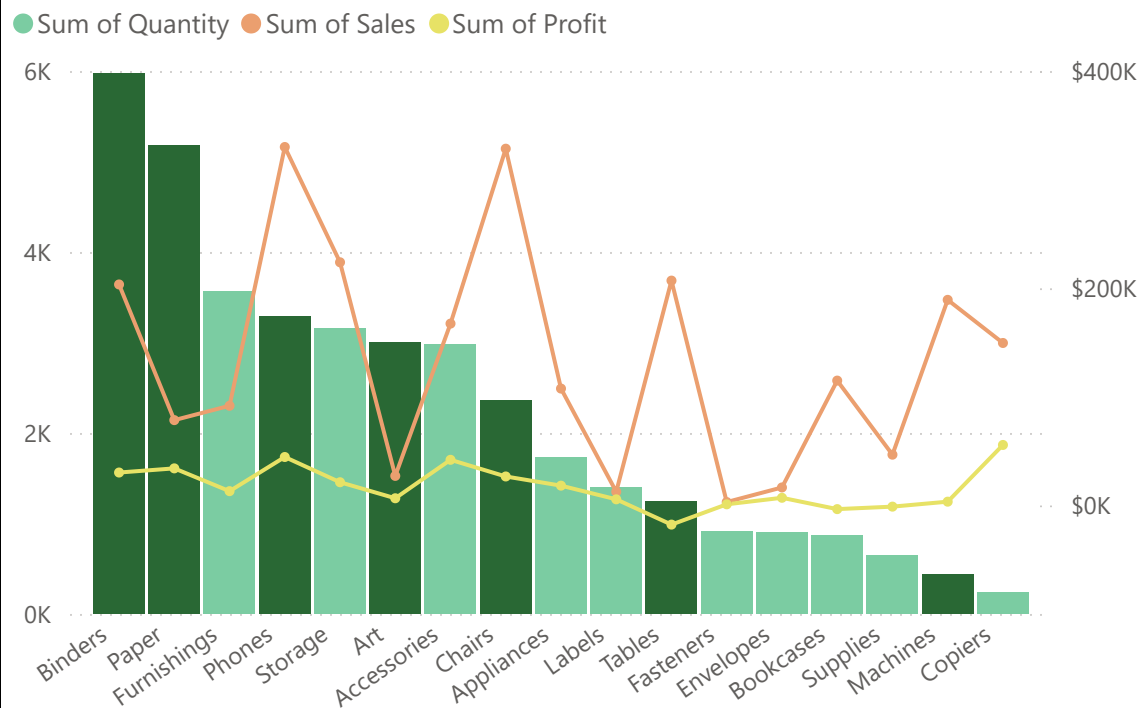
Quantity by Category



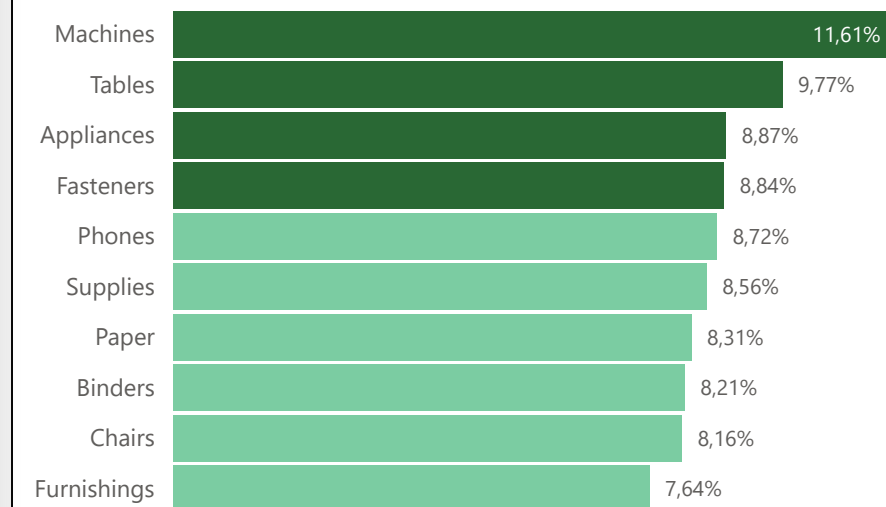
Sales by Month and Category



Quantity by Sub-Category



Returned Rate by Sub-Category



SUPPLY CHAIN & SALES | DELIVERY PERFORMANCE

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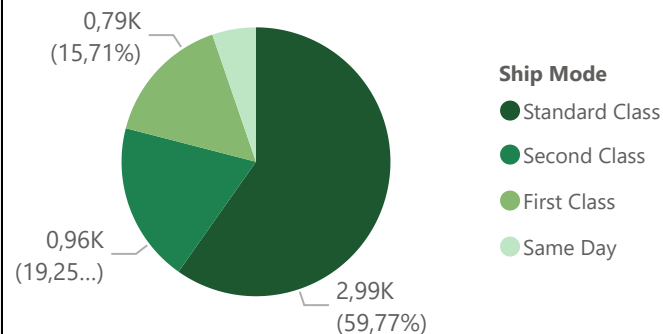
CUSTOMER
BEHAVIOR

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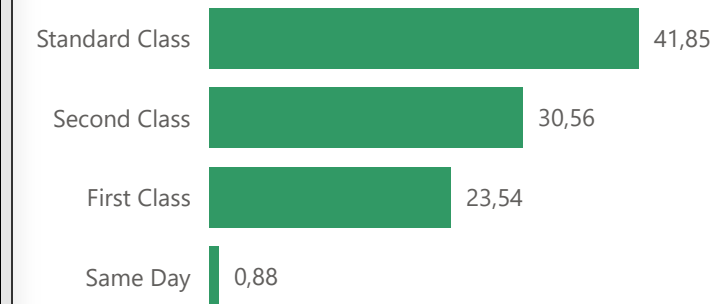
Orders by Ship Mode



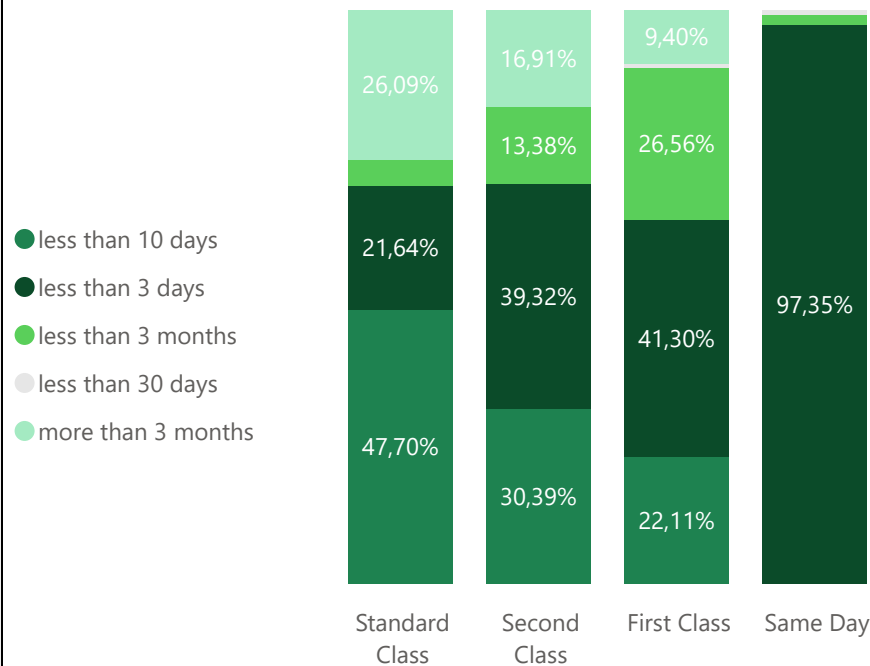
Average of Avg Ship Days by Mode by Region



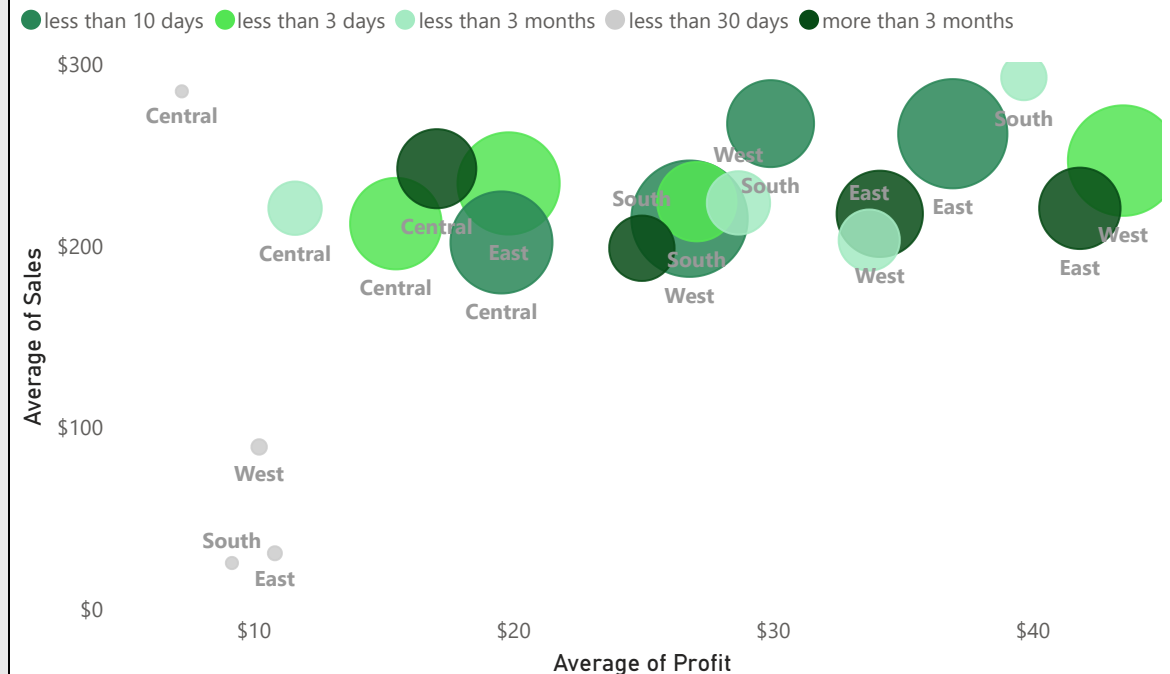
Average of Days by Ship Mode



Delivery Time Distribution by Shipping Mode



Sales vs. Profit by Region, Delivery Time, and Order Volume



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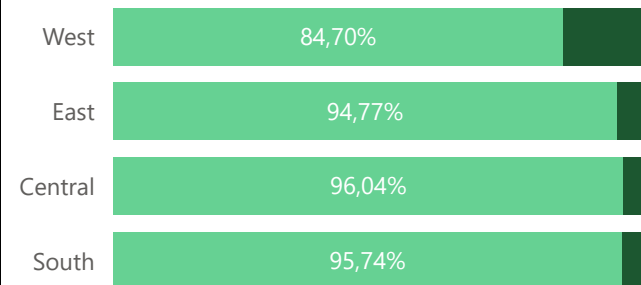
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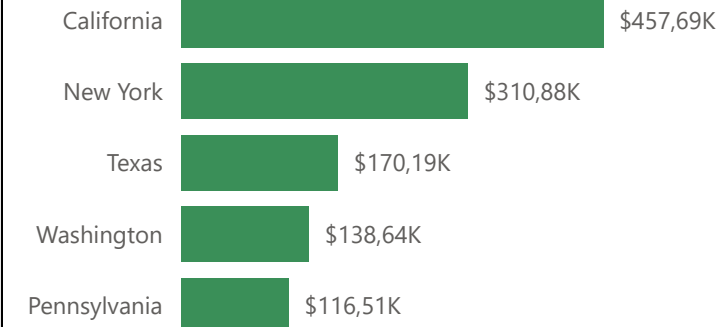
SALES TREND &
REVENUE FORECAST

Returned by Region

Returned ● Not ● Yes



Top 5 Highest Revenue States

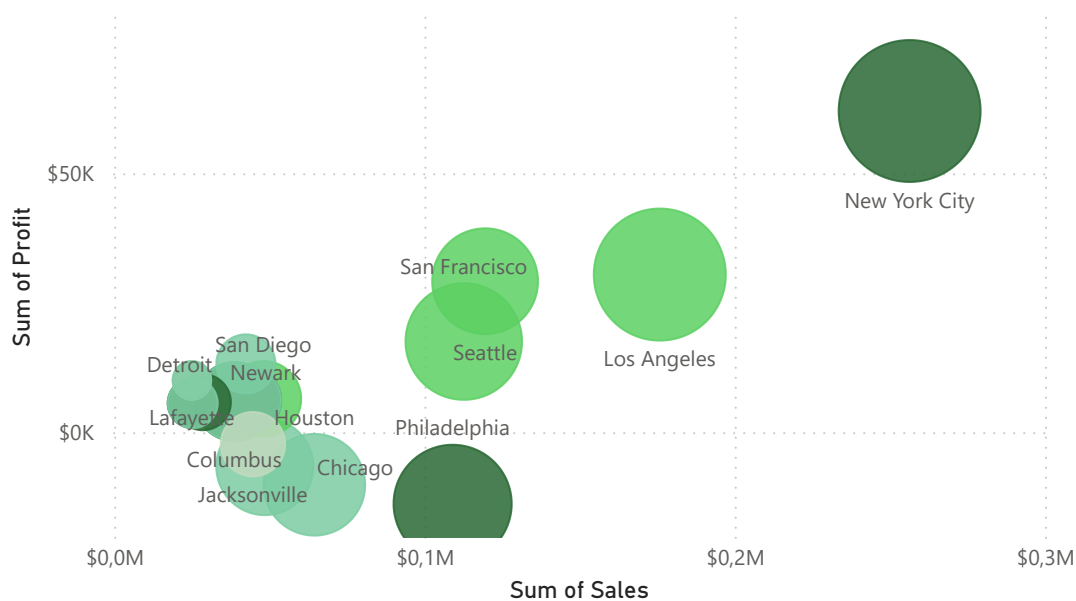


Top 5 Lowest Revenue States



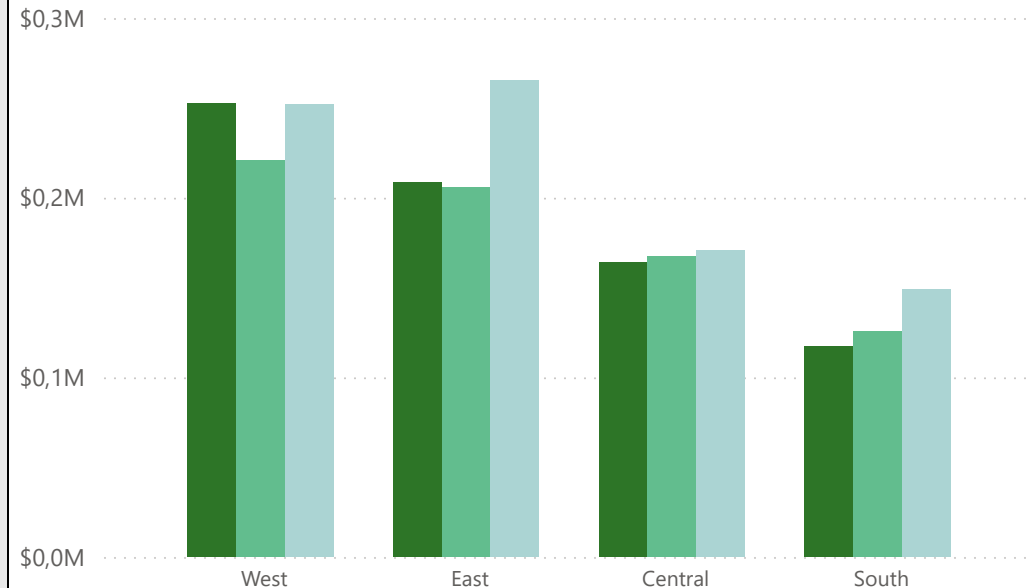
Regional Customer Breakdown by Sales, Profit, and Volume

Region ● Central ● East ● South ● West



Sales by Category and Region

Category ● Furniture ● Office Supplies ● Technology



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1,21M

Sales with Discount

11,16%

Discount Impact on Sales

1,13

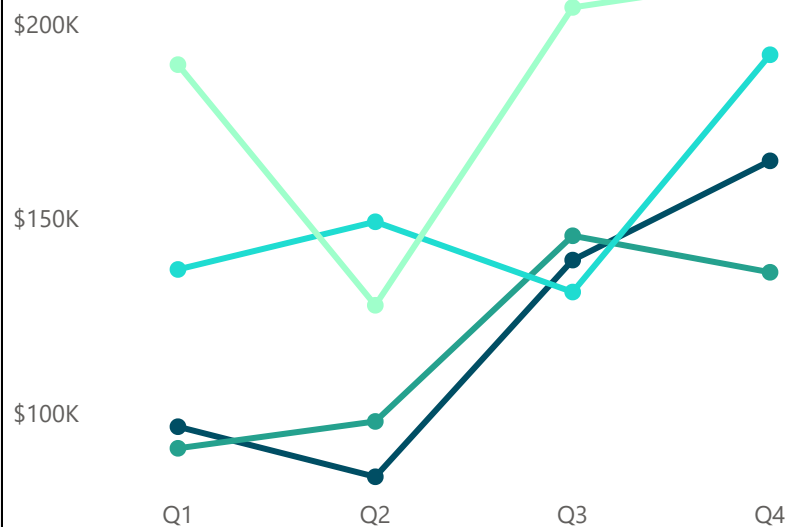
Discount to Profit Ratio

51,77%

Units Sold with Discount

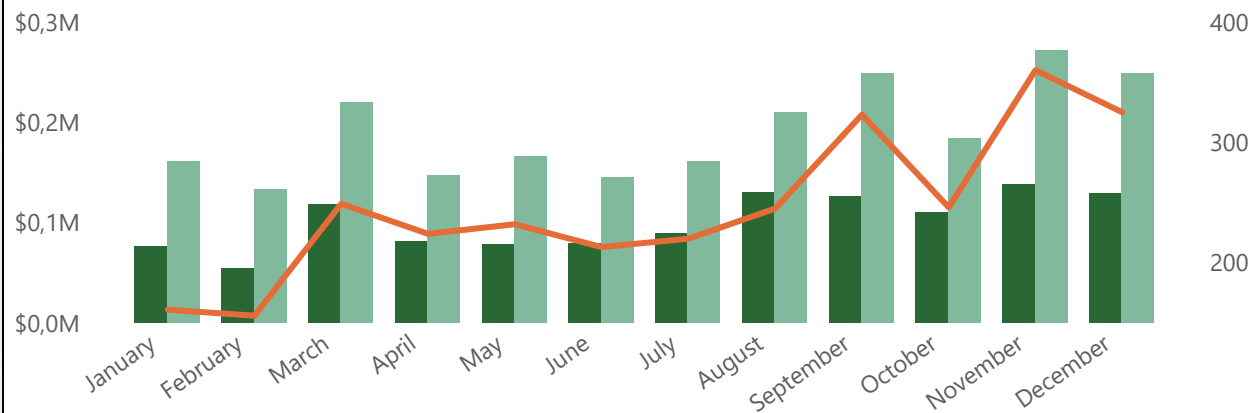
Sales by Quarter

2014 2015 2016 2017



Monthly Sales Trend with Discount

Sales with Discount Sum of Sales Total Orders with Discount



Quarterly Sales Forecast and Prediction

