1. Sales performance across time (focus was on yearly), revenue increased each year doing better than the last same goes for the profits.

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| --- | --- | --- | --- |
| YEAR | TOTAL\_COST | TOTAL\_REVENUE | TOTAL\_PROFIT |
| 2018 | $12,155,382.77 | $17,102,633.06 | $4,947,250.29 |
| 2019 | $19,673,725.87 | $27,854,295.58 | $8,180,569.72 |
| 2020 | $19,988,960.24 | $28,186,451.10 | $8,197,490.86 |

* 1. This could be down to the investments after the first year there was a significant increase in cost of procurement which meant more products which certainly produced more revenue making more profits.

1. The top performing products (with most revenue & profits) among others are; Accessories($2,101,201.57 & $651,231.74, Photo frames($1,775,222.28 & $553,183.73), Bathroom Furniture($1,804,942 & $544,589.95), Cocktail Glasses($1,720,609.24 & $539,751.47), Table Linens($1,765,169.94 & $524,643.92), stemware($1,674,013.42 & $523,707.16), Collectibles($1,809,669.33 & $521,029.41), platters($1,830,094.11 & $520,397.14), furniture cushions($1,714,489.46 & $505,993.08), rugs($1,868,085.12 & $504,522.83).
2. The highest performing sales channel is the Walk-In-STORE which performed significantly better in both revenues & profit than the rest. The only other that came close is the online channel ().

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| Sales Channel | TOTAL\_REVENUE | TOTAL\_PROFIT |
| In-Store | $30,102,904.69 | $8,797,853.24 |
| Online | $21,698,558.86 | $6,166,815.70 |
| Distributor | $13,169,147.65 | $3,887,897.39 |
| Wholesale | $8,172,768.54 | $2,472,744.54 |

1. The west and South Region did better than other regions in terms of revenue & orders recorded; West ('$25,713,559' & '2784'), South' ('$23,474,342' & '2572'), Midwest ('$15,483,007' & '1665'), Northeast ('$8,472,470' & '970')
2. Indiana, Oklahama and California among the best of the top 10 state among others. Full list of the top 10 states (cities; revenue;); 1. Indiana (Wayne; $441,792), 2. Oklahoma (Broken Arrow; $435,626), 3. California (Costa Mesa; $398,257), 4. (North Dakota (Fargo; $366,587), 5. Illinois (Naperville; $350,985), 6. California (Escondido; $345,230), 7. Utah (West Jordan; $344,516), 8. Colorado (Pueblo; $337,707), 9. Tennessee (Knoxville; $337,428), 10. Florida (Hollywood, $329,663).
3. The population of cities didn’t particularly affect sales directly. For example according to the data provided New York City had highest population of 8,550,405 with a total revenue of $105,327.02. While Broken Arrow city had the highest Revenue of $435,626.30 with a population of 106,563.

The Household Income of cities didn’t particularly affect sales directly. For example according to the data provided New York City had highest Household Income $3,113,535 with a total revenue of $105,327.02. While Broken Arrow city had the highest Revenue of $435,626.30 with Household Income of $37,246.

1. Best performing customers based on revenue generated among others are; 1. Medline ($2,012,877), 2. Apotheca Ltd ($1,841,005), 3. Pure Group ($1,770,662.26), 4. OUR Ltd ( $1,712,640), 5. Trigen ($1,693,782), 6. Ole Group ($1,673,218) 7. Apollo Ltd ( $1,658,925).

Best performing customers based on frequency are; 1. Medline (210), 2. Eminence Corp (186), 3. Elorac Corp (181), 4. Apotheca Ltd (179) 5. Apollo Ltd (178), 6. OUR Ltd (176), 7. Victory Ltd (176).

Best performing customers based on total quantity of orders: 1. Medline (970), 2. Elorac Corp (880), 3. Apotheca Ltd (828), 4. OHTA'S Corp (819), 5. Ei (818), 6. Victory Ltd (812), 7. Apollo Ltd (805).

1. Among others Trigen (10858); Apotheca (10285); 3LAB Ltd (10176) , Pure Group (10118), had the highest average order value with a average discount 11%, 12%, 11%, 11%, respectively. while Winthrop (8$,570), Ascend Ltd ($8,282), OHTA’S Corp ($9,224), Burt’s Corp ($8,282) had the highest discounts 13% each with a significantly low Average Order Value compared to others.
2. Best performing sales team (revenue) among others are: 1. Donald Reynolds ($2,980,413), 2. George Lewis ($2,857,257), 3. Joshua Little ($2,846,864), 4. Adam Hernandez ($2,825,689), 5. Todd Roberts ($2,819,401).
3. The region with the best performing Sales team is the MidWest team with a revenue of $21,276,901, coming close second is the West region sales team with a revenue of $18,198,447.
4. SALES PICK UP SIGNIFICANTLY IN THE 3RD QUARTER AND PEAK IN THE 4TH QUARTER BEFORE DROPPING AGAIN WHEN THE 1ST QUARTER OF THE NEW YEAR HITS

SALES PEAK DURING THE SUMMER / CHRISTMAS HOLIDAYS

1. THE AVERAGE DELIVERY TIME FOR ORDERS IS 21days