



SALES ANALYSIS REPORT

Year

All

Country

All

Item

Baby Food

Beverages

Cereal

Clothes

Cosmetics

Fruits

Household

Meat

Office Supplies

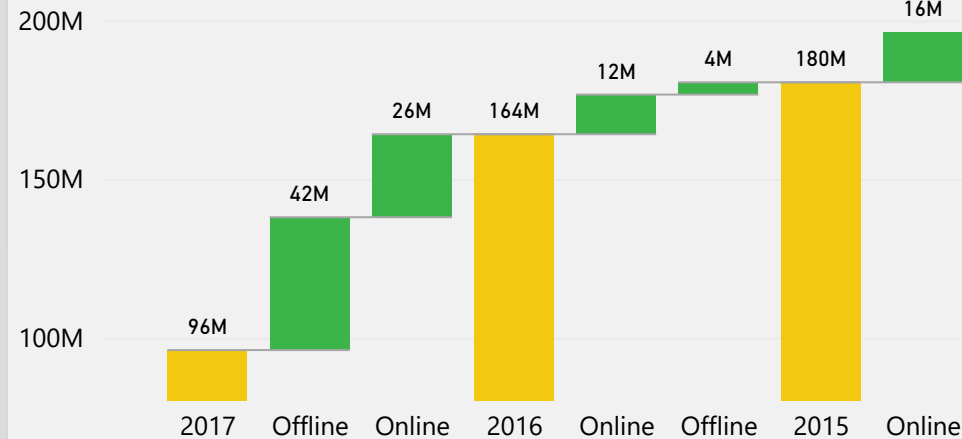
Personal Care

Snacks

Vegetables

Total Revenue by year and Sales Channel

● Increase ● Decrease ● Total ● Other



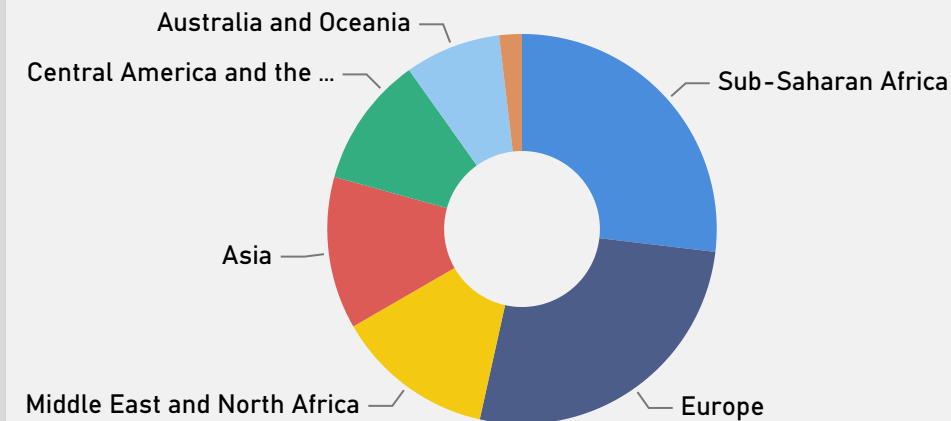
At 289,451,123.22, Office Supplies had the highest Total Revenue and was 8,635.99% higher than Fruits, which had the lowest Total Revenue at 3,313,316.25.

Office Supplies accounted for 21.81% of Total Revenue.

Across all 12 Item Type, Total Revenue ranged from 3,313,316.25 to 289,451,123.22. Offline channel generated more revenue than online.

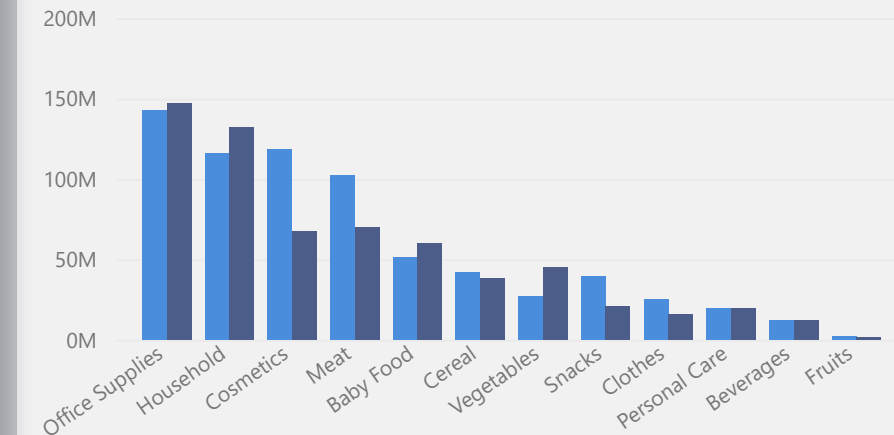
Most revenue is from Sub-Saharan Africa for the Household items.

Total Revenue by Region



Total Revenue by Item Type and Sales Channel

Sales Channel ● Offline ● Online





SALES ANALYSIS REPORT

2010

2011

2012

2013

2014

2015

2016

2017

Country

All

Item Type

Baby Food

Beverages

Cereal

Clothes

Cosmetics

Fruits

Household

Meat

Office Supplies

Personal Care

Snacks

Vegetables



391.20M

Total Profit



5M

Units Sold



1.33bn

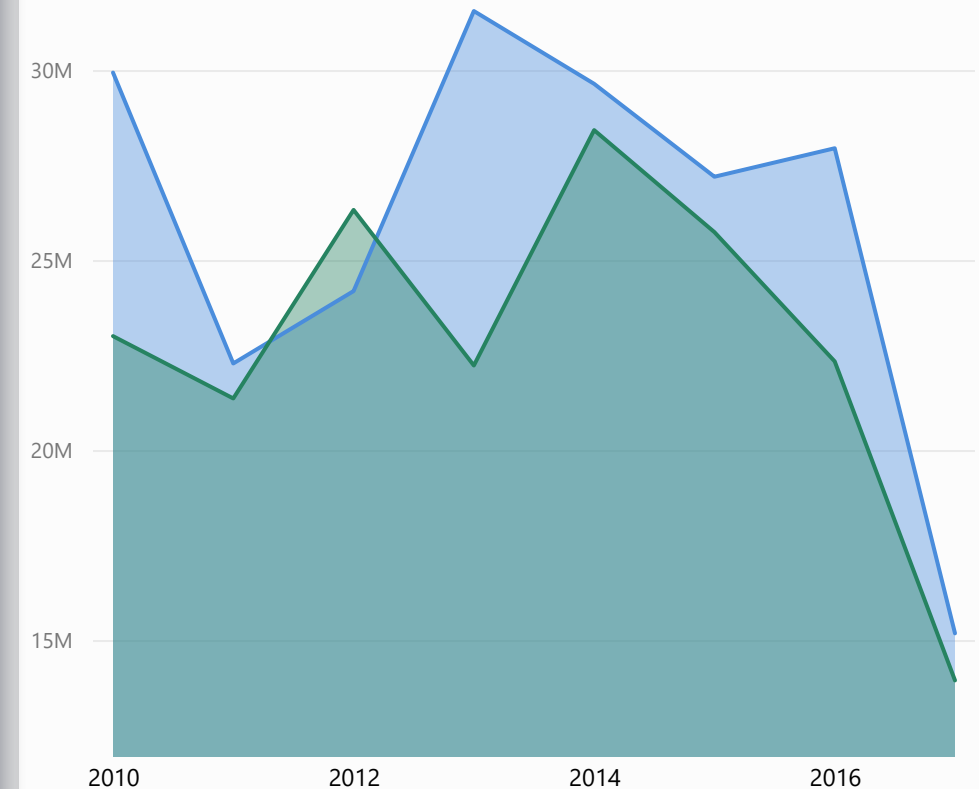
Total Revenue

Total Profit by Region



Total Profit by year and Sales Channel

Sales Channel ● Offline ● Online



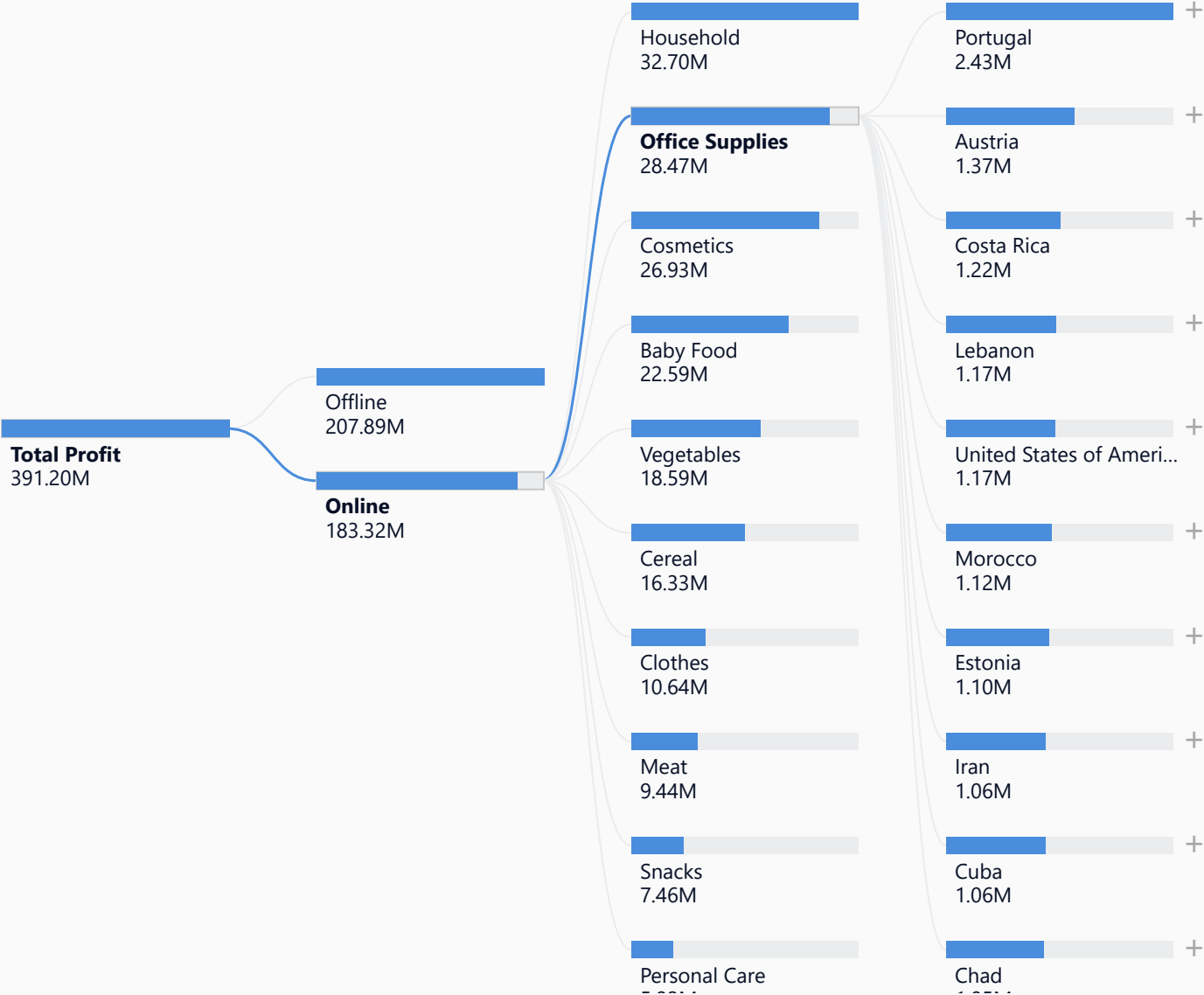
Sales Channel ×

Online

Item Type ×

Office Supplies

Country ×



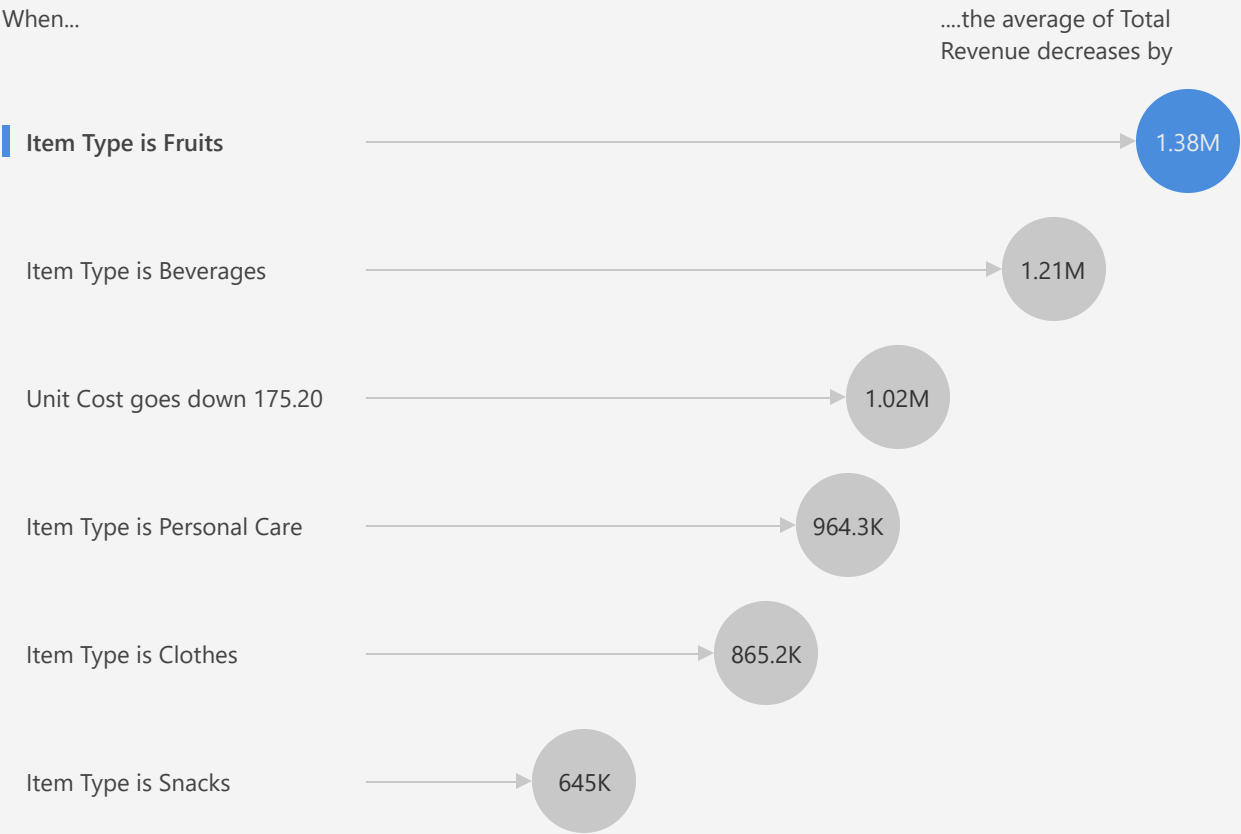
Key influencers Top segments



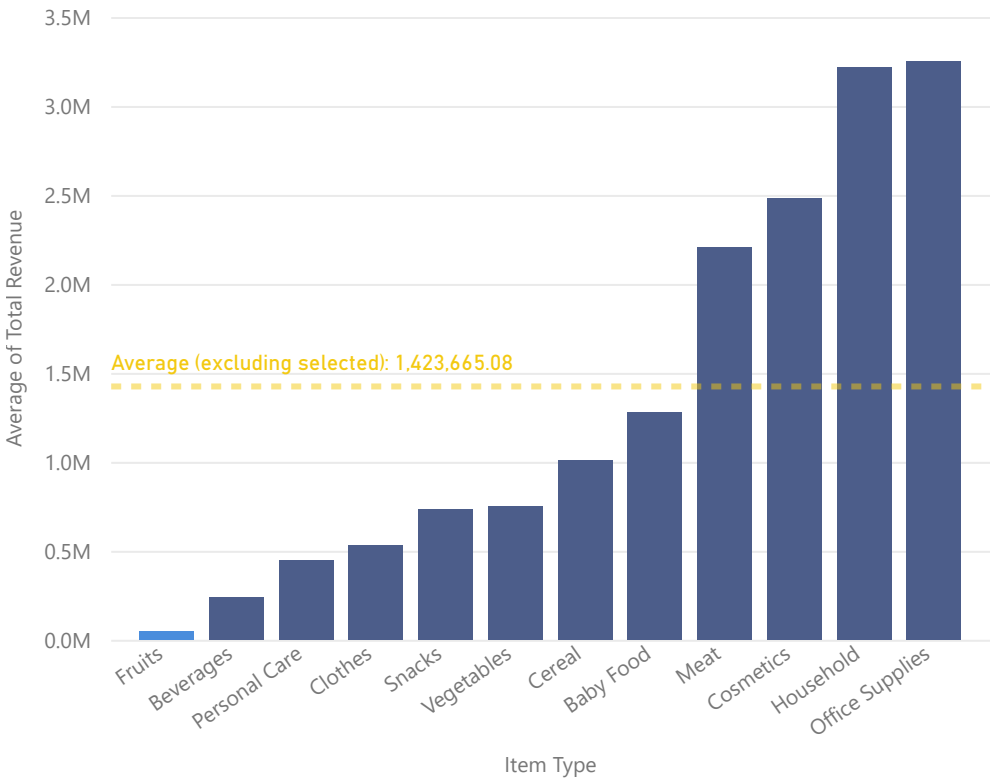
What influences Total Revenue to

Decrease

 ?



← Total Revenue is more likely to decrease when Item Type is Fruits than otherwise (on average).



☐ Only show values that are influencers

Total Revenue by year

