

Total Sales  
\$733.22K  
↑ 20.6%

Number of Sales  
3.3K  
↑ 28.2%

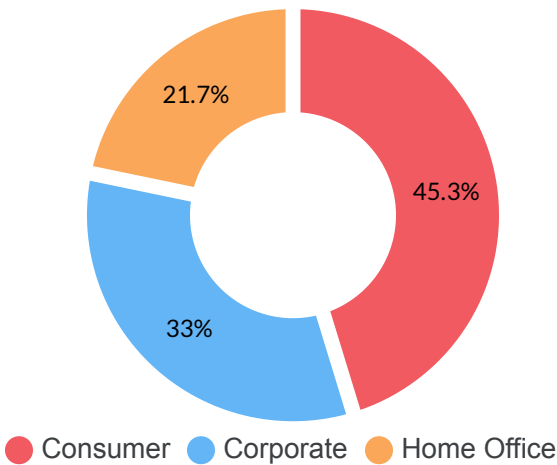
Total Profit  
\$93.44K  
↑ 14.6%

Weighted Profit Margin  
13%  
↓ -4.9%

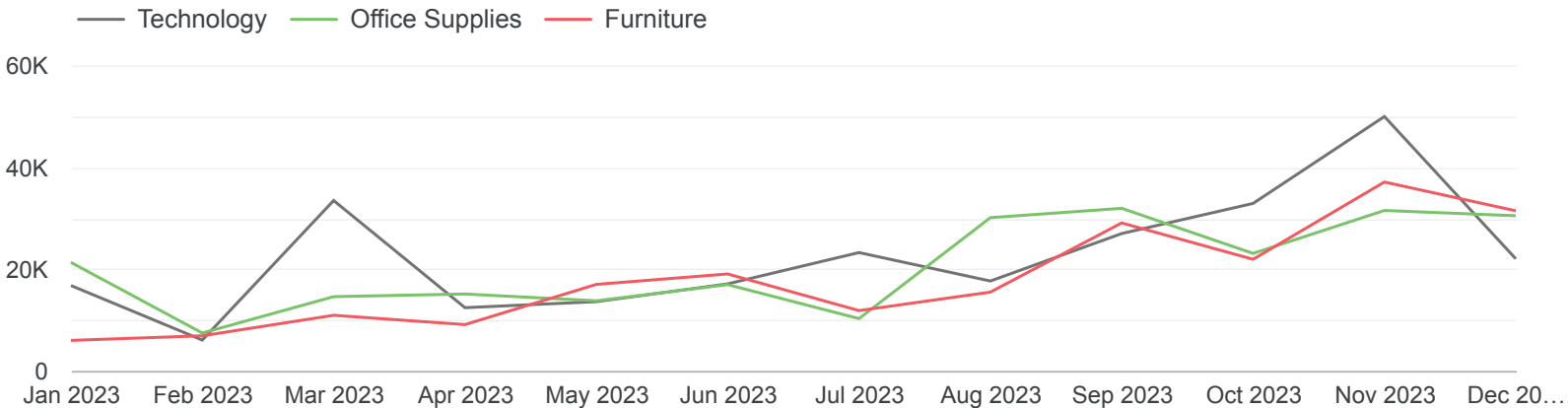
Average Order Value  
\$434.63  
↓ -6.2%

Jan 1, 2023 - Dec 31, 2023

Sales by Customer Segment



Sales over Time by Product Category



Returned / Not Returned

Profit Margin Segment Group

Customer Segment

Product Category

Product Subcategory

Product Details, Sorted by Sales and Quantity

	Product Name	Sub-Categ...	Category	Quantity	Sales	Discount
1.	Canon imageCLASS 2200 Advanced Copier	Copiers	Technology	11	35,699.9	0.2
2.	Martin Yale Chadless Opener Electric Letter Opener	Supplies	Office Supplies	16	11,825.9	0.4
3.	GBC DocuBind TL300 Electric Binding System	Binders	Office Supplies	19	10,943.28	1.6
4.	Hewlett Packard LaserJet 3310 Copier	Copiers	Technology	18	9,239.85	0.6
5.	Samsung Galaxy Mega 6.3	Phones	Technology	25	9,239.78	0.4
6.	Cubify CubeX 3D Printer Triple Head Print	Machines	Technology	4	7,999.98	0.5
7.	Fellowes PB500 Electric Punch Plastic Comb Bind...	Binders	Office Supplies	14	7,371.74	1.8
8.	HON 5400 Series Task Chairs for Big and Tall	Chairs	Furniture	14	7,220.09	0.5
9.	GBC DocuBind P400 Electric Binding System	Binders	Office Supplies	8	7,077.15	0.7
10.	Lexmark MX611dhe Monochrome Laser Printer	Machines	Technology	7	5,609.97	0.8

1 - 20 / 1511

Returned Orders

296

Returned Rate

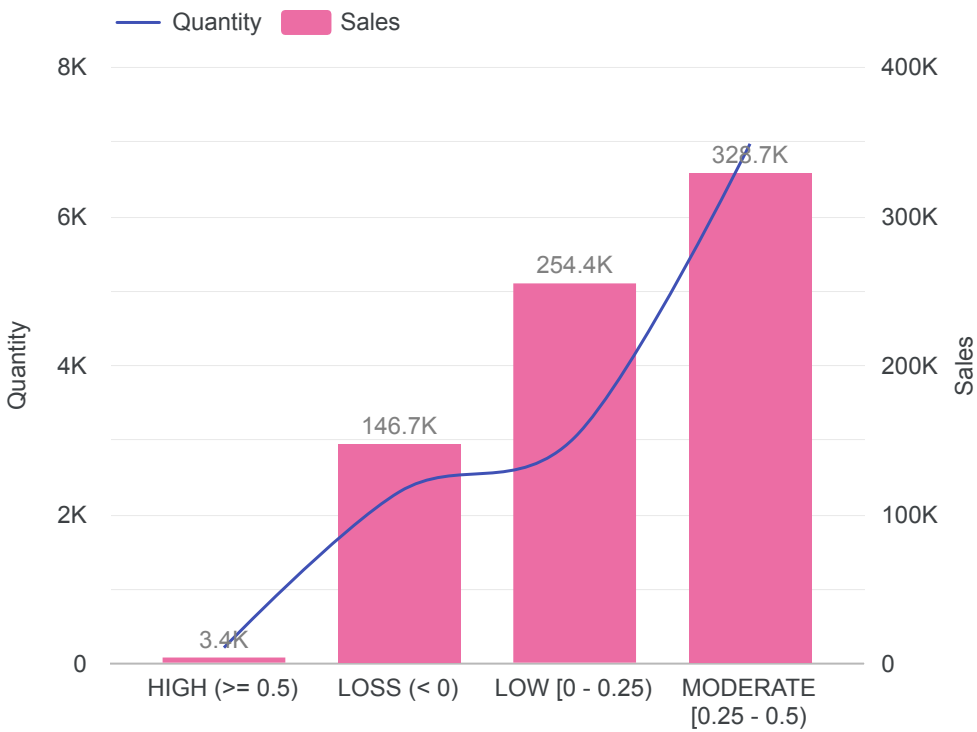
5.91%

Returned Orders List

	Order ID	Returned / Not
1.	US-2017-169551	All Good
2.	US-2017-169502	All Good
3.	US-2017-169488	All Good
4.	US-2017-169320	All Good
5.	US-2017-168802	All Good
6.	US-2017-168690	All Good
7.	US-2017-168613	All Good

1 - 50 / 5009

Quantity and Sales by Profit Margin Segment

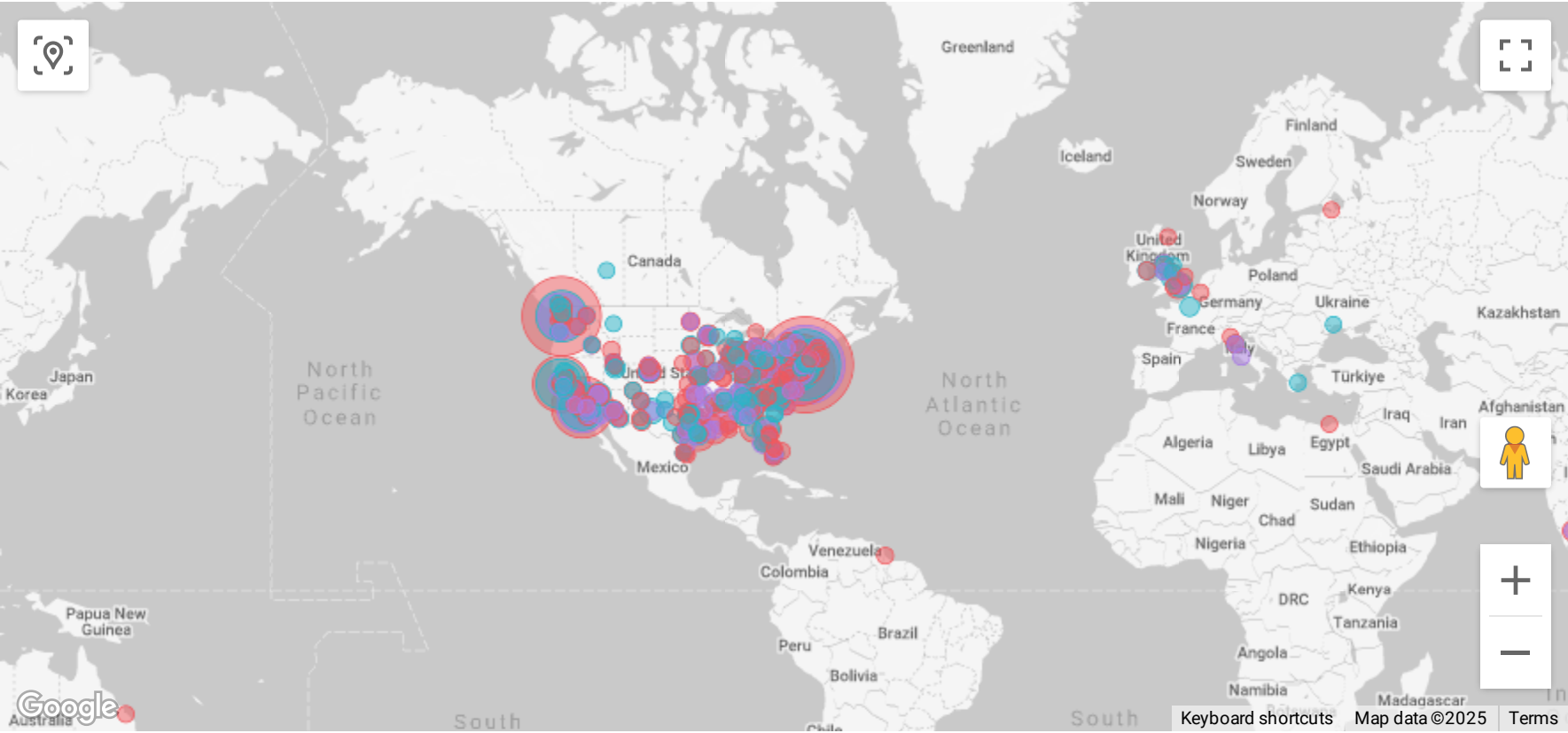


Target Sales

806,536.78

Percentage Change: 10%

Sales by City, Divided by Customer Segment

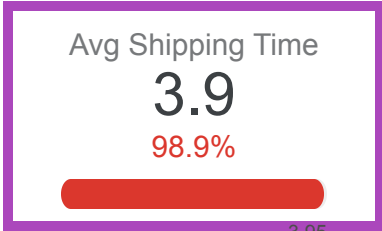


Sales

0.56 • 35,229.77

Segment

Consumer Home Office Corporate



Order Returned / Not Returned

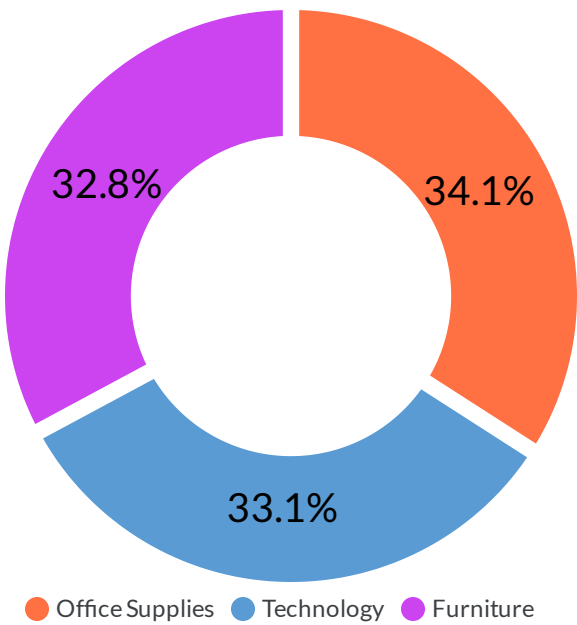
Product Category

Jan 1, 2023 - Dec 31, 2023

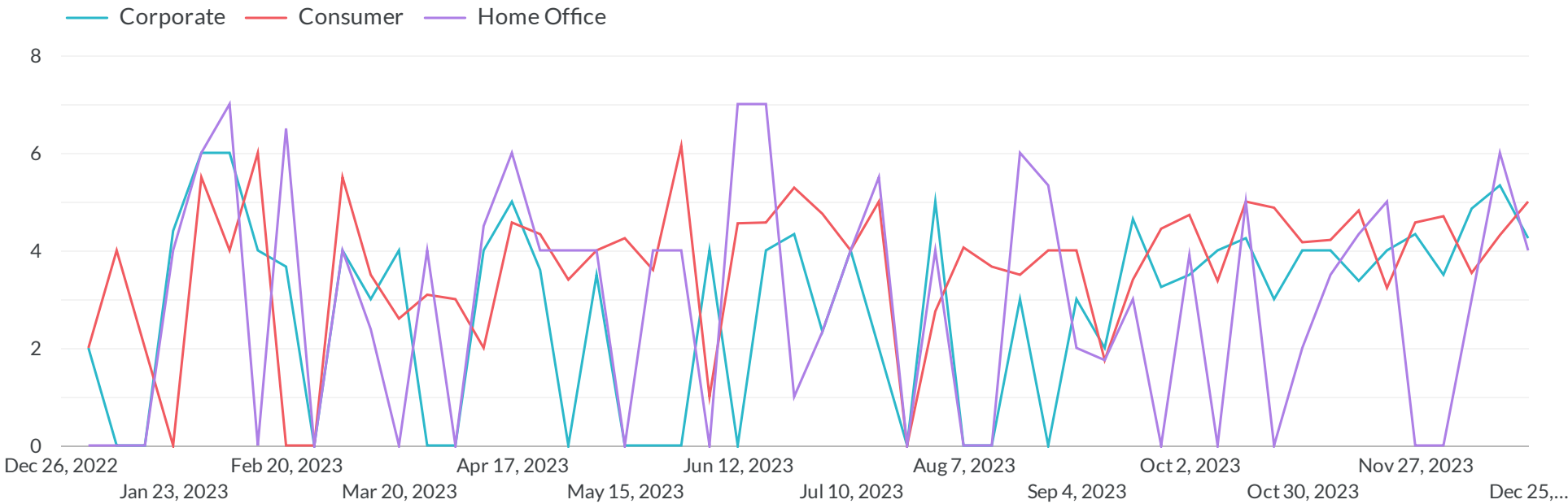
Profit Margin Segment Group

Segment

Average Shipping Time by Product Category



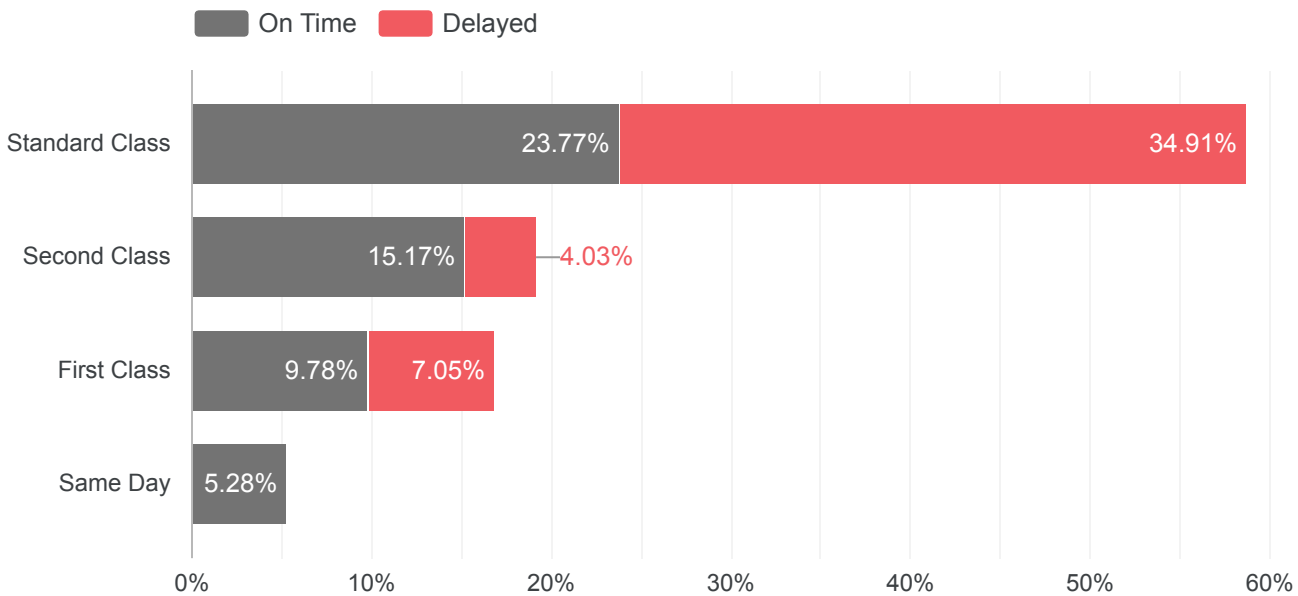
Average Shipping Time & Shipping Mode Distribution for Each Customer Segment



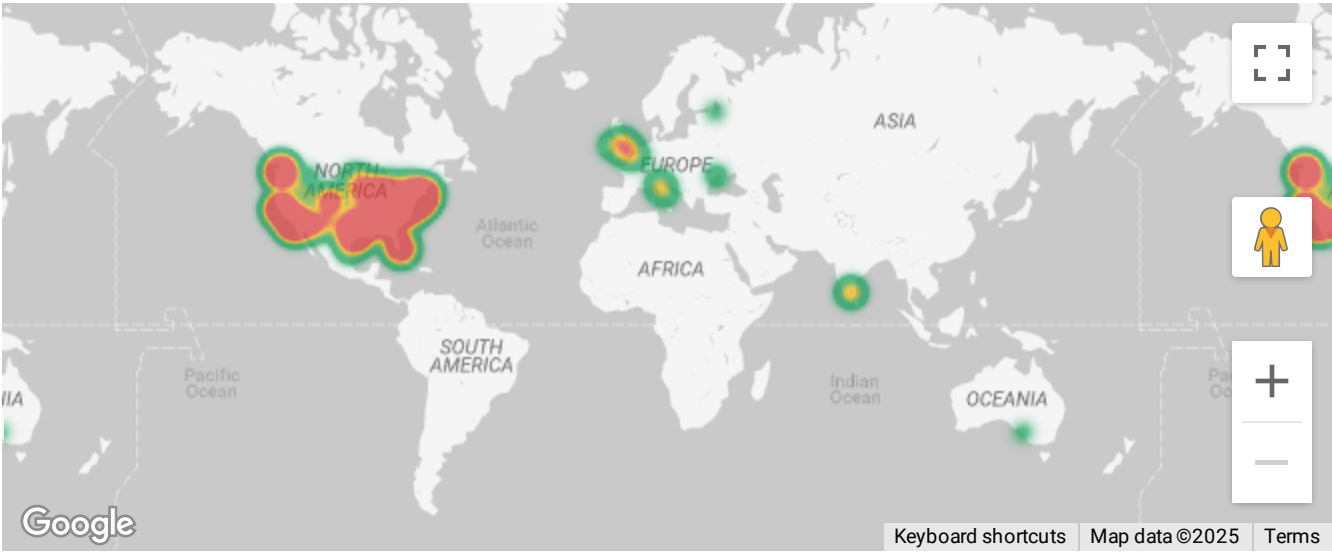
Delivery Speed across Profit Margin Categories per Shipping Method



Proportion of On Time and Delayed Orders per Shipping Method



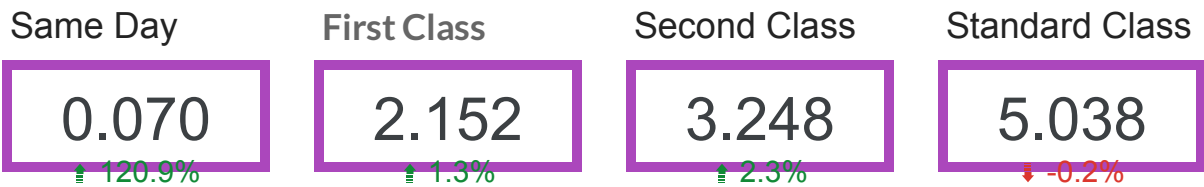
City by Orders, Color indicates Number of Delayed Orders



Average Shipping Time & Shipping Mode for Each Product Category

Ship Mode / Average Shipping Time					
Category	Standard Class	Second Class	First Class	Same	Grand t...
Office Supplies	5.06	3.25	2.21		3.96
Technology	5.01	3.21	2		3.84
Furniture	4.99	3.28	2.13		3.81

Current Shipping Time Averages



Target Shipping Time Averages

