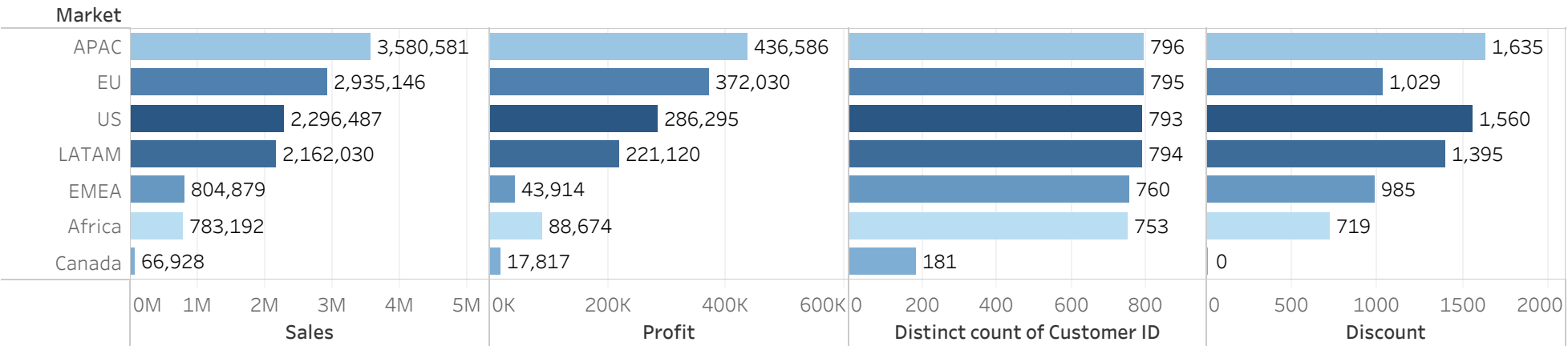


Critical Analysis of a Retailing Firm

Market Overview	Canadian Market Study	Customer Analysis	Product Analysis	Shipping Analysis
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Market Overview

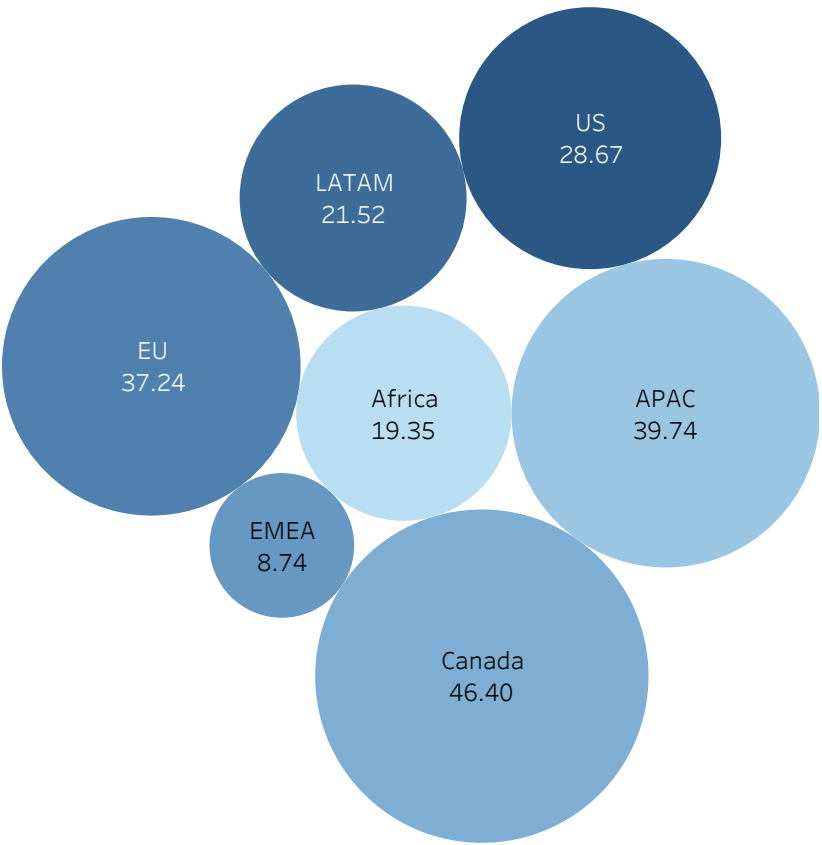
Overall Analysis on Sales, Profit, Customer Count and Discount



Marketwise Average Profit

The relationship between Order Priority and Shipping Cost

Order Prioriti..	APAC	EU	US	Market LATAM	Africa	EMEA	Canada
Critical	81.98	69.21	50.82	49.85	46.72	45.25	40.81
High	43.36	39.57	30.54	28.49	22.17	21.04	22.55
Medium	24.73	21.30	16.57	16.17	13.49	12.09	14.23
Low	36.14	32.59	23.44	23.52	21.73	16.95	4.54

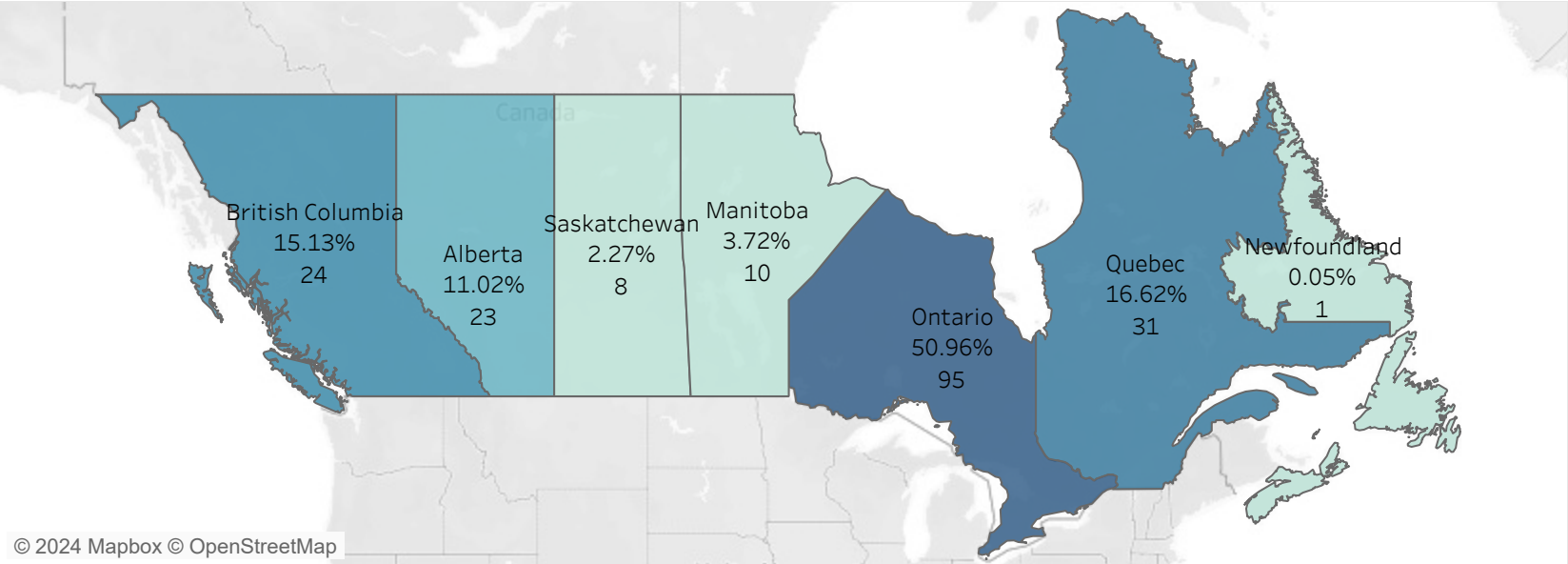


Critical Analysis of a Retailing Firm

Market Overview	Canadian Market Study	Customer Analysis	Product Analysis	Shipping Analysis
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Canadian Market Study

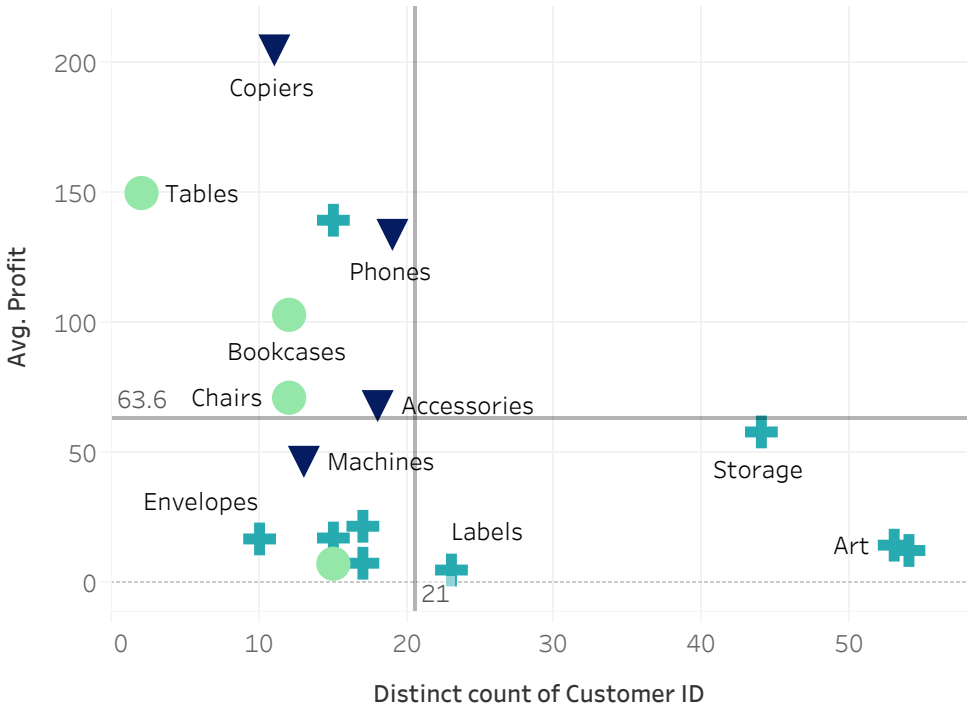
(Statewise) Percentage of Total Profit and Customer Base



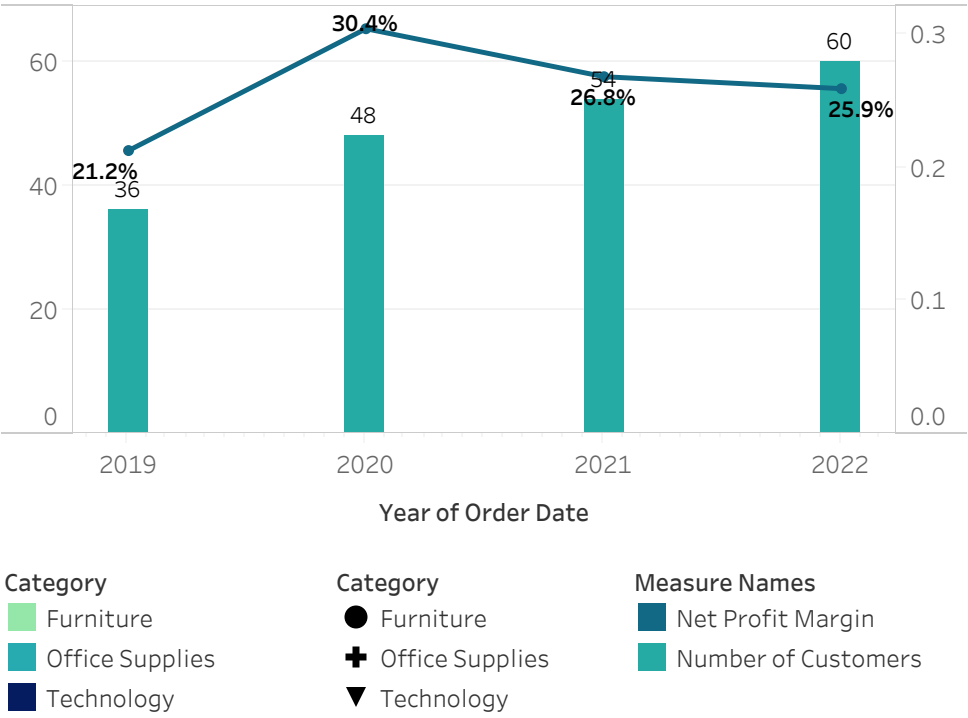
Statewise Net Profit Margin

State	Net Profit Margin
Manitoba	32.8%
Alberta	30.0%
British Colu..	28.2%
Quebec	27.1%
Ontario	25.6%
Saskatche..	20.7%
Nova Scotia	10.7%
Newfoundl..	9.0%

Average Profit vs Number of Customers (Sub-Categories)



Yearly analysis - Number of Customers vs Net Profit Margin

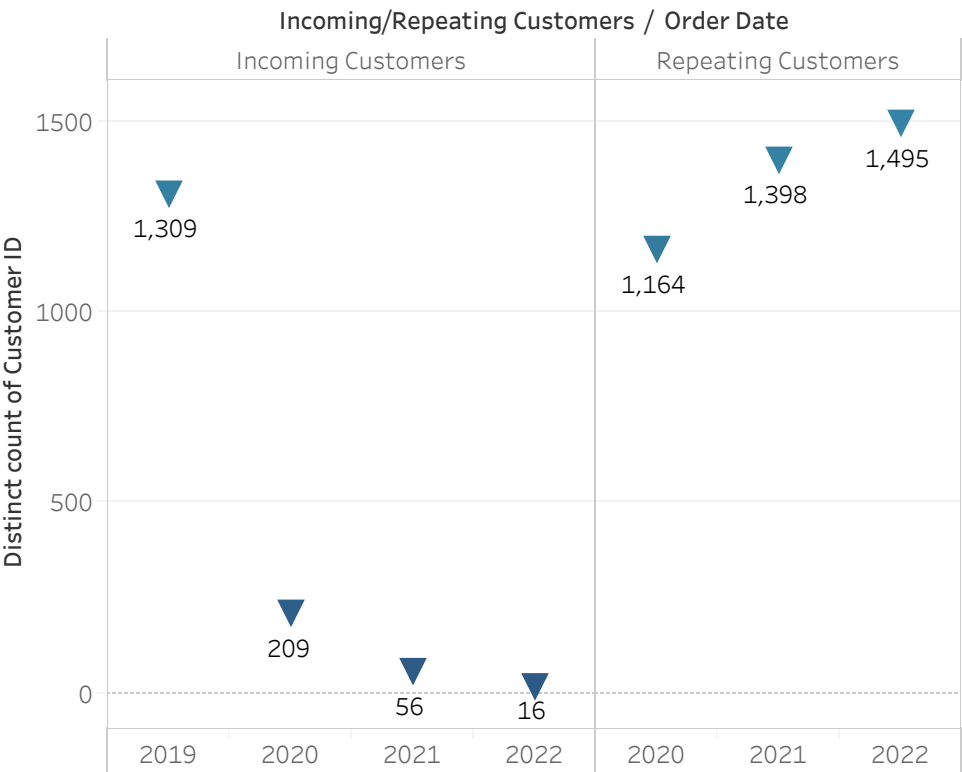


Critical Analysis of a Retailing Firm

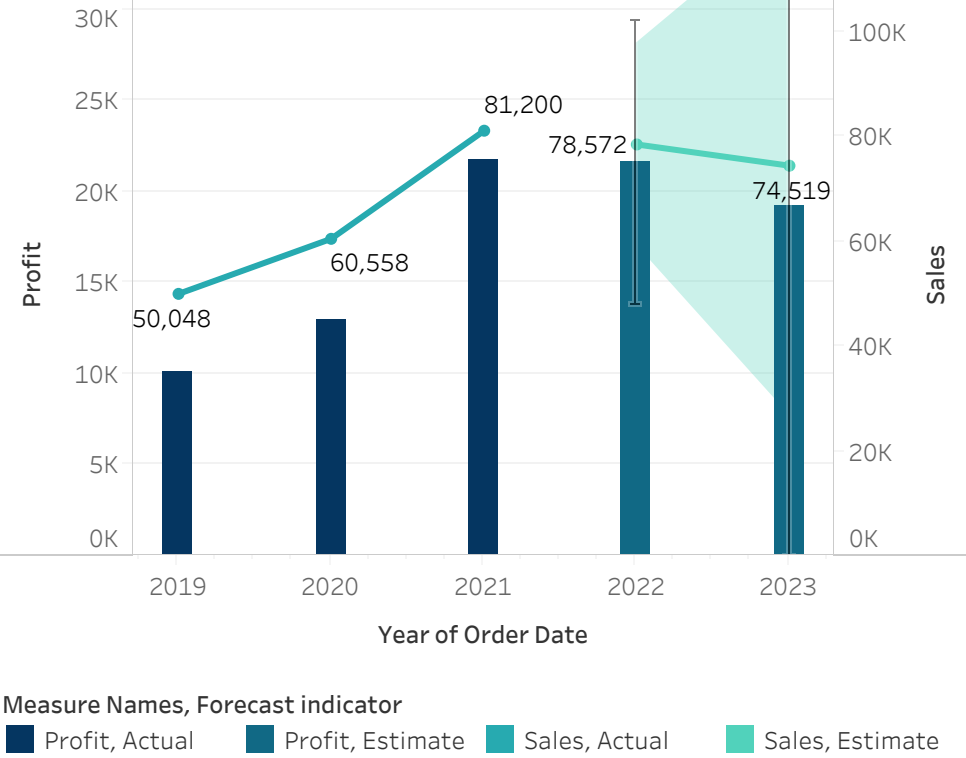
Market Overview	Canadian Market Study	Customer Analysis	Product Analysis	Shipping Analysis
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Customer Analysis

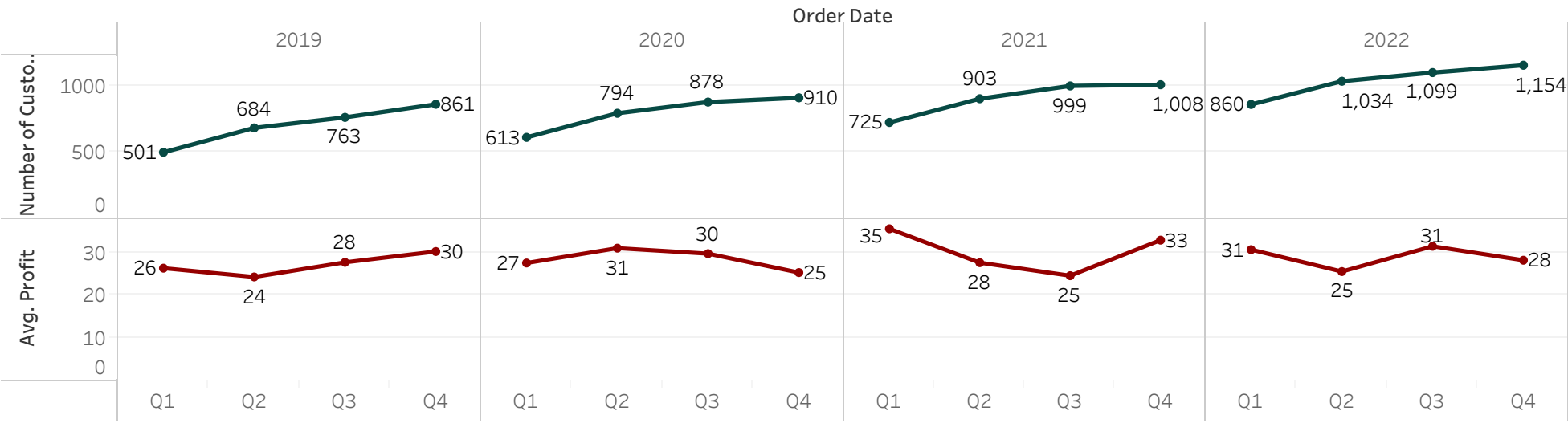
Yearly Analysis - Incoming Customers vs Repeating Customers



Sales and Profit Forecast of the Top 10 contributors to profits



Number of Customers vs Avg. Profit (Seasonal analysis)

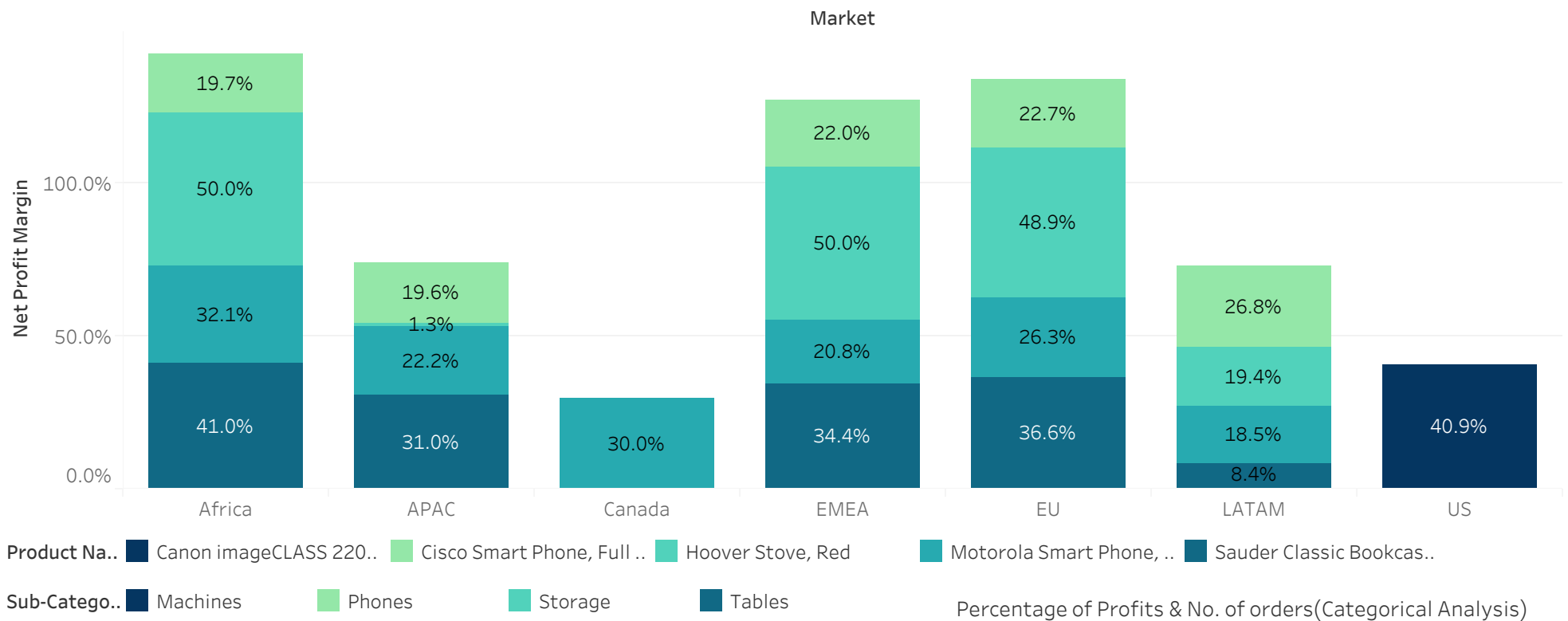


Critical Analysis of a Retailing Firm

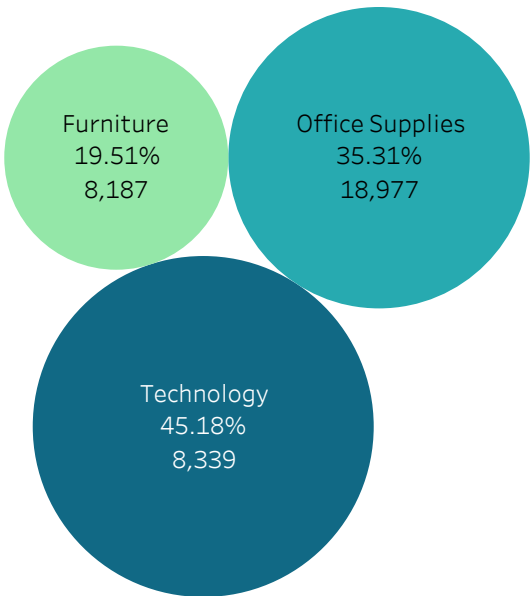
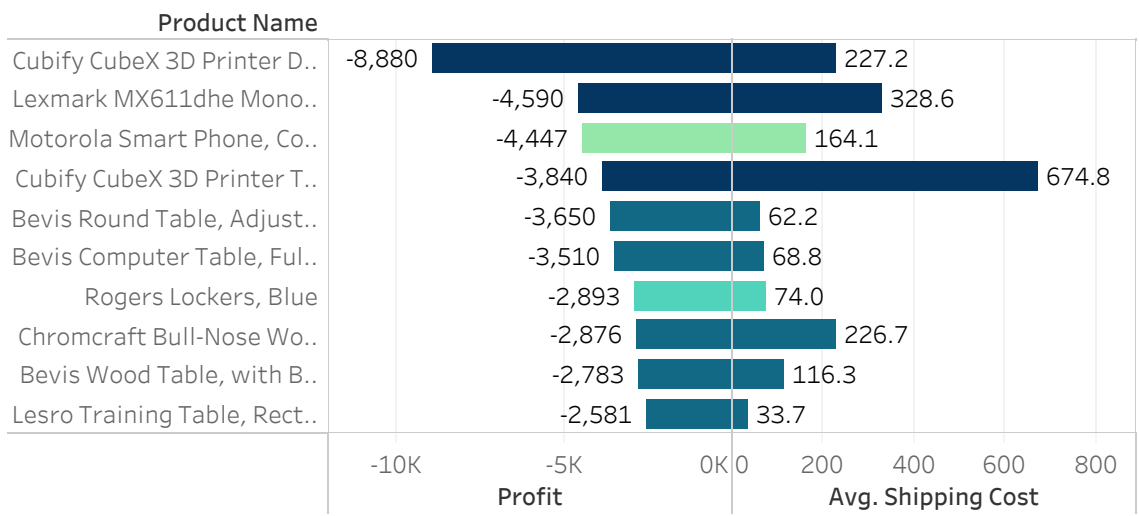
Market Overview	Canadian Market Study	Customer Analysis	Product Analysis	Shipping Analysis
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Product Analysis

(Marketwise)Net Profit Margin of the Top 5 Most Profitable Products



Most Unprofitable Products vs Avg. Shipping Cost

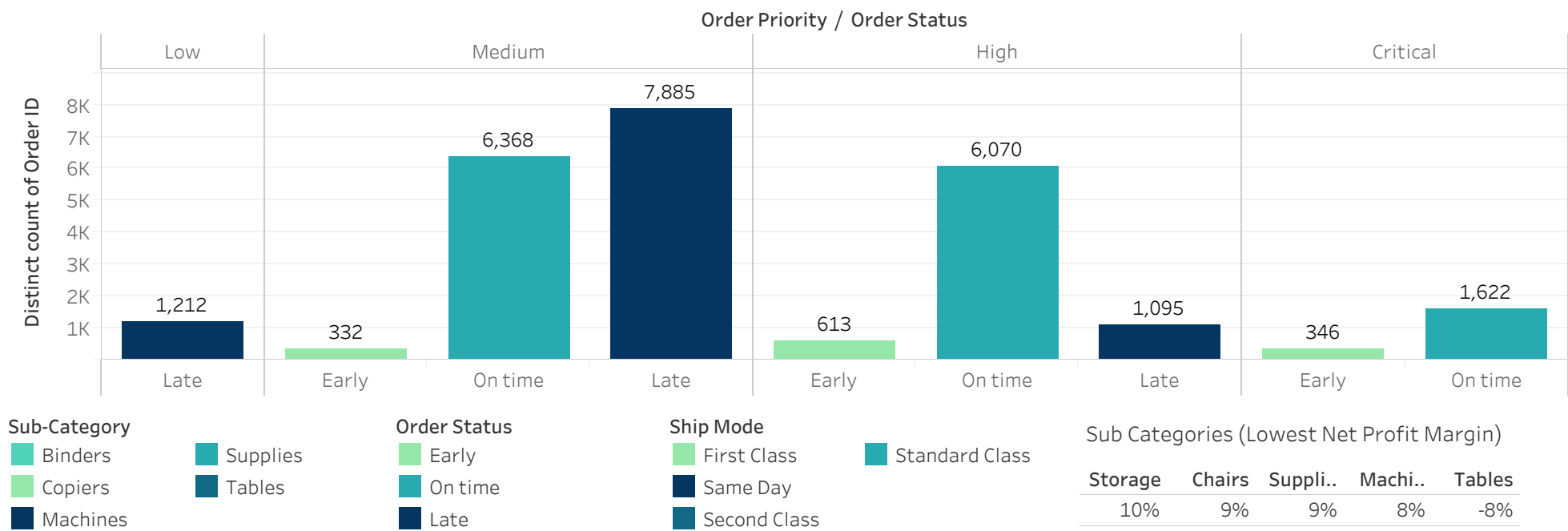


Critical Analysis of a Retailing Firm

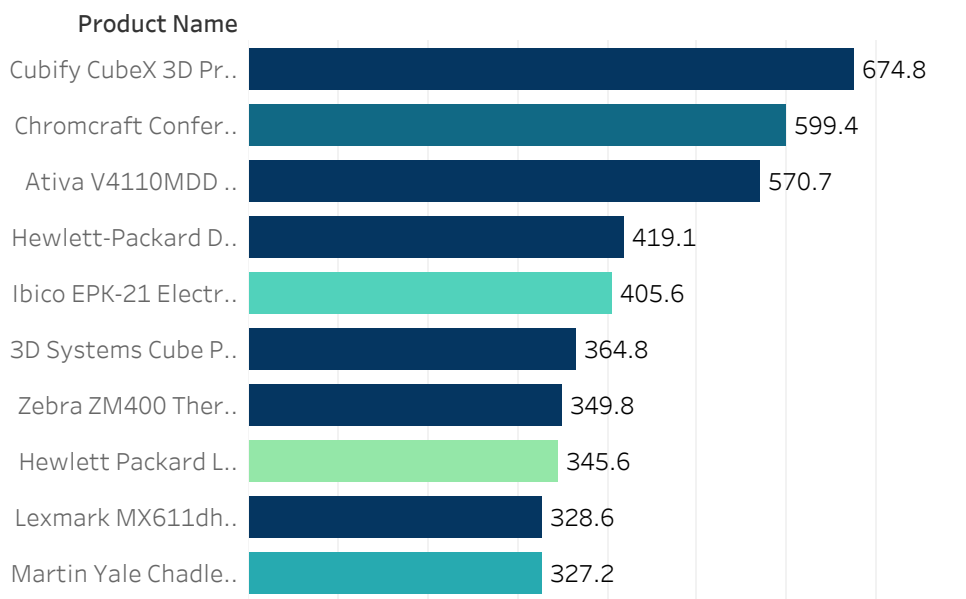
Market Overview	Canadian Market Study	Customer Analysis	Product Analysis	Shipping Analysis
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Shipping Analysis

Relationship between Order Priority and Order Status



Products with the Highest Shipping Costs



Net Profit Margin vs Avg. Shipping Cost for Tables (Based on ship mode)

