

ACCOUNT PERFORMANCE METRICS AND SALES TREND

Year

2017 2018 2019 2020 2021



Medium Business account type is experiencing higher profitability driven by the avg 5YR CAGR.

2021 recorded the highest sales volume, while 2018 showed substantial increase in sale volume followed by a drastic drop in 2018. However, 2020 witnessed an increase and 2021 saw slight decline in sales volume.



Online Retailer generated the highest sales volume, totaling 408,515 units, accounting for 28% of the total sales volume. Medium Business followed closely behind with sales volume of 380,565 units, comprising of 26% of the total sales volume.

The account name MB4 proved to be the most productive account, garnering an impressive volume of approximately 39,413 units in sales.

Whereas, accounts WD11, WD1 and SB10 respectively are the lowest performing accounts in terms of sales volume.