

Date

1/1/2015

1/31/2018

Category

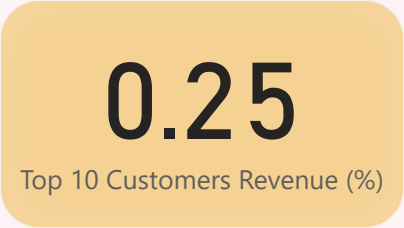
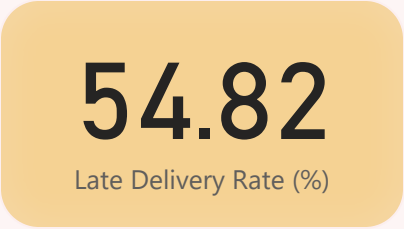
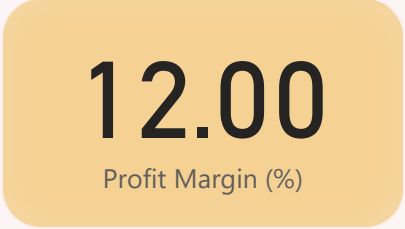
All

Country

All

Segment

All



Market Performance		
Market	Profit Margin (%)	Late Delivery Rate (%)
Africa	12.23	54.13
Europe	11.97	54.95
LATAM	12.16	54.36
Pacific Asia	11.54	55.30
USCA	12.39	54.83

What Needs to Improve

These are areas that show average performance or rising issues. Usually **slipping metrics** or things that aren't urgent but need tweaking.

- **Average Slipping Delay** (~0.57 days)
Consider aligning promised dates with actual performance
- **Profit Margin** (~12%)
Acceptable, but review high-discount categories
- **Moderate Sales Regions**
Like **Europe** and **Australia** might benefit from marketing pushes

What Needs to Grow

These are **strengths and opportunities** in business areas. Leverage there areas to expand, invest and promote

- **Fishing Category**
Top revenue and high profit → expand offerings or highlight in campaigns
- **High AOV Customers**
Improve promotions for loyal customers
- **Bundled Purchases** (Cart Size: ~5.84)
Consider more bundled promotions and campaigns

What Needs to Be Fixed

These are the business red flags — **profit loss areas**, performance killers or sources of customer dissatisfaction.

- **Late Delivery Rate** (~54.82%)
Critical logistics, above target value (~10%)
- **Computers Category**
High revenue but **negative profit**
- **First Class Shipping Mode**
Highest delay rate at ~95%
- **Products with 100% Discount**
Check pricing and discount rules

Categories vs Metrics				
	Category	Profit Margin (%)	Discount Orders Rate (%)	Late Delivery Rate (%)
+	Accessories	13.90	94.01	56.99
+	As Seen on TV!	3.86	94.12	57.35
+	Baby	13.92	94.69	52.66
+	Baseball & Softball	15.13	95.38	55.25
+	Basketball	7.47	93.75	54.69
+	Books	7.81	94.57	56.54
+	Boxing & MMA	11.33	94.54	56.29
+	Cameras	12.59	94.43	58.11
+	Camping & Hiking	11.55	94.92	54.63
+	Cardio Equipment	11.54	94.80	54.65
+	CDs	13.96	94.46	52.03
+	Children's Clothing	12.99	94.33	53.37
+	Cleats	12.42	95.48	55.08
+	Computers	11.70	94.34	50.68
+	Consumer Electronics	13.50	94.43	55.22
+	Crafts	12.72	94.42	55.99
+	DVDs	9.22	94.41	52.62

Revenue & Profit

- **\$33M in revenue** with a **12% margin**
- Top 10 Customers = ~**0.25% of total revenue**
- Negative profit orders = ~**14k**, mostly in computers

Shipping & Logistics

- **54.82% late deliveries** (avg delay just **0.57 days**)
- **Worst Performance Mode** = "First Class"

Product Performance

- **Fishing** = Most Profitable Category
- **Computers** = frequent **loss leaders** due to heavy discounts

Customer Behavior

- Returning Customers > New Customers (1.4 : 1 ratio)
- Average Cart Size = **5.84 items**

Geography

- Revenue concentrated in **US & Canada**
- High late delivery all around, with **highest rate** in **Pacific Asia**