

Date

Category

Country

Segment

65752

Total Orders

33.05M

Total Revenue

3.97M

Total Profit

12.00

Profit Margin (%)

5.84

Average Cart Size

0.57

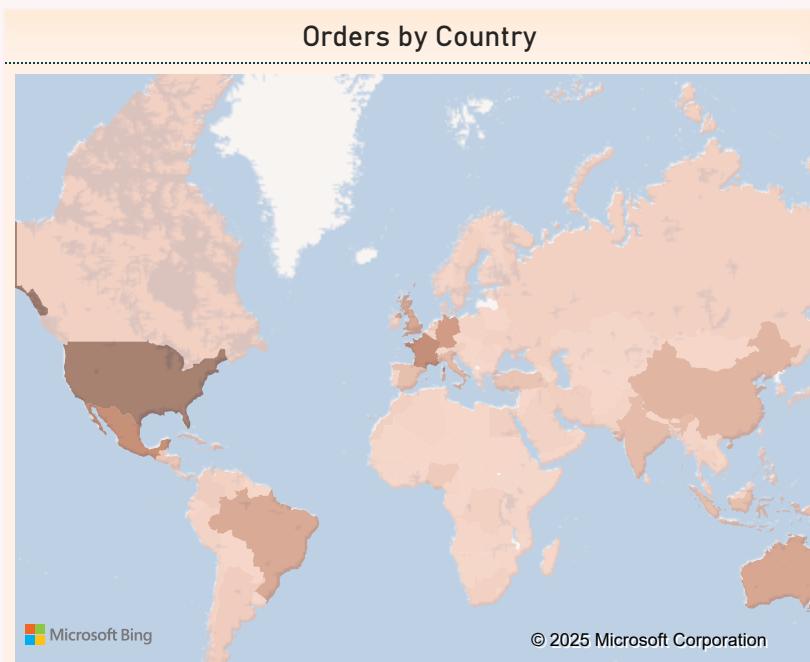
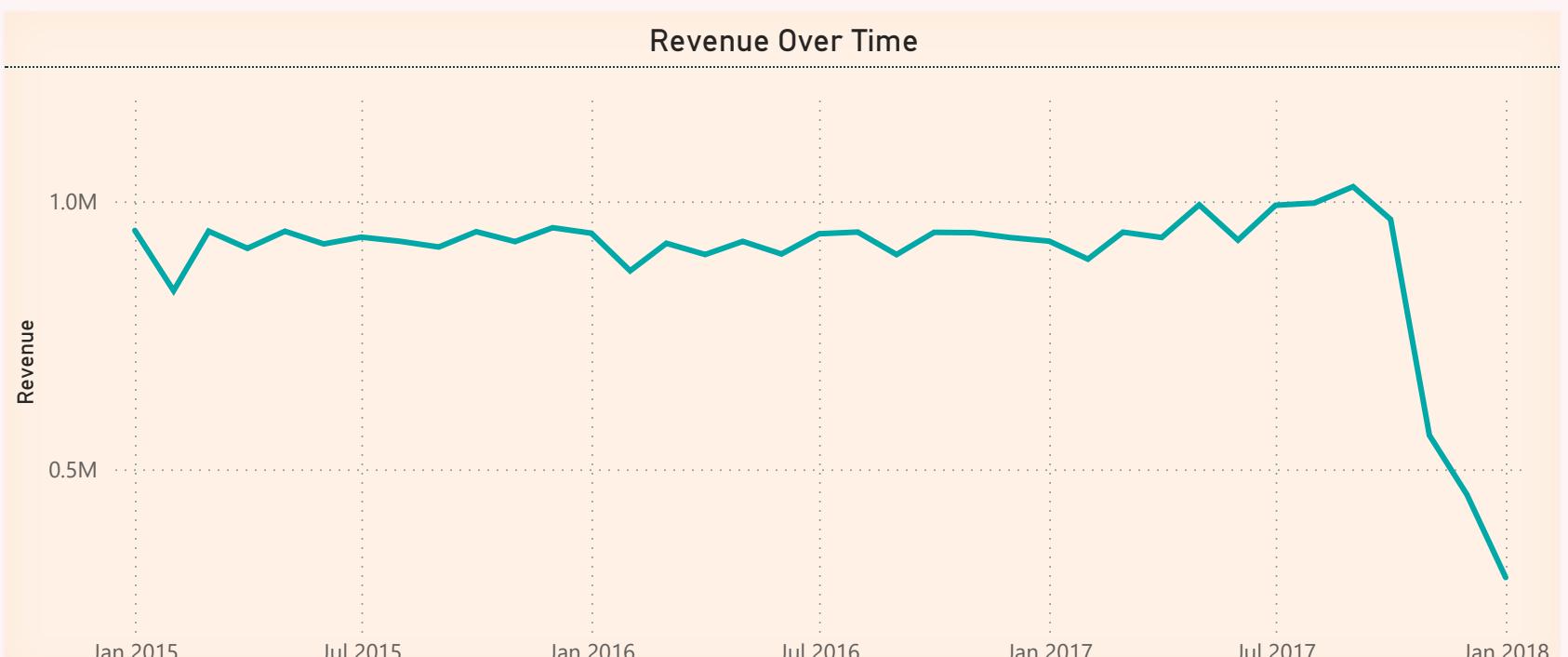
Average Shipping Delay

36048

Late Delivery Orders

54.82

Late Delivery Rate (%)



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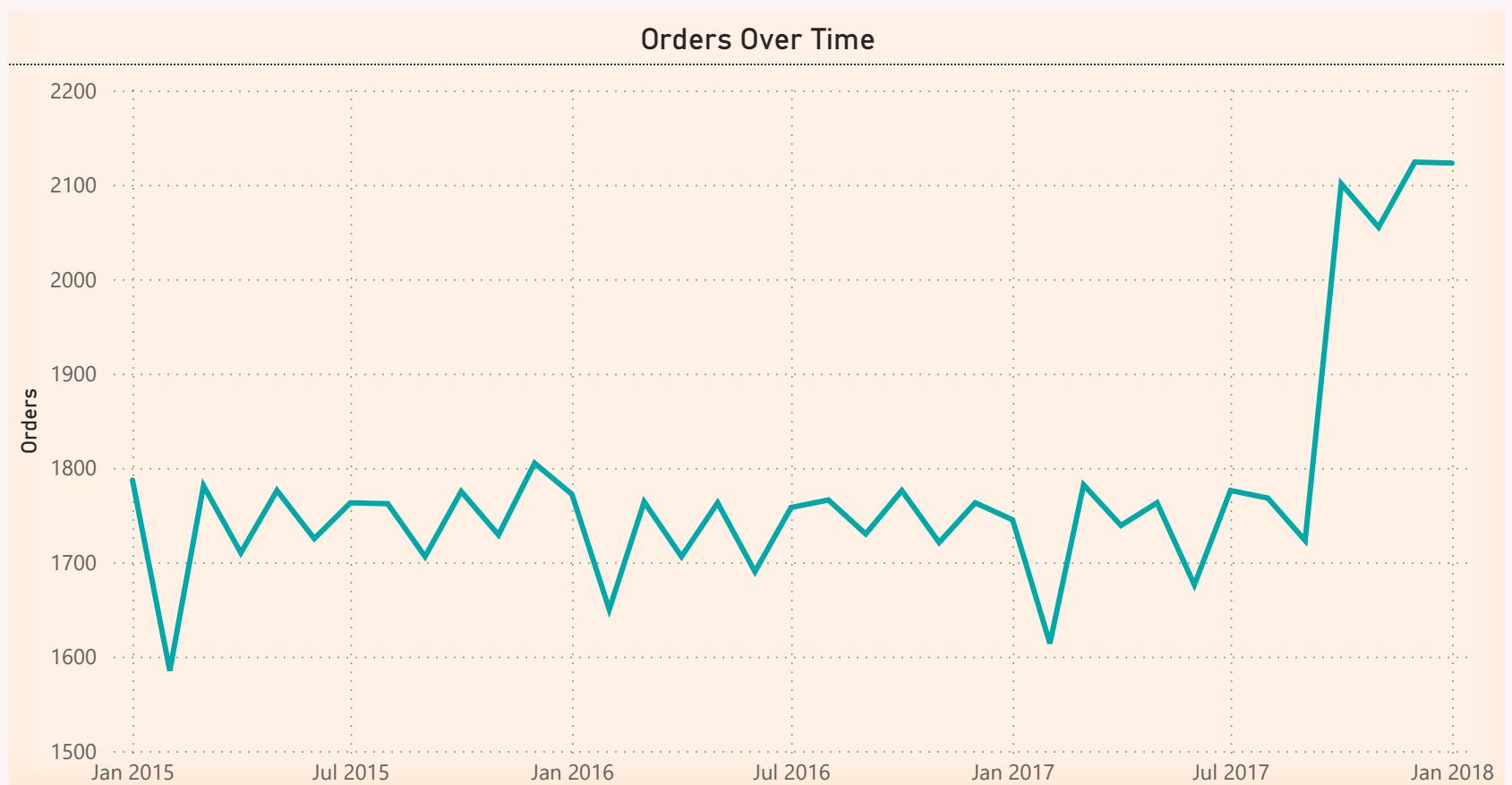
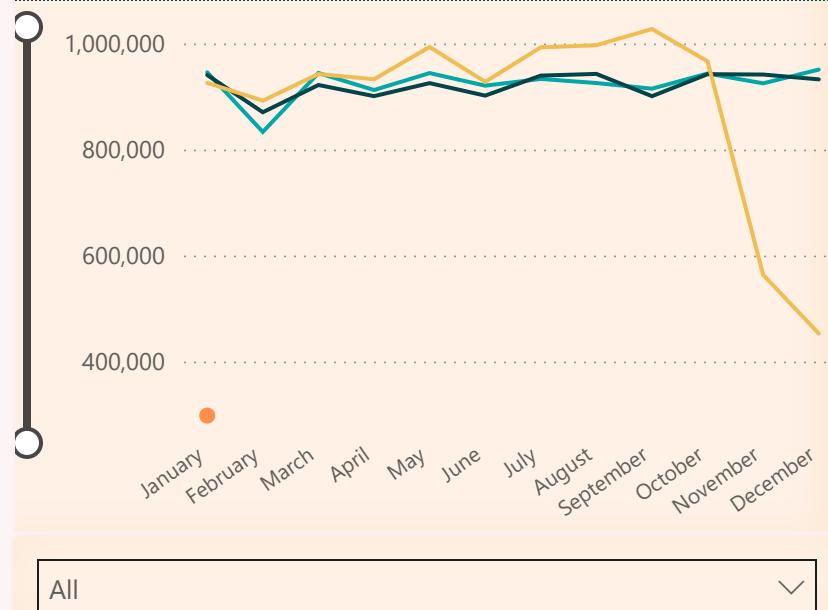
33.05M

Total Revenue

1,777

Average Orders

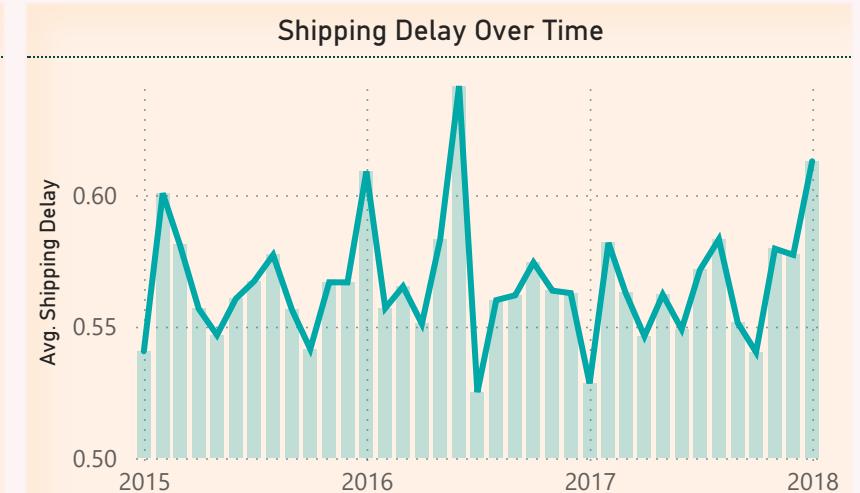
Year over Year Performance

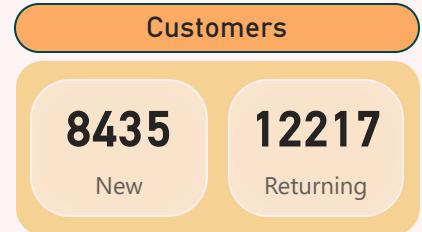
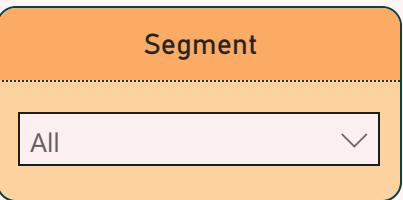
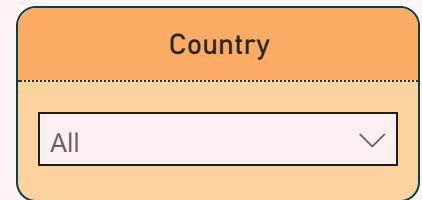
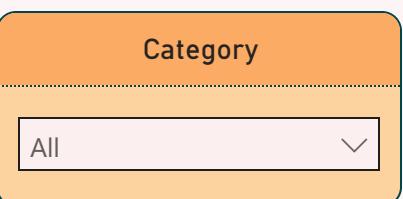
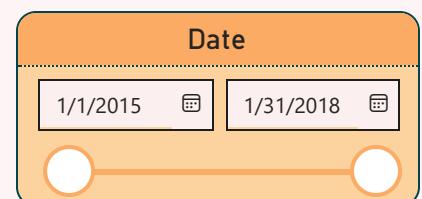


Profit Over Time



Shipping Delay Over Time

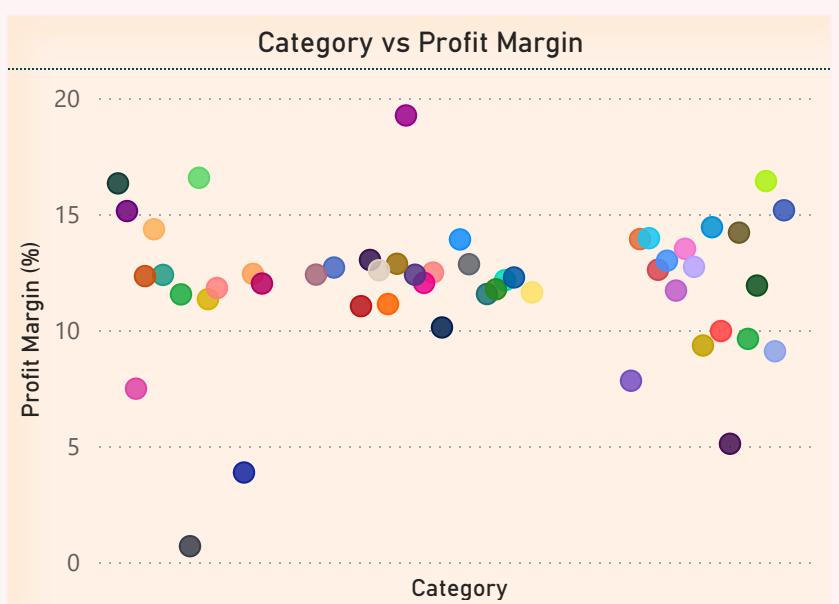
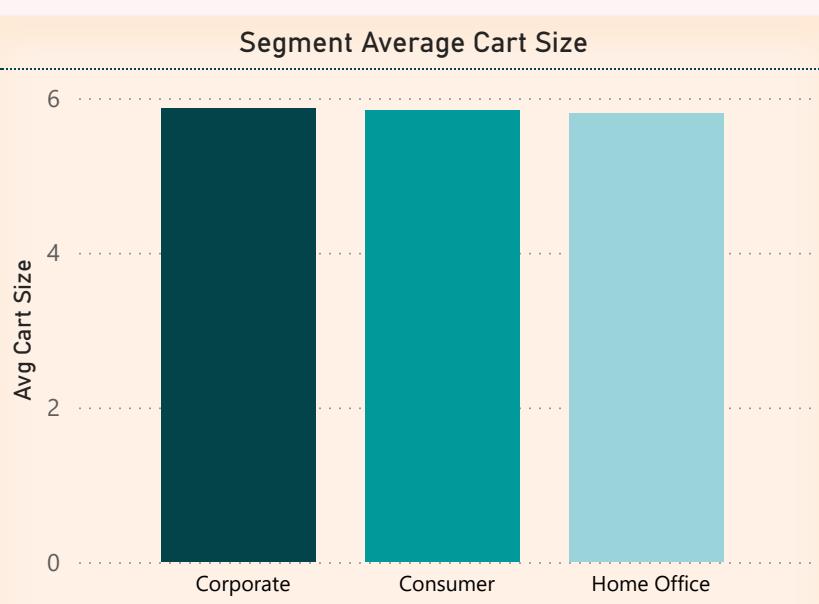
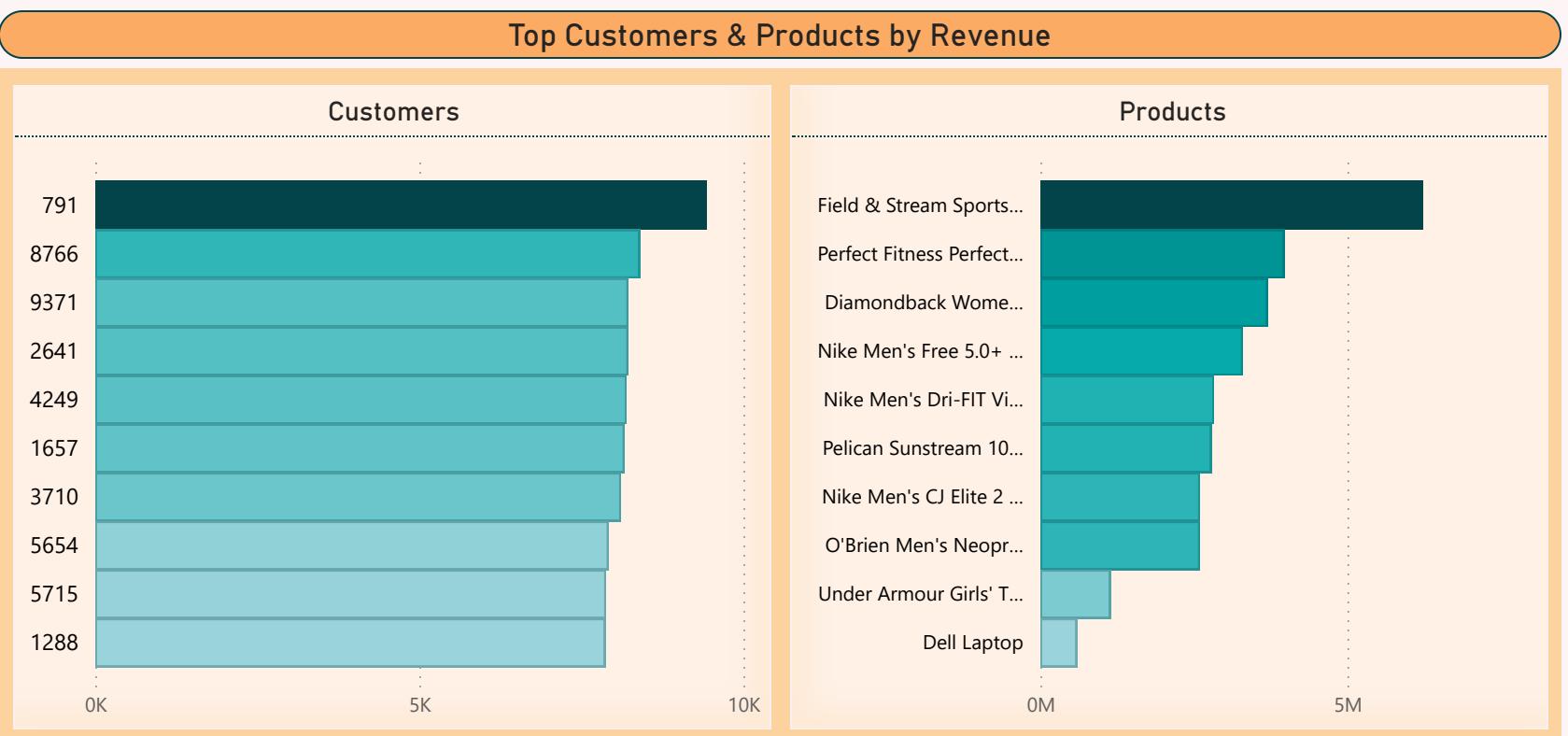
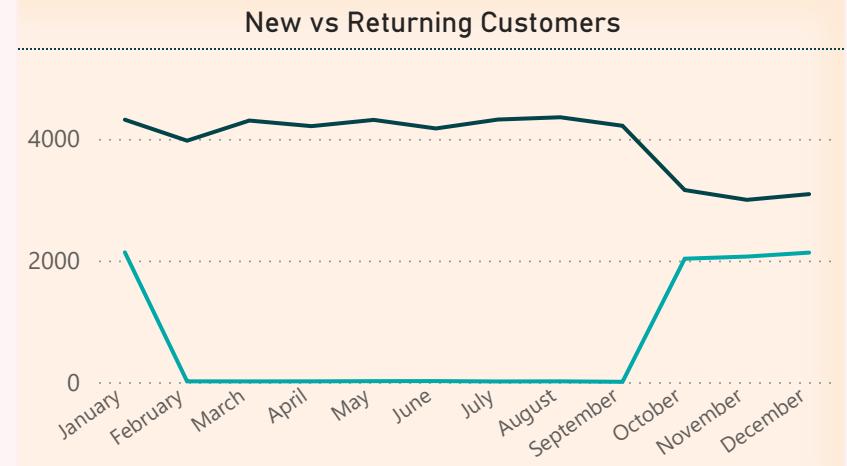




Category	Revenue
Fishing	6,227K
Cleats	3,983K
Camping & Hiking	3,701K
Cardio Equipment	3,320K
Women's Apparel	2,829K

20652
Total Customers

0.25
Top 10 Customers Revenue (%)

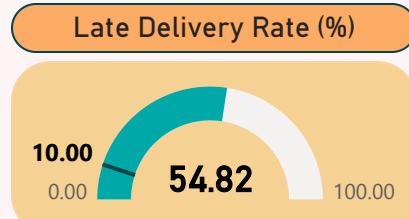


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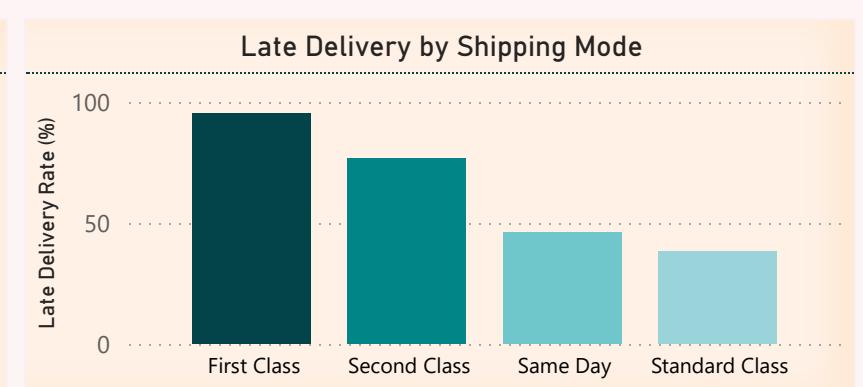
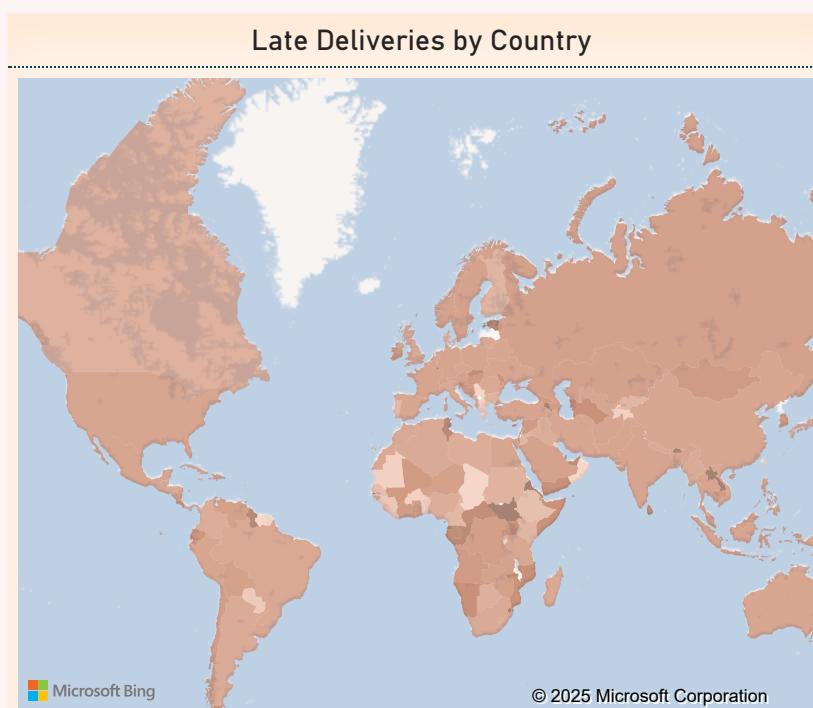
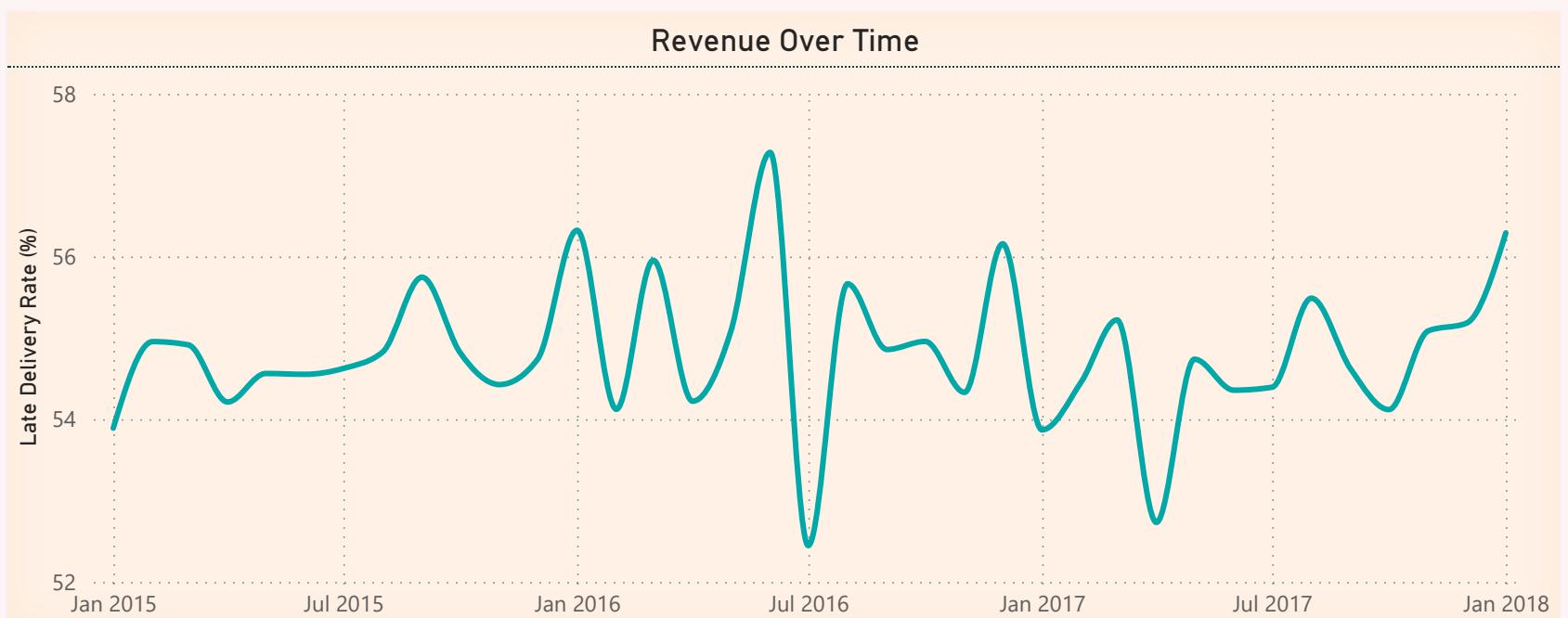
36048
Late Delivery Orders

0.57
Average Shipping Delay

65752
Total Orders

Worst Delivery Rate Categories

Golf Bags & Carts	Cameras	Music	Accessories
68.85	58.11		
Lacrosse	Strength Training		
60.12	57.66		
Pet Supplies	As Seen on TV!		
58.94	57.35		
		57.14	56.99
		Fitness Accessories	
		56.68	
		Books	
		56.54	



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12.00

Profit Margin (%)

Fishing

Top Category by Profit

3.73M

Total Discount

14K

Negative Profit Orders

20.66

Average Discount

21.97

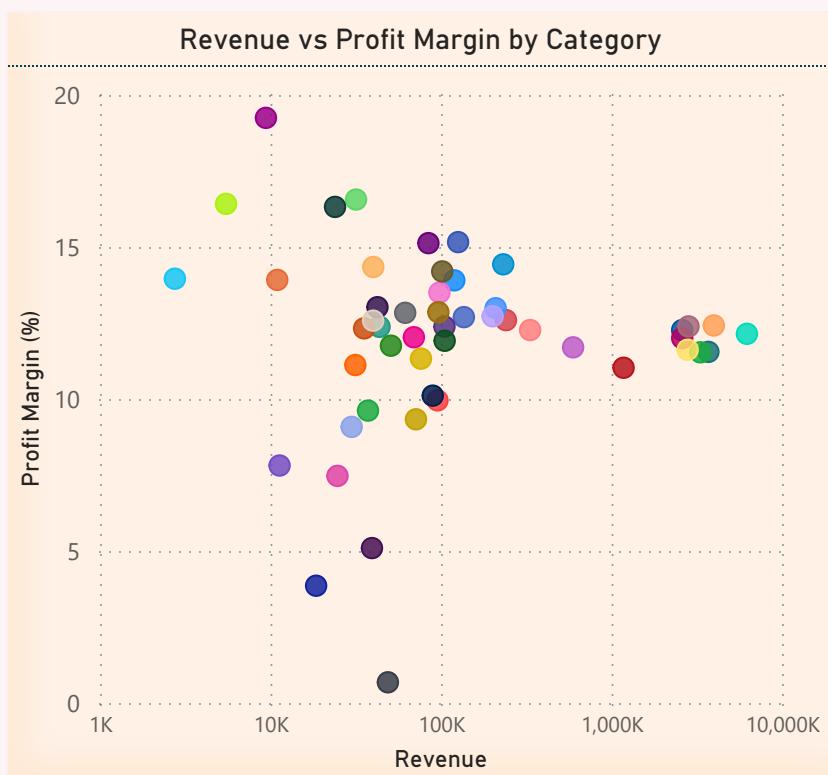
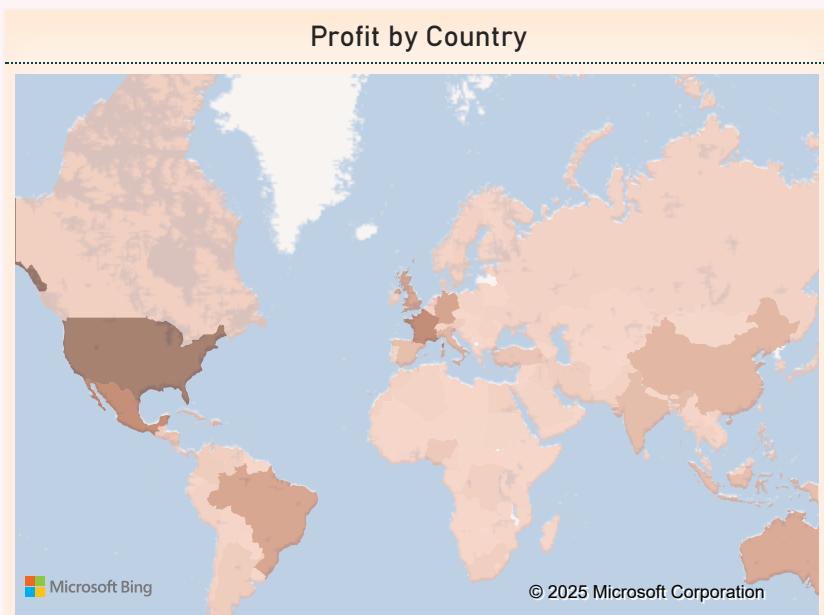
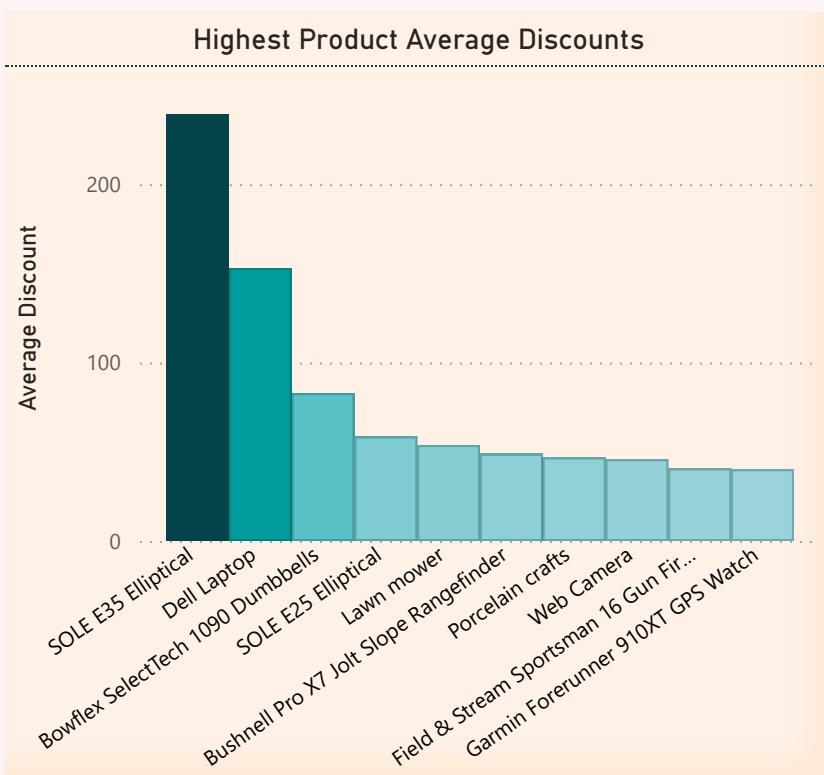
Average Profit

7.85M

Profit Gain

-3.88M

Profit Loss



Negative Profit Orders

Order ID	Quantity	Profit	Discount	Revenue	Category
68859	1	-4,274.98	100.00	1,899.99	Strength Training
70533	1	-3,442.50	150.00	1,350.00	Computers
74556	1	-3,366.00	180.00	1,320.00	Computers
70760	1	-3,000.00	300.00	1,200.00	Computers
74508	1	-2,592.00	60.00	1,440.00	Computers
70560	1	-2,550.00	0.00	1,500.00	Computers
70537	1	-2,351.25	75.00	1,425.00	Computers
70845	1	-2,328.00	45.00	1,455.00	Computers
70753	1	-2,280.00	75.00	1,425.00	Computers
70683	1	-2,255.25	45.00	1,455.00	Computers
70718	1	-2,232.00	60.00	1,440.00	Computers
70565	1	-2,205.00	240.00	1,260.00	Computers
70660	1	-2,184.00	135.00	1,365.00	Computers

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12.00

Profit Margin (%)

54.82

Late Delivery Rate (%)

98.22

Discount Orders Rate (%)

0.25

Top 10 Customers Revenue (%)

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	0.22	0.11	0.60

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**