

# Market Performance and Analysis

KPI and Market Share from 2011 to 2014.

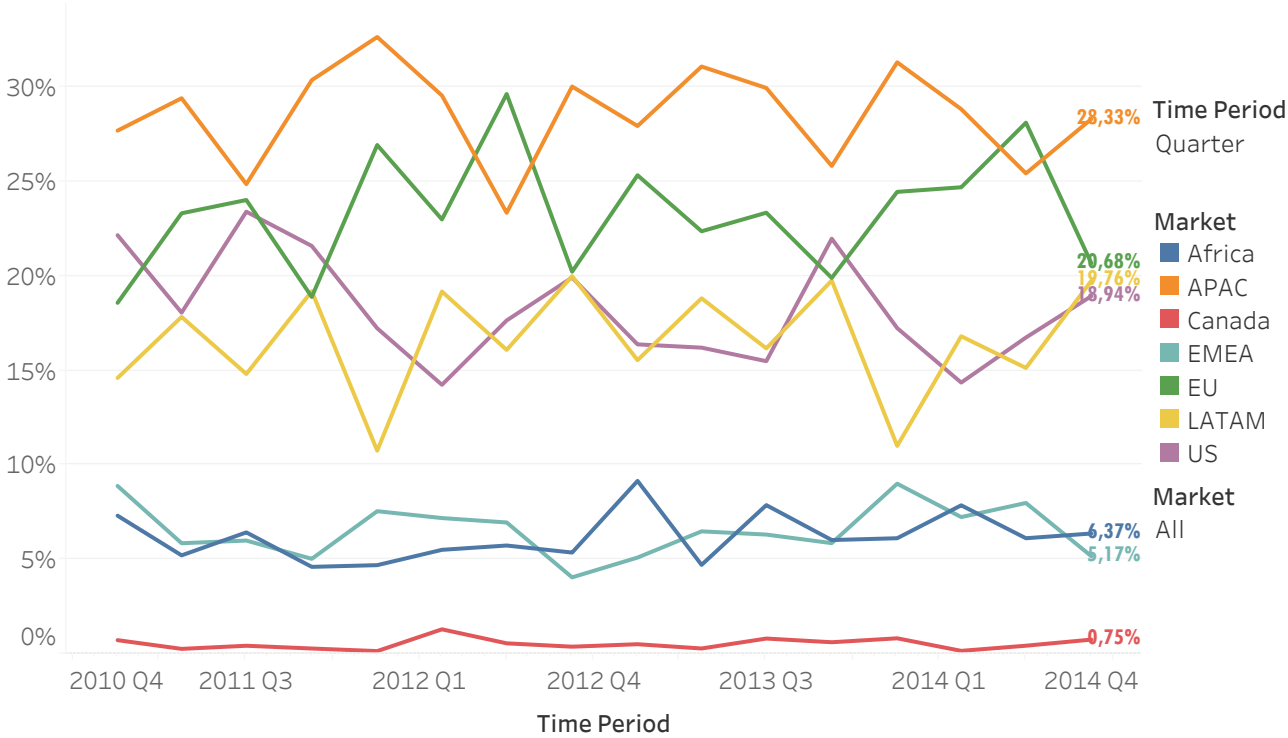
Key Performance Indicators of 2014.

## ALL KPI

Discount	Profit	Quantity	Sales	Shipping Cost
7,330	1,467,457	178,312	12,642,502	1,352,816

Year  
All

## ALL MARKET SHARE

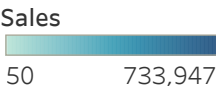


# Market Performance and Analysis

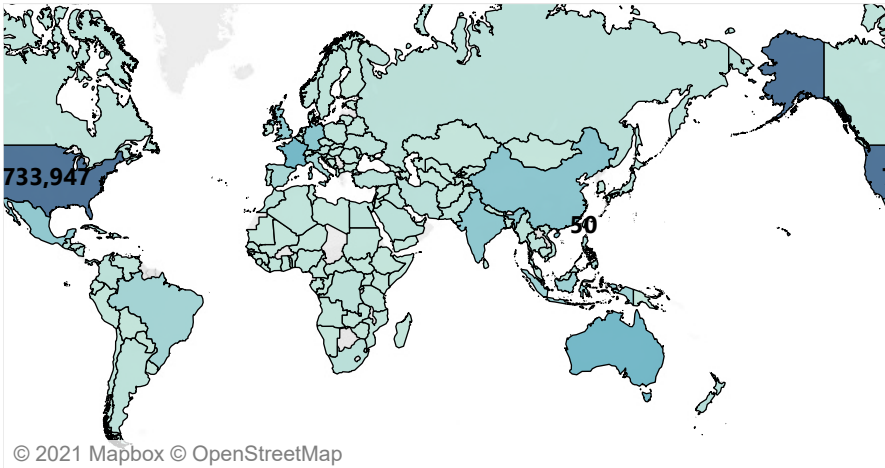
KPI and Market Share from 2011 t..	Key Performance Indicators of 2014.	US has the highest sales in 2014. This ..
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4,299,866  
+26,25% vs.PY

## KPI 2014



SALES by Country



SALES



504,166  
+23,89% vs.PY

PROFIT

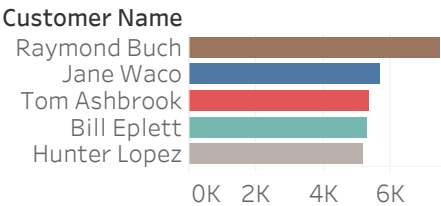


460,506  
+26,32% vs.PY

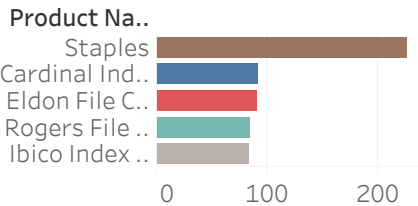
SHIPPING COST



TOP 5 Profitable Customer in 2014



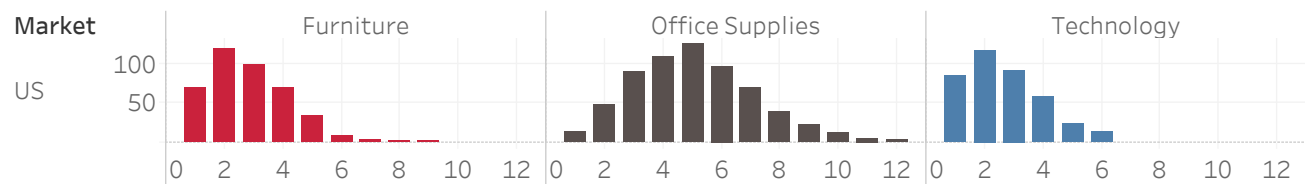
TOP 5 Products in 2014



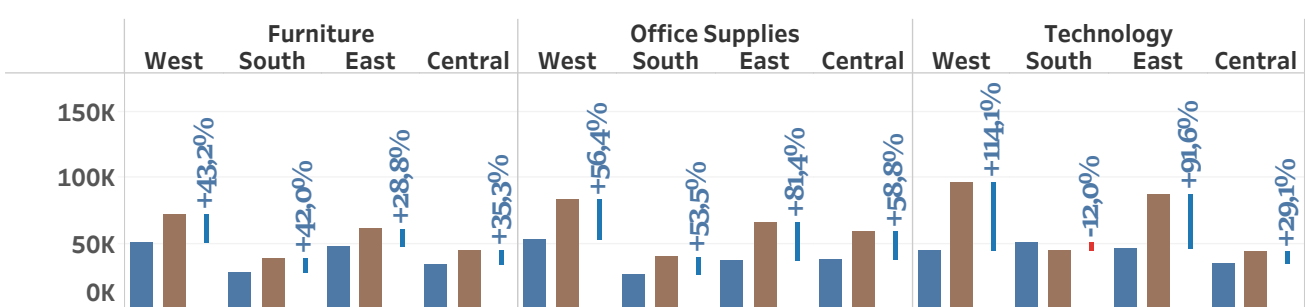
# Market Performance and Analysis

Key Performance Indicators of 2014.	US has the highest sales in 2014. This will provide the order frequency and sales of US market and profit from one region in the US.	The product frequency from 201..
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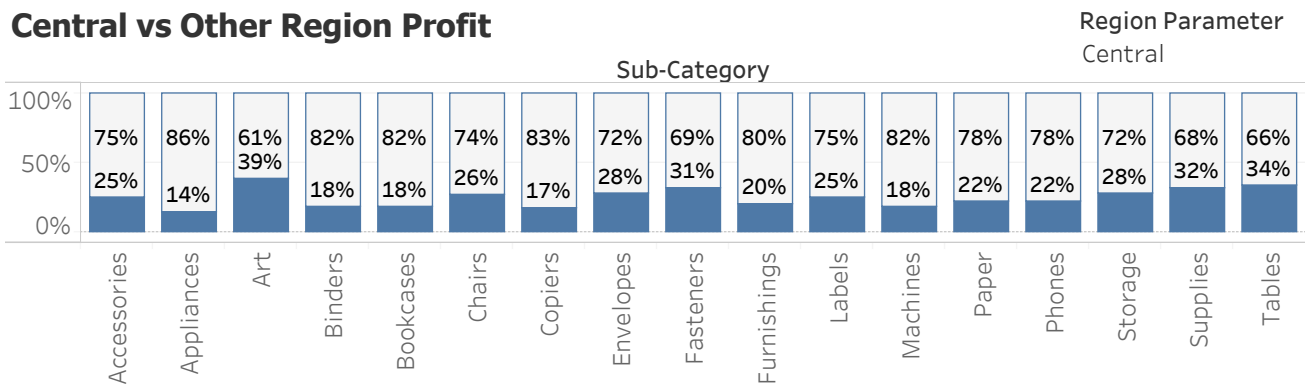
## US 2014 Order Frequency



## US Sales 2014 vs. 2011



## Central vs Other Region Profit



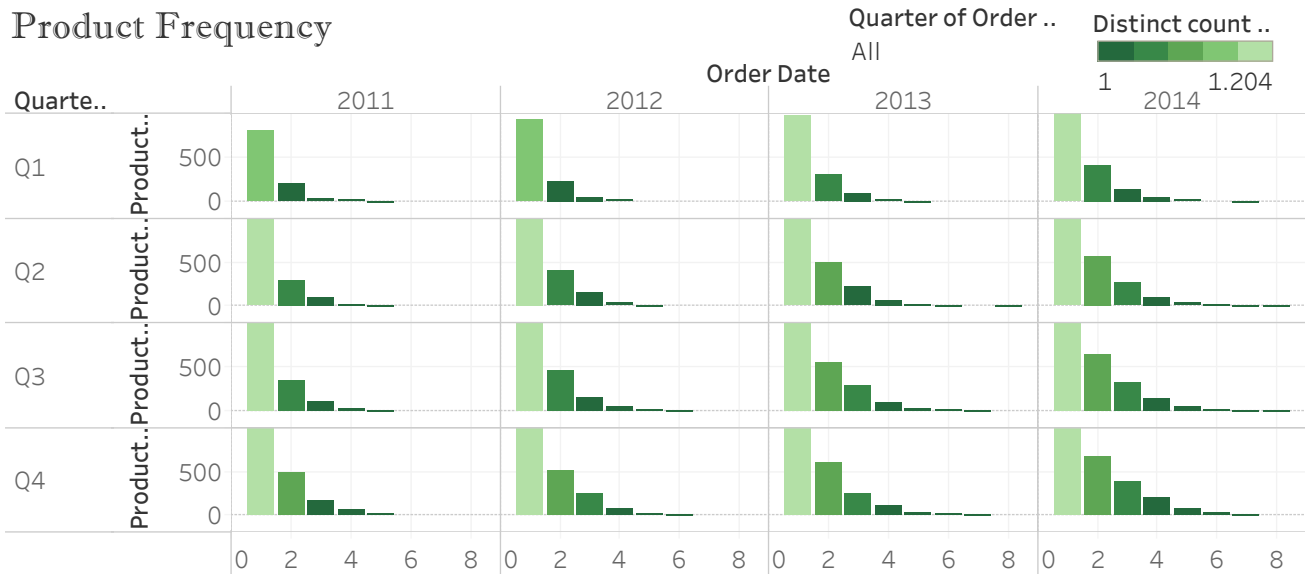
# Market Performance and Analysis

US has the highest sales in 2014. This is due to the high frequency of orders from the US.

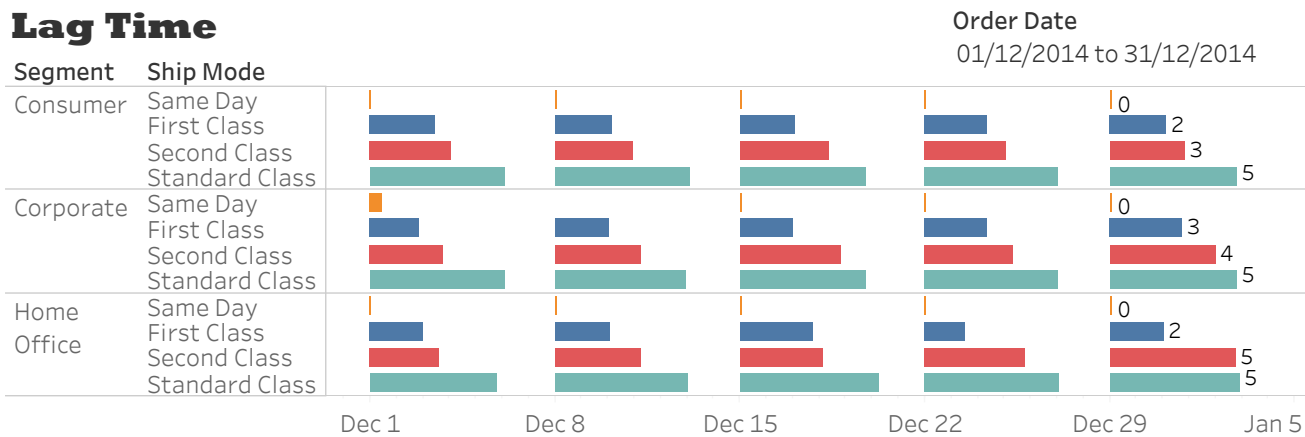
The product frequency from 2011 to 2014 and lag time in December 2014.

The daily profit performance from 2011 to 2014.

## Product Frequency



## Lag Time



# Market Performance and Analysis

The product frequency from 2011 to 2014 and lag time in December 2014.

The daily profit performance from 2011 to 2014 and forecast of profit and sales.

