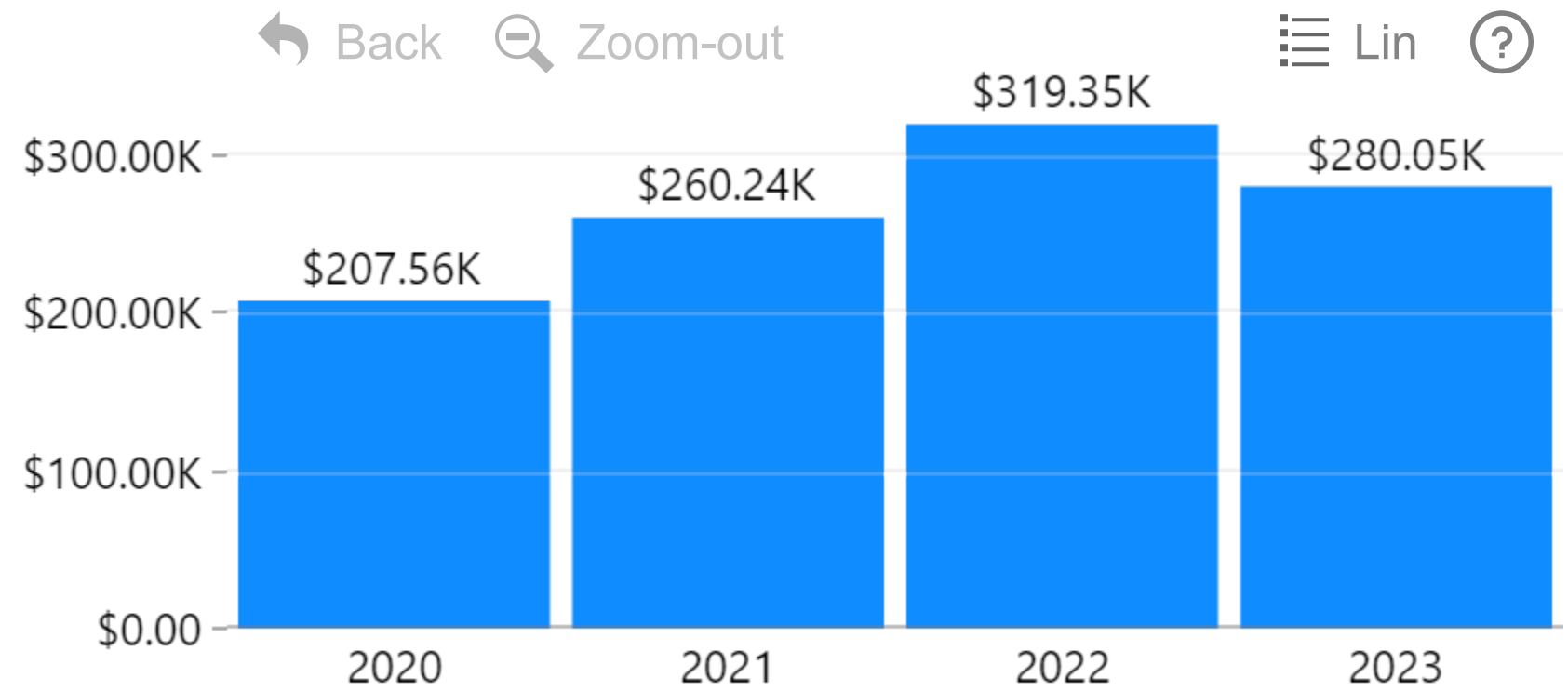


Skincare and Beauty E-Commerce Analysis

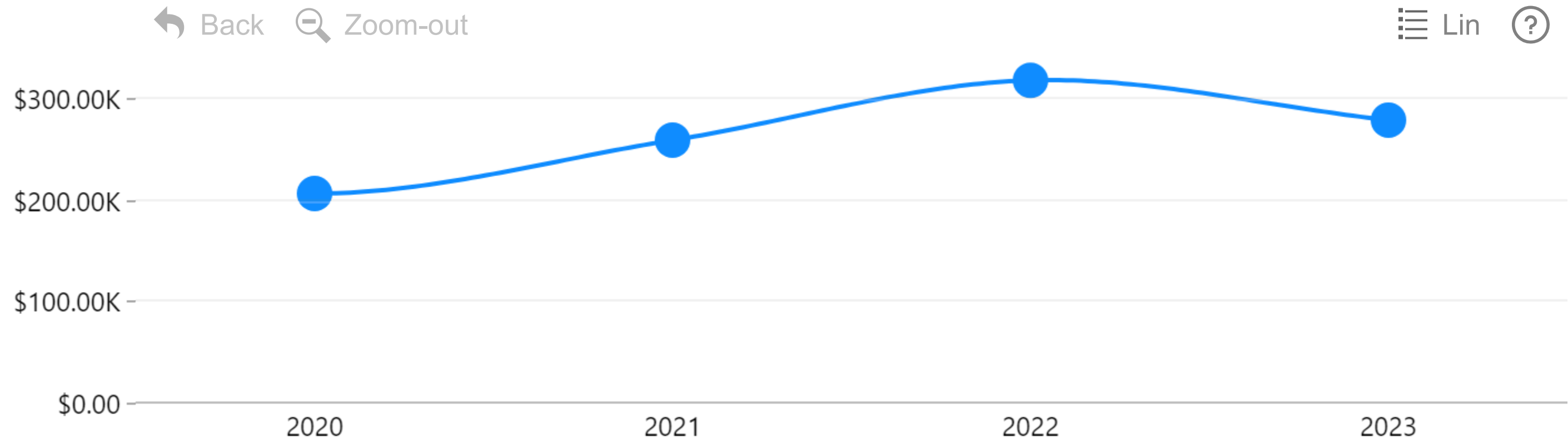
Overview	Markets	Customers	Products
Revenue \$6,517,674.00	Profit \$1,067,195.00	Profit Margin 16.37%	Quantity 278K
Revenue CY \$2.19M ▲ Revenue PY \$1.77M	Profit CY 280.05K ▼ Profit PY 319.35K	Profit Margin CY 12.77% ▼ Profit Margin PY 19.38%	Quanlity CY 93.60K ▲ Quanlity PY 75.36K
No. Orders 25.728K	No. Orders CY 8.86K ▲ No. Orders PY 6.88K		

Total Profit by Year

Profits rose for two consecutive years before falling.

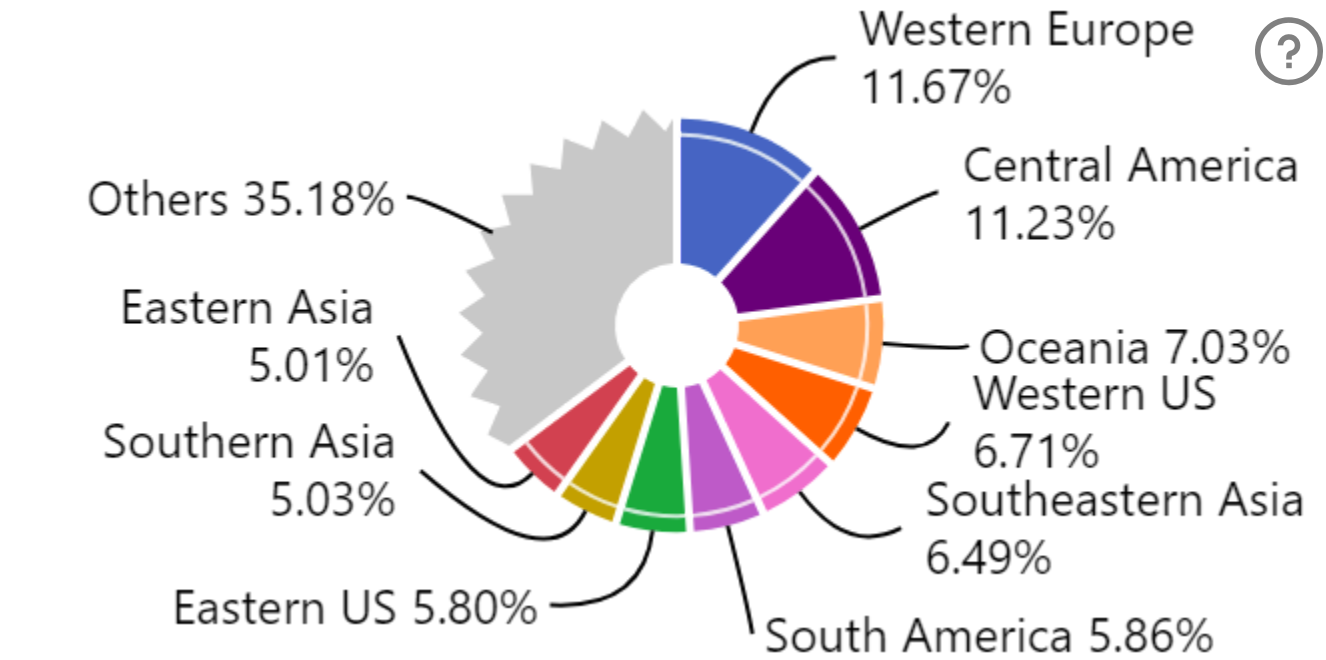


Total Profit *i* by Year and Month

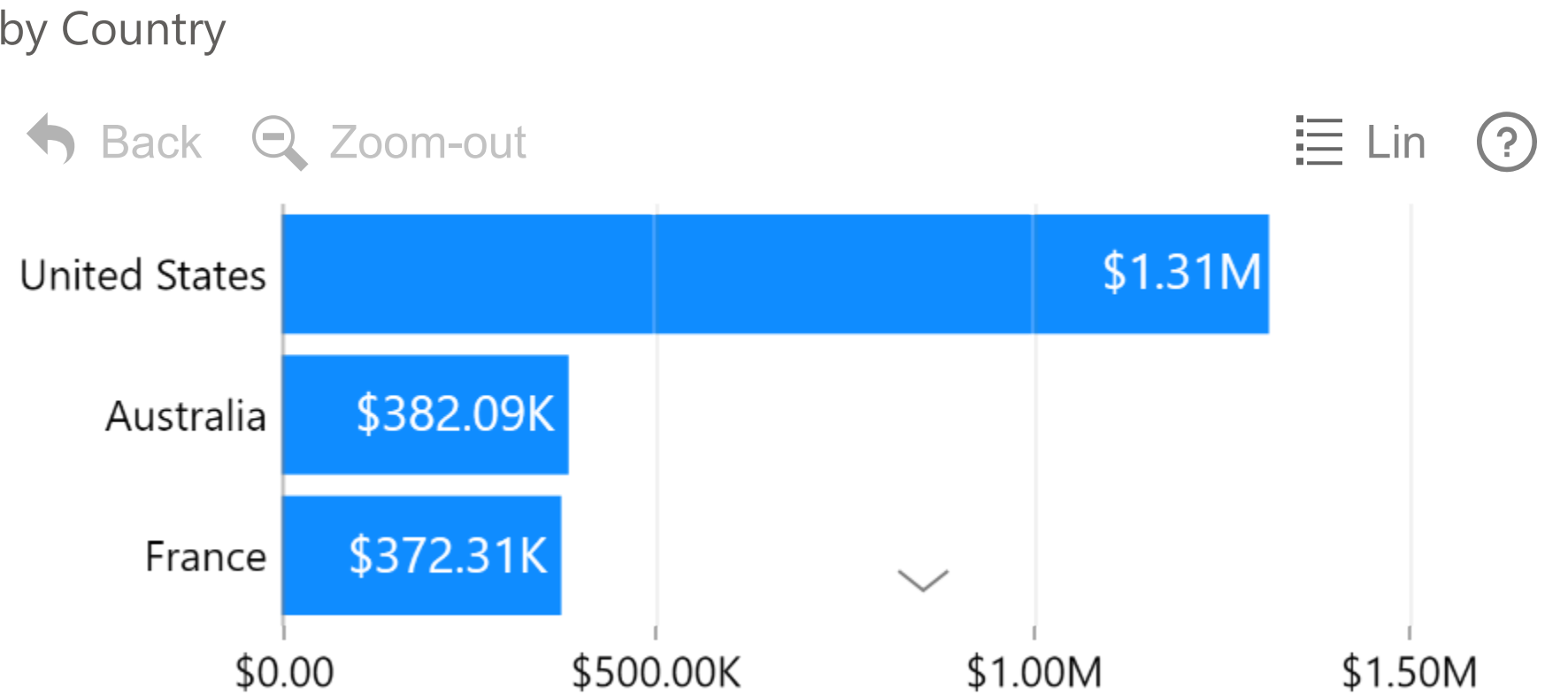


Revenue by Region and Country *i*

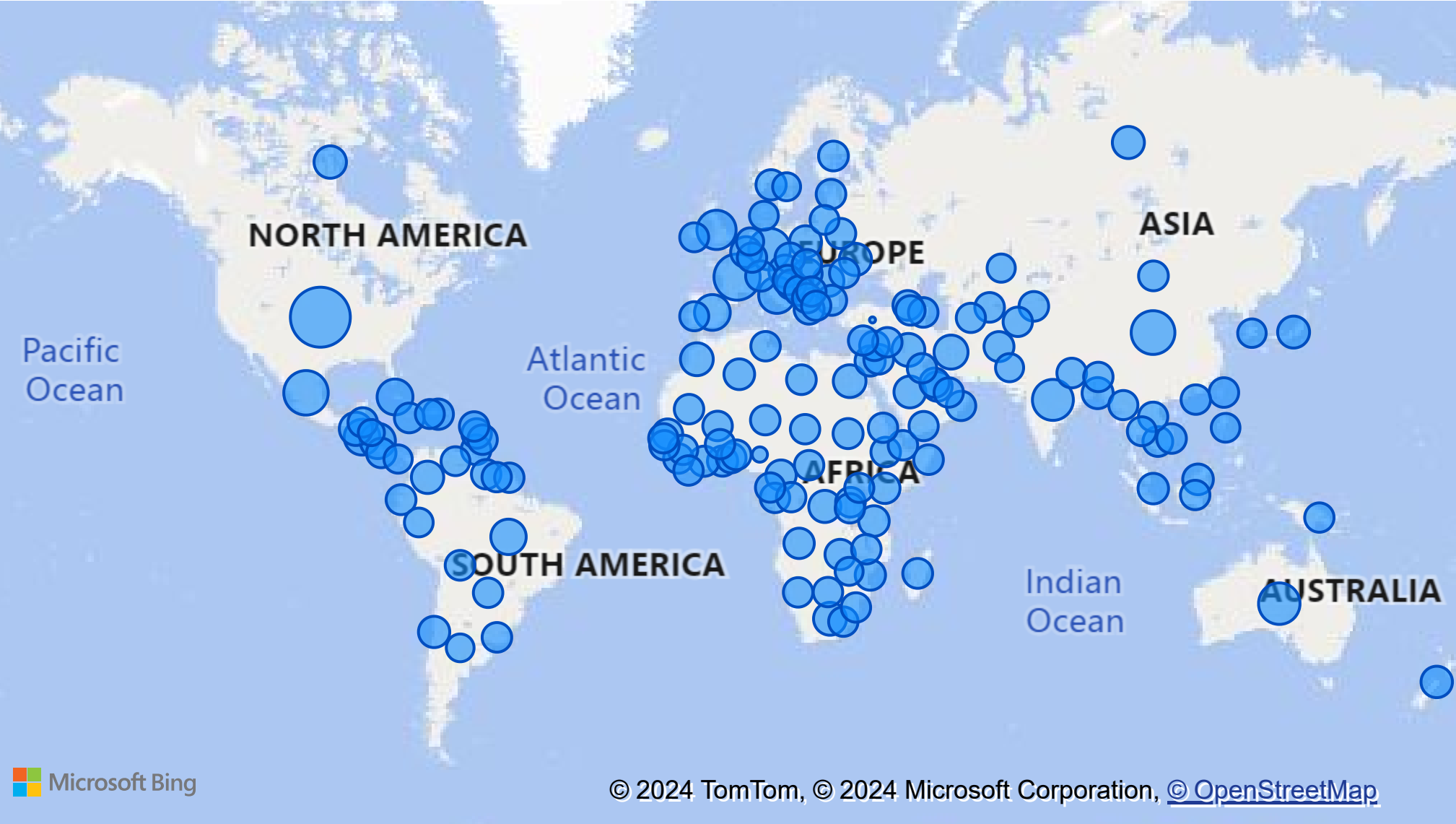
The Western Europe have the highest revenue.



Revenue by Country



Total Profit by Country *i*



Revenue

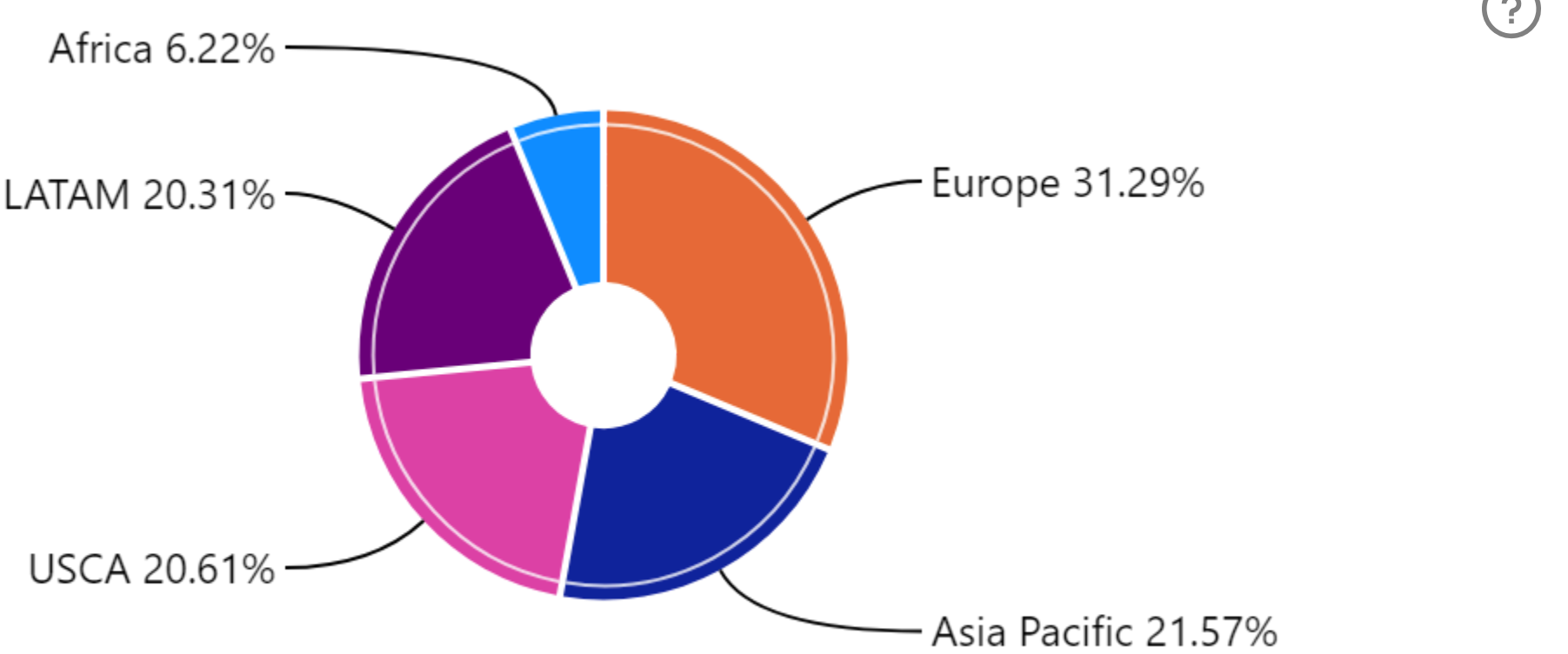
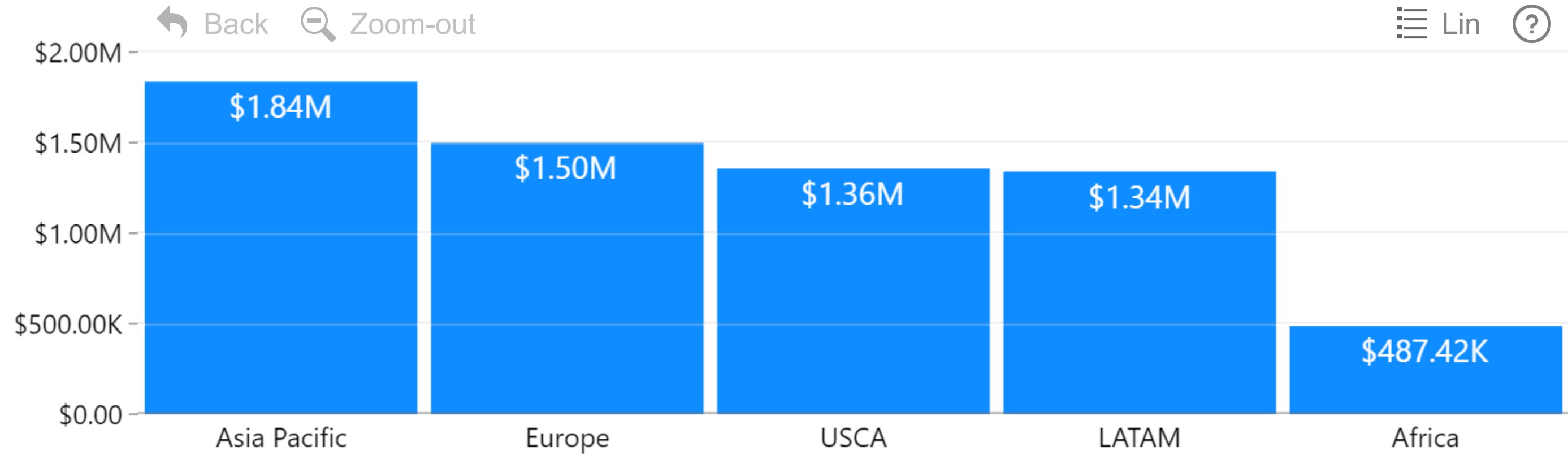
Profit

Profit by Market *i*

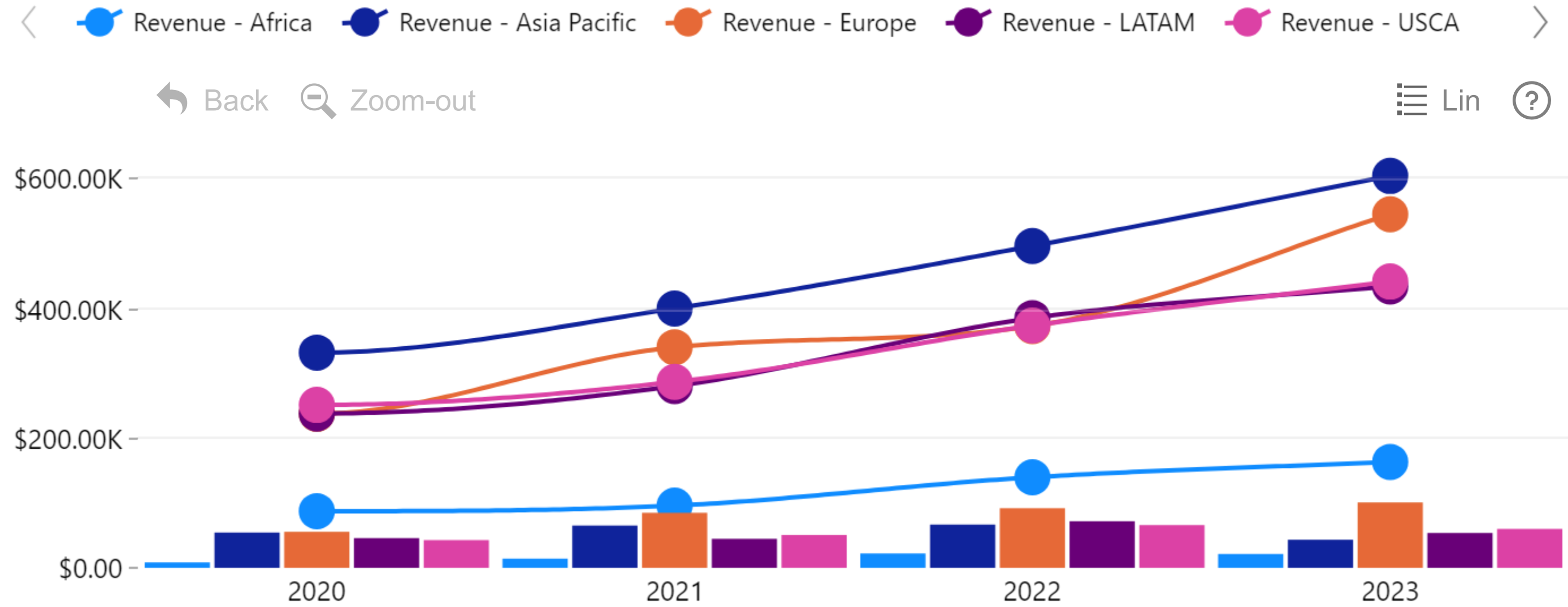
Europe was the most profitable market between 2020 and 2023

Revenue by Market, Category

The Asia Pacific was the highest revenue market overall



Revenue and Profit by Market *i*



Market	Region	Country	Revenue	Total Profit	Orders
Africa	Central Africa	Angola	\$11,886	\$3,935	60
		Cameroon	\$15,071	\$4,386	66
		Central African Republic	\$1,025	\$209	4
		Chad	\$85	\$31	1
		Congo [DRC]	\$37,917	\$11,717	194
		Congo [Republic]	\$1,185	\$275	2
		Equatorial Guinea	\$42	\$17	1
		Gabon	\$1,000	\$381	5
		Total	\$68,211	\$20,951	333
	Eastern Africa	Burundi	\$354	\$53	2
		Djibouti	\$922	\$365	5
		Eritrea	\$231	\$46	1
		Ethiopia	\$1,043	\$480	4
		Kenya	\$12,867	\$4,439	56
		Madagascar	\$5,342	\$1,887	27
		Malawi	\$1,260	\$504	1
		Mozambique	\$12,159	\$3,916	49

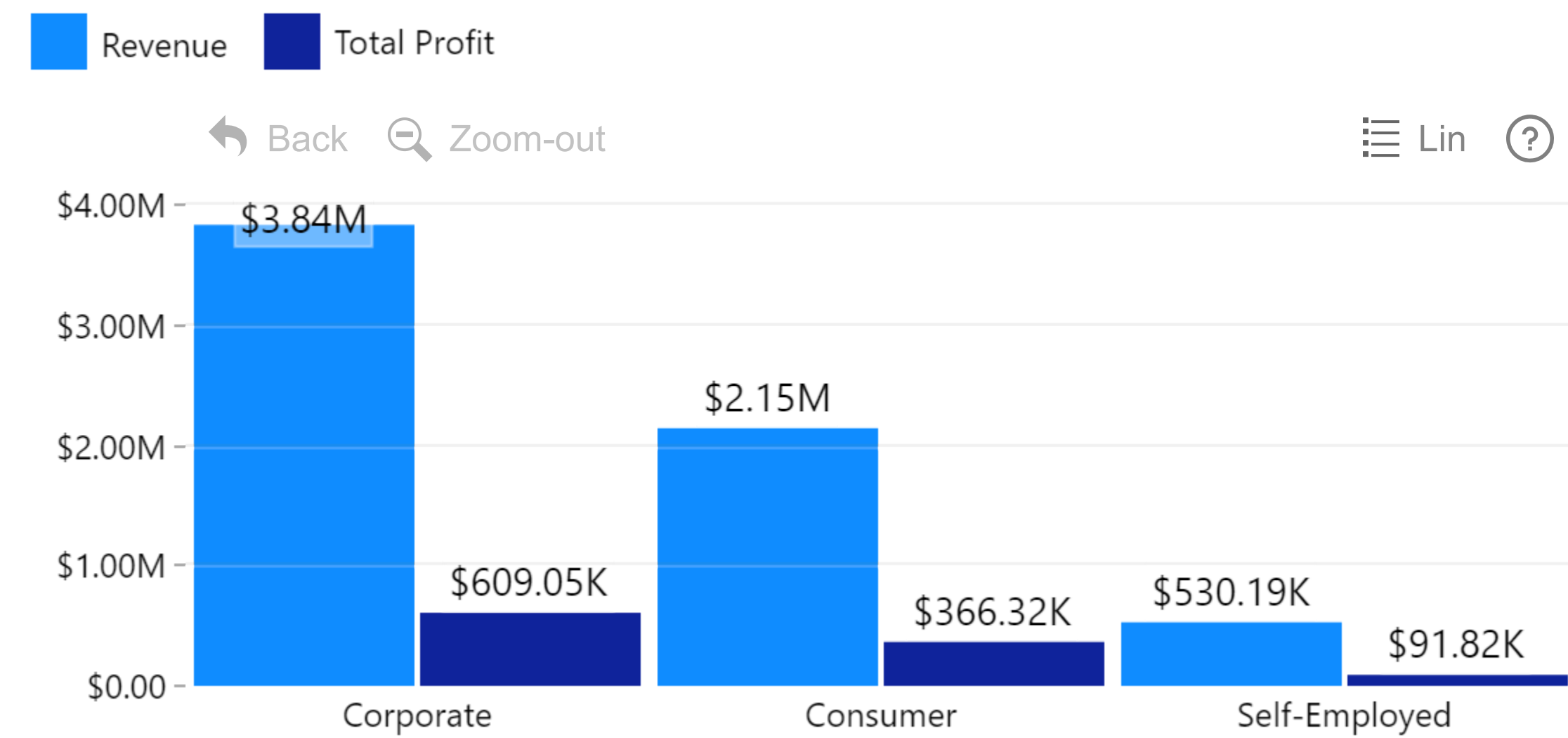
Overview

Markets

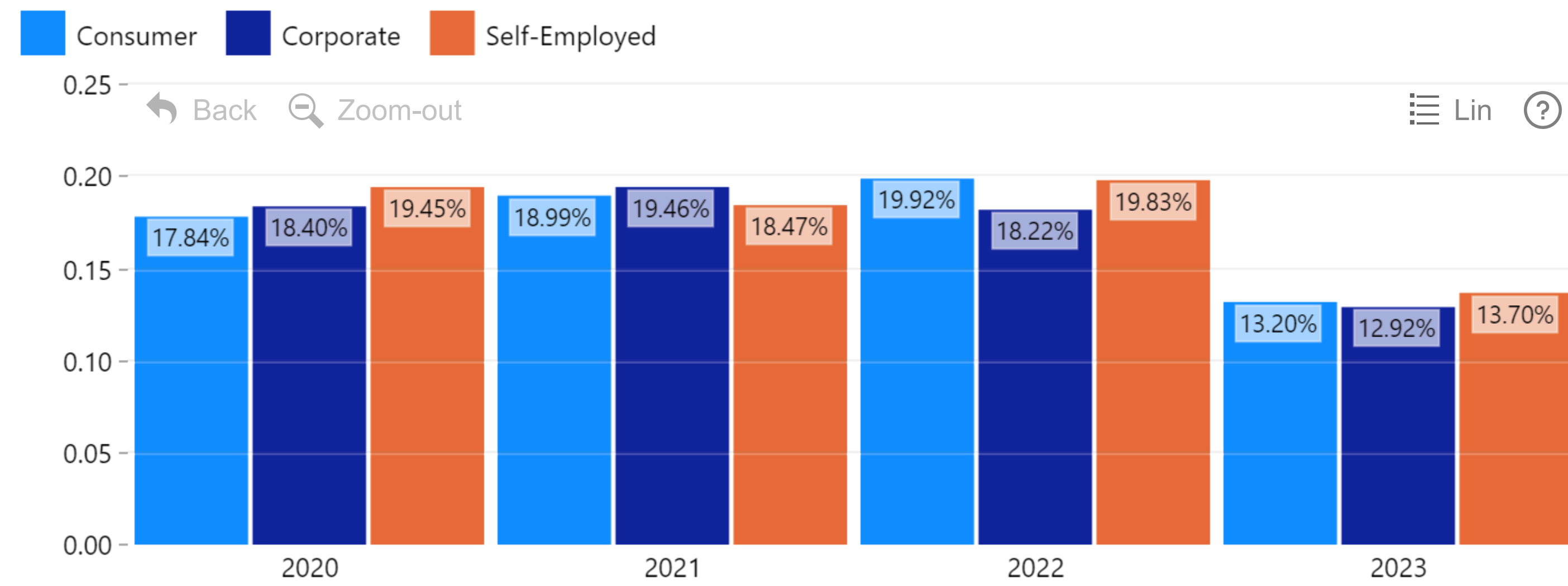
Customers

Products

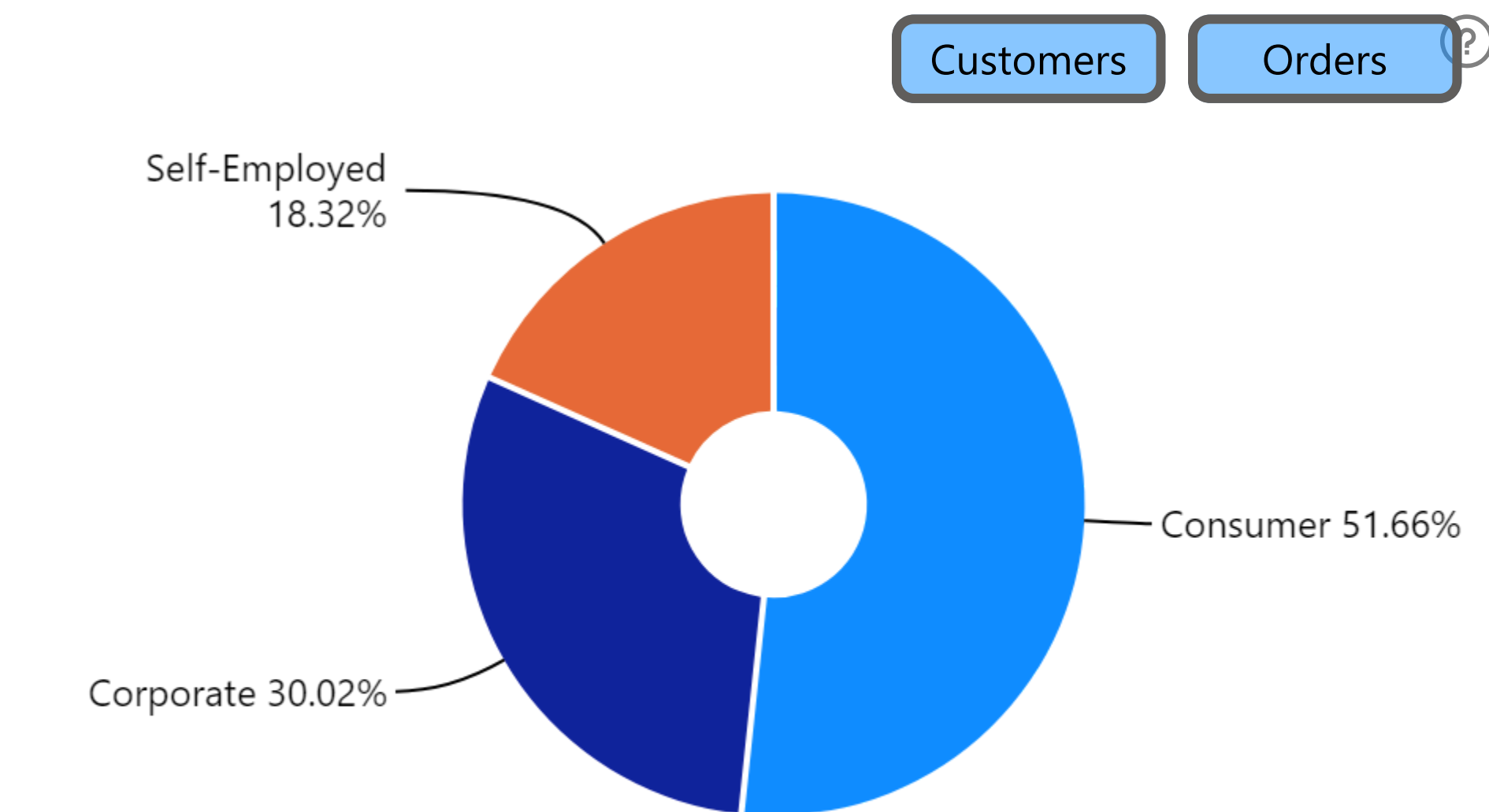
Revenue and Profit by Segment i



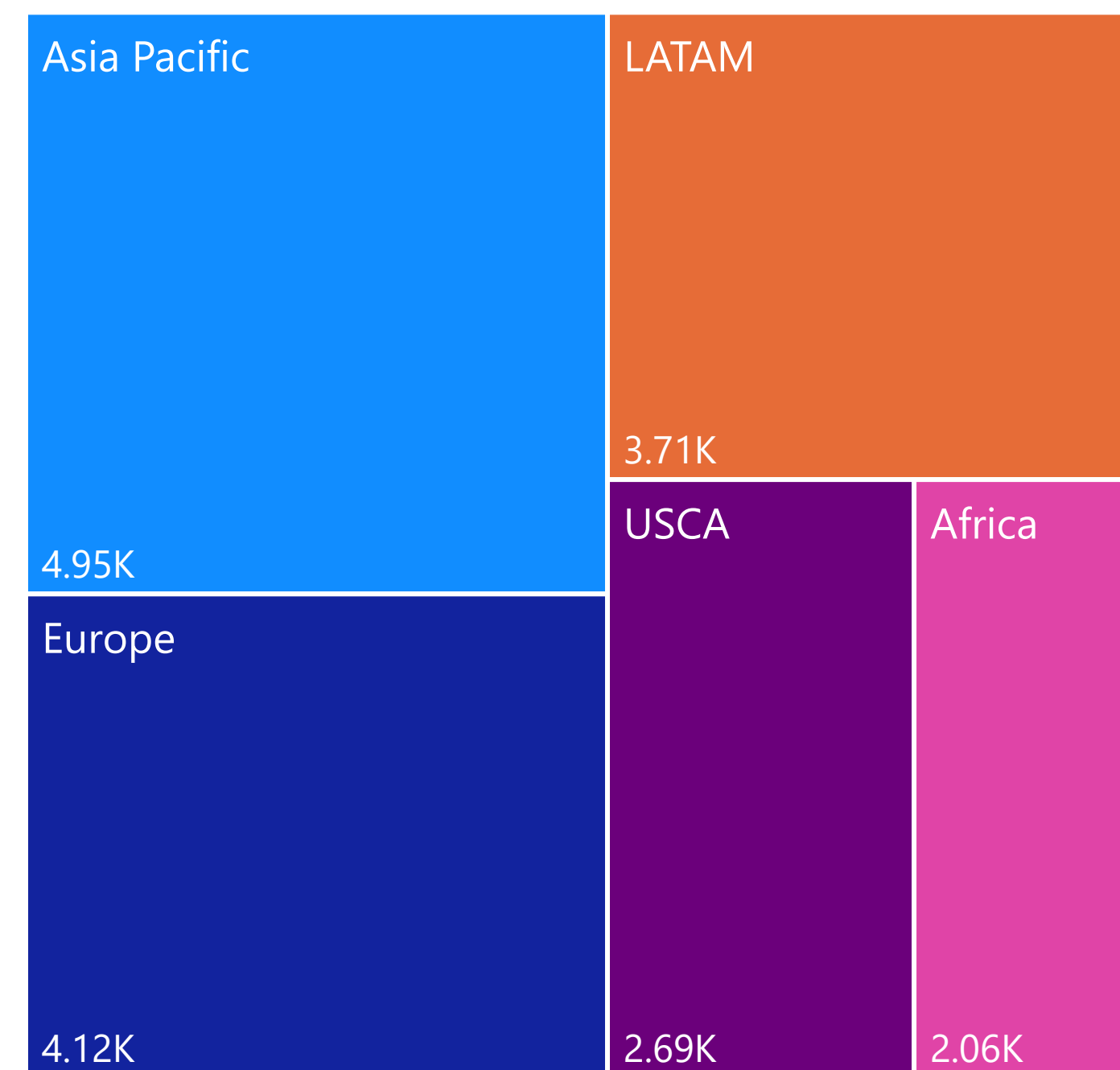
Average of P.Margin by Year and Segment i



No. Orders by Segment i

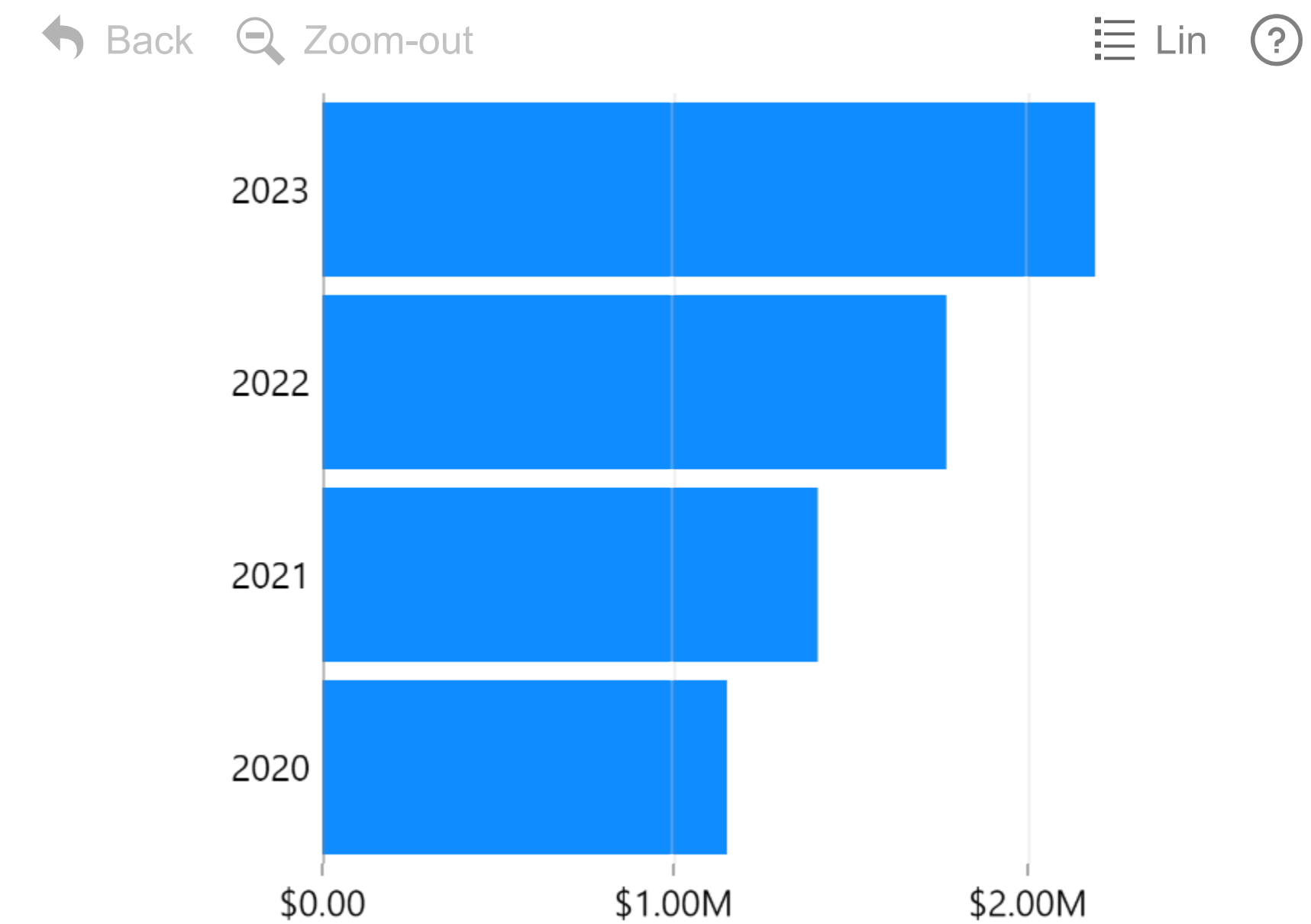


The number of customers by Region

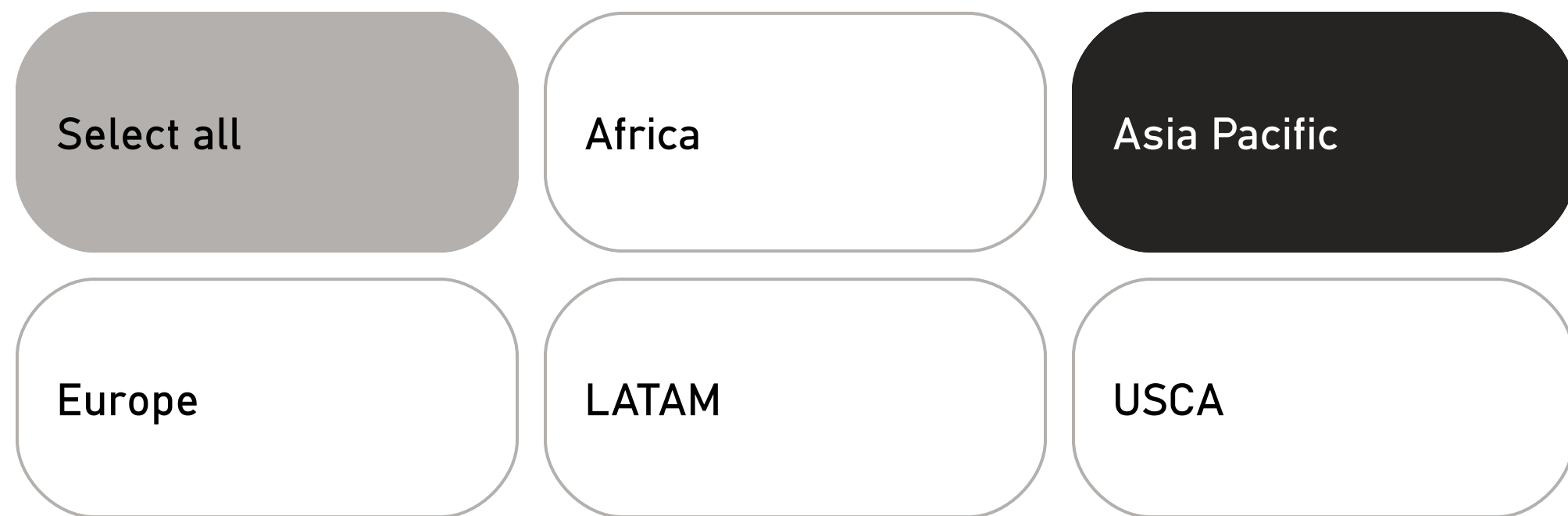


Top customers

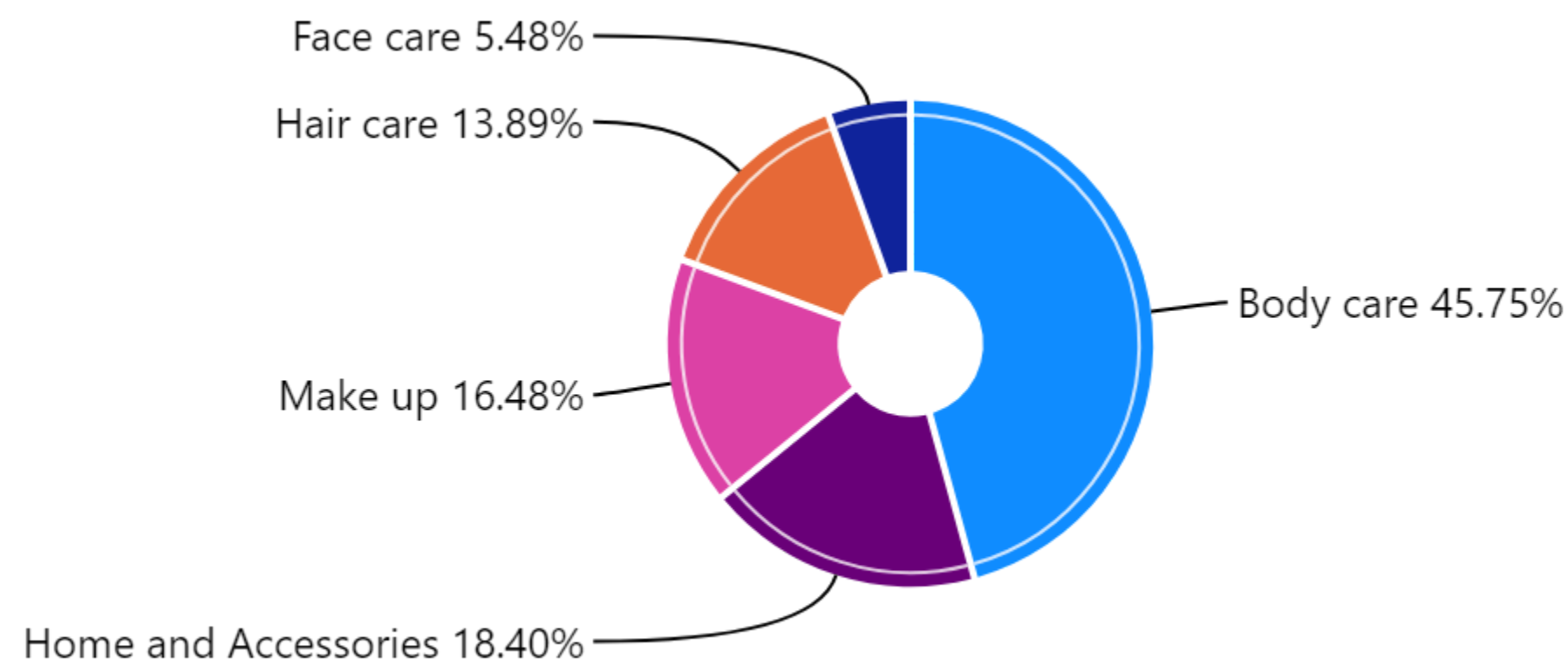
pay the most by country each year



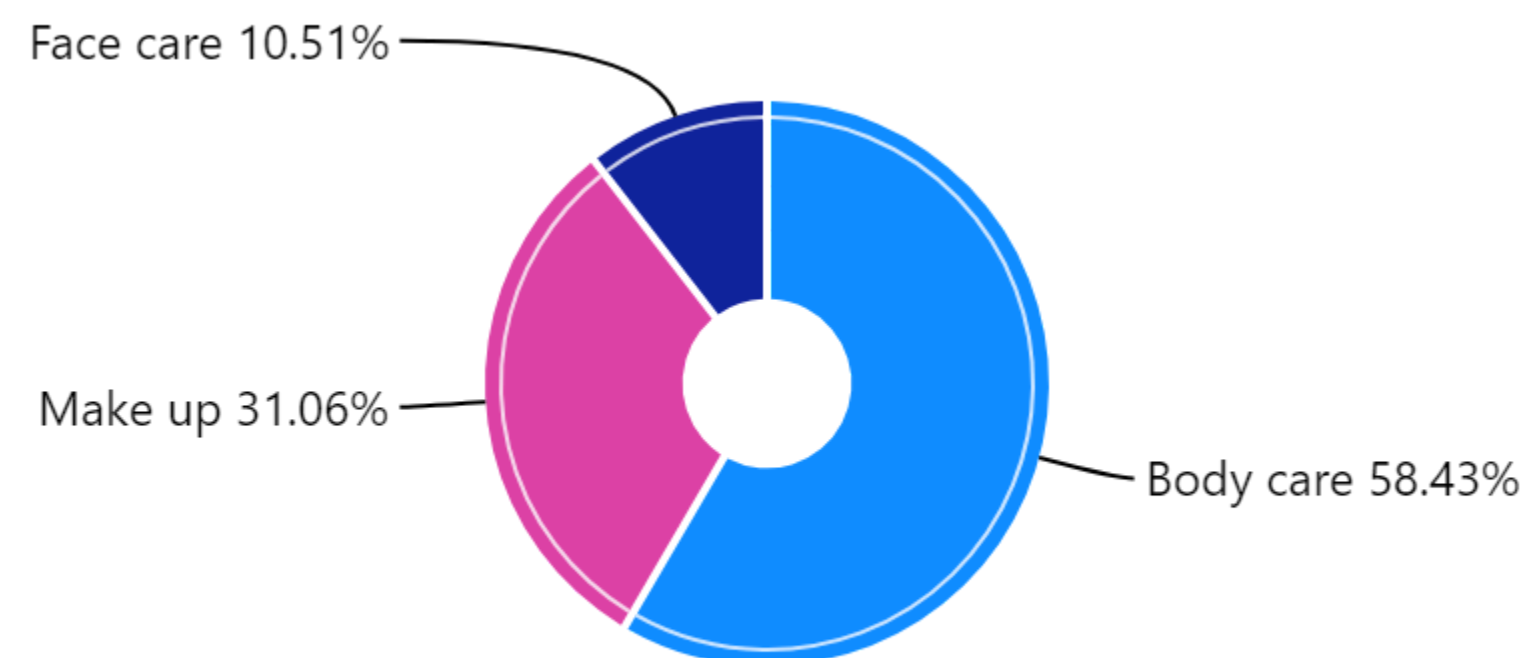
Market



Revenue by Category and Country



Total Profit by Category and Country



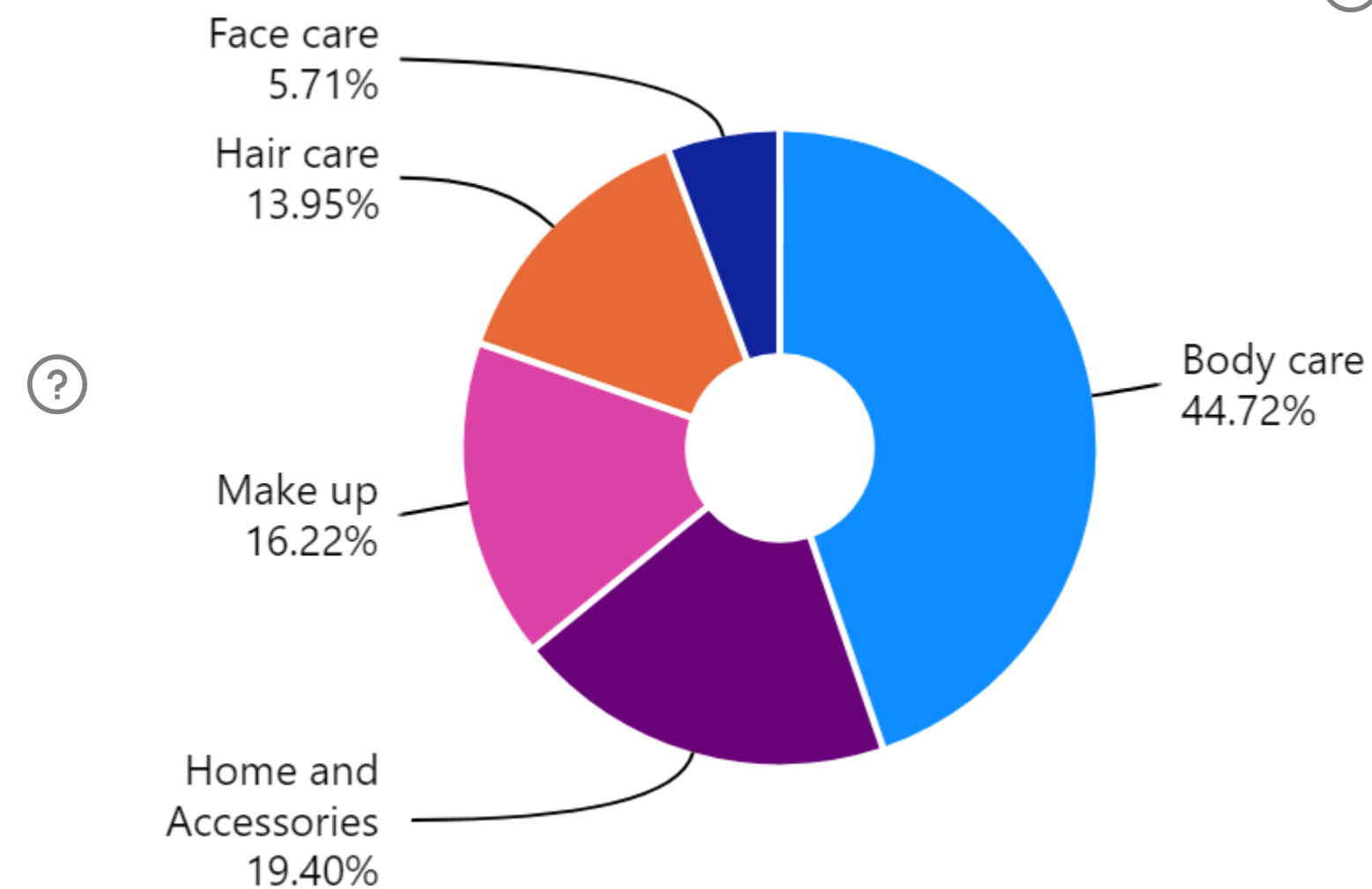
Overview

Markets

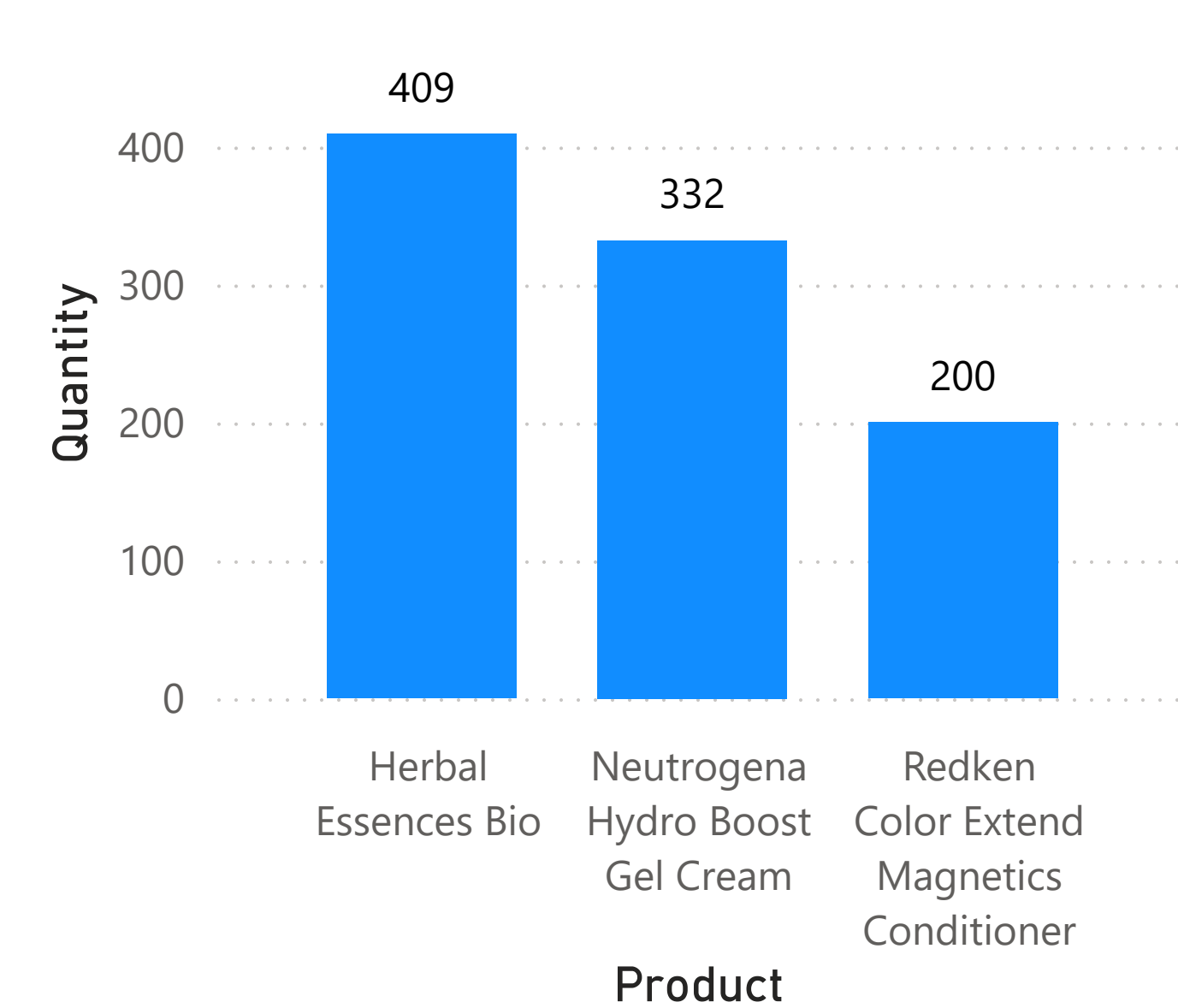
Customers

Products

Quantity by Category



Top 3 bestseller product



Quantity by Category and Subcategory

Back Zoom-out

