

\$23.955,00

Sum of Profit

5615

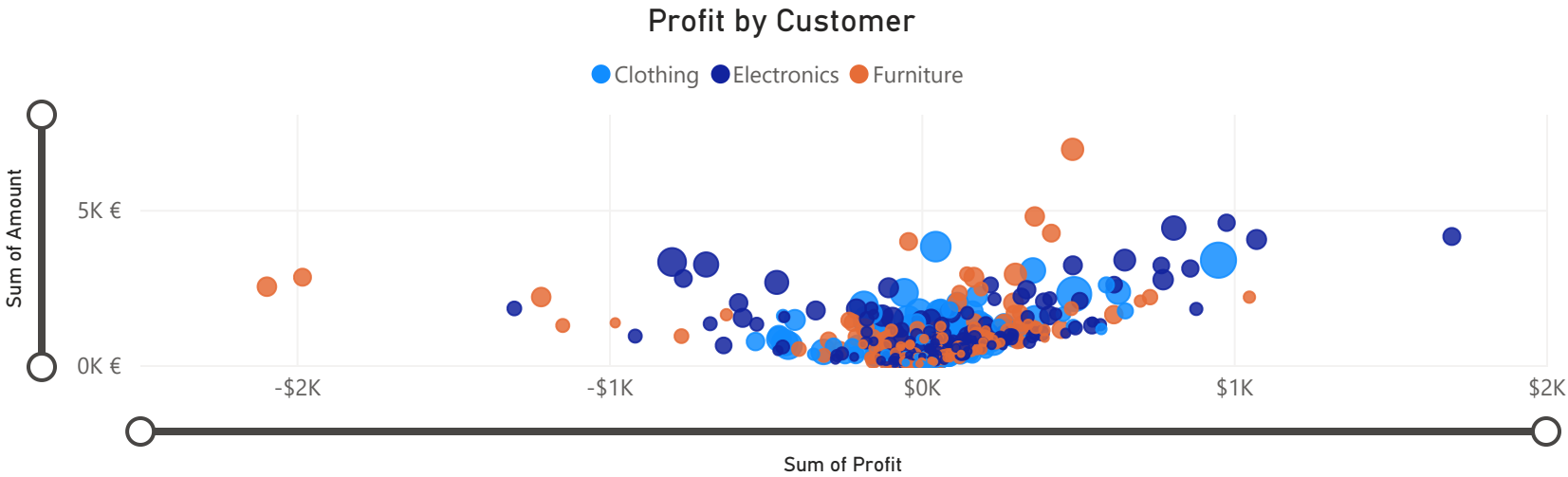
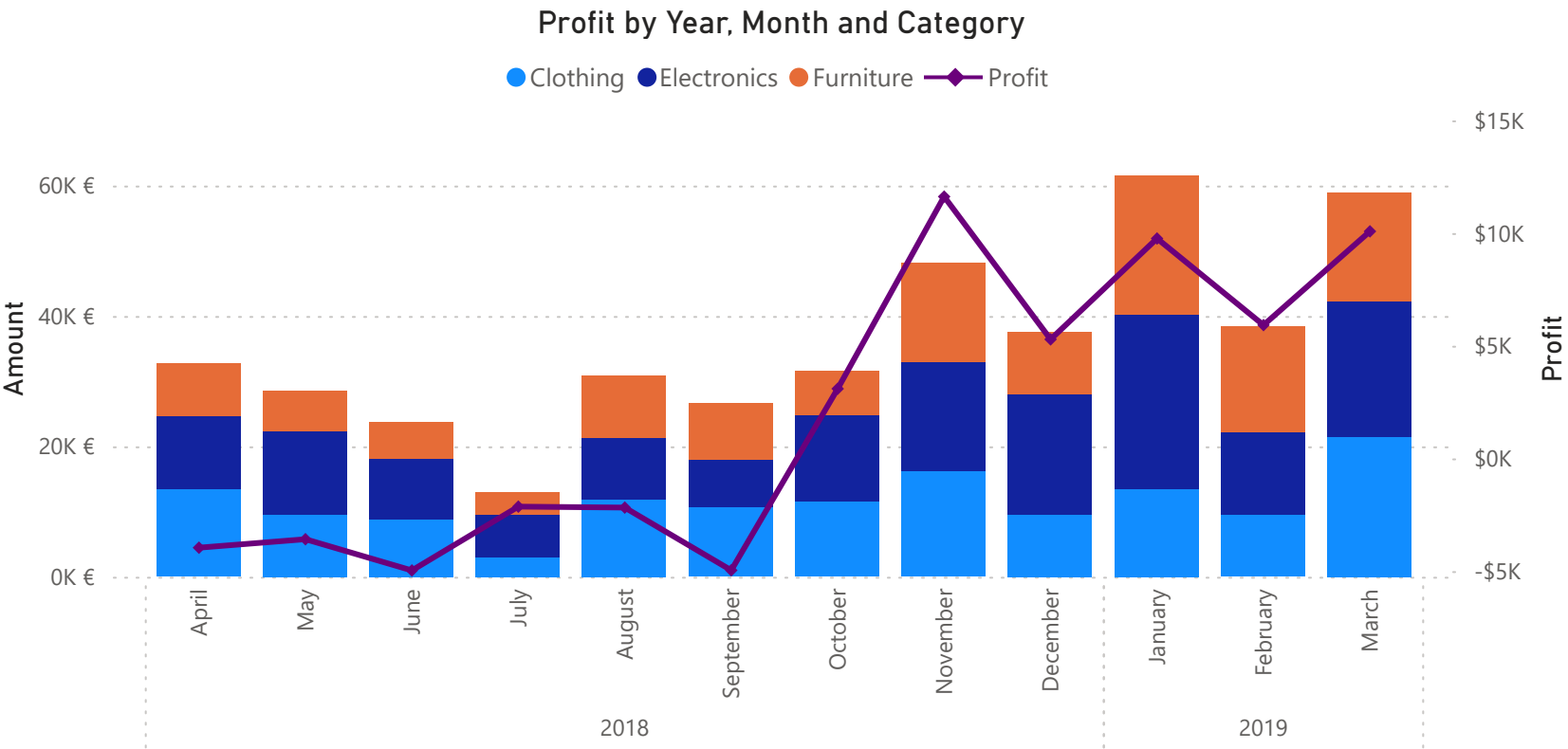
Sum of Quantity

500

# of Orders

332

# of Customers

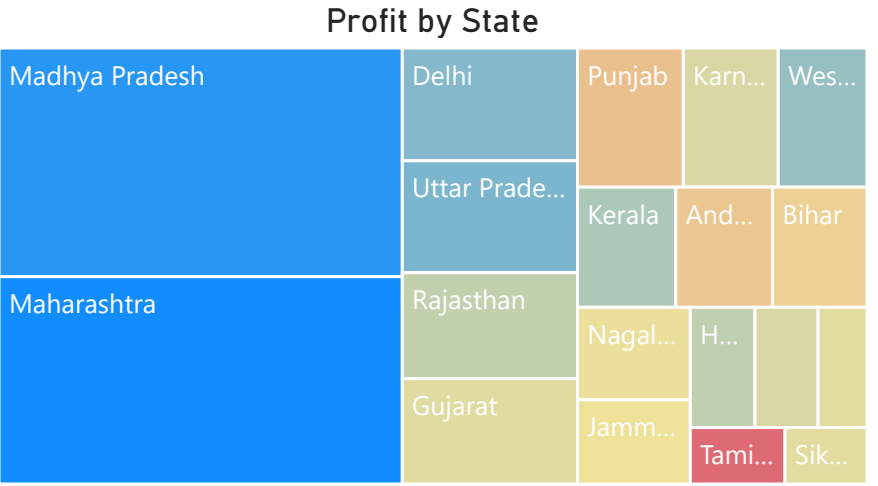


01/04/2018

31/03/2019

### Profit by Sub Category

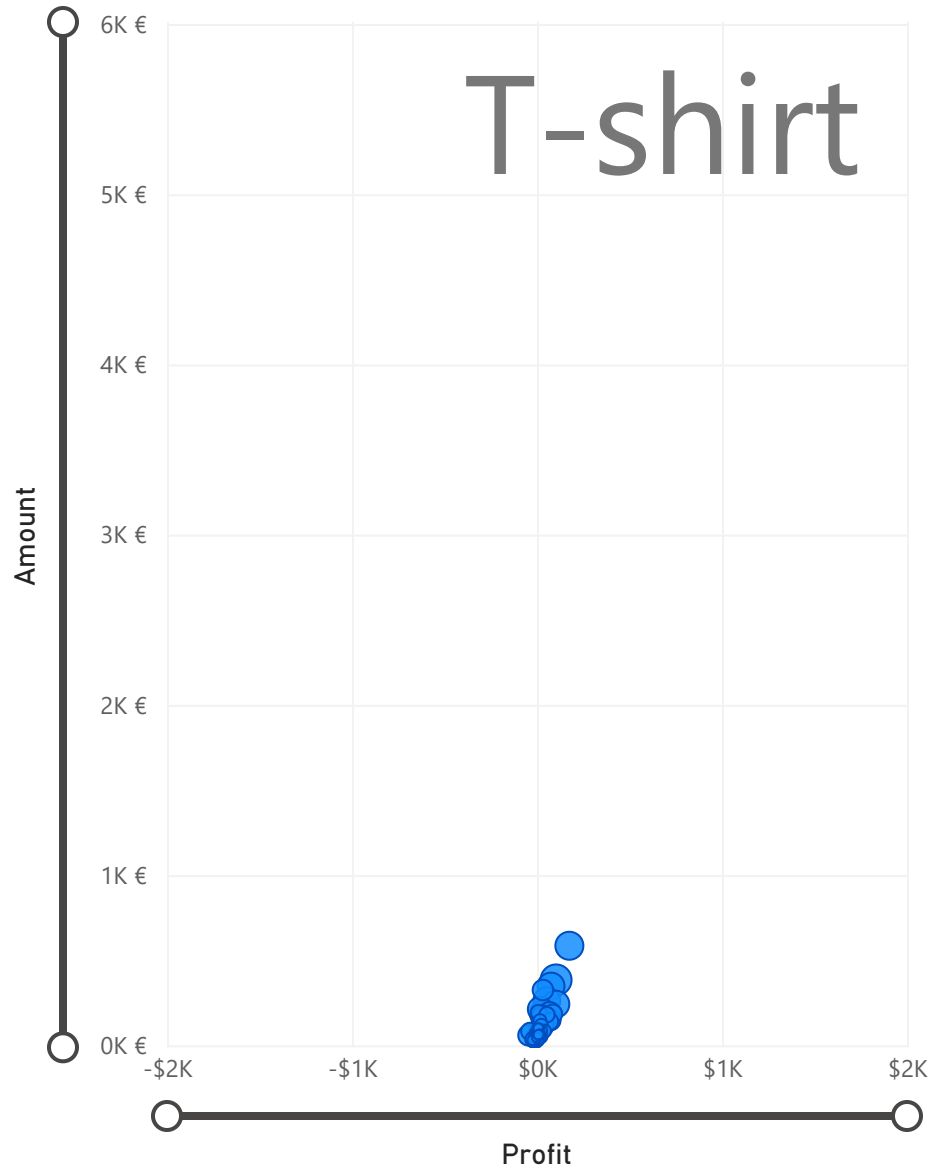
Sub-Category	Clothing	Electronics	Furniture	Total
Accessories		\$3.559,00		\$3.559,00
Bookcases			\$4.888,00	\$4.888,00
Chairs			\$577,00	\$577,00
Electronic Games		-\$1.236,00		-\$1.236,00
Furnishings			\$844,00	\$844,00
Hankerchief	\$2.098,00			\$2.098,00
Kurti	\$181,00			\$181,00
Leggings	\$260,00			\$260,00
Phones		\$2.207,00		\$2.207,00
Printers		\$5.964,00		\$5.964,00
Saree	\$352,00			\$352,00
Shirt	\$1.131,00			\$1.131,00
Skirt	\$235,00			\$235,00
Stole	\$2.559,00			\$2.559,00
Tables			-\$4.011,00	-\$4.011,00
Trousers	\$2.847,00			\$2.847,00
T-shirt	\$1.500,00			\$1.500,00
Total	\$11.163,00	\$10.494,00	\$2.298,00	\$23.955,00



## Orders by Customer

● Clothing ● Electronics ● Furniture

# T-shirt



Profit



Accessories Electronic Games Kurti Printers Skirt Trousers

## Key influencers Top segments



What influences Amount to  ?

When...

...the average of Amount increases by

Sub-Category is Printers

525,4 €

Sub-Category is Bookcases

456,1 €

Category is Electronics

313,2 €

Preparing Q&A

# From this profitability analysis, we can draw some key conclusions:

- The business began reporting profits since October 2018, up until then, there were monthly losses ranging from \$2K to \$5K
- From the Furniture category, the Tables sub-category is the greatest underperformer with a total loss of \$4K while not making a huge portion of the total amount of sales in it's category. It would be beneficial to either renew that sub-category entirely, or cut it off for the time being until more mature and cost-efficient logistic can be applied
- From the Electronics category, the Electronic Games sub-category is the second greatest underperformer, dragging down what otherwise would be a very competent and cost-efficient category, even surpassing the Clothing category, the most profitable one yet. Although not as unprofitable as the Tables sub-category, it still shows the need for maturity and development
- Out of the 332 customers the business has, 138 report losses, this gives us insight into which categories to tweak and how to direct the business' efforts and product focus.
- Even taking into account the greatest underperforming categories, all categories suffer losses throughout the entire spectrum
- Madhya Pradesh and Maharashtra States are the greatest performers, with a balanced amount of orders per category. In contrast Tamil Nadu is the only state reporting losses as it was more heavily leaned towards Furniture orders

Overall the data reports the business to be stepping up and moving into the profit territory. Going forward, trimming and fine-tuning underperforming sub-categories would pose a better and more profitable outlook to the business, with the special mention of Electronics, which are looking to be the greatest products for profit margin to date.

Thank you for reading,

Daniel Y.