



Retail Analysis Across All Regions

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 Ask a question about your data



Try one of these to get started

top states by total orders

top states by total
customers

what is the total orders
by city

top states by total unique
orders

what is the total
customers by city

[Show all suggestions](#)

Home Page

Summary Analysis

Product Analysis

Order Analysis

By: Opeoluwa Obembe

Summary Sales Analysis

2014

2015

2016

2017

All

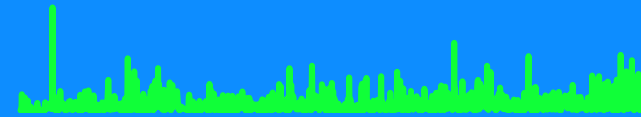


Revenue

£2.3M

46.88%

Sales YoY%



£60.7

AOV

Gross Profit

£286K

3.79%

Sales MoM%

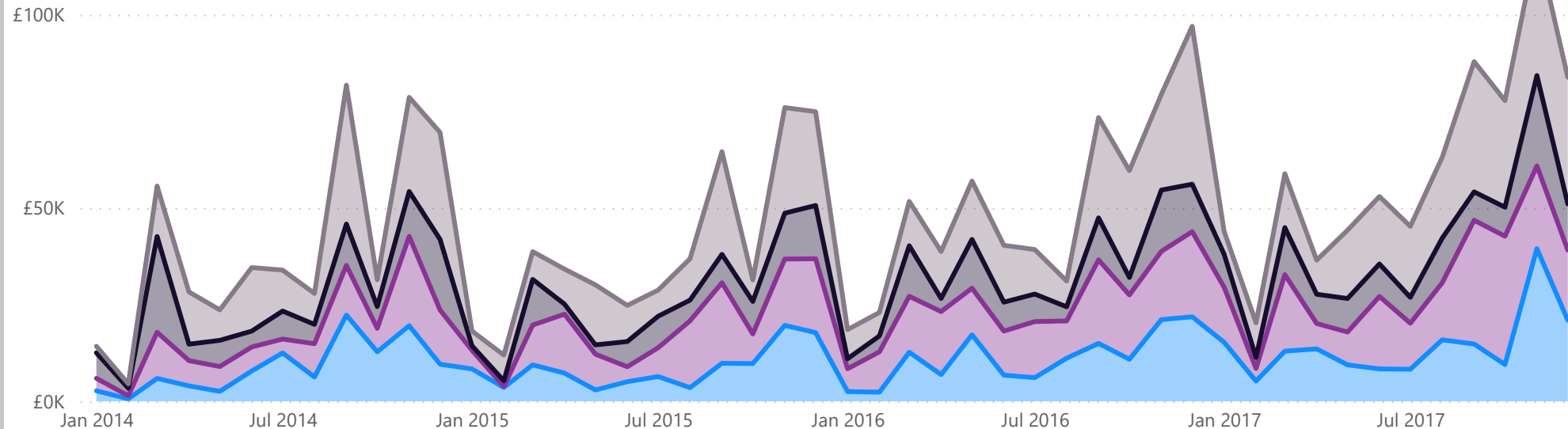


12.5%

%Profit Margin

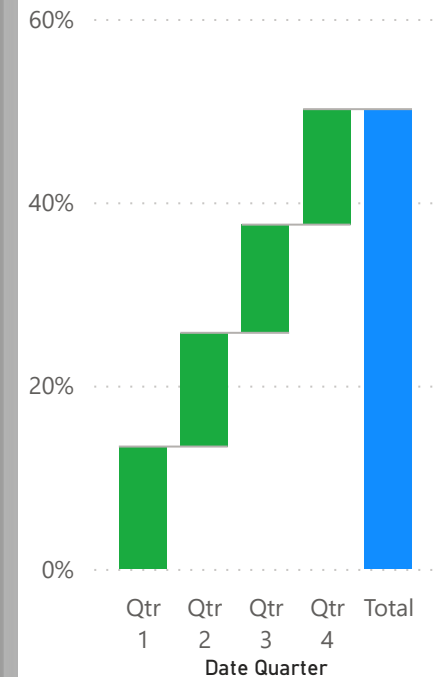
Revenue by Year, Month and region

region ● Central ● East ● South ● West



%Profit Margin by Quarter

● Increase ● Decrease ● Total



Product Analysis

2014

2015

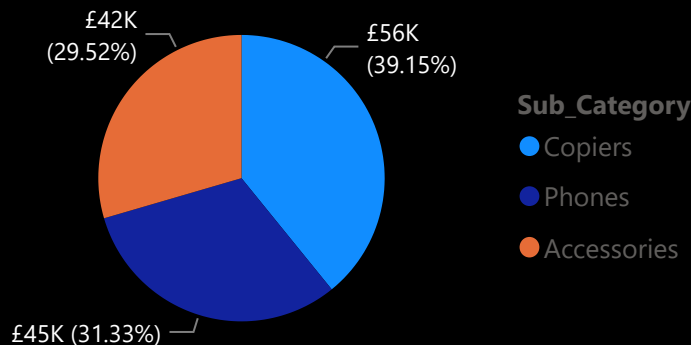
2016

2017

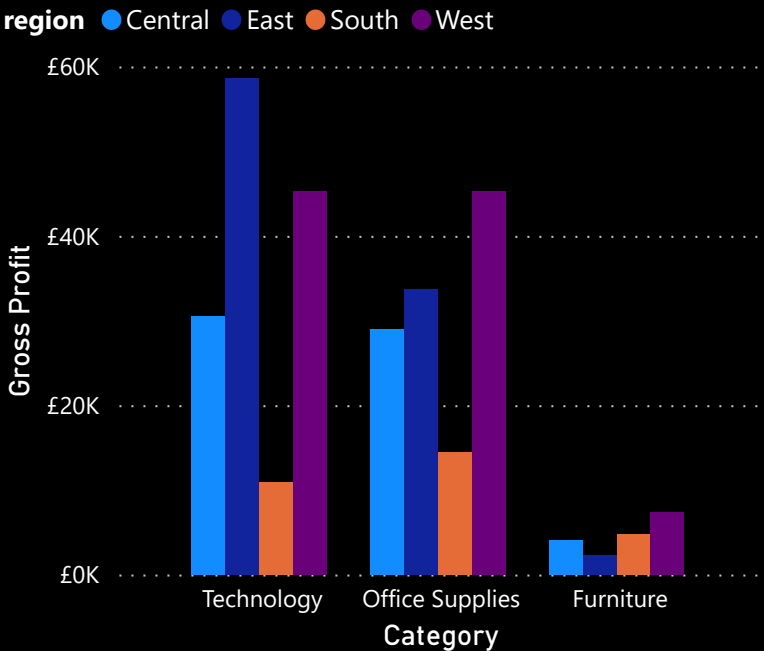
All

| Sub_Category | Gross Profit | Order Qty | %Profit Margin | Revenue |
|--------------|--------------|-----------|----------------|----------------|
| Copiers | £55,618 | 234 | 37.20% | £149,528.0 |
| Phones | £44,516 | 3289 | 13.49% | £330,007.05 |
| Accessories | £41,937 | 2976 | 25.05% | £167,380.31 |
| Paper | £34,054 | 5178 | 43.39% | £78,479.20 |
| Binders | £30,222 | 5974 | 14.86% | £203,412.73 |
| Chairs | £26,590 | 2356 | 8.10% | £328,449.10 |
| Storage | £21,279 | 3158 | 9.51% | £223,843.60 |
| Appliances | £18,138 | 1729 | 16.87% | £107,532.16 |
| Furnishings | £13,059 | 3563 | 14.24% | £91,705.16 |
| Envelopes | £6,964 | 906 | 42.27% | £16,476.40 |
| Art | £6,528 | 3000 | 24.07% | £27,118.79 |
| Labels | £5,546 | 1400 | 44.42% | £12,486.31 |
| Machines | £3,385 | 440 | 1.79% | £189,238.63 |
| Fasteners | £950 | 914 | 31.40% | £3,024.2 |
| Supplies | -£1,189 | 647 | -2.55% | £46,673.53 |
| Total | £286,397 | 37873 | 12.47% | £2,297,200.860 |

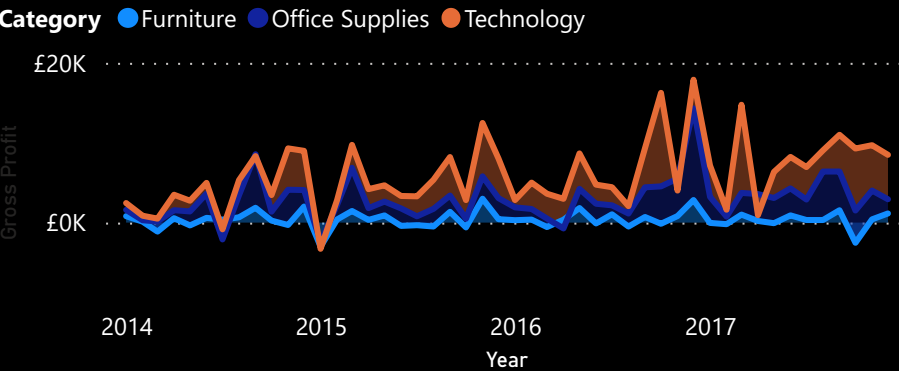
Gross Profit by Sub_Category



Gross Profit by Category and region



Gross Profit by Year, Month and Category



State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Nebraska
- ☐ Nevada
- ☐ New Hampshire
- ☐ New Jersey

By: Opeoluwa Obembe

£2.3M

Revenue

£286K

Gross Profit

9994

Total orders

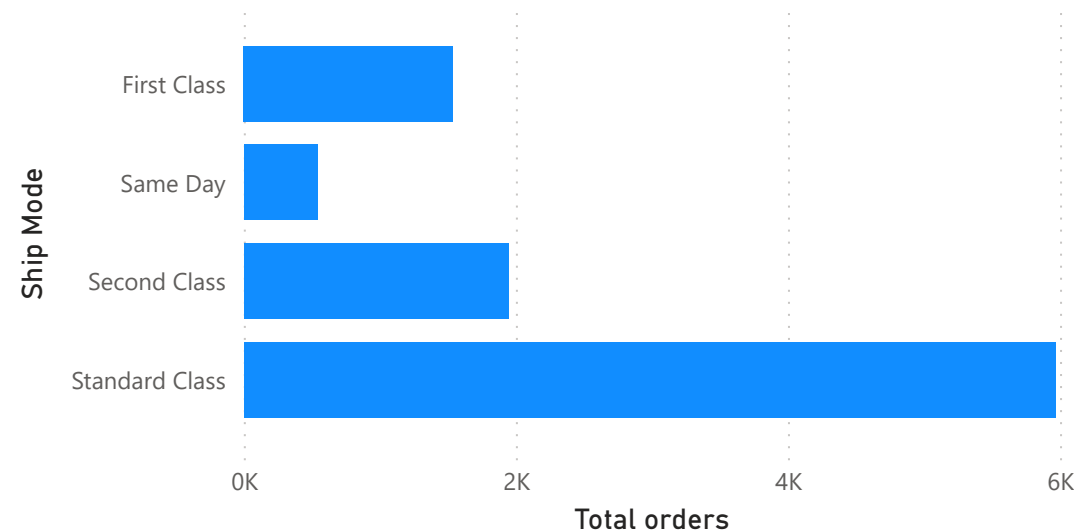
5009

Total Unique orders

3.96

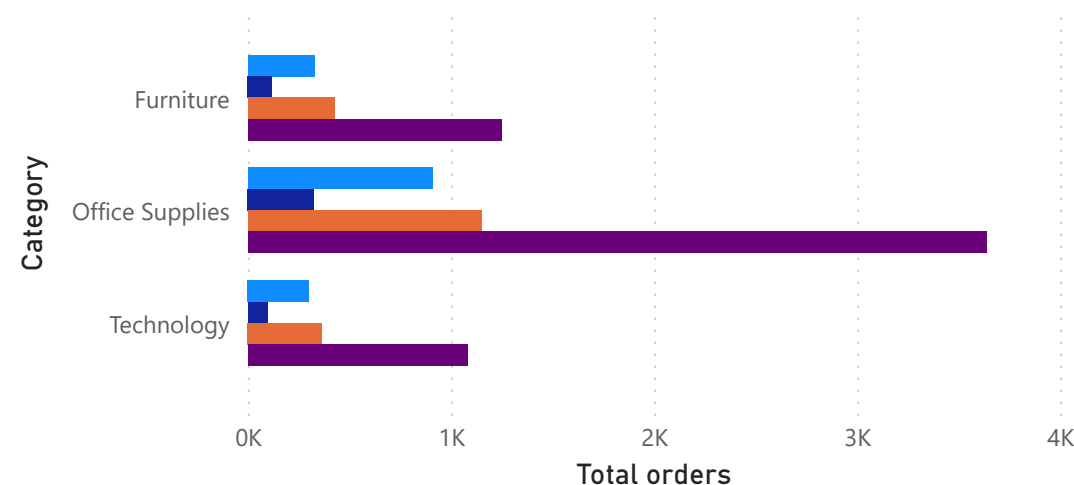
Avg # of days

Total orders by Ship Mode



Total orders by Category and Ship Mode

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



Key influencers Top segments



What influences Revenue to ?

When...

....the average of Revenue increases by

Total orders goes up
2067.02

£425K

| age (groups) | Total Customers | Gross Profit | Order Qty | Total orders |
|--------------|-----------------|--------------|-----------|--------------|
| 18 - 30 | 182 | £74,253 | 8761 | 2341 |
| 31 - 44 | 211 | £51,834 | 10053 | 2638 |
| 45 - 59 | 219 | £80,660 | 10223 | 2678 |
| 60 - 70 | 181 | £79,650 | 8836 | 2337 |
| Total | 793 | £286,397 | 37873 | 9994 |

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