

Dashboard 1 - Sales and Profit Overview

Dashboard 2 - Which market and products should we focus more..

Dashboard 3 - Shipment Analysis

Dashboard 4 - Customer Analysis

Dashboard 5 - Profit and Sales Forecasting

Dashboard 1 | Sales and Profit Overview

Figure 1.1 Total Sales and Profit by Country

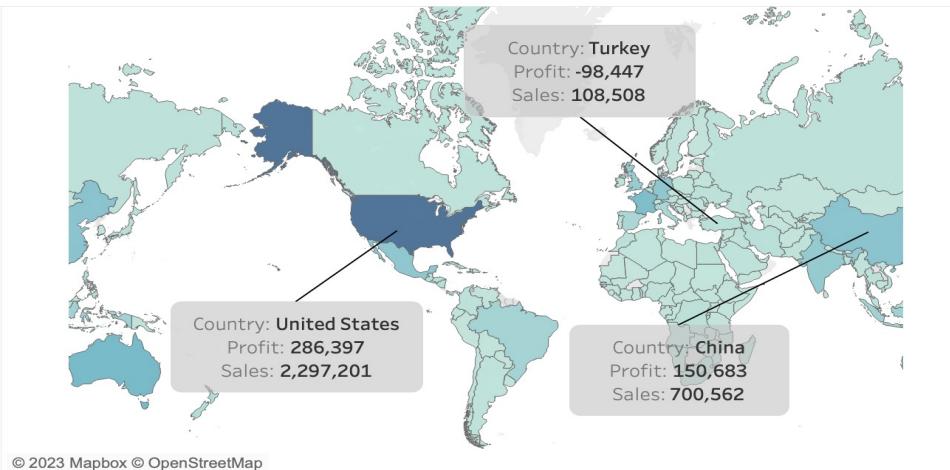


Figure 1.4 Year-over-Year (YoY) Sales and Profit Growth



Figure 1.2 Total Sales and Profits by Segment

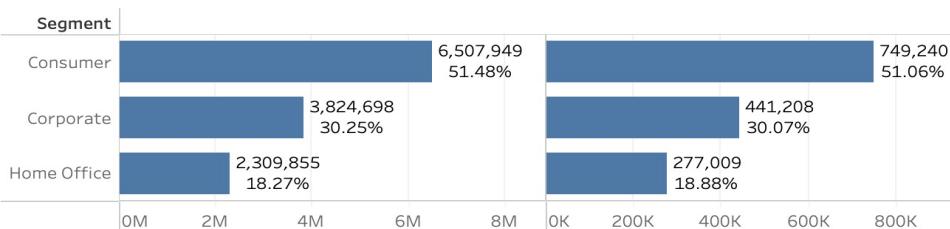


Figure 1.5 Month-over-Month (MoM) Sales and Profit Growth & Total Sales and Profits

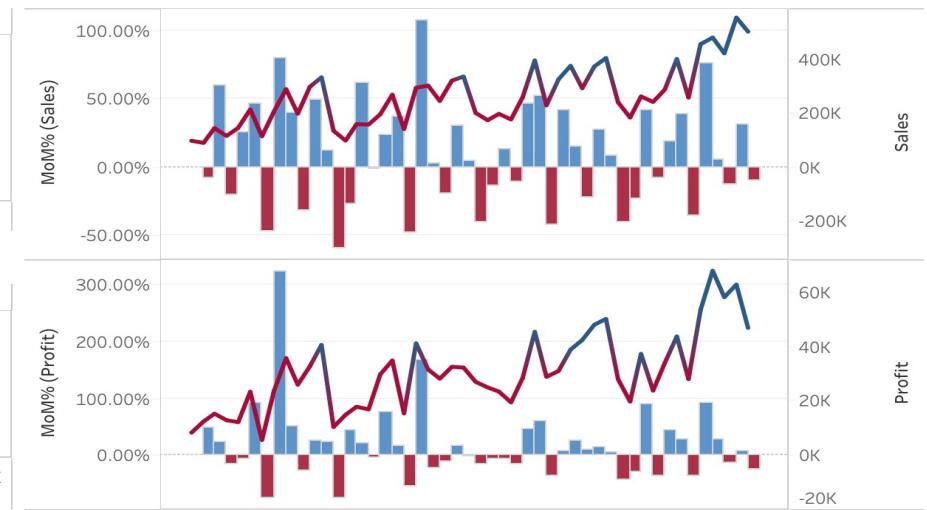
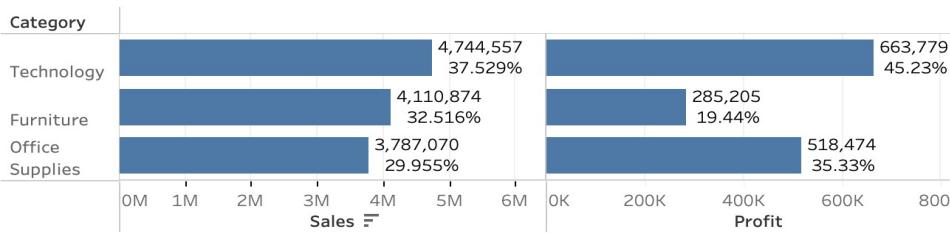


Figure 1.3 Total Sales and Profits by Category



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Dashboard 2 | Which market and products should we focus more?

Figure 2.1 BCG Growth - Share Matrix

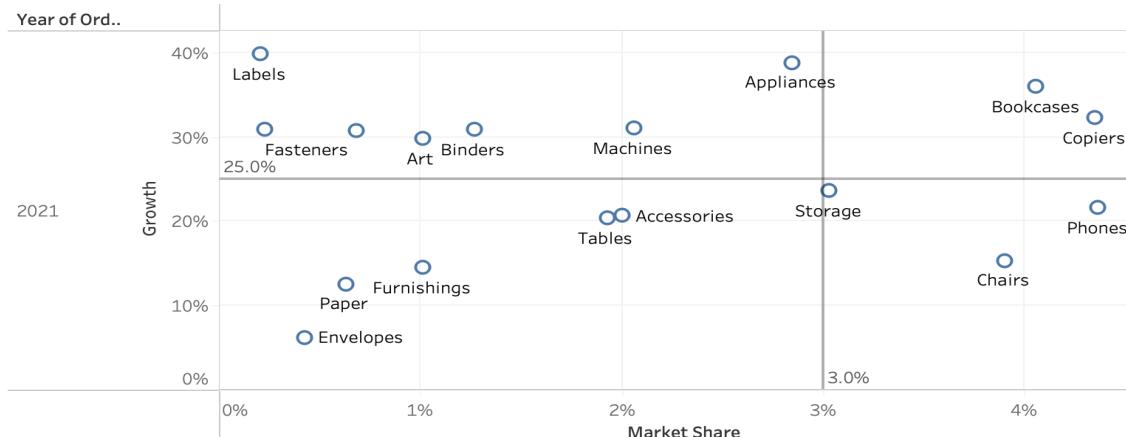


Figure 2.2 Profit by Sub-category

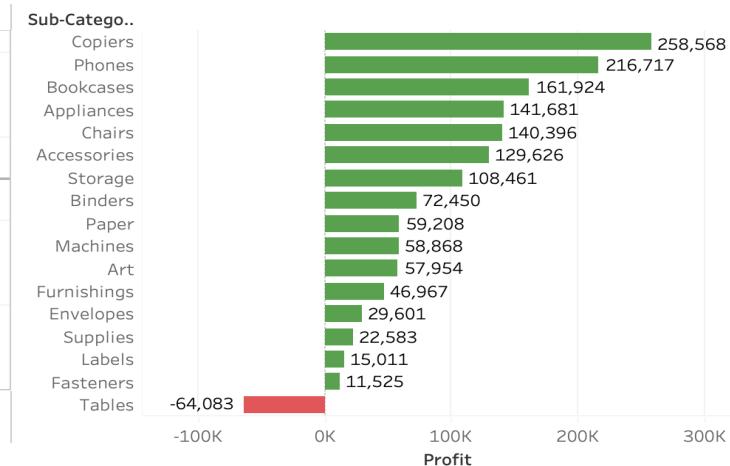


Figure 2.3 Growth Rate in Sales from 2019-2021

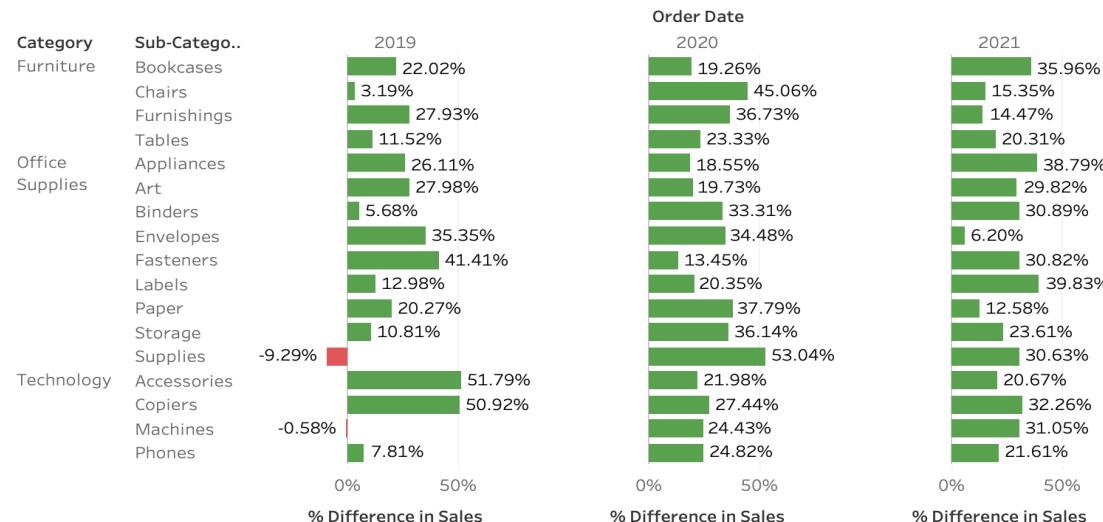


Figure 2.4 Profit Ratio by Market

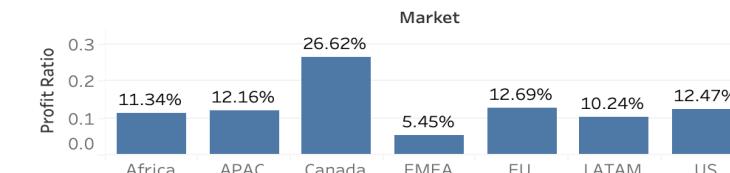
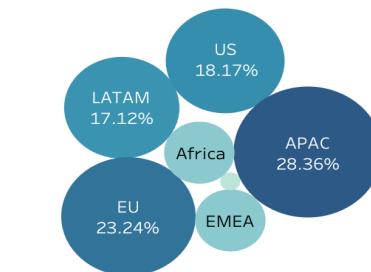


Figure 2.5 Sales Share by Market



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Figure 3.1 Shipment Results



Figure 3.2 Average Days to Ship and Average Shipping Cost by Category and Sub-category

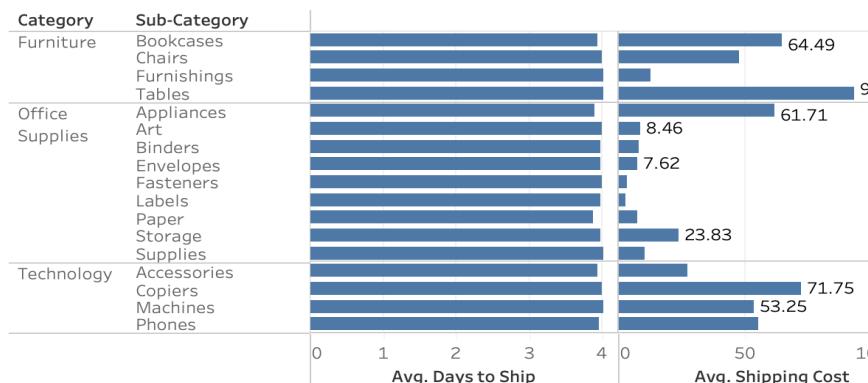


Figure 3.4 Average Days to Ship and Average Shipping Cost depending on Order Priority and Ship Mode

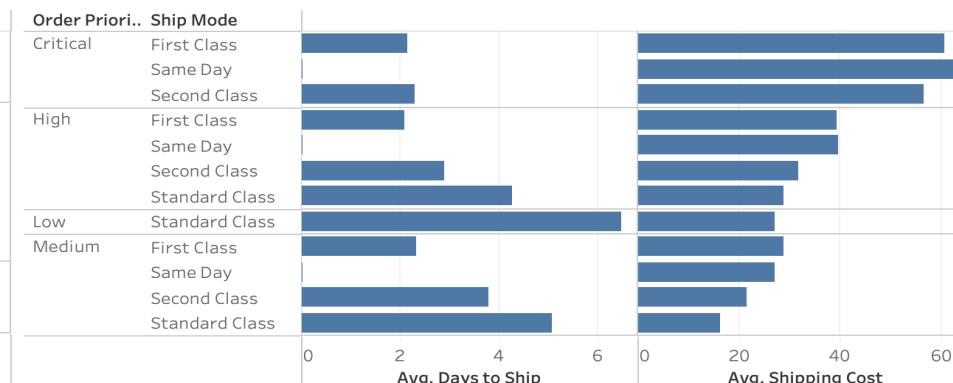


Figure 3.3 Average Days to Ship

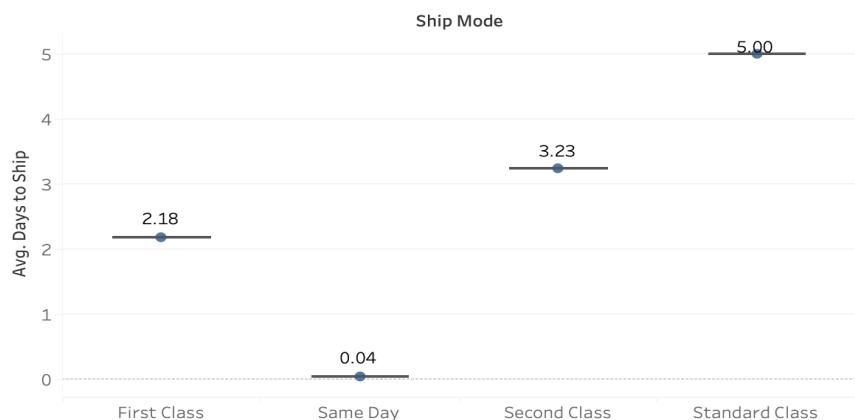


Figure 3.5 Minimum/ Maximum/ Number of Shipments/ Numbers and Percentage of Delayed Shipments by Ship Mode

Ship Mode	Min. Days to Ship	Max. Days to Ship	Number of Shipments	Number of Delayed Shipments	Percentage of delayed shipments
Same Day	0	1	2,701	101	3.74%
First Class	1	3	7,505	2,925	38.97%
Second Class	2	5	10,309	4,192	40.66%
Standard Class	4	7	30,775	9,312	30.26%

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Figure 4.1 Total Sales and Profits contributed by customers' cohort

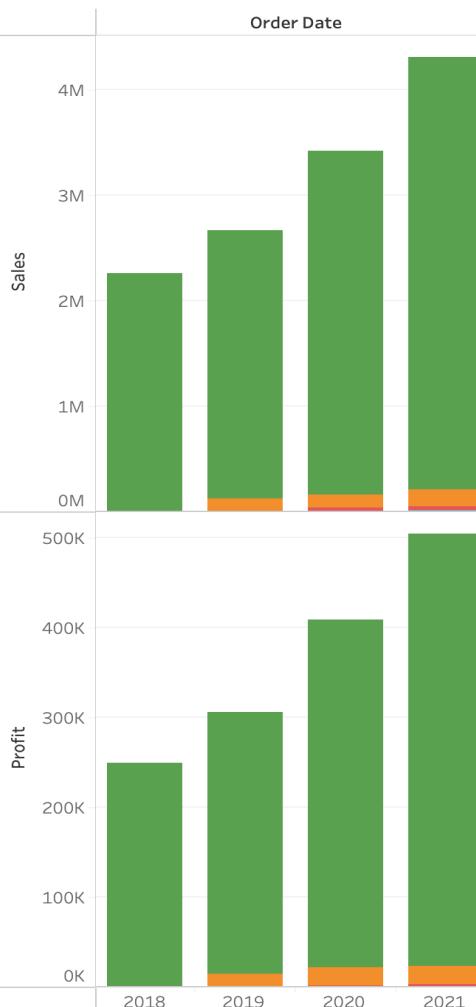


Figure 4.2 RFM Average Score *The R-F-M scores were derived by calculating the percentile of customers' recency, frequency, and monetary

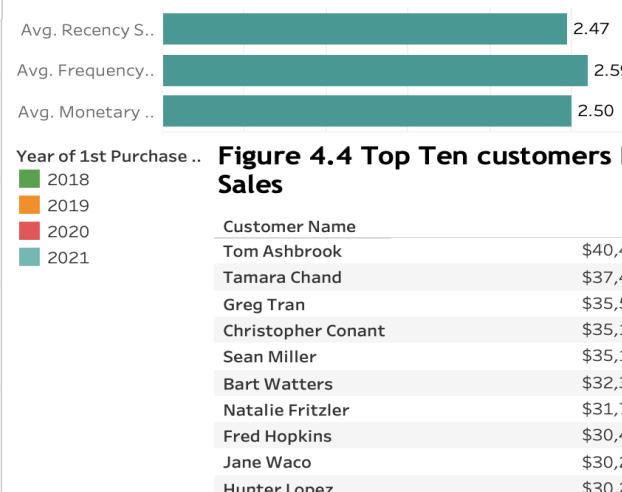


Figure 4.5 Cohort Analysis (percentage of customers)

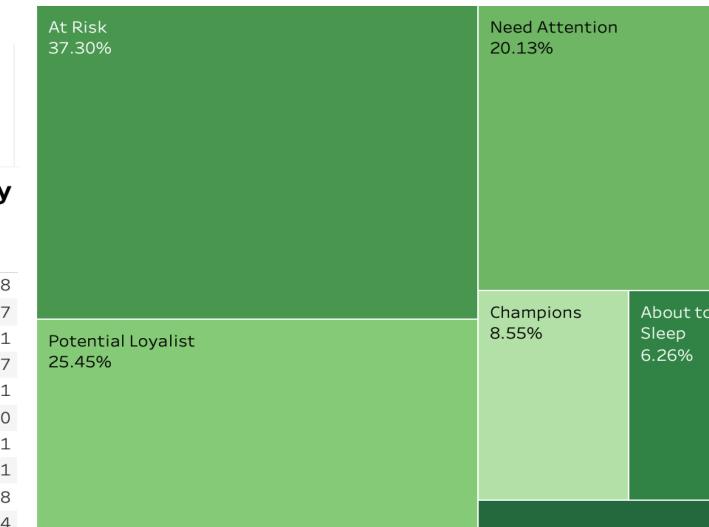


Figure 4.5 Cohort Analysis (percentage of customers)

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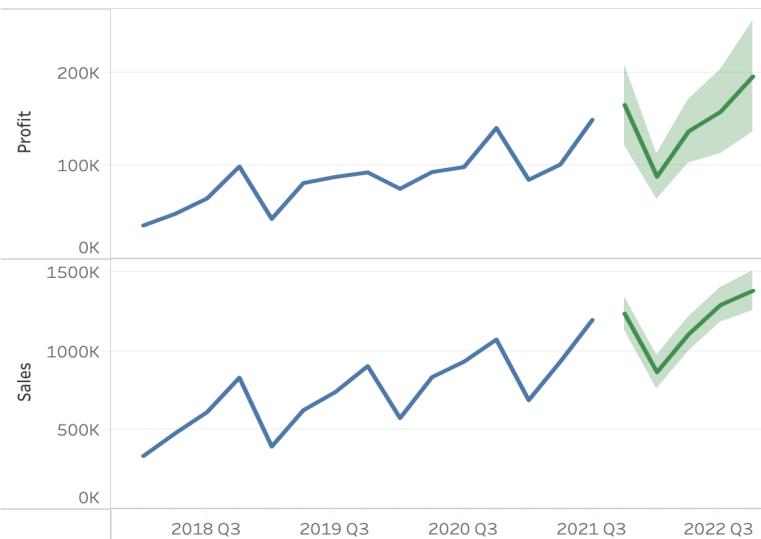
Dashboard 3 - Shipment Analysis

Dashboard 4 - Customer Analysis

Dashboard 5 - Profit and Sales Forecasting

Dashboard 5 | Profit and Sales Forecasting for FY2022

Figure 5.1 Total Sales and Profits forecasted



Forecast indicator
Actual Estimate

Figure 5.2 Profit forecasted by each Market

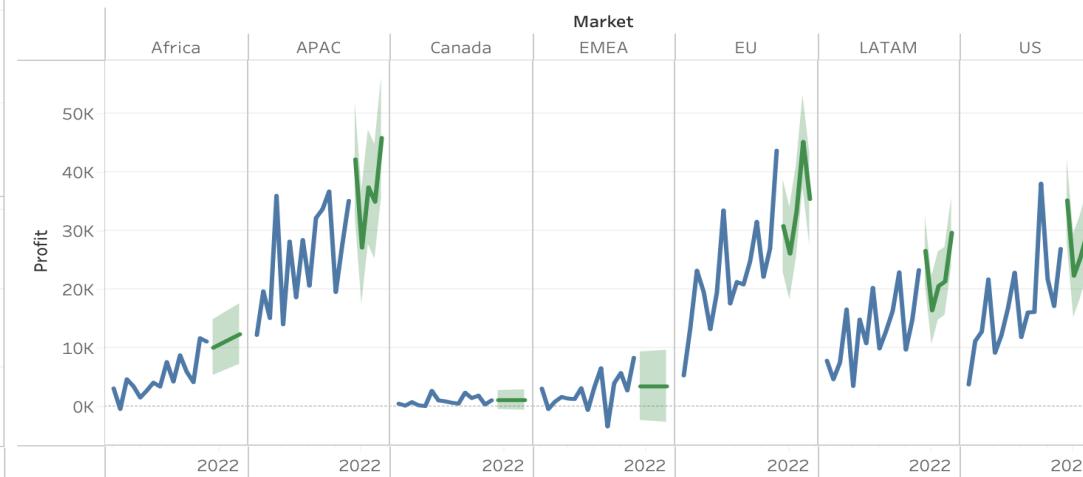


Figure 5.3 Profit forecasted by Category



Figure 5.4 Profit forecasted by Segment

