

Executive Summary

Supply Chain Operations

Risk & Insight

\$33.05M

Total Revenue

\$3.97M

Total Profit

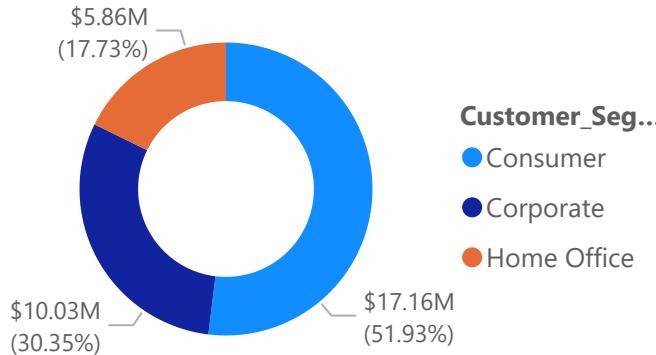
12.00%

Profit Margin %

66K

Total Orders

Revenue by Segment



Top Products List

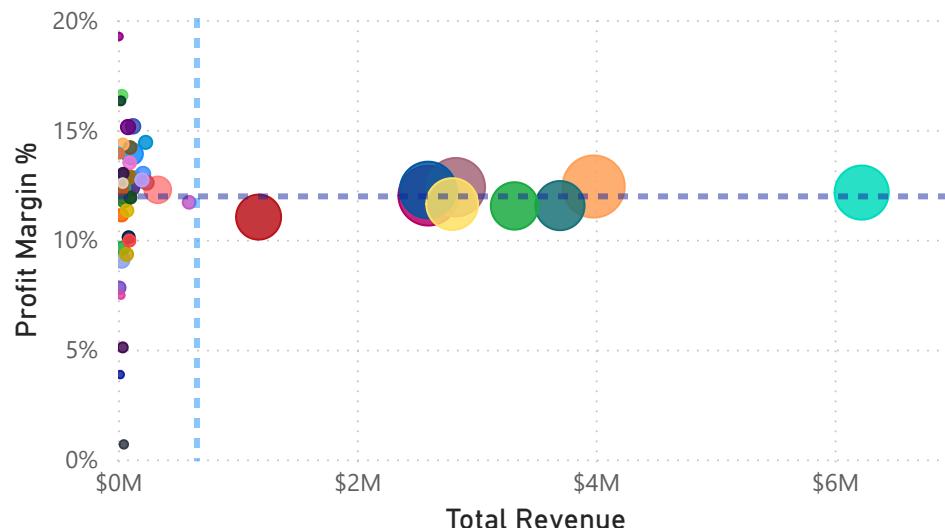
Product_Name	Category_Name	Total Revenue	Total Profit	Profit Margin %
Bowflex SelectTech 1090 Dumbbells	Fitness Accessories	\$5,171.90	\$1,190.78	23.02%
Diamondback Boys' Insight 24 Performance Hybr	Basketball	\$7,666.21	\$1,730.81	22.58%
Polar FT4 Heart Rate Monitor	Kids' Golf Clubs	\$16,248.55	\$3,476.85	21.40%
Bag Boy M330 Push Cart	Golf Gloves	\$14,981.66	\$2,969.11	19.82%
Elevation Training Mask 2.0	Soccer	\$16,653.07	\$3,299.57	19.81%
Ogio Race Golf Shoes	Golf Bags & Carts	\$9,403.79	\$1,810.07	19.25%
The North Face Women's Recon Backpack	Hunting & Shooting	\$15,991.48	\$2,803.80	17.53%
adidas Brazuca 2014 Official Match Ball	Baseball & Softball	\$9,386.55	\$1,642.73	17.50%
Total		\$33,054,402.38	\$3,966,902.97	12.00%

Global Sales Map

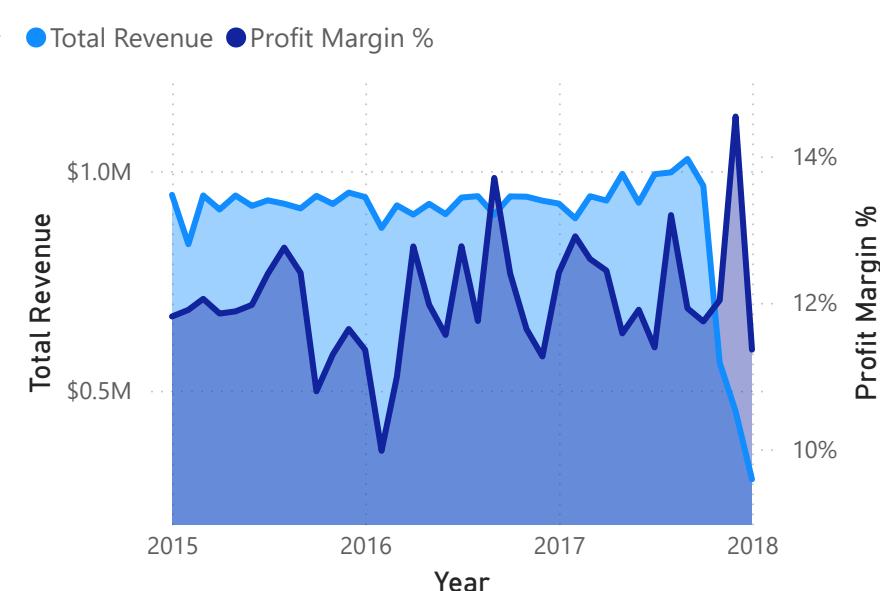


Product Matrix

Category_Name ● Accesso... ● As Seen ... ● Baby ● Baseball... ● Basketball ► ● Total Revenue ● Profit Margin %



Revenue Trend



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45.17%

OTD %

3.50

Avg Real Days

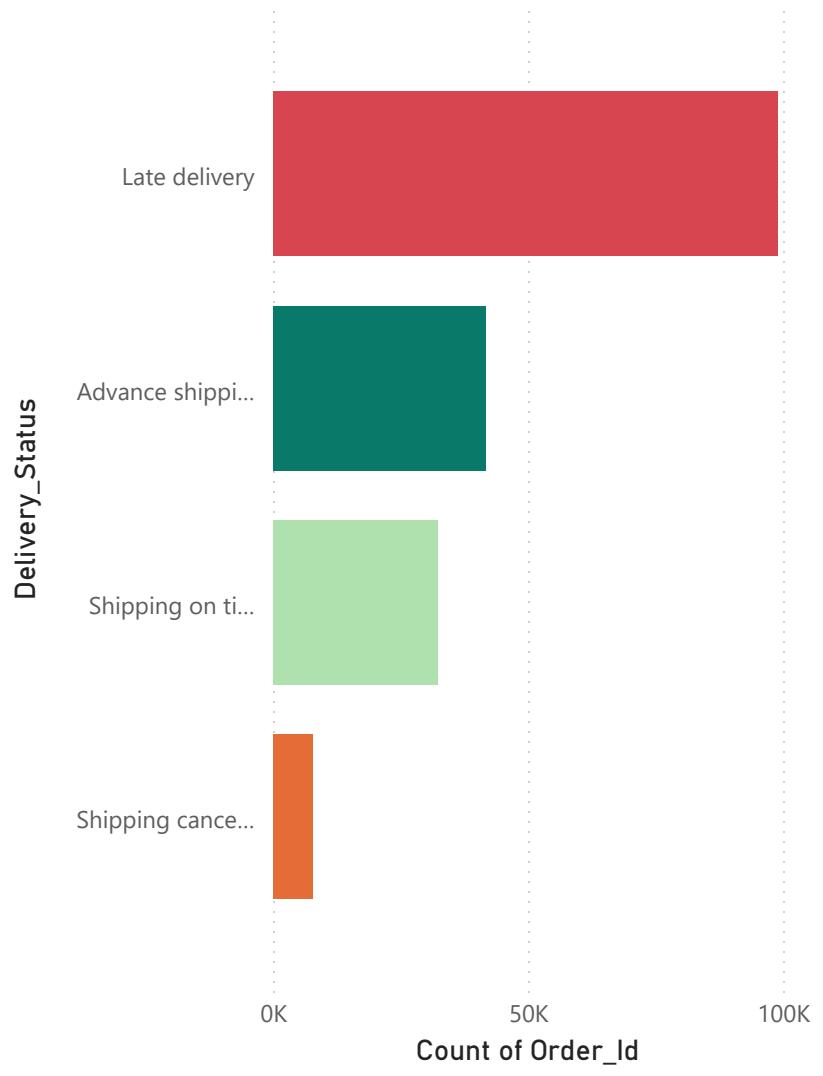
2.93

Avg Scheduled Days

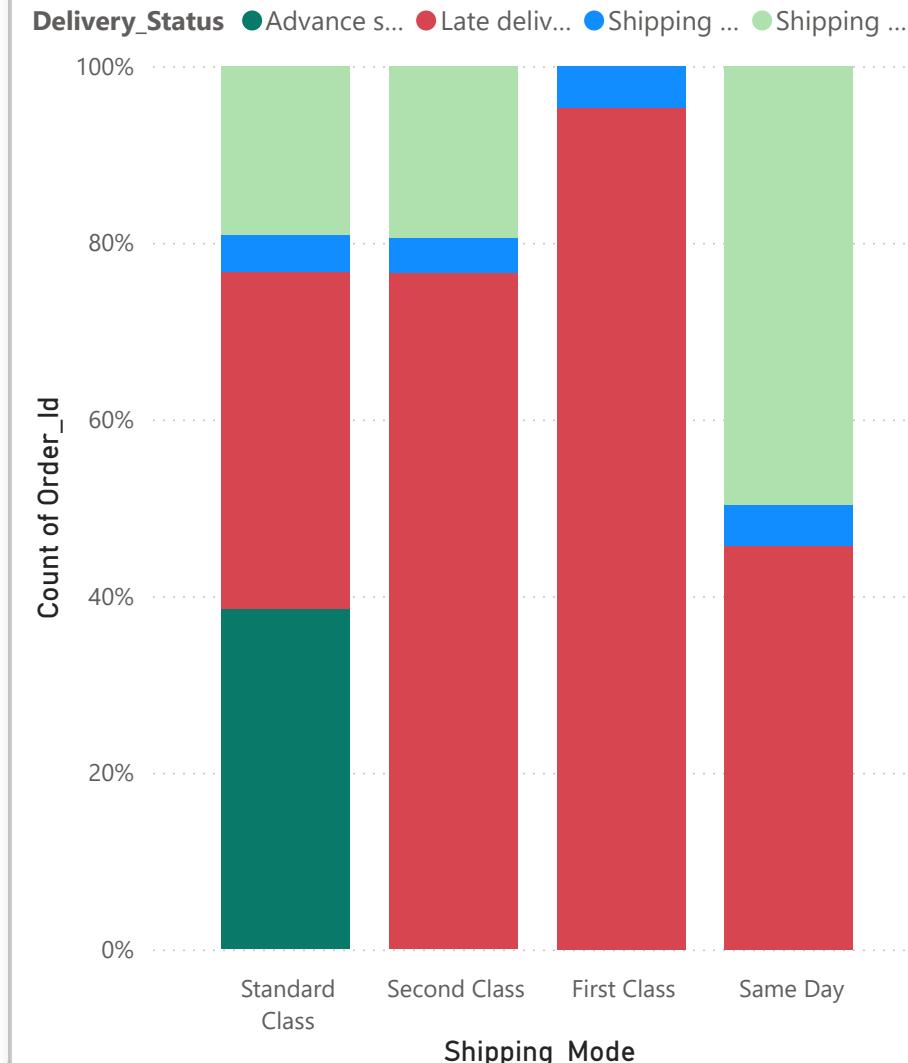
0.57

Delay Variance

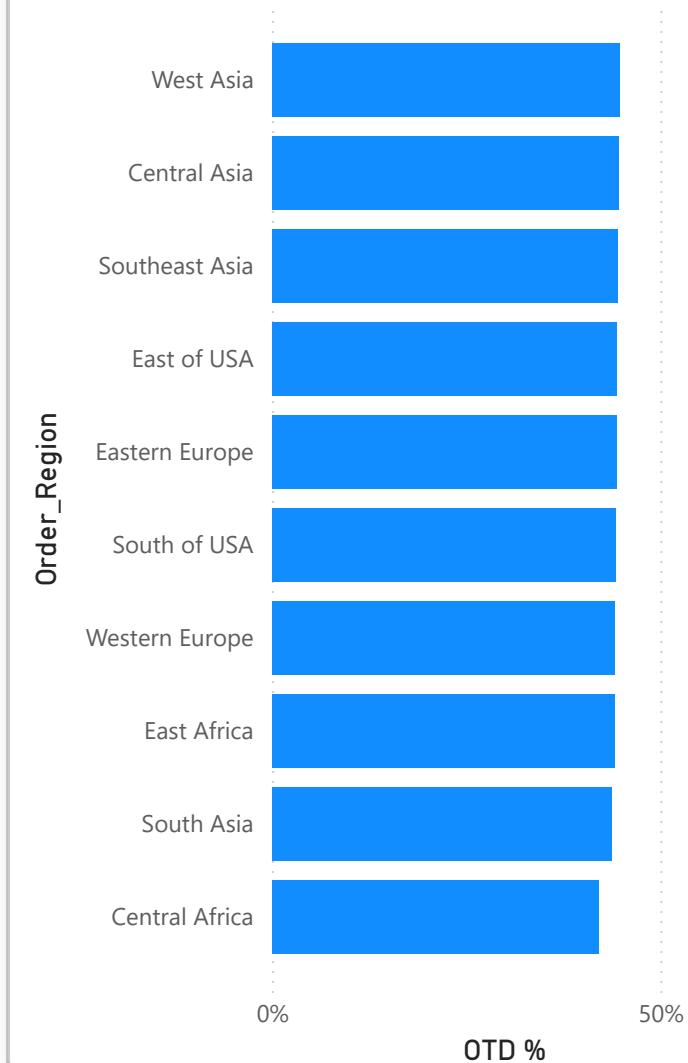
Delivery Status Breakdown



Shipping Mode Efficiency



Worst Performing Regions



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37.49%

Unprofitable Order %

2.26%

Fraud Rate

2.08%

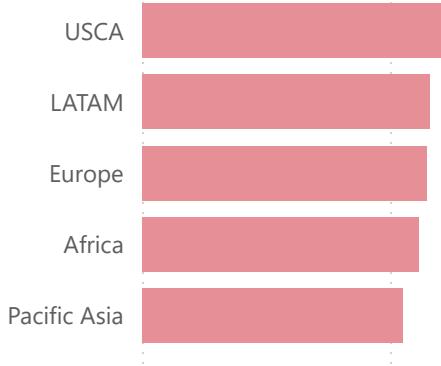
Cancellation Rate

\$1.41M

Potential Loss

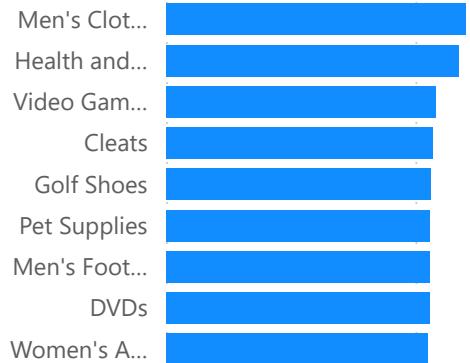
Fraud Rate by Market

Market

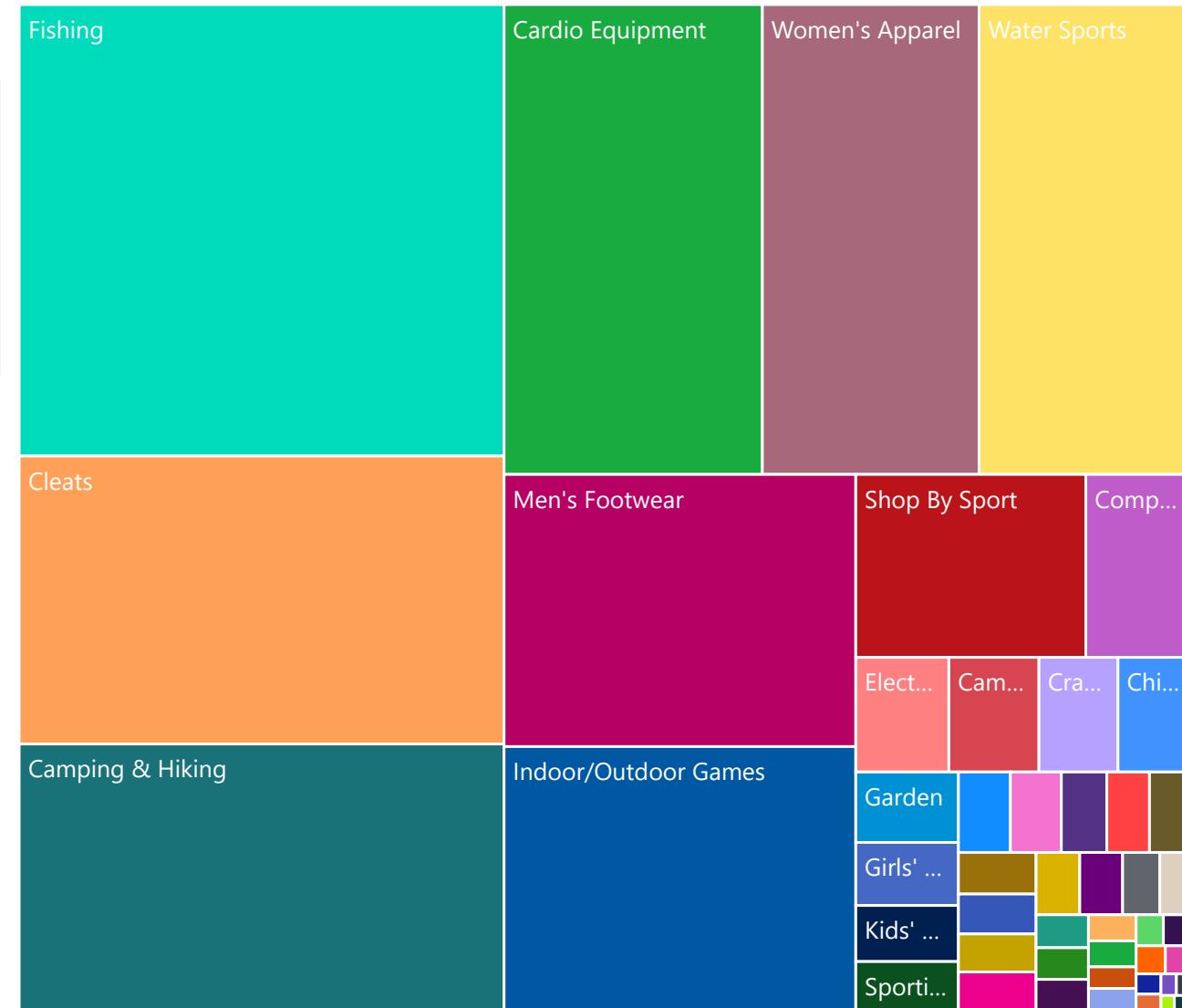


Unprofitable Order %

Category_Name

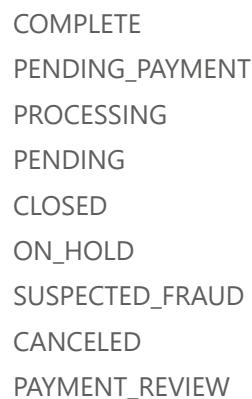


Risk by Category



Order Status Funnel

100%



3.2%