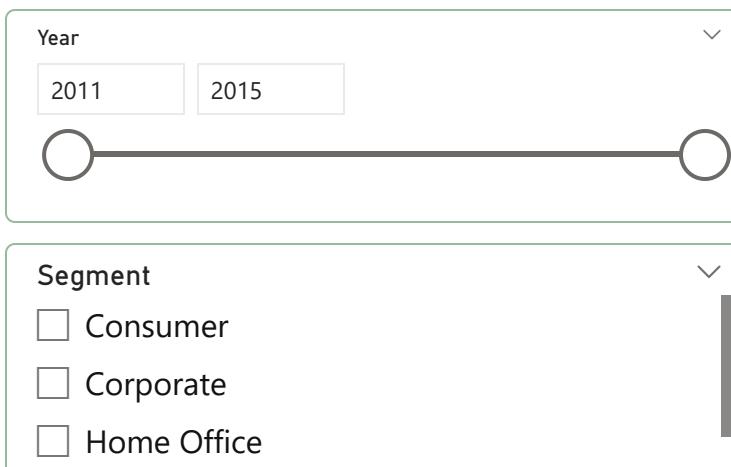
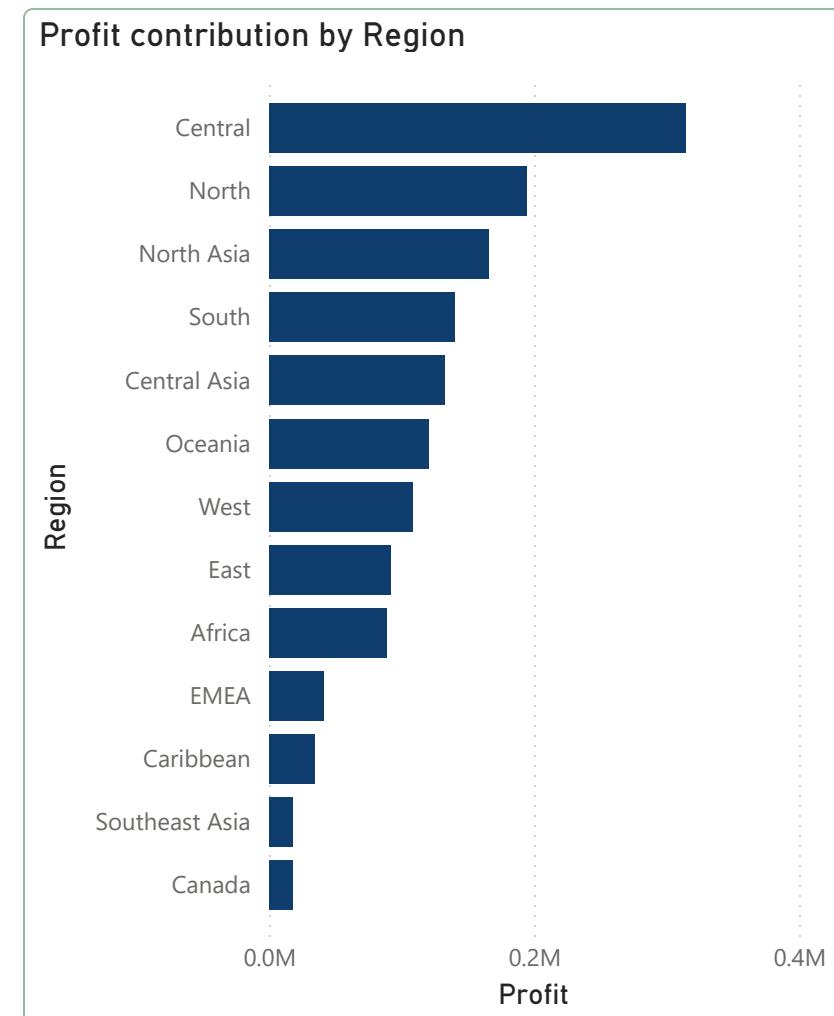
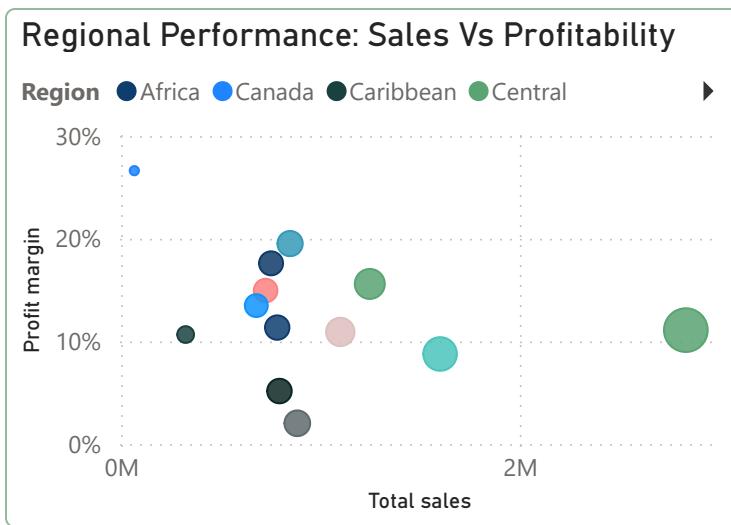
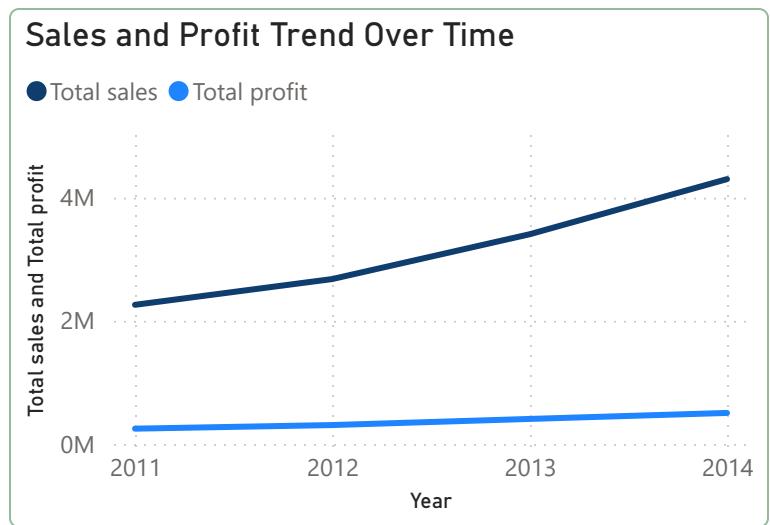


Total Revenue
4.30M

Total profit
504.17K

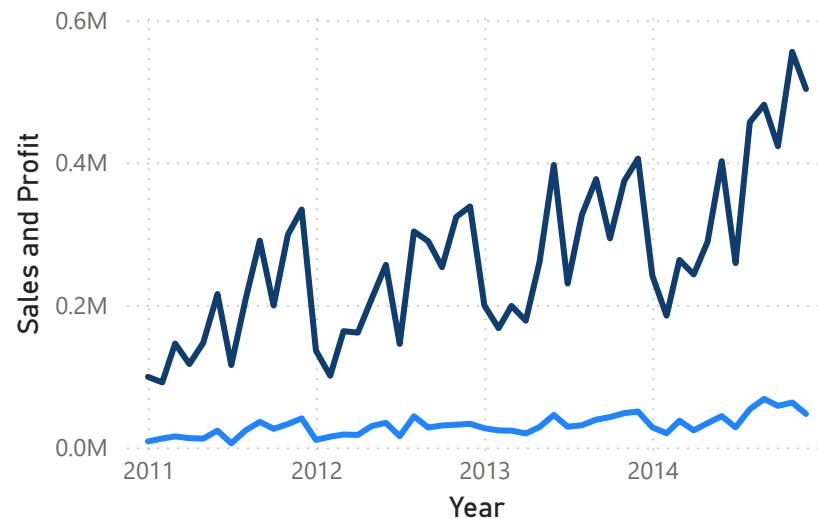
Overall Profit Margin(%)
11.73%

Total Orders
8531



Sales and Profit Trend by Year, Quarter, and Month

Sales Profit



Year

2011

2015

Profit Margin Trend Over Time

Profit margin



market, Region

- ✓ Africa
- ✓ APAC
- ✓ Canada
- ✓ EMEA
- ✓ EU
- ✓ LATAM
- ✓ US

Sales and Profit comparison by Year

Profit Sales

Profit and Sales

0M

4M

2M

0M

2011

2012

2013

2014

Year

Monthly Sales Seasonality

year 2011 2012 2013 2014

0.6M

0.4M

0.2M

0.0M

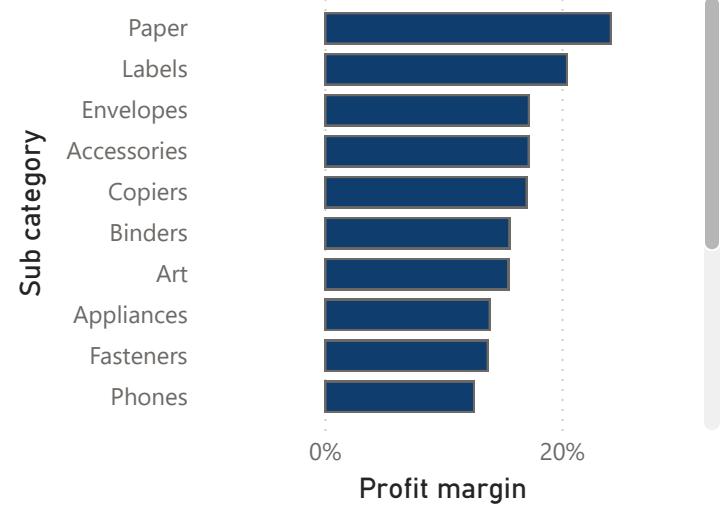
0

5

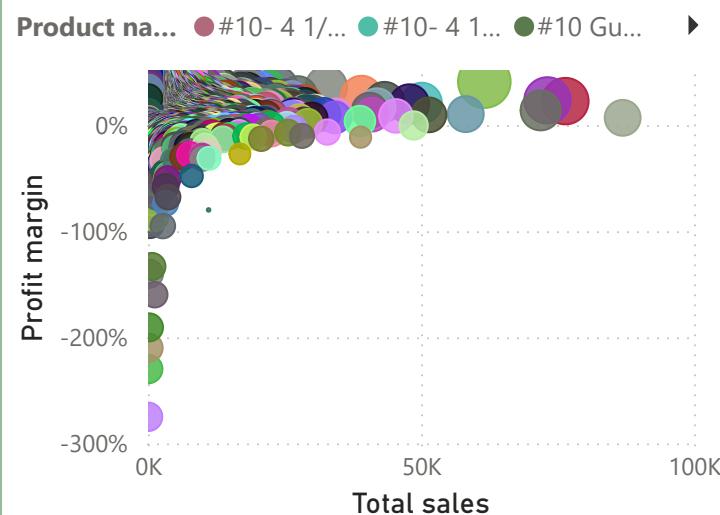
10

Month

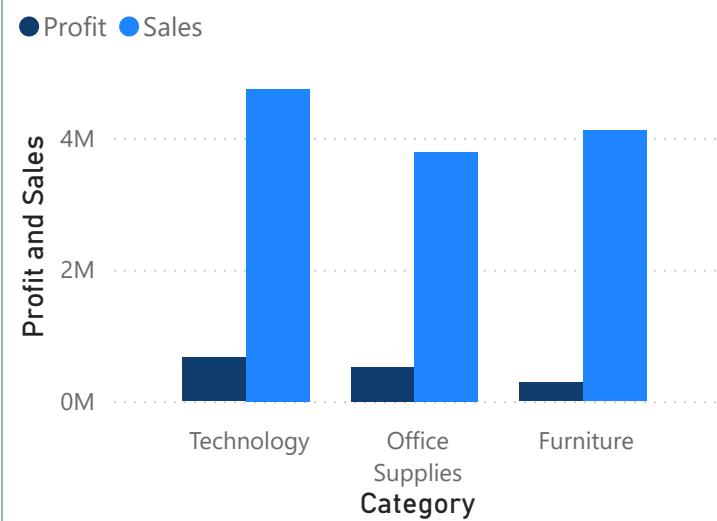
Profit Margin by Product Sub-Category



Product Performance: Sales vs Profitability



Sales and Profit by Product Category



Region

Africa

Category	Profit margin	Total sales	Total profit
Furniture	8.35%	194,650.64	16,262.09
Office Supplies	10.68%	266,755.53	28,480.05
Technology	13.69%	322,367.04	44,129.49
Total	11.34%	783,773.21	88,871.63

Canada

Category	Profit margin	Total sales	Total profit
Furniture	24.66%	10,595.28	2,613.24
Office Supplies	26.50%	30,034.08	7,957.53
Technology	27.55%	26,298.81	7,246.62
Total	26.62%	66,928.17	17,817.39

Caribbean

Category	Profit margin	Total sales	Total profit
Furniture	5.26%	118,372.40	6,223.46
Office Supplies	16.54%	89,575.42	14,818.28
Technology	11.63%	116,333.05	13,529.59
Total	10.66%	324,280.86	34,571.32

Category, Sub_category

- ✓ Furniture
- ✓ Office Supplies
- ✓ Technology

Year

2011 2015

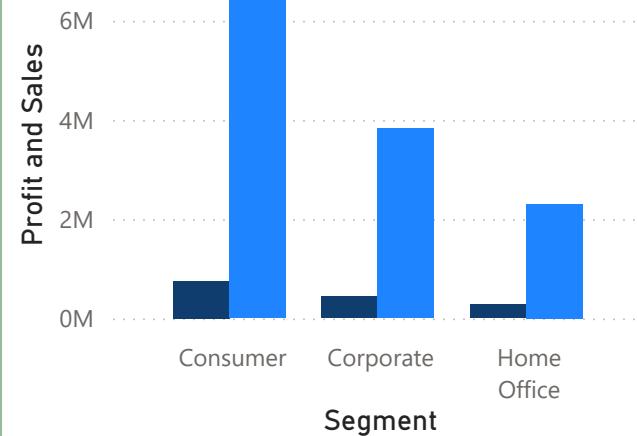
market, region

- ✓ Africa
- ✓ APAC
- ✓ Canada
- ✓ EMEA
- ✓ EU
- ✓ LATAM
- ✓ US



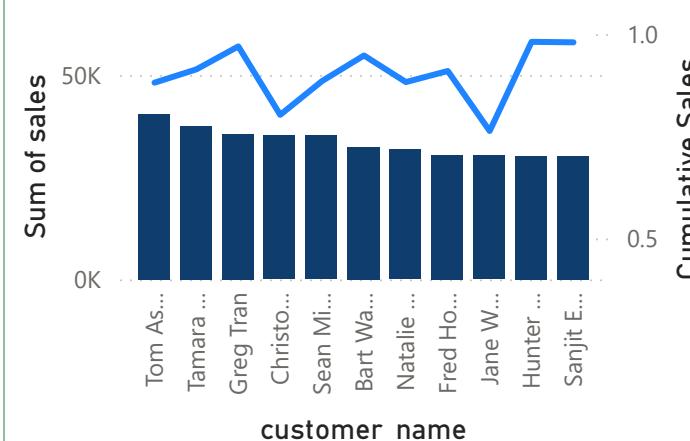
Sales and Profit by Customer Segment

● Profit ● Sales



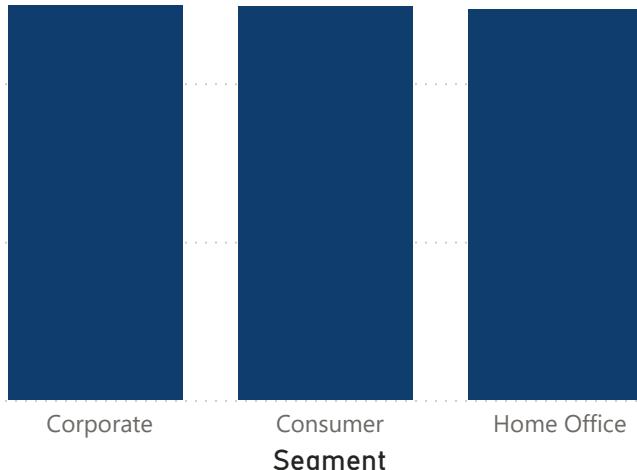
Sum of sales and Cumulative Sales % by customer_name

● Sum of sales ● Cumulative Sales %



Average order value by Customer Segment

Average Order Value



Customer Performance: Sales vs Profitability

Customer name ● Aaron B... ● Aaron H... ● Aaron S... ● Adam B... ● Adam H... ● Adam S... ● Adrian B...

Profit margin

0K

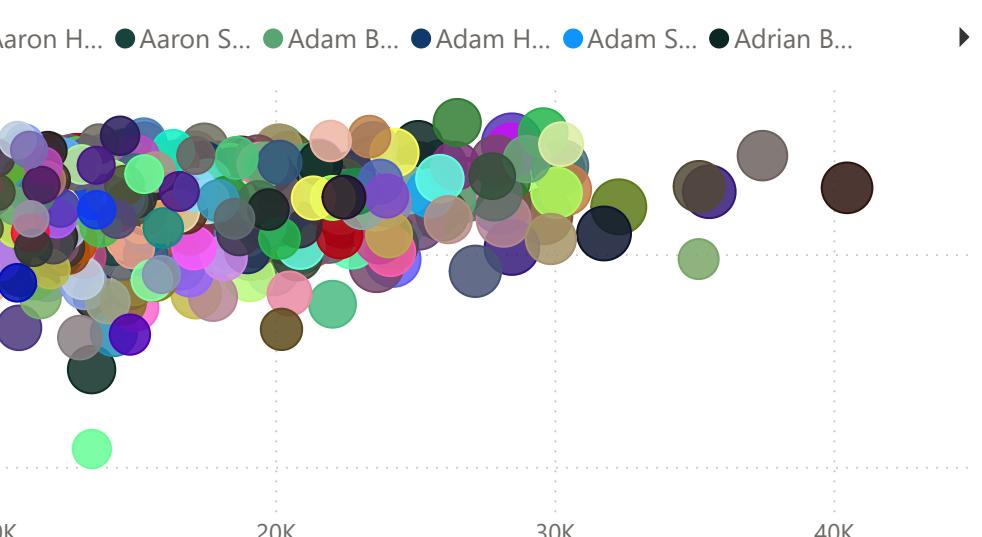
10K

20K

30K

40K

Total sales



year

2011

2015

market, Region

- ✓ Africa
- ✓ APAC
- ✓ Canada
- ✓ EMEA
- ✓ EU
- ✓ LATAM

Segment

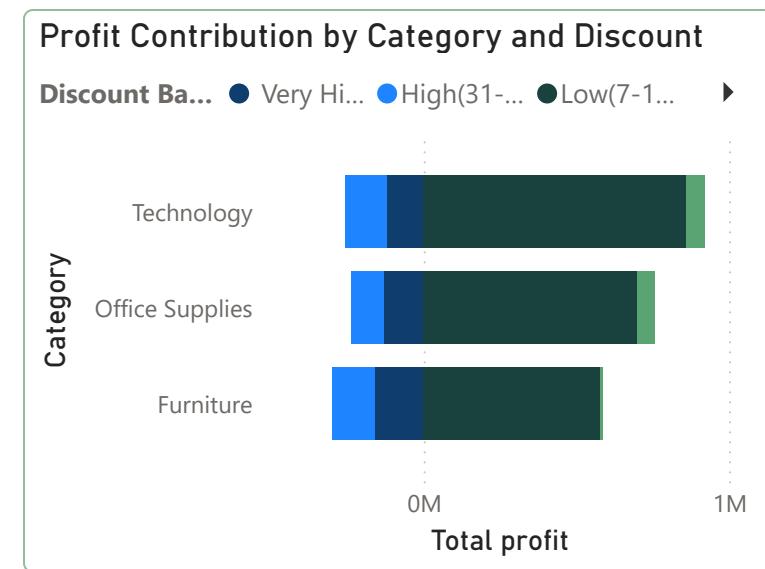
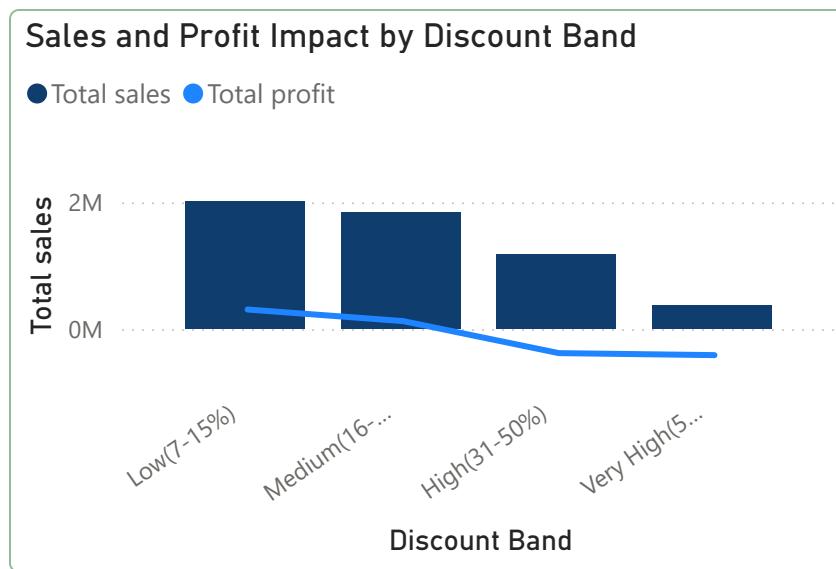
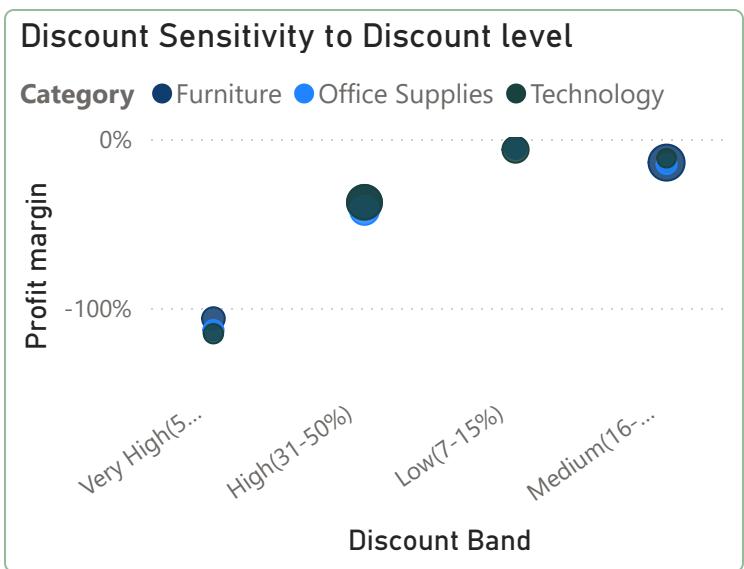
- Consumer
- Corporate
- Home Office

Total Sales (Yearly)
1.83M

Total Profit (Yearly)
504.17K

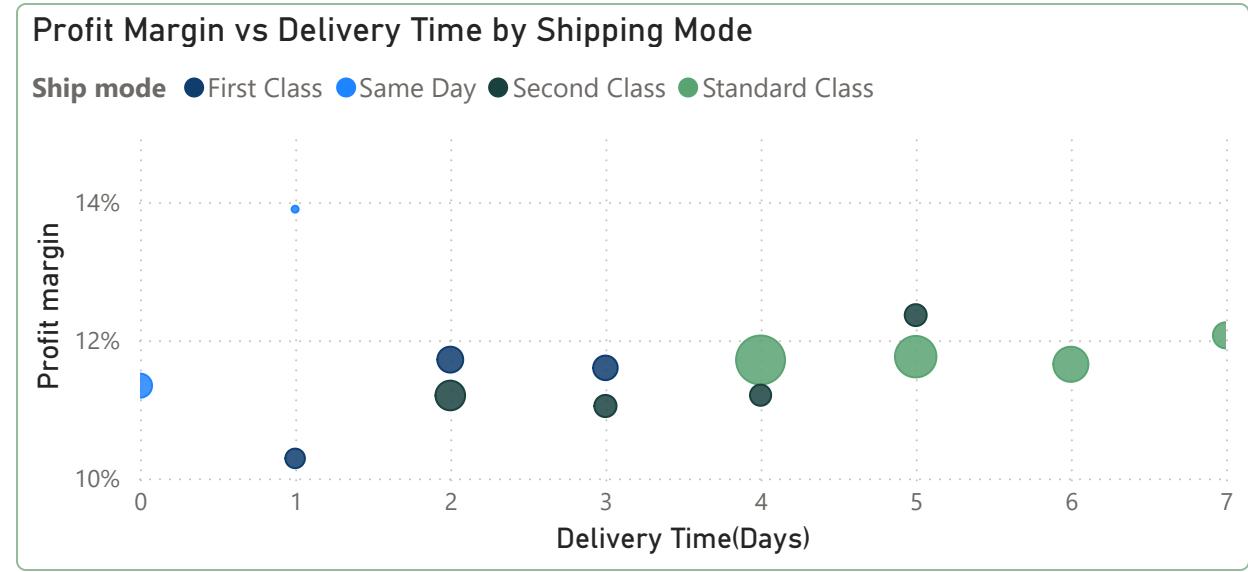
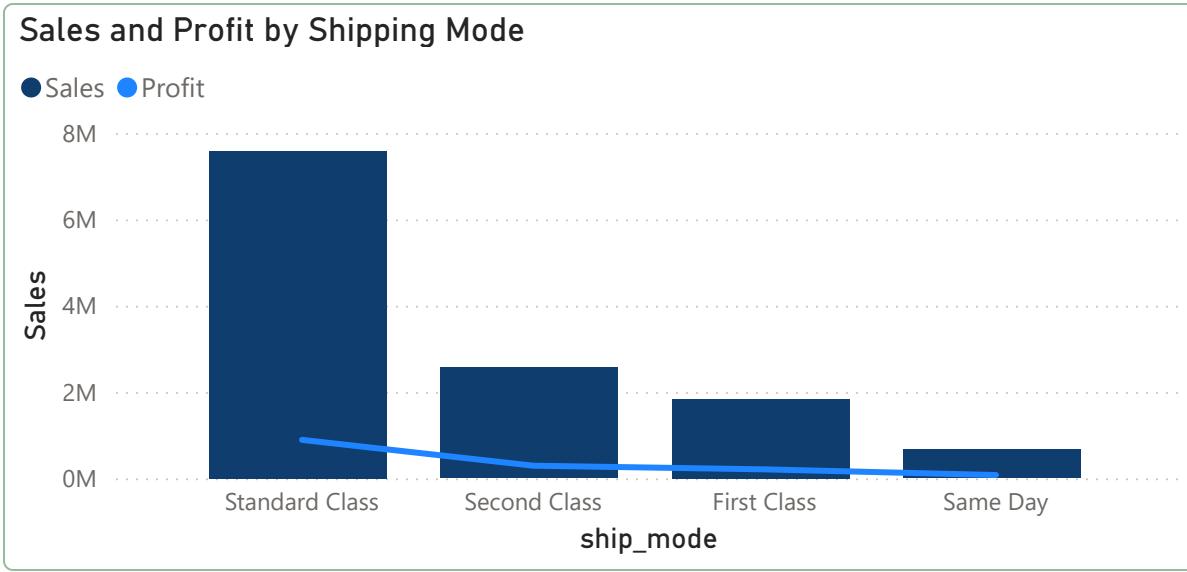
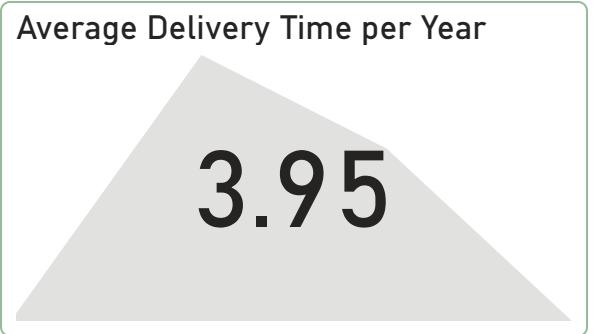
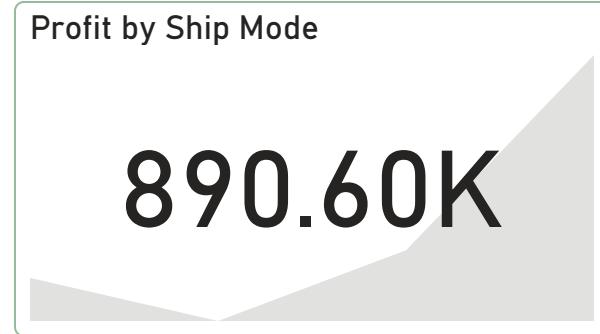
Average Discount Rate (Yearly)
0.14

Profit margin (Yearly)
11.73%



Category	Very High(51-85%)	High(31-50%)	Low(7-15%)	Medium(16-30%)	Total
Furniture	-106.34%	-32.04%	22.01%	0.80%	6.94
Office Supplies	-113.19%	-36.12%	23.63%	13.55%	13.69
Technology	-115.31%	-30.30%	23.37%	11.64%	13.99
Total	-111.02%	-32.39%	23.07%	6.80%	11.61

Product_Level Discounts Profitability Analysis					
Product_name	Discount	Sales	Profit	Profit margin	Profit margin %
Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	0.80	7,328.47	1,621.47	-4.47	-275.00%
Total		7,328.47	12,642,502.22	1,467,457.29	11.61%



Total Sales per Year

4.30M

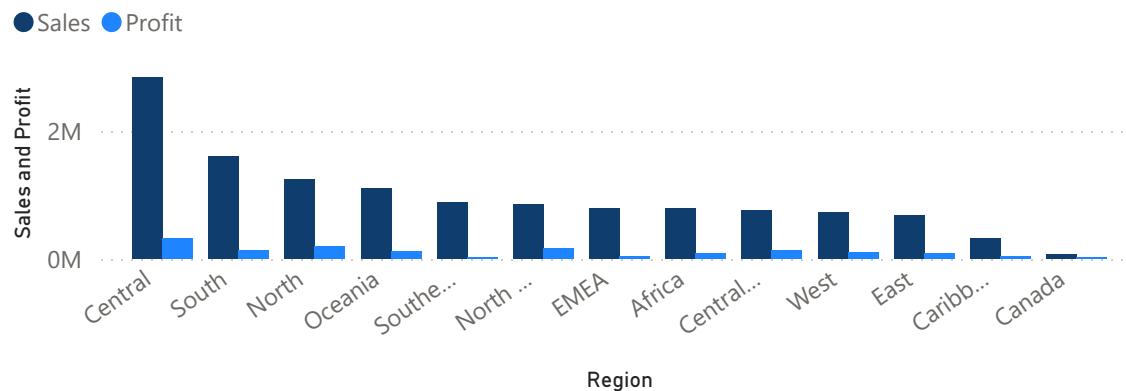
Total profit per Year

504.17K

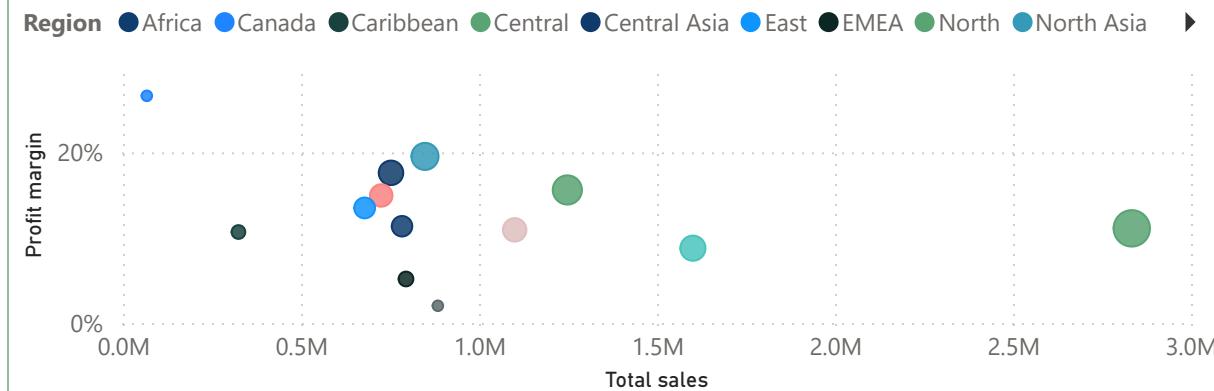
Profit margin per Year

11.73%

Sales and Profit by Region



Region Profitability vs Market Size



Country

	Furniture	Office Supplies	Technology
Afghanistan	24.79%	28.68%	23.78%
Albania	29.47%	23.07%	13.19%
Algeria	24.87%	24.61%	26.10%
Angola	23.55%	26.87%	25.92%
Argentina	-46.64%	-23.20%	-22.41%
Armenia	48.61%	13.91%	
Australia	7.28%	12.81%	14.03%
Austria	27.58%	24.71%	27.07%
Azerbaijan	38.39%	16.71%	35.59%
Bahrain		14.95%	1.00%
Bangladesh	22.20%	28.41%	26.37%
Total	6.94%	13.69%	13.99%

Country and Region Performance Overview

Country	Region	Total profit	Profit margin	Average of discount	Average of shipping_cost
Myanmar (Burma)	Southeast Asia	-2,109.26	-6.18%	0.24	22.16
Philippines	Southeast Asia	-16,128.23	-8.79%	0.35	26.26
Thailand	Southeast Asia	-7,308.20	-9.48%	0.36	26.23
Vietnam	Southeast Asia	-1,870.23	-2.84%	0.24	29.00
Argentina	South	-18,693.80	-32.50%	0.43	16.32
Peru	South	-5,507.88	-30.89%	0.41	12.21
Portugal	South	-8,703.06	-57.62%	0.50	20.11
Venezuela	South	-11,222.71	-42.21%	0.41	14.48
Total		-447,899.67	-38.30%	0.47	15.65