

Total Revenue

4.30M

Total profit

504.17K

Overall Profit Margin(%)

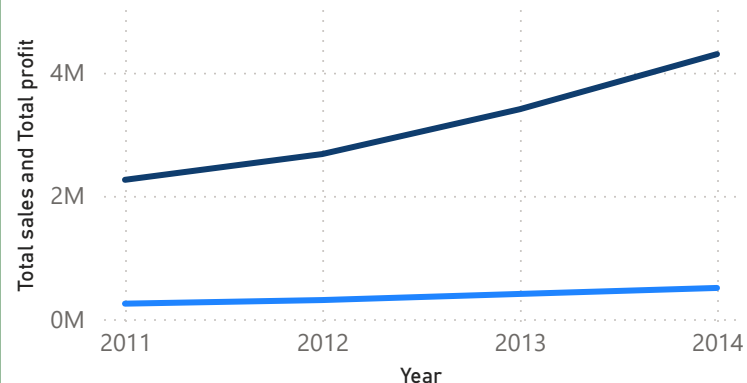
11.73%

Total Orders

8531

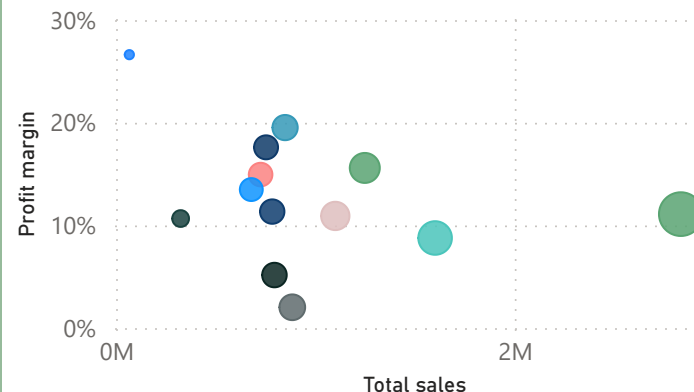
Sales and Profit Trend Over Time

● Total sales ● Total profit

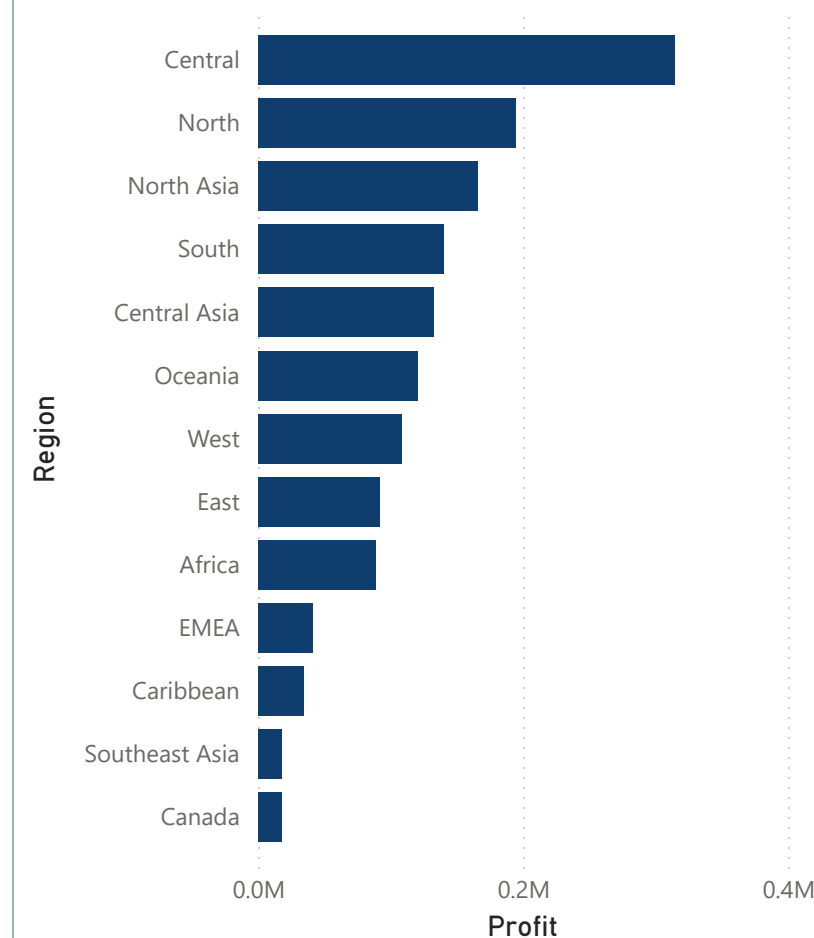


Regional Performance: Sales Vs Profitability

Region ● Africa ● Canada ● Caribbean ● Central



Profit contribution by Region



Market, Region

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

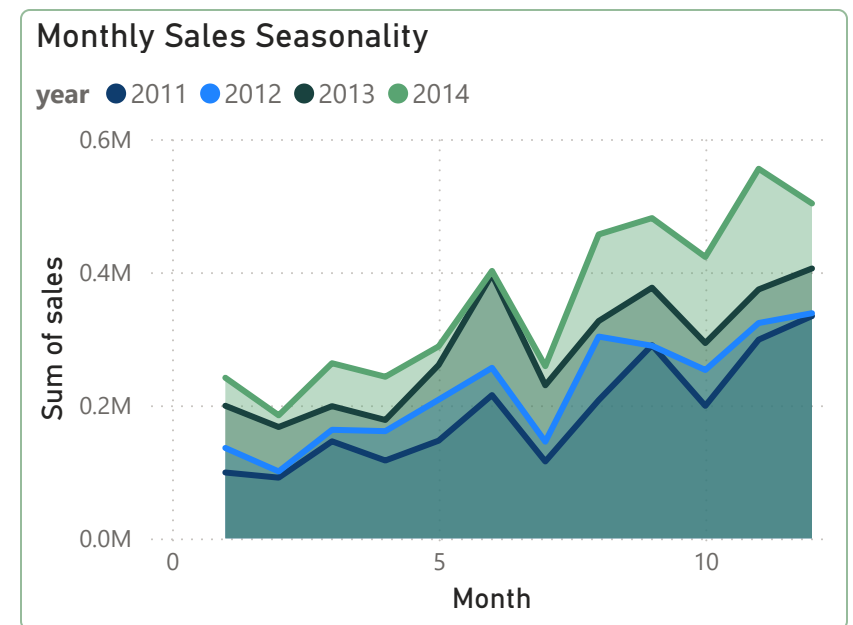
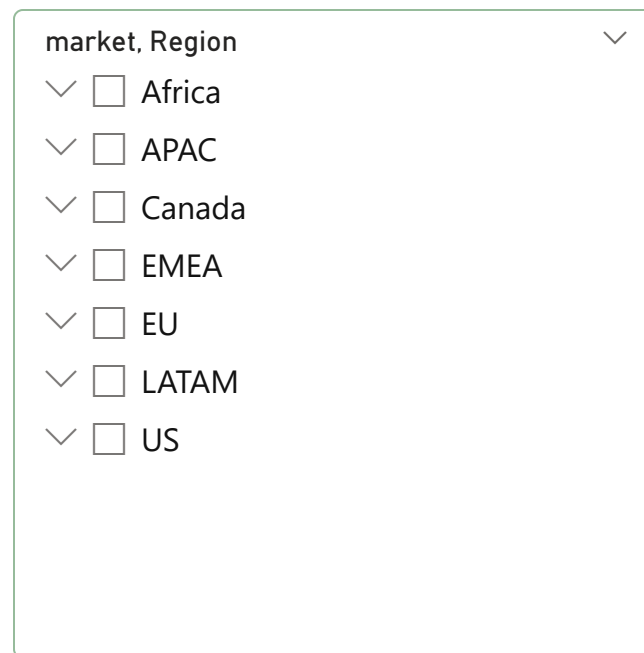
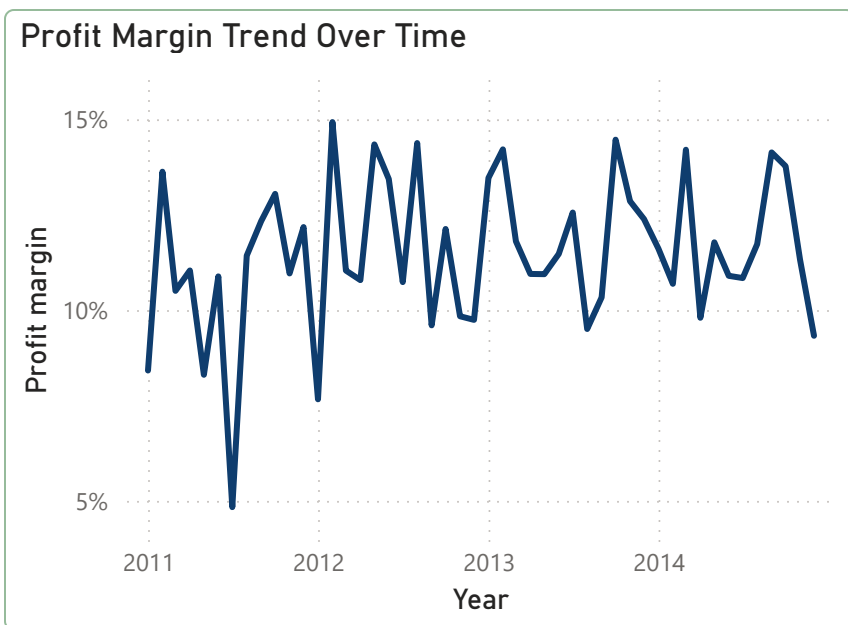
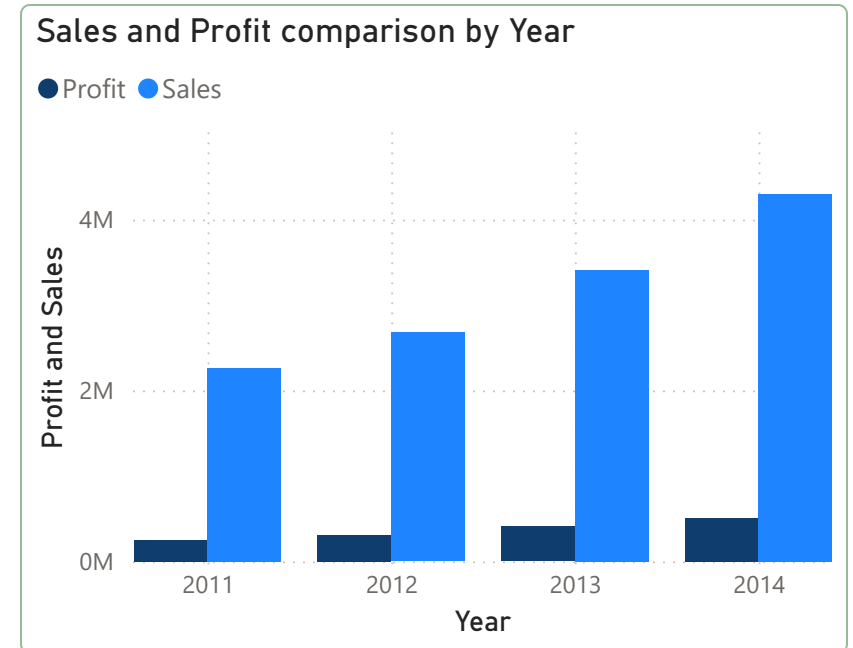
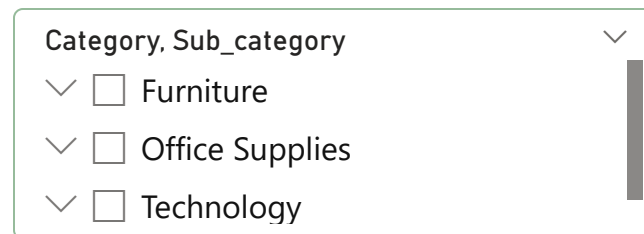
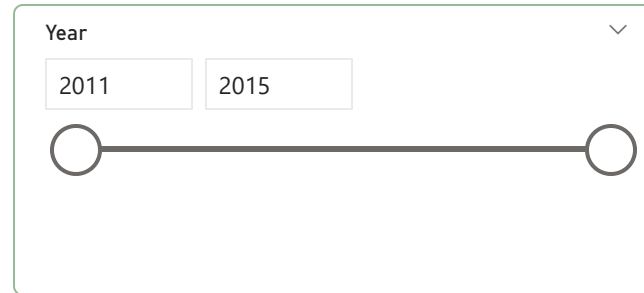
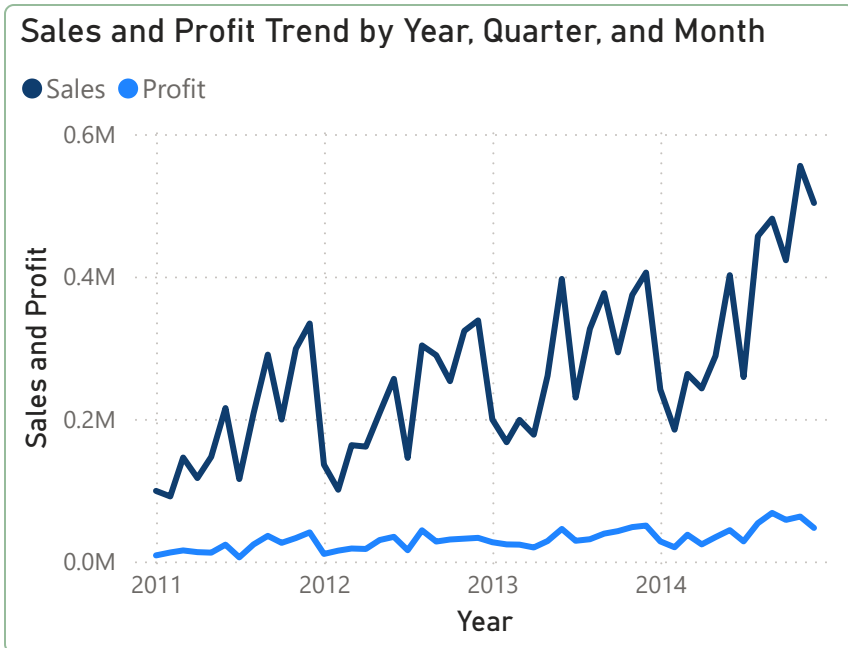
Year

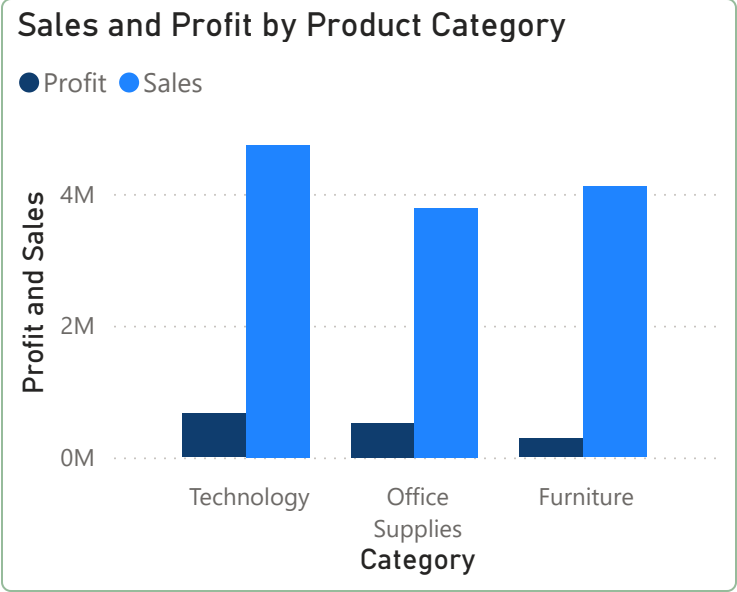
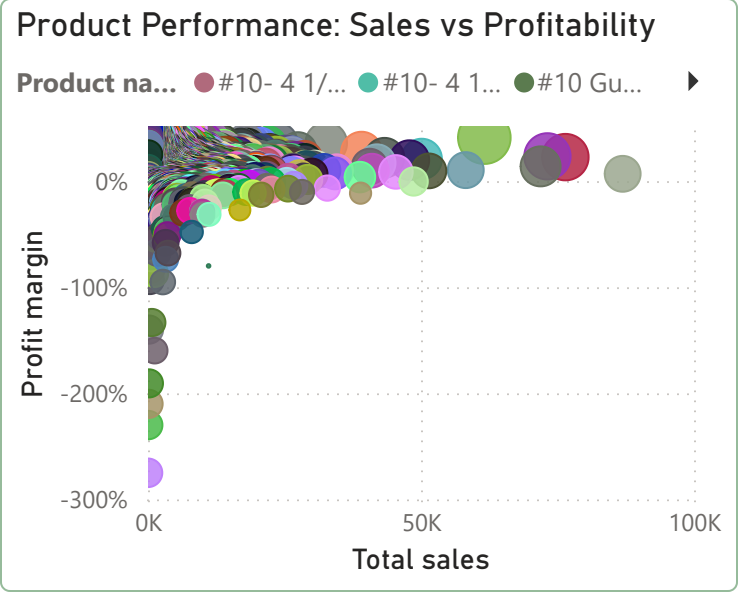
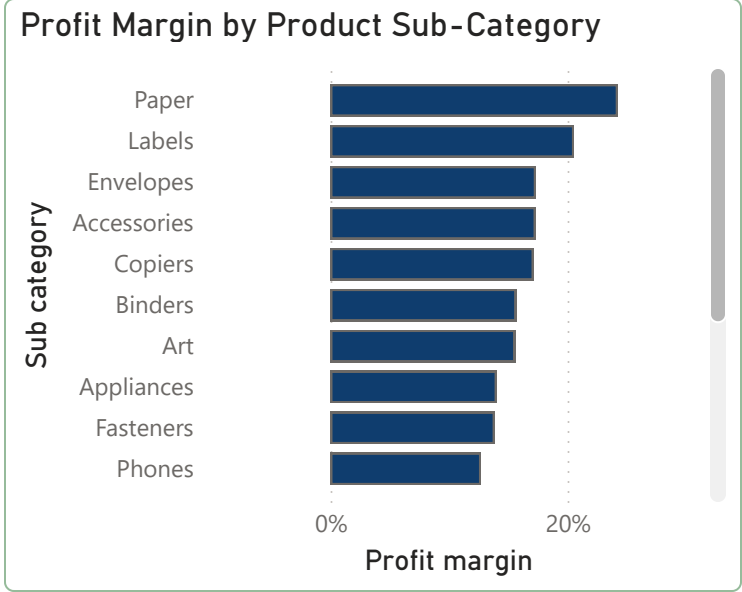
2011 2015



Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office





Region	Africa			Canada			Caribbean			C
Category	Profit margin	Total sales	Total profit	Profit margin	Total sales	Total profit	Profit margin	Total sales	Total profit	F
+ Furniture	8.35%	194,650.64	16,262.09	24.66%	10,595.28	2,613.24	5.26%	118,372.40	6,223.46	
+ Office Supplies	10.68%	266,755.53	28,480.05	26.50%	30,034.08	7,957.53	16.54%	89,575.42	14,818.28	
+ Technology	13.69%	322,367.04	44,129.49	27.55%	26,298.81	7,246.62	11.63%	116,333.05	13,529.59	
Total	11.34%	783,773.21	88,871.63	26.62%	66,928.17	17,817.39	10.66%	324,280.86	34,571.32	

market, region

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

Category, Sub_category

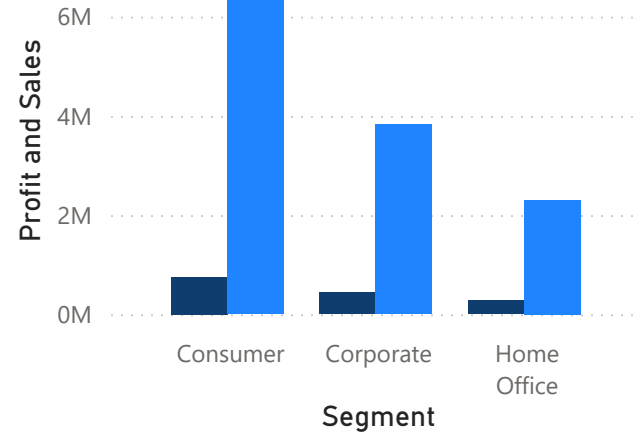
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Year



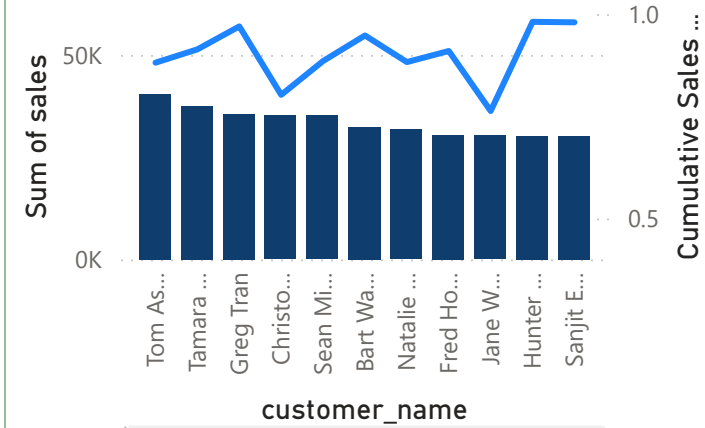
Sales and Profit by Customer Segment

● Profit ● Sales

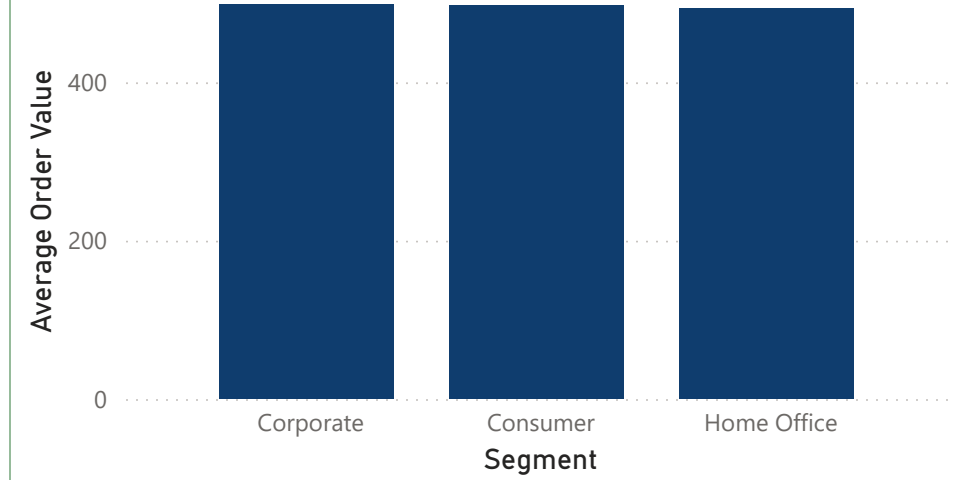


Sum of sales and Cumulative Sales % by customer_name

● Sum of sales ● Cumulative Sales %

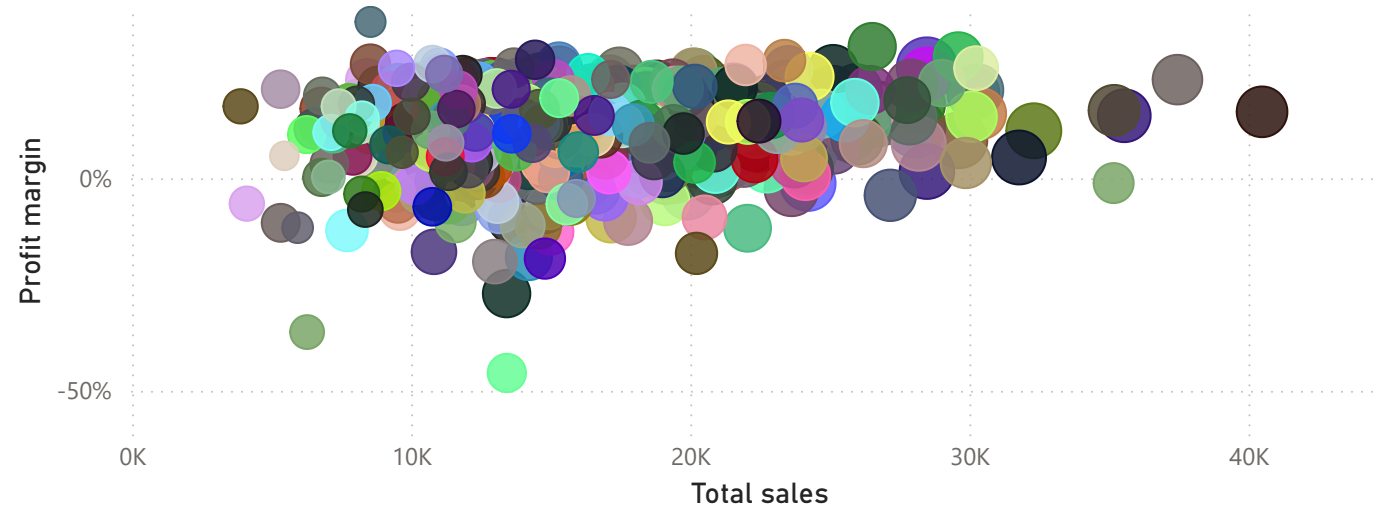


Average order value by Customer Segment



Customer Performance: Sales vs Profitability

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



year

2011

2015

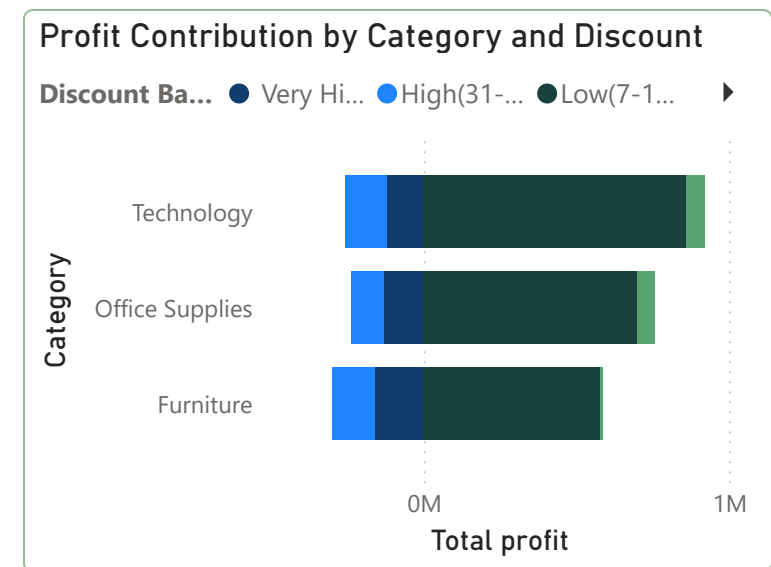
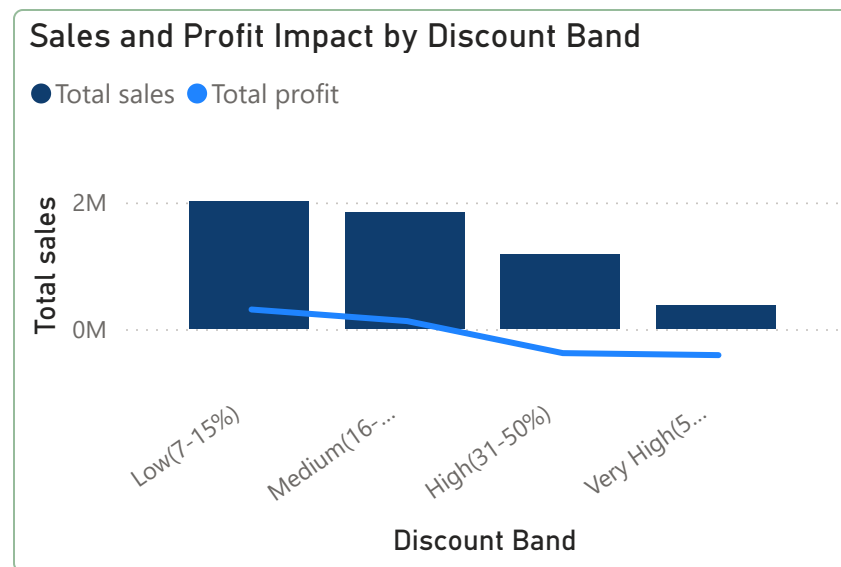
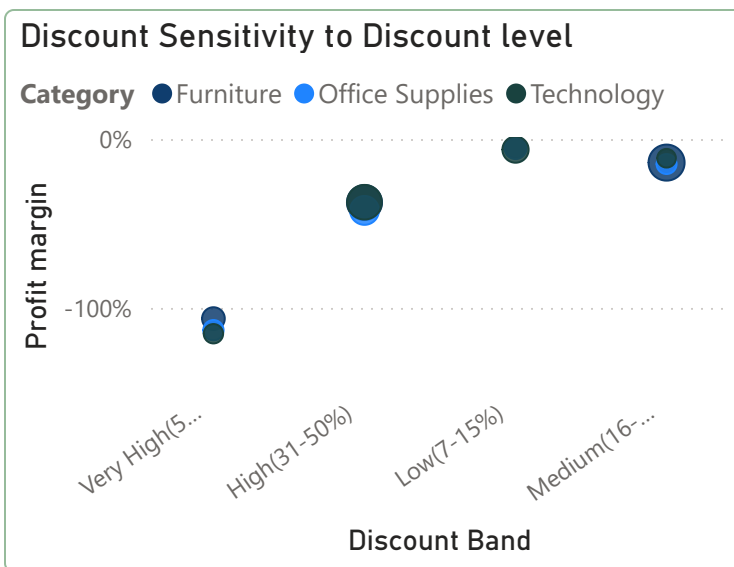
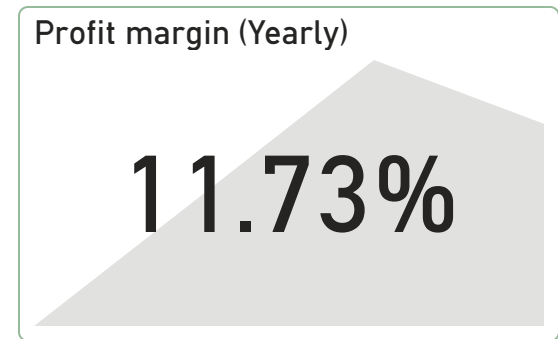
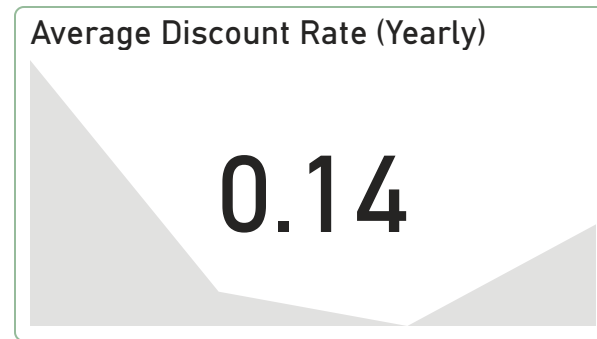
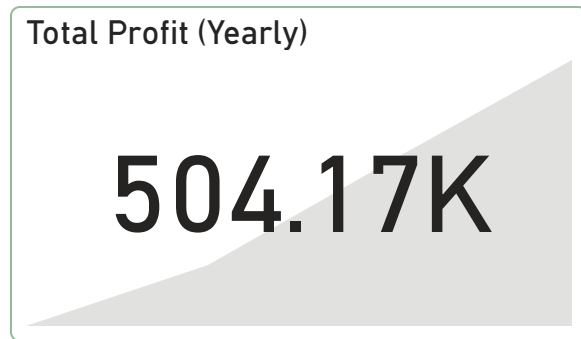
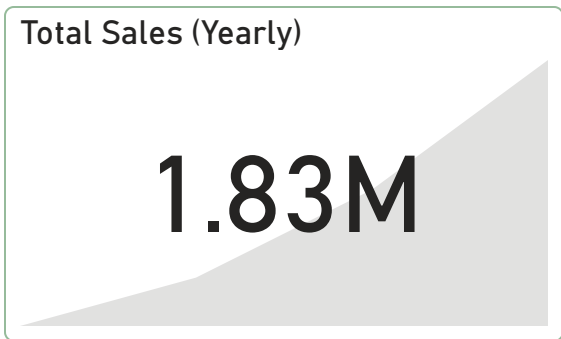


market, Region

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

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office



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
Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	0.80	1.62	-4.47	-275.00%
Total	7,328.47	12,642,502.22	1,467,457.29	11.61%

Average shipping cost per Year

26.27

Profit by Ship Mode

890.60K

Average Delivery Time per Year

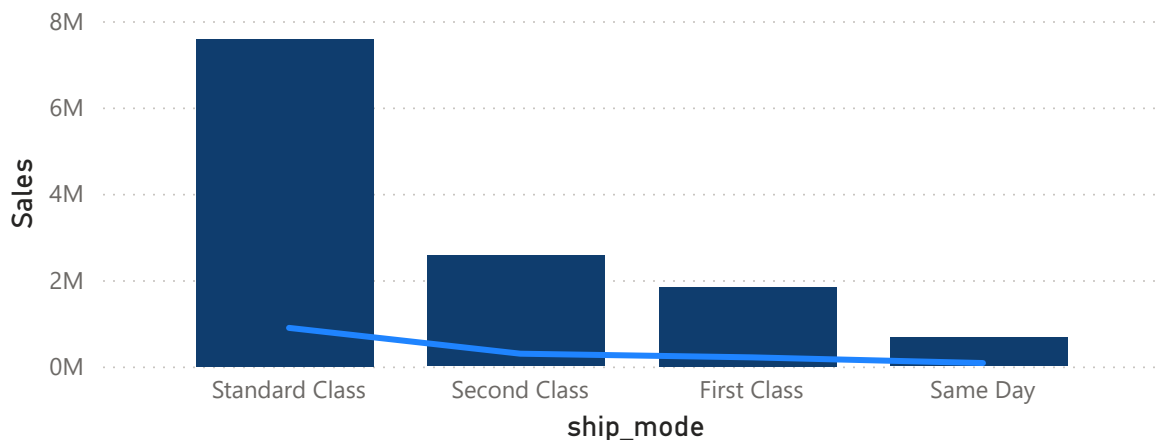
3.95

Average and Delivery Time Trends

3.95!
Goal: 4 (-1.24%)

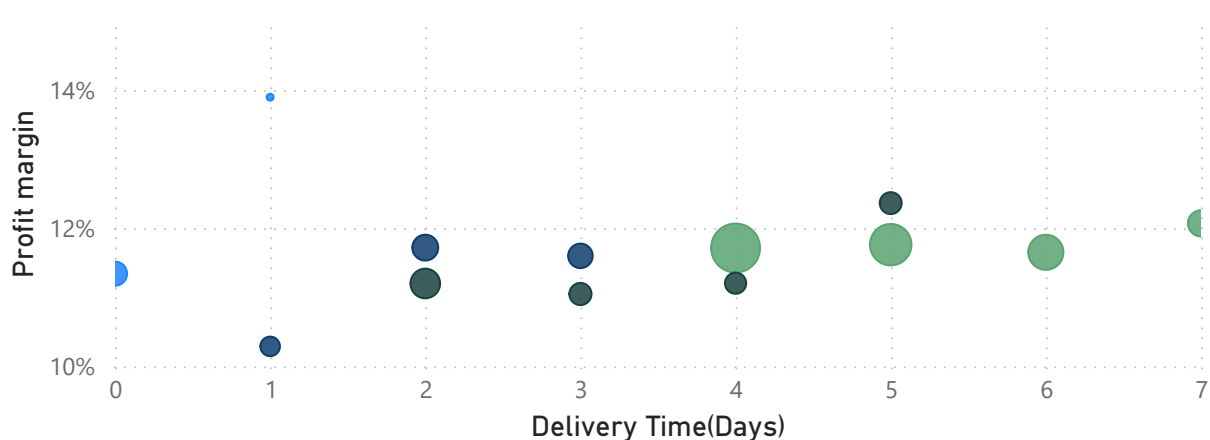
Sales and Profit by Shipping Mode

● Sales ● Profit



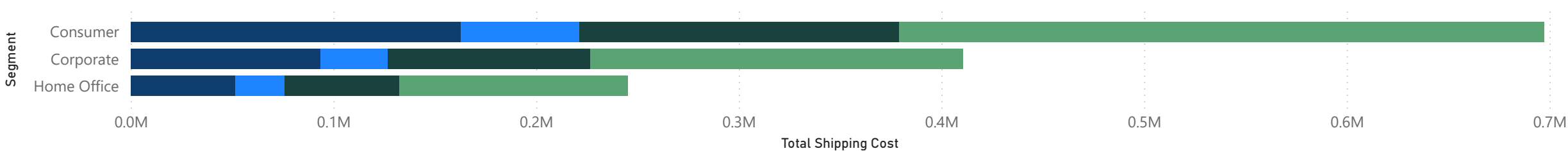
Profit Margin vs Delivery Time by Shipping Mode

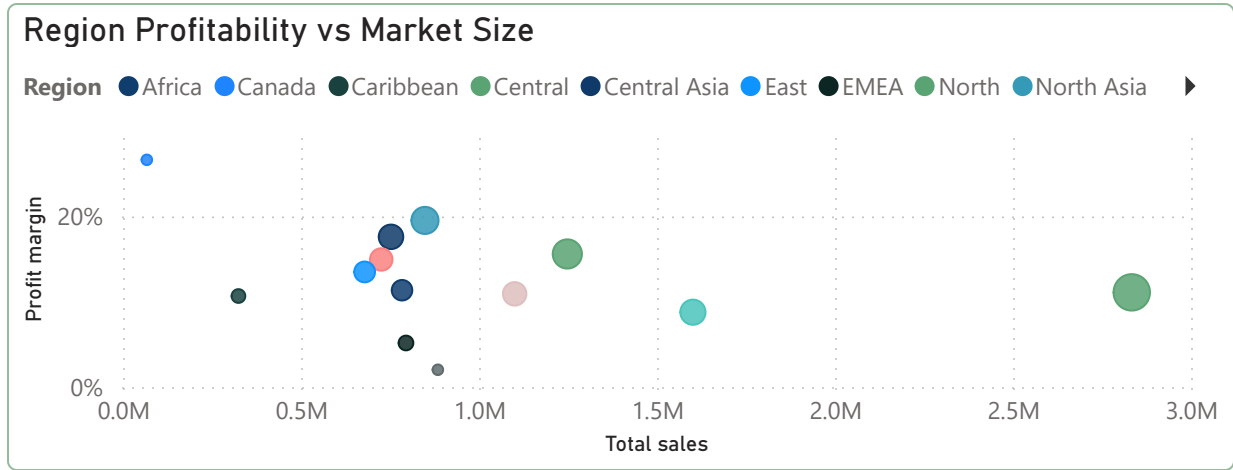
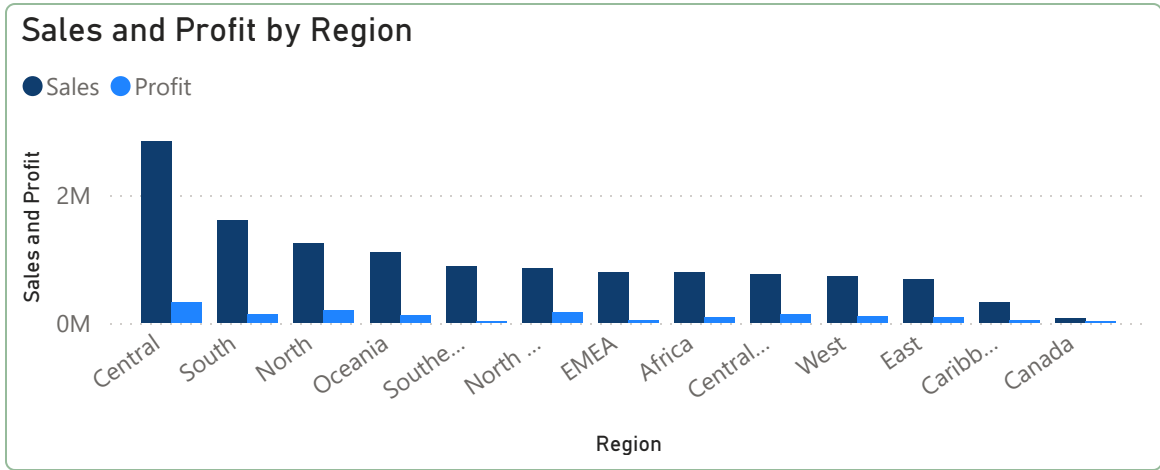
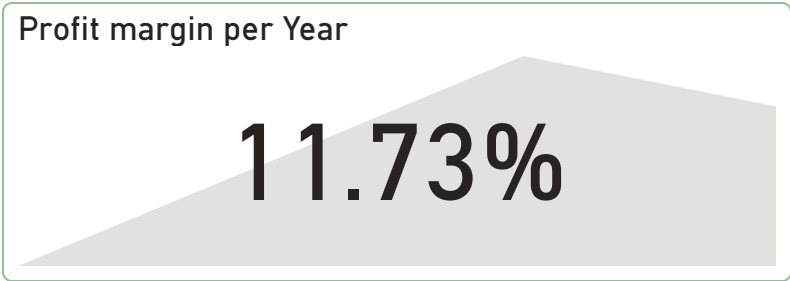
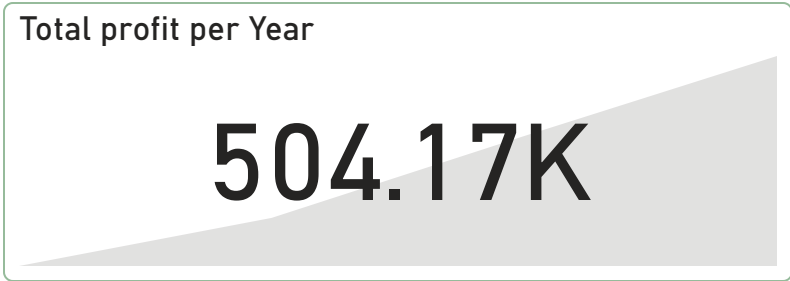
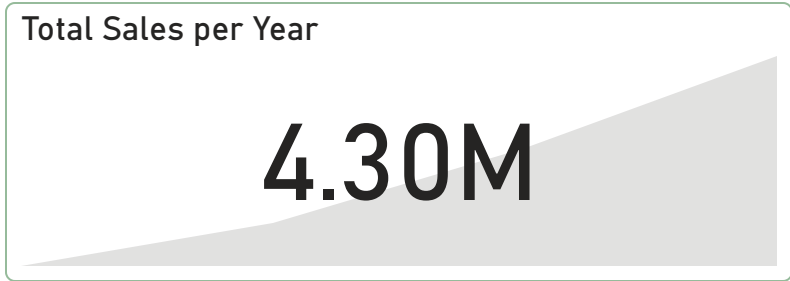
Ship mode ● First Class ● Same Day ● Second Class ● Standard Class



Shipping Cost Distribution by Segment and Mode

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





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