

PERIOD OF ANALYSIS

04/01/2011

31/12/2014

REGION OF ANALYSIS

All

STATE OF ANALYSIS

All

SEGMENT

All

CATEGORY

All

I WOULD LOVE
TO HEAR YOUR
THOUGHTS

DROP ME A LINE
ON LINKEDIN



NUMBER OF ORDERS

5009

TOTAL REVENUE

\$2.30M

TOTAL PROFIT

\$286.40K

AVERAGE PURCHASE
VALUE

\$229.86

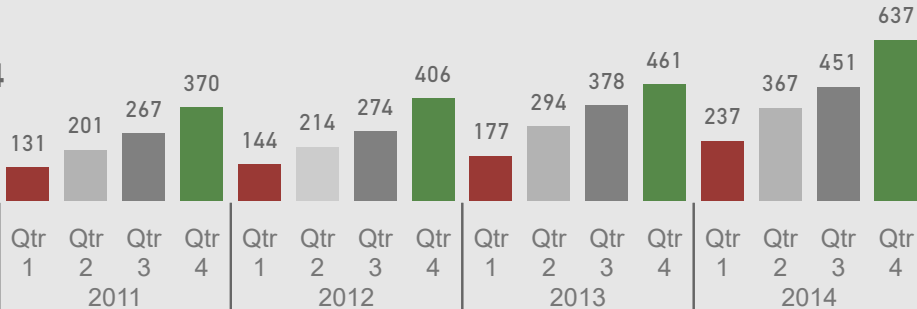
AVERAGE REVENUE PER
CUSTOMER

\$2,896.85

NUMBER OF ORDERS PER QUARTER

There was an increase of **75%**
in orders between 2011 and 2014

Historically, the **1st QUARTER** has the **LOWEST**
demand while the **4th QUARTER** has the
HIGHEST demand



% OF SALES BY SEGMENT

CONSUMER
SEGMENT
REPRESENTED

+50%

OF TOTAL
REVENUE

Consumer

\$1.16M

Corporate

\$0.71M

Home Office

\$0.43M

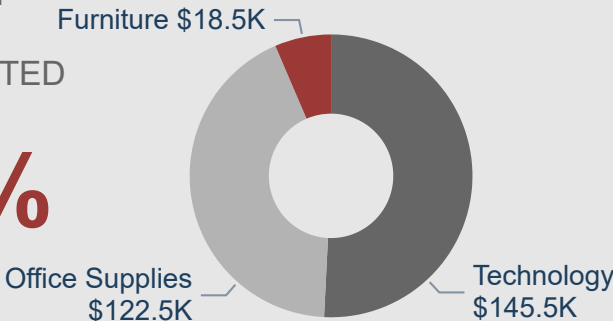
FURNITURE
CATEGORY
ONLY

CONTRIBUTED
TO

6.4%

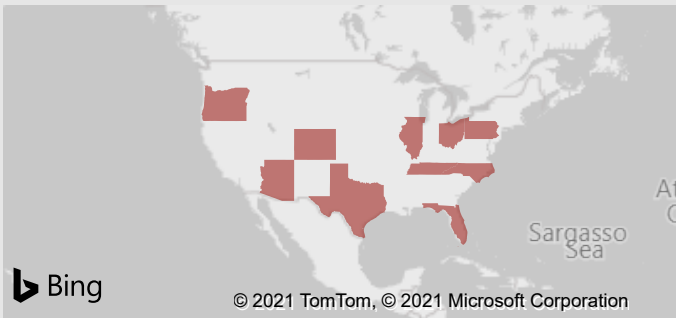
OF TOTAL
PROFITS

PROFIT BY CATEGORY



SUPER STORE OPERATED

AT A LOSS IN 10 STATES



Bing

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