



SALES SUMMARY DASHBOARD

Start Date: 1/1/2011-31/12/2014

Year

2011

2012

2013

2014



\$12,64M

Total Sales



25035

Total Orders



\$1,47M

Total Profit



11,63

Gross Profit (%)

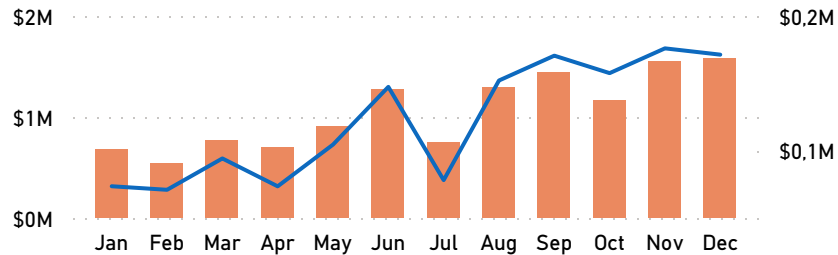


\$504,99

Avg Sales

TOTAL SALES AND PROFIT BY MONTH

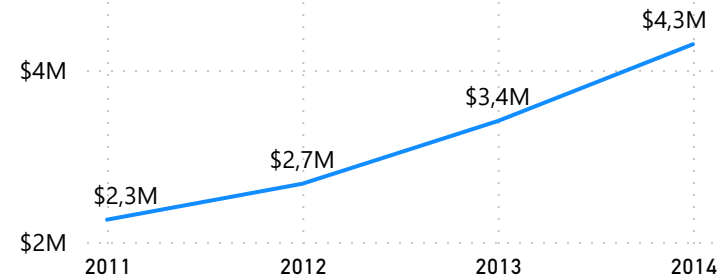
● Total Sales ● Total Profit



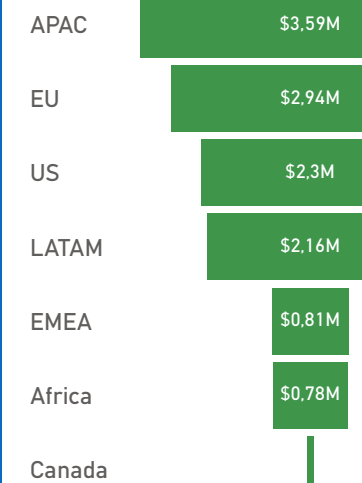
Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

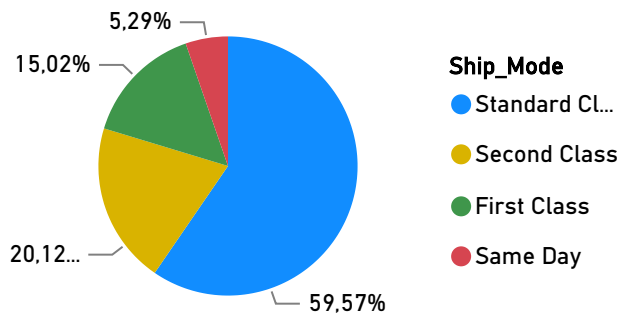
REVENUE GROWTH TREND



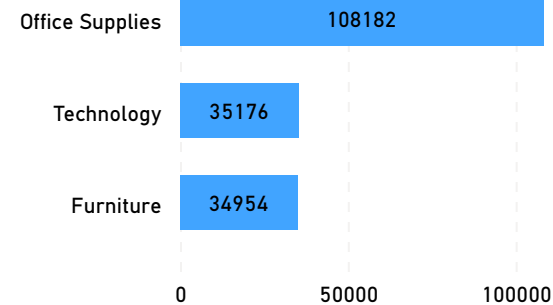
TOTAL SALES BY MARKET



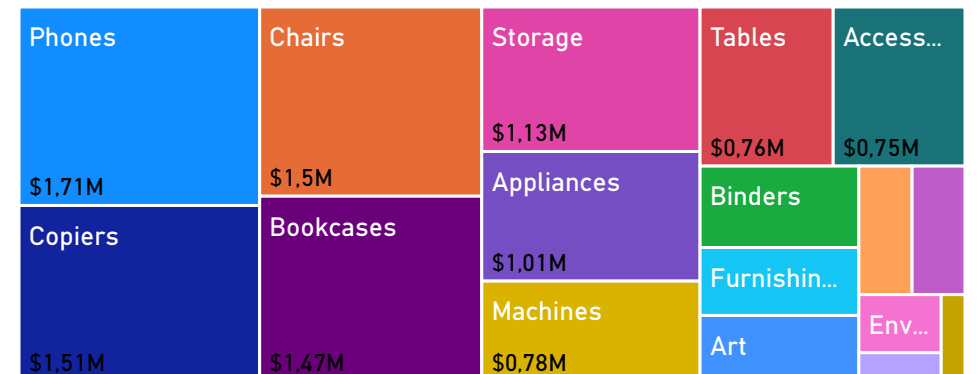
SHIP MODE DISTRIBUTION



TOTAL QUANTITY SOLD BY CATEGORY



TOTAL SALES BY SUB-CATEGORY



KEY INSIGHTS

- 1, In this dashboard, we can see company has generated Total revenue in 4 years: \$12.64M, Total profit: \$1.47M, Gross profit: 11.63%, Total orders: 25035 and Average sales per order: \$504.99
- 2, In 4 years APAC is our largest market in terms of revenue with \$3.49M, follow up is EU with \$2.47M and Canada contributed the least amount of revenue with just under \$67K.
- 3, Over the past 4 years, monthly revenue and profit have tended to increase gradually, most of the revenue and profit increased sharply from August onwards. There was also a significant decline in profits in July.
- 4, The company's revenue has grown steadily each year. Revenue in 2014 was nearly twice that of 2011.
- 5, The majority of customers choose Standard shipping method, accounting for nearly 60%. Same Day is chosen by the fewest people, accounting for about 5.3%
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- 6, By category, office supply has the highest total sales volume with over 100K, more than 3 times higher than the other two product types: Technology and Furniture.
- 7, Although Office Supply has the largest number of products sold, by product type, phones contributed the most revenue with more than \$1.8 million.