

# Analytical report on the company's key indicators

Timeframe:: January 2024 to January 2025

## Sections

# Sales & Profit

TOTAL SALES

227,19 млн

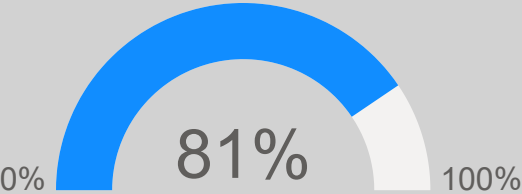
COST

43,01 млн

PROFIT

184,19 млн

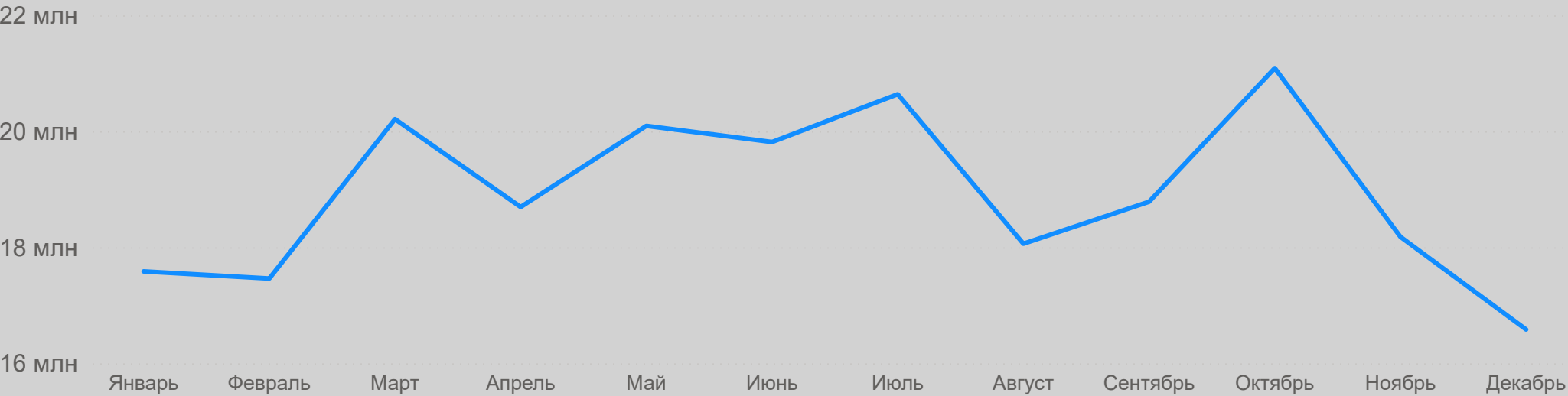
PROFIT MARGIN %



ORDER STATUS

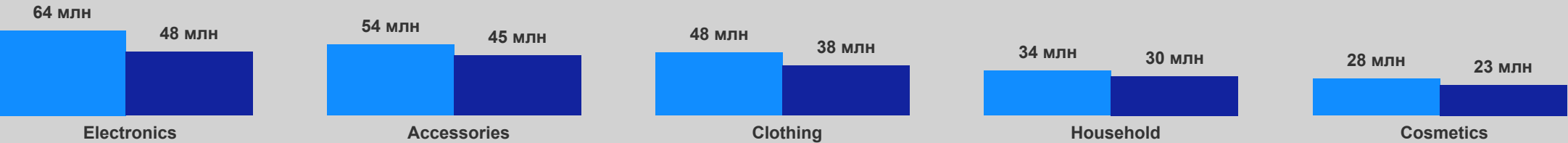
Canceled	Processing
Delivered	Returned
Pending	Shipped

SALES DYNAMICS BY DATE



CATEGORIES BY SALES & PROFIT

● Sale amount ● Profit



# Logistics & Warehouses

RETURNS RATE %

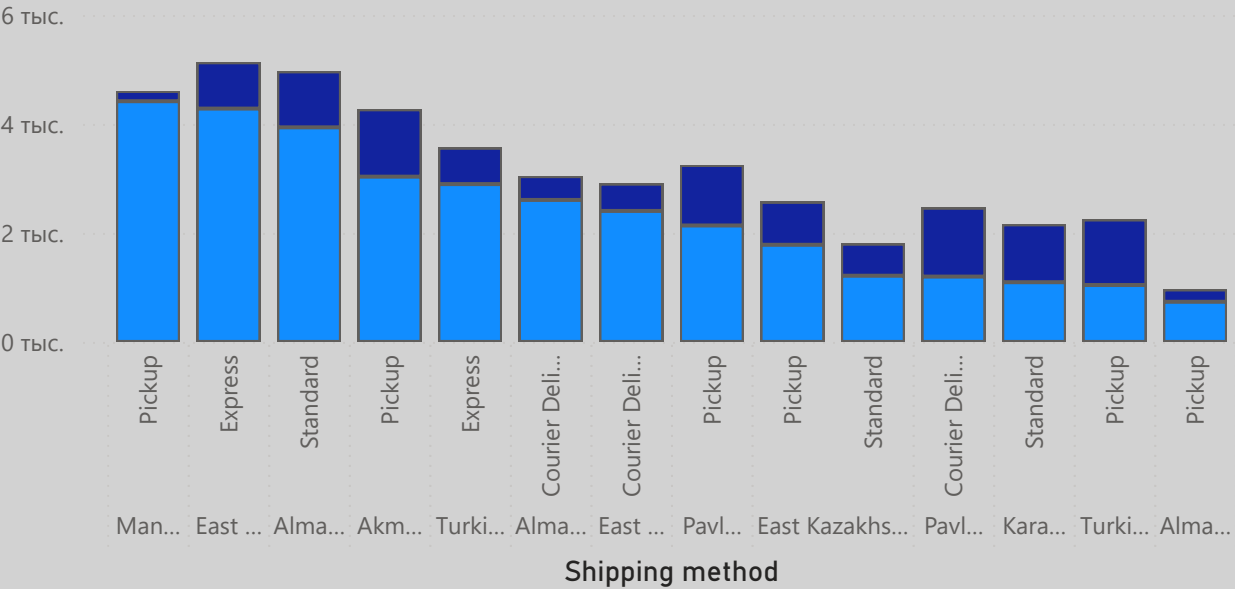
17,00%

## WAREHOUSE BALANCES

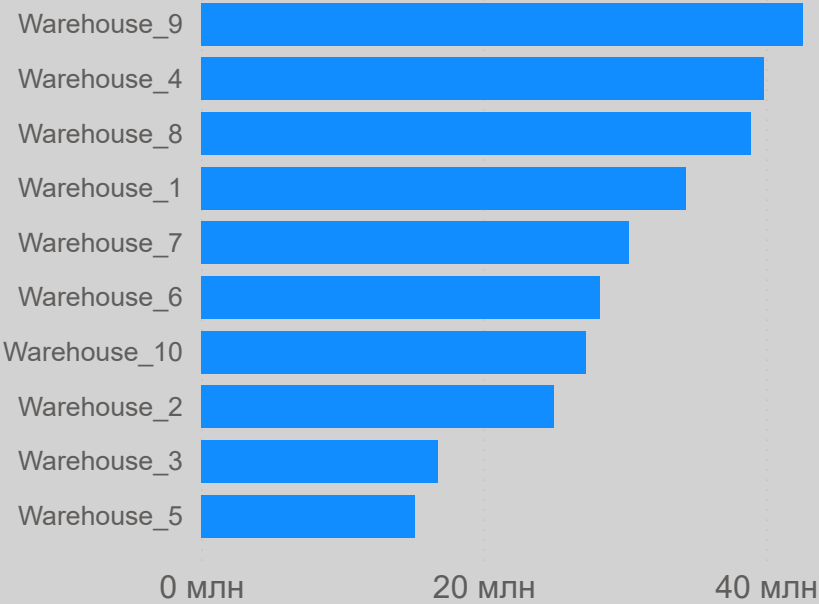
Region	Akmola Region		Atyrau Region		East Kazakhstan Region			Karaganda Region	Mangystau Region	Turkistan Reg
Item	Warehouse_4	Warehouse_1	Warehouse_10	Warehouse_8	Warehouse_2	Warehouse_5	Warehouse_6	Warehouse_9	Warehouse_7	Warehouse_3
Across Basic	695	367		9	304	376	374	337	371	2
Allow Plus			62	339	552		579	904		
Apply Basic		950	864	306		242	327		61	
Bank Pro	199	295	1198	696	47	302		199		
Beat Max				96	630			364		9
Campaign Pro		186			98	208	126	446		4
Choice	747	342	266				22		413	
Class Pro	563	328		473	99	187		250	375	
Discuss Max	311		375		574	879		693		
Total	9978	10895	15271	11825	14586	10593	11336	13347	10179	151

## FEES AND DELIVERY

● Average value of base tariff ● Average value of additional costs

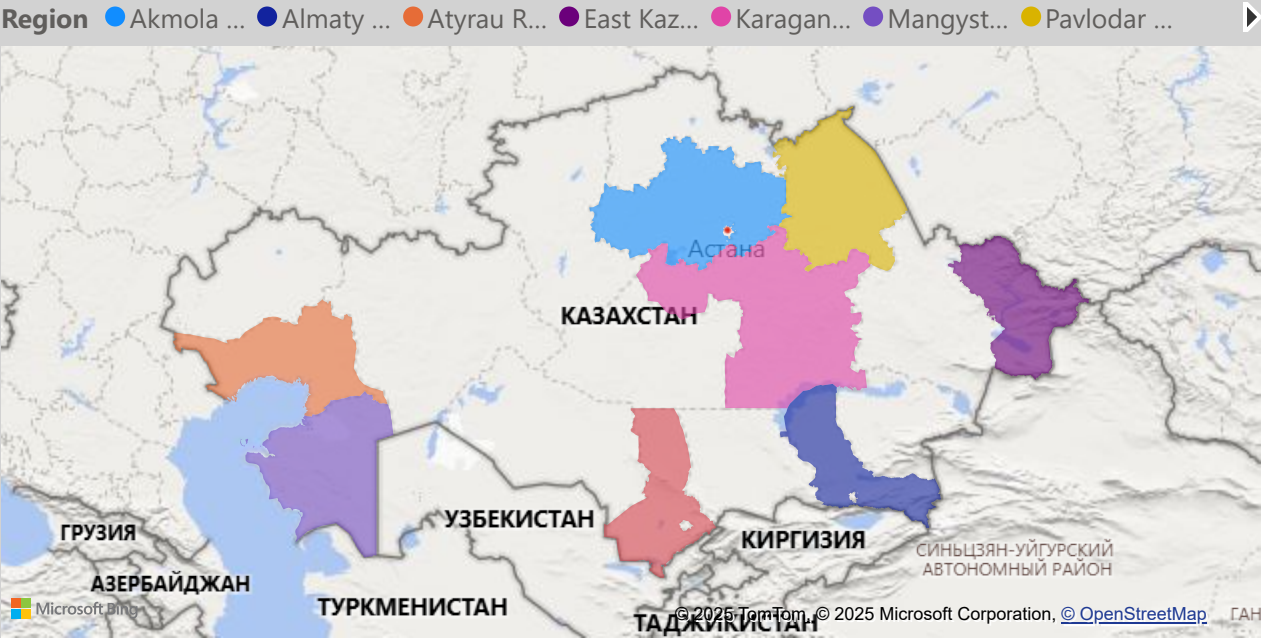


## REVENUE BY WAREHOUSE



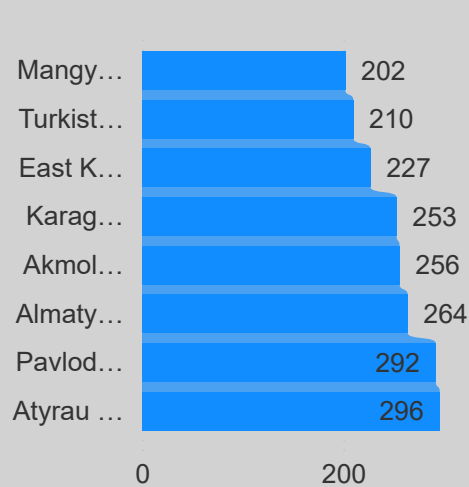
# Customers & Regions

## DISTRIBUTION OF CLIENTS BY REGIONS & CITY



Region	Canceled	Delivered	Pending	Processing	Returned	Shipped
<input type="checkbox"/> Akmola Region	32	46	35	42	59	42
<input type="checkbox"/> Almaty Region	47	43	46	43	42	43
<input type="checkbox"/> Atyrau Region	51	48	55	37	44	61
<input type="checkbox"/> East Kazakhstan Region	34	33	37	43	39	41
<input type="checkbox"/> Karaganda Region	33	46	45	47	39	43
<input type="checkbox"/> Mangystau Region	36	35	36	36	25	34
<input type="checkbox"/> Pavlodar Region	49	36	51	54	59	43
<input type="checkbox"/> Turkistan Region	35	30	40	34	33	38
<b>Всего</b>	<b>317</b>	<b>317</b>	<b>345</b>	<b>336</b>	<b>340</b>	<b>345</b>

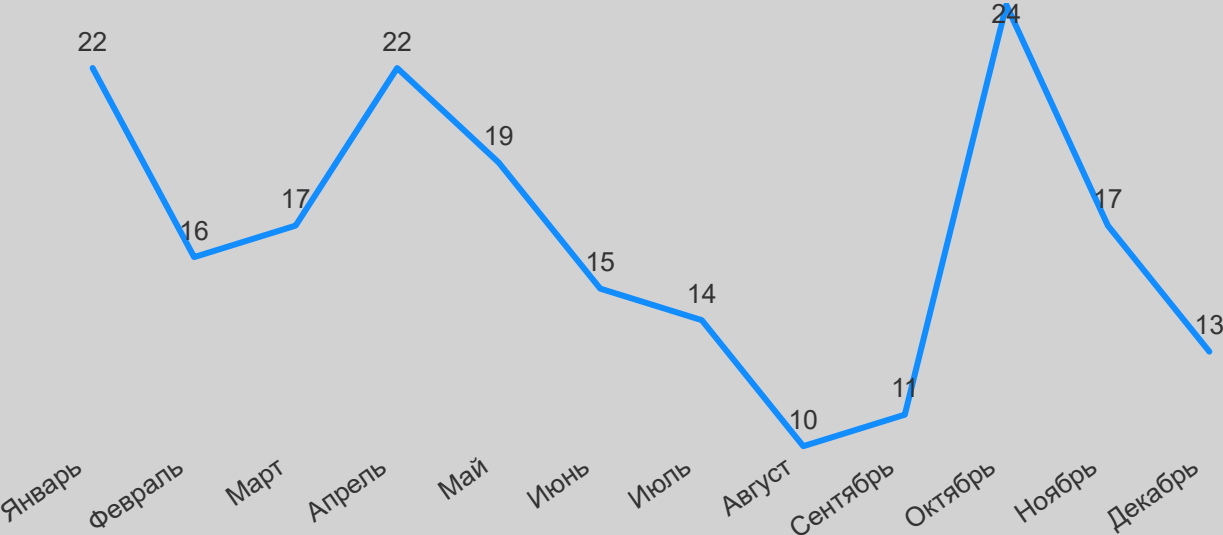
## NUMBER OF ORDERS BY REGION



## AVERAGE ORDER VALUE

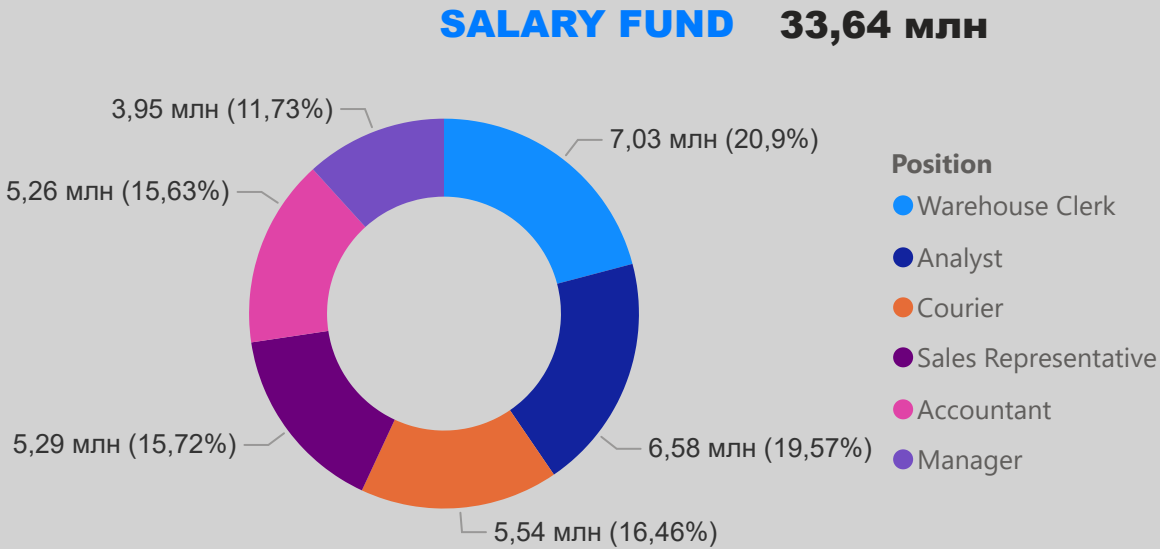


## DYNAMICS OF NEW CLIENTS BY DATE

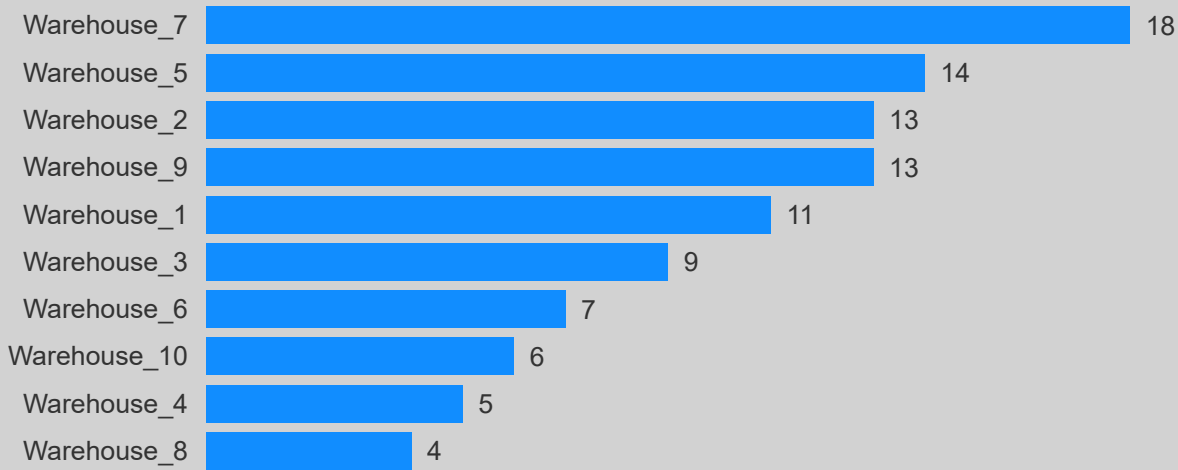


# Employees & Efficiency

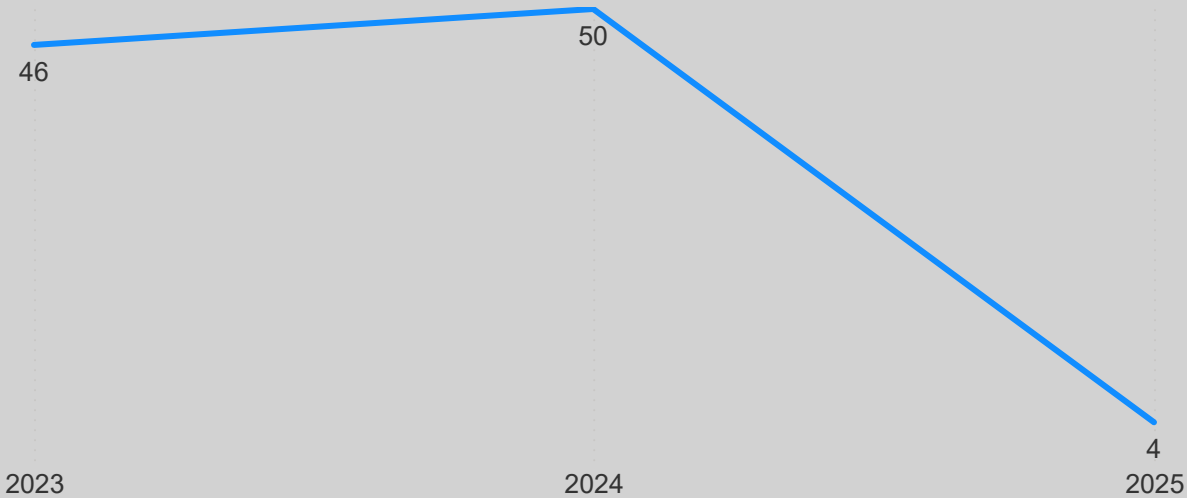
Accountant	Warehouse Clerk
Analyst	
Courier	
Manager	
Sales Representative	



NUMBER OF EMPLOYEES PER WAREHOUSE



DYNAMICS OF HIRING



# Insights

## 1. Decrease in sales in individual categories

- . Household and Cosmetics categories have the lowest sales.
- . Mangistau Region and Karaganda Region have below average sales.
- . Seasonal dips in February and August (sales drop by 15-20%).

## 2. High logistics costs

- . More regions use self-delivery.
- . Mangystau Region has the highest rates for self-delivery
- . Warehouse\_7 (the largest warehouse) in Mangistau Region has high operating costs due to its large staff (18 employees) and has a small number of stock balances. Whereas Warehouse\_3 with the largest number of balances has 2 times less staff (9 people).

## 3. Returns

- . Akmola and Pavlodar Regions have the highest rate of returns.

## 4. Seasonality and stock analysis

- . Sales peaks in May, July and October.
- . Warehouse\_9 and Warehouse\_4 generate the most revenue, but their stocks do not always match demand:
- . Gifts category (previous data) is in short supply before New Year's Eve.

## Цвета

- Основной цвет: Черный (**#2B2B2B**) — для заголовков, рамок, ключевых элементов.
- Дополнительный цвет: Белый (**#FFFFFF**) — для текста, фона карточек.
- Акцентный цвет: Электрик-синий (**#00B0FF**), Прозрачность 75% — для выделения метрик и интерактивных элементов.
- Фон: Серый средне-темный (**#4A4A4A**) — сохраняет минимализм, но не "давит".

## Основной шрифт (заголовки, акценты):

- Segoe UI Bold
- Заголовок отчета: 28 pt, цвет **#2E5B8E** (темно-синий).
- Подзаголовки: 16 pt, цвет **#5A5A5A** (серый).

## Вспомогательный шрифт (тексты, пояснения):

- Arial
- Аннотации: 12 pt, цвет **#333333**.

## Акцентный шрифт (выделение ключевых данных):

- Arial Black
- Для крупных цифр и KPI.
- Числовые показатели: 36 pt, цвет **#007BFF** (ярко-синий).