

## Business Overall Performance

Total Sales  
**36.78M**

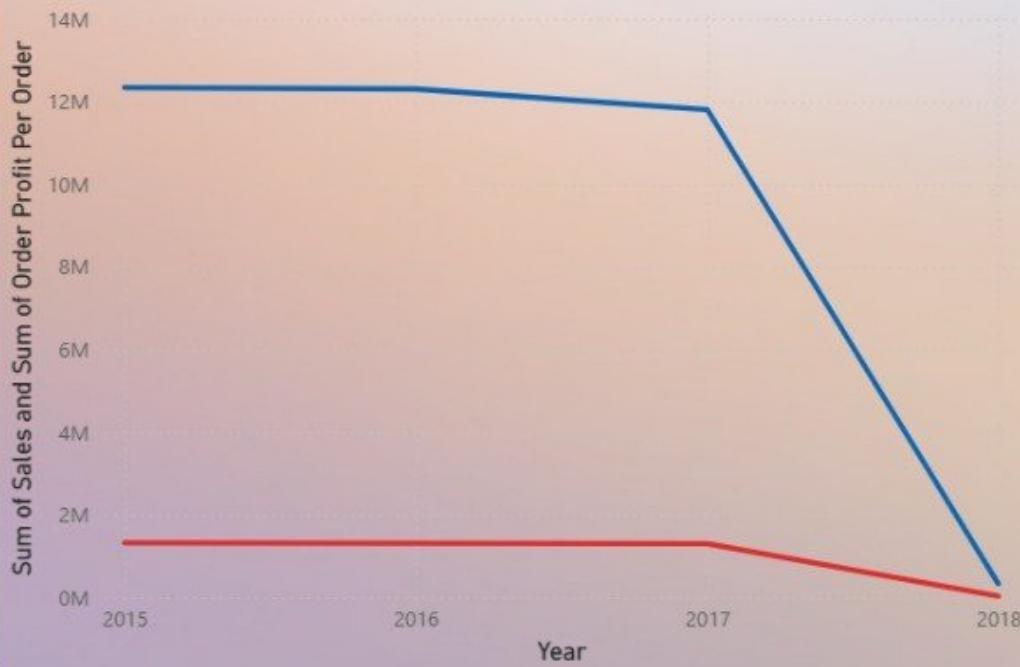
Total Profit  
**3.97M**

Avg sale per customer  
**183.11**

Avg profit per order  
**21.97**

Sales and Profit Per Order by Year

● Sum of Sales ● Sum of Order Profit Per Order



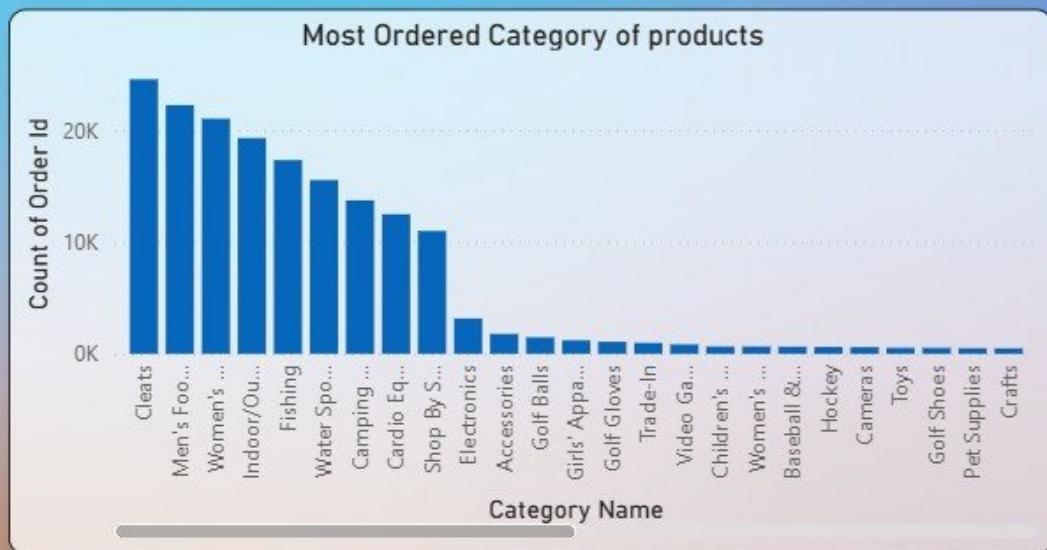
Profit Ratio

0.50	0.12	-2.75
Max of Order Item P...	Average of Order Ite...	Min of Order Item Profi...

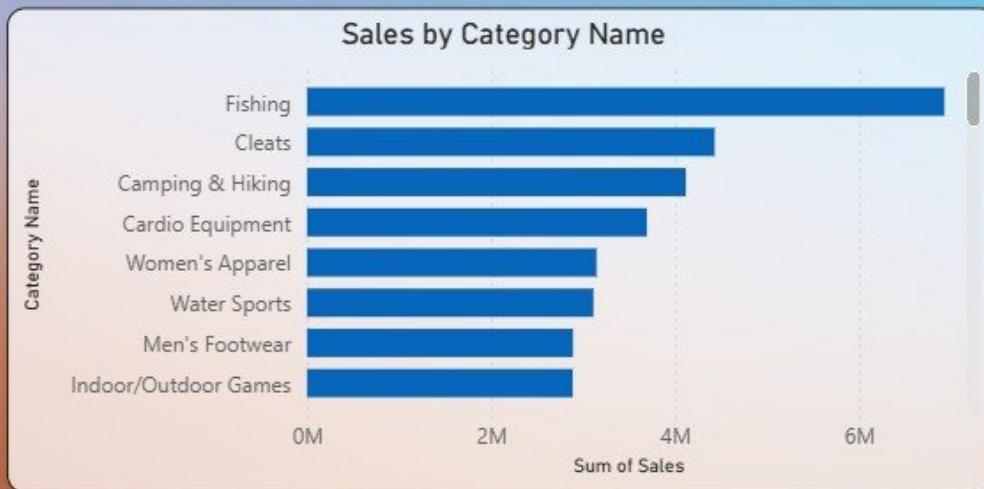
Sales by Customer Segment



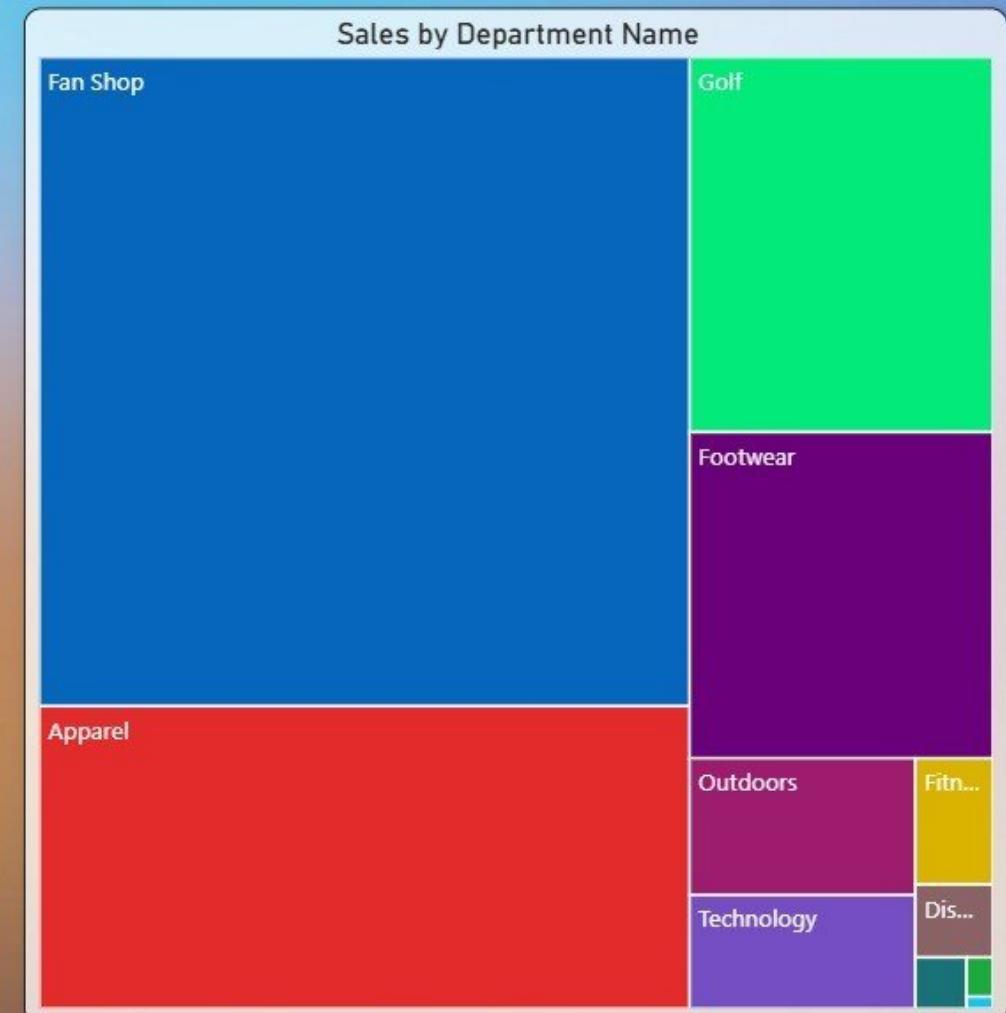
# Who are our customers and how do they behave?



## What products drive our revenue and profit?



Product Name	Category Name	Sum of Prod
Perfect Fitness Perfect Rip Deck	Cleats	1,4
Nike Men's Dri-FIT Victory Golf Polo	Women's Apparel	1,0
O'Brien Men's Neoprene Life Vest	Indoor/Outdoor Games	9,1
Nike Men's Free 5.0+ Running Shoe	Cardio Equipment	1,2
Under Armour Girls' Toddler Spine Surge Runni	Shop By Sport	4,
Nike Men's CJ Elite 2 TD Football Cleat	Men's Footwear	2,8
Field & Stream Sportsman 16 Gun Fire Safe	Fishing	6,9
Pelican Sunstream 100 Kayak	Water Sports	3,0
Diamondback Women's Serene Classic Comfort Bi	Camping & Hiking	4,1
ENO Atlas Hammock Straps	Hunting & Shooting	
<b>Total</b>		<b>25,49</b>



## Are we delivering efficiently?

