

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



Profit Ratio

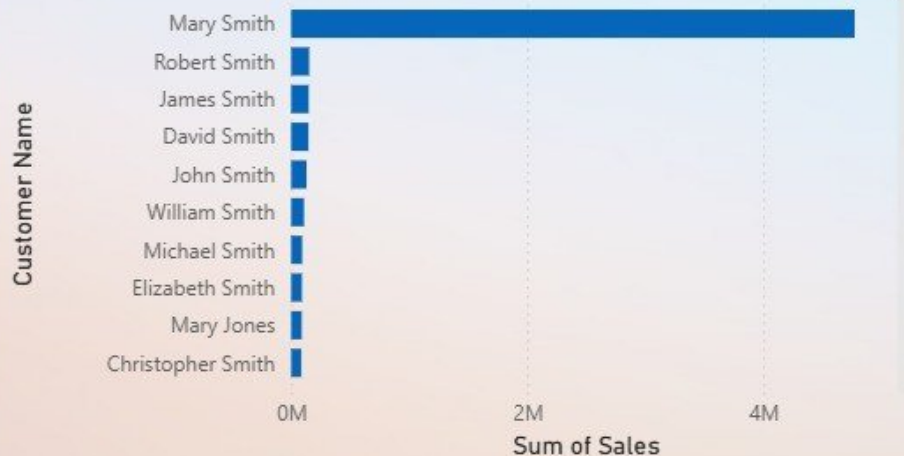
0.50	0.12	-2.75
Max of Order Item P...	Average of Order Ite...	Min of Order Item Profi...

Sales by Customer Segment



Who are our customers and how do they behave?

Top Buying Customers



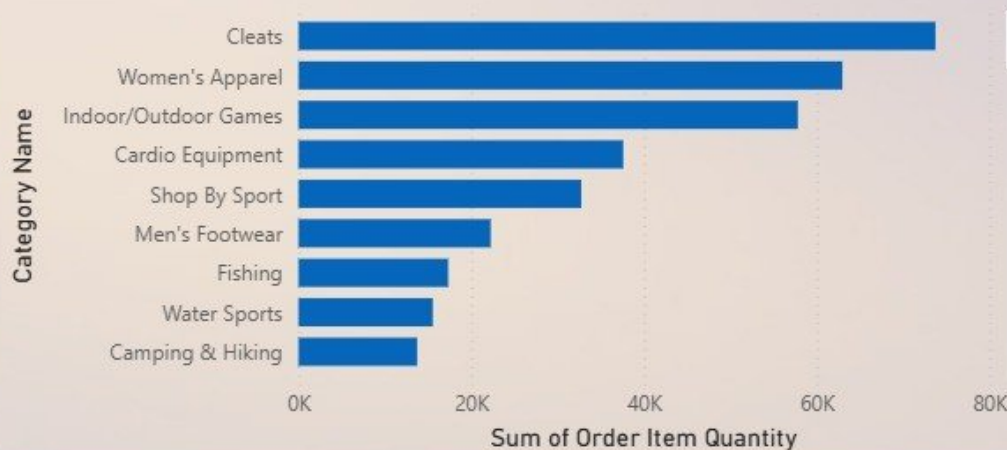
Most Ordered Category of products



Sales over regions



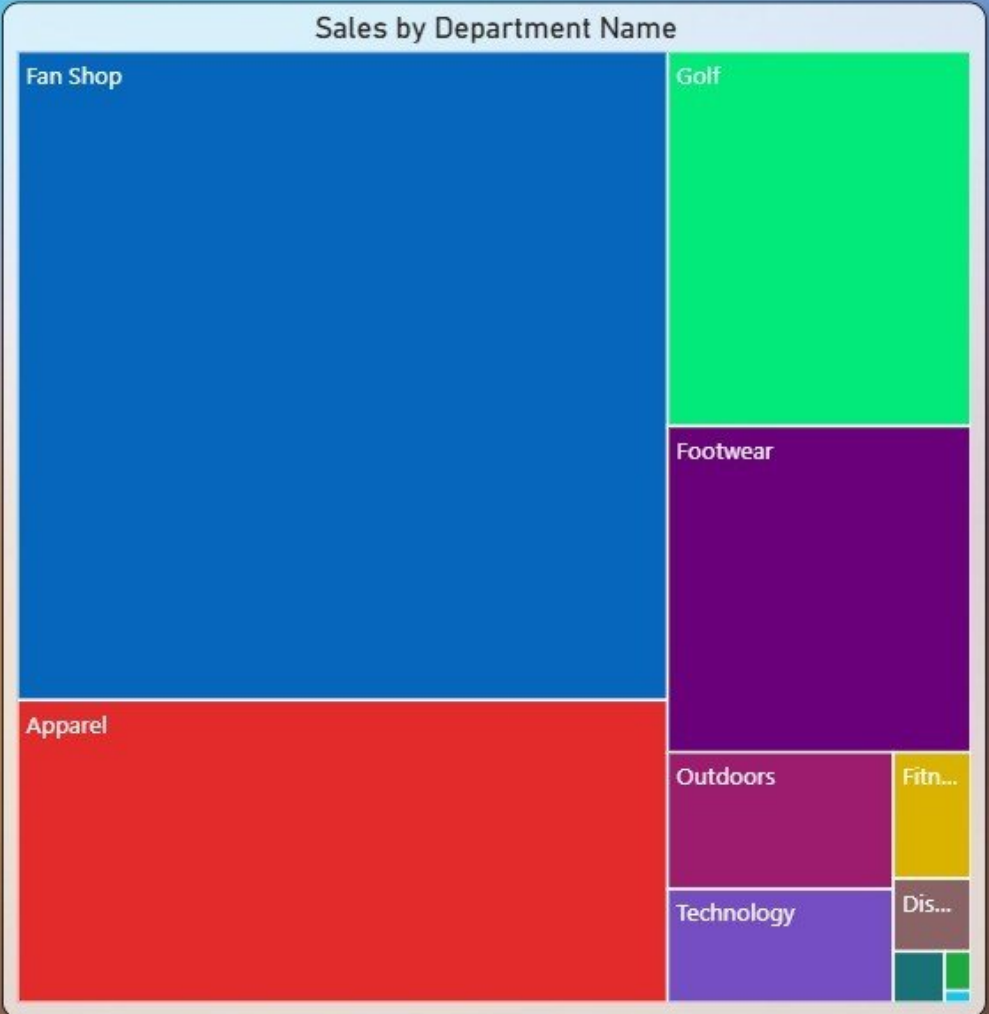
Purchased Quantity vs Category



What products drive our revenue and profit?



Product Name	Category Name	Sum of Proc
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
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	
Total		25,49

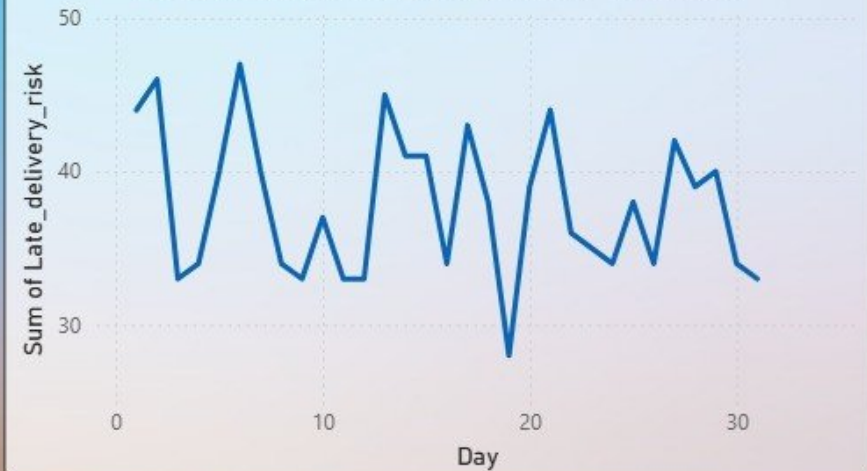


Are we delivering efficiently?

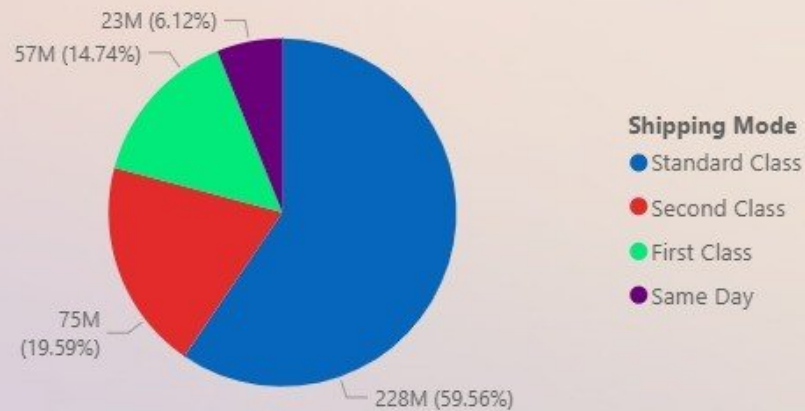
OnTime Delivery % by Year, Quarter, Month and Day



Late_delivery_risk by Year, Quarter and Month



Total Shipments by Shipping Mode



Late Deliveries by Shipping Mode

