



VACAT STORES



Vacat Stores Analysis Dashboard

Summary View

Product Analysis

Customer Analysis

Order Analysis

**Sales Forecast
Analysis**

Executive Sales Analysis

[Sales Analysis](#)
[Product Analysis](#)
[Customer Analysis](#)
[Order Analysis](#)
[Sales Forecast](#)


Revenue

₦759M

Profit

₦99M

AOV

₦25K

State

39

Customers

785

Orders

30K

- 2015
- 2016
- 2017

State.

▼

Region

▼

Segment

▼

Category

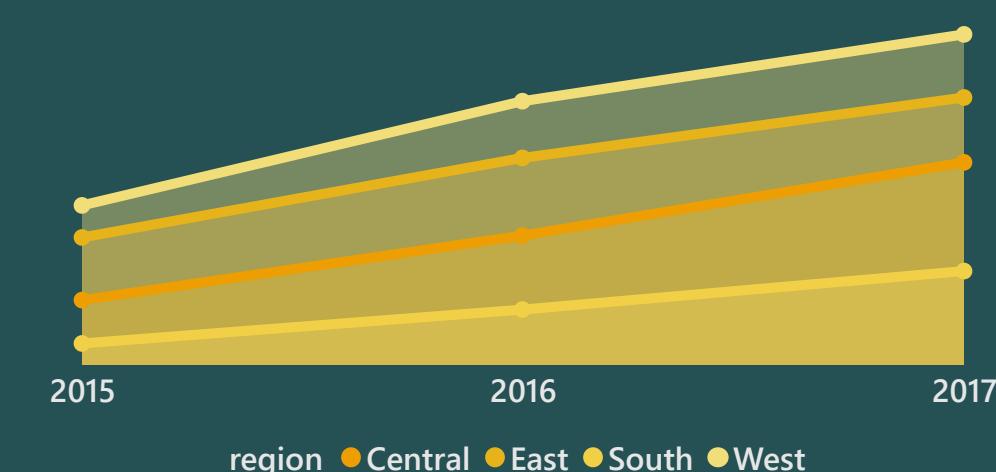
▼

Sub_category

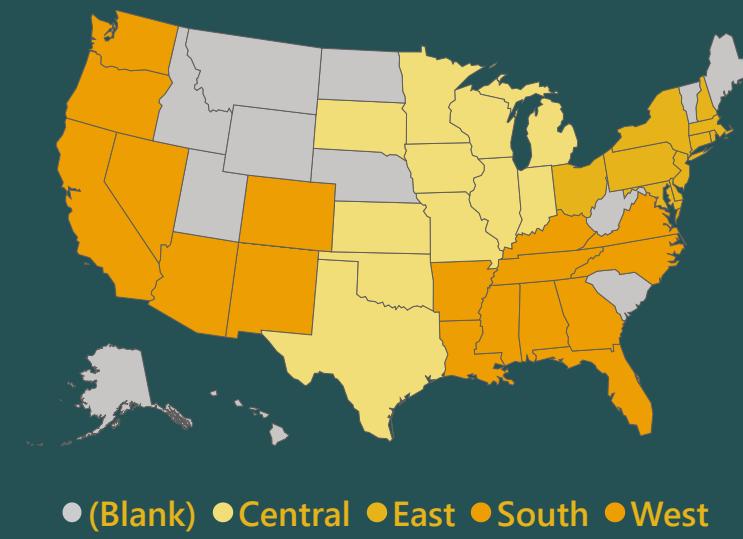
▼

Ship_mode	Revenue	Orders
Standard Class	₦440,710,759	18,077
Second Class	₦149,810,125	5,957
First Class	₦122,114,773	4,654
Same Day	₦46,429,786	1,604

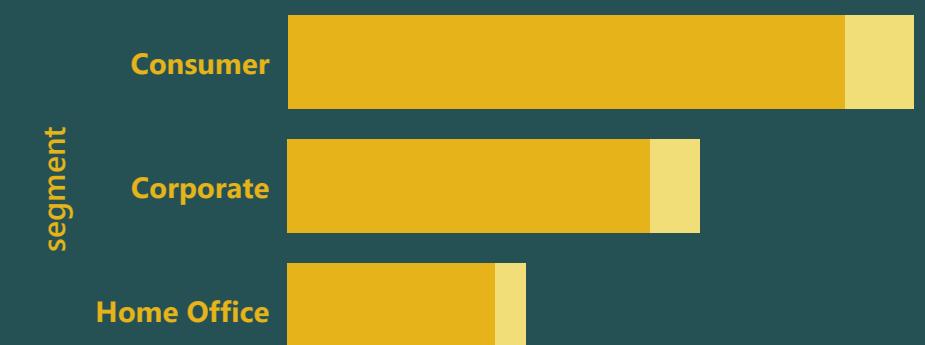
Trend overtime of regional performance by revenue



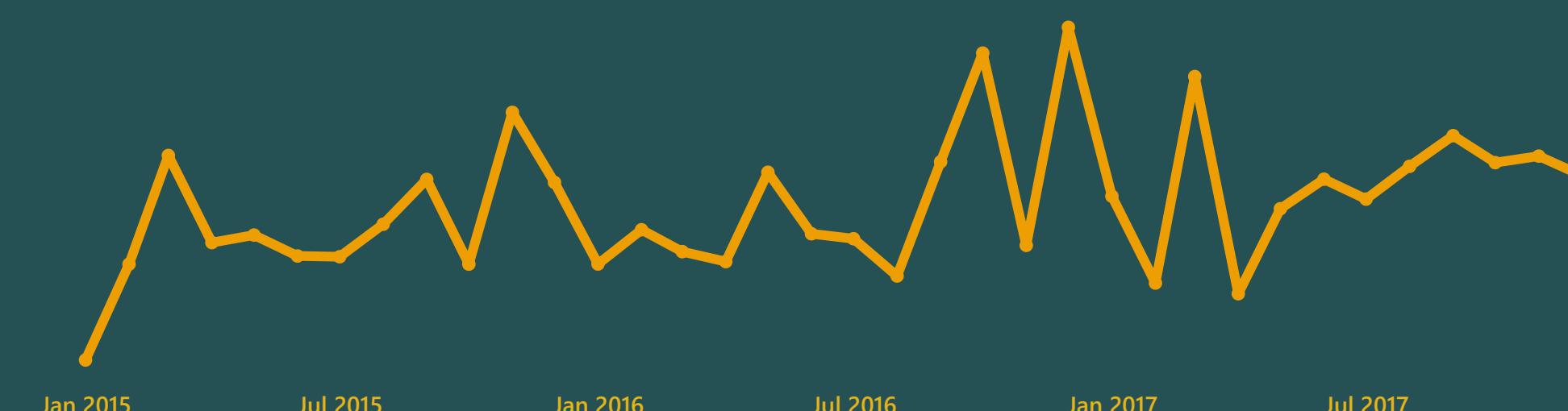
Revenue by state and region



Total Revenue by segment



How is profit trending overtime?



Product Analysis



Revenue

₦759M

Profit

₦99M

Orders

30K

Unique Orders

4040

Products

1862

Category

3

Sub_Category

17

By: Mariam Ariya

Product_Id	Category	Sub_category	Product_name
All	All	All	All

1/1/2015 12/30/2017



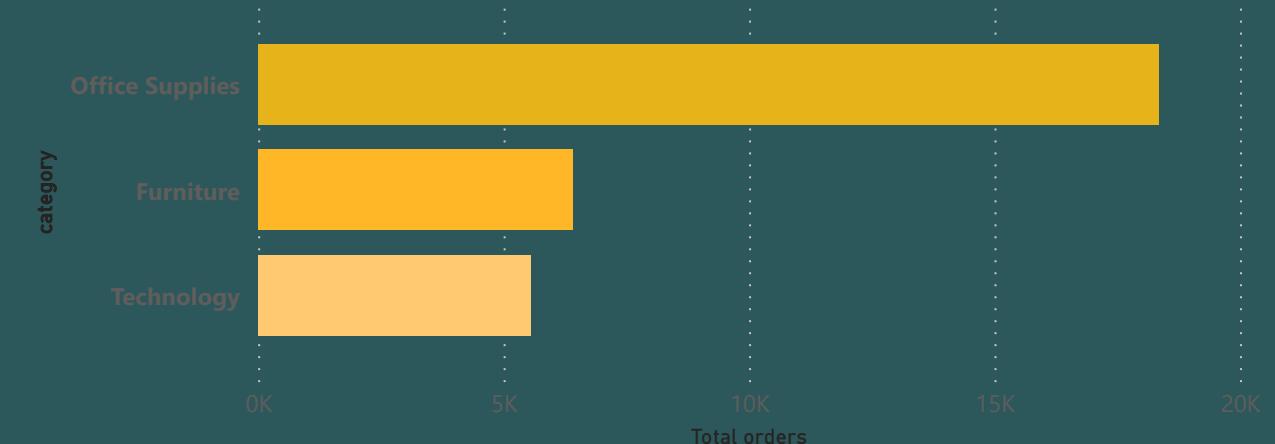
product_id	product_name	Total profit
TEC-MA-10001047	3D Systems Cube Printer 2nd Generation Magenta	₦1,556,677
TEC-CO-10004722	Canon imageCLASS 2200 Advanced Copier	₦10,550,958
TEC-CO-10003763	Canon PC1060 Personal Laser Copier	₦1,913,805
OFF-BI-10003527	Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	₦2,926,829
TEC-CO-10001449	Hewlett Packard LaserJet 3310 Copier	₦2,823,598

product_id	product_name	Total profit
TEC-MA-10000418	Cubify CubeX 3D Printer Double Head Print	-₦3,717,955
TEC-MA-10004125	Cubify CubeX 3D Printer Triple Head Print	-₦1,607,766
FUR-TA-10000198	Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-₦1,144,221
TEC-MA-10000822	Lexmark MX611dhe Monochrome Laser Printer	-₦1,138,830
FUR-TA-10001889	Bush Advantage Collection Racetrack Conference Table	-₦745,972

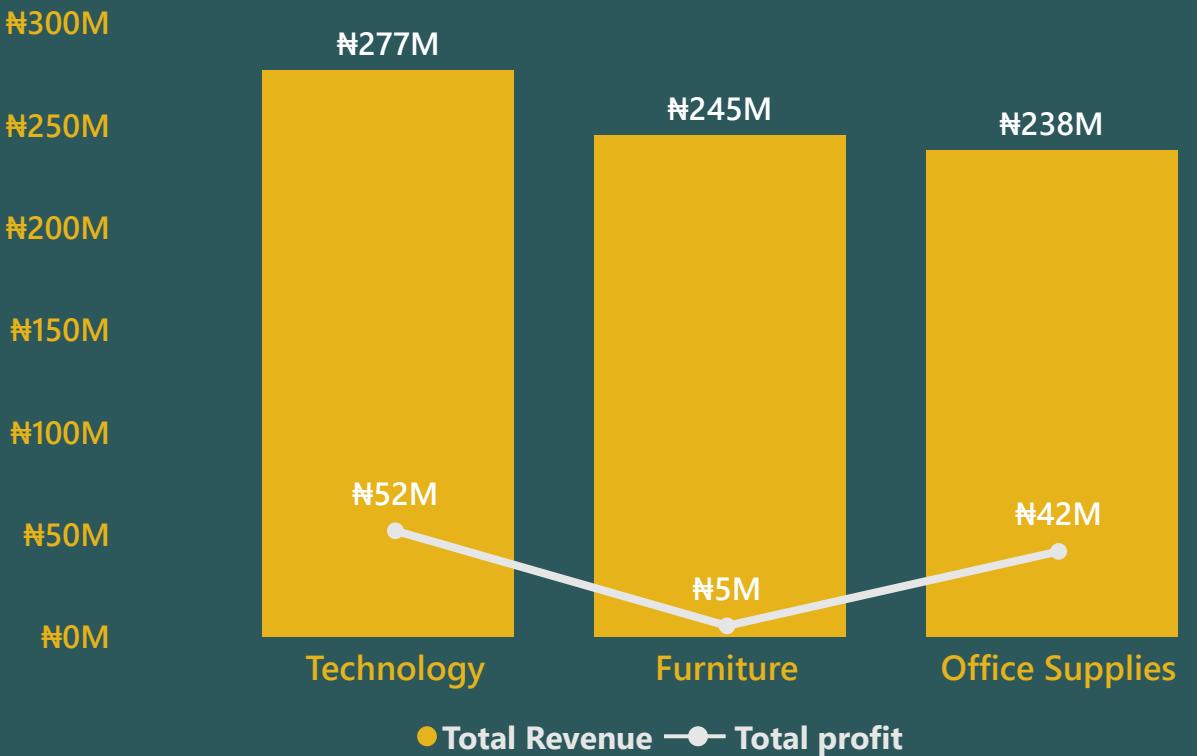
How are Orders trending?



Total orders by category



Total Revenue and Total profit by category



Customer Analysis

Customer_id

All

State

All

1/1/2015

12/30/2017

Segment

All

Region

All



Revenue

₦759M

Profit

₦99M

Profit Margin

13%

Customers

785

States

39

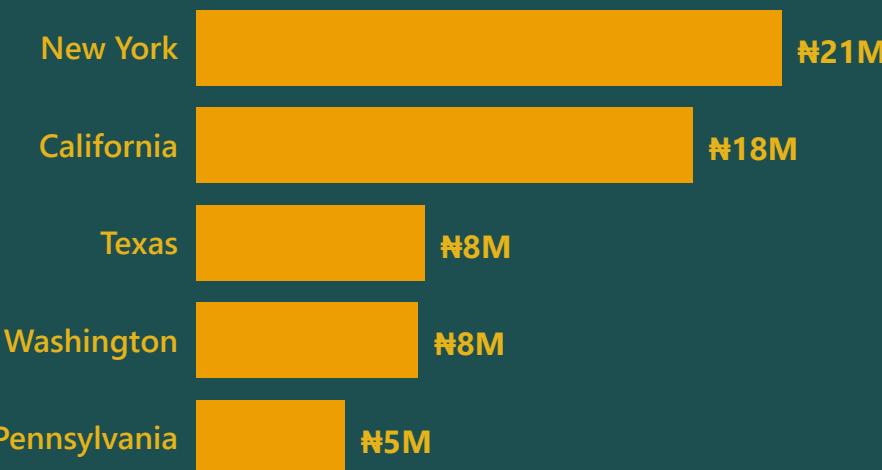
Regions

4

Purchase Frequency

39

Total profit by state



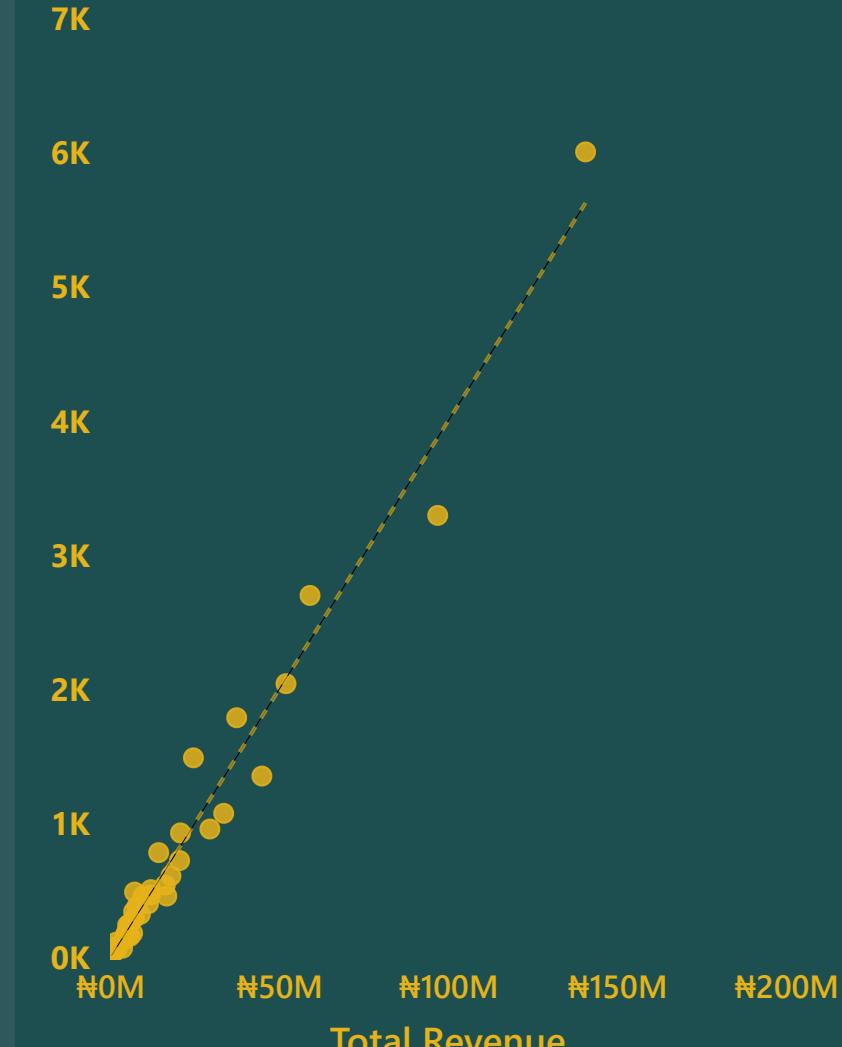
Total Revenue by state



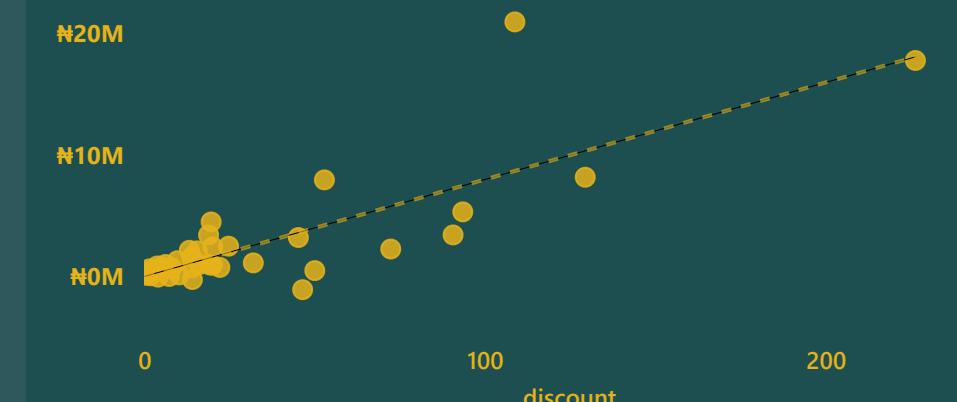
Total orders by Year, Quarter and Month



Is there a relationship between discount and orders?



Is there a relationship between discount and profit?



Sales by Age



Order Analysis



By: Mariam Ariya

₦759M

Total Revenue

30K

Total orders

4040

Total Unique Orders

18K

Fast Orders

12K

Late Orders

Ship Mode

First Class

Same Day

Second Class

Standard Class

Ship Category

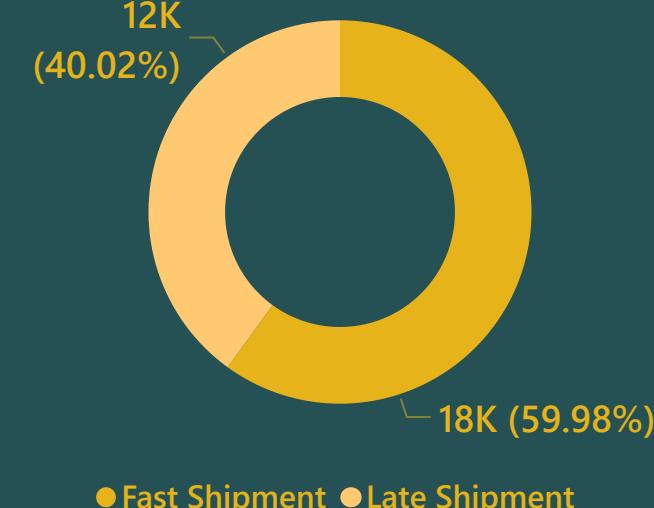
Fast Shipment

Late Shipment

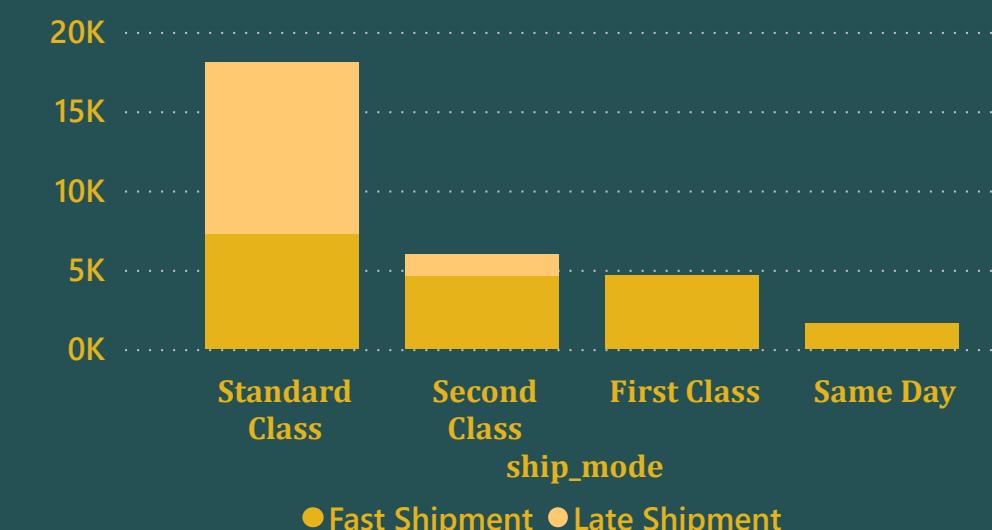
order_line Total Revenue Total profit Total orders Avg Discount Profit margin

order_line	Total Revenue	Total profit	Total orders	Avg Discount	Profit margin
7773	₦1,884,098.72	-₦2,763,344.79	5	0.70	-147%
684	₦3,349,511.63	-₦1,607,765.58	4	0.50	-48%
3012	₦1,067,653.22	-₦1,423,537.63	5	0.70	-133%
4992	₦791,319.91	-₦1,226,545.87	5	0.80	-155%
3152	₦753,639.49	-₦1,105,337.92	2	0.70	-147%
5311	₦638,580.96	-₦957,871.45	6	0.80	-150%
9640	₦1,799,380.57	-₦779,731.58	13	0.40	-43%
1200	₦455,866.32	-₦774,972.75	4	0.80	-170%
28	₦1,291,001.31	-₦697,140.71	7	0.50	-54%
2929	₦683,799.48	-₦547,039.59	4	0.70	-80%
7899	₦676,009.34	-₦518,273.83	6	0.70	-77%
4821	₦193,957.31	-₦494,591.13	8	0.80	-255%
2847	₦319,290.48	-₦478,935.72	3	0.80	-150%
8641	₦318,614.72	-₦477,922.07	5	0.80	-150%
4356	₦669,090.90	-₦446,060.60	7	0.70	-67%
1804	₦1,952,659.63	-₦439,348.42	7	0.20	-22%
6049	₦563,341.11	-₦431,894.85	5	0.70	-77%
5321	₦968,897.23	-₦419,855.47	7	0.40	-43%
8994	₦785,151.77	-₦405,661.75	7	0.40	-52%
216	₦497,403.72	-₦397,922.98	9	0.70	-80%
7642	₦294,636.34	-₦392,848.45	6	0.70	-133%
2629	₦273,402.48	-₦391,876.88	7	0.70	-143%
8209	₦573,506.49	-₦382,337.66	6	0.70	-67%
8633	₦573,506.49	-₦382,337.66	6	0.70	-67%
464	₦532,837.45	-₦341,015.97	6	0.50	-64%
1370	₦247,051.38	-₦329,401.85	7	0.70	-133%
5199	₦1,645,481.85	-₦329,096.37	3	0.20	-20%
1996	₦123,354.45	-₦320,721.56	5	0.80	-260%
870	₦477,922.07	-₦318,614.72	5	0.70	-67%
6263	₦185,216.73	-₦305,607.61	7	0.80	-165%
Total	₦759,065,443.22	₦99,168,002.50	30,292	0.16	13%

Orders by Shipment Category

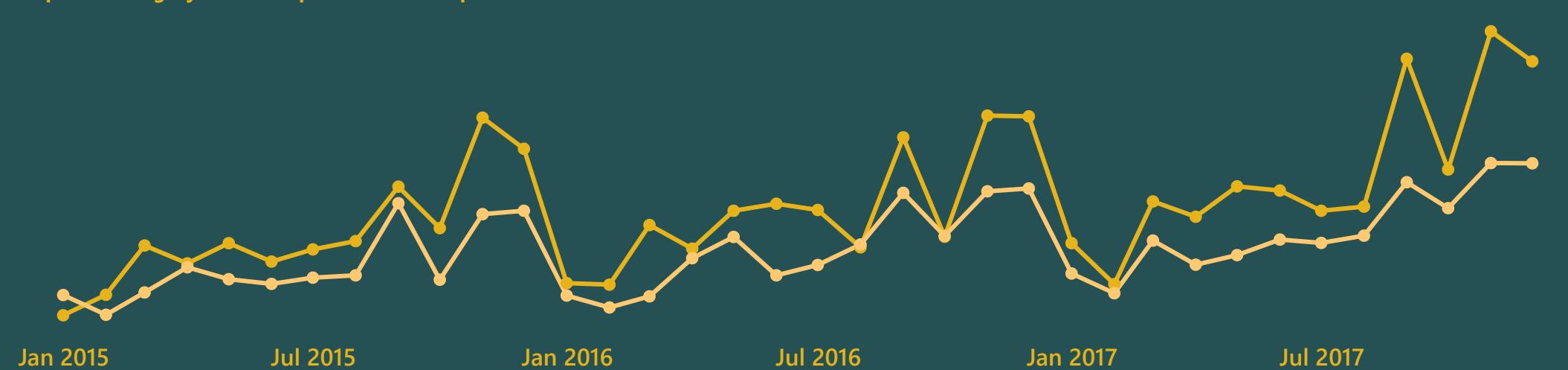


Total orders by ship_mode and Shipment Category



How are order deliveries trending overtime?

Shipment Category ● Fast Shipment ● Late Shipment



Sales Forecast Analysis



1/1/2015

12/30/2017



₦759M

Total Revenue

₦452M

RevenueLY

₦99M

Total profit

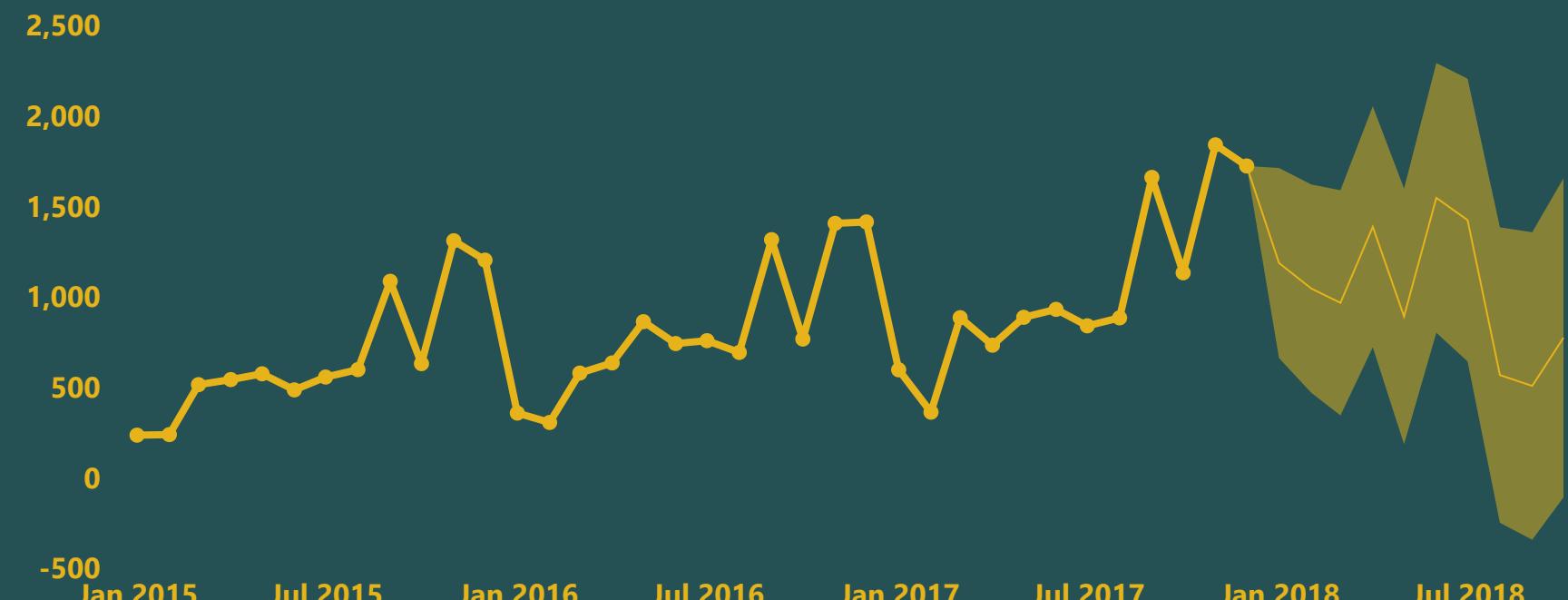
₦60M

ProfitLY

Total Revenue by Year and Month



Total orders by Year and Month



Total profit by Year and Month

