



Supply chain Performance overview

2015

2016

2017

2018

Overview



Total Sales Revenue

\$124K

Total Number of Orders

520

Number of Cities Served

389

Total Order Profit

\$10.45K

Average Order Value

\$238.92

Profit Margin %

8.45%

Customer Analysis



Shipping Analysis

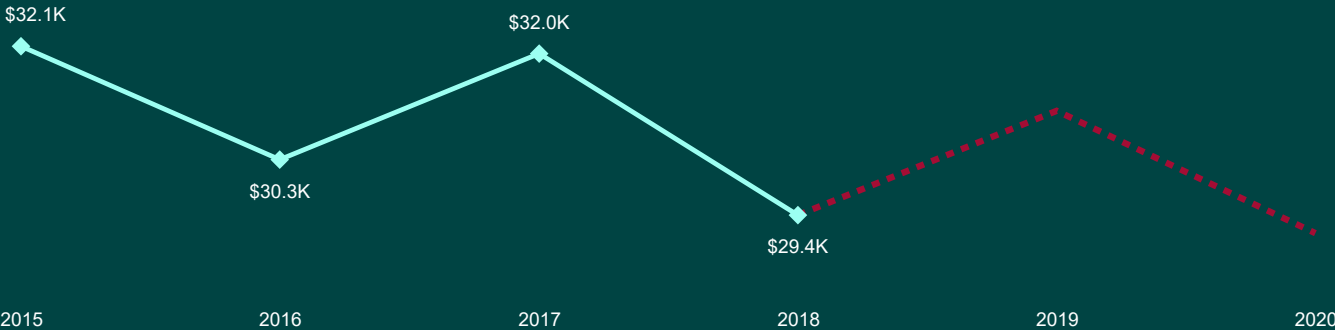


Profit&Sales

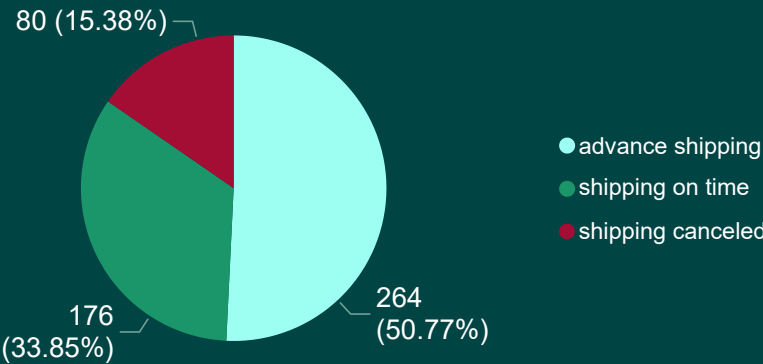


Total Profits by year

Forecating for 2019 & 2020



Delivery Status Distribution



Order Status	Count of Order Id
suspected fraud	46
processing	105
pending payment	41
pending	102
Total	509

Order Region	Total Delay
oceania	7
western europe	5
north africa	3
caribbean	2
Total	36

Year	Profit Margin %
2018	2.13%
2017	18.74%
2016	-1.54%
2015	3.39%
Total	8.45%



Customer Analysis

Consumer

Corporate

Home Office

Overview



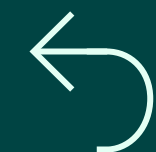
Customer
Analysis



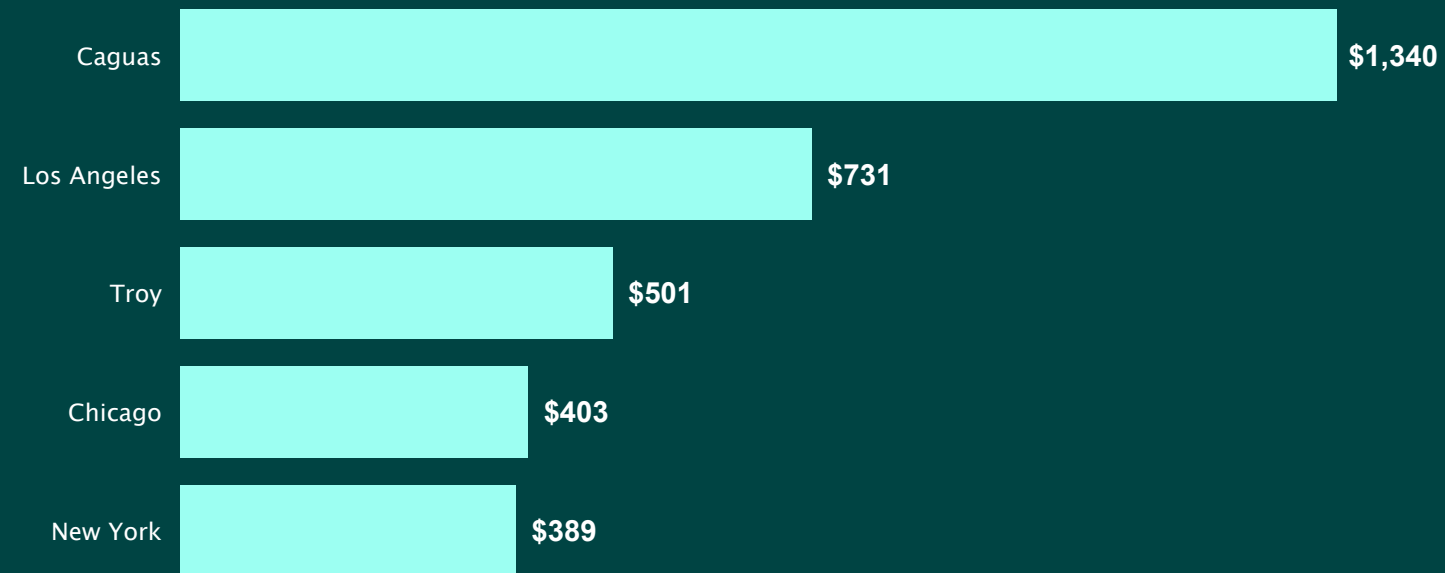
Shipping
Analysis



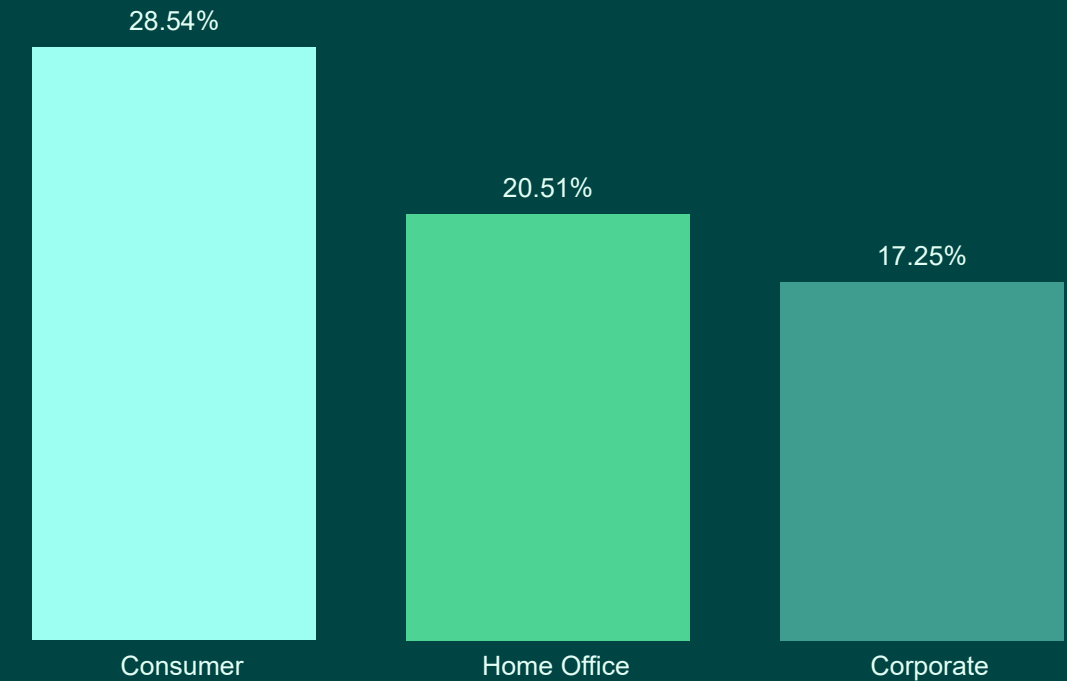
Profit&Sales



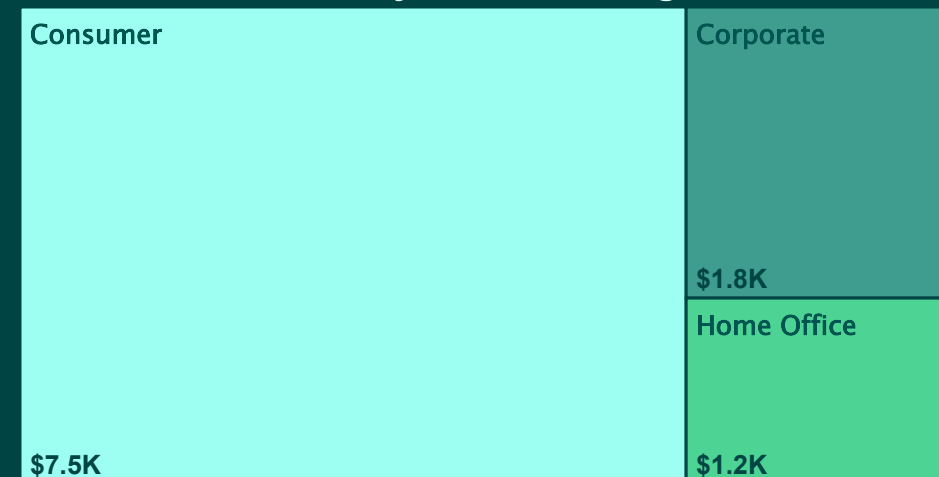
Revenue by Customer City



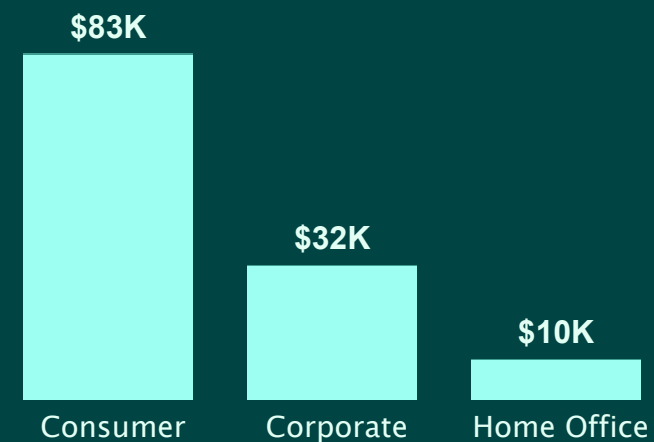
Average of Order Item Discount by Customer Segment



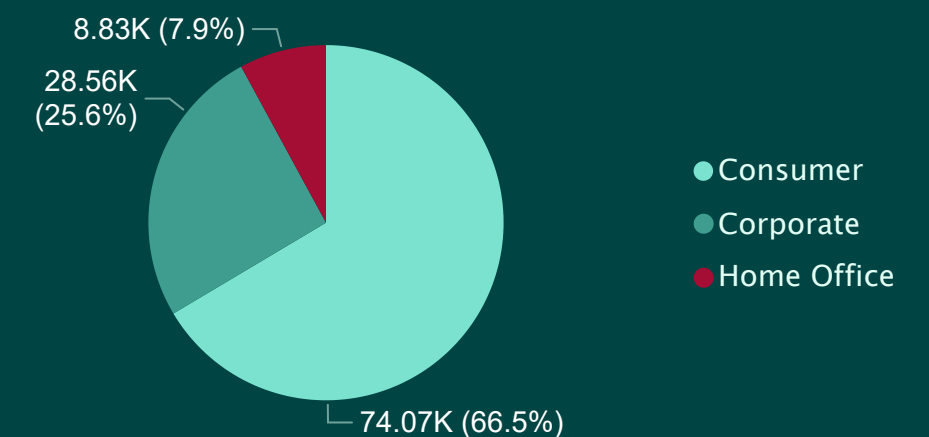
Revenue by Customer Segment



Shipping Preference by Customer Type



Customer Segment Distribution





Shipping Analysis

Same Day

Second Class

Standard Class

Overview



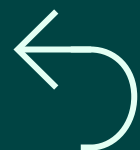
Customer Analysis



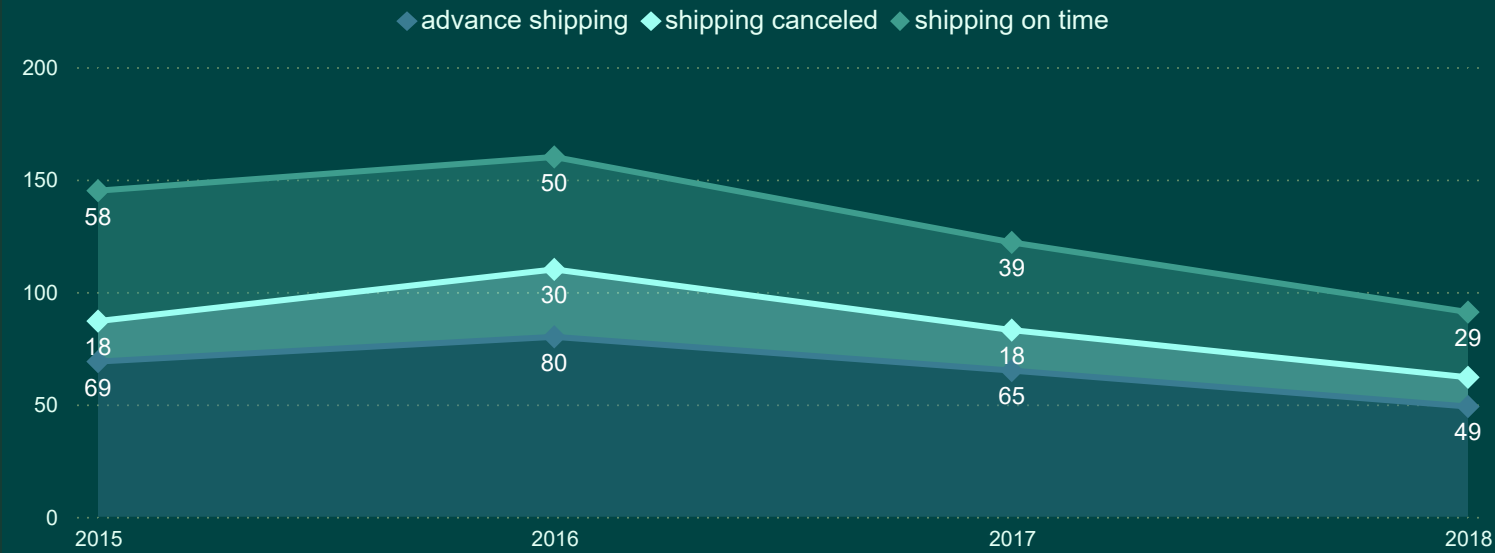
Shipping Analysis



Profit&Sales

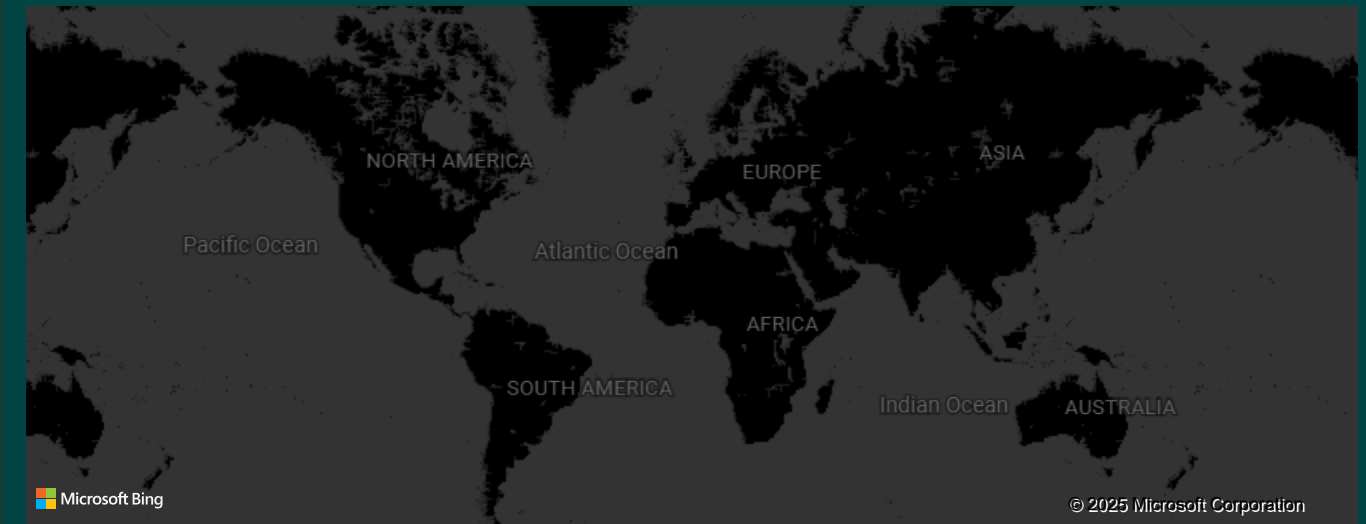


Delivery Status Trends by Year



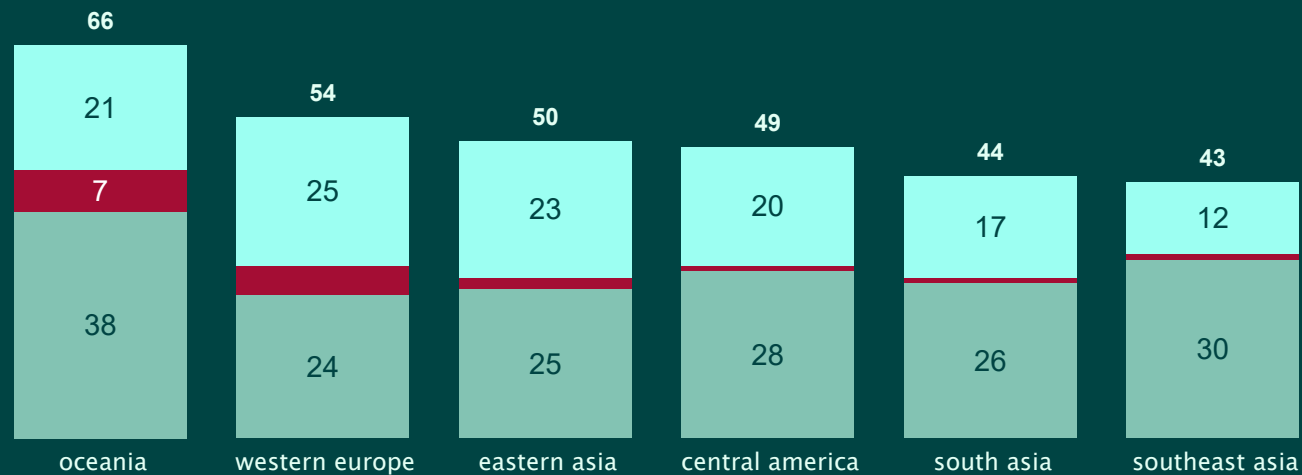
Shipping Delay Categories by Region

● 1 day(s) late ● 2 day(s) late ● 3 day(s) late ● 4 day(s) late



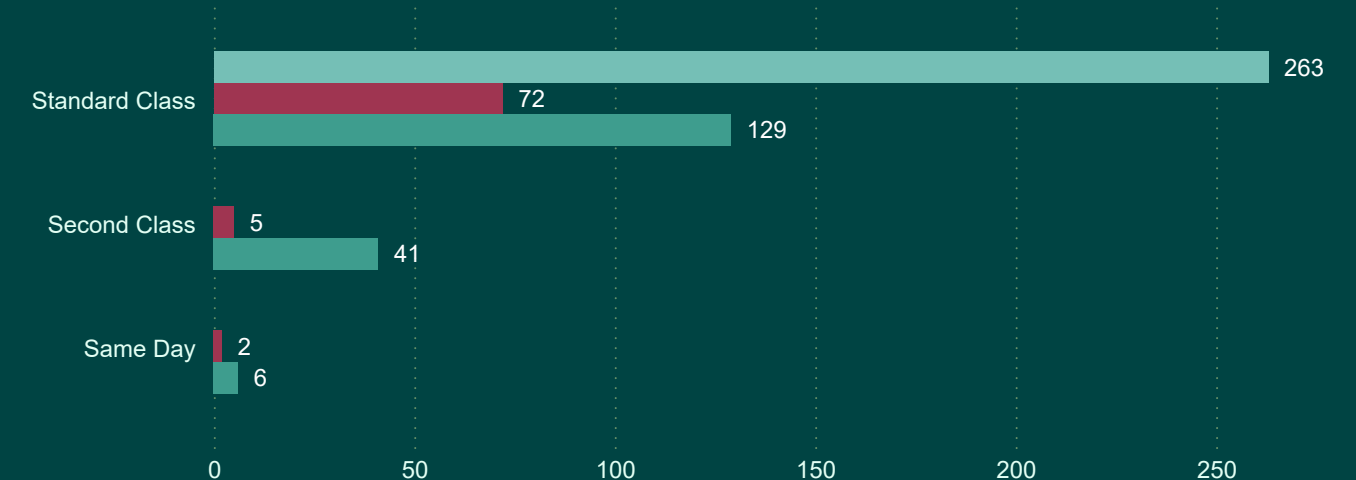
Shipping Delays by Region

● Early ● Late ● On time



Delivery Status by Shipping Mode

● advance shipping ● shipping canceled ● shipping on time





Profit & Sales Analysis

cash

debit

payment

transfer

Overview



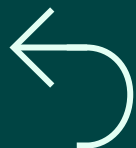
Customer Analysis



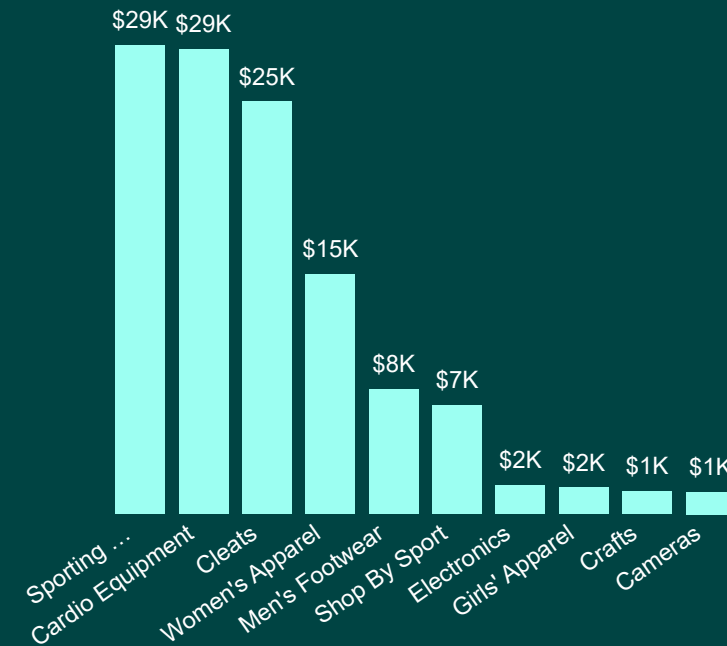
Shipping Analysis



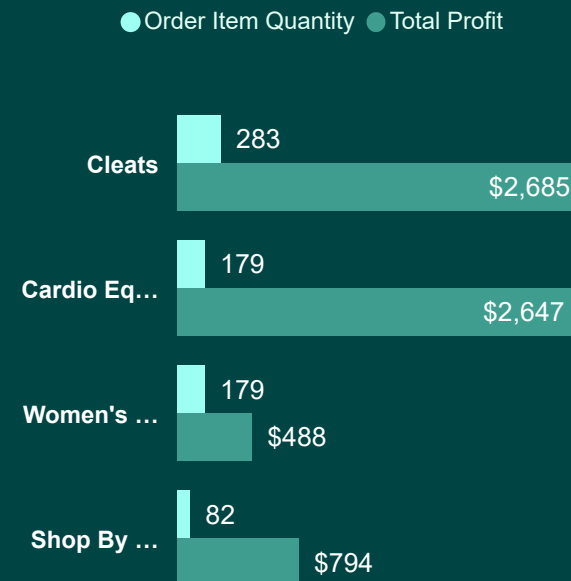
Profit & Sales Analysis



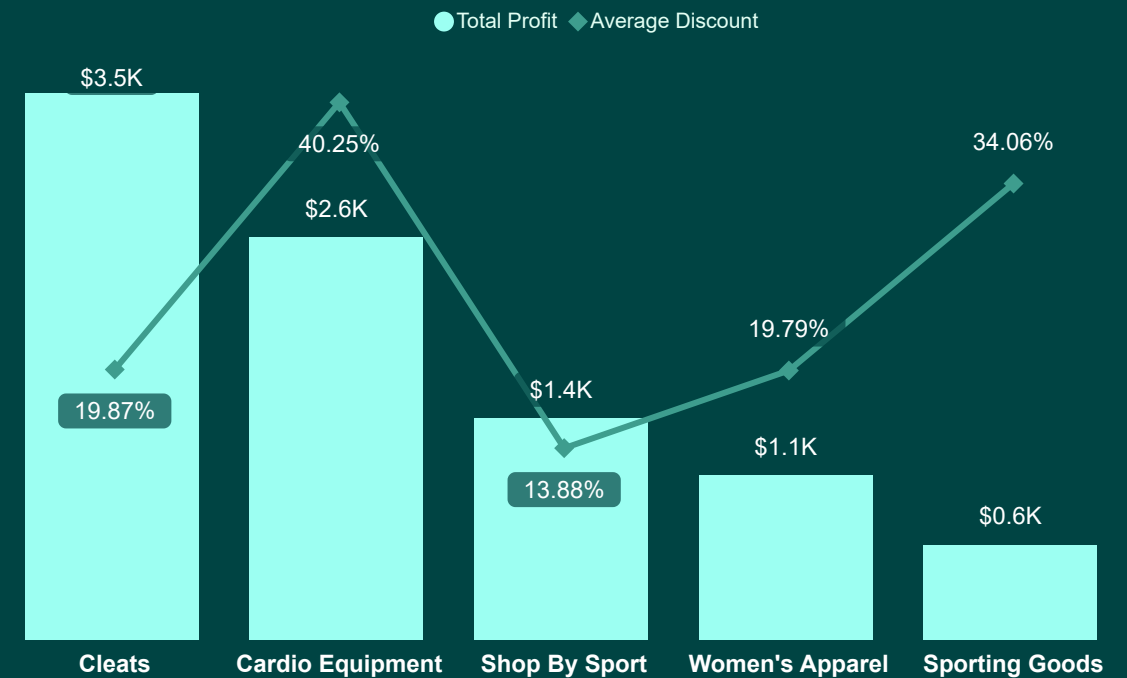
Revenue by Product Category



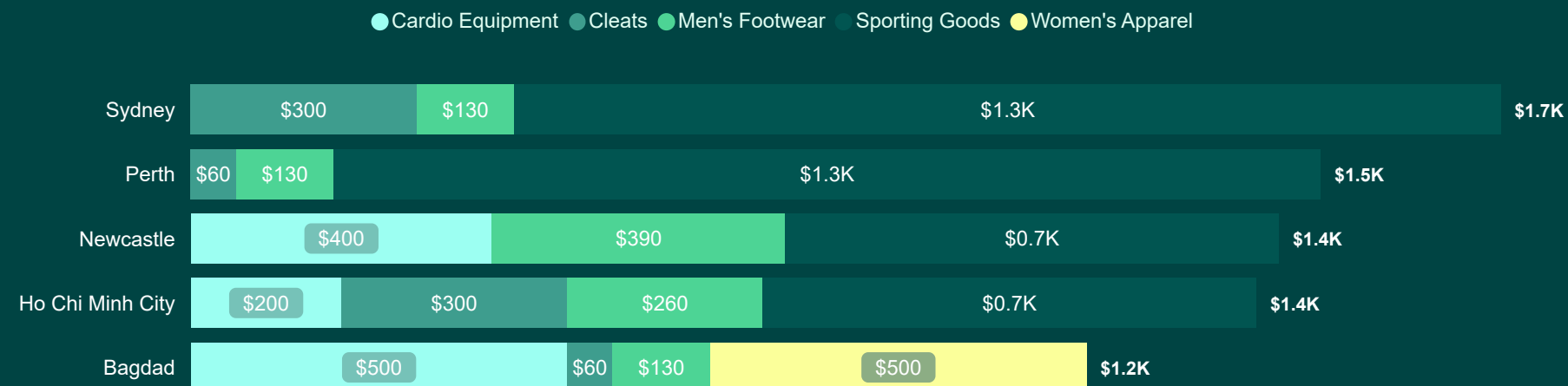
Quantity Sold & Profit by Category



Profit & Average Discount by Category



Revenue by City and Product Category



Revenue loss Due to Cancellations

suspected fraud

\$10.0K

canceled

\$8.2K