

Overview

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

\$1.07M

Total Shipping

Year

All

Region

All

Country

All

Category

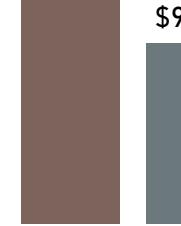
All

Products

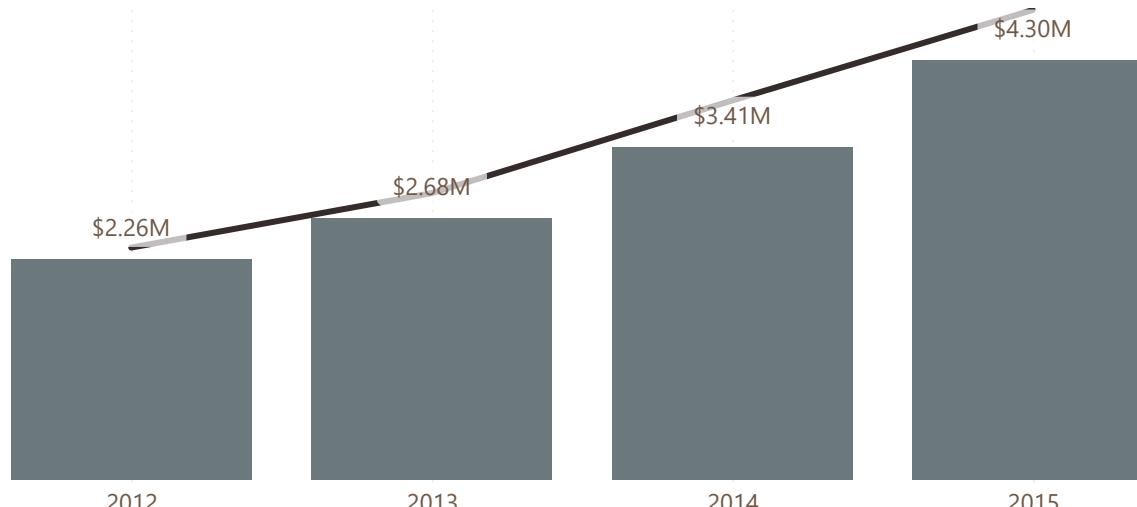
Sales

Apple Smart Phone, Full Size	\$86,936
Cisco Smart Phone, Full Size	\$76,442
Motorola Smart Phone, Full Size	\$73,156
Nokia Smart Phone, Full Size	\$71,905
Canon imageCLASS 2200 Advanced Copi...	\$61,600
Hon Executive Leather Armchair, Adj...	\$58,193
Office Star Executive Leather Armch...	\$50,662

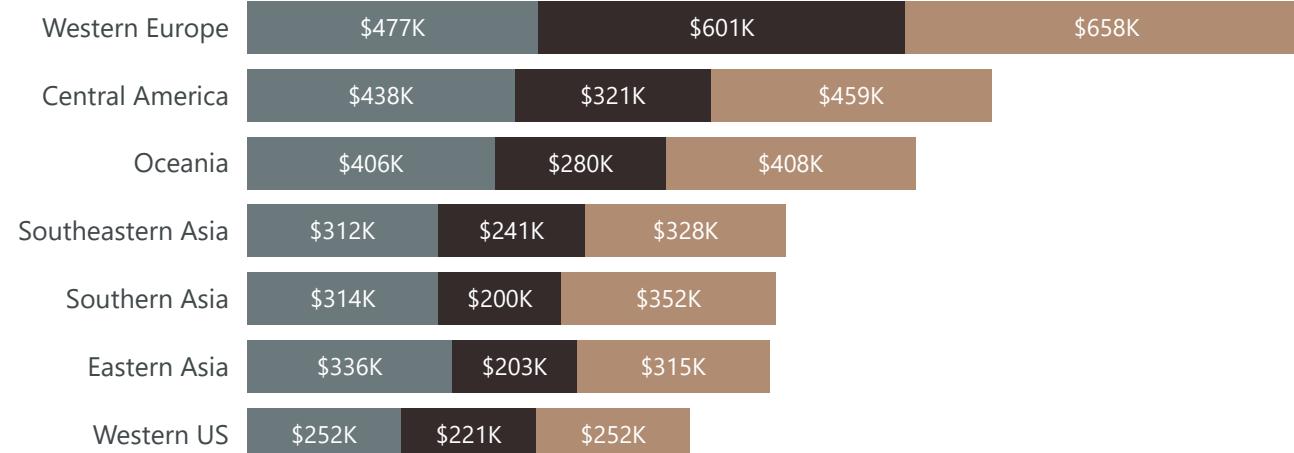
\$2,297K



● Total Sales ● Total Profit



Category ● Furniture ● Office Supplies ● Technology



Monthly Financial Performance

\$12.64M
Total Sales

\$1.47M
Total Profit

12%
Profit Margin

\$1.07M
Total Shipping

Region

All

Year

	Total Sales	Total Profit	Total Shipping	Profit Margin	Sales YoY %	Profit YoY %
2012	\$2,259,451	\$248,941	\$191,934	11%		
2013	\$2,677,439	\$307,415	\$224,292	11%	18%	23%
2014	\$3,405,746	\$406,935	\$286,874	12%	27%	32%
2015	\$4,299,866	\$504,166	\$365,633	12%	26%	24%
Total	\$12,642,502	\$1,467,457	\$1,068,733	12%		

All

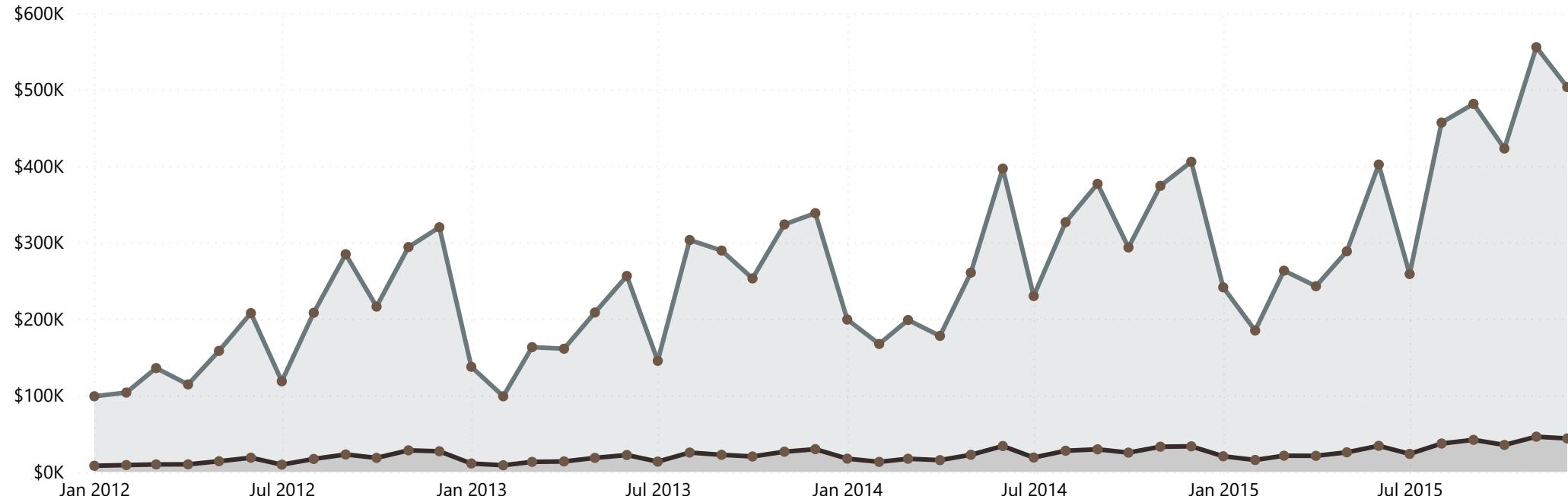
Country

All

● Sales ● Shipping

Segment

All



Discount vs Profit Analysis

26K

Orders Count

\$12.64M

Total Sales

\$1.47M

Total Profit

14%

Avg Discount

Year

All

Region

All

Category

All

Segment

All

Discount Group	Orders Count	Total Sales	Total Profit	Profit Margin
0%	15574	\$6,992,411	\$1,770,695	25%
0–10%	3095	\$1,962,619	\$338,189	17%
10–20%	4376	\$1,757,261	\$173,255	10%
20–30%	843	\$382,555	(\$21,156)	-6%
30–40%	2077	\$701,343	(\$166,115)	-24%
40%+	4103	\$846,313	(\$627,411)	-74%
Total	25728	\$12,642,502	\$1,467,457	12%

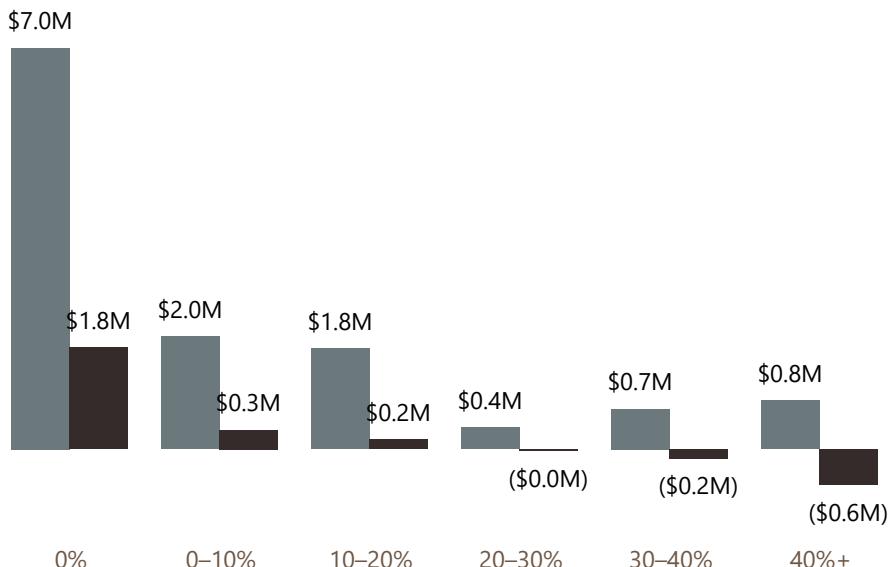
Discount vs Profit by Category

Category ● Furniture ● Office Supplies ● Technology



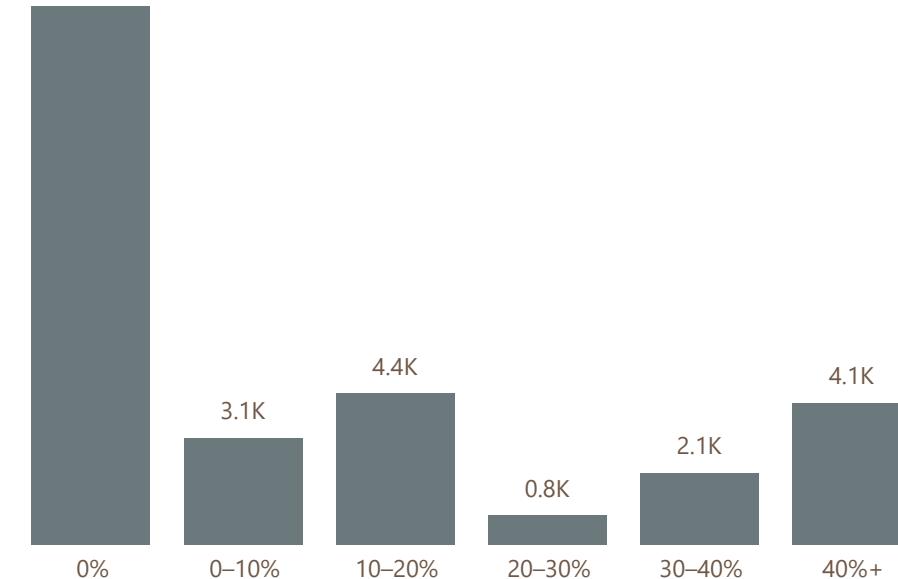
Sales vs Profit by Discount Group

● Total Sales ● Total Profit



Orders by Discount Group

15.6K



Regional & Market Performance Analysis

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

26K

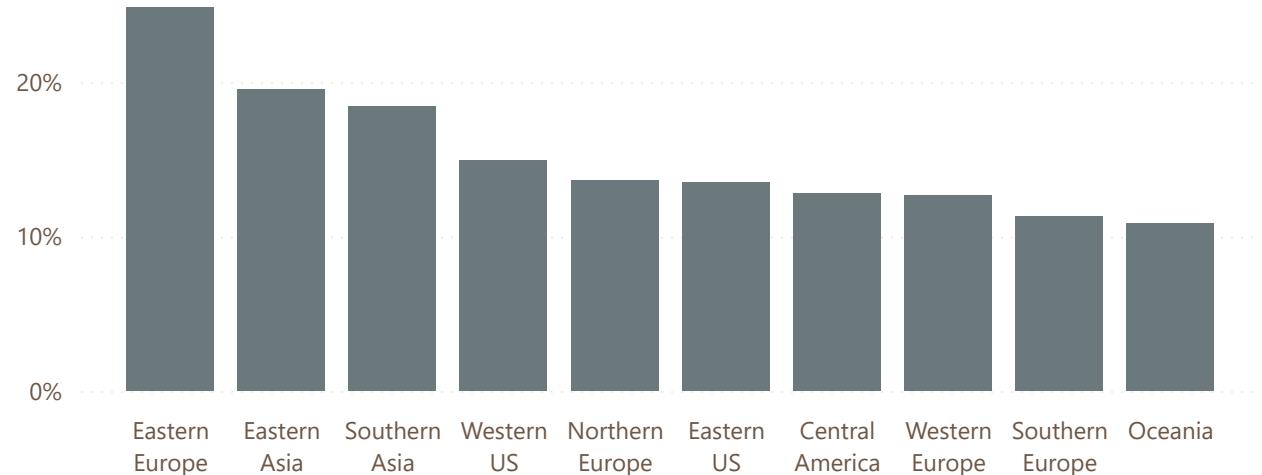
Orders Count

14%

Avg Discount

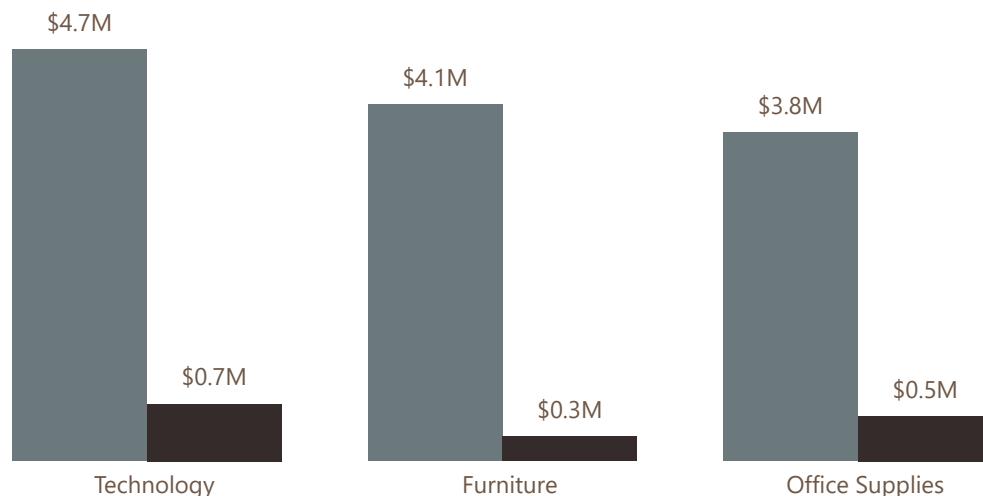
Region	Total Sales	Total Profit	Profit Margin	Orders Count	Avg Discount
Central America	\$1,218,112	\$156,104	13%	2827	11%
Eastern Asia	\$855,059	\$167,102	20%	1162	5%
Eastern US	\$678,781	\$91,523	13%	1401	15%
Northern Europe	\$661,808	\$90,274	14%	1200	14%
Oceania	\$1,093,423	\$118,356	11%	1734	15%
South America	\$682,926	\$38,481	6%	1550	17%
Southeastern Asia	\$882,083	\$17,703	2%	1512	27%
Southern Asia	\$865,721	\$159,250	18%	1342	5%
Western Europe	\$1,736,068	\$220,070	13%	3005	9%
Western US	\$725,458	\$108,418	15%	1611	11%

Profit Margin by Region



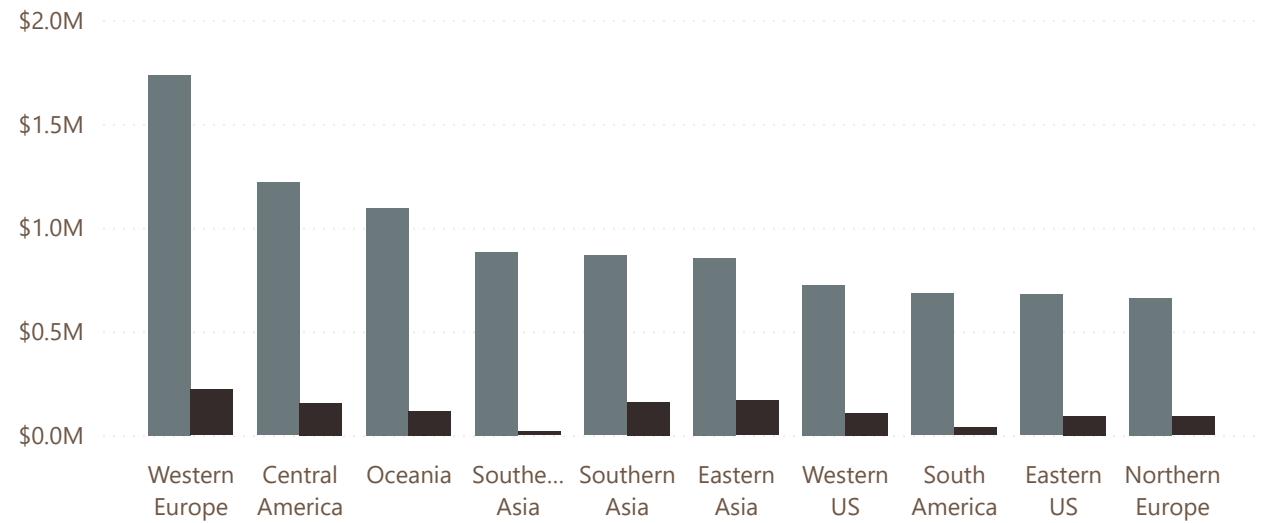
Sales vs Profit by Category

● Total Sales ● Total Profit



Sales vs Profit by Region

● Total Sales ● Total Profit



Market & Product Performance

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

26K

Orders Count

Year

All

Segment

All

Ship Mode

All

Country

All

Region

Total Sales

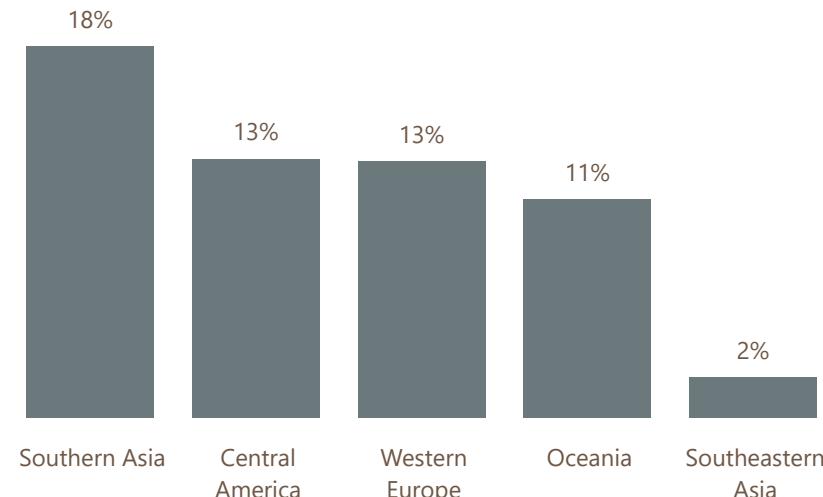
Total Profit

Profit Margin

Orders Count

Western Europe	\$1,736,068	\$220,070	13%	3005
Eastern Asia	\$855,059	\$167,102	20%	1162
Southern Asia	\$865,721	\$159,250	18%	1342
Central America	\$1,218,112	\$156,104	13%	2827
Oceania	\$1,093,423	\$118,356	11%	1734
Western US	\$725,458	\$108,418	15%	1611
Eastern US	\$678,781	\$91,523	13%	1401
Northern Europe	\$661,808	\$90,274	14%	1200
Eastern Europe	\$306,458	\$76,120	25%	777
Southern Europe	\$550,162	\$62,078	11%	1015
North Africa	\$224,629	\$55,476	25%	593
Southern US	\$391,722	\$46,749	12%	822
Central US	\$501,240	\$39,706	8%	1175
South America	\$682,926	\$38,481	6%	1550
Caribbean	\$326,953	\$35,402	11%	863
Central Africa	\$143,630	\$35,384	25%	333
Southern Africa	\$102,785	\$23,868	23%	235
Eastern Africa	\$127,856	\$21,901	17%	377
Southeastern Asia	\$882,083	\$17,703	2%	1512
Canada	\$57,629	\$15,197	26%	185
Central Asia	\$19,311	(\$7,282)	-38%	112
Western Africa	\$173,580	(\$50,499)	-29%	709
Western Asia	\$317,107	(\$53,922)	-17%	1200
Total	\$12,642,502	\$1,467,457	12%	25728

Profit Margin by Region



Profitability by Category

Category ● Furniture ● Office Supplies ● Technology



Ship Mode & Priority Analysis

26K

Orders Count

\$12.64M

Total Sales

\$1.47M

Total Profit

\$26.48

Avq Ship Cost

Category

All

Region

All

Year

All

Segment

All

Country

All

Total Sales and Total Profit by Ship Mode

● Total Sales ● Total Profit

\$8M

\$6M

\$4M

\$2M

\$0M

Standard Class Second Class First Class Same Day

Total Sales and Total Profit by Order Priority

● Total Sales ● Total Profit

\$8M

\$6M

\$4M

\$2M

\$0M

Medium High Critical Low

Ship Mode

Total Sales

Total Profit

Profit Margin

Orders Count

Standard Class	\$7,578,652	\$890,596	12%	15405
Second Class	\$2,565,672	\$292,584	11%	5146
First Class	\$1,830,976	\$208,105	11%	3845
Same Day	\$667,202	\$76,173	11%	1349
Total	\$12,642,502	\$1,467,457	12%	25728

Profit Margin vs Order Volume by Ship Mode

