

Overview

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

\$1.07M

Total Shipping

Year

All

Region

All

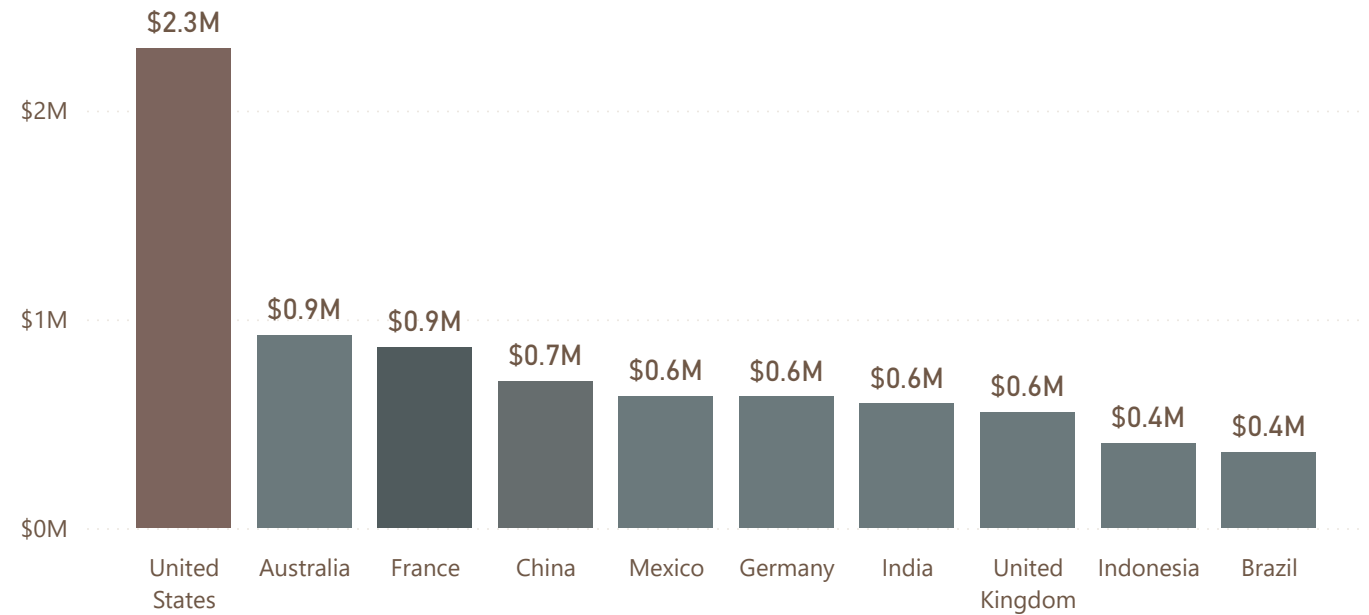
Country

All

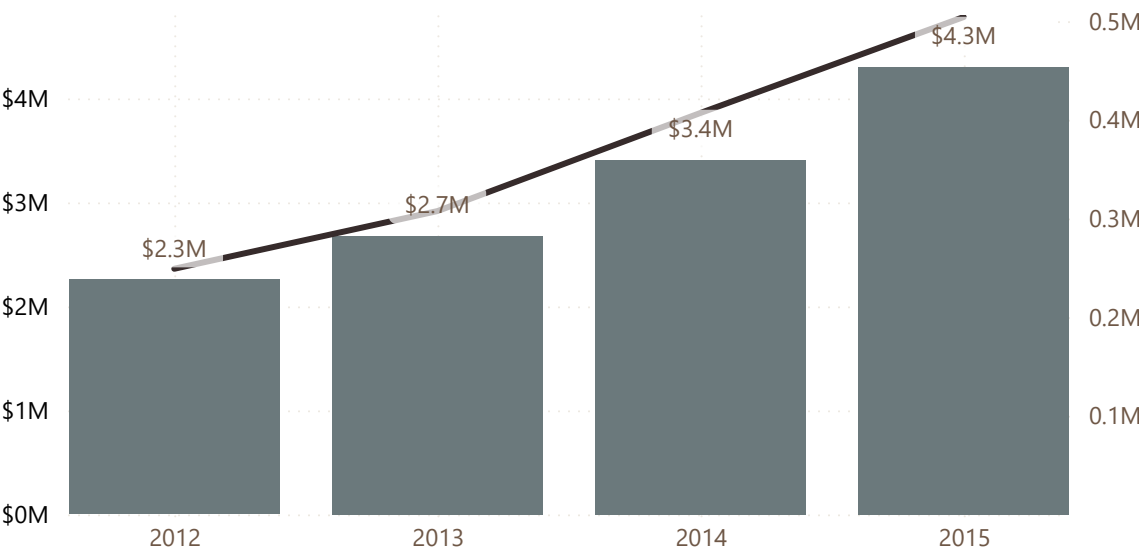
Category

All

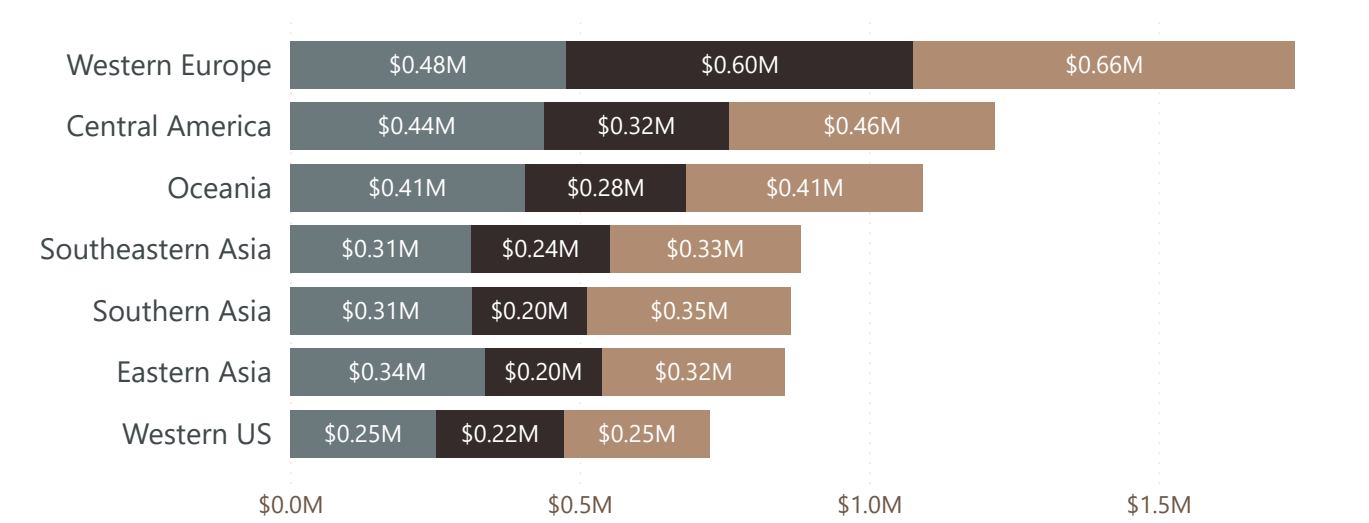
Products	Sales
Apple Smart Phone, Full Size	\$86,936
Cisco Smart Phone, Full Size	\$76,442
Motorola Smart Phone, Full Size	\$73,156
Nokia Smart Phone, Full Size	\$71,905
Canon imageCLASS 2200 Advanced Copi...	\$61,600
Hon Executive Leather Armchair, Adj...	\$58,193
Office Star Executive Leather Armch...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



● 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

Category

All

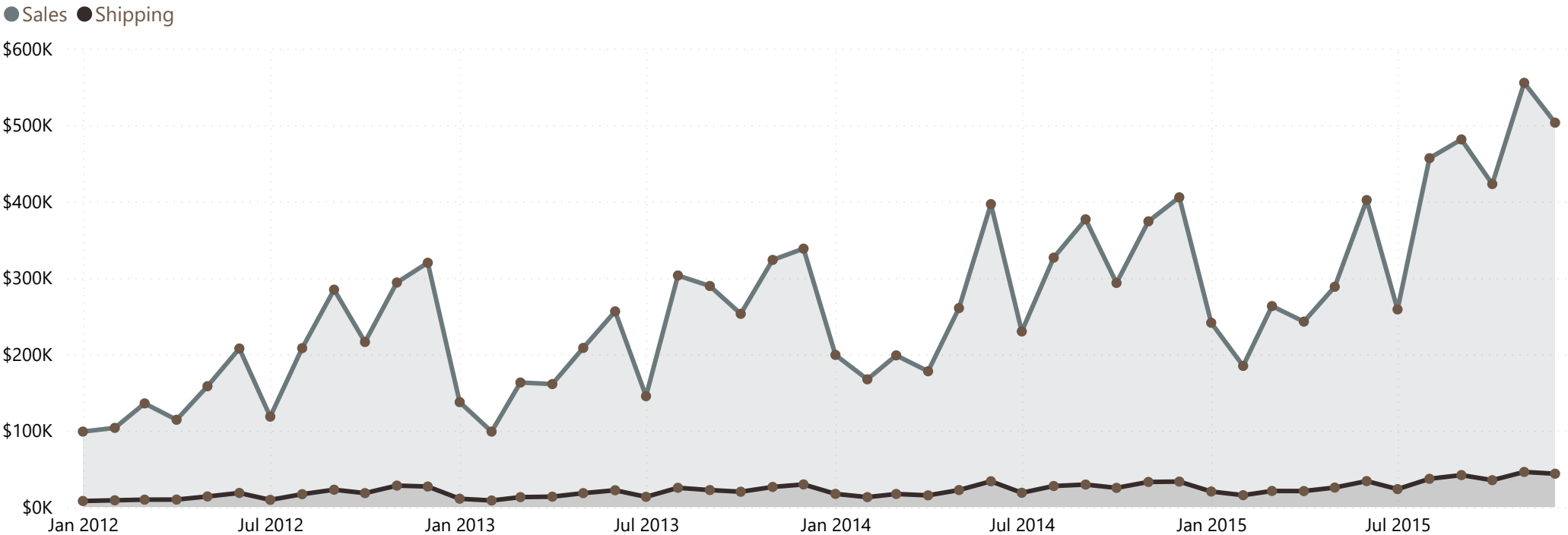
Country

All

Segment

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%		



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

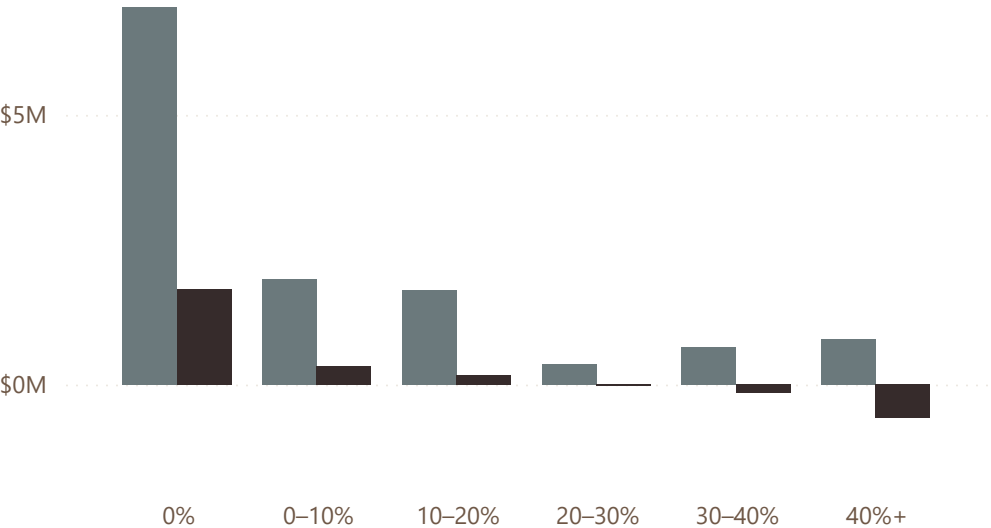
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All▼

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%

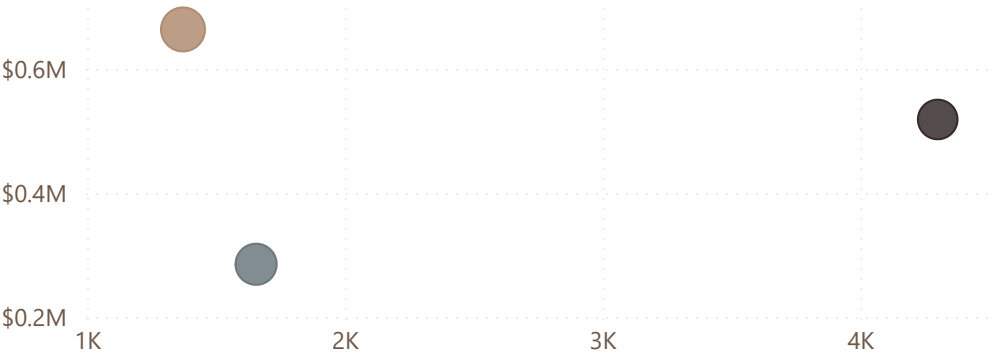
Total Sales and Total Profit by Discount Group

Total Sales Total Profit

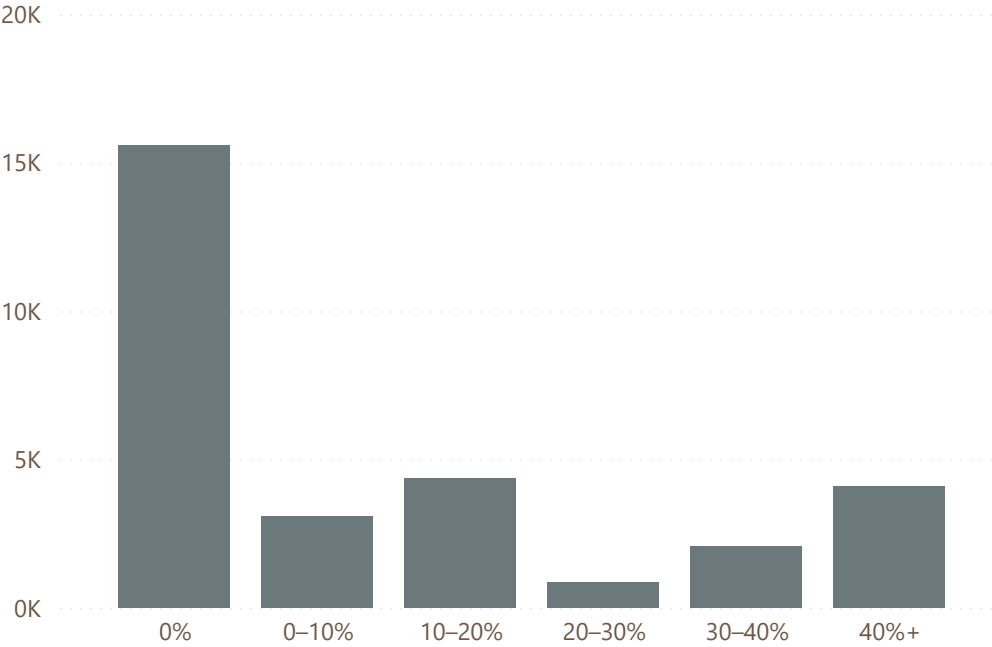


Sum of Discount, Total Profit and Sum of Sales by Category

Category Furniture Office Supplies Technology



Orders Count by Discount Group



Regional & Market
Performance Analysis

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

26K

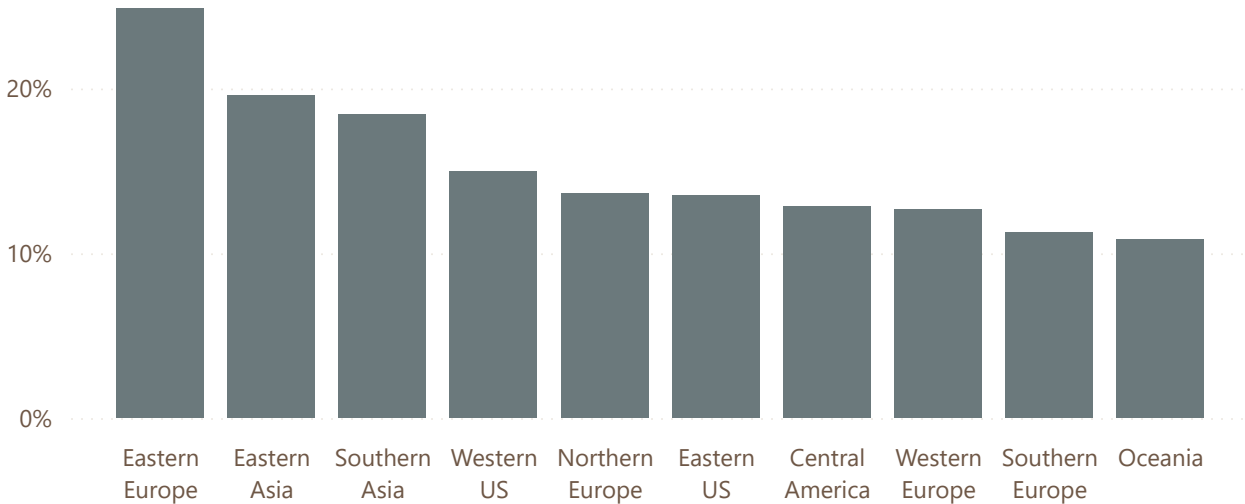
Orders Count

14%

Avg Discount

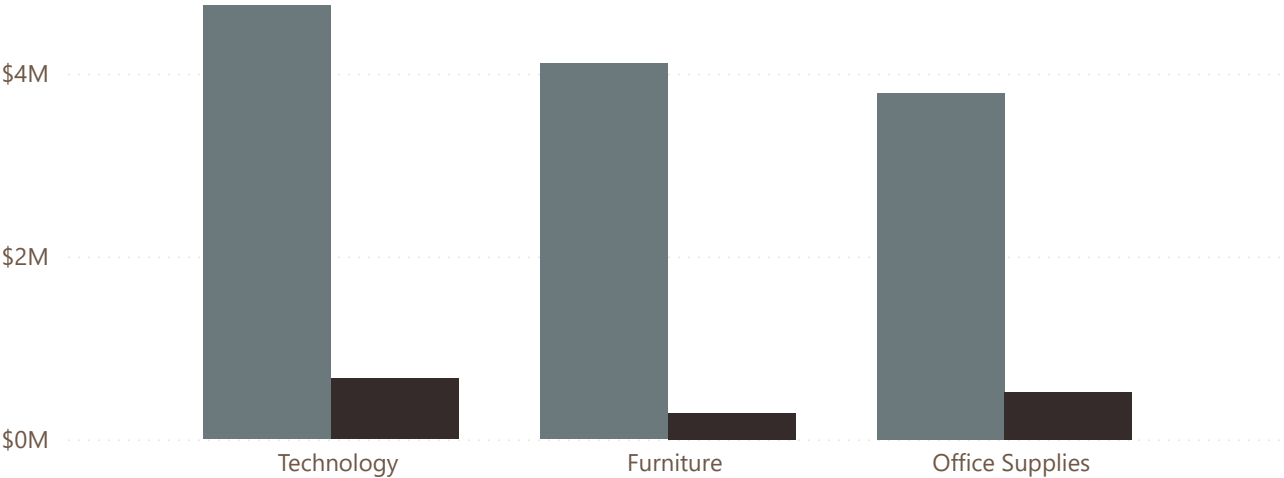
Region	Total Sales	Total Profit	Profit Margin	Orders Count	Avg Discount
⊕ Central America	\$1,218,112	\$156,104	13%	2827	11%
⊕ Eastern Asia	\$855,059	\$167,102	20%	1162	5%
⊕ Eastern US	\$678,781	\$91,523	13%	1401	15%
⊕ Northern Europe	\$661,808	\$90,274	14%	1200	14%
⊕ Oceania	\$1,093,423	\$118,356	11%	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



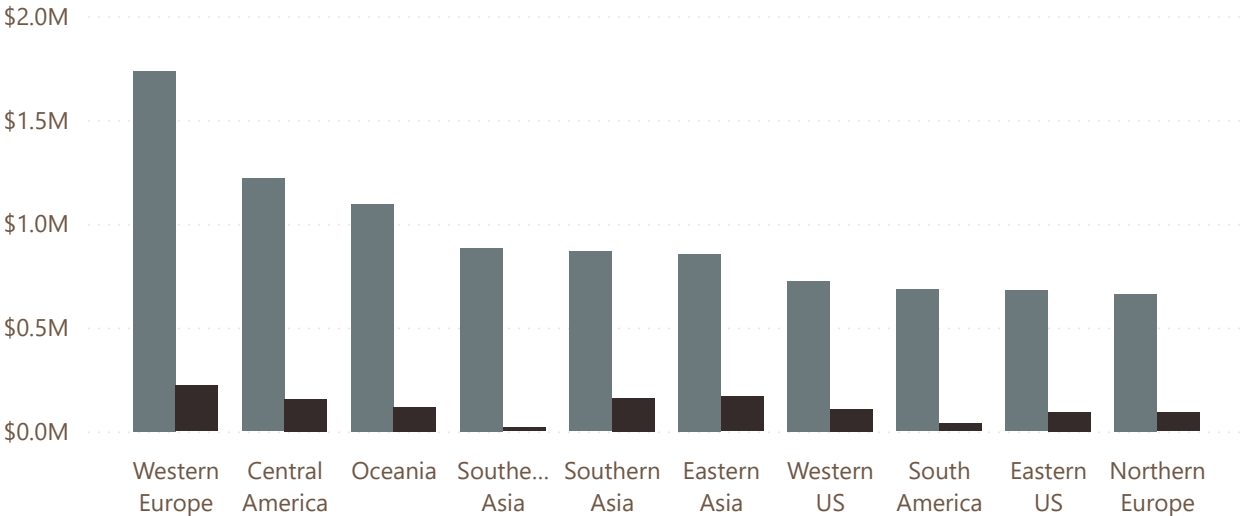
Total Sales and Total Profit by Category

● Total Sales ● Total Profit



Total Sales and Total 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▼

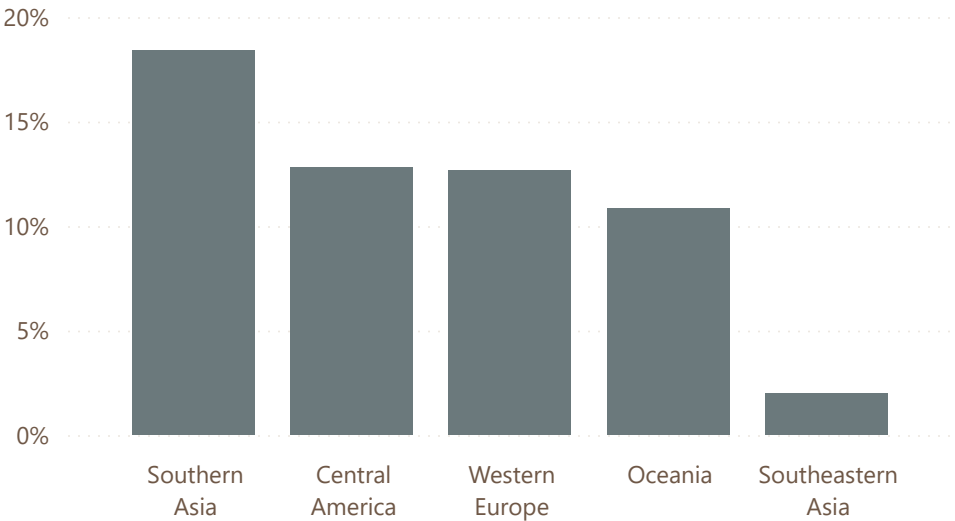
Country

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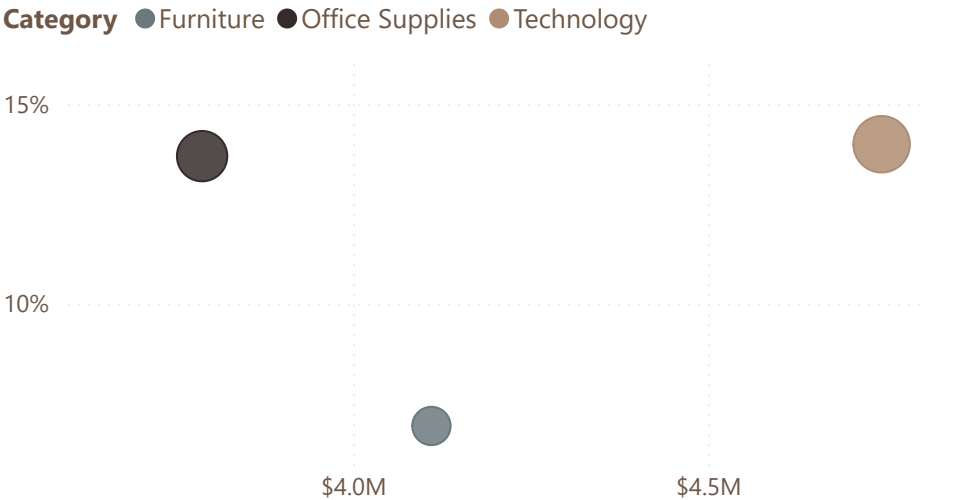
All▼

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



Total Sales, Profit Margin and Total Profit by Category



Ship Mode & Priority Analysis

26K

Orders Count

\$12.64M

Total Sales

\$1.47M

Total Profit

\$26.48

Avg Ship Cost

Category

All

Region

All

Year

All

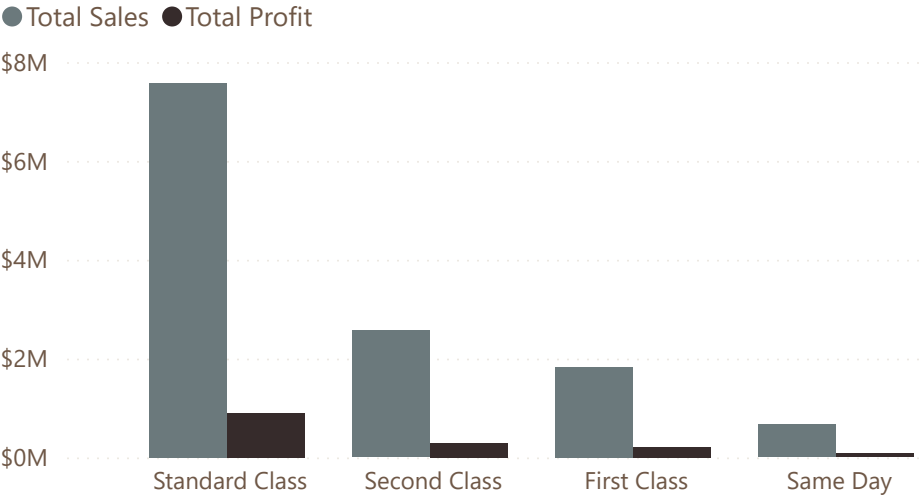
Segment

All

Country

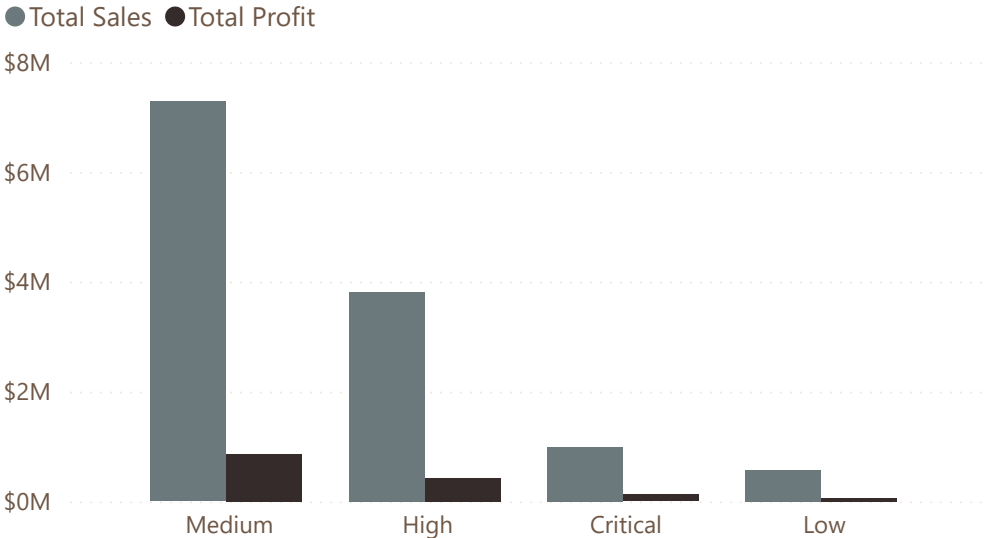
All

Total Sales and Total Profit by Ship Mode



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

Total Sales and Total Profit by Order Priority



Profit Margin and Orders Count by Ship Mode

