

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

United States

\$922K

Australia

\$863K

France

\$700K

China

\$629K

Mexico

\$628K

Germany

\$594K

India

\$554K

United Kingdom

\$405K

Indonesia

\$362K

Brazil

Total Sales

Total Profit

\$2.26M

2012

\$2.68M

2013

\$3.41M

2014

\$4.30M

2015

Category

Furniture

Office Supplies

Technology

Western Europe

\$477K

\$601K

\$658K

Central America

\$438K

\$321K

\$459K

Oceania

\$406K

\$280K

\$408K

Southeastern Asia

\$312K

\$241K

\$328K

Southern Asia

\$314K

\$200K

\$352K

Eastern Asia

\$336K

\$203K

\$315K

Western US

\$252K

\$221K

\$252K

Monthly Financial Performance

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

\$1.07M

Total Shipping

Region

All

Category

All

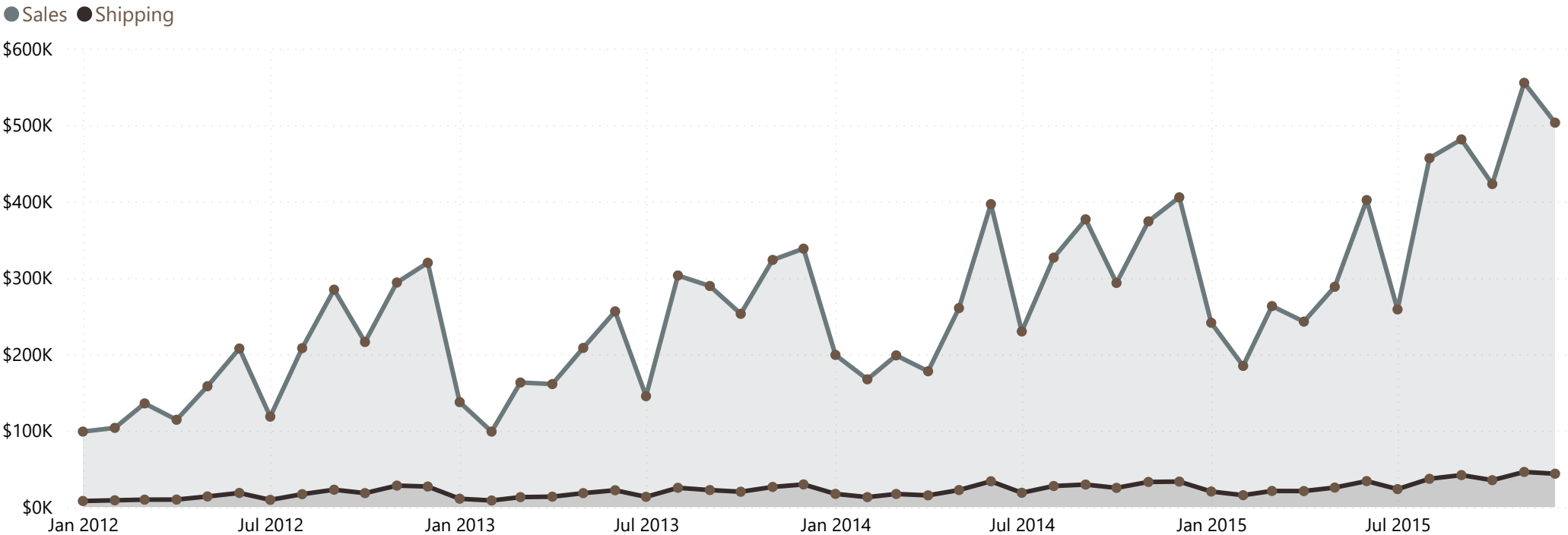
Country

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%	18%	23%
+ 2013	\$2,677,439	\$307,415	\$224,292	11%		
+ 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

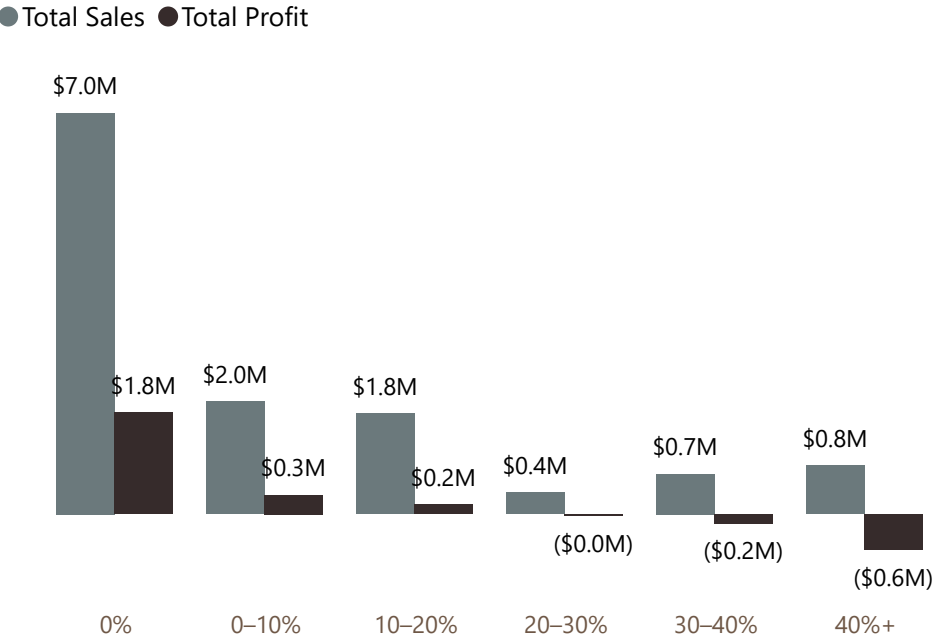
Segment

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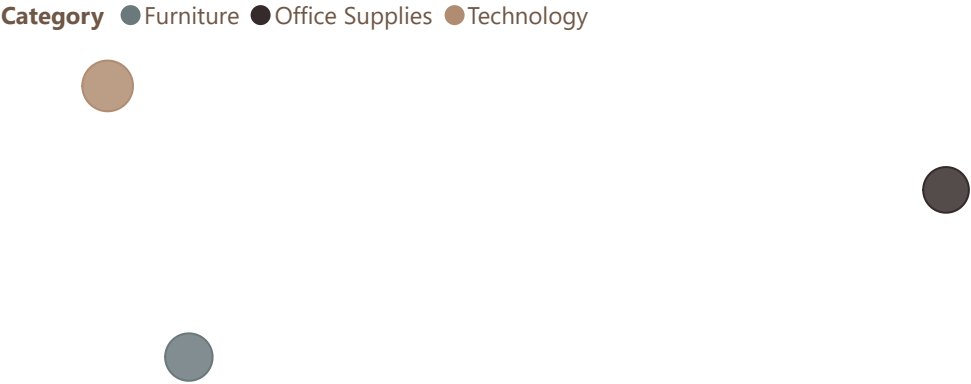
All

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%

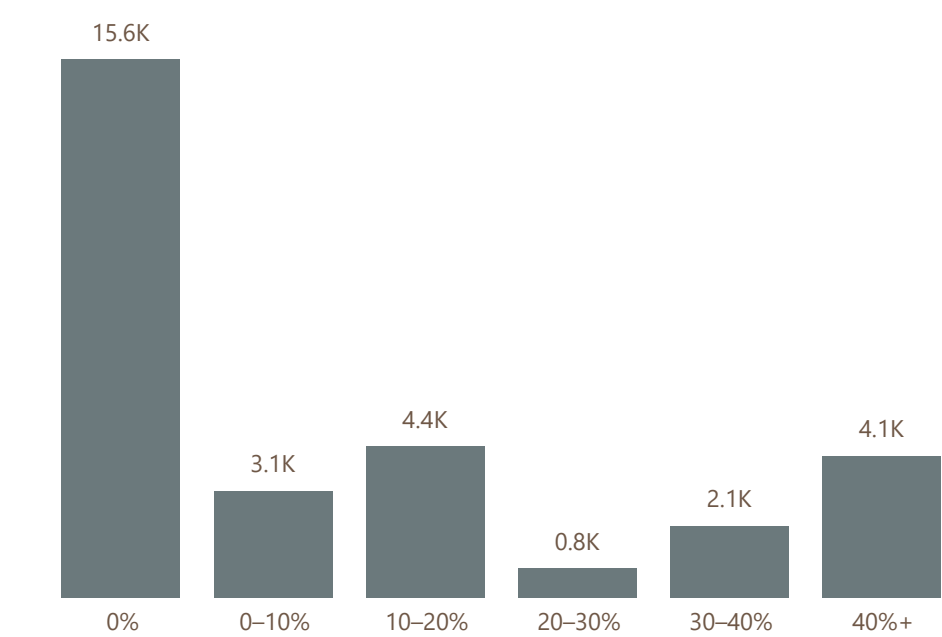
Sales vs Profit by Discount Group



Discount vs Profit by Category



Orders by Discount Group



Regional & Market
Performance Analysis

\$12.64M

Total Sales

\$1.47M

Total Profit

12%

Profit Margin

26K

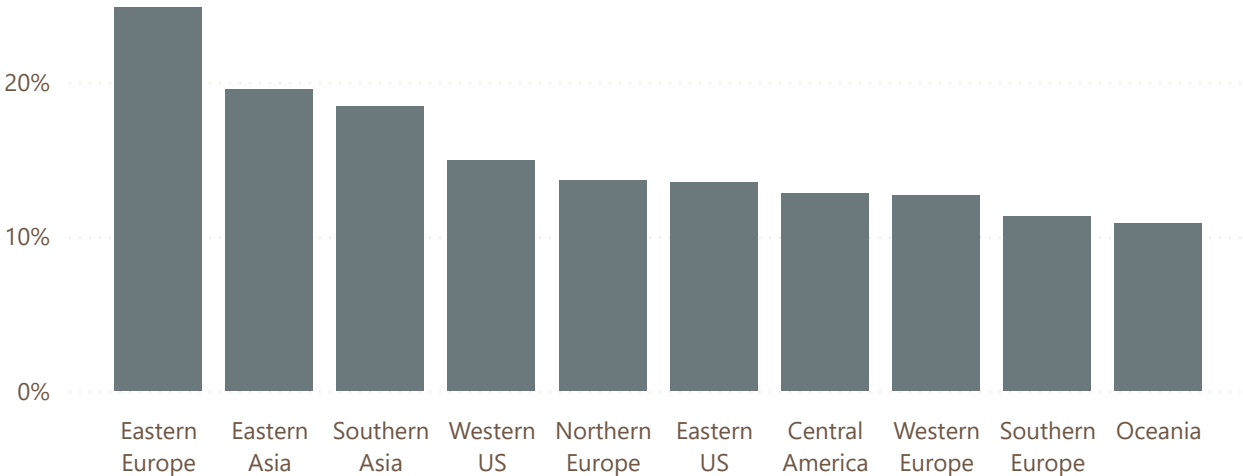
Orders Count

14%

Avg Discount

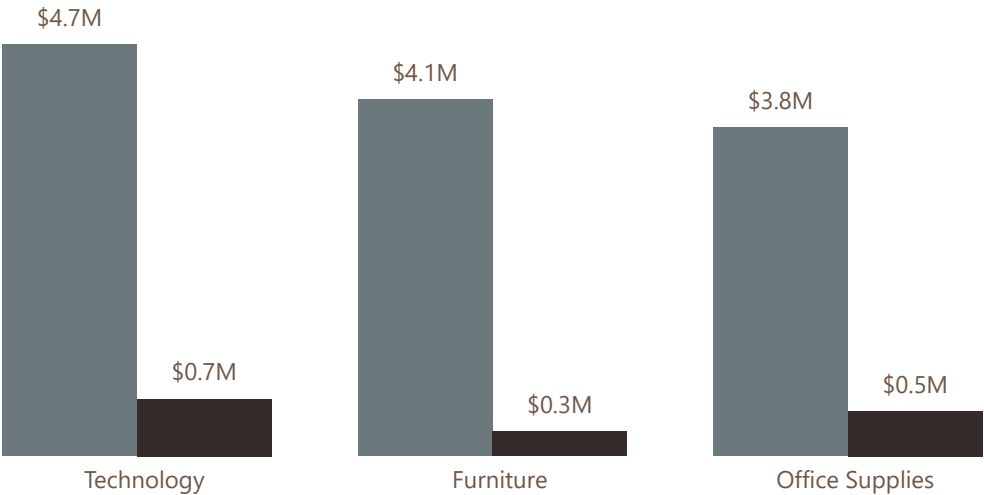
Region	Total Sales	Total Profit	Profit Margin	Orders Count	Avg Discount
+ Central America	\$1,218,112	\$156,104	13%	2827	11%
+ Eastern Asia	\$855,059	\$167,102	20%	1162	5%
+ Eastern US	\$678,781	\$91,523	13%	1401	15%
+ Northern Europe	\$661,808	\$90,274	14%	1200	14%
+ Oceania	\$1,093,423	\$118,356	11%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



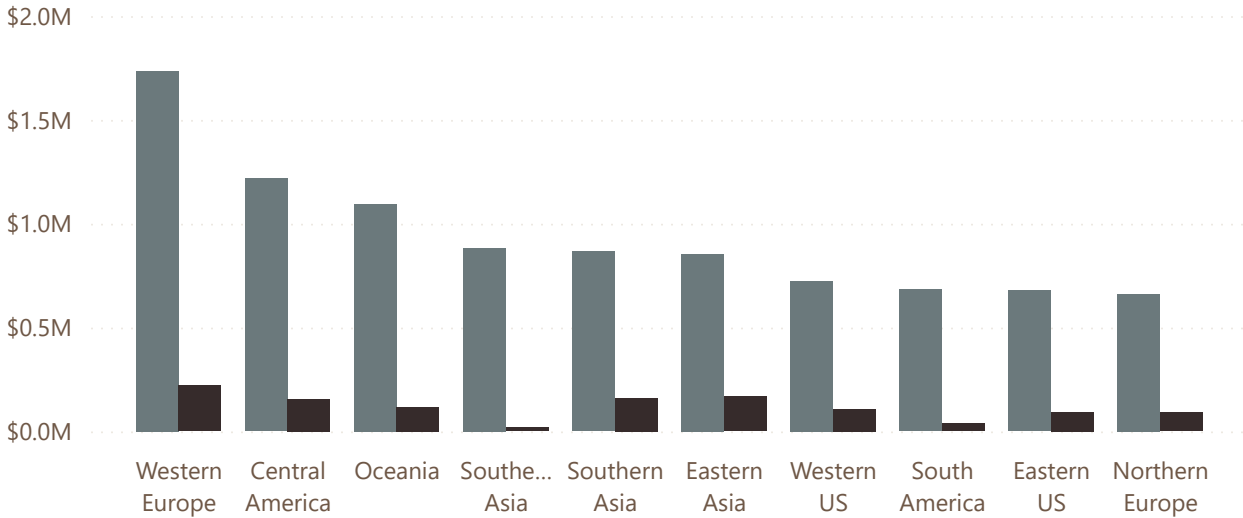
Sales vs Profit by Category

● 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 Marqin

26K

Orders Count

Year

▼

All

▼

Segment

▼

All

▼

Ship Mode

▼

All

▼

Country

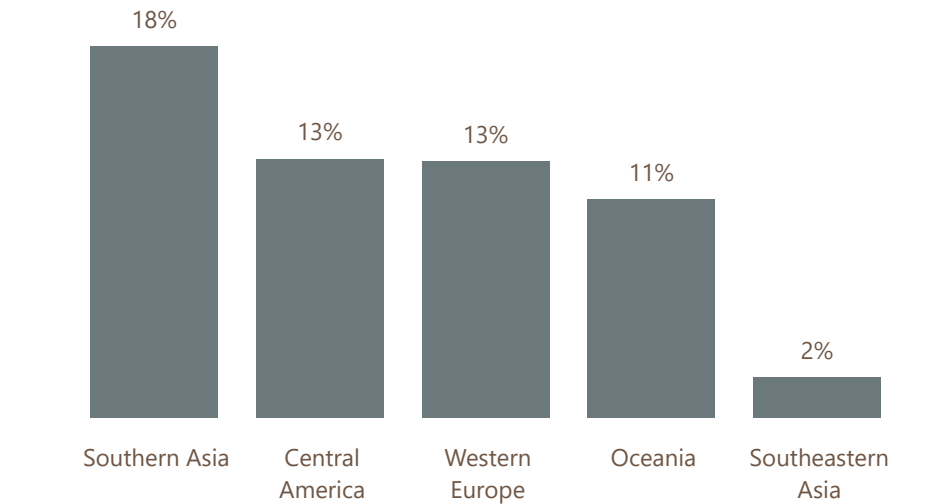
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All

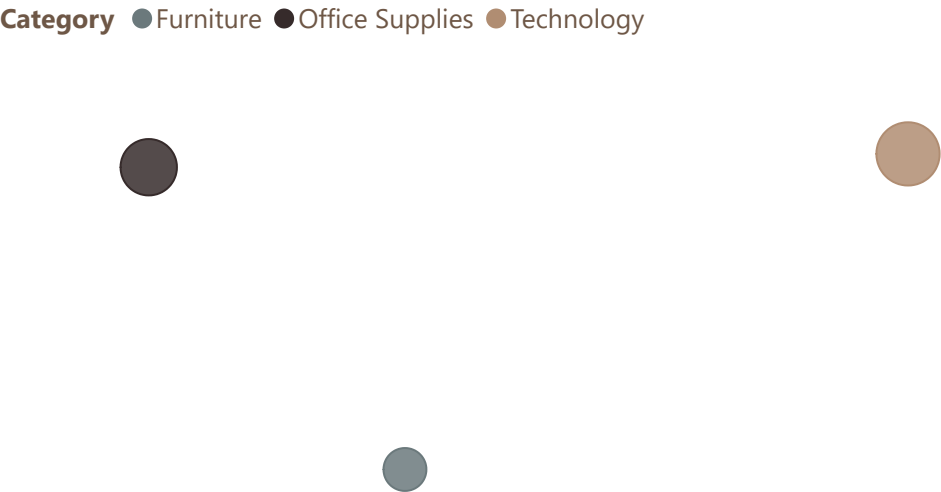
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Region	Total Sales	Total Profit	Profit Margin	Orders Count
⊕ Western Europe	\$1,736,068	\$220,070	13%	3005
⊕ Eastern Asia	\$855,059	\$167,102	20%	1162
⊕ Southern Asia	\$865,721	\$159,250	18%	1342
⊕ Central America	\$1,218,112	\$156,104	13%	2827
⊕ Oceania	\$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



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

▼

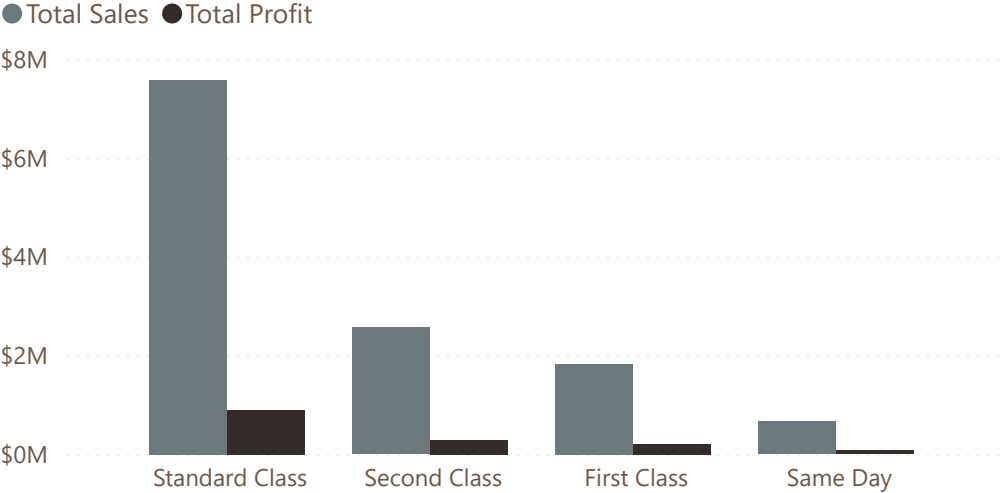
All

Country

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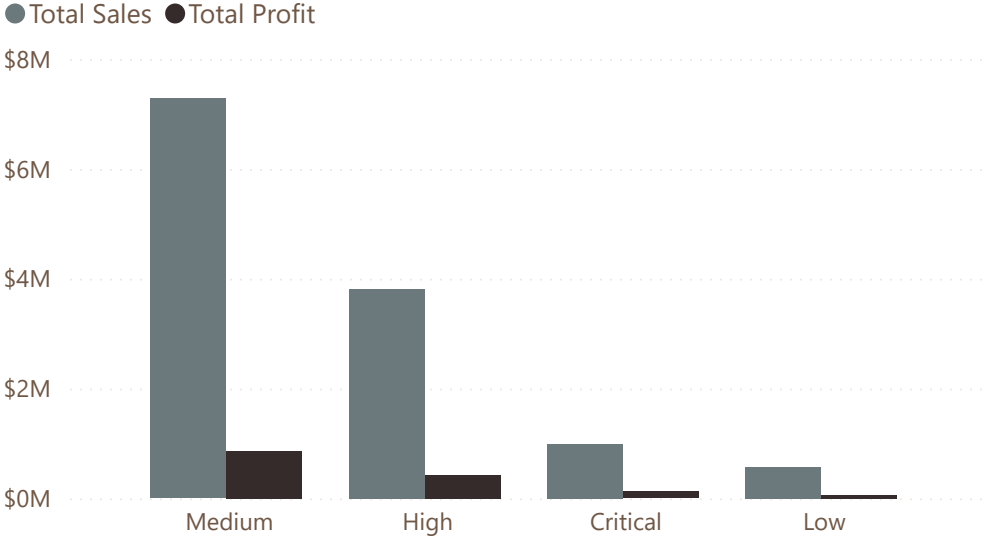
All

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 vs Order Volume by Ship Mode

