

OVERVIEW

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MARKET ANALYST

CUSTOMER & PRODUCT
ANALYST

PROFIT & RETURN

INSIGHT &
RECOMMENDATION

Order Date

1/1/2011

12/31/2014

Total Sales

\$9.5M

Total Profit

\$1.1M

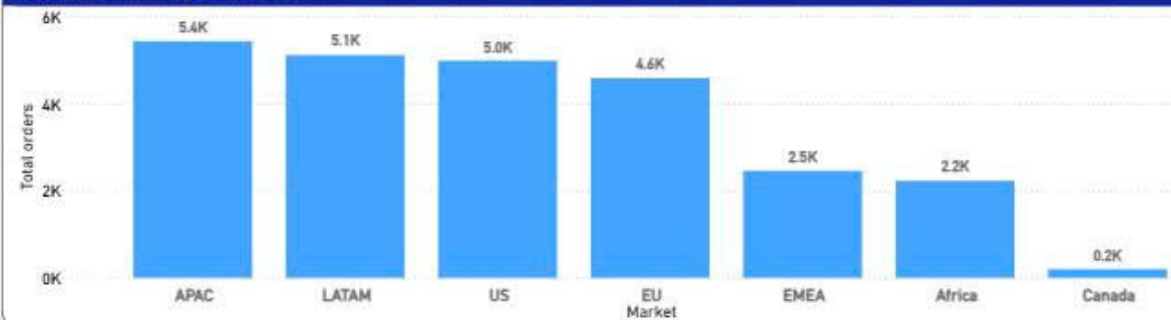
Total Quantity

95.4K

Sale by Segment



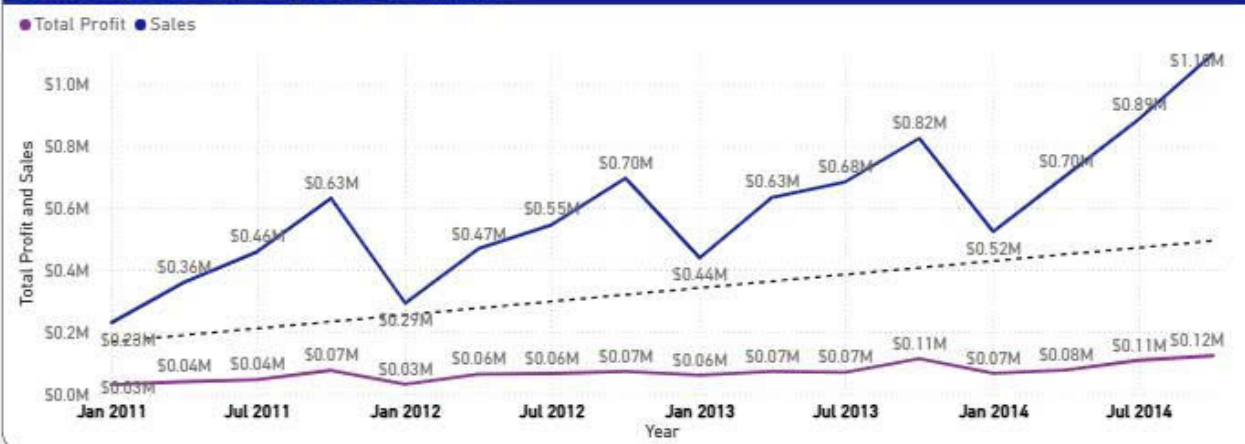
Total orders by Market



Total orders by Country



Total Profit and Sales by Year and Quarter



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Average Sales

\$378.5212

Average Profit

\$43.5356

Country

All

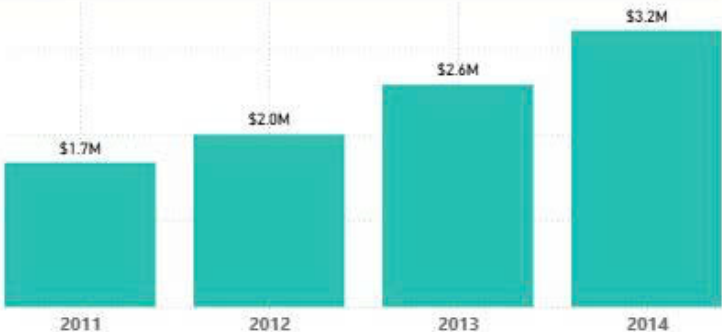
State

All

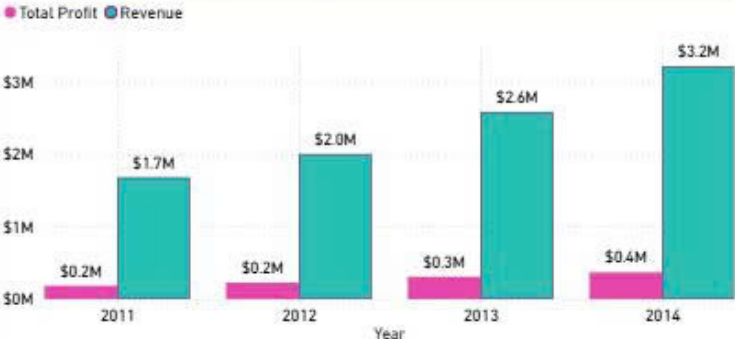
City

All

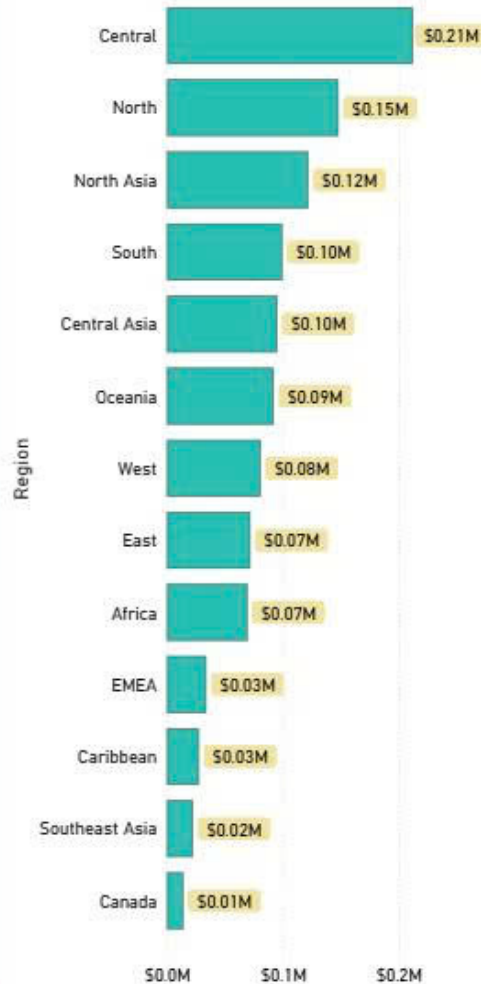
Sale by Year



Total Profit and Revenue by Year



Profit by Region & Market



Summary by Country & City, Region

Country	State	City	Region	Total Sales	Total Profit	Total orders	Total quantity
Nigeria	Abia	Aba	Africa	\$692.415	(\$936.9450000000001)	9	24
Italy	Abruzzi	Chieti	South	\$190.8	\$13.2	1	8
Italy	Abruzzi	Pescara	South	\$5,490.03	\$736.14	6	23
Italy	Abruzzi	Teramo	South	\$57.6	\$13.23	1	3
Nigeria	Abuja Capital Territory	Abuja	Africa	\$38.016	(\$67.614)	2	3
Indonesia	Aceh	Banda Aceh	Southeast Asia	\$272.9835	(\$53.7765)	3	13
Brazil	Acre	Cruzeiro do Sul	South	\$75.86	\$26.84	2	5
Brazil	Acre	Rio Branco	South	\$562.76	\$156.42	2	5
Oatar	Ad Dawhah	Doha	EMEA	\$3,364.23	\$1,089.45	6	22

CUSTOMER & PRODUCT ANALYST

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PROFIT & RETURN

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Order Date

1/1/2011 12/31/2014

8815

Total product

795

Total customer

95K

Total quantity

Segment

All

Ship Mode

All

Market

Africa

EMEA

US

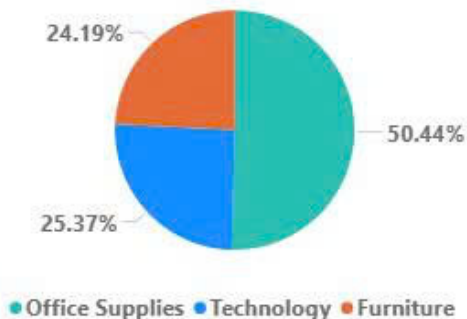
APAC

EU

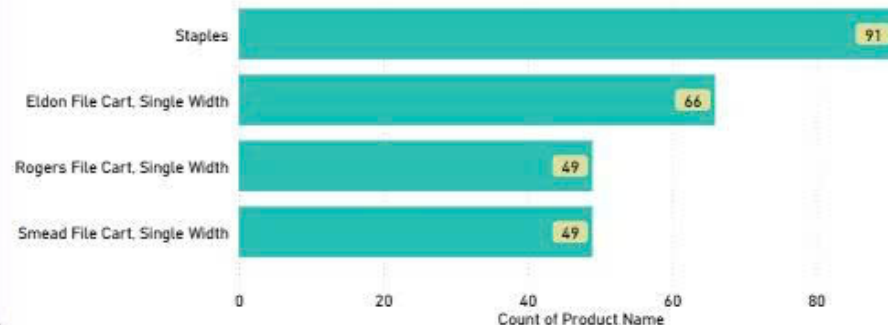
Canada

LATAM

Total orders by Category

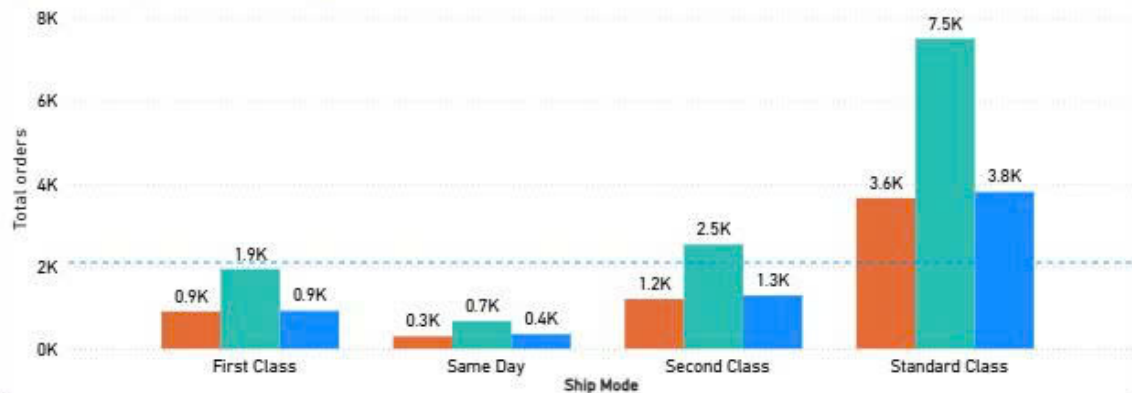


Top 3 Product by Revenue



Total orders of Category by Ship Mode

Furniture Office Supplies Technology



Total quantity by Country



PROFIT & RETURN ORDERS

OVERVIEW

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CUSTOMER & PRODUCT ANALYST

PROFIT & RETURN

INSIGHT & RECOMMENDATION

25K

Total orders

1172

Total return orders

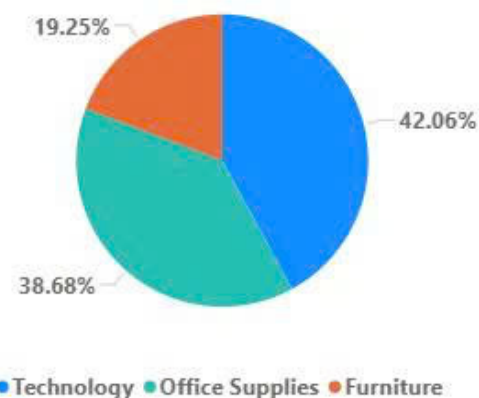
4.68%

Ratio of orders

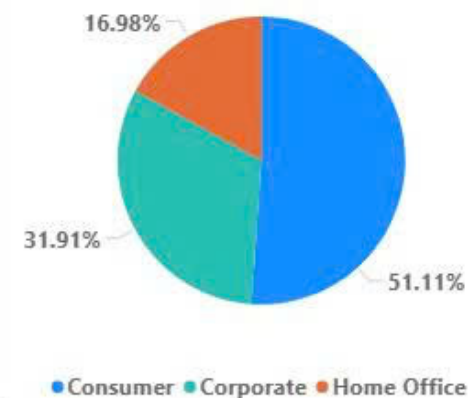
Top 3 Market have most returned orders



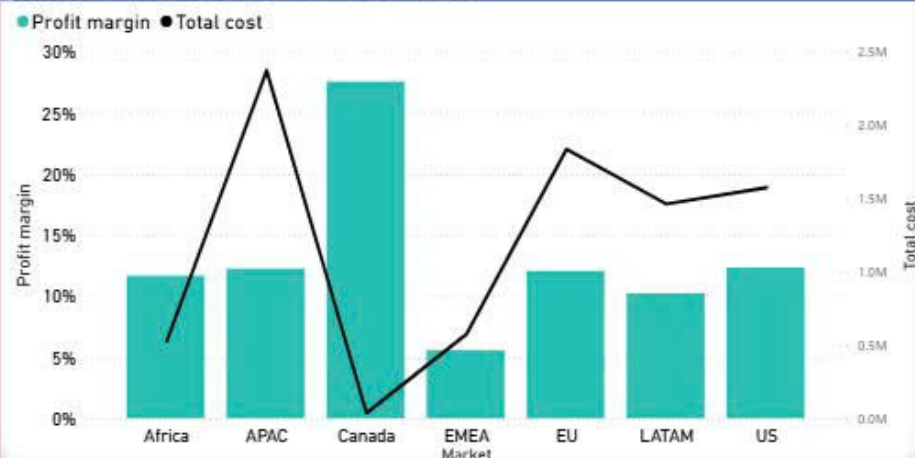
Profit margin by Category



Rate of return orders by Category



Profit margin and Total cost by Market



Summary Profit, Ratio by Country

Country	Total quantity	Total return orders	Total Profit	Profit margin	Ratio of orders
United States	20330	294	\$221,523.2726	12.34%	5.89%
China	3810	123	\$110,110.338	21.11%	13.30%
India	3170	18	\$95,545.185	21.46%	2.29%
United Kingdom	3171	46	\$85,412.643	21.90%	5.95%
Australia	5862	52	\$79,562.991	11.23%	3.66%
Mexico	5432	175	\$78,359.2133	16.55%	13.18%
Germany	3720	49	\$70,579.3125	16.35%	5.41%
France	5170	82	\$70,014.1905	11.59%	6.73%
Spain	1758	29	\$36,180.651	18.76%	6.76%
Total	95407	1172	\$1,089,913.7705	11.50%	4.68%