

Sales Report Analysis

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About Dataset

About Dataset



Data content

Information of Orders with 2 tables

Period: Jan 01, 2010 - Jul 28, 2017



Table: Orders

Order ID, Order Priority, Order Date, Ship Date, Item Type, Units Sold, Price, Cost, Sales Channel, Country



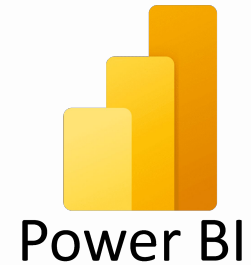
Table: Regions

Region, Countries

02

Processing

Tools



Processing Steps



Steps

Type of data

Change data type of column Ship Date

Add columns

Total Due, Total Cost, Gross Profit, Lead Time (day)

Format table

Split to rows column Countries in Regions table

Create a table

Create table Dim Date

03

Analysis

3.1 Overview

~ 50 m

Units Sold compare to Total Cost 9.38 billion

~ 13.33 bn

Compare to Max Revenue 6.68 million

~ 3.95 bn

Compare to Max Gross Profit 1.74 million

Revenue Growth Rate

95.27 %

And 29.63 % **Gross Profit Margin**

Profit Growth Rate

94.73 %

And 29.63 % **Gross Profit Margin**



1.33 m

Average Order Value with **10k** Orders



Average Delivery Time

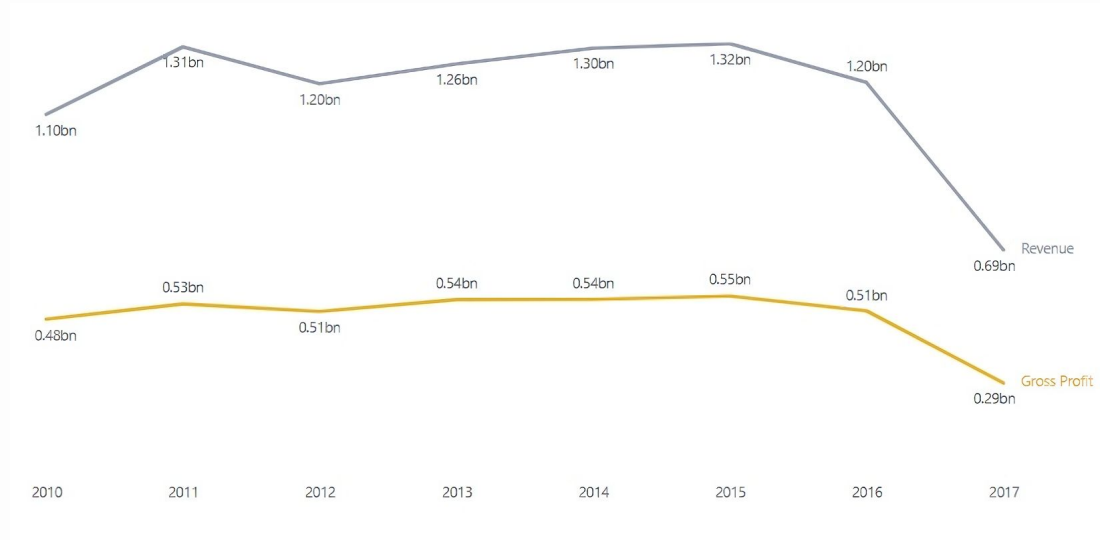
25.06 days

Compare **Max Delivery Time** is **50** days

3.2 Detail

Time

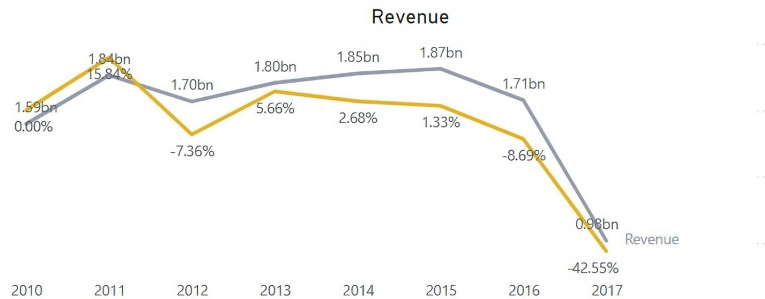
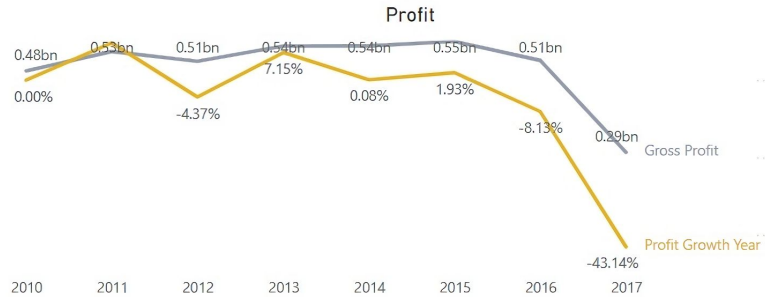
Gross Profit and Revenue from 2010 to 2017



Revenue tends to **increase** from 2010 to 2015 and tends to **decrease** from 2016

Time

Gross Profit and Revenue from 2010 to 2017

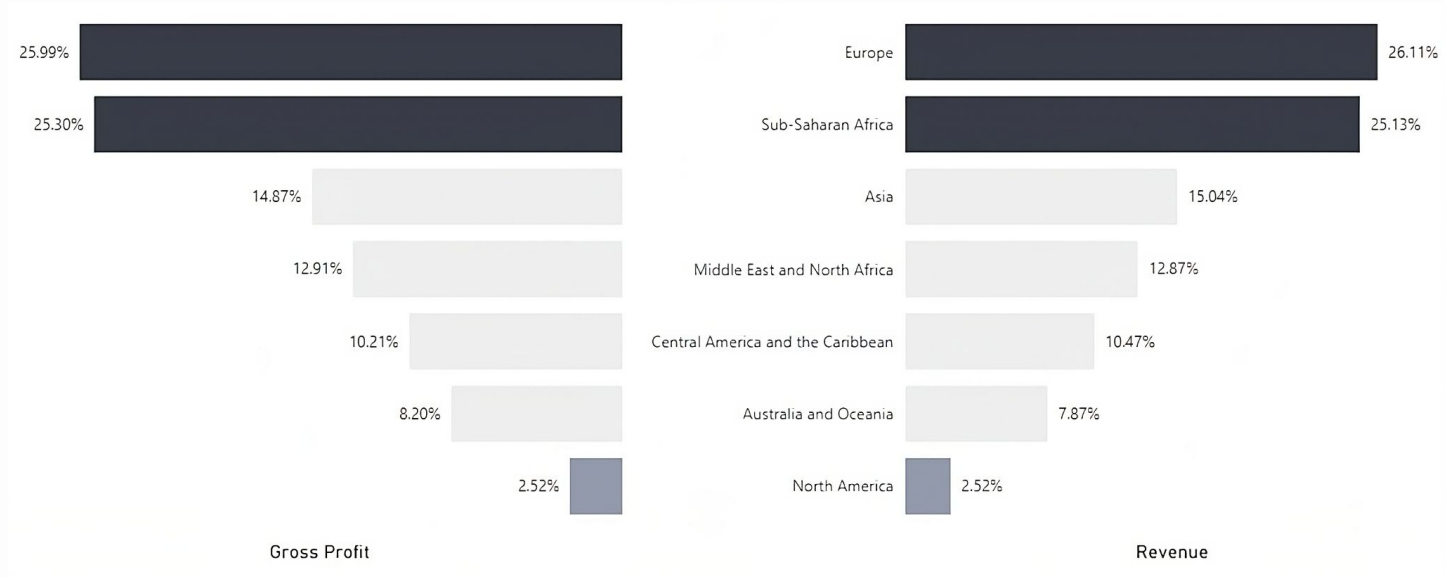


Profit Growth Rate and Revenue Growth Rate are **uneven** of each year and tends to **decrease** from 2014

Negative Profit Growth Rate and Revenue Growth Rate in **2012, 2016 and 2017**

Region

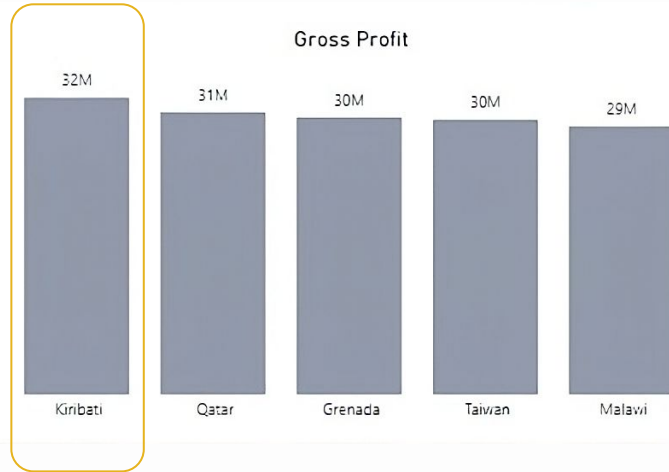
Gross Profit and Revenue from



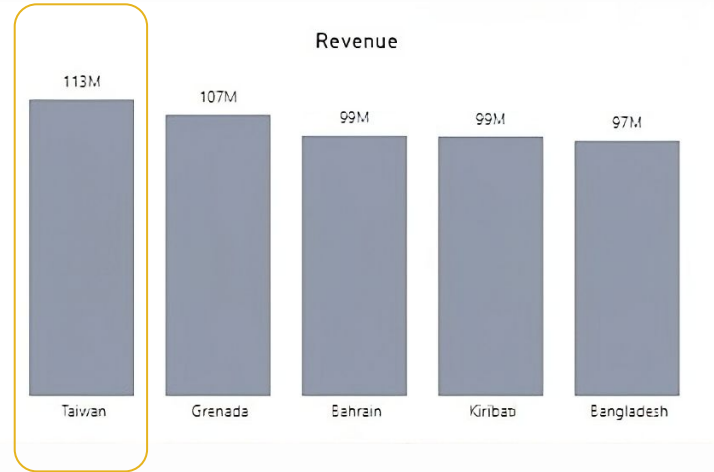
Europe and Sub-Saharan Africa are the **highest** proportion
North America is the **lowest** proportion

Region

Not much difference in Gross Profit and Revenue between TOP 5 Countries



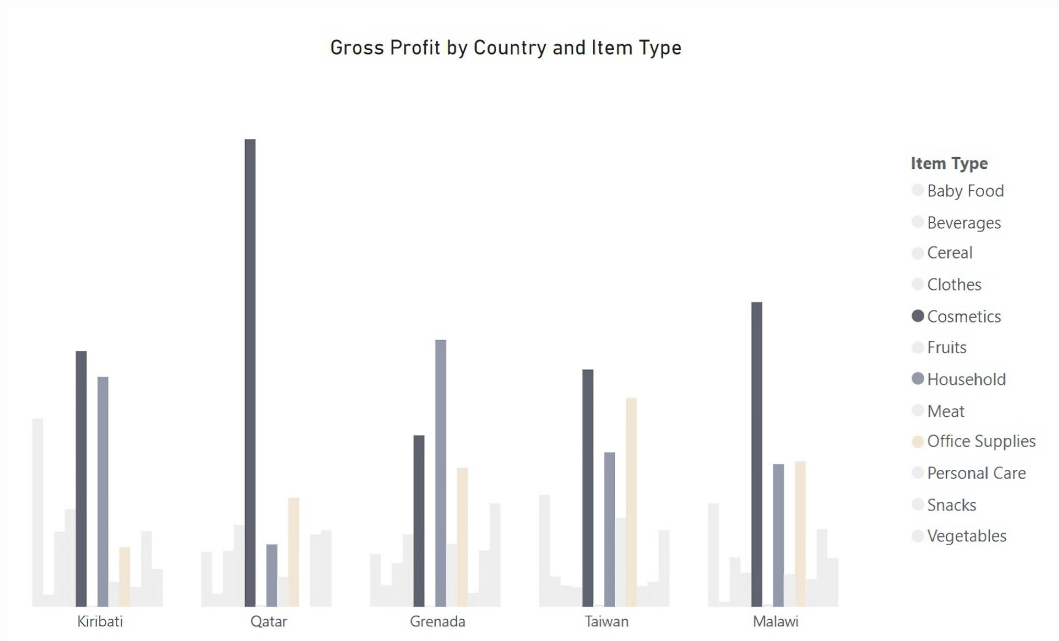
Kiribati has the highest Gross Profit



Taiwan has the highest Revenue

Region

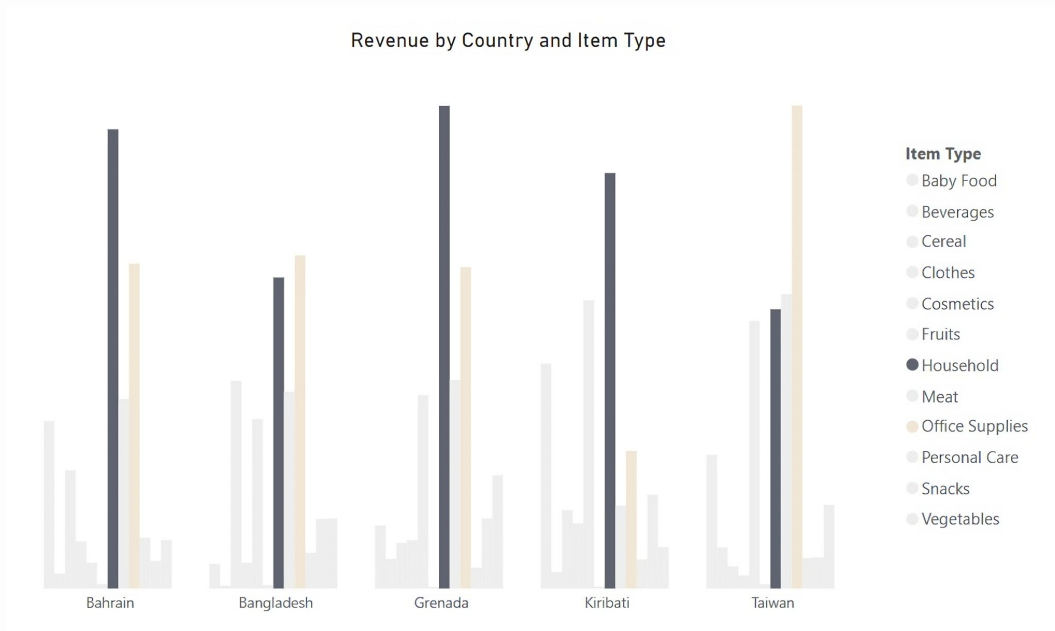
TOP 5 Countries with the highest Gross Profit



**Cosmetics, Household
and Office Supplies**
have the **highest**
Gross Profit

Region

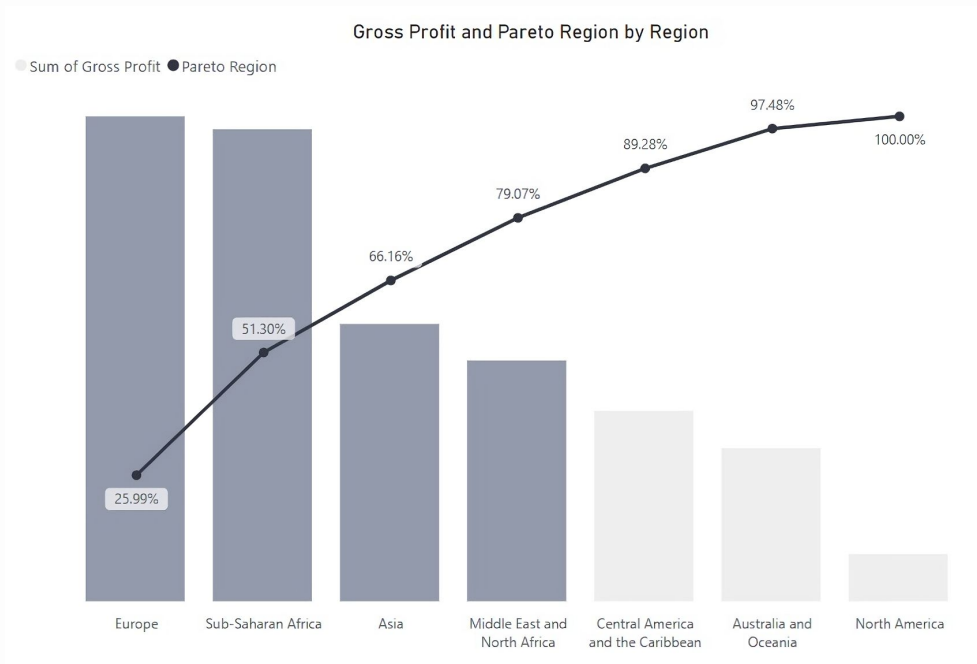
TOP 5 Countries with the highest Revenue



Household
and **Office Supplies**
have the **highest**
Revenue

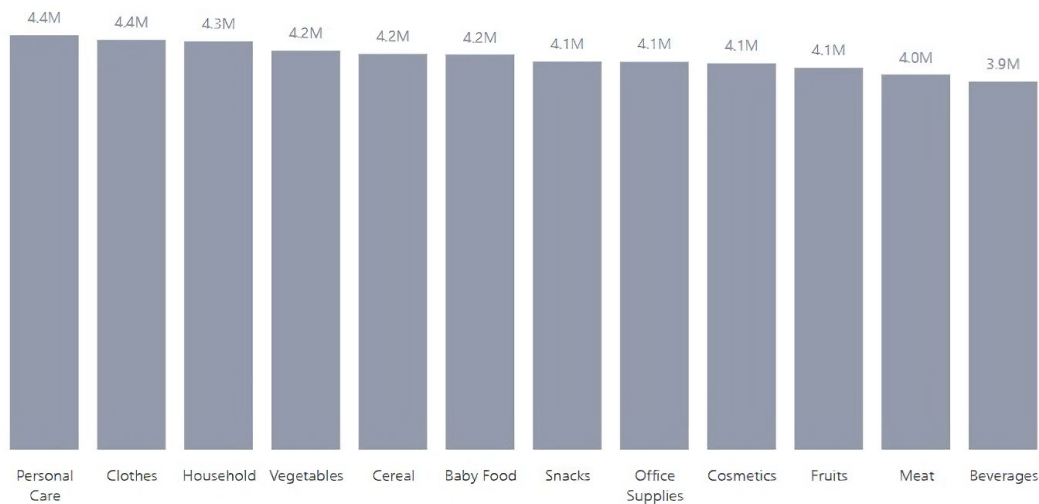
Region

Pareto Gross Profit (80/20)



More than **80% Profits**
are contributed by
**Europe, Sub-Saharan
Africa, Asia and Middle
East and North Africa**

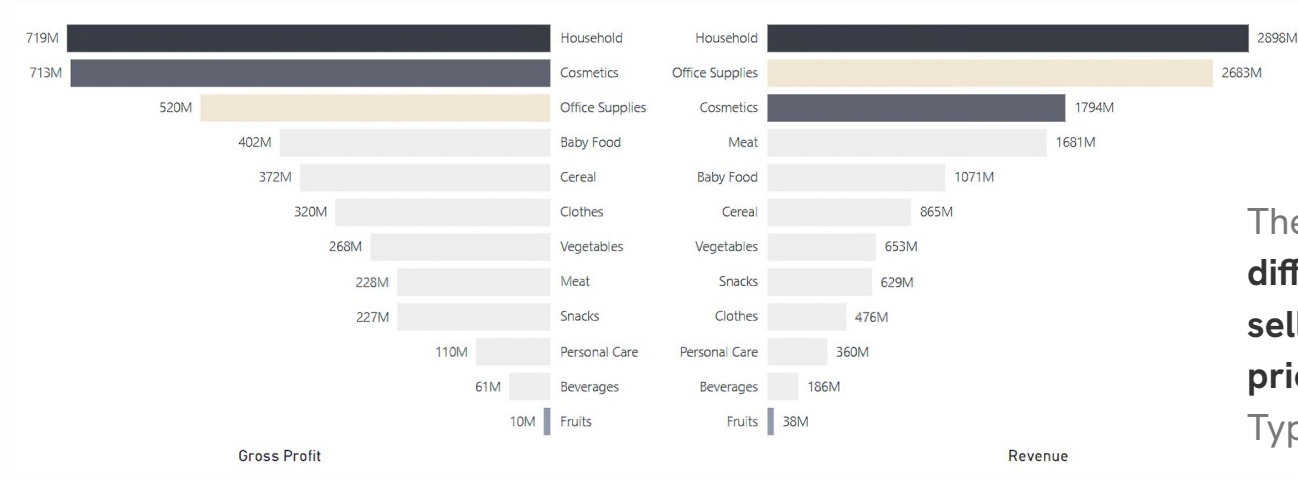
Item Type



Not much difference in Units Sold between Item Type

Item Type

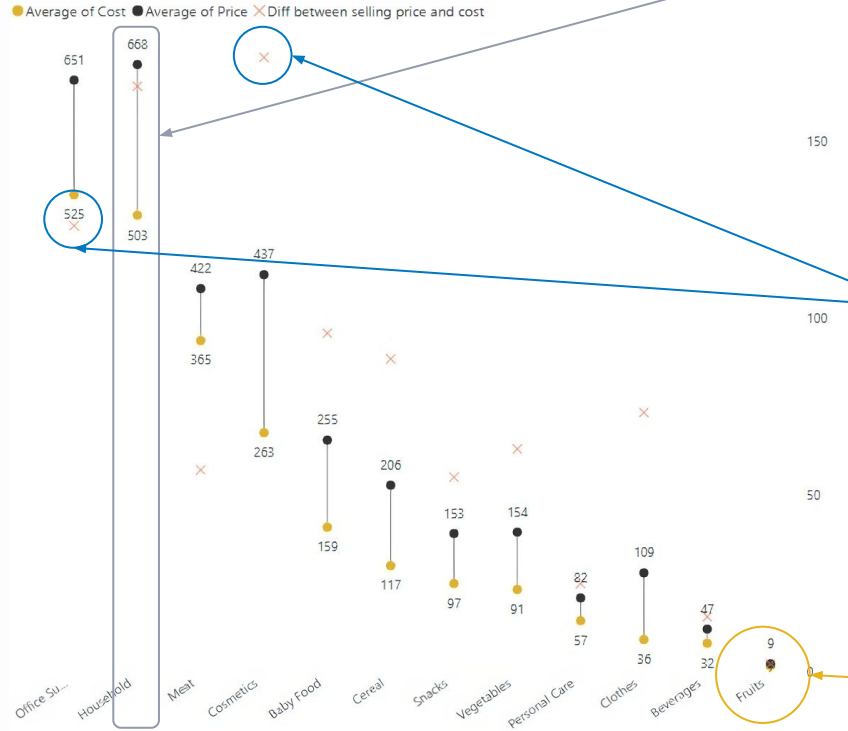
Gross Profit and Revenue of **Household** is the **highest** Item Type



The reason is a **difference** between the **selling price** and **cost price** of each Item Type

Cosmetics has Gross Profit is **higher** than Office Supplies
But
Office Supplies has Revenue is **higher** than Cosmetics

Item Type



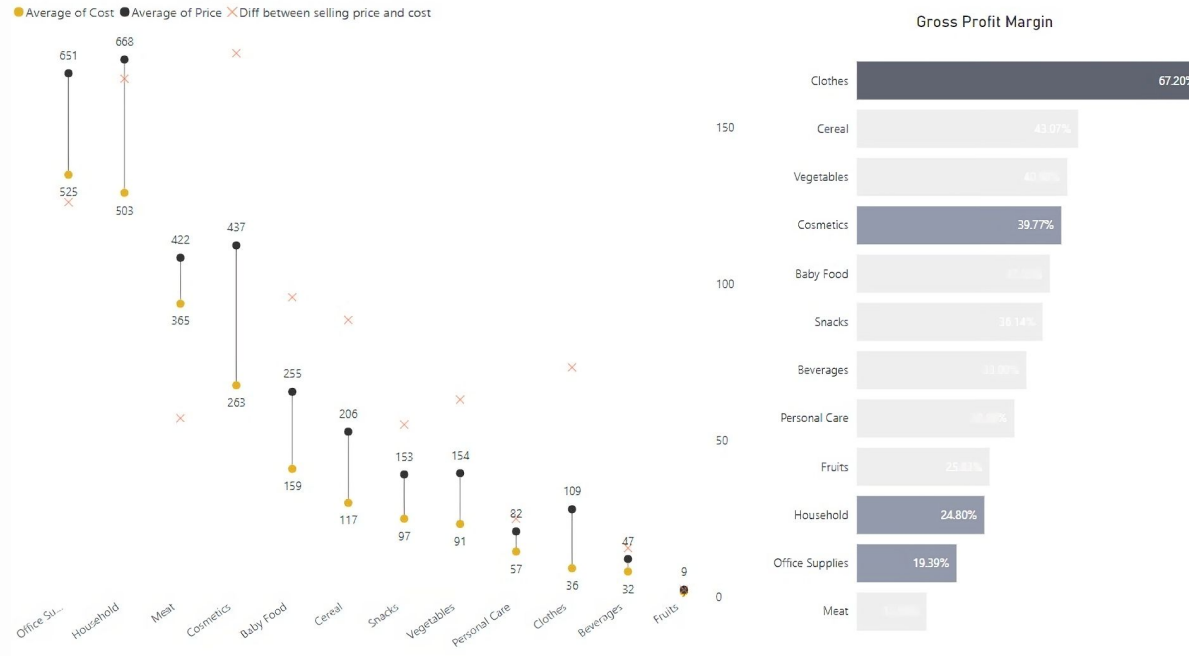
Household has a difference between selling price and cost price **high (TOP 2)**

A difference between selling price and cost price of **Cosmetics** is **higher** than **Office Supplies**.

So that the reason why Profit of Cosmetics is higher than Office Supplies

Fruit has a difference between selling price and cost price an **extremely low (~ 3 unit)**

Item Type



The reason is **both** selling price and cost price of **Clothes** is **lower** than **Household, Office Supplies and Cosmetics**

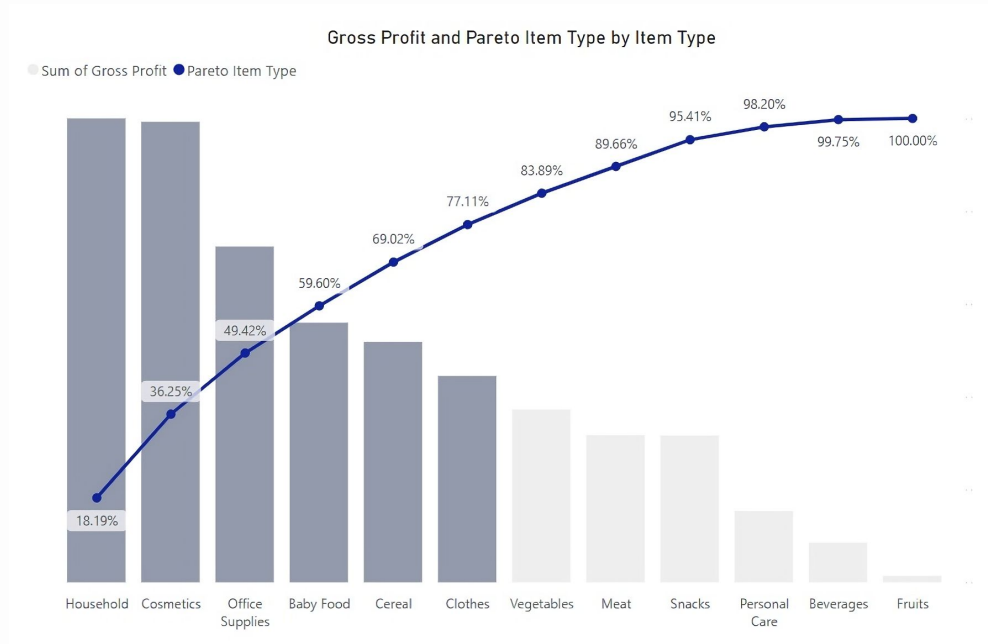
Clothes has **Gross Profit Margin** is the **highest**

Cosmetics has a difference between selling price and cost price is the **highest** but **Gross Profit Margin** is **TOP 4**

Household and Office Supplies have **Gross Profit Margin** are **low (Bottom 3)**

Item Type

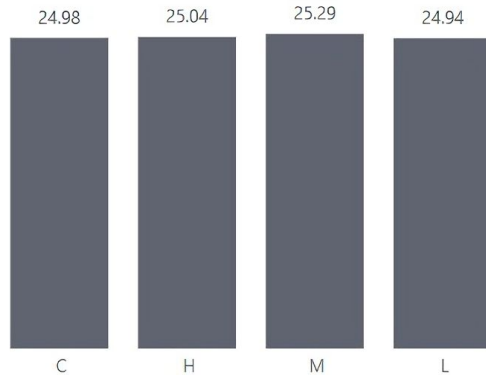
Pareto Gross Profit (80/20)



More than **80% Profits**
are contributed by
Household, Cosmetics,
Office Supplies, Baby
Food, Cereal, Clothes

Delivery Time and Order Priority

Average of Delivery Time (day) by Order Priority

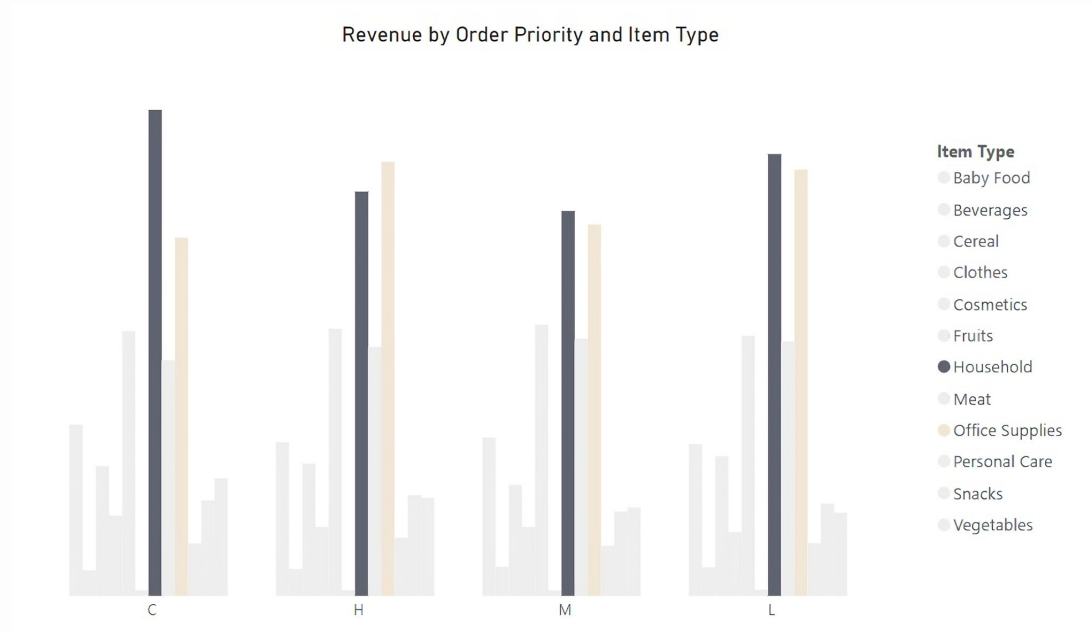


Average of Delivery Time (day) by Regions



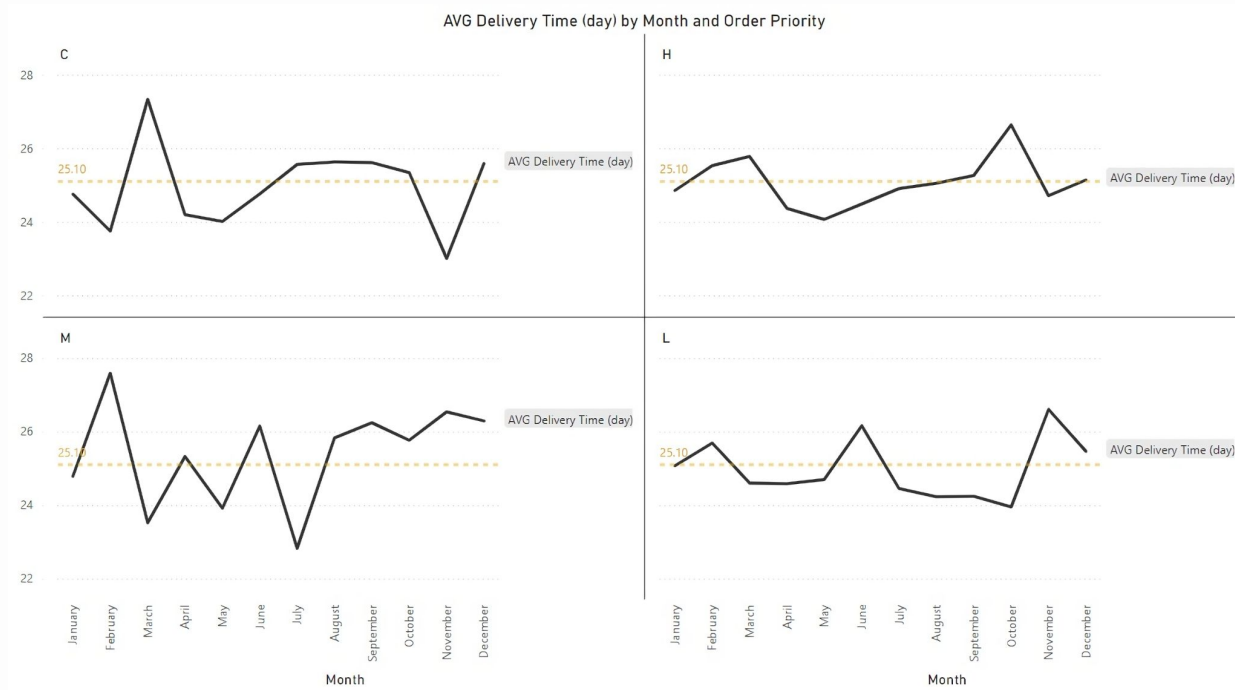
Not much different Delivery Time of each Order Priority and each Region

Delivery Time and Order Priority



Household and Office Supplies are the **highest Revenue** of each Priority

Delivery Time and Order Priority

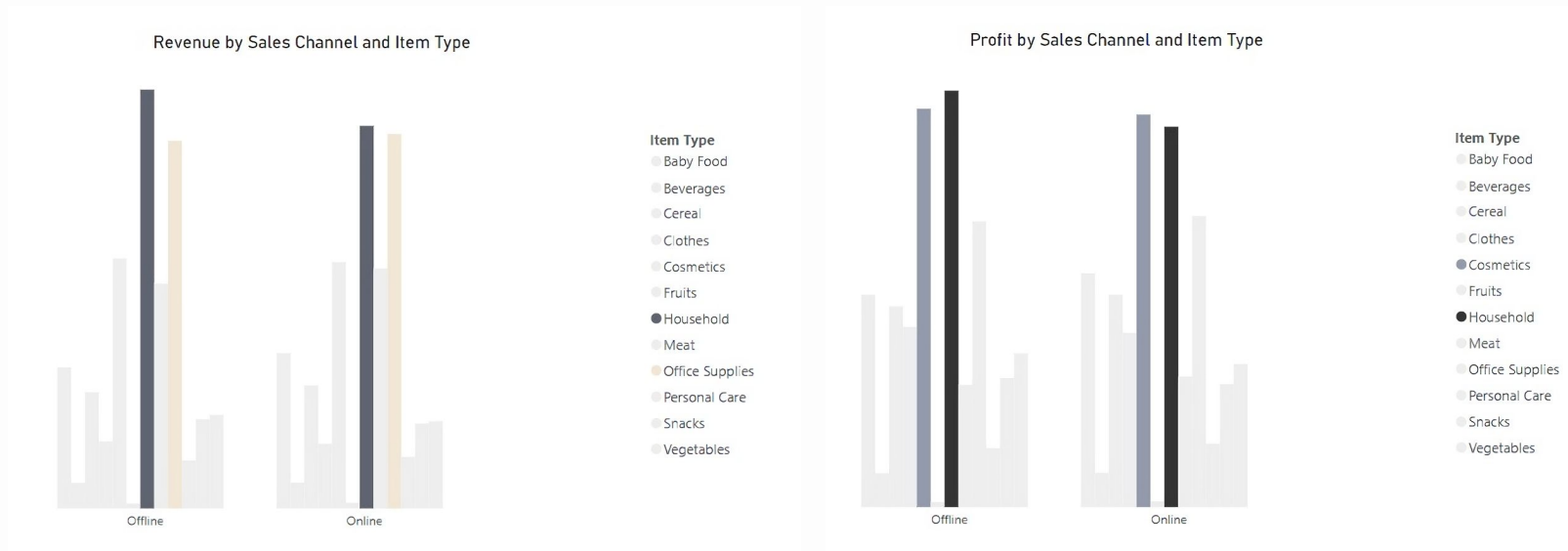


Average delivery time is **unstable**

The average delivery time for **C** and **H** priority orders has **higher** than **M** and **L** priority orders

Sales Channel

Not different between Revenue and Profit by Sales Channel



- **Household and Office Supplies** has the **highest Revenue** by Sales Channel
- **Household and Cosmetics** has the **highest Profit** by Sales Channel

04

Summary

Summary

- **Business situation** tends to **decrease** from 2016
- **Growth rate** is **uneven** and **low**
- Europe and Sub-Saharan Africa are the highest proportion
- **Household, Cosmetics and Office Supplies** are **high Revenue and Profit**
- More than **80% Profits** are contributed by **Europe, Sub-Saharan Africa, Asia and Middle East and North Africa**
- **Cosmetics has Gross Profit** is **higher** than **Office Supplies**
- **Cosmetics has Revenue** is **lower** than **Office Supplies**
- The **difference** between the **selling price and cost price** of each Item Type cause of the **difference** in **revenue** and **profit rankings**
- **Delivery time by Order Priority** is **not suitable**

04

Propose

Propose

- **Optimize** the **cost** of **Household and Office Supplies** to increase Gross Profit Margin
- Consider **increasing** the **selling price** of **Clothes** to increase Revenue and Profit
- **Focus** on **business** development in **Europe, Sub-Saharan Africa, Asia and Middle East and North Africa**
- **Focus** on **products** development for **Household, Cosmetics, Office Supplies, Baby Food, Cereal, Clothes**
- **Adjusting** the **ordering process** helps optimize delivery time to suit each order priority

Thank you for watching