

7/1/2001



7/31/2004



Sales Overview

Revenue Analysis

Demographic Analysis

Customer analysis

Total orders

31465

Revenue

\$141M

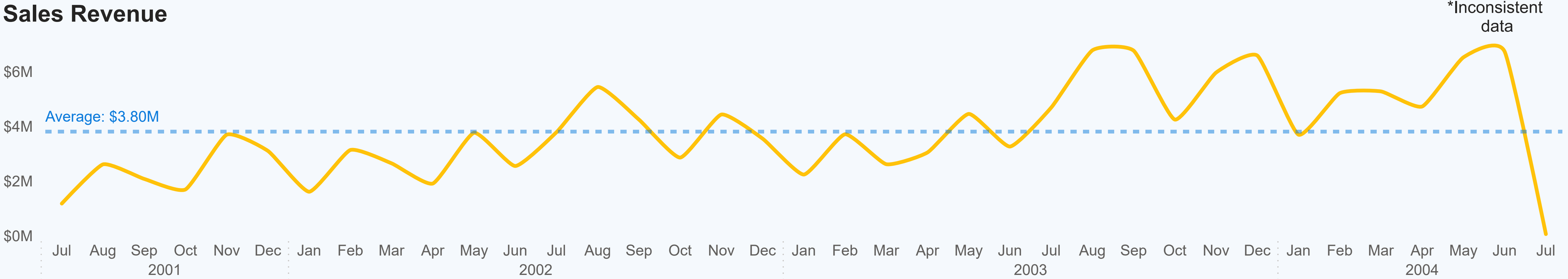
Average shipping time

7 Days

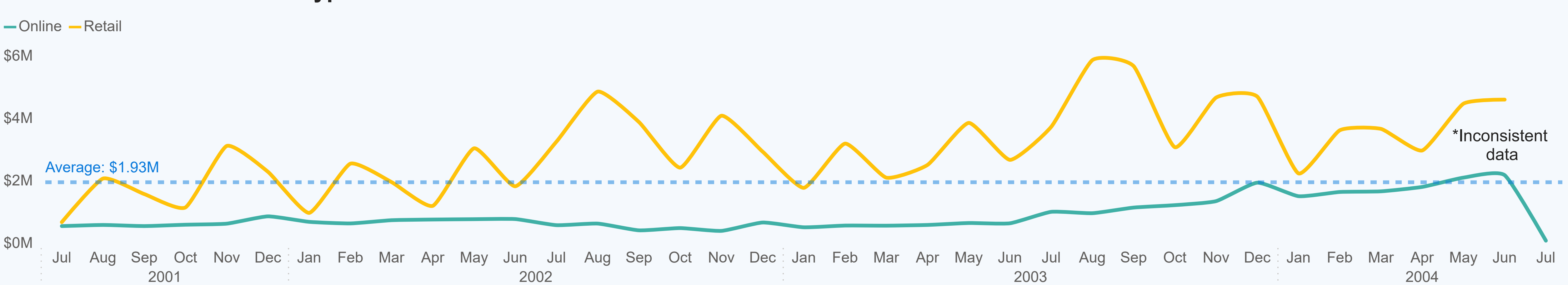
Average order value

\$4.5K

Sales Revenue



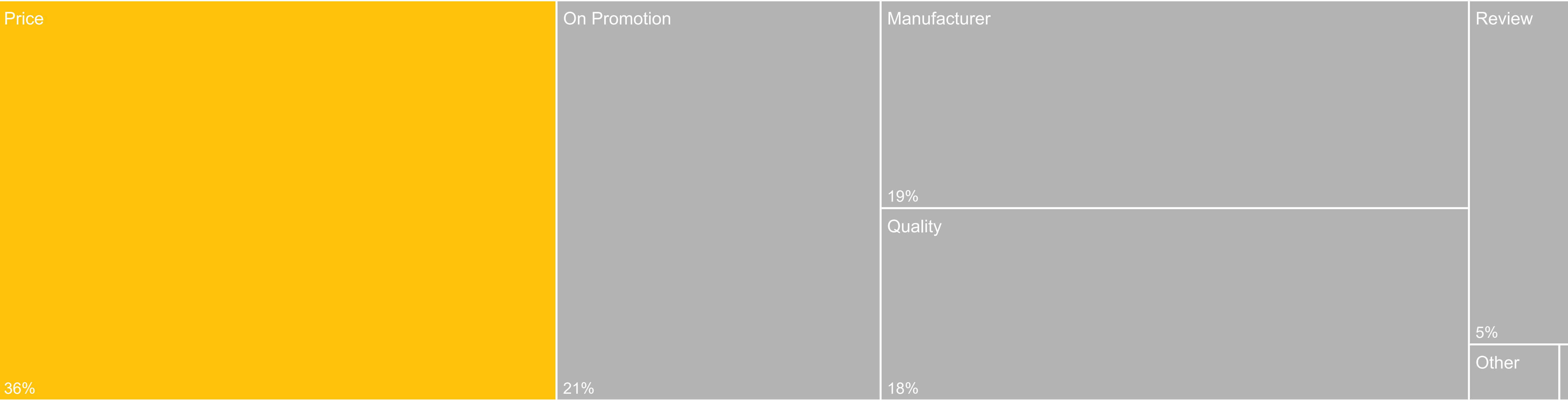
Sales Revenue Over Sales Type





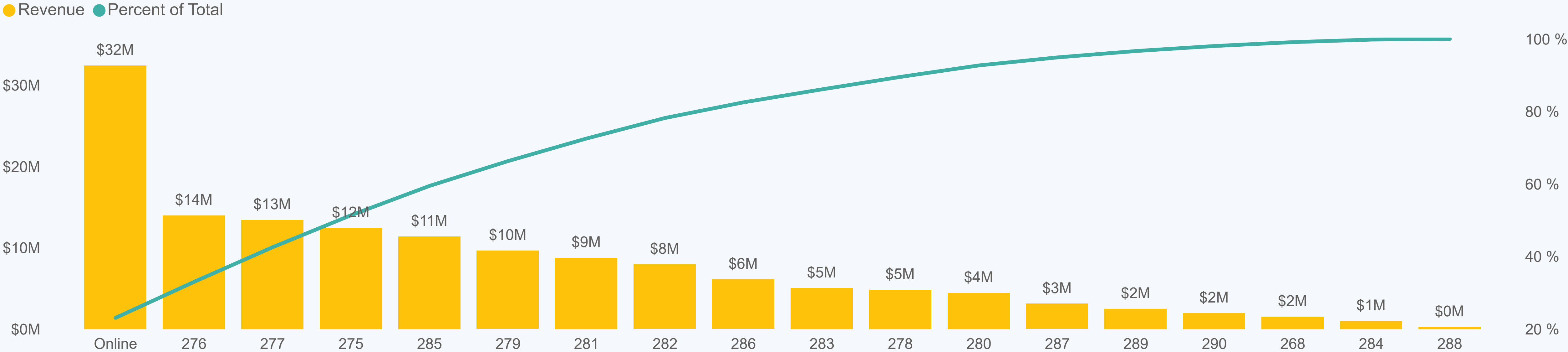
# Sales Reasons Driving Revenue Growth

Includes only orders with an assigned sales reason



## Top Revenue Contributors: Salespersons & Online Orders

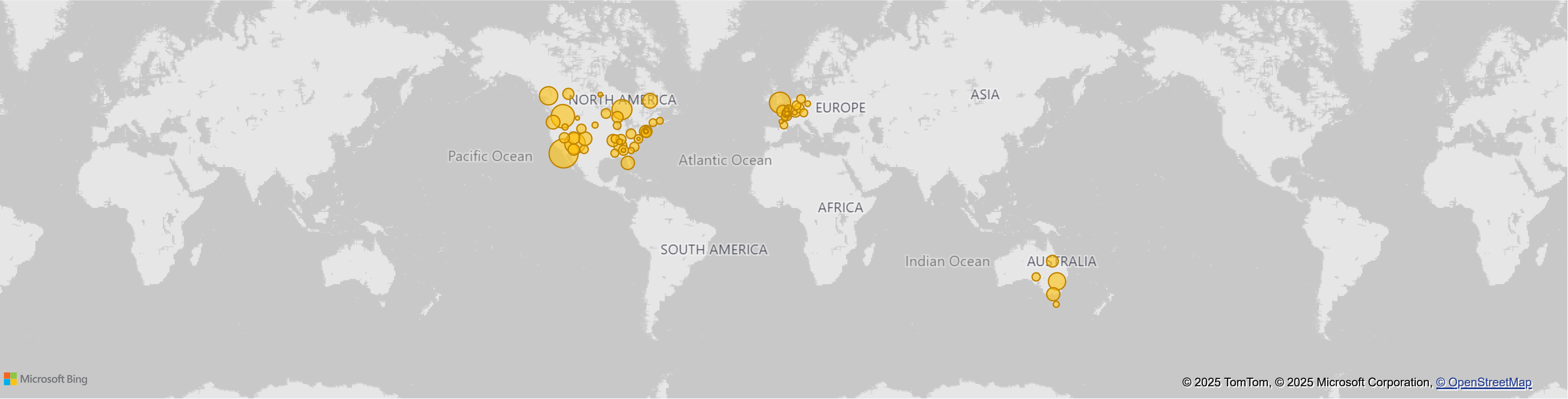
Pareto analysis of sales revenue: Sales team vs. online channel





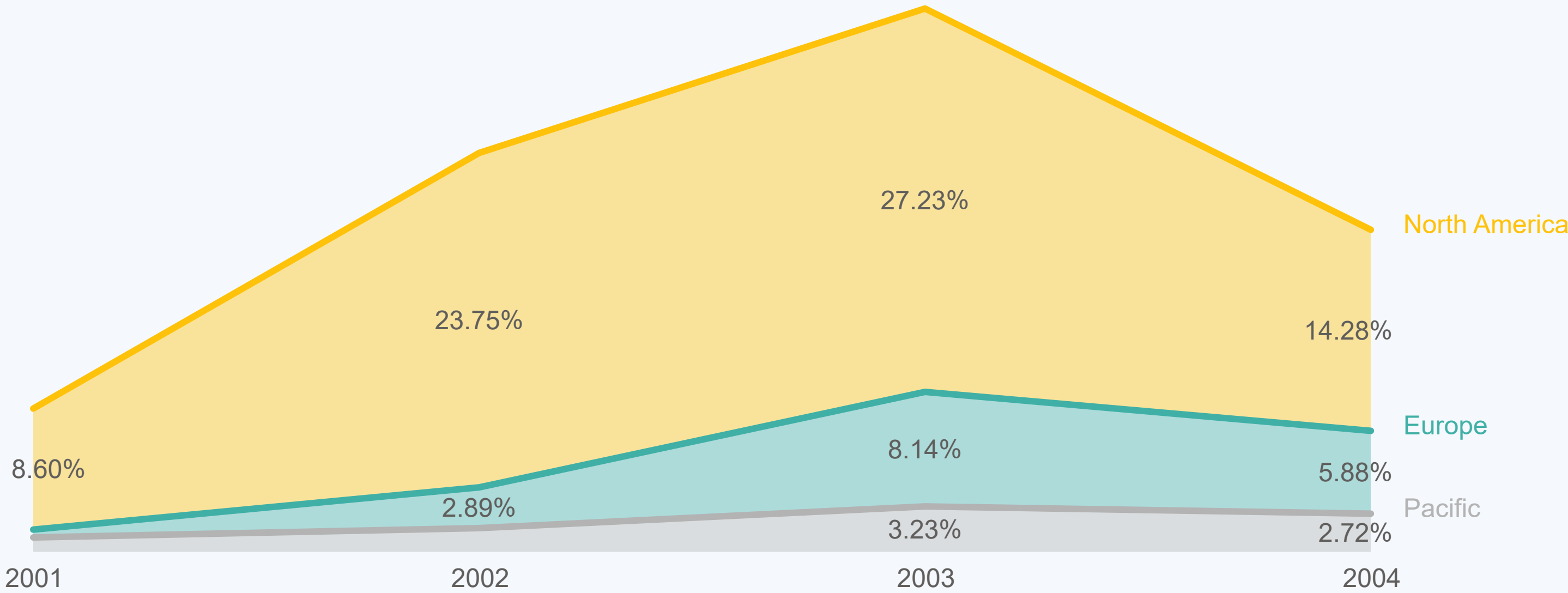
# Revenue Hotspots: Geographic Breakdown

Bubble size represents revenue by region



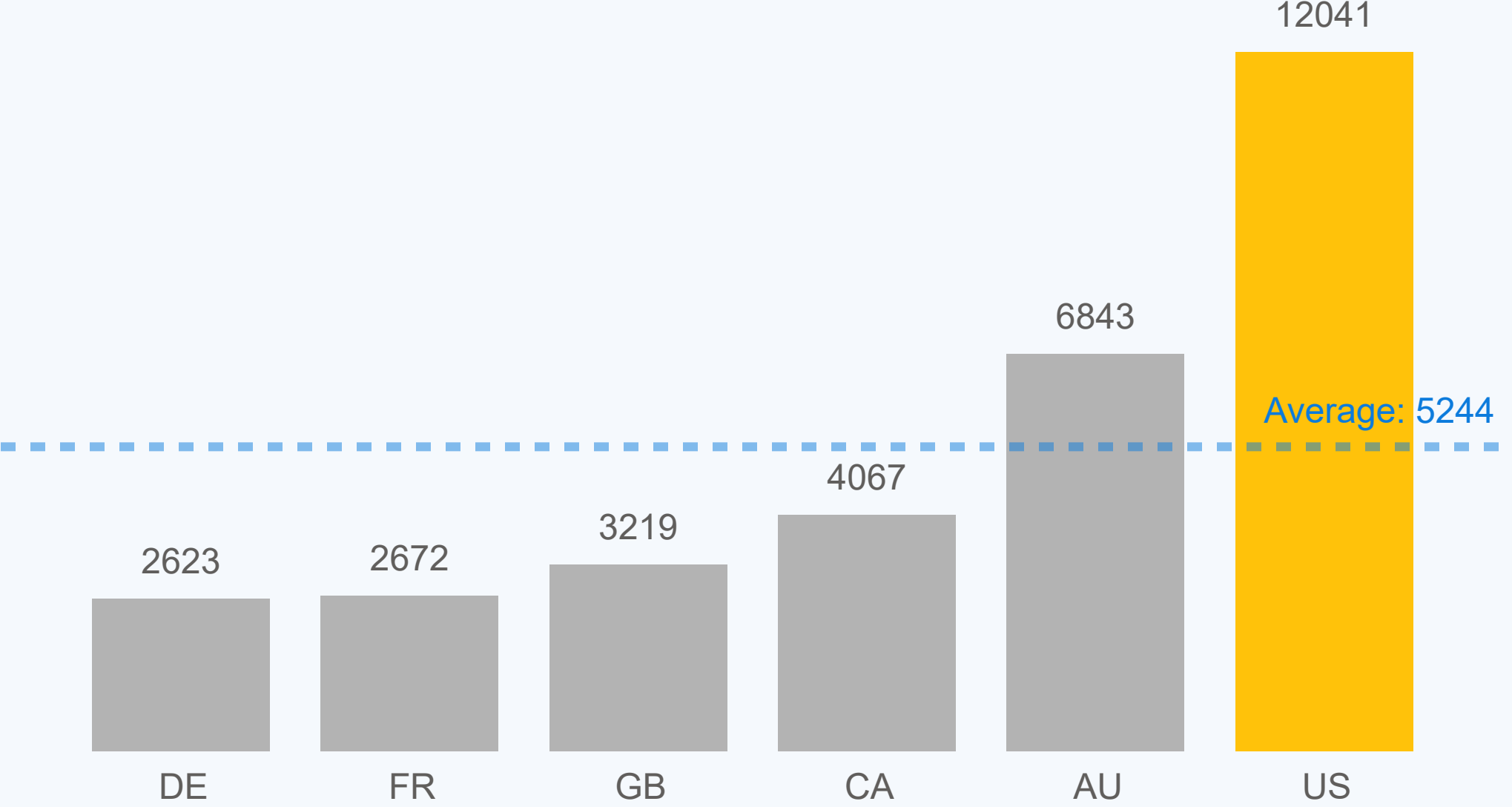
## Yearly Revenue Share by Territory

Revenue breakdown by region, shown as a percentage of total annual revenue



## Order Volume by Country Code

Order count by country, based on recorded sales data





Unique customers

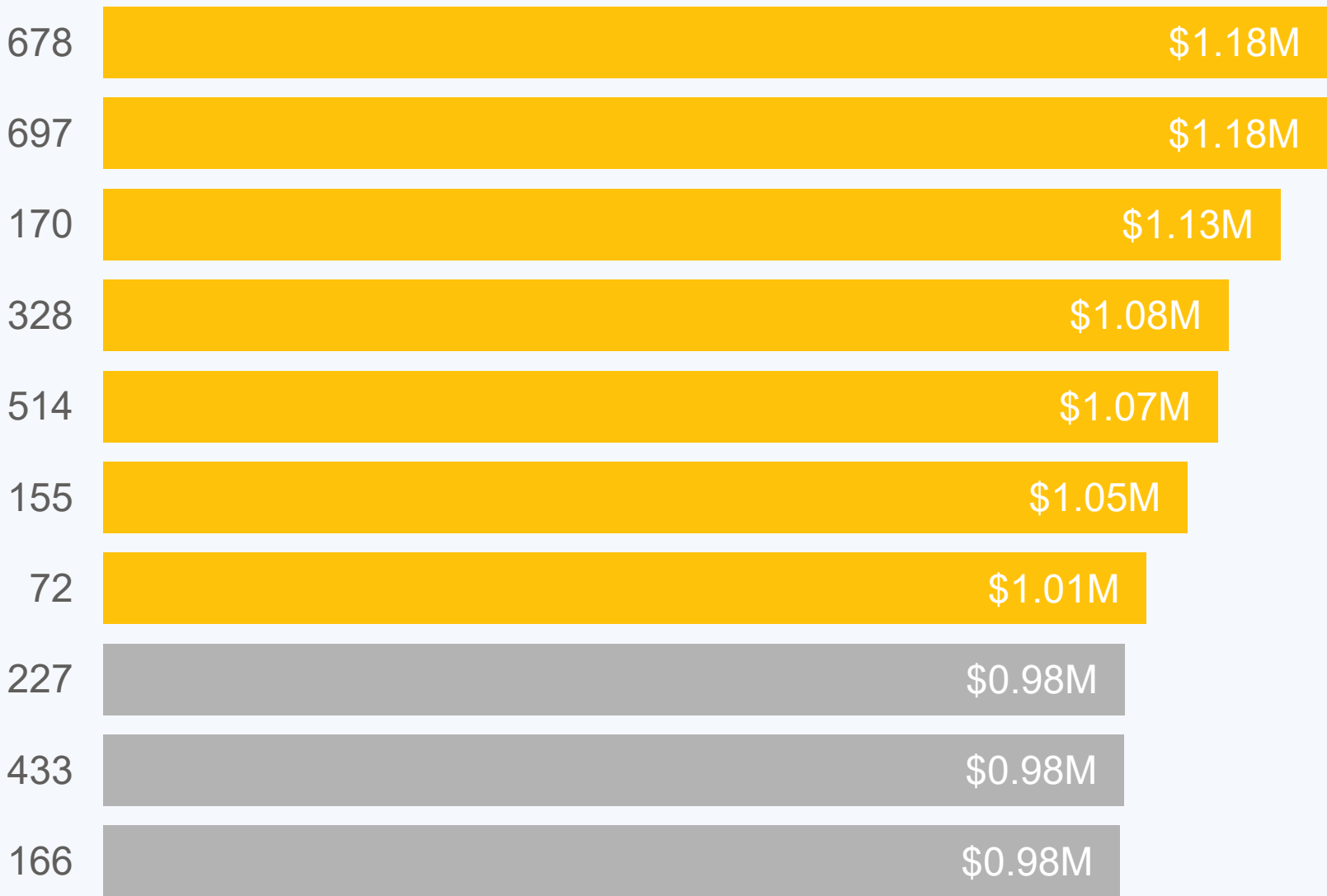
19119

Average revenue per customer

\$7.4K

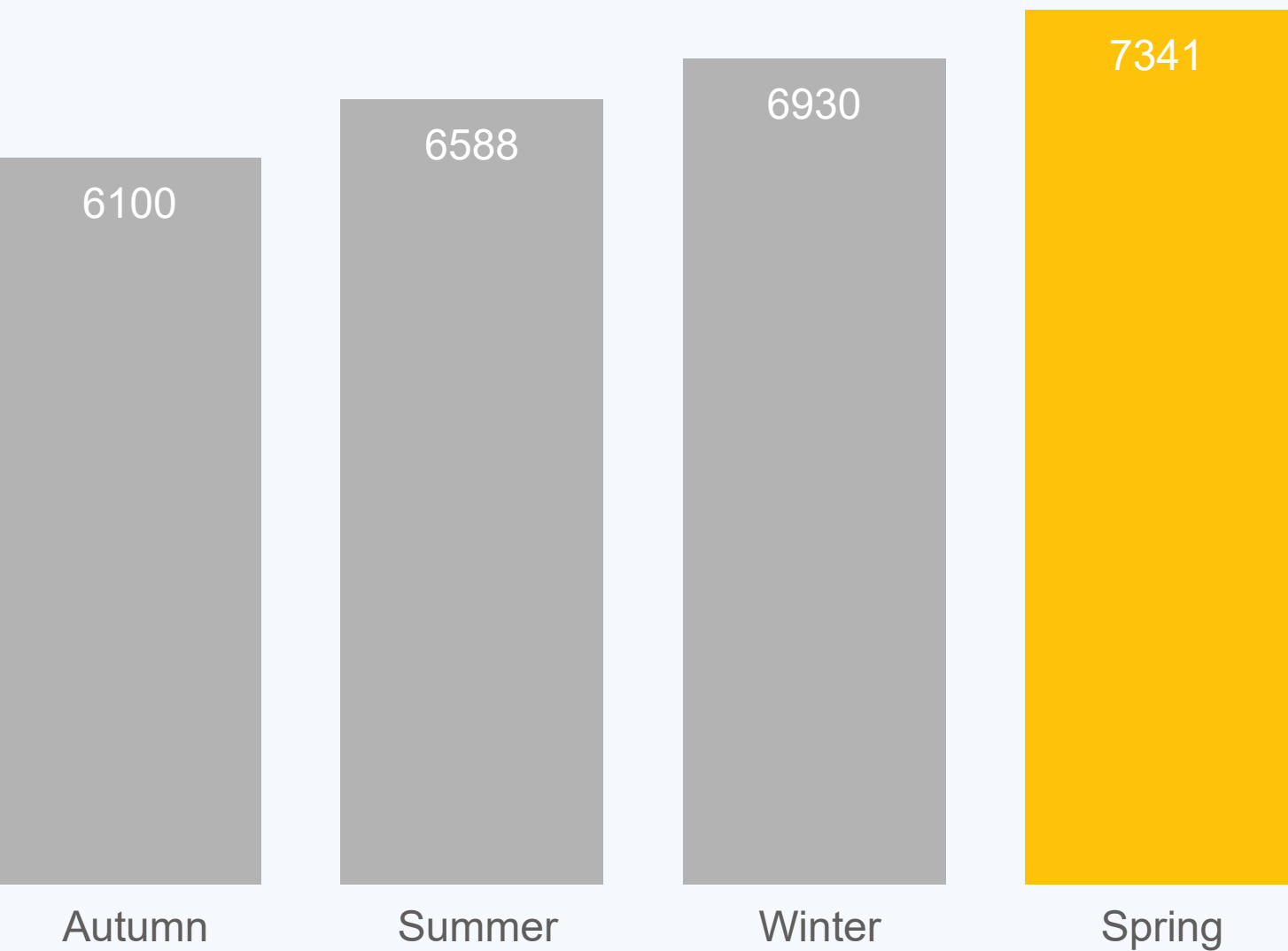
### Top 10 Customers by Total Revenue

Based on total revenue generated per customer ID



### Seasonal Distribution of Distinct Customers

Total count of unique customers per season



### Customer Type Performance: Quarterly Revenue Trends

Quarterly revenue split between individual customers and retail

● Individual ● Store

