

Retail Analysis

Overall Analysis	Market Analysis	APAC Analysis	Shipping Analysis	Customer Analysis
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HIGHLIGHTS

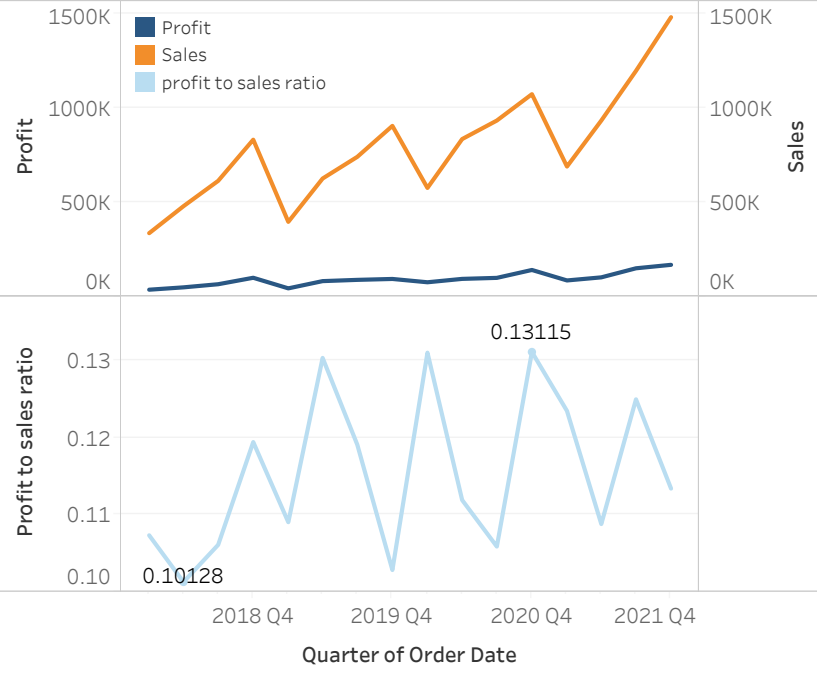
Total quantity sold  
**178,312**

Total shipping cost  
**1,352,816**

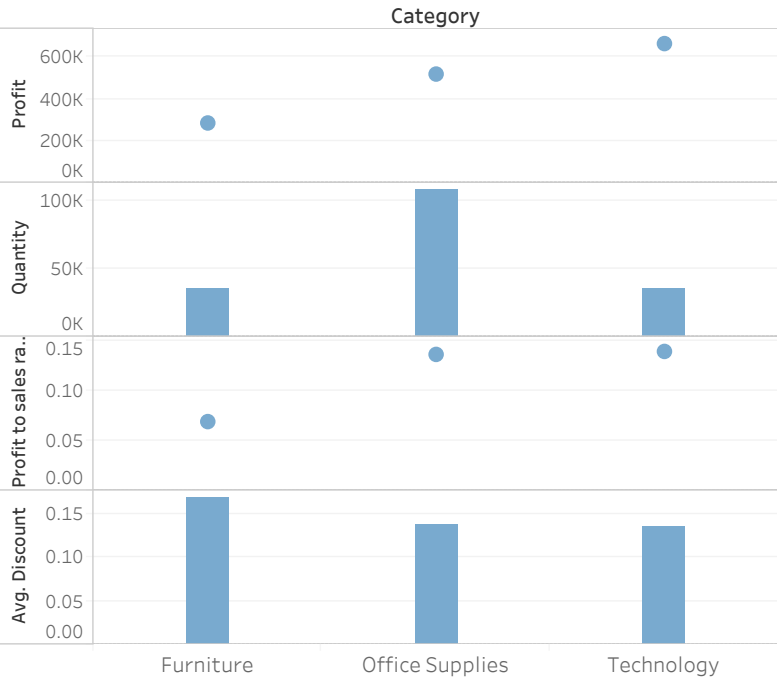
Market with the largest sales  
**APAC- 3,585,744**

Most profitable country  
**United states**

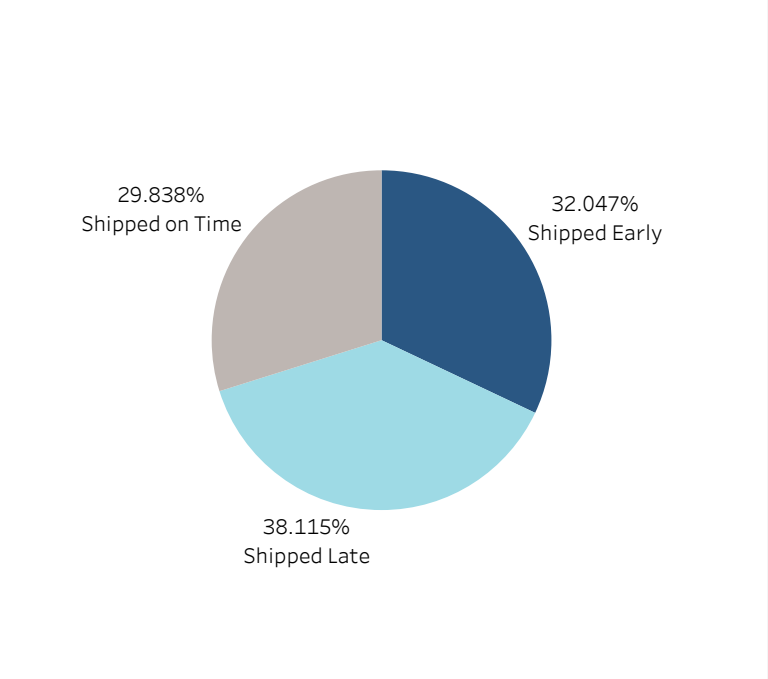
Overall profit and sales



Category analysis



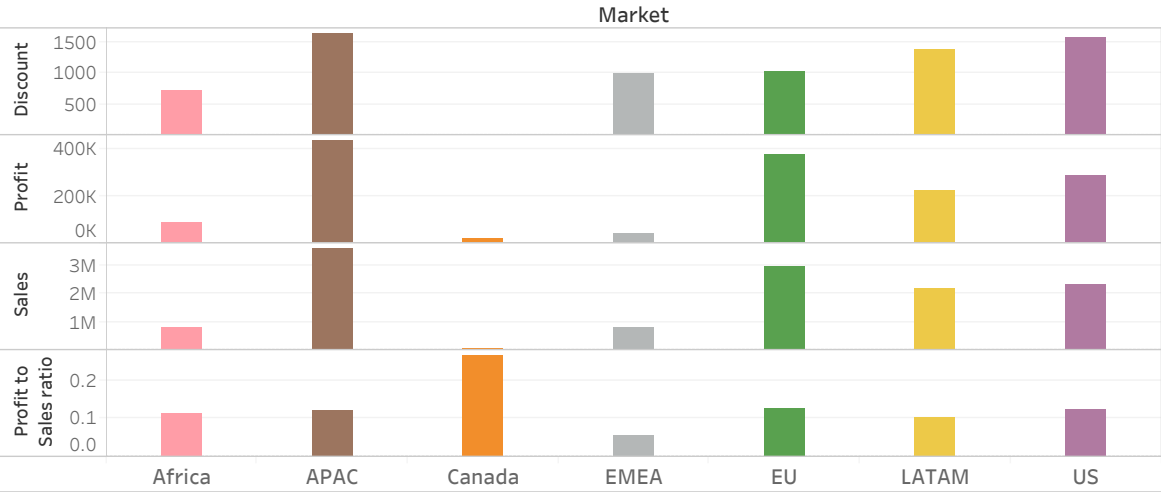
Shipping Status



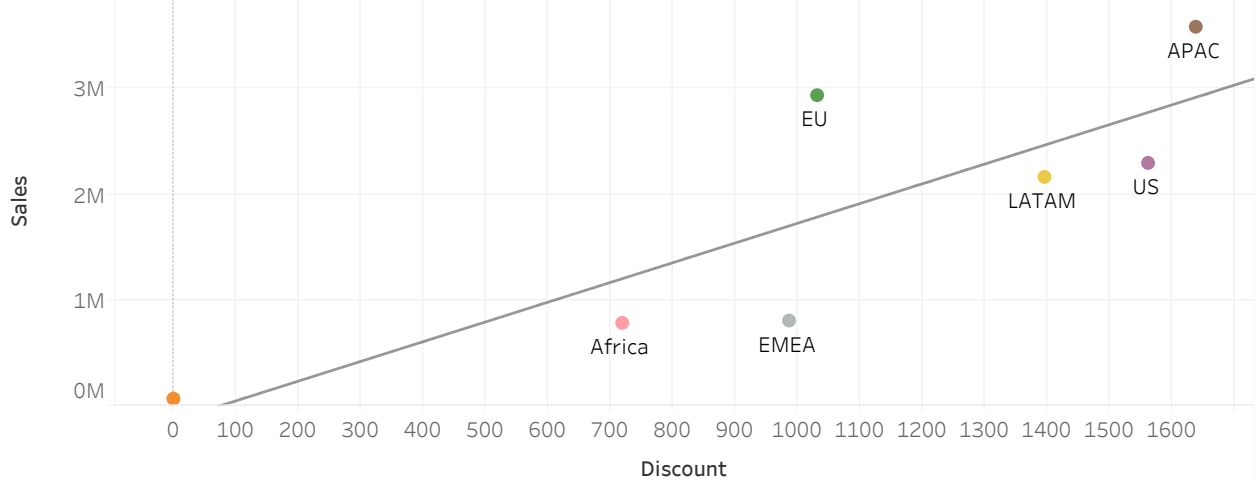
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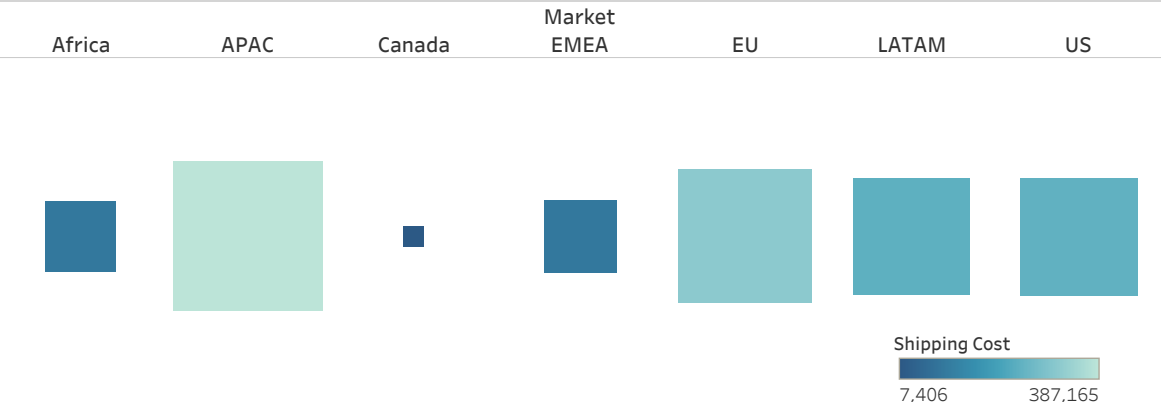
Profit,Discount and Sales comparison for each market



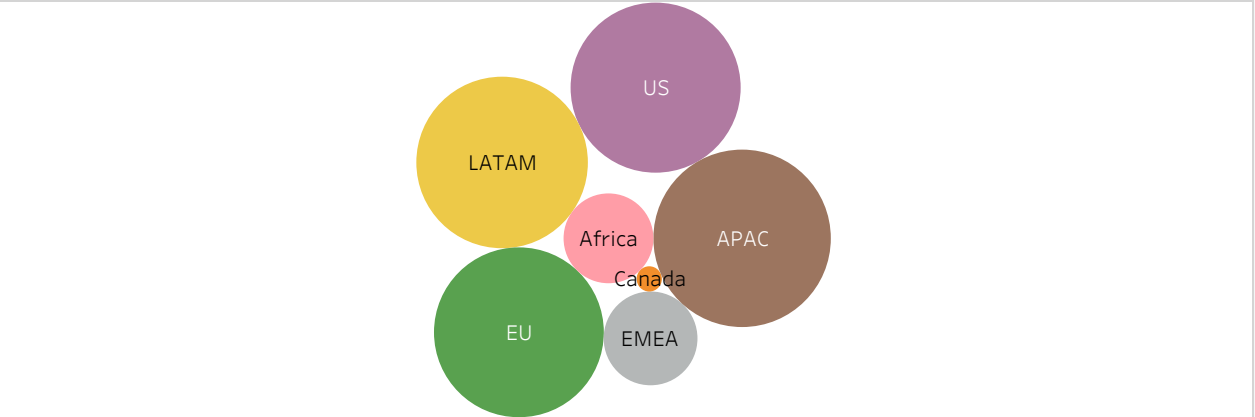
Discount vs Sales



Shipping cost in each market



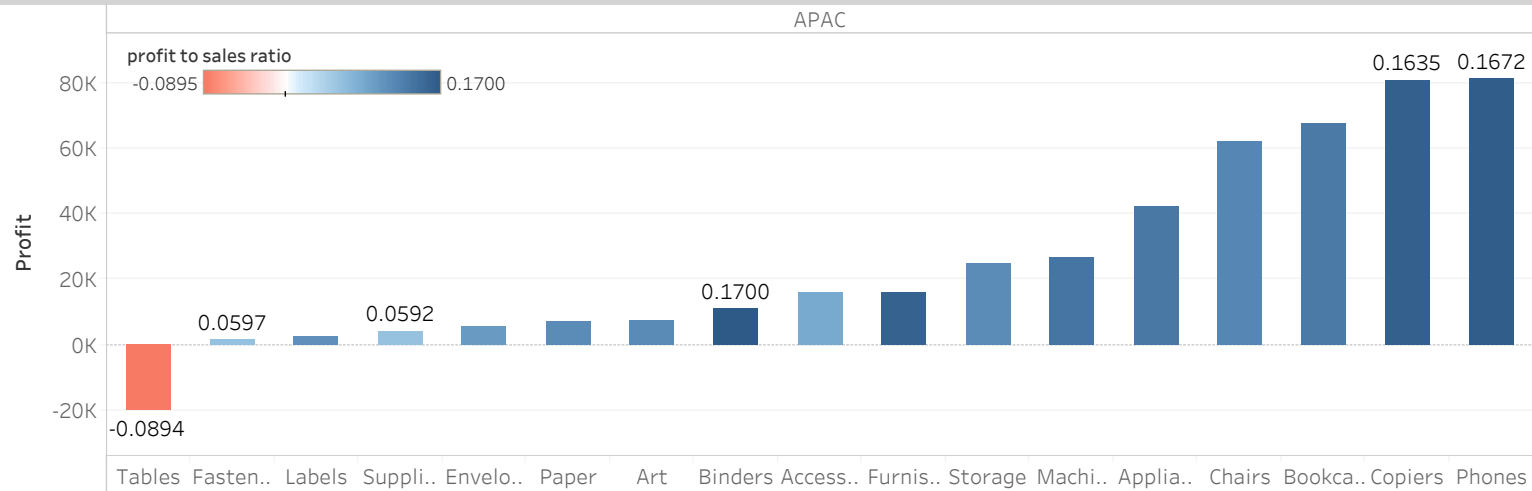
Quantity sold



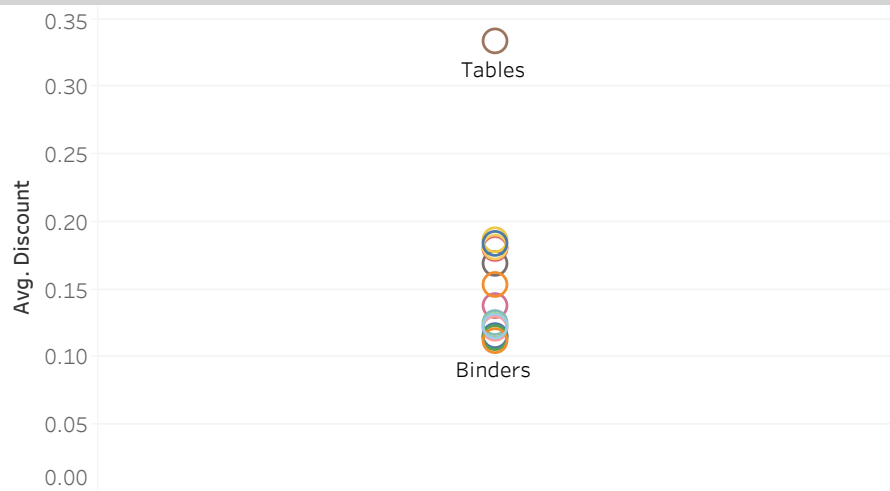
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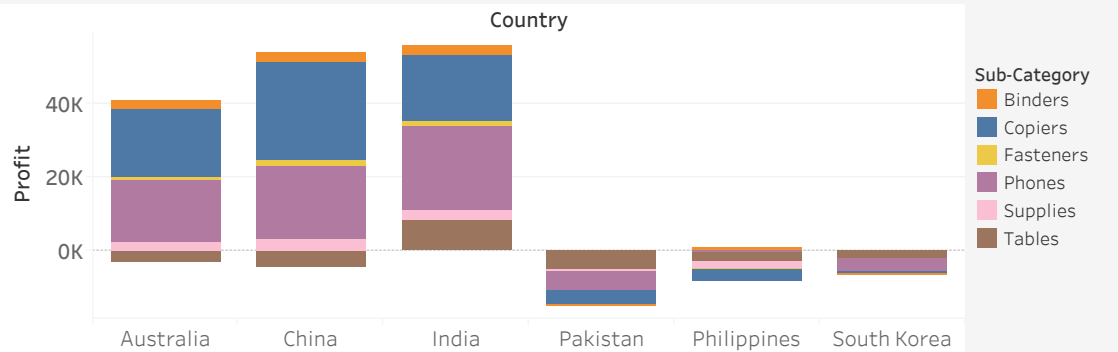
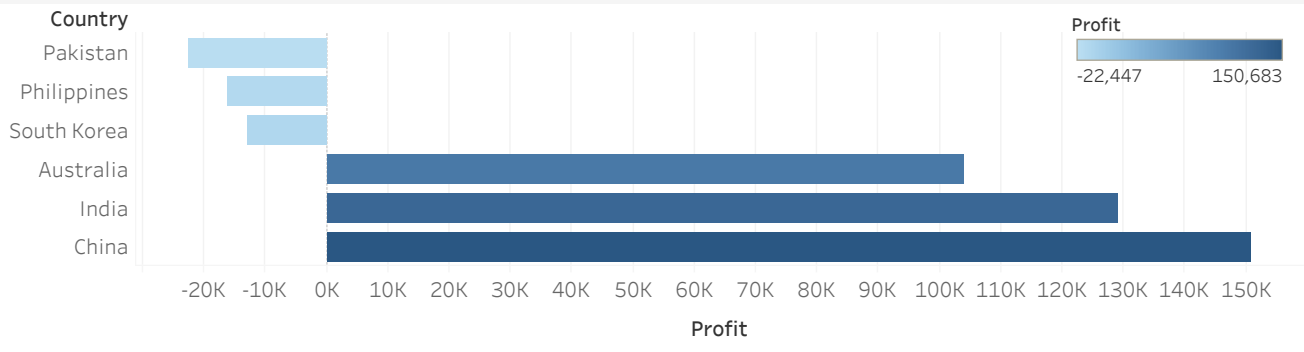
Profit by Sub category



Average discount vs Sub category



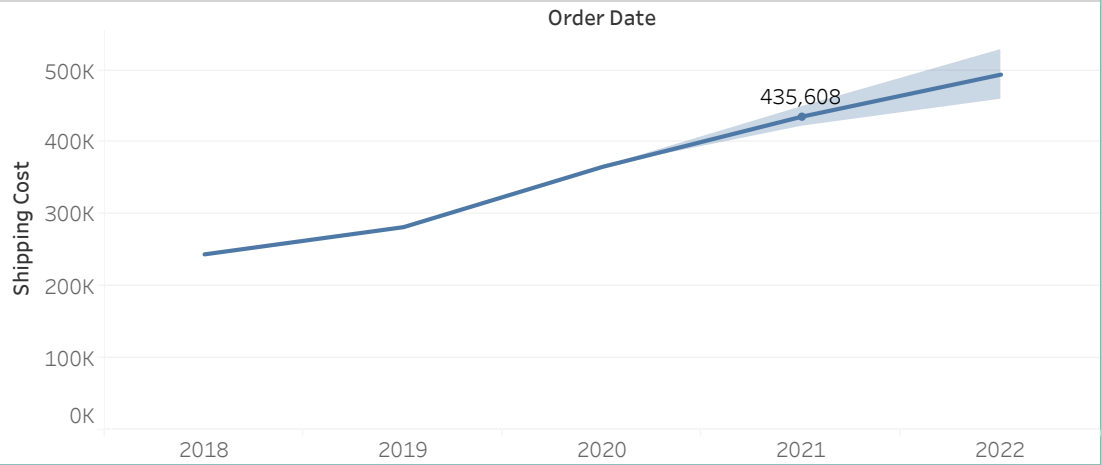
Analysis of the highest 3 and lowest 3 profitable countries in APAC



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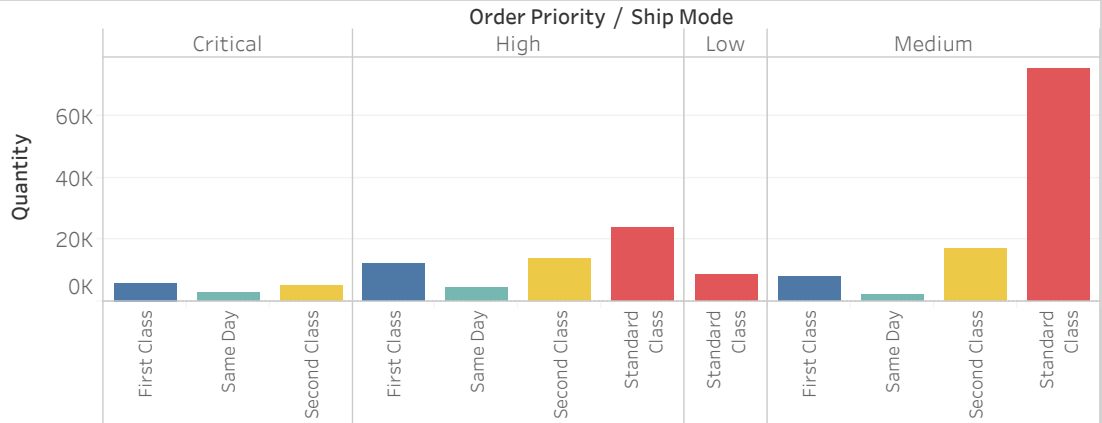
## Overall shipping cost



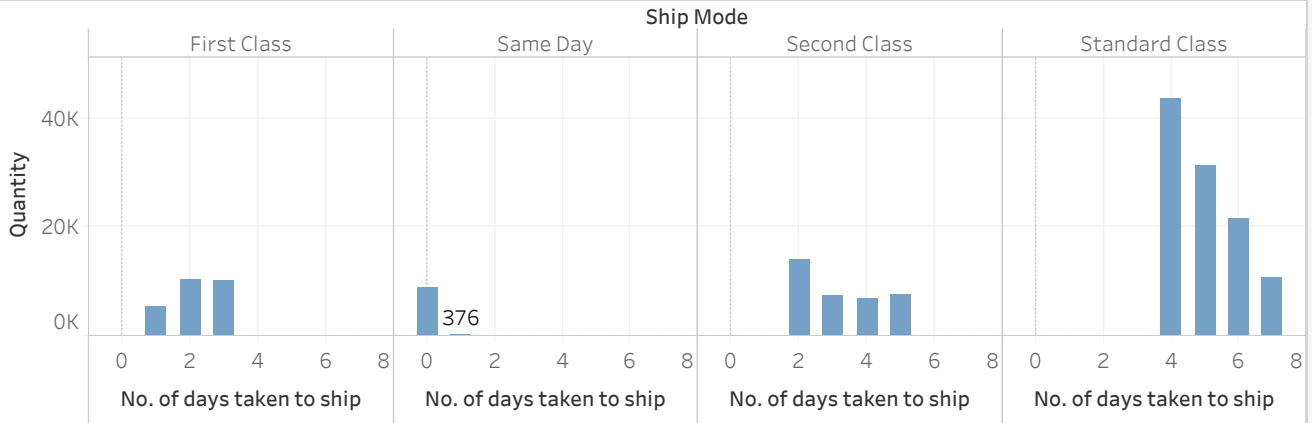
## Ship mode analysis

Ship Mode	Avg. Shipping Cost	% of Total orders	Quantity
First Class	41	14.63%	26,039
Same Day	43	5.27%	9,230
Second Class	30	20.10%	35,724
Standard Class	20	60.00%	107,319

## Ship mode used based on quantity and priority



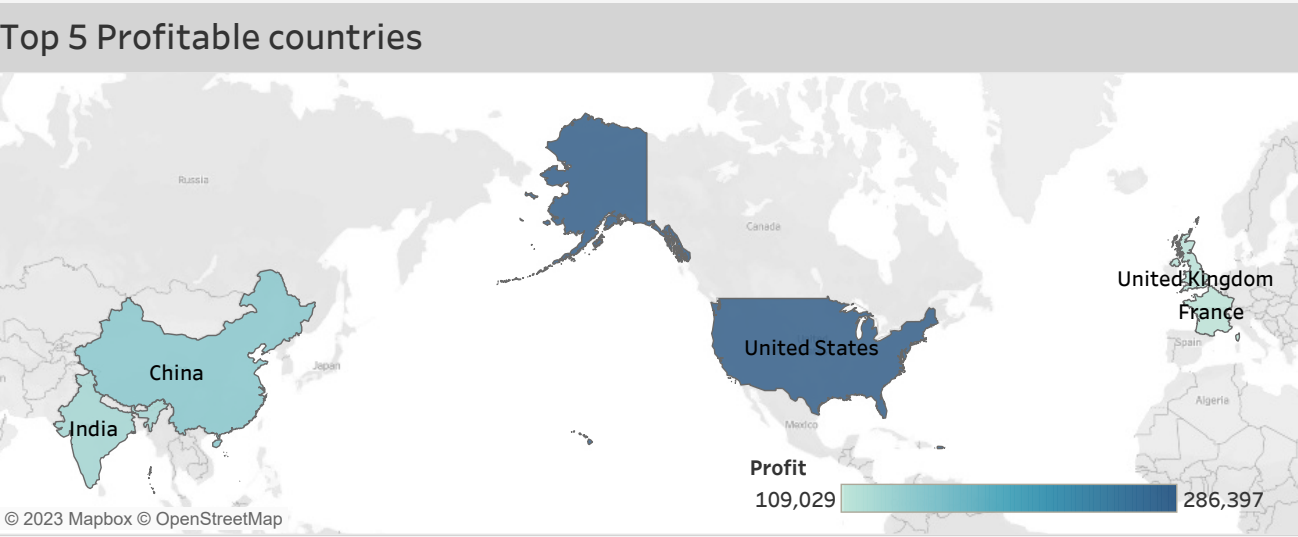
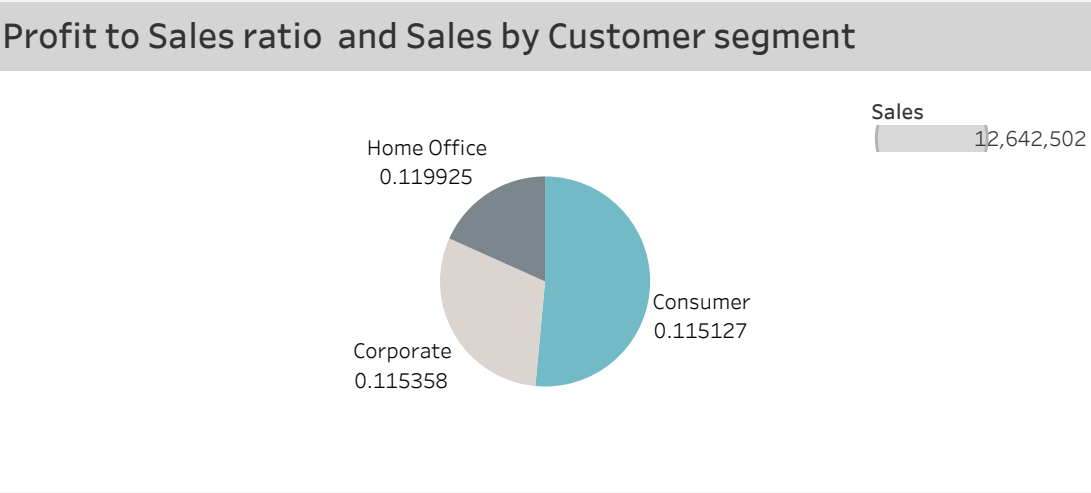
## Difference between Shipped date and Order date



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Top 5 most profitable customers					
Category	Bill Eplett	Hunter Lopez	Raymond Buch	Sanjit Chand	Tamara Chand
Furniture	463	504	-848	470	-837
Office Supplies	2,545	287	1,701	6,413	610
Technology	4,782	6,866	7,671	1,223	9,014
Grand Total	7,791	7,658	8,524	8,106	8,787



New and Repeated customers				
Customer Status	Order Date			
	2018	2019	2020	2021
New	1,309	209	57	15
Repeat		1,163	1,401	1,496
Grand Total	1,309	1,372	1,458	1,511