

ABC Ltd Delivery Company Key Metrics Dashboard							
Key Business Metrics by the Years							
Years	Number of Orders	Total Cost of Product	Total Revenue	Total OPEX	Total Net Profit	Avg Net Fee	Avg Review
2013	15556	\$1,922,708	\$161,416	\$25,447	\$135,969	4.87%	3.60
2014	18303	\$2,156,581	\$177,883	\$28,777	\$149,106	4.94%	3.59
2015	15299	\$2,005,195	\$173,038	\$25,151	\$147,887	4.97%	3.59
2016	18217	\$2,309,651	\$196,261	\$29,518	\$166,743	4.98%	3.59
Grand Total	67375	\$8,394,135	\$708,598	\$108,893	\$599,705	4.94%	3.59

Year	
2013	2014
2015	2016

Structure of Orders and Profit by Ages				
Age Groups	Share in Orders	Number of Orders	Share Net Profit	Total Net Profit
1. Less than 25	16.49%	11127	15.38%	\$92,206
2. From 26 to 35	30.52%	20612	29.82%	\$178,852
3. From 36 to 45	29.53%	19776	30.21%	\$181,152
4. From 46 to 55	16.66%	11236	16.91%	\$101,439
5. Greater than 55	6.80%	4624	7.68%	\$46,056
Grand Total	100.00%	67375	100.00%	\$599,705

Structure by Orders and Profit by the Products				
Products	Share in Orders	Number of Orders	Share Net Profit	Total Net Profit
Clothing	23.78%	14786	11.10%	\$66,572
Caps	<div></div> 5.87%	3783	<div></div> 1.80%	\$10,782
Pants	<div></div> 5.25%	3162	<div></div> 3.58%	\$21,446
Shorts	<div></div> 6.55%	4134	<div></div> 3.22%	\$19,336
Socks	<div></div> 3.39%	2053	<div></div> 0.96%	\$5,748
Vests	<div></div> 2.72%	1654	<div></div> 1.54%	\$9,261
Food and beverage	67.48%	46667	23.78%	\$142,615
Beverages	<div></div> 31.79%	21888	<div></div> 8.39%	\$50,342
Bread and cakes	<div></div> 15.85%	11134	<div></div> 6.20%	\$37,212
Fruits and vegetables	<div></div> 11.38%	7806	<div></div> 3.76%	\$22,562
Seafood	<div></div> 8.46%	5839	<div></div> 5.42%	\$32,499
Household appliances	8.74%	5922	65.12%	\$390,518
Dishwasher	<div></div> 0.99%	680	<div></div> 5.06%	\$30,330
Oven	<div></div> 2.57%	1760	<div></div> 9.01%	\$54,058
Refrigerator	<div></div> 0.60%	391	<div></div> 7.66%	\$45,925
Toaster	<div></div> 2.76%	1924	<div></div> 3.82%	\$22,905
TV	<div></div> 1.44%	937	<div></div> 36.37%	\$218,111
Washer	<div></div> 0.38%	230	<div></div> 3.20%	\$19,188
Grand Total	100.00%	67375	100.00%	\$599,705

Structure by Orders and Profit by States and Branches				
States & Branches	Share in Orders	Number of Orders	Share Net Profit	Total Net Profit
Arizona	11.48%	7764	10.71%	\$64,212
Call Center 14	<div></div> 5.69%	3873	<div></div> 5.13%	\$30,761
Call Center 15	<div></div> 5.79%	3891	<div></div> 5.58%	\$33,451
California	41.11%	27676	40.51%	\$242,948
Call Center 3	<div></div> 6.87%	4653	<div></div> 6.89%	\$41,323
Call Center 4	<div></div> 6.75%	4570	<div></div> 6.91%	\$41,436
Call Center 5	<div></div> 6.91%	4645	<div></div> 6.42%	\$38,517
Call Center 6	<div></div> 7.08%	4733	<div></div> 6.82%	\$40,929
Call Center 7	<div></div> 6.71%	4580	<div></div> 6.52%	\$39,119
Call Center 8	<div></div> 6.79%	4495	<div></div> 6.94%	\$41,624
Nevada	5.19%	3462	4.97%	\$29,802
Call Center 9	<div></div> 5.19%	3462	<div></div> 4.97%	\$29,802
Oregon	13.65%	9200	15.27%	\$91,574
Call Center 1	<div></div> 6.77%	4620	<div></div> 7.39%	\$44,303
Call Center 2	<div></div> 6.88%	4580	<div></div> 7.88%	\$47,271
Washington	28.57%	19273	28.54%	\$171,169
Call Center 10	<div></div> 7.07%	4764	<div></div> 6.94%	\$41,611
Call Center 11	<div></div> 7.34%	4926	<div></div> 6.76%	\$40,518
Call Center 12	<div></div> 7.17%	4853	<div></div> 7.55%	\$45,249
Call Center 13	<div></div> 6.99%	4730	<div></div> 7.30%	\$43,791
Grand Total	100.00%	67375	100.00%	\$599,705