

Sale & Profit Summary

Period Time

Current

MTD

QTD

YTD

Year

2012

2013

2014

2015

4M
Total Revenue
YoY 26.25% | \$3,405,746

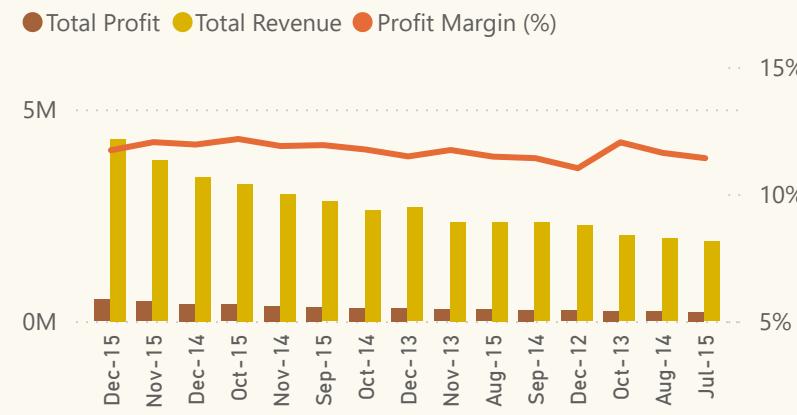
3.80M
Cost
YoY 26.57% | \$2,998,811

504.17K
Total Profit
YoY 23.89% | \$406,935

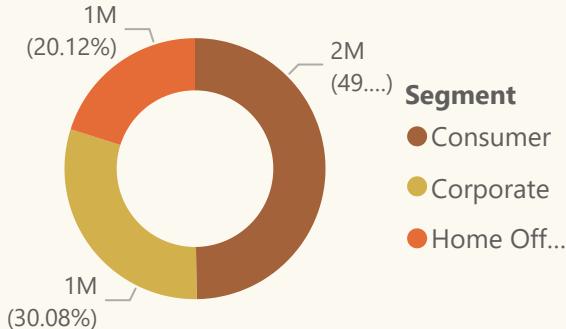
11.7%
Profit Margin (%)
YoY -1.87% | 11.9%

9K
Total Orders
YoY 28.68% | 6,883

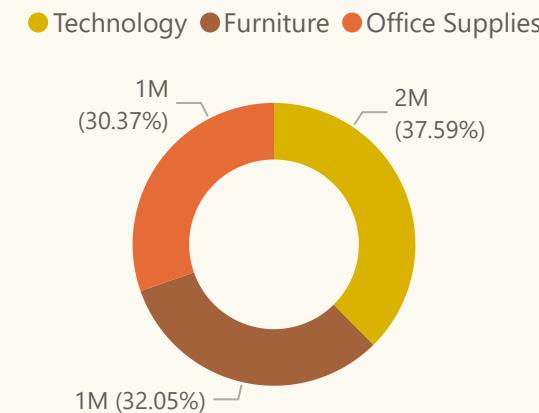
Profit, Revenue and Profit Margin (%) by Month_Year



Total Revenue by Segment



Total Revenue by Category



Total Revenue by Country



Total Revenue and Total Profit By

Sub-Category	Total Revenue	Total Profit	Profit Margin (%)	% Profit Growth	Trend
Phones	552006	70,657.64	12.80%	50.63%	
Copiers	550385	104,048.54	18.90%	43.91%	
Bookcases	513197	63,219.05	12.32%	46.85%	
Chairs	493378	41,248.27	8.36%	1.97%	
Storage	383398	39,008.82	10.17%	21.93%	
Appliances	359570	52,999.66	14.74%	27.89%	
Machines	260279	18,627.75	7.16%	19.32%	
Accessories	253488	41,593.93	16.41%	7.19%	
Total	4299866	504,165.97	11.73%	23.89%	

Product Analysis

2012 2013 2014 2015

\$8.23

Avg Profit per Product

YoY 0.55% | \$8.2 --

178.31K

Total Products Sold

YoY 51.51% | 117,690

57.04

Avg Profit Per Orders

YoY -0.11% | \$57

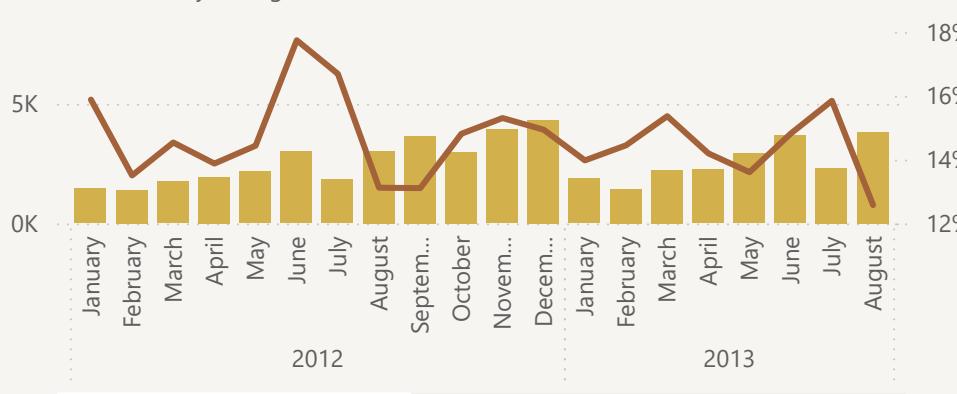
14.29%

Avg Discount Rate (%)

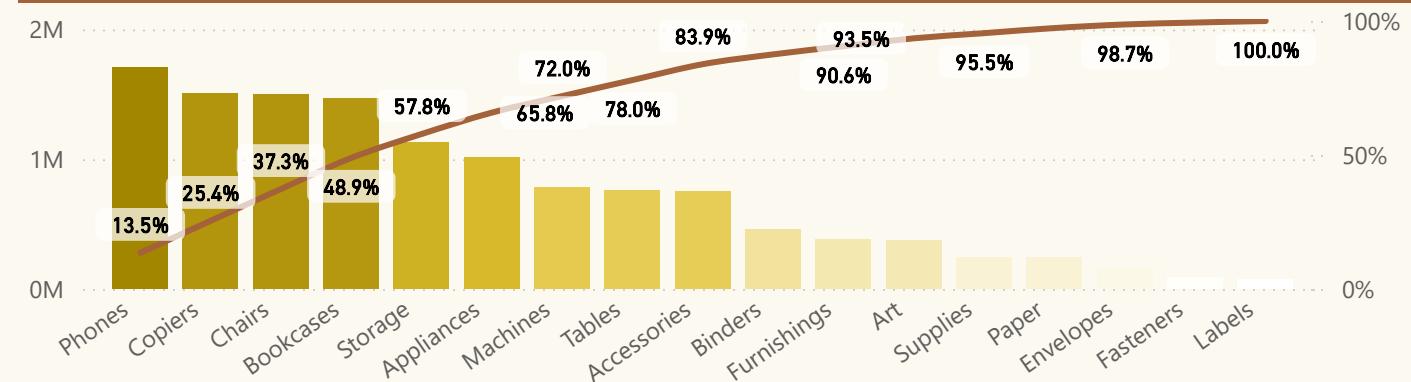
YoY 0.14% | 14.27%

Total Product Sold & Avg Discount Rate over Time

● Sum of Quantity ● Avg Discount Rate (%)

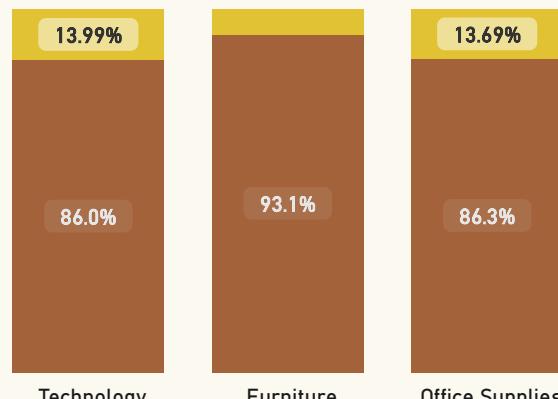


Revenue and Pareto Percentage by Sub-Category

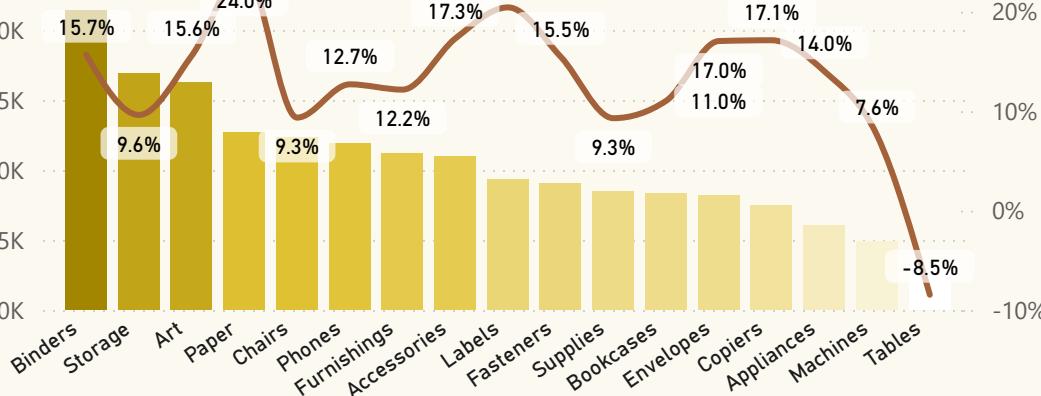


Cost and Total Profit by Category

● Cost ● Total Profit



Quantity and Profit Margin (%) by Sub-Category



Profit

Lost

Top 5 Loss Profit



Customer Analysis

2012

2013

2014

2015

4K

Total Customers

YoY 0.00% |

4K

New Customers

YoY 0.00% |

59.78

Avg Profit per...

YoY 0.00% |

0

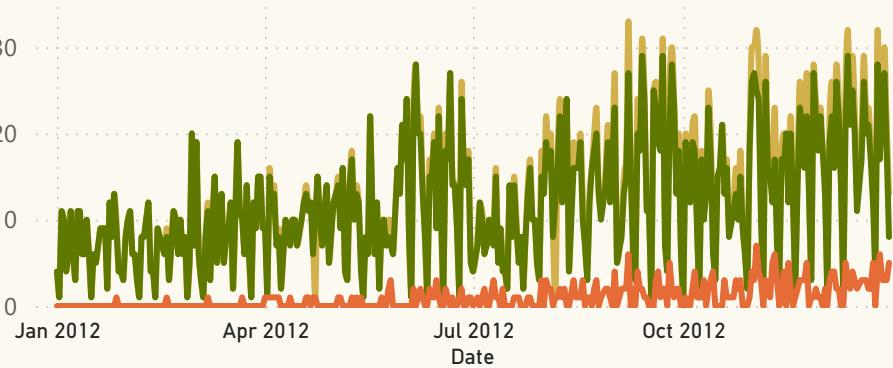
Return Customers

YoY 0.00% |

New Customers and Return Customers by Date

Total Customers • New Customers • Return Customers

Total Customers, New Custom...



Customer Segmentation & Value Tree

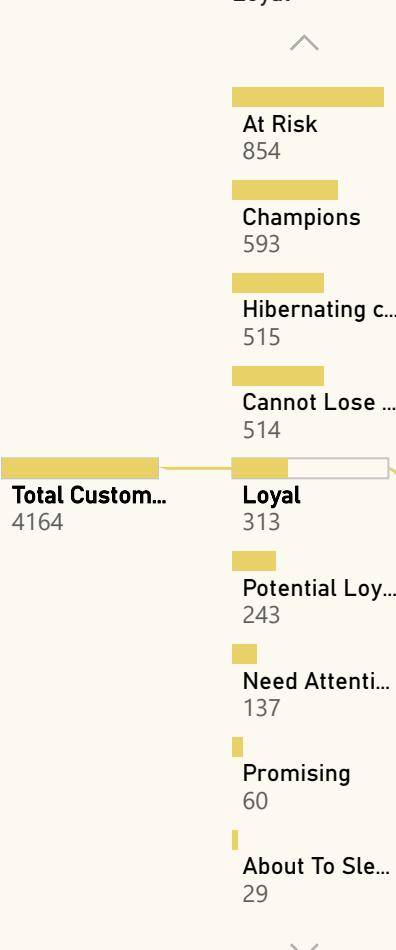
Segment

Loyal

Market

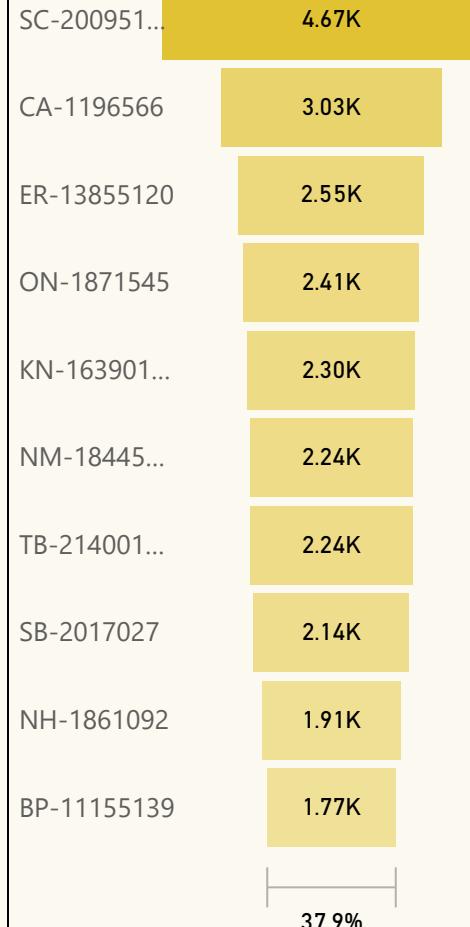
Africa

Segment



Top 10 Profitable Customers

100%



Retention Cohort

Year

0

1

2

3

4

5

6

7

Year	0	1	2	3	4	5	6	7
2012	100.00%	1.39%	1.49%	0.77%	0.65%	0.77%	0.70%	0.70%
January	100.00%		0.47%	1.40%	0.93%	1.86%		3.26%
February	100.00%	0.50%	0.99%	0.50%	1.49%	1.98%	1.49%	2.97%
March	100.00%	1.89%	1.14%	1.52%	1.89%	1.14%	2.27%	1.14%
April	100.00%	0.82%	1.63%	1.63%	0.82%	2.04%	1.63%	3.27%
May	100.00%	1.31%	0.65%	1.31%	1.63%	1.31%	2.94%	1.63%
June	100.00%	0.93%	1.86%	0.23%	0.23%	1.16%	1.63%	
July	100.00%	1.65%	2.89%	1.24%	0.83%	2.89%		
August	100.00%	3.17%	1.71%	1.46%	1.71%			
September	100.00%	2.37%	2.37%	1.29%				
October	100.00%	2.00%	4.44%	0.77%	0.65%	0.77%	0.70%	0.70%
Total	100.00%	1.39%	1.49%	0.77%	0.65%	0.77%	0.70%	0.70%

Delivery Analysis

Category: All
Sub-Catego...: All

Year: All
State: All

51K Total Shipments YoY 51.93% 33,759	3.97 Avg Delivery Time YoY -0.25% 4	26.48 Avg Shipping Cost YoY -0.21% \$27 --	75.53% High & Critical Orders.. YoY -0.95% 76.26%
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