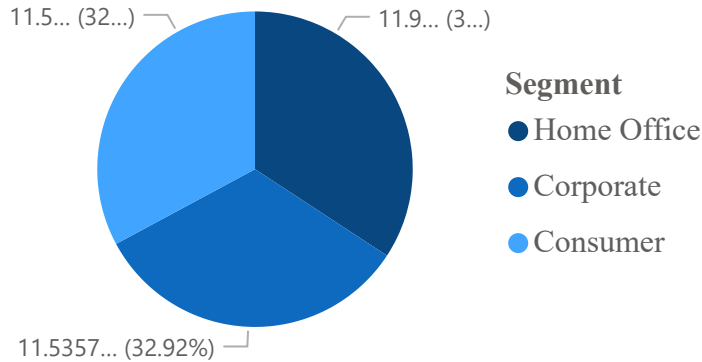


# CUSTOMERS ANALYSIS

## Profile the customers

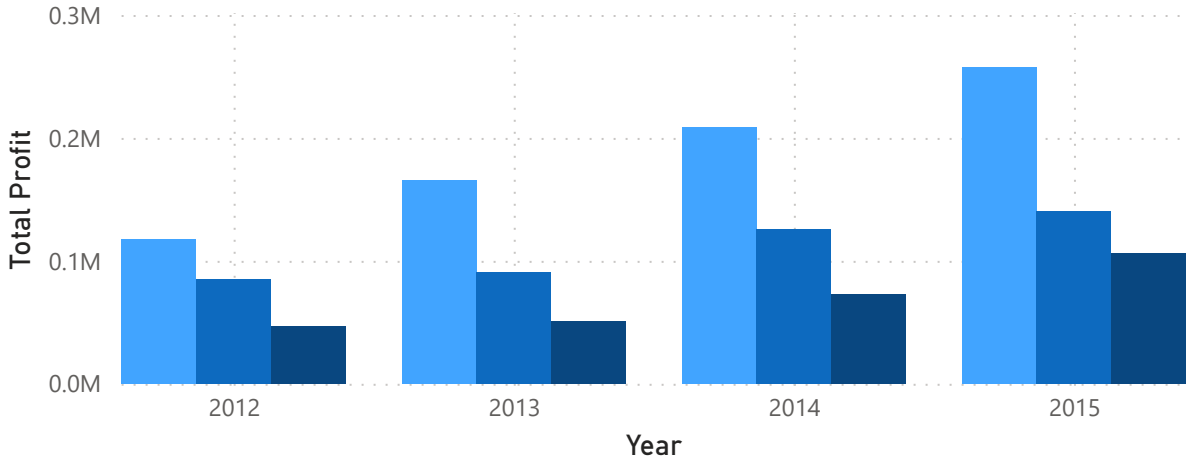
Customer ID	Customer Name	Region	Segment	Frequency of Purchase	Total Revenue	Total Profit
SV-203651406	Seth Vernon	Eastern US	Consumer	26	9,216.57	1,356.88
WB-218501404	William Brown	Western US	Consumer	24	5,523.05	825.29
AP-109151404	Arthur Prichep	Western US	Consumer	23	2,370.65	379.32
EM-1396082	Eric Murdock	Central America	Consumer	21	4,198.15	920.45
CS-121757	Charles Sheldon	Oceania	Corporate	20	5,595.78	842.37
JK-1609027	Juliana Krohn	Eastern Asia	Consumer	19	3,768.39	905.04
RW-195401404	Rick Wilson	Western US	Corporate	19	5,347.87	1,018.50
BC-11125120	Becky Castell	Southern Europe	Home Office	18	2,562.06	425.76
RB-1933082	Randy Bradley	Central America	Consumer	18	4,416.31	587.13
TB-210551406	Ted Butterfield	Eastern US	Consumer	18	1,467.88	390.21

## Profit Margin by Segment



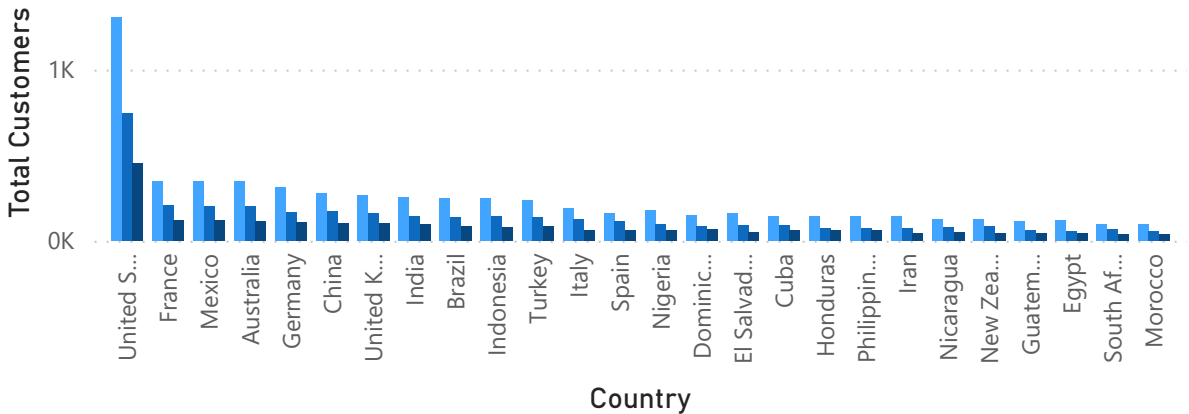
## Total Profit by Year and Segment

Segment ● Consumer ● Corporate ● Home Office



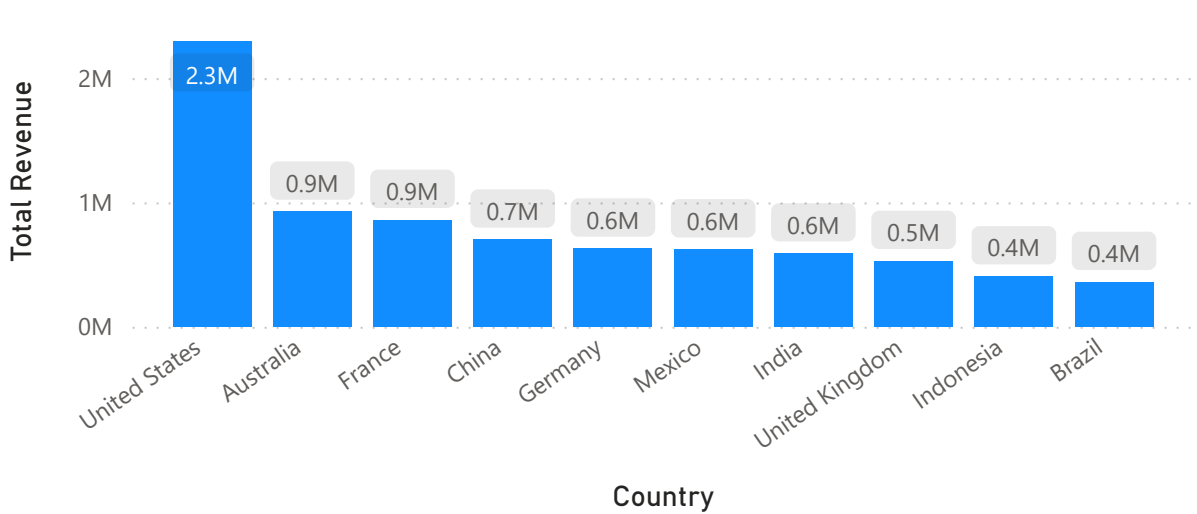
## Total Customers by Country and Segment

Segment ● Consumer ● Corporate ● Home Office

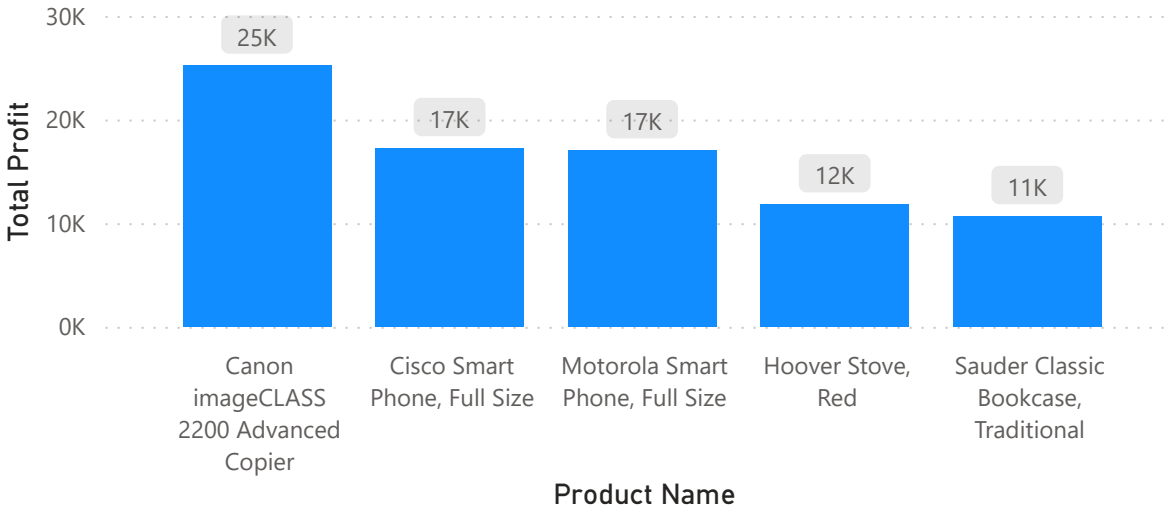


# PRODUCT ANALYSIS

Top Sales by Country



Top 5 Profit by Product

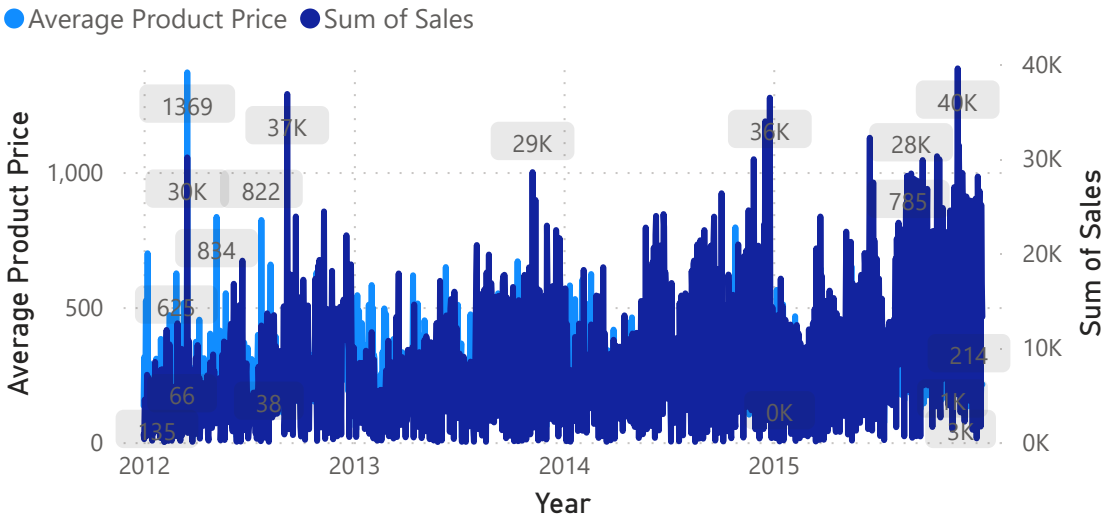


Order Date

1/1/2012

12/31/2015

The impact of product price on daily sales volume



Average Delivery Time by Country

