



Overview

Products & Market

Customers & Country

Discount Strategy

FP20 ANALYTICS CHALLENGES

Sales

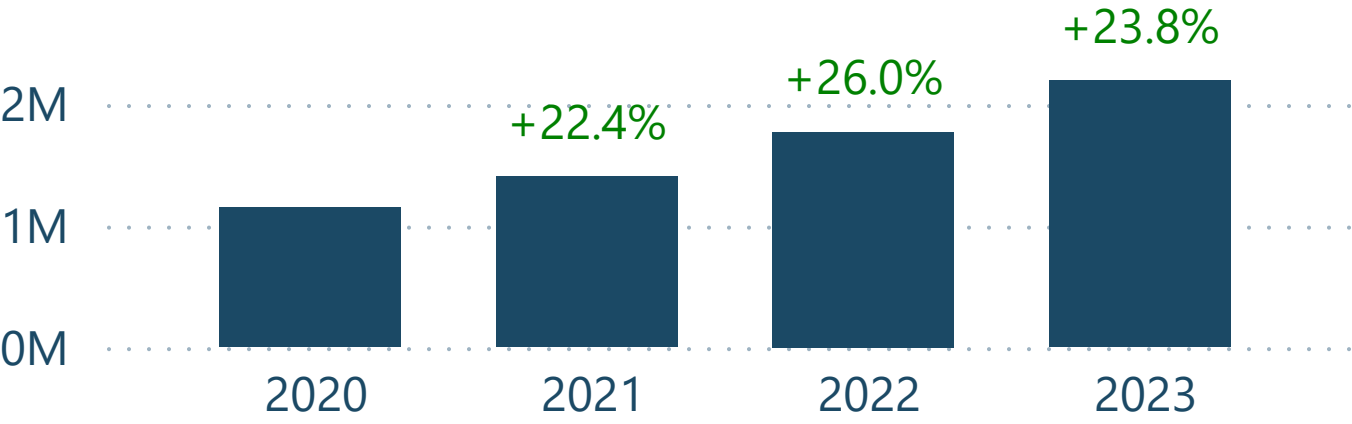
2.19M

Latest Year 2.19M

% Growth vs. Previous Year +23.8%

Sales by Year

The target of 20% annual Sales growth was overachieved



Profit

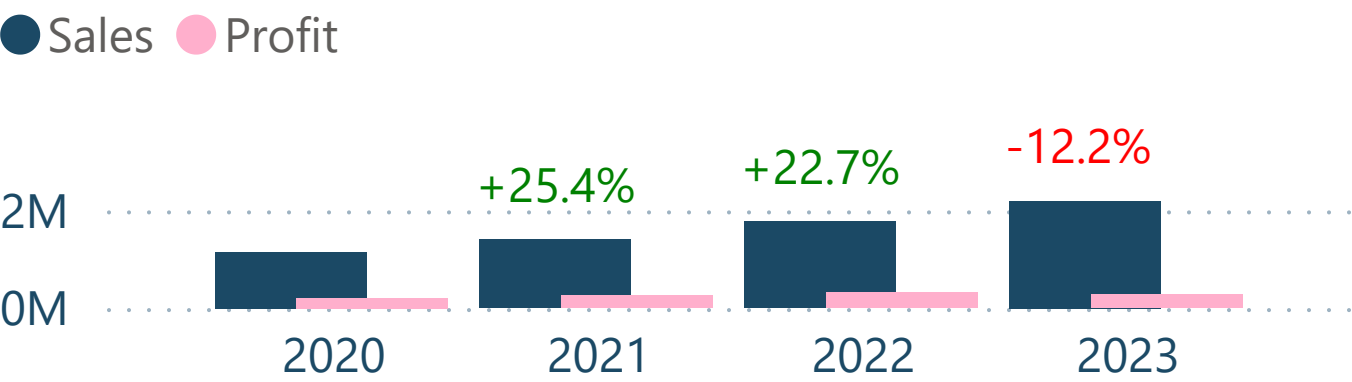
279.93K

Latest Year 279.93K

% Growth vs. Previous Year -12.2%

Sales and Profit by Year

Profit margin dropped in 2023, missing the annual target of 20%



Quantity

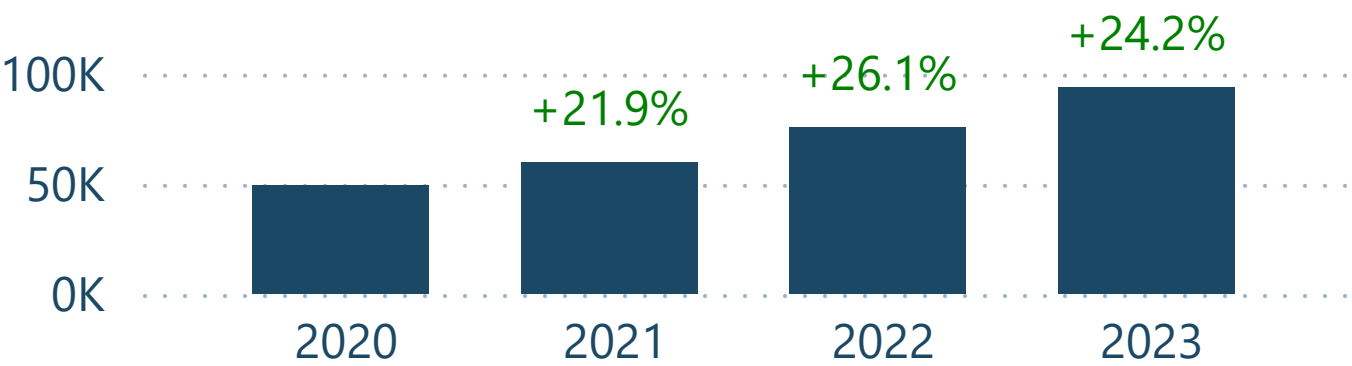
94K

Latest Year 94K

% Growth vs. Previous Year +24.2%

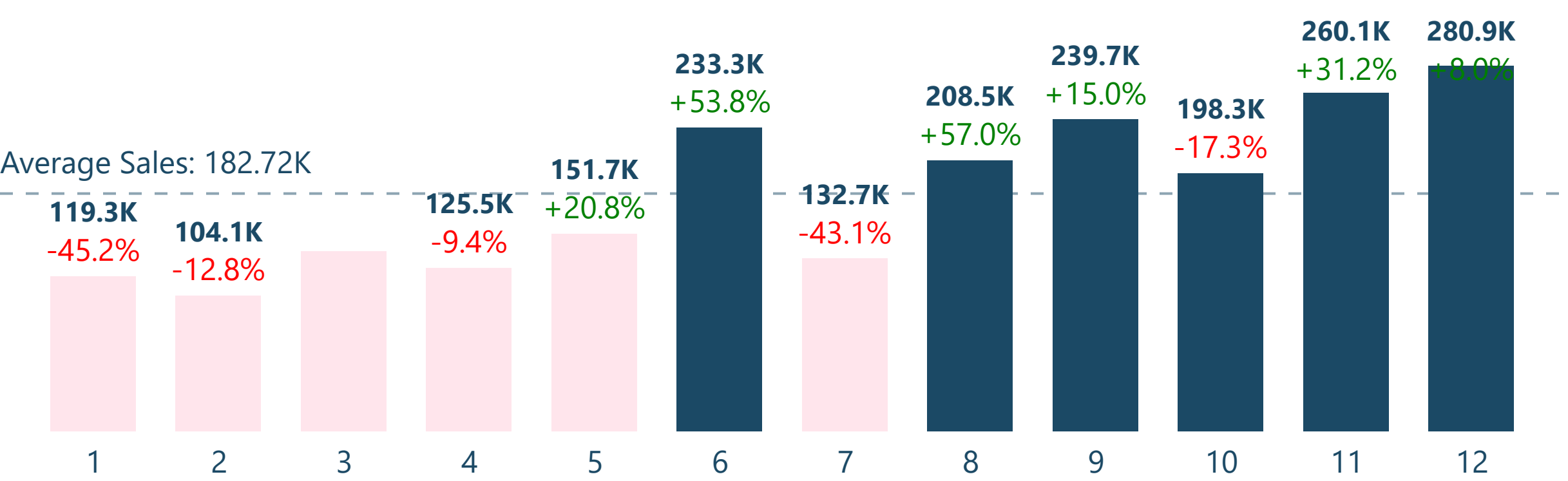
Quantity and Quantity Growth vs. Previous Year by Year

Quantity sold increased over 20% yearly



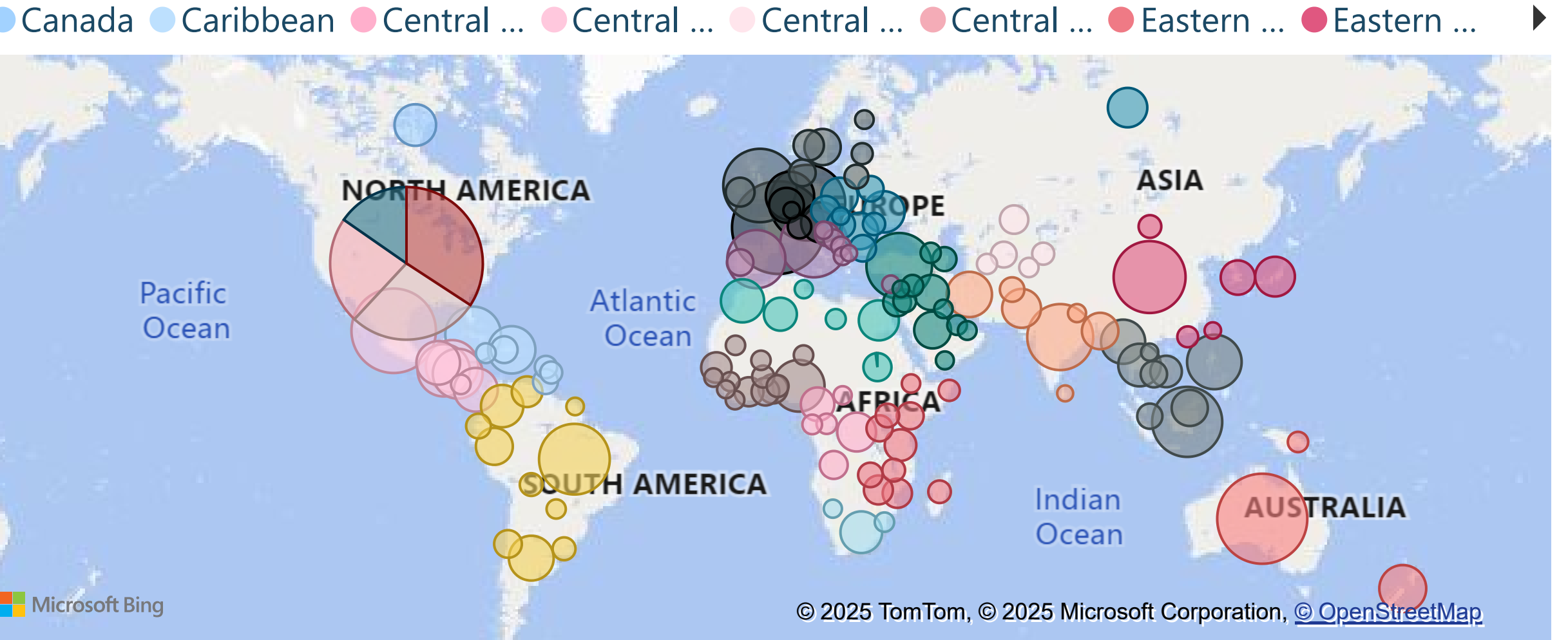
Sales by Month

Sales tend to be higher in the later months of the year compared to the earlier months



Sales by Country and Region

with drill-down Region > Country > State > City





Global skincare and Beauty E-store E-commerce

Year

All

Mon

All

Category

All

Subcategory

All

Clear all slicers



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Sales

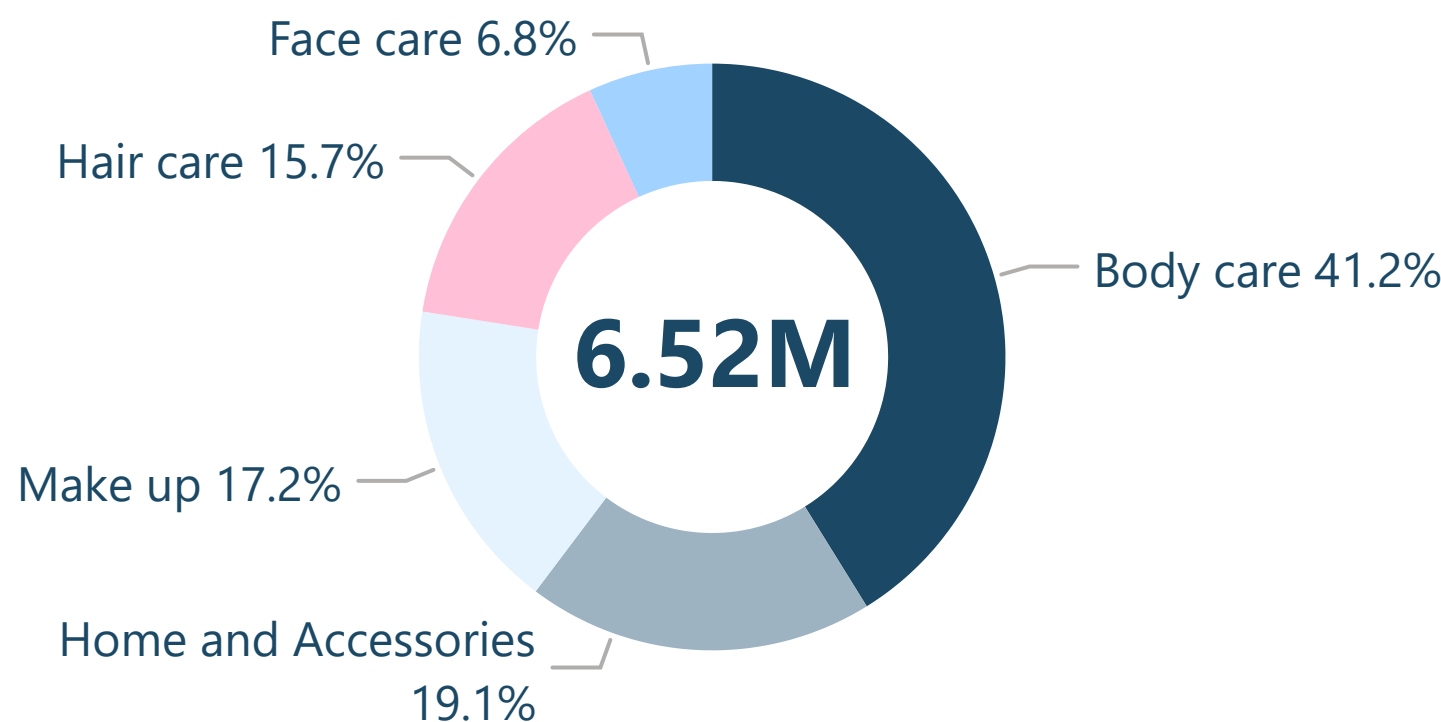
Profit

Products

Markets

Sales by Category

The best-selling category Body Care made up for over half of Profit



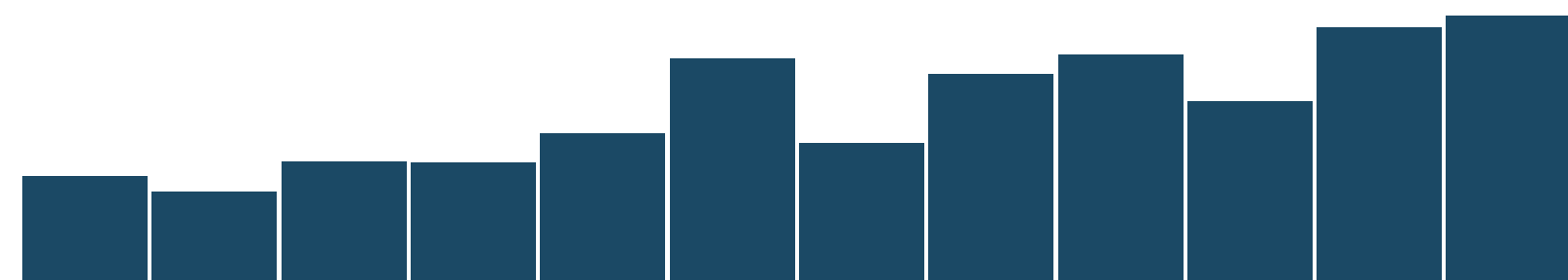
5
Categories

17
Subcategories

3576
Products

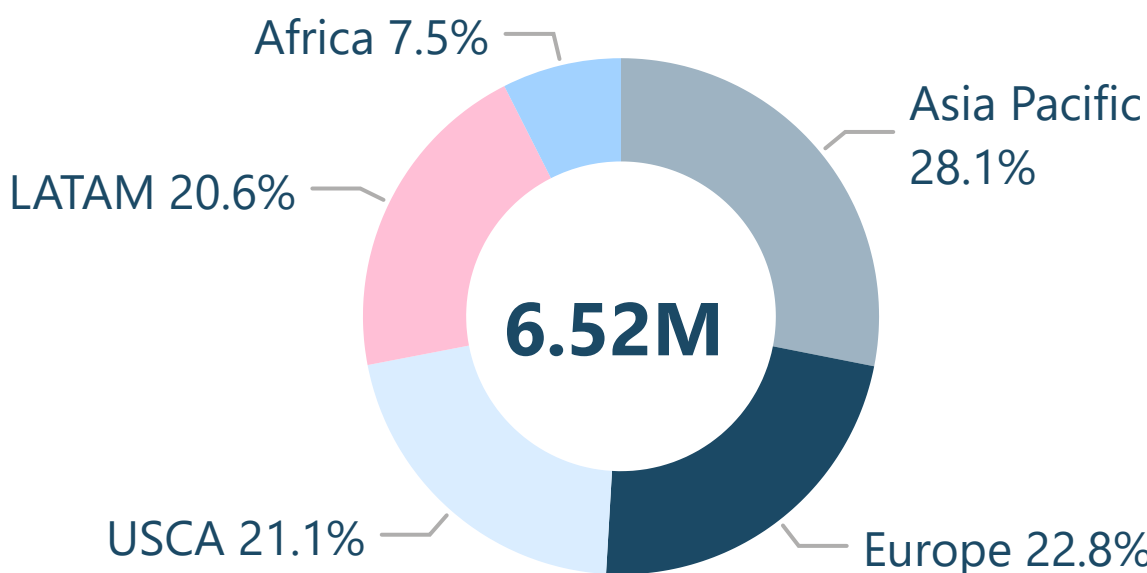
Peak Sales by Month and Day of Week

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Sun													1,146K
Mon													1,118K
Tue													1,233K
Wed													585K
Thu													132K
Fri													1,143K
Sat													1,162K
Total	331K	283K	377K	375K	466K	698K	435K	648K	712K	566K	796K	830K	6,518K



Sales by Market

Asia Pacific lead across years, while Africa was by far the smallest market



Choose Market

Select all

Africa

Asia Pacific

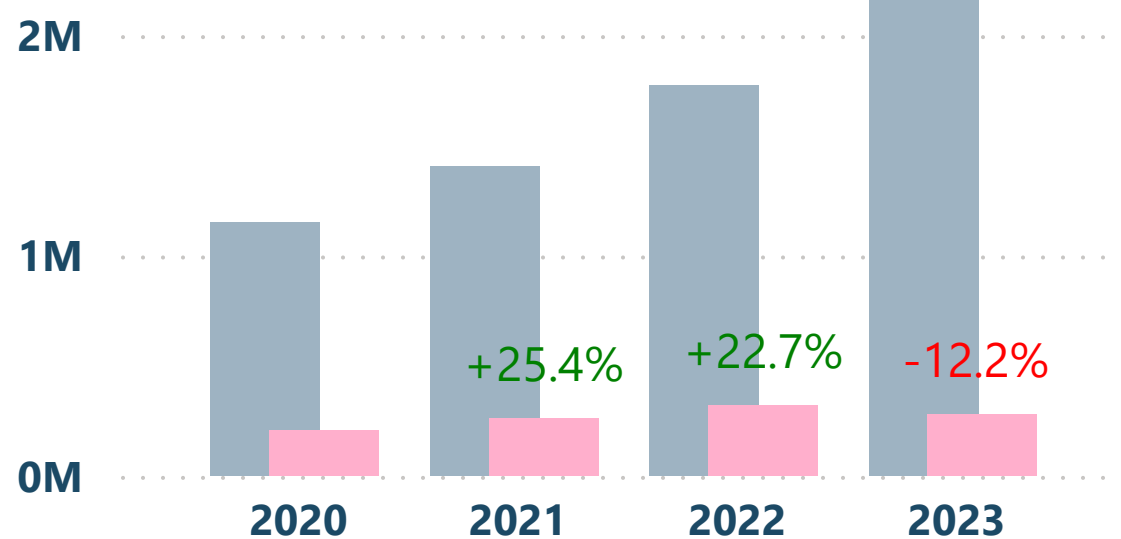
Europe

LATAM

USCA

Sales, Profit, and Profit Margin by Year

● Sales ● Profit



List Best Sellers By Quantity with drill-down Category > Subcategory > Product

Herbal Essences Bio was the Best-Seller in all Markets

Category	Quantity	Sales	After Discount	Profit	Profit Margin
<input checked="" type="checkbox"/> Body care	113437	2,682,942	2,262,185.88	590,907.78	22.0%
<input checked="" type="checkbox"/> Nail care products	33257	787,587	643,980.79	223,684.09	28.4%
<input checked="" type="checkbox"/> vitamins and supplements	18509	445,877	372,318.72	135,023.12	30.3%
<input checked="" type="checkbox"/> body moisturizers	13867	340,944	288,611.68	-18,237.92	-5.3%
<input checked="" type="checkbox"/> hand creams	13796	338,474	292,881.91	113,138.41	33.4%
<input checked="" type="checkbox"/> face masks and exfoliators	13627	314,972	273,658.90	-9,815.90	-3.1%
<input checked="" type="checkbox"/> bath oils, bubbles and soaks	12813	295,340	257,438.35	99,583.15	33.7%
<input checked="" type="checkbox"/> Body soaps and washes	7568	159,718	132,205.52	17,532.82	20.8%
Total	277778	6,517,674	5,565,083.10	1,065,413.65	16.3%



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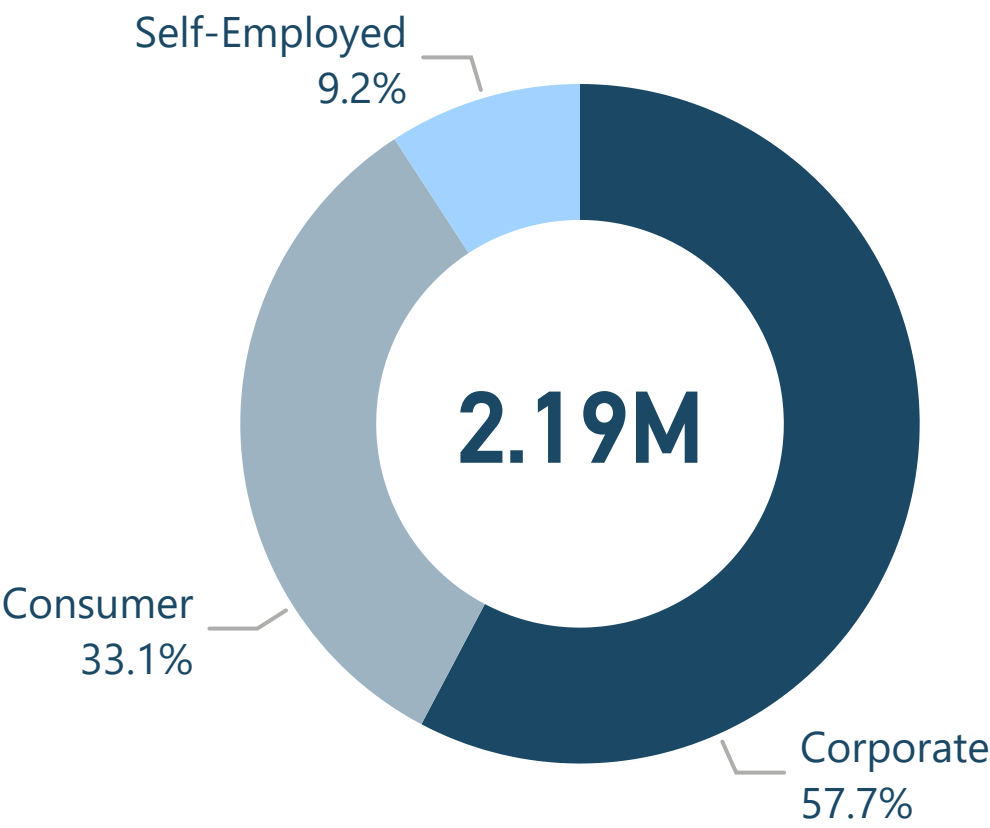
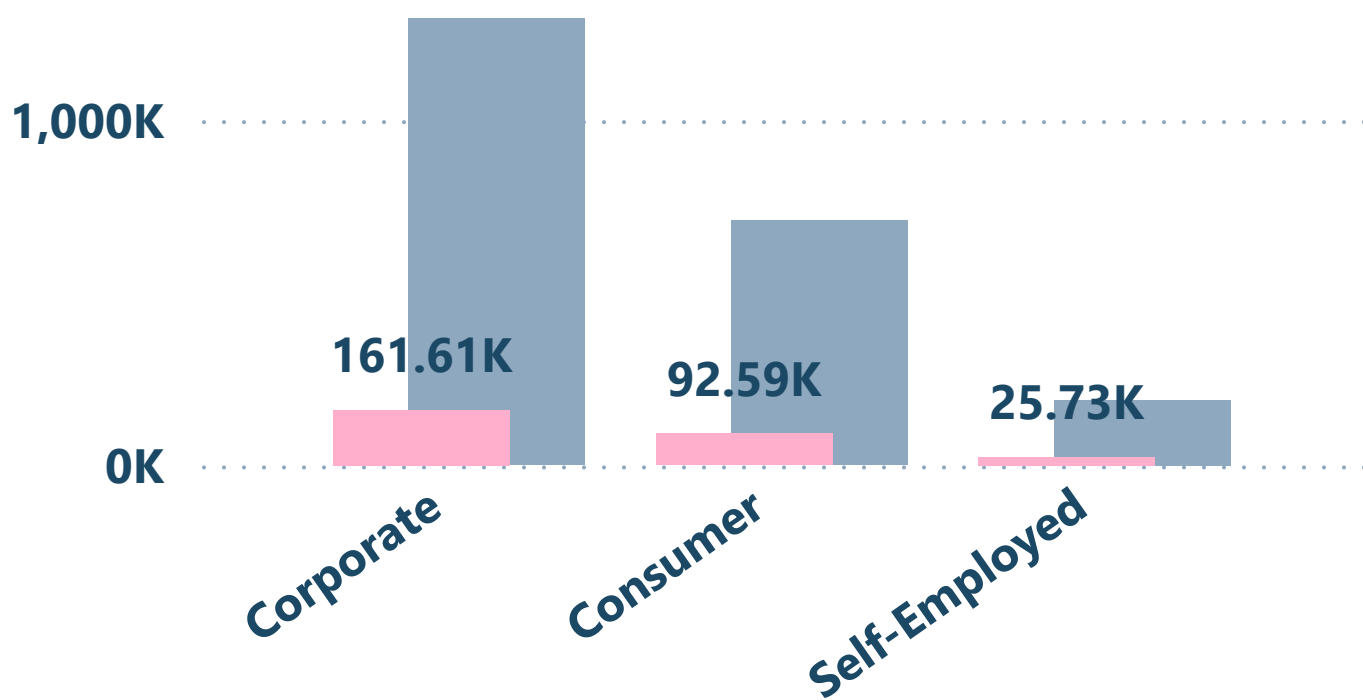
Discount Strategy

Customers

Profit and Sales by Segment/ Profit Proportion

Segment Corporate has the highest Sales and Profit

Profit Sales



TOP 10 Customers Performance who spent most by Sales

> Click the Customer ID to see which category the customer spends the most on

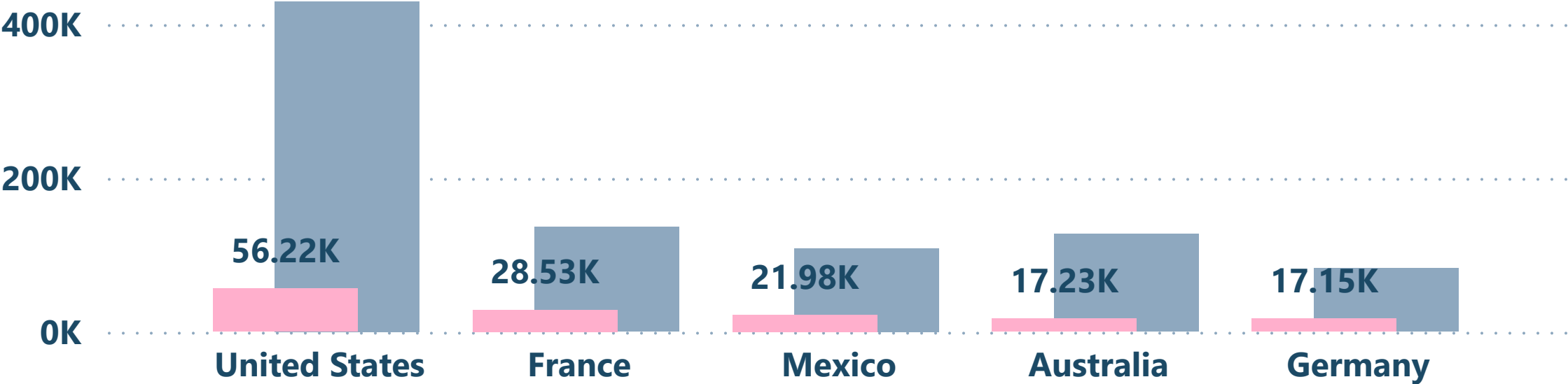
Customer ID	Sales	Profit	Profit Margin	Sales Latest Year
FH-1436539	5,189.00	1,746.10	33.7%	5.19K
LS-172001402	7,351.00	2,429.40	33.0%	7.35K
BS-1136518	4,546.00	1,501.74	33.0%	4.55K
YS-2188031	5,622.00	1,536.30	27.3%	5.62K
DR-128801404	4,746.00	939.15	19.8%	4.75K
DJ-1351018	4,754.00	567.98	11.9%	4.75K
HK-1489018	4,630.00	-210.00	-4.5%	4.63K
NH-1861059	4,311.00	-230.27	-5.3%	4.31K

Country

Top 5 Countries by Profit vs Sales

United States has the highest Sales and Profit

Profit Sales



Countries Performance

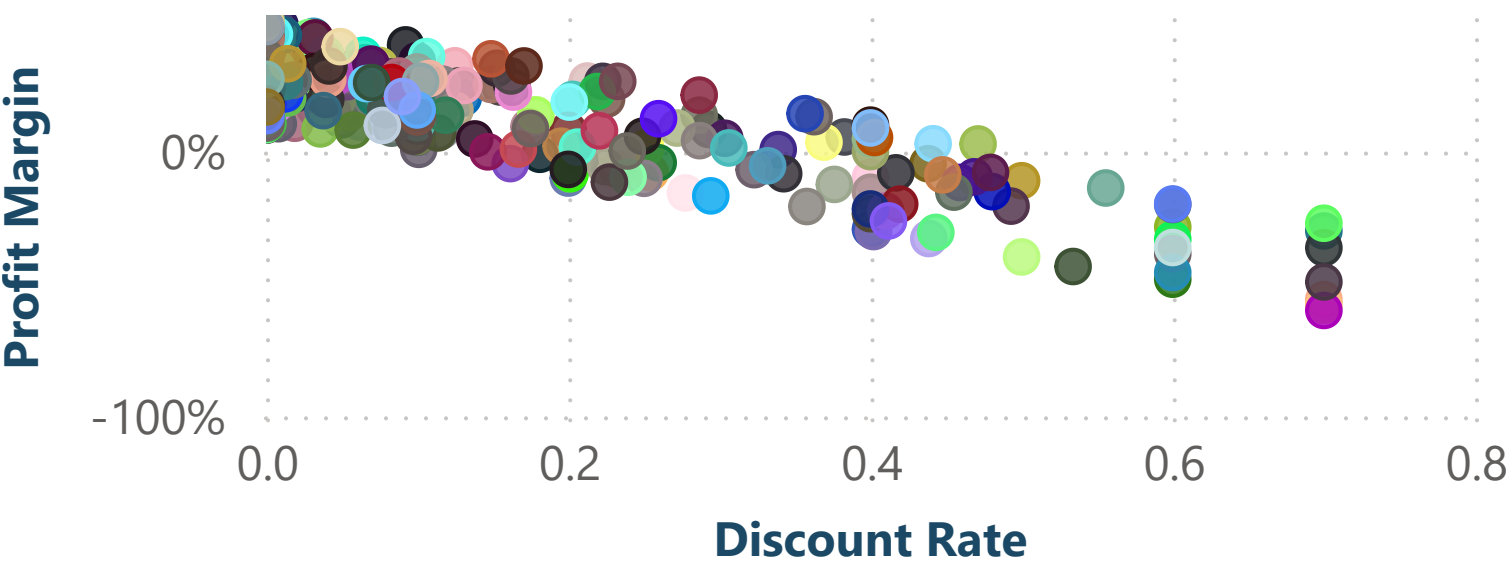
Country	Sales	Profit	Profit Margin	Sales Latest Year
United States	429,325.00	56,218.94	13.1%	429.33K
France	136,220.00	28,532.95	20.9%	136.22K
Mexico	108,820.00	21,975.23	20.2%	108.82K
China	72,927.00	17,916.30	24.6%	72.93K
Australia	127,138.00	17,230.10	13.6%	127.14K
Germany	82,706.00	17,152.80	20.7%	82.71K
United Kingdom	76,924.00	16,228.80	21.1%	76.92K
India	58,490.00	15,817.20	27.0%	58.49K



BY CUSTOMER ID

Discount Rate and Profit Margin by Customer ID

The chart uses data from the top 300 customers by Sales to illustrate the trend



Discount impact

Discount Group	Avg Profit Margin
0-20%	0.17
20-30%	-0.33
30-35%	-0.40

Customers Performance

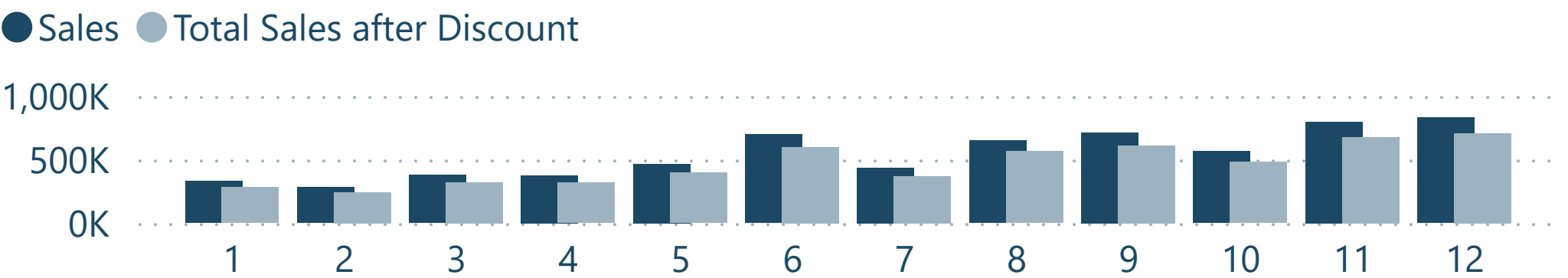
Customer ID	Sales	Profit	Discount Rate	Profit Margin
LS-172001402	7,351.00	2,429.40	6.95%	33.0%
KM-162257	6,841.00	-662.00	23.96%	-9.7%
NH-1861059	6,821.00	394.33	24.91%	5.8%
EA-140351406	6,768.00	241.85	36.92%	3.6%
JR-16210139	6,307.00	-527.00	34.26%	-8.4%
SD-20620102	6,205.00	229.15	22.10%	3.7%

Some customers with **high sales** still have **negative profit and profit margin**. The scatter plot shows an **inverse relationship between discount rate and profit margin**, we can see higher discounts lead to lower profit. However, some customers with a **discount rate below 20%** still have varying profit margins, suggesting other influencing factors. When the discount rate reaches **20-30%**, profit margins **drop significantly**.
> So, the company should carefully set **discount thresholds**, especially for **high-sales customers**.

BY TIME

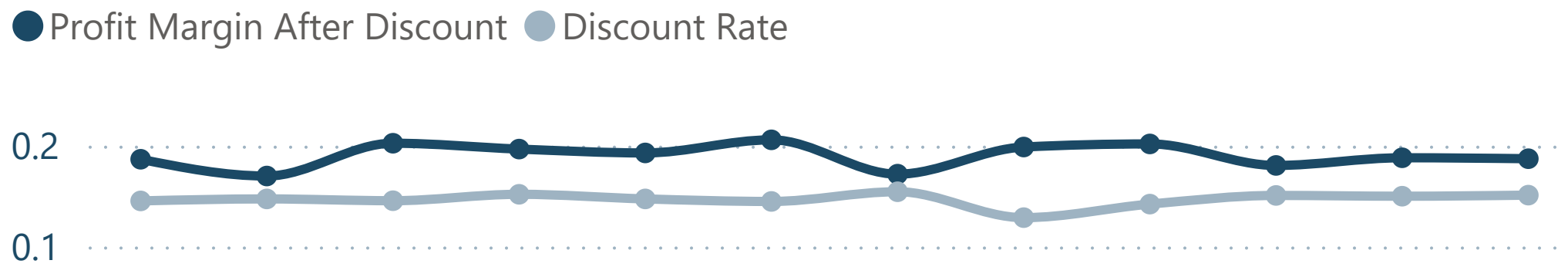
Sales and Total Sales after Discount by Month

The monthly Sales trend after discount remains unchanged throughout the year

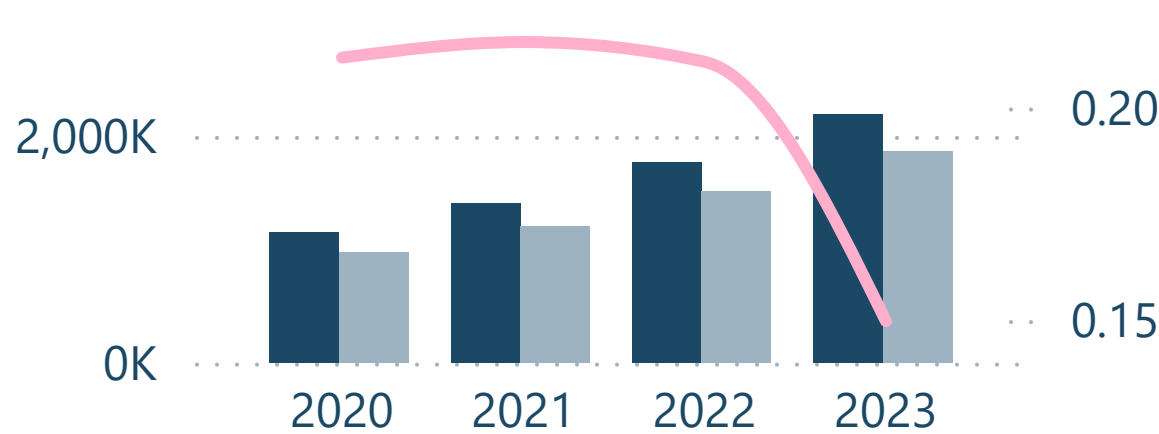


Profit Margin After Discount and Discount Rate by Month

Profit margin stays above the discount rate with stable fluctuations, indicating effective pricing and cost control.



Sales, Total Sales after Discount and Profit Margin After Discount by Year



Total Sales and **Profit Margin After Discount** were stable from **2020** to **2022**, but in **2023**, while sales increased, the **Profit Margin After Discount** dropped significantly, suggesting the discount strategy may need adjustments to maintain profitability.