

Business Overview

Time Category Sub-Category Market Country

All All All All All

Total Sales

12.64M

Total Profit

1.47M

Order Count

25K

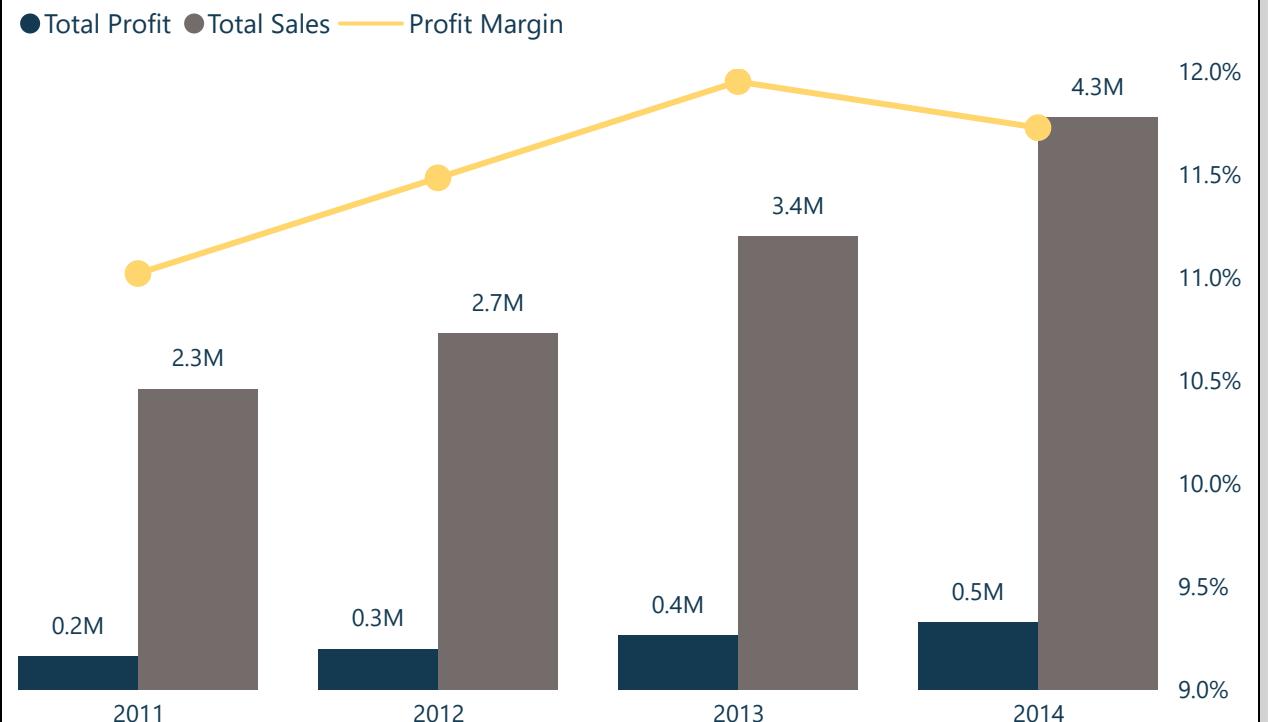
Profit Margin

11.61%

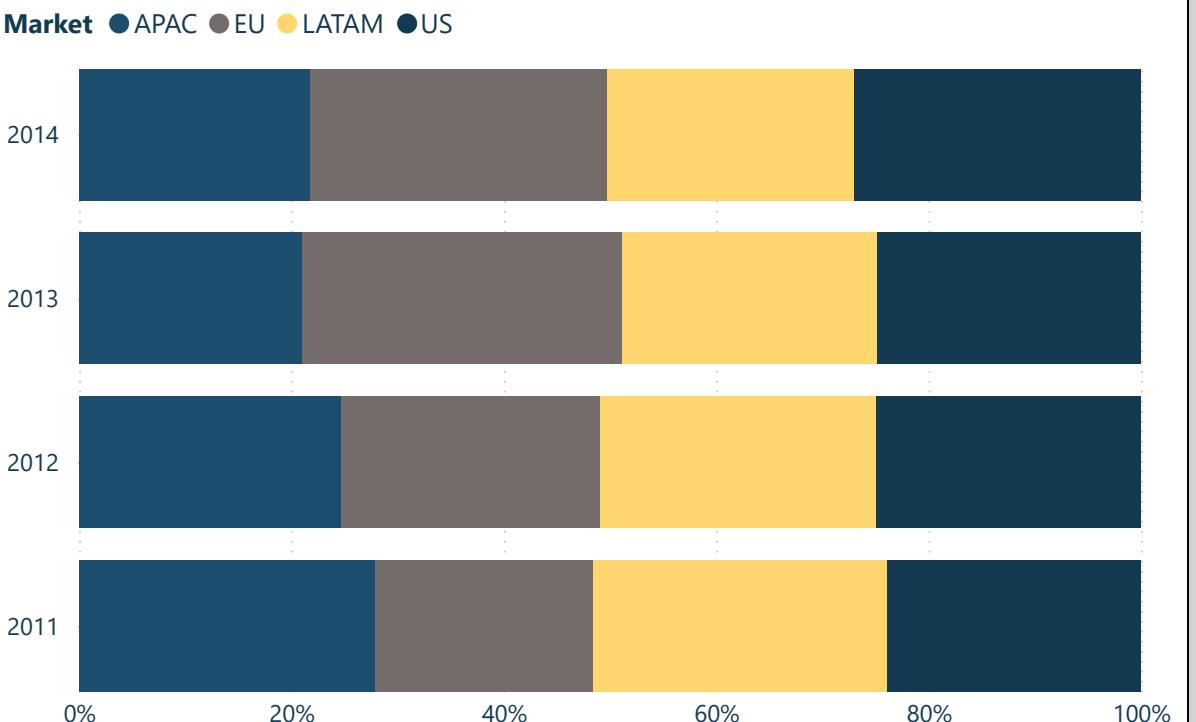
Return Rate

4.68%

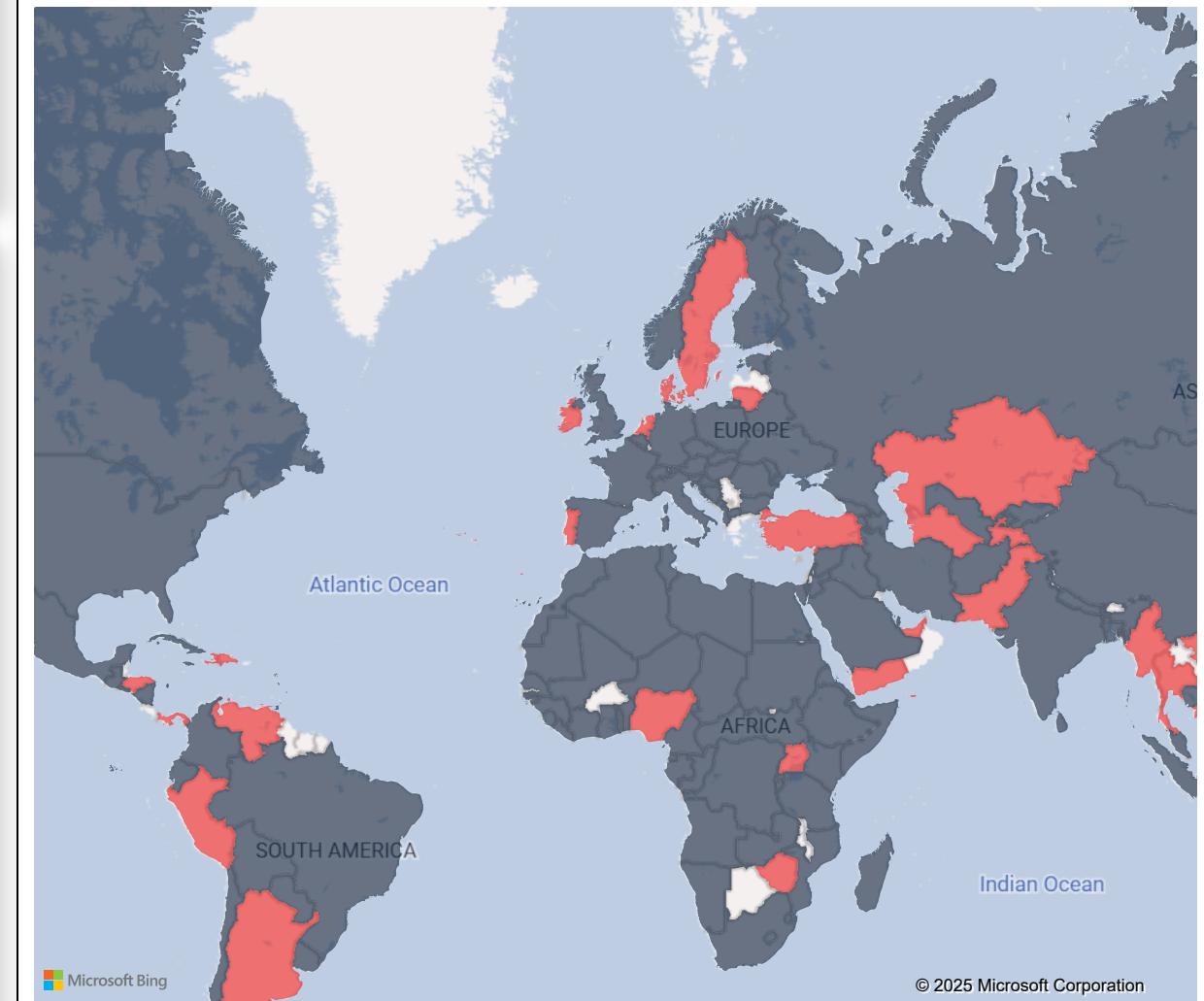
How Has Our Sales and Profit Evolved Over the Years?



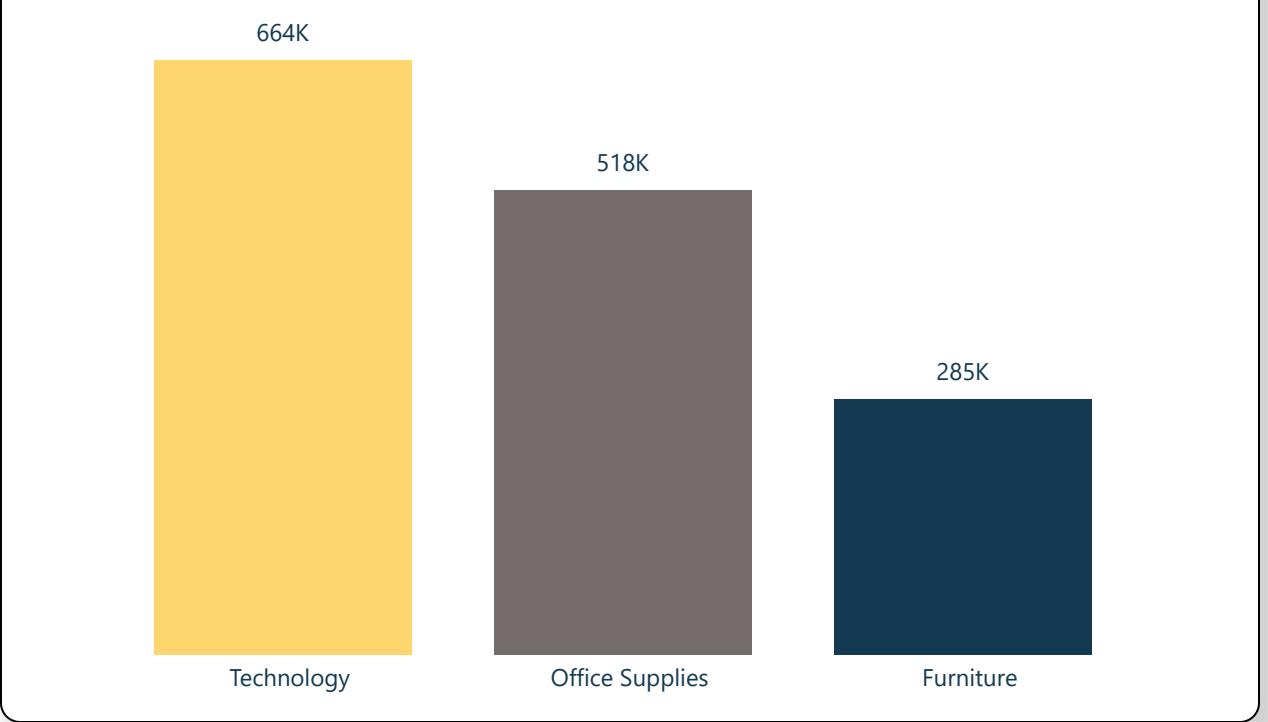
Which Markets Are Driving Our Product Returns?



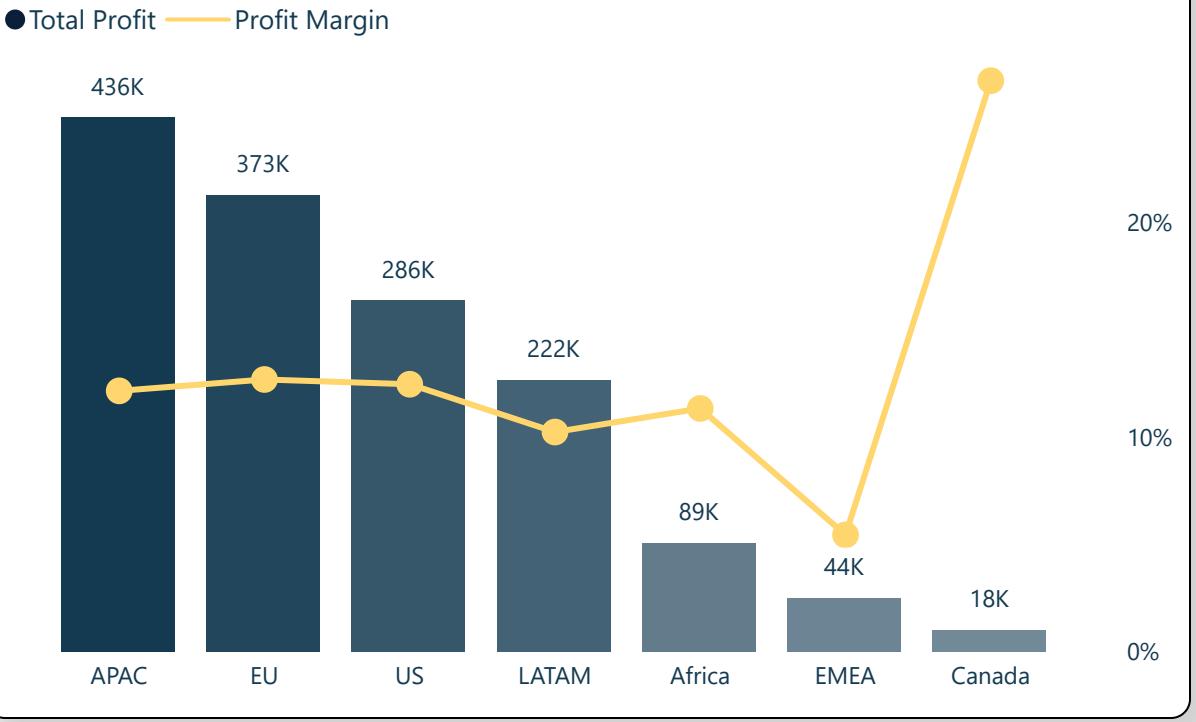
Where are we losing money?



Which Product Categories, Sub-Category Drive Our Profit?



Which Markets Are Most Profitable?



Which countries are driving our profits?

Country	Total Profit	YoY% Profit	Profit Margin
United States	286,397.02	48.48%	12.47%
China	150,683.09	45.04%	21.51%
India	129,071.84	60.81%	21.89%
United Kingdom	111,900.15	48.91%	21.17%
France	109,029.00	47.56%	12.69%
Germany	107,322.82	50.38%	17.07%
Australia	103,907.43	44.56%	11.23%
Mexico	102,818.10	43.83%	16.51%
Spain	54,390.12	60.94%	18.94%
El Salvador	42,023.24	49.47%	23.67%
Cuba	38,889.22	54.03%	24.48%
Nicaragua	33,401.44	46.67%	22.31%
Brazil	30,090.50	105.15%	8.33%
Guatemala	27,944.69	47.90%	21.23%
Iran	26,856.24	45.98%	23.61%
Austria	24,341.70	57.21%	26.30%
Total	1,915,356.96	52.15%	16.69%

Trend Analysis

Time

All

Category

All

Sub-Category

All

Market

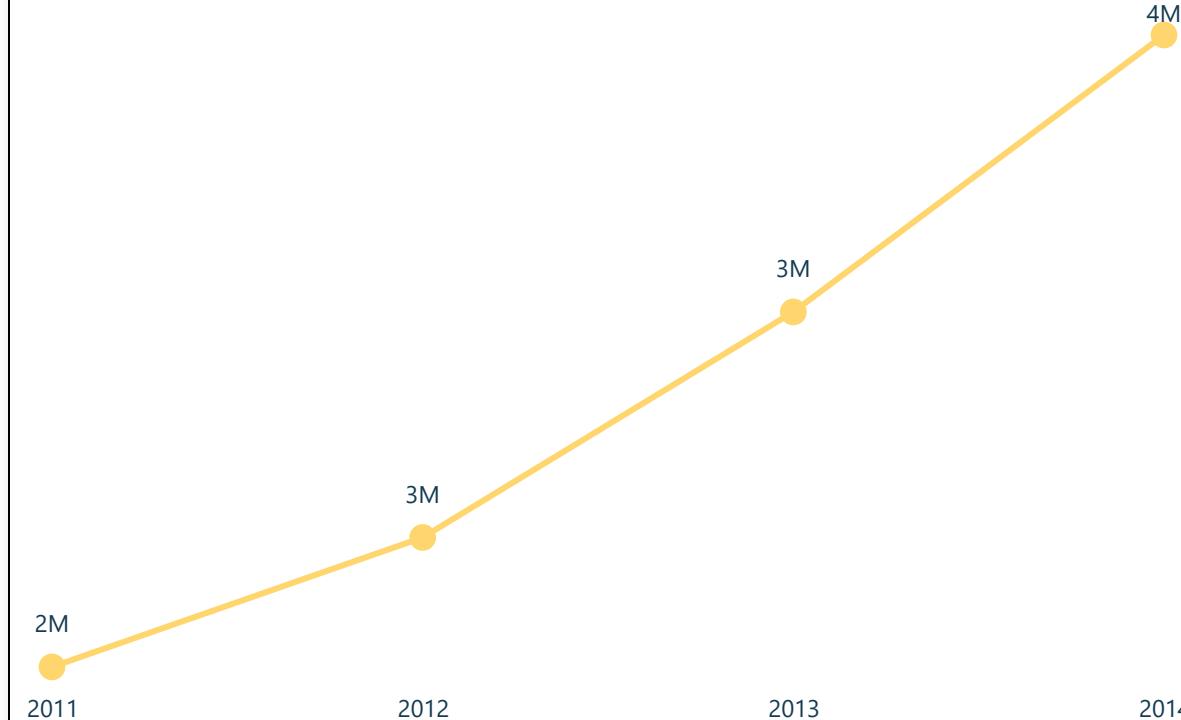
All

Country

All

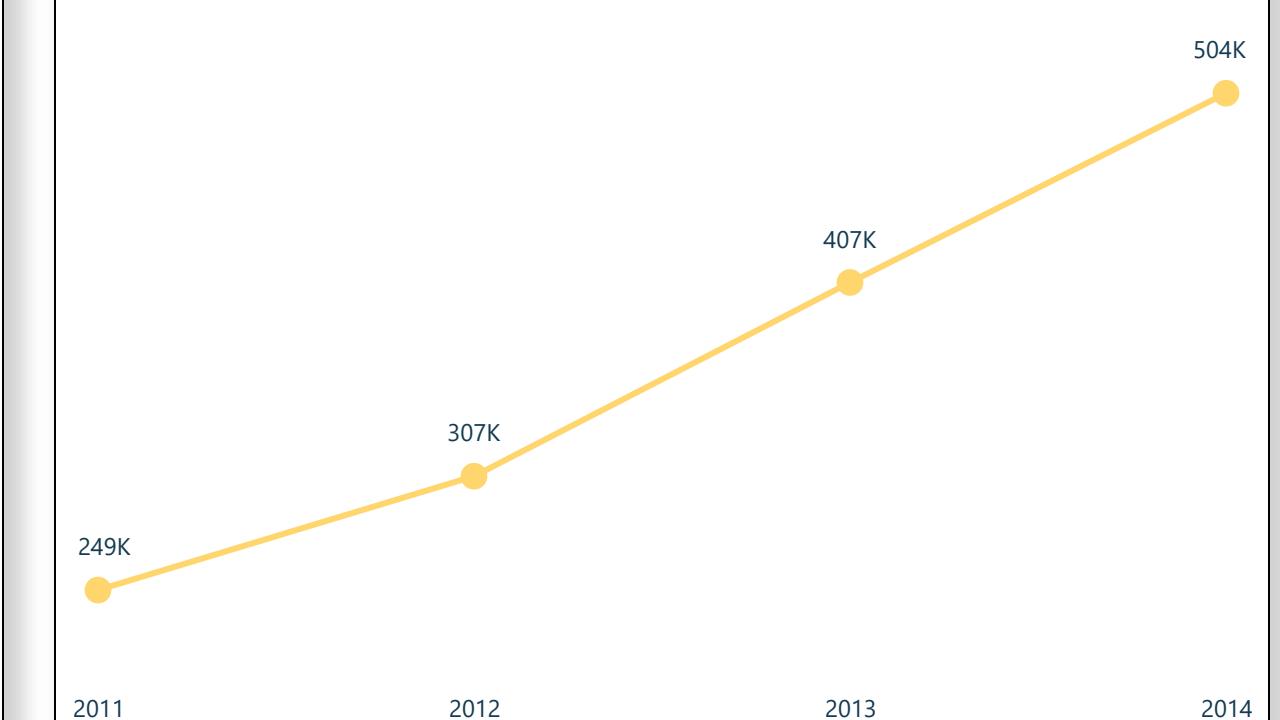
Revenue Trajectory: Are Sales Scaling Year-over-Year?

Total Sales by Year



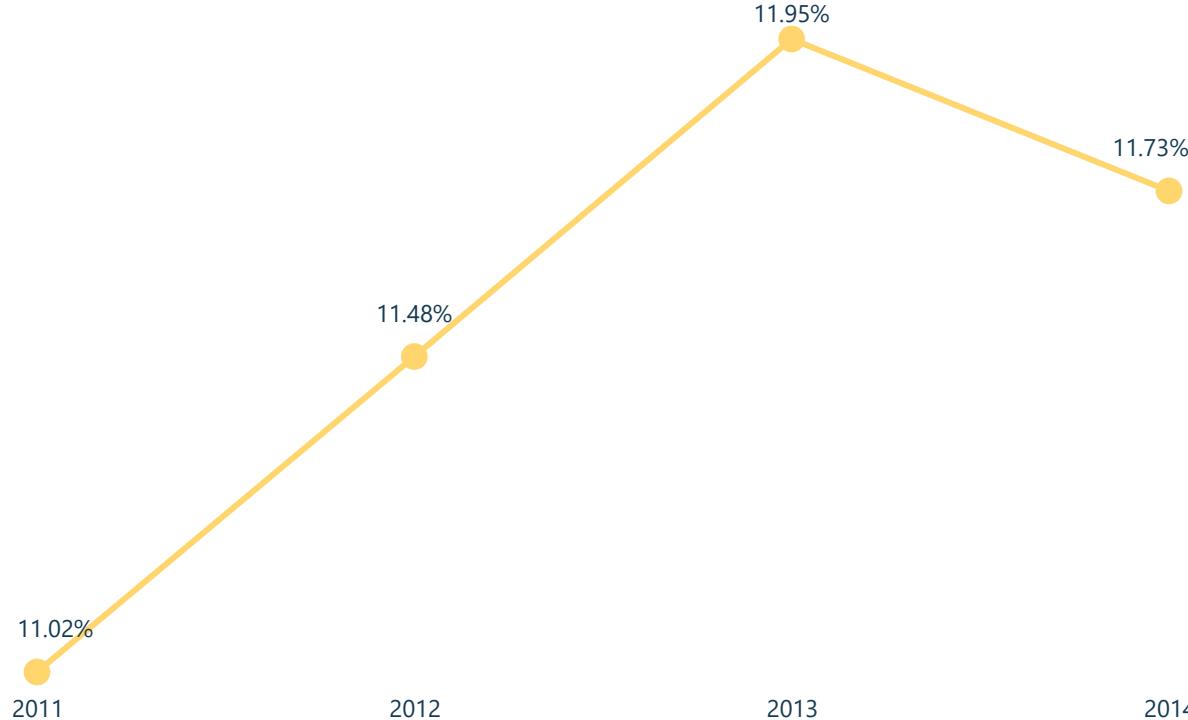
How Is Our Net Profit Growing Over Time?

Total Profit by Year



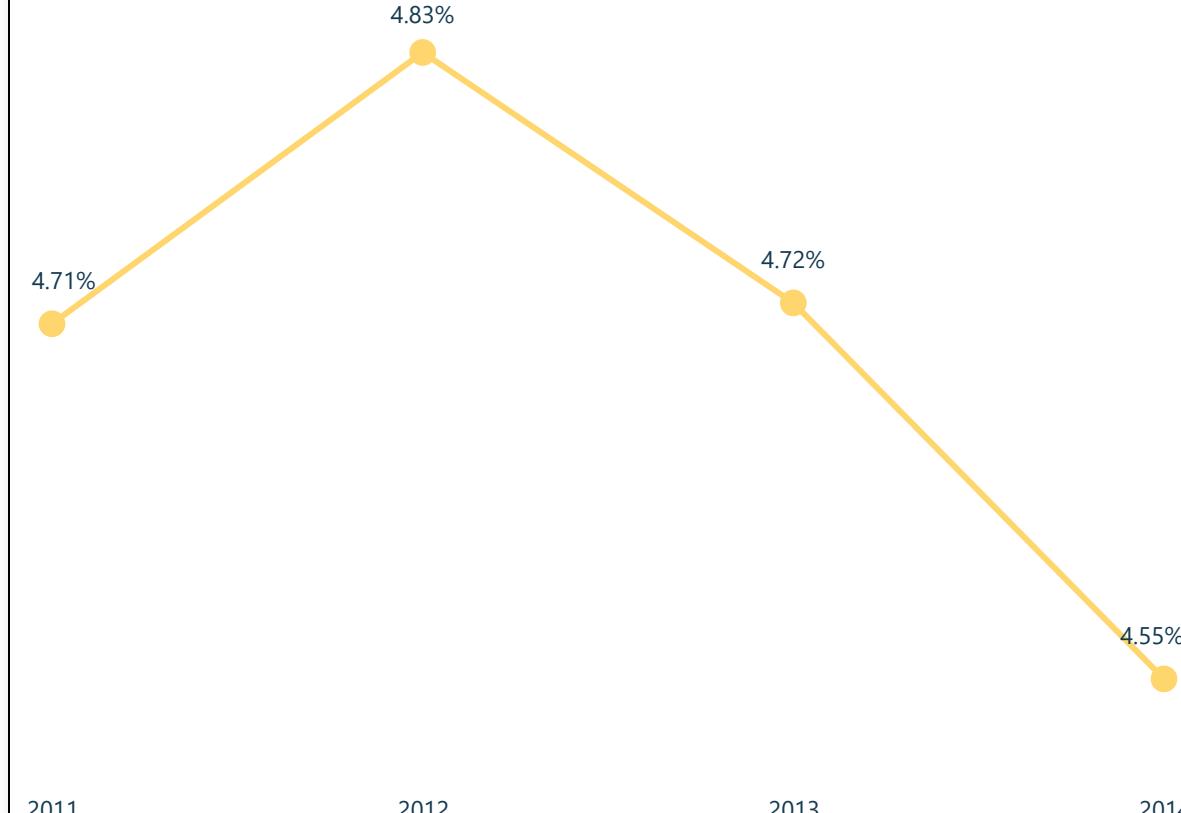
Is Our Business Becoming More Efficient?

Profit Margin by Year



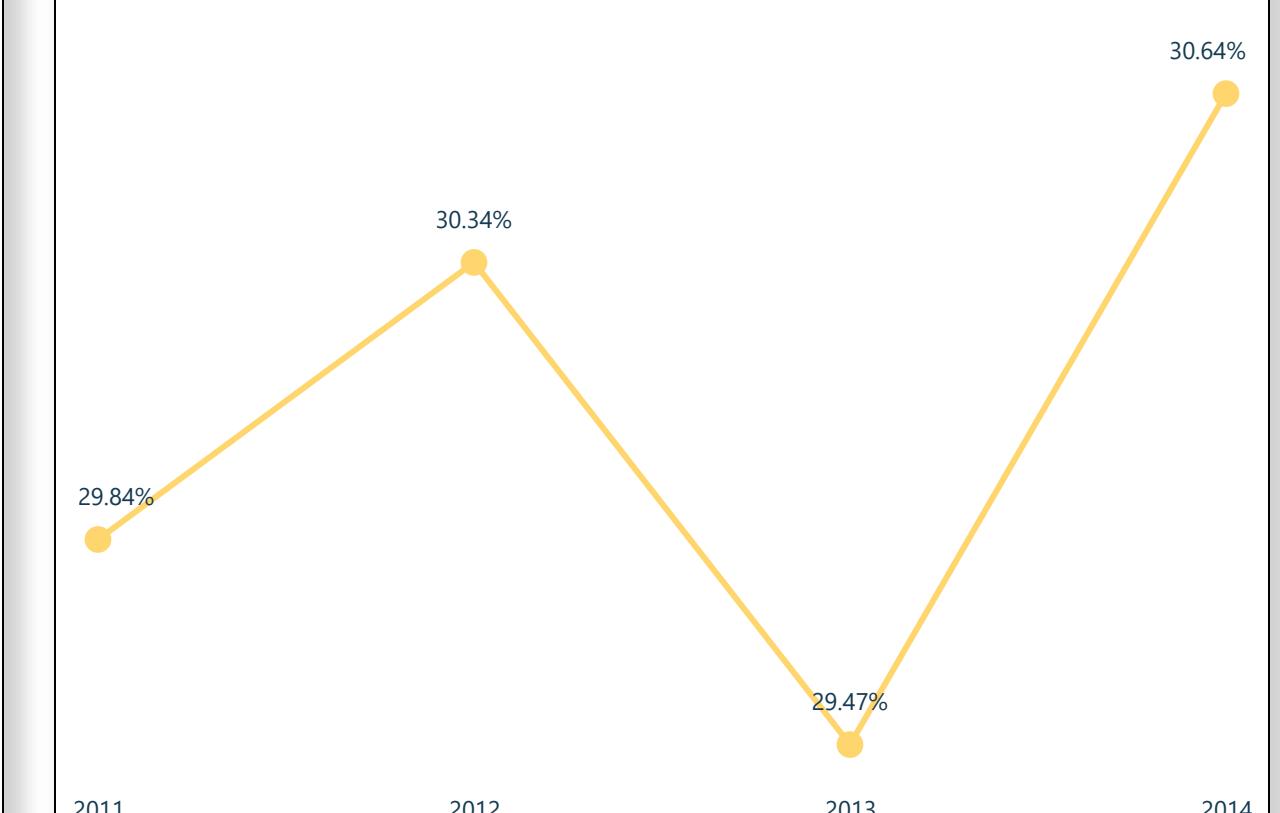
Are Return Rates Improving or Worsening?

Return Rate by Year



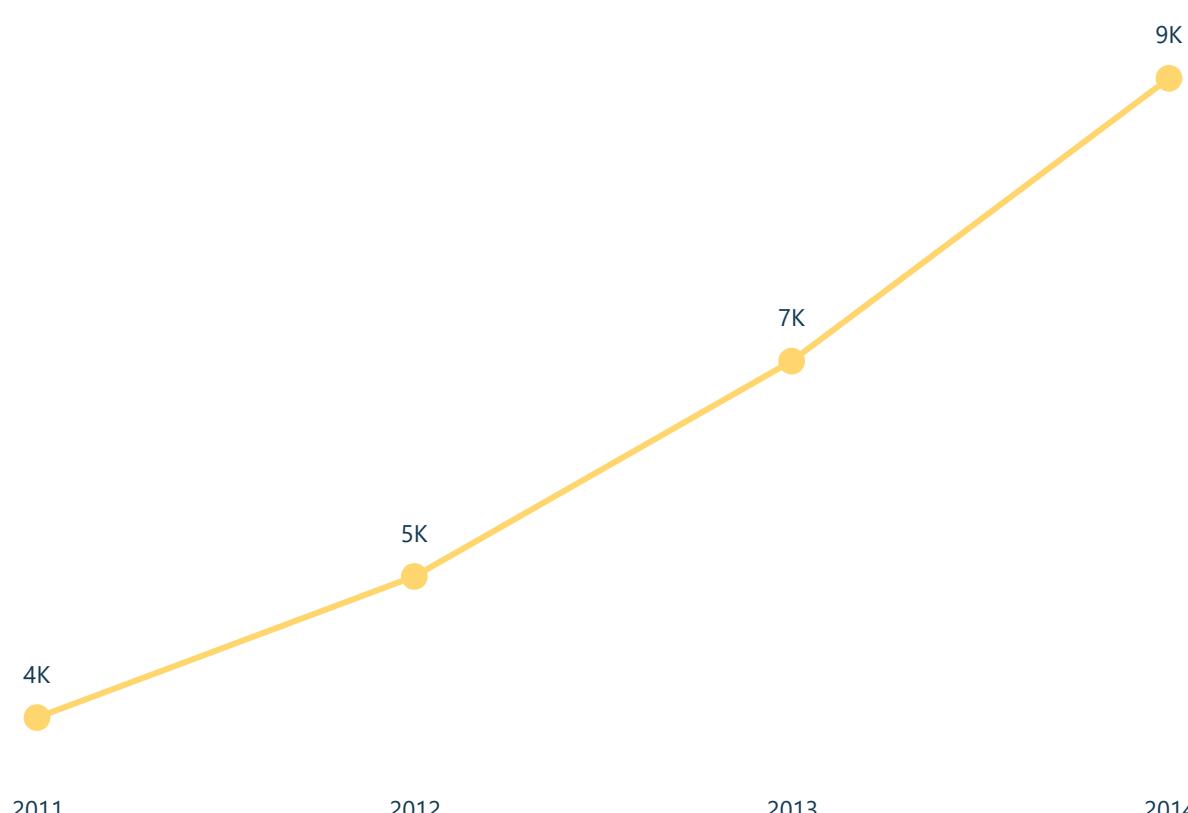
What Percentage of Orders Are Unprofitable?

Loss Order Rate by Year



How Has Order Volume Evolved Over Time?

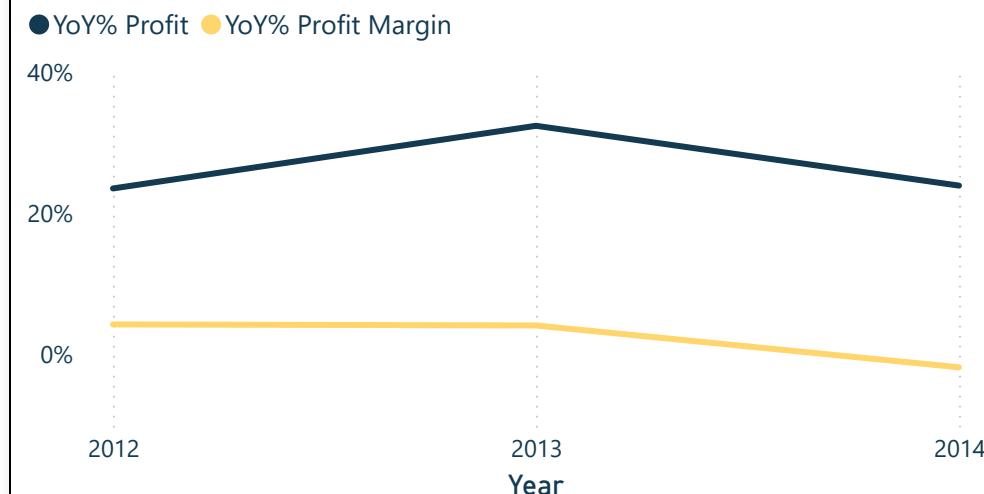
Order Count by Year



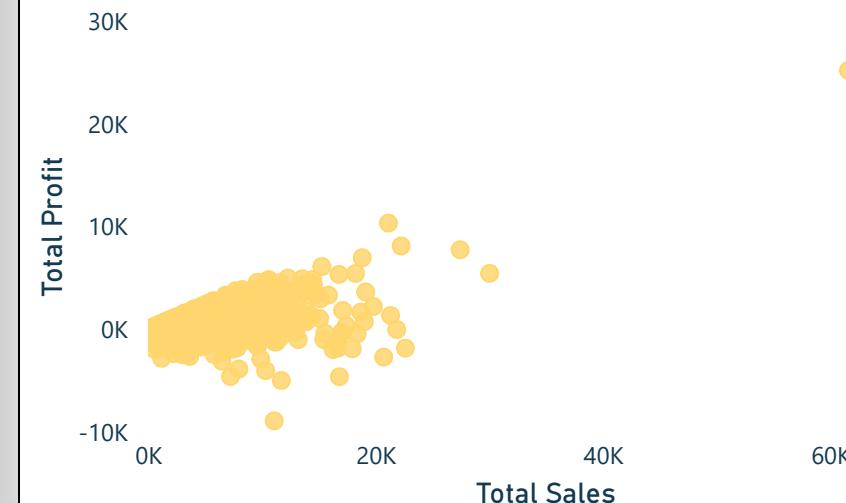
Profit Analysis

Time All Product ID All Sub-Category All Market All Country All

Year-over-Year Growth in Profit vs. Profitability



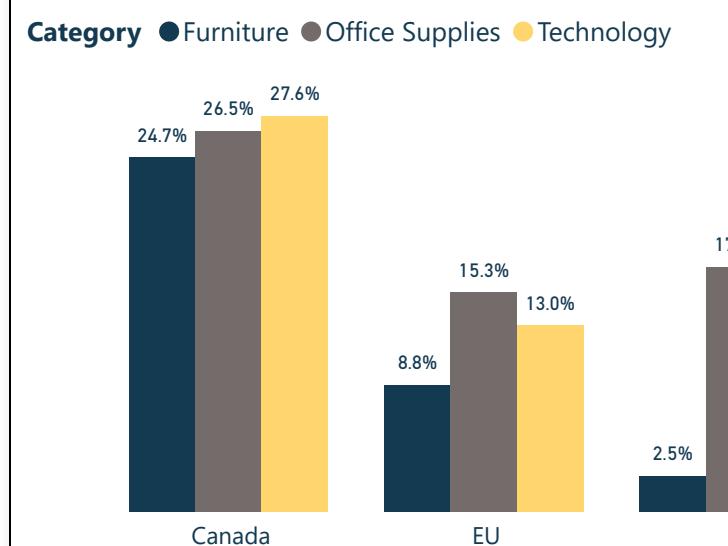
Which Products Drive Both Sales and Profit?



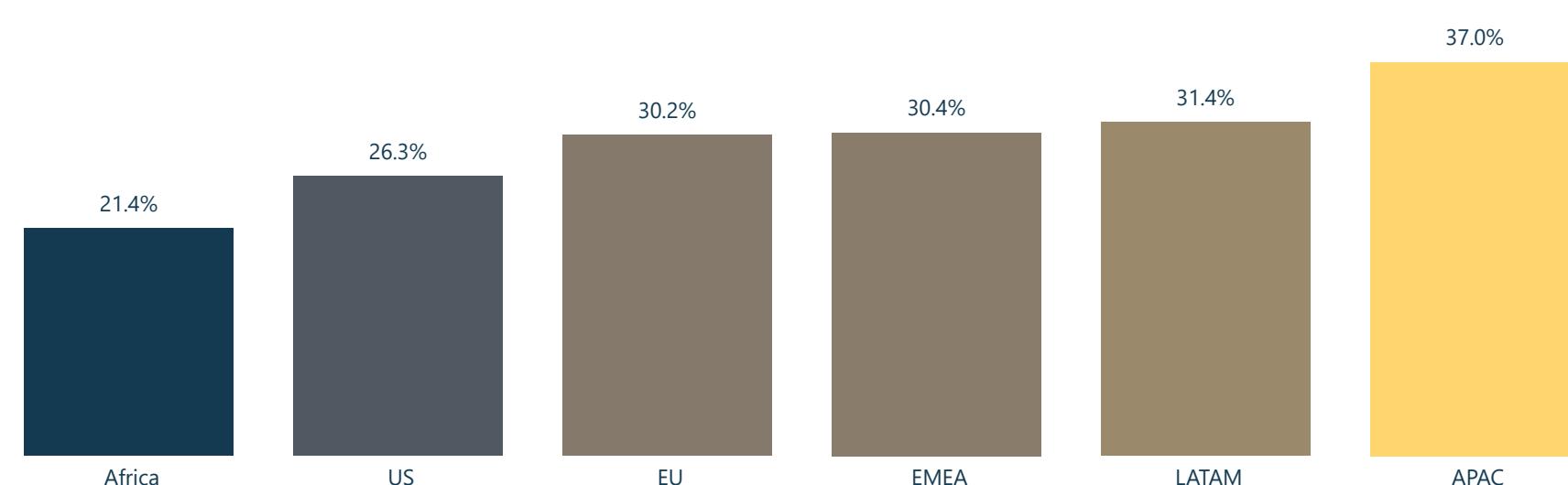
Products and Profitability Snapshot

Product ID	Category	Sub-Category	Total Sales	Total Profit	Profit Margin
TEC-CO-10004722	Technology	Copiers	61,599.82	25,199.93	40.91%
OFF-AP-10004512	Office Supplies	Appliances	21,147.08	10,345.58	48.92%
TEC-PH-10004823	Technology	Phones	22,262.10	8,121.48	36.48%
OFF-BI-10003527	Office Supplies	Binders	27,453.38	7,753.04	28.24%
TEC-CO-10001449	Technology	Copiers	18,839.69	6,983.88	37.07%
FUR-CH-10002250	Furniture	Chairs	15,289.64	6,123.26	40.05%
TEC-PH-10004664	Technology	Phones	30,041.55	5,455.95	18.16%
OFF-AP-10002330	Office Supplies	Appliances	18,247.82	5,452.46	29.88%
TEC-PH-10000303	Technology	Phones	16,796.74	5,356.81	31.89%
FUR-CH-10002203	Furniture	Chairs	12,301.20	5,003.10	40.67%
TEC-PH-10000169	Technology	Phones	13,552.01	4,938.56	36.44%
FUR-BO-10004852	Furniture	Bookcases	14,474.87	4,861.07	33.58%
Total			12,642,501.91	1,467,457.29	11.61%

Where Do We Earn the Highest Margins?



Proportion of Unprofitable Orders by Market



Drill Down Profit by Market > Region > Country

