

Business Overview

Clear all filters

Time

All

Category

All

Sub-Category

All

Market

All

Country

All

Total Sales

12.64M

Total Profit

1.47M

Order Count

25K

Profit Margin

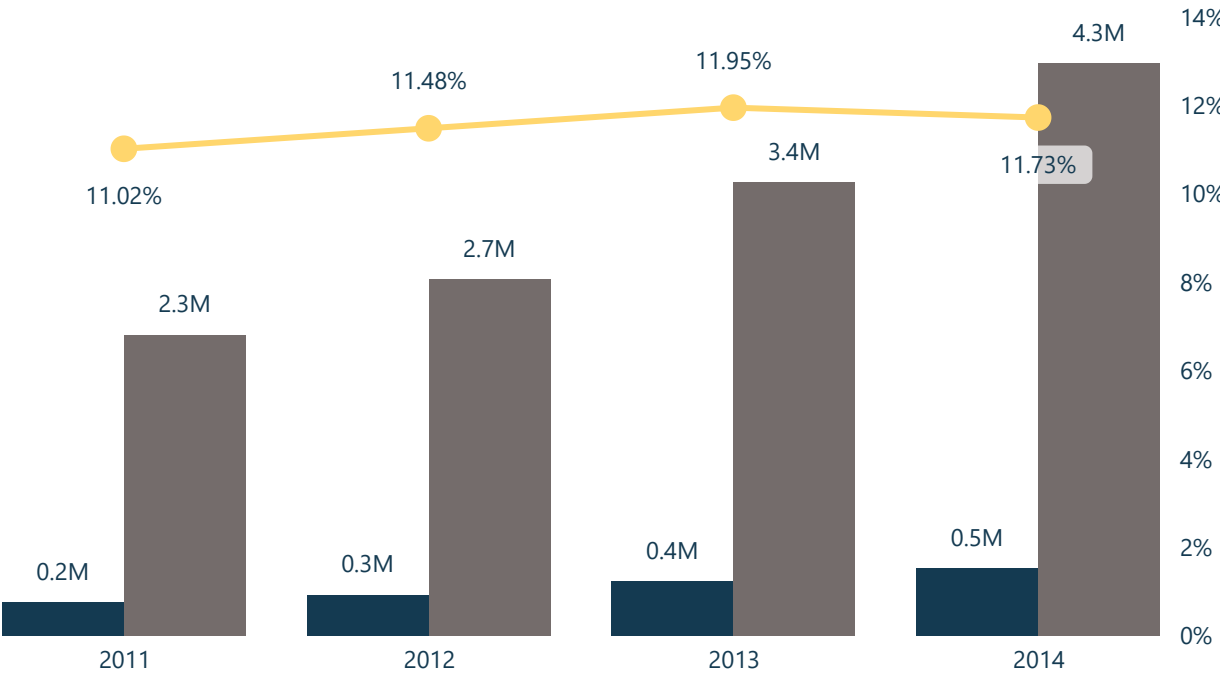
11.61%

Return Rate

4.68%

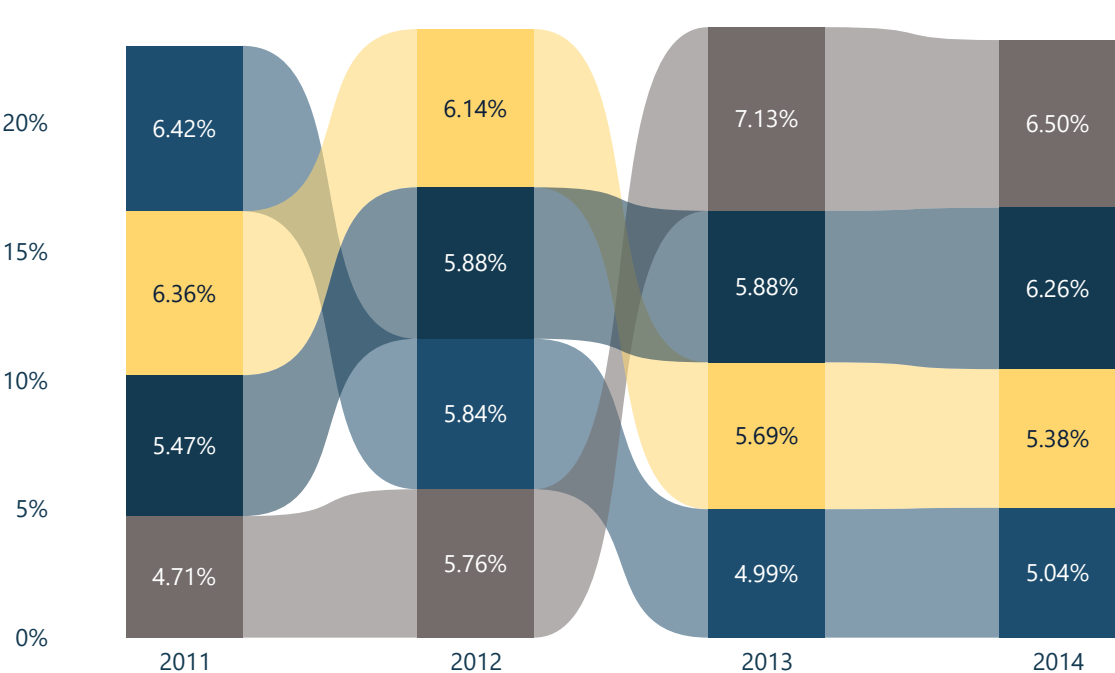
How Has Our Sales and Profit Evolved Over the Years?

● Total Profit ● Total Sales — Profit Margin

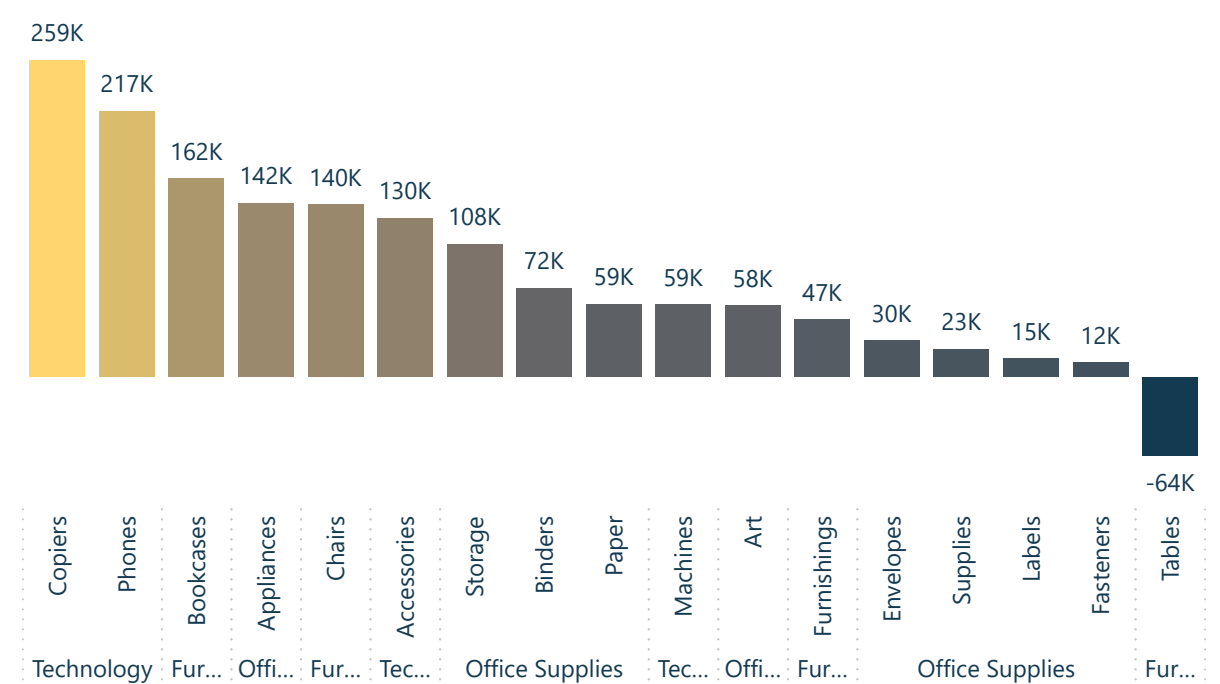


Which Markets Are Driving Our Product Returns?

Market ● APAC ● EU ● LATAM ● US

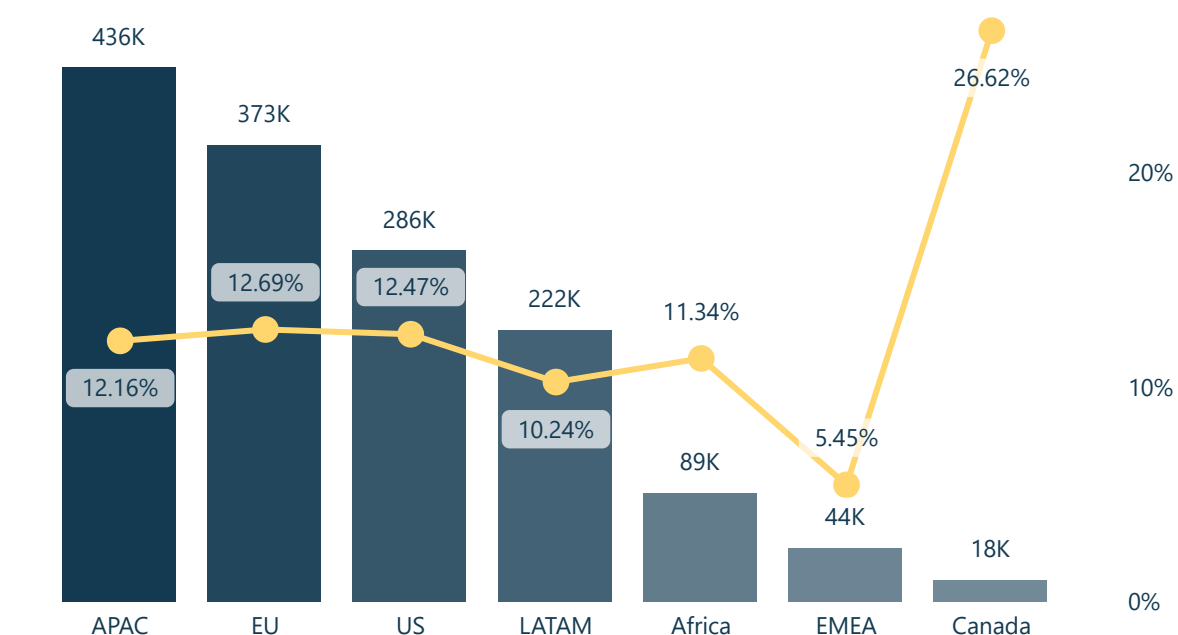


Which Product Categories, Sub-Category Drive Our Profit?



Which Markets Are Most Profitable?

● Total Profit — Profit Margin



1. Profit Growing

2. Profit Declining

3. Loss Narrowing

4. Loss Widening

5. New or Reactivat...

How are Performance of each Country?

Country	Total Profit	Latest Year Growth	Profit Margin
United States	286,397.02	14.41%	12.47%
China	150,683.09	5.22%	21.51%
India	129,071.84	48.37%	21.89%
United Kingdom	111,900.15	32.70%	21.17%
France	109,029.00	8.41%	12.69%
Germany	107,322.82	33.44%	17.07%
Australia	103,907.43	11.09%	11.23%
Mexico	102,818.10	11.85%	16.51%
Spain	54,390.12	27.14%	18.94%
El Salvador	42,023.24	5.64%	23.67%
Cuba	38,889.22	14.44%	24.48%
Nicaragua	33,401.44	7.29%	22.31%
Brazil	30,090.50	681.39%	8.33%
Guatemala	27,944.69	2.97%	21.23%
Iran	26,856.24	-11.43%	23.61%
Austria	24,341.70	54.29%	26.30%
Japan	24,328.47	72.28%	24.14%
Morocco	22,761.42	27.19%	26.14%
Russia	22,536.45	45.23%	27.18%
South Africa	21,936.63	37.61%	23.02%
Democratic Republic of the Congo	21,860.58	-25.97%	25.01%
Total	1,467,457.29	23.89%	11.61%

- **Profit Growing:** **Positive** profit margin, **positive** YoY growth
- **Profit Declining:** **Positive** profit margin, **negative** YoY growth
- **Loss Narrowing:** **Negative** profit margin, **positive** YoY growth
- **Loss Widening:** **Negative** profit margin, **negative** YoY growth
- **New-Reactivated:** New or discontinuous profit history countries

Trend Analysis

Clear all filters

Time

All

Category

All

Sub-Category

All

Market

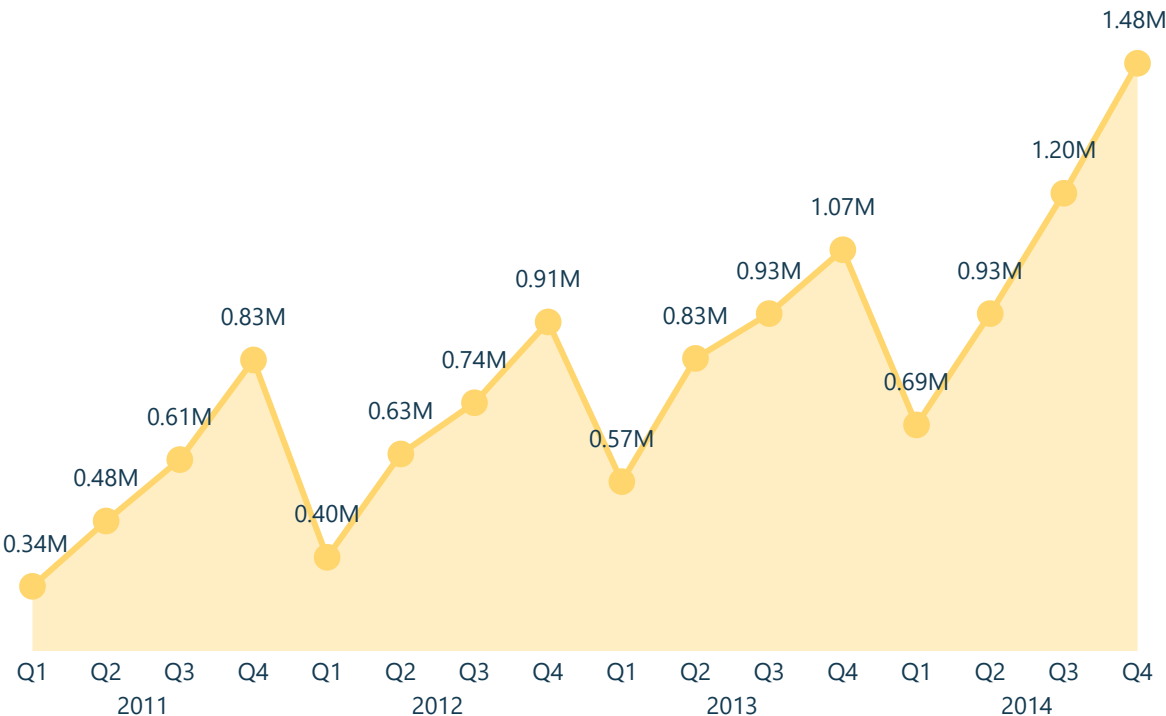
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Country

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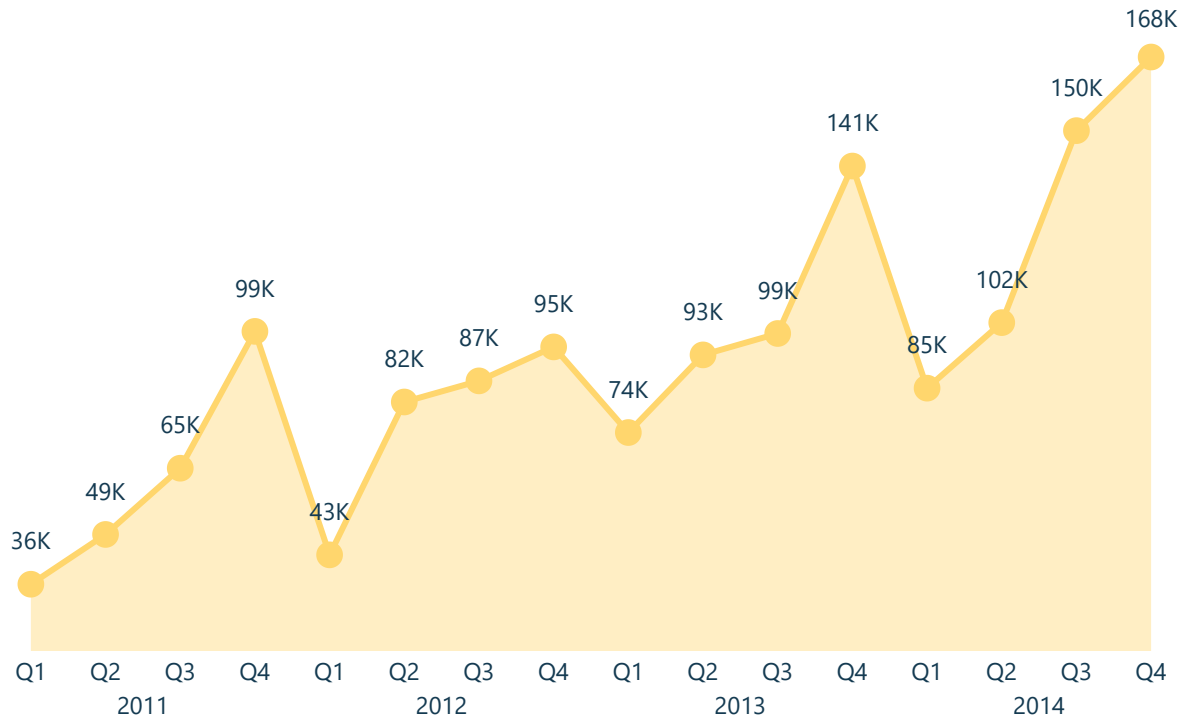
Revenue Trajectory: Are Sales Scaling Year-over-Year?

Total Sales by Year and Quarter Name



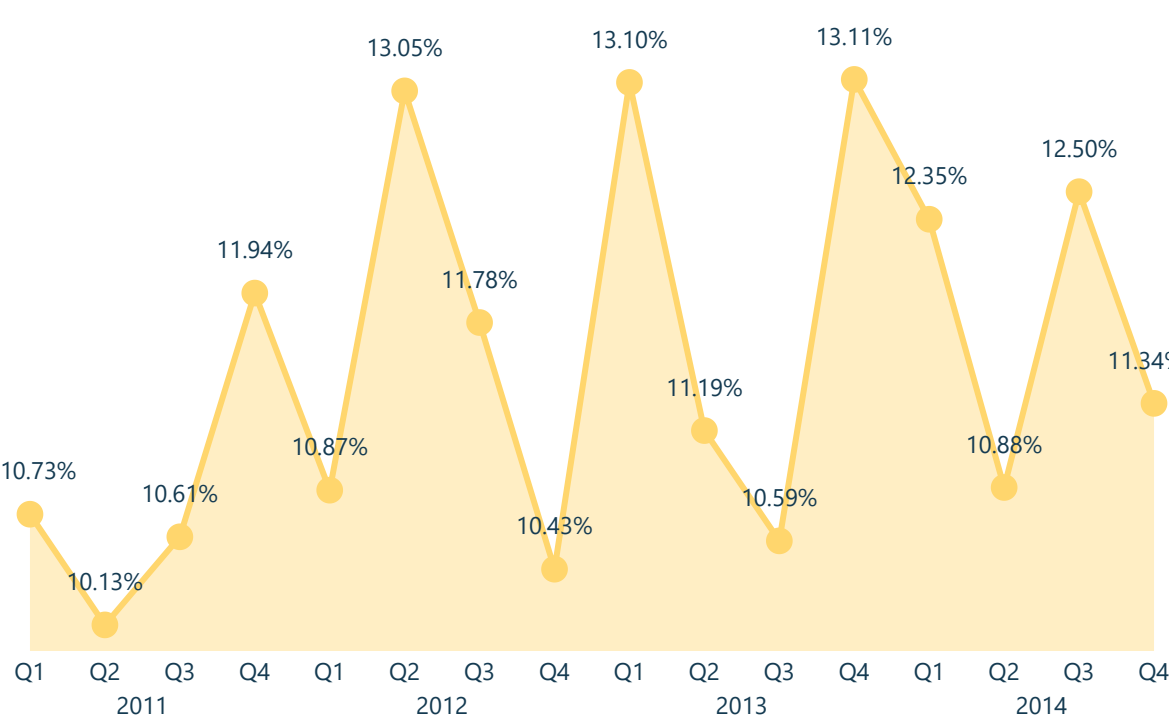
How Is Our Net Profit Growing Over Time?

Total Profit by Year and Quarter Name



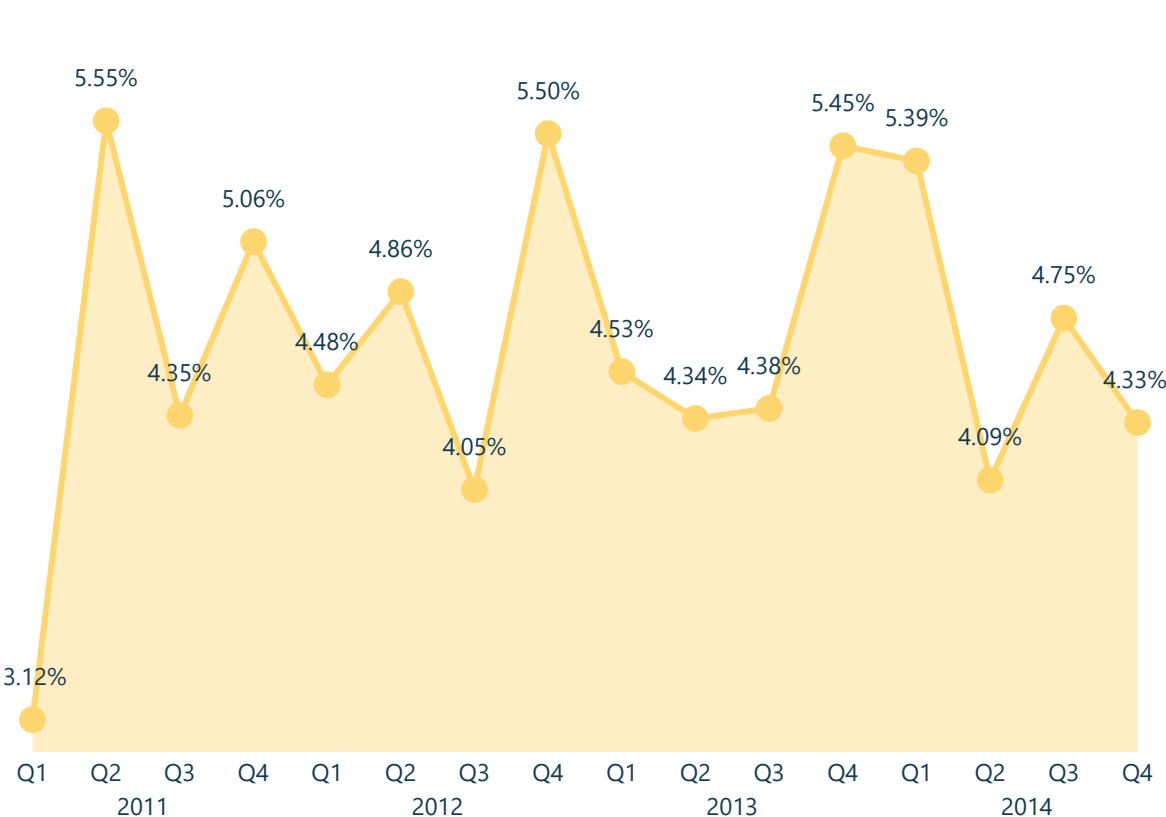
Is Our Business Becoming More Efficient?

Profit Margin by Year and Quarter Name



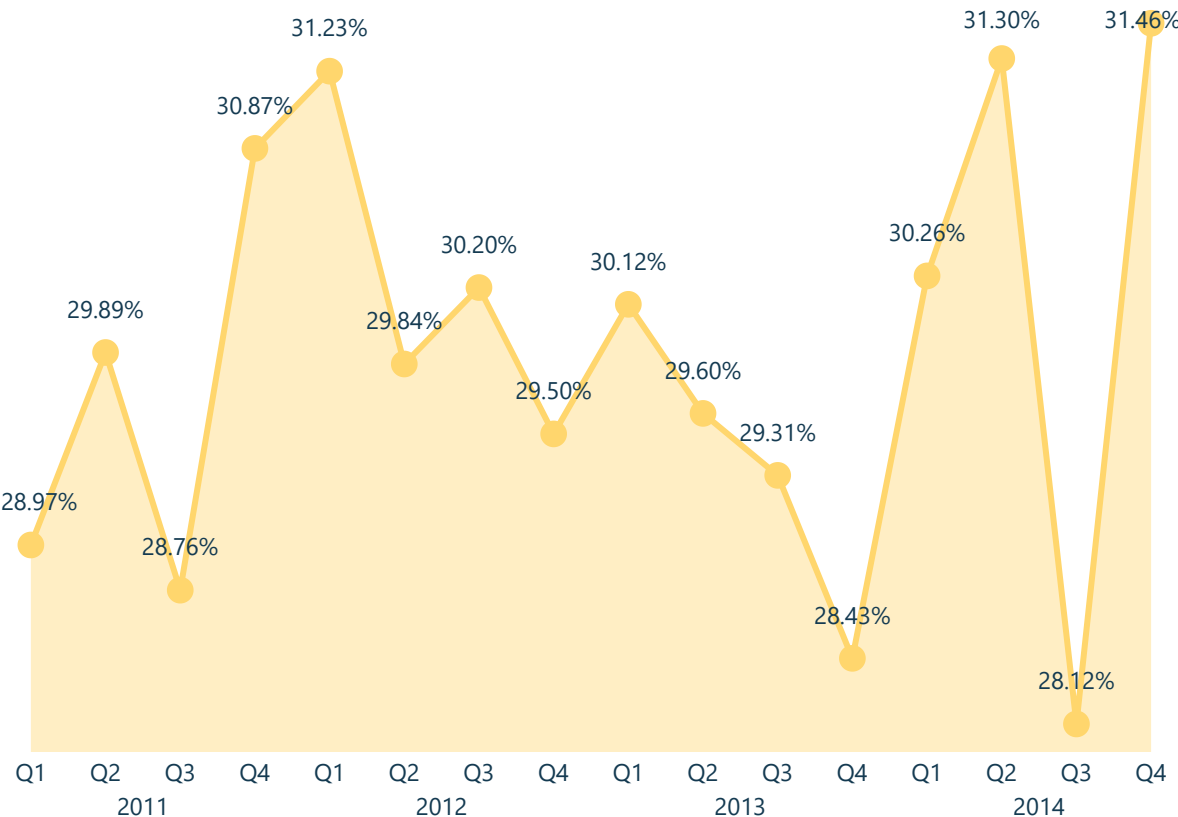
Are Return Rates Improving or Worsening?

Return Rate by Year and Quarter Name



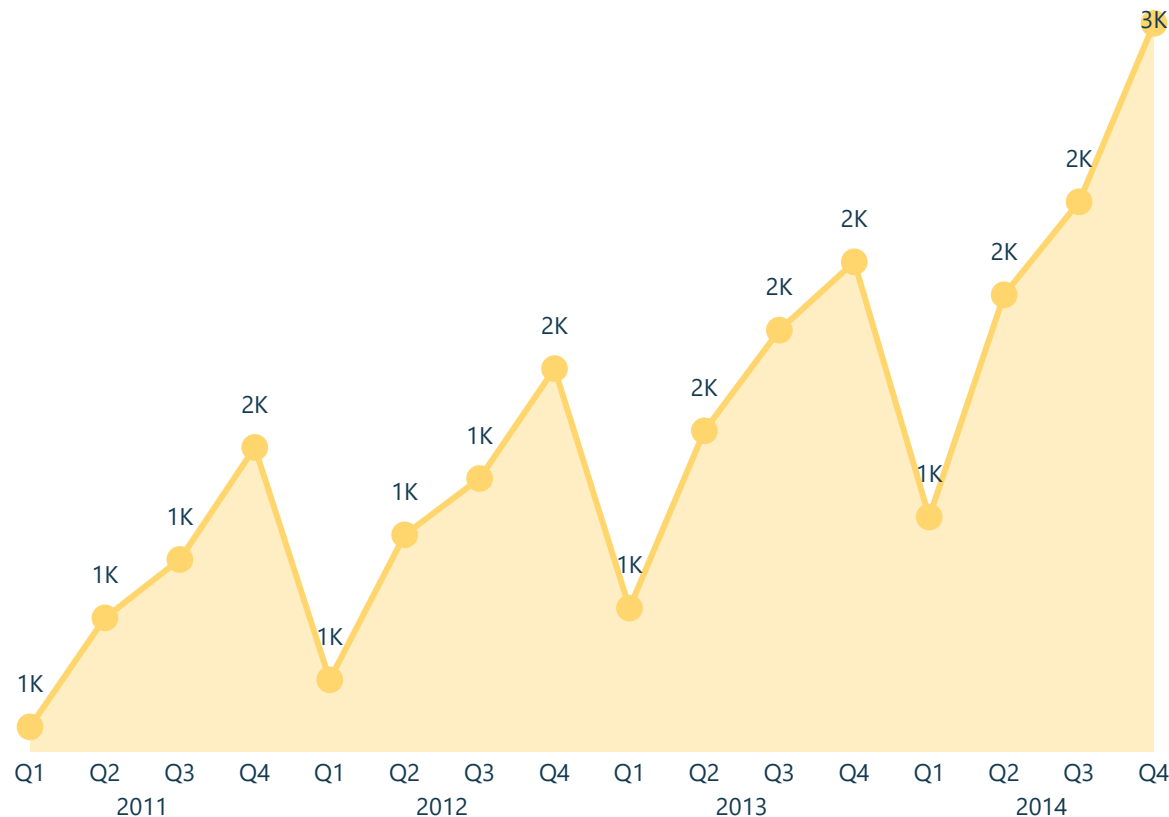
What Percentage of Orders Are Unprofitable?

Loss Order Rate by Year and Quarter Name



How Has Order Volume Evolved Over Time?

Order Count by Year and Quarter Name



Profit Analysis

Clear all filters

Time

All

Product ID

All

Sub-Category

All

Market

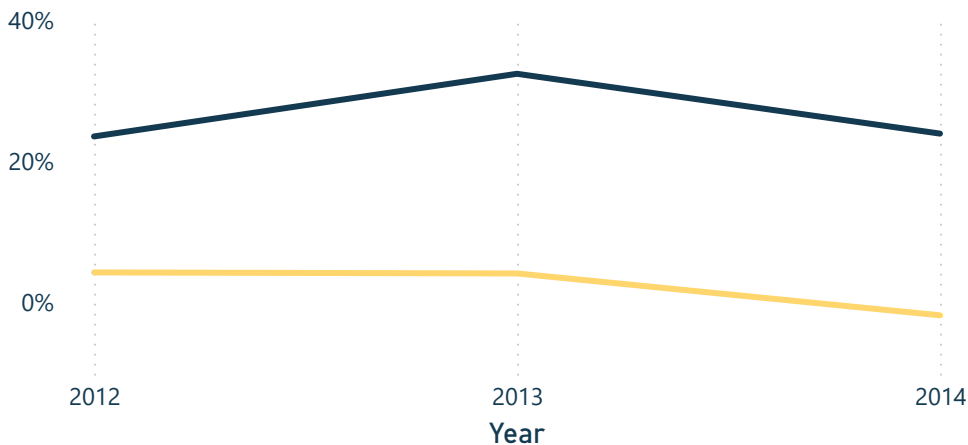
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Country

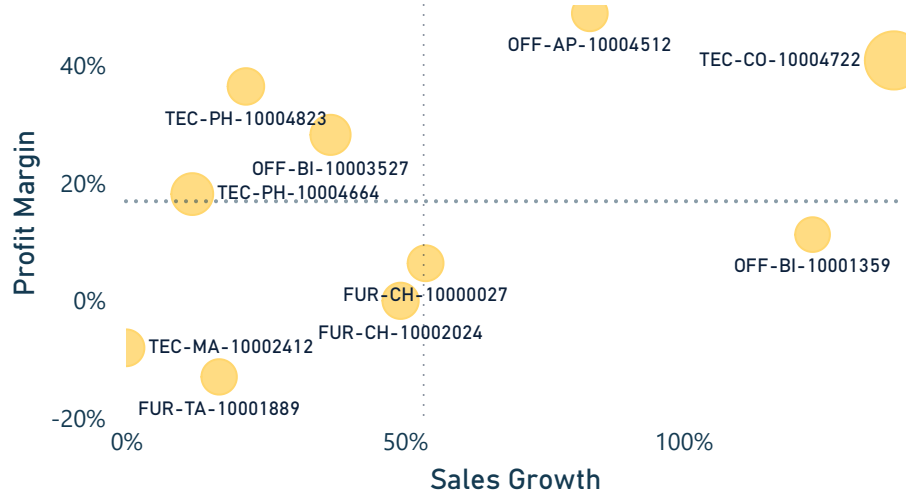
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Year-over-Year Growth in Profit vs. Profitability

● YoY% Profit ● YoY% Profit Margin



Profitability and Growth of Top 10 Products by Sales



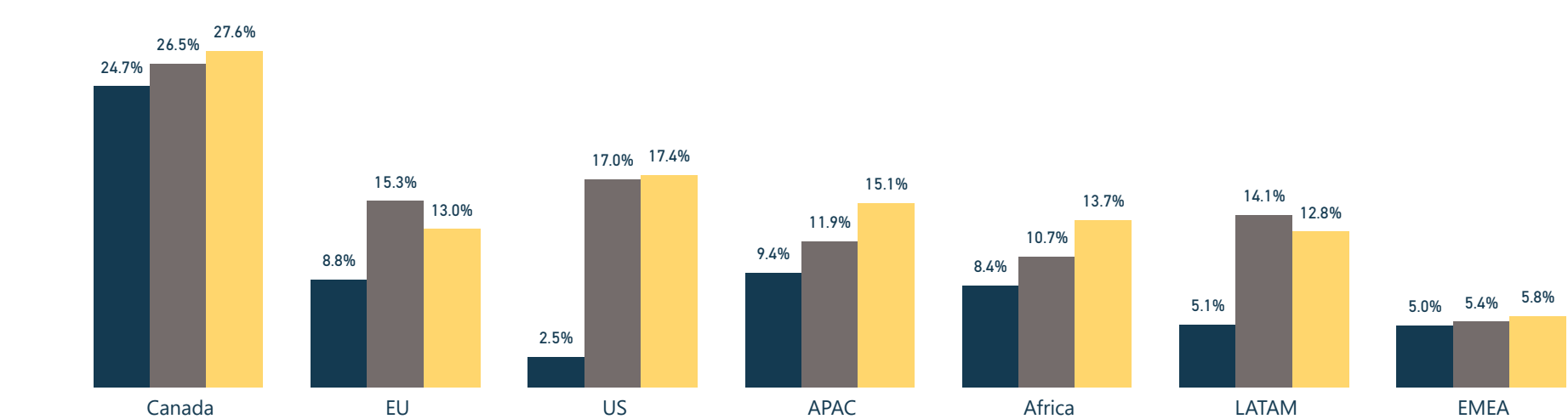
Products and Profitability Snapshot

✖ : Negative | ⚠ : 0-20% | ✔ : >20%

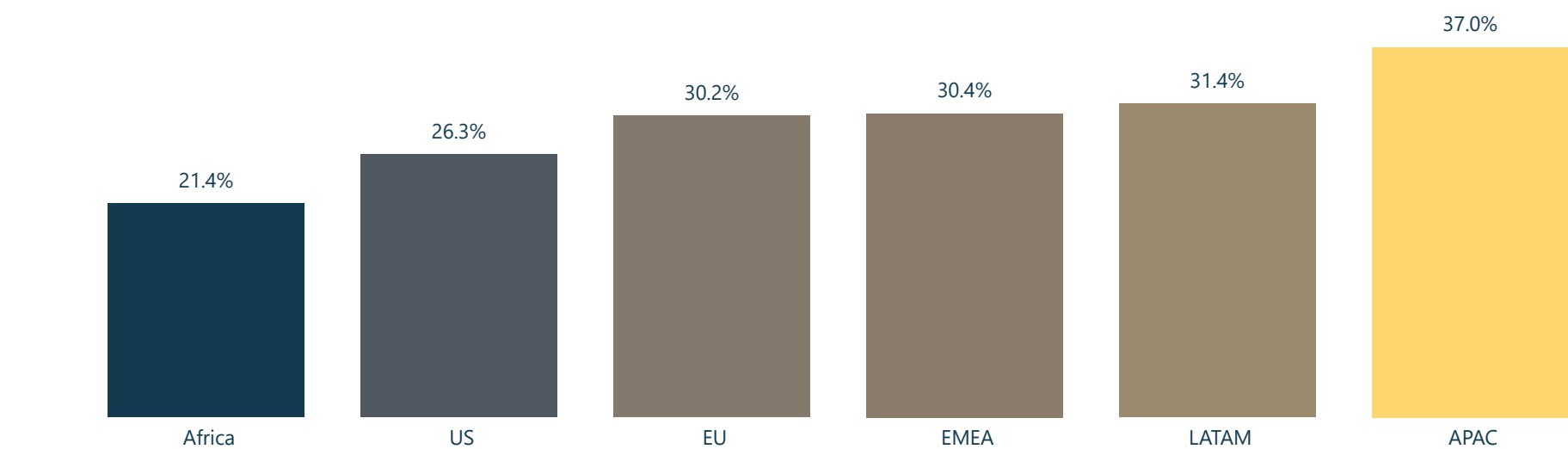
Product ID	Category	Sub-Category	Total Sales	Total Profit	Profit Margin
TEC-CO-10004722	Technology	Copiers	61,599.82	25,199.93	✔ 40.91%
OFF-AP-10004512	Office Supplies	Appliances	21,147.08	10,345.58	✔ 48.92%
TEC-PH-10004823	Technology	Phones	22,262.10	8,121.48	✔ 36.48%
OFF-BI-10003527	Office Supplies	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%
Total			12,642,501.91	1,467,457.29	11.61%

Where Do We Earn the Highest Margins?

Category ● Furniture ● Office Supplies ● Technology



Proportion of Unprofitable Orders by Market



Drill Down Profit by Market > Region > Country

