

Company Business Analysis

The EMEA market has significantly thrived in revenue, achieving close to 121% growth in sales within 3 years. However, the EMEA market has the lowest total revenue and return-of-sales ratio relative to the other makets.	The EMEA market experienced a significant drop in new customers between 2018 and 2019, and has had zero new customers for 2 consecutive years. The next 3 dashboards may explain the reason for these 2 issues.	Critical-priority second-class orders costs nearly 64% more than critical-priority same-day orders, despite the latter having a shorter shipping time of 2 days. High-priority standard-class and medium-priority second-class orders take the same time to ship, but the former is more expensive.	There are more non-discounted orders than discounted ones. Furthermore, discounted orders seem to generate losses instead, with the largest loss being close to \$15,000 for Furnitures, in 2021.	The EMEA market has a higher shipping cost to sales ratio as compared to the EU market, with the exception of 2020. The large difference in the total earnings in the EMEA market suggests that a substantial amount of revenue generated may be allocated towards expenses other than shipping.
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An Overview: Company’s Performance

A comparison across the markets. Mouseover for more detail.

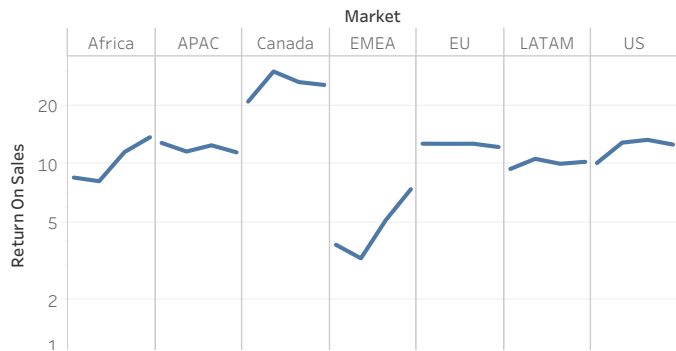
Yearly Sales Growth

taking 2018 as base year.

Market	2019	2020	2021
Africa	13.6%	80.1%	122.5%
APAC	19.1%	52.6%	89.2%
Canada	89.2%	125.2%	172.2%
EMEA	19.6%	50.2%	121.1%
EU	36.1%	59.9%	117.7%
LATAM	19.6%	59.0%	83.5%
US	-3.1%	25.9%	51.6%

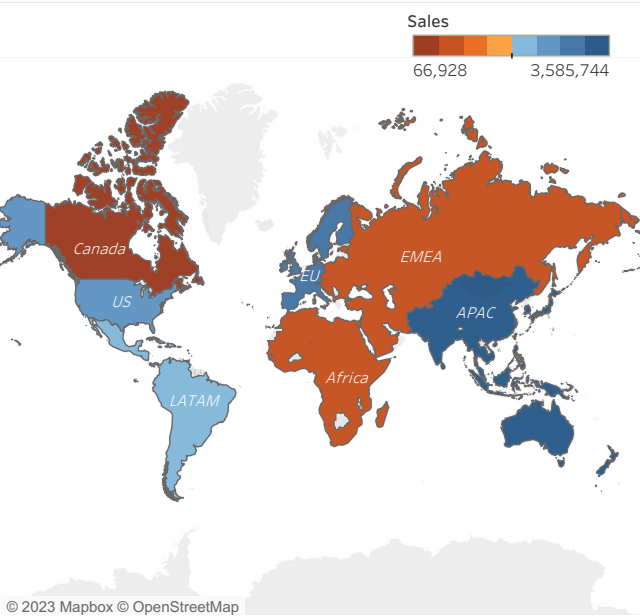
Yearly Return On Sales

Ratio of total profits relative to total sales.



Total Sales

Sales is measured by the intensity of colour; red being the least and blue most.

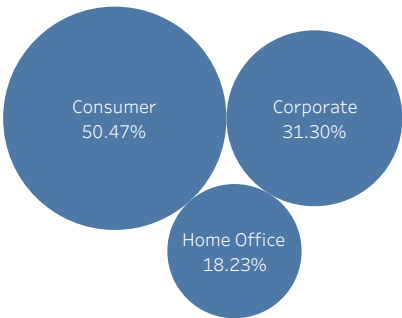


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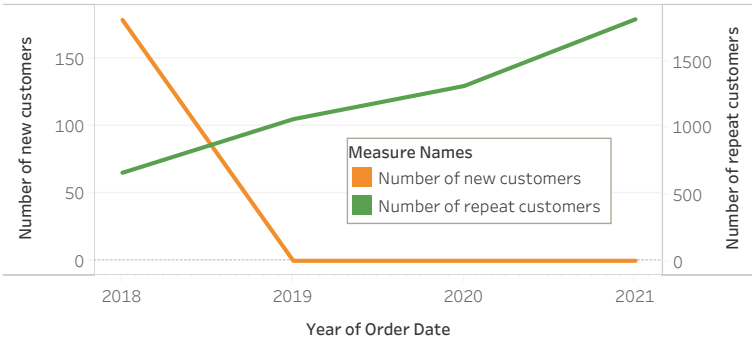
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Customer Analysis within the EMEA Market

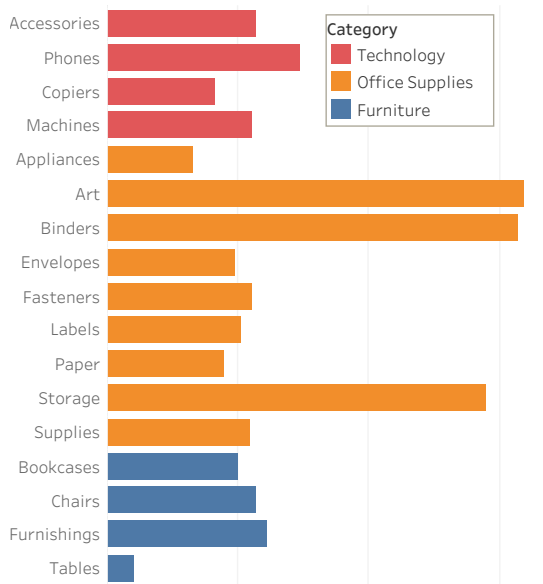
Type Of Customers



Customer Loyalty



Quantity Sold



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Operational Performance within the EMEA Market

Days Taken To Ship Order



Shipping Mode Against Order Priority

Mode Of Shipping	Order Priority			
	Critical	High	Medium	Low
Same Day	72	132	96	
First Class	176	317	207	
Second Class	140	357	496	
Standard Class		700	2,100	236

Average Cost of Shipping of Office Supplies

Ship Mode	Order Priority			
	Critical	High	Medium	Low
Same Day	13.62	10.46	12.26	
First Class	17.78	10.52	9.76	
Second Class	22.35	9.61	9.11	
Standard Class		10.63	5.53	9.70

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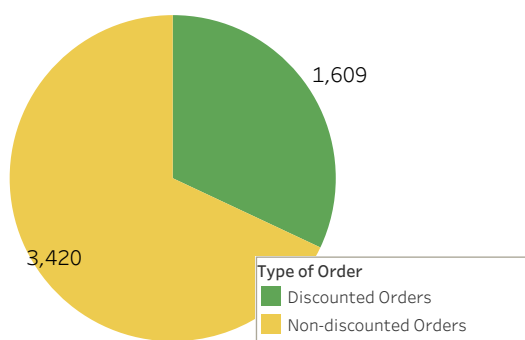
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Discount Analysis within the EMEA Market

Proportion of Discounted Orders



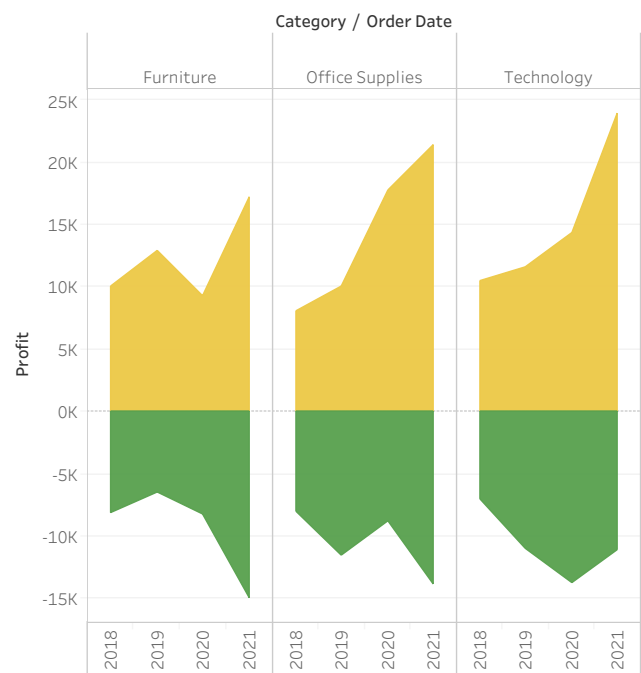
Difference in number of discounted and non-discounted orders

Taking discounted order minus non-discounted order.

Category	Year of Order Date			
	2018	2019	2020	2021
Furniture	-70	-60	-41	-109
Office Supplies	-187	-208	-356	-436
Technology	-55	-58	-83	-148

Order Difference
-436 -41

Category Profit Comparison



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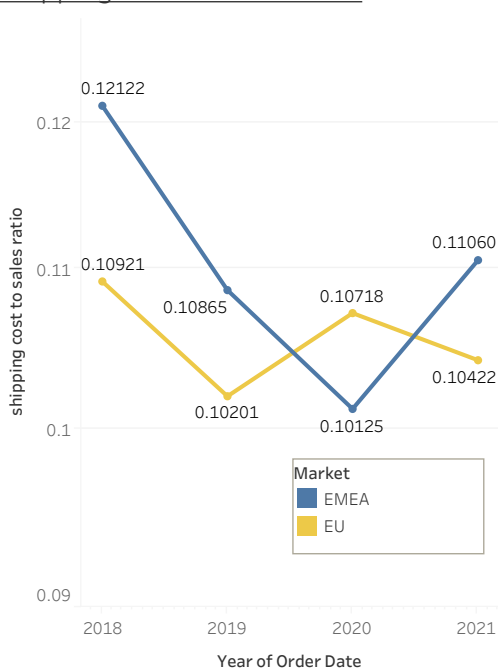
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Cost Analysis

Comparison between the EMEA Market and the EU Market.

Shipping Cost to Sales Ratio



Total Earnings Comparison

Comparison between total profit and the difference in total sales and shipping costs over the years.

