

Global Electronics Retailer
Executive Summary Dashboard

Overview

Products

Customers

Channel

Delivery

2016

2017

2018

2019

2020

Q1

Q2

Q3

Q4

Best Sellers

Low Performers

Potential Stars

Steady Movers

In-Store

Online

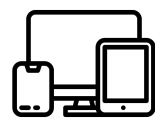
Australia

Europe

North America

Number of Products

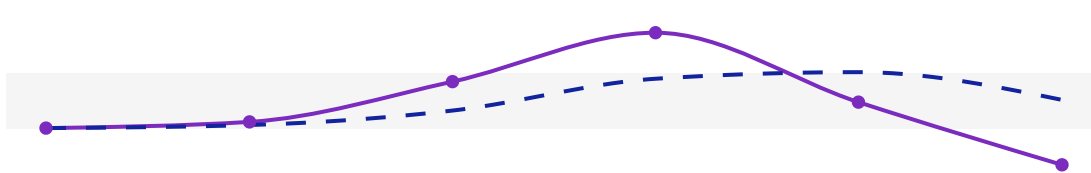
2,251



Units Sold

44,498

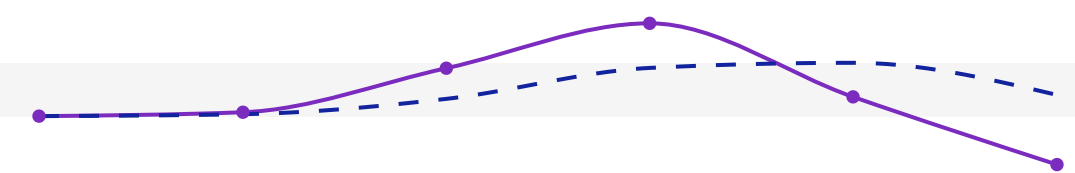
vs PV: 24,798 79.4%



Revenue

\$12.79M

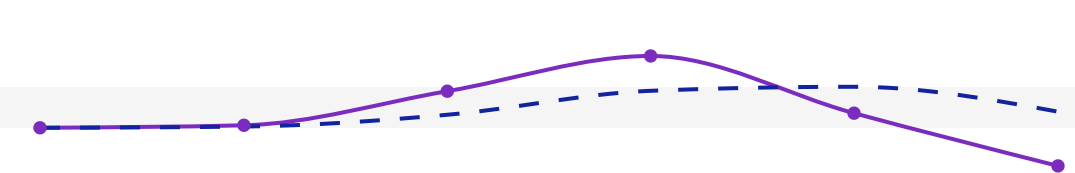
vs PV: \$7.42M 72.3%



Profit

\$7.46M

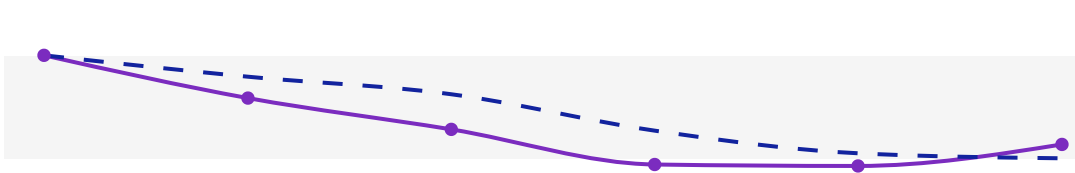
vs PV: \$4.34M 72.1%



AOV

\$2,144.00

vs PV: \$2,262.63 -5.2%

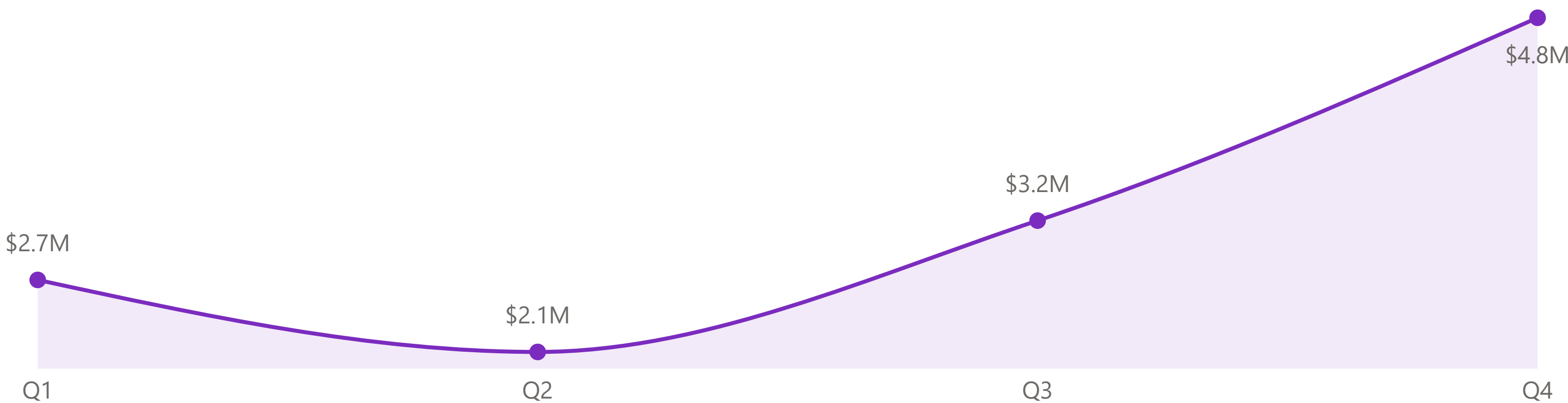


Revenue

Revenue YoY % ▲

Profit

Profit YoY % ▲



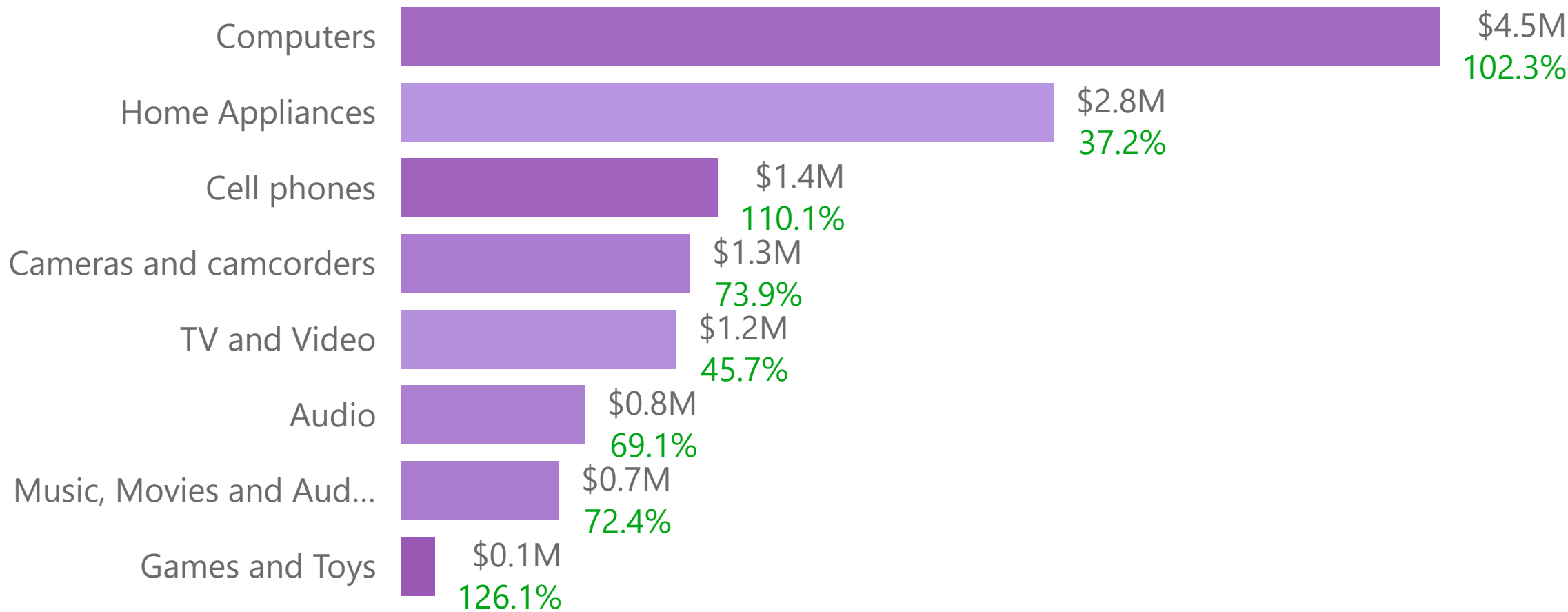
Top 20 Most Profitable Products in 2018

Product Name	Revenue	Profit	Units Sold
Adventure Works Desktop PC2.33 XD233 Silver	\$133.72K	\$89.42K	138
Adventure Works Desktop PC2.33 XD233 White	\$131.78K	\$88.12K	136
WWI Desktop PC2.33 X2330 Black	\$131.42K	\$87.88K	143
Adventure Works Desktop PC2.33 XD233 Black	\$115.31K	\$77.11K	119
Adventure Works 52" LCD HDTV X590 Black	\$110.20K	\$73.69K	38
Adventure Works 52" LCD HDTV X590 Silver	\$110.20K	\$73.69K	38
Adventure Works Desktop PC2.33 XD233 Brown	\$102.71K	\$68.68K	106
WWI Desktop PC2.33 X2330 Brown	\$95.58K	\$63.91K	104
WWI Desktop PC2.33 X2330 White	\$79.03K	\$52.85K	86
Contoso Water Heater 7.2GPM X1800 Green	\$78.18K	\$52.27K	53
Litware Refrigerator 24.7CuFt X980 Brown	\$64.00K	\$42.80K	20
WWI Desktop PC2.33 X2330 Silver	\$62.49K	\$41.79K	68

Country

Category

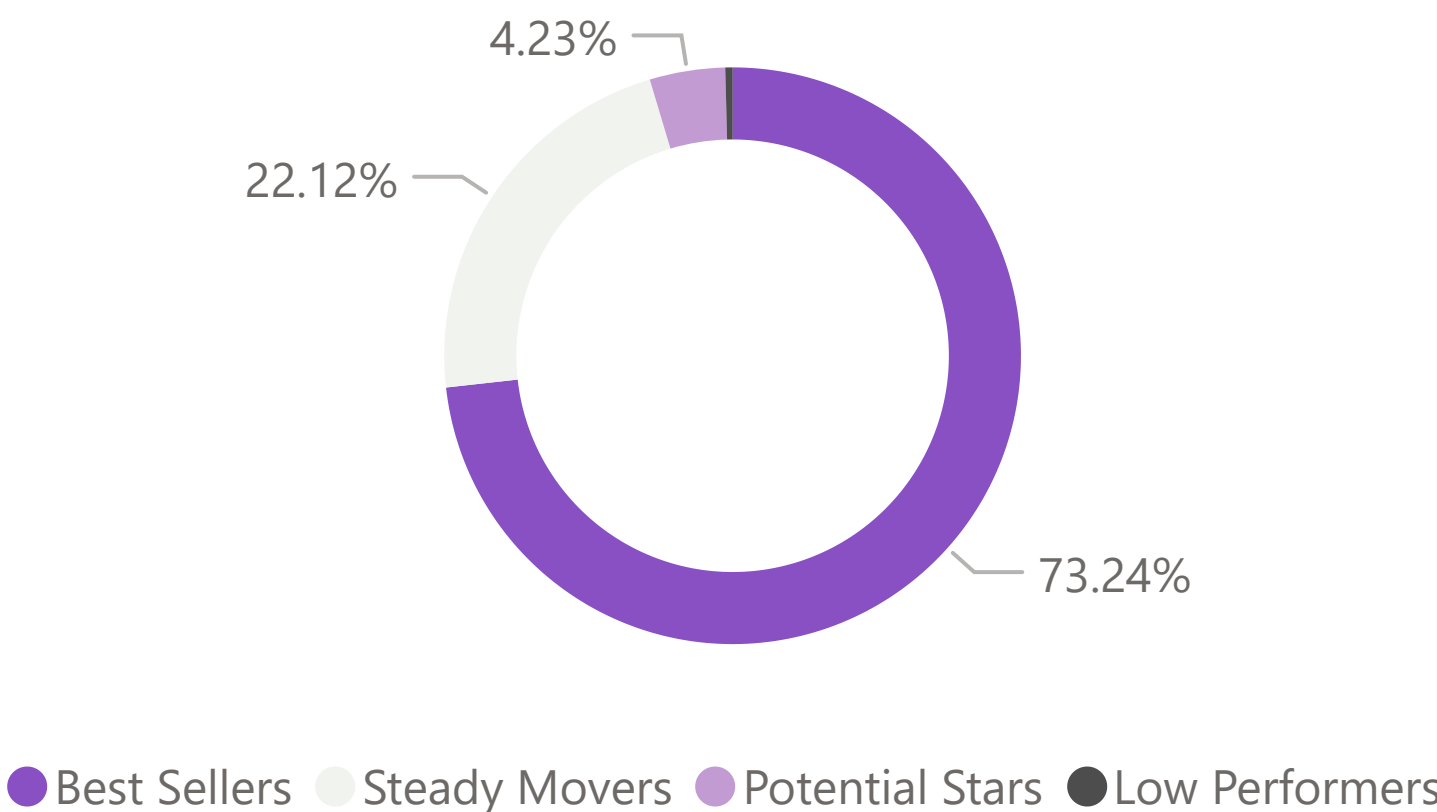
Category distribution of 2018 Revenue



Product Class Shares of 2018 Revenue

Channel

Product Class



Product Performance Dashboard

Overview

Products

Customers

Channel

Delivery

2016

2017

2018

2019

2020

Q1

Q2

Q3

Q4

Best Sellers

Low Performers

Potential Stars

Steady Movers

Number of Products

1,997

Units Sold

24,798

vs PY: 21,761 14.0%

Revenue

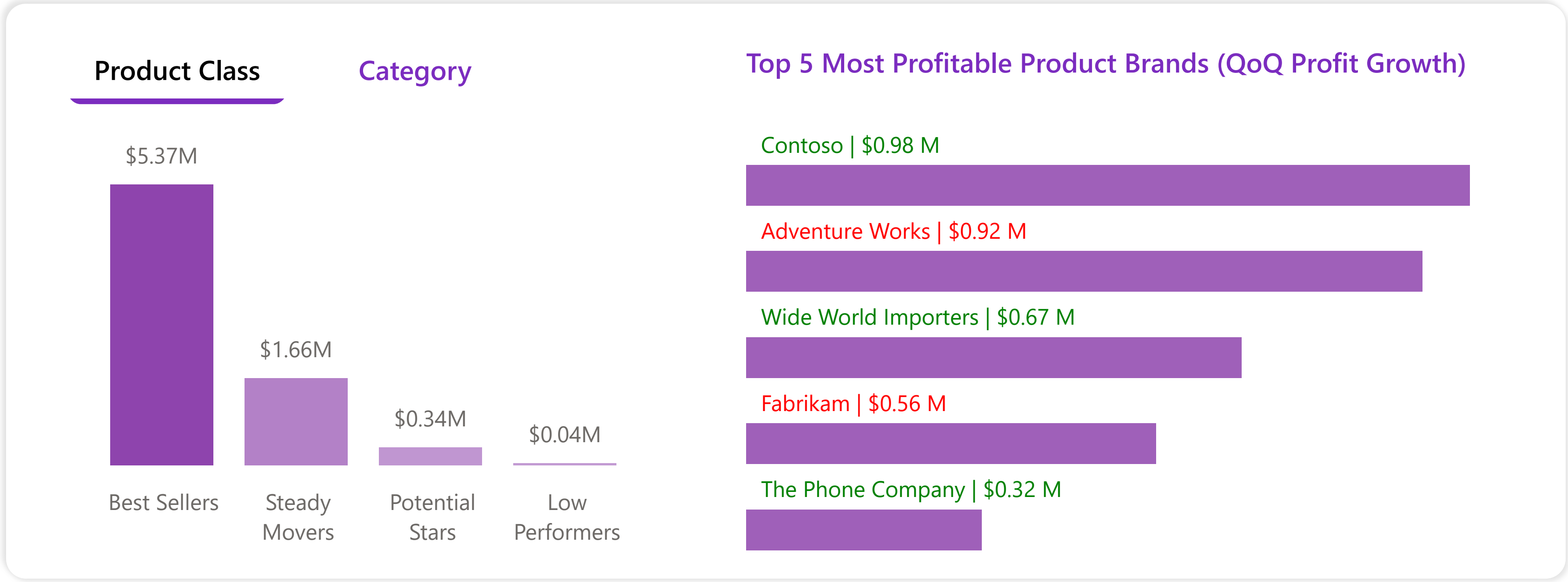
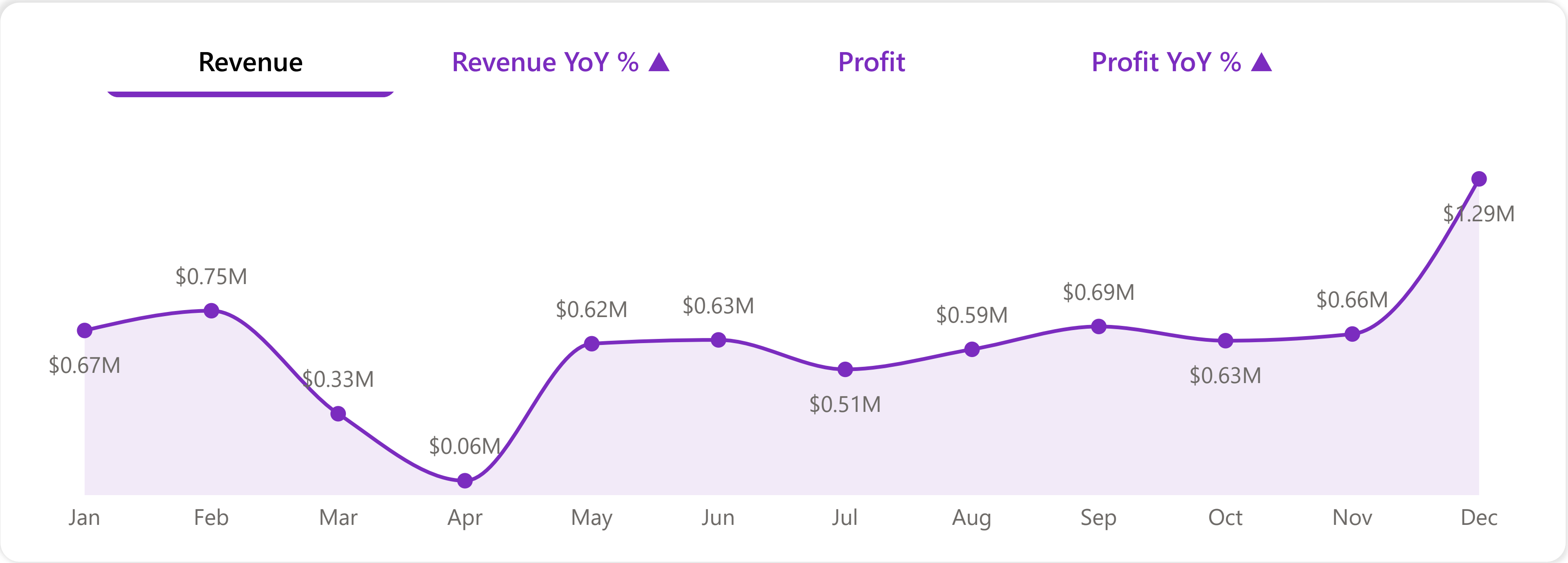
\$7.42M

VS PY: \$6.95M 6.8%

Profit

\$4.34M

vs PY: \$4.11M 5.6%



Products Brands by Profits					
Brand	Revenue	Cost	Profit	Units Sold	AOV
Contoso	\$1,693.65K	\$712.25K	\$981.40K	6,331	\$1.10K
Home Appliances	\$1,108.60K	\$472.89K	\$635.72K	1,562	\$2.39K
Music, Movies and Audio Books	\$180.65K	\$71.13K	\$109.53K	1,770	\$0.35K
Computers	\$111.06K	\$43.37K	\$67.69K	573	\$0.61K
Cameras and camcorders	\$87.57K	\$35.11K	\$52.46K	566	\$0.47K
Cell phones	\$94.22K	\$42.12K	\$52.10K	1,340	\$0.22K
Audio	\$69.82K	\$28.44K	\$41.38K	420	\$0.52K
TV and Video	\$41.72K	\$19.20K	\$22.52K	100	\$1.23K
Adventure Works	\$1,569.30K	\$652.27K	\$917.04K	2,732	\$2.08K
Computers	\$883.30K	\$378.56K	\$504.75K	1,651	\$1.90K
TV and Video	\$598.11K	\$235.00K	\$363.12K	842	\$2.15K
Home Appliances	\$87.89K	\$38.71K	\$49.17K	239	\$1.37K
Wide World Importers	\$1,153.70K	\$482.04K	\$671.66K	3,706	\$1.11K
Computers	\$808.45K	\$333.94K	\$474.50K	1,695	\$1.54K
Total	\$7,421.42K	\$3,084.36K	\$4,337.06K	24,798	\$2.26K

Customer Analysis Dashboard

OverviewProductsCustomersChannelDelivery

20162017201820192020Q1Q2Q3Q4North AmericaEuropeAustralia

Active Customers

4,765

vs PY: 2,907 63.9%

Units Sold

44,498

vs PY: 24,798 79.4%

Revenue

\$12.79M

VS PY: \$7.42M 72.3%

Profit

\$7.46M

vs PY: \$4.34M 72.1%

RevenueRevenue YoY % ▲ProfitProfit YoY % ▲

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer BaseStore DistributionCustomer by Channel

North America

Europe

Australia

Sales Channel

In-Store

Online

ContinentCountryCustomer ClassProduct Category

Champions

Loyal Customers

Potential Loyalists

At Risk

Market Breakdown in 2018

Continent	Total Stores	Total Revenue	Total Cost	Total Profit	Total Orders	Customers
North America	24	\$7,715.24K	\$3,214.33K	\$4,500.91K	3,657	2,860
United States	21	\$6,614.33K	\$2,757.60K	\$3,856.73K	3,145	2,418
Online	1	\$1,243.60K	\$522.27K	\$721.34K	664	624
Arkansas	1	\$292.71K	\$124.45K	\$168.25K	155	147
Kansas	1	\$351.67K	\$142.87K	\$208.81K	139	134
New Mexico	1	\$325.86K	\$132.11K	\$193.74K	139	134
Oregon	1	\$296.86K	\$127.52K	\$169.34K	139	134
Total	55	\$12,788.96K	\$5,324.00K	\$7,464.96K	5,965	4,765

PV: Previous Value of the Selected Period and Applied Filters || AOV: Average Order Value || YoY: Year-over-Year || QoQ: Quarter-over-Quarter ||| [Developer: Omobolaji A. A.]

Sales Channel Performance Dashboard

OverviewProductsCustomersChannelDelivery

20162017201820192020Q1Q2Q3Q4In-StoreOnline

Orders

2,636

vs PY: 2,389 10.3%

Units Sold

19,902

vs PY: 18,148 9.7%

Revenue

\$6.03M

vs PY: \$5.78M 4.4%

Profit

\$3.53M

vs PY: \$3.42M 3.2%

In-Store vs Online Channel

AOVRevenue

In-Store\$2.4K

Online\$2.0K

Q2

In-Store\$2.4K

Online\$1.7K

Q3

In-Store\$2.3K

Online\$2.1K

Q1

In-Store\$2.1K

Online\$2.5K

Q4

In-Store vs Online Channel % Change in Order by Country

Australia	8.9%	90.0%	98.9%
Canada	11.7%	25.0%	36.7%
France	-7.7%	10.6%	2.9%
Germany	14.3%	83.9%	98.2%
Italy	33.3%	29.1%	
Netherlands	15.9%	30.8%	46.6%
United Kingdom	13.7%	14.4%	
United States	14.3%	36.0%	50.3%

Revenue Contribution, Profit, and Total Orders Distribution by Market

Country	Revenue	Revenue YoY % ▲	Profit	Profit YoY % ▲	Total Orders ▼	Revenue Contribution	Orders Contribution
United States	\$3.13M	11.8%	\$1.84M	10.8%	1,346	51.87%	51.06%
United Kingdom	\$0.98M	12.8%	\$0.57M	12.7%	412	16.29%	15.63%
Canada	\$0.51M	-0.5%	\$0.30M	-0.5%	239	8.39%	9.07%
Germany	\$0.45M	-20.5%	\$0.26M	-23.2%	224	7.53%	8.50%
Italy	\$0.32M	-16.5%	\$0.18M	-19.8%	137	5.34%	5.20%
Australia	\$0.28M	2.9%	\$0.17M	3.0%	110	4.67%	4.17%
Netherlands	\$0.19M	-13.4%	\$0.11M	-16.4%	95	3.15%	3.60%
France	\$0.17M	11.3%	\$0.10M	10.5%	73	2.76%	2.77%

Total Orders by

ContinentCountryCustomer ClassProduct Category

1,585

North America

941

Europe

Australia

PV: Previous Value of the Selected Period and Applied Filters || AOV: Average Order Value || YoY: Year-over-Year || QoQ: Quarter-over-Quarter ||| [Developer: Omobolaji A. A.]

Delivery/Logistics Performance Dashboard

OverviewProductsCustomersChannelDelivery

20162017201820192020Q1Q2Q3Q4

CountryAll

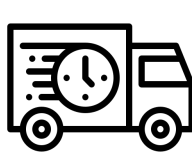
Online Orders

249



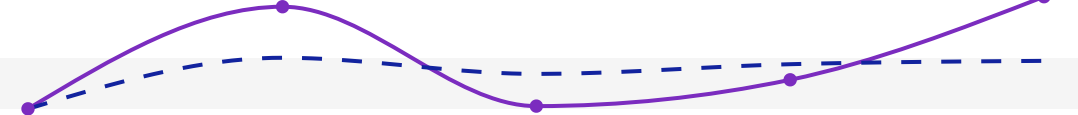
On-time Delivery %

7.23%



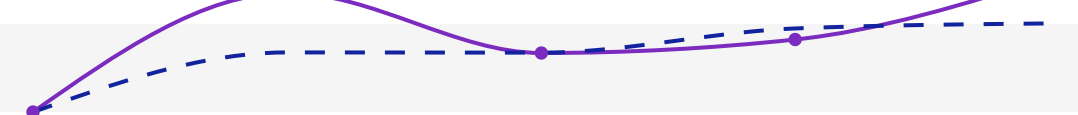
ADT (Days)

104



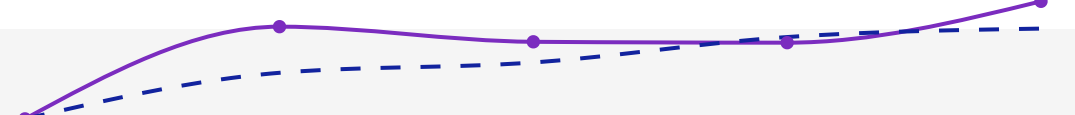
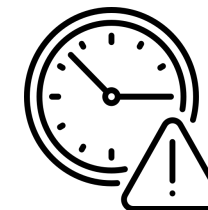
ADDT (Days)

105



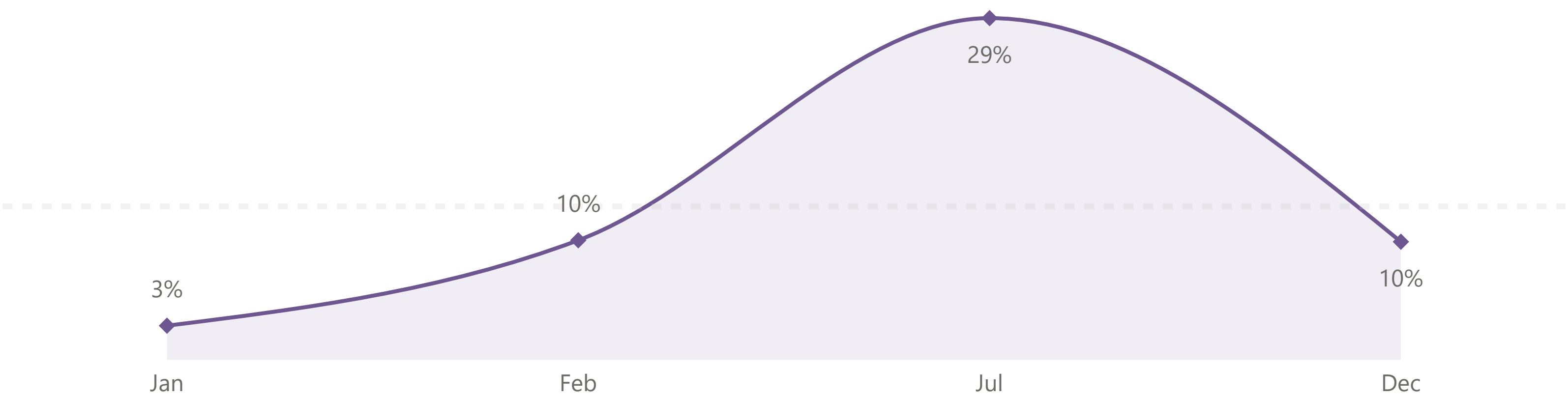
DSI

3.05



Monthly Trend Analysis of Deliveries

OTD %ADTADDT



Most Delayed Orders by Country and Delay Severity Index (DSI)

Country	Critical	Mild	Moderate	Severe	Total
<div><div></div>Australia</div>	2				2
<div><div></div>490009</div>	2				2
<div><div></div>SV DVD 60 DVD Storage Binder L20 Black</div>	1				1
<div><div></div>SV DVD External DVD Burner M200 Silver</div>	1				1
<div><div></div>Canada</div>	20	3		8	31
<div><div></div>366002</div>	3				3
<div><div></div>Adventure Works Laptop8.9 E0890 White</div>	1				1
Total	113	39	23	56	231

Delay Severity Index by Product Category and Product Brand

	Audio	Cameras and camcorders	Cell phones	Computers	Games and Toys	Home Appliances	Music, Movies and Audio Books	TV and Video
Northwind Traders	2.33					3.00		
Wide World Importers	2.64			2.85		2.67		
The Phone Company			2.75					
Fabrikam		2.13		3.00		3.33		
Adventure Works				2.70		3.00		2.88
Litware						3.50		1.00
Contoso	3.75	3.00	2.43	2.50		3.13	3.53	4.00
Tailspin Toys					3.18			
Southridge Video					2.75		3.29	3.75
A. Datum		3.54						
Proseware				3.63				

Delayed Orders Distribution by DSI

