	Key Busienss Metrics by the Years									
Years	Number of Orders Tot	tal Cost of Products	Total Revenue	Total OPEX	Total Net Profit	Avg Net Fee	Average Review			
2013	15,556	\$19,22,708	\$1,61,416	\$25,447	\$1,35,969	7.07%	3.6			
2014	18,303	\$21,56,581	\$1,77,883	\$28,777	\$1,49,106	6.91%	3.5			
2015	15,299	\$20,05,195	\$1,73,038	\$25,151	\$1,47,887	7.38%	3.5			
2016	18,217	\$23,09,651	\$1,96,261	\$29,518	\$1,66,743	7.22%	3.5			
Grand Total	67,375	\$83,94,135	\$7,08,598	\$1,08,893	\$5,99,705	7.14%	3.5			

Year of Order					
2013					
2014					
2015					
2016					

Structure of Orders and Profit by the Ages of Clients								
Age of Clients	Share in Total Orders							
1. Less than 25	\$92,206	15.38%	11,127	16.52%				
2. From 26 to 35	\$1,78,852	29.82%	20,612	30.59%				
3. From 36 to 45	\$1,81,152	30.21%	19,776	29.35%				
4. From 46 to 55	\$1,01,439	16.91%	11,236	16.68%				
5. From 56 to 65	\$43,027	7.17%	4,329	6.43%				
6. Greater than 65	\$3,028	0.50%	295	0.44%				
Grand Total	\$5,99,705	100.00%	67,375	100.00%				

Structure of Orders and Profit by the Products								
Product	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders				
Clothing	\$66,572	11.10%	14786	21.95%				
Caps	\$10,782	1.80%	3783	5.61%				
Pants	\$21,446	3.58%	3162	4.69%				
Shorts	\$19,336	3.22%	4134	6.14%				
Socks	\$5,748	0.96%	2053	3.05%				
Vests	\$9,261	1.54%	1654	2.45%				
Food and beverage	\$1,42,615	23.78%	46667	69.26%				
Beverages	\$50,342	8.39%	21888	32.49%				
Bread and cakes	\$37,212	6.20%	11134	16.53%				
Fruits and vegetables	\$22,562	3.76%	7806	11.59%				
Seafood	\$32,499	5.42%	5839	8.67%				
Household appliances	\$3,90,518	65.12%	5922	8.79%				
Dishwasher	\$30,330	5.06%	680	1.01%				
Oven	\$54,058	9.01%	1760	2.61%				
Refrigerator	\$45,925	7.66%	391	0.58%				
Toaster	\$22,905	3.82%	1924	2.86%				
TV	\$2,18,111	36.37%	937	1.39%				
Washer	\$19,188	3.20%	230	0.34%				
Grand Total	\$5,99,705	100.00%	67375	100.00%				

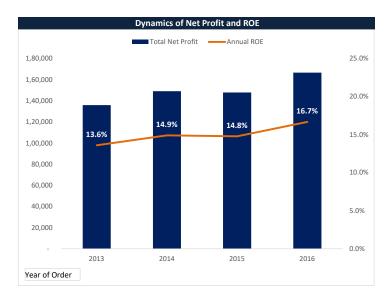
Structure of Orders and Profit by the States and Branches								
Region	<b>Total Net Profit</b>	Share in Total Profit	Number of Orders	Share in Total Orders				
Arizona	\$64,212	10.71%	7764	11.52%				
Call Center 14	\$30,761	5.13%	3873	5.75%				
Call Center 15	\$33,451	5.58%	3891	5.78%				
California	\$2,42,948	40.51%	27676	41.08%				
Call Center 3	\$41,323	6.89%	4653	6.91%				
Call Center 4	\$41,436	6.91%	4570	6.78%				
Call Center 5	\$38,517	6.42%	4645	6.89%				
Call Center 6	\$40,929	6.82%	4733	7.02%				
Call Center 7	\$39,119	6.52%	4580	6.80%				
Call Center 8	\$41,624	6.94%	4495	6.67%				
Nevada	\$29,802	4.97%	3462	5.14%				
Call Center 9	\$29,802	4.97%	3462	5.14%				
Oregon	\$91,574	15.27%	9200	13.65%				
Call Center 1	\$44,303	7.39%	4620	6.86%				
Call Center 2	\$47,271	7.88%	4580	6.80%				
Washington	\$1,71,169	28.54%	19273	28.61%				
Call Center 10	\$41,611	6.94%	4764	7.07%				
Call Center 11	\$40,518	6.76%	4926	7.31%				
Call Center 12	\$45,249	7.55%	4853	7.20%				
Call Center 13	\$43,791	7.30%	4730	7.02%				
<b>Grand Total</b>	\$5,99,705	100.00%	67375	100.00%				

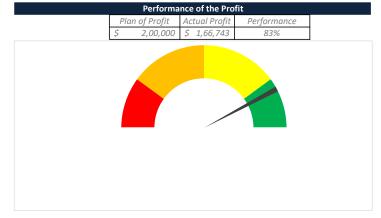
Structure of Orders and Profit by the Reviews from Clients								
Review	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders				
1	\$39,653	6.61%	4557	6.76%				
2	\$80,505	13.42%	9087	13.49%				
3	\$1,17,500	19.59%	13392	19.88%				
4	\$2,01,792	33.65%	22491	33.38%				
5	\$1,60,255	26.72%	17848	26.49%				
Grand Total	\$5,99,705	100.00%	67375	100.00%				

Product Category	2013	2014	2015	2016	Dynamics
Clothing	\$ 10,949	\$ 20,122	\$ 15,285	\$ 20,216	
Food and beverage	\$ 35,552	\$ 37,503	\$ 32,114	\$ 37,446	
Household appliances	\$ 89,468	\$ 91,481	\$ 1,00,487	\$ 1,09,081	
Total Net Profit	\$ 1,35,969	\$ 1,49,106	\$ 1,47,887	\$ 1,66,743	









## Conclusions:

Year of Order

- 1. Increase the share of the delivery of household appliances by increasing of advertisement for this type of delivery.
- 2. Perform the survey among our clients and identify the main causes of discontent.