

**Quick View Dashboard [Dark Mode]**

***Sales Scorecard***

***Delivery Control***

***Order Fulfillment***

***Customer Engagement***

# Sales Scorecard

WHERE ARE WE **LOSING** MONEY?

Customer Segment

Consumer

Corporate

Home Office

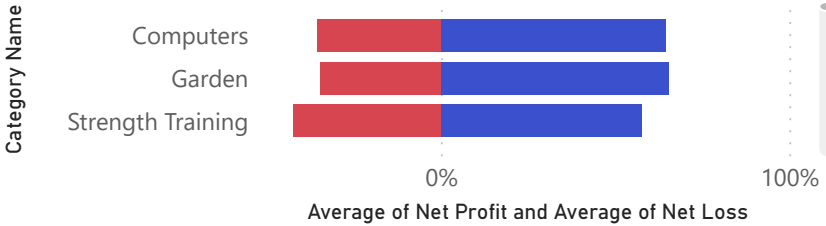
2015

2018

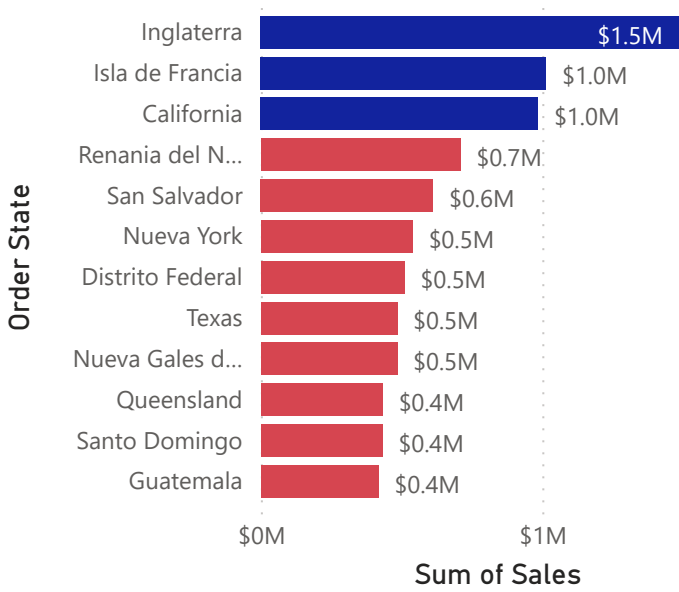


## Profit/ Loss by Products

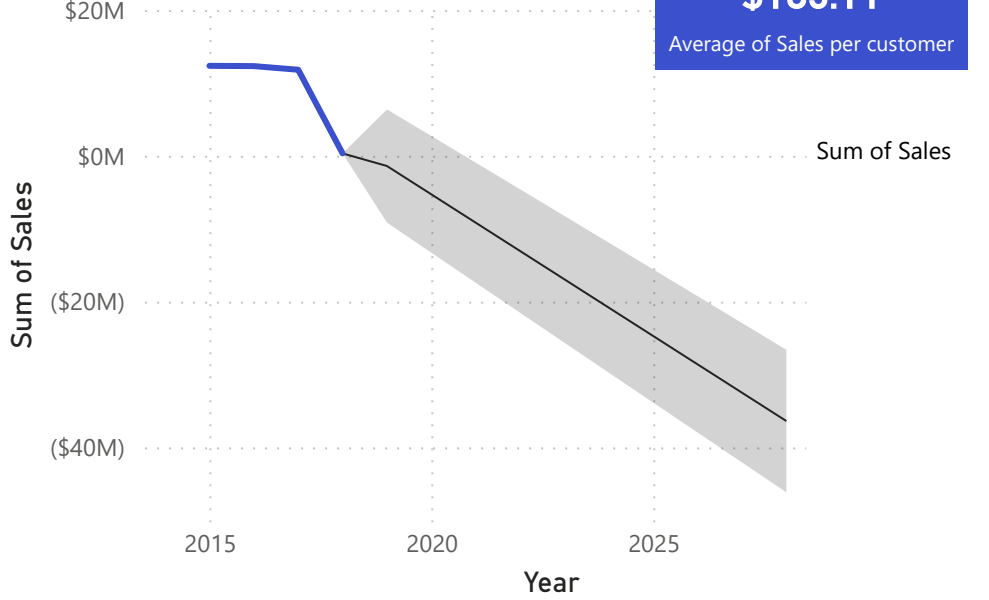
● Average of Net Profit ● Average of Net Loss



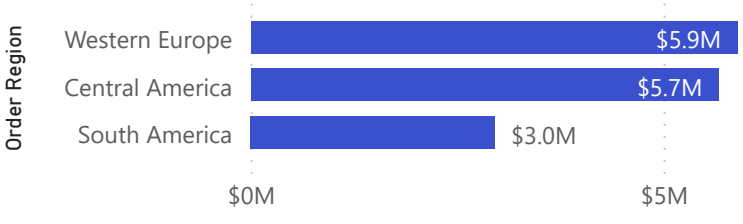
## How much are we selling by State?



## What is our Sales Trend?

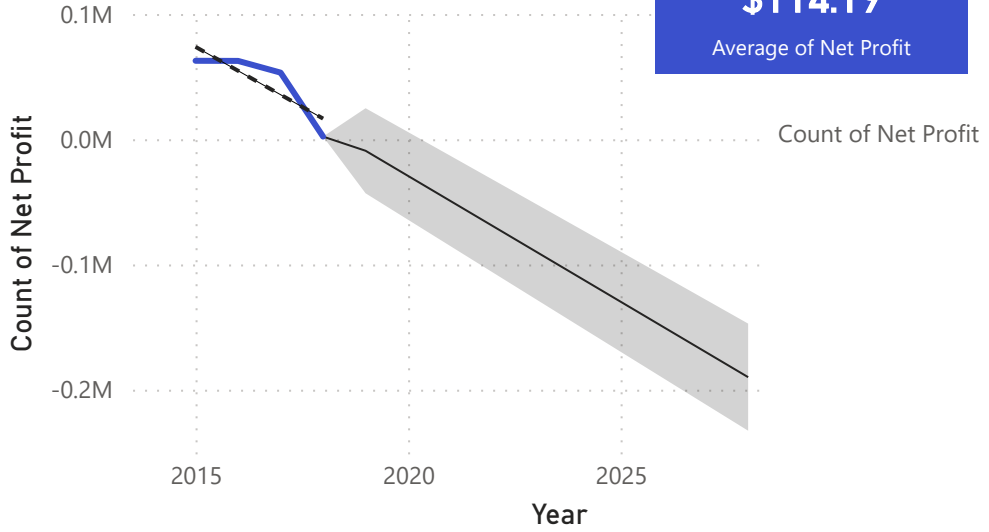


## How much are we selling by Region?



Category Name	Canada	Caribbean	Central Africa	Central America	Central Asia	East Africa	East of USA	Eastern
Women's Golf		\$2,670		\$8,469				
Women's Clothing								\$2,000
Women's Apparel	\$17,500	\$144,700	\$32,650	\$517,100	\$10,000	\$29,650	\$127,600	\$10,000
Water Sports	\$18,399	\$148,793	\$29,399	\$514,174	\$8,200	\$35,198	\$130,193	\$10,000
Video Games								\$1,000
Trade-In	\$374	\$4,113	\$258	\$11,418	\$44	\$402	\$2,059	\$1,000
Toys								\$1,000
Tennis & Racquet	\$315	\$2,429	\$495	\$6,029	\$225	\$225	\$1,665	\$1,000
Strength Training		\$567		\$1,701				\$1,000
Sporting Goods								\$2,000
Soccer		\$1,550		\$7,189				\$1,000
Total	\$186,861	\$1,651,019	\$327,263	\$5,665,712	\$109,840	\$376,235	\$1,371,112	\$1,480,000

## What is our Profit Trend?



# Delivery Control | HOW ARE WE MOVING THINGS?



Year

2015

2018

Order Region

- ☐ Canada
- ☐ Caribbean
- ☐ Central Africa
- ☐ Central America

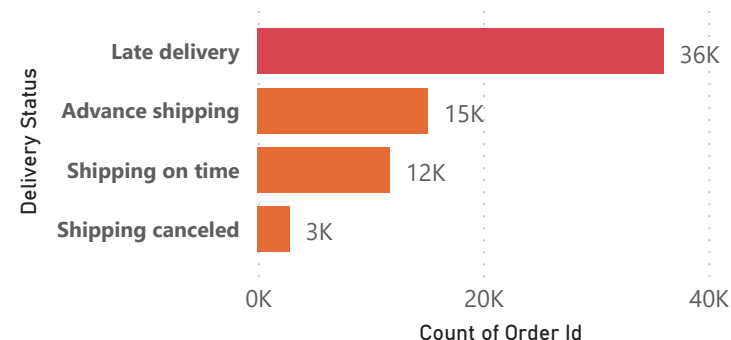
Order Country

- ☐ Afganistán
- ☐ Albania
- ☐ Alemania
- ☐ Angola
- ☐ Arabia Saudí
- ☐ Argelia

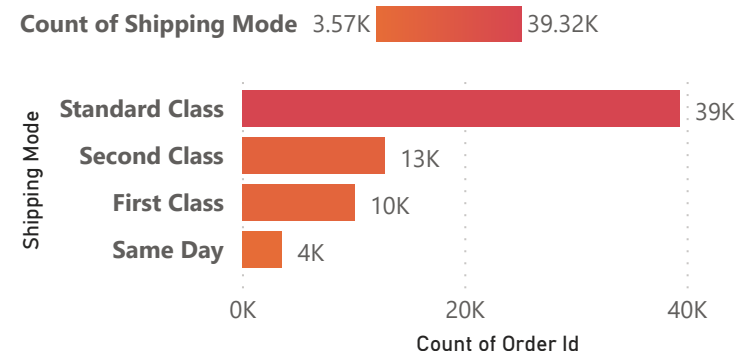
Payment\_Type

- ☐ CASH
- ☐ DEBIT
- ☐ PAYMENT
- ☐ TRANSFER

## Are we Shipping on Time?



## How well off are our delivery options?



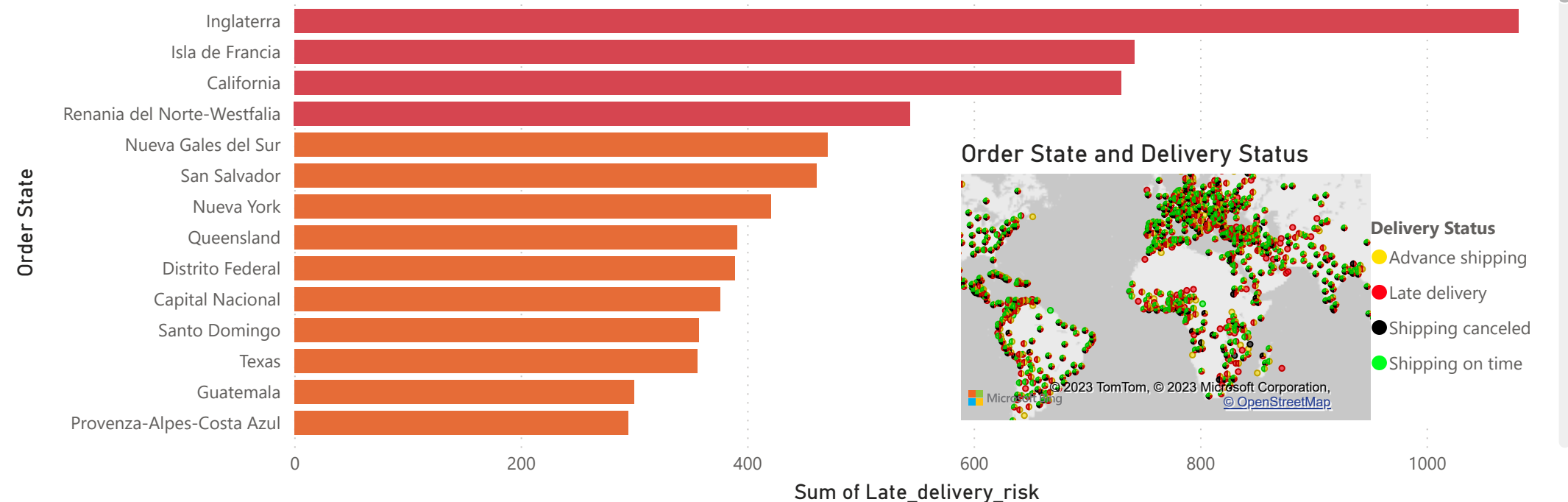
2.93

Average of Days for shipment (scheduled)

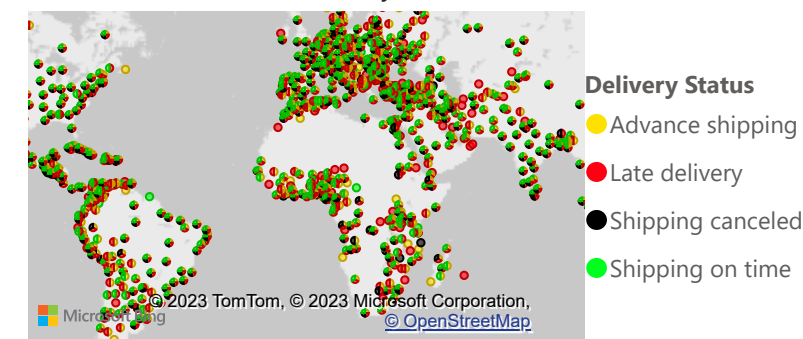
3.50

Average of Days for shipping (real)

## Late Delivery Risk by State



## Order State and Delivery Status



# Order Fulfillment | ARE THE **ORDERS** SWIFT?



Year

2015

2018

Order Region

- ☐ Canada
- ☐ Caribbean
- ☐ Central Africa
- ☐ Central America

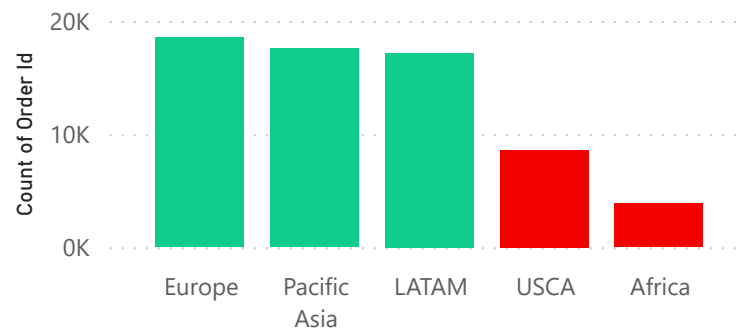
Order Country

- ☐ Afganistán
- ☐ Albania
- ☐ Alemania
- ☐ Angola
- ☐ Arabia Saudí

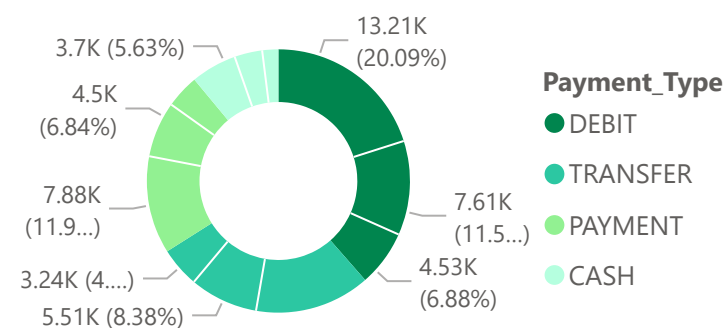
Order State

- ☐ Abia
- ☐ Abruzzos
- ☐ Aceh
- ☐ Acre

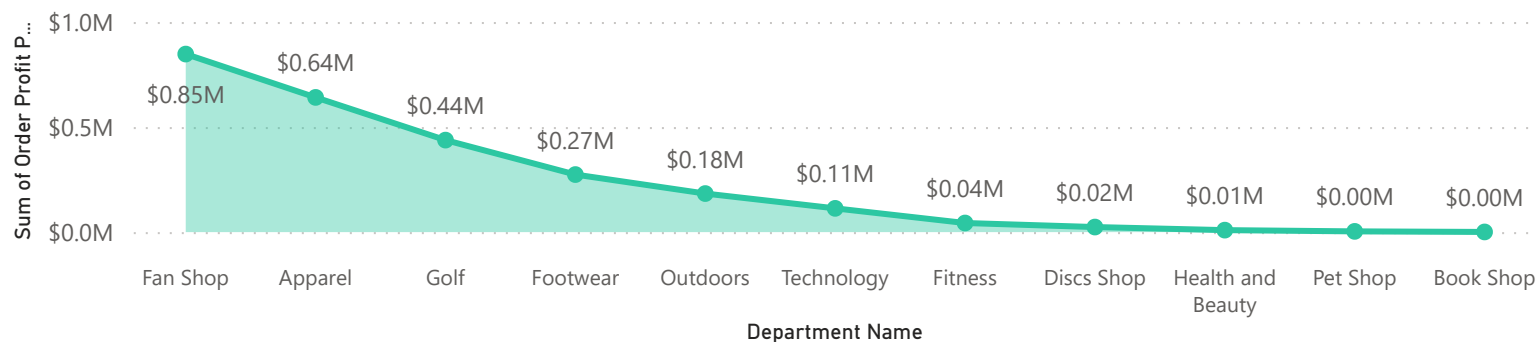
### Which market is ordering most?



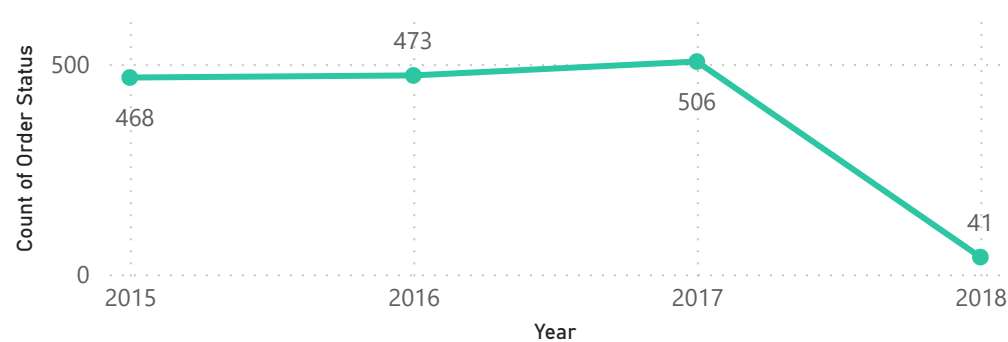
### Preferred Order Payment by Customer Segments



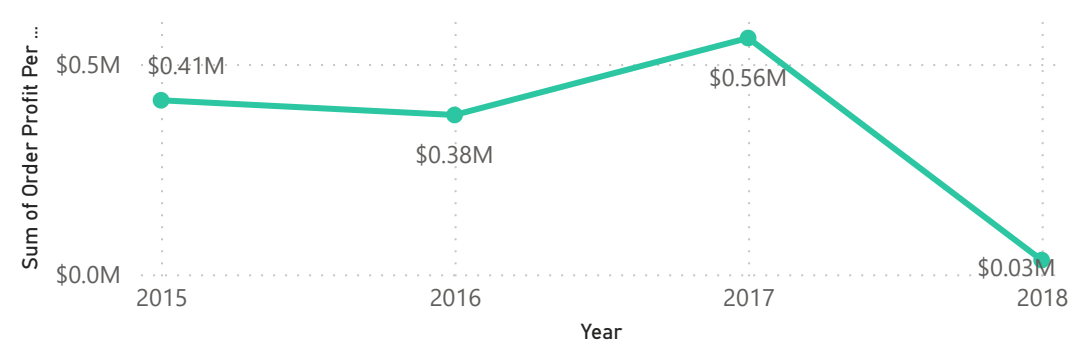
### Sum of Order Profit Per Order by Department Name



### Suspected Fraud orders over time



### Sum of Order Profit per Order over time



\$21.1

Average of Order Profit Per Order

May

Busiest Month

45

Average Orders Per Day

# Customer Engagement | ARE WE ENGAGING WELL?

2015

2018



21K

Customers Garnered

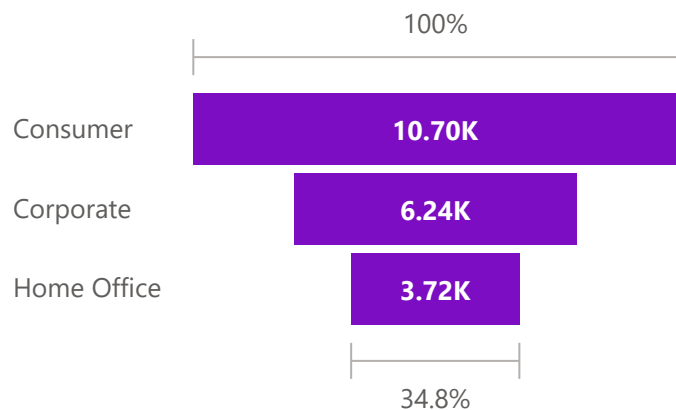
SOLE E35  
Elliptical

What are customers loving!

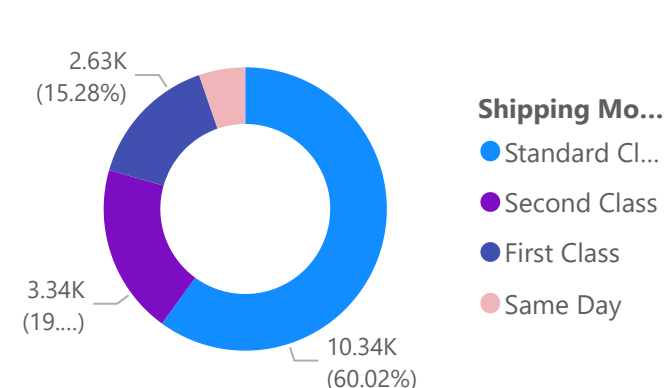
US

Country with Most Customers

What segments do our customers belong to?

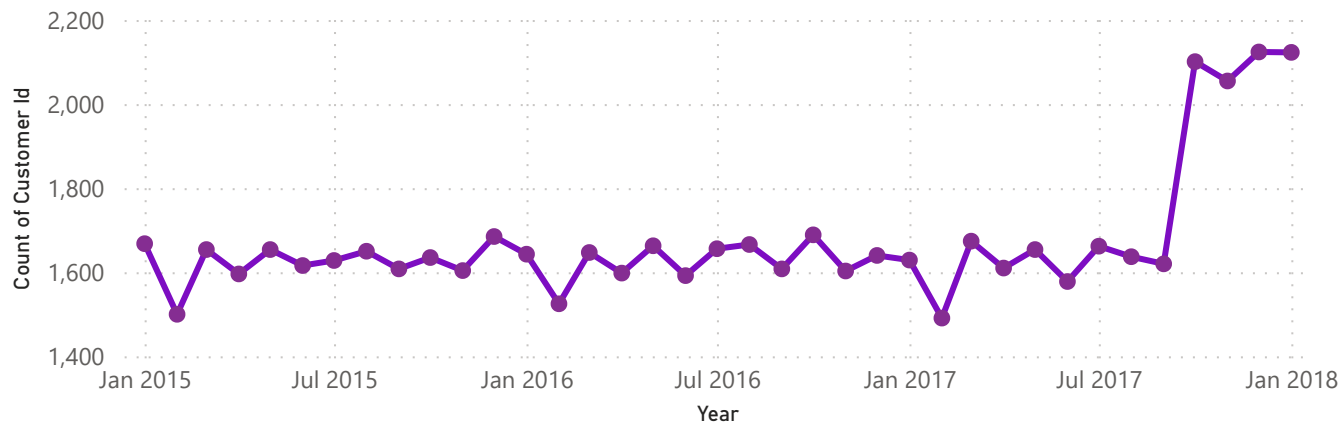


Most preferred shipping mode?

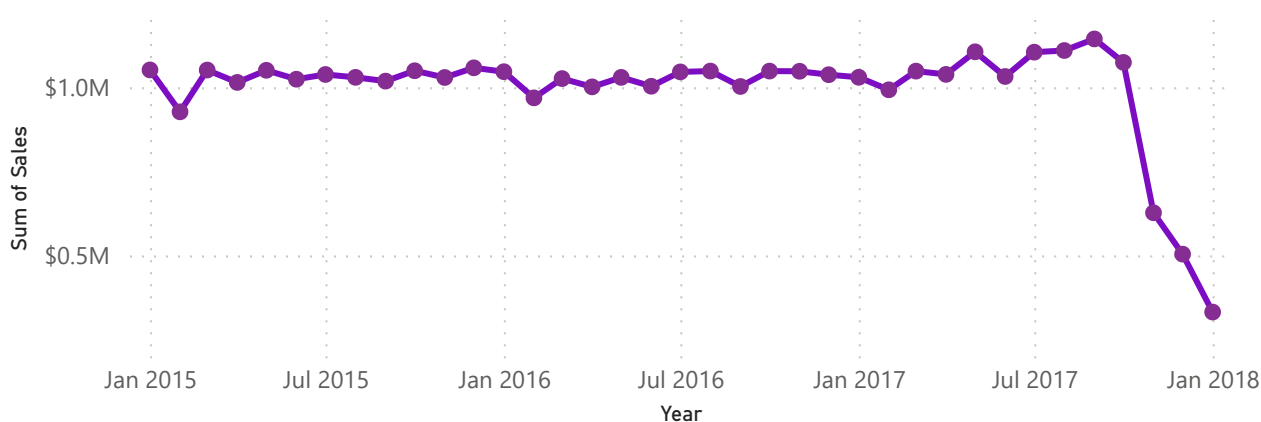


Category Name	Consumer	Corporate	Home Office	Total
Fishing	\$3,609,020	\$2,094,695	\$1,225,939	\$6,929,654
Cleats	\$2,292,758	\$1,322,540	\$816,644	\$4,431,943
Camping & Hiking	\$2,112,759	\$1,263,816	\$741,851	\$4,118,426
Cardio Equipment	\$1,936,978	\$1,113,809	\$644,056	\$3,694,843
Women's Apparel	\$1,623,900	\$967,550	\$556,350	\$3,147,800
Water Sports	\$1,624,969	\$937,453	\$551,422	\$3,113,845
Men's Footwear	\$1,491,245	\$886,142	\$514,370	\$2,891,758
Indoor/Outdoor Games	\$1,490,604	\$900,640	\$497,751	\$2,888,994
Shop By Sport	\$689,373	\$388,866	\$231,284	\$1,309,522
Computers	\$349,500	\$205,500	\$108,000	\$663,000
Electronics	\$197,350	\$111,615	\$62,069	\$371,035
Cameras	\$145,105	\$71,422	\$51,081	\$267,608
Garden	\$139,003	\$85,213	\$33,553	\$257,769
Children's Clothing	\$118,914	\$75,348	\$38,567	\$232,829
Crafts	\$127,368	\$64,607	\$31,381	\$223,356
Girls' Apparel	\$75,561	\$48,597	\$27,548	\$151,706
Total	\$19,095,790	\$11,168,407	\$6,520,538	\$36,784,735

Monthly Customer Churn



Monthly Revenue Churn



1/1/2015

1/31/2018

Order Region

☐ Canada

☐ Caribbean

☐ Central Africa

☐ Central America

☐ Central Asia

Order State

☐ Abia

☐ Abruzos

☐ Aceh

☐ Acre

☐ Adamaoua

☐ Adamawa

☐ Adana

☐ Adiyaman

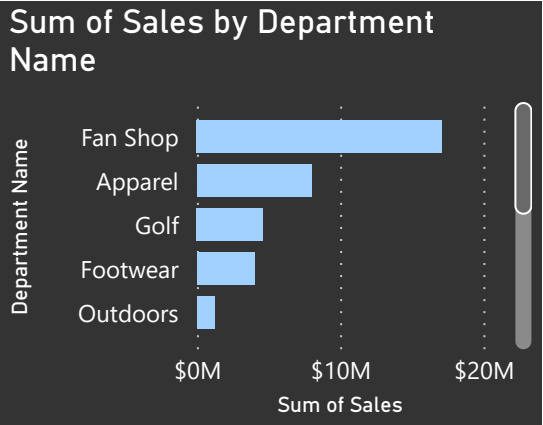
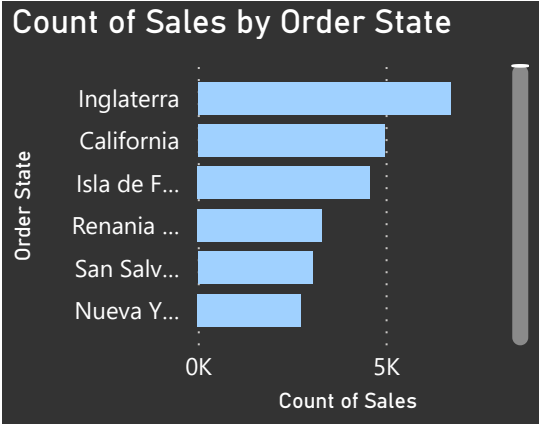
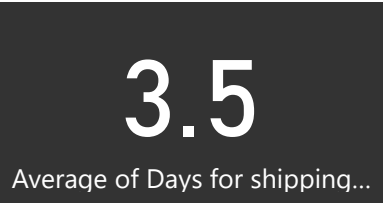
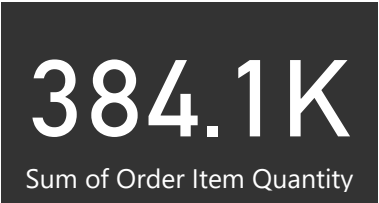
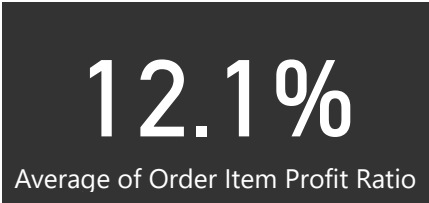
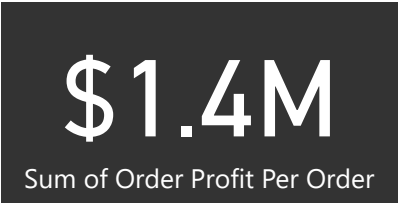
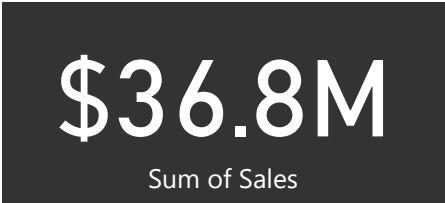
Payment\_Type

☐ CASH

☐ DEBIT

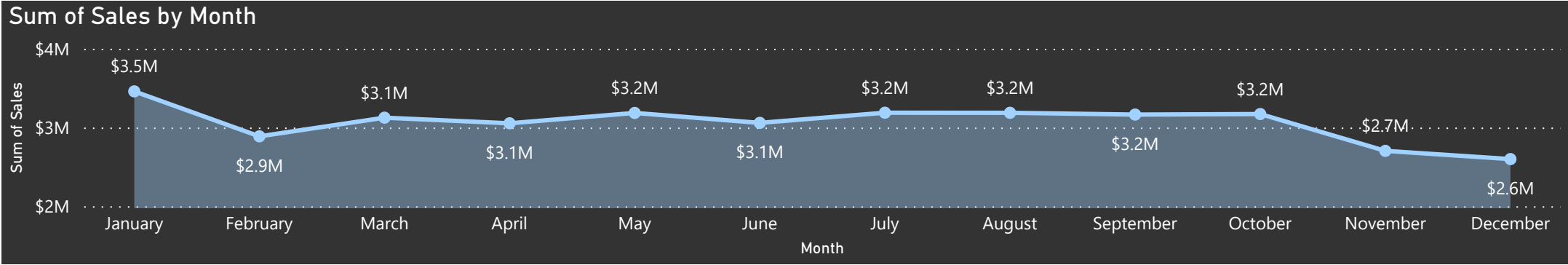
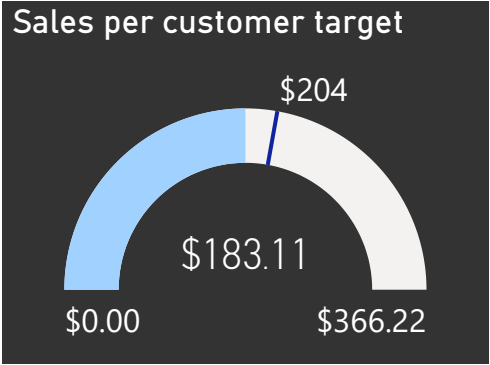
☐ PAYMENT

☐ TRANSFER



Product Name	Sum of Sales	Average of Days for shipping (real)	Sum of Order Item Quantity
adidas Brazuca 2014 Official Match Ball	\$10,399	3.42	65
adidas Kids' F5 Messi FG Soccer Cleat	\$27,327	3.35	781
adidas Men's F10 Messi TRX FG Soccer Cleat	\$56,331	3.48	939
Total	\$36,784,735	3.50	384079

Year	Sum of Sales	Sum of Order Item Quantity	Average of Order Item Profit Ratio
2018	\$331,650	2123	11.25%
2017	\$11,808,436	106124	12.35%
2016	\$12,303,817	137352	11.91%
2015	\$12,340,831	138480	12.01%
Total	\$36,784,735	384079	12.06%



Average of Late\_delivery\_risk by Shipping Mode and Customer Segment

