

# Sales Channel Analysis Insights

## 1. Sales Volume by Channel:

- In-Store: 14,878
- Online: 10,897
- Distributor: 6,287
- Wholesale: 4,100

## 2. Average Order Size by Channel:

- Distributor: 2,328
- Online: 2,286
- In-Store: 2,270
- Wholesale: 2,264

## 3. Channel Growth Rate:

- Only the distributor sales channel has seen a significant growth change (decline) throughout the measured period

## 4. Time to Conversion by Channel

- Time to conversion by day is surprisingly consistent across all channels at around 108 days on average

## 5. Profit Margins by Channel

- Profit margin is consistent at around 37% across all channels





