



Supply Chain Analysis

33.05M

Net Sales

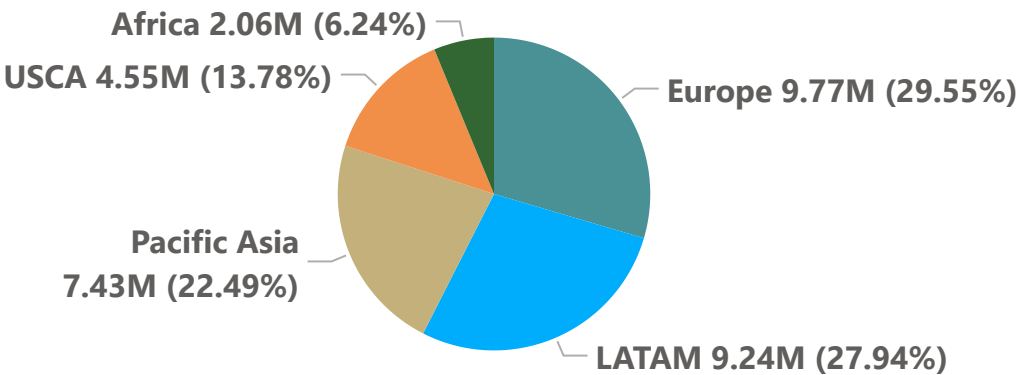
384K

Total Quantity

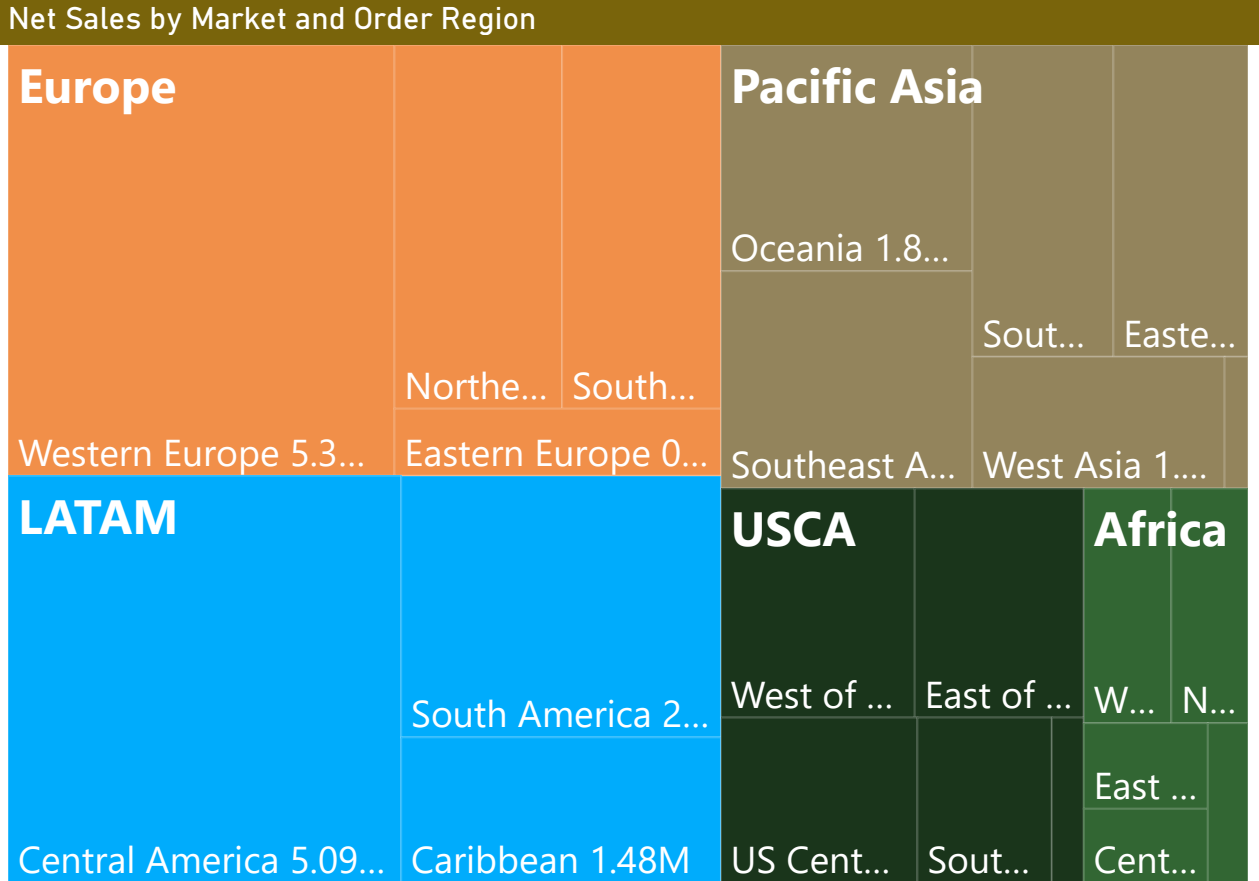
Order Region	Net Sales
Western Europe	52,96,002.89
Central America	50,93,849.72
South America	26,60,243.69
Northern Europe	19,39,362.43
Southern Europe	18,37,525.82
Oceania	18,09,996.55
Southeast Asia	17,38,553.44
Caribbean	14,81,668.69
West of USA	14,12,253.60
South Asia	13,97,364.57
Eastern Asia	13,34,313.41
East of USA	12,31,955.13
West Asia	10,56,080.99
US Center	10,34,129.43
Total	3,30,54,402.38

Order Country	Net Sales
Estados Unidos	43,85,242.
Francia	25,90,323.
México	23,68,426.
Alemania	18,62,577.
Australia	15,21,410.
Reino Unido	14,50,047.
Brasil	14,33,101.
China	10,52,752.
Italia	9,63,830.
India	8,65,968.
España	7,62,906.
Indonesia	7,61,163.
El Salvador	6,72,392.
Honduras	6,61,168.
República Dominicana	6,52,749.
Cuba	6,36,517.
Turquía	5,99,872.
Nicaragua	5,44,122.
Total	3,30,54,402.

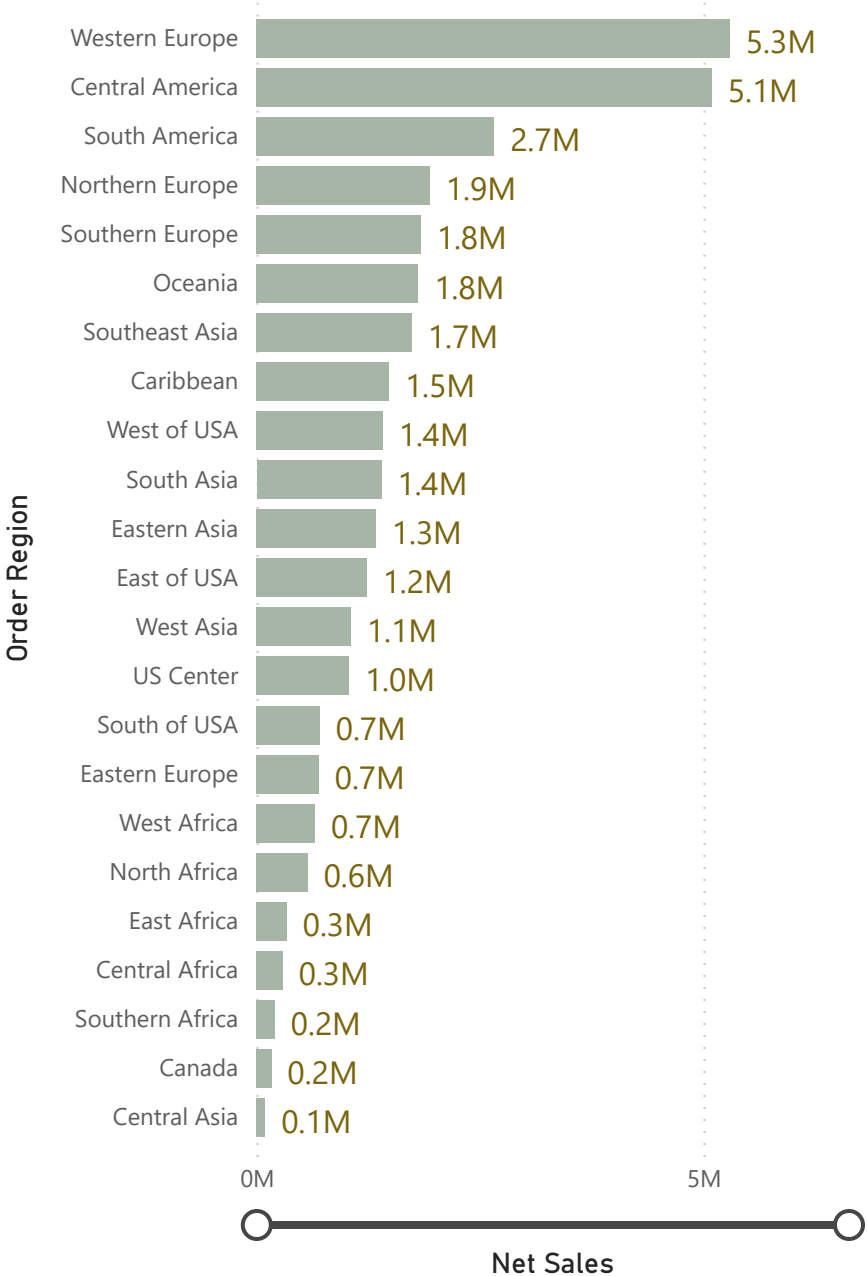
Net Sales by Market



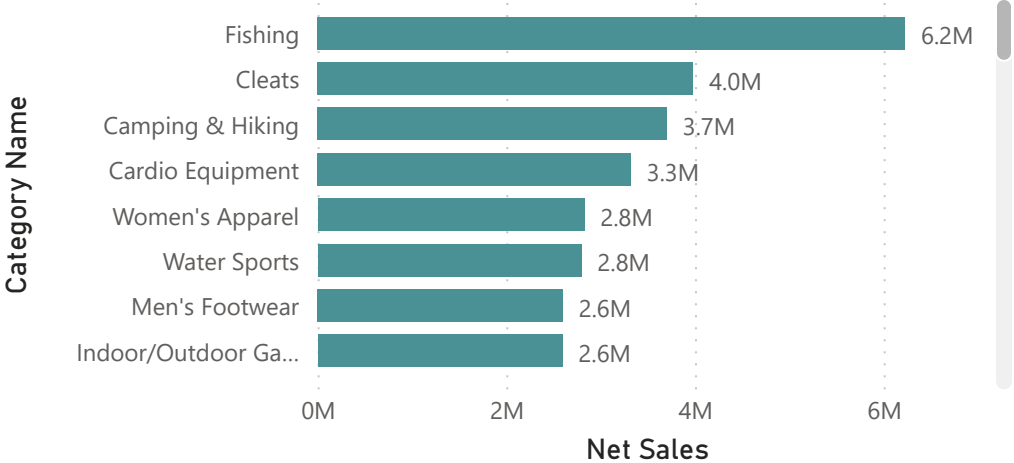
Market ● Europe ● LATAM ● Pacific Asia ● USCA ● Africa



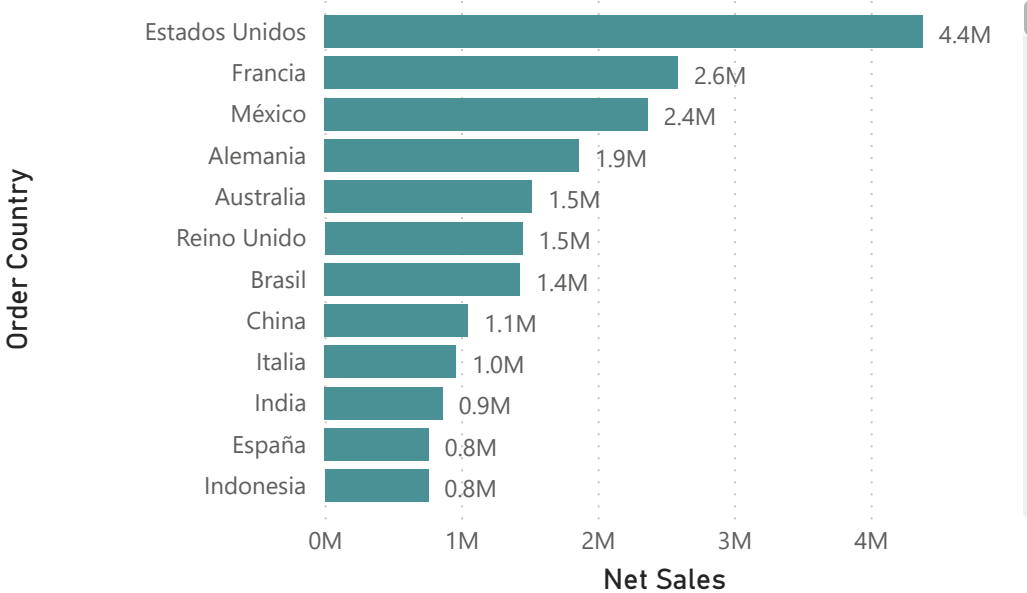
Net Sales by Order Region



Net Sales by Category Name



Net Sales by Order Country



Category Name

- Accessories
- As Seen on TV!
- Baby
- Baseball & Softball
- Basketball
- Books
- Boxing & MMA
- Cameras
- Camping & Hiking
- Cardio Equipment

33.05M

Net Revenue

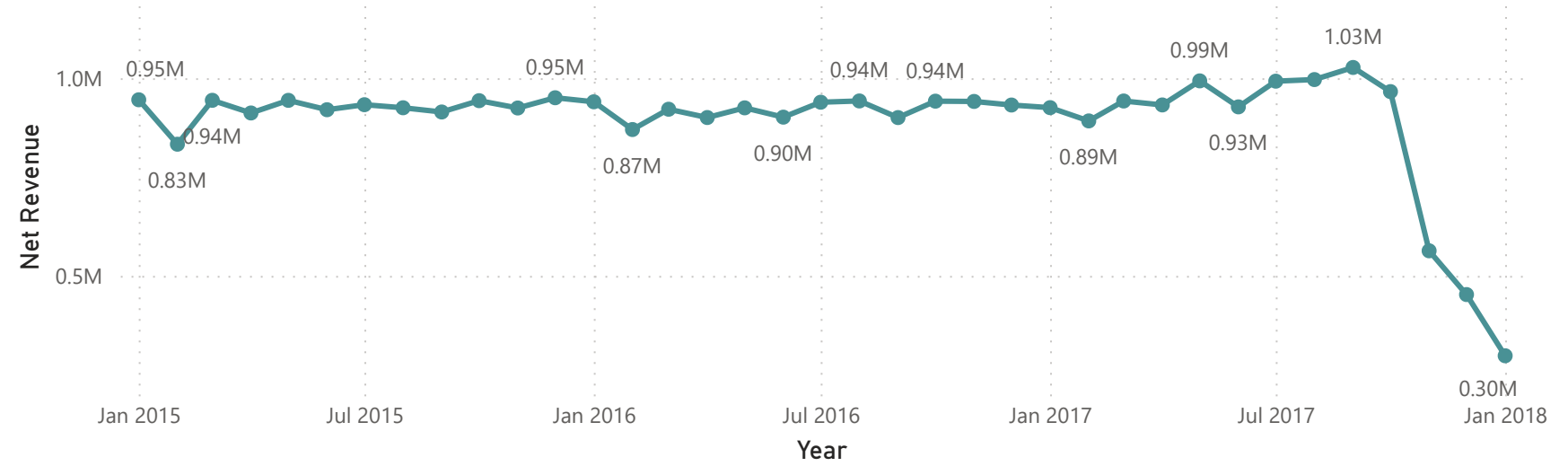
3.97M

Total Profit Margin

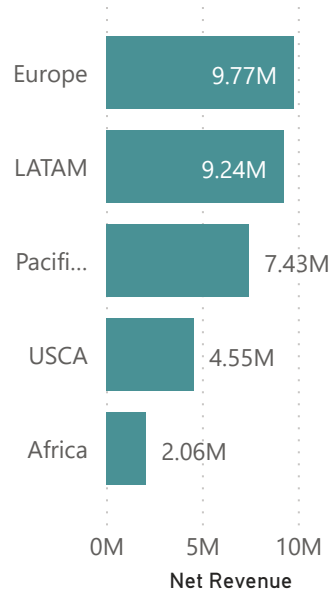
Year

2015	2016	2017	2018
January	February	March	April

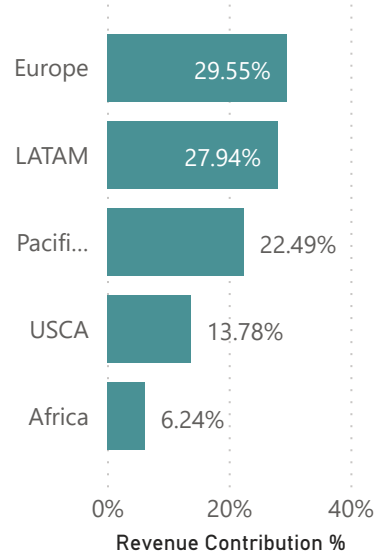
Net Revenue by Year and Month



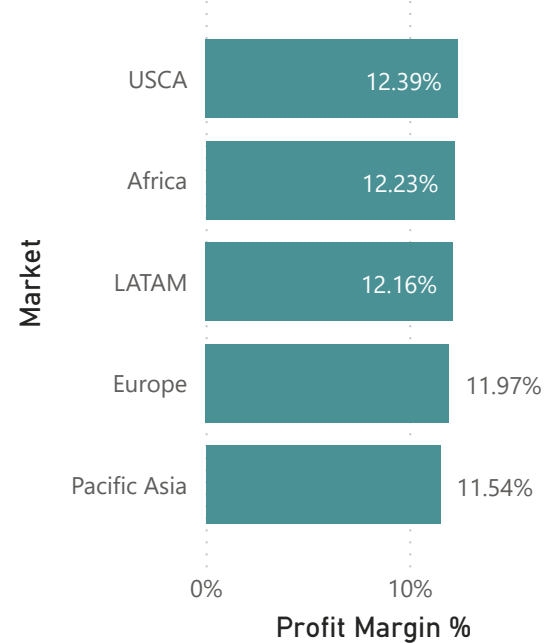
Net Revenue by Market



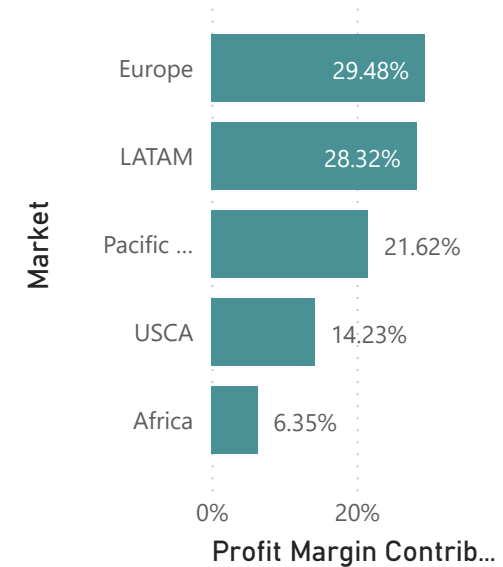
Revenue Contribution % by Market



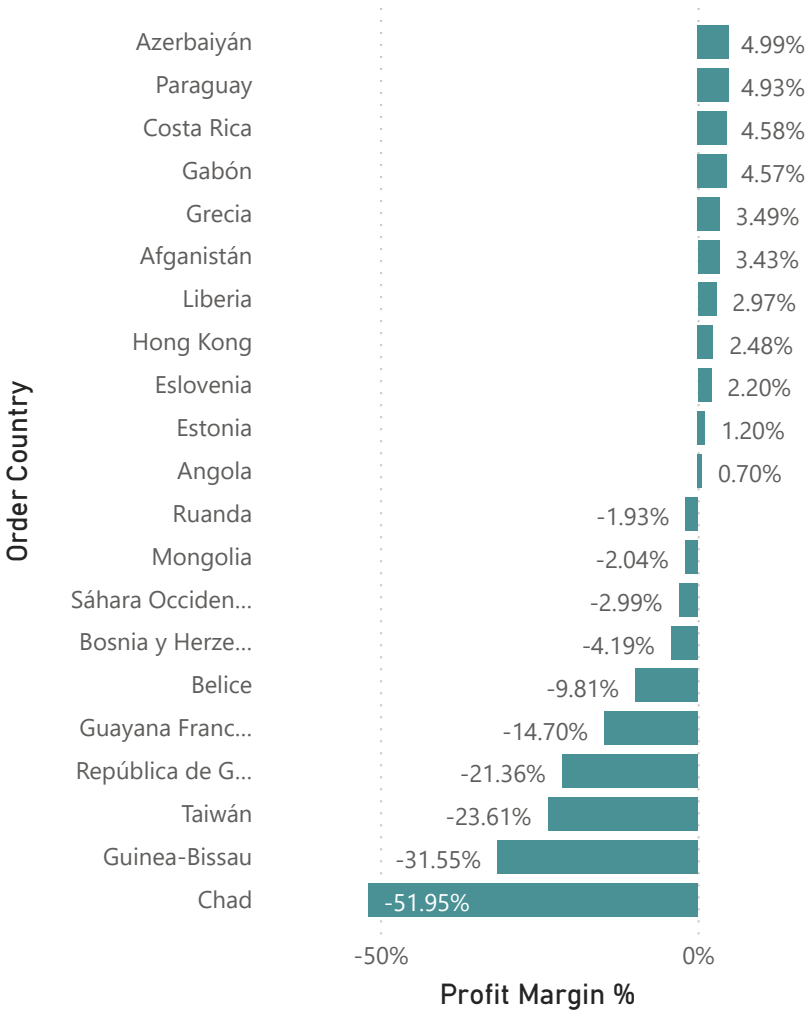
Profit Margin % by Market



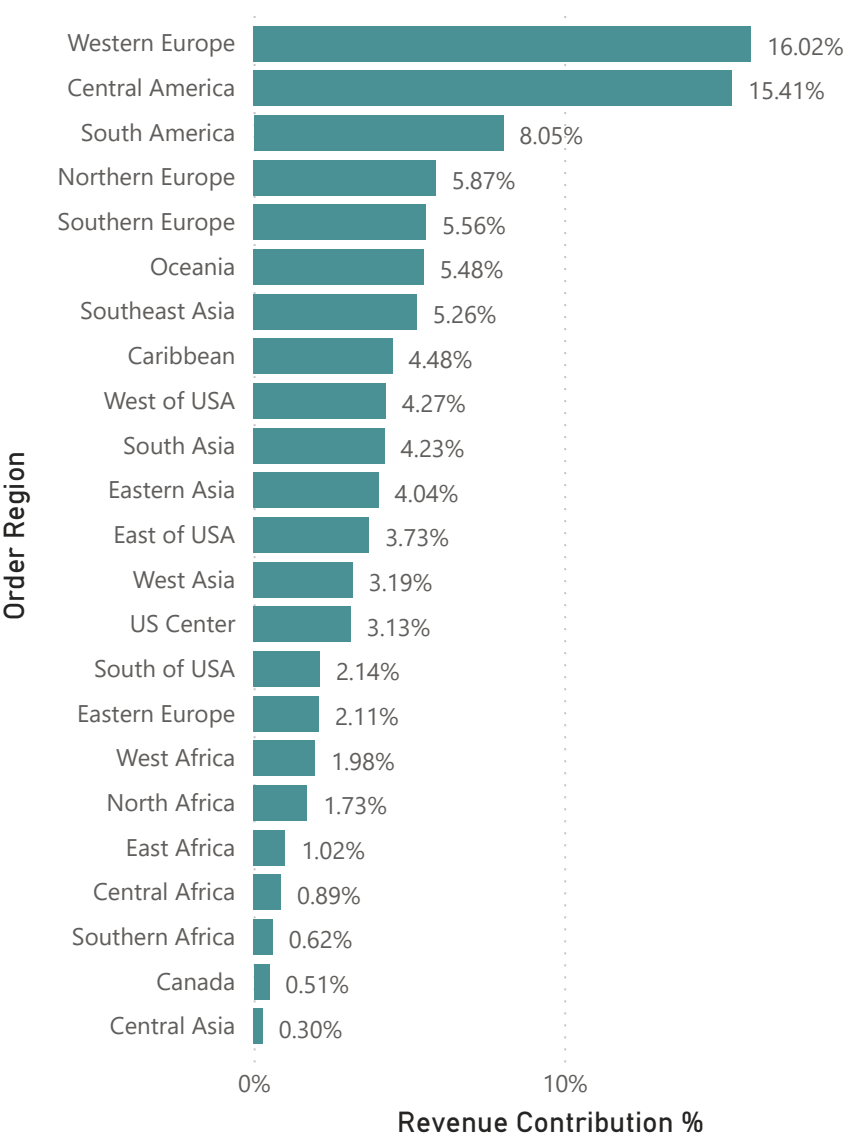
Profit Margin Contribution % by Market



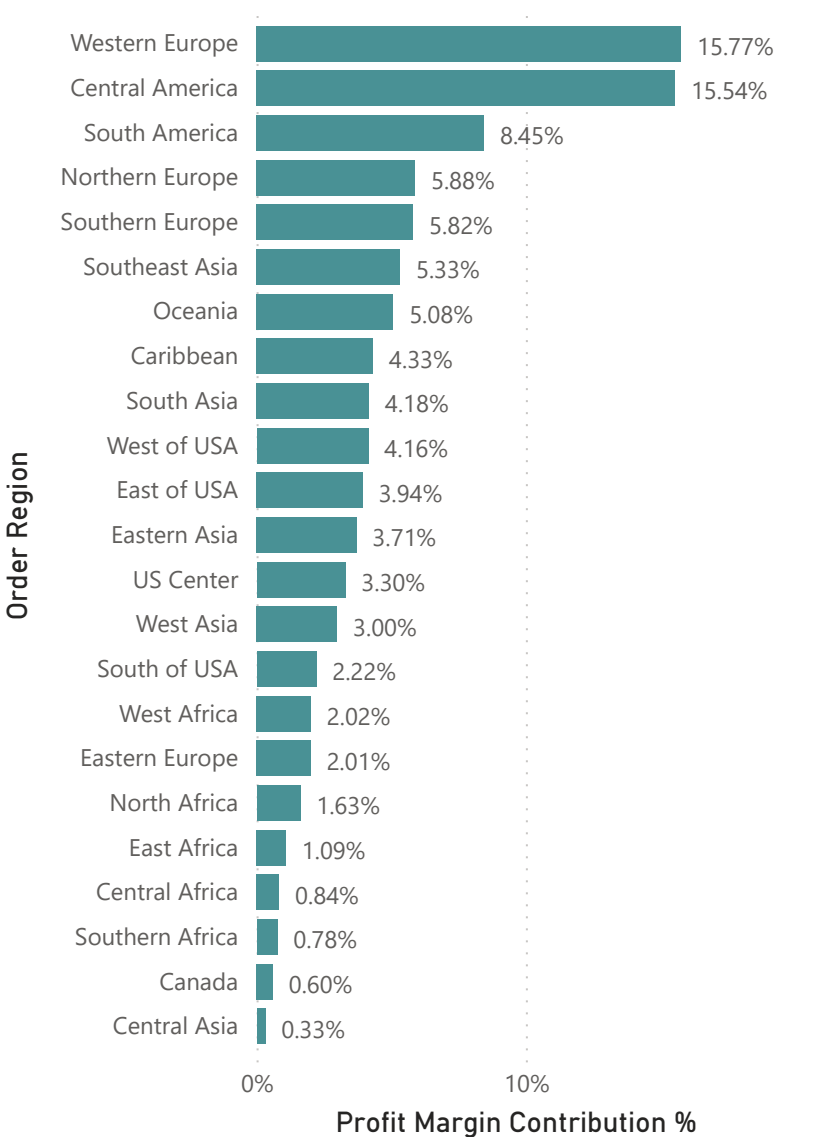
Less than 5% Profit Margin % by Order Country



Revenue Contribution % by Order Region

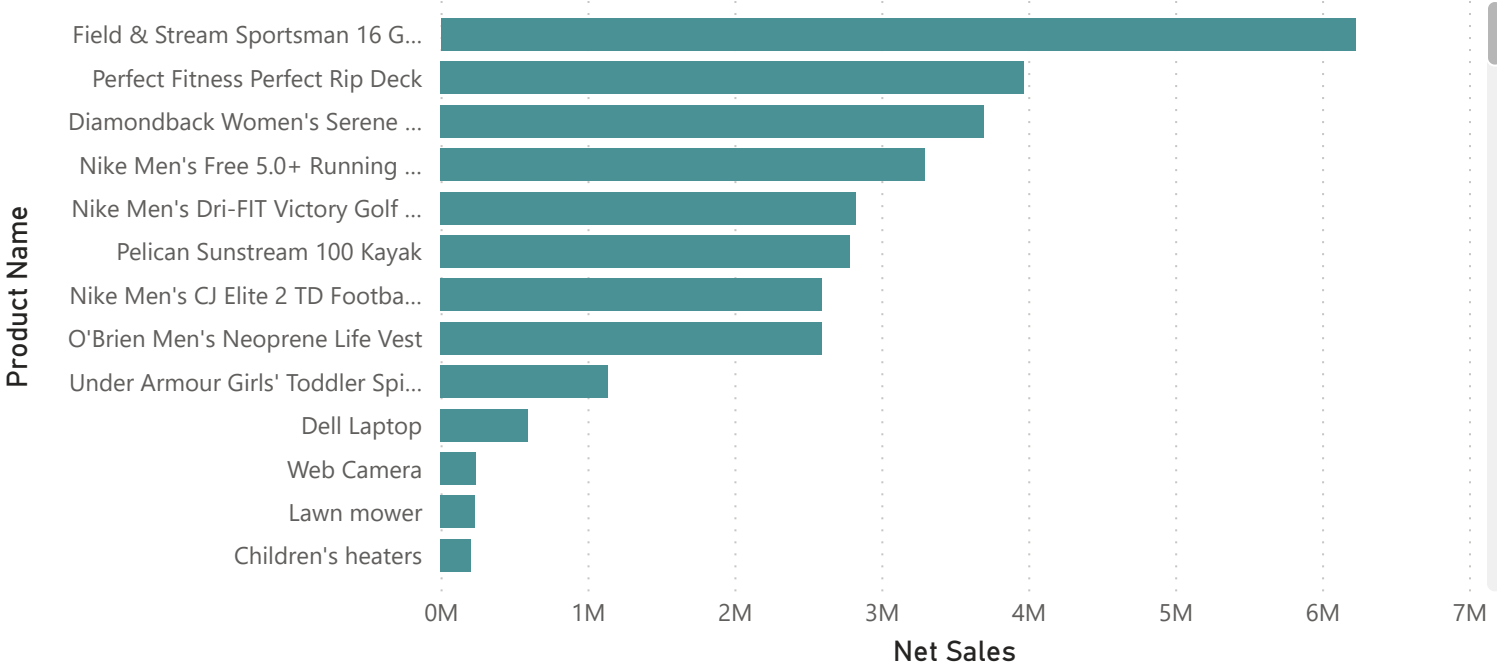


Profit Margin Contribution % by Order Region

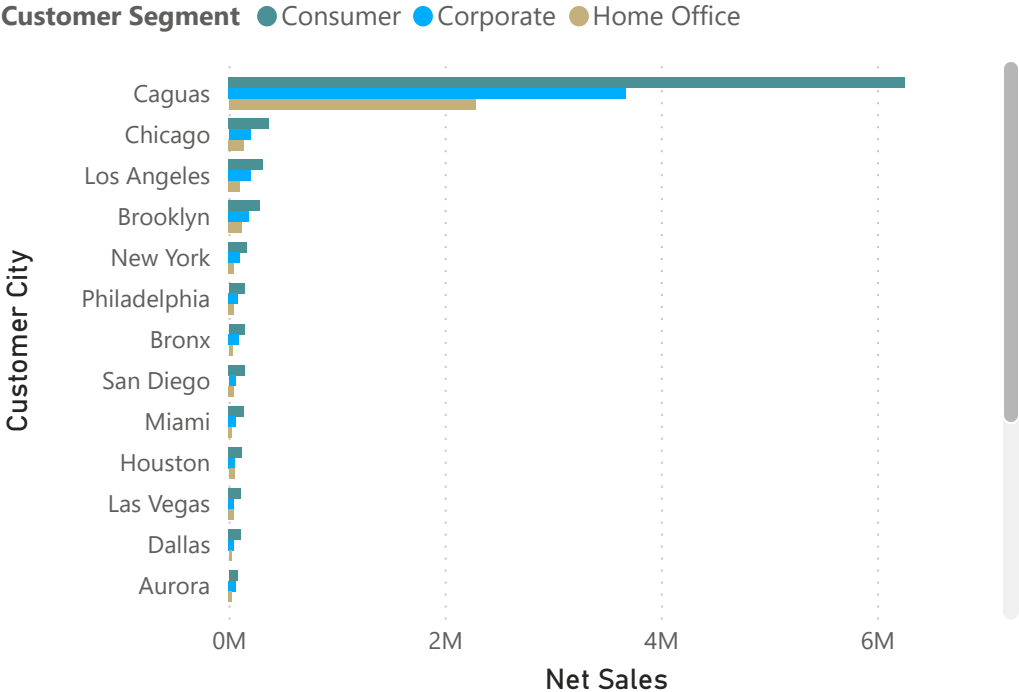




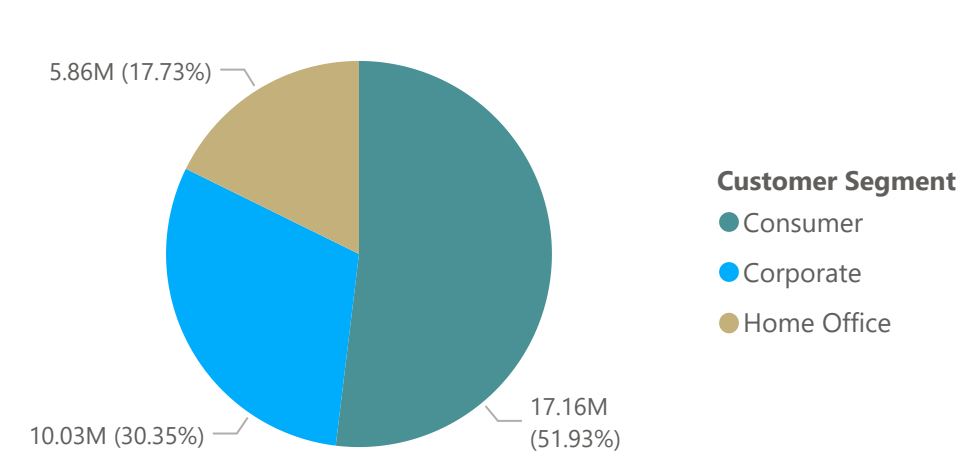
Net Sales by Product Name



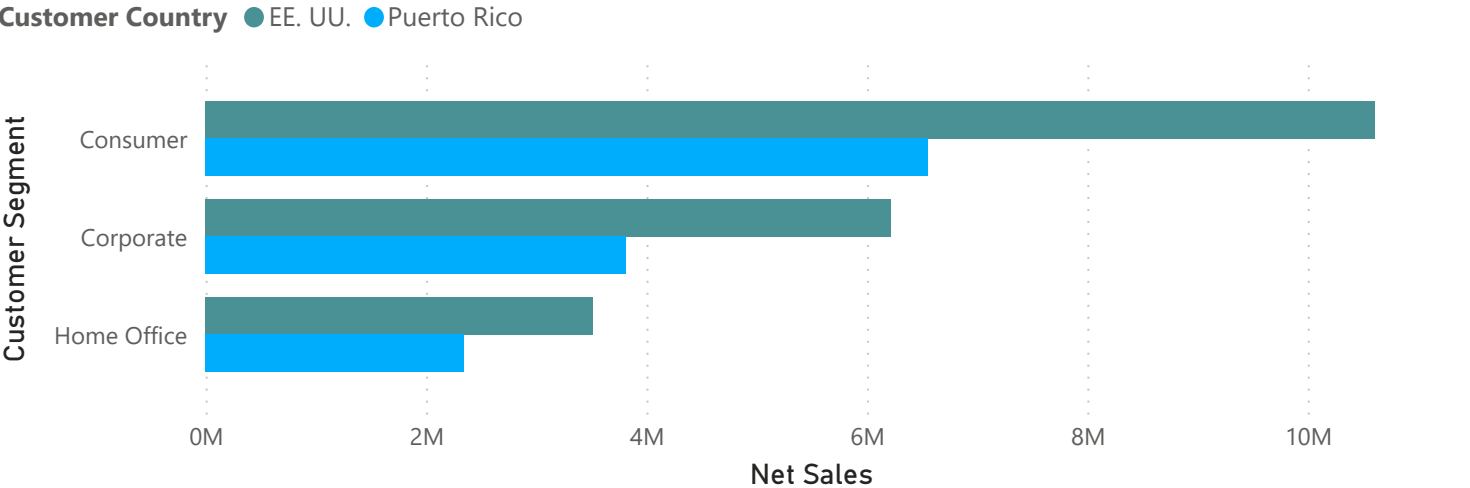
Net Sales by Customer City and Customer Segment



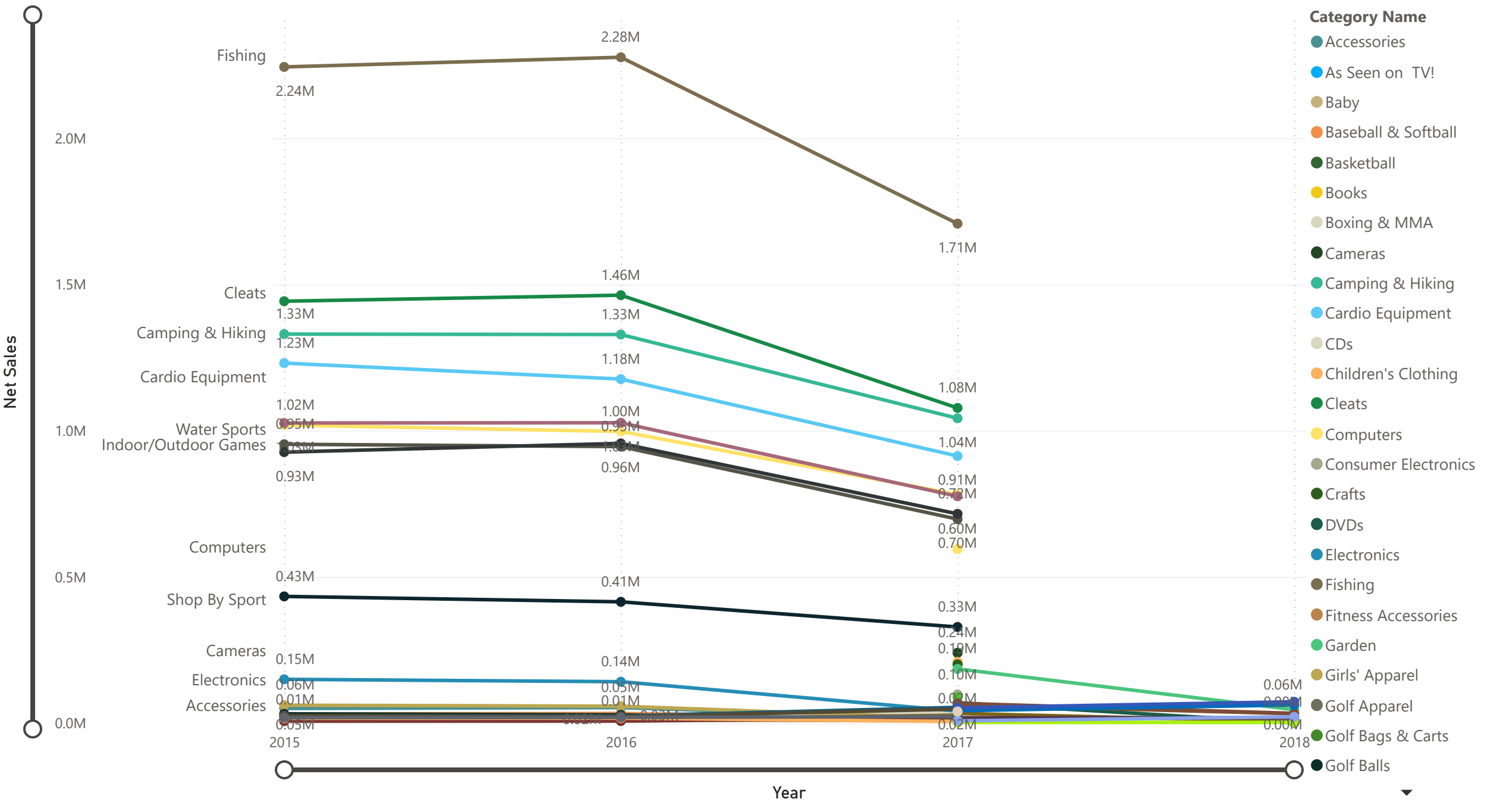
Net Sales by Customer Segment



Net Sales by Customer Segment and Customer Country

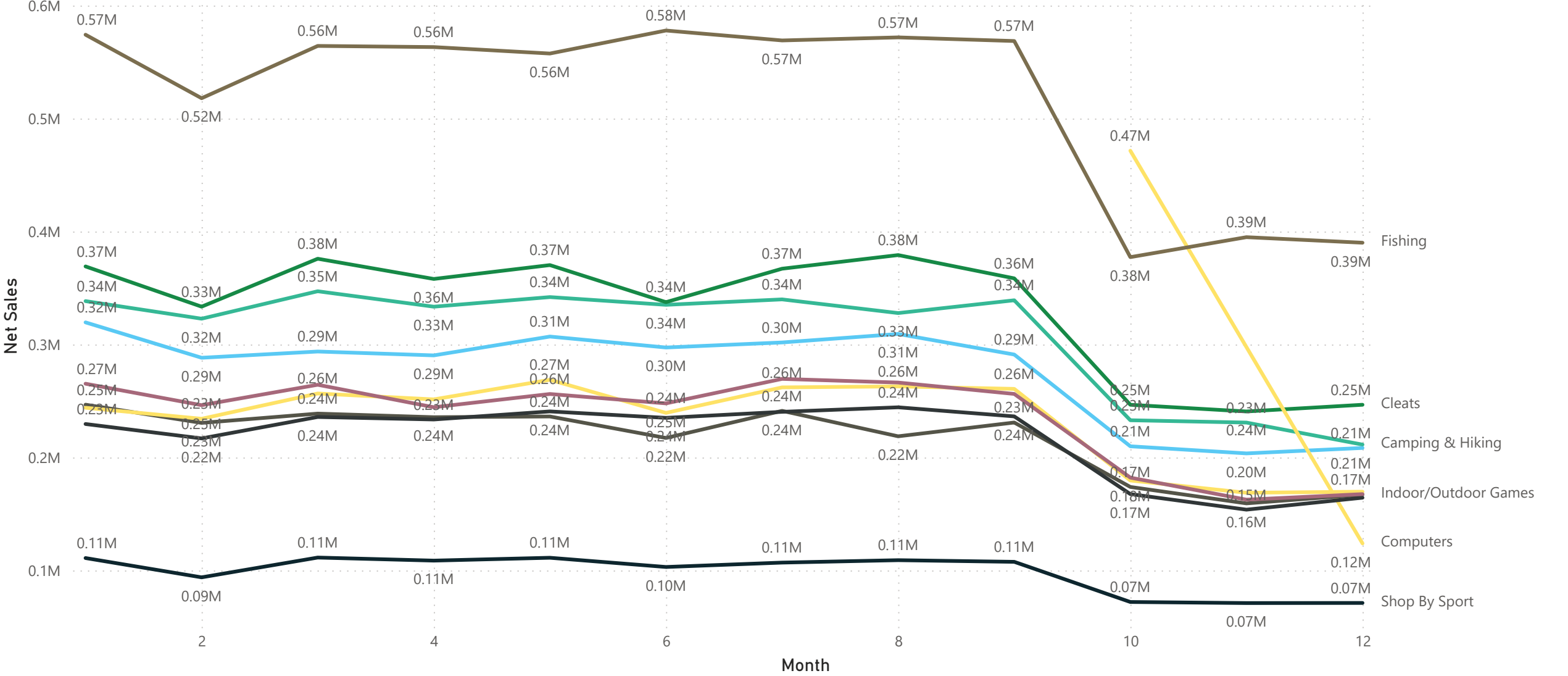


Net Sales by Year and Category Name

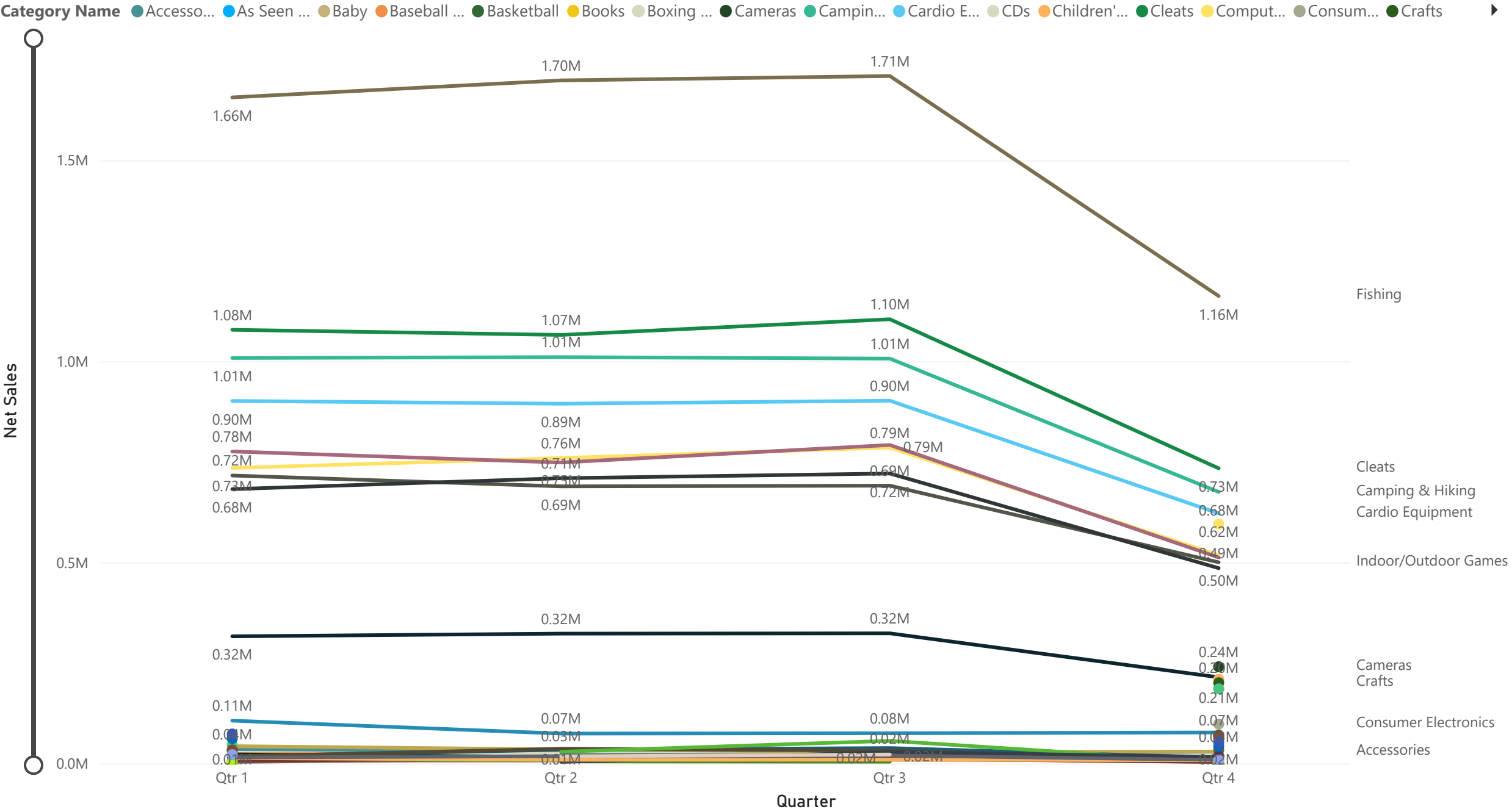


Net Sales by Month and Category Name

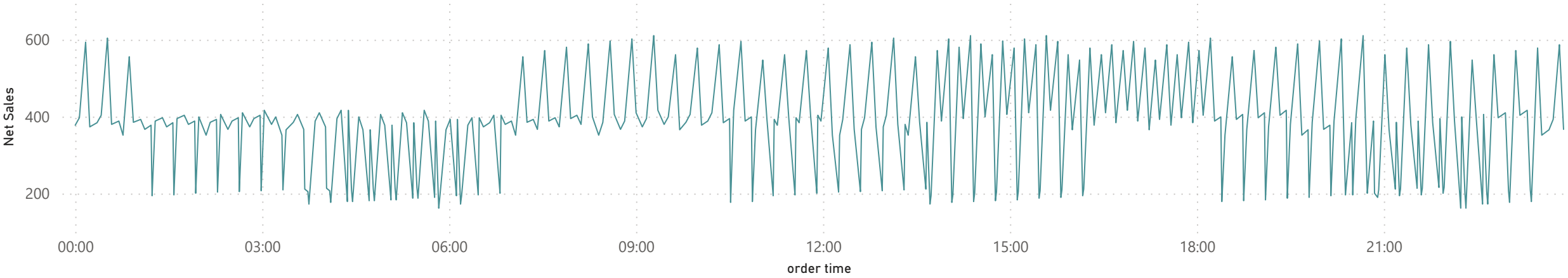
Category Name Camping & Hiking Cardio Equipment Cleats Computers Fishing Indoor/Outdoor Games Men's Footwear Shop By Sport Water Sports Women's Apparel



Net Sales by Quarter and Category Name



Net Sales by order time

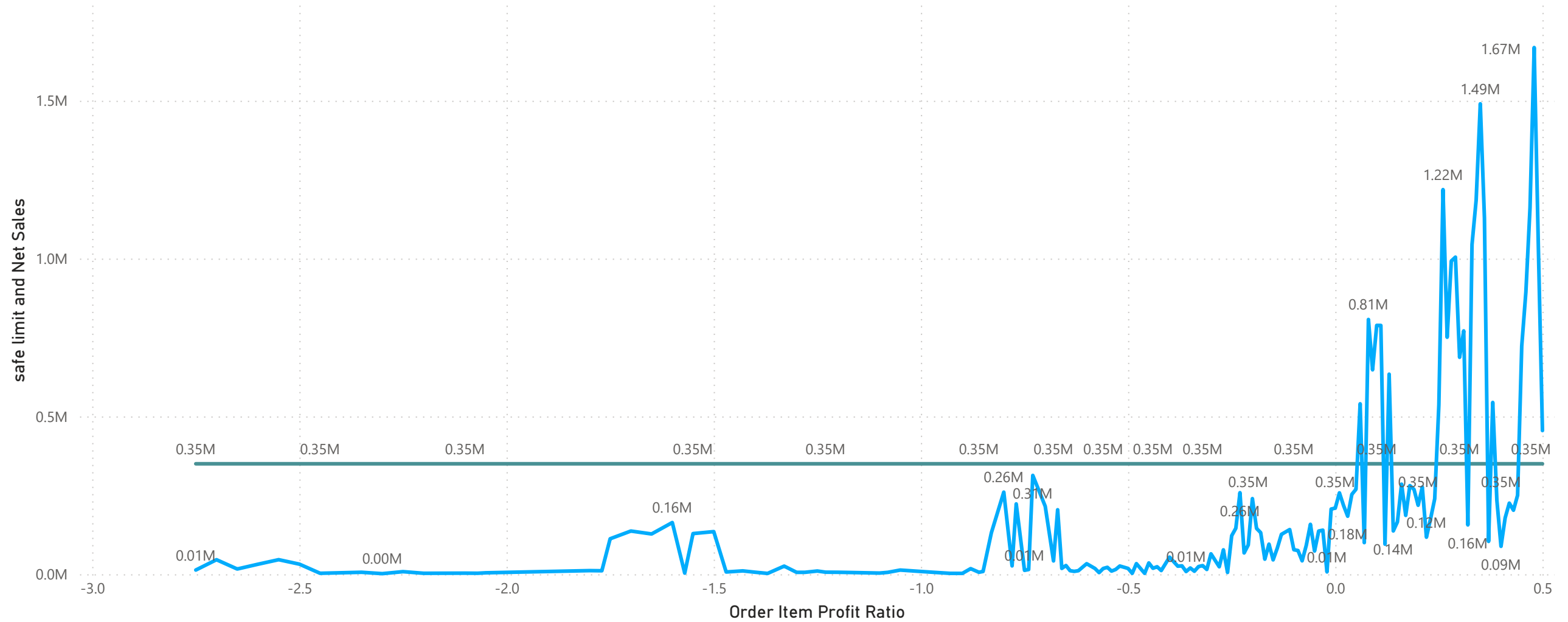


Category Name

Accessories	Boxing & MMA	Cleats	Fishing	Golf Balls	Indoor/Outdoor Games	Music	Tennis & Racquet	Women's Clothing
As Seen on TV!	Cameras	Computers	Fitness Accessories	Golf Gloves	Kids' Golf Clubs	Pet Supplies	Toys	Women's Golf Clubs
Baby	Camping & Hiking	Consumer Electronics	Garden	Golf Shoes	Lacrosse	Shop By Sport	Trade-In	
Baseball & Softball	Cardio Equipment	Crafts	Girls' Apparel	Health and Beauty	Men's Clothing	Soccer	Video Games	
Basketball	CDs	DVDs	Golf Apparel	Hockey	Men's Footwear	Sporting Goods	Water Sports	
Books	Children's Clothing	Electronics	Golf Bags & Carts	Hunting & Shooting	Men's Golf Clubs	Strength Training	Women's Apparel	

safe limit and Net Sales by Order Item Profit Ratio

● safe limit ● Net Sales



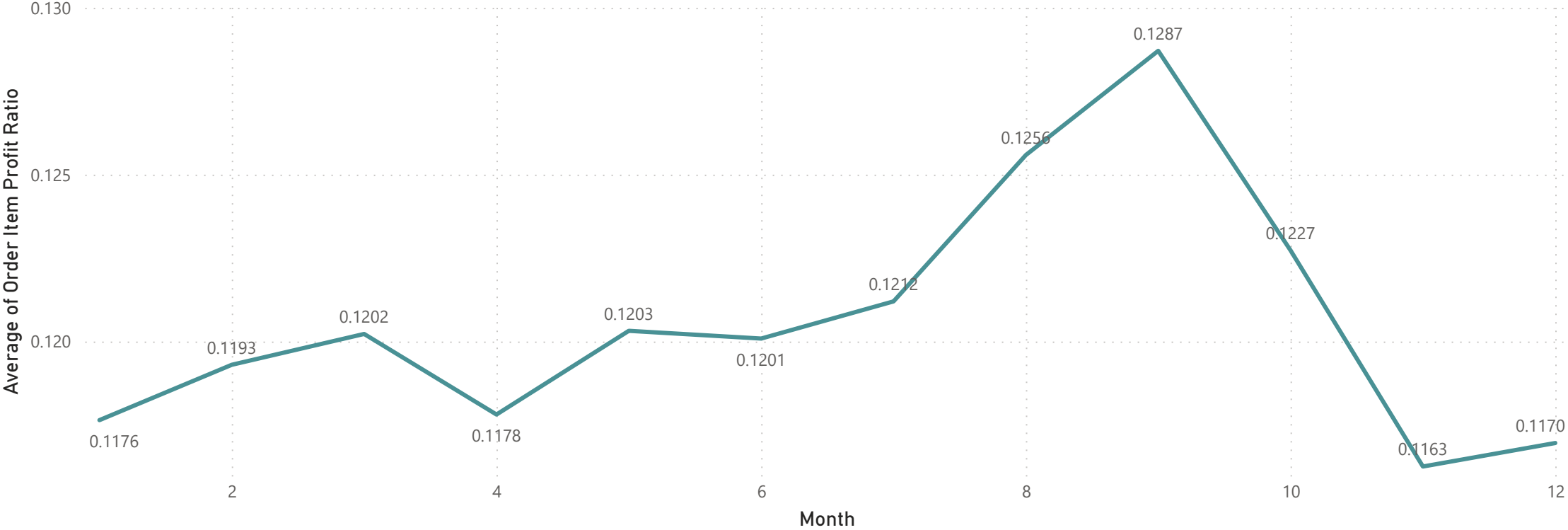
Category Name

▼

Accessories	Basketball	Camping & Hiking	Cleats	DVDs	Garden	Golf Balls	Hockey	Lacrosse	Music
As Seen on TV!	Books	Cardio Equipment	Computers	Electronics	Girls' Apparel	Golf Gloves	Hunting & Shooting	Men's Clothing	Pet Supplies
Baby	Boxing & MMA	CDs	Consumer Electronics	Fishing	Golf Apparel	Golf Shoes	Indoor/Outdoor Games	Men's Footwear	Shop By Sport
Baseball & Softball	Cameras	Children's Clothing	Crafts	Fitness Accessories	Golf Bags & Carts	Health and Beauty	Kids' Golf Clubs	Men's Golf Clubs	Soccer

▶

Average of Order Item Profit Ratio by Month



33.05M

Net Sales

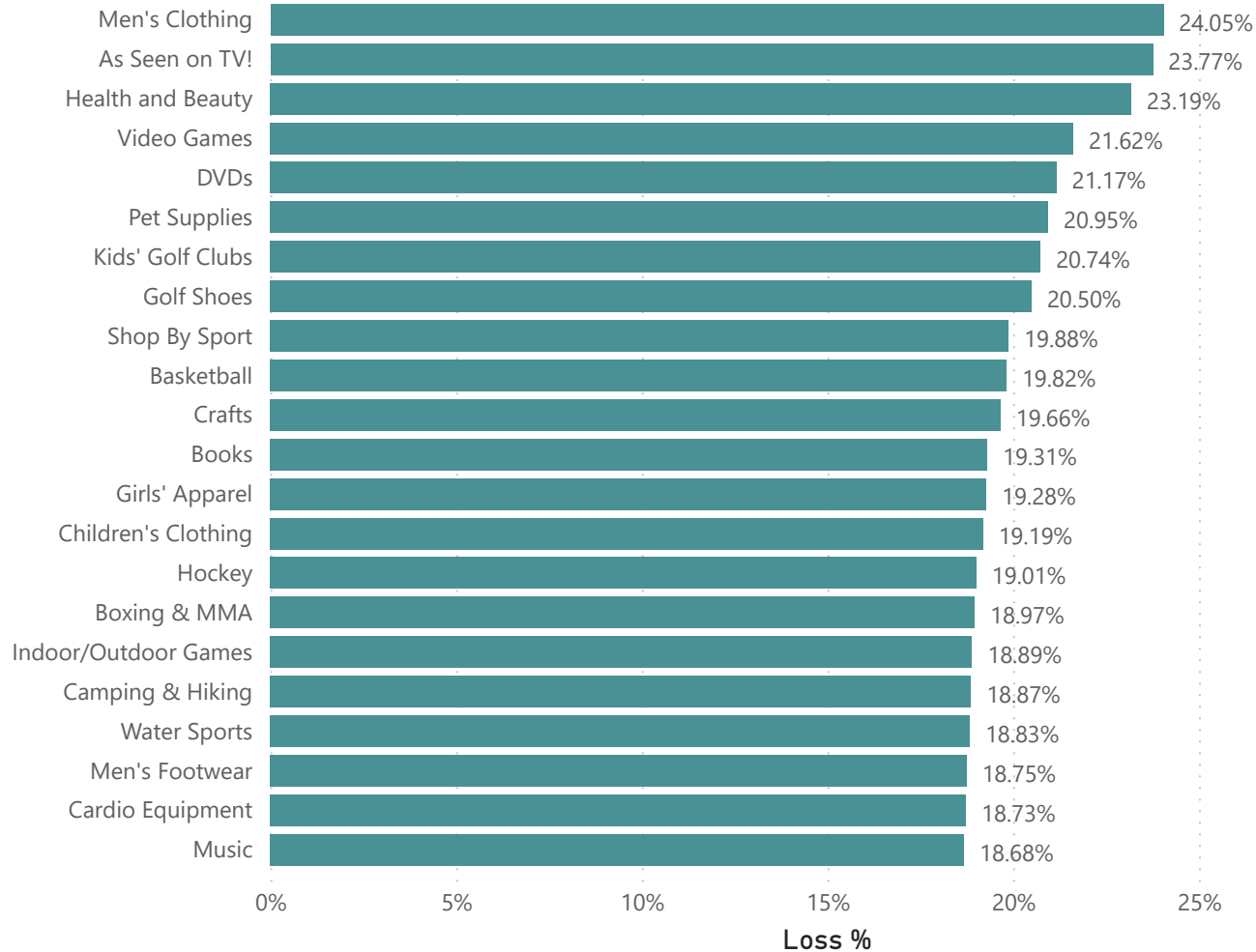
6.17M

Loss Sales

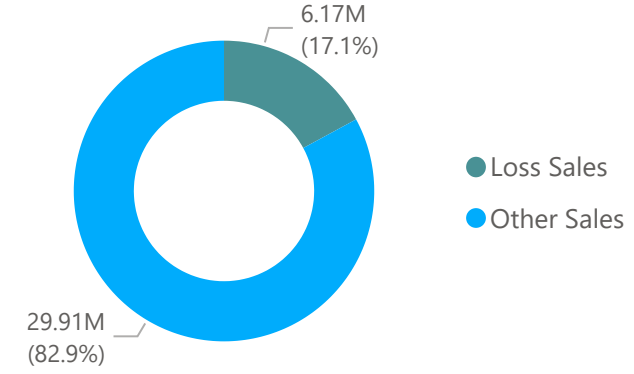
18.67%

Loss %

Category Name

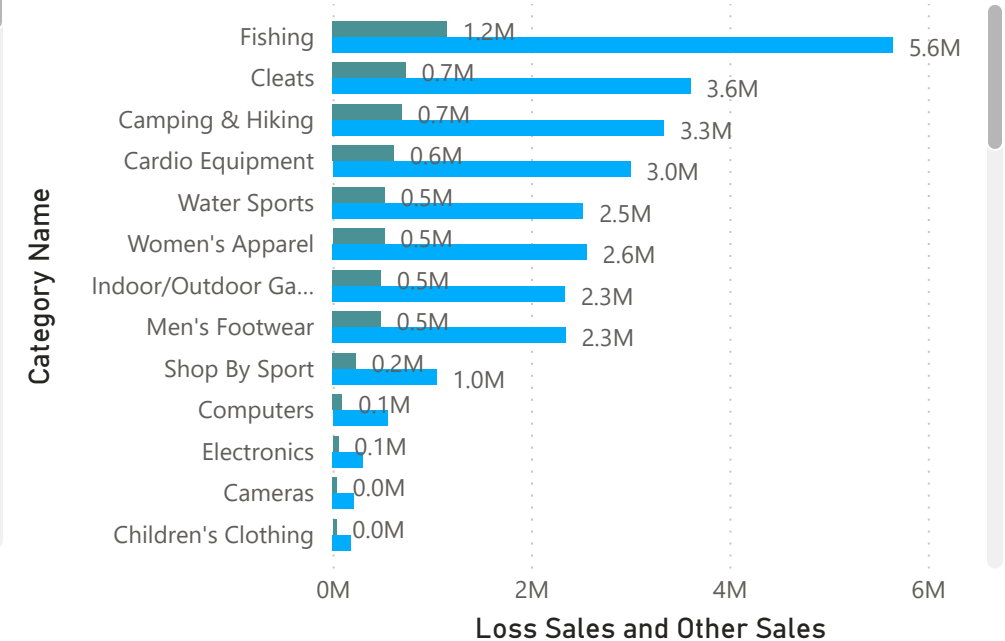


Loss Sales and Other Sales



Loss Sales and Other Sales by Category Name

● Loss Sales ● Other Sales



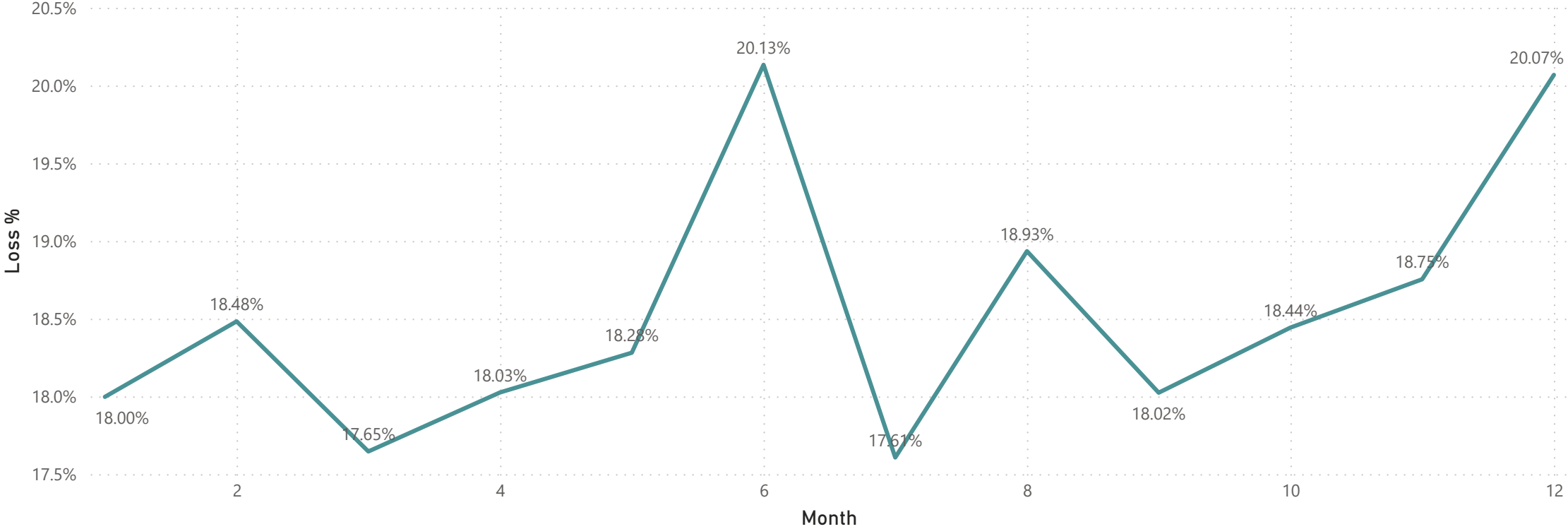
Category Name

▼

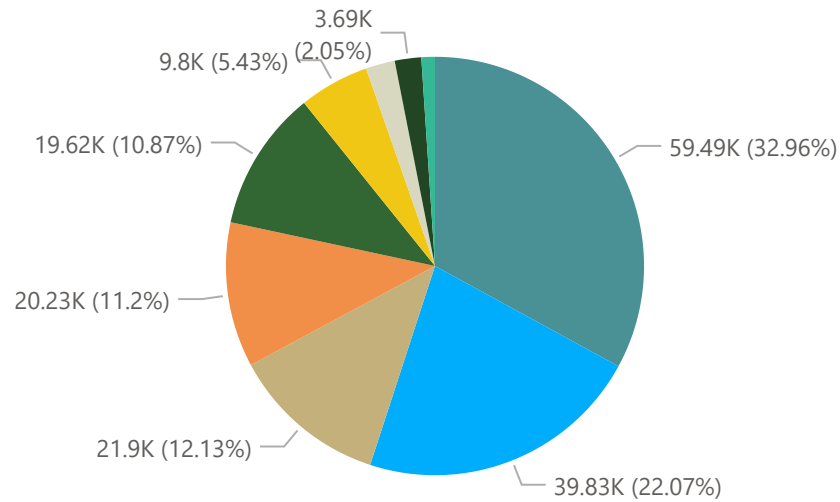
Accessories	Basketball	Camping & Hiking	Cleats	DVDs	Garden	Golf Balls	Hockey	Lacrosse	Music
As Seen on TV!	Books	Cardio Equipment	Computers	Electronics	Girls' Apparel	Golf Gloves	Hunting & Shooting	Men's Clothing	Pet Supplies
Baby	Boxing & MMA	CDs	Consumer Electronics	Fishing	Golf Apparel	Golf Shoes	Indoor/Outdoor Games	Men's Footwear	Shop By Sport
Baseball & Softball	Cameras	Children's Clothing	Crafts	Fitness Accessories	Golf Bags & Carts	Health and Beauty	Kids' Golf Clubs	Men's Golf Clubs	Soccer

►

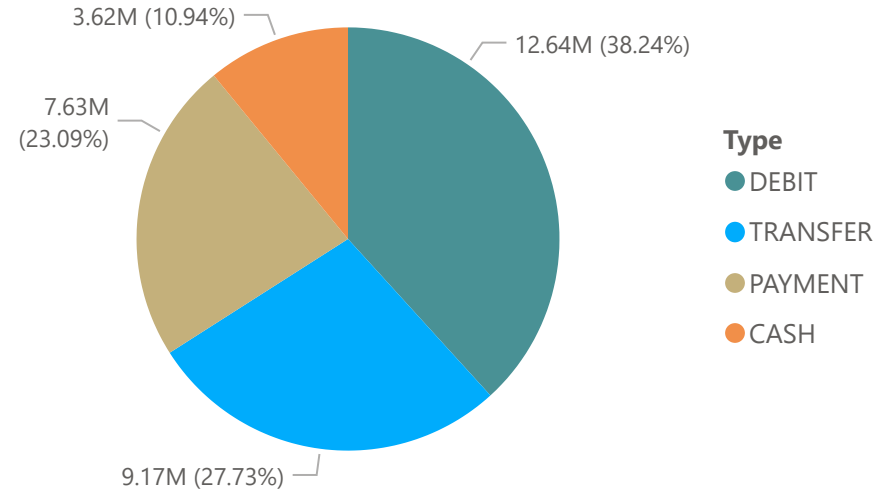
Loss % by Month



Count of Customer Id by Order Status and Type



Net Sales by Type



Year

2015

2016

2017

2018

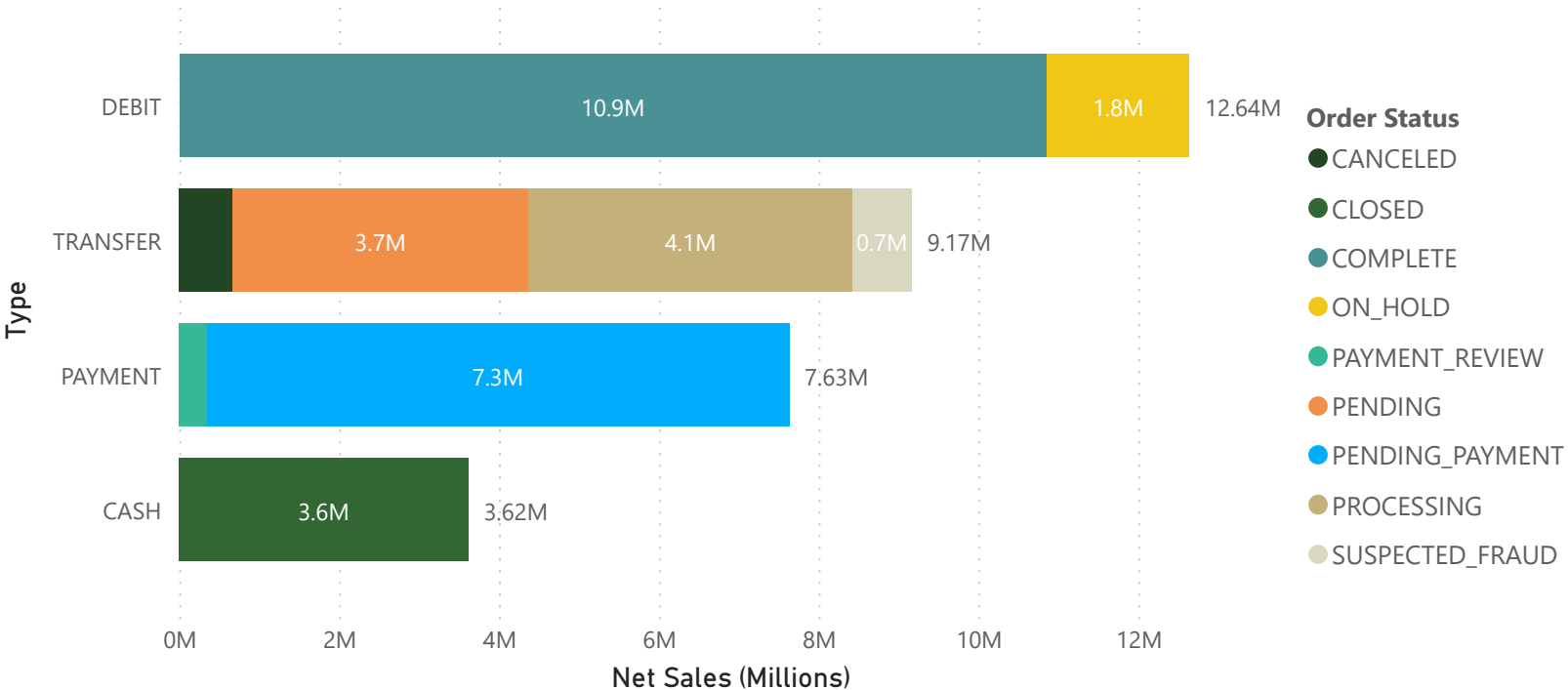
Month

January

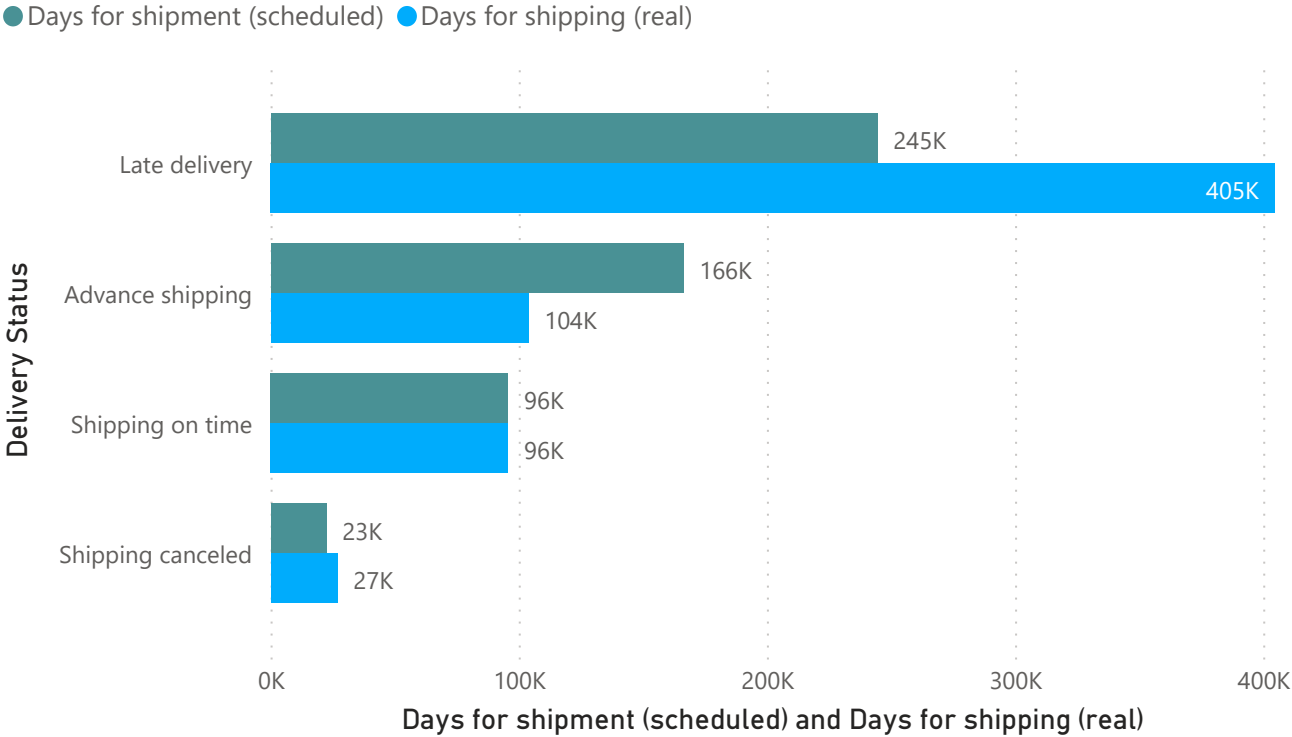
February

March

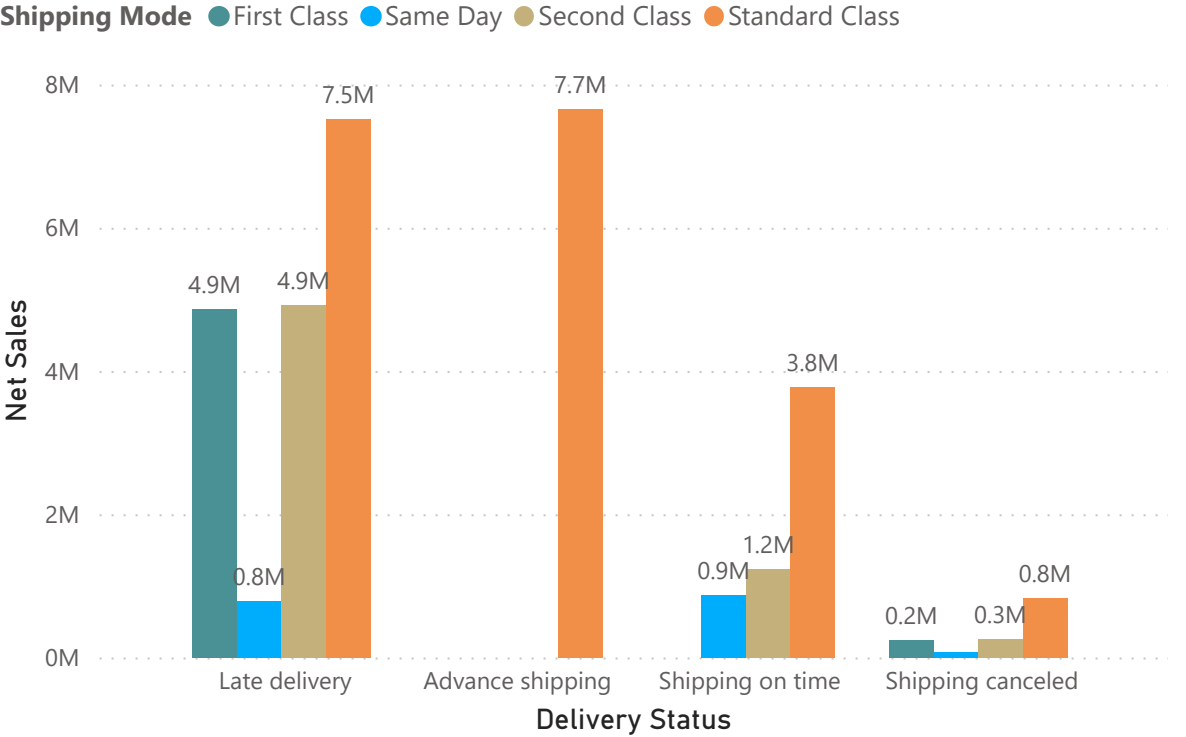
Net Sales by Type and Order Status



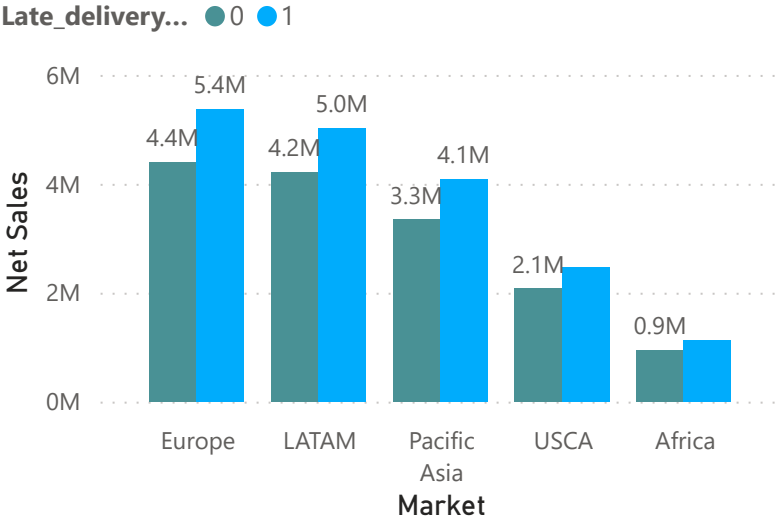
Days for shipment (scheduled) and Days for shipping (real) by Delivery Status



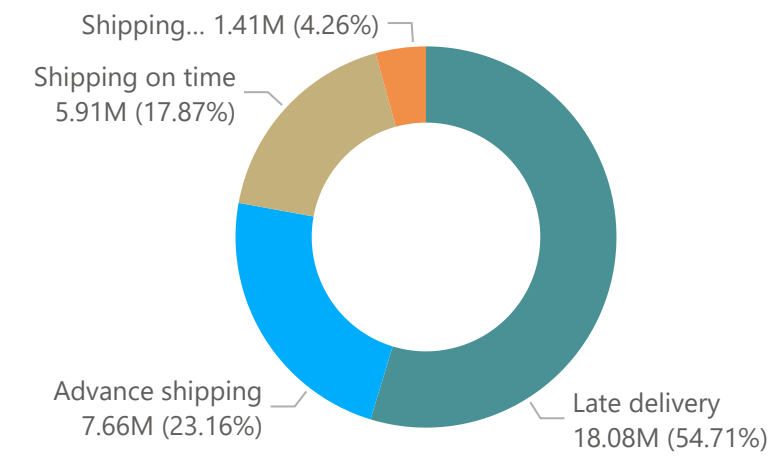
Net Sales by Delivery Status and Shipping Mode



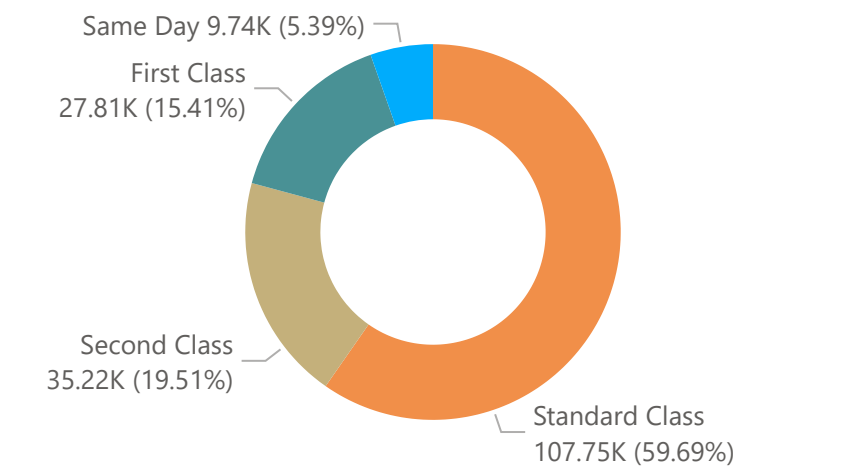
Net Sales by Market and Late_delivery_risk



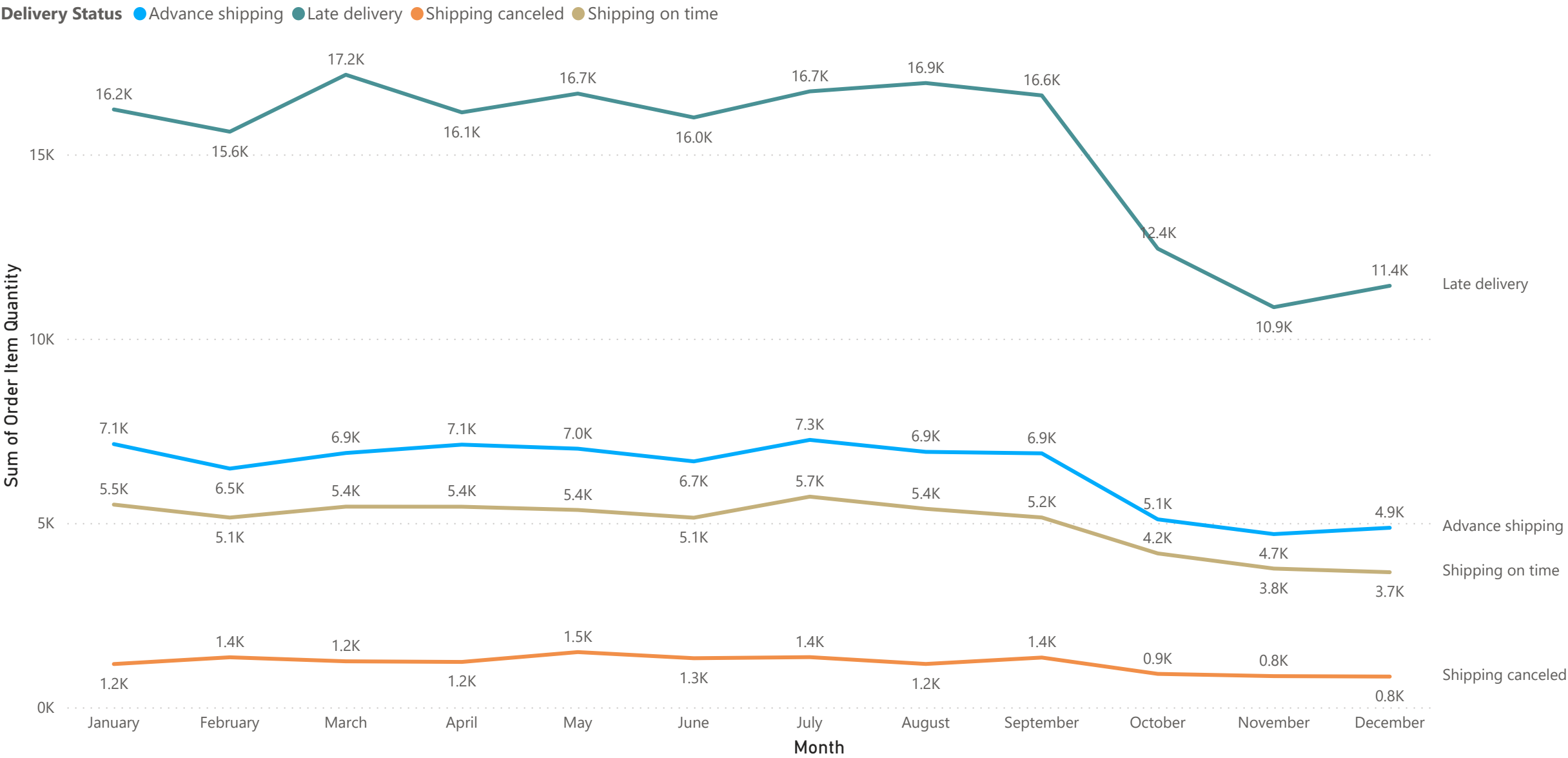
Net Sales by Delivery Status



Count of Sales by Shipping Mode

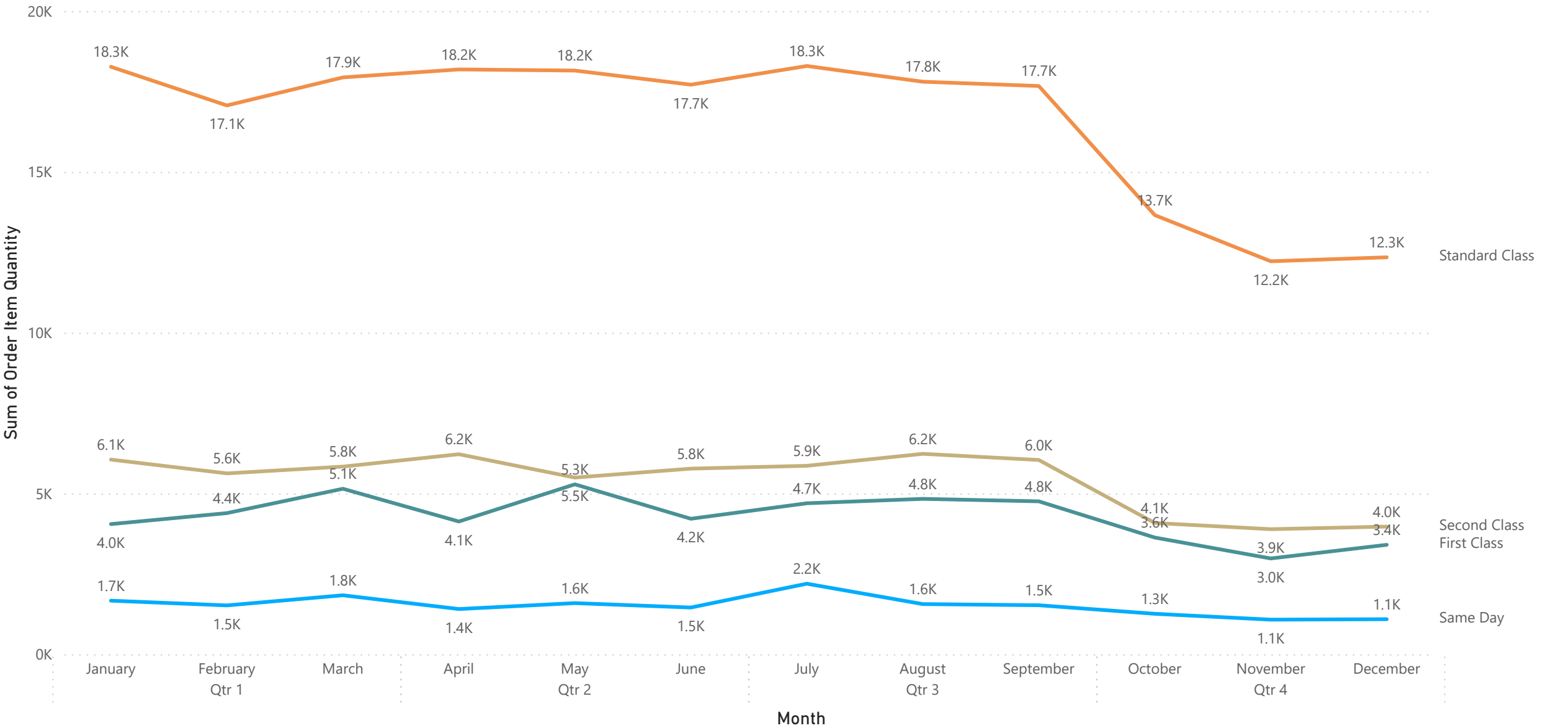


Sum of Order Item Quantity by Month and Delivery Status

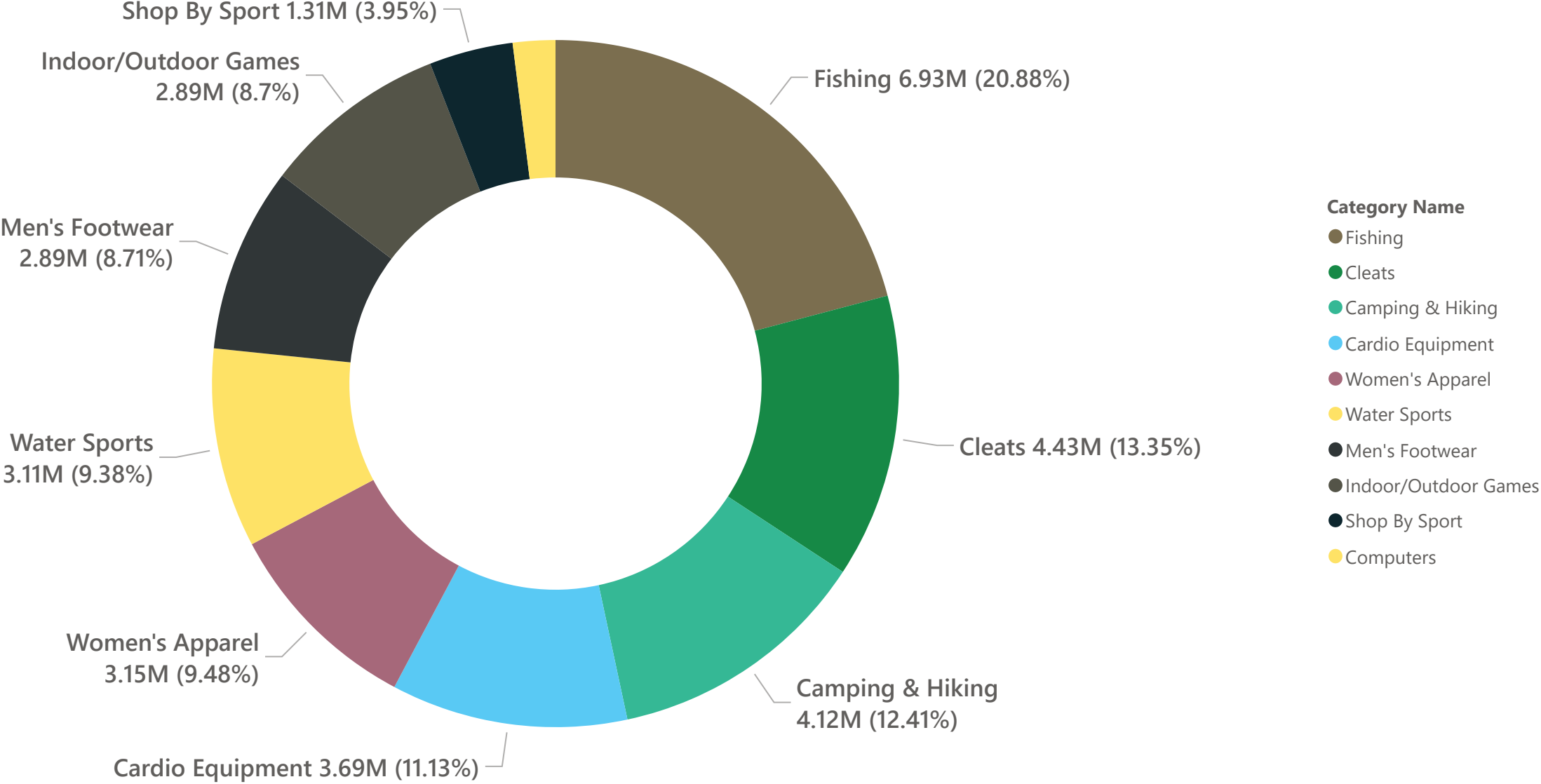


Sum of Order Item Quantity by Quarter, Month and Shipping Mode

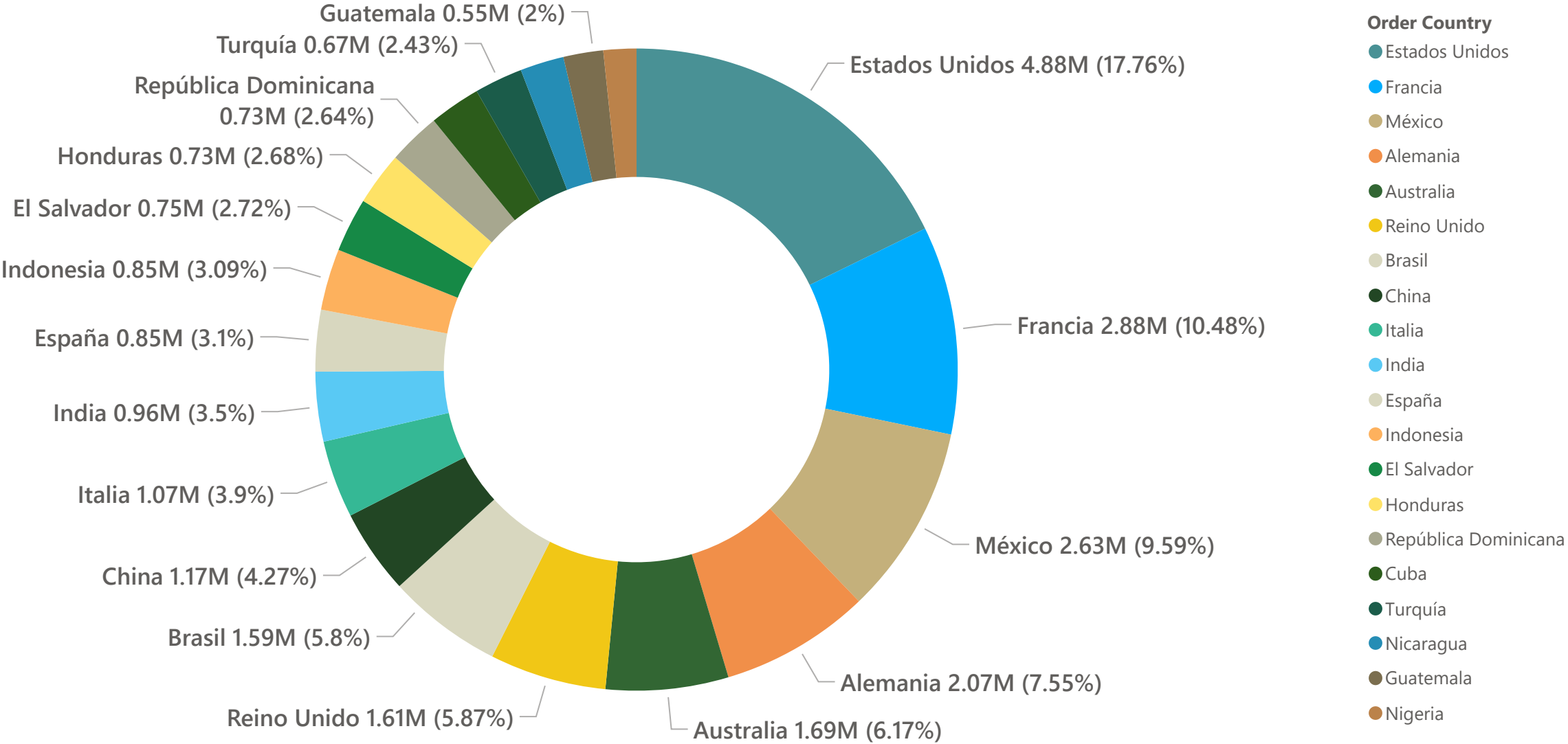
Shipping Mode ● First Class ● Same Day ● Second Class ● Standard Class



Sum of Sales by Category Name



Sum of Sales by Order Country



Project By:

Pooja K P

Data Analytics| Data Science