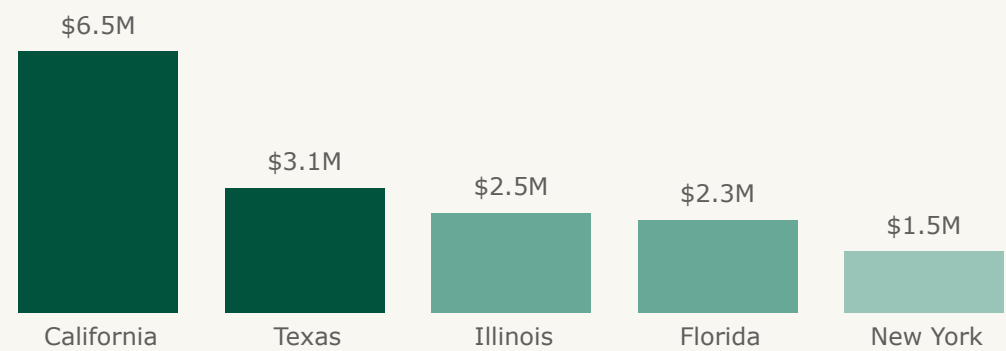


Sales Analysis

All

In year 2020, California has the highest sales net profit with a total value of \$2.5M while the fourth most state is New York with a total value of \$0.7M.

Sales Net Profit by Top 5 State



Sales Net Profit by Top 10 Customer Names



Medline is the customer with the most sales net profit with a total value of \$0.85M.

\$30,874,674

Sales Net Profit

\$82,692,727

Sales Total

168%

%Profit

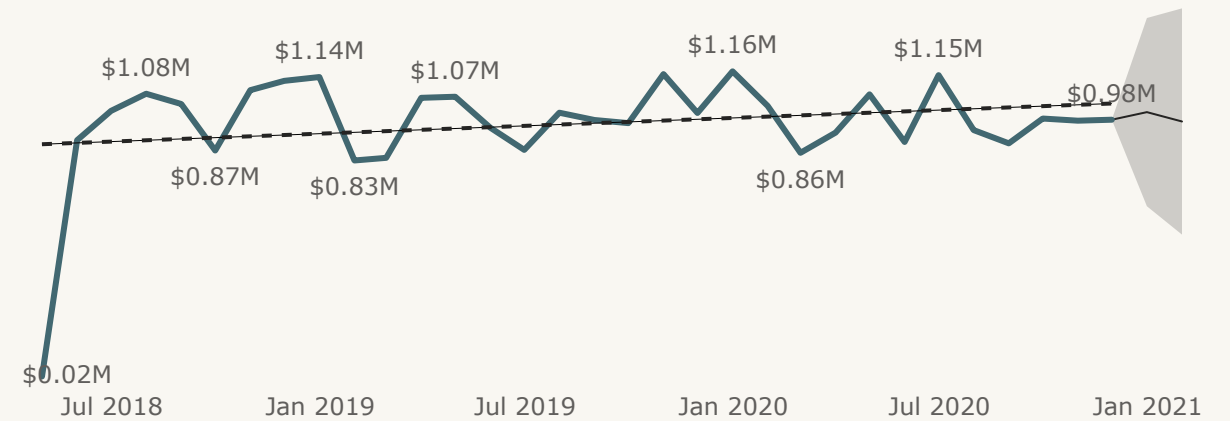
2018

2019

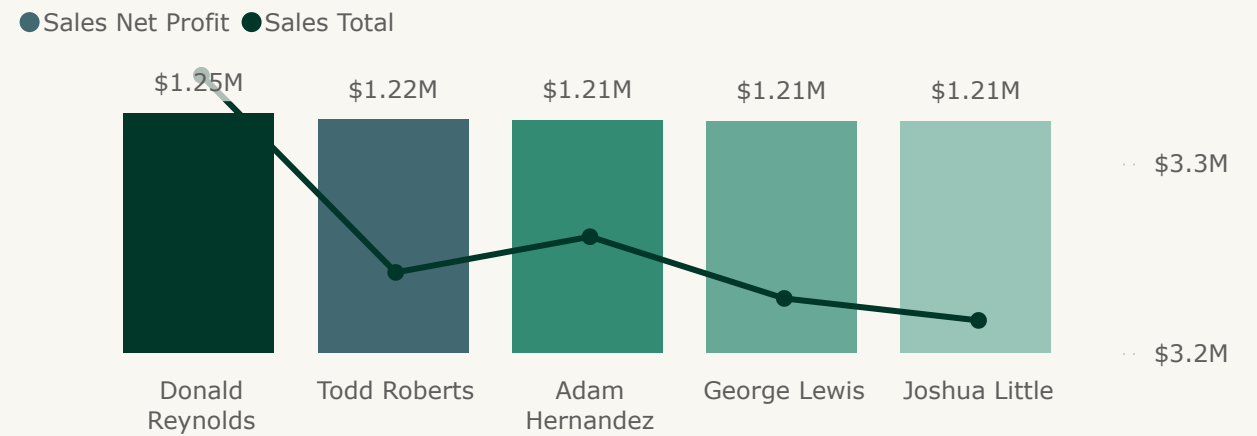
2020

In July 2019, Weimei Corp. has the highest sale net profit with a total value of \$39k followed by Pure Group with a total value of \$38k.

Sales Net Profit by Year and Month



Sales Net Profit by Top 5 Sales Team



Donald Reynolds's sales team generated the highest sales net profit with a total value of \$1.25M followed by Todd Roberts with a total value of \$1.22M.

Cost Analysis

\$6,813,330
Product Profit

\$1,431.9
Average of Unit Cost

\$51,818,053
Sales Total Cost

2018

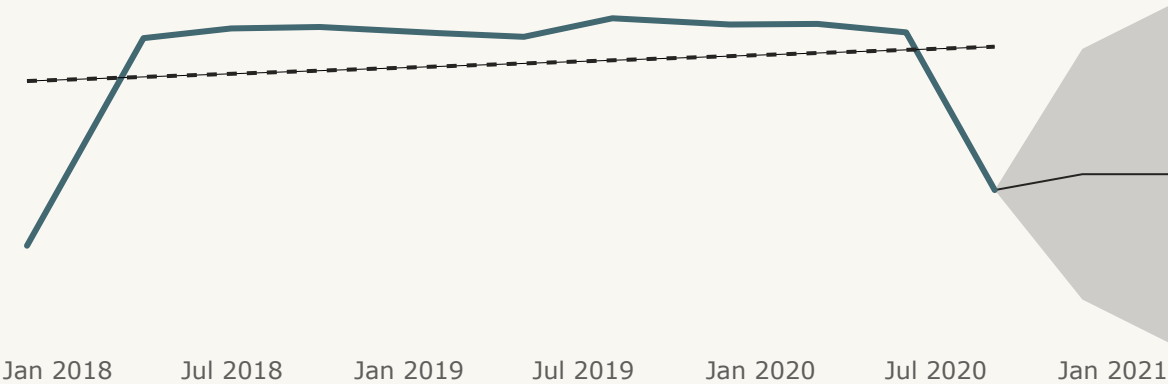
2019

2020

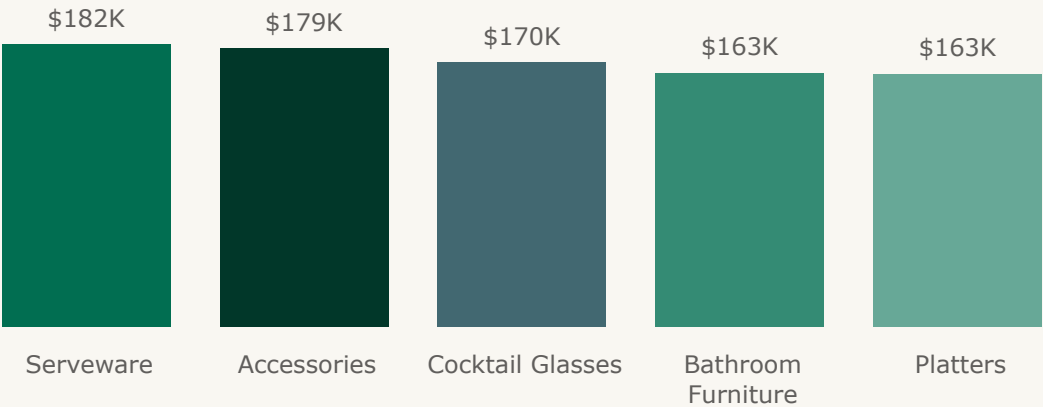
All

In July 2019, Weimei Corp. has the highest sale net profit with a total value of \$39k followed by Pure Group with a total value of \$38k.

Product Profit Trend



Product Profit by Top 5 Product



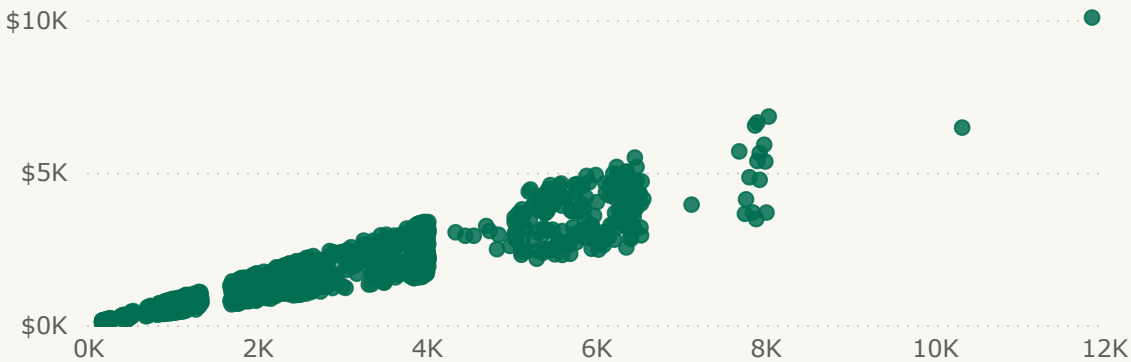
Serveware and Cocktail is the top most performing product with a product profit of \$0.18M followed by Cocktail Glasses with a product profit of \$0.17M

Bedroom furniture is the least product with a product profit of \$124k followed by Cookware with a product profit of \$123k.

Product Profit by Bottom 5 Product



Relationship Between Unit Cost and Unit Price



The relationship between unit price and unit cost is positive which means that increase in unit cost will lead to the increase in unit price.

Shipping Analysis

2149
Orders Under 15 Days

26.89%
%Delivery Under 15 Days

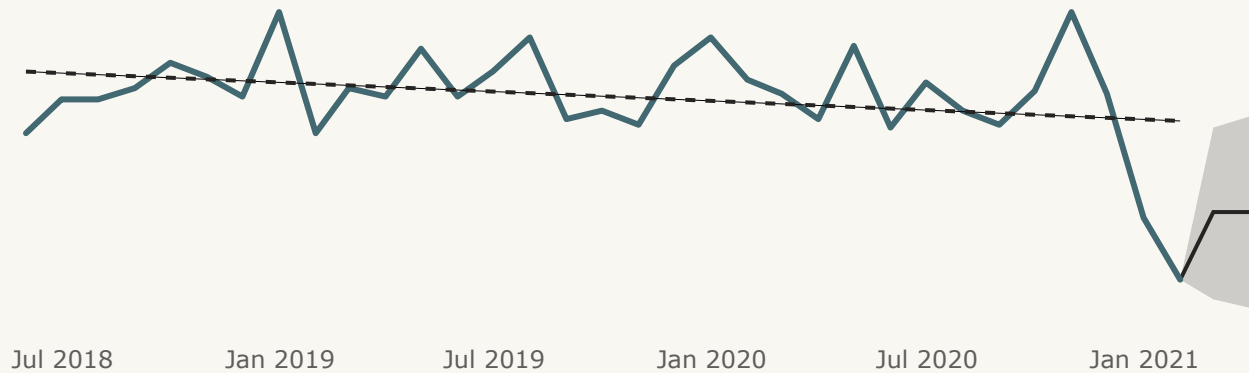
20.67
Average Days From Order To D...

- 2018
- 2019
- 2020

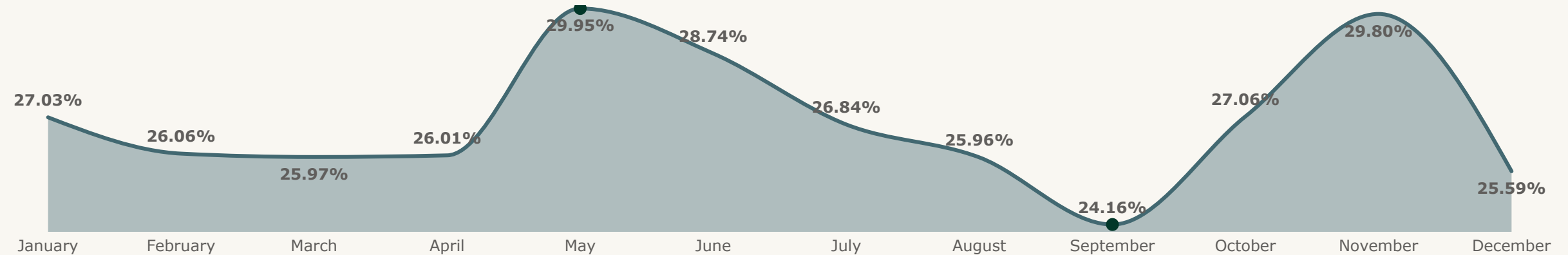
All

The month of January 2019 and November 2020 has the highest total delivery days under 15 days with a value of 95 while the month of June 2018 and February 2019 have the lowest total delivery delivery under 15 days. The forecast shows that 24 total delivery under 15 days was predicted based on the trend of the delivery days under 15.

Delivery Under 15 Days Trend



% Of Orders Delivered Under 15 Days Trend



29.95% delivery under 15 days was in May followed by 29.8% in November while the least contribution happened in the month of September with a 24.16%

The Cocktail Glasses and Wail Frames have the highest count of product delivered under 15 days with a total count of 62 followed by Candleholders with a total count of 58.

Count of Products Delivered Under 15 Days



Sales Team Analysis

168%
%Profit

\$30,874,674
Sales Net Profit

36162
Total Order Quantity

2018

2019

2020

All

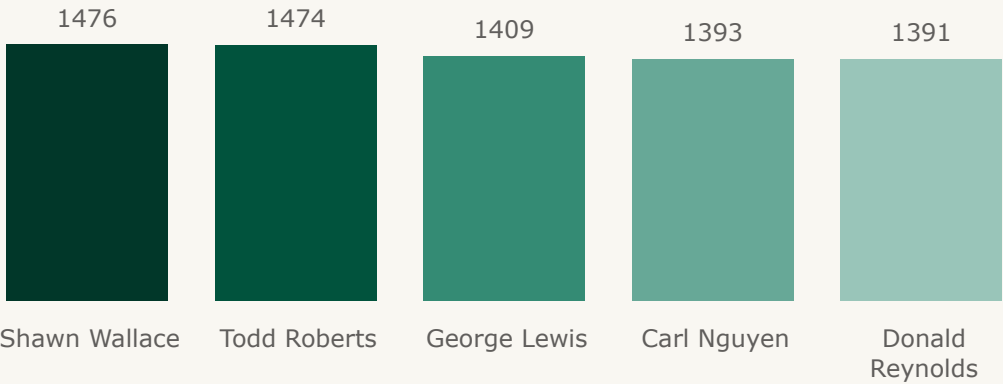


Sales team with the most sales net profit



Donald Reynolds sales team generated the highest sales net profit with a total value of \$1.25M followed by Todd Roberts with a sales net profit with a value of \$1.22M.

Sales team with the most ordered product quantity.



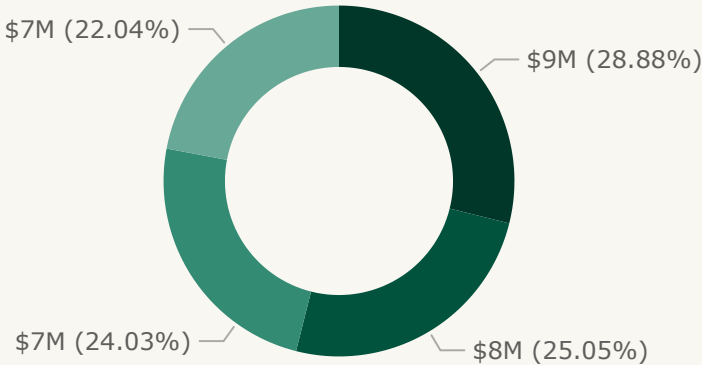
Shawn Wallace sales team received and distributed the highest quantity of product with a total order of 1476

The sales team in Midwest have the highest contribution with a total percent of 28.88% followed by the sales team in the West with a percent contribution of 25.05%

Region where the sales team generated sales net profit.

Region

- Midwest
- West
- Northeast
- South



Sales team with the least sales net profit



Shawn Torres sales team has the least sales net profit generated with a total value of \$0.96M

Channel Performance Analysis

168%
%Profit

\$30,874,674
Sales Net Profit

\$51,818,053
Sales Total Cost

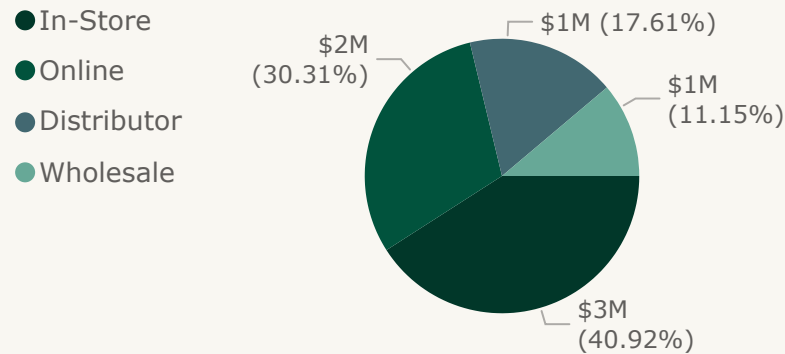
2018

2019

2020

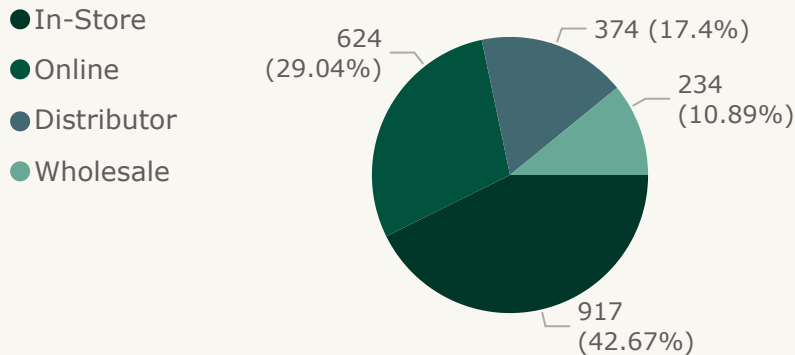
All

Product Profit by Sales Channel



In-store sale channel is the most productive with a product profit contribution of 40.92% followed by Online with a product profit of 30.31%.

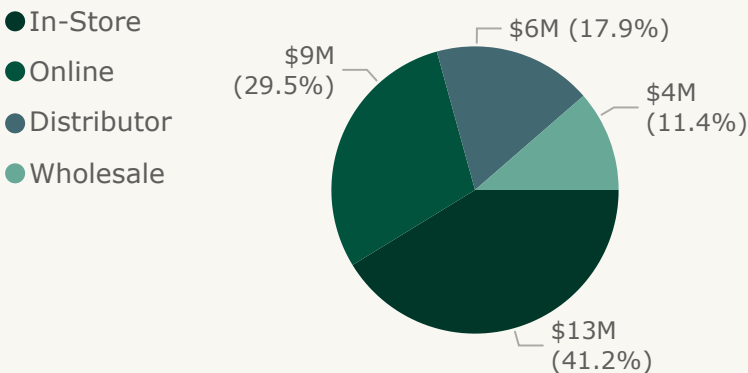
Count Of Orders Under 15 Days by Sales Channel



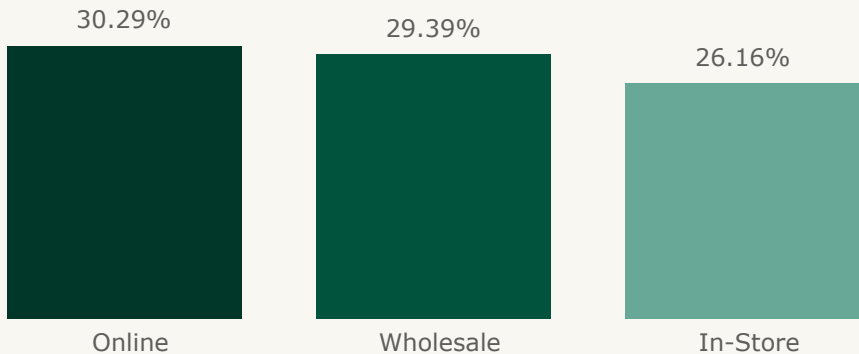
In-store sale channel received the most orders under 15 days with a contribution of 42.67% followed by Online with a contribution of 29.04%.

In-store sale channel generated the most sales net profit with a contribution of 41.2% of the total sales net profit followed by Online with 29.5% contribution.

Sales Net Profit by Sales Channel

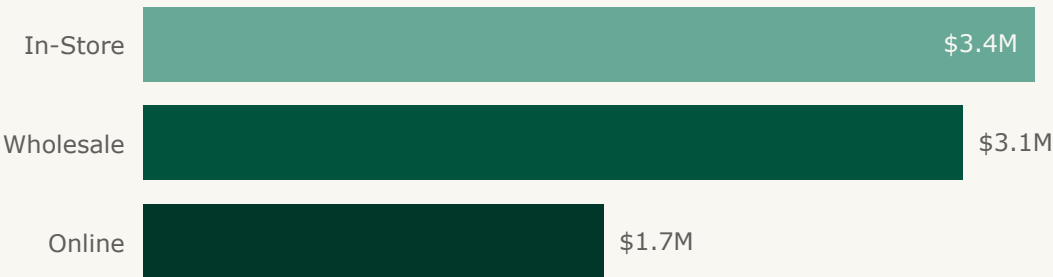


Sale channel by percent of delivery under 15 days



Online channel had the highest percentage contribution of 30.29% to the delivery under 15 days followed by Wholesale with a 29.39% contribution.

Sales channel by total cost



In-store incurred the most total cost producing products with a value of \$3.4M followed by Wholesale with a total cost of \$3.1M.

Location Demography Analysis

\$1,994,065
Sales Net Profit

\$39,337,404
#Household Income

109,978,274
#Population

2018

2019

2020

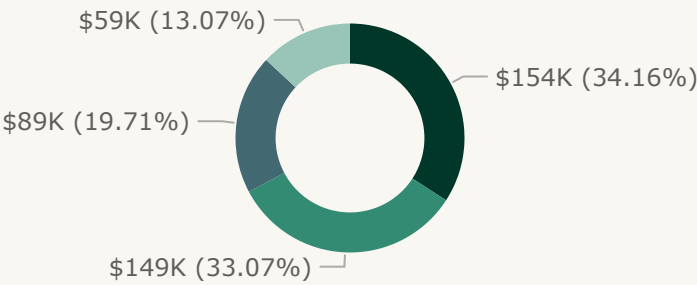
April

West is the region with the most product profit of 34.16% contribution to the total product profit followed by South with a 33.07% contribution.

Among the location type, City emerged has the highest with a median income of \$15.6M followed by Township with a value of \$2.0M.

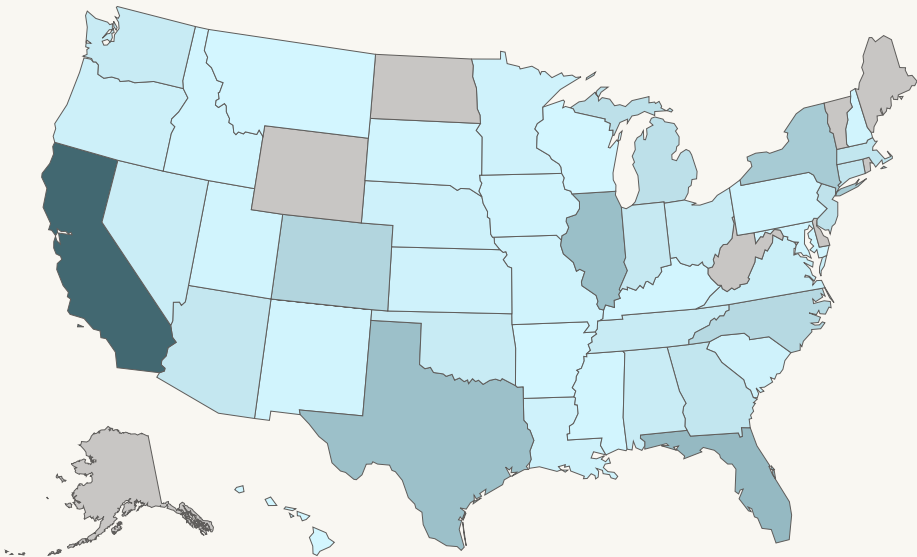
Product Profit by Region

- West
- South
- Midwest
- Northeast

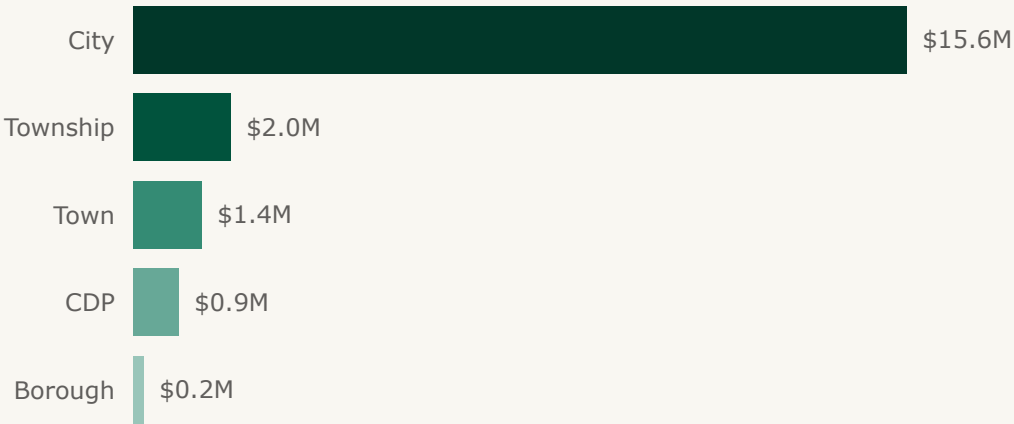


New York, California, and Texas generated the most sales net profit of \$7.5M, \$6.4M, and \$4.4M, respectively based on the high household income they earn.

Sales Net Profit and Sum of Household Income by State

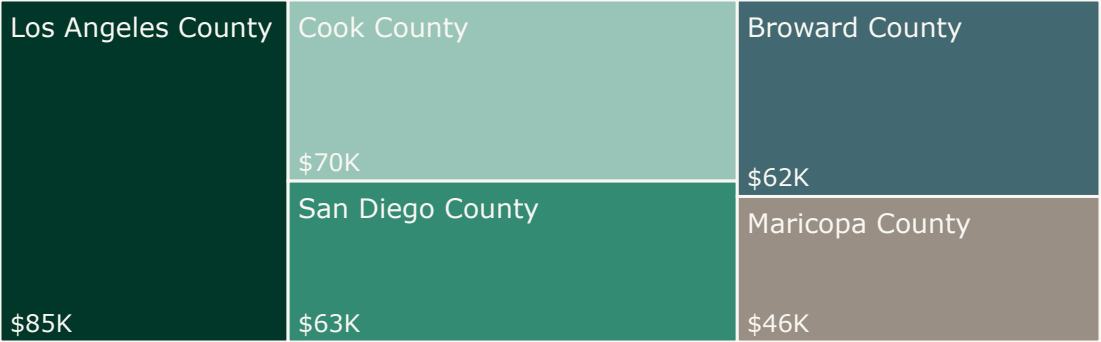


Top most type of location by total median income



Los Angeles is the county with the most sales net profit with a total value of \$85k followed by Cook County with a value of \$70k.

Top most country by sales net profit



Business Recommendations

- 1. Focus on High-Performing Regions:** Prioritize marketing and sales efforts in California, New York, and Texas due to their high sales net profits.
- 2. Optimize Shipping Processes:** Improve shipping efficiency in months with lower performance (e.g., June and February) to reduce delivery times.
- 3. Enhance In-Store and Online Channels:** Invest in both in-store and online sales channels as they contribute significantly to net profits and order processing efficiency.
- 4. Product Portfolio Management:** Increase focus on high-performing products like Serveware and Cocktail, while reevaluating the strategy for low-performing products like Bedroom furniture and Cookware.
- 5. Sales Team Incentives:** Provide incentives and training to underperforming sales teams to boost their productivity and net profit contributions.

Executive Summary

Prioritize Marketing and Sales in High-Performing Regions:

- Focus efforts in California, New York, and Texas, which have demonstrated high sales net profits.

Optimize Shipping Efficiency:

- Improve shipping processes during low-performance months (June and February) to decrease delivery times and enhance customer satisfaction.

Enhance In-Store and Online Sales Channels:

- Invest in both in-store and online channels, as they significantly contribute to overall net profits and efficient order processing.

Manage Product Portfolio Effectively:

- Increase focus on high-performing products like Serveware and Cocktail.
- Reevaluate and develop strategies for low-performing products such as Bedroom furniture and Cookware to improve profitability.

Boost Sales Team Productivity:

- Implement incentive programs and provide additional training to underperforming sales teams to increase their net profit contributions and overall productivity.