

GENERAL OVERVIEW

<div>Total Categories</div> <div>3</div>	<div>Total Segments</div> <div>3</div>	<div>Total Products</div> <div>3788</div>	<div>Total Customers</div> <div>17K</div>	<div>Select Year</div> <div>All</div> <div></div>
<div>Total Orders</div> <div>26K</div>	<div>Total Markets</div> <div>5</div>	<div>Total Regions</div> <div>23</div>	<div>Total Countries</div> <div>165</div>	
	<div>Total Sales</div> <div>12.64M</div>	<div>Total Profit</div> <div>1.47M</div>		

# SALES ANALYSIS

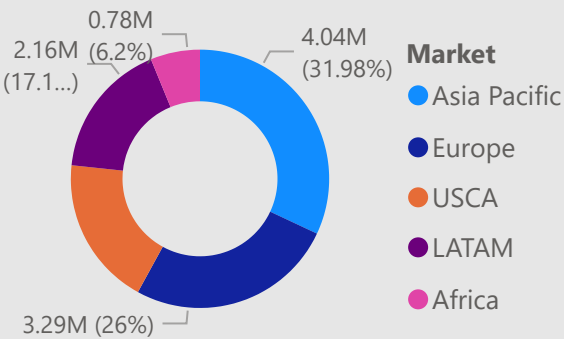
## Sales By Segments

Consumer  
**65,07,949.42**

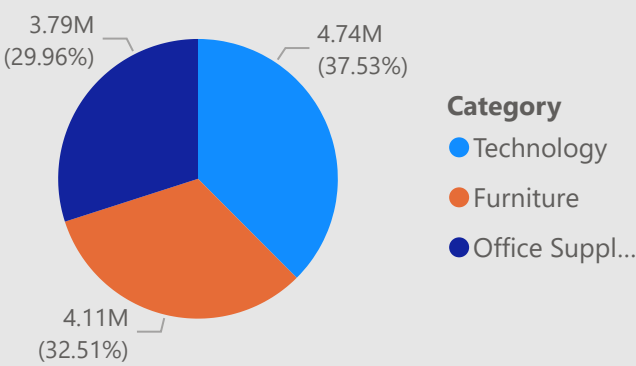
Corporate  
**38,24,697.52**

Home Office  
**23,09,854.97**

## Market wise Total Sales



## Category wise Sales



## Total Sales

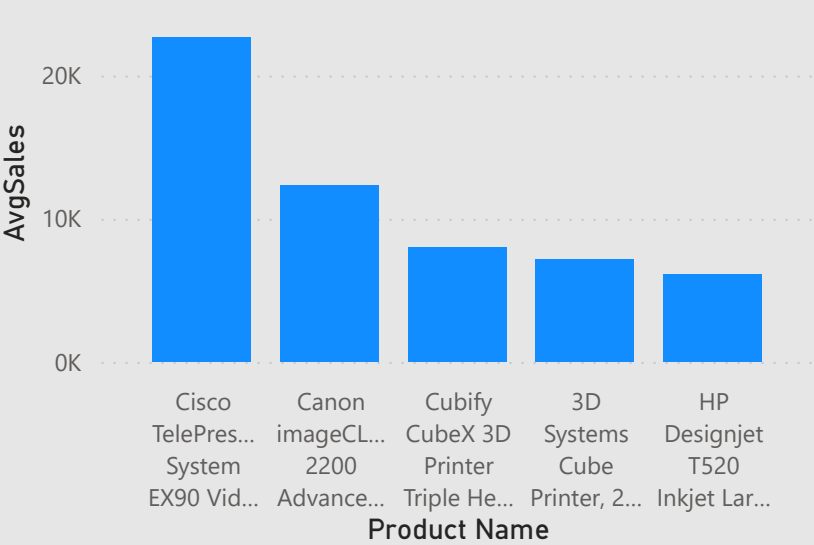
**12.64M**

## Select Year

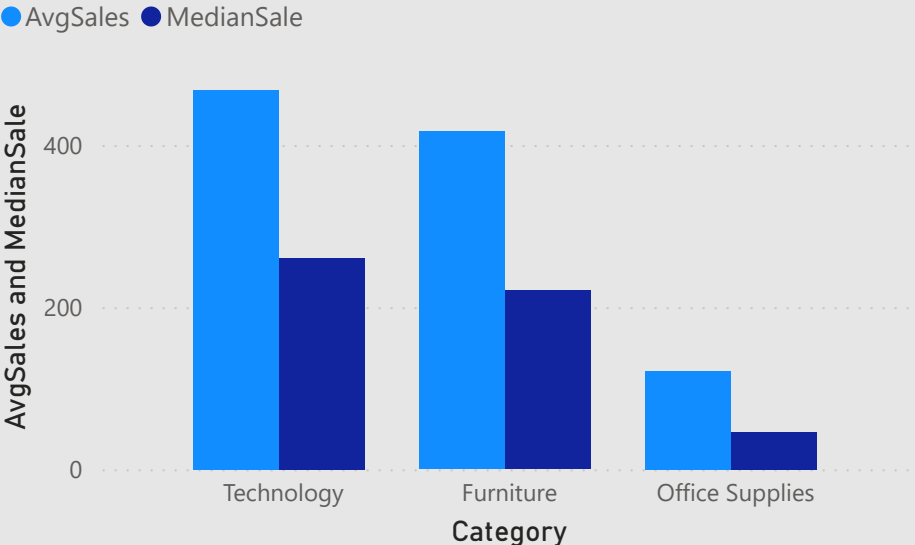
All



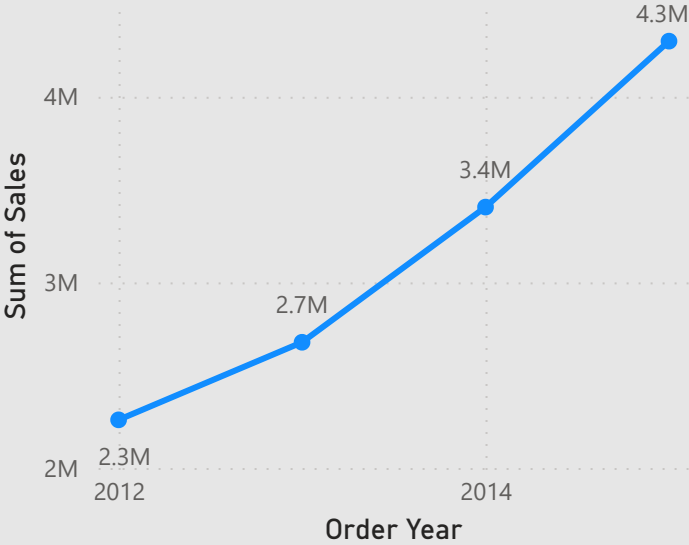
## Top 5 High Selling Products



## Average Sales vs Median Sales By Category



## Sales Growth Over Years



### Inferences:

- Over the last 4 years, the company is having a total sales of 12.64 million USD. Also, we are witnessing a stable sales growth ( ~17% for 2012-2013, ~25% for 2013-2014 and ~26.5% for 2014-2015)
- Consumer segment top the sales with ~6.5 million sales followed by Corporate and Home Office segments.
- Asia Pacific is the largest market for the company with a sales of over 4 million or ~32 % of the total sales. Africa is the smallest market. To increase the growth African and Latin American markets can be targeted with profit generating strategy.
- Technology is the highest selling category with 4.74 million sales and the top 5 high selling products belongs to this category.

# PROFIT ANALYSIS

## Profit By Segments

Consumer

7,49,239.78

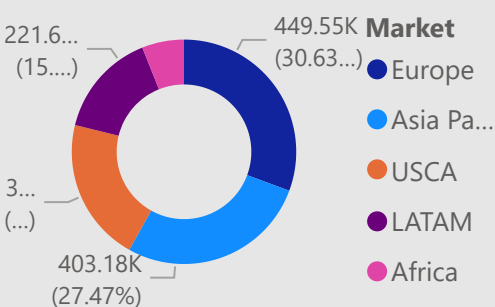
Corporate

4,41,208.33

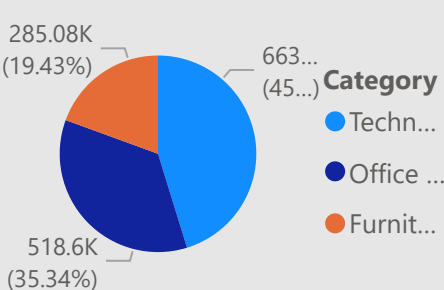
Home Office

2,77,009.18

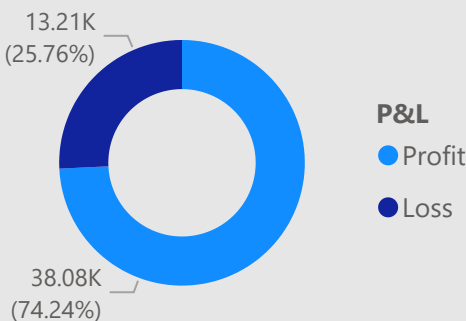
## Market wise Total Profit



## Category wise Profit



## Profit and Loss Count



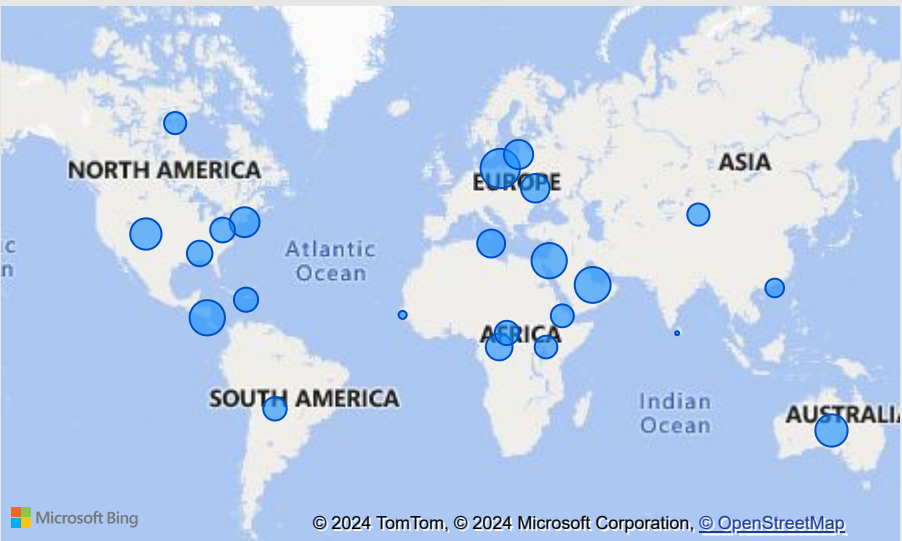
## Total Profit

1.47M

## Select Year

All

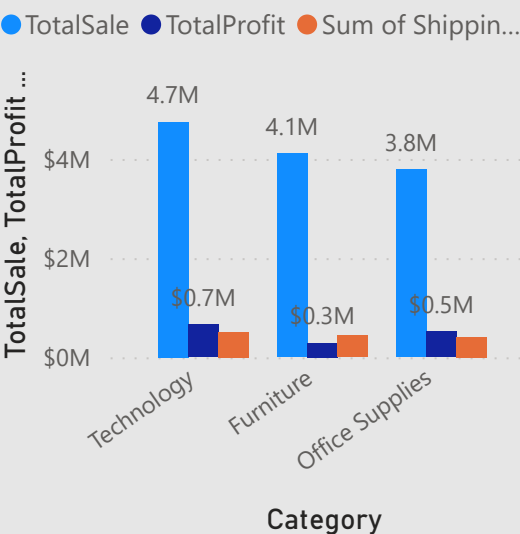
## Region wise profit



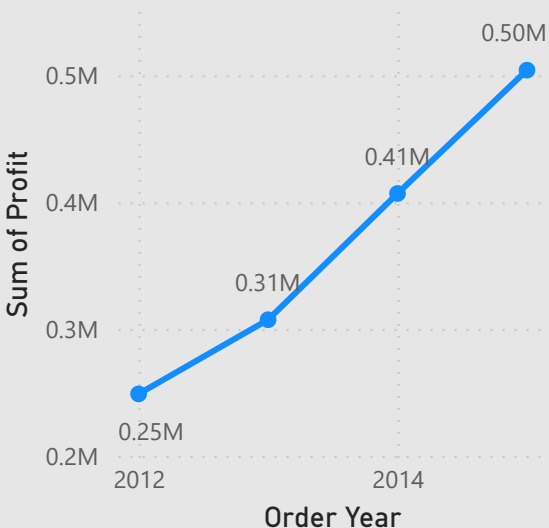
## Region wise profit

Region	Sum of Profit
Western Asia	-53,921.67
Western Africa	-50,407.79
Central Asia	-7,282.01
Canada	17,817.39
Southeastern Asia	17,852.33
Eastern Africa	21,900.91
Southern Africa	24,158.55
South America	28,090.52
Caribbean	34,571.32
Central Africa	35,383.71
Central US	20,706.26
<b>Total</b>	<b>14,67,457.29</b>

## Category: Sales vs Profit



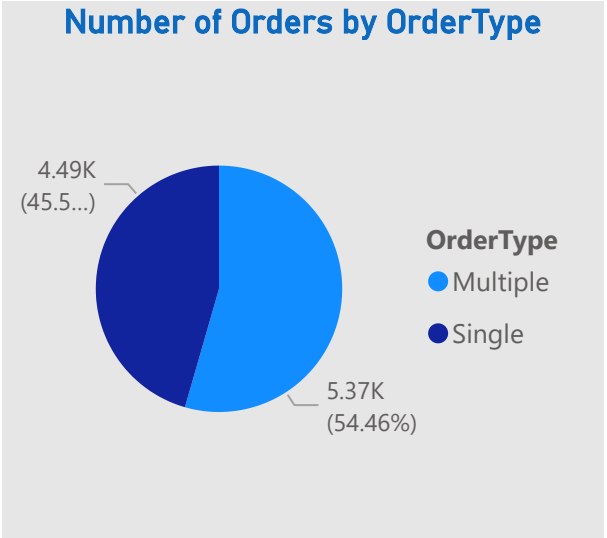
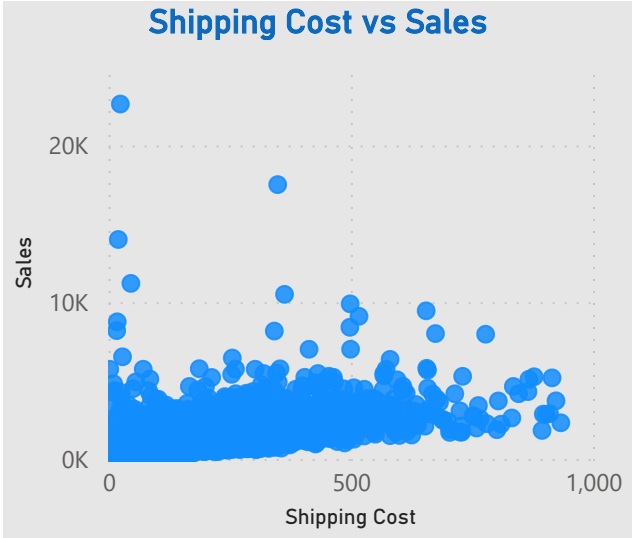
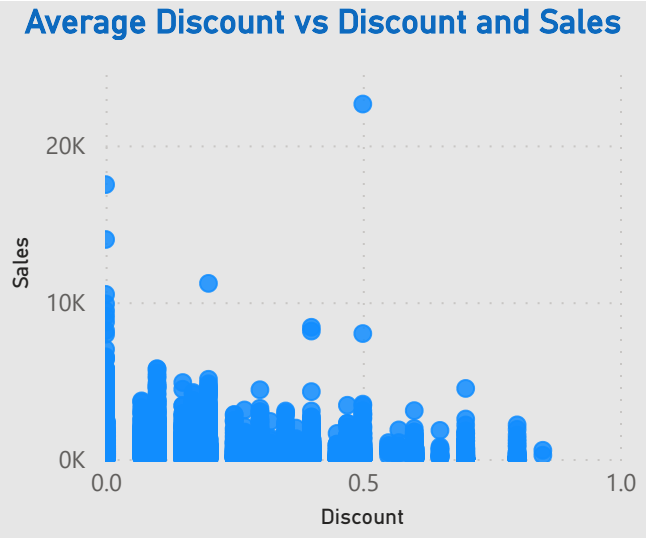
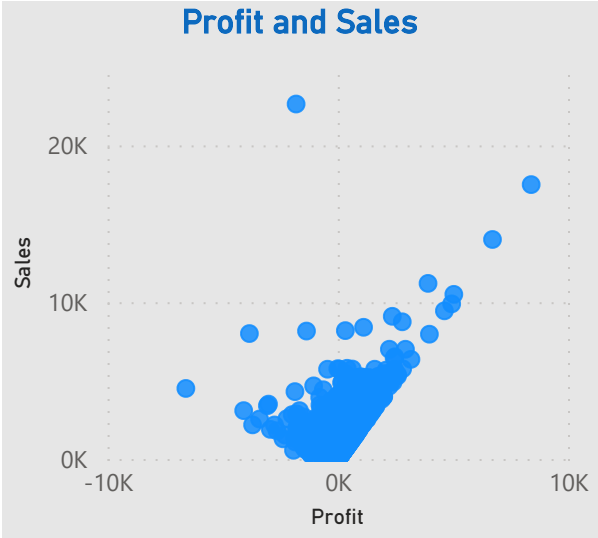
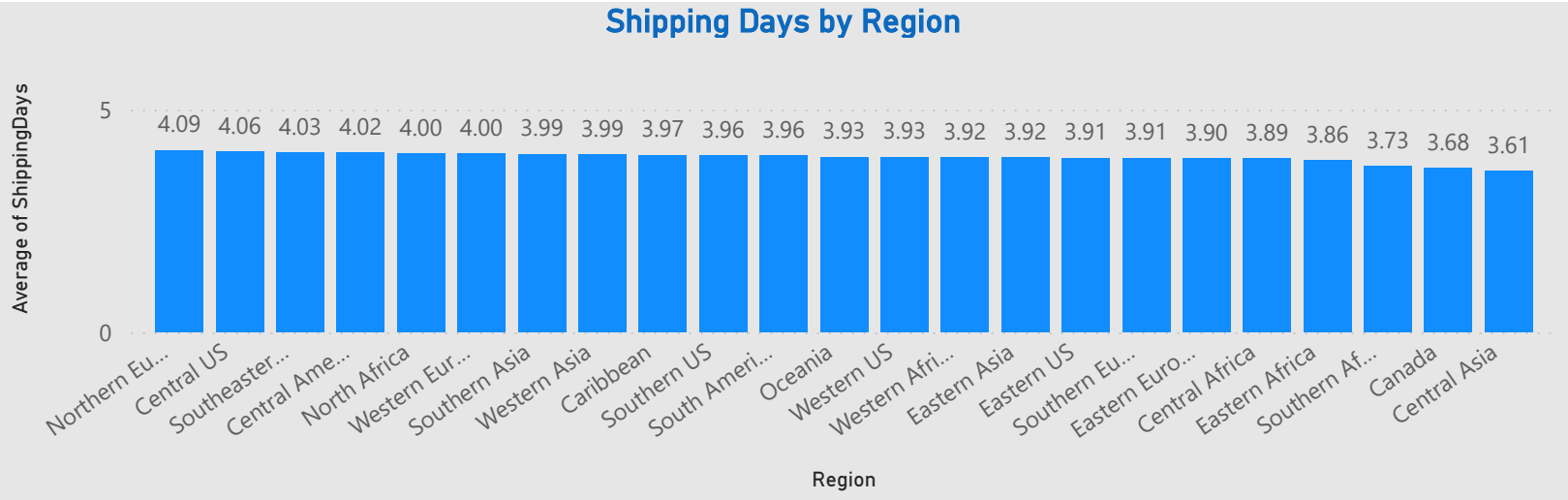
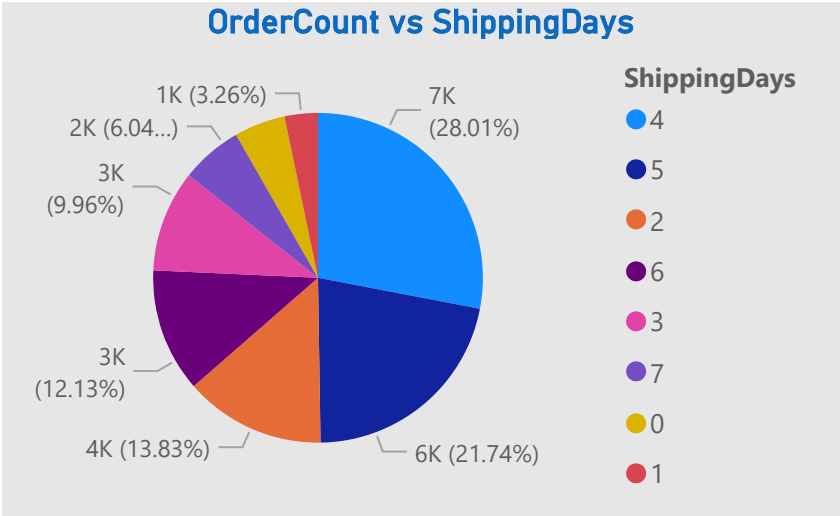
## Profit Growth Over Years



### Inferences:

- The company has generated a profit of ~1.47 M over the last 4 years. But even though there is a steady growth in sales over years, the growth in profit is not in an upward trajectory. The sales growth for the year 2014-15 is around 26.5% compared to 25% percent of 2013-2014 \ but the profit growth is only ~22 % compared to the 32% of previous year.
- Certain regions like Western Asia, Western Africa and Central Asia are making losses throughout the last 4 years. The total losses is over 100,000 USD now. The company should take appropriate measures to resolve this issue.

SHIPPING DAYS ANALYSIS AND SALES WITH OTHER VARIABLES ANALYSIS

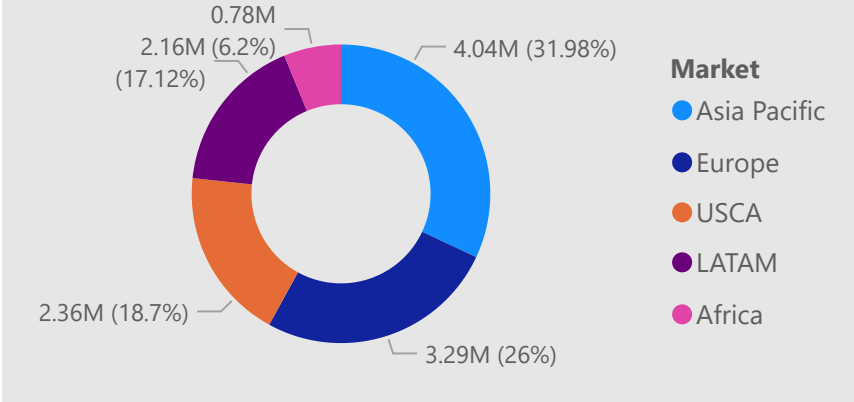


Inferences:

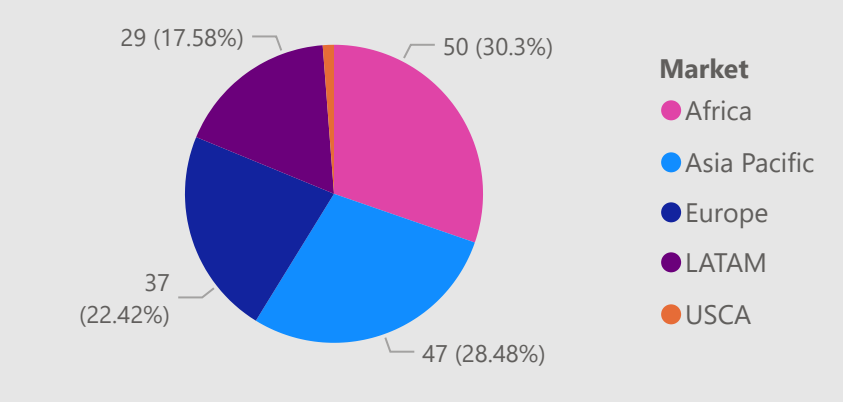
- The minimum days taken for shipping is 1 day and the maximum is 7 days. Almost 68% of orders are shipped in 68 days.
- Shipping duration is maximum for Northern Europe and minimum for Central Asia.
- In sales with profit, they have a linear relationship. Profit increases with sales value. But it can be analyzed that many orders are not generating profit as well.
- The discount for sales ranges from 0 to 0.85 percentage.
- The shipping cost is not dependent on the sales. Shipping cost might be more depending on the size of shipment and area to which shipped.

# MARKET ANALYSIS

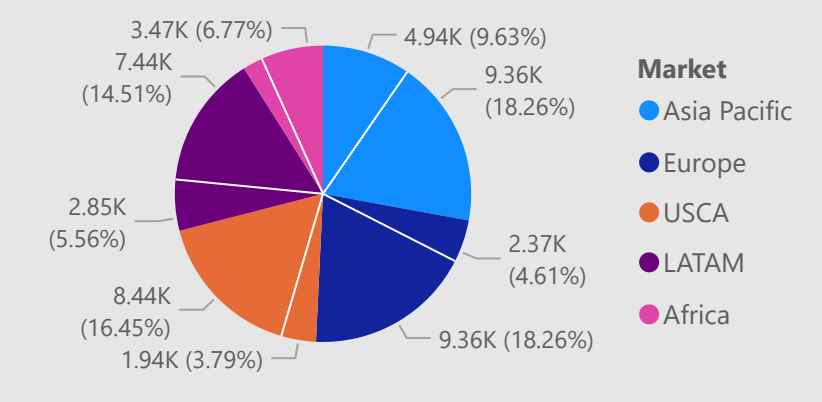
Market wise sales



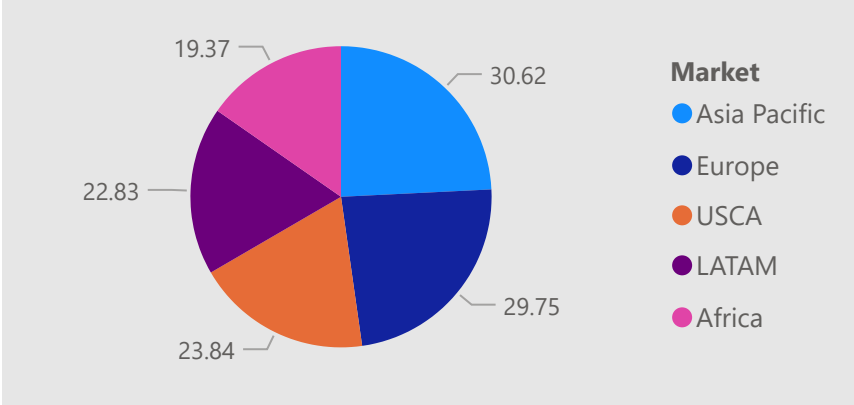
Country Counts in Markets



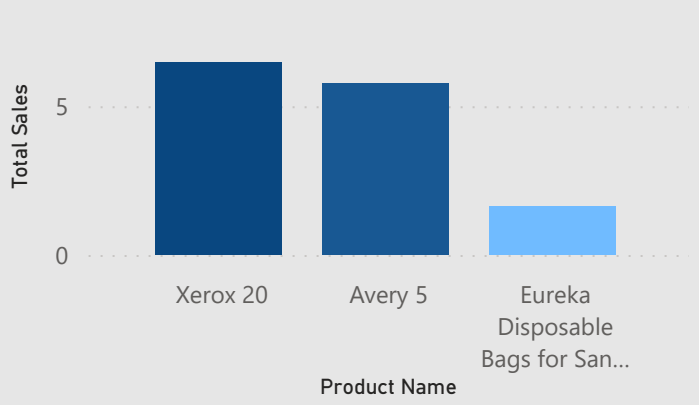
Market wise Profit and Loss Order Summary



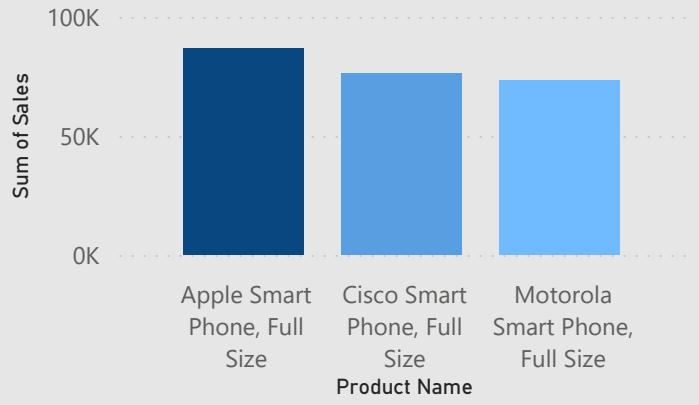
Market wise Average Shipping Cost



Bottom 3 Selling Products



Top 3 Selling Products



Select Market

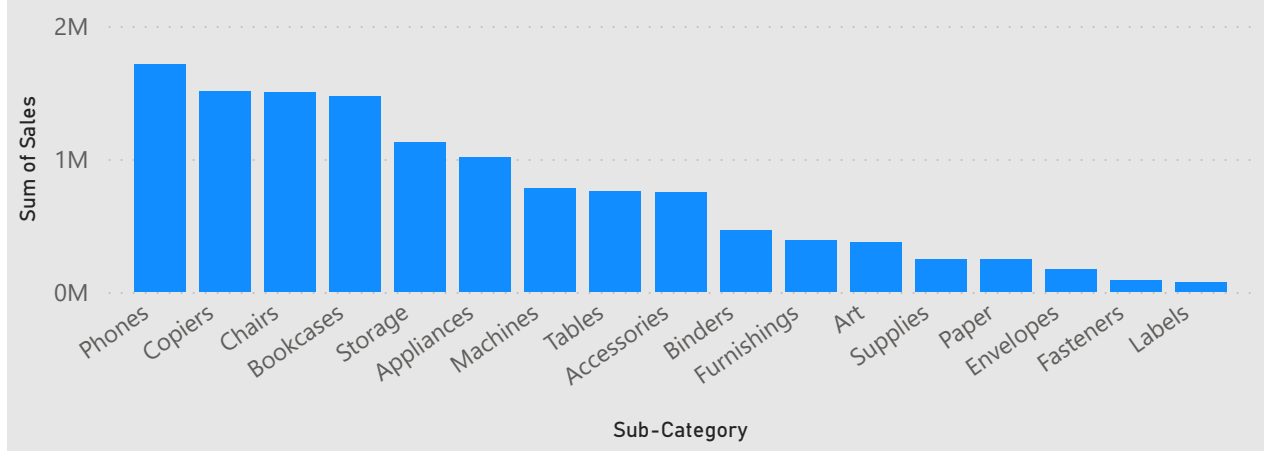


Inferences:

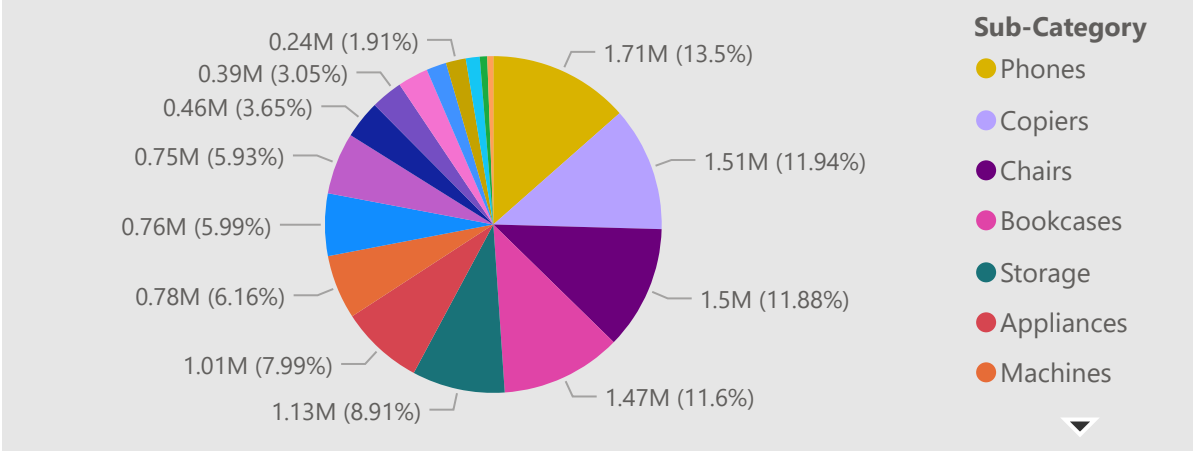
- In sales, Asia Pacific Lead with ~ 32% or ~4 Million USD followed by Europe and US. Africa is the market with least sales and can be targeted for future growth.
- Asia Pacific market is having the highest number of orders with loss. And Africa is the market with least number of orders in loss.
- Orders to Asia Pacific costs maximum shipping followed by Europe and USCA, Shipping cost to Africa is the lowest.
- 3 Top selling products belongs to Technology Category.

# SUBCATEGORY ANALYSIS

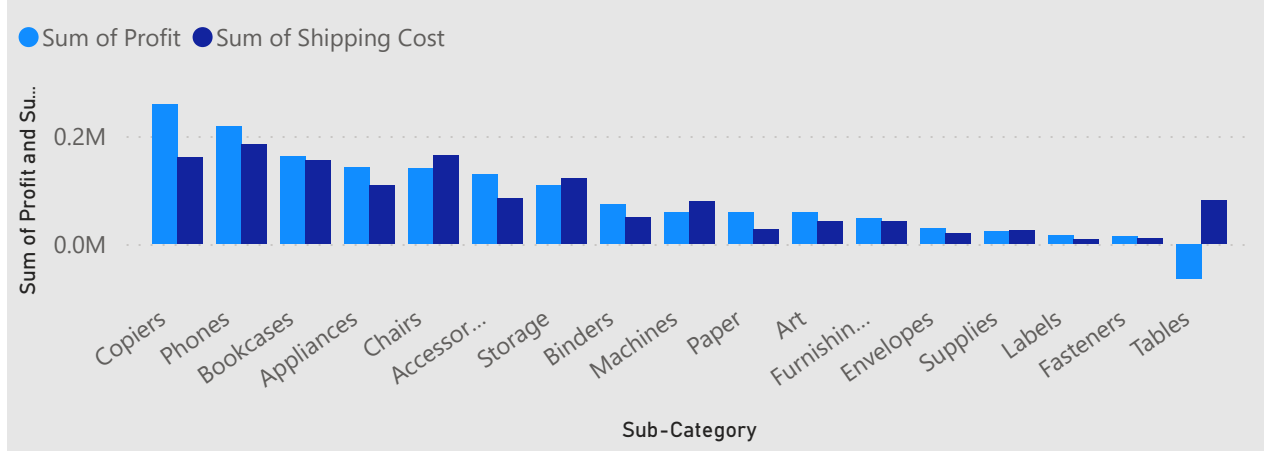
Sales Summary by Sub-Category



Sales Distribution by Sub-Category



Sub Category wise Profit and Shipping Cost Summary



Average Discount by Sub-Category



Inferences:

- Phones tops the list of highest selling sub category followed by Copiers. Office Stationary items like labels, fasteners, envelopes, paper..etc are the least sold sub category items.
- We can observe that there are many sub categories(chairs, storage, machinery..) having their hipping cost higher than the profit, so resulting in net loss. These sub categories should be considered for immediate revamp or restructuring to increase the profit of the organization. The sub category Tables are in not in profit, but have considerable shipping cost.
- Despite being in loss the highest average discount is given to sub category Tables. Papers are the sub category with lowest discount.