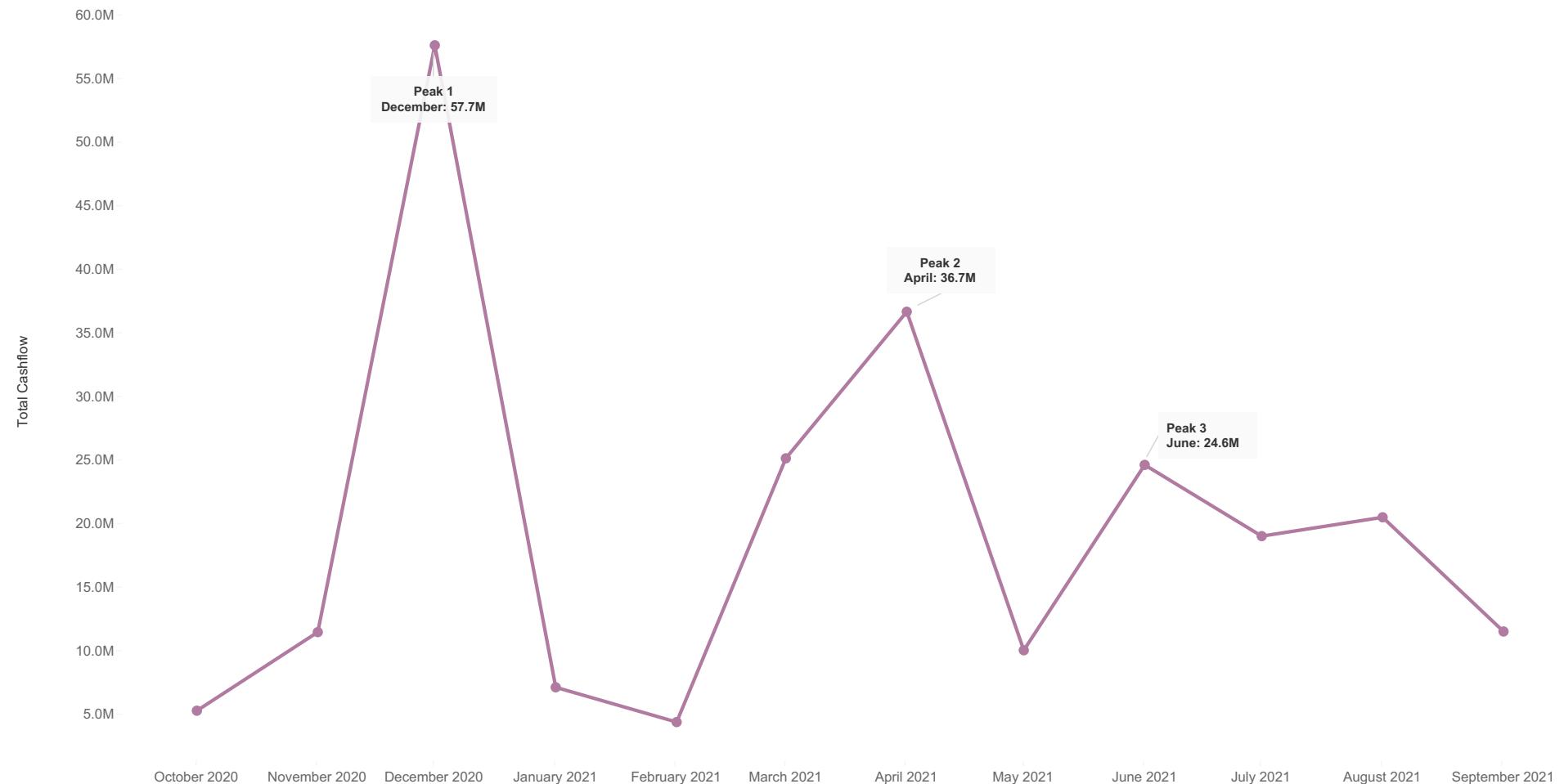


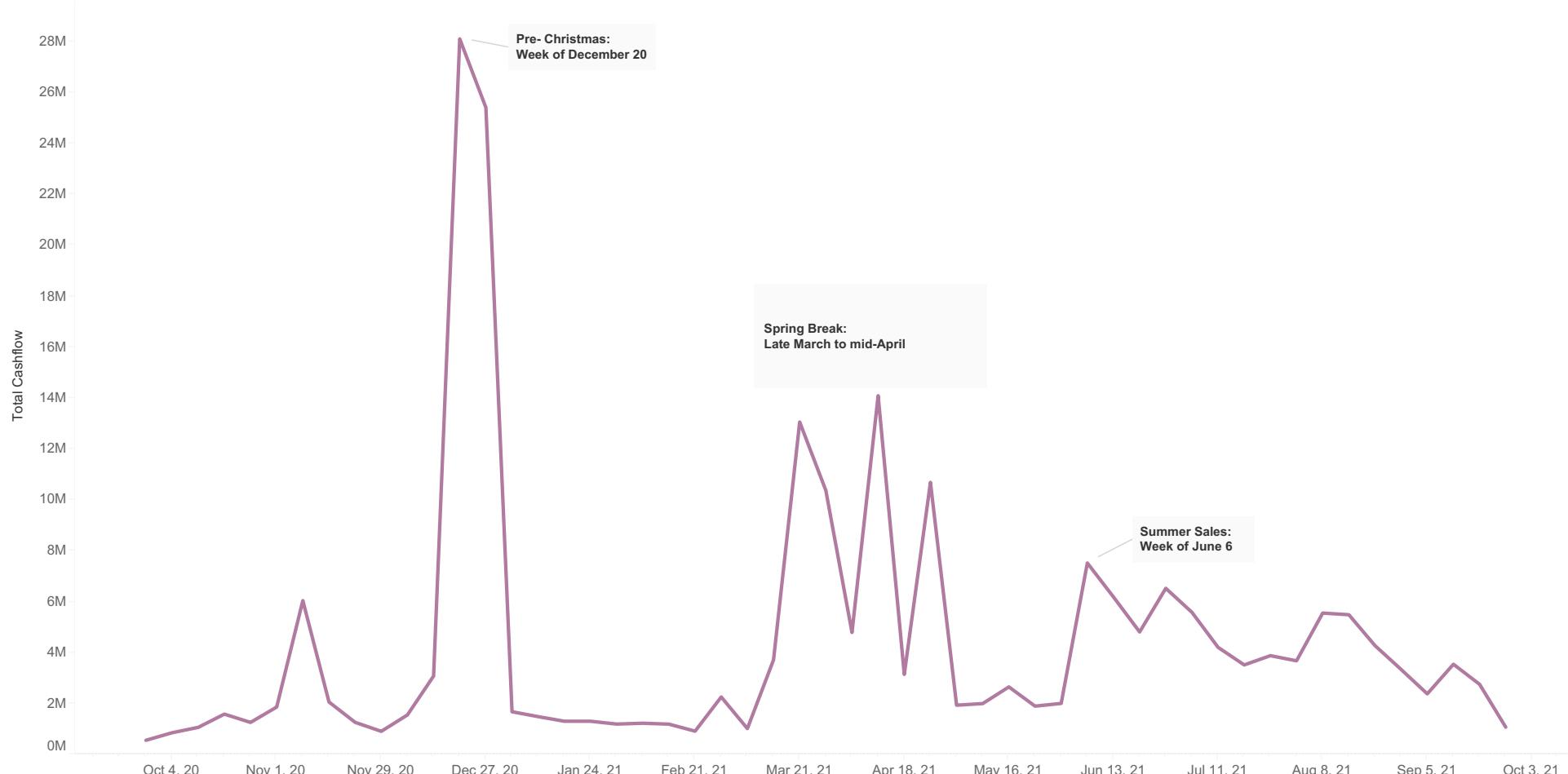
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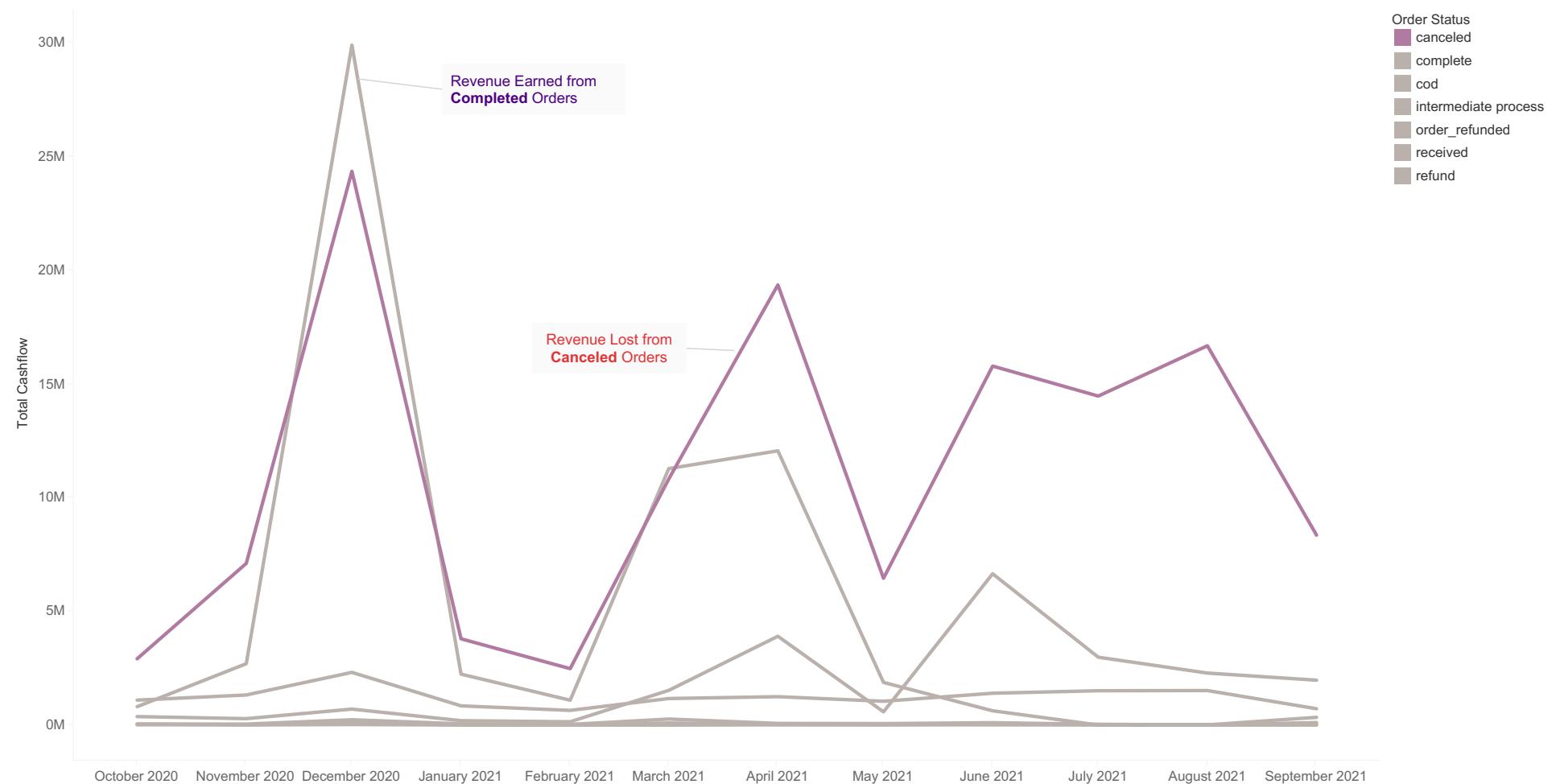
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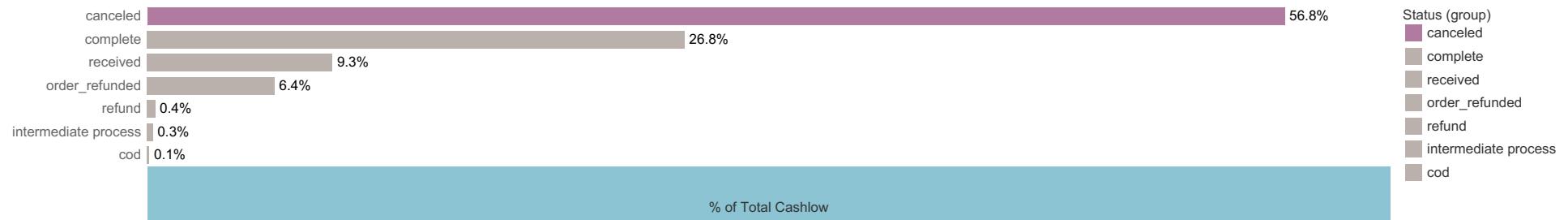
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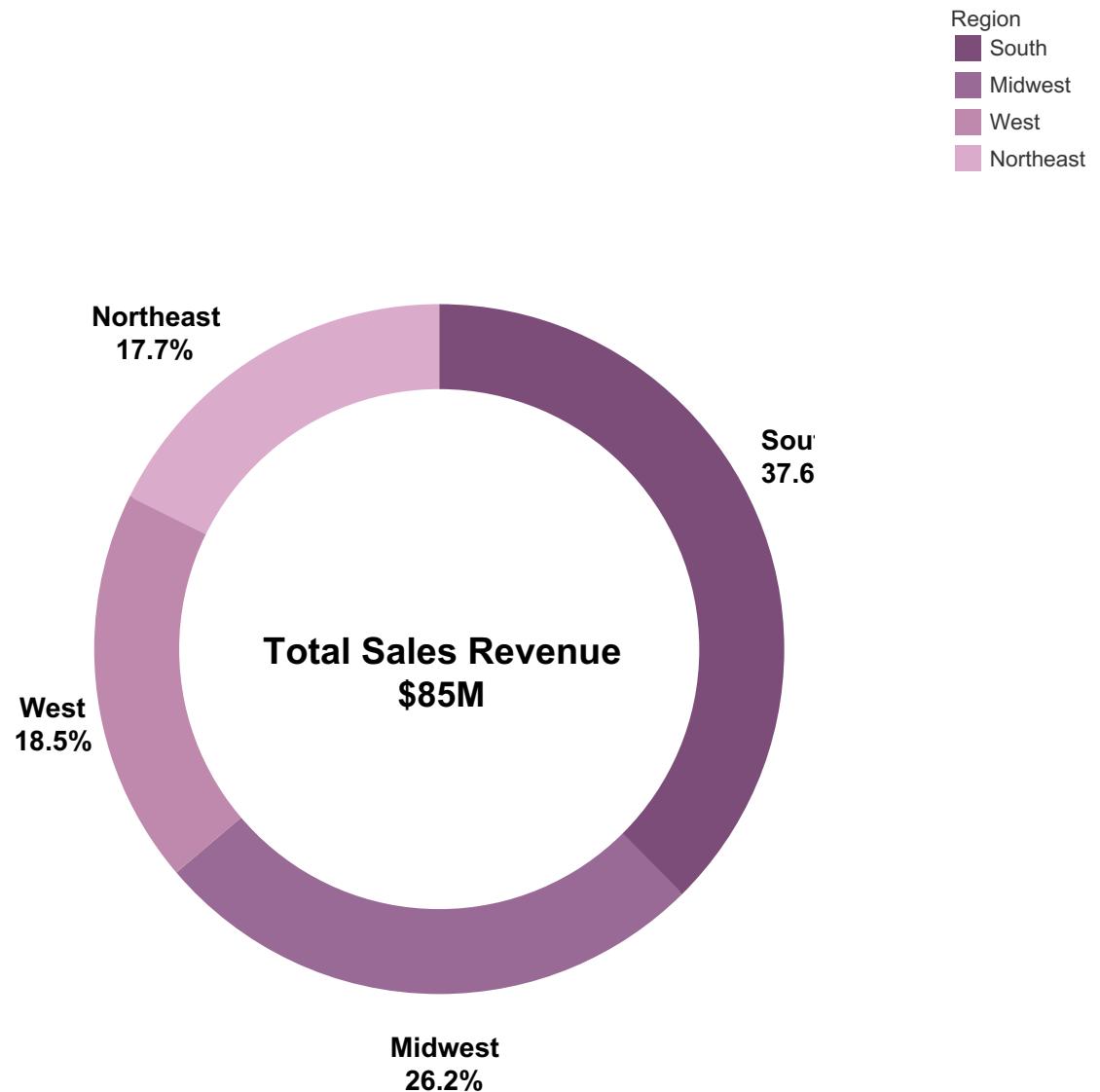
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Regional Sales Breakdown

Southern area contribute the most revenue



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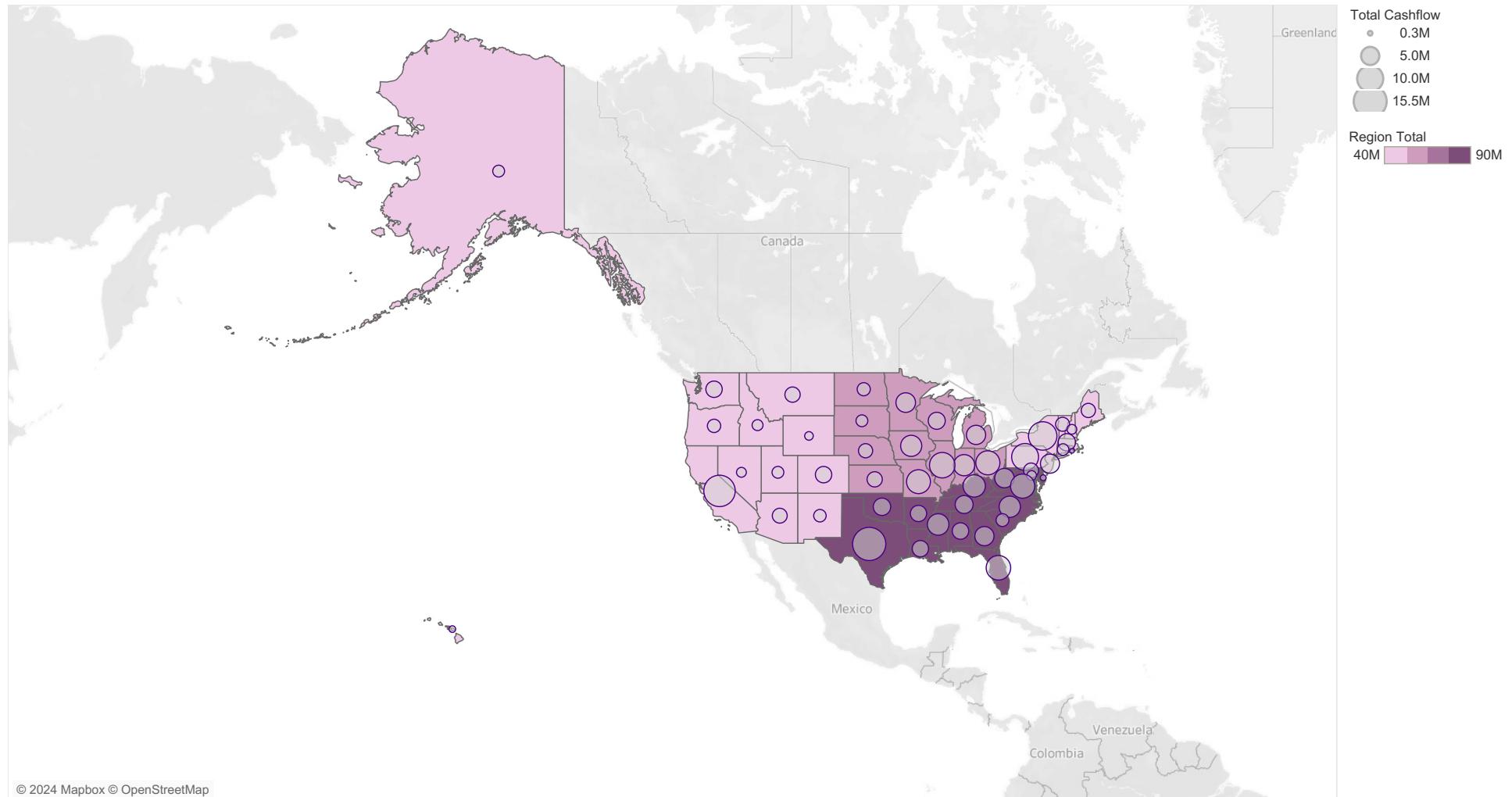
Southern area contribute the most revenue

Region
■ South
■ Midwest
■ West
■ Northeast

th
%

Sales Performance Map by Region, State, City

Click to view top 5 cities within each state



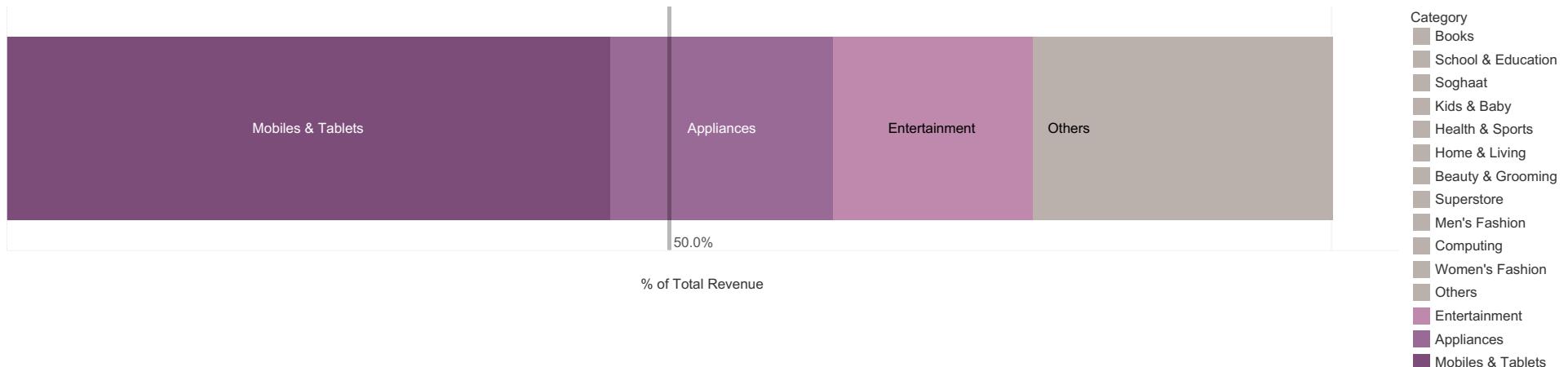
Mapinfo - Tooltip

Index	City	Total Cashflow	Index
1	Washington	\$525K	1
2	Houston	\$358K	2
3	Noxapater	\$337K	3
4	New York City	\$316K	4
5	Atlanta	\$303K	5

Total Cashflow

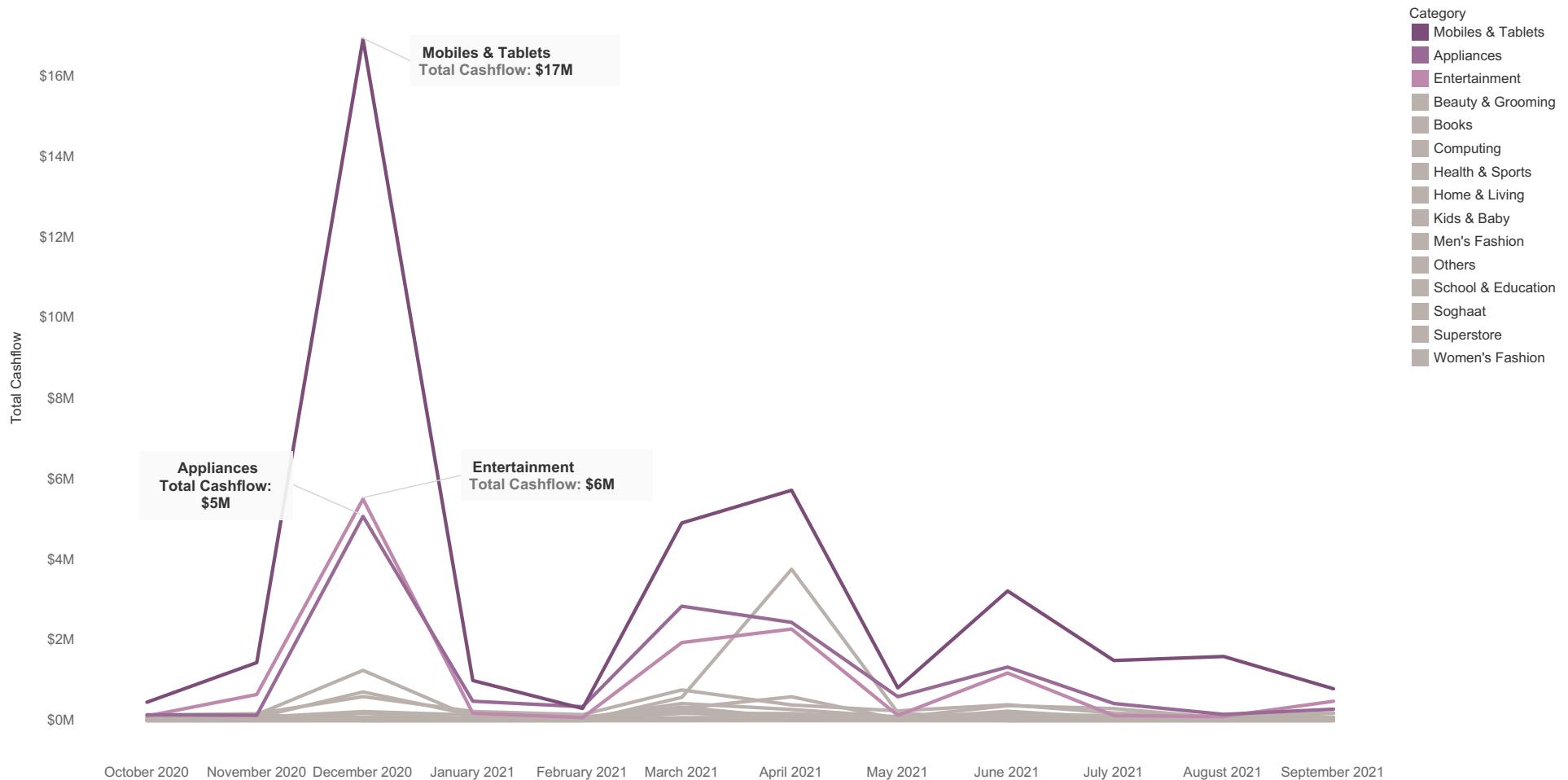
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Mobiles & Tablets products contribute **HALF** of total revenue

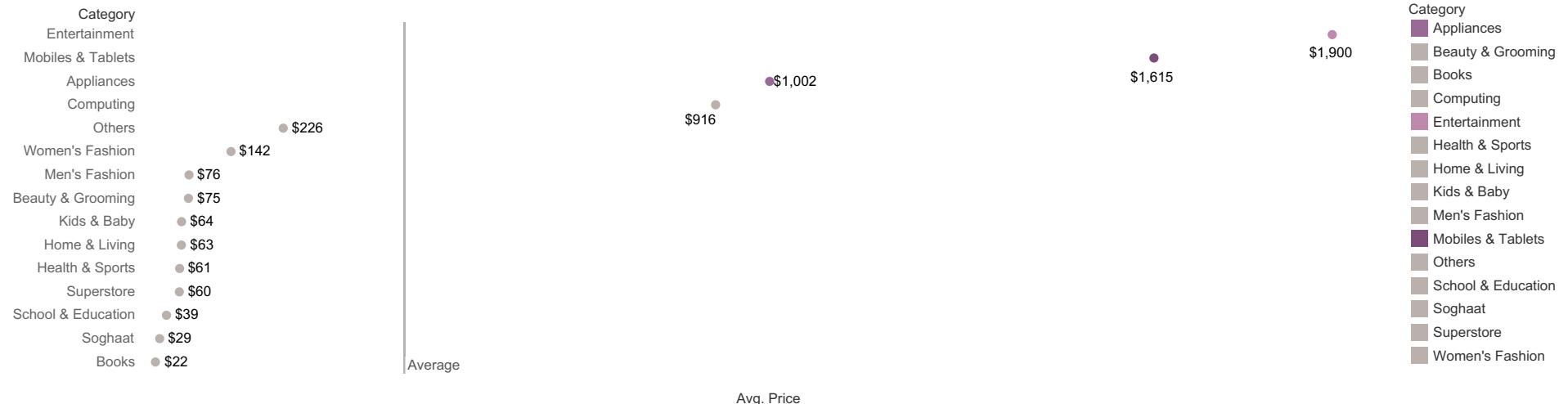


Sales Trends by Category

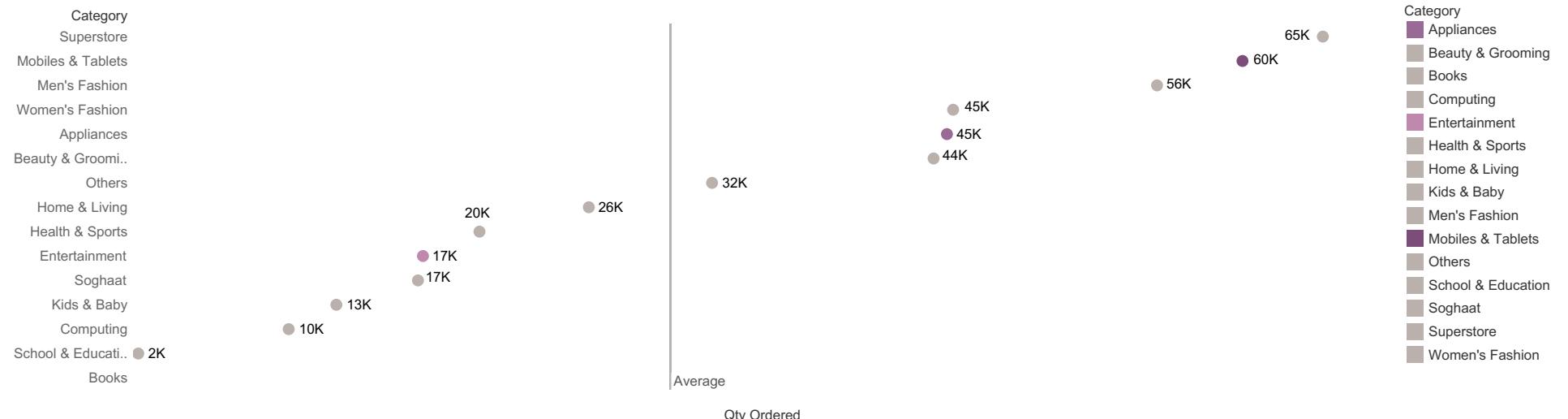
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Average Price by Category

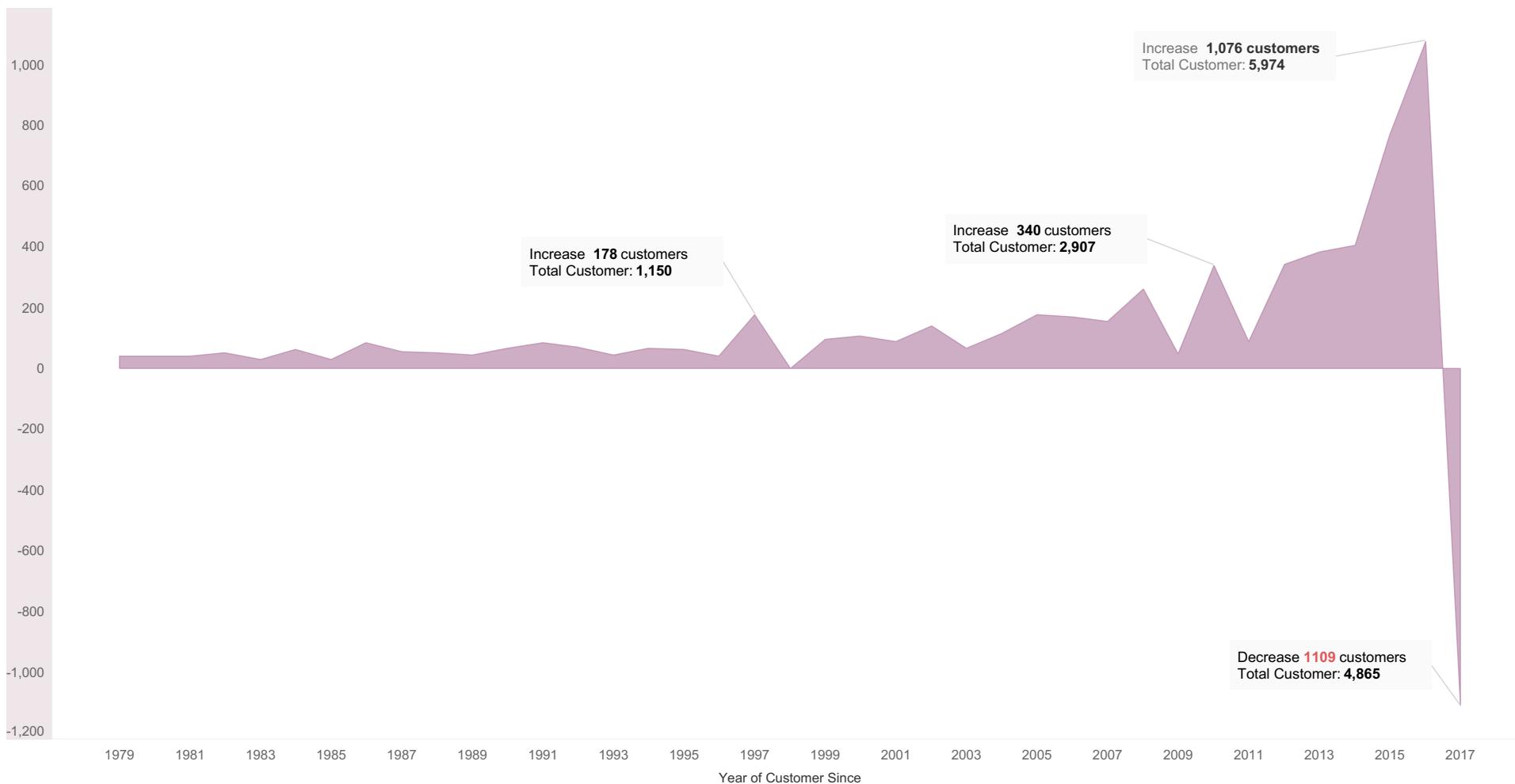


Total Order Quantity by Category



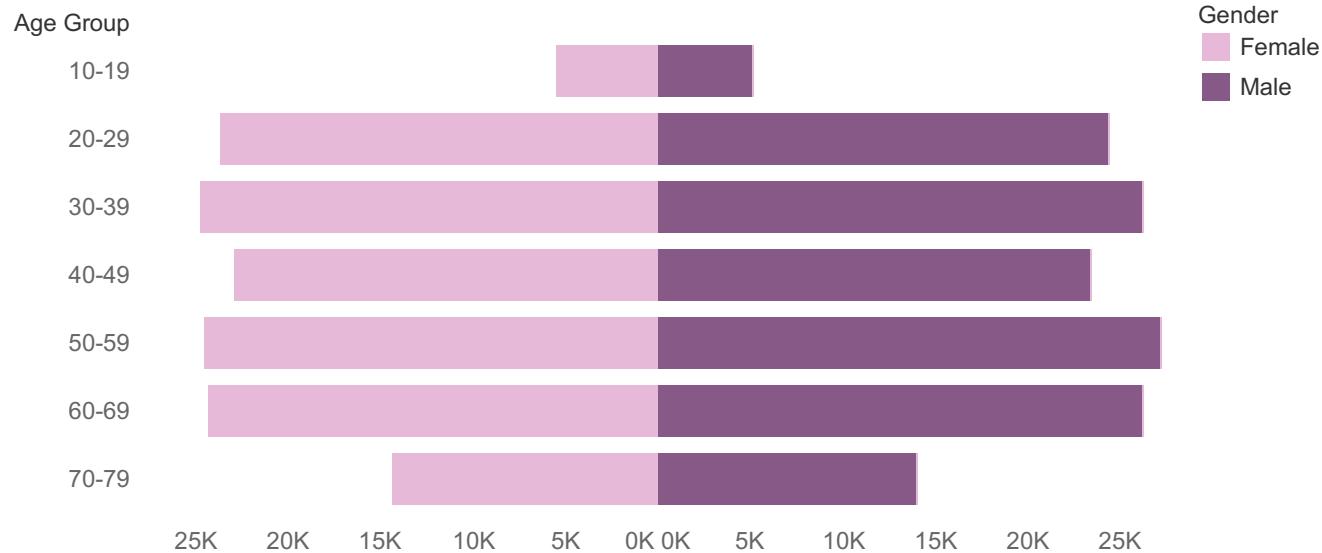
Customer Growth

Customer change in different years and customer retention



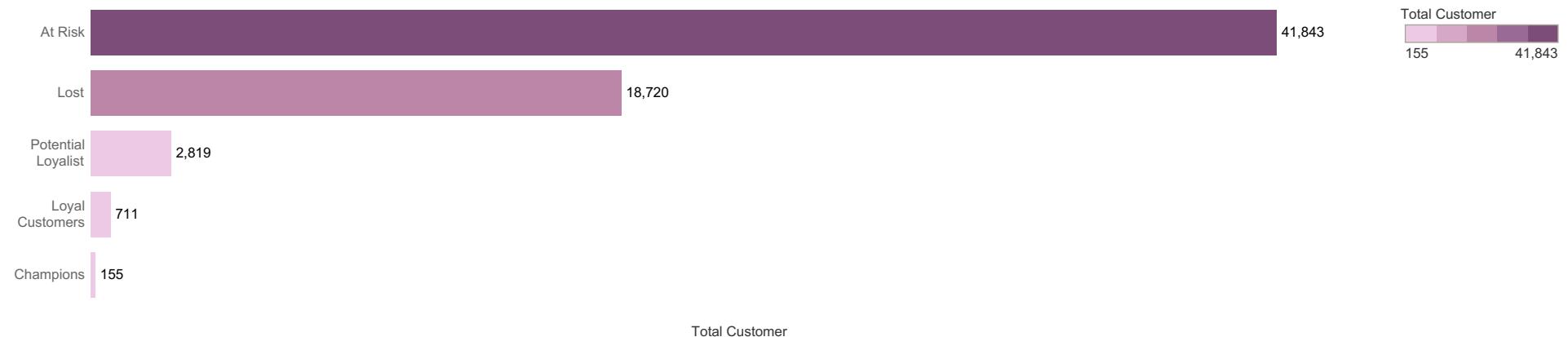
Customer Demographic

Most customers in age 20-70 with even gender distribution



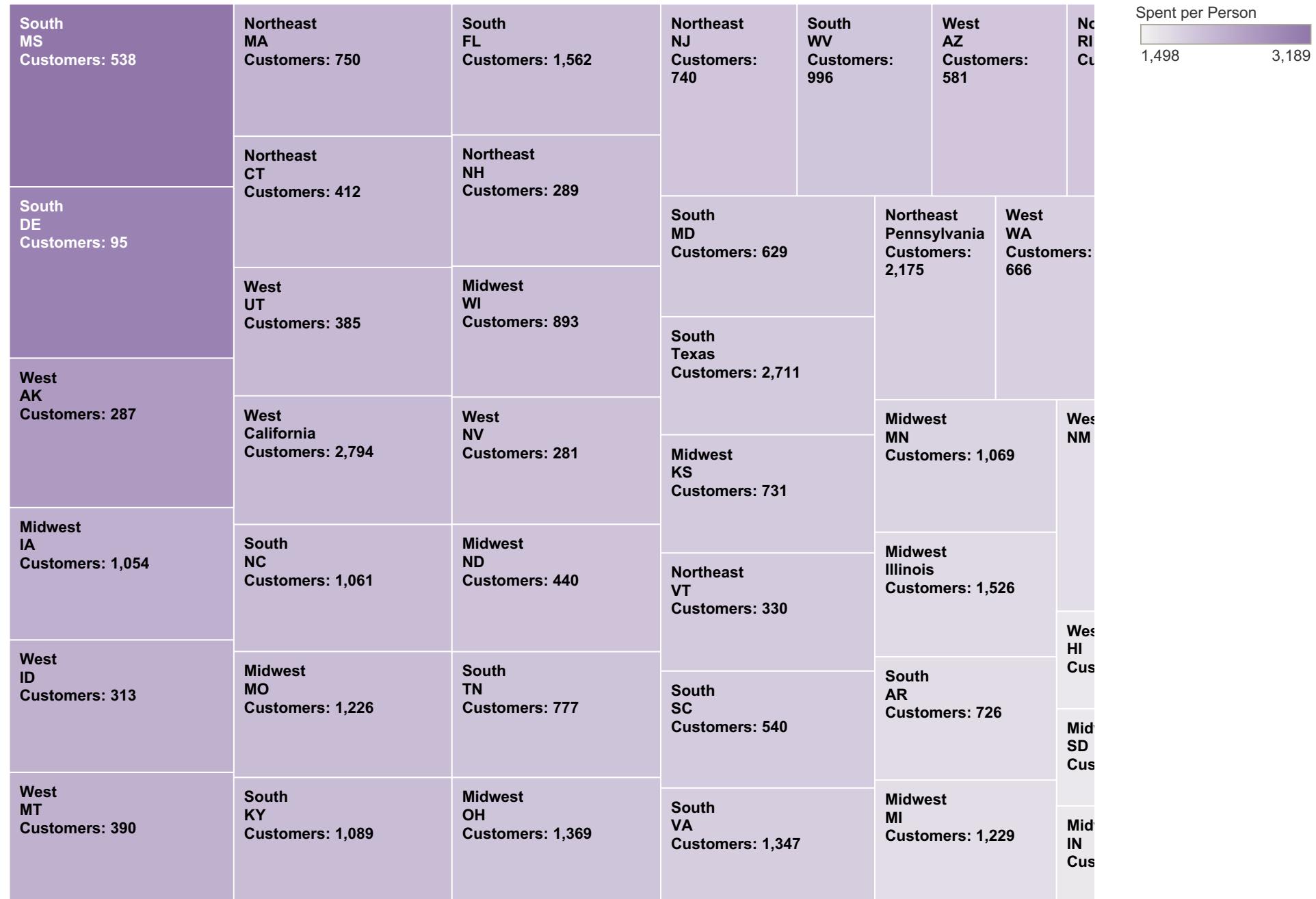
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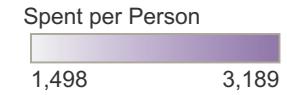
Spending per Person by Region

DE/AK/ID/MT are key areas with few but high spending customers



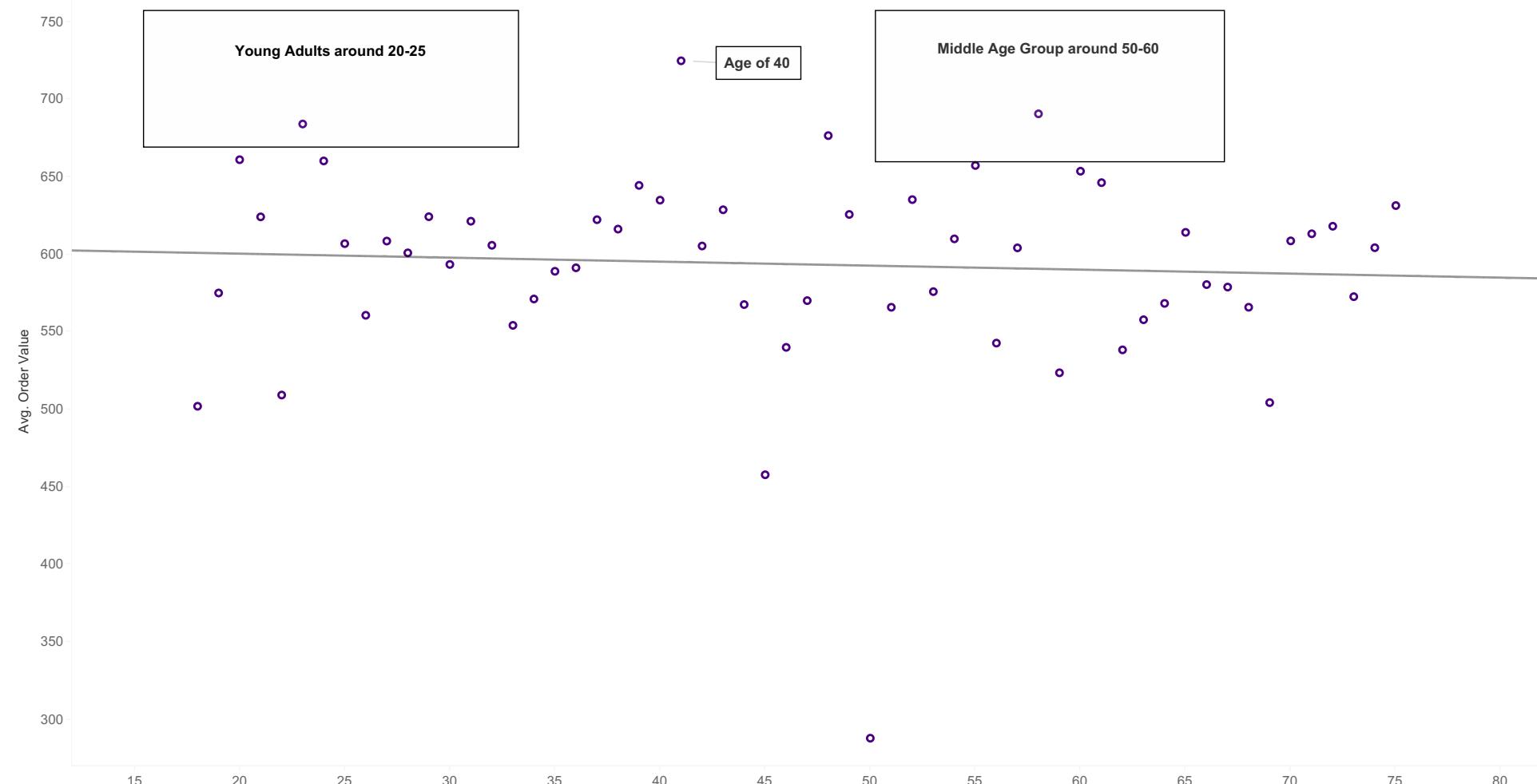
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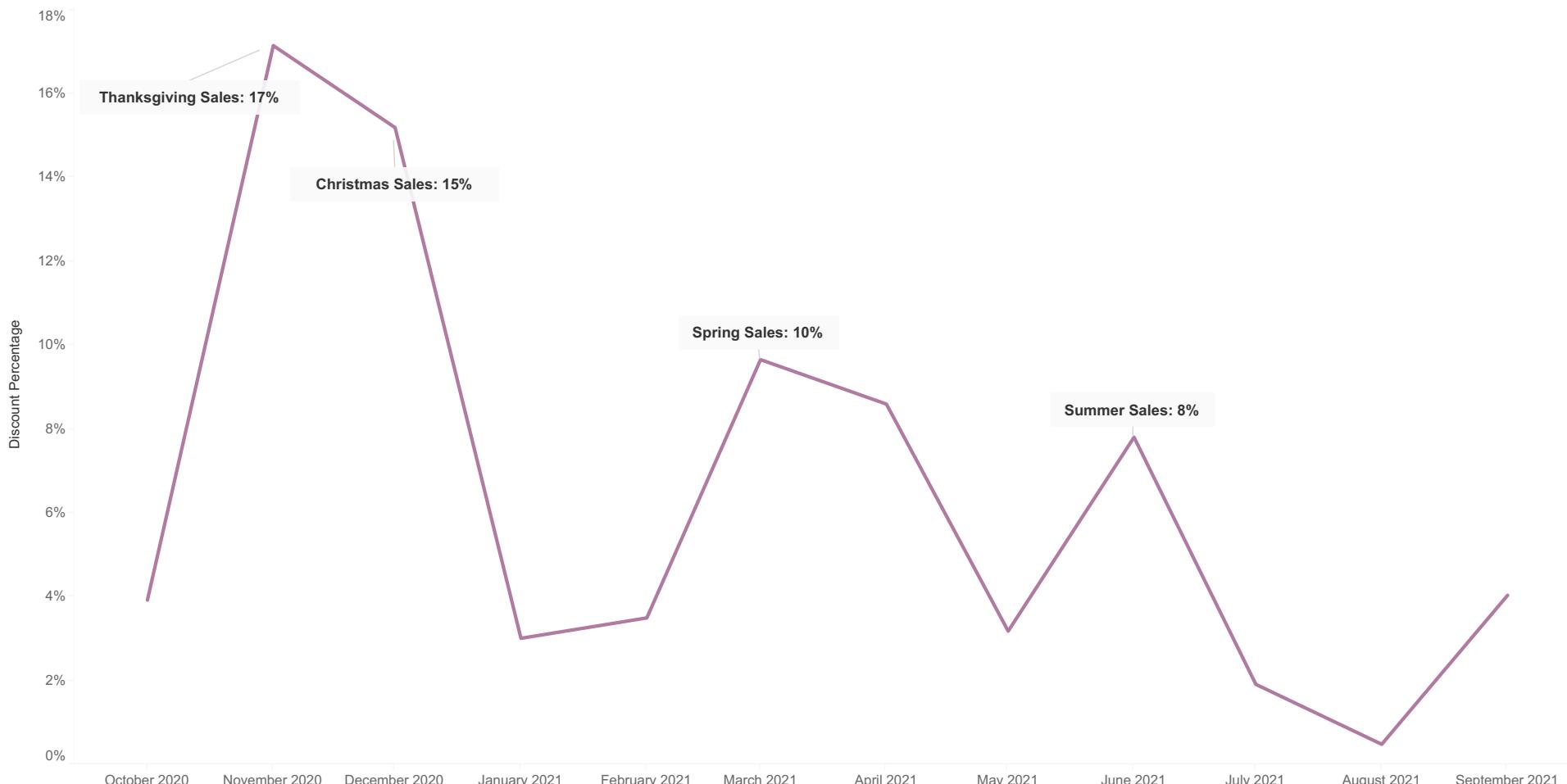
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Target age groups with higher spending habits



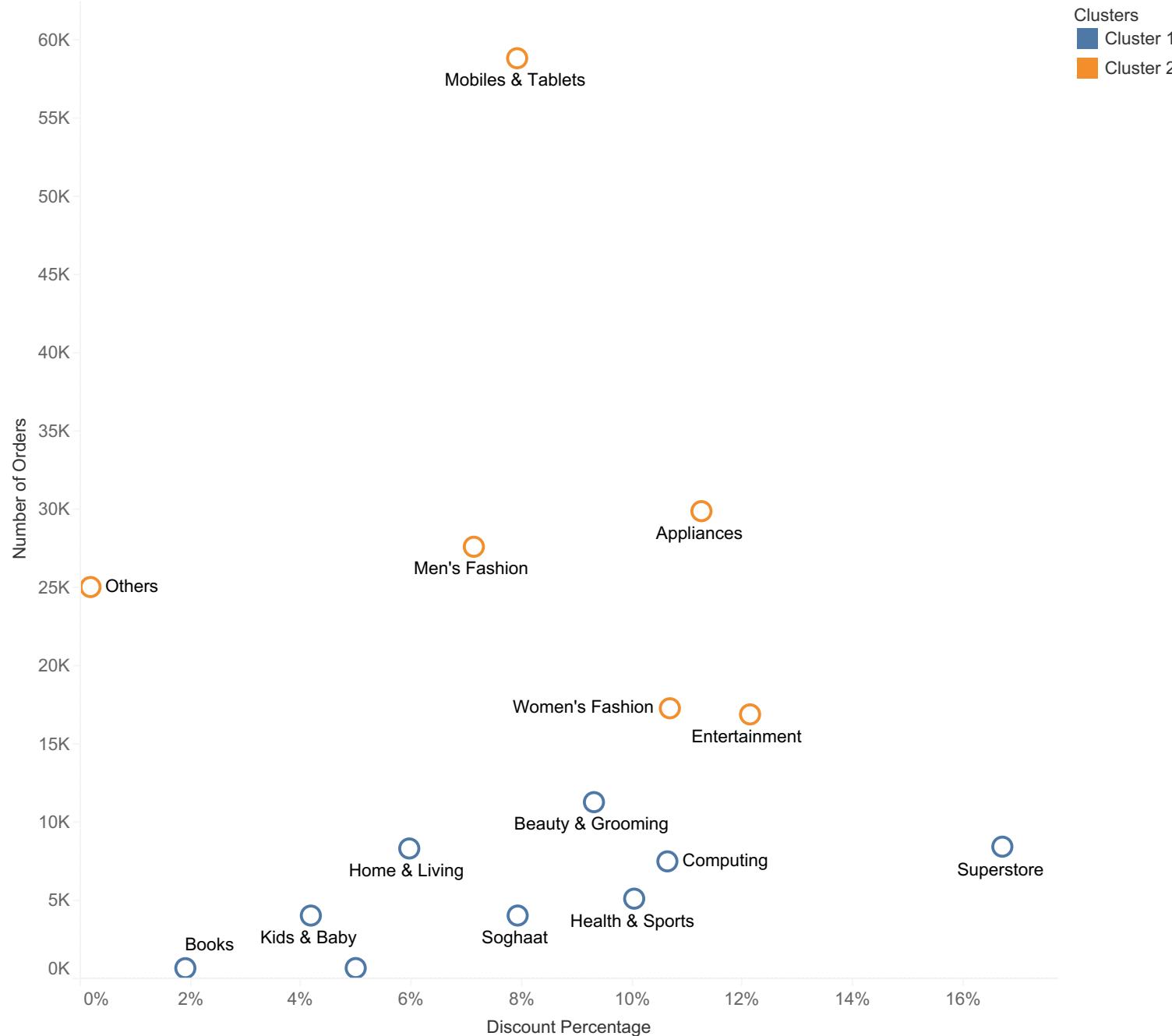
Discount Given Overtime

Overall discount strategy aligns with sales seasonality



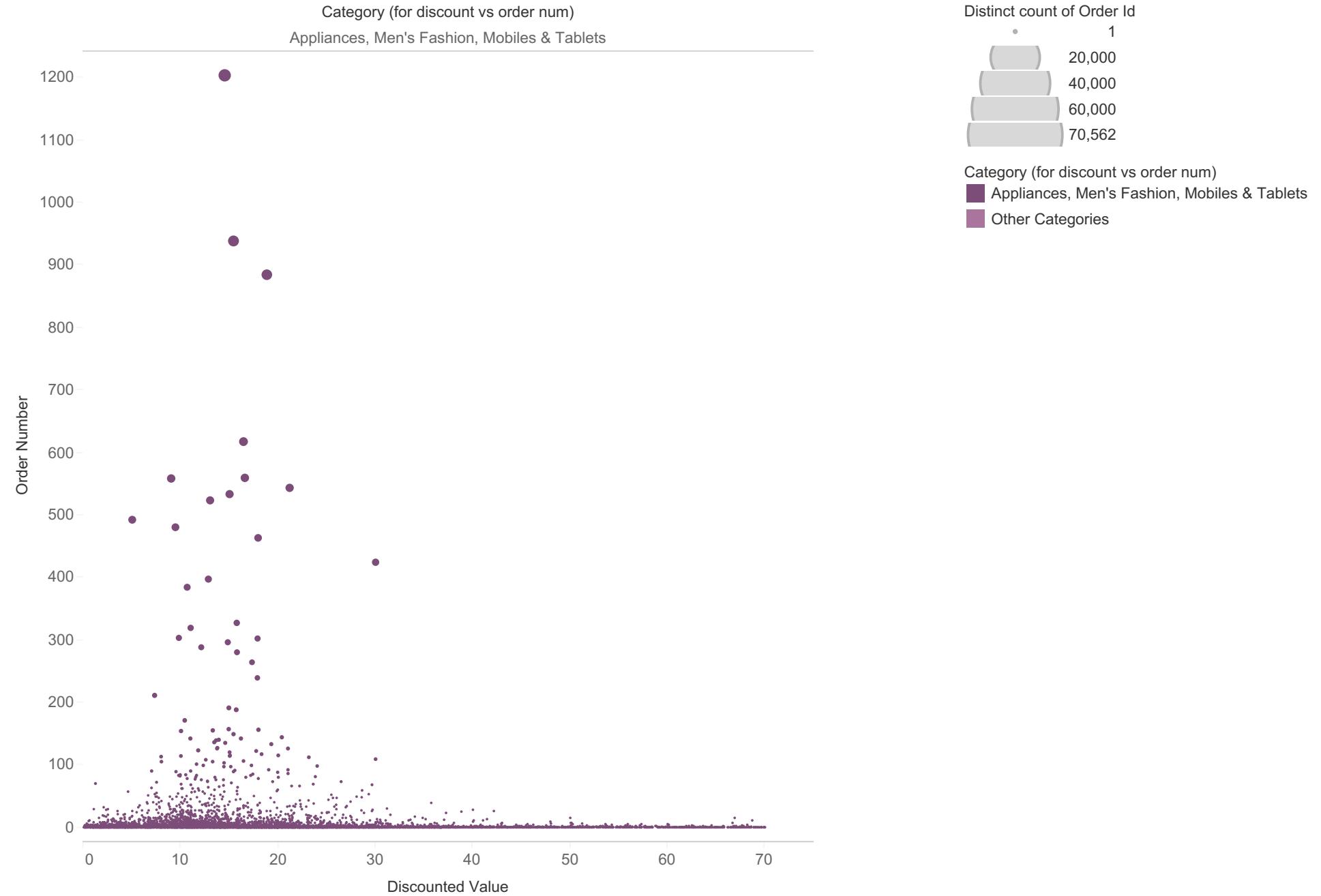
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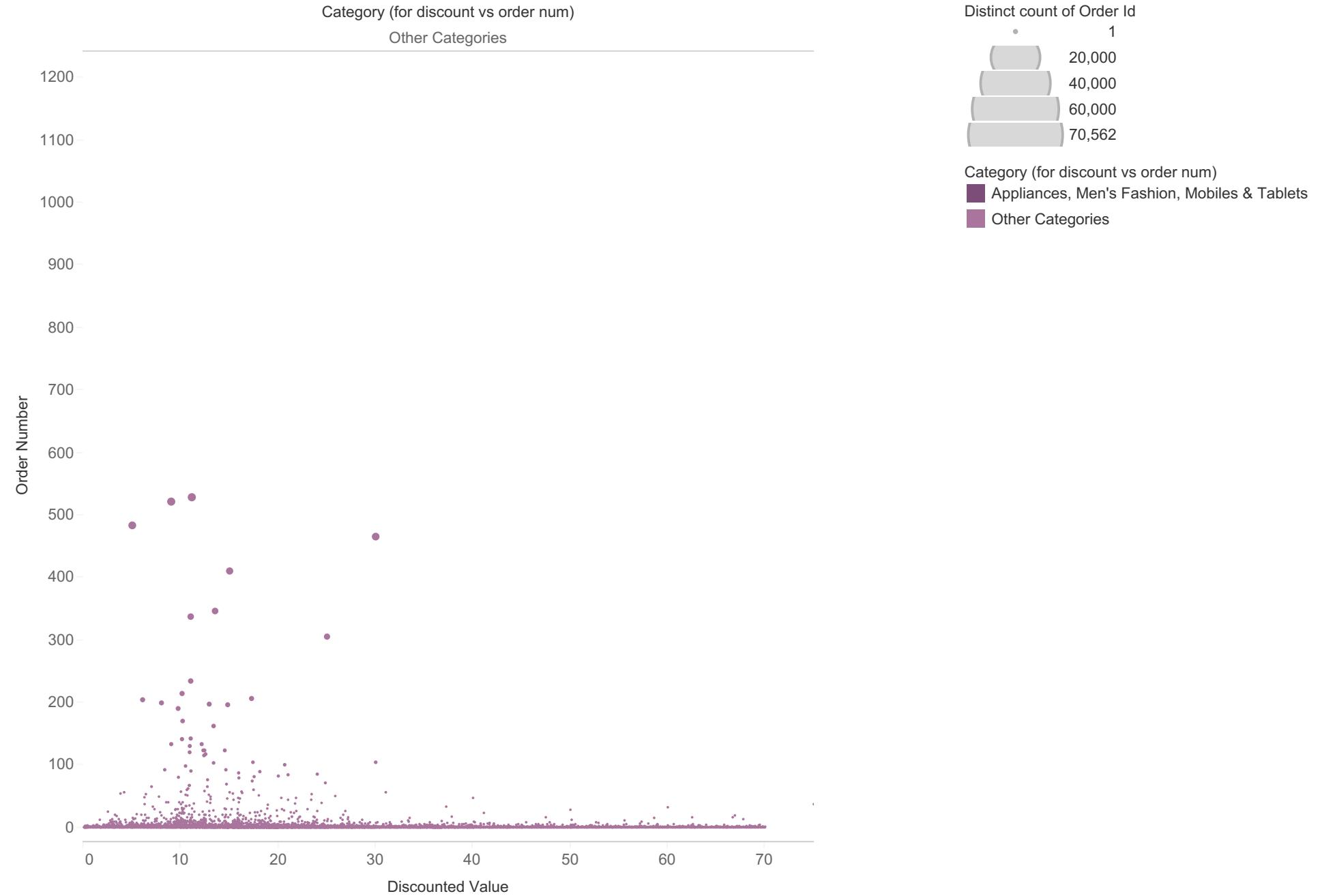
Relationship between Discount and Order by Category

Discount boosts more order growth in Mobiles & Tablets and Fashion than other categories



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Age
Price
Value
Total
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Discount Amount
Discount Percent

Region

Northeast
West
South
Midwest

Product

Mobile & Tablets
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Appliances
Beauty & Grooming
Books
Computing
Health & Sports
Home & Living
Kids & Baby
Men's Fashion
Women's Fashion
Others
School & Education
Soghaat
Superstore

Order Status

Complete
Canceled
Received
Refunded
Collect on delivery (COD)
Pending
Others

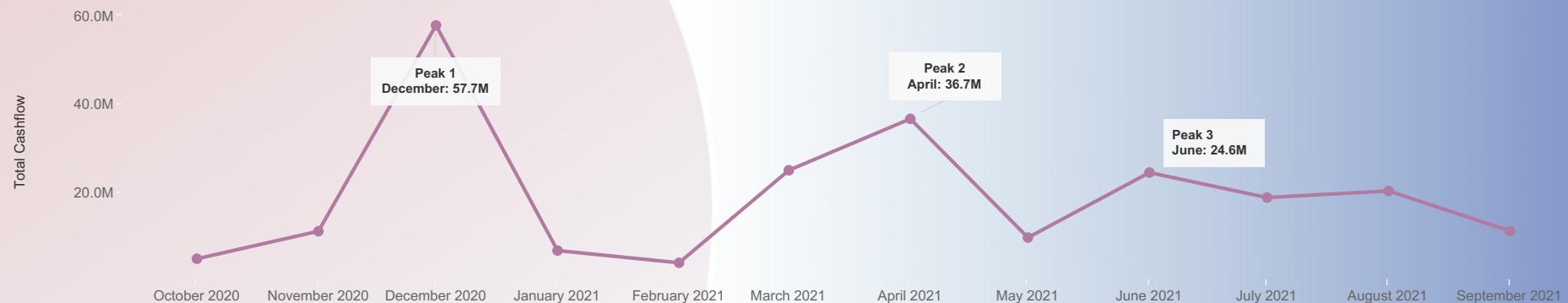
Dimensions

Customer ID
Gender
Item ID
Order ID
Order Date
Payment Method
Customer Since

2. Sales Overview..

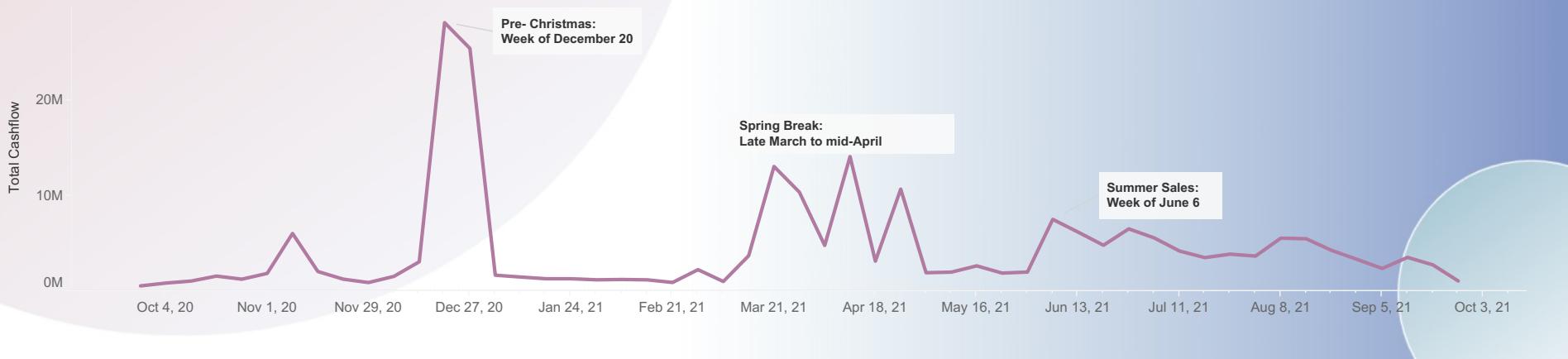
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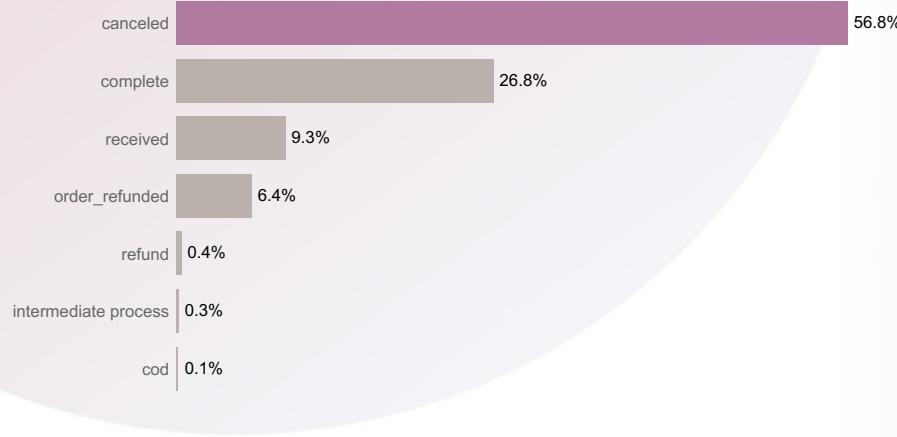
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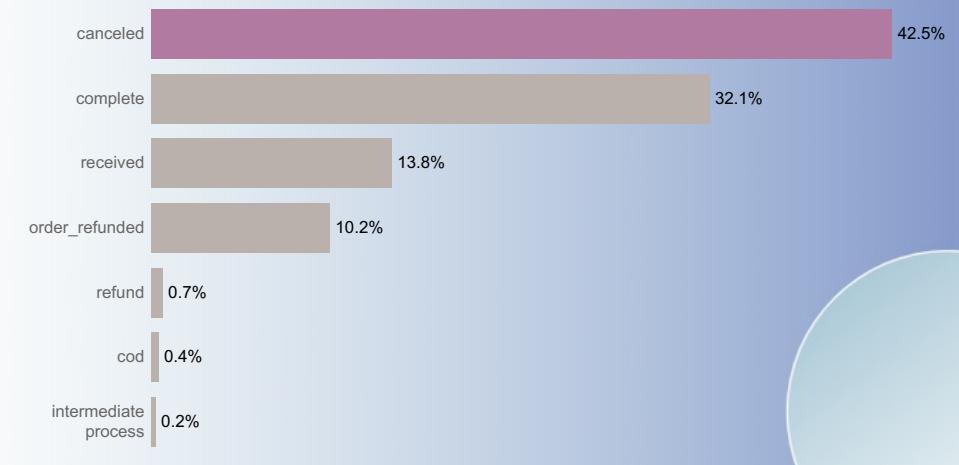
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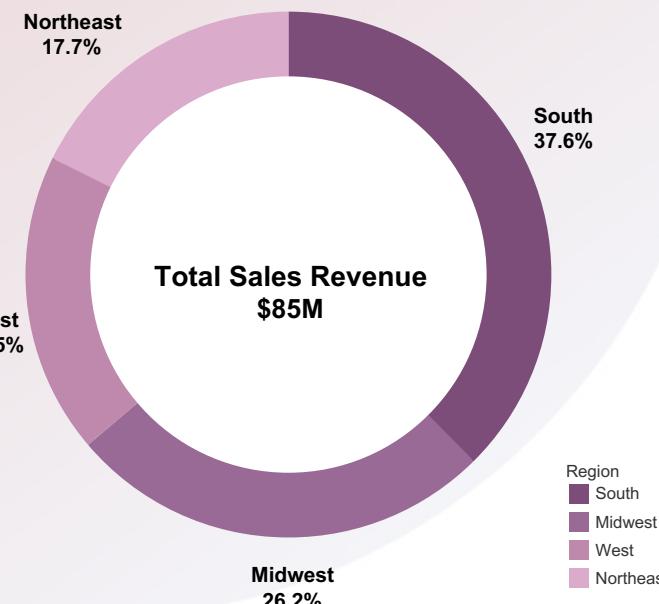
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Top 5 States by Sales:

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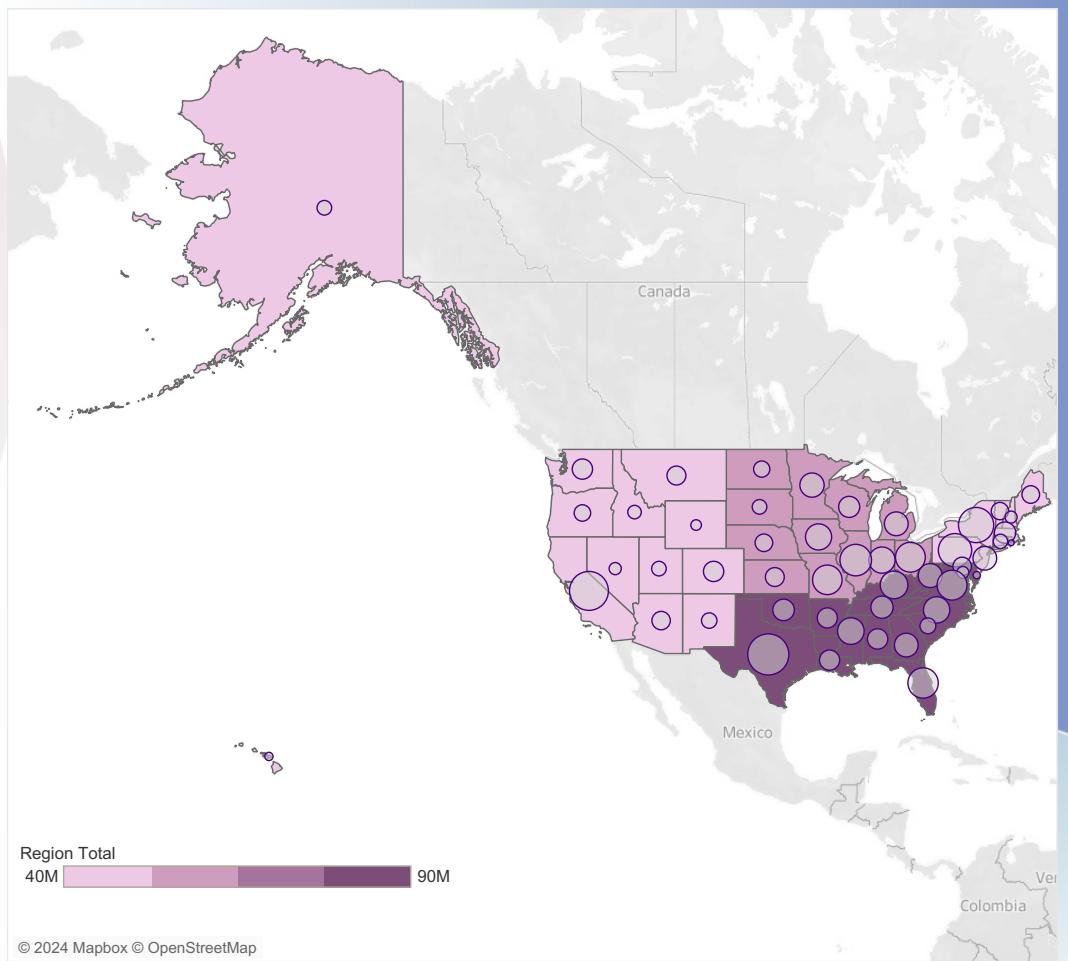
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Sales Performance Map by Region, State, City

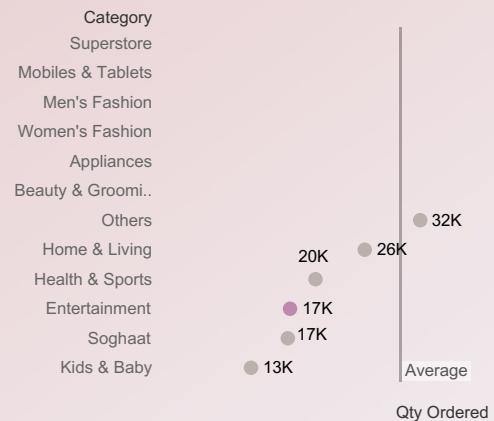
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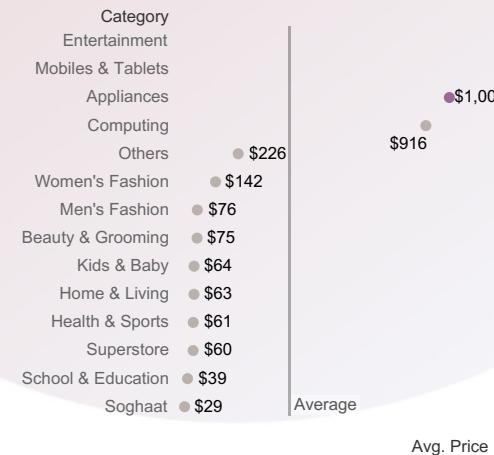
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Maintain revenue boosters and adjust pricing for other top sellers

Total Order Quantity by Category

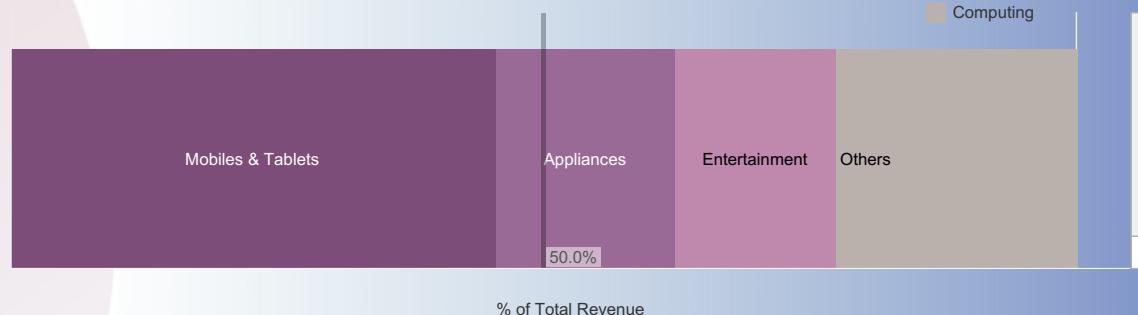


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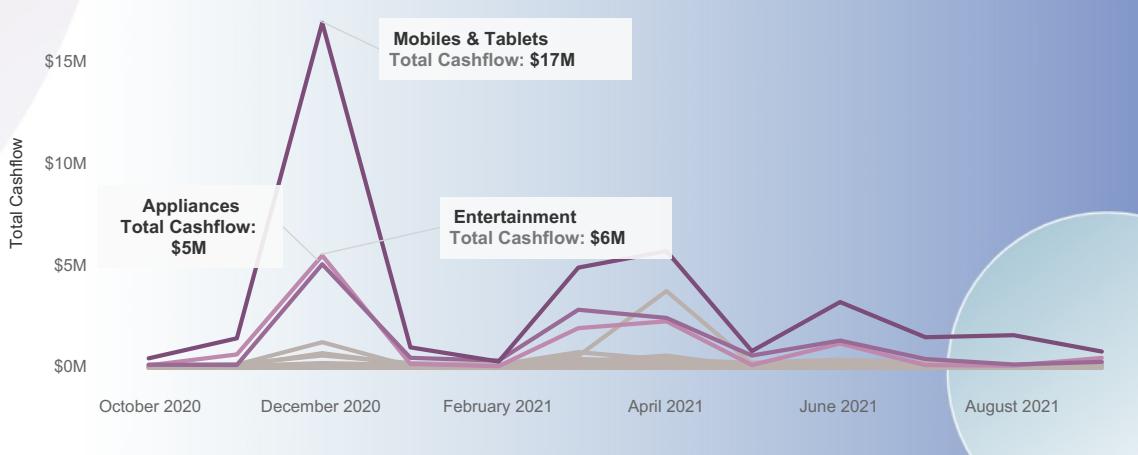
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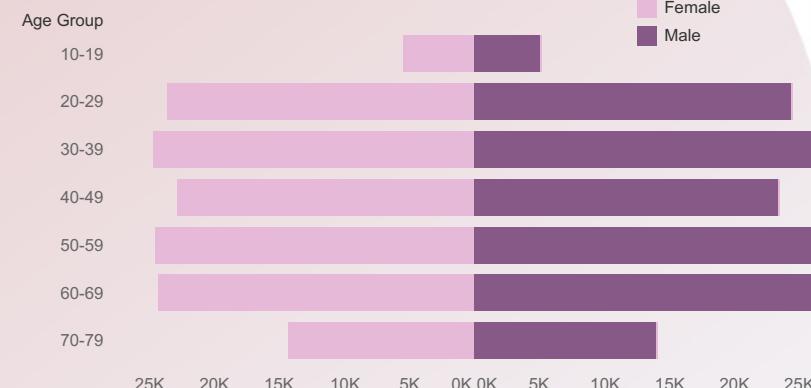
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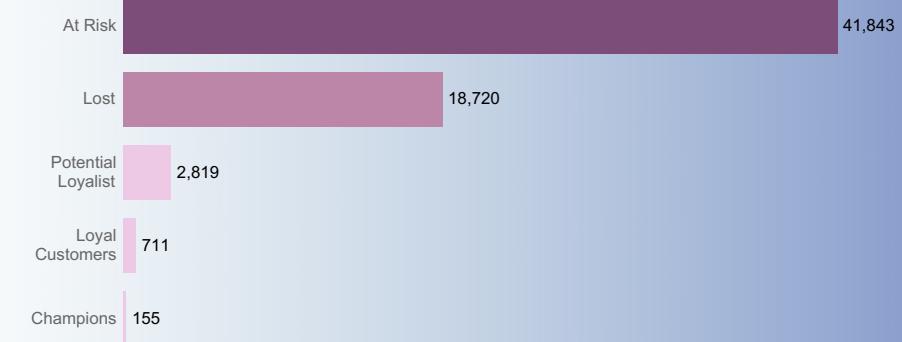


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Losing customers since 2017...

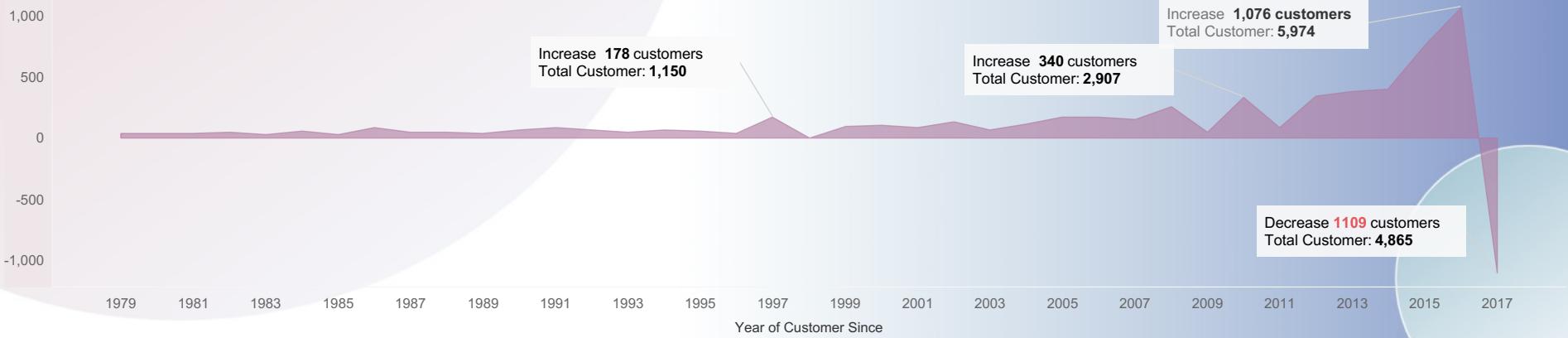
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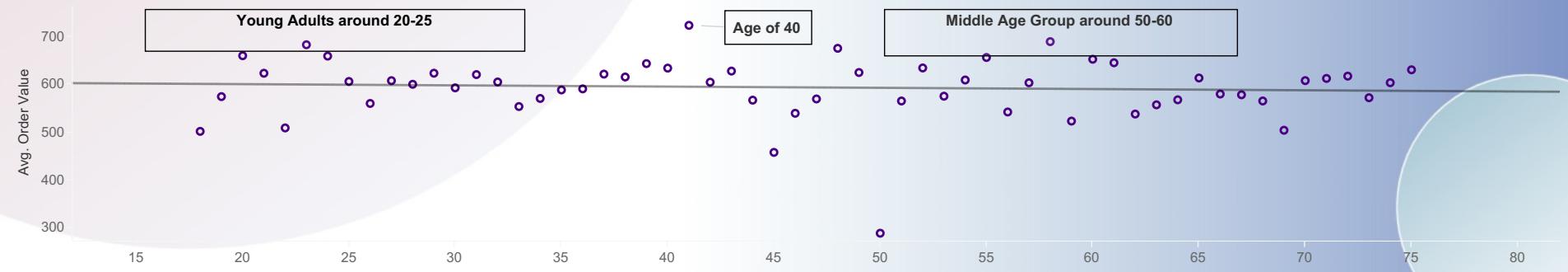
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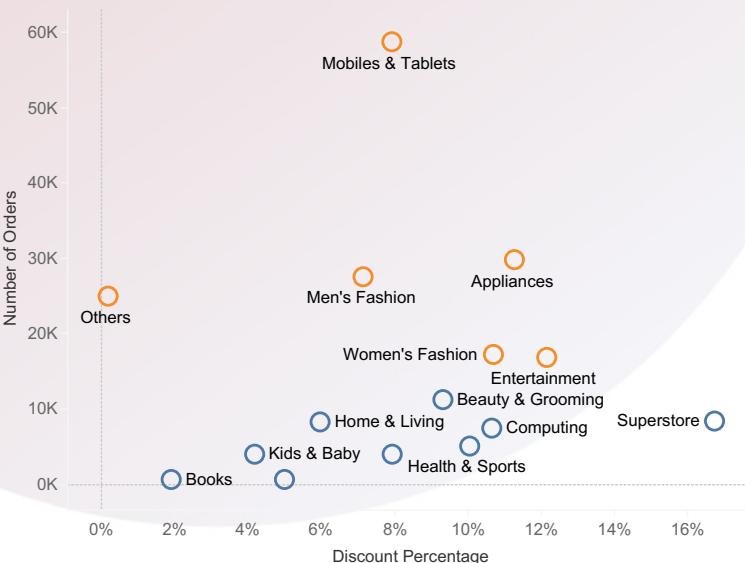
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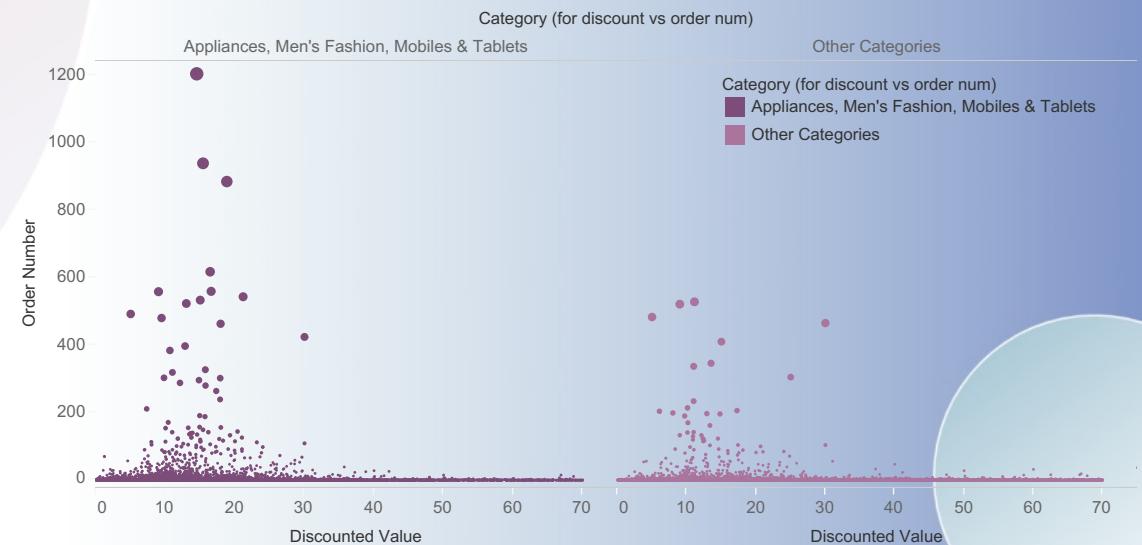
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by Group 77

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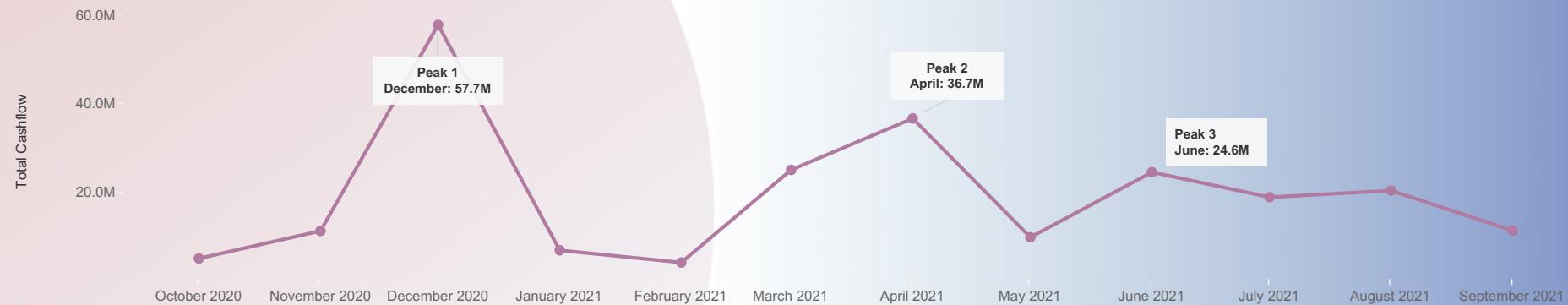
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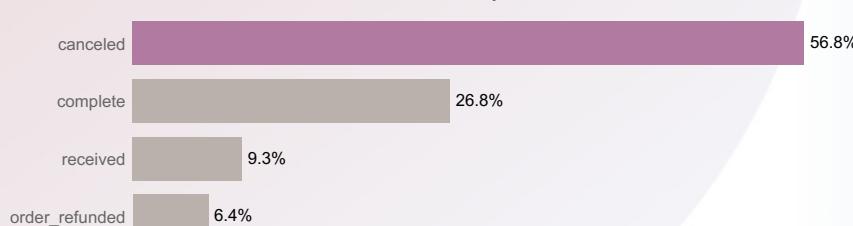
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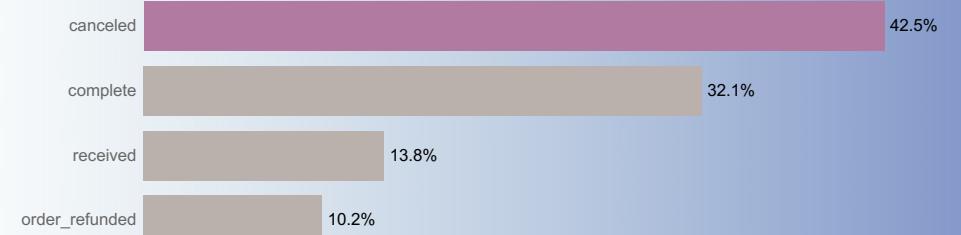
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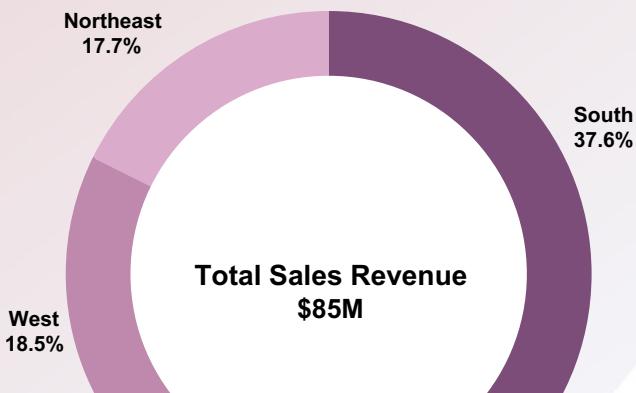
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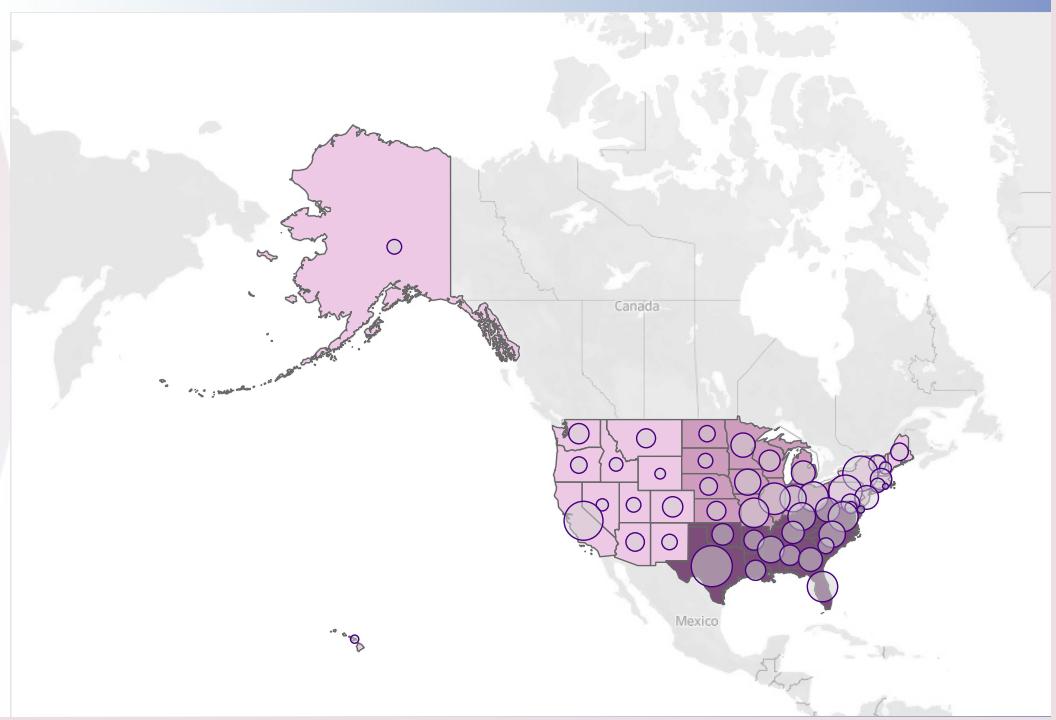
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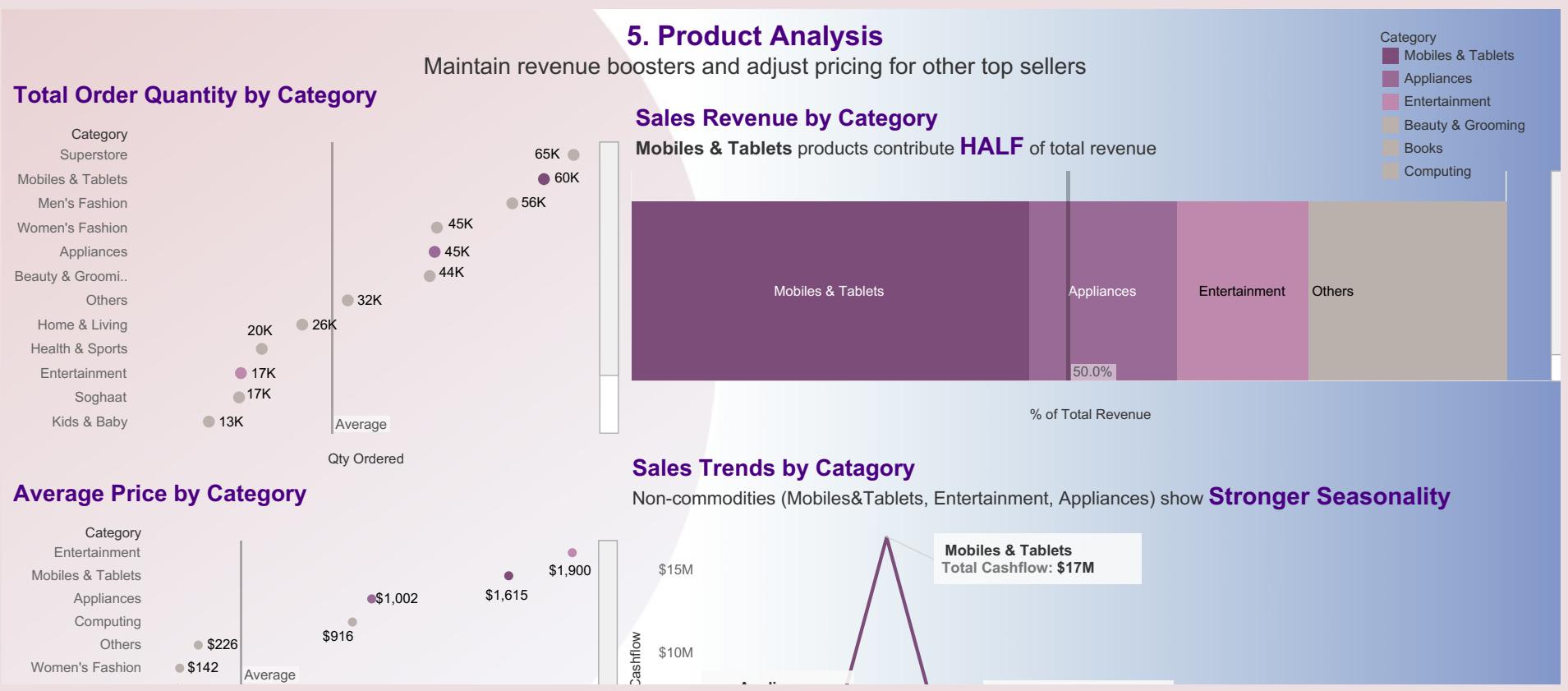
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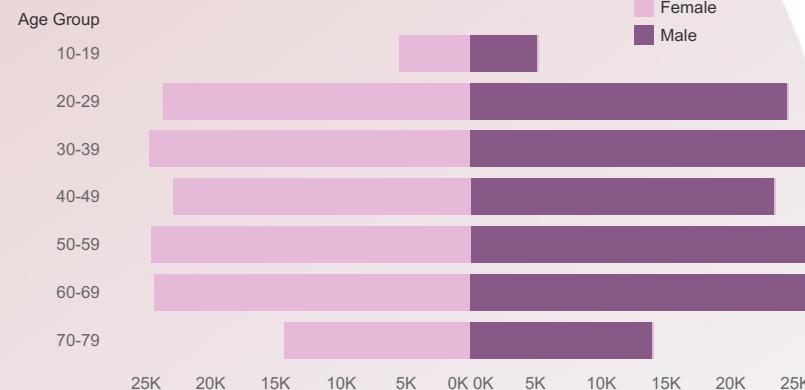
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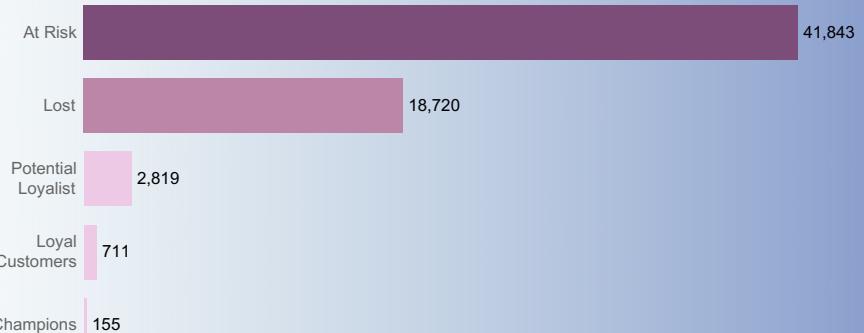


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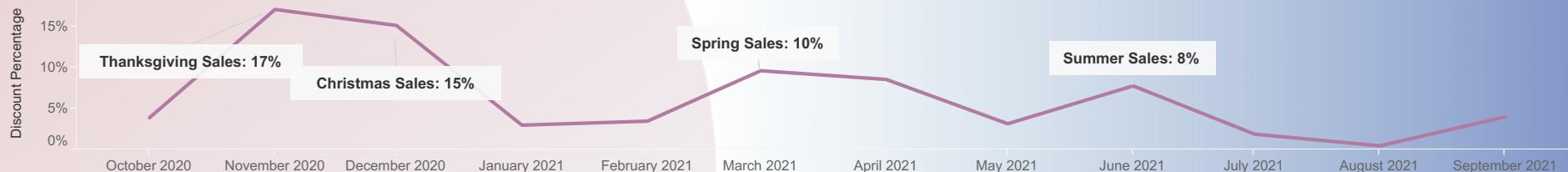
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