

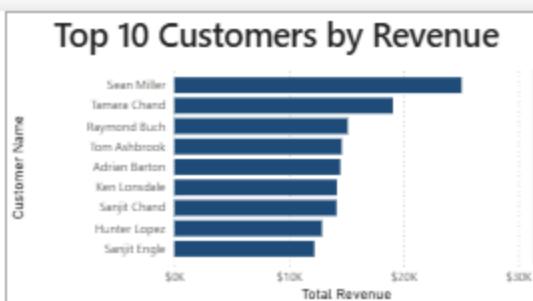
Retail Business Performance Analysis

Analysis of revenue trends, customer segments, and product performance (2014–2017)

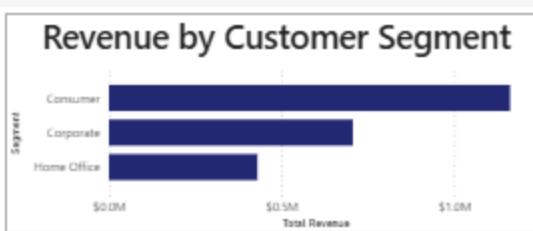
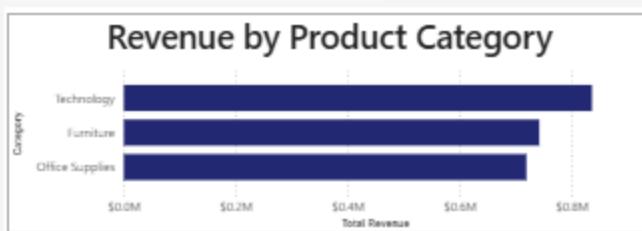
Executive Overview

\$2.3M	\$286.4K	5009	793	458.61
Total Revenue	Total Profit	Total Orders	Unique Customers	Avg Order Value

Customer Analysis



Product Performance



Filter by Year

Year
2014 2017

Filter by Region

Region
All

Top 10 Revenue %

6.7%

Insight 1 - Revenue Trend :

Revenue has grown steadily from 2014 to 2017, with normal monthly fluctuations. There are small spikes toward the end of some years, suggesting mild seasonal demand.

Insight 2 - Segment Performance :

The Consumer segment generates the highest revenue, clearly outperforming Corporate and Home Office. The business is primarily driven by individual customers.

Insight 3 - Revenue Concentration :

Top 10 customers contribute only 6.7% of total revenue, indicating a diversified customer base with low dependency risk.

Recommendation :

Focus on growing the Consumer segment further while improving engagement in Corporate and Home Office. Introducing bundles or promotions could help increase average order value.