

SALES OVERVIEW

2011

2012

2013

\$109.18M

Total Revenue

\$12.29M

Profit Total

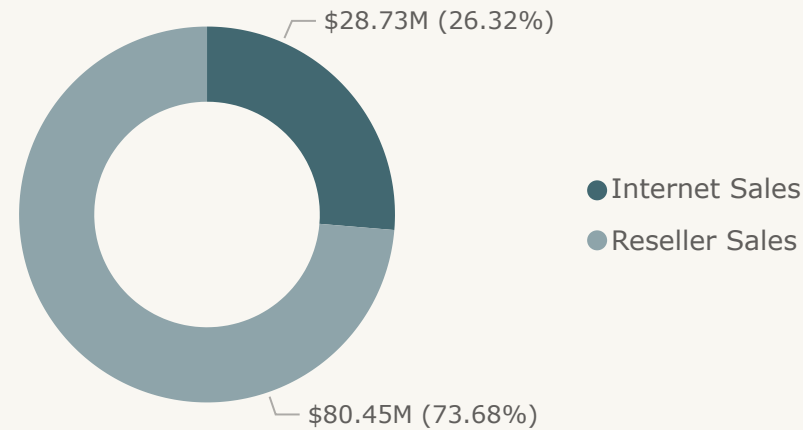
270.92K

Total Orders

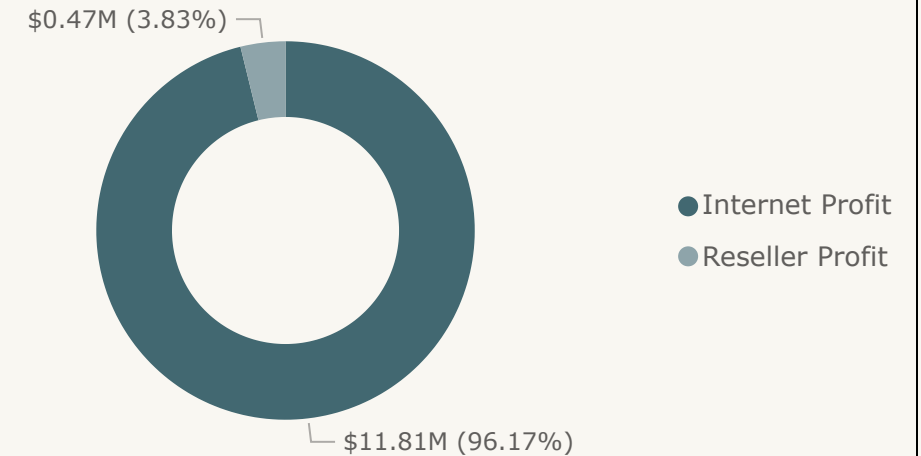
\$403.01

Revenue per Order

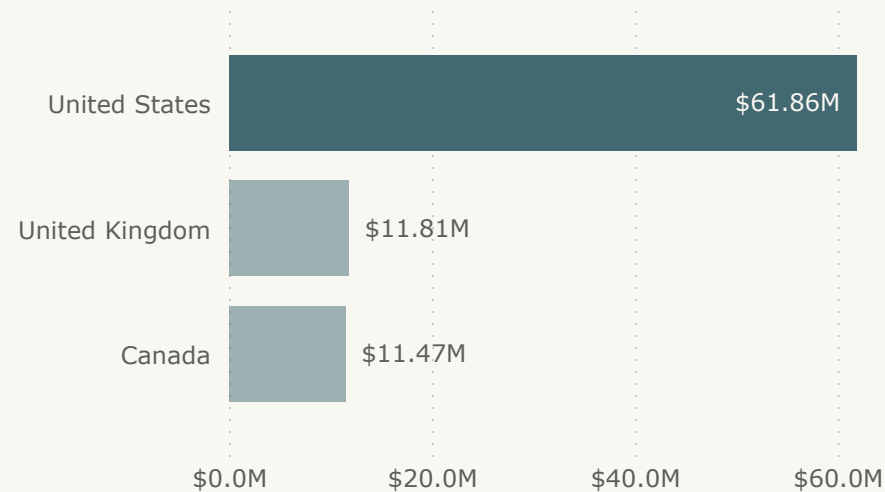
Total Revenue by Channel



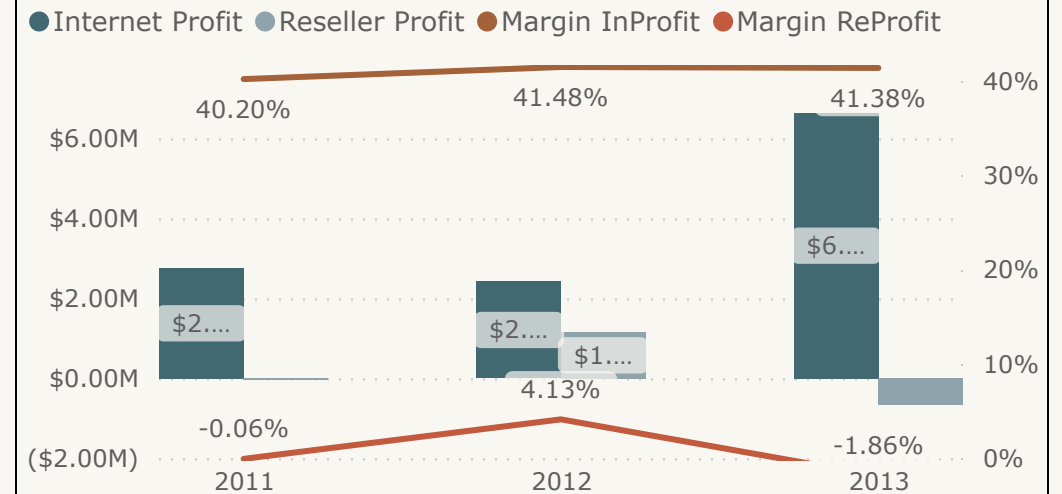
Total Profit by Channel



Top 3 Country with Highest Revenue



Profit & Profit Margin



CHANNELS'S SALES ANALYST

2011

2012

2013

\$28.73M

Internet Revenue

\$16.92M

Total Internet Product Cost

\$80.45M

Reseller Revenue

\$11.81M

Internet Profit

\$470.48K

Reseller Profit

40.24%

Internet Profit Margin

\$79.98M

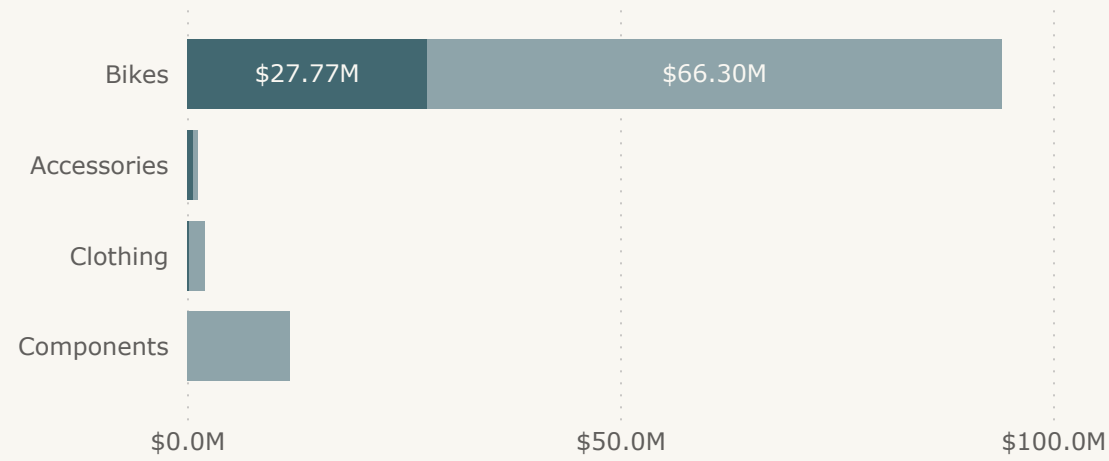
Total Reseller Product Cost

0.58%

Reseller Profit Margin

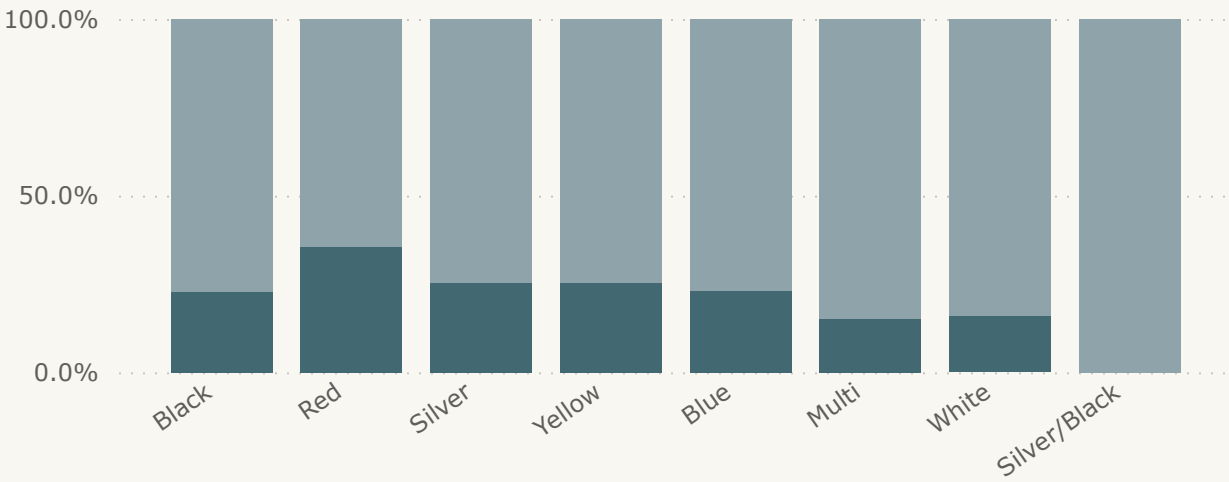
Revenue by Category

Internet Sales Reseller Sales

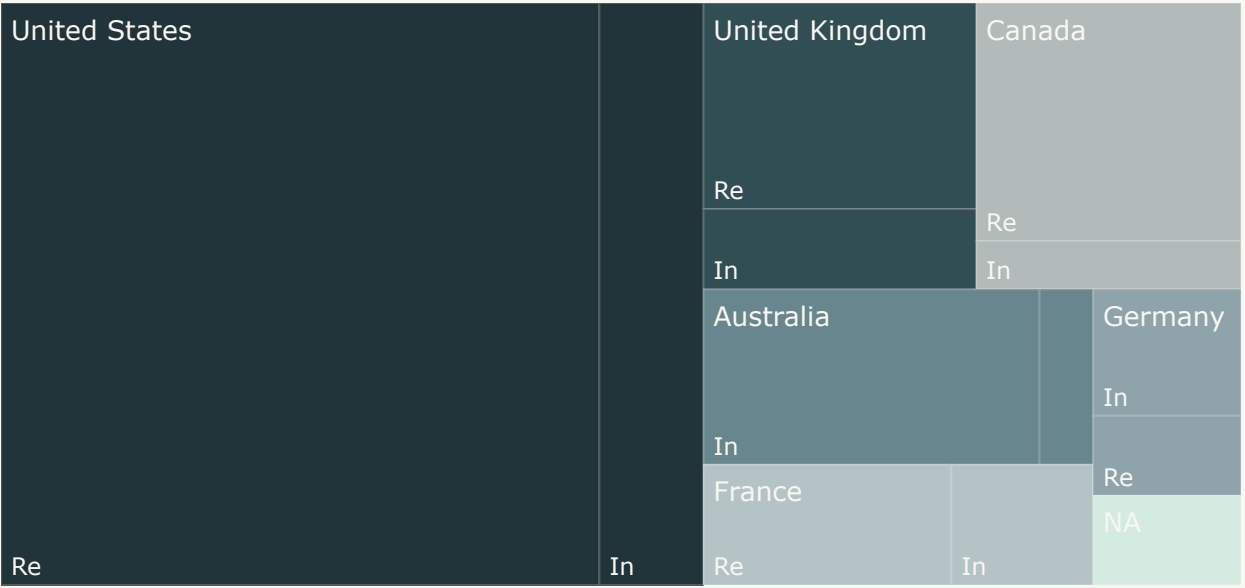


Revenue by Colors

Internet Sales Reseller Sales

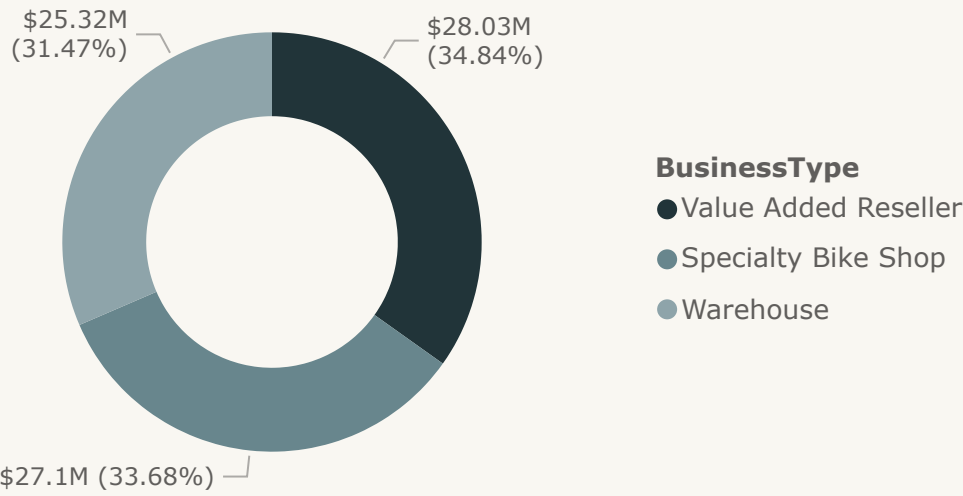


Revenue by Country

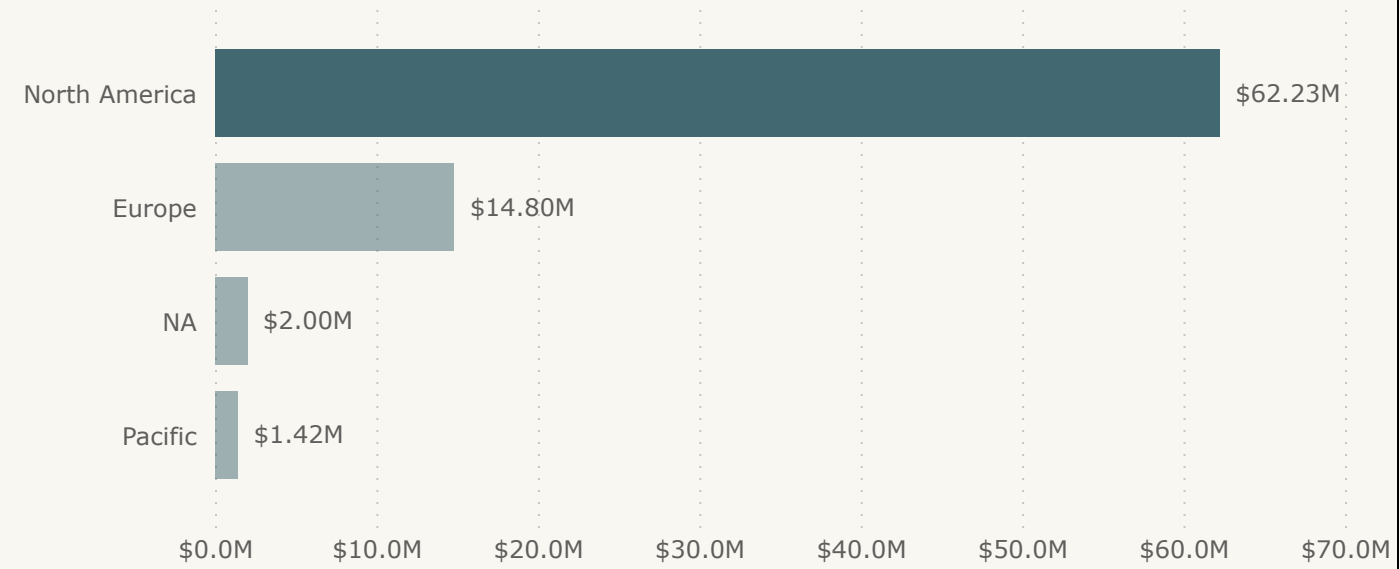


SELLER ANALYST – RESELLER SALES

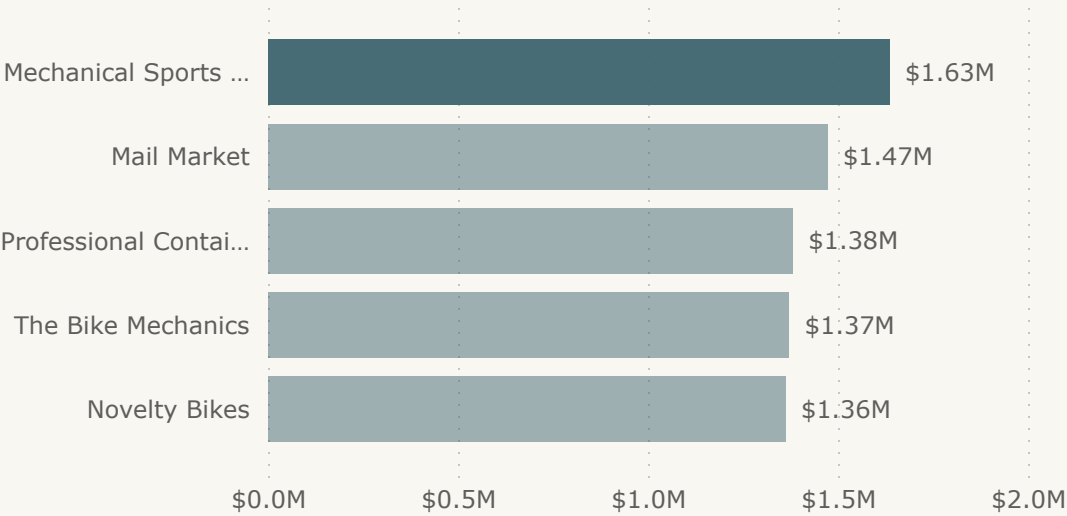
Reseller Total Revenue by BusinessType



Reseller Revenue by Group Manager



Top 5 Reseller with Highest Revenue



Reseller Revenue by Productline



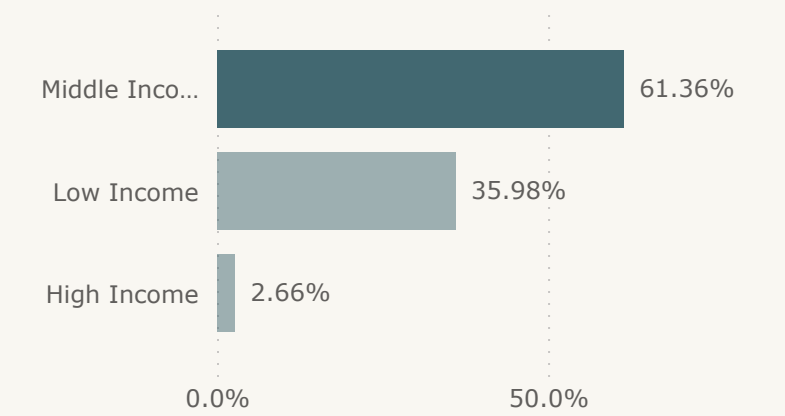
INTERNET SALES – CUSTOMER ANALYST

2011

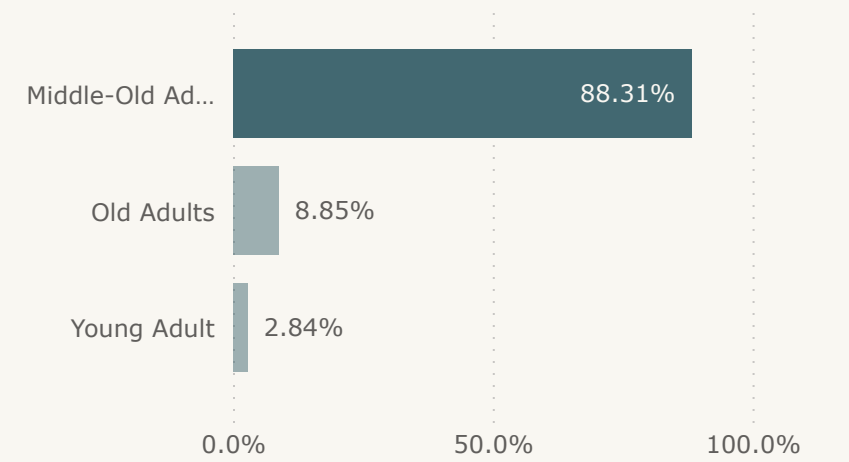
2012

2013

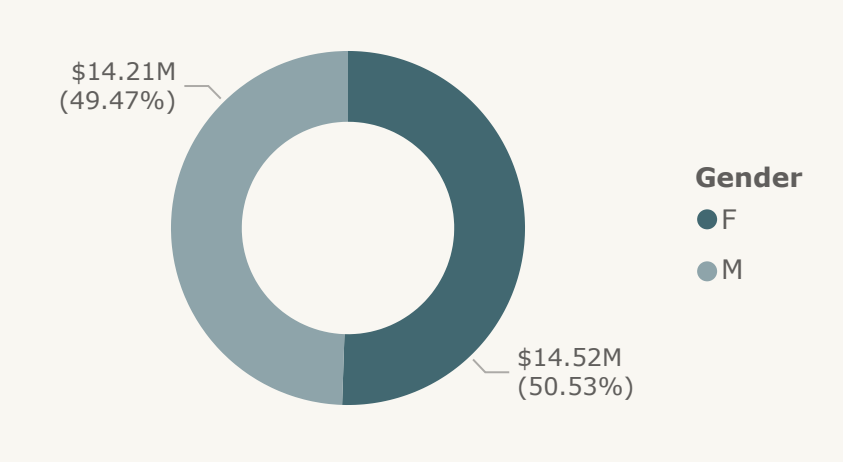
Internet Revenue by Income Range



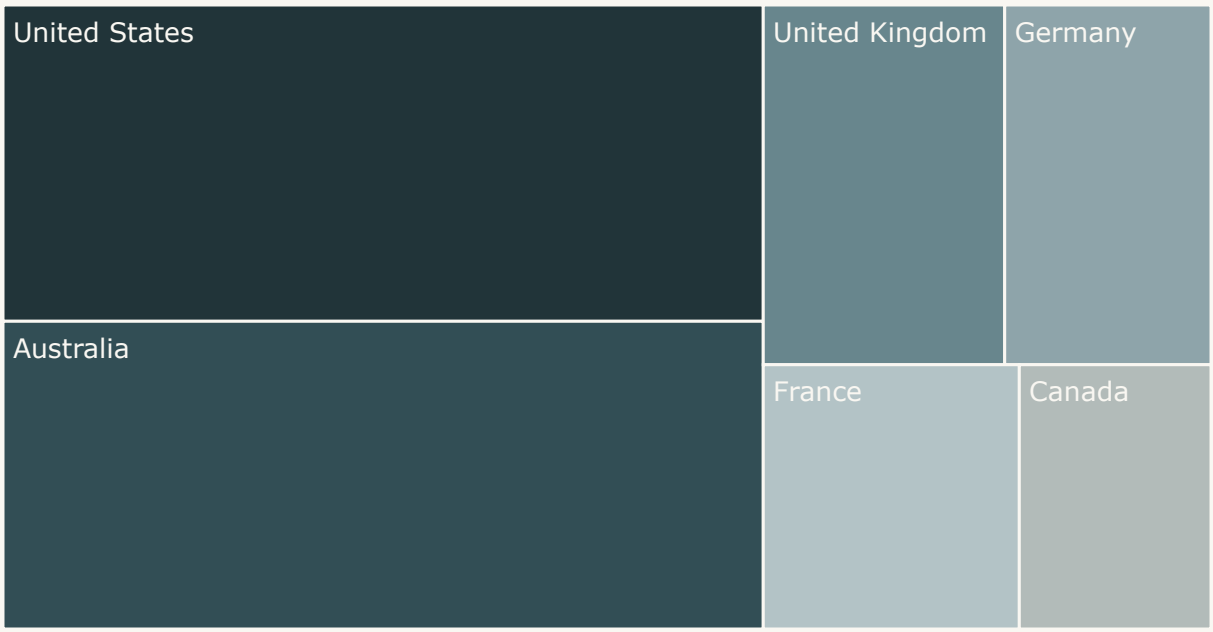
Internet Revenue by Age group



Internet Revenue by Gender



Internet Revenue by Country



Internet Revenue by Customer Segmentation

