

Overview

Overview

Sales by location

Sales by customer & product

Profit & Return Orders

Recommendation+Insight

Order Date

1/1/2011



12/31/2014



Total Sales

9.5M

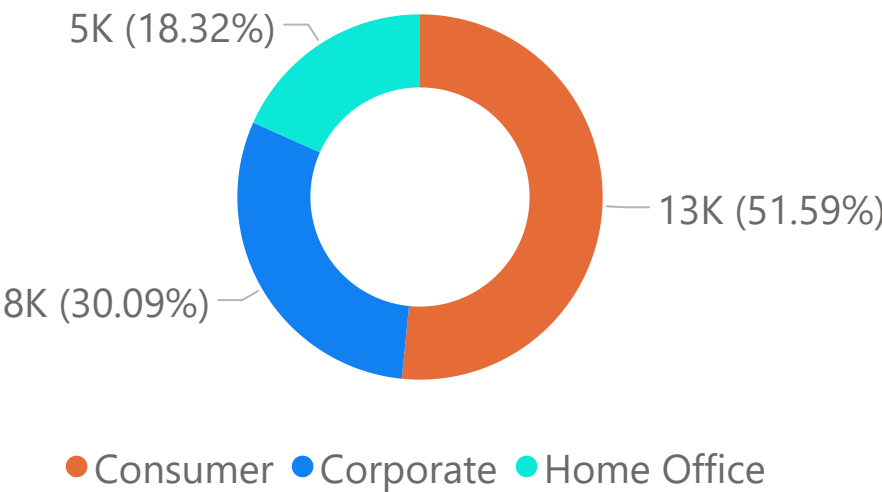
Total Profit

1.1M

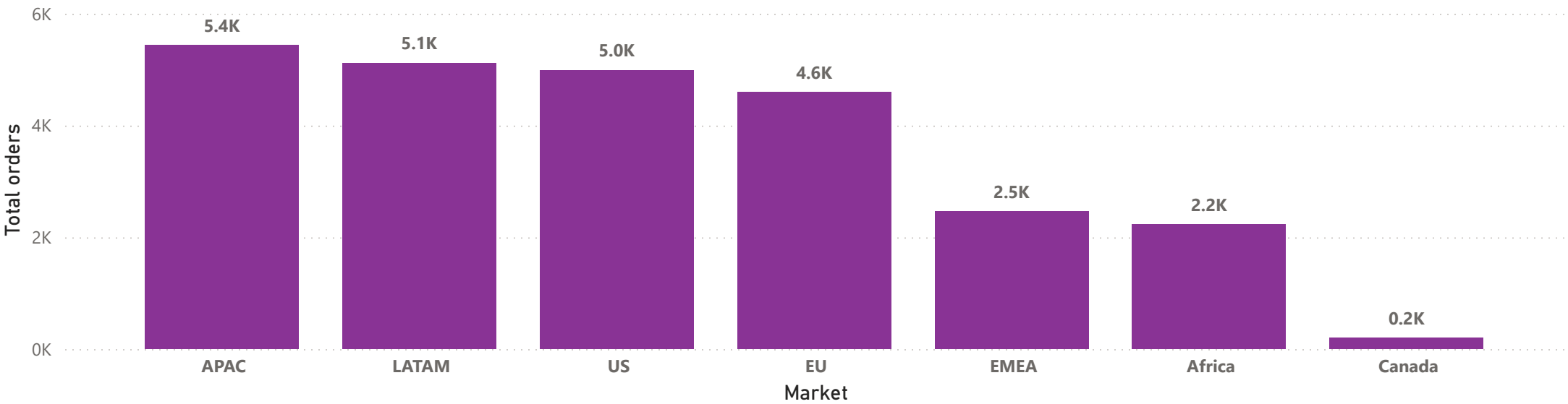
Total Quantity

95.4K

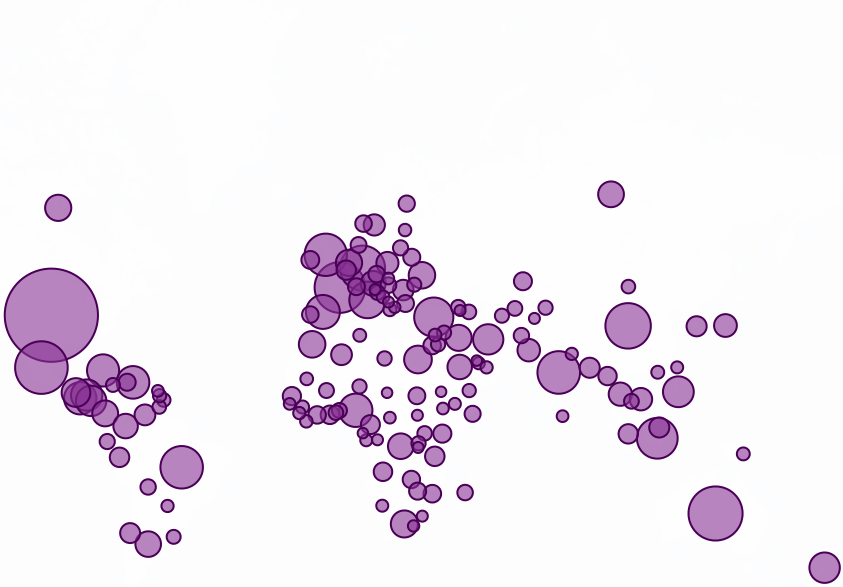
Sale by Segment



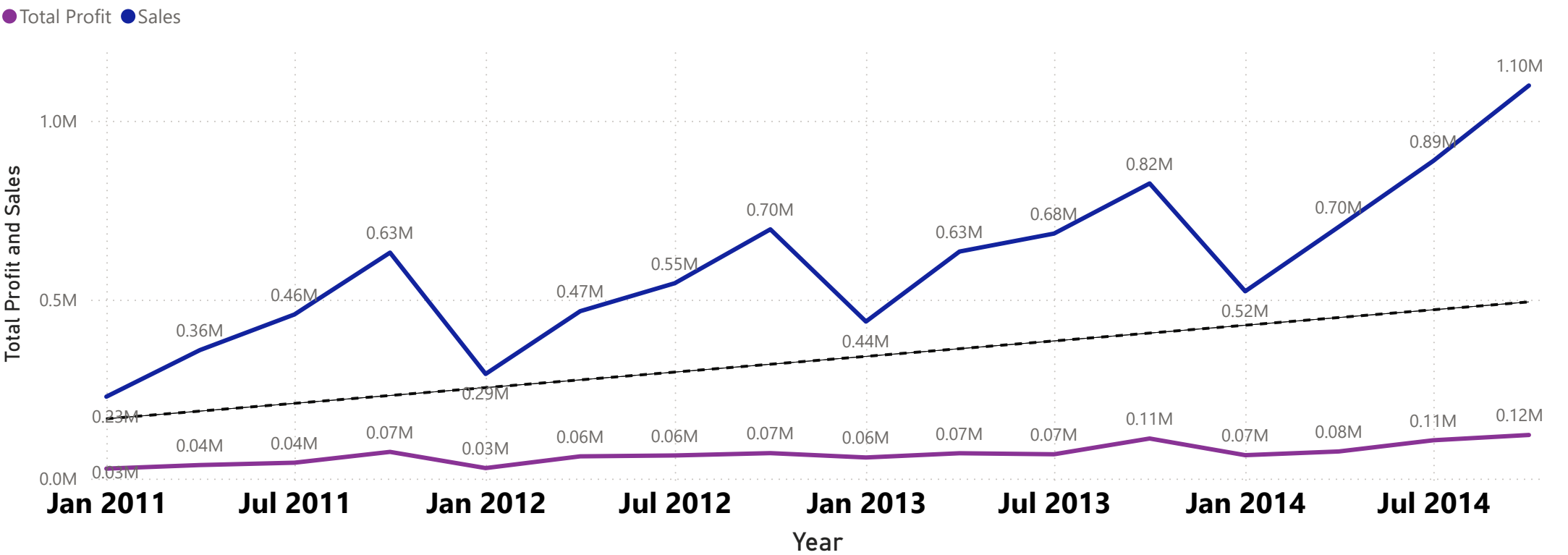
Total orders by Market



Total orders by Country



Total Profit and Sales by Year and Quarter



Sales by location

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Average Sales

378.52

Average Profit

43.54

Country

All

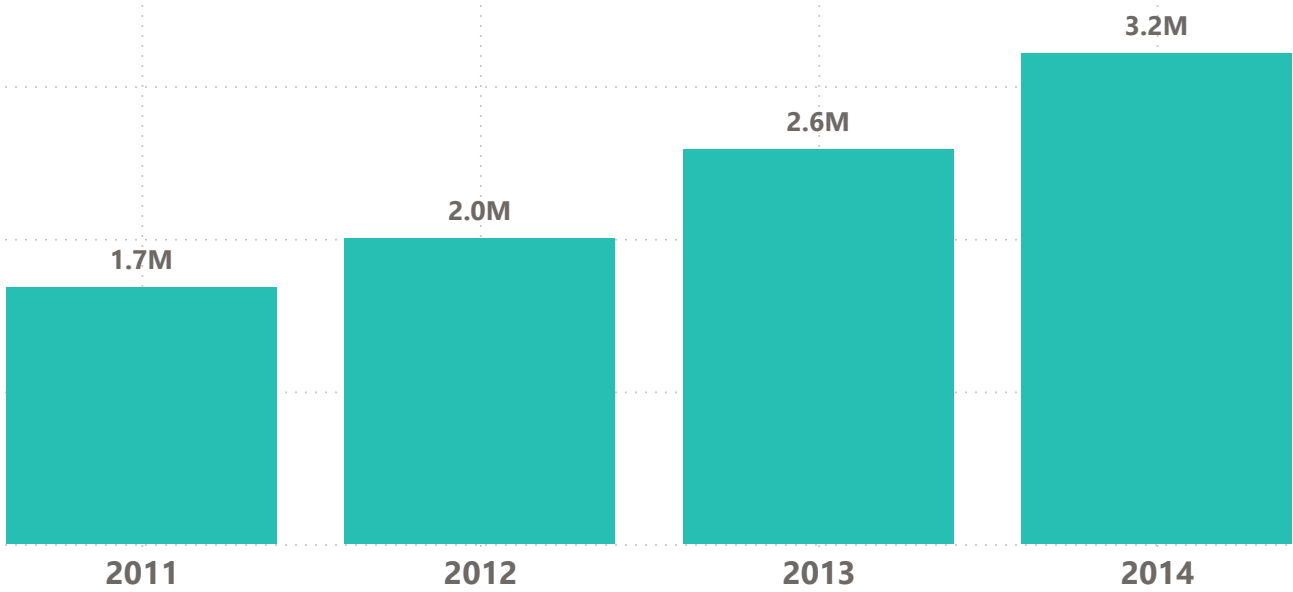
State

All

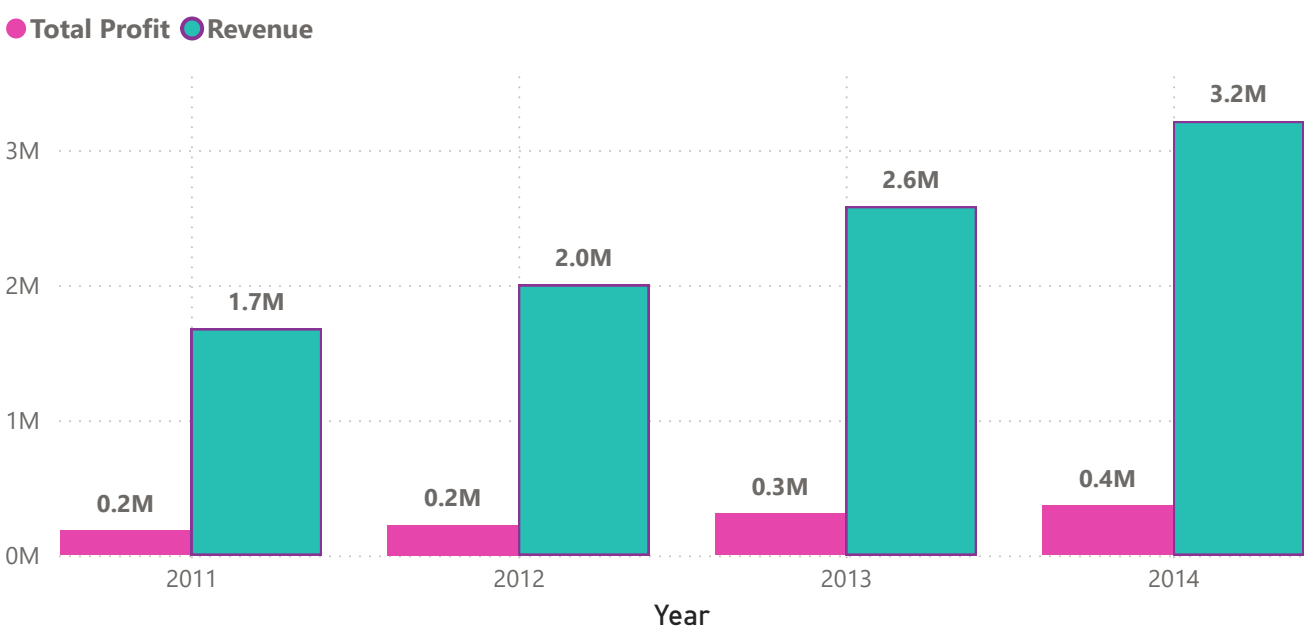
City

All

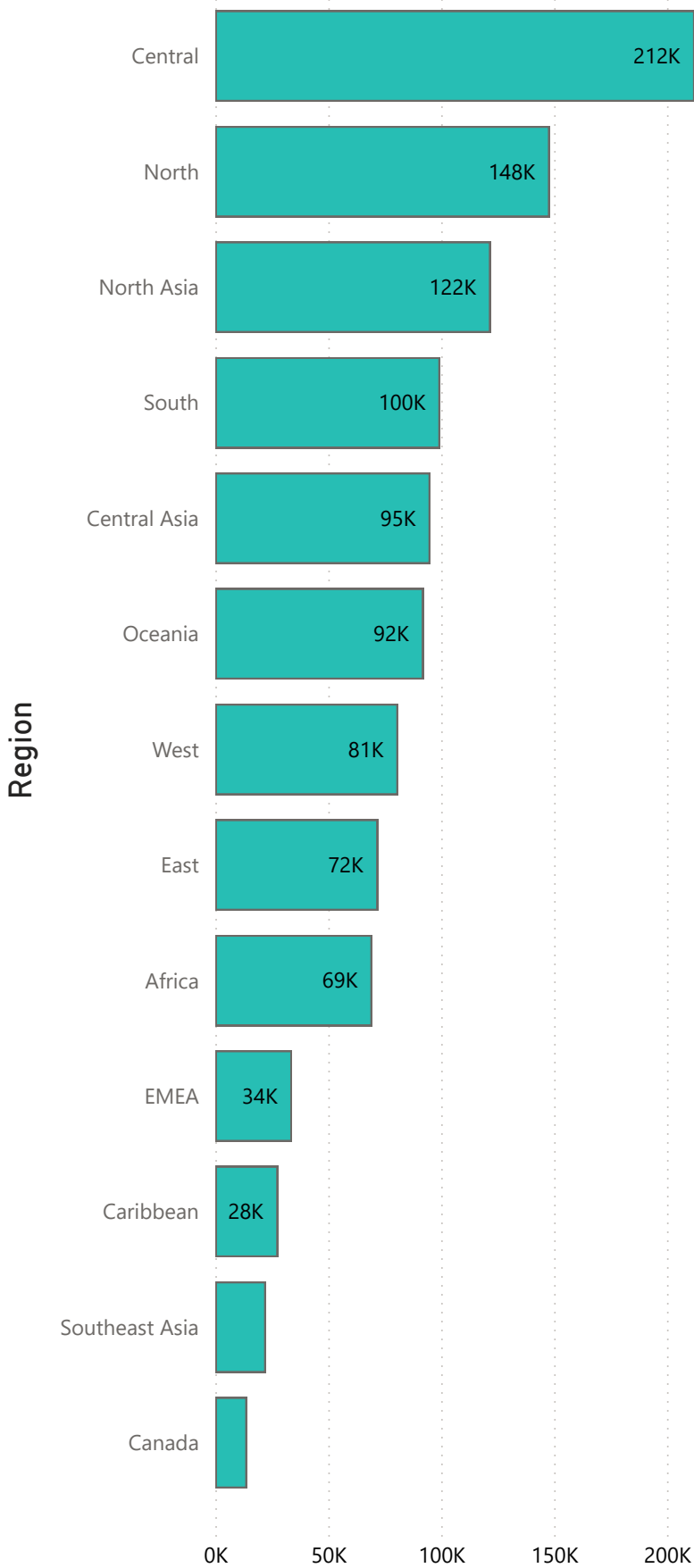
Sale by Year



Total Profit and Revenue by Year



Profit by Region & Market



Summary by Country & City, Region

Country	State	City	Region	Total Sales	Total Profit	Total orders	Total quantity
United States	New York	New York City	East	193,689.77	48,907.69	450	1861
United States	California	Los Angeles	West	136,394.18	22,129.01	384	1567
United States	Washington	Seattle	West	96,061.52	23,629.22	212	846
Philippines	National Capital	Manila	Southeast Asia	92,708.43	-7,176.51	206	863
United States	Pennsylvania	Philadelphia	East	90,017.76	-12,449.13	263	1061
United States	California	San Francisco	West	88,796.76	13,016.90	264	1057
Australia	New South Wales	Sydney	Oceania	76,521.72	13,549.17	131	563
Indonesia	Jakarta	Jakarta	Southeast Asia	70,094.10	4,755.15	164	638
Mexico	Distrito Federal	Mexico City	North	68,302.99	10,660.15	162	646

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Order Date

1/1/2011

12/31/2014

8815

Total product

795

Total customer

95K

Total quantity

Segment

All

Ship Mode

All

Market

Africa

EMEA

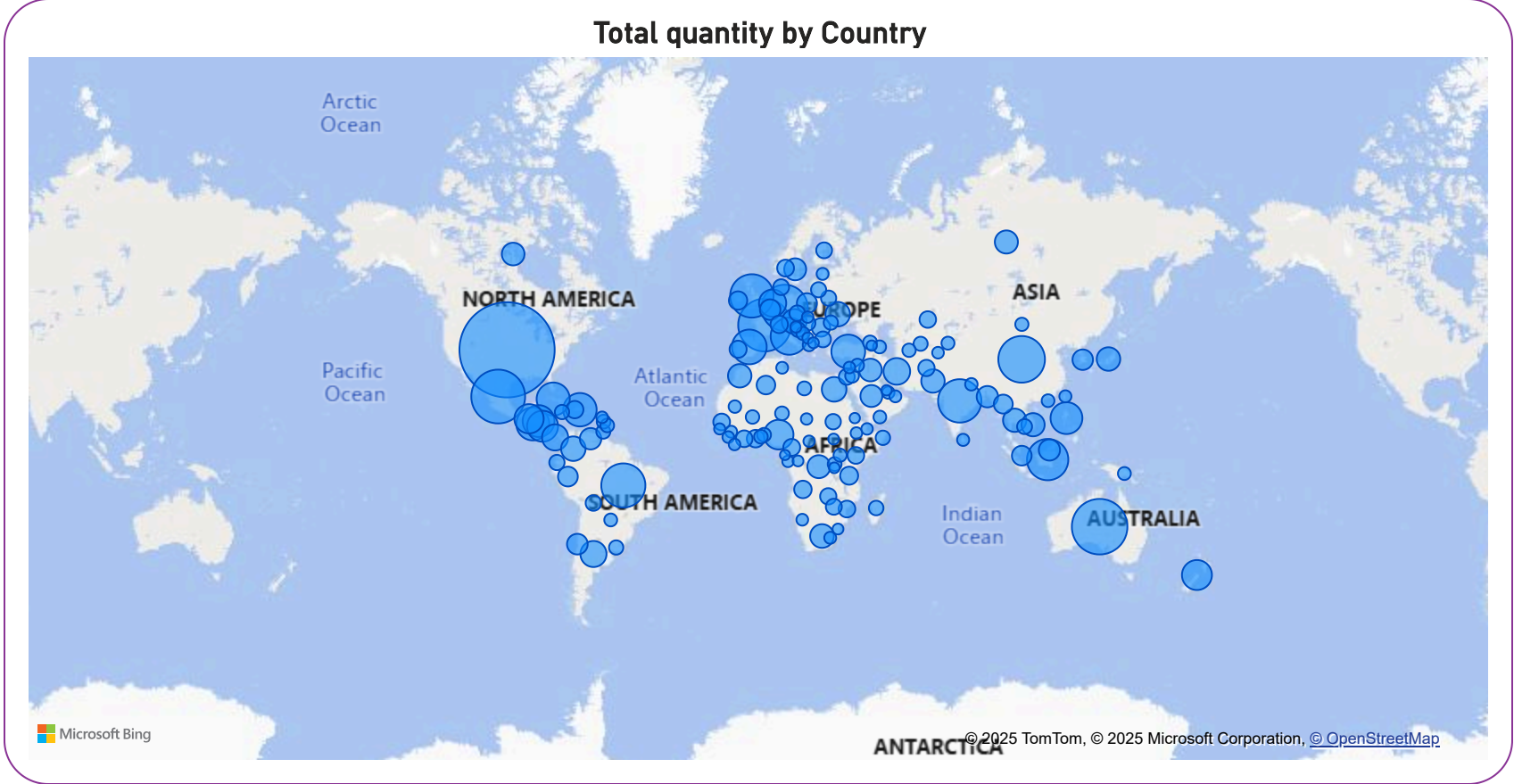
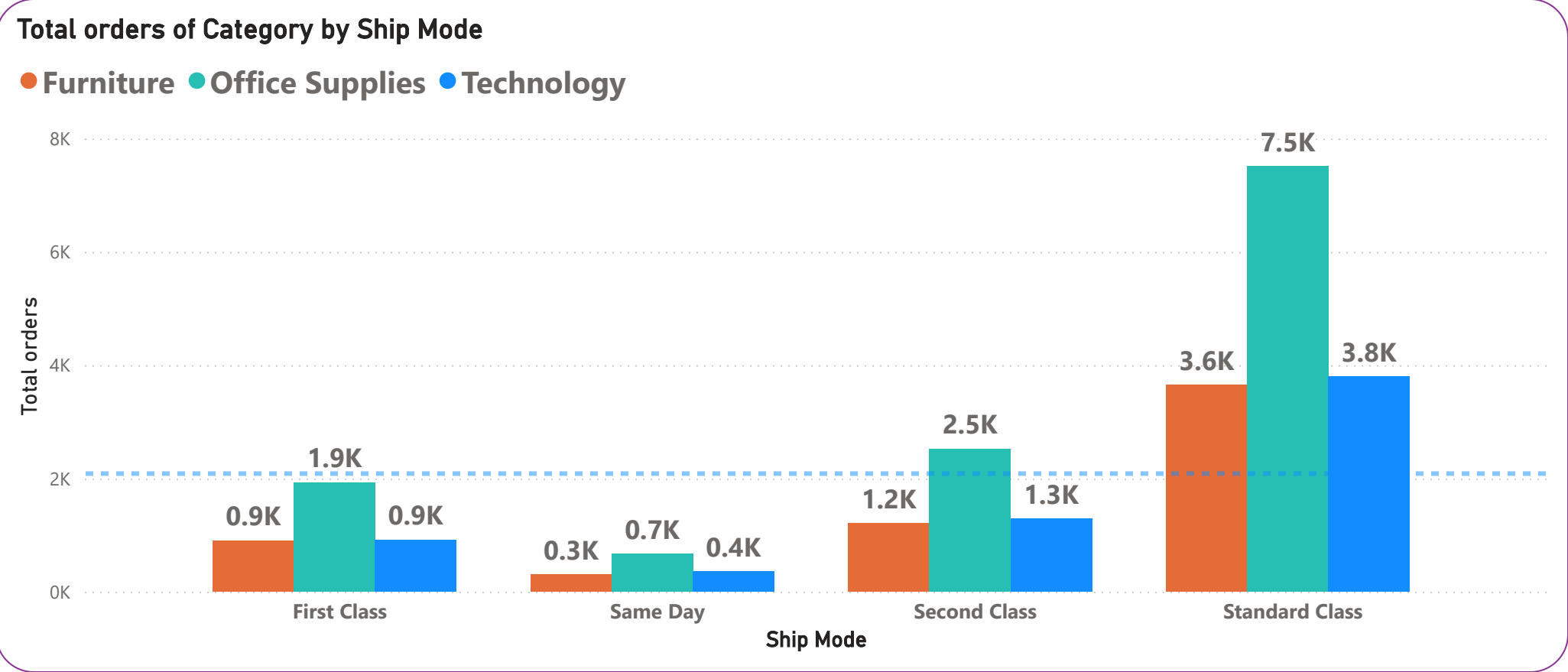
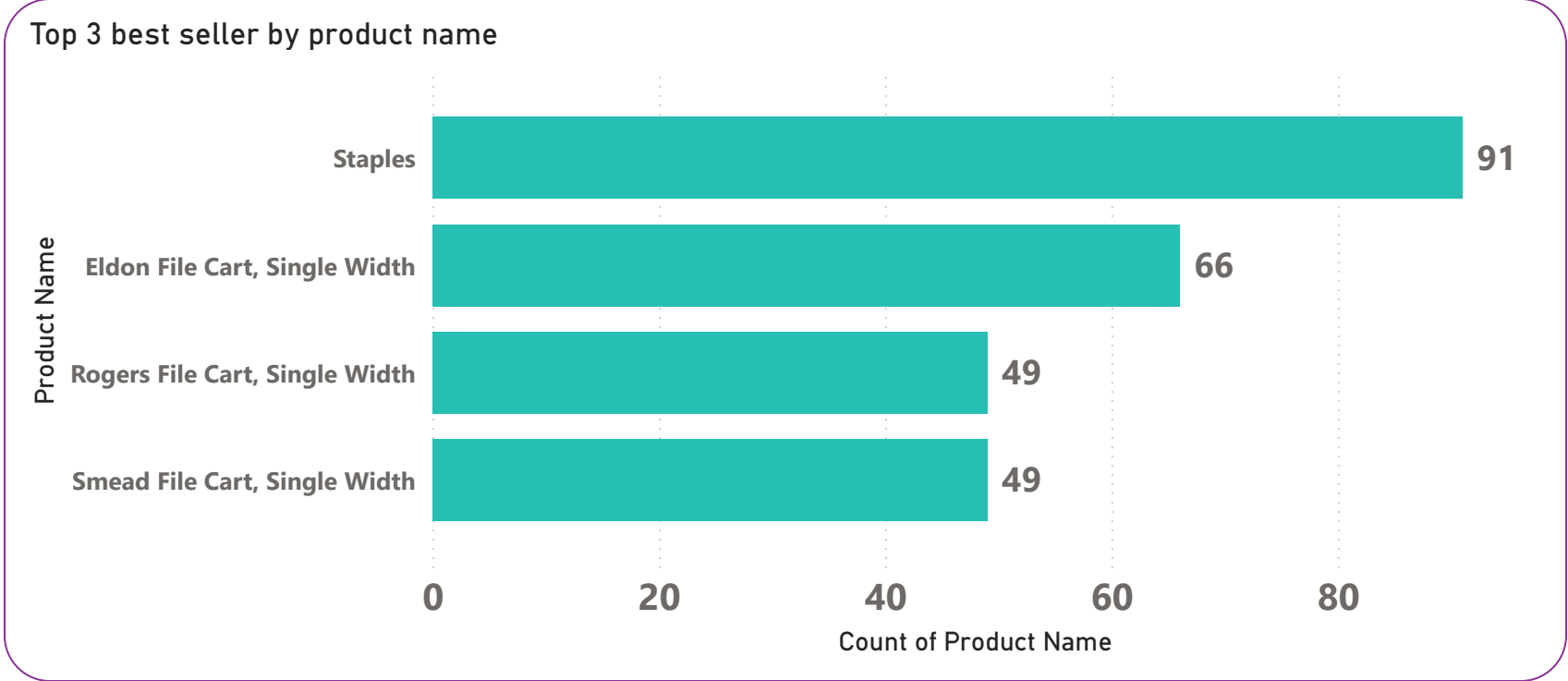
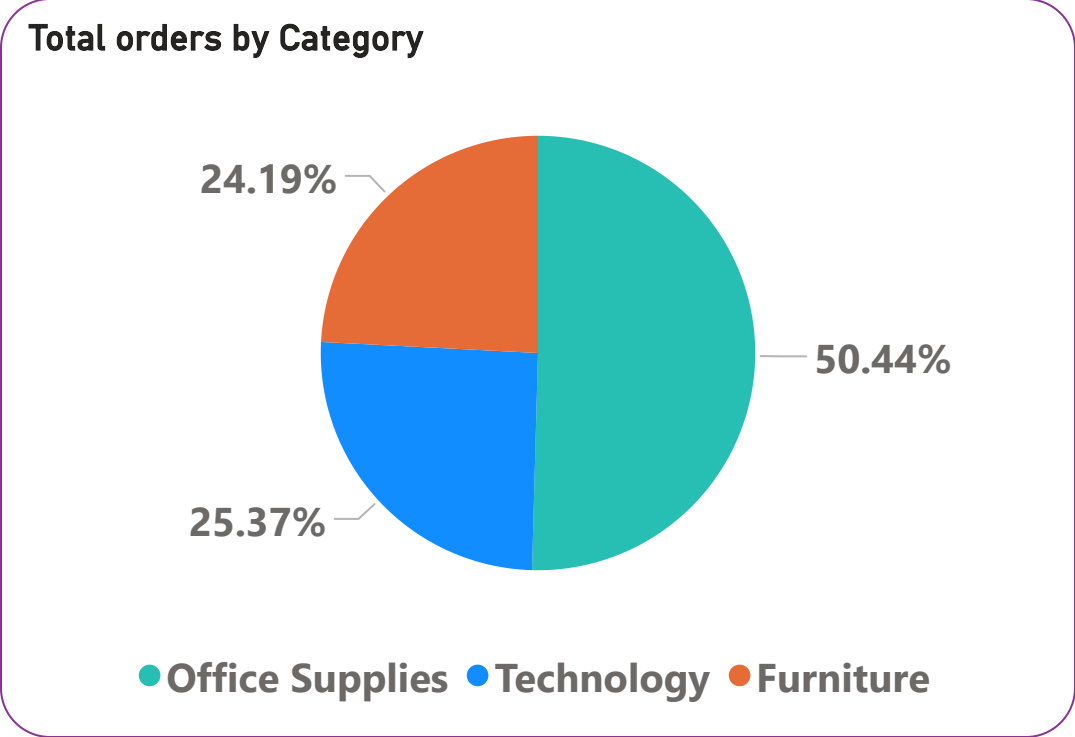
US

APAC

EU

Canada

LATAM



Profit & Return Orders

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25K

Total orders

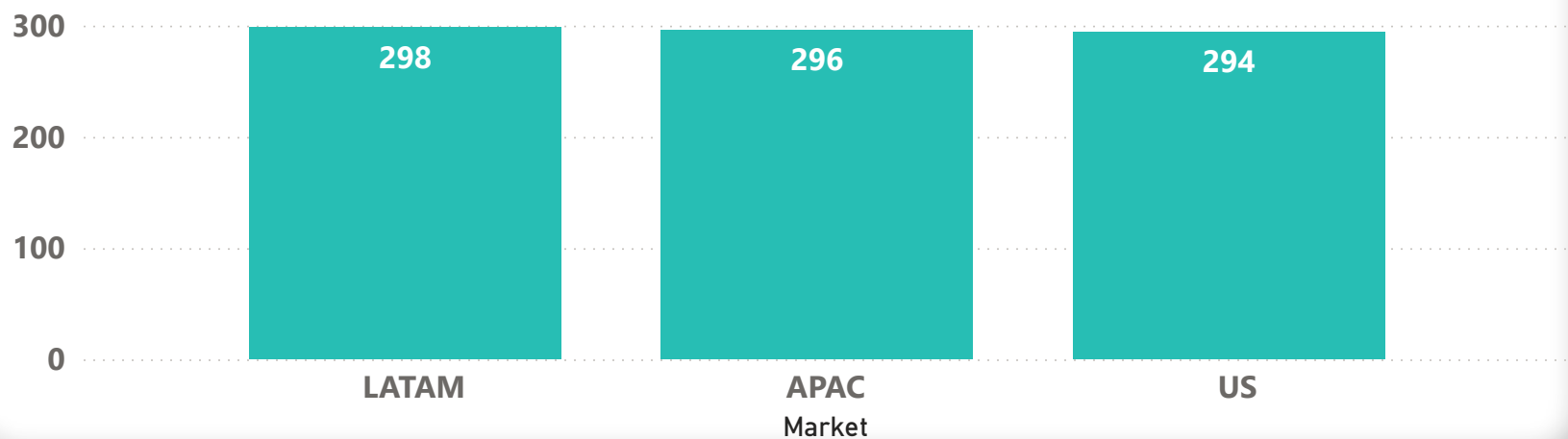
1172

Total return orders

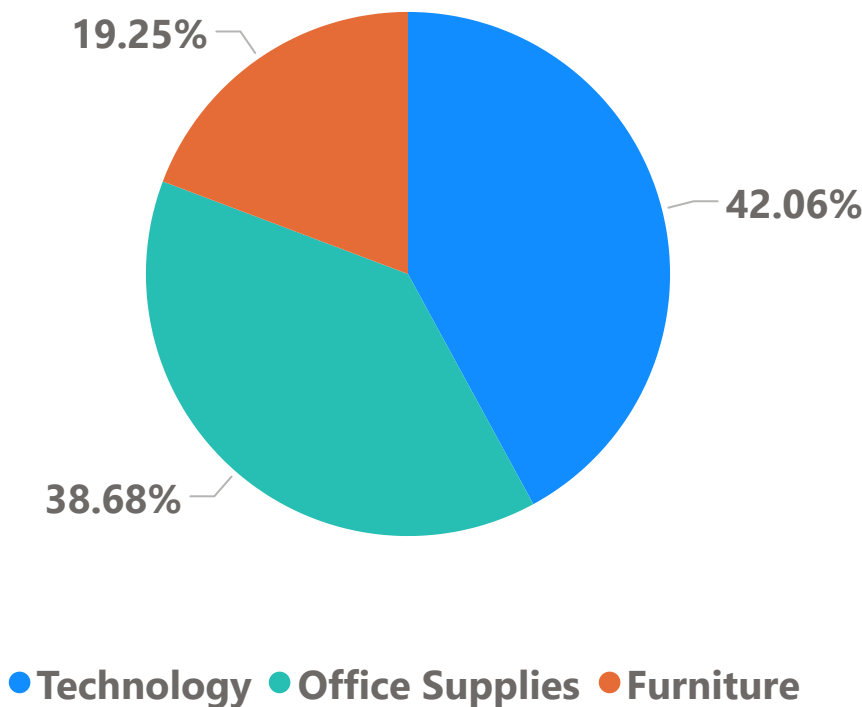
4.68%

Ratio of orders

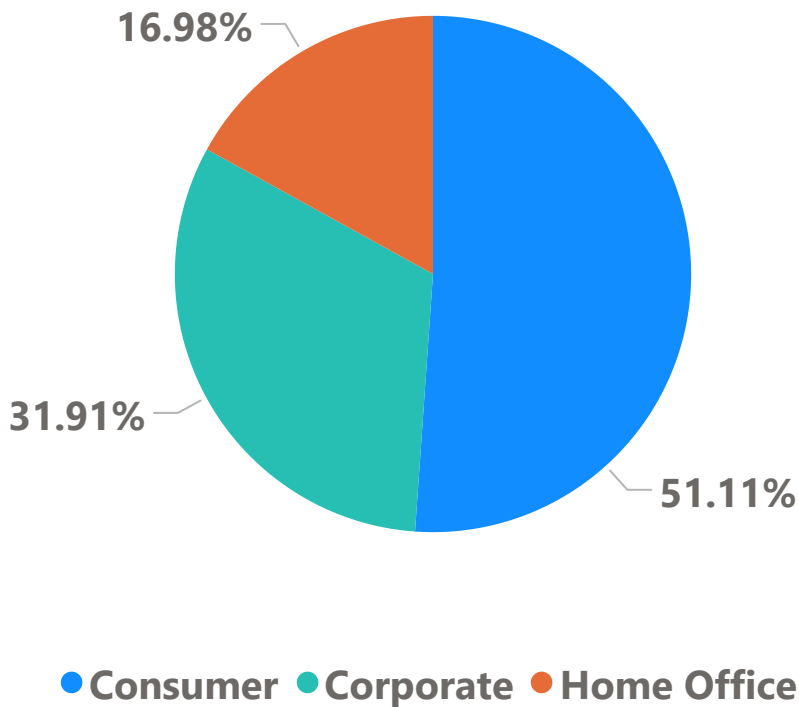
Total Market have most returned orders



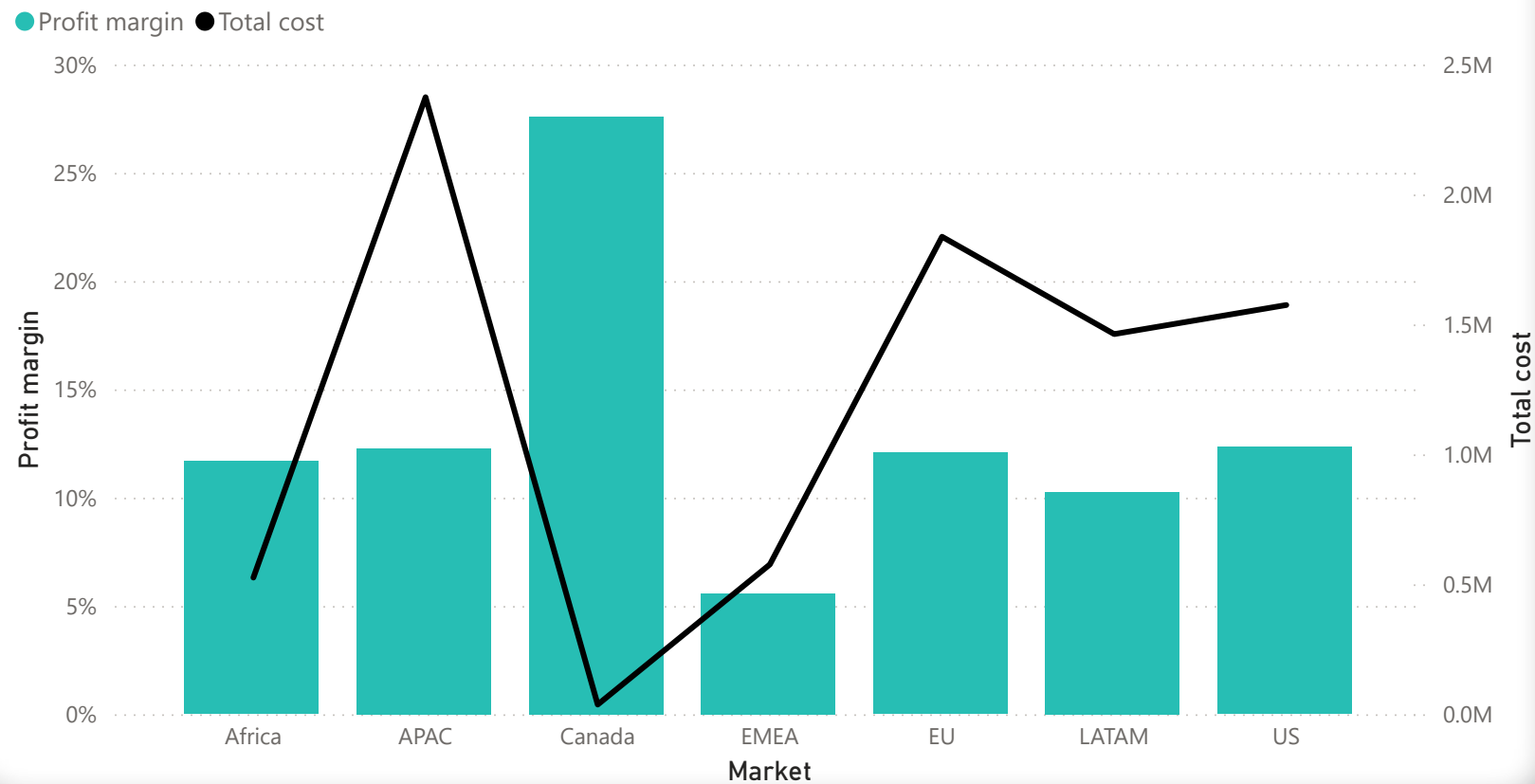
Profit margin by Category



Rate of return orders by Category



Profit margin and Total cost by Market



Summary Profit, Ratio by Country

Country	Total quantity	Total return orders	Total Profit	Profit margin	Ratio of orders
United States	20330	294	221,523.27	12.34%	5.89%
China	3810	123	110,110.34	21.11%	13.30%
India	3170	18	95,545.19	21.46%	2.29%
United Kingdom	3171	46	85,412.64	21.90%	5.95%
Australia	5862	52	79,562.99	11.23%	3.66%
Mexico	5432	175	78,359.21	16.55%	13.18%
Germany	3720	49	70,579.31	16.35%	5.41%
France	5170	82	70,014.19	11.59%	6.73%
Spain	1758	29	36,180.65	18.26%	6.76%
Total	95407	1172	1,089,913.77	11.50%	4.68%

Insight

I. Revenue and profit trends

- 1. 2012 had the highest revenue (3.2M USD), but then gradually decreased in 2013 (2.6M USD) and 2014 (2.0M USD).
- 2. Profit fluctuates quarterly, with peaks in Q2 2012 and Q3 2013, but a decline in Q4 2014.

II. Performance by market

- 1. APAC, LATAM and US have the highest number of orders.
- 2. Central and North Asia are the most profitable, suggesting expansion potential. LATAM, APAC and US have the highest return order rates.

III. Customer segmentation

- 1. Consumer is the largest customer group (51.59%), but also has the highest return rate (51.11%).
- 2. Corporate and Home Office have lower but more stable order rates.

IV. Product catalog

- 1. Office Supplies has the highest number of orders, but Technology has the highest profit margin (42.06%).
- 2. Furniture has the lowest profit margin (19.25%), need to consider adjustment strategy.
- 3. Staples, Eldon File Cart are best-selling products.

V. Shipping method

- 1. Standard Class is the most used (~7.5K orders), while Same Day and First Class are less popular.
- 2. Expedited shipping may need to be improved for high-value orders or business customers.

Recommendation

- 1. Restore revenue growth by implementing marketing and sales campaigns in low-performing quarters.
- 2. Expand business in Central and North Asia, because these are the two most profitable regions.
- 3. Reduce return rates in LATAM, APAC and US by improving quality control and after-sales service.
- 4. Focus on Corporate and Home Office customers to increase stable revenue, instead of just depending on Consumer.
- 5. Promote sales of technology products, because they have the highest profit margin (42.06%), and optimize the strategy for Furniture.
- 6. Improve logistics and shipping services, especially enhancing fast shipping for high-value orders.