

Overview

Overview

Sales

Analysis

Trending

Insight & Recommend

Year

All



Quarter

All



Month

All



Total Sales

9.5M

Orders

25.0K

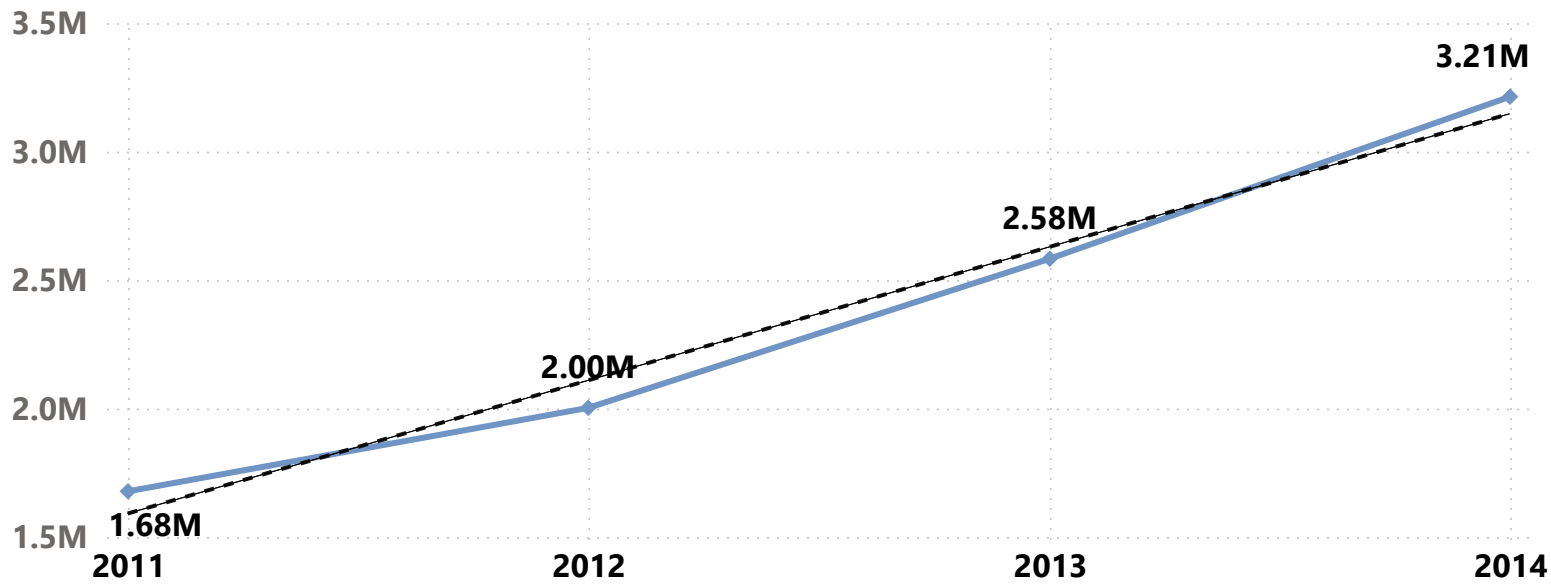
Return Orders

1172

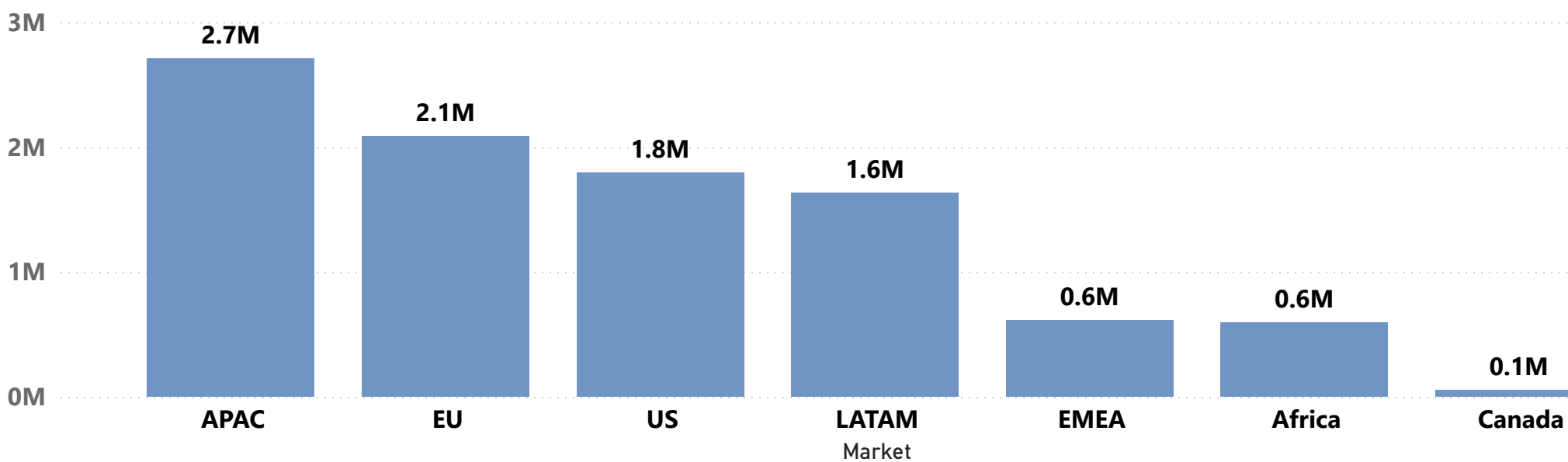
Ratio of Order

4.7%

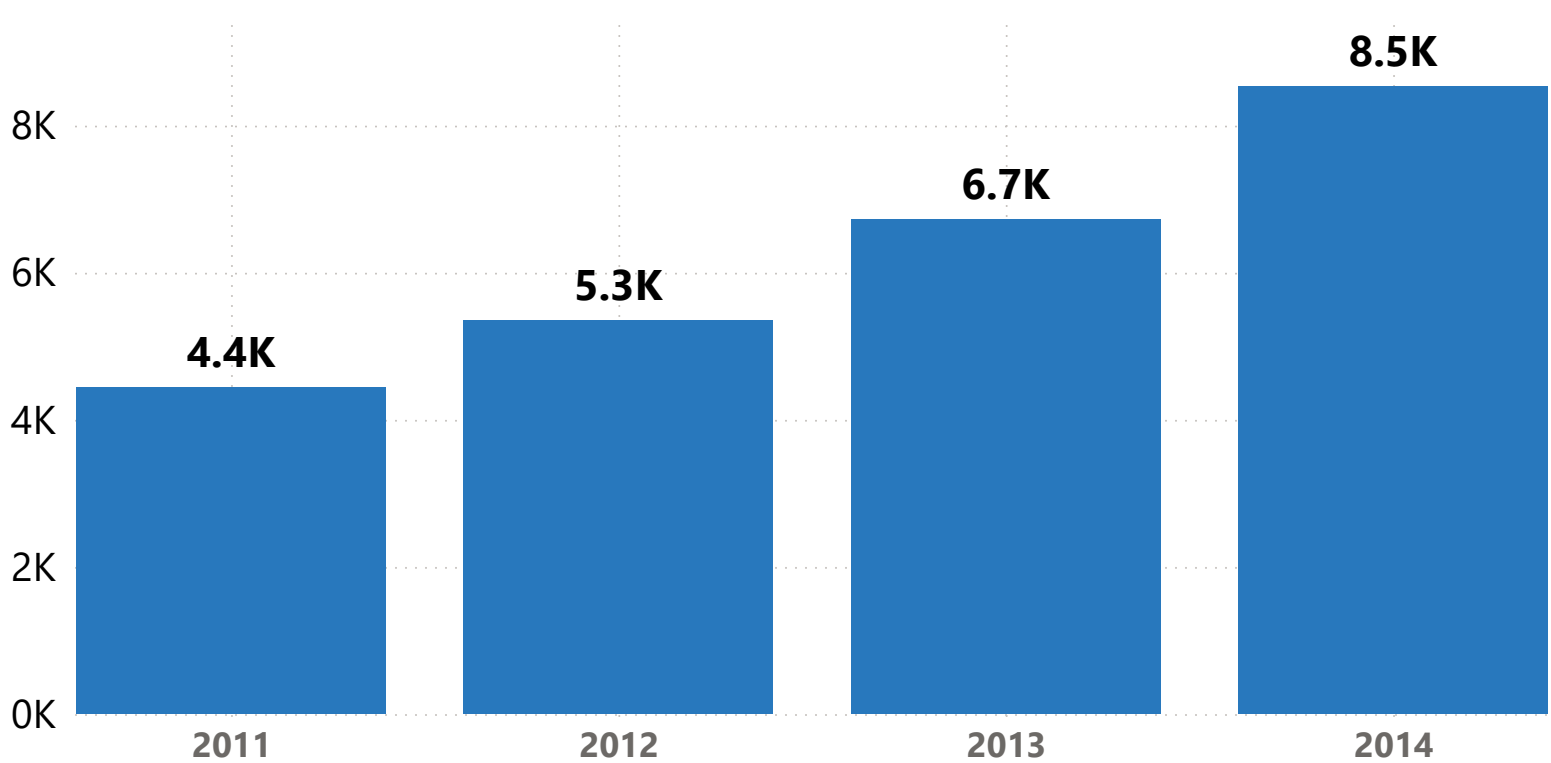
Sales by Year



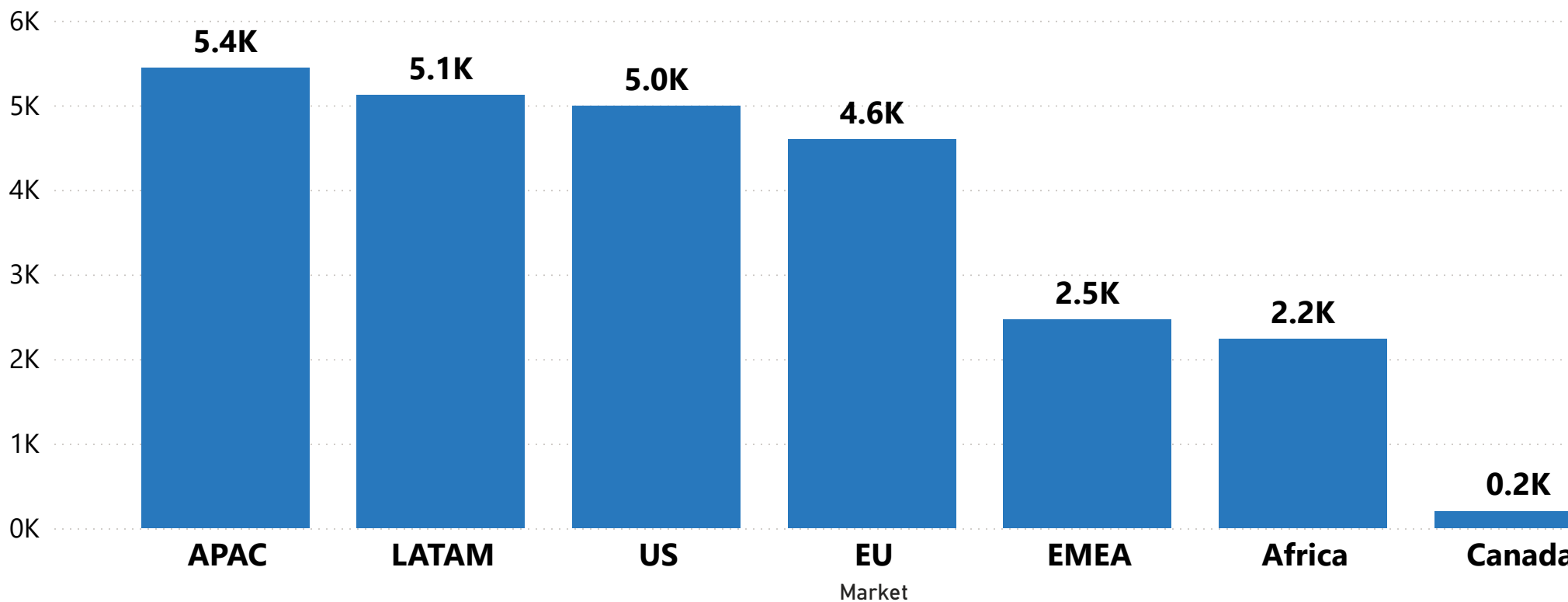
Sales by Market

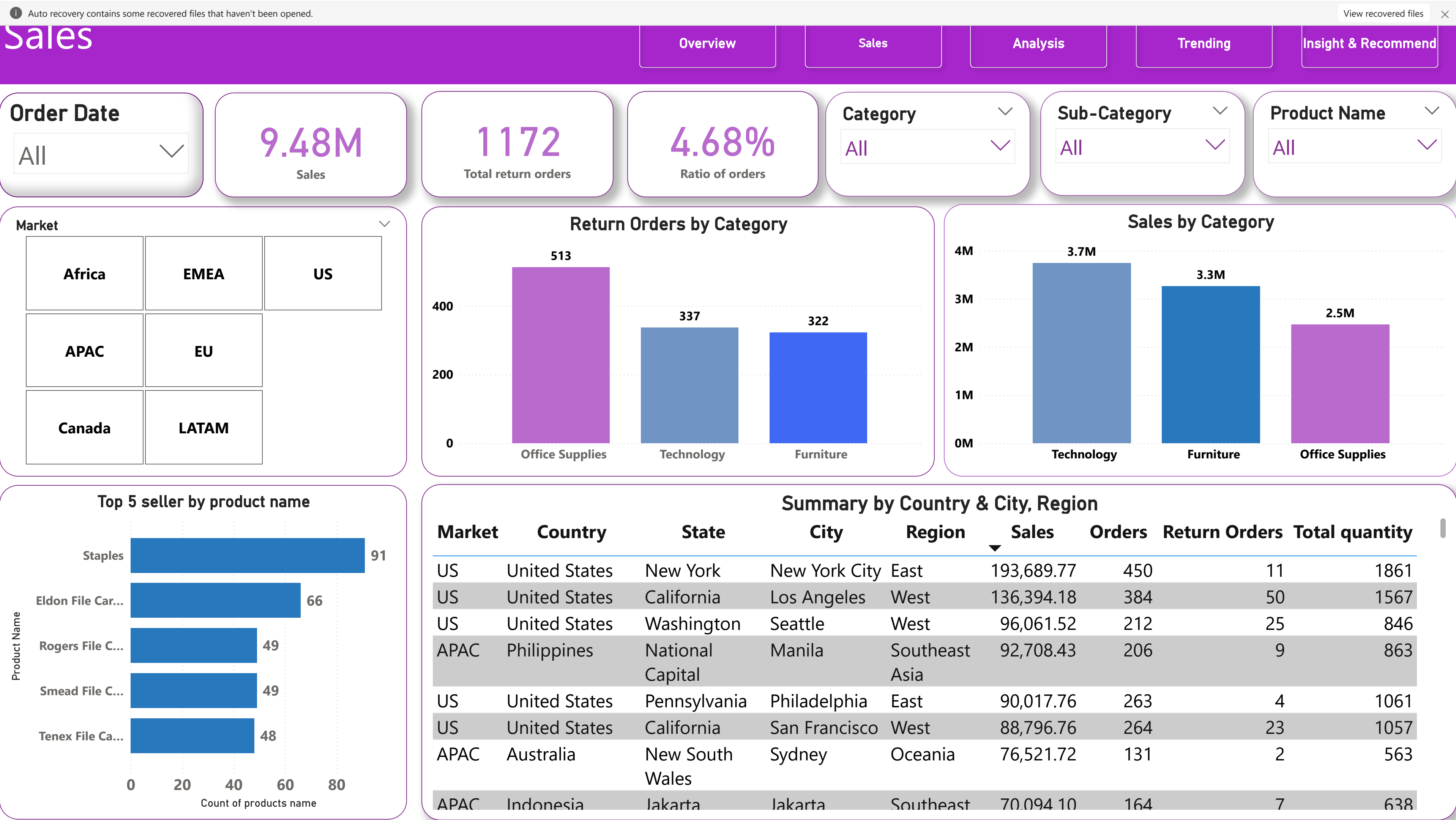


Total orders by Year



Total orders by Market





Recommendation & Insight

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.