

SALES PERFORMANCE ANALYSIS

Revenue

12.64M

Profit

1.47M

Profit Margin

11.6%

Total Customer

1590

Total Order

25.04K

Average Order Value

504.99

Year

All

Market

All

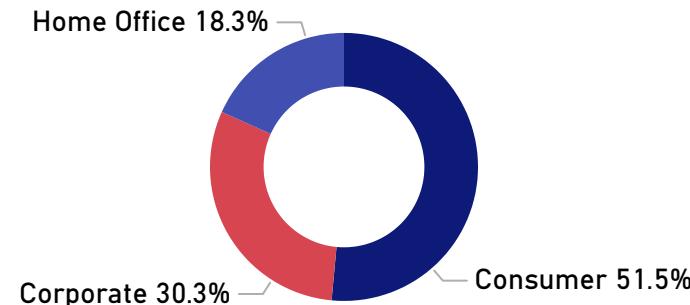
Shipping mode

- First Class
- Same Day
- Second Class
- Standard Class

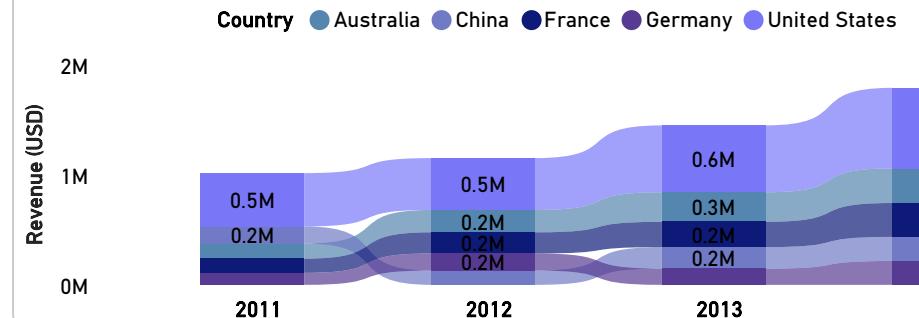
Order priority

- Critical
- High
- Low
- Medium

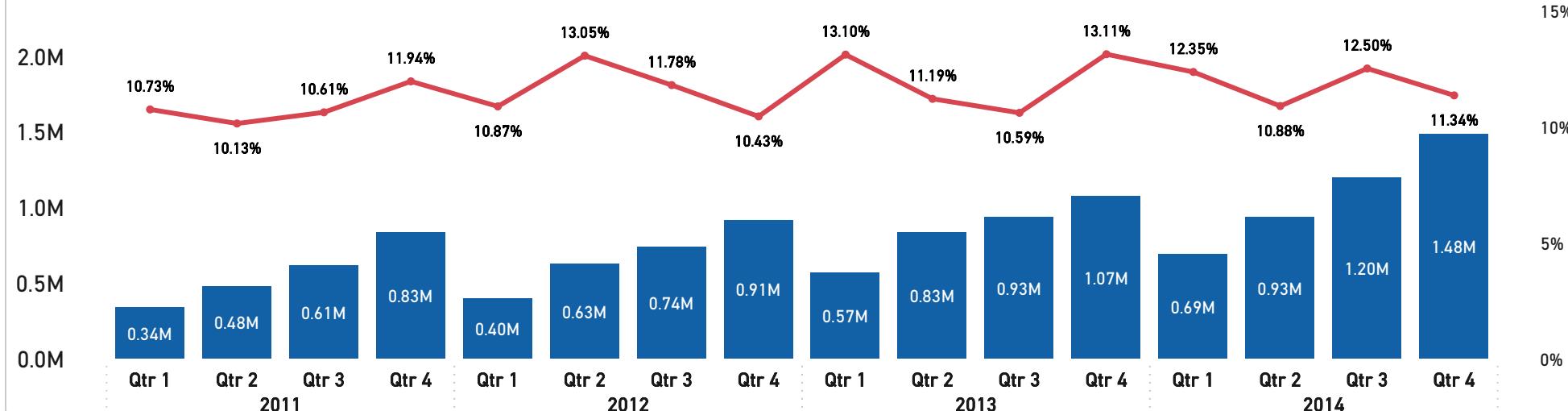
Revenue by Segment



Top 5 revenue by country over years



Revenue vs Profit Margin



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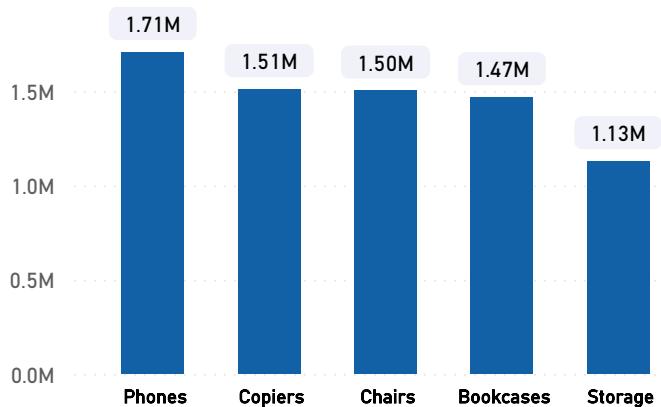
Country

All

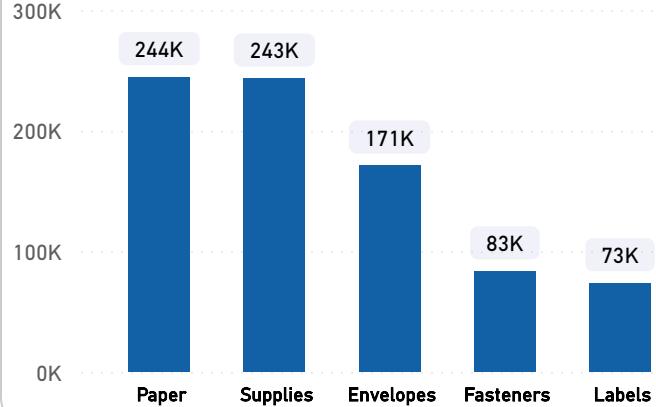
Product Category

All

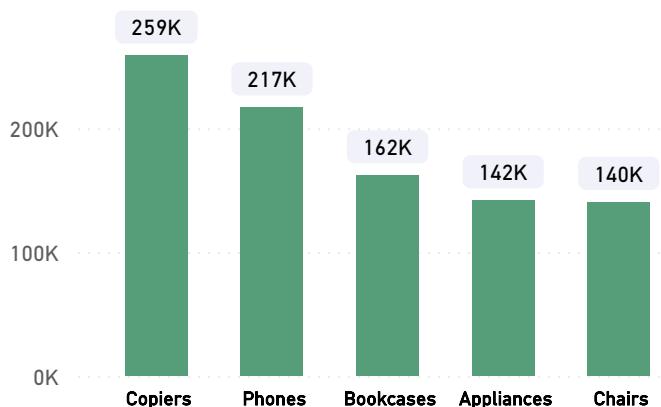
Top 5 revenue generated by sub-category



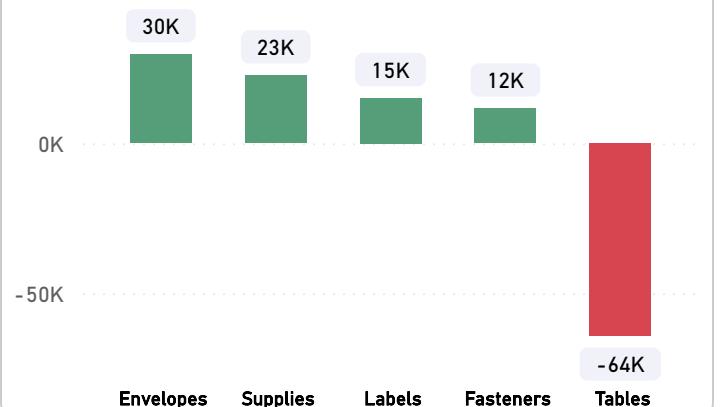
Lowest revenue by sub-category



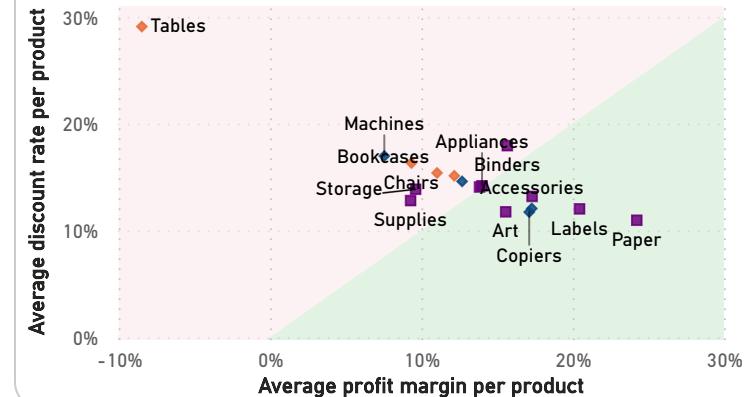
Top 5 profit by sub-category



Lowest profit by sub-category



Profit margin and discount rate



Category	0	1-10%	11-15%	16-20%	21-30%	30% and more
Furniture						
Bookcas...	24.4...	16.41%	15.79%	4.53%	-12.98...	-45.20%
Chairs	23.8...		16.06%	4.22%	-3.98%	-55.69%
Furnish...	25....		17.26%	8.00%	0.03%	-55.80%
Tables	23.0...		22.84%	4.57%	-11.42...	-52.59%
Office Sup...						
Applian...	25....		15.77%	12.22%		-60.62%
Art	25....		15.61%	10.70%	-6.83%	-58.74%
Binders	31.8...		16.38%	31.09%		-89.51%
Envelo...	28.6...		15.05%	24.37%		-42.23%
Fasten...	26.4...		15.16%	16.08%		-47.31%
Labels	29.9...		19.51%	25.34%		-42.17%
Paper	31.8...		19.08%	30.83%		-48.96%
Storage	21.1...		14.91%	0.76%		-50.18%
Supplies	21.0...		15.30%	-12.19...		-49.76%
Technology						
Access...	26.9...		18.20%	13.59%		-45.68%
Copiers	27.8...	21.44%	13.10%	31.84%	-3.67%	-37.67%

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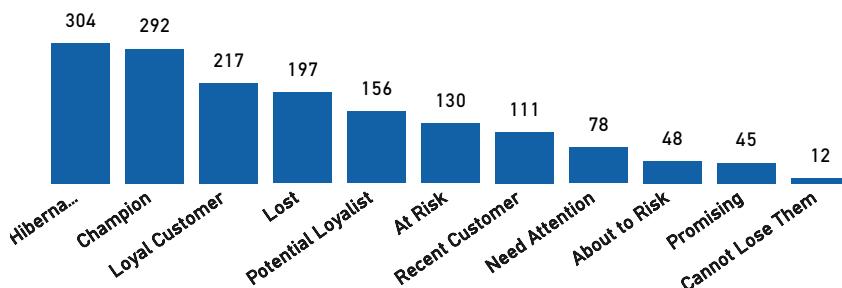
Total Order

25.04K

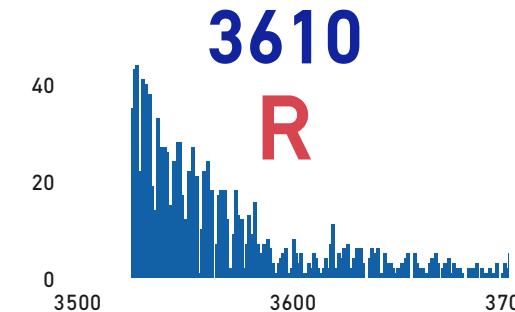
Average Order Value

504.99

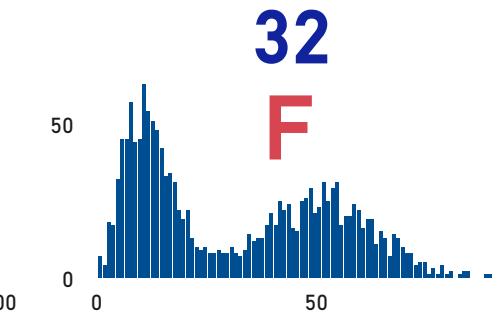
Customer number by segment



Average Recency



Average Frequency



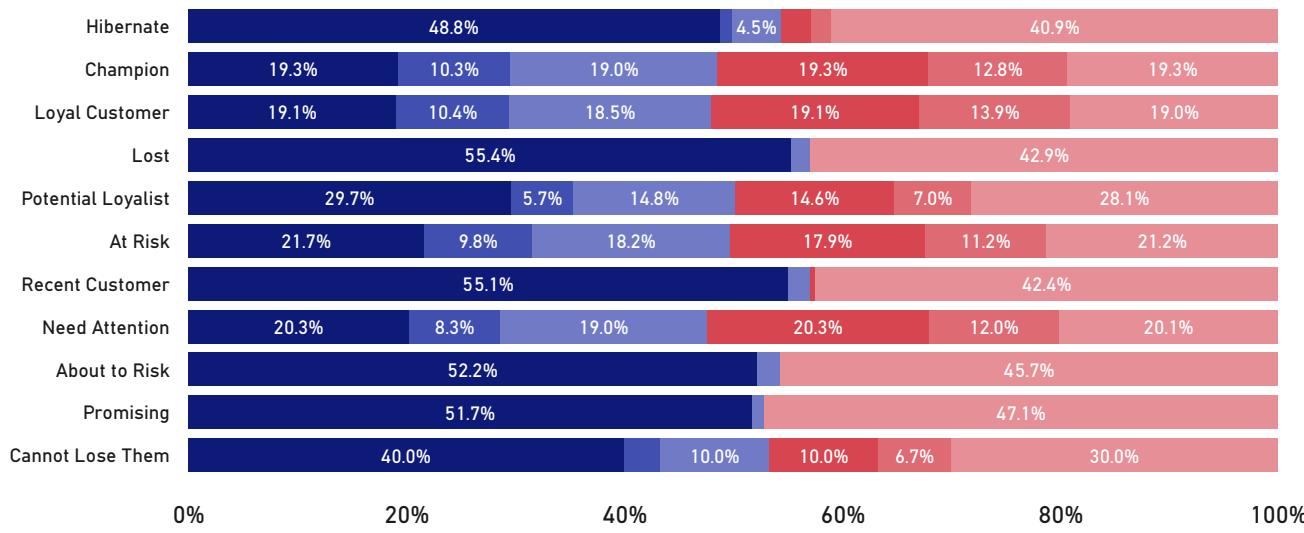
Average Monetary



Hibernate		Loyal Customer		Potential Loyalist		Recent ...	Ne...
19.12%		13.65%		9.81%		6.98%	4.9...
Champion		Lost		At Risk		About to Risk	
18.36%		12.39%		8.18%		Promising	

Segment and discount rate

Discount rate ● 0 ● 1-10% ● 11-15% ● 16-20% ● 21-30% ● 30% and more



Customer ID	Recency	Frequency	Monetary	Customer valuation
PO-18850	3530	97	\$25,274.47	Champion
BE-11335	3561	94	\$27,158.02	Loyal Customer
JG-15805	3526	90	\$22,015.39	Champion
SW-20755	3541	89	\$23,321.58	Champion
EM-13960	3528	85	\$25,228.53	Champion
MY-18295	3526	85	\$25,570.49	Champion

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Year

All

Market

- Select all
- Africa
- Canada
- Caribbean LATAM
- Central Asia APAC
- Central EU
- Central LATAM
- Central US

Country

All

City

All

Market

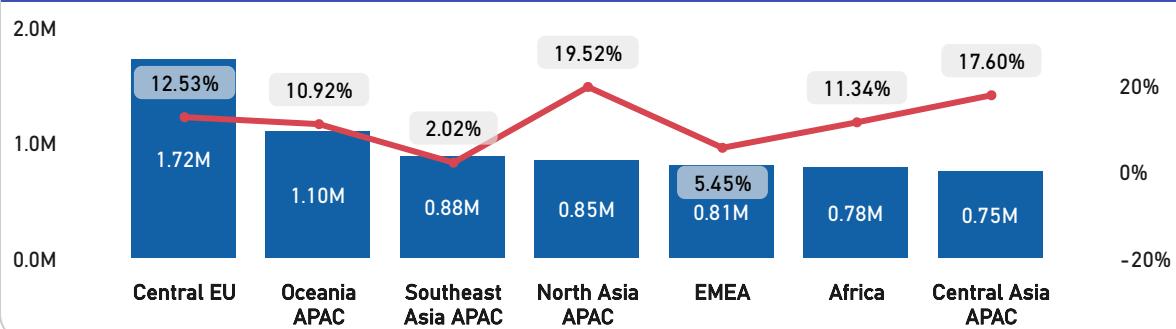
Revenue

Profit

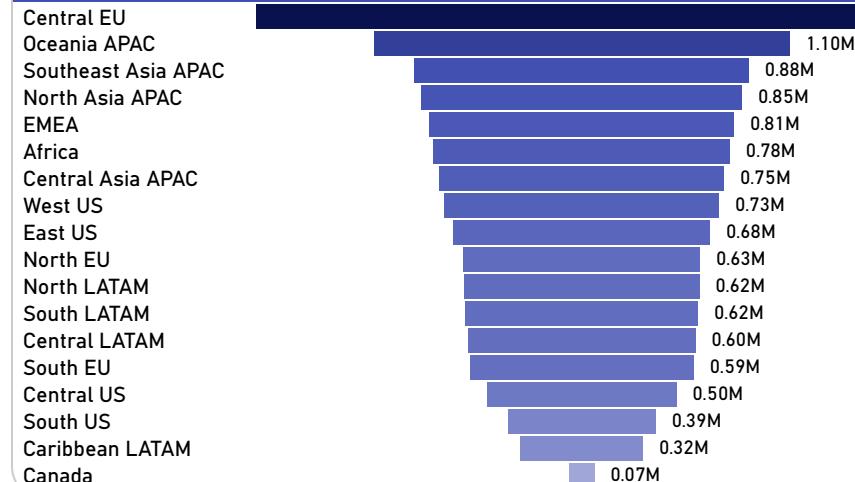
Margin

Market	Revenue	Profit	Margin
+ Africa	783773.21	88,871.63	11.34%
+ Canada	66928.17	17,817.39	26.62%
+ Caribbean LATAM	324451.69	34,737.95	10.71%
+ Central Asia APAC	752826.57	132,480.19	17.60%
+ Central EU	1720923.06	215,704.38	12.53%
+ Central LATAM	601324.12	56,463.20	9.39%
Total	12642501.91	1,467,457.29	11.61%

Revenue vs Profit Margin by region



Revenue comparision between market



Customer distribution by revenue



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Market

- Select all
- Africa
- Canada
- Caribbean LATAM
- Central Asia APAC
- Central EU
- Central LATAM
- Central US

Country

All

City

All

1,352,820.69

Total Shipping Cost

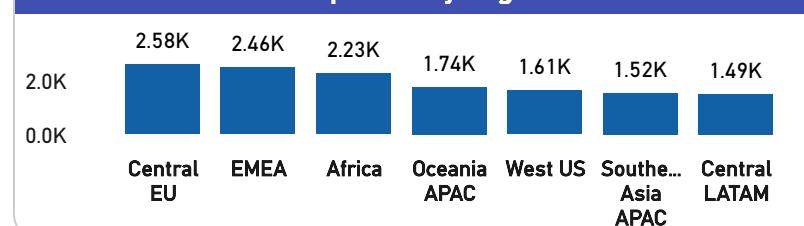
95.07

Average Shipping Hours

Ship Mode

Ship Mode	Critical	High	Low	Medium	Total
First Class	881	1716		1151	3748
Same Day	349	627		343	1319
Second Class	711	1954		2350	5015
Standard Class		3341	1175	10437	14953
Total	1941	7638	1175	14281	25035

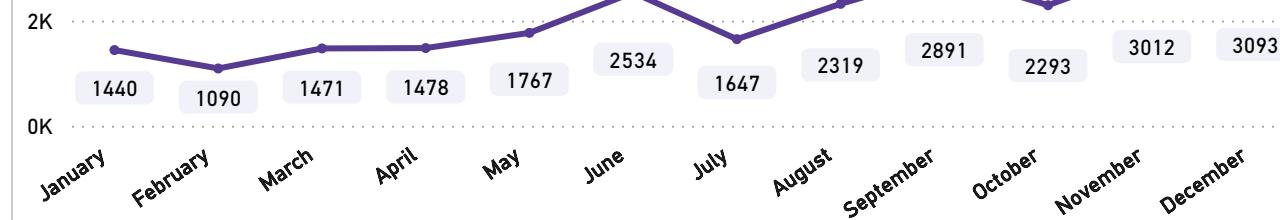
Shipment by region



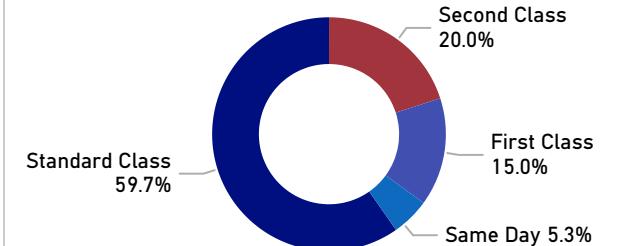
Average Shipping Hour by Country



Total Shipment



Delivery by ship mode



SALES PERFORMANCE ANALYSIS

Key influencers Top segments

What influences Sales to ?

When...

Sub-Category is Tables

....the average of Sales
increases by

672.9

Sub-Category is Copiers

455.3

Sub-Category is Appliances

346.3

Sub-Category is Bookcases

337.9

Sub-Category is Phones

312.3

Sub-Category is Machines

306.5

Sub-Category is Chairs

194.1



what is the total profit by city



City

New York City

Los Angeles

Seattle

Managua

San Francisco

London

0K

20K

40K

60K

Sum of Profit



What is the total revenue by city



Showing results for What is the total profit by city

City

New York City

Los Angeles

Seattle

Managua

San Francisco

0K

20K

40K

60K

Sum of Profit