

PERFORMANCE OVERVIEW

Overview

Sales by Location

Sales by Product

Insight & Recommendations

Total Sales

\$12.64M

Total Profit

\$1.47M

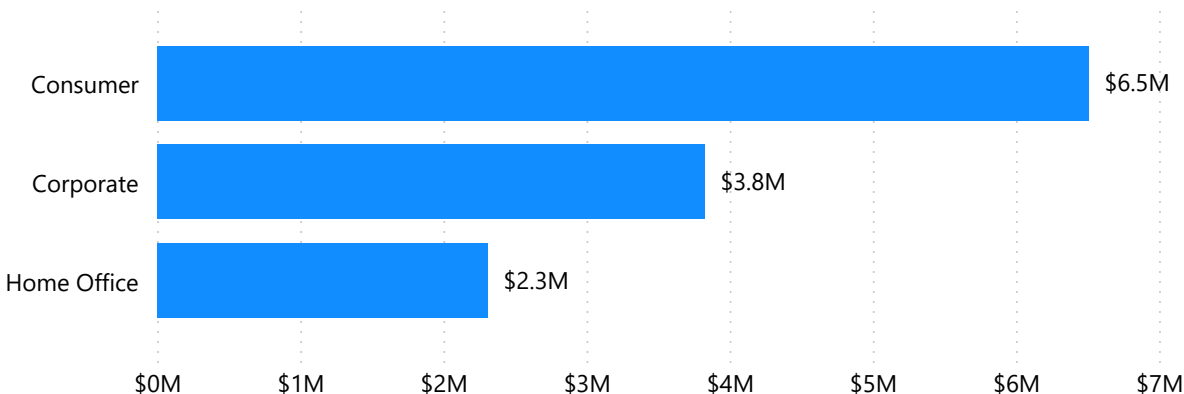
Number of Orders

25.04K

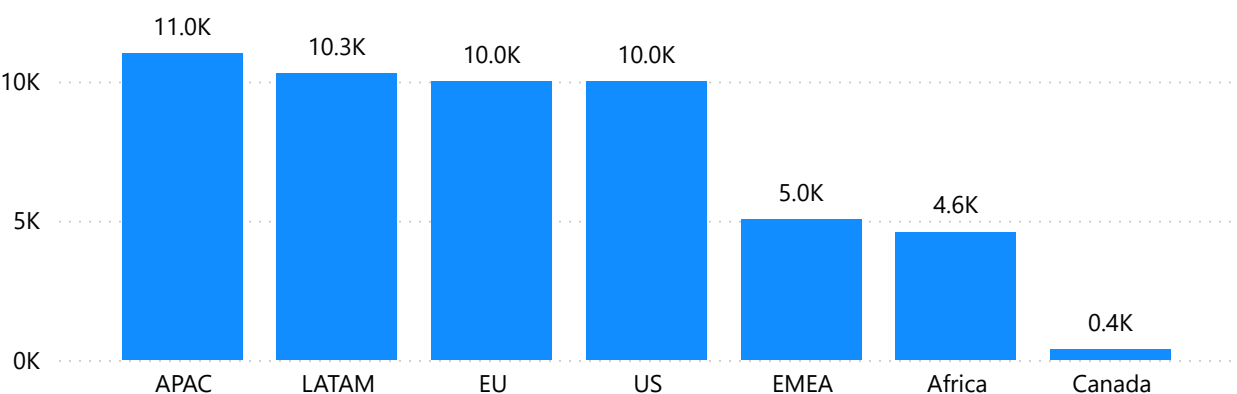
Number of Customers

1590

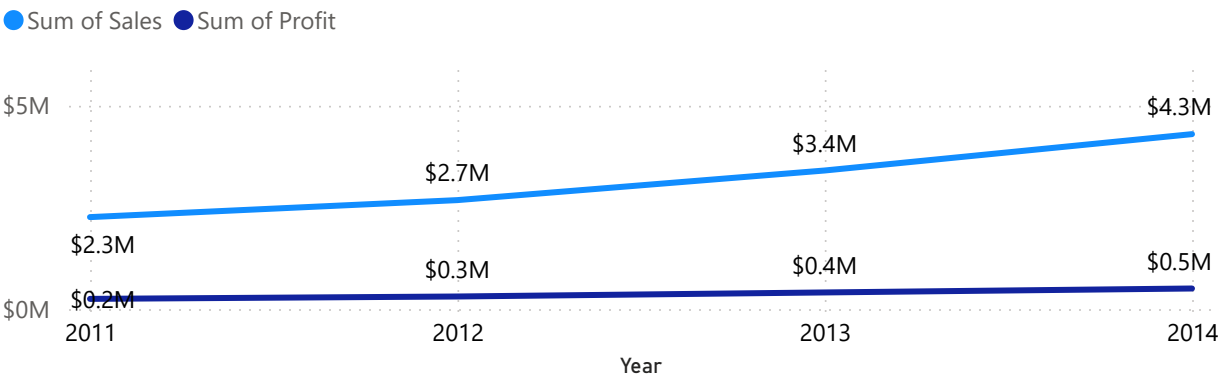
Sales by Customer Segment



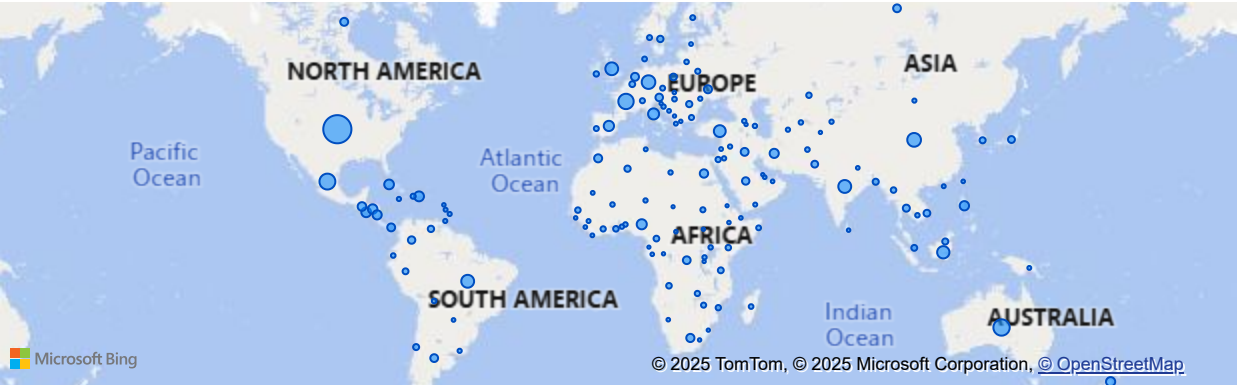
Number of Orders by Market



Sales and Profit by Year



Order by Country



LOCATION REPORT

Overview

Sales by Location

Sales by Product

Insight &
Recommendations

Total Sales

\$12.64M

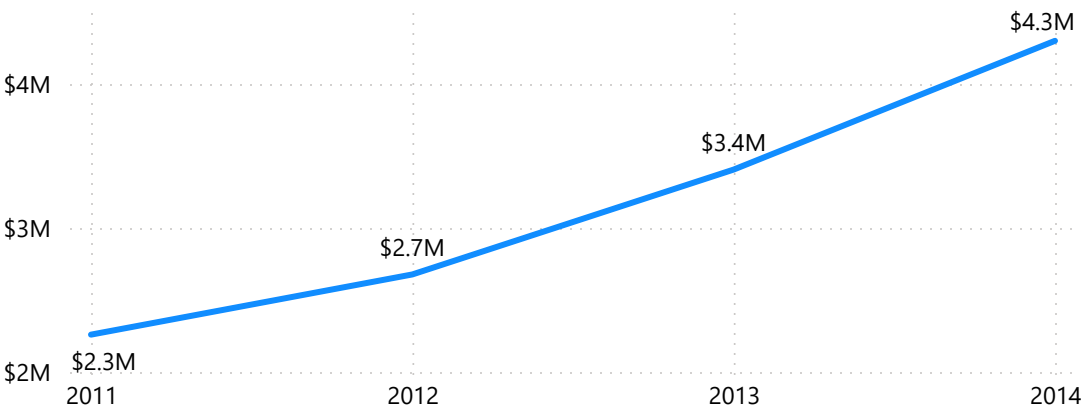
Total Profit

\$1M

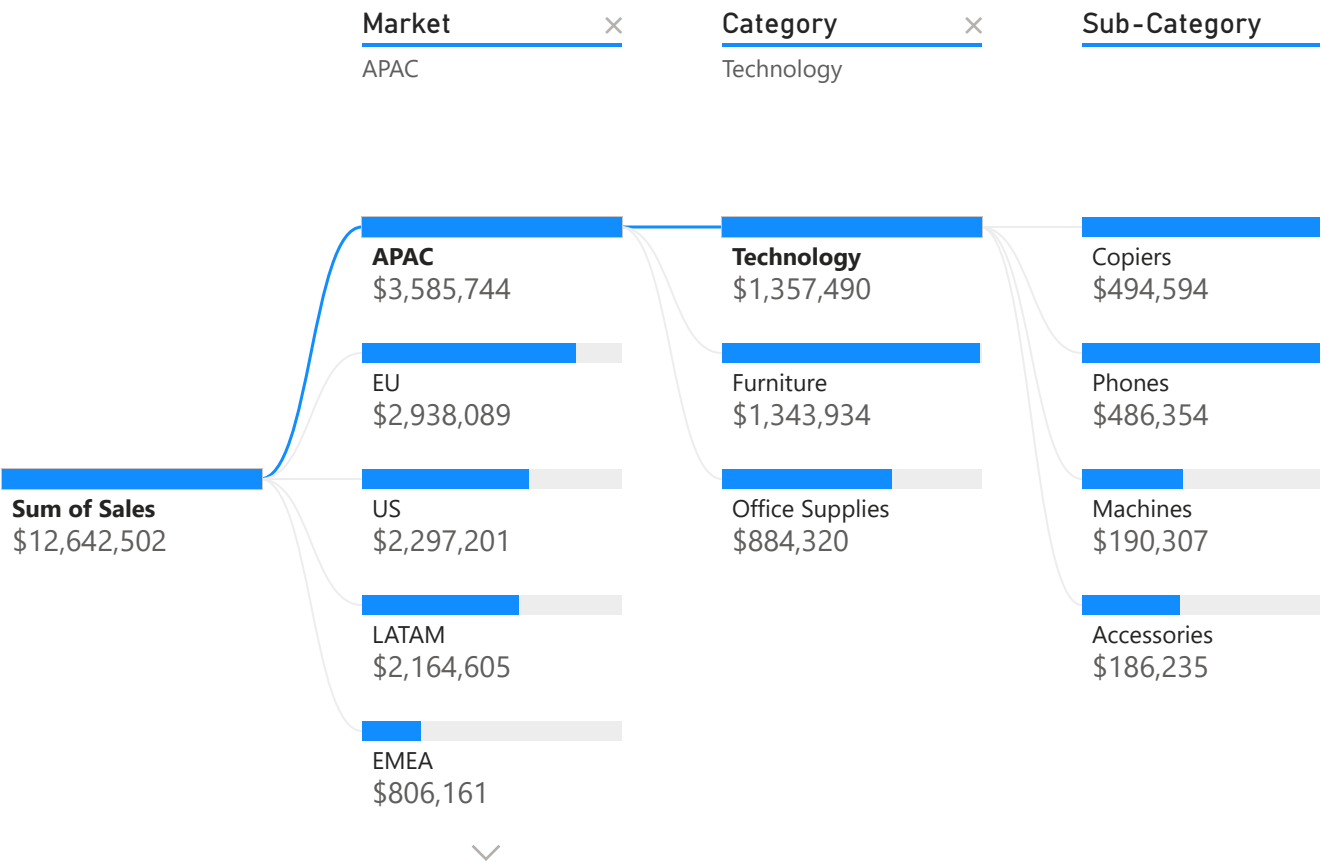
Return rate

4.68%

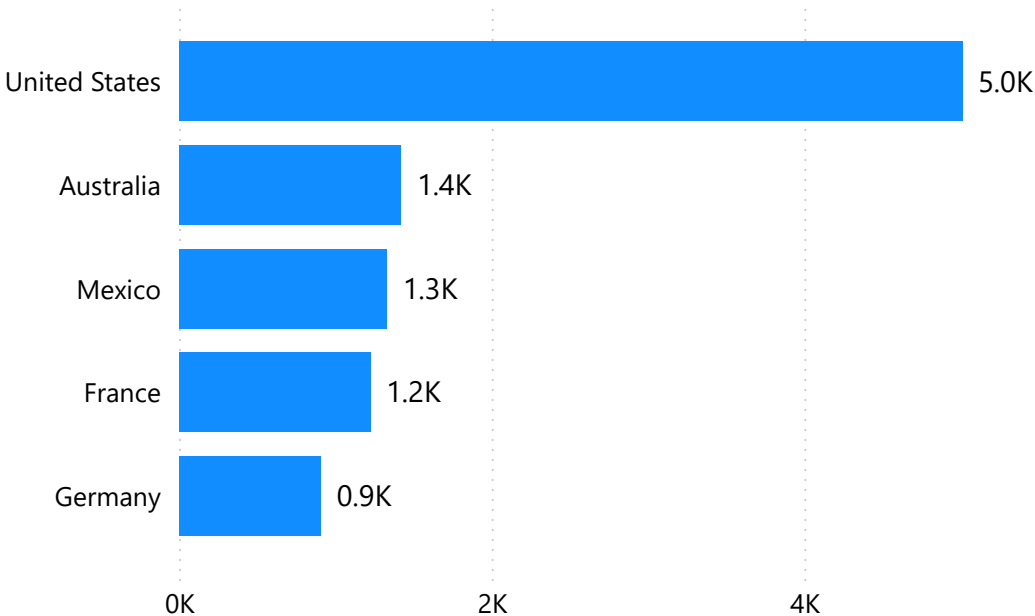
Total Sales by Year



Sales by Market and Category



Top 5 Orders by Country



PRODUCT REPORT

Overview

Sales by Location

Sales by Product

Insight & Recommendations

Orders

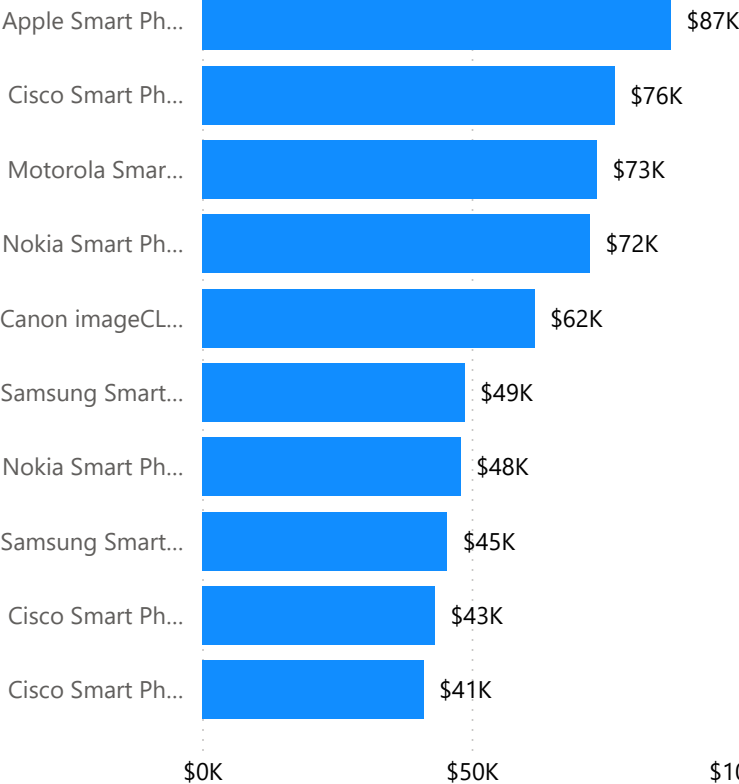
25.04K

Return Rate

4.68%

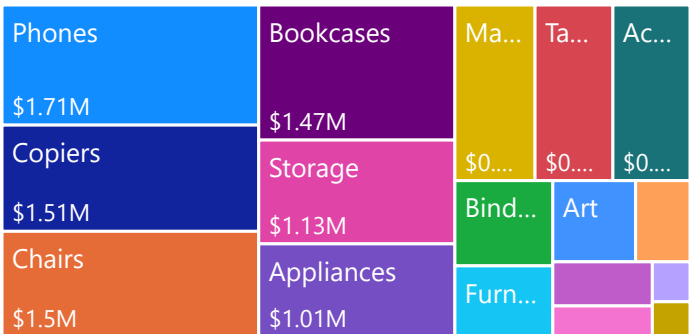
Top 10 best selling products

Technology

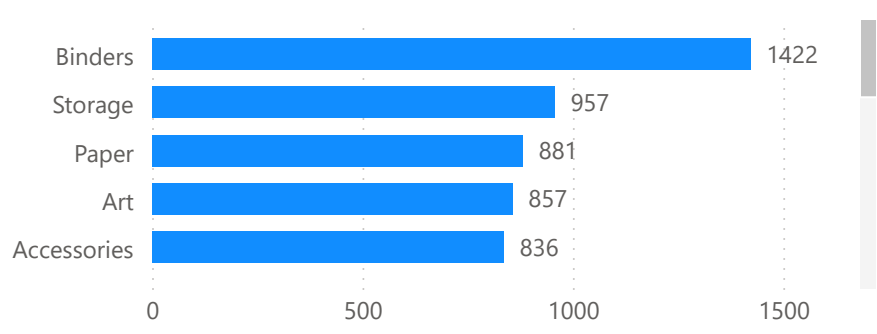


RETURNED PRODUCT

Sales by Sub-Category



Sub-Category returned quantity



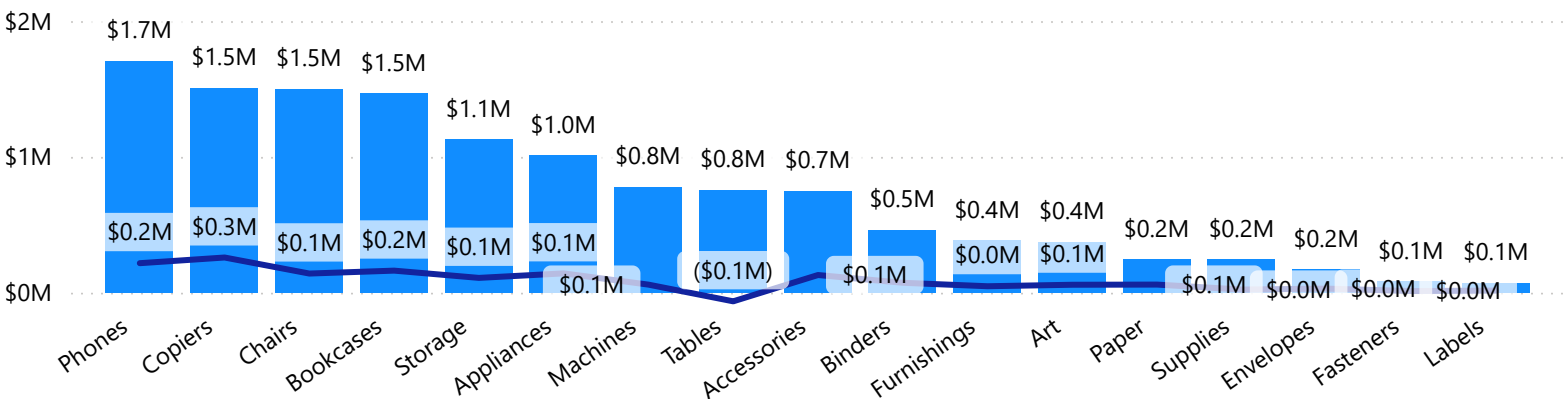
PRODUCT

Total Sales
\$12.64M

Total Profit
\$1.47M

Sales and Profit by Sub-Category

● Sum of Sales ● Sum of Profit



RECOMMENDATIONS

.Overview

The company experienced an upward trend in sales from 2011 to 2014

Compared with the increase in sales, there is a slight increase in profit over the same period

The company should focus on Consumer customer segment, which had the highest sales compared to other segments.

.Location

APAC market had the highest sales and accounted for nearly half of profits, the company should focus on this market

The US had the highest number of orders compared with other countries and accounted for about one-fourth of the total profit; therefore, US is also a potential market.

However, the return rate is still high, we should find the underlying reasons.

.Product

Phones had the highest sales compared to other product sub-categories

The company should focus more on technology product category, with top 10 best selling products

However, the return rate is high and we need to find the reasons behind this.