

# OVERVIEW PERFORMANCE

Overview

Market

Product

Sales Agents

Category

All

Country

All

Market

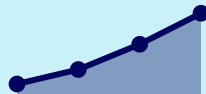
All

Year

All

Revenue

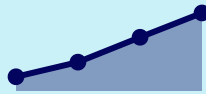
12.64M



LAST YEAR 8.34M ▲ 51.5%

Profit

1.47M



LAST YEAR 963K ▲ 52.3%

Profit Margin

11.61%



LAST YEAR 11.55% ▲ 11.6%

Orders

25K



LAST YEAR 17K ▲ 51.7%

Return Rate

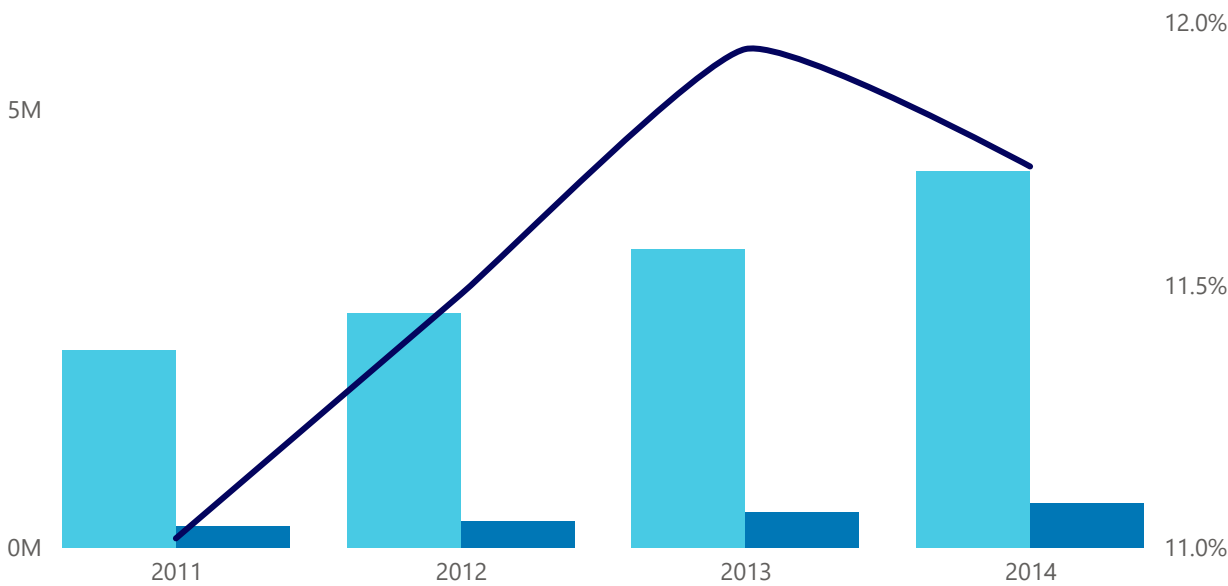
4.68%



LAST YEAR 4.75% ▼ 1.5%

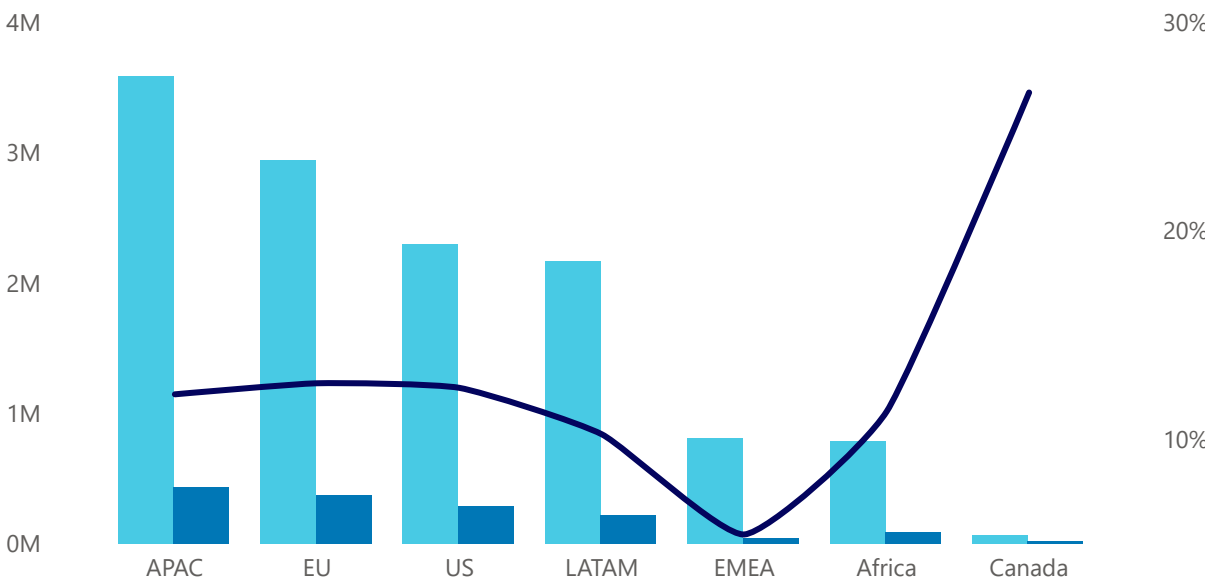
Business Performance by Year

Revenue Profit Profit Margin %



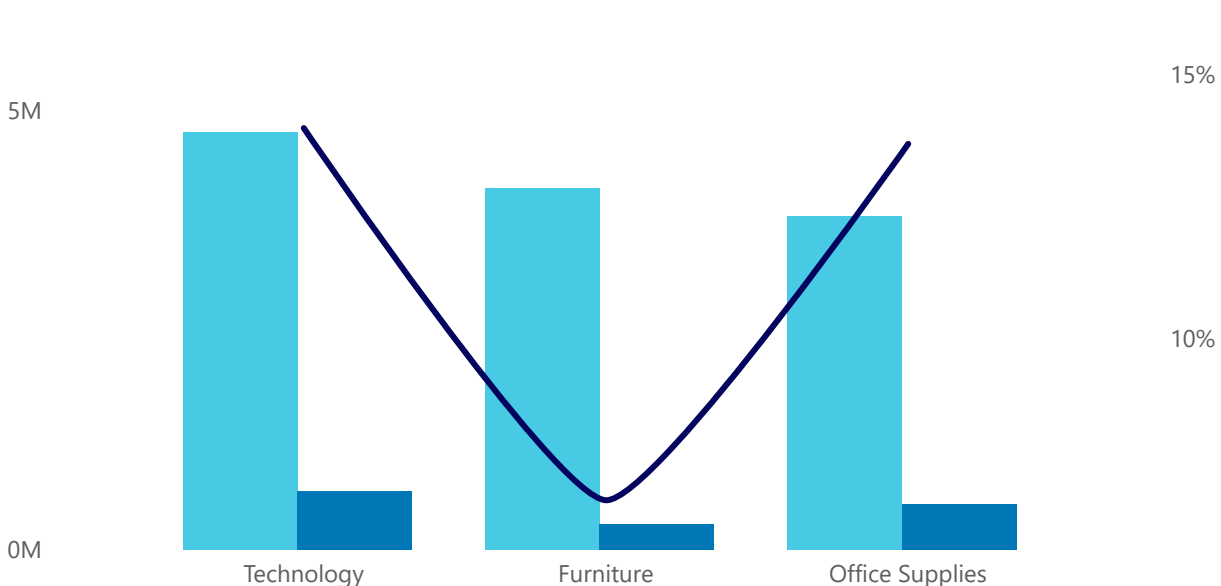
Business Performance by Market

Revenue Profit Profit Margin %



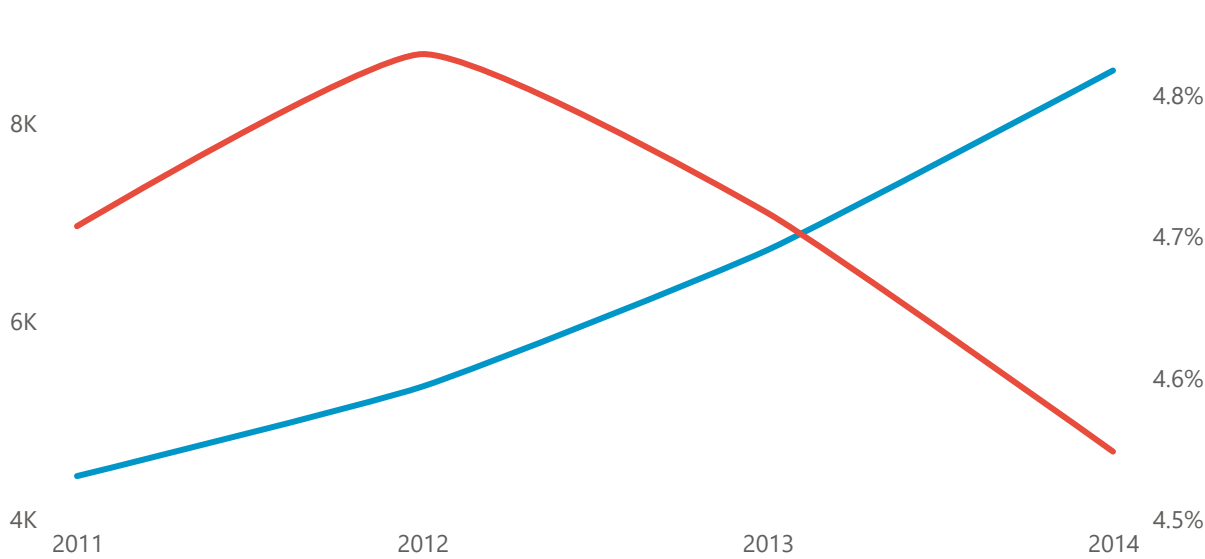
Business Performance by Category

Revenue Profit Profit Margin %



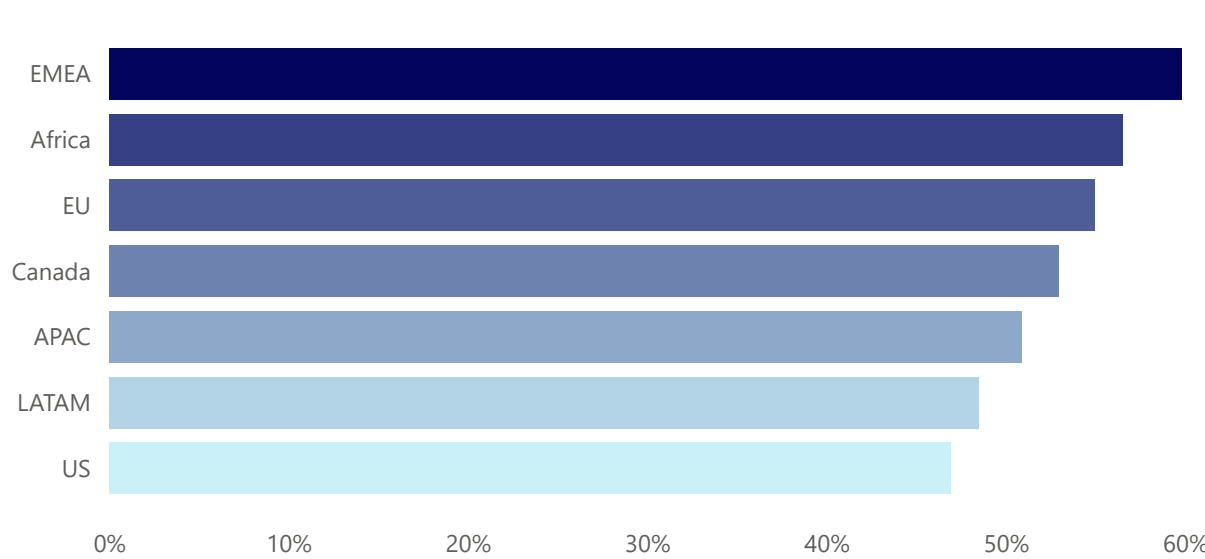
Orders and Return Rates: Time Trend

Total Orders Return Rate %



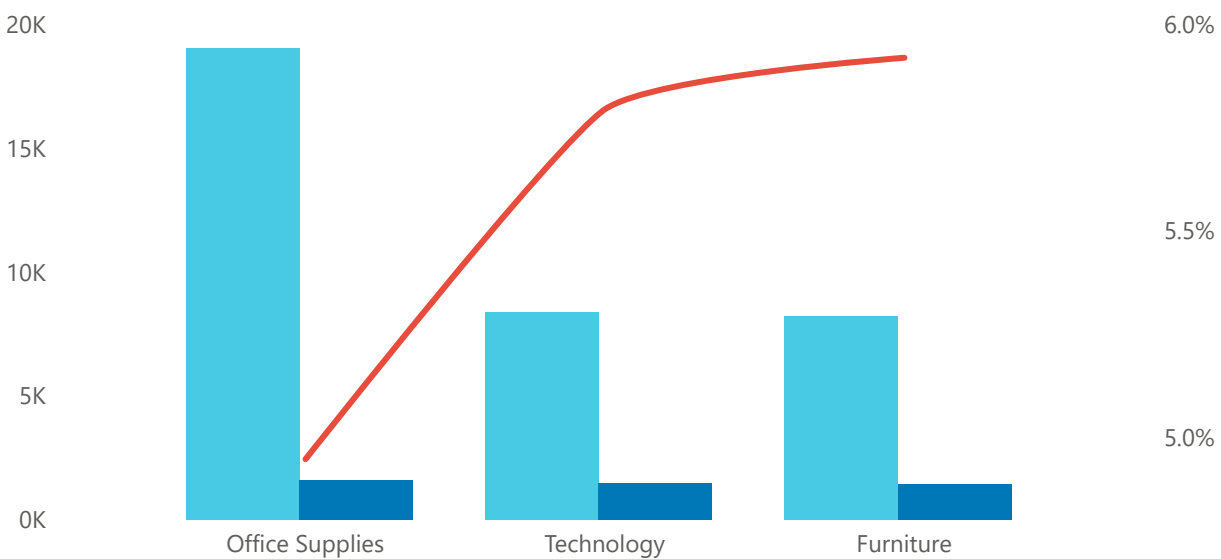
Revenue Growth by Market (YoY%)

46.9% 59.8%



Product Categories: Demand and Return Behavior

Total Orders Total Customers Return Rate %



# MARKET ANALYSIS

Overview

Market

Product

Sales Agents

Year

All

Africa

APAC

Canada

EMEA

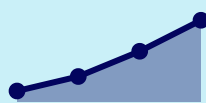
EU

LATAM

US

Revenue

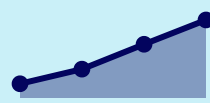
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AOV

504.99



LAST YEAR 505.49 ▼ 0.1%

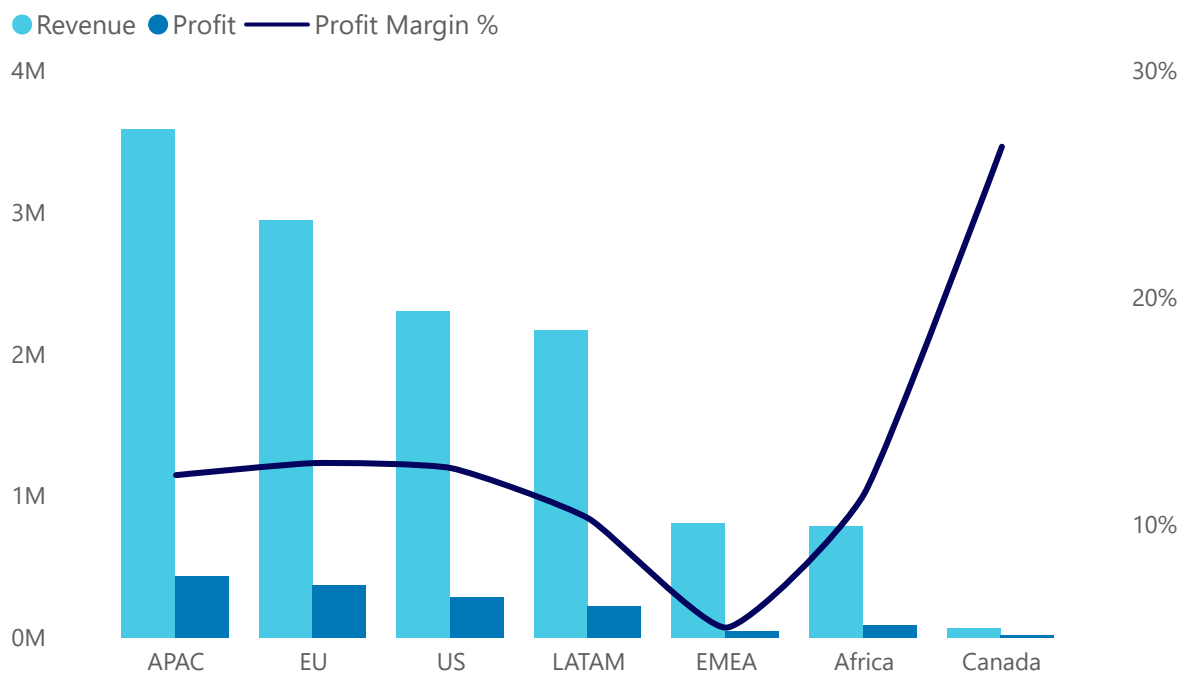
Return Rate

4.68%

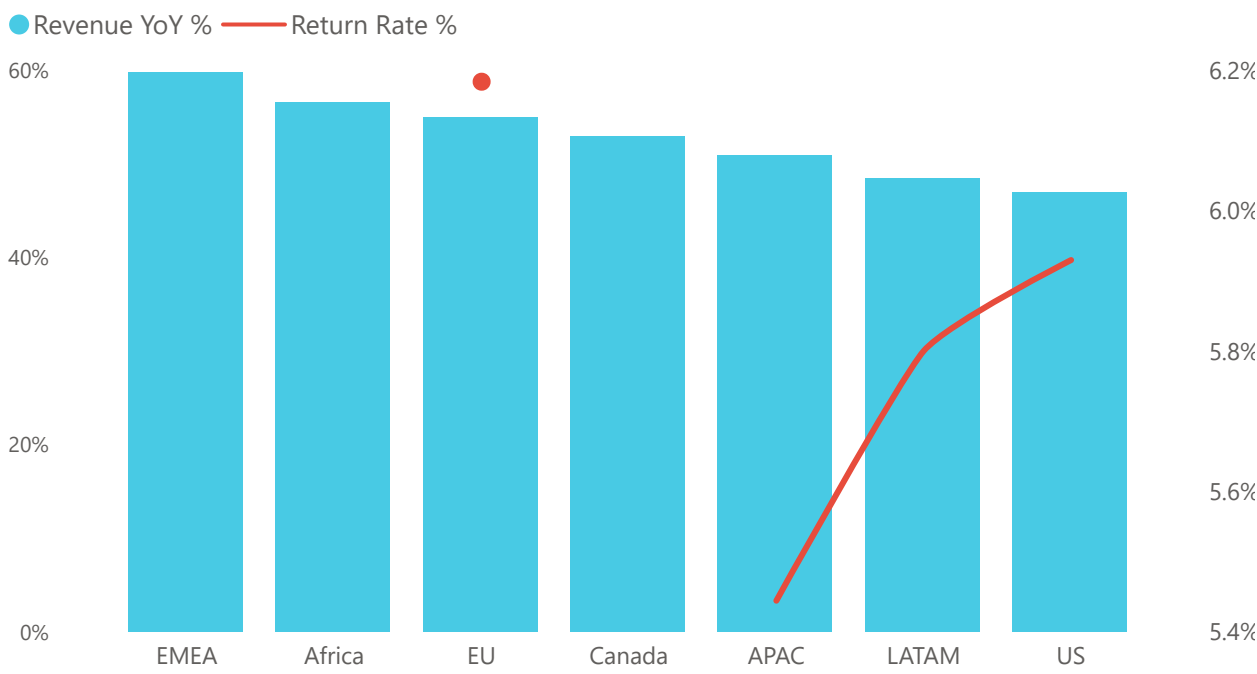


LAST YEAR 4.75% ▼ 1.5%

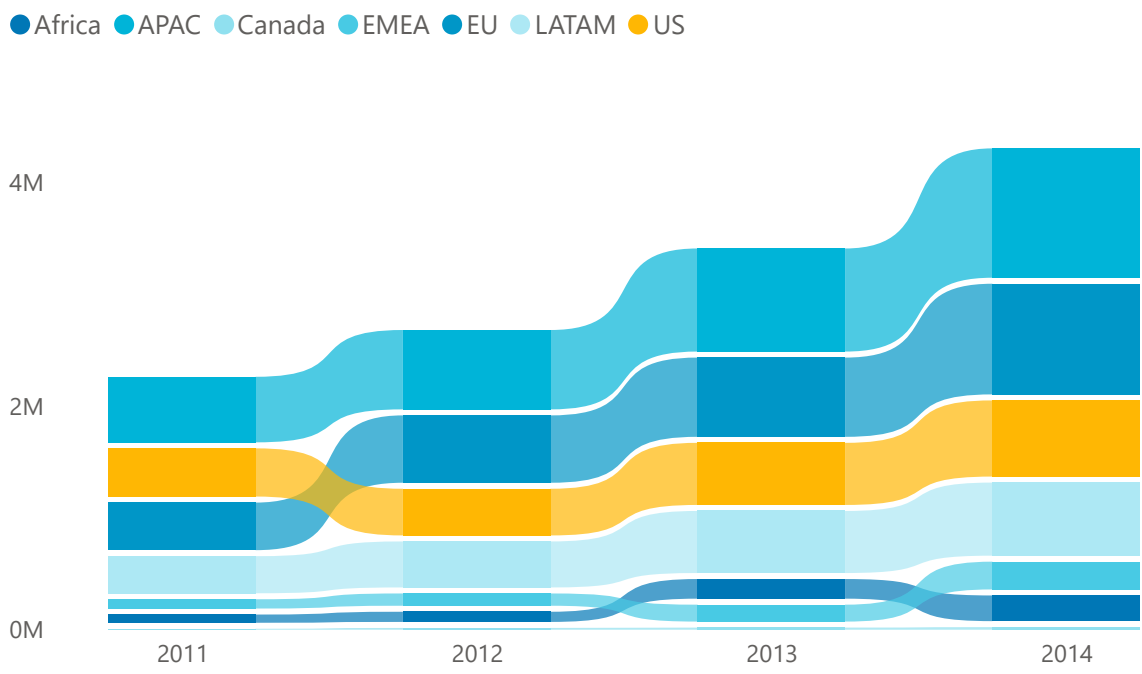
Market Revenue, Profit & Margin by Market



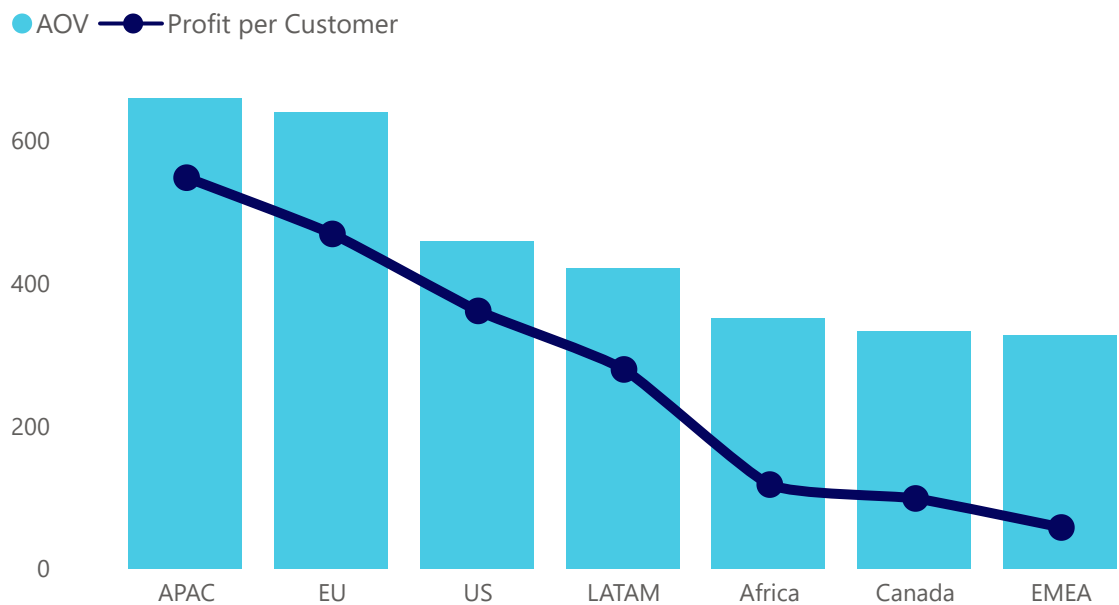
Market Performance: Growth and Returns



Market Sales Performance Over Time



AOV vs Profit per Customer by Market



Market Performance

Market	Revenue	Profit	Revenue Growth	Profit Margin %	Orders	Return Rate %
APAC	3,585,744.13	436,000.05		12.16%	5437	5.44%
EU	2,938,089.06	372,829.74		12.69%	4593	6.18%
US	2,297,200.86	286,397.02		12.47%	5009	5.93%
LATAM	2,164,605.17	221,643.49		10.24%	5138	5.80%
EMEA	806,161.31	43,897.97		5.45%	2462	
Africa	783,773.21	88,871.63		11.34%	2232	
Canada	66,928.17	17,817.39		26.62%	201	

PRODUCT ANALYSIS

Overview

Market

Product

Sales Agents

Year

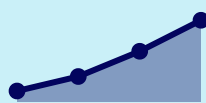
All

Category

Sub-Category

Revenue

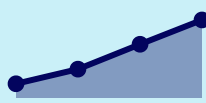
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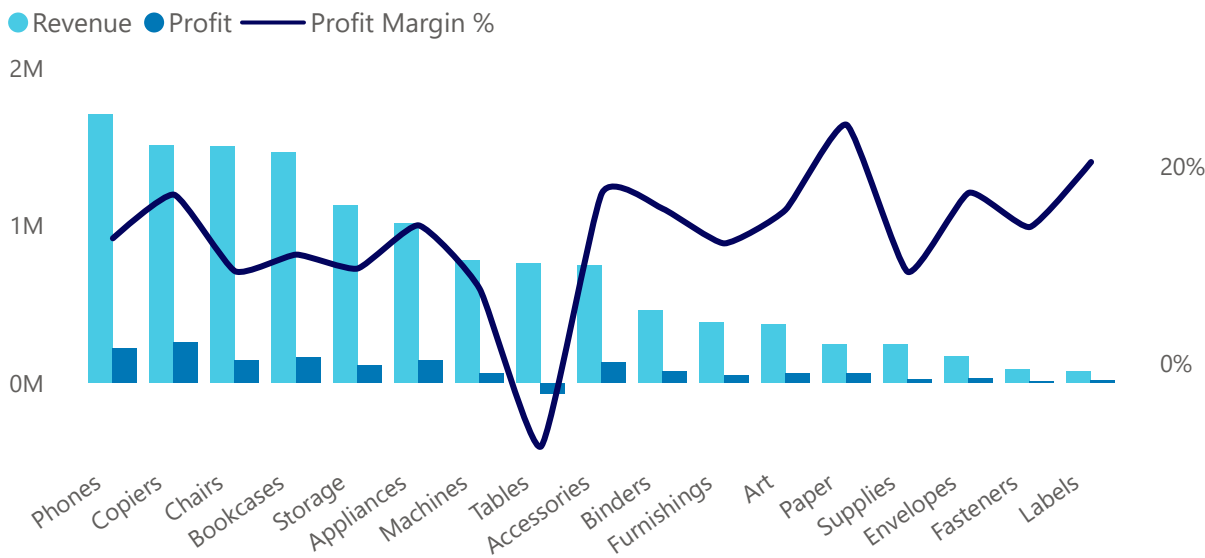
Return Rate

4.68%

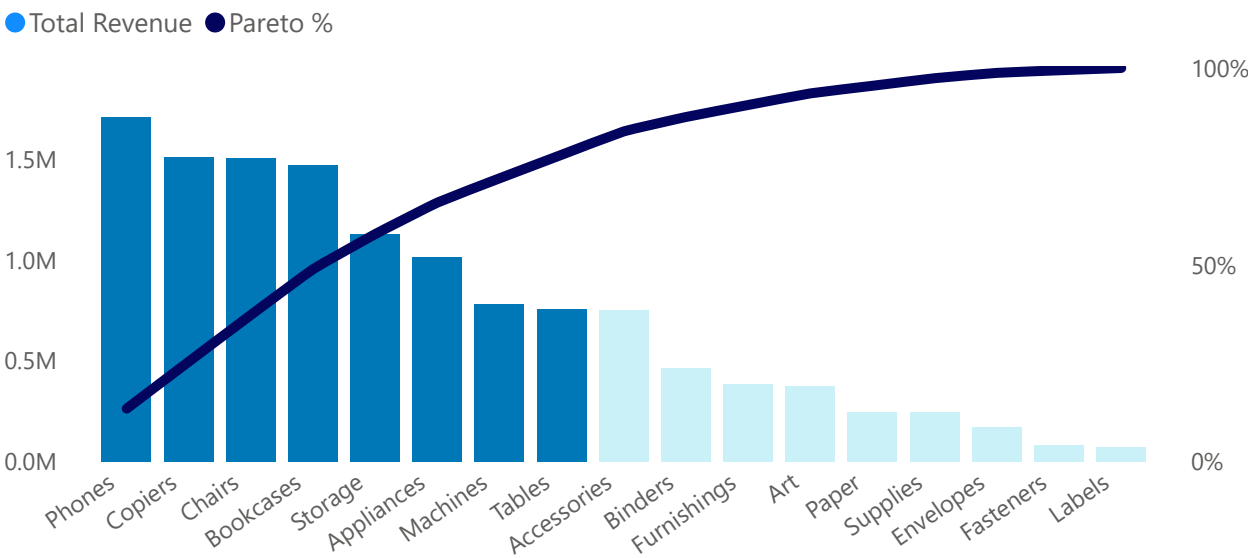


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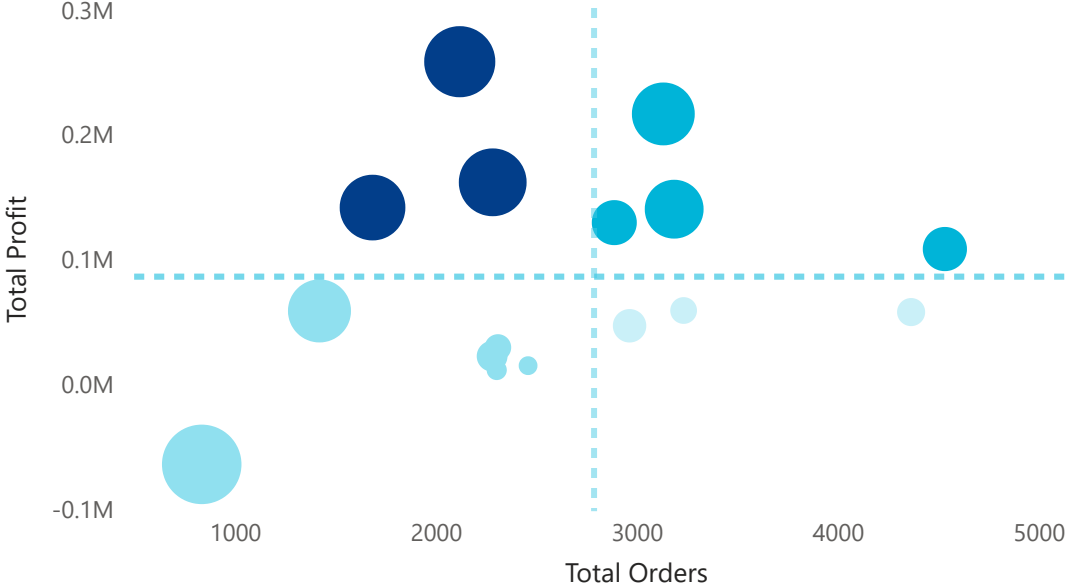
Market Revenue, Profit & Margin by Category/ Subcategory



Pareto 80/20: Revenue by Sub-Category



Order, Profit, and Revenue by Category/ Subcategory



Top 10 Profitable Products

Canon imageCLASS 2...	25K
Cisco Smart Phone, F...	17K
Motorola Smart Phon...	17K
Hoover Stove, Red	12K
Sauder Classic Bookca...	11K
Harbour Creations Ex...	10K
Nokia Smart Phone, F...	10K
Cisco Smart Phone, wi...	10K
Nokia Smart Phone, w...	9K
Belkin Router, USB	9K

Sub-Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Accessories	42,172.09	186,235.23	4,473.21	44,164.14	163,073.46	141,738.56	167,380.32
Appliances	62,186.38	307,620.73	7,940.43	68,270.18	275,439.18	182,075.25	107,532.16
Art	38,435.79	63,008.08	4,119.54	38,136.98	160,088.18	41,184.60	27,118.79
Binders	22,312.94	63,527.04	3,089.34	26,667.22	99,762.69	43,139.54	203,412.73
Bookcases	83,457.41	504,823.08	5,734.02	91,736.92	363,525.70	302,415.12	114,880.00
Chairs	56,038.37	512,974.20	3,203.37	69,816.54	228,980.97	302,219.21	328,449.10
Copiers	96,257.68	494,593.68	7,465.53	80,140.42	365,128.61	316,322.32	149,528.03
Envelopes	9,687.98	52,112.30	567.18	10,579.53	40,124.06	41,356.85	16,476.40
Fasteners	5,815.20	28,097.19	479.46	6,351.15	20,330.36	19,144.68	3,024.28
Furnishings	20,622.26	101,037.98	808.53	27,733.36	81,215.01	62,455.96	91,705.16
Labels	4,880.21	22,323.05	421.74	4,093.38	15,644.66	13,554.67	12,486.31
Machines	60,104.40	100,000.00	1,000.00	60,000.00	100,000.00	10,000.00	100,000.00

Revenue

Profit

Return Rate %

SALES AGENTS

Overview

Market

Product

Sales Agents

Market

All

Year

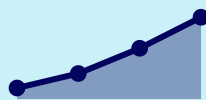
All

Sales Agent

All

Revenue

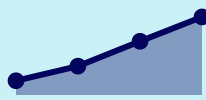
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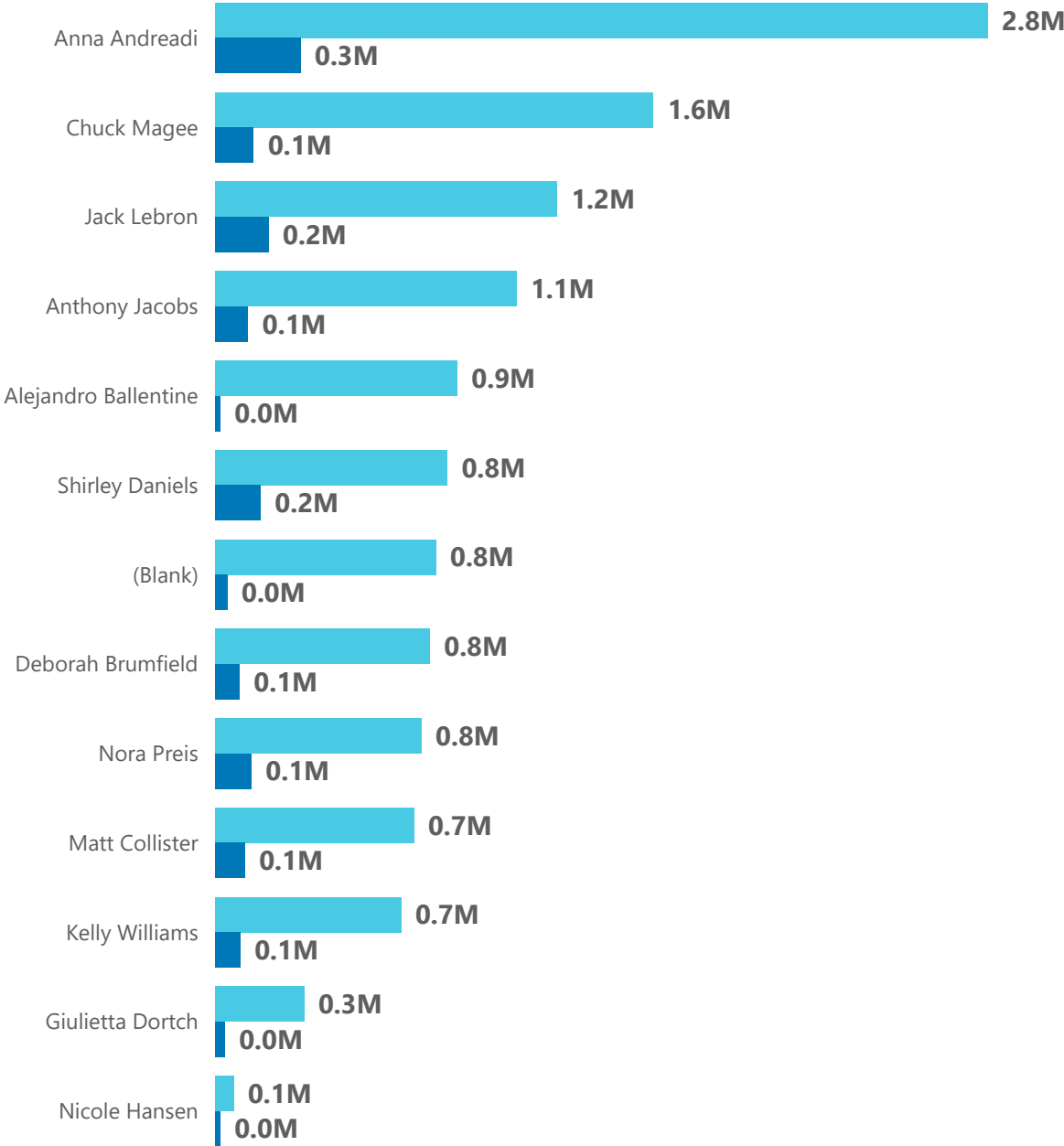
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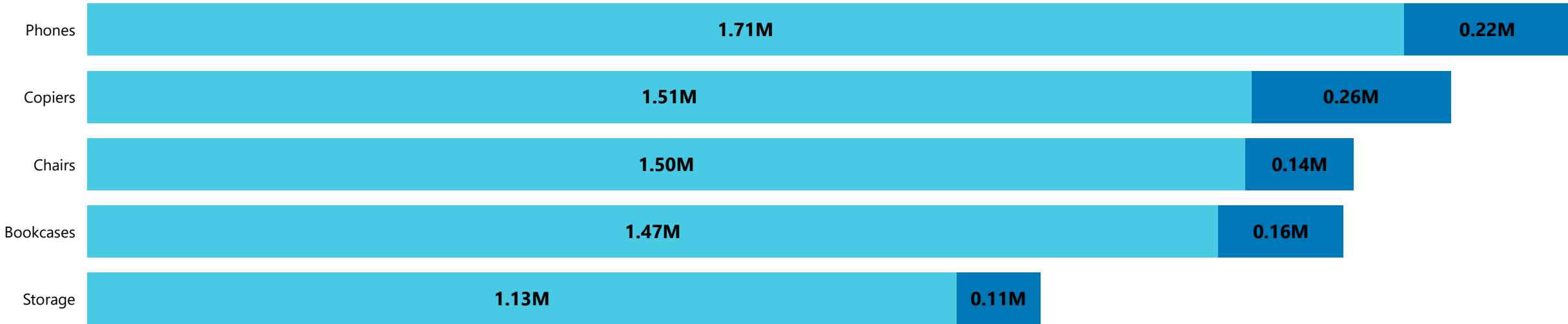
Revenue & Profit by Agent

● Total Revenue ● Total Profit



Top Category/ Sub-category sold by Sales Agent

● Total Revenue ● Total Profit



Person		Revenue	Revenue Growth	Profit	Profit Margin %	Orders	Return Rate %
⊕	Anna Andreadi	2,822,302.52	49.9%	311,403.98	11.03%	5249	4.80%
⊕	Jack Lebron	1,248,165.60	52.4%	194,597.95	15.59%	2356	10.02%
⊕	Shirley Daniels	848,309.78	45.3%	165,578.42	19.52%	1150	13.83%
⊕	Chuck Magee	1,600,907.04	51.6%	140,355.77	8.77%	3270	4.10%
⊕	Nora Preis	752,826.57	52.5%	132,480.19	17.60%	1026	2.34%
⊕	Anthony Jacobs	1,100,184.61	49.1%	120,089.11	10.92%	1744	3.33%
⊕	Matt Collister	725,457.82	52.8%	108,418.45	14.94%	1611	11.73%
⊕	Kelly Williams	678,781.24	45.8%	91,522.78	13.48%	1401	3.21%
⊕	Deborah Brumfield	783,773.21	56.5%	88,871.63	11.34%	2232	