

# OVERVIEW PERFORMANCE

Overview

Market

Product

Sales Agents

Category  
All

Country  
All

Market  
All

Year  
All



## Business Performance by Year



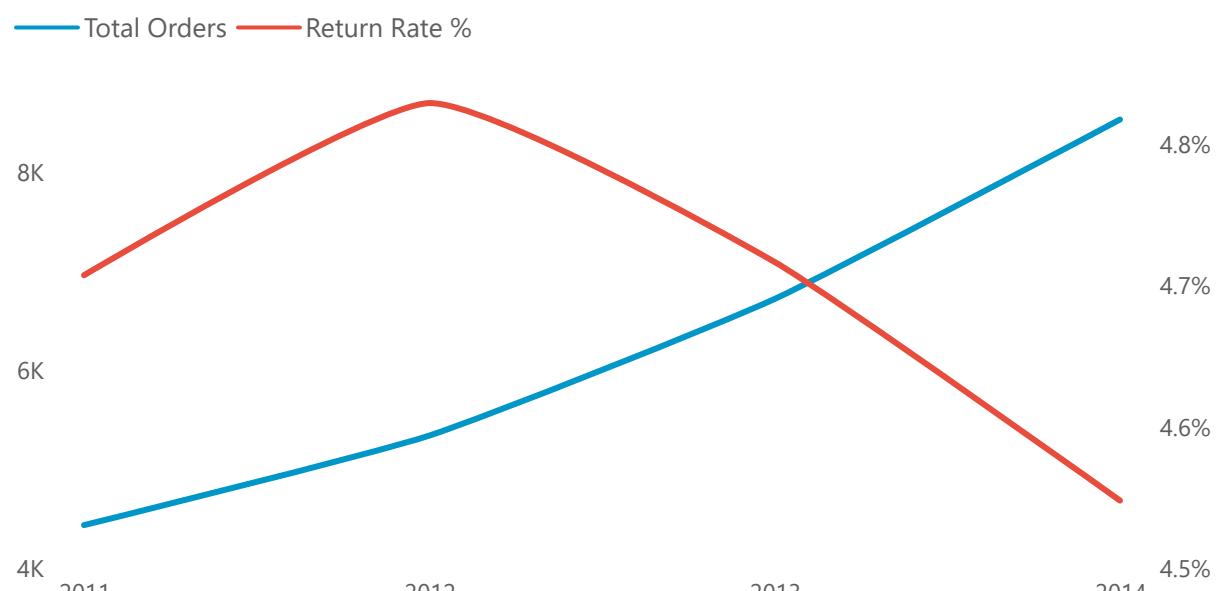
## Business Performance by Market



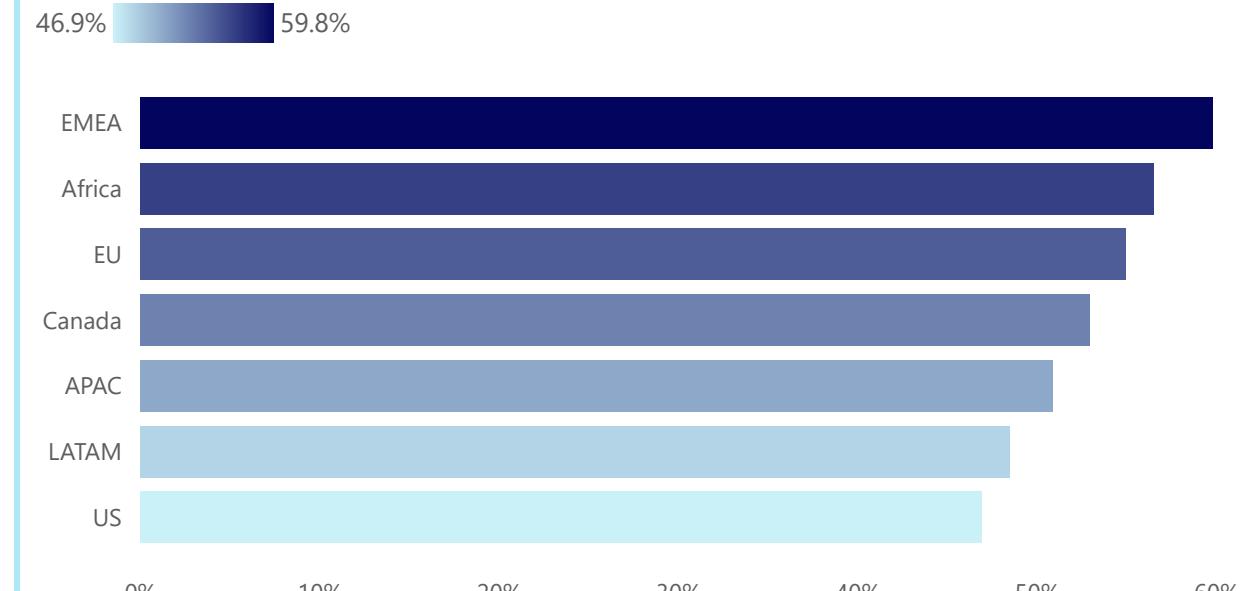
## Business Performance by Category



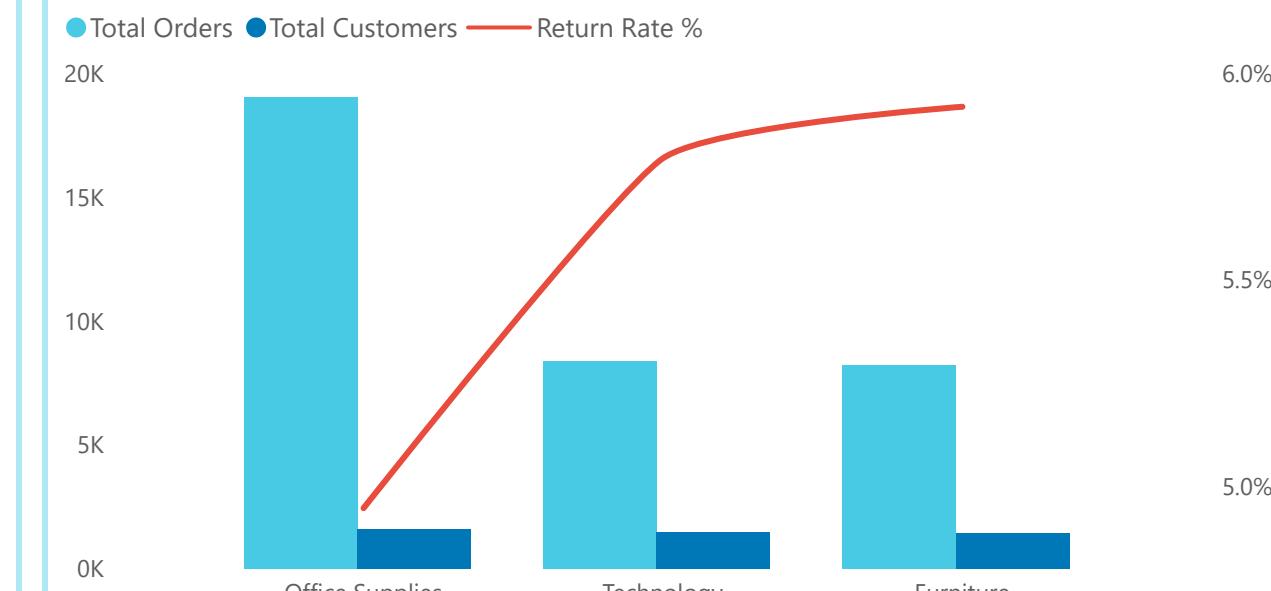
## Orders and Return Rates: Time Trend



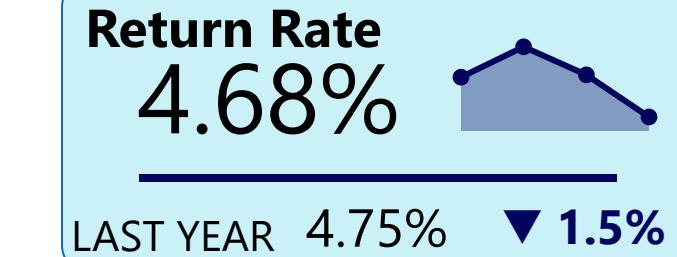
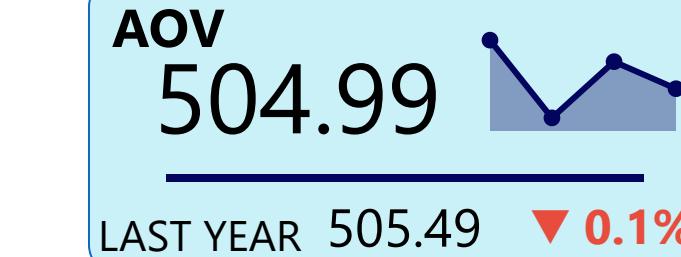
## Revenue Growth by Market (YoY%)



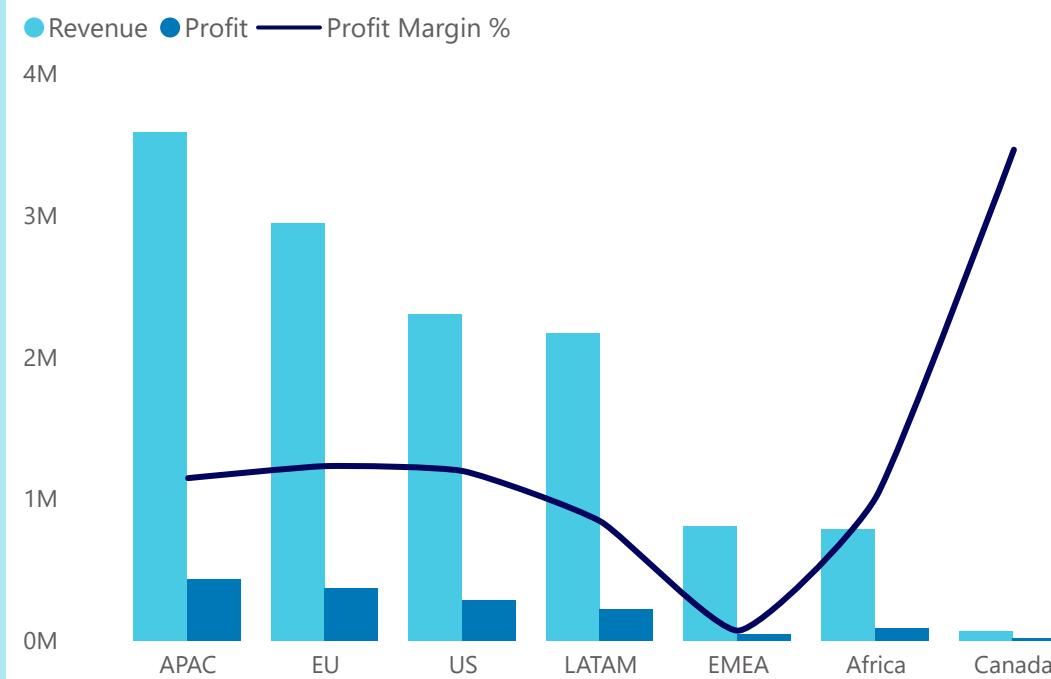
## Product Categories: Demand and Return Behavior



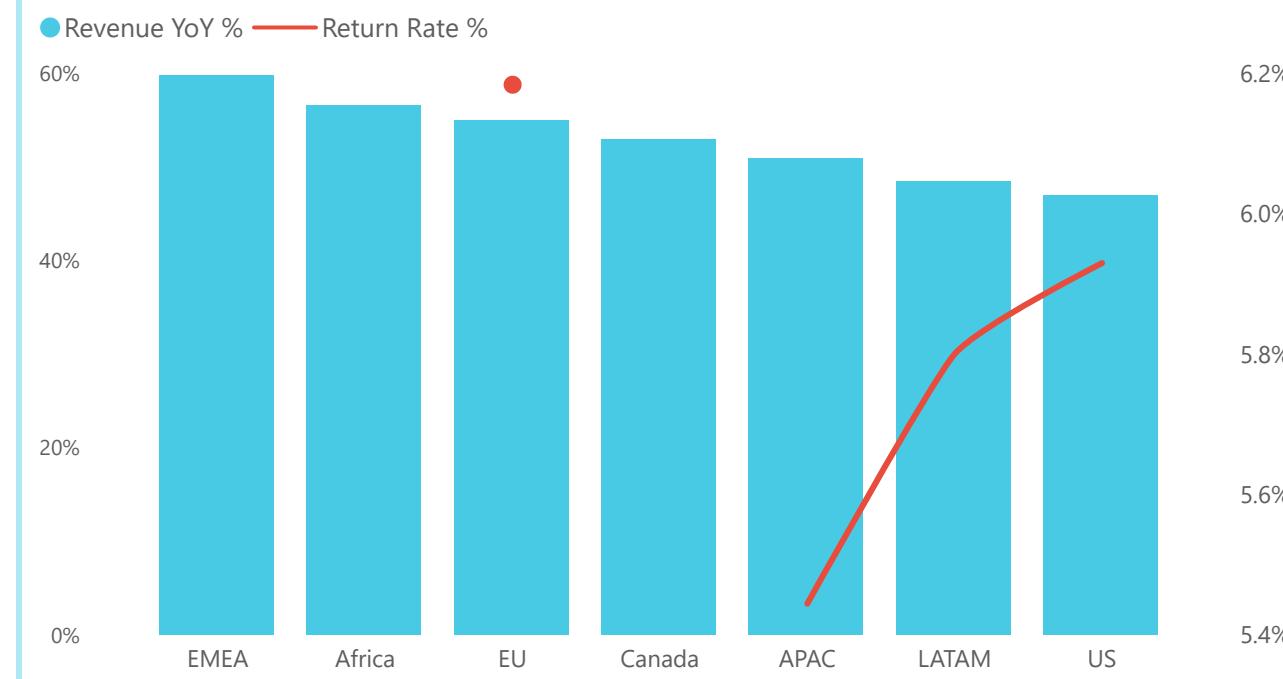
# Market Analysis

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[APAC](#)
[Canada](#)
[EMEA](#)
[EU](#)
[LATAM](#)
[US](#)


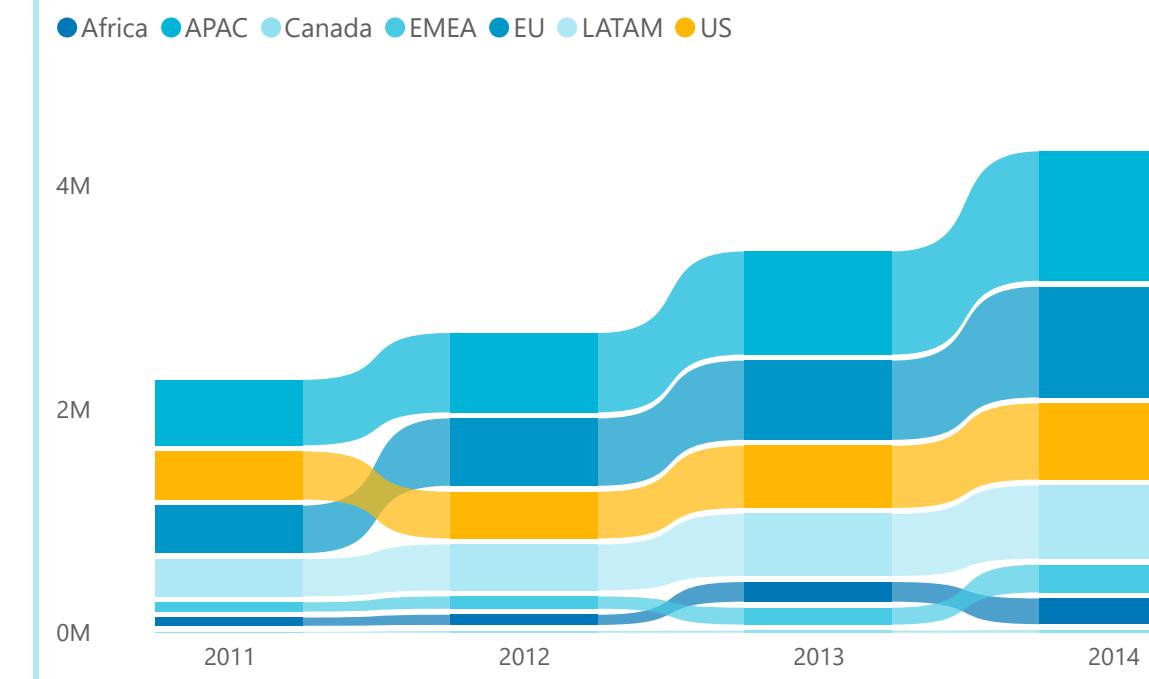
## Market Revenue, Profit & Margin by Market



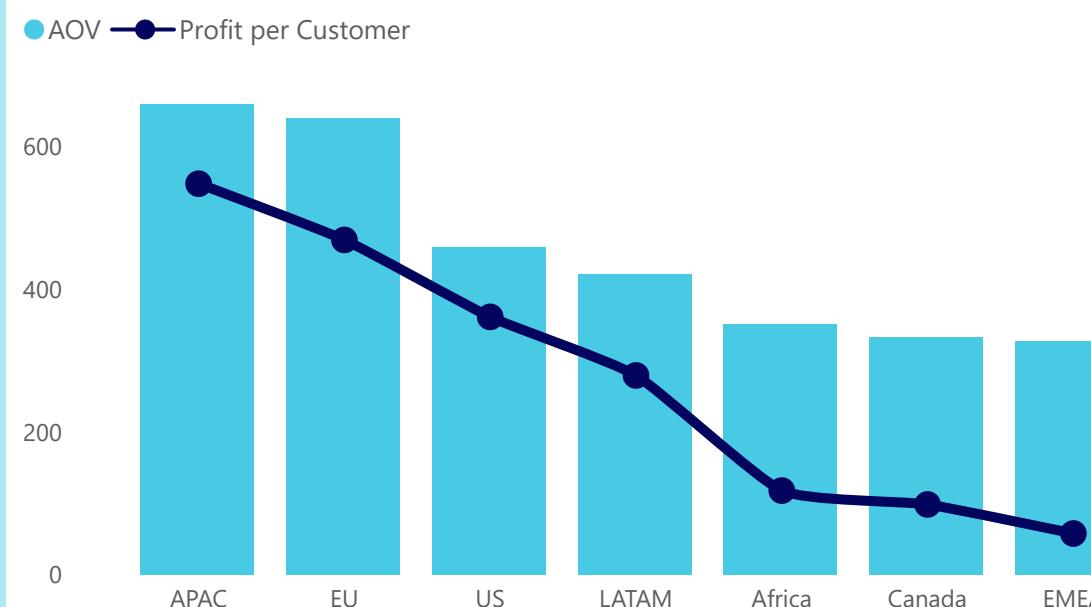
## Market Performance: Growth and Returns



## 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

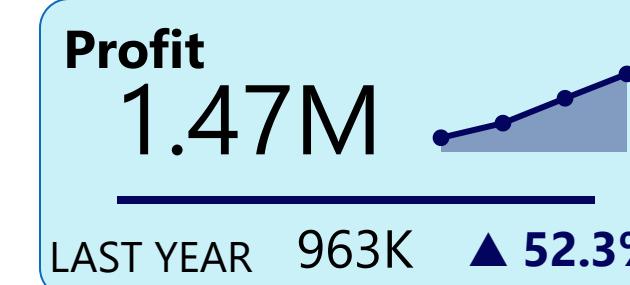
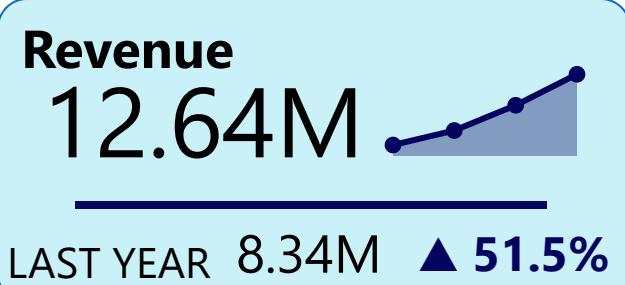
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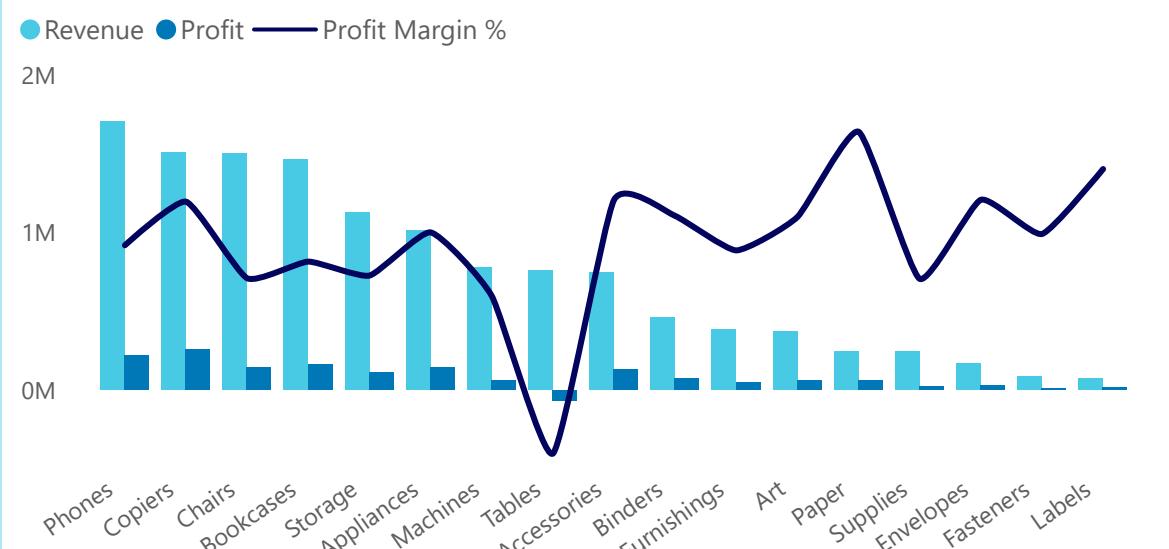
All

Category

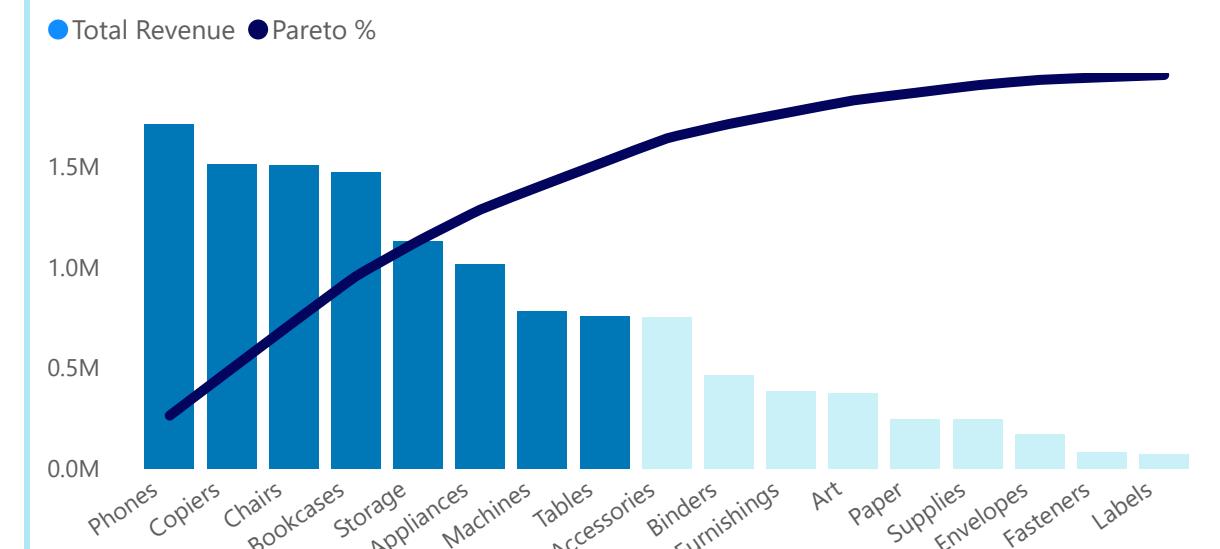
Sub-Category



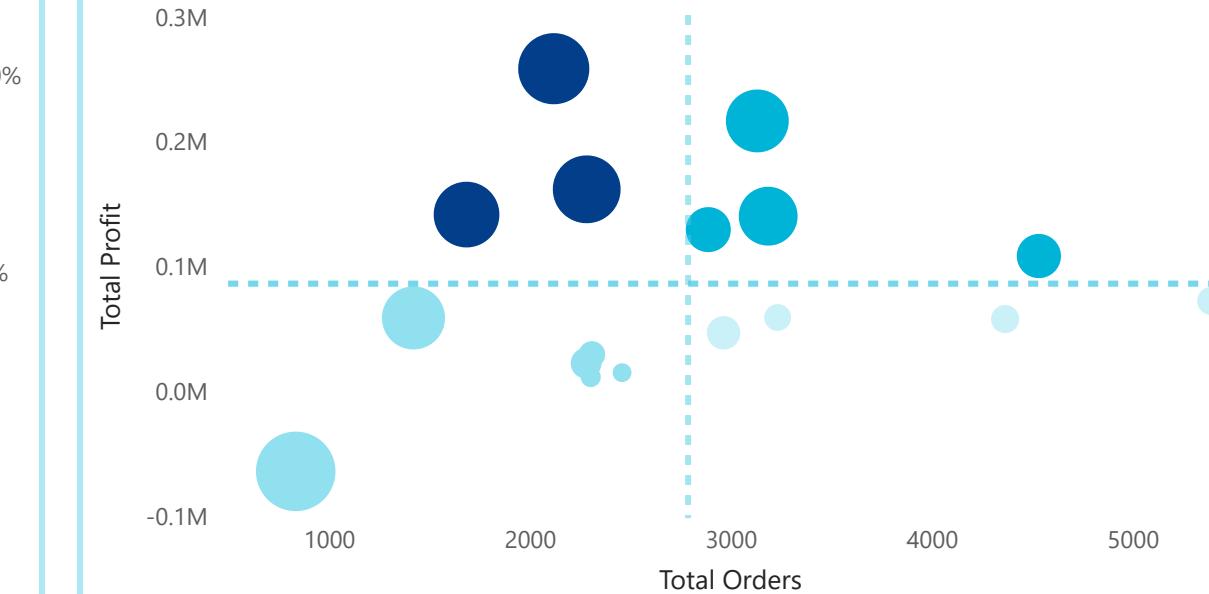
## Market Revenue, Profit & Margin by Category/ Subcategory



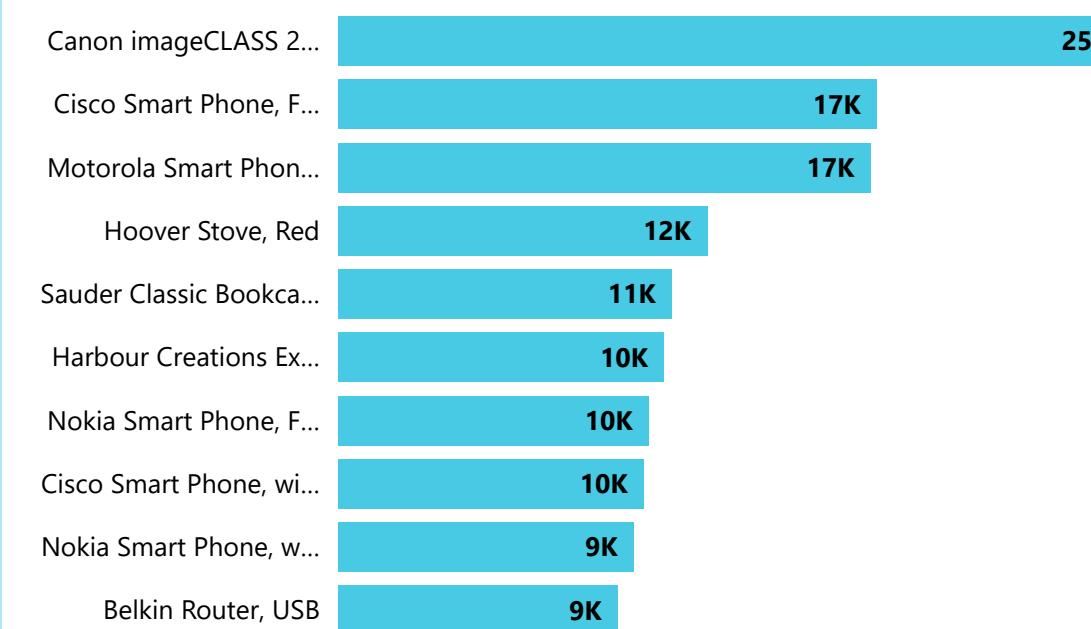
## Pareto 80/20: Revenue by Sub-Category



## Order, Profit, and Revenue by Category/ Subcategory



## Top 10 Profitable Products



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

**Revenue**
**Profit**
**Return Rate %**

# SALES AGENTS

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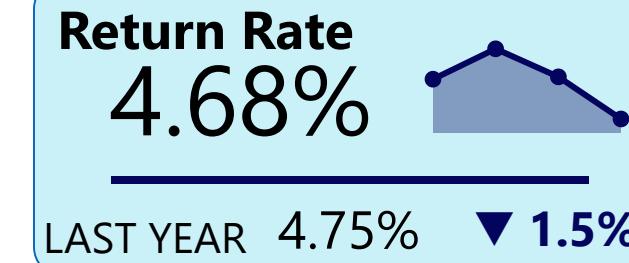
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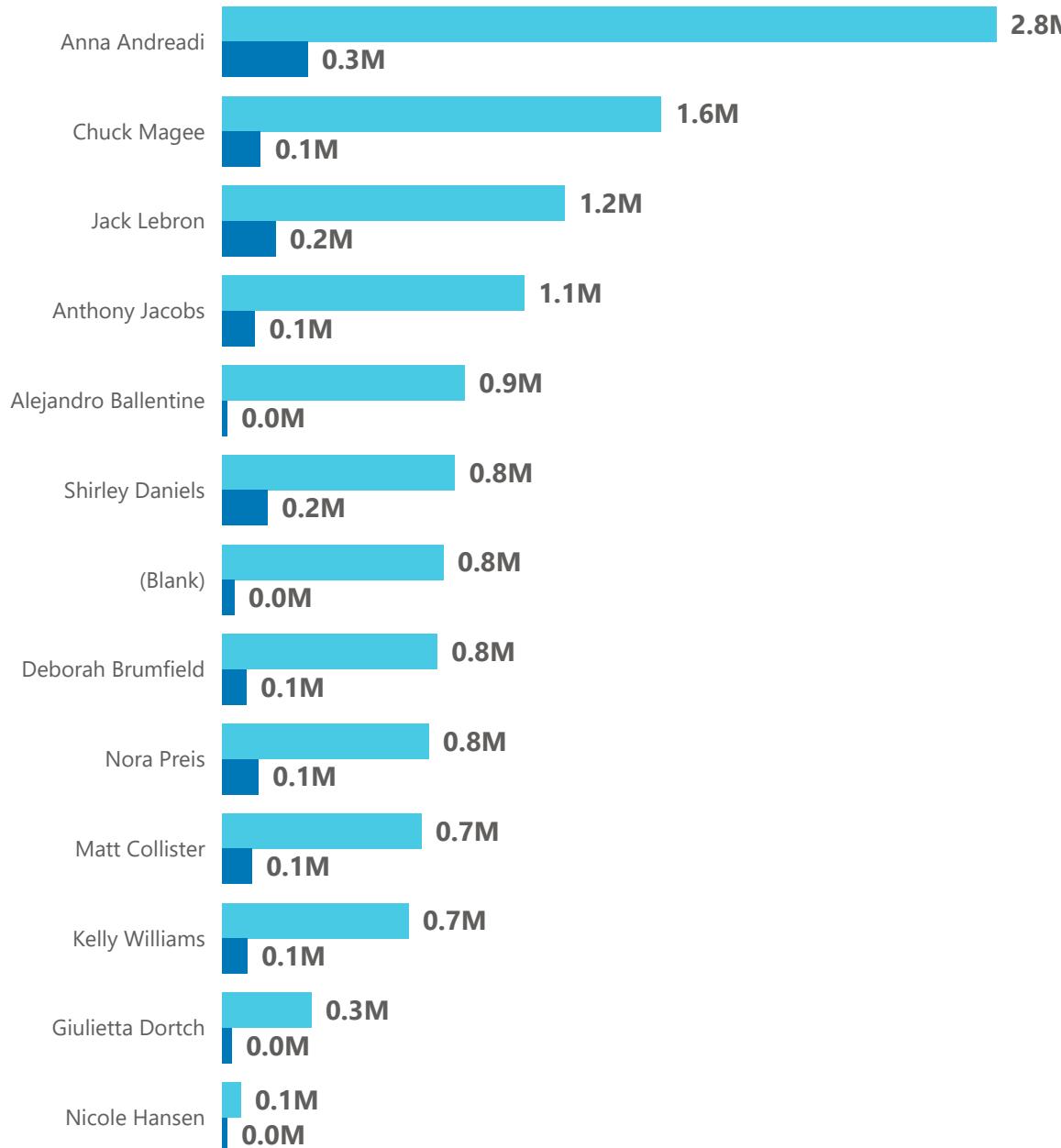
All

[Sales Agent](#)

All



## 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	