



# Аналитический отчет по продажам, логистике и эффективности

В отчете представлены:

- Анализ продаж и прибыли по категориям
- Эффективность складов и доставка
- Поведение клиентов по регионам
- Показатели работы персонала





227,19 млн

Total Sales

43,01 млн

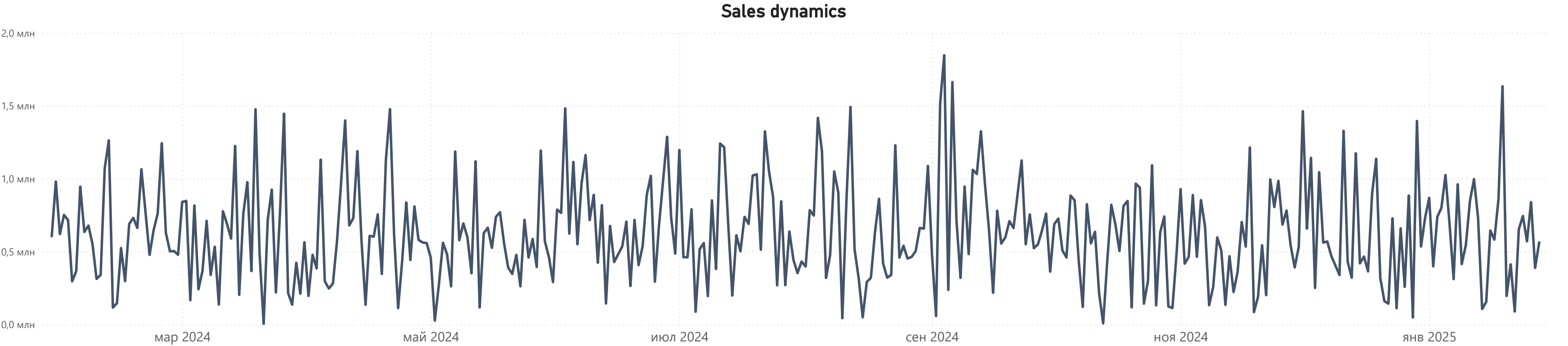
Total Cost

184,19 млн

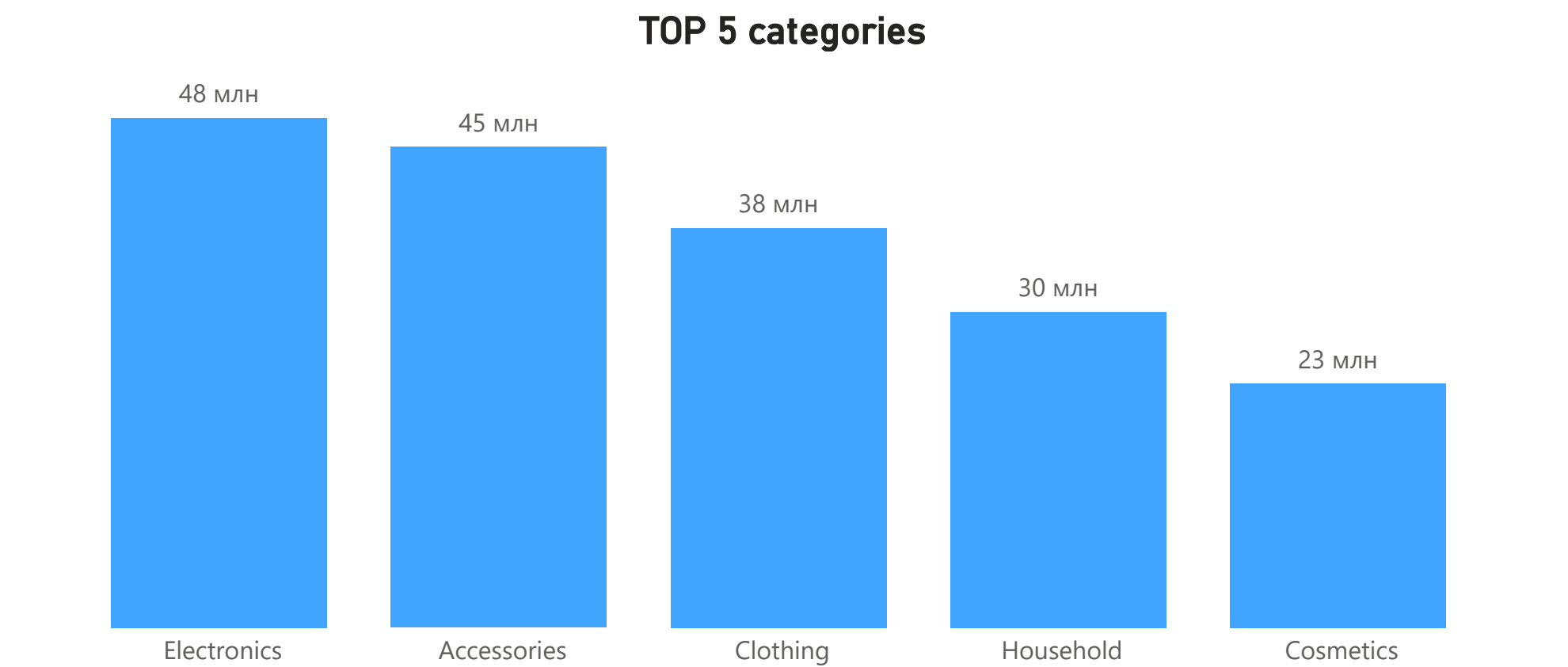
Profit

81,07%

Profit Margin %

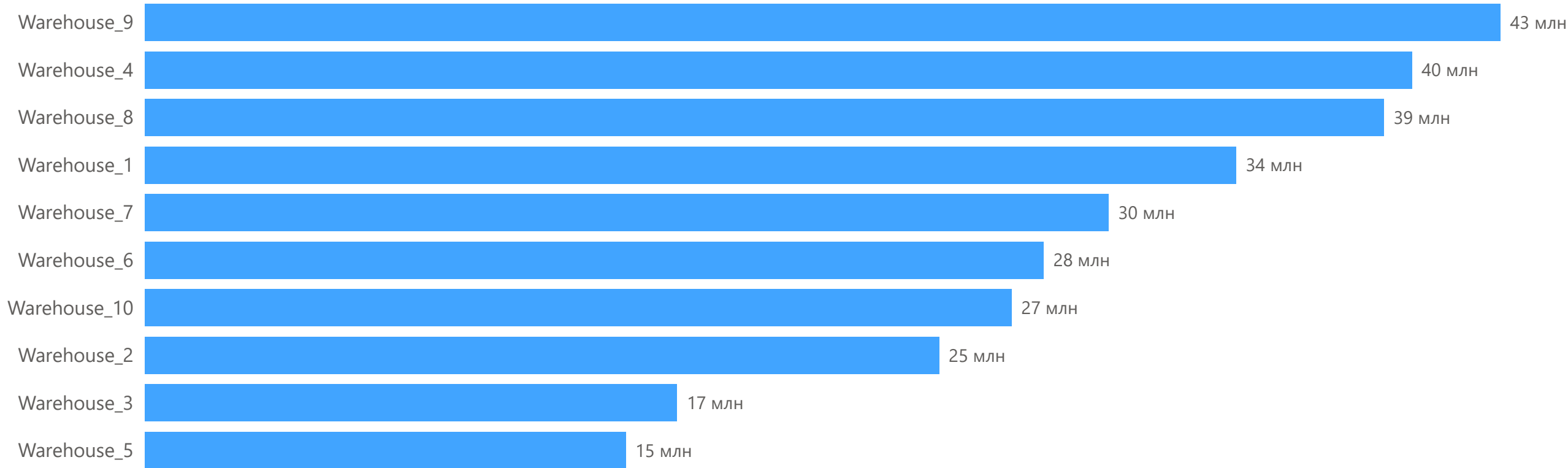


Order status	
Canceled	Processing
Delivered	Returned
Pending	Shipped





## Revenue by Warehouse



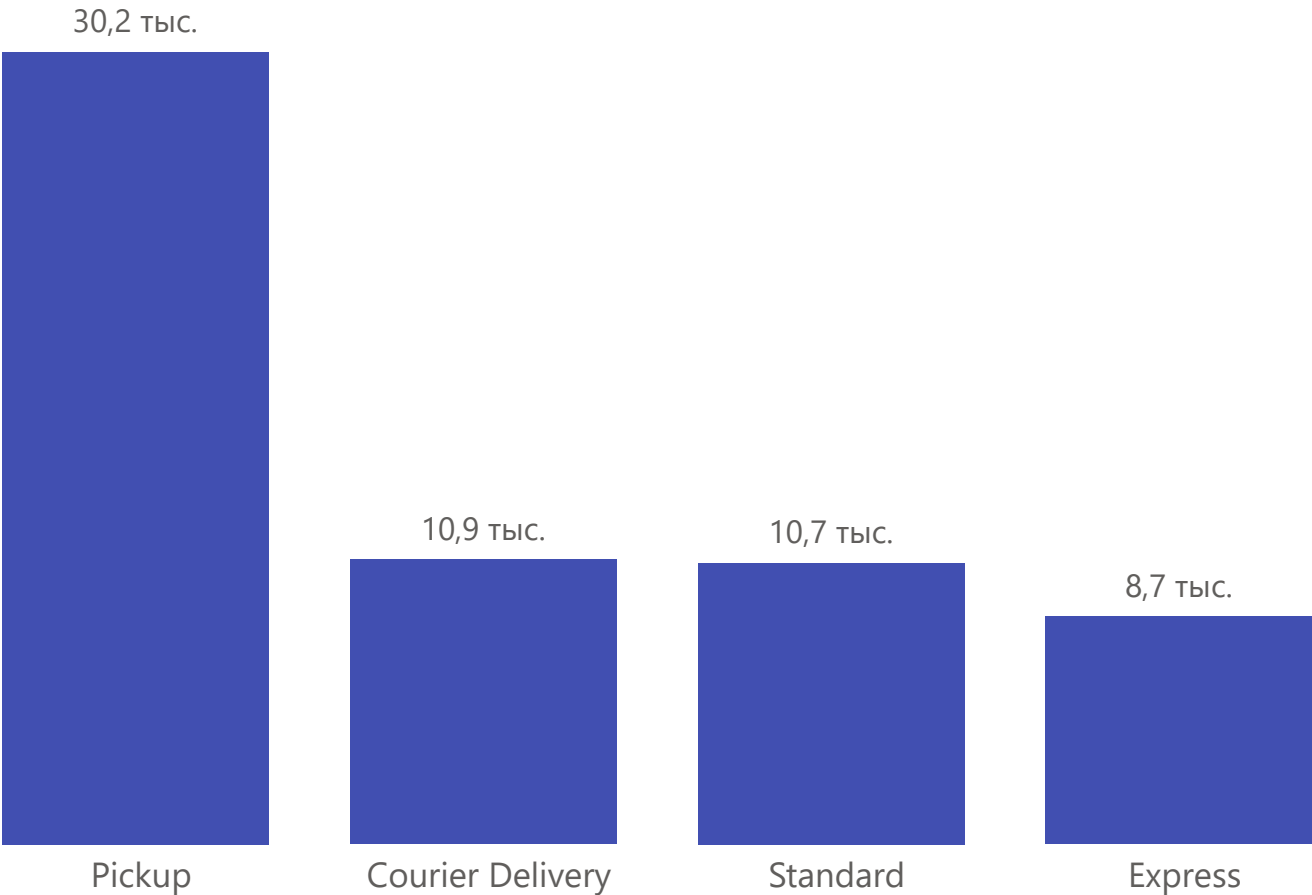
60,52 тыс.

Shipping Cost

0,03%

Logistics to Revenue %







## Comparison of Costs by Shipping Methods



## Remaining goods in warehouses

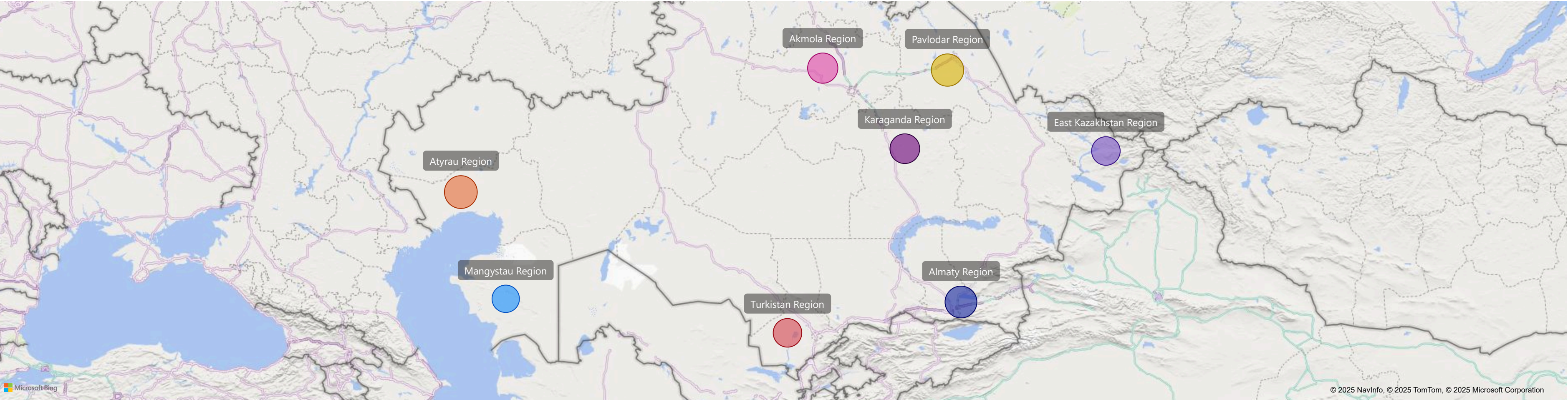
warehouse_name	Across Basic	Allow Plus	Apply Basic	Bank Pro	Beat Max	Campaign Pro	C
Warehouse_1	367		950	295			186
Warehouse_10		62	864	1198			
Warehouse_2	304	552		47	630		98
Warehouse_3	260				945		424
Warehouse_4	695			199			
Warehouse_5	376		242	302			208
Warehouse_6	374	579	327				126
Warehouse_7	371		61				
Warehouse_8	9	339	306	696	96		
Warehouse_9	337	904		199	364		446
Всего	3093	2436	2750	2936	2035		1488



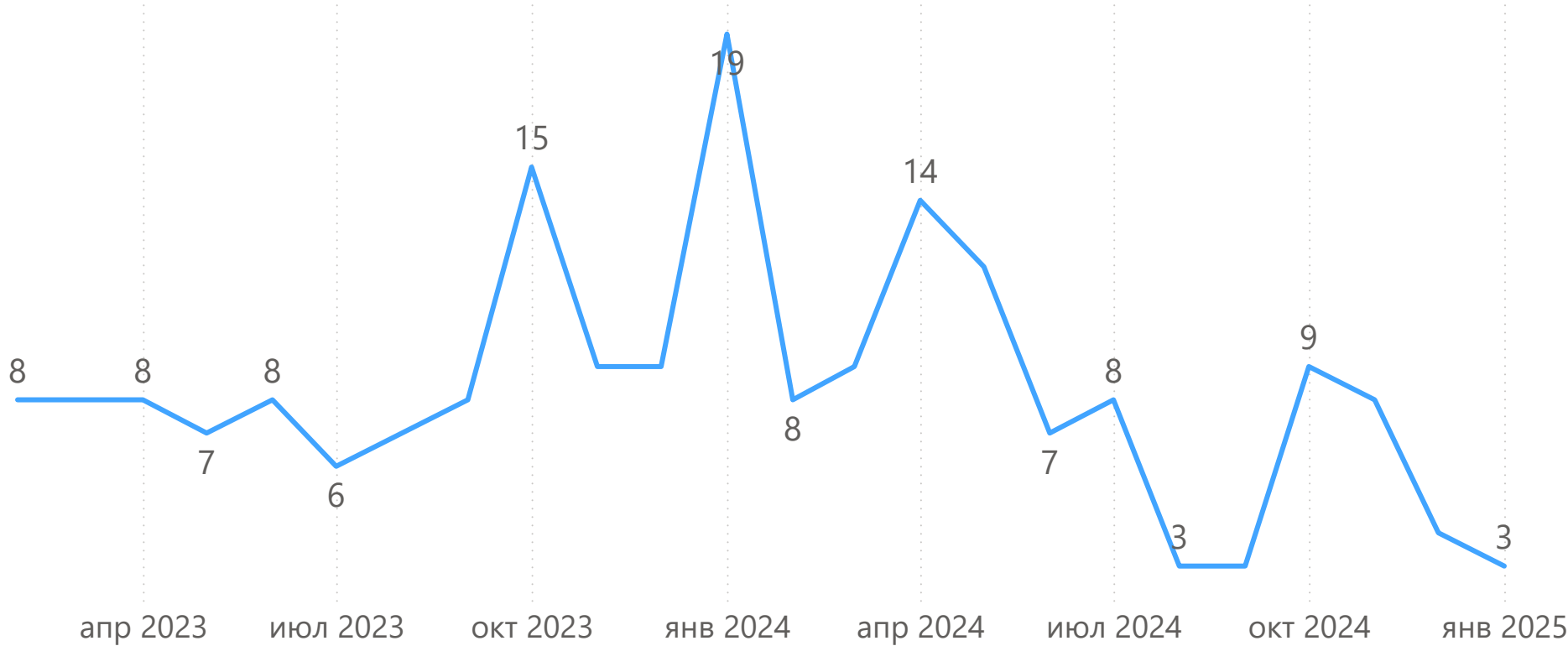


Distribution of clients by regions and cities

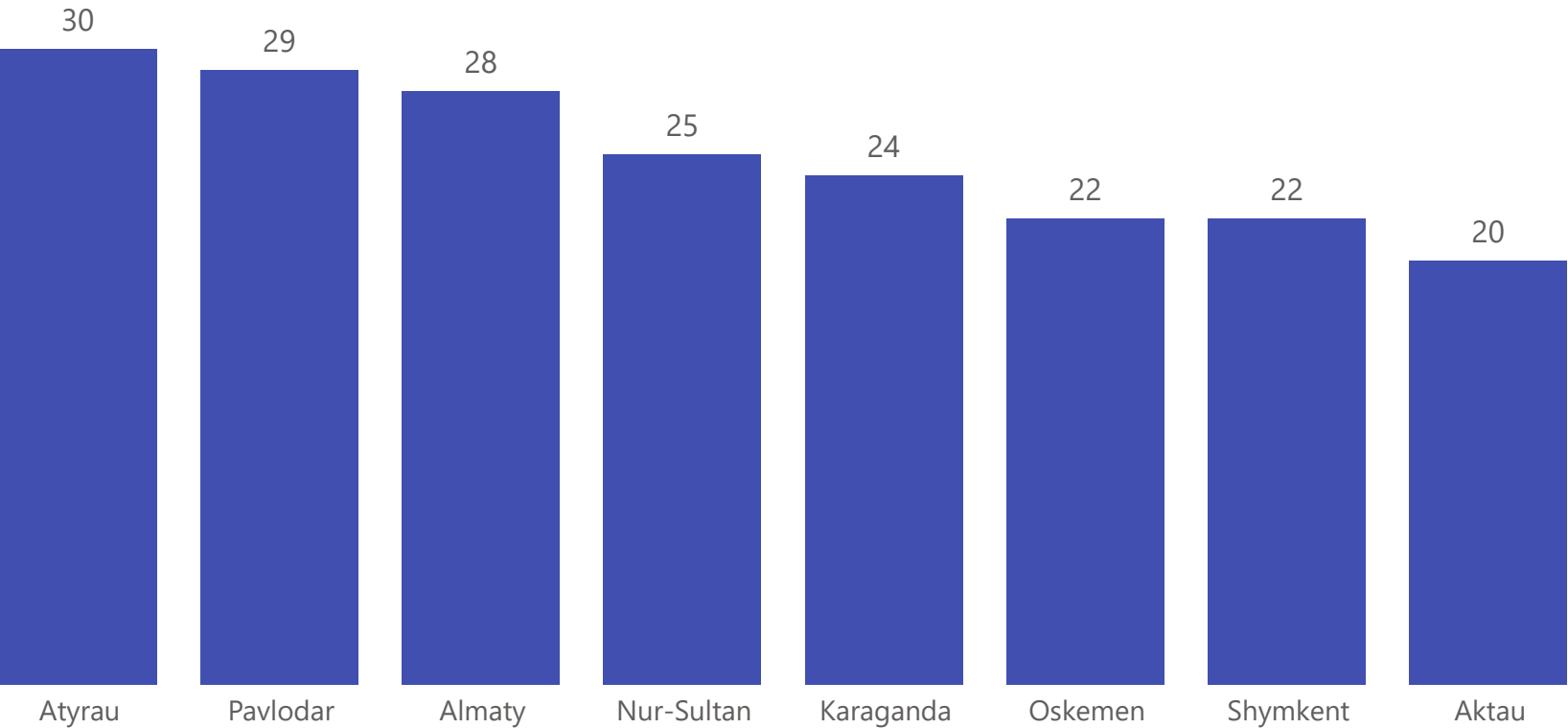
● Aktau ● Almaty ● Atyrau ● Karaganda ● Nur-Sultan ● Oskemen ● Pavlodar ● Shymkent



Dynamics of new clients by dates



Number of orders by city

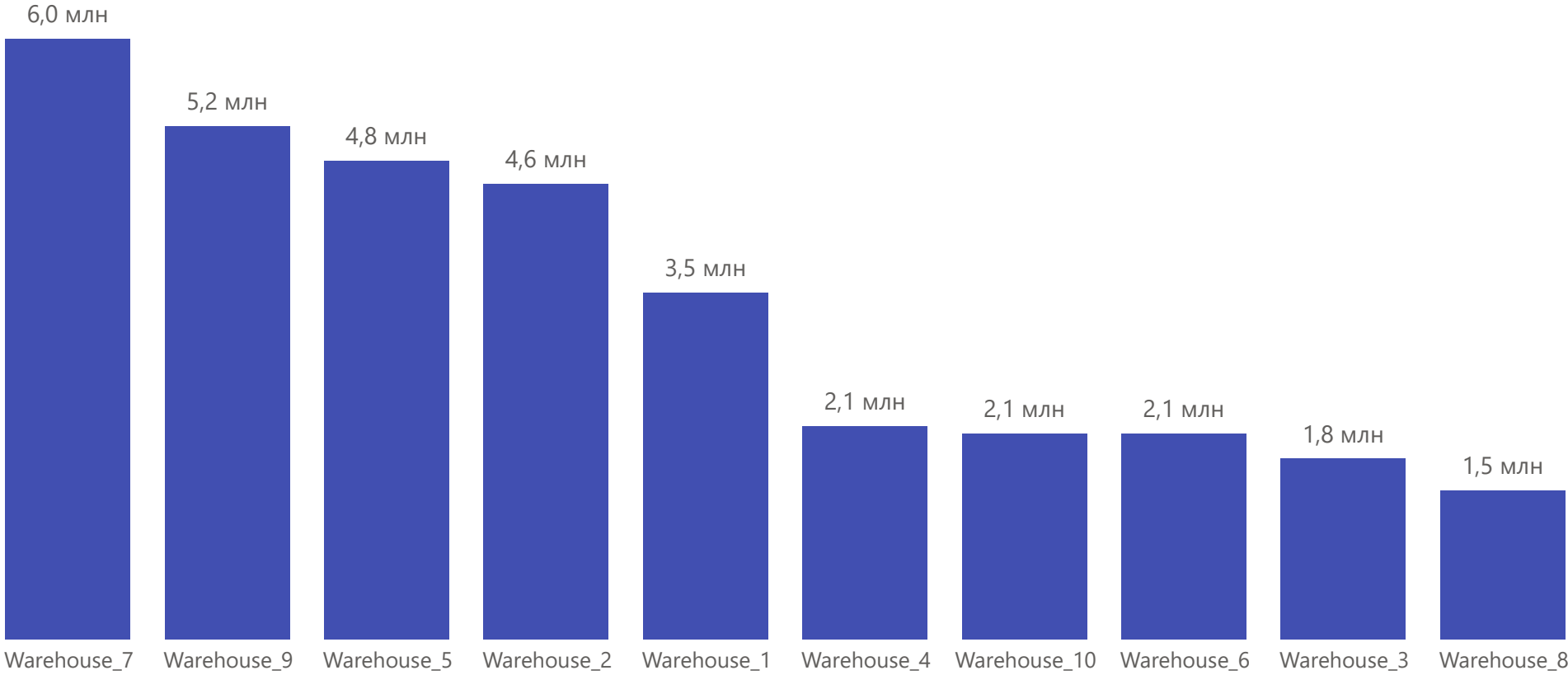




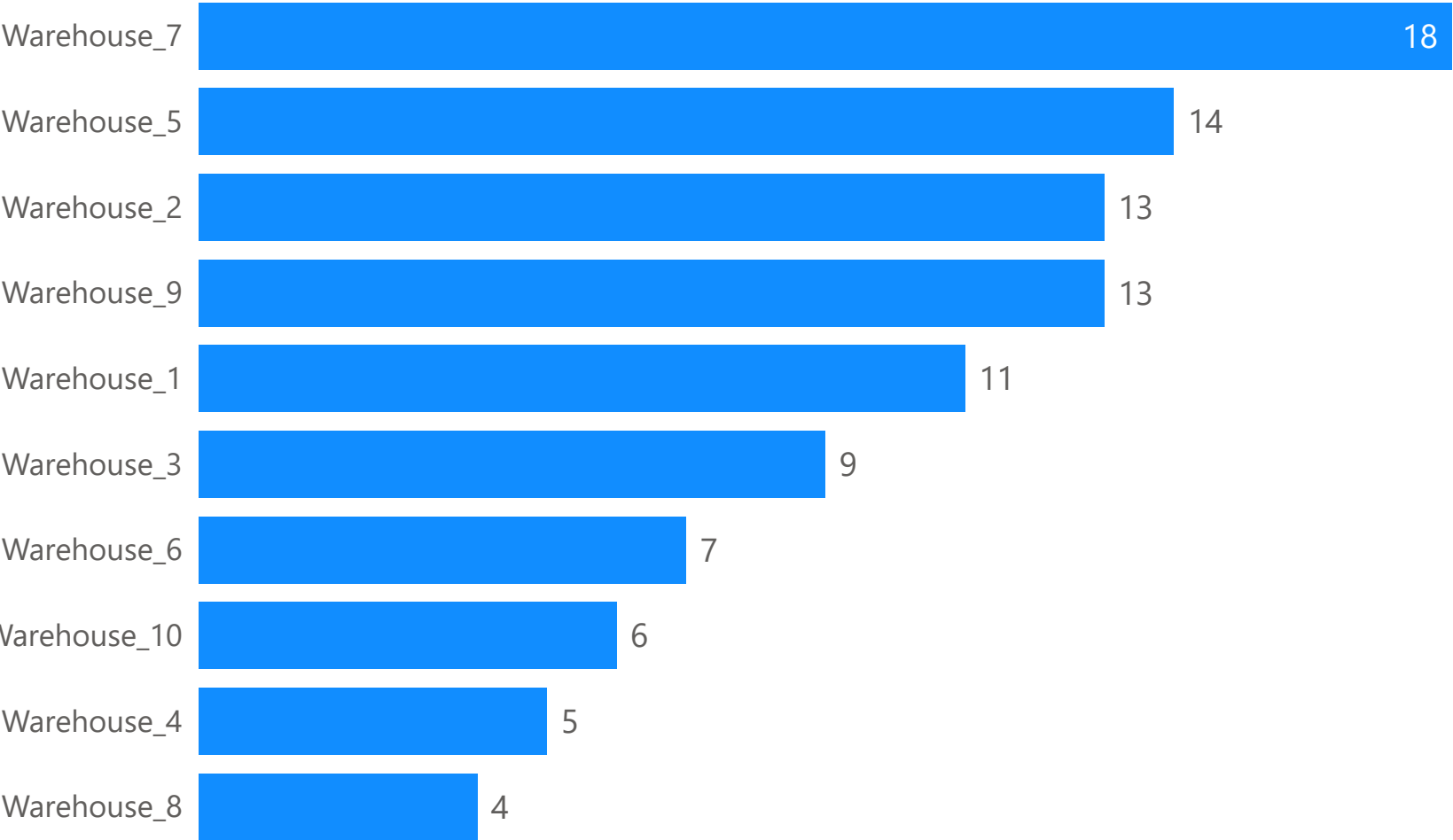
Position

Все

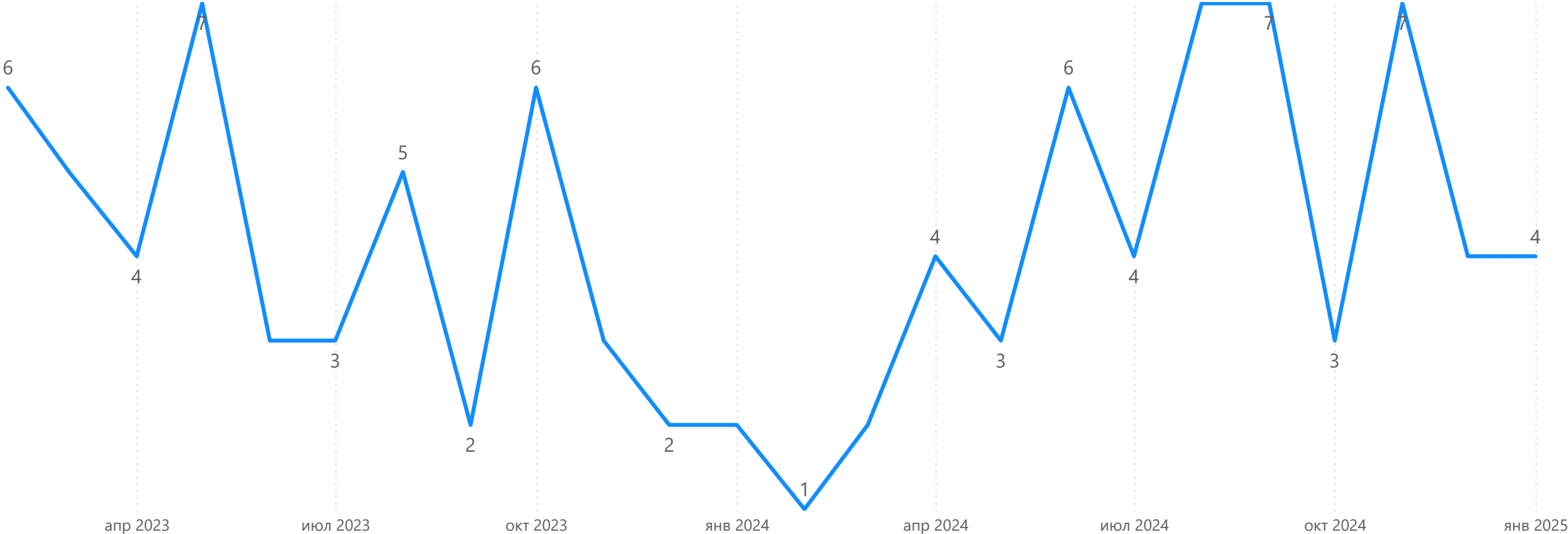
Salary for warehouses



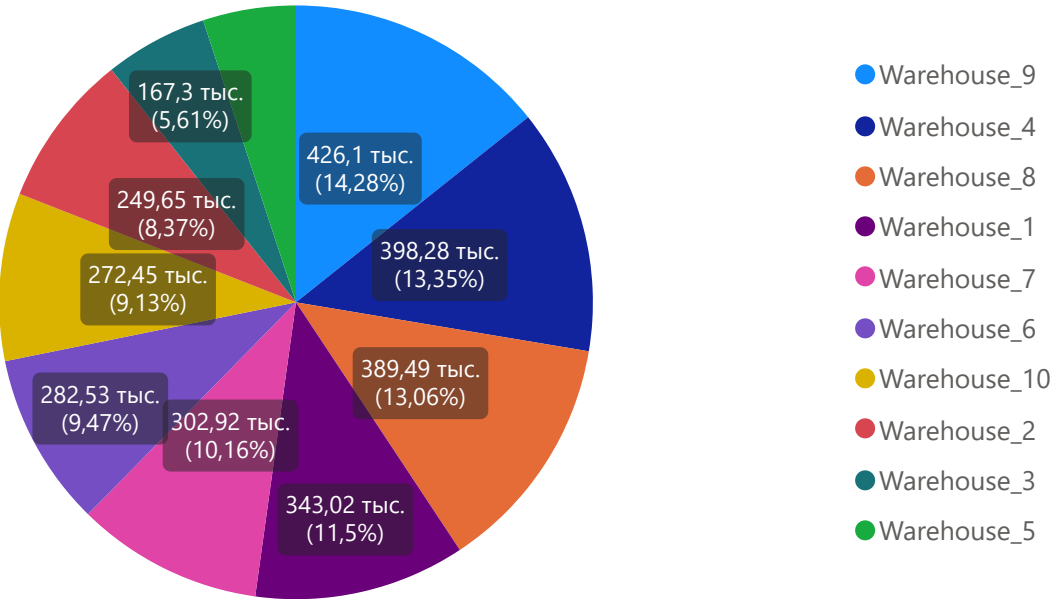
Number of staff by warehouse



Dynamics of staffrecruitment



Revenue per satff by warehouse

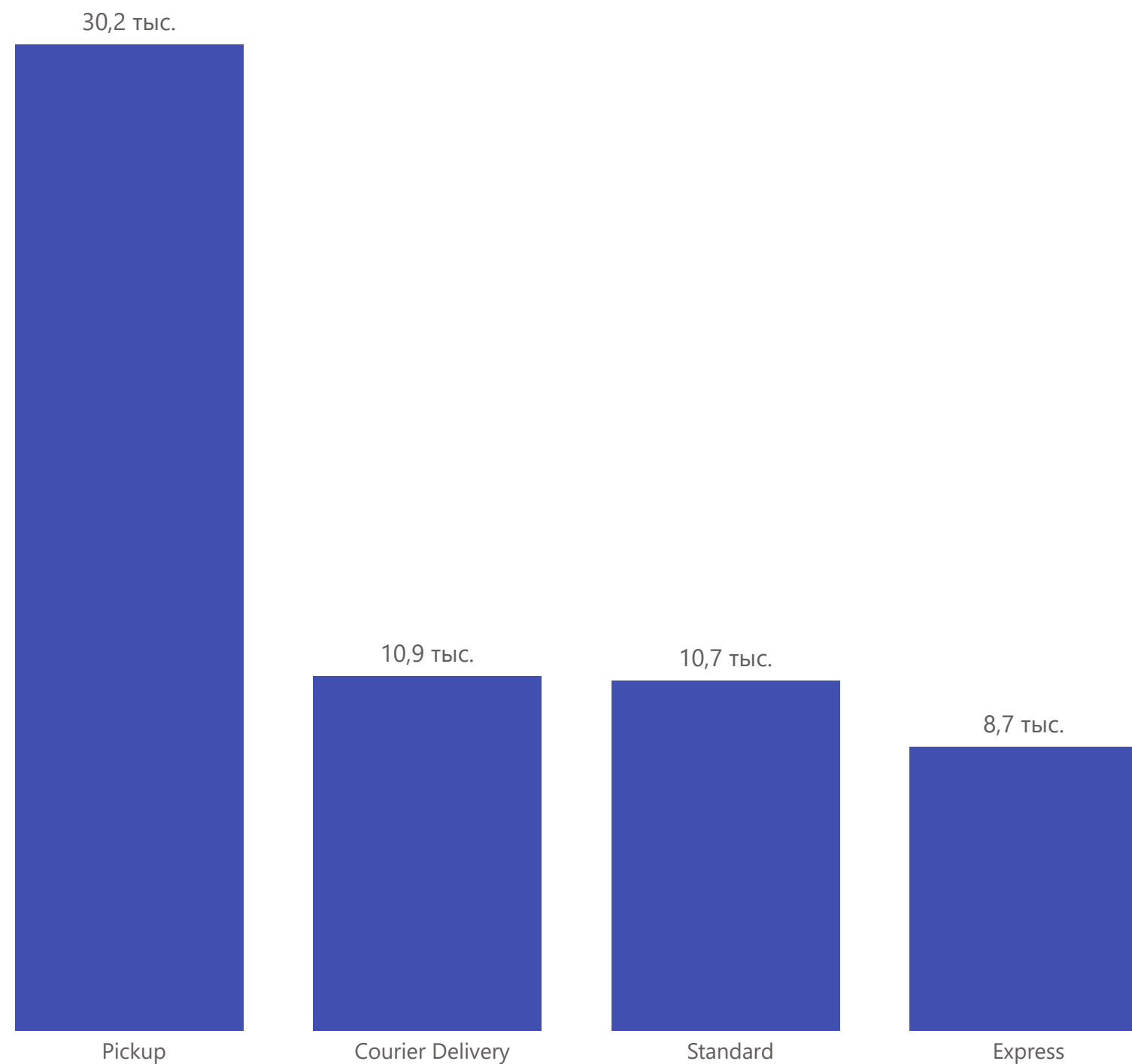




# 17,00%

Returns Rate %

## Comparison of shipping methods



## Delivery costs by region

