GLOBAL SALES PERFORMANCE
Executive Overview & Trends

Tools

Overview & Trends
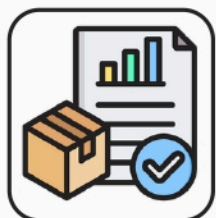
Products & Channel

Customer Insights

Summary Reports
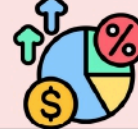
$1.24bn	$461.8M	64K	37.36%	11K	$19.3K
Total Revenue	Total Profit	Total Orders	Profit Margin %	Total Transations	Revenue per order
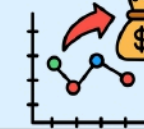
Monthly Revenue vs Profit Trend

● Count of Total Revenue ● Total Profit
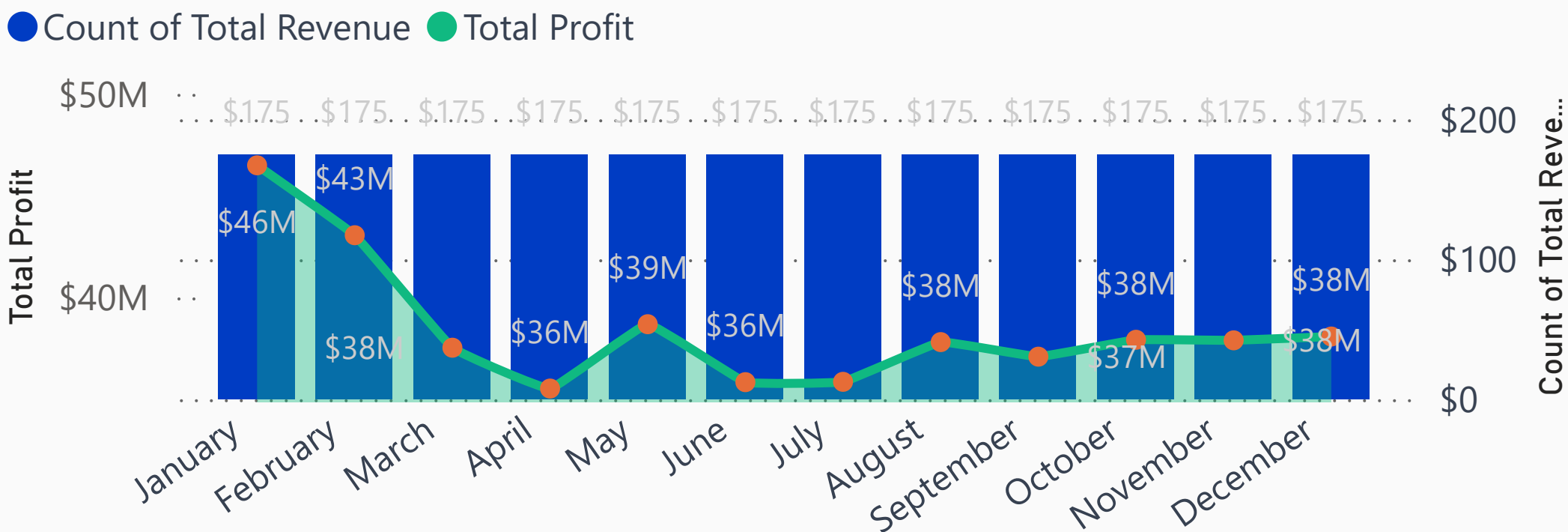
Profit Pulse: Monthly Earnings Momentum
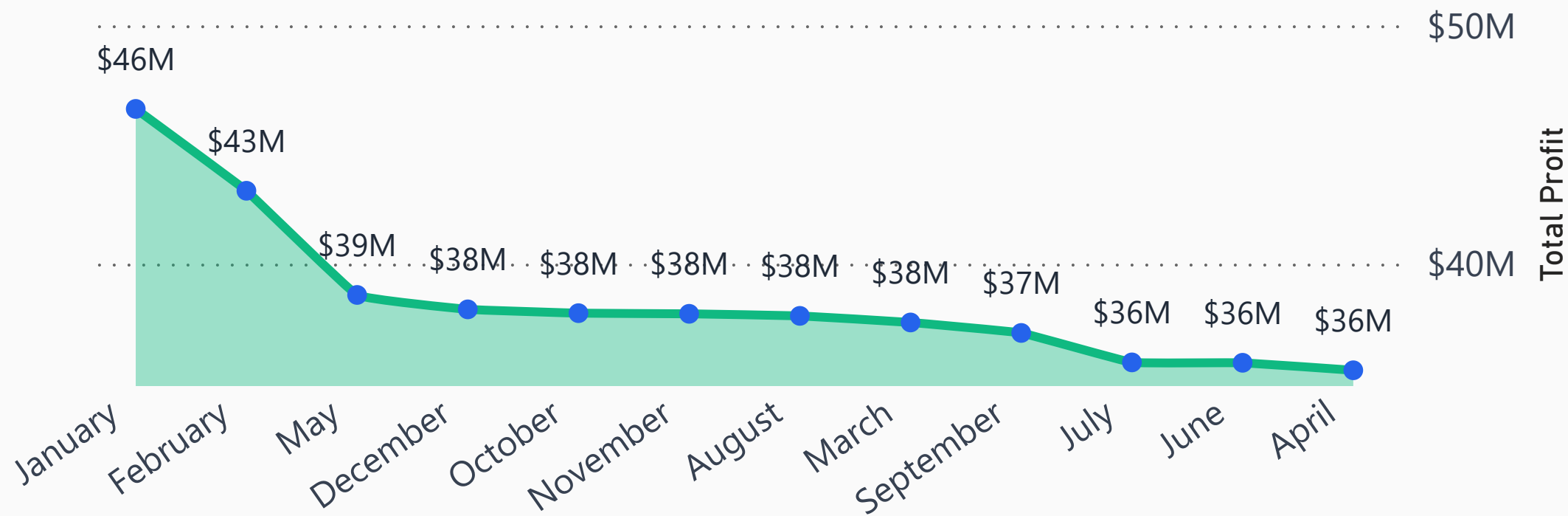
Sum of OrderValue and Count of order_number by Month

● Sum of OrderValue ● Count of order_number
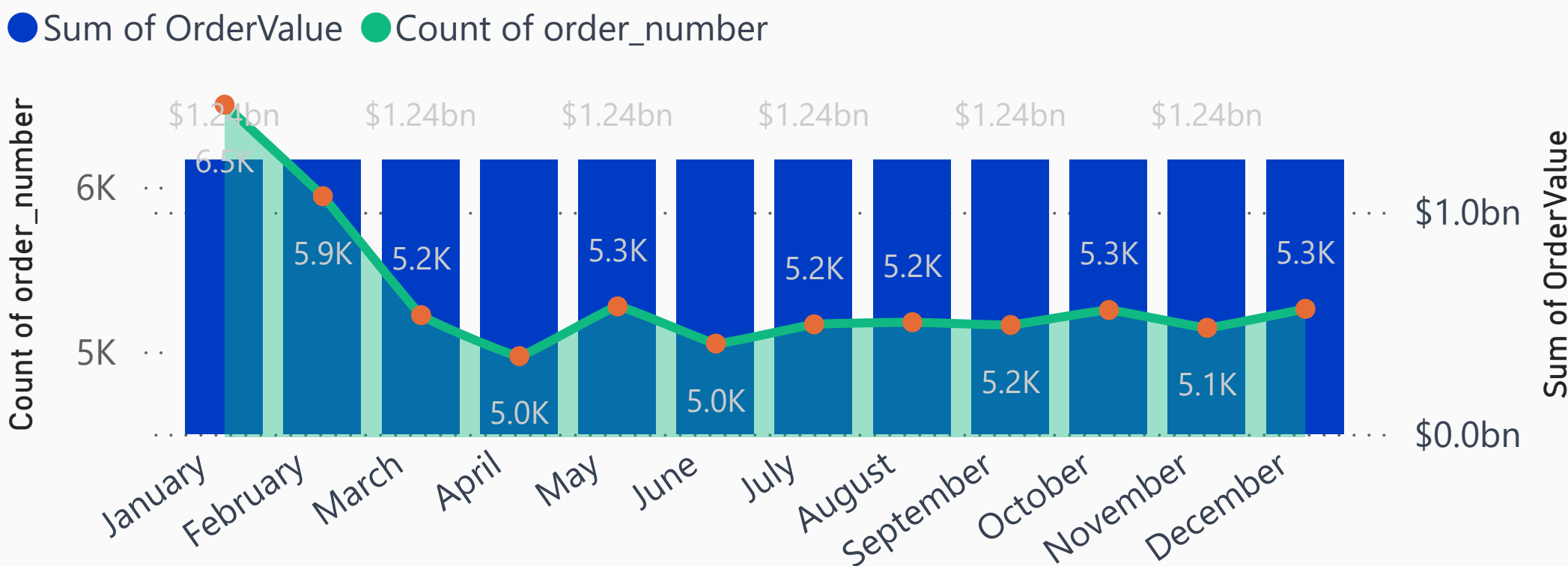
Unit Price Vs Profit Margin: Spotting High Margin Price Bands

Designed by: Vaibhav S. Kharate
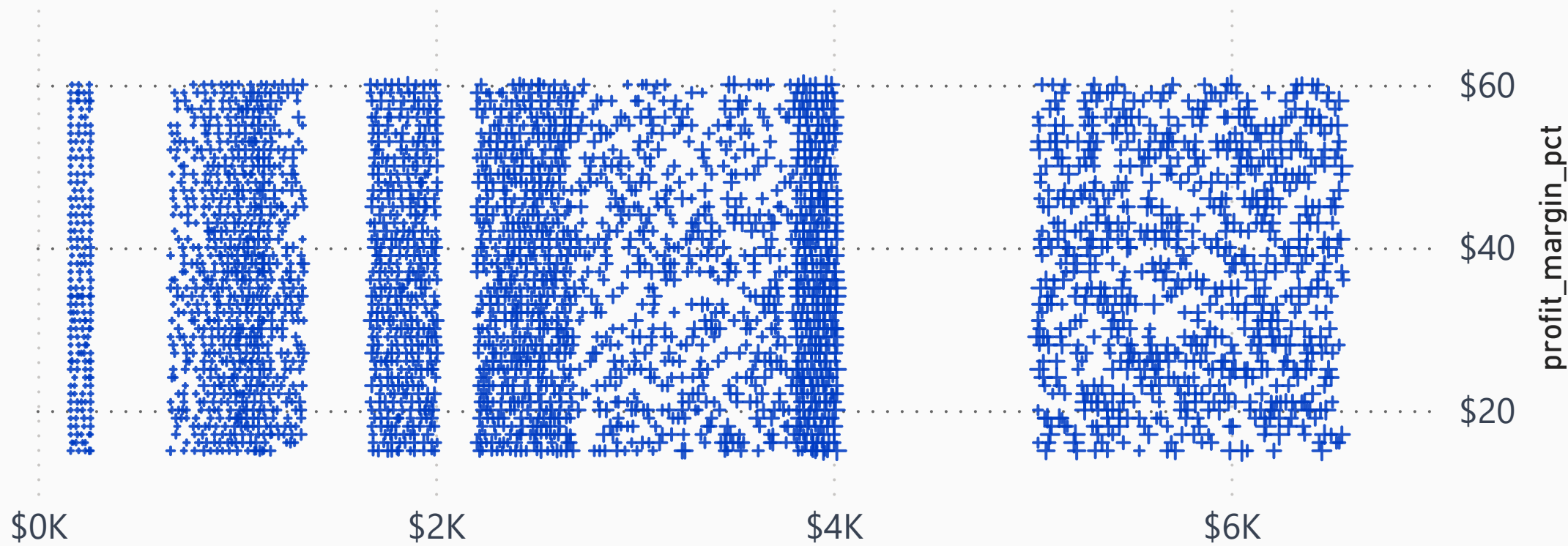
GLOBAL SALES PERFORMANCE
Products & Channel Performance

Tools

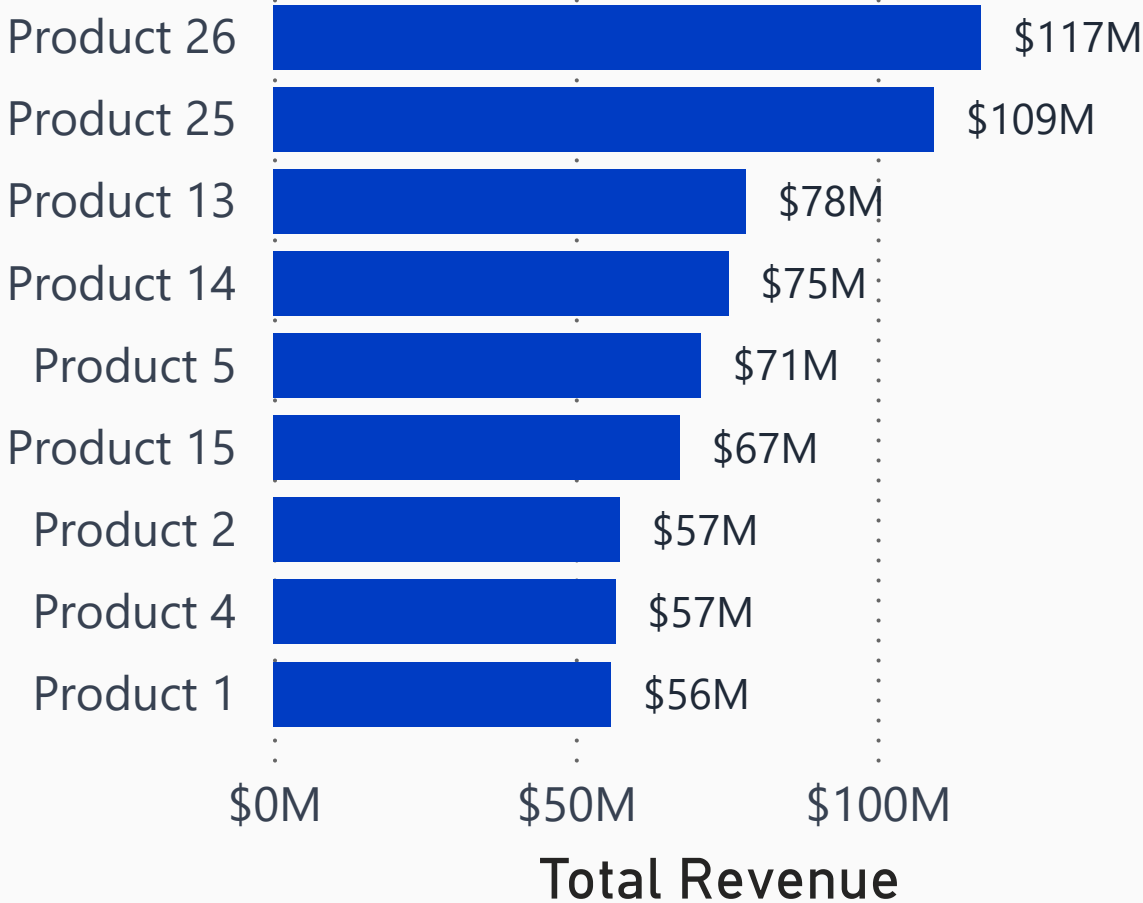**Overview & Trends**

Products & Channel
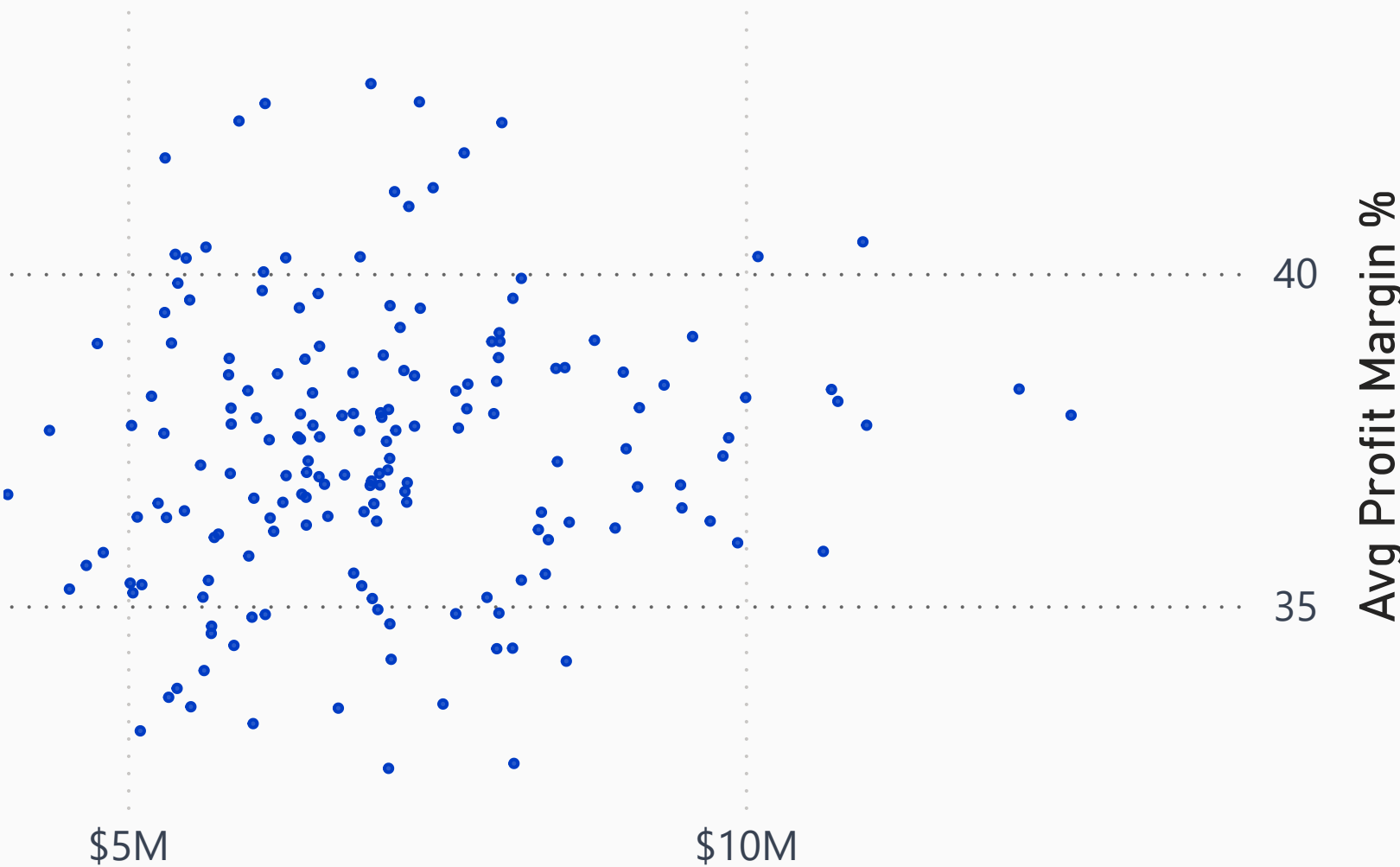
Customer Insights

Summary Reports

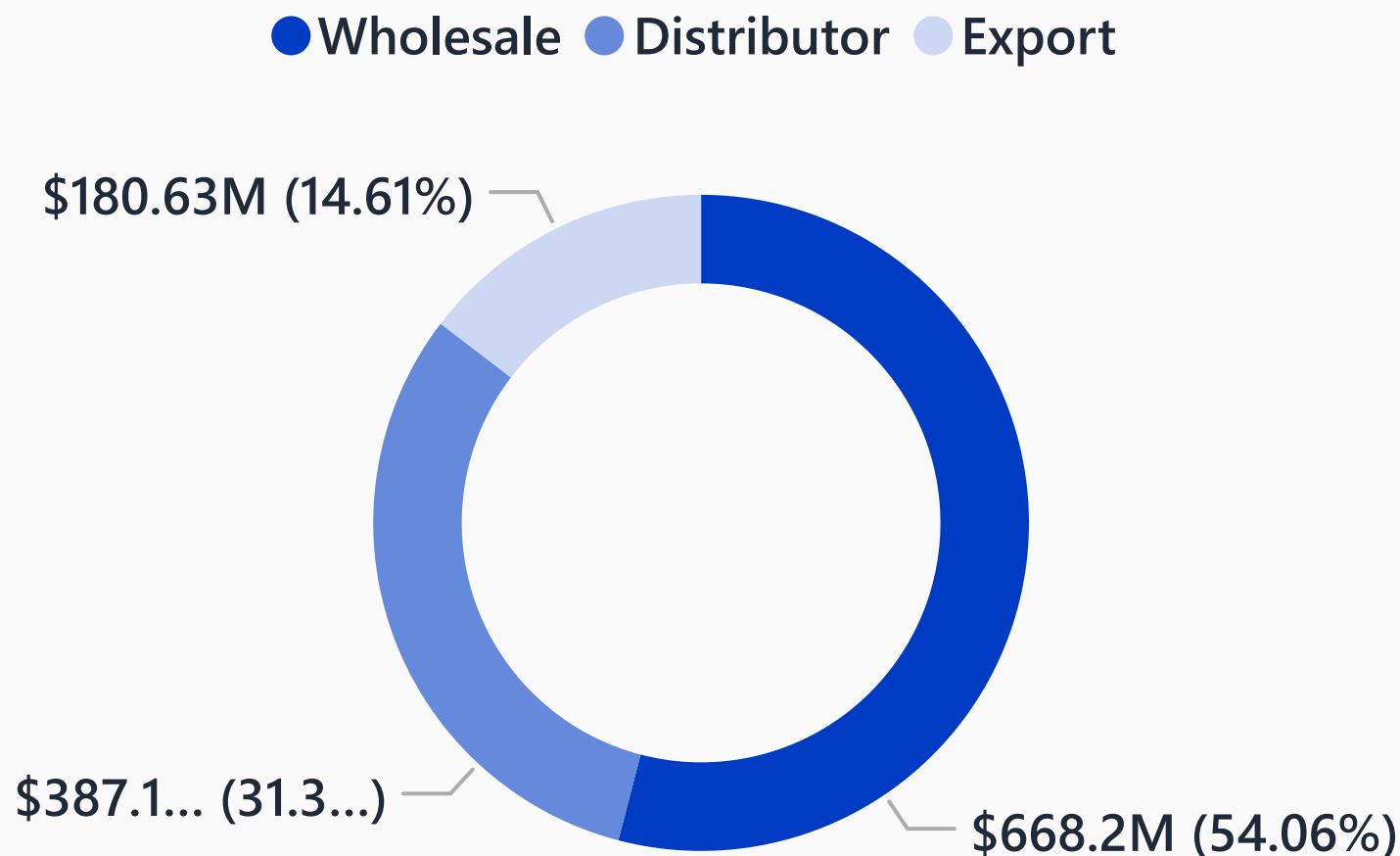## Revenue Champions: Best-Selling Products Driving Growth

Product	Total Revenue
Product 26	$117M
Product 25	$109M
Product 13	$78M
Product 14	$75M
Product 5	$71M
Product 15	$67M
Product 2	$57M
Product 4	$57M
Product 1	$56M

High-Margin Heroes: Most Efficient Products to Sell

Product	Profit Margin %
Product 9	40.0%
Product 30	39.1%
Product 28	38.9%
Product 7	38.7%
Product 21	38.6%
Product 18	38.4%
Product 1	38.3%
Product 16	38.0%
Product 29	38.0%
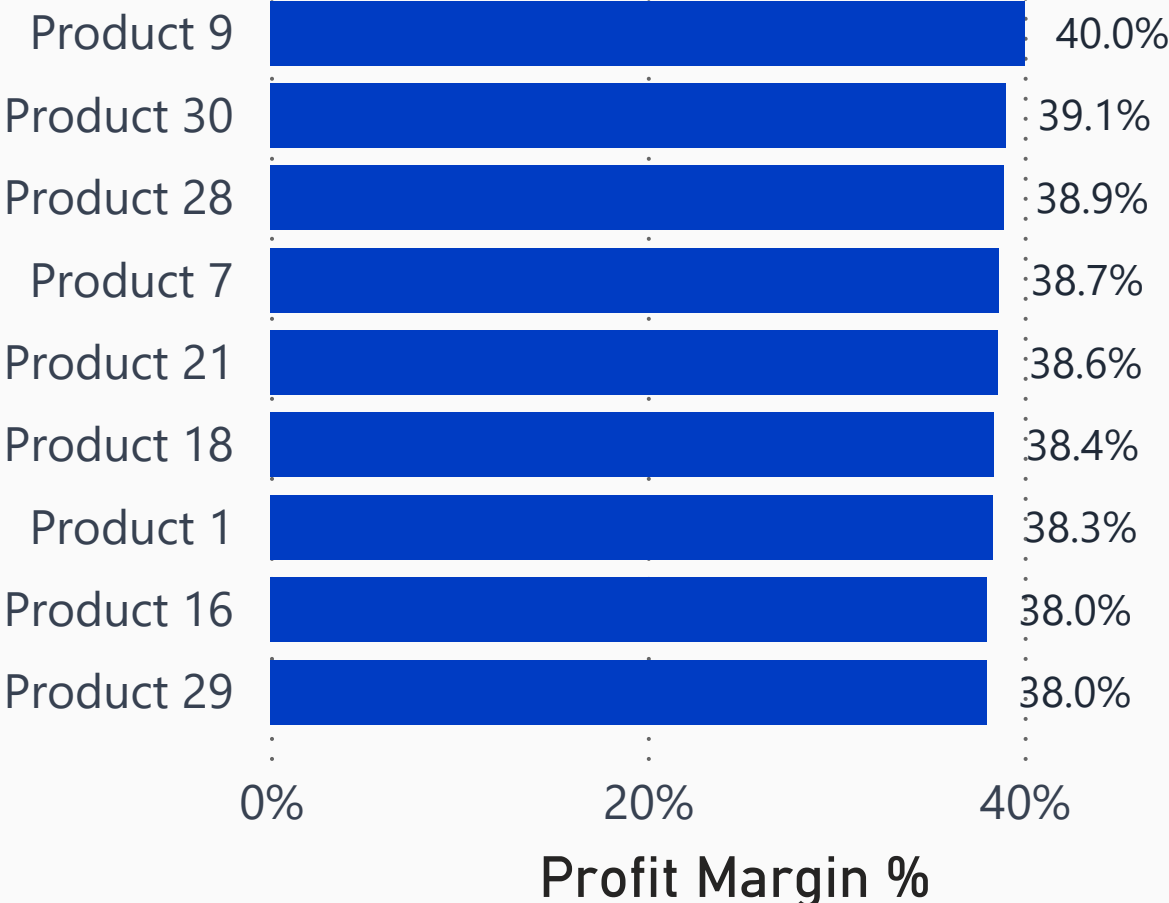
Strategic Product Positioning: Revenue vs. Profitability

Channel Power Play: Where the Revenue Comes From

● Wholesale ● Distributor ● Export

- $180.63M (14.61%)
- $387.1... (31.3...)
- $668.2M (54.06%)

Profit Pipeline by Channel: Who's Really Paying Off?

● Wholesale ● Distributor ● Export

- $68.65M (14.87%)
- $145.7... (31.5...)
- $247.3... (53.5...)
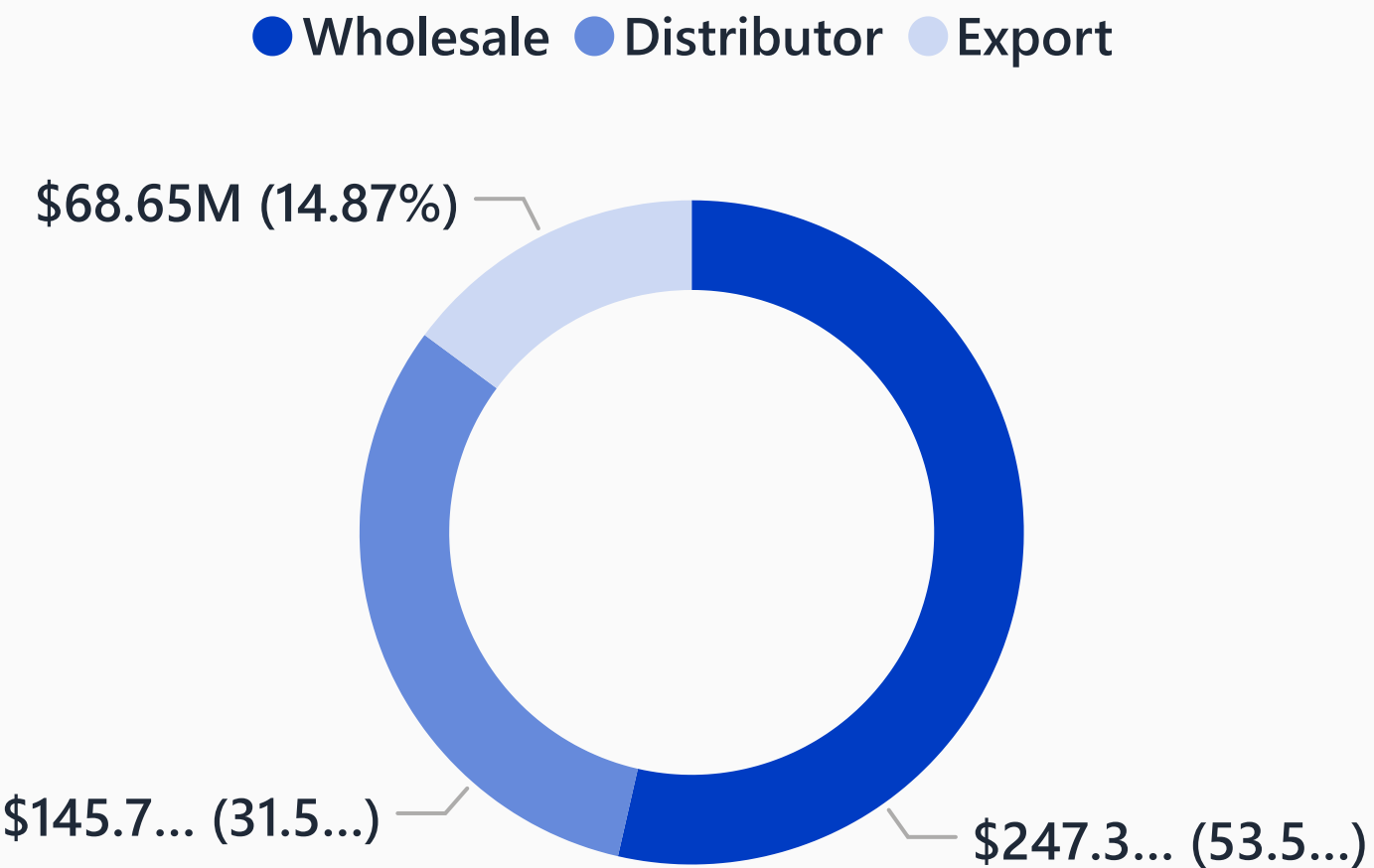
Profit Margin % by channel

● Export ● Distributor ● Wholesale

- 37.02% (32.85%)
- 38.01% (33.73%)
- 37.65% (33.42%)

Designed by: Vaibhav S. Kharate
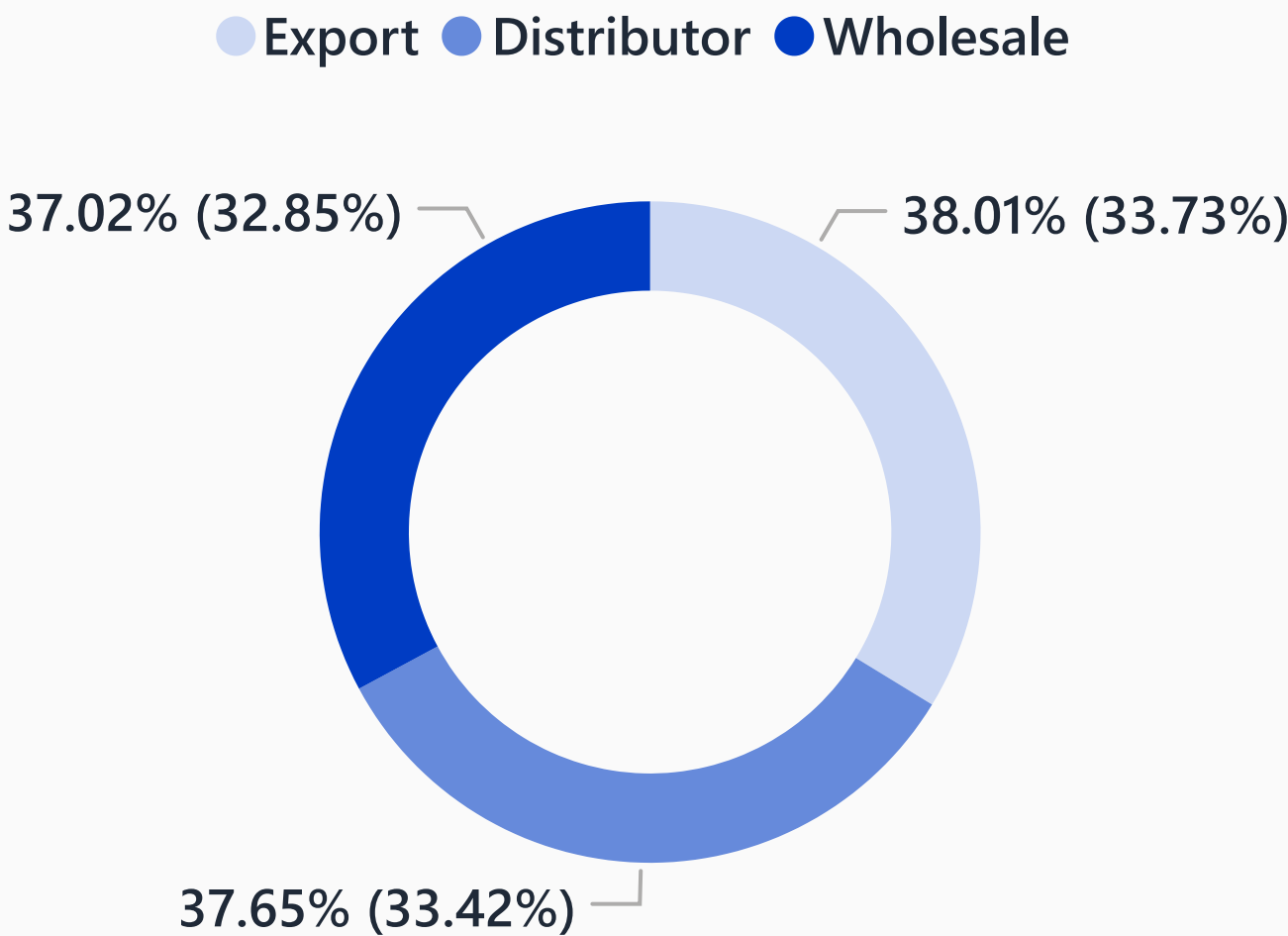
GLOBAL SALES PERFORMANCE

Geographic and Customer Insights

Tools

Overview & Trends

Products & Channel

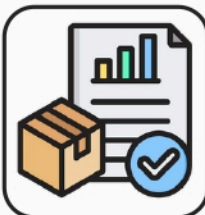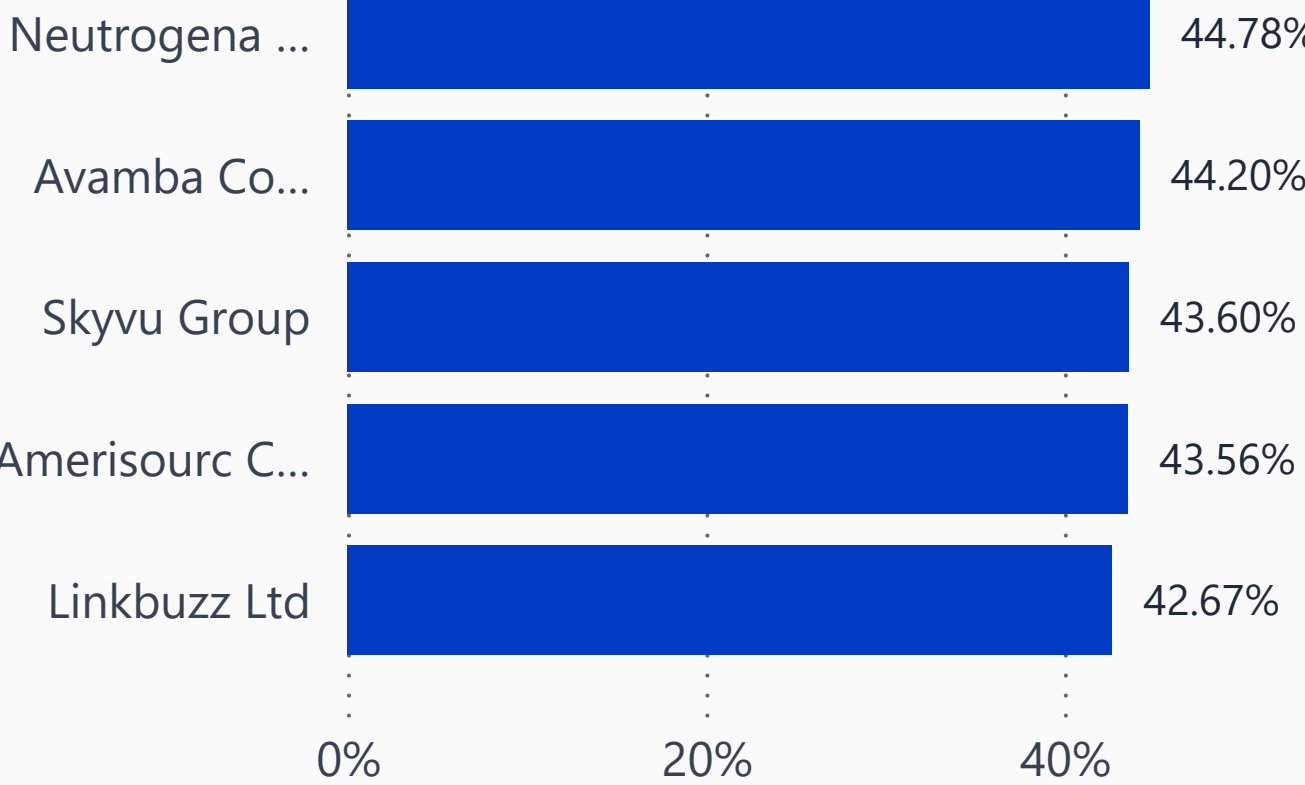**Customer Insights**
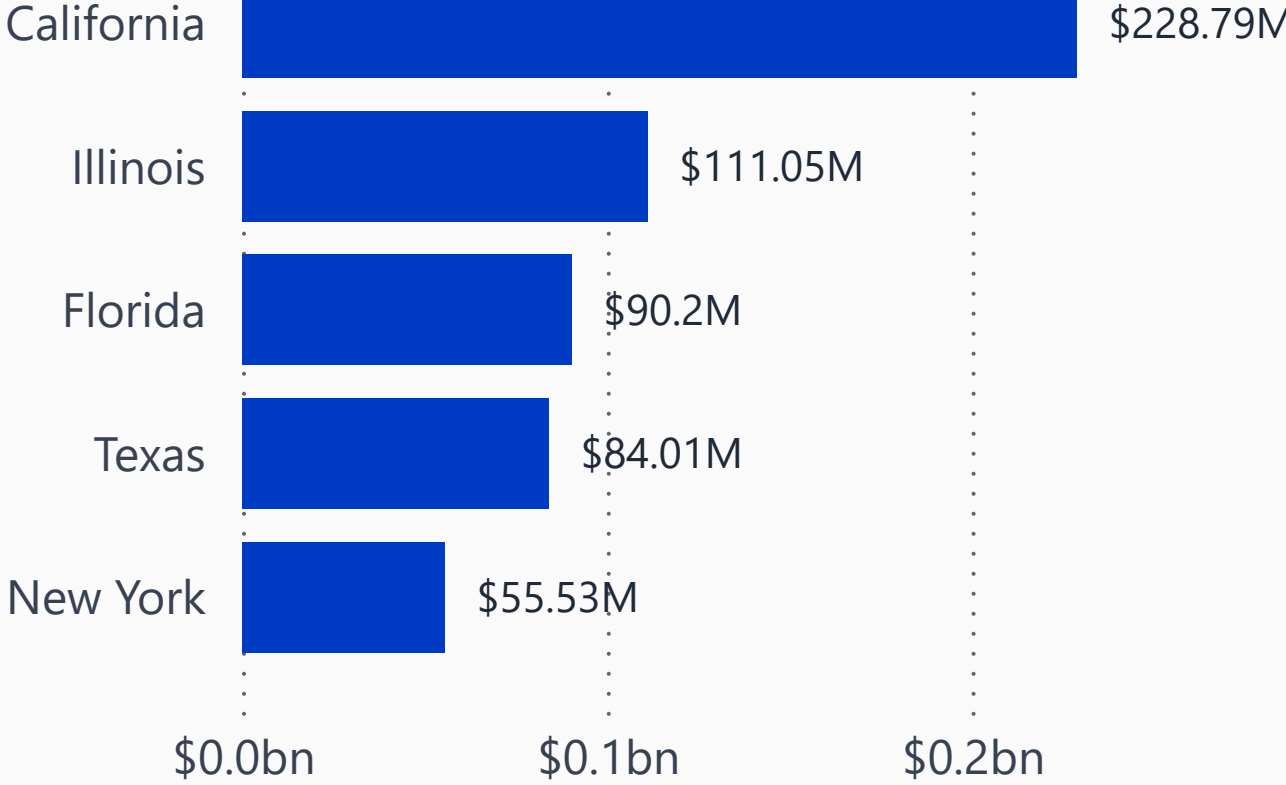
Summary Reports

Top 5 Customers by Revenue

Top 5 | Buttom 5

Customer	Total Revenue
Aibox Comp...	$13M
State Ltd	$12M
Pixoboo Corp	$11M
Organon Corp	$11M
Realbuzz Ltd	$11M

Top 5 Customers by Revenue

Customer	Profit Margin %
Neutrogena ...	44.78%
Avamba Co...	44.20%
Skyvu Group	43.60%
Amerisourc C...	43.56%
Linkbuzz Ltd	42.67%

Top 5 States by Revenue

State	Total Revenue
California	$228.79M
Illinois	$111.05M
Florida	$90.2M
Texas	$84.01M
New York	$55.53M

Total Profit by States and Region

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Microsoft Bing

Profit Margin % by Region

● Midwest ● West ● South ● Northeast

- Northeast 37.07% (25%)
- Midwest 37.49% (25%)
- West 37.42% (25%)
- South 37.35% (25%)

Total Revenue by Region

● West ● South ● Midwest ● Northeast

- Northeast $208.4M
- West $372.1M
- South $335.1M
- Midwest $320.3M

Designed by: Vaibhav S. Kharate
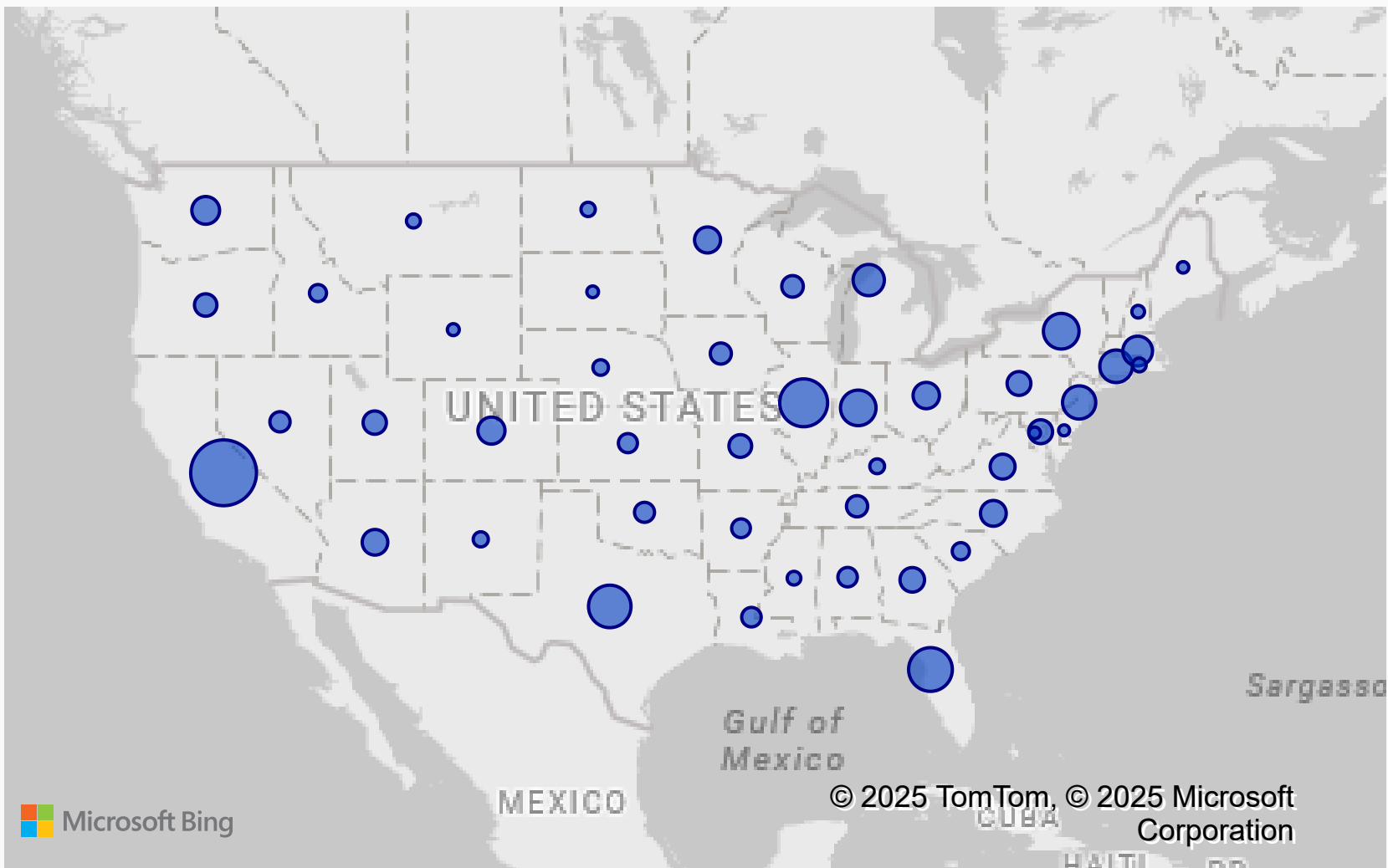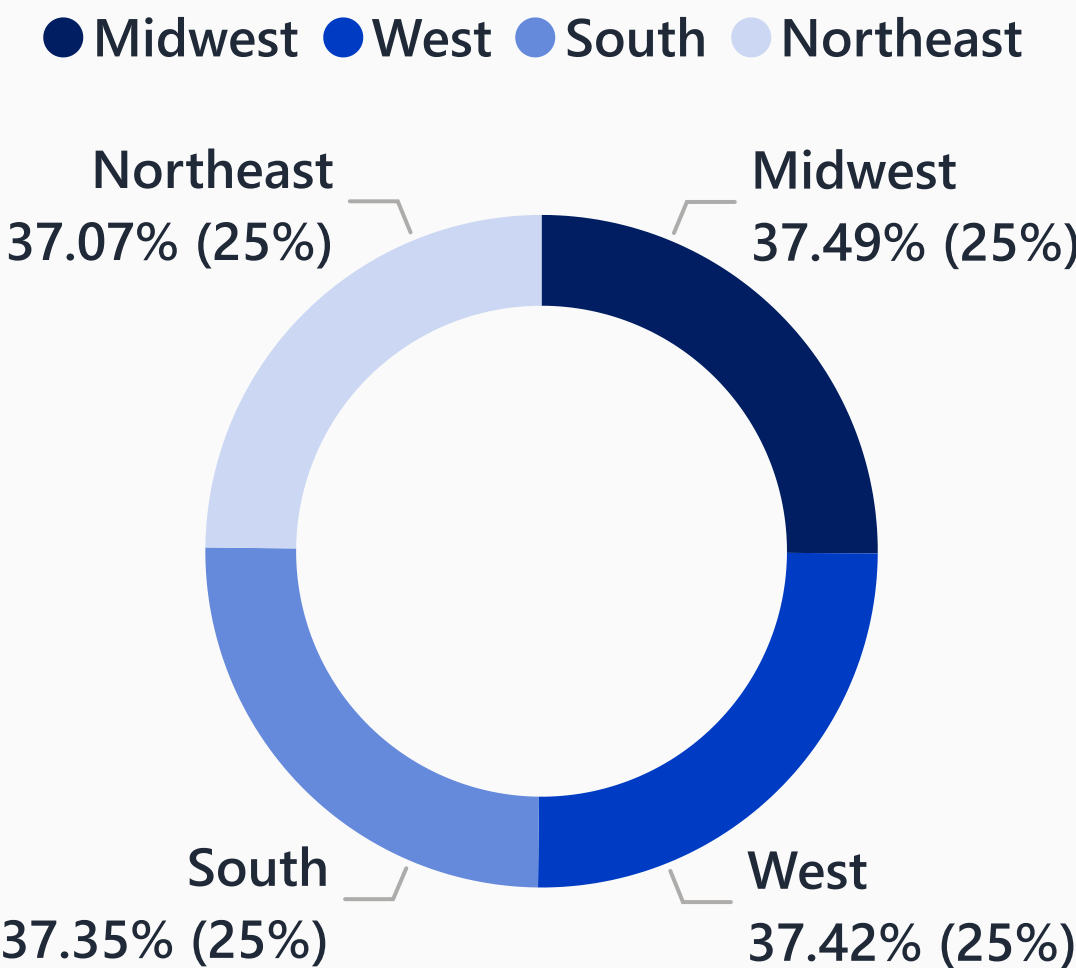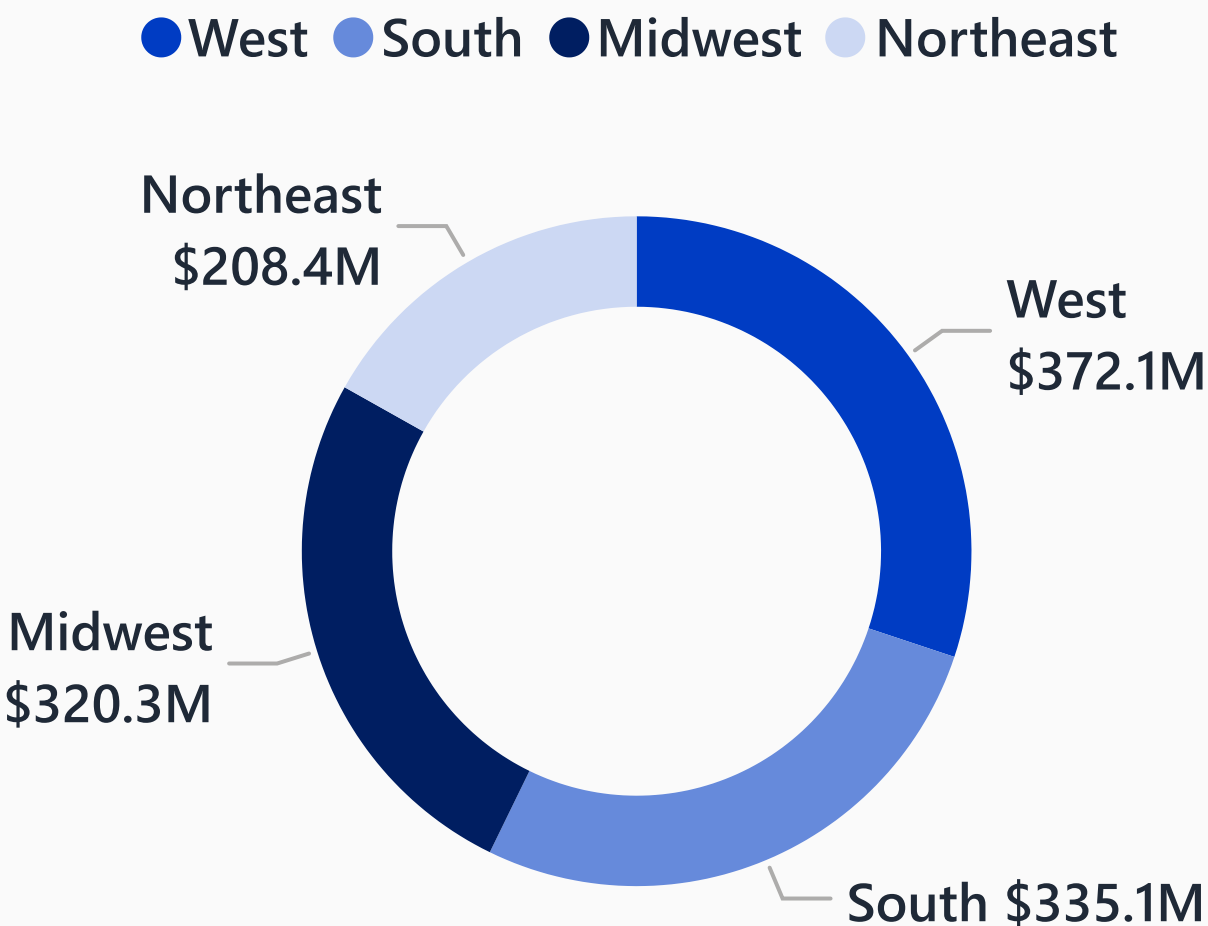
GLOBAL SALES PERFORMANCE
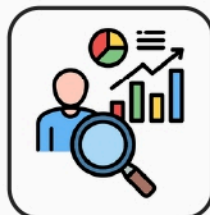## Summary Reports

Tools

Overview & Trends
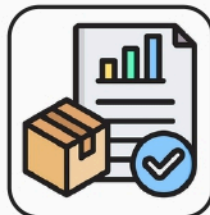
Products & Channel

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Summary Reports

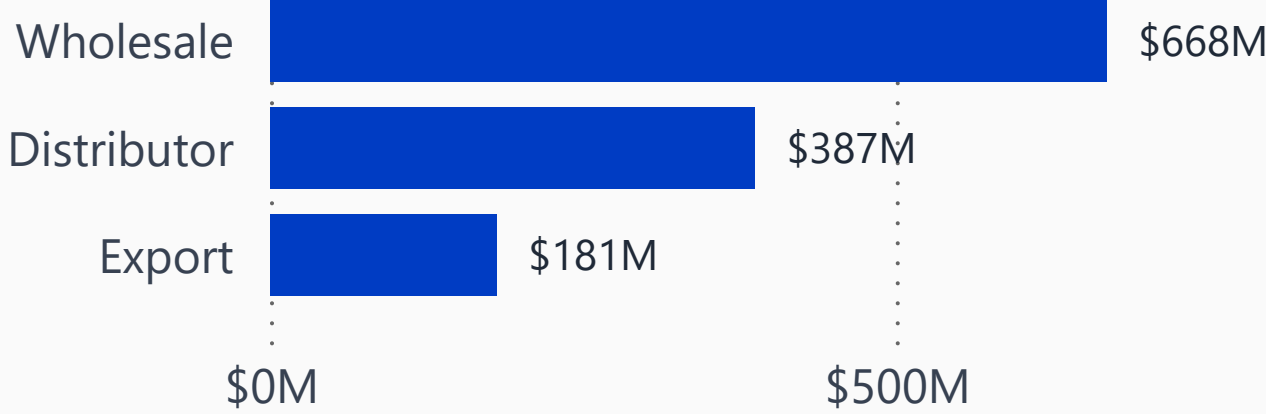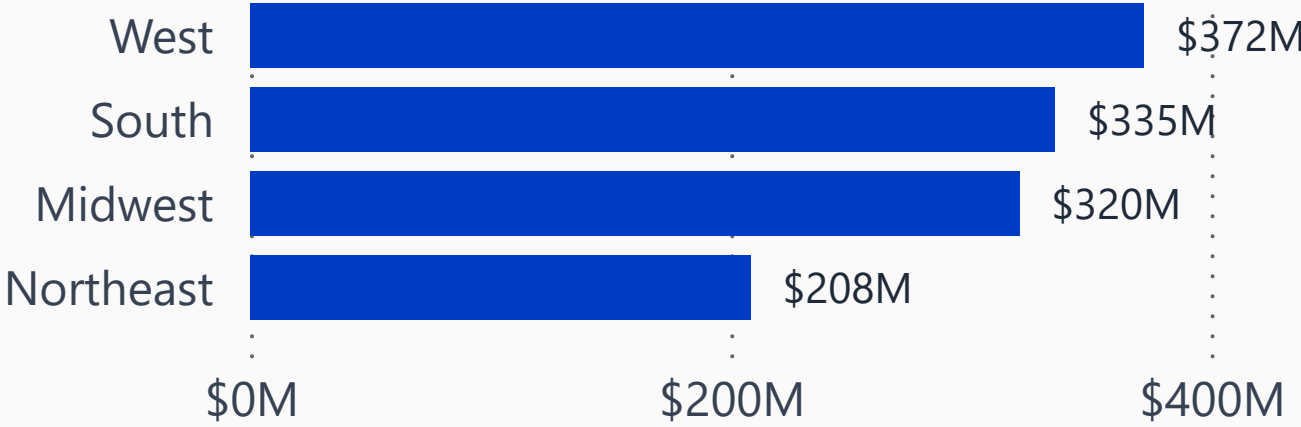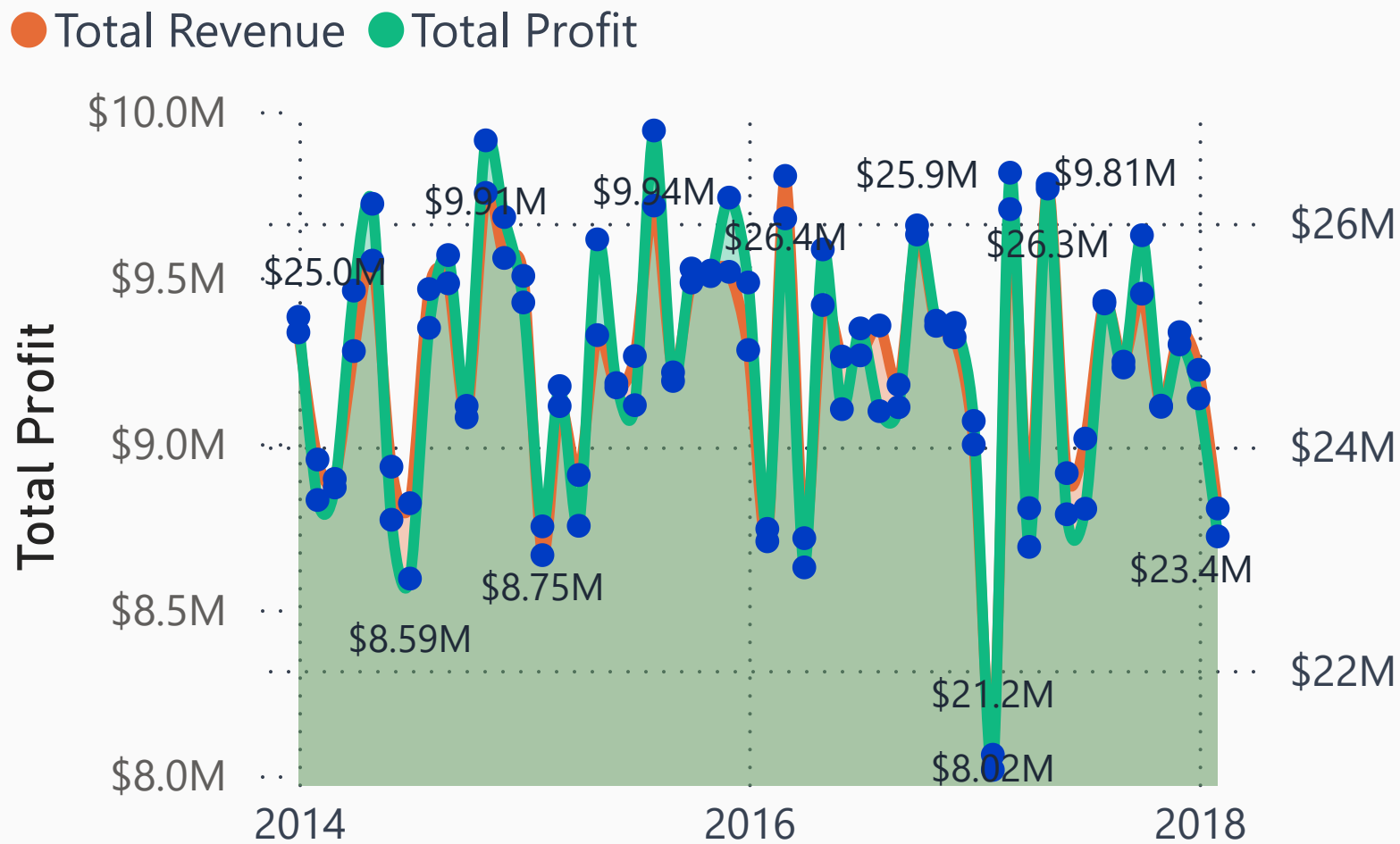| $1.24bn Total Revenue	$461.8M Total Profit	$7.1M Average Revenue per...	$19.3K Average Order Value	100.00 Repeat Purchasers	4 States >5% Revenue

Total Revenue by channel

- Wholesale — $668M
- Distributor — $387M
- Export — $181M

($0M ... $500M)

Total Revenue by us_region

- West — $372M
- South — $335M
- Midwest — $320M
- Northeast — $208M

($0M ... $200M ... $400M)

Total Revenue by product_name

- Product 26 — $117M
- Product 25 — $109M
- Product 13 — $78M
- Product 14 — $75M

($0M ... $50M ... $100M)

Total Revenue and Total Profit by order_month

● Total Revenue ● Total Profit

$25.0M, $9.91M, $9.94M, $26.4M, $25.9M, $9.81M, $26.3M, $8.75M, $8.59M, $21.2M, $8.02M, $23.4M

(2014 ... 2016 ... 2018)

Total Profit: $8.0M – $10.0M
Total Revenue: $22M – $26M

Total Revenue by quantity

- 12 — $196M
- 11 — $215M
- 10 — $167M
- 9 — $172M
- 8 — ...
- 7 — ...
- 6 — ...
- — $93M

($0M ... $100M ... $200M)
Total Revenue
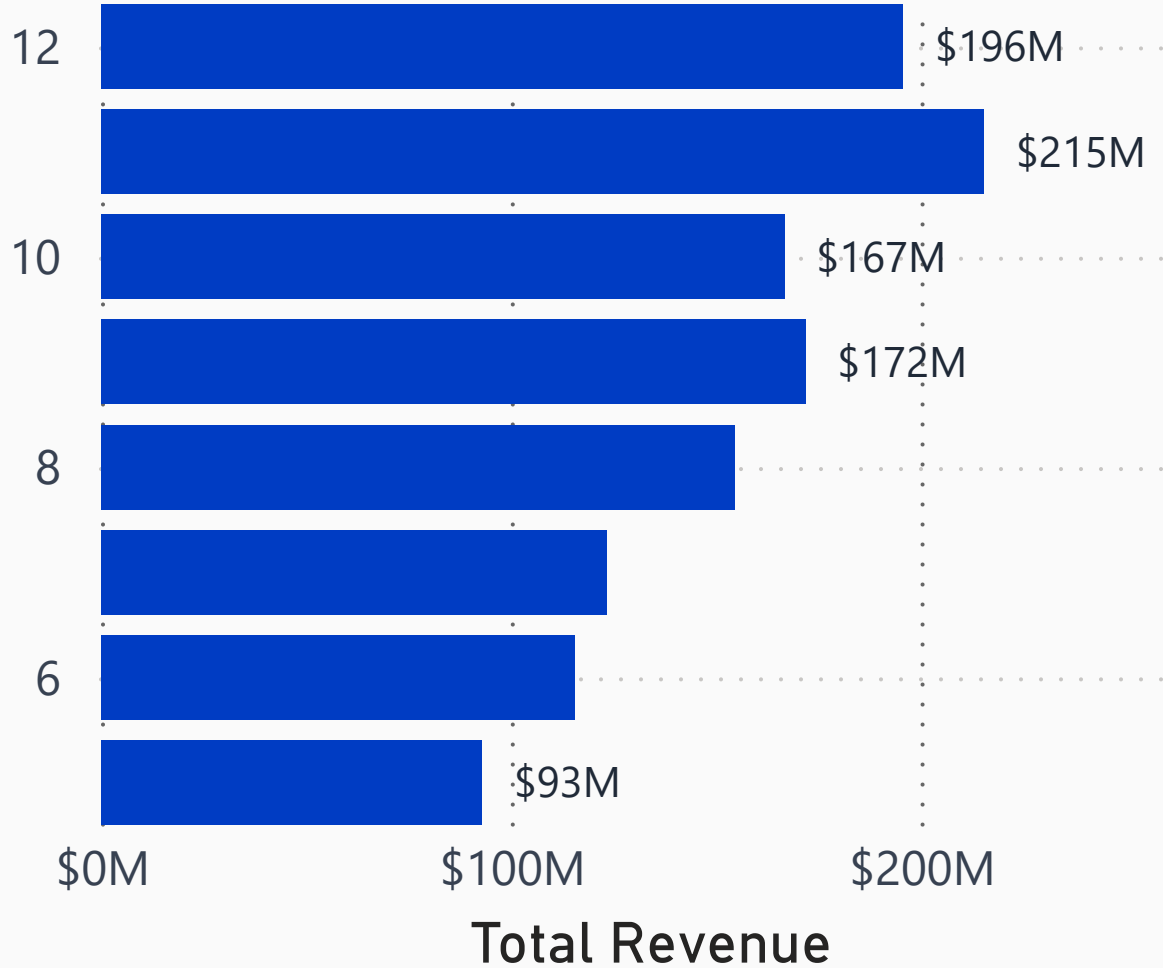
Top Performing Regions by Revenue

- California — $229M
- Illinois — $111M
- Florida — $90M
- Texas — $84M
- New York — $56M
- Indiana — $55M
- New Jersey — $47M
- Connecticut — $44M
- Michigan — $39M

($0M ... $200M)
Number of Orders