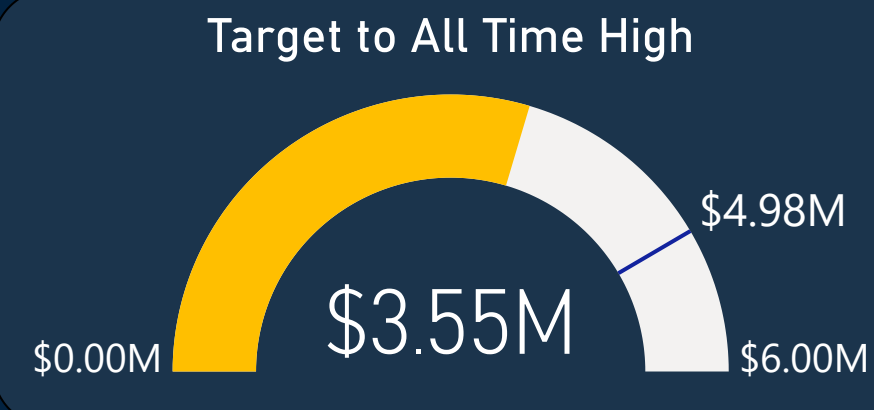




2019



Total Sales

\$3.55M

-28.77% ▼

Total Profit

\$1.98M

-29.09% ▼

Unique Customer

1697

-27.17% ▼

Total Customer

1795

-24.04% ▼

Year

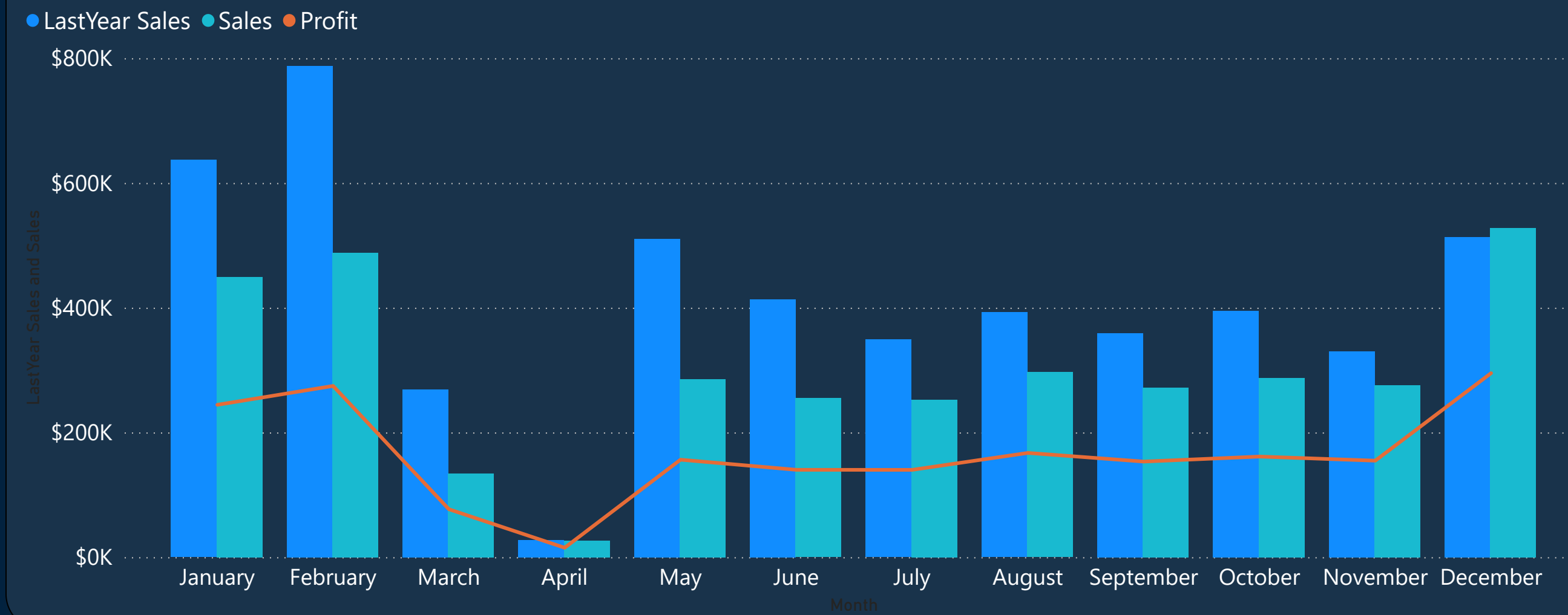
2017

2018

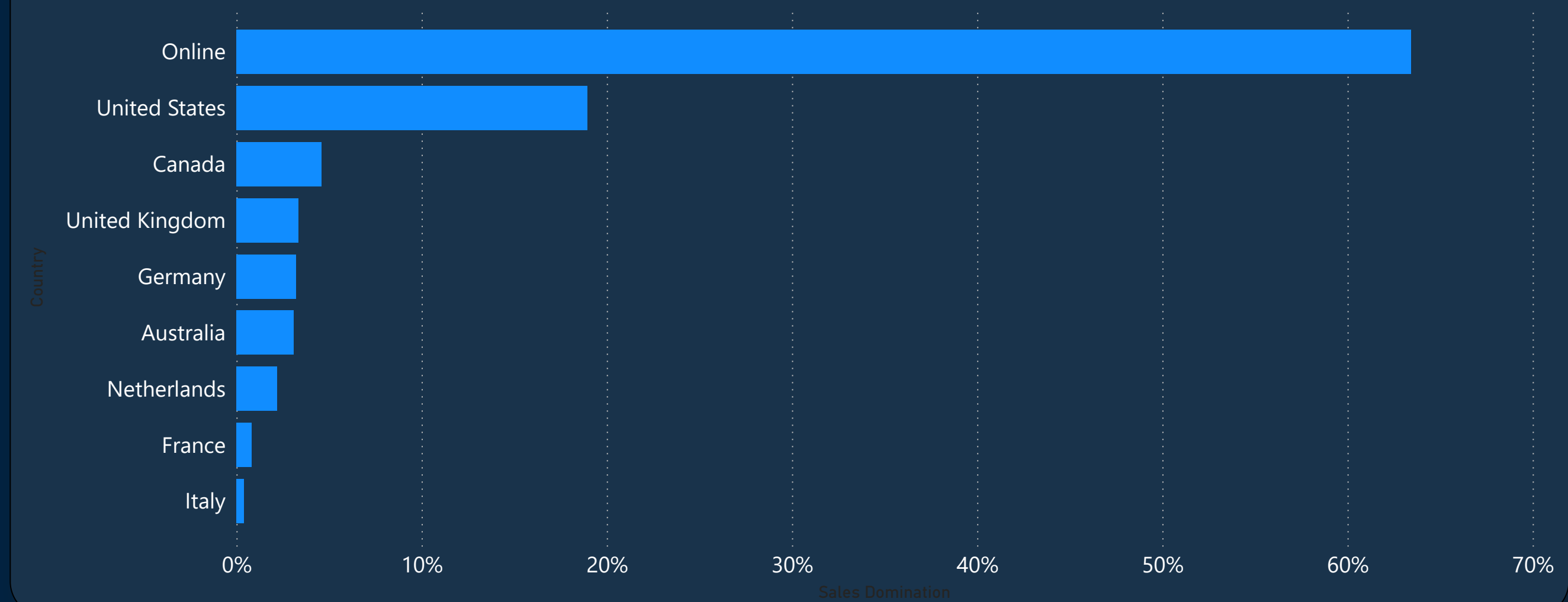
2019

2020

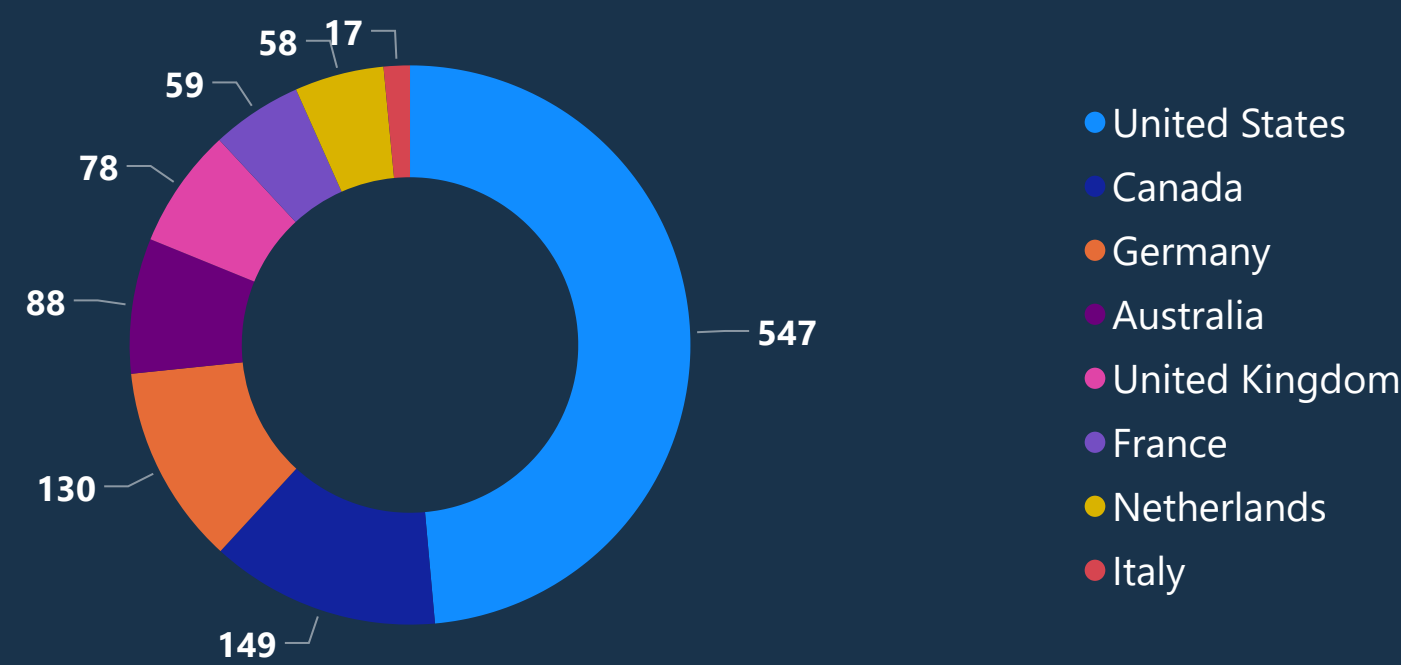
LastYear Sales, Sales and Profit by Month



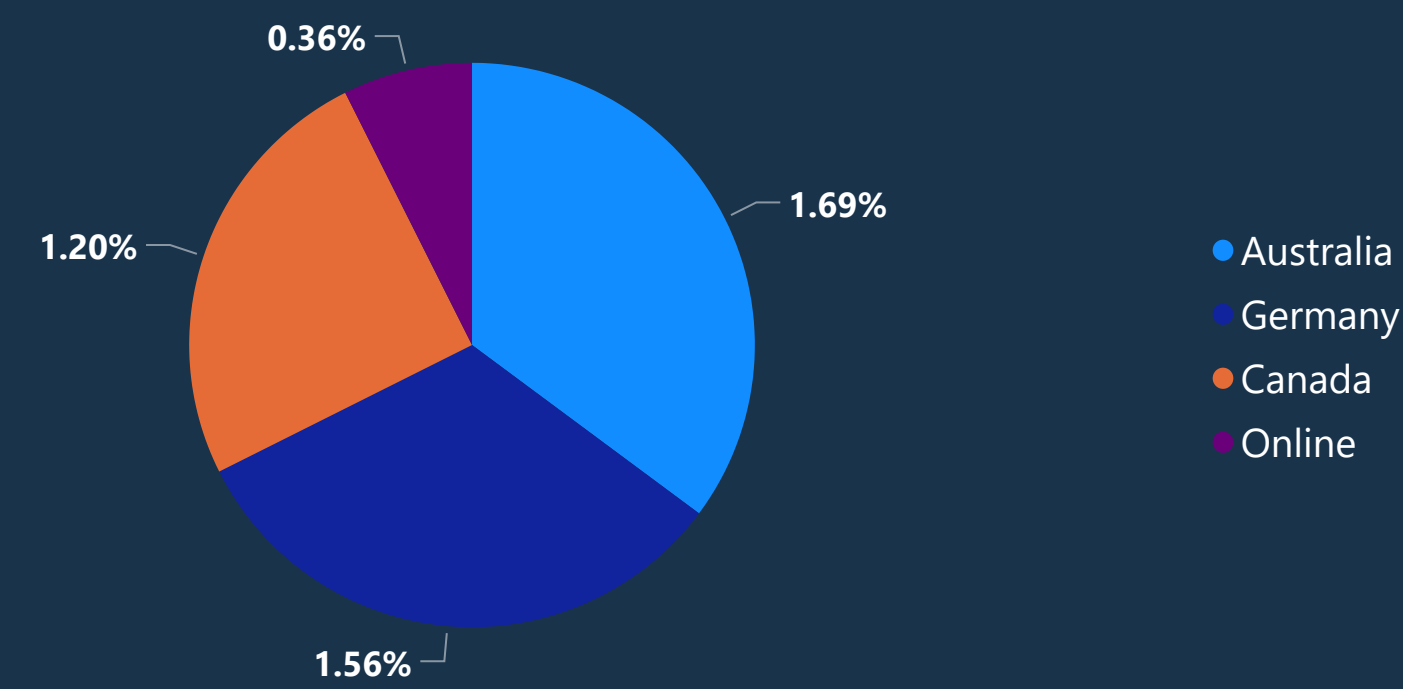
Sales By Store Country



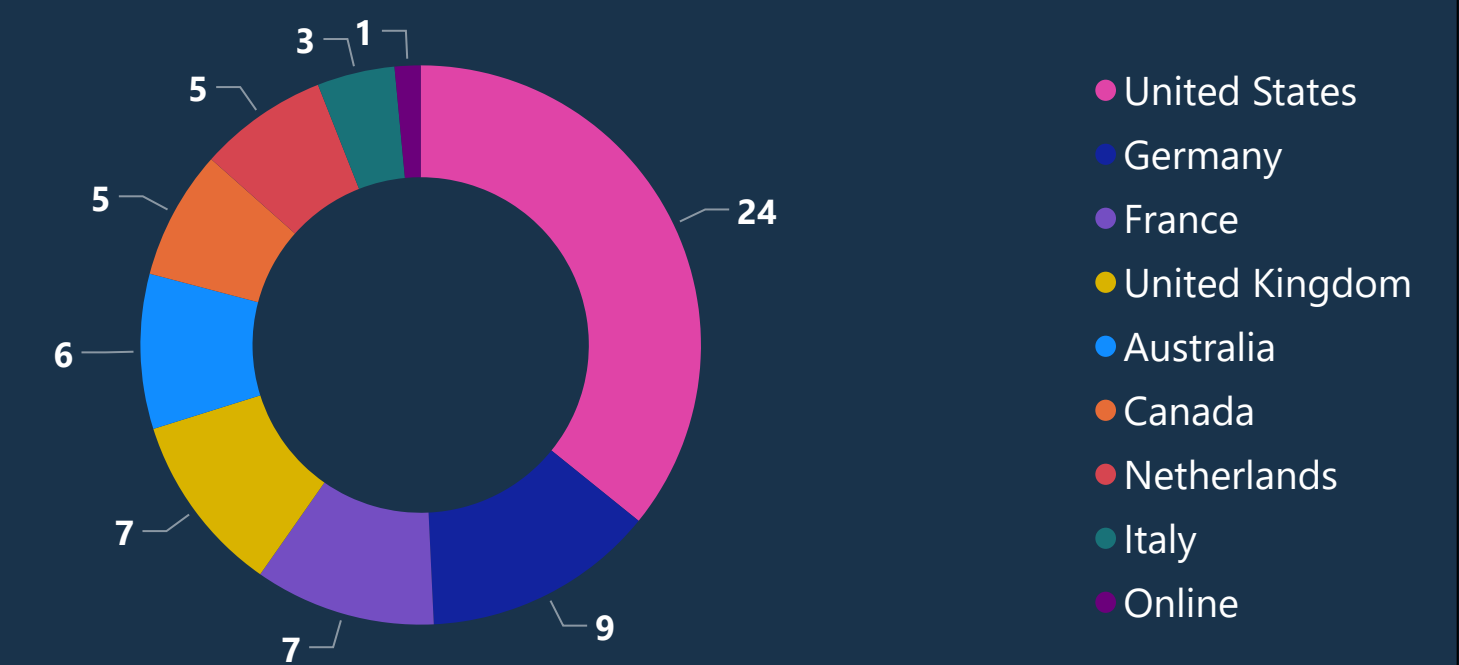
Online store customer order count by country



Customer buy more than once by country



Total stores



Delivery days by online store

Country	1	2	3	5	7	10
Australia	18.18%	43.18%	67.05%	97.73%	100.00%	
Canada	20.13%	45.64%	73.15%	94.63%	99.33%	100.00%
France	20.34%	45.76%	74.58%	93.22%	98.31%	100.00%
Germany	14.62%	41.54%	67.69%	93.85%	100.00%	
Italy	23.53%	41.18%	64.71%	94.12%	100.00%	
Netherlands	18.97%	46.55%	65.52%	94.83%	100.00%	
United Kingdom	11.54%	48.72%	69.23%	94.87%	100.00%	
United States	13.35%	41.68%	69.10%	97.07%	100.00%	
Total	15.45%	43.25%	69.36%	95.91%	99.82%	100.00%

Most sold product

Category	Rank	Sales Amount	Profit Amount	%profit
Computers	1	\$1,290,782.31	\$718,810.048	55.69%
Home Appliances	2	\$645,841.52	\$357,861.653	55.41%
Cell phones	3	\$631,763.92	\$342,298.8803	54.18%
TV and Video	4	\$403,851.45	\$228,633.3045	56.61%
Music, Movies and Audio Books	5	\$234,684.64	\$137,426.747	58.56%
Cameras and camcorders	6	\$231,322.53	\$133,446.7616	57.69%
Audio	7	\$80,434.00	\$44,446.9939	55.26%
Games and Toys	8	\$31,514.39	\$16,043.675	50.91%
Total		\$3,550,194.76	\$1,978,968.0633	55.74%

Most sold product by age category

Category	Adult	Old	Young
TV and Video	38.31%	50.07%	11.62%
Music, Movies and Audio Books	34.35%	54.96%	10.69%
Home Appliances	34.18%	58.88%	6.94%
Games and Toys	36.56%	55.34%	8.10%
Computers	36.61%	51.50%	11.89%
Cell phones	36.97%	52.40%	10.63%
Cameras and camcorders	40.76%	52.83%	6.41%
Audio	47.06%	41.12%	11.82%
Total	36.78%	52.95%	10.26%