

# Detailed Analysis Over Supply Chain Management



# Navigating the Financial Landscape

Total Sales

36.78M

Total Sales over the last year: 💰 reflecting its overall sales performance

Item Profit ratio

0.12

Item Profit Ratio: 💎 Item-Level Profitability

Number of Orders

180.5k<sup>141.2</sup>  
Avg Product Price

Number of Products and Avg Product Price: 📊 Product Catalog Overview

Product Profit Aggregation

3.97M

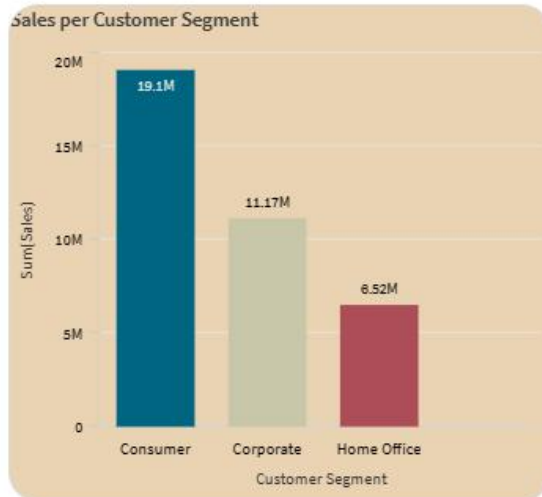
Profit Product Aggregation: 🔑 Profitability Insights

Sales Per Customer

183.1

Sales per Customer: 💡 Customer Value Measurement

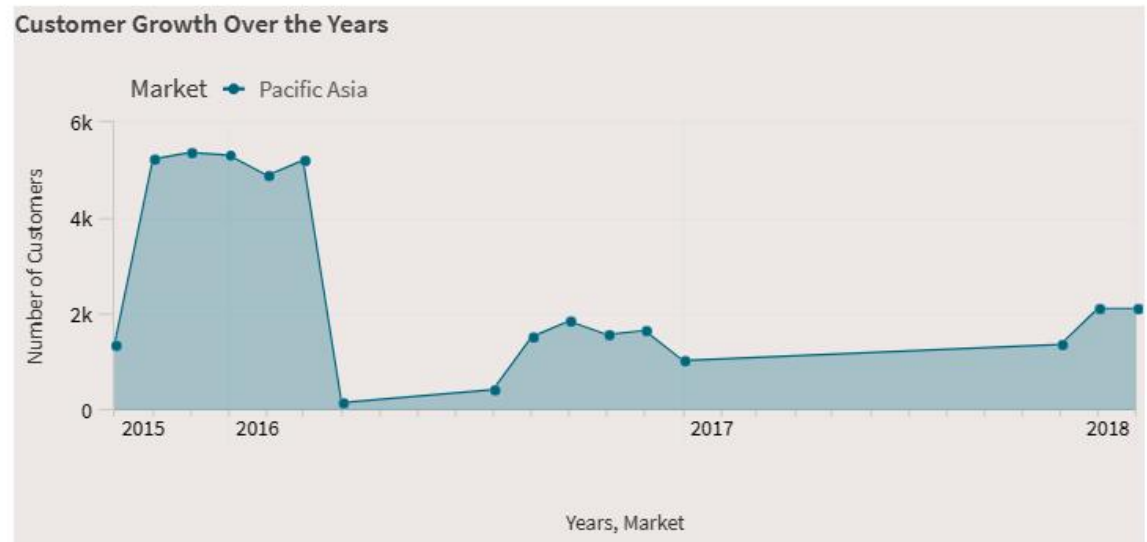




The **consumer segment** has the highest average **sales**, followed by the corporate and home office segments. This implies that the company should concentrate its marketing and sales efforts on the consumer market.

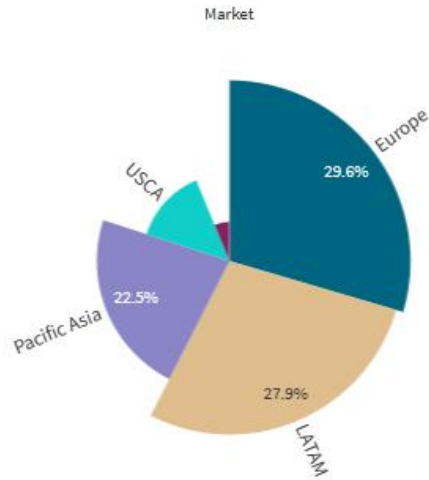
## Growth of New Customers over the Years:

- Decline in new customers in PACIFICASIA
- **Problem: Inefficient delivery routes.**



## Global Markets

Market Europe LATAM Pacific Asia USCA Africa



Global markets enlarges the horizon over Europe and LATAM

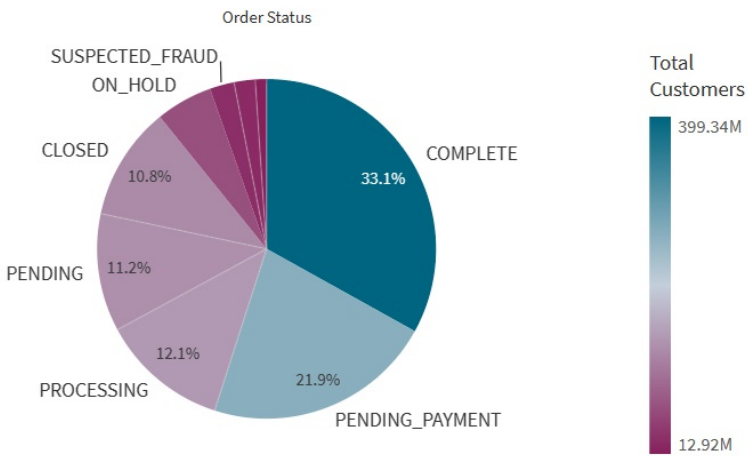
The most expensive shipping method is **same-day delivery** across all regions. While there are some areas where Second Class is less expensive, Standard Class is generally the least expensive.

## Comparison Over Market Overview



Order Analysis

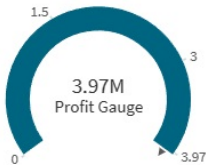
Order Status Distribution



Item Profit ratio

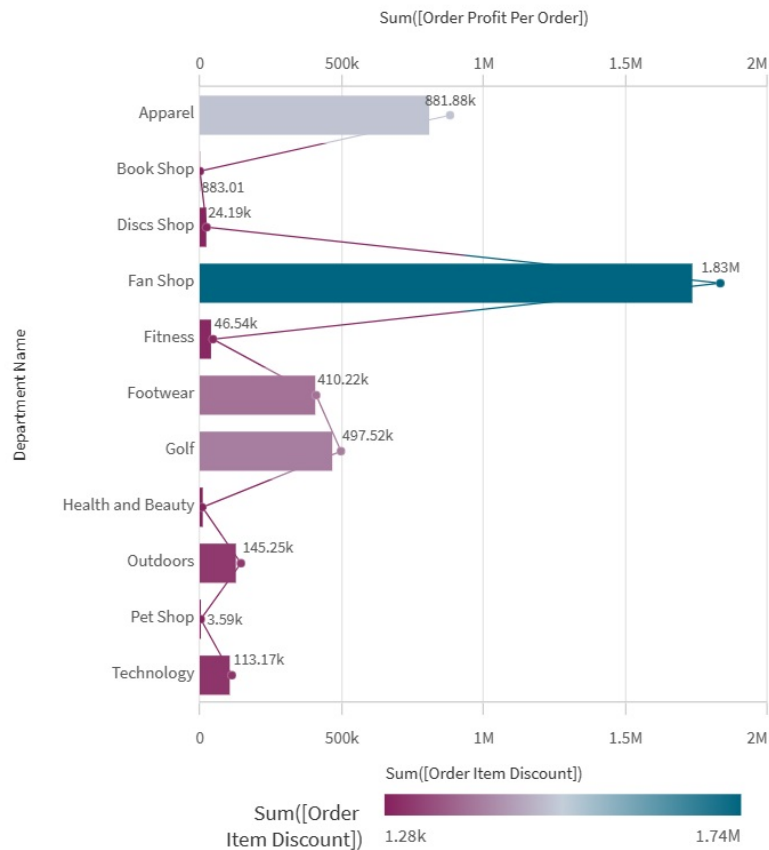
0.12

Significance of Order Profits



Refresh

Historical Sales Trend by Product Category



Discount Impact

