

SALES PERFORMANCE 2010 - 2016

Total Sales in USD

\$12.35bn

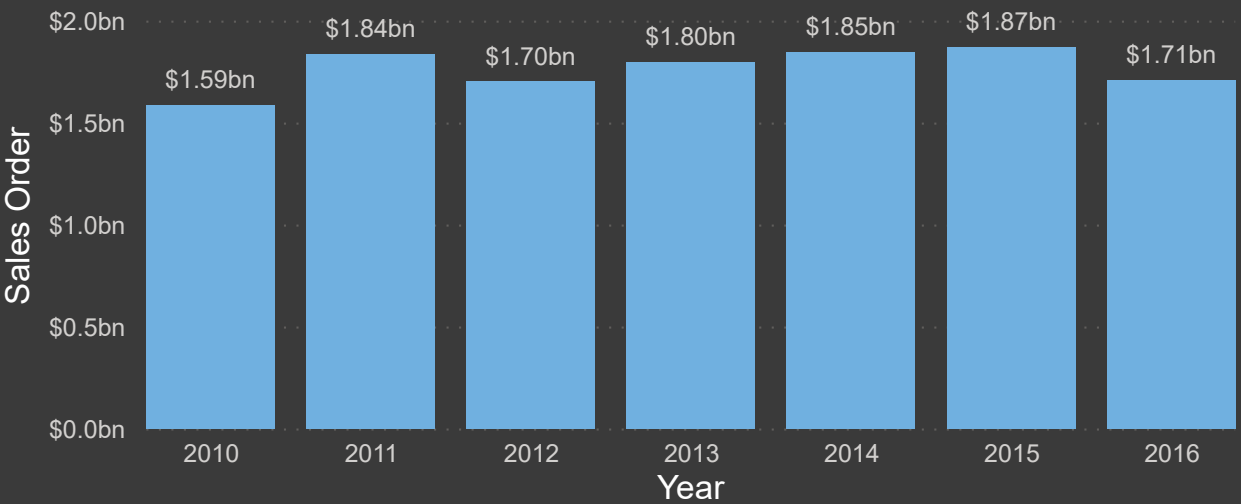
Total Sales Order

Profit Margin

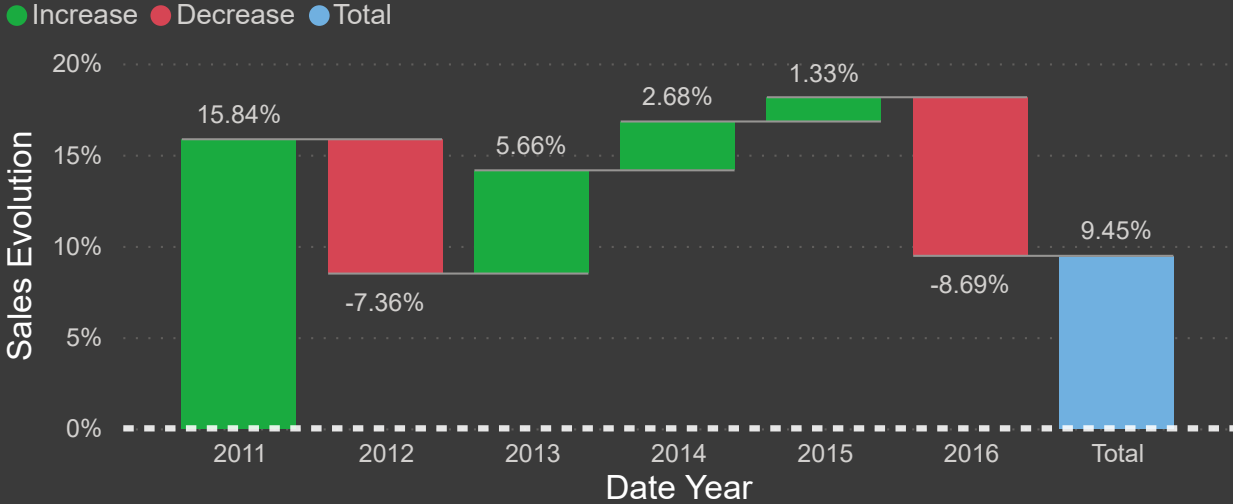
34.55%

Profit %

Sales Order by year



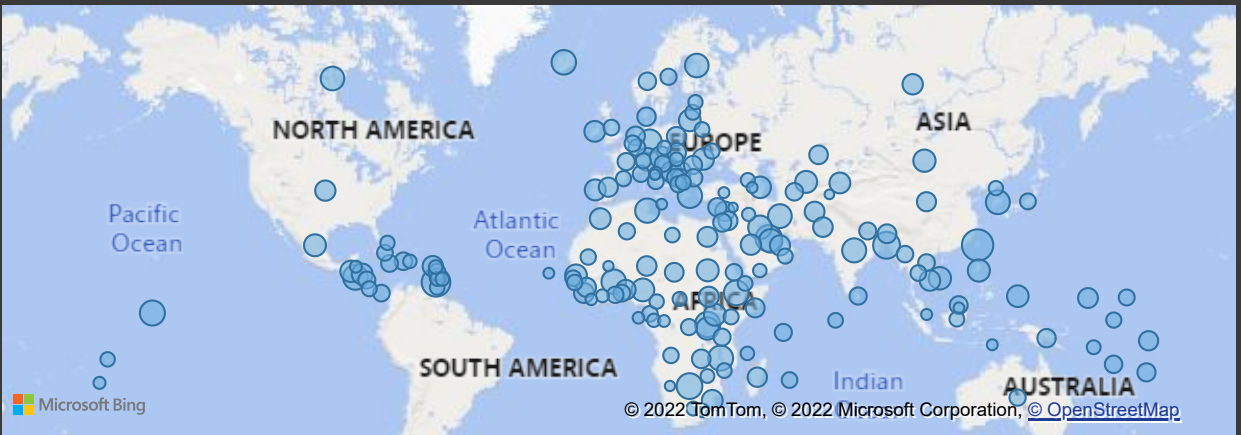
Sales Evolution by year



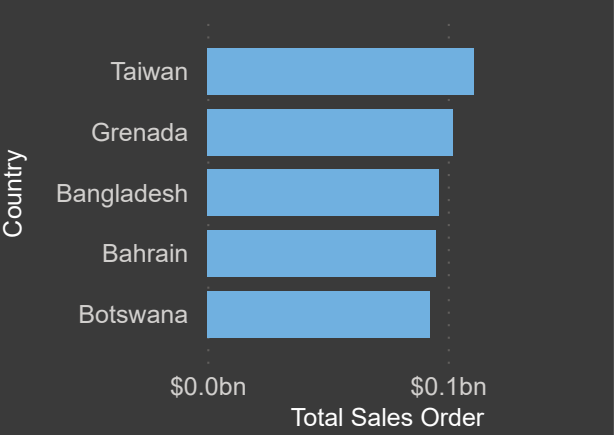
Regions

- ☐ Asia
- ☐ Australia and Oceania
- ☐ Central America and the C...
- ☐ Europe
- ☐ Middle East and North Africa
- ☐ North America
- ☐ Sub-Saharan Africa

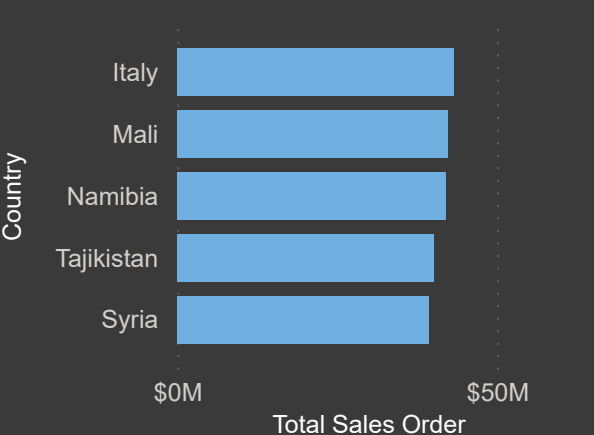
Sales Order by country



Top 5 countries by Sales Order



Least 5 countries by Sales Order



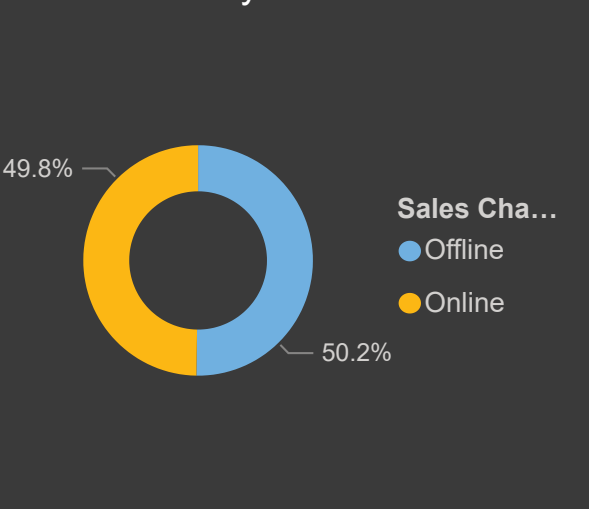
Insights

- The revenue growth of the company was just **9.5%** over 6 years.
- About 50% of the total sales were made in 2 regions (Europe and Sub-Saharan Africa).
- The sales order of Taiwan was about 3 times that of Italy despite the fact that the population of Italy is about 2 times that of Taiwan.
- The 2 majorly sold item-types consistently across all the regions are household and office supplies.
- Clothes were the most profitable products with almost 70% profit margin.

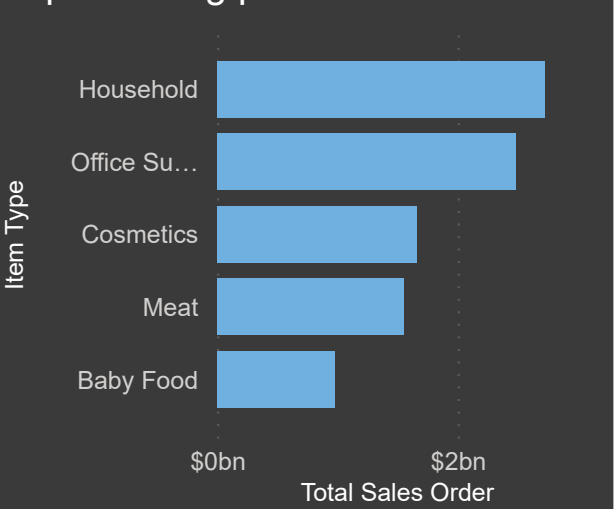
Recommendations

- There should be more geographical spread in other regions apart from Europe and Africa to generate more sales.
- Sales of clothes should be pushed more across all the regions to generate more bottom line for the company as this item type is highly profitable.
- Household and office supplies items should always be made available as these are most selling items across all the regions

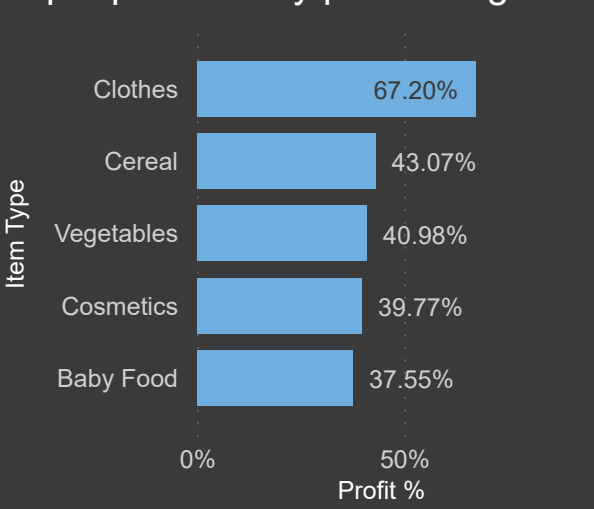
Sales Order by Sales Channel



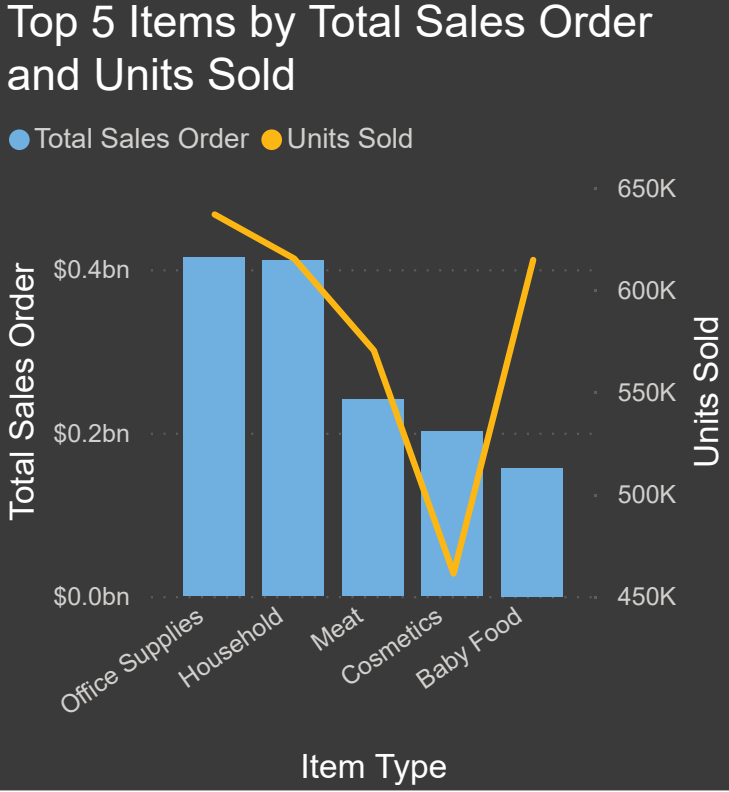
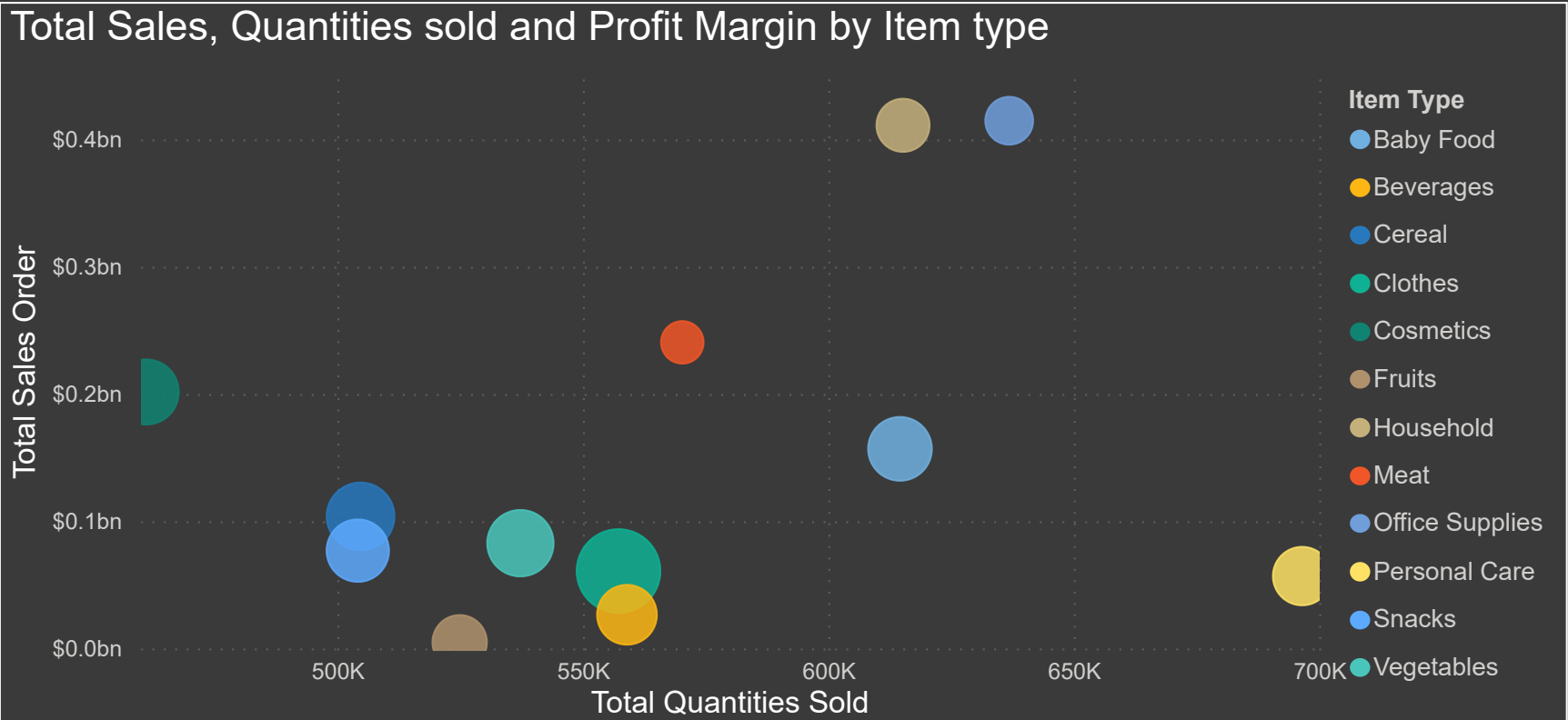
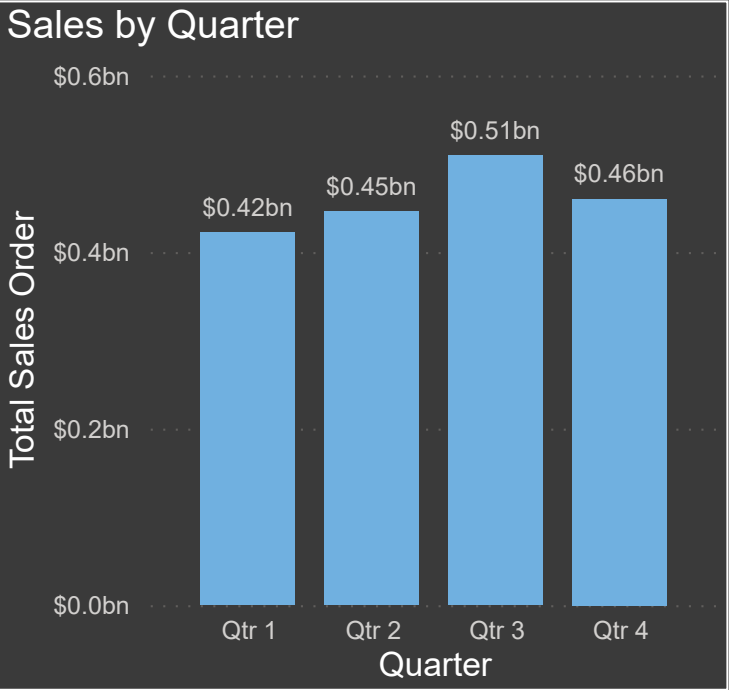
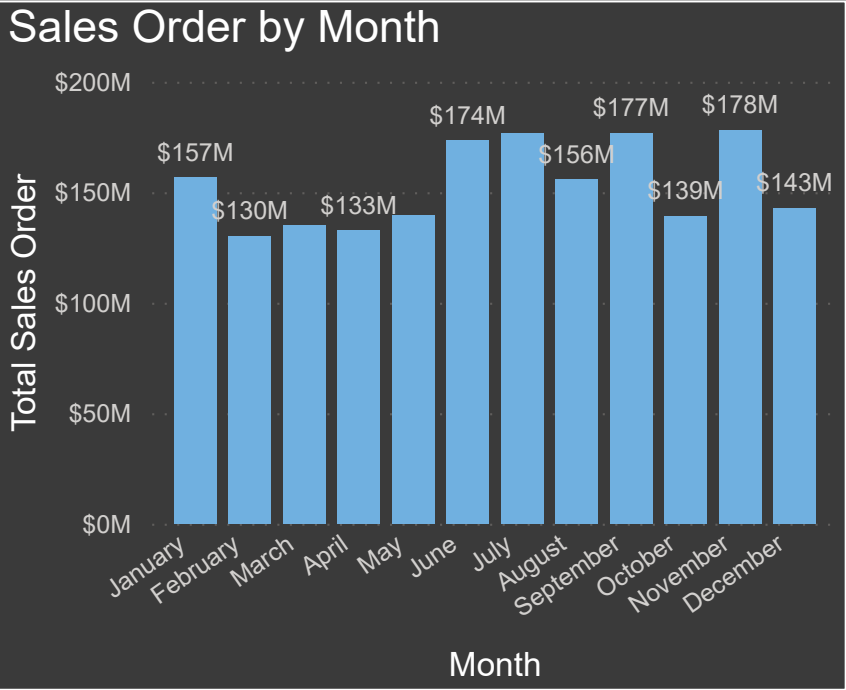
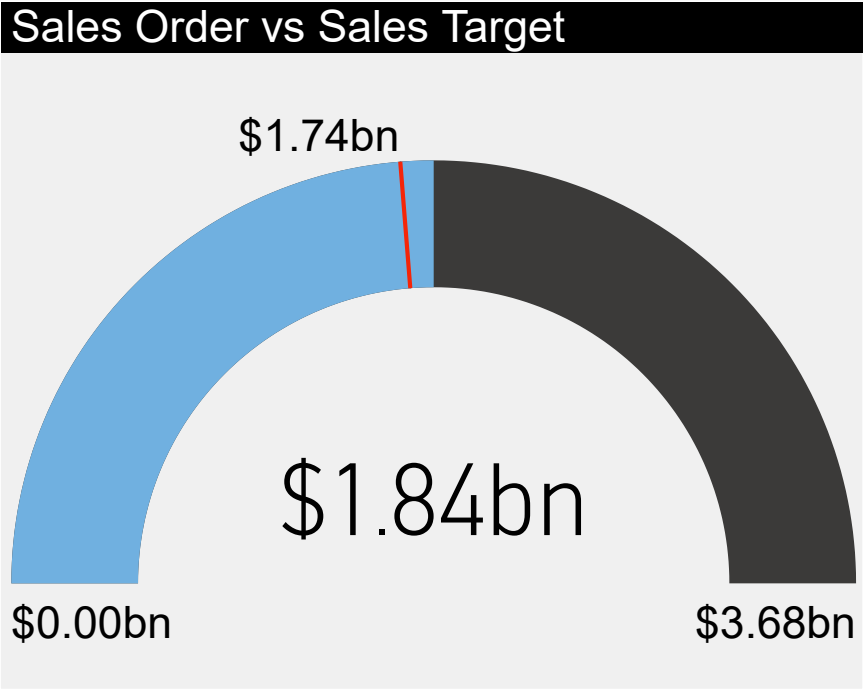
Top 5 Selling products



Top 5 products by profit margin



YEARLY SALES PERFORMANCE



- #### Regions
- ☐ Asia
 - ☐ Australia and Oceania
 - ☐ Central America and the C...
 - ☐ Europe
 - ☐ Middle East and North Africa
 - ☐ North America
 - ☐ Sub-Saharan Africa

- #### Countries
- ☐ Afghanistan
 - ☐ Albania
 - ☐ Algeria
 - ☐ Andorra
 - ☐ Angola
 - ☐ Antigua and Barbuda
 - ☐ Armenia
 - ☐ Australia
 - ☐ Austria
 - ☐ Azerbaijan
 - ☐ Bahrain
 - ☐ Bangladesh
 - ☐ Barbados
 - ☐ Belarus
 - ☐ Belgium
 - ☐ Belize
 - ☐ Benin
 - ☐ Bhutan
 - ☐ Bosnia and Herzegovina
 - ☐ Botswana

YEARLY SALES EVOLUTION

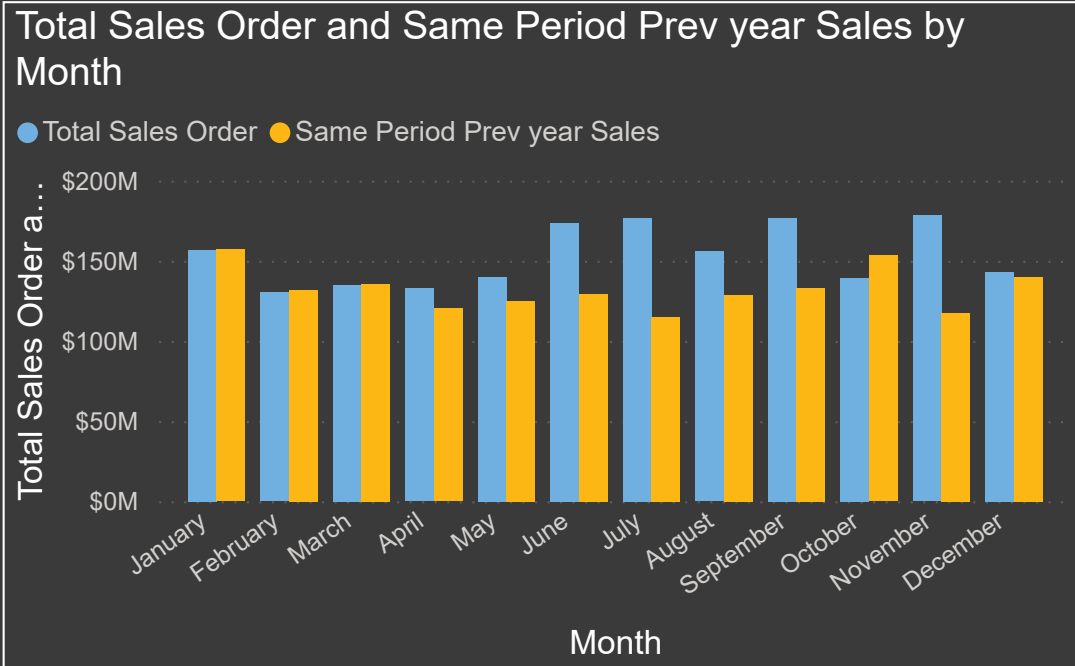
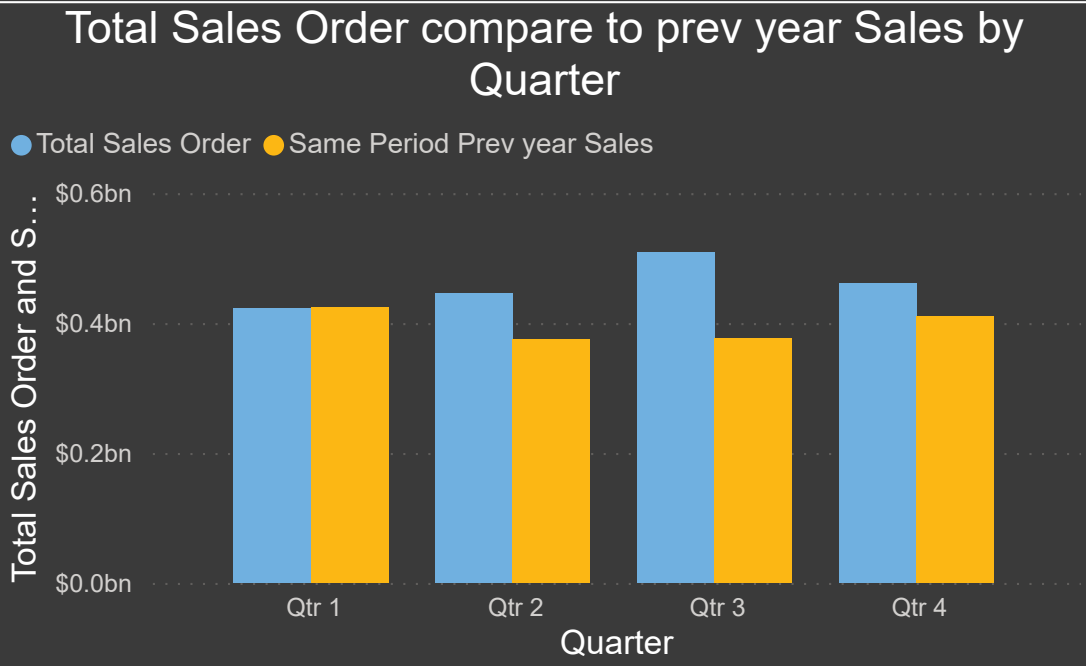
2011	2012	2013	2014	2015	2016
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Total Sales Order

\$1.84bn

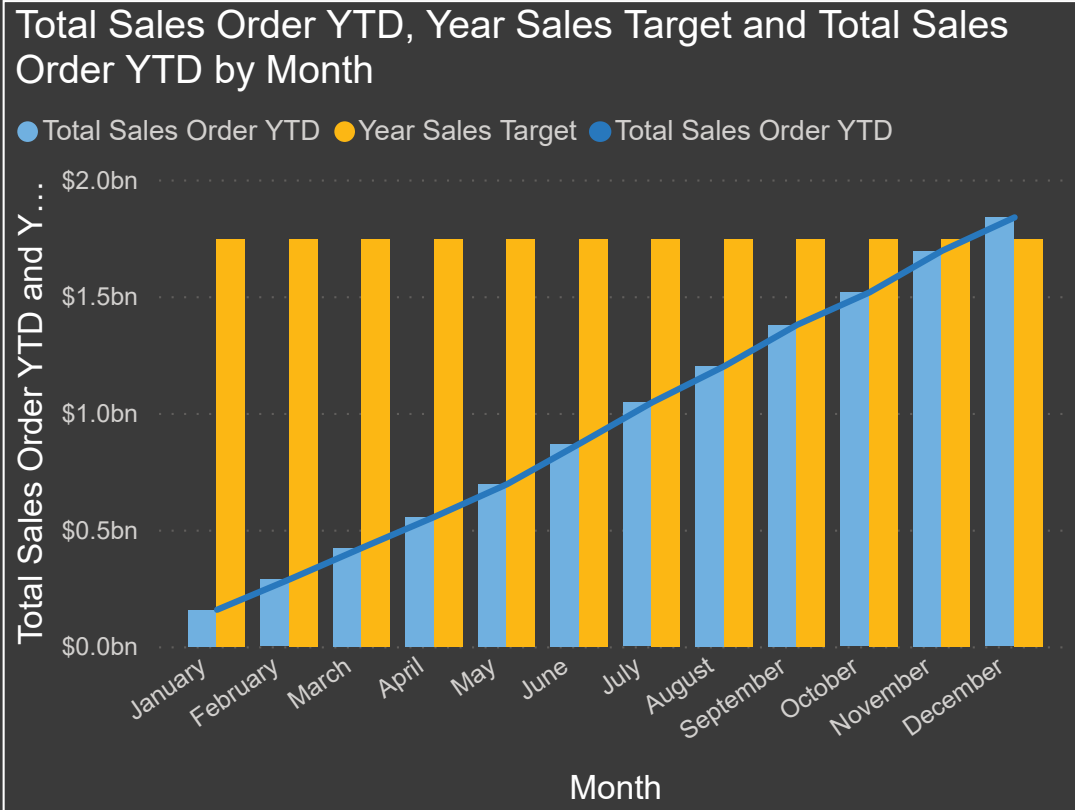
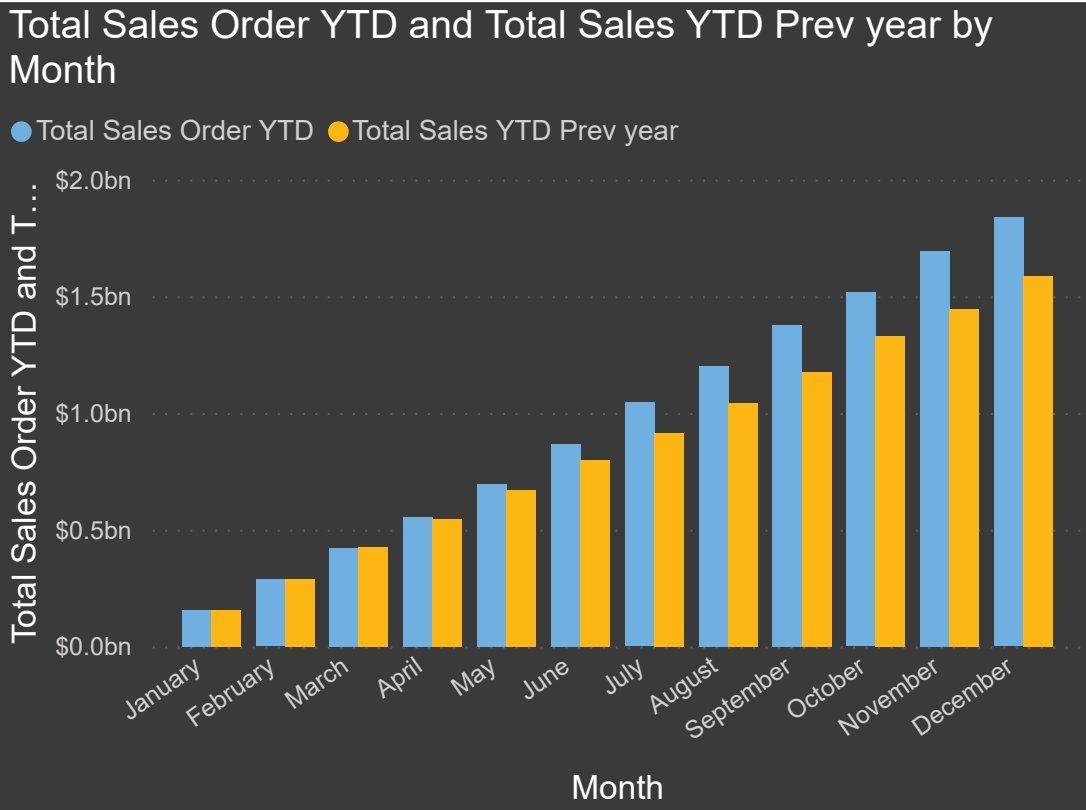
Prev year % diff

15.8%



- Item Type
- ☐ Baby Food
 - ☐ Beverages
 - ☐ Cereal
 - ☐ Clothes
 - ☐ Cosmetics
 - ☐ Fruits
 - ☐ Household
 - ☐ Meat
 - ☐ Office Supplies
 - ☐ Personal Care
 - ☐ Snacks
 - ☐ Vegetables

- Region
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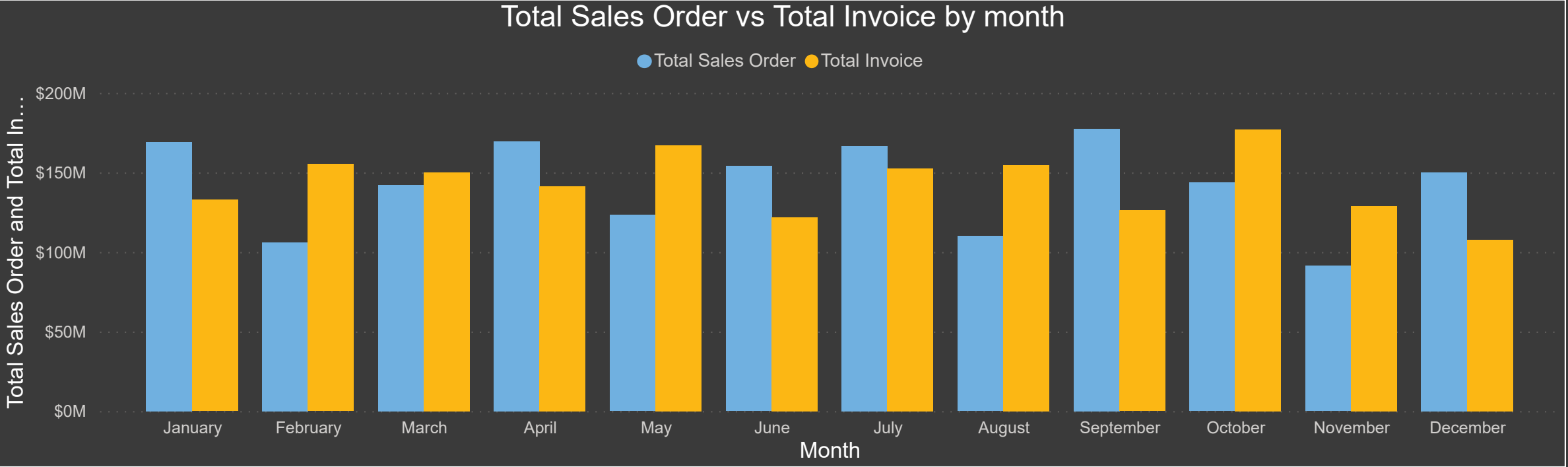


INVOICE AND DELIVERY

2010	2011	2012	2013	2014	2015	2016
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\$1.7bn

Total Sales Order YTD



\$1.71bn

Total Invoice

