

Number of customer

1590

Order_placed

25K

Returned order

877

Net Sales

\$10.64M

Total Valid Profit

\$1.37M

Profit Ratio

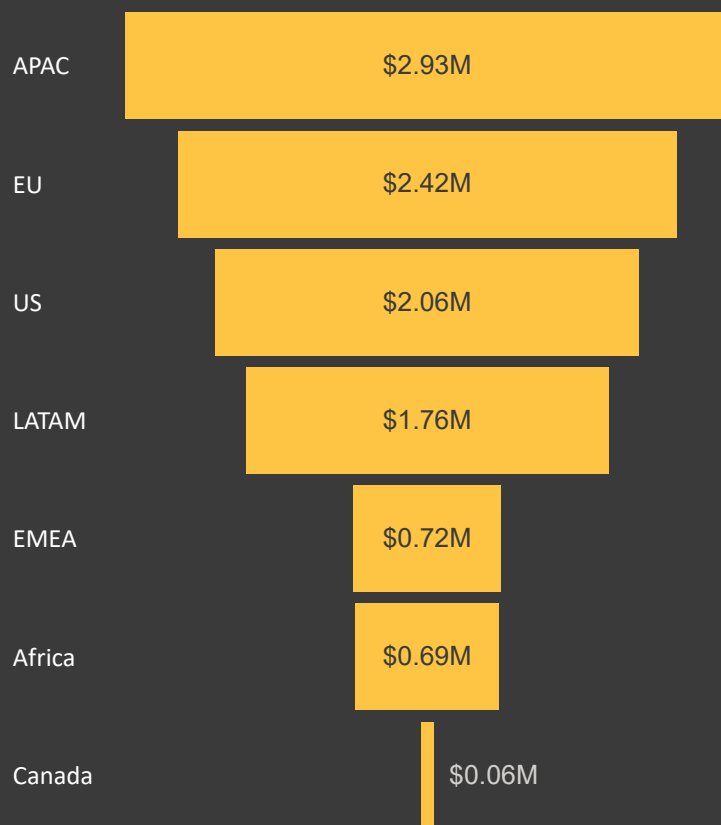
12.89%

AVG Profit Ratio (%)

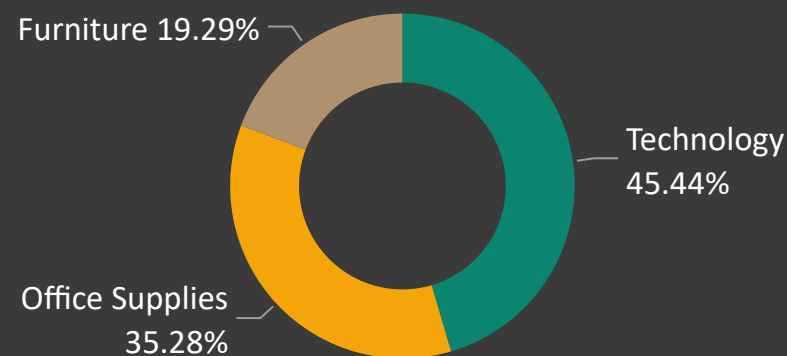
24.27%

Source: <https://cfohub.com/what-is-a-good-gross-profit-margin/>

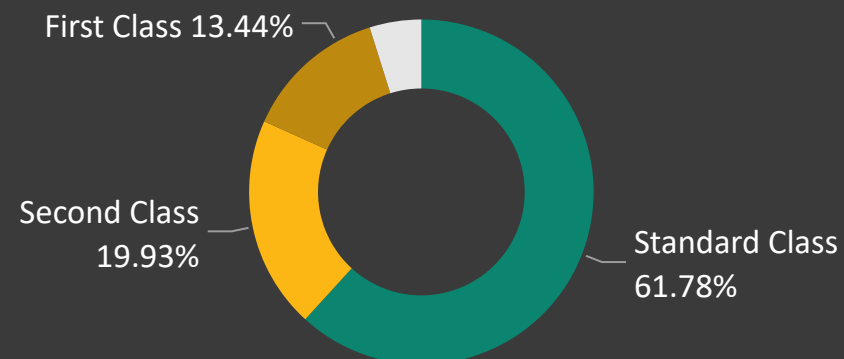
Net sales by Market



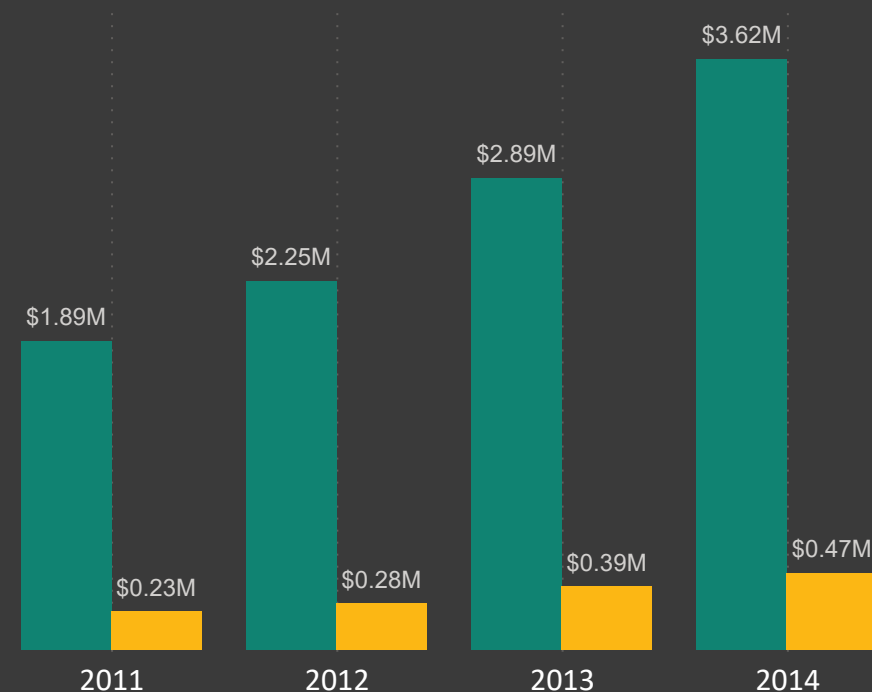
Total Profit (%) by Category



Total Profit (%) by shipping mode and order priority



Net sales Total valid profit





PERFORMANCE ANALYSIS BY CATEGORY, SUB-CATEGORY

Profit Ratio

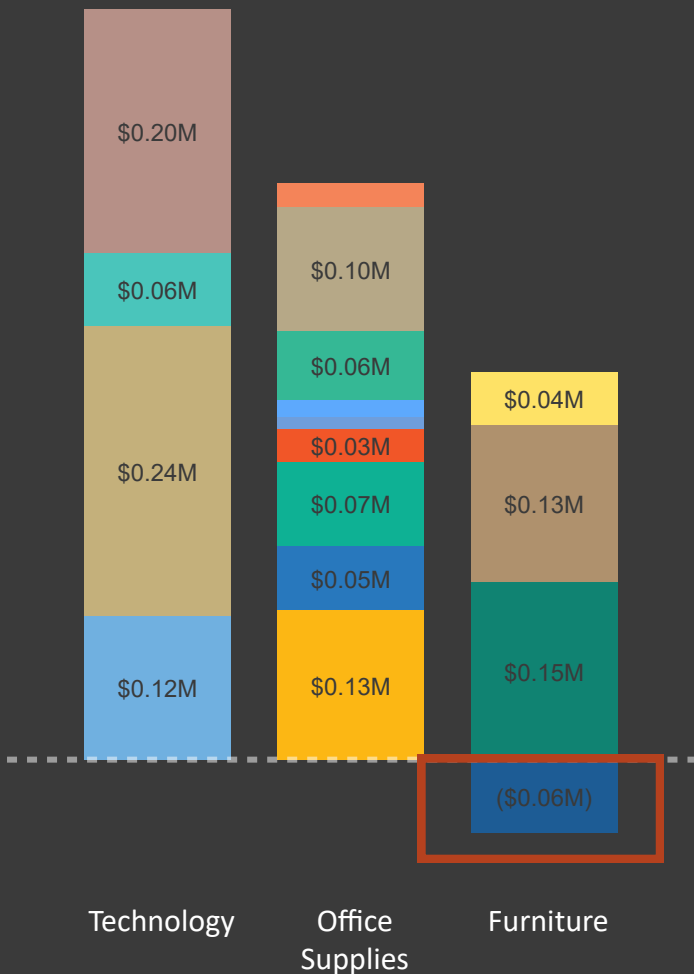
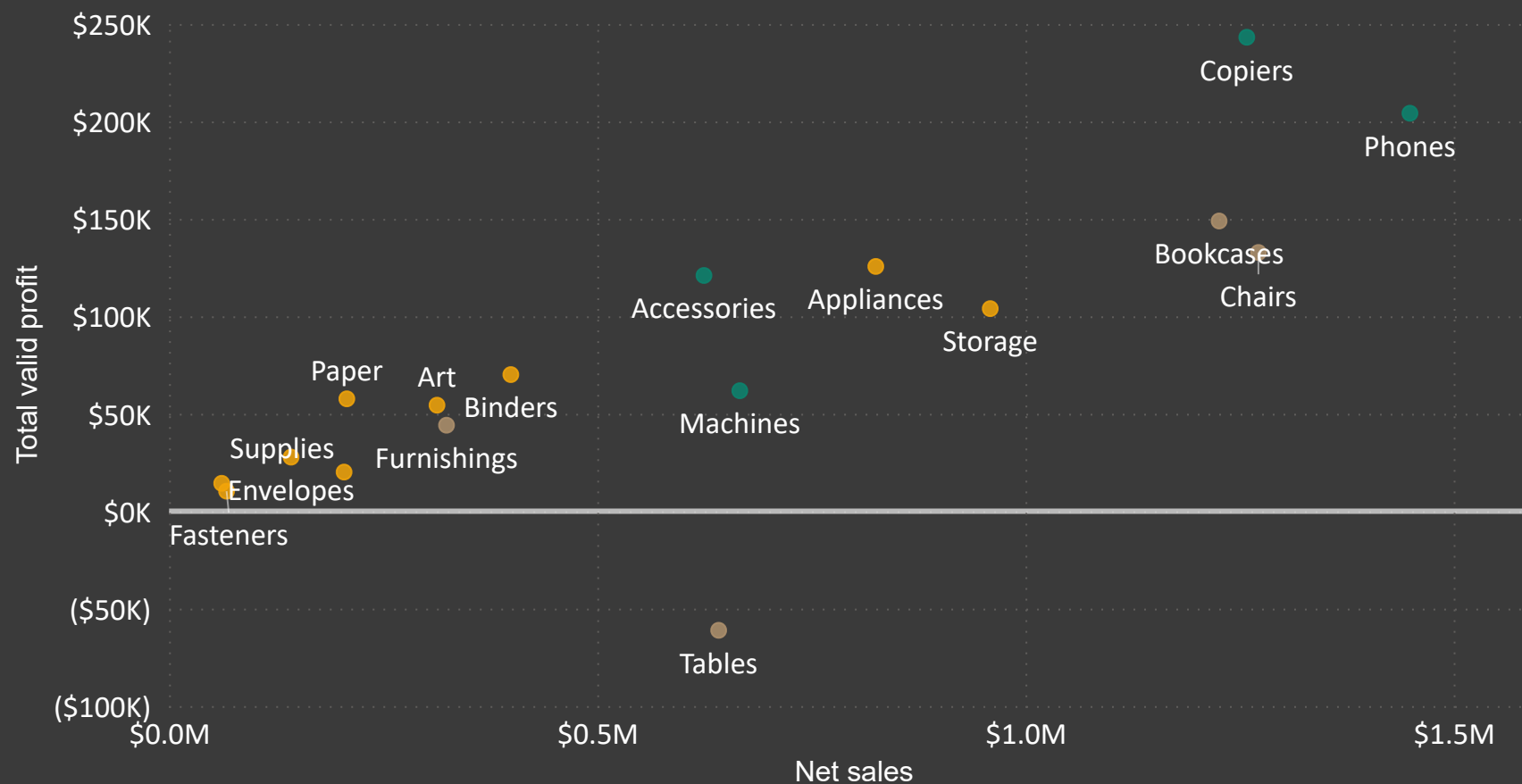
12.96%

Profit

(\$6,334.874688545974)

\$8,399.976

Furniture Office Supplies Technology





PERFORMANCE ANALYSIS BY RETURNED ORDER

Number of RO's customer

543

Returned order

877

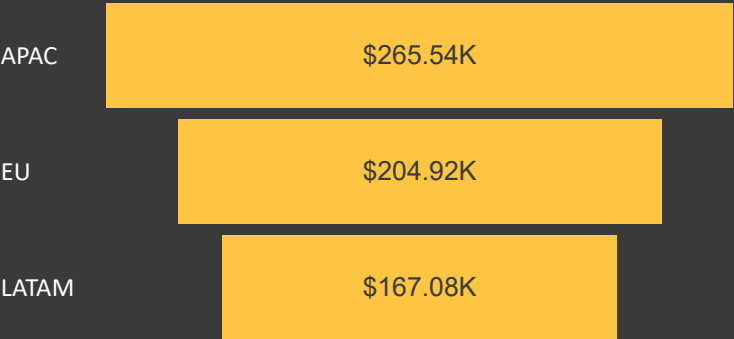
Total invalid sales

\$637.54K

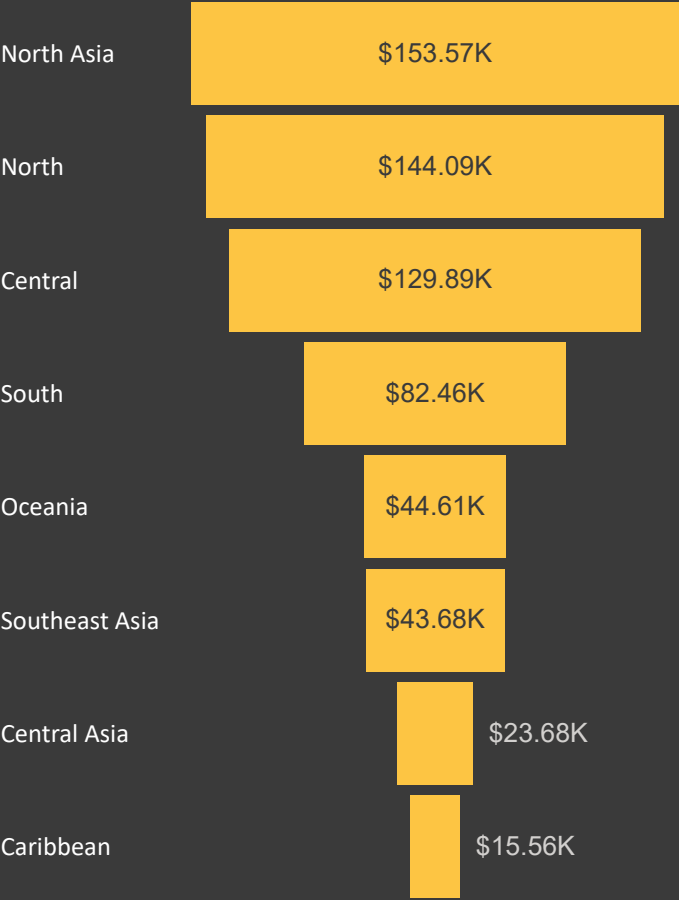
Total Valid Sales

\$10.64M

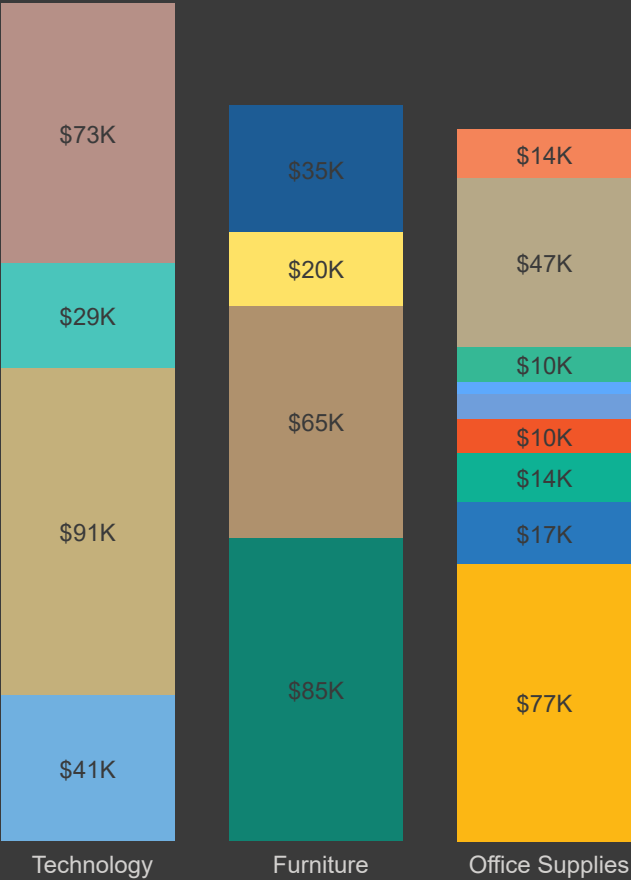
Total invalid sales by Market



Total invalid sales by Region



Total invalid sales by Category and Sub-Category



PERFORMANCE ANALAYSIS BY REGION

Number of customer

1590

Order_placed

25K

Returned order

877

Total Profit

\$1.47M

Growth Rate

52.15%

% Total profit/ total sales

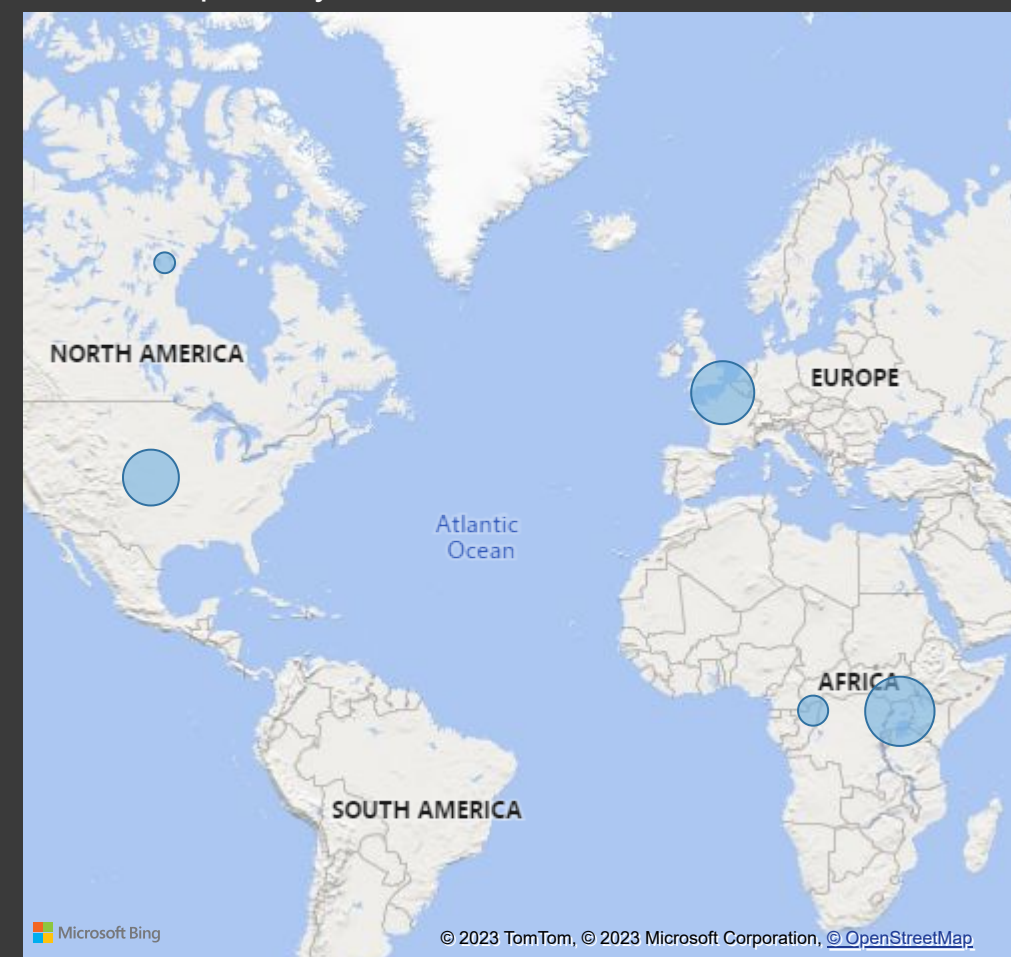
12.89%

Net sales and Profit Ratio by Region and Year

● Net sales ● Profit Ratio



Total valid profit by Market





PERFORMANCE ANALYSIS BY TIME

Growth Rate

52.15%

Profit Ratio

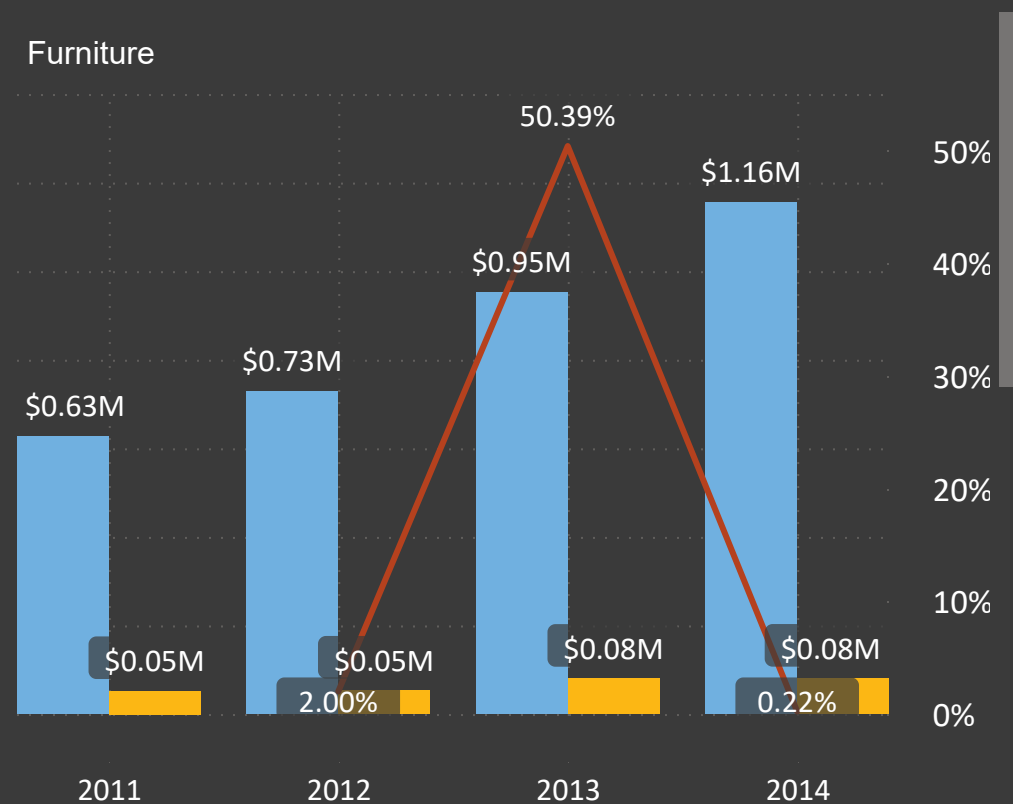
12.89%

EMEA is the market which has the highest growth rate at **113.25%** in **2014**

Technology is the only one category which increased by 36.31% in growth rate from 2013 to **2014**

● Net sales ● Total valid profit ● Growth Rate

Furniture



PERFORMANCE ANALYSIS BY SHIPPING MODE

AVG Delivery Day

0.08

AVG Shipping Cost

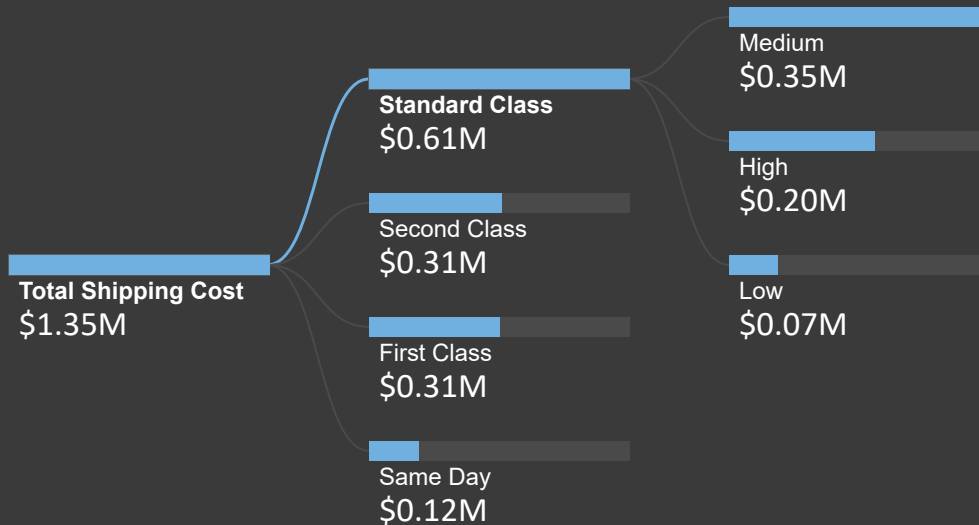
\$26.38

Max Delivery Day

7

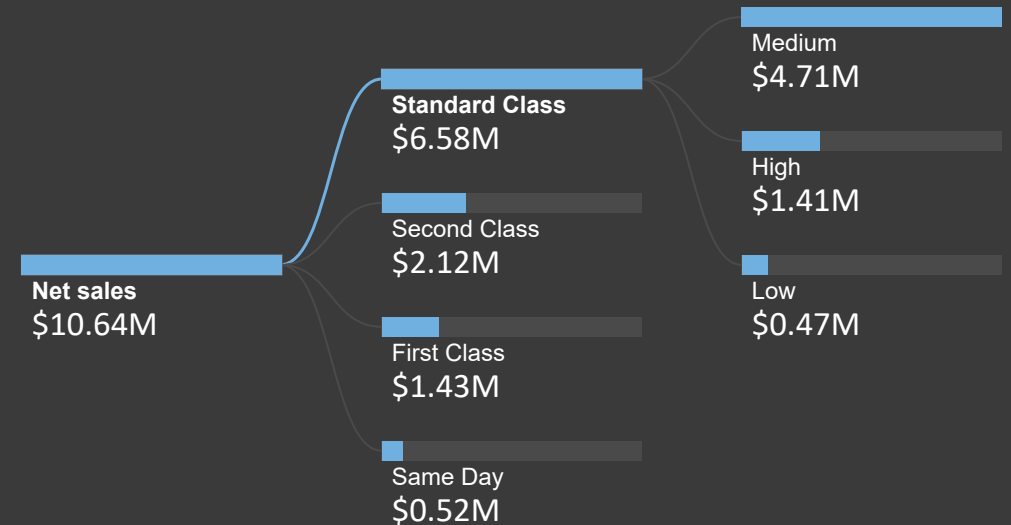
Ship Mode ×


Order Priority ×



Ship Mode ×

Order Priority ×





LISTING

Order_placed

25K

Returned order

877

Profit Ratio

12.96%

Market

Region

Customer ID

Category, Sub-Category

Profit

All

All

All

All

(\$6,334.874688545974)

\$8,399.976

Product ID	Product Name	Quantity	Net sales
FUR-ADV-10000002	Advantus Photo Frame, Duo Pack	3	\$148.98
FUR-ADV-10000108	Advantus Clock, Erganomic	7	\$327.17
FUR-ADV-10000183	Advantus Photo Frame, Black	31	\$872.91
FUR-ADV-10000188	Advantus Stacking Tray, Erganomic	7	\$107.12
FUR-ADV-10000190	Advantus Frame, Duo Pack	2	\$189.65
FUR-ADV-10000571	Advantus Frame, Erganomic	20	\$1,921.39
FUR-ADV-10000600	Advantus Clock, Duo Pack	4	\$172.63
FUR-ADV-10000847	Advantus Stacking Tray, Black	11	\$234.23
FUR-ADV-10001283	Advantus Frame, Black	3	\$162.03
FUR-ADV-10001440	Advantus Door Stop, Black	22	\$880.39
FUR-ADV-10001659	Advantus Light Bulb, Durable	10	\$125.28
FUR-ADV-10001855	Advantus Stacking Tray, Durable	4	\$79.17
Total		178307	\$10,640,768.96

Market	Net sales	Total valid profit	Total invalid profit
APAC			
Australia	\$789,127.67	\$99,504.17	\$4,403.27
India	\$513,992.93	\$125,492.33	\$3,579.51
China	\$509,087.93	\$123,287.88	\$27,395.20
Indonesia	\$337,065.64	\$14,987.43	\$621.25
Philippines	\$155,885.41	(\$14,682.76)	(\$1,445.47)
New Zealand	\$142,665.22	\$14,587.42	\$2,012.87
Thailand	\$65,481.44	(\$7,413.60)	\$105.41
Bangladesh	\$63,541.34	\$17,872.99	\$1,557.90
Vietnam	\$56,992.75	(\$1,655.91)	(\$214.32)
Japan	\$56,634.36	\$14,304.28	\$10,024.19
Malaysia	\$54,126.64	\$16,329.96	
Pakistan	\$51,492.93	(\$21,805.67)	(\$640.98)
Singapore	\$30,651.17	\$7,477.32	\$1,375.74
Myanmar (Burma)	\$30,476.40	(\$1,962.41)	(\$146.85)
South Korea	\$23,015.86	(\$10,474.62)	(\$2,318.21)



RECOMMENDATION

Improve the business performance

Improve profit ratio by rearrange the overall portfolio of category and sub-category

Recheck returned orders and find out the answer following these criteria:

- Quality
- The selling price
- The reason why customer returned? Top causes?

Market expansion strategy

APAC, EU, US

EMEA

Strategic Products

Technology

Office Supplies