

## Story

Sales Analysis: Analyzing overall sales trends, identifying most profitable subcategories and countries, and discovering % of sales by market.

Identifying TOPs: Highlighting top 10 products and customers by sales and profits, and the most profitable subcategories with above-average profits.

Shipping Dashboard: Analyzing shipping costs by country, shipping mode, and order priority, and identifying Top 5 late products for 2018-2021 period.

Losses/'Unprofitable' Dashboard: unprofitable subcategories, analyzing profit loss by market, and examining profits in our two least profitable countries.

Customer Analysis: Analyzing customer retention rates, churn rates, and the effect of discounts on the number of orders placed per customer.

## Sales Analysis Dashboard

**12 642 502**

Total Sales

**1 467 457**

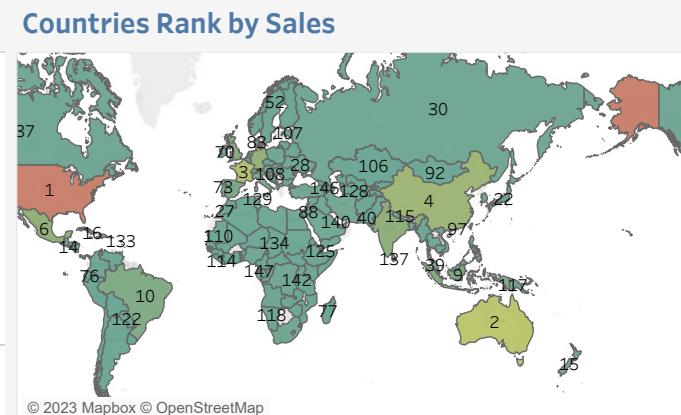
Profit

**178 312**

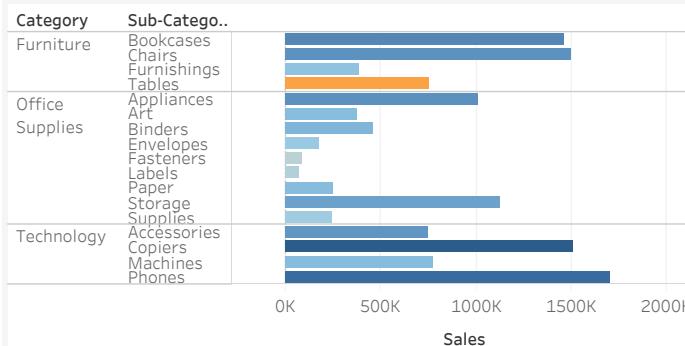
Quantity

Category  
All

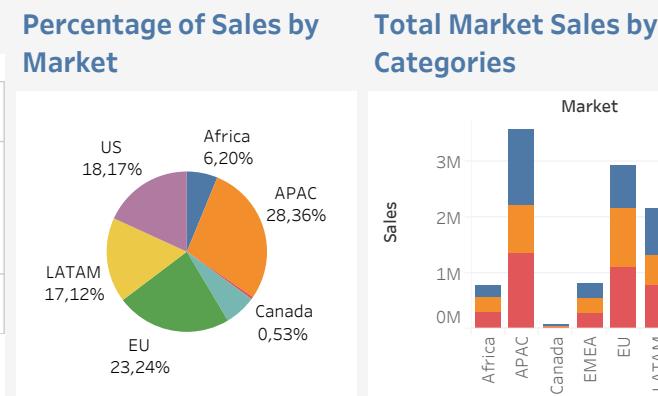
Market  
All



### Sales and Profit



### Percentage of Sales by Market



### Total Market Sales by Categories



## Story

Sales Analysis: Analyzing overall sales trends, identifying most profitable subcategories and countries, and discovering % of sales by market.

**Identifying TOPs:**  
Highlighting top 10 products and customers by sales and profits, and the most profitable subcategories with above-average profits.

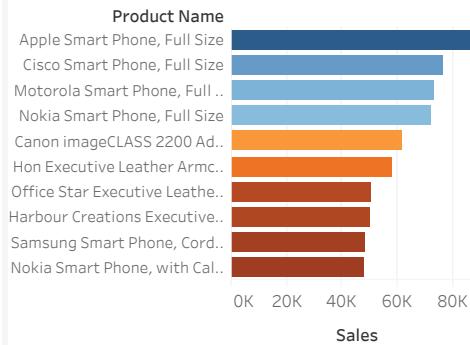
Shipping Dashboard:  
Analyzing shipping costs by country, shipping mode, and order priority, and identifying Top 5 late products for 2018-2021 period.

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Analyzing customer retention rates, churn rates, and the effect of discounts on the number of orders placed per customer.

## Identifying Tops Dashboard

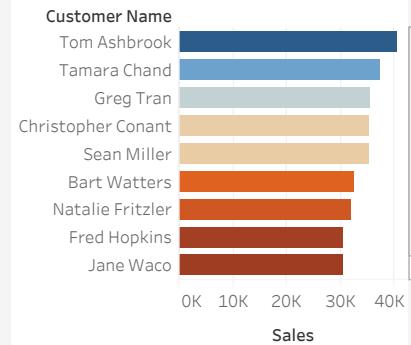
**Top-10 Products by Sales**



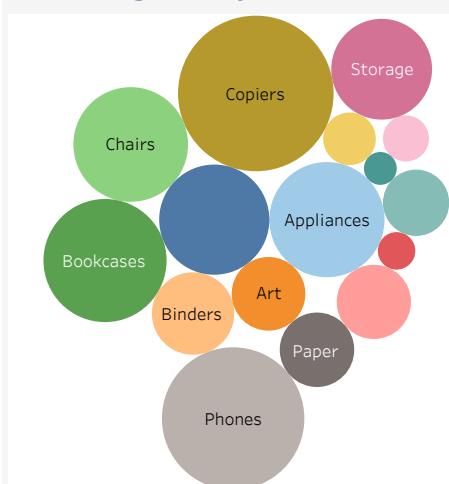
**Top-10 Products by Profit**



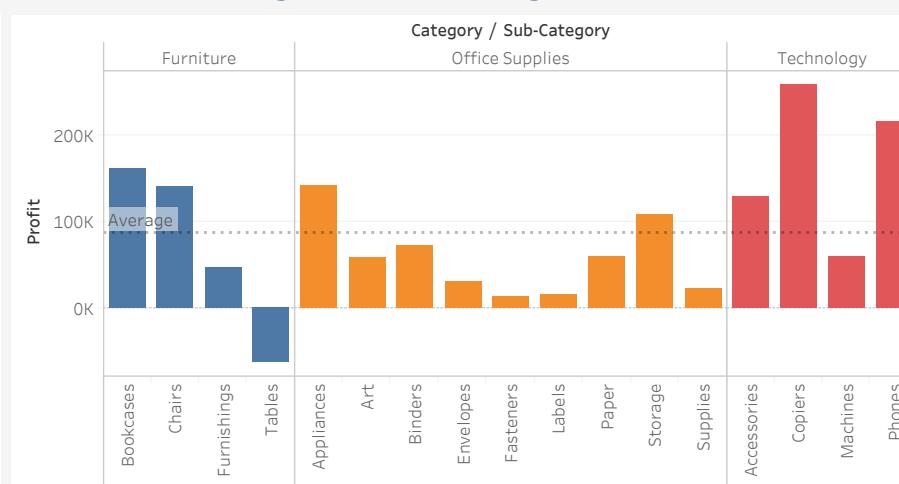
**TOP-10 Customers by Sales**



**Sub-Categories by Profit**



**Profitable Sub-Categories Above Average**



## Story

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## Shipping Dashboard

### Average Shipping Cost by Country

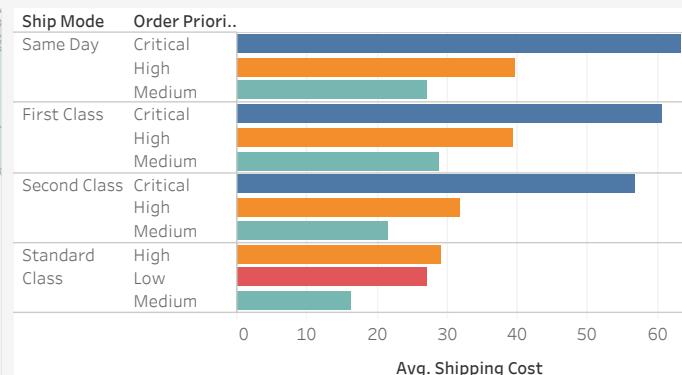


Market All  
Category All

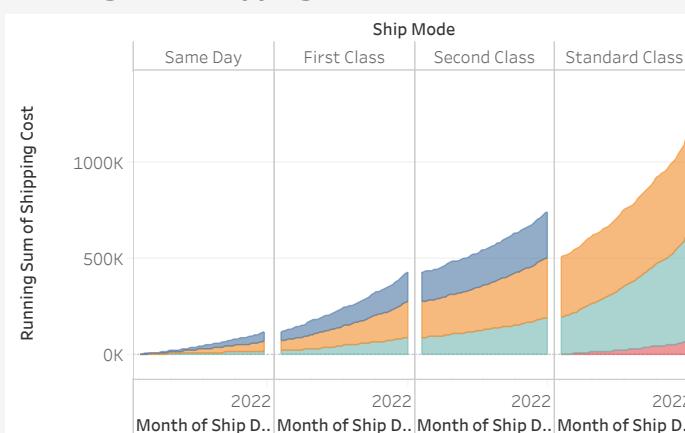
3,969

Average Shipping Time (days)

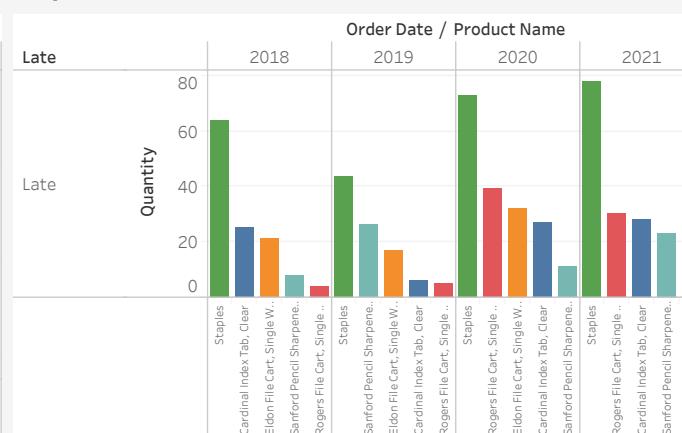
### Average shipping Costs (Shipping Modes)



### Running Total Shipping Cost



### Top-5 Late Products



## Story

Sales Analysis: Analyzing overall sales trends, identifying most profitable subcategories and countries, and discovering % of sales by market.

Identifying TOPs: Highlighting top 10 products and customers by sales and profits, and the most profitable subcategories with above-average profits.

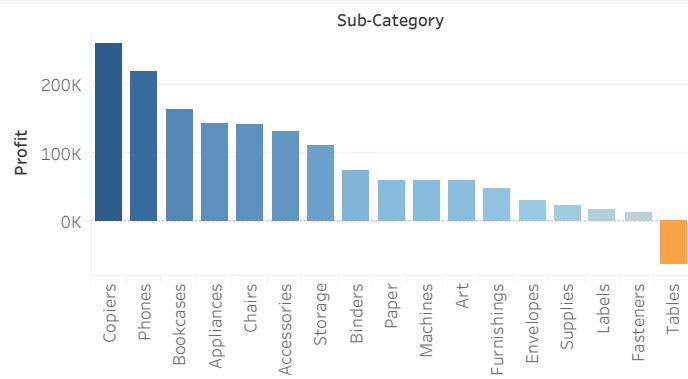
Shipping Dashboard: Analyzing shipping costs by country, shipping mode, and order priority, and identifying Top 5 late products for 2018-2021 period.

**Losses/'Unprofitable' Dashboard:** unprofitable subcategories, analyzing profit loss by market, and examining profits in our two least profitable countries.

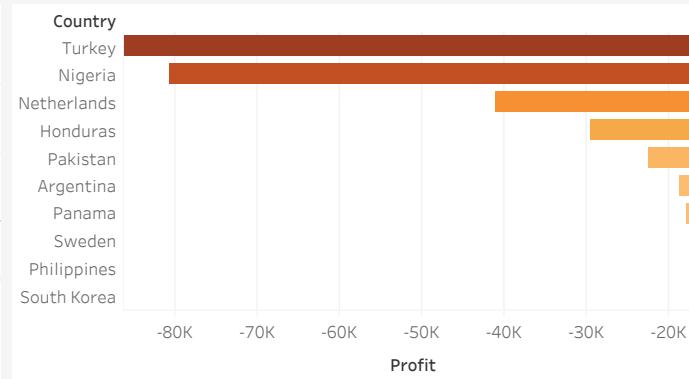
Customer Analysis: Analyzing customer retention rates, churn rates, and the effect of discounts on the number of orders placed per customer.

## Losses / Unprofitable Dashboard

### Profit Analysis



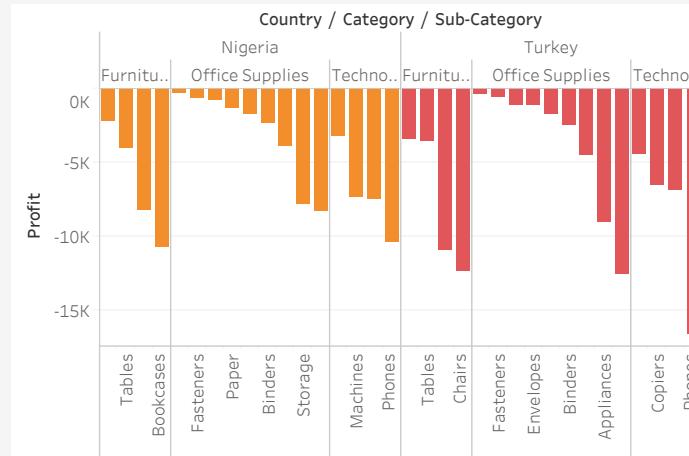
### Unprofitable Countries (Top - 10)



### Profit Loss from selling Tables (Sub-Categories)



### Turkey and Nigeria Profit Analysis



## Story

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## Customer Analysis Dashboard

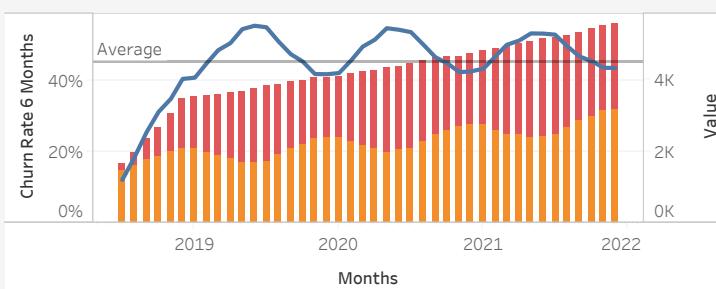
### Customer Retention Rate per Quarter

Quarter of...	Customer...	Quarter of Order Date				
		2018-й кв.1	2018-й кв.2	2018-й кв.3	2018-й кв.4	2019-й кв.1
2018-й кв.1	465	100,0%	57,6%	63,0%	72,7%	49,2%
2018-й кв.2	359		100,0%	55,2%	65,5%	48,7%
2018-й кв.3	233			100,0%	54,1%	38,2%
2018-й кв.4	133				100,0%	35,3%
2019-й кв.1	57					100,0%
2019-й кв.2	56					100,0%

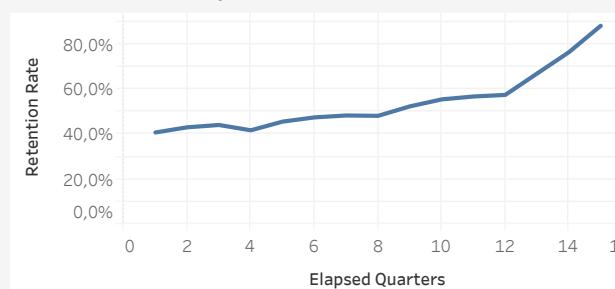
### Customer Retention per Year

Year of Cus...	Order Date			
	2018	2019	2020	2021
2018	795	793	795	794
2019		209	173	191
2020			57	49
2021				15

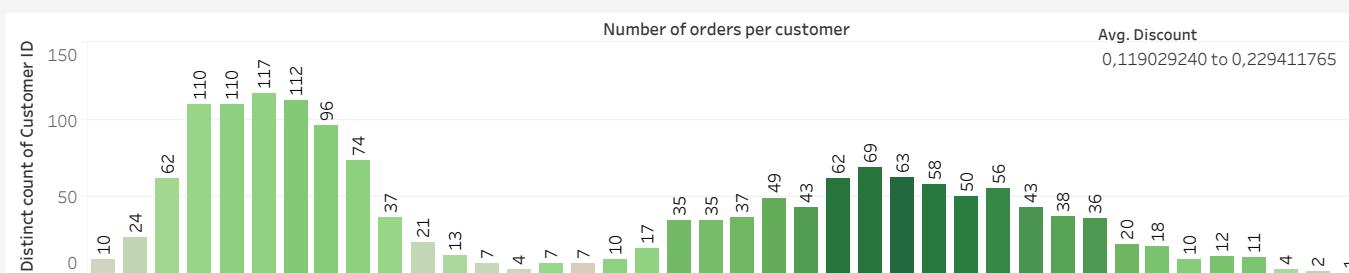
### Six Months Customer Churn Rate



### Retention Rate / Elapsed Quarters



### Number of orders placed per Customer and Effect of Discounts



# Sales Analysis Dashboard

12 642 502

Total Sales

1 467 457

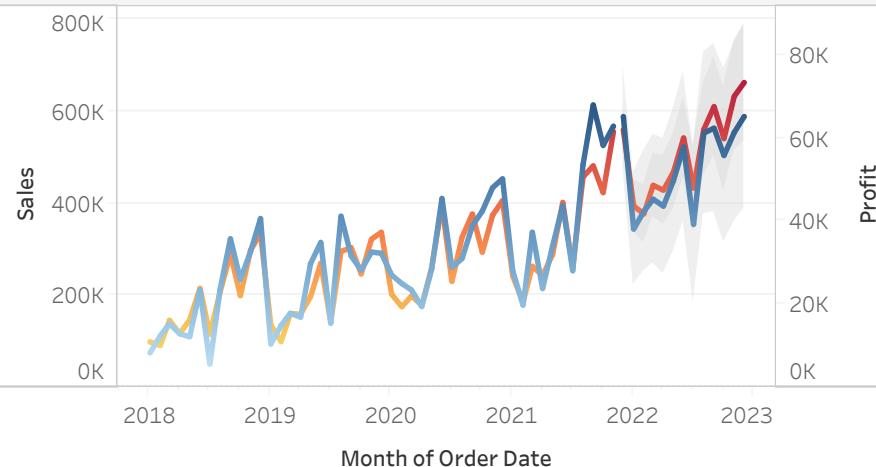
Profit

178 312

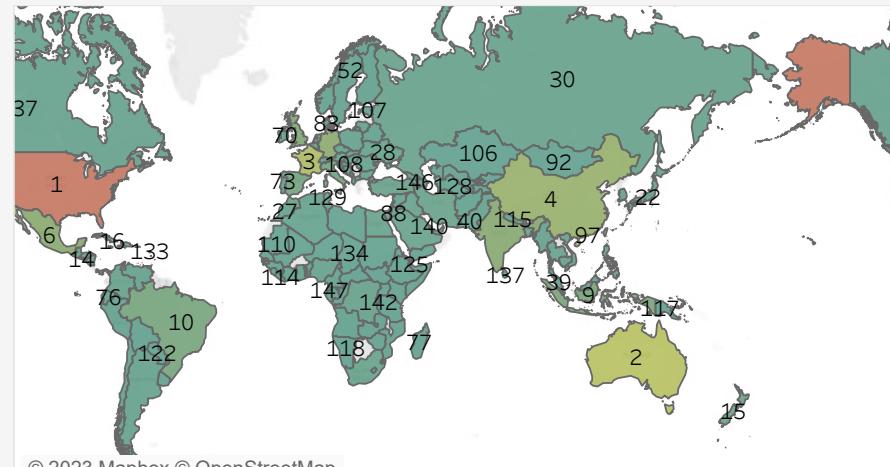
Quantity

## Sales & Profits Trend

Sales 91 152 Profit 5 585

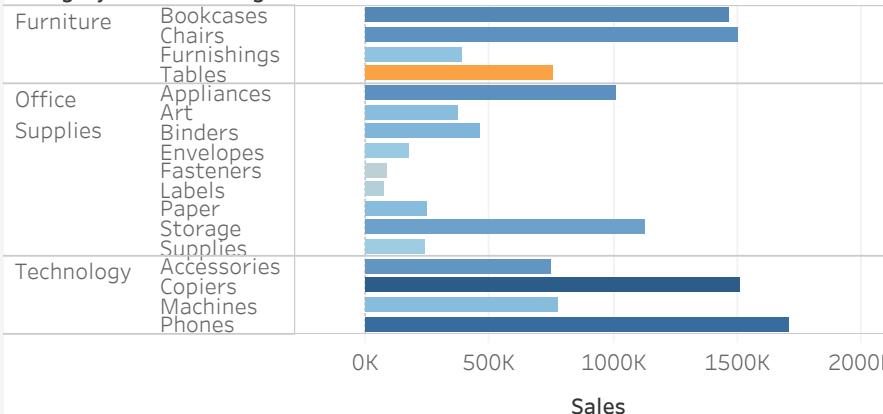


## Countries Rank by Sales

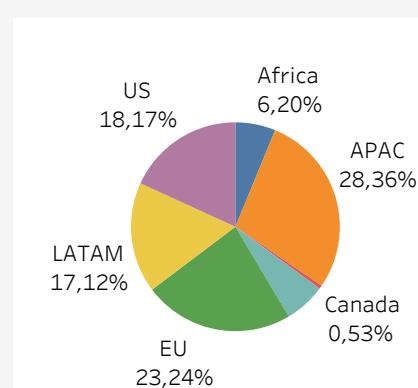


## Sales and Profit

### Category Sub-Catego..



## Percentage of Sales by Market



## Total Market Sales by Categories

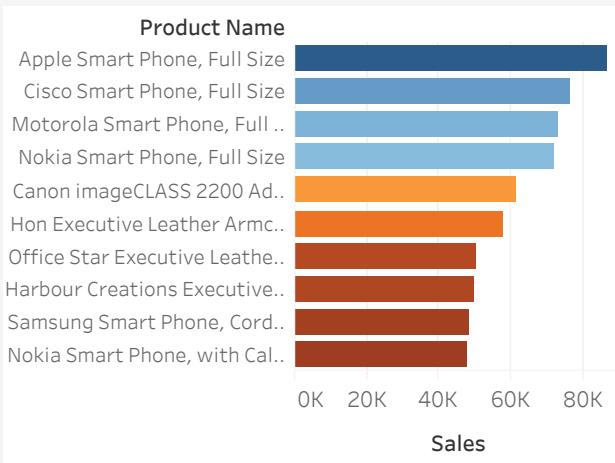


# Identifying Tops Dashboard

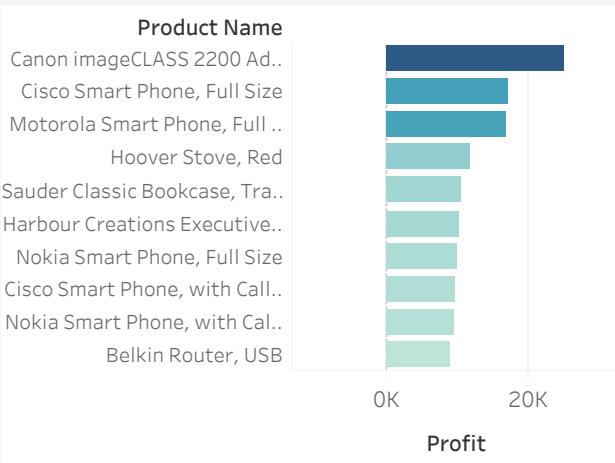
Market  
All

Year of Order Date  
All

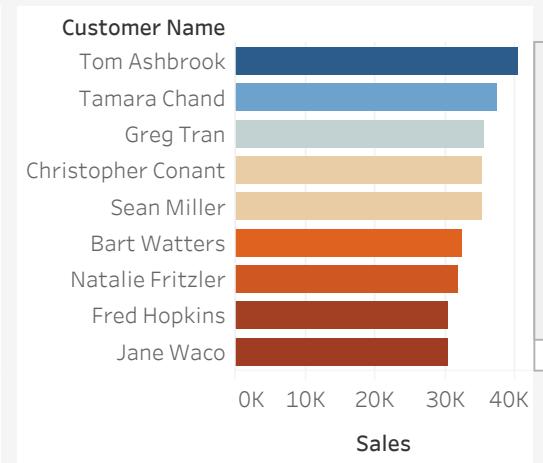
## Top-10 Products by Sales



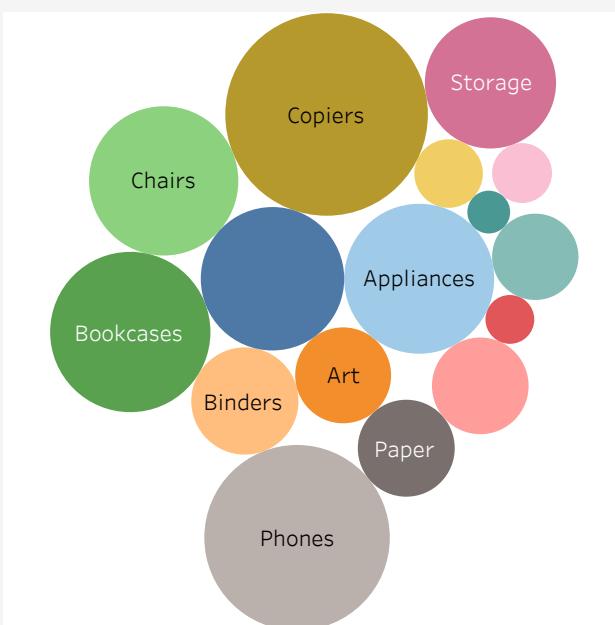
## Top-10 Products by Profit



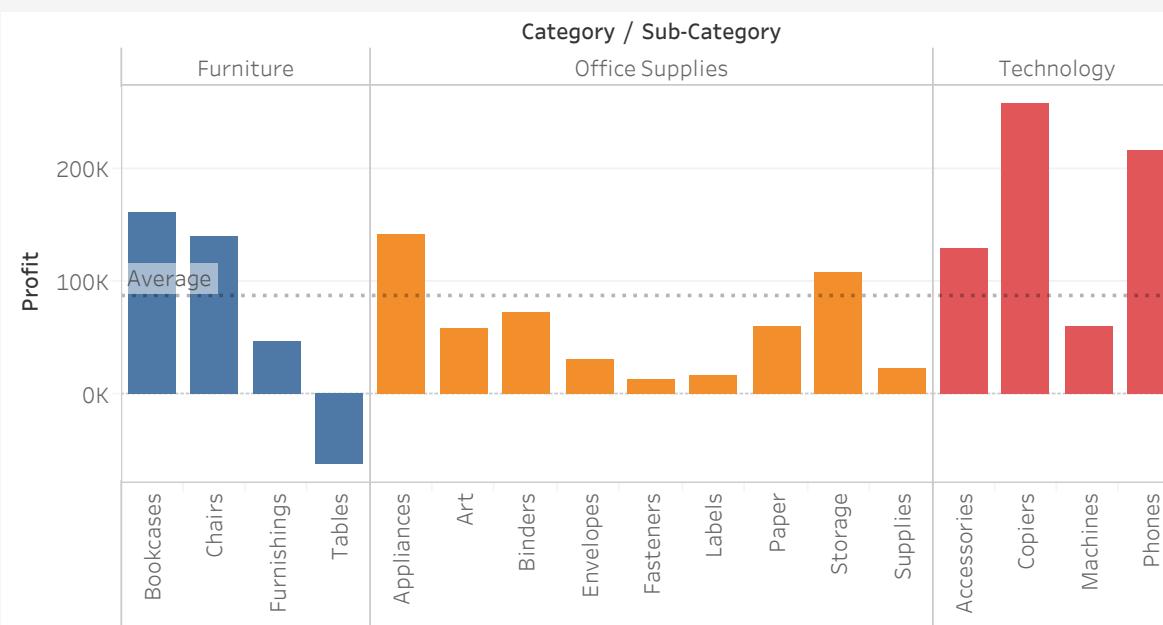
## TOP-10 Customers by Sales



## Sub-Categories by Profit



## Profitable Sub-Categories Above Average



# Shipping Dashboard

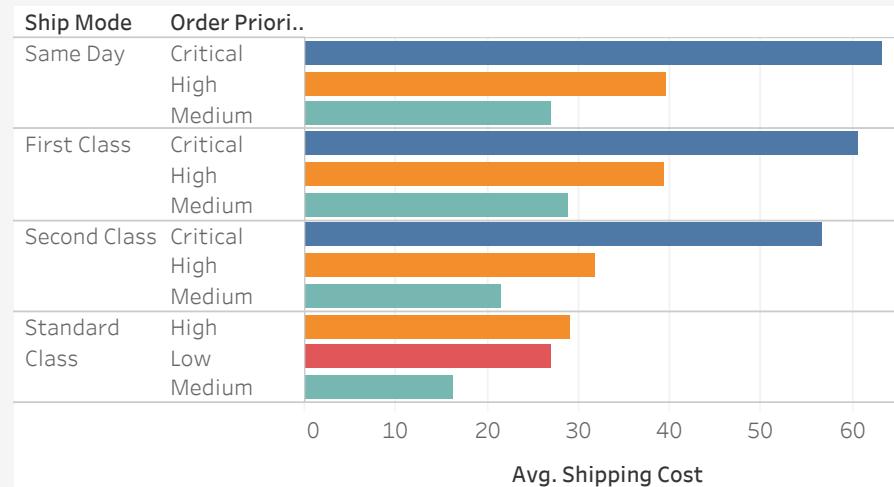
## Average Shipping Cost by Country



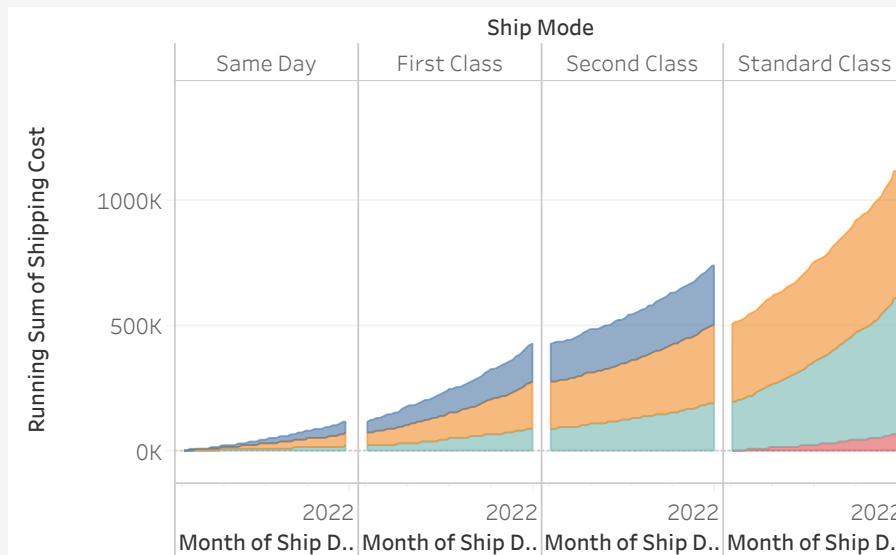
Market All  
Category All

3,969  
Average Shipping Time (days)

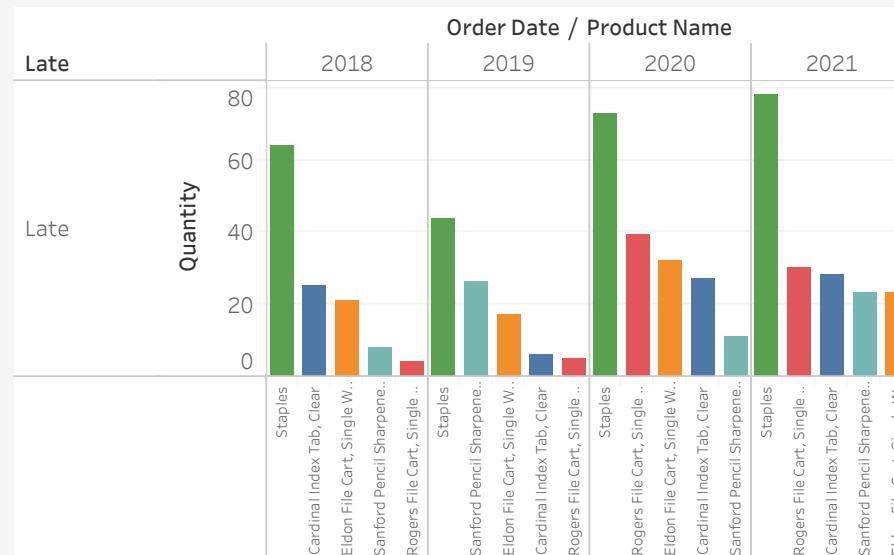
## Average shipping Costs (Shipping Modes)



## Running Total Shipping Cost

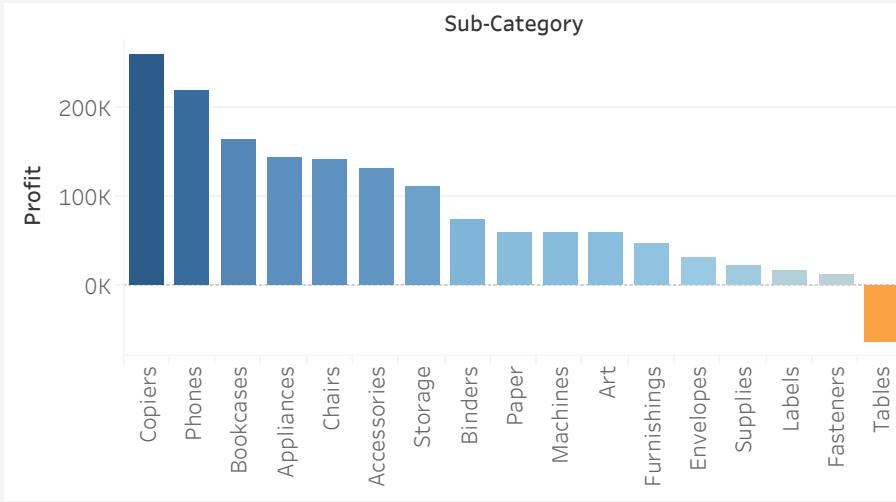


## Top-5 Late Products

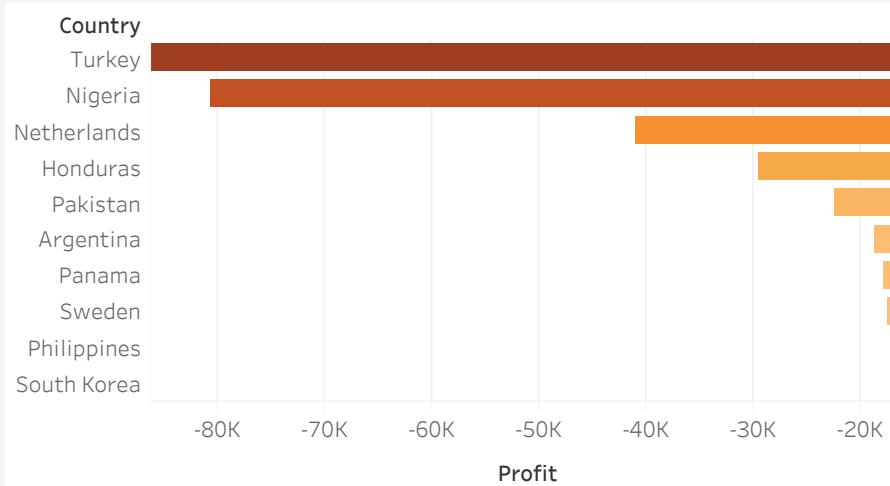


# Losses / Unprofitable Dashboard

## Profit Analysis



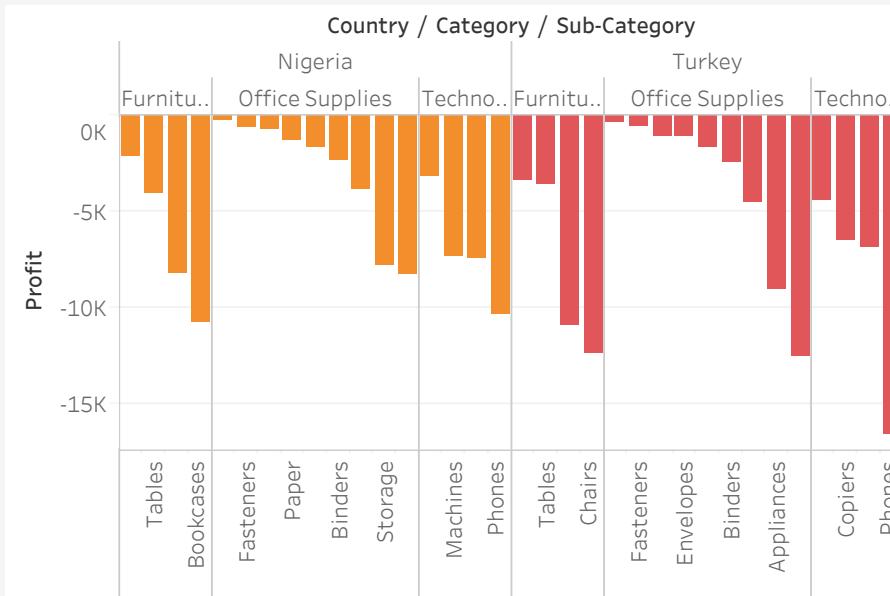
## Unprofitable Countries (Top - 10)



## Profit Loss from selling Tables (Sub-Categories)



## Turkey and Nigeria Profit Analysis



# Customer Analysis Dashboard

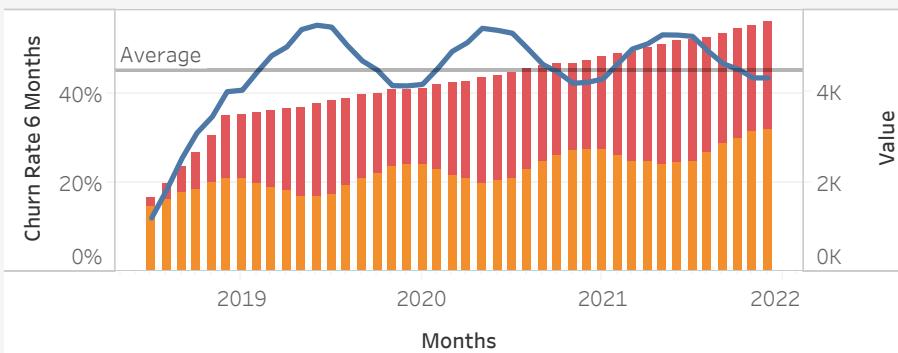
## Customer Retention Rate per Quarter

Quarter of...	Customer ID	Quarter of Order Date					
		2018 -й кв.1	2018 -й кв.2	2018 -й кв.3	2018 -й кв.4	2019 -й кв.1	2019 -й кв.2
2018 -й кв.1	465	100,0%	57,6%	63,0%	72,7%	49,2%	64,7%
2018 -й кв.2	359		100,0%	55,2%	65,5%	48,7%	61,6%
2018 -й кв.3	233			100,0%	54,1%	38,2%	51,1%
2018 -й кв.4	133				100,0%	35,3%	41,4%
2019 -й кв.1	57					100,0%	26,3%
2019 -й кв.2	56						100,0%

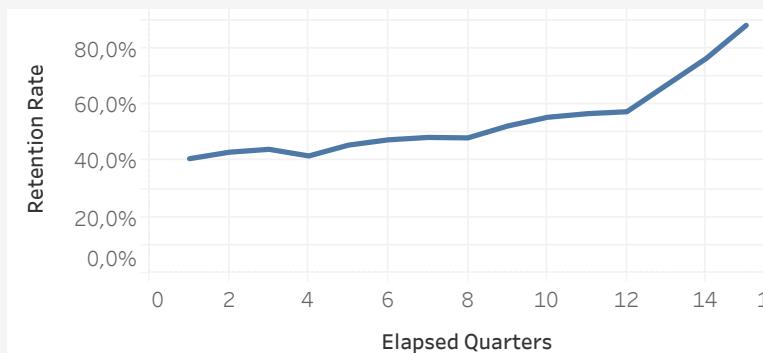
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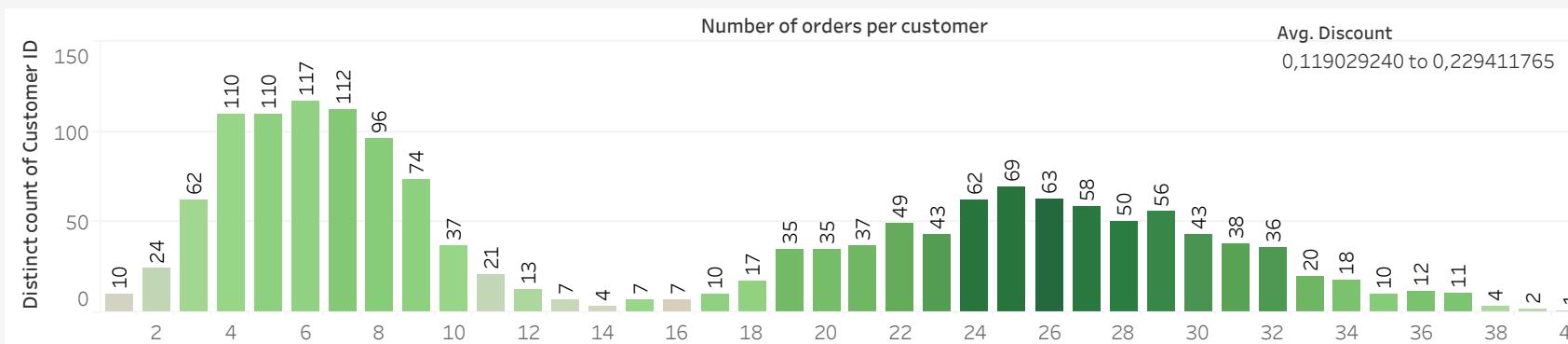
## Six Months Customer Churn Rate



## Retention Rate / Elapsed Quarters



## Number of orders placed per Customer and Effect of Discounts



Profit

1 467 457  
Profit

Sum of Profit.

Quantity

178 312  
Quantity

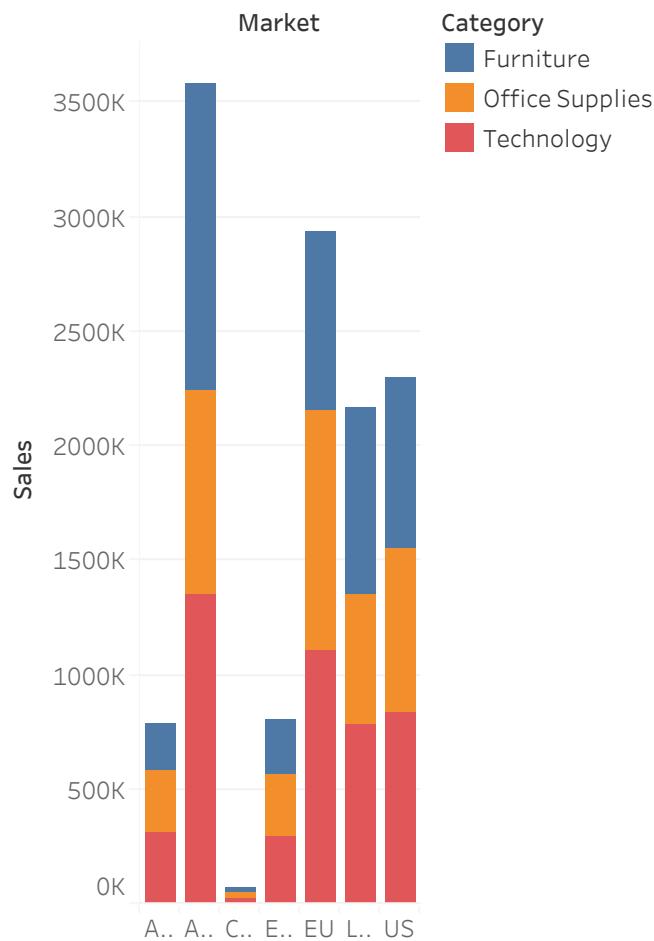
Sum of Quantity.

Sales

12 642 502  
Total Sales

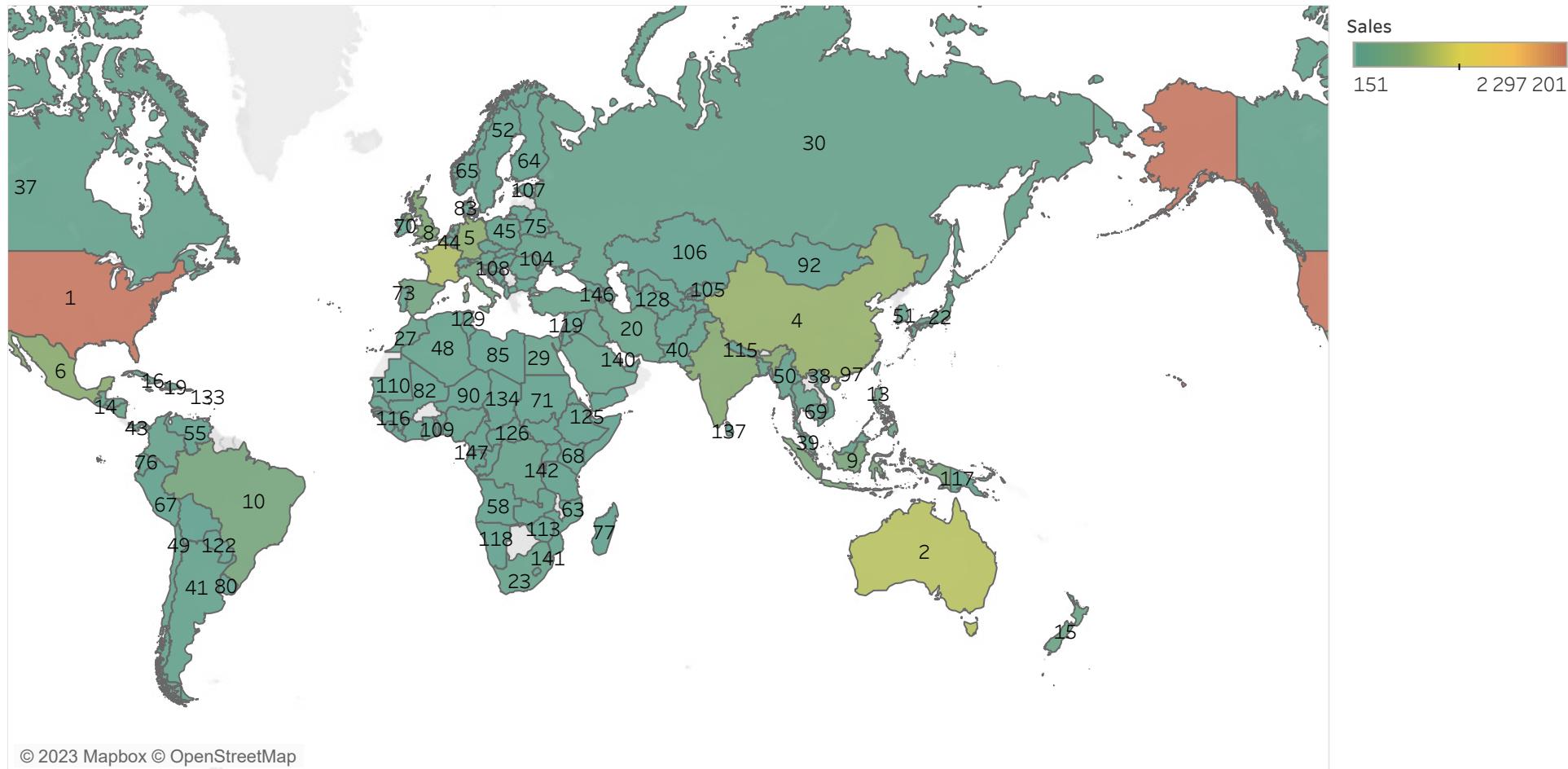
Sum of Sales.

## Total Market Sales by Categories



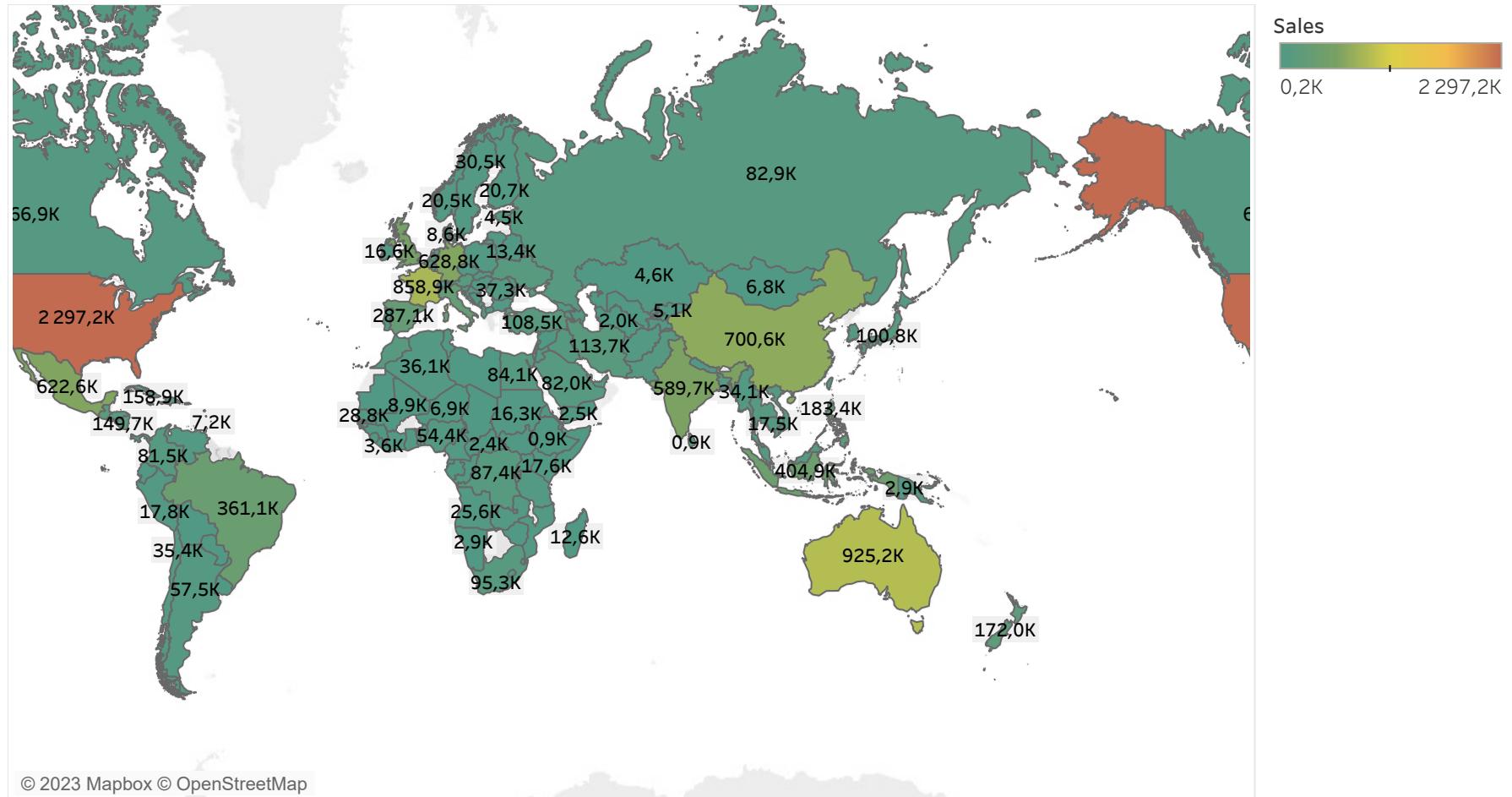
Sum of Sales for each Market. Color shows details about Category.  
Details are shown for Country.

## Countries Rank by Sales



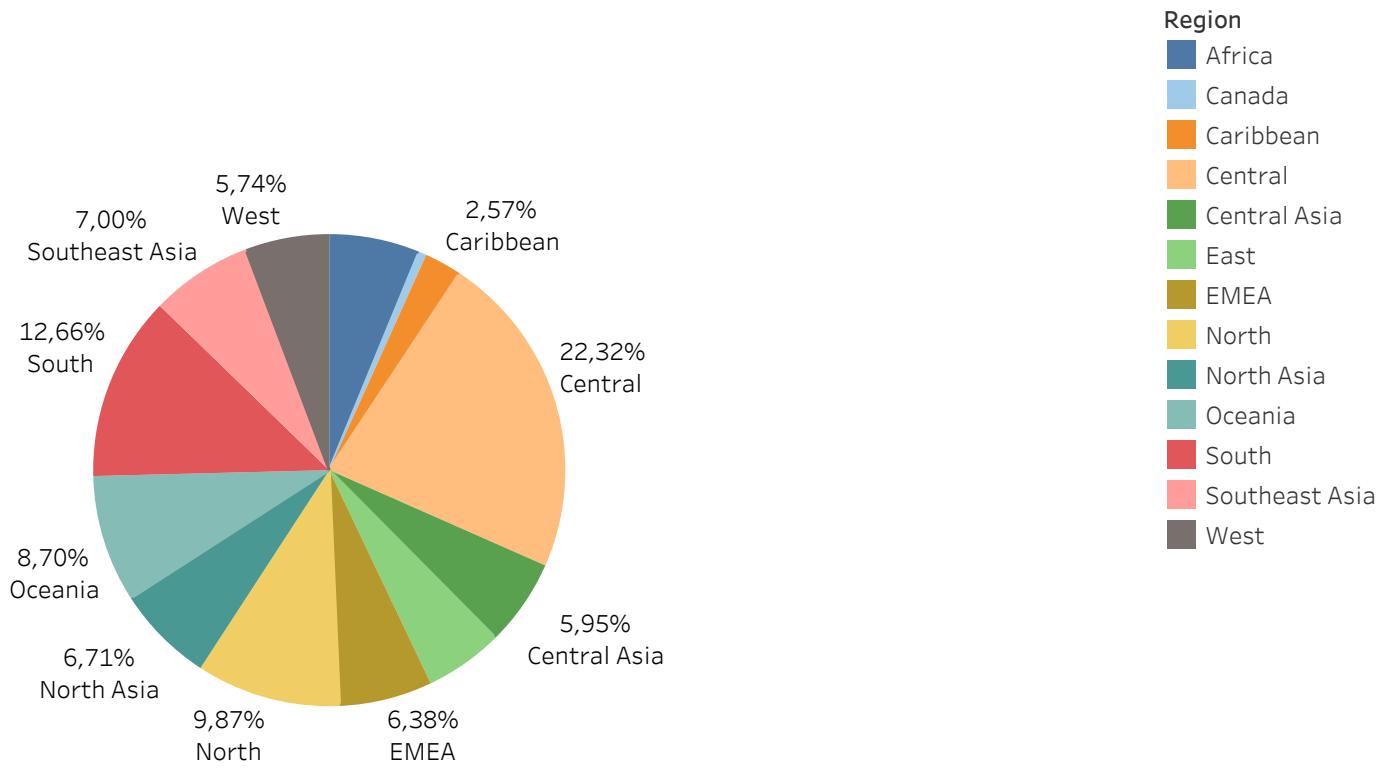
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales. The marks are labeled by Rank of Sales. Details are shown for Country. The data is filtered on Category and Market. The Category filter keeps Furniture, Office Supplies and Technology. The Market filter keeps 7 of 7 members.

# Total Sales by Countries



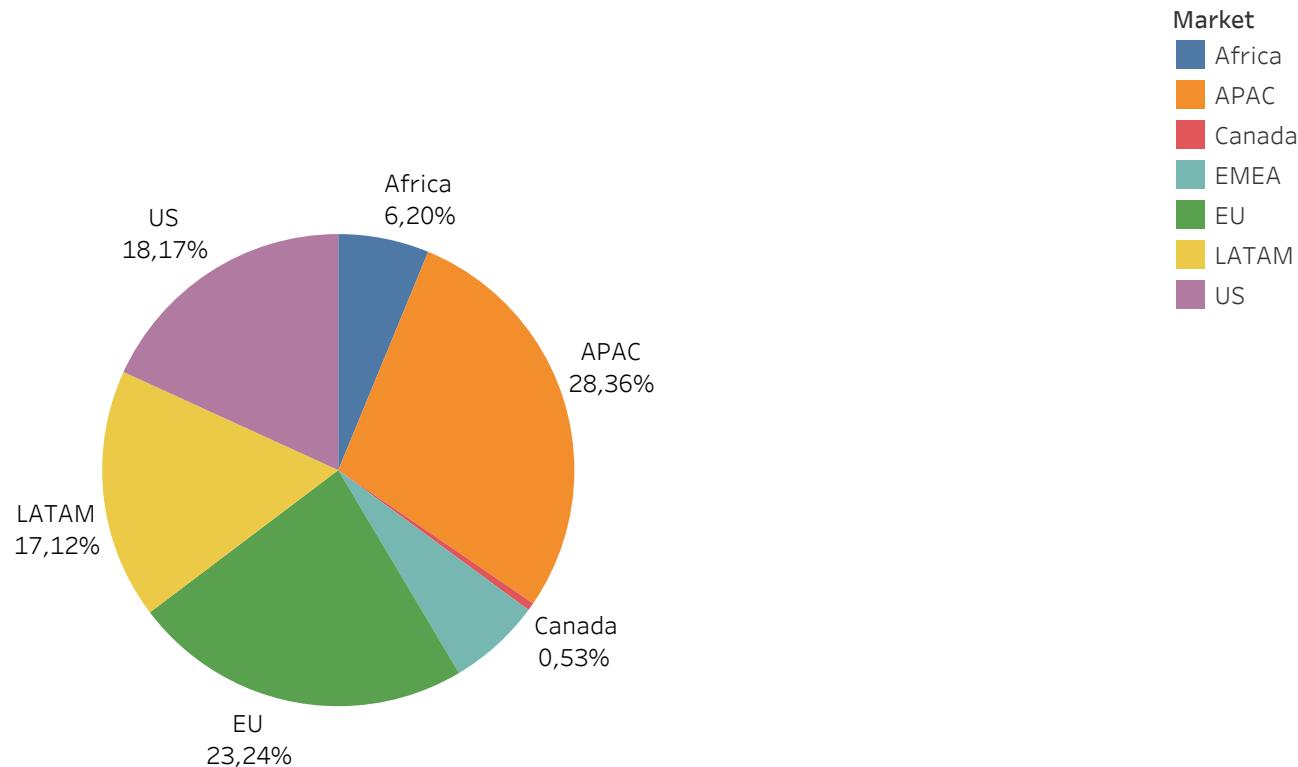
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales. The marks are labeled by sum of Sales. Details are shown for Country.

## Percentage of Sales by Region



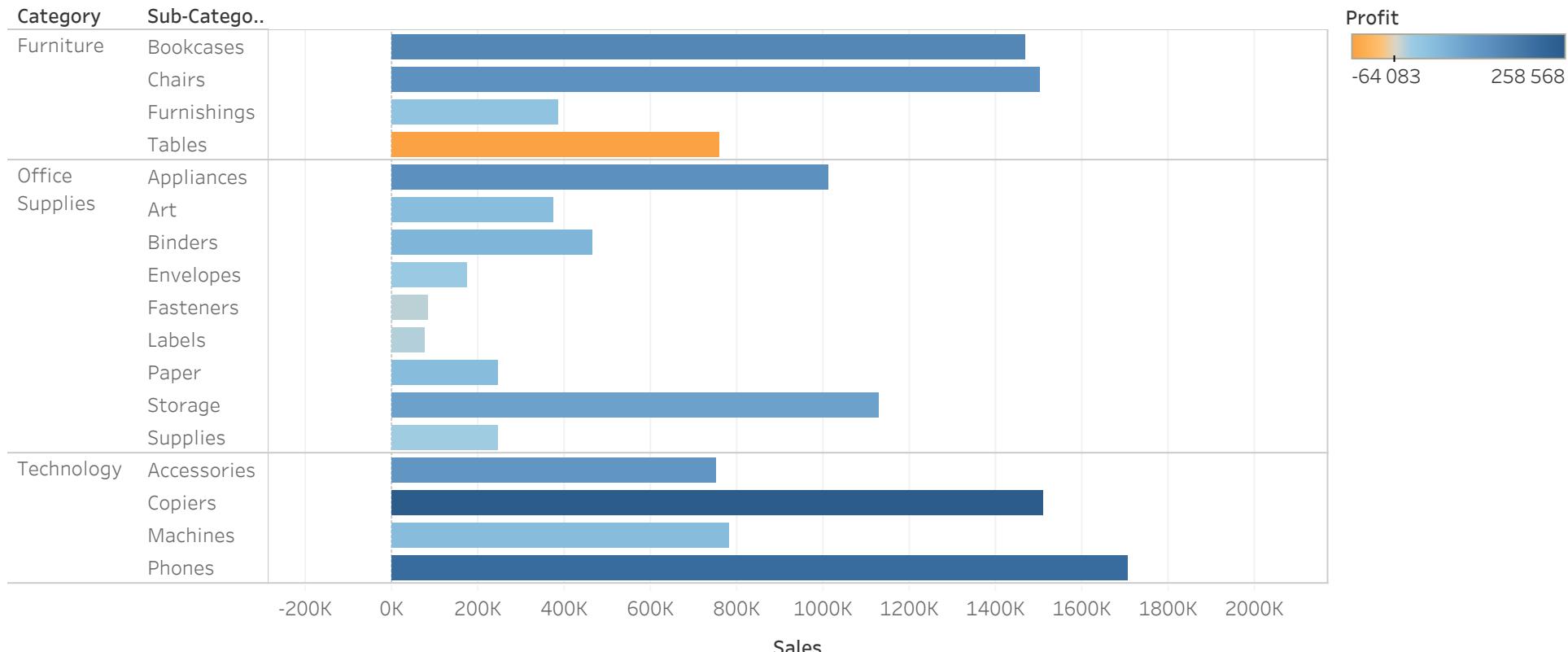
% of Total Sales and Region. Color shows details about Region. The marks are labeled by % of Total Sales and Region.

## Percentage of Sales by Market



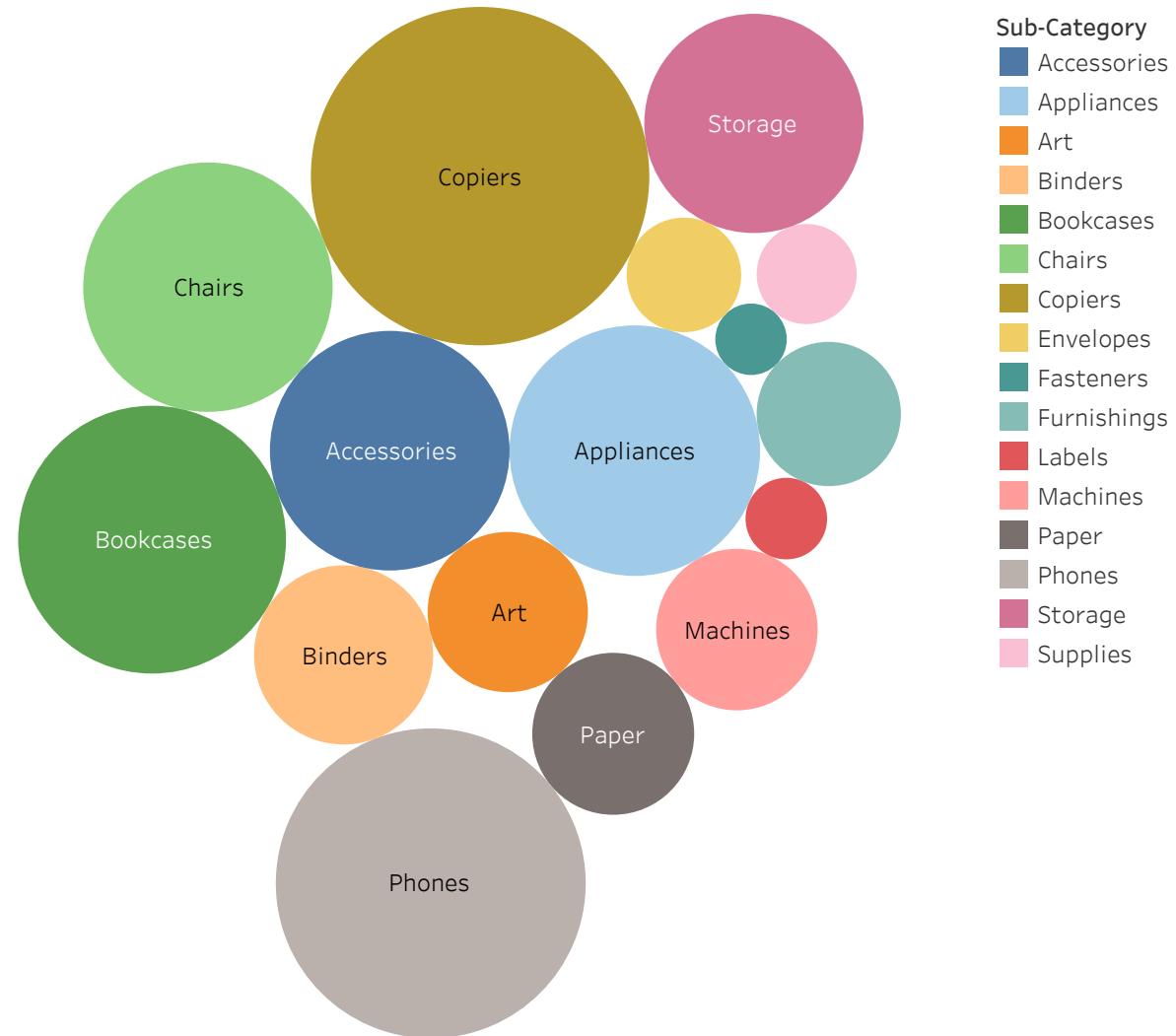
Market and % of Total Sales. Color shows details about Market. The marks are labeled by Market and % of Total Sales. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Sales and Profit



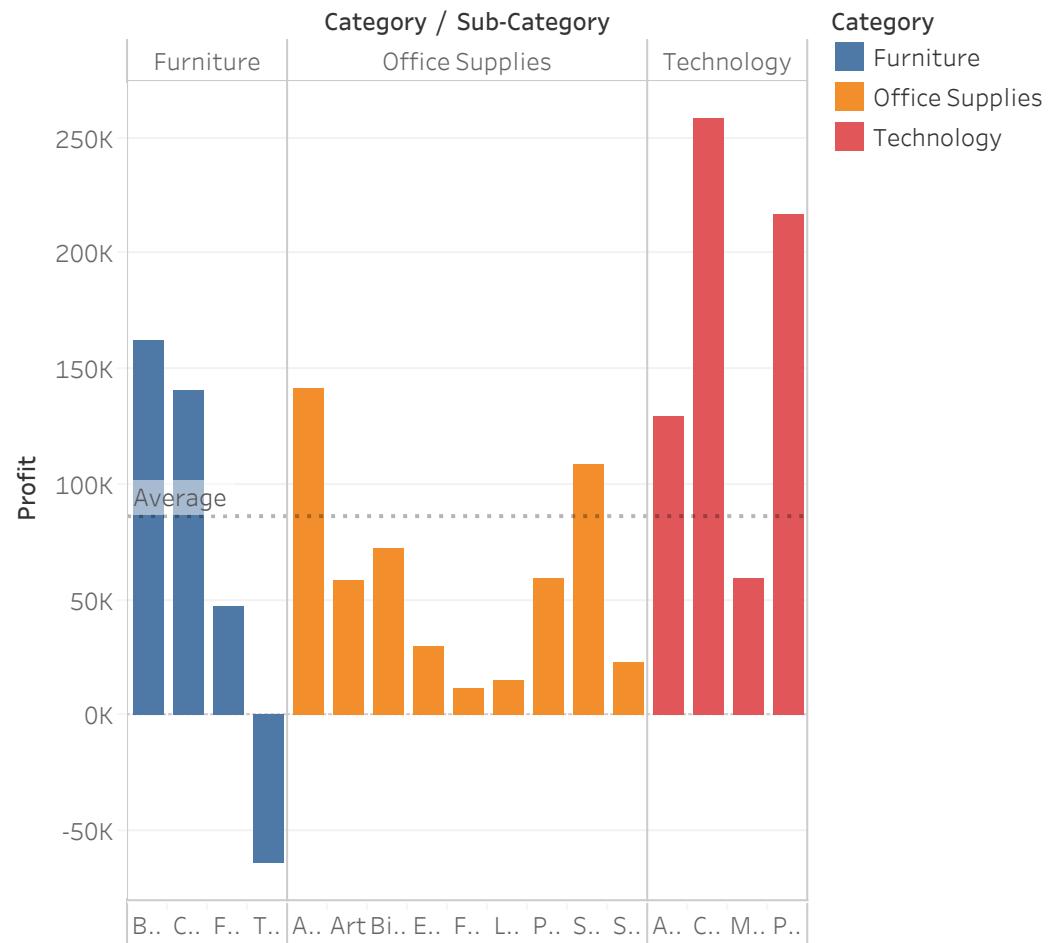
Sum of Sales for each Sub-Category broken down by Category. Color shows sum of Profit. The data is filtered on Market, which keeps 7 of 7 members. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Sub-Categories by Profit



Sub-Category. Color shows details about Sub-Category. Size shows sum of Profit. The marks are labeled by Sub-Category. The data is filtered on Market and Order Date Year. The Market filter keeps 7 of 7 members. The Order Date Year filter keeps multiple members. The view is filtered on sum of Profit, which includes greater than and or equal to 0 and keeps Null values.

## Profitable Sub-Categories Above Average



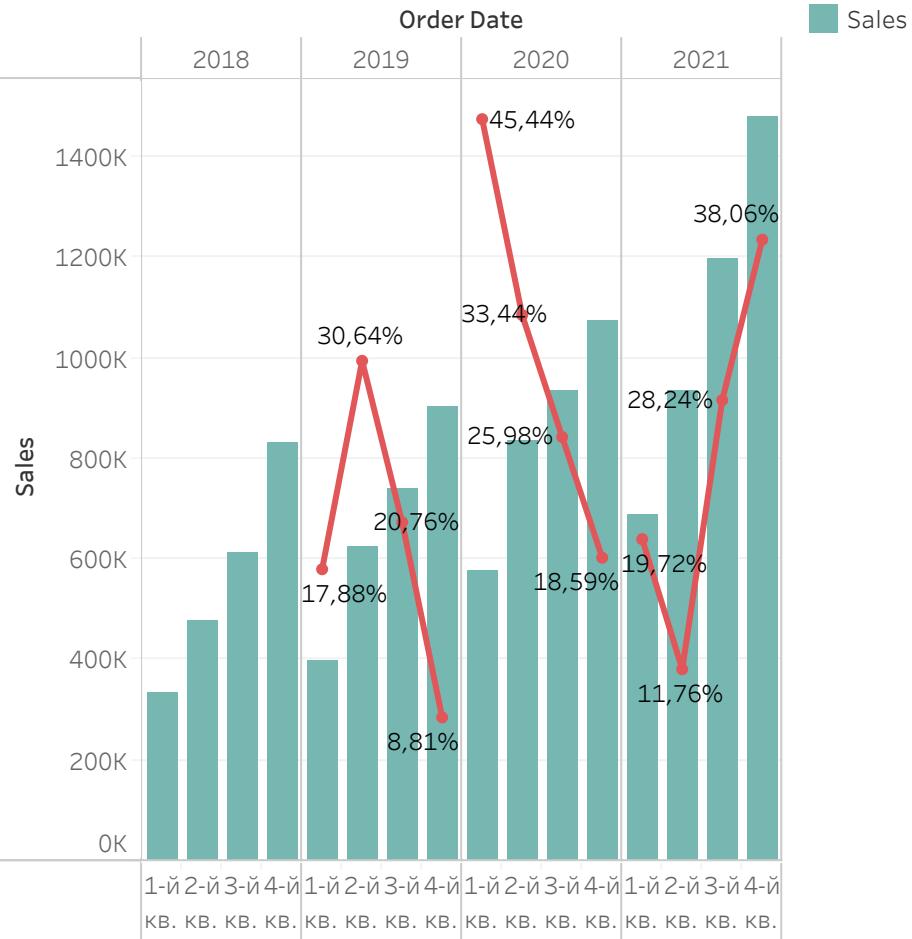
Sum of Profit for each Sub-Category broken down by Category. Color shows details about Category. The data is filtered on Market and Order Date Year. The Market filter keeps 7 of 7 members. The Order Date Year filter keeps multiple members.

## Sales & Profits Trend



The trends of sum of Sales (actual & forecast) and sum of Profit (actual & forecast) for Order Date Month. Details are shown for Forecast indicator. For pane Sum of Sales (actual & forecast) : Color shows sum of Sales (actual & forecast) . For pane Sum of Profit (actual & forecast) : Color shows sum of Profit (actual & forecast) . The data is filtered on Category and Market. The Category filter keeps Furniture, Office Supplies and Technology. The Market filter keeps 7 of 7 members.

## Compounded Annual Growth Rate



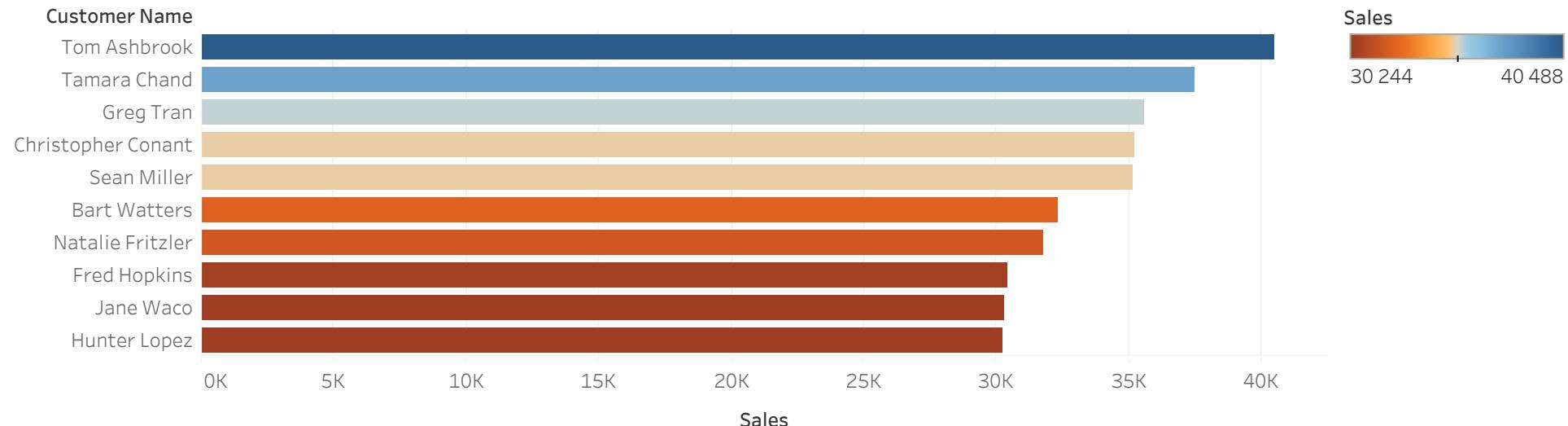
The trends of Sales and CAGR along Year of Order Date for Order Date Quarter broken down by Order Date Year. For pane Sum of Sales: Color shows details about Sales and CAGR along Year of Order Date. For pane CAGR: The marks are labeled by CAGR along Year of Order Date. Details are shown for Sales and CAGR along Year of Order Date. The data is filtered on Market, which keeps 7 of 7 members.

## Compounded Annual Growth Rate

Year of Order Date	Quarter of Order Date	Sales	CAGR along Year of Ord..
2018	1-й кв.	335 780	
	2-й кв.	478 871	
	3-й кв.	613 306	
	4-й кв.	831 494	
2019	1-й кв.	395 816	17,88%
	2-й кв.	625 609	30,64%
	3-й кв.	740 636	20,76%
	4-й кв.	904 710	8,81%
2020	1-й кв.	575 688	45,44%
	2-й кв.	834 839	33,44%
	3-й кв.	933 037	25,98%
	4-й кв.	1 072 850	18,59%
2021	1-й кв.	689 207	19,72%
	2-й кв.	932 987	11,76%
	3-й кв.	1 196 483	28,24%
	4-й кв.	1 481 189	38,06%

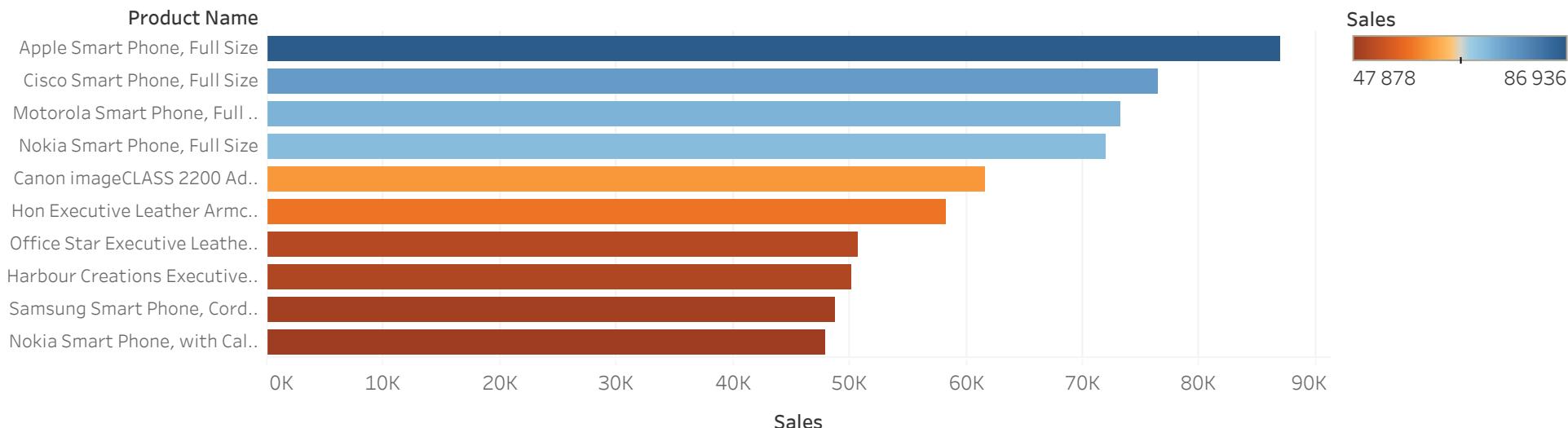
CAGR along Year of Order Date and Sales broken down by Order Date Year and Order Date Quarter.

## TOP-10 Customers by Sales



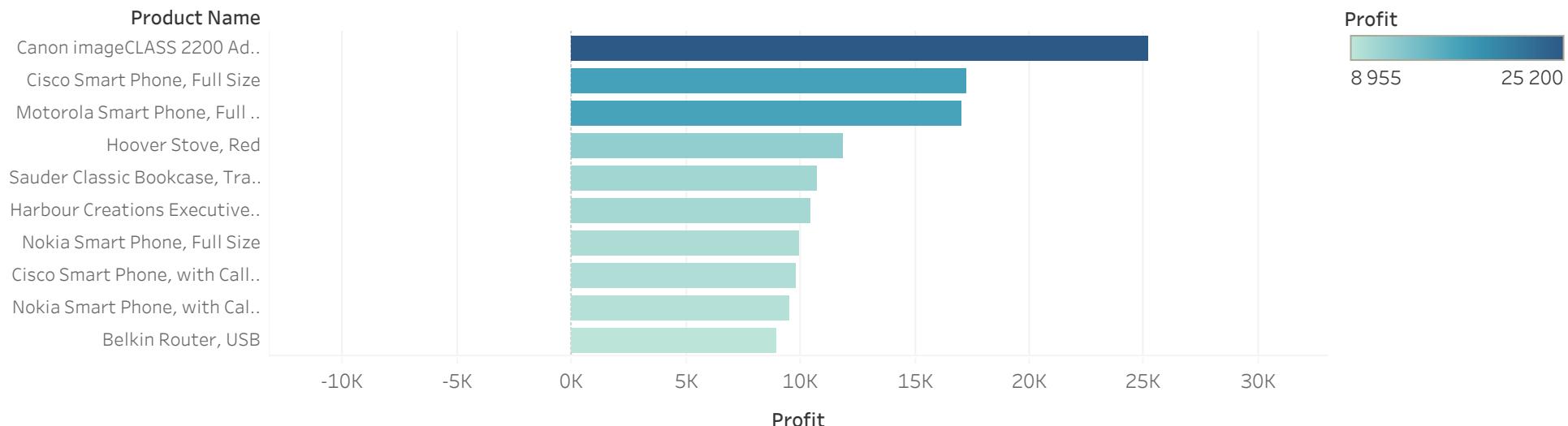
Sum of Sales for each Customer Name. Color shows sum of Sales. The data is filtered on Order Date Year and Market. The Order Date Year filter keeps multiple members. The Market filter keeps 7 of 7 members. The view is filtered on Customer Name, which has multiple members selected.

## Top-10 Products by Sales



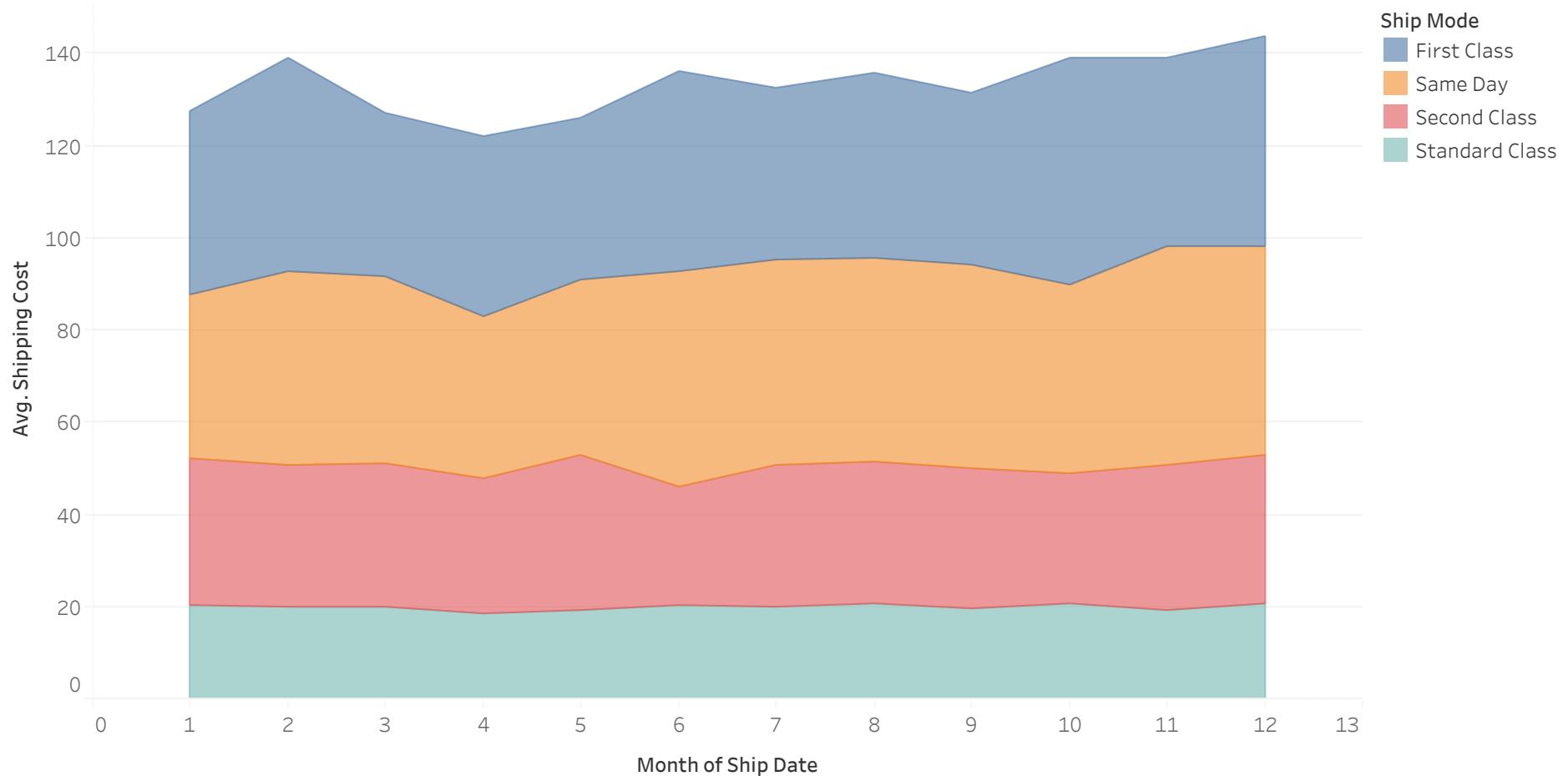
Sum of Sales for each Product Name. Color shows sum of Sales. The data is filtered on Order Date Year and Market. The Order Date Year filter keeps multiple members. The Market filter keeps 7 of 7 members. The view is filtered on Product Name, which has multiple members selected.

## Top-10 Products by Profit



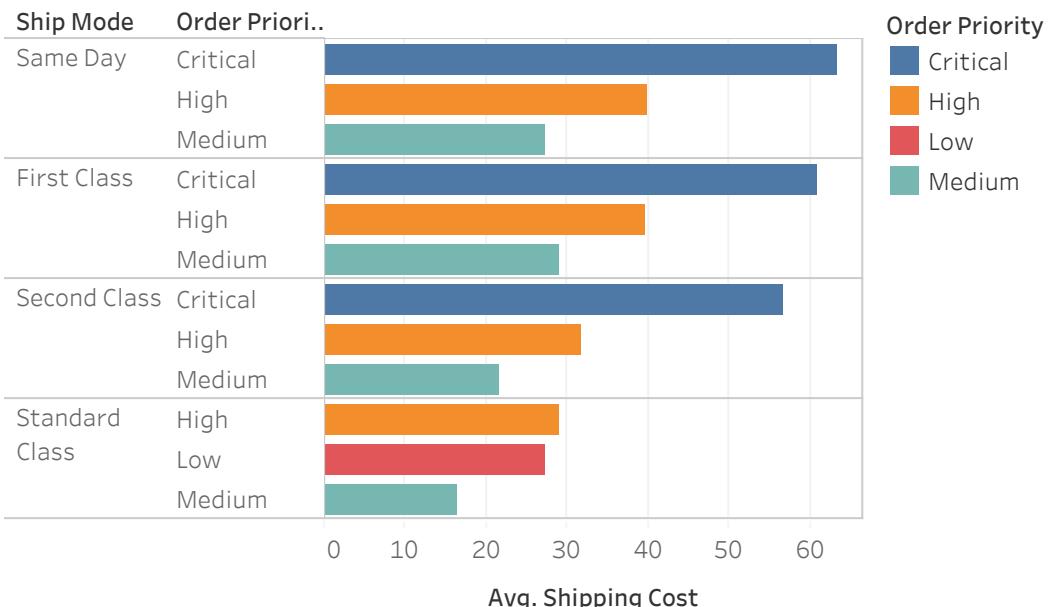
Sum of Profit for each Product Name. Color shows sum of Profit. The data is filtered on Order Date Year and Market. The Order Date Year filter keeps multiple members. The Market filter keeps 7 of 7 members. The view is filtered on Product Name, which has multiple members selected.

## Average Shipping Costs over the Months



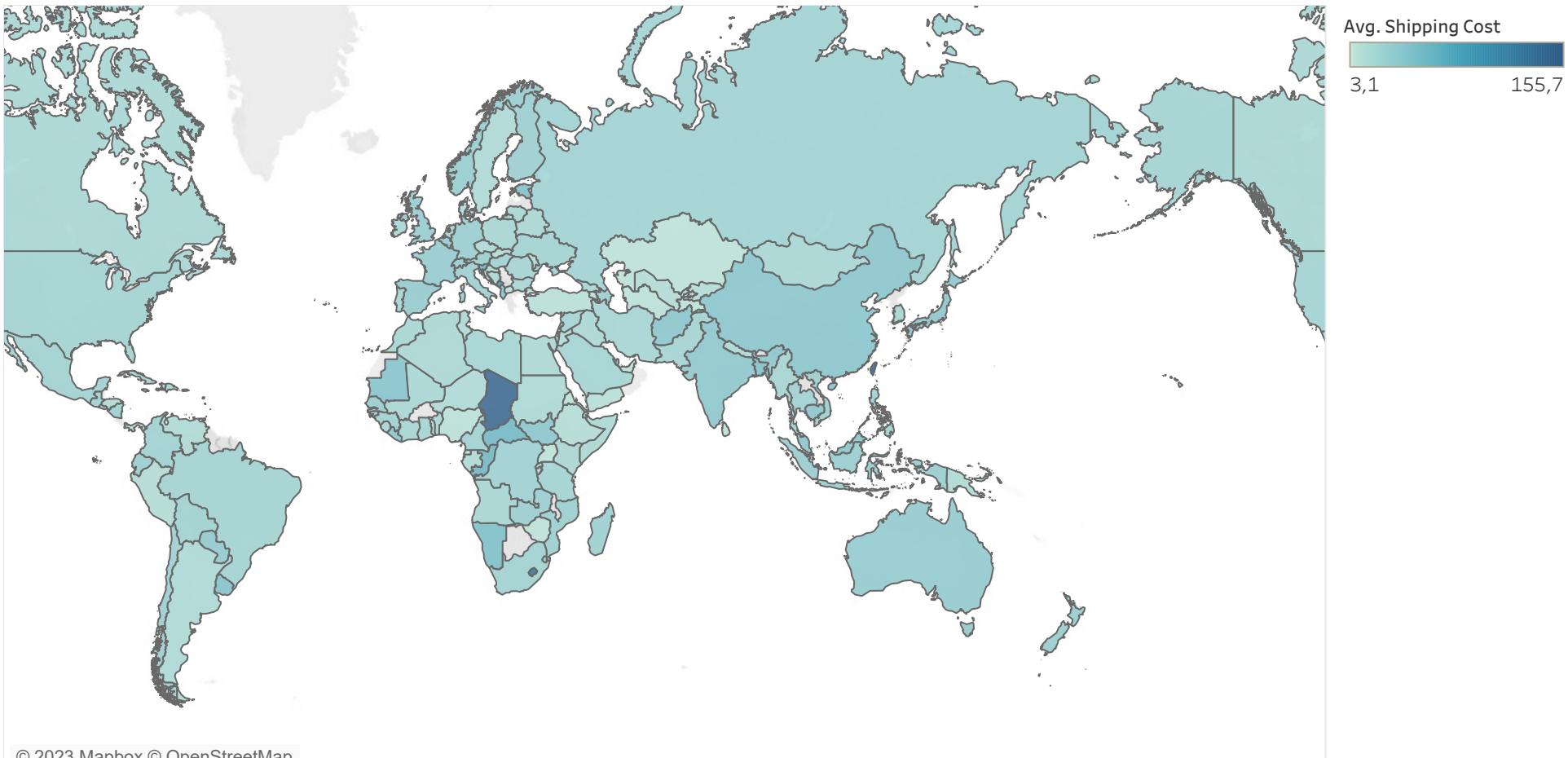
The plot of average of Shipping Cost for Ship Date Month. Color shows details about Ship Mode. The data is filtered on Order Date, which keeps all values.

## Average shipping Costs (Shipping Modes)



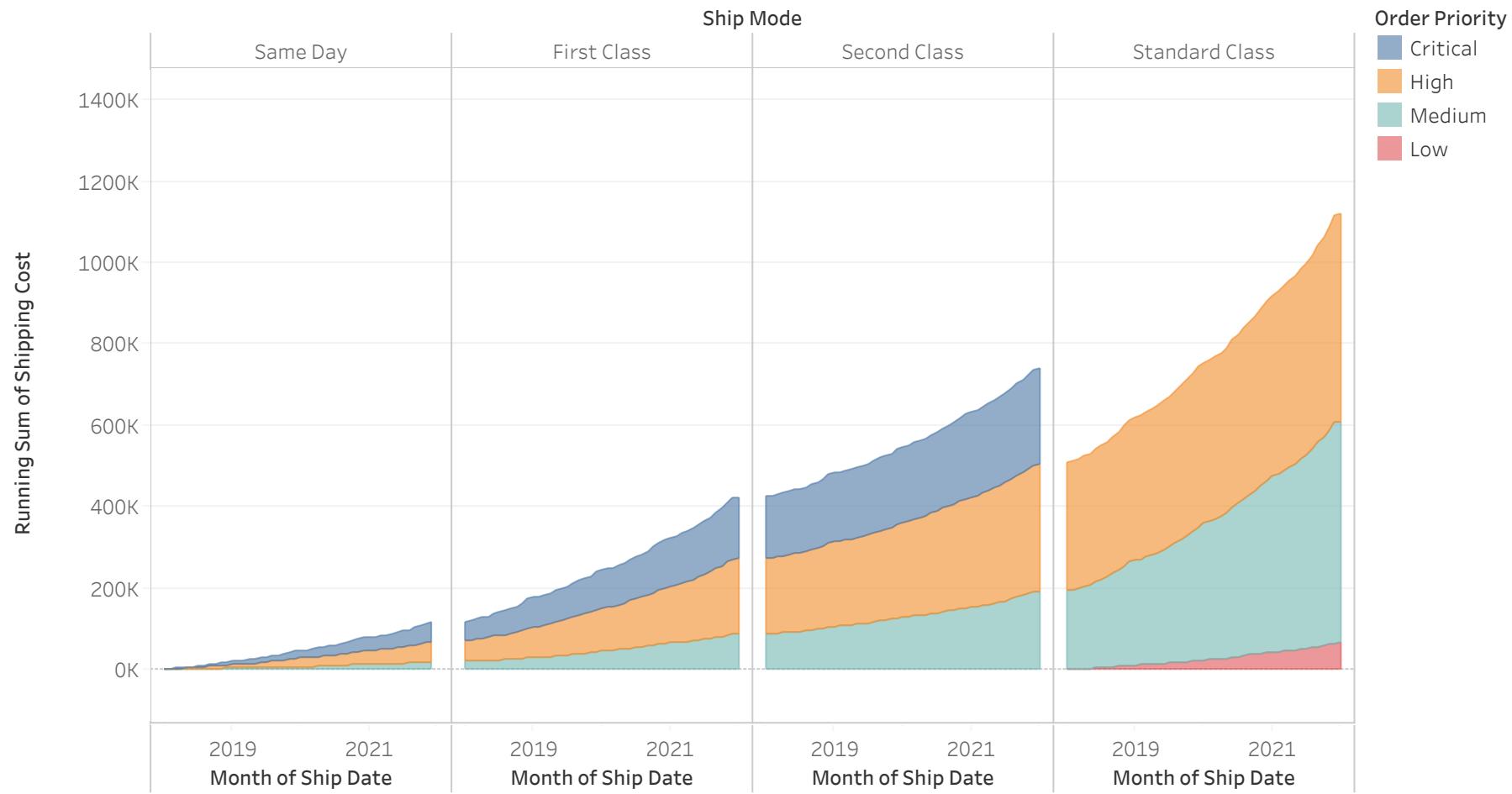
Average of Shipping Cost for each Order Priority broken down by Ship Mode.  
 Color shows details about Order Priority. The data is filtered on Market,  
 which keeps 7 of 7 members.

## Average Shipping Cost by Country



Map based on Longitude (generated) and Latitude (generated). Color shows average of Shipping Cost. Details are shown for Country. The data is filtered on Market, which keeps 7 of 7 members.

## Running Total Shipping Cost



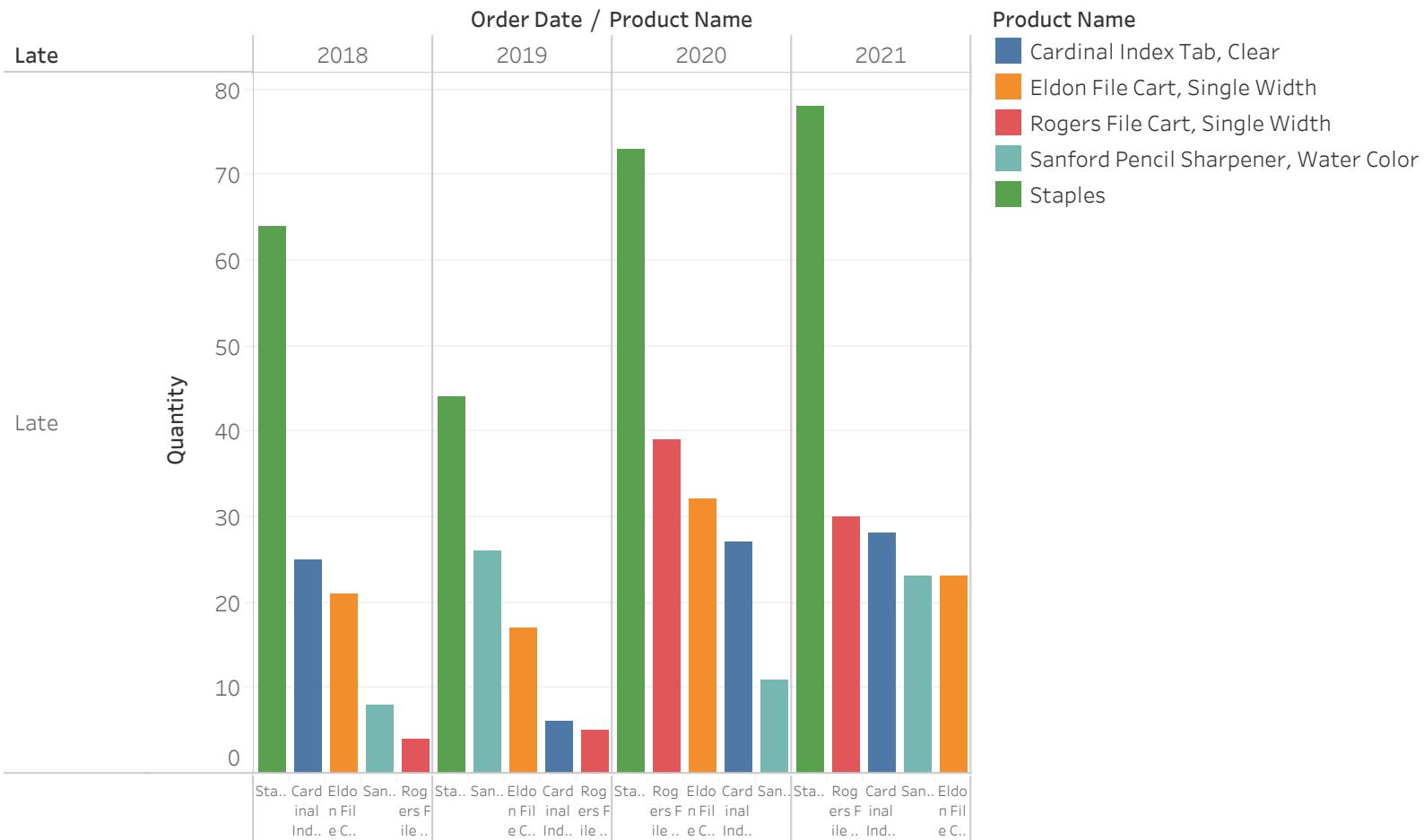
The plot of Running Sum of Shipping Cost for Ship Date Month broken down by Ship Mode. Color shows details about Order Priority. The data is filtered on Market, which keeps 7 of 7 members.

Average Shipping Time (Days)

3,969  
Average Shipping Time (days)

Average of Shipping time. The data is filtered on Market, which keeps 7 of 7 members.

## Top-5 Late Products



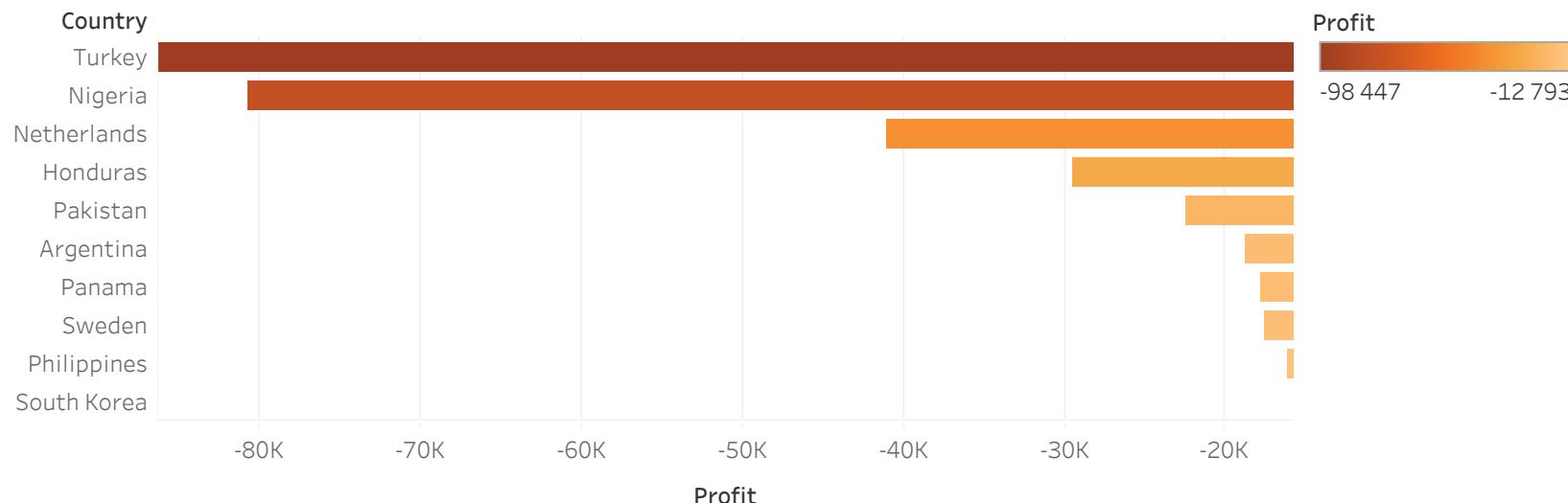
Sum of Quantity for each Product Name broken down by Order Date Year vs. Late. Color shows details about Product Name. The data is filtered on Category and Market. The Category filter keeps Furniture, Office Supplies and Technology. The Market filter keeps 7 of 7 members. The view is filtered on Late and Product Name. The Late filter keeps Late. The Product Name filter has multiple members selected.

## Profit Loss from selling Tables (Sub-Categories)



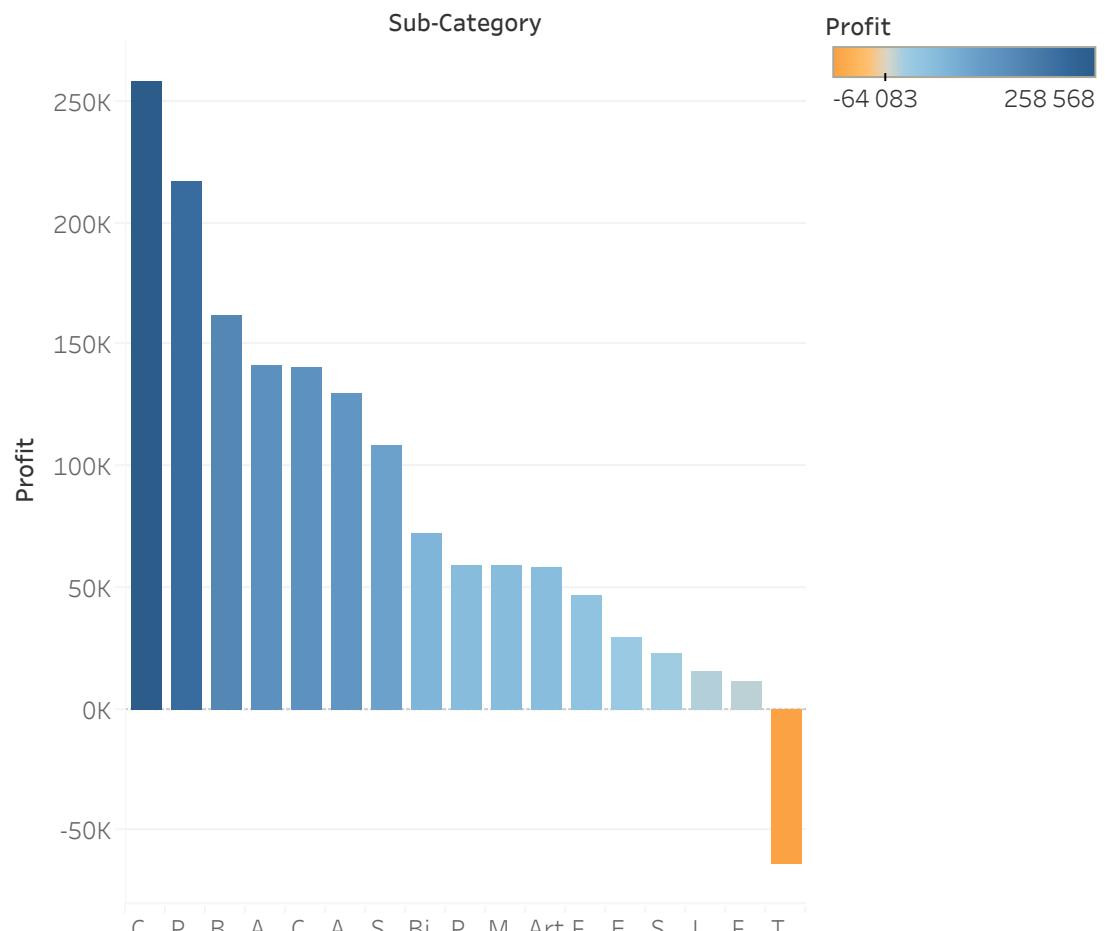
Sum of Profit for each Market broken down by Order Date Year vs. Sub-Category. Color shows sum of Profit. The view is filtered on Sub-Category, which keeps Tables.

## Unprofitable Countries (Top - 10)



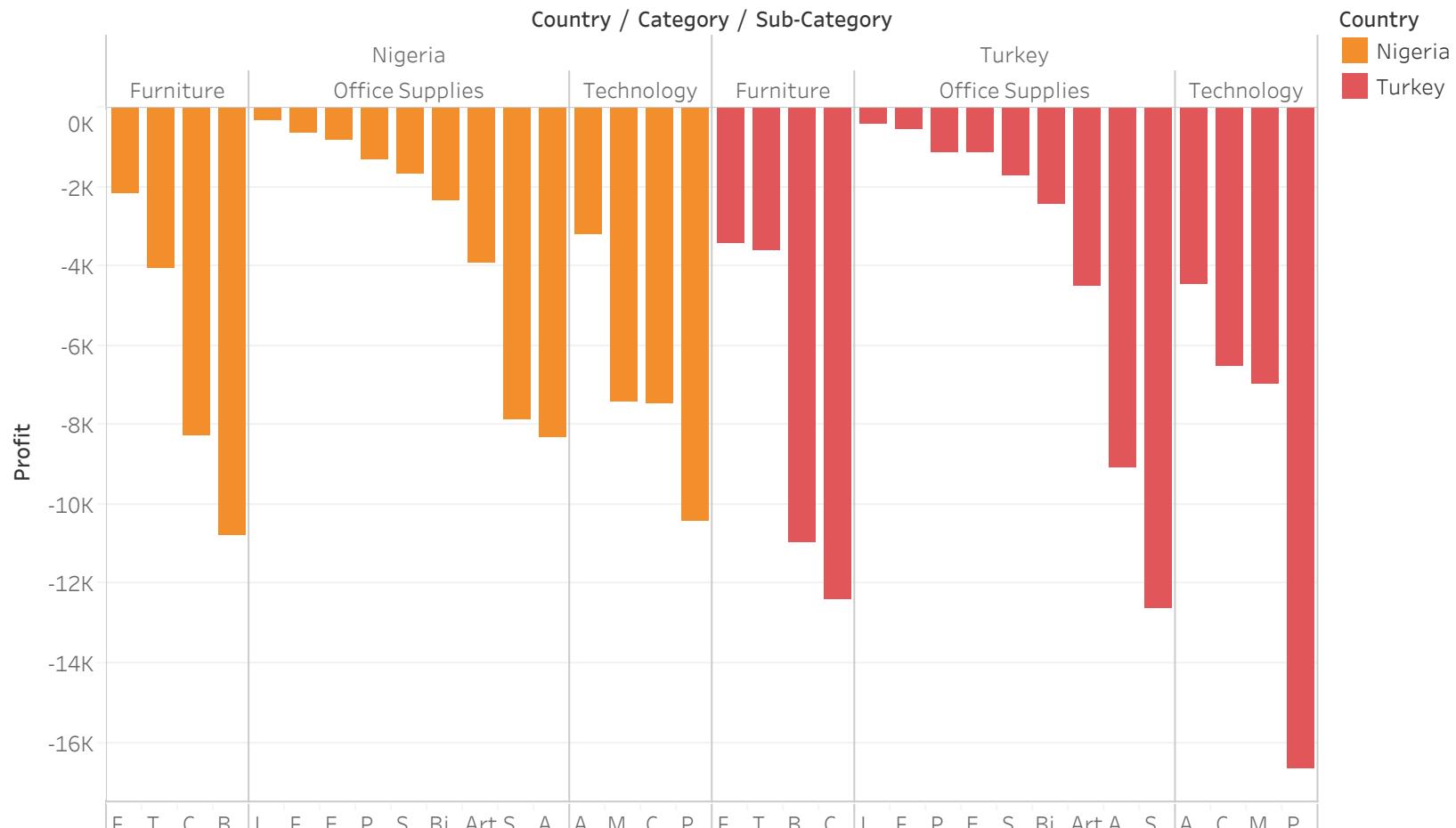
Sum of Profit for each Country. Color shows sum of Profit. The view is filtered on Country, which keeps 10 of 147 members.

## Profit Analysis



Sum of Profit for each Sub-Category. Color shows sum of Profit.

## Turkey and Nigeria Profit Analysis



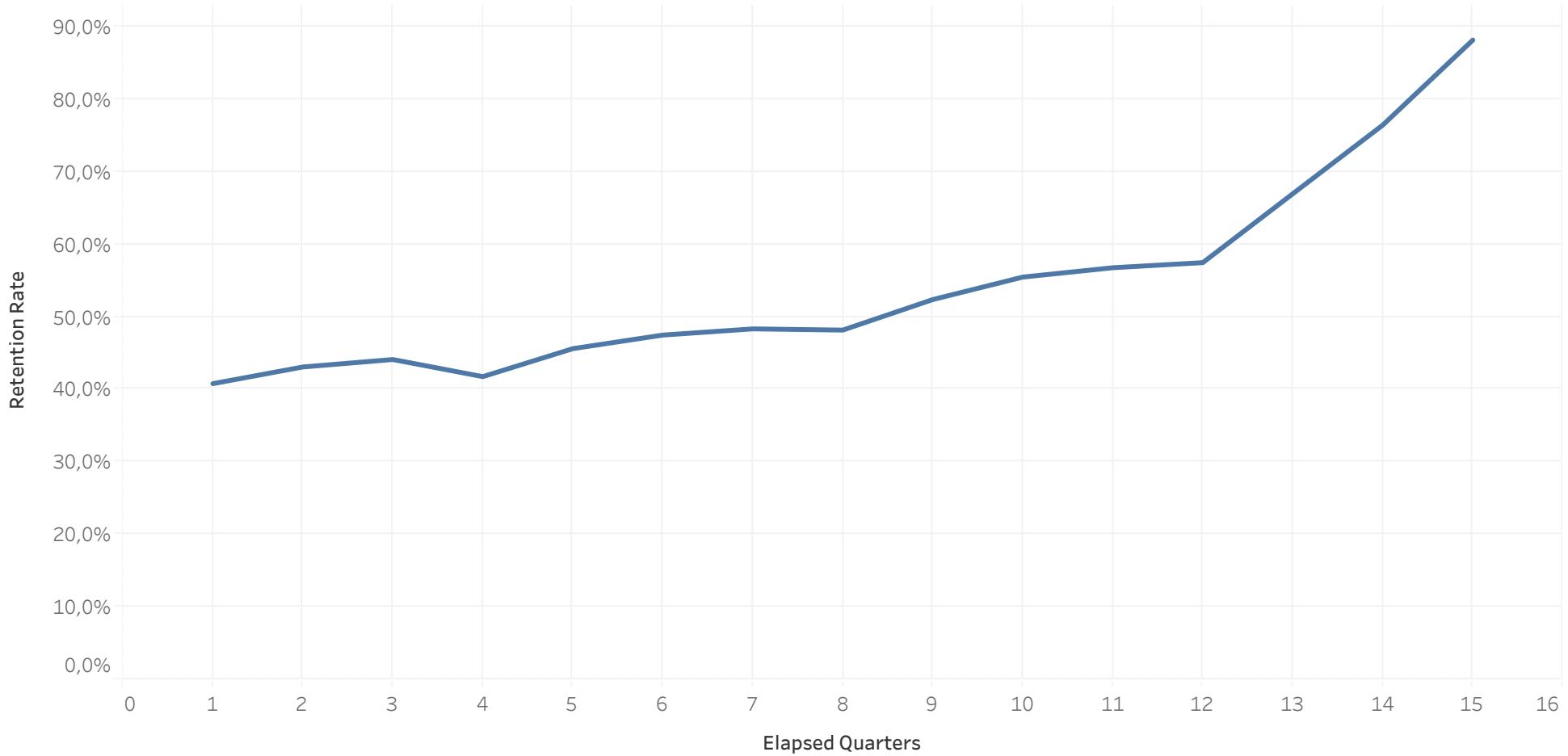
Sum of Profit for each Sub-Category broken down by Country and Category. Color shows details about Country. The view is filtered on Country, which keeps Nigeria and Turkey.

## Customer Retention Rate per Quarter

Quarter of Customers ..	Customer .. s per 1st ..	Quarter of Order Date												Retention Rate
		2018 -й кв.1	2018 -й кв.2	2018 -й кв.3	2018 -й кв.4	2019 -й кв.1	2019 -й кв.2	2019 -й кв.3	2019 -й кв.4	2020 -й кв.1	2020 -й кв.2	2020 -й кв.3	2020 -й кв.4	
2018 -й кв.1	465	100,0%	57,6%	63,0%	72,7%	49,2%	64,7%	71,2%	74,8%	57,8%	75,1%	78,3%	80,6%	17,2%
2018 -й кв.2	359		100,0%	55,2%	65,5%	48,7%	61,6%	63,2%	71,9%	57,9%	68,2%	74,1%	74,4%	100,0%
2018 -й кв.3	233			100,0%	54,1%	38,2%	51,1%	57,9%	55,8%	46,4%	58,8%	67,4%	63,5%	
2018 -й кв.4	133				100,0%	35,3%	41,4%	49,6%	43,6%	39,1%	46,6%	54,1%	54,9%	
2019 -й кв.1	57					100,0%	26,3%	29,8%	31,6%	26,3%	31,6%	45,6%	40,4%	
2019 -й кв.2	56						100,0%	32,1%	25,0%	23,2%	33,9%	25,0%	33,9%	
2019 -й кв.3	58							100,0%	34,5%	17,2%	25,9%	32,8%	44,8%	
2019 -й кв.4	38								100,0%	26,3%	31,6%	42,1%	39,5%	
2020 -й кв.1	20									100,0%	35,0%	35,0%	30,0%	
2020 -й кв.2	15										100,0%	20,0%	33,3%	
2020 -й кв.3	15											100,0%	66,7%	
2020 -й кв.4	7												100,0%	
2021 -й кв.1	6													
2021 -й кв.2	7													
2021 -й кв.3	2													

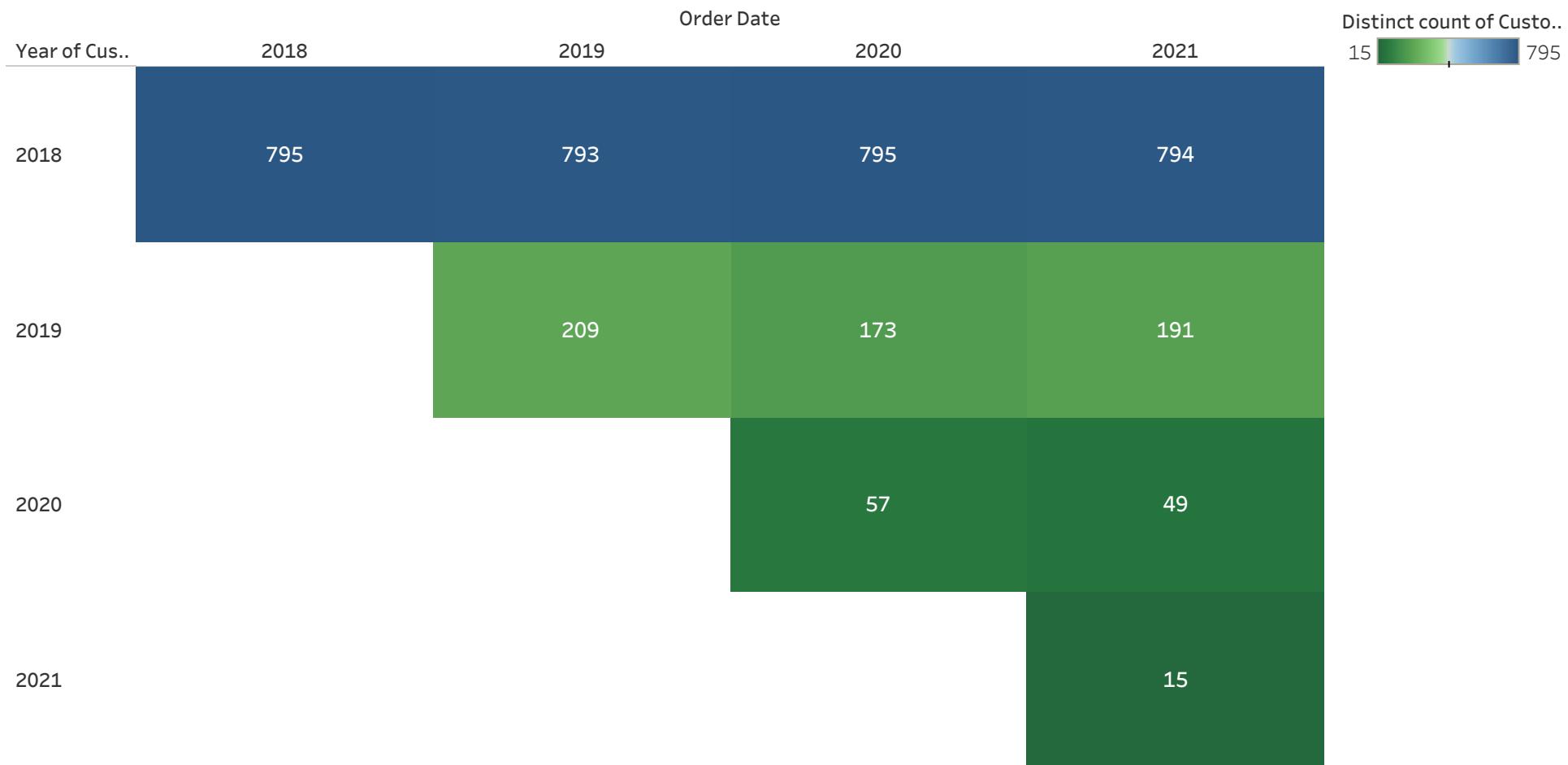
Retention Rate (color) broken down by Order Date Quarter vs. Customers 1st Purchase Quarter Quarter and Customers per 1st Quarter.

## Retention Rate / Elapsed Quarters



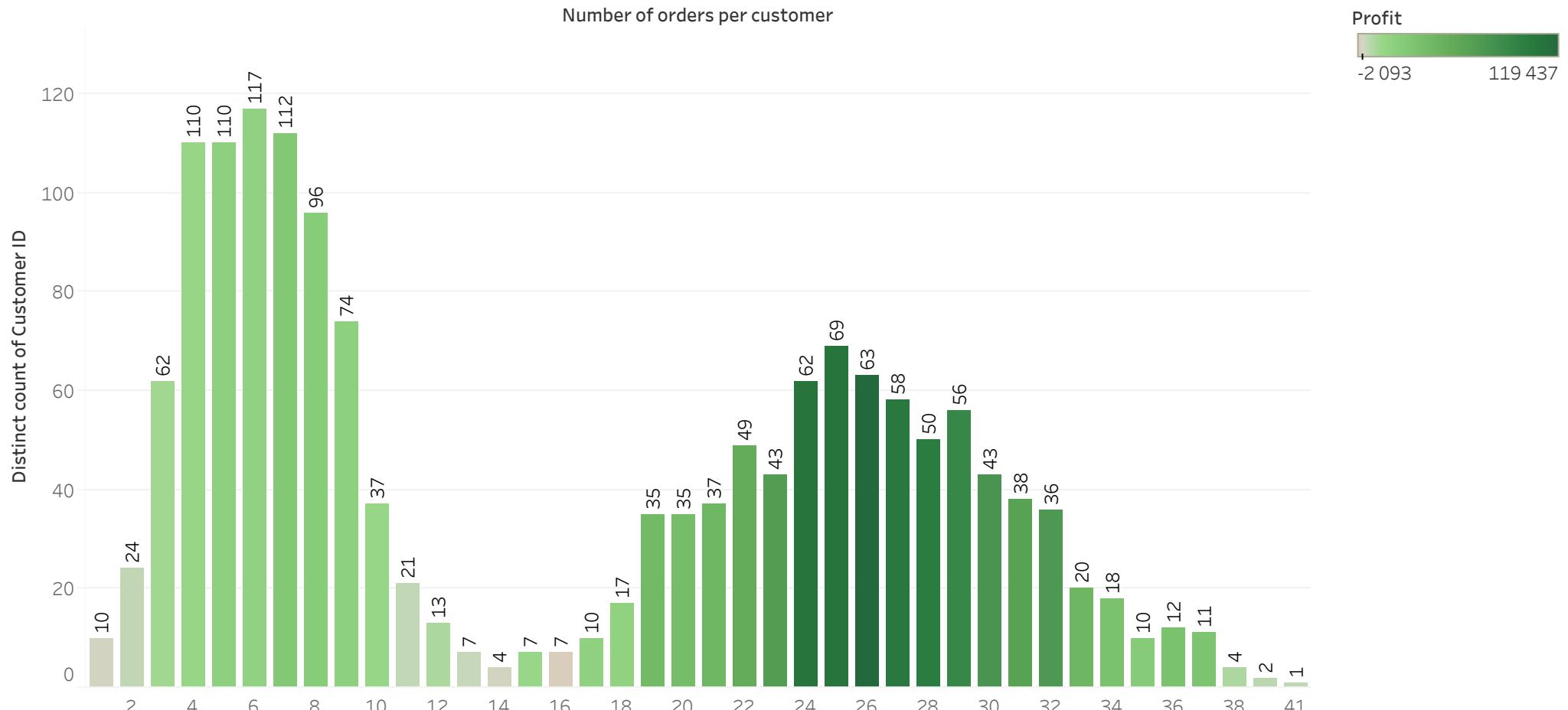
The trend of Retention Rate for Elapsed Quarters. The data is filtered on Elapsed Quarters, which excludes 0.

## Customer Retention per Year



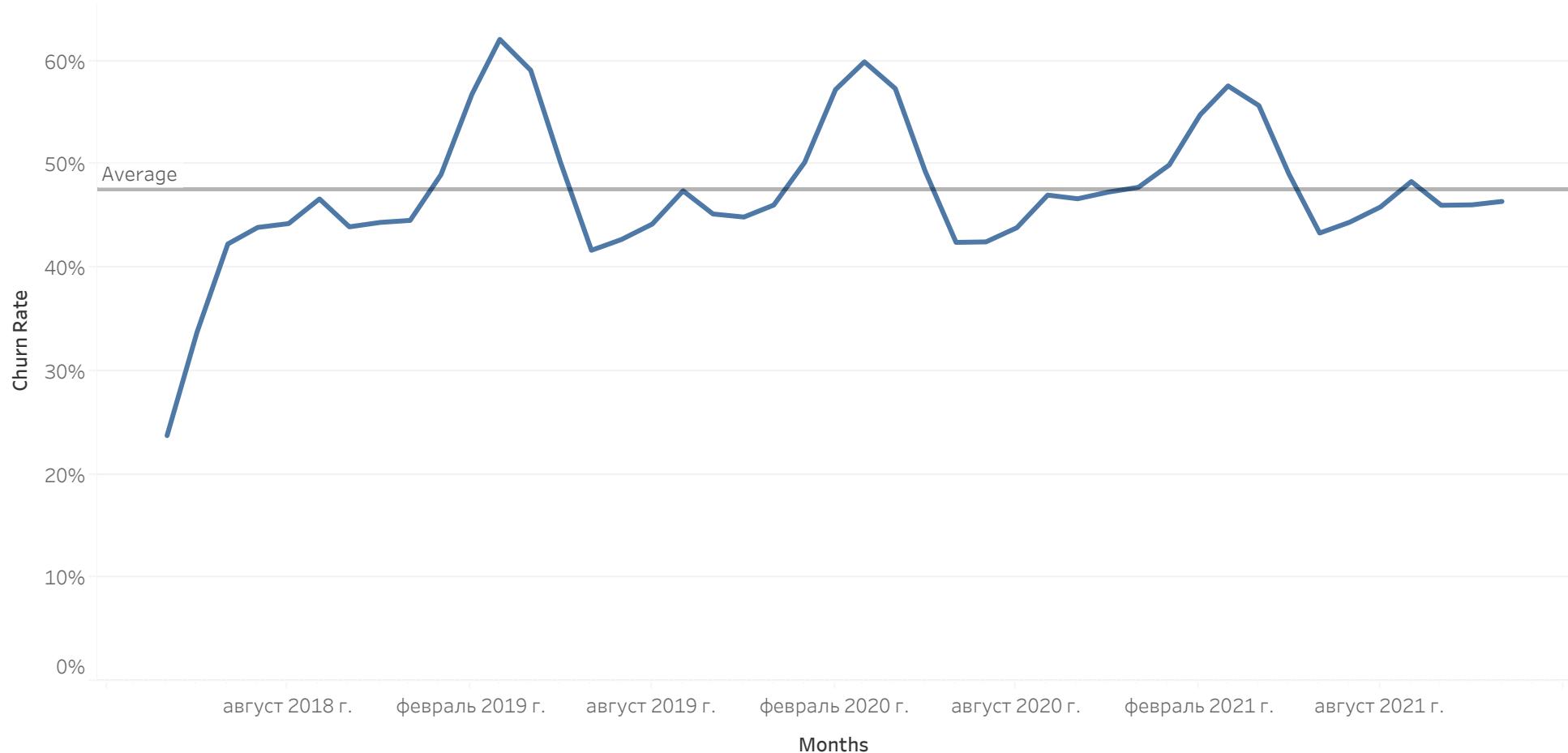
Distinct count of Customer Name (color) broken down by Order Date Year vs. Customers First Purchase Year.

## Number of orders placed per Customer and Effect of Discounts



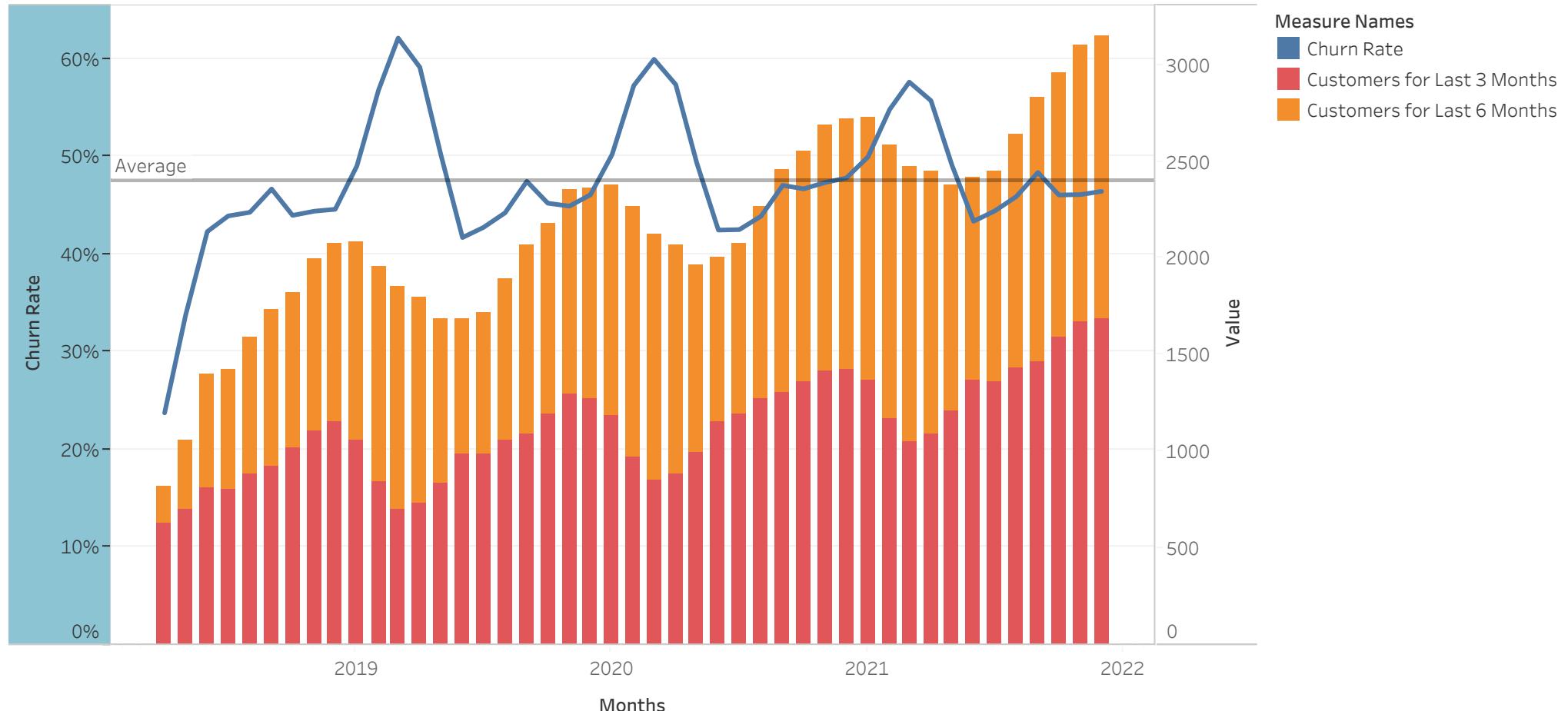
Distinct count of Customer ID for each Number of orders per customer . Color shows sum of Profit. The data is filtered on average of Discount, which ranges from 0,119029240 to 0,229411765.

## Customers Churn Rate



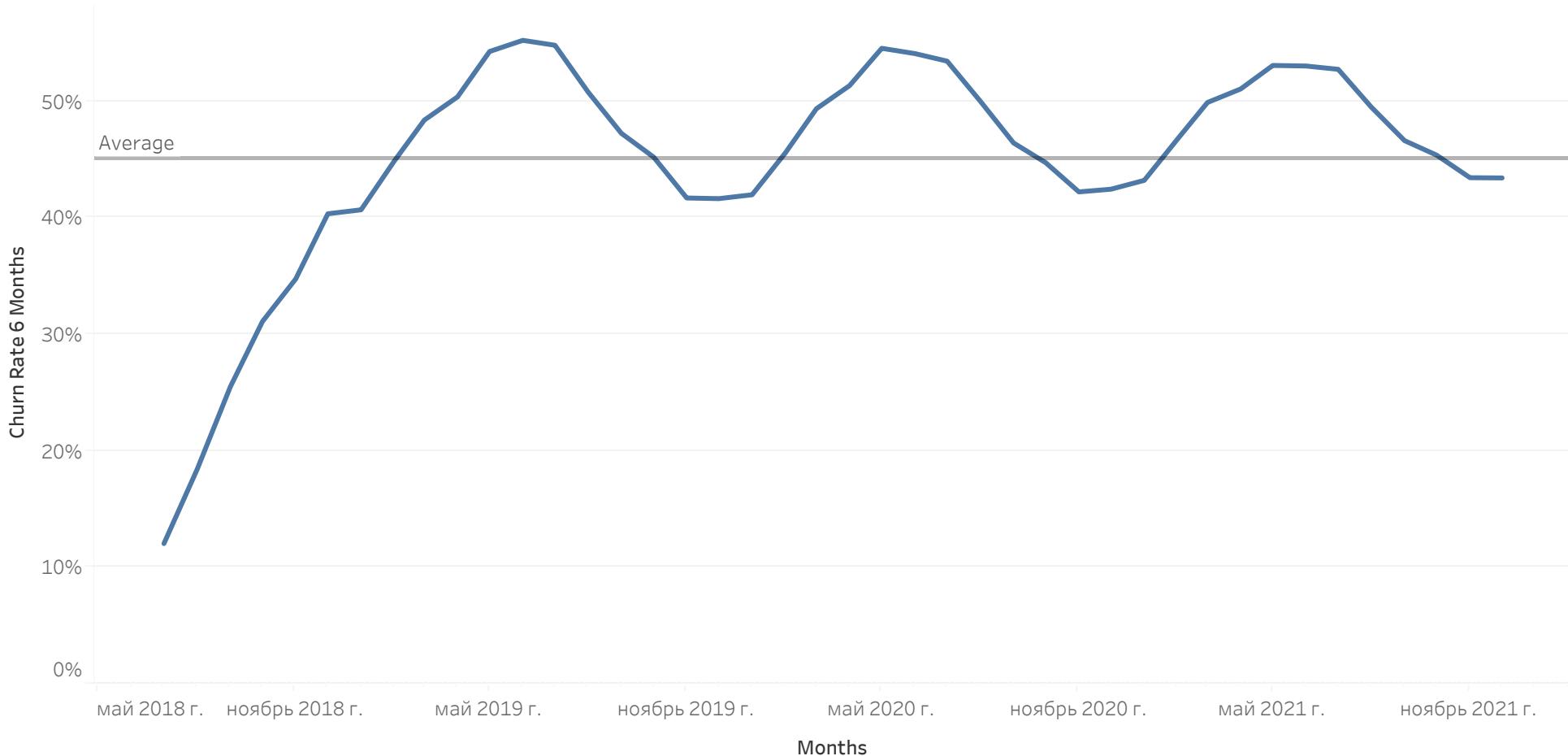
The trend of Churn Rate for Months.

## Customers Churn Rate (2)



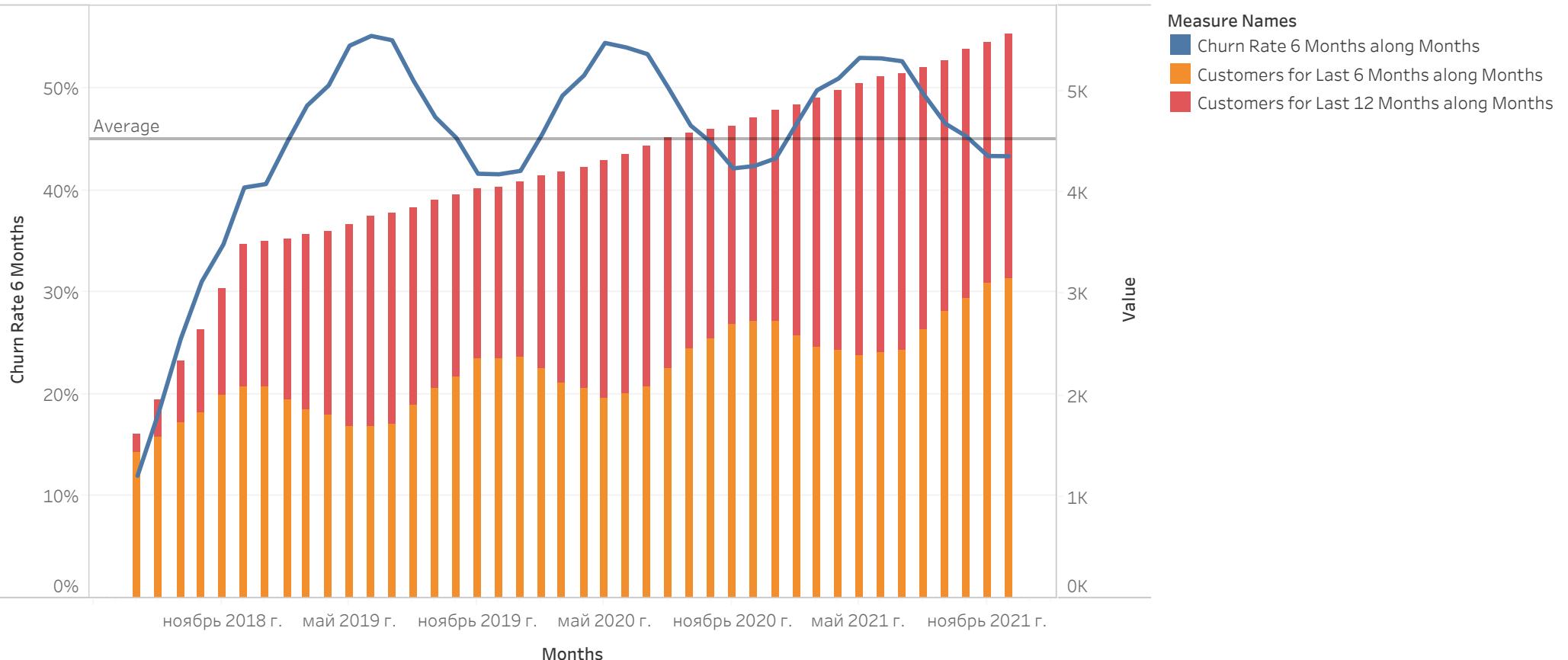
The trends of Churn Rate, Churn Rate, Customers for Last 3 Months and Customers for Last 6 Months for Months. Color shows details about Churn Rate, Customers for Last 3 Months and Customers for Last 6 Months.

## Six Months Customer Churn Rate



The trend of Churn Rate 6 Months for Months.

## Six Months Customer Churn Rate



The trends of Churn Rate 6 Months along Months, Churn Rate 6 Months along Months, Customers for Last 6 Months along Months and Customers for Last 12 Months along Months for Months. Color shows details about Churn Rate 6 Months along Months, Customers for Last 6 Months along Months and Customers for Last 12 Months along Months.