

### Sales vs quantity vs profit

Month of Order Da..	Sales	Quantity	Profit
January-2015	\$14,237	284	\$2,450
February-2015	\$4,520	159	\$862
March-2015	\$55,691	585	\$499
April-2015	\$28,295	536	\$3,489
May-2015	\$23,648	466	\$2,739
June-2015	\$34,595	521	\$4,977
July-2015	\$33,946	550	-\$841
August-2015	\$27,909	609	\$5,318
September-2015	\$81,777	1,000	\$8,328
October-2015	\$31,453	573	\$3,448
November-2015	\$78,629	1,219	\$9,292
December-2015	\$69,546	1,079	\$8,984
January-2016	\$18,174	236	-\$3,281

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Order Date
2015-01-03
2018-12-30

Profit

-\$3,281
\$17,885

Quantity

159
1,840

Sales

\$4,520
\$118,448

Order Date
2015-01-03
2018-12-30

### KPI Supervision

Sub-Catego..	Central	East	South	West
Accessories	▲ 21%	▲ 25%	▲ 26%	▲ 27%
Appliances	✕ -11%	▲ 25%	▲ 21%	▲ 27%
Art	▲ 21%	▲ 25%	▲ 23%	▲ 26%
Binders	✕ -2%	▲ 21%	▲ 11%	▲ 29%
Bookcases	✕ -8%	✕ -3%	▲ 12%	✕ -5%
Chairs	▲ 8%	▲ 10%	▲ 15%	▲ 4%
Copiers	✓ 42%	✓ 32%	✓ 39%	✓ 39%
Envelopes	✓ 38%	✓ 41%	✓ 44%	✓ 46%
Fasteners	✓ 30%	✓ 32%	✓ 35%	▲ 30%
Furnishings	✕ -26%	▲ 20%	▲ 20%	▲ 25%
Labels	✓ 44%	✓ 43%	✓ 44%	✓ 45%
Machines	✕ -6%	▲ 10%	✕ -3%	✕ -1%
Paper	✓ 40%	✓ 45%	✓ 42%	✓ 45%
Phones	▲ 17%	▲ 12%	▲ 18%	▲ 9%
Storage	▲ 4%	▲ 12%	▲ 6%	▲ 12%

Profit rate stra
✕ bad
▲ fair
✓ good

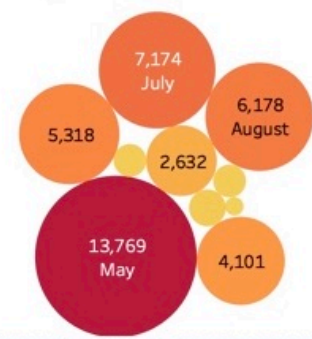
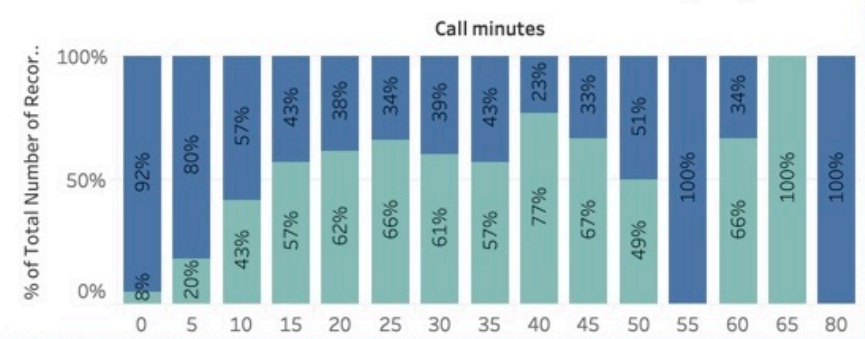
Profit rate stra

bad
fair
good

Month, Year of Order Date

☒ (All)
☒ January-2015
☒ February-2015
☒ March-2015
☒ April-2015
☒ May-2015
☒ June-2015
☒ July-2015
☒ August-2015

# Campaign Timing Analysis



- Month of Month
- ☒ (All)
  - ☒ March
  - ☒ April
  - ☒ May
  - ☒ June
  - ☒ July
  - ☒ August
  - ☒ September
  - ☒ October
  - ☒ November
  - ☒ December

Month of M..	mon	tue	wed	thu	fri
March	143	140	70	99	94
April	702	252	300	768	610
May	2,642	2,809	2,923	2,537	2,858
June	1,251	970	983	967	1,147
July	1,516	1,517	1,457	1,672	1,012
August	1,222	1,296	1,243	1,347	1,070
September	90	118	125	122	115
October	129	149	135	163	142
November	766	814	863	903	755
December	53	25	35	45	24

investment

☒ no

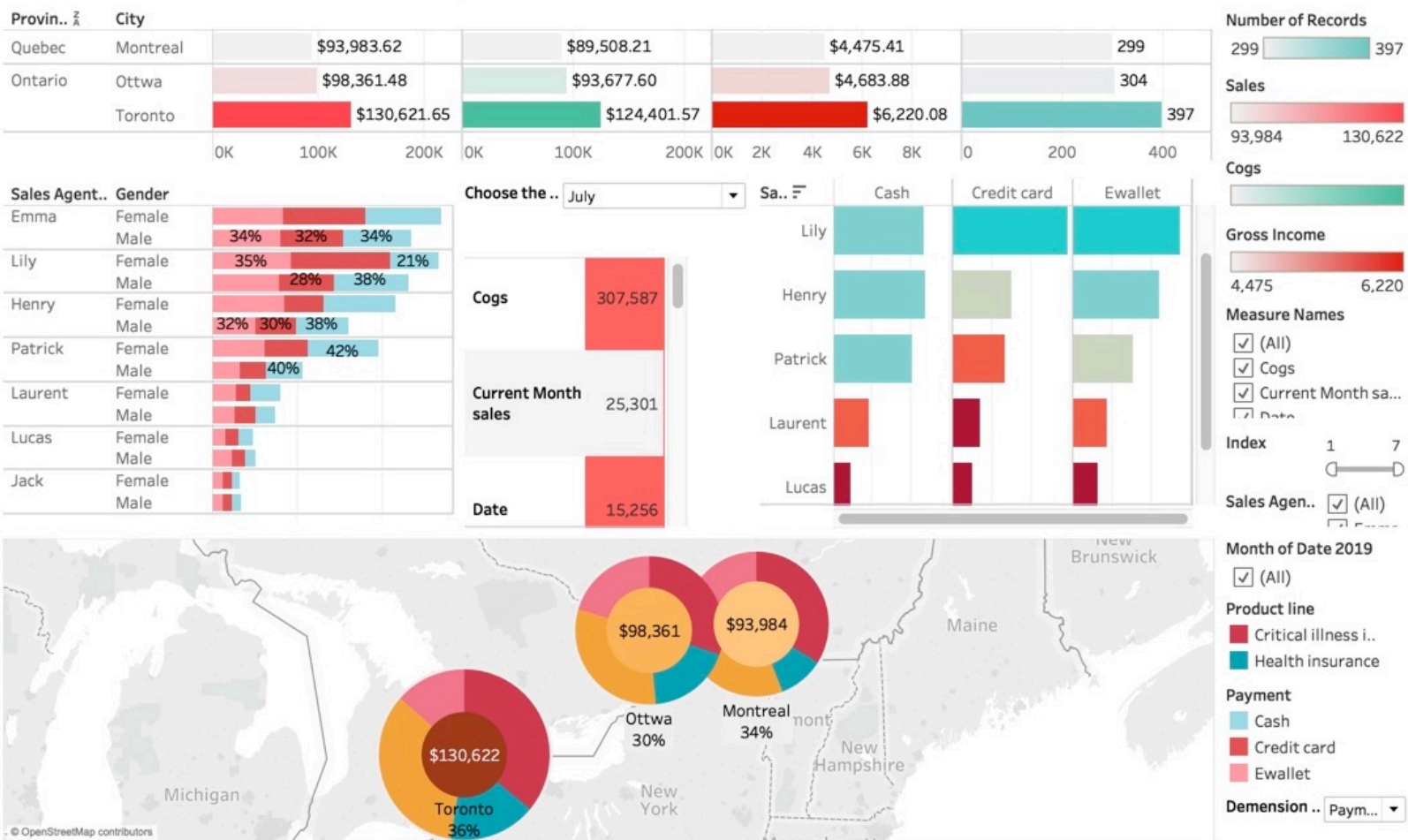
☒ yes

Number of Records

1 935

Poutcome	Job	1	2	3	4	5	6	7
failure	admin	✓	✗	✗	✗	✗	✗	✗
	blue-collar	✓	✗	✗	✗	✗	✗	✗
	entrepreneur	✓	✗	✗	✗	✗	✗	✗
	housemaid	✓	✗	✗	✗	✗	✗	✗
	managemant	✓	✗	✗	✗	✗	✗	✗
	retired	✓	✓	✗	✗	✗	✗	✗
	self-employed	✓	✗	✗	✗	✗	✗	✗
	services	✓	✗	✗	✗	✗	✗	✗
	student	✓	✗	✗	✗	✗	✗	✗
	technician	✓	✗	✗	✗	✗	✗	✗
success	unemployed	✓	✗	✗	✗	✗	✗	✗
	unknown	✓	✗	✗	✗	✗	✗	✗
	Total	✓	✗	✗	✗	✗	✗	✗
	admin	✓	✓	✓	✓	✓	✓	✓
	blue-collar	✓	✓	✓	✓	✓	✓	✓
	entrepreneur	✓	✓	✓	✓	✓	✓	✓
	housemaid	✓	✓	✓	✓	✓	✓	✓
	managemant	✓	✓	✓	✓	✓	✓	✓
	retired	✓	✓	✓	✓	✓	✓	✓
	self-employed	✓	✓	✓	✓	✓	✓	✓

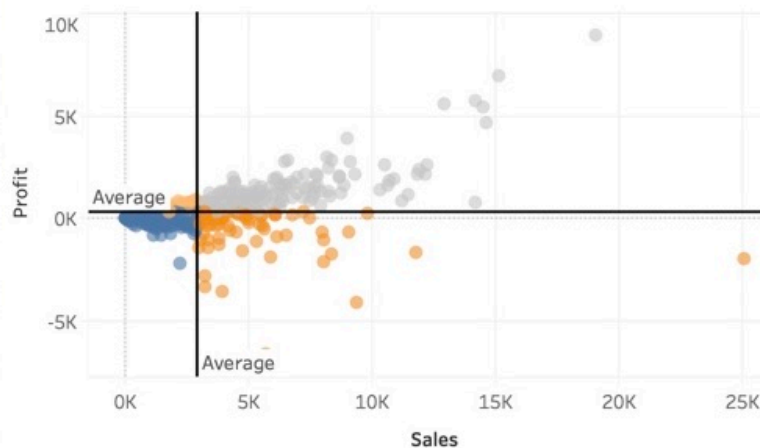
## Analysis of Sales in Ontario and Quebec in 2019



### Distribution of sales by states



### Sales vs profit



### Order Date



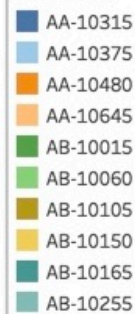
### Sales



### Sub-Category



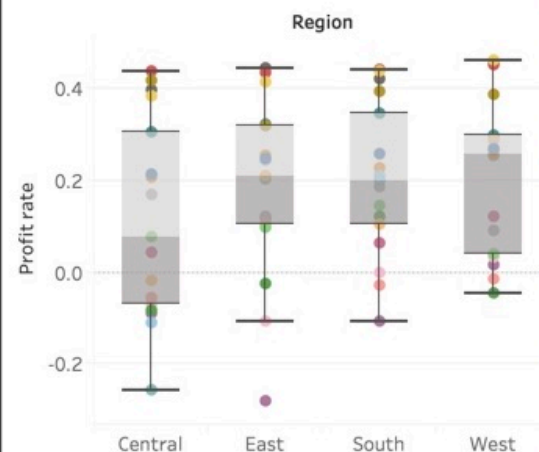
### Customer ID



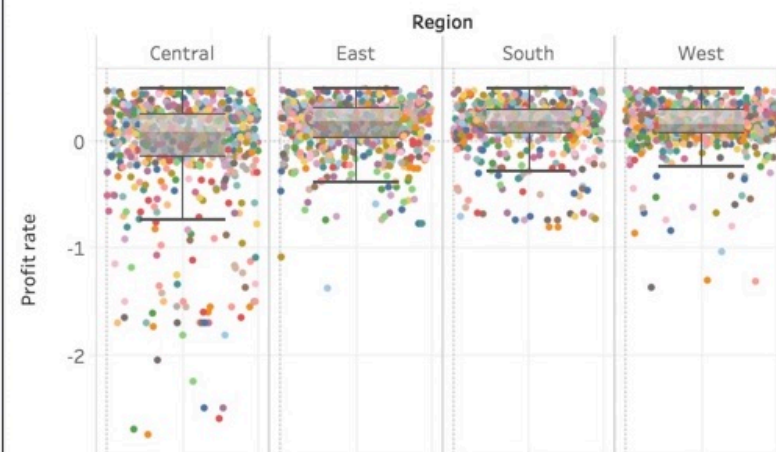
### Avg profit per customer, ..



### sub-categdistribution



### customer profit rate







•	1
○	1,000
●	2,000
●	3,417

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columb..
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

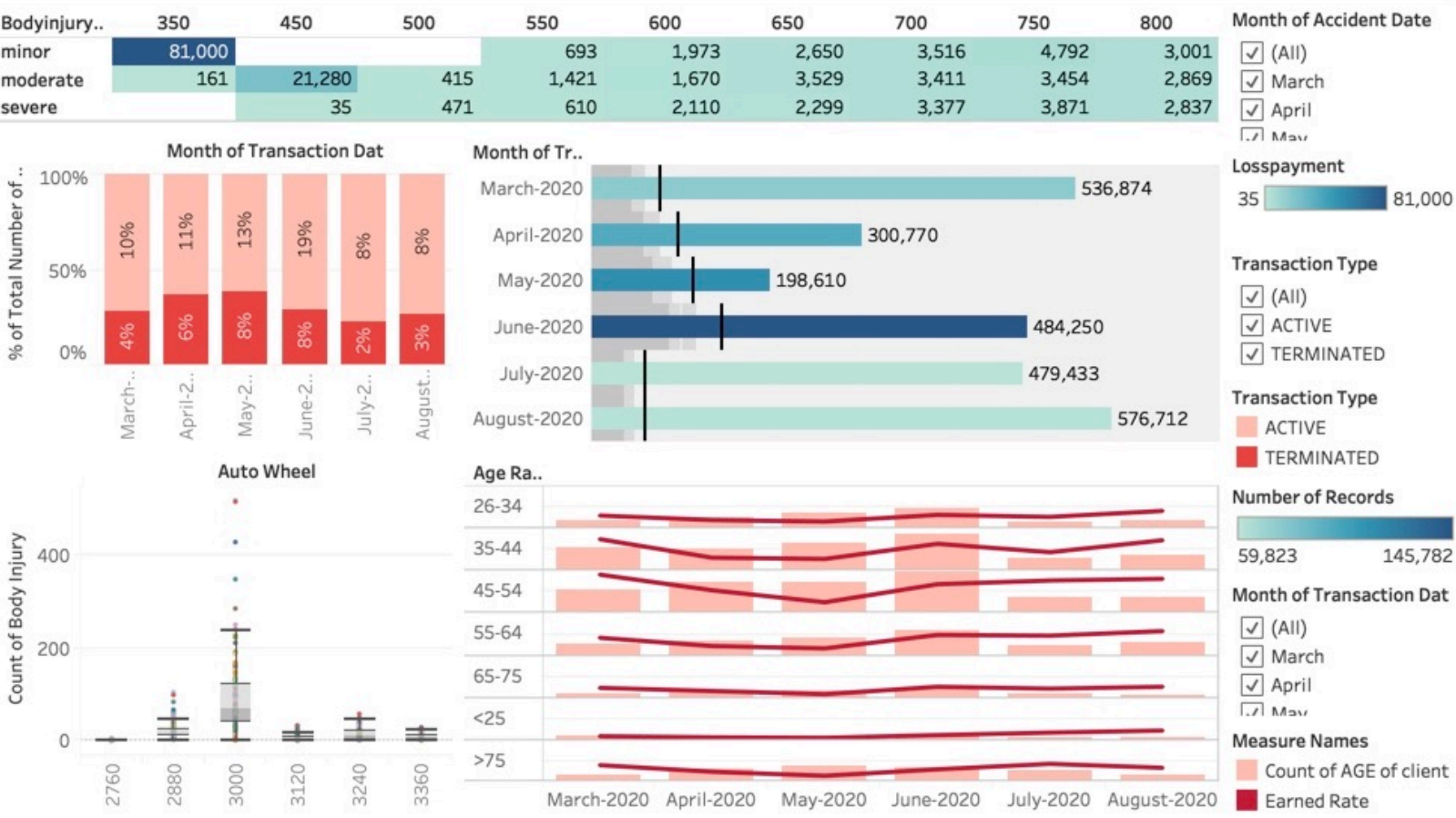


-\$25,729      \$76,381

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# COVID-19 VS Car insurance



Month of Tr..

March-2020

536,874

April-2020

300,770

May-2020

198,610

June-2020

484,250

July-2020

479,433

August-2020

576,712

Auto Wheel

Count of Body Injury

2760

2880

3000

3120

3240

3360

Age Ra..

26-34

35-44

45-54

55-64

65-75

<25

>75

March-2020

April-2020

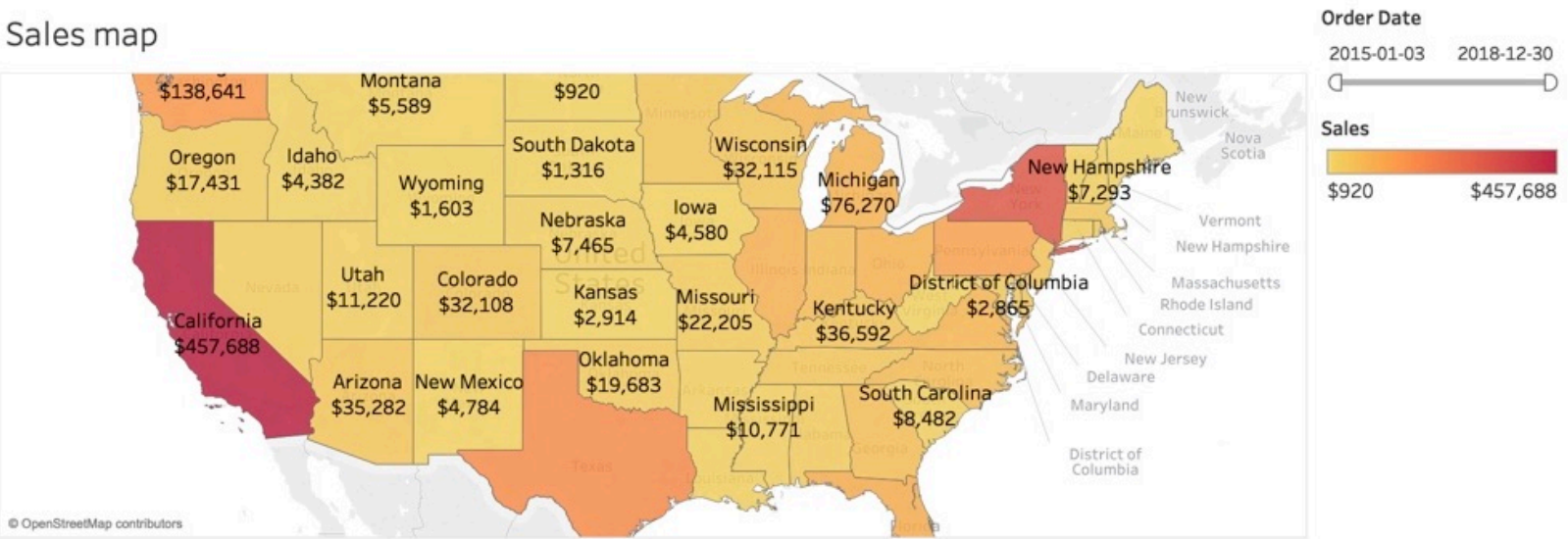
May-2020

June-2020

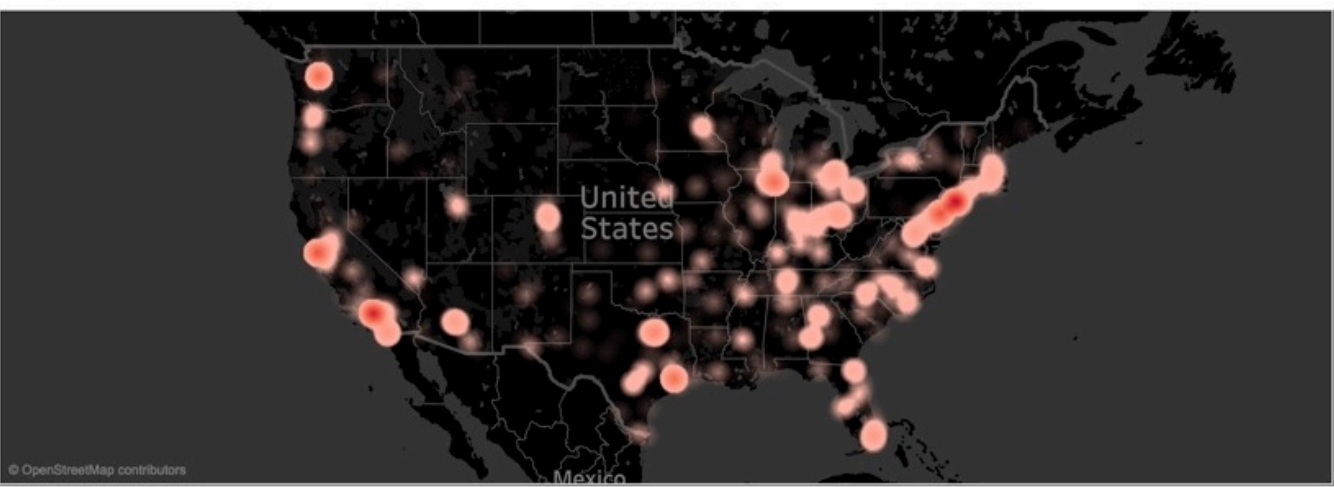
July-2020

August-2020

Sales map



City customer map



## Profile of sales by region

Order Date 20152018

Sales



Quantity



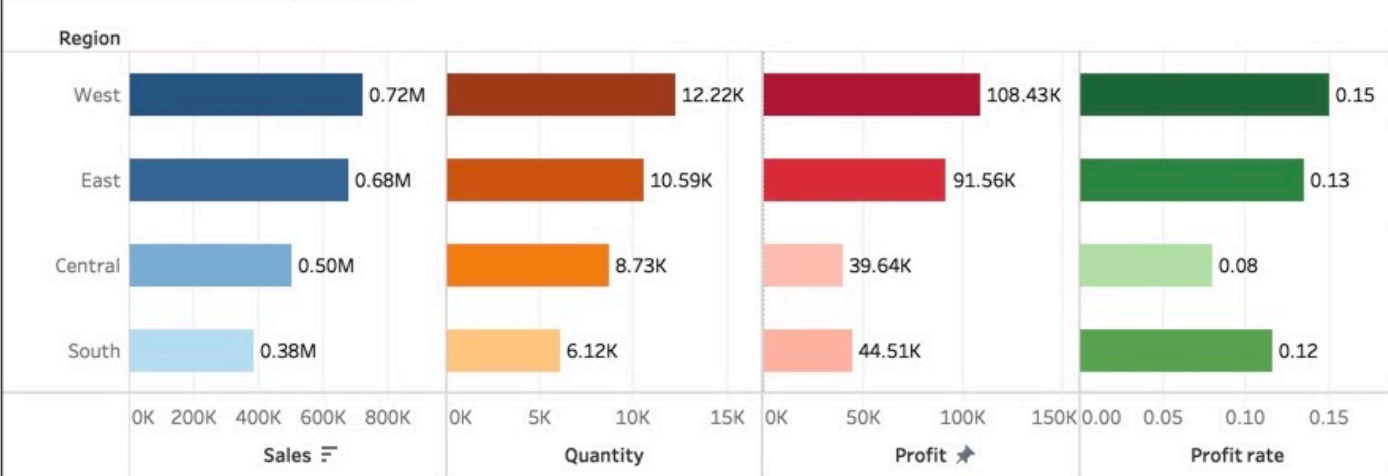
Profit



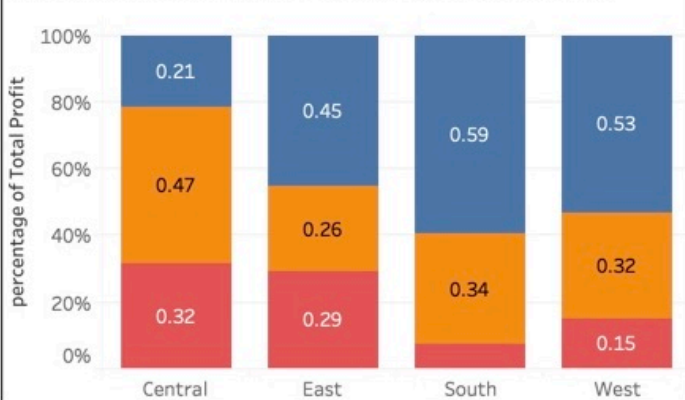
Profit rate



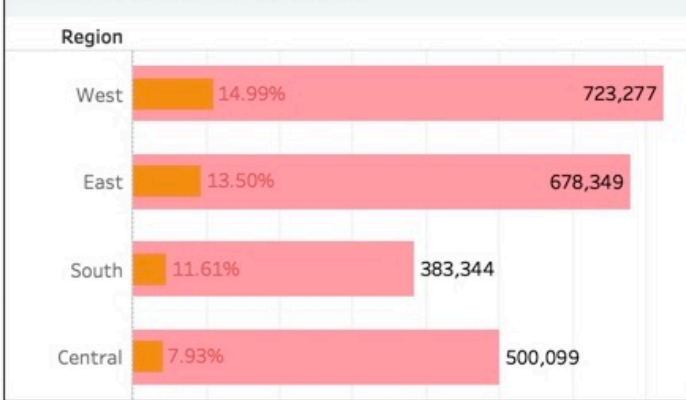
### bar chart of sales by region



### profit percentage of segments by region



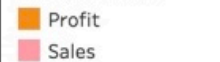
### profit on sales by region



Segment



Measure Names





## Distribution of orders

Order Date 2015-01-03

2018-12-30

16.09%

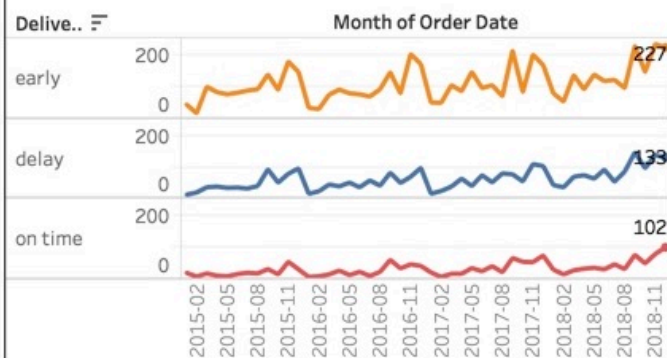
54.31%

29.60%

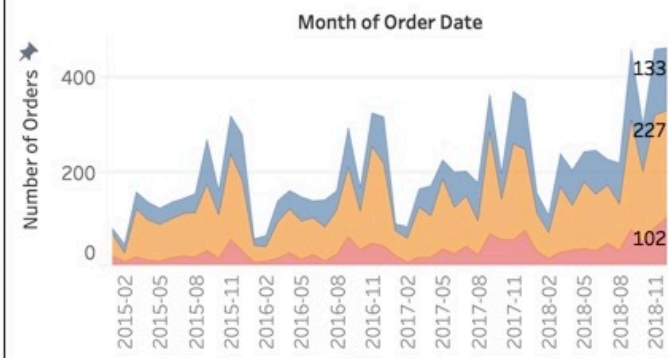
Delivery status

- delay
- early
- on time

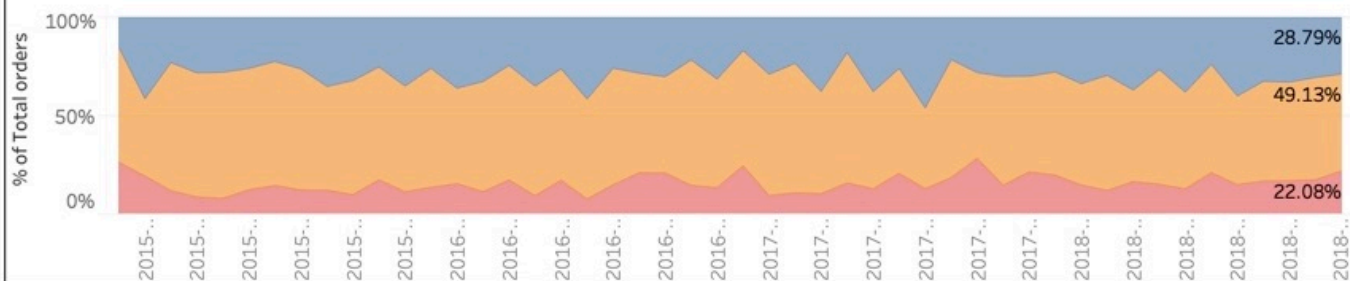
## Change of delivery status



## Area Chart for delivery status

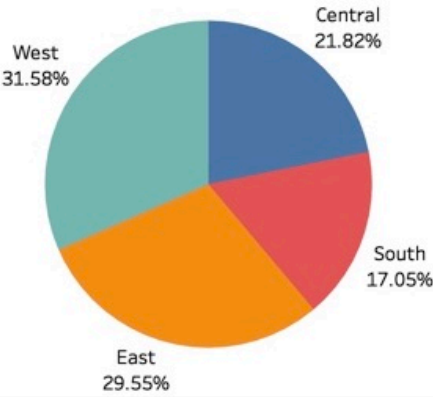


## % of Total orders

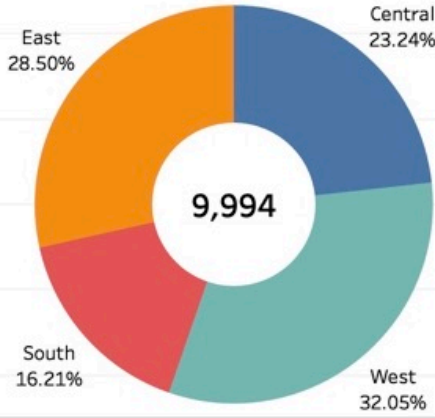


### Distribution of cities

Distribution of sales in different region



Distribution of orders



**Order Date**  
2015-01-03 2018-12-30

**Sales**  
2,297,201

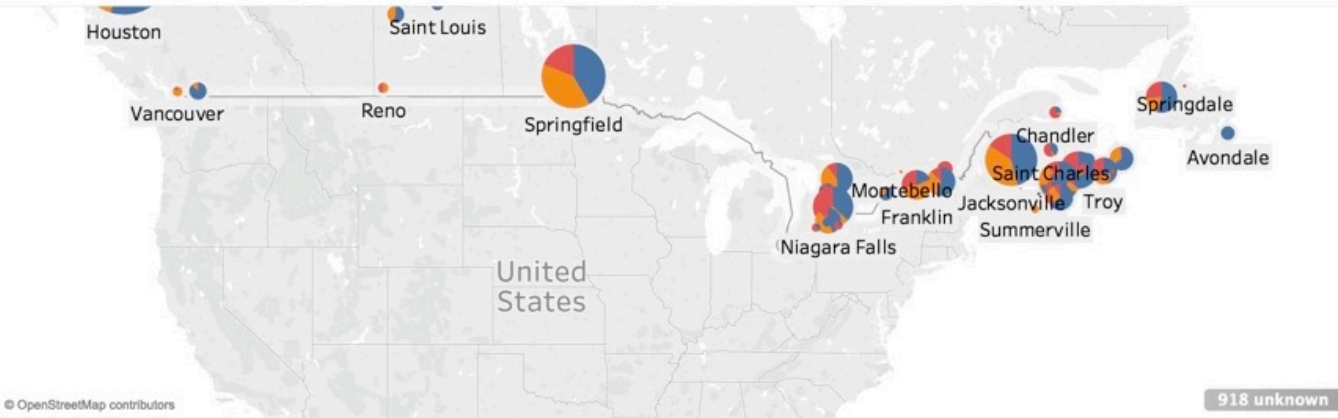
**Region**  
Central  
South  
East  
West

**Quantity**  
2  
10,000  
20,000  
32,705

**Segment**  
Consumer  
Corporate  
Home Office

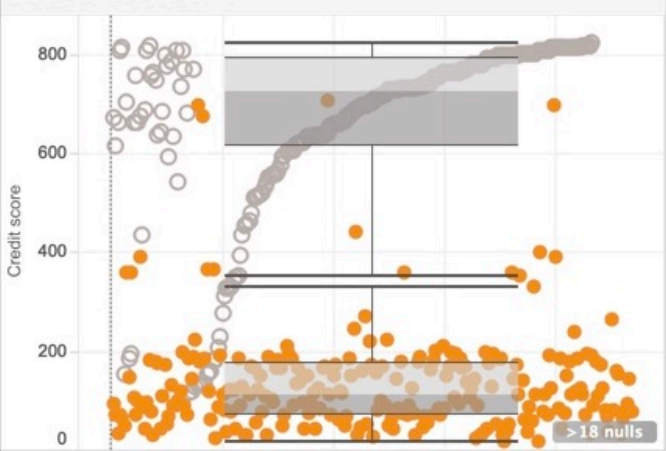
**Order Date**  
2015-01-03 2018-12-30

Distribution of cities

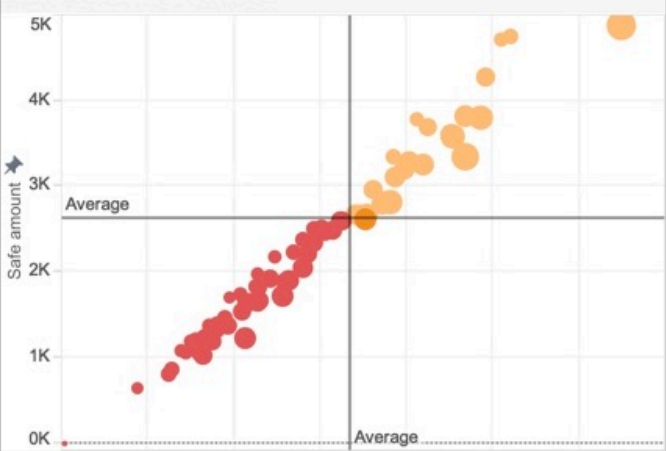


Exploitation II

Profit vs Creditscore



Safe account vs District



Year of Issued Dt

2013 2018

Average Bal, Average Saf..

- <Avg Bal, <Avg Safe
- >Avg Bal, <Avg Safe
- >Avg Bal, >Avg Safe

Sumfee

5,047 188,692

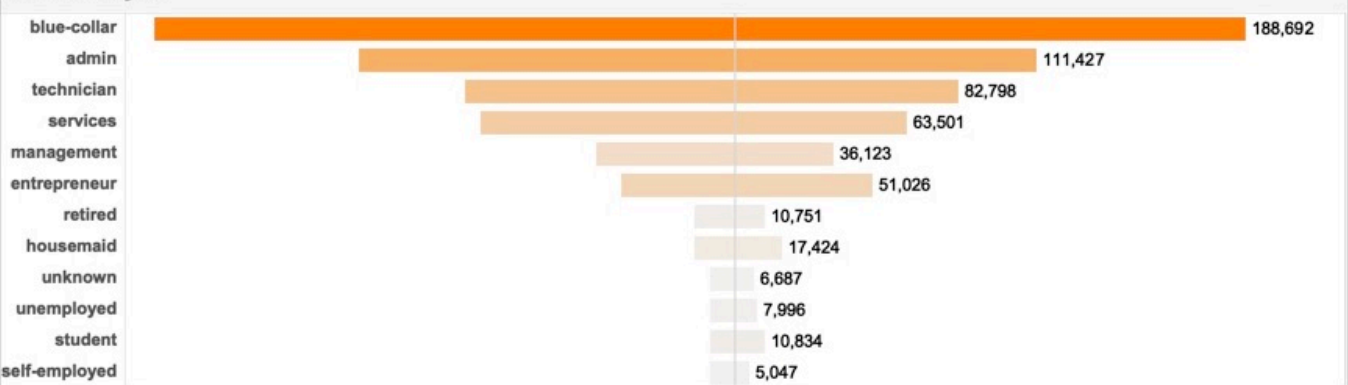
His Default

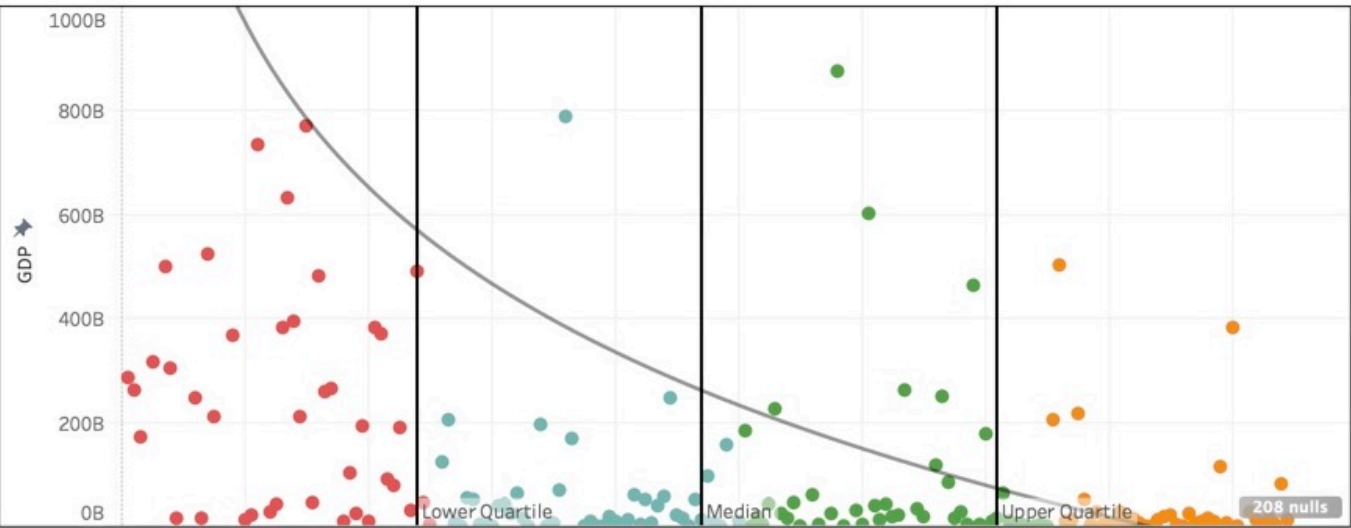
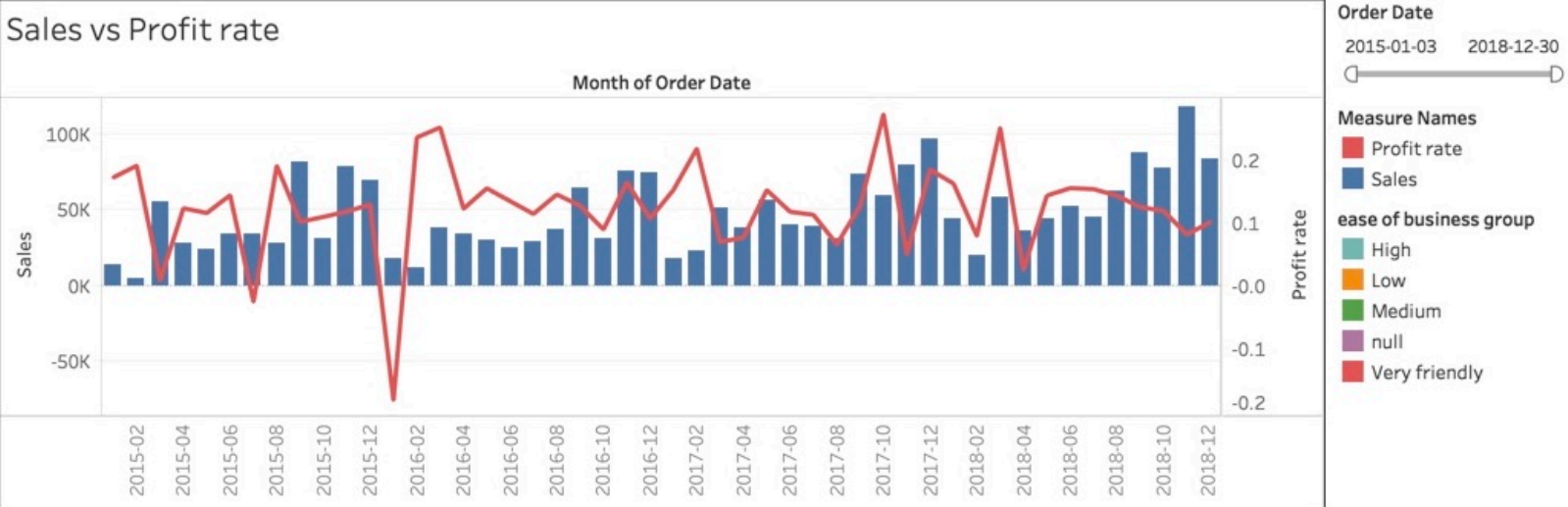
- ☒ (All)
- ☒ no
- ☒ unknown
- ☒ Yes

Measure Names

- Credit score
- Profitscore

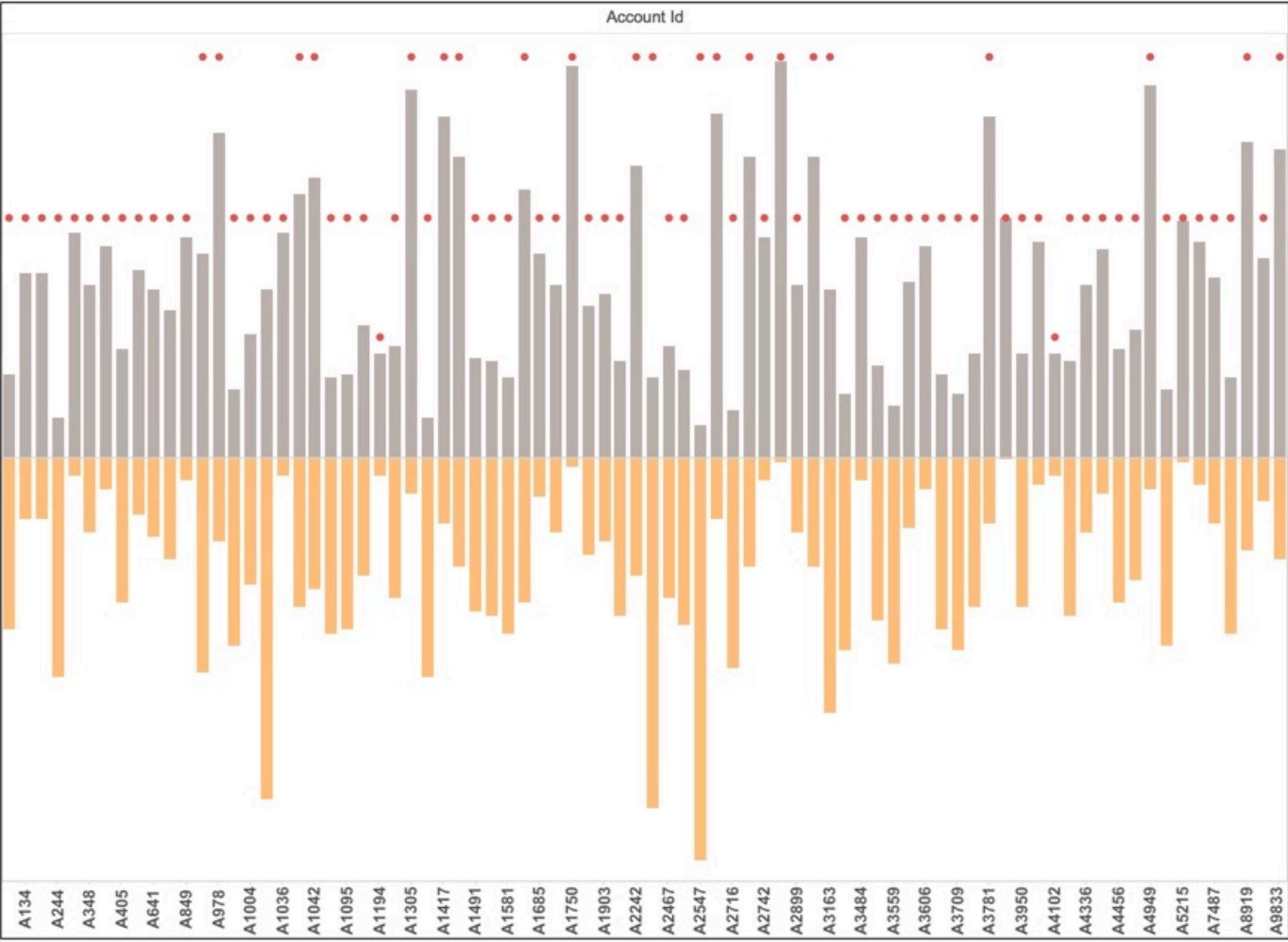
Sumfee vs job





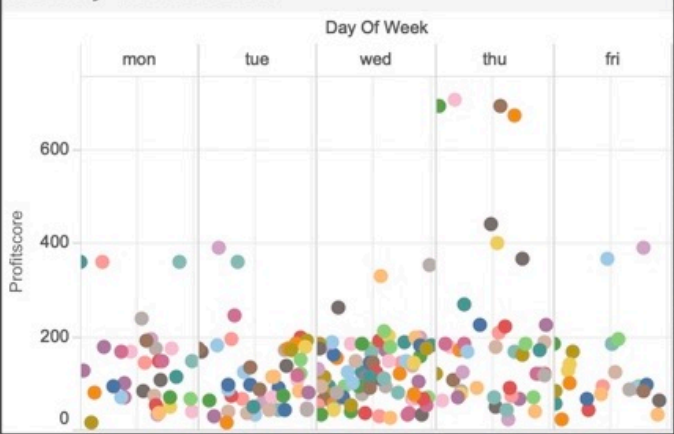


Reminder accounts



Exploitation I

weekday vs Profitscore



Age vs Card



Age (bin)

(All)

20

25

30

35

40

Running Sum of Sumfee

156,180 592,306

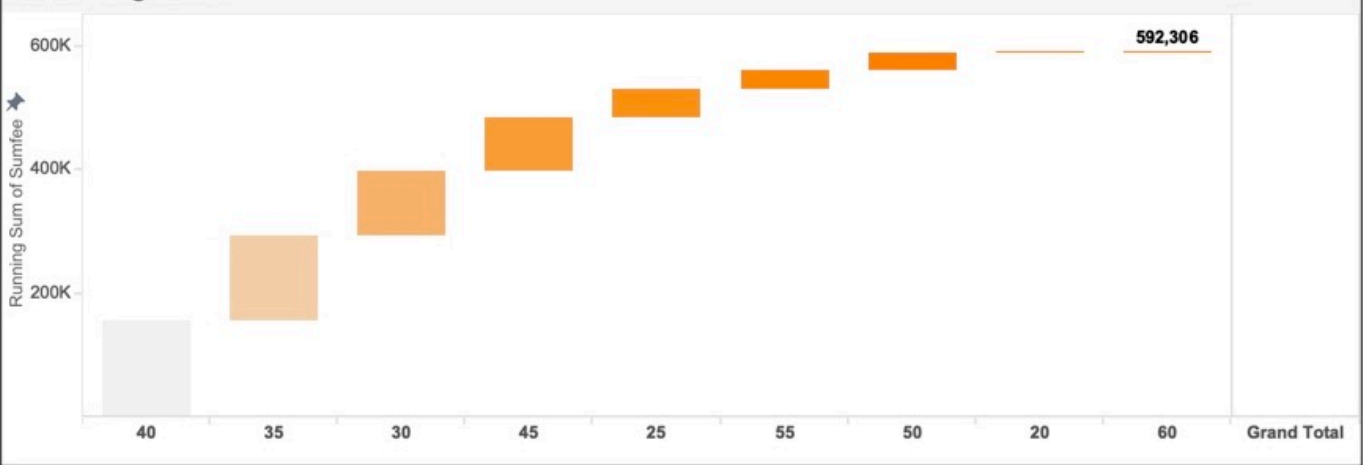
Month of Issued Dt

November-201December-201

Number of Records

1 176

Default vs Age - 60



Age (bin)

< 60 >

1 2 3 4 5 6 7 8 9 10

Show history

Client Id

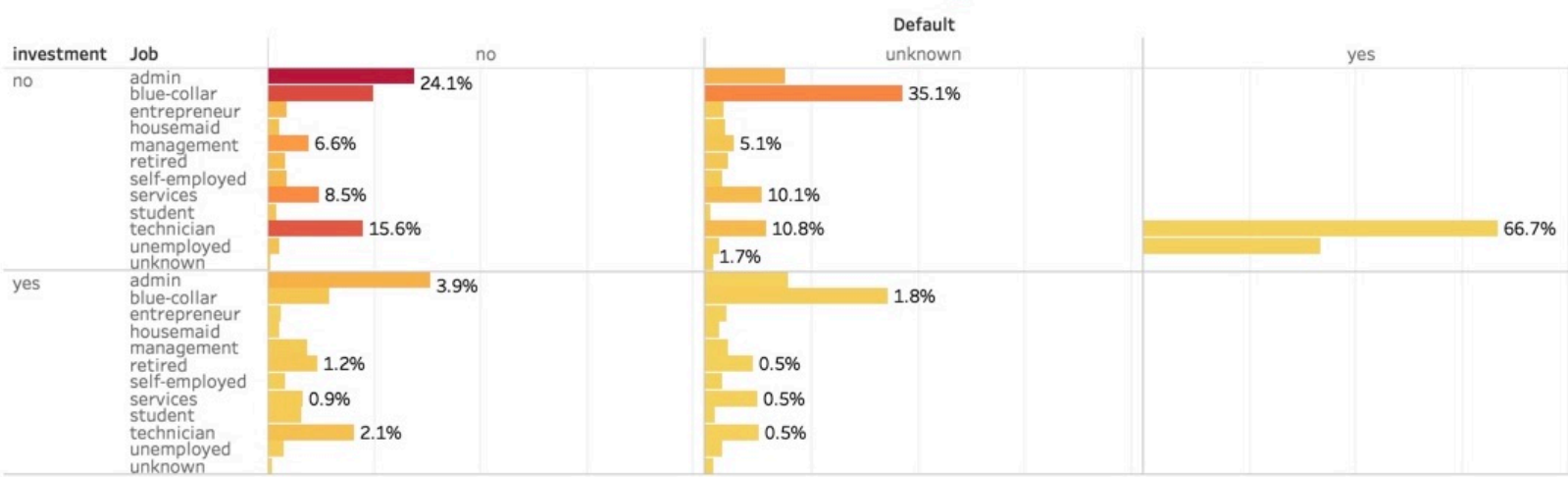
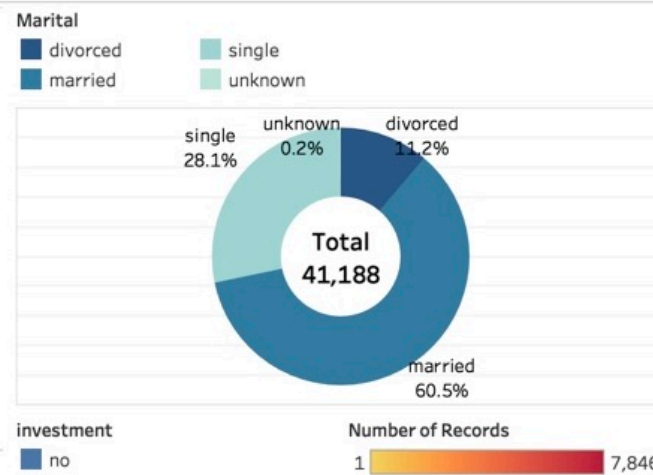
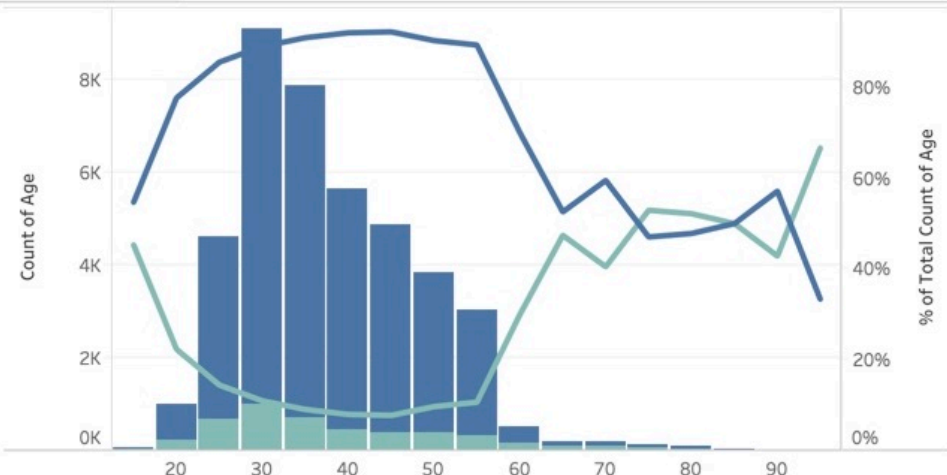
(All)

C25

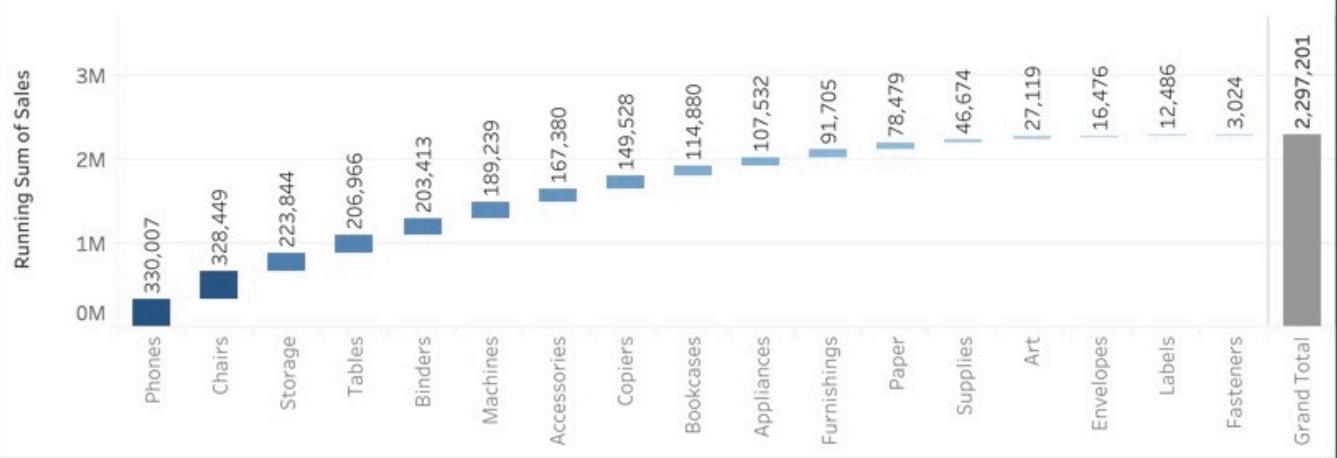
C26

C31

C46



Sales waterfall



**Region**

- ☒ (All)
- ☒ Central
- ☒ East
- ☒ South
- ☒ West

**Sales**

3,024 330,007

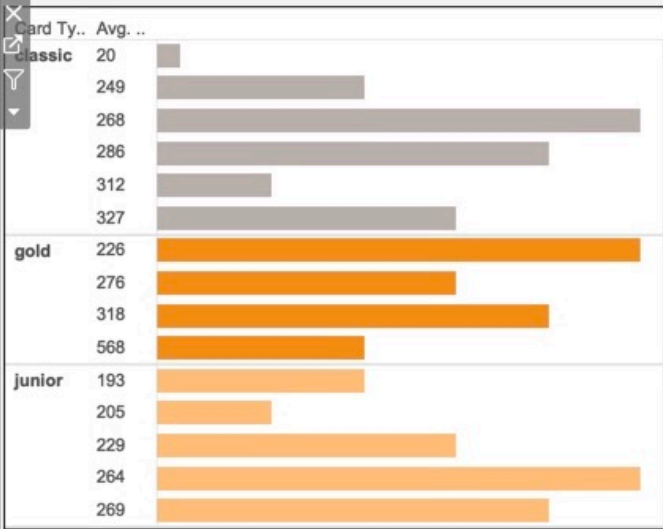
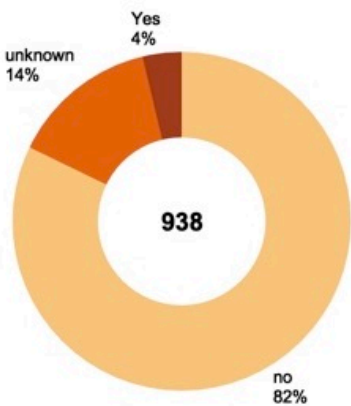
**Measure Names**

- Profit
- Sales





Credit Card Issurance for High Performance Clients



Year of Issued Dt

2013 2018

Card Type

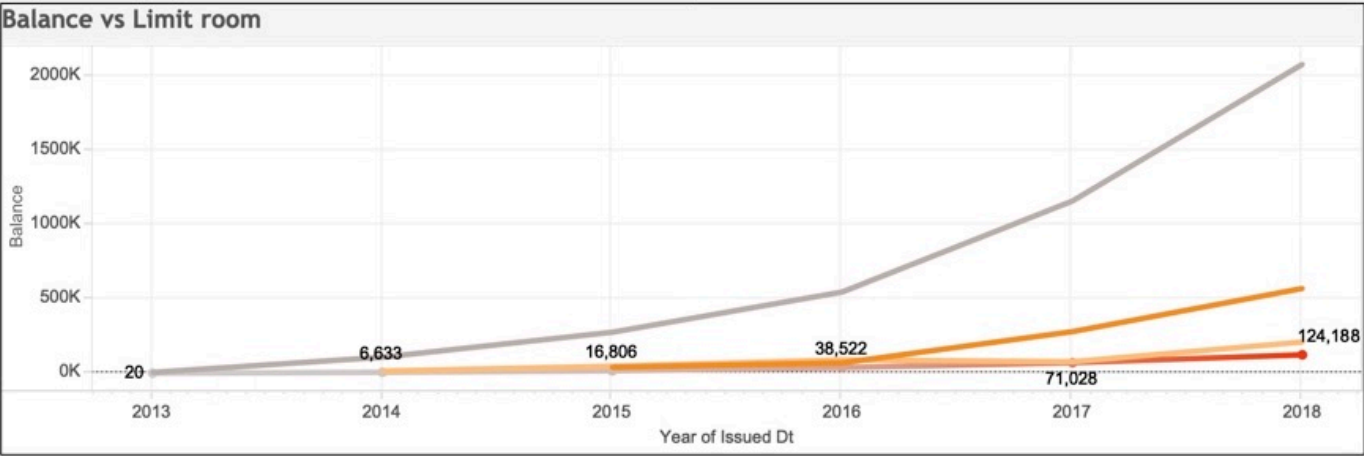
- classic
- gold
- junior

Safe amount Parameter

Reminder

His Default

- no
- unknown
- Yes



# Reminder accounts

