



Global Store Analysis

Period from Jan 2011 - Dec 2014

1-2

3-4

5-6

7-8

9&10

11&12

Total Sales

12.64M

Total Profit

1.47M

Total Qty Sold

178K

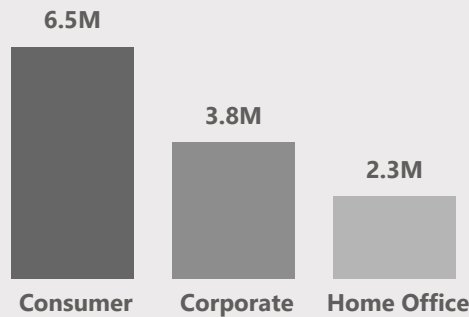
Sum of Discount

7.33K

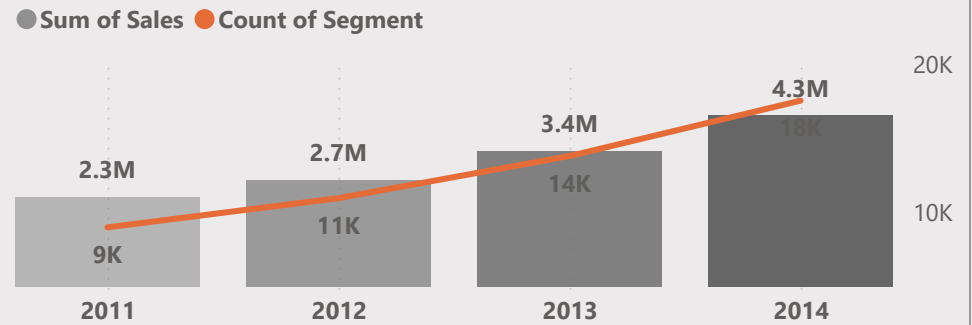
Total Shipping Cost

1.35M

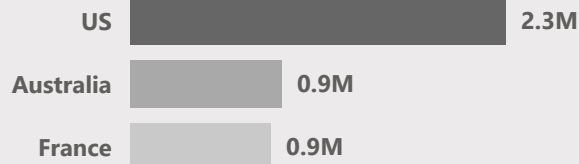
Sales Performance by Customer Segment



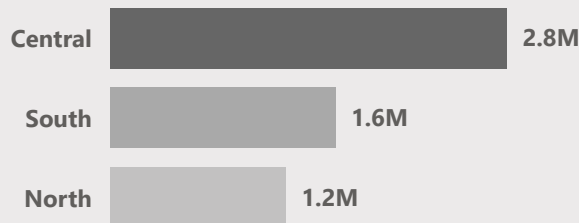
Sales Variation Over Time by Segment



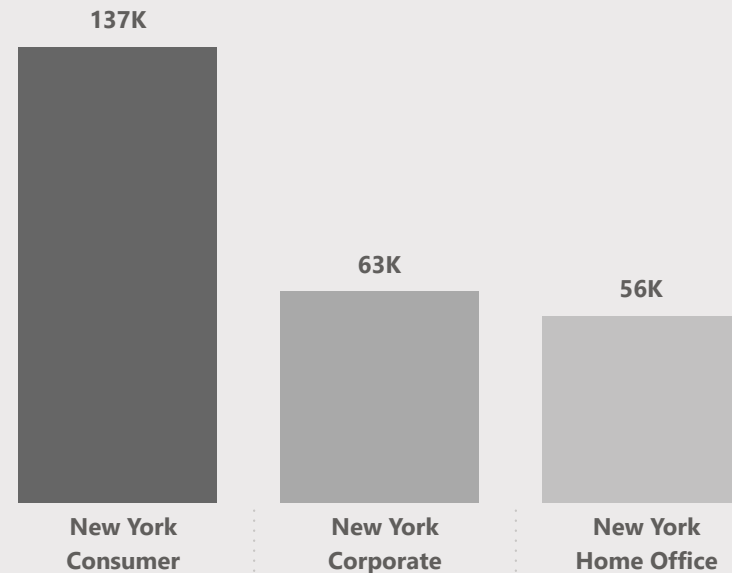
Top 3 Countries by Revenue



Top 3 Regions by Revenue



Top-Performing Cities in each Segments by Sales



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Cat...

All

Cou...

All

Order...

All

Segm...

All

Ship ...

All



Most Product Category Contribution to Sales

Technology

4.74M

Furniture

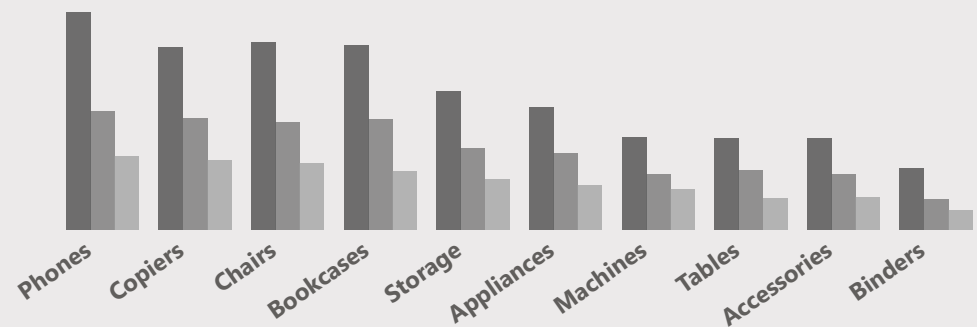
4.11M

Office Suppli...

3.79M

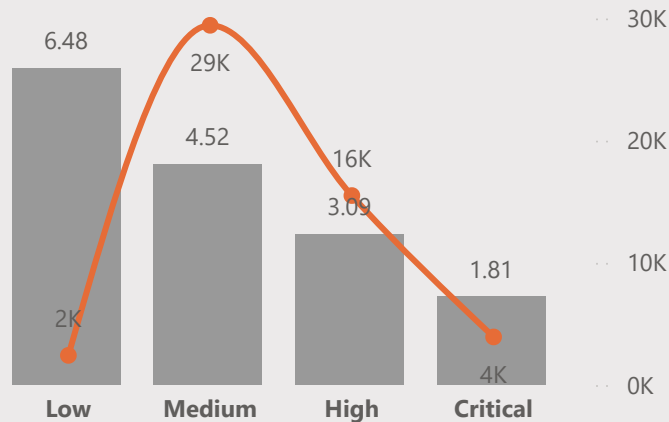
Top 10 Sub-Category Performance Across Segments

Segment ● Consumer ● Corporate ● Home Office



Order Priority Impact on Delivery Time

● Delivery Time ● No of Order



Order Priority & Profit Correlation



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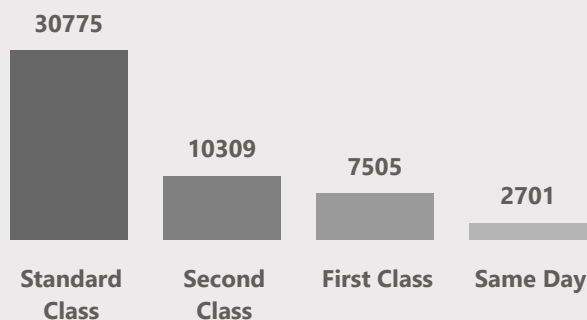
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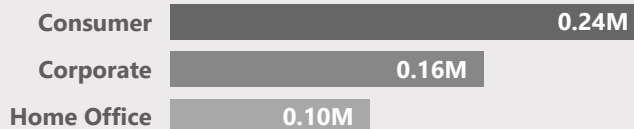
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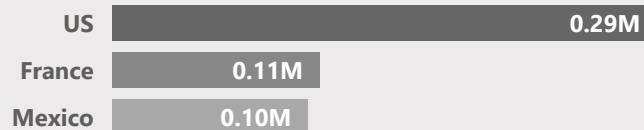
Commonly Used Shipping Mode



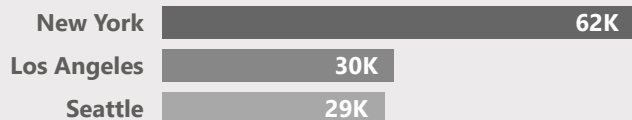
Top 3 Most Profitable Segment



Top 3 Most Profitable Countries

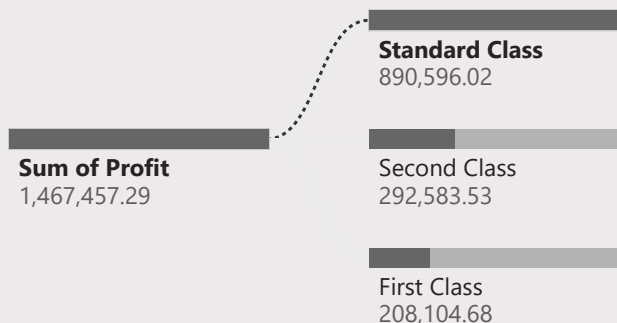


Top 3 Most Profitable Cities

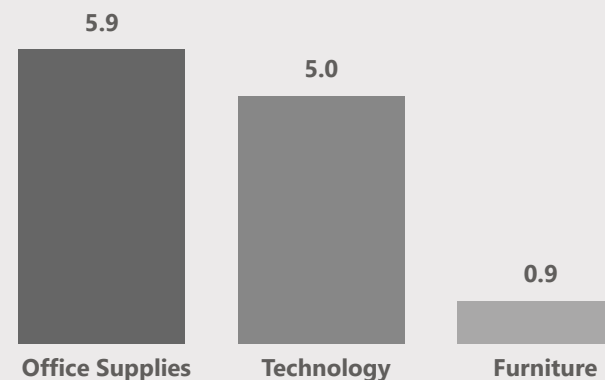


Impact of Shipping Mode on the Profit Margin

Ship Mode



Avg Profit Margin by Category



Cat...

All

Cou...

All

Orde...

All

Seg...

All

Ship ...

All



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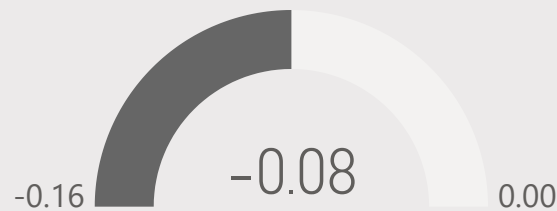
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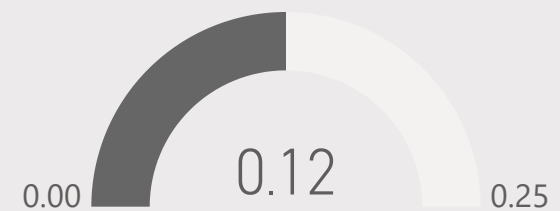
Total Shipping Cost

1.35M

Discount and Profit correlation for Product ID

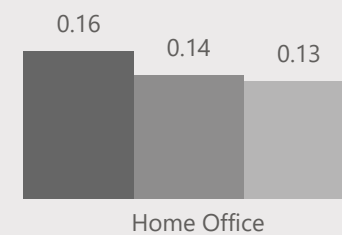
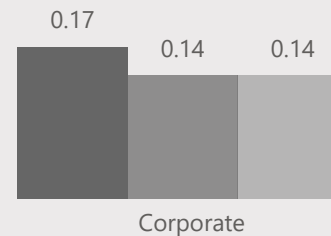


Discount and Sales correlation for Product ID



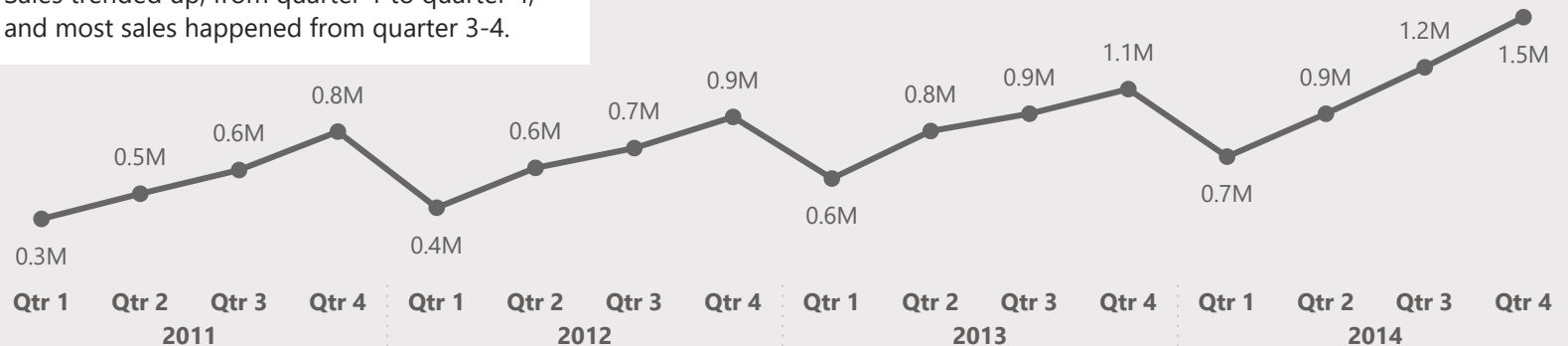
Avg Discount for each Segment and Category

Category ● Furniture ● Office Supplies ● Technology



Quarterly Sales Trend

Sales trended up, from quarter 1 to quarter 4, and most sales happened from quarter 3-4.



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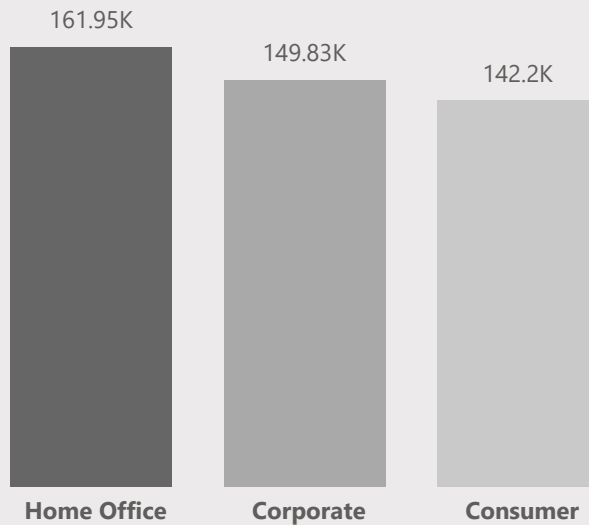
Sum of Discount

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Total Shipping Cost

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CLV by Segment



Customer with Most Contribution

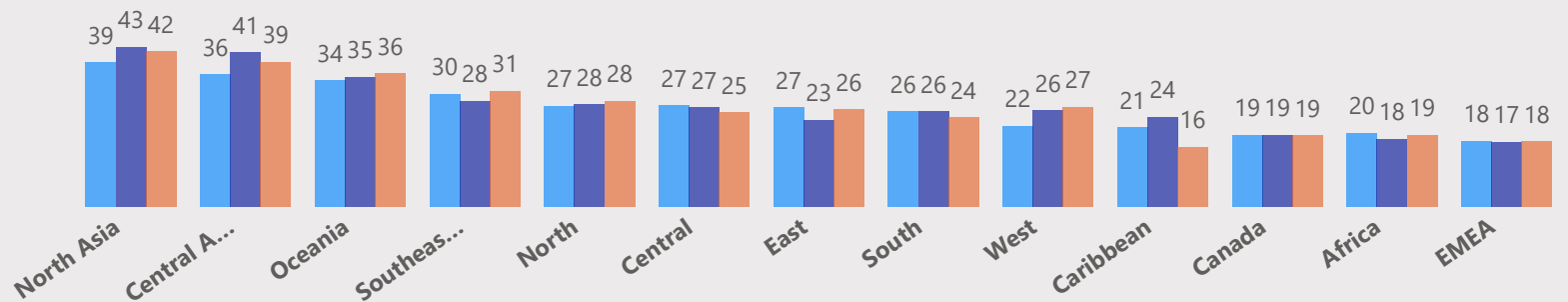
Segment	Greg Tran	Tamara Chand	Tom Ashbrook
Consumer	142,203.82		
Corporate		149,829.33	
Home Office			161,952.28

Shipping Cost and Profit Correlation



Segments & Regions Avg Shipping Cost

Segment ● Consumer ● Corporate ● Home Office



Cat...

All

Cou...

All

Order...

All

Segm...

All

Ship ...

All



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Low/High Priority Order by Delivery Speed

Low

6.48

High

3.09

Low/High Priority Order by Discount

High

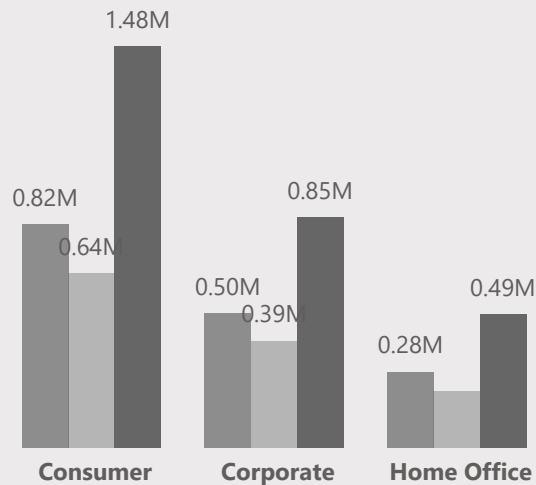
15.5K

Low

2.4K

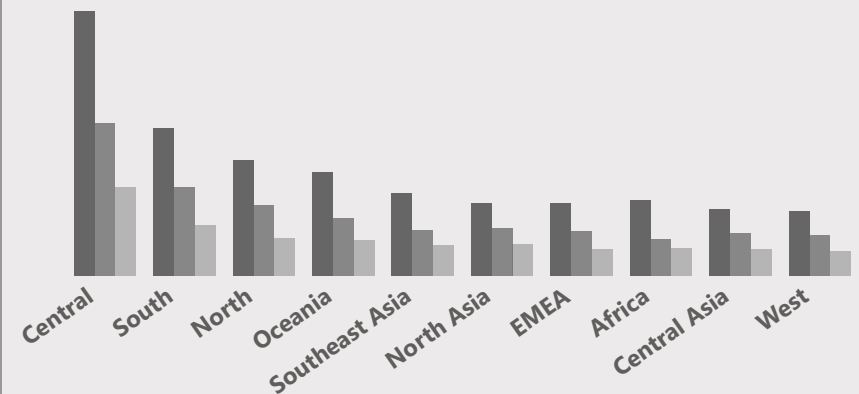
Segment Comparison across Regions

Region ● South ● North ● Central



Regional Performance Variations

Segment ● Consumer ● Corporate ● Home Office



Cat...

All

Cou...

All

Order...

All

Segm...

All

Ship ...

All

