

SUPPLY CHAIN & SALES ANALYTICS

POWER YOUR DECISIONS WITH DATA

Track revenue, delivery performance, and profit in real time across the entire supply chain — data from 01/2014 – 12/2017.

VIEW REPORT ↗

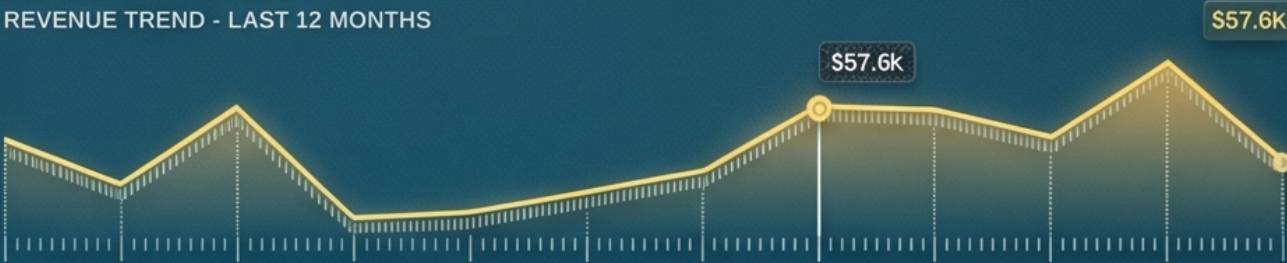


OPERATIONS OVERVIEW

LIVE



REVENUE TREND - LAST 12 MONTHS



Bussiness Analysis Dashboard

2014

2015

2016

2017

Home

Overview

Supply Chain

Product

Customers

Performance

Category

All

Sub-Category

All

Ship Mode

All

Phuong Trinh

MAD14

Total Orders

9,994



MoM

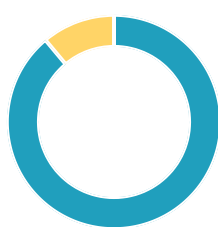
▼ 14.1%

YoY

▲ 20.6%

Revenue

2,297,201



MoM

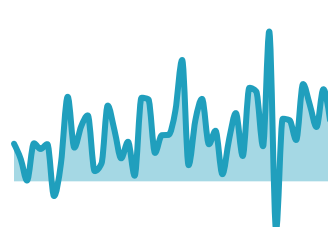
▼ 36.2%

YoY

▼ 21.9%

Profit

286,397



MoM

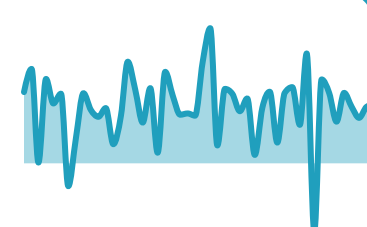
▼ 33.5%

YoY

▼ 34.5%

Profit Margin

12.5%



MoM

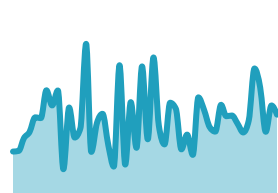
▲ 4.3%

YoY

▼ 16.1%

Return Rate

8.0%



MoM

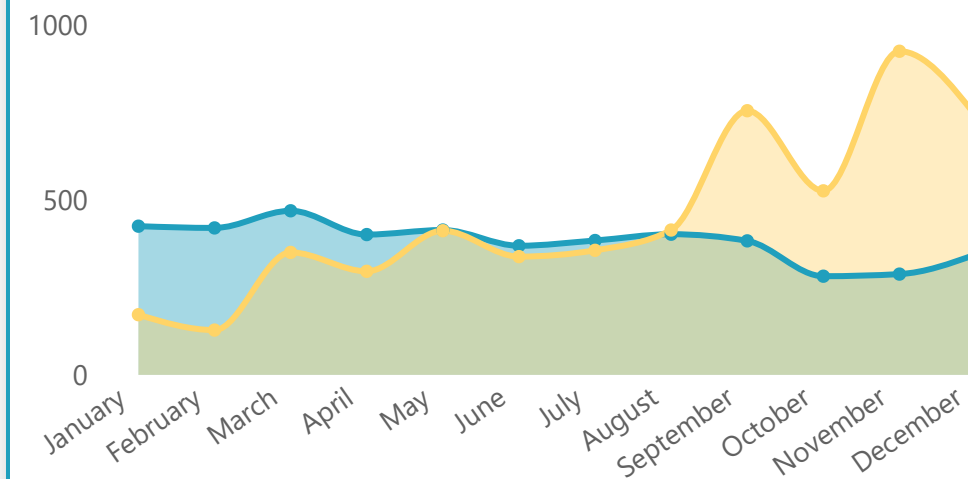
▼ 10.2%

YoY

▲ 17.8%

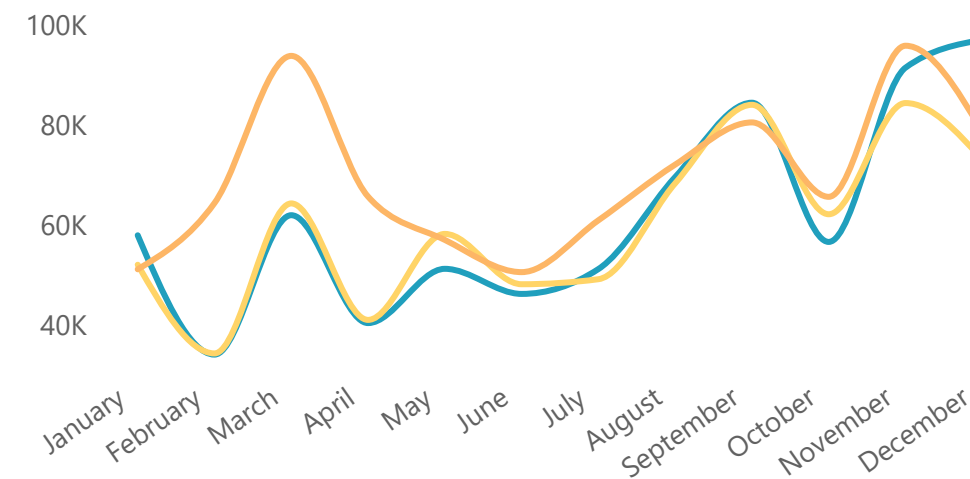
Total Order Status

Ship Status ● Late ● On-Time



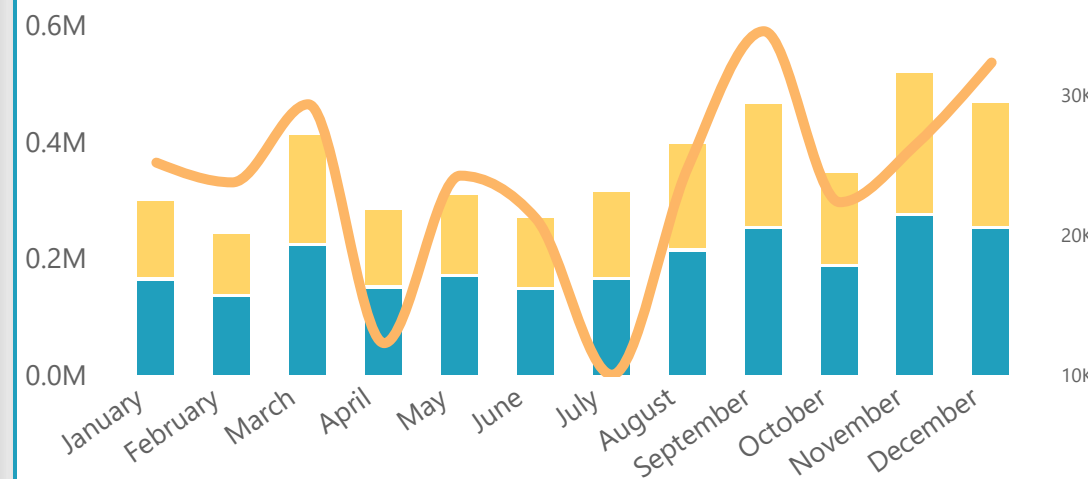
Revenue Category

● Furniture ● Office Supplies ● Technology

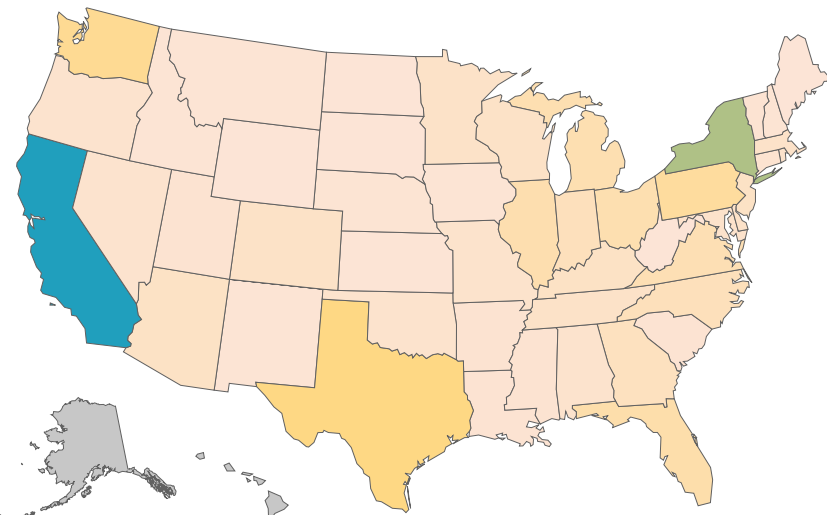


Revenue, Cost & Profit by Month

● Total Revenue ● Total Cost ● Total Profit



Total Revenue



Monthly Performance

Quarter	Total Orders	OnTime Orders	OnTime Orders	Profit	Revenue	Profit Margin	Profit Distribution	Return Rate
Qtr 1	1964	650		78,257	513,870	15.2%	27.3%	7.7%
February	548	128		23,754	132,721	17.9%	8.3%	10.9%
January	597	172		25,167	161,084	15.6%	8.8%	6.0%
March	819	350		29,337	220,065	13.3%	10.2%	6.8%
Qtr 2	2230	1046		57,667	458,335	12.6%	20.1%	7.6%
June	707	338		21,165	144,883	14.6%	7.4%	7.2%
May	826	412		24,234	166,420	14.6%	8.5%	8.5%
Total	9994	5413		286,397	2,297,201	12.5%	100.0%	8.0%

Supply Chain Analysis Dashboard

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Supply Chain

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Sub-Category

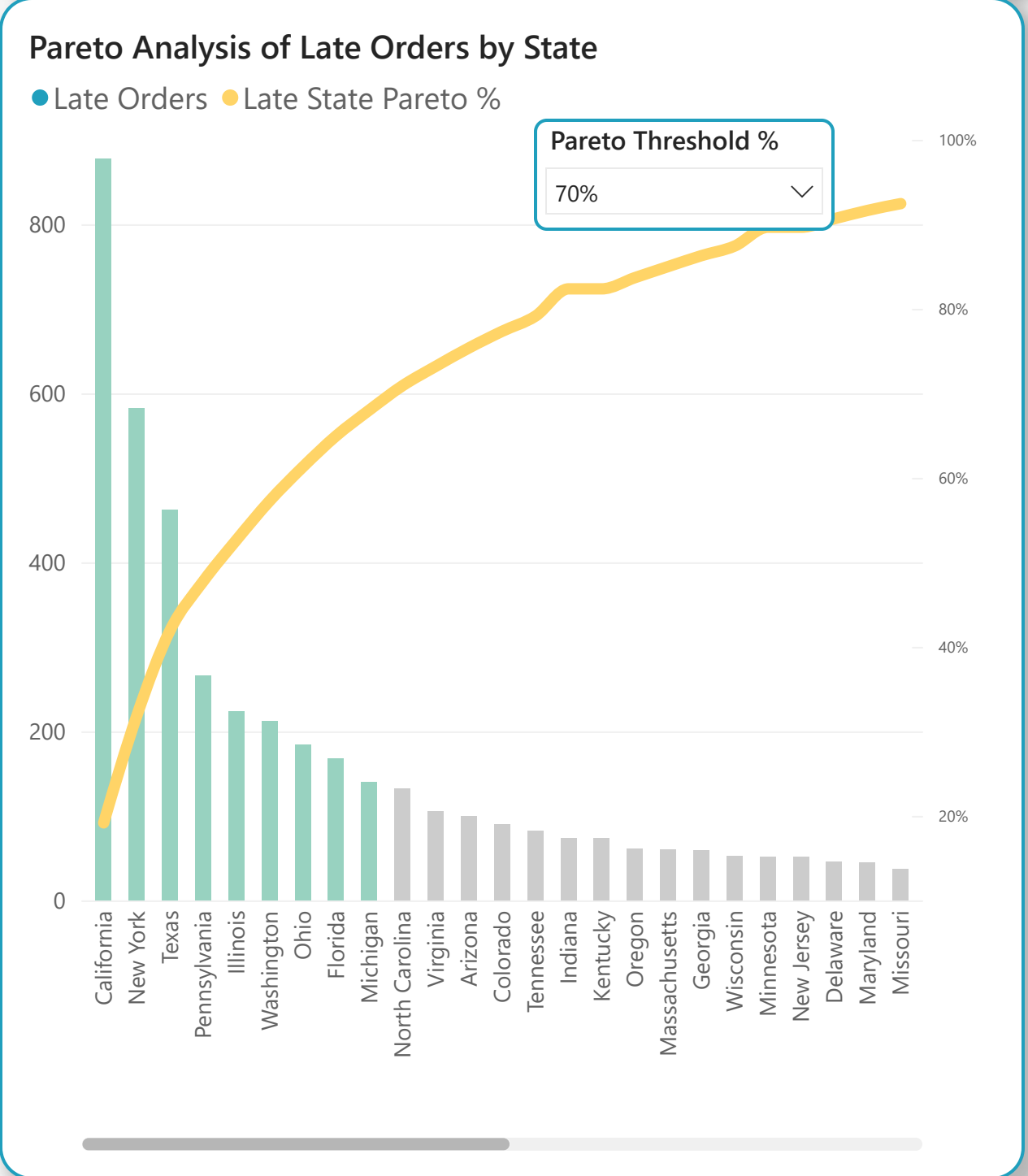
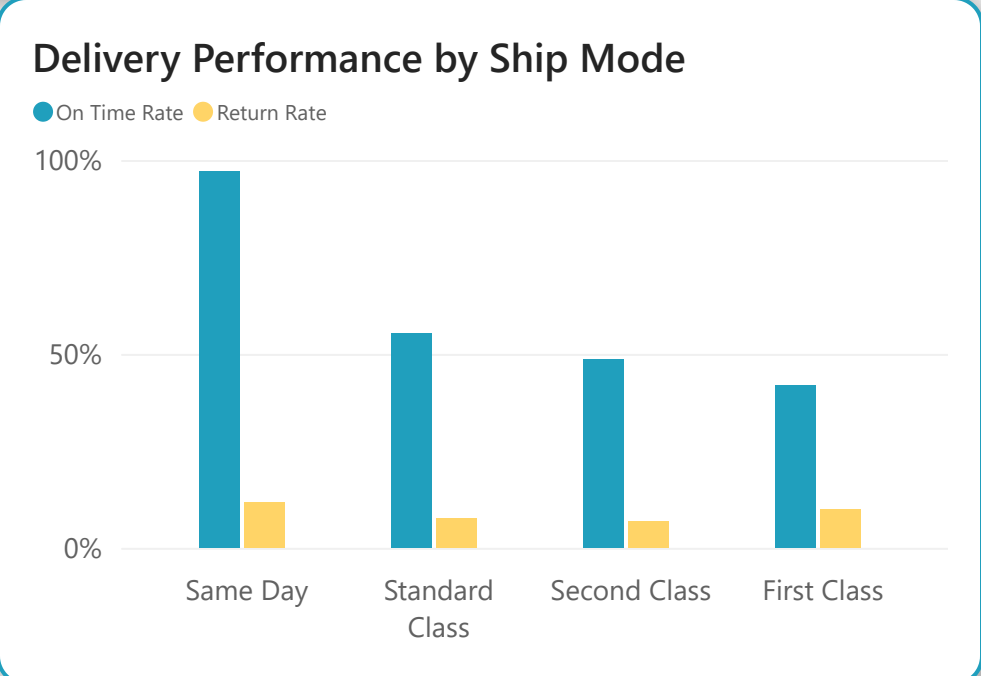
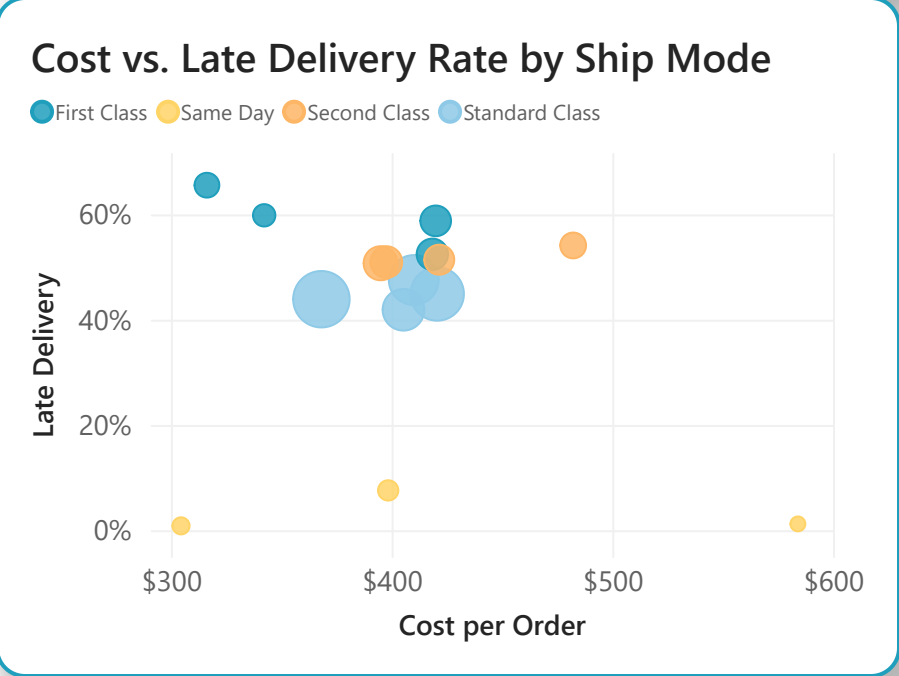
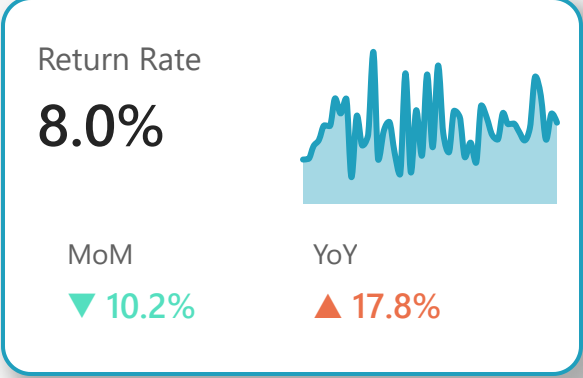
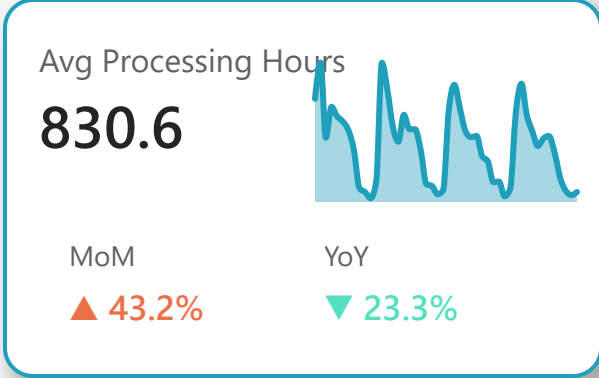
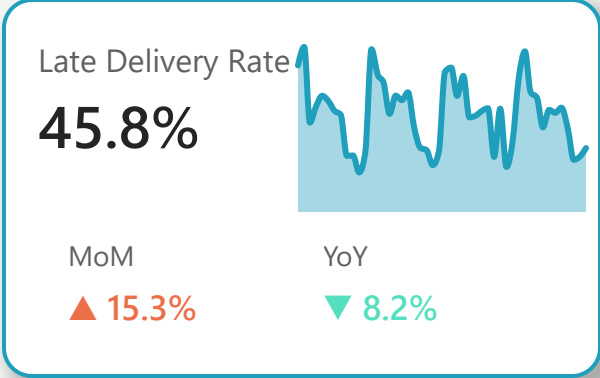
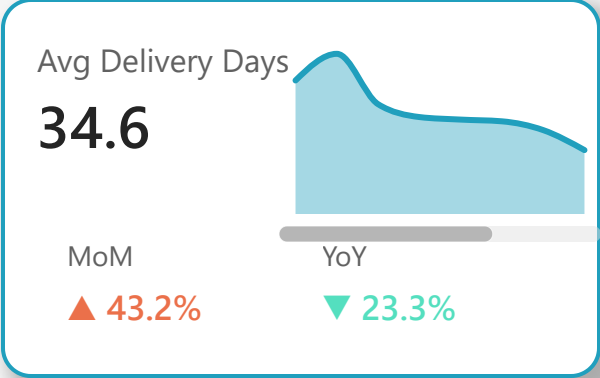
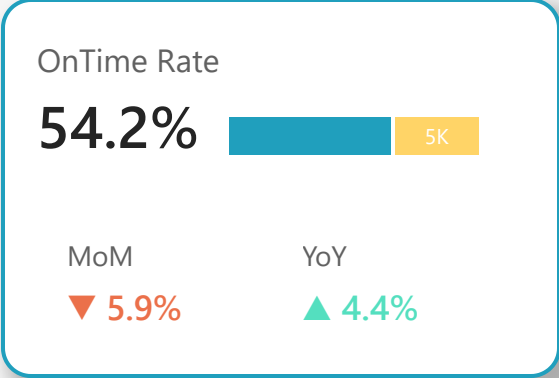
All

Ship Mode

All

Phuong Trinh

MAD14



Monthly Business Performance

Region	Total Orders	OnTime Orders	OnTime Orders	Return Rate	Perfect Order Rate	AvgCost Per Order	Profit Impact Of L
West	3203	1778		15.3%	47.4%	\$383	
California	2001	1123		16.9%	46.2%	\$373	
Washington	506	294		13.0%	50.8%	\$411	
Arizona	224	124		9.8%	53.6%	\$358	
Colorado	182	92		13.7%	46.7%	\$489	
Oregon	124	63		16.1%	46.0%	\$333	
New Mexico	37	24		8.1%	64.9%	\$165	
Utah	53	18		22.6%	30.2%	\$334	
Total	9994	5413		8.0%	49.8%	\$401	

Supply Chain Analysis Dashboard

2014

2015

2016

2017

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Supply Chain

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Customers

Performance



Category

All

Sub-Category

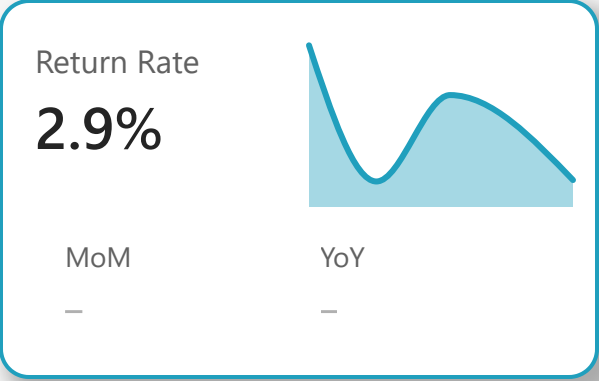
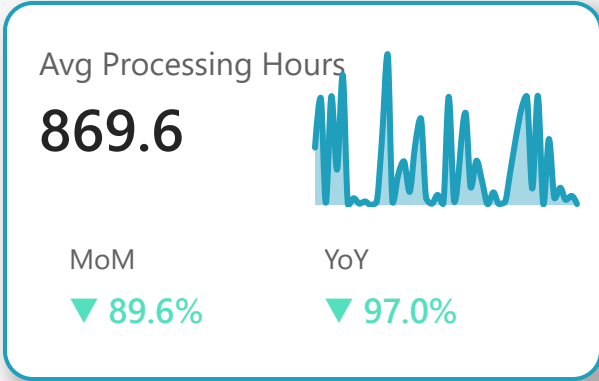
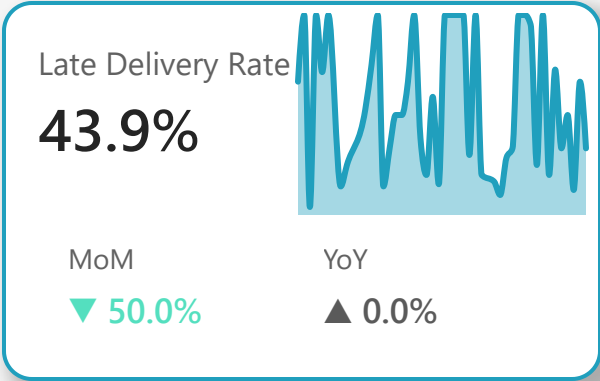
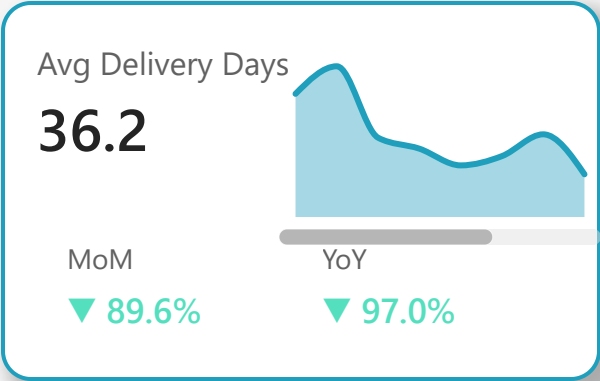
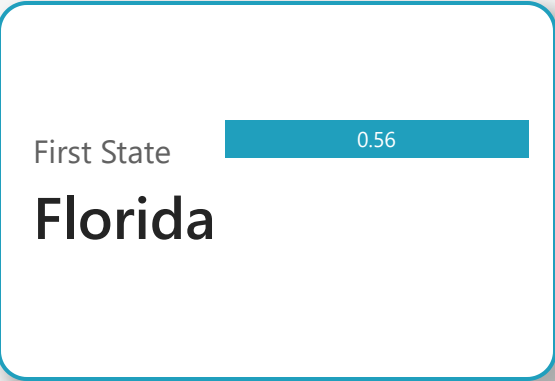
All

Ship Mode

All

Phuong Trinh

MAD14



KPI Delivery

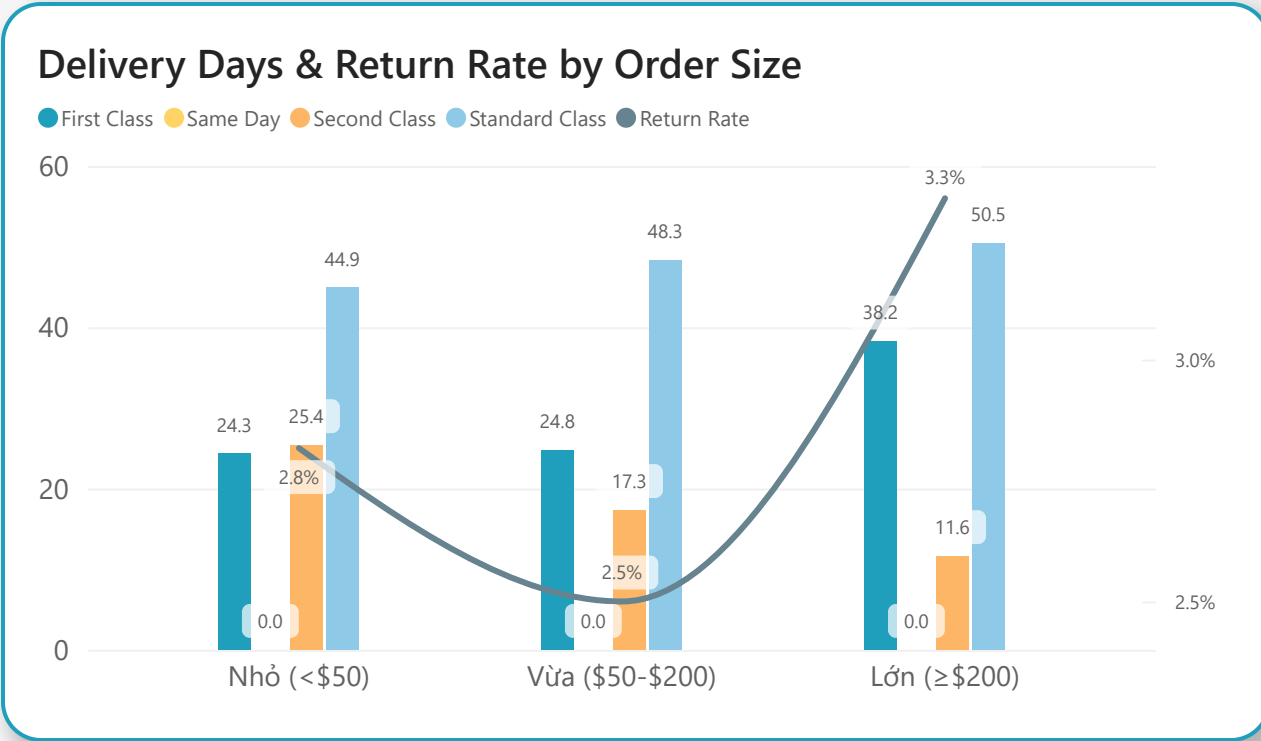
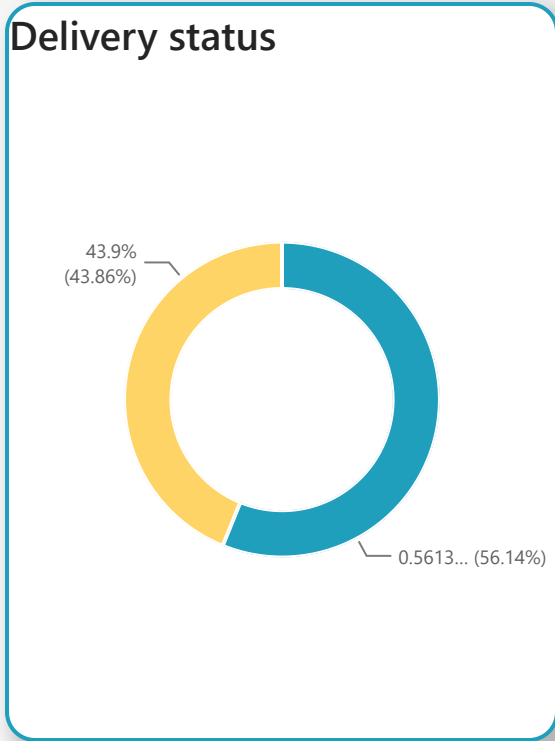
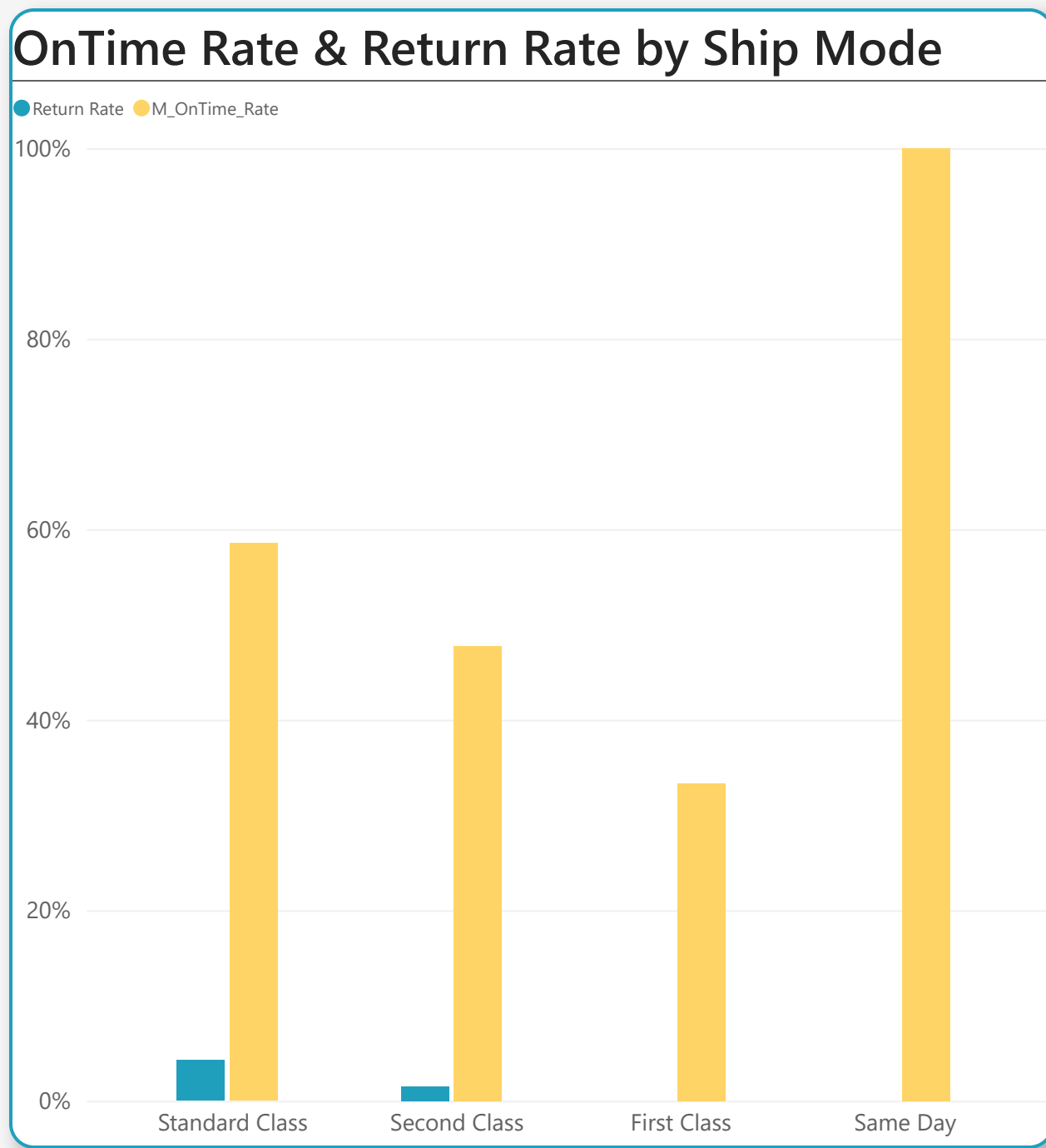
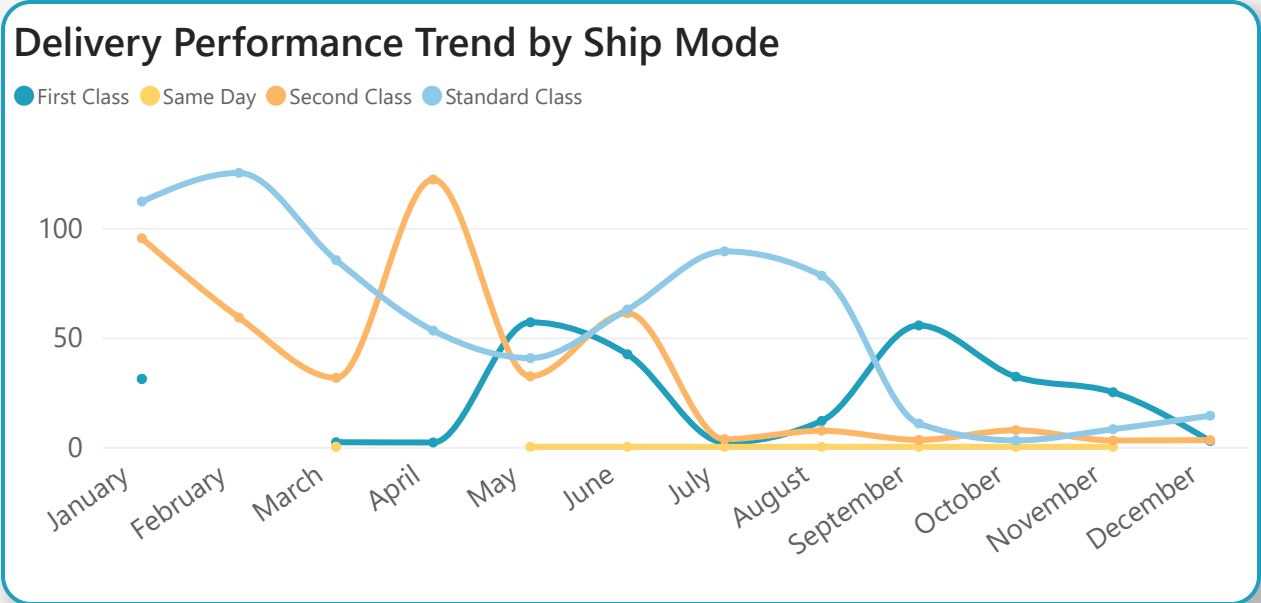
Click option to analyze

☒ Delivery Days

☐ OTD Rate

☐ Processing Hours

☐ Return Rate



Product Analysis Dashboard

2014

2015

2016

2017

Home

Overview

Supply Chain

Product

Customers

Performance

Category

All

Sub-Category

All

Ship Mode

All

Phuong Trinh

MAD14

Total Quantity

37,873

MoM

▼ 14.1%

YoY

▲ 20.6%

Revenue

2,297,201

MoM

▼ 36.2%

YoY

▼ 21.9%

Profit

286,397

MoM

▼ 33.5%

YoY

▼ 34.5%

Profit Margin

12.5%

MoM

▲ 4.3%

YoY

▼ 16.1%

Return Rate

8.0%

MoM

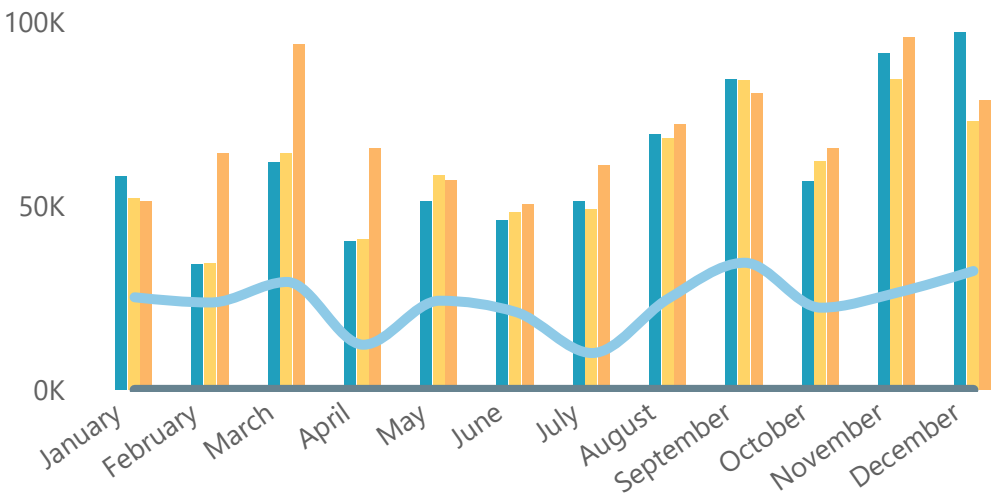
▼ 10.2%

YoY

▲ 17.8%

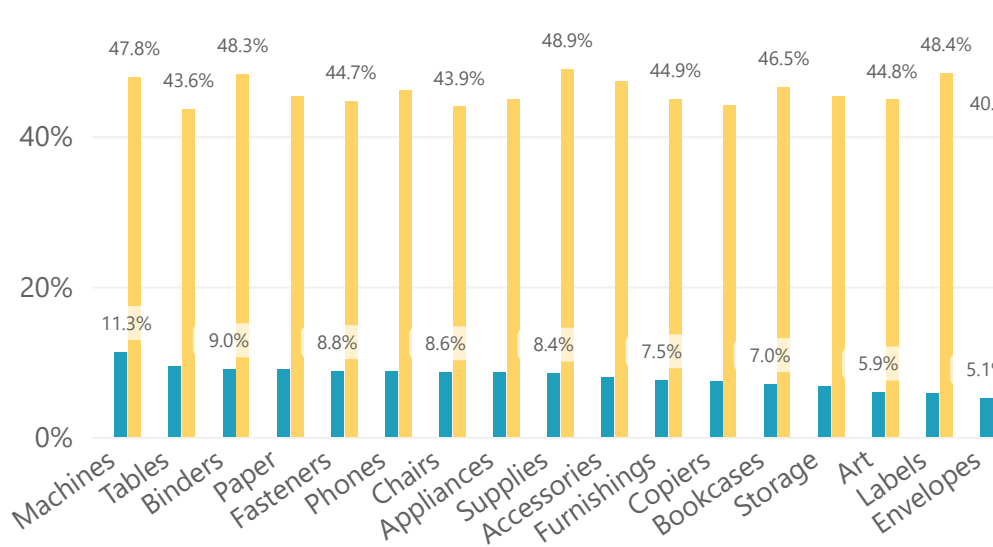
Revenue, Profit & Return Rate of Product

Furniture Office Supplies Technology Profit Return Rate

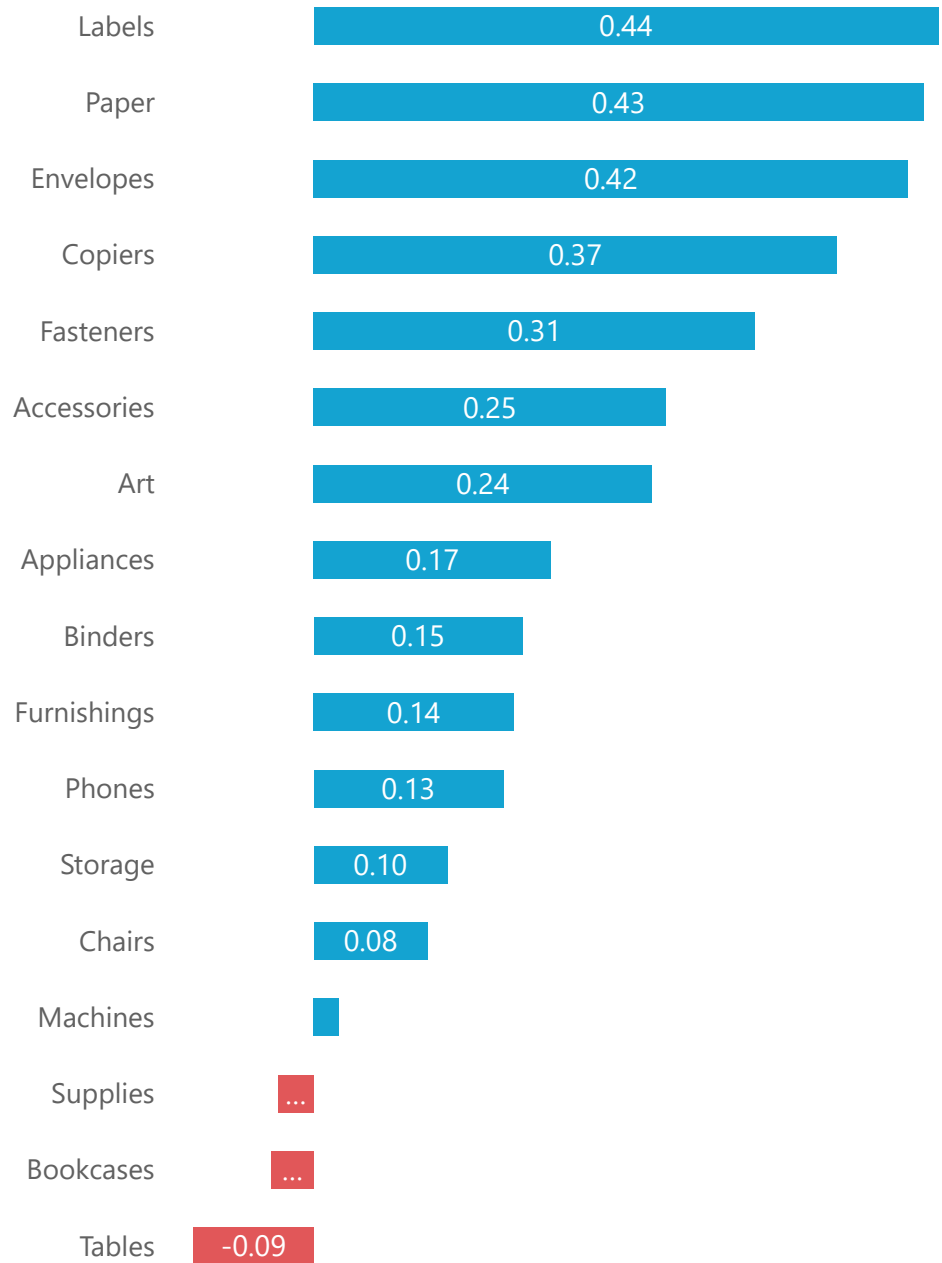


Return Rate and Late Delivery

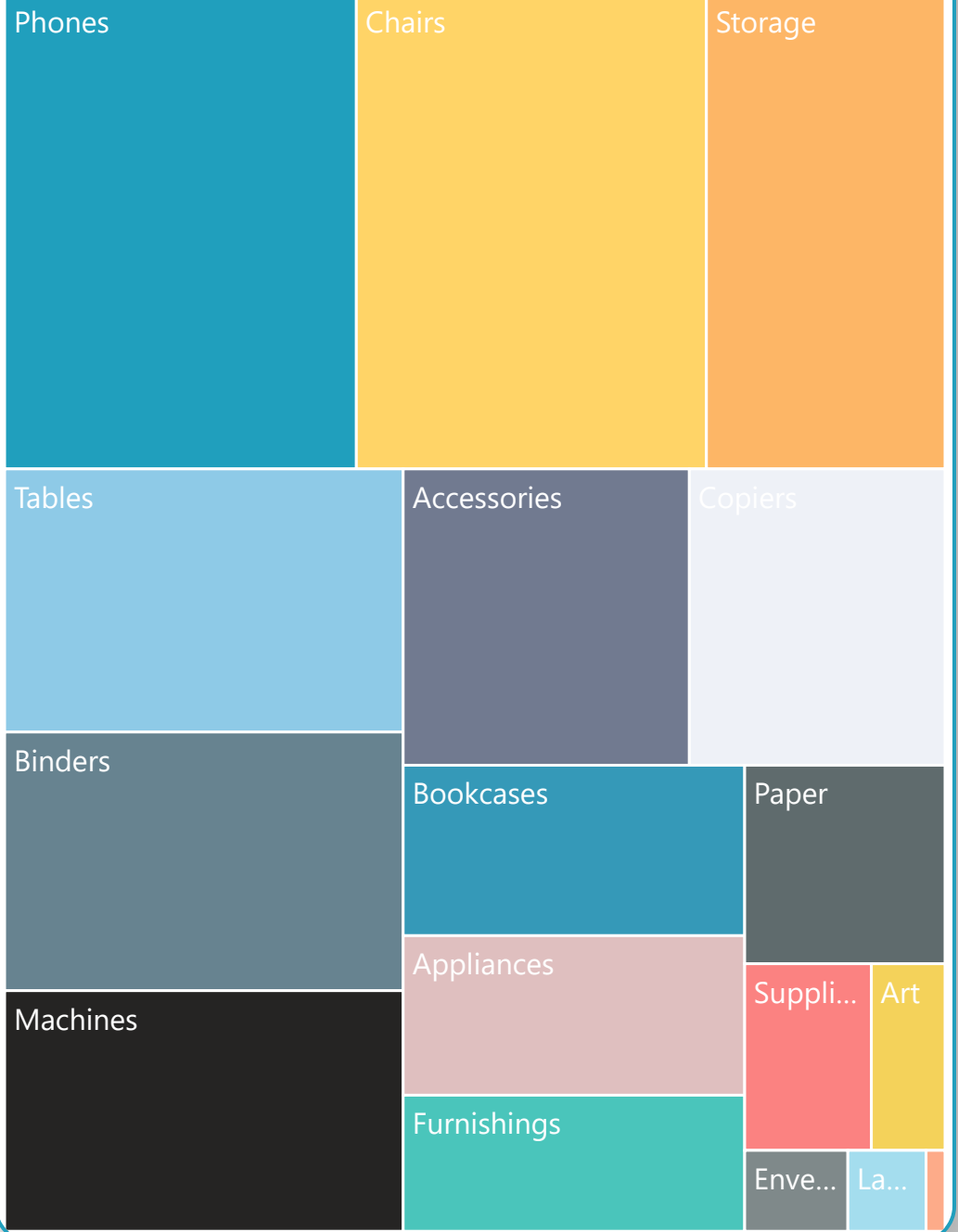
Return Rate Late Delivery Rate



Profit Margin by Sub Category



Revenue by Sub Category



Customers Analysis Dashboard

2014

2015

2016

2017

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Supply Chain

Product

Customers

Performance

Category

All

Sub-Category

All

Ship Mode

All

Phuong Trinh

MAD14

Total Customer

793

MoM

▼ 18.2%

YoY

▲ 17.5%

Revenue per Customer

\$2,897

MoM

▼ 22.0%

YoY

▼ 33.5%

Average Order Value

\$459

MoM

▼ 17.7%

YoY

▼ 34.2%

Repeat Customer Rate

98.5%

MoM

▼ 38.9%

YoY

▼ 1.8%

Return Rate

8.0%

MoM

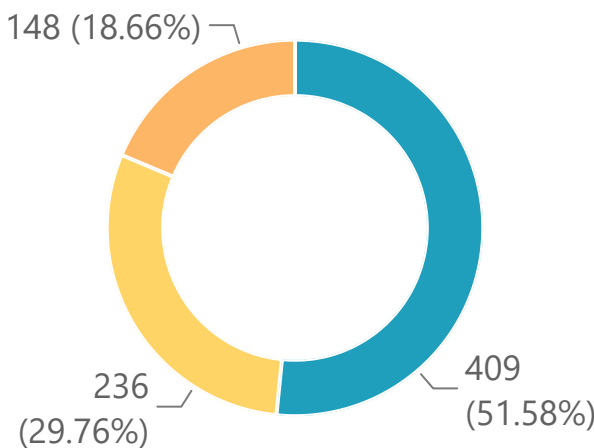
▼ 10.2%

YoY

▲ 17.8%

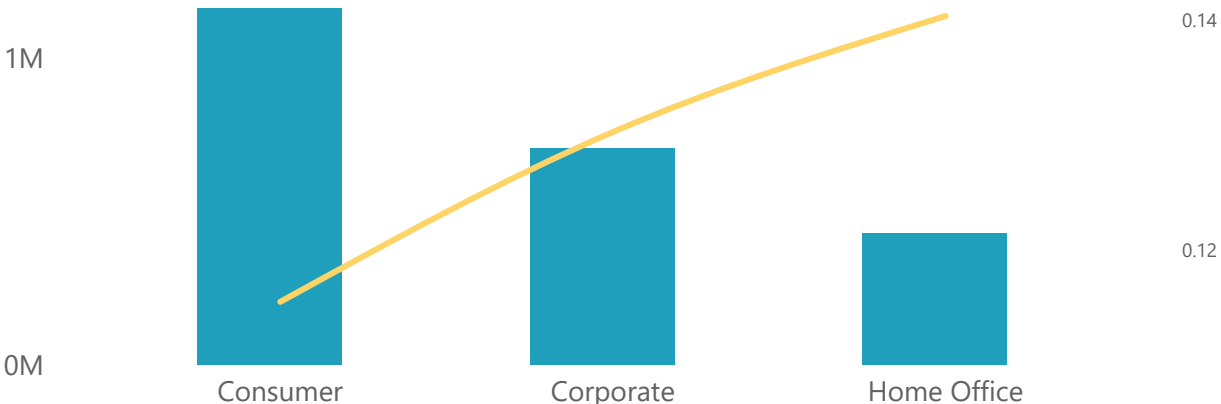
Customer Distribution by Segment

Consumer Corporate Home Office



Revenue and Profit Margin by Segment

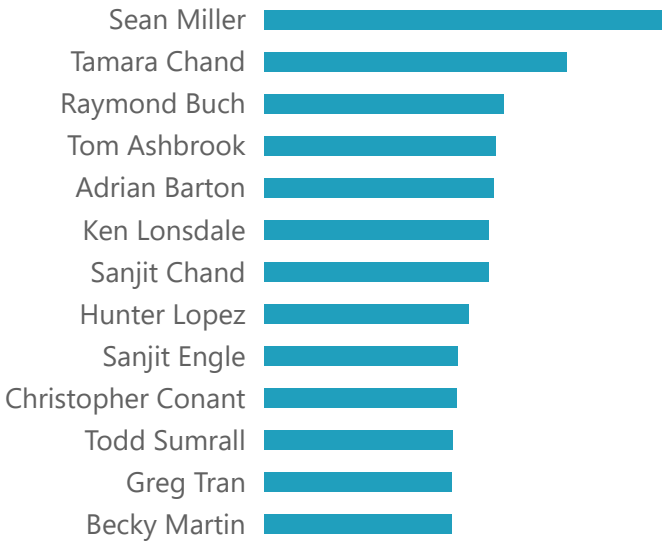
Revenue Profit Margin



Return Rate by Segment

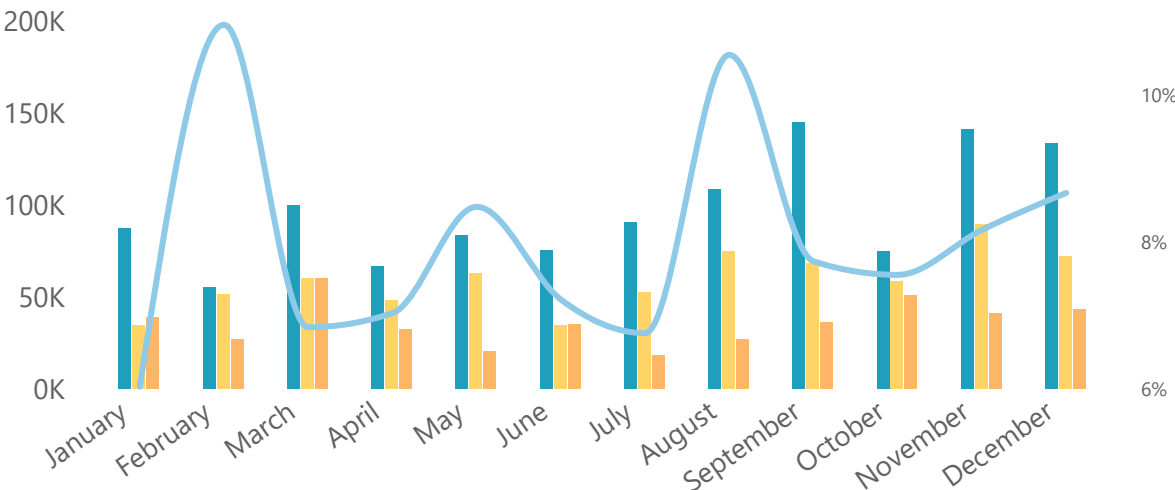


Revenue by Customer Name



Revenue and Returned of Segment by Month

Consumer Corporate Home Office Return Rate



Performance Analysis Dashboard

2014

2015

2016

2017

Home

Overview

Supply Chain

Product

Customers

Performance

Category

All

Sub-Category

All

Ship Mode

All

Phuong Trinh

MAD14

Revenue Achievement

78.1%

MoM

▼ 36.2%

YoY

▼ 21.9%

Profit Achievement

65.5%

MoM

▼ 33.5%

YoY

▼ 34.5%

Overall Performance_Score

72.4%

MoM

▼ 54.1%

YoY

▼ 38.9%

OnTime Rate

54.2%

MoM

▼ 5.9%

YoY

▲ 4.4%

Return Rate

8.0%

MoM

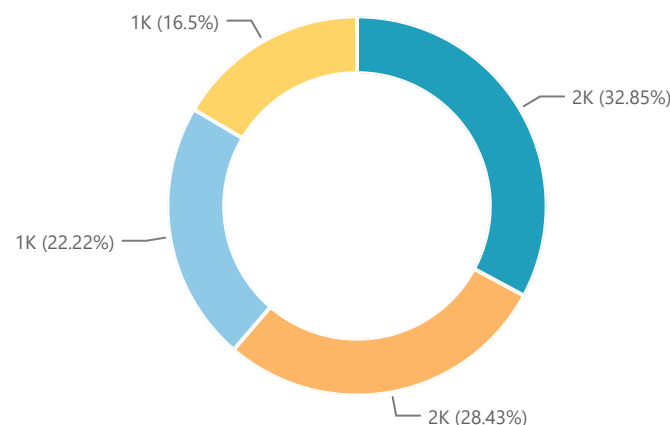
▼ 10.2%

YoY

▲ 17.8%

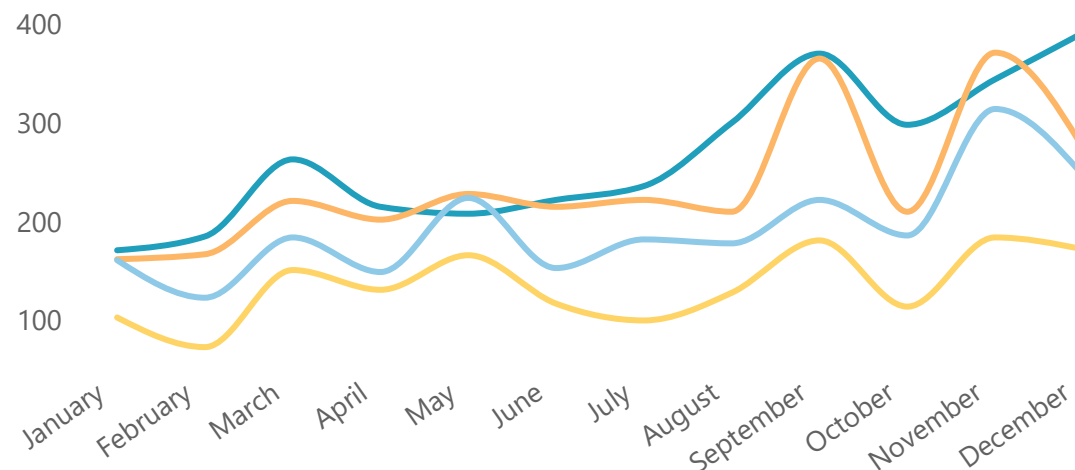
Ontime Order

Anna Andreadi Chuck Magee Kelly Williams Cassandra Brandon



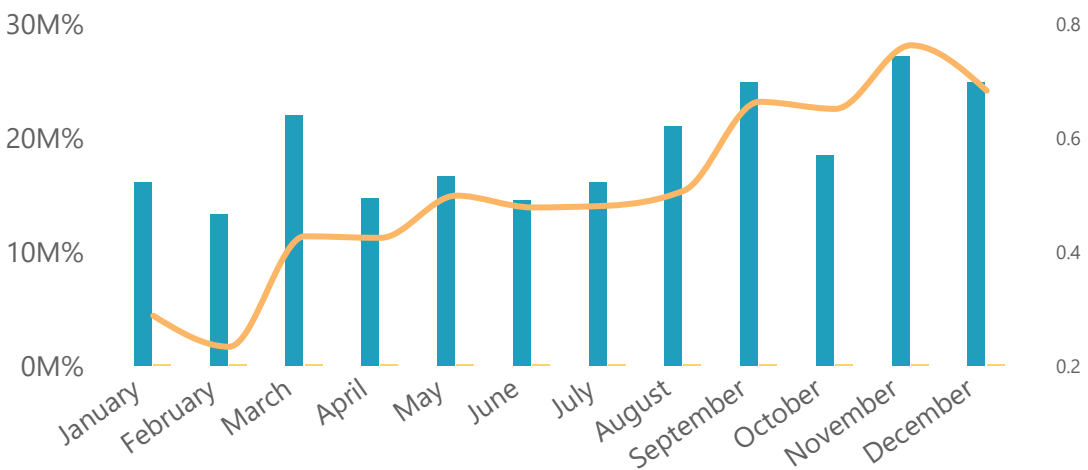
Monthly Orders by Sales Representative

Anna Andreadi Cassandra Brandon Chuck Magee Kelly Williams

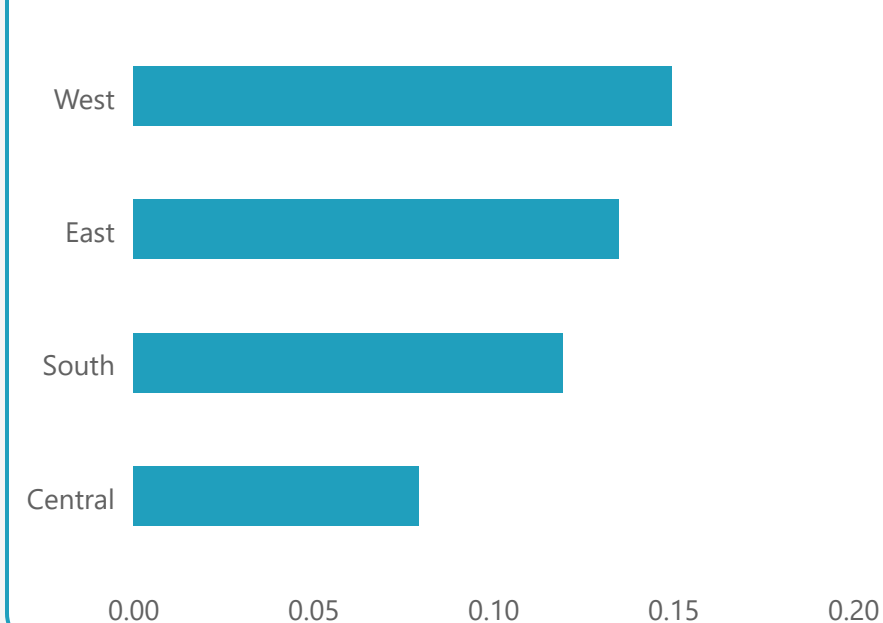


Revenue vs Return & On-Time Performance

Total Revenue Return Rate OnTime Rate



Profit Margin by Region



KPI Performance

Retail Sales People	Performance Score	Perfect Order Rate	Monthly Return	Return Rate	Sales Rank By Rep	Revenue Achievement	Profit Achievement	OnTime Rate
Cassandra Brandon	121.1%	52.7%		4.3%	4	117.7%	216.0%	0.55
Chuck Magee	81.3%	51.5%		5.2%	2	87.7%	88.5%	0.54
Kelly Williams	49.3%	49.1%		4.0%	3	58.3%	-9.0%	0.52
Anna Andreadi	121.0%	47.4%		15.3%	1	72.2%	271.4%	0.56
Total	72.4%	49.8%		8.0%	1	78.1%	65.5%	0.54

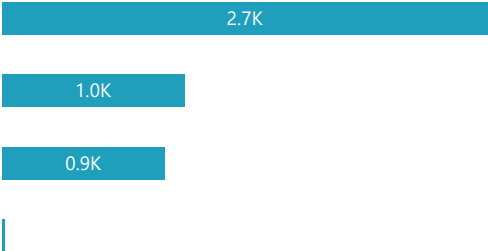
Late order

4,581

Late order

Standard Class

2.7K



Class	Late Order Count
Standard Class	2.7K
Second Class	1.0K
First Class	0.9K
Same Day	~0.1K

Second Class

1.0K

First Class

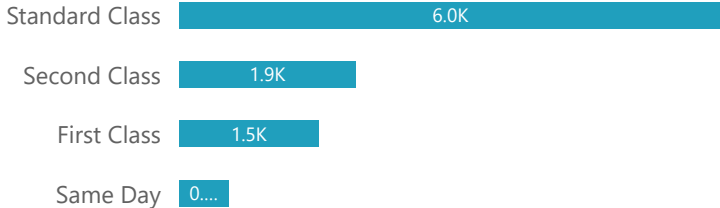
0.9K

Same Day

M_Total_Orders

9994

order by ship mode



Total Order
10K

Late order

Consumer

2.4K

Corporate

1.4K

Home Office

0.8K

M_Total_Profit

286.40K

Profit & Profit Margin

