Quarterly sales report

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Contents

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1 Summary

1.1 Highlights

Orders rose 12 percent on the previous quarter. Returns fell to 2.1 percent of orders.

2 Orders

2.1 By region

The north region placed 4,210 orders, the south 3,980 and the west 2,655.

2.2 By channel

The web shop took 71 percent of orders and phone sales the rest.

3 Returns

3.1 Reasons

Damage in transit was the most common reason, followed by wrong size.