

WELCOME DASHBOARD OVERVIEW & ANALYST

PROJECT ROI

36.15%

Total Sale

733.22K

Segment

Consumer

Corporate

Home Office

Year

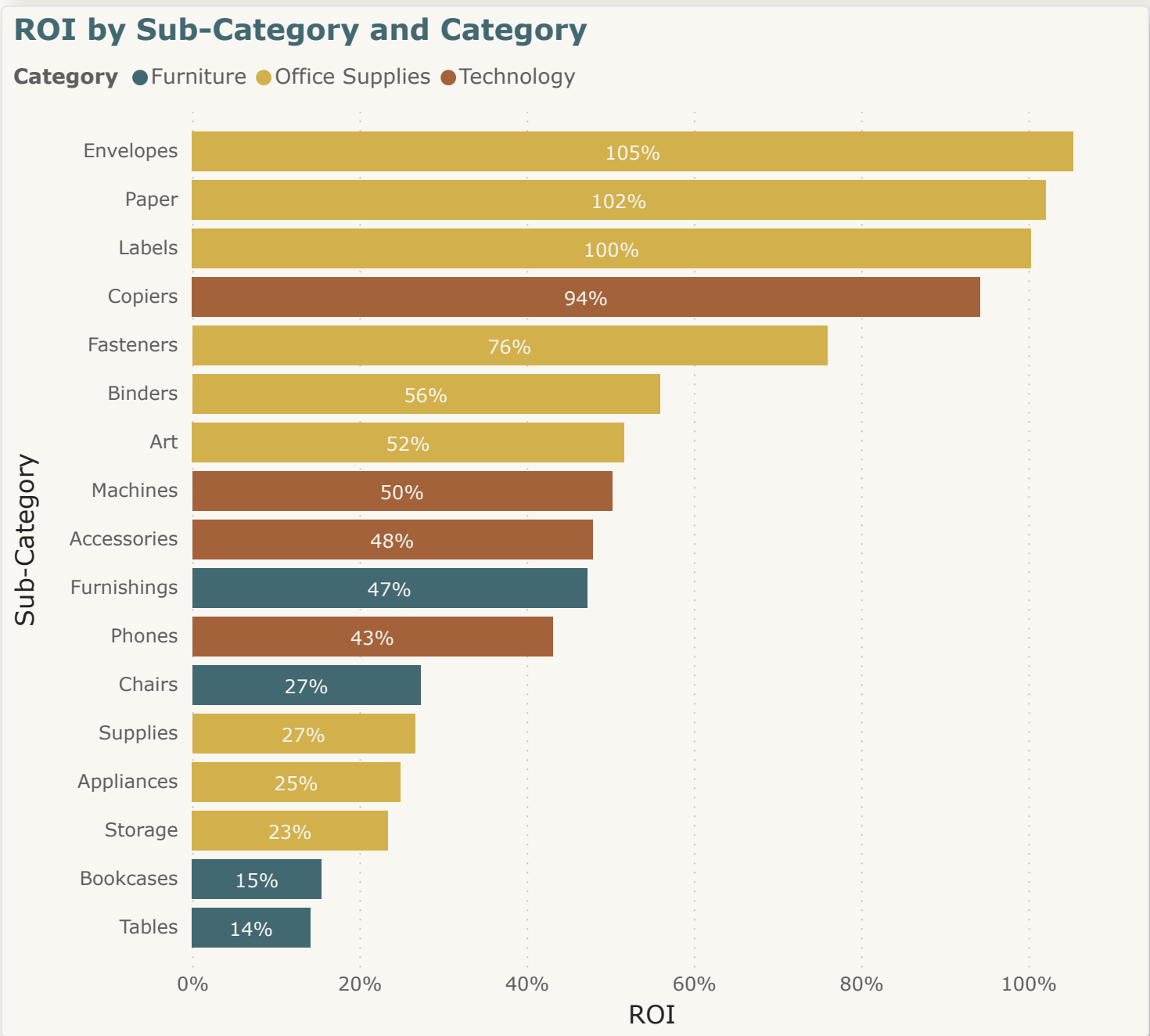
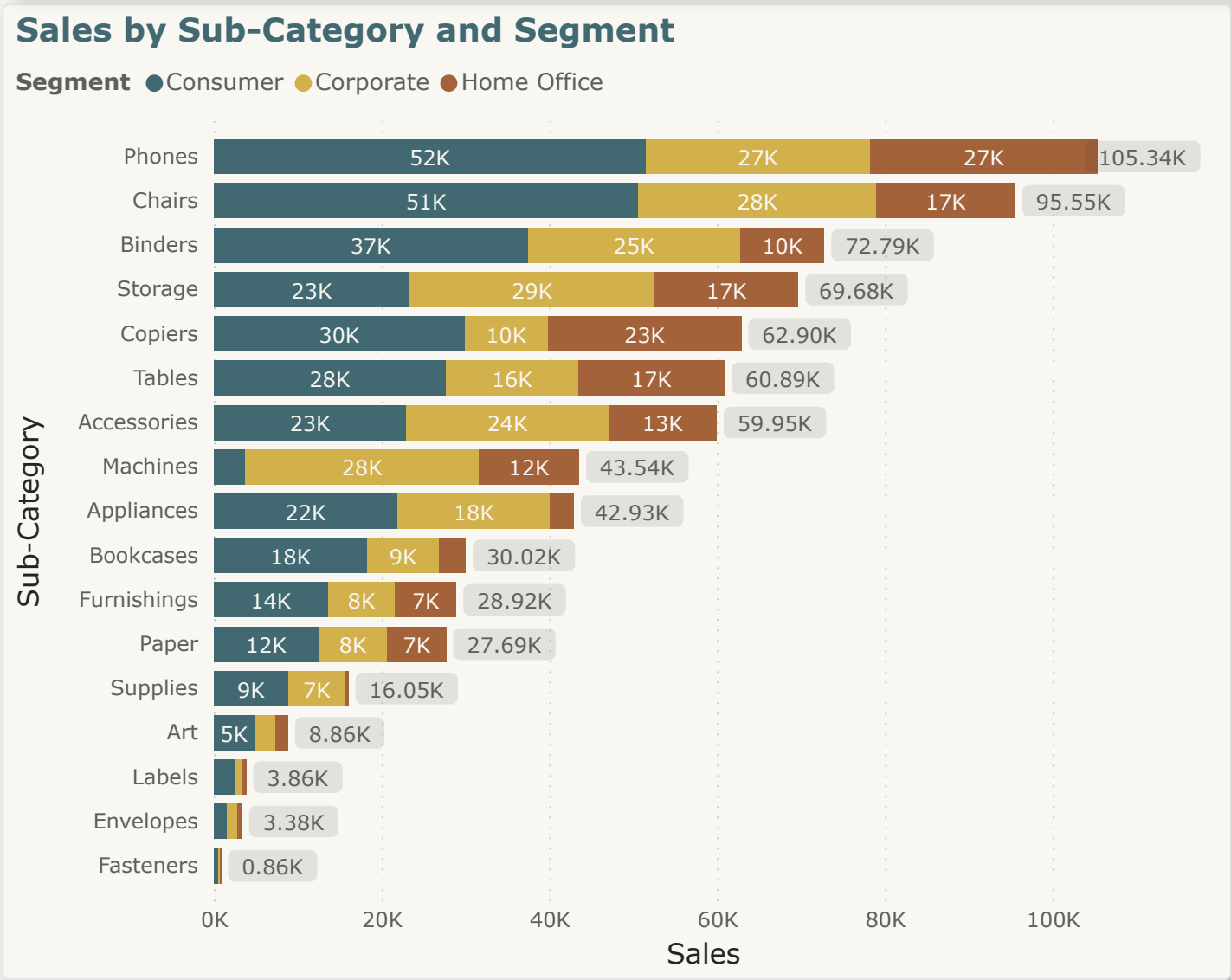
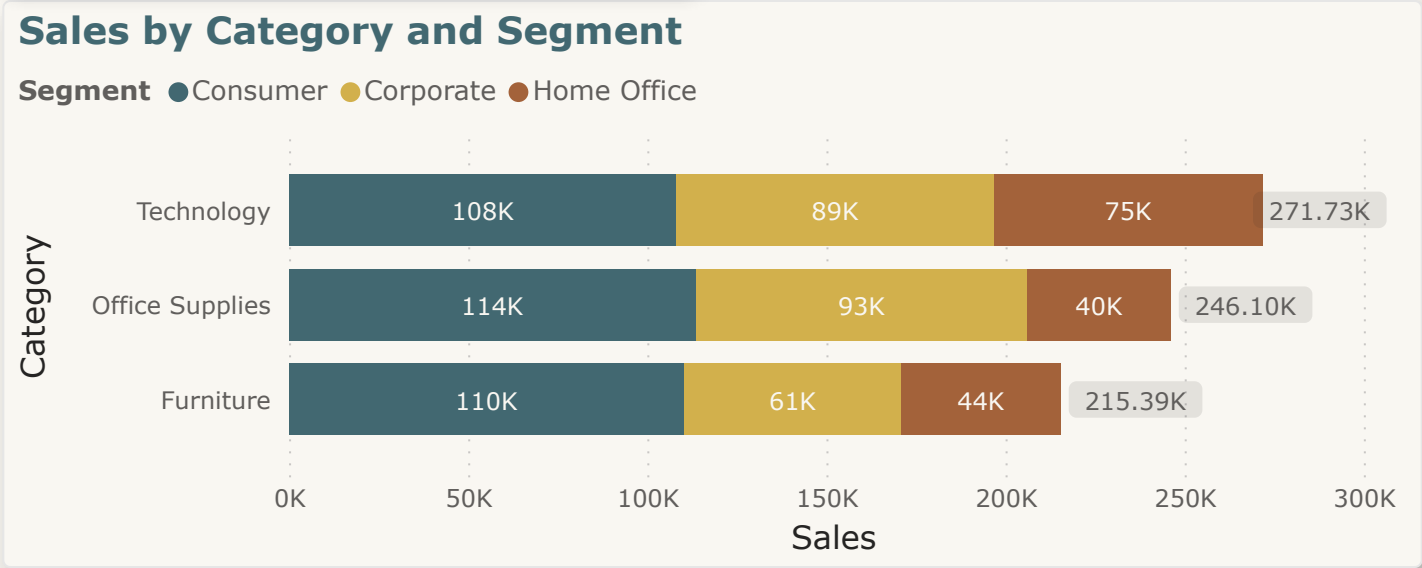
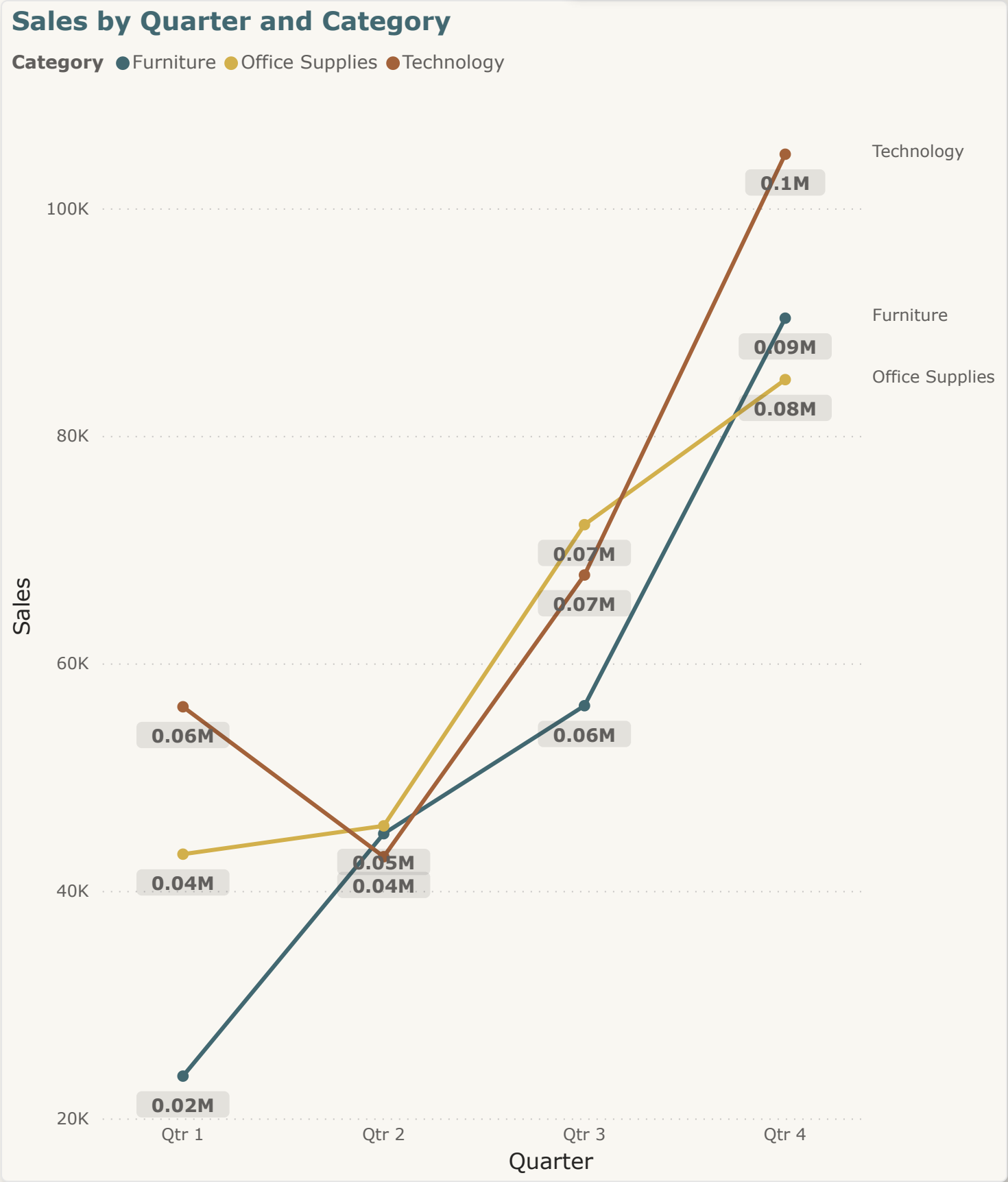
2013

2014

2015

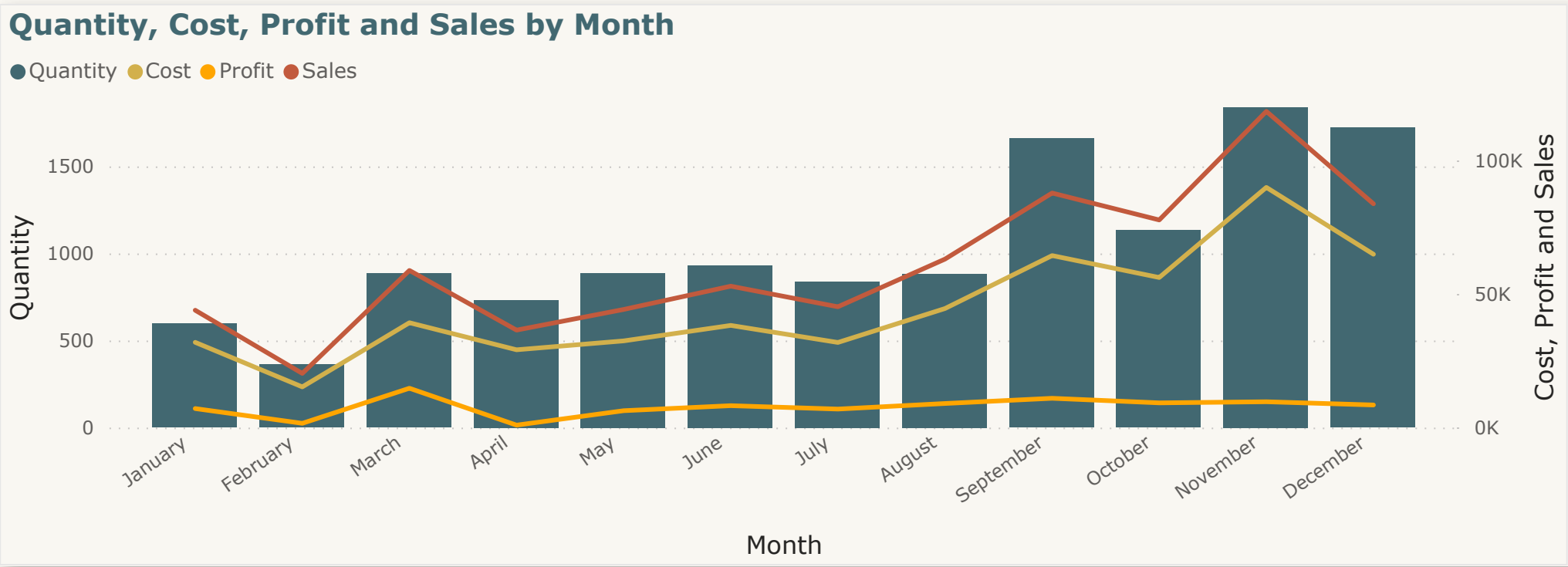
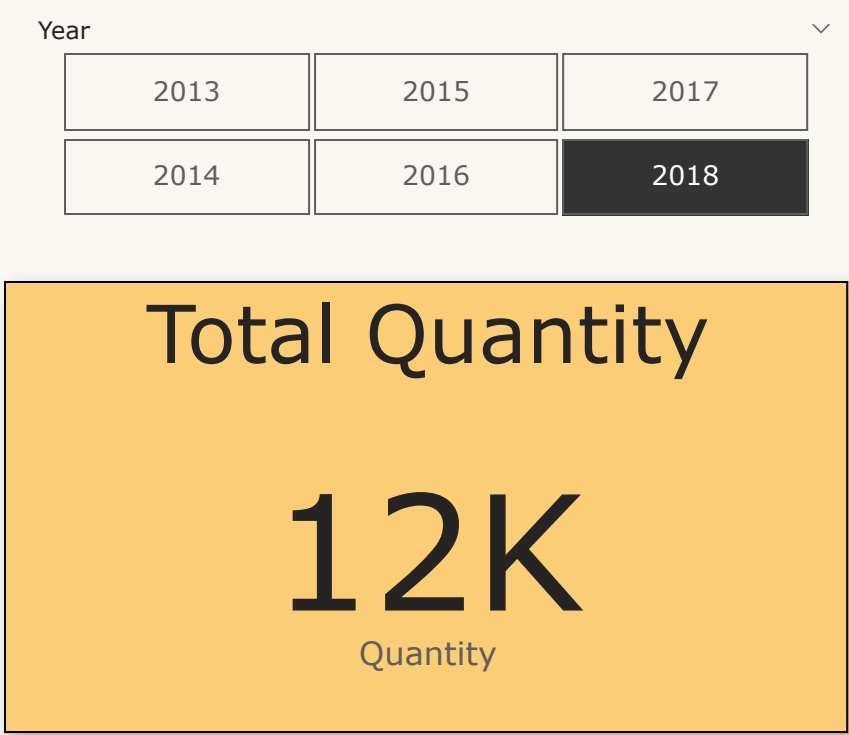
2016

2017

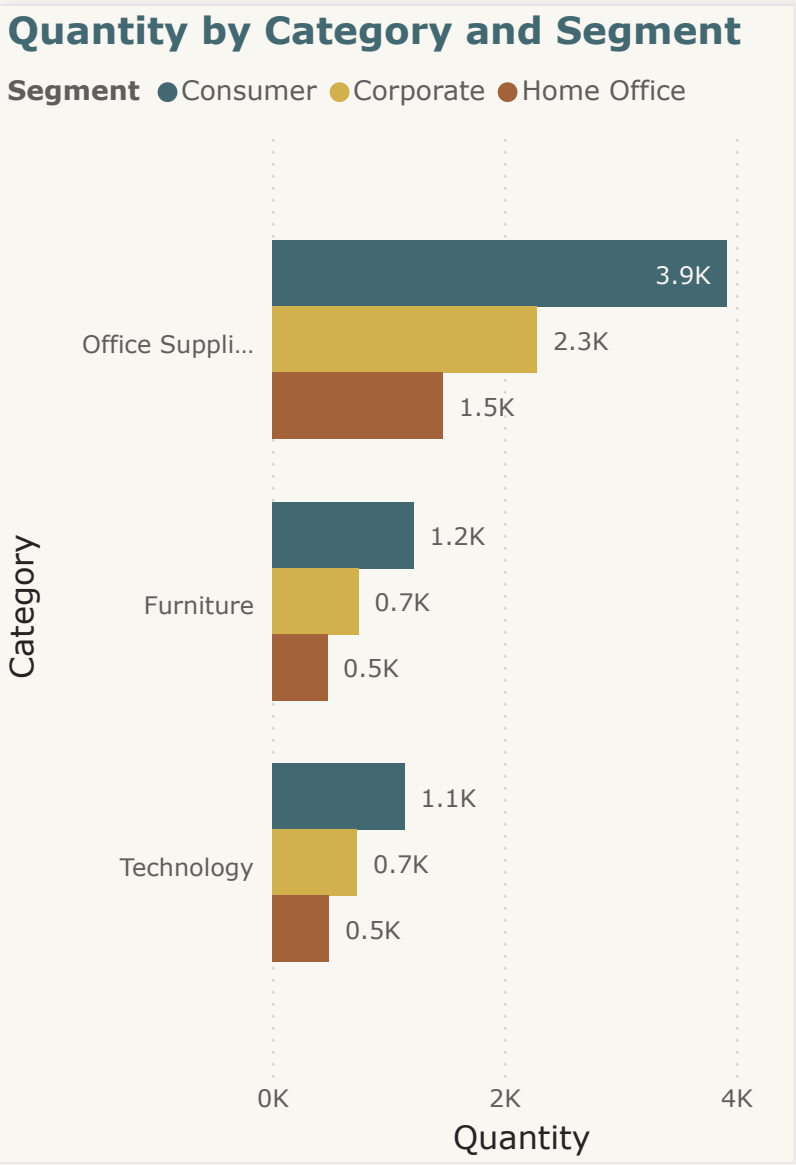


TOP Customer by Sale

Customer Name	1	2	3	4	Total
Raymond Buch	14,052.48		150.80		14,203.28
Tom Ashbrook		7.04		13,716.46	13,723.50
Hunter Lopez				10,522.55	10,522.55
Seth Vernon			8,459.94		8,459.94
Grant Thornton				8,167.42	8,167.42
Helen Wasserman	504.13	4,472.32	3,189.91		8,166.35
Todd Sumrall		209.98		6,492.31	6,702.29
Rick Wilson		2,049.53	4,143.91		6,193.45
Pete Kriz	25.06		5,829.26	124.82	5,979.14
Karen Ferguson	314.55	2,633.51	2,877.40		5,825.46
Andy Reiter	5,802.70			17.88	5,820.58
Nick Crebassa		5,282.65		490.50	5,773.15
Caroline Jumper	1,886.97	3,836.43			5,723.40
Brian Moss	247.92	2,229.18		3,206.27	5,683.37
Alan Dominguez	4,189.38	163.96		1,080.55	5,433.89
Jane Waco				5,384.55	5,384.55
Yana Sorensen		471.20	3,869.04	1,000.02	5,340.26
Patrick O'Brill			4,712.48	595.63	5,308.11
John Lee	283.15		2,967.38	2,051.09	5,301.62
Shahid Collister	642.34	2,361.52	89.97	2,165.66	5,259.49
Joseph Airdo	18.53	49.90	4,985.79		5,054.21
Tom Prescott	397.74		4,429.13		4,826.88
Cathy Prescott	4,619.33		78.04	45.89	4,743.26
Brenda Bowman			2,049.19	2,537.07	4,586.26
Justin Deggeller	1,986.52			2,521.48	4,508.00
Jim Kriz			4,150.97		4,150.97
Dan Reichenbach		982.09	2,971.79	177.64	4,131.52
Bill Eplett	211.84		3,889.92		4,101.76
Mick Hernandez	1,331.56	713.82	1,169.69	871.72	4,086.79
Jim Epp	3,098.61		438.01	537.41	4,074.03
Dean percer		146.89	420.99	3,464.88	4,032.76
Keith Herrera				4,021.24	4,021.24
Total	123,144.86	133,764.37	196,251.96	280,054.07	733,215.26

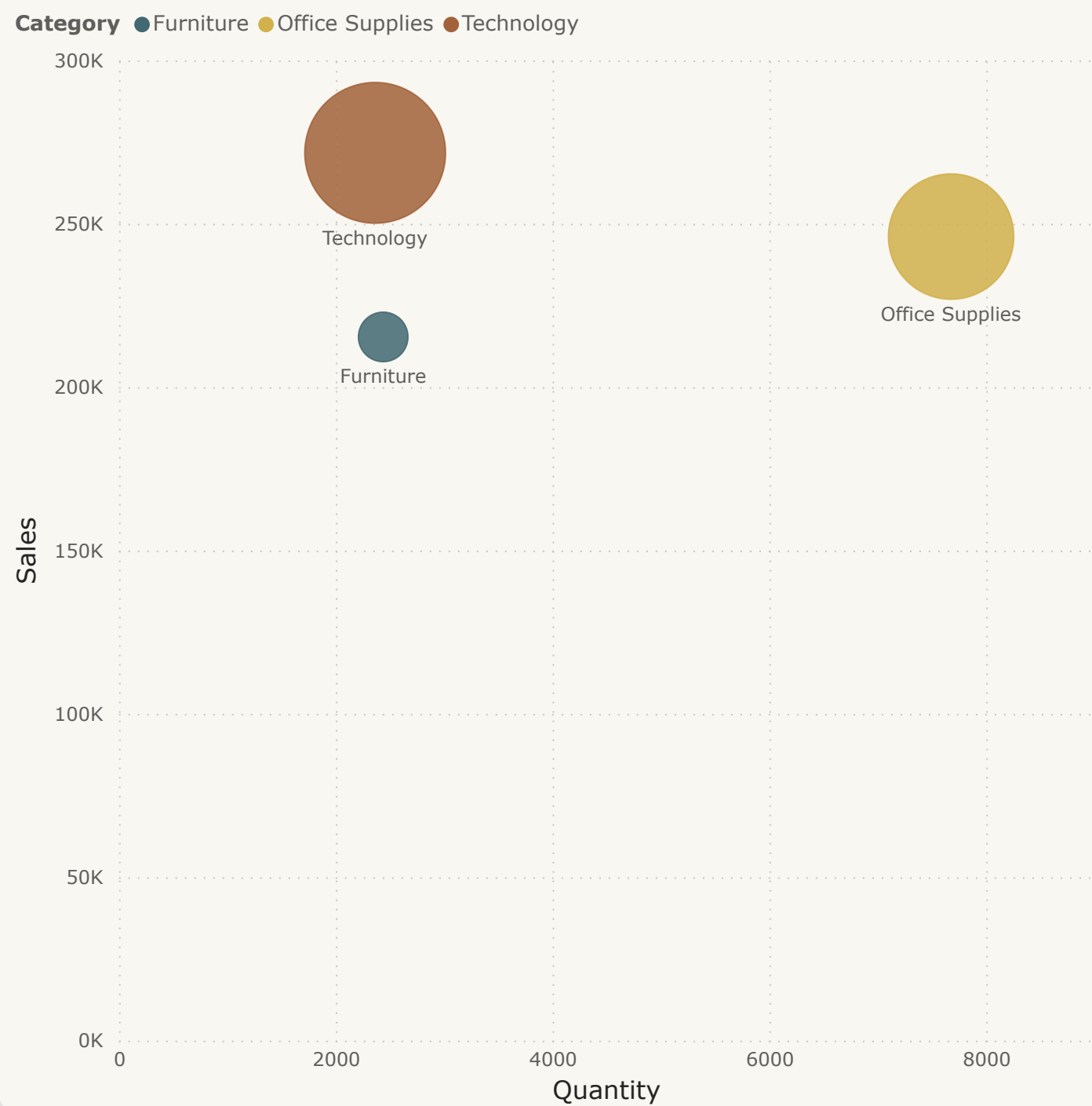


Quantity of Product Sold by Month-Year													
Sub-Category	January	February	March	April	May	June	July	August	September	October	November	December	Total
Binders	136	40	170	147	138	132	108	168	250	179	288	311	2067
Paper	67	53	114	77	119	147	104	98	304	142	256	221	1702
Art	59	28	70	80	87	87	88	64	134	88	169	147	1101
Furnishings	47	25	59	104	60	61	101	61	133	96	179	171	1097
Phones	53	52	102	32	71	87	99	75	120	112	175	112	1090
Accessories	51	16	79	51	81	86	78	63	177	82	179	136	1079
Storage	59	24	68	45	60	103	61	99	114	84	174	131	1022
Chairs	18	17	32	24	66	53	45	38	113	56	87	125	674
Appliances	19	43	56	26	49	45	36	76	65	47	91	101	654
Labels	9	4	31	47	37	23	41	49	70	59	36	42	448
Tables	17	17	21	12	19	23	24	21	33	74	81	48	390
Bookcases	4	12	11	35	39	39	13	7	23	26	17	50	276
Fasteners	19	22	11	13	13	7	9	15	37	20	29	54	249
Envelopes	10	5	25	16	25	8	5	17	46	25	38	21	241
Supplies	17	3	12	17	16	14	7	27	26	8	12	33	192
Machines	7	2	4	7	1	16	9	3	13	31	21	7	121
Copiers	5		20		6		12	3	2	4	8	13	73
Total	597	363	885	733	887	931	840	884	1660	1133	1840	1723	12476



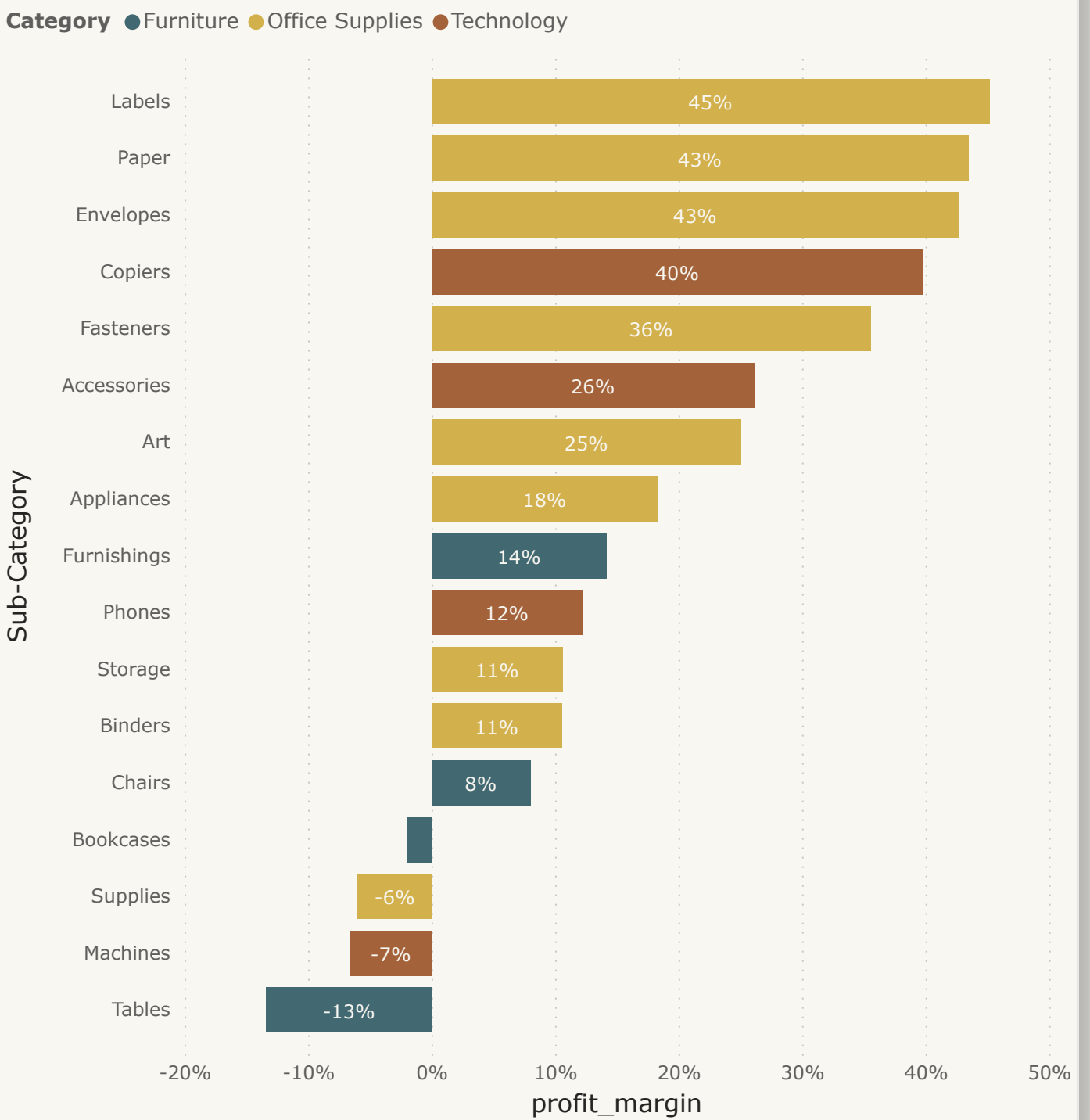
Year					
2013	2014	2015	2016	2017	2018

Correlation between Sales & Quantity by Category



Segment		
Consumer	Corporate	Home Office

Profit Margin by Sub-Category and Category



NEED TO FOCUS PROFIT CUSTOMER

Customer Name	profit_margin	Profit	Sales	Cost
Shirley Jackson	-250%	-243.16	97.26	262.61
Matthew Clasen	-164%	-317.03	193.27	361.85
Anthony Garverick	-162%	-66.01	40.85	74.18
David Bremer	-147%	-1136.72	771.54	1,299.47
Skye Norling	-143%	-1130.44	792.49	1,312.85
Henry Goldwyn	-136%	-2971.38	2,184.76	3,591.14
Nathan Cano	-135%	-2330.27	1,729.29	2,779.48
Lisa Hazard	-127%	-152.87	120.78	199.73
Sharelle Roach	-112%	-3391.41	3,020.54	4,546.39
Pamela Coakley	-83%	-0.99	1.19	1.35
Susan Gilcrest	-75%	-13.28	17.80	22.19
Mary O'Rourke	-74%	-67.54	91.28	113.18
Linda Southworth	-74%	-350.01	476.15	603.45
Joy Smith	-73%	-766.58	1,048.00	1,361.57
Thais Sissman	-70%	-1.97	2.81	2.81
Cyma Kinney	-66%	-521.39	787.84	901.56
Sean Braxton	-64%	-907.06	1,410.34	1,840.27
Giulietta Weimer	-62%	-451.09	721.75	731.01
Noel Staavos	-60%	-99.51	167.18	214.01
Alan Shonely	-54%	-31.92	59.18	58.63
Emily Ducich	-54%	-107.98	201.32	243.05
David Wiener	-53%	-108.28	204.41	224.07
Victoria Pisteka	-51%	-964.48	1,893.79	2,104.46
Don Wallace	-48%	-14.12	28.58	22.85
Total	13%	93439.27	733,215.26	538,523.40

TOP BEST PROFIT CUSTOMER

Customer Name	profit_margin	Profit	Sales	Cost
Neoma Murray	49%	2.82	5.76	2.94
Ed Ludwig	49%	18.45	37.66	19.21
Liz Willingham	49%	5.08	10.36	5.28
Marc Crier	49%	7.22	14.73	7.51
Anna Andreadi	48%	6.22	12.96	6.74
Roy Skaria	48%	6.09	12.68	6.59
Robert Dilbeck	48%	757.41	1,577.94	820.53
Andrew Roberts	48%	5.18	10.80	5.62
Hunter Lopez	48%	5045.86	10,522.55	5,476.69
Steven Roelle	48%	1676.31	3,505.84	1,829.53
Raymond Buch	48%	6780.90	14,203.28	7,396.27
Brendan Dodson	48%	80.24	168.58	88.34
Jenna Caffey	48%	502.92	1,058.11	550.55
Janet Molinari	47%	149.28	316.32	167.04
David Kendrick	47%	171.44	364.27	182.76
Vivian Mathis	47%	6.97	14.82	7.85
Troy Blackwell	47%	1.37	2.91	1.54
Herbert Flentye	47%	20.48	43.85	23.37
Ivan Gibson	47%	92.93	199.17	106.24
Ted Butterfield	46%	122.05	263.02	135.89
Catherine Glotzbach	46%	21.87	47.15	25.28
Dennis Pardue	46%	17.25	37.34	20.09
Sanjit Chand	46%	5.84	12.70	6.86
Bobby Odoard	46%	57.28	124.75	67.27
Total	13%	93439.27	733,215.26	538,523.40

Year

2013	2016
2014	2017
2015	2018

Quarter

Qtr 1	Qtr 3
Qtr 2	Qtr 4

Num of Cus

693

Count of Customer ID

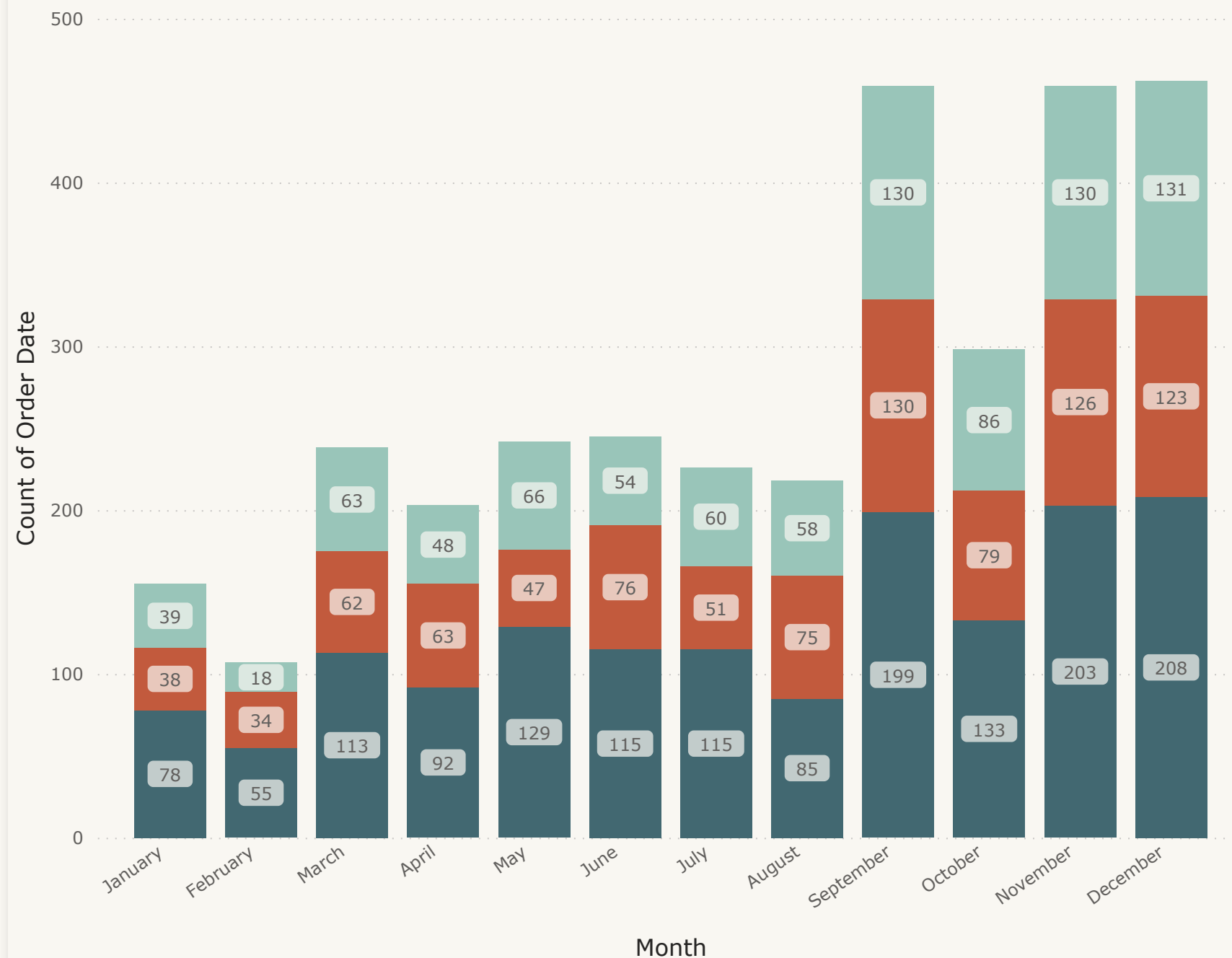
Order Quantity

3312

Count of Order ID

Count of Order Date by Month and Ship Status

Ship Status ● Shipped Early ● Shipped Late ● Shipped On Time



Percent of Ship Status

Ship Status ● Shipped Early ● Shipped Late ● Shipped On Time

