

Revenue And Profitability

Sales

108.04M

Profit

21.62M

Daily Running Sales

Month	Day	Total Sales	Running sum
January	1	1,620,795.51	1,620,795.51
January	2	1,526,136.59	3,146,932.10
January	3	1,575,366.50	4,722,298.60
January	4	1,595,379.49	6,317,678.09
January	5	1,541,008.80	7,858,686.89
January	6	1,536,770.37	9,395,457.26
January	7	1,560,108.83	10,955,566.09

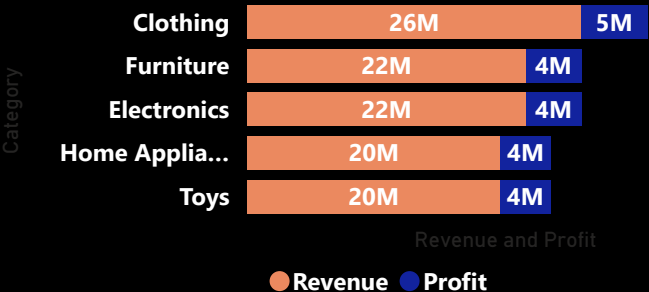
Total 108,042,285.58 108,042,285.58

Daily Running Profit

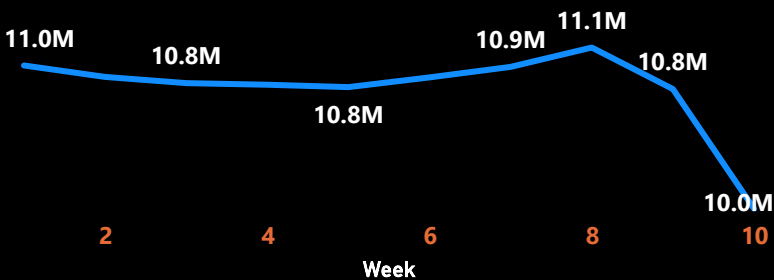
Month	Day	Total Profit	Running sum
January	1	327,380.45	327,380.45
January	2	304,044.06	631,424.51
January	3	315,513.35	946,937.86
January	4	321,976.04	1,268,913.90
January	5	311,276.26	1,580,190.16
January	6	308,743.79	1,888,933.95
January	7	313,341.02	2,202,274.97

Total 21,621,072.59 21,621,072.59

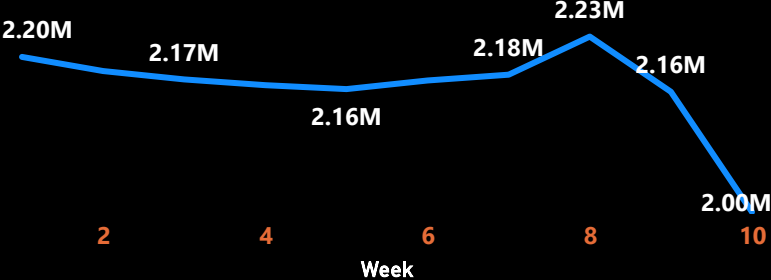
Sales & Profit vs Category



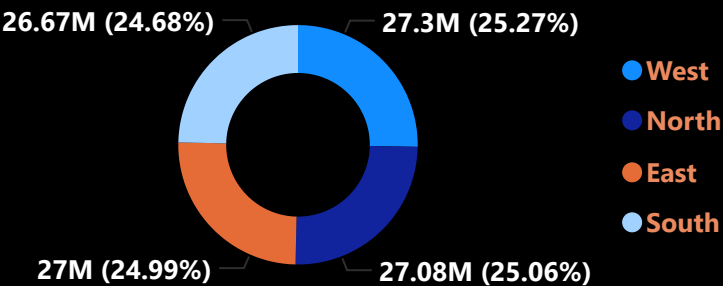
Weekly Sales



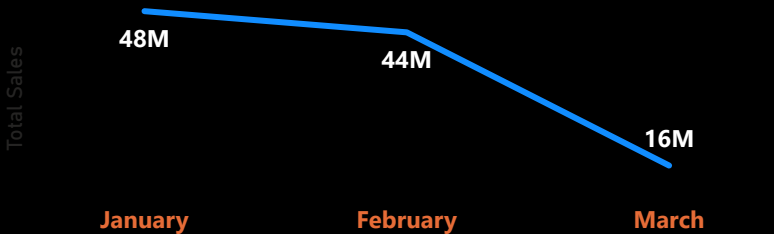
Weekly Profit



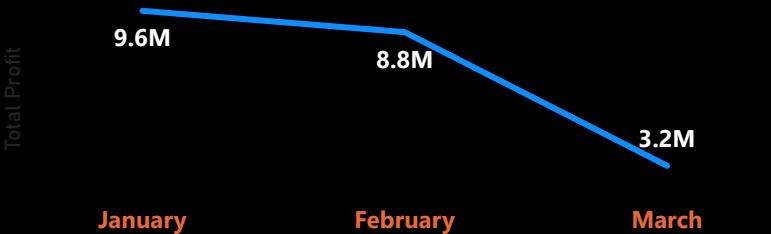
Sales vs Region



Monthly Sales



Monthly Profit



High Revenue-Low Profit Products

Category	Revenue	Profit
Toys	19,550,481.61	3,911,248.00
Home Appliances	19,580,474.08	3,915,980.70
Furniture	21,545,608.19	4,303,203.31
Electronics	21,540,486.38	4,332,065.01
Clothing	25,825,235.32	5,158,575.57
Total	108,042,285.58	21,621,072.59

Customer Analysis

Top 10 Customers By Revenue

Customer_Name	Revenue
Amy Carson	55,442.18
Juan Cole	52,665.42
Cheryl Elliott	52,545.28
Pamela Rojas	51,901.87
Audrey Schwartz	51,276.72
Cole Mills	50,881.33
Megan Carter	50,108.26
Nicole Johnson	49,463.04
Kevin Craig	49,454.75
Brian Snyder	49,034.92

Top 10 Customers By Purchase Frequency

Customer_Name	Frequency
Michael Smith	147
Sarah Williams	86
David Clark	82
Ryan Williams	82
David Johnson	76
Patrick Williams	71
Michael Brown	70
Cynthia Smith	67
Jonathan Jones	67
Stephen Moore	65

Rentention vs Churn

RFM Score	Customers	Customer Segment
313	4470	High-Value
213	4410	At-Risk
113	4406	Low-Value
312	4352	High-Value
311	4333	High-Value
112	4326	Low-Value
111	4315	Low-Value
212	4301	At-Risk
211	4182	At-Risk
323	3573	High-Value
333	3544	High-Value
221	3507	At-Risk
Total	100000	

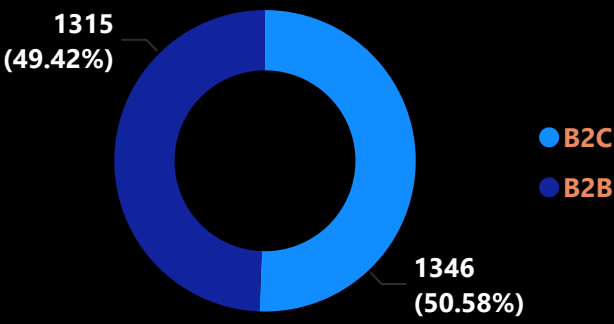
Customers

4000

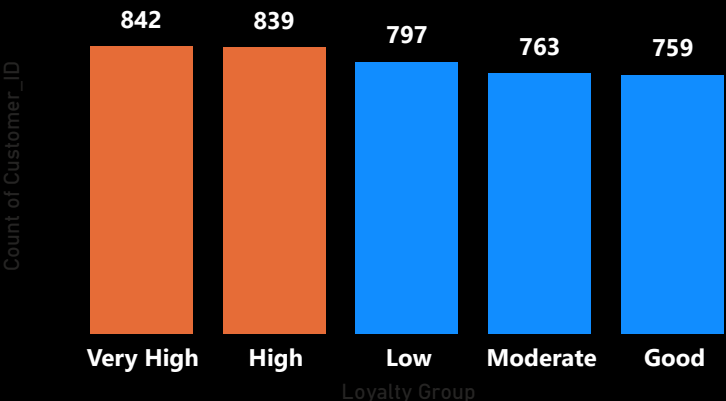
Loyalty

51.34

B2B vs B2C



Loyalty Scores



Sales Team Performance

Status

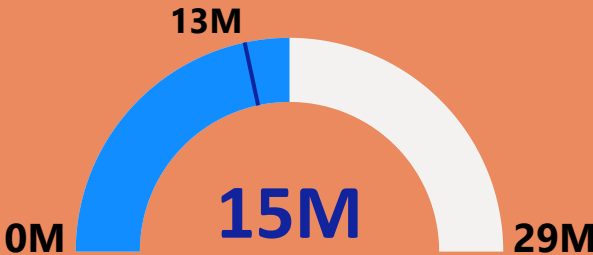
Over Performer

Under Performer

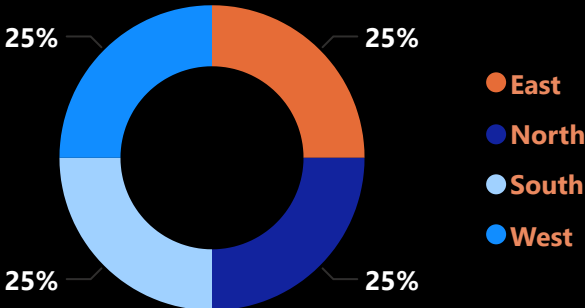
Sales Reps

100

Performance vs Target



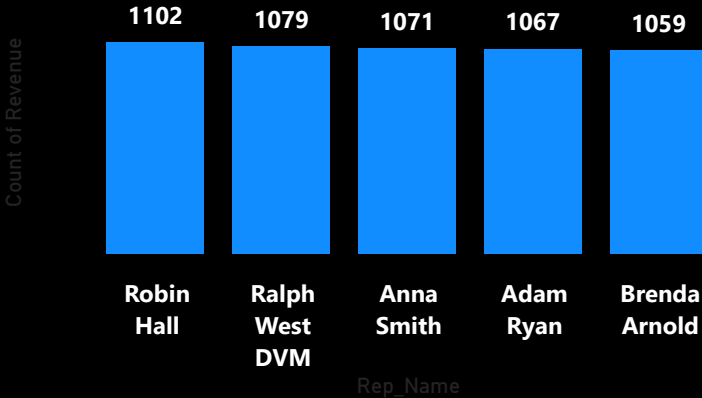
Incentives By Region



Region wise Sales Rep Sales

Region	Total Sales
East	26,995,283.86
North	27,076,734.31
South	26,668,699.34
West	27,301,568.07
Aaron Wilson	288,106.11
Adam Ryan	302,565.48
Alexandra Smith	267,642.80
Alyssa Mata	258,278.58
Andrew Hughes	215,830.14
Andrew Jackson	250,010.44
Andrew Mccoy	295,359.48
Anna Smith	292,652.63
Becky Friedman	281,011.27
Benjamin Long	311,376.78
Brandon Howard	274,423.22
Brenda Arnold	287,095.16
Brian Figueroa	267,101.02
Brittany Gibson	255,978.15
Caroline Aguilar	275,443.17
Carolyn Murphy	281,455.06
Catherine Stokes	288,826.85
Cathy Thomas	234,894.75
Chris Vaughn	285,120.02
Christina Miller	281,105.10
Total	108,042,285.58

Most Orders Books



Highest Incentive Earners

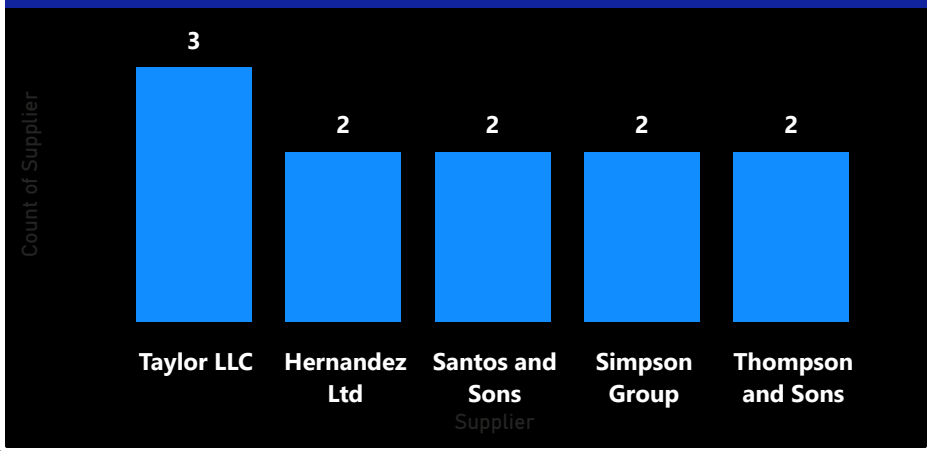
Rep_Name	Incentive
Paul Brown	29,924.80
Crystal Rodriguez	29,610.20
James Cook	20,692.60
Brenda Arnold	20,543.80
Chris Vaughn	20,068.00
Anna Smith	19,967.60
Randy Brooks MD	18,928.20
Elizabeth Davis	17,705.60
Carolyn Murphy	16,571.00
James Romero	16,555.60
Michelle Curry	12,560.32
Total	367,178.80

Inventory & Supply Chain

Category

Clothing	Electronics	Furniture	Home Appliance	Toys
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Top Suppliers



Avg Stock

517.90

Reordering Products

Category	Product_ID	Reorder
Clothing	105	Yes
Clothing	110	Yes
Clothing	114	Yes
Clothing	127	Yes
Clothing	132	Yes
Clothing	139	Yes
Clothing	151	Yes
Clothing	165	Yes
Clothing	180	Yes
Clothing	186	Yes
Clothing	203	Yes
Clothing	204	Yes
Clothing	233	Yes
Clothing	234	Yes

Avg Stock Per Category

