

# RETAIL ANALYTICS REPORT

**TOTAL SALES**

**12.64M**

**TOTAL PROFIT**

**1.47M**

**Total Cost**

**11.18M**

**Total Quantity**

**0.18M**

Market

All

Category

All

**2012**

**2013**

**2014**

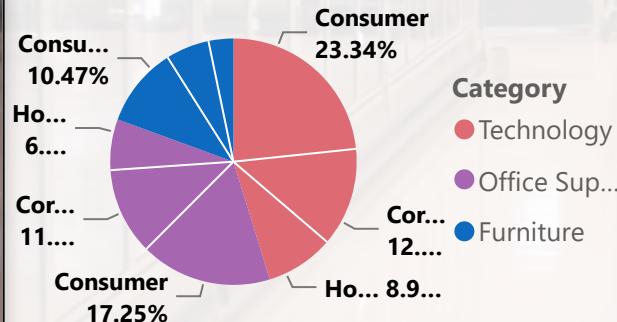
**2015**

**CLICK ON**

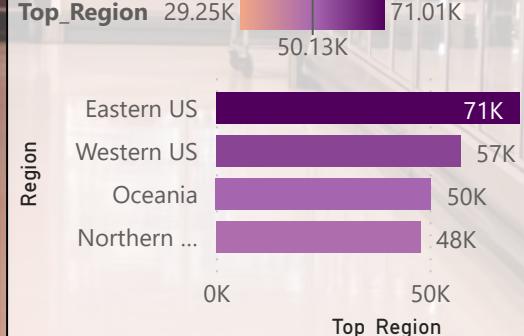
**ORDERS**

**RETURNS**

**Sales by Category and Segment**

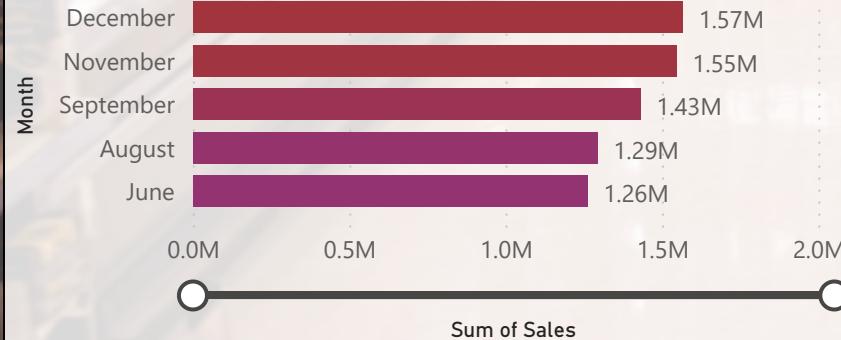


**Top Region by Sales**



**Sales by Month**

**Sum of Sales** 0.55M | 1.06M | 1.57M



**Sales by Market**



**Country and Category**

Furniture • Office Supplies • Technology



**Total Sales By Year**

**4.30M**

Goal: 4000000 (+7.5%)

**Total Profit By Year**

**0.50M**

Goal: 4M (-87.4%)

2012

2013

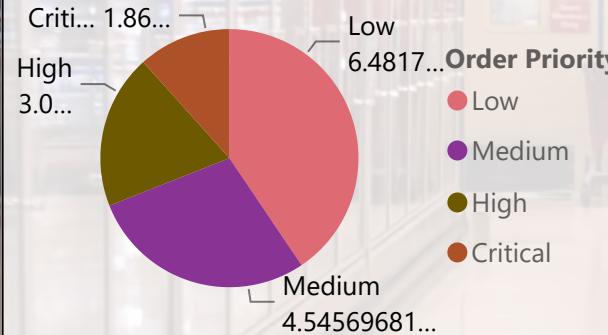
2014

2015

## Total Shipping Cost

**284.59K****CLICK ON****SALES****RETURNS**

### Average Delivery by Order Priority



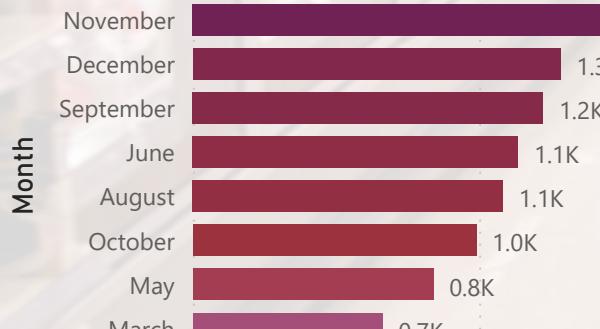
### Distinct Order ID

**25.73K**

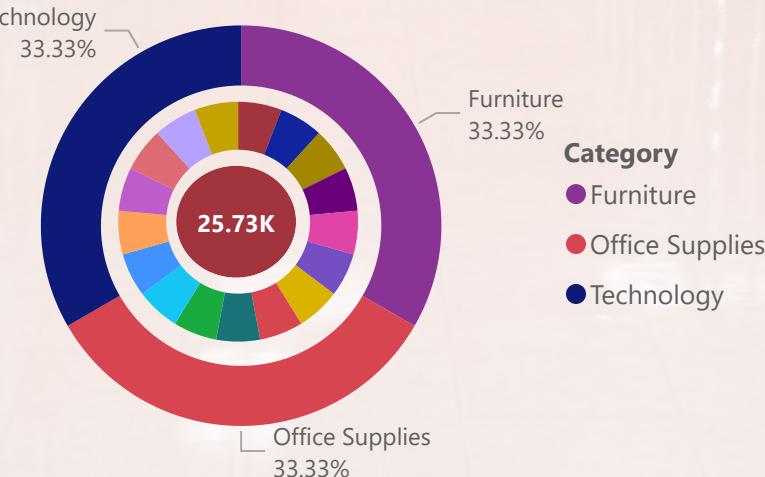
### Total Discount

**1.55K**

### Orders Count by Month

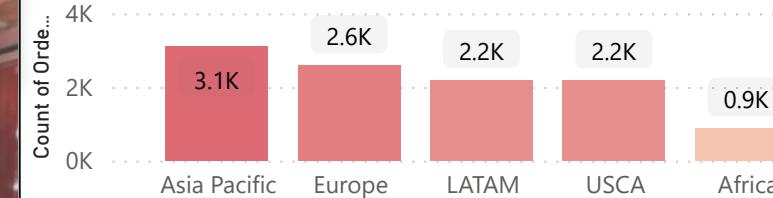
Orders\_placed 0.42K 1.46K  
0.94K

### Total Orders by Category And Sub-Category



### Count of Order by Market

Count of Order ID 0.88K 3.11K



### Profit by Region

Category ● Furniture ● Office Supplies ● Technology



Microsoft Bing

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## Total Returns

1.08K

**CLICK ON**

**SALES**

**ORDERS**

## Sales After Return

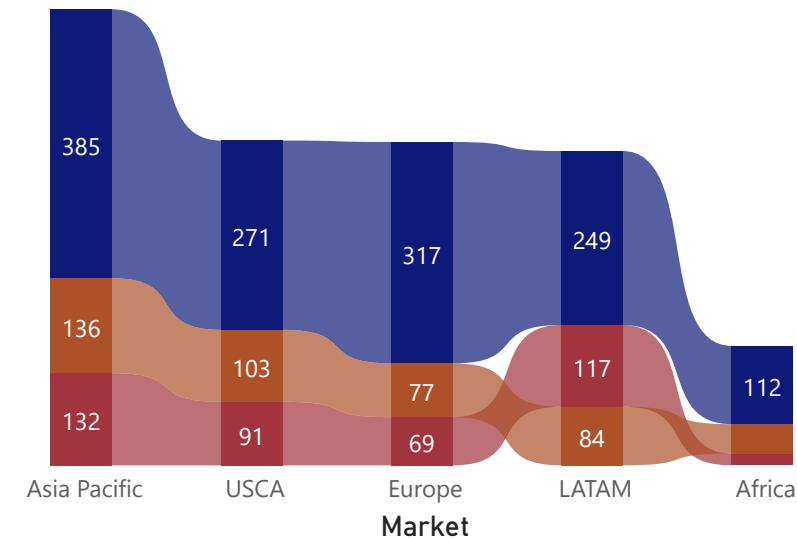
12.1M

## Profit After Return

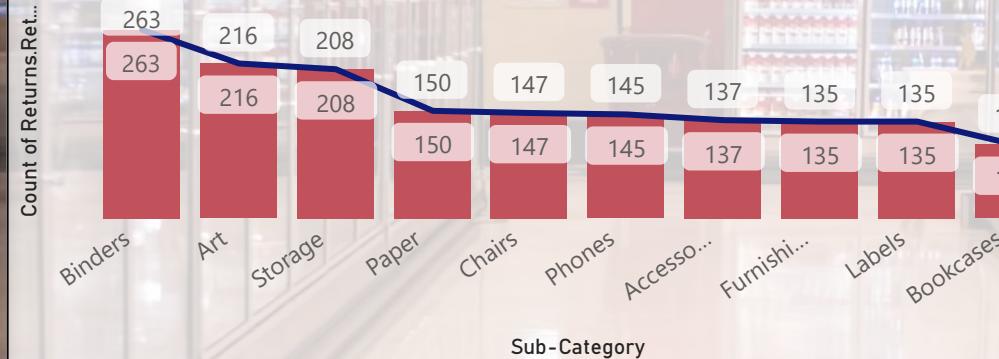
1.41M

## Returned by Market and Category

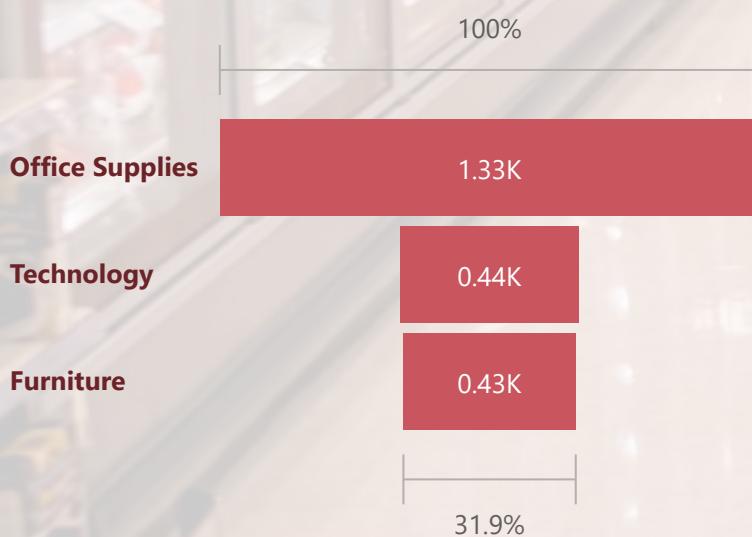
Category ● Furniture ● Office Supplies ● Technology



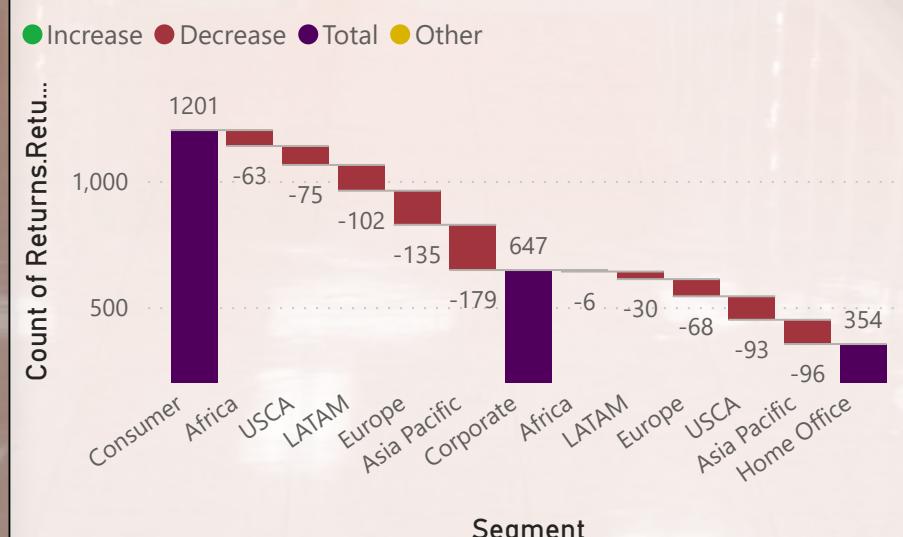
## Maximum Returns by Sub-Category



## Returned by Category



## Returns by Segment and Market



## Returns by Region

