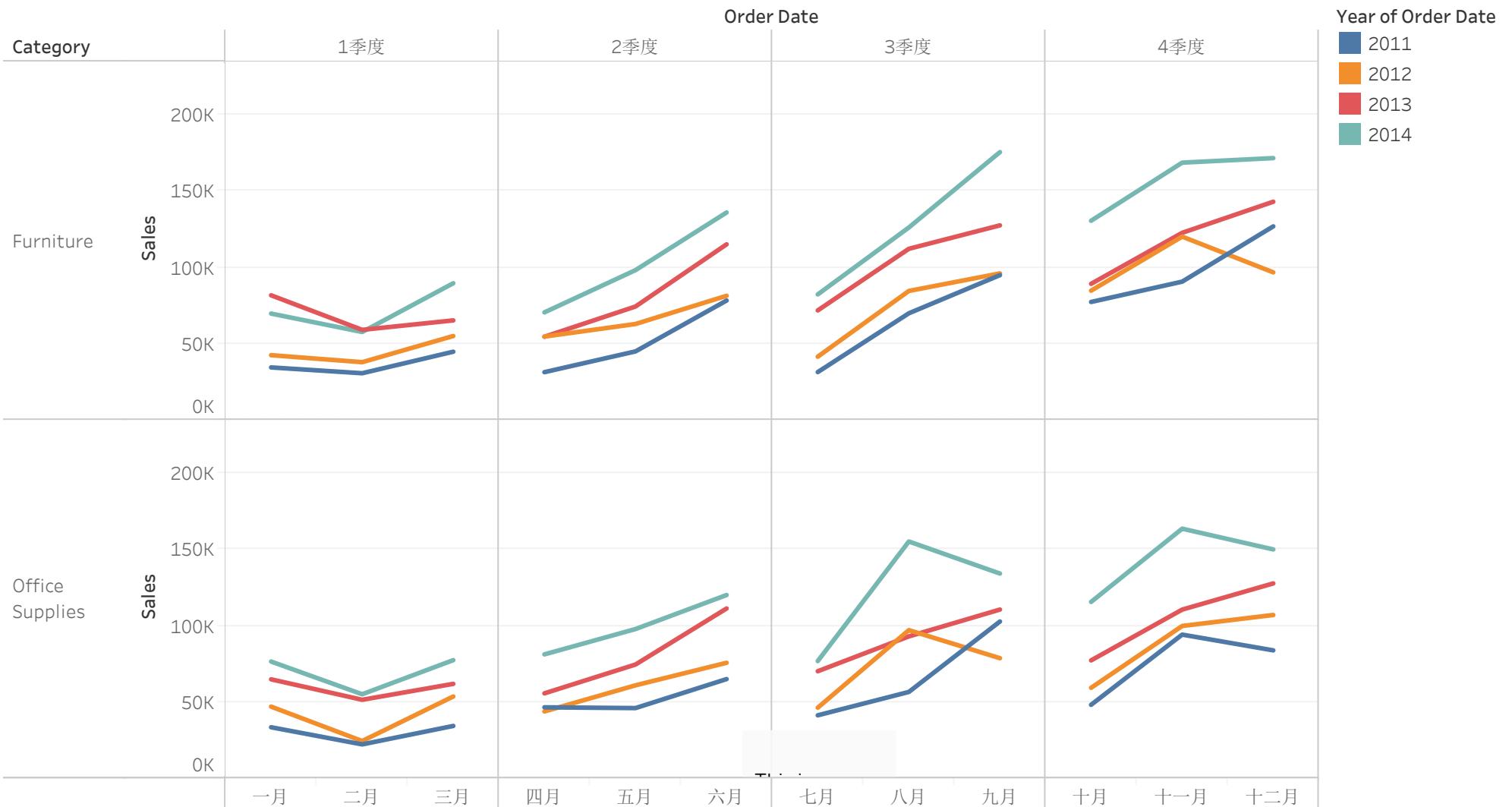
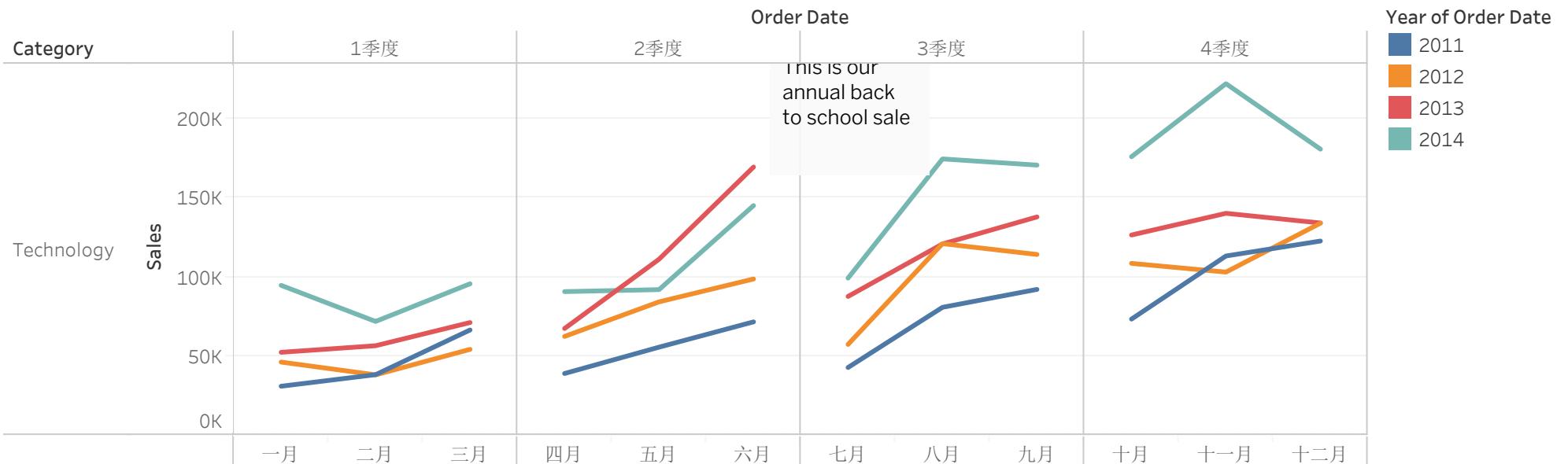


Sales Seasonality



The trend of sum of Sales for Order Date Month broken down by Order Date Quarter vs. Category. Color shows details about Order Date Year.

Sales Seasonality



The trend of sum of Sales for Order Date Month broken down by Order Date Quarter vs. Category. Color shows details about Order Date Year.

Crosstab

Category	Year of Ord..	Category	Order Date								Profit
			1季度			2季度			3季度		
			一月	二月	三月	四月	五月	六月	七月		
Furniture	2011	% Difference in Sales fro..	Furniture								
		Sales	Furniture	34,464	30,641	44,780	31,345	44,981	78,369	31,385	-6,260
	2012	% Difference in Sales fro..	Furniture	23.31%	23.68%	23.01%	74.52%	39.97%	3.97%	32.20%	
		Sales	Furniture	42,499	37,898	55,082	54,702	62,961	81,481	41,491	31,298
	2013	% Difference in Sales fro..	Furniture	92.49%	55.99%	18.59%	-0.21%	18.22%	41.46%	73.20%	
		Sales	Furniture	81,805	59,118	65,323	54,587	74,435	115,262	71,863	
	2014	% Difference in Sales fro..	Furniture	-14.68%	-2.39%	37.33%	29.29%	32.08%	18.13%	14.62%	
		Sales	Furniture	69,799	57,703	89,705	70,576	98,312	136,154	82,368	
Office Supplies	2011	% Difference in Sales fro..	Office Supplies								
		Sales	Office Supplies	33,527	22,277	34,395	46,604	46,110	65,150	41,359	
	2012	% Difference in Sales fro..	Office Supplies	40.40%	9.94%	56.19%	-5.83%	32.38%	16.42%	12.06%	
		Sales	Office Supplies	47,071	24,490	53,721	43,886	61,041	75,846	46,346	
	2013	% Difference in Sales fro..	Office Supplies	38.05%	110.50%	15.43%	27.07%	22.36%	46.98%	51.64%	
		Sales	Office Supplies	64,984	51,553	62,008	55,766	74,692	111,477	70,282	
	2014	% Difference in Sales fro..	Office Supplies	17.96%	7.04%	25.11%	45.87%	31.17%	7.92%	9.48%	
		Sales	Office Supplies	76,654	55,184	77,576	81,346	97,975	120,309	76,948	
Technology	2011	% Difference in Sales fro..	Technology								
		Sales	Technology	30,908	38,234	66,554	38,967	55,658	71,689	42,767	
	2012	% Difference in Sales fro..	Technology	49.51%	-0.29%	-18.45%	60.30%	51.57%	37.89%	34.21%	
		Sales	Technology	46,211	38,122	54,273	62,464	84,363	98,849	57,399	
	2013	% Difference in Sales fro..	Technology	13.39%	48.39%	31.30%	8.01%	32.02%	71.76%	52.94%	
		Sales	Technology	52,398	56,569	71,263	67,469	111,372	169,780	87,784	
	2014	% Difference in Sales fro..	Technology	80.95%	27.19%	34.46%	34.65%	-17.29%	-14.39%	13.22%	
		Sales	Technology	94,815	71,951	95,819	90,849	92,114	145,351	99,390	

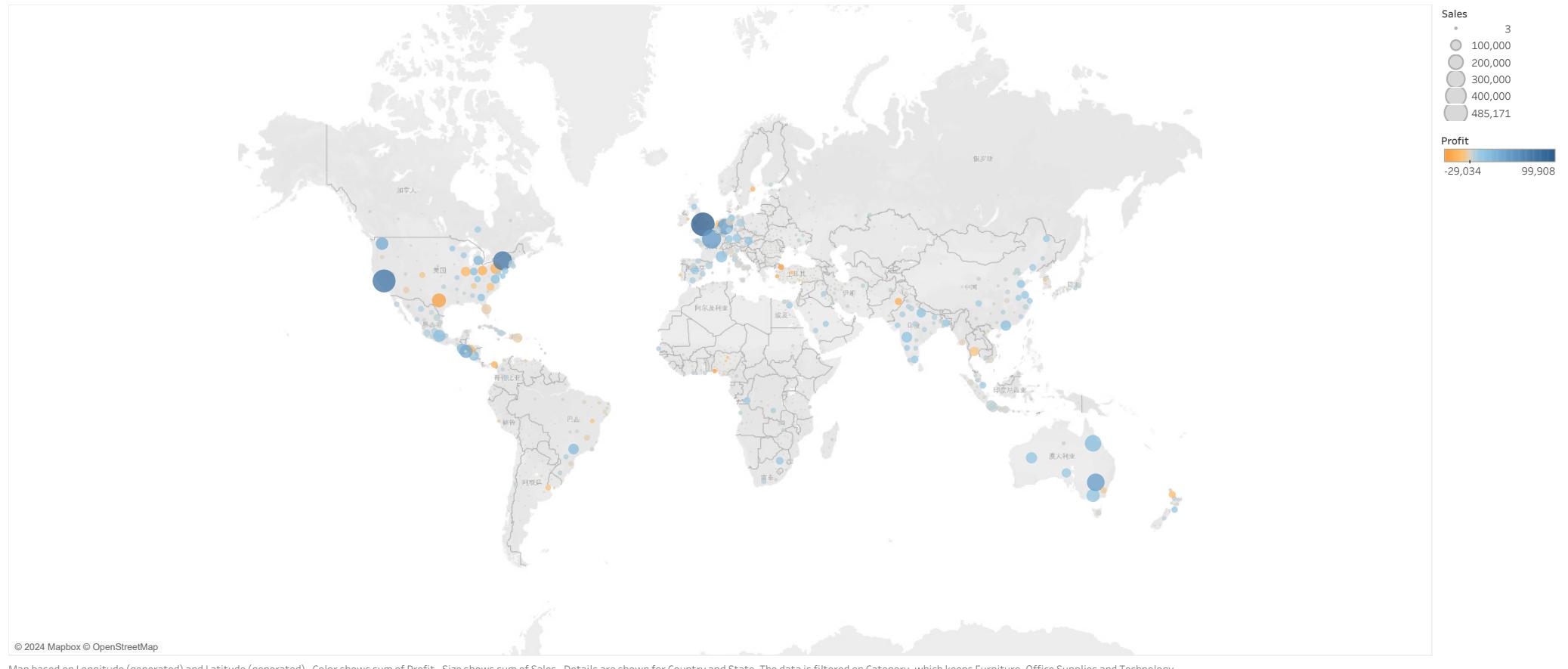
% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Quarter and Order Date Month vs. Category, Order Date Year and Category. Color shows sum of Profit. The marks are labeled by % Difference in Sales from the Previous Year of Order Date and Sales.

Crosstab

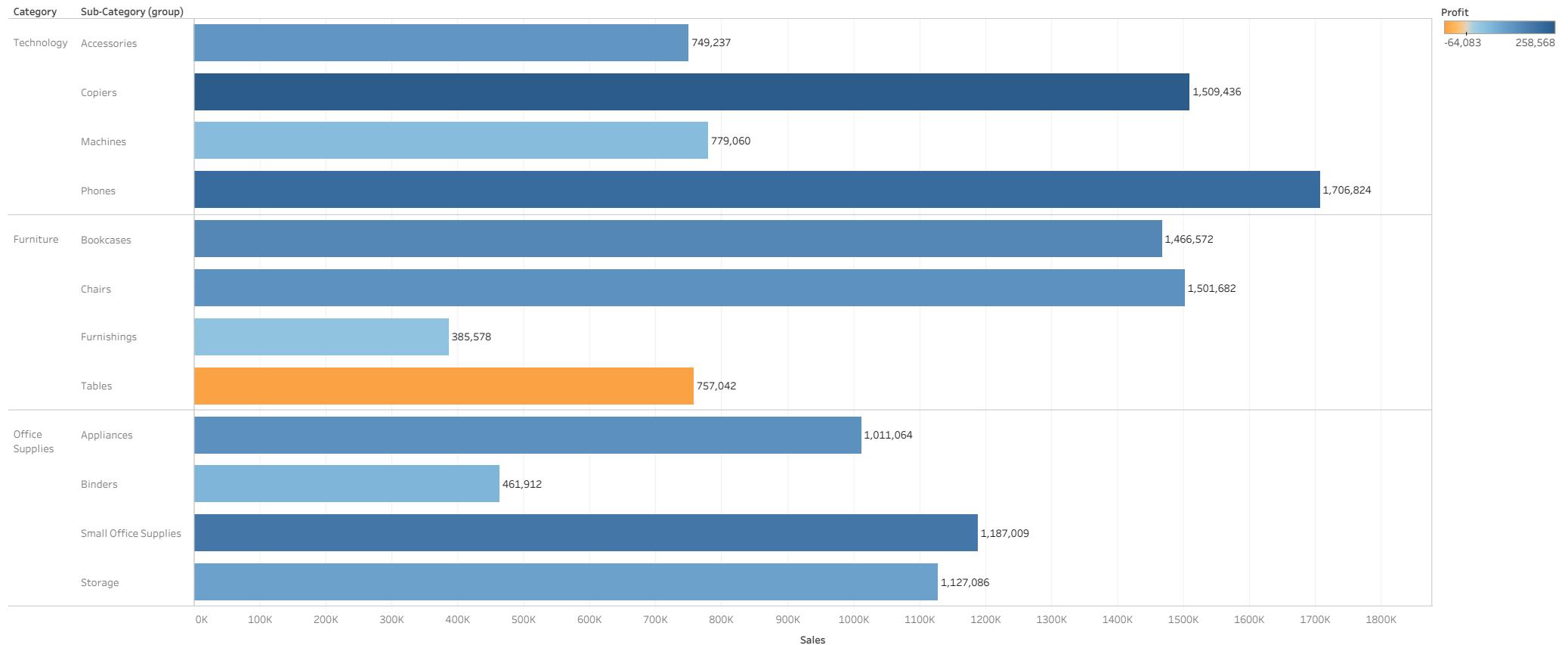
Category	Year of Ord..	Category	Order Date						Profit	
			3季度		4季度					
			八月	九月	十月	十一月	十二月			
Furniture	2011	% Difference in Sales fro..	Furniture						-6,260	
		Sales	Furniture	69,984	95,029	77,412	90,757	127,045		
	2012	% Difference in Sales fro..	Furniture	20.95%	1.20%	9.58%	32.56%	-23.77%		
		Sales	Furniture	84,644	96,166	84,824	120,308	96,846		
	2013	% Difference in Sales fro..	Furniture	32.68%	32.79%	5.30%	2.07%	47.87%		
		Sales	Furniture	112,306	127,701	89,319	122,803	143,203		
	2014	% Difference in Sales fro..	Furniture	12.45%	37.65%	46.33%	37.50%	19.99%		
		Sales	Furniture	126,284	175,777	130,701	168,849	171,827		
Office Supplies	2011	% Difference in Sales fro..	Office Supplies						31,298	
		Sales	Office Supplies	56,697	102,939	48,235	94,327	83,988		
	2012	% Difference in Sales fro..	Office Supplies	71.54%	-23.41%	23.11%	6.00%	27.66%		
		Sales	Office Supplies	97,260	78,844	59,383	99,990	107,215		
	2013	% Difference in Sales fro..	Office Supplies	-4.24%	40.48%	30.33%	10.75%	19.32%		
		Sales	Office Supplies	93,140	110,762	77,393	110,736	127,926		
	2014	% Difference in Sales fro..	Office Supplies	66.88%	21.33%	49.59%	47.97%	17.43%		
		Sales	Office Supplies	155,431	134,387	115,771	163,851	150,220		
Technology	2011	% Difference in Sales fro..	Technology						31,298	
		Sales	Technology	80,900	92,247	73,425	113,412	122,893		
	2012	% Difference in Sales fro..	Technology	49.86%	23.99%	48.09%	-8.99%	9.20%		
		Sales	Technology	121,239	114,379	108,733	103,214	134,196		
	2013	% Difference in Sales fro..	Technology	-0.16%	20.79%	16.52%	36.08%	0.10%		
		Sales	Technology	121,043	138,157	126,695	140,451	134,325		
	2014	% Difference in Sales fro..	Technology	44.50%	23.77%	39.15%	58.47%	34.82%		
		Sales	Technology	174,905	170,994	176,295	222,579	181,097		

% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Quarter and Order Date Month vs. Category, Order Date Year and Category. Color shows sum of Profit. The marks are labeled by % Difference in Sales from the Previous Year of Order Date and Sales.

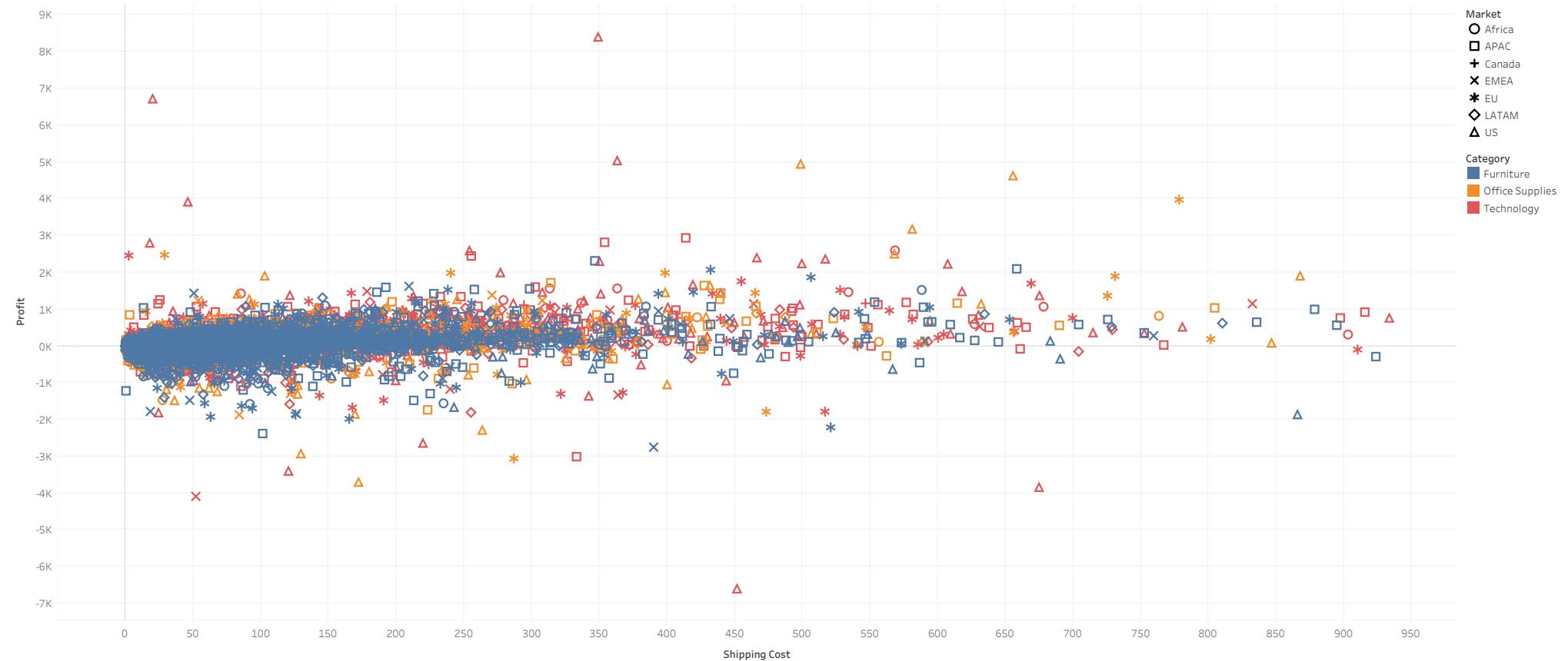
Global Sales and Profits



Sales by Category

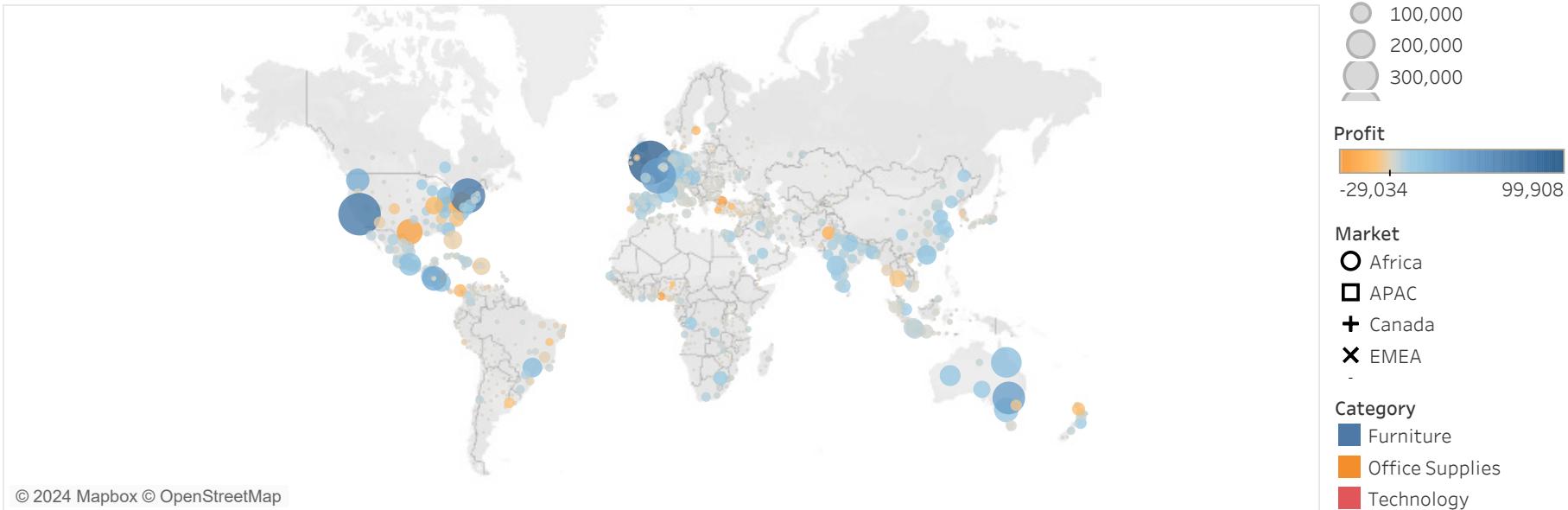


Customer Breakdown

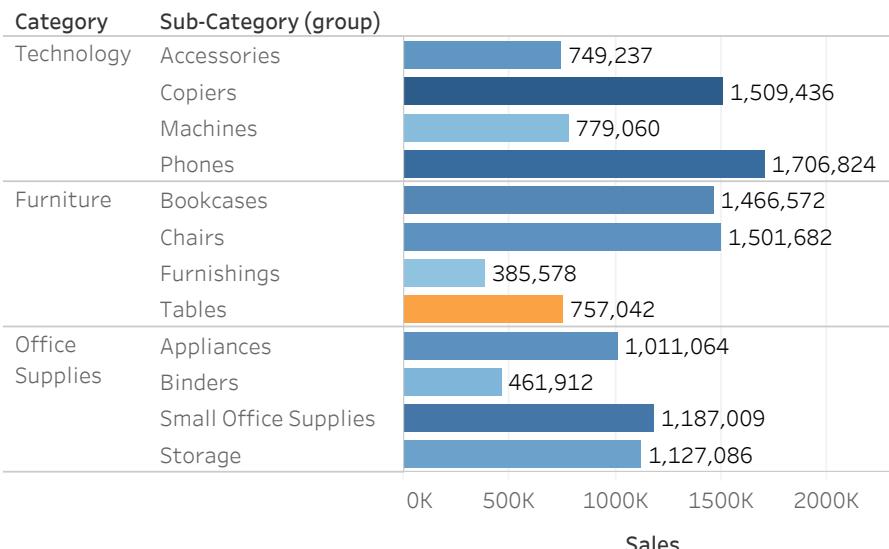


Shipping Cost vs. Profit. Color shows details about Category. Shape shows details about Market. Details are shown for Customer ID.

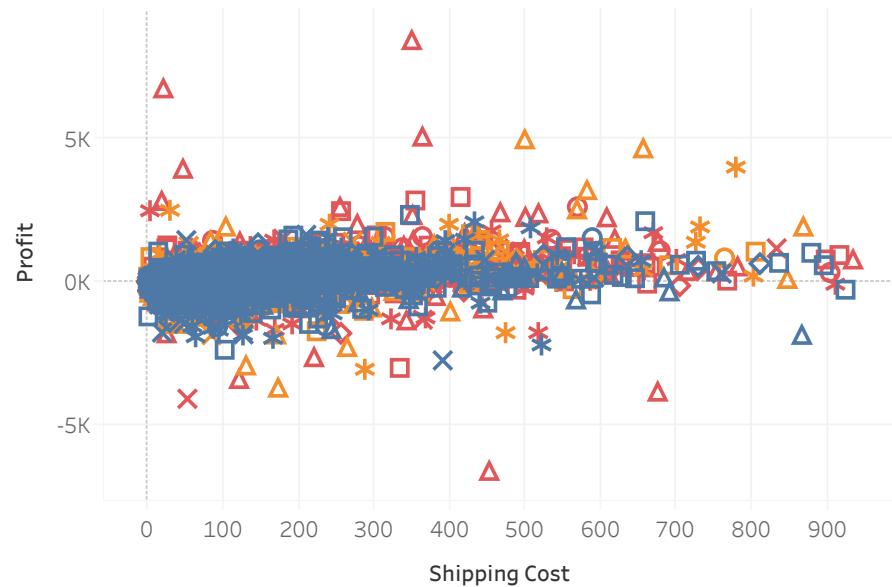
Global Sales and Profits



Sales by Category



Customer Breakdown

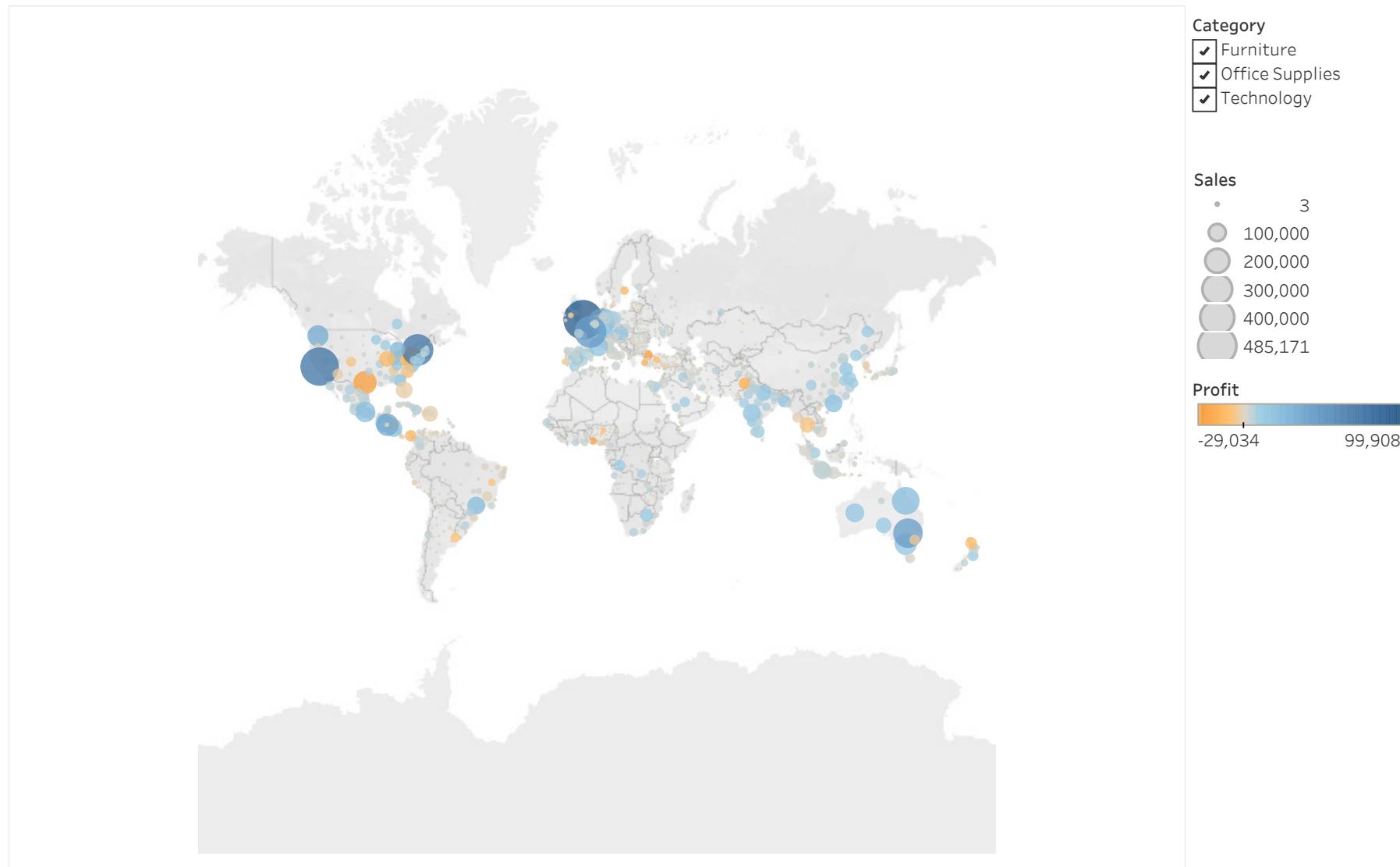


Overall our profits look strong

But not across all categories

Here's the Biggest Problem

What's
behind it?
Next step..



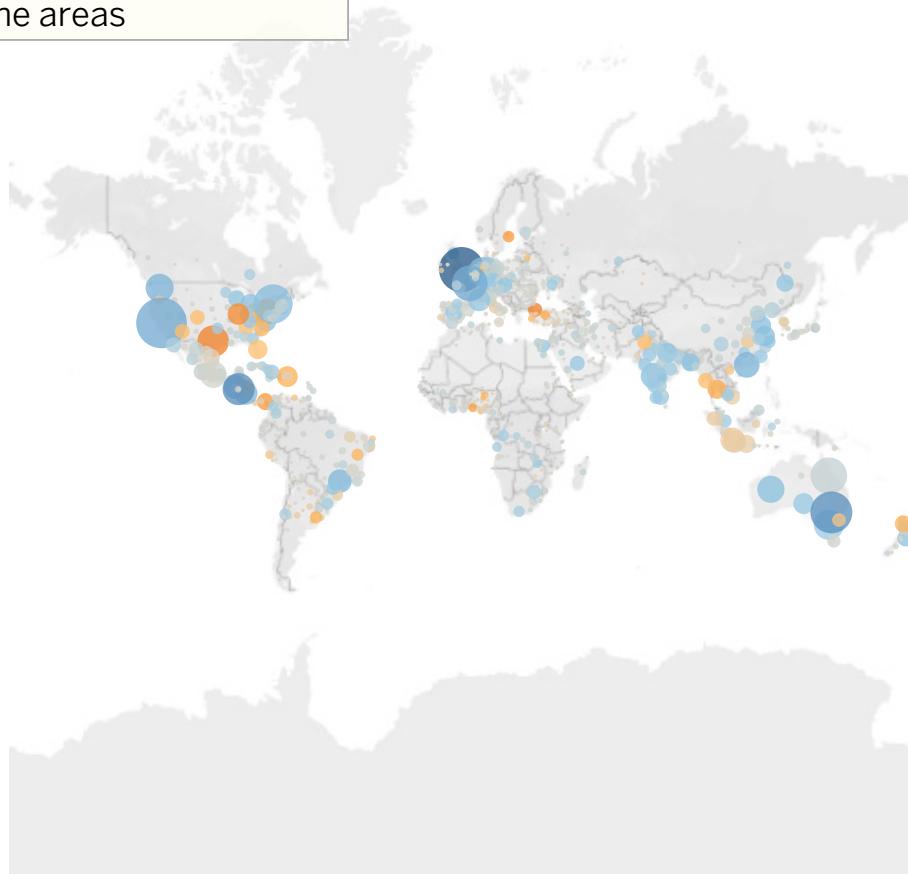
Overall our profits look strong

But not across all categories

Here's the Biggest Problem

What's
behind it?
Next step..

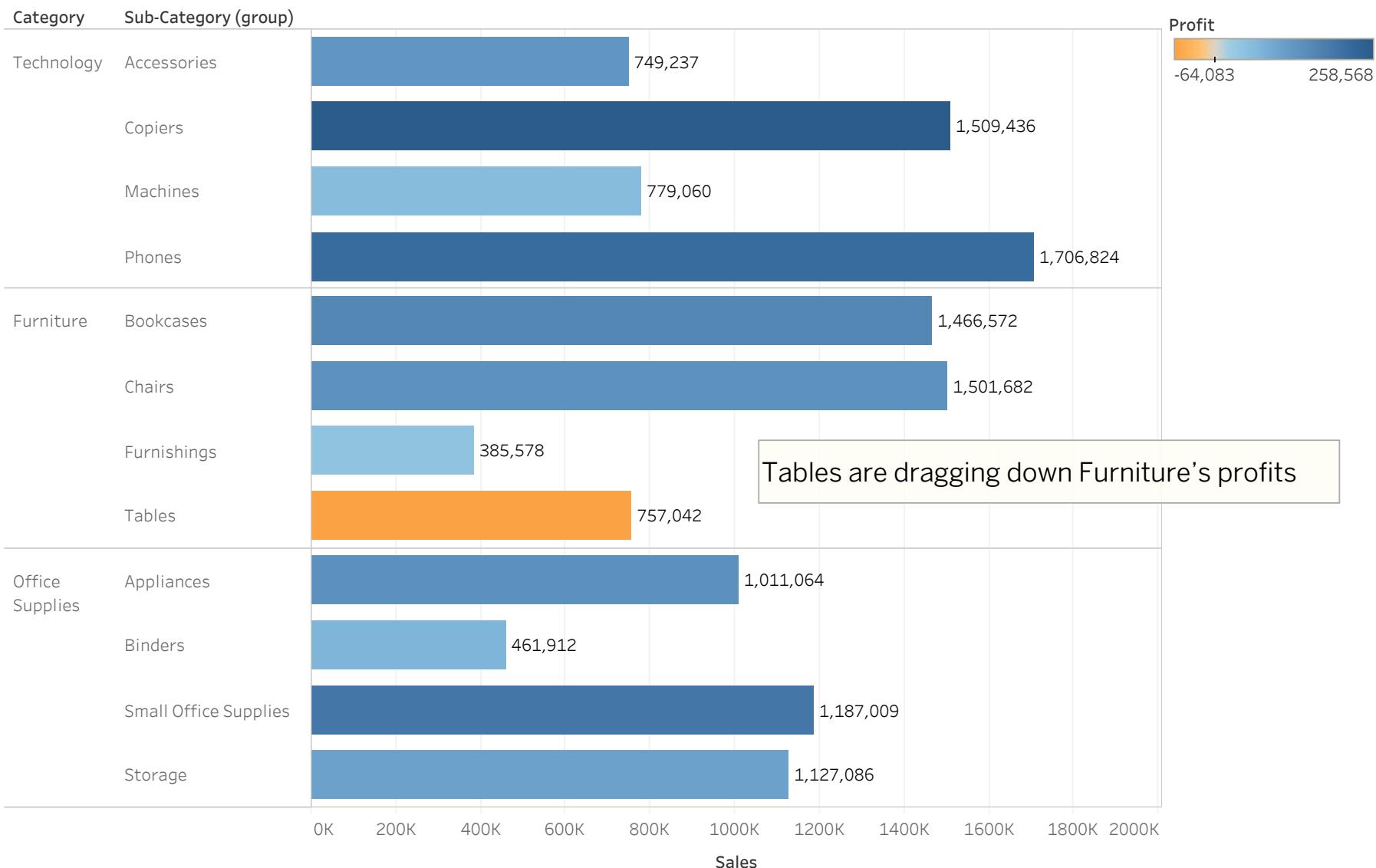
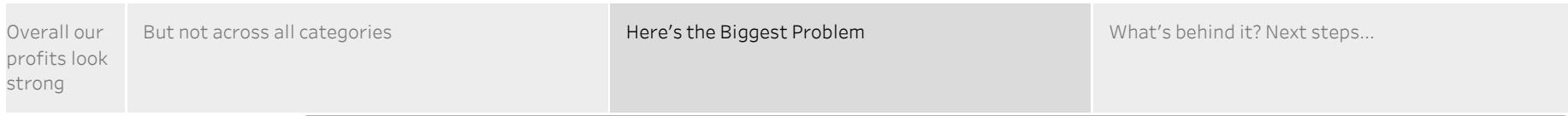
Furniture appears to have poor profitability in some areas



Category
 Furniture
 Office Supplies
 Technology

Sales
• 11
● 50,000
● 100,000
● 156,065

Profit
-10,824 26,138



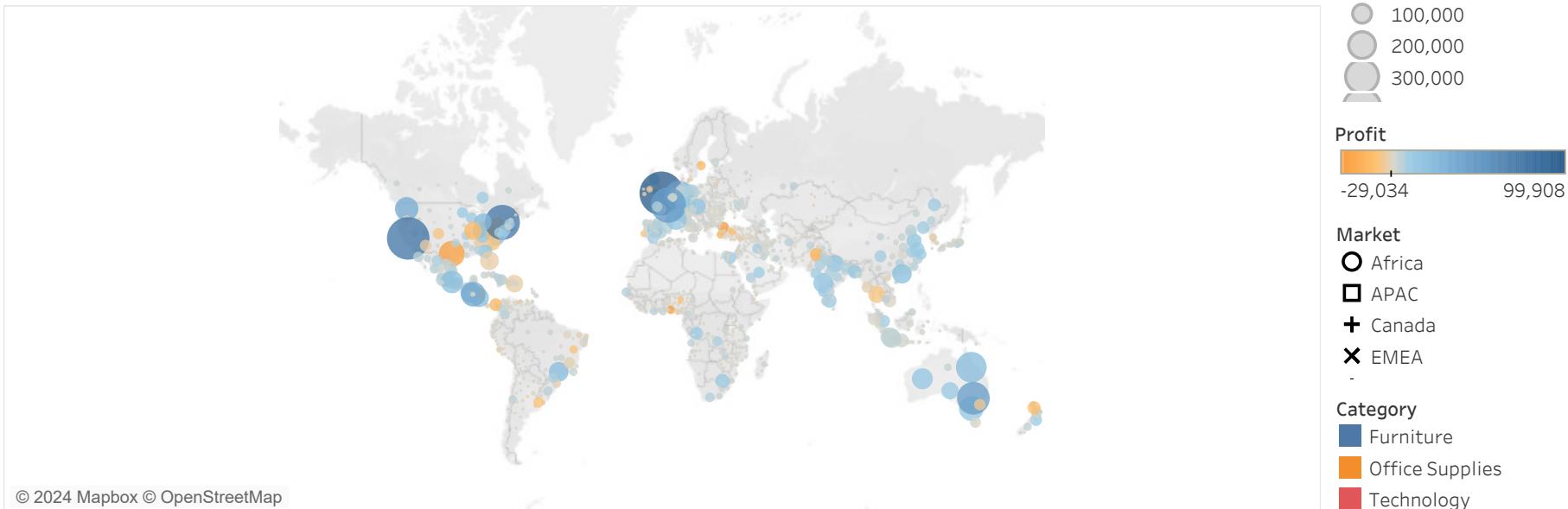
Overall our profits look strong

But not across all categories

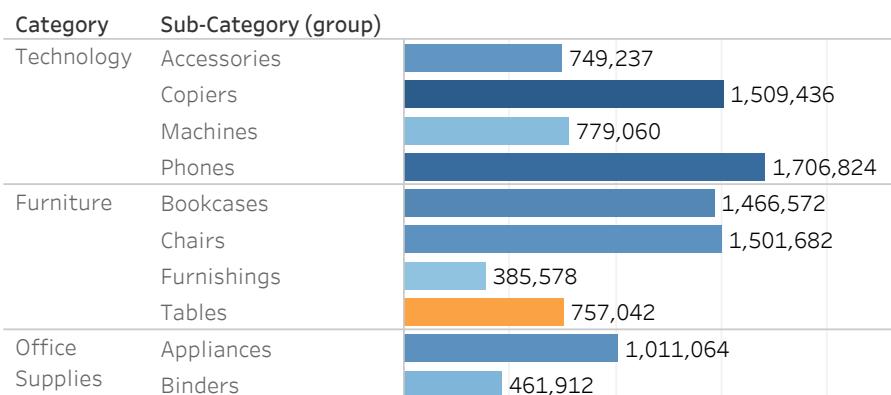
Here's the Biggest Problem

What's behind it? Next steps...

Global Sales and Profits



Sales by Category



Customer Breakdown

