

Trade Goals Sales Analysis Dashboard

Report as at 2017

Region

Central

East

South

West

12% is the Approximated
Percentage Profit Generated

2014 2015 2016 2017

Total sales
\$2,292,669



Total Profit Generated
\$286,397



Total Quantity Sold
37,873



Total Transaction
9,994



Total Discount
\$321,186



Ship Mode

First Class

Same Day

Second Class

Standard Class

Years (Order Da...

2014

2015

2016

2017

Segment by Quantity sold

Consumer 19,521

corporate 11,608

Home Office 6,744

Top 10 sales by states

California \$457,688

New York \$308,425

Texas \$170,188

Washington \$138,123

Pennsylvania \$116,512

Florida \$88,448

Illinois \$80,166

Ohio \$78,258

Michigan \$76,270

Virginia \$70,637

Segment Sales Contribution

Consumer \$1,159,839

Corporate \$703,177

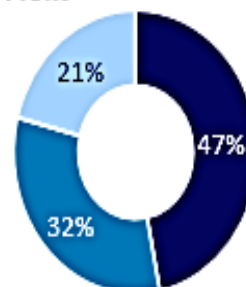
Home Office \$429,65

% Contribution of segments to Profit

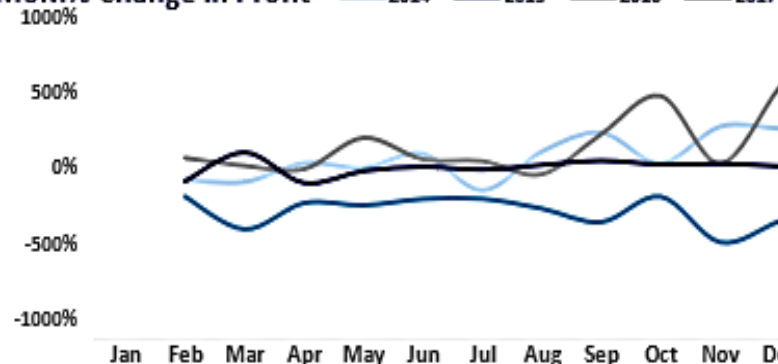
Consumer

Corporate

Home Office



MoM% Change in Profit



Product Category by Sales and Profit

Technology

\$836,154

\$145,455

Furniture

\$738,005

\$18,451

Office Supplies

\$718,511

\$122,491