

**6682**

Total Orders

**\$113M**

Total Sales

**\$80M**

Total Profit

**87.56%**

Profit margin

**19.22%**

Return rate%



## Sales Analysis Dashboard

Sales Vs Target

Item Return Analysis

Sales Analysis

Comparison Analysis



AhmadHafeez20543

2018

2019

2020

Region

All

Category

All

Clear Filters

**\$63M**

Total Target

**91M**

Net Sales

**\$28.05M**

Sales Variance

**144.46%**

Achievement %

Home

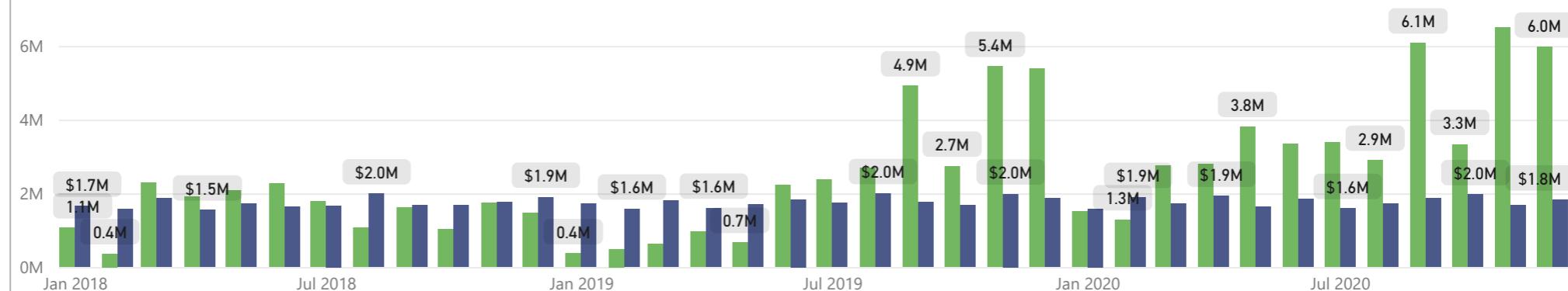
Sales Vs Target

Item Return Analysis

Sales Analysis

Comparison Analysis

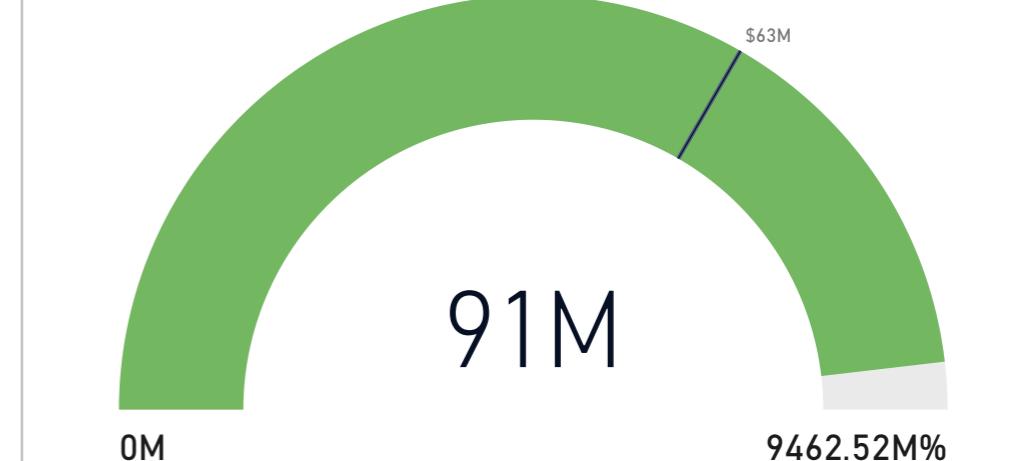
### Net Sales and Total Target by Month

● Net Sales   ● Total Target


### Net Sales and Total Target by Category

● Net Sales   ● Total Target


### Net Sales, gauge max and Total Target



2018
2019
2020
Region
Category
Product Name
All
All
All
Clear Filters

**1284**  
Total Return Orders

**96K**  
total returned quantity

**501K**  
total ordered quantity

**19.22%**  
Return rate%

**Home**

**Category** X

Stationary & Office Ite...

|                          |              |
|--------------------------|--------------|
| Return Amount            | \$21,575,884 |
| Stationary & Office I... | \$12,743,483 |
| Home & Lifestyle         | \$4,776,035  |
| Electronics              | \$4,056,366  |

**Product Name** X

staples

|                         |           |
|-------------------------|-----------|
| Return Amount           | \$155,939 |
| staple envelope         | \$106,711 |
| crayola colored pencils | \$101,418 |

**Region** X

|         |          |
|---------|----------|
| West    | \$67,187 |
| Central | \$48,772 |
| South   | \$20,240 |

**Total Return Orders by Category and Sub-Category**

|                           |           |
|---------------------------|-----------|
| Stationary & Office Items | Electr... |
| Home & Lifestyle          | Electr... |

**Sales Vs Target**

**Item Return Analysis**

**Sales Analysis**

**Comparison Analysis**

**Return Amount by Product**

|                         |        |
|-------------------------|--------|
| staples                 | \$156K |
| staple envelope         | \$107K |
| crayola colored pen...  | \$101K |
| logitech 910-002974...  | \$96K  |
| gbc standard recycl...  | \$87K  |
| dmi arturo collectio... | \$78K  |
| gbc docubind tl300 ...  | \$74K  |
| advantus rolling dra... | \$70K  |
| gbc twin loop wire ...  | \$67K  |

**Return Analysis**

| Product Name  | Return Amount | Return rate% | Total Orders | Total Return Orders |
|---|---------------|--------------|--------------|---------------------|
| staples   | \$155,939     | 29.03%       | 31           | 9                   |
| staple envelope   | \$106,711     | 18.92%       | 37           | 7                   |
| crayola colored pencils                                   | \$101,418     | 75.00%       | 8            | 6                   |
| logitech 910-002974 m325 wireless mouse for web scrolling | \$95,700      | 54.55%       | 11           | 6                   |
| gbc standard recycled report covers, clear plastic sheets | \$86,664      | 40.00%       | 10           | 4                   |
| dmi arturo collection mission-style design wood chair     | \$77,515      | 66.67%       | 6            | 4                   |
| gbc docubind tl300 electric binding system                | \$74,011      | 66.67%       | 6            | 4                   |

2018 2019 2020

Region

All

Category

All

Product Name

All

Clear Filters

Home

Sales Vs Target

Item Return Analysis

Sales Analysis

Comparison Analysis

**\$16.87K**

Average Order Value

**\$113M**

Total Sales

**\$80M**

Total Profit

**501K**

total ordered quantity

Total Sales and Total Profit by Start\_of\_Month

● Total Sales ● Total Profit



Top 10 Products

| Product Name  | Total Sales        | Total Profit      |
|---|--------------------|-------------------|
| accohide 3-ring binder, blue, 1"                          | \$174,408          | \$136,52          |
| avery heavy-duty ezd view binder with locking rings       | \$158,184          | \$127,51          |
| avery non-stick binders                                   | \$237,784          | \$167,93          |
| easy-staple paper   | \$532,029          | \$380,60          |
| gbc standard recycled report covers, clear plastic sheets | \$196,435          | \$134,30          |
| hot file 7-pocket, floor stand                            | \$183,660          | \$131,05          |
| ki adjustable-height table                                | \$232,497          | \$154,07          |
| logitech 910-002974 m325 wireless mouse for web scrolling | \$175,945          | \$131,60          |
| staple envelope   | \$631,636          | \$470,40          |
| staples   | \$524,650          | \$370,70          |
| <b>Total</b>  | <b>\$3,047,228</b> | <b>\$2,204,74</b> |

Total Sales by Category and Region

● Central ● East ● South ● West



2018

2019

2020

Region

All

Category

All

Clear Filters

**\$113M**

Total Sales

**\$43.63M**

Sales CP

**\$28.85M**

Sales Previous Period

**51.24%**

Growth%

Home

Sales Vs Target

Item Return Analysis

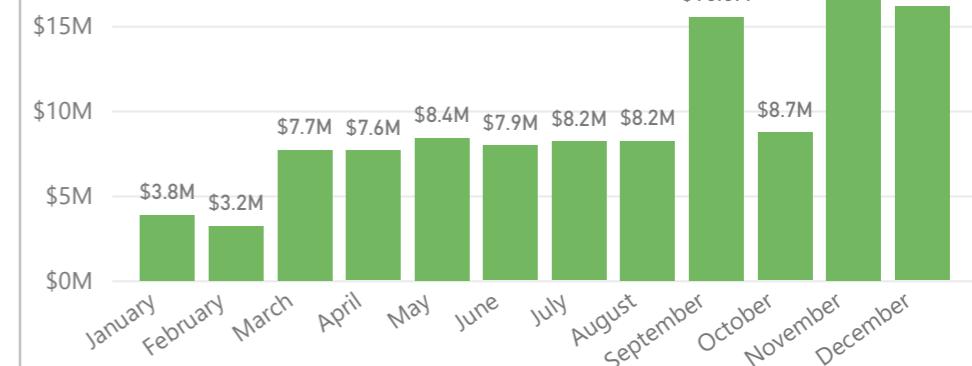
Sales Analysis

Comparison Analysis

Net Sales by Start\_of\_Month

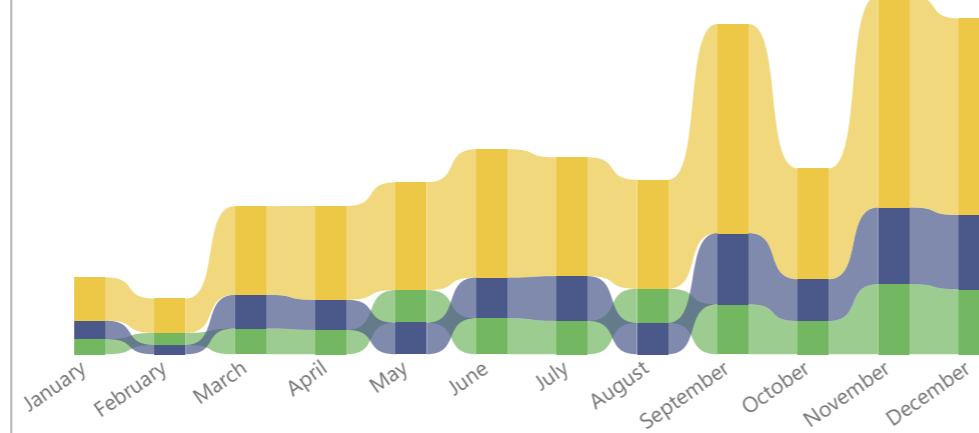


Total Sales by Month\_Name



Net Sales by Month\_Name and Category

Category ● Electronics ● Home &amp; Lifestyle ● Stationary &amp; Office Items



Net Sales by Year

