

6682

Total Orders

\$113M

Total Sales

\$80M

Total Profit

87.56%

Profit margin

19.22%

Return rate%



\$63M

Total Target

91M

Net Sales

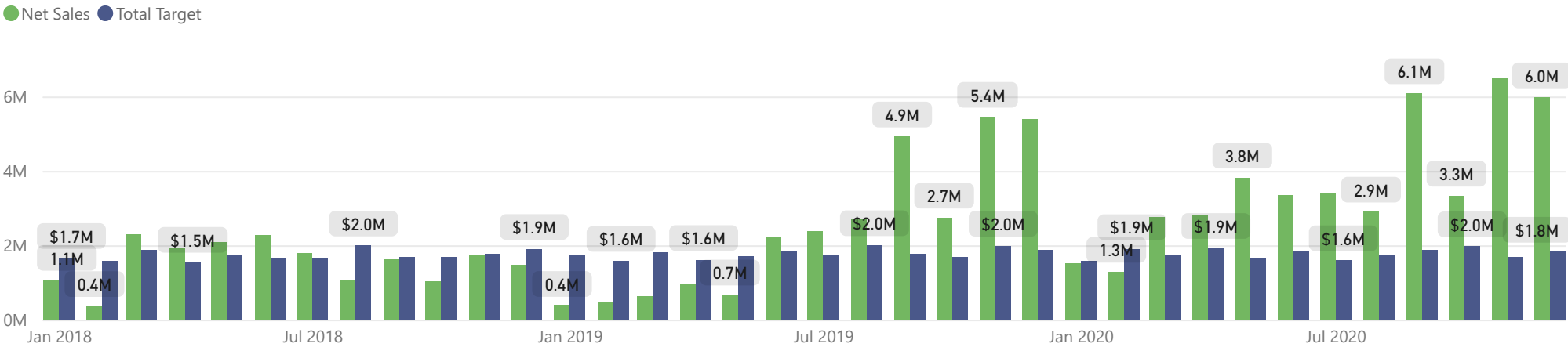
\$28.05M

Sales Variance

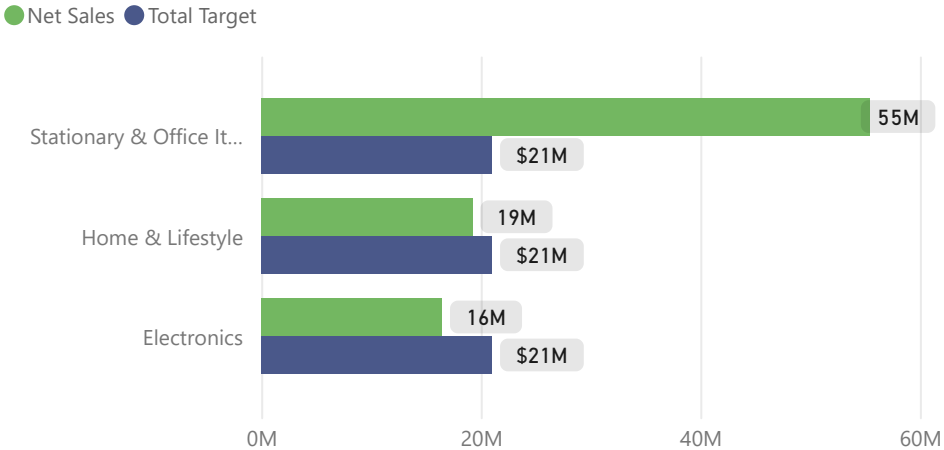
144.46%

Achievement %

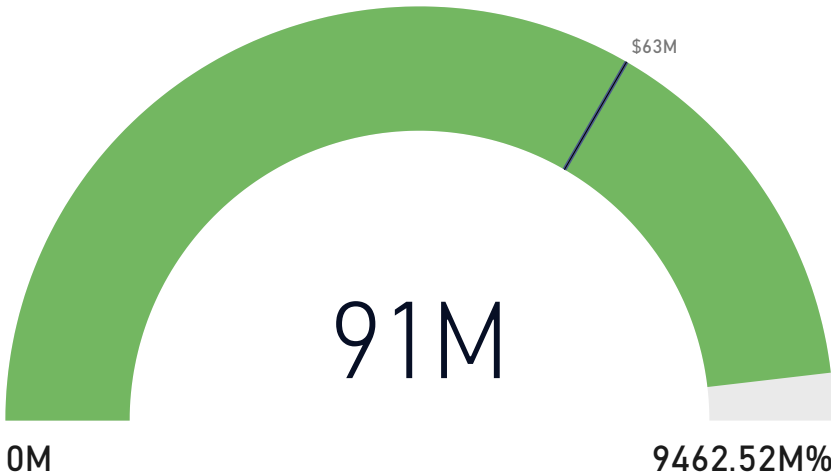
Net Sales and Total Target by Month



Net Sales and Total Target by Category



Net Sales, gauge max and Total Target



Home

Sales Vs Target

Item Return Analysis

Sales Analysis

Comparison Analysis

2018

2019

2020

Region

All

Category

All

Product Name

All

Clear Filters

1284

Total Return Orders

96K

total returned quantituy

501K

total ordered quantity

19.22%

Return rate%

Category

Stationary & Office Ite...

Product Name

staples

Region

Return Amount

\$21,575,884

Stationary & Office I...

\$12,743,483

Home & Lifestyle

\$4,776,035

Electronics

\$4,056,366

staples

\$155,939

staple envelope

\$106,711

crayola colored pencils

\$101,418

West

\$67,187

Central

\$48,772

South

\$20,240

Total Return Orders

by Category and Sub-Category

Stationary & Office Items

Electr...

Home & Lifestyle

Return Amount by Product

staples

\$156K

staple envelope

\$107K

crayola colored pen...

\$101K

logitech 910-00297...

\$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

201820192020

RegionAll

CategoryAll

Product NameAll

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

Start_of_Month	Total Sales (\$M)	Total Profit (\$M)
Jan 2018	\$1.3M	\$0.8M
Jul 2018	\$0.5M	
Jan 2019	\$5.3M	\$3.8M
Jul 2019	\$3.8M	
Jan 2020	\$1.0M	\$1.4M
Jul 2020	\$4.6M	\$4.2M
Jan 2021	\$6.5M	\$6.0M

Total Sales by Category and Region

Central

East

South

West

Category	Central (\$M)	East (\$M)	South (\$M)	West (\$M)
Stationary & Office I...	\$16M	\$20M	\$11M	\$21M
Home & Lifestyle	\$5M	\$7M	\$8M	
Electronics	\$6M	\$7M		

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
Total	\$3,047,228	\$2,204,74

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

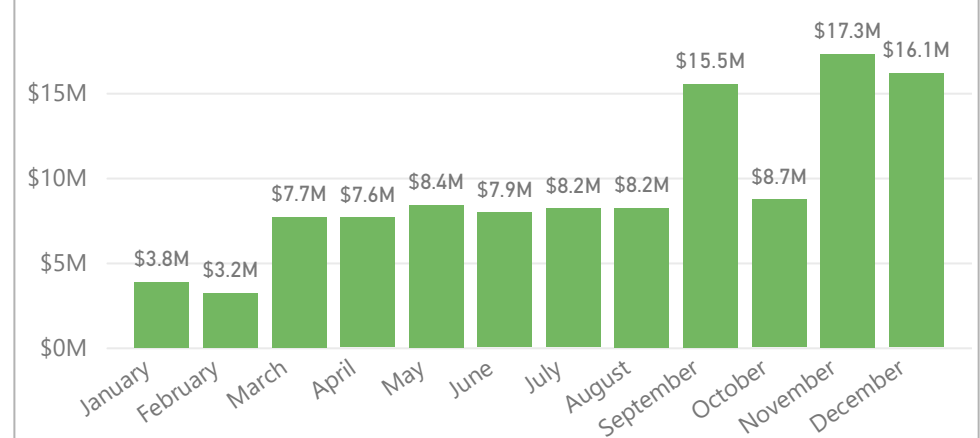
Sales Analysis

Comparison  
Analysis

Net Sales by Start\_of\_Month

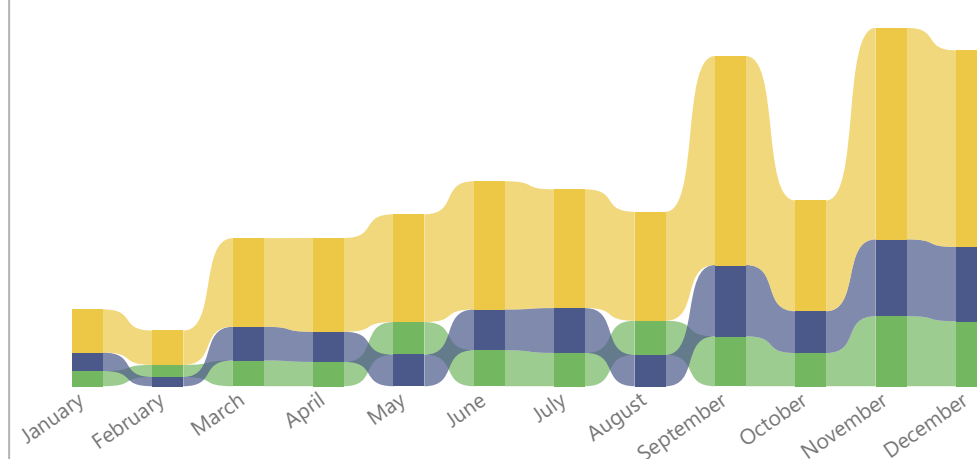


Total Sales by Month\_Name



Net Sales by Month\_Name and Category

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



Net Sales by Year

