

Company Profile

Sales

Total Sales

12,642,502

No of Orders

25,728

Profit

Total Profit

1,467,457

Total Profit

11.61%

Customer

Number of Customers

17,415

Number Of Customer Segment

3

Category

Number of Product

3788

Category

3

Sub Category

17

Countries

Country Covered

165

City Covered

3650

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Sales Analysis

Total Sales
12.64M

Sales 2012
2.26M

Sales 2013
2.68M

Sales 2014
3.41M

Sales 2015
4.30M

Total Quantity
178.31K

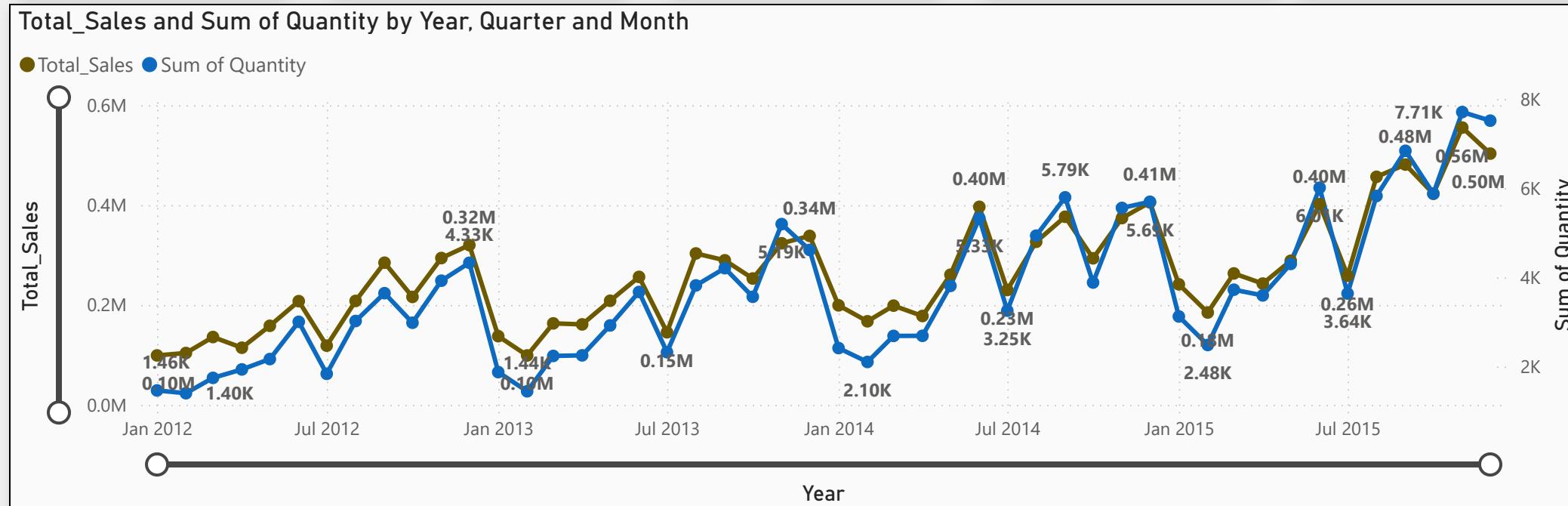
Quantity 2012
31.44K

Quantity 2013
38.11K

Quantity 2014
48.14K

Quantity 2015
60.62K

Category
 Furniture
 Office Suppli...
 Technology





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Profit Analysis

Profit

1.47M

Profit %

11.61%

Sales Value

12.64M

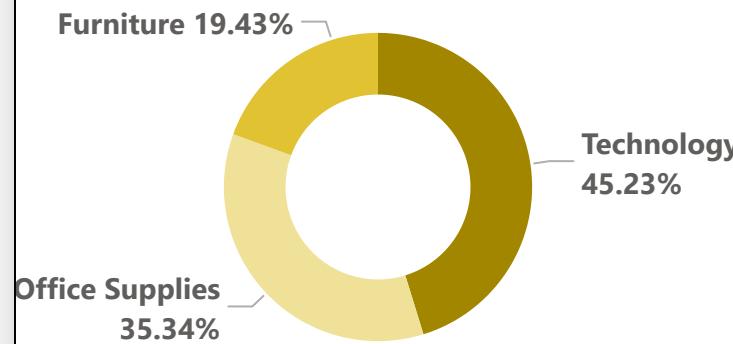
Quantity

178K

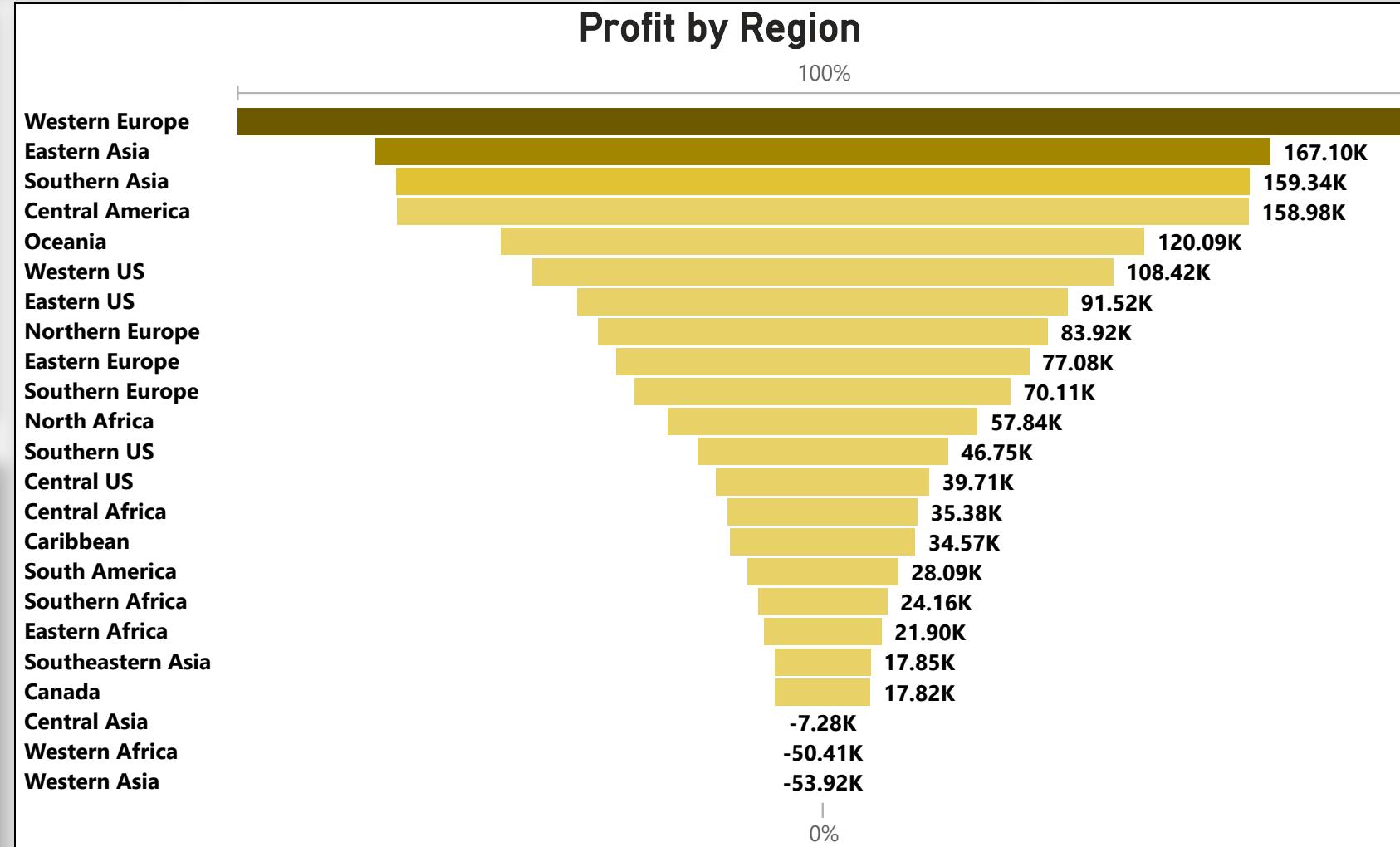
Discount

7.33K

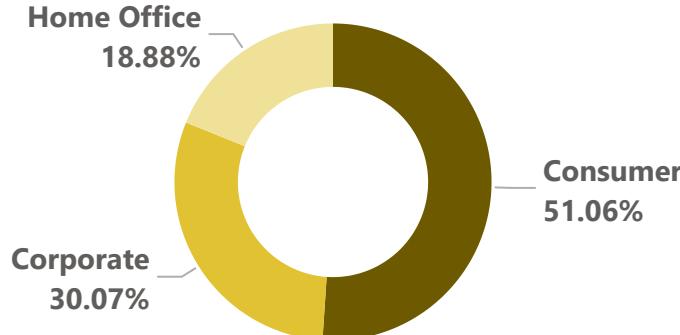
Profit % by Category



Profit by Region



Profit % by Customer Segment





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Top Category Sales

Sales Value

12.64M

Profit

1.47M

Profit %

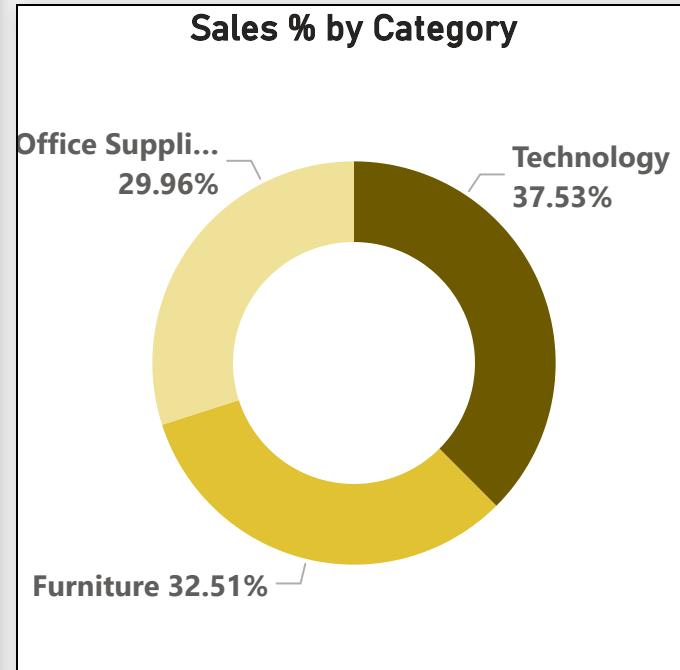
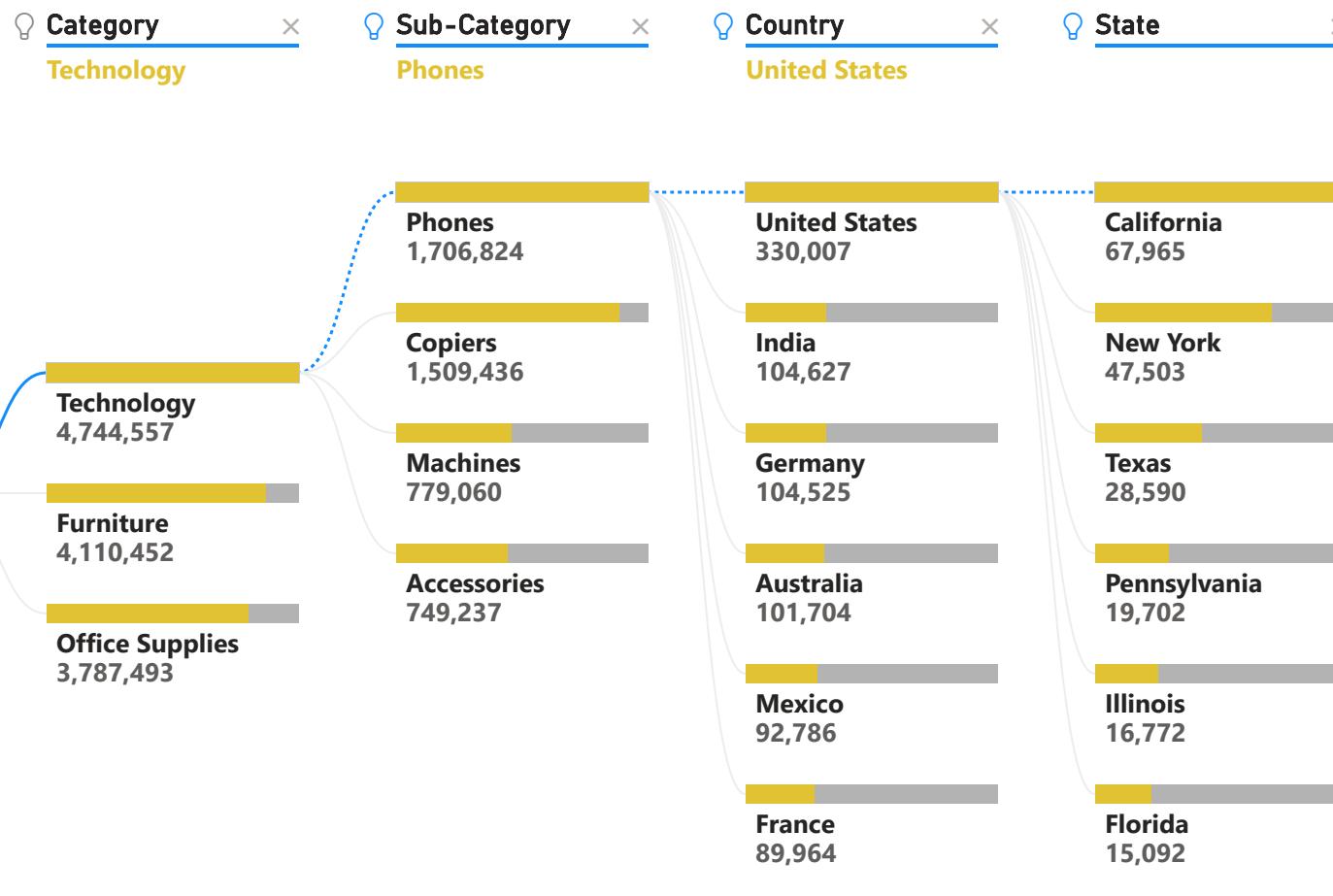
11.61%

Quantity

178K

Discount

7.33K





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Top Products in Each Category and Region

Sales Value

4.11M

Quantity

35K

Profit

285.08K

Profit %

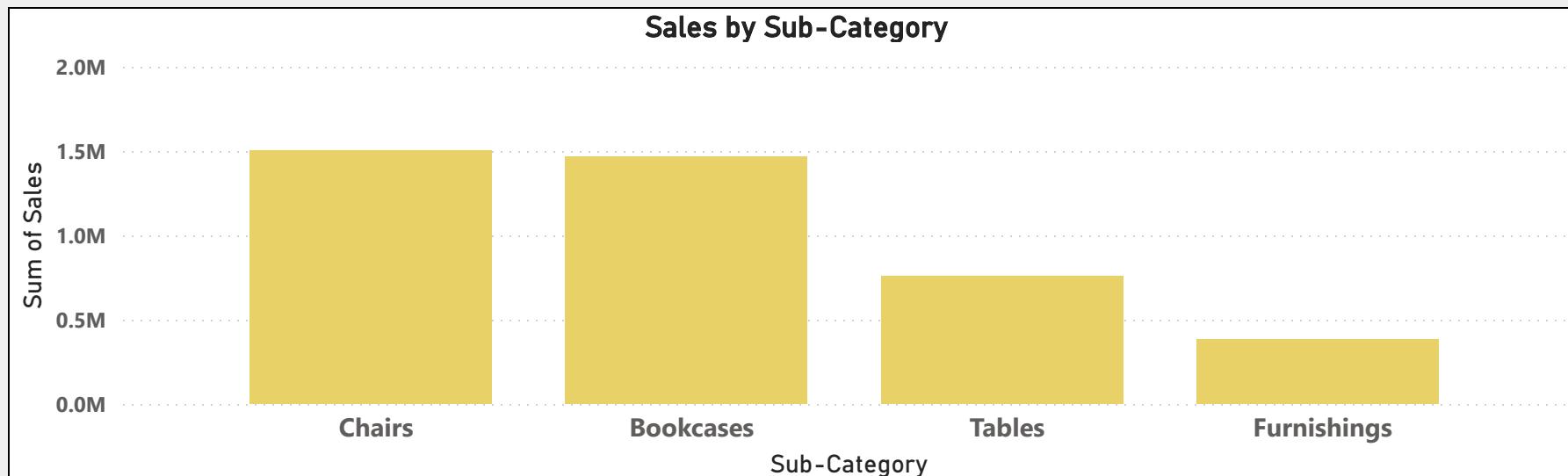
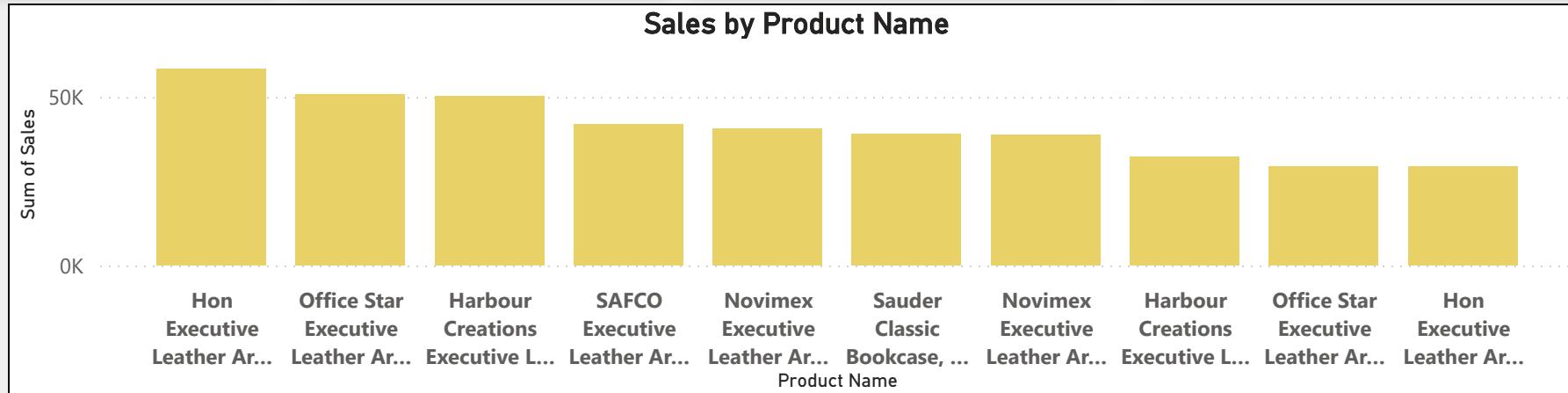
6.94%

Discount

1.66K

Category
<input checked="" type="checkbox"/> Furniture
<input type="checkbox"/> Office Supplies
<input type="checkbox"/> Technology

Region
<input type="checkbox"/> Canada
<input type="checkbox"/> Caribbean
<input type="checkbox"/> Central Africa
<input type="checkbox"/> Central America
<input type="checkbox"/> Central Asia
<input type="checkbox"/> Central US
<input type="checkbox"/> Eastern Africa
<input type="checkbox"/> Eastern Asia
<input type="checkbox"/> Eastern Europe
<input type="checkbox"/> Eastern US
<input type="checkbox"/> North Africa





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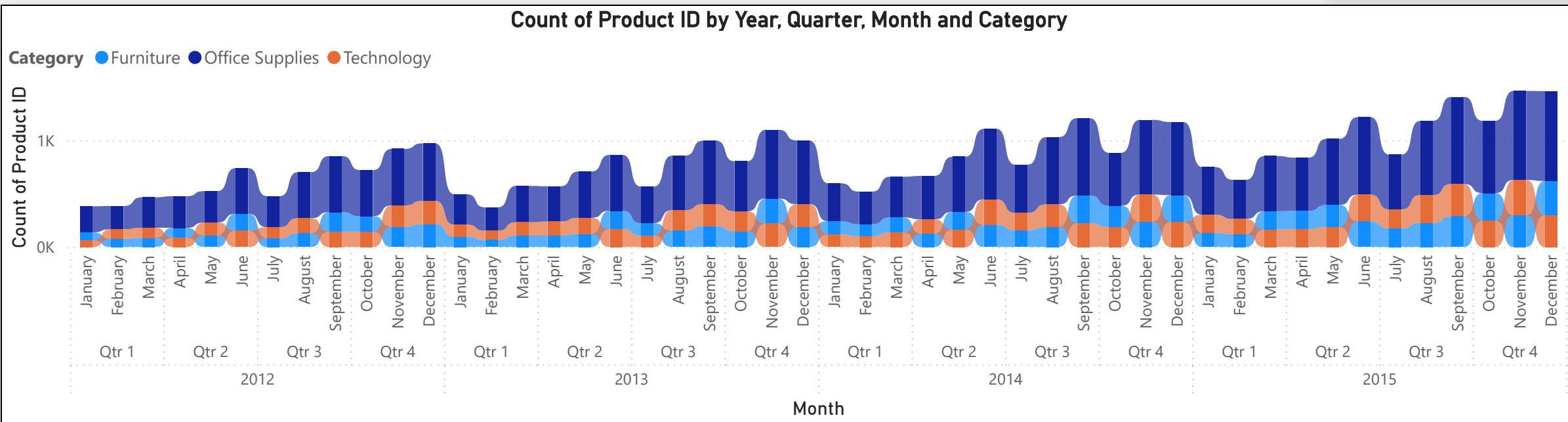
Category Order Count Analysis

Office Supplies**19464****Technology Order Count****8428****Furniture Order Count****8222****Year**

- 2012
- 2013
- 2014
- 2015

Market

- Africa
- Asia Pacific
- Europe
- LATAM
- USCA





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Customer Segment Analysis

Sales

12.64M

Profit

1.47M

Profit

11.61%

Discount

7.33K

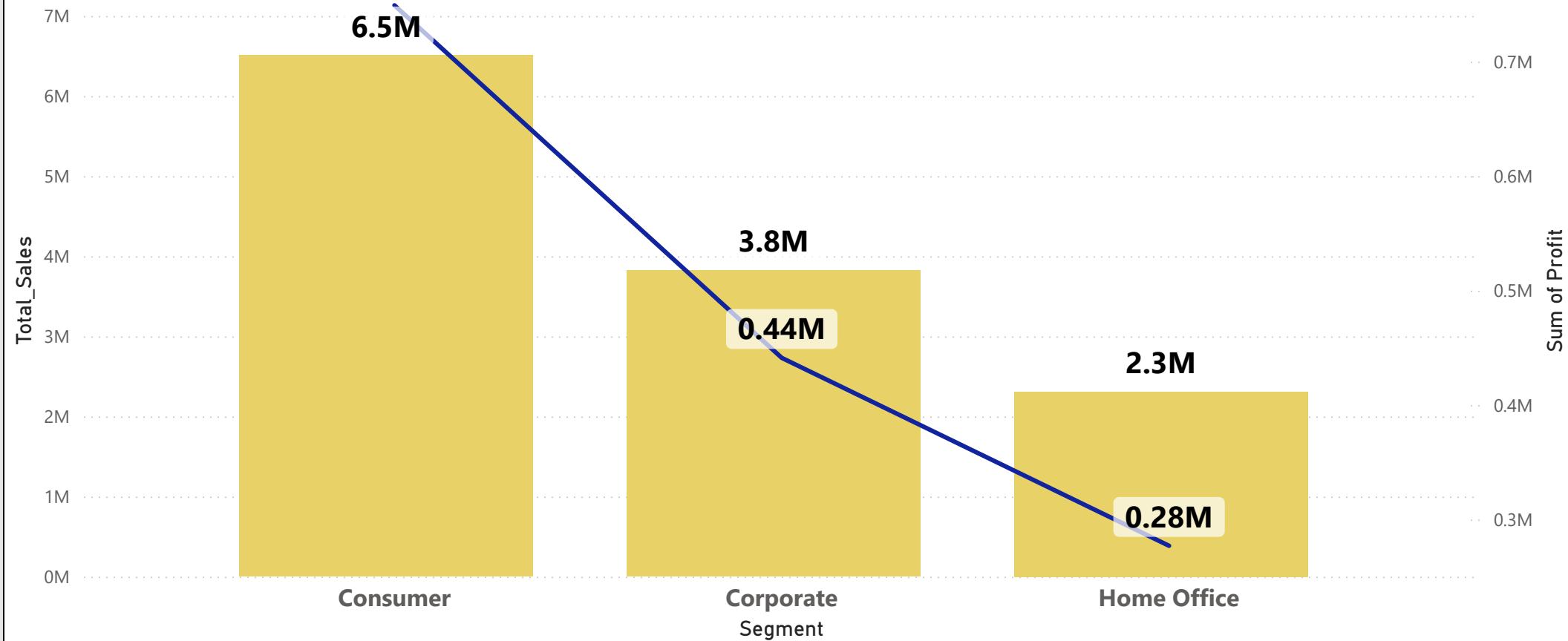
Quantity

178K

- Category ▾
- Furniture
 - Office Sup...
 - Technology

Total_Sales and Sum of Profit by Segment

● Total_Sales ● Sum of Profit



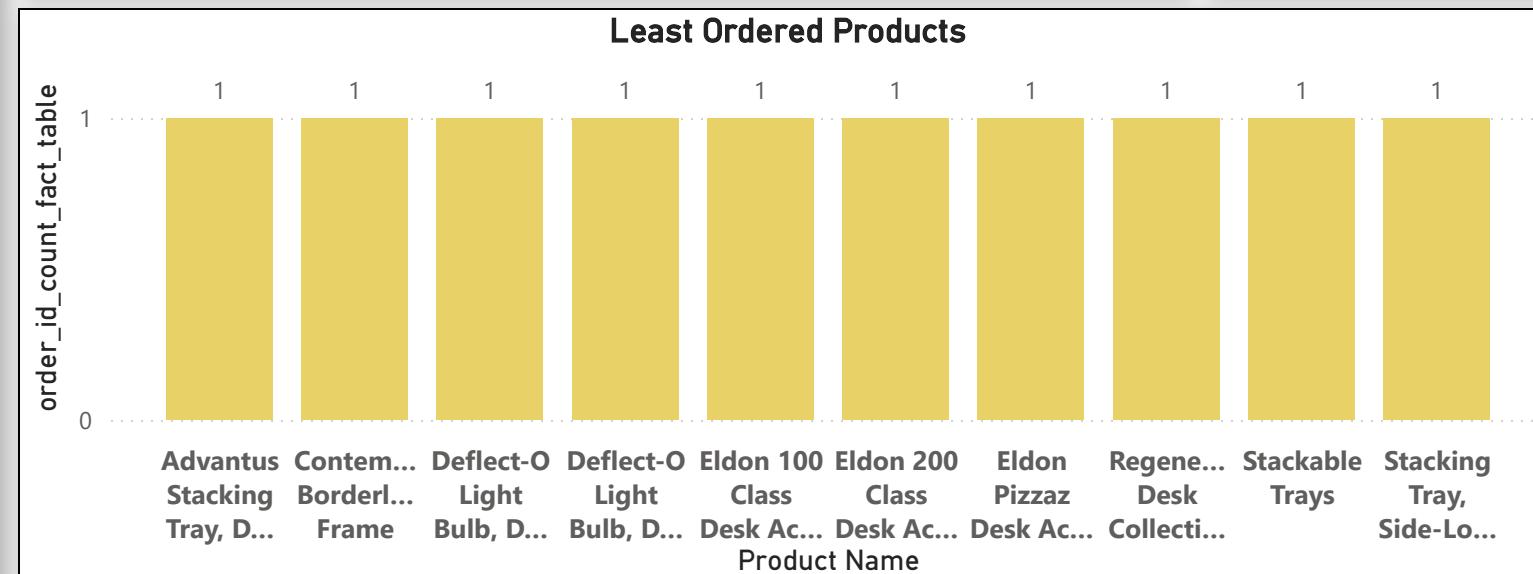
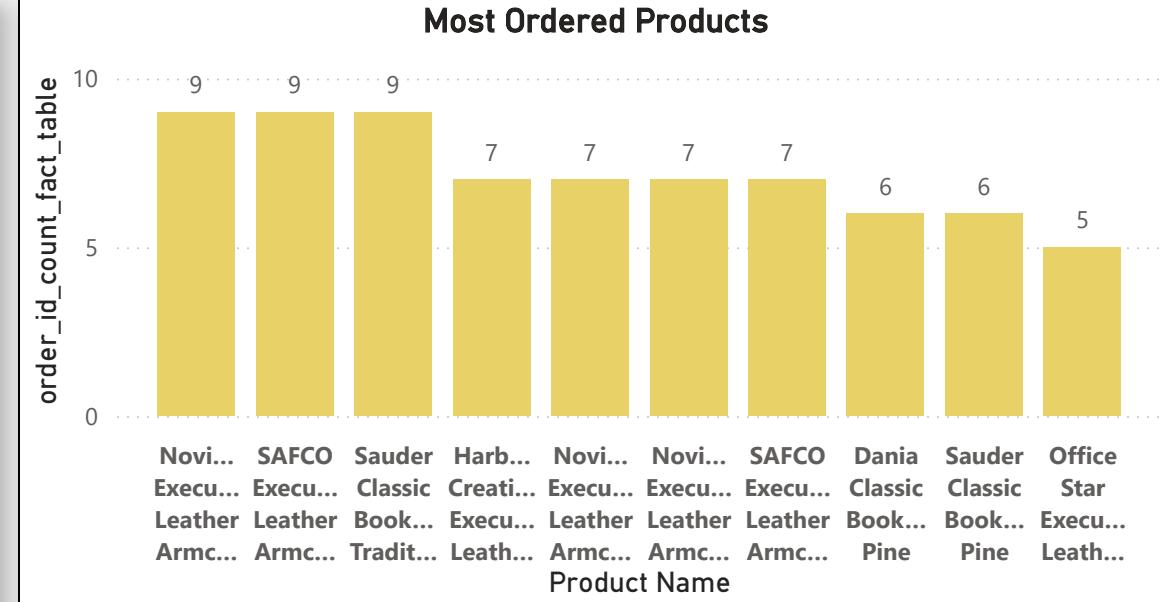
- Year ▾
- 2012
 - 2013
 - 2014
 - 2015



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Customer List and Most Ordered Products

Customer Name	order_id_count_fact_table	Sum of Sales
Kean Takahito	8	2,714.00
Odella Nelson	7	6,820.17
Bruce Stewart	6	3,043.64
Bryan Mills	6	2,782.26
Laurel Beltran	6	2,298.46
Mike Pelletier	6	4,432.39
Resi Pölkning	6	4,063.80
Shirley Daniels	6	1,692.29
Anthony Witt	5	455.00
Christy Brittain	5	964.55
Corey-Lock	5	597.21
Dan Lawera	5	427.18
Darren Powers	5	2,570.36
Duane Noonan	5	2,148.97
Erica Hackney	5	1,817.35
Erica Hernandez	5	1,623.63
Frank Olsen	5	2,352.00
Jeremy Pistek	5	3,047.22
Joe Kamberova	5	4,744.47
Kristina Nunn	5	1,395.73
Liz Pelletier	5	1,316.24
Lori Olson	5	2,545.28
Michelle Moray	5	876.02
Randy Ferguson	5	2,952.81
Sam Zeldin	5	1,419.65
Sanjit Chand	5	4,067.80
Sue Ann Reed	5	3,790.22
Total	1,480	756,084.22



Category

- Furniture
- Office Supplies
- Technology

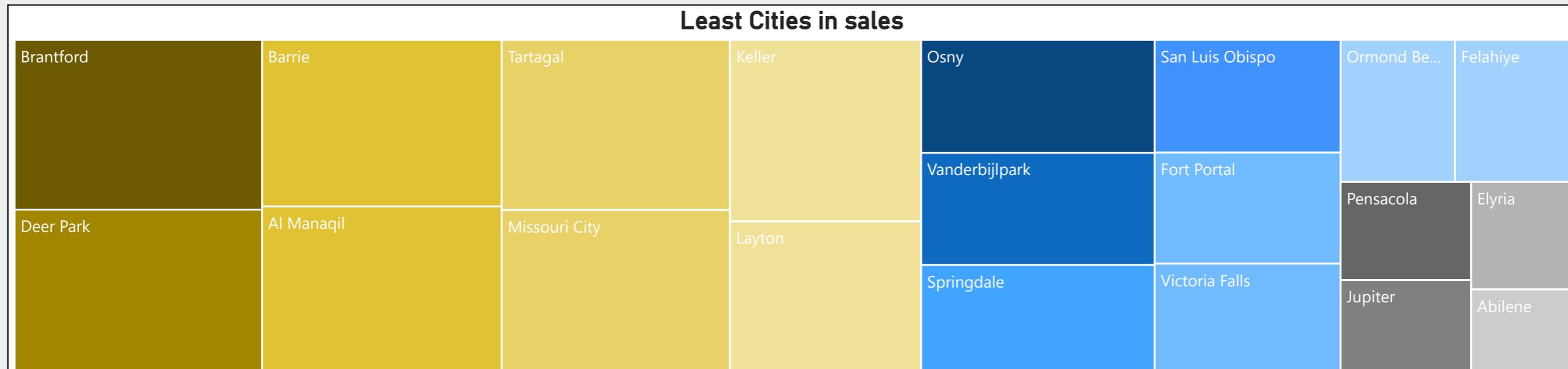
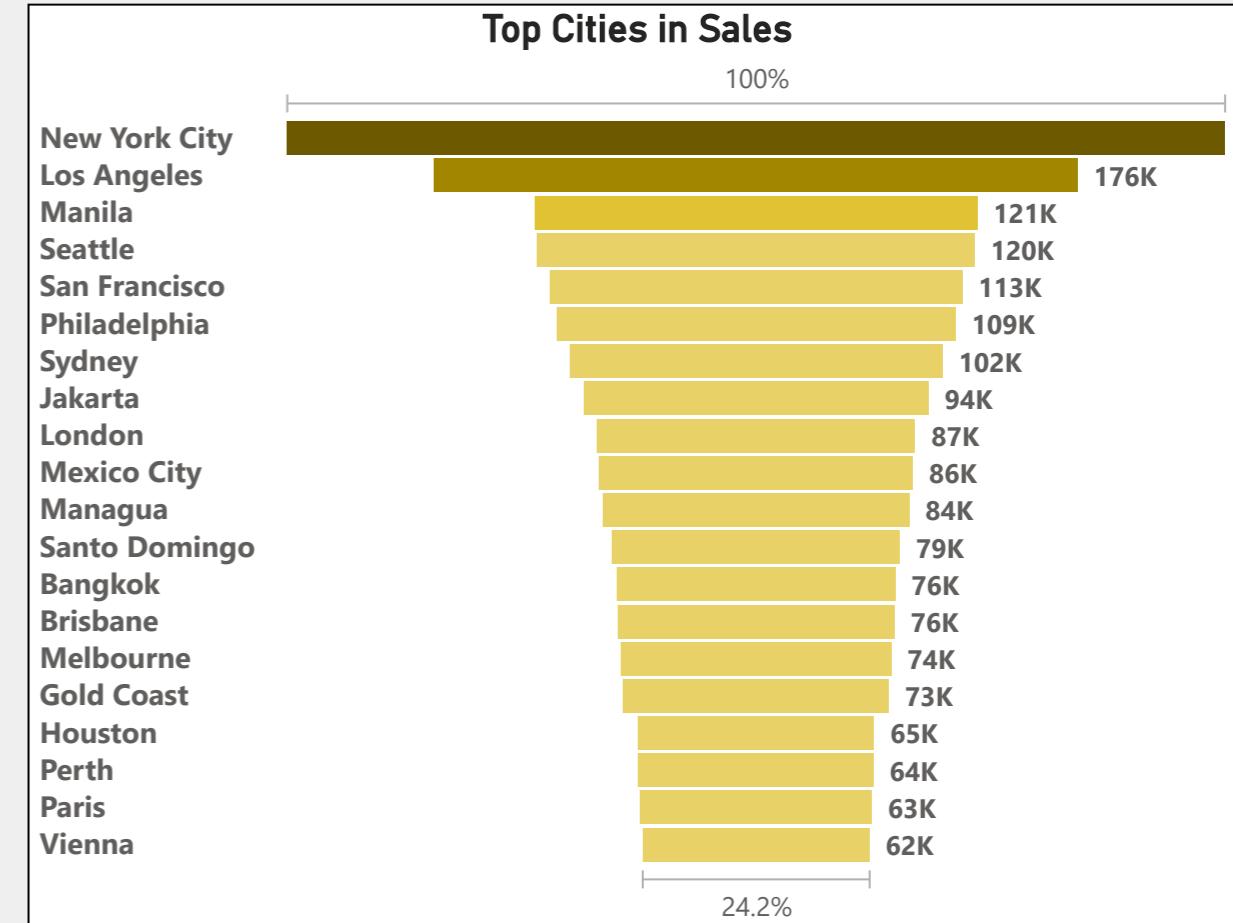
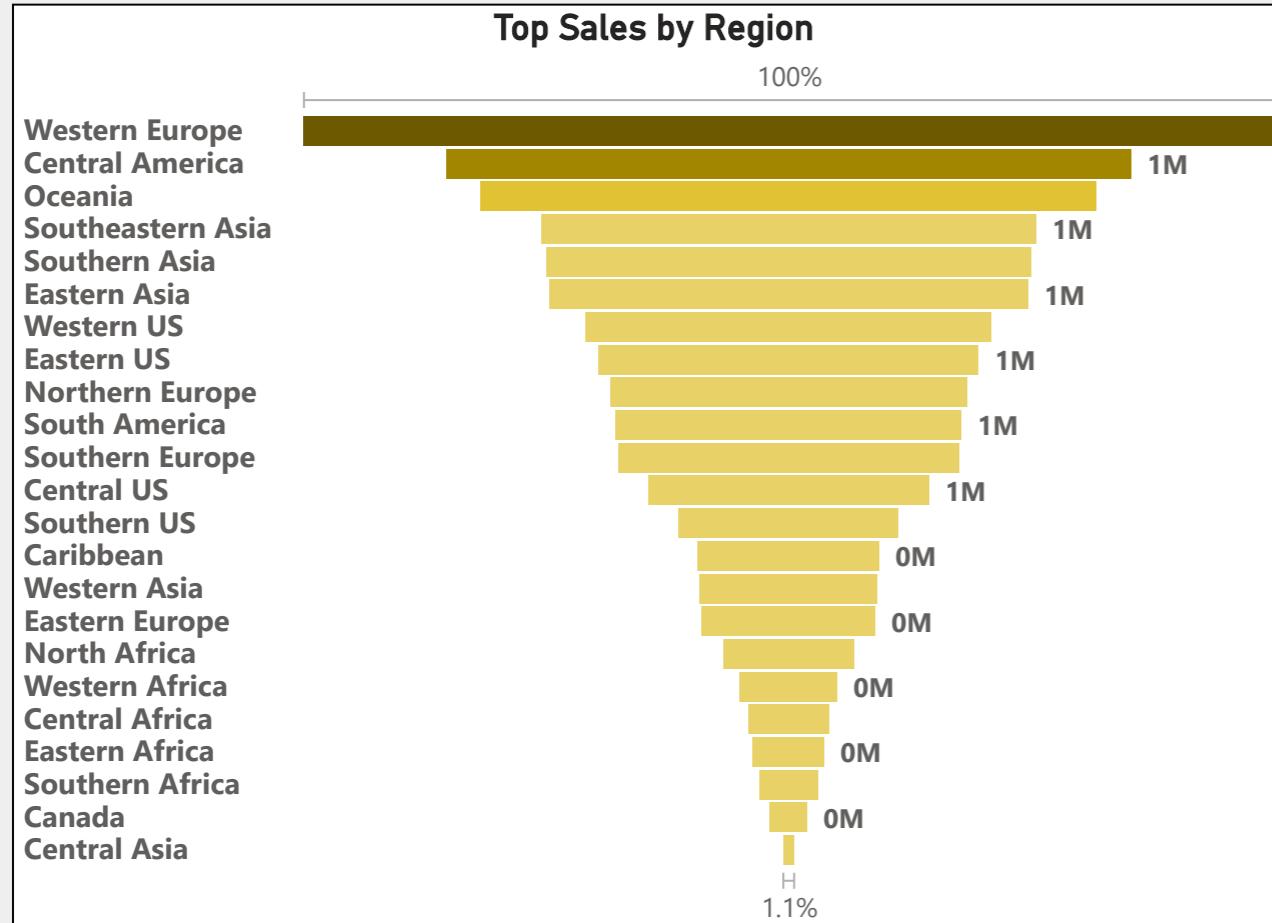
Year

- 2012
- 2013
- 2014
- 2015



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Sales By Geographical Location





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Sales By Geographical Location

Region

Western Europe

Country

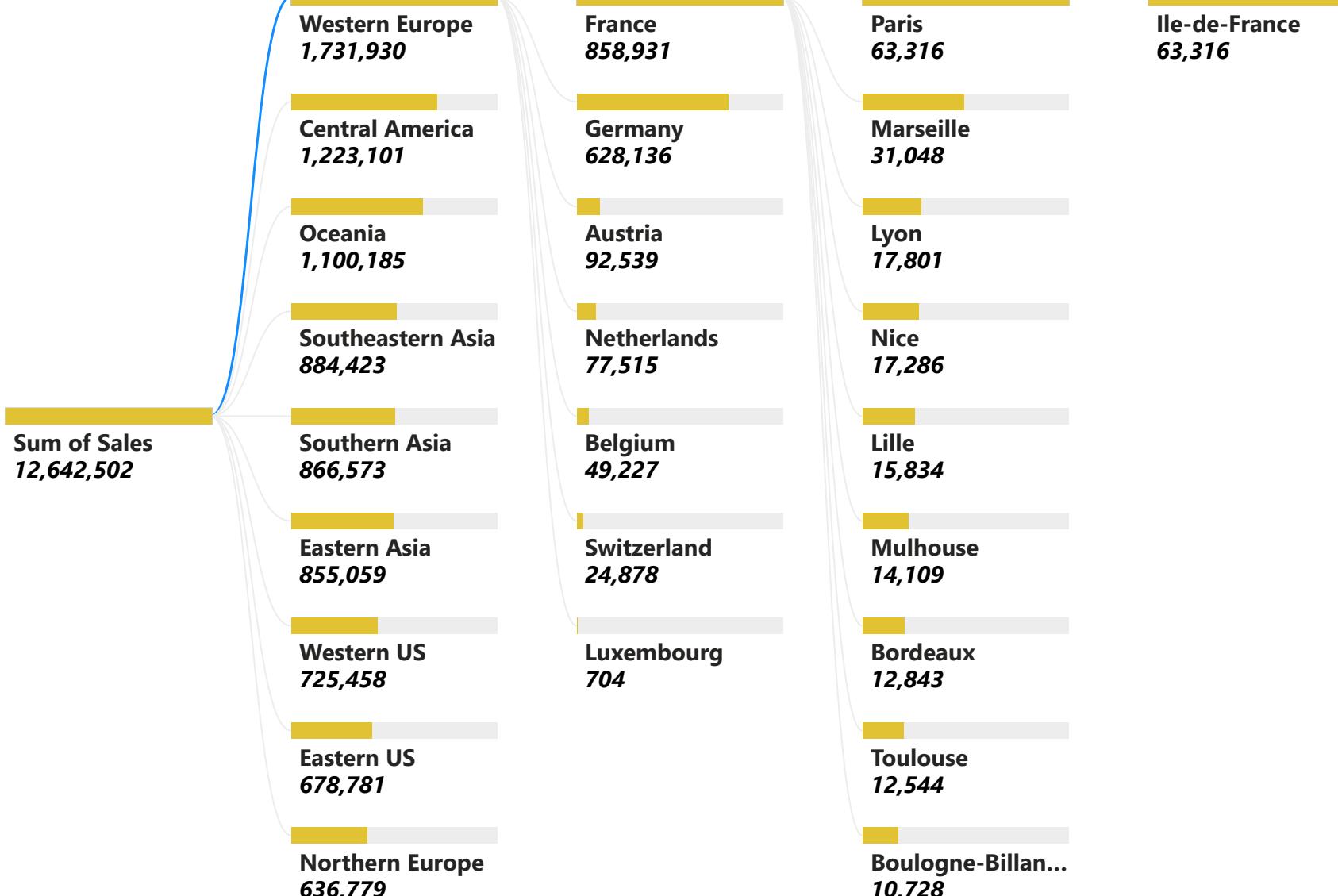
France

City

Paris

State

Ile-de-France



Category

- Furniture
- Office Supplies
- Technology

Year

- 2012
- 2013
- 2014
- 2015

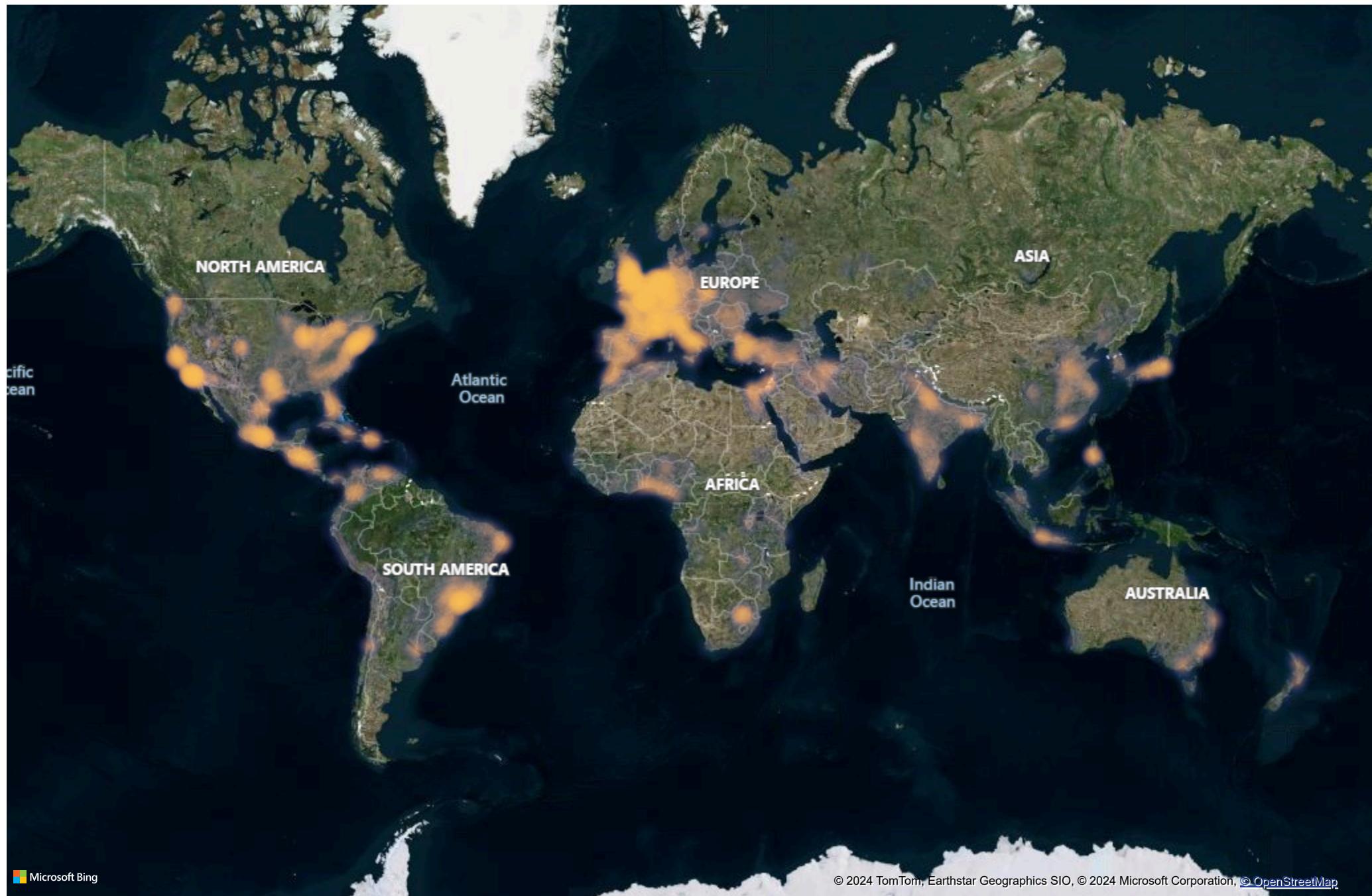


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Distribution of Orders By Geographical Location

Zoom In to See

Count of orders



- Category
- Furniture
 - Office Supplies
 - Technology

- Year
- 2012
 - 2013
 - 2014
 - 2015

- Segment
- Consumer
 - Corporate
 - Home Office

Sales KPI

