

Sales Analysis

Retail Industry

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Executive Summary



Store Performance



Product Analysis



Customer Analysis

Executive Summary

680M

YTD Sales Amount

672M

PY YTD Sales Amount

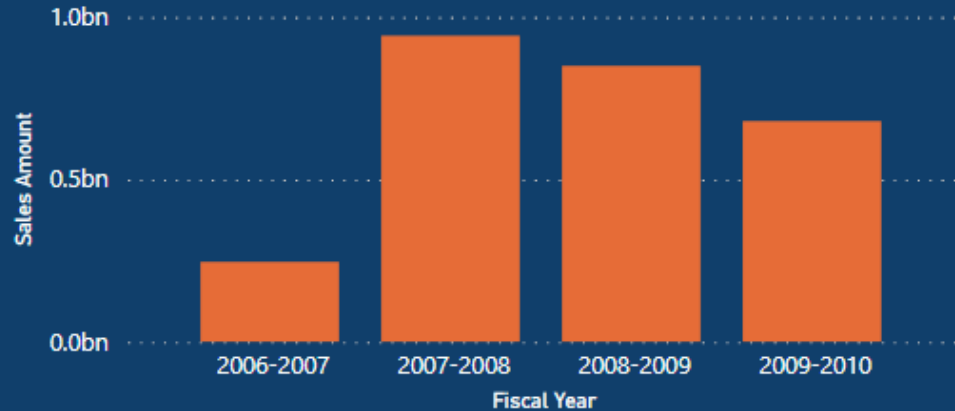
68M

MTD Sales Amount

72M

PY MTD Sales Amount

Fiscal Year Summary



Top 10 Products

| ProductName | YTD Sales Quantity |
|---|--------------------|
| Cigarette Lighter Adapter for Contoso Phones E110 Black | 40120 |
| Contoso In-Line Coupler E180 Silver | 43240 |
| Contoso Original K1m Li-Ion Standard Battery E170 Silver | 36680 |
| Contoso Rubberized Skin BlackBerry E100 White | 37680 |
| Contoso Rubberized Snap-On Cover Hard Case Cell Phone Protector E160 Pink | 43480 |
| Contoso Touch Stylus Pen E150 Red | 40040 |
| Headphone Adapter for Contoso Phone E130 Black | 43160 |
| Headphone Adapter for Contoso Phone E130 Silver | 40080 |
| Headphone Adapter for Contoso Phone E130 White | 37120 |
| Reusable Phone Screen Protector E120 | 39320 |
| Total | 400920 |

Store Performance summary

| StoreName | # of Customers | Basket Size | # of Invoices | TotalSalesAmt | Ticket Size |
|------------------------------------|----------------|-------------|-----------------|-----------------------|-----------------|
| Contoso Asia Online Store | 3660 | 1.00 | 4102705 | 84,95,84,949 | 2,32,127 |
| Contoso Europe Online Store | 5548 | 1.00 | 3814230 | 83,73,56,228 | 1,50,929 |
| Contoso North America Online Store | 9671 | 1.00 | 4610507 | 1,03,12,61,453 | 1,06,634 |
| Total | 18869 | 1.00 | 12527442 | 2,71,82,02,630 | 1,44,057 |

Product Category Summary (YTD)



9351

Male Customers



9133

Female Customers



2516

Products

Designed by
Ajitesh Churewal

Store Performance

Contoso Asia Online Store

Contoso Europe Online Store

Contoso North America Online Store



1816

Male Customers



1777

Female Customers



2516

Products



8

of Employees

| FiscalYear | YTD Sales Amount | PY YTD Sales Amount | YTD Margin | YTD Growth % | MTD Sales Amount | PY MTD Sales Amount | MTD Growth % | # of Customers | Basket Size | # of Invoices | Ticket Size | # Products |
|------------|------------------|---------------------|--------------|--------------|------------------|---------------------|--------------|----------------|-------------|---------------|-------------|------------|
| 2009-2010 | 24,16,65,432 | 22,61,71,487 | 12,76,97,309 | 6.85 | 2,62,52,862 | 2,71,29,575 | -3.23 | 2785 | 1.00 | 1430496 | 86,774 | 2504 |
| December | 24,16,65,432 | 22,61,71,487 | 12,76,97,309 | 6.85 | 2,62,52,862 | 2,71,29,575 | -3.23 | 2740 | 1.00 | 189551 | 9,581 | 2217 |
| November | 21,54,12,570 | 19,90,41,912 | 11,51,73,850 | 8.22 | 2,58,39,097 | 2,60,17,645 | -0.69 | 2655 | 1.00 | 176415 | 9,732 | 2195 |
| October | 18,95,73,473 | 17,30,24,267 | 10,27,51,934 | 9.56 | 2,96,94,175 | 2,45,72,369 | 20.84 | 2738 | 1.00 | 149855 | 10,845 | 2209 |
| September | 15,98,79,298 | 14,84,51,898 | 8,56,96,047 | 7.70 | 2,85,52,683 | 2,32,55,205 | 22.78 | 2687 | 1.00 | 141140 | 10,626 | 2208 |
| August | 13,13,26,615 | 12,51,96,693 | 6,93,51,134 | 4.90 | 2,91,89,824 | 2,43,27,451 | 19.99 | 2655 | 1.00 | 154610 | 10,994 | 2205 |
| July | 10,21,36,792 | 10,08,69,242 | 5,26,64,199 | 1.26 | 2,93,58,978 | 2,94,46,244 | -0.30 | 2677 | 1.00 | 171585 | 10,967 | 2205 |
| June | 7,27,77,814 | 7,14,22,999 | 3,63,28,934 | 1.90 | 2,63,50,613 | 2,44,92,892 | 7.58 | 2692 | 1.00 | 161201 | 9,788 | 2193 |
| May | 4,64,27,201 | 4,69,30,107 | 2,28,17,256 | -1.07 | 2,67,67,630 | 2,57,46,024 | 3.97 | 2675 | 1.00 | 164333 | 10,007 | 2226 |
| April | 1,96,59,571 | 2,11,84,083 | 91,44,859 | -7.20 | 1,96,59,571 | 2,11,84,083 | -7.20 | 2637 | 1.00 | 121806 | 7,455 | 2137 |
| Total | 24,16,65,432 | 22,61,71,487 | 12,76,97,309 | 6.85 | 2,62,52,862 | 2,71,29,575 | -3.23 | 2785 | 1.00 | 1430496 | 86,774 | 2504 |

Customer Analysis

Contoso Asia Online
Store

Contoso Europe Online
Store

Contoso North America
Online Store



1816

Male Customers



1777

Female Customers



2516

Products



67

Corporate Customers



45

Avg Customer Age

| FiscalYear | # of Customers | # Male Customers | # Female Customers | # Corporate Customers | # of New Customers | # of Repeat Customers | # of Repeat Customers (PM) | MTD Sales Amount | YTD Sales Amount | Ticket Size |
|------------|----------------|------------------|--------------------|-----------------------|--------------------|-----------------------|----------------------------|------------------|------------------|-------------|
| 2009-2010 | 2785 | 1367 | 1385 | 33 | 1 | 2784 | | 2,62,52,862 | 24,16,65,432 | 86,774 |
| December | 2740 | 1360 | 1375 | 5 | 1 | 2739 | 2634 | 2,62,52,862 | 24,16,65,432 | 9,581 |
| October | 2738 | 1354 | 1376 | 8 | | 2738 | 2665 | 2,96,94,175 | 18,95,73,473 | 10,845 |
| June | 2692 | 1330 | 1348 | 14 | | 2692 | 2600 | 2,63,50,613 | 7,27,77,814 | 9,788 |
| September | 2687 | 1328 | 1350 | 9 | | 2687 | 2581 | 2,85,52,683 | 15,98,79,298 | 10,626 |
| July | 2677 | 1325 | 1339 | 13 | | 2677 | 2604 | 2,93,58,978 | 10,21,36,792 | 10,967 |
| May | 2675 | 1318 | 1342 | 15 | | 2675 | 2545 | 2,67,67,630 | 4,64,27,201 | 10,007 |
| August | 2655 | 1312 | 1333 | 10 | | 2655 | 2568 | 2,91,89,824 | 13,13,26,615 | 10,994 |
| November | 2655 | 1313 | 1335 | 7 | | 2655 | 2634 | 2,58,39,097 | 21,54,12,570 | 9,732 |
| April | 2637 | 1301 | 1320 | 16 | | 2637 | | 1,96,59,571 | 1,96,59,571 | 7,455 |
| Total | 2785 | 1367 | 1385 | 33 | 1 | 2784 | 2008 | 2,62,52,862 | 24,16,65,432 | 86,774 |