

# 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

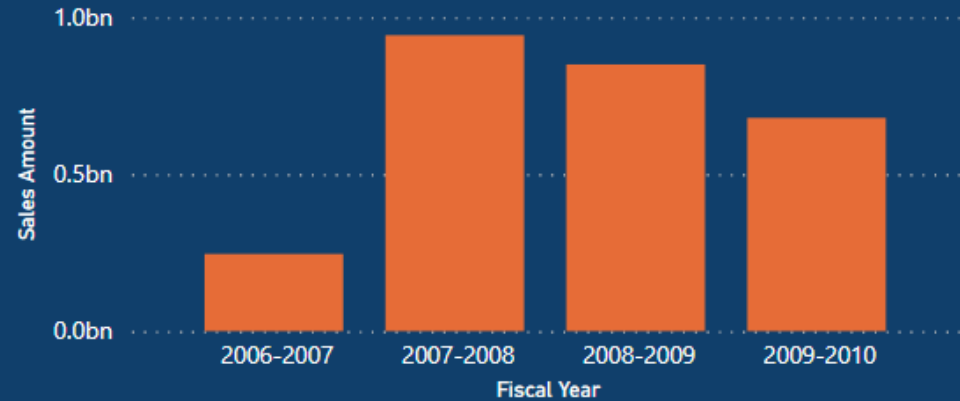
68M

MTD Sales Amount

72M

PY MTD Sales Amount

## Fiscal Year Summary



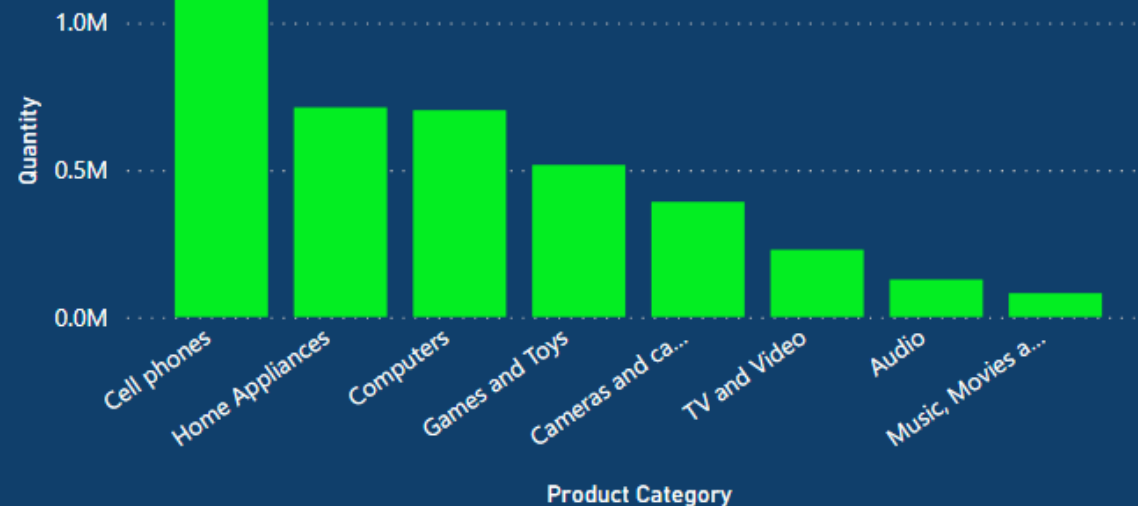
## Store Performance Summary

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

## 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
Total	400920

## Product Category Summary (YTD)



9351

# Male Customers



9133

# Female Customers



2516

# Products

# 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