

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

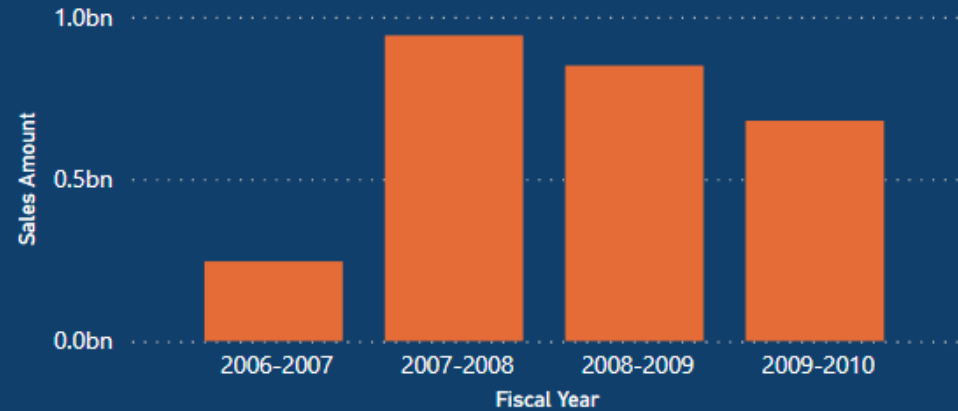
68M

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

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

MonthName	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
▲												
☒ April	1,96,59,571	2,11,84,083	91,44,859	-7.20	1,96,59,571	2,11,84,083	-7.20	3630	1.00	293085	15,654	2414
☒ 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	3632	1.00	378449	21,442	2453
☒ 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	3635	1.00	368477	20,645	2472
☒ 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	3633	1.00	383519	23,978	2473
☒ 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	3627	1.00	328611	21,299	2465
☒ 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	3628	1.00	311994	20,679	2474
☒ 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	3629	1.00	328867	21,404	2476
☒ 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	3627	1.00	396392	21,385	2471
☒ 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	3630	1.00	418606	21,748	2477
☒ January	24,95,29,539	23,89,16,344	12,98,18,257	4.44	2,33,58,052	2,34,37,446	-0.34	3659	1.00	364921	18,103	2297
☒ February	26,73,73,585	25,42,56,523	13,79,39,777	5.16	1,78,44,046	1,53,40,179	16.32	3658	1.00	266657	13,544	2346
☒ March	28,59,99,755	26,96,17,774	14,65,48,147	6.08	1,86,26,170	1,53,61,251	21.25	3645	1.00	263127	13,852	2369
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	3660	1.00	4102705	2,32,127	2516