

Manufacturer	Profit	Sales ▾
Fabrikam, Inc.	7,158,977	12,054,281.48
Contoso, Ltd	5,670,160	9,996,750.02
Adventure Works	4,158,548	7,467,703.69
Proseware, Inc.	3,513,125	5,996,829.03
Wide World Importers	3,198,143	5,700,910.02
A. Datum Corporation	2,608,508	4,404,982.01
The Phone Company	2,476,148	4,386,164.26
Southridge Video	1,610,013	3,112,730.48
Litware, Inc.	1,120,287	2,134,836.83
Northwind Traders	73,528	136,571.97
Grand total	31,587,437	55,391,759.79

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Channel	Cost of Sales
Store	13,671,368
Online	4,970,490
Reseller	3,058,067
Catalog	2,104,397
Grand total	23,804,323

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Product Sub Category	Product Category	Profit
Computers Accessories	Computers	359,937
Digital SLR Cameras	Cameras and camcorders	3,503,778
Digital Cameras	Cameras and camcorders	1,455,482
Camcorders	Cameras and camcorders	4,972,853
Printers, Scanners & Fax	Computers	1,040,435
Home & Office Phones	Cell phones	176,717
Projectors & Screens	Computers	4,145,050
Smart phones & PDAs	Cell phones	1,585,115
Home Theater System	TV and Video	2,470,355
Movie DVD	Music, Movies and Audio Boo...	635,285
Grand total		31,587,437

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Promotion Name	Sales
No Discount	18,329,360
North America Spring Promotion	6,374,333
North America Back-to-School P...	8,455,761
North America Holiday Promoti...	6,451,629
European Holiday Promotion	3,083,456
Asian Holiday Promotion	3,615,194
Asian Spring Promotion	2,396,001
European Spring Promotion	2,739,319
European Back-to-Scholl Promot...	1,668,024
Asian Summer Promotion	2,278,683
Grand total	55,391,760

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