



Revenue Growth & Profitability



Total Revenue
\$2M

2016

2017

2018

2019



#orders

5K



AVG_price_Order

\$206



Total Revenue

\$2M



AVG Discount

15%

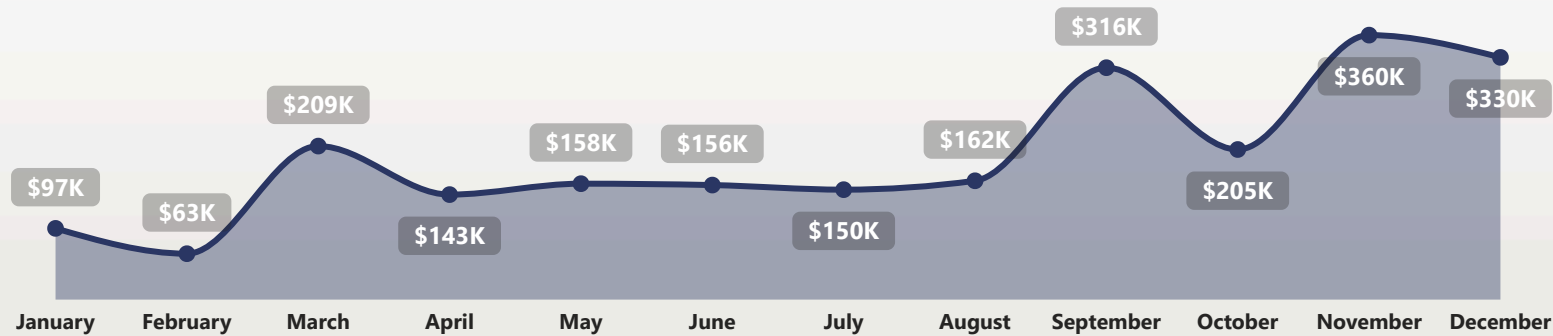


Total Profit

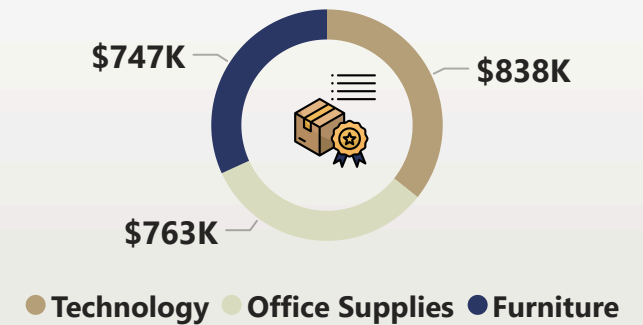
\$304K



Revenue by Month



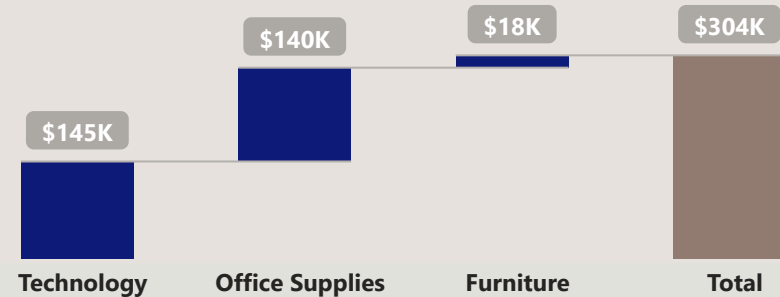
Revenue by product Category



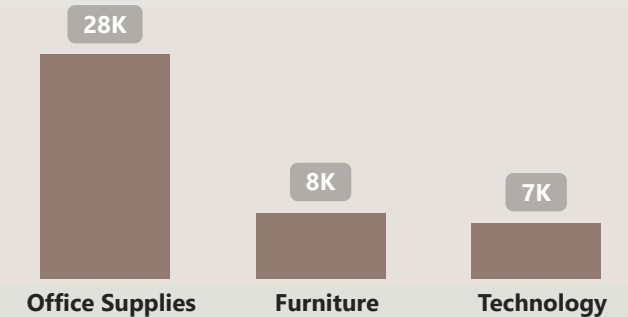
Top 5 Sub Category by Revenue

Phones	\$330K
Chairs	\$328K
Storage	\$224K
Tables	\$212K
Binders	\$204K

Profit by product Category



#Quantity Sold by Category





Customer Behavior Analytics



Customer Number
793

2016

2017

2018

2019



#Customer

793

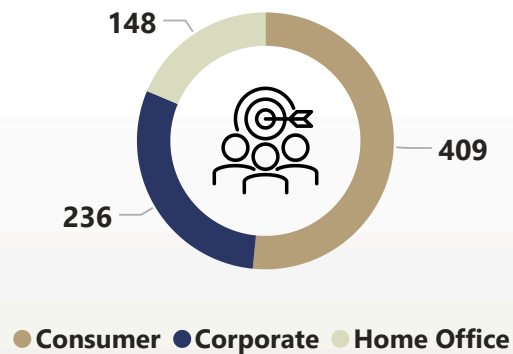


Total Revenue

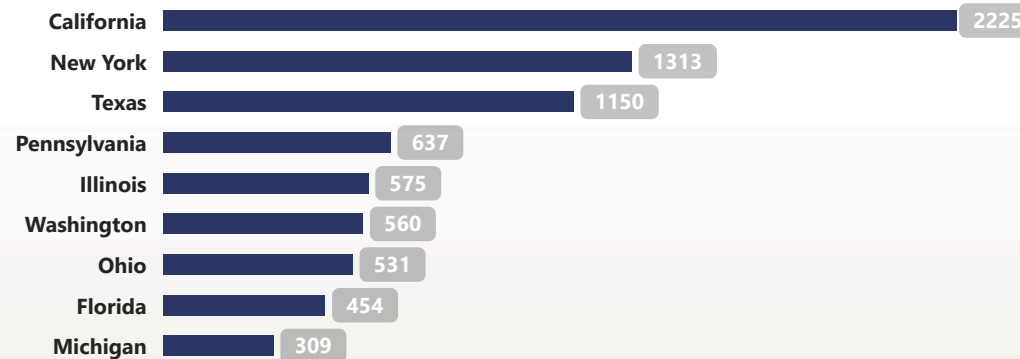
\$2M



#Customer by Segment



Customers by State

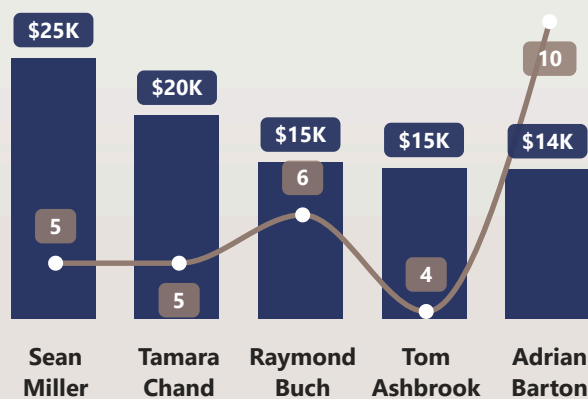


Customers_Bought_Multiple_Times by State

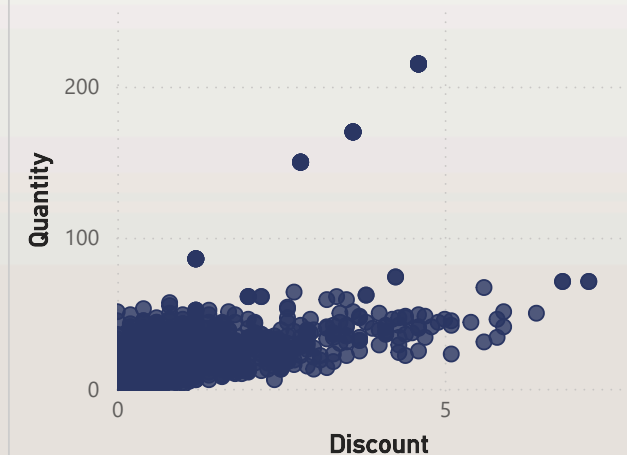


Top 5 Customers by Revenue & Order Count

● Total Revenue — #orders



Discount VS Quantity





Sales Rep Performance Metrics



Sales Rep
4

2016

2017

2018

2019

Anna
Andreadi

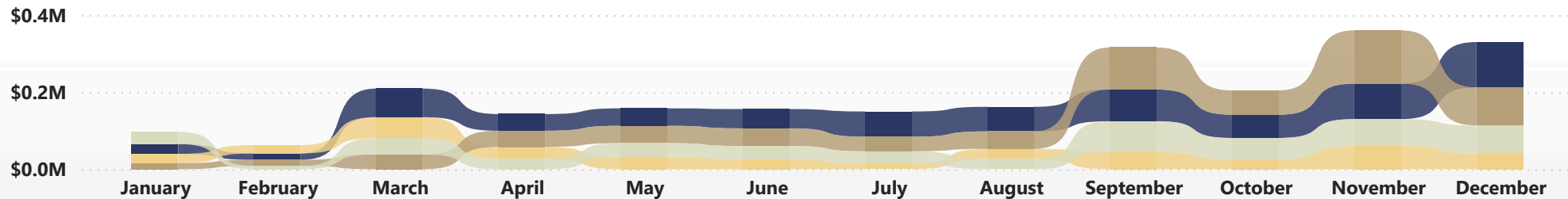
Chuck
Magee

Cassandra
Brandow

Kelly
Williams

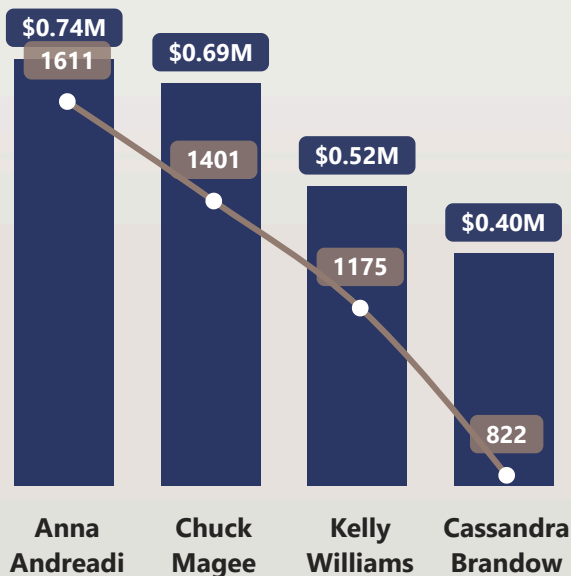
Revenue Distribution VS Sales Person

● Anna Andreadi ● Cassandra Brandow ● Chuck Magee ● Kelly Williams

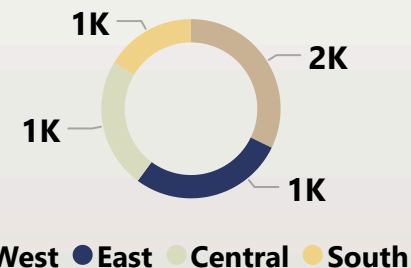


Sales Person vs Revenue vs # Orders

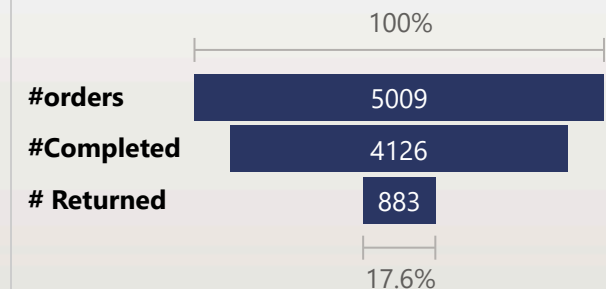
● Total Revenue ● #orders



#orders by Region



orders vs Completed vs Returned



Sales Person	Region	#orders	Total Revenue	# Returned
Anna Andreadi	West	1611	\$736,679	538
Cassandra Brandow	South	822	\$400,592	72
Chuck Magee	East	1401	\$694,482	169
Kelly Williams	Central	1175	\$516,400	104

#orders

5K



#Completed

4.126K



Returned

883

