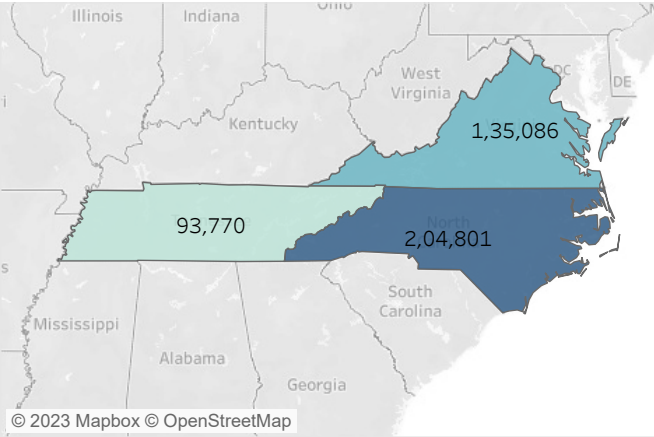


Customer

Customer Sales by State



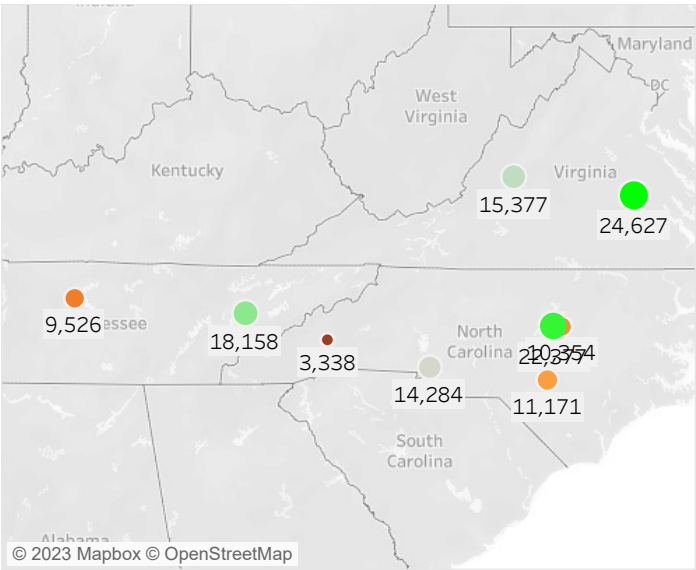
OrderProfitPercentage

Customer Name		
Flagstaff House		29.39%
Laudisio		30.89%
Pierce Arrow		30.15%
Quasilion		29.31%
Stattons		27.47%
Stone's Center		31.71%
The Dandelion		28.73%
The Station		28.76%
The Walker Place		28.80%
Town and Country		32.46%

Customer Sales by Product

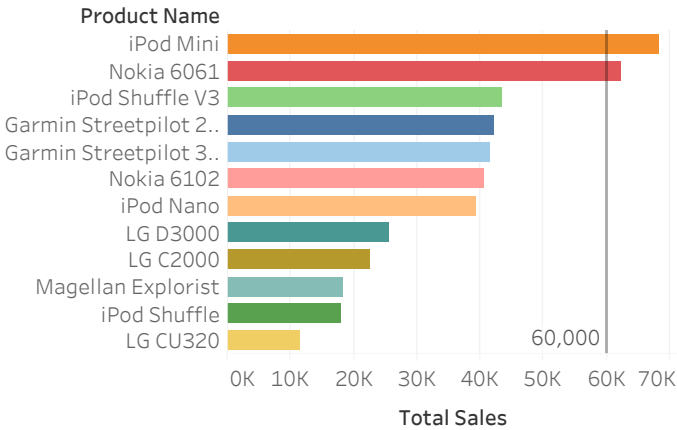
Customer..	Product Name						
	Garmi..	Garmi..	iPod M..	iPod N..	iPod S..	iPod S..	LG C20..
Flagstaff..	2,016	9,456	10,560	8,844	4,152	7,194	
Laudisio	3,240	4,224	4,935	2,592	3,048	2,310	2,173
Pierce Ar..	12,636	8,376	9,885	4,740	2,952	3,861	6,572
Quasilion			3,120	324	264	1,914	3,339
Stattons	2,160	2,952	7,035	5,352	1,068	4,785	
Stone's C..	4,572	4,464	8,340	3,912	876	9,174	
The Dand..	2,304	2,256	5,925	5,100	924	6,600	
The Stati..	1,548	2,376	2,325	756		1,320	
The Walk..	6,552	360	8,115	3,372	2,388	3,333	4,823
Town an..	7,056	7,152	7,920	4,248	2,316	3,003	5,724

Sales by Customer City



Product

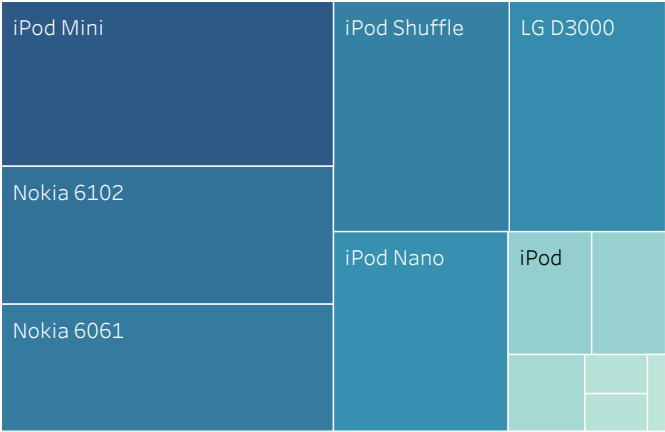
Bullet Graph



Product Sales by Month

Product Name							
Month	Garmi..	Garmi..	iPod M..	iPod N..	iPod S..	iPod S..	LG C20..
01		3,984	9,375	948	4,104	3,663	1,749
02	5,256	528	4,995	2,016	240	6,171	
03	6,228	2,208	6,720	3,504	1,260	5,808	3,768
04	3,744	5,976	7,965	4,440	1,992		4,824
05	7,596	2,496	7,410	4,740	756	8,547	
06	684	3,696	3,585	2,124		2,310	6,252
07	6,336	2,184	3,690	4,884	1,836	5,643	3,657
08	2,448	648	6,675	3,360	1,680		
09	2,016	5,688	3,225	6,288	2,064	2,970	
10	1,764	4,992	7,170	1,788	1,320	3,564	2,388
11	4,896	3,912	1,845	780	1,524	165	

QtyonHand by Product

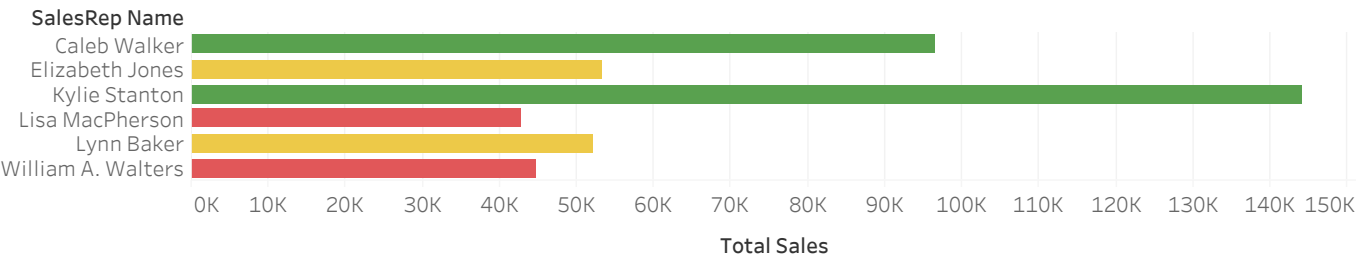


KPI to Determine 35% Profit

Customer Name							
ID	Flagst..	Laudis..	Pierce ..	Quasili..	Statto..	Stone'..	The
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

SalesRep

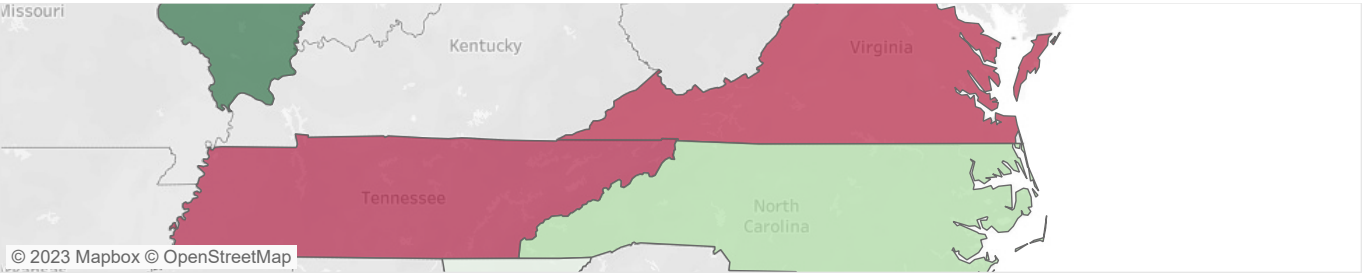
SalesRep by Sales



SalesRep Profit by Product

	Product Name											
SalesRep Name	Garmin ..	Garmin ..	iPod Mini	iPod Na..	iPod Sh..	iPod Sh..	LG C2000	LG CU320	LG D3000	Magella..	Nokia 6..	Nokia 6..
Caleb Walker	2,288	3,042	985	2,772	2,424	1,720	1,638	1,350	2,224	2,630	5,265	1,946
Elizabeth Jones	2,090		438	1,708	1,092	870	810	1,470	1,216	1,060	2,646	1,192
Kylie Stanton	4,939	3,318	1,470	4,556	2,232	2,135	2,826	1,830	4,384	3,720	9,081	2,706
Lisa MacPherson	1,023	1,146	488	1,380	888	565	540	1,230	1,192	730	2,205	1,146
Lynn Baker	990	708	647	1,476	1,500	610	1,134	360	2,024	1,420	3,951	1,156
William A. Walters	1,529	726	516	1,188	858	690	738	60	1,744	680	3,573	864

Sales by SalesRep State

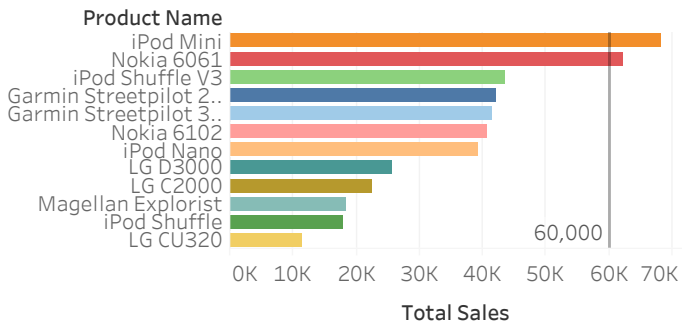


Home

Customer Sales by Product

Customer Name	Product Name						Total Sales
	Garmin S...	Garmin S...	iPod M...	iPod N...	iPod S...	iPod S... LG	
Flagstaff..	2,016	9,456	10,560	8,844	4,152	7,194	2,016
Laudisio	3,240	4,224	4,935	2,592	3,048	2,310	2,310
Pierce Ar..	12,636	8,376	9,885	4,740	2,952	3,861	6,861
Quasilion			3,120	324	264	1,914	3,120
Stattons	2,160	2,952	7,035	5,352	1,068	4,785	2,160
Stone's C..	4,572	4,464	8,340	3,912	876	9,174	9,174
The Dand..	2,304	2,256	5,925	5,100	924	6,600	6,600
The Stati..	1,548	2,376	2,325	756		1,320	1,320
The Wille..	2,556	2,556	2,556	2,556	2,556	2,556	2,556

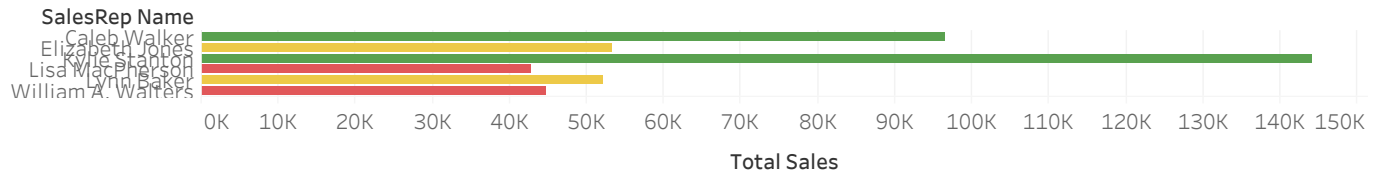
Bullet Graph



Product Sales by Month

Month	Product Name											
	Garmin S...	Garmin S...	iPod Mini	iPod Nano	iPod Shu...	iPod Shu...	LG C2000	LG CU320	LG D3000	Magellan..	Nokia 60...	Nokia 61...
01		3,984	9,375	948	4,104	3,663	1,749		1,600		4,452	2,844
02	5,256	528	4,995	2,016	240	6,171		770	416		5,985	3,960
03	6,228	2,208	6,720	3,504	1,260	5,808	3,763		1,224		6,489	3,438
04	3,744	5,976	7,965	4,440	1,992		4,823	495	3,696	1,980	3,633	3,879
05	7,596	2,496	7,410	4,740	756	8,547			2,848	3,114	8,883	1,692
06	684	3,696	3,585	2,124		2,310	6,254	2,420	3,848	2,520	4,074	5,130
07	6,336	2,184	3,690	4,884	1,836	5,643	3,657		1,800	1,908	3,696	3,483
08	2,448	648	6,675	3,360	1,680				3,000	1,746	1,554	3,609
09	2,016	5,688	3,225	6,288	2,064	2,970		55	2,656	1,764	4,641	3,951
10	1,764	4,992	7,170	1,788	1,320	3,564	2,385	5,115	2,224	1,080	10,626	3,537
11	4,896	3,912	1,845	780	1,524	165			360	2,286	5,334	1,908
12	1,116	5,304	5,505	4,368	1,212	4,653		2,695	1,896	2,034	2,982	3,114

SalesRep by Sales

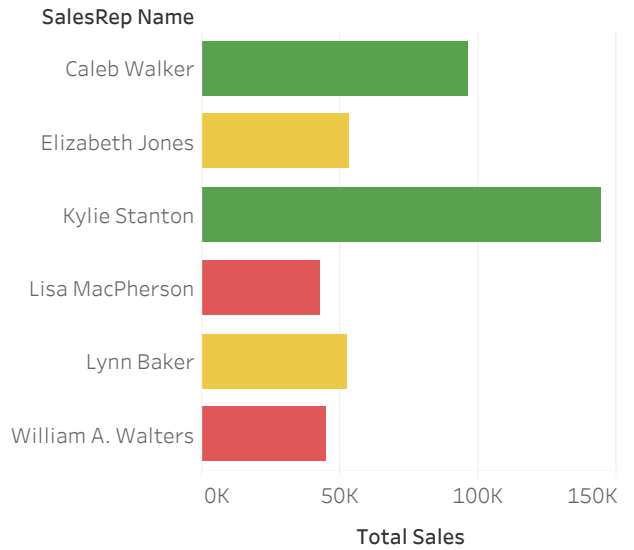


Assignment

Customer Sales by Product

Customer	G C20	LG CU3	LG D30	Magell	Nokia	Nokia	Grand
Flagstaff			4,640	2,610	14,301	3,816	67,589
Laudisio	2,173	2,475	784	774	3,969	2,835	33,359
Pierce Ar	6,572	1,265	2,288	2,502	11,760	7,317	74,154
Quasilion	3,339		792	810	2,100	2,088	14,751
Stattons			2,520	648	5,334	3,195	35,049
Stone's C			6,624	2,016	9,240	3,528	52,746
The Dand			2,728	2,250	6,468	4,320	38,875
The Stati			624	1,332	1,050	729	12,060
The Walk	4,823	2,695	2,904	3,474	2,352	5,985	46,353
Town an	5,724	5,115	1,664	2,016	5,775	6,732	58,721

SalesRep by Sales



Some Insights:

1.
 - a.(vi) The outlier in the data is the Quantity of Product i.e., garmin Streetpilot 3444 by the customer ie., The Station.
 - d.(vi) Richmond, VA has the has the highest sales i.e., 82,340, as noted by the circle size.
 - (vii) Richmond, VA has the has the highest profit i.e., 24,627, as noted by the brightest green colour.
 - e.
 - (iii) I prefer to use the Highlight Table over the Heat Map as in this case, the highlight table is making more sense.
2.
 - g. iPod Mini and Nokia 6061 are selling above their targets.
8.
 - b. (vii) Town and Country has the highest average profit, i.e., 32.46%.