

1. Importo totale delle vendite (quantità per prezzo)

Totale vendite
56,3 Mio

Product Name

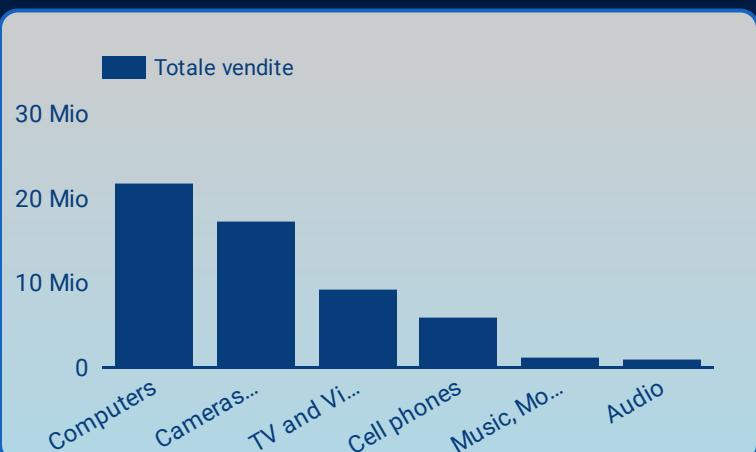
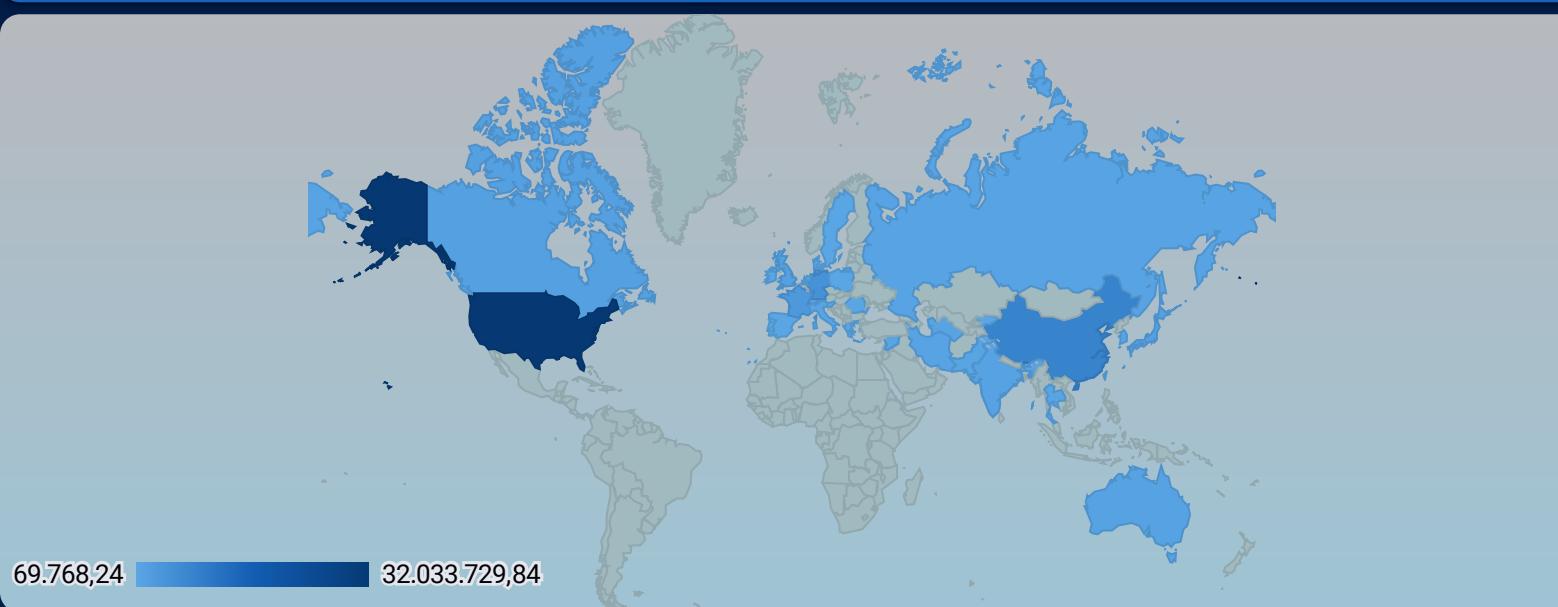
Product Sub Cat...

Product Category

Product Name	Totale vendite ▾
Contoso Projector 1080p X98...	452.115
Proseware Projector 1080p LC...	426.870
Contoso Projector 1080p X98...	406.215
Proseware Projector 1080p DL...	367.353
Proseware Projector 1080p LC...	367.200
Proseware Projector 1080p DL...	327.369
Adventure Works Desktop PC1...	289.942
Fabrikam Independent Filmm...	280.260
WWII Laptop 19W X0106 Blue	271.491



Product Sub Category	Totale vendite ▾
Camcorders	8.601.484
Projectors & Screens	7.154.071
Laptops	6.508.447,35
Digital SLR Cameras	5.823.956,2
Home Theater System	4.814.260,7
Desktops	3.522.159,8
Smart phones & PDAs	2.865.471
Digital Cameras	2.578.980,9



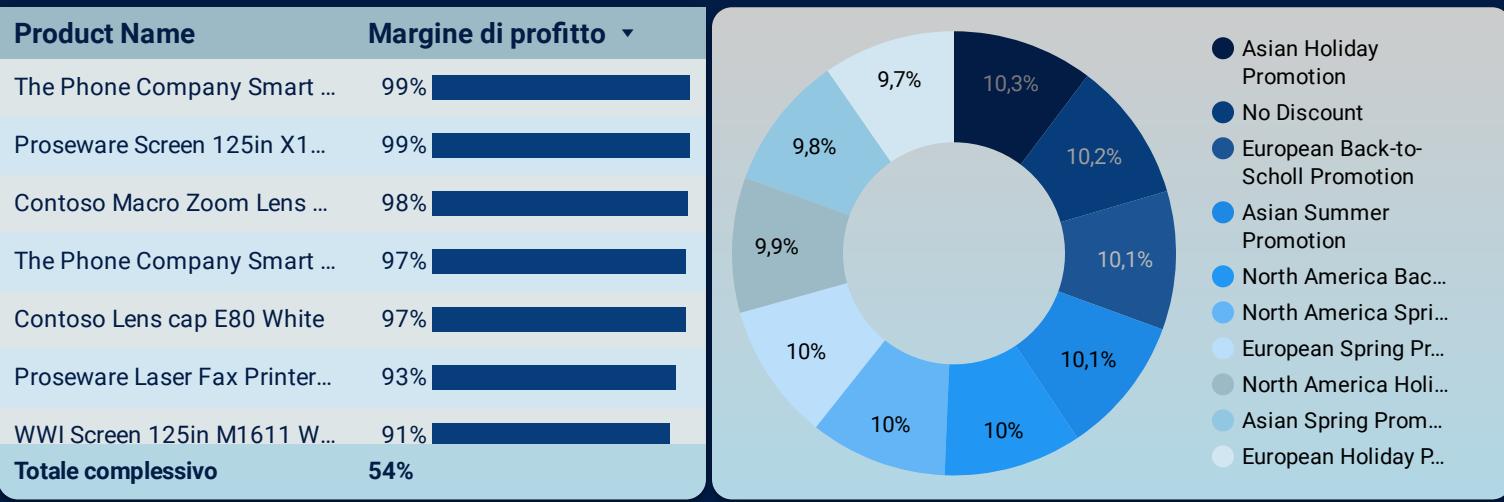
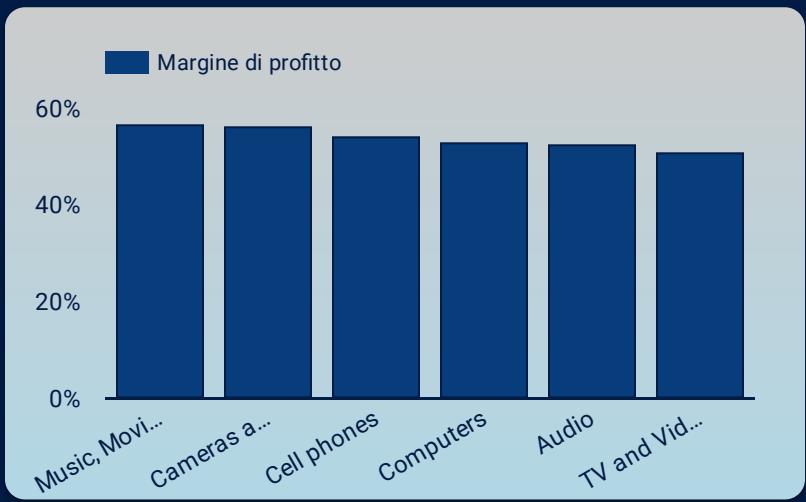
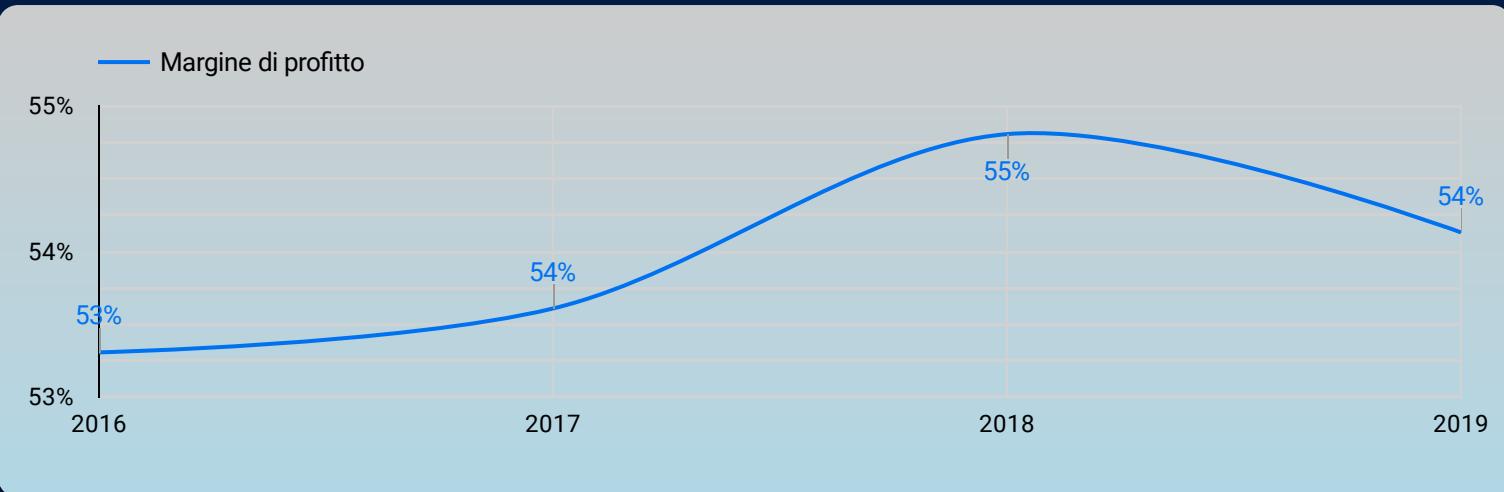
Country	Totale vendite ▾
United States	32.033.729,84
China	7.696.108,83
Germany	4.403.165,48
France	2.686.428,78
United Kingdom	1.359.245,67
Canada	1.164.092,70
Japan	978.913,55

City	Totale vendite ▾
Beijing	6.716.646,96
North Harford	5.060.126,58
Bethesda	4.397.388,23
Berlin	3.322.154,82
Seattle	2.739.319,65
Paris	2.205.744,64
Shanghai	477.807,70

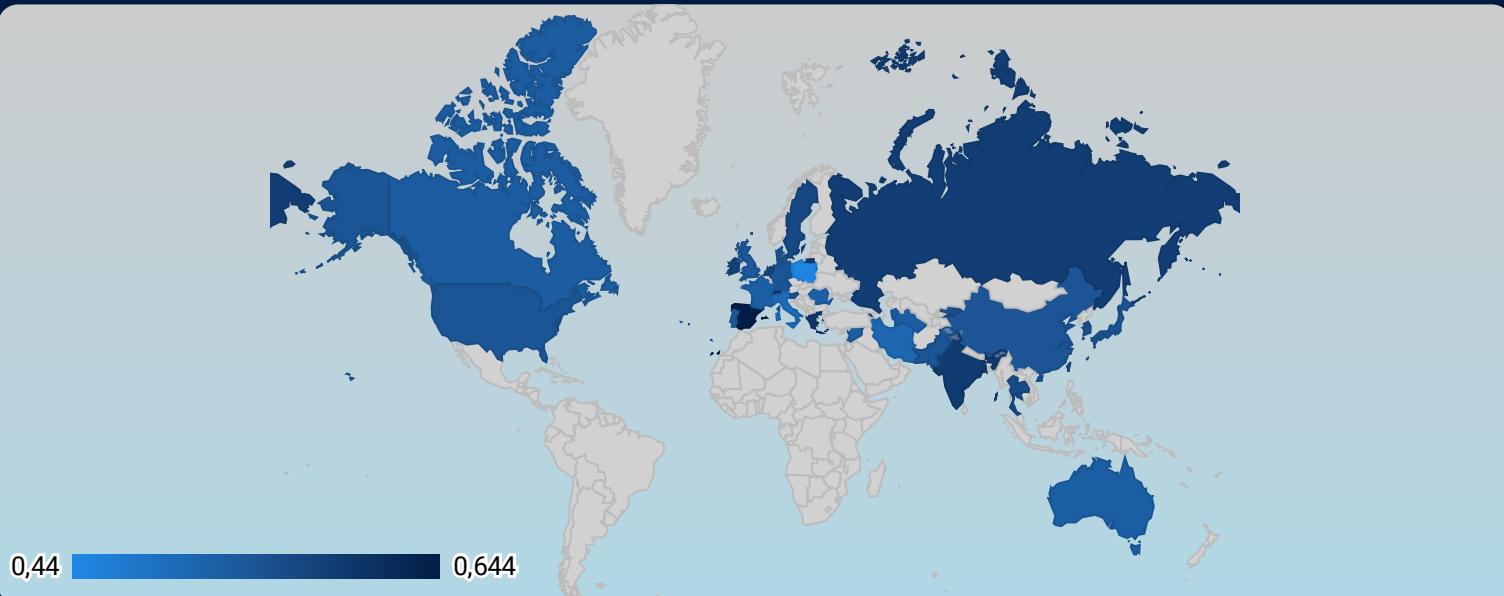
2. Margine di profitto per ogni vendita

anno vendita

Order D...	Order ID	Margine	
2 giu 2016	6637	13%	<div style="width: 13%;"></div>
2 giu 2016	19264	87%	<div style="width: 87%;"></div>
2 giu 2016	20898	6%	<div style="width: 6%;"></div>
2 giu 2016	20257	46%	<div style="width: 46%;"></div>
2 giu 2016	14192	28%	<div style="width: 28%;"></div>
2 giu 2016	14240	2%	<div style="width: 2%;"></div>
2 giu 2016	12606	86%	<div style="width: 86%;"></div>
Totale complessivo		54%	



Product Sub Category	Margine di profitto (%)
Digital SLR Cameras	60%
Digital Cameras	57%
Movie DVD	57%
Laptops	56%
Touch Screen Phones	55%
Smart phones & PDAs	55%
Printers, Scanners & Fax	55%
Projectors & Screens	55%
Camcorders	55%
Totale complessivo	54%



- Asian Holiday Promotion
- No Discount
- European Back-to-Scholl Promotion
- Asian Summer Promotion
- North America Back-to-Scholl
- North America Spring Prom...
- European Spring Prom...
- North America Holiday P...
- Asian Spring Promotion
- European Holiday Prom...

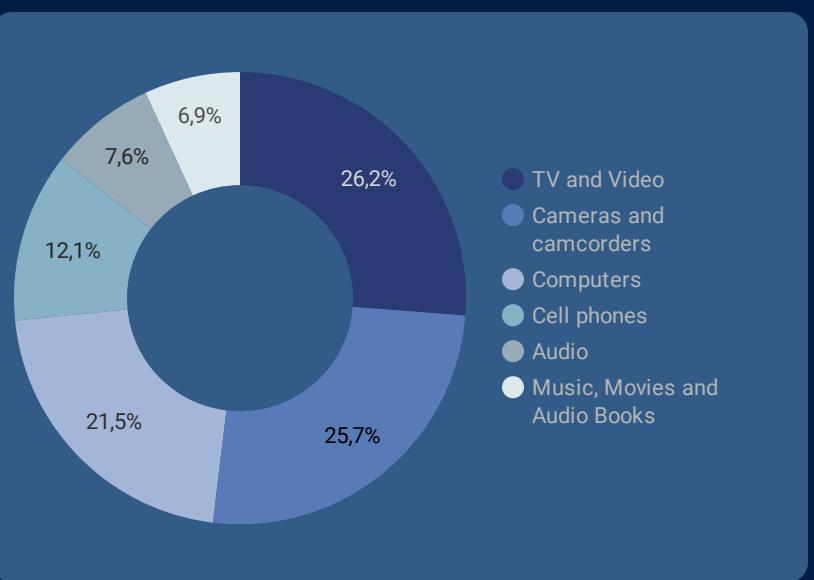
3. Importo medio delle vendite per categoria di prodotto

media vendite
\$3.750,27

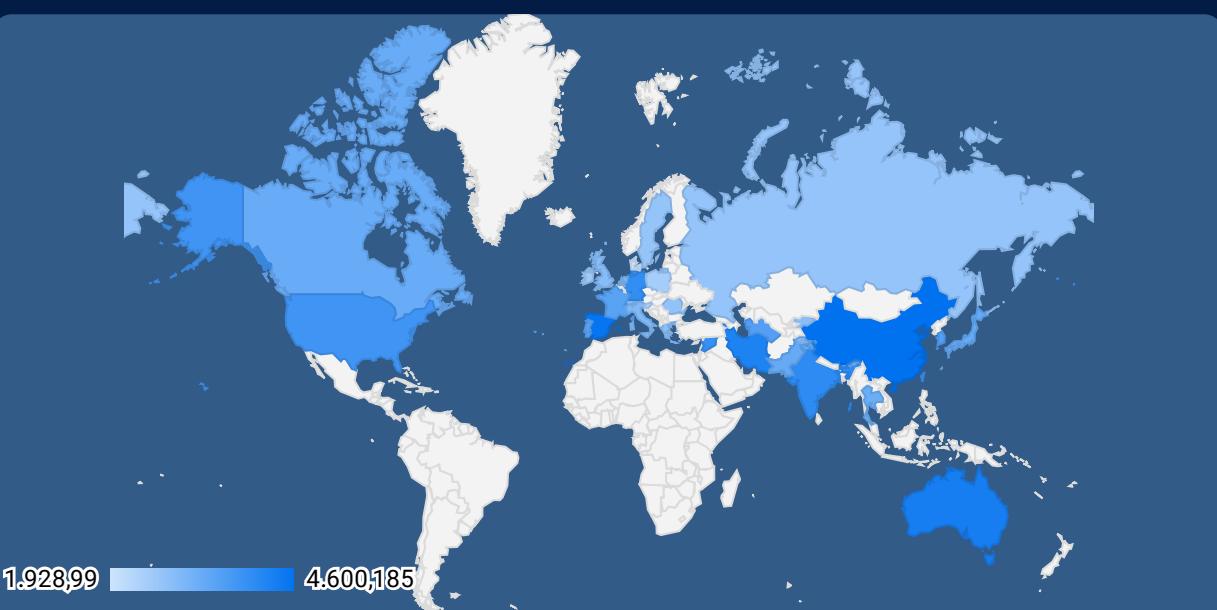
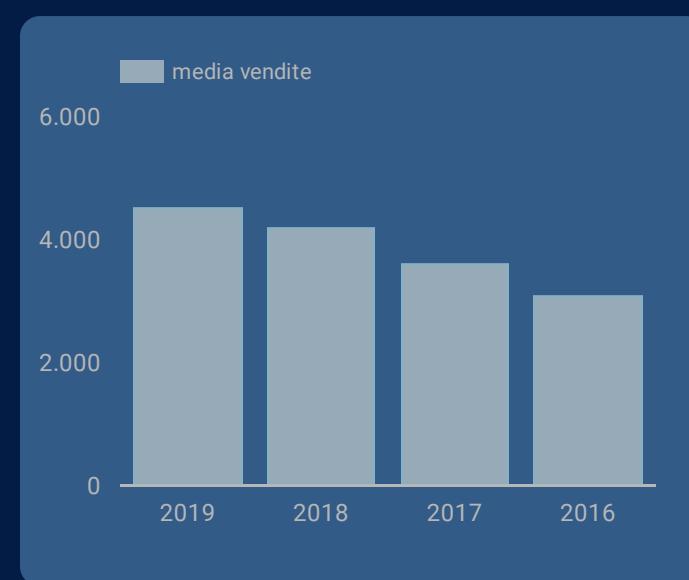
Product Sub ...

Region

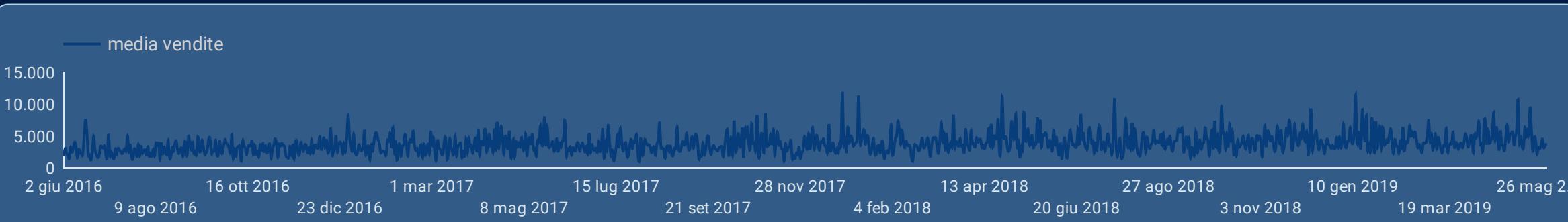
City



Product Sub Category	media vendite
Camcorders	8.714,78
Desktops	8.548,93
Projectors & Screens	8.185,44
Laptops	8.015,33
Televisions	6.012,99
Home Theater System	5.677,19
Digital SLR Cameras	5.448,04
Car Video	4.345,7
Touch Screen Phones	3.403,49



Promotion Name	media vendite
Asian Holiday Promotion	4.937,17
North America Holiday Promotion	4.704,82
Asian Summer Promotion	4.649,16
North America Back-to-School Promotion	4.216,4
European Spring Promotion	3.827,66
No Discount	3.520,14
Asian Spring Promotion	3.351,1
European Back-to-Scholl Promotion	3.276,44
European Holiday Promotion	3.169,86
North America Spring Promotion	3.000,01



4. Crescita anno su anno dell'importo delle vendite per ogni prodotto

Channel

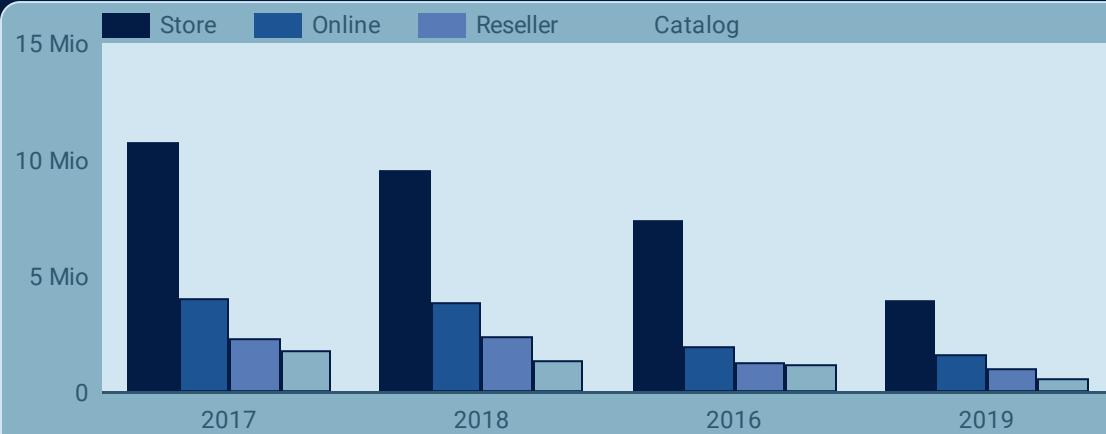
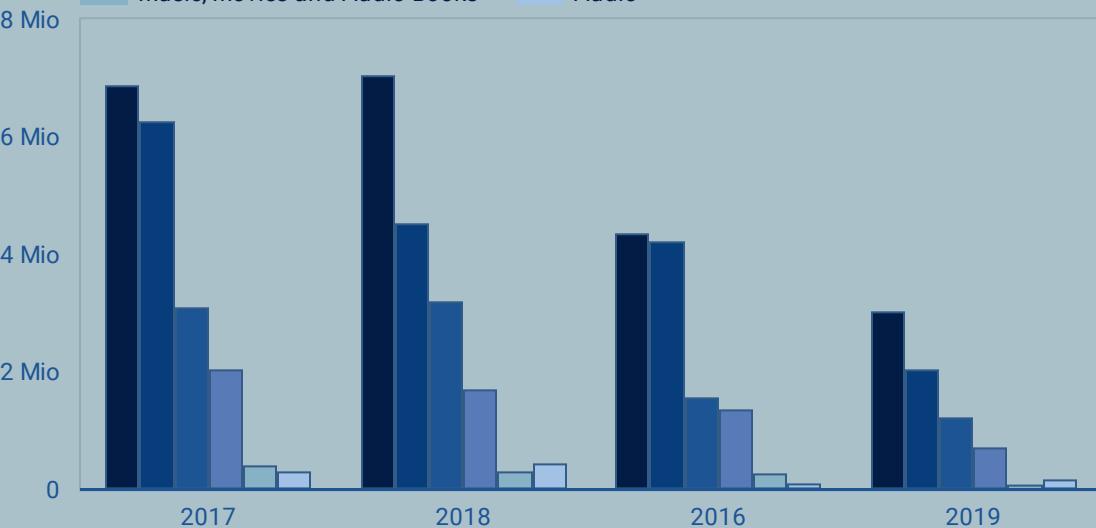
Manufacturer

Product Category

Country

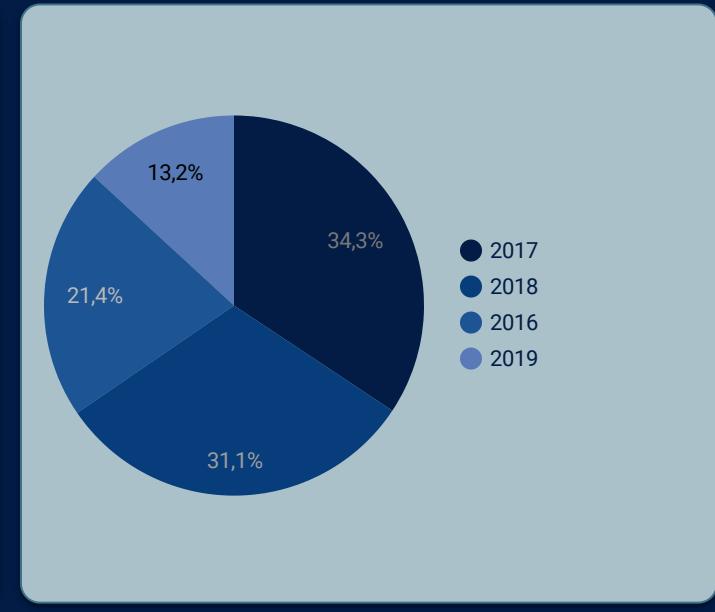
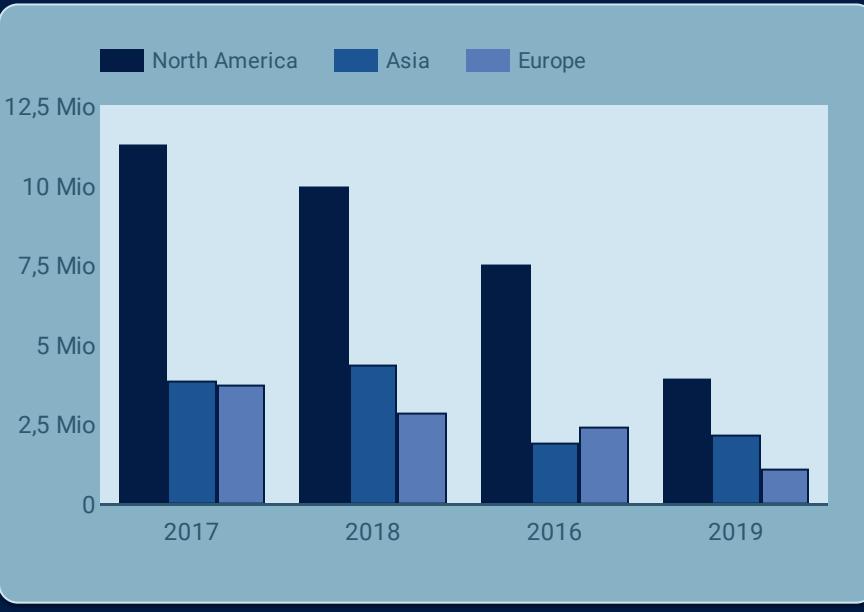
Computers Cameras and camcorders TV and Video Cell phones

Music, Movies and Audio Books Audio



anno vendita	City	Sales ▾
2018	Beijing	2.301.040,78
2017	Beijing	2.016.508,58
2017	North Harford	1.844.160,35
2017	Bethesda	1.624.443,19
2018	Bethesda	1.557.641,26
2018	North Harford	1.376.256
2017	Berlin	1.208.160,71

anno ve...	Product Name	Sales
2016	A. Datum Point Shoot ...	1.980
2016	Fabrikam Home and v...	13.100
2016	Fabrikam Home and ...	5.660
2016	Fabrikam Business Vi...	8.900
2016	Contoso Desktop Alter...	57,5
2016	A. Datum Point n' Sho...	1.762,2
2016	Fabrikam Laptop14.1...	5.437,11
2016	SV Car Video LCD7W ...	6.990
2016	Contoso Touch Screen...	770



5. Prezzo scontato

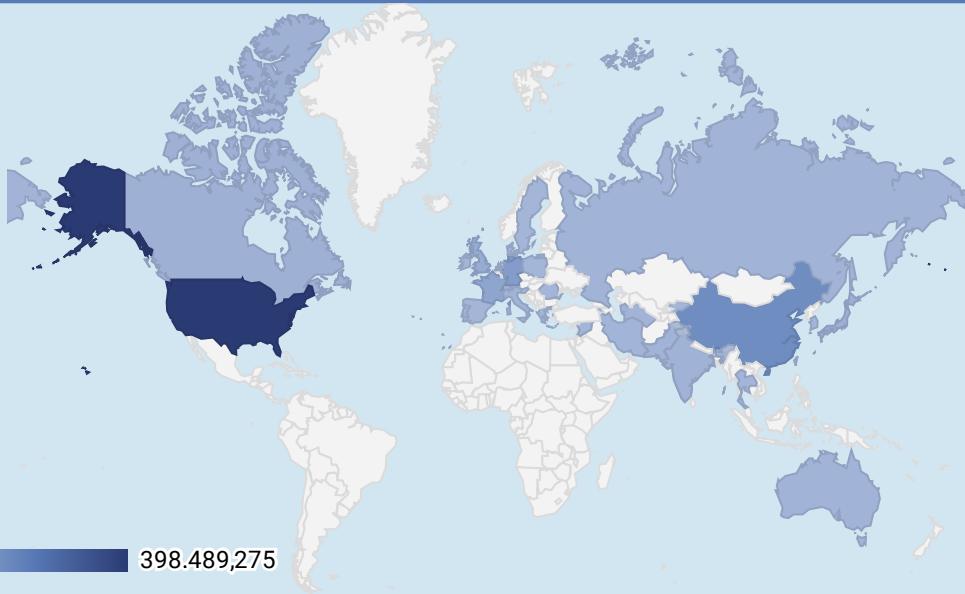
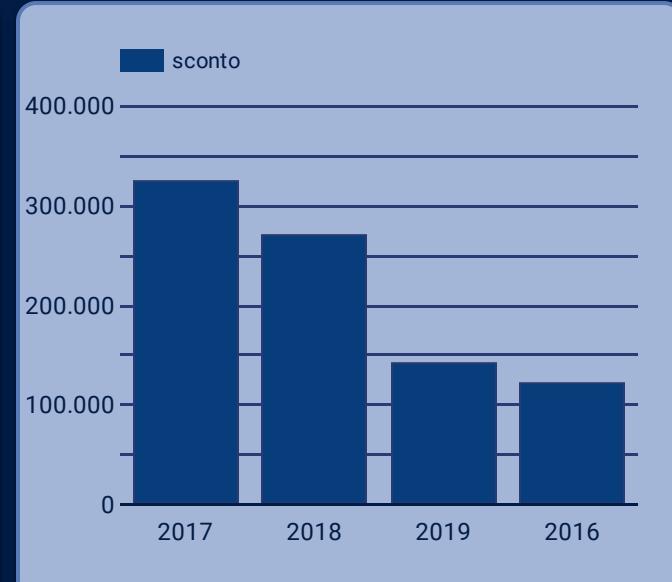
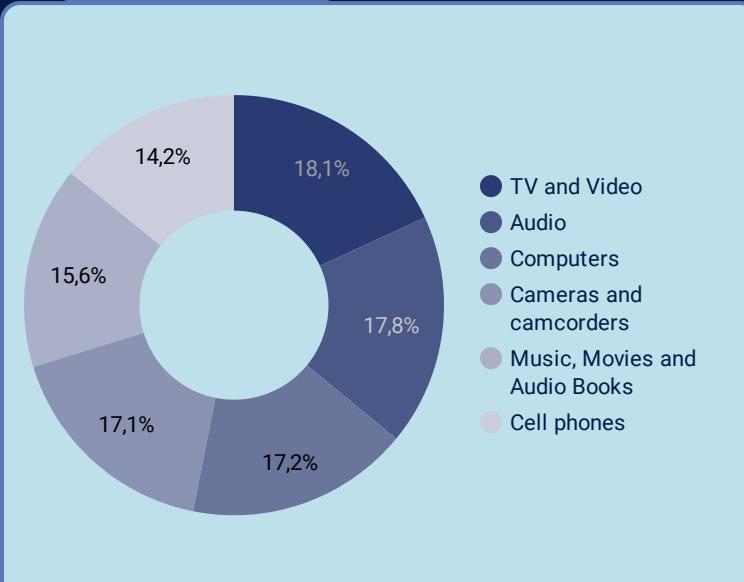
sconto

\$57

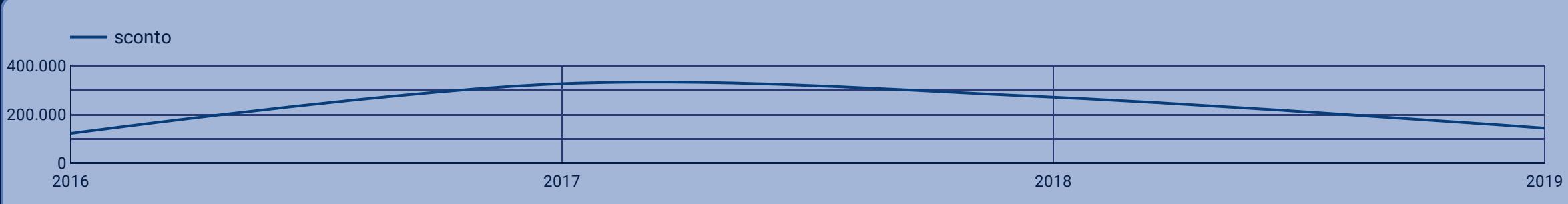
City

Channel

Product N...	Product Category	Percentuale sconto ▾
The Phone ...	Cell phones	10%
Contoso Co...	Cameras and camcorders	7,5%
Proseware L...	Computers	7,5%
Litware Ho...	TV and Video	7,5%
Contoso Wi...	Computers	7,5%
Contoso Ex...	Cell phones	6,84%
SV 512MB L...	Computers	6,25%
Proseware L...	Computers	6,15%
Contoso SL...	Cameras and camcorders	5,83%

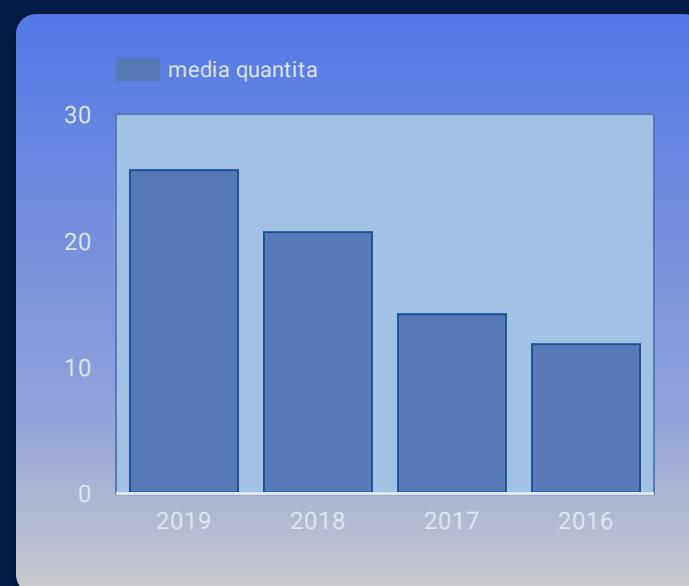
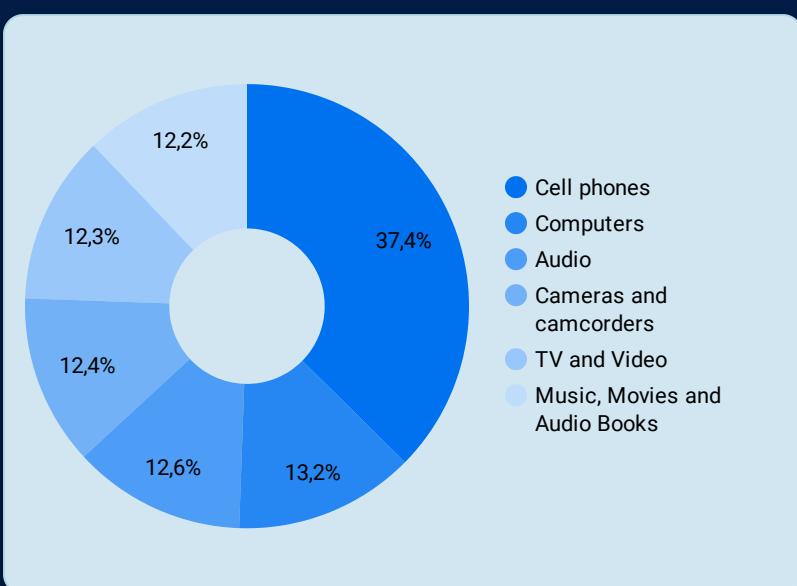


Country	Percentuale sconto ▾
Malta	3,66%
Singapore	3,52%
Ireland	3,31%
Switzerland	3,07%
United Kingdom	2,9%
Italy	2,87%
Portugal	2,85%
Taiwan	2,84%
the Netherlands	2,63%

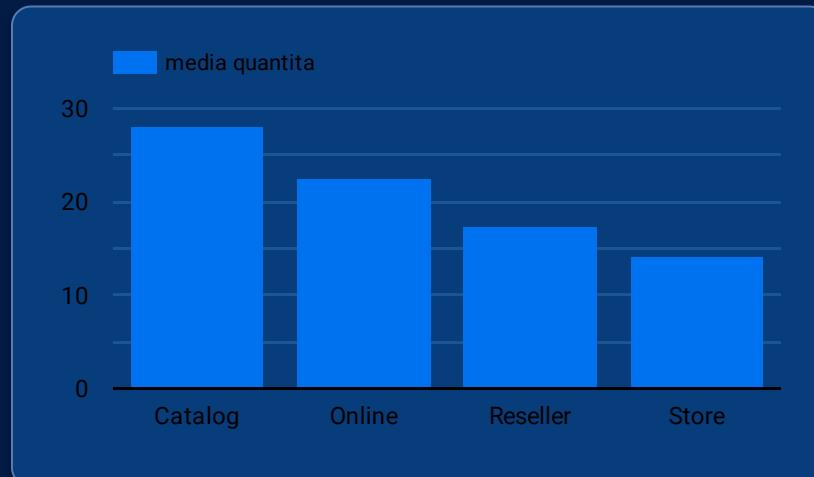


6. Quantità media d'ordine per ogni prodotto

Product Name	media quantita
Headphone Adapter for Contoso Phone E1...	520
Contoso Phone Tough Skin Case E140 Black	520
Contoso Phone Tough Skin Case E140 Silver	400
Contoso Touch Stylus Pen E150 White	388
Contoso Phone Tough Skin Case E140 Pink	387
Contoso In-Line Coupler E180 Silver	377
Headphone Adapter for Contoso Phone E1...	370
Headphone Adapter for Contoso Phone E1...	336
Cigarette Lighter Adapter for Contoso Pho...	322



City	media quantita
Poestenkill	40,31
Queens	38,53
Lisbon	32,66
Sunnyside	30,2
Russellville	29,08
Busan	28,44
Bangor	28,17



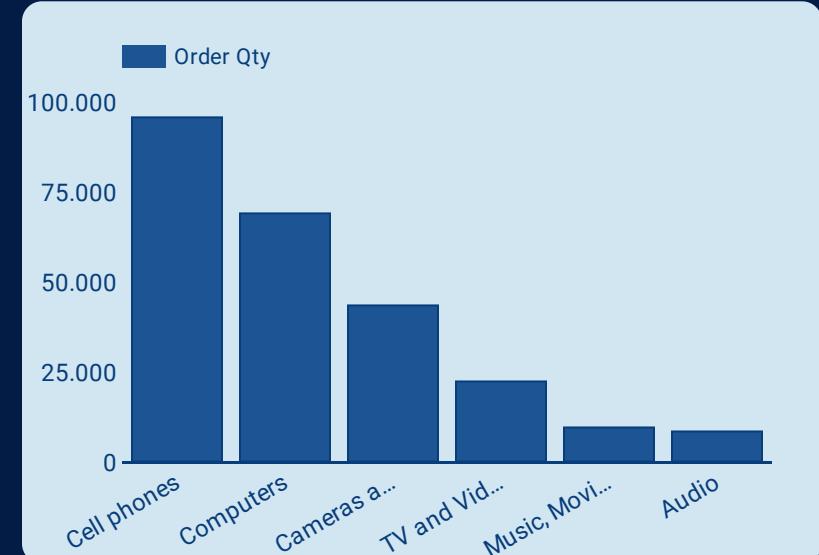
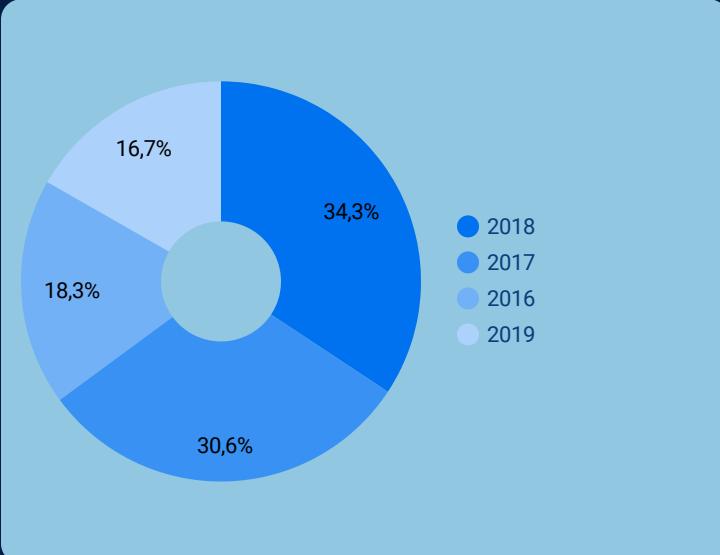
7. Importo cumulativo delle vendite per ogni prodotto

Product Name	Order Qty ▾
Contoso In-Line Coupler E180 Sil...	
Headphone Adapter for Contoso...	
Contoso Rubberized Snap-On Co...	
Contoso In-Line Coupler E180 W...	
Contoso Rubberized Skin BlackB...	
Cigarette Lighter Adapter for Co...	
Contoso Rubberized Snap-On Co...	
Contoso Touch Stylus Pen E150 ...	
Cigarette Lighter Adapter for Co...	
Contoso Original K1m Li-Ion Sta...	



City	Order Qty ▾
Beijing	
North Harford	
Bethesda	
Berlin	
Seattle	
Paris	
Hong Kong	
Tokyo	

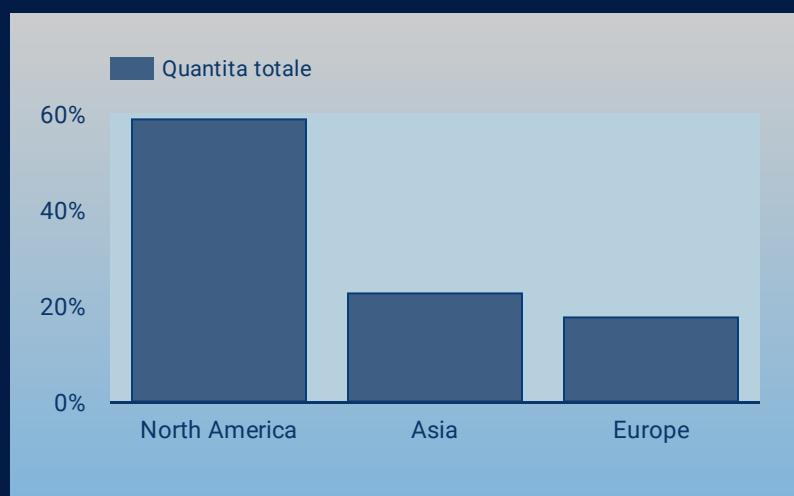
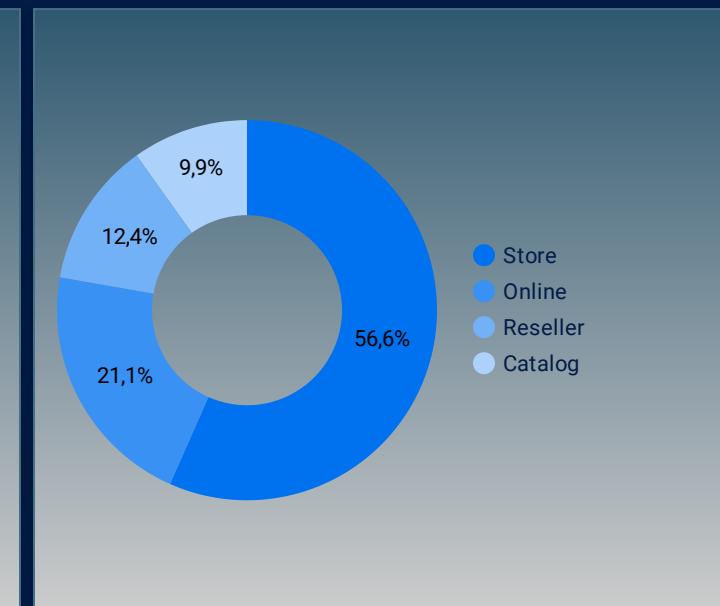
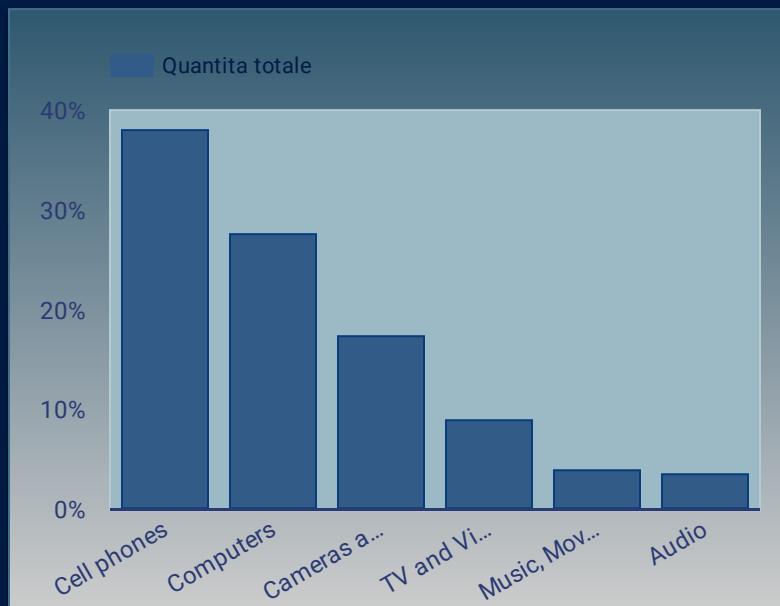
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8. Percentuale delle vendite di ogni prodotto rispetto al totale

Quantita totale
251.126

Product Name	Quantita totale
Contoso In-Line Coupler E180 Sil...	2,7%
Headphone Adapter for Contoso...	1,86%
Contoso Rubberized Snap-On Co...	1,82%
Contoso In-Line Coupler E180 W...	1,62%
Contoso Rubberized Skin BlackB...	1,42%
Cigarette Lighter Adapter for Co...	1,4%
Contoso Rubberized Snap-On Co...	1,31%
Contoso Touch Stylus Pen E150 ...	1,22%
Cigarette Lighter Adapter for Co...	1,15%
Contoso Optical Mouse C...	1,11%



Country	Quantita totale
United States	57,29%
China	14,1%
Germany	7,08%
France	4,72%
United Kingdom	2,33%