

Sales & Returns Analysis



Sales

Returns

Operations

Customer

Total Sales

1.92M

Total Profit

224.08K

Total Margin %

11.64%

Total Order

1K

Return Rate %

0.01

Manager

Chris

Erin

Sam

William

Region

Central

East

South

West

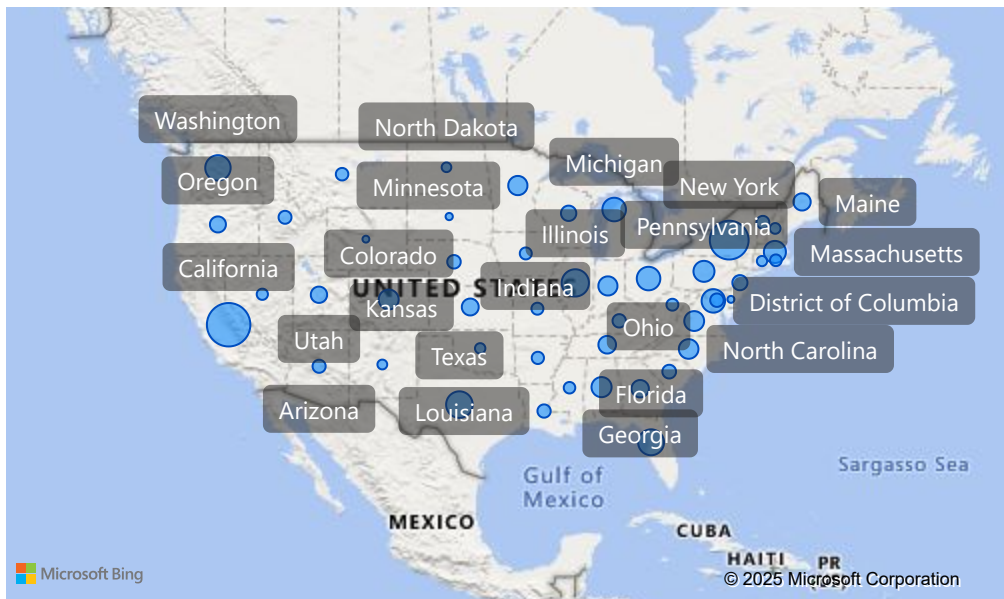
Product Category

Furniture

Office Supplies

Technology

Sales by State/Province.



Date

01-01-2015

31-12-2015

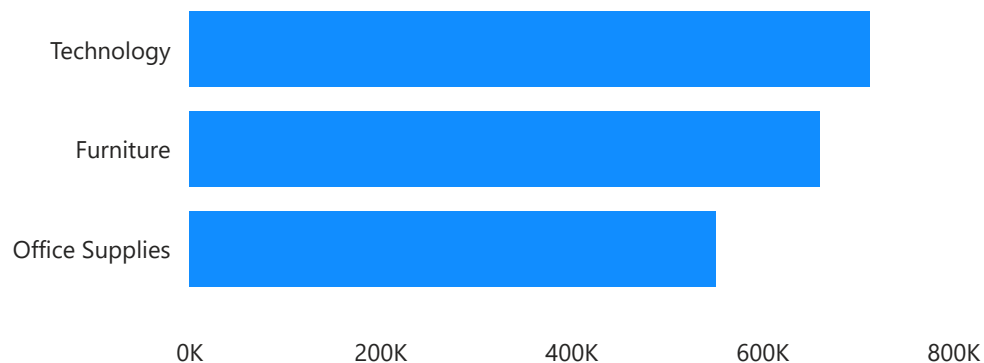
Return Status

All

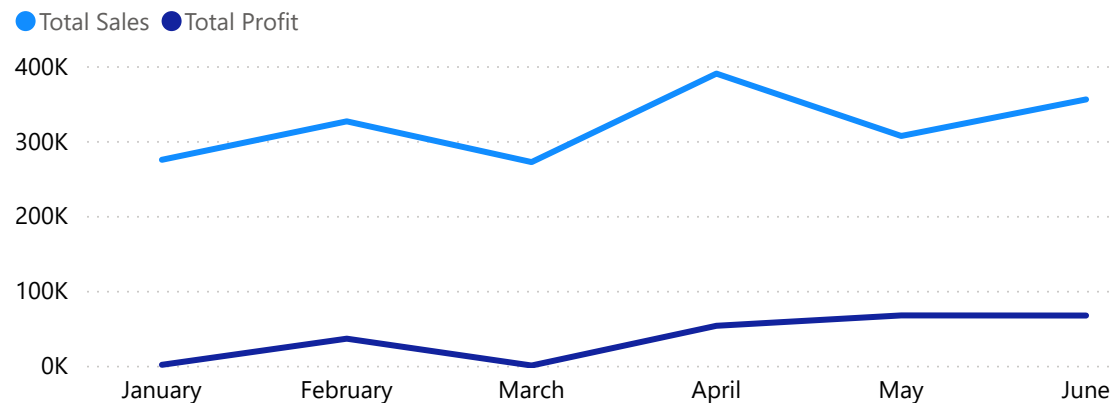
Customer Segment

All

Sales by Product Category & Sub-Category



Monthly Sales & Profit trend



Sales & Returns Analysis



Sales

Returns

Operations

Customer

Top 10 Customers by Sales

Customer Name	Sum of Sales
---------------	--------------

Andrew Levine	16,792.21
Erin Ballard	20,565.99
Kristine Connolly	50,475.31
Lee Xu	20,640.35
Neal Wolfe	17,390.24
Nina Horne Kelly	48,295.12
Rosemary O'Brien	29,916.01
Tammy Raynor	18,642.71
Toni Swanson	32,194.12
Yvonne Mann	28,779.13

Total	2,83,691.19
--------------	--------------------

Total Sales

1.92M

Total Profit

224.08K

Total Margin %

11.64%

Total Order

1K

Return Rate %

0.01

Date

01-01-2015

31-12-2015



Return Status

All

Customer Segment

All

Manager

Chris

Erin

Sam

William

Region

Central

East

South

West

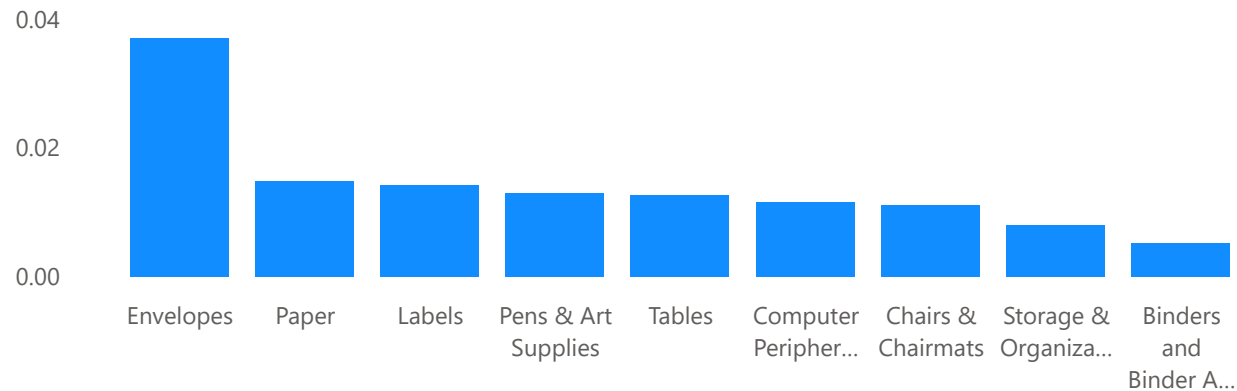
Product Category

Furniture

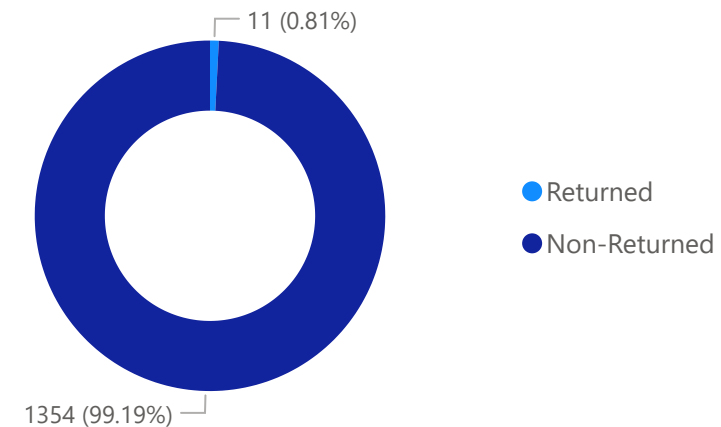
Office Supplies

Technology

Return Rate % by Product Sub-Category



Returned vs Non-Returned Orders



Sales & Returns Analysis



Sales

Returns

Operations

Customer

Total Sales

1.92M

Total Profit

224.08K

Total Margin %

11.64%

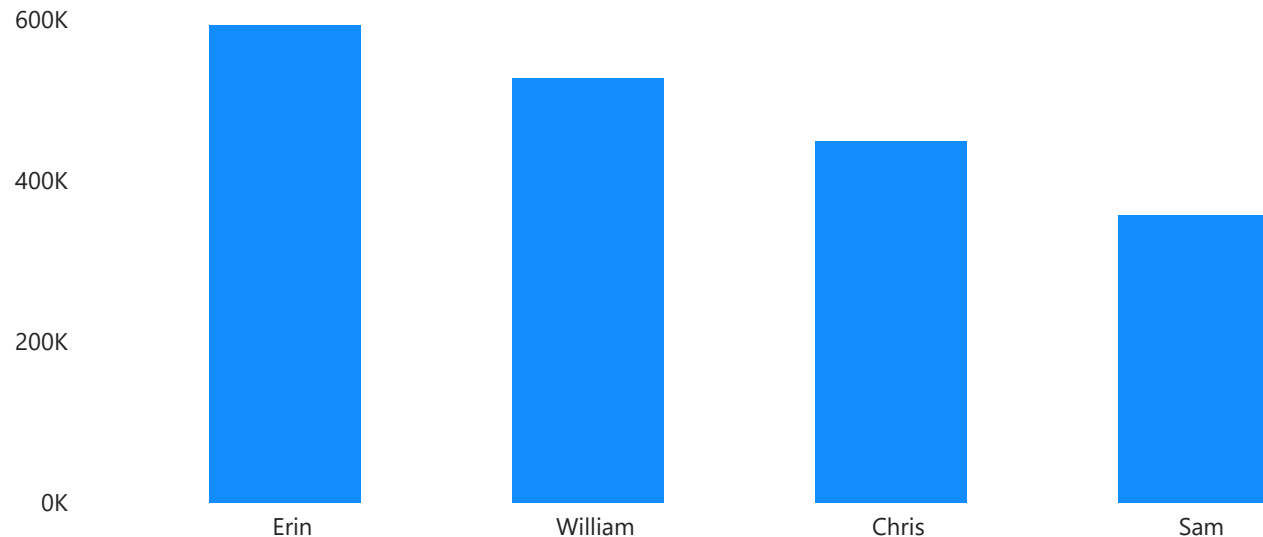
Total Order

1K

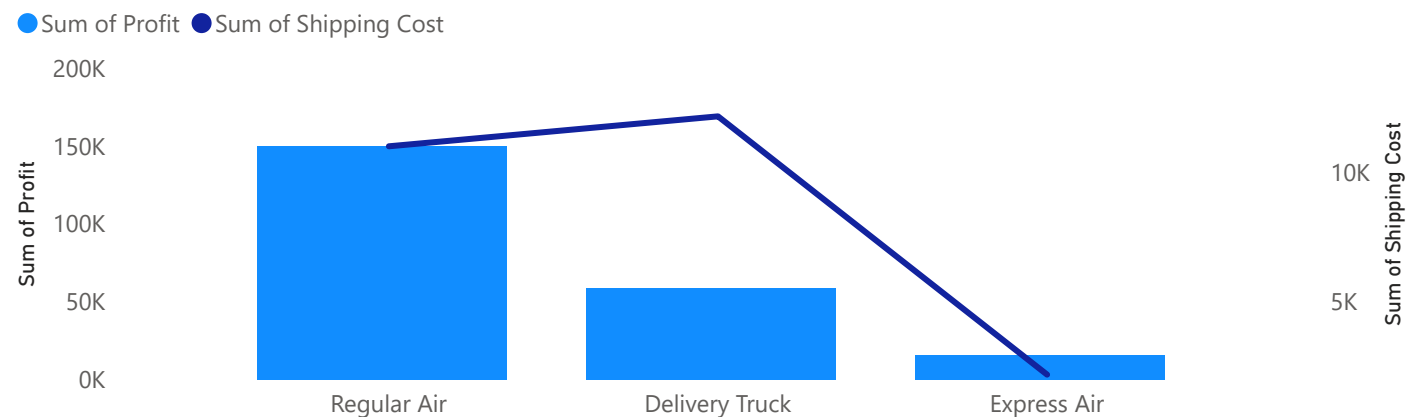
Return Rate %

0.01

Sales by Manager



Shipping Cost vs Profit by Ship Mode.



Manager

Chris

Erin

Sam

William

Region

Central

East

South

West

Product Category

Furniture

Office Supplies

Technology

Date

01-01-2015

31-12-2015

Customer Segment

All

Return Status

All



Sales & Returns Analysis



Sales

Returns

Operations

Customer

Total Sales

18.64K

Total Profit

2.46K

Total Margin %

13.20%

Total Order

2

Return Rate %

--

Date

01-01-2015



31-12-2015



Customer Segment

All

Return Status

All

Tammy Raynor

First Customer Name

Order ID	Order Date	Product Name	Product Category	Product Sub-Category	Sum
7623	28 April 2015	Honeywell Enviracaire Portable HEPA Air Cleaner for 17' x 22' Room	Office Supplies	Appliances	
7623	28 April 2015	US Robotics 56K V.92 Internal PCI Faxmodem	Technology	Computer Peripherals	
7623	28 April 2015	Xerox 1941	Office Supplies	Paper	
56486	28 May 2015	Xerox 1947	Office Supplies	Paper	

Total