



Sales Analysis

Click on the items below to drill into the analytics

Overview



**Order
Analysis**



**Customer
Analysis**



**Product
Analysis**



**Shipping
Analysis**





KPIs

1590

Total Customers

25K

Total Orders

62M

Total revenue

1M

Total profit

178K

Total quantity



1.4M

Total shipping cost

10K

Total Products

4

Avg Shipping days per Order

14%

Avg Discount per Order

Clear all slicers

Market

All

Order Priority

- ☐ Critical
- ☐ High
- ☐ Low
- ☐ Medium

Category

Furniture

Office Supplies

Technology

Profit Status

- ☐ Loss
- ☐ No profit no loss
- ☐ Profit

Order Date

01-01-2011



31-12-2014



Profit status

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office



KPIs

79

Total Customers

92

Total Orders

224K

Total revenue

10K

Total profit

385

Total quantity



5947.0

Total shipping cost

110

Total Products

6

Avg Shipping days per Order

4%

Avg Discount per Order

Clear all slicers

Market

All

Order Priority

- ☐ Critical
- ☐ High
- ☒ Low
- ☐ Medium

Category

Furniture

Office Supplies

Technology

Profit Status

- ☐ Loss
- ☐ No profit no loss
- ☒ Profit

Order Date

01-01-2011

31-12-2014

Profit status

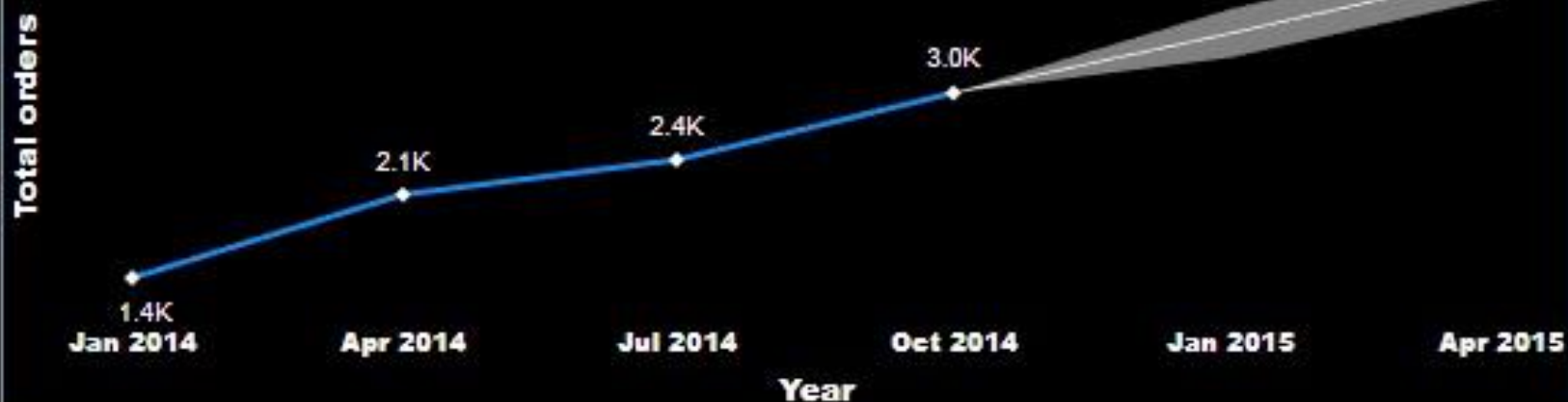
- ☐ Consumer
- ☒ Corporate
- ☐ Home Office



Sales Metrics

- ☐ Total profit
- ☐ Total revenue
- ☐ Total orders
- ☐ Total sales

Trend Order date wise



Order Priorities Comparison





Home office

19%

Consumer Segment Analysis

51%

30%



Corporate



Consumer

Geographical Distribution of Customers



Region Slicer

Select all

Canada

Central

East

North

Oceania

Southeast Asia

Africa

Caribbean

Central Asia

EMEA

North Asia

South

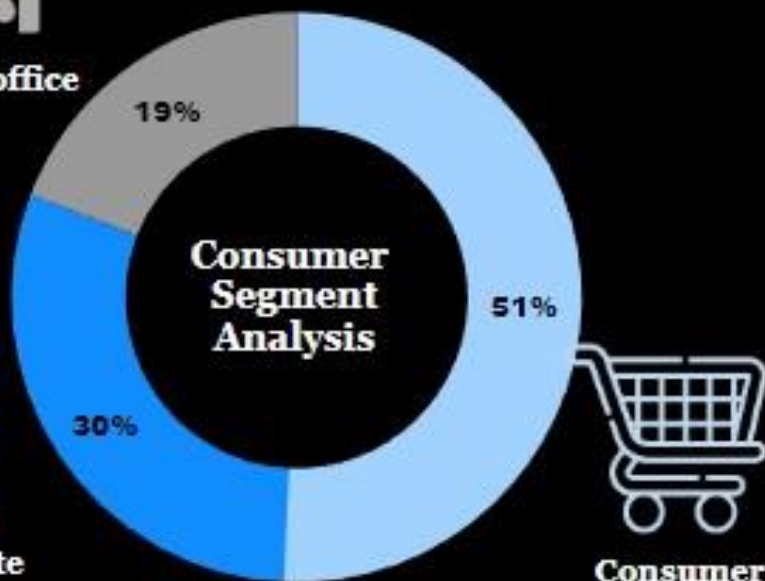
West



Home office



Corporate



Consumer

Geographical Distribution of Customers



Region Slicer

Select all

Canada

Central

East

North

Oceania

Southeast
Asia

Africa

Caribbean

Central Asia

EMEA

North Asia

South

West



Sales analysis of different categories & Sub-Categories

Category	Total orders	Total Products	Total quantity	Total revenue	Total profit	Total sales	Total profit by Order Date
☐ Office Supplies							
Binders	5.4K	742	21.4K	2.3M	72K	0.5M	
Storage	4.5K	648	16.9K	5.5M	108K	1.1M	
Art	4.4K	673	16.3K	1.8M	58K	0.4M	
Paper	3.2K	781	12.8K	1.2M	59K	0.2M	
Labels	2.5K	584	9.3K	0.4M	15K	0.1M	
Envelopes	2.3K	585	8.4K	0.8M	30K	0.2M	
Fasteners	2.3K	571	8.4K	0.4M	12K	0.1M	
Supplies	2.3K	548	8.5K	1.2M	23K	0.2M	
Appliances	1.7K	558	6.1K	5.0M	142K	1.0M	
☐ Technology							
Phones	3.1K	692	11.9K	8.4M	217K	1.7M	
Accessories	2.9K	664	10.9K	3.8M	130K	0.7M	
Copiers	2.1K	520	7.5K	7.2M	259K	1.5M	
Machines	1.4K	499	4.9K	3.7M	59K	0.8M	
☐ Furniture							
Chairs	3.2K	619	12.3K	7.4M	140K	1.5M	
Furnishings	3.0K	684	11.2K	1.9M	47K	0.4M	
Bookcases	2.3K	559	8.3K	7.1M	162K	1.5M	
Tables	0.8K	366	3.1K	3.7M	-64K	0.8M	



Shipping cost Analysis

