



CONTOSO

Sales 2025

351M

Last year 427M

Diff -76M

Profit 2025

199M

Last year 246M

Diff -47M

Sales QTY 2025

1.9M

Last year 1.8M

Diff 109K

Return Rate 2025

1.06%

Last year 1.16%

Diff -0.10%

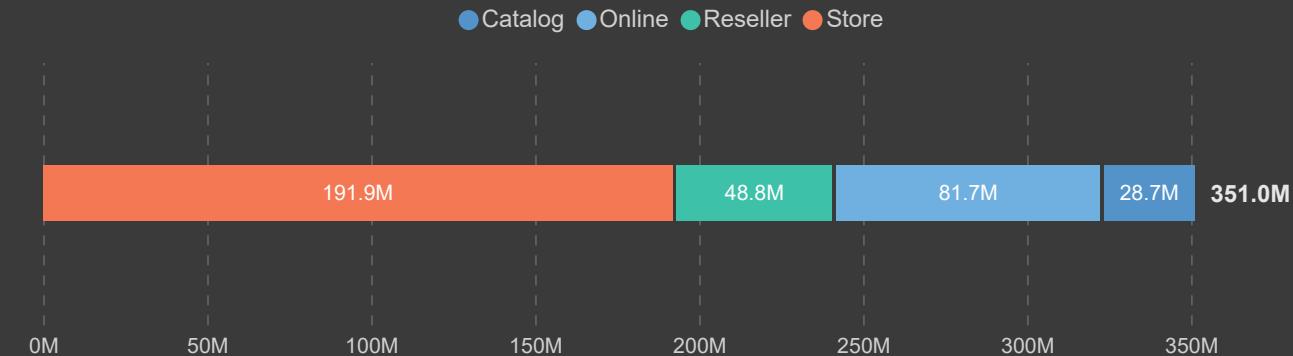
Monthly Profit & Sales trend



Sales vs Target



Total Sales by Store type



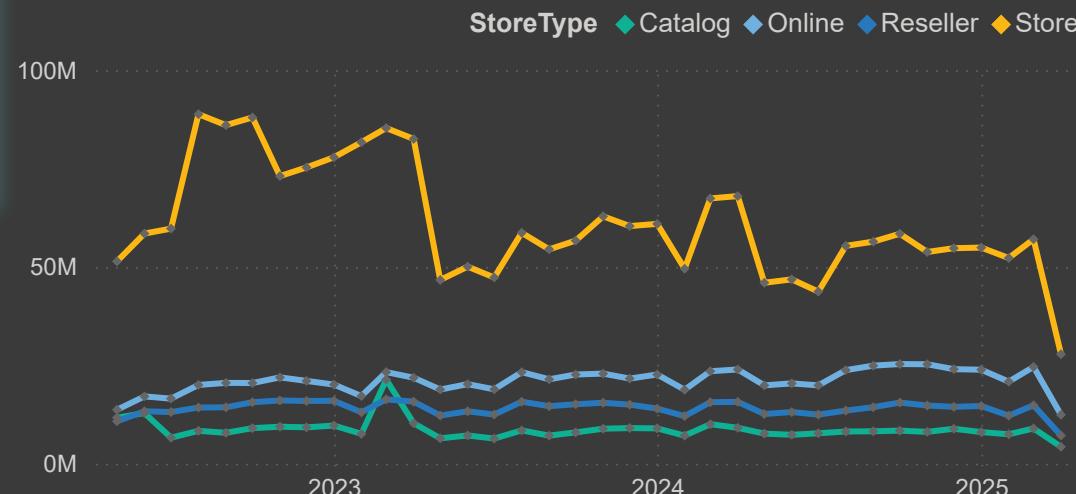


Summary

Store

Product

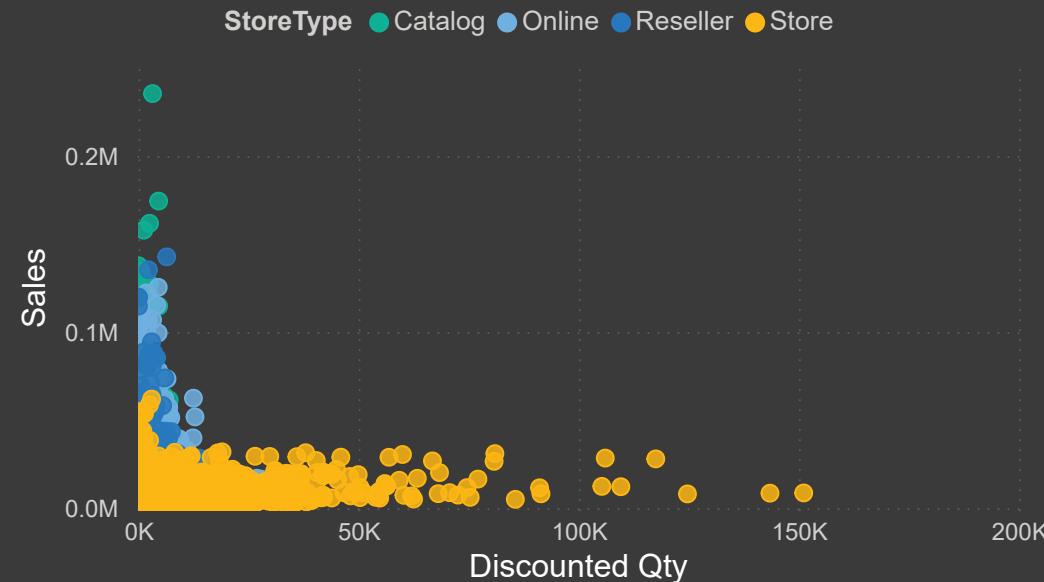
Monthly sales



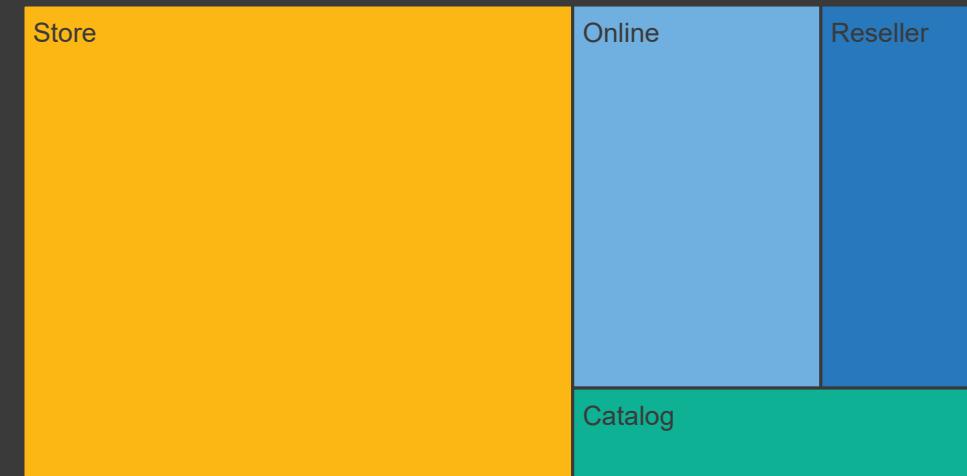
Top 10 store performance

Store name	Sales amount	Sales QTY	Return amount
Catalog Store	313,214,559.75	1391725 ❌	3318129
North America Online Store	274,509,318.22	1249751 ❌	3192463
Asia Online Store	249,479,745.26	1170614 ❌	2831483
Europe Online Store	232,901,437.81	1039541 ❌	2937206
North America Reseller	184,300,665.26	809739 !	2105361
Asia Reseller	165,801,094.92	757766 !	1904994
Europe Reseller	154,798,182.88	692347 !	1978287
Moscow No.2 Store	12,417,780.94	54500 ✓	152115
Sydney No.2 Store	12,073,982.62	57271 ✓	126864
Total	1,599,496,767.64	7223254	18546902

Sales and Discounted product (Correlation)



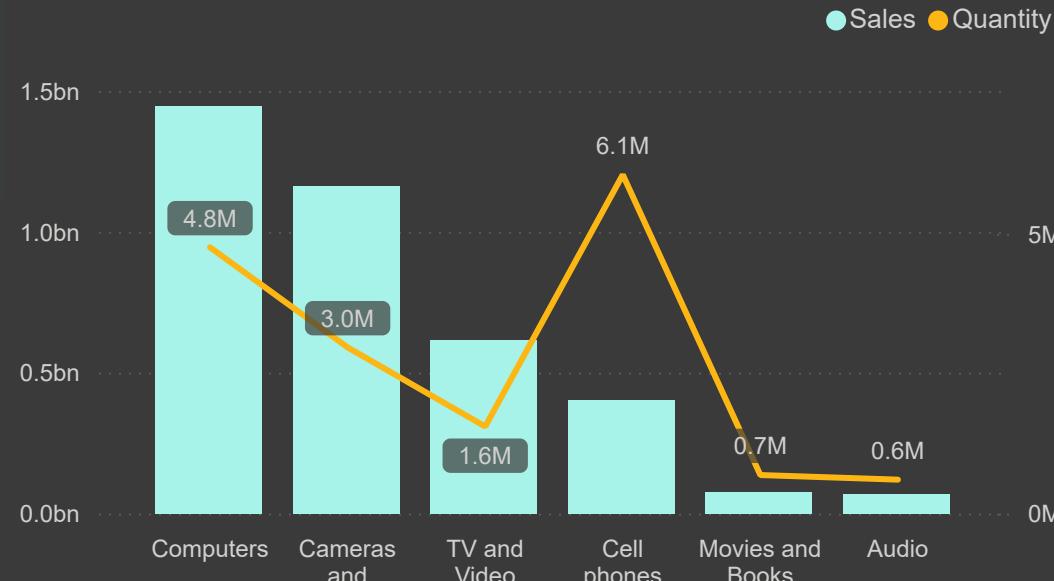
Sales Quantity by Store type





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Sales performance by Product category



Summary

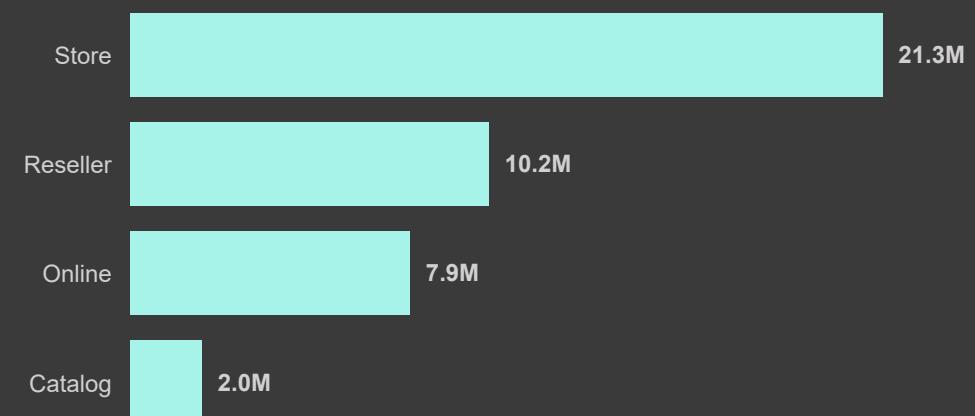
Store

Product

Performance by Product Class

Product class name	Sales	Sales QTY	Return %
Regular	2,343,022,716.48	6,906,677	53.2%
Deluxe	886,014,218.18	1,495,491	12.1%
Economy	543,368,026.65	8,238,066	34.7%
Total	3,772,404,961.31	16,640,234	100.0%

Product stock by Store type



Profit margin by Product Category

