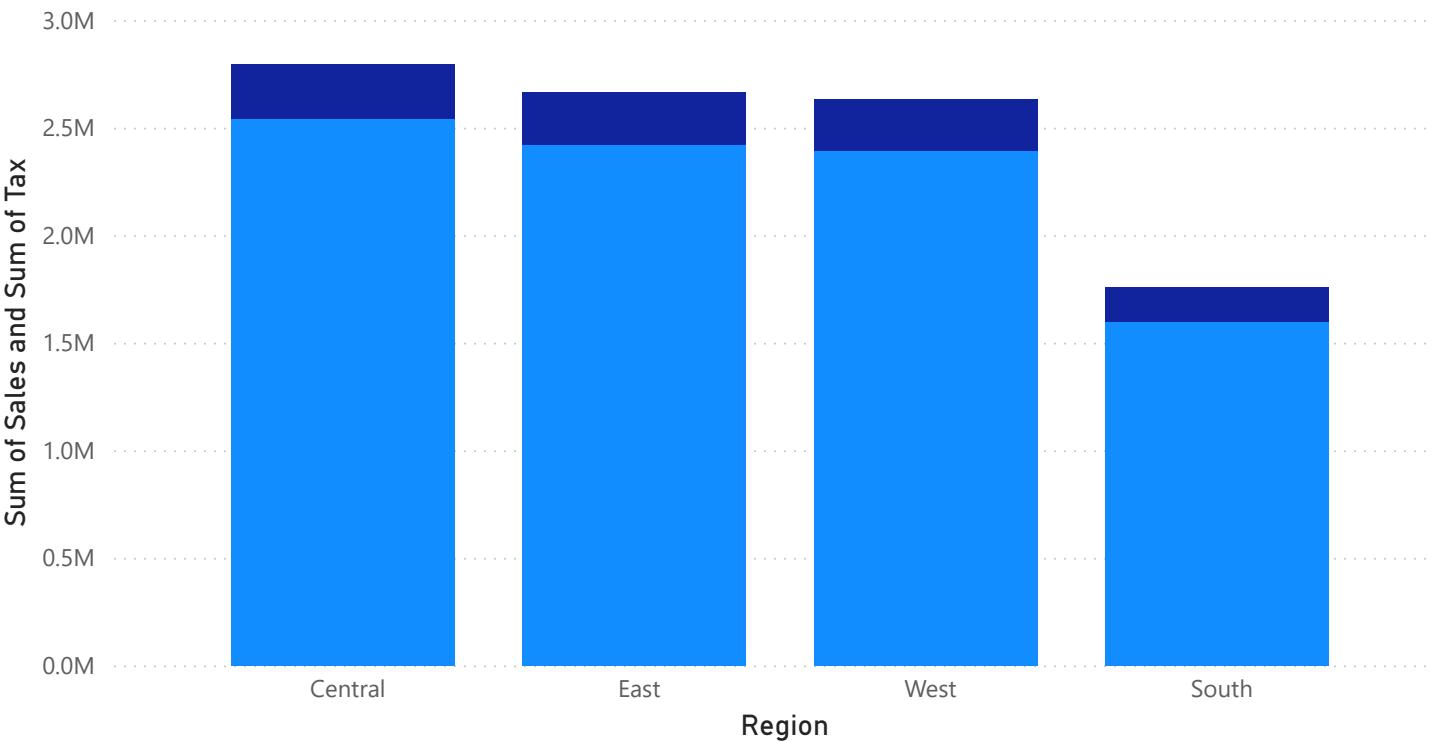


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● Sum of Sales ● Sum of Tax



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● Sum of Sales ● Sum of Tax

3.0M

2.5M

2.0M

1.5M

1.0M

0.5M

0.0M

0.25M

2.54M

0.24M

2.42M

0.24M

2.39M

0.16M

1.60M

Central

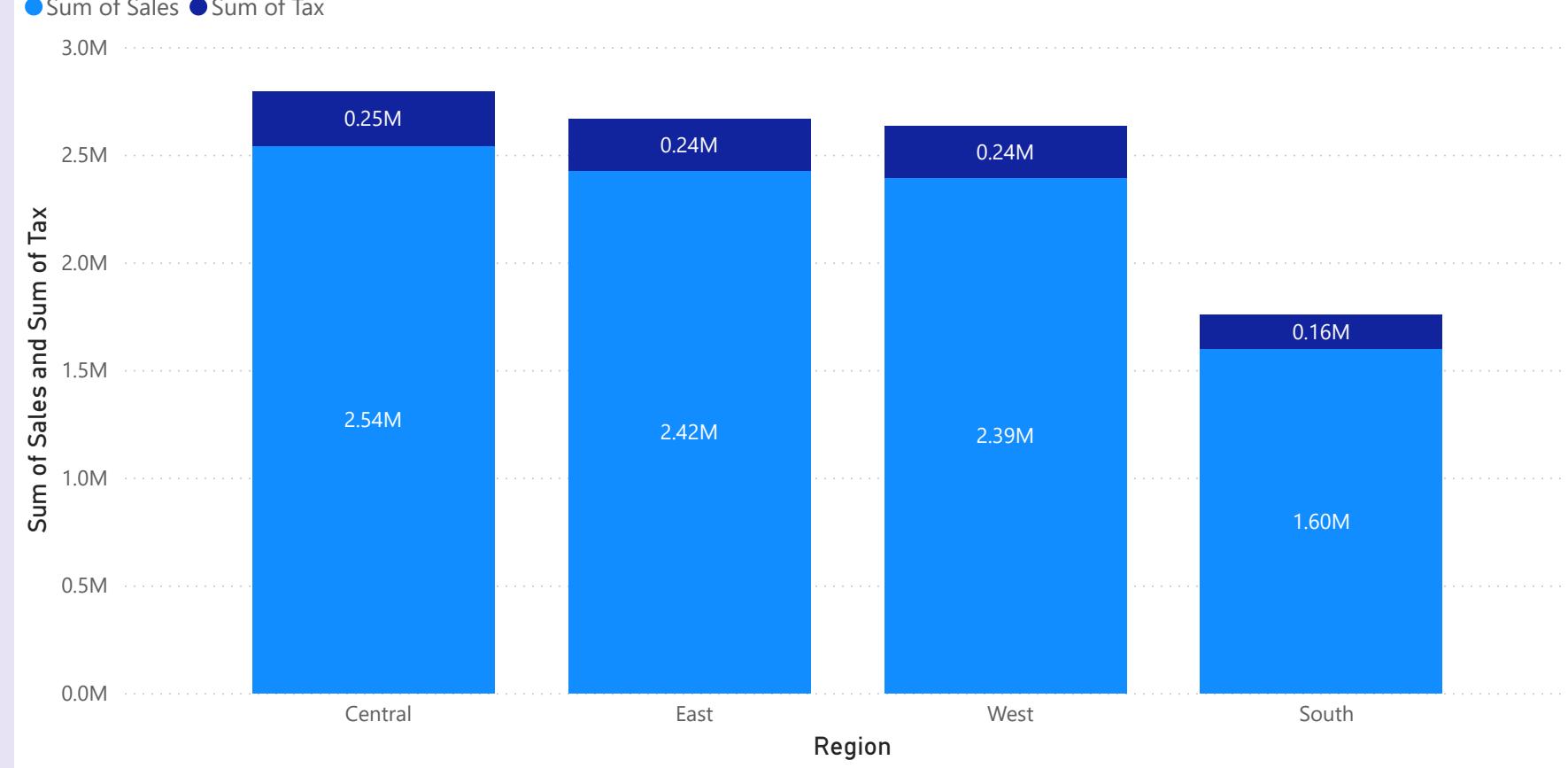
East

West

South

Region

Sum of Sales and Sum of Tax



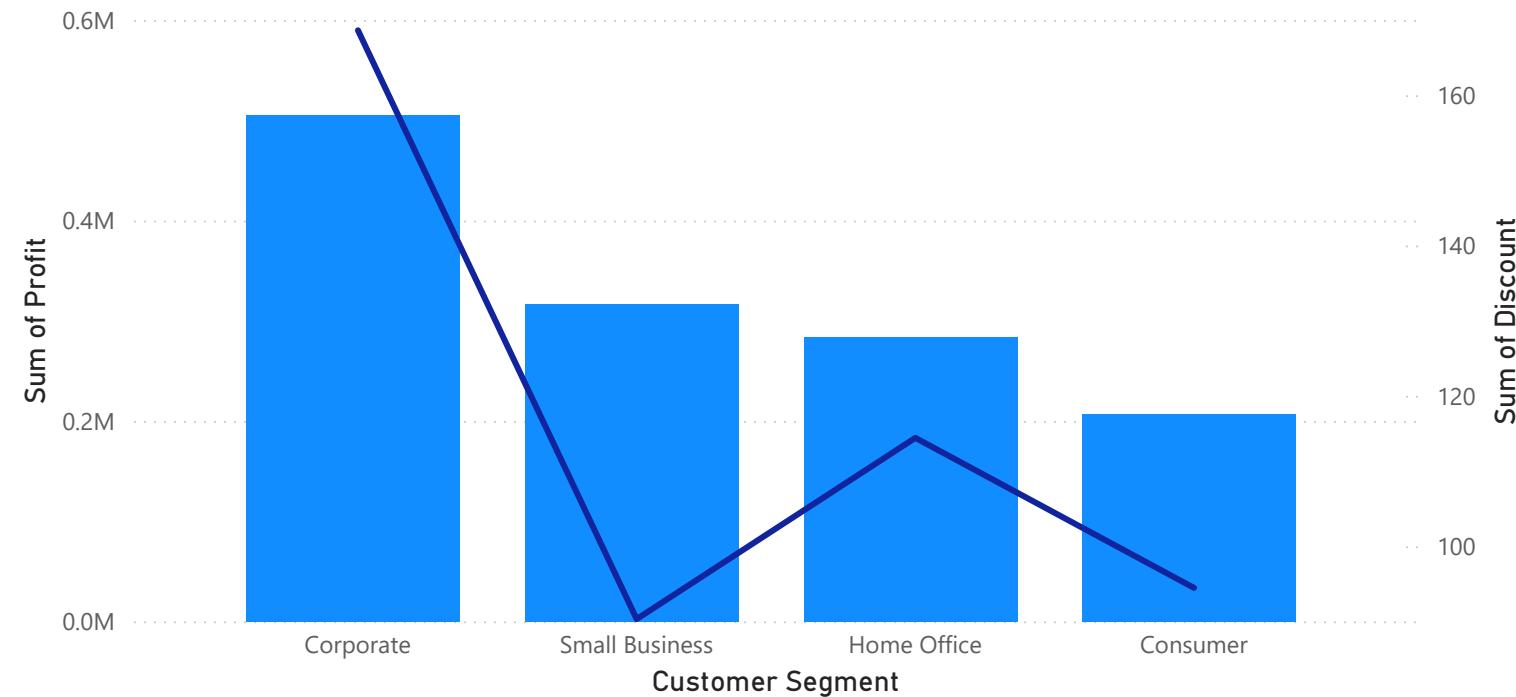
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Sum of Profit and Sum of Discount by Customer Segment

● Sum of Profit ● Sum of Discount



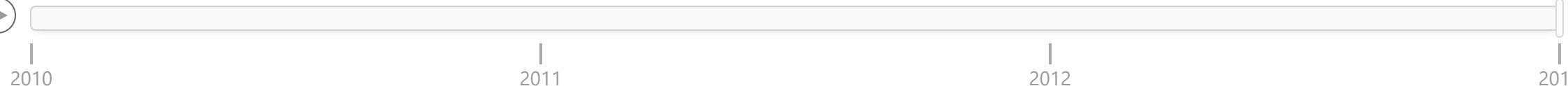
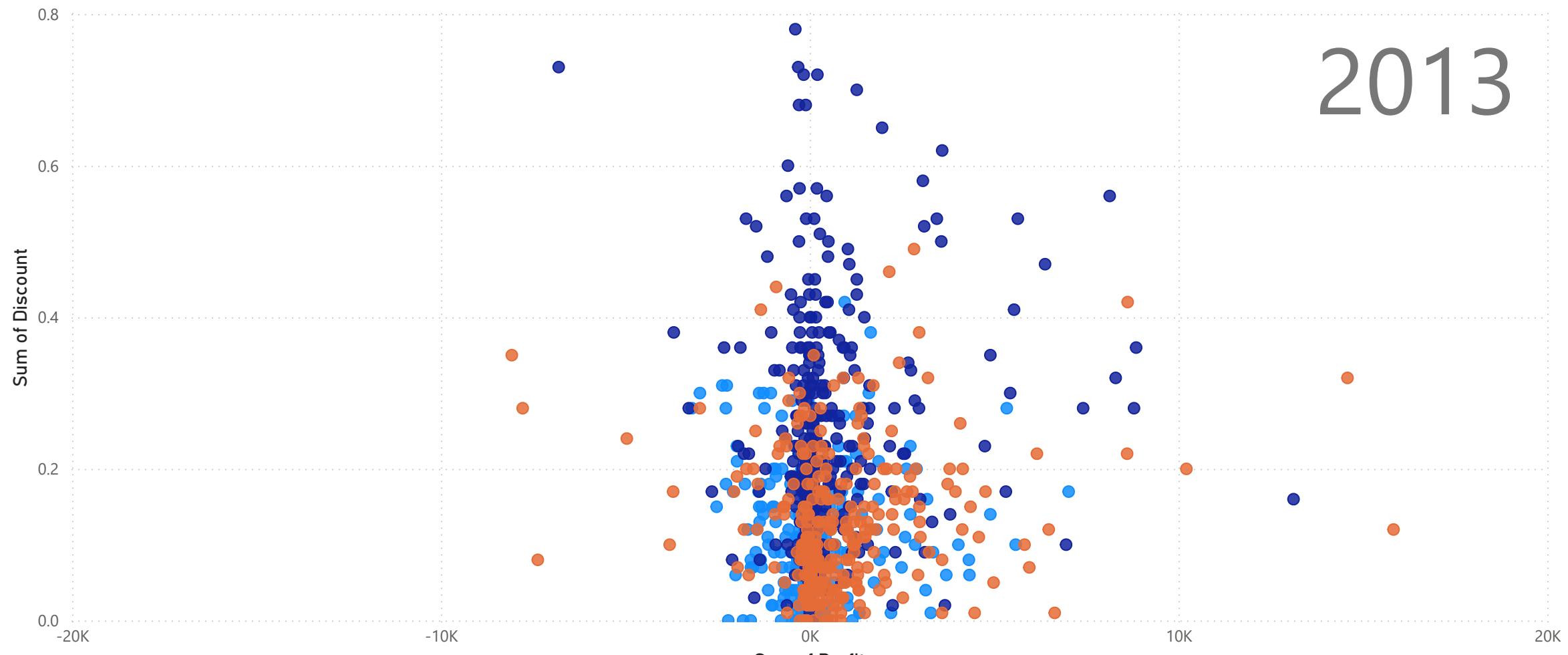
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Sum of Profit and Sum of Discount by Order Date, Product Category and Year

Product Category ● Furniture ● Office Supplies ● Technology



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Sum of Discount and Sum of Profit by City and Customer Segment

Customer Segment • Consumer • Corporate • Home Office • Small Business

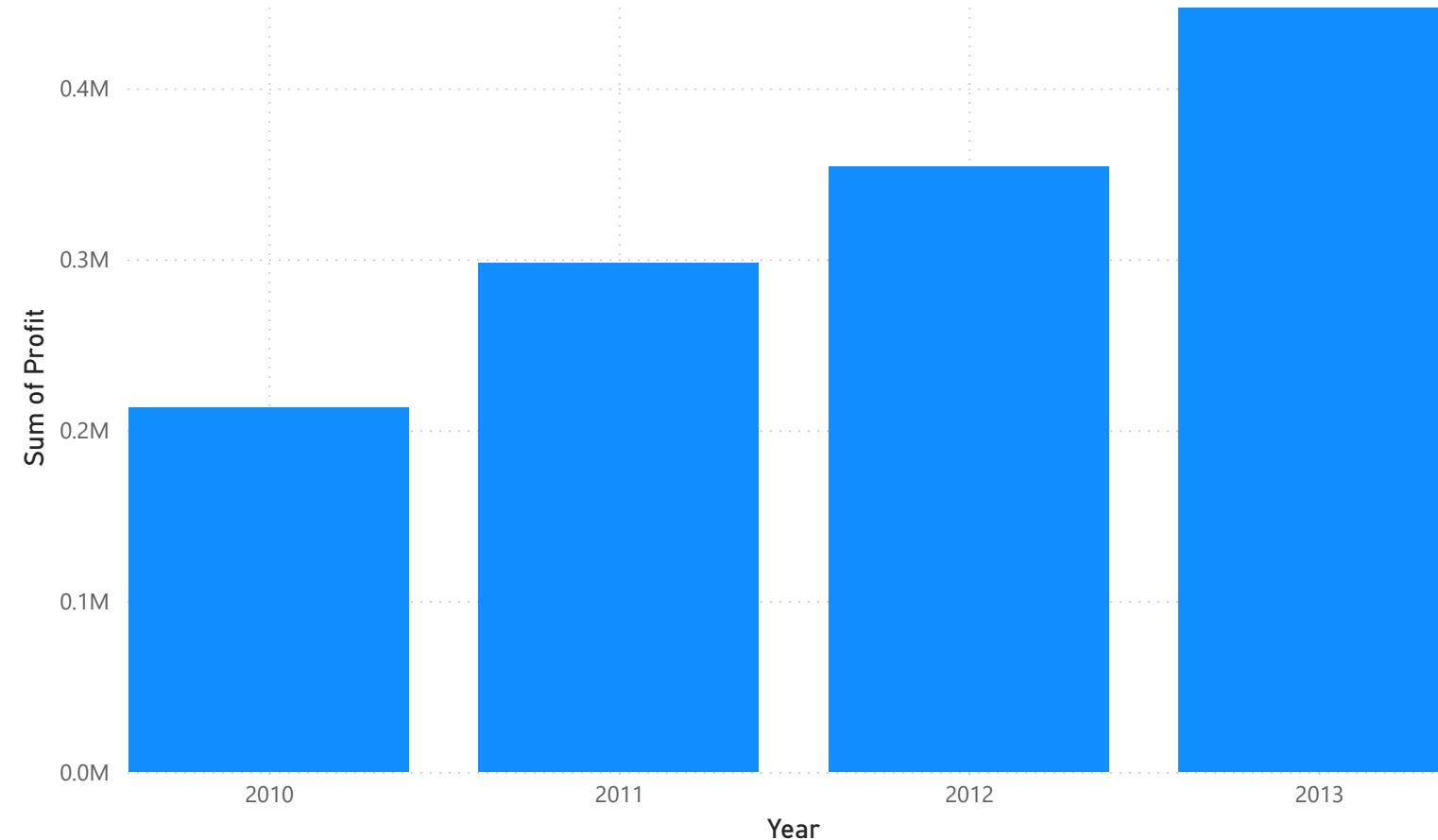


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Sum of Profit by Year

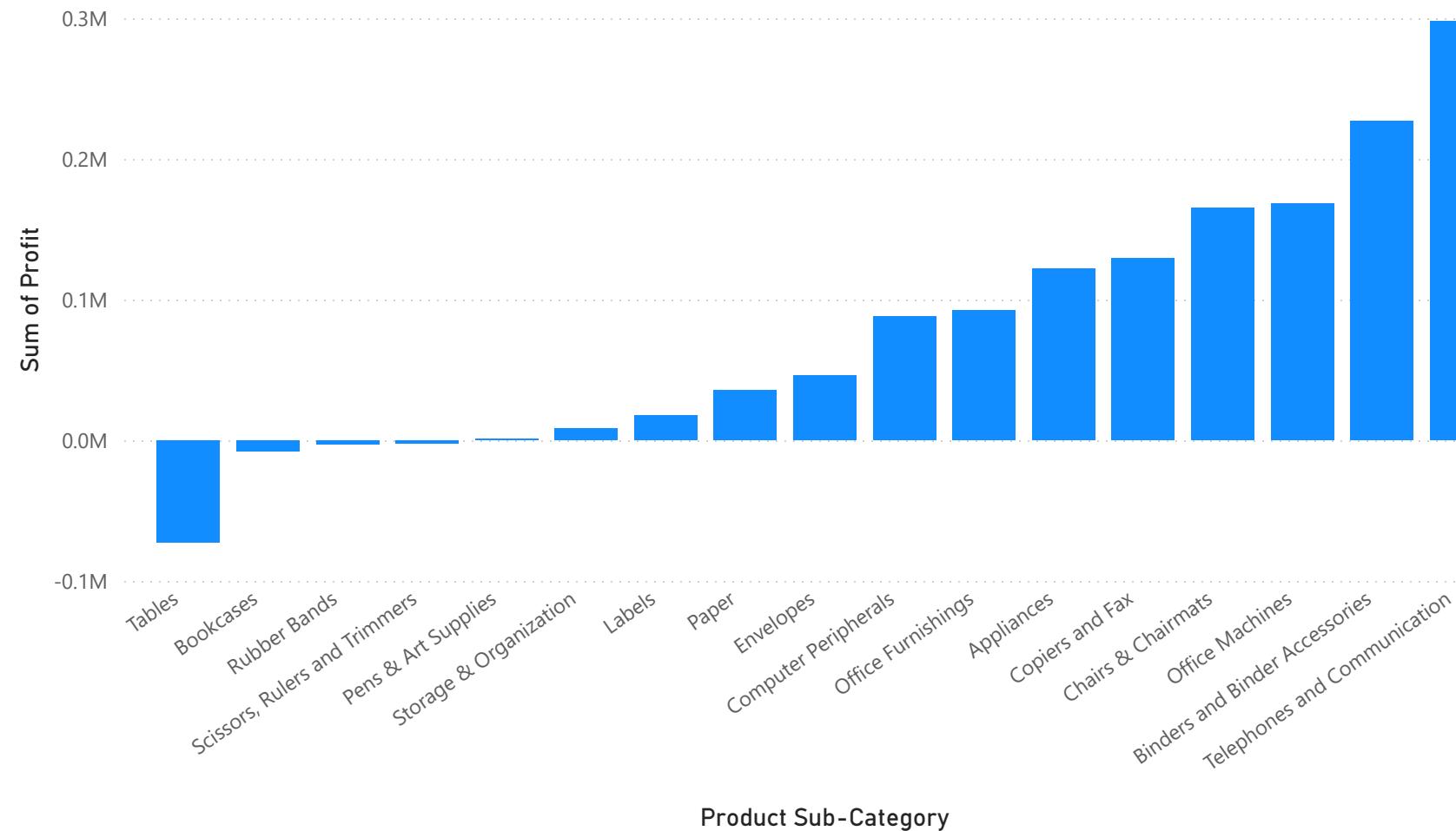


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Sum of Profit by Product Sub-Category



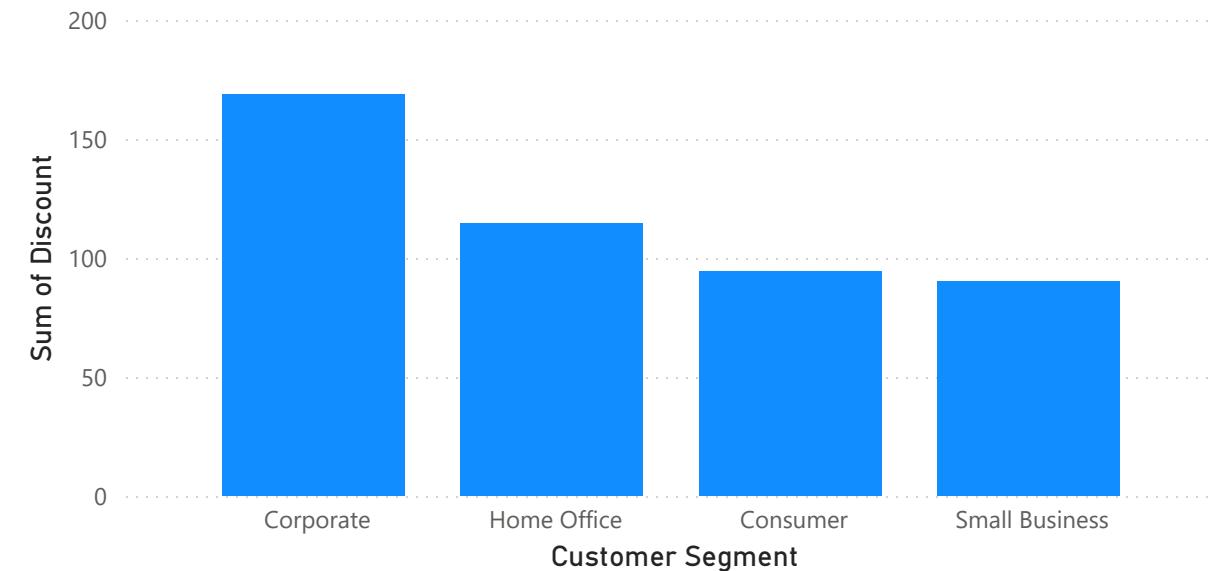
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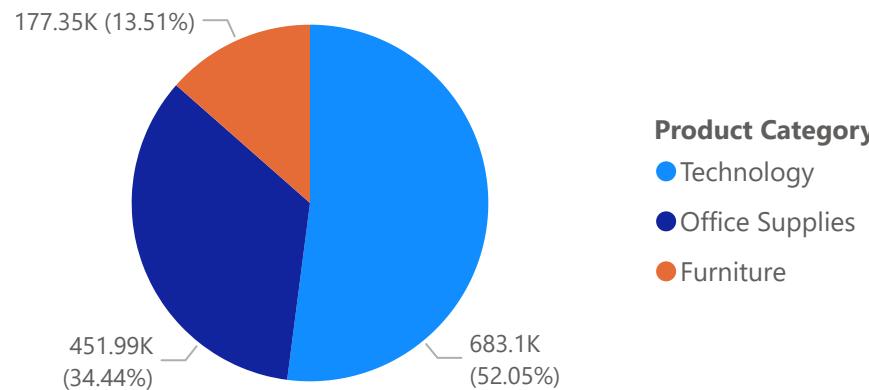
X



Sum of Discount by Customer Segment



Sum of Profit by Product Category



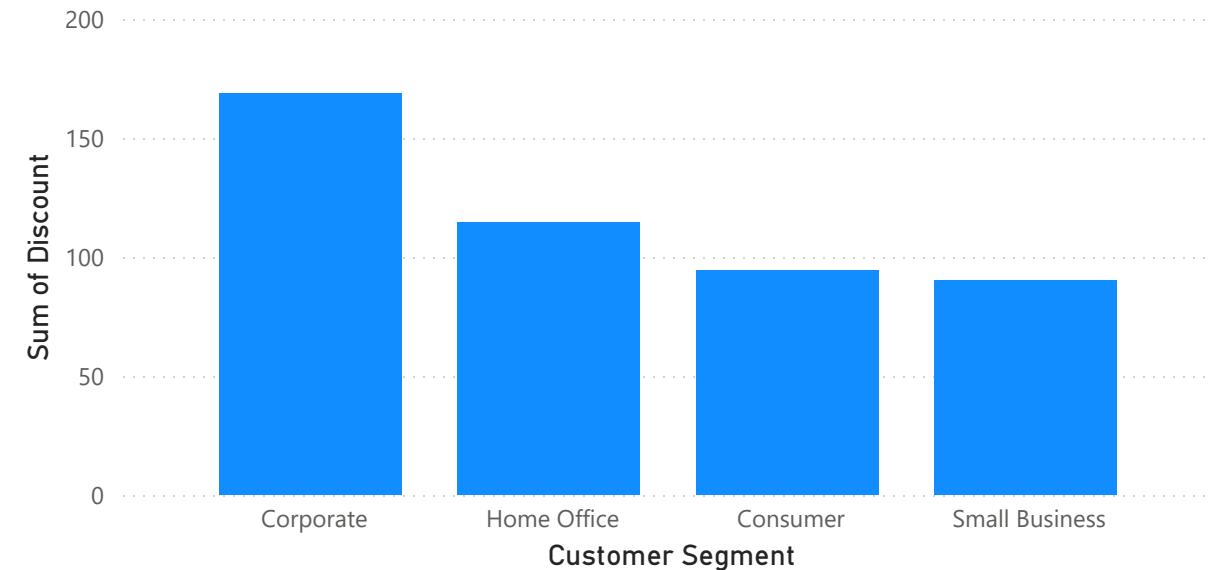
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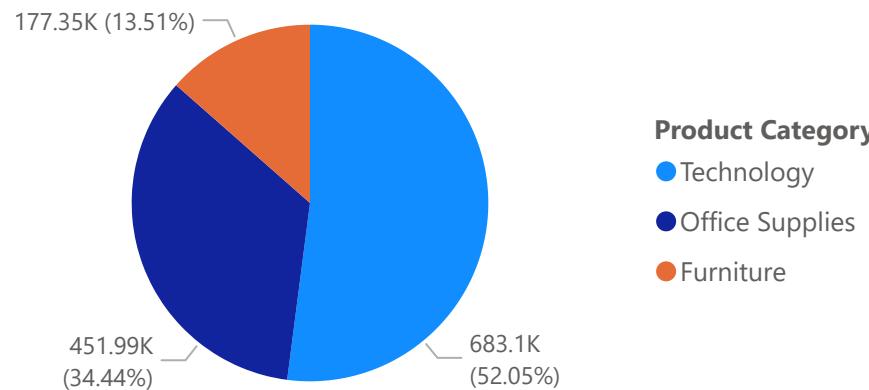
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Sum of Discount by Customer Segment



Sum of Profit by Product Category

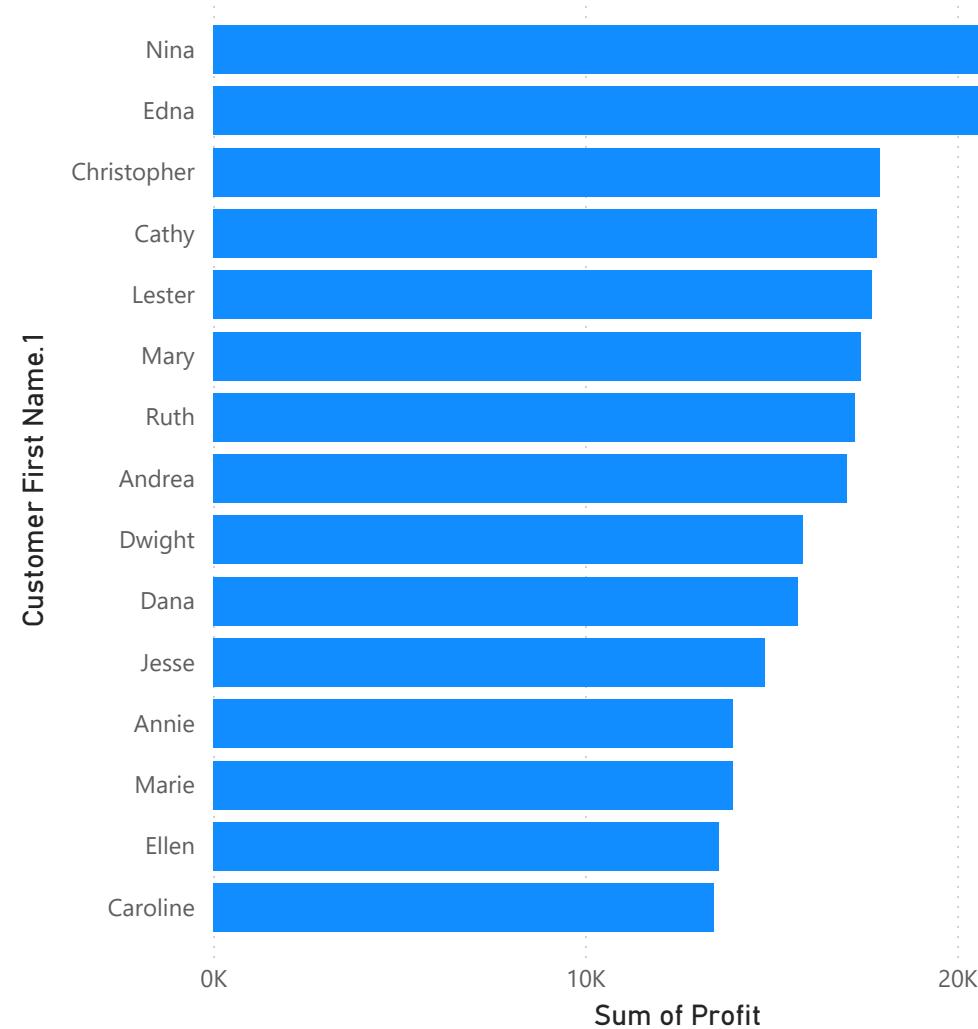


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Sum of Profit by Customer First Name.1

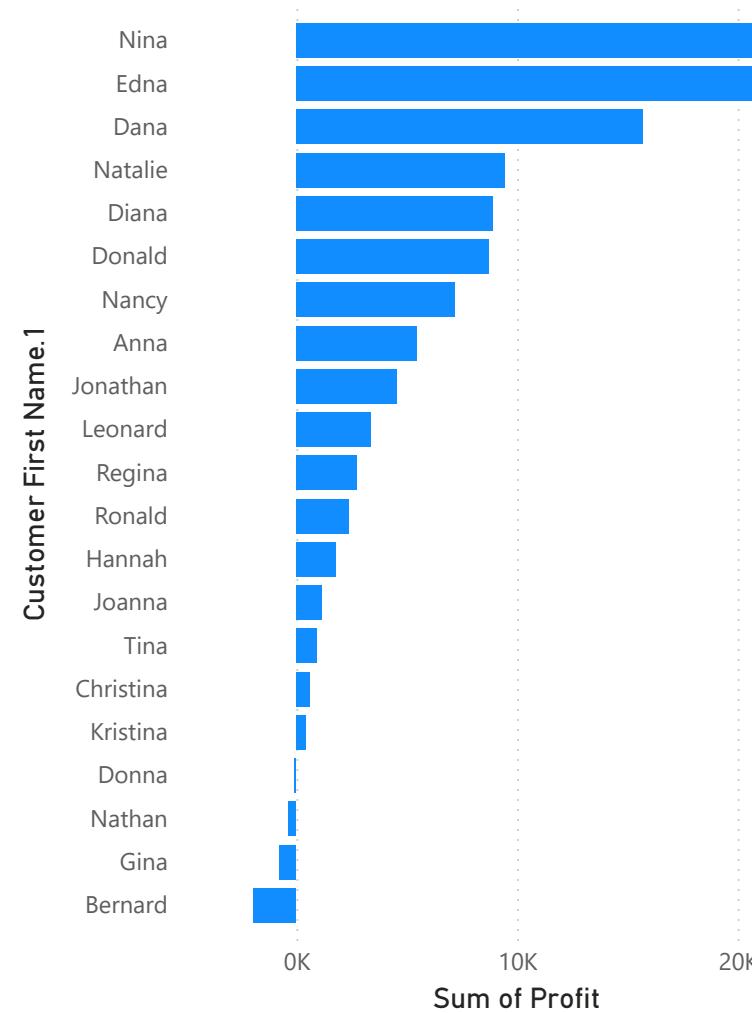


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Sum of Profit by Customer First Name.1

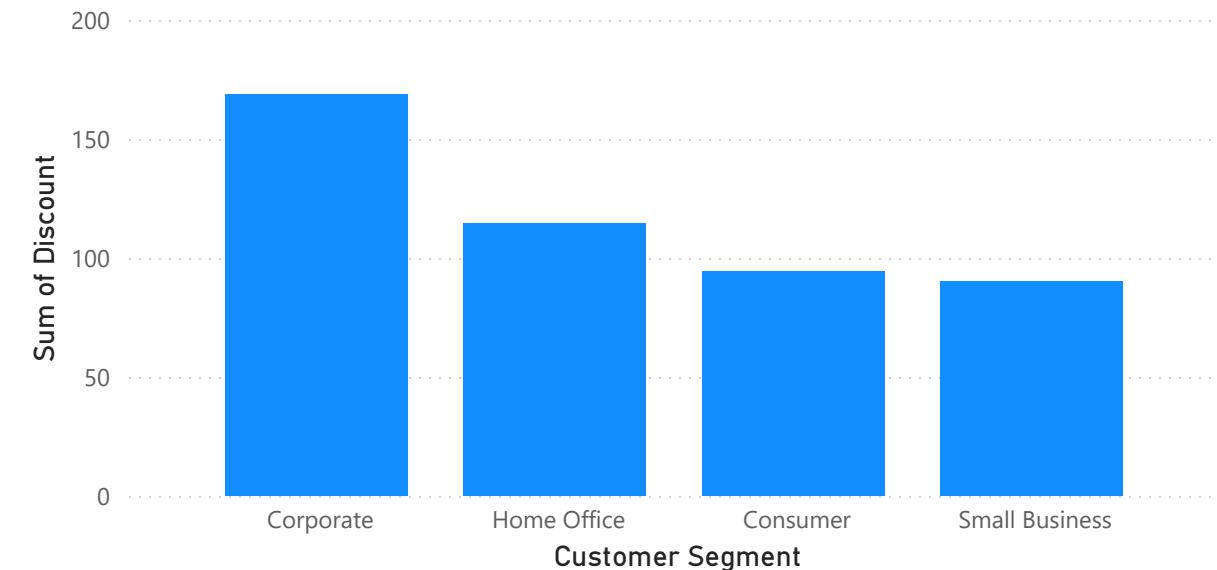


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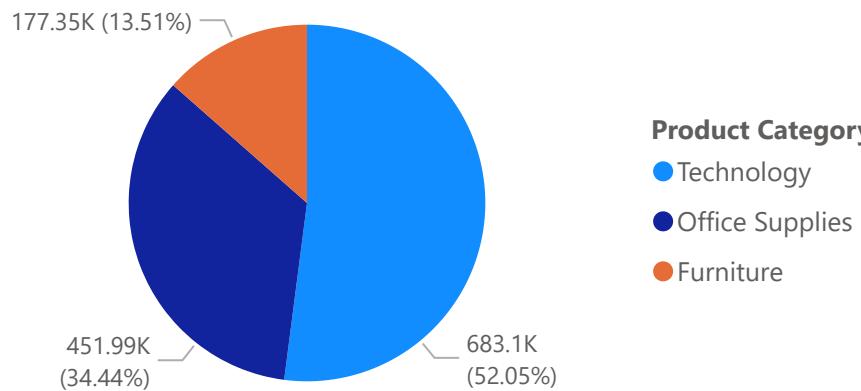
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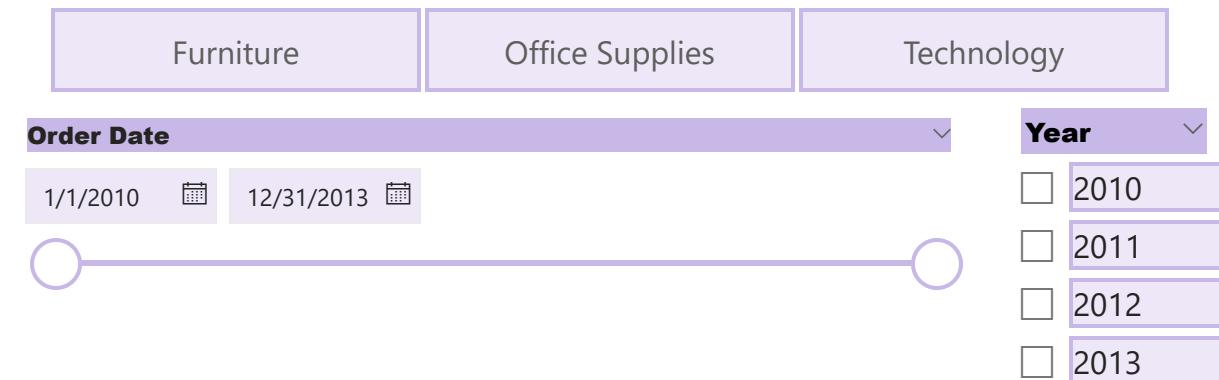
Sum of Discount by Customer Segment



Sum of Profit by Product Category



Product Category

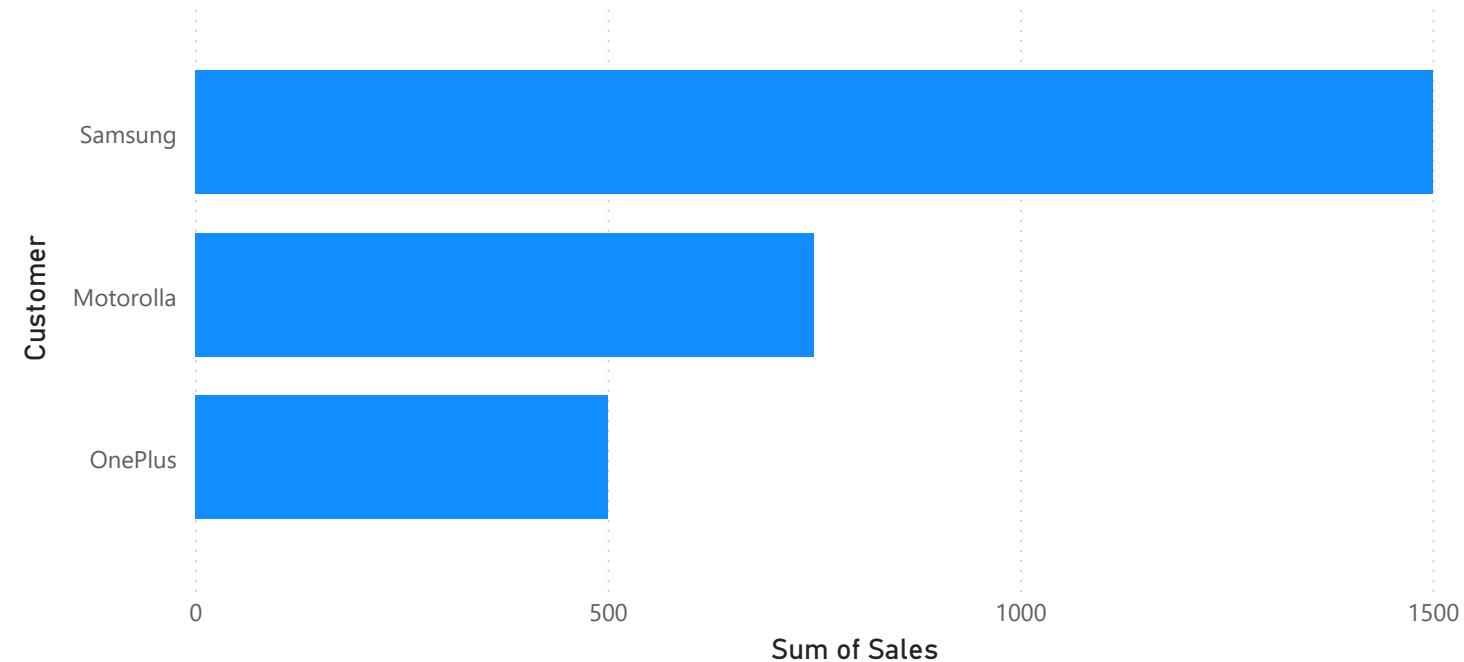


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Sum of Sales by Customer



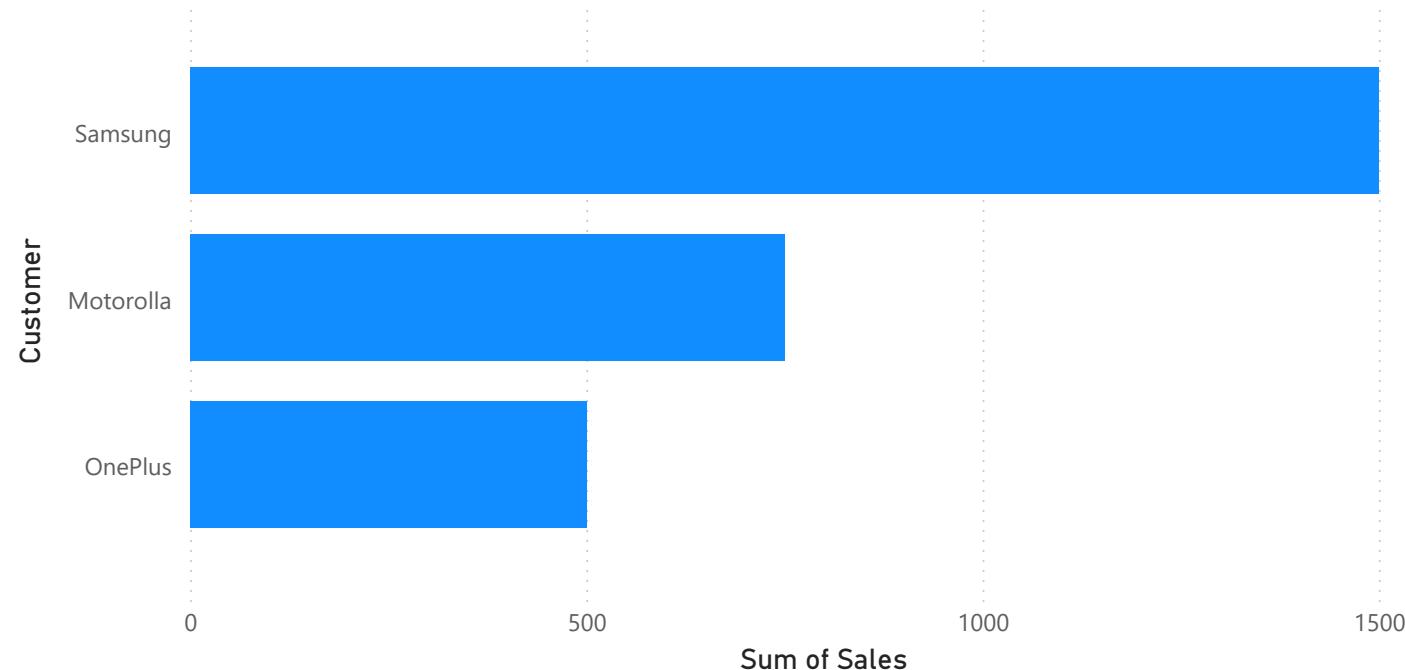
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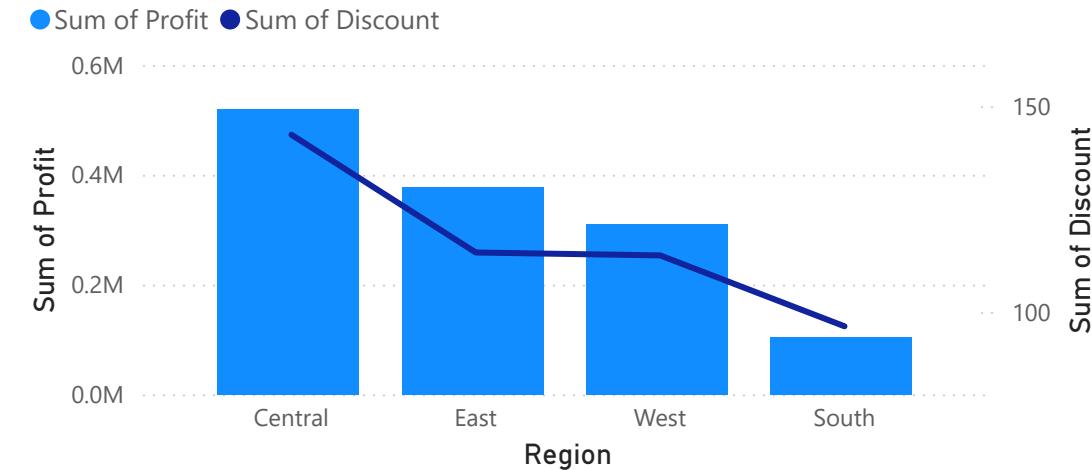
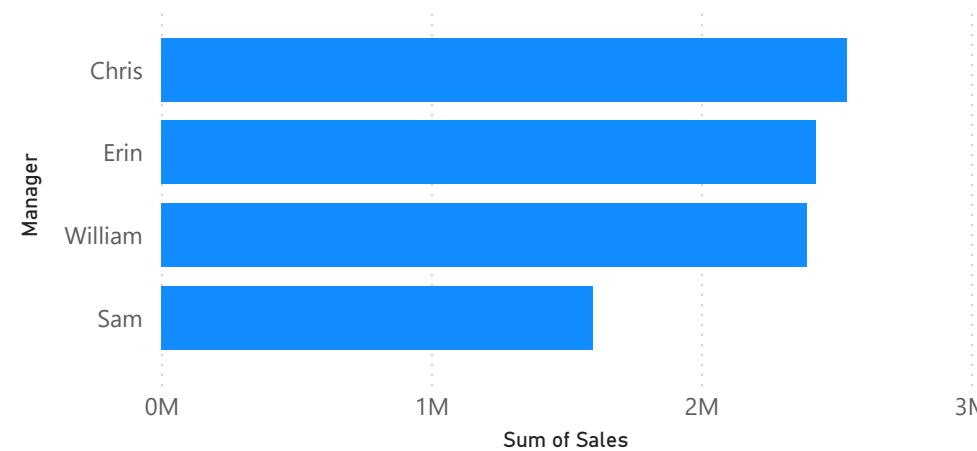
Sales Report

Sum of Sales by Customer

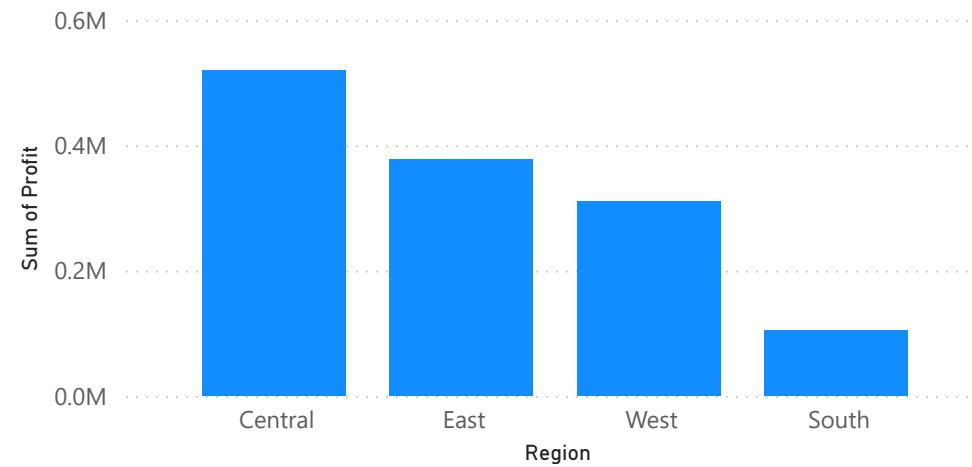


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Sum of Profit by Region



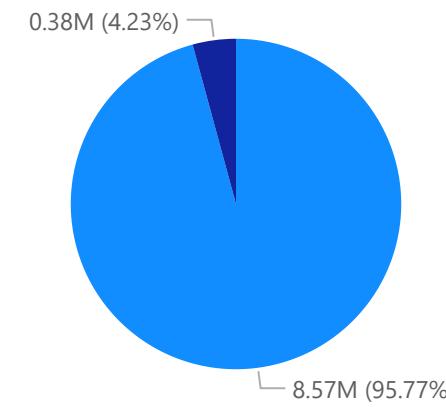
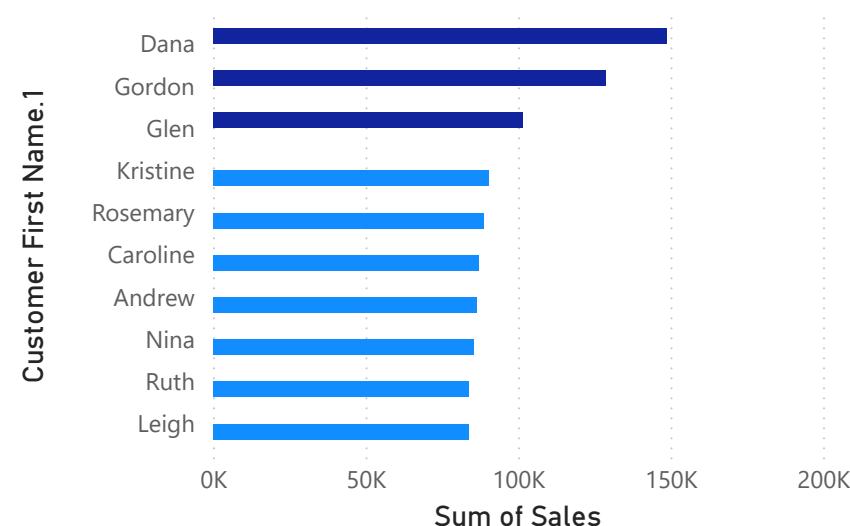
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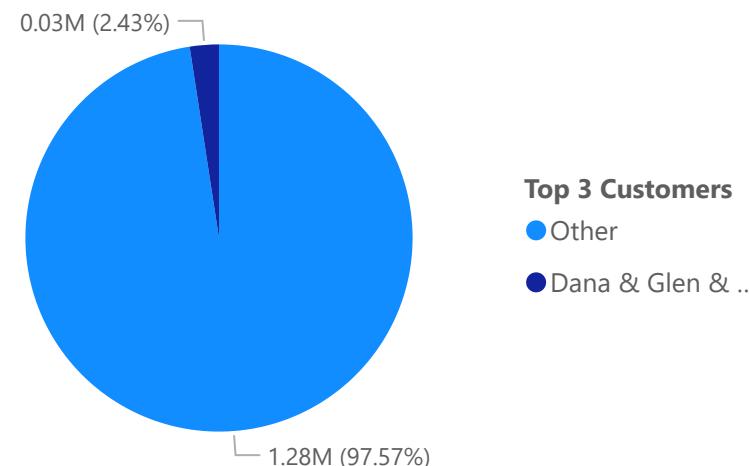
Customers

Top 3 Customers ● Dana & Glen & Gordon ● Other



Top 3 Customers
● Other
● Dana & Glen ...

Sum of Profit by Top 3 Customers



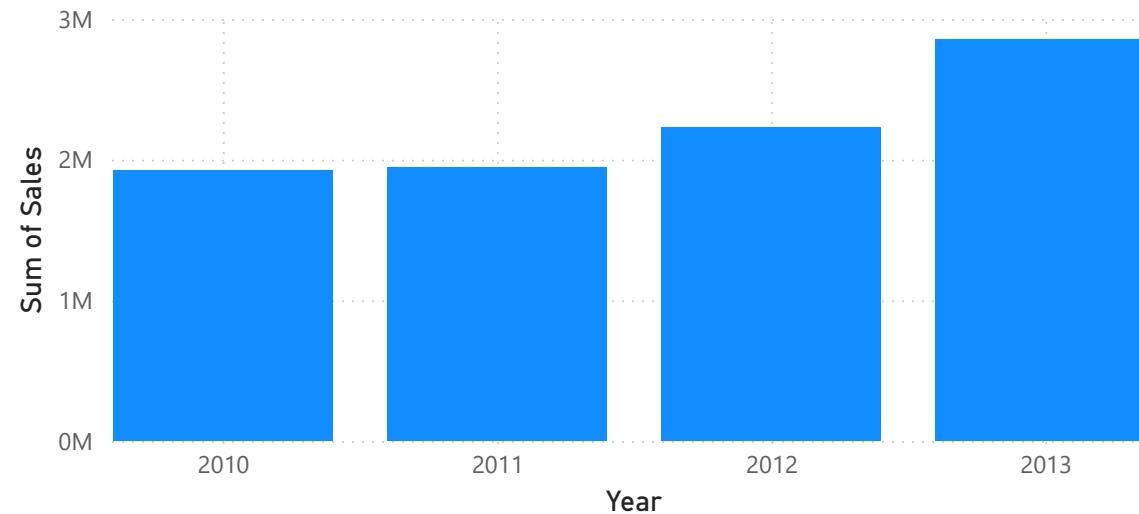
Top 3 Customers
● Other
● Dana & Glen & ...

i Auto recovery contains some recovered files that haven't been opened.

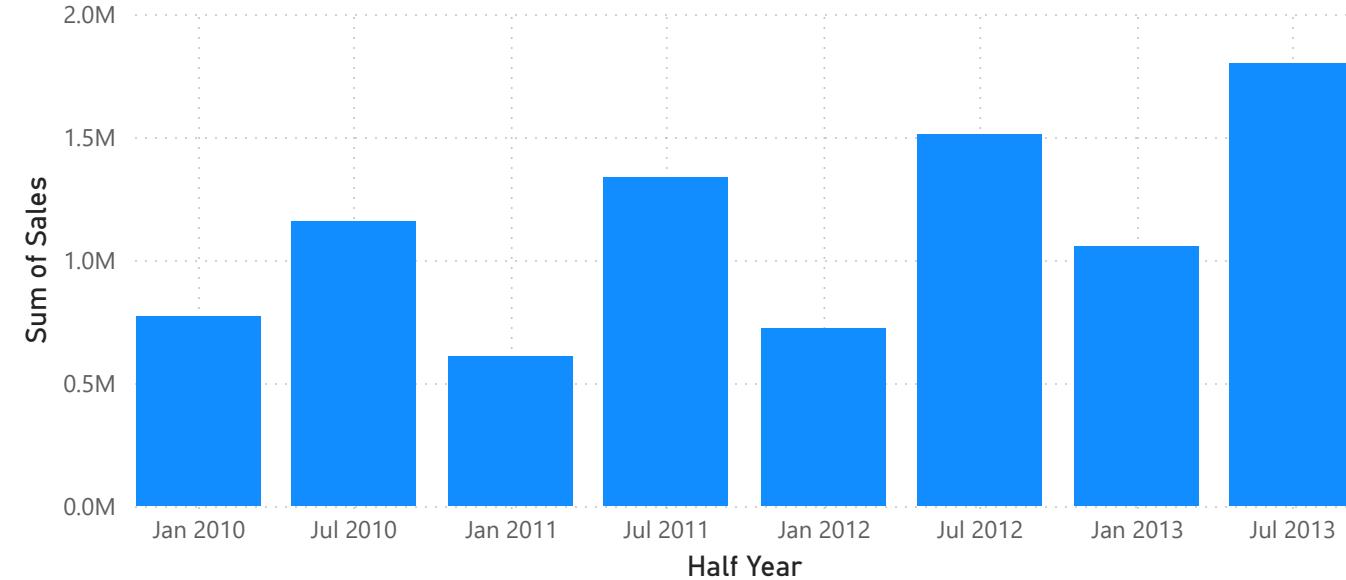
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X

Sum of Sales by Year



Sum of Sales by Half Year



Key influencers Top segments



What influences Sales to Increase ?

When...

...the average of Sales increases by

Sum of Shipping Cost is more than 19.95

2.26K

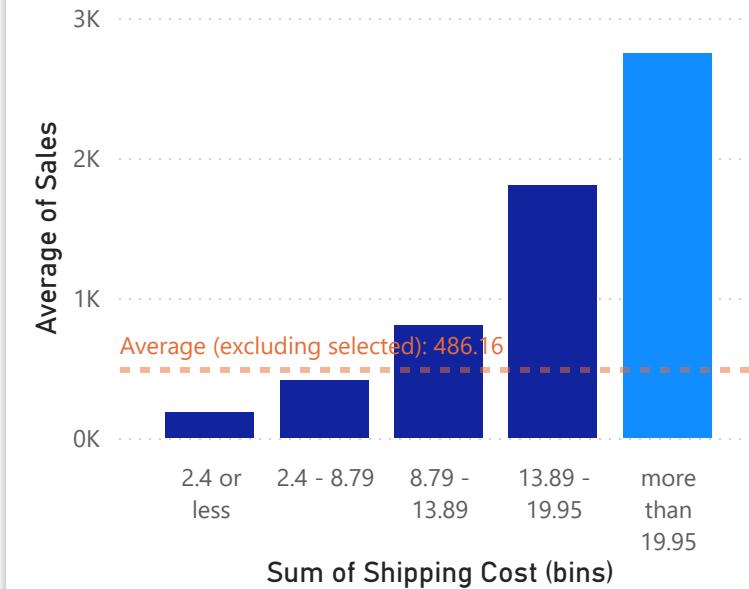
Product Category is Furniture

873.9

Product Category is Technology

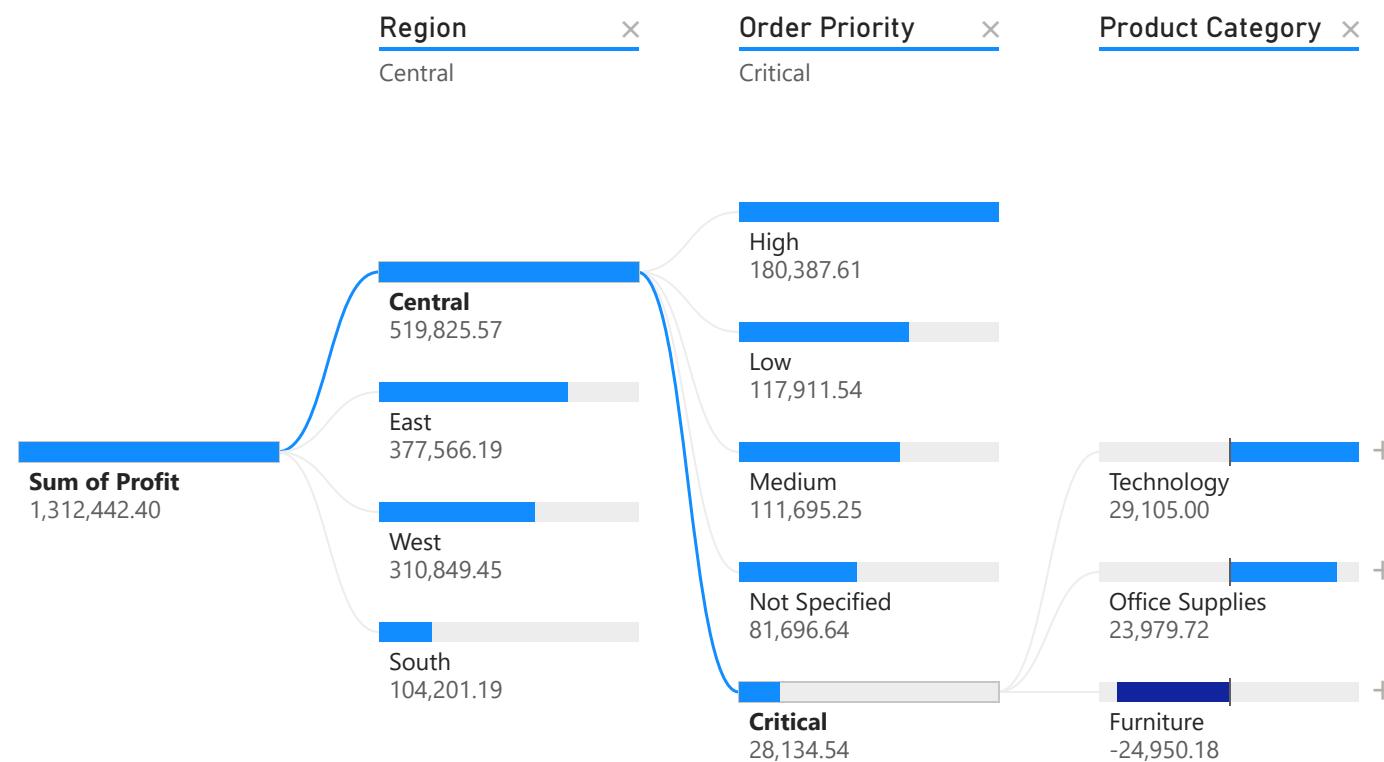
756.1

← Sales is more likely to increase when Sum of Shipping Cost is more than 19.95 than otherwise (on average).



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Analyzing the sum of profit using different characteristics such :
Region
Order Priority
Product Category
City