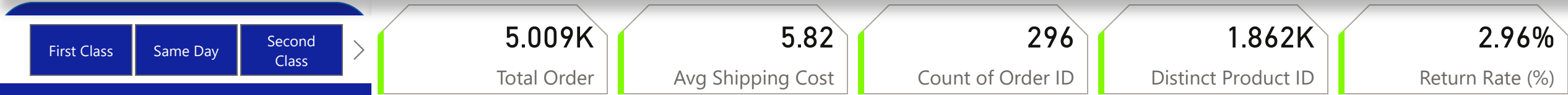


EXECUTIVE SUMMARY



Central	East	South	West	2014	2015	2016	2017	Qtr 1	Qtr 2	Qtr 3	Qtr 4
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January	February	March	April	May	June	July	August	September	October	November	December
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Category

Furniture

Office Supplies

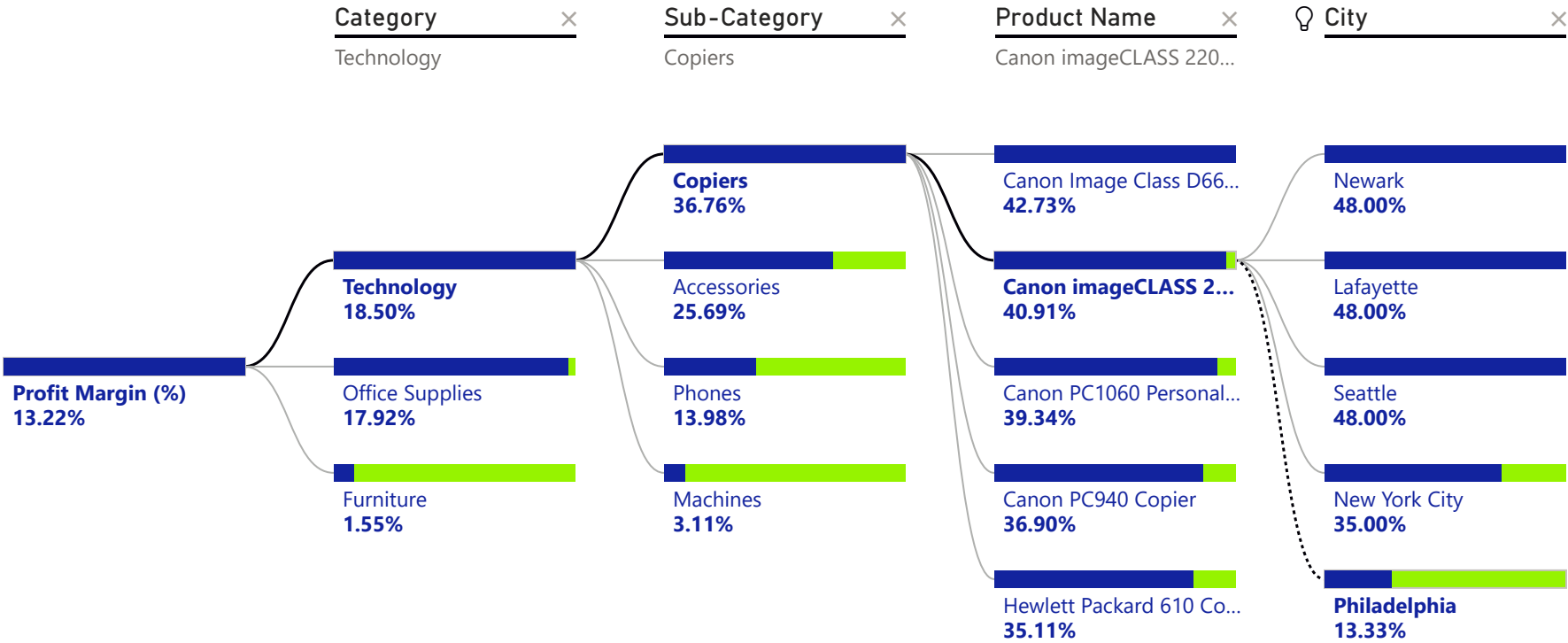
Technology

Consumer

Corporate

Home Office

Tree Decomposition Analysis



Key influencers Top segments

What influences Cost Per Unit to Increase ?

When... the average of Cost Per Unit increases by

Category is Technology 56.78

Category is Furniture 45.42

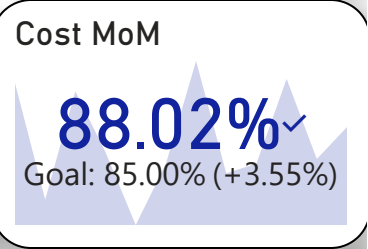
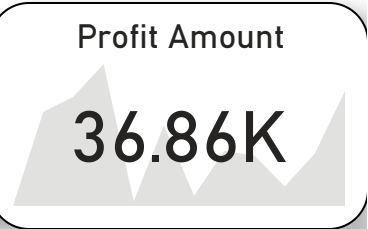
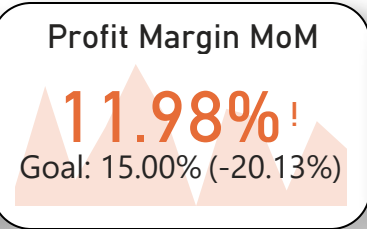
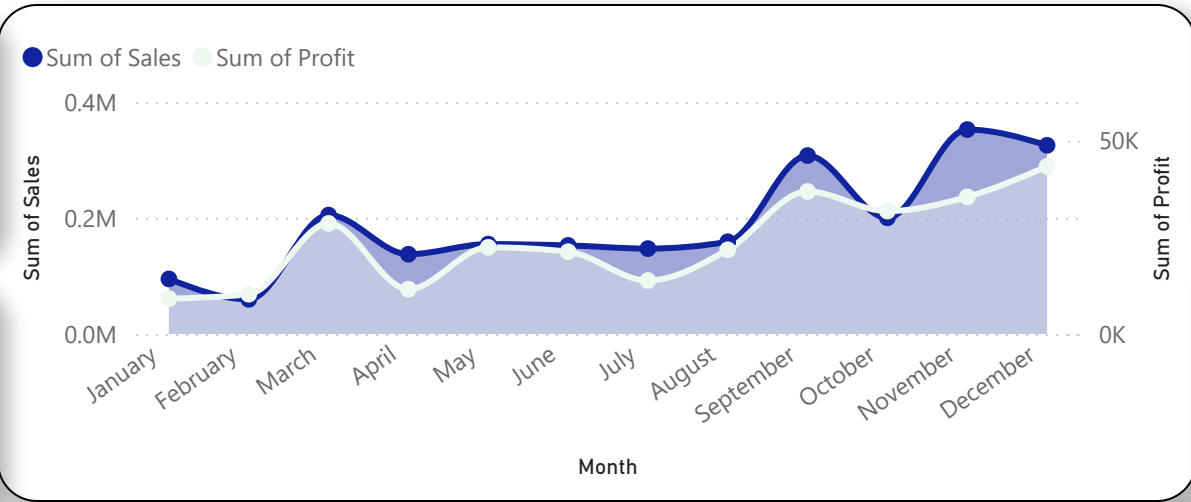
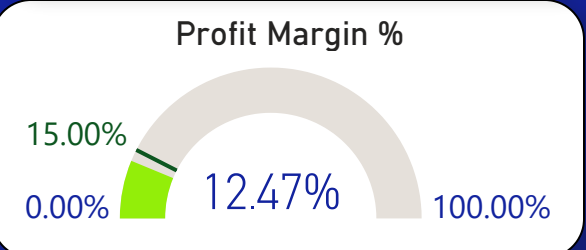
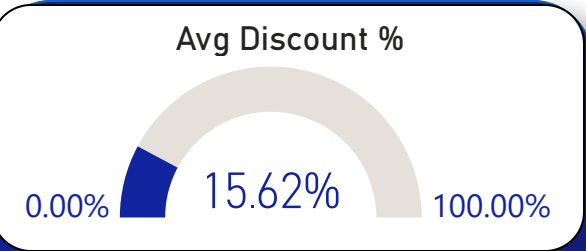
SALES & PROFIT TRENDS



Central	East	South	West	2014	2015	2016	2017	Qtr 1	Qtr 2	Qtr 3	Qtr 4
---------	------	-------	------	------	------	------	------	-------	-------	-------	-------

755.06K Actual Price	15.62% Avg Discount (%)	608.68K Price / Unit	38K Total Quantity	2.30M Total Sales	2.01M Total Cost	286.41K Net Profit	12.47% Profit Margin (%)
-------------------------	----------------------------	-------------------------	-----------------------	----------------------	---------------------	-----------------------	-----------------------------

January	February	March	April	May	June	July	August	September	October	November	December
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Category 

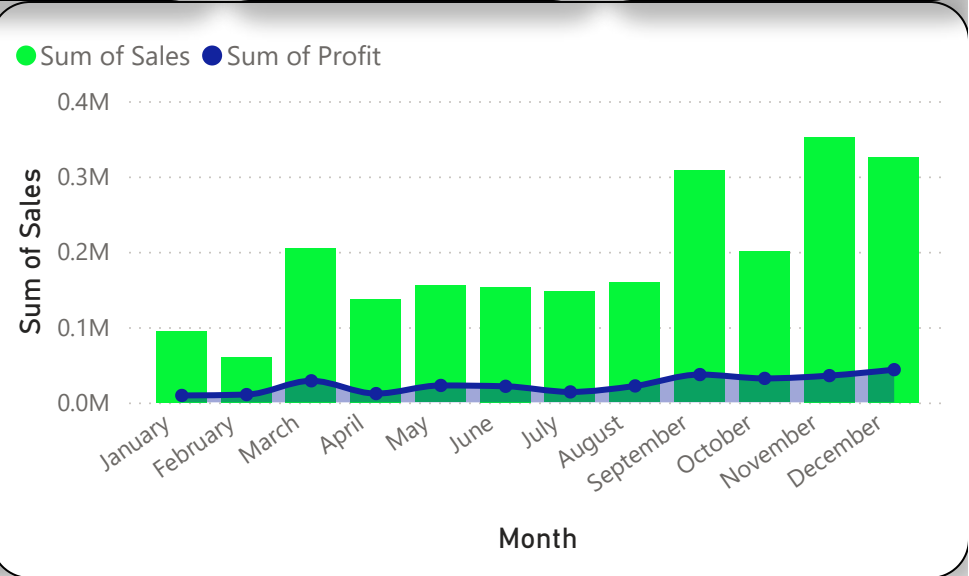
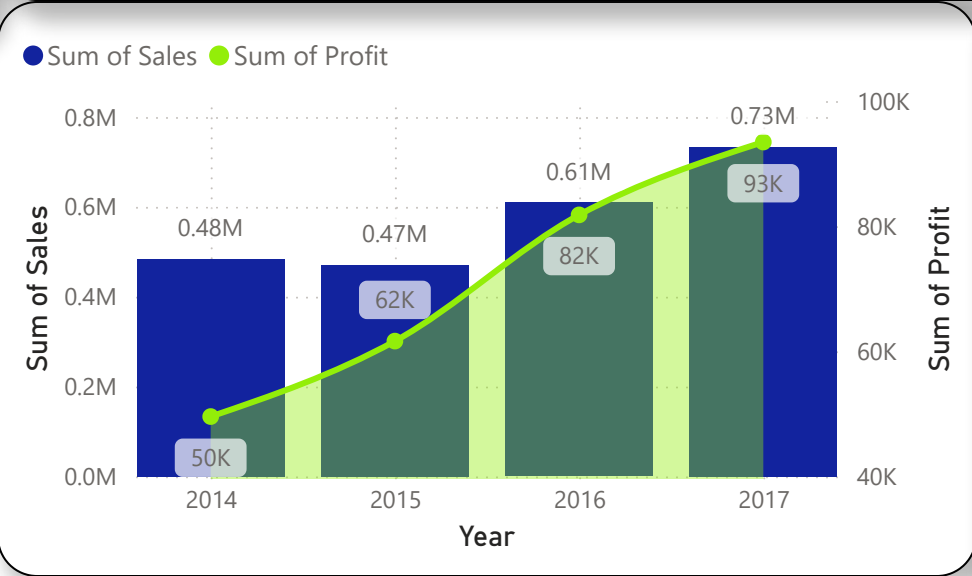
Furniture	Office Supplies
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Segment 

Consumer	Corporate	Home Office
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Ship Mode 

First Class	Second Class
Same Day	Standard Class



REGIONAL & SEGMENT PERFORMANCE



Central

East

South

West

2014

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

755.06K

Actual Price

15.62%

Avg Discount (%)

608.68K

Price / Unit

38K

Total Quantity

2.30M

Total Sales

2.01M

Total Cost

286.41K

Net Profit

12.47%

Profit Margin (%)

January

February

March

April

May

June

July

August

September

October

November

December

State

All

Ship Mode

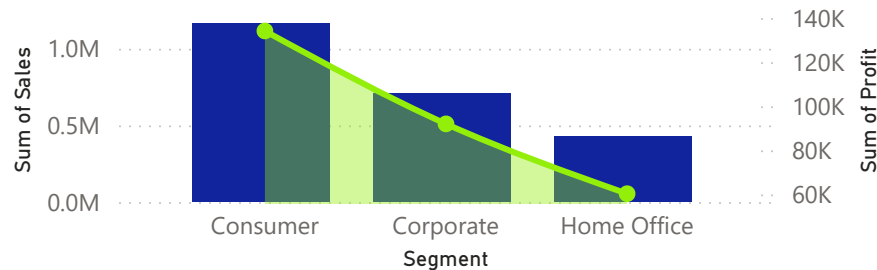
First Class

Second Class

Same Day

Standard Class

Sum of Sales Sum of Profit



New York City

Los Angeles

San Franc...

Detroit

Lafa...

Seattle

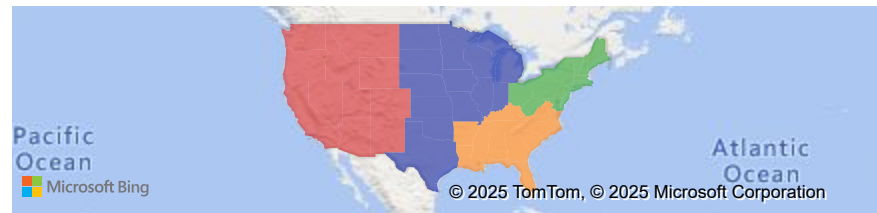
Jackson

Minneapolis

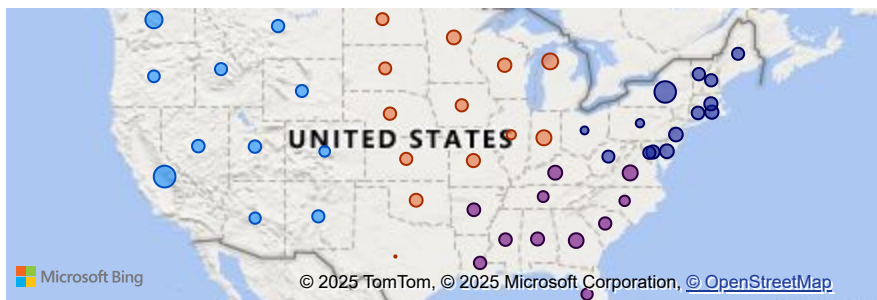
Atlanta

San Diego

Region Central East South West

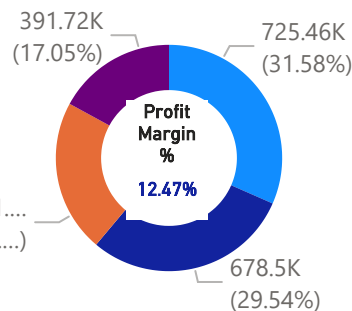
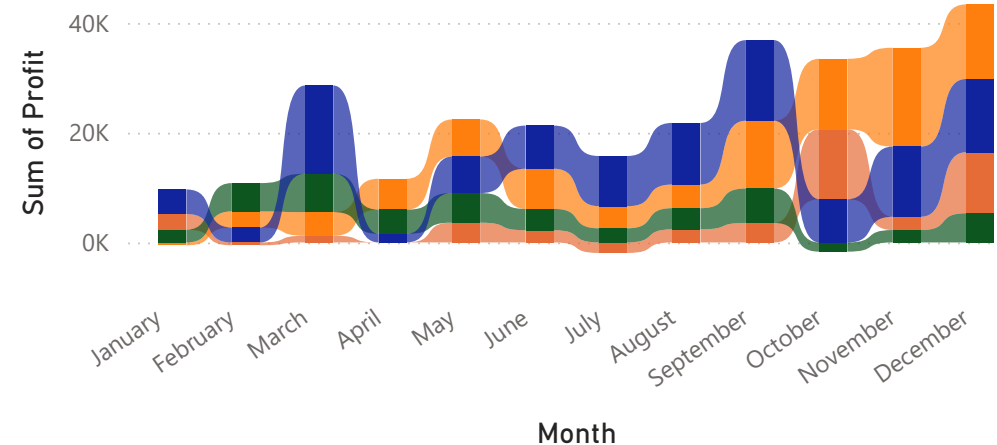


Region Central East South West



Sum of Profit by Month and Region

Region Central East South West



Region

West

East

Central

South

CATEGORY & PRODUCT INSIGHTS



Central

East

South

West

2014

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

755.06K

Actual Price

15.62%

Avg Discount (%)

608.68K

Price / Unit

38K

Total Quantity

2.30M

Total Sales

2.01M

Total Cost

286.41K

Net Profit

12.47%

Profit Margin (%)

Category

Furniture

Office
Supplies

Technology

1.862K

Count of Product ID

762

Negative Product Item

6.80M

Revenue at Risk

2.90K

Revenue Per Customer

2.96%

Return Rate (%)

January

February

March

April

May

June

July

August

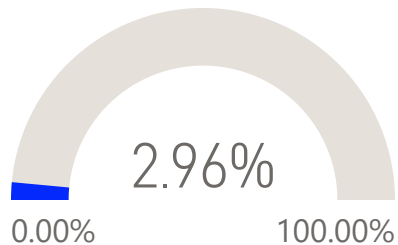
September

October

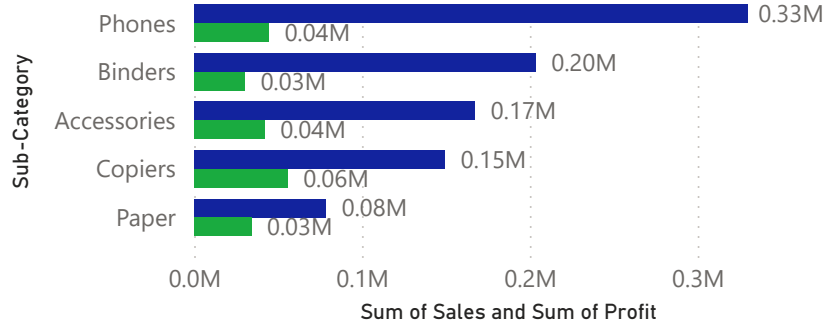
November

December

Return Rate (%)



Sum of Sales Sum of Profit



Canon imageCLASS 2200 Adv...

Fellowes PB500 ...

Canon P...

HP Desi...

Ativa V...

25.20K

7.75K

4.57K

4.09K

3.77K

Hewlett Packard...

3D Systems Cu...

Ibico...

Zebr...

6.98K

3.72K

Plantronics Sav...

3.70K

3.35K

3.34K

Cubify CubeX 3D Printer Double Hea...

Cubify CubeX 3...

Bush Adva...

GBC Docu...

Lexmark MX611dhe Monochrome La...

Chromcraft Bull-...

Cisco TelePr...

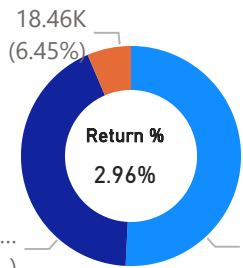
Balt Soli...

-4.59K

-2.88K

-1.30K

-1.15K



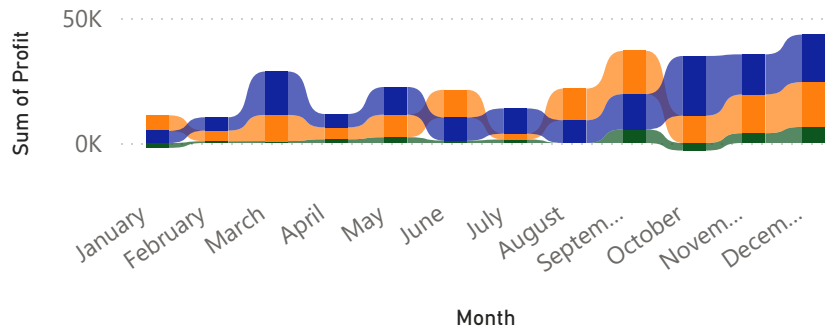
Category

Technol...

Office S...

Furniture

Category Furniture Office Supplies Technology



CUSTOMER ANALYSIS



Central

East

South

West

2014

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

755.06K

Actual Price

15.62%

Avg Discount (%)

608.68K

Price / Unit

38K

Total Quantity

2.30M

Total Sales

2.01M

Total Cost

286.41K

Net Profit

12.47%

Profit Margin (%)

State

All

5.009K

Total Order ID

793

Total Customer ID

13.00

Average Order

229.85

Avg Order Value

201.19

Average of Cost

January

February

March

April

May

June

July

August

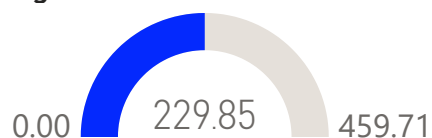
September

October

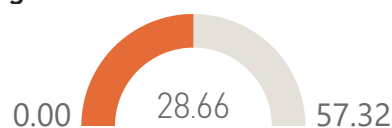
November

December

Average of Sales



Average of Profit



Furniture

Office
Supplies

Technology

Consumer

Corporate

Home
Office

Ship Mode

First Class

Second Class

Same Day

Standard Class

Sean Miller

100%

25.04K

Tamara Chand

19.05K

Raymond Buch

15.12K

Tom Ashbrook

14.60K

Adrian Barton

14.47K

Ken Lonsdale

14.18K

Sanjit Chand

14.14K

Hunter Lopez

12.87K

Sanjit Engle

12.21K

Christopher Cona...

12.13K

48.4%

Customer ID	Customer Name	Count of Order ID	Average of Sales	Average of Profit
AB-10105	Adrian Barton	10	723.68	272.24
AR-10540	Andy Reiter	6	734.27	320.51
BM-11140	Becky Martin	4	736.85	-103.75
BS-11365	Bill Shonely	5	1,166.85	290.67
CC-12370	Christopher Conant	5	1,102.64	197.91
CM-12385	Christopher Martinez	4	895.40	389.99
GT-14635	Grant Thornton	3	1,558.53	-684.78
HL-15040	Hunter Lopez	6	1,170.30	511.13
IM-15055	Ionia McGrath	3	718.16	243.95
JR-15700	Jocasta Rupert	1	863.88	107.98
KC-16540	Kelly Collister	4	781.65	141.89
MW-18235	Mitch Willingham	2	1,751.29	555.17
RB-19360	Raymond Buch	6	839.85	387.56
SC-20095	Sanjit Chand	9	642.83	261.70
SH-20635	Stefanie Holloman	2	1,048.20	130.32
SM-20320	Sean Miller	5	1,669.54	-132.05
TA-21385	Tom Ashbrook	4	1,459.56	470.38
TC-20980	Tamara Chand	5	1,587.69	748.44
TS-21370	Todd Sumrall	6	792.78	158.11
VC-21895	Yoseph Carroll	5	681.79	163.20
Total		95	999.87	235.32

ORDER & RETURN ANALYSIS



Central

East

South

West

2014

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

755.06K

Actual Price

15.62%

Avg Discount (%)

608.68K

Price / Unit

38K

Total Quantity

2.30M

Total Sales

2.01M

Total Cost

286.41K

Net Profit

12.47%

Profit Margin (%)

- The business generated **2.30M** in sales with a **12.47%** profit margin, driven mainly by Technology products and strong Q4 demand.
- Opportunities exist in **better discount control, enhancing Furniture margins, and strengthening weak regions.**

5.009K

Total Order ID

5.82

Avg Shipping Cost

4

Avg Delivery Days

296

Count of Order ID

2.96%

Return Rate (%)

January

February

March

April

May

June

July

August

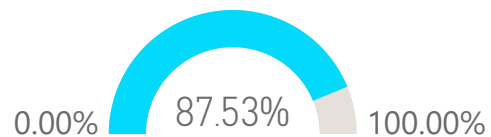
September

October

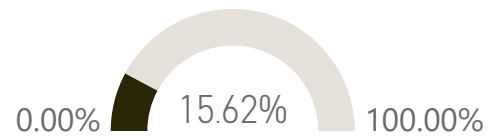
November

December

Cost Percentage



Average of Discount Percentage



Ship Mode

First Class

Second Class

Same Day

Standard Class

Furniture

Office
Supplies

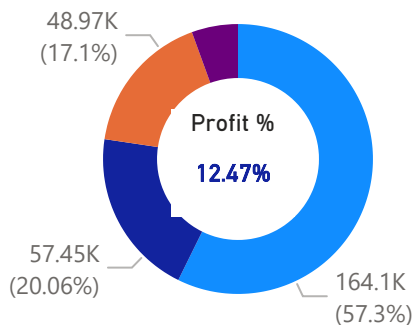
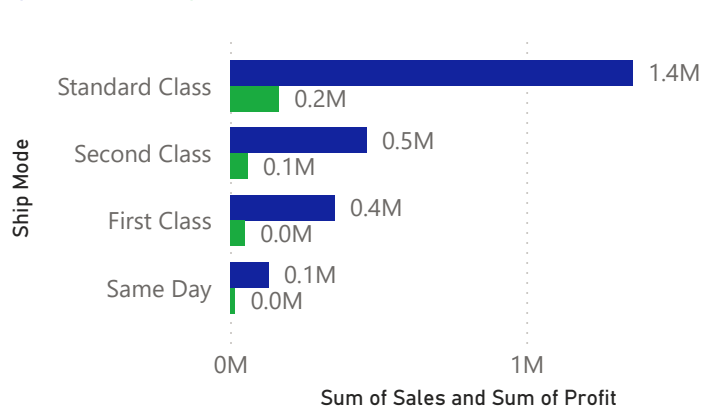
Technology

Consumer

Corporate

Home
Office

Sum of Sales Sum of Profit



Ship Mode

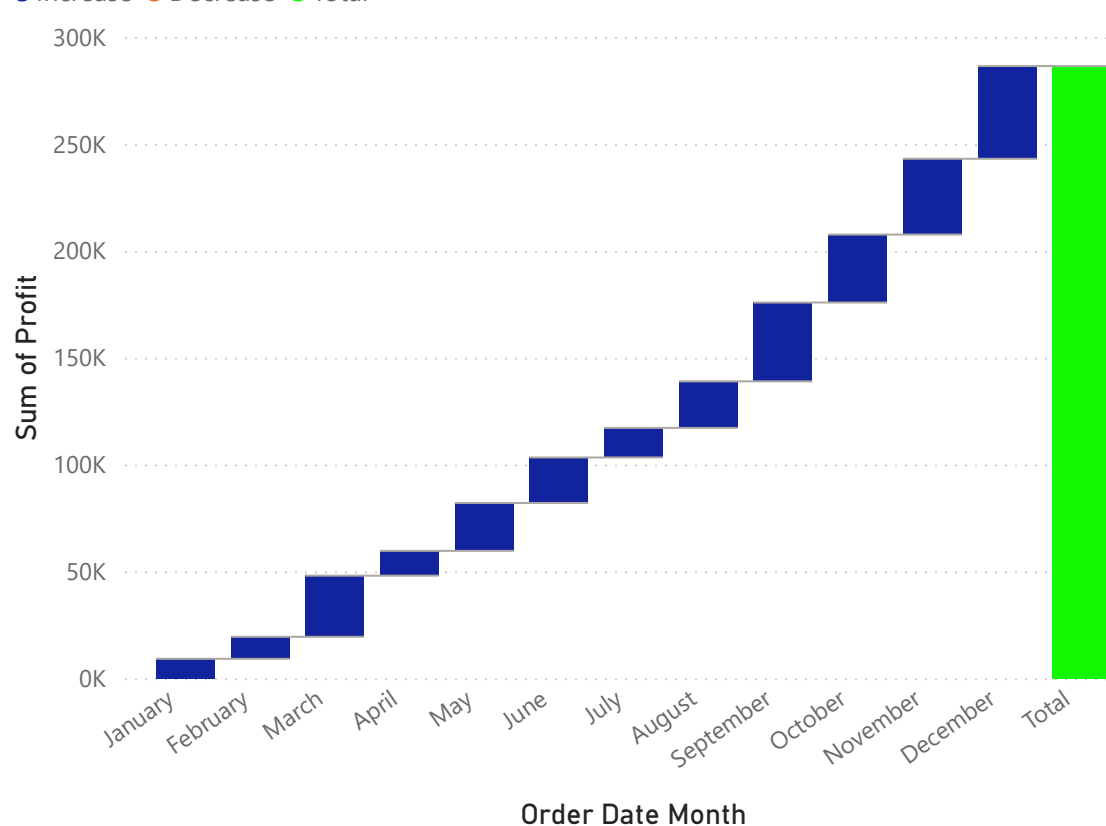
Standard Class

Second Class

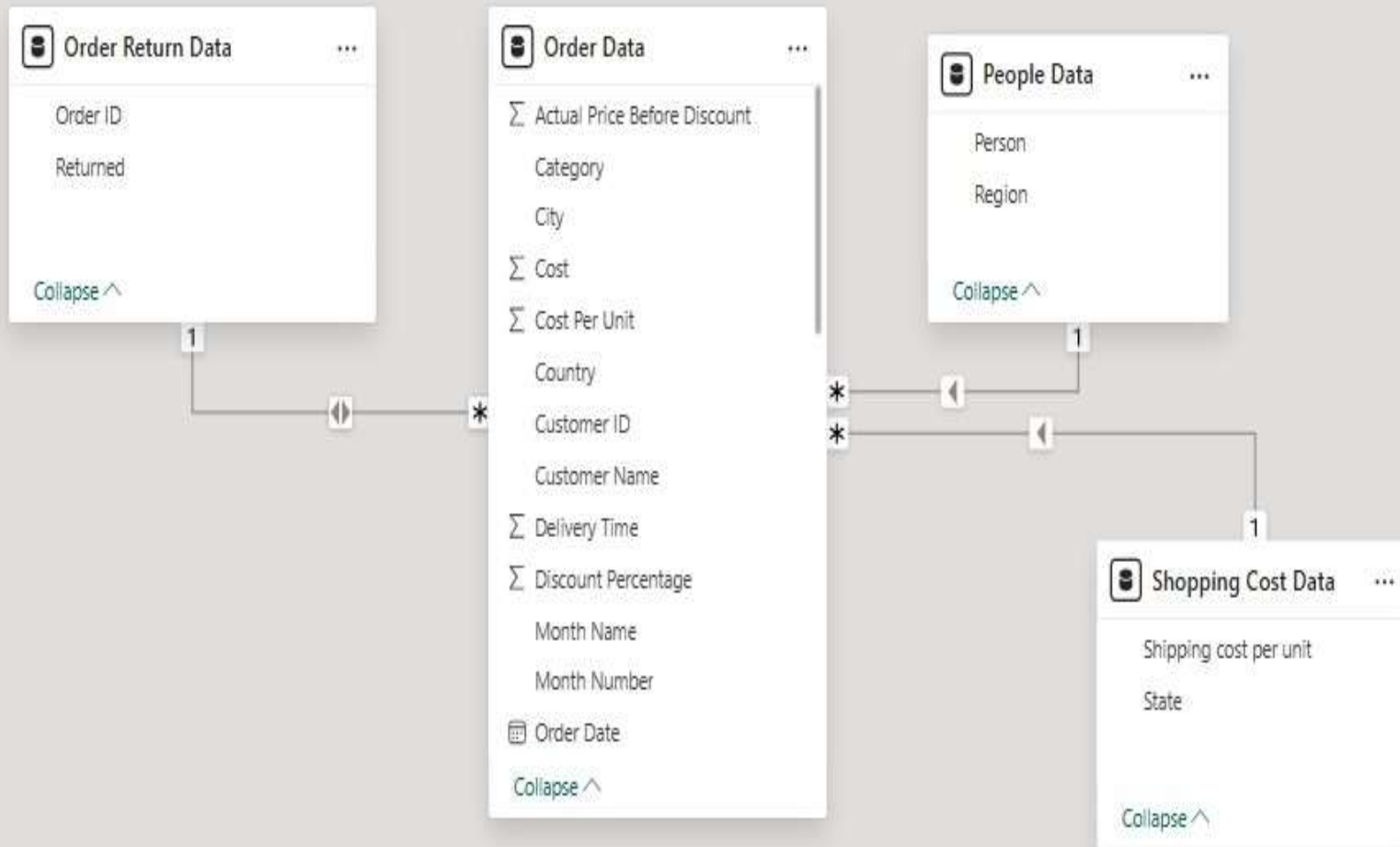
First Class

Same Day

Increase Decrease Total



DATA MODELLING



- THIS MODEL FOLLOWS A **STAR SCHEMA**, WHERE **ORDER DATA** IS THE CENTRAL FACT TABLE CONTAINING SALES, COST, AND CUSTOMER DETAILS.
- IT LINKS TO SUPPORTING DIMENSIONS: **ORDER RETURN DATA** (RETURNS), **PEOPLE DATA** (REGION & SALES REPS), AND **SHOPPING COST DATA** (STATE & SHIPPING COST).
- THIS STRUCTURE ENABLES EFFICIENT ANALYSIS OF **PROFITABILITY, RETURNS, REGIONAL PERFORMANCE, AND LOGISTICS IMPACT** IN POWER BI.