

Sales Dashboard

\$77.10M

Total Profit

\$185.53M

Sales Amount

2.94M

Quantity

\$108.43M

Cost

Item	Cost	Sales Price	Quant ity	Sales Amount	Total Profit	%Total Profit
Better Large Canned Shrimp	\$99,94,373.00	\$9,490.85	590343	\$1,54,54,172.47	\$54,59,826.26	54.6% ➡
High Top Dried Mushrooms	\$87,08,660.00	\$1,10,221.13	376909	\$1,33,67,714.53	\$46,59,100.16	53.5% ➡
Red Spade Pimento Loaf	\$41,97,780.00	\$8,742.45	163296	\$57,11,486.45	\$15,13,691.17	36.1% ➡
Better Canned Tuna in Oil	\$37,89,729.00	\$2,169.00	266996	\$56,93,075.12	\$19,03,351.46	50.2% ➡
Ebony Squash	\$30,44,554.00	\$3,86,955.34	10553	\$53,80,727.75	\$23,36,246.16	76.7% ↗
Big Time Frozen Cheese Pizza	\$23,00,315.00	\$1,99,132.24	27296	\$51,03,253.25	\$28,02,855.07	121.8% ↗
Better Fancy Canned Sardines	\$28,43,527.00	\$12,56,297.03	17578	\$49,65,264.41	\$21,21,850.00	74.6% ↗
Fast Mini Donuts	\$23,46,177.00	\$6,965.34	26900	\$49,35,083.08	\$25,88,909.66	110.3% ↗
Discover Manicotti	\$25,19,465.00	\$7,64,545.81	7223	\$48,97,755.47	\$23,78,283.83	94.4% ↗
Landslide White Sugar	\$22,02,556.00	\$40,530.35	16198	\$42,82,290.62	\$20,79,755.46	94.4% ↗
Tell Tale Red Delcious Apples	\$21,17,285.00	\$2,500.91	31120	\$40,95,211.34	\$19,77,923.42	93.4% ↗
Total	\$10,84,31,820.00	\$1,83,26,067.68	2939652	\$18,55,34,172.37	\$7,71,02,126.43	71.1% ↗

Year, Quarter, Month

All

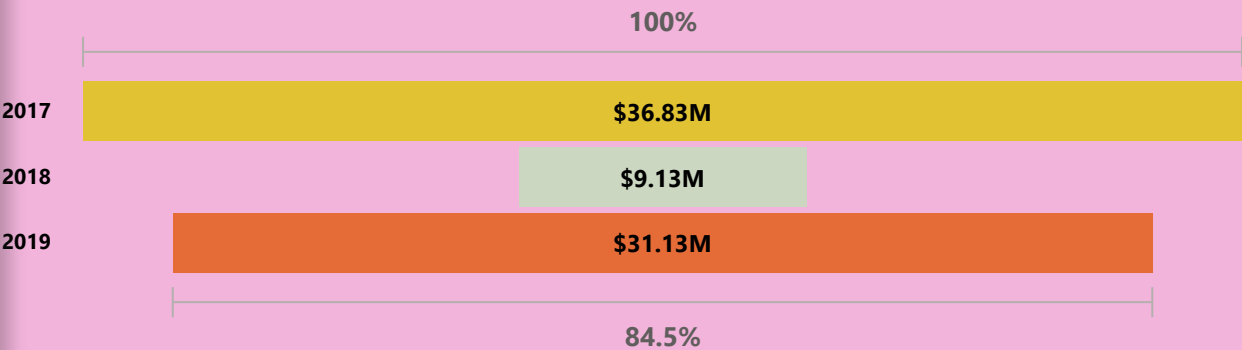
Item

All

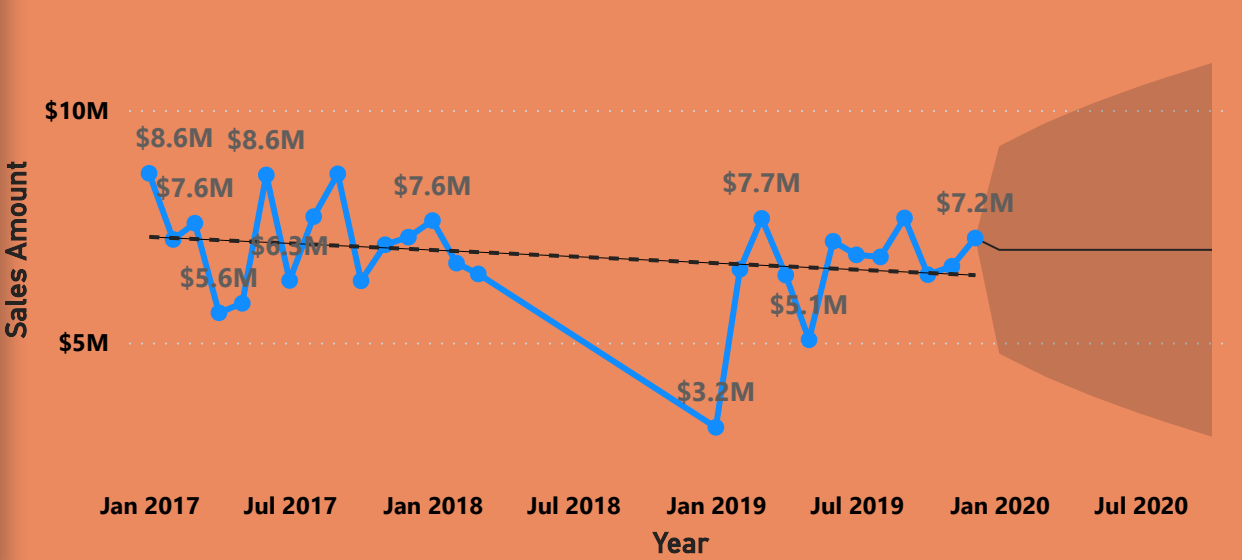
71.1%

%Total Profit

Total Profit and Total Sales Amount by Year



Sales Amount, %GT Sales Amount, Total Profit and %Total Profit by Year, Quarter and Month



Sales & Profit Trends by Days, Quarter and Month of Years

Year, Quarter, Mon...

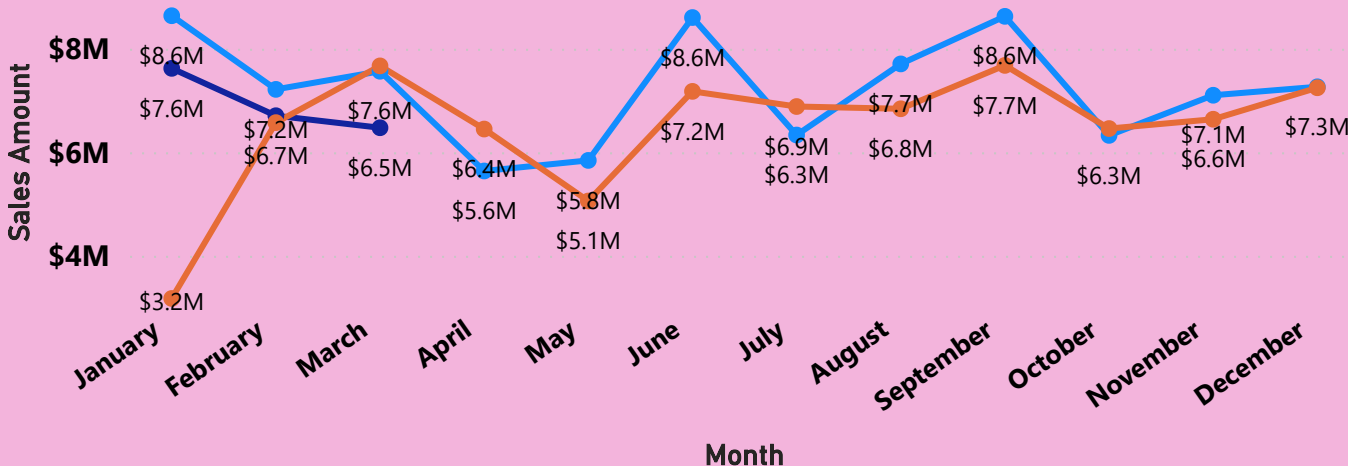
Item

All

All

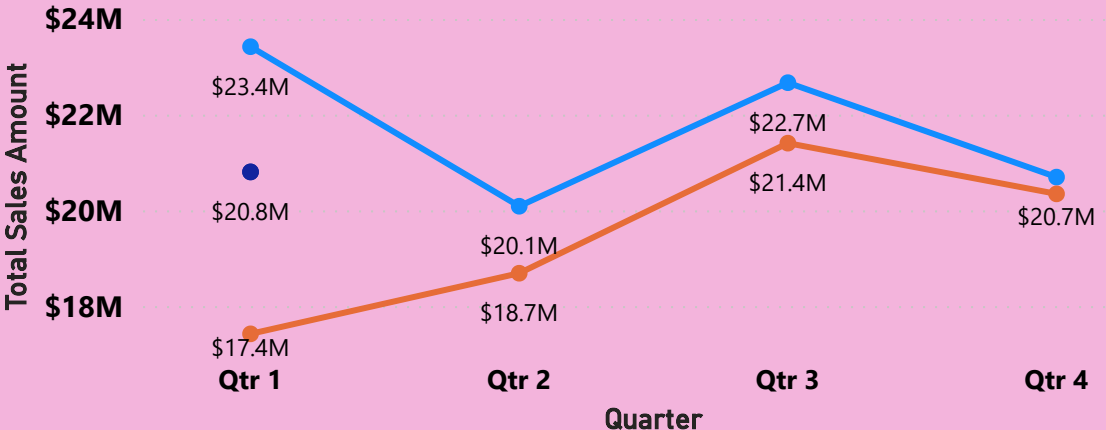
Sales Amount and Total Profit by Month

Year ● 2017 ● 2018 ● 2019



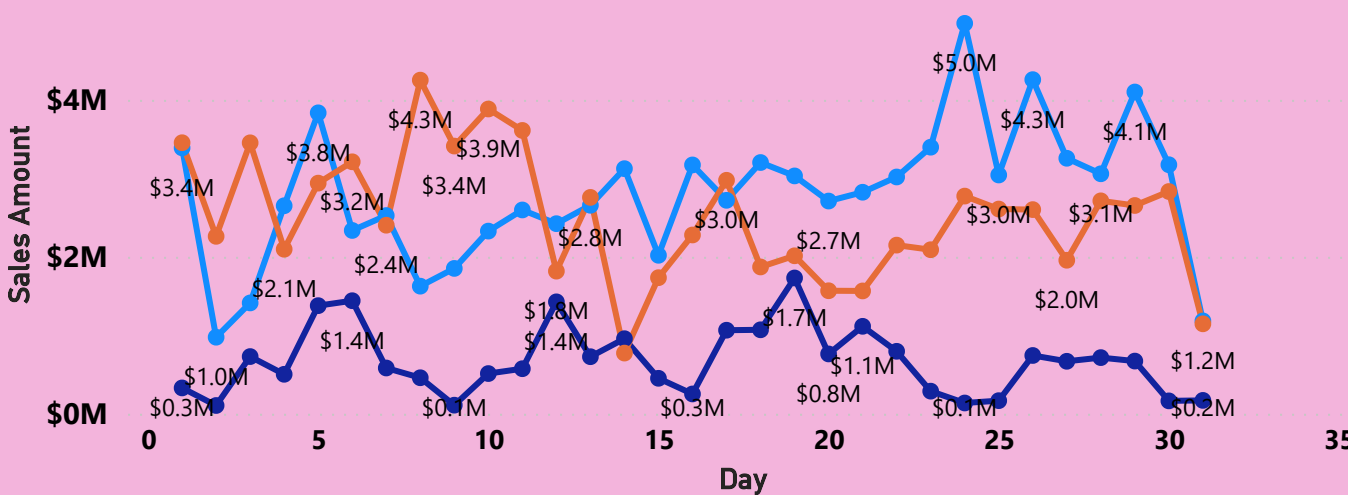
Total Sales Amount and Profit by Quarter and Year

Year ● 2017 ● 2018 ● 2019



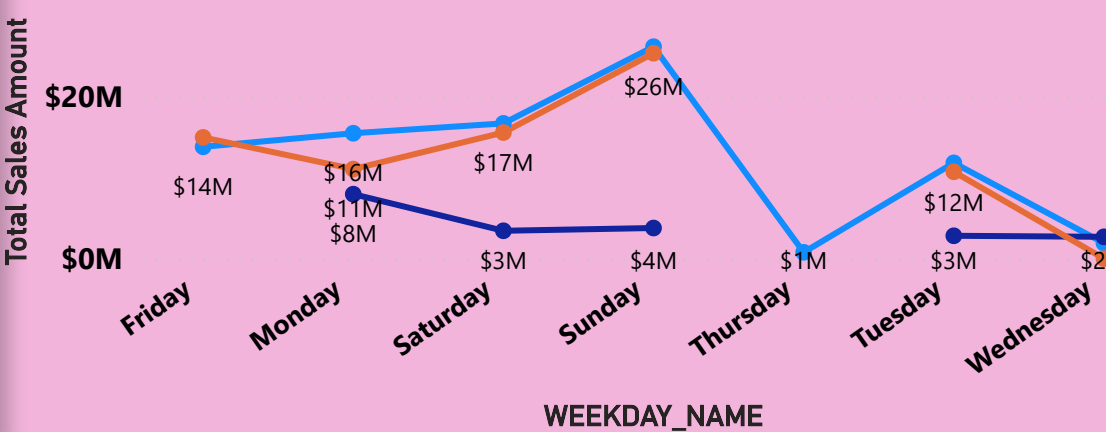
Sales Amount and Total Profit by Day

Year ● 2017 ● 2018 ● 2019



Total Sales Amount and Profit by WEEKDAY_NAME

Year ● 2017 ● 2018 ● 2019



Performance Insight of Items, customers and Sales Representatives according to Market Region

\$185.53M

Sales Amount

71.1%

%Total Profit

2.94M

Quantity

Item

All

Year, Quarter, Mon...

All

Region Code

Region Name

0 Canada

1 Western

2 Southern

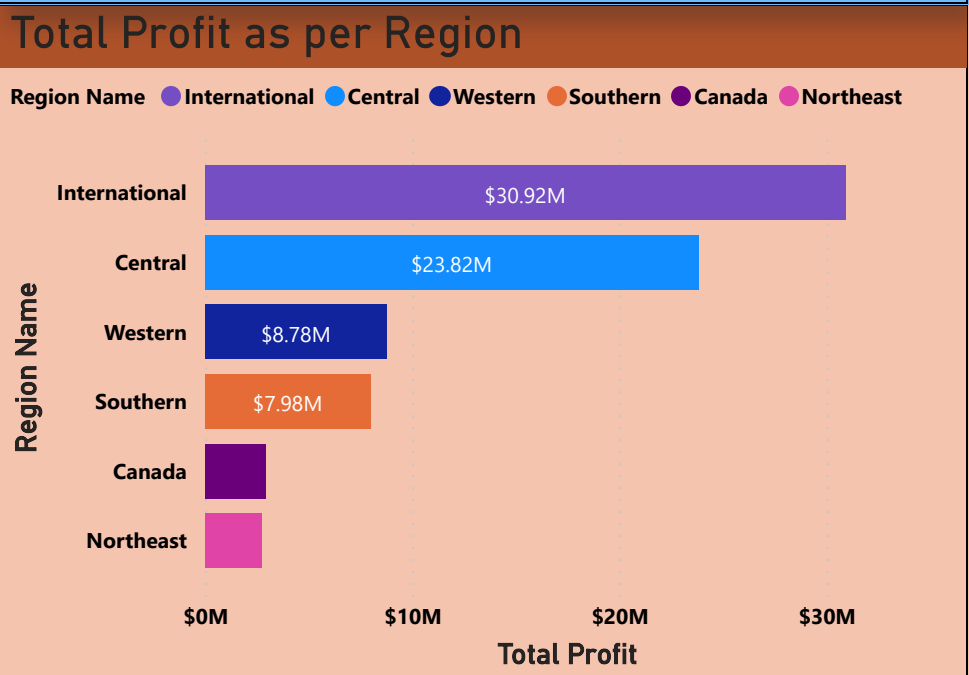
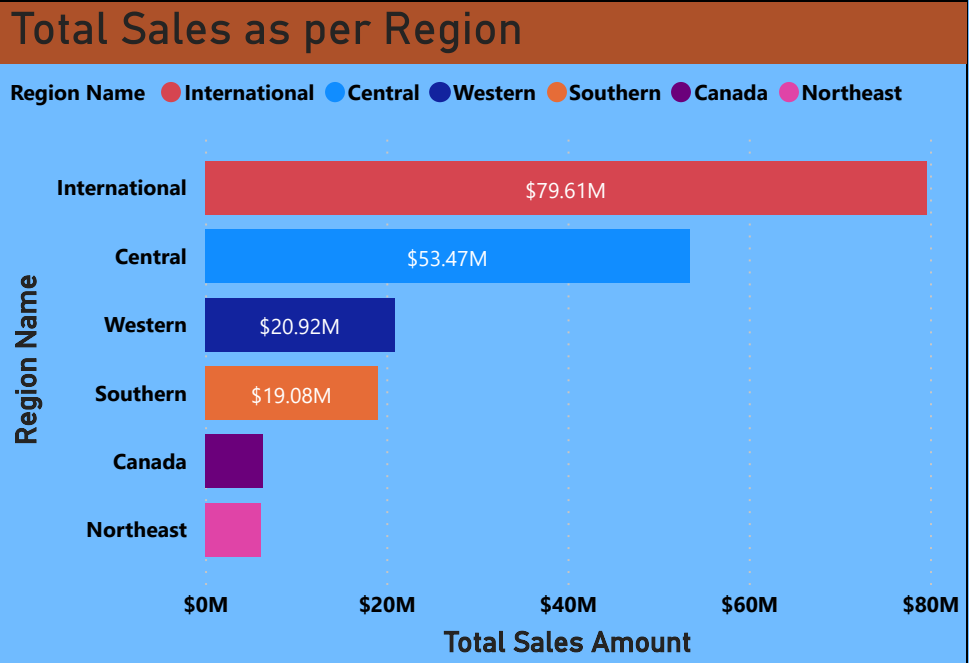
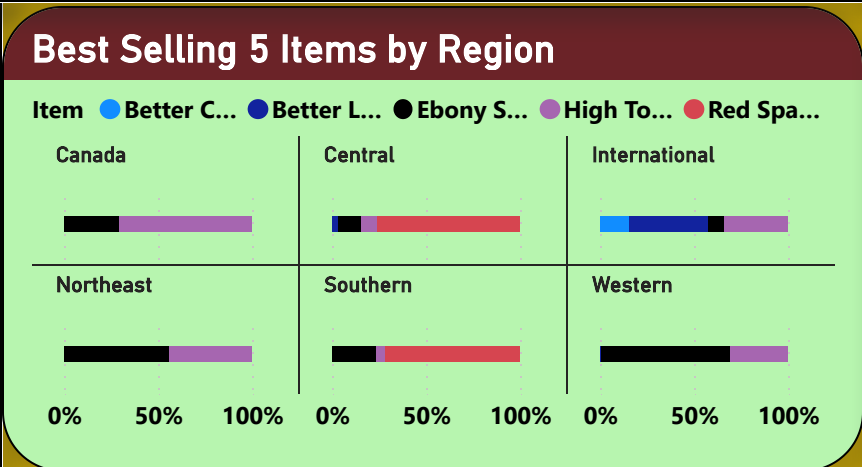
3 Northeast

4 Central

5 International

Customer	Sum of Customer Number	Sales Amount	Total Profit	%Total Profit
Paracel Gigaplace	10021485	\$1,13,96,474.24	\$52,14,826.95	84.4%
Pereras	10009676	\$1,08,43,991.23	\$47,16,492.43	77.0%
Talarians	10025024	\$92,54,771.72	\$33,16,495.86	55.8%
PageWave Megastore	10021300	\$87,07,904.14	\$28,78,721.22	49.4%
Target Gigstore	10025052	\$54,33,005.93	\$17,66,515.25	48.2%
Userland Maxistore	10025737	\$52,02,201.60	\$15,44,679.20	42.2%
Tandy Superstore	10025039	\$32,75,015.91	\$15,79,871.07	93.2%
Vanstars	10025919	\$32,50,786.04	\$14,28,800.09	78.4%
Acer Superstore	10002154	\$31,22,752.50	\$11,54,085.14	58.6%
Kerite Company	10019194	\$31,13,493.93	\$12,96,375.47	71.3%
Matradi Megastore	10020184	\$29,96,290.75	\$8,43,138.90	39.2%
Xilinx Midstore	10026606	\$29,94,077.19	\$7,62,980.13	34.2%
TeamStore	10025241	\$22,81,952.93	\$12,00,384.67	111.0%
Champs Gigaplace	10009606	\$22,36,216.94	\$9,45,203.99	73.2%
Total Store	10025353	\$22,26,746.18	\$11,28,424.82	102.7%
ComeStore	10007591	\$22,12,135.07	\$3,58,674.06	19.4%
Total	6851367881	\$18,55,34,172.37	\$7,71,02,126.43	71.1%

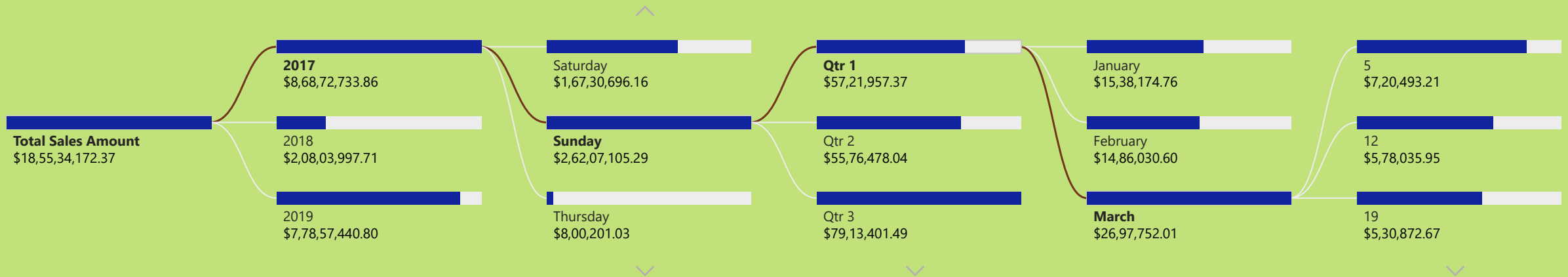
Sales Rep	Total Sales Amount	Total Profit	%Total Profit
150	\$35,416.78	\$14,851.34	72.2%
169	\$62,853.99	\$26,974.09	75.2%
116	\$1,58,207.43	\$83,727.66	112.4%
151	\$1,82,705.54	\$84,419.58	85.9%
183	\$2,01,207.31	\$92,979.86	85.9%
147	\$2,23,783.86	\$1,12,670.14	101.4%
184	\$3,68,495.18	\$1,62,231.59	78.7%
111	\$4,16,338.88	\$1,83,683.81	87.8%
Total	\$18,55,34,172.37	\$7,71,02,126.43	71.1%



Detailed Profit & Sales Analysis by Year, Weekday, Quarter , Month and Day

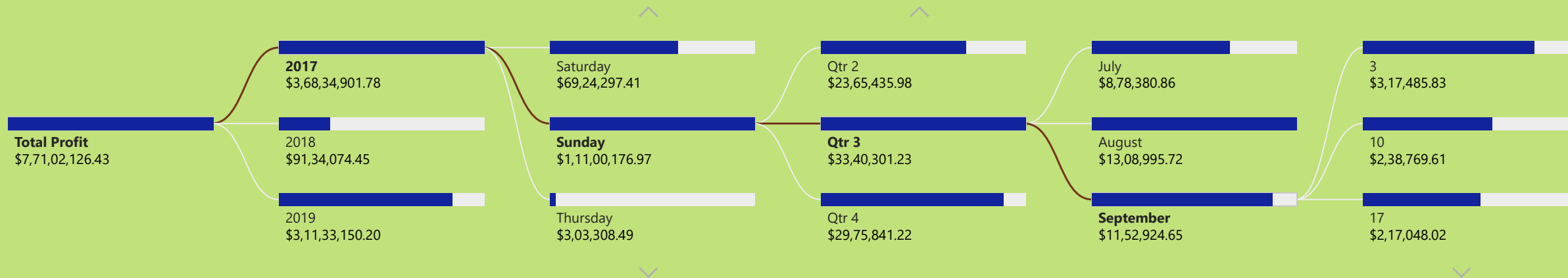
Year WEEKDAY_NAME Quarter Month Day

2017 Sunday Qtr 1 March

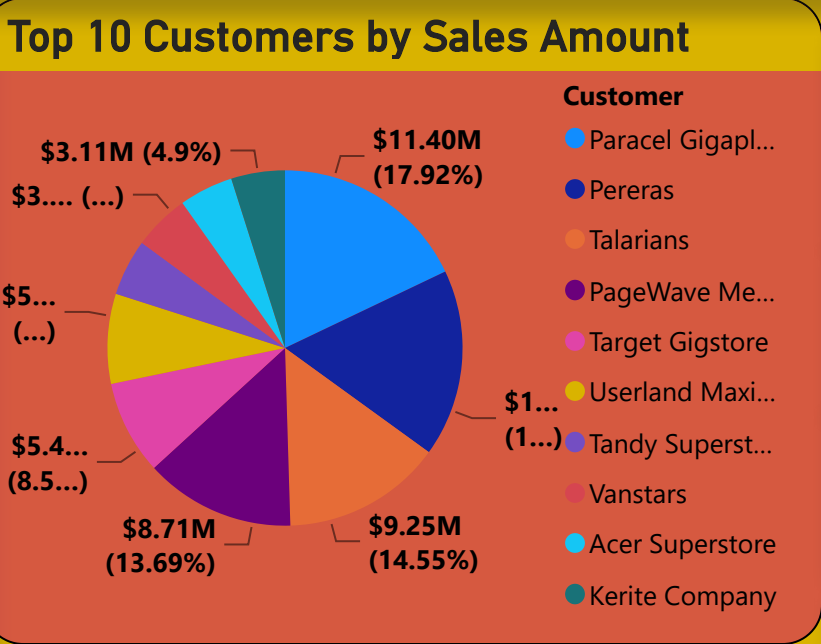


Year WEEKDAY_NAME Quarter Month Day

2017 Sunday Qtr 3 September



Top and Bottom Items & Customers, Repeated and New Customers Insight



Year, Quarter, Month

All

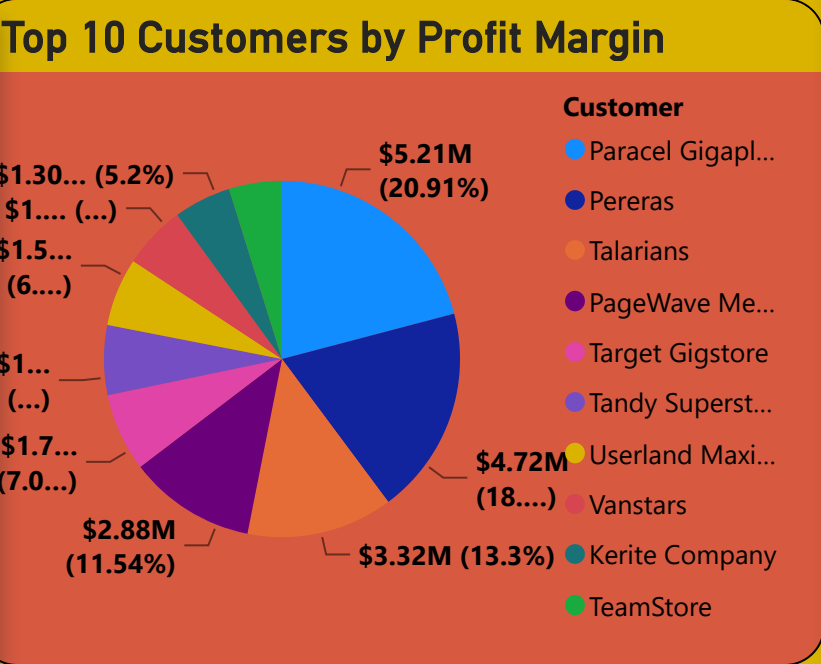
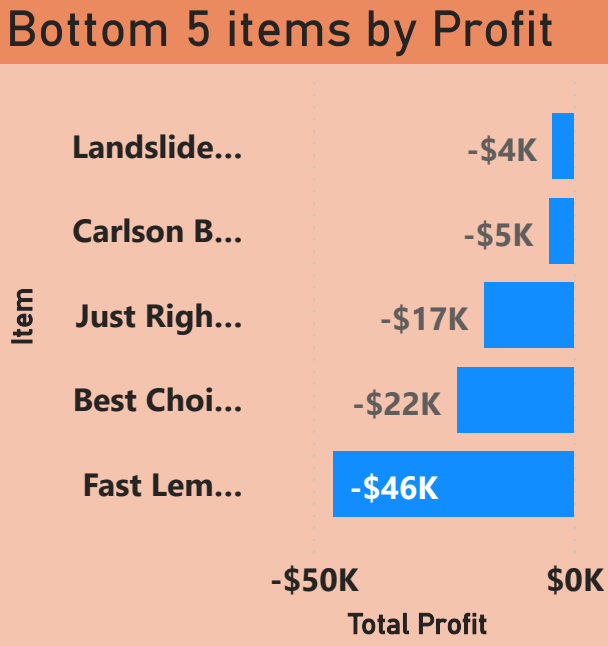
Distinct Customers

614

Repeated Customers

578

New Customers



CustKey	Count of Order Number
1002600	1
1002493	1
1002488	1
1002470	1
1002350	1
1002138	1
Total	36

Comparison of Sales of Items by Year and Quarter

Item

All

Year, Quarter,...

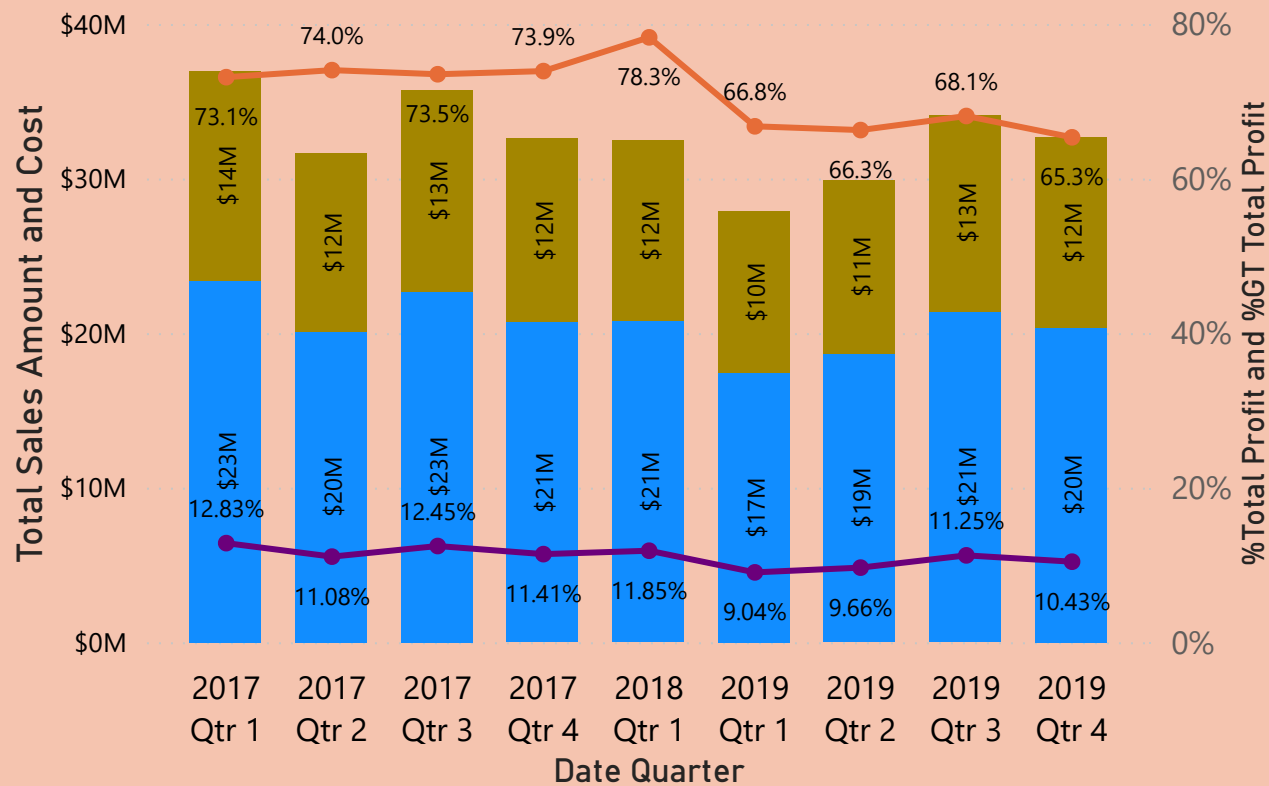
All

Item

All

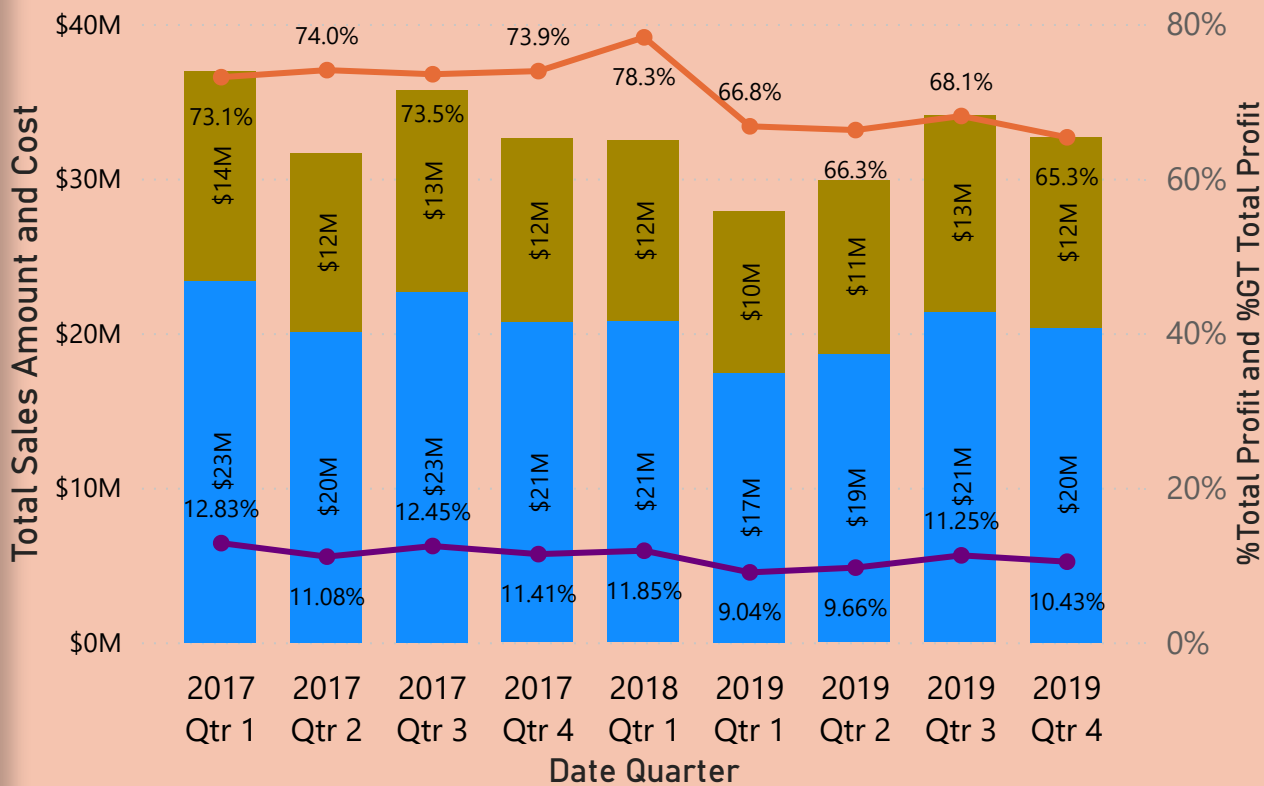
Total Sales, Cost, % Total Profit and %GT Total Profit by Year and Quarter

● Total Sales Amount ● Cost ● %Total Profit ● %GT Total Profit



Total Sales, Cost, % Total Profit and %GT Total Profit by Year and Quarter

● Total Sales Amount ● Cost ● %Total Profit ● %GT Total Profit



%Total Profit margin, Items Comparison, and Change in Sales in Previous Month and Year

Year	Quarter	Month	Last year Sales Amount	Total Sales Amount	%Change in Sales in last 1 yr	Total Profit	%Total Profit
2017	Qtr 1	January		\$86,38,869.00	100.00%	\$35,97,027.18	↑ 71.3%
2018	Qtr 1	January	\$86,38,869.00	\$76,22,064.17	-13.34%	\$32,46,292.02	↑ 74.2%
2019	Qtr 1	January	\$76,22,064.17	\$31,76,722.21	-139.93 %	\$12,79,430.66	↑ 67.4%
2017	Qtr 1	February		\$72,15,993.03	100.00%	\$30,58,093.79	↑ 73.5%
2018	Qtr 1	February	\$72,15,993.03	\$67,07,086.25	-7.59%	\$30,07,107.21	↑ 81.3%
2019	Qtr 1	February	\$67,07,086.25	\$65,73,591.35	-2.03%	\$25,93,855.73	→ 65.2%
2017	Qtr 1	March		\$75,66,181.47	100.00%	\$32,36,959.63	↑ 74.8%
2018	Qtr 1	March	\$75,66,181.47	\$64,74,847.29	-16.85%	\$28,80,675.22	↑ 80.1%
2019	Qtr 1	March	\$64,74,847.29	\$76,69,599.00	15.58%	\$31,00,537.95	↑ 67.9%
2017	Qtr 2	April		\$56,39,427.23	100.00%	\$24,00,792.42	↑ 74.1%
2018	Qtr 2	April	\$56,39,427.23		0.00%		
2019	Qtr 2	April		\$64,49,709.46	100.00%	\$26,09,363.73	↑ 67.9%
2017	Qtr 2	May		\$58,43,684.92	100.00%	\$24,78,467.77	↑ 73.7%
2018	Qtr 2	May	\$58,43,684.92		0.00%		
2019	Qtr 2	May		\$50,59,646.55	100.00%	\$19,61,764.58	↓ 63.3%
Total			\$10,76,76,731.57	\$18,55,34,172.37	41.96%	\$7,71,02,126.43	71.1%

Year, Quarter, Month

All

Item	Last year Sales Amount	Quantity	Total Sales Amount
Better Large Canned Shrimp	\$90,42,212.67	590343	\$1,54,54,177.00
High Top Dried Mushrooms	\$76,49,847.34	376909	\$1,33,67,714.00
Big Time Frozen Cheese Pizza	\$30,04,509.46	27296	\$51,03,255.00
Fast Mini Donuts	\$28,54,411.72	26900	\$49,35,083.00
Discover Manicotti	\$28,57,735.92	7223	\$48,97,755.00
Ebony Squash	\$31,14,245.13	10553	\$53,80,727.00
Better Fancy Canned Sardines	\$28,52,693.48	17578	\$49,65,264.00
Landslide White Sugar	\$24,69,918.17	16198	\$42,82,290.00
Tell Tale Red Delcious Apples	\$24,09,352.27	31120	\$40,95,217.00
Better Canned Tuna in Oil	\$33,93,030.66	266996	\$56,93,075.00
Cutting Edge Foot-Long Hot Dogs	\$19,37,960.16	12863	\$33,30,760.00
Moms Turkey Hot Dogs	\$22,14,859.83	20480	\$37,08,418.00
Landslide French Roast Coffee	\$21,11,914.69	19763	\$36,48,144.00
Ebony Prepared Salad	\$20,88,416.27	9519	\$35,17,082.00
Imagine Popsicles	\$19,04,906.17	5907	\$33,41,002.00
Red Spade Pimento Loaf	\$33,04,522.78	163296	\$57,11,480.00
Moms Sliced Turkey	\$19,17,159.53	8117	\$33,85,295.00
Total	\$10,76,76,731.57	2939652	\$18,55,34,172.37