

Sales Analysis

Selected Year: 2014
Comparison Period: 2013 - 2014

Sales

\$4.3M

From PY 26.25%

Profit

\$504.17K

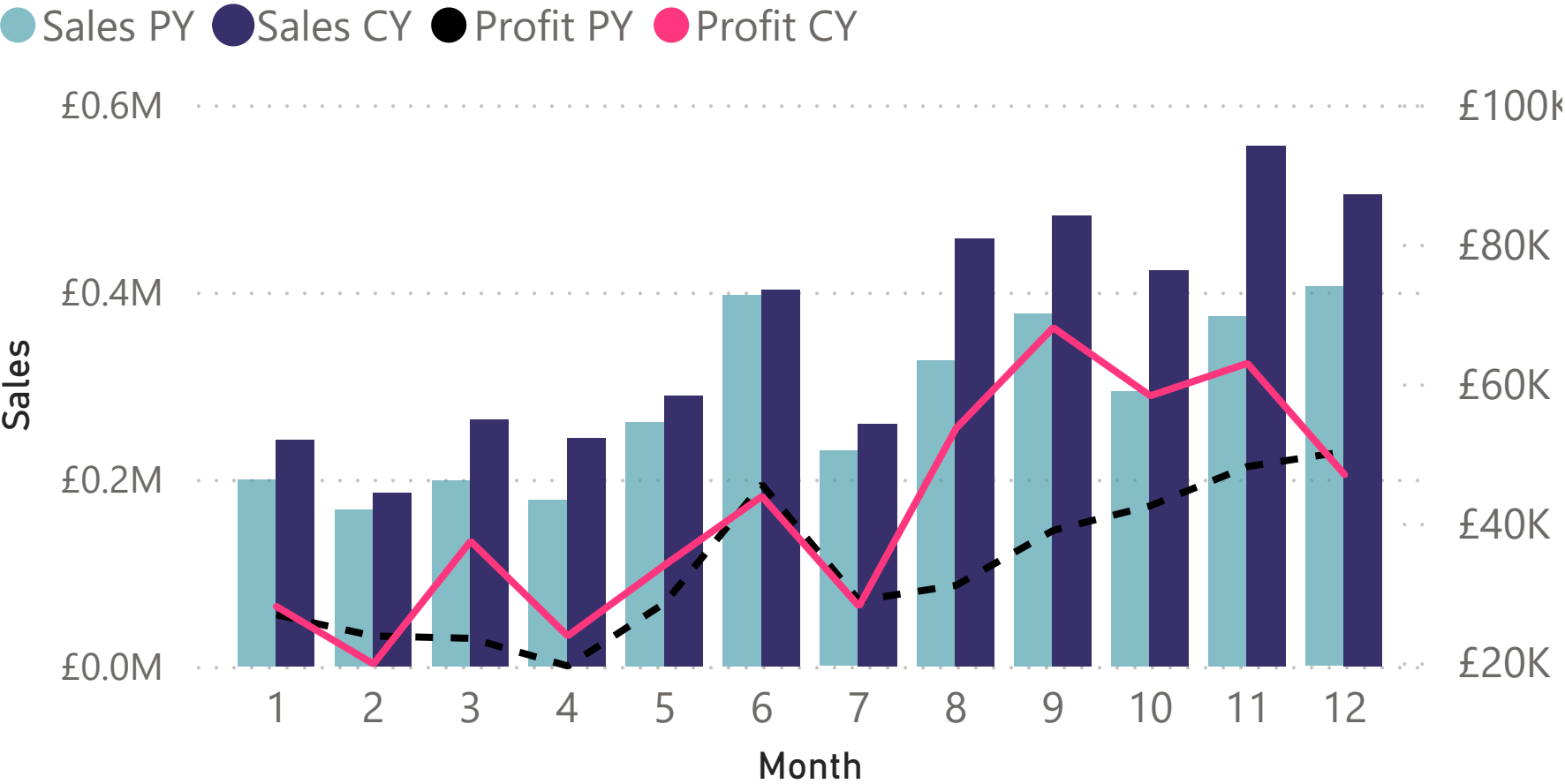
From PY 23.89%

Quantity Sold

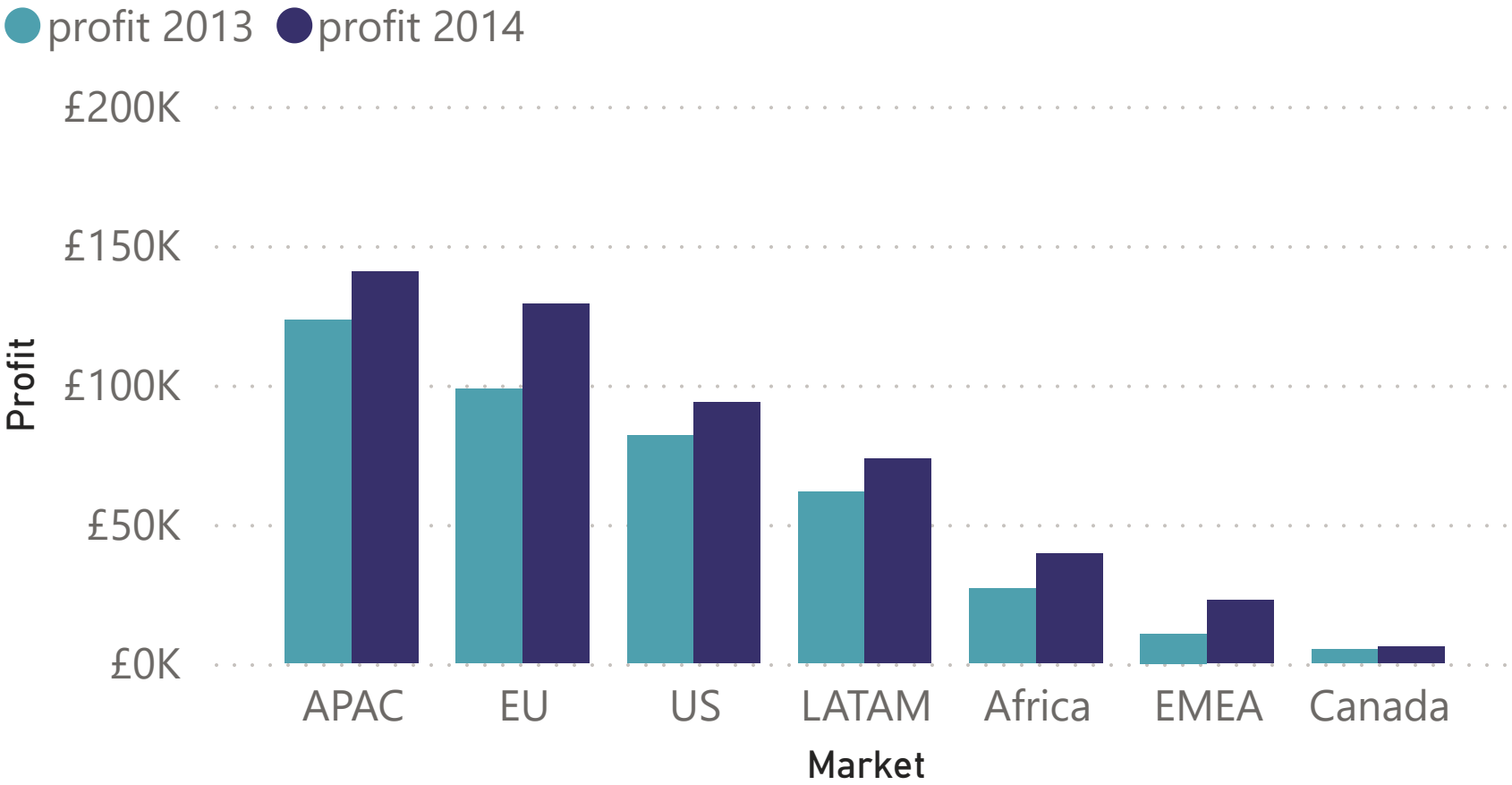
61K

From PY 25.94%

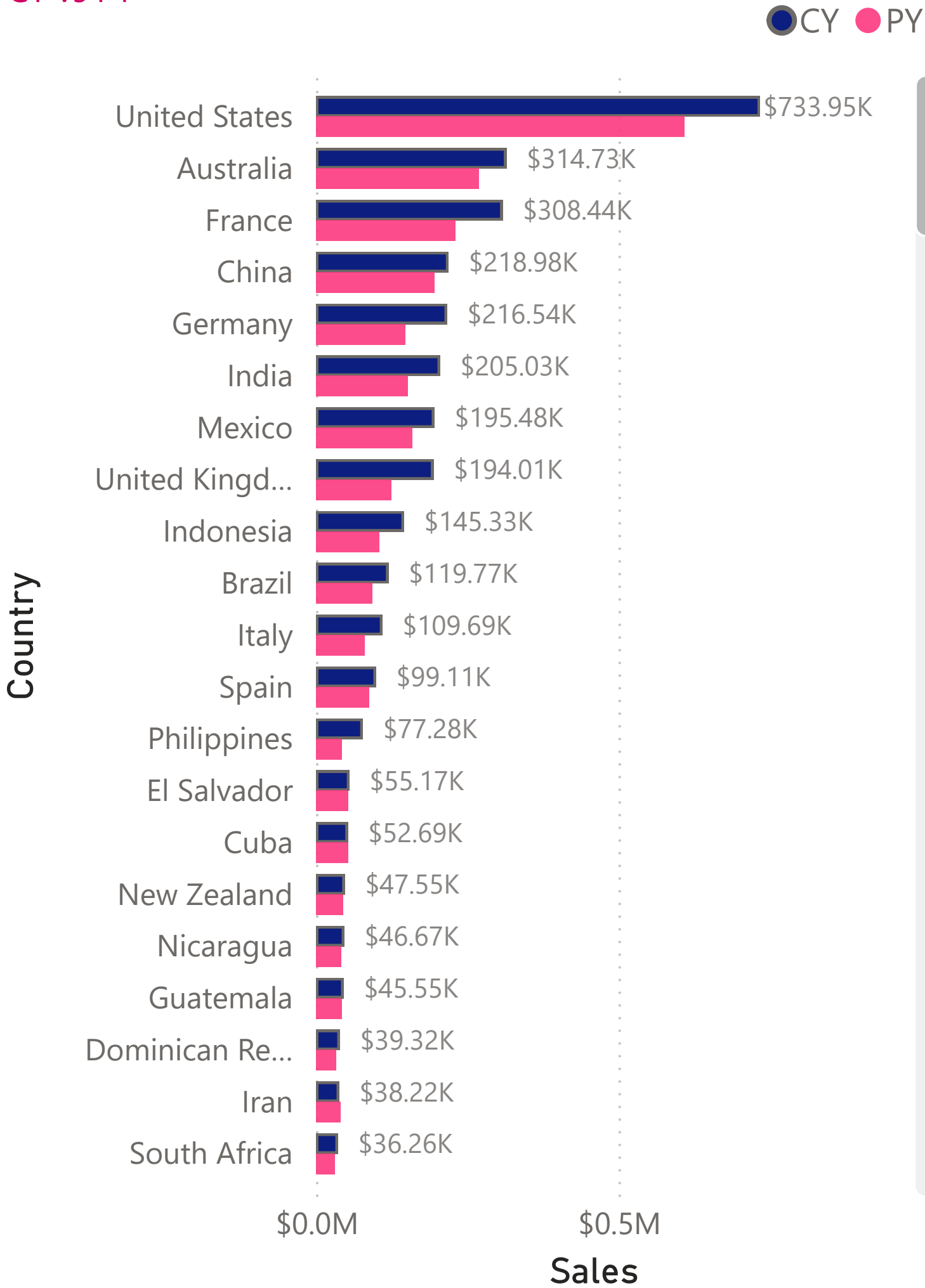
Monthly Trend CY vs PY



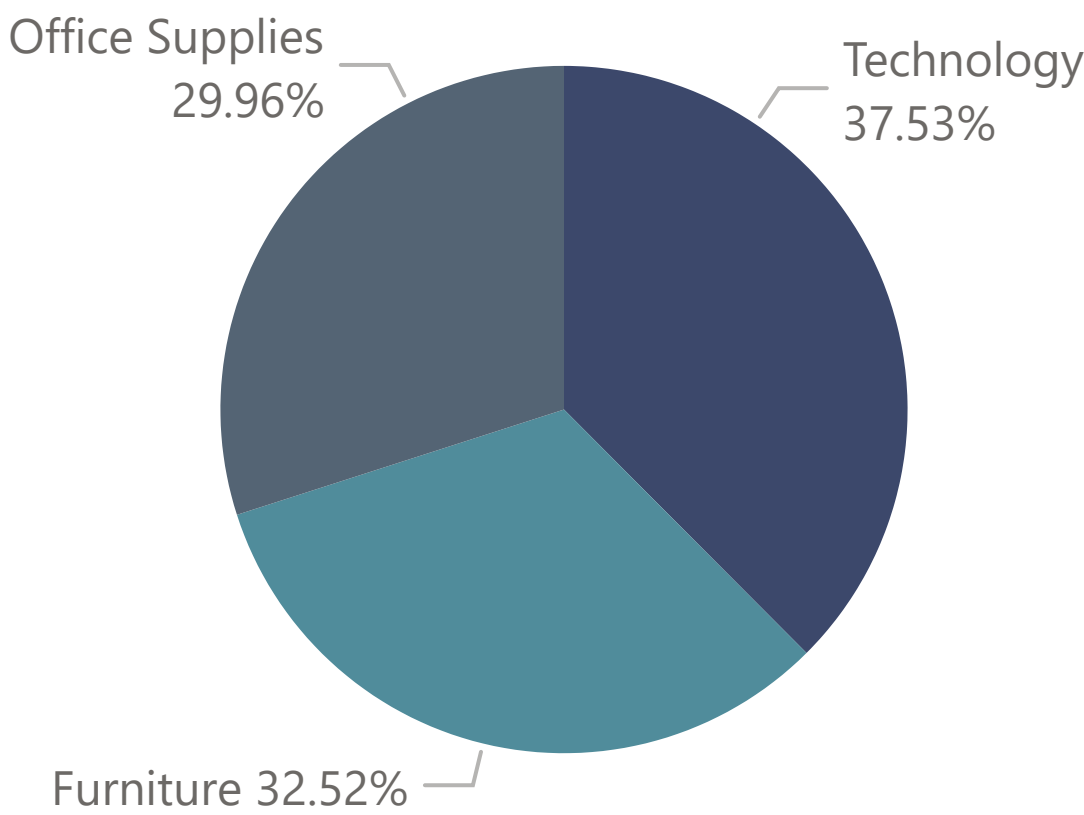
Profit By Market CY vs PY



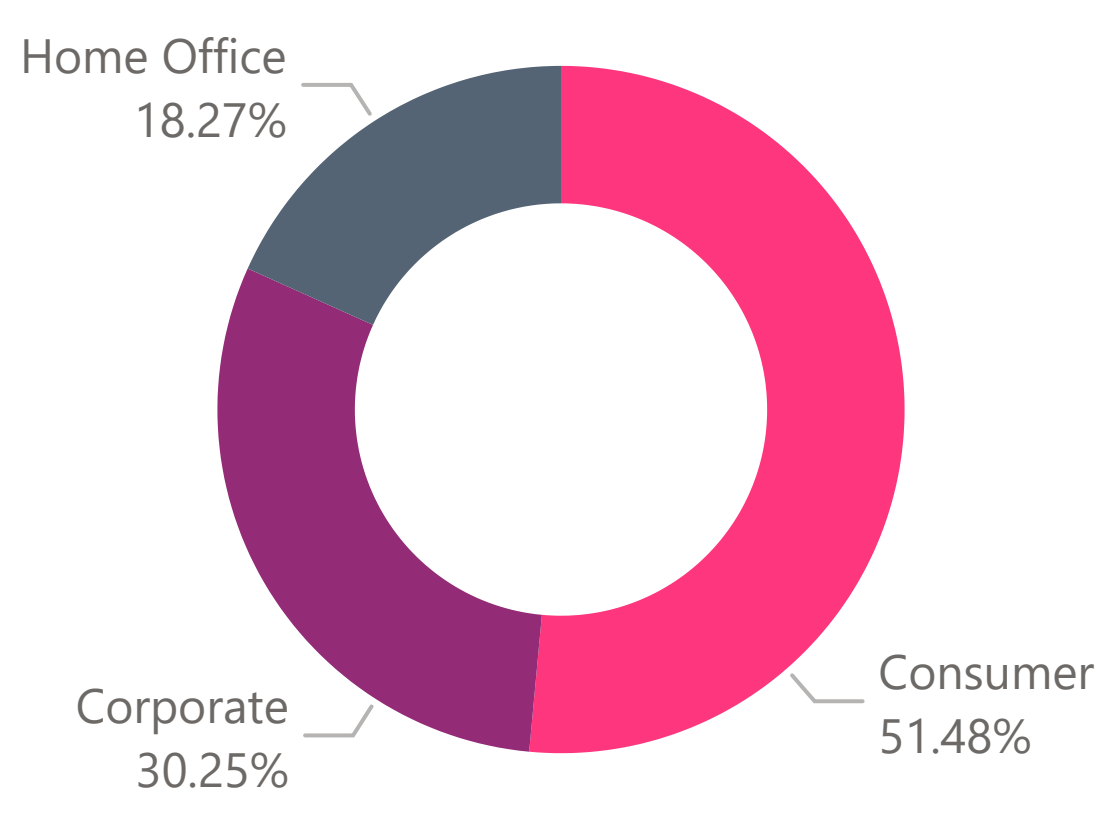
Sales By Country Region City CY vs PY



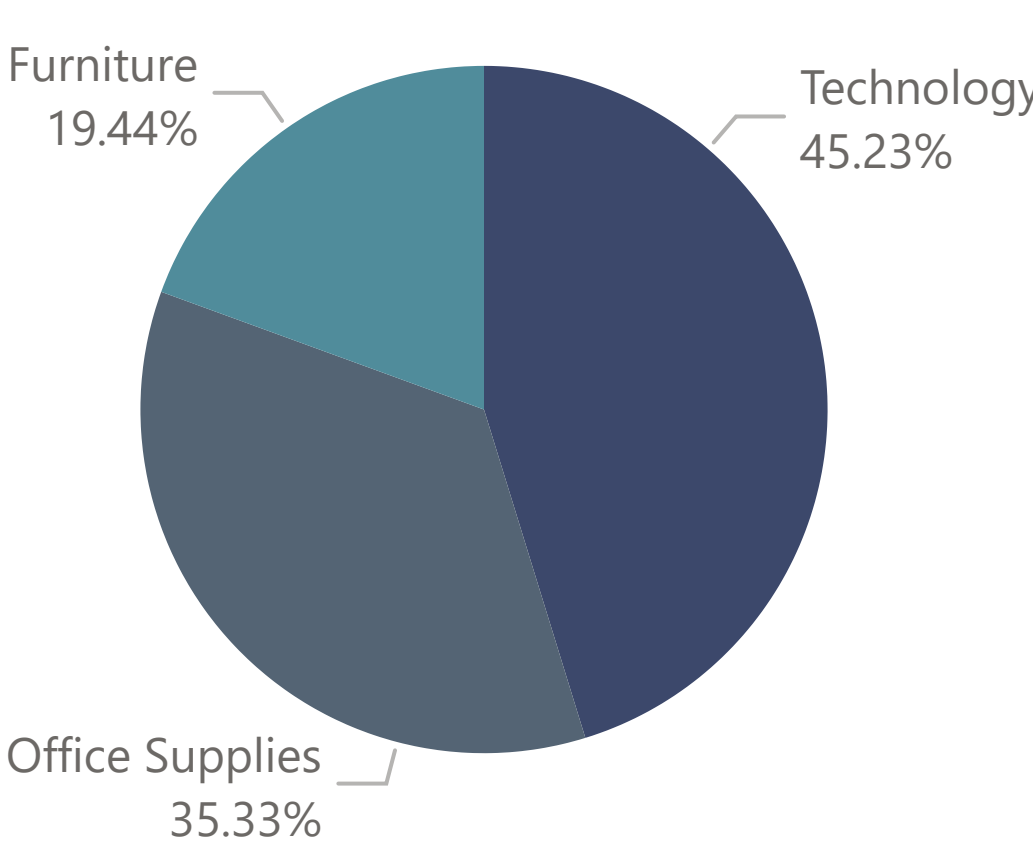
Sales By Categories



Sales By Segment



Profit By Category



Customer Analysis

Period: 2011 - 2014

Total Customers

15.70K

New Customers

4200 7.55%

Returning Customers

3962

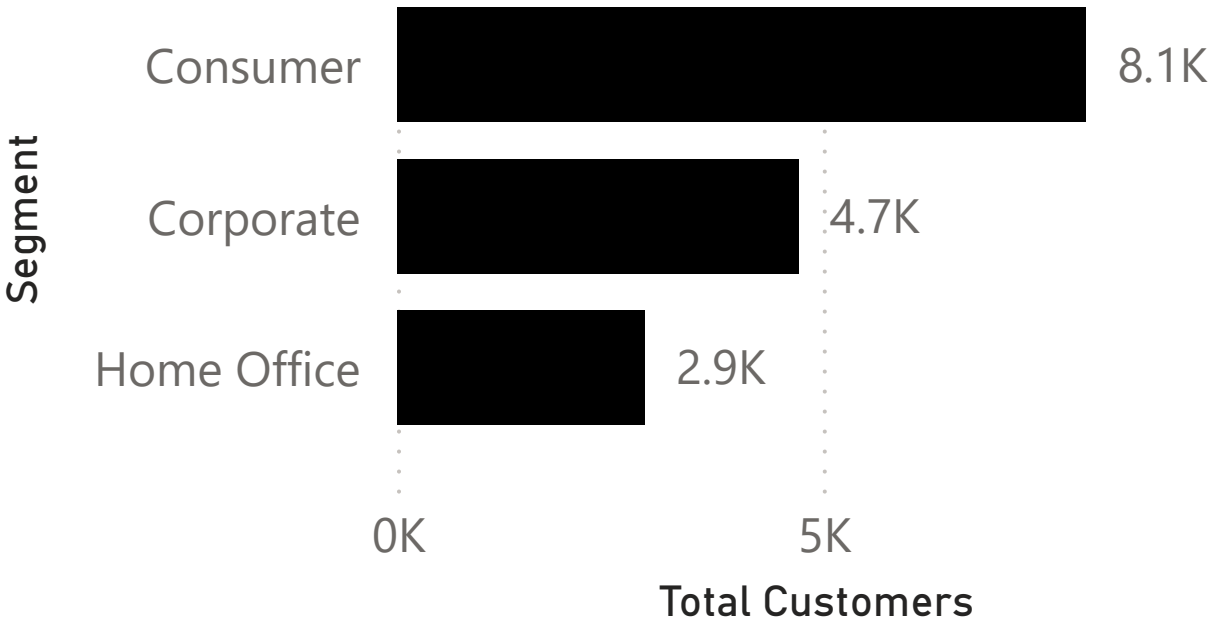
Orders

25.04K

Top 10 Customers

Customer ID	Country	Sales	Profit	Quantity
TC-20980	United States	\$19,052.218	\$8,981.32	42
RB-19360	United States	\$15,117.339	\$6,976.10	71
TA-21385	United States	\$14,595.62	\$4,703.79	36
AB-10105	United States	\$14,473.571	\$5,444.81	73
KL-16645	United States	\$14,175.229	\$806.86	113
SC-20095	United States	\$14,142.334	\$5,757.41	87
HL-15040	United States	\$12,873.298	\$5,622.43	50
SE-20110	United States	\$12,209.438	\$2,650.68	78
CC-12370	United States	\$12,129.072	\$2,177.05	34
TS-21370	United States	\$11,891.751	\$2,371.71	59
Total		\$140,659.87	\$45,492.15	643

Customers By Segment

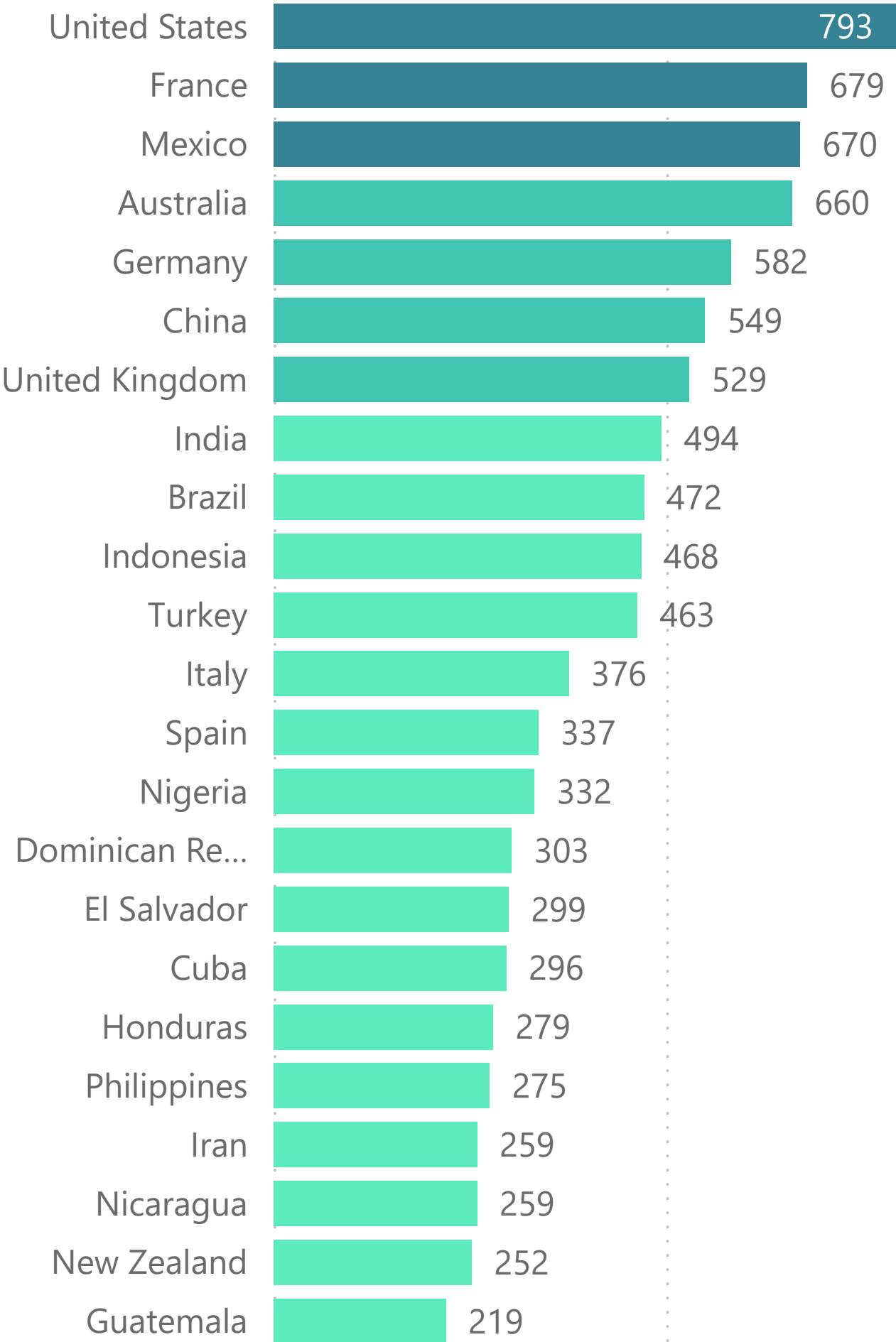


No. of Customers By

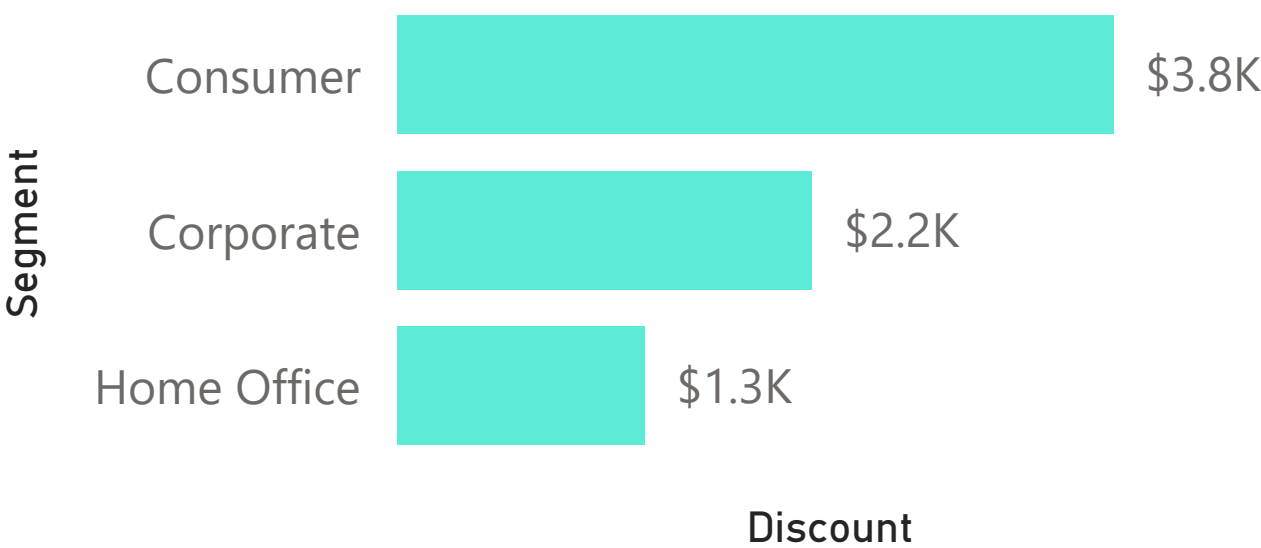
Country

Region

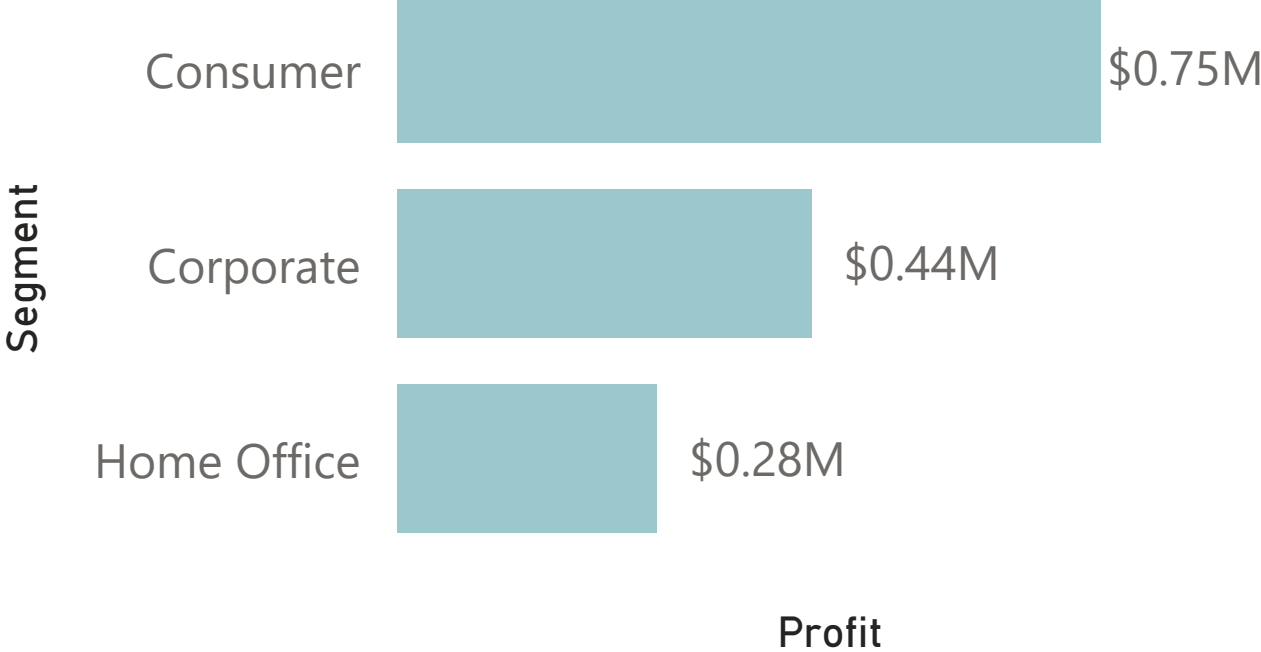
City



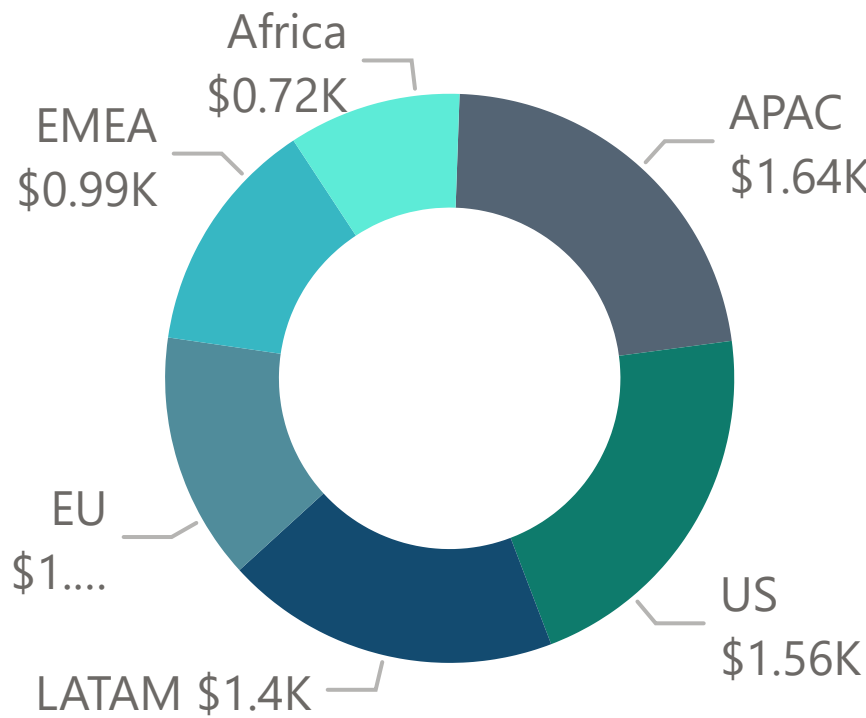
Discount By Segment



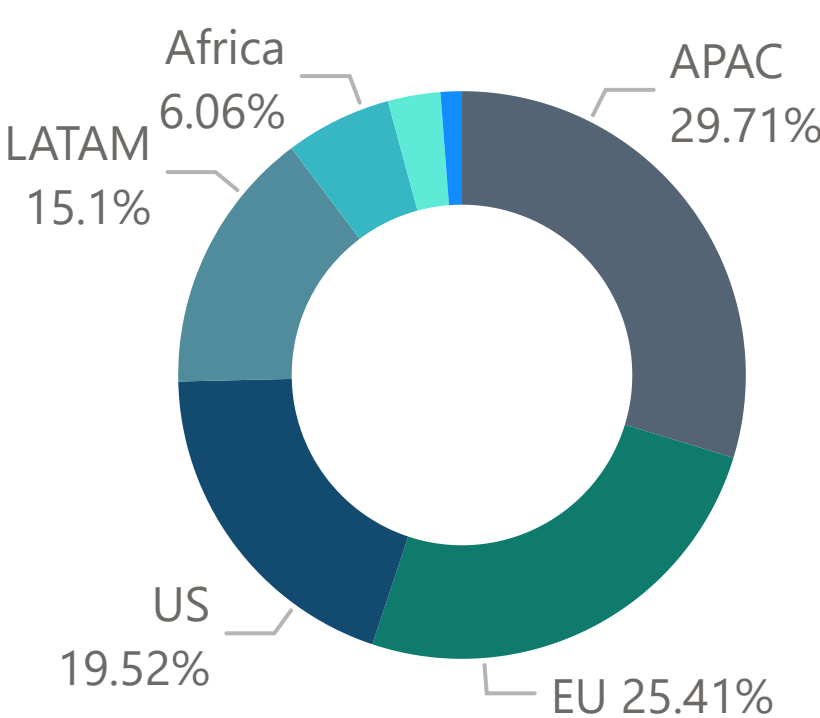
Profit By Segment



Discount By Market



Profit By Market



Product Analysis

Period: 2011 - 2014

Total Products
3788

Sub Categories
17

Category
3

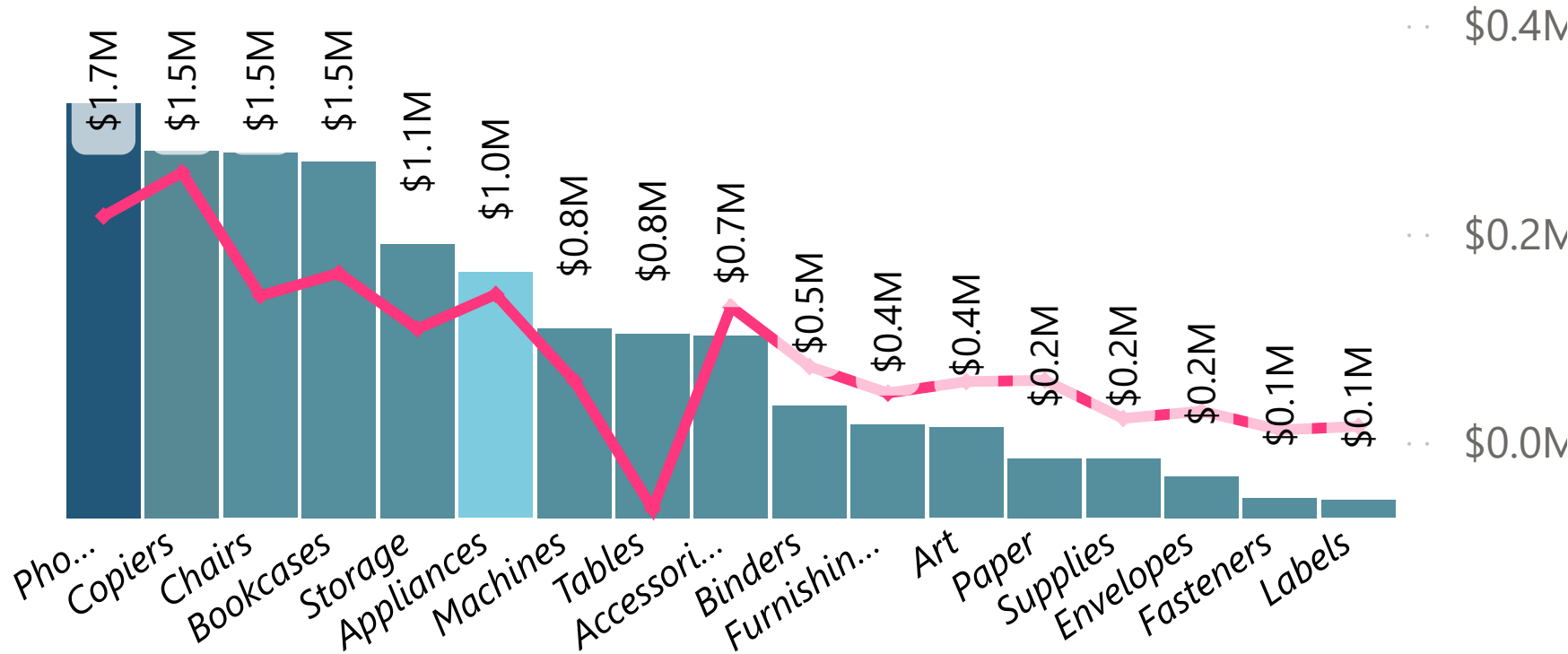
Ship Modes
4

Top 10 Products By Sales

Product ID	Sub-Category	Sales	Profit	Quantity
TEC-MA-10001127	Machines	£19,145.745	£3,647.8266	17
OFF-BI-10001359	Binders	£19,823.479	£2,233.5051	37
FUR-TA-10001889	Tables	£20,730.7557	-£2,684.1669	48
OFF-AP-10004512	Appliances	£21,147.084	£10,345.584	38
FUR-CH-10000027	Chairs	£21,329.73	£1,363.23	50
FUR-CH-10002024	Chairs	£21,870.576	£0	39
TEC-PH-10004823	Phones	£22,262.1	£8,121.48	39
TEC-MA-10002412	Machines	£22,638.48	-£1,811.0784	6
OFF-BI-10003527	Binders	£27,453.384	£7,753.039	31
TEC-PH-10004664	Phones	£30,041.5482	£5,455.9482	52
Total		£288,042.7059	£59,625.2956	377

Sales & Profit By Sub-Category

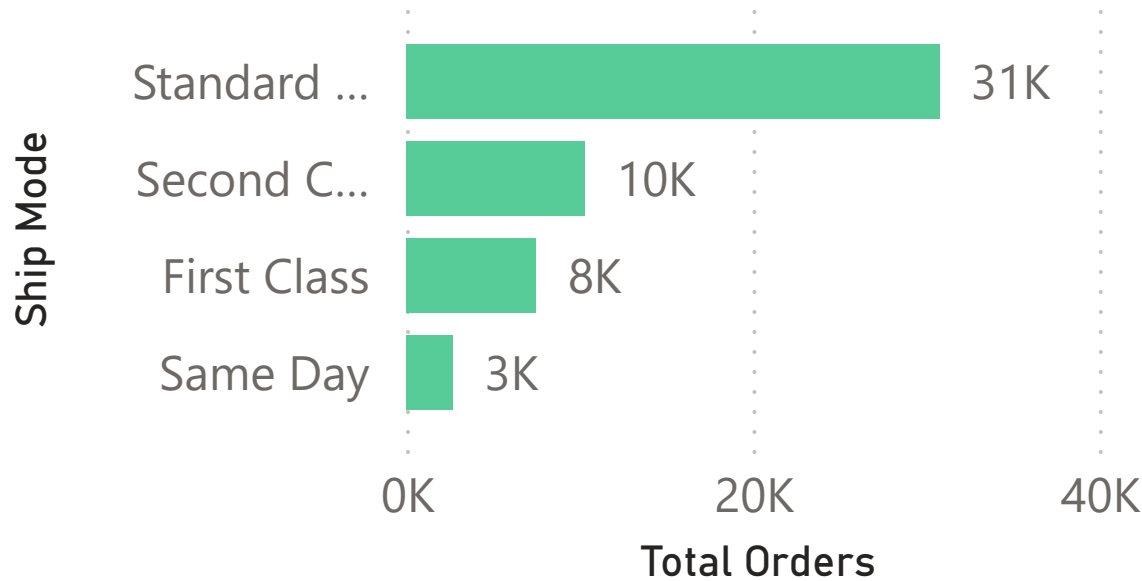
Sales Profit



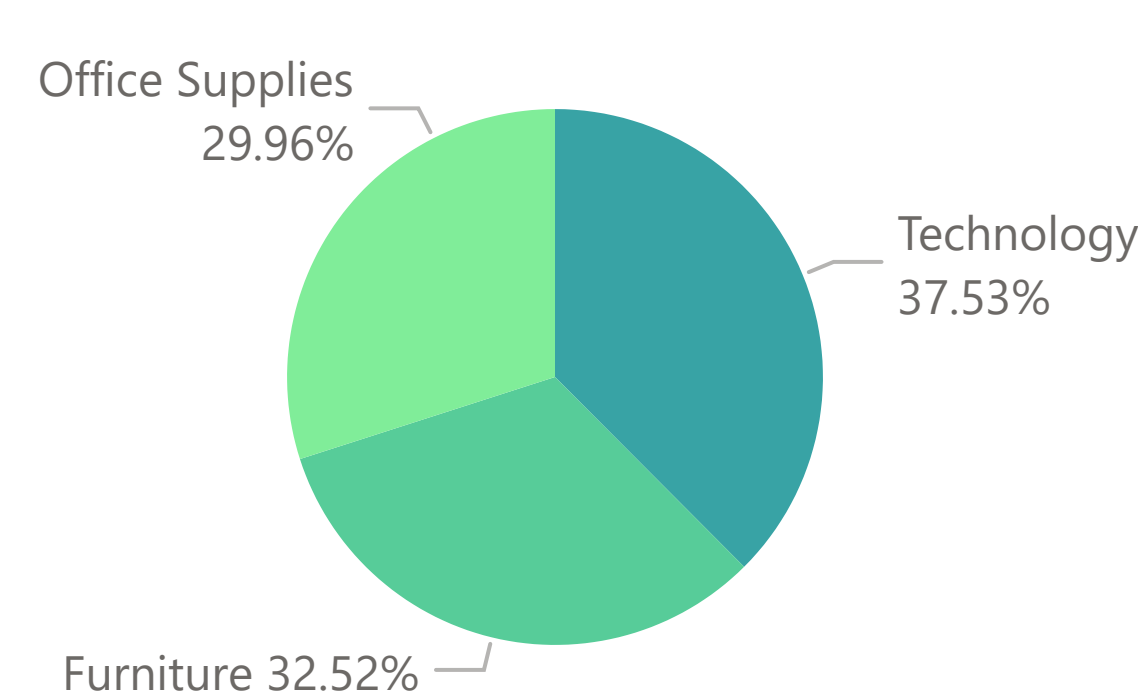
Top 5 Sub-Categories By Quantity Sold

Sub-Category	Sum of Quantity
Binders	21429
Storage	16917
Art	16301
Paper	12822
Chairs	12336
Total	79805

No. of Orders By Ship Mode

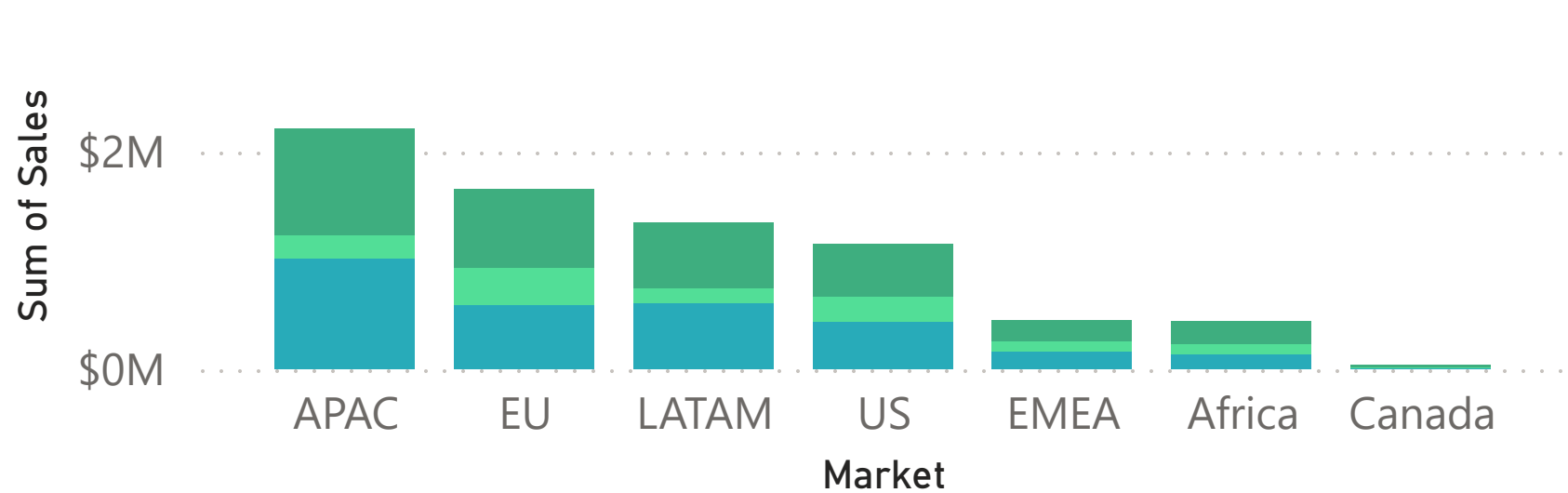


Sales By Category

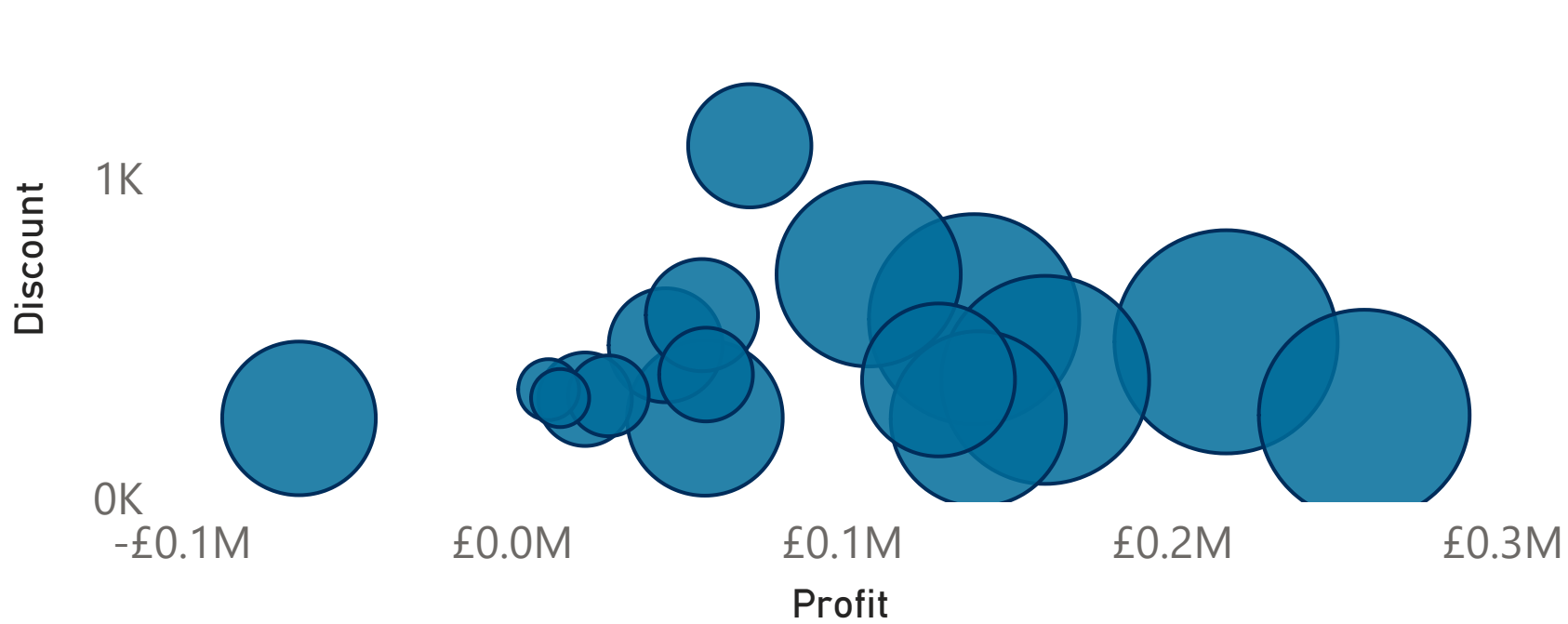


Sales By Market & Category

Category Furniture Office Supplies Technology



Discount Vs Profit By Sub-Category



Average Shipping Cost By Shipping Mode

