



# SALES ANALYSIS

CategoryName

Tout

Year

Tout

StoreType

- ☐ Online
- ☐ Retail

Sales total

\$22,169,329,116

VS Last-Period

19 %

Profit

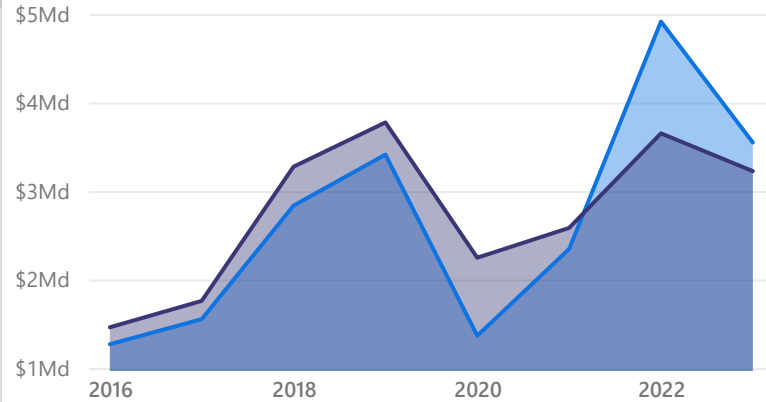
\$12,965,230,950

Orders Total

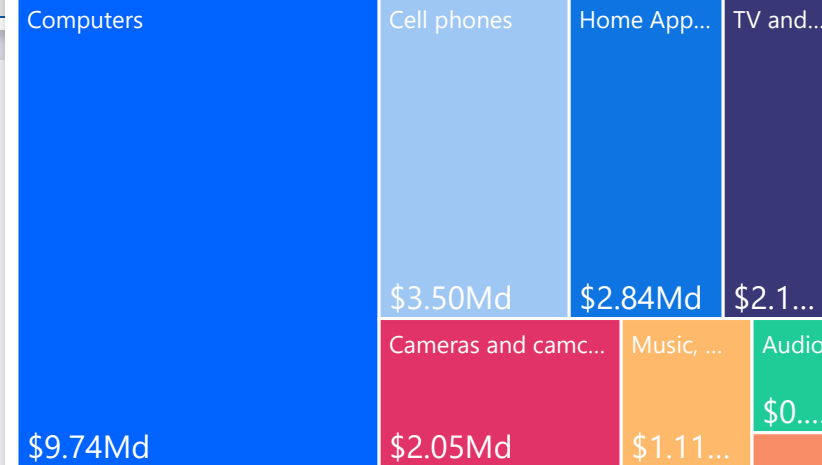
8,393,019

## SALES Vs TARGET

● Sales total ● Target total

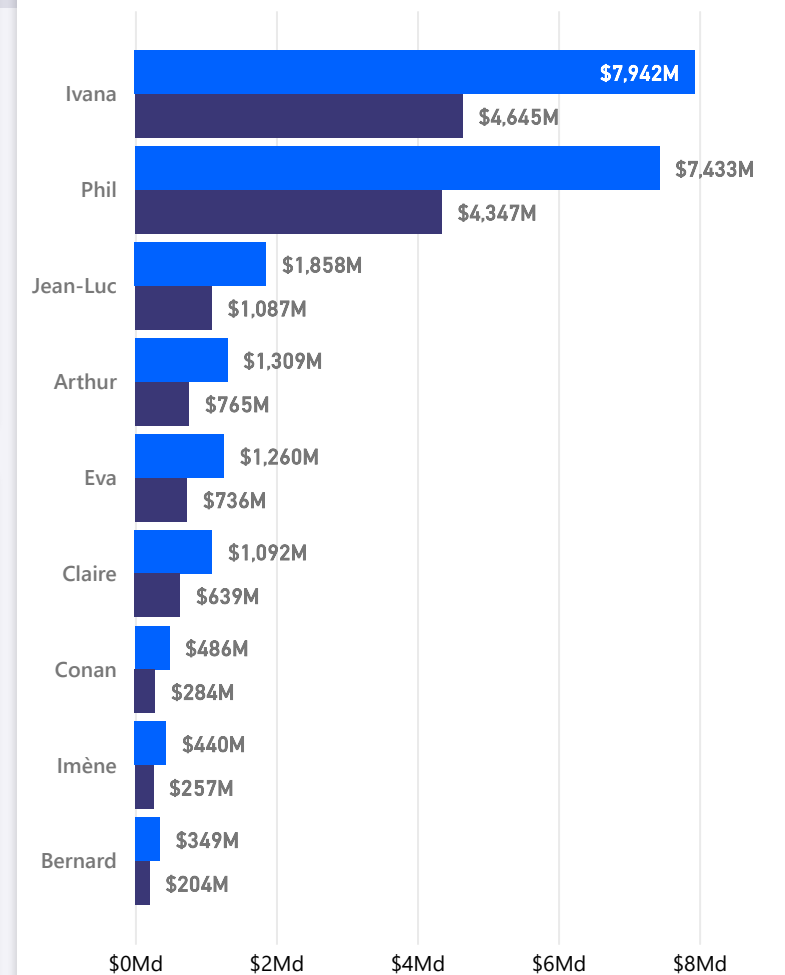


## SALES BY CATEGORY

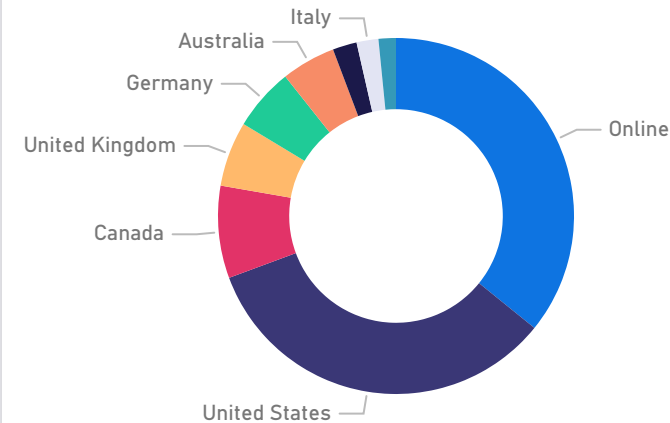


## PERFORMANCE COUNTRY MANAGER

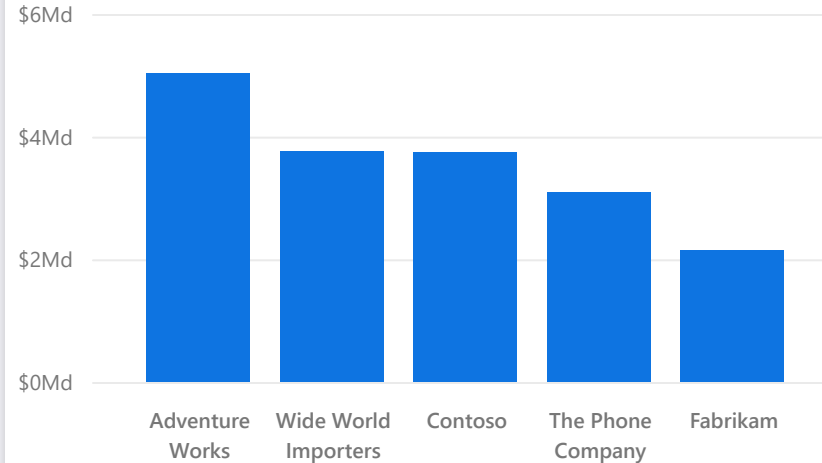
● Sales total ● Profit



## COUNTRY BREAKDOWN



## TOP BRANDS





REGIONAL PERFORMANCE ANALYSIS

(Vide)

2015

2016

2017

2018

2019

2020

2021

2022

2023

Effacer tous le...

Sales total

\$3,630,975,912

Profit

\$2,123,382,372

Orders Total

1,513,190

Country Name



Australia

Germany

United Kingdom

Canada

Italy

United States

France

Netherlands

SALES BY COUNTRY

CountryName	Sales total	Sales Evo %	Target Attainment %
Australia	\$345,167,313	8.4 %	132.24 %
Canada	\$515,777,457	5.9 %	115.79 %
United States	\$1,806,065,215	-6.5 %	86.58 %
Italy	\$64,363,190	-0.2 %	82.03 %
France	\$111,831,205	7.0 %	81.79 %
Germany	\$386,955,946	9.9 %	81.37 %
Netherlands	\$156,749,620	10.3 %	80.91 %
United Kingd...	\$244,065,967	-1.5 %	69.34 %

SALES & PROFIT BY SUBCAT

SubCategoryName	Sales total	Profit
Desktops	\$537,349,169.74	\$304,371,741.04
Smart phones & PDAs	\$342,172,963.49	\$194,252,047.59
Projectors & Screens	\$329,119,851.11	\$203,515,710.84
Televisions	\$312,353,796.70	\$191,306,047.25
Touch Screen Phones	\$306,421,520.94	\$172,881,872.36
Laptops	\$213,153,751.41	\$122,875,553.32
Water Heaters	\$187,265,626.47	\$108,143,552.17
Monitors	\$147,719,182.06	\$92,431,602.42
Movie DVD	\$119,456,193.59	\$72,944,911.49
Printers, Scanners & Fax	\$70,579,562.17	\$41,099,030.64
Washers & Dryers	\$52,176,388.55	\$29,394,047.20
Air Conditioners	\$37,685,012.38	\$21,116,533.50
Coffee Machines	\$35,814,143.44	\$21,421,167.76
Recording Pen	\$26,919,577.05	\$15,224,333.02
Digital SLR Cameras	\$26,213,527.07	\$16,321,513.09
Home Theater System	\$26,081,053.59	\$14,066,498.97
Bluetooth Headphones	\$17,755,009.71	\$10,417,561.45
Home & Office Phones	\$15,797,895.65	\$8,881,563.40
Total	\$2,878,563,900.88	\$1,684,121,913.59

PROFIT BY STATE

Northwest Terri...

New Brunswick

Newfoundland ...

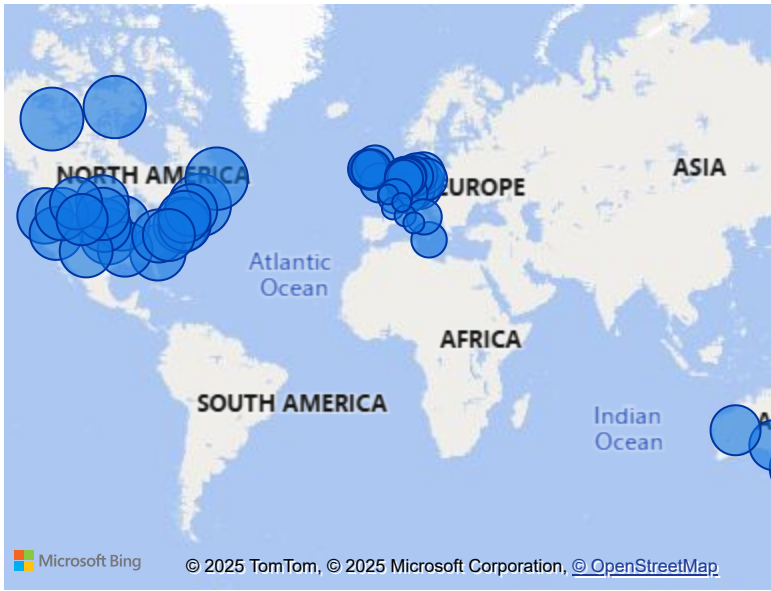
Nunavut

Victoria

\$0M

\$50M

PROFIT BY STATE



Microsoft Bing

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STORES PERFORMANCE ANALYSIS

CountryName

Australia

Canada

France

Germany

Italy

Netherlands

Online

Date

Y

Q

M

W

D

Année

2023 - 2023

2015

2016

2017

2018

2019

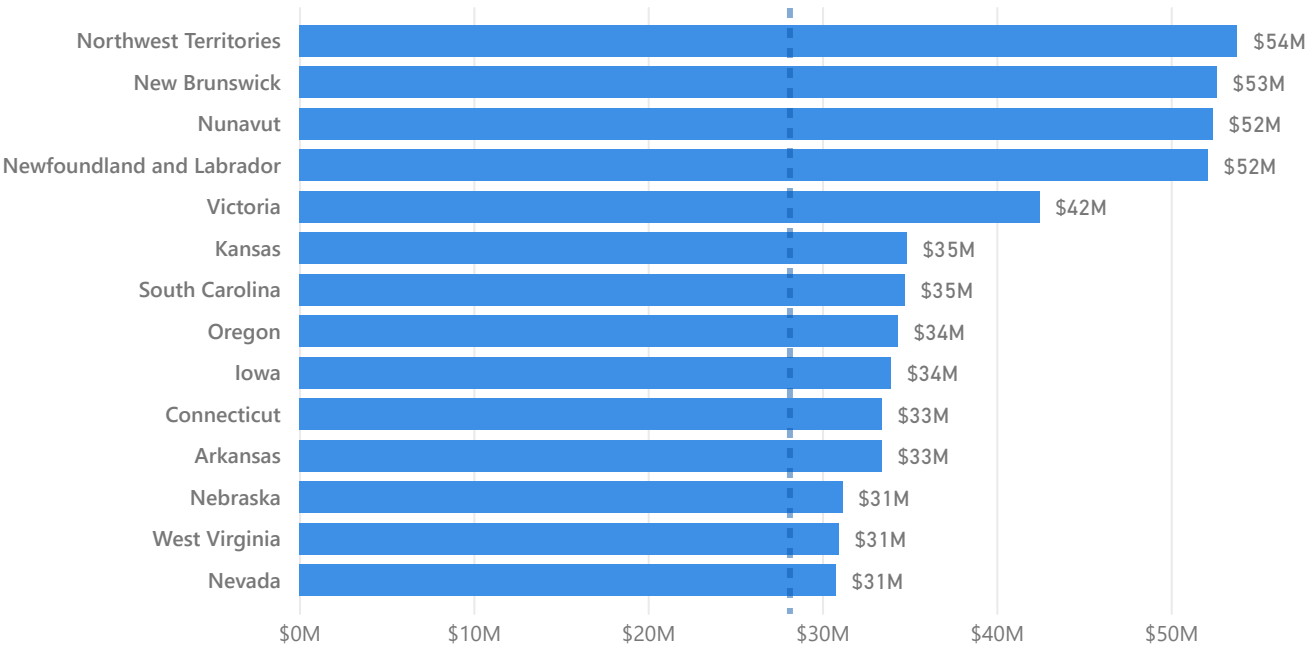
2020

2021

2022

2023

Top vs Flop - Stores Contoso



Sales total

\$3.55Md

Objectif: 23.07Md (-84.62 %)

Orders

1,606,455

Profit

\$2.08Md

Profit\_Margin

58 %✓

Objectif: 45 % (+29.93 %)

Target Attainment %



CountryName	Sales total	Target total	Orders Total	Profit
Online	\$2,160,954,639.62	\$1,687,873,930.00	977,916	\$1,264,794,150.33
United States	\$652,111,799.57	\$760,946,583.76	307,461	\$381,625,871.41
Kansas	\$34,849,466.54	\$39,707,574.50	16,559	\$20,339,526.07
South Carolina	\$34,721,489.63	\$39,137,654.97	16,316	\$20,323,226.56
Oregon	\$34,328,701.88	\$39,006,299.90	16,182	\$20,095,649.27
Iowa	\$33,944,728.21	\$41,060,026.76	15,860	\$19,856,931.89
Connecticut	\$33,414,344.85	\$35,988,607.91	15,887	\$19,549,136.20
Arkansas	\$33,409,675.33	\$40,845,174.44	15,910	\$19,539,774.14
Nebraska	\$31,154,359.52	\$37,503,895.64	15,020	\$18,222,841.13
West Virginia	\$30,948,357.14	\$36,407,454.85	14,313	\$18,132,155.56
North Dakota	\$30,732,880.06	\$37,619,596.33	14,136	\$18,006,976.78
Nevada	\$30,778,767.67	\$38,290,456.41	14,738	\$17,992,574.70
Idaho	\$30,511,145.26	\$33,232,888.94	14,242	\$17,858,529.95
New Mexico	\$30,319,771.50	\$37,606,768.59	14,139	\$17,735,540.34
Total	\$3,547,601,170.29	\$3,224,403,246...	1,606,455	\$2,076,307,642.91



Sales total

\$10,963,493,191

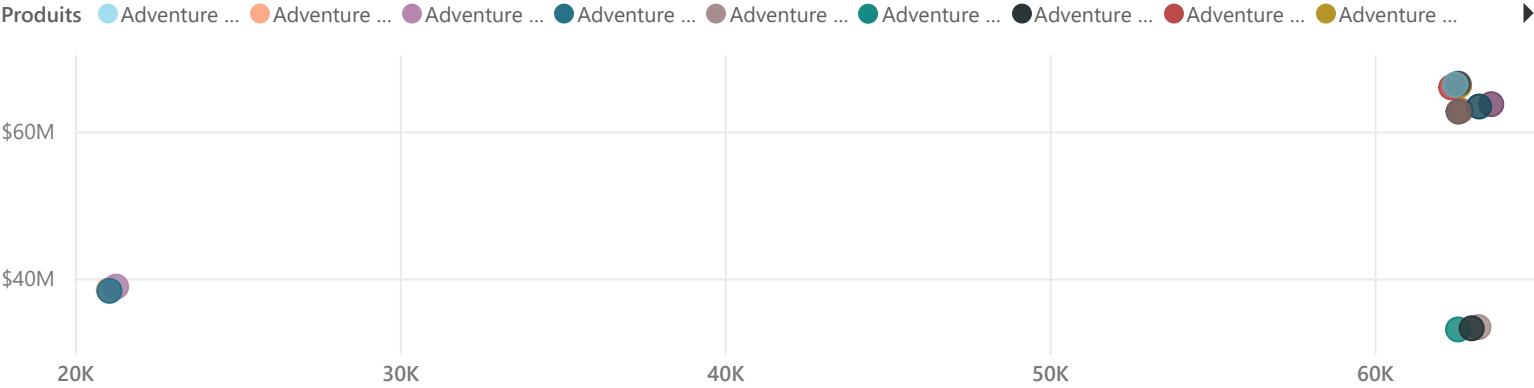
Profit

\$6,412,270,799

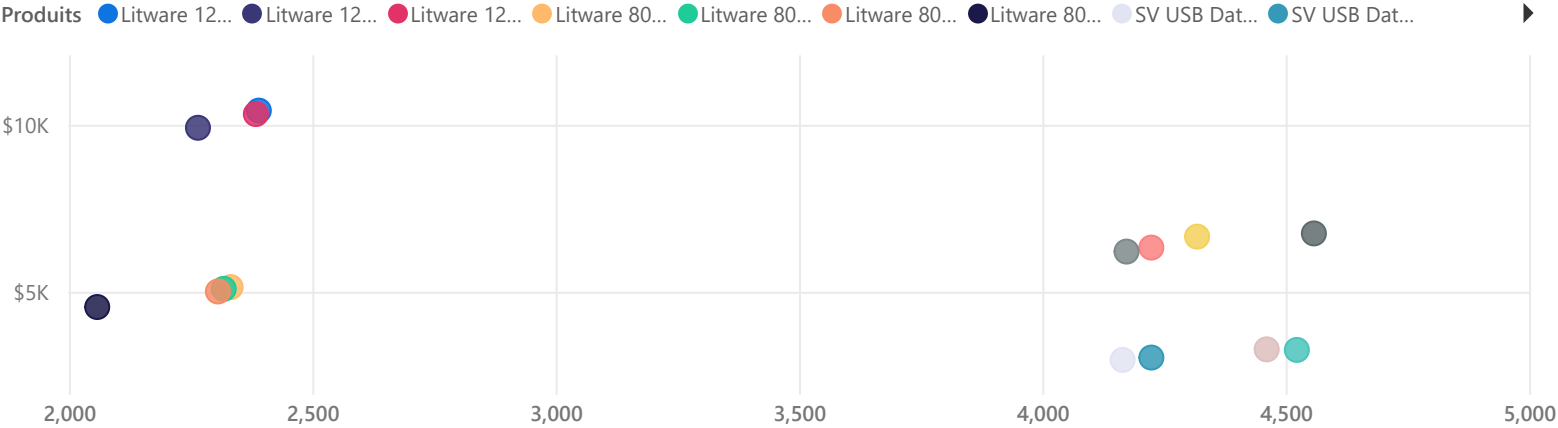
Orders Total

4,148,957

Top 15 des produits



Bottom 15 des produits



Gender

female

male

Store Type

Online

Retail

Country Name

Australia	Italy
Canada	Netherlands
France	Online
Germany	United Kingdom