

# BUSINESS PERFORMANCE OVERVIEW

Year

2015

Total Sales  
**\$12,304,518**

-5.7% | -739,767  
VS LAST YEAR SALES

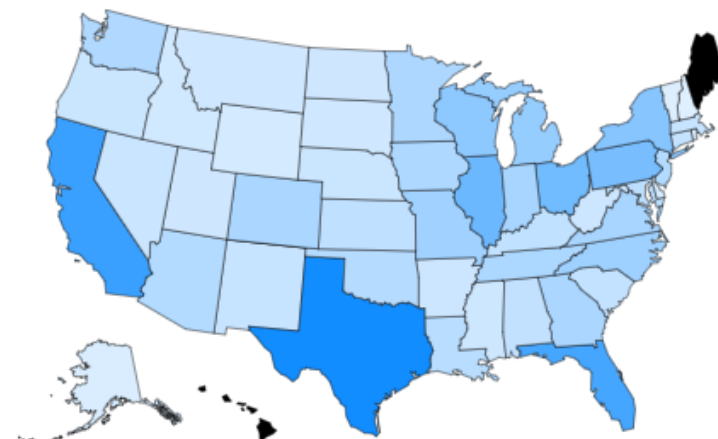
Total Profit  
**\$3,322,220**

-5.7% | -540,030  
VS LAST YEAR PROFIT

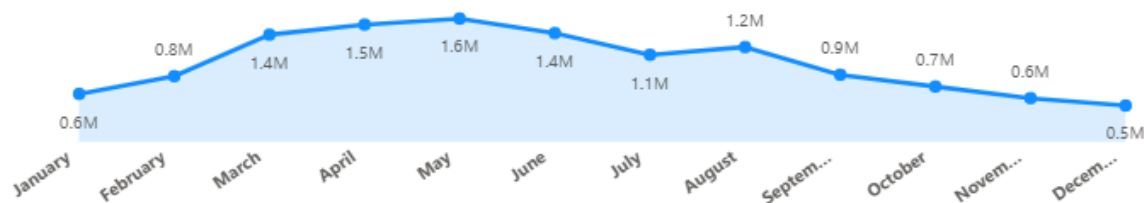
Total Transactions  
**127,067**

-2.4% | -3,148  
VS LAST YEAR TRANSACTIONS

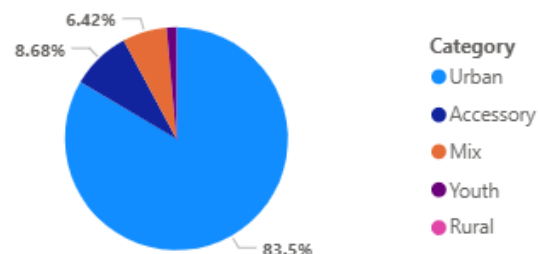
Total Sales by State



Total Sales by Month



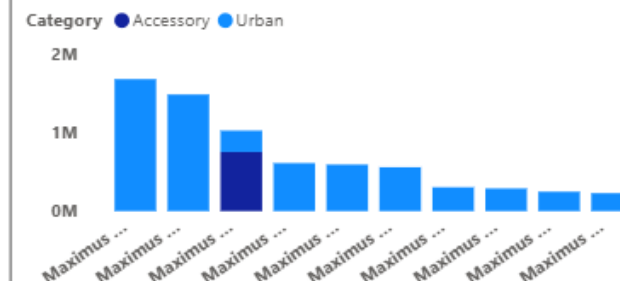
Total Sales by Category



Top 10 Customers by Sales

Full Name	Total Sales
Fischer Kellie	487.70
Mathews Meredith	477.20
Shelton Ivy	445.45
Skinner Kerry	435.73
Sharp MacKenzie	426.28
Ratliff Mona	413.16
Jefferson Quon	411.58

Top 10 Products by Sales



NAVIGATION



# BUSINESS PERFORMANCE OVERVIEW

## Customer Insight

10

☒ Top  
☐ Bottom

YEAR

All

Total Number of Unique Customers

282596

One-Time Customers

4533

1.6% of Total  
UNIQUE  
CUSTOMERS

### NAVIGATION



#### Customer Rank by Sales

Full Name	Total Sales_Customer Rank
Hanson Rhonda	1,250.75
Duran Constance	1,191.17
Hickman Caryn	1,179.88
Chang Preston	1,165.19
Salazar Thor	1,159.15
Gamble Guinevere	1,158.86
Myers McKenzie	1,157.59
Ortiz Vivian	1,154.92
Rowe Laura	1,140.52
Kaufman Quincy	1,137.13
<b>Total</b>	<b>65,547,113.31</b>

#### Customer Location



# BUSINESS PERFORMANCE OVERVIEW

## Product Insight

Top Category

Urban

83.04%  
of Total Sales

Top Segment

Moderation

61.94%  
of Total Sales

Year

All

Category

All

Segment

All

## NAVIGATION



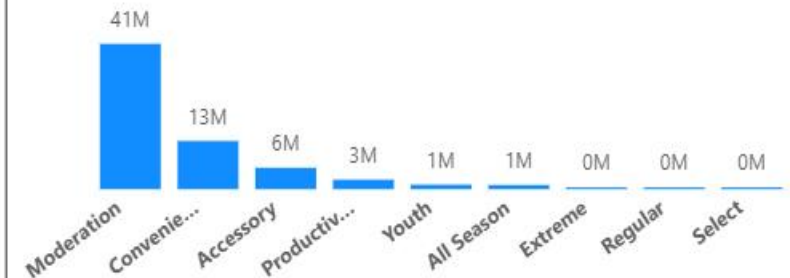
Total Cost by Month



Total Sales by Month



Sales by Segment



Sales by Category

