

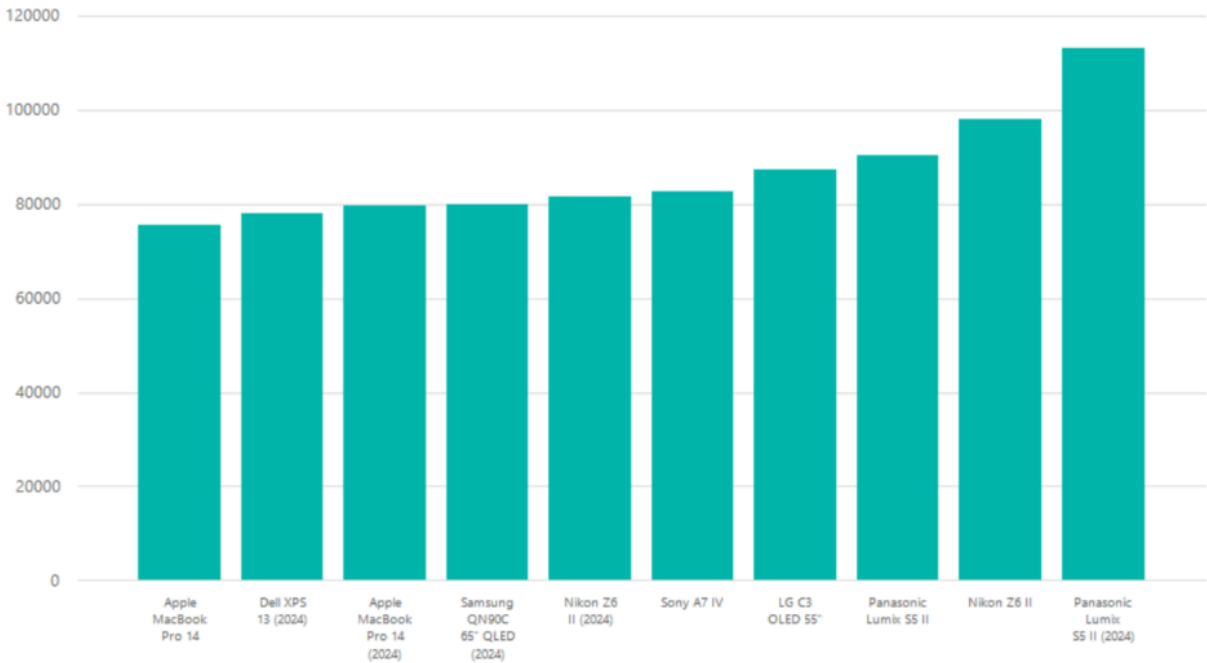
IT420: Week5 Project SSRSReports

Executive_Report_Tabular

Category	Total Qty	Total Revenue
Electronics	2798	2550314.23
Home Decor	2987	912393.07
Cosmetic	2102	38047.98
Health	2609	30622.51
Groceries	2957	16599.21

Total Revenue by Category

Top 10 Products by Revenue



Top 10 Products by Revenue Chart

Reflection

I would start with the chart of the top 10 products we had. Then show the report showing that Electronics is our top performing Category for revenue. From the top 10 products chart we can conclude that Panasonic is our top go to brand for customers. With that information I can suggest more products from that brand. Then knowing that our shelf spaces are being taken up by brands that aren't doing too well. This will give the executives the intel to negotiate for more when contracts with these companies that aren't doing so well comes around.