

# Profit & Growth Intelligence Dashboard

2014

2015

2016

2017

**2.30M**

Total Sales

**286.40K**

Total Profit

**10K**

Total Orders

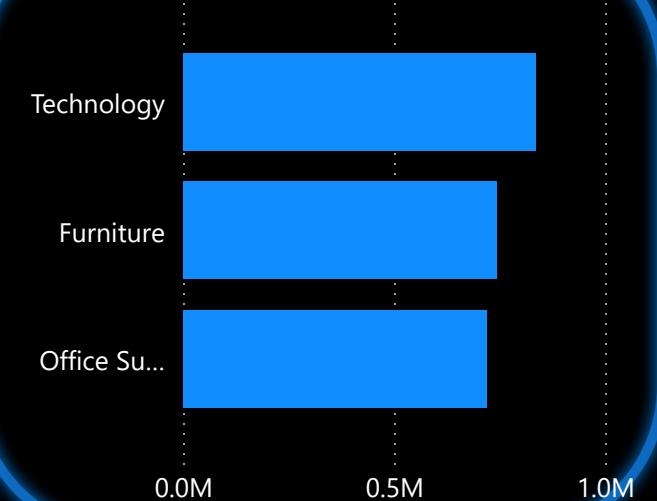
**46.88%**

Sales YoY %

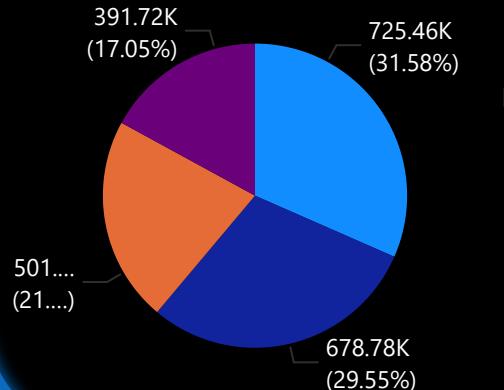
**12.47%**

Profit Margin %

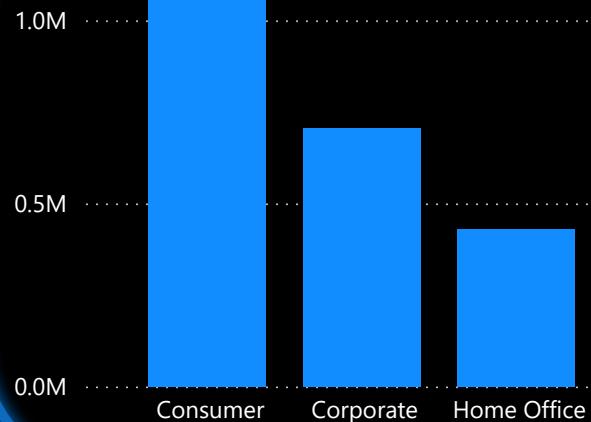
## Total Sales by Category



## Total Sales by Region



## Total Sales by Segment



## Total Profit by month name



## Product Name

"While you Were Out" Message Book, One Form per Page
#10- 4 1/8" x 9 1/2" Recycled Envelopes
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes
#10 Gummed Flap White Envelopes, 100/Box
#10 Self-Seal White Envelopes
#10 White Business Envelopes,4 1/8 x 9 1/2
#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes
#6 3/4 Gummed Flap White Envelopes
1.7 Cubic Foot Compact "Cube" Office Refrigerators
1/4 Fold Party Design Invitations & White Envelopes, 24 8-1/2" X 11" Cards, 25 Env./Pack
<b>Total</b>

# Product Profitable & Performance Drivers

[Overview](#)
[Product Analysis](#)
[Regional Performance](#)

**2K**

Total Products

**12.47%**

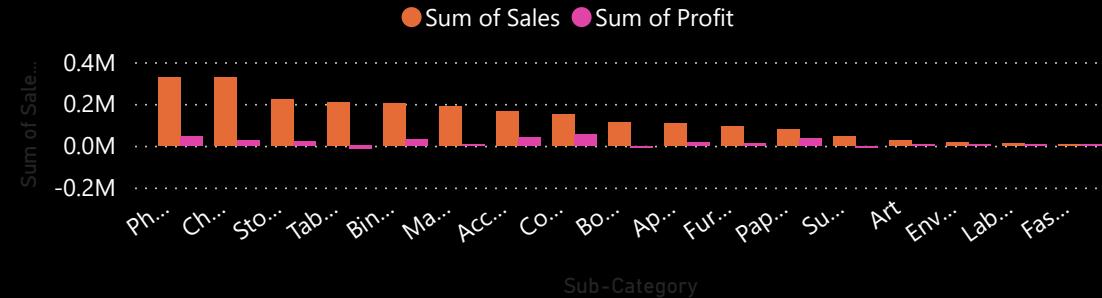
Profit Margin %

Furniture

Office Su...

Technolo...

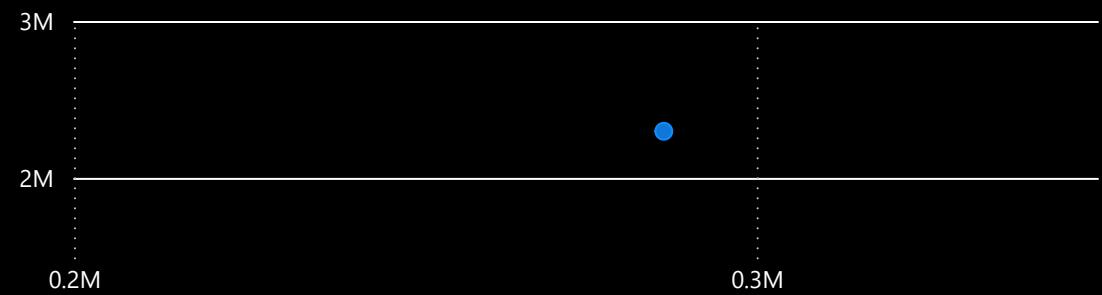
Sum of Sales and Sum of Profit by Sub-Category



Sum of Sales by month name



Sum of Profit and Sum of Sales



Product Name

Product Name	Sum of Sales	Sum of Profit	Profit Margin %	Total Orders
"While you Were Out" Message Book, One Form per Page	25.23	10.39	41.18%	3
#10- 4 1/8" x 9 1/2" Recycled Envelopes	286.67	115.28	40.21%	10
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	146.69	64.86	44.22%	8
#10 Gummed Flap White Envelopes, 100/Box	41.30	16.77	40.60%	4
#10 Self-Seal White Envelopes	108.68	52.12	47.96%	4
#10 White Business Envelopes, 4 1/8 x 9 1/2	488.90	223.14	45.64%	7
#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes	176.29	63.75	36.16%	2
<b>Total</b>	<b>2,297,200.86</b>	<b>286,397.02</b>	<b>12.47%</b>	<b>9994</b>

# REGIONAL PERFORMANCE

Central

East

South

West

**286.40K**

Total Profit

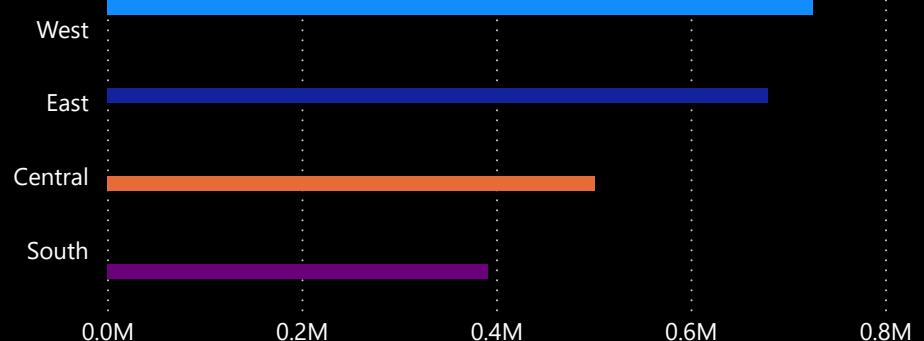
**10K**

Total Orders

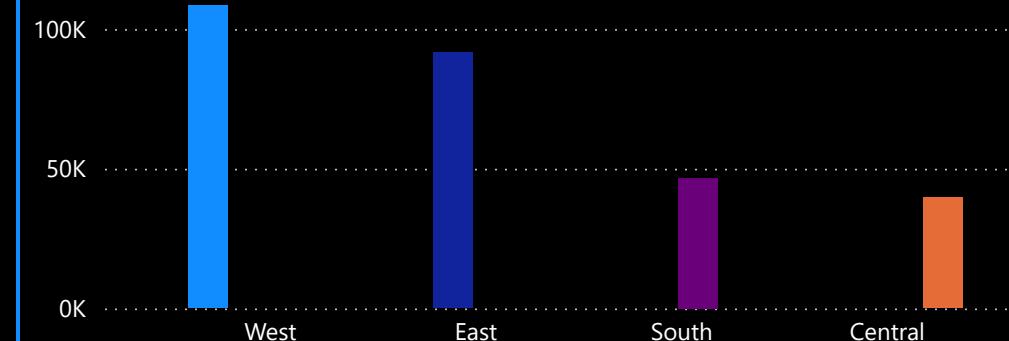
**2.30M**

Total Sales

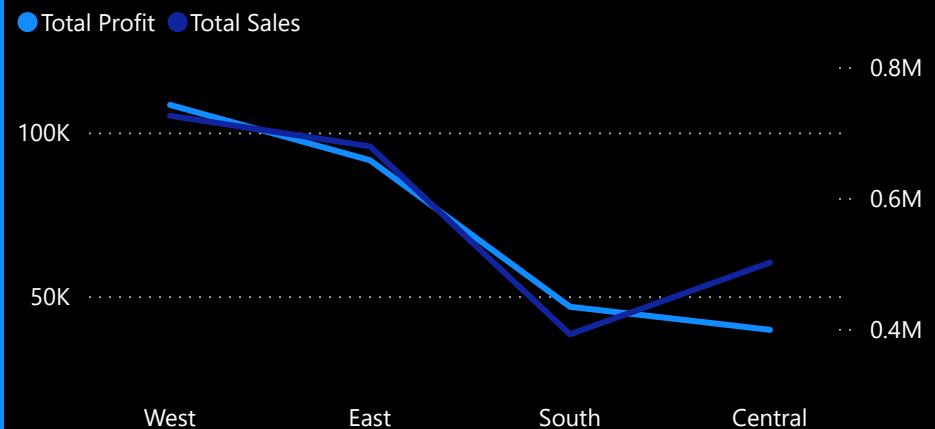
Total Sales by Region and Region



Total Profit by Region and Region



Total Profit and Total Sales by Region



Total Products by Region

