



Total Sales 

2.30M

Sum of sales

Sum of Profit 


286.40K

Total Customers 

99

Average Discount Per Sale 

14.29

Average Profit Margin 

16.43

CUSTOMER 

☐ Abbott Laboratories

☐ Aetna

☐ Airbus

☐ Allianz

☐ Allstate

☐ Alphabet

☐ Amazon

COUNTRY 

☐ Argentina

☐ Australia

☐ Austria


☐ Belgium


☐ Brazil


☐ Canada

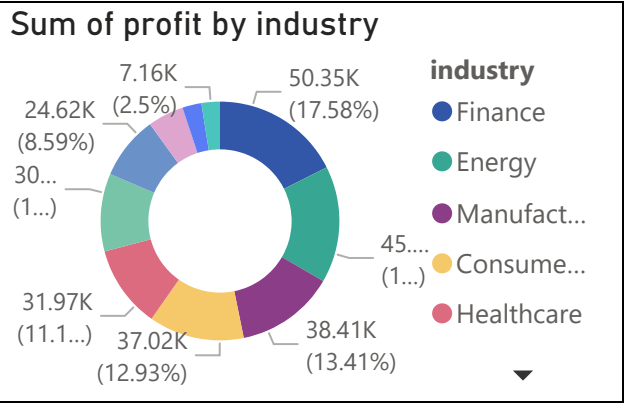
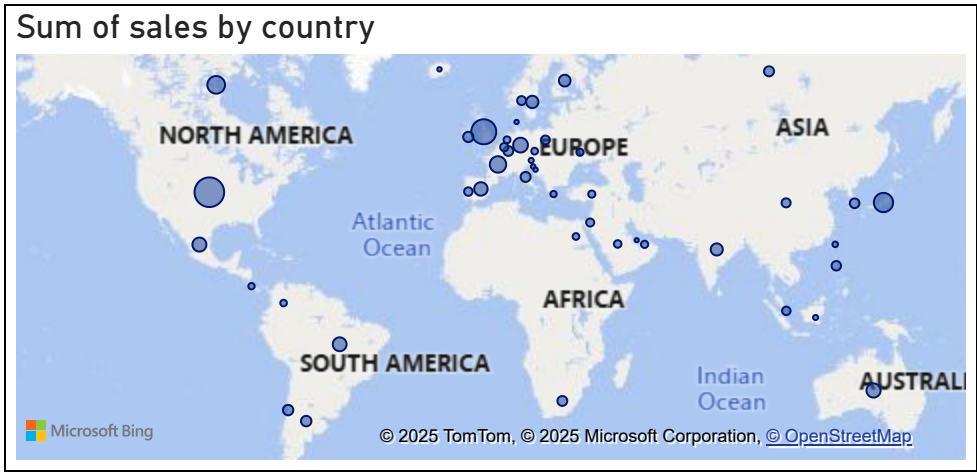
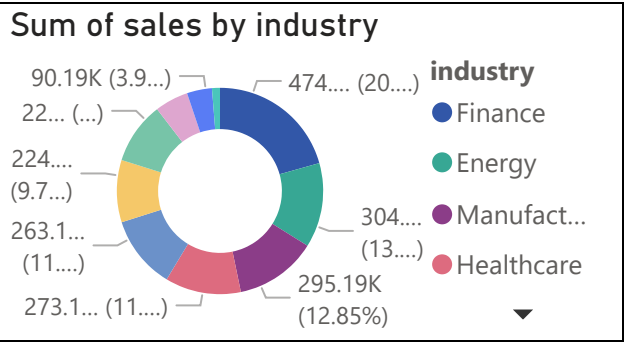
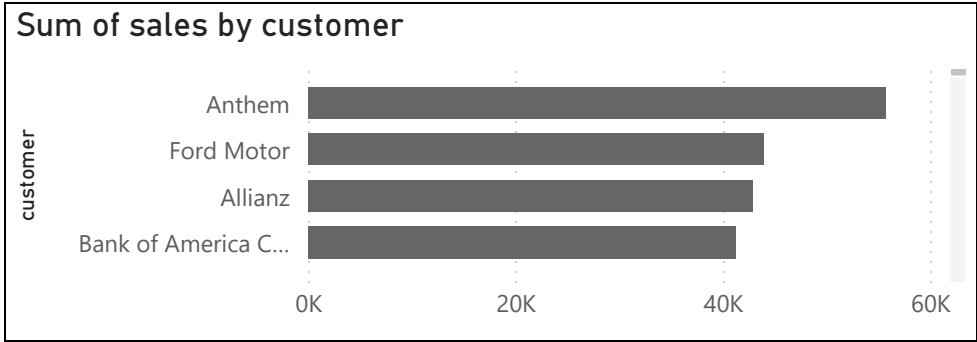
☐ Chile


☐ China

ORDER DATE 

04/01/2020 

31/12/2023 



INDUSTRY 

Communications	Energy	Healthcare	Misc	Tech
Consumer Products	Finance	Manufacturing	Retail	Transportation

Sum of sales by order date

713.79

04 January 2020

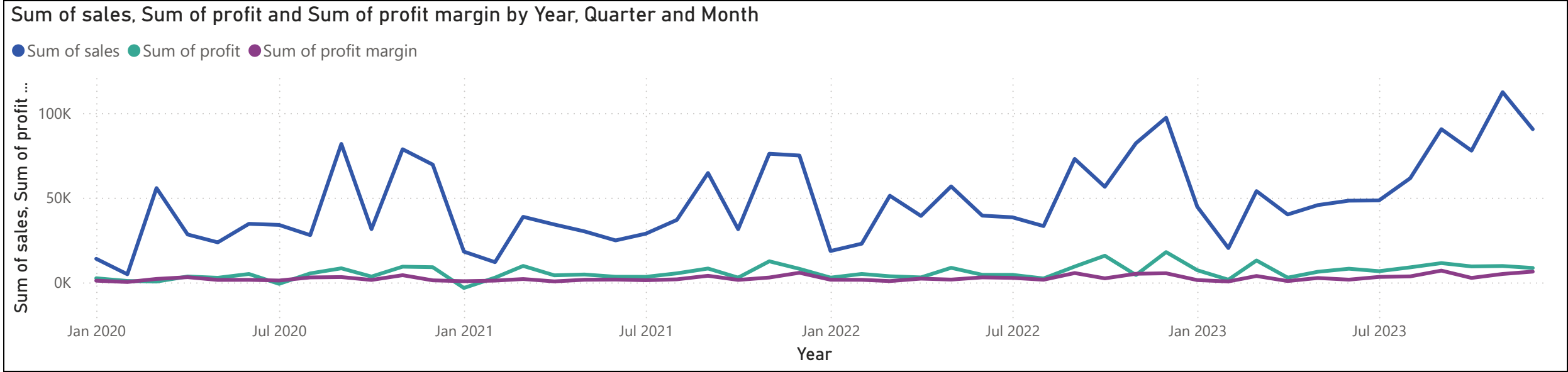
Earliest order date

Average Discount by order date

14.29

Average Profit Margin by order date

14.23



country

Argen...	Austra...	Austria
Belgiu...	Brazil	Canada
Chile	China	Colom...

industry

Communi...	Consume...	Energy
Finance	Healthcare	Manufact...
Misc	Retail	Tech

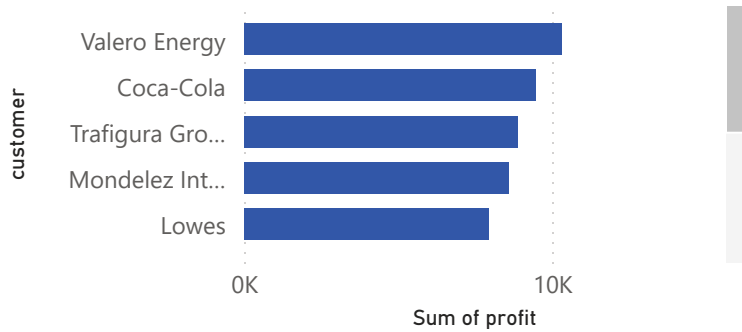
product

- ☐ Alchemy
- ☐ Big Ol Database
- ☐ ChatBot Plugin
- ☐ ContactMatcher
- ☐ Data Smasher
- ☐ FinanceHub
- ☐ Marketing Suite

discount_category

- ☐ Extremely High Discount (0.7-0.8)
- ☐ High Discount (0.5-0.6)
- ☐ Low Discount (0.1-0.2)
- ☐ Moderate Discount (0.3-0.4)
- ☐ Moderately High Discount (0.4-0.5)
- ☐ Moderately Low Discount (0.2-0.3)
- ☐ No Discount (0-0)

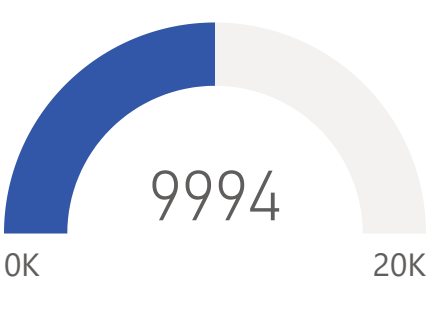
Highest Profitable Customers



Lowest Profitable Customers



Total Orders



286.40K

Sum of profit

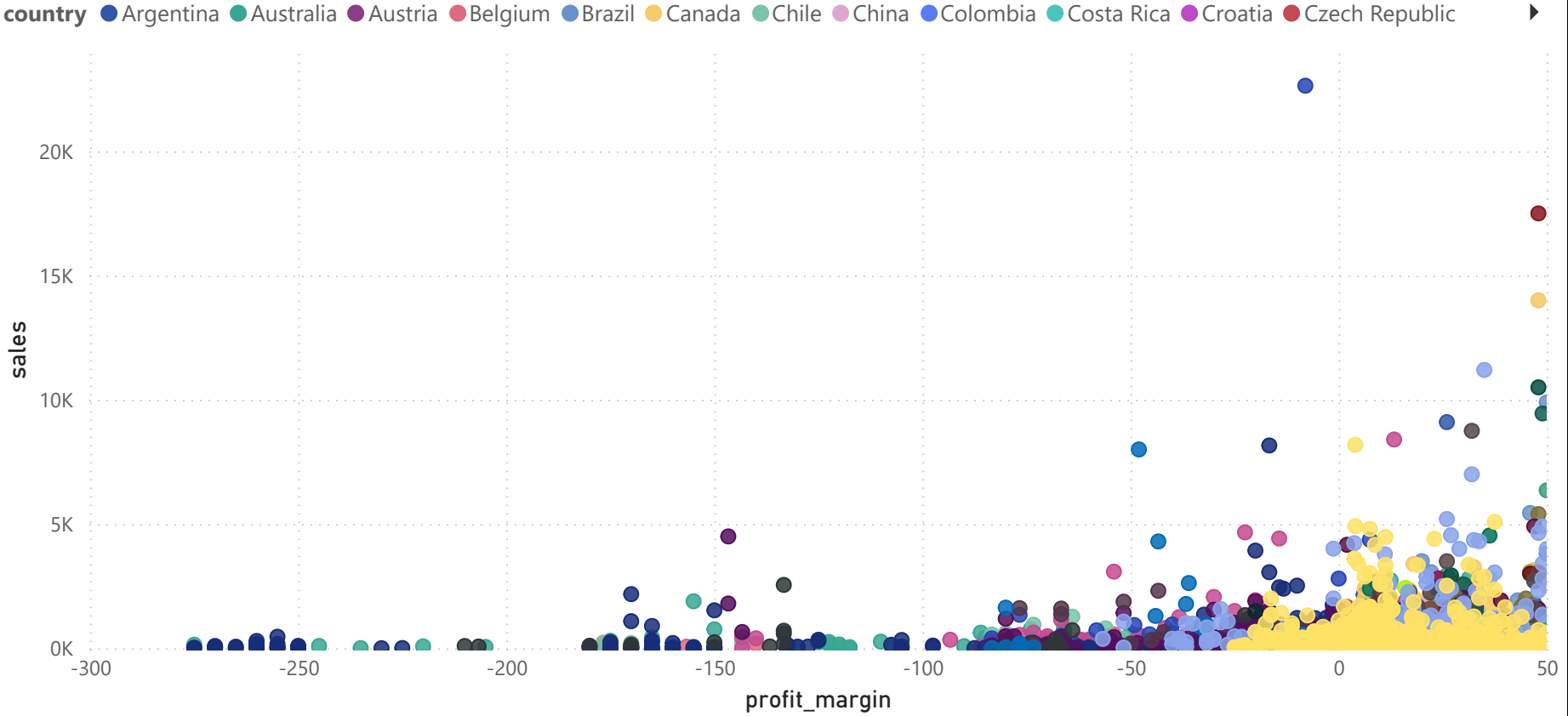
2.30M

Sum of sales

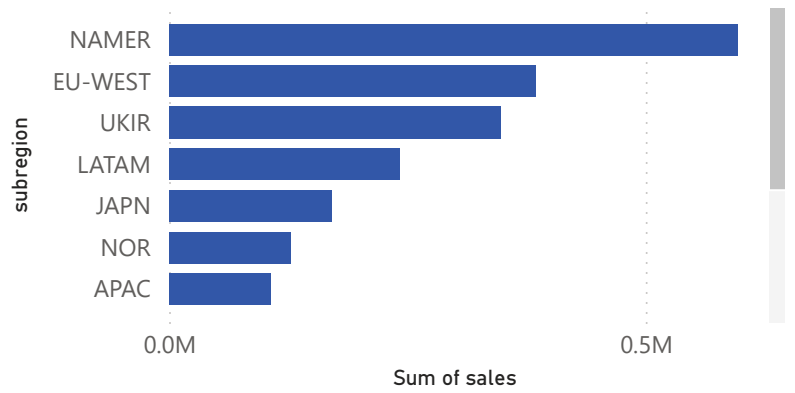
customer

- ☐ Abbott Laboratories
- ☐ Aetna
- ☐ Airbus
- ☐ Allianz
- ☐ Allstate
- ☐ Alphabet
- ☐ Amazon
- ☐ American Express
- ☐ AmerisourceBergen
- ☐ Anthem
- ☐ Apple
- ☐ AT&T
- ☐ Aviva
- ☐ Banco Santander
- ☐ Bank of America Corp.

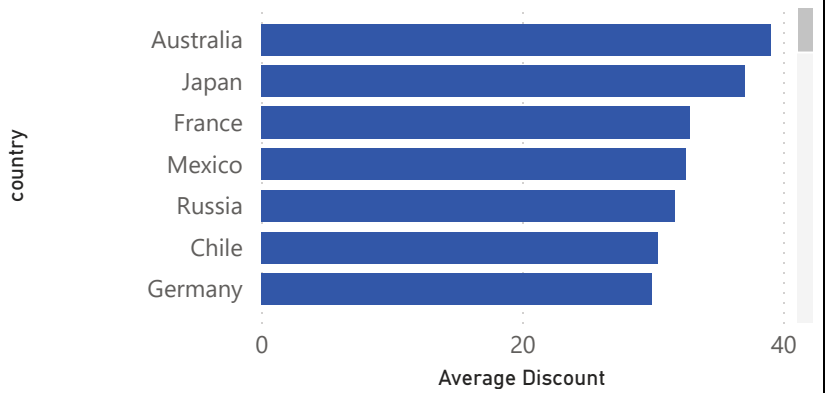
country, profit_margin and sales



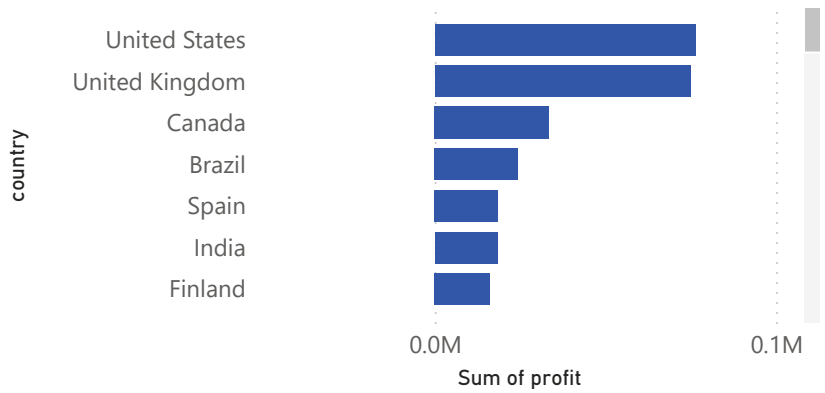
Sum of sales by subregion



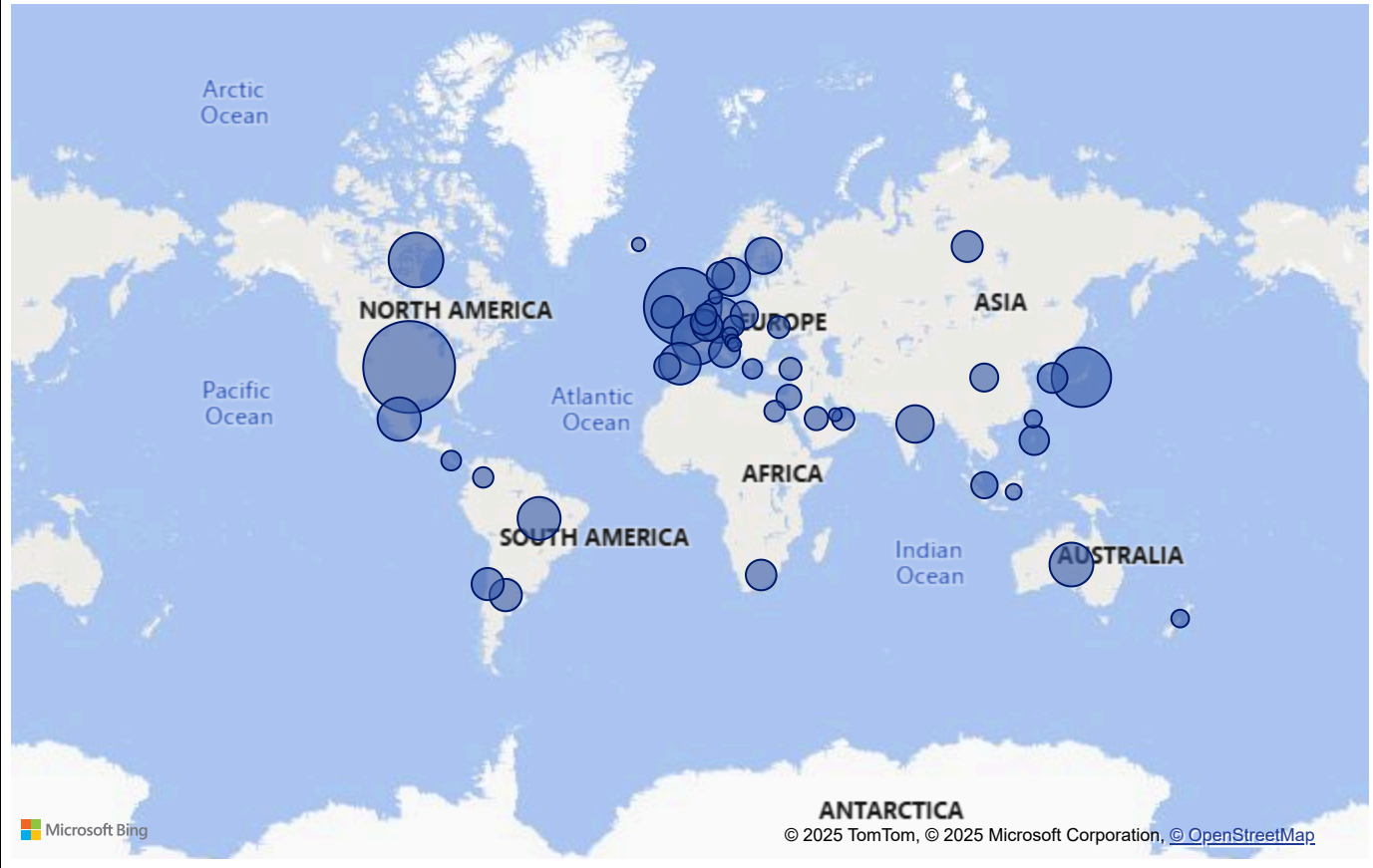
Average Discount by country



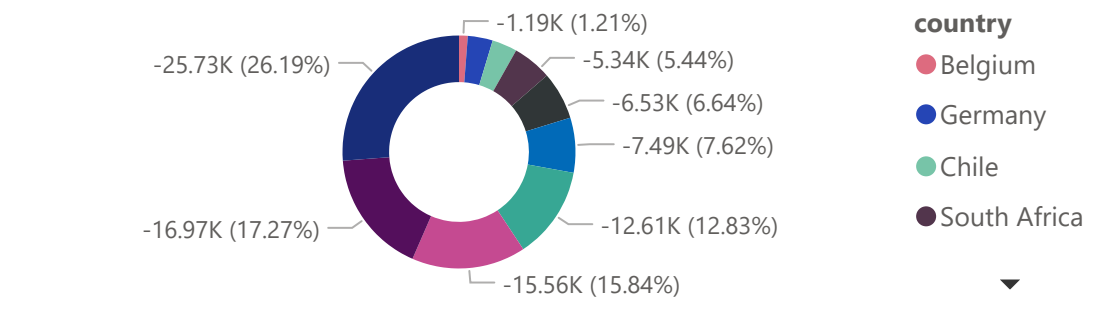
Sum of profit by country



Sum of sales, Sum of profit and Total Orders by country



Sum of negative profit by country



Very Low Discount
(0.001-0.1)

Most Frequent Discount Category

FinanceHub


Most Frequent Product

99

Number of customer's


10

Number of Industries


Total Sales 

2.30M

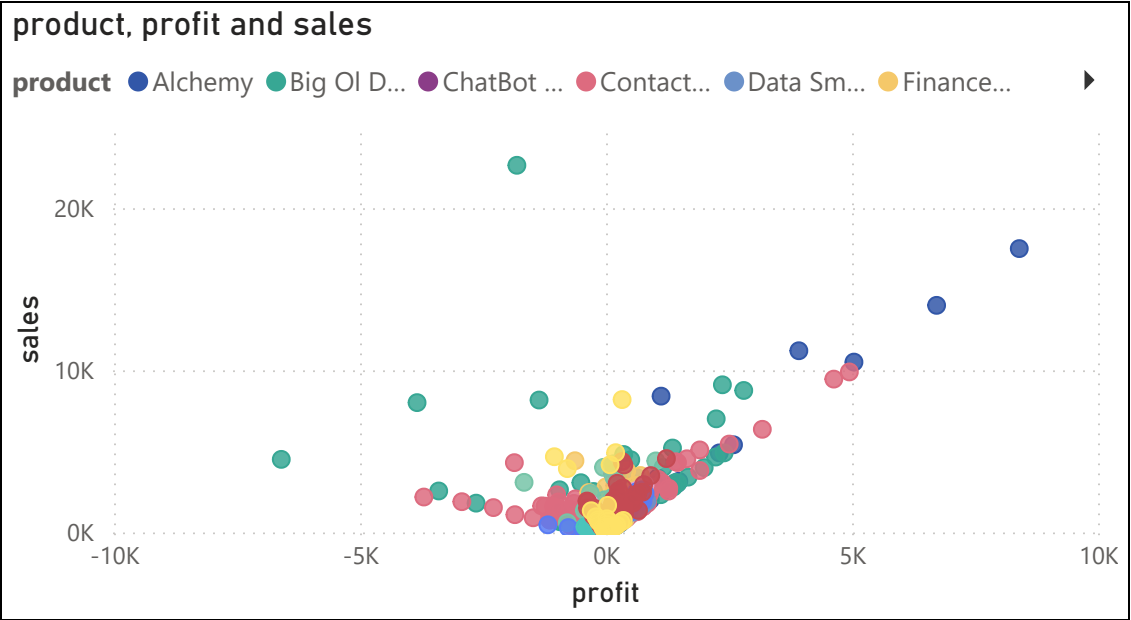
Sum of sales


Sum of Profit 

286.40K

Average Discount Per Sale 

14.29



- product 
- ☐ Alchemy

☐ Big Ol Database

☐ ChatBot Plugin

☐ ContactMatcher

☐ Data Smasher

☐ FinanceHub

☐ Marketing Suite

☐ Marketing Suite - Gold

☐ OneView

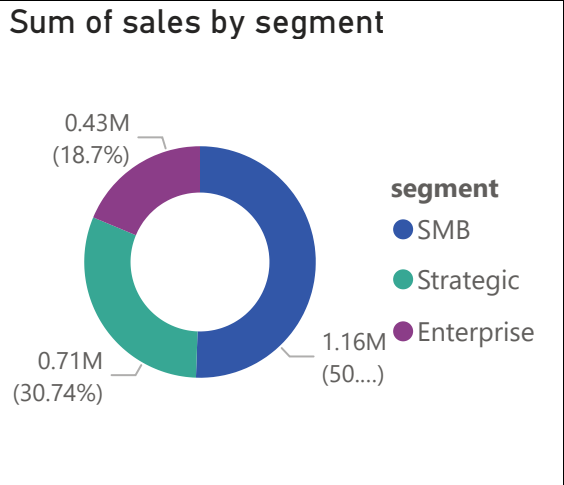
☐ SaaS Connector Pack

☐ SaaS Connector Pack...

☐ Site Analytics

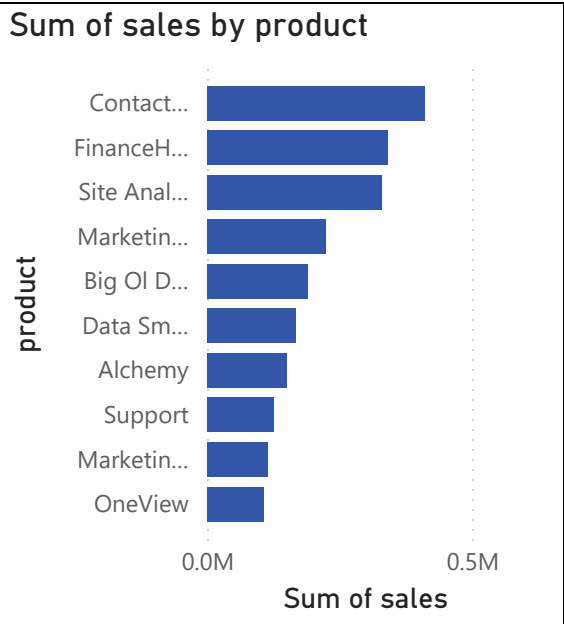
☐ Storage

☐ Support



9994

Total Orders



product	Sum of sales	Sum of profit	Average discount	Total Orders	Average profit margin
ContactMatcher	410,378.19	12,496.02	0.35	1842	-19.06
FinanceHub	340,935.38	32,136.30	0.13	981	18.70
Site Analytics	330,007.10	44,515.98	0.15	889	11.92
Marketing Suite - Gold	223,843.59	21,278.95	0.07	846	8.91
Big Ol Database	189,238.64	3,384.72	0.31	115	-7.20
Data Smasher	167,380.31	41,936.72	0.08	775	21.82
Alchemy	149,528.01	55,617.89	0.16	68	31.72
Support	125,152.76	32,864.08	0.08	1560	38.74
Marketing Suite	114,879.98	-3,472.62	0.21	228	-12.66
OneView	107,532.13	18,137.97	0.17	466	-15.69
SaaS Connector Pack	91,705.12	13,059.24	0.14	957	13.71
ChatBot Plugin	27,118.80	6,527.86	0.07	796	25.16
SaaS Connector Pack - Gold	16,476.38	6,963.99	0.08	254	42.31
Storage	3,024.25	949.52	0.08	217	29.92
Total	2,297,200.64	286,396.62	0.16	9994	12.03