



\$2M  
Total Revenue

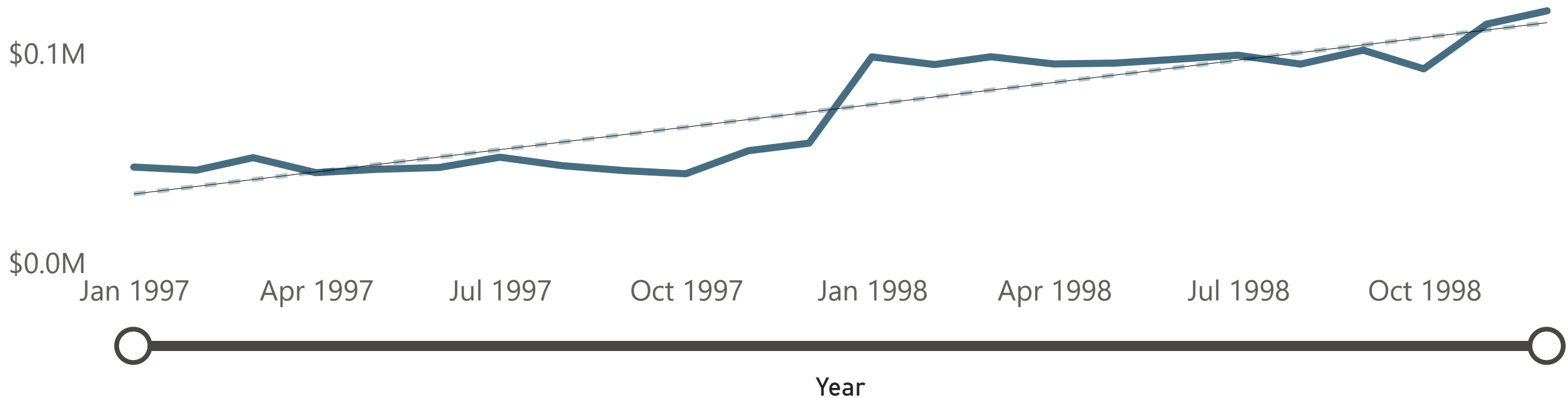
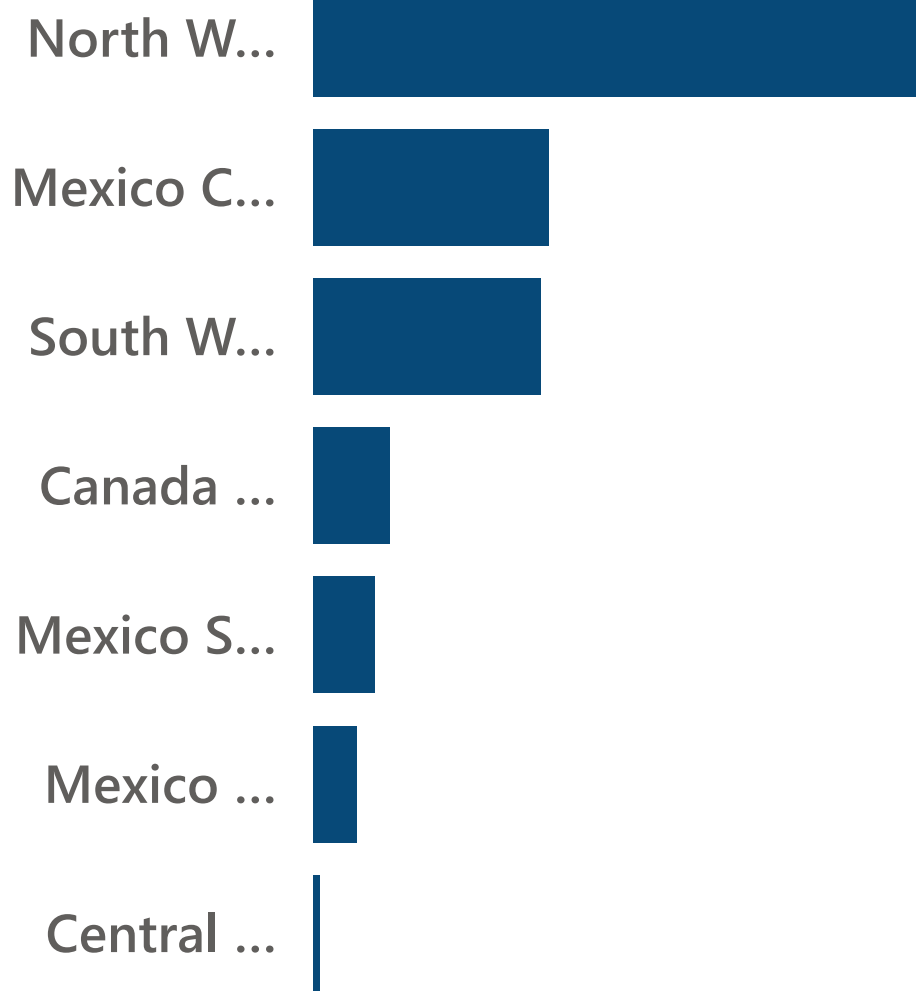
\$1M  
Total Profit

833K  
Total Sales

0.99%  
Return Rate

Sales by Month

Sales by Region



Most Sold Product

Dollar Monthly Sports Magazine

Most Returned Product

Tell Tale Fresh Lima Beans

Best Selling Store

Store 13

Least Selling Store

Store 5

Monthly Sales

56729✓  
Prev Month: 53807  
(+5.43%)

Monthly Revenue

\$120,161✓  
Prev Month: \$113,788  
(+5.6%)

Monthly Return

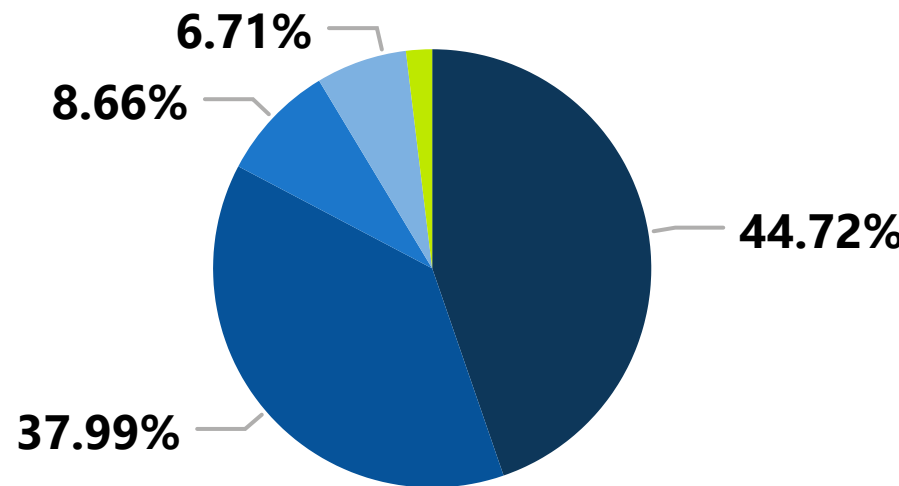
496!  
Prev Month: 482 (-2.9%)

product\_name

Totals Sales amount Total Revenue Return Rate

Tell Tale Fresh Lima Beans	698	\$2,213	0.72%
Steady Whitening Toothpast	684	\$410	1.32%
Hilltop Mint Mouthwash	676	\$2,447	0.89%
Moms Roasted Chicken	675	\$1,094	0.59%
Hilltop Silky Smooth Hair Conditioner	665	\$991	1.80%
Great English Muffins	663	\$1,598	1.36%
Steady Childrens Cold Remedy	658	\$441	0.76%
Ebony Mixed Nuts	653	\$620	0.31%
Sunset Economy Toilet Brush	651	\$345	1.23%
Ebony Fresh Lima Beans	648	\$940	0.77%
Red Wing Glass Cleaner	647	\$1,087	1.24%
Hermanos Green Pepper	645	\$2,490	1.24%
Special Wheat Puffs	645	\$1,877	1.55%

Sales by Store Type





# Walrus Merlot Wine

January	February	March	April	May	June	July	August	September	October	November	December
10.59%	8.92%	8.55%	8.55%	2.79%	8.55%	7.99%	7.99%	9.48%	10.04%	9.29%	7.25%

Region						
Canada West	Central West	Mexico Central	Mexico South	Mexico West	North West	South West
8.74%	0.37%	14.31%	8.55%	2.97%	42.01%	23.05%

Home Owner	
N	Y
37.36%	62.64%

Profession				
Clerical	Management	Manual	Professional	Skilled Manual
1.67%	17.47%	24.72%	29.37%	26.77%

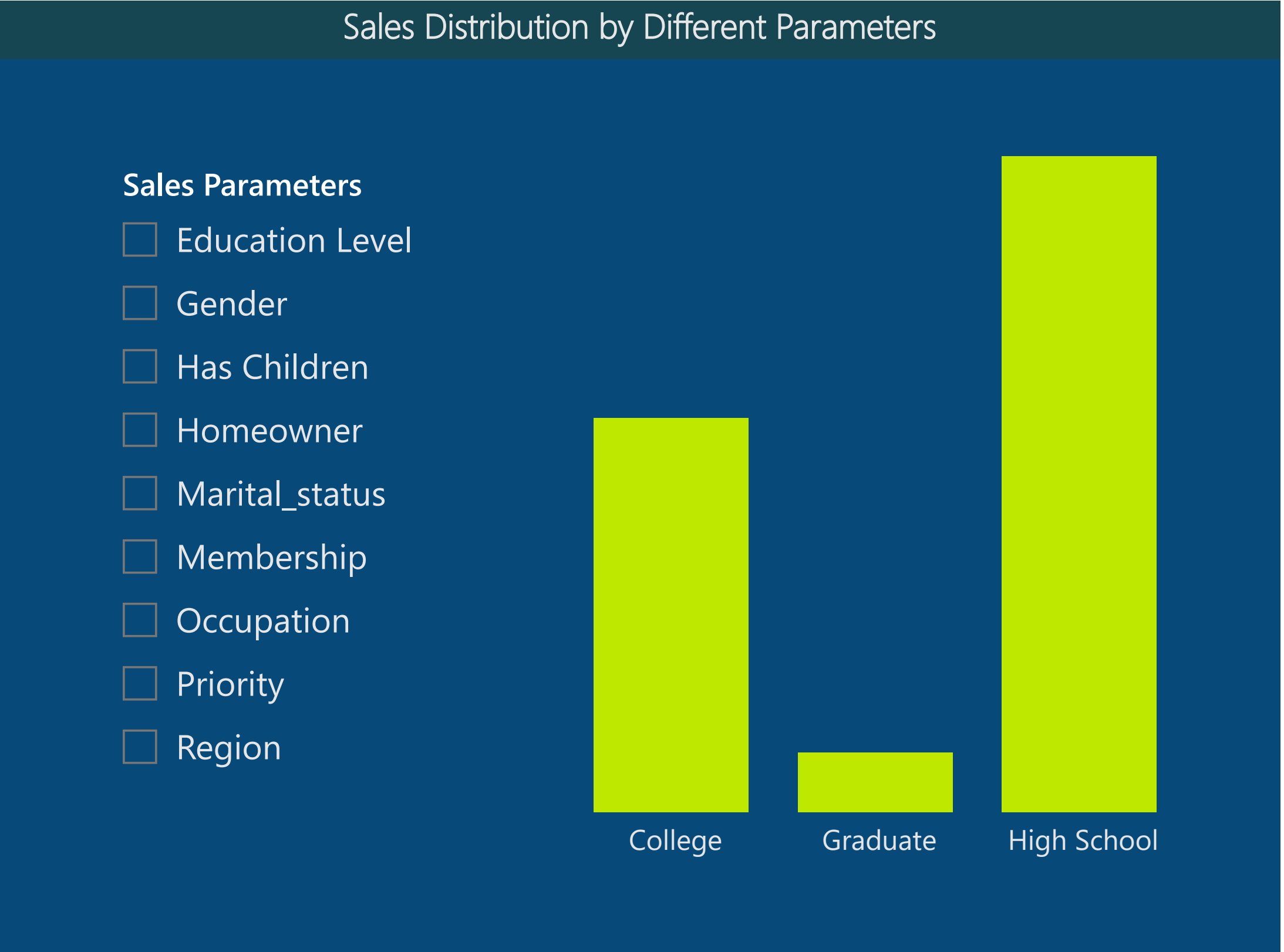
Membership			
Bronze	Golden	Normal	Silver
45.91%	21.38%	20.26%	12.45%

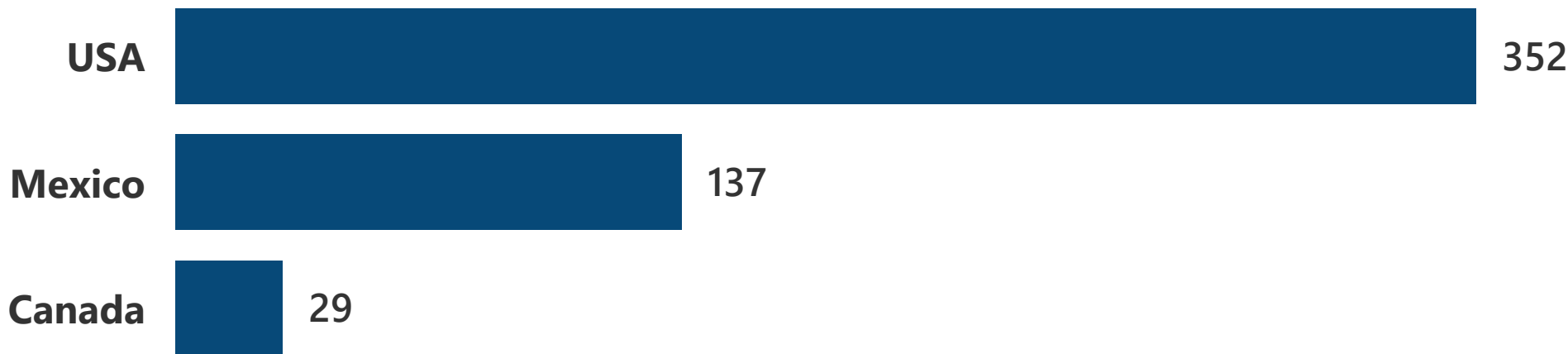
Gender	
F	M
49.07%	50.93%

Priority	
High	Standard
16.17%	83.8...

Parent	
N	Y
7.62%	92.3...

Marital Status	
M	S
57.99%	42.01%





Sales

Sales Against Target



Revenue Against Target



Profit Against Target

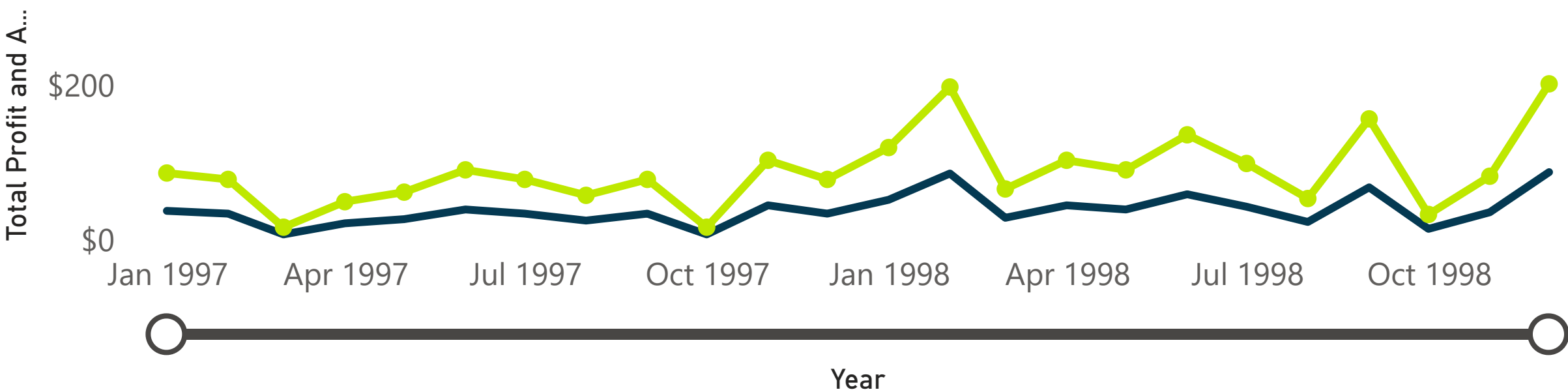


product_name	Total Profit	Adjusted Profit
Washington Orange Juice	\$927	\$2,134.678

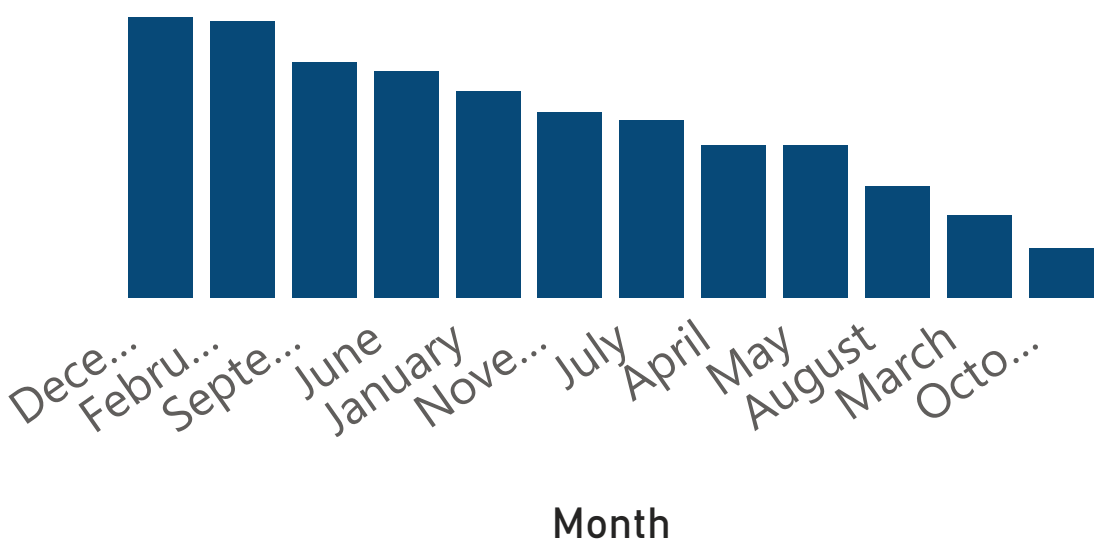
Adjusted Price

0.90

Total Profit Adjusted Profit

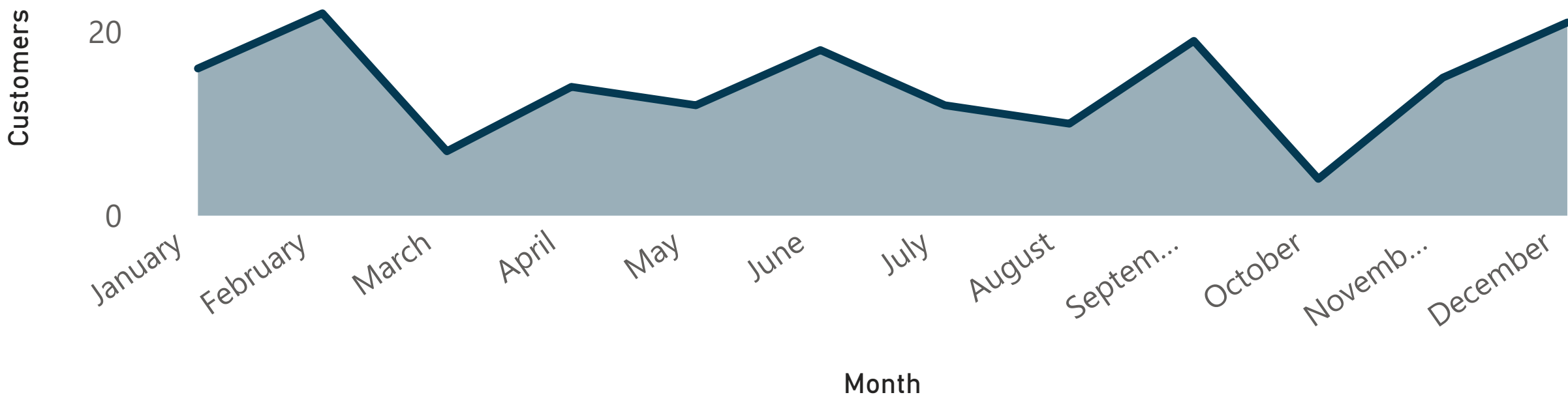


Sales By Month



Metrics Deter...

- Customers
- Profit
- Revenue
- Transaction
- Sales





## Top Customer

## Multiple Customers

## Customer ID

## Multiple Customers

## Full Name

—

# Transaction

—

Quantity Purchased

—

## Total Revenue

# USA

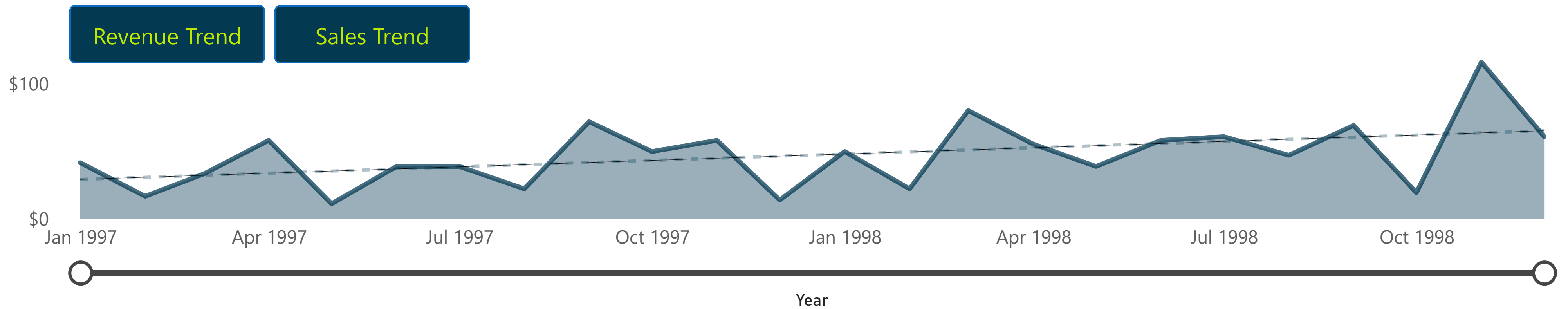
Country

— **1999** —

Sales Region

— **1998** —

## Occupation



7359

## Unique Customers

**\$9**

## Revenue per customer

## Top 100 Customers by Revenue

customer_id	Full Name	Totals Sales amount	Total Revenue	Total Transacti
1491	Martha Griego	8	\$22	
9080	Lydia Morus	7	\$19	
9390	Cathy Bohn	7	\$19	
9631	James Short	7	\$19	
1005	Melvin Drake	4	\$11	
10093	Mark Torosian	2	\$6	
10227	John Gannon	3	\$8	
1153	Gail Pirnie	2	\$6	
1159	Michael Torres	3	\$8	
125	Ellen Gray	3	\$8	
1281	Frank Bush	4	\$11	
1310	Shirley Gottbehuet	4	\$11	
1421	Mike Gonzales	2	\$6	
1490	Cheyrl Davis	2	\$6	
1548	Christina Tucker	4	\$11	
1613	Zennen Underwood	2	\$6	
1653	Gary McClure	3	\$8	
1660	Deirdre Belcher	3	\$8	
1701	Temre Marinello	3	\$8	
1748	Florence Tabor	3	\$8	
1868	Debbie Kelly	2	\$6	
2160	John Torres	2	\$6	
2224	Luther Moran	2	\$6	
2226	William K... ..	2	\$6	



Total Profit by Year, Quarter, Month and Day

