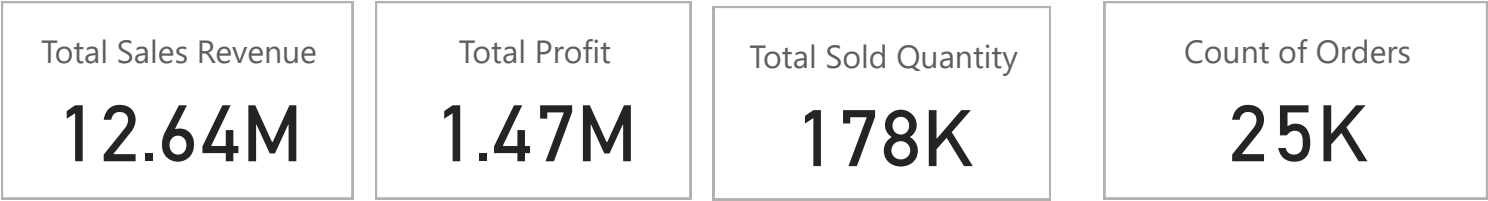


# Sales Analysis

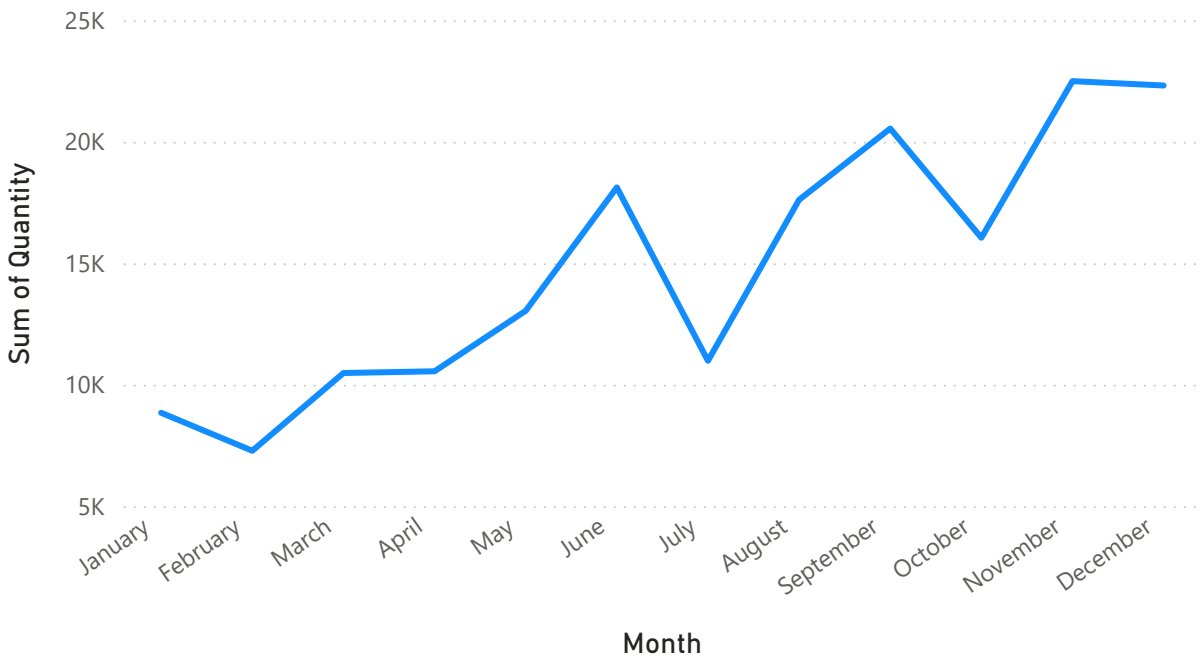
Month

All

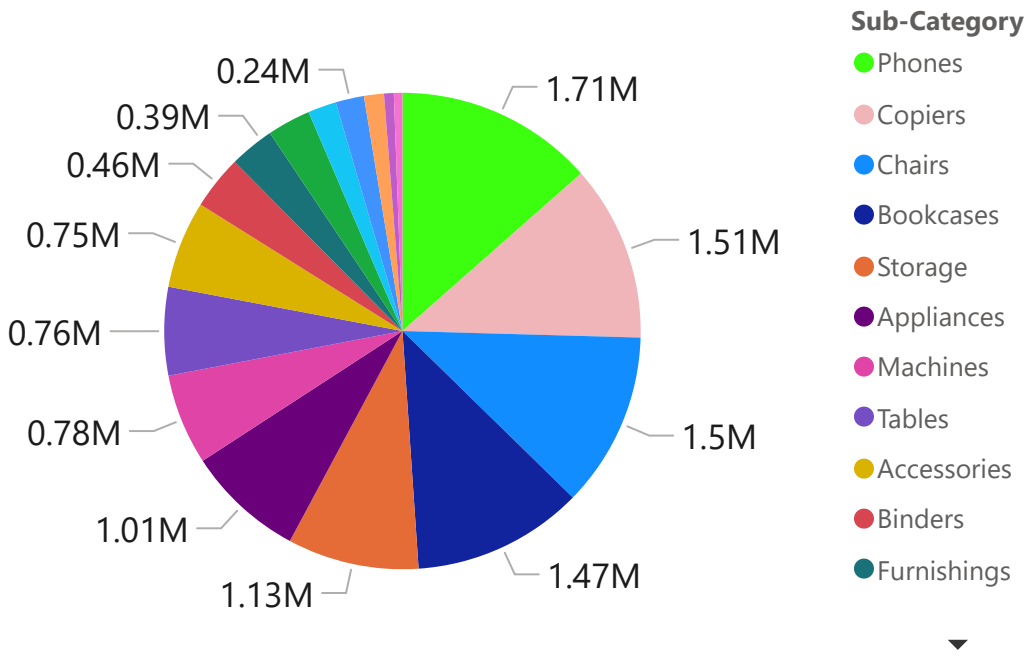
## Key Performance Indicators



## Sales Trend by Month



## Sales comparison by Sub-Category



# Return Analysis

Order ID

All

Total Return Orders

1K

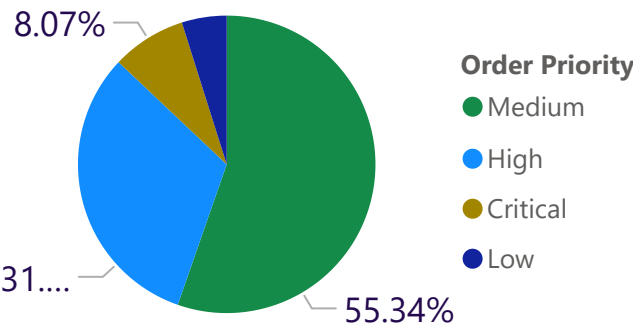
Return Rate

0.02

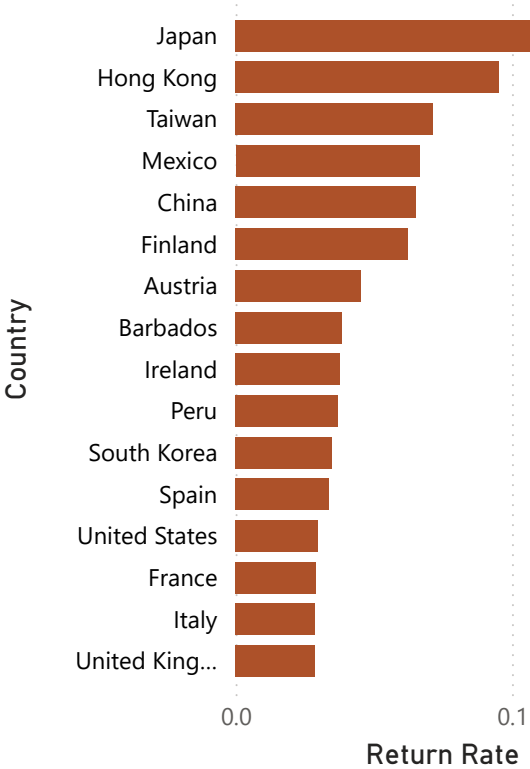
Return Quantity

12K

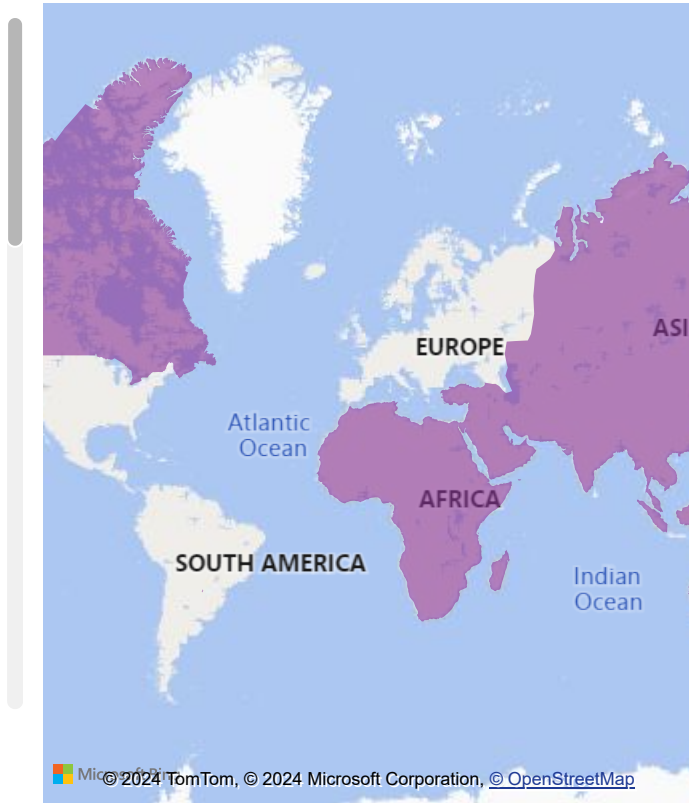
Order Priority wise Return Order Count



Country wise Return Rate

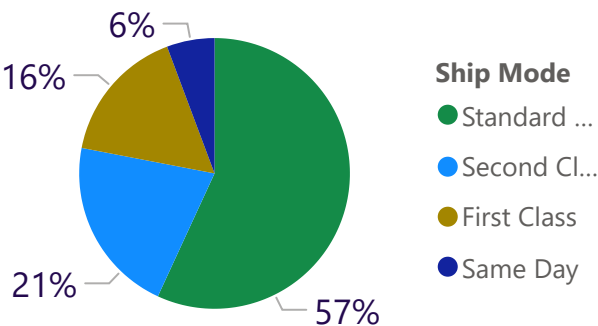


Return Regions

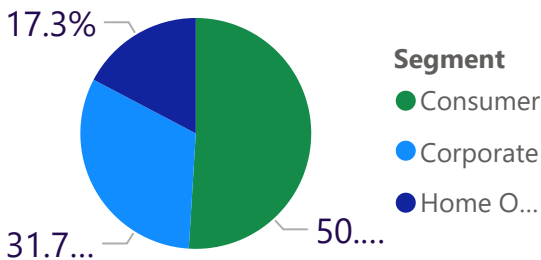


Top Returned Products	
Product Name	Return Rate
"While you Were Out" Message Book, One Form per Page	0.33
#10- 4 1/8" x 9 1/2" Recycled Envelopes	0.10
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	0.13
14-7/8 x 11 Blue Bar Computer Printout Paper	0.25
Total	0.02

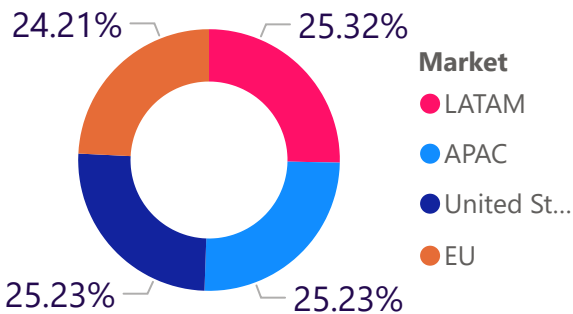
Ship Mode wise Return Count



Segment wise Return Order



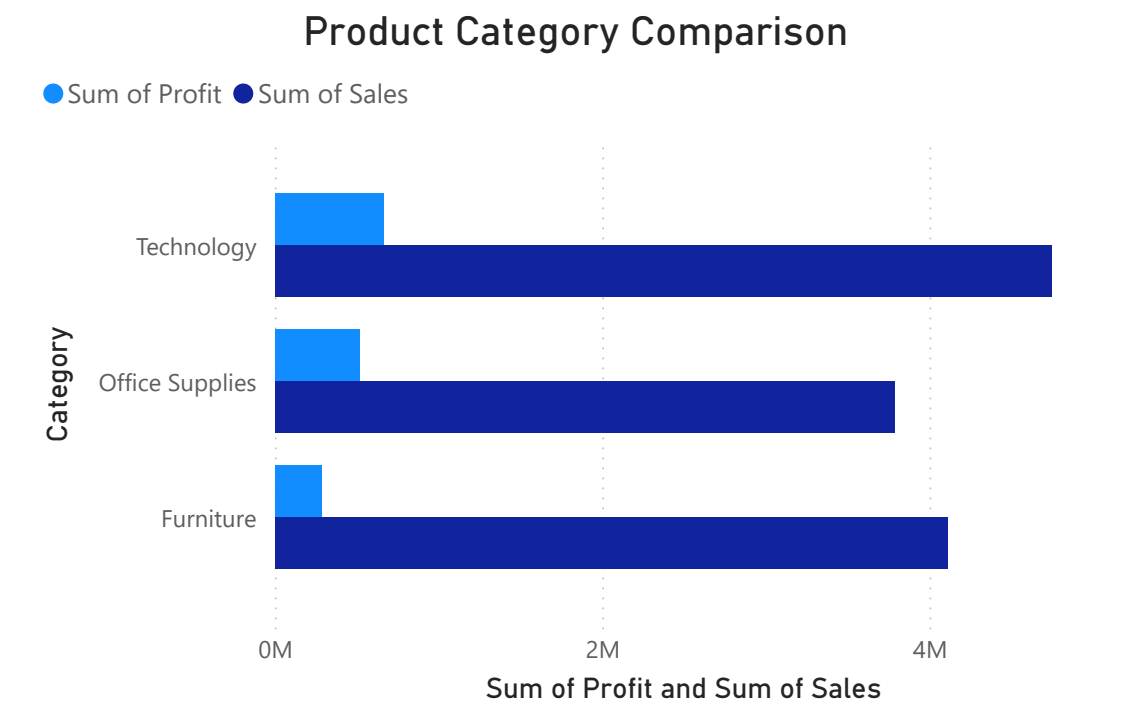
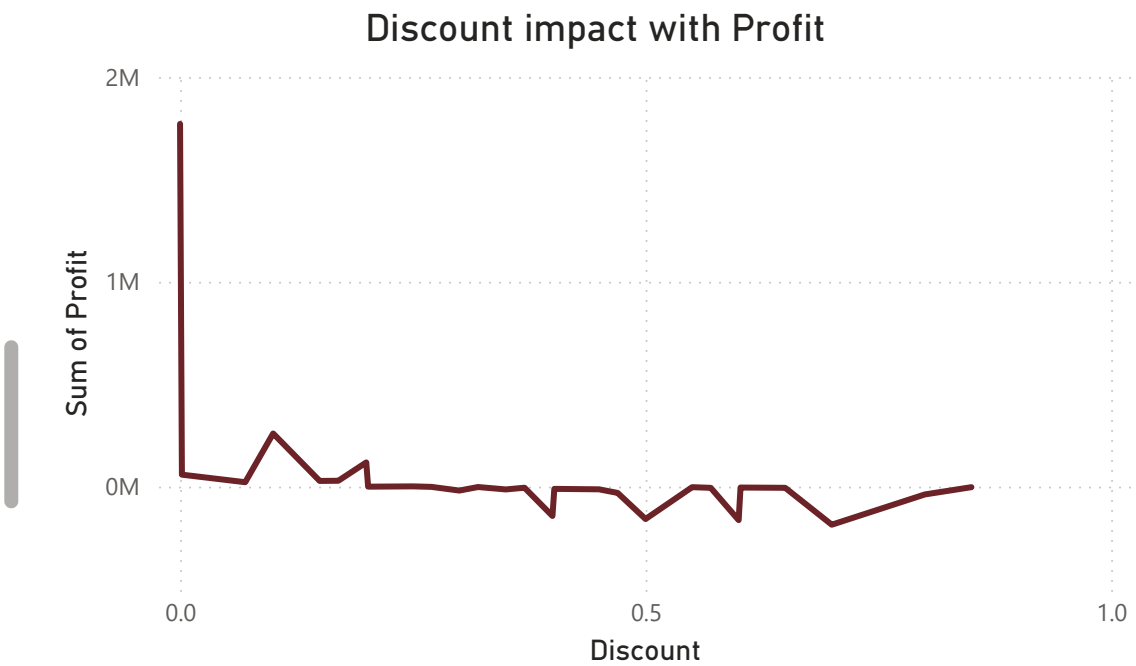
Return Order Percentage with Market



# Product Performance Analysis



Product Name	Profit	Sales	Quantity	Shipping Cost
"While you Were Out" Message Book, One Form per Page	10.39	25.23	8	3.10
#10- 4 1/8" x 9 1/2" Recycled Envelopes	115.28	286.67	37	34.95
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	64.86	146.69	21	13.14
#10 Gummed Flap White Envelopes, 100/Box	16.77	41.30	11	2.09
#10 Self-Seal White Envelopes	52.12	108.68	10	11.43
#10 White Business Envelopes,4 1/8 x 9 1/2	223.14	488.90	32	53.03
#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes	63.75	176.29	13	11.13
#6 3/4 Gummed Flap White Envelopes	24.95	71.28	9	5.44
1.7 Cubic Foot Compact "Cube" Office Refrigerators	578.68	2,706.08	14	209.50
1/4 Fold Party Design Invitations & White Envelopes, 24 8-1/2" X 11" Cards, 25 Env./Pack	22.71	49.98	7	4.25
12 Colored Short Pencils	3.02	18.20	8	2.45
12-1/2 Diameter Round Wall Clock	91.11	551.45	36	49.14
14-7/8 x 11 Blue Bar Computer Printout Paper	172.94	422.75	10	29.32
2300 Heavy-Duty Transfer File Systems by	20.98	344.72	16	29.14
Total	1,467,457.29	12,642,501.91	178312	1,352,815.70



# Customer Analysis



1590

Total Customers

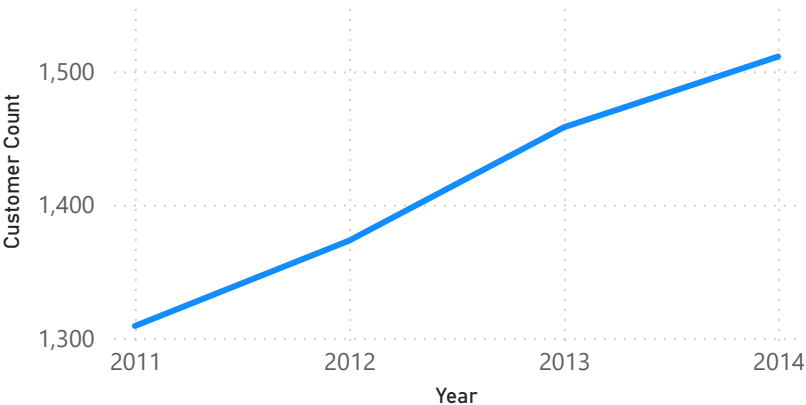
32.26

Purchase Frequency

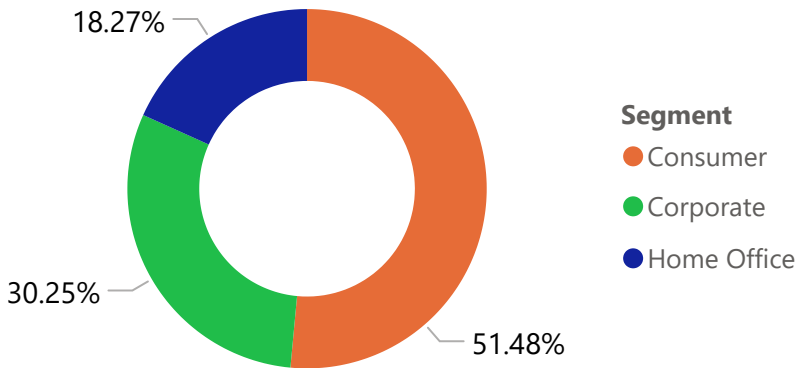
7.95K

Customer Lifetime Value (CLV)

Customer trend with Year



Customer Segmentation



Top Customers with Sales and Profit

Customer Name	Sales	Profit
Aaron Bergman	24,644.63	4,683.21
Aaron Hawkins	20,759.51	2,450.93
Aaron Smayling	14,212.63	369.16
Adam Bellavance	20,186.78	4,979.98
Adam Hart	21,718.20	1,902.03
Adam Shillingsburg	15,444.68	1,421.27
Adrian Barton	25,123.18	6,417.28
Adrian Hane	11,405.92	2,081.38
Adrian Shami	11,286.05	1,564.49
Aimee Bixby	16,201.17	2,926.35
Alan Barnes	13,049.04	2,436.07
Alan Dominguez	18,539.79	1,539.99
Alan Haines	15,279.76	-592.25
Alan Hwang	23,642.85	4,342.37
Alan Schoenberger	21,836.41	2,503.63
Alan Shonely	10,693.18	1,175.45
Alejandro Ballentine	15,466.22	758.61
Alejandro Grove	13,417.21	2,602.57
Alejandro Savely	21,118.32	2,533.57
Aleksandra Gannaway	14,717.19	773.15
Alvin	15,000.00	0.00
Total	12,642,501.91	1,467,457.29

Country wise Customer Count

