

Executive Overview

Year



2014

2016

2015

2017

Total sales

2.30M

total_Sales

Total Profit

286.40K

total_profit

Total Profit Margins

12.47

total_margins

Total YOY sales

46.88%

total_Sales YoY%

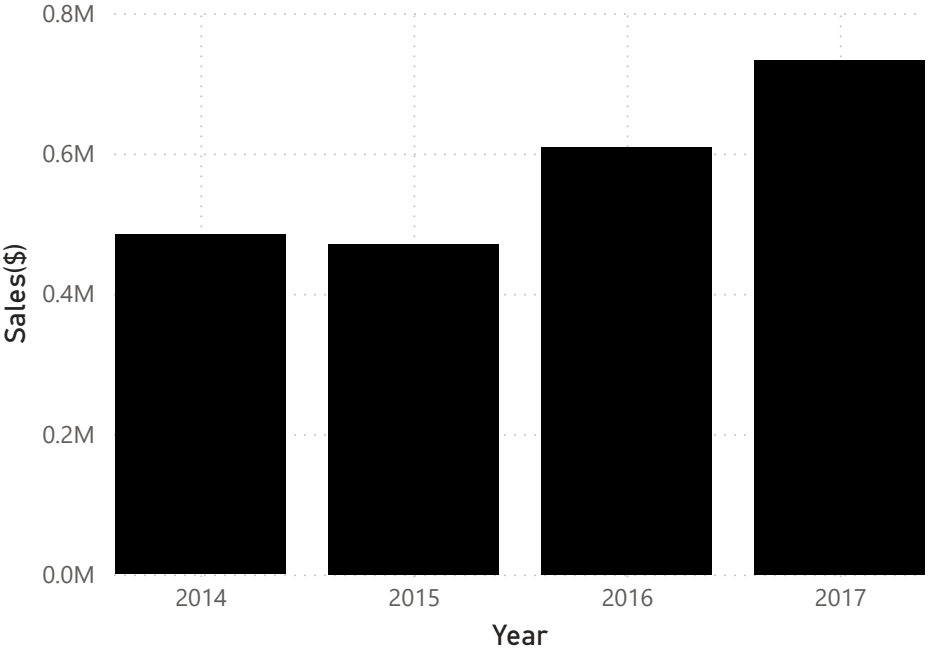
Month Name



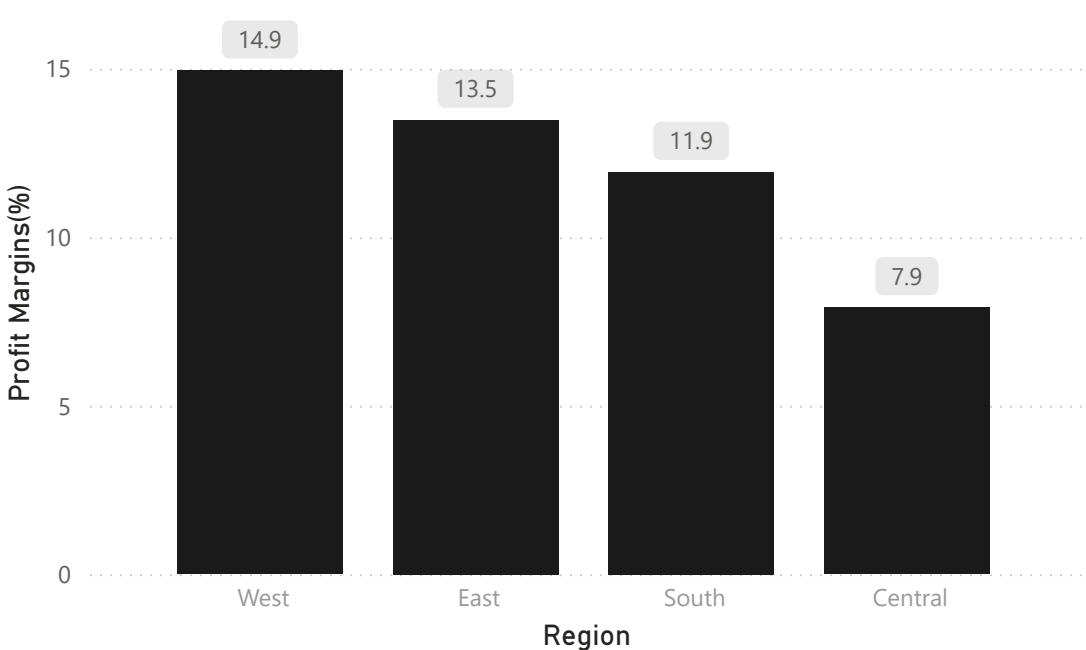
All



Sales By Year



Profit margins by Region



Quarter



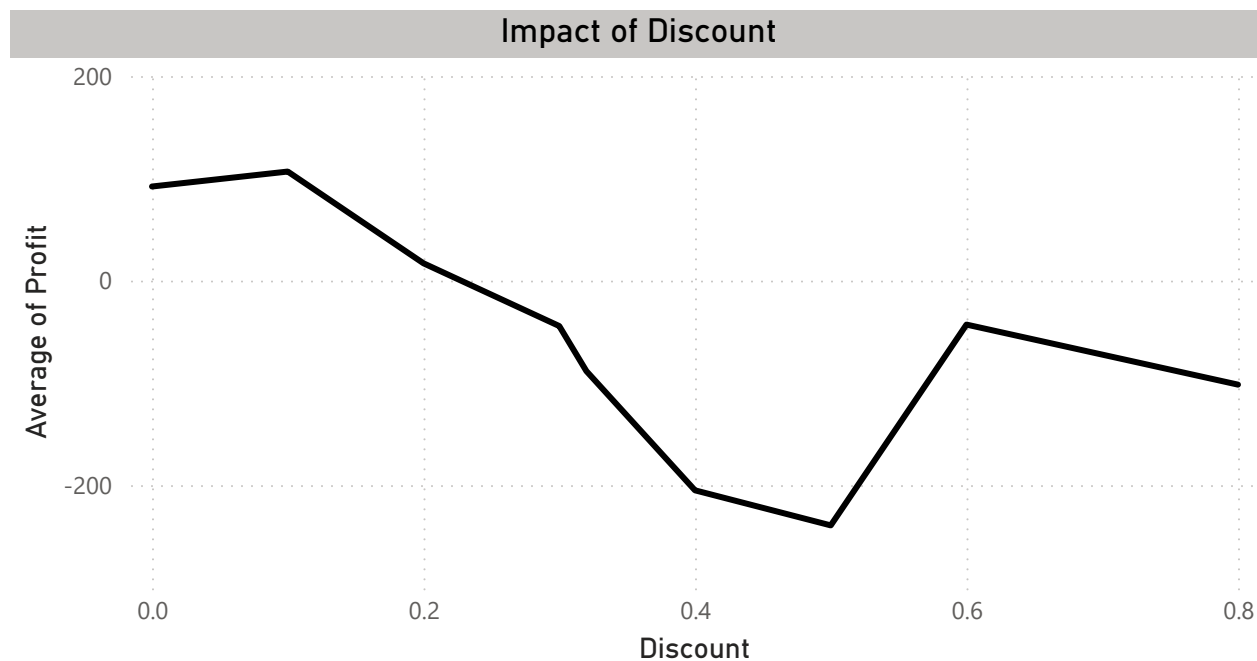
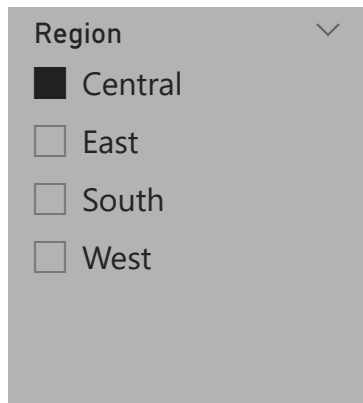
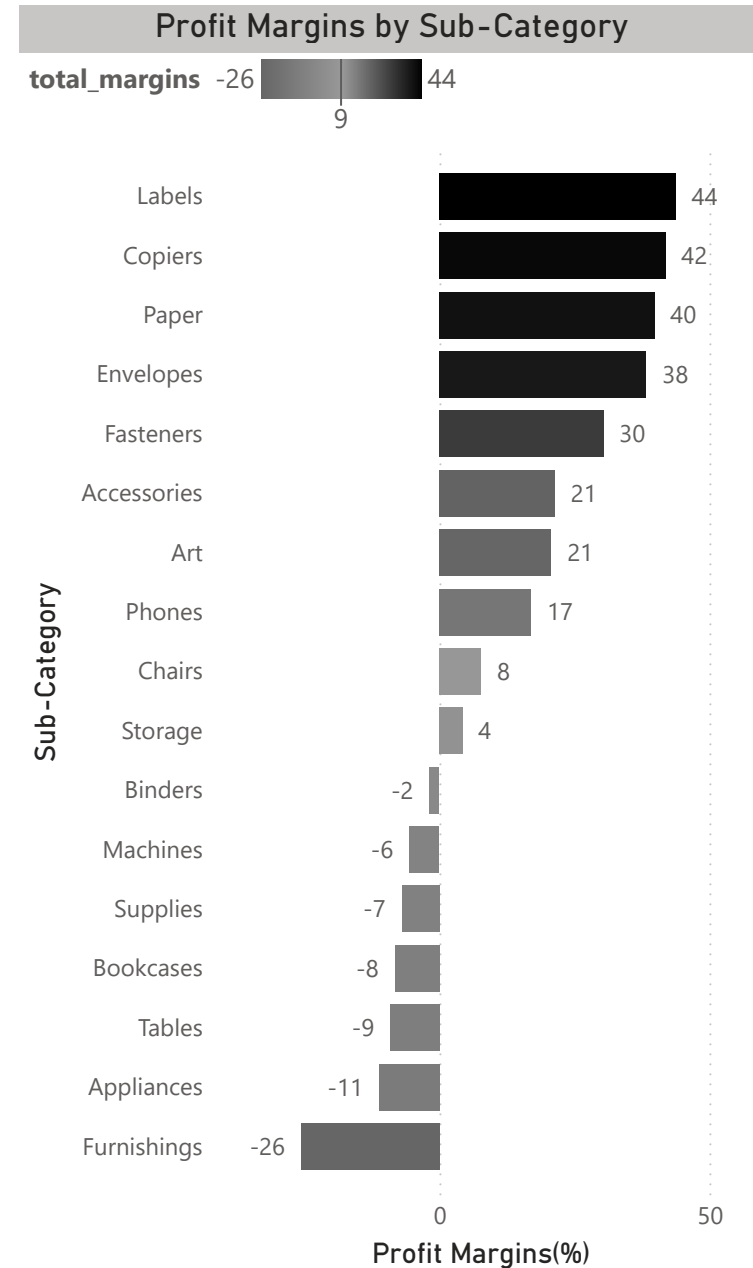
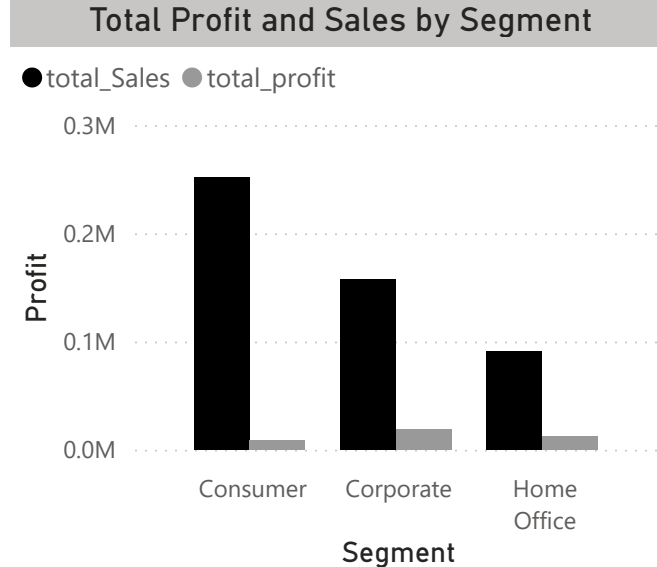
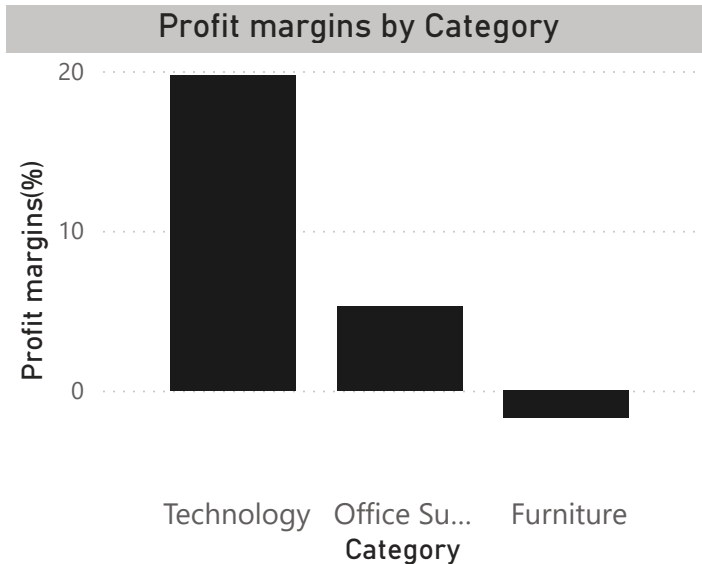
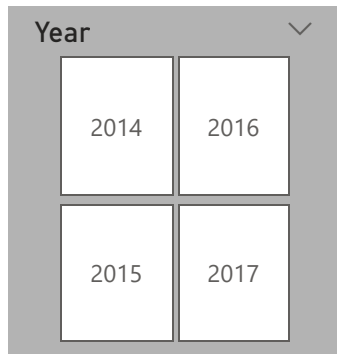
1

3

2

4

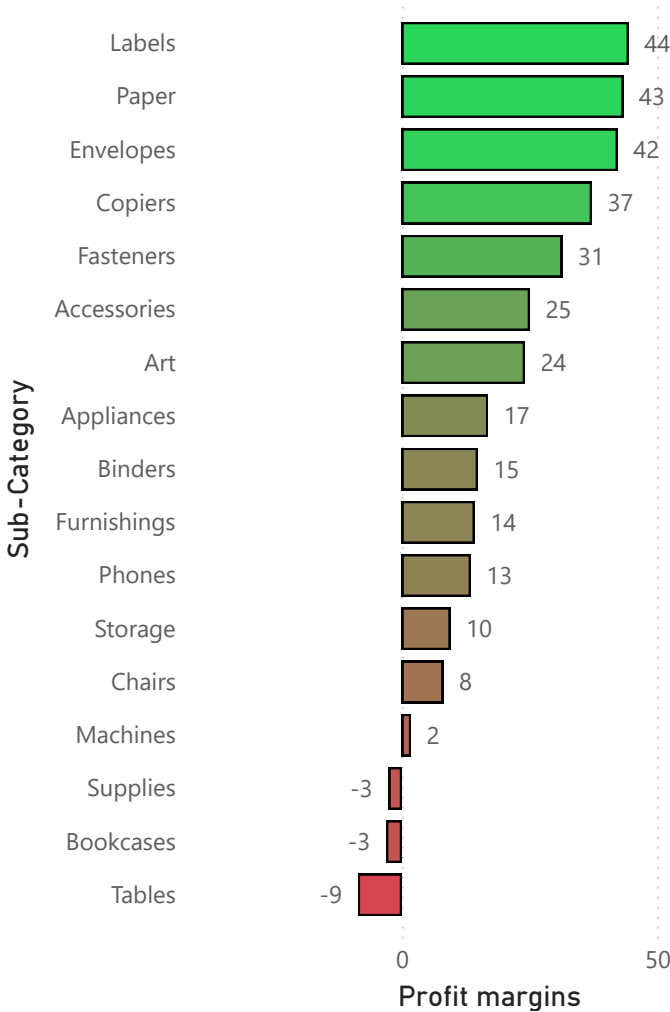
Category and Segment Analysis



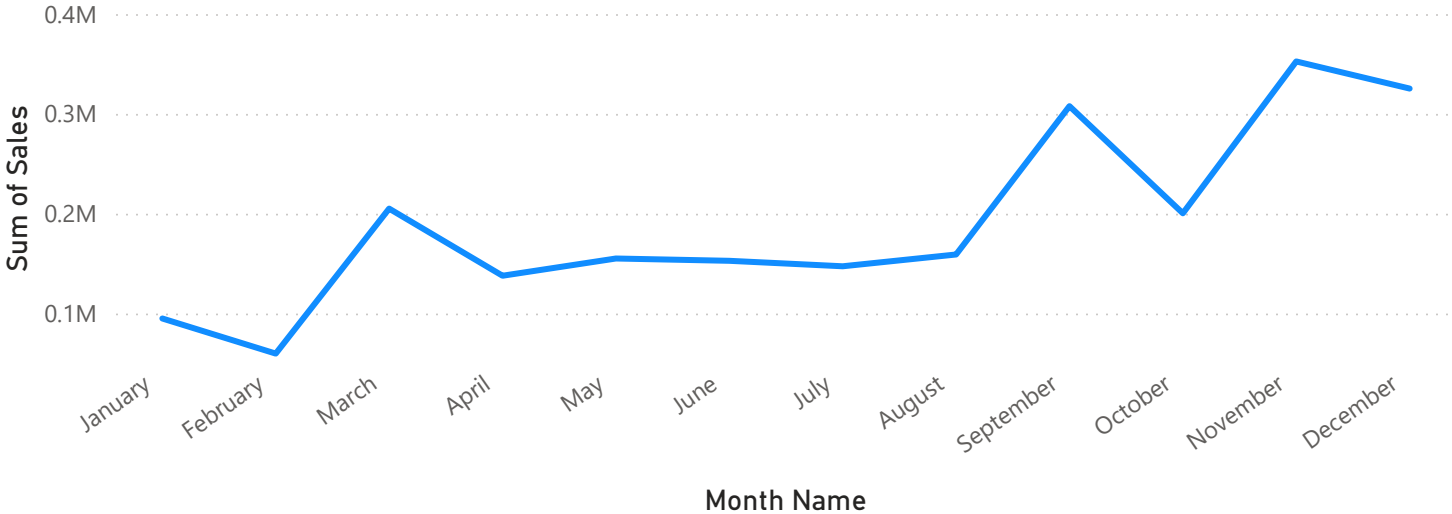
Deep Dive Analysis

Total Profit Margin by Sub-Category

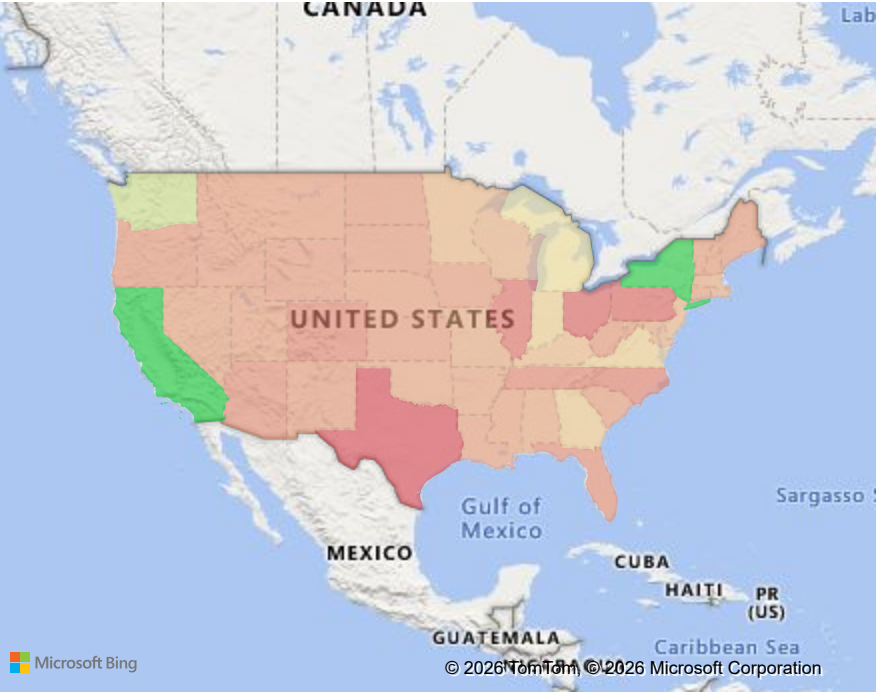
total_margins -8.56 44.42



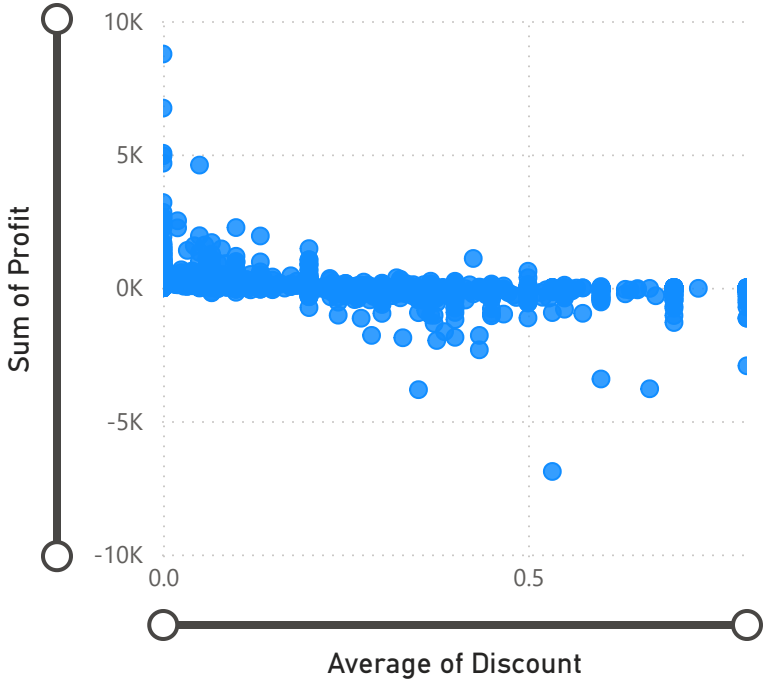
Sum of Sales by Month Name



Sum of Profit by State

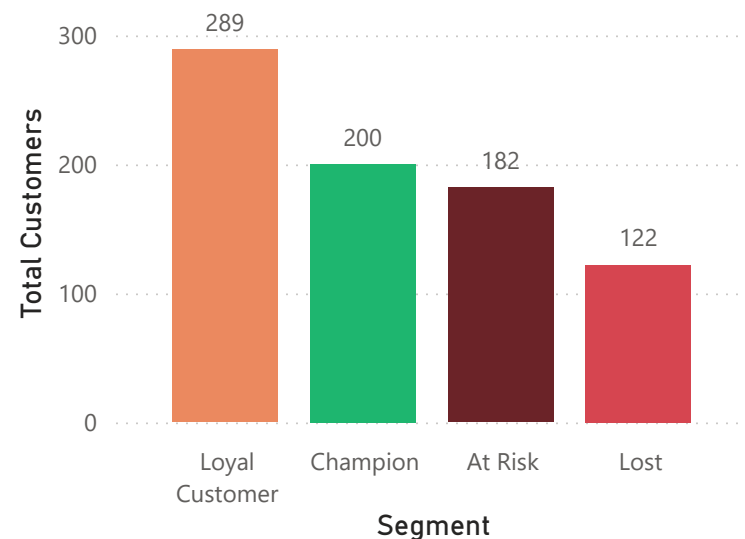


Average of Discount and Sum of Profit by Order ID

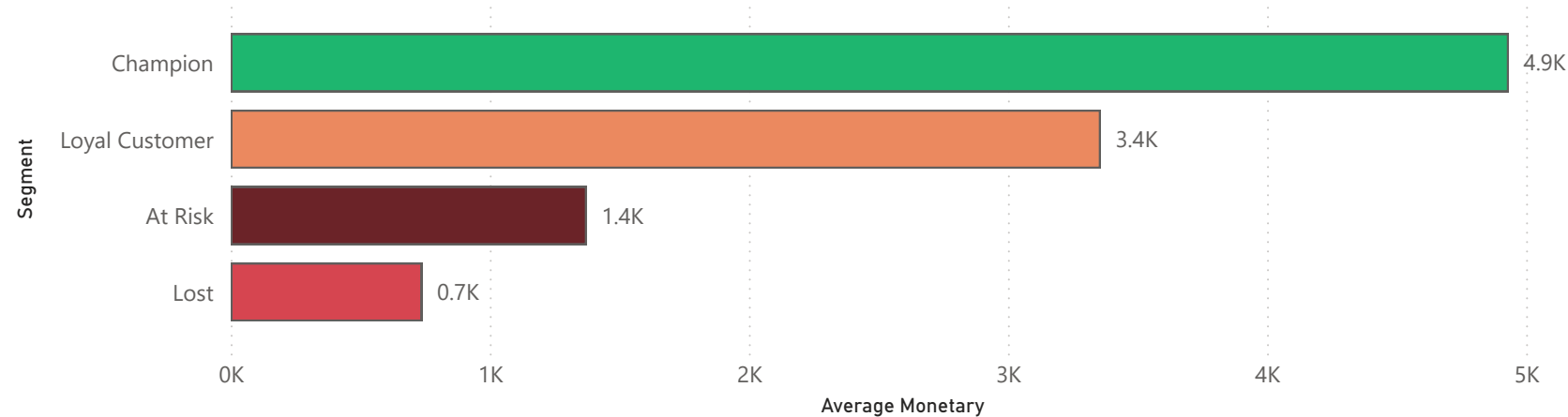


Customer Segmentation

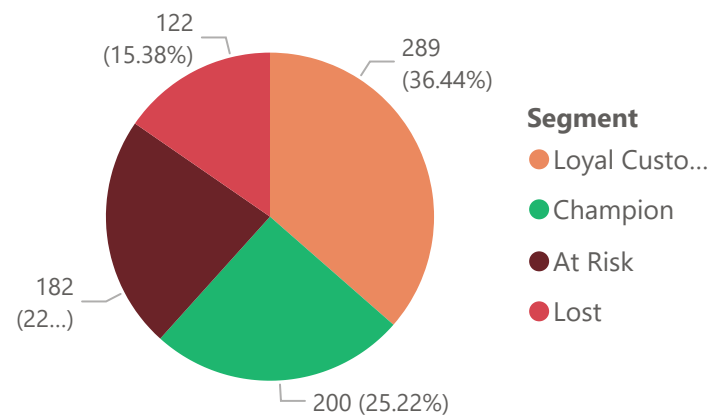
Total Customer by Segment



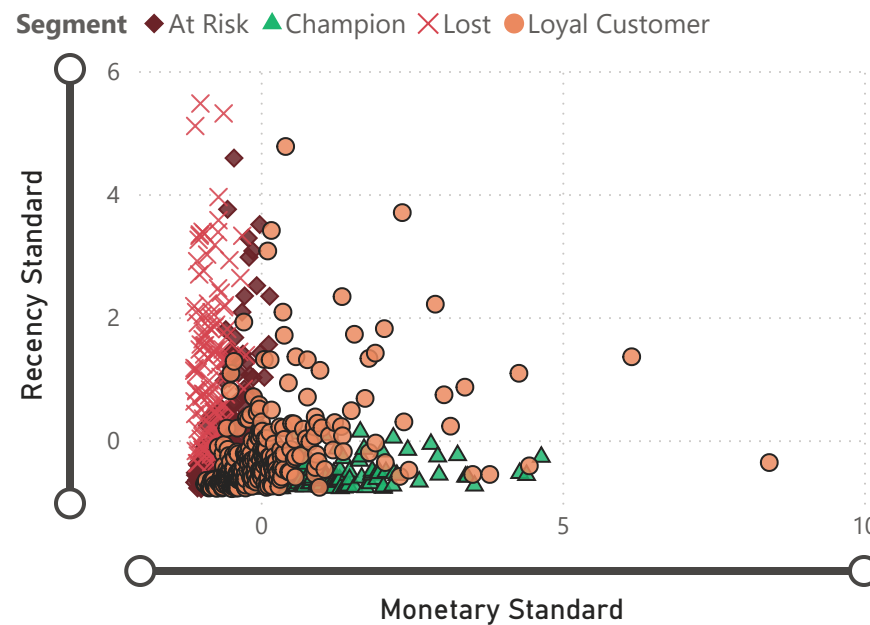
Average Monetary by Segment



Total Customer by Segment



Recency vs Monetary by segment



Average Recency by Segment

