

REVENUE OPTIMIZATION INSIGHTS

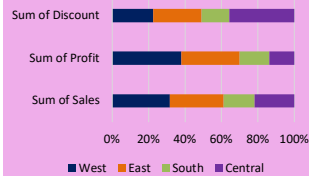
TOTAL SALES: \$2,297,200.86

TOTAL PROFIT: \$286,397.02

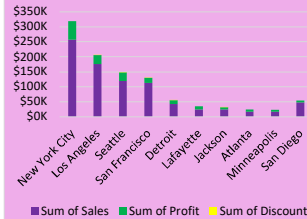
TOTAL DISCOUNT: \$1,561.09

AVERAGE DELIVERY TIME: 4 DAYS

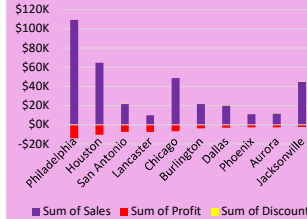
Sum of Sales and Profit by Region



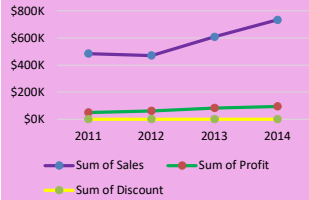
Top 10 Profitable Cities



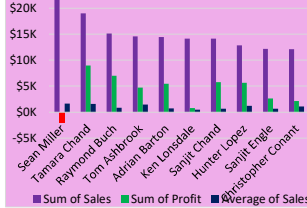
Least 10 Profitable Cities



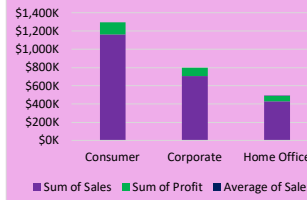
Sales, Profit and Discount Trend Over Time



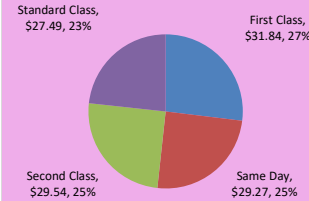
Revenue Management for Top 10 Customers



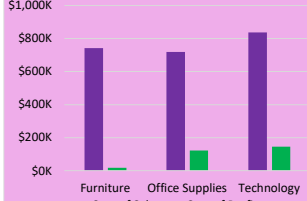
Sales and Profit Level by Segment



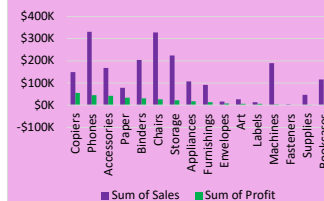
Profitability by Shipping Mode



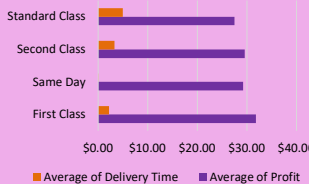
Breakdown of Sales and Profit by Category



Breakdown of Sales and Profit by Sub-Category



Average Delivery Time and Profit by Ship Mode



State	City
Alabama	Aberdeen
Arizona	Abilene
Arkansas	Akron
California	Albuquerque
Colorado	Alexandria
Connecticut	Allen
Delaware	Allentown

Category
Furniture
Office Supplies
Technology
Order Date
All Periods
YEARS
2011
2012
2013
2014
2015