



Sales Overview

Sales Channel

Catalog

Online

Reseller

Store

Sales Discount

0.00

0.20

Sales Interval

3/28/2010

12/24/2011

SalesAmount
\$503.29M

SalesQuantity
1.86M

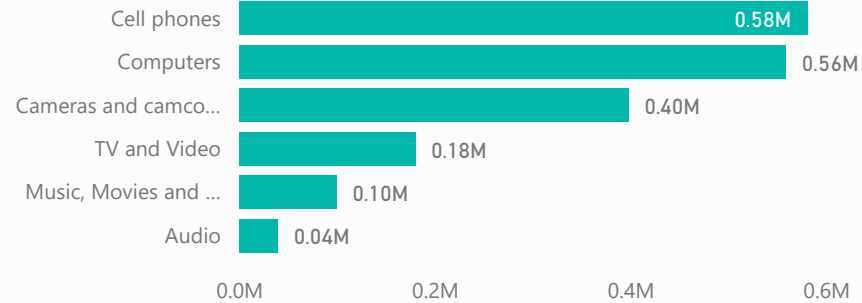
UnitCost
\$14.28M

UnitPrice
\$34M

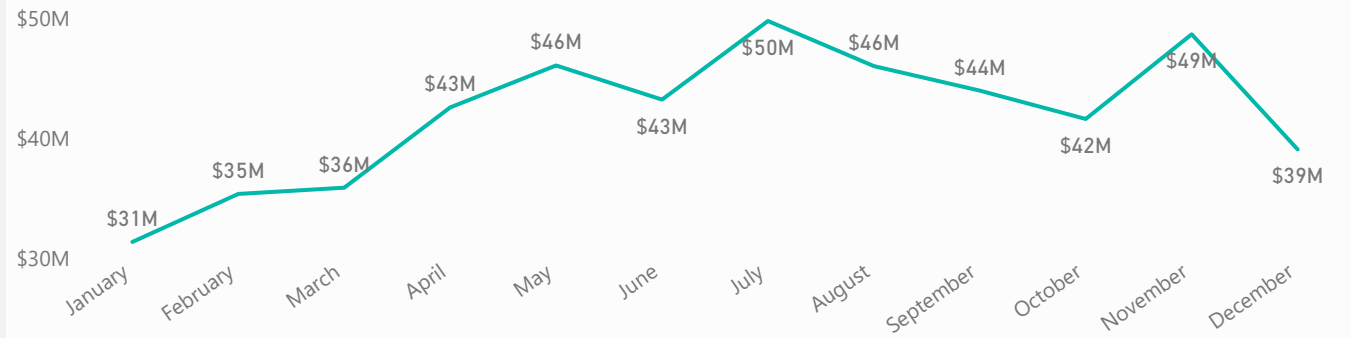
Total Orders
120.55K

DiscountQuantity
233K

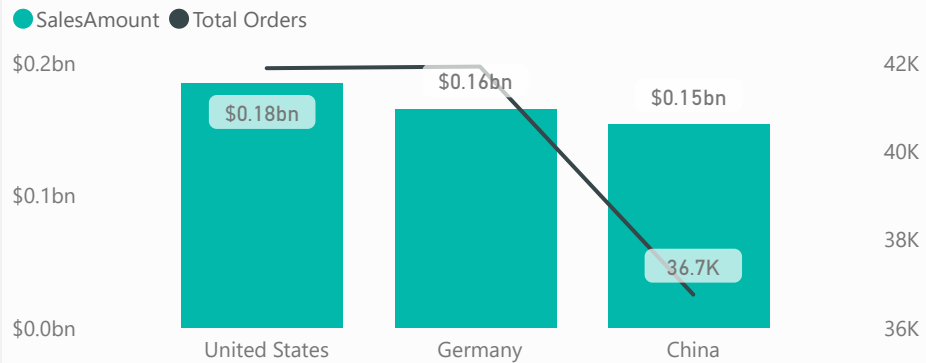
Sales Quantity by Product Categories



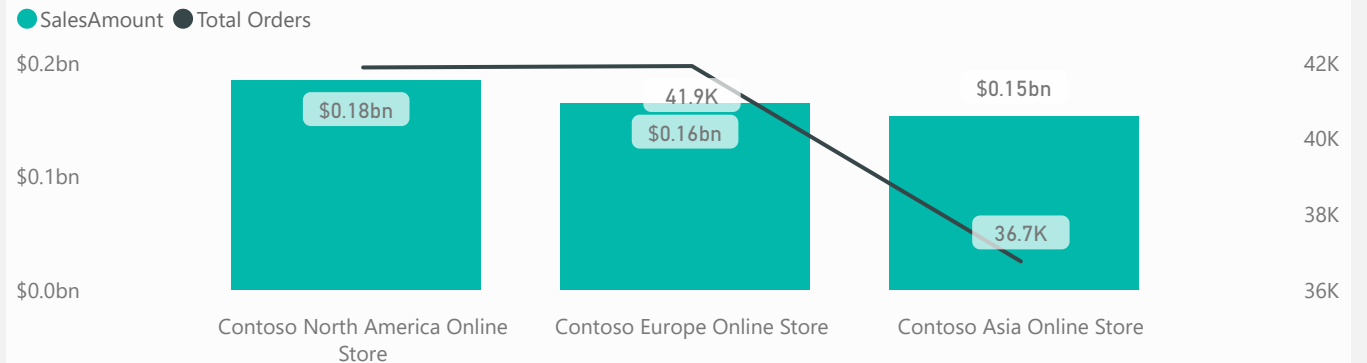
Sales Amount by Date



Sales Amount and Total Orders by Geographic Region



Sales Amount and Total Orders by Store Name



Sales Overview

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

1/1/2005

12/31/2018

SalesAmount

\$8.34bn

SalesQuantity

36.90M

UnitCost

\$284.39M

UnitPrice

\$678M

Total Orders

2.28M

DiscountQuantity

3M

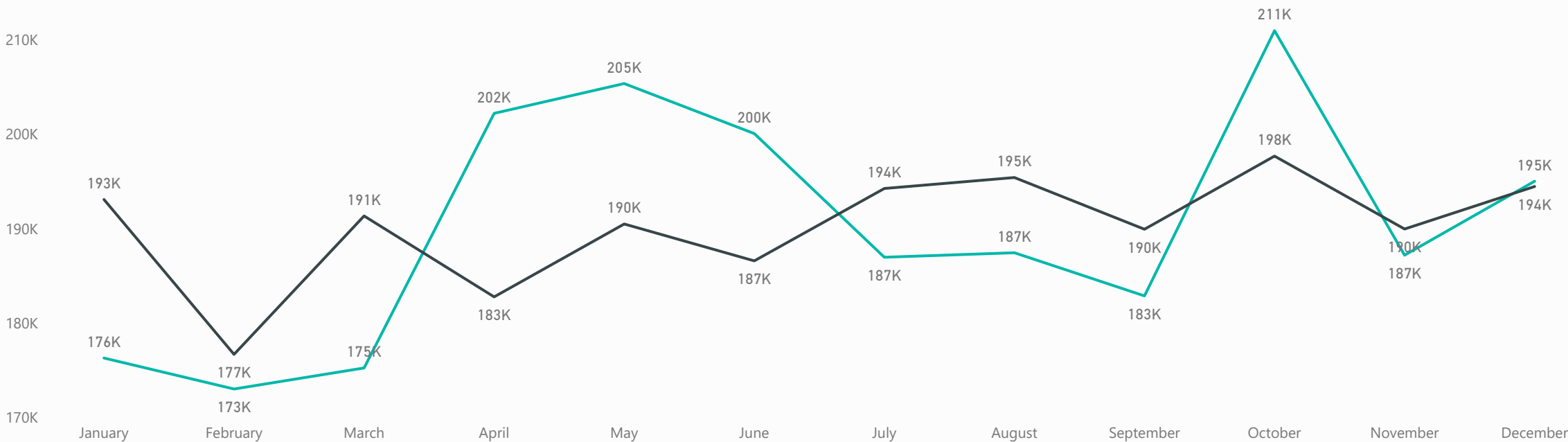
TotalCost

SalesAmount

SalesQuantity

Sales Quantity by Product Categories

Ordered Amount Delivered Amount





Sales Overview

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Sales Discount

0.00

0.20

Sales Interval

1/1/2005

12/31/2018

SalesAmount

\$8.34bn

SalesQuantity

36.90M

UnitCost

\$284.39M

UnitPrice

\$678M

Total Orders

2.28M

DiscountQuantity

3M

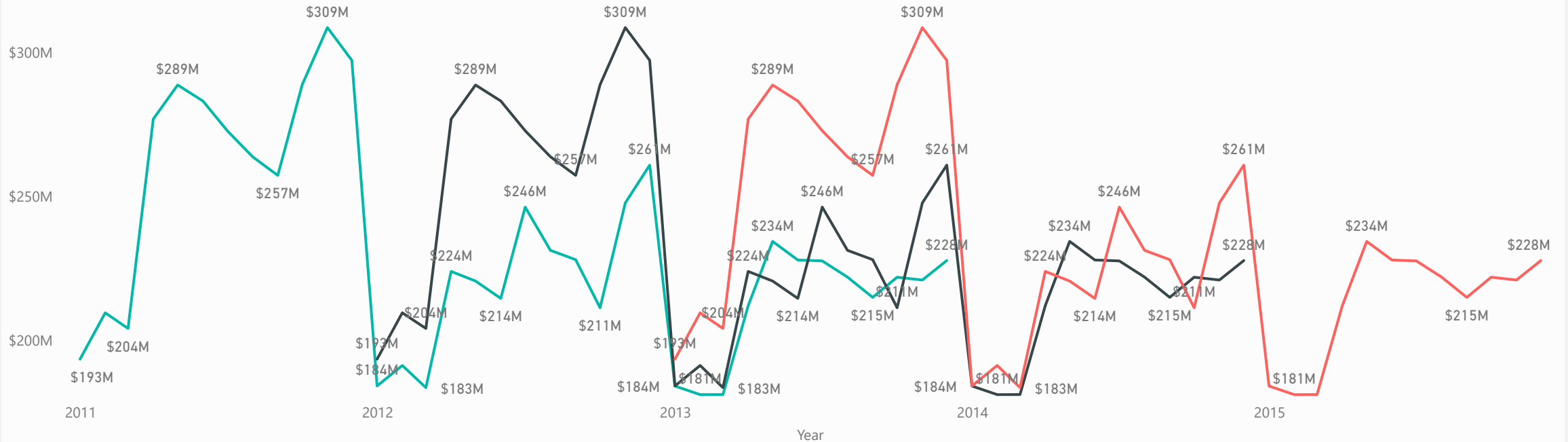
TotalCost

SalesAmount

SalesQuantity

Sales Amount Yearly Comparison

● SalesAmount ● Sales Amount LY ● Sales Amount 2 Years Ago





Sales Overview

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

1/1/2005

12/31/2018

SalesAmount

\$8.34bn

SalesQuantity

36.90M

UnitCost

\$284.39M

UnitPrice

\$678M

Total Orders

2.28M

DiscountQuantity

3M

StoreName	Total Orders	SalesAmount	Total Profit	TotalCost	SalesQuantity	DiscountAmount	DiscountQuantity	ReturnAmount	ReturnQuantity
Contoso Albany Store	5023	\$15,978,812.37	\$9,189,798.9385	\$6,789,013.43	69986.00	\$201,300.4315	6067	\$182,878.6	612
Contoso Alexandria Store	4879	\$15,361,570.47	\$8,851,090.0055	\$6,510,480.46	68841.00	\$190,602.2445	6005	\$183,515.1	612
Contoso Amsterdam Store	5247	\$14,864,688.22	\$8,499,013.0532	\$6,365,675.17	58122.00	\$313,420.9668	7205	\$195,197.9	657
Contoso Anchorage Store	5042	\$16,168,632.23	\$9,296,477.087	\$6,872,155.14	71496.00	\$196,897.813	6359	\$204,273.1	715
Contoso Annapolis Store	4946	\$16,119,586.75	\$9,292,486.1595	\$6,827,100.59	68281.00	\$207,086.0305	6284	\$184,954.6	606
Contoso Appleton Store	4957	\$15,813,238.89	\$9,147,522.784	\$6,665,716.11	67122.00	\$189,699.196	6180	\$179,888.0	614
Contoso Arlington Store	4922	\$16,026,714.01	\$9,199,477.3335	\$6,827,236.68	68435.00	\$196,960.9465	6113	\$191,229.1	625
Contoso Ashgabat No.2 Store	7693	\$25,764,595.65	\$14,769,513.915	\$10,995,081.73	115930.00	\$470,995.455	10261	\$288,669.1	992
Contoso Ashgabat No.1 Store	7691	\$25,771,701.55	\$14,743,815.6475	\$11,027,885.9	119295.00	\$492,040.7225	10552	\$300,660.7	978
Contoso Asia Online Store	117021	\$558,161,919.88	\$319,333,724.262	\$238,828,195.62	2628364.00	\$10,288,837.068	221897	\$6,318,287.8	20920
Contoso Asia Reseller	86416	\$362,335,320.82	\$207,489,223.04	\$154,846,097.78	1663624.00	\$6,677,618.32	144790	\$4,155,690.2	13705
Contoso Athens Store	5348	\$15,394,733.10	\$8,853,947.6711	\$6,540,785.43	63406.00	\$322,742.7789	7156	\$196,379.9	670
Contoso Atlantic City Store	4842	\$15,563,255.71	\$8,968,575.1955	\$6,594,680.51	65000.00	\$189,764.7945	5970	\$173,847.7	620
Contoso Attleboro Store	4871	\$15,484,875.64	\$8,901,712.161	\$6,583,163.48	67355.00	\$194,050.569	5919	\$174,571.3	572
Contoso Aurora Store	5007	\$16,017,557.78	\$9,205,928.978	\$6,811,628.8	71510.00	\$204,125.712	6373	\$169,015.9	605
Contoso Austin Store	4948	\$15,832,918.98	\$9,099,225.338	\$6,733,693.64	68348.00	\$202,670.262	6147	\$176,735.9	593
Contoso Back River Store	4848	\$15,706,711.83	\$9,062,632.401	\$6,644,079.43	68806.00	\$194,355.089	5956	\$177,441.6	613
Contoso Baccliff Store	5026	\$16,341,408.73	\$9,433,120.4095	\$6,908,288.32	67298.00	\$204,670.9105	6149	\$163,682.0	598
Contoso Baildon Store	5305	\$15,318,536.32	\$8,729,925.1005	\$6,588,611.22	63205.00	\$316,955.4295	7206	\$168,117.9	611
Contoso Baltimore Store	4963	\$15,766,350.83	\$9,057,136.648	\$6,709,214.18	71385.00	\$186,850.792	5987	\$195,241.4	648
Contoso Bangkok No.1 Store	2870	\$10,413,116.25	\$5,976,092.852	\$4,437,023.4	58517.00	\$190,791.238	4135	\$125,112.7	401
Contoso Bangkok No.2 Store	7665	\$26,069,379.68	\$14,921,490.6075	\$11,147,889.07	119432.00	\$467,219.1725	10231	\$304,985.5	1017
Contoso Bangor Store	4879	\$15,988,723.94	\$9,233,968.4755	\$6,754,755.46	68223.00	\$204,701.8645	5993	\$181,027.1	587
Contoso Bar Harbor Store	4942	\$15,917,763.14	\$9,149,152.6015	\$6,768,610.54	68843.00	\$187,355.1685	6212	\$186,254.3	641
Contoso Baumholder Store	5234	\$15,151,435.89	\$8,670,042.112	\$6,481,393.78	59368.00	\$302,059.168	6940	\$213,127.6	677
Contoso Bayonne Store	4867	\$15,465,161.74	\$8,906,976.0675	\$6,558,185.67	64505.00	\$184,065.7525	6061	\$185,372.0	588
Total	2282482	\$8,341,224,364.83	\$4,788,816,884.4424	\$3,552,407,480.39	36900410.00	\$126,713,948.6876	3369469	\$97,143,152.9	326308

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Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

1/1/2005

12/31/2018

SalesAmount

\$8.34bn

SalesQuantity

36.90M

UnitCost

\$284.39M

UnitPrice

\$678M

Total Orders

2.28M

DiscountQuantity

3M

Chart View

ProductCategory	SalesAmount	Total Profit	SalesQuantity	TotalCost	Total orders	ReturnAmount
Audio	\$151,614,364.31	\$86,738,826.0009	1353298.00	\$64,875,538.31	110915	\$1,838,723.5
Cameras and camcorders	\$2,562,023,774.06	\$1,536,955,209.7506	6551189.00	\$1,025,068,564.31	538384	\$31,041,586.6
Cell phones	\$892,233,264.30	\$496,656,067.1284	13459636.00	\$395,577,197.17	395080	\$9,380,175.5
Computers	\$3,209,427,141.42	\$1,825,159,907.9572	10563676.00	\$1,384,267,233.46	819438	\$36,129,852.9
Music, Movies and Audio Books	\$165,804,705.98	\$100,870,824.2711	1523415.00	\$64,933,881.71	129567	\$2,035,224.0
TV and Video	\$1,360,121,114.76	\$742,436,049.3342	3449196.00	\$617,685,065.43	289098	\$16,717,590.4
Total	\$8,341,224,364.83	\$4,788,816,884.4424	36900410.00	\$3,552,407,480.39	2282482	\$97,143,152.9



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0.20

Sales Interval

3/28/2010

12/24/2011

SalesAmount

\$3.08bn

SalesQuantity

11.61M

UnitCost

\$111.06M

UnitPrice

\$262M

Total Orders

962.28K

DiscountQuantity

1M

Audio

Cameras and camcorders

Cell phones

Computers

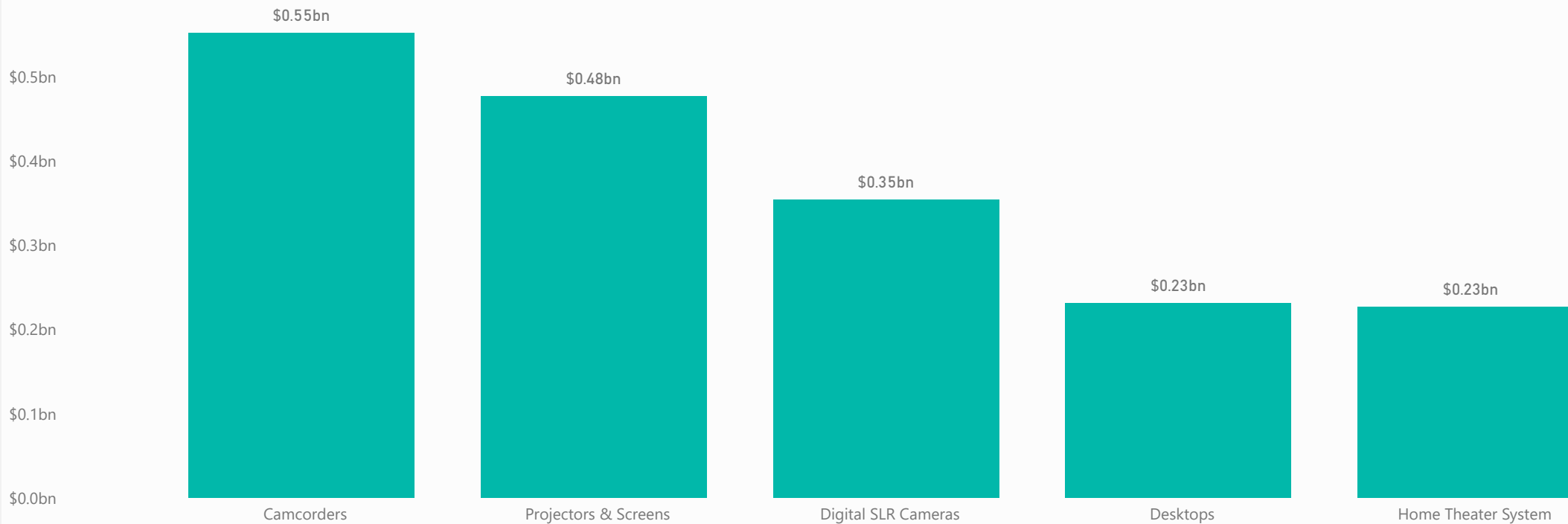
Games and Toys

Home Appliances

Music, Movies and Audio Books

TV and Video

Sales Quantity by Product Categories





Sales Overview

Sales Channel

Online

Reseller

Store

Sales Discount

0.00

0.20

Sales Interval

1/1/2005

12/31/2018

SalesAmount

\$1.62bn

SalesQuantity

7.06M

UnitCost

\$59.44M

UnitPrice

\$142M

Total Orders

477.26K

DiscountQuantity

749K

Asia

Europe

North America

RegionCountryName Country Sales % of Continent

Denmark

Denmark

0.93%

France

France

0.32%

France

0.92%

France

0.93%

France

0.93%

France

0.93%

France

0.94%

France

21.76%

Germany

Germany

0.57%

Germany

0.92%

Germany

0.92%

Germany

0.92%



Sales Overview

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UnitPrice

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2.28M

DiscountQuantity

3M

Sales Amount Measure

Sales Quantity Measure

Total Cost Measure

Sales Quantity Measure by Product Category



Sales Overview

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

2/28/2012

1/27/2015

SalesAmount

\$4.84bn

SalesQuantity

23.49M

UnitCost

\$157.68M

UnitPrice

\$379M

Total Orders

1.19M

DiscountQuantity

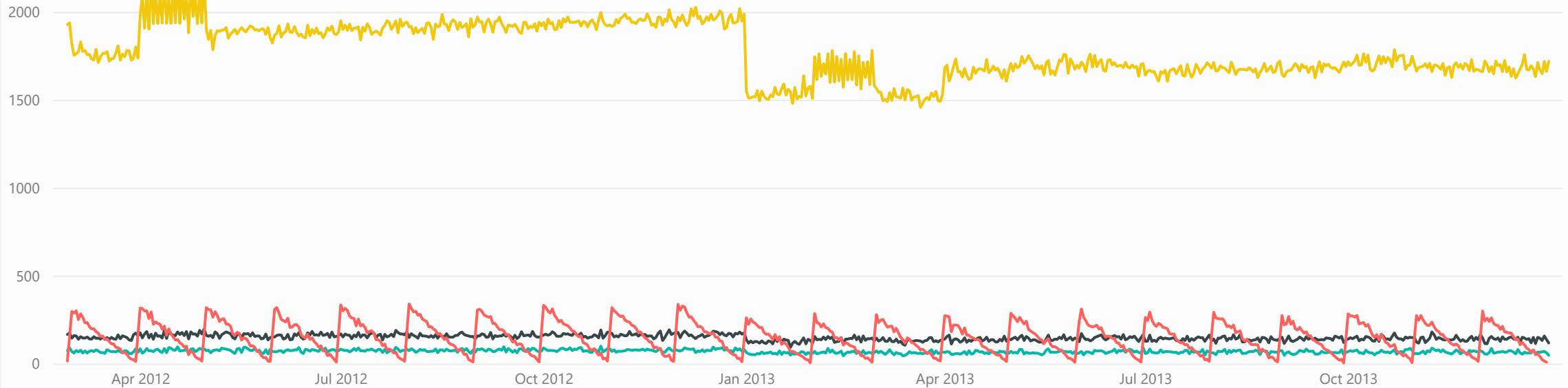
2M

1/1/2005

12/31/2018

Order Delivery by Time

Orders Next 1 Week Orders Next 15 Days Orders Next 1 Month Orders Next 6 Month



Key Influence Factors

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

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2/28/2012

1/27/2015

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UnitCost

\$157.68M

UnitPrice

\$379M

Total Orders

1.19M

DiscountQuantity

2M

Key influencers Top segments

What influences Total Profit to ?

When...

SalesAmount goes up
99969397.86

TotalCost goes up
42362522.63

SalesQuantity goes up
451523.95

DiscountPercent goes down
0.30

...the average of Total Profit
increases by

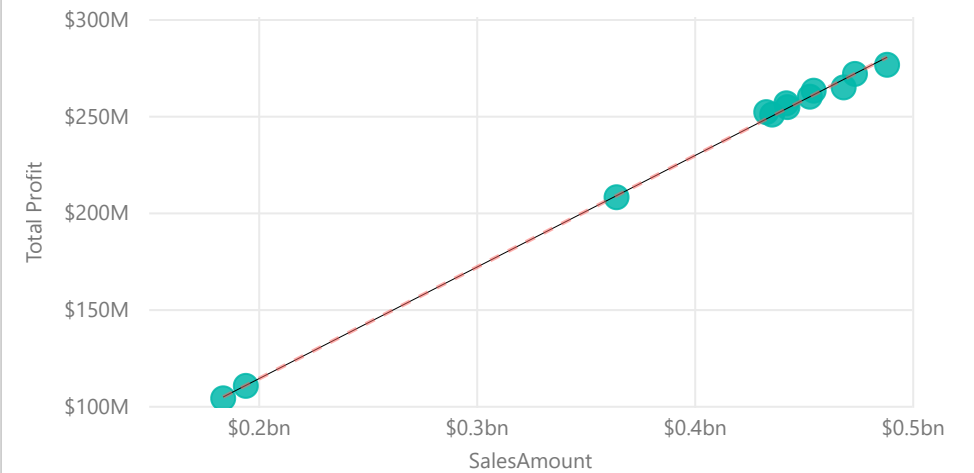
\$23.89M

\$20.52M

\$12.09M

\$4.76M

← On average when SalesAmount increases, Total Profit also increases.



Root Cause Analysis

Sales Channel

Catalog Online Reseller Store

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UnitCost

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UnitPrice

\$379M

Total Orders

1.19M

DiscountQuantity

2M

BrandName x

Fabrikam

ClassName x

Regular

Manufacturer x

Fabrikam, Inc.

ProductName x

Fabrikam Laptop19W ...

PromotionLabel x

SalesAmount
\$4,835,116,161.21

Fabrikam
\$1,040,176,082.58

Contoso
\$849,108,937.53

Adventure Works
\$713,499,147.13

Wide World Importers
\$548,216,422.79

Proseware
\$497,216,568.44

Regular
\$696,059,036.92

Deluxe
\$229,200,870.53

Economy
\$114,916,175.13

Fabrikam, Inc.
\$696,059,036.92

Fabrikam Laptop19...
\$19,273,565.30

Fabrikam Laptop19 M...
\$18,398,809.59

Fabrikam Laptop16W ...
\$15,466,207.67

Fabrikam Laptop17 M...
\$13,202,992.53

Fabrikam Laptop15.4...
\$12,789,142.76

001
\$6,608,888.00

021
\$2,208,198.30

020
\$1,569,131.30

022
\$1,210,510.40

012
\$991,812.80



Q & A Bot

Sales
Channel

Catalog

Online

Reseller

Store

Sales
Discount

0.00

0.20

Sales
Interval

3/28/2010

12/24/2011

SalesAmount

\$3.08bn

SalesQuantity

11.61M

UnitCost

\$111.06M

UnitPrice

\$262M

Total Orders

962.28K

DiscountQuantity

1M

Q & A Bot



Preparing Q&A





Key Insights

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11.61M

UnitCost

\$111.06M

UnitPrice

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Total Orders

962.28K

DiscountQuantity

1M

Key Actionable Insights: Following are the data insights that can be helpful to highlight strong and weak areas to business dimensions:

Geographic Trends:

Product Performance:

Promotion Trends:

Stores Performance:





Dashboard Guide

Sales Channel

Catalog

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Reseller

Store

Sales Discount

0.00

0.20

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SalesQuantity

11.61M

UnitCost

\$111.06M

UnitPrice

\$262M

Total Orders

962.28K

DiscountQuantity

1M

Dashboard Training Guide: Following are the directions that can be helpful to highlight strong and weak areas of business dimensions:

Page Navigation:

Slicer Selection:

Dynamic Visuals:

Drill Through:





Product Analysis

Sales Channel

Catalog Online Reseller Store

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0.00

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2/28/2012

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UnitPrice

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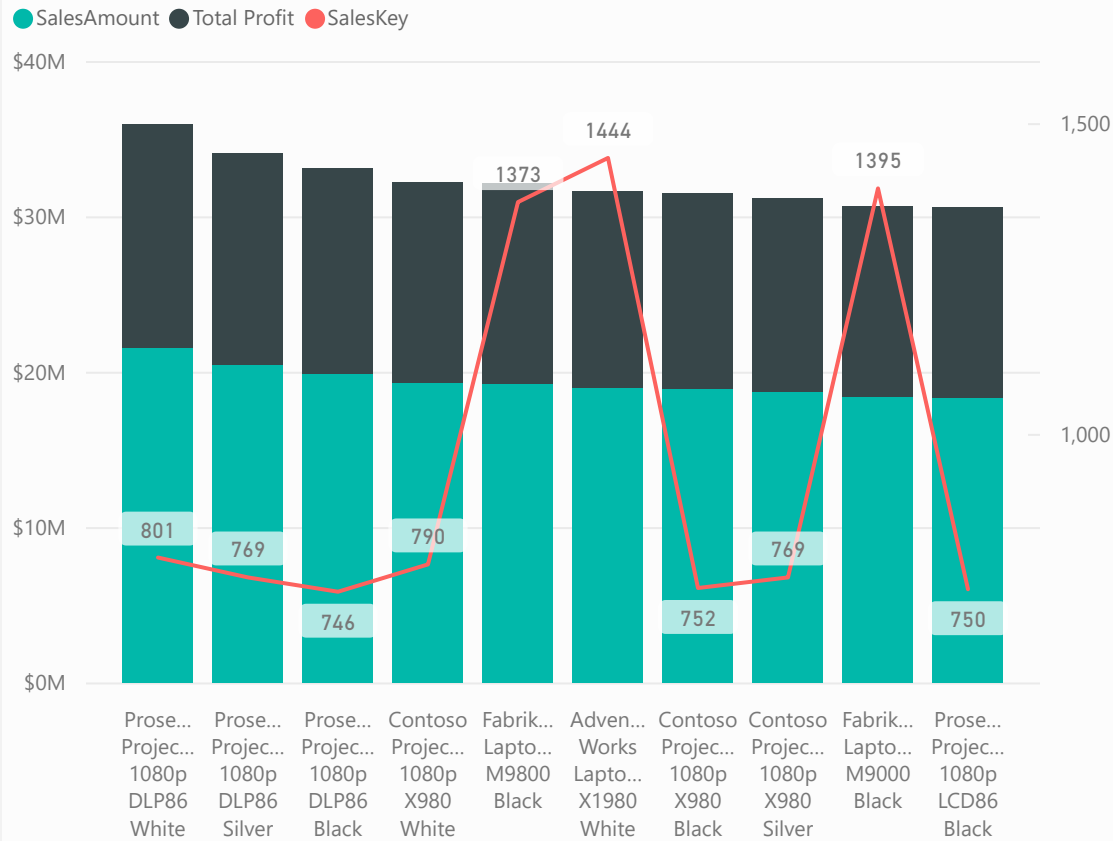
Total Orders

1.19M

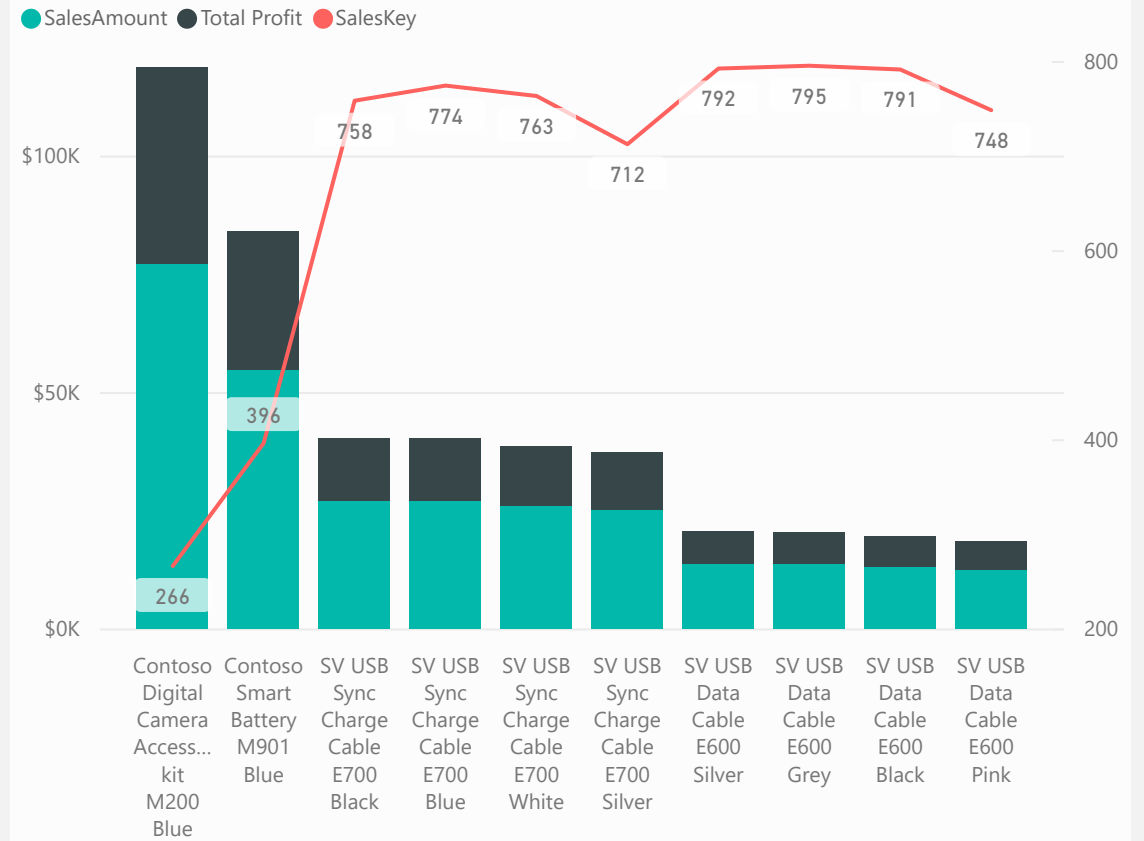
DiscountQuantity

2M

Top 10 Products by Sales



Bottom 10 Products by Sales





Regional Analysis

Sales Channel

Catalog

Online

Reseller

Store

Sales Discount

0.00

0.20

Sales Interval

2/28/2012

1/27/2015

SalesAmount
\$4.84bn

SalesQuantity
23.49M

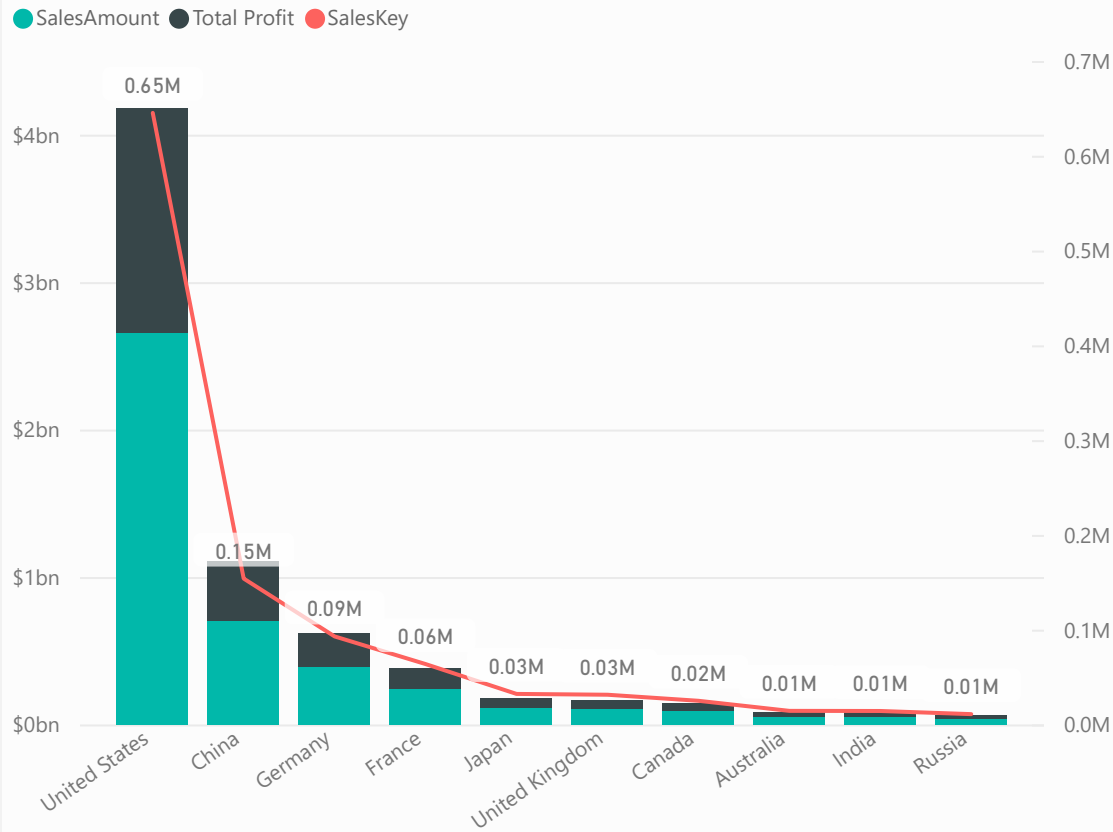
UnitCost
\$157.68M

UnitPrice
\$379M

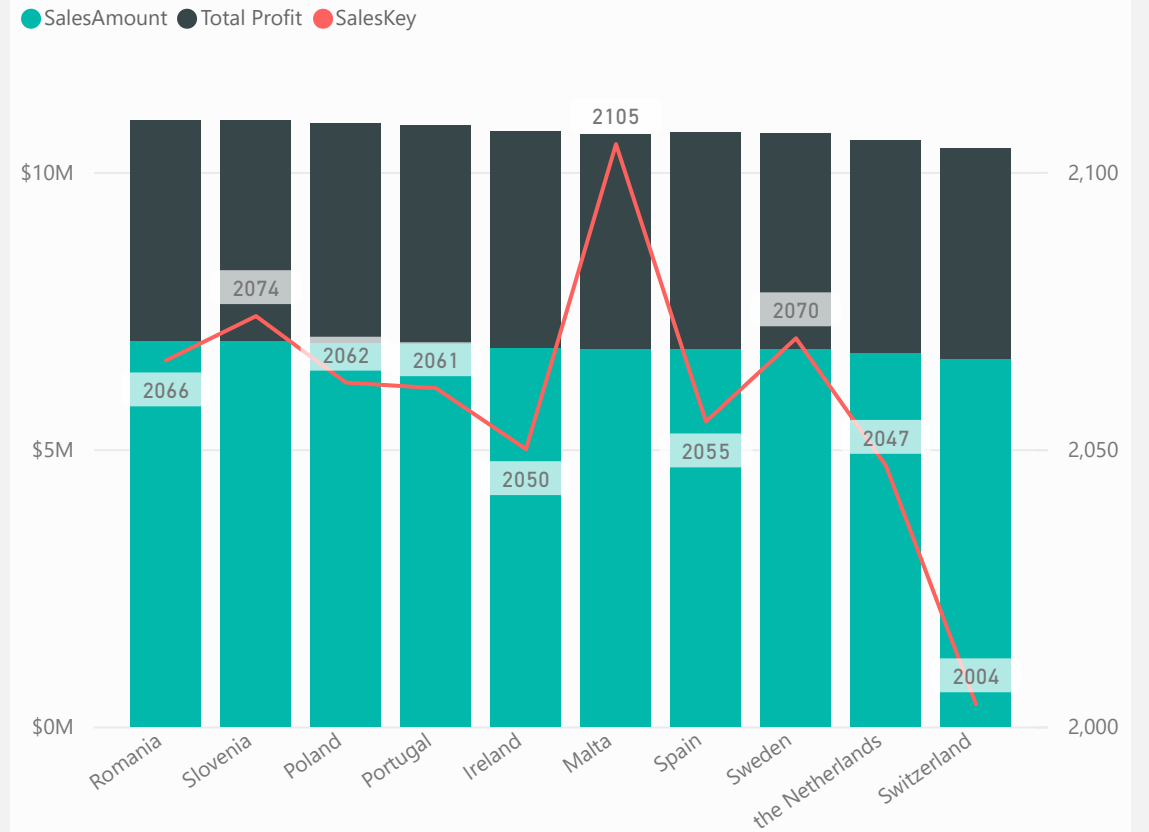
Total Orders
1.19M

DiscountQuantity
2M

Top 10 Countries by Sales



Bottom 10 Countries by Sales





Store Analysis

Sales Channel

Catalog

Online

Reseller

Store

Sales Discount

0.00

0.20

Sales Interval

2/28/2012

1/27/2015

SalesAmount

\$4.84bn

SalesQuantity

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UnitCost

\$157.68M

UnitPrice

\$379M

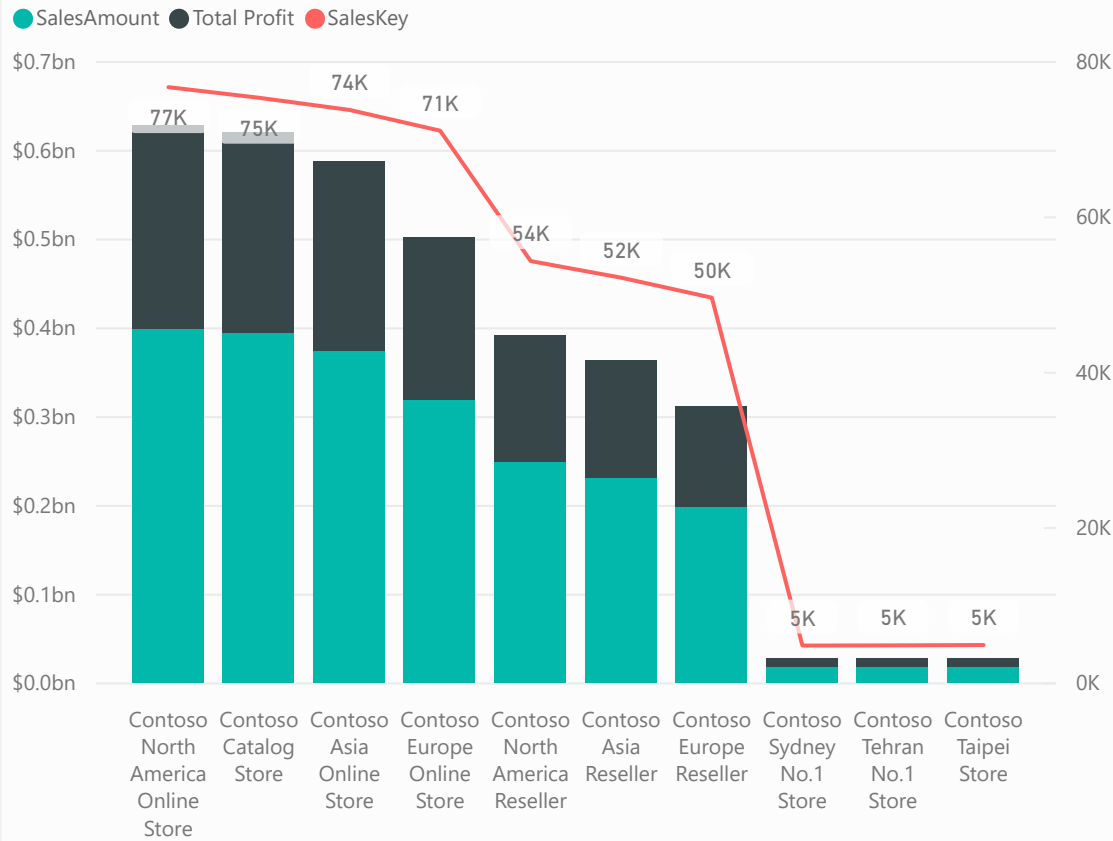
Total Orders

1.19M

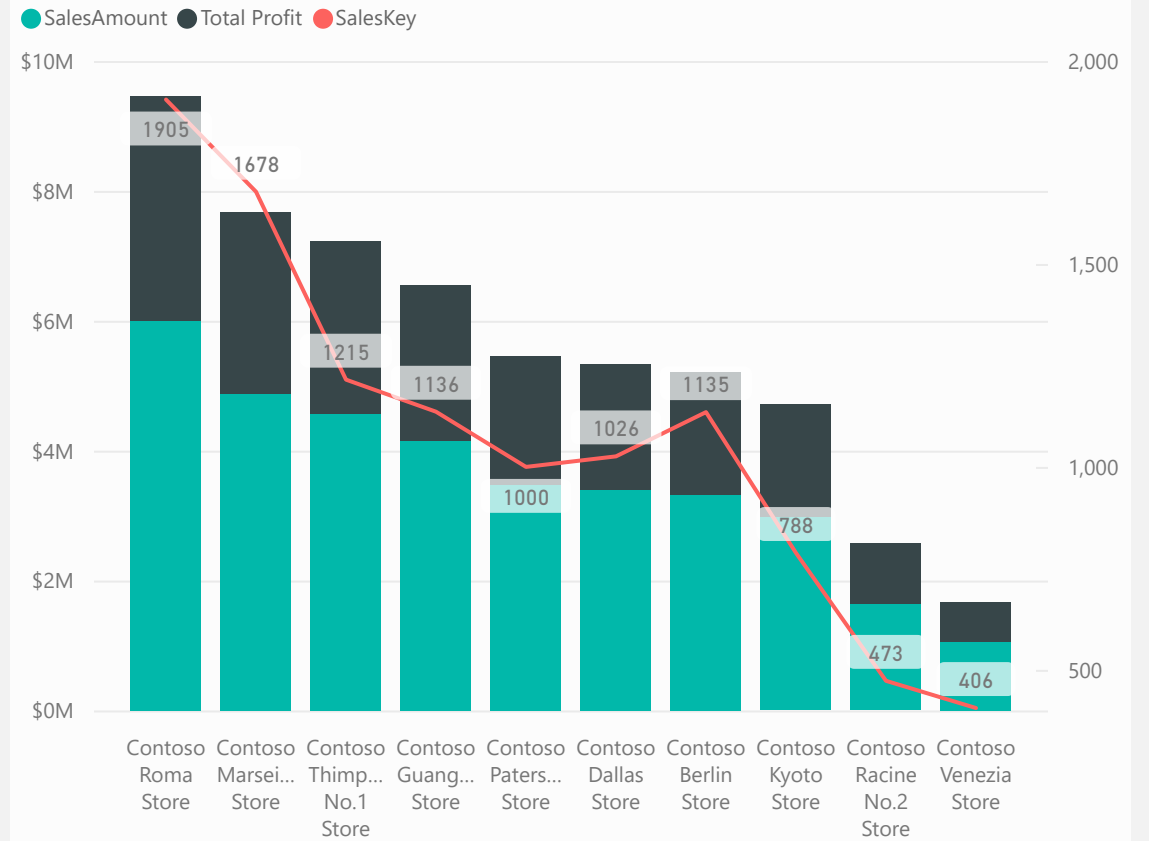
DiscountQuantity

2M

Top 10 Stores by Sales



Bottom 10 Stores by Sales





Seasonal Analysis

Sales Channel

Catalog

Online

Reseller

Store

Sales Discount

0.00

0.20

Sales Interval

2/28/2012

1/27/2015

SalesAmount

\$4.84bn

SalesQuantity

23.49M

UnitCost

\$157.68M

UnitPrice

\$379M

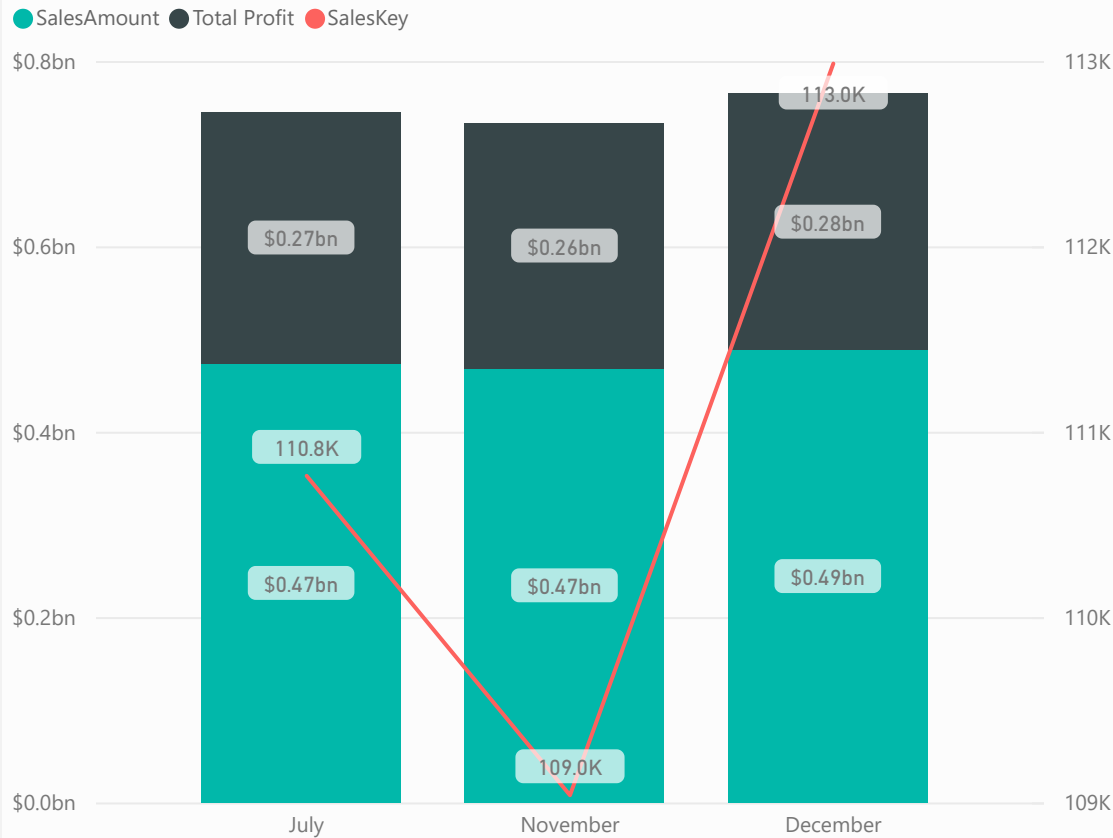
Total Orders

1.19M

DiscountQuantity

2M

Top 3 Months by Profit



Bottom 3 Months by Profit





Promotion Analysis

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

2/28/2012

1/27/2015

SalesAmount
\$4.84bn

SalesQuantity
23.49M

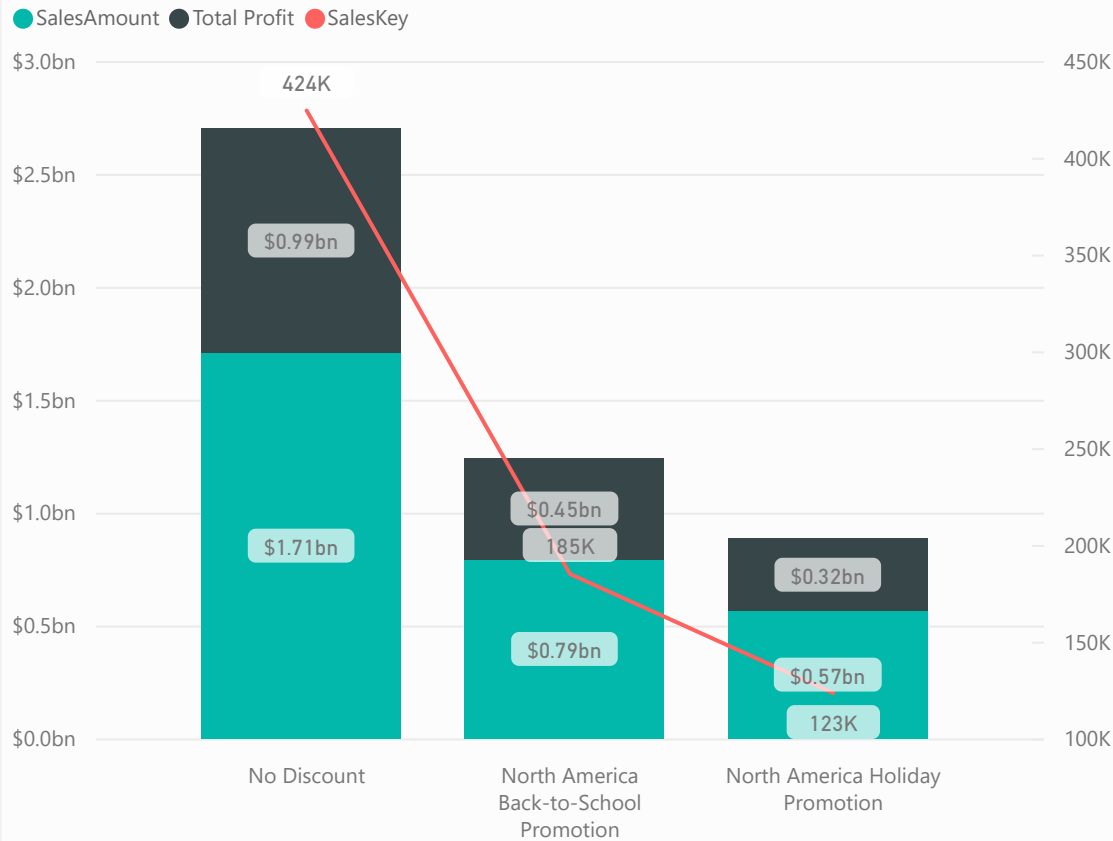
UnitCost
\$157.68M

UnitPrice
\$379M

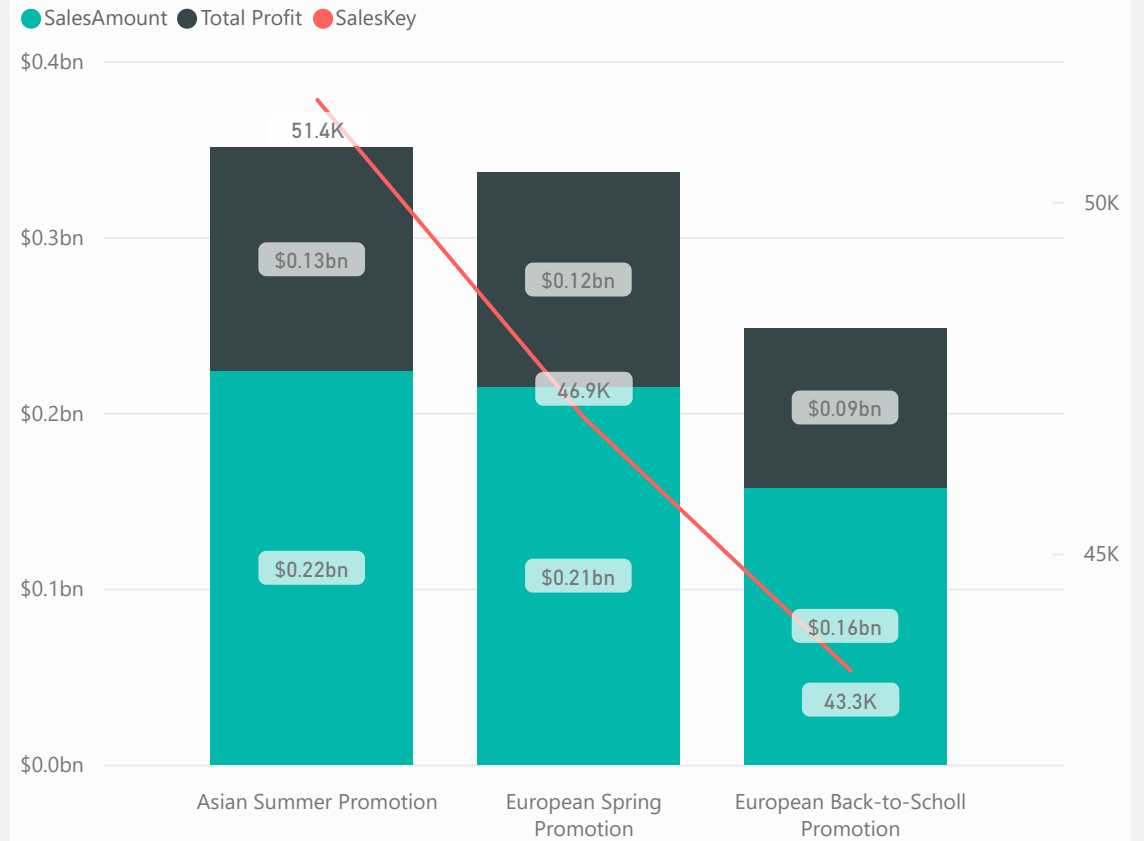
Total Orders
1.19M

DiscountQuantity
2M

Top 3 Promotions by Profit



Bottom 3 Promotions by Profit



Sales Forecasting

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

1/8/2011

1/27/2015

SalesAmount
\$8.30bn

SalesQuantity
36.72M

UnitCost
\$282.71M

UnitPrice
\$674M

Total Orders
2.27M

DiscountQuantity
3M

10 Months Sales Forecast



Profit Forecasting

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

1/8/2011

3/14/2015

SalesAmount

\$8.30bn

SalesQuantity

36.72M

UnitCost

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UnitPrice

\$674M

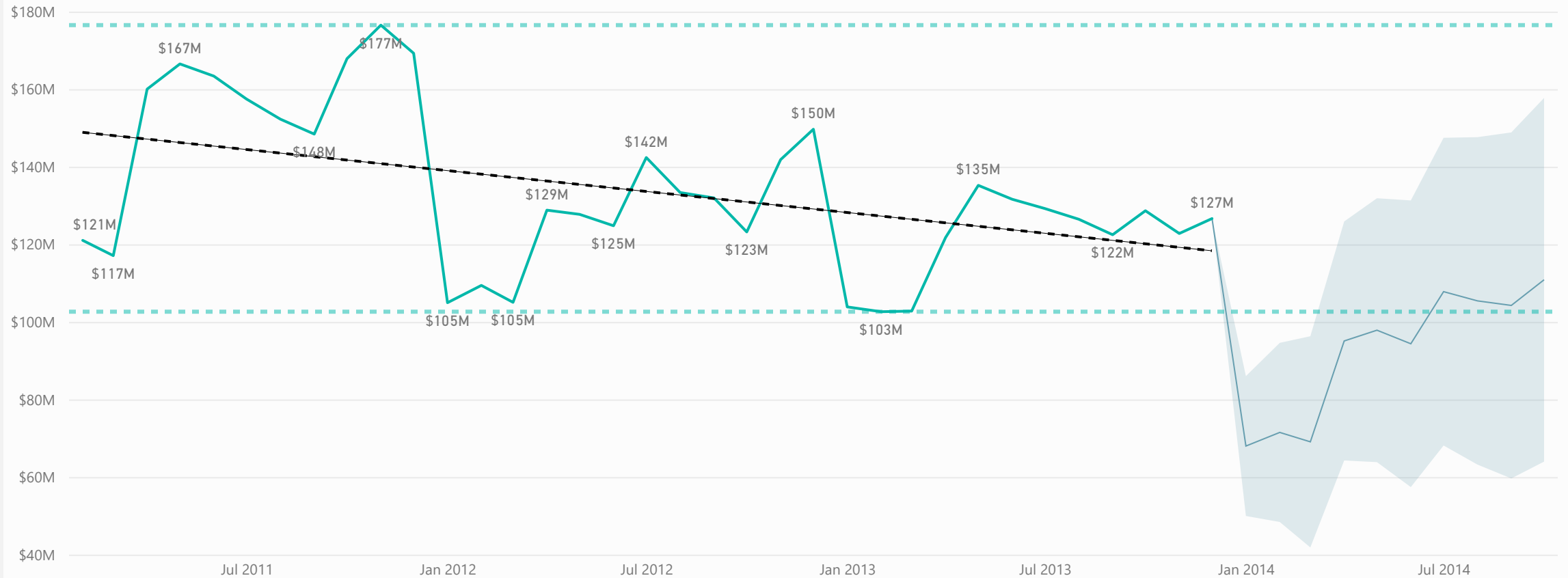
Total Orders

2.27M

DiscountQuantity

3M

10 Months Profit Forecast





Orders Forecasting

Sales Channel

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Sales Discount

0.00

0.20

Sales Interval

1/8/2011

3/14/2015

SalesAmount
\$8.30bn

SalesQuantity
36.72M

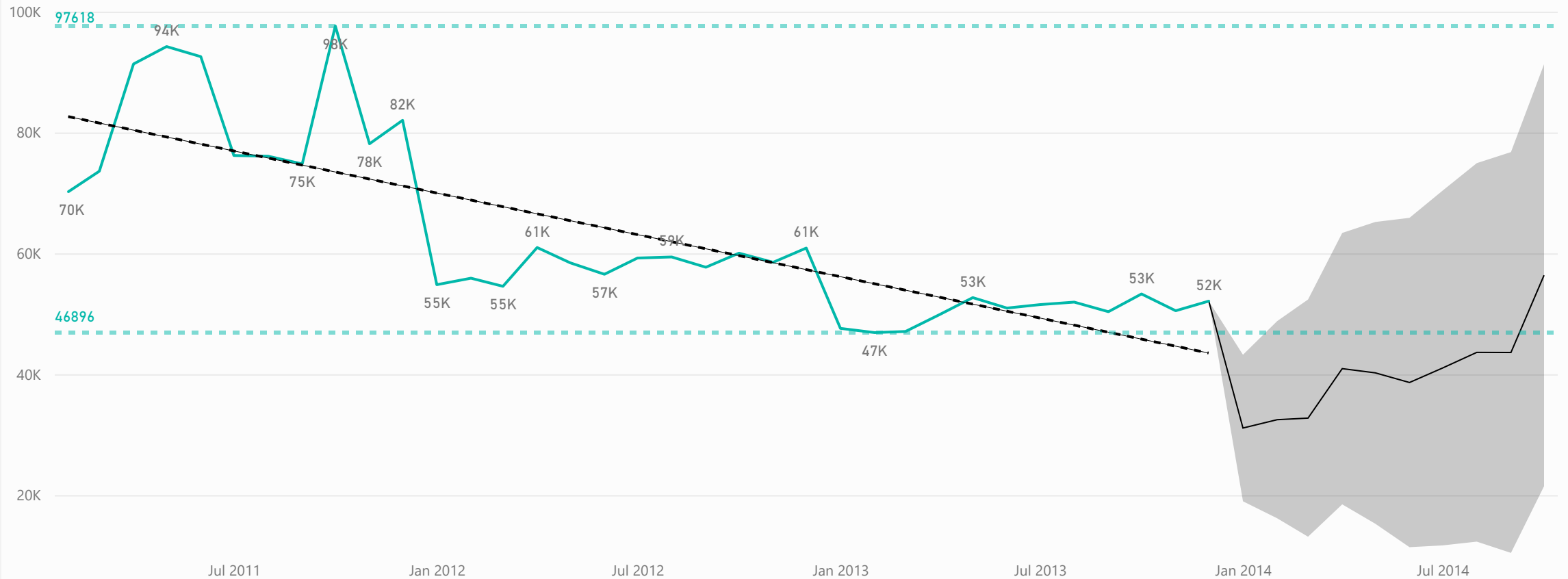
UnitCost
\$282.71M

UnitPrice
\$674M

Total Orders
2.27M

DiscountQuantity
3M

10 Months Orders Forecast





Order Quantity Forecasting

Sales Channel

Catalog Online Reseller Store

Sales Discount

0.00

0.20

Sales Interval

5/2/2006

12/16/2015

SalesAmount

\$8.34bn

SalesQuantity

36.90M

UnitCost

\$284.39M

UnitPrice

\$678M

Total Orders

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DiscountQuantity

3M

10 Months Order Quantity Forecasting Forecast

