

2021

2022

Total Sales

\$11.53M



Total Profit

\$1.34M

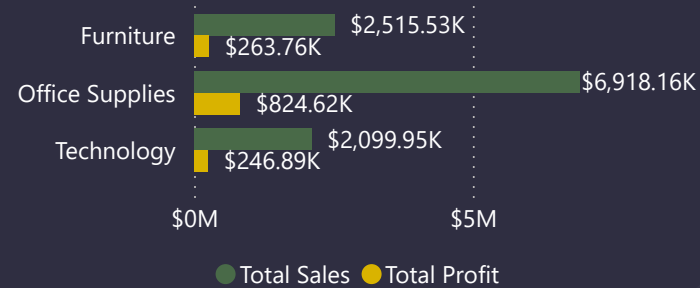


Total Order

52K



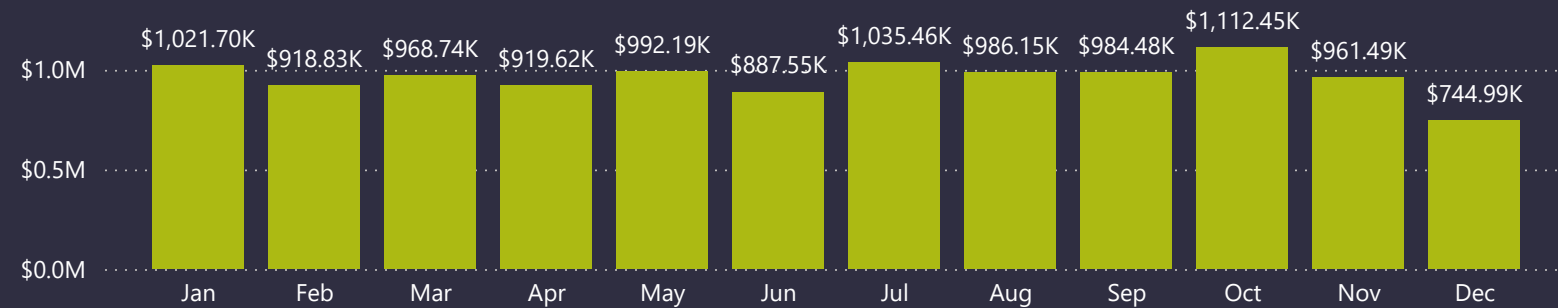
## Profit and Sales by Category Name



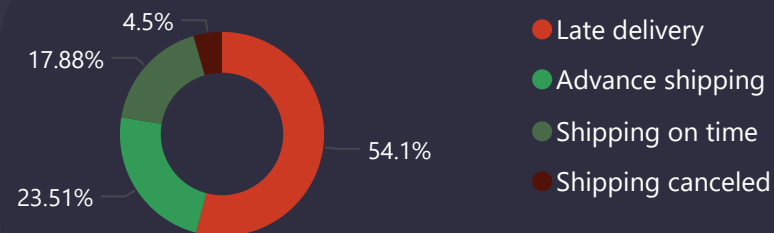
## Sale

Overall

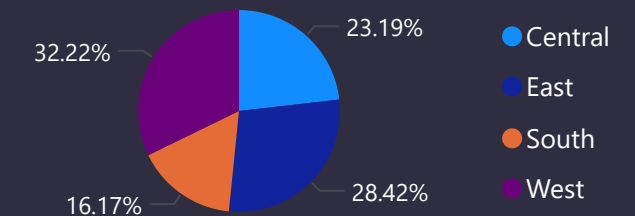
Sector



## Sales by Delivery Status



## Sales by customer\_region



segment	Total Sales	Total Profit	Total Order
Consumer	\$5,978,215.93	\$712,639.95	27226
Corporate	\$3,496,845.06	\$388,948.30	15857
Home Office	\$2,058,579.98	\$233,678.74	9327

Year Month	Current Measure	MoM	MoM %	Previous Month	QTD
2022 Jan					
Central					
Wisconsin	\$14,447.07	\$6,339.06	78.18%	\$8,108.01	\$14,447.07
Texas	\$105,810.12	\$9,597.03	9.97%	\$96,213.09	\$105,810.12
South Dakota	\$1,689.87	(\$90.01)	-5.06%	\$1,779.88	\$1,689.87

2021

2022



Total Customers

26.428K

Total Sales

\$11.53M

Total Profit

\$1.34M

Total Order

52K

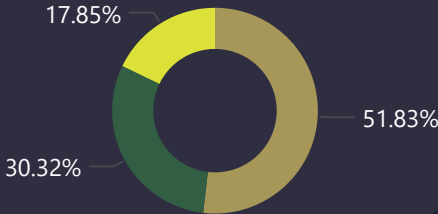
gender

Multiple selections



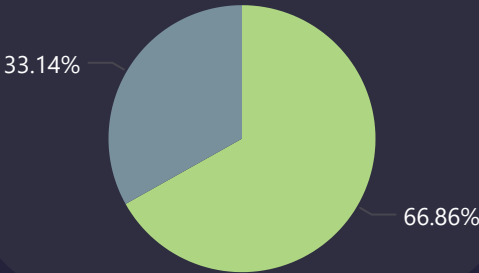
Total Sales by customer\_segment

Consumer Corporate Home Office



Total Order by gender

Female Male



Customer Name	Product Name	Order Date	Quantity	Sales
Ashley LaWare	Avery 508	12/7/2022	1	\$9.99
David Cousins	HON 5400 Series Task Chairs for Big and Tall	3/3/2022	1	\$9.99
Mary Kimmel	Cisco SPA 501G IP Phone	9/6/2022	1	\$9.99
Mary Schmidt	Xerox 196	7/4/2022	1	\$9.99
Abra Collister	Prang Dustless Chalk Sticks	12/24/2022	1	\$11.29
Abra Nunn	ARKON Windshield Dashboard Air Vent Car Mount Holder	12/22/2022	1	\$11.29
Adele Shariari	Redi-Strip #10 Envelopes, 4 1/8 x 9 1/2	10/13/2022	5	\$11.29
Aiko Carroll	Memorex 25GB 6X Branded Blu-Ray Recordable Disc, 15/Pack	8/13/2022	1	\$11.29
Aimee Eichhorn	Rush Hierlooms Collection 1" Thick Stackable Bookcases	9/13/2022	1	\$11.29
Aimee Leatherbury	Dana Swing-Arm Lamps	12/23/2022	1	\$11.29
Ainsley Murray	DAX Two-Tone Rosewood/Black Document Frame, Desktop, 5 x 7	12/23/2022	1	\$11.29
Ainsley Preis	ACCOHIDE 3-Ring Binder, Blue, 1"	10/13/2022	4	\$11.29
Alfreda Smith	Xerox 1944	12/23/2022	1	\$11.29

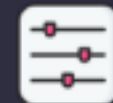
Standart\_Class, Second\_Class and First\_Class by Month

Standart\_Class Second\_Class First\_Class



2021

2022



All

Total Sales  
**\$11.53M**

Sales PM  
**11.78M**

Sales MoM %  
**-2.08%**

Total Order  
**52K**

Orders PM  
**54.61K**

Order MoM %  
**-4.04%**

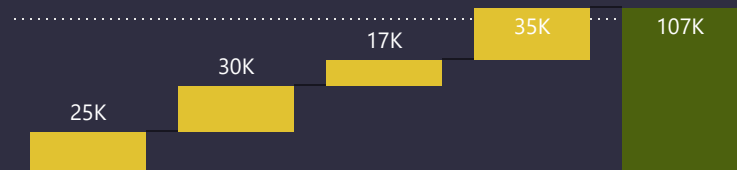
Total Profit  
**\$1.34M**

Profit PM  
**1.36M**

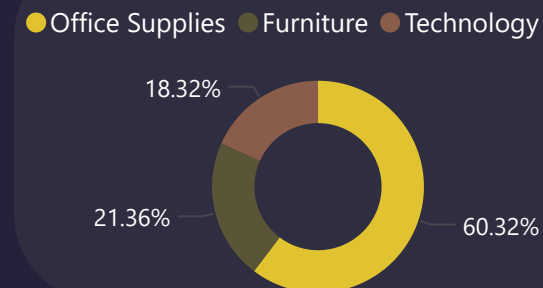
Profit MoM %  
**-1.75%**

product_name2	Total Order	Total Sales	Total Quantity
"While you Were	15	\$2,559.68	30
#10- 4 1/8"	97	\$22,044.28	229
#10 Gummed Flap	21	\$4,072.75	48
#10 Self-Seal White	20	\$4,549.38	36
#10 White Business	37	\$8,243.28	63
#10-4 1/8" x	12	\$2,197.36	21
#6 3/4 Gummed	23	\$5,546.42	51
1.7 Cubic Foot	35	\$10,216.03	81
1/4 Fold Party	14	\$2,848.90	28
12 Colored Short	16	\$5,001.73	38
12-1/2 Diameter	69	\$16,415.4	139

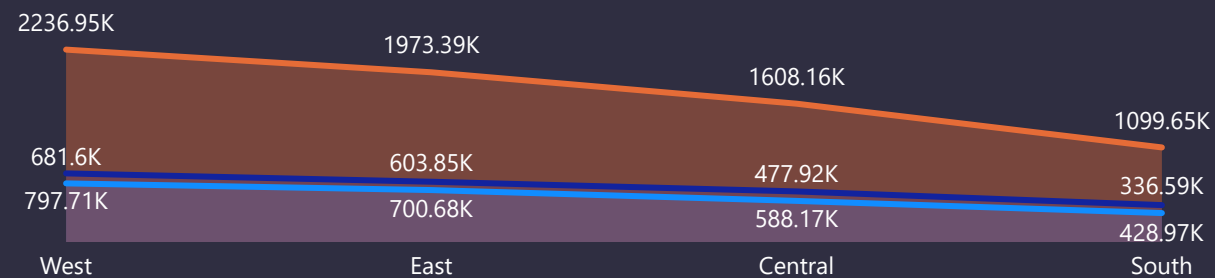
Total Quantity by customer\_region



Total Quantity by category\_name



Total Sales by Region



Order Target



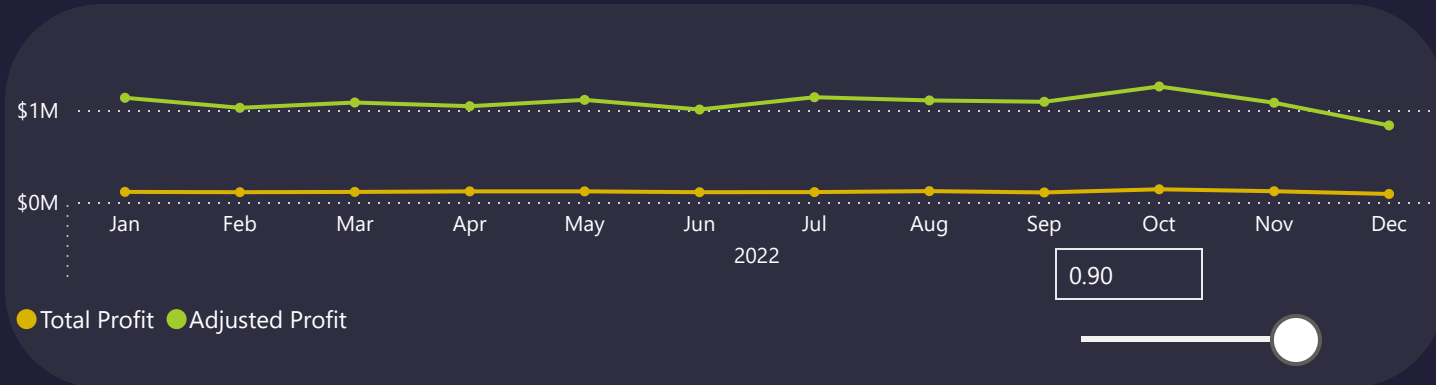
Profit Target



Revenue Target



Customer Target



Year Month	Total Profit	Profit Target	Profit Forward %	
2022 Jan	\$109,842.12	\$104,703.50	↗	4.91%
2022 Feb	\$106,486.69	\$93,700.15	↗	13.65%
2022 Mar	\$109,538.50	\$117,476.21	↗	-6.76%
2022 Apr	\$115,490.29	\$115,906.13	↗	-0.36%
2022 May	\$115,547.47	\$109,413.28	↗	5.61%
2022 Jun	\$106,371.41	\$126,715.64	↗	-16.06%
2022 Jul	\$107,552.75	\$125,486.98	↗	-14.29%
2022 Aug	\$118,178.99	\$121,121.88	↗	-2.43%
2022 Sep	\$103,709.17	\$114,387.54	↗	-9.34%
2022 Oct	\$138,185.60	\$131,322.73	↗	5.23%
2022 Nov	\$116,952.36	\$123,105.05	↗	-5.00%
2022 Dec	\$87,411.64	\$122,243.01	↗	-28.49%

On-Time Delivery Performance by Shipping Class

Shipping Day

2.802K✓

On-Time: 43.08%

Same Day

171.000✓

On Time: 41%

Second Class

534✓

On Time: 20.93%

First Class

462.00✓

On Time: (Blank)

Standart Class

1660✓

On Time: 62.24%

Total Customers PM MoM %  
**3.031K** **4K** **-28.45%**

Avg Monthly Customers 4.27K

At Monthly Average

Total Order PM MoM %  
**3K** **4.76K** **-31.10%**

Avg Monthly Orders 4.720K

Below Monthly Average

Balance Month PM Balance...  
**\$13.660K** **\$3.68K** **271.22%**

Avg Monthly Balance 3.87K

Above Monthly Average

## INTERPRETATION

Performance shows signs of pressure. Customer activity requires attention.

Attention Required ⚠

## Total Cost by category\_name

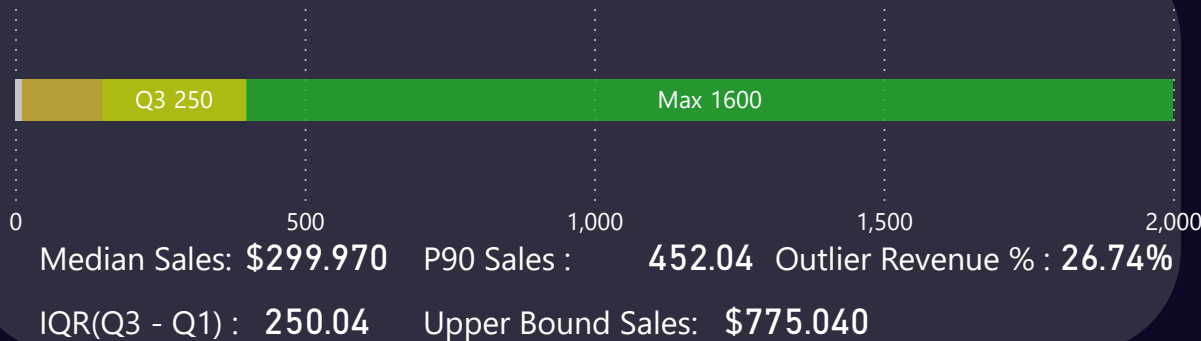
Avg Cost 254.75 263.79  
259.27

Office Supplies \$0.52M

Furniture \$0.18M

Technology \$0.16M

## Min, Q1, Q3 and Max

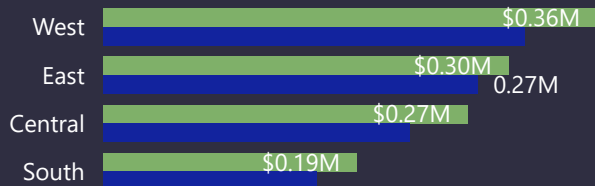


## PRODUCT SIGNAL

Office Star -	70
Staples	57
Staple envelope	51
Acco Pressboard Covers	36
Memorex Micro Travel	30

## Sales Performance

Total Sales Avg Monthly Sales



## Region-Based Performance Trends

customer_region	Current Measure	MoM	MoM %	Previous Month	QTD
Central	\$38,345.79	\$12,348.49	47.5%	\$25,997.30	\$38,345.79
East	\$41,942.47	\$15,356.06	57.76%	\$26,586.41	\$41,942.47
South	\$22,077.19	\$5,999.45	37.32%	\$16,077.74	\$22,077.19
West	\$35,820.15	\$772.43	2.2%	\$35,047.72	\$35,820.15

## Delivery Delay %

Consumer	54.27%
Corporate	52.56%
Home Office	56.51%