

2021

2022



Total Sales

\$11.53M



Total Profit

\$1.34M

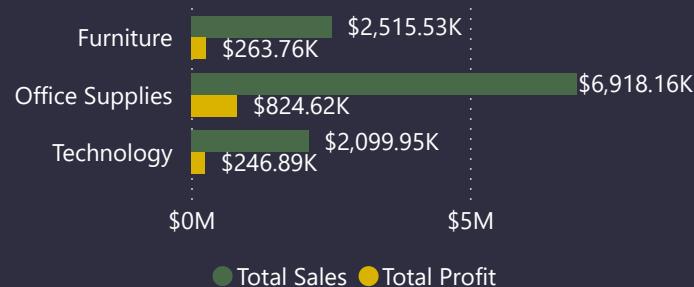


Total Order

52K



### Profit and Sales by Category Name

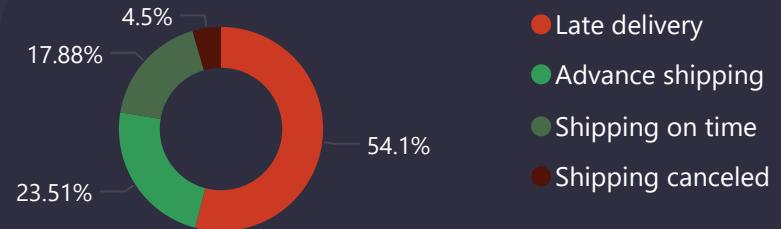


### Sale

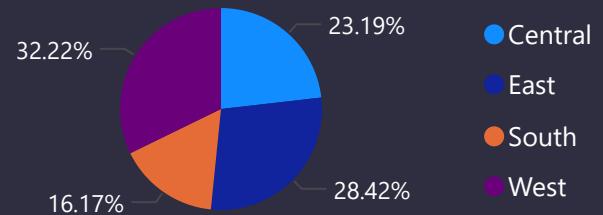


segment	Total Sales	Total Profit	Total Order
Consumer	\$5,978,215.93	\$712,639.95	27226
Corporate	\$3,496,845.06	\$388,948.30	15857
Home Office	\$2,058,579.98	\$233,678.74	9327

### Sales by Delivery Status



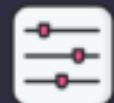
### Sales by customer\_region



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

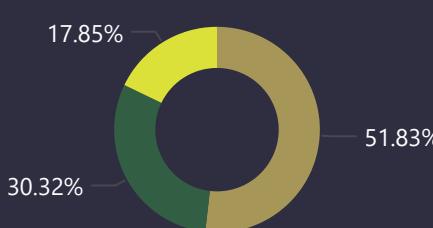
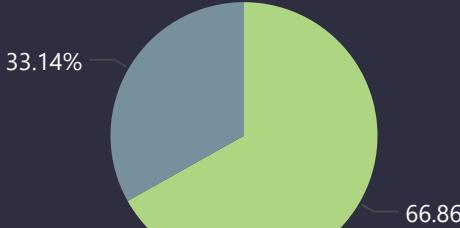
**\$1.34M**

Total Order

**52K**

gender

Multiple selections

**Total Sales by customer\_segment**
● Consumer  
 ● Corporate  
 ● Home Office
**Total Order by gender**
● Female  
 ● Male


Customer Name

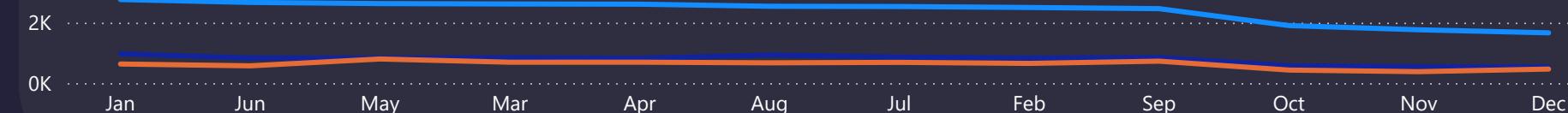
Product Name

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

Total Sales

\$11.53M

Sales PM  
11.78MSales MoM %  
-2.08%

Total Order

52K

Orders PM  
54.61KOrder MoM %  
-4.04%

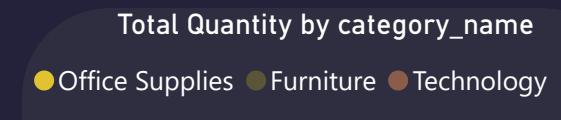
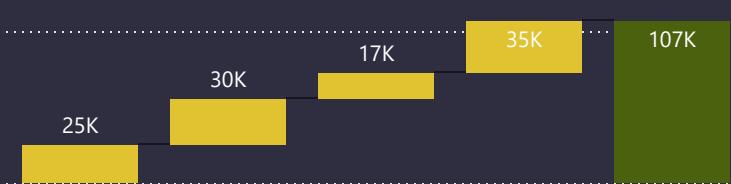
Total Profit

\$1.34M

Profit PM  
1.36MProfit MoM %  
-1.75%

product_name2	Total Order	Total Sales	Total Quantity
"While you Were #10- 4 1/8"	15	\$2,559.68	30
	97	\$22,044.2	229
		8	
#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 1.7 Cubic Foot	23	\$5,546.42	51
	35	\$10,216.0	81
		3	
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 Sales by Region



Furniture

Office Supplies

Technology

2021

2022



## Order Target



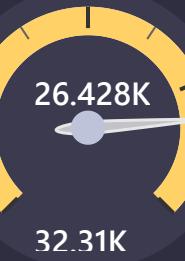
## Profit Target



## Revenue Target



## Customer Target



## On-Time Delivery Performance by Shipping Class

Shipping Day

Same Day

Second Class

First Class

Standart Class

**2.802K**

On-Time: 43.08%

**171.000**

On Time: 41%

**534**

On Time: 20.93%

**462.00**

On Time: (Blank)

**1660**

On Time: 62.24%

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%

First Year Month  
2022 Oct

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.

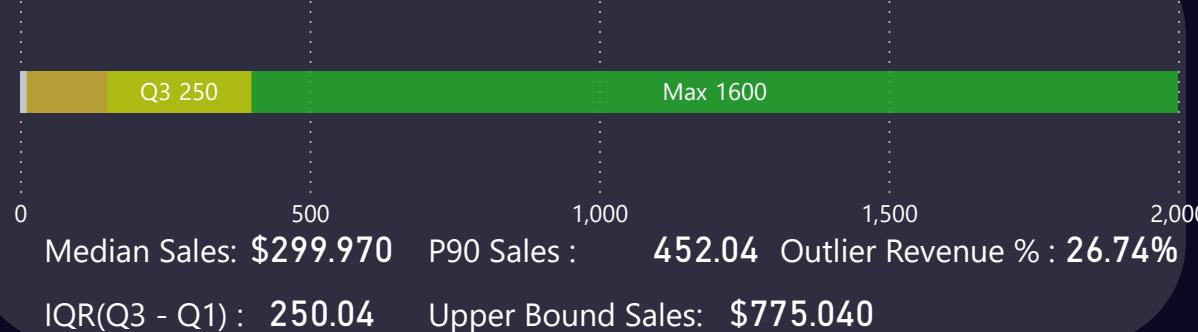
Attention Required ⚠

### Total Cost by category\_name

Avg Cost 254.75 263.79  
259.27

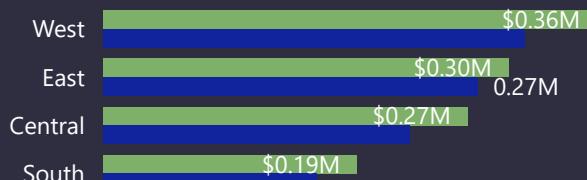
Office Supplies	\$0.52M
Furniture	\$0.18M
Technology	\$0.16M

### Min, Q1, Q3 and Max



### 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

### PRODUCT SIGNAL

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

### Delivery Delay %

