

Key Insights for the year 2021

657.71K

Total Sales

1687 (105)

Total Vs Returned Orders

14.21%

% Margin

Office Supplies has maximum increase
in Sales compared to other Categories

228.13K✓

Goal: 171.88K (+32.72%)

Sales of Top 5 Customers

Tom Ashbrook

13.72K

Hunter Lopez

10.52K

Grant Thornton

8.17K

Helen Wasserman

7.90K

Todd Sumrall

6.70K

Top 5 Sales_persons

Total Sales

15K

13.4K

11.3K

9.1K

8.8K

7.1K

Elijah
Livingston

DeCherney
Matt

Isla Atkinson

Cheyenne
Robinson

Olivia Langley

Sales_person

83.83K

Actual Sales

77.00K

Total Sales

224

Orders

18

Orders Returned

8.48K

Total Profit

11.02%

% Margin

Month

Dec-21

Year

2021

Order ...

All

Region

All

State

All

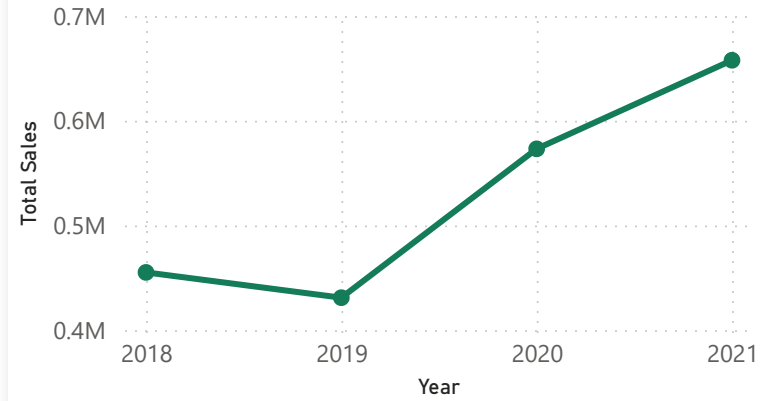
City

All

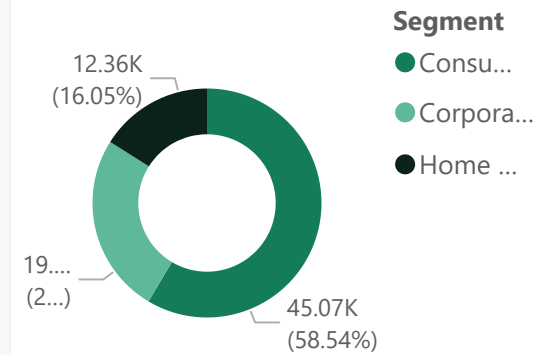
Segment

All

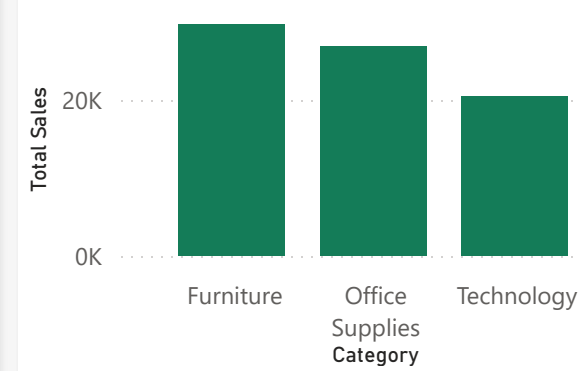
Total Sales by Year and Month



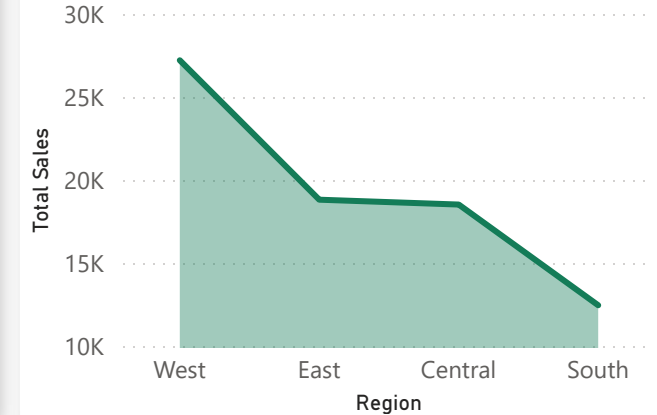
Total Sales by Segment



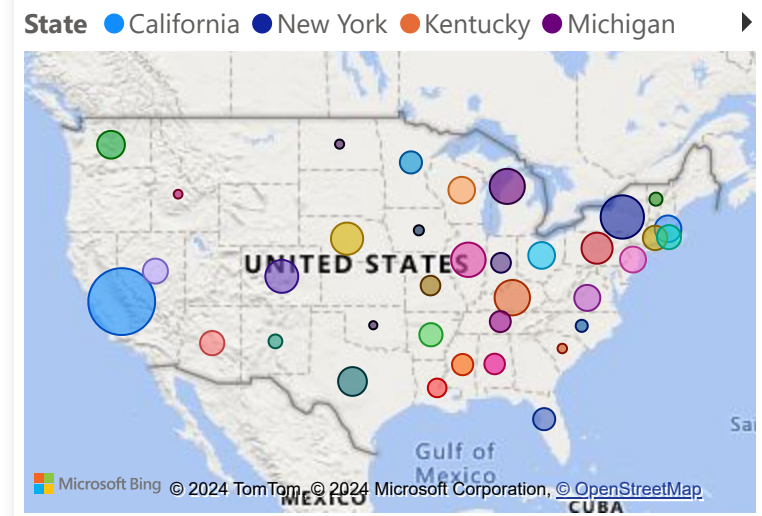
Total Sales by Category and Sub-Category



Total Sales by Region



Total Sales by State



Returned? x

Yes

Region x

West

State x

California

Category x

Office Supplies

Product Name x

Count of Order ID
224

No
206

Yes
18

West
11

Central
4

South
2

California
8

Washington
3

Office Supplies
7

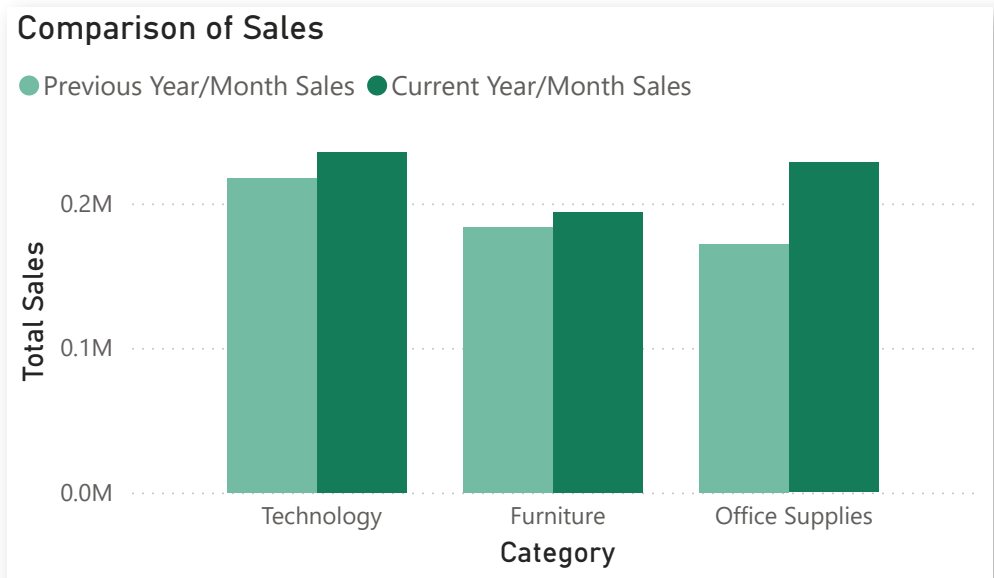
Furniture
3

Technology
2

#10- 4 1/8" x 9 1/2" ...
1

Belkin 8-Outlet Pr...
1

Binding Machine ...
1



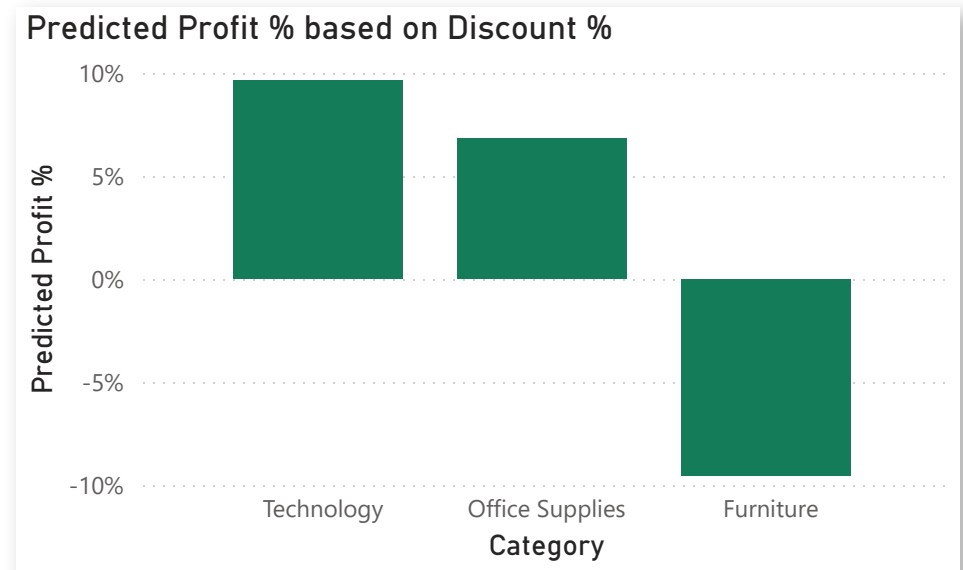
Select a field

- Category
- Region
- Segment

Discount %

10

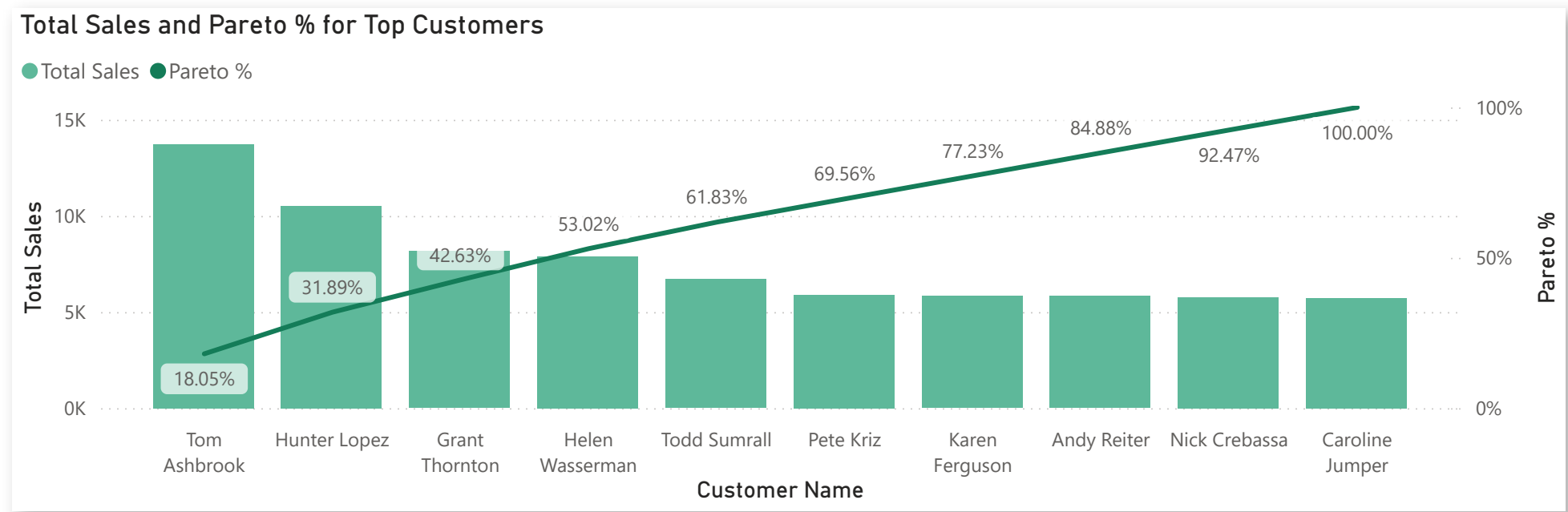
Slider control



Top Customers

10

Slider control



Month

All

Year

2021

Order ...

All

Region

All

State

All

City

All

Segment

All

693

Total Customers

11

New Customers

7.36K

Total Sales by new customers

19

Orders by new Customers

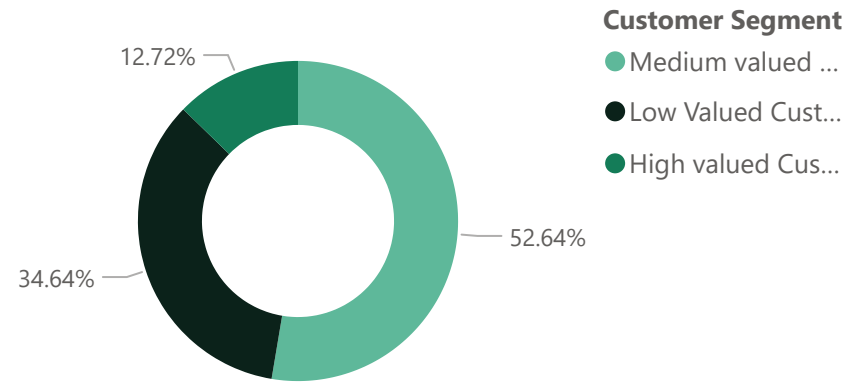
2

Returns by new Customers

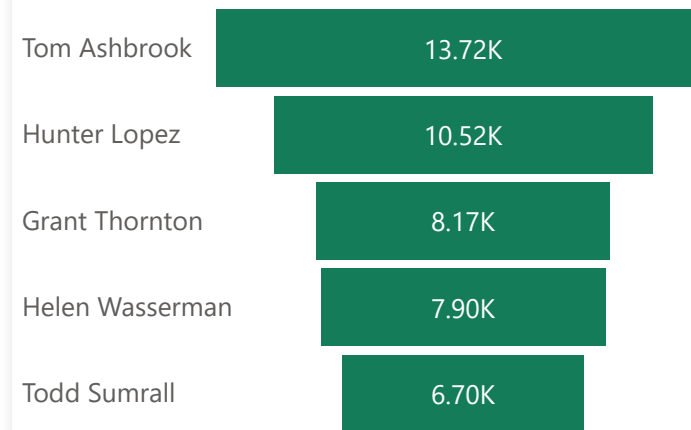
541.70

Discount Amt. of new customers

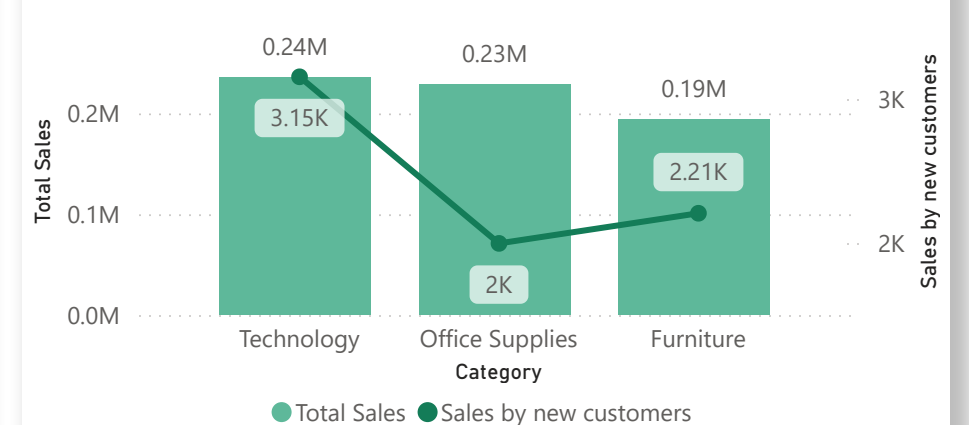
Contribution of Customer Segments to the Total Sales



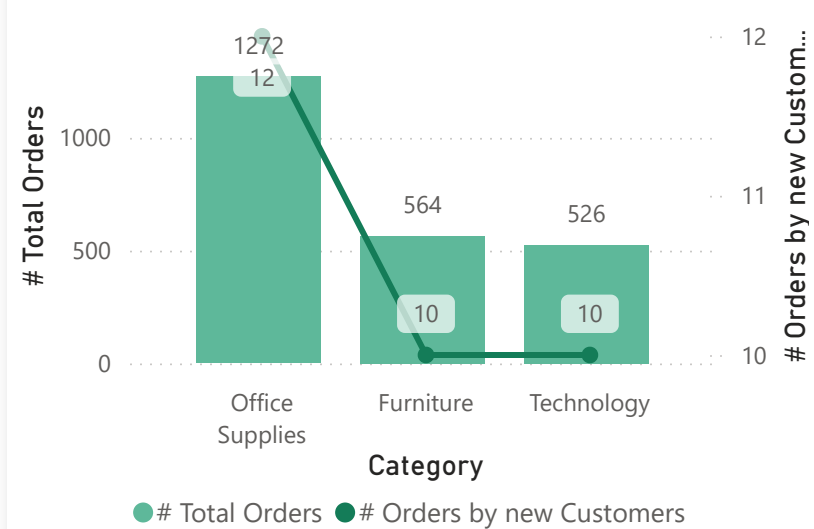
Sales of Top 5 Customers



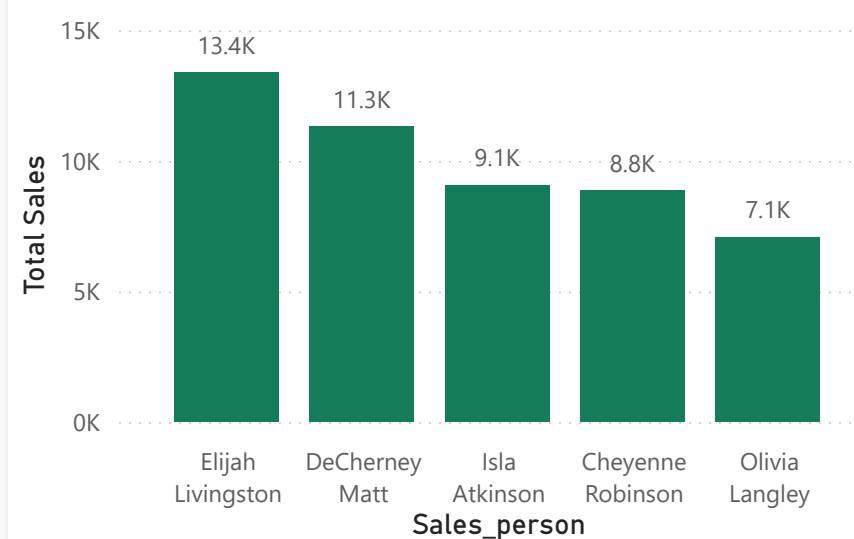
Total Sales Vs Sales by new customers



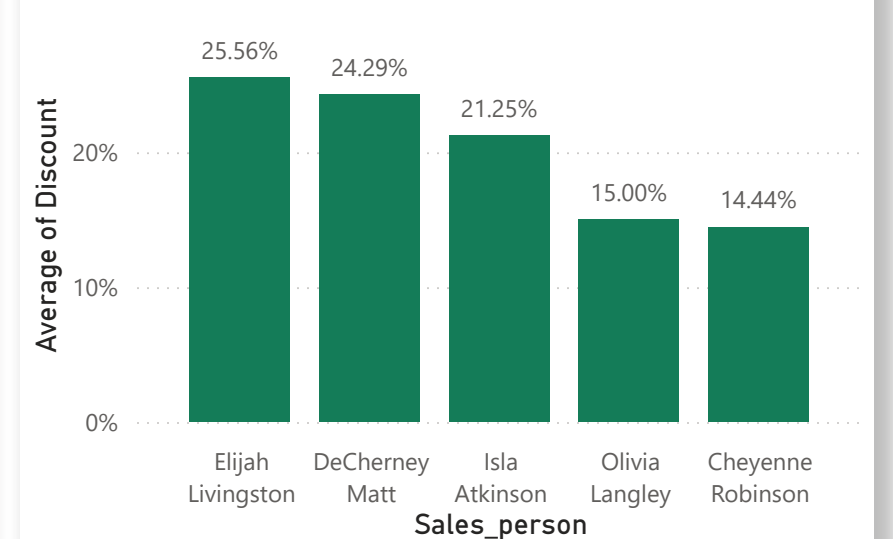
Total Orders Vs # Orders by new Customers



Top 5 Sales_persons



Average of Discount by Sales_person (Top 5)



Year

2021

Order ...

All

Region

All

State

All

City

All

Segment

All