

# Heavy Machinery

**Sales Analysis**

**Customer Analysis**

**Geography Analysis**

**Product Analysis**



# Sales Analysis

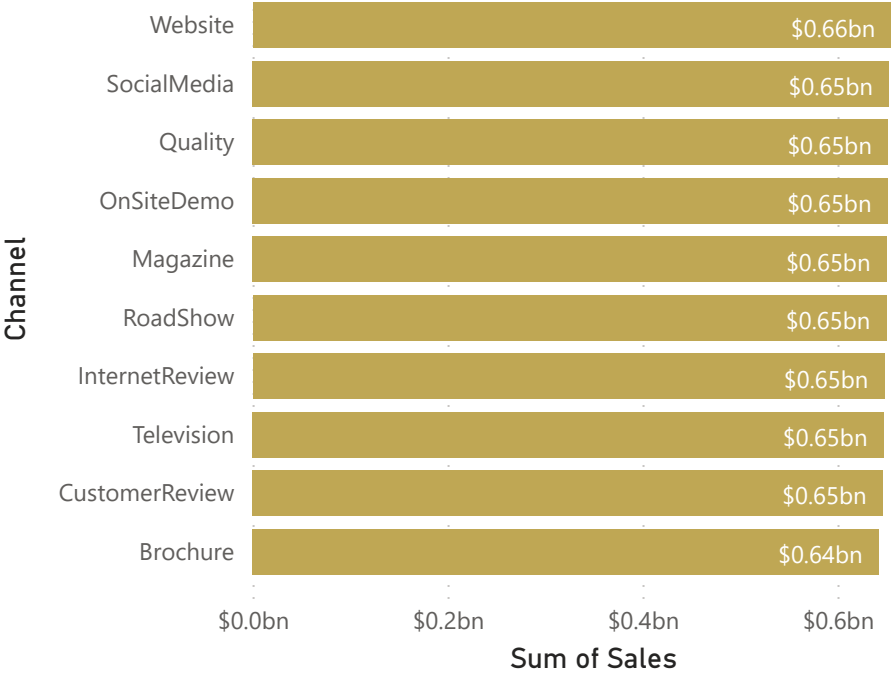
Sum of Sales

\$6bn

Sum of Qty

811K

Sales by Channel



Sales by Weekday and Weekend



Sales YoY

Year	Sum of Sales
2002	\$560,805,745
2003	\$593,137,316
2004	\$591,829,650
2005	\$586,574,607
2006	\$587,111,480
2007	\$590,759,209
2008	\$594,079,845
2009	\$590,196,896
2010	\$586,438,036
2011	\$590,536,255
2012	\$593,431,735
2013	\$31,831,153

Year

All

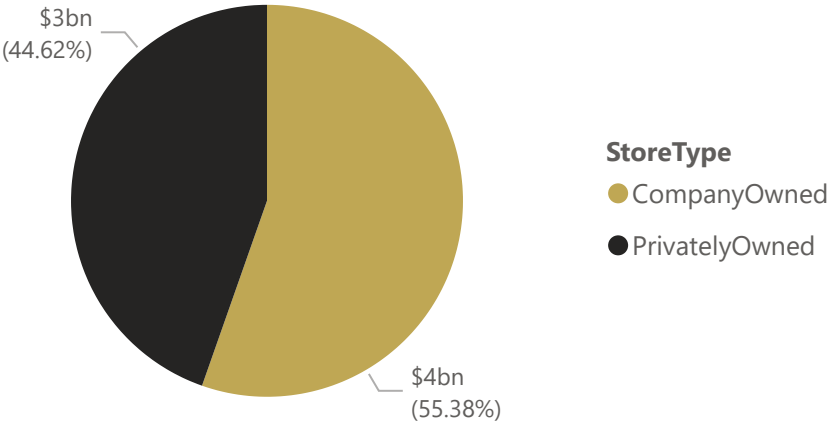
CategoryName

All

Continent

All

Sales by Store-Type



Home Page

# Product Analysis

Year

All

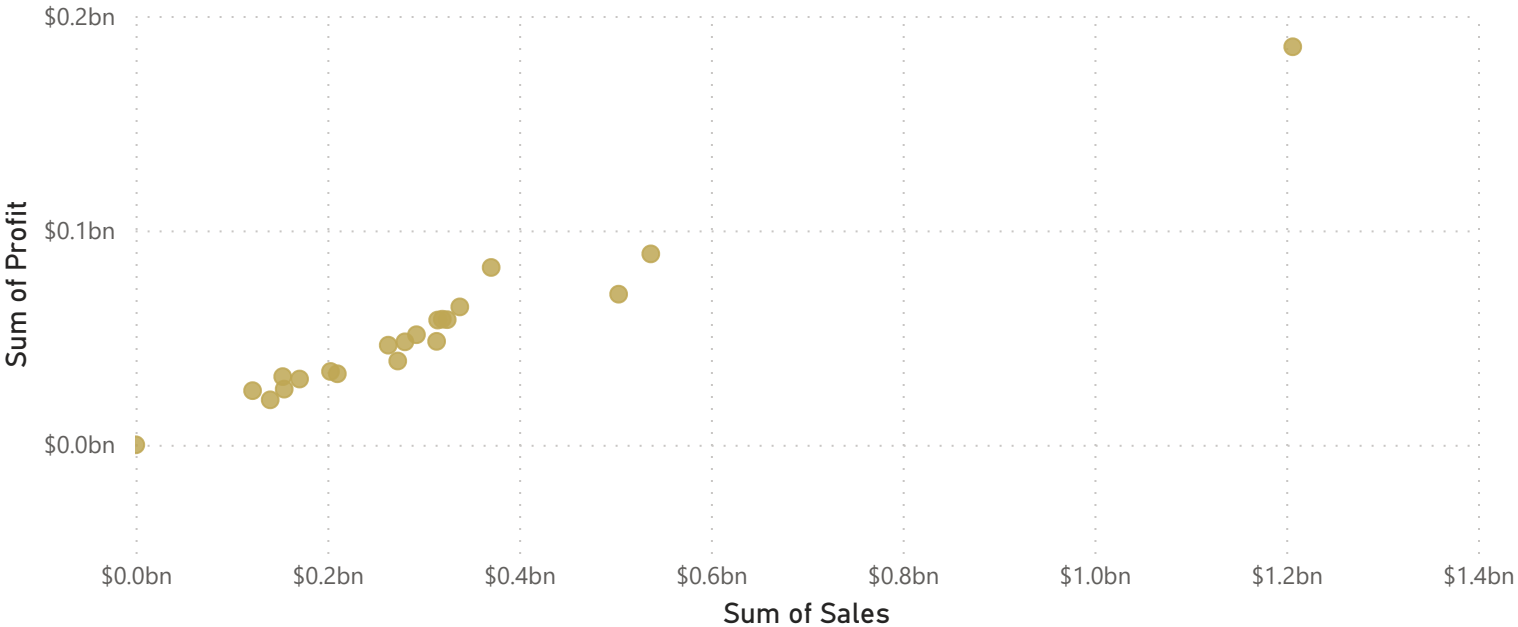
CategoryName

All

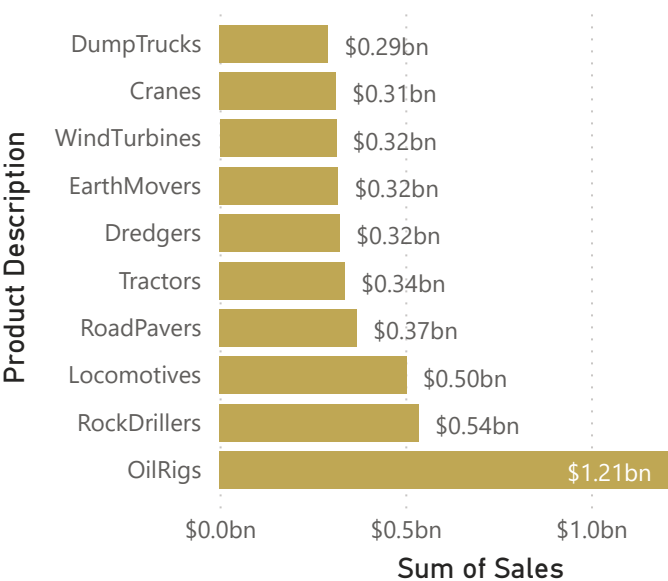
Continent

All

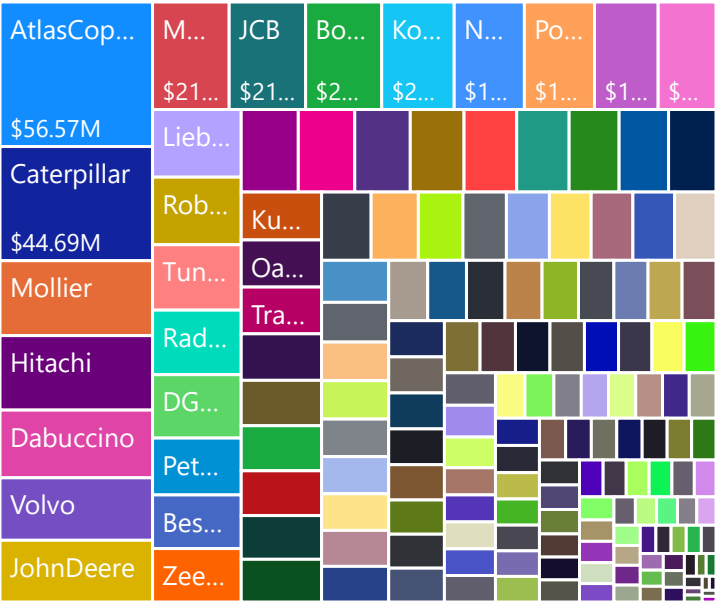
Product by Sales and Profit



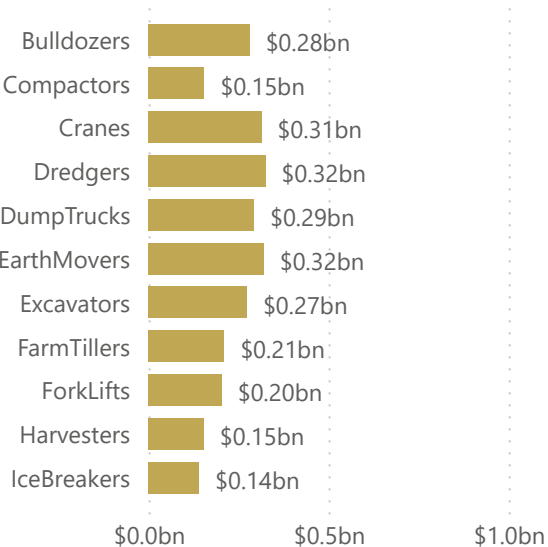
Top 10 BEST Selling Products



Top 10 Profitable Brands



Top 10 WORST Selling Products



# Geography Analysis

Total sales by Country



Top Performing Continent

Continent	Sum of Sales
Asia	\$1,717,326,368

Top Performing Country

CountryName	Sum of Sales
US	\$699,763,861

Year

▼

All

▼

CategoryName

▼

All

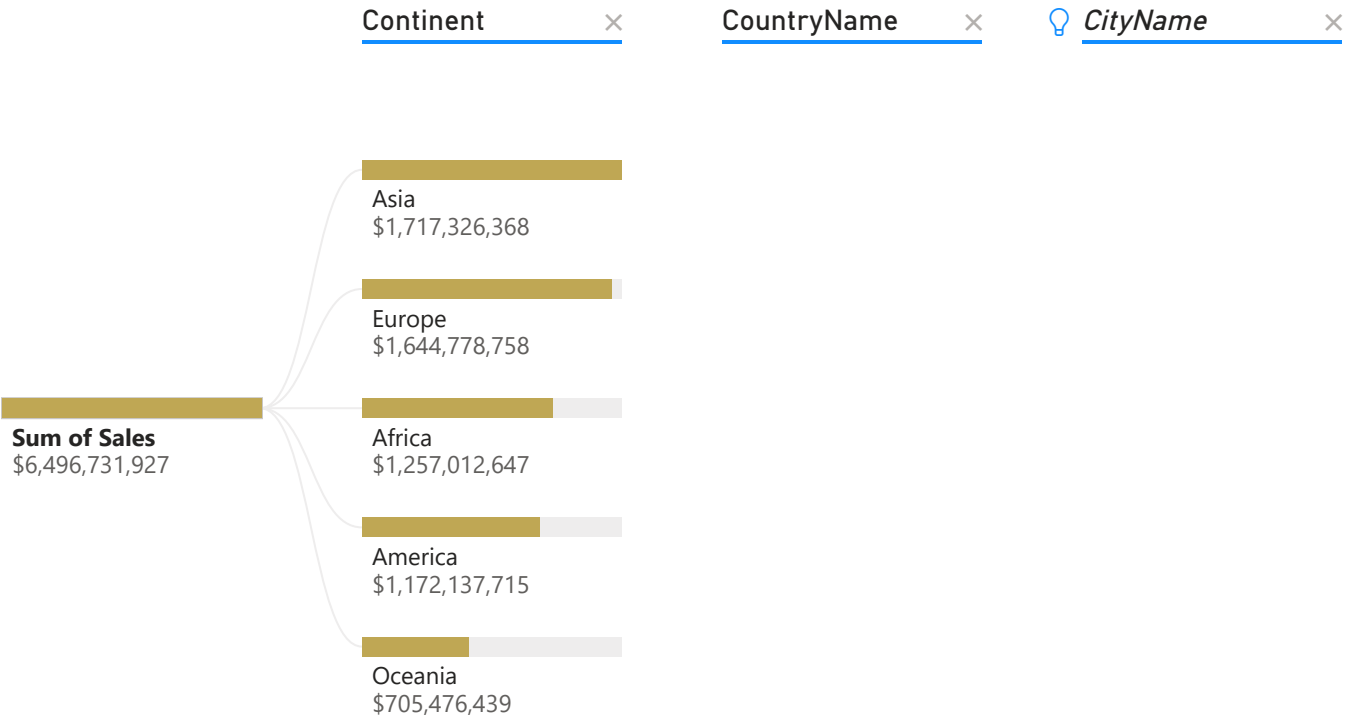
▼

Continent

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All

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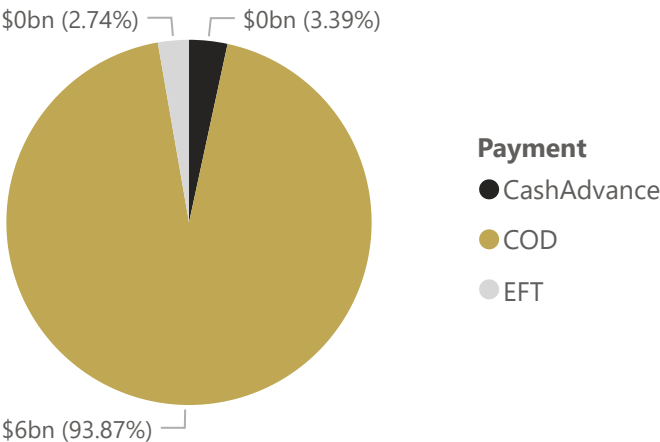


# Customer Analysis

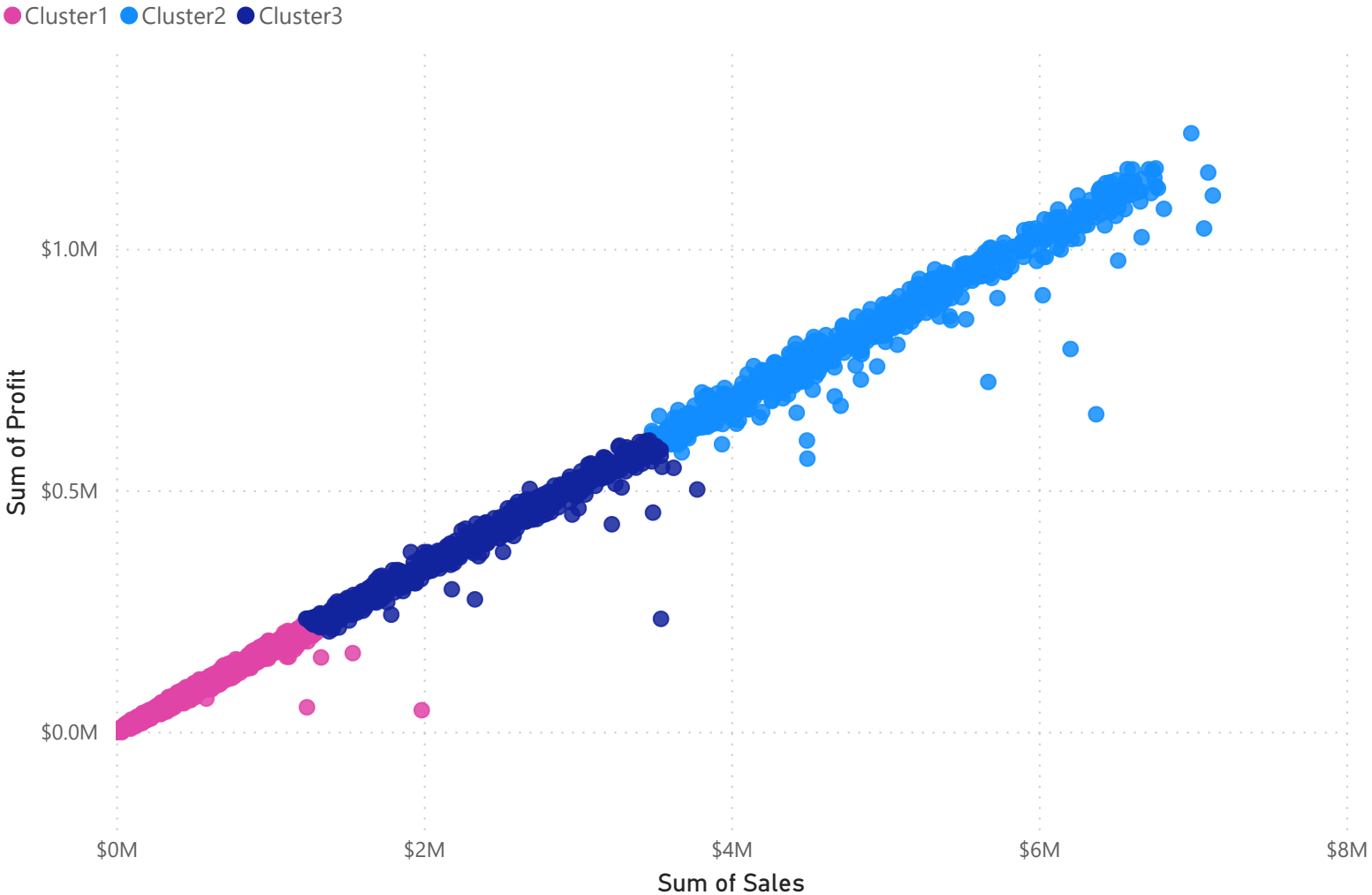
## Top 20 Customers

CustomerName	Sum of Sales
Walmart	\$7,131,533
Cargill	\$7,101,360
Nestle	\$7,074,448
Woolworths	\$6,991,173
Shell	\$6,813,241
Palabora	\$6,774,794
...	...

## Sales by Payment



## Customers by Sales and Profit



Year ▼

All ▼

CustomerName ▼

All ▼

Continent ▼

All ▼