

OVERVIEW



Country ▼
All ▼

Category ▼
All ▼

Segment ▼
All ▼

Product... ▼
All ▼

Custom... ▼
All ▼

Year ▼
All ▼

\$12,642,905

Total Sales

51.54%

Sales YoY%



\$1,467,618

Sum of PROFIT

58.84%

PROFIT YoY%



Historical Monthly Revenue

Year ● 2011 ● 2012 ● 2013 ● 2014

\$0.6M

\$0.4M

\$0.2M

\$0.0M

January February March April May June July August September October November December

Historical Monthly Profit

Year ● 2011 ● 2012 ● 2013 ● 2014

\$100K

\$50K

\$0K

January February March April May June July August September October November December

Sales Analysis Dashboard

Year, Month
All

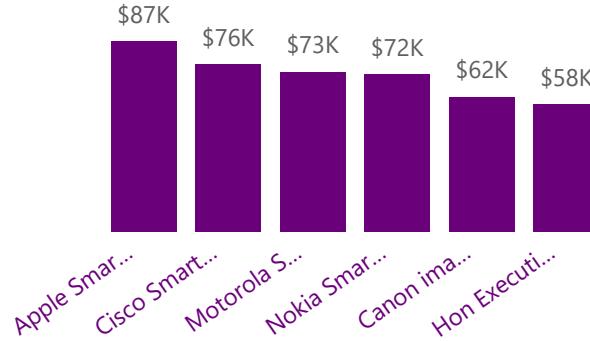
\$12.6M
Sum of Sales

51.5%
Sales YoY%

178K
Sum of Quantity

795
Customers

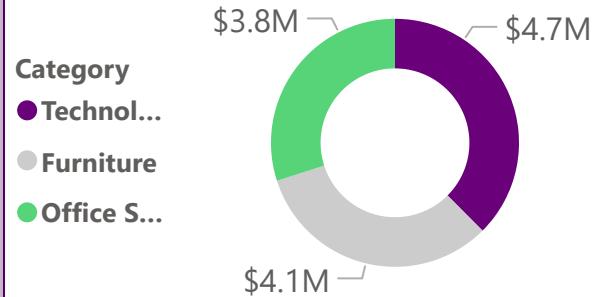
Sales of Top 6 Products



Monthly Sales with YoY and YTD Trends

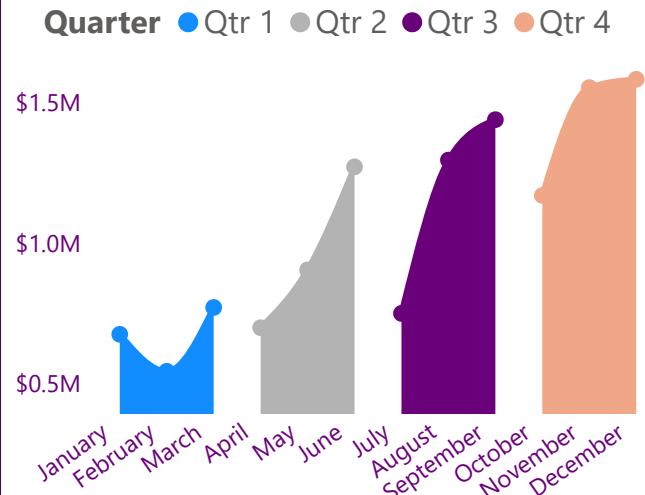
Month	Sum of Sales	Sales YoY%	Sales YTD
December	\$1,580,816.0	46.69% ↓	\$4,30
November	\$1,551,319.0	55.75% ↑	\$3,79
October	\$1,168,220.0	56.72% ↑	\$3,24
September	\$1,437,432.0	50.32% ↑	\$2,81
August	\$1,293,852.0	54.54% ↑	\$2,33
Total	\$12,642,905.0	51.54%	\$4,300

Sales by Category

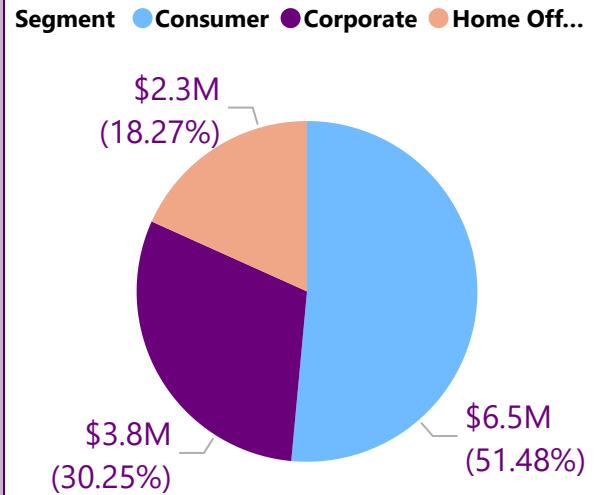


Sales by Country

Sales by Month and Quarter



Sales by Segment



Profit Analysis Dashboard

Year, Month

All

\$12.6M

Sum of Sales

\$2.4M

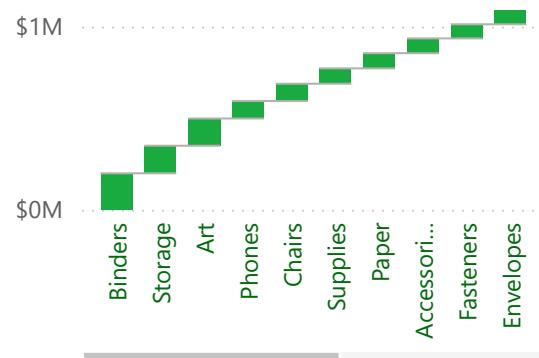
Sum of Profits

59%

PROFIT YoY%

Profit by SubCategory

● Increase ● Decrease ● Total



TOP PROFIT CUSTOMER

Customer.ID Customer.Name

JJ-157601 Joel Jenkins

JJ-157602 Joel Jenkins

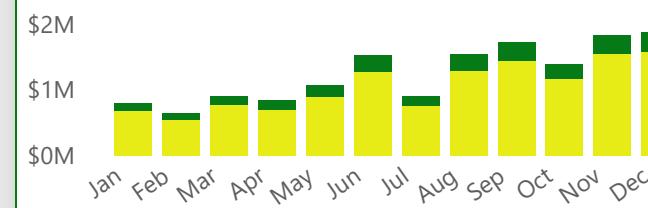
TOP PROFIT PRODUCT

Product.Name

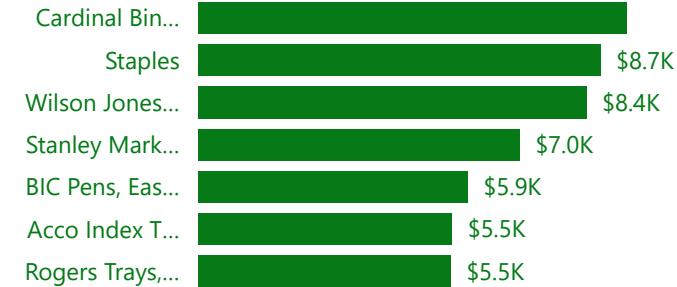
Cardinal Binder, Economy

Sum of Sales and Sum of Profits by MonthN

● Sum of Sales ● Sum of Profits



Sum of Profits by Product.Name



Profit Analysis by Category, Segment and Order Priority

Category

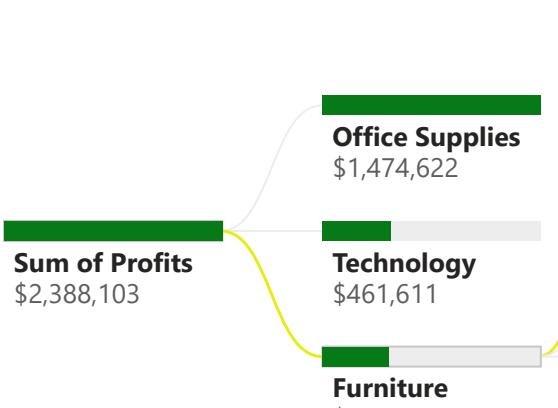
Furniture

Segment

Consumer

Order.Priority

Medium



Sum of Profits by Country

Feedback

DISCOUNT ANALYSIS DASHBOARD

\$7.33K
Sum of Discount

\$0.14
Average Discount

\$0.21
Discount Std Dev

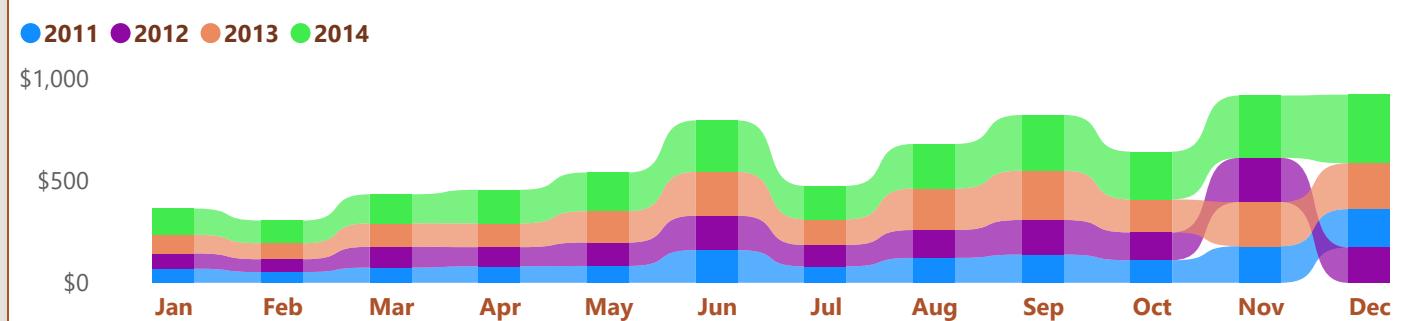
3788
Count Products

Year
All

Discount by Category

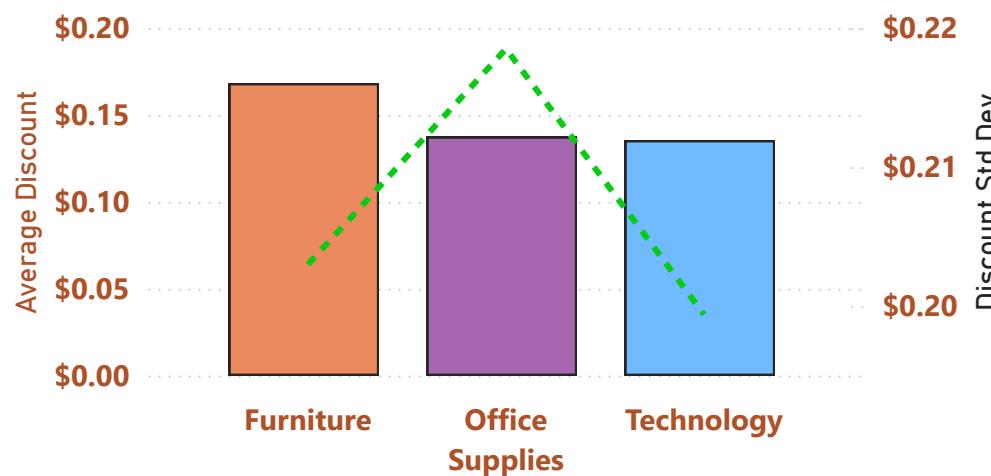


Discount by Month and Year

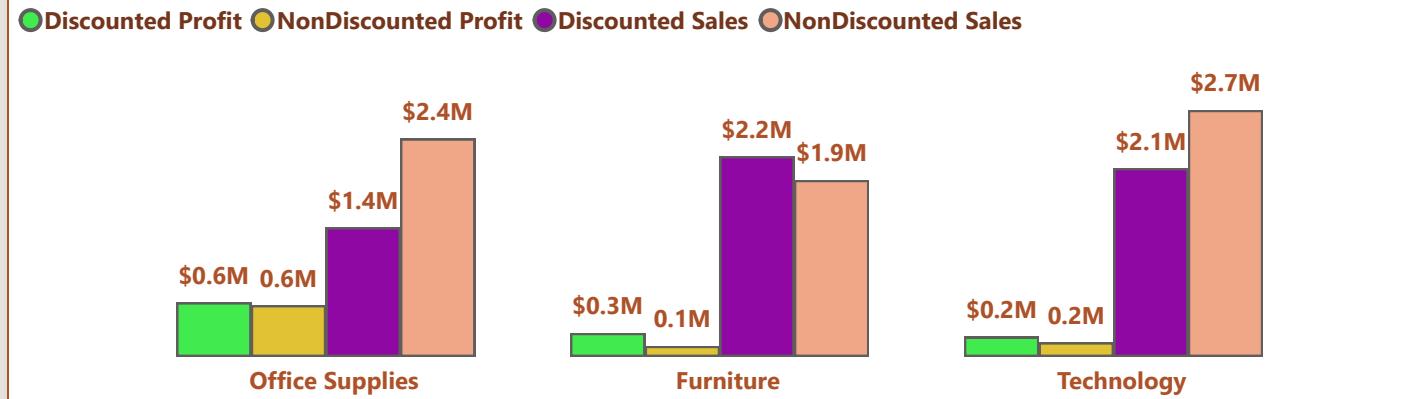


Discount Average and Std Dev by Category

● Average Discount ● Discount Std Dev

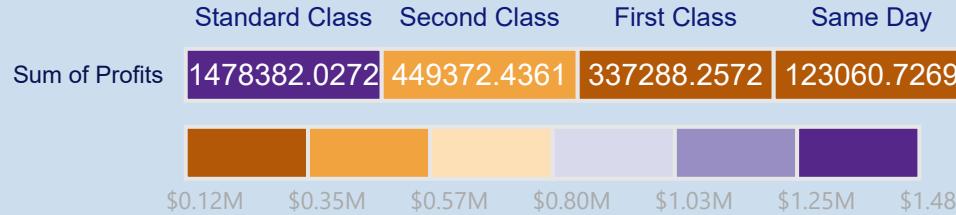


Effectiveness of Discount on Sales and Profit by Category



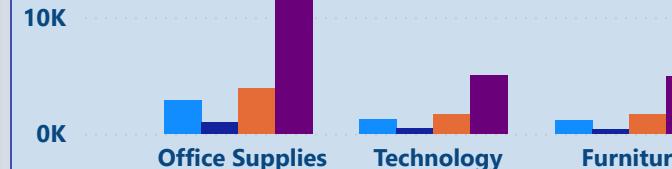
SHIPPING ANALYSIS DASHBOARD

Profit by Ship Mode



Total Order by Category and Ship Mode

Ship.Mode ● First Class ● Same Day ● Second Class ● Standard Class



Sales by Ship.Mode

100%

Standard Class

\$7.6M

Second Class

\$2.6M

First Class

\$1.8M

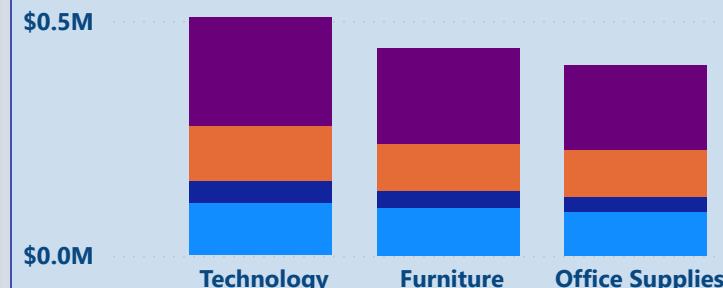
Same Day

\$0.7M

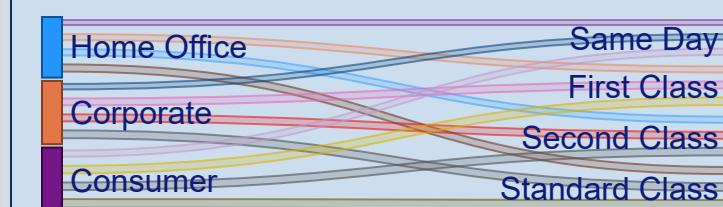
8.8%

Shipping Cost by Category and Ship.Mode

Ship.Mode ● First Class ● Same Day ● Second Class ● Standard Class



Shipping Cost Flow by Consumer Segment and Shipping Mode



Year

All

\$1.4M

Sum of Shipping...

25K

Total Order



REVENUE ANALYSIS

Monthly Revenue performance with YoY and YTD Trends

Quarter	Sum of Sales	Sales YoY%	Sales YTD
Qtr 4	\$4,300,355.0	52.54% ↑	\$4,300,041
Qtr 3	\$3,480,707.0	52.38% ↑	\$2,818,790
Qtr 2	\$2,872,415.0	48.11% ↓	\$1,622,253
Qtr 1	\$1,989,428.0	53.01% ↑	\$689,225
Total	\$12,642,905.0	51.54%	\$4,300,041

DISCOUNT AND SHIPPING

Year

All

52.14%

Discount YoY%

