E Commerce Sales Analysis

SALES

$70,892.86

YOY GROWTH ▲38.76%

PROFIT

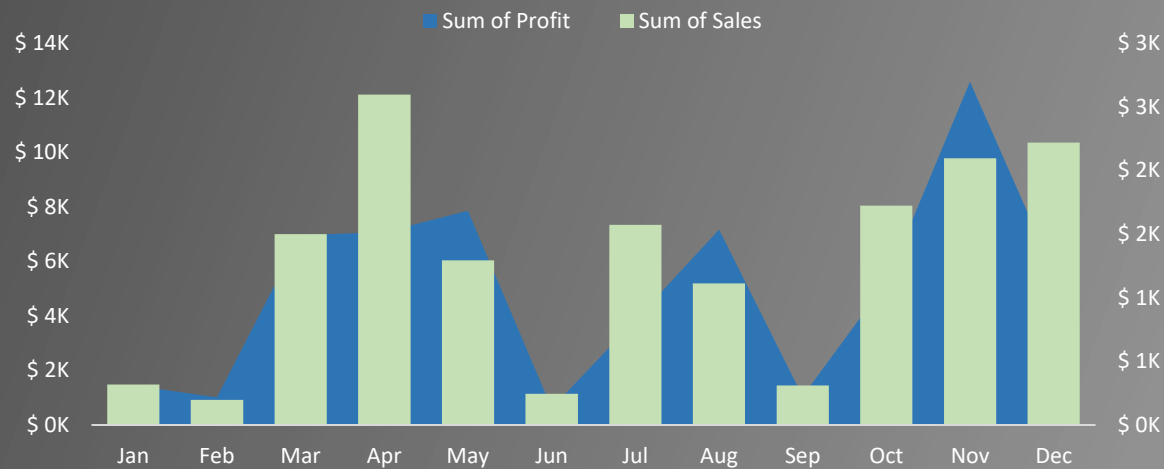$12,959.34

YOY GROWTH ▲63.06%
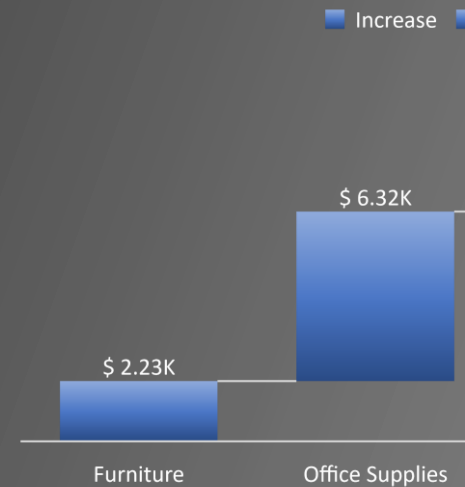
QUANTITY

1276

YOY GROWTH ▲31.
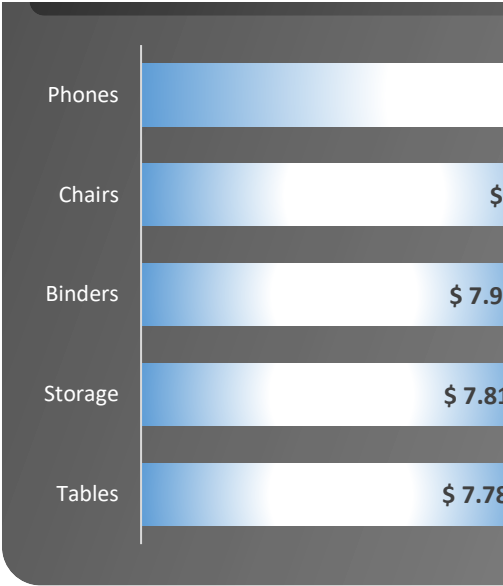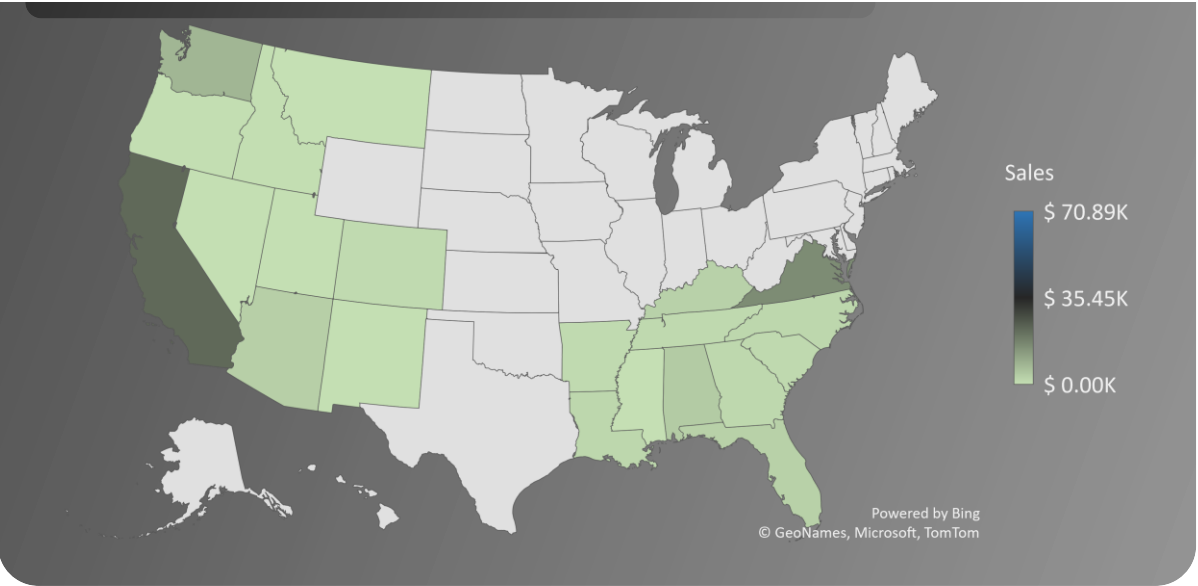
SALES AND PROFIT ANALYSIS

■ Sum of Profit ■ Sum of Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Left axis: $ 14K, $ 12K, $ 10K, $ 8K, $ 6K, $ 4K, $ 2K, $ 0K

Right axis: $ 3K, $ 3K, $ 2K, $ 2K, $ 1K, $ 1K, $ 0K
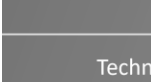
CATEGORY WISE PROFIT

■ Increase

$ 6.32K

$ 2.23K

Furniture   Office Supplies

SALES BY STATE

TOP 10 SUB CATEGORY

Sales

$ 70.89K

$ 35.45K

$ 0.00K

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Phones	
Chairs	$
Binders	$ 7.9
Storage	$ 7.81
Tables	$ 7.78

is Dashboard
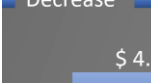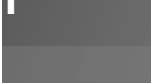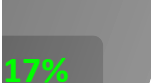
NO OF ORDERS

 # 340

YOY GROWTH ▲32.68%
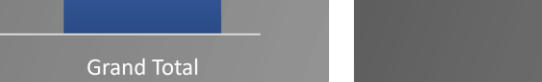
PROFIT MARGIN

18%

YOY GROWTH ▲17.51%

17%

CATEGORY WISE SALES SHARE %

■ Furniture □ Office Supplies ■ Technology

T

■ Decrease ■ Total

$ 4.41K $ 12.96K

Technology   Grand Total

27.11%

32.04%

40.85%
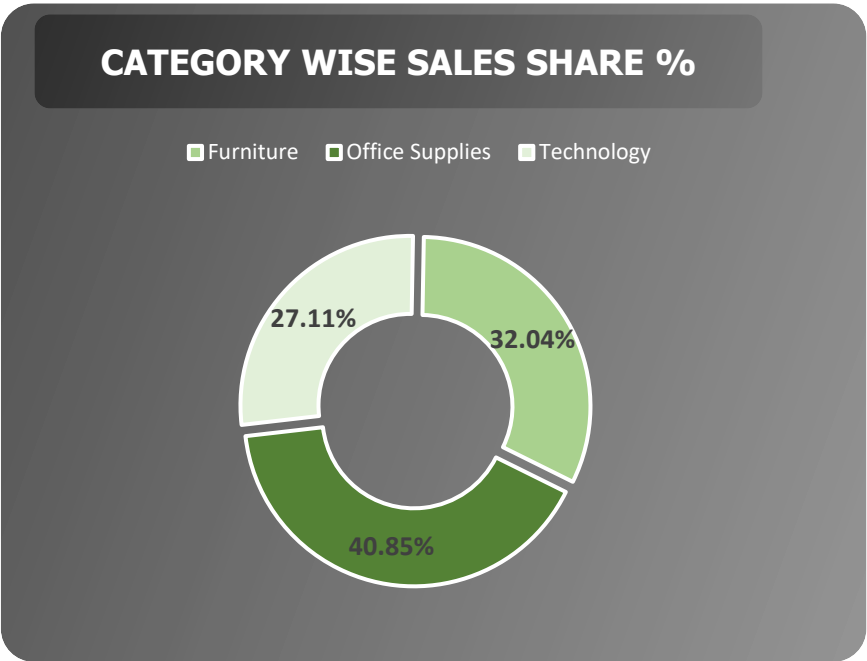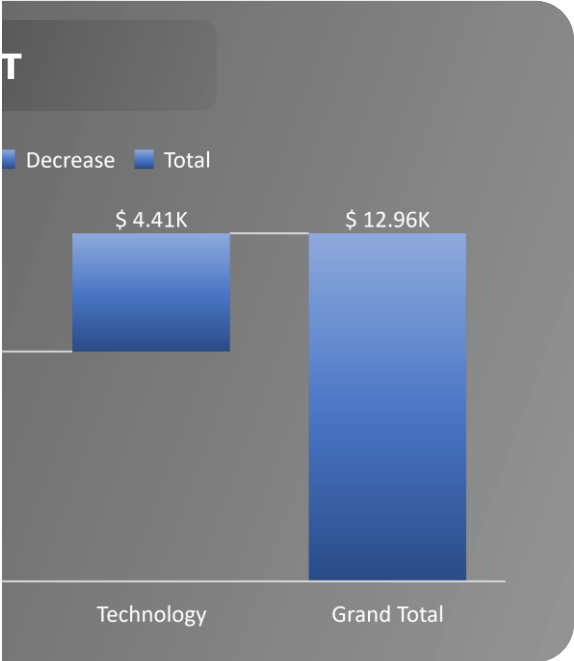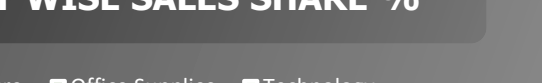
FILTERS

$ 14.83K

8.71K

2K

1K

3K

Year	Region	Segment
2011	Central	Consumer
2012	East	Corporate
2013	South	Home Office
2014	West	

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