

Contoso Sales



Total Due

\$199,927K

Total Cost

(\$28,205K)

Profits

\$171,722K

Quantitative KPIs

82,097

TotalOrders

197,101

TotalItems

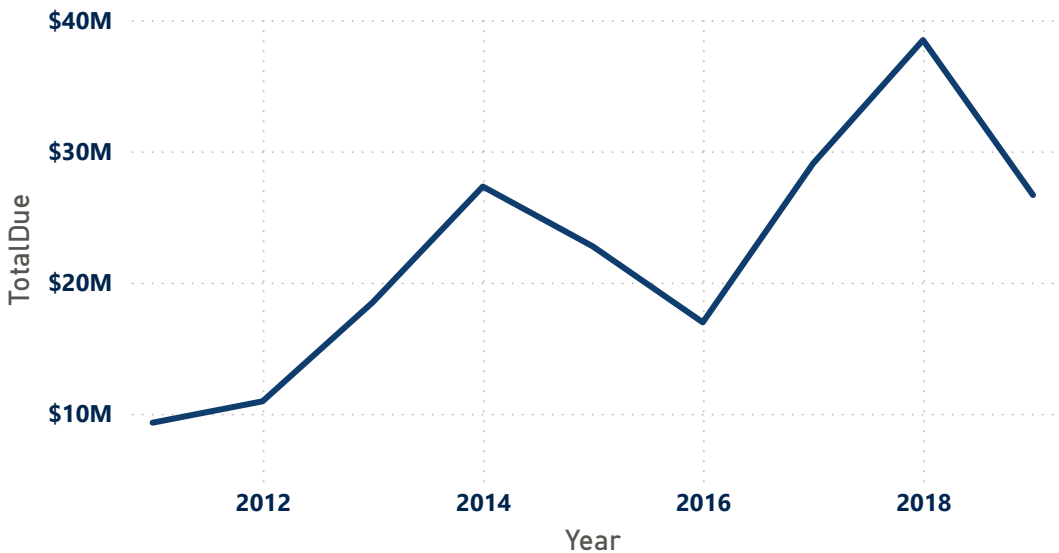
618,833

TotalQnt

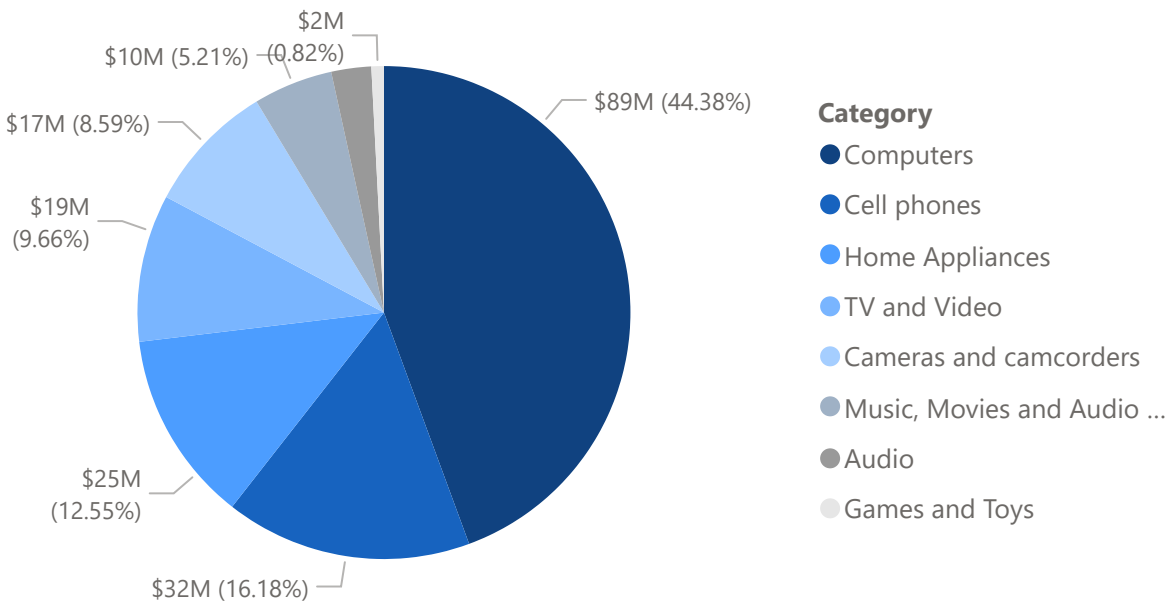
CAGR

12.4%

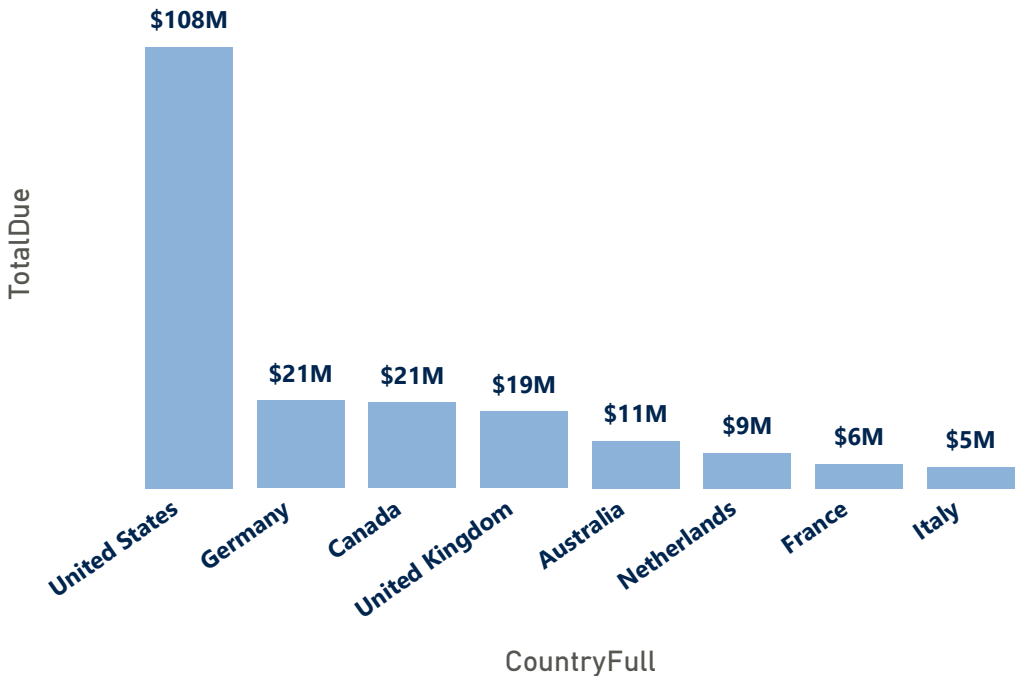
TotalDue by OverTime



TotalDue by Category



TotalDue by CountryFull



Top 10

Financial and Quantitative KPIs

Year	# TotalOrders	# TotalItems	# TotalQnt	AvgOrderDue	TotalCost	MarginProfit	GR
2011	1,607	3,832	11,887	\$2,787	(\$636,012)	\$3,842,802	-
2012	1,928	4,610	14,376	\$2,958	(\$825,438)	\$4,878,263	27.3%
2013	3,717	8,906	27,926	\$2,768	(\$1,452,665)	\$8,837,057	80.4%
2014	5,643	13,495	42,260	\$2,638	(\$2,142,604)	\$12,742,911	44.7%
2015	4,938	11,580	36,728	\$2,574	(\$1,755,642)	\$10,954,760	-14.6%
2016	3,898	9,285	29,416	\$2,445	(\$1,323,551)	\$8,208,821	-25.0%
2017	6,330	15,304	47,652	\$2,601	(\$2,327,796)	\$14,139,387	72.8%
2018	9,255	22,186	70,212	\$2,196	(\$2,883,007)	\$17,438,905	23.4%
2019	6,796	16,199	50,885	\$1,964	(\$1,888,782)	\$11,460,564	-34.3%
Total	44,112	105,397	331,342	\$2,442	(\$15,235,496)	\$92,503,470	-34.3%

Top 10 Selling Stores

Online store	\$39,294K
Kansas	\$4,099K
Arkansas	\$3,922K
Connecticut	\$3,853K
Nevada	\$3,800K
New Mexico	\$3,677K
Maine	\$3,546K
Washington DC	\$3,371K
West Virginia	\$3,368K
Utah	\$3,361K
TotalDue	

Top 10 Sold Products

WWI Desktop PC2.33 X2330 White	\$1,161K
Adventure Works Desktop PC2.33 XD233 Black	\$1,106K
Adventure Works Desktop PC2.33 XD233 White	\$1,036K
Adventure Works Desktop PC2.33 XD233 Brown	\$1,017K
Adventure Works Desktop PC2.33 XD233 Silver	\$980K
WWI Desktop PC2.33 X2330 Black	\$944K
WWI Desktop PC2.33 X2330 Brown	\$930K
WWI Desktop PC2.33 X2330 Silver	\$856K
Adventure Works 52" LCD HDTV X590 Silver	\$708K
Adventure Works Desktop PC2.30 MD230 Silver	\$682K
TotalDue	

Top 10 Customers

Datacorp	\$398K
Creative Wealth	\$347K
Linens 'n Things	\$285K
Walt's IGA	\$281K
Value Giant	\$276K
Pak and Save	\$273K
House of Gas	\$260K
Balanced Fortune	\$259K
Greyvoid	\$252K
Paper Cutter	\$251K
TotalDue	

Store Details

Total Customers
16248



Active Stores

Store Name	Country	Open Date	# Customers	# TotalQnt	# TotalItems	# TotalOrders	AvgOrderDue	TotalCost	TotalDue
Ayrshire	United Kingdom	2005-03-04	744	7,409	2,395	980	\$2,498	(\$359,590)	\$2,448,302
Northwest Territories	Canada	2005-03-04	943	11,489	3,663	1,546	\$2,516	(\$557,946)	\$3,890,107
Rhode Island	United States	2005-04-04	355	2,898	928	373	\$2,959	(\$160,248)	\$1,103,622
New Brunswick	Canada	2007-05-07	374	3,291	1,036	429	\$2,886	(\$170,281)	\$1,238,043
Connecticut	United States	2007-07-08	1197	11,057	3,565	1,495	\$2,578	(\$548,336)	\$3,853,471
Martinique	France	2007-07-08	199	1,869	593	247	\$2,537	(\$88,681)	\$626,660
North Dakota	United States	2007-07-08	642	5,239	1,693	711	\$2,736	(\$289,725)	\$1,945,307
Australian Capital Territory	Australia	2008-01-01	319	3,000	974	389	\$2,481	(\$132,542)	\$965,198
Enna	Italy	2008-01-01	362	4,067	1,344	555	\$2,474	(\$203,580)	\$1,373,136
Pesaro	Italy	2008-01-12	383	4,469	1,404	585	\$2,643	(\$211,269)	\$1,546,124
Freistaat Thüringen	Germany	2008-03-06	560	6,678	2,148	901	\$2,528	(\$330,102)	\$2,277,495
Total			16079	577,726	183,974	76,630	\$2,426	(\$26,227,799)	\$185,920,606

Inactive Stores

Store Name	Country	Open Date	Close Date	# Customers	# TotalQnt	# TotalItems	# TotalOrders	TotalDue	MarginProfit
Zeeland	Netherlands	2007-05-07	2015-07-06	172	1,559	484	201	\$611,728	\$529,404
Northern Territory	Australia	2008-01-12	2016-07-07	224	1,939	616	249	\$639,608	\$544,704
Utah	United States	2008-03-06	2019-11-03	1151	10,530	3,337	1,400	\$3,360,708	\$2,877,726
Yukon	Canada	2009-06-03	2015-05-05	538	5,060	1,674	695	\$1,778,654	\$1,514,050
Mississinni	United States	2009-06-03	2015-06-03	692	6,603	2,054	845	\$2,477,008	\$2,136,768
Total				4204	41,107	13,127	5,467	\$14,005,922	\$12,029,136

Order Details

Total Orders
82,097



Financial and Quantitative KPIs

OrderKey	CustomerKey	Order Date	Store Name	Country	# TotalItems	# TotalQnt	TotalCost	TotalDue	MarginProfit
366000	890089	2011-01-01	Online store	Online	1	1	(\$238)	\$451	\$213
366001	320854	2011-01-01	Yukon	Canada	2	11	(\$279)	\$875	\$596
366002	1347405	2011-01-01	Utah	United States	2	7	(\$343)	\$2,623	\$2,280
366003	555701	2011-01-01	Mecklenburg-Vorpommern	Germany	2	3	(\$876)	\$1,862	\$986
366004	916148	2011-01-01	Online store	Online	7	15	(\$394)	\$1,156	\$762
366005	1539986	2011-01-01	Online store	Online	6	20	(\$519)	\$3,898	\$3,379
366006	1572607	2011-01-01	North Dakota	United States	2	2	(\$735)	\$1,920	\$1,185
366007	820276	2011-01-01	Groningen	Netherlands	1	1	(\$16)	\$35	\$19
366008	1820216	2011-01-01	Rhode Island	United States	2	3	(\$197)	\$708	\$511
366009	1587170	2011-01-01	Maine	United States	1	1	(\$80)	\$174	\$94
366010	947891	2011-01-01	Ayrshire	United Kingdom	4	21	(\$1,026)	\$15,218	\$14,192
366011	2006486	2011-01-01	Utah	United States	4	12	(\$1,120)	\$8,946	\$7,825
366012	1521744	2011-01-01	Online store	Online	2	6	(\$693)	\$4,144	\$3,452
366013	1078235	2011-01-01	Online store	Online	3	10	(\$299)	\$2,371	\$2,072
366014	2031213	2011-01-01	New Mexico	United States	1	3	(\$37)	\$334	\$297
366016	565683	2011-01-01	Mecklenburg-Vorpommern	Germany	3	15	(\$71)	\$995	\$924
366017	263446	2011-01-01	Yukon	Canada	3	13	(\$1,241)	\$15,263	\$14,022
366018	1466728	2011-01-01	North Dakota	United States	3	12	(\$414)	\$2,907	\$2,493
366019	562181	2011-01-01	Online store	Online	6	16	(\$1,101)	\$6,933	\$5,831
Total					197,101	618,833	(\$28,204,584)	\$199,926,528	\$171,721,944

Order Items

Total Items
197,101

Financial and Quantitative KPIs

Category	Subcategory	Product Name	# TotalQnt	TotalCost	TotalDue	MarginProfit
Audio	Bluetooth Headphones	NT Bluetooth Active Headphones E202 Black	473	(\$2,515)	\$14,700	\$12,185
Audio	Bluetooth Headphones	NT Bluetooth Active Headphones E202 Red	515	(\$2,560)	\$15,878	\$13,318
Audio	Bluetooth Headphones	NT Bluetooth Active Headphones E202 Silver	574	(\$2,598)	\$17,752	\$15,155
Audio	Bluetooth Headphones	NT Bluetooth Active Headphones E202 White	568	(\$2,511)	\$17,195	\$14,684
Audio	Bluetooth Headphones	NT Bluetooth Stereo Headphones E52 Black	565	(\$2,013)	\$11,892	\$9,879
Audio	Bluetooth Headphones	NT Bluetooth Stereo Headphones E52 Blue	562	(\$2,075)	\$11,645	\$9,571
Audio	Bluetooth Headphones	NT Bluetooth Stereo Headphones E52 Pink	588	(\$2,051)	\$12,260	\$10,210
Audio	Bluetooth Headphones	NT Bluetooth Stereo Headphones E52 Yellow	410	(\$1,496)	\$8,581	\$7,085
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E102 Black	545	(\$3,347)	\$21,093	\$17,746
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E102 Blue	531	(\$3,324)	\$20,724	\$17,400
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E102 Silver	527	(\$3,068)	\$20,249	\$17,181
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E102 White	594	(\$3,522)	\$23,508	\$19,986
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E302 Black	524	(\$2,781)	\$17,150	\$14,369
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E302 Pink	498	(\$2,489)	\$16,182	\$13,694
Audio	Bluetooth Headphones	NT Wireless Bluetooth Stereo Headphones E302 Silver	475	(\$2,588)	\$15,786	\$13,198
Total			618,833	(\$28,204,584)	\$199,926,528	\$171,721,944

