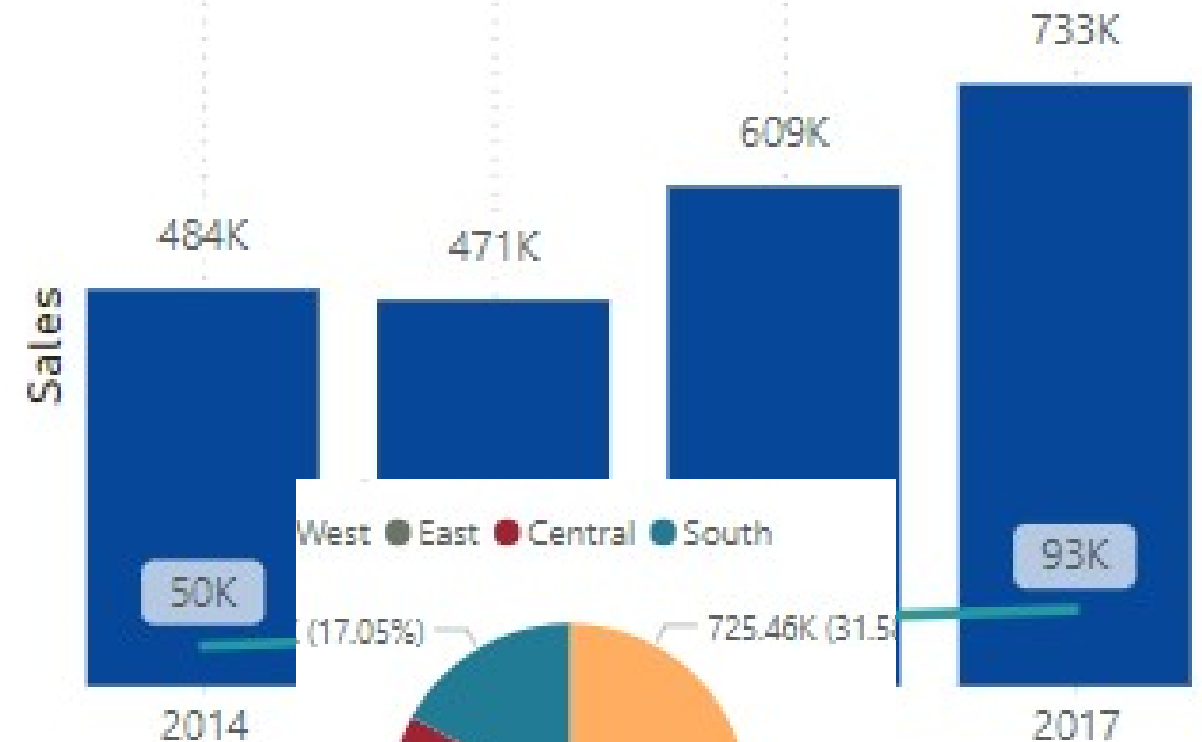


Retail Sales Analysis Summary

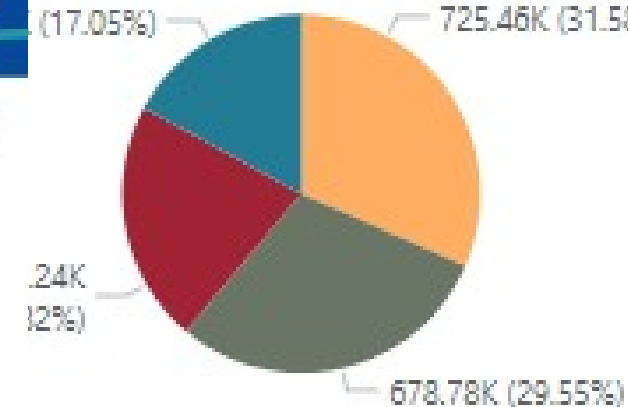
By: Toheeb Olaniyi (Phalcon)

Yearly Sales & Profit

● Sales ● Profit



West ● East ● Central ● South



Retail Sales Summary

Clear all slicers



Trends



Customers



Products

Year

All

Category

All

Sub-Category

All

Segment

All

City

All

Total Sales
2.3M

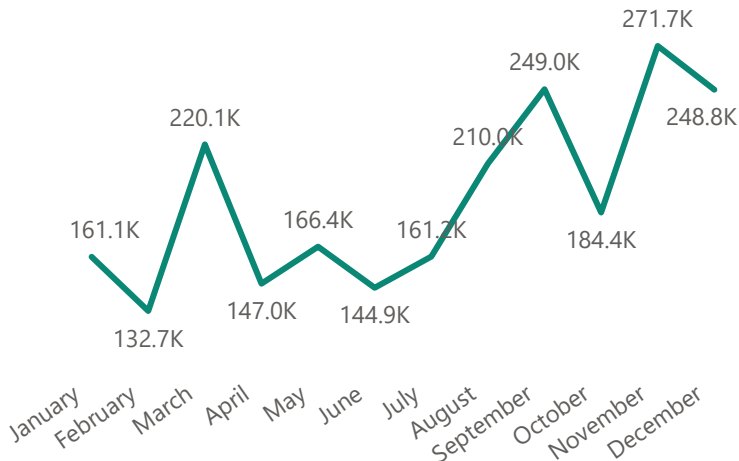
Total Profit
286.4K

Quantity Sold
37.9K

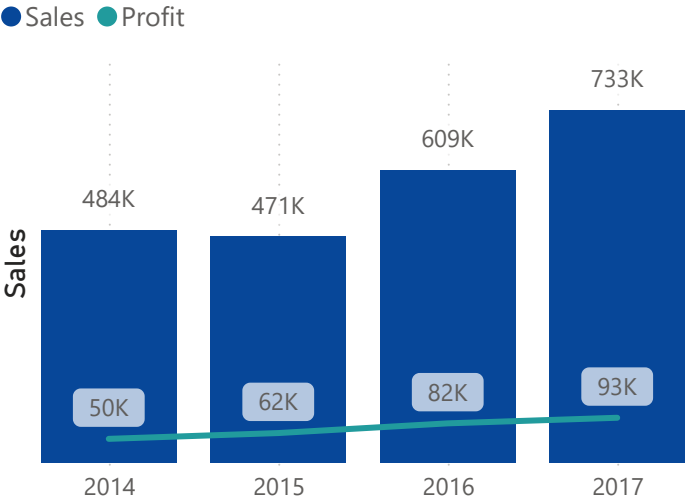
Total Discount
1.6K

Profit Margin
12.5%

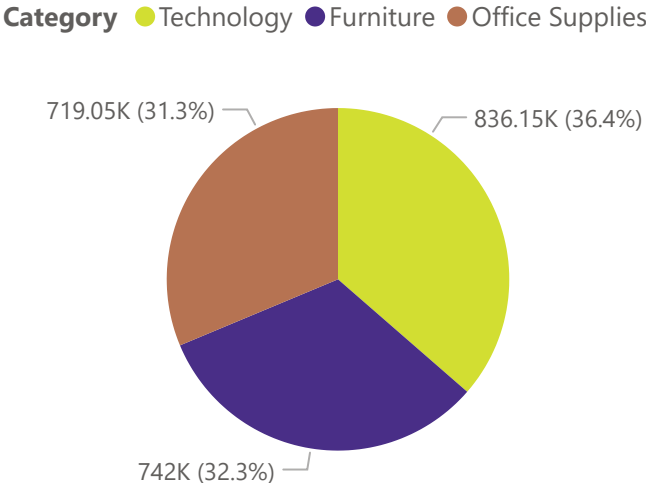
Monthly Sales



Yearly Sales & Profit



Sales by Category



Sub-Category	Total Sales	Sales	Total Profit	Profit	ProfitMarg in
Fasteners	3.0K		0.95K		31.40%
Labels	12.5K		5.55K		44.42%
Envelopes	16.5K		6.96K		42.27%
Art	27.1K		6.53K		24.07%
Supplies	46.7K		-1.19K		-2.55%
Paper	78.5K		34.05K		43.39%
Furnishings	91.7K		13.06K		14.24%
Appliances	107.5K		18.14K		16.87%
Bookcases	114.9K		-3.47K		-3.02%
Copiers	149.5K		55.62K		37.20%
Accessories	167.4K		41.94K		25.05%

Month	Fri	Mon	Sat	Sun	Thu	Tue	Wed
January	20,593.04	35,074.19	24,300.17	30,162.00	20,381.52	17,002.34	13,570.34
February	19,598.24	5,842.89	15,181.53	26,074.36	14,245.95	23,008.46	28,769.94
March	28,997.20	32,860.88	21,619.77	26,700.30	47,886.07	51,958.82	10,041.61
April	22,084.04	24,061.34	22,498.89	28,255.61	16,015.37	25,411.22	8,704.81
May	23,603.52	39,906.62	19,006.69	27,442.21	23,335.76	10,271.05	22,854.46
June	30,237.75	23,755.35	19,928.47	23,555.10	21,154.45	20,408.41	5,843.96
July	29,485.02	31,163.63	29,241.75	17,381.18	21,713.75	15,968.56	16,273.22
August	40,592.70	34,815.46	30,952.28	26,014.14	22,286.10	32,591.61	22,712.07
September	44,928.29	44,997.78	31,581.02	40,347.50	32,651.07	42,260.39	12,223.25
October	43,469.92	40,809.70	19,254.32	30,426.25	20,041.33	17,922.04	12,432.78
November	57,197.97	50,905.57	36,274.81	34,391.67	32,244.40	38,746.28	21,933.04
December	44,444.46	27,086.15	39,953.95	60,967.50	32,802.74	28,303.84	15,206.69

Retail Sales Summary

Clear all slicers



Trends

Total Sales

2.3M

No. of Customers

793

No. of Transactions

9994

No. of States

49

No. of Cities

531



Customers



Products

Returned



Not

Yes

Segment



All



Region



All



City

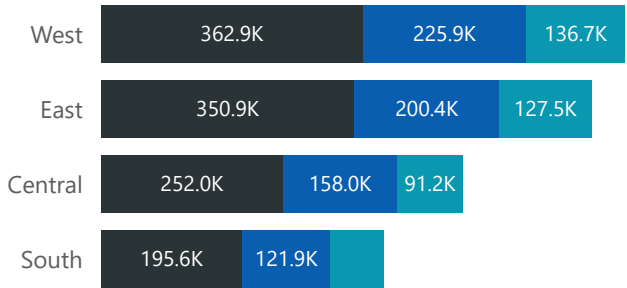


All

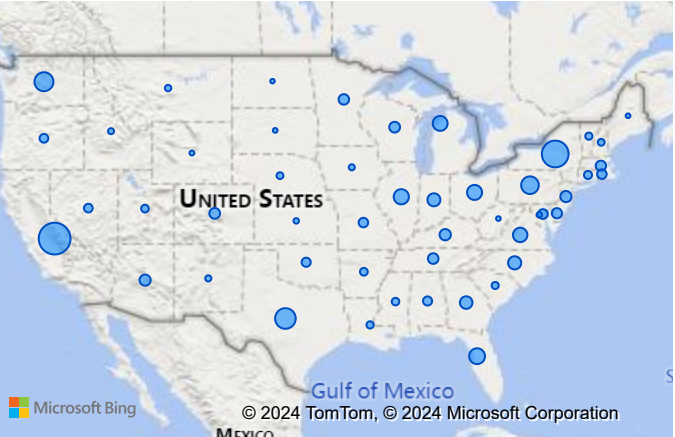


Sales by Region

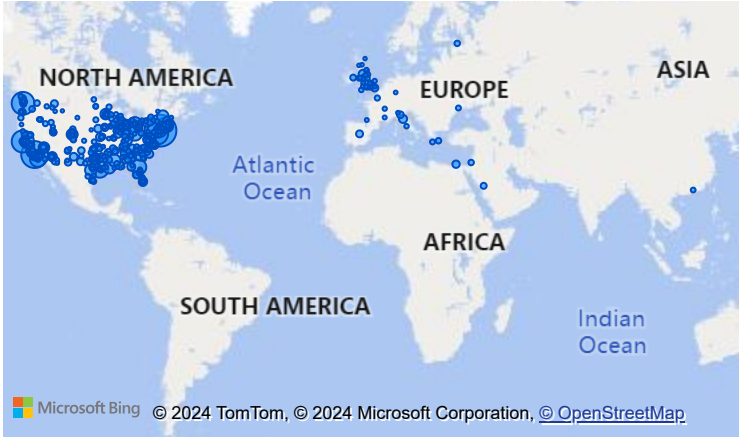
Segment ● Consumer ● Corporate ● Home Office



Sales by State

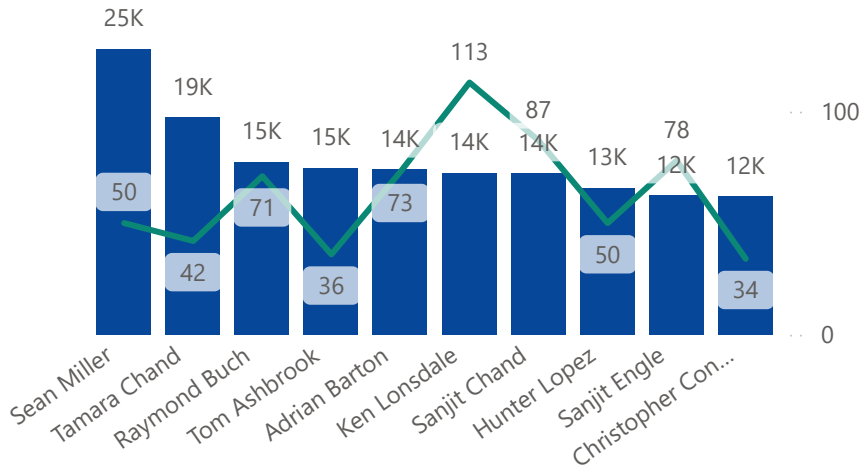


Sales by City



Top 10 Customers

● Sales ● Quantity



Customer

City	Total Quantity	Total Sales	Sales	Total Profit	Profit
New York City	3417	256,368.16		62,036.98	
Los Angeles	2879	175,851.34		30,440.76	
Philadelphia	1981	109,077.01		-13,837.77	
San Francisco	1935	112,669.09		17,507.39	
Seattle	1590	119,540.74		29,156.10	
Total	37873	2,297,200.86	2,297,200.86	286,397.02	286,397.02

Segment	Consumer		Corporate		Home Office	
	Total Sales	Total Quantity	Total Sales	Total Quantity	Total Sales	Total Quantity
Anna Andreadi	362,880.77	6477	225,855.27	3630	136,721.78	2159
Chuck Magee	350,908.17	5347	200,409.35	3358	127,463.73	1913
Kelly Williams	252,031.43	4519	157,995.81	2604	91,212.64	1657
Cassandra Brandow	195,580.97	3178	121,885.93	2016	74,255.00	1015

Retail Sales Summary

Clear all slicers



Trends



Customers



Products

Returned



Not

Yes

Category



All



Sub-Category



All



Product Name



All



No of Products

1862

No of Transactions

9994

Quantity Sold

37.9K

Returned Products

800

Completed Orders

9194

Best Selling Products

Total Quantity

Total Sales

Sales

Profit

Profit

Honeywell Enviracaire Portable HEPA Air Cleaner for 17' x 22' Room

40

11,304.44

3,247.02

Hewlett Packard LaserJet 3310 Copier

38

18,839.69

6,983.88

Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind

31

27,453.38

7,753.04

Plantronics Savi W720 Multi-Device Wireless Headset System

24

9,367.29

3,696.28

Canon imageCLASS 2200 Advanced Copier

20

61,599.82

25,199.93

Canon PC1060 Personal Laser Copier

19

11,619.83

4,570.93

Ibico EPK-21 Electric Binding System

13

15,875.92

3,345.28

HP Designjet T520 Inkjet Large Format Printer - 24" Color

12

18,374.90

4,094.98

3D Systems Cube Printer, 2nd Generation, Magenta

11

14,299.89

3,717.97

Ativa V4110MDD Micro-Cut Shredder

11

7,699.89

3,772.95

Zebra ZM400 Thermal Label Printer

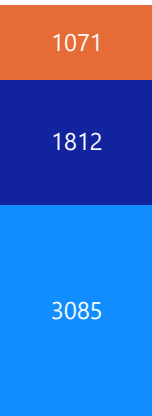
6

6,965.70

3,343.54

Shipping Mode Choice

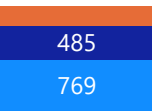
Segment Consumer Corporate Home Office



Standard Class



Second Class

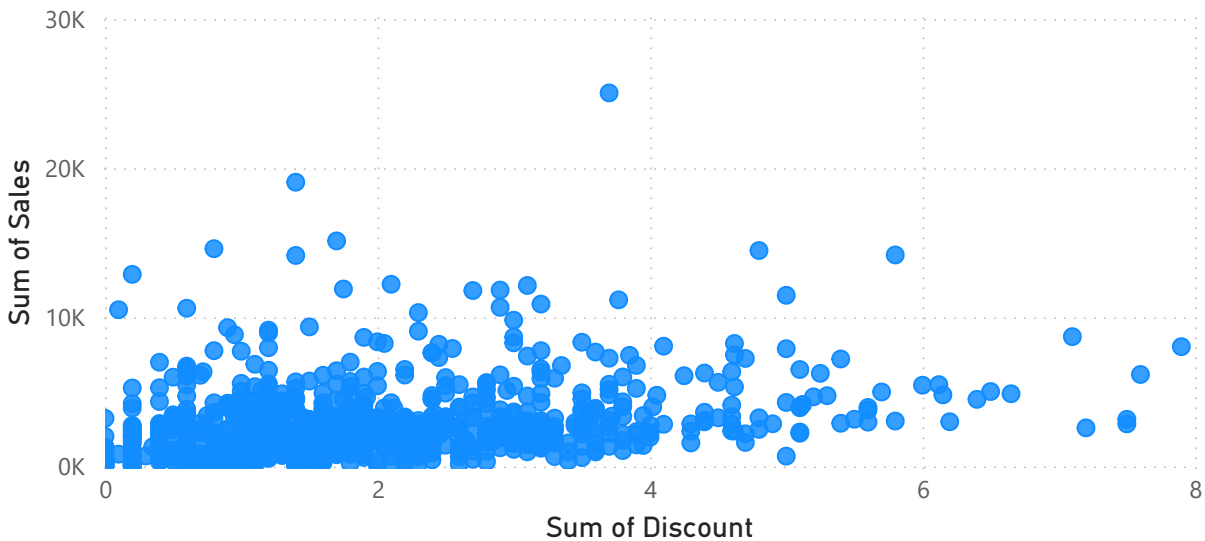


First Class



Same Day

Discount effect on Sales



Retail Sales Summary

Clear all slicers



Trends



Customers



Products

Returned

Not

Yes

Category

All

Sub-Category

All

Product Name

All



No of Products
1862

No of Transactions
9994

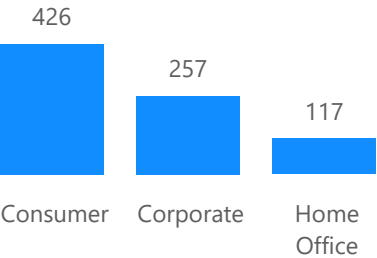
Quantity Sold
37.9K

Returned Products
800

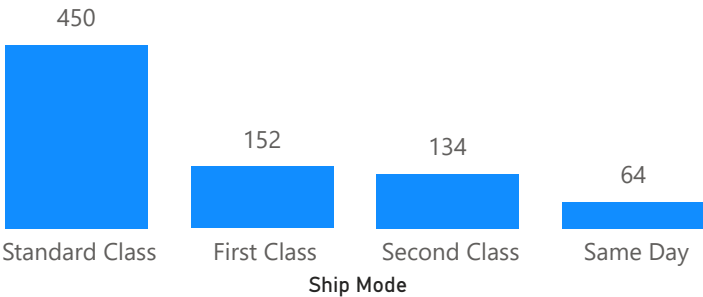
Completed Orders
9194

Retail Sales People	Central	East	South	West	Total
Anna Andreadi				490	490
Chuck Magee		149			149
Kelly Williams	92				92
Cassandra Brandow			69		69
Total	92	149	69	490	800

ReturnedOrders by Segment



ReturnedOrders by Ship Mode



Returned Products

	Yes	Total
KI Adjustable-Height Table	4	4
Staple envelope	4	4
Advantus Push Pins	3	3
Avery Durable Binders	3	3
Fellowes Black Plastic Comb Bindings	3	3
Fellowes Strictly Business Drawer File, Letter/Legal Size	3	3
Ibico Standard Transparent Covers	3	3
Longer-Life Soft White Bulbs	3	3
Novimex Turbo Task Chair	3	3
Plantronics Encore H101 Dual Earpieces Headset	3	3
Prang Drawing Pencil Set	3	3
Stanley Bostitch Contemporary Electric Pencil Sharpeners	3	3
Staple holder	3	3
Staple remover	3	3
Staple-based wall hangings	3	3
Tenex B1-RE Series Chair Mats for Low Pile Carpets	3	3
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear	3	3
Total	800	800

Returned Orders

