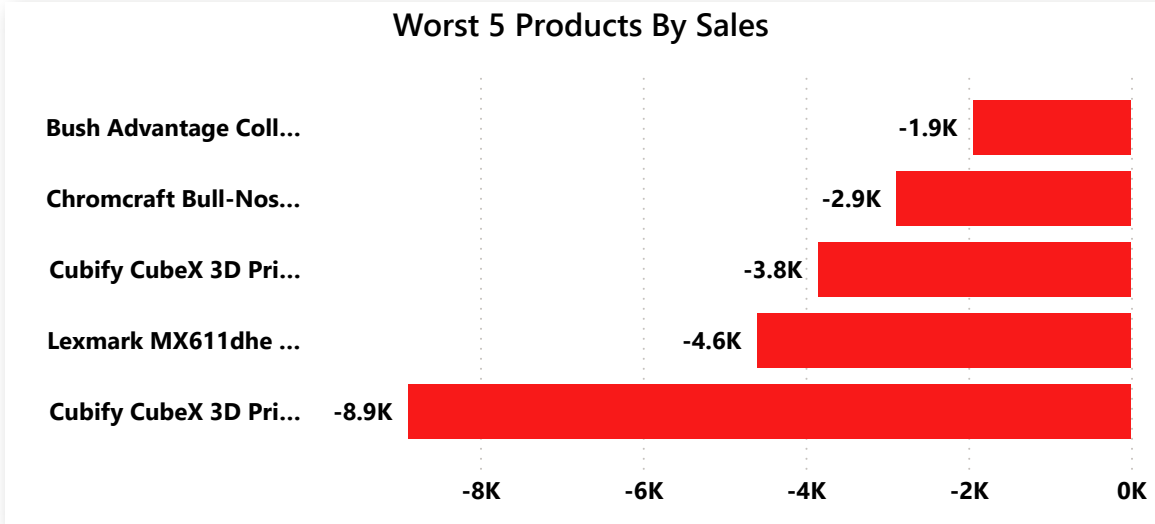
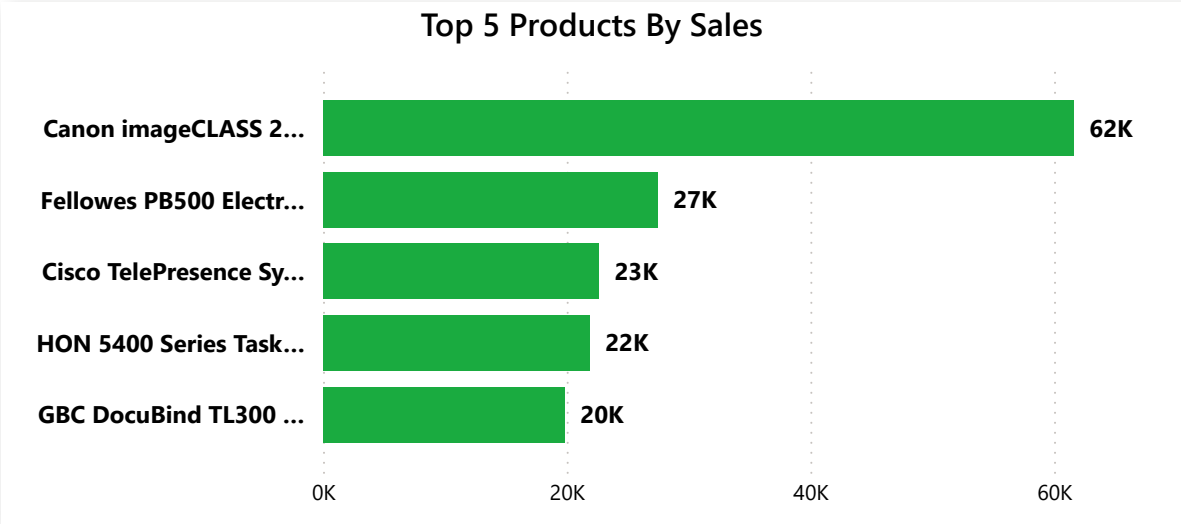
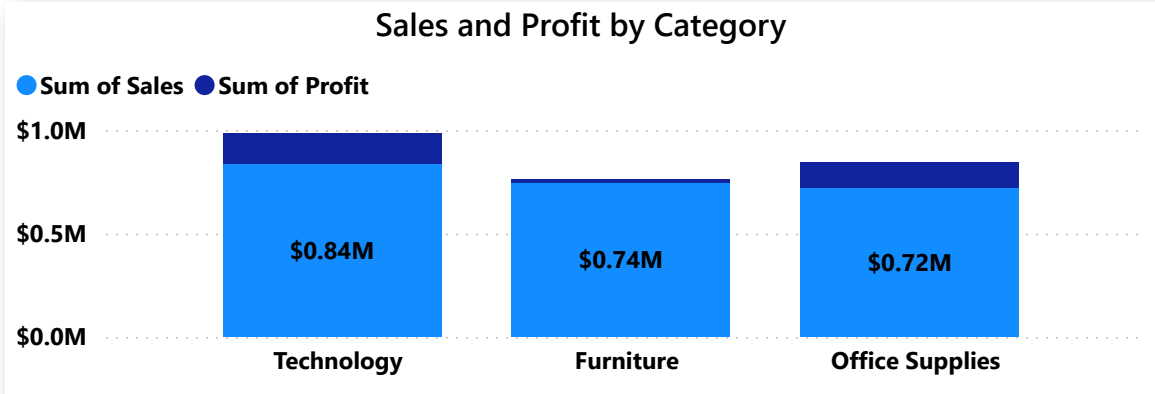
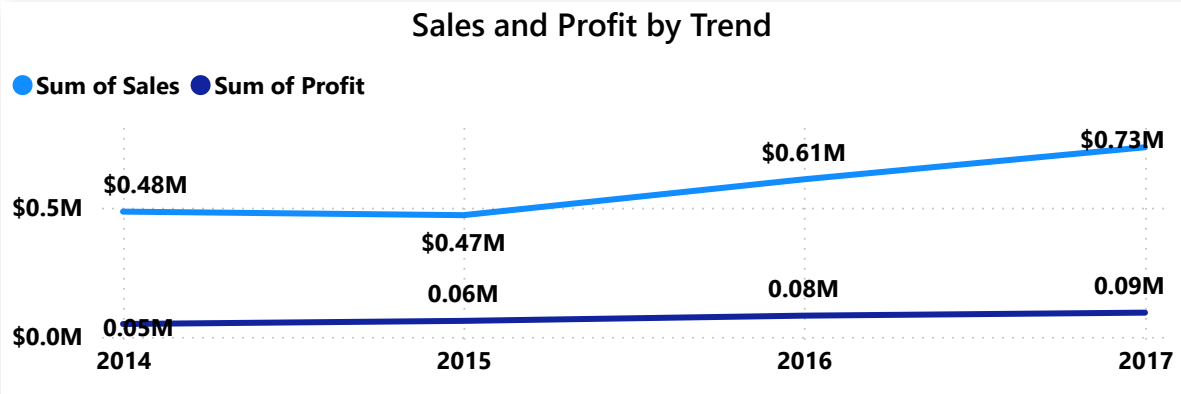


Overview

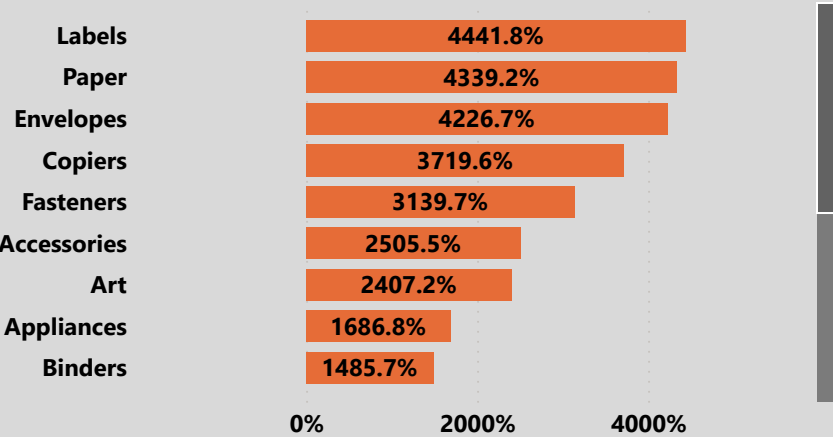


Profit & Discount Analysis

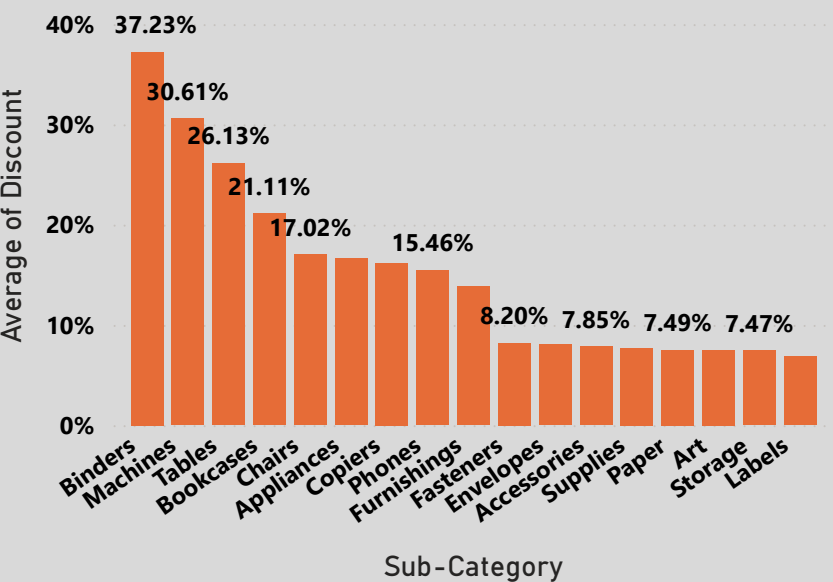
746.4%

Profit Margin average

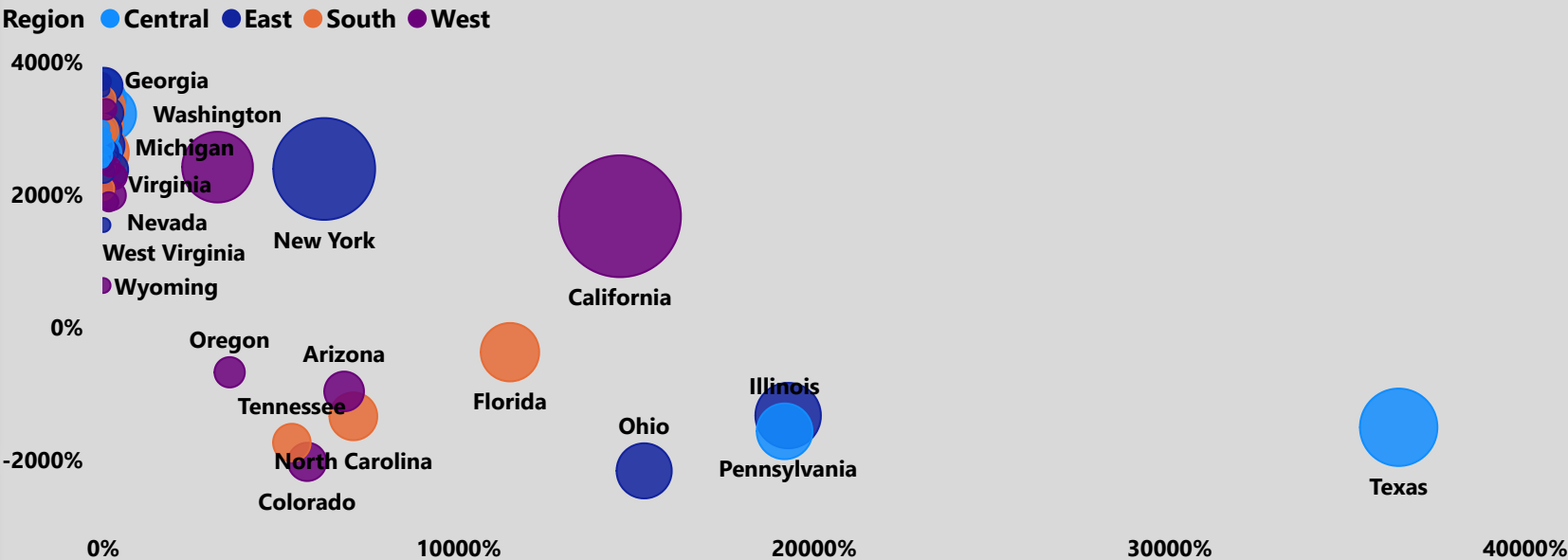
Profit Margin % by Sub-Category



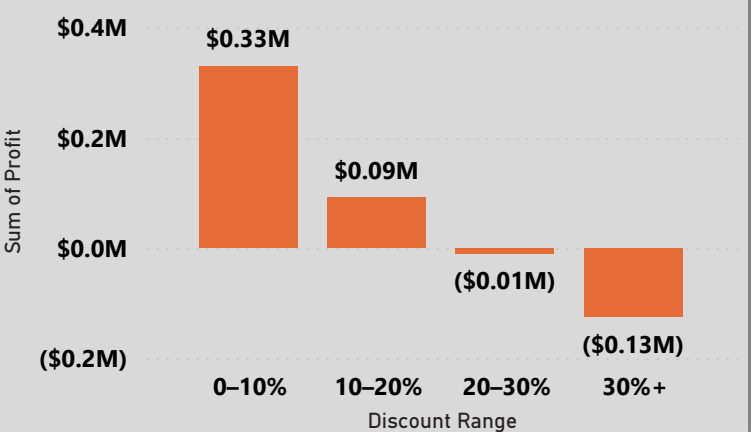
Average Discount by Sub-Category



Profit vs Discount



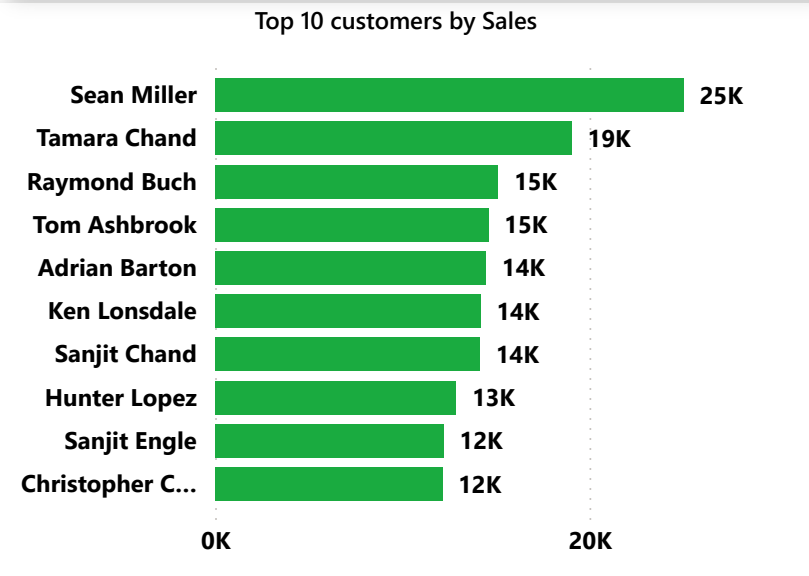
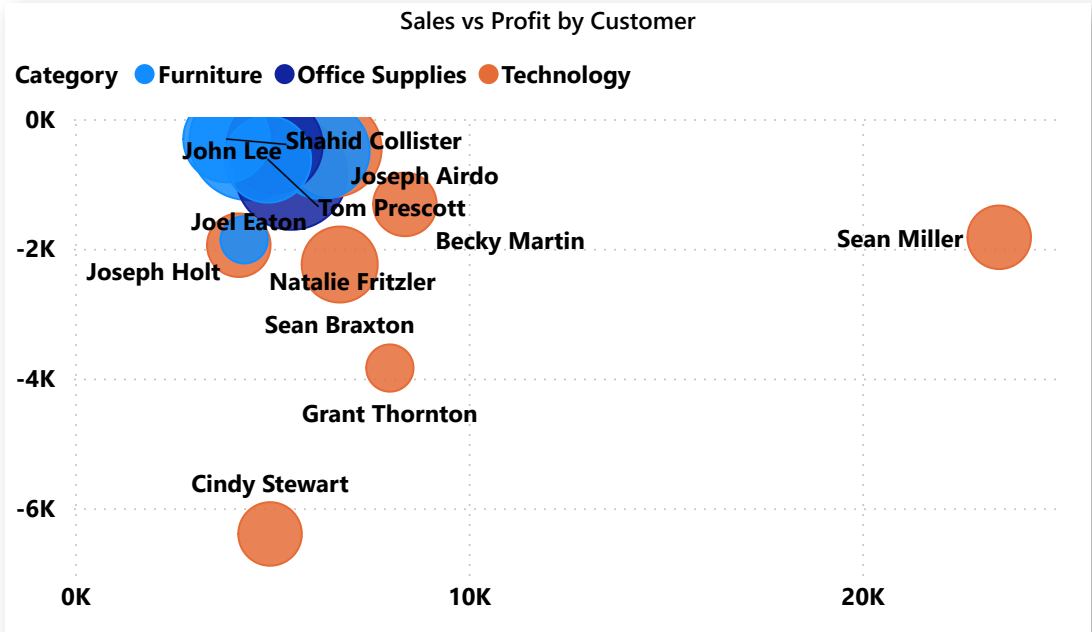
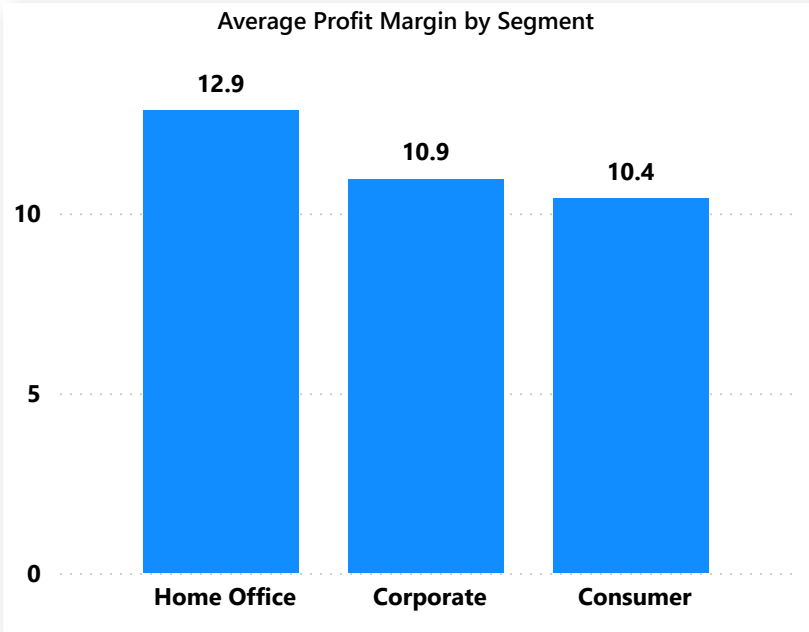
Profit by Discount Range



Products with High Discount & Low Profit

Product Name	Sum of Discount	Sum of Profit	Sum of Sales	Profit Margin %
Global Super Steno Chair	100.0%	(\$0.01)	\$2,389.9	-0.04%
Avery Trapezoid Extra Heavy Duty 4" Binders	180.0%	(\$0.01)	\$314.54	-0.32%
Total	43033.0%	(\$76,098.7)	\$518,819.410	-1466.77%
			0000002	

Customer & Segment Analysis



Customer-wise Sales, Profit & Profit Margin

Customer Name	Sum of Sales	Sum of Profit	Profit Margin %	Segment
Aaron Bergman	886.15	129.34	1459.57%	Consumer
Aaron Hawkins	1,744.70	365.22	2093.31%	Corporate
Aaron Smayling	3,050.69	-253.59	-831.25%	Corporate
Adam Bellavance	7,755.63	2,054.60	2649.17%	Home Office
Adam Hart	3,250.35	281.20	865.14%	Corporate
Adam Shillingsburg	3,255.30	64.53	198.23%	Consumer
Adrian Barton	14,473.57	5,444.81	3761.90%	Consumer
Adrian Hane	1,735.53	-2.30	-13.25%	Home Office
Total	2,297,201.07	286,397.79	1246.72%	

9994
Customers

12.47%
Avg Profit Margin by Customer

9
HighSales_LowProfit_Customers

781
Repeat Purchase Customers

Regional & Market Analysis

Sales By Region

725.46K

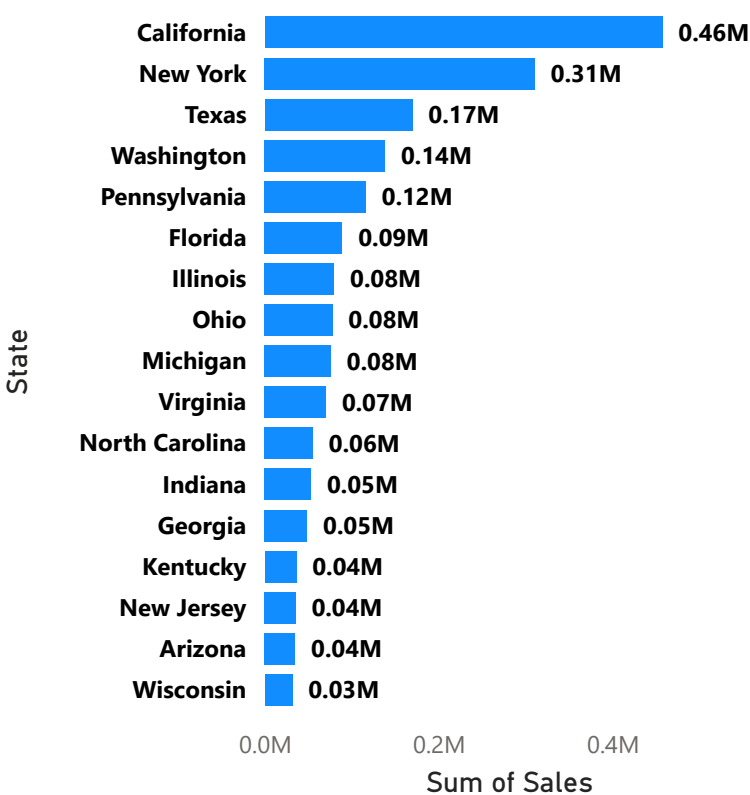
Profit by Region

108.42K

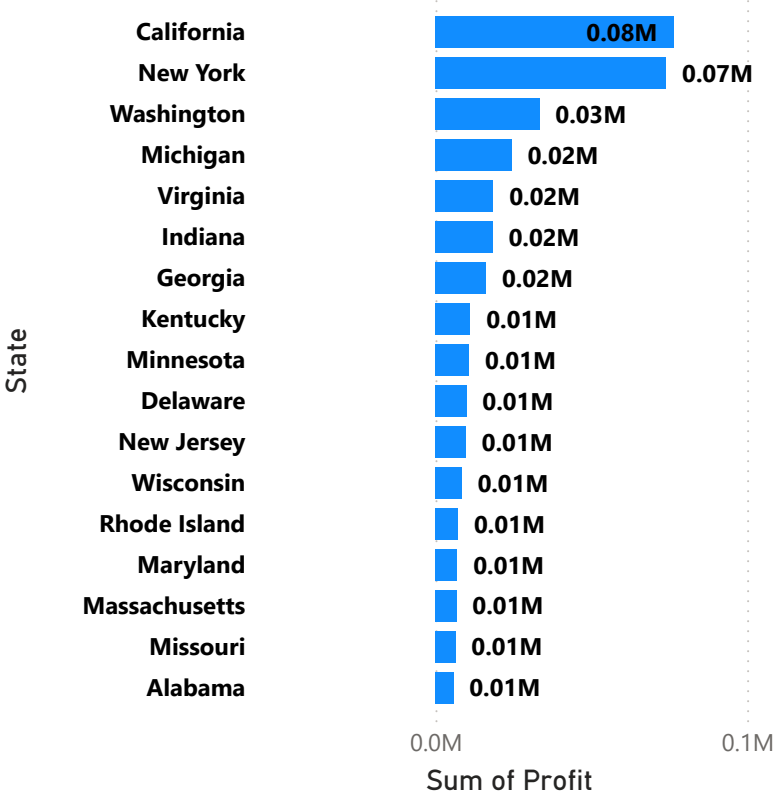
Sales

Profit

Sum of Sales by State



Sum of Profit by State



Central

East

South

West

Profit by State

Central ● East ● South ● West

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Category	Sum of Sales	Sum of Profit	Profit Margin %
Furniture	741,999.98	18,451.25	248.7%
Office Supplies	719,046.99	122,490.88	1703.5%
Technology	836,154.10	145,455.66	1739.6%
Total	2,297,201.07	286,397.79	1246.7%

Top 5 State

California

Michigan

New York

Bottom 5 States

Illinois

North Carolina

Ohio

Product & Category Performance

2014

2015

2016

2017

Total Sales

2.30M

Total Profit

286.40K

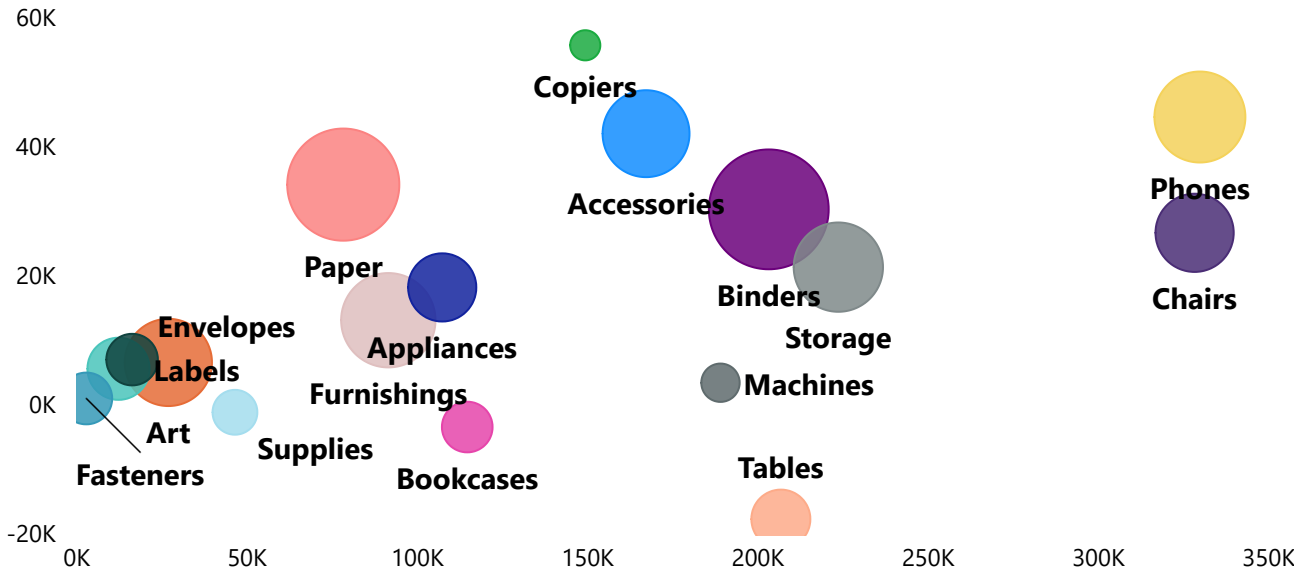
Best Performing Sales

271.73K

Best Performing Category

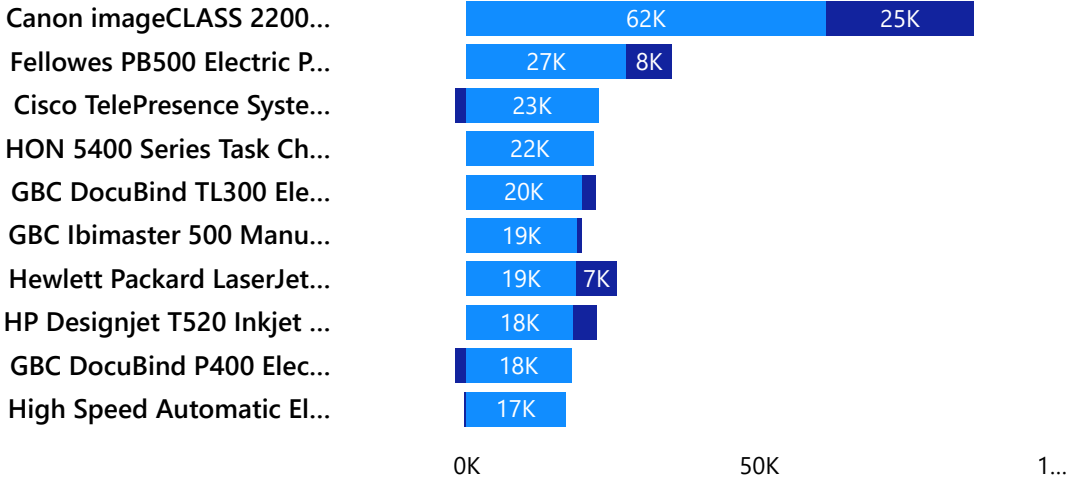
Technology

Sales vs. Profit by Sub-Category

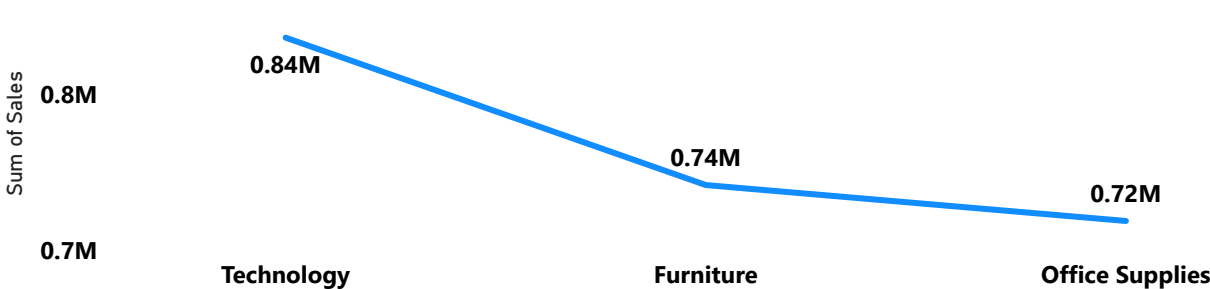


Top 10 Products by Sales & Profit

Sum of Sales Sum of Profit



Sum of Sales by Category



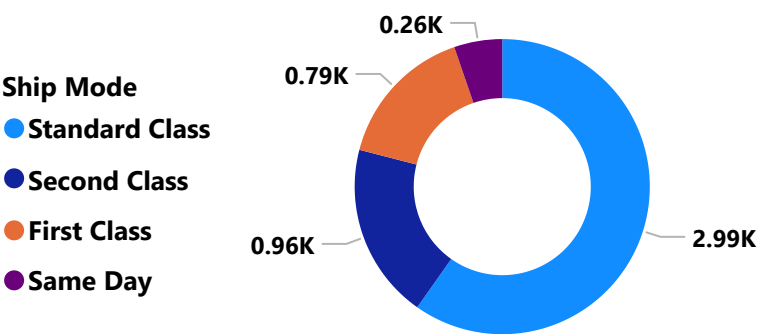
Low Sales & Low Profit by Customer's

Product Name	Sum of Sales	Sum of Profit
3.6 Cubic Foot Counter Height Office Refrigerator	2946.19	-872.07
36X48 HARDFLOOR CHAIRMAT	369.25	-40.49
3D Systems Cube Printer, 2nd Generation, White	2339.98	-468.00
3M Replacement Filter for Office Air Cleaner for 20' x	303.36	-20.47
Total	247521.41	-35292.31

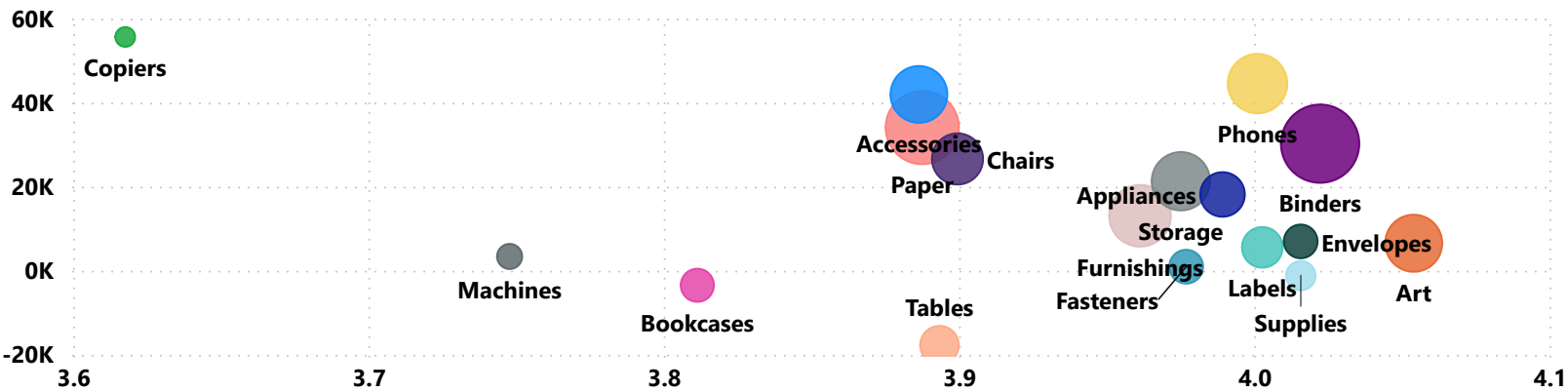
Shipping & Delivery Performance



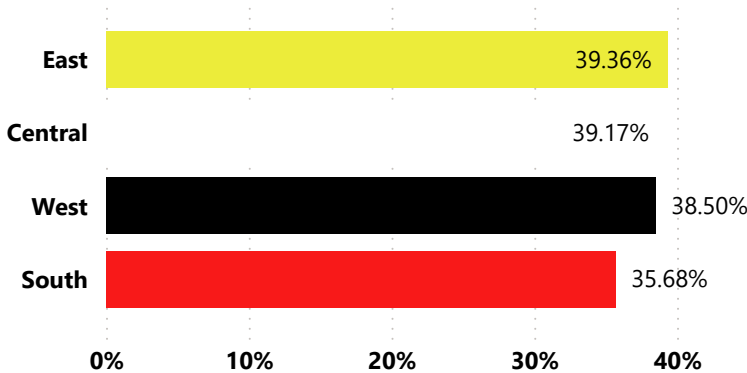
Orders by Ship Mode



Avg Delivery Days vs Profit



Late Delivery % by Region



Shipping Cost vs Sales

