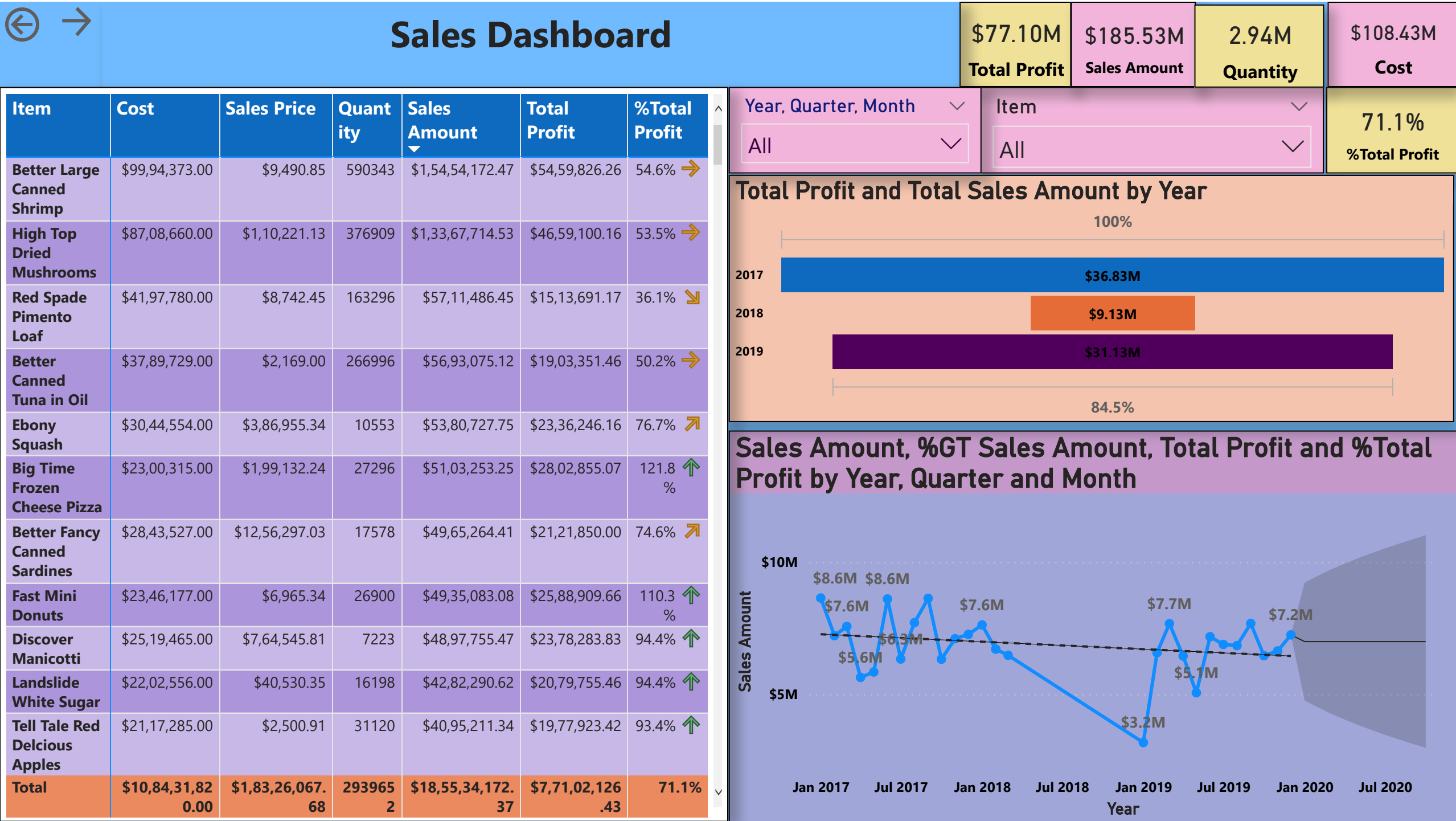


# INDEX PAGE







# Sales & Profit Trends by Days, Quarter and Month of Years

Year, Quarter, Mon...

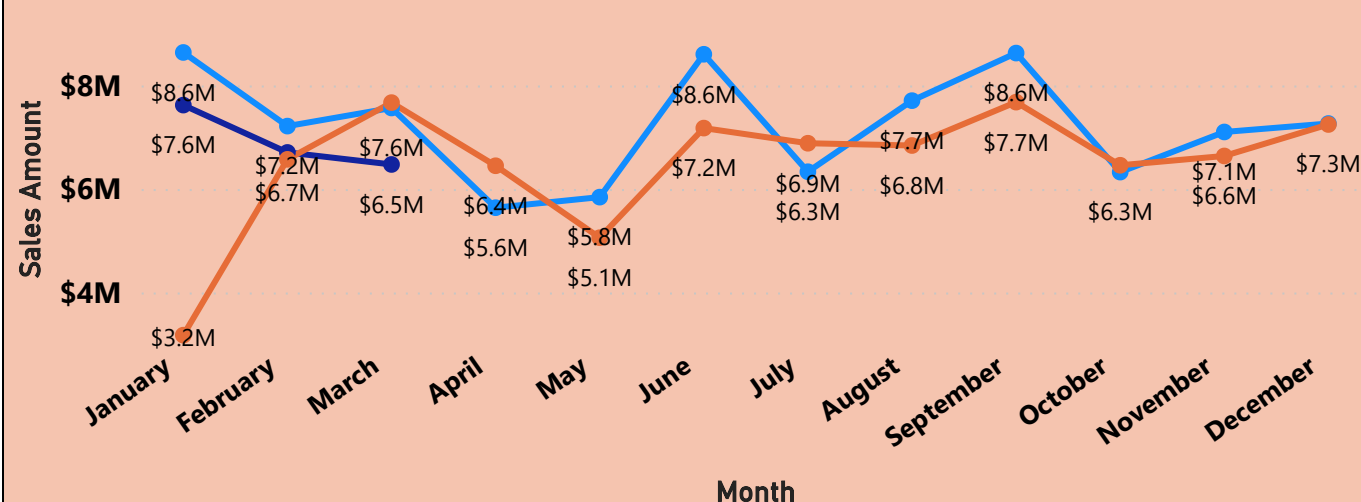
All

Item

All

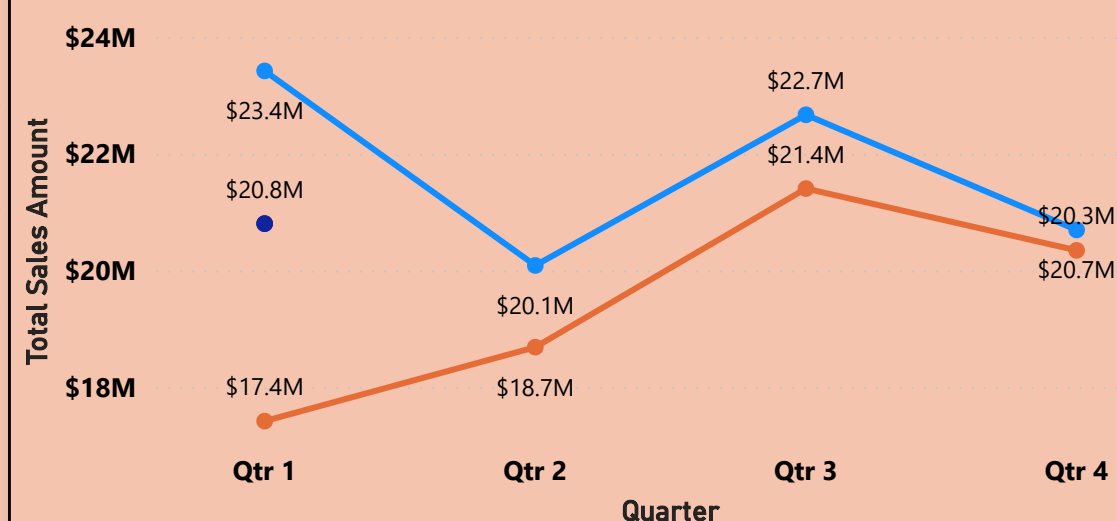
## Sales Amount and Total Profit by Month

Year ● 2017 ● 2018 ● 2019



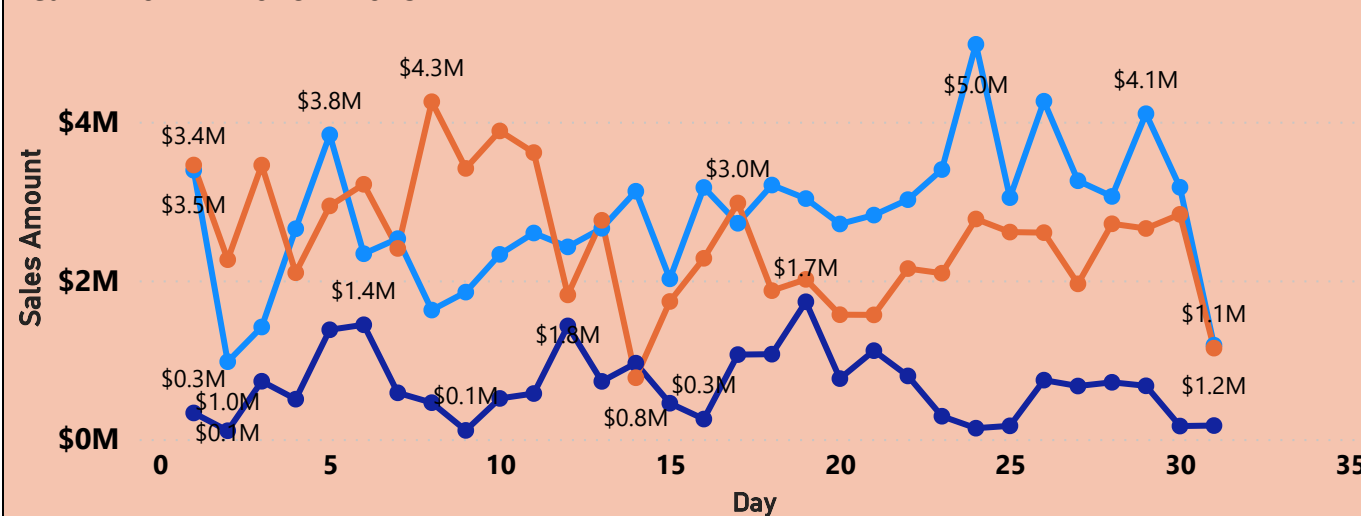
## Total Sales Amount and Profit by Quarter and Year

Year ● 2017 ● 2018 ● 2019



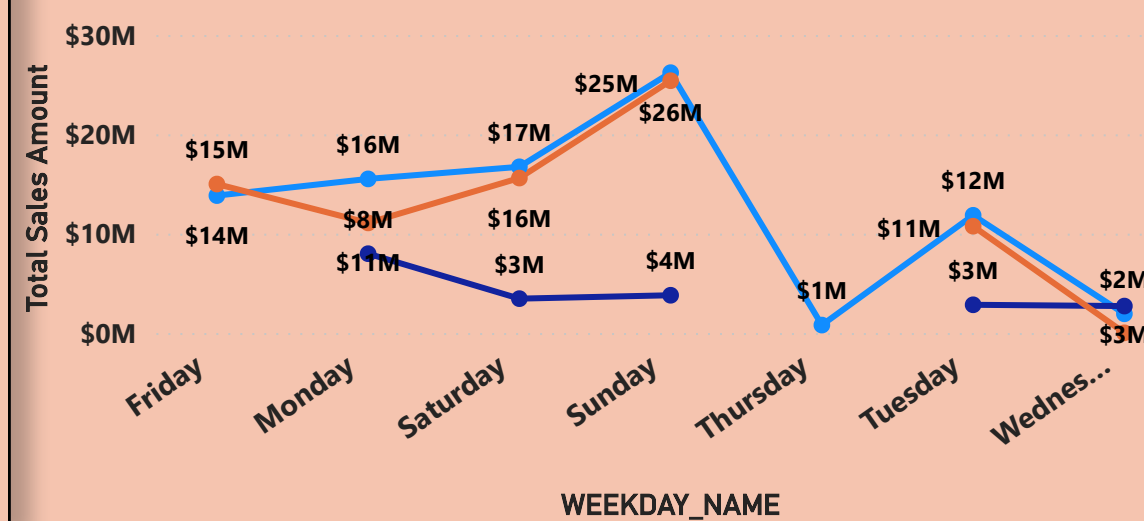
## Sales Amount and Total Profit by Day

Year ● 2017 ● 2018 ● 2019



## Total Sales Amount and Profit by WEEKDAY\_NAME

Year ● 2017 ● 2018 ● 2019





Performance Insight of Items, customers and Sales Representatives according to Market Region

\$185.53M

Sales Amount

71.1%

%Total Profit

2.94M

Quantity

Item



All



Year, Quarter, Mo...



All



Region Code  
Region Name

0 Canada

1 Western

2 Southern

3 Northeast

4 Central

5 International

Sales Rep  
Total Sales Amount  
Total Profit  
%Total Profit

141	\$2,54,71,140.18	\$1,14,64,032.05	↑	81.8%
181	\$2,15,23,543.27	\$75,69,940.76	↑	54.3%
149	\$1,27,77,445.65	\$41,03,525.03	↑	47.3%
180	\$80,40,236.47	\$37,07,854.54	↑	85.6%
134	\$78,97,670.23	\$35,33,899.30	↑	81.0%
108	\$69,77,582.78	\$29,93,315.48	↑	75.1%
Total	\$18,55,34,172.37	\$7,71,02,126.43	↑	71.1%

Best Selling 5 Items by Region

Item Better C... Better L... Ebony S... High To... Red Spa...

Canada

Central

International

Northeast

Southern

Western

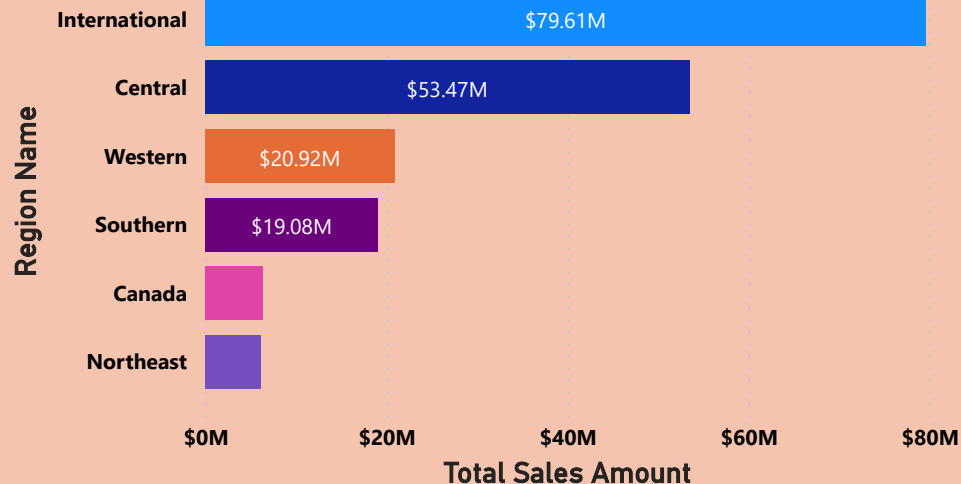
0% 50% 100%

0% 50% 100%

0% 50% 100%

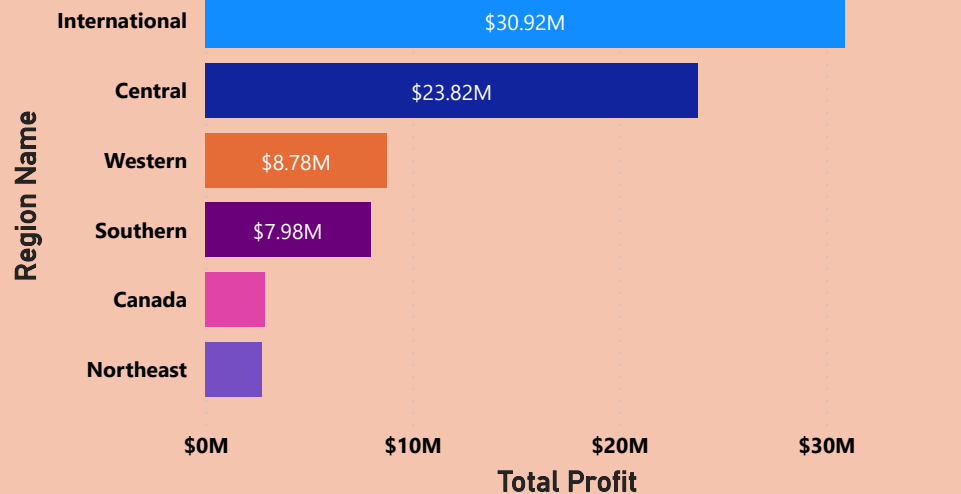
Total Sales as per Region

Region Name International Central Western Southern Canada Northeast



Total Profit as per Region

Region Name International Central Western Southern Canada Northeast





# Detailed Profit & Sales Analysis by Year, Weekday, Quarter, Month and Day

🔒 Year

2017

🔒 WEEKDAY\_NAME

Sunday

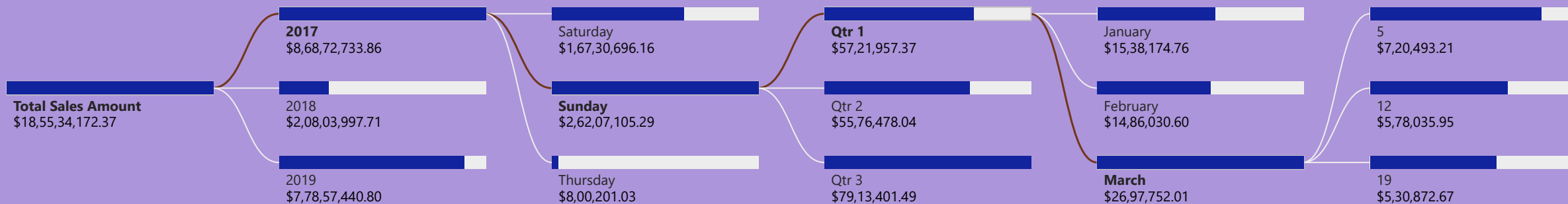
🔒 Quarter

Qtr 1

🔒 Month

March

🔒 Day



🔒 Year

2017

🔒 WEEKDAY\_NAME

Sunday

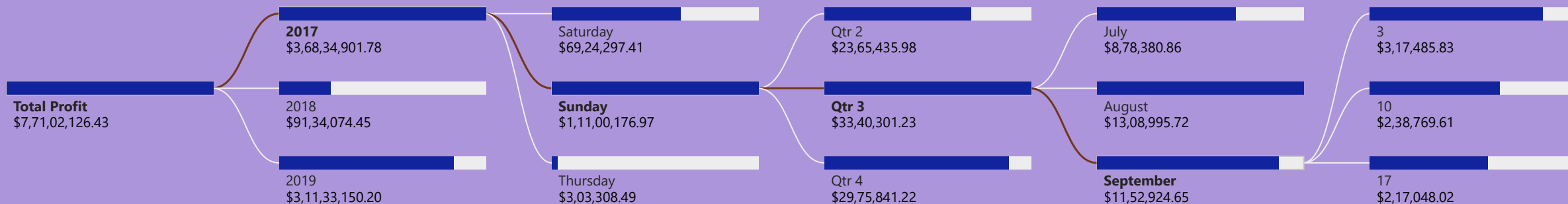
🔒 Quarter

Qtr 3

🔒 Month

September

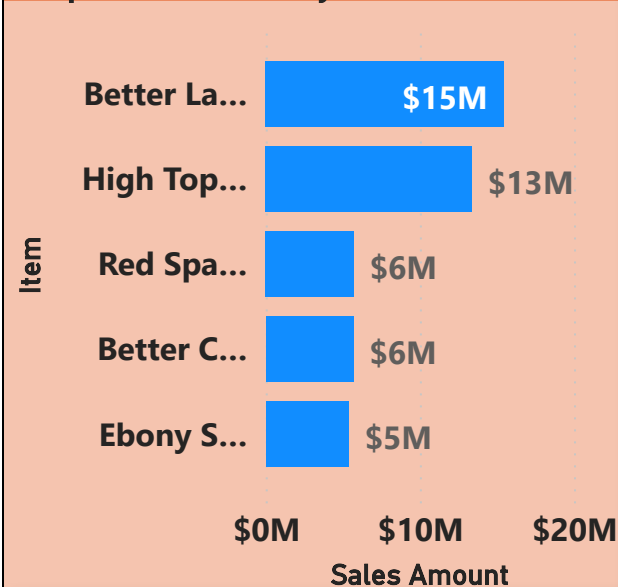
🔒 Day





# Top and Bottom Items & Customers, Repeated and New Customers Insight

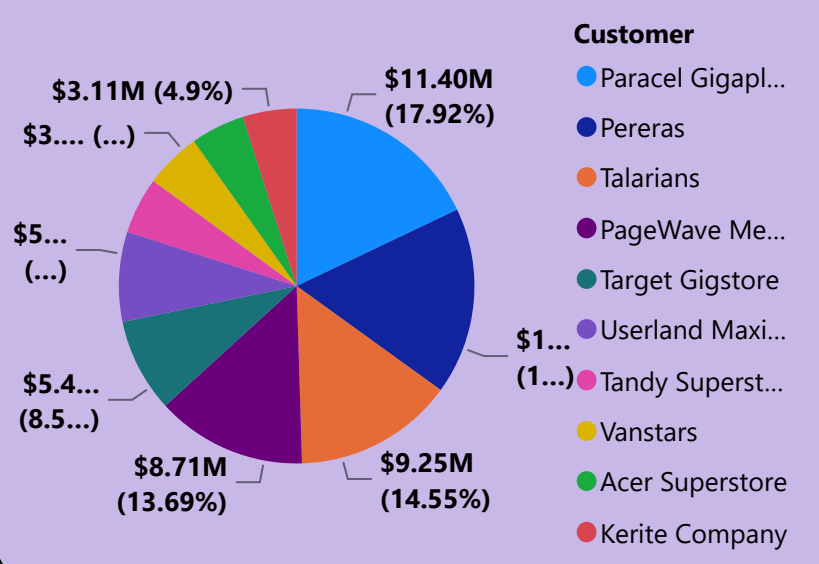
## Top 5 items by Sales



## Bottom 5 items by Sales



## Top 10 Customers by Sales Amount



Year, Quarter, Month

All

### Distinct Customers

614

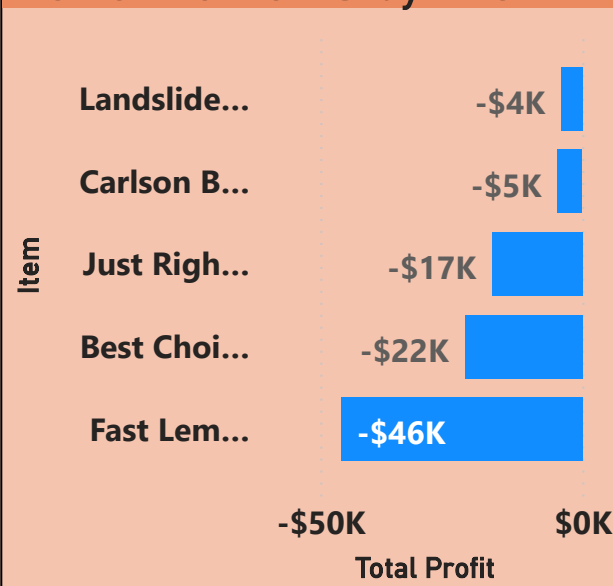
### Repeated Customers

578

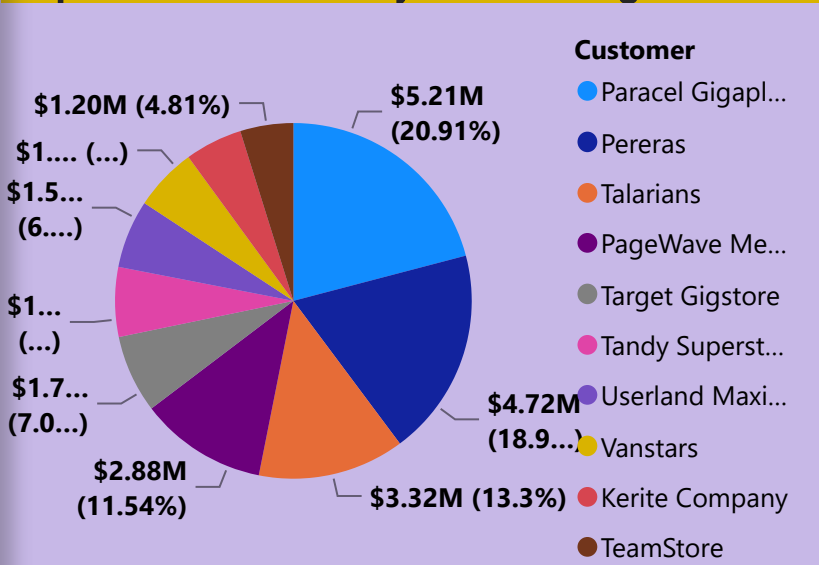
## Top 5 items by Profit



## Bottom 5 items by Profit



## Top 10 Customers by Profit Margin



### New Customers

CustKey	Count of Order Number
1000110	1
1000211	1
1000213	1
1000214	1
1000215	1
1000586	1
Total	36



# Comparison of Sales of Items by Year and Quarter

Item

All

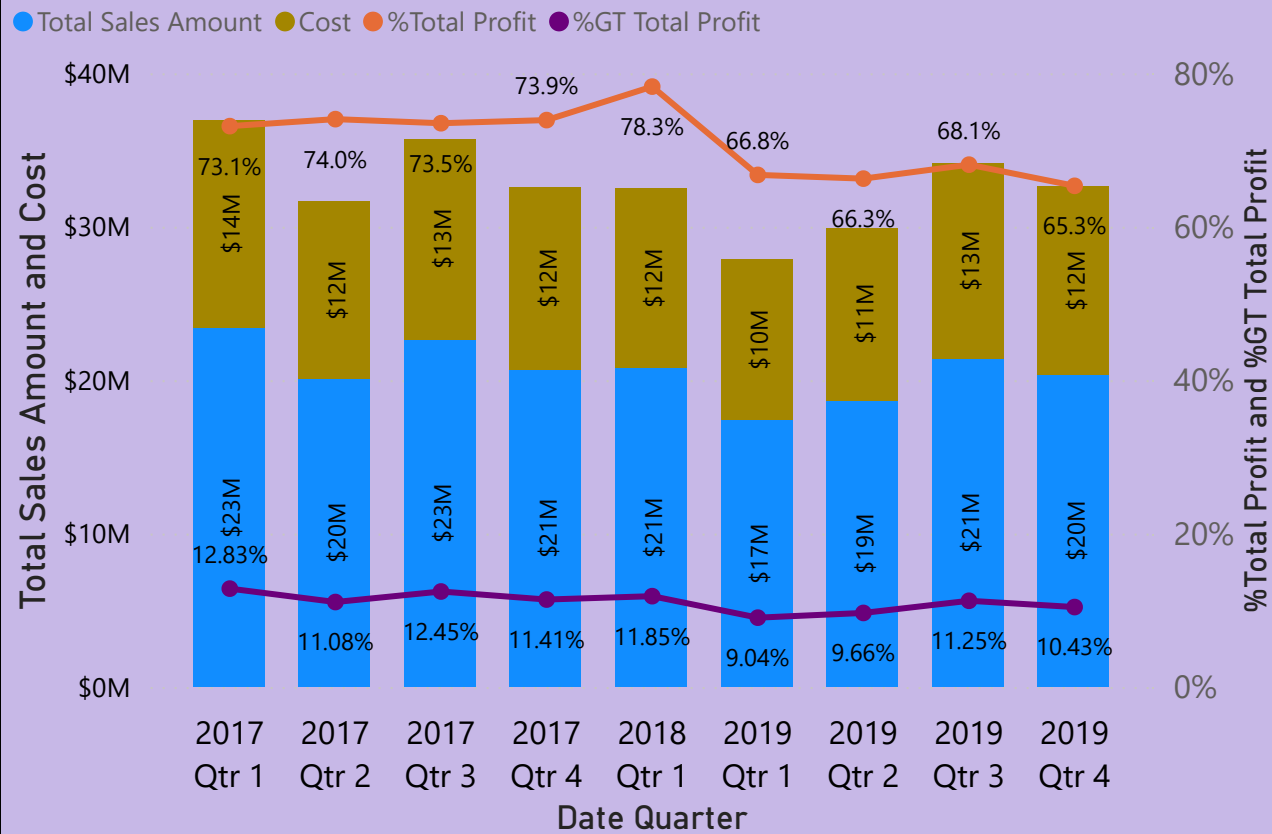
Year, Quarter,...

All

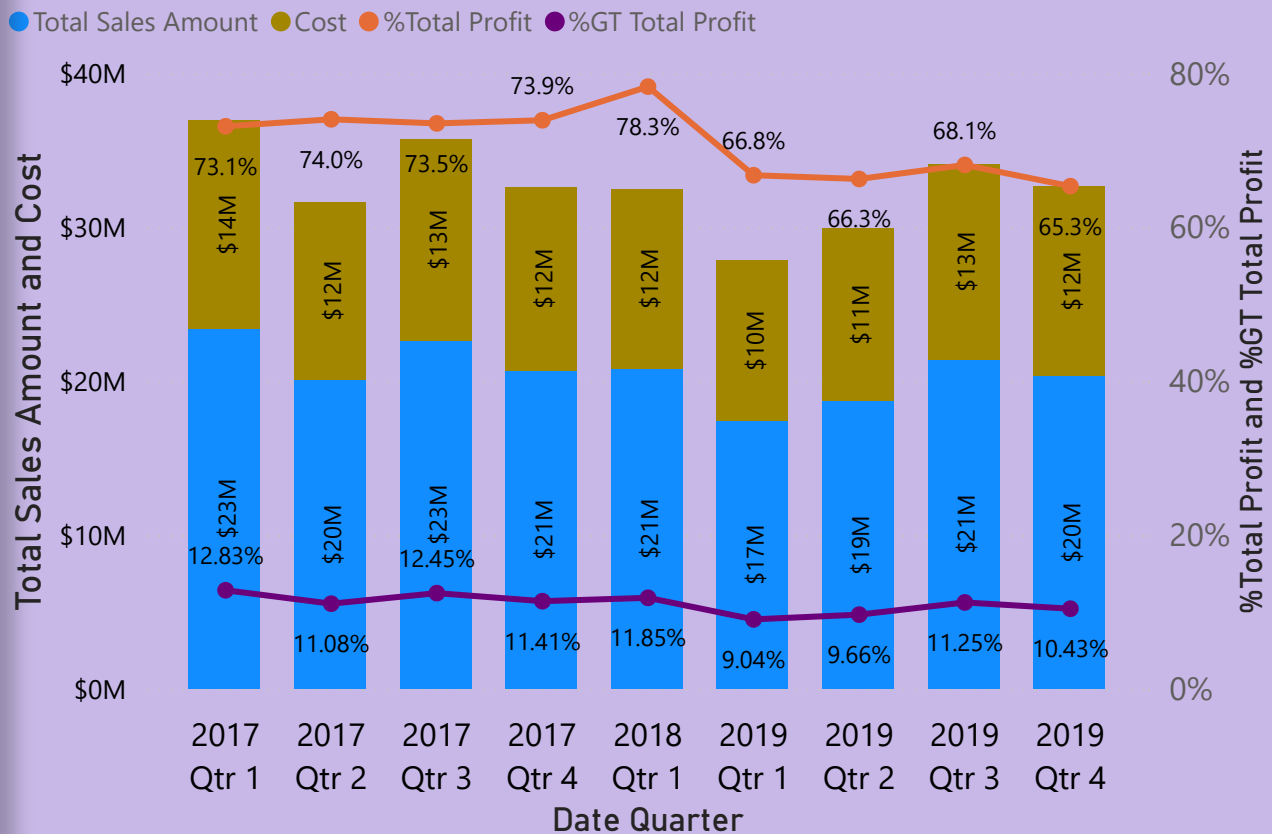
Item

All

Total Sales, Cost, % Total Profit and %GT Total Profit by Year and Quarter



Total Sales, Cost, % Total Profit and %GT Total Profit by Year and Quarter





# %Total Profit margin, Items Comparison, and Change in Sales in Previous Month and Year

Year	Quarter	Month	Last year Sales Amount	Total Sales Amount	%Change in Sales in last 1 yr	Total Profit	%Total Profit
2017	Qtr 1	January		\$86,38,869.00	100.00%	\$35,97,027.18	↑ 71.3%
2017	Qtr 1	February		\$72,15,993.03	100.00%	\$30,58,093.79	↑ 73.5%
2017	Qtr 1	March		\$75,66,181.47	100.00%	\$32,36,959.63	↑ 74.8%
2017	Qtr 2	April		\$56,39,427.23	100.00%	\$24,00,792.42	↑ 74.1%
2017	Qtr 2	May		\$58,43,684.92	100.00%	\$24,78,467.77	↑ 73.7%
2017	Qtr 2	June		\$86,03,864.08	100.00%	\$36,65,374.17	↑ 74.2%
2017	Qtr 3	July		\$63,34,320.53	100.00%	\$26,78,643.91	↑ 73.3%
2017	Qtr 3	August		\$77,07,817.59	100.00%	\$32,73,612.14	↑ 73.8%
2017	Qtr 3	September		\$86,26,930.99	100.00%	\$36,50,810.88	↑ 73.4%
2017	Qtr 4	October		\$63,27,247.03	100.00%	\$26,50,054.46	↑ 72.1%
2017	Qtr 4	November		\$71,02,580.82	100.00%	\$30,09,725.11	↑ 73.5%
2017	Qtr 4	December		\$72,65,817.17	100.00%	\$31,35,340.32	↑ 75.9%
2018	Qtr 1	January	\$86,38,869.00	\$76,22,064.17	-13.34%	\$32,46,292.02	↑ 74.2%
2018	Qtr 1	February	\$72,15,993.03	\$67,07,086.25	-7.59%	\$30,07,107.21	↑ 81.3%
2018	Qtr 1	March	\$75,66,181.47	\$64,74,847.29	-16.85%	\$28,80,675.22	↑ 80.1%
2018	Qtr 2	April	\$56,39,427.23		0.00%		
2018	Qtr 2	May	\$58,43,684.92		0.00%		
Total			\$10,76,76,731.57	\$18,55,34,172.37	41.96%	\$7,71,02,126.43	71.1%

Year, Quarter, Month

All

Item	Last year Sales Amount	Quantity	Total Sales Amount	%Change in Sales in last 1 yr	Total Profit	%Total Profit
Better Large Canned Shrimp	\$90,42,212.67	590343	\$1,54,54,172.47	41.49%	\$54,59,826.26	→ 54.6%
High Top Dried Mushrooms	\$76,49,847.34	376909	\$1,33,67,714.53	42.77%	\$46,59,100.16	→ 53.5%
Red Spade Pimento Loaf	\$33,04,522.78	163296	\$57,11,486.45	42.14%	\$15,13,691.17	↘ 36.1%
Better Canned Tuna in Oil	\$33,93,030.66	266996	\$56,93,075.12	40.40%	\$19,03,351.46	→ 50.2%
Ebony Squash	\$31,14,245.13	10553	\$53,80,727.75	42.12%	\$23,36,246.16	↗ 76.7%
Big Time Frozen Cheese Pizza	\$30,04,509.46	27296	\$51,03,253.25	41.13%	\$28,02,855.07	↑ 121.8%
Better Fancy Canned Sardines	\$28,52,693.48	17578	\$49,65,264.41	42.55%	\$21,21,850.00	↗ 74.6%
Fast Mini Donuts	\$28,54,411.72	26900	\$49,35,083.08	42.16%	\$25,88,909.66	↑ 110.3%
Discover Manicotti	\$28,57,735.92	7223	\$48,97,755.47	41.65%	\$23,78,283.83	↑ 94.4%
Landslide White Sugar	\$24,69,918.17	16198	\$42,82,290.62	42.32%	\$20,79,755.46	↑ 94.4%
Total	\$10,76,76,731.57	2939652	\$18,55,34,172.37	41.96%	\$7,71,02,126.43	71.1%