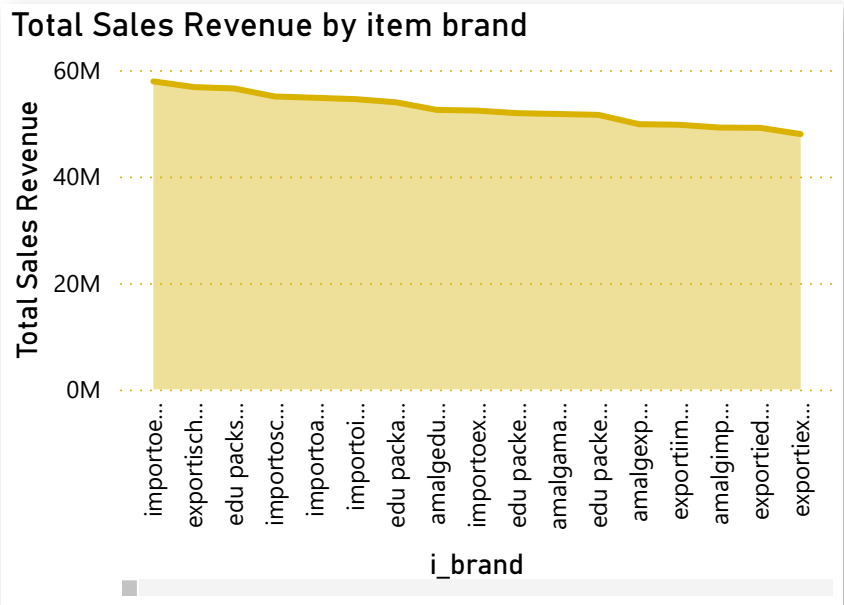
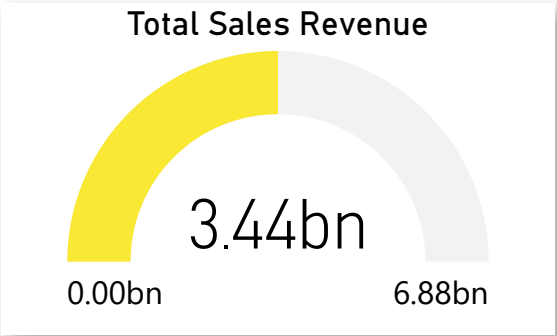
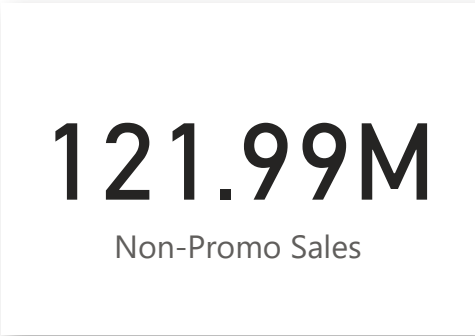




SALE PERFORMANCE ANALYSIS REPORT

i_product_name	Total Sales Revenue
	71,95,610.82
able	1,90,420.84
ableable	1,60,189.74
ableableable	95,856.87
ableableableable	2,30,188.26
ableableableableought	78,243.64
ableableableanti	1,65,527.17
ableableableantiought	87,393.05
ableableableation	1,42,182.86
ableableableationought	2,35,568.57
ableableablebarought	1,46,505.38
ableableablecally	48,616.32
ableableablecallyought	1,62,895.12
ableableableeing	2,25,204.34
ableableableease	1,85,973.95
ableableableeaseought	2,15,894.42
Total	3,43,90,44,314.94



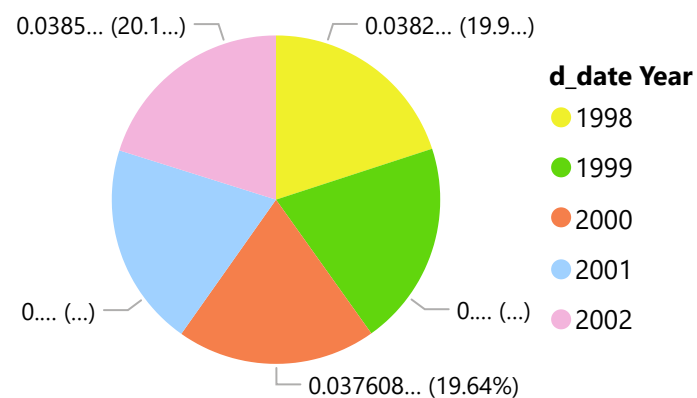


INVENTORY MANAGEMENT DASHBOARD

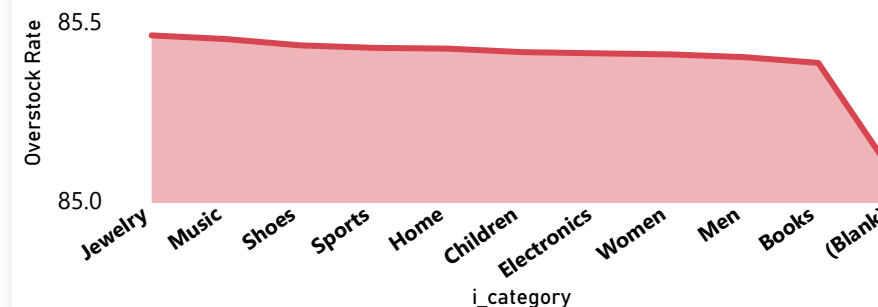
i_category

- ☐ (Blank)
- ☐ Books
- ☐ Children
- ☐ Electronics
- ☐ Home
- ☐ Jewelry
- ☐ Men
- ☐ Music

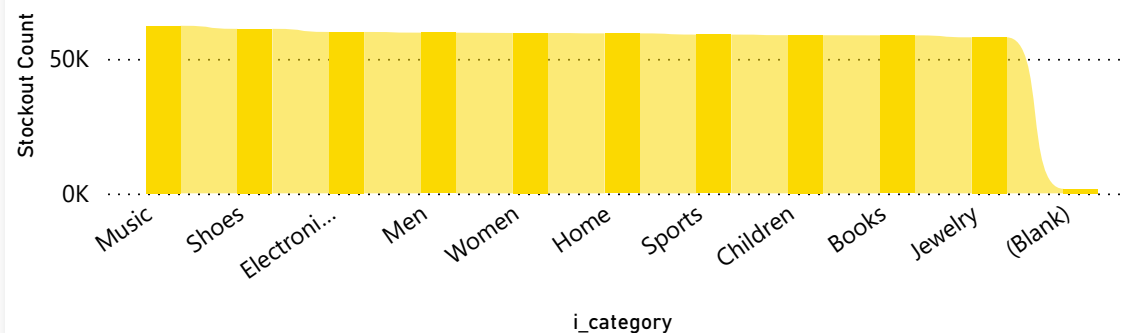
Days of Inventory on Hand by Year



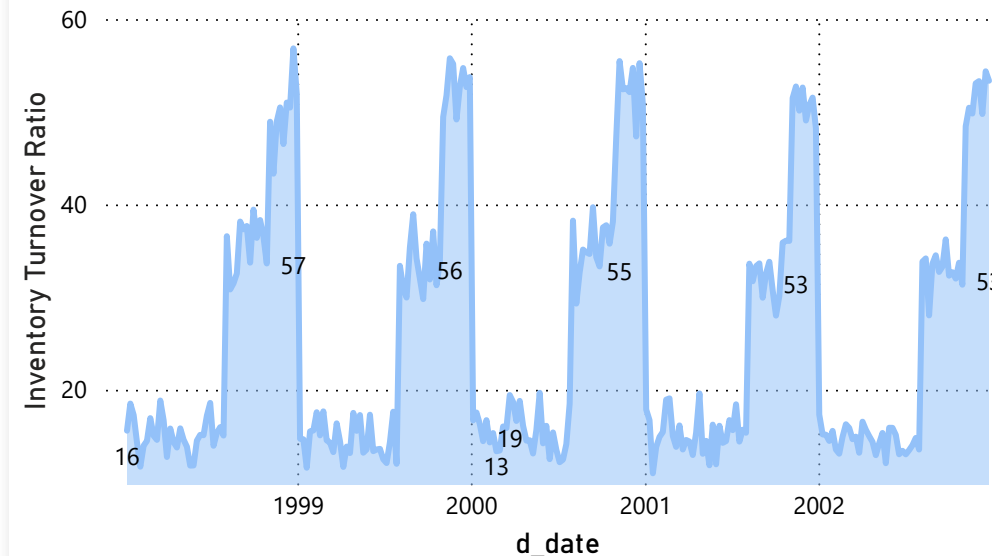
Overstock Rate by i_category



Stockout Count by i_category



Inventory Turnover Ratio by d_date





CUSTOMER BEHAVIOUR ANALYSIS

cd_education_status	cd_gender	Revenue by Segmen
Secondary	F	8,68,26,46,039.7
Advanced Degree	F	8,64,90,82,511.1
2 yr Degree	F	8,61,37,04,403.1
Primary	M	8,59,84,07,178.1
4 yr Degree	M	8,59,22,04,011.1
Secondary	M	8,57,54,78,856.1
Primary	F	8,55,83,81,112.1
College	M	8,55,80,06,640.1
Unknown	F	8,50,81,50,968.1
4 yr Degree	F	8,48,63,55,374.1
College	F	8,44,89,02,503.1
Advanced Degree	M	8,43,80,04,527.1
Unknown	M	8,38,84,39,554.1
2 yr Degree	M	8,32,00,58,354.1
		68,80,80,314.1
Total		1,20,10,59,02,350.7

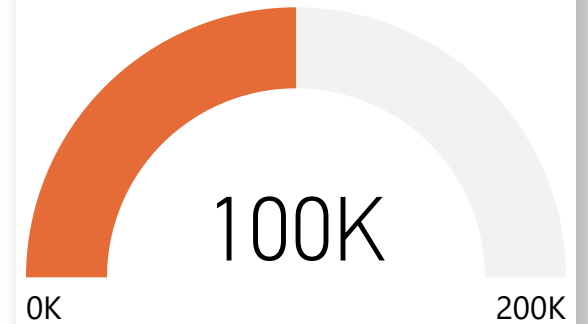
Total Revenue

120.11bn

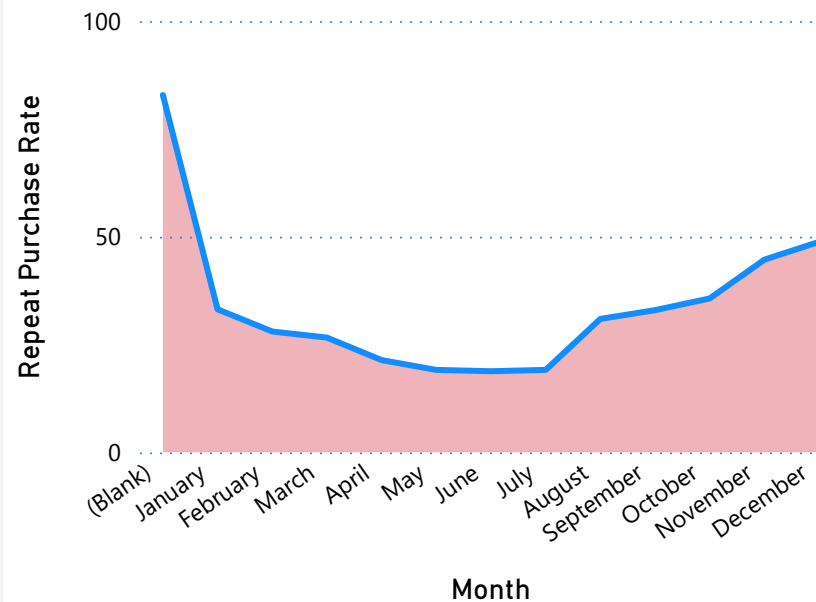
Total Sales Revenue

3.44bn

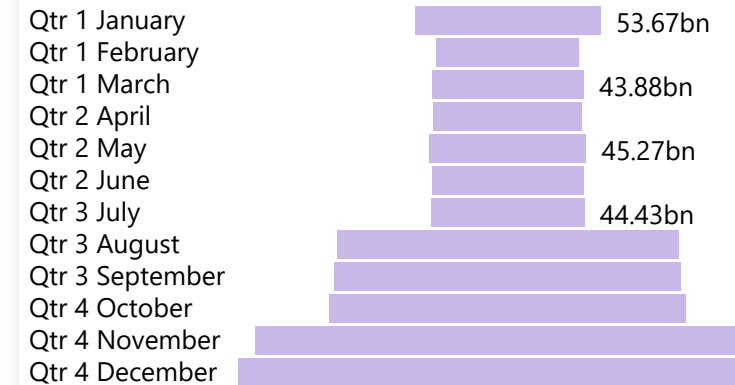
Total Customers



Repeat Purchase Rate by Month



CLTV by Quarter and Month





PROMOTIONAL EFFECTIVENESS ANALYSIS

Promo ROI by p_promo_name

3.19M

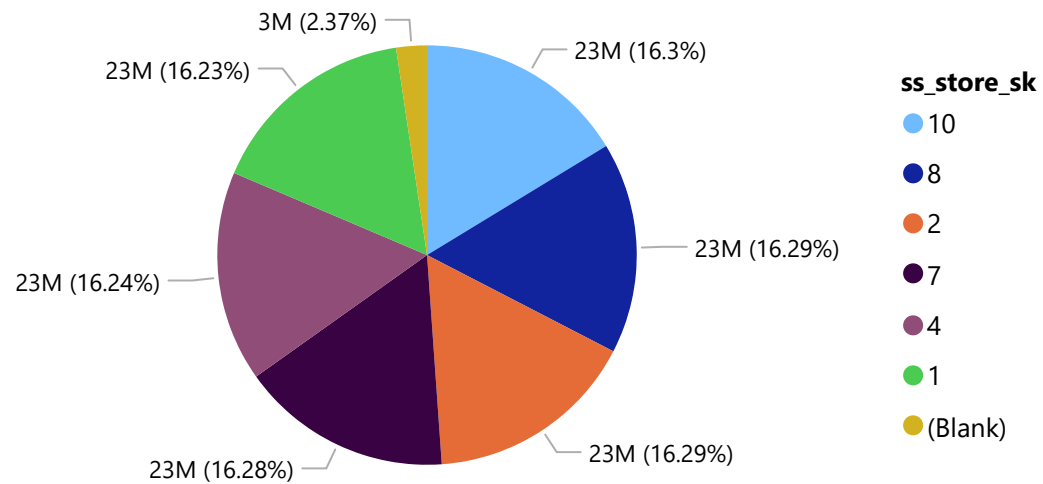
Promo ROI

3.25M

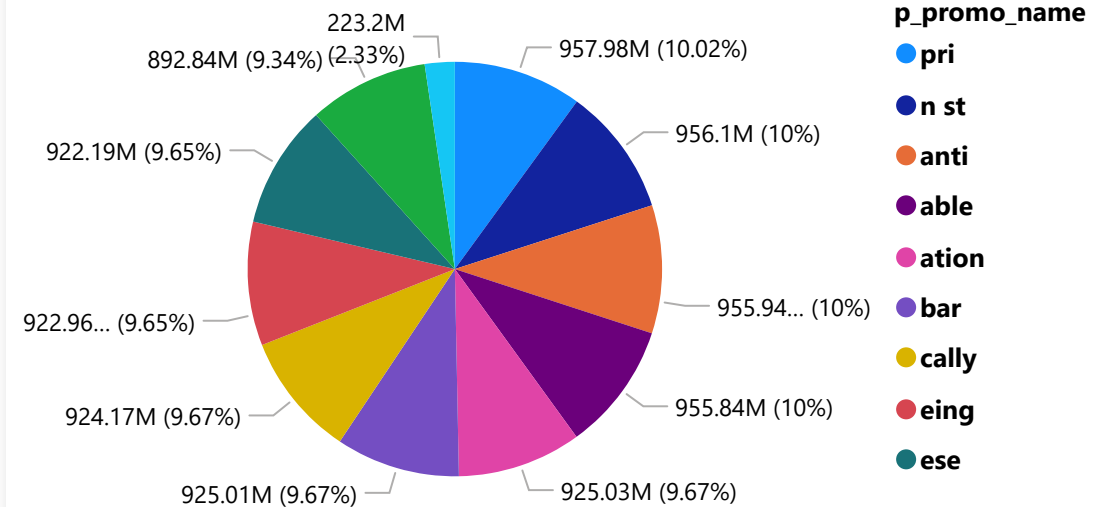
Repeat Customers

99K

Sum of ss_quantity by ss_store_sk



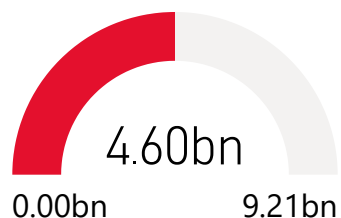
Promo Sales by p_promo_name





CHANNEL PERFORMANCE ANALYSIS

In-Store Profit



In-Store Profit Contribution

48.78

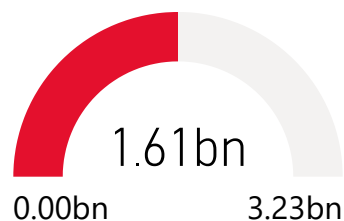
Catalog Profit Contribution

34.11

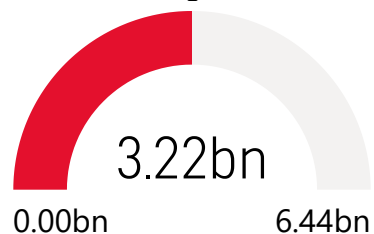
Online Profit Contribution

17.11

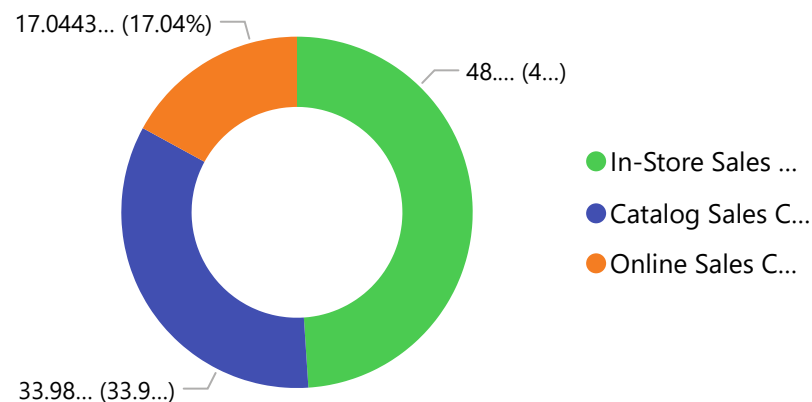
Online Profit



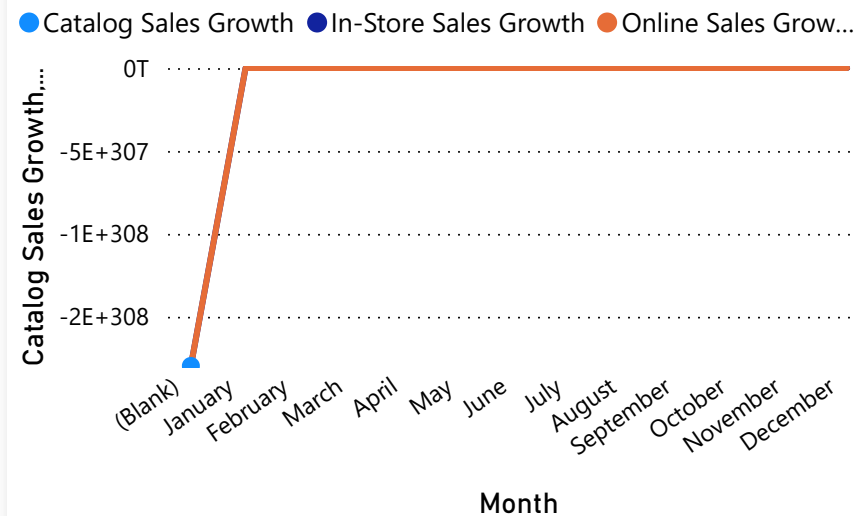
Catalog Profit



In-Store Sales Contribution, Catalog Sales Contribution and Online Sales Contribution



Catalog Sales Growth, In-Store Sales Growth and Online Sales Growth by Month





SUPPLY CHAIN AND LOGISTICS ANALYSIS

sm_carrier

- ☐ (Blank)
- ☐ AIRBORNE
- ☐ ALLIANCE
- ☐ BARIAN
- ☐ BOXBUNDLES
- ☐ DHL
- ☐ DIAMOND
- ☐ FEDEX
- ☐ GERMA
- ☐ GREAT EASTERN
- ☐ HARMSTORF
- ☐ LATVIAN
- ☐ MSC
- ☐ ORIENTAL
- ☐ PRIVATECARRIER
- ☐ RUPEKSA
- ☐ TBS

17.86

Warehouse Turnover Rate

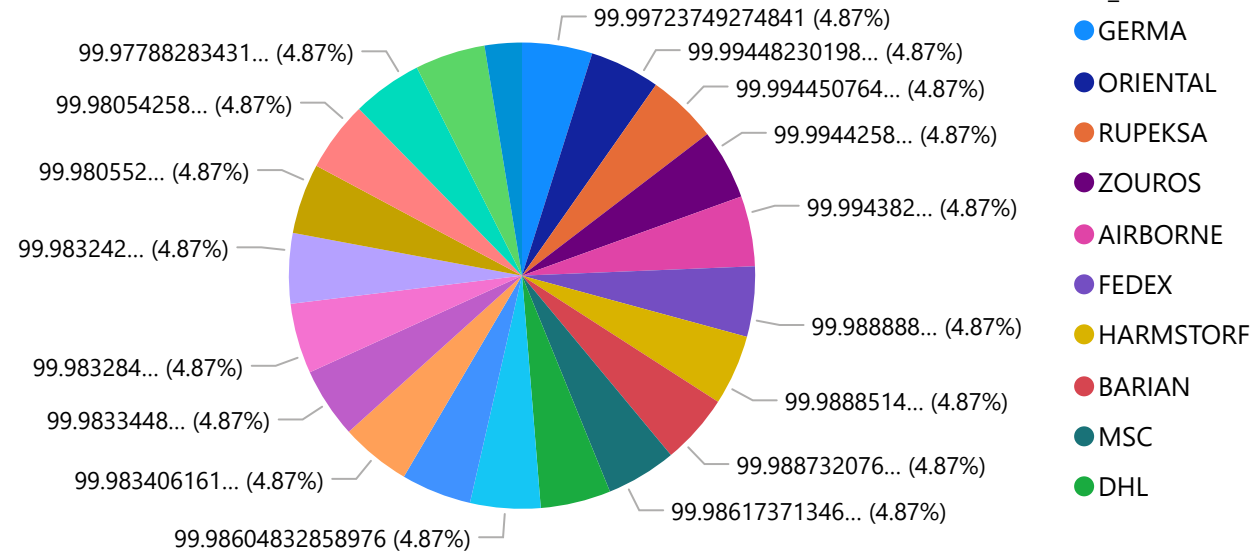
719K

Total Orders

99.98

Delivery Success Rate

Delivery Success Rate by sm_carrier



sm_carrier	Shipping Costs by M
ORIENTAL	4,67,90,76
GERMA	4,66,73,97
ALLIANCE	4,64,57,26
ZHOU	4,64,17,87
BOXBUNDLES	4,63,86,33
DHL	4,63,69,96
UPS	4,61,99,76
ZOUROS	4,61,17,28
TBS	4,60,67,03
USPS	4,60,46,09
MSC	4,59,34,57
RUPEKSA	4,57,88,78
DIAMOND	4,57,46,53
FEDEX	4,56,65,37
BARIAN	4,56,56,44
PRIVATECARRIER	4,56,09,07
GREAT EASTERN	4,55,86,49
AIRBORNE	4,55,20,07
HARMSTORF	4,53,21,89
Total	91,97,03,83