

Smart Sales Corp - Consolidated Financial Metrics

Date

1/1/2018



12/31/2020



RegionCountryName

All

ChannelName

All

Continent Name

- ☐ Asia
- ☐ Europe
- ☐ North America

Customer Segment

- ☐ Retailer
- ☐ Walk-In
- ☐ Whole Seller

172.09M

Total Sales

73.49M

Total Cost

98.61M

Total Profit

56.33M

YTD Sales

57.30%

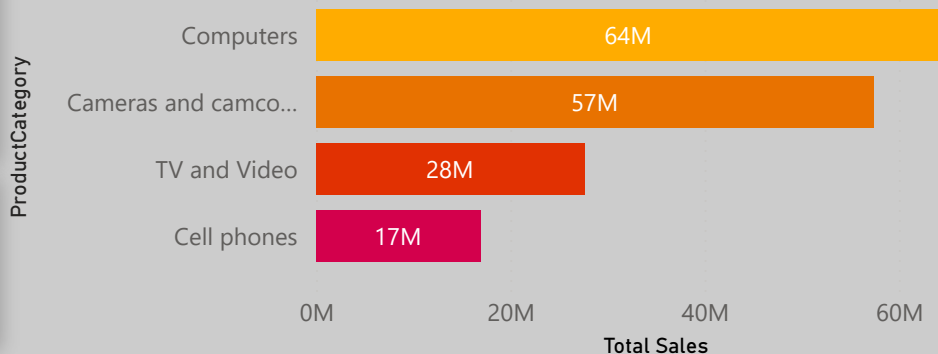
Profit Margin

1.91K

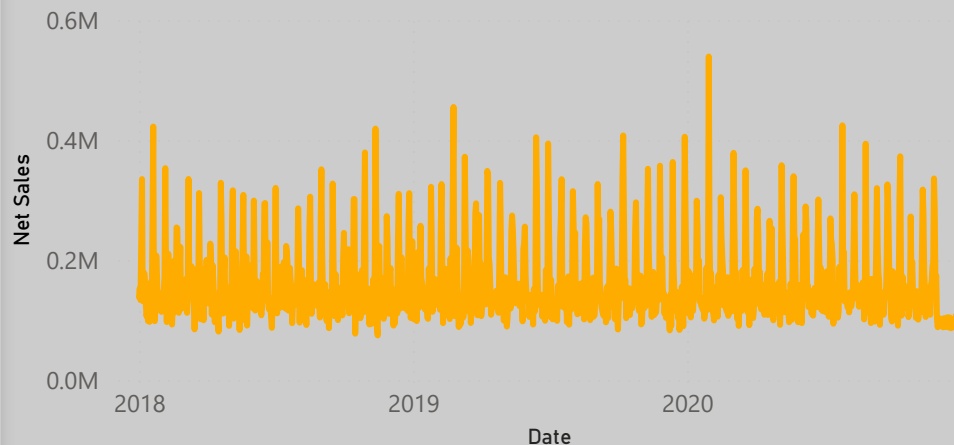
Average profit per Order

Total Sales by Product

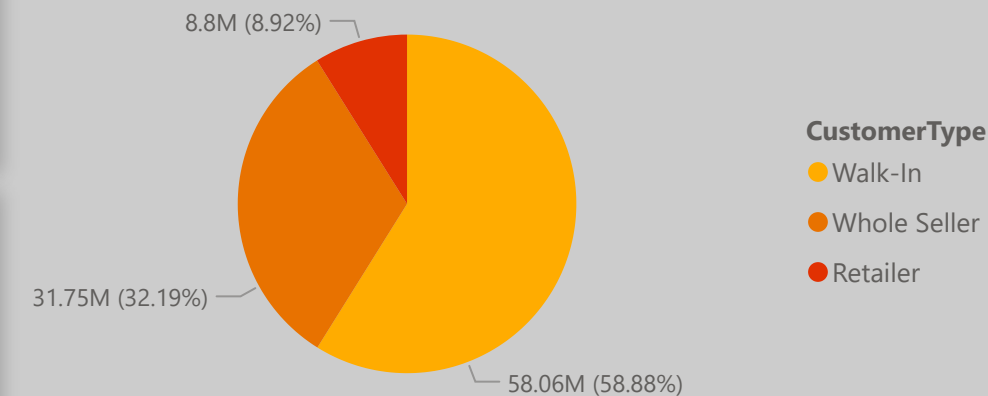
ProductCategory Computers Cameras and camcorders TV and Video Cell phones



Sales Trend over the Years



Total Profit by CustomerType

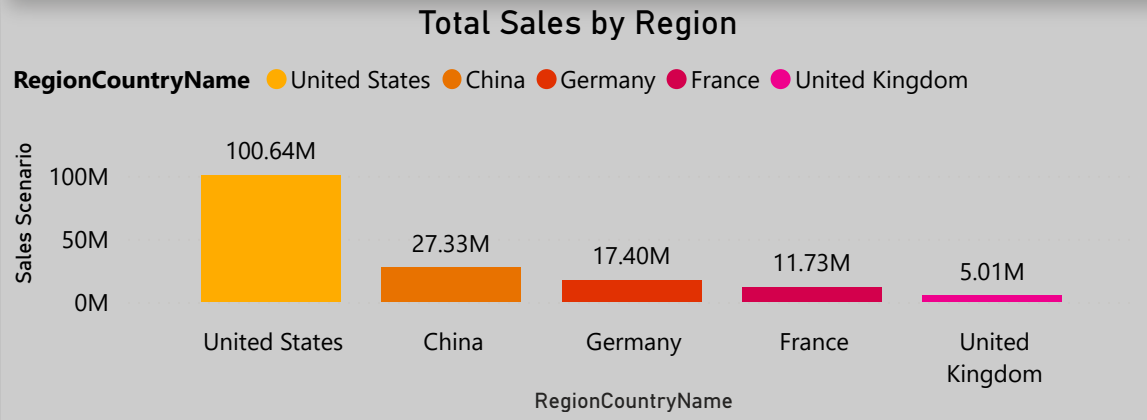
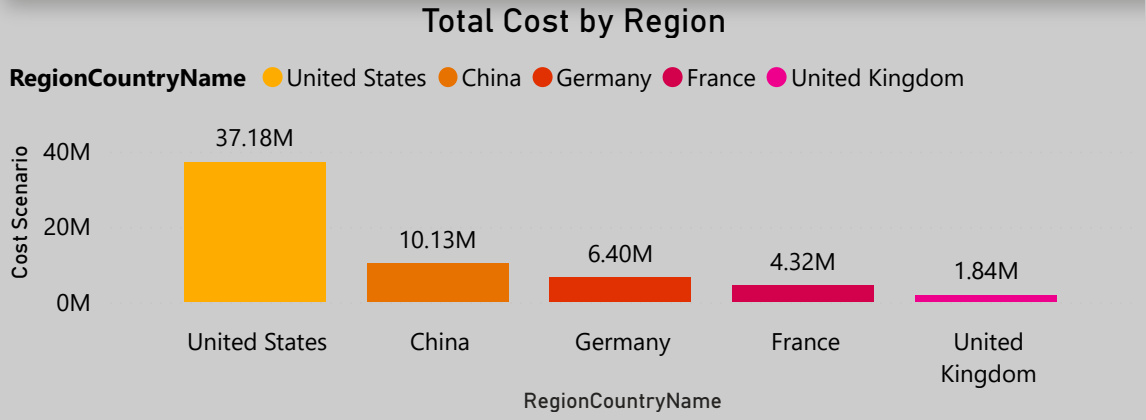
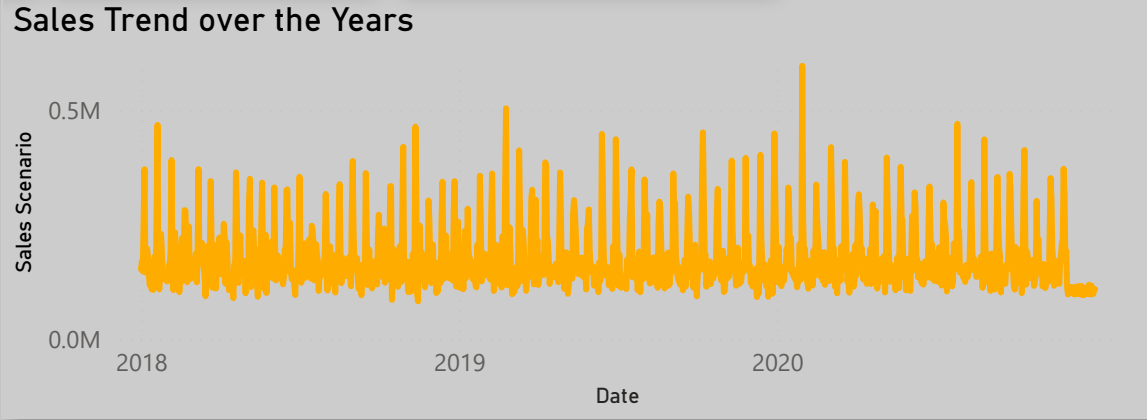
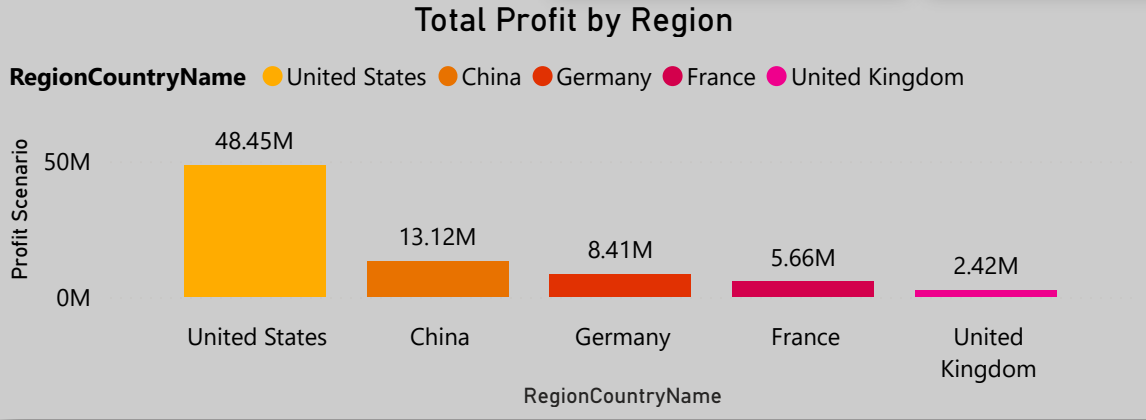
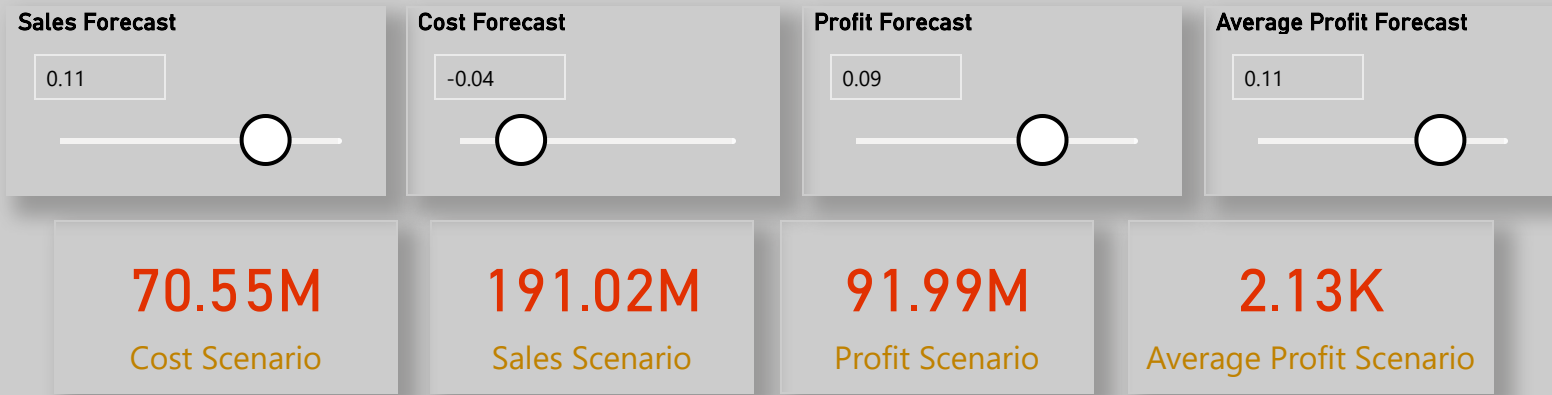


Total Sales

ProductName

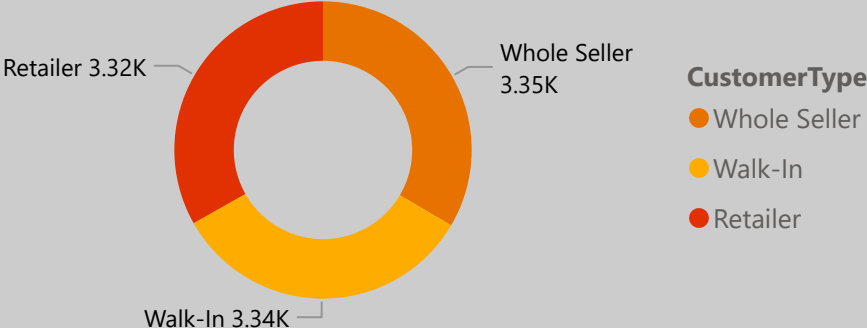
1,230,120.00	Contoso Projector 1080p X980 Black
1,097,010.00	Contoso Projector 1080p X980 White
776,720.00	Fabrikam Independent filmmaker 2/3" 17mm X100 White
969,612.00	Proseware Projector 1080p DLP86 Black
879,648.00	Proseware Projector 1080p DLP86 Silver
1,356,957.00	Proseware Projector 1080p DLP86 White
961,605.00	Proseware Projector 1080p LCD86 Black
1,035,045.00	Proseware Projector 1080p LCD86 White
8,306,717.00	

What-IF Analysis

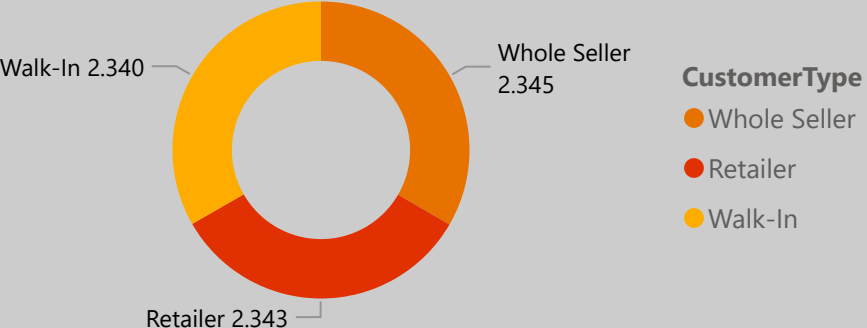


Customer Segment

Average Sales by CustomerType



Average Profit by CustomerType



CustomerType

- ☐ Retailer
- ☐ Walk-In
- ☐ Whole Seller

ChannelName

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

BrandName

- ☐ A. Datum
- ☐ Adventure Works
- ☐ Contoso
- ☐ Fabrikam
- ☐ Litware
- ☐ Northwind Traders
- ☐ Proseware
- ☐ Southridge Video
- ☐ The Phone Company
- ☐ Wide World Importers

CustomerKey	CustomerType	Total Sales	Total Profit	Average Sales	Average Profit
11048	Whole Seller	41,310.00	27,623.16	41,310.00	3.02
11087	Whole Seller	22,491.00	15,039.27	22,491.00	3.02
11157	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
11183	Whole Seller	29,988.00	20,052.36	29,988.00	3.02
11185	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
11200	Whole Seller	27,540.00	18,415.44	27,540.00	3.02
11213	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
11215	Whole Seller	27,540.00	18,415.44	27,540.00	3.02
11223	Whole Seller	32,487.00	21,723.39	32,487.00	3.02
11253	Whole Seller	22,491.00	15,039.27	22,491.00	3.02
11262	Whole Seller	29,835.00	19,950.06	29,835.00	3.02
11268	Whole Seller	13,680.00	9,147.51	13,680.00	3.02
11406	Whole Seller	18,240.00	12,196.68	18,240.00	3.02
11427	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
11432	Whole Seller	44,982.00	30,078.54	44,982.00	3.02
11501	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
11520	Whole Seller	64,974.00	43,446.78	64,974.00	3.02
11530	Whole Seller	18,240.00	12,196.68	18,240.00	3.02
11632	Whole Seller	20,655.00	13,811.58	20,655.00	3.02
Total		8,306,717.00	5,554,530.86	25,480.73	3.02

Total Cost by CustomerType

