

ILLUMINATING INSIGHTS FOR GLOBAL ELECTRONICS

Total Sales

55.76M

Total Qty

198K

Total Price

898.14K

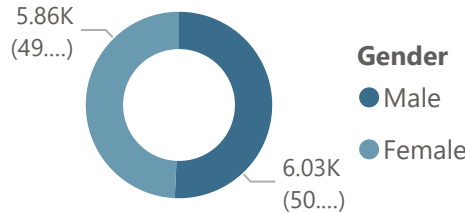
Profit

55.38M

Profit margin%

99.33%

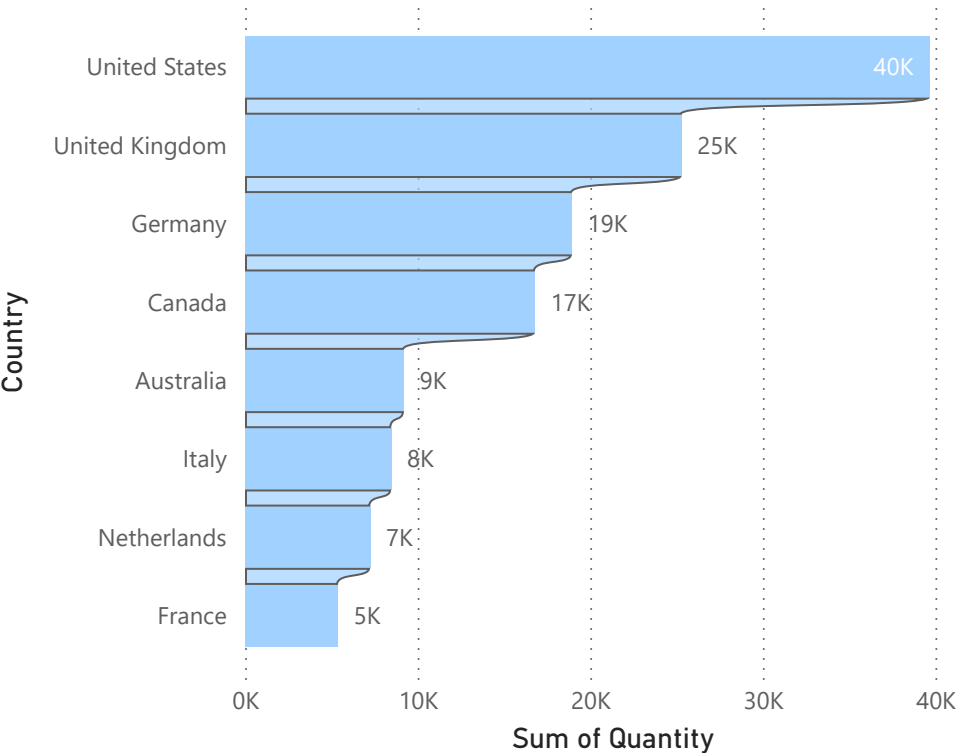
Gender Wise Order Qty



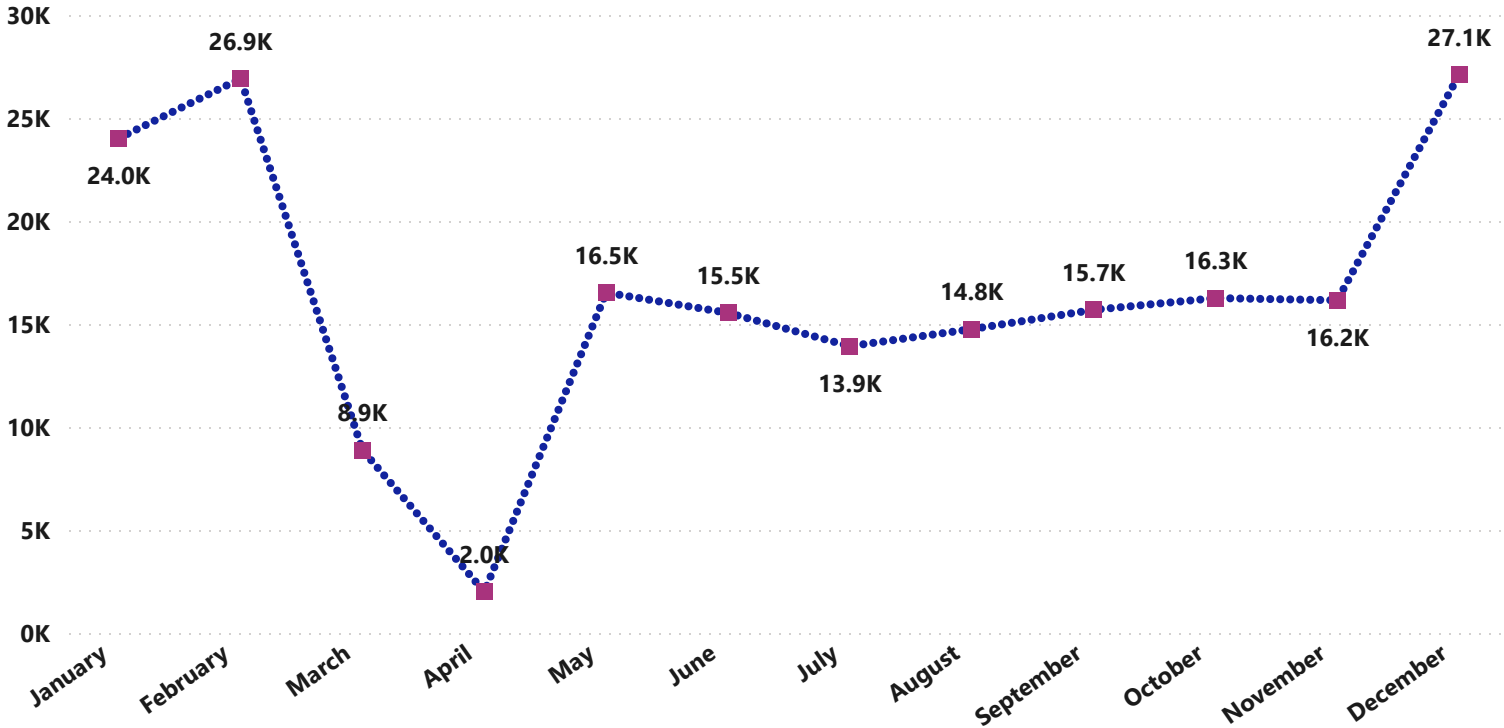
Year Wise Sales Value

Year	Total Sales
2016	69,46,793.54
2017	74,21,422.26
2018	1,27,88,960.65
2019	1,82,64,382.46
2020	92,94,632.13
2021	10,39,288.48
Total	5,57,55,479.52

Country Wise Quantity Sold



Order Quantity trend By Month Wise

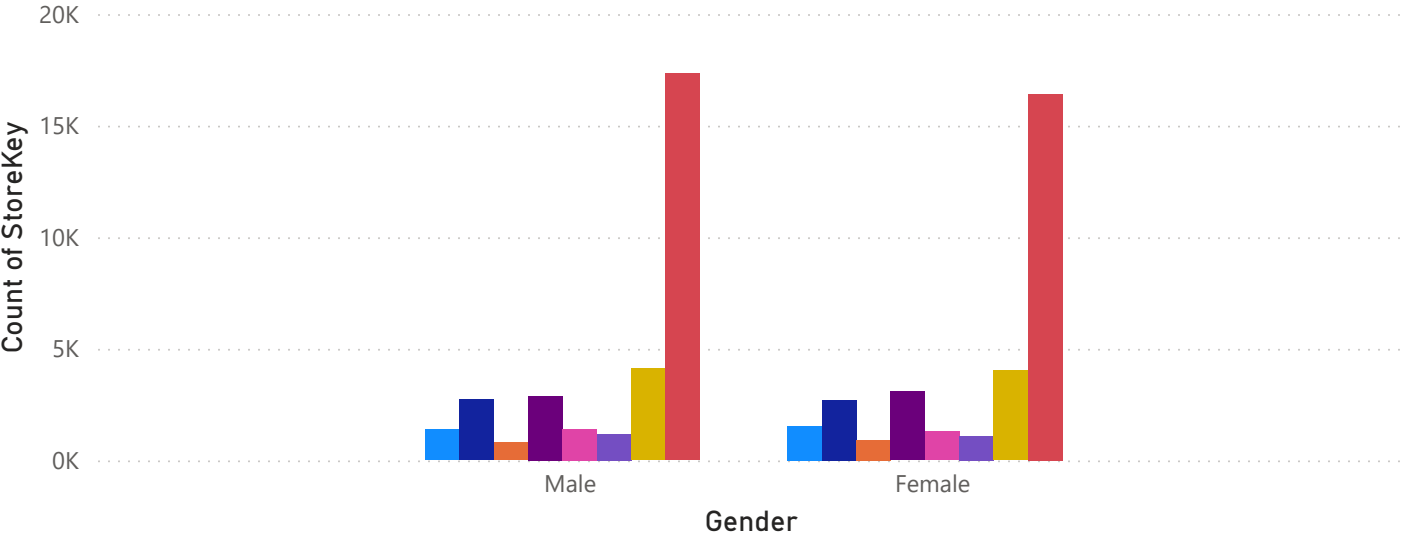


Quarterly Sales Value

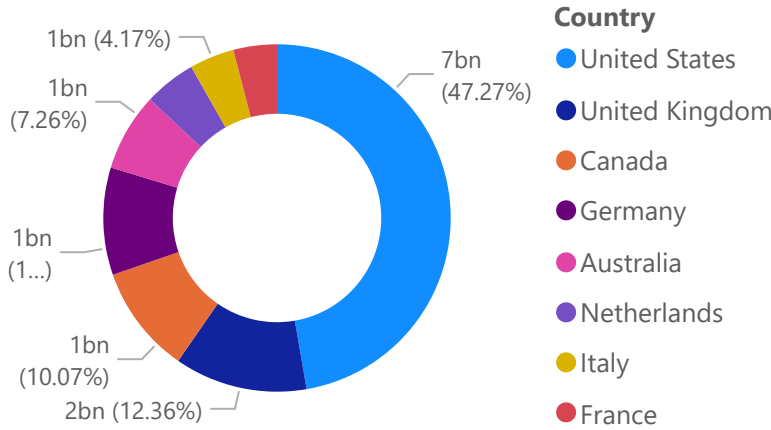
Year	Quarter	Total Sales
2016	Qtr 1	18,79,424.44
2016	Qtr 2	12,25,163.09
2016	Qtr 3	15,69,893.64
2016	Qtr 4	22,72,312.38
2017	Qtr 1	17,51,889.58
2017	Qtr 2	13,06,570.33
2017	Qtr 3	17,91,540.87
2017	Qtr 4	25,71,421.40
Total		5,57,55,479.52

Count of StoreKey by Gender and Country

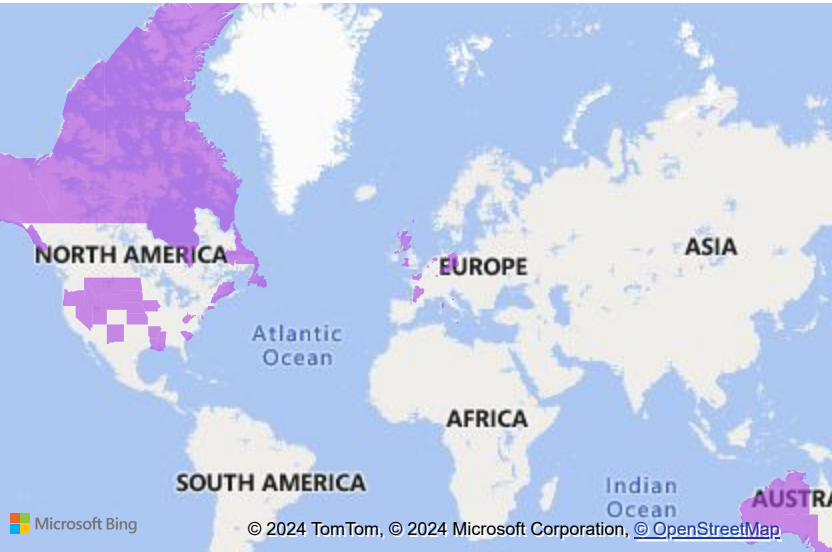
Country: Australia, Canada, France, Germany, Italy, Netherlands, United Kingdom, United States



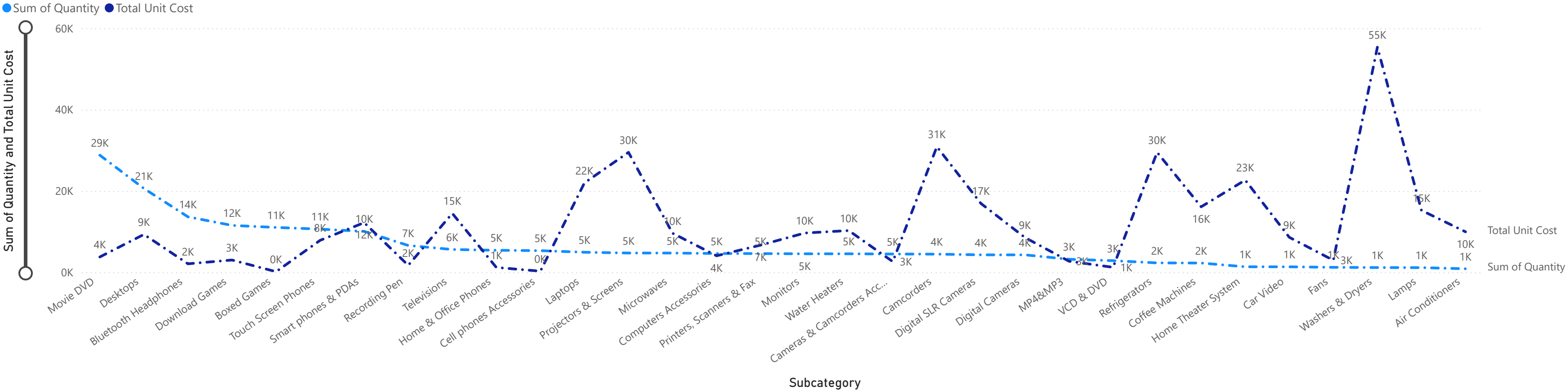
Country Wise Customers



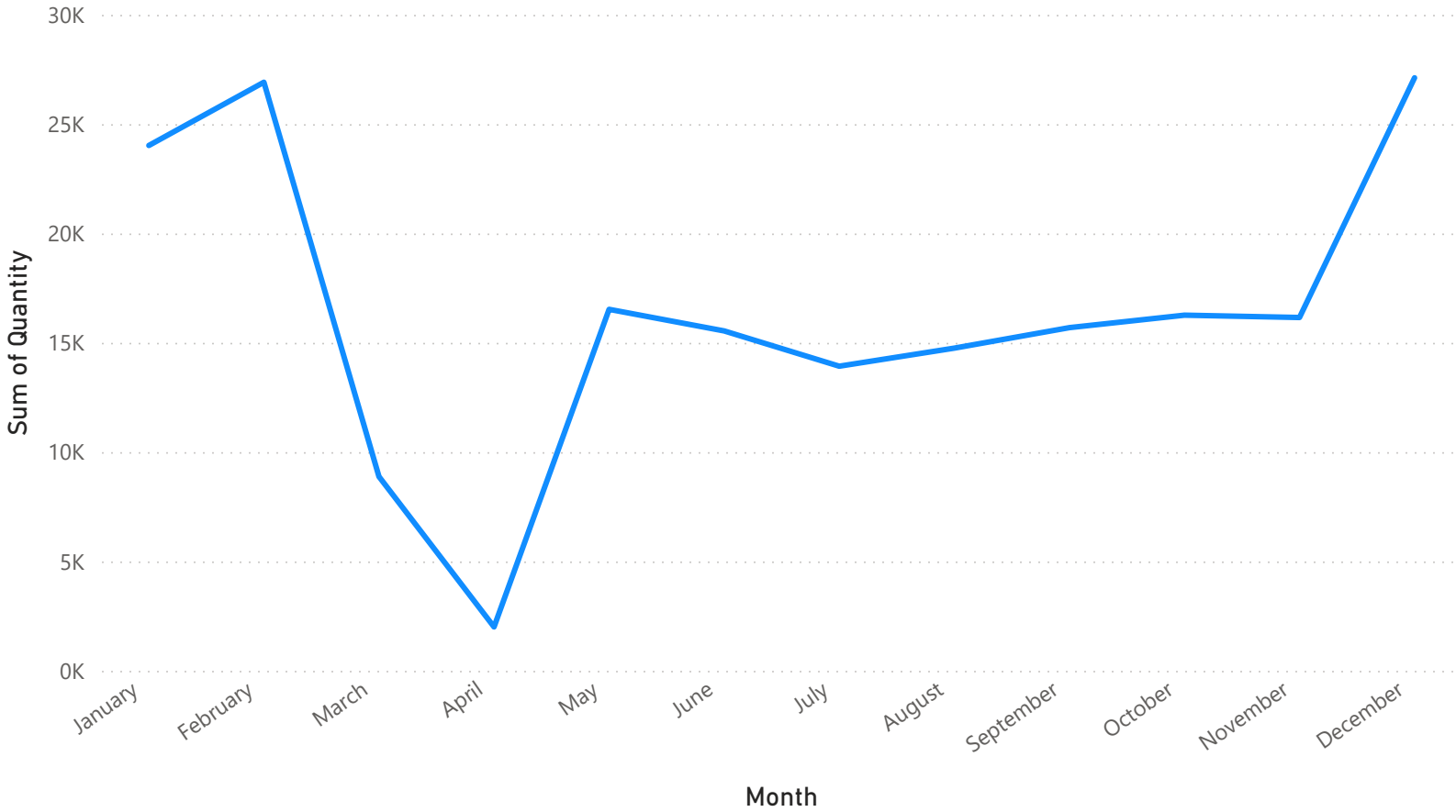
Stores



Products Vs Sales



Sales Quantity by Month



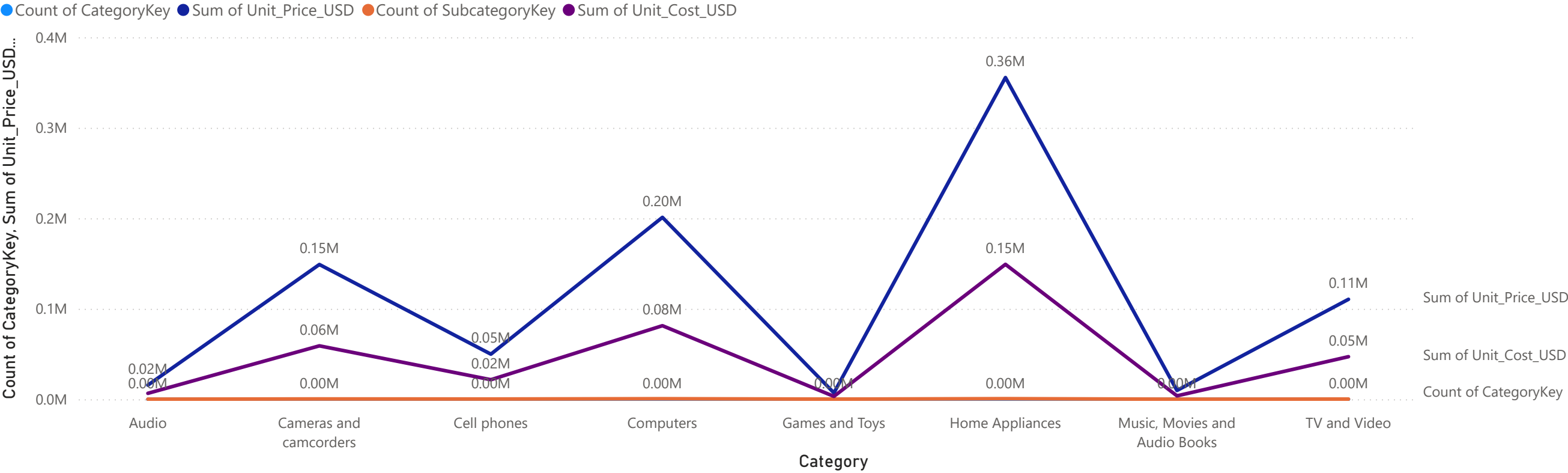
Sales Brand Wise Details

Year	Quarter	Month	Day	Sum of Quantity	Count of ProductKey	Brand	Subcategory
2016	Qtr 1	January	1	3	2	A. Datum	Digital SLR Cameras
2016	Qtr 1	January	1	4	1	Adventure Works	Desktops
2016	Qtr 1	January	1	23	8	Adventure Works	Televisions
2016	Qtr 1	January	1	8	2	Contoso	Cameras & Camcorders
2016	Qtr 1	January	1	12	3	Contoso	Digital SLR Cameras
2016	Qtr 1	January	1	12	4	Contoso	Movie DVD
2016	Qtr 1	January	1	15	3	Fabrikam	Camcorders
2016	Qtr 1	January	1	6	3	Tailspin Toys	Download Games
2016	Qtr 1	January	1	5	1	Wide World Importers	Projectors & Screens
2016	Qtr 1	January	2	4	2	A. Datum	Digital Cameras
2016	Qtr 1	January	2	3	2	Adventure Works	Lamps
2016	Qtr 1	January	2	16	7	Adventure Works	Televisions
2016	Qtr 1	January	2	8	2	Contoso	Movie DVD
2016	Qtr 1	January	2	1	1	Contoso	MP4&MP3
2016	Qtr 1	January	2	18	6	Fabrikam	Camcorders
2016	Qtr 1	January	2	7	2	Fabrikam	Digital SLR Cameras
2016	Qtr 1	January	2	8	2	Fabrikam	Microwaves
2016	Qtr 1	January	2	9	4	Litware	Fans
Total				197757	62884		

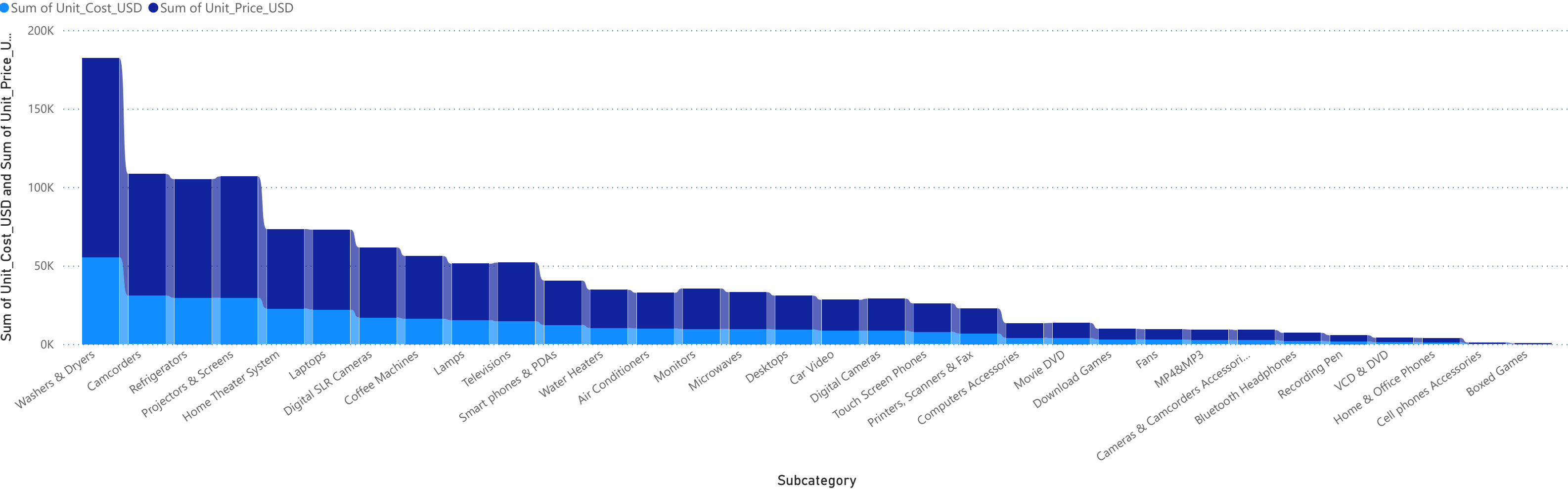
Sales Qty VS Value

Subcategory Year	Air Conditioners		Bluetooth Headphones		Boxed Games		Camcorders		Cameras & Camcorders Accessories		Car Video	
	Sum of Quantity	Total Sales	Sum of Quantity	Total Sales	Sum of Quantity	Total Sales	Sum of Quantity	Total Sales	Sum of Quantity	Total Sales	Sum of Quantity	Total Sa
☐ 2016	152	58,410.48	1388	1,38,208.46	805	6,739.28	621	4,59,031.00	665	59,672.21	263	1,08,30
☐ Qtr 1	49	16,971.51	319	32,724.65	269	2,140.73	244	1,93,370.00	221	19,364.20	85	40,52
☐ Qtr 2	21	11,397.79	283	27,825.01	153	1,295.17	140	78,547.00	111	12,420.25	47	16,55
☐ Qtr 3	25	10,233.75	300	31,689.29	174	1,552.01	119	97,115.00	170	13,640.45	65	23,99
☐ Qtr 4	57	19,807.43	486	45,969.51	209	1,751.37	118	89,999.00	163	14,247.31	66	27,23
☐ 2017	171	68,464.29	2069	2,06,374.93	779	6,543.85	516	4,15,631.00	450	34,648.88	170	76,81
☐ Qtr 1	39	18,807.61	465	46,528.45	178	1,529.20	160	1,31,964.00	120	11,433.15	77	32,88
☐ Qtr 2	24	6,865.76	360	38,169.45	67	497.32	65	58,794.00	78	6,734.74	25	14,34
☐ Qtr 3	56	21,523.44	490	44,493.26	197	1,570.54	105	84,518.00	98	7,812.08	26	10,86
☐ Qtr 4	52	21,267.48	754	77,183.77	337	2,946.79	186	1,40,355.00	154	8,668.91	42	18,72
☐ 2018	232	82,323.68	3445	3,49,658.17	2082	17,396.82	865	6,61,700.00	904	76,153.83	280	1,07,01
☐ Qtr 1	64	21,589.36	768	80,664.85	327	2,716.70	137	1,11,033.00	196	12,442.54	90	37,91
☐ Qtr 2	42	15,029.58	576	59,315.86	362	3,303.88	147	1,00,983.00	167	13,675.44	50	16,49
☐ Qtr 3	33	14,945.67	838	83,040.05	491	3,896.61	199	1,53,395.00	194	15,753.24	69	25,66
☐ Qtr 4	93	30,759.07	1263	1,26,637.40	902	7,479.63	382	2,96,289.00	347	34,282.61	71	26,94
☐ 2019	212	84,255.88	4607	4,68,717.18	4563	36,989.97	1588	11,37,509.00	1586	1,40,289.27	382	1,70,05
☐ Qtr 1	66	25,307.34	1243	1,27,681.42	1030	8,556.77	362	2,67,977.00	445	30,455.91	86	34,08
☐ Qtr 2	44	16,737.56	797	80,915.11	790	6,272.18	272	1,80,461.00	350	33,783.04	74	24,48
☐ Qtr 3	45	17,905.55	1309	1,35,400.24	1286	10,552.23	434	2,95,607.00	329	37,837.14	105	57,19
☐ Qtr 4	57	24,305.43	1258	1,24,720.40	1457	11,608.79	520	3,93,464.00	462	38,213.18	117	54,28
☐ 2020	103	35,284.97	1973	1,98,250.77	2596	22,441.53	798	6,18,898.00	842	61,336.84	241	1,14,22
☐ Qtr 1	61	19,639.39	1074	1,12,201.25	1349	11,650.08	433	3,50,239.00	444	33,792.59	149	71,41
☐ Qtr 2	13	5,121.87	408	42,264.58	465	4,092.05	189	1,40,202.00	194	15,533.31	22	7,08
☐ Qtr 3	14	6,707.86	285	26,707.10	406	3,524.12	83	58,537.00	99	6,675.67	55	29,55
☐ Qtr 4	15	3,815.85	206	17,077.84	376	3,175.28	93	69,920.00	105	5,335.27	15	6,16
☐ 2021	14	4,845.86	171	19,191.25	219	1,839.61	94	65,221.00	65	9,755.79	27	11,48
Total	884	3,33,585.15	13653	13,80,400.76	11044	91,951.06	4482	33,57,990.00	4512	3,81,856.82	1363	5,87,88

Sale Unit_Price_USD Vs Unit_Cost_USD by Category



Sum of Unit_Cost_USD and Sum of Unit_Price_USD by Subcategory



Sales Year

Year

2016

2017

2018

2019

2020

2021

Month

Month

☒ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

☐ September

☐ October

☐ November

☐ December

Profit Range

Year	Total Sales	Profit	Profit margin%
+ 2016	6,49,918.78	2,78,269.73	42.82%
+ 2017	6,70,114.80	2,98,465.75	44.54%
+ 2018	9,17,075.35	5,45,426.30	59.47%
+ 2019	19,40,899.57	15,69,250.52	80.85%
+ 2020	20,68,951.12	16,97,302.07	82.04%
+ 2021	5,13,021.58	1,41,372.53	27.56%
Total	67,59,981.19	63,88,332.14	94.50%

Subcategory	Brand	Total Qty	Sum of Unit_Cost_USD	Sum of Unit_Price_USD	Profit margin%
Desktops	Adventure Works	1267	5,140.29	11,766.30	99.23%
Desktops	Wide World Importers	1173	4,187.84	9,788.90	99.13%
Movie DVD	Contoso	1844	1,894.92	4,866.57	99.10%
Movie DVD	Southridge Video	1723	1,894.92	4,866.57	98.97%
Recording Pen	Wide World Importers	744	1,723.75	3,962.65	98.89%
Bluetooth Headphones	Wide World Importers	783	1,323.99	3,191.90	98.78%
Bluetooth Headphones	Northwind Traders	823	782.00	1,899.01	98.65%
Boxed Games	Tailspin Toys	804	87.20	201.00	98.65%
Boxed Games	Southridge Video	563	78.71	178.47	98.30%
Cell phones Accessories	Contoso	654	294.44	714.11	98.11%
Touch Screen Phones	The Phone Company	1092	6,557.88	15,198.00	97.99%
Water Heaters	Contoso	645	10,281.03	24,331.50	97.94%
Touch Screen Phones	Contoso	233	1,316.13	2,862.00	97.85%
VCD & DVD	Southridge Video	349	1,238.48	2,799.00	96.83%
Televisions	Adventure Works	704	14,506.26	37,435.22	96.78%
Smart phones & PDAs	The Phone Company	1256	12,230.73	28,301.00	96.52%
MP4&MP3	Contoso	481	2,737.43	6,572.53	96.23%
Download Games	Tailspin Toys	1330	3,035.25	6,680.86	96.02%
Laptops	Proseware	116	3,474.60	8,127.90	95.80%
Laptops	Adventure Works	231	8,171.72	19,235.75	94.98%
Monitors	Proseware	206	3,279.86	8,692.00	94.66%
Projectors & Screens	Proseware	191	9,962.16	26,001.00	94.46%
Laptops	Wide World Importers	116	4,226.42	10,125.90	94.37%
Cameras & Camcorders Accessories	Contoso	606	2,632.49	6,327.50	94.09%
Laptops	Fabrikam	211	6,126.08	13,450.15	93.99%
Camcorders	Fabrikam	657	30,894.30	77,510.00	93.92%
Digital SLR Cameras	Contoso	196	5,660.78	14,968.00	93.90%
Monitors	Adventure Works	148	3,278.80	8,774.00	93.64%
Home & Office Phones	Contoso	581	1,210.03	2,763.24	93.33%
Total		24018	3,71,649.05	8,98,141.44	94.50%