



Overall Revenue

\$142K

Current Year: \$47K \$9,915 ↑



Overall orders

8549

Current Year: 2844 614 ↑



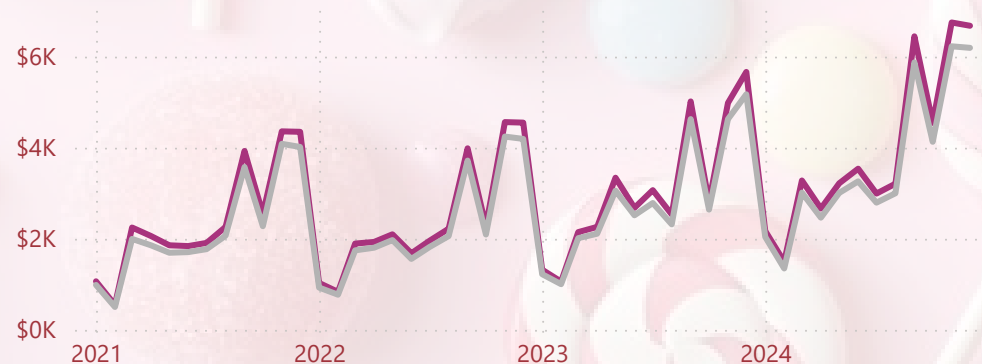
Overall Profit Margin

65.9%

Current Year: 65.9% -0.15%↓

### Total Revenue and Total Profit by Year

● Total Revenue ● Total Profit



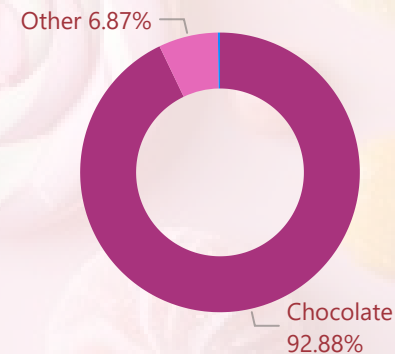
Division

Ship Mode

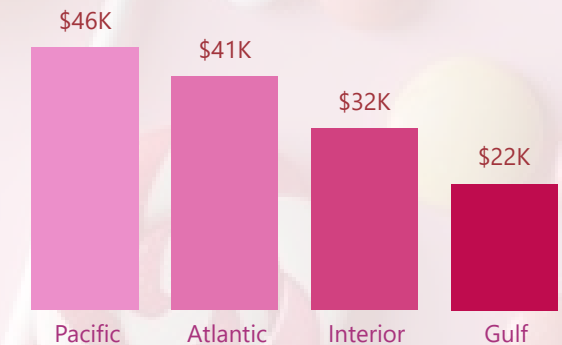
Region

Factory

### Total Revenue by Division



### Total Revenue by Region



Customer	Total Orders	Total Revenue	Profit Margin
115238	15	\$381	65.5%
129322	15	\$181	66.4%
131807	15	\$454	56.5%
119508	10	\$177	69.1%
139675	10	\$202	66.5%



Top Product

Wonka Bar - Triple  
Dazzle Caramel



Top Customer

131807



Top Region

Pacific



Top City

New York City



Chocolate

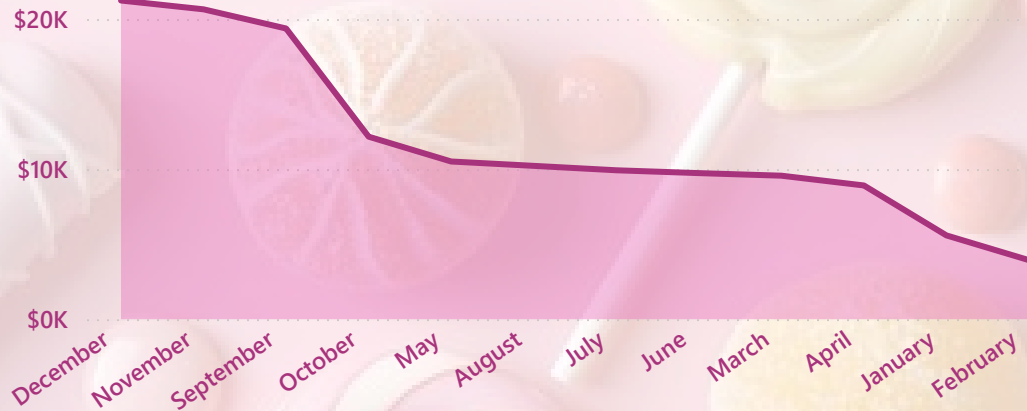
Other

Sugar

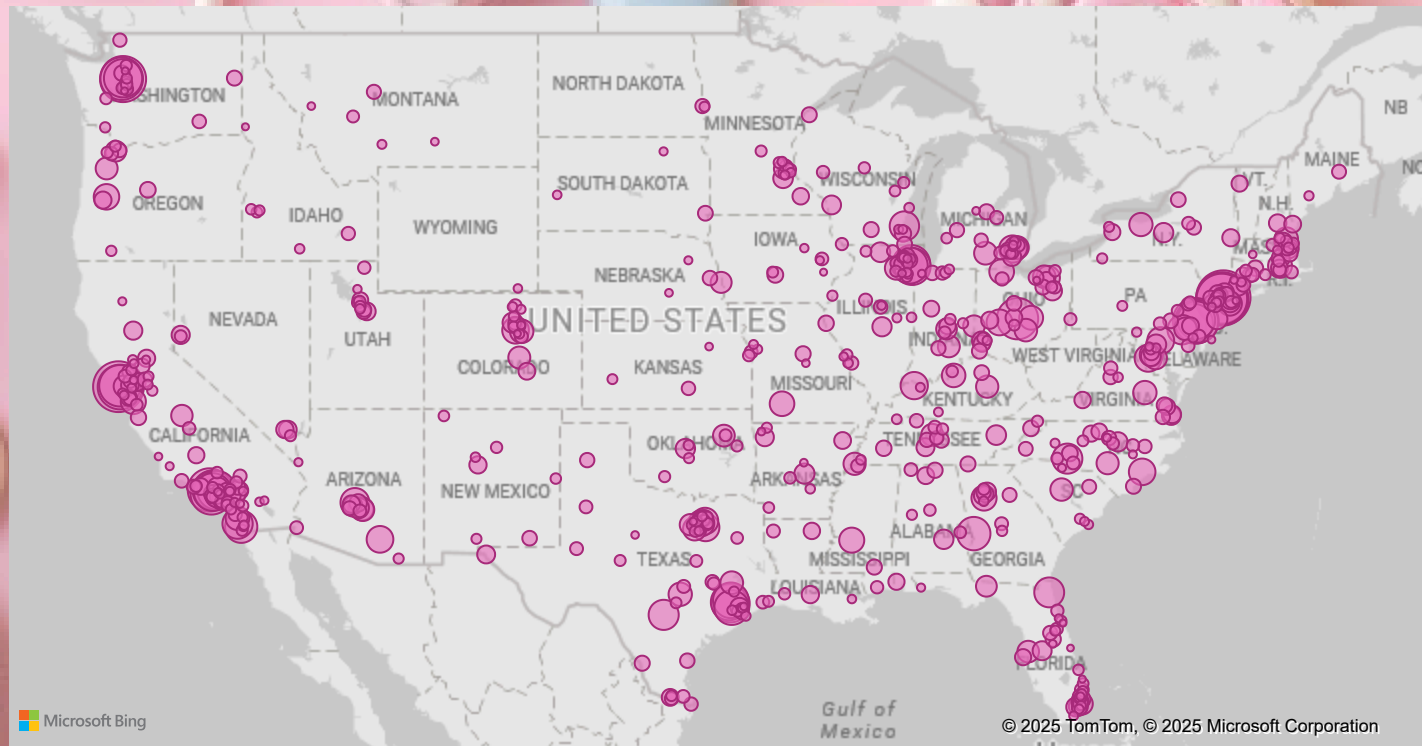
### Total Revenue against Target



### Total Revenue by Month



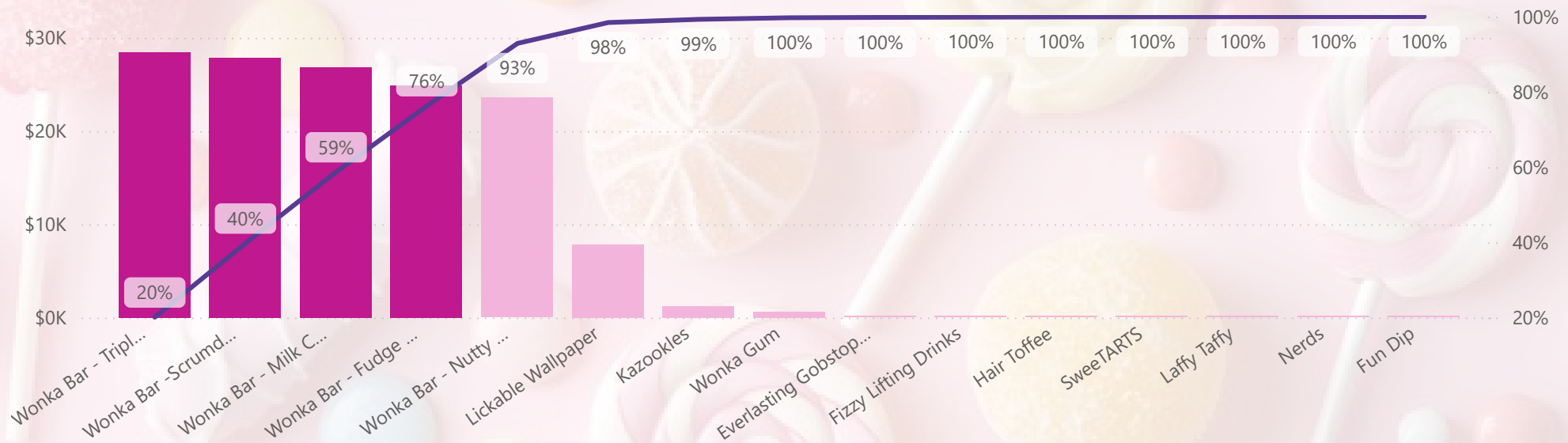
City	Total Revenue
New York City	\$12,515
Los Angeles	\$10,409
Philadelphia	\$7,416
San Francisco	\$7,019
Seattle	\$5,893
Houston	\$5,429
Chicago	\$4,264
Columbus	\$3,357
Springfield	\$2,375
San Diego	\$2,349
Dallas	\$1,948
Detroit	\$1,533
Jacksonville	\$1,498



Product Name	Total Revenue	Profit Margin
Wonka Bar - Triple Dazzle Caramel	\$28,485	65.3%
Wonka Bar - Scrumdiddlyumptious	\$27,875	69.4%
Wonka Bar - Milk Chocolate	\$26,868	64.9%
Wonka Bar - Fudge Mallows	\$24,890	66.7%
Wonka Bar - Nutty Crunch Surprise	\$23,575	71.3%
Lickable Wallpaper	\$7,860	50.0%
Kazookles	\$1,206	7.7%
Wonka Gum	\$598	52.0%
Everlasting Gobstopper	\$130	80.0%
Fizzy Lifting Drinks	\$79	60.0%
Hair Toffee	\$77	77.8%
SweeTARTS	\$62	46.7%
Laffy Taffy	\$54	62.3%
Nerds	\$15	46.7%
Fun Dip	\$12	40.0%



## Pareto Analysis of Product and Sales



Division	Total Revenue	Profit Margin	Product	Region
Chocolate	\$9,731	65.3%	Wonka Bar - Triple Dazzle Caramel	Pacific
Chocolate	\$8,885	69.4%	Wonka Bar - Scrumdiddlyumptious	Pacific
Chocolate	\$8,795	64.9%	Wonka Bar - Milk Chocolate	Pacific
Chocolate	\$8,456	69.4%	Wonka Bar - Scrumdiddlyumptious	Atlantic
Chocolate	\$8,024	66.7%	Wonka Bar - Fudge Mallows	Pacific
Chocolate	\$7,823	65.3%	Wonka Bar - Triple Dazzle Caramel	Atlantic
Chocolate	\$7,592	64.9%	Wonka Bar - Milk Chocolate	Atlantic
Chocolate	\$7,385	71.3%	Wonka Bar - Nutty Crunch Surprise	Pacific
Chocolate	\$7,229	66.7%	Wonka Bar - Fudge Mallows	Atlantic
Chocolate	\$6,481	71.3%	Wonka Bar - Nutty Crunch Surprise	Atlantic
Chocolate	\$6,345	65.3%	Wonka Bar - Triple Dazzle Caramel	Interior
Chocolate	\$6,203	69.4%	Wonka Bar - Scrumdiddlyumptious	Interior
Chocolate	\$6,074	64.9%	Wonka Bar - Milk Chocolate	Interior
Chocolate	\$5,912	71.3%	Wonka Bar - Nutty Crunch Surprise	Interior
Chocolate	\$5,742	66.7%	Wonka Bar - Fudge Mallows	Interior

## % MoM Sales and % MoM Orders by Month

