

# Sales Performance Report

2011

2013

2012

2014

Order Date

12/6/2011



12/5/2014



\$56.25M

Total Sales

\$32.45M

Total Profit

251K

Total Order Qty

1638

Total Products

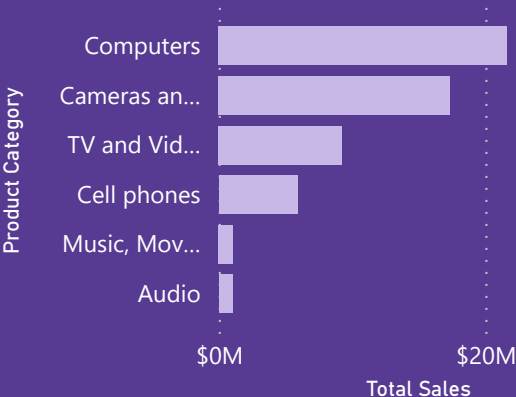
Product Category

- ☐ Audio
- ☐ Cameras and camcorders
- ☐ Cell phones
- ☐ Computers
- ☐ Music, Movies and Audi...
- ☐ TV and Video

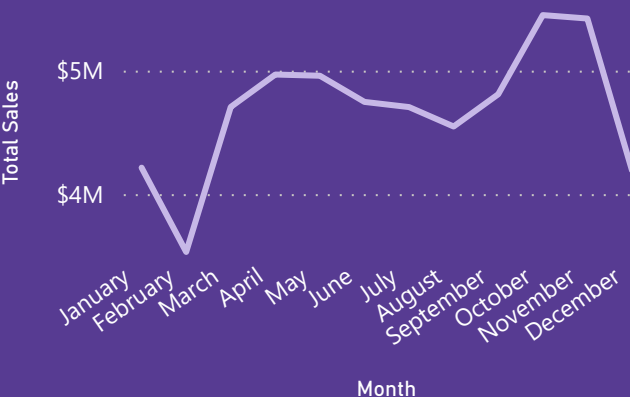
State

- ☐ Abia
- ☐ Adamawa
- ☐ Akwa Ibom
- ☐ Anambra
- ☐ Bauchi
- ☐ Bayelsa
- ☐ Benue
- ☐ Borno
- ☐ Cross River
- ☐ Delta

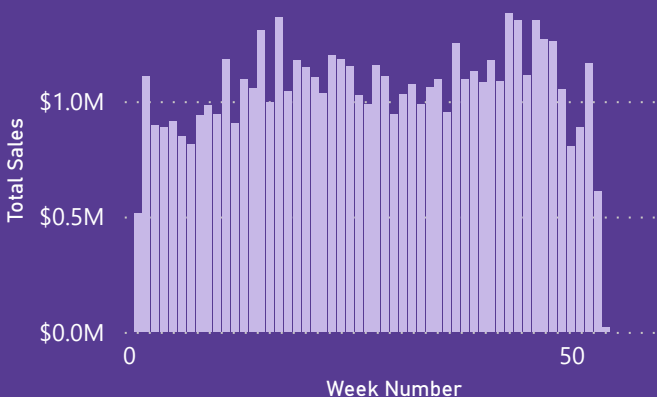
Total Sales by Product Category



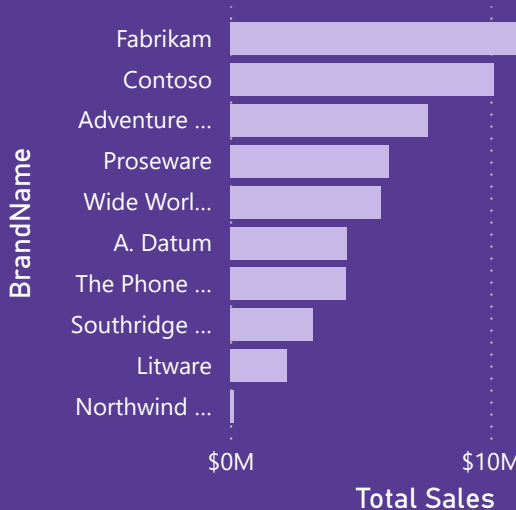
Total Sales by Month



Total Sales by Week Number



Total Sales by BrandName



Top 10 Products by Order Qty & Sales

ProductName	Total Order Qty	Total Sales
Contoso Original K1m Li-Ion Standard Battery E170 Black	2860	\$11,612
Contoso In-Line Coupler E180 White	4060	\$13,601
Contoso Rubberized Snap-On Cover Hard Case Cell Phone Protector E160 Pink	3280	\$15,547
Contoso Rubberized Snap-On Cover Hard Case Cell Phone Protector E160 Silver	4580	\$21,709
Contoso In-Line Coupler E180 Silver	6780	\$22,713
Contoso Touch Stylus Pen E150 Black	3060	\$30,569
Headphone Adapter for Contoso Phone E130 Silver	4680	\$46,753
Contoso Rubberized Skin BlackBerry E100 Silver	3560	\$53,364
Cigarette Lighter Adapter for Contoso Phones E110 Red	2900	\$72,471
Cigarette Lighter Adapter for Contoso Phones E110 White	3520	\$87,965

# Regional Sales Analysis

\$32.45M

Total Profit

251K

Total Order Qty

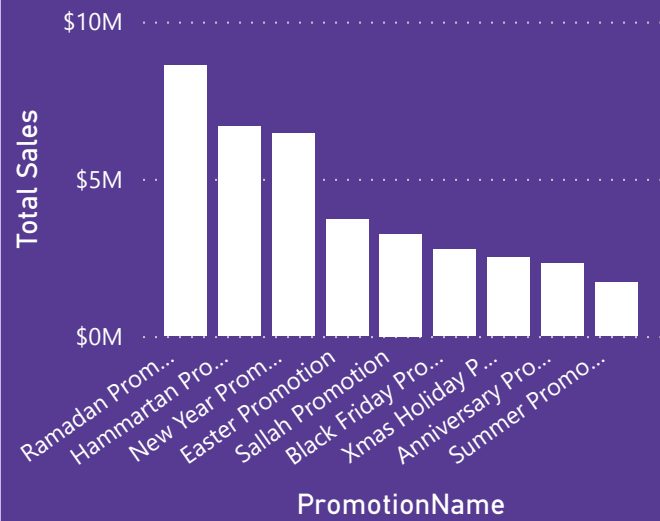
\$56.25M

Total Sales

1638

Total Products

Total Sales by PromotionName



Top 10 State by Sales

State	Total Sales
Kebbi	\$1,795,095
Imo	\$1,751,165
Abia	\$1,708,222
Kaduna	\$1,707,091
Kano	\$1,704,600
Adamawa	\$1,688,915
Plateau	\$1,688,371
Kwara	\$1,679,371
Lagos	\$1,659,892
Osun	\$1,631,646

Top 10 State by Profit

State	Total Profit
Imo	\$1,051,697
Abia	\$1,023,244
Kebbi	\$1,019,182
Adamawa	\$1,001,806
Kano	\$982,305
Kwara	\$981,793
Plateau	\$978,475
Kaduna	\$962,503
Oyo	\$939,637
FCT	\$934,694

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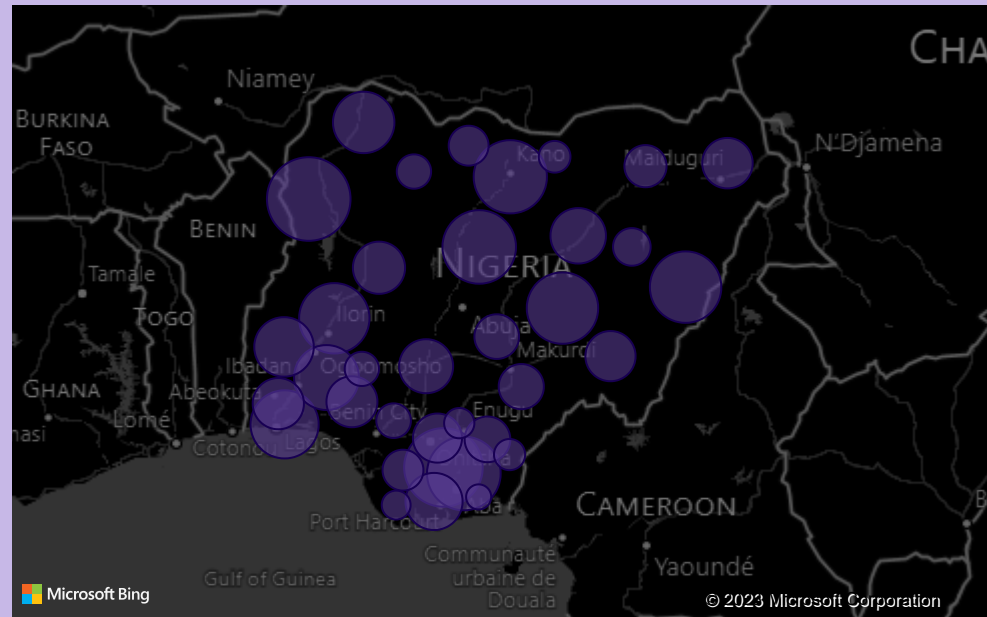
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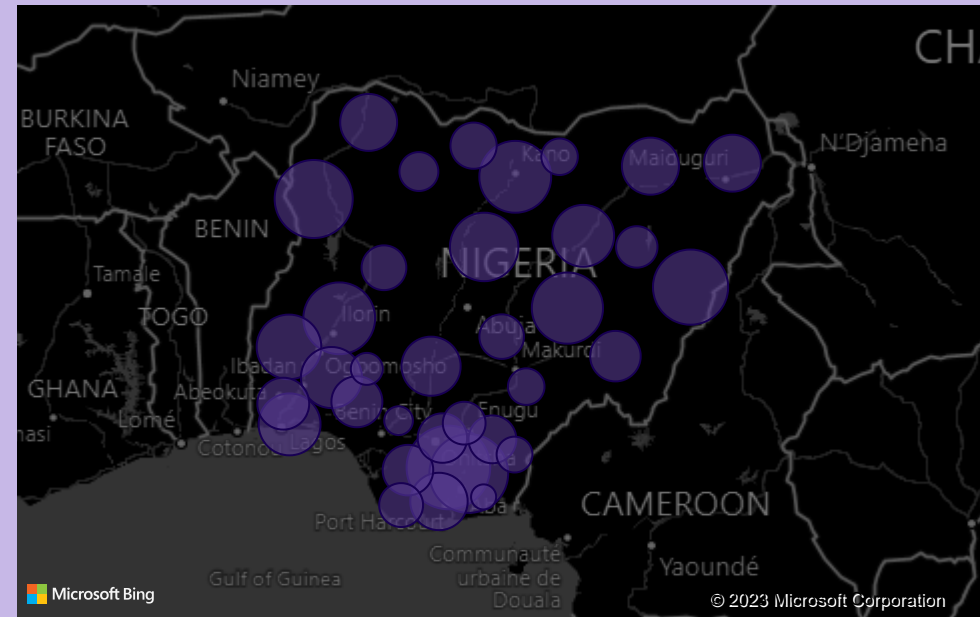
Product Category

- ☐ Audio
- ☐ Cameras and camcorders
- ☐ Cell phones
- ☐ Computers
- ☐ Music, Movies and Audi...
- ☐ TV and Video

Total Sales by State



Total Profit by State



BrandName

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