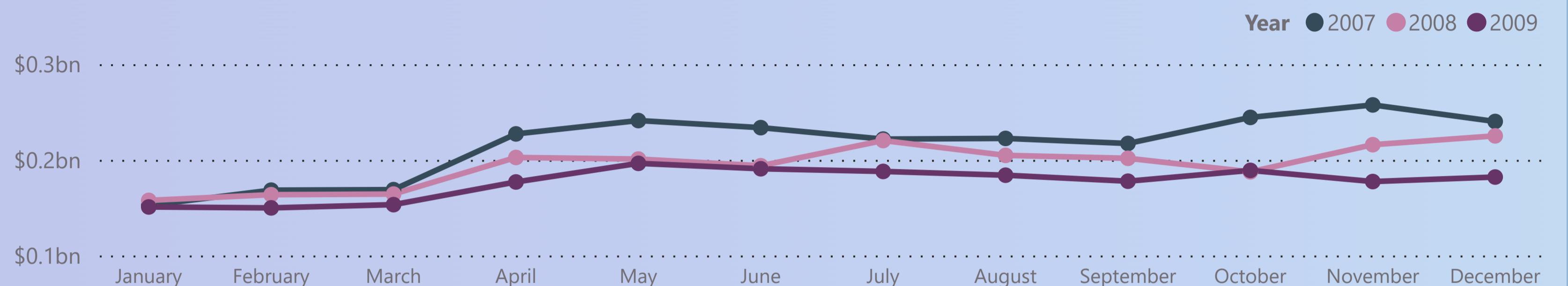




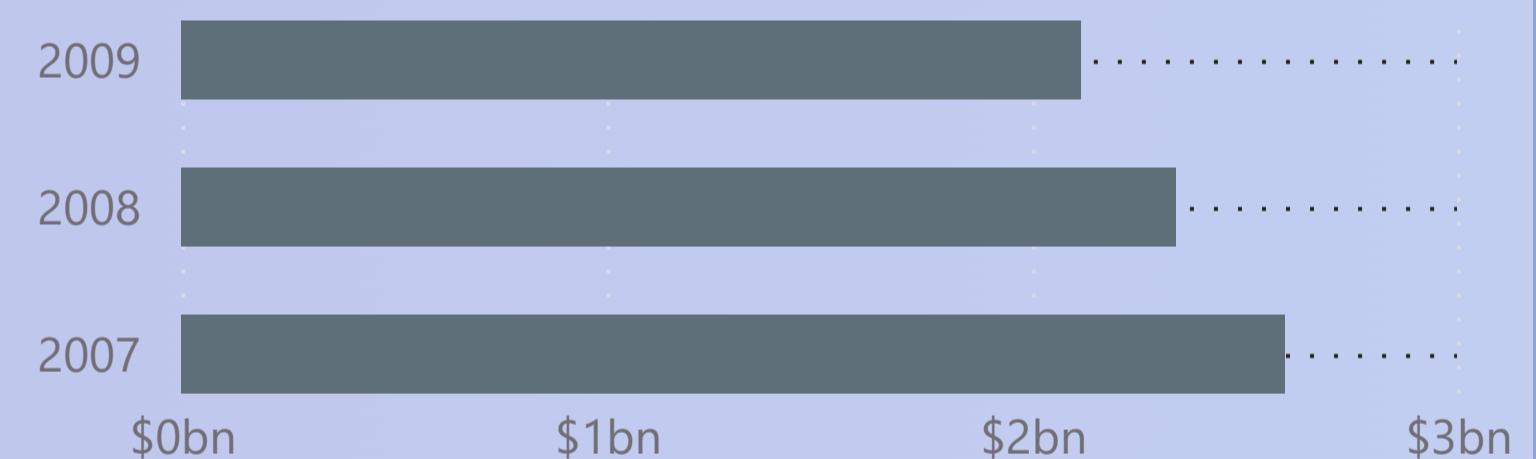
Total Profits by Month



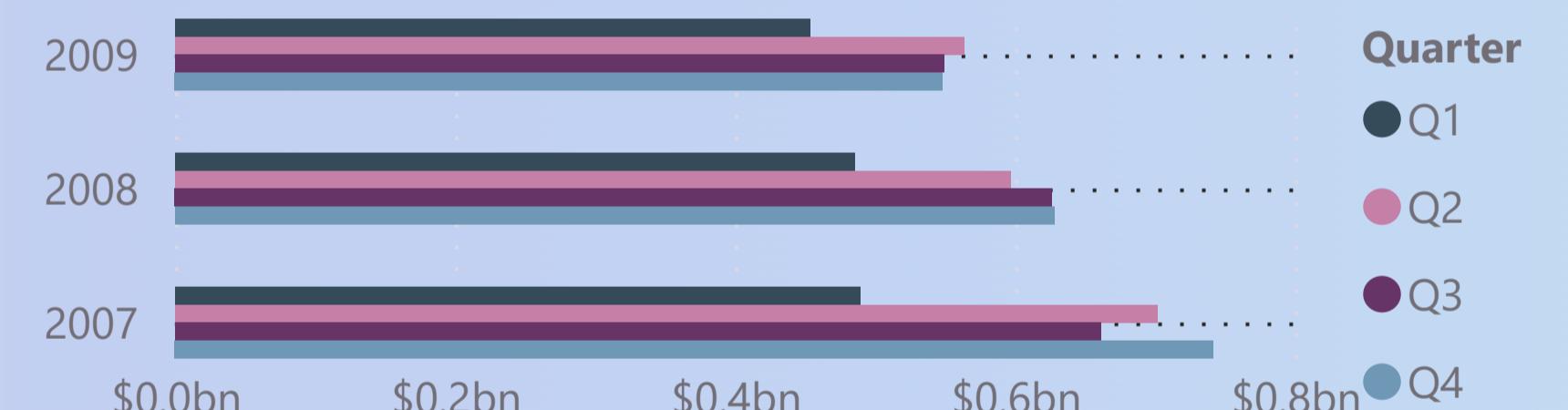
Top 5 Profitable Products

Product Name	Profits
Proseware Projector 1080p DLP86 White	\$34,622,150.34
Proseware Projector 1080p DLP86 Silver	\$34,342,760.16
Proseware Projector 1080p DLP86 Black	\$32,880,106.26
Contoso Projector 1080p X980 White	\$31,700,370.51
Proseware Projector 1080p LCD86 White	\$31,679,841.99
Total	\$7,048,761,007.1076

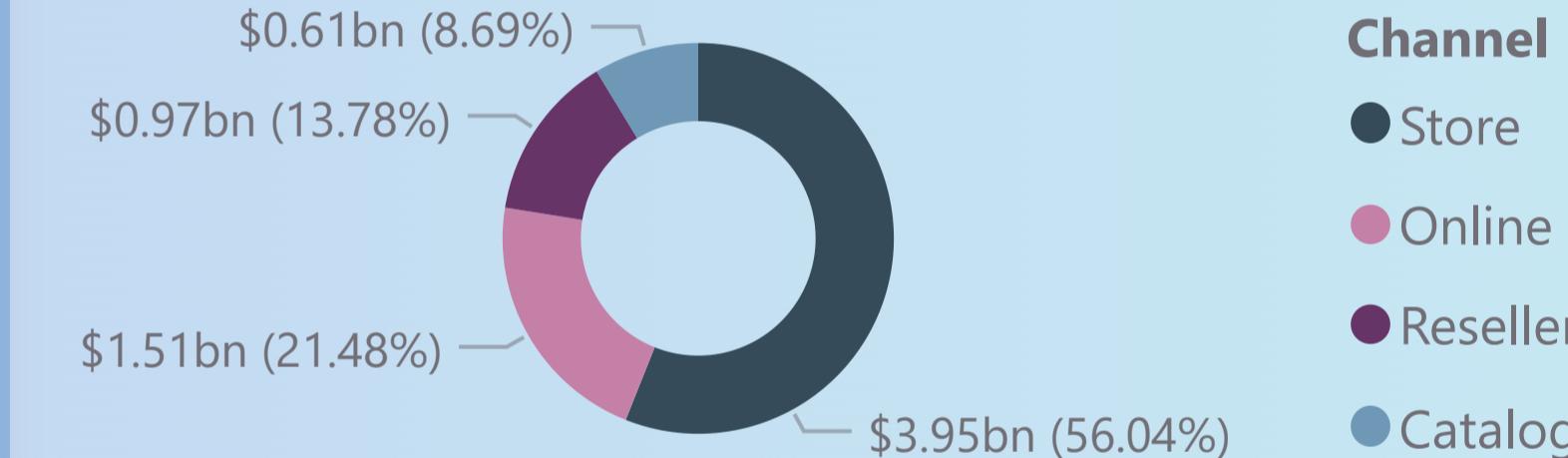
Total Profits by Year



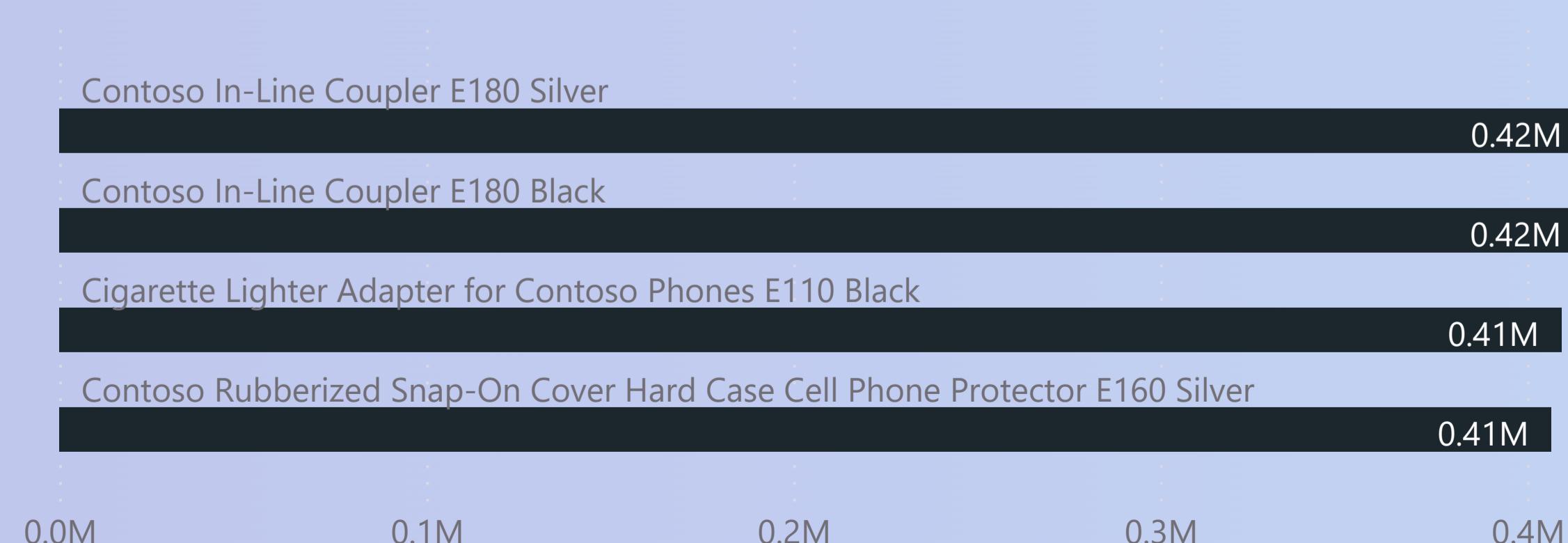
Total Profits by Quarter



Total Profits by Channel



10 Highest Selling Products by Quantity



10 Lowest Selling Products by Quantity





Best-selling and Worst-selling Product by Quantity

^ Year 2007

✓ Q1

✓ Q2

✓ Q3

✓ Q4

^ Year 2008

✓ Q1

✓ Q2

✓ Q3

✓ Q4

^ Year 2009

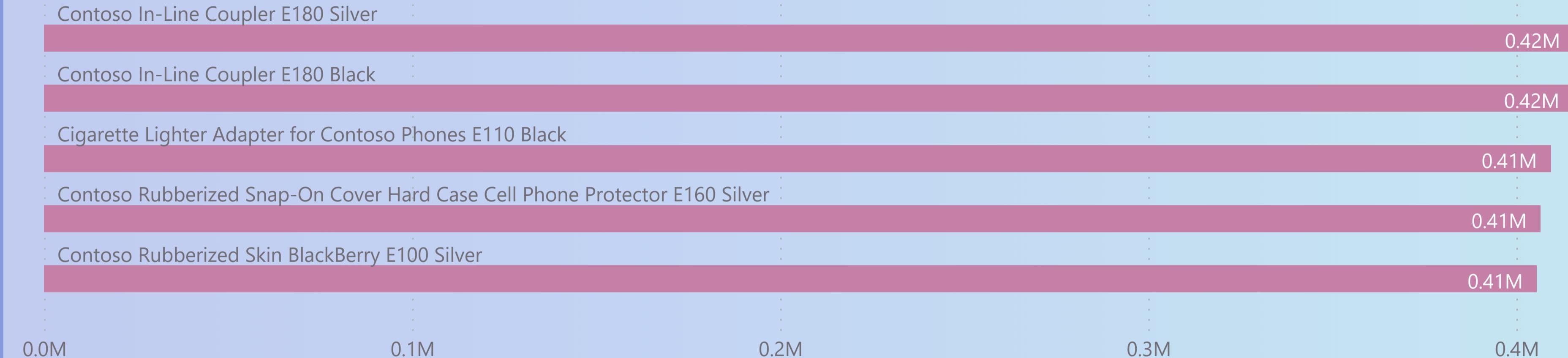
✓ Q1

✓ Q2

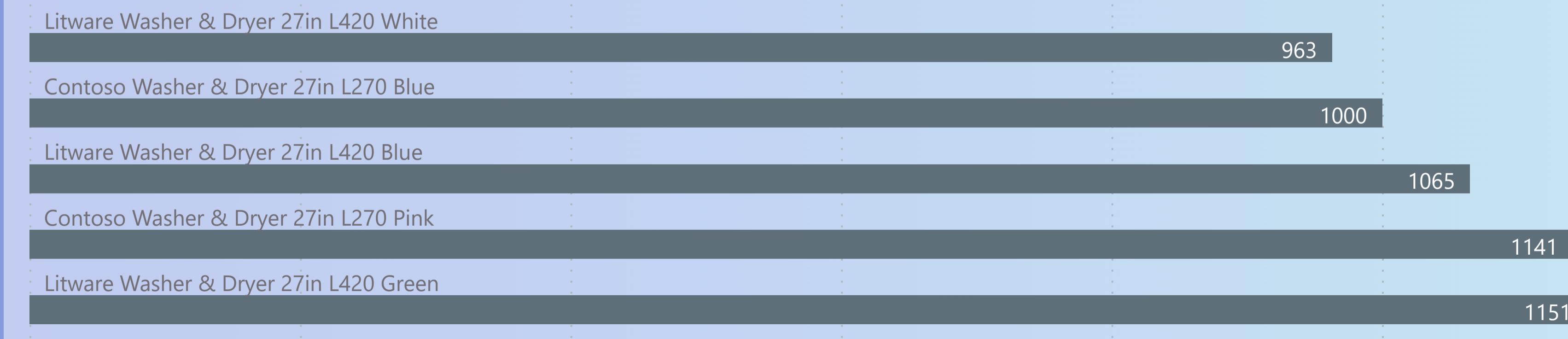
✓ Q3

✓ Q4

10 Highest Selling Products by Quantity



10 Lowest Selling Products by Quantity



0

200

400

600

800

1000

1200



Best-selling and Worst-selling Product by Total sales

^ Year 2007

✓ Q1

✓ Q2

✓ Q3

✓ Q4

^ Year 2008

✓ Q1

✓ Q2

✓ Q3

✓ Q4

^ Year 2009

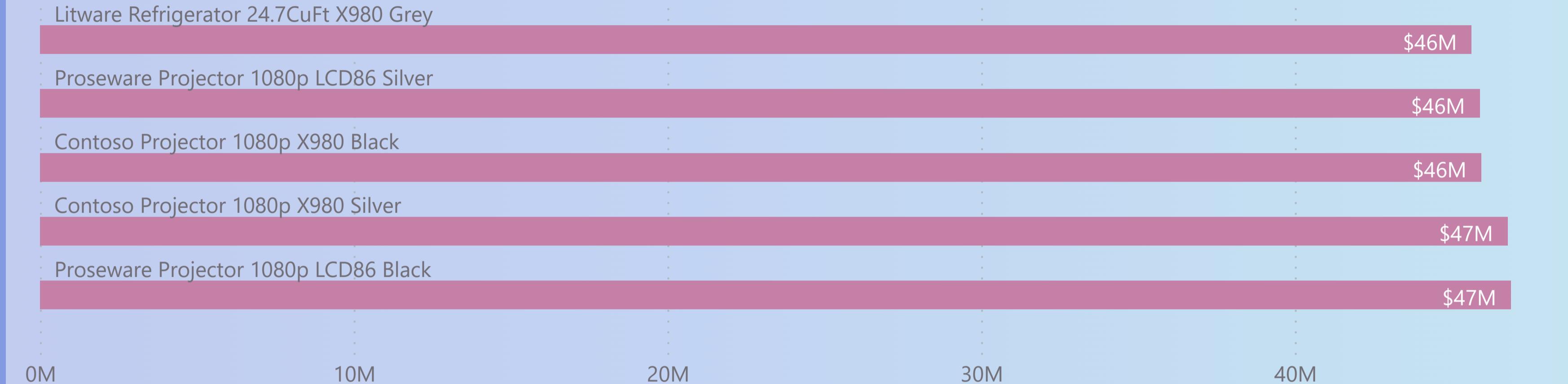
✓ Q1

✓ Q2

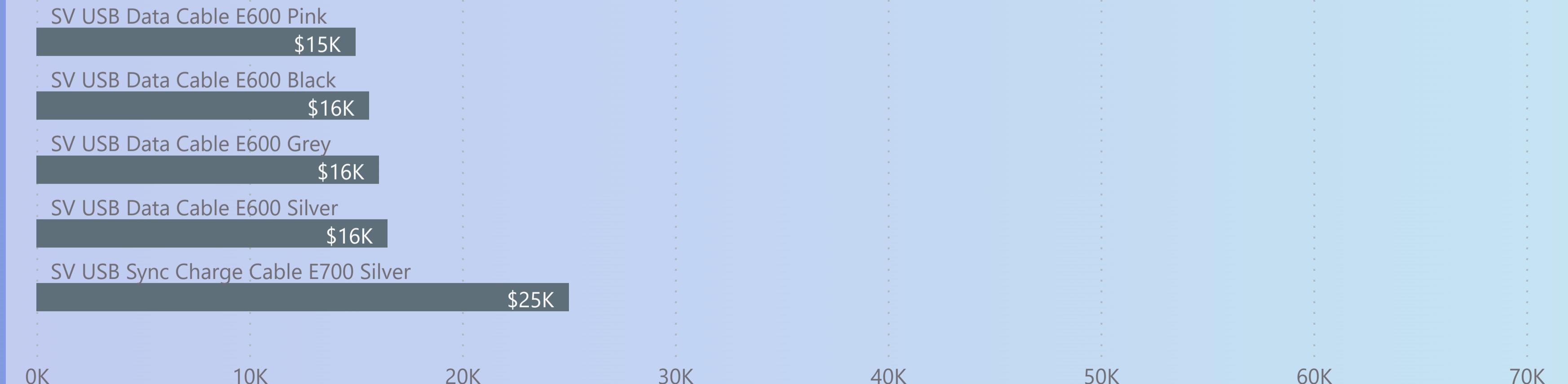
✓ Q3

✓ Q4

10 Highest Selling Products by Total Sales



10 Lowest Selling Products by Total Sales





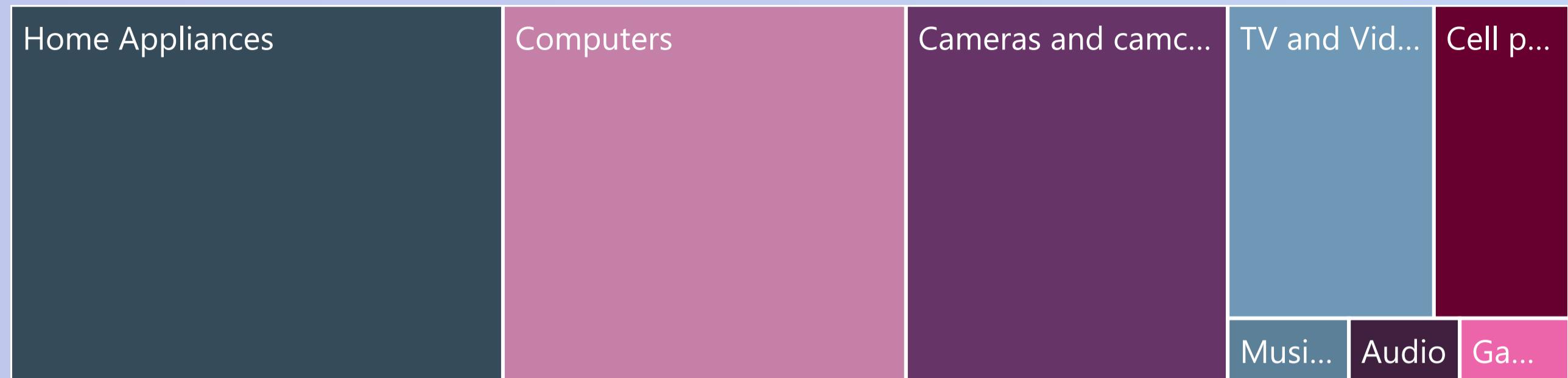
Most Profitable Product by Category

Year 2007

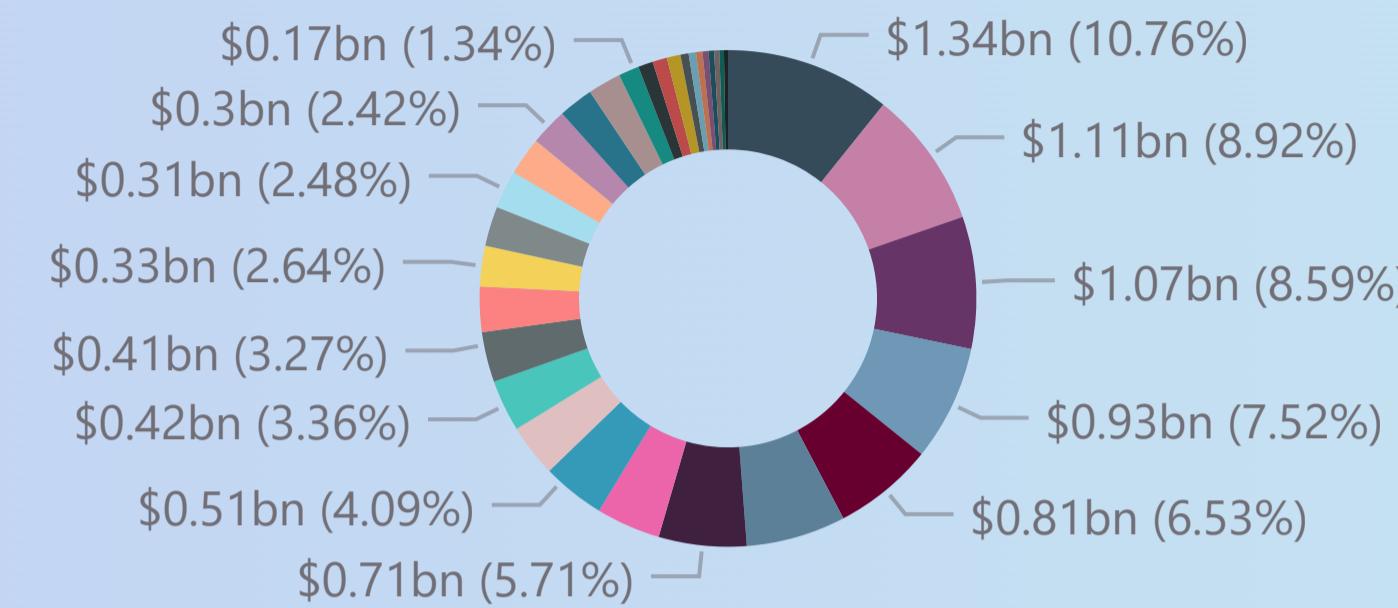
Year 2008

Year 2009

Category Name



Subcategory Name



- Product Subcategory Name
- Camcorders
 - Projectors & Screens
 - Washers & Dryers
 - Laptops

10 Most Profitable Product per Category

Category	Product Name	Total Sales	10 Highest Selling Product per Category
Projectors & Screens	Proseware Projector 1080p DLP86 White	\$51,901,056.27	\$34,622,150.34
Projectors & Screens	Proseware Projector 1080p DLP86 Silver	\$51,484,223.07	\$34,342,760.16
Projectors & Screens	Proseware Projector 1080p DLP86 Black	\$49,266,460.53	\$32,880,106.26
Projectors & Screens	Proseware Projector 1080p LCD86 White	\$47,504,870.55	\$31,679,841.99
Projectors & Screens	Contoso Projector 1080p X980 White	\$47,499,546.15	\$31,700,370.51
Projectors & Screens	Proseware Projector 1080p LCD86 Black	\$46,883,476.35	\$31,282,759.89
Projectors & Screens	Contoso Projector 1080p X980 Silver	\$46,779,948.9	\$31,214,209.92
Projectors & Screens	Contoso Projector 1080p X980 Black	\$45,935,343	\$30,645,621.96
Projectors & Screens	Proseware Projector 1080p LCD86 Silver	\$45,886,757.85	\$30,625,170.87
Refrigerators	Litware Refrigerator 24.7CuFt X980 Grey	\$45,628,529.4104	\$30,401,649.7704
Refrigerators	Litware Refrigerator 24.7CuFt X980 Brown	\$44,321,045.4963	\$29,514,012.9763
Refrigerators	Litware Refrigerator 24.7CuFt X980 Blue	\$43,627,159.6647	\$29,055,495.9847
Refrigerators	Litware Refrigerator 24.7CuFt X980 Silver	\$43,479,928.1248	\$28,965,516.3248
Refrigerators	Litware Refrigerator 24.7CuFt X980 White	\$41,716,509.6355	\$27,758,713.3355
Refrigerators	Litware Refrigerator 24.7CuFt X980 Green	\$40,829,760.4066	\$27,210,174.2866
Total		\$12,413,657,608.8876	\$319,394,641.6704



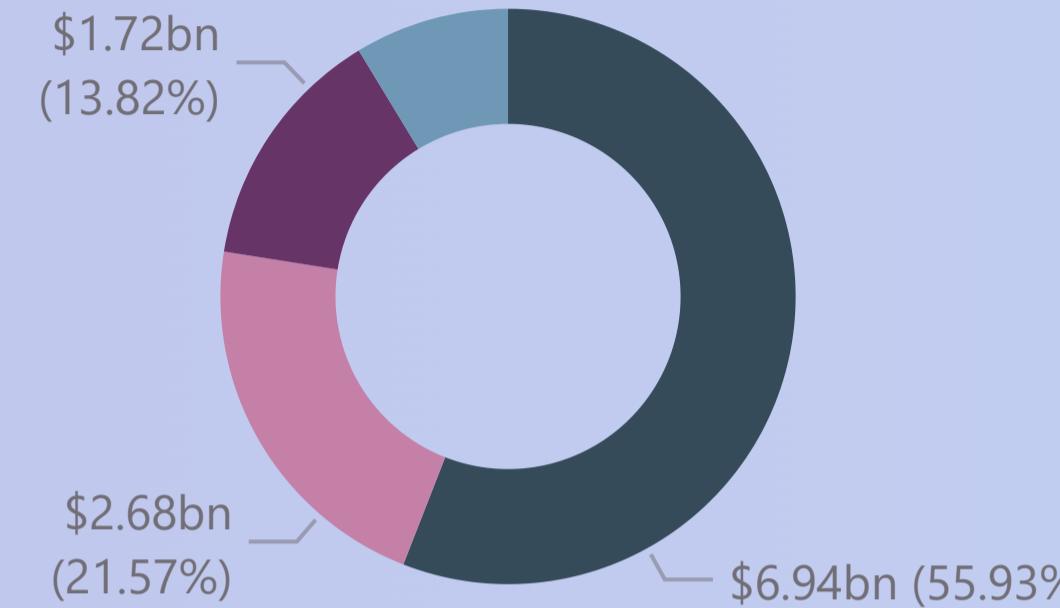
Most Profitable Product by Channel

Year 2007

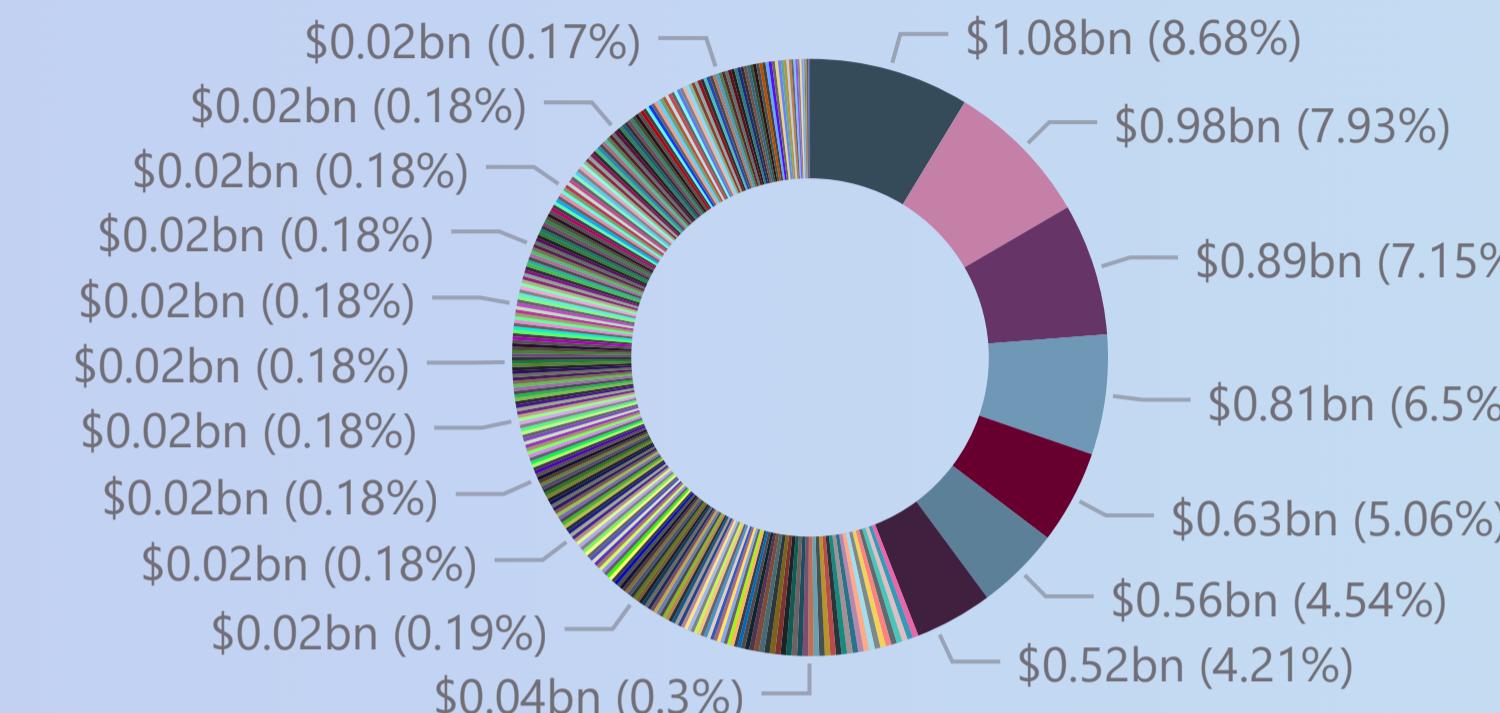
Year 2008

Year 2009

Total Profit by Channel



Total Profit by Store



10 Most Profitable Product

Channel Name	Product Name		10 Most Profitable Product per channel / Store	
Store	Proseware Projector 1080p DLP86 Silver			\$21,118,774.23
Store	Proseware Projector 1080p DLP86 White			\$20,869,150.92
Store	Proseware Projector 1080p DLP86 Black			\$20,504,520.27
Store	Contoso Projector 1080p X980 Silver			\$18,750,298.14
Store	Proseware Projector 1080p LCD86 Black			\$18,712,683.09
Store	Contoso Projector 1080p X980 White			\$18,354,002.01
Store	Proseware Projector 1080p LCD86 White			\$18,170,940.57
Store	Contoso Projector 1080p X980 Black			\$18,073,405.59
Store	Litware Refrigerator 24.7CuFt X980 Grey			\$17,807,020.0754
Store	Proseware Projector 1080p LCD86 Silver			\$17,654,794.65
Online	Contoso Projector 1080p X980 White			\$6,521,516.25
Online	NT Washer & Dryer 27in L2700 Green			\$6,510,603.09
Online	Proseware Projector 1080p DLP86 White			\$6,325,795.83
Online	Litware Refrigerator 24.7CuFt X980 Brown			\$6,309,500,7996
Total				\$319,394,641.6704



Profit Margin Analysis

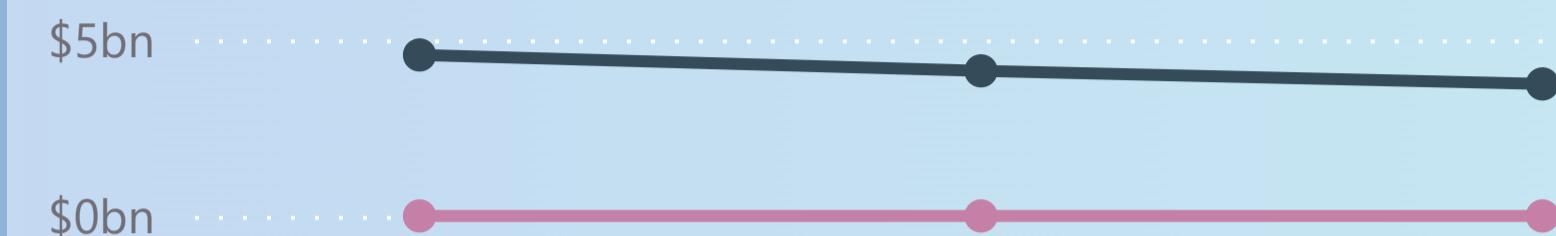
Year 2007

Year 2008

Year 2009

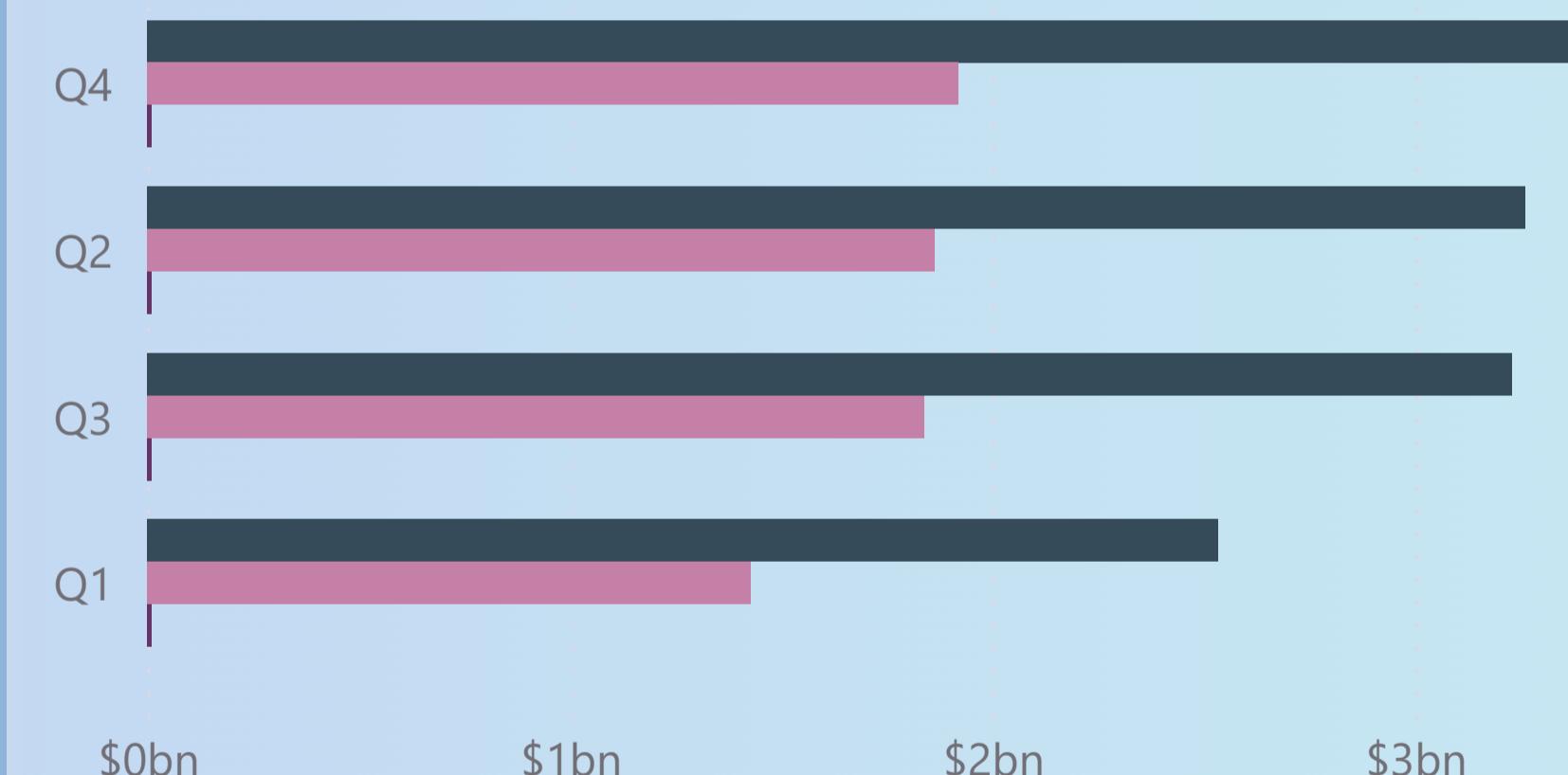
Fiscal Year	Total Sales	Total Costs	Total Profits	Profit Margins
Fiscal Year 2007	\$4,561,940,955.0212	\$1,966,906,968.81	\$2,595,033,986.2112	56.88%
Fiscal Year 2008	\$4,111,233,534.6841	\$1,773,348,839.62	\$2,337,884,695.0641	56.87%
Fiscal Year 2009	\$3,740,483,119.1823	\$1,624,640,793.35	\$2,115,842,325.8323	56.57%
Total	\$12,413,657,608.8876	\$5,364,896,601.78	\$7,048,761,007.1076	56.78%

Total Sales and Profit Margins by Fiscal Year

● Total Sales ● Profit Margins


Calendar Year Label	Calendar Quarter Label	Total Sales	Total Costs	Total Profits	Profit Margins
Year 2007	Q1	\$868,538,158.485	\$378,872,771.75	\$489,665,386.735	56.38%
Year 2007	Q2	\$1,233,387,004.9386	\$531,410,121.81	\$701,976,883.1286	56.91%
Year 2007	Q3	\$1,157,191,798.945	\$495,830,924.5	\$661,360,874.445	57.15%
Year 2007	Q4	\$1,302,823,992.6526	\$560,793,150.75	\$742,030,841.9026	56.96%
Year 2008	Q1	\$858,374,001.5203	\$372,868,434.06	\$485,505,567.4603	56.56%
Year 2008	Q2	\$1,045,368,950.7799	\$448,120,042.92	\$597,248,907.8599	57.13%
Year 2008	Q3	\$1,099,384,328.059	\$472,746,072.19	\$626,638,255.869	57.00%
Year 2008	Q4	\$1,108,106,254.3249	\$479,614,290.45	\$628,491,963.8749	56.72%
Year 2009	Q1	\$806,542,979.1383	\$352,758,523.96	\$453,784,455.1783	56.26%
Year 2009	Q2	\$982,018,016.3377	\$418,011,183.03	\$564,006,833.3077	57.43%
Year 2009	Q3	\$972,185,118.5492	\$422,562,917.24	\$549,622,201.3092	56.53%
Total		\$12,413,657,608.8876	\$5,364,896,601.78	\$7,048,761,007.1076	56.78%

Total Sales, Total Profits and Profit Margins by Fiscal Quarter

● Total Sales ● Total Profits ● Profit Margins


Total Sales, Total Profits and Profit Margins by Month

● Total Sales ● Total Profits ● Profit Margins
