

Sales Performance Overview

Total Sales 2017

733.22K

Overall Sales 2.30M

Total Profit 2017

93.44K

Overall Profit 286.40K

12.47%

Profit Margin

1,525

Total Products 2017

Currency

☐ EUR

☐ GBP

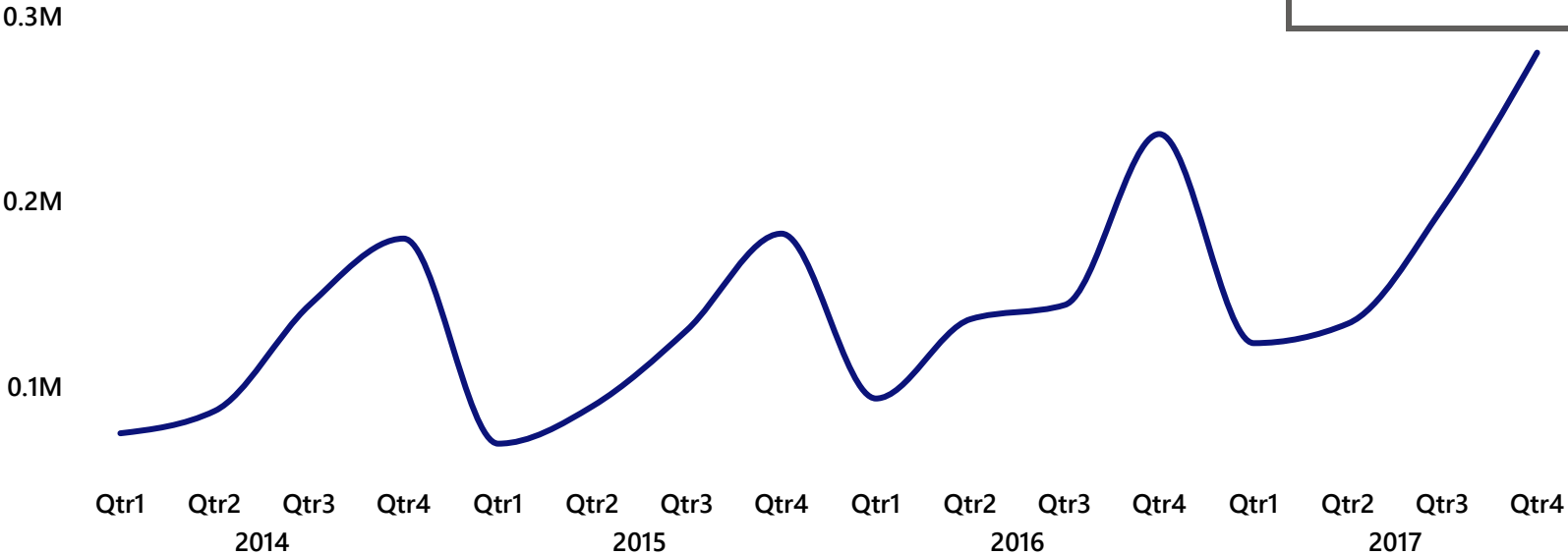
☐ INR

☒ USD



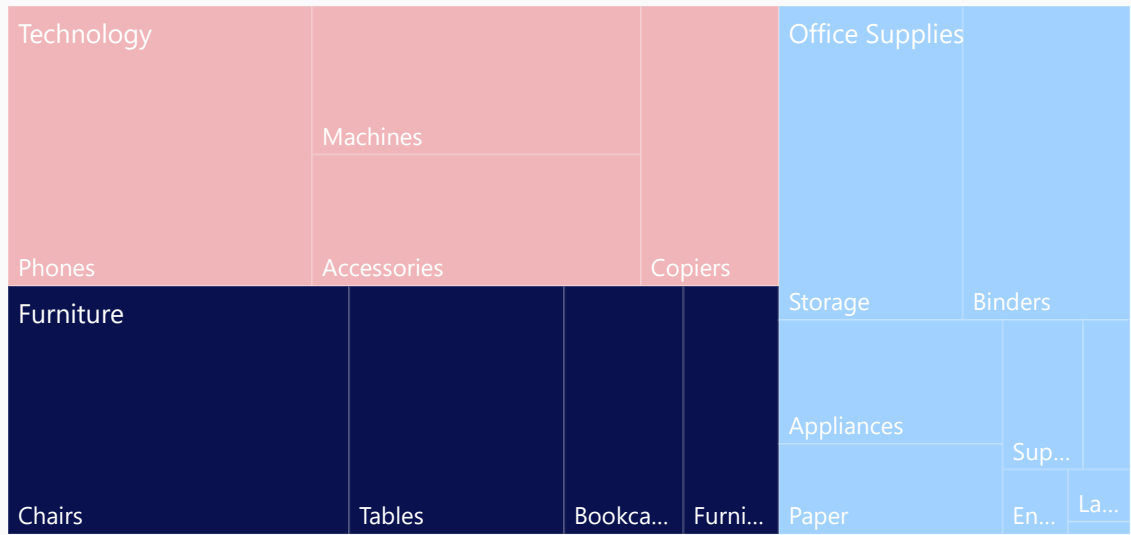
14.83%
CAGR

Overall Sales by Year and Quarter

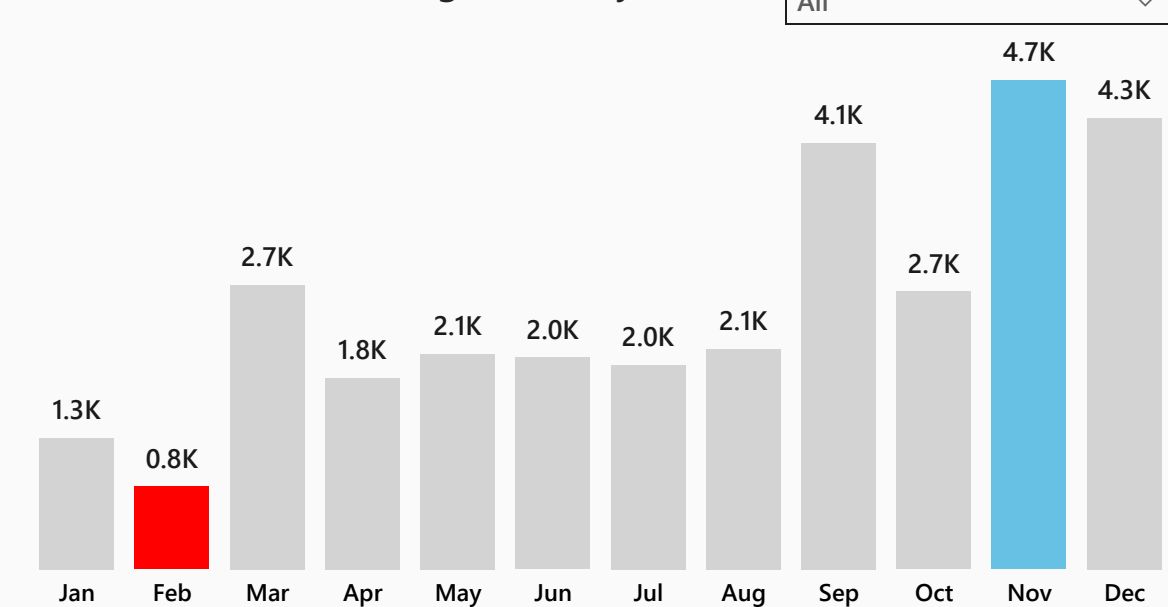


Regional and Product Report

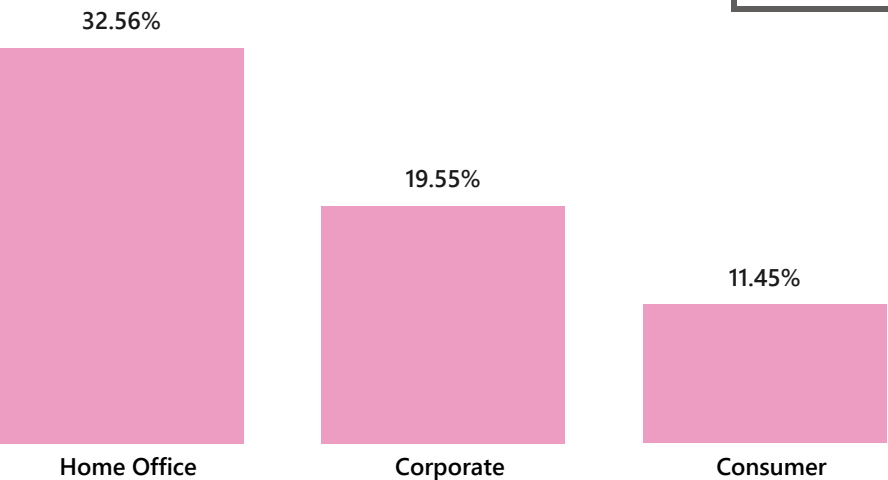
Overall Sales by Category and Sub-Category



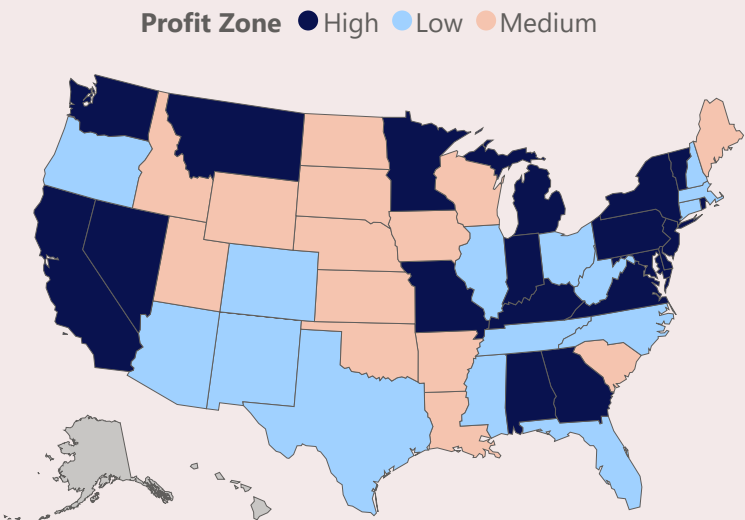
Best and Worst Performing Month by Sales



Return Rate by Segment



High, Medium and Low-Profit Zones Across the US



Customer and Discount Report

Customer Name	CLV	AOV	Purchase Frequency	Customer Lifespan	Customer Tier	%Profit Contri
Tamara Chand	508.06	50.81	5.00	2	Medium	3.14%
Raymond Buch	201.56	33.59	6.00	1	Low	2.44%
Sanjit Chand	565.69	20.95	9.00	3	Medium	2.01%
Hunter Lopez	514.93	28.61	6.00	3	Medium	1.96%
Adrian Barton	578.94	19.30	10.00	3	Medium	1.90%
Tom Ashbrook	583.82	48.65	4.00	3	Medium	1.64%
Christopher Martinez	238.77	29.85	4.00	2	Low	1.36%
Keith Dawkins	327.25	9.09	12.00	3	Low	1.06%
Andy Reiter	264.34	14.69	6.00	3	Low	1.01%
Daniel Raglin	334.03	13.92	8.00	3	Low	1.00%
Tom Boeckenhauer	365.36	17.40	7.00	3	Low	0.98%
Nathan Mautz	258.37	12.30	7.00	3	Low	0.96%
Sanjit Engle	488.38	14.80	11.00	3	Low	0.93%
Bill Shonely	280.04	28.00	5.00	2	Low	0.91%
Harry Marie	329.47	10.98	10.00	3	Low	0.85%
Todd Sumrall	475.67	26.43	6.00	3	Low	0.83%
Brian Moss	291.77	8.84	11.00	3	Low	0.77%
Christopher Conant	161.72	32.34	5.00	1	Low	0.76%

