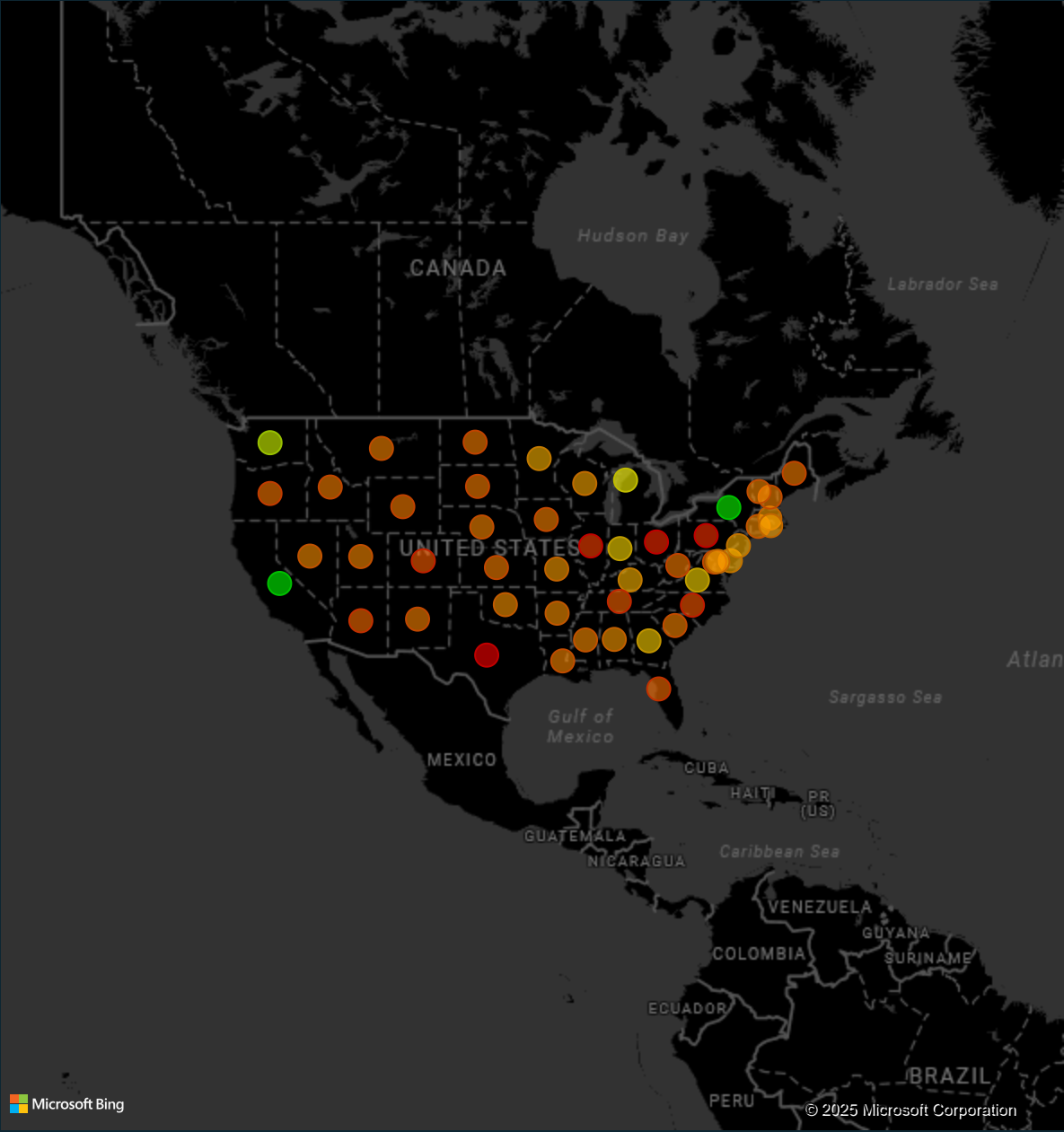




Retail Performance & Profitability Dashboard

Which Regions Are Driving Profit — and Which Are Falling Behind?

Sales Vs Profit By State



2.30M

Sum of Sales

12.47%

Profit Margin

15.62%

Discount %

Regional Performance

West

108K

East

92K

South

47K

Central

40K

Top 10 State's With good Profit

California

76K

New York

74K

Washington

33K

Michigan

24K

Virginia

19K

Indiana

18K

Georgia

16K

Kentucky

11K

Minnesota

11K

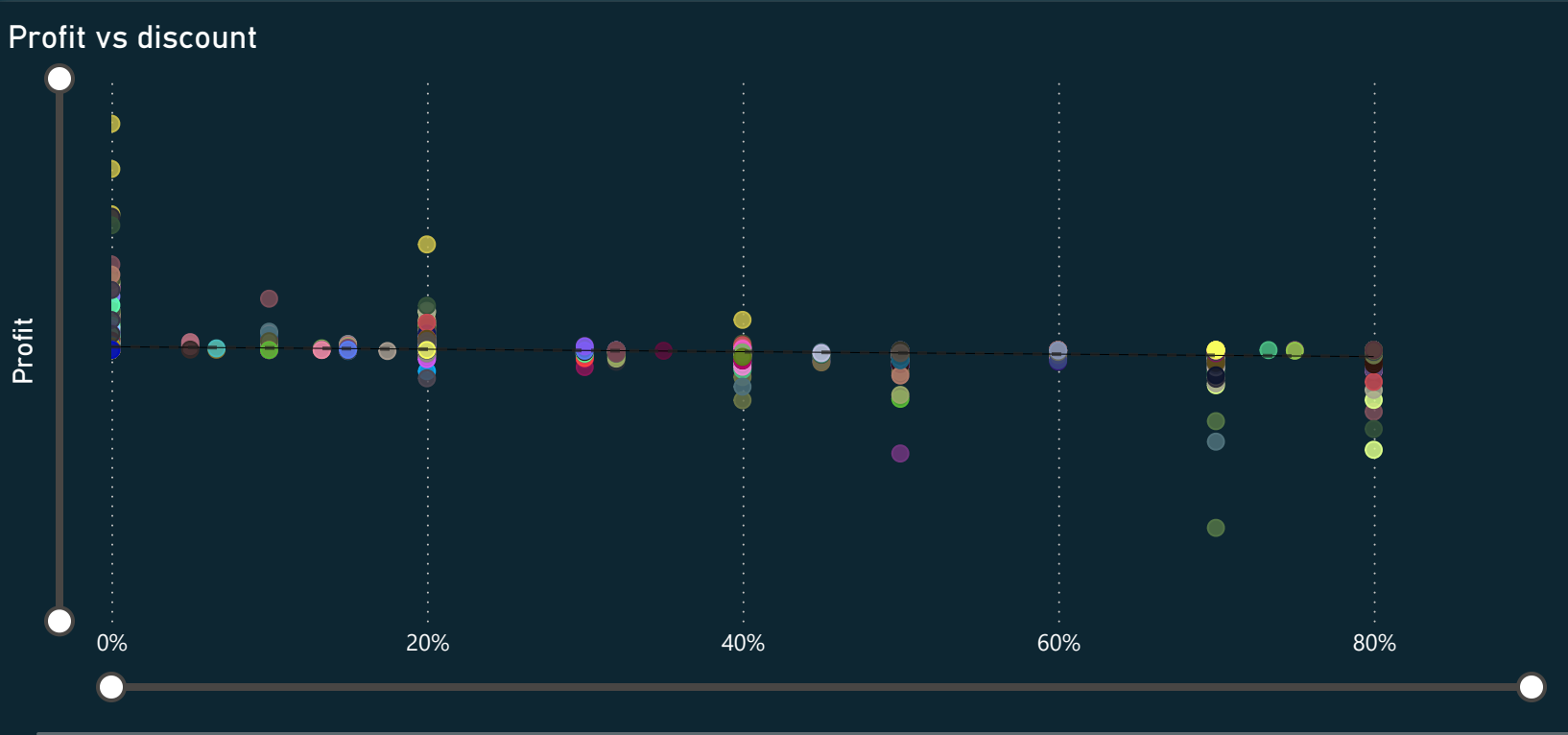
Delaware

10K



Retail Performance & Profitability Dashboard

What's Making Us Money — and What's Not?



Category	Sum of Sales	Sum of Profit	Profit Margin
Technology	836,154.03	145,454.95	17.40%
Office Supplies	719,047.03	122,490.80	17.04%
Furniture	741,999.80	18,451.27	2.49%
Total	2,297,200.86	286,397.02	12.47%

Top 10 Most Profitable Products

Canon imageCL...	25K
Fellowes PB500 ...	8K
Hewlett Packard ...	7K
Canon PC1060 P...	5K
HP Designjet T5...	4K
Ativa V4110MD...	4K
3D Systems Cub...	4K
Plantronics Savi ...	4K
Ibico EPK-21 Ele...	3K
Zebra ZM400 Th...	3K

Top 10 Least Profitable Products

BoxOffice By De...	-1.1K
Balt Solid Wood...	-1.2K
Martin Yale Cha...	-1.3K
Cisco TelePresen...	-1.8K
GBC DocuBind P...	-1.9K
Bush Advantage...	-1.9K
Chromcraft Bull-...	-2.9K
Cubify CubeX 3...	-3.8K
Lexmark MX611...	-4.6K
Cubify CubeX 3...	-8.9K



Retail Performance & Profitability Dashboard

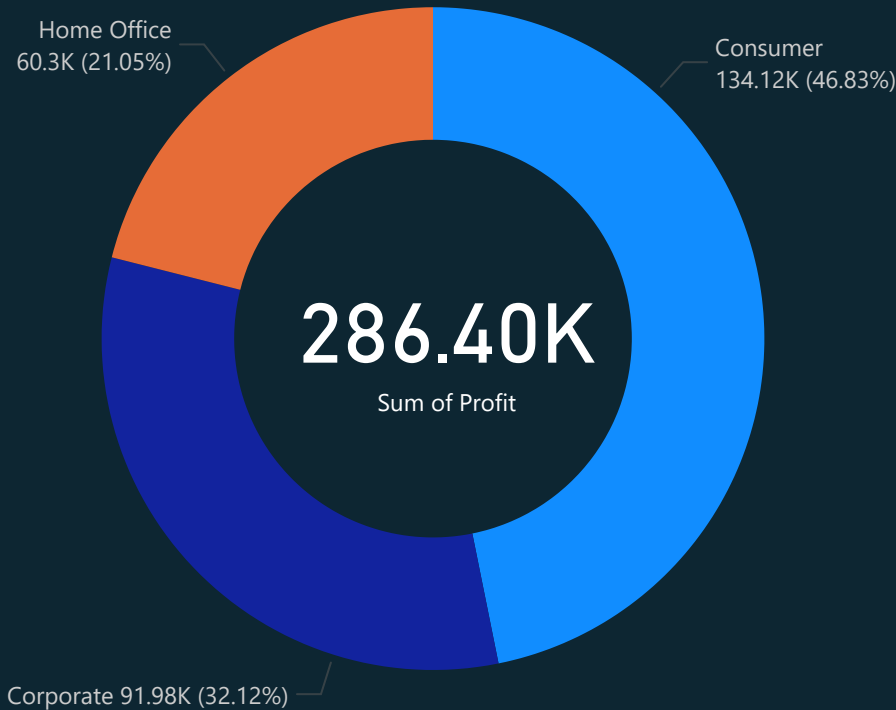
How Shipping Methods And Segments Affect Profit

Sum of Sales and Sum of Profit by Region and Ship Mode

Sum of Sales Sum of Profit



Profit by Segment





Retail Performance & Profitability Dashboard

Key Takeaway's And Business Recommendations