

## Pivot Report

### SALES BY CATEGORY

Row Labels	Sum of Sales
Electronics	2964061
Clothing	2761255
Sports	2595822
Home	2565497
Toys	2504575
Books	2338819
<b>Grand Total</b>	<b>15730029</b>

### SALES BY REGION & SEGMENT

Sum of Sales	Labels			
Row Labels	Consumer	Corporate	Home Office	Grand Total
North	1531948	1555943	1323926	4411817
West	1557802	1442061	1360877	4360740
East	1282840	1134523	1234713	3652076
South	1283778	1103316	918302	3305396
<b>Grand Total</b>	<b>5656368</b>	<b>5235843</b>	<b>4837818</b>	<b>15730029</b>

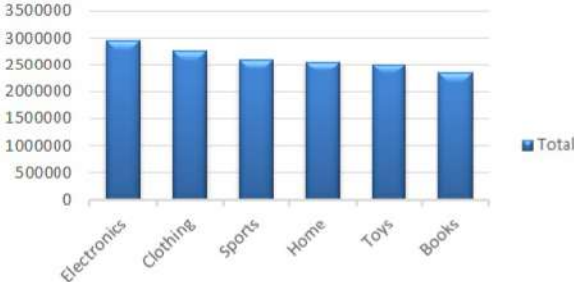
### PROFIT MARGIN

Profits Margin	Label				
Row Labels	East	North	South	West	Grand Total
Books	804.19%	641.56%	625.13%	739.39%	2810.27%
Clothing	647.94%	885.35%	666.72%	980.84%	3180.85%
Electronics	755.22%	889.29%	902.44%	1139.32%	3686.27%
Home	841.10%	755.07%	783.69%	828.25%	3208.11%
Sports	767.92%	974.10%	430.46%	889.52%	3062.00%
Toys	736.38%	998.95%	669.48%	870.91%	3275.72%
<b>Grand Total</b>	<b>4552.75%</b>	<b>5144.32%</b>	<b>4077.92%</b>	<b>5448.24%</b>	<b>19223.23%</b>

# SALES PERFORMANCE DASHBOARD

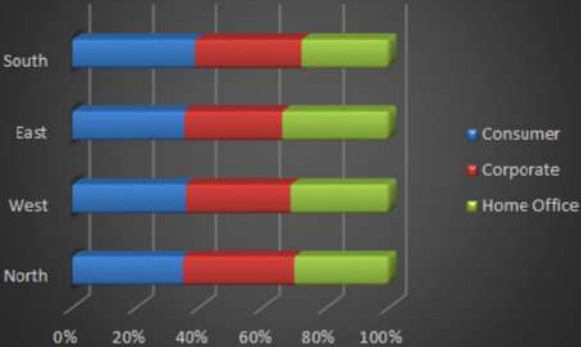
Sum of Sales

### Total Sales by Category



Category

### Sales by Region and Segment



Category

Books

Clothing

Electronics

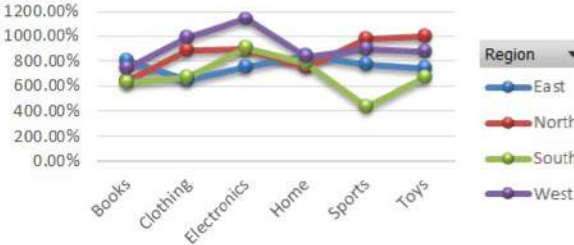
Home

Sports

Toys

Profits Margin

### Profit Margin Analysis by Category & Region



Category

Segment

Consumer

Corporate

Home Office

Region

East

North

South

West