

Main Metrics										
Total Sales	Total Cost	Net Profit Value	Gross Margin %	Unique Orders	Transaction AVG.	Customers #	AVG Discount Value	Total Discounts Used	Attachment Rate %	Amount Discounted
\$2.34M	\$2.06M	\$280.687K	12.01%	4092 Orders	\$292.05	792 Customers	\$249.03	119	1.49%	\$29,635.00
AVG. Customer Lifetime Value (CLV)	New Customers	Sales Mean	Quantity Mean	Discount Mean	Profit Mean	Sales Median	Quantity Median	Profit Median	Dis. Orders Revenue	Dis. Orders AVG. Value
\$2,950.33	792	\$292.05	3.773653293	0.014873141	\$35.08	117	3	\$14.00	\$29,635.00	\$249.03
Discount Std Dev	Quantity Mode	Sales Mode	Discount Mode	Unique Products	iqus Sub-Categori	Unique Categories	Sales Std Dev	Quantity Std Dev	Profit Std Dev	Discount Median
0.121045159	3	\$27.00	0	1809	17	3	485.5445128	2.203090166	\$178.09	0.014873141

Year	2011
2011 Bottom 5 Countries % Cities in Products Sales (Root Cause)	
Row Labels	01. Total Sales
Denmark	
Odense	\$87.00
Office Star Bag Chairs, Set of Two	
Esbjerg	\$25.00
Sanford Pens, Fluorescent	
Copenhagen	
Hon Shipping Labels, Laser Printer Compatible	\$17.00
Grand Total	\$129.00

Top 5 Products with Highest Discounts (%)	
Row Labels	13. AVG Discount Value
Cisco Smart Phone, Cordless	\$1.8K
Lesro Conference Table, with Bottom Storage	\$1.7K
Lesro Round Table, Fully Assembled	\$1.5K
Barricks Conference Table, Adjustable Height	\$1.4K
Bush Library with Doors, Mobile	\$1.0K
Grand Total	\$1.5K

Top Products with Highest Profit Margin (%)	
Row Labels	04. Gross Margin %
Furniture	
Novimex Executive Leather Armchair, Red	5.30%
Technology	
Nokia Smart Phone, Full Size	24.74%
Office Supplies	
Hamilton Beach Stove, Silver	34.21%
Grand Total	22.95%

Categories with Highest Discounts (%)	
Row Labels	13. AVG Discount Value
Furniture	248
Office Supplies	105
Technology	390
Grand Total	249

Sales by Category	
Row Labels	01. Total Sales
Technology	\$677.852K
Office Supplies	\$621.247K
Furniture	\$637.563K
Grand Total	\$2.337M

Top 5 Sub-Category by Sales	
Row Labels	01. Total Sales
Appliances	\$209.832K
Bookcases	\$294.151K
Copiers	\$287.409K
Phones	\$278.383K
Storage	\$271.362K
Grand Total	\$1341.137K

Top 5 City by Sales	
Row Labels	01. Total Sales
London	\$69.082K
Berlin	\$52.365K
Vienna	\$51.844K
Madrid	\$44.897K
Paris	\$42.245K
Grand Total	\$260.433K

Top 5 Countries by Sales	
Row Labels	01. Total Sales
France	\$608.180K
Germany	\$483.790K
United Kingdom	\$418.626K
Italy	\$252.673K
Spain	\$249.135K
Grand Total	\$2.012M

Sales Running Total (RT) by Year	
Row Labels	01. Total Sales
2011	\$407.488K
2012	\$547.250K
2013	\$625.677K
2014	\$756.247K
Grand Total	\$2.337M

Top 3 Products & Sub-Categories by Quantities	
	08. Total Quantities
Office Supplies	
Storage	
Rogers File Cart, Single Width	108
Technology	
Phones	
Nokia Smart Phone, Full Size	54
Furniture	
Chairs	
Office Star Steel Folding Chair, Black	48
Grand Total	210

Trend in Sales and Profit Over Time			
Row Labels	01. Total Sales	03. Net Profit Value	
2011			
Q1	\$51.587K	\$4.648K	
Q2	\$99.564K	\$10.673K	
Q3	\$122.993K	\$20.026K	
Q4	\$133.344K	\$18.595K	
2012			
Q1	\$90.399K	\$8.620K	
Q2	\$113.079K	\$13.919K	
Q3	\$187.987K	\$29.000K	
Q4	\$155.785K	\$13.804K	
2013			
Q1	\$127.731K	\$18.135K	
Q2	\$143.519K	\$14.856K	
Q3	\$191.860K	\$21.206K	
Q4	\$162.567K	\$22.961K	
2014			
Q1	\$127.064K	\$14.073K	
Q2	\$161.564K	\$20.514K	
Q3	\$246.243K	\$24.250K	
Q4	\$221.376K	\$25.405K	
Grand Total	\$2.337M	\$280.687K	

Quantities vs Category	
Row Labels	08. Total Quantities
Office Supplies	19.81K
Technology	5.76K
Furniture	4.62K
Grand Total	30.19K

Profit by Category & Year					
03. Net Profit Value	Column Labels				
Row Labels	2011	2012	2013	2014	Grand Total
Furniture	\$13.215K	\$8.107K	\$13.481K	\$14.632K	\$49.435K
Technology	\$19.608K	\$26.341K	\$27.390K	\$33.280K	\$106.619K
Office Supplies	\$21.119K	\$30.895K	\$36.289K	\$36.330K	\$124.633K
Grand Total	\$53.942K	\$65.343K	\$77.160K	\$84.242K	\$280.687K

Monthly Sales Growth (%) Trend			
Row Labels	01. Total Sales	Monthly Sales Growth %	
Jan	\$152.361K	-90.36%	
Feb	\$119.460K	-92.69%	
Mar	\$124.960K	-92.48%	
Apr	\$128.782K	-92.30%	
May	\$133.184K	-92.19%	
Jun	\$255.760K	-85.12%	
Jul	\$176.140K	-90.02%	
Aug	\$269.552K	-84.72%	
Sep	\$303.391K	-83.56%	
Oct	\$146.149K	-92.30%	
Nov	\$257.212K	-86.42%	
Dec	\$269.711K	-86.19%	
Grand Total	\$2.337M	3.79%	

Yearly Sales Growth (%) Trend			
Row Labels	01. Total Sales	Yearly Sales Growth %	
2011	\$407.488K	0%	
2012	\$547.250K	34.30%	
2013	\$625.677K	14.33%	
2014	\$756.247K	20.87%	
Grand Total	\$2.337M	47.85%	

Quantity vs Profit		
Row Labels	08. Total Quantities	03. Net Profit Value
2011	5.390K	\$53.942K
2012	7.067K	\$65.343K
2013	7.921K	\$77.160K
2014	9.815K	\$84.242K
Grand Total	30.193K	\$280.687K

Cost of Goods Sold (COGS) vs Sales		
Row Labels	01. Total Sales	02. Total Cost
Furniture	\$637.56M	\$588.126.00
Office Supplies	\$821.25M	\$696.614.00
Technology	\$877.85M	\$771.233.00
Grand Total	\$2.337M	\$2.056M

Sales & profit by Year		
Row Labels	03. Net Profit Value	01. Total Sales
2011	\$53.942K	\$407.488K
2012	\$65.343K	\$547.250K
2013	\$77.160K	\$625.677K
2014	\$84.242K	\$756.247K
Grand Total	\$280.687K	\$2.337M

Total Sales & Net Profit Value by Region		
Row Labels	01. Total Sales	03. Net Profit Value
Northern Europe	\$79.445K	(\$12.040.00)
British Isles	\$434.121K	\$83.316.00
Central Europe	\$585.659K	\$112.700.00
Southern Europe	\$516.914K	\$54.096.00
Western Europe	\$720.523K	\$42.615.00
Grand Total	\$2.337M	\$280.687.00

Monthly Growth (%) by Category				
Monthly Sales Growth %	Column Labels			
Row Labels	Furniture	Office Supplies	Technology	Grand Total
Jan	-92.26%	-88.23%	-90.99%	-90.36%
Feb	-91.24%	-93.85%	-92.65%	-92.69%
Mar	-93.14%	-91.23%	-93.18%	-92.48%
Apr	-94.07%	-91.62%	-91.70%	-92.30%
May	-92.46%	-91.14%	-92.58%	-92.19%
Jun	-82.03%	-86.39%	-84.20%	-85.12%
Jul	-91.27%	-90.53%	-88.68%	-90.02%
Aug	-85.65%	-84.95%	-83.87%	-84.72%
Sep	-82.22%	-83.90%	-84.19%	-83.56%
Oct	-91.80%	-93.86%	-91.22%	-92.30%
Nov	-85.57%	-85.58%	-87.79%	-86.42%
Dec	-85.12%	-85.10%	-87.94%	-86.19%
Grand Total	3.51%	4.50%	3.35%	3.79%

Customers Analysis Study (From 2011 To 2014)				
Row Labels	10. Customer #	23. New Customers	11. Last Timers	12. Repetitive Customers
2011	486	7	7	479
2012	545	22	22	523
2013	618	126	126	492
2014	637	637	637	0
Grand Total	792	792	792	0

Quantity Sold Over Time	
Row Labels	08. Total Quantities
2011	5.390K
2012	7.067K
2013	7.921K
2014	9.815K
Grand Total	30.193K

Customer Segments Analysis	
Row Labels	Count of Customer Key(PK)
04- New Customer	142
09- At Risk	133
10- Hibernating	110
02- Loyal Customer	77
05- Promising	70
03- Potential Loyalist	67
07- Cannot Lose Them	66
06- Need Attention	44
01- Champion	39
08- About To Sleep	25
11- Lost	19
Grand Total	792

Shows Cost vs Profit by Product			
Row Labels	01. Total Sales	02. Total Cost	03. Net Profit Value
Nokia Smart Phone, Full Si	\$36.645K	\$23.062K	\$7.583K
Hamilton Beach Stove, Sh	\$18.890K	\$11.112K	\$5.778K
Novimex Executive Leathe	\$13.898K	\$13.162K	\$.736K
Cisco Smart Phone, with C	\$13.215K	\$9.160K	\$4.055K
Rogers File Cart, Single Wi	\$12.967K	\$11.655K	\$1.312K
Cisco Smart Phone, Cordl	\$12.769K	\$10.163K	\$2.606K
Hoover Stove, Red	\$12.677K	\$6.538K	\$6.139K
Apple Smart Phone, Full Si	\$12.555K	\$10.554K	\$2.001K
Office Star Executive Leath	\$11.687K	\$10.247K	\$1.440K
Eldon File Cart, Single Wid	\$11.233K	\$8.694K	\$2.539K
Grand Total	\$148.536K	\$114.347K	\$34.189K

Seasonal Patterns in Sales and Profit			
Row Labels	01. Total Sales	03. Net Profit Value	
Apr	\$128.782K	\$14.553K	
Aug	\$269.552K	\$32.114K	
Dec	\$269.711K	\$32.489K	
Feb	\$119.460K	\$14.613K	
Jan	\$152.361K	\$18.539K	
Jul	\$176.140K	\$23.450K	
Jun	\$255.760K	\$25.383K	
Mar	\$124.960K	\$12.324K	
May	\$133.184K	\$20.026K	
Nov	\$257.212K	\$27.480K	
Oct	\$146.149K	\$20.796K	
Sep	\$303.391K	\$38.918K	
Grand Total	\$2.337M	\$280.687K	

Year	2014	
2014 Top 5 Sales Product & Quantities Explanation		
Row Labels	01. Total Sales	08. Total Quantities
Apple Smart Phone, Full Si	\$8.539K	16
Nokia Smart Phone, Full Si	\$8.117K	16
Motorola Smart Phone, wit	\$7.617K	14
Hon Executive Leather Arm	\$6.957K	17
Chromcraft Conference Ta	\$6.108K	7
Grand Total	\$37.338K	70

Sub-Categories with Highest Profit	
Row Labels	03. Net Profit Value
Accessories	\$26.815K
Appliances	\$37.968K
Bookcases	\$43.564K
Copiers	\$42.037K
Phones	\$26.499K
Grand Total	\$176.883K