

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	3.77365293	0.014873141	\$35.08	117	3	\$14.00	\$29,635.00	\$249.03	
Discount Std Dev	Quantity Mode	Sales Mode	Discount Mode	Unique Products	Unique Sub-Categori	Unique Categories	Sales Std Dev	Quantity Std Dev	Profit Std Dev	Discount Std Dev	
0.121045159	3	\$27.00	0	1809	17	3	485.545128	2.203980166	\$178.09	0.014873141	
Trend in Sales and Profit Over Time											
Year		2011									
2011 Bottom 5 Countries % Cities in Products Sales (Root Cause)		Row Labels	01. Total Sales	01. Total Sales	03. Net Profit Value						
Row Labels		2011									
Denmark		Q1	\$51.587K	\$4.648K							
Odense		Q2	\$99.564K	\$10.673K							
Office Star Bag Chairs, Set of Two		Q3	\$122.993K	\$20.026K							
Esbjerg		Q4	\$133.344K	\$18.595K							
Sanford Pens, Fluorescent		2012									
Copenhagen		Q1	\$90.399K	\$8.620K							
Hon Shipping Labels, Laser Printer Compatible		Q2	\$113.079K	\$13.191K							
Grand Total		Q3	\$187.987K	\$29.000K							
Hon Shipping Labels, Laser Printer Compatible		Q4	\$155.785K	\$18.804K							
Grand Total		2013									
Q1		\$127.731K	\$18.135K								
Q2		\$143.519K	\$14.858K								
Q3		\$191.860K	\$21.206K								
Q4		\$162.567K	\$22.961K								
Grand Total		2014									
Q1		\$127.004K	\$14.702K								
Q2		\$161.564K	\$20.514K								
Q3		\$246.243K	\$24.250K								
Q4		\$221.376K	\$25.050K								
Grand Total		Grand Total	\$2.337M	\$280.687K							
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		\$877.852K									
Office Supplies		\$821.247K									
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		\$276.383K									
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											
Row Labels		08. Total Quantites									
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									
Total Sales & Net Profit Value by Region											
Row Labels		01. Total Sales									
Northern Europe		\$79.445K									
British Isles		\$434.121K	\$83.316.00								
Central Europe		\$585.659K	\$12.700.00								
Southern Europe		\$516.914K	\$54.096.00								
Western Europe		\$720.523K	\$42.615.00								
Grand Total		\$2.337M	\$280.687.00								
Main Metrics											
Row Labels		02. Total Cost									
Furniture		\$37.338K									
Technology											
Phones											
Accessories											
Appliances											
Bookcases											
Copiers											
Chairs											
Grand Total		\$176.883K									
Trend in Sales and Profit Over Time											
Row Labels		01. Total Sales									