

| 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 | \$14.729K | | | | | | | | |
| 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 | | | | | | | | | |
| Monthly Growth (%) by Category | | | | | | | | | | | |
| Row Labels | | 03. Net Profit Value | | | | | | | | | |