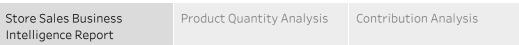
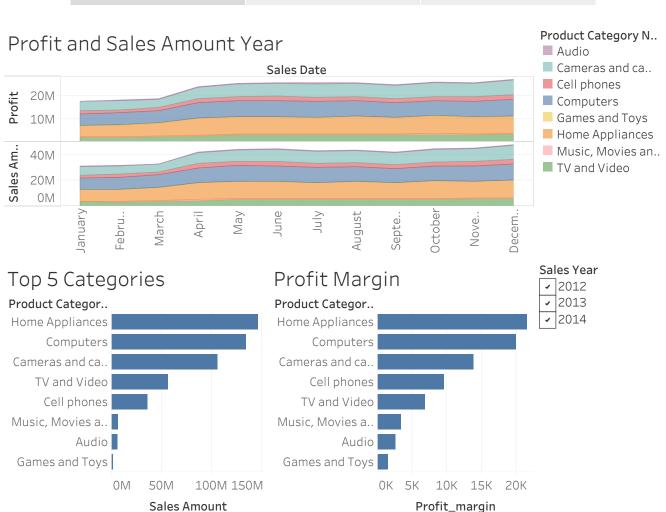
Data Story: Sales Analytics





Data Story: Sales Analytics

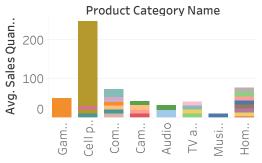
Store Sales Business Intelligence Report **Product Quantity Analysis**

Contribution Analysis

Product Quantity Analysis



Average Quantity on Category and SubCategory

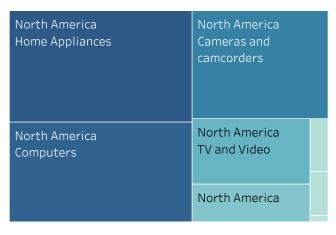


Average Quantity by Product Categories



Sales at East Cost by Categories

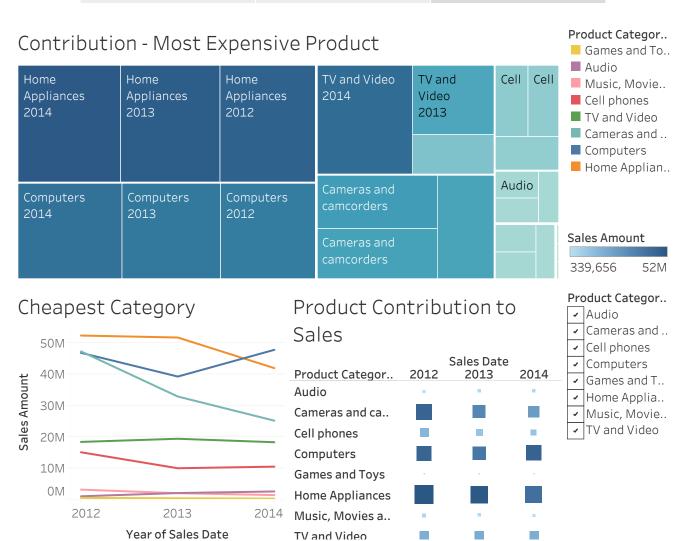
Sales at West Cost by Categories

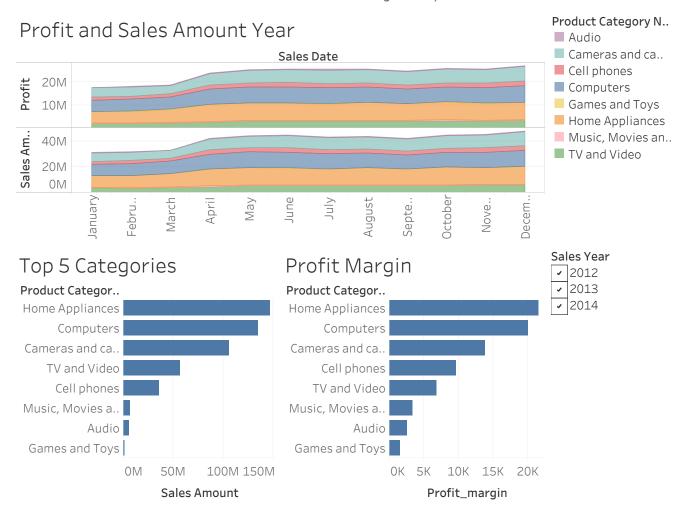




Data Story: Sales Analytics

Store Sales Business Product Quantity Analysis Contribution Analysis
Intelligence Report



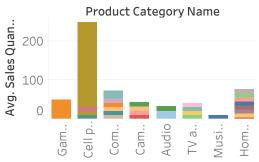


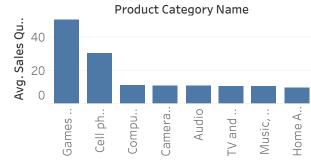
Sales Year 2012

201220132014

Average Quantity on Average Quantity on Category and SubCategory Categories

Average Quantity by Product Categories





Sales at East Cost by Categories

Sales at West Cost by Categories

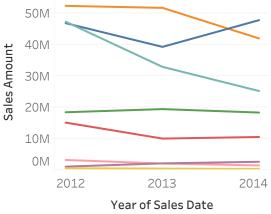




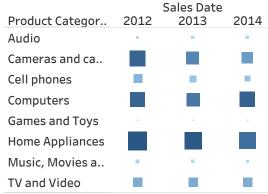
Contribution - Most Expensive Product







Product Contribution to Sales

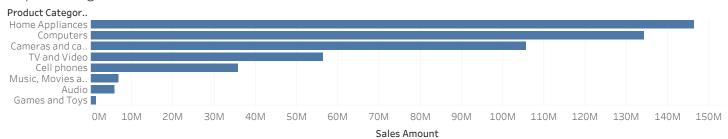


Product Categor..

Product Categor..

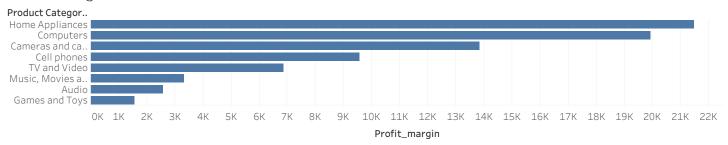
- ✓ Audio
- ✓ Cameras and ..
- ✓ Cell phones
- ✓ Computers
- Games and T..
- ✓ Home Applia..
- ✓ Music, Movie.. ✓ TV and Video

Top 5 Categories



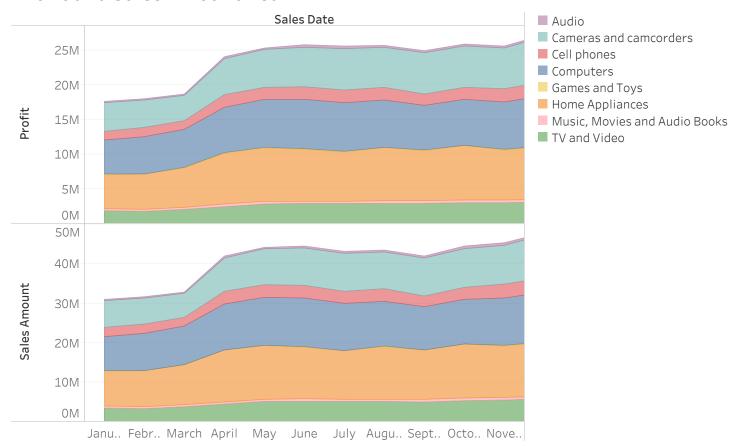
Sum of Sales Amount for each Product Category Name. The data is filtered on Channel SK, Sales Date Year and Action (Product Category Name). The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Profit Margin



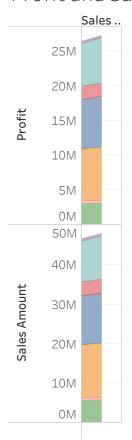
Sum of Profit_margin for each Product Category Name. The data is filtered on Channel SK, Action (Product Category Name) and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Action (Product Category Name) filter keeps 8 members. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Profit and Sales Amount Year



Sum of Profit and sum of Sales Amount for each Sales Date Month. Color shows details about Product Category Name. The data is filtered on Channel SK, Action (Product Category Name) and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Action (Product Category Name) filter keeps 8 members. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Profit and Sales Amount Year

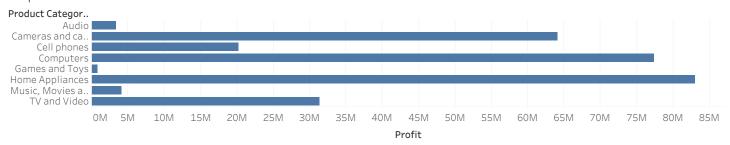




Audio

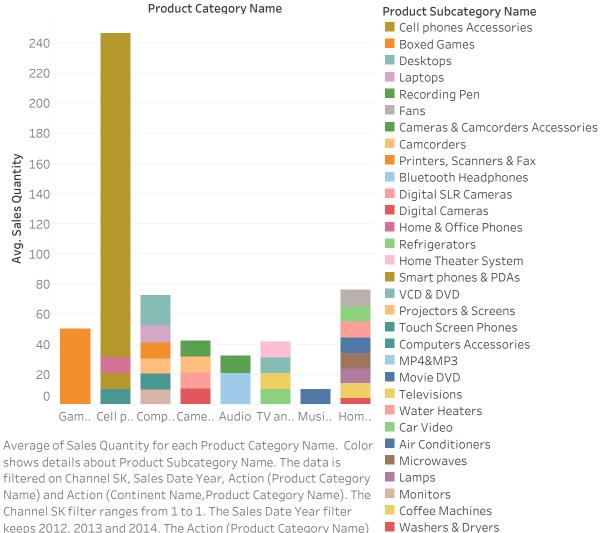
Sum of Profit and sum of Sales Amount for each Sales Date Month. Color shows details about Product Category Name. The data is filtered on Channel SK, Action (Product Category Name) and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Action (Product Category Name) filter keeps 8 members. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Department with Maximum Profit



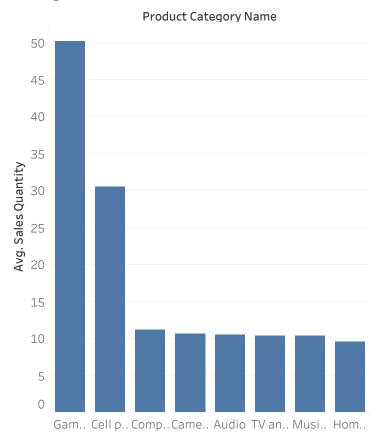
Sum of Profit for each Product Category Name. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Average Quantity on Category and SubCategory



shows details about Product Subcategory Name. The data is Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Action (Continent Name, Product Category Name) filter keeps 24 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Average Quantity by Product Categories



Average of Sales Quantity for each Product Category Name. The data is filtered on Channel SK, Sales Date Year, Action (Product Category Name), Action (Product Category Name, Product Subcategory Name) and Action (Continent Name, Product Category Name). The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Action (Product Category Name, Product Subcategory Name) filter keeps 32 members. The Action (Continent Name, Product Category Name) filter keeps 24 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

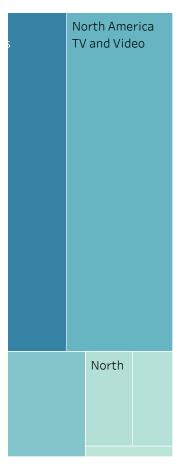
Sales at East Cost by Categories

North America Home Appliances North America	North America Cameras and camcorders
Computers	North America Cell phones

Continent Name and Product Category Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Continent Name and Product Category Name. The data is filtered on State Province Name, Channel SK, Sales Date Year, Action (Product Category Name) and Action (Product Category Name, Product Subcategory Name). The State Province Name filter keeps 11 of 119 members. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Action (Product Category Name, Product Subcategory Name) filter keeps 32 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

381,725 40M

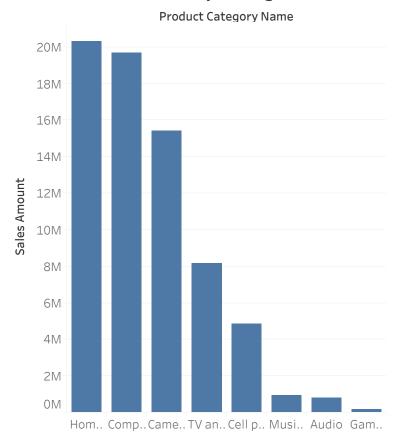
Sales at East Cost by Categories



Continent Name and Product Category Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Continent Name and Product Category Name. The data is filtered on State Province Name, Channel SK, Sales Date Year, Action (Product Category Name) and Action (Product Category Name, Product Subcategory Name). The State Province Name filter keeps 11 of 119 members. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Action (Product Category Name, Product Subcategory Name) filter keeps 32 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

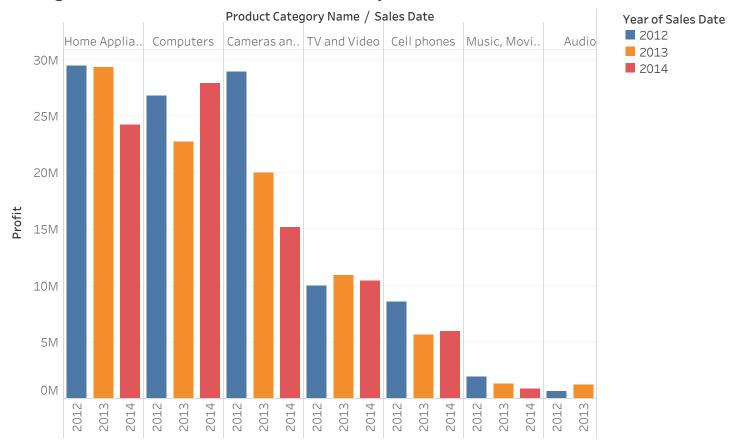
381,725 40M

Sales at West Cost by Categories



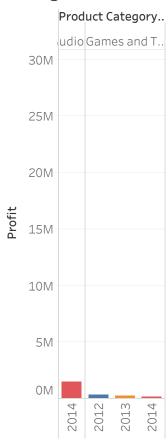
Sum of Sales Amount for each Product Category Name. The data is filtered on State Province Name, Channel SK, Sales Date Year, Action (Product Category Name, Product Subcategory Name), Action (Continent Name, Product Category Name) and Action (Product Category Name). The State Province Name filter keeps 10 of 119 members. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name, Product Subcategory Name) filter keeps 32 members. The Action (Continent Name, Product Category Name) filter keeps 24 members. The Action (Product Category Name) filter keeps 8 members. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Categories with Maximum Profit-Yearly



Sum of Profit for each Sales Date Year broken down by Product Category Name. Color shows details about Sales Date Year. The data is filtered on Channel SK, which ranges from 1 to 1. The view is filtered on Product Category Name and Sales Date Year. The Product Category Name filter keeps 8 of 8 members. The Sales Date Year filter keeps 2012, 2013 and 2014.

Categories with Maximum Profit-Yearly



Sum of Profit for each Sales Date Year broken down by Product Category Name. Color shows details about Sales Date Year. The data is filtered on Channel SK, which ranges from 1 to 1. The view is filtered on Product Category Name and Sales Date Year. The Product Category Name filter keeps 8 of 8 members. The Sales Date Year filter keeps 2012, 2013 and 2014.

Year of Sales Date

2012

2013

2014

Contribution - Most Expensive Product

Home Appliances 2014 Home Appliances 2013	Home Appliances 2012	TV and Video 2014		Ca ar ca 20
		TV and Video 2013		Ca 20
Computers 2014	Computers 2012	TV and Video 2012		
Computers 2013		Cell phones 2014	Cell phones 2012	Au 20:
		Cell phones 2013		Mu Mc

Product Category Name and Sales Date Year. Color shows MAX([Sales Amount]/[Sales Quantity]). Size shows MAX([Sales Amount]/[Sales Quantity]). The marks are labeled by Product Category Name and Sales Date Year. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

18 3*,*525

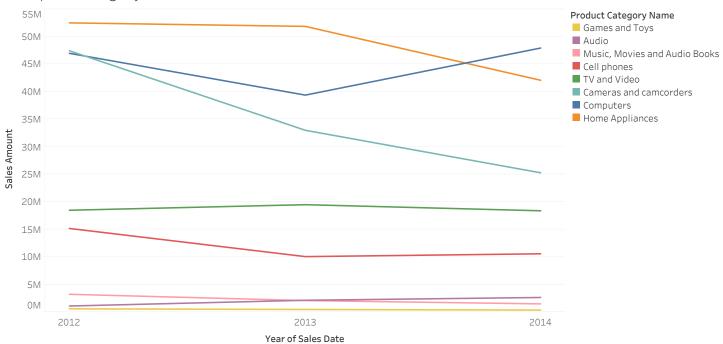
Contribution - Most Expensive Product

nd a amcorders c	Cameras and camcorders 2013			
mcorders	amcorders			
ameras and ca 012	mcorders			
dio Audio 14 2013	Audio 2012			
nsic, Music, nvies Movies				

Product Category Name and Sales Date Year. Color shows MAX([Sales Amount]/[Sales Quantity]). Size shows MAX([Sales Amount]/[Sales Quantity]). The marks are labeled by Product Category Name and Sales Date Year. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

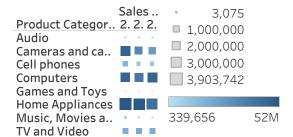
8 3,525

Cheapest Category



The trend of sum of Sales Amount for Sales Date Year. Color shows details about Product Category Name. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Product Contribution to Sales



Sum of Sales Amount (color) and sum of Contribution (size) broken down by Sales Date Year vs. Product Category Name. The data is filtered on Channel SK, which ranges from 1 to 1. The view is filtered on Sales Date Year and Product Category Name. The Sales Date Year filter keeps 2012, 2013 and 2014. The Product Category Name filter keeps 8 of 8 members.