

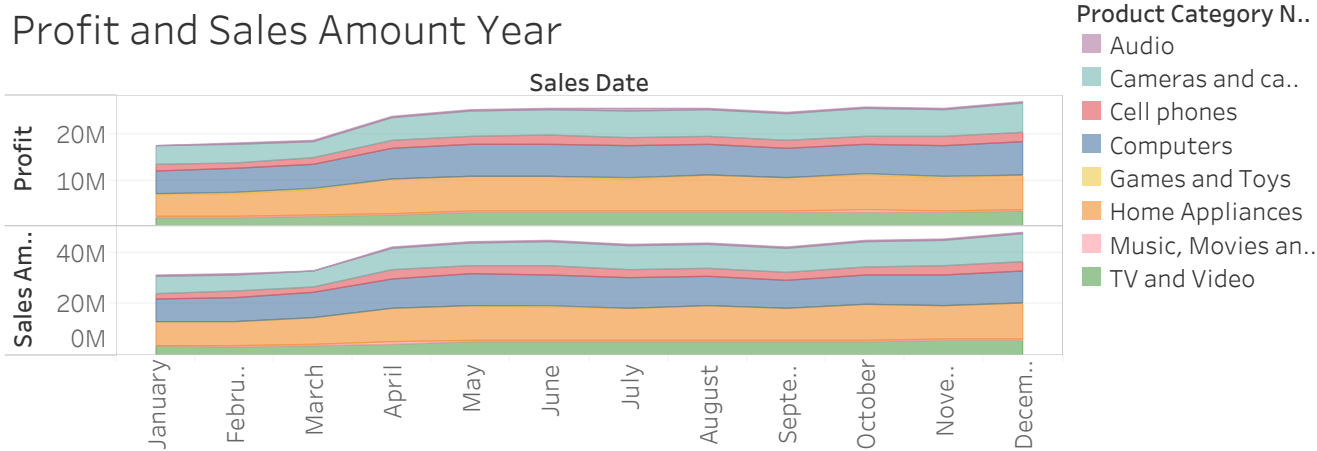
Data Story : Sales Analytics

Store Sales Business Intelligence Report

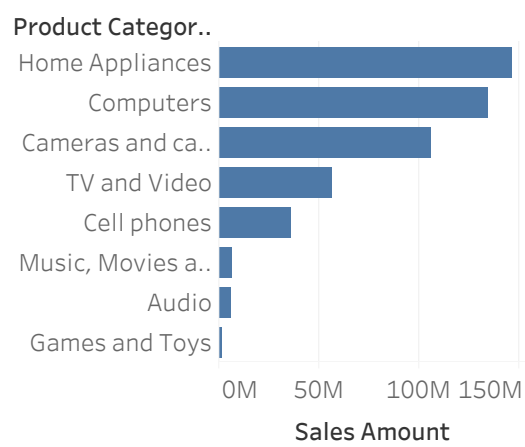
Product Quantity Analysis

Contribution Analysis

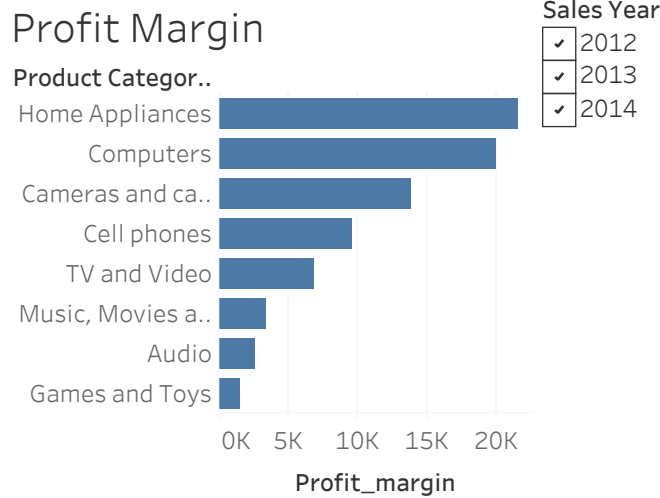
Profit and Sales Amount Year



Top 5 Categories



Profit Margin



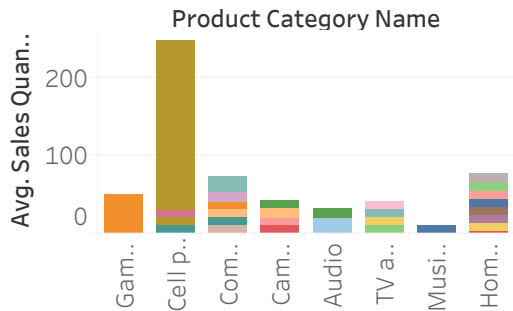
Data Story : Sales Analytics

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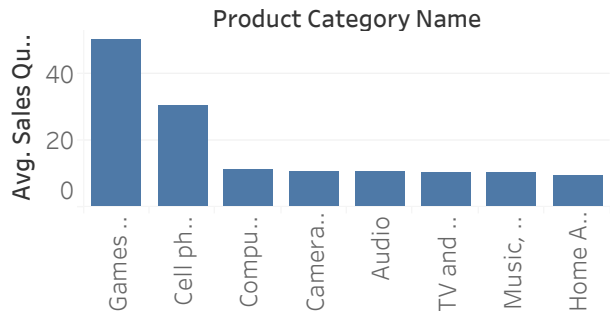
Product Quantity Analysis

Sales Year
<input checked="" type="checkbox"/> 2012
<input checked="" type="checkbox"/> 2013
<input checked="" type="checkbox"/> 2014

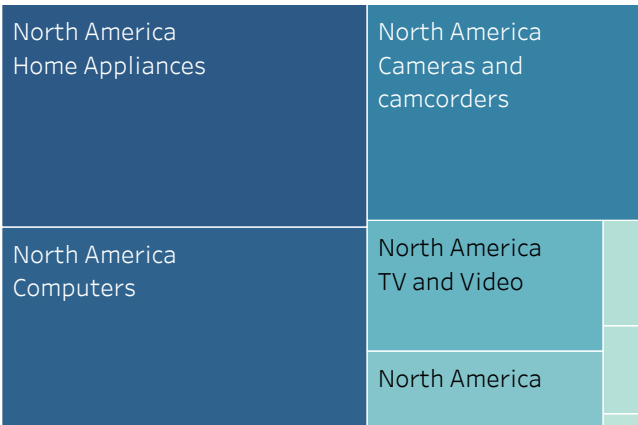
Average Quantity on Category and SubCategory



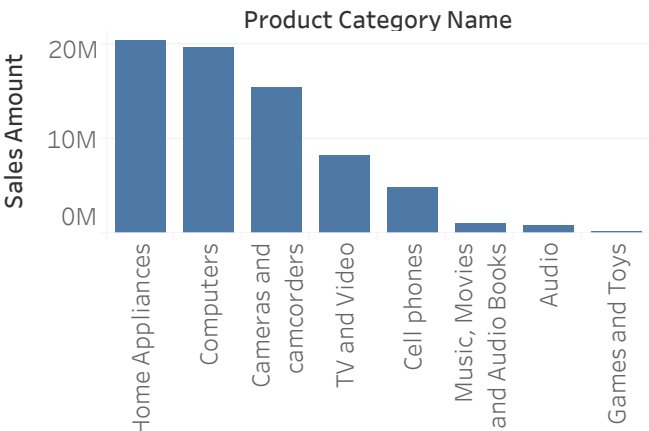
Average Quantity by Product Categories



Sales at East Cost by Categories



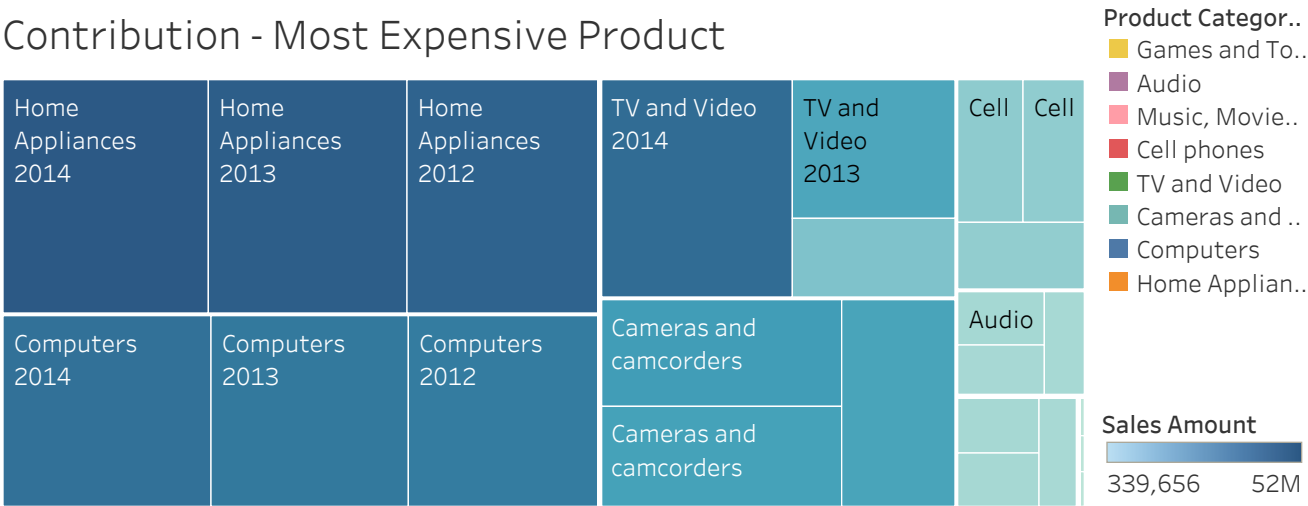
Sales at West Cost by Categories



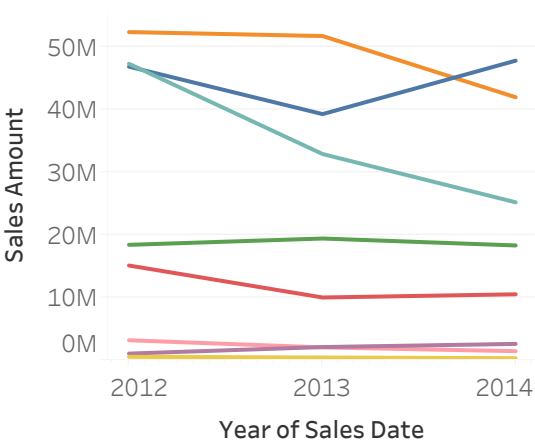
Data Story : Sales Analytics

Store Sales Business Intelligence Report	Product Quantity Analysis	Contribution Analysis
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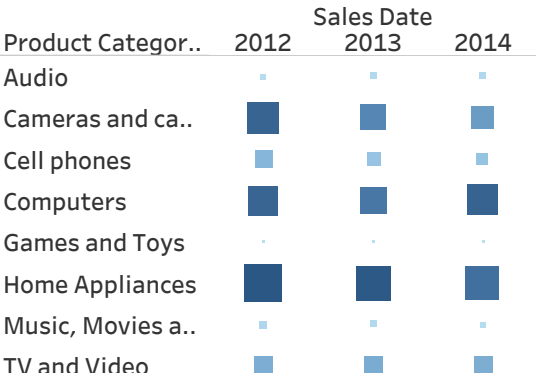
Contribution - Most Expensive Product



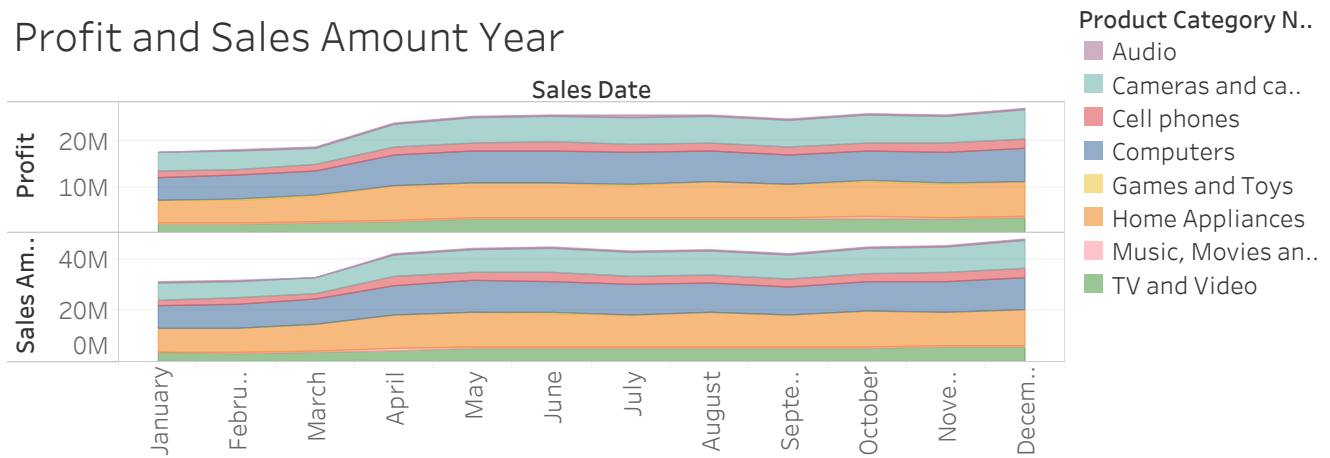
Cheapest Category



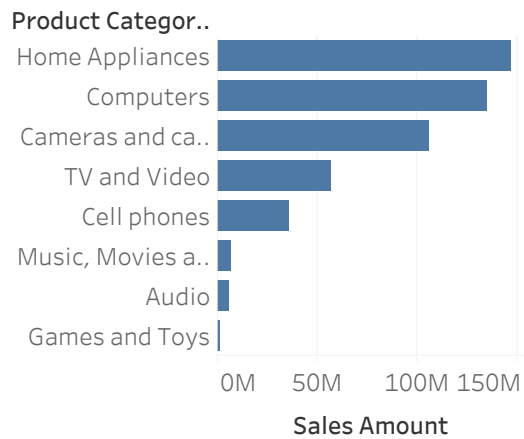
Product Contribution to Sales



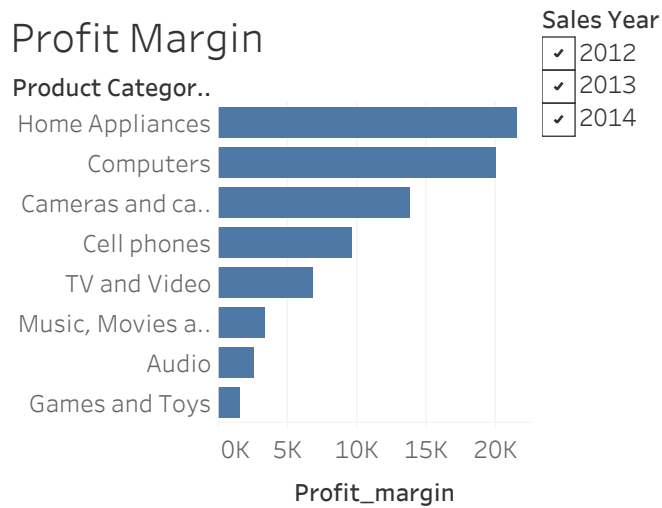
Profit and Sales Amount Year



Top 5 Categories



Profit Margin

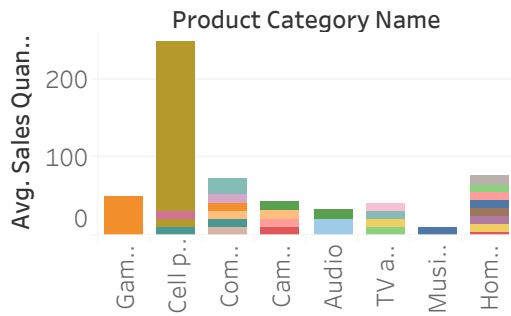


Product Quantity Analysis

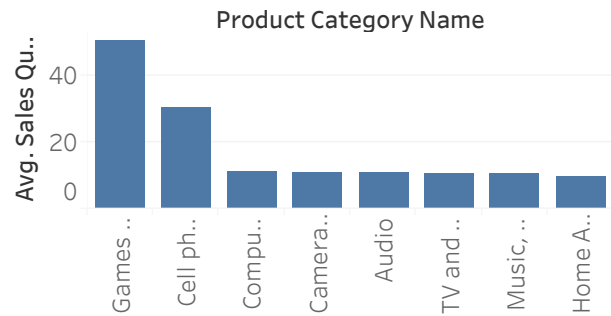
Sales Year

- ☒ 2012
- ☒ 2013
- ☒ 2014

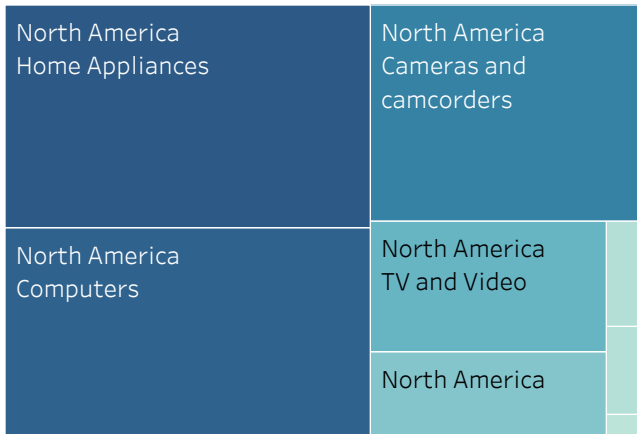
Average Quantity on Category and SubCategory



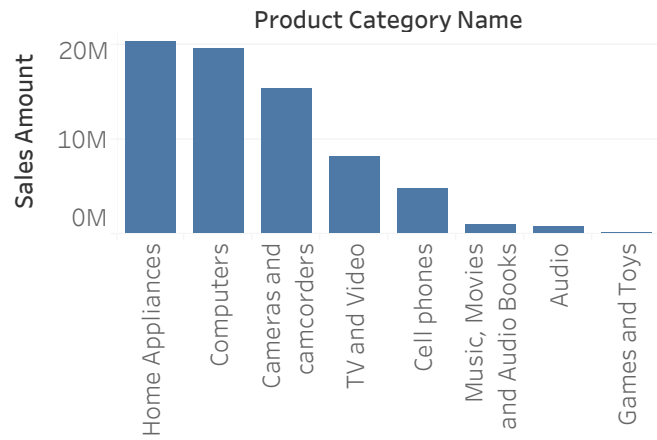
Average Quantity by Product Categories



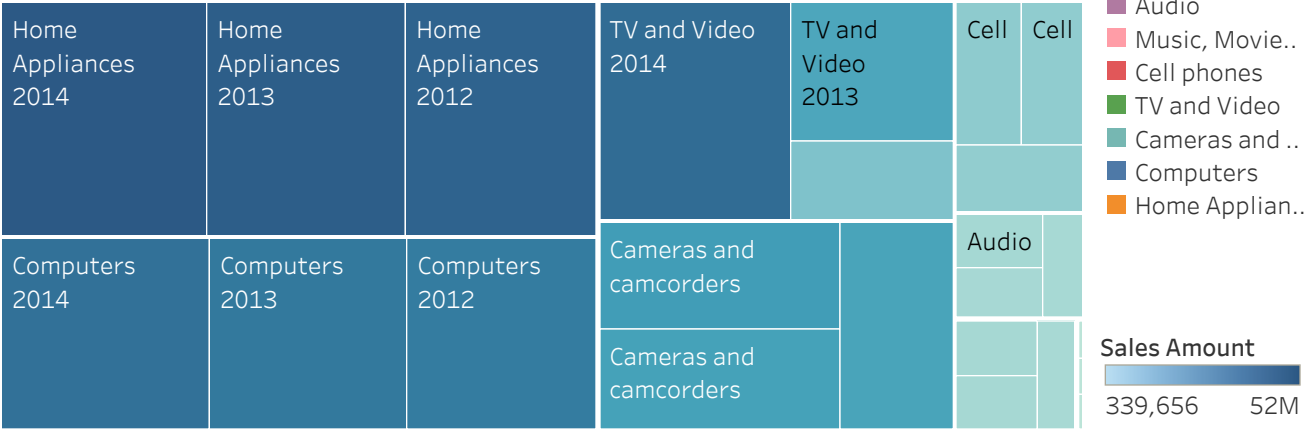
Sales at East Cost by Categories



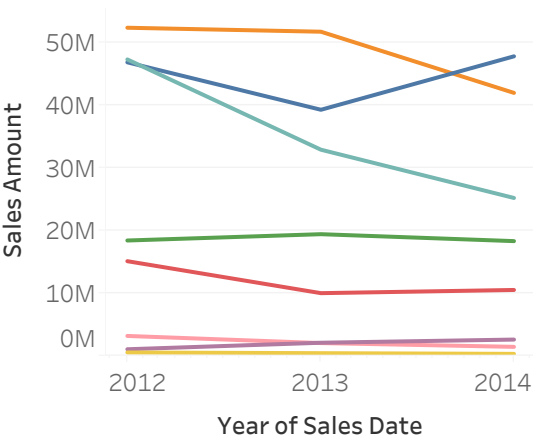
Sales at West Cost by Categories



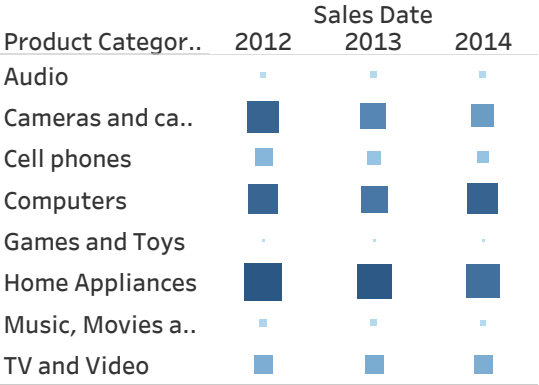
Contribution - Most Expensive Product



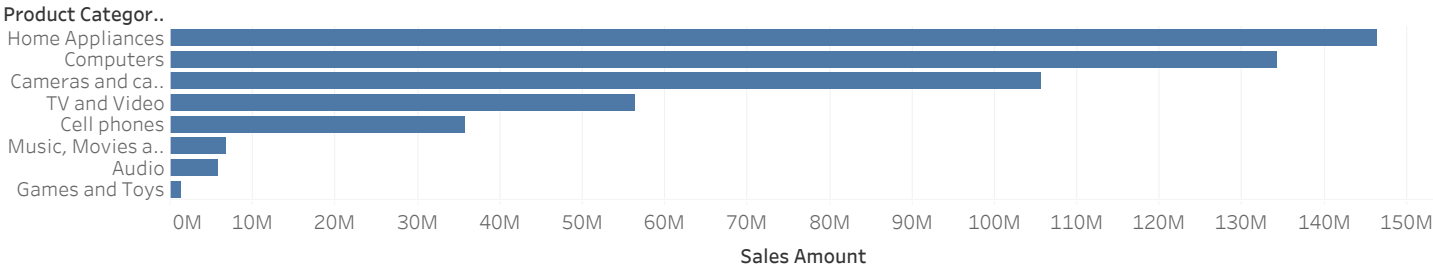
Cheapest Category



Product Contribution to Sales

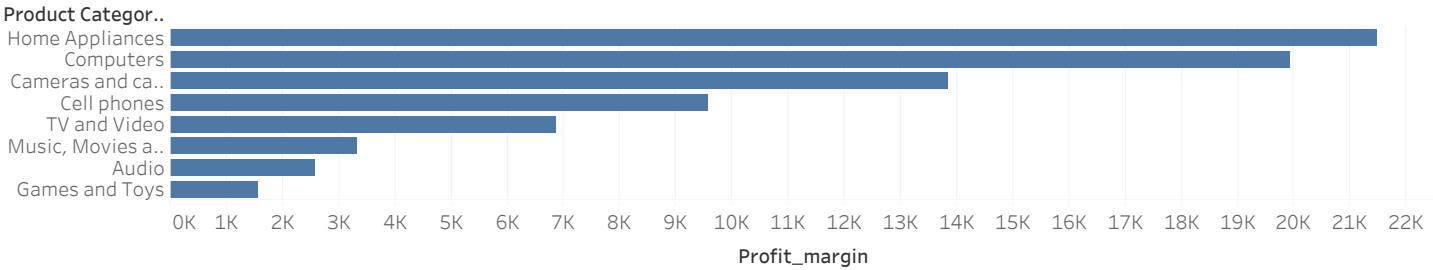


Top 5 Categories



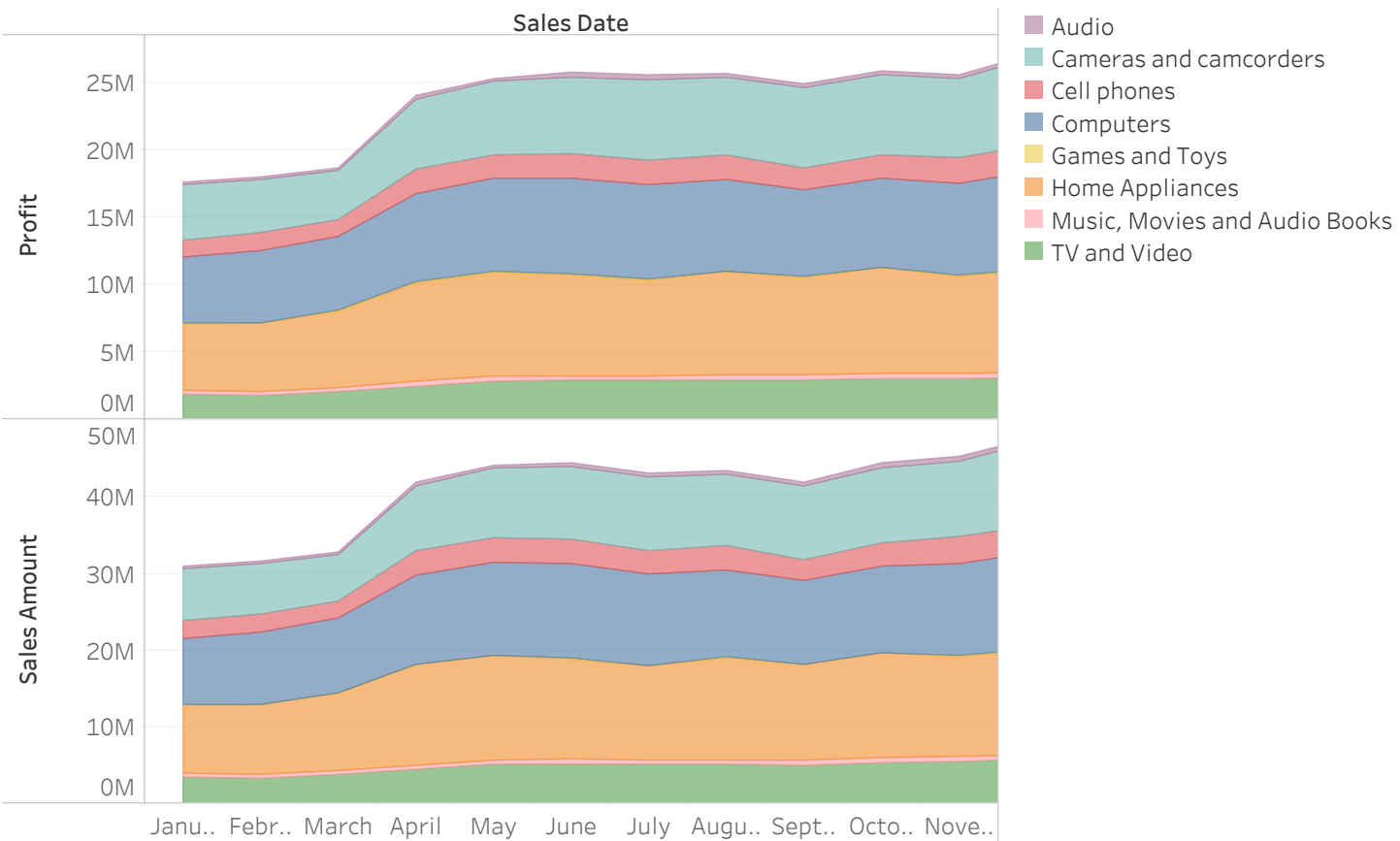
Sum of Sales Amount for each Product Category Name. The data is filtered on Channel SK, Sales Date Year and Action (Product Category Name). The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The view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



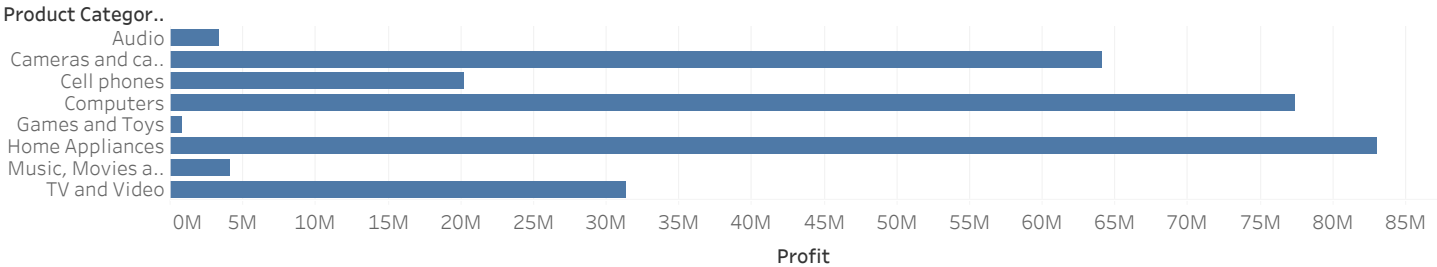
Sum of Profit and sum of Sales Amount for each Sales Date Month. Color shows details about Product Category Name. The data is filtered on Channel SK, Action (Product Category Name) and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Action (Product Category Name) filter keeps 8 members.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



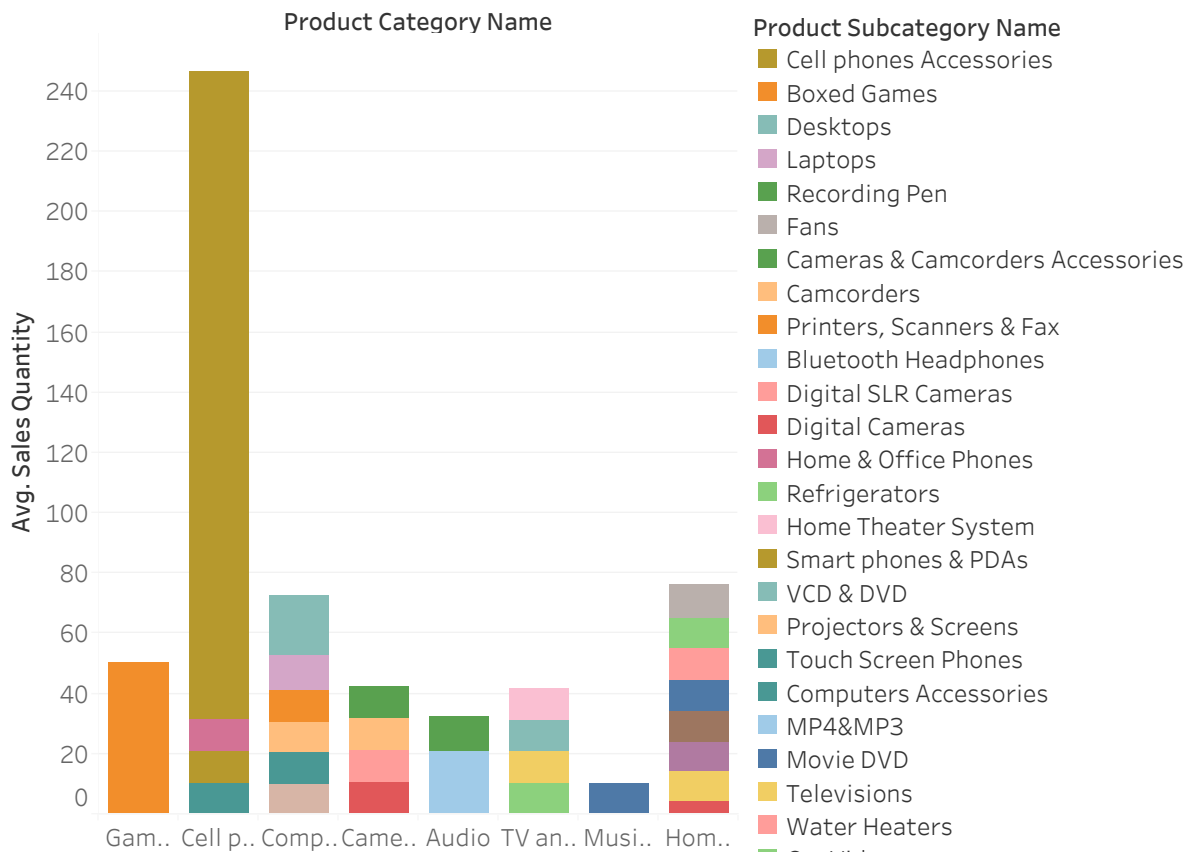
Sum of Profit and sum of Sales Amount for each Sales Date Month. Color shows details about Product Category Name. The data is filtered on Channel SK, Action (Product Category Name) and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Action (Product Category Name) filter keeps 8 members.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



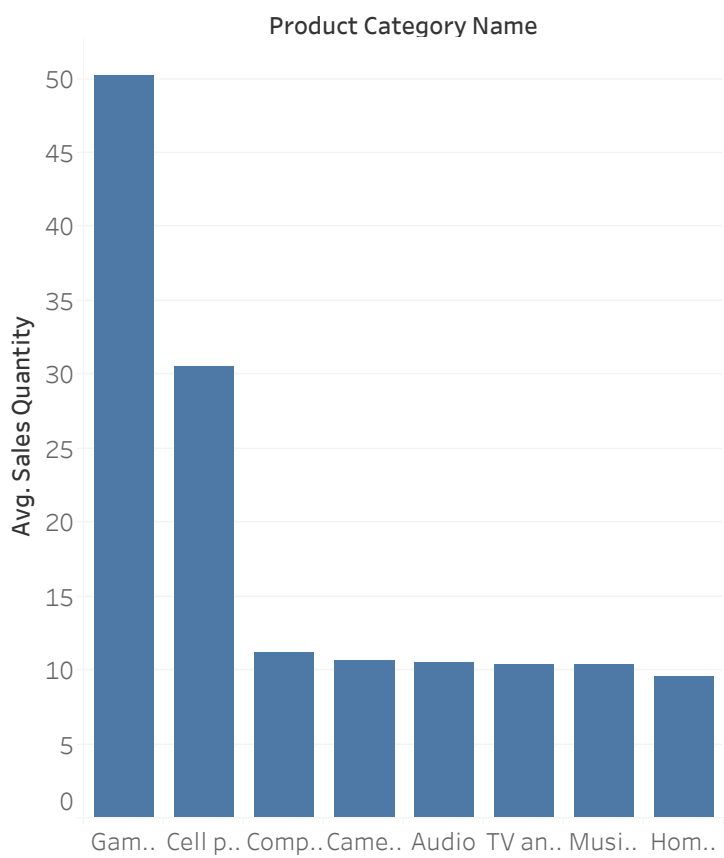
Sum of Profit for each Product Category Name. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The view is filtered on Product Category Name, which keeps 8 of 8 members.

Average Quantity on Category and SubCategory



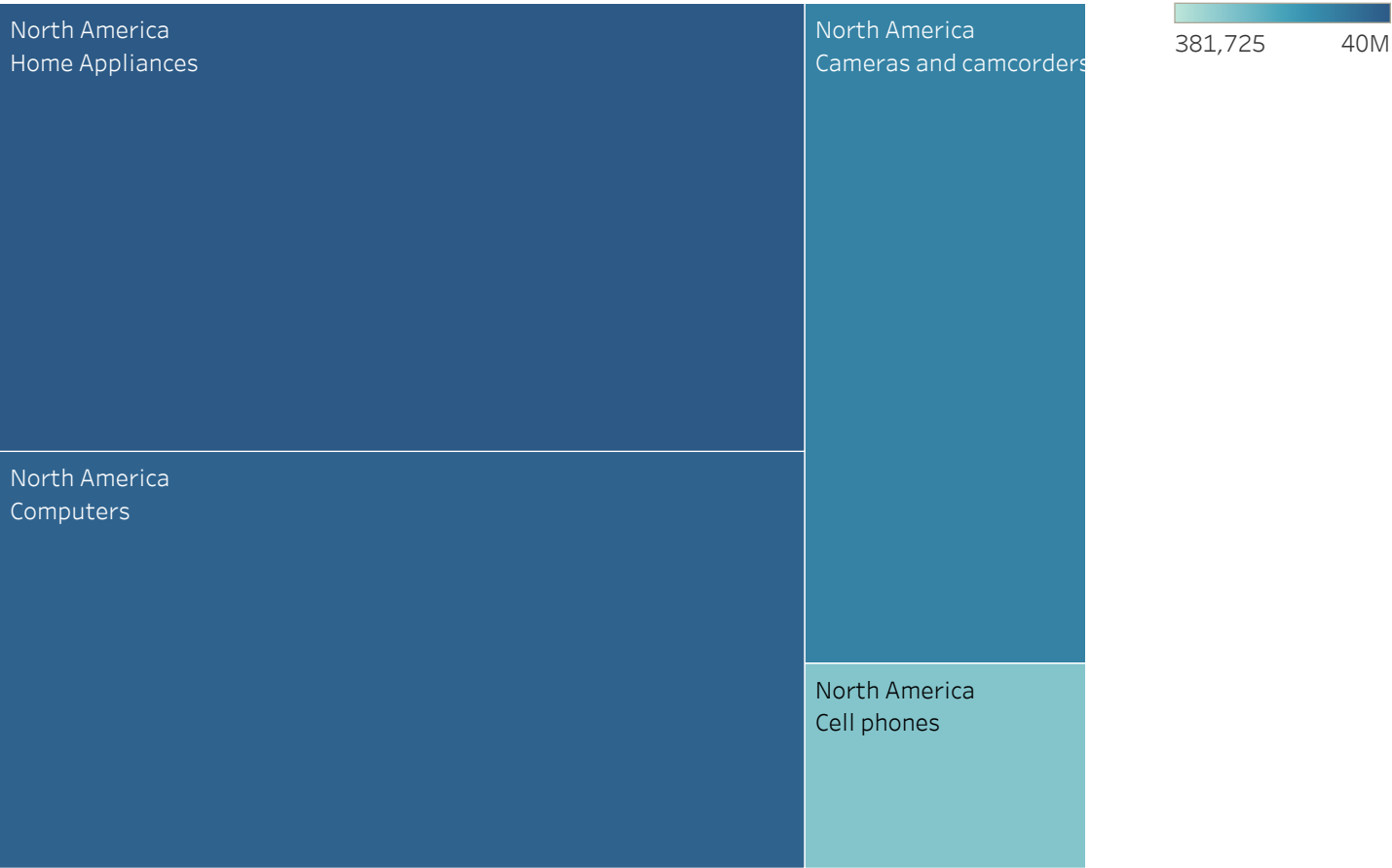
Average of Sales Quantity for each Product Category Name. Color shows details about Product Subcategory Name. The data is filtered on Channel SK, Sales Date Year, Action (Product Category Name) and Action (Continent Name,Product Category Name). The Channel SK filter ranges from 1 to 1. The Sales Date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



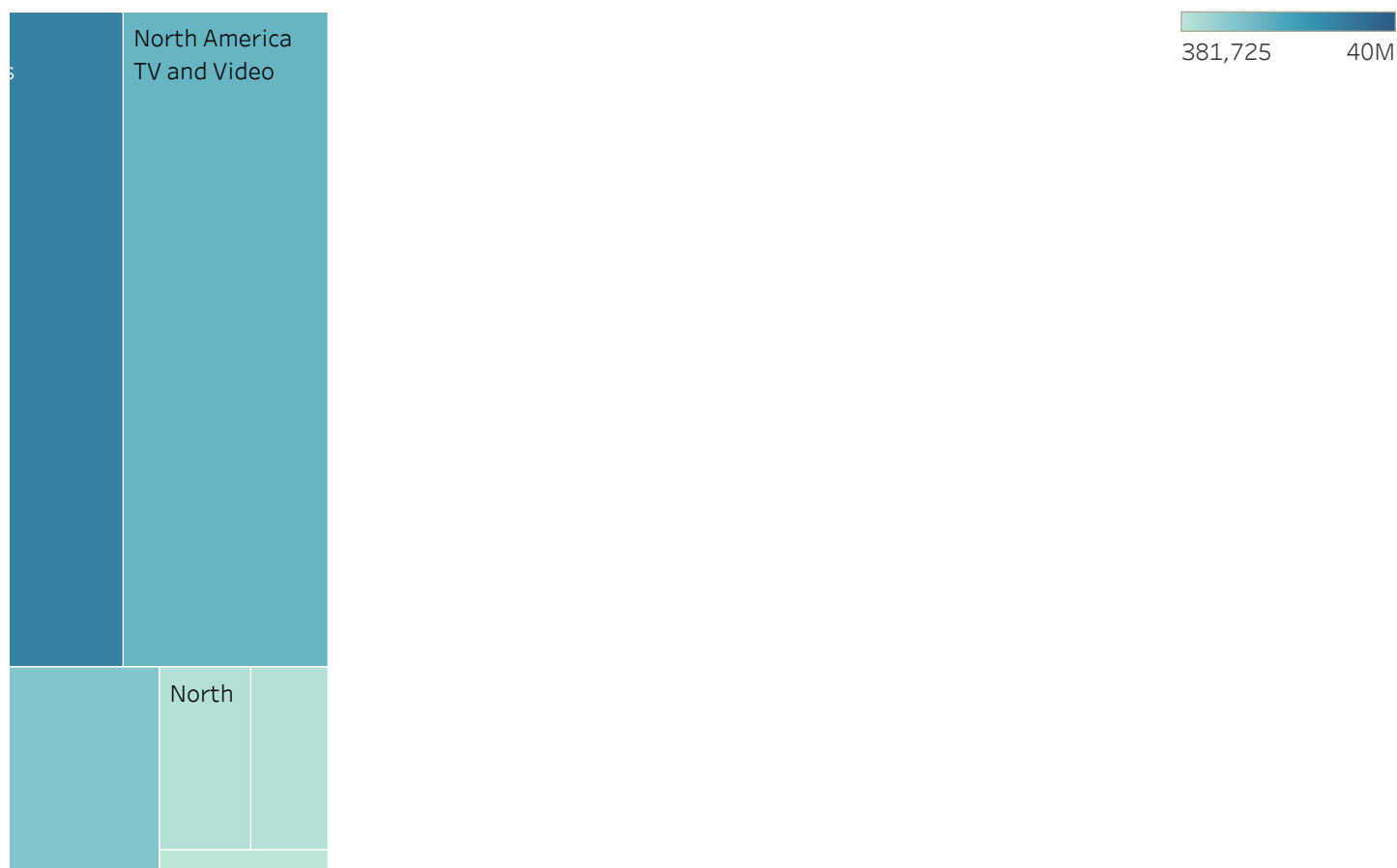
Average of Sales Quantity for each Product Category Name. The data is filtered on Channel SK, Sales Date Year, Action (Product Category Name), Action (Product Category Name,Product Subcategory Name) and Action (Continent Name,Product Category Name). The Channel SK filter ranges from 1 to 1. The Sales 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



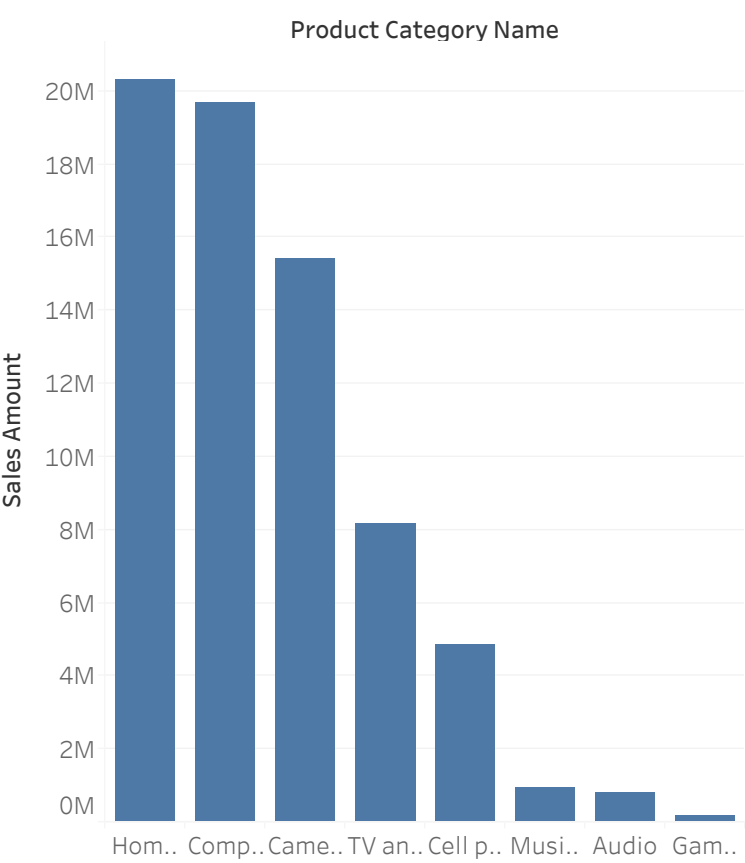
Continent Name and Product Category Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Continent Name and Product Category Name. The data is filtered on State Province Name, Channel SK, Sales Date Year, Action (Product Category Name) and Action (Product Category 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.

Sales at East Cost by Categories



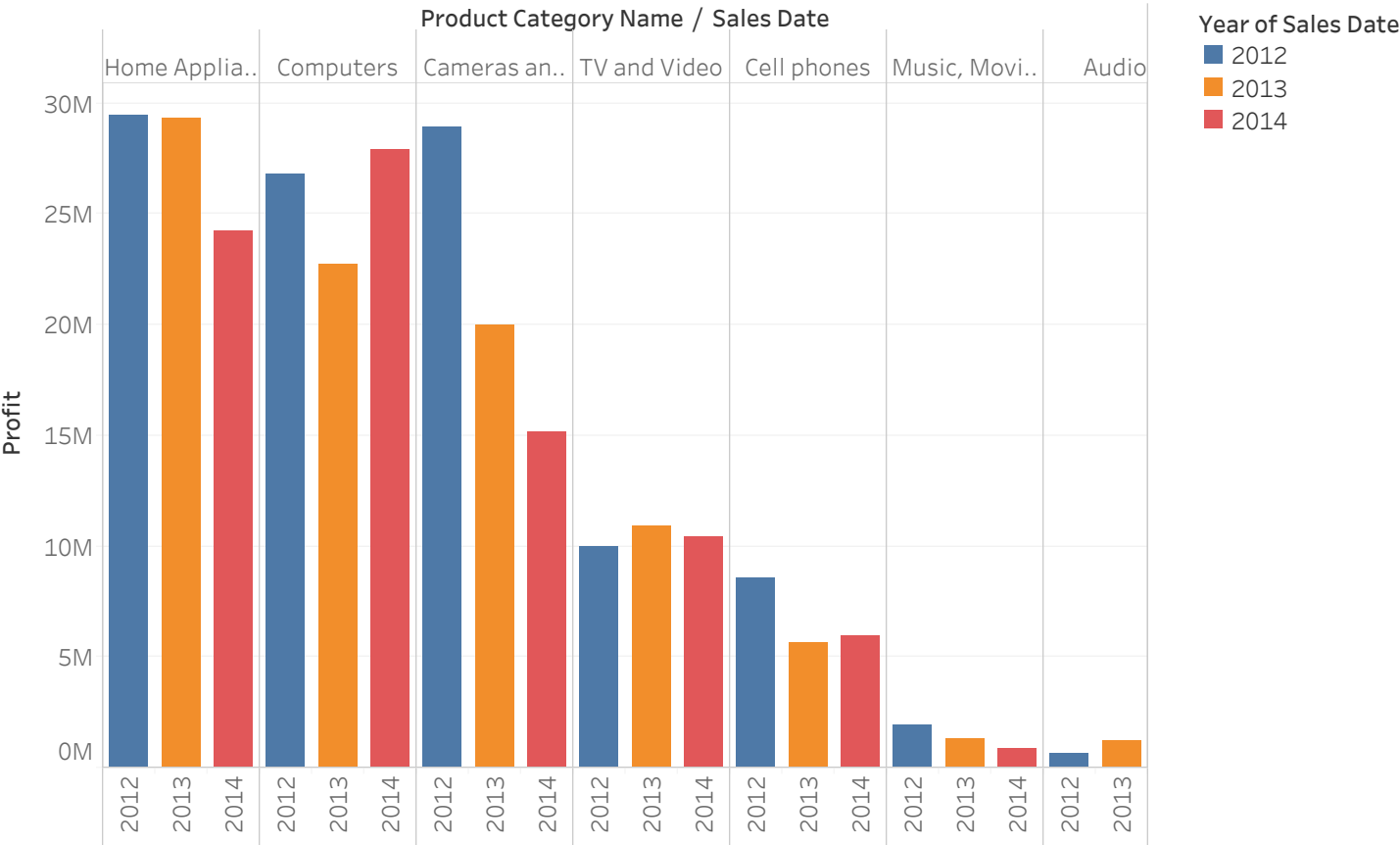
Continent Name and Product Category Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Continent Name and Product Category Name. The data is filtered on State Province Name, Channel SK, Sales Date Year, Action (Product Category Name) and Action (Product Category 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.

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



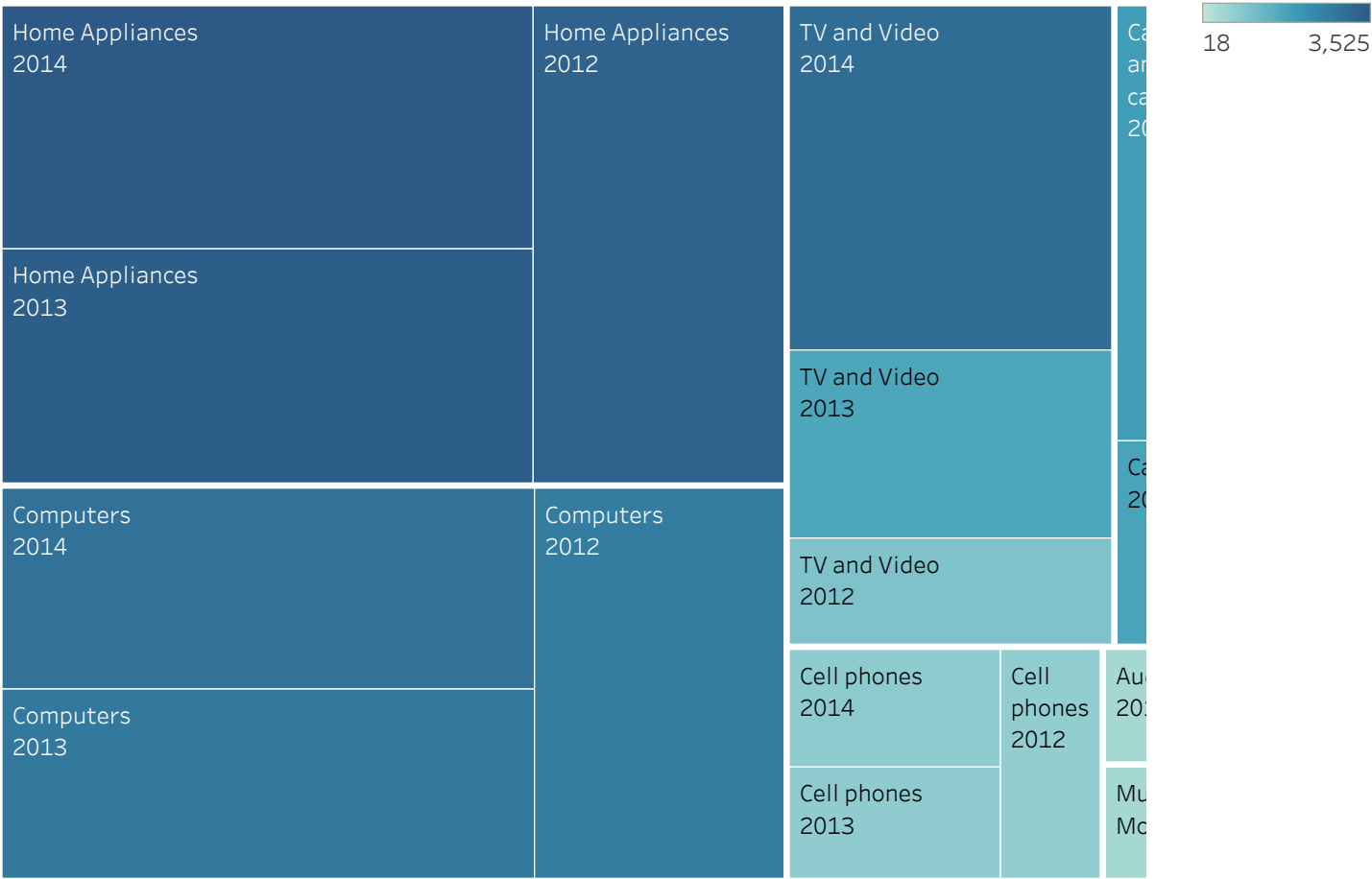
Sum of Profit for each Sales Date Year broken down by Product Category Name. Color shows details about Sales Date Year. The data is filtered on Channel SK, which ranges from 1 to 1. The view is filtered on Product Category Name and Sales Date Year. The Product Category Name filter keeps 8 of 8 members.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

Categories with Maximum Profit- Yearly



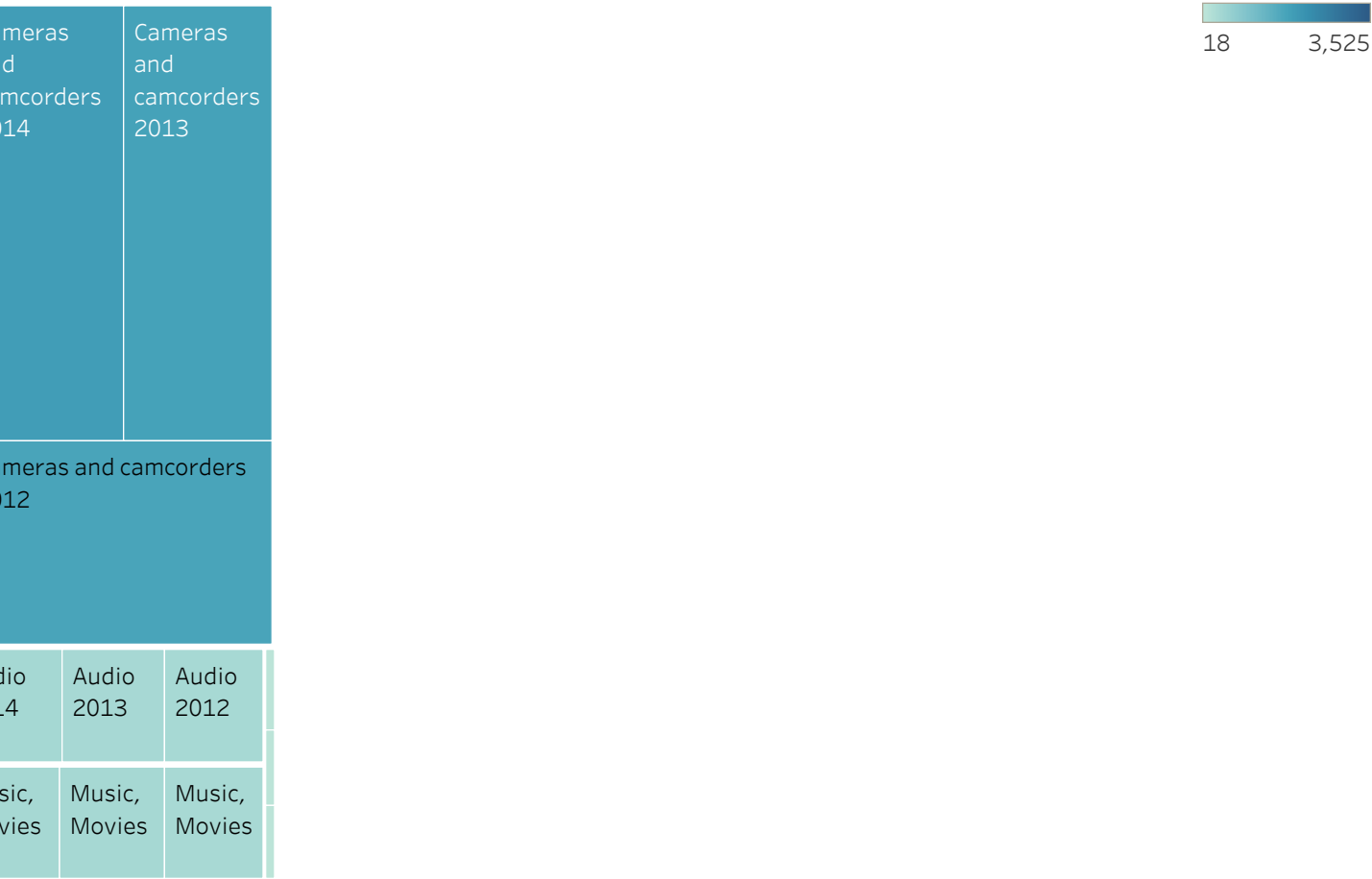
Sum of Profit for each Sales Date Year broken down by Product Category Name. Color shows details about Sales Date Year. The data is filtered on Channel SK, which ranges from 1 to 1. The view is filtered on Product Category Name and Sales Date Year. The Product Category Name filter keeps 8 of 8 members.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

Contribution - Most Expensive Product



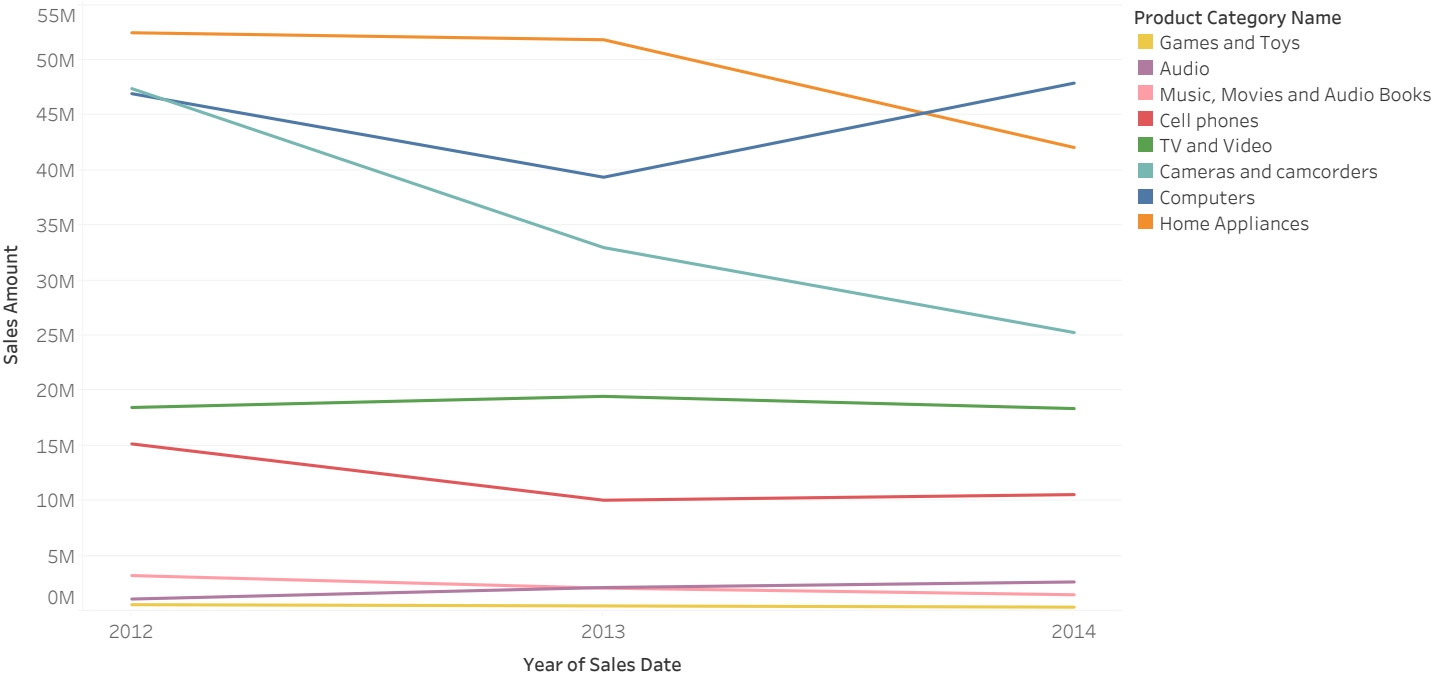
Product Category Name and Sales Date Year. Color shows MAX([Sales Amount]/[Sales Quantity]). Size shows MAX([Sales Amount]/[Sales Quantity]). The marks are labeled by Product Category Name and Sales Date Year. The data is filtered on Channel SK and Sales Date Year. The Channel SK filter ranges from 1 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.

Contribution - Most Expensive Product



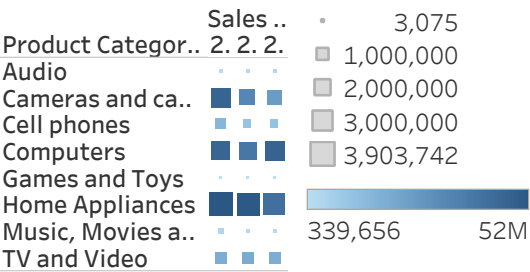
Product Category Name and Sales Date Year. Color shows $\text{MAX}([\text{Sales Amount}]/[\text{Sales Quantity}])$. Size shows $\text{MAX}([\text{Sales Amount}]/[\text{Sales Quantity}])$. The marks are labeled by Product Category Name and Sales Date Year. The data is filtered on Channel SK and Sales 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.

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.