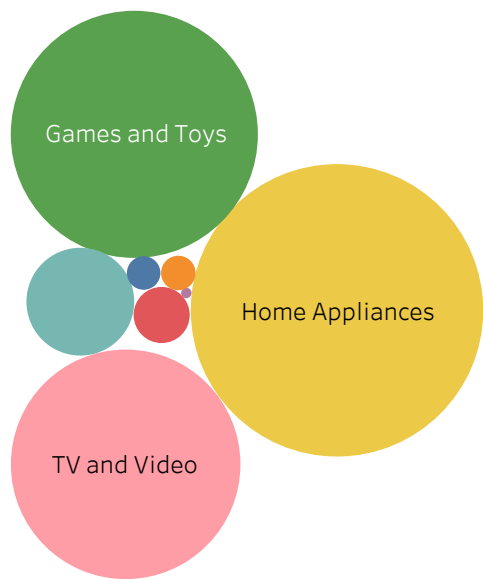


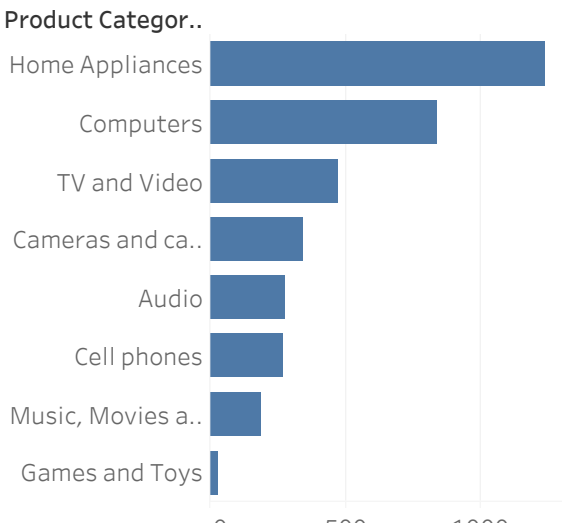
Online Sales: Data Story

Sales Analysis	Sales State Distribution	Yearly Sales Trend
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Categories Over Sales



Top 10 Categories by Average Sales



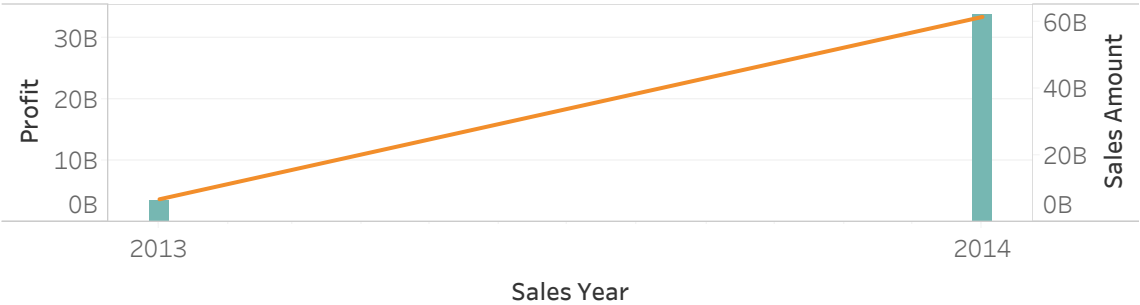
Year of Sales..

☒ 2012

☒ 2013

☒ 2014

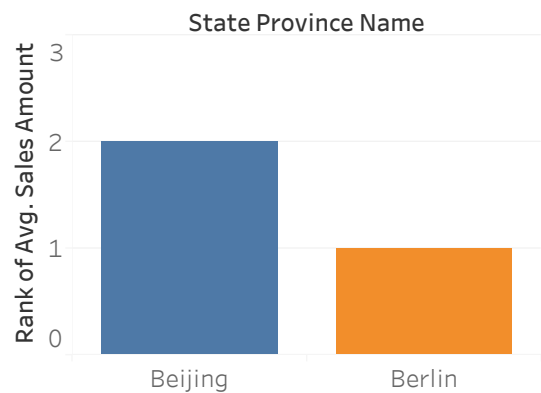
Sales Vs Profit Trend



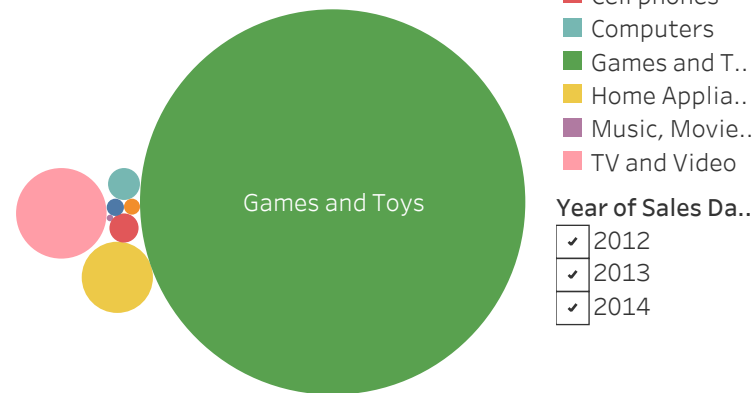
Online Sales: Data Story

Sales Analysis	Sales State Distribution	Yearly Sales Trend
----------------	--------------------------	--------------------

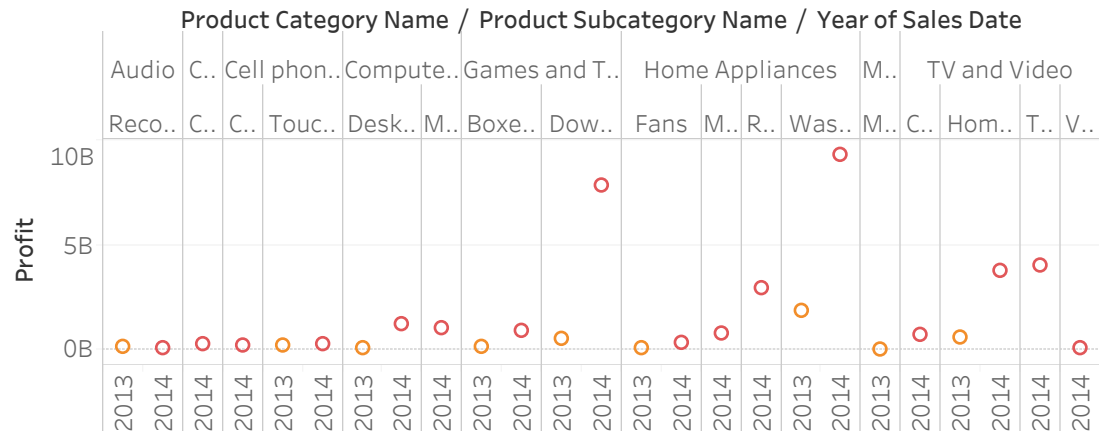
Top 10 State on Average Sales



Customer Segmentation across Categories



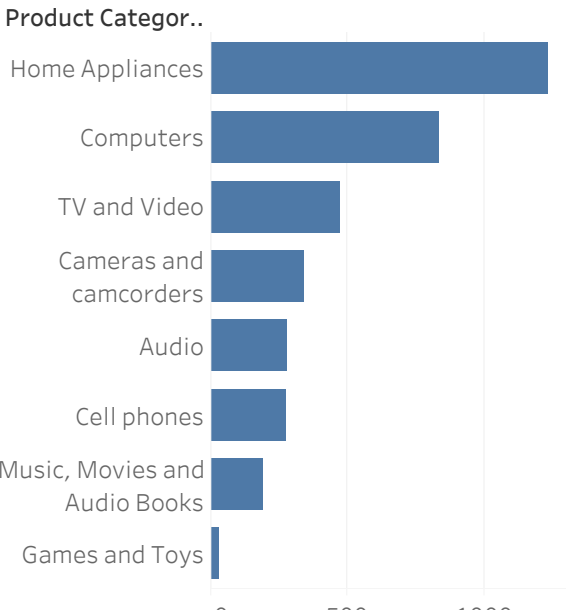
Highest Profit Year Over Year



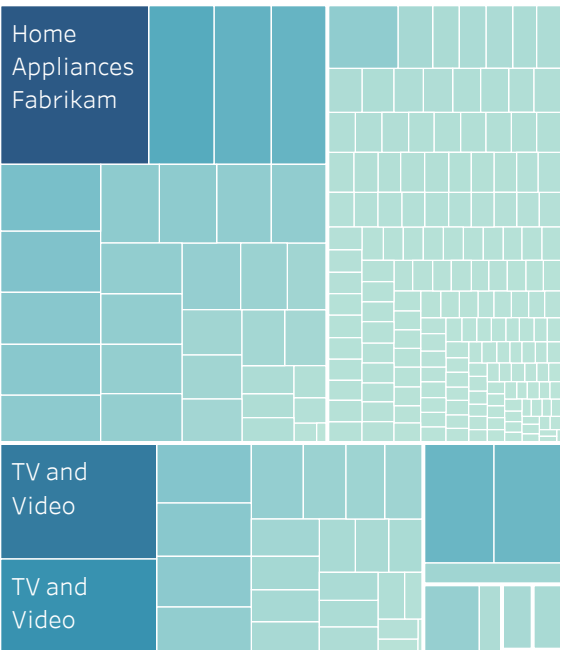
Online Sales: Data Story

Sales Analysis	Sales State Distribution	Yearly Sales Trend
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Top 10 Categories by Average Sales



Product with Top Sales



Year of Sale..

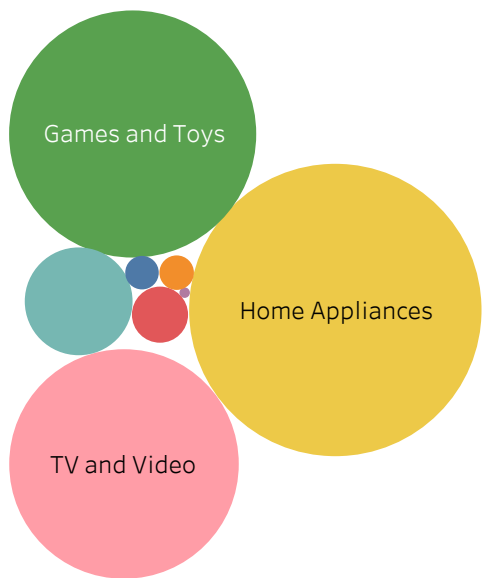
- ☒ 2012
- ☒ 2013
- ☒ 2014

Month of S..
September ..
and Null val..

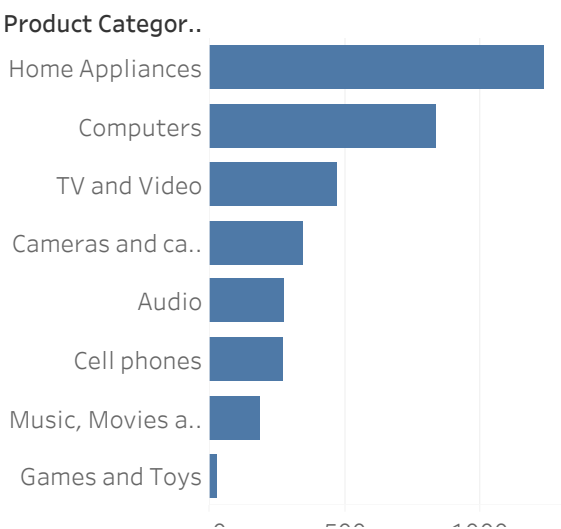
Sales Over Month



Categories Over Sales



Top 10 Categories by Average Sales



Year of Sales..

☒ 2012

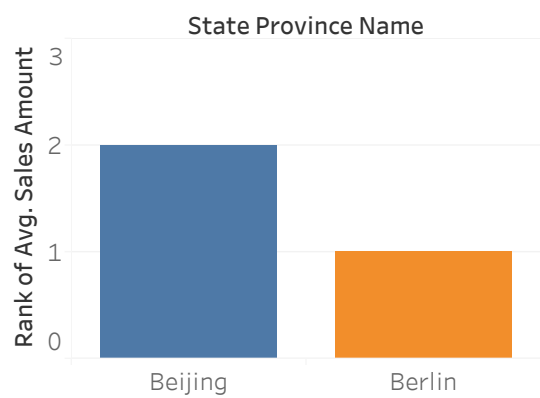
☒ 2013

☒ 2014

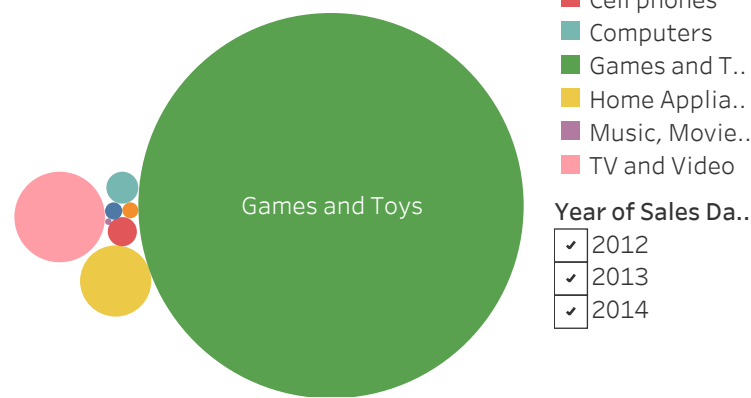
Sales Vs Profit Trend



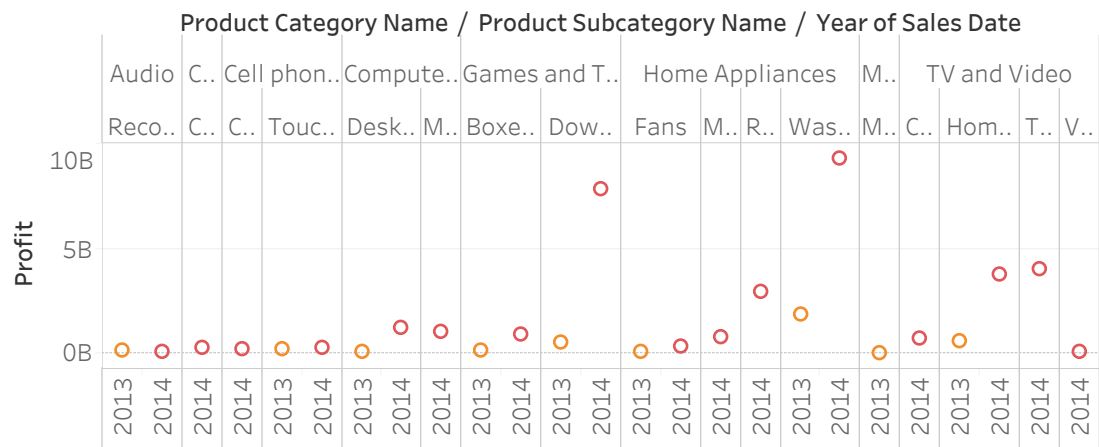
Top 10 State on Average Sales



Customer Segmentation across Categories

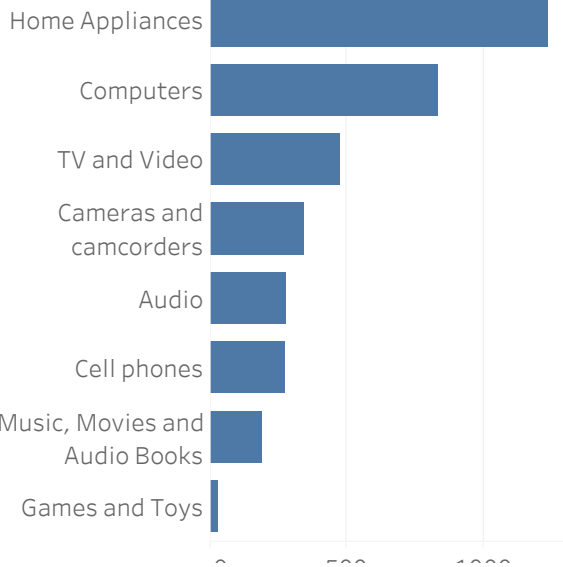


Highest Profit Year Over Year

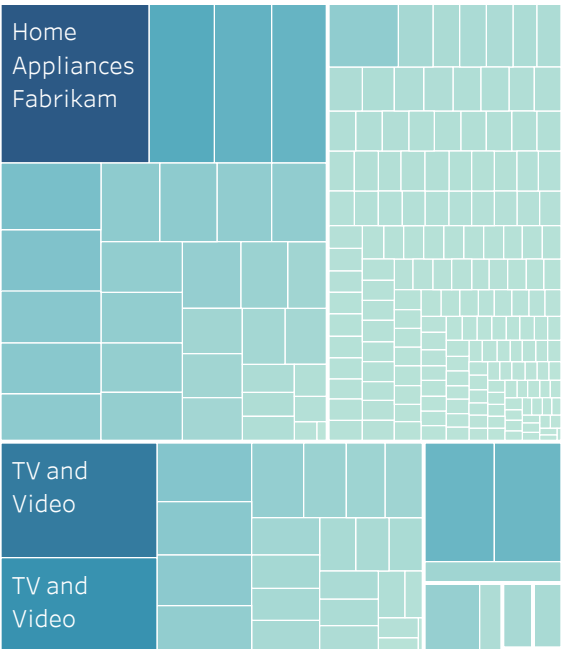


Top 10 Categories by Average Sales

Product Categor..



Product with Top Sales



Year of Sale..

- 2012
- 2013
- 2014

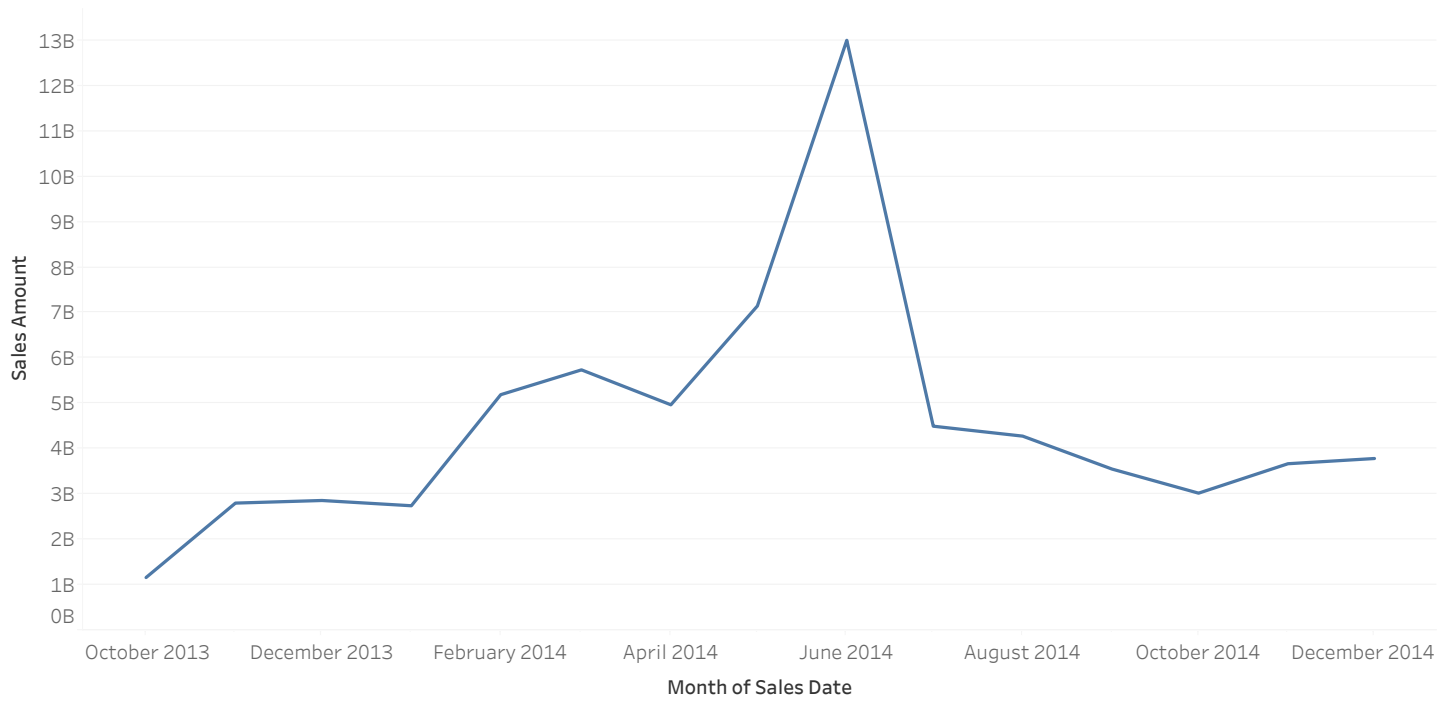
Month of S..

September .. and Null val..

Sales Over Month

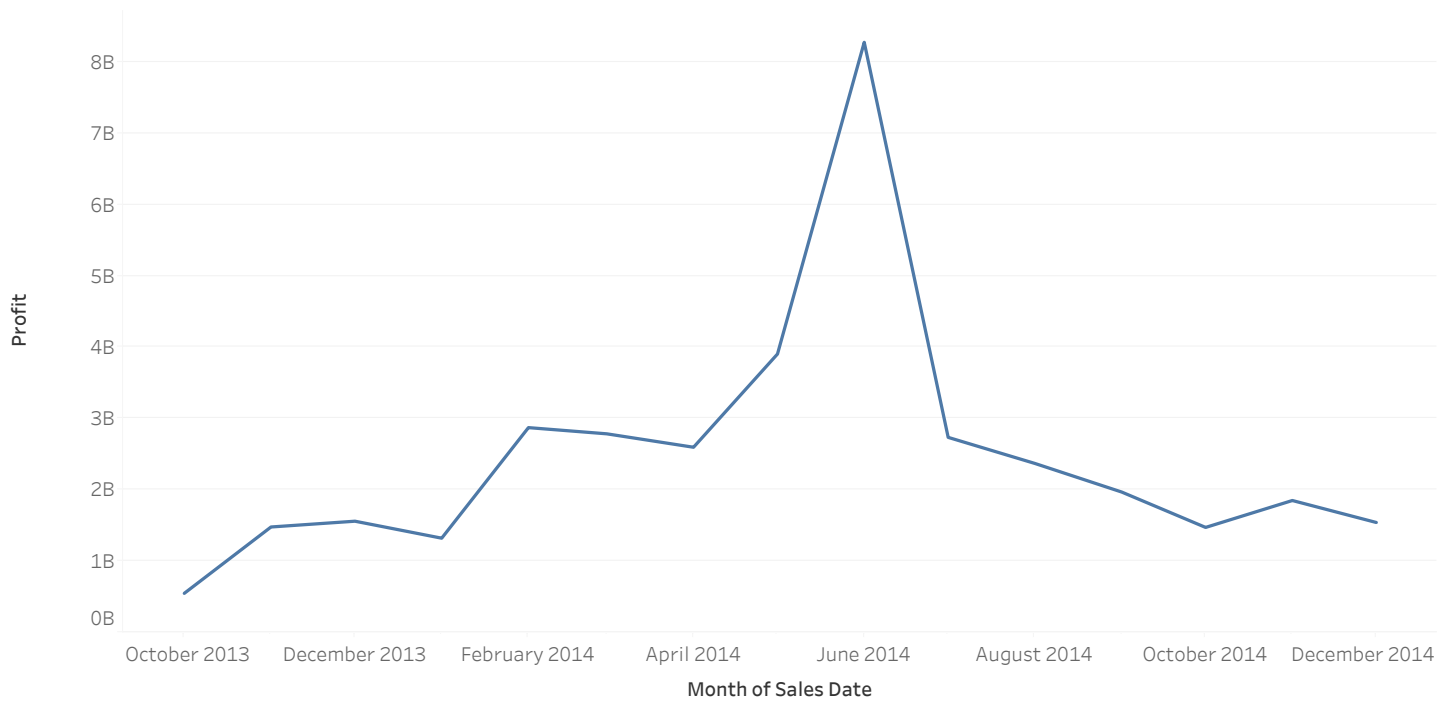


Sales Trend over Years



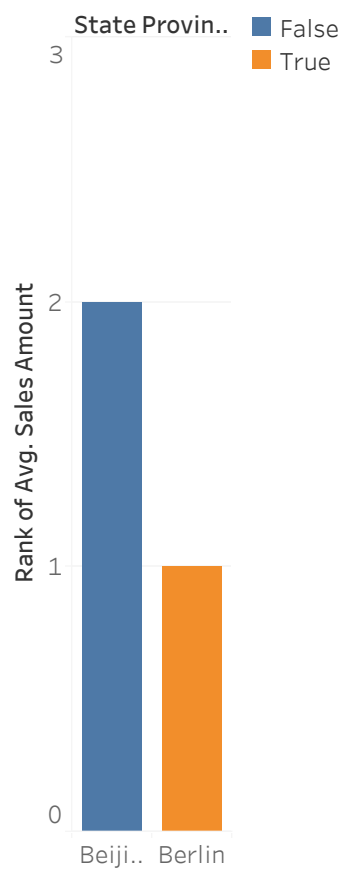
The trend of sum of Sales Amount for Sales Date Month. The data is filtered on Sales Date Year, which keeps 2012, 2013 and 2014. The view is filtered on Sales Date Month, which ranges from September 2013 to December 2014 and keeps Null values.

Online Profit Trend



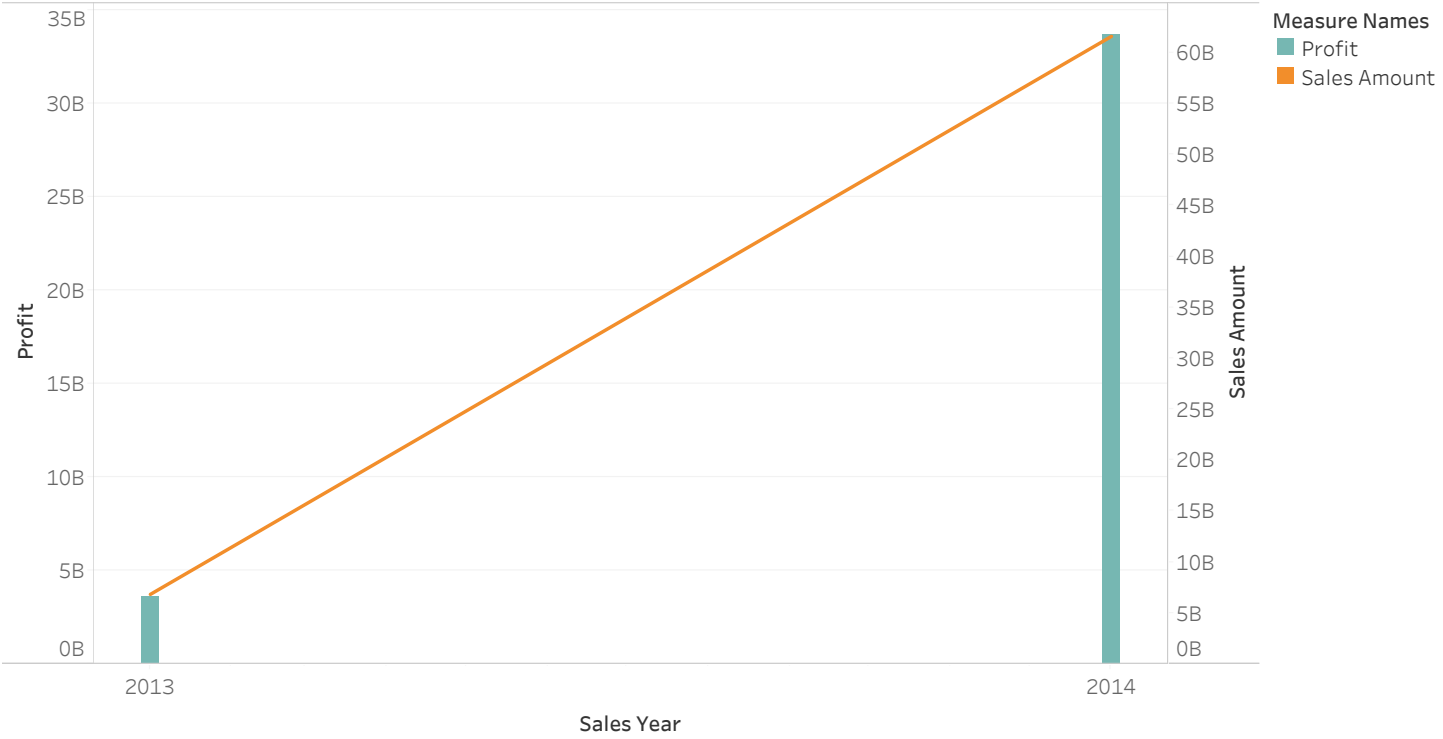
The trend of sum of Profit for Sales Date Month. The data is filtered on Sales Date Year, which keeps 2012, 2013 and 2014. The view is filtered on Sales Date Month, which ranges from September 2013 to December 2014 and keeps Null values.

Top 10
State on
Average
Sales



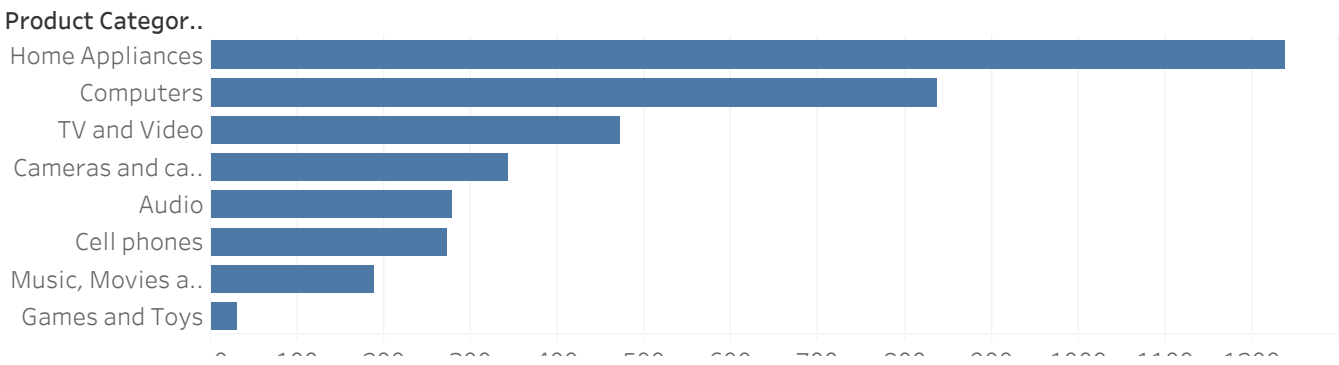
Rank of Avg. Sales Amount for each State Province Name. Color shows details about $RANK(AVG([Sales Amount])) \leq 1$. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Sales Vs Profit Trend



The trends of Profit and Sales Amount for Sales Date Year. Color shows details about Profit and Sales Amount. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

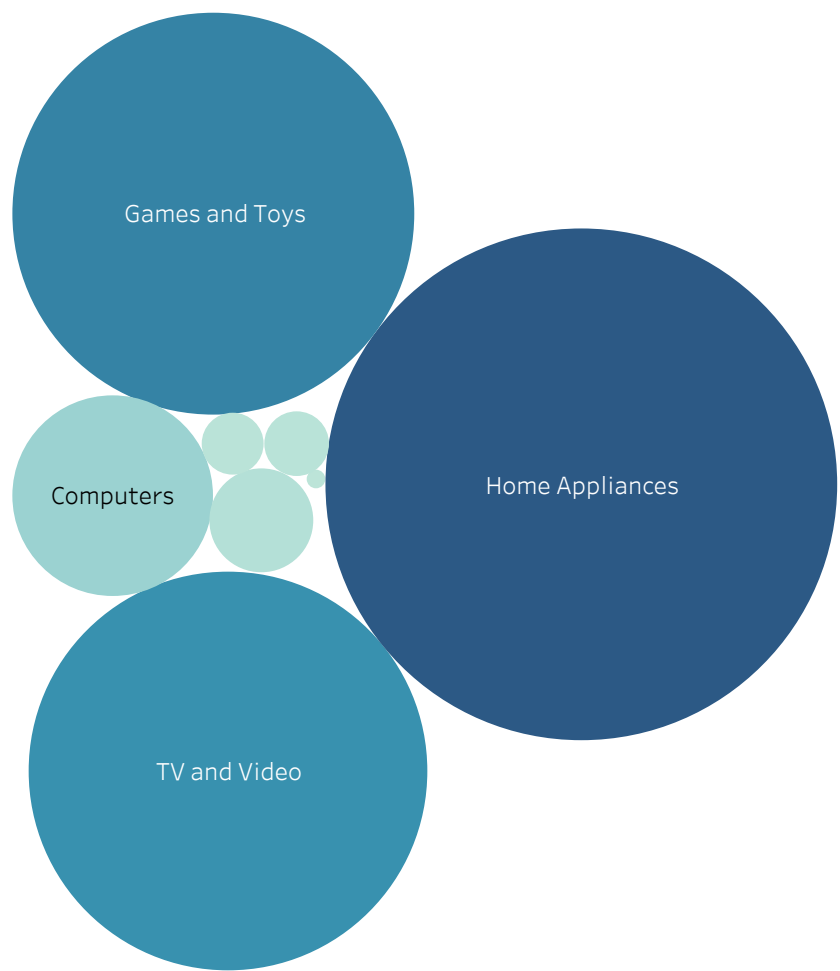
Top 10 Categories by Average Sales



Average of Sales Amount for each Product Category Name. The data is filtered on Sales Date Year, Action (Product Category Name,Product Name) and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name,Product Name) filter keeps 2,517 members. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values. The view is filtered on Product Category Name, which keeps 8 of 8 members.

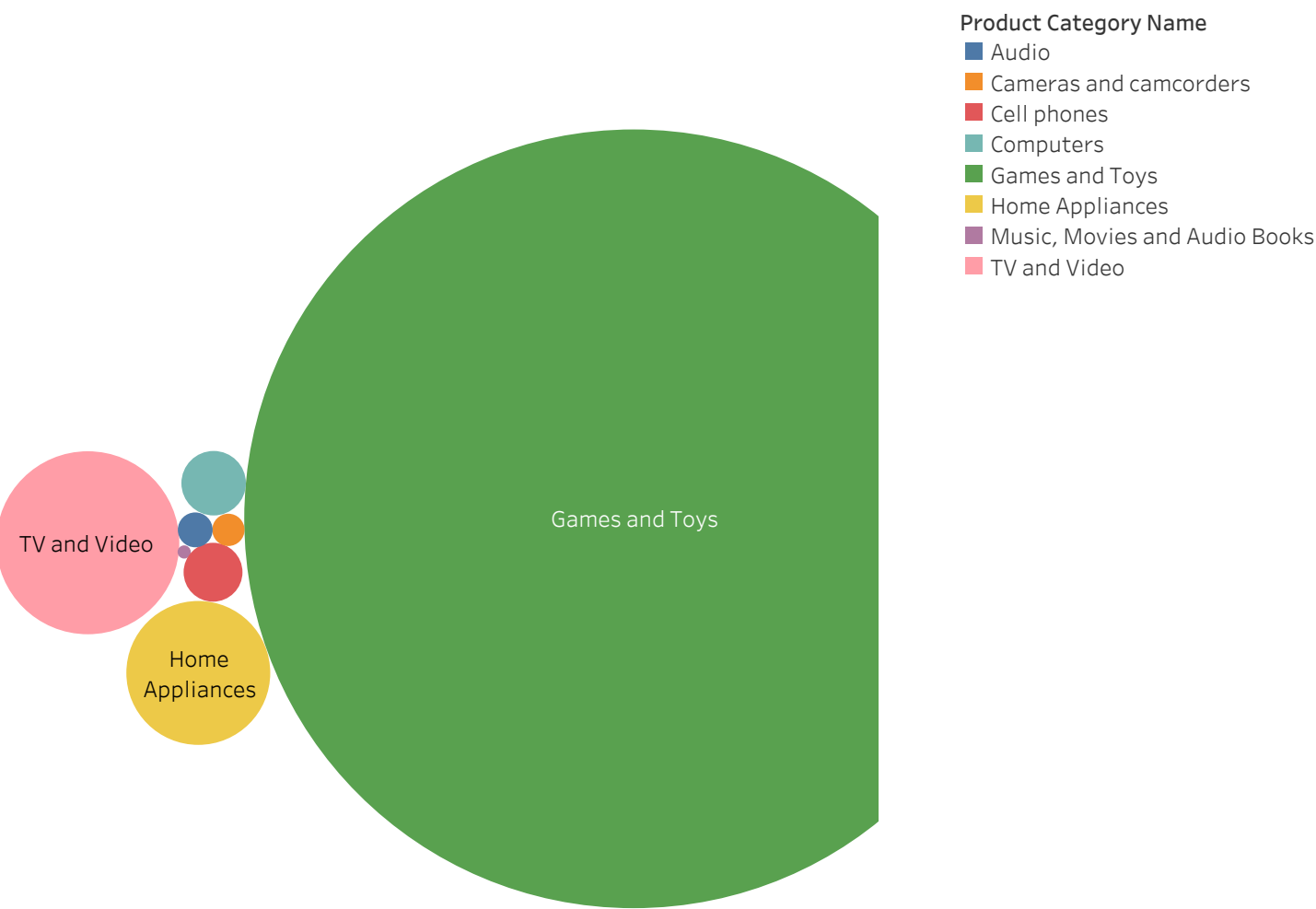
Category Sales Contribution

Sales Amount
34,587,159 27B



Product Category Name. Color shows sum of Sales Amount. Size shows sum of contribution. The marks are labeled by Product Category Name. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

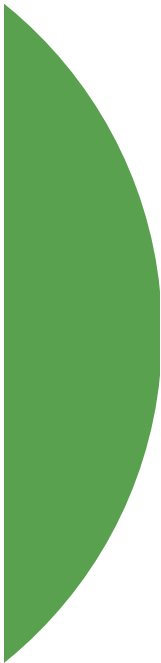
Customer Segmentation across Categories



Product Category Name. Color shows details about Product Category Name. Size shows count of Customer ID. The marks are labeled by Product Category Name. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

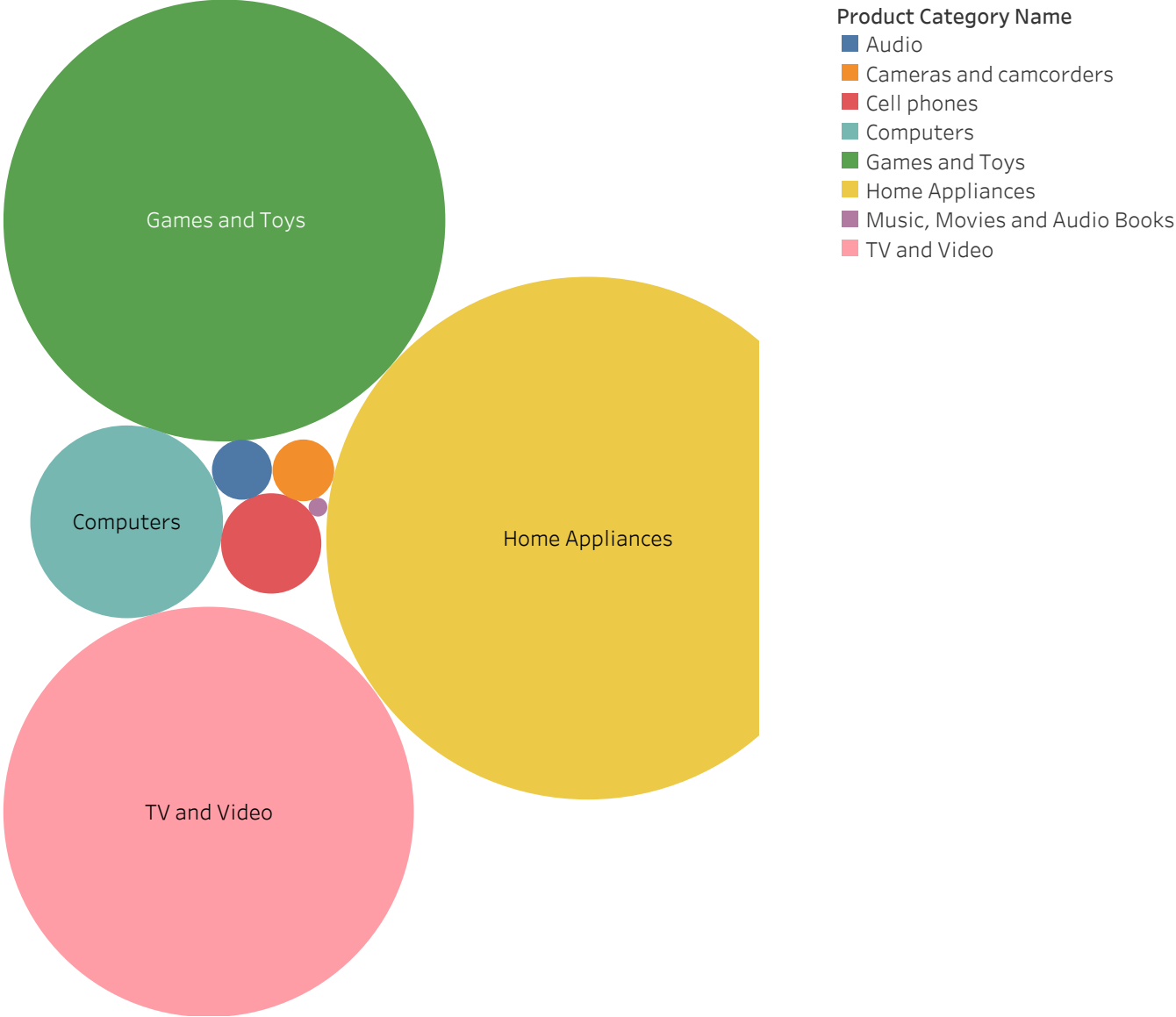
Customer Segmentation across Categories

- Product Category Name
- Audio
 - Cameras and camcorders
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies and Audio Books
 - TV and Video



Product Category Name. Color shows details about Product Category Name. Size shows count of Customer ID. The marks are labeled by Product Category Name. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Categories Over Sales



Product Category Name. Color shows details about Product Category Name. Size shows sum of Sales Amount. The marks are labeled by Product Category Name. The data is filtered on Is Holiday USA, Is Weekday, Sales Date Year and Sales Date Month. The Is Holiday USA filter ranges from 0 to 1. The Is Weekday filter ranges from 0 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

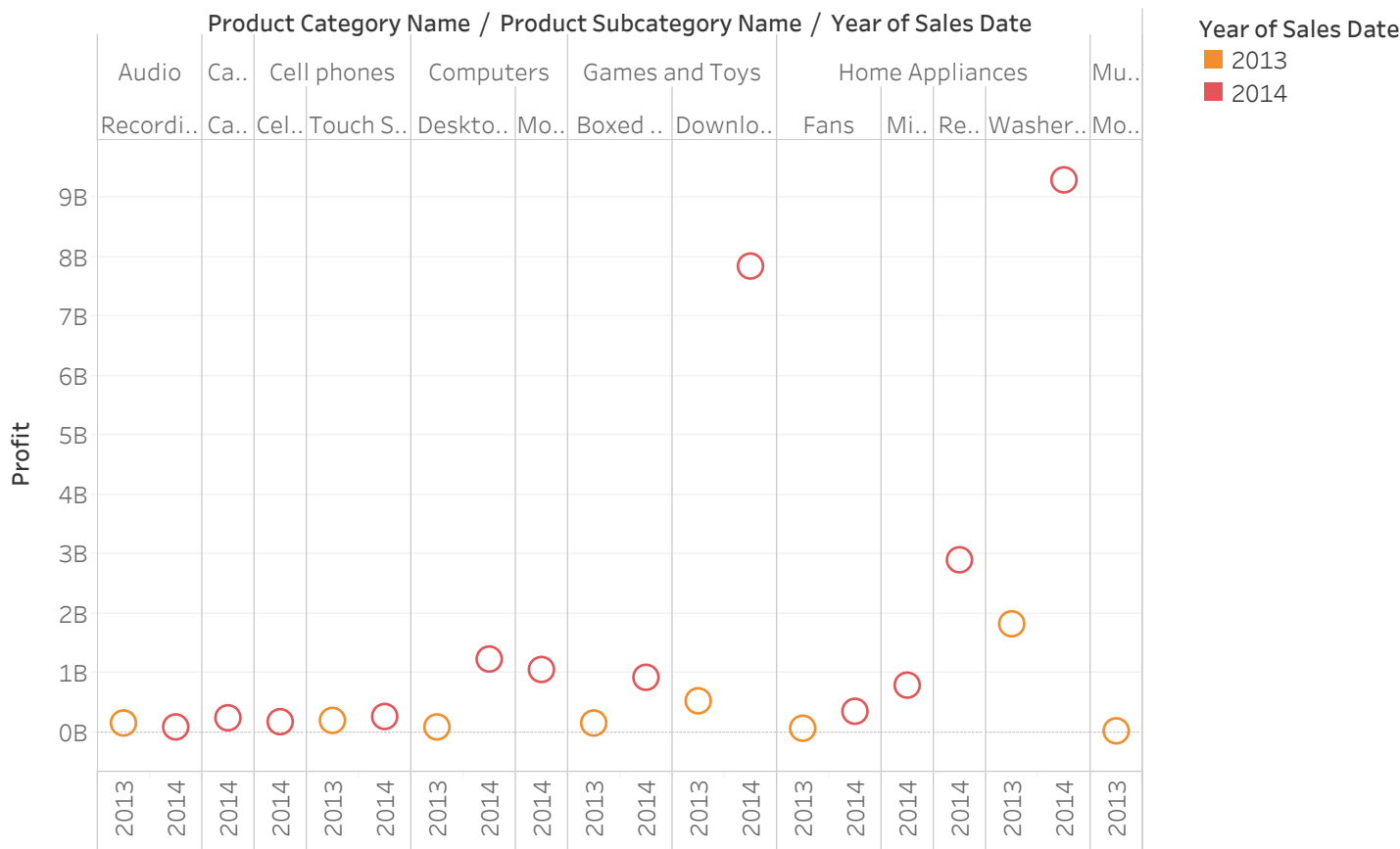
Categories Over Sales

- Product Category Name
- Audio
 - Cameras and camcorders
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies and Audio Books
 - TV and Video



Product Category Name. Color shows details about Product Category Name. Size shows sum of Sales Amount. The marks are labeled by Product Category Name. The data is filtered on Is Holiday USA, Is Weekday, Sales Date Year and Sales Date Month. The Is Holiday USA filter ranges from 0 to 1. The Is Weekday filter ranges from 0 to 1. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Highest Profit Year Over Year



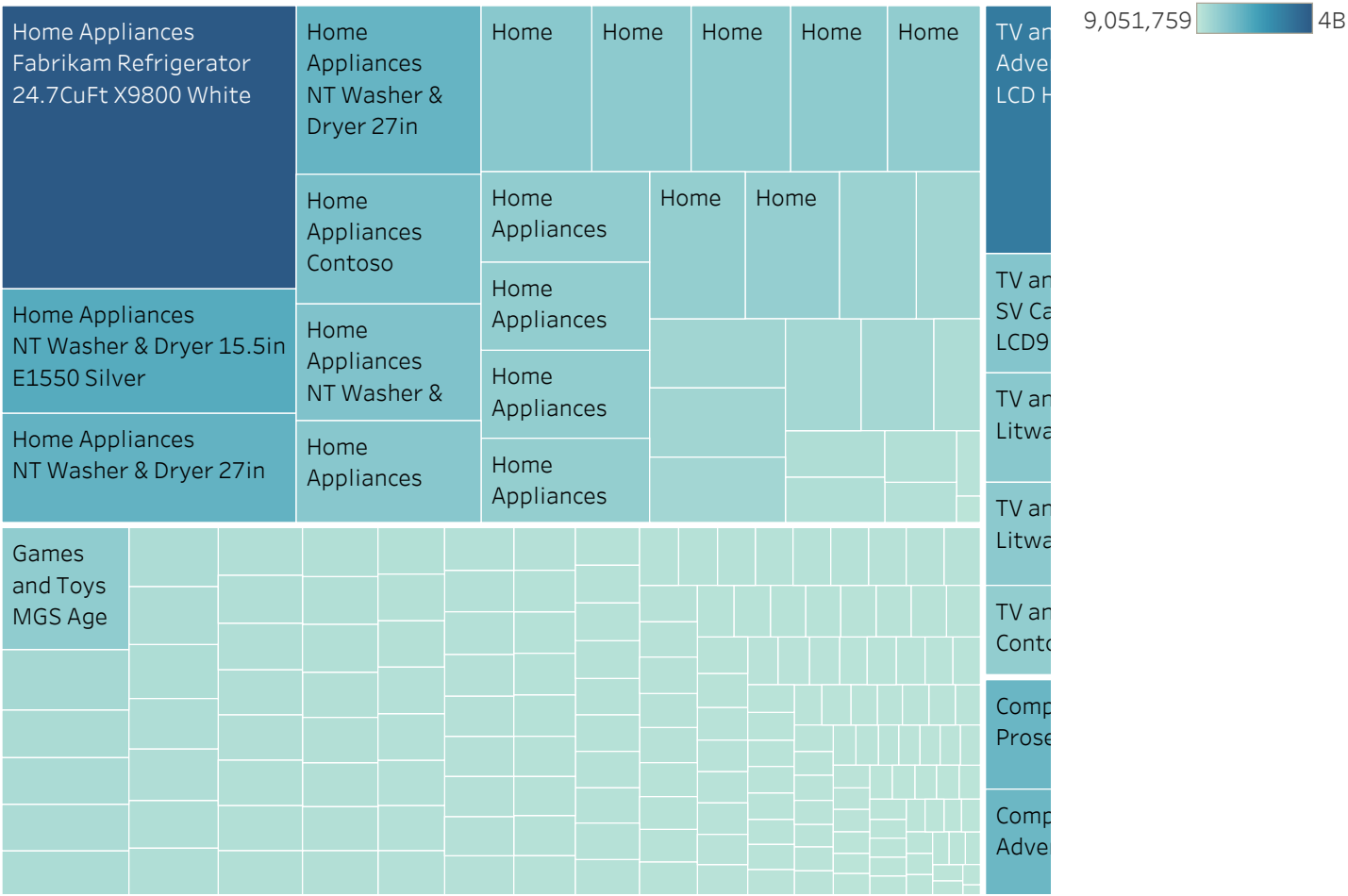
Sum of Profit for each Sales Date Year broken down by Product Category Name and Product Subcategory Name. Color shows details about Sales Date Year. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Highest Profit Year Over Year



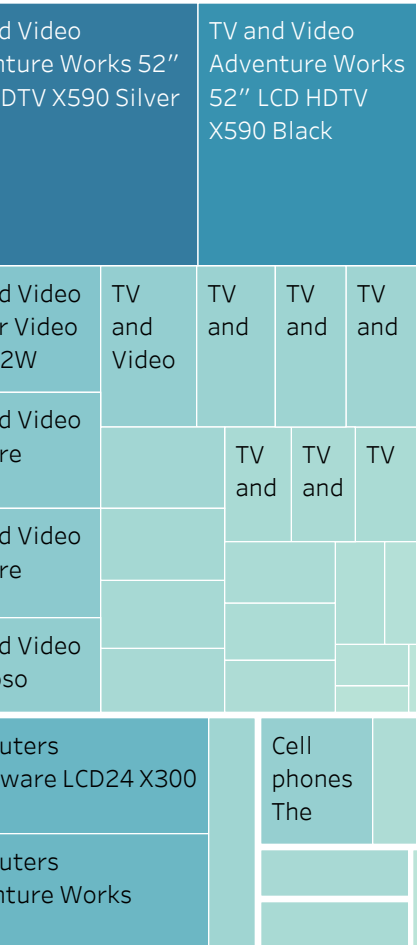
Sum of Profit for each Sales Date Year broken down by Product Category Name and Product Subcategory Name. Color shows details about Sales Date Year. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Product with Top Sales



Product Category Name and Product Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Product Category Name and Product Name. The data is filtered on Sales Date Year, Action (Product Category Name) and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

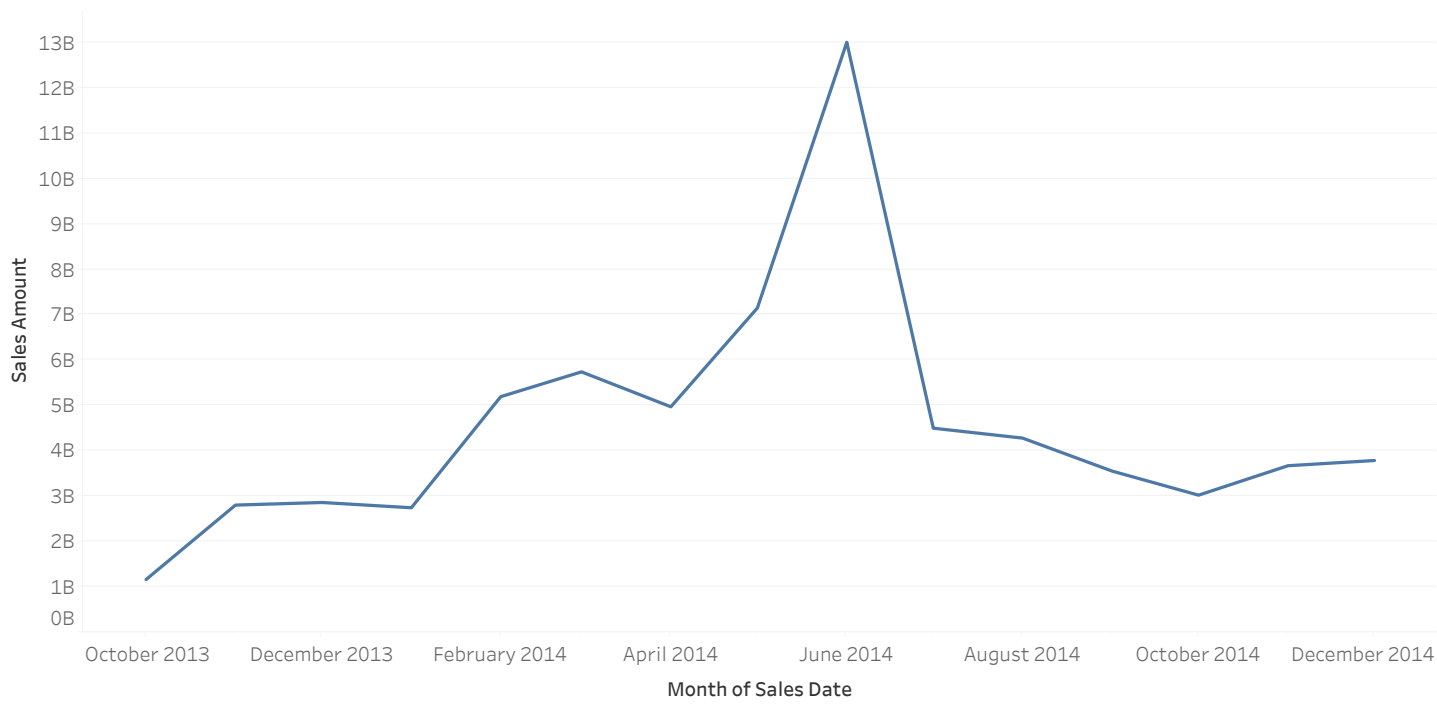
Product with Top Sales



9,051,759 4B

Product Category Name and Product Name. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Product Category Name and Product Name. The data is filtered on Sales Date Year, Action (Product Category Name) and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name) filter keeps 8 members. The Sales Date Month filter ranges from September 2013 to December 2014 and keeps Null values.

Sales Over Month



The trend of sum of Sales Amount for Sales Date Month. The data is filtered on Sales Date Year, Action (Product Category Name,Product Name) and Action (Product Category Name). The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name,Product Name) filter keeps 2,517 members. The Action (Product Category Name) filter keeps 8 members. The view is filtered on Sales Date Month, which ranges from September 2013 to December 2014 and keeps Null values.