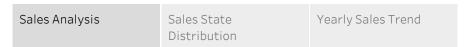
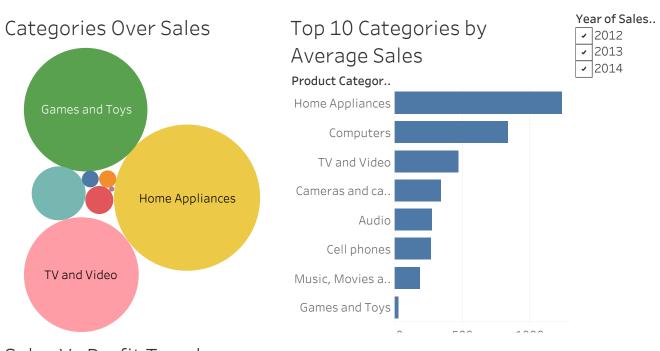
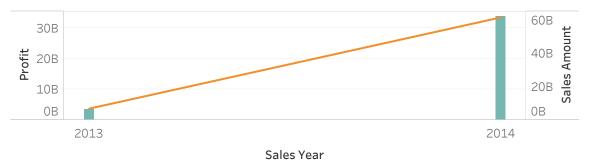
Online Sales: Data Story



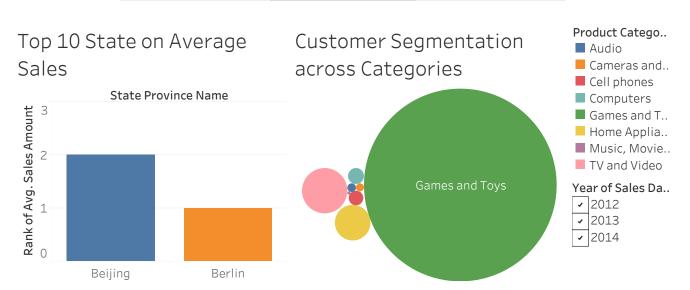


Sales Vs Profit Trend

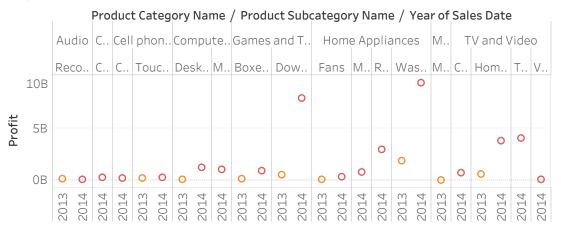


Online Sales: Data Story



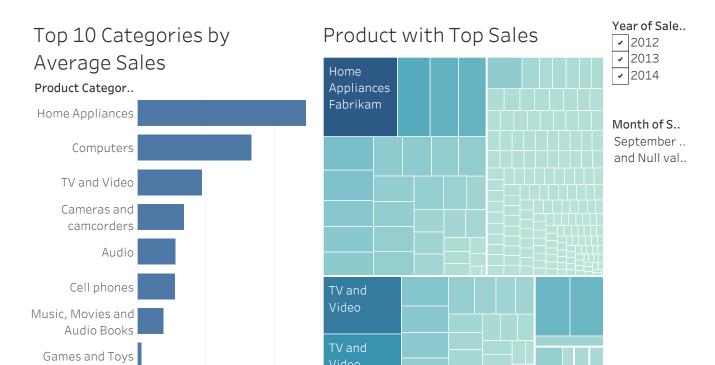


Highest Profit Year Over Year



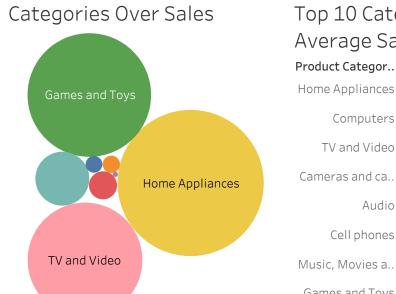
Online Sales: Data Story

Sales Analysis Sales State Yearly Sales Trend
Distribution

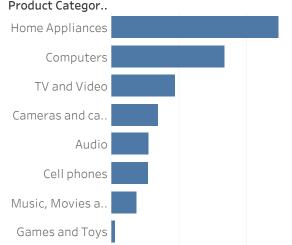


Sales Over Month





Top 10 Categories by Average Sales

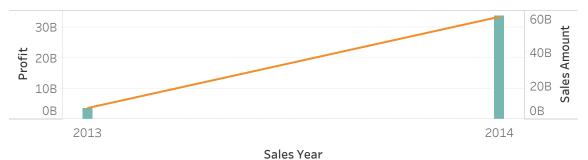


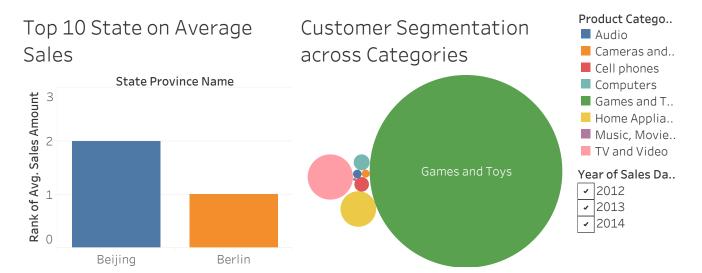
Year of Sales..

2012 **2**013

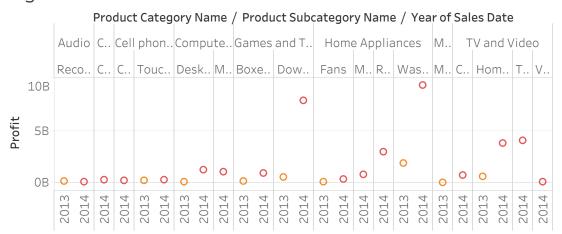
v 2014

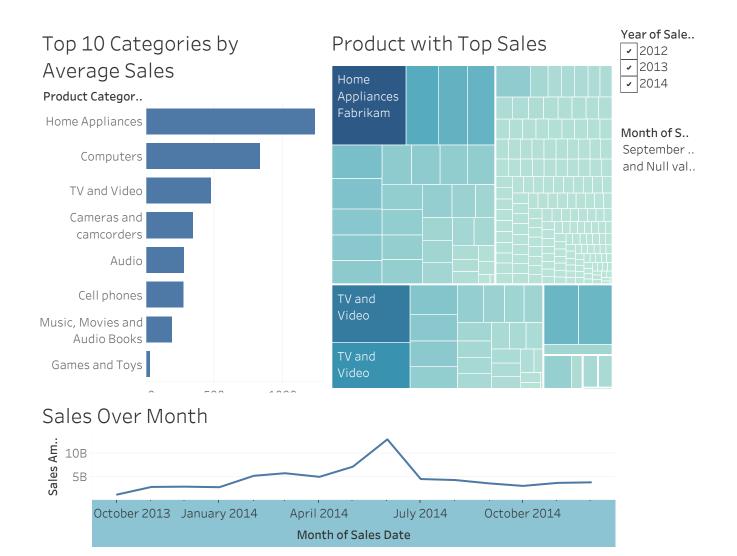
Sales Vs Profit Trend



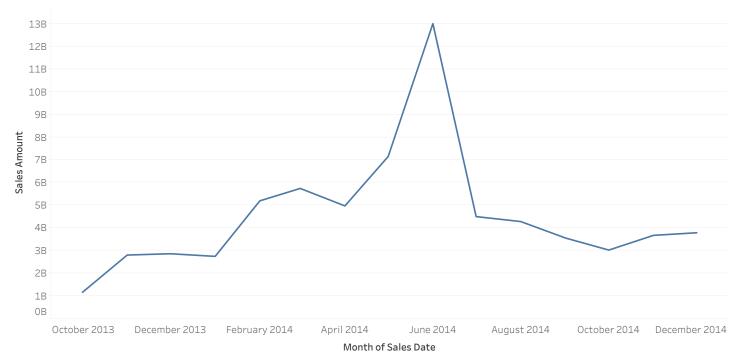


Highest Profit Year Over Year



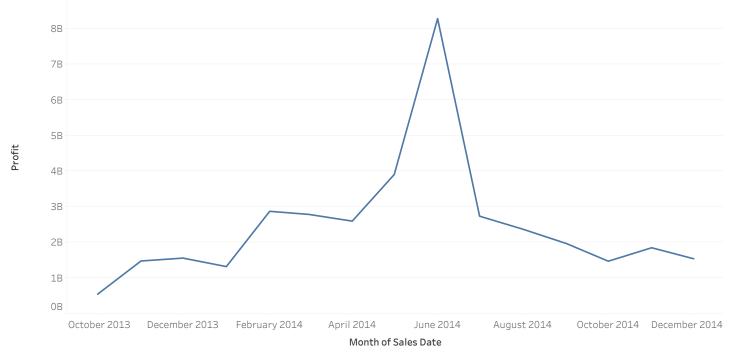


Sales Trend over Years



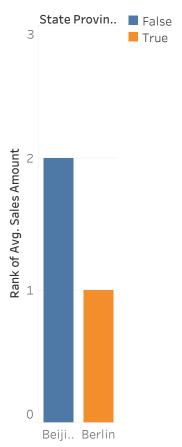
The trend of sum of Sales Amount for Sales Date Month. The data is filtered on Sales Date Year, which keeps 2012, 2013 and 2014. The view is filtered on Sales Date Month, which ranges from September 2013 to December 2014 and keeps Null values.

Online Profit Trend



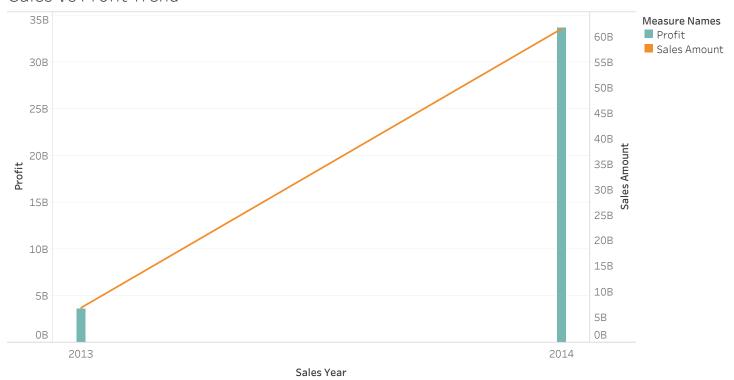
The trend of sum of Profit for Sales Date Month. The data is filtered on Sales Date Year, which keeps 2012, 2013 and 2014. The view is filtered on Sales Date Month, which ranges from September 2013 to December 2014 and keeps Null values.

Top 10 State on Average Sales



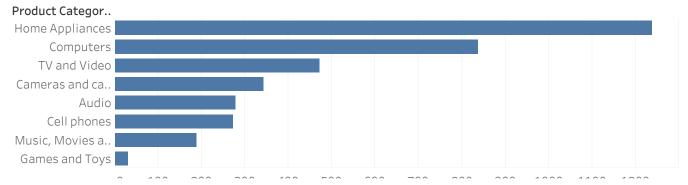
Rank of Avg. Sales Amount for each State Province Name. Color shows details about RANK(AVG([Sales Amount]))<=1. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and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

Sales Vs Profit Trend



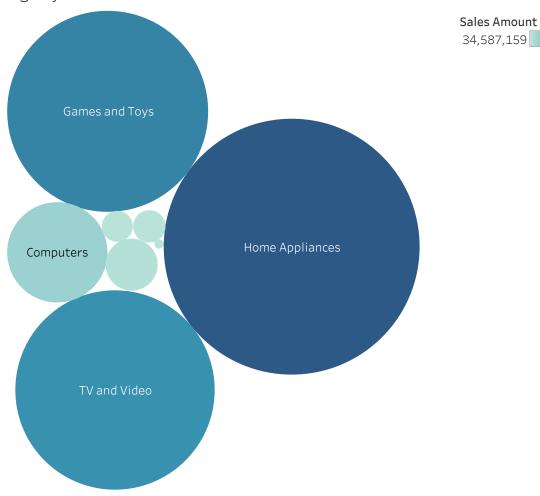
The trends of Profit and Sales Amount for Sales Date Year. Color shows details about Profit and Sales Amount. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from September 2013 to December 2014 and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

Top 10 Categories by Average Sales



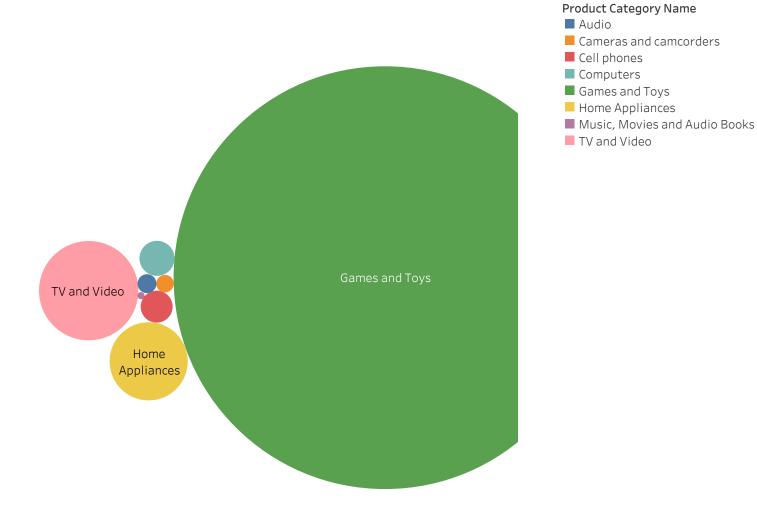
Average of Sales Amount for each Product Category Name. The data is filtered on Sales Date Year, Action (Product Category Name, Product Name) and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Action (Product Category Name, Product Name) filter keeps 2,517 members. The Sales 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



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.

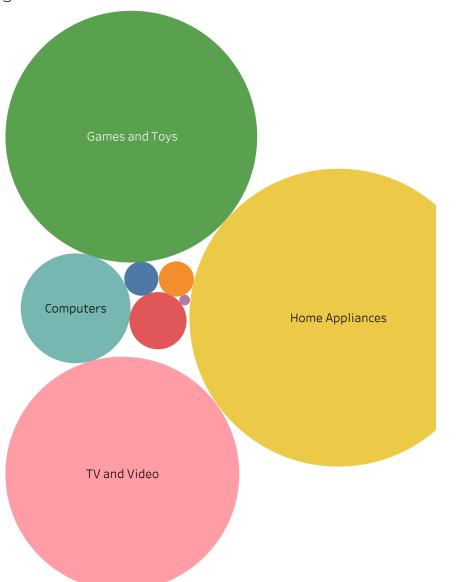
Customer Segmentation across Categories



Product Category Name

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

■ Cameras and camcorders

■ Music, Movies and Audio Books

Audio

Cell phonesComputersGames and ToysHome Appliances

■ 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.

Categories Over Sales

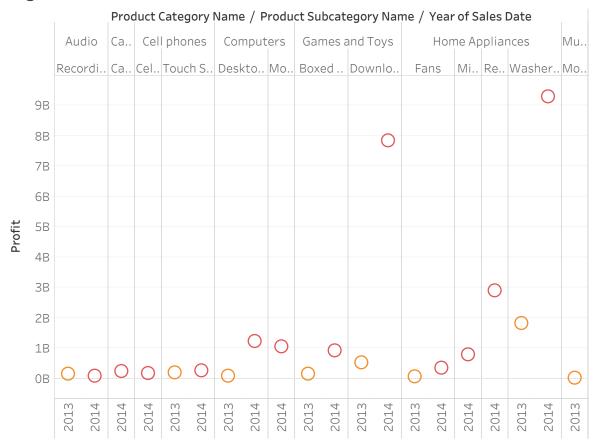
Product Category Name

- 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

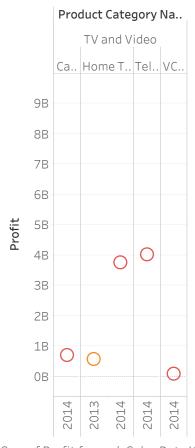


Sum of Profit for each Sales Date Year broken down by Product Category Name and Product Subcategory Name. Color shows details about Sales Date Year. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter ranges from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

Year of Sales Date ■ 2013

2014

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.

Year of Sales Date ■ 2013

2014

Home Appliances Fabrikam Refrigerator 24.7CuFt X9800 White		Home Appliances NT Washer & Dryer 27in		Home	Hom	е	Home		Home		Home	TV ar Adve LCD H
		Home Appliances Contoso		Home Appliances		Home Hor			ne			
Home Appliances NT Washer & Dryer 15.5in E1550 Silver		Home		Home Appliance							TV an SV Ca LCD9	
		NT Wa	Appliances NT Washer &		Home Appliances						TV an	
Home Appliances NT Washer & Dryer 27in		Home Appliances		Home Appliances							TV an	
Games and Toys												Litwa
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												Comp Prose
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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.

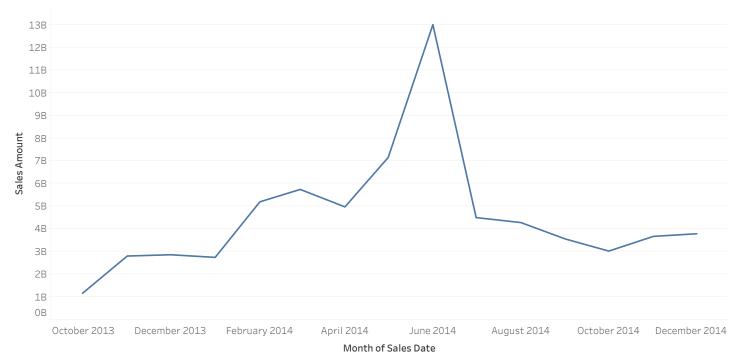
Product with Top Sales

id Video nture Works 52" IDTV X590 Silver			TV and Video Adventure Works 52" LCD HDTV X590 Black							
nd Video ar Video .2W	TV and Video	TV and		TV and			TV and			
id Video ire			TV	TV d and		ŀ	TV			
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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.

9,051,759 4B

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.