

# Business Analysis

Summary

Sales Analysis

Profit Analysis

Customers

Product Insight

Total Sales

\$733.28K

Total Profit

\$93.44K

Total Orders

12K

Profit Margin

12.74%

1/01/2017



31/12/2017



Region

All



Category

All



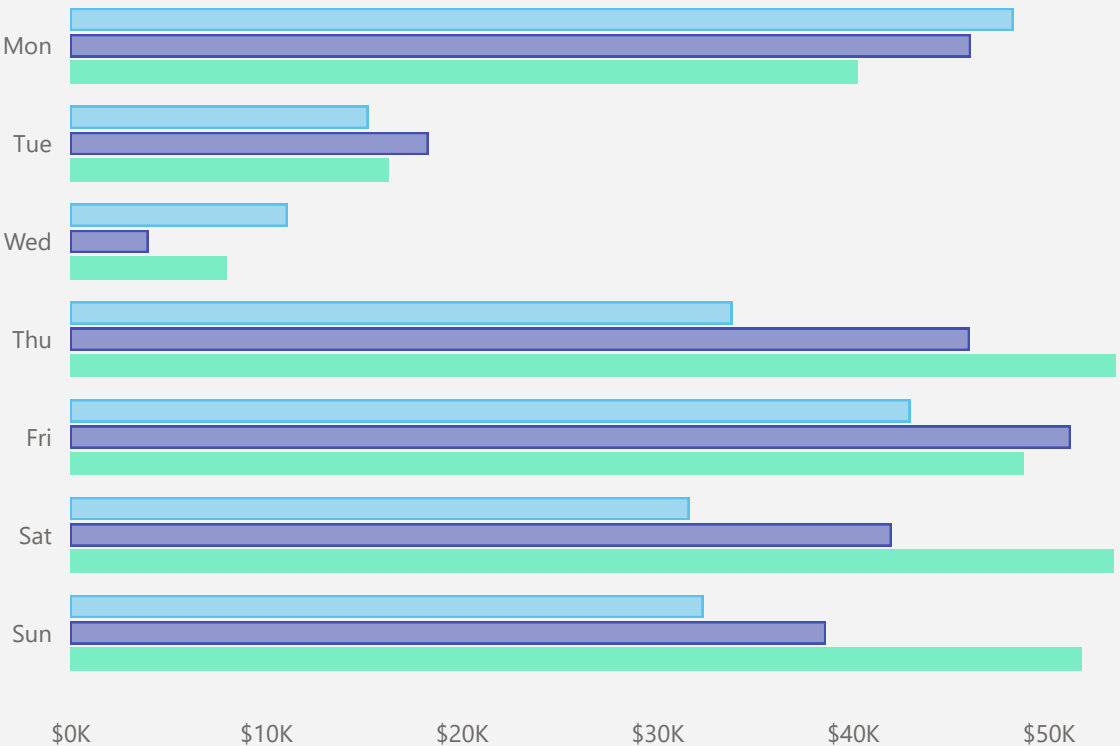
Sub-Category

All

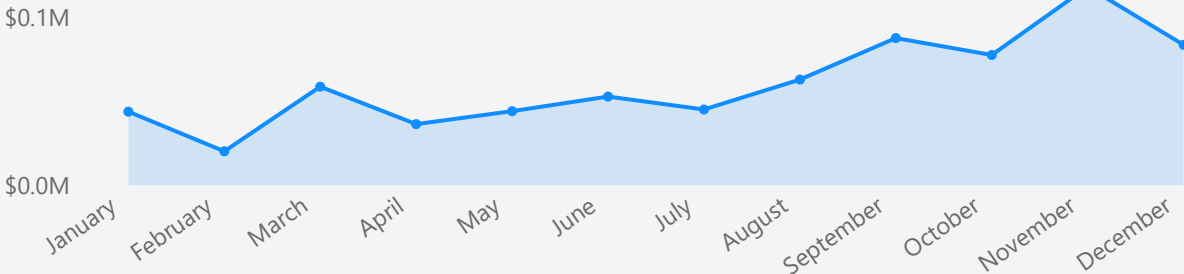


Sales by Category

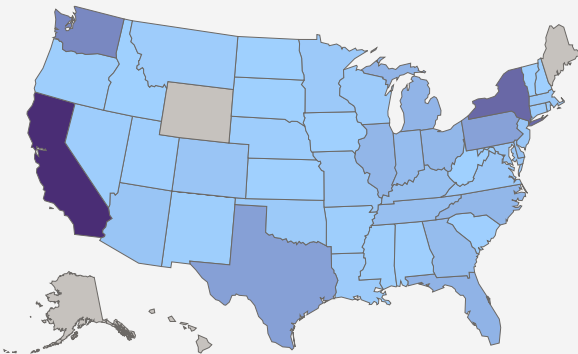
Furniture Office Supplies Technology



Sales by Month



Sales by State



# Business Analysis

Summary

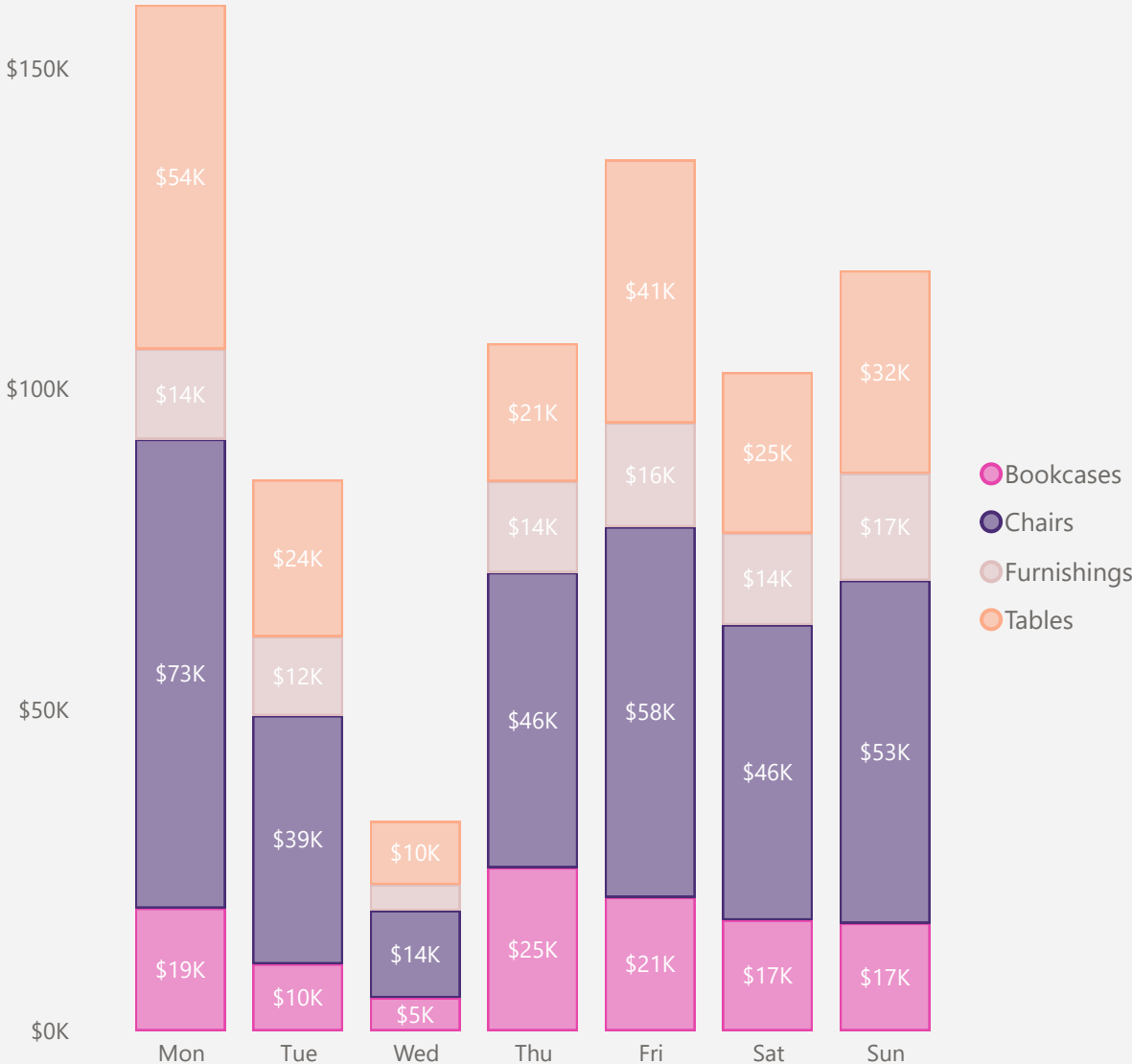
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Sales by Sub-Category



Consumer

Corporate

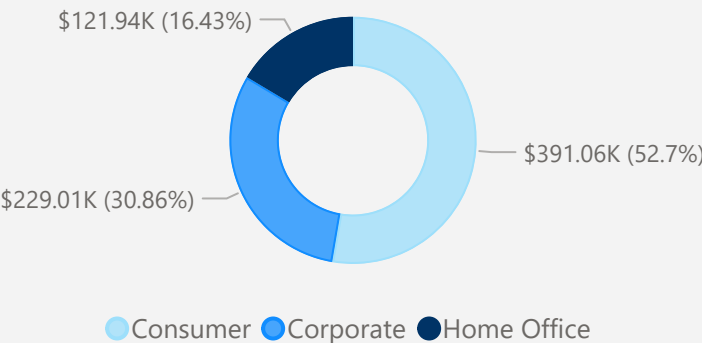
Home Office

Furniture

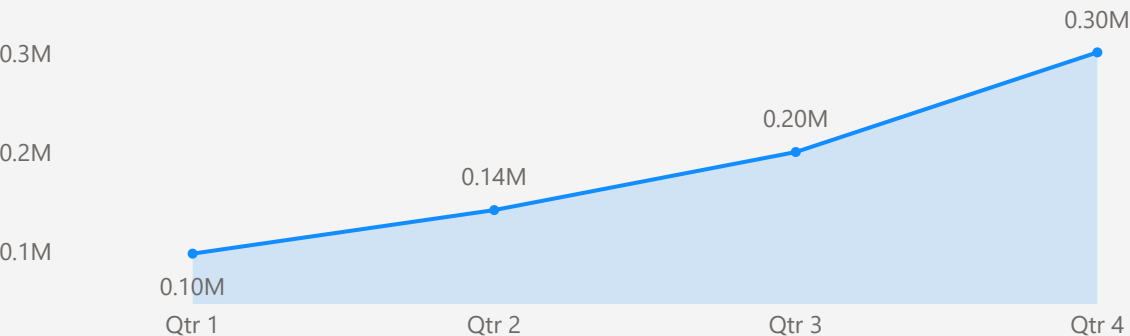
Office Supplies

Technology

Sales by Segment



Quarterly Sales Trend



# Business Analysis

Summary

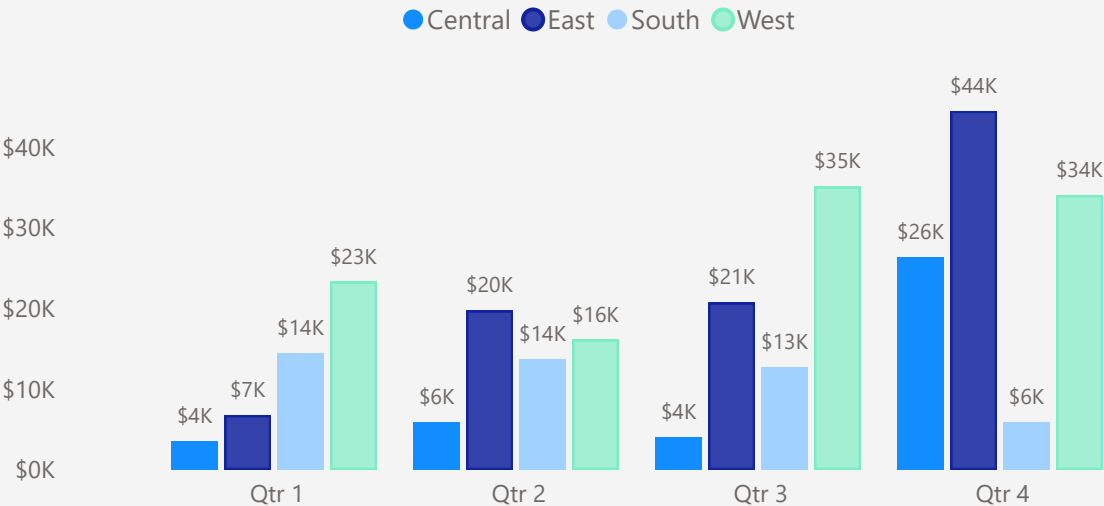
Sales Analysis

Profit Analysis

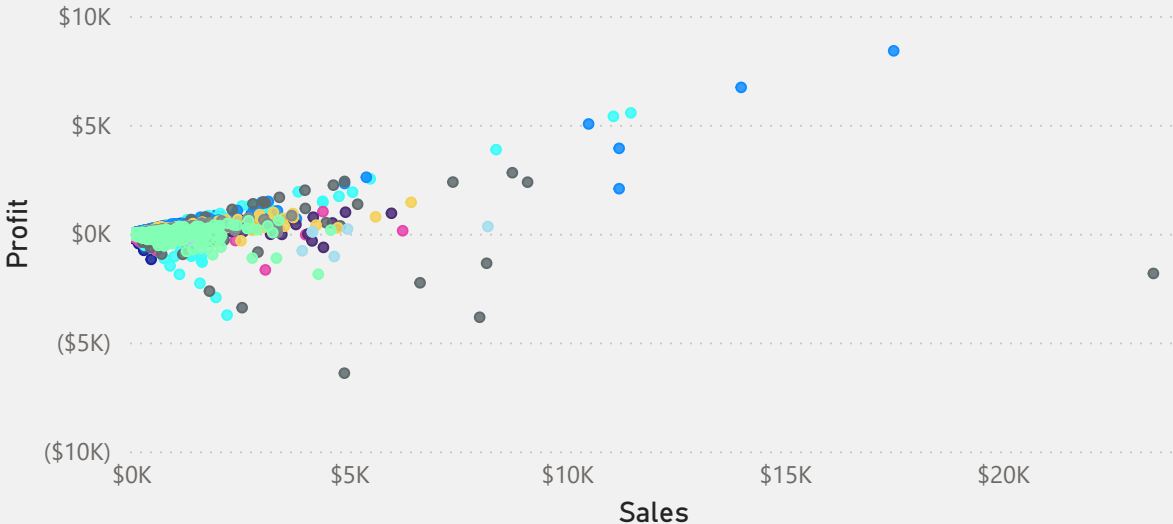
Customers

Product Insight

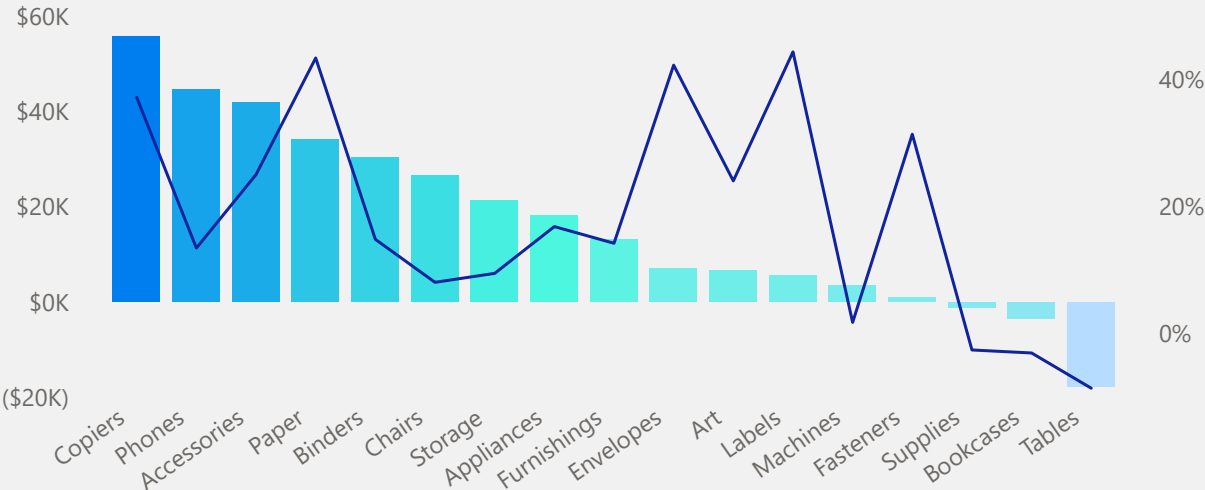
Quarterly Profit



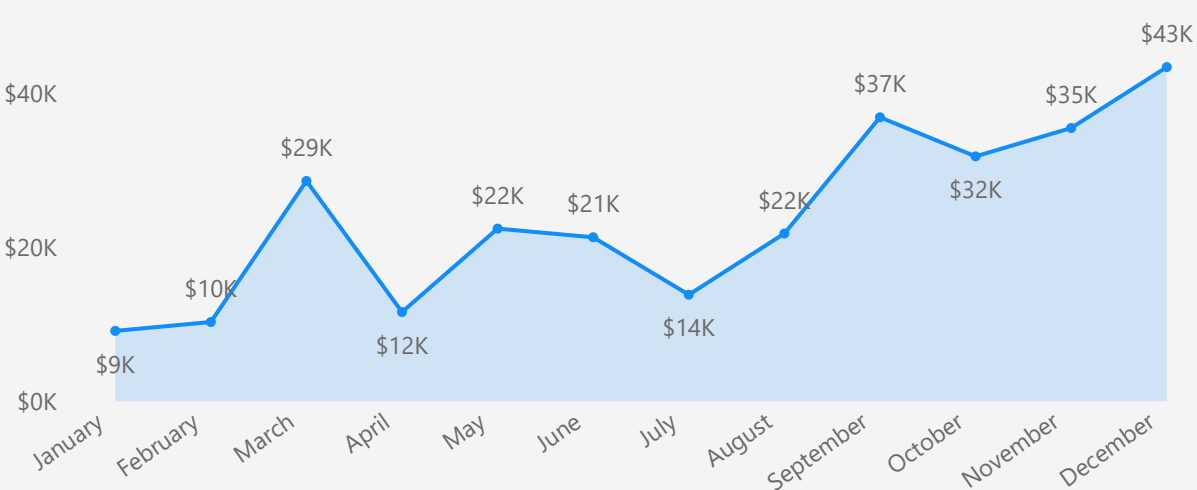
Product Profitability by Sales



Profit by Sub-Category



Profit by Month



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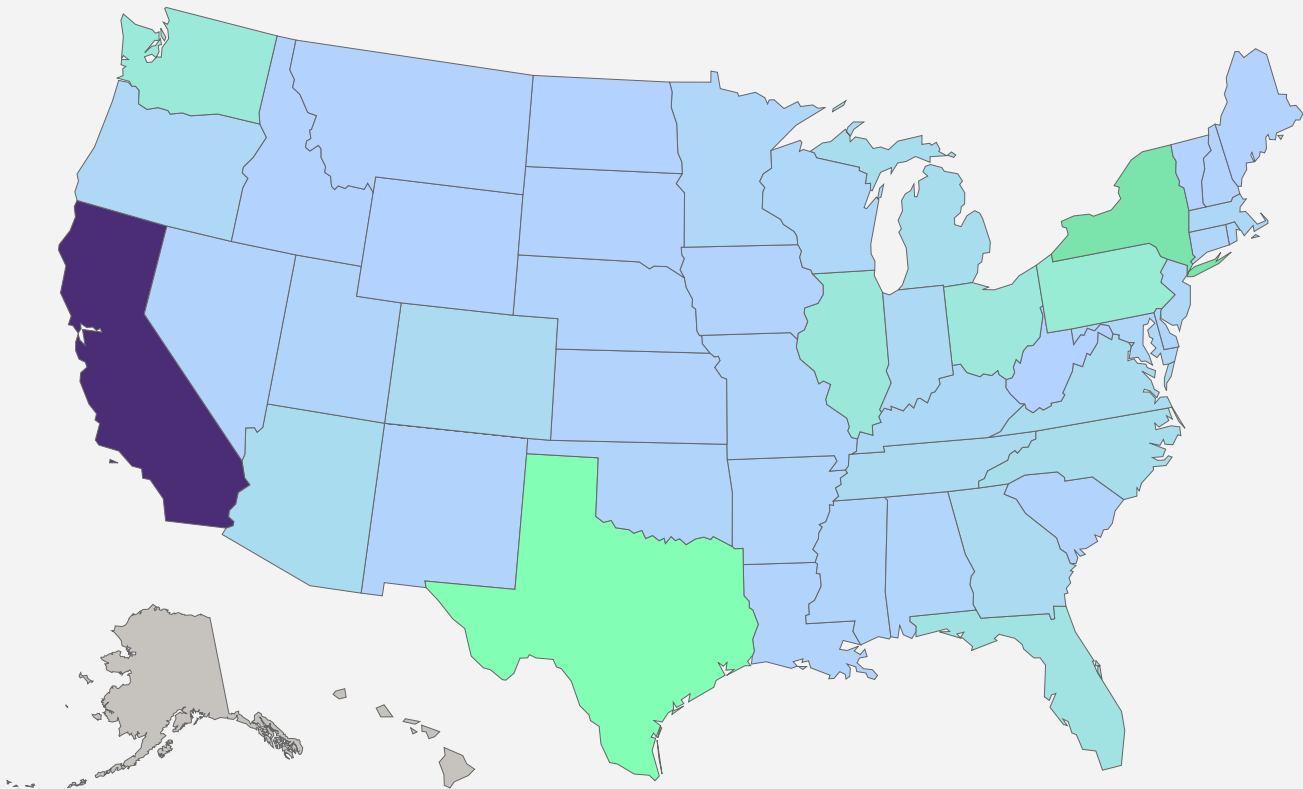
Central

East

South

West

Customer Distribution



Top Customers

Customer ID	Sales	Profit	Orders	Avg Order Value	Segment
SM-20320	\$25,042	-\$1,980.74	50	\$1,669	Home Office
TC-20980	\$19,050	\$8,981.32	42	\$1,588	Corporate
RB-19360	\$15,117	\$6,976.10	71	\$840	Consumer
TA-21385	\$14,596	\$4,703.79	36	\$1,460	Home Office
AB-10105	\$14,476	\$5,444.81	73	\$724	Consumer
KL-16645	\$14,175	\$806.86	113	\$489	Consumer
SC-20095	\$14,145	\$5,757.41	87	\$643	Consumer
HL-15040	\$12,875	\$5,622.43	50	\$1,170	Consumer
SE-20110	\$12,209	\$2,650.68	78	\$643	Consumer
CC-12370	\$12,128	\$2,177.05	34	\$1,103	Consumer
TS-21370	\$11,891	\$2,371.71	59	\$793	Corporate
GT-14710	\$11,821	\$2,163.43	106	\$408	Consumer
BM-11140	\$11,791	-\$1,659.96	64	\$737	Consumer
SV-20365	\$11,472	\$1,199.42	109	\$359	Consumer
CJ-12010	\$11,165	\$858.74	83	\$558	Consumer
CL-12565	\$10,881	\$1,933.78	106	\$389	Consumer
ME-17320	\$10,665	\$1,859.47	82	\$485	Home Office
KF-16285	\$10,606	\$1,660.14	67	\$589	Home Office
BS-11365	\$10,502	\$2,616.06	39	\$1,167	Corporate
EH-13765	\$10,313	\$1,393.52	120	\$322	Corporate
JL-15835	\$9,799	\$228.91	143	\$288	Consumer
GT-14635	\$9,351	-\$4,108.66	26	\$1,559	Corporate
HW-14935	\$9,299	\$2,164.16	85	\$465	Corporate
TB-21400	\$9,134	\$2,798.37	55	\$537	Consumer
PF-19120	\$9,065	-\$614.29	75	\$477	Consumer
CM-12385	\$8,953	\$3,899.89	34	\$895	Consumer
ID-16150	\$8,828	\$1,610.52	60	\$510	Consumer

# Business Analysis

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Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

Paper



## Most Profitable Products

Product	Sales	Profit
3D Systems Cube Printer, 2nd Generation, Magenta	\$14,300	\$3,717.97
Ativa V4110MDD Micro-Cut Shredder	\$7,700	\$3,772.95
Canon imageCLASS 2200 Advanced Copier	\$61,600	\$25,199.93
Canon PC1060 Personal Laser Copier	\$11,620	\$4,570.93
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$27,454	\$7,753.04
Hewlett Packard LaserJet 3310 Copier	\$18,840	\$6,983.88
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$18,375	\$4,094.98
Ibico EPK-21 Electric Binding System	\$15,876	\$3,345.28
Plantronics Savi W720 Multi-Device Wireless Headset System	\$9,368	\$3,696.28
<b>Total</b>	<b>\$192,099</b>	<b>\$66,478.78</b>

## Least Profitable Products

Product	Sales	Profit
Balt Solid Wood Round Tables	\$6,519	-\$1,201.06
BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	\$1,707	-\$1,148.44
Bush Advantage Collection Racetrack Conference Table	\$9,546	-\$1,934.40
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	\$9,918	-\$2,876.12
Cisco TelePresence System EX90 Videoconferencing Unit	\$22,638	-\$1,811.08
Cubify CubeX 3D Printer Double Head Print	\$11,100	-\$8,879.97
Cubify CubeX 3D Printer Triple Head Print	\$8,000	-\$3,839.99
GBC DocuBind P400 Electric Binding System	\$17,965	-\$1,878.17
Lexmark MX611dhe Monochrome Laser Printer	\$16,830	-\$4,589.97
Martin Yale Chameleon Openair Electric Letter Opener	\$16,656	-\$1,200.18
<b>Total</b>	<b>\$120,879</b>	<b>-\$29,458.37</b>

## Top Performing Products by Sales

