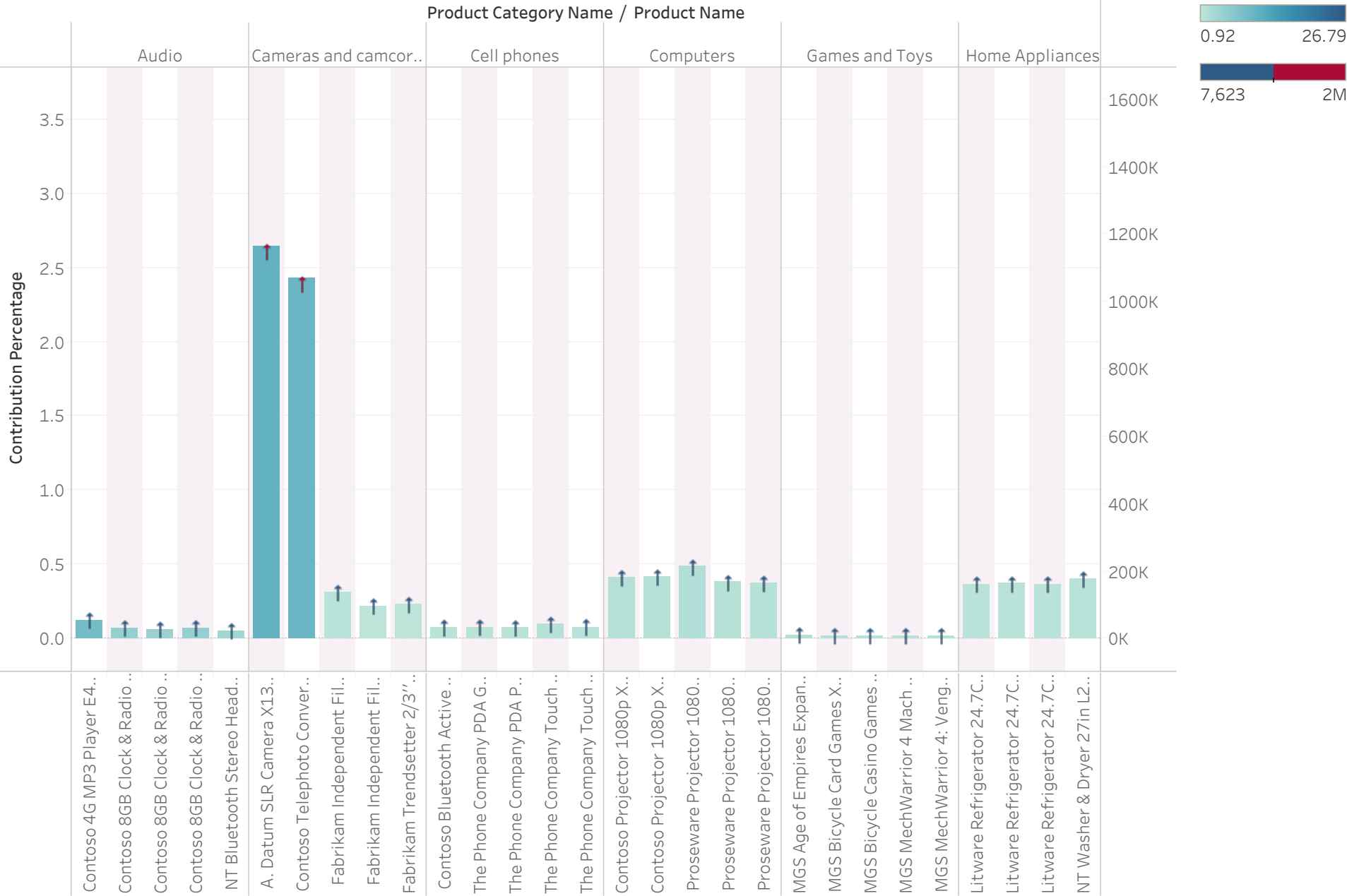# Product Percent-Contribution and Contribution Ranked by Brand

Contribution Percentage and sum of Contribution for each Product Name broken down by Product Category Name. For pane Contribution Percentage: Color shows Contribution Percentage. For pane Sum of Contribution: Color shows sum of Contribution. The data is filtered on Top 5 Contribution, which keeps True.
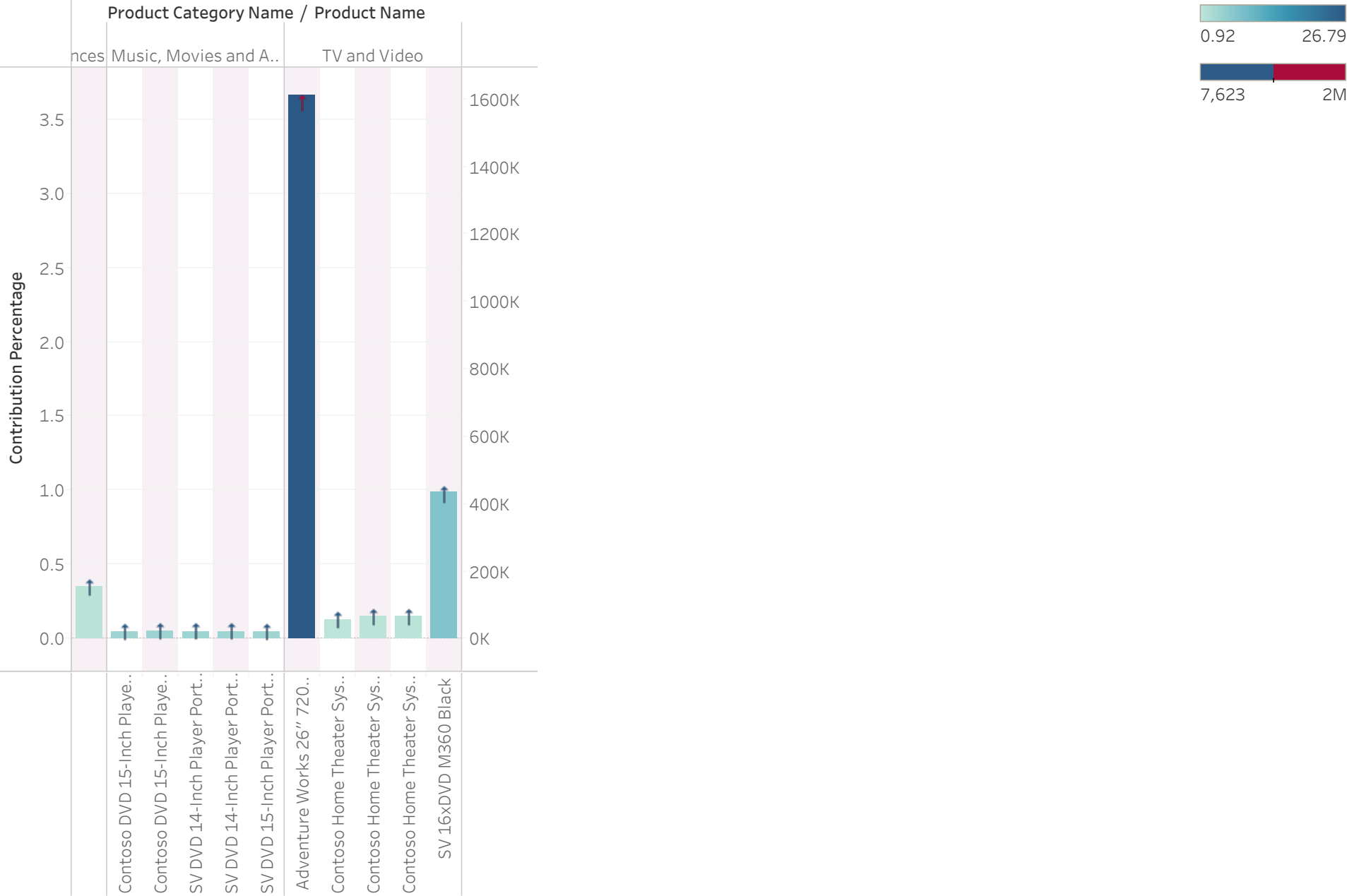
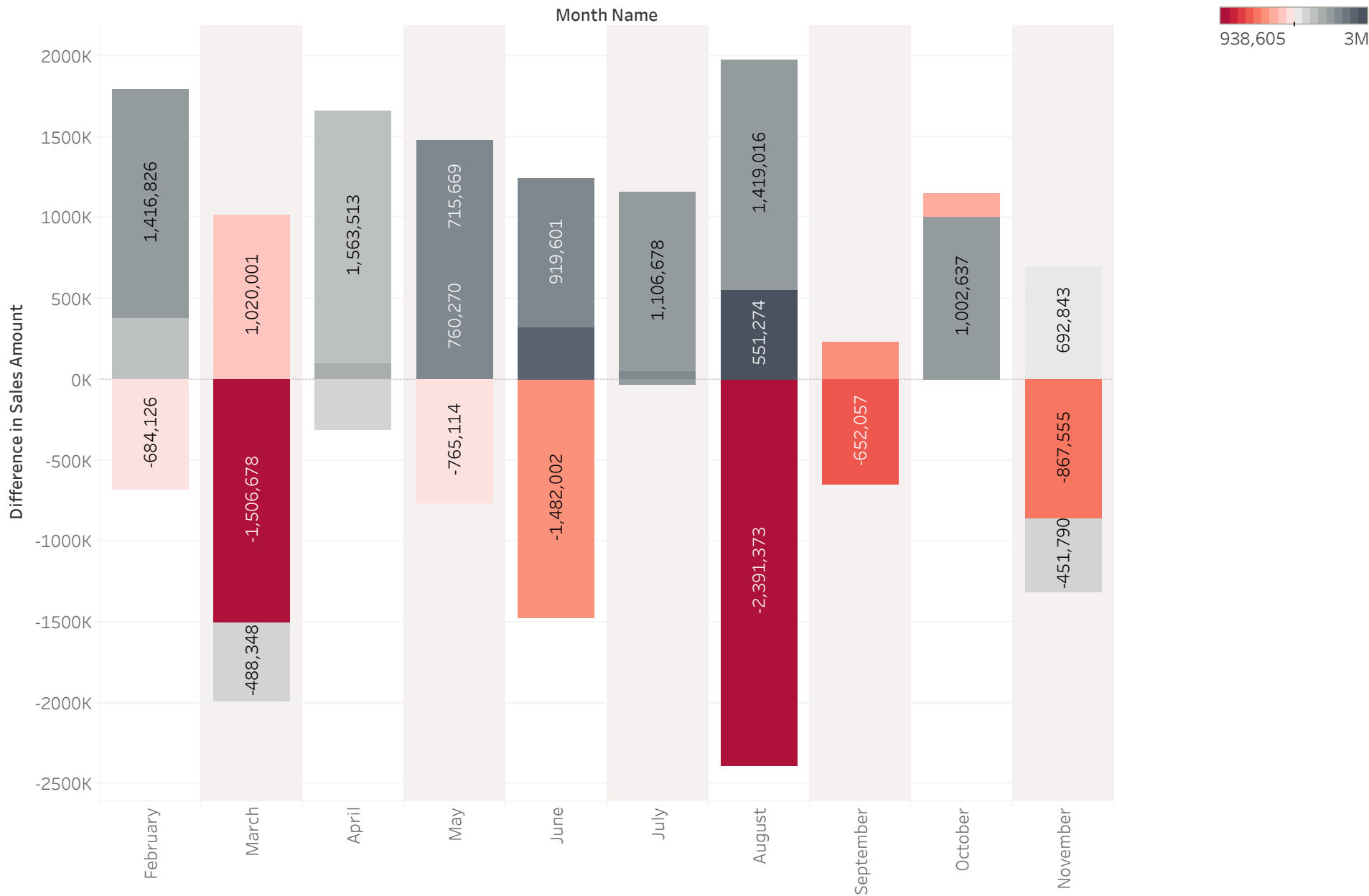# Product Percent-Contribution and Contribution Ranked by Brand

Contribution Percentage and sum of Contribution for each Product Name broken down by Product Category Name. For pane Contribution Percentage: Color shows Contribution Percentage. For pane Sum of Contribution: Color shows sum of Contribution. The data is filtered on Top 5 Contribution, which keeps True.

Sales$ change over Years in each month-year

Month Name

938,605   3M

Difference in Sales Amount

February
- 1,416,826
- -684,126

March
- 1,020,001
- -1,506,678
- -488,348

April
- 1,563,513

May
- 715,669
- 760,270
- -765,114

June
- 919,601
- -1,482,002

July
- 1,106,678

August
- 1,419,016
- 551,274
- -2,391,373

September
- -652,057

October
- 1,002,637

**November**
- 692,843
- -867,555
- -451,790

Difference in Sales Amount for each Month Name. Color shows sum of Sales Amount. The marks are labeled by Difference in Sales Amount. Details are shown for Year Char. The data is filtered on Difference in Sales Amount, which keeps non-Null values only. The view is filtered on Difference in Sales Amount, which keeps non-Null values only.

Sales$ change over Years in each month-year

Month Na..

938,605   3M

Difference in Sales Amount

2000K

1500K

1000K

500K

0K

-500K

-1000K

-1500K

-2000K

-2500K

-1,171,008

December

Difference in Sales Amount for each Month Name. Color shows sum of Sales Amount. The marks are labeled by Difference in Sales Amount. Details are shown for Year Char. The data is filtered on Difference in Sales Amount, which keeps non-Null values only. The view is filtered on Difference in Sales Amount, which keeps non-Null values only.

Profit increases with Sales
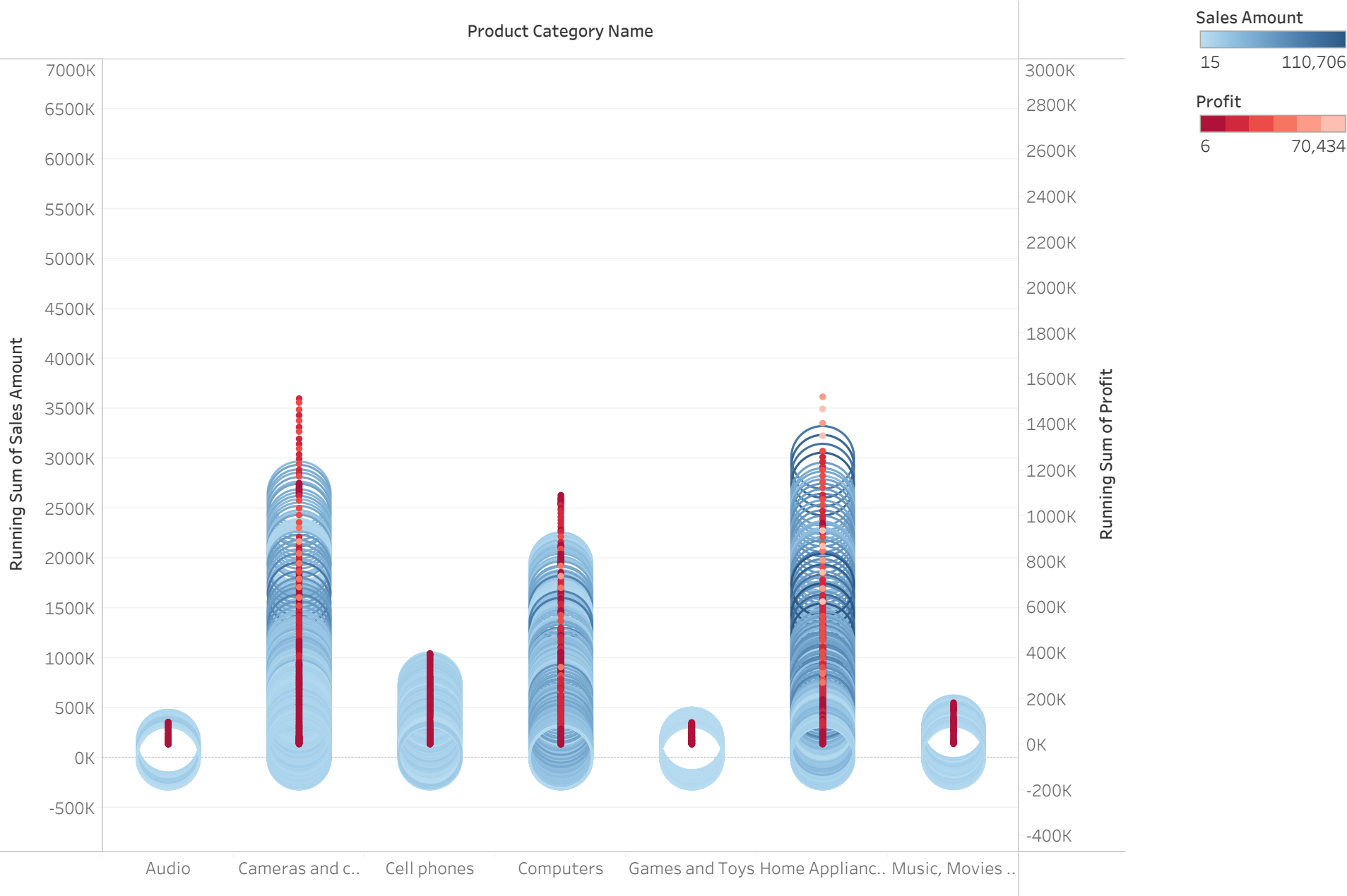
The trends of Running Sum of Sales Amount and Running Sum of Profit for Product Category Name. Details are shown for Product Name and Product Subcategory Name. For pane Running Sum of Sales Amount: Color shows sum of Sales Amount. For pane Running Sum of Profit: Color shows sum of Profit. The data is filtered on Year Char, which keeps 2013.
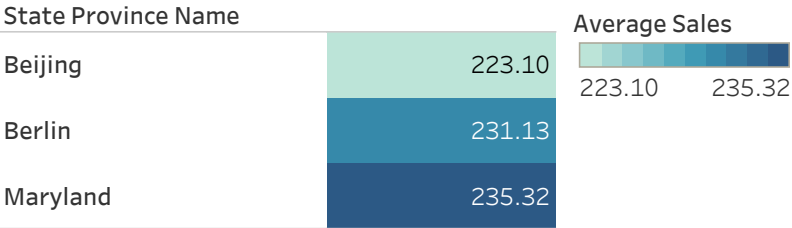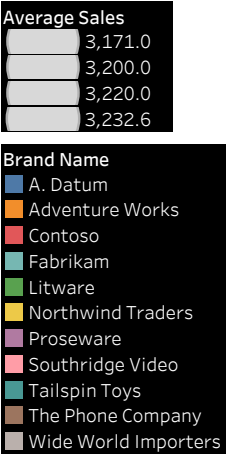
Profit increases with Sales
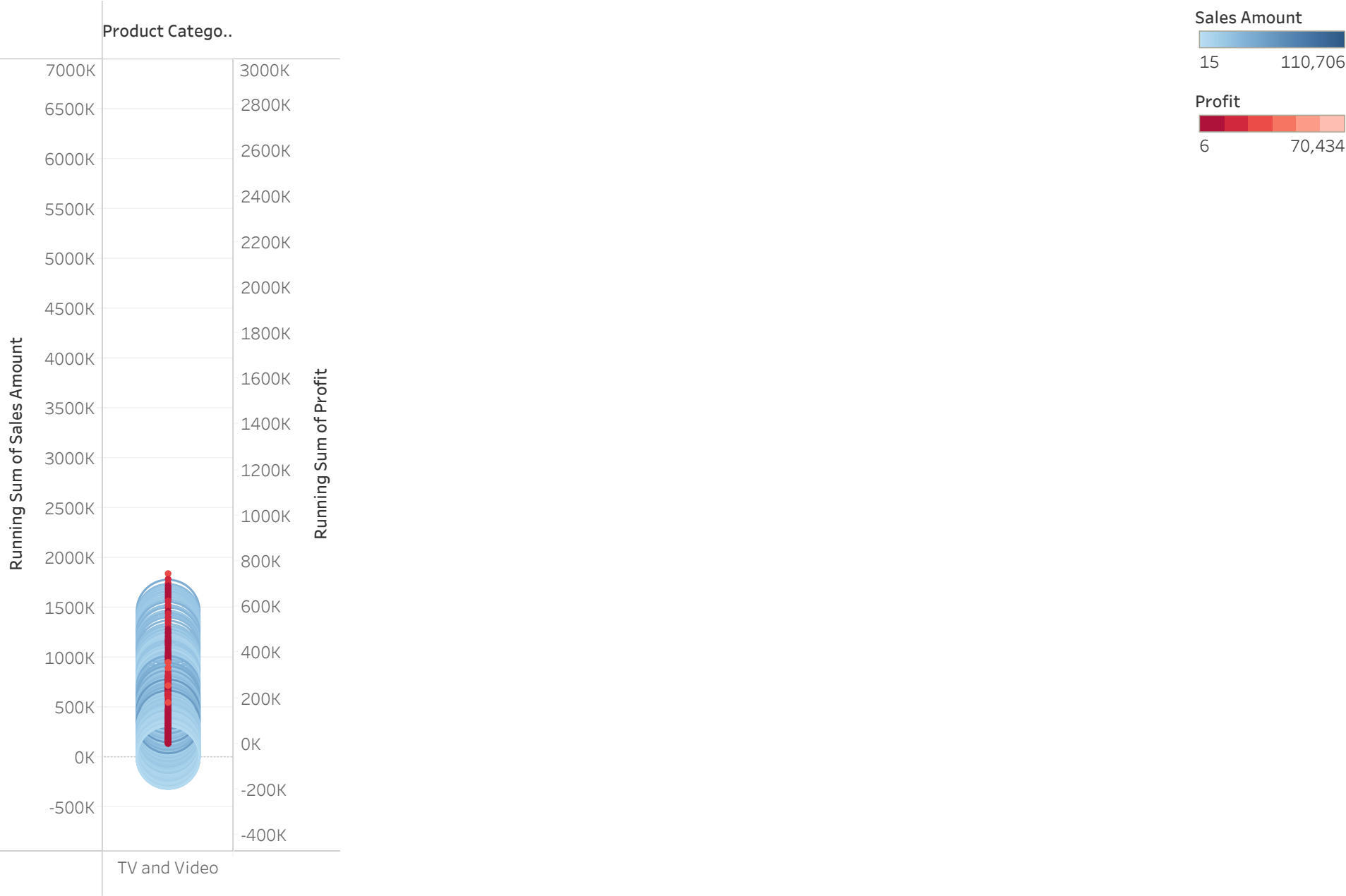
The trends of Running Sum of Sales Amount and Running Sum of Profit for Product Category Name. Details are shown for Product Name and Product Subcategory Name. For pane Running Sum of Sales Amount: Color shows sum of Sales Amount. For pane Running Sum of Profit: Color shows sum of Profit. The data is filtered on Year Char, which keeps 2013.

Top 10 States for Average Sales

State Province Name	Average Sales
Beijing	223.10
Berlin	231.13
Maryland	235.32

Average Sales

223.10   235.32

Average Sales broken down by State Province Name. Color shows Average Sales. The marks are labeled by Average Sales. The data is filtered on Top 10 Avg Sales, which keeps True.

Top 10 States for Average Sales

Average Sales
	3,171.0
	3,200.0
	3,220.0
	3,232.6

Brand Name
- A. Datum
- Adventure Works
- Contoso
- Fabrikam
- Litware
- Northwind Traders
- Proseware
- Southridge Video
- Tailspin Toys
- The Phone Company
- Wide World Importers

Country name:
Germany
State Province Name:
Berlin
Average Sales: 231.1

Country name: United States
**State Province Name: Maryland**
Average Sales: 235.3
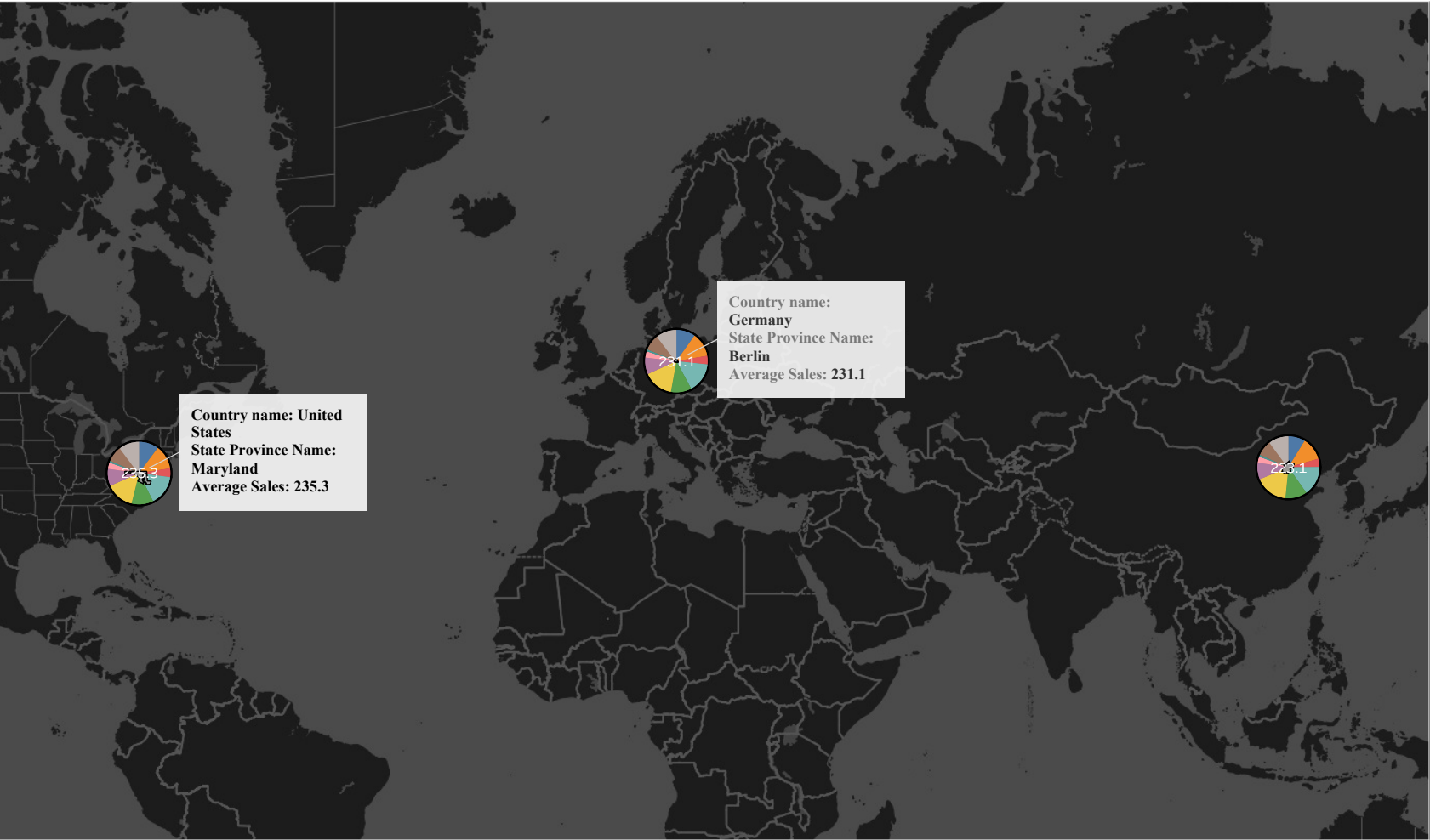
Map based on Longitude (generated) and Longitude (generated) and Latitude (generated) and Latitude (generated). Size shows Average Sales. Details are shown for Country name and State Province Name. For pane Latitude (generated): Color shows details about Brand Name. The data is filtered on Top 10 Avg Sales, which keeps True.

Top 10 Avg Sales$ for Brands over each Year

Year Char

Brand Name

Year Char
- 2013
- 2012
- 2014
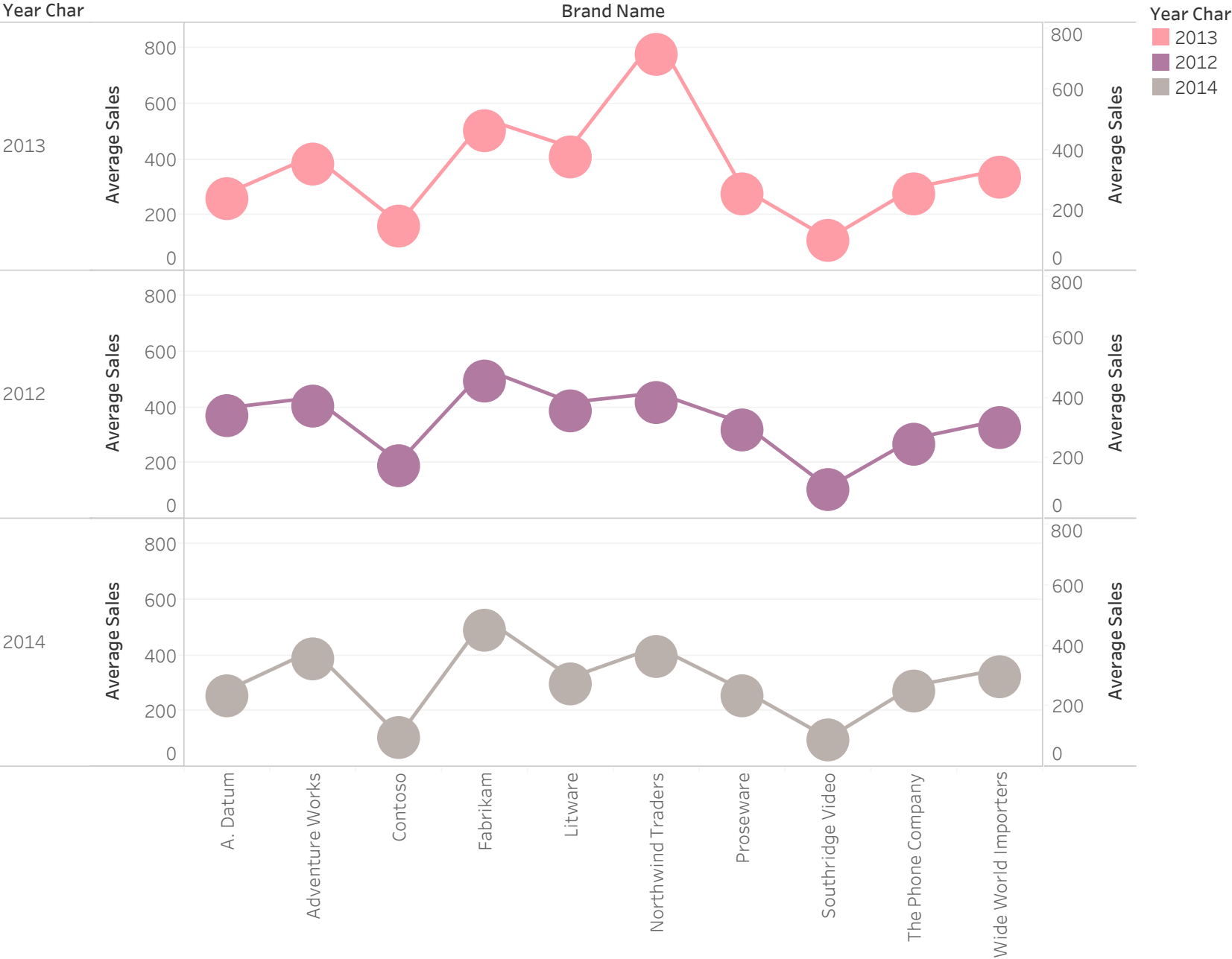
The trends of Average Sales and Average Sales for Brand Name broken down by Year Char. Color shows details about Year Char. The data is filtered on Top 10 Avg Sales, which keeps True.

Monthly Brand Contribution over Sales and Seasonal change
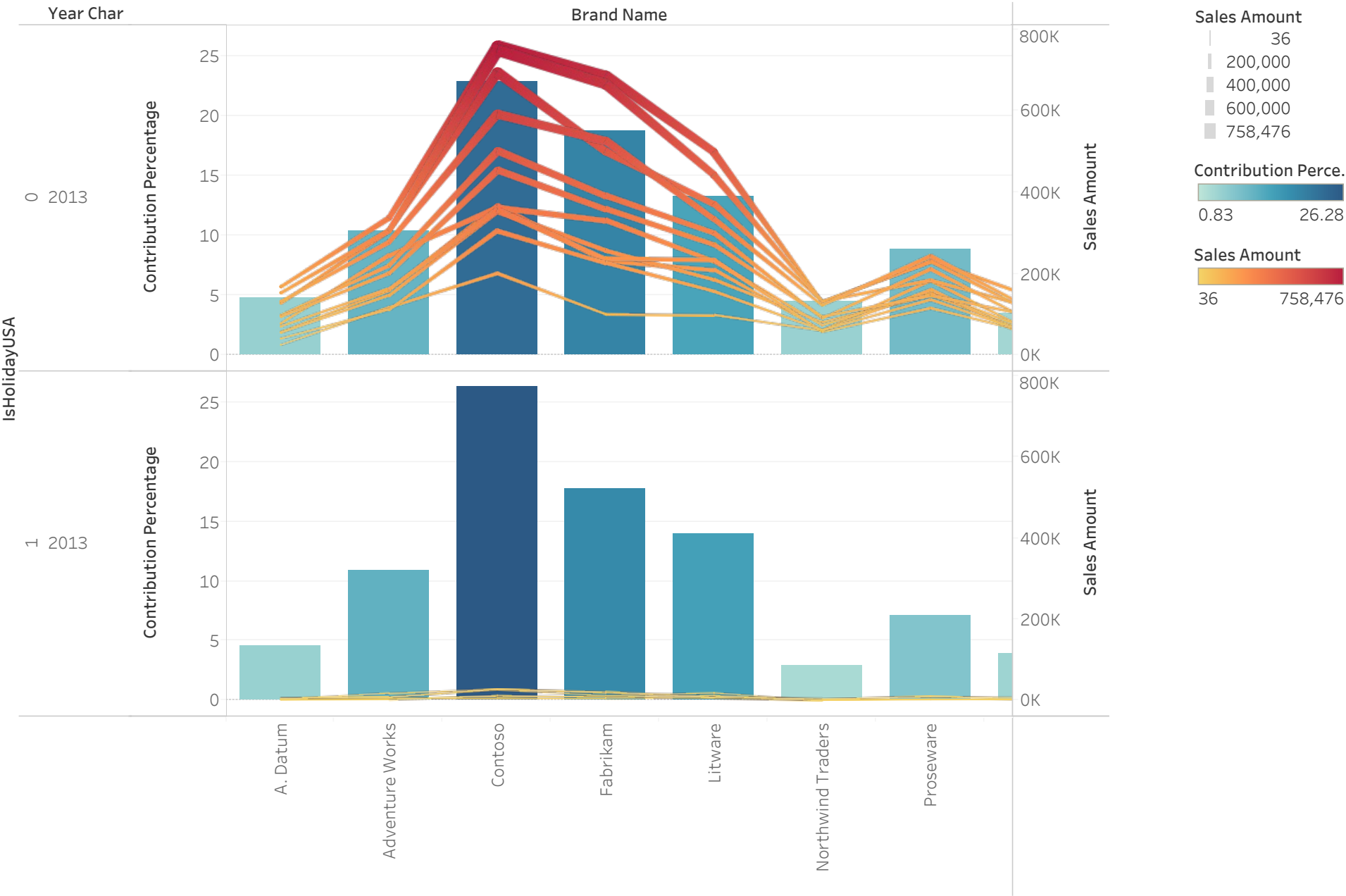
The trends of Contribution Percentage and sum of Sales Amount for Brand Name broken down by IsHolidayUSA and Year Char. For pane Contribution Percentage: Color shows Contribution Percentage. For pane Sum of Sales Amount: Color shows sum of Sales Amount. Size shows sum of Sales Amount. Details are shown for Month Name. The view is filtered on Year Char, which keeps 2013.

Monthly Brand Contribution over Sales and Seasonal change
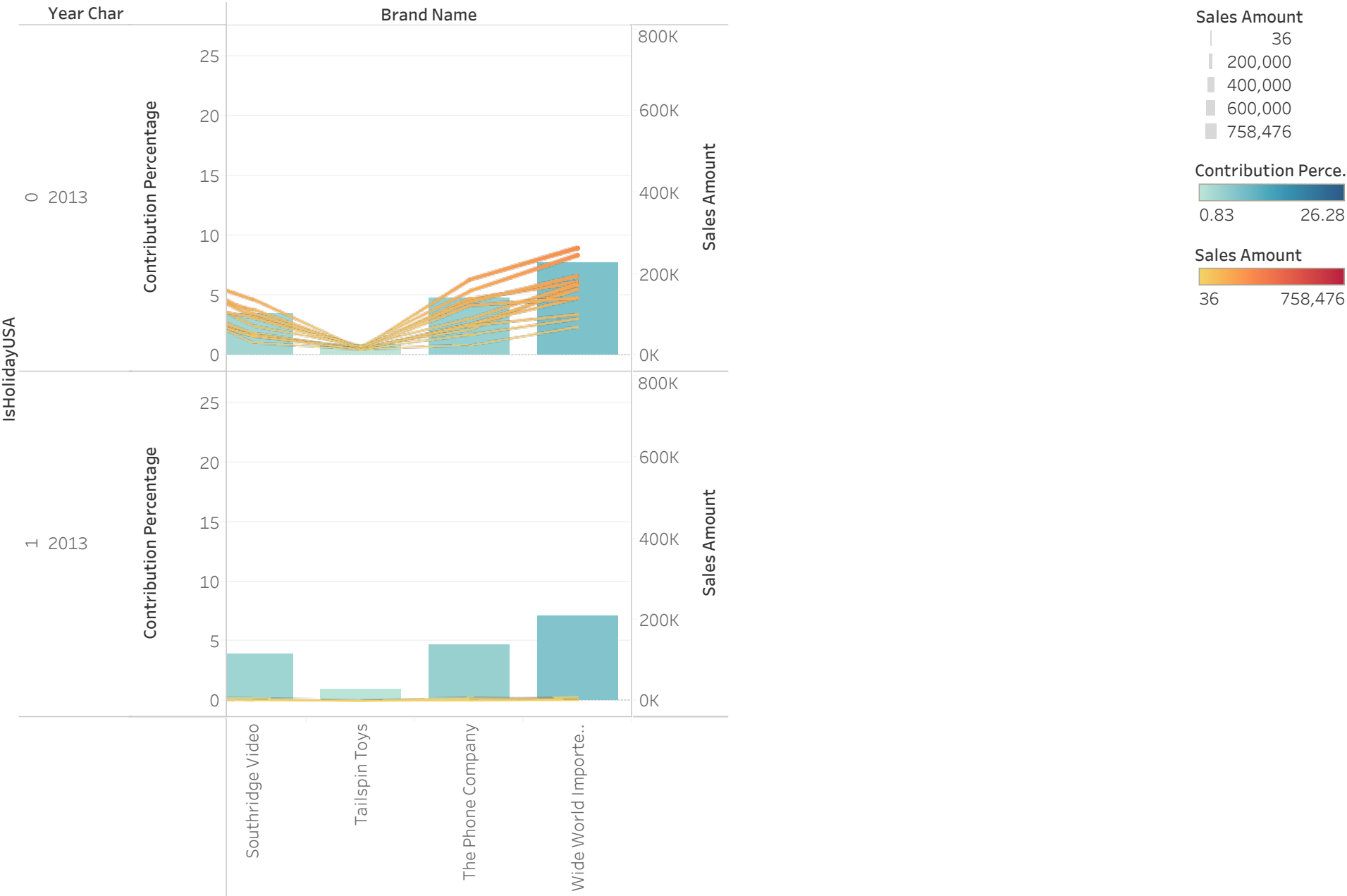
Year Char

Brand Name

IsHolidayUSA

○ 2013

⊣ 2013

Sales Amount
- | 36
- | 200,000
- | 400,000
- | 600,000
- | 758,476

Contribution Perce..
0.83 — 26.28

Sales Amount
36 — 758,476

The trends of Contribution Percentage and sum of Sales Amount for Brand Name broken down by IsHolidayUSA and Year Char. For pane Contribution Percentage: Color shows Contribution Percentage. For pane Sum of Sales Amount: Color shows sum of Sales Amount. Size shows sum of Sales Amount. Details are shown for Month Name. The view is filtered on Year Char, which keeps 2013.

Highest selling Product and Category

Adventure Works 26″ 720p LCD HDTV M140 Silver

Total Sales

3M

TV and Video

3,156,851
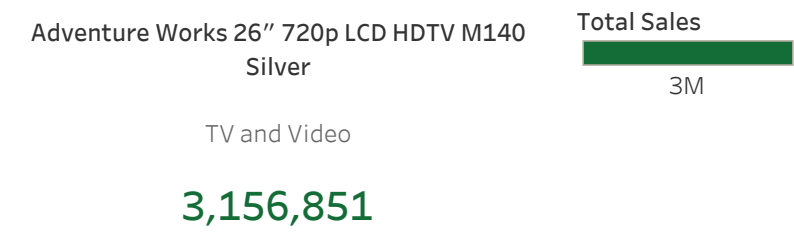
Total Sales broken down by Product Name and Product Category Name. Color shows Total Sales. The data is filtered on Highest Selling Price, which keeps True.

Highest YoY Profit

Month Name	Alert
January	
February	
March	●
April	
May	
June	
July	
August	
September	
October	
November	
December	

Average (on all bars)

X-axis: Latest Year profit — 0K, 100K, 200K, 300K, 400K, 500K, 600K, 700K, 800K, 900K, 1000K, 1100K, 1200K, 1300K, 1400K, 1500K, 1600K, 1700K

Alert (legend)
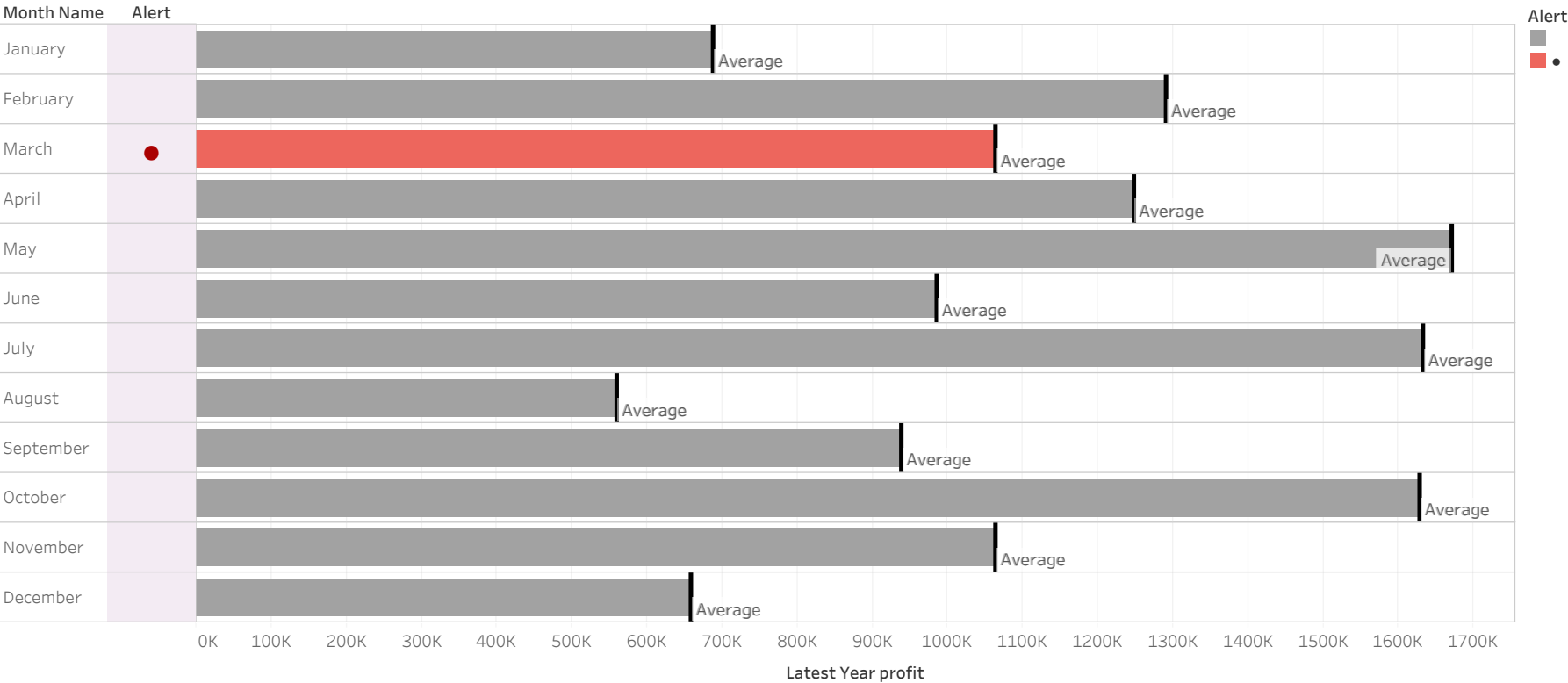
Sum of Latest Year profit for each Alert broken down by Month Name. Color shows details about Alert. Details are shown for Latest Year.

Number of Customers attracted in each department in each year
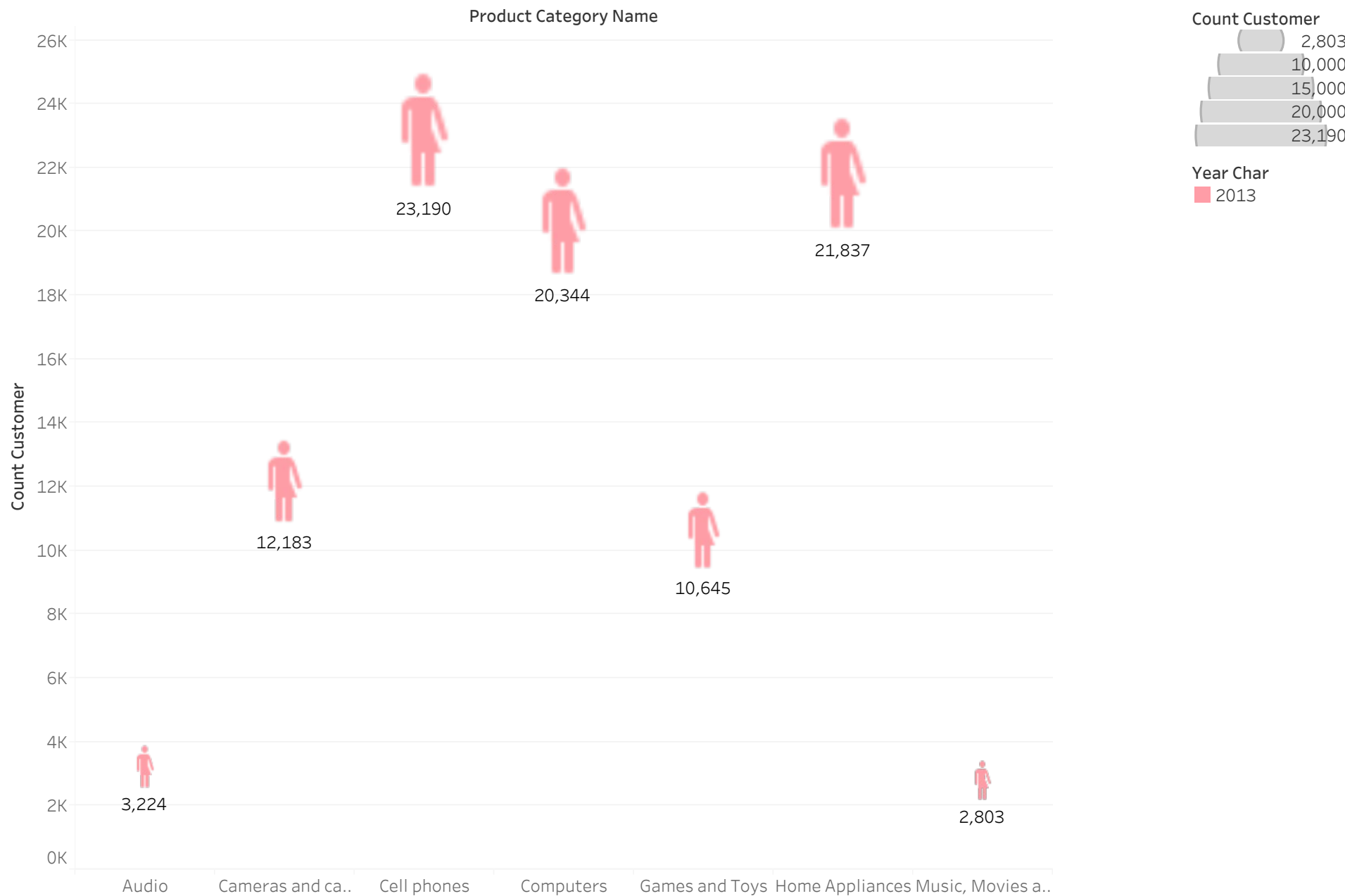
Product Category Name

Count Customer

- 3,224 (Audio)
- 12,183 (Cameras and ca..)
- 23,190 (Cell phones)
- 20,344 (Computers)
- 10,645 (Games and Toys)
- 21,837 (Home Appliances)
- 2,803 (Music, Movies a..)

Count Customer
- 2,803
- 10,000
- 15,000
- 20,000
- 23,190

Year Char
- 2013

Audio   Cameras and ca..   Cell phones   Computers   Games and Toys   Home Appliances   Music, Movies a..

Count Customer for each Product Category Name. Color shows details about Year Char. Size shows Count Customer. The marks are labeled by Count Customer. The view is filtered on Year Char, which has multiple members selected.

Number of Customers attracted in each department in each year

Product Categor..

Count Customer

Count Customer
2,803
10,000
15,000
20,000
23,190

Year Char
■ 2013

26K

24K

22K

20K

18K

16K

14K

12K

10K

8K

6,884

6K

4K

2K

0K

TV and Video

Count Customer for each Product Category Name. Color shows details about Year Char. Size shows Count Customer. The marks are labeled by Count Customer. The view is filtered on Year Char, which has multiple members selected.
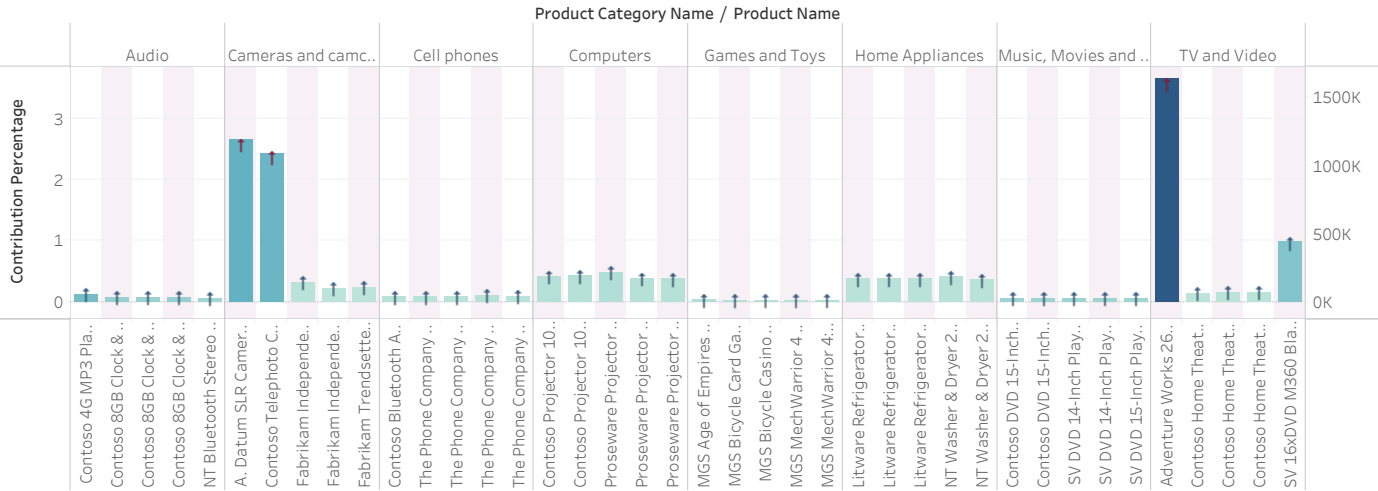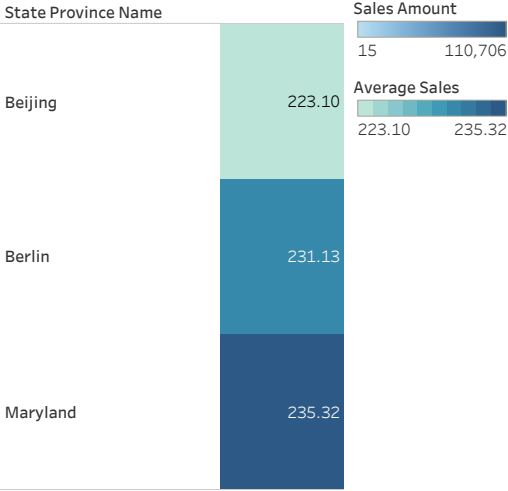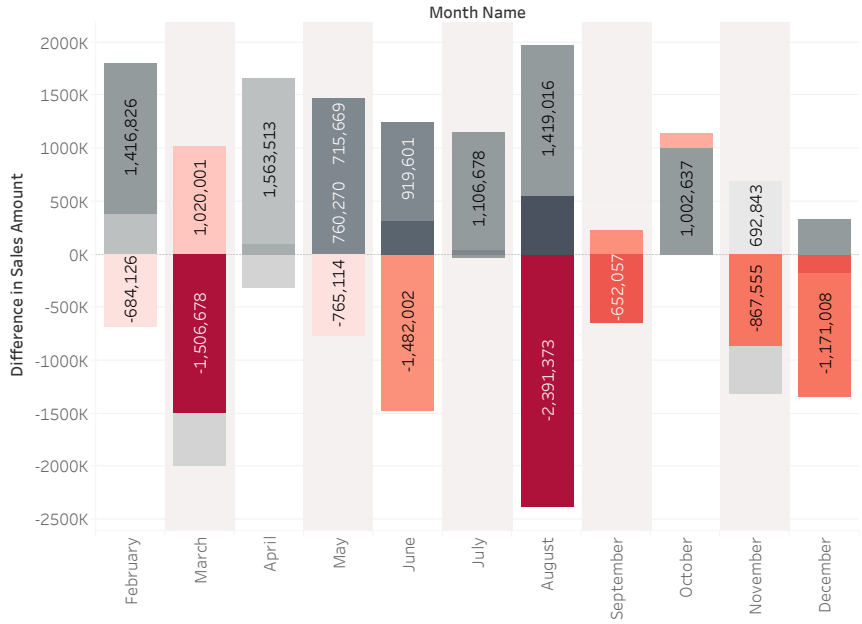
OnlineSales Viz

Product Percent-Contribution and Contribution Ranked by Brand

Product Category Name / Product Name

Contribution Percentage

| Audio | Cameras and camc.. | Cell phones | Computers | Games and Toys | Home Appliances | Music, Movies and .. | TV and Video |

Top 10 States for Average Sales

State Province Name

Profit
6 — 70,434

Sales Amount
15 — 110,706

Average Sales
223.10 — 235.32

Beijing	223.10
Berlin	231.13
Maryland	235.32

Sales$ change over Years in each month-year

Month Name

Difference in Sales Amount

Month	Positive	Negative
February	1,416,826	-684,126
March	1,020,001	-1,506,678
April	1,563,513	
May	760,270 / 715,669	-765,114
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July	1,106,678	
August	1,419,016	-2,391,373
September		-652,057
October	1,002,637	
November	692,843	-867,555
December		-1,171,008

Profit increases with Sales

Product Category Name

Running Sum of Sales Amount

Running Sum of Profit

| Audio | Cameras .. | Cell phon.. | Computers | Games an.. | Home Ap.. | Music, M.. | TV and Vi.. |

Online Sales Viz

Top 10 States for Average Sales

Average Sales
- 3,171.0
- 3,200.0
- 3,220.0
- 3,232.6

Brand Name
- A. Datum
- Adventure Works
- Contoso
- Fabrikam
- Litware
- Northwind Trad..
- Proseware
- Southridge Video
- Tailspin Toys
- The Phone Comp..
- Wide World Imp..

Year Char
- 2013
- 2012
- 2014

Sales Amount
- 36
- 200,000
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Sales Amount
36 — 758,476

Contribution Perce..
0.83 — 26.28

Year
2013

Country name:
Germany
State Province Name:
Berlin
Average Sales: **231.1**

Country name: United States
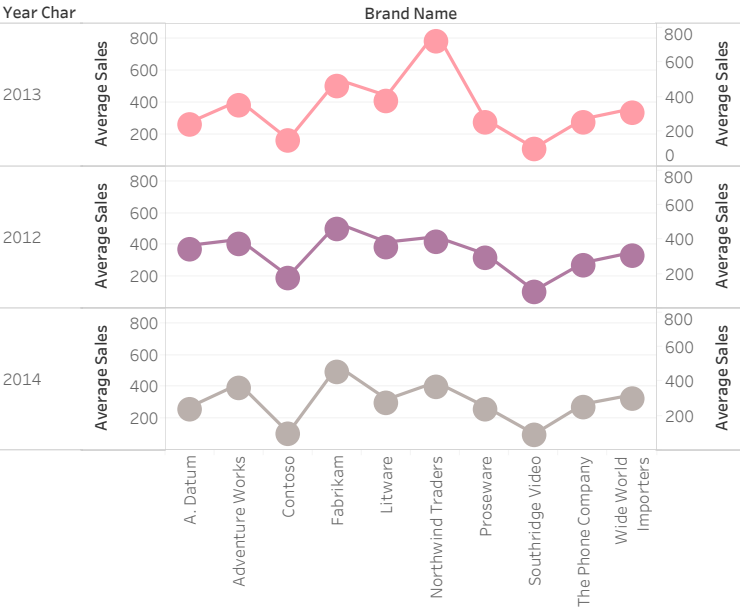State Province Name: Maryland
Average Sales: 235.3

Monthly Brand Contribution over Sales and Seasonal change

Top 10 Avg Sales$ for Brands over each Year

Online Sales Viz

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Number of Customers attracted in each department in each year

Product Category Name

Highest YoY Profit

Month Name	Alert
January	
February	
March	●
April	
May	
June	
July	
August	
September	
October	
November	
December	

Latest Year profit

Total Sales

3M

Alert

·

Count Customer

2,803
10,000
15,000
20,000
23,190

Year Char
2013

Year
2013