

Revenue Tracking Dashboard

Actual vs Goal

947.4M✓
Goal: 838.2M (+13.03%)

57.6%

% Std.Margin

2.57M

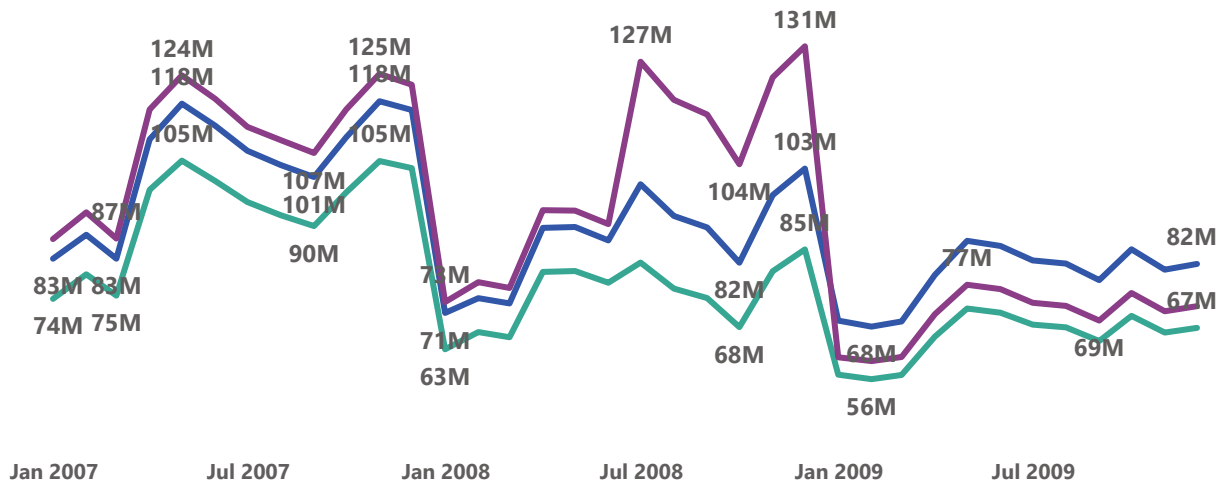
Today Revenue

Home Appliances

Highest Revenue Product

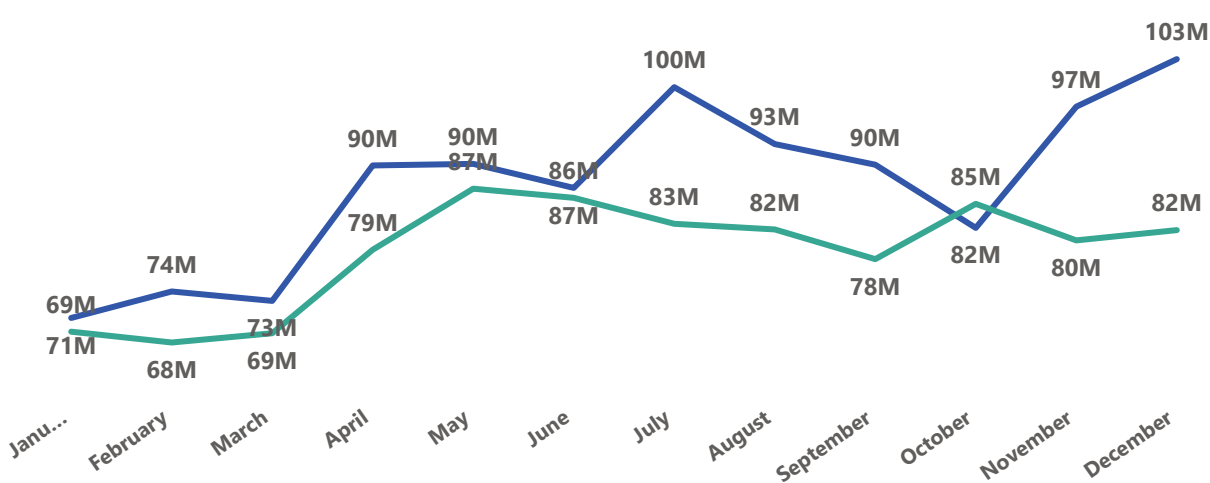
Revenue Trend

SalesAmount Budget Amount Forecast Amount



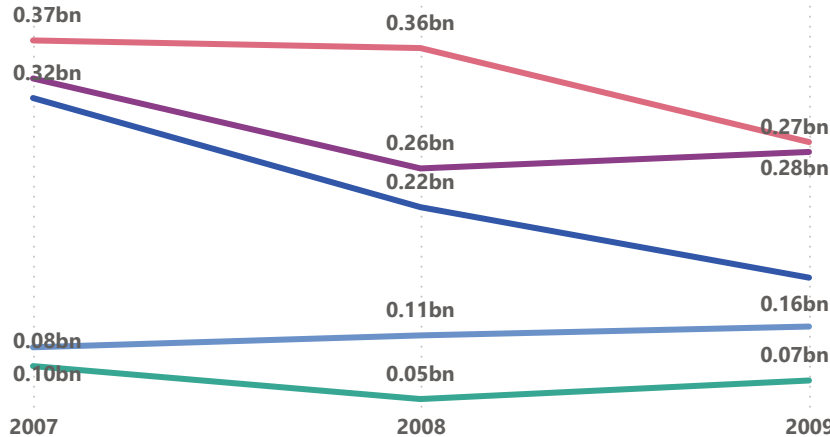
Revenue Comparison

Year 2008 2009



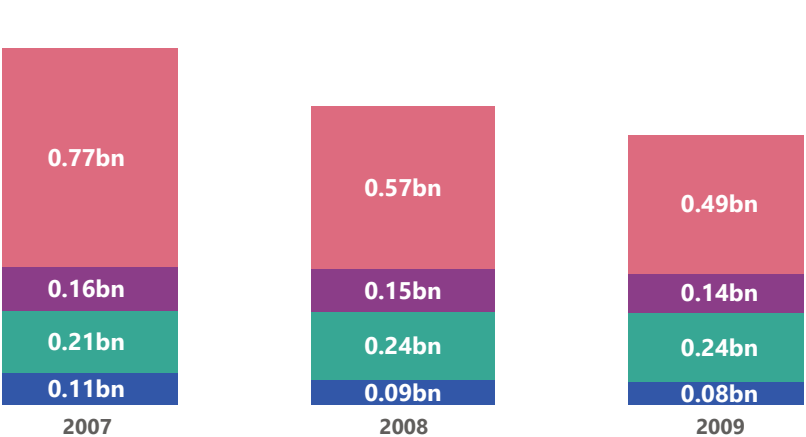
Revenue by Top 5 Category

Cameras and c... Cell phones Computers Home Applian... TV and Video



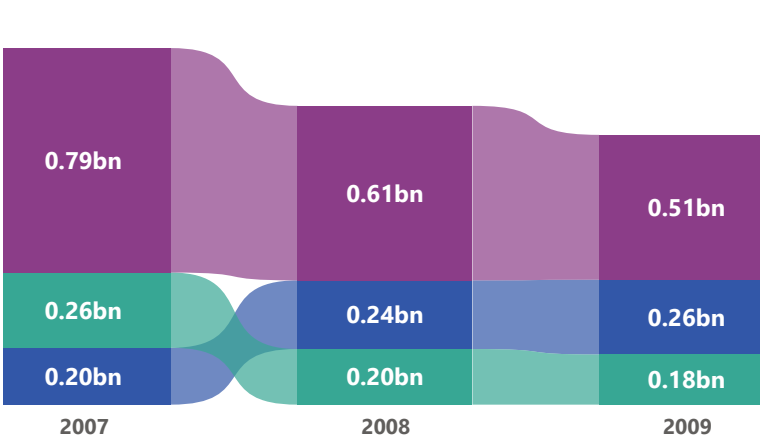
Revenue by Channel

Catalog Online Reseller Store

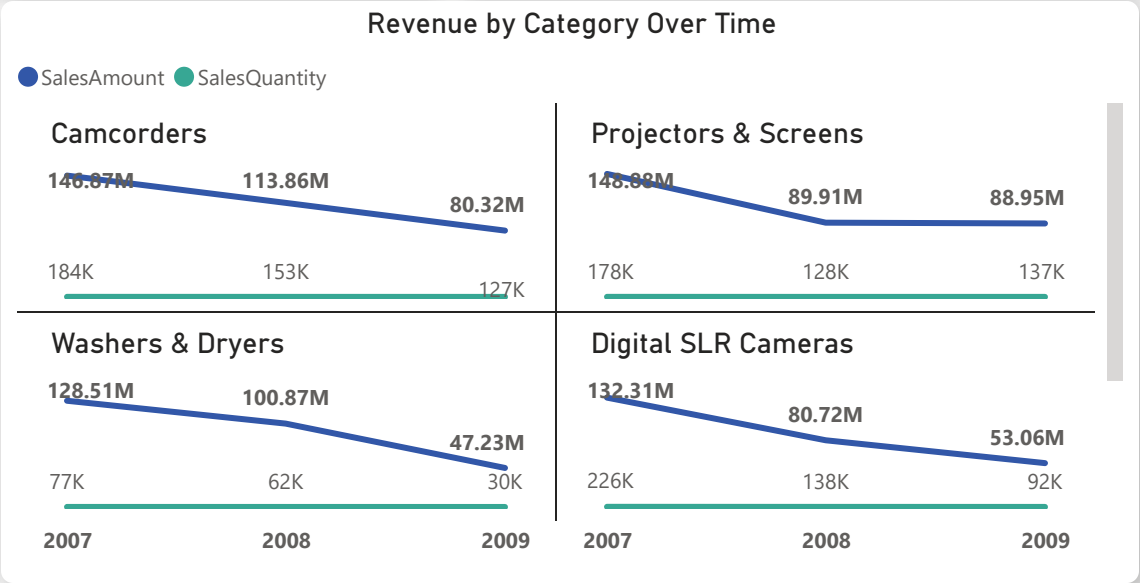
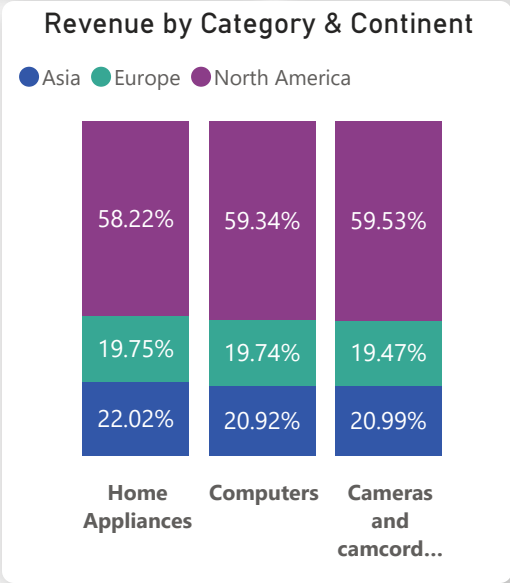
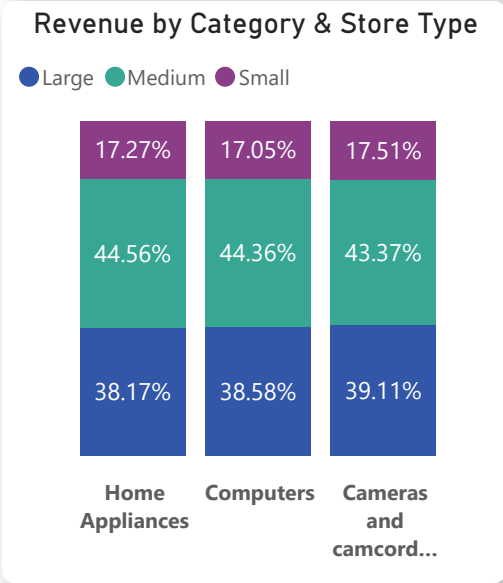
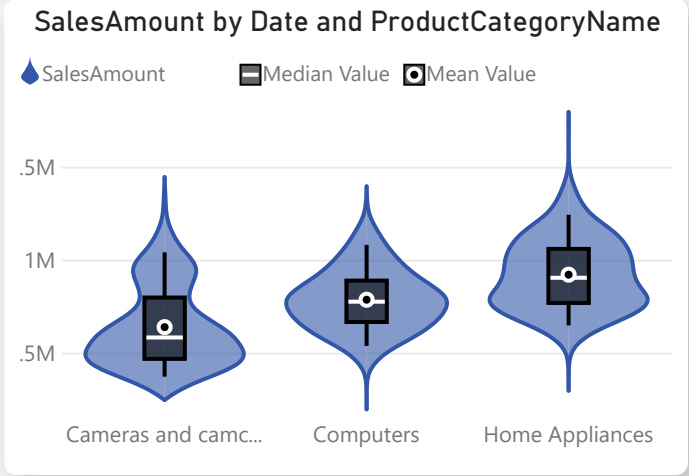
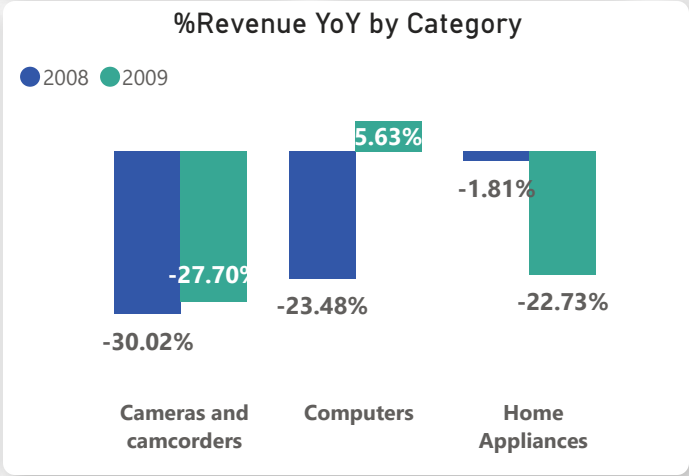
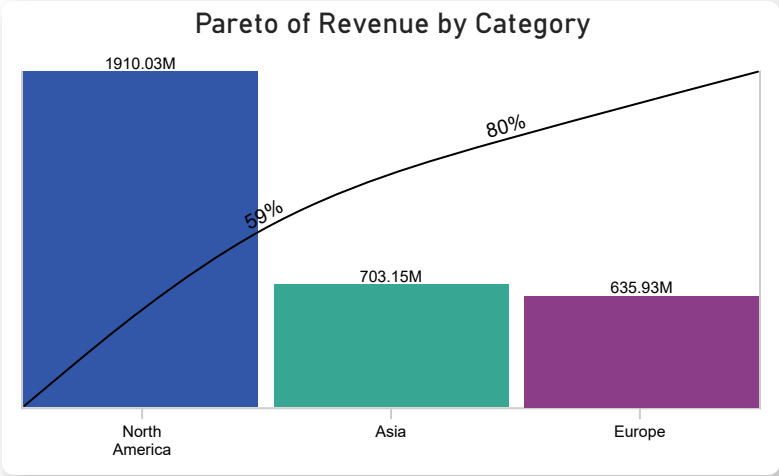
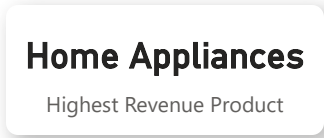
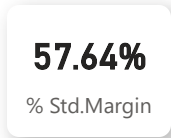
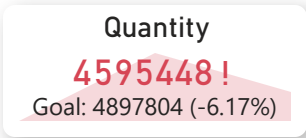
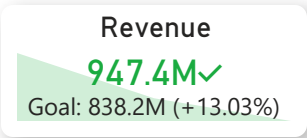


Revenue by Continent

Asia Europe North America



Product Analysis



Year

All

Channel

All

Continent

All

Product Category

All

Store Type

All

| ClassName | Cameras and camcorders | Computers | Home Appliances |
|-----------|------------------------|----------------|-----------------|
| Deluxe | 253,389,941.60 | 324,364,765.39 | 339,574,427.80 |
| Economy | 40,732,736.99 | 111,628,583.95 | 158,929,660.31 |
| Regular | 409,945,572.08 | 429,643,221.38 | 514,857,603.11 |

| ProductCategoryName | A. Datum | Adventure Works | Contoso | Fabrikam | Litware | Northwind Traders | Proseware | Southridge Video |
|------------------------|----------------|-----------------|----------------|----------------|----------------|-------------------|----------------|------------------|
| Cameras and camcorders | 152,282,067.63 | | 114,652,697.40 | 437,133,485.63 | | | | |
| Computers | | 216,338,113.75 | 79,360,917.95 | 60,494,374.65 | | | 305,922,813.24 | 11,346,021.27 |
| Home Appliances | | 100,708,296.07 | 332,714,451.31 | 118,799,177.75 | 202,539,038.30 | 99,303,678.28 | 83,719,603.25 | |

Geography Analysis

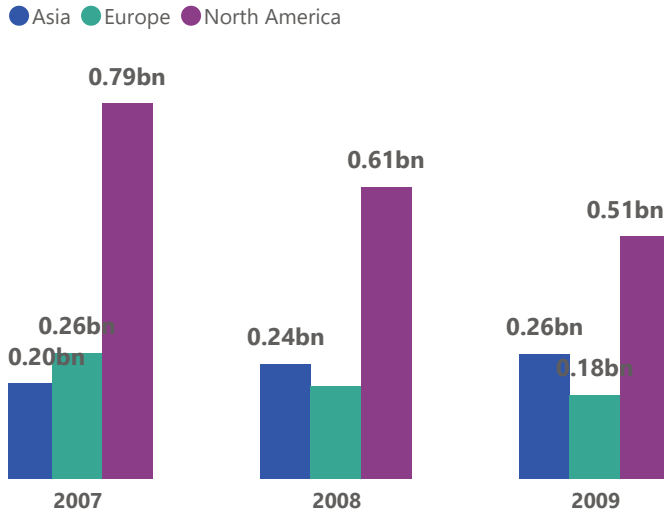
Revenue
947.4M✓
Goal: 838.2M (+13.03%)

Quantity
4595448!
Goal: 4897804 (-6.17%)

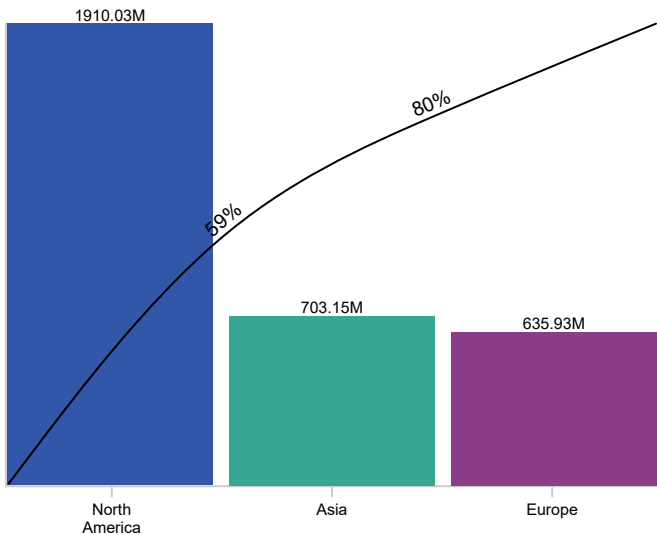
57.64%
% Std.Margin

North America
Highest Revenue Continent

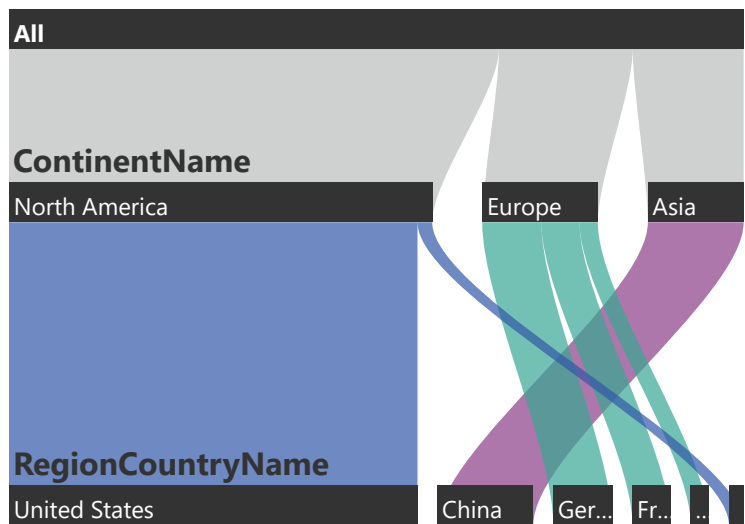
Revenue by Geography Over Time



Pareto of Revenue by Geography



Revenue by Continent & Country



Year

All

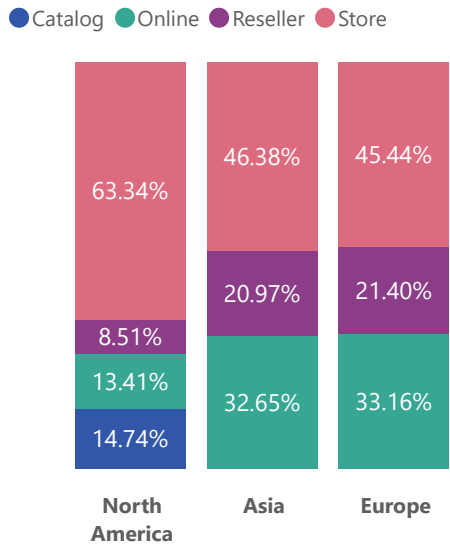
Channel

All

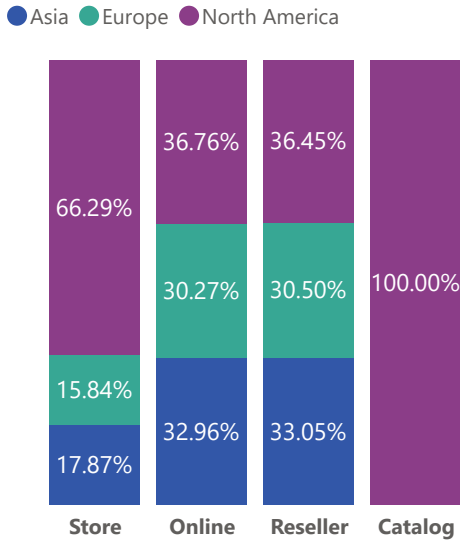
Continent

All

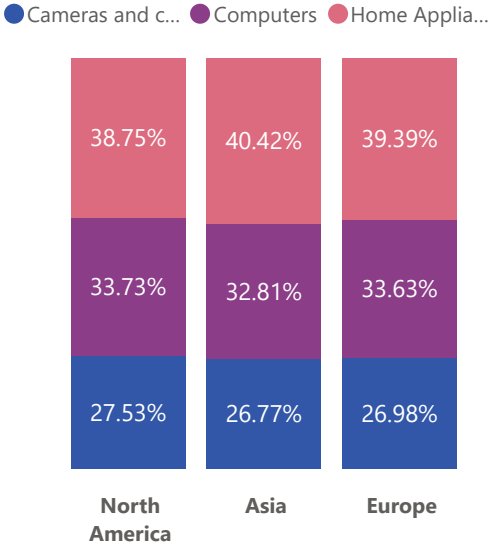
Revenue by Geography & Channel



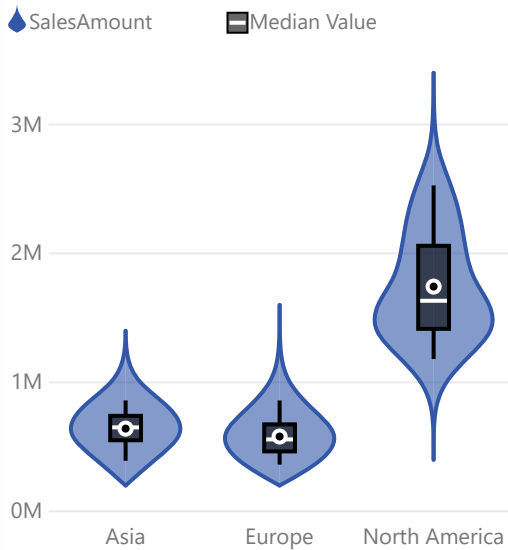
Revenue by Geography & Channel



Revenue by Category & Geography



SalesAmount by Date and Continent



Product Categ...

All

Store Type

All

Store Analysis

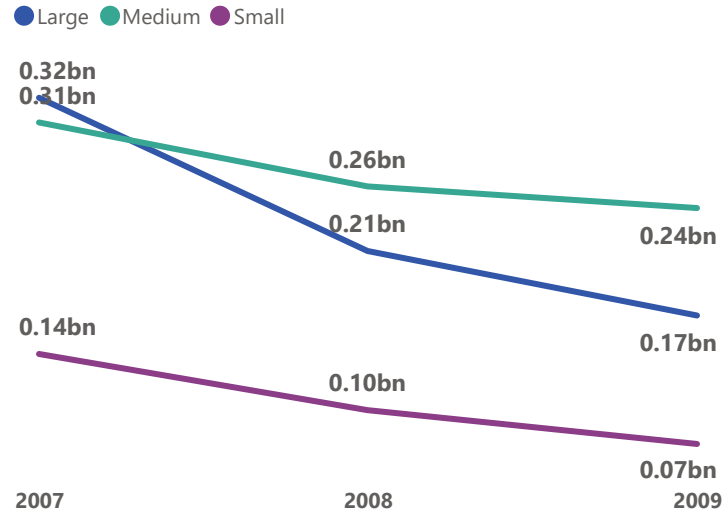
Revenue
485.7M ✓
Goal: 431.0M (+12.7%)

Quantity
2195971 !
Goal: 2366465 (-7.2%)

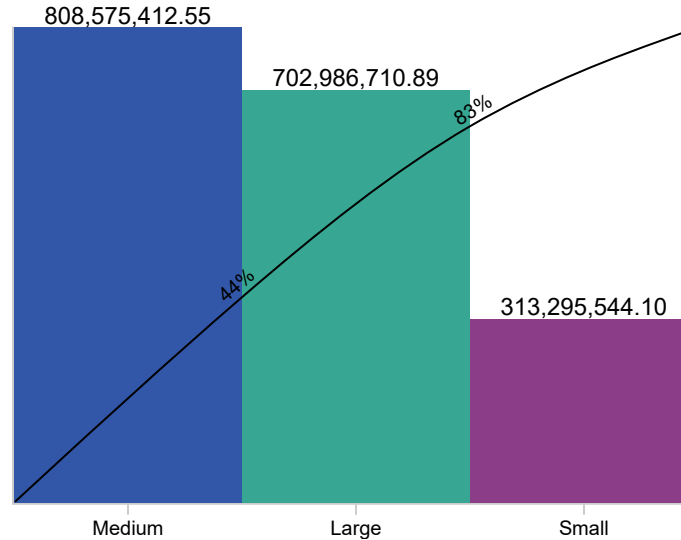
57.79%
% Std.Margin

Medium
Highest Revenue Store Type

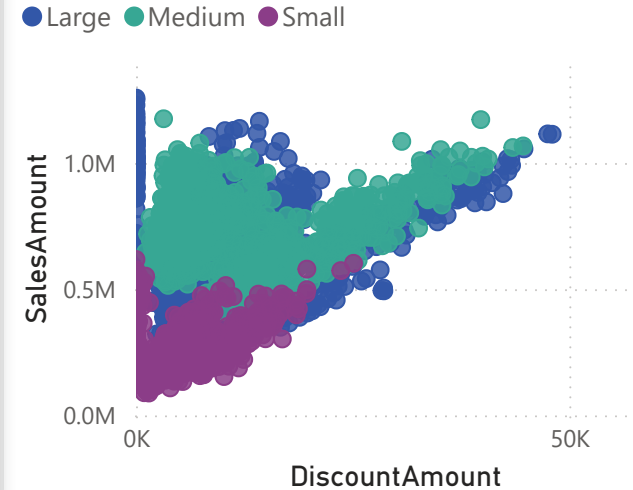
Revenue by Store Type Over Time



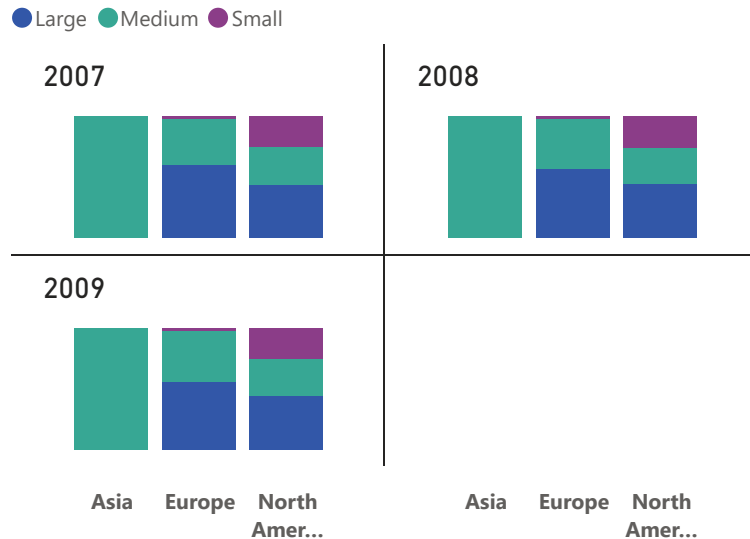
Pareto of Revenue by Store Type



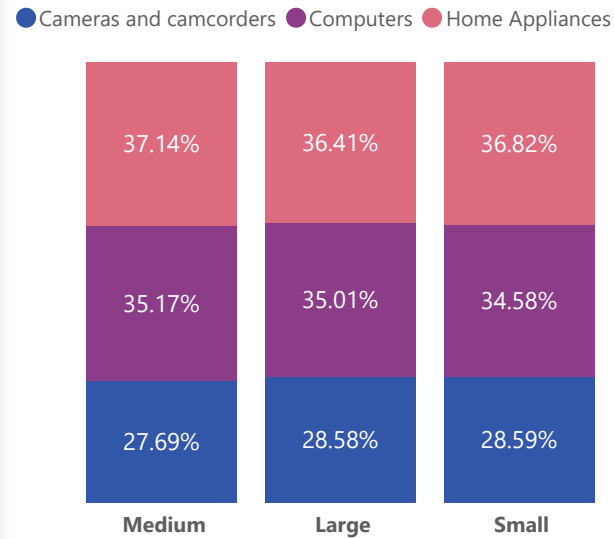
DiscountAmount and SalesAmount by Year, Quarter, Month, Day and Store Type



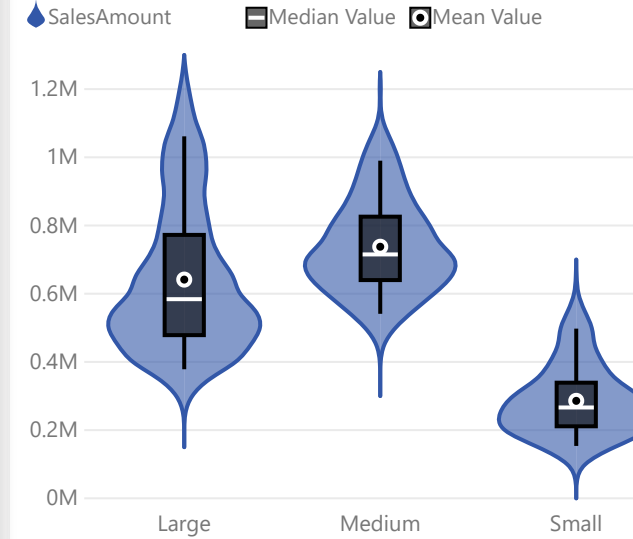
Revenue by Continent & Store Type



Revenue by Category & Store Type



SalesAmount by Date and Store Type



Year
All

Channel
All

Continent
All

Product Categ...
All

Store Type
All