

Net Revenue

**\$2.8M**

Gross Revenue

**\$3.1M**

Sum of Profit

**\$744K**

Profit Margin %

**26%**

Total Customers

**200**

Year

All

Region

All

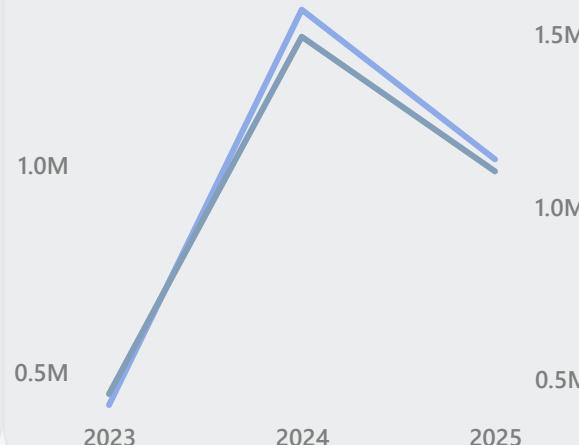
Category

All

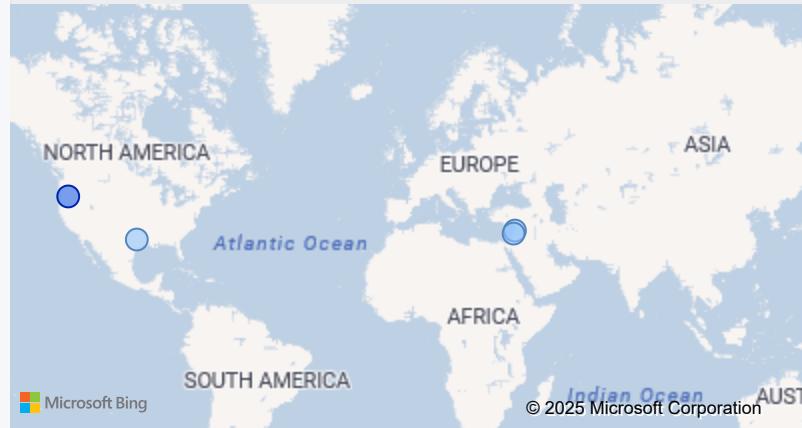
City

All

Revenue Trend



## Revenue by Region



## Net Revenue by Store

Brianahaven	0.62M
Johnmouth	0.57M
New Michele	0.57M
Peckmouth	0.53M
Jimenezborough	0.51M

## Profit by Region



NetRevenue	Profit
8,925.63	\$3,903
8,298.76	\$1,042
7,950.03	\$1,333
7,899.69	\$644
7,053.99	\$2,112
6,756.57	\$918
6,694.76	\$1,401
5,686.61	\$2,073
5,026.39	\$1,010
5,005.18	\$915

Net Revenue

\$2.8M

Gross Revenue

\$3.1M

Sum of Profit

\$744K

Profit Margin %

26%

Year

All

Region

All

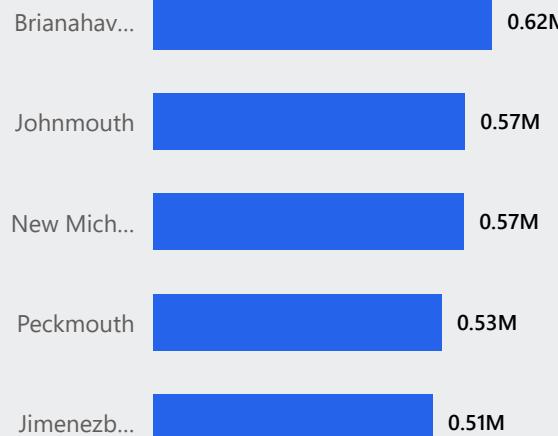
Category

All

City

All

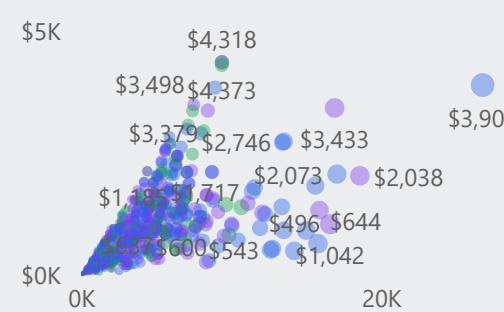
### Top Performing Stores by Net Revenue



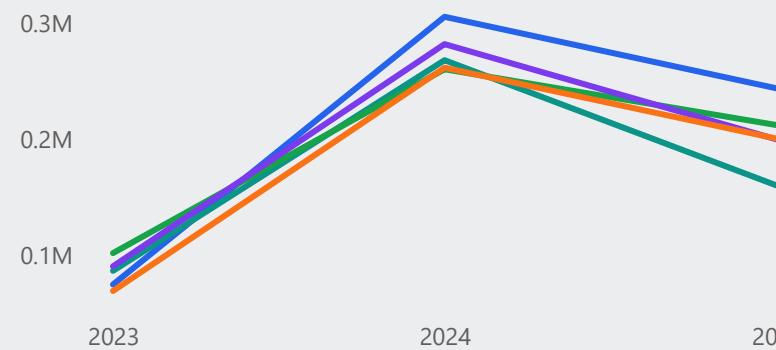
City	Region	Category	GrossRevenue	NetRevenue	Profit
Brianahaven	North	Electronics	7.4K	6.3K	\$2,256
Brianahaven	North	Fashion	7.4K	6.3K	\$1,370
Brianahaven	North	Fashion	7.4K	7.1K	\$2,112
Brianahaven	North	Groceries	9.4K	8.5K	\$3,433
Jimenezborough	South	Fashion	9.4K	8.5K	\$3,379
Jimenezborough	South	Groceries	9.4K	9.4K	\$4,373
Johnmouth	East	Electronics	7.4K	6.3K	\$2,256
Johnmouth	East	Electronics	7.4K	6.7K	\$2,628
Johnmouth	East	Electronics	7.4K	7.1K	\$3,000
Johnmouth	East	Fashion	9.4K	8.9K	\$3,848
Johnmouth	East	Groceries	9.4K	8.9K	\$3,903
New Michele	West	Electronics	7.4K	6.3K	\$2,256
New Michele	West	Electronics	7.4K	7.4K	\$3,372
New Michele	West	Fashion	6.7K	5.7K	\$1,717

### Revenue vs Profit by Store

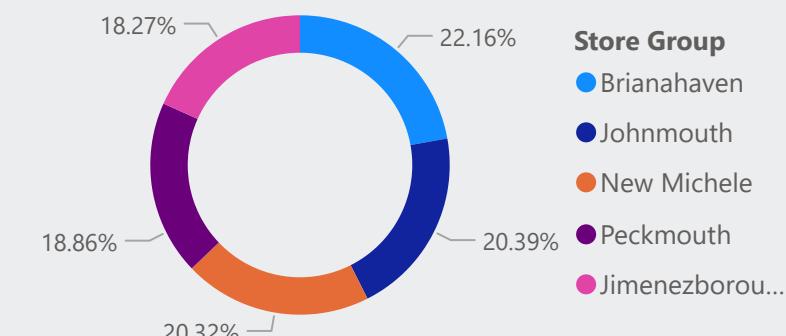
Region ● East ● North ● South ● West



### Store Revenue Trend



### Revenue Contribution by Store



Net Revenue

\$2.8M

Gross Revenue

\$3.1M

Sum of Profit

\$744K

Profit Margin %

26%

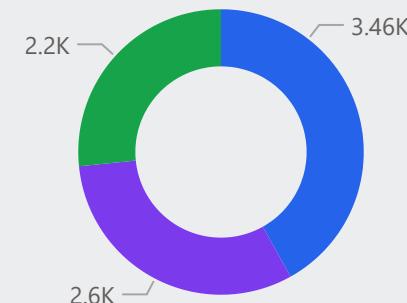
Region

All

Category

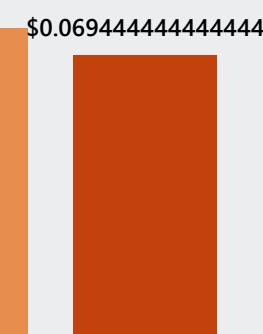
All

### Revenue by Category



### Discount Impact by Category

\$0.080799220272904



### Top 10 Products by Profit

Set Dairy	55K
And Footwear	40K
Add Clothing	38K
Him Smartphone	38K
Road Clothing	30K
Understand Ca...	27K
Least Accessori...	26K
Behavior Dairy	24K
Nor Bags	22K
Or Smartphone	21K

ProductName	Category	Sum of NetRevenue	Sum of Profit	Profit Margin %
House Accessories	Fashion	134,945.25	\$18,852	14%
Set Dairy	Groceries	129,186.75	\$54,849	42%
Like Camera	Electronics	117,827.78	\$18,574	16%
Road Clothing	Fashion	110,116.46	\$30,063	27%
Add Clothing	Fashion	109,165.58	\$38,149	35%
Beat Accessories	Fashion	98,673.50	\$20,254	21%
Book Television	Electronics	94,703.53	\$14,884	16%
And Footwear	Fashion	94,674.89	\$39,870	42%
Him Smartphone	Electronics	93,855.57	\$37,754	40%
Traditional Laptop	Electronics	88,674.88	\$15,965	18%
Knowledge Bags	Fashion	83,843.01	\$18,577	22%
Four Accessories	Fashion	81,102.44	\$15,653	19%
Hospital Smartphone	Electronics	80,341.32	\$15,561	19%
Least Accessories	Fashion	78,994.17	\$26,357	33%
Nature Clothing	Fashion	74,875.02	\$11,870	16%
New Watches	Fashion	74,547.49	\$9,155	12%
Nor Bags	Fashion	74,137.14	\$21,680	29%
Firm Dairy	Groceries	72,652.61	\$10,119	14%
Chair Laptop	Electronics	71,715.54	\$13,130	18%
Piece Headphones	Electronics	66,420.46	\$14,845	22%

Avg Discount %

7.7%

Profit

\$744K

Avg Profit Margin

26%

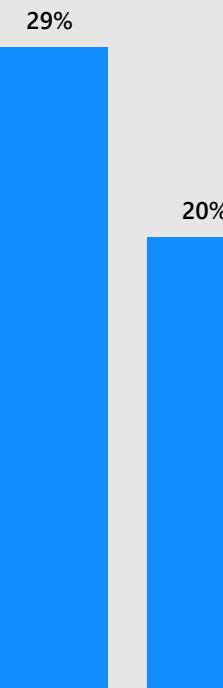
Discount Range (%)

All

Category

All

## Profit Margin by Discount Range

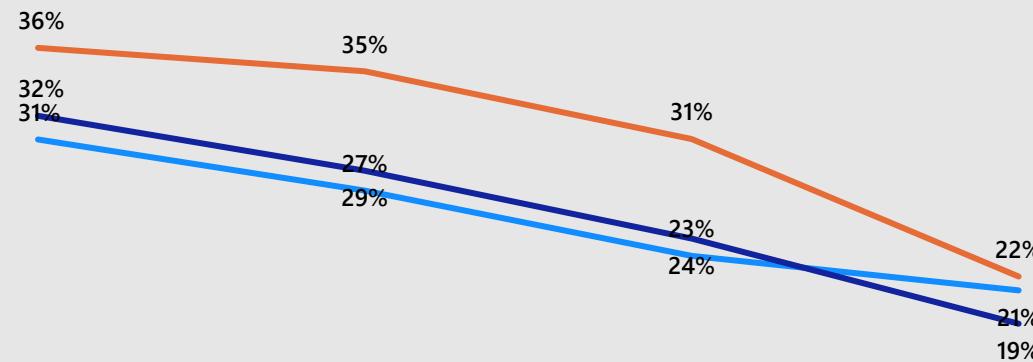


## Discount & Profit Analysis

Category ● Electronics ● Fashion ● Groceries



## Profit Sensitivity to Discount (%)



## Discount vs Profit by Product

