Executive Summary Dashboard

Sum of Total Sales	Profit(%)	Sum of Profit	Total_Orders	Returned Orders
$2.30M	**12.46%**	**$286.35K**	**5.01K**	**296**

Monthly Sales

Sum of Total Sales by Month. Values labeled: $94.9K (January), $59.8K (February), $205.0K (March), $137.8K (April), $155.0K (May), $152.7K (July), $147.2K (August), $159.1K, $307.7K (September), $200.3K (October), $352.5K (November), $325.3K (December)

Monthly Profitability(%)

Profit(%) by Year. Values labeled: 17.18%, 19.06%, 25.13%, -18.03%, 27.21%, 25.06%, 10.12%

Returned Orders

Returned: No 9.2K (92%), Yes 0.8K (8%)

Monthly Profit

Sum of Profit by Month. Values labeled: $9K (January), $10K (February), $29K (March), $12K (April), $22K (May), $21K (June), $14K (July), $22K (August), $37K (September), $32K (October), $35K (November), $43K (December)

Orders By Ship Mode
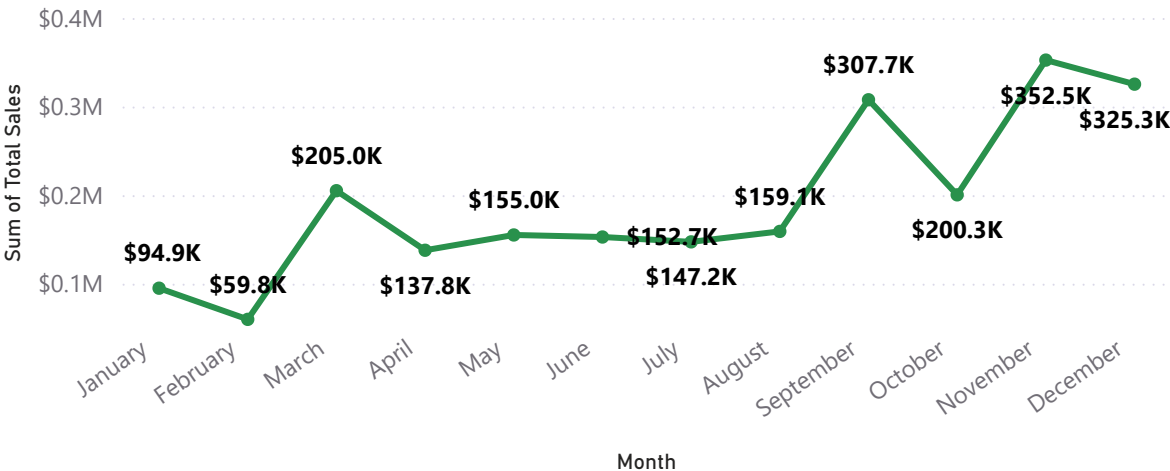
Ship Mode:
- Standard Class — 5.97K (59.66%)
- Second Class — 1.95K (19.5...)
- First Class — 1.54K (15.38%)
- Same Day — 0.54K (5.43%)
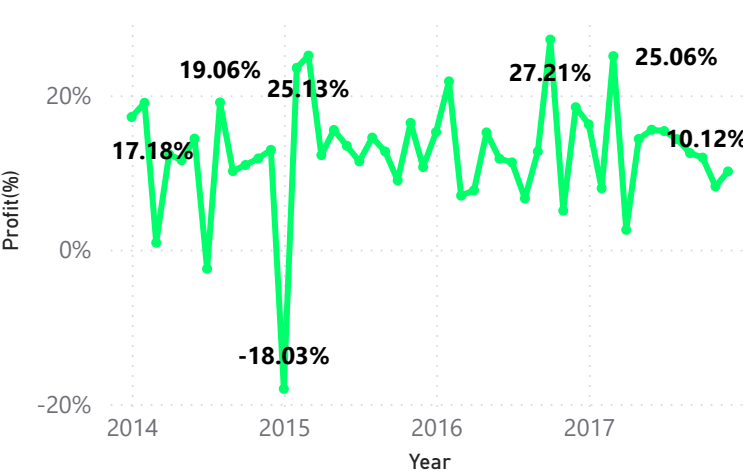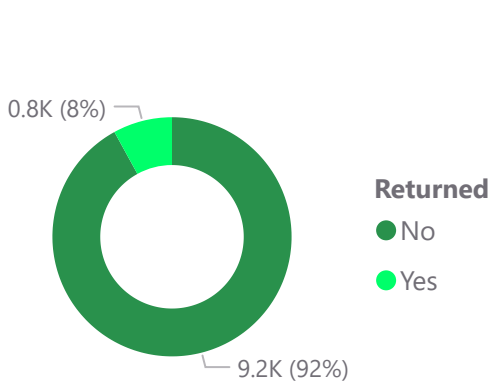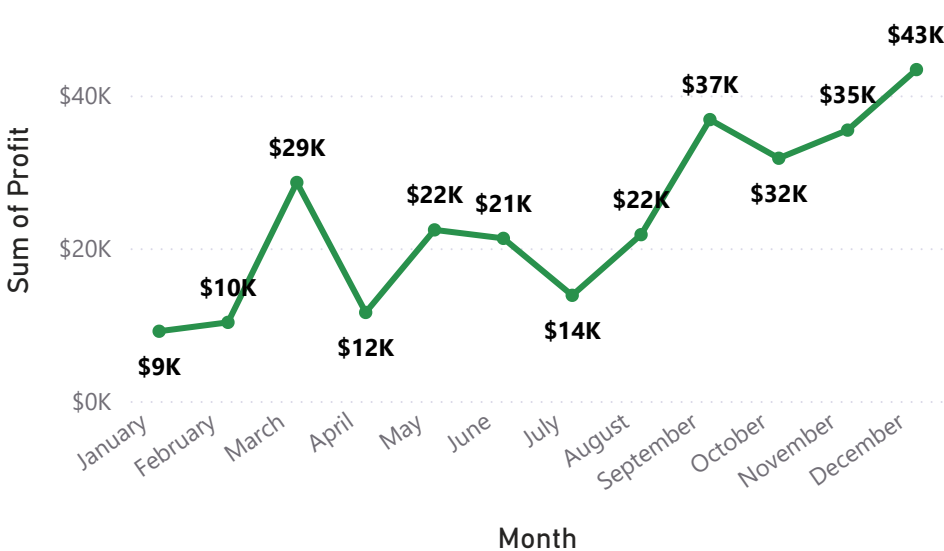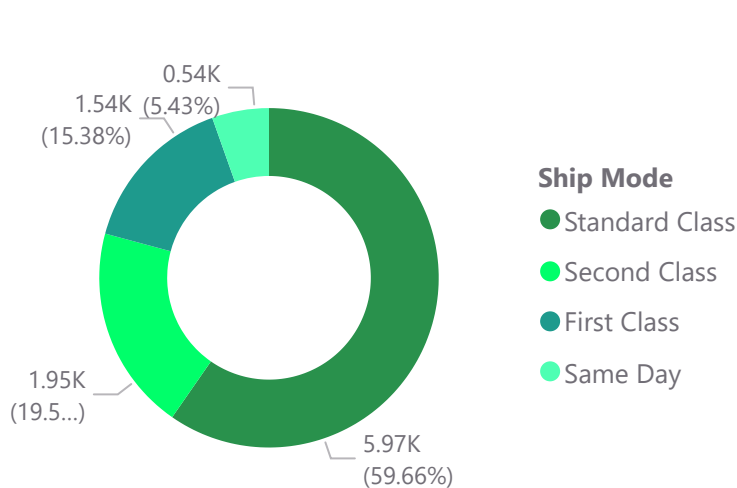
Total Sales by Field
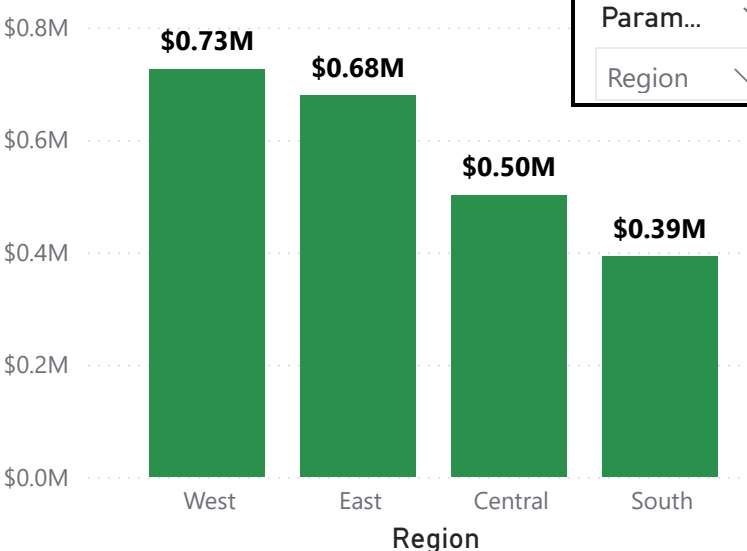
Select Field
Param...
Region

Total Sales by Region: West $0.73M, East $0.68M, Central $0.50M, South $0.39M

Geographical Analysis

Number of Operating Cities	Number of Operating States
532	**50**

Order Date

03-01-2014 📅   30-12-2017 📅

Geography

City	State

Region

Most Profitable Cities

- New York City — **$62K**
- Los Angeles — **$30K**
- Seattle — **$29K**
- San Francisco — **$17K**
- Detroit — **$13K**
- Lafayette — **$10K**
- Jackson — **$8K**
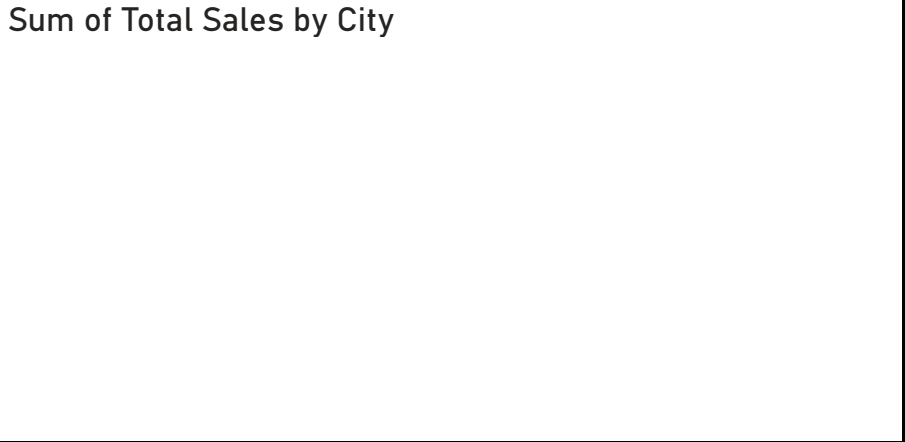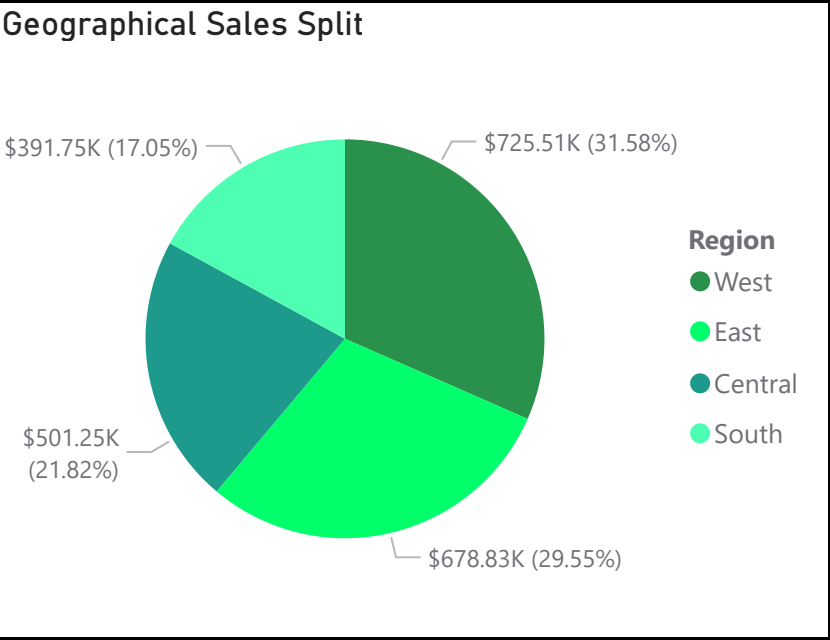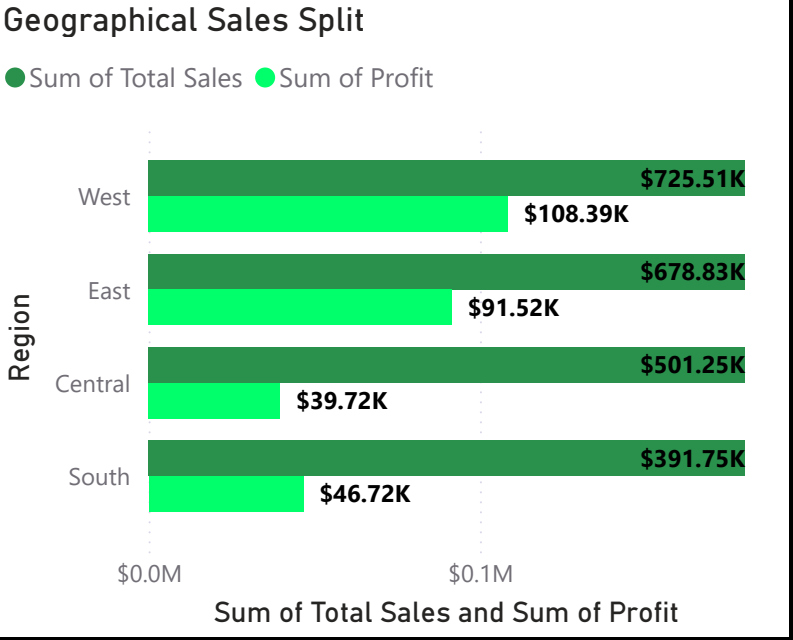- Atlanta — **$7K**
- Minneapolis — **$7K**
- San Diego — **$6K**
- Springfield — **$6K**

($50K) $0K $50K

Sum of Profit — City

Geographical Sales Split

● Sum of Total Sales ● Sum of Profit

Region	Sum of Total Sales	Sum of Profit
West	**$725.51K**	**$108.39K**
East	**$678.83K**	**$91.52K**
Central	**$501.25K**	**$39.72K**
South	**$391.75K**	**$46.72K**

$0.0M $0.1M

Sum of Total Sales and Sum of Profit — Region

Geographical Sales Split

- $391.75K (17.05%)
- $725.51K (31.58%)
- $501.25K (21.82%)
- $678.83K (29.55%)

Region
- ● West
- ● East
- ● Central
- ● South

Sum of Total Sales by City

Geographical Order Split

Count of Order ID: 4K / 2K / 0K

Region: West, East, Central, South, (Blank)

Product Analytics

SKU'S	**Categories**	**Sub_Categories**	**Profit(%)**	**Avg_Revenue_Per_...**
2K	**3**	**18**	**12.46%**	**1.24K**

Parameter
- [x] Category
- [ ] Sub-Category

Profitability

Category	Profit(%)
Technology	17.39%
Office Supplies	17.03%
Furniture	2.49%

Top 10 Bestselling Products

Product Name	Sum of Total Sales
KI Adjustable... Table	$4,554
Situations Contoured Folding Chairs, 4/S...	$3,641
Easy-staple paper	$2,503
Staple envelope	$1,684
GBC Premium Transparent Covers wit...	$780
Staples	$755
Staples in misc. colors	$479
Staple-bas... wall hangings	$422
Storex Dura Pro Binders	$281
Avery Non-Stick Binders	$218

Product Name	Sum of Total Sales	Sum of Profit	Discount
Canon imageCLASS 2200 Advanced Copier	$61,600	$25,200	0.0
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	$27,454	$7,751	0.0
Hewlett Packard LaserJet 3310 Copier	$18,840	$6,984	0.0
Canon PC1060 Personal Laser Copier	$11,620	$4,571	0.0
HP Designjet T520 Inkjet Large Format Printer - 24" Color	$18,375	$4,095	0.0
Ativa V4110MDD Micro-Cut Shredder	$7,700	$3,773	0.0
3D Systems Cube Printer, 2nd Generation, Magenta	$14,300	$3,718	0.0
Plantronics Savi W720 Multi-Device Wireless Headset System	$9,368	$3,697	0.0

Product Type Sales Split

$0.72M (31.3%)
$0.84M (36.4%)
$0.74M (32.3%)

Category
- Technology
- Furniture
- Office Supplies
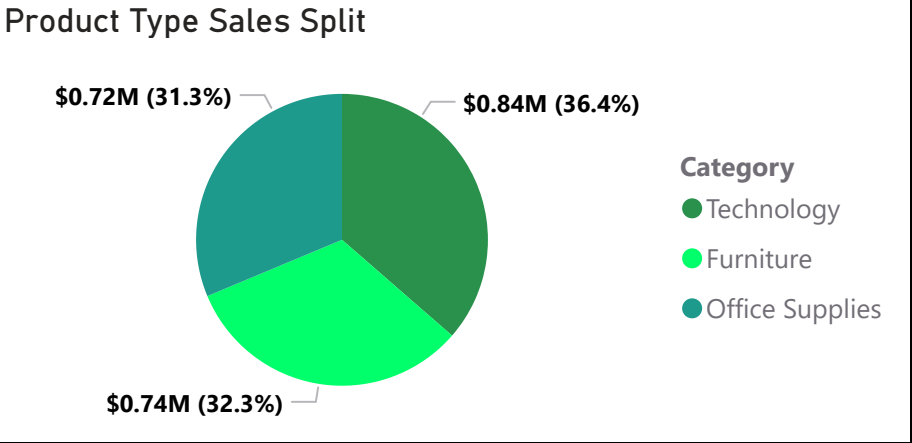
Consumer Analytics

Customer_Count	Avg_Revenue_Per_Consumer
794	2.89K

Geography/Location
Region, State, City
All

Consumer Segment
Segment
All

Top 10 Customers(By LTV)

Customer Name	Sum of Total Sales
Sean Miller	$25,042
Tamara Chand	$19,050
Raymond Buch	$15,117
Tom Ashbro...	$14,596
Adrian Barton	$14,476
Ken Lonsdale	$14,175
Sanjit Chand	$14,145
Hunter Lopez	$12,875
Sanjit Engle	$12,209
Christo... Conant	$12,128
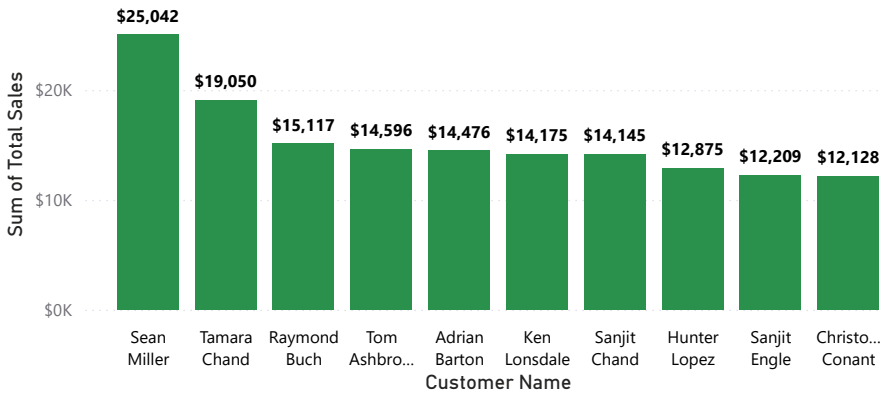
Customer_Count by Segment

1.78K (17.84%)
3.02K (30.22%)
5.19K (51.94%)

Segment
- Consumer
- Corporate
- Home Office
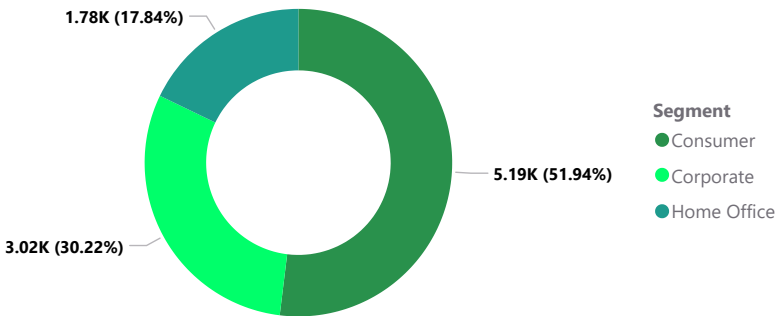
Monthly Customer Acquisition

Month	Count of Customer ID
Nov	483
Sep	459
Dec	454
Oct	323
May	302
Jun	290
Mar	290
Apr	282
Jul	281
Aug	280
Jan	159
Feb	146
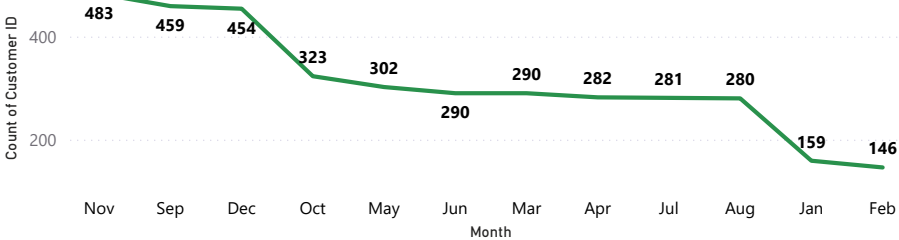
Consumer Split By Geography

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