

Sales Overview

Jan-2017 - Sept-2018

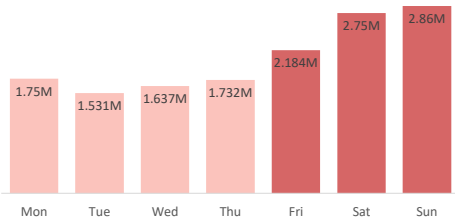


Timeline Analysis

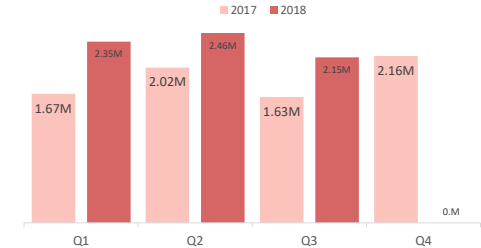
Jan-2017 - Sept-2018

Sales by Weekdays

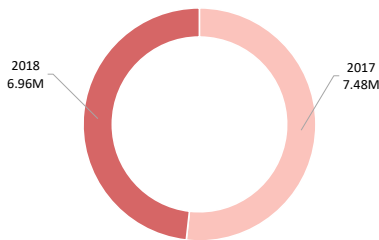
Weekends had the highest sales



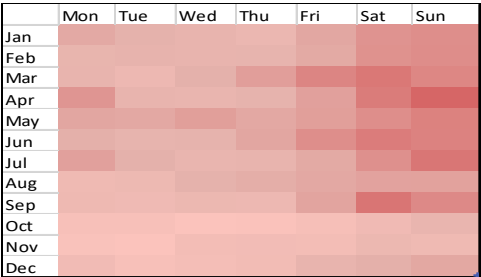
Sales by Quarter



Sales by Year

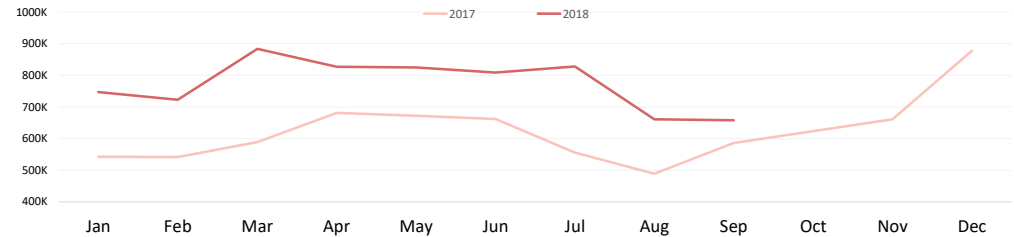


Monthly vs Weekdays Sales



Monthly Sales Trends

2018 monthly sales were higher than 2017 monthly sales



KPIs					
Sales	Profit	Customers	Stores	Salespersons	Products
\$14.44M	\$4.01M	501	50	45	35

Store Analysis			
Top Stores by Sales		Store Location	Top Cities by Sales
Stores	TotalSales	Categories	Cities
Saltillo 1	0.33M	Downtown	Saltillo
Ciudad de Mexico 3	0.34M	Commercial	Mexicali
Xalapa 2	0.34M	Residential	Xalapa
Hermosillo 3	0.34M	Airport	Toluca
Guadalajara 4	0.35M		Puebla
Monterrey 2	0.37M		Guanajuato
Toluca 1	0.41M		Hermosillo
Ciudad de Mexico 1	0.43M		Monterrey
Guadalajara 3	0.45M		Guadalajara
Ciudad de Mexico 2	0.55M		Ciudad de Mexico

Top Product by Sales		Sales by Categories
Products	TotalSales	Categories
Dart Gun	0.51M	Toys
Animal Figures	0.51M	Art & Crafts
Nerf Gun	0.53M	Electronics
Splash Balls	0.54M	Games
Deck Of Cards	0.59M	Sports & Outdoors
Rubik's Cube	0.91M	
Action Figure	0.93M	
Magic Sand	0.97M	
Colorbuds	1.56M	
Lego Bricks	2.39M	

Top 10 Salesperson		Top 10 Customers
Salespersons	TotalSales	Customers
Clarence Fox	0.323M	Raymond Spencer
Larry Marshall	0.323M	Harry Hudson
Joe Sims	0.324M	Matthew Duncan
Jeremy Mendoza	0.325M	Bruce Butler
Martin Carr	0.325M	Samuel Palmer
John Reyes	0.325M	Louis Harris
Brian Davis	0.325M	Johnny Ramos
Brian Thomas	0.326M	Keith Griffin
Roger Robertson	0.326M	Gary Jones
Ronald Reed	0.326M	Joe Powell

Timeline Analysis

Yearly Sale Trend			
TotalSales		Column Labels	
Row Labels	2017	2018	
Jan	542.55K	747.2K	
Feb	541.35K	722.63K	
Mar	589.49K	883.52K	
Apr	681.07K	827.69K	
May	672.37K	825.32K	
Jun	661.98K	808.3K	
Jul	556.03K	828.35K	
Aug	489.42K	660.88K	
Sep	585.84K	658.19K	
Oct	623.87K		
Nov	661.3K		
Dec	877.2K		

Sales by Weekdays	
Days	TotalSales
Mon	1.75M
Tue	1.531M
Wed	1.637M
Thu	1.732M
Fri	2.184M
Sat	2.75M
Sun	2.86M

Sales by Quarter			
Quarter	2017		2018
Q1	\$1.67M		\$2.35M
Q2	\$2.02M		\$2.46M
Q3	\$1.63M		\$2.15M
Q4	\$2.16M		

Sales by Year	
Row Labels	TotalSales
2017	7.482M
2018	6.962M

Heatmap Table

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Jan		0.183M	0.162M	0.145M	0.131M	0.188M	0.235M	0.246M
Feb		0.145M	0.152M	0.149M	0.149M	0.181M	0.238M	0.25M
Mar		0.148M	0.123M	0.163M	0.208M	0.267M	0.3M	0.264M
Apr		0.229M	0.148M	0.143M	0.154M	0.204M	0.29M	0.341M
May		0.189M	0.185M	0.206M	0.185M	0.207M	0.248M	0.276M
Jun		0.165M	0.149M	0.153M	0.191M	0.247M	0.289M	0.275M
Jul		0.203M	0.163M	0.142M	0.149M	0.181M	0.242M	0.304M
Aug		0.115M	0.122M	0.16M	0.171M	0.184M	0.198M	0.2M
Sep		0.121M	0.113M	0.127M	0.124M	0.195M	0.306M	0.258M
Oct		0.077M	0.079M	0.061M	0.066M	0.085M	0.113M	0.144M
Nov		0.068M	0.058M	0.098M	0.1M	0.096M	0.127M	0.115M
Dec		0.105M	0.078M	0.09M	0.103M	0.149M	0.165M	0.186M