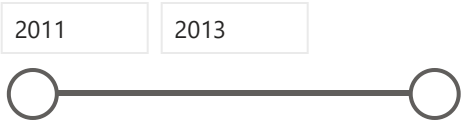




EXECUTIVE SUMMARY



Country Region

All

Navigation icons: back, forward

\$29.27M

Total revenue

\$12.04M

Total Profit

\$17.23M

Total Cost

\$295.00

Avg Product Price

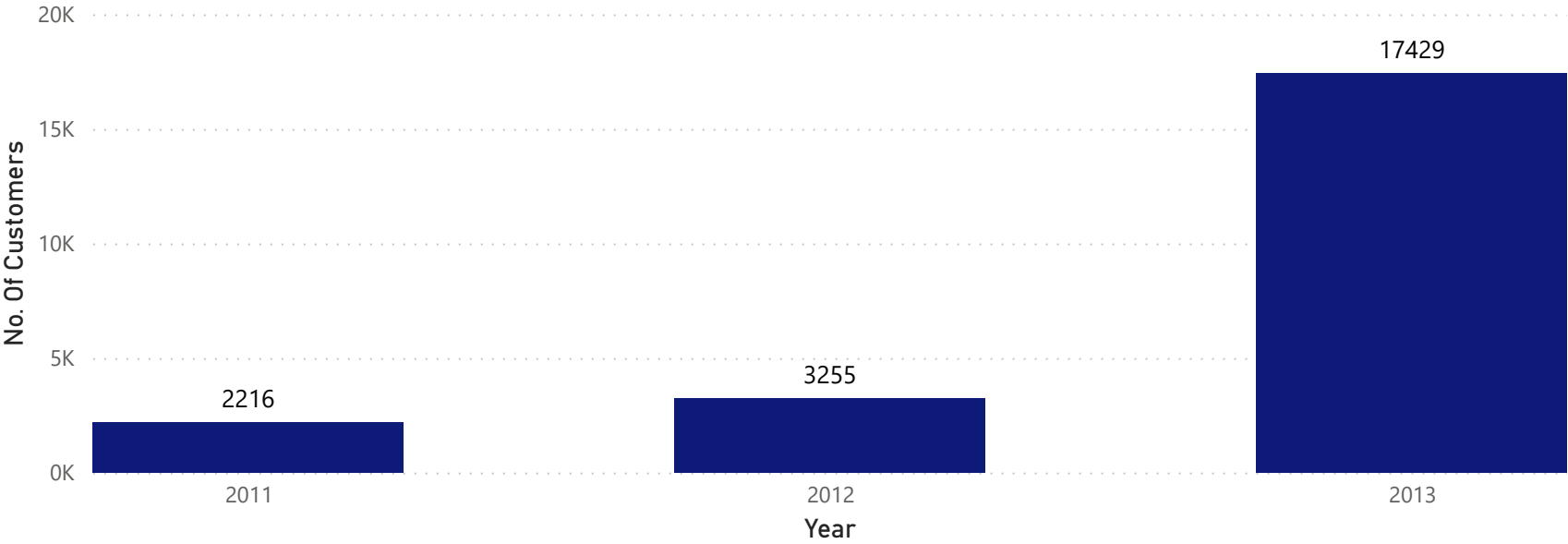
Customers Income Level

Full Name	Incomelevel	Total revenue
Nichole Nara	High	\$13,295.38
Kaitlyn J Henderson	High	\$13,294.27
Margaret He	High	\$13,269.27
Randall M Dominguez	High	\$13,265.99
Adriana L Gonzalez	Average	\$13,242.70
Rosa K Hu	Average	\$13,215.65
Brandi D Gill	High	\$13,195.64
Brad She	High	\$13,173.19
Francisco A Sara	Average	\$13,164.64
Maurice M Shan	Average	\$12,909.67
Janet Munoz	High	\$12,489.17
Lisa Cai	High	\$11,469.19
Lacey C Zheng	Average	\$11,248.46
Jordan C Turner	High	\$11,200.77
Total		\$29,269,561.46

Line Chart

Column Chart

Customers Count by year





CUSTOMER SALES PERFORMANCE

2011

2013

Country Region

All



18K

No. Of Customers

27K

Total orders

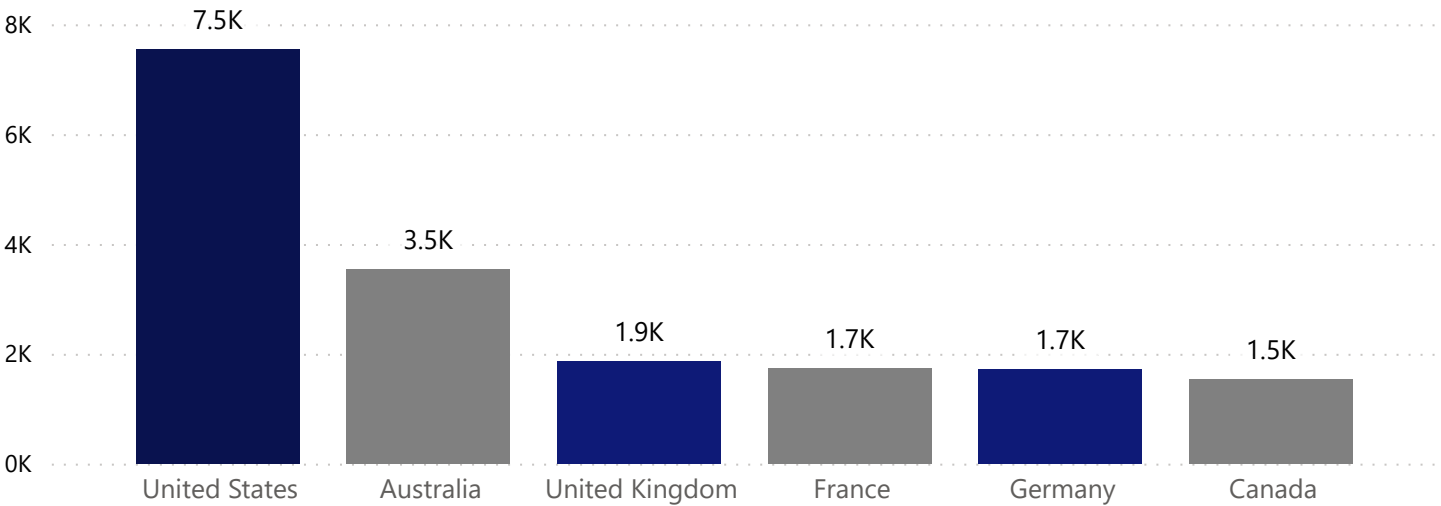
The most purchased product

Water Bottle - 30 oz.

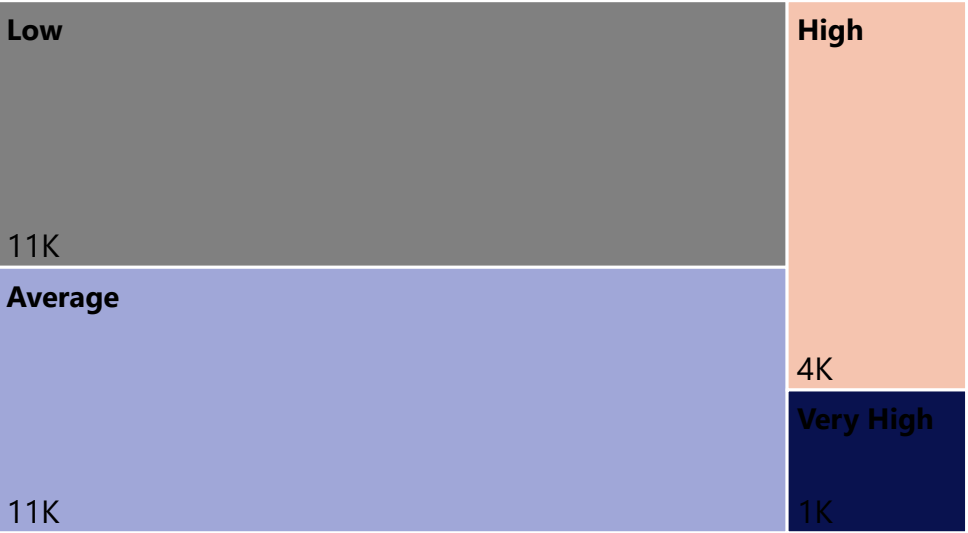
Top 10 Customers Based on Revenue

Full Name	Total orders	Total revenue
Nichole Nara	5	\$13,295.38
Kaitlyn J Henderson	5	\$13,294.27
Margaret He	5	\$13,269.27
Randall M Dominguez	5	\$13,265.99
Adriana L Gonzalez	5	\$13,242.70
Rosa K Hu	5	\$13,215.65
Brandi D Gill	5	\$13,195.64
Brad She	5	\$13,173.19
Francisco A Sara	5	\$13,164.64
Maurice M Shan	6	\$12,909.67
Total	51	\$132,026.40

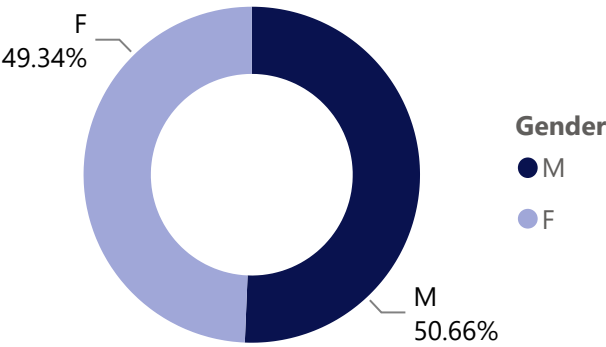
No of Customers by Country Region



Total orders by Income level



No. Of Customers by Gender





REGIONAL SALES PERFORMANCE

2011

2013

Country Region

All

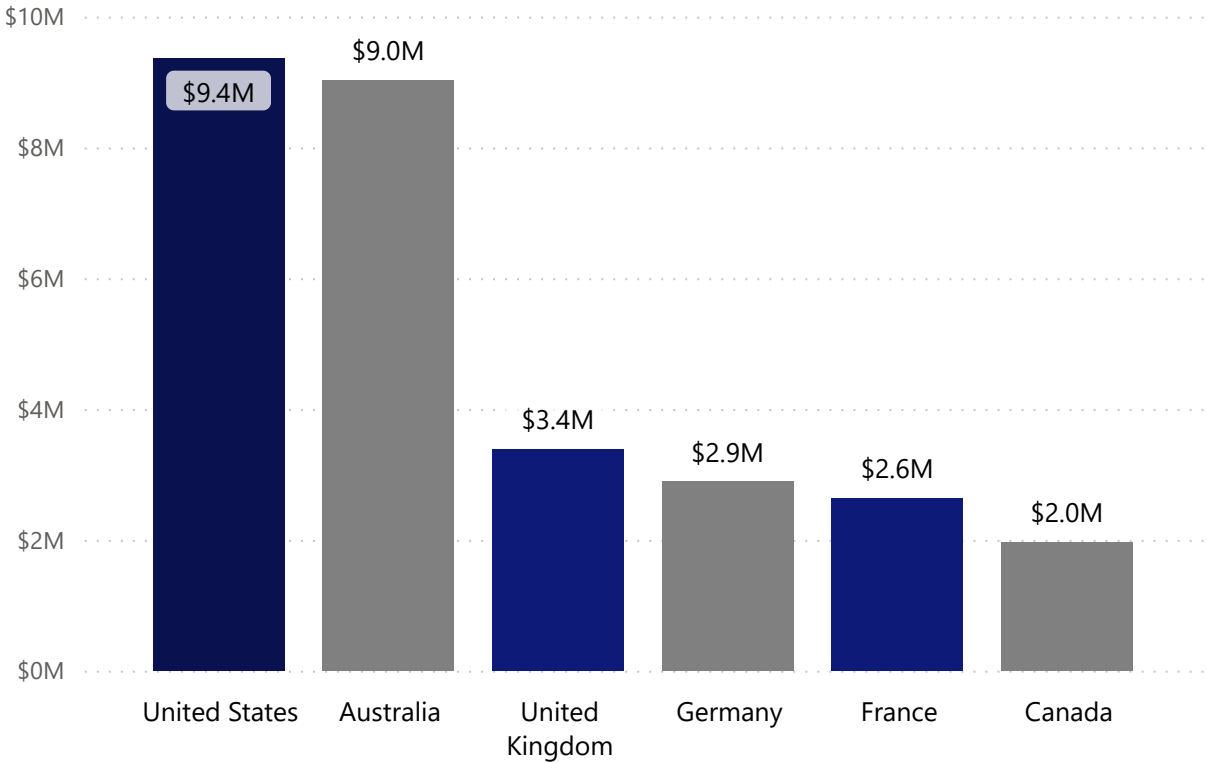


71
State Province

The province with the highest revenue

California

Total revenue by Country Region



Customer Base at State Province Level





SALES PERFORMANCE OVER TIME

2011

2013

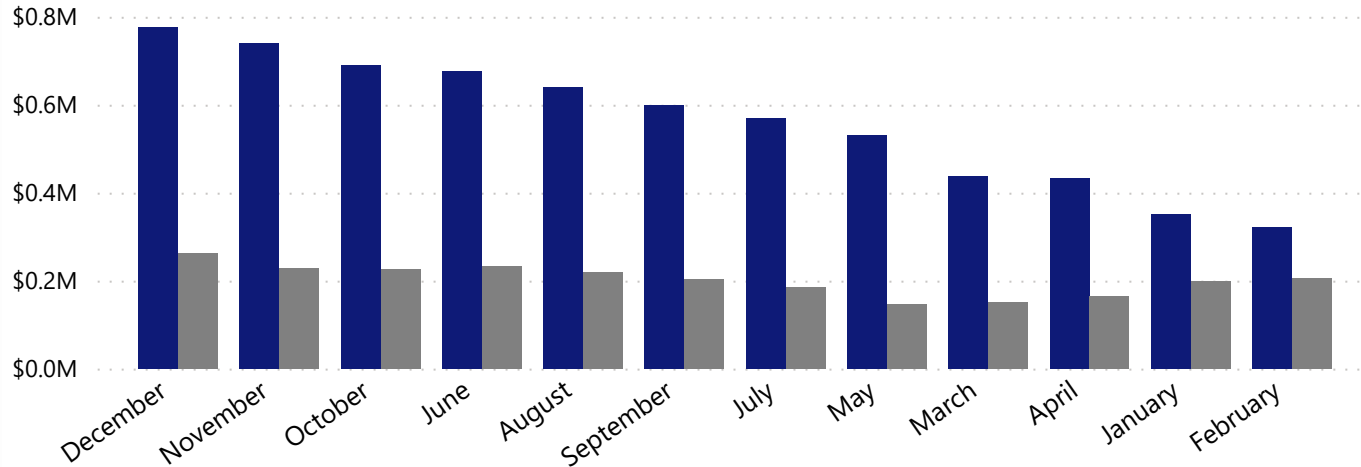
Country Region

All



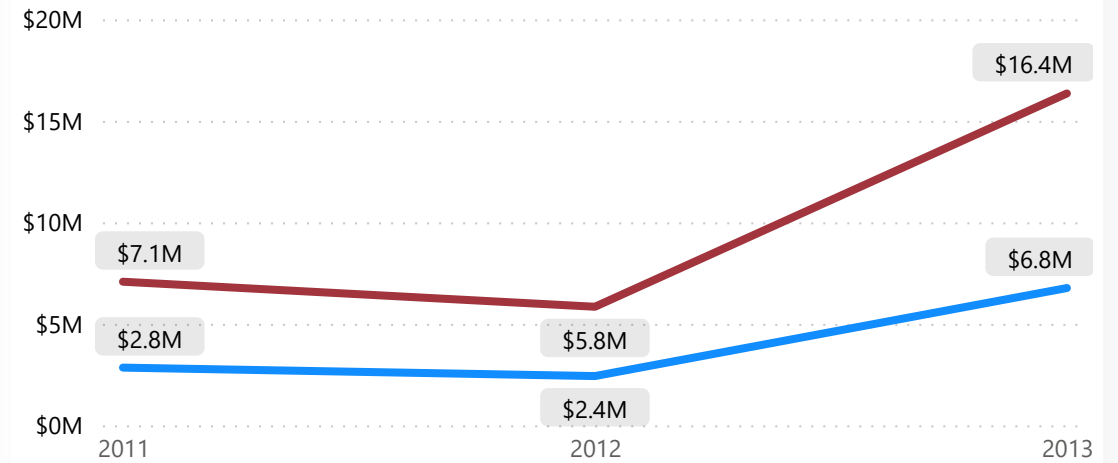
Current Year vs Last Year in Profit

● Total Profit (CY) ● Total Profit (LY)



Total Profit and Total revenue by Year

● Total Profit ● Total revenue



Total Revenue and Total Profit over time

● Total revenue ● Total Profit

