

# Regional Sale Report

REGIONAL  
SALES

GLOBAL  
SALE

PRODUCT  
REPORT

CUSTOMER  
INSIGHT

52.18M

Total Revenue

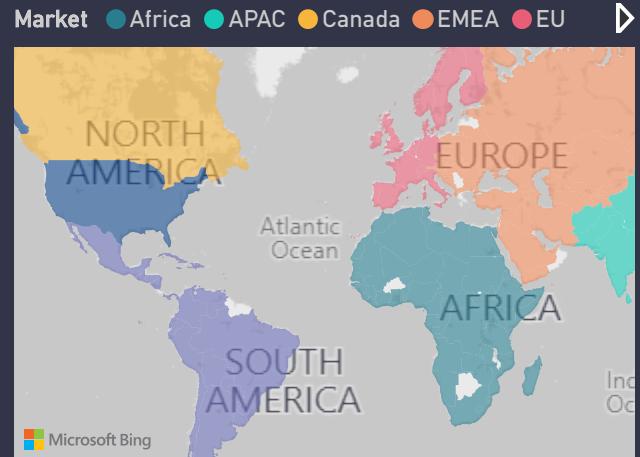
147

Countries

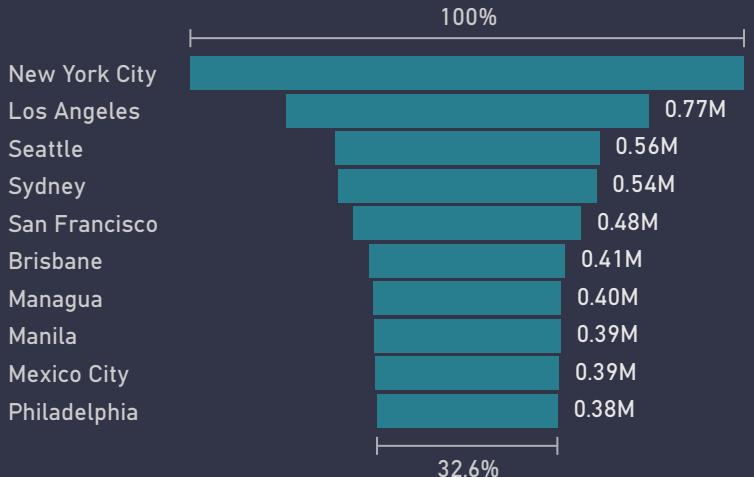
25.75K

Total Orders

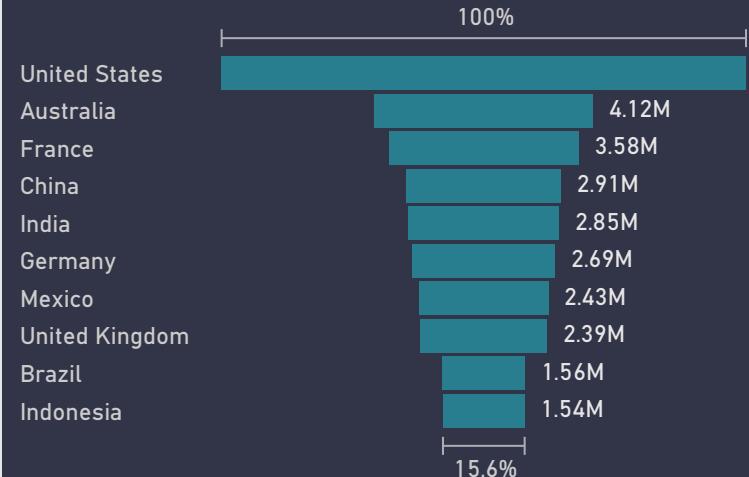
## Country and Market



## Total Revenue by City



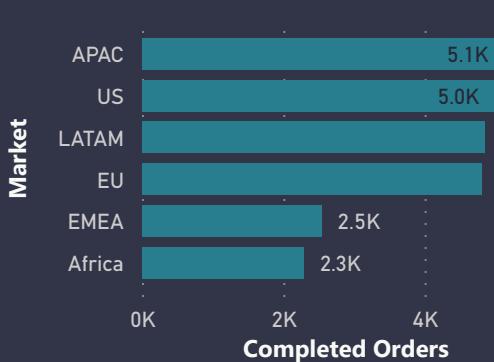
## Total Revenue by Country



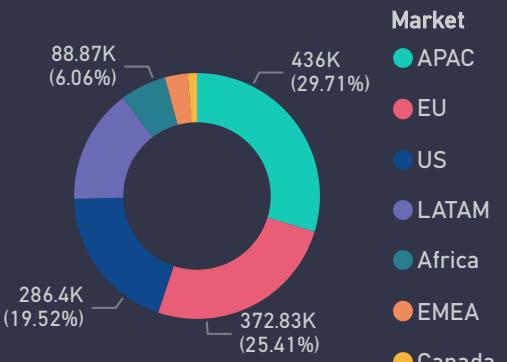
## Completed Orders Vs. Total Orders



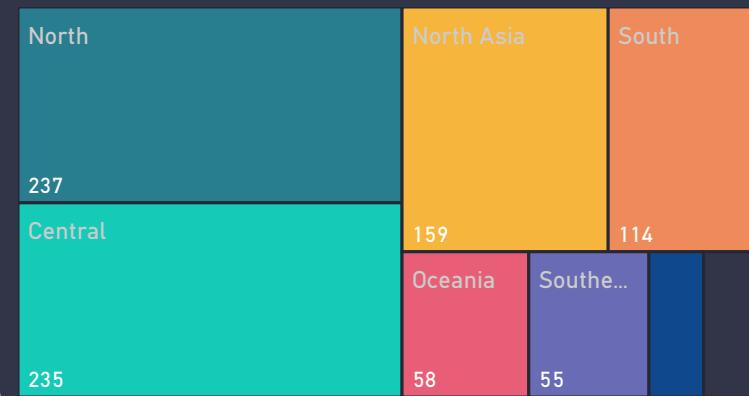
## Completed Orders and Total Orders by Market



## Total Profit by Market



## Returned Orders by Region



Region

Search



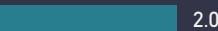
2011

2014



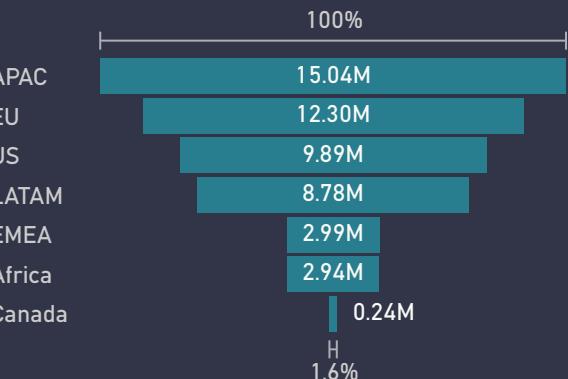


# Global Sales

**52.18M**  
Total Revenue  
  
Average Revenue per Order  


**1.47M**  
Total Profits  
  
Loss Profit vs. Total  


## Sum of Revenue by Market



REGIONAL SALES

GLOBAL SALE

PRODUCT REPORT

CUSTOMER INSIGHT

**25.75K**  
Total Orders  
  
Orders with vs. without Discount  


**1.35M**  
Total Shipping Cost  
  
Completed Orders vs. Total  


## Profit and Revenue by Year



Region

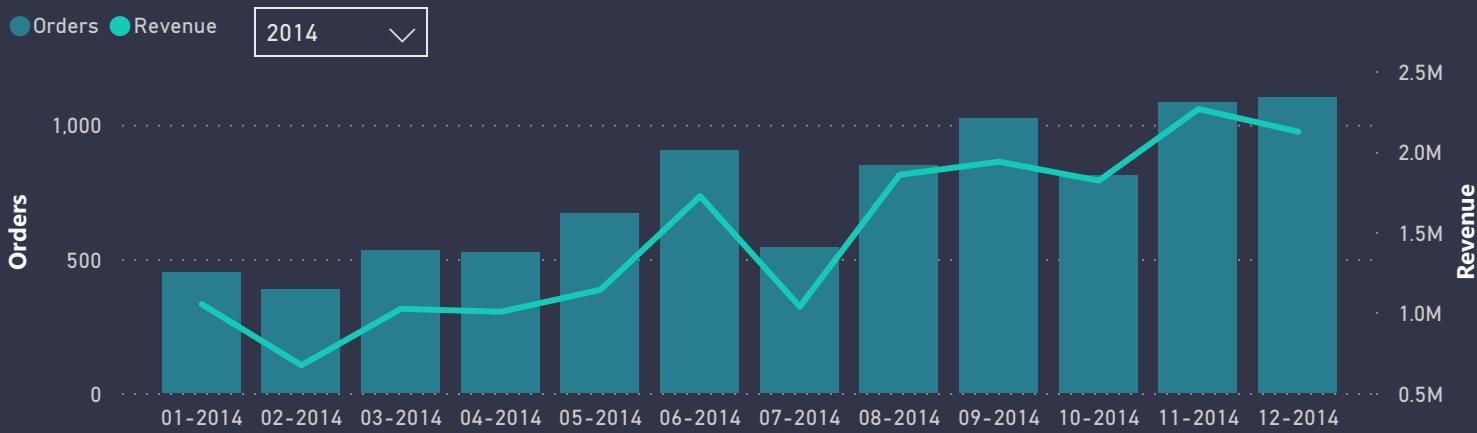
  

2011 2014

## Top 6 Highest Value Orders

| OrderID      | OrderValue       | Total Shipping Cost | Ship Mode      | Order Priority |
|--------------|------------------|---------------------|----------------|----------------|
| 772          | 128,605.62       | 498.70              | Standard Class | Medium         |
| 10550        | 94,906.29        | 927.74              | Second Class   | Medium         |
| 1781         | 89,345.18        | 414.15              | Standard Class | Medium         |
| 3955         | 81,909.30        | 128.06              | Second Class   | Critical       |
| 23844        | 75,924.72        | 265.23              | Standard Class | Medium         |
| 7064         | 75,777.66        | 630.98              | Standard Class | High           |
| <b>Total</b> | <b>91,078.13</b> | <b>477.48</b>       |                |                |

## Orders and Revenue by Time



**16.44M**  
Furniture Revenue



**15.95M**  
Office Supplies Revenue



**19.79M**  
Technology Revenue



# Product Analysis

REGIONAL  
SALES

GLOBAL  
SALE

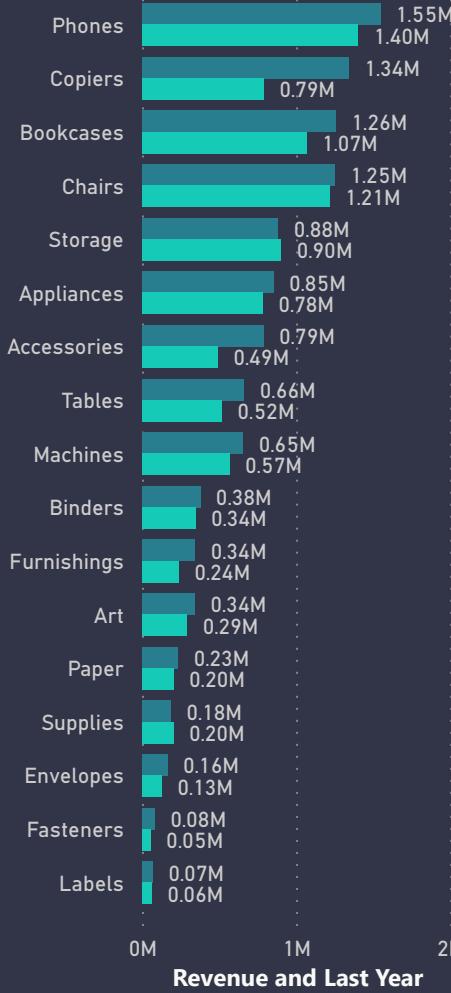
PRODUCT  
REPORT

CUSTOMER  
INSIGHT

## Total Revenue Vs. Revenue LY

Revenue Last Year

2012 ▾



## Profit Vs. Revenue by Category

Profit Revenue



## Profit vs. Revenue

Phones ▾



## Cumulative Revenue TY vs. LY

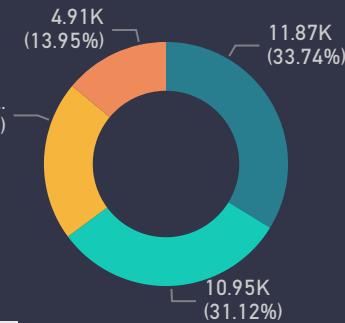
Revenue TY Revenue LY



## Numbers of sold items by Subcategory

Subcategory

- Phones
- Accessori...
- Copiers
- Machines



Region

Search



2011

2014

- The Technology category remained the highest potential for selling. It offered the highest Revenue and Profit as well.
- The Profit ratio of Technology products made up 3.34% in 2014.
- Revenue from Copiers and Phones on top of best performance in terms of sales.

## Product With over 70% Discount

Product Name

- Zebra GK420t Direct Thermal/Thermal Transfer Printer
- Plantronics Single Ear Headset
- OkiData B401 Printer
- Lexmark MarkNet N8150 Wireless Print Server
- Hewlett-Packard Deskjet F4180 All-in-One Color Ink-jet - Printer / copier / scanner
- GBC VeloBinder Electric Binding Machine
- GBC Plasticlear Binding Covers
- Euro Pro Shark Stick Mini Vacuum
- Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac
- Epson Perfection V600 Photo Scanner
- Cisco 8961 IP Phone Charcoal
- Chromcraft Training Table, Adjustable Height
- Bush Westfield Collection Bookcases, Dark Cherry Finish, Fully Assembled
- Brother MFC-9340CDW LED All-In-One Printer, Copier Scanner



# Customer Report

- Consumer
- Corporate
- Home Office

296  
Customers



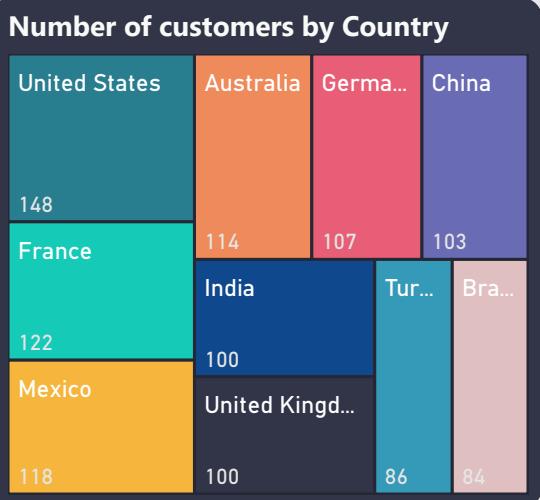
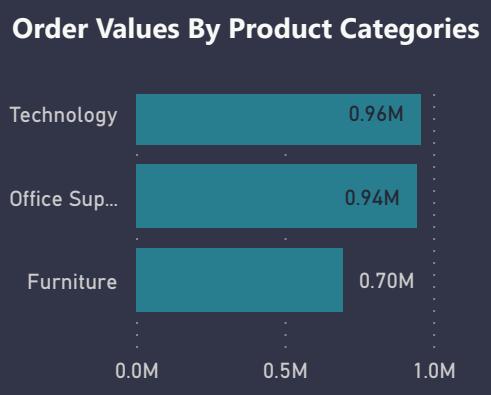
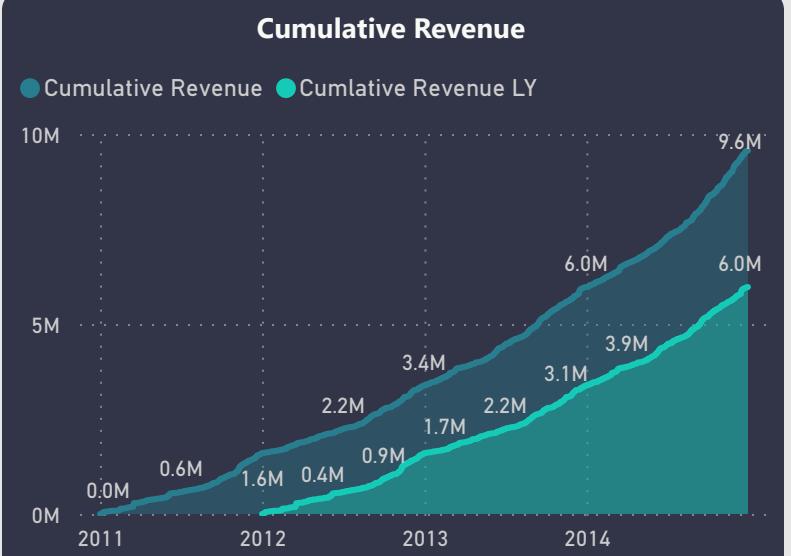
3571  
Orders



3.81M  
Total Revenue



131.44K  
Total Profit



## Top 5 Favorite Products

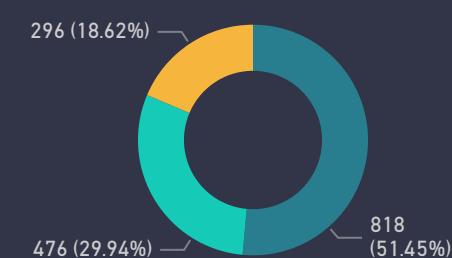
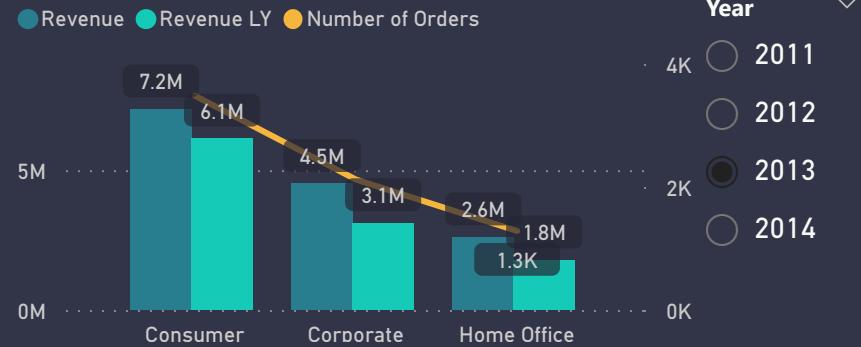
| Product Name                          | Total sales |
|---------------------------------------|-------------|
| Stockwell Paper Clips, Assorted Sizes | 69          |
| Staples                               | 140         |
| Smead File Cart, Single Width         | 56          |
| Sanford Pencil Sharpener, Easy-Erase  | 56          |
| Eldon File Cart, Single Width         | 84          |
| Binney & Smith Sketch Pad, Blue       | 63          |

## Region




2011 2014

## Customer Overview



- Consumer
- Corporate
- Home Office

## 5 Countries biggest Customer size

