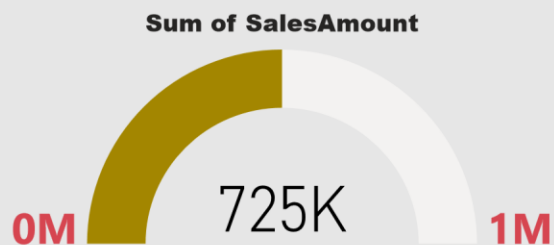




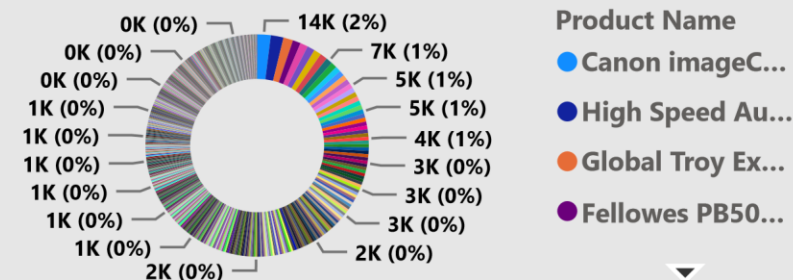
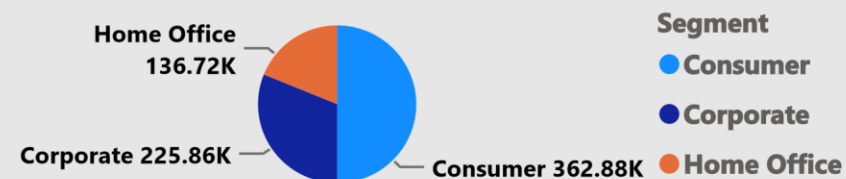
## Total Revenue

Sum of Profit



Sum of Quantity

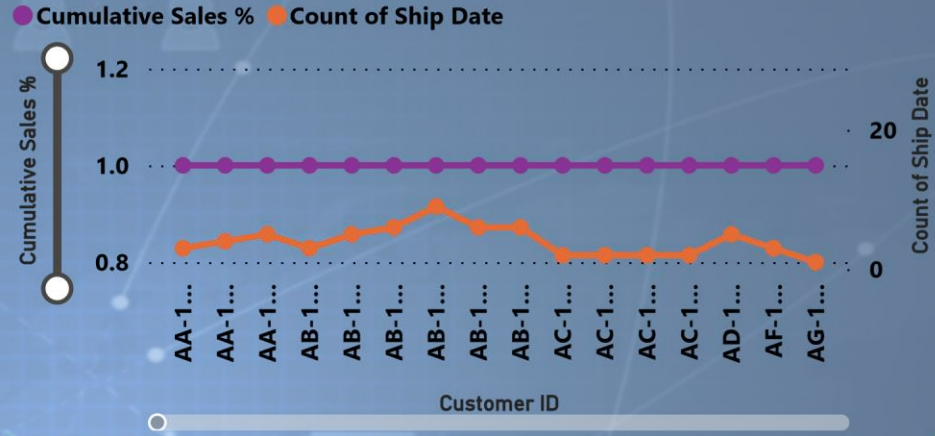
Sum of Discount



## Cities



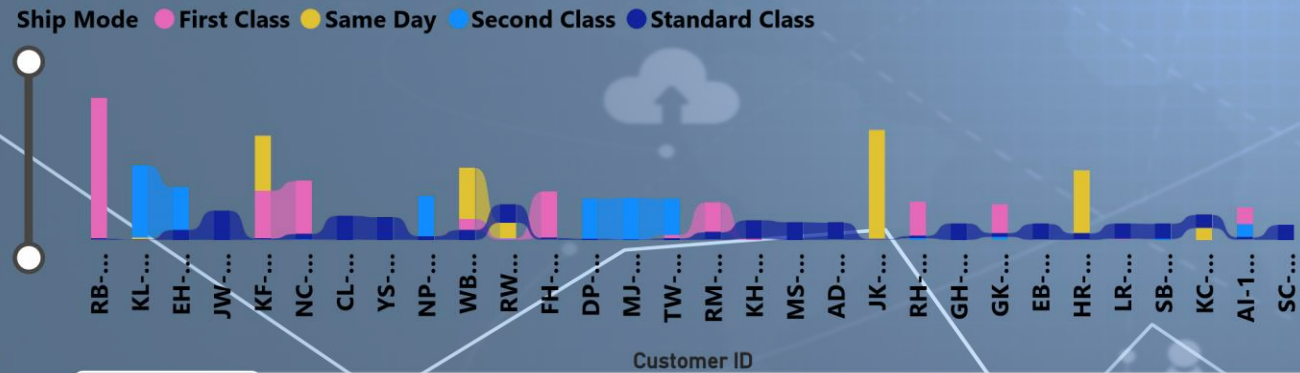
## Cumulative Sales % and Ship Date by Customer ID



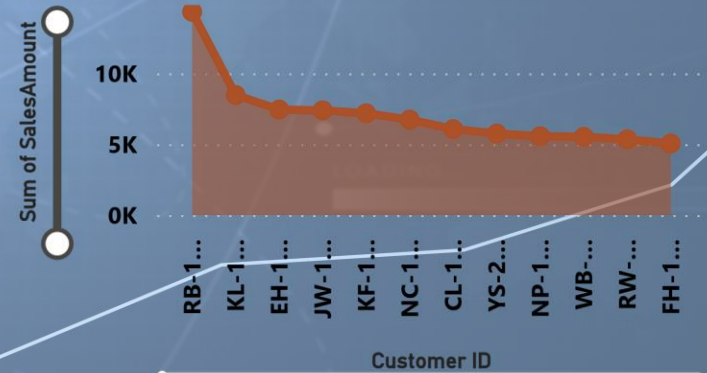
## Customer...

- ☐ AA-10315
- ☐ AA-10375
- ☐ AA-10645
- ☐ AB-10015
- ☐ AB-10060
- ☐ AB-10105
- ☐ AB-10165
- ☐ AB-10255

## Sales Contribution by Customer ID and Ship Mode



## Sales by Customer ID



## Ship Mode

First Class

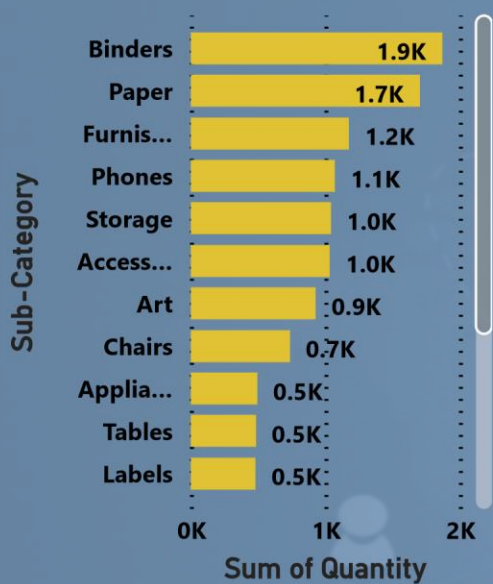
Same Day

09-01-2011

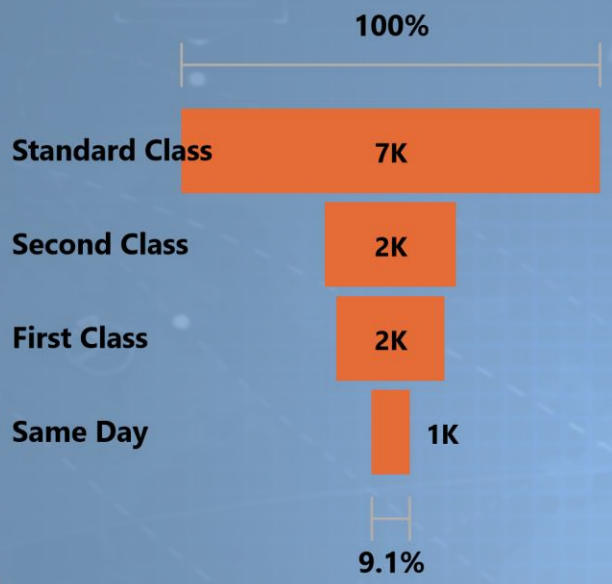
06-01-2015



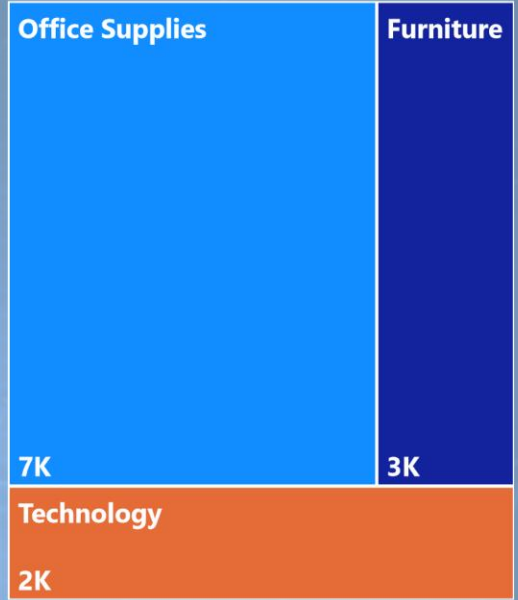
Quantity Sold by Sub-Category



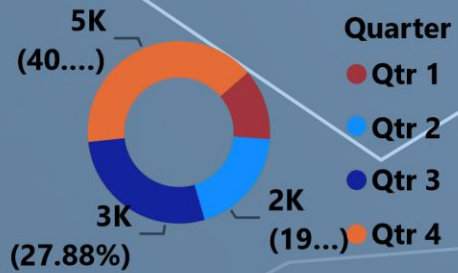
Quantity Sold by Ship Mode



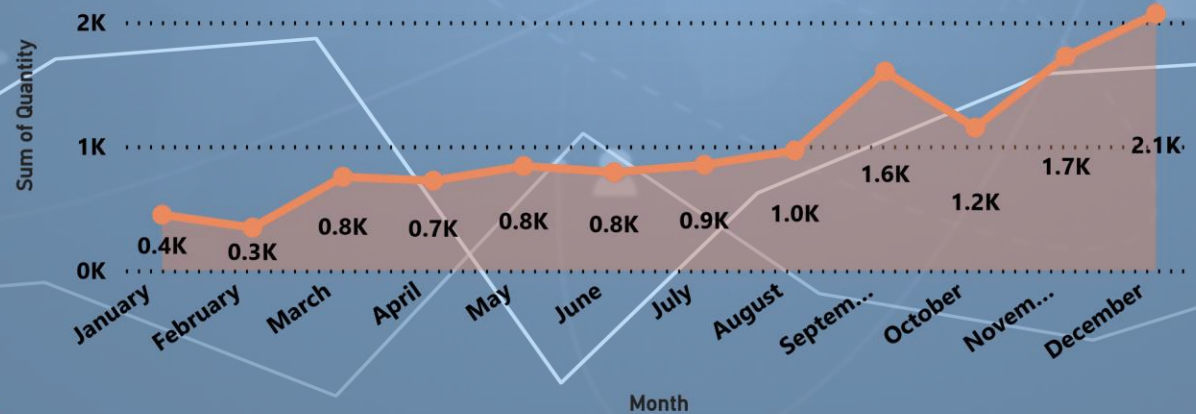
Quantity Sold by Category



Quantity Sold by Quarter



Quantity Sold by Month



Product Name	Sum of Quantity
"While you Were Out" Message Book, One Form per Page	2
#10- 4 1/8" x 9 1/2" Recycled Envelopes	7
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	12
#10 Self-Seal White Envelopes	2
#10 White Business Envelopes, 4 1/8 x 9 1/2	6
#6 3/4 Gummed Flap White Envelopes	1
12 Colored Short Pencils	3
12-1/2 Diameter Round Wall Clock	21
14-7/8 x 11 Blue Bar Computer Printout Paper	2
2300 Heavy-Duty Transfer File Systems by Perma	9
24 Capacity Maxi Data Binder Racks, Pearl	2
24-Hour Round Wall Clock	6
3.6 Cubic Foot Counter Height Office Refrigerator	5
36X48 HARDFLOOR	10
Total	12266

Sub-Category

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

Paper

Phones

Storage

Supplies

Total Customers

3203

Total Sales

725K

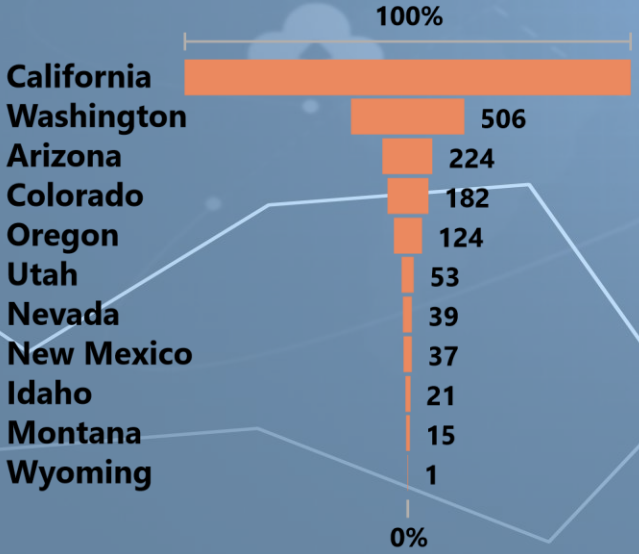
Profit

108K

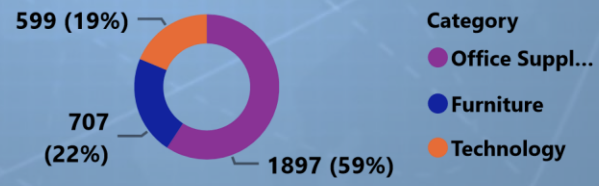
Quantity

12K

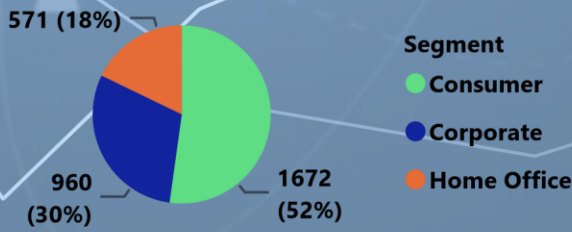
No. of Customers by State



No. of Customers by Category



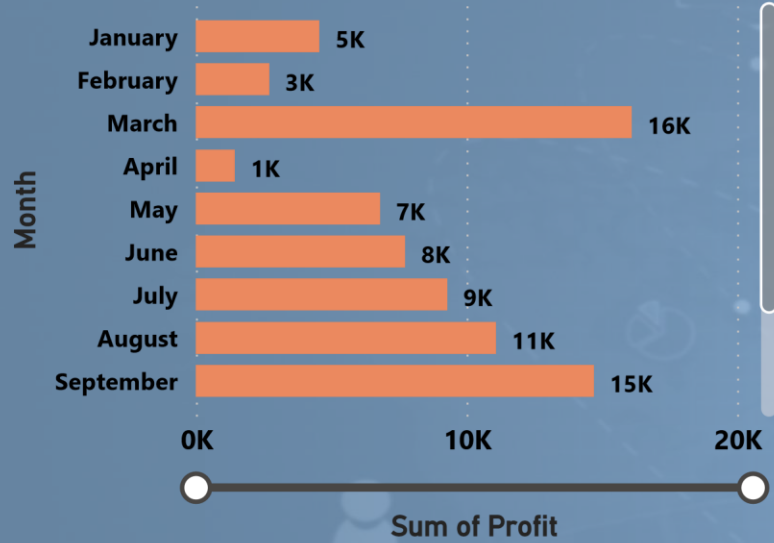
No. of Customers by Segment



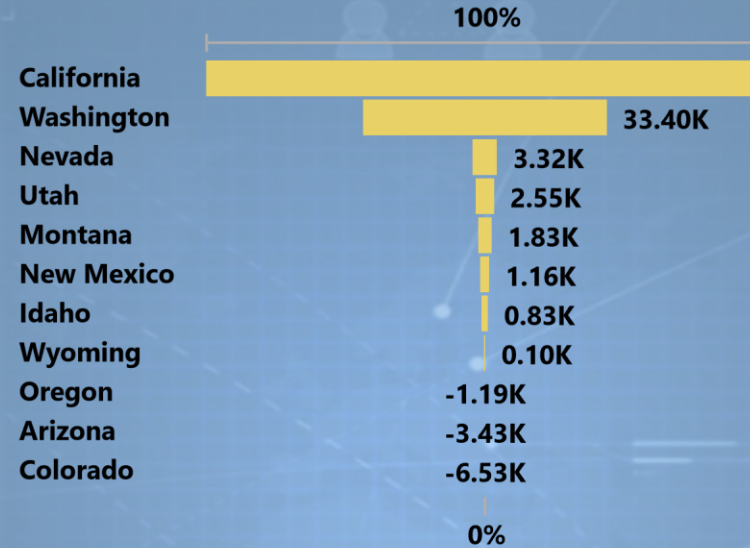
Customer Name	Sum of Profit	Sum of Quantity
Aaron Bergman	15.00	7
Aaron Hawkins	179.88	23
Aaron Smayling	19.15	12
Adam Bellavance	363.78	15
Adam Hart	99.28	16
Adam Shillingsburg	3.63	1
Adrian Barton	-148.16	15
Adrian Hane	-111.80	38
Adrian Shami	1.50	1
Alan Barnes	133.52	32
Alan Dominguez	1,535.89	17
Alan Hwang	187.42	22
Alan Schoenberger	262.22	25
Alan Shonely	20.77	4
Alejandro Ballentine	210.58	22
Alejandro Grove	9.99	2
Alejandro Savely	78.50	13
Aleksandra Gannaway	38.80	15
Alex Avila	274.43	6
Alex Grayson	-94.12	8
Alice McCarthv	237.24	33
Total	1,08,418.45	12266



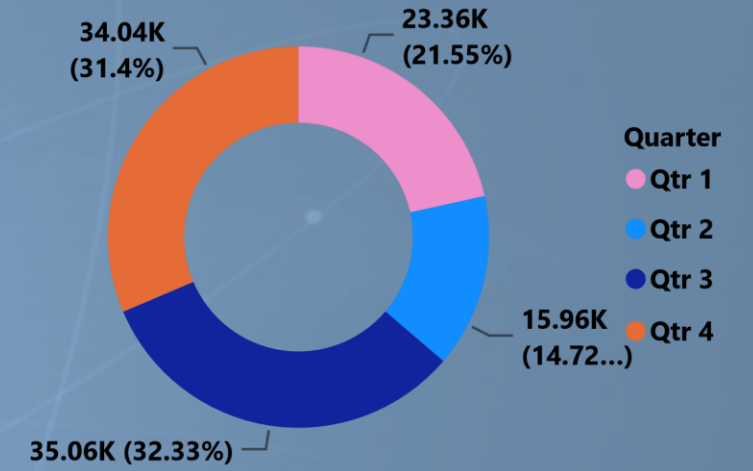
Profit by Month



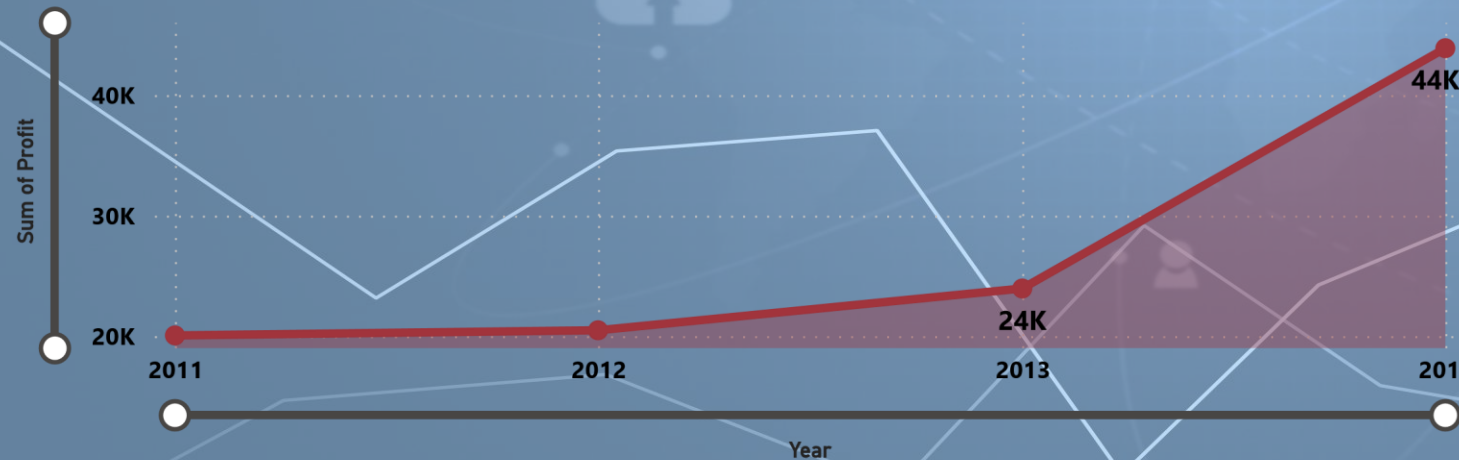
Profit by State



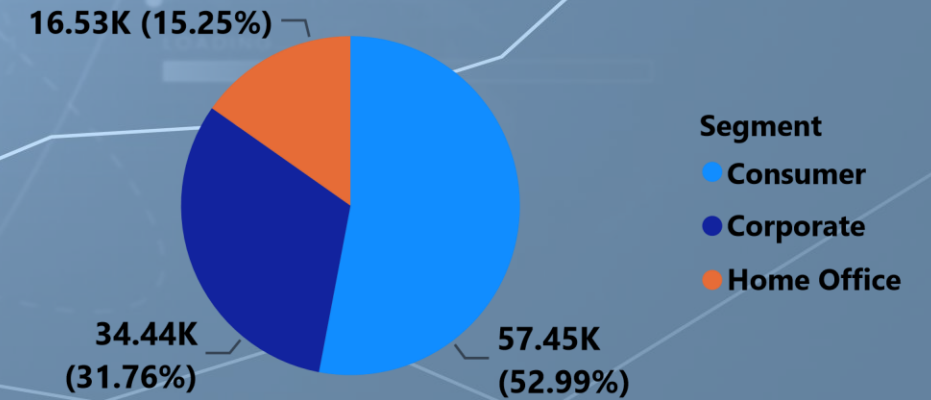
Profit by Quarter



Profit by Year



Profit by Segment





Segment

Consumer

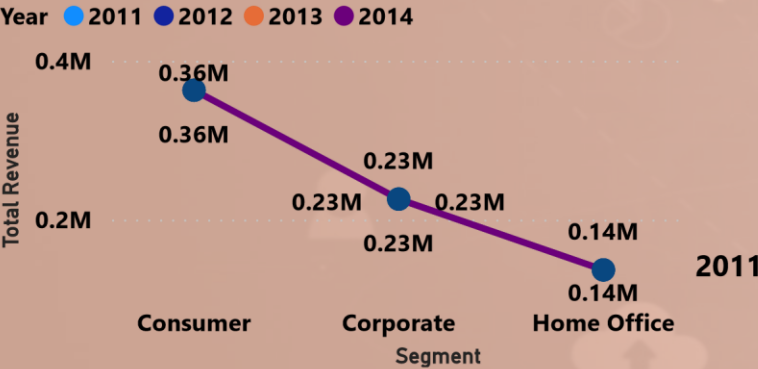
Corporate

Home Office

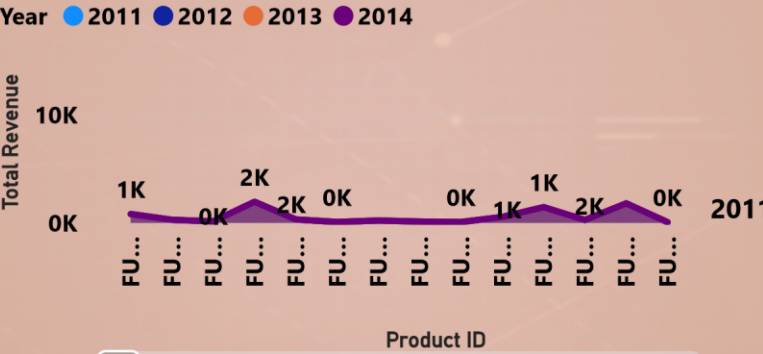
Year, Quarter, Month, Day

All

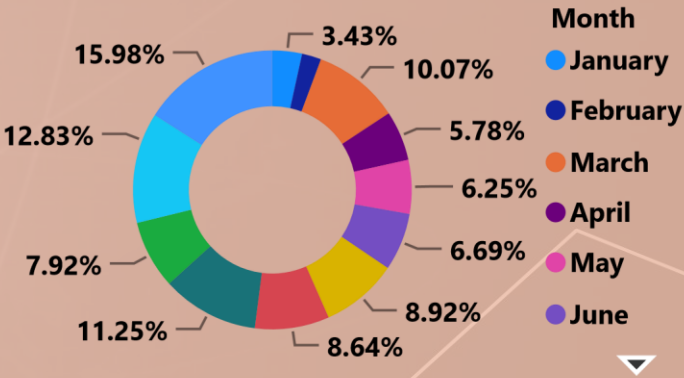
Revenue by Segment and Year



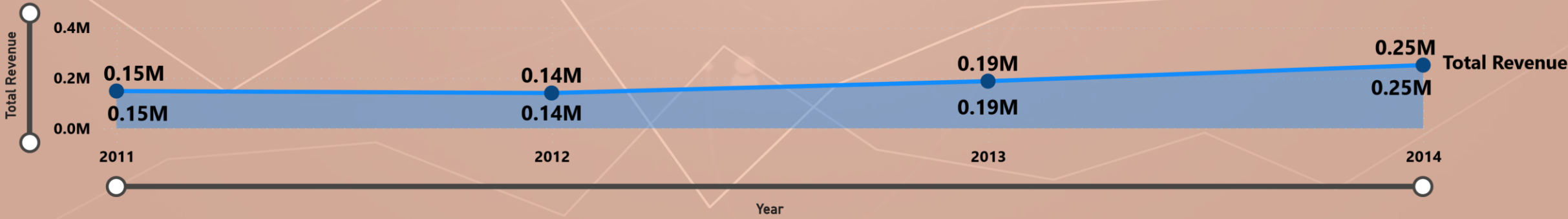
Revenue by Product ID and Year



% Revenue and Count of Year by Month



Revenue by Year



## Report Analysis

### Analysis of Sales:

- Most sold items are chairs, phones, tables
- California state has the biggest market for Walmart
- Compared to previous 3-years, sales boomed in 2014

### Analysis of Inventory:

- Sales peak in 4th quarter during November & December
- Staples & Clips are the most sold products
- Office supplies is the most sold category

### Analysis of Customers:

- More than 80% of the customers are from California & Washington state
- Technology category has the least No. of customers
- Raymond Buch is the most valuable customer

### Analysis of Profits:

- Profit is least in 2nd quarter, highest in 3rd quarter.
- Profit is maximum in the month of March
- Profit increased gradually since 2011, and boomed in 2014.

Recommendations: (to improve the performance)

- Focus has to be directed towards 2nd quarter, since the profits are very low.
- Furniture segment is the most profitable category. So, this segment can be expanded.
- Stores in Arizona, Colorado are facing losses. Steps has to be taken to prevent losses.

