Sales Analysis

Analyse the *Sales* for all the months of 2017

Sum of Sales / Month of Order Date [2017]

118,448
100K
88,867
70,686
77,777
62,857
83,829
43,971
63,121
50K
44,261
45,264
36,522
20,301
0K
January March May July September November

Analyse the *Sales* for all the months of 2017 per state

Sum of Sales
100K
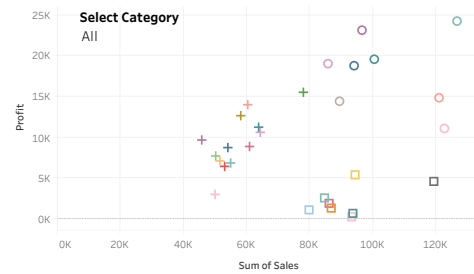88,867
118,448
70,686
62,857
43,971
44,261
45,264
63,121
77,777
83,829
50K
36,522
20,301
0K

Profit
15K
14,752
10K
9,041
10,992
9,690
7,140
8,223
9,275
8,483
5K
6,343
6,953
0K
1,614
933

January March May July September November
Month of Order Date [2017]

Category-wise *Sales*

Sum of Sales
737,570 — 836,154

- Kid's Clothing 836,154
- Men's Clothing
- Women's Clothing
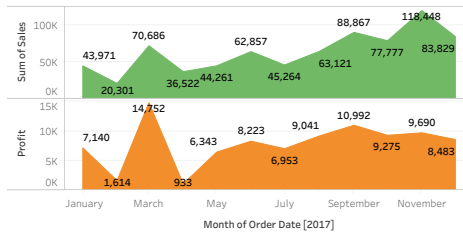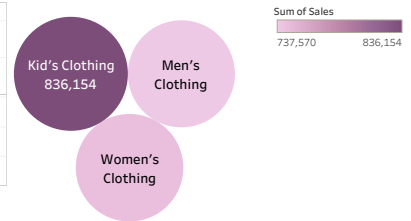
Sales vs *Profit* on a Scatter Plot with *Category* and *Sub-Category* breakdown

Select Category
All

Profit / Sum of Sales
25K, 20K, 15K, 10K, 5K, 0K
0K 20K 40K 60K 80K 100K 120K

Sales by *Category* and *Sub-Category*

Kid's Clothing Shorts 126,623	Kid's Clothing Skirts 120,926	Kid's Clothing Tops 96,502	Kid's Clothing	Men's Clothing Suits 119,273	Men's Clothing Pants 94,313
Kid's Clothing T-Shirts 122,609	Kid's Clothing Shirts 100,395	Kid's Clothing Sweaters	Kid's Clothing Trousers	Men's	Men's	Men's
Women's Clothing	Women's Clothing	Women's Clothing			Men's
				Men's Clothing Sweatshirts	Men's
				Men's Clothing Shorts	

Sales KPIs

Category1	Region1	Count of Orders	Count of Return data	Discount	Profit
Kid's Clothing	Central	420	13	56	33,
	East	535	29	77	47,
	South	293	13	32	19,
	West	599	68	80	44,
Men's Clothing	Central	481	13	143	-2,
	East	601	22	93	3,
	South	331	13	40	6,
	West	707	88	93	11,
Women's Clothing	Central	1,422	32	359	8,
	East	1,712	34	245	41,
	South	996	19	167	20,
	West	1,897	149	177	52,

All the quarters of all the years across *State*, and *Category* as a Highlight Table

Profit
-6,582 — 9,078

Category1 / Order Date

Kid's Clothing

	Q1				Q2			
State1	2014	2015	2016	2017	2014	2015	2016	2017
Alabama					90	900	980	
Arizona		203	154		88	186	2	
Arkansas	700	30			882		177	
California	405	627	664	316	487	459	602	6
Colorado			160	169	197	125		1,
Connecticut			200	126			567	
Delaware		354	305		43		45	
District of C..					1,380			
Florida	4,827	264	538		400	126	197	
Georgia	150		302	2,970	497	181	136	
Idaho					140			
Illinois	327	330	755	484	720	427	509	
Indiana	62	24	135	80			350	

The *number of orders returned* for each Product *Category* in 2016

	Year of Order Date
Category1	2016
Kid's Clothing	28
Men's Clothing	29
Women's Clothing	59

Sales/Quantity of Product *Category* in each *Region* as a Stacked Bar Chart

Product

Sum of Sales
60K, 40K, 20K, 0K

Region1
- Central
- East
- South
- West

(Products: A-Line Top, Blouson Top, Boxy T-Shirt, Boys Printed Shorts, Boys Solid T-Shirt, Casual Trousers, Chikankari Straight Kurta, Cropped Straight Palazzo, Festive Wear Kurta Set, Flared Trousers, Formal Pants, Front-Open Hoodie Sweat.., Girls Printed Shorts, Girls Solid T-Shirt, High-Low Top, Loose Fit Solid T-Shirt, Oxford Shirt, Party-Wear Top, Plain Blazer, Printed Regular Cotton Top, Pullover Hoodie Sweatshirt, Regular Fit Solid T-Shirt, Regular Top, Semiformal Shirt, Sleek Skirt, Slim Fit Printed T-Shirt, Solid Shirt, Sports Shorts, Straight Pants, Trench Coat, Unisex V-Neck T-Shirt, Wollen Blazer)

The top 5 *customers name* by *Sales*

Customer Name
Sum of Sales

25,043
19,052
17,901
15,117 15,973

Raymond Buch	Roland Schwarz	Sean Miller	Tamara Chand	Zuschuss Carroll
15,117	15,973	25,043	19,052	17,901

Top 5 products by sales

Product
Sum of Sales

64,009
53,437
48,473 48,976
44,798

Checked Shirt	Formal Suit	Pullover Hoodie..	Solid Shirt	Solid Straight Skirt
44,798	64,009	48,473	53,437	48,976
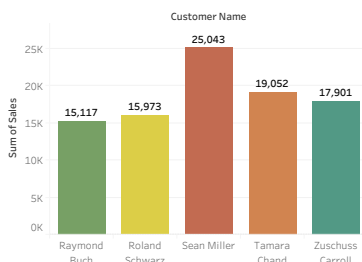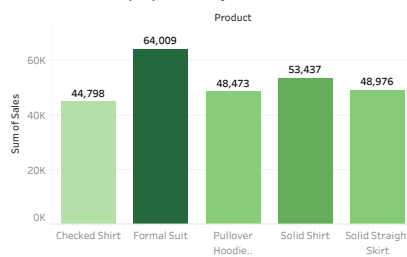
Sales & *Profit* analysis by *Customer* on a Scatter Plot

Sum of Sales / Profit
20K, 10K, 0K
-6K -4K -2K 0K 2K 4K 6K 8K
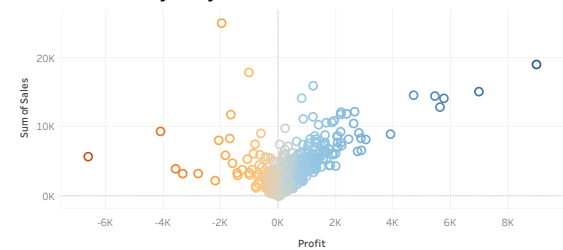
Sales by *State* where the sales variation is highlighted by color as a Map Chart

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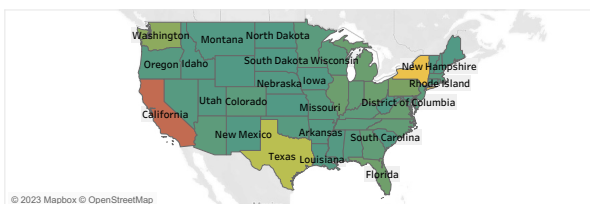
Number of orders received by *Quantity* bins as a Histogram

Count of Quantity / Quantity (bin)
5K, 4K, 3K, 2K, 1K, 0K
0 2 4 6 8 10 12 14 16

Quantity (bin)
0.000 — 7.000