

# Retail Sales & Profit Intelligence System

Executive Overview

YEAR

All

PAGE NAVIGATION

S.I

C.I

G.A

P.A

TOTAL ORDERS

5009

TOTAL SALES

\$2.3M

TOTAL PROFIT

\$286.4K

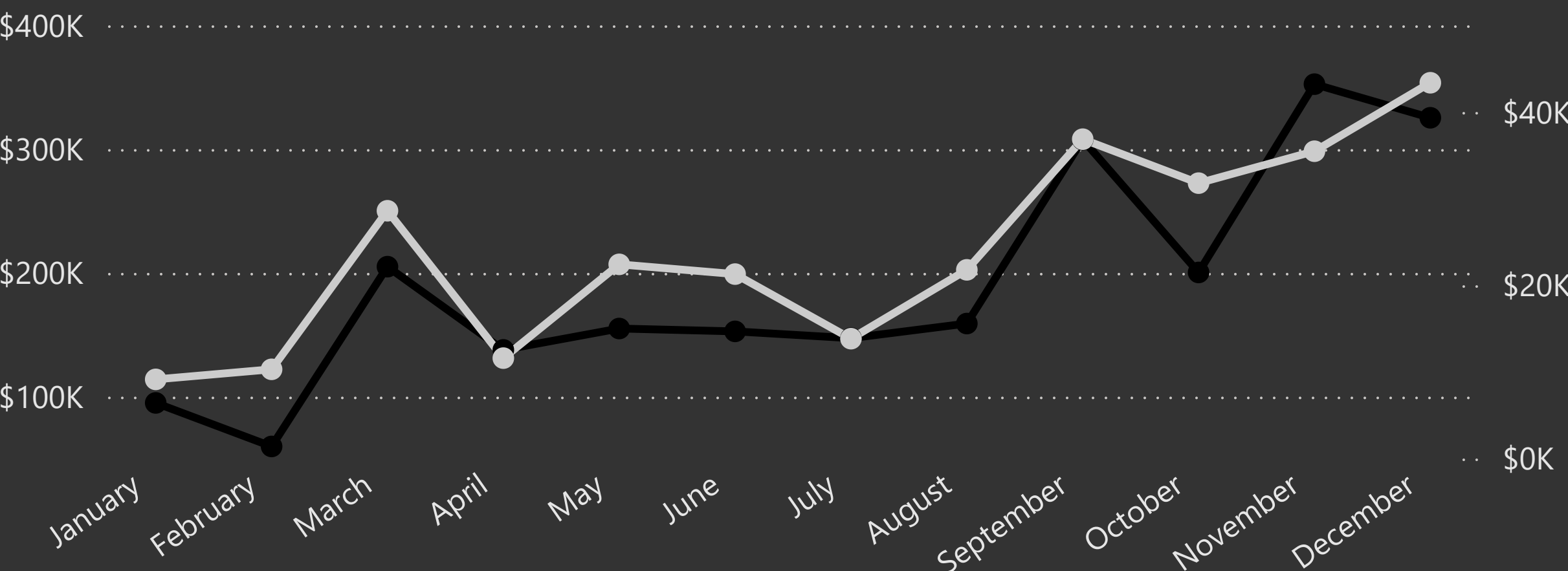
PROFIT MARGIN %

12.47%

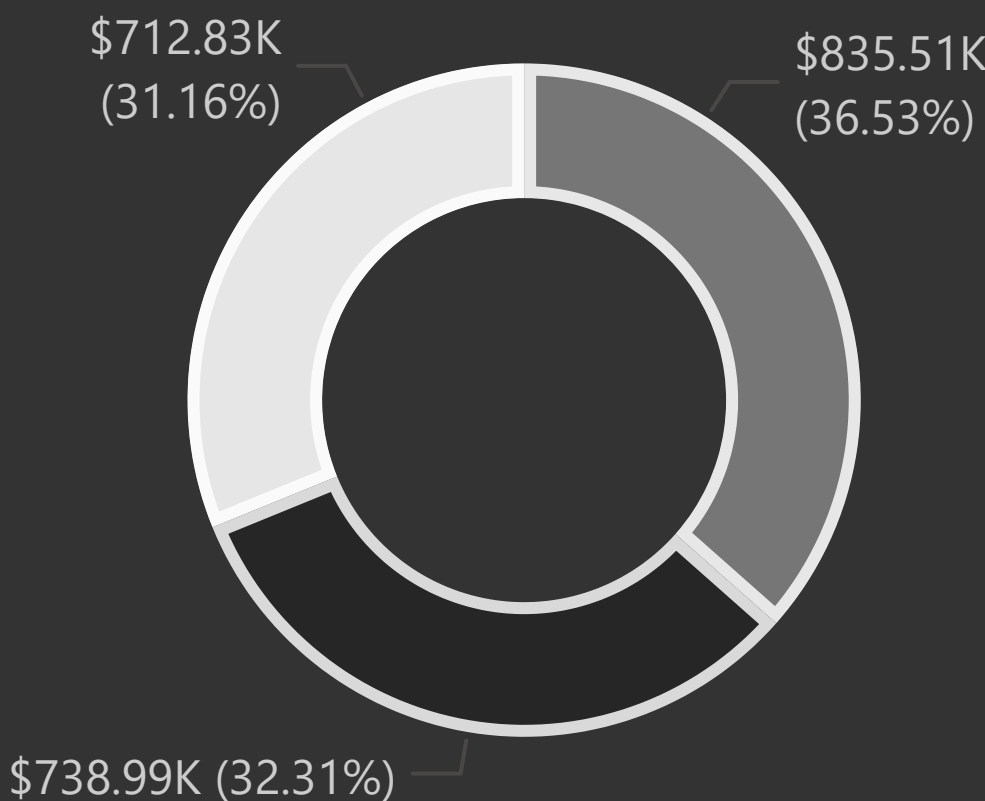
YoY GROWTH %

46.88%

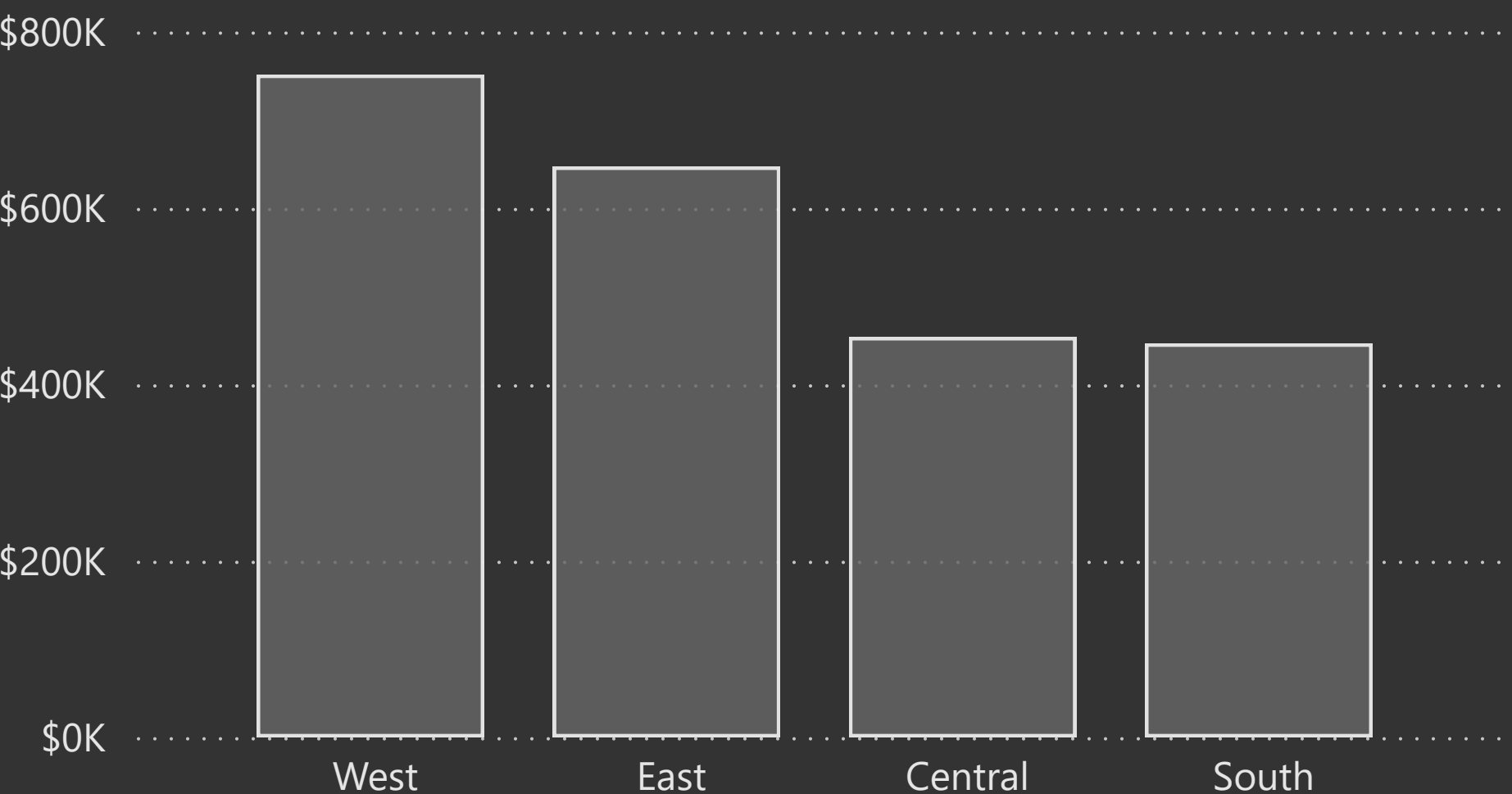
SALES AND PROFIT TREND OVER TIME



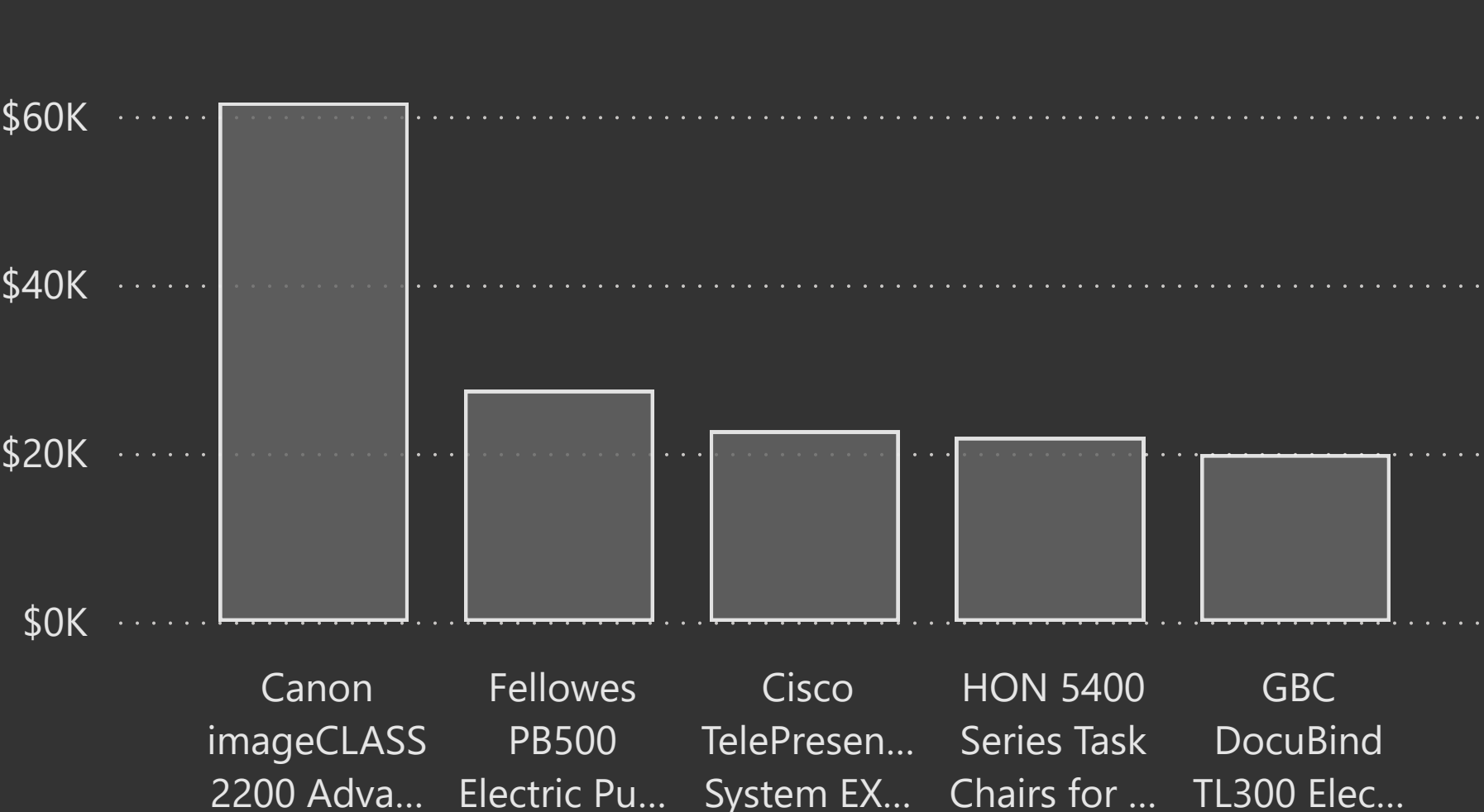
SALES BY CATEGORY



SALES BY REGION



TOP 5 PRODUCTS BY SALES



# Retail Sales & Profit Intelligence System

Sales Intelligence

YEAR

All

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E.O

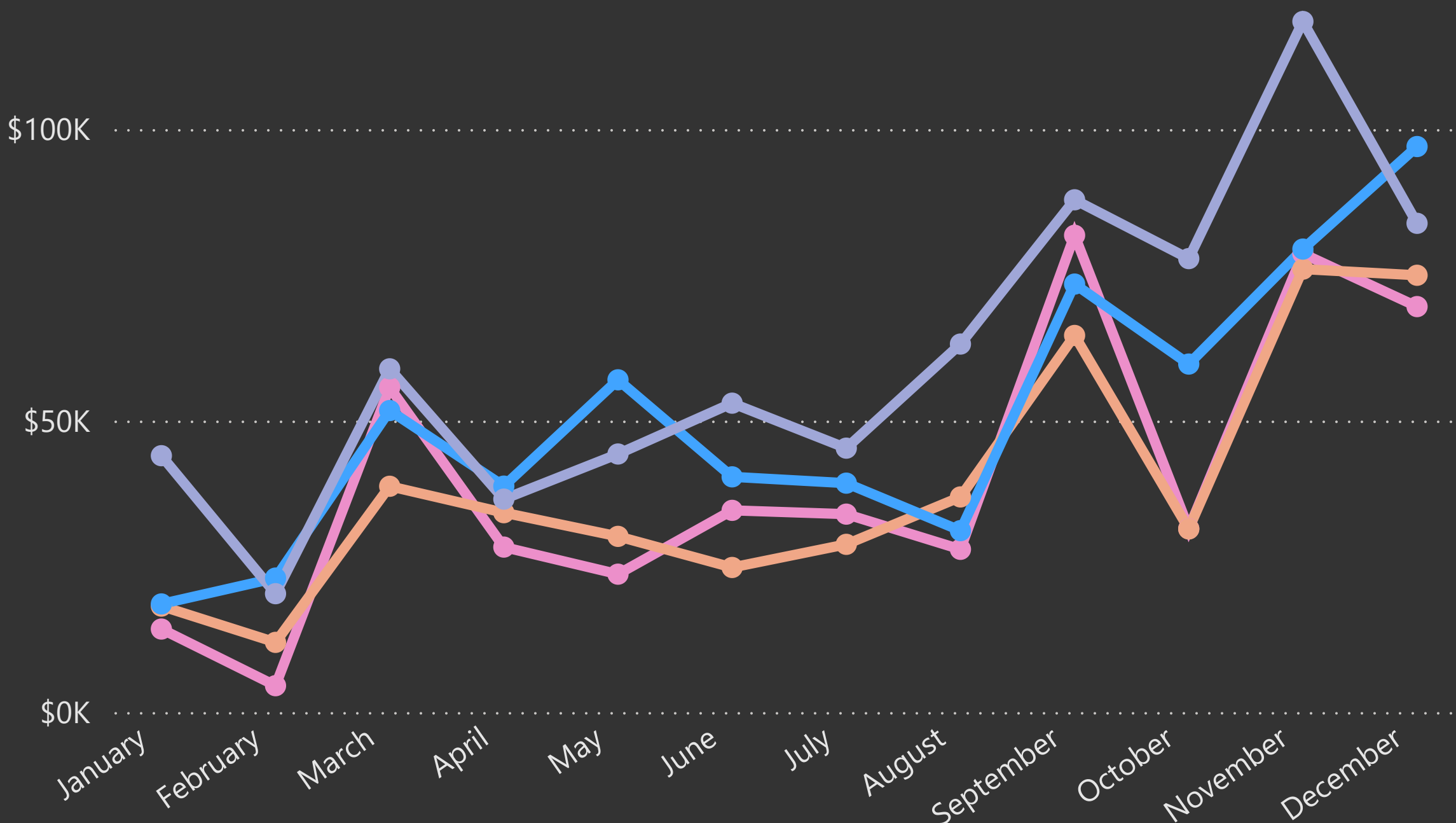
C.I

G.A

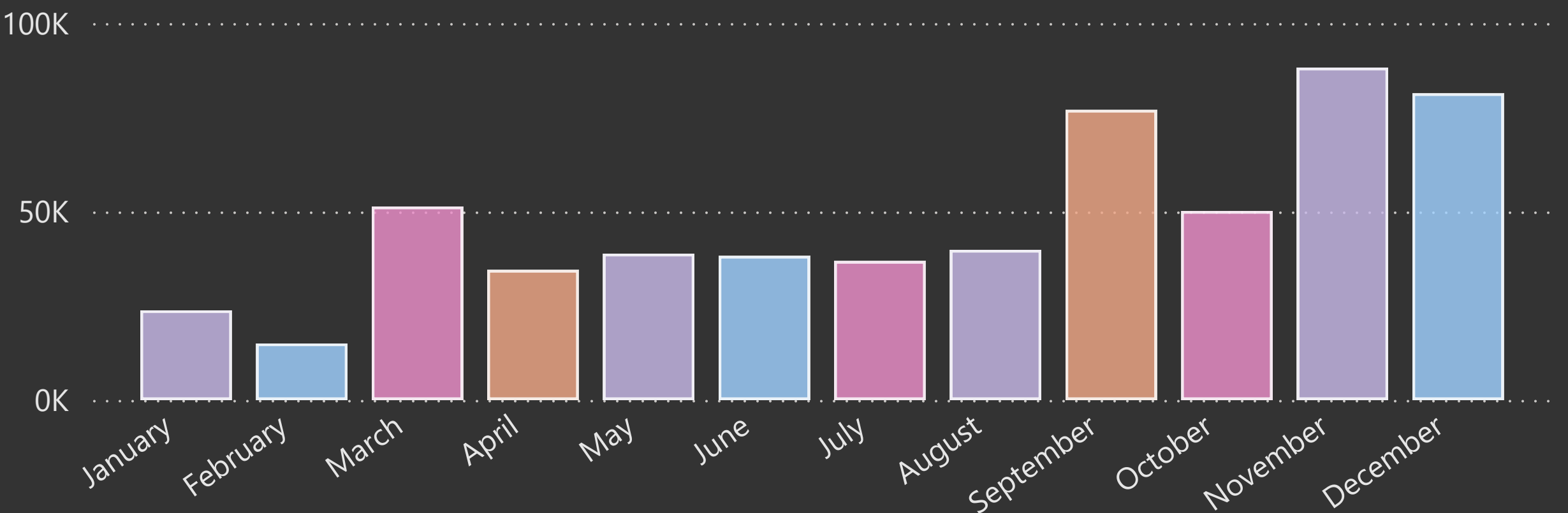
P.A

## SALES TREND BY YEAR AND MONTH

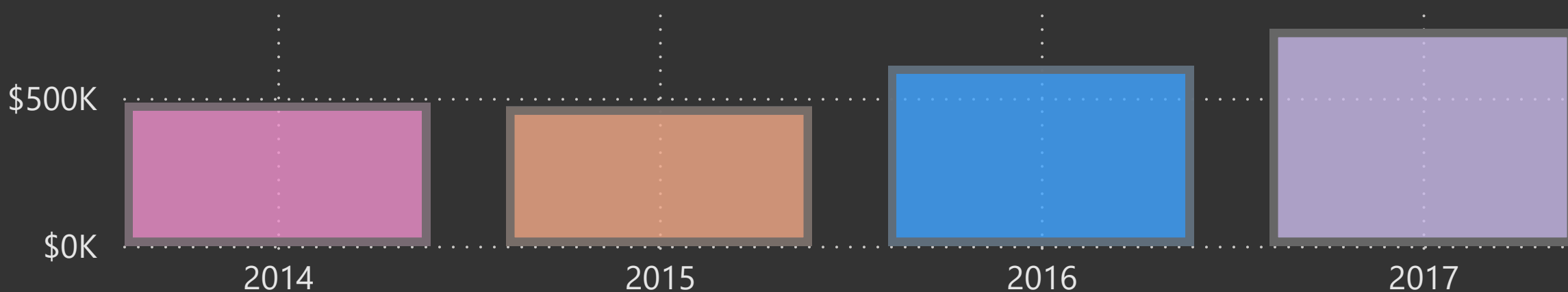
Year ● 2014 ● 2015 ● 2016 ● 2017



## AVERAGE MONTHLY SALES

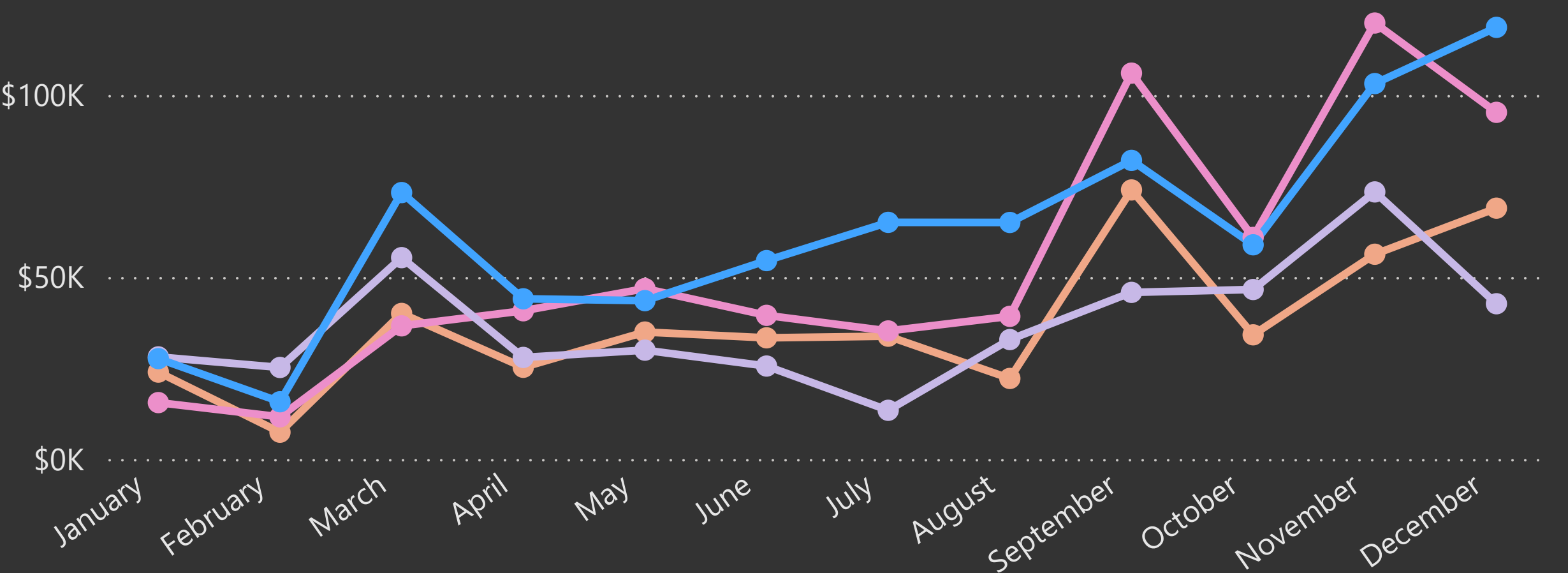


## YoY GROWTH CHART



## REGION SALES TREND COMPARISON

Region ● Central ● East ● South ● West



# Retail Sales & Profit Intelligence System

Product Analytics

YEAR

All

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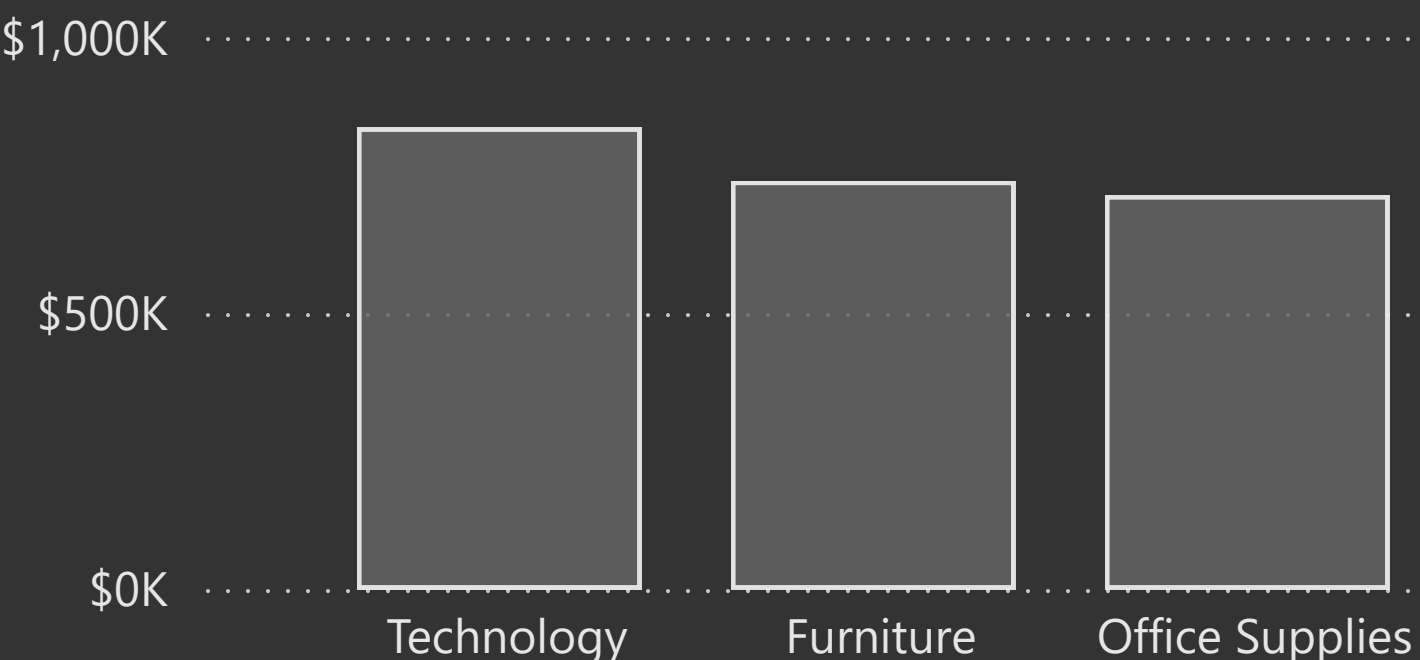
TOTAL PRODUCTS

1818

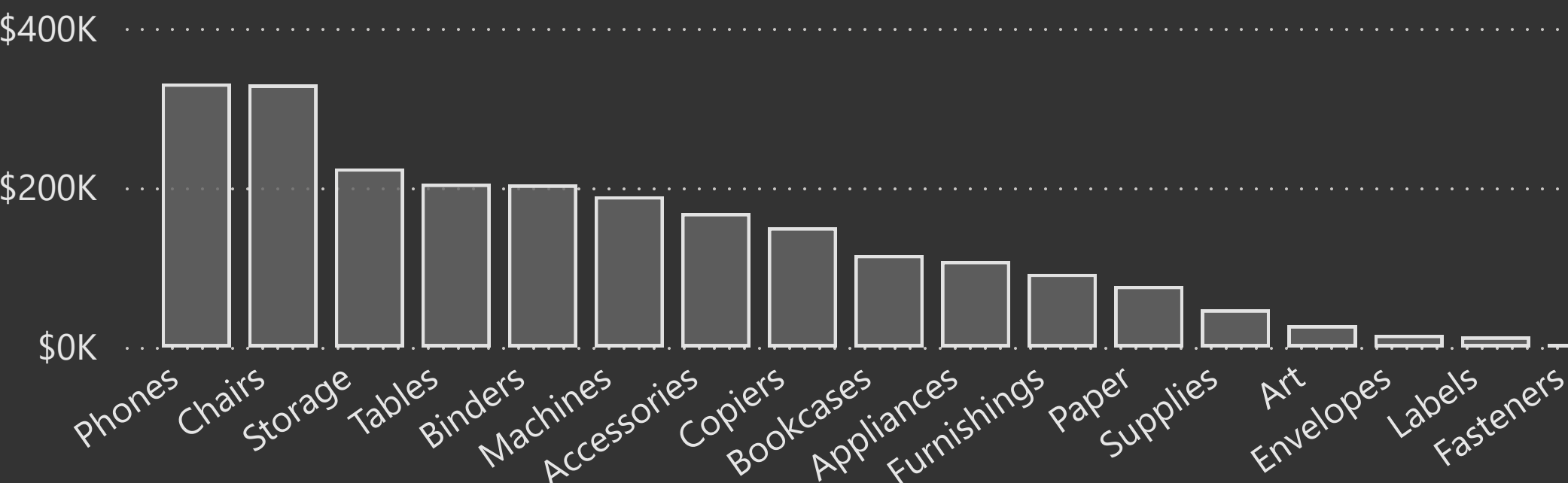
AVG SALES/PRODUCT

\$1.26K

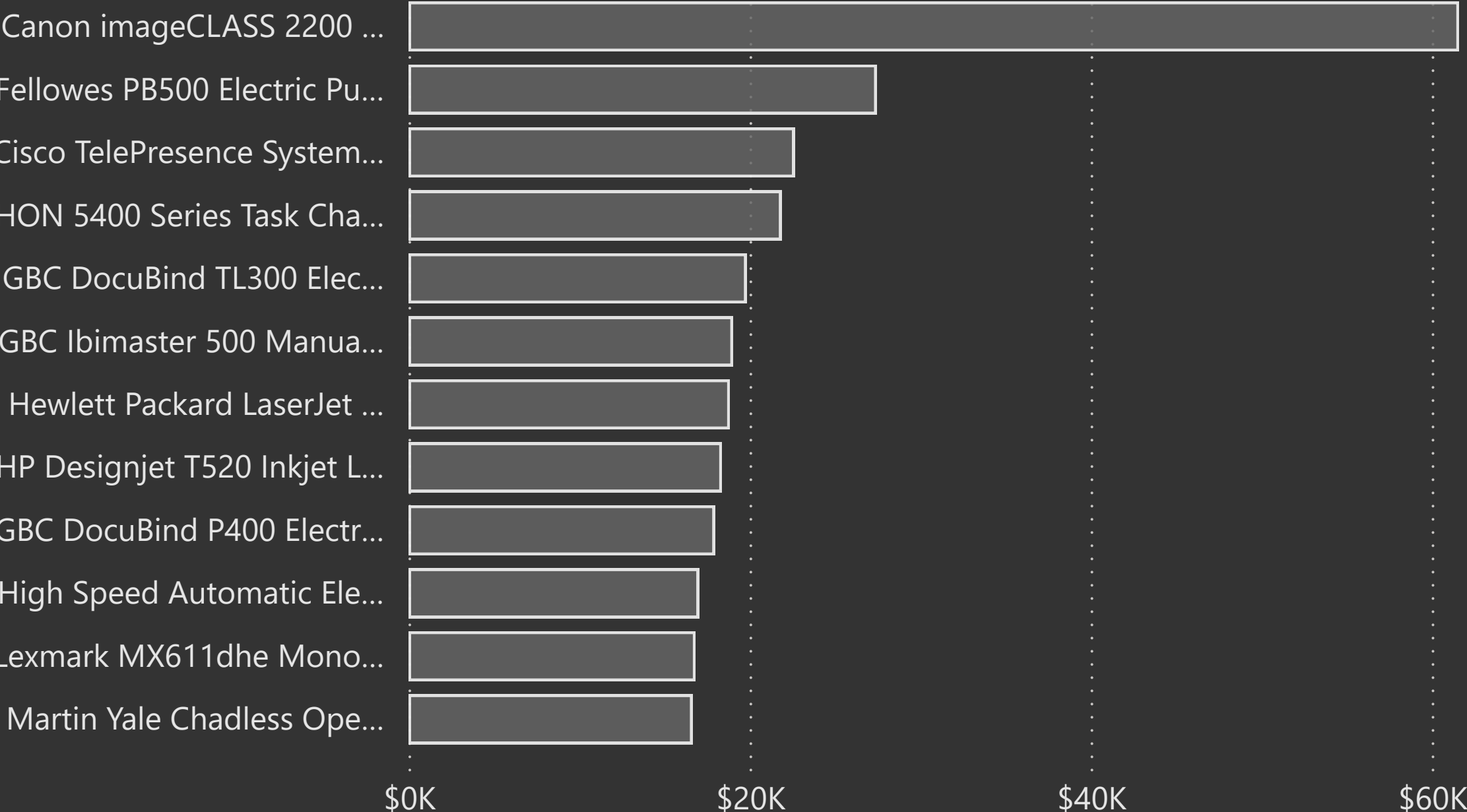
SALES BY CATEGORY



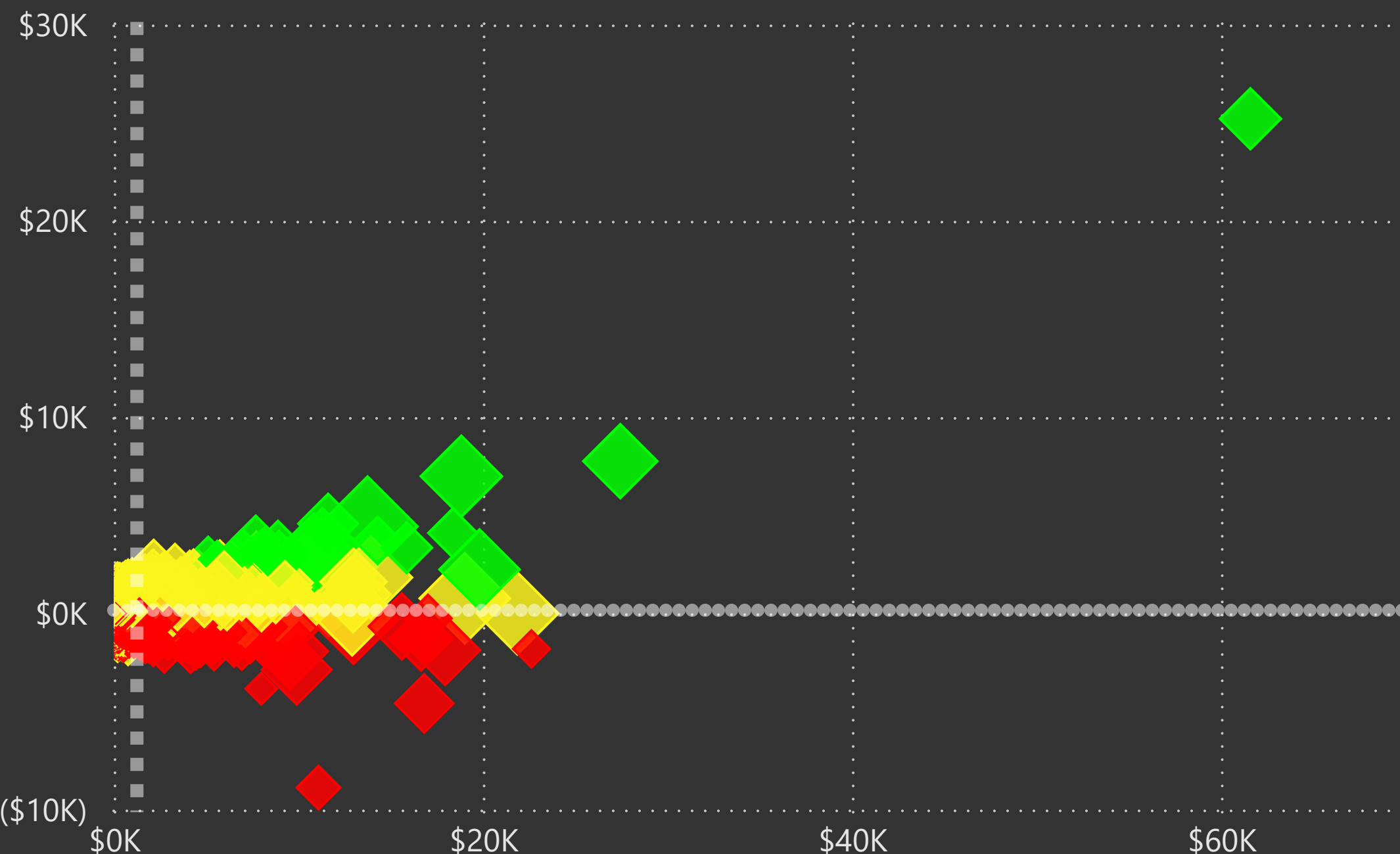
SALES BY SUB-CATEGORY



TOP PRODUCTS BY SALES



PRODUCT PROFITABILITY MATRIX



# Retail Sales & Profit Intelligence System

Customer Insights

YEAR

All

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TOTAL CUSTOMERS

793

AVG REVENUE/CUSTOMER

\$2.9K

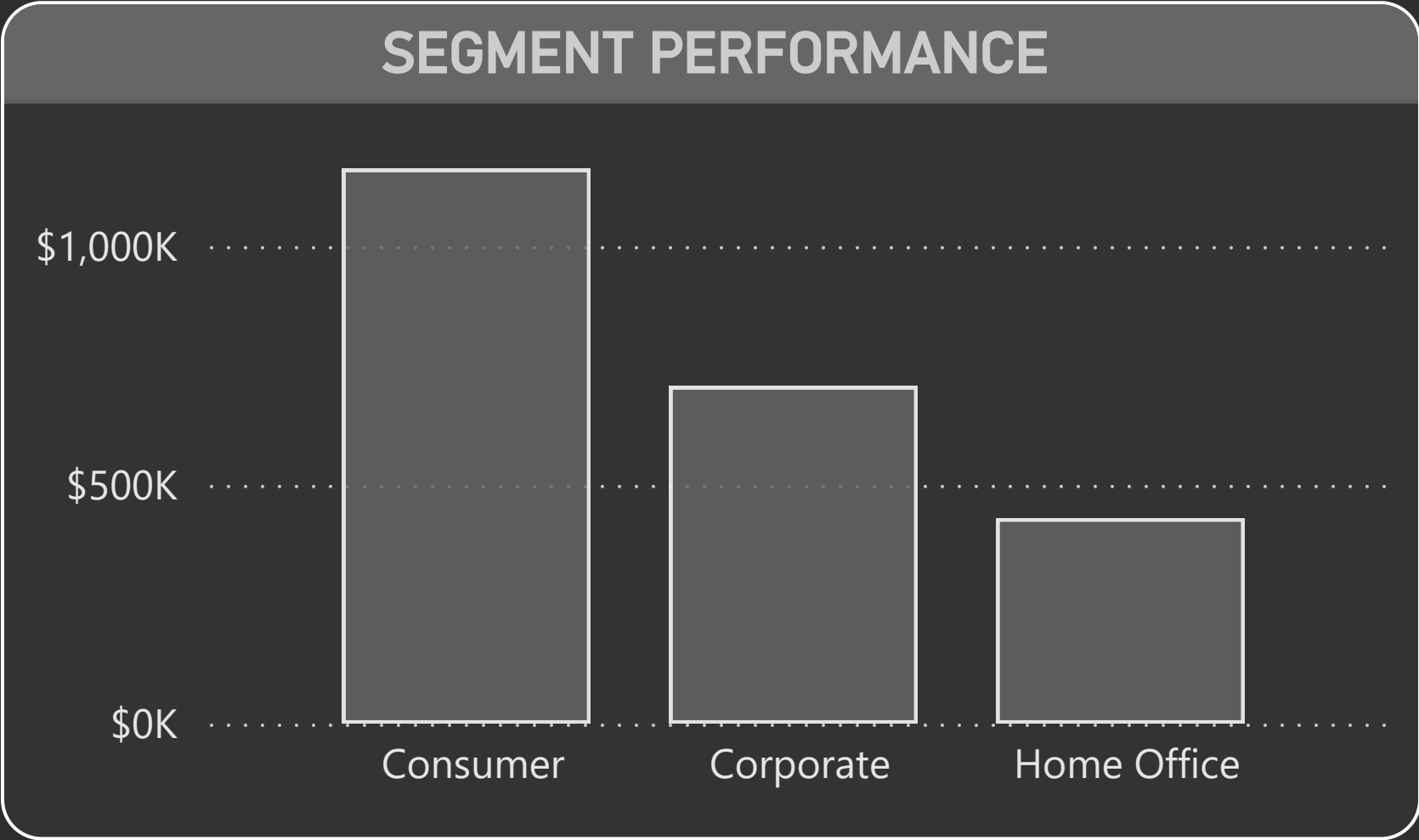
AVG ORDER/CUSTOMER

6

CUSTOMER CONTRIBUTION

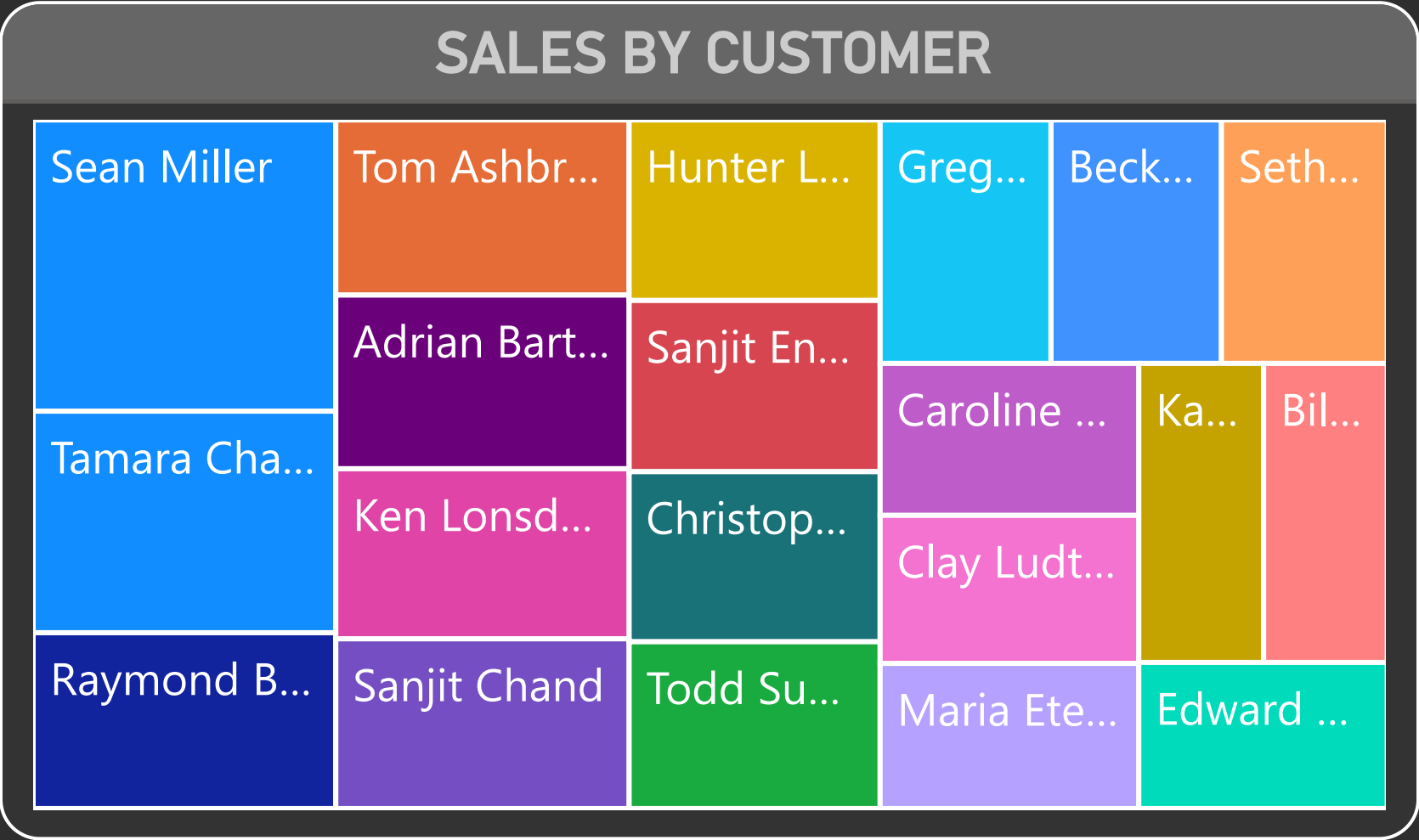
100.00%

SEGMENT PERFORMANCE



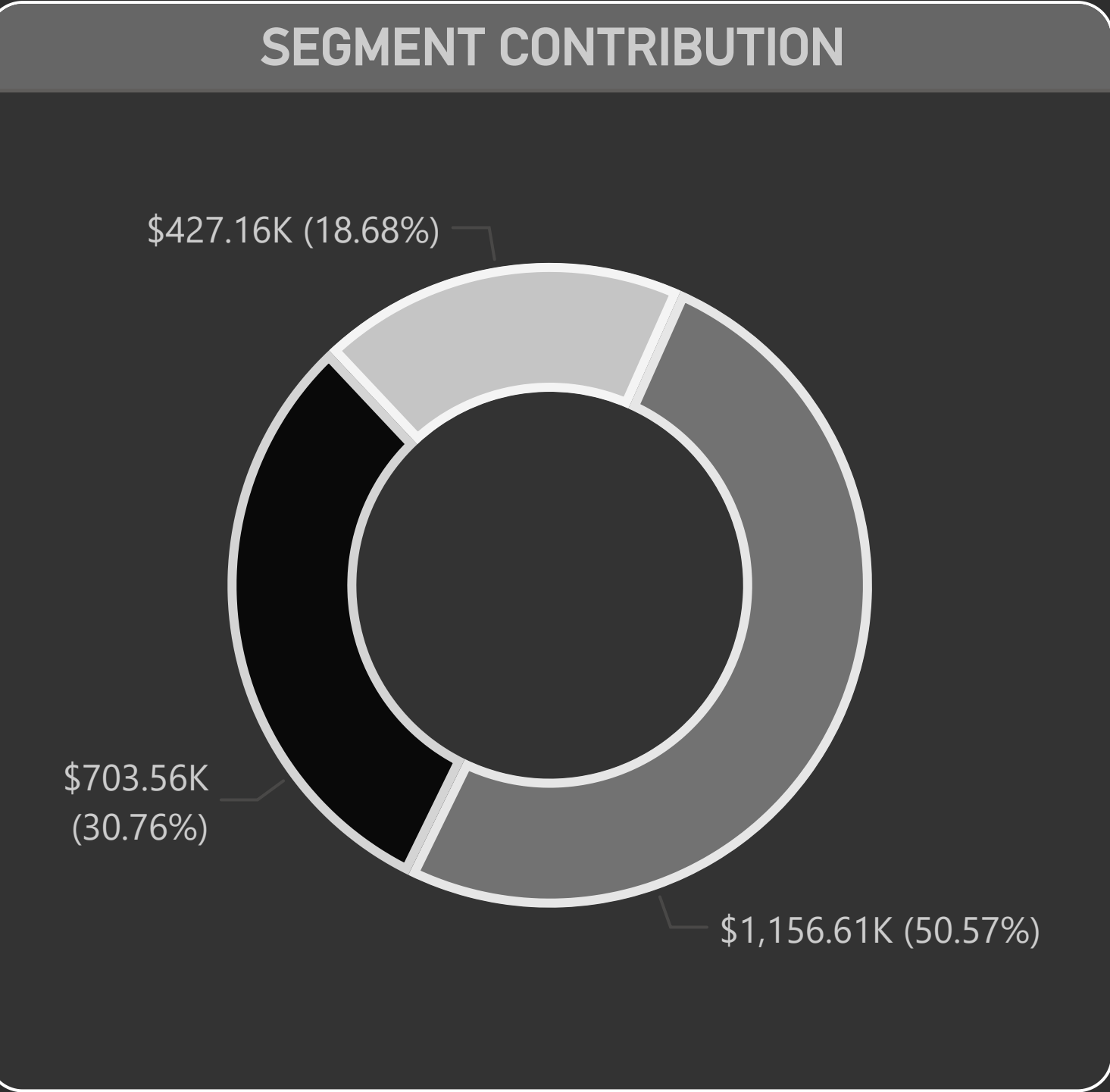
Segment	Revenue (\$K)
Consumer	1100
Corporate	700
Home Office	450

SALES BY CUSTOMER




Customer	Sales (\$K)
Sean Miller	25.04
Tamara Chand	19.05
Raymond Buch	15.12
Tom Ashbrook	14.60
Adrian Barton	12.47
Ken Lonsdale	12.47
Sanjit Chand	12.47
Hunter Lopez	12.47
Sanjit Engle	12.47
Christoph Conant	12.47

SEGMENT CONTRIBUTION



Segment	Revenue (\$K)	Percentage
Consumer	1100	50.57%
Corporate	700	30.76%
Home Office	427.16	18.68%

TOP 10 CUSTOMERS



Customer	Sales (\$K)
Sean Miller	25.04
Tamara Chand	19.05
Raymond Buch	15.12
Tom Ashbrook	14.60
Adrian Barton	12.47
Ken Lonsdale	12.47
Sanjit Chand	12.47
Hunter Lopez	12.47
Sanjit Engle	12.47
Christoph Conant	12.47

CUSTOMER PROFITABILITY TABLE

Customer Name	Total Sales	Profit Margin	Total Profit	Sum of Discount
Sean Miller	\$25,043.05	-7.91%	(\$1,980.7393)	3.70
Tamara Chand	\$19,052.218	47.14%	\$8,981.3239	1.40
Raymond Buch	\$15,117.339	46.15%	\$6,976.0959	1.70
Tom Ashbrook	\$14,595.62	32.23%	\$4,703.7883	0.80
Total	\$2,297,200.860300001	12.47%	\$286,397.0216999999	1,561.09

# Retail Sales & Profit Intelligence System

Geography Analysis

YEAR

All

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TOTAL STATES

47

TOTAL CITES

531

TOP PERFORMING REGION

West

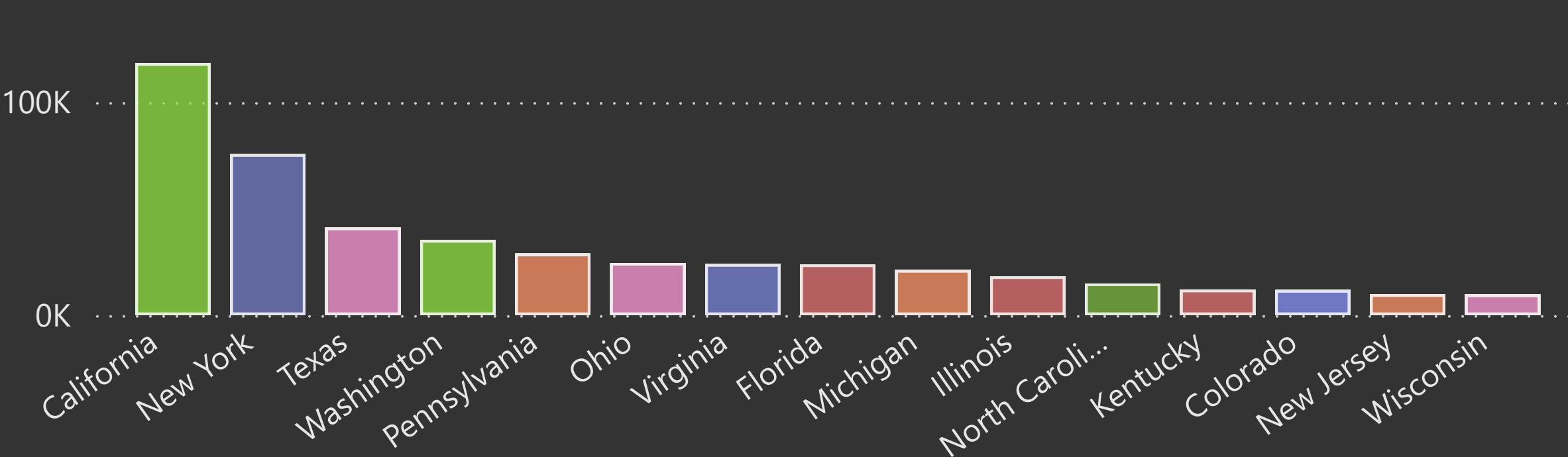
HIGHEST PROFIT STATE

New York

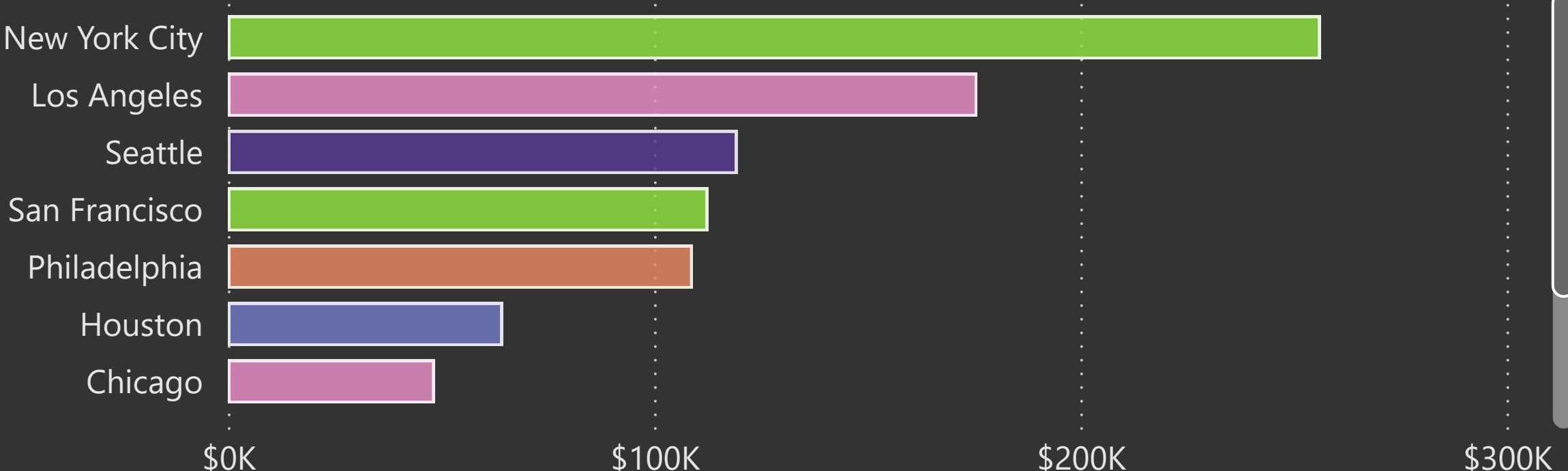
LOWEST PROFIT REGION

Central

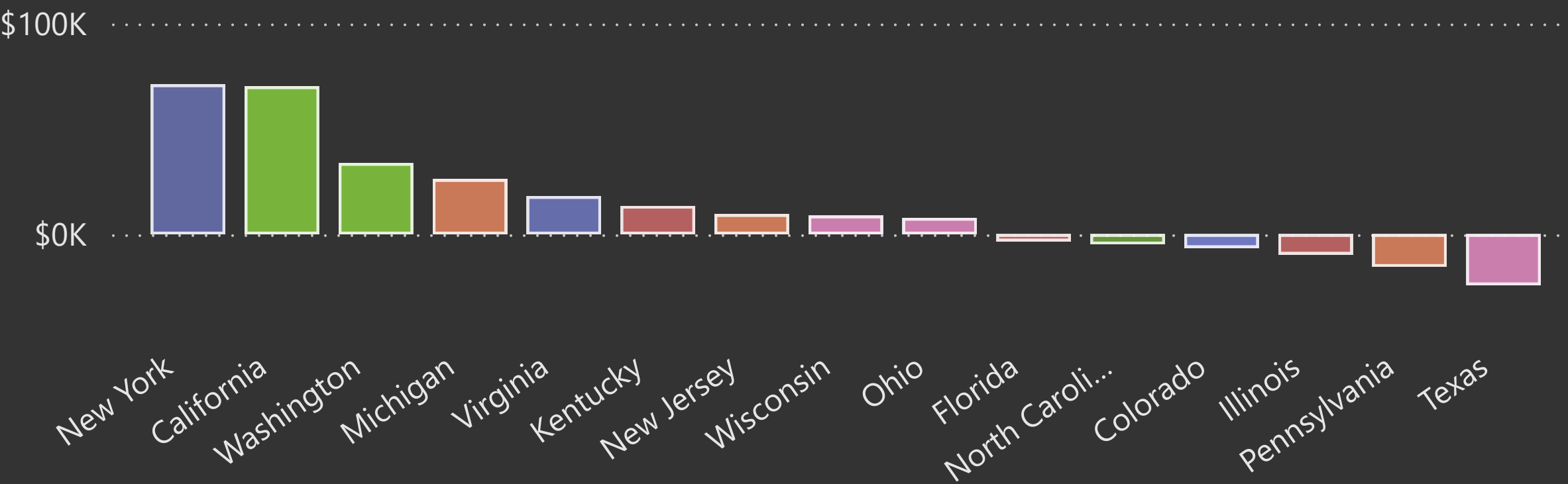
SALES BY STATE



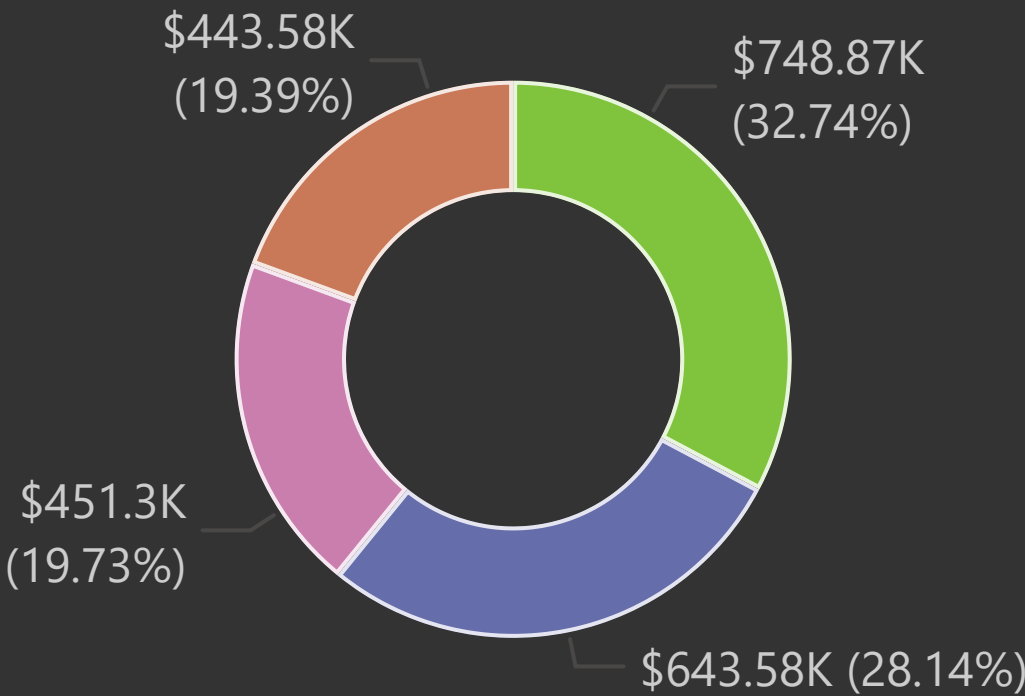
TOP 10 CITIES BY SALES



PROFIT BY STATE



SALES FROM REGION



PROFIT FROM REGION

