

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

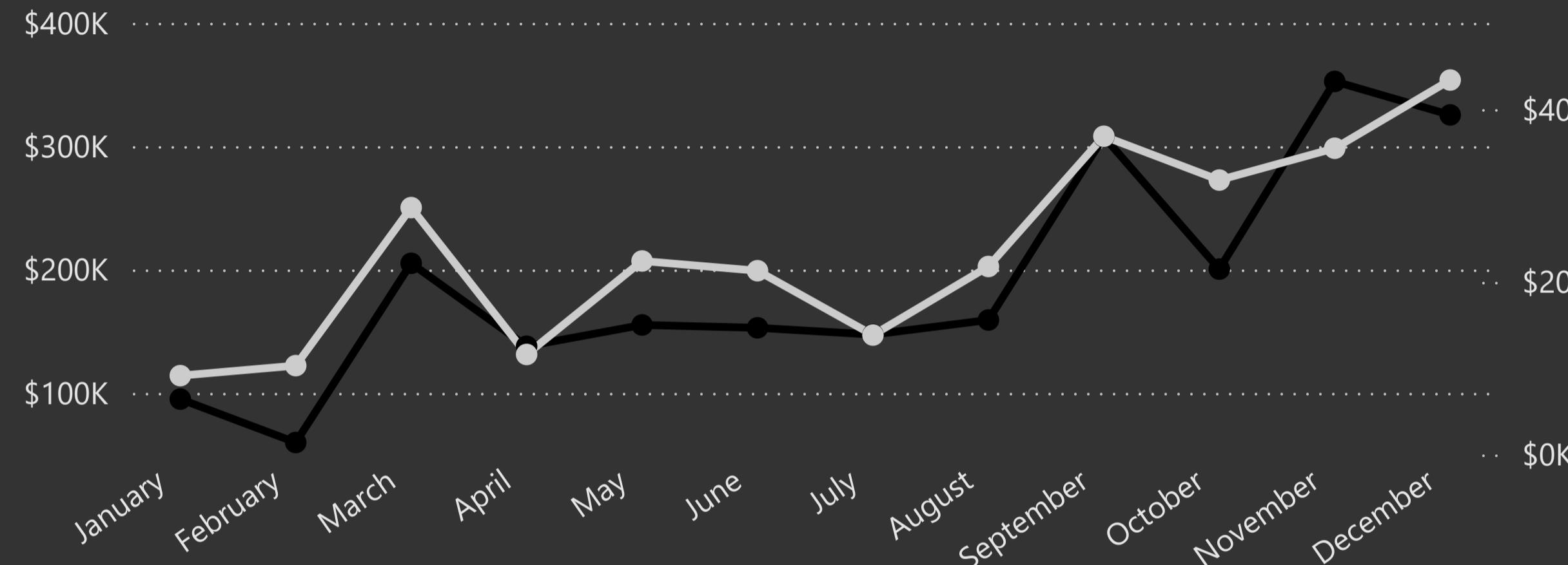
PROFIT MARGIN %

12.47%

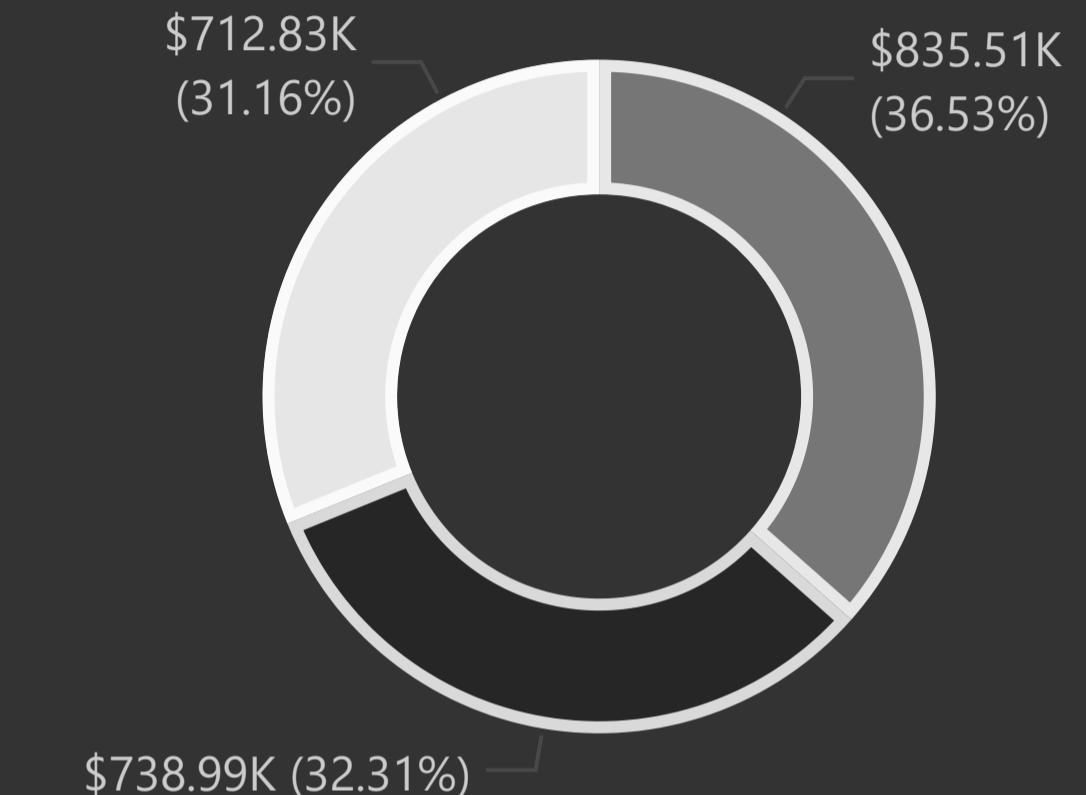
YoY GROWTH %

46.88%

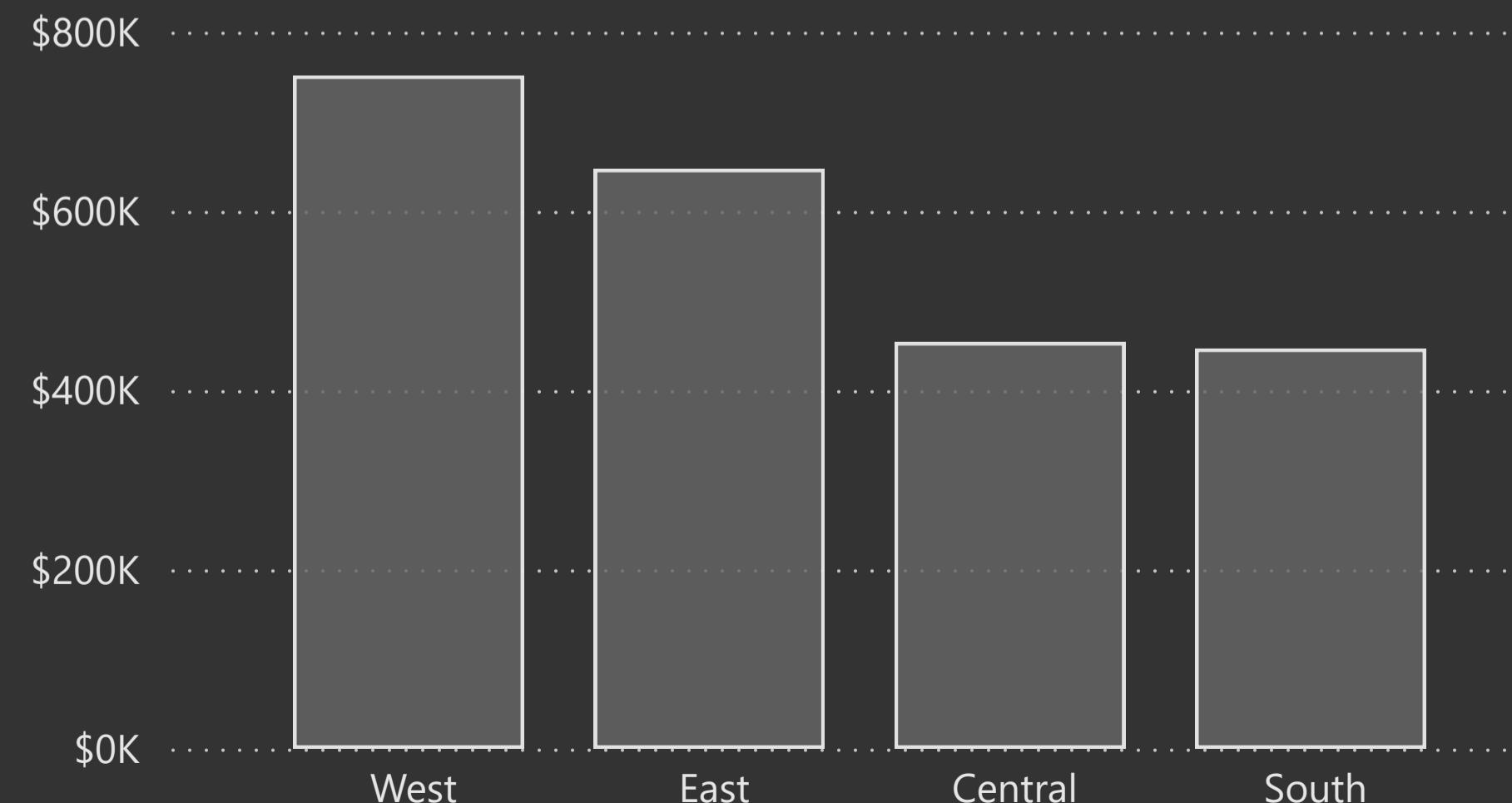
SALES AND PROFIT TREND OVER TIME



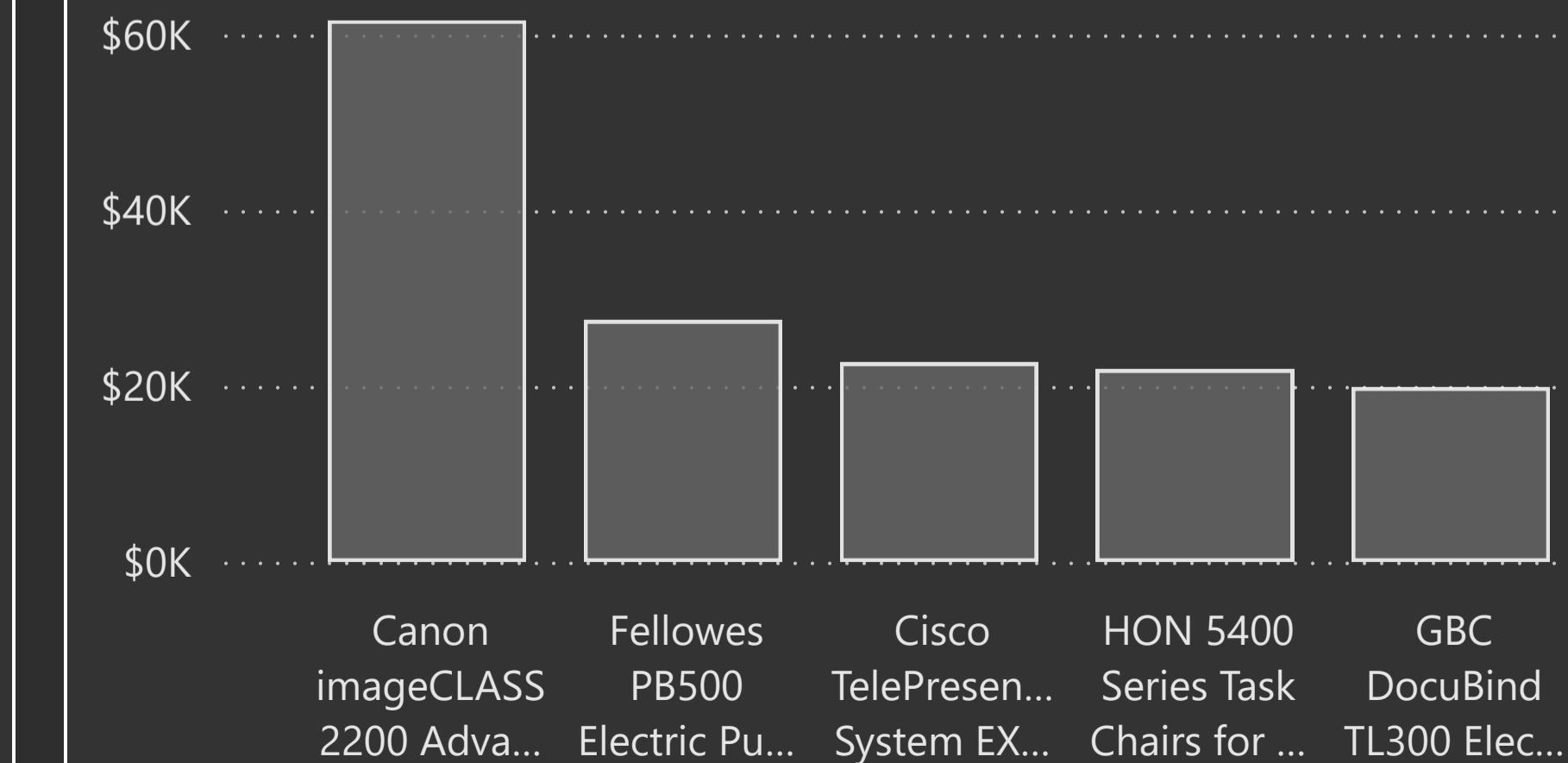
SALES BY CATEGORY



SALES BY REGION



TOP 5 PRODUCTS BY SALES



Retail Sales & Profit Intelligence System

Sales Intelligence

YEAR

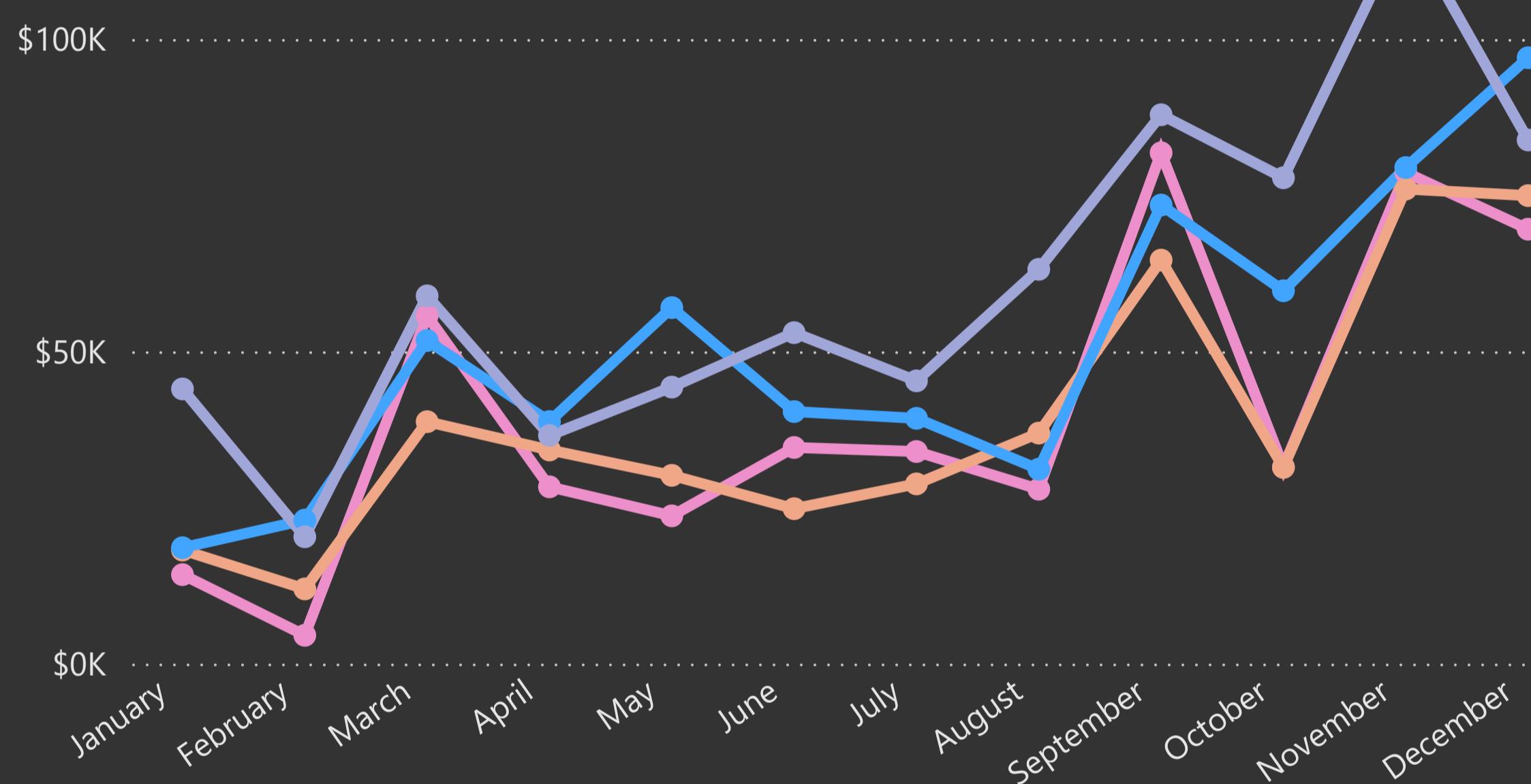
All

PAGE NAVIGATION

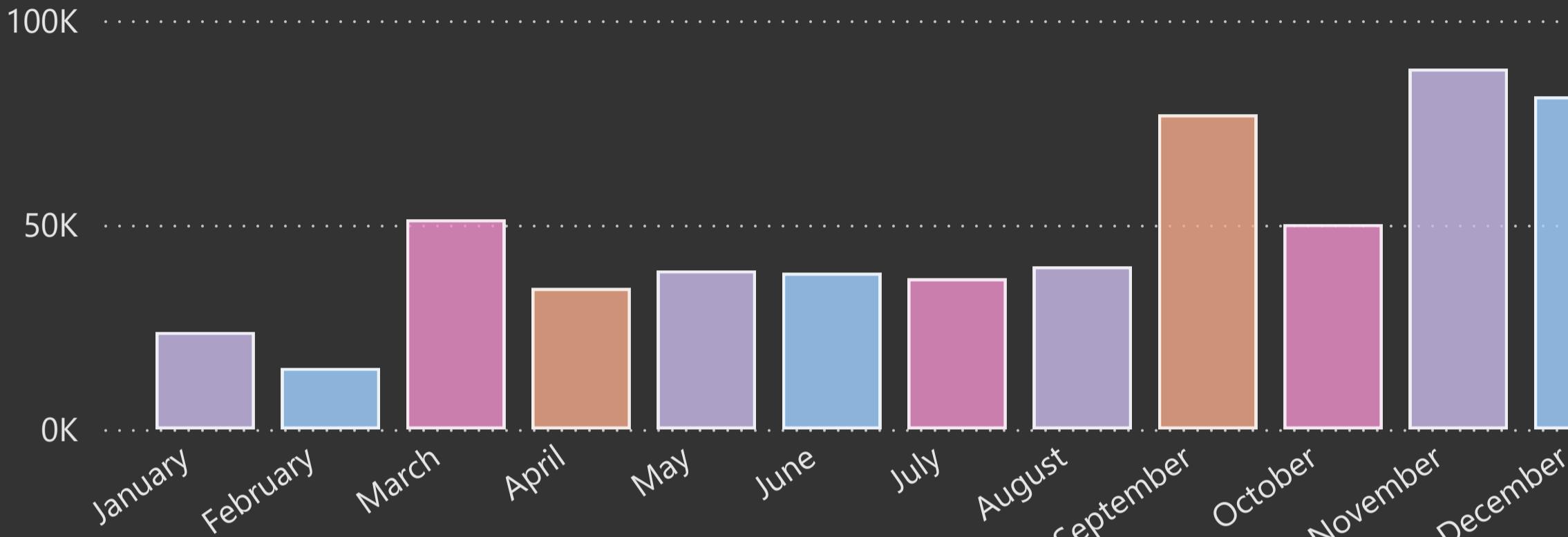
E.O C.I G.A P.A

SALES TREND BY YEAR AND MONTH

Year ● 2014 ● 2015 ● 2016 ● 2017

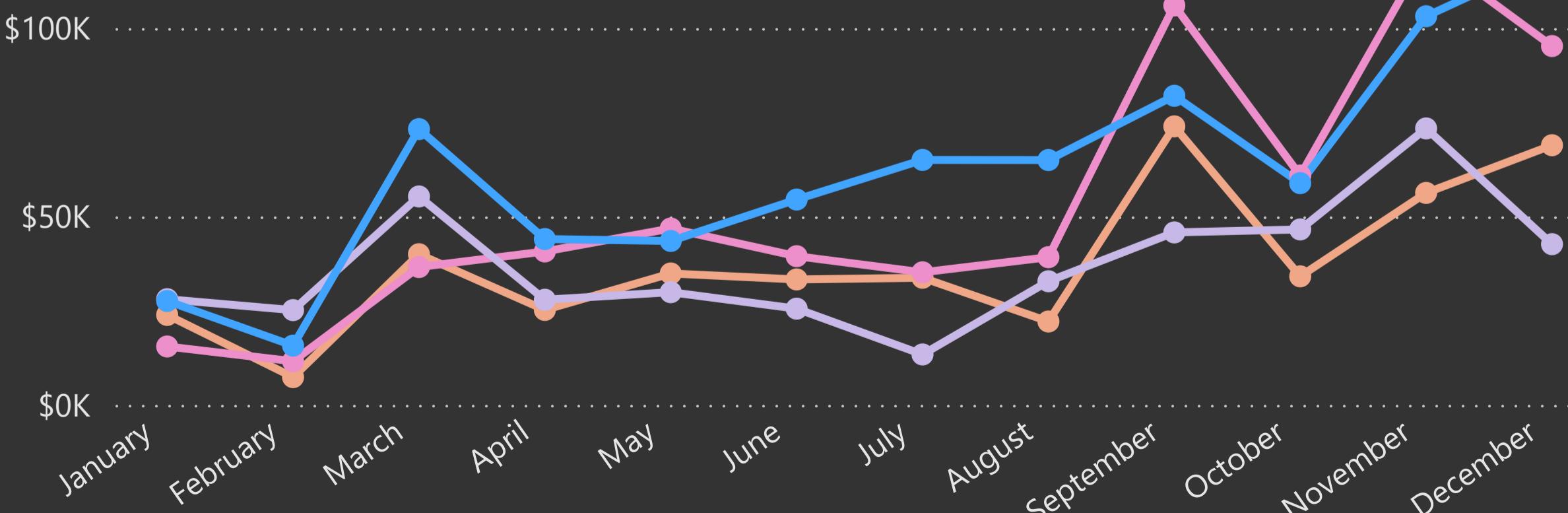


AVERAGE MONTHLY SALES

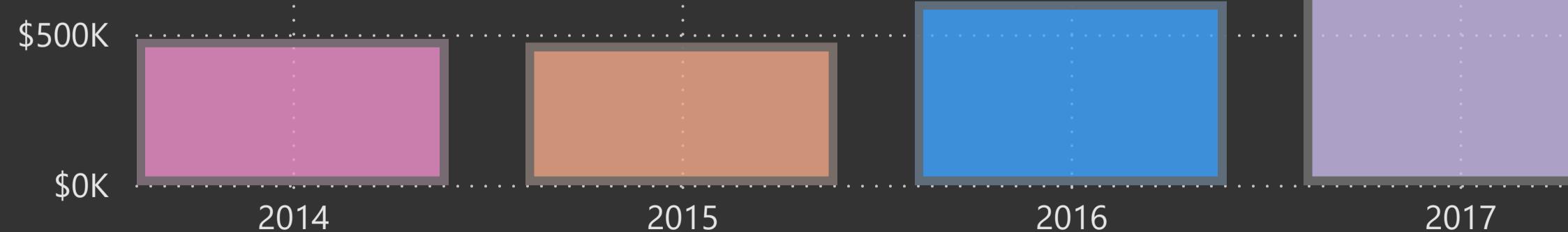


REGION SALES TREND COMPARISON

Region ● Central ● East ● South ● West



YoY GROWTH CHART



Retail Sales & Profit Intelligence System

Product Analytics

YEAR

All

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C.I.

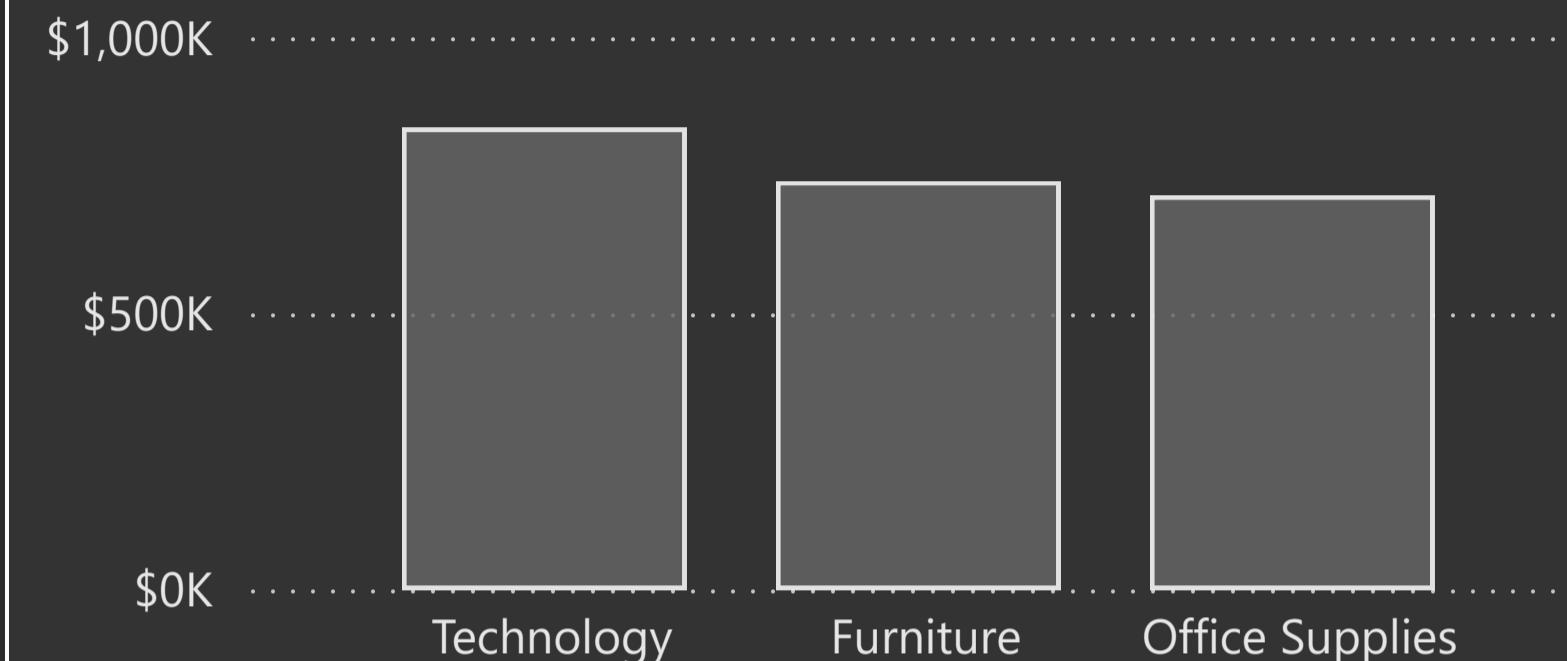
TOTAL PRODUCTS

1818

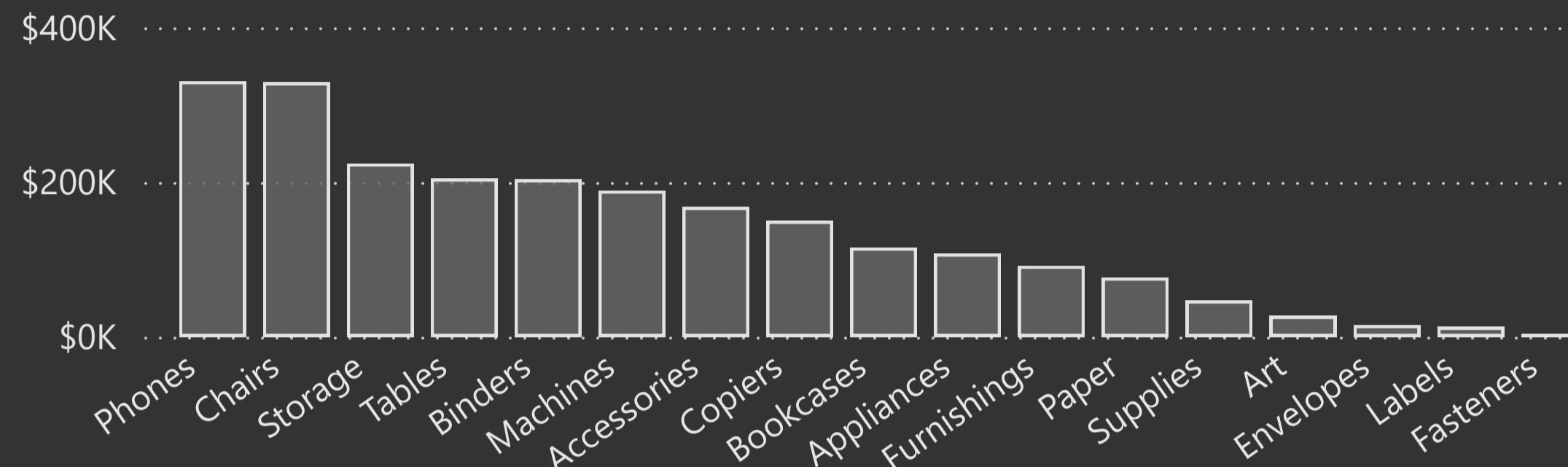
AVG SALES/PRODUCT

\$1.26K

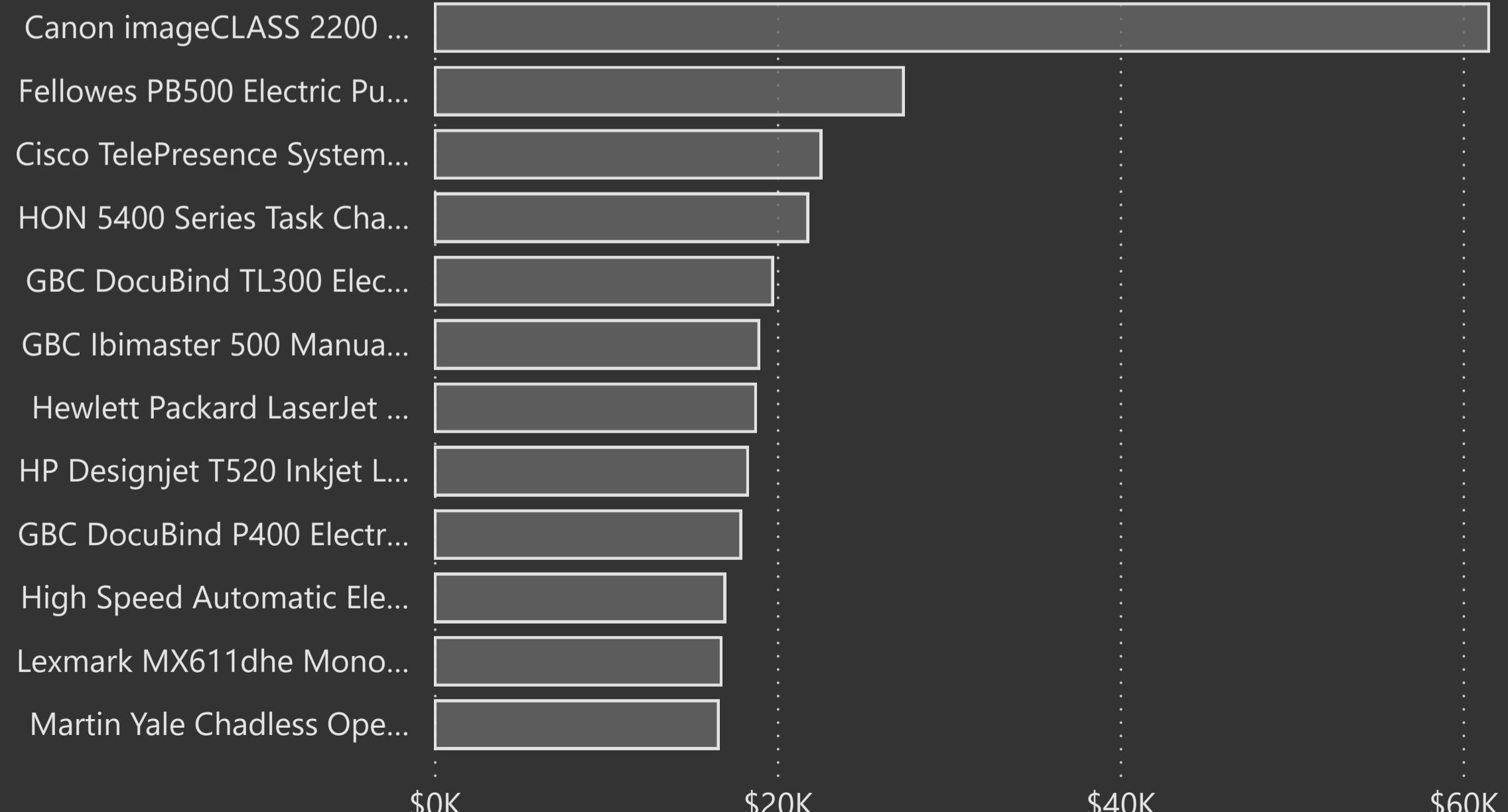
SALES BY CATEGORY



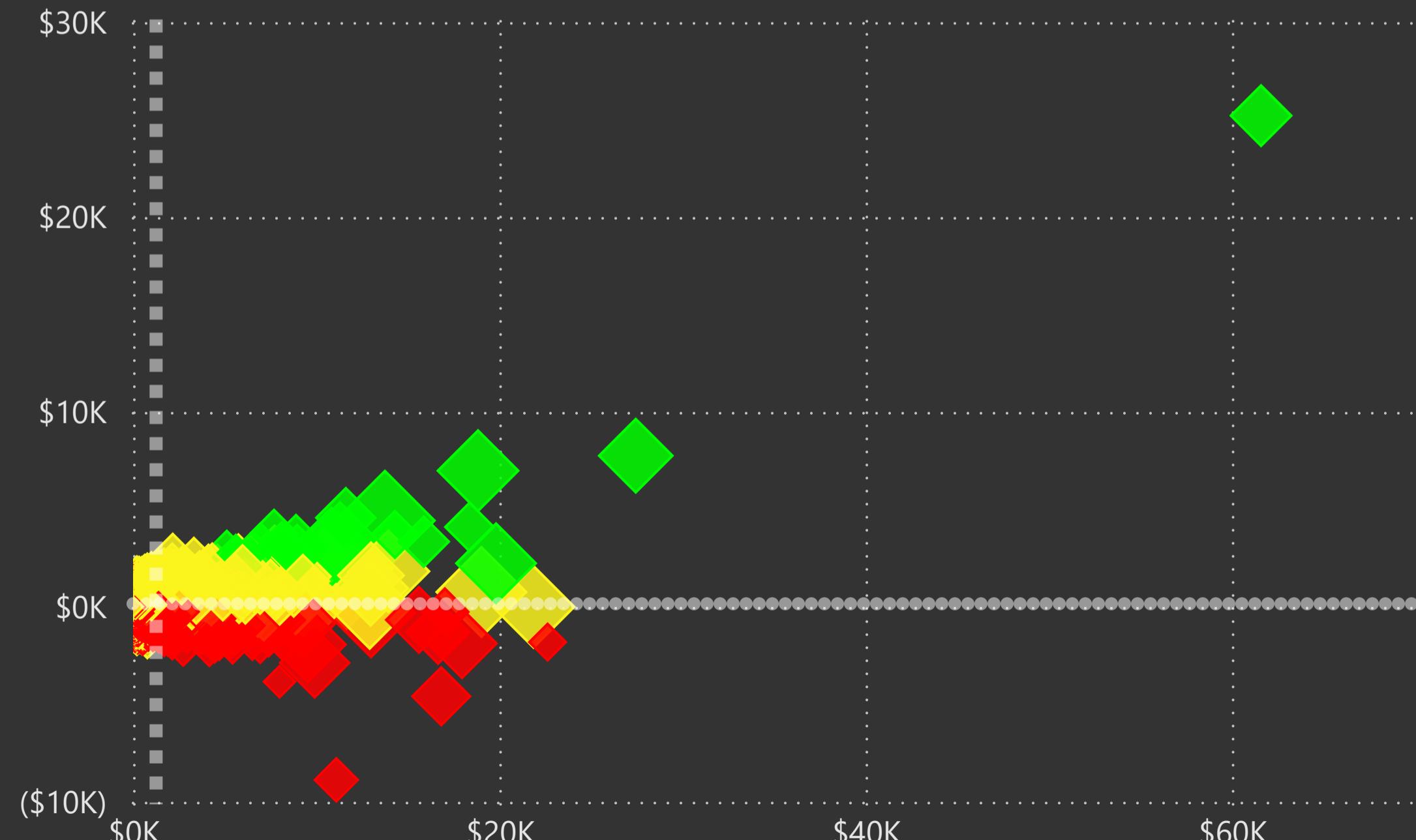
SALES BY SUB-CATEGORY



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

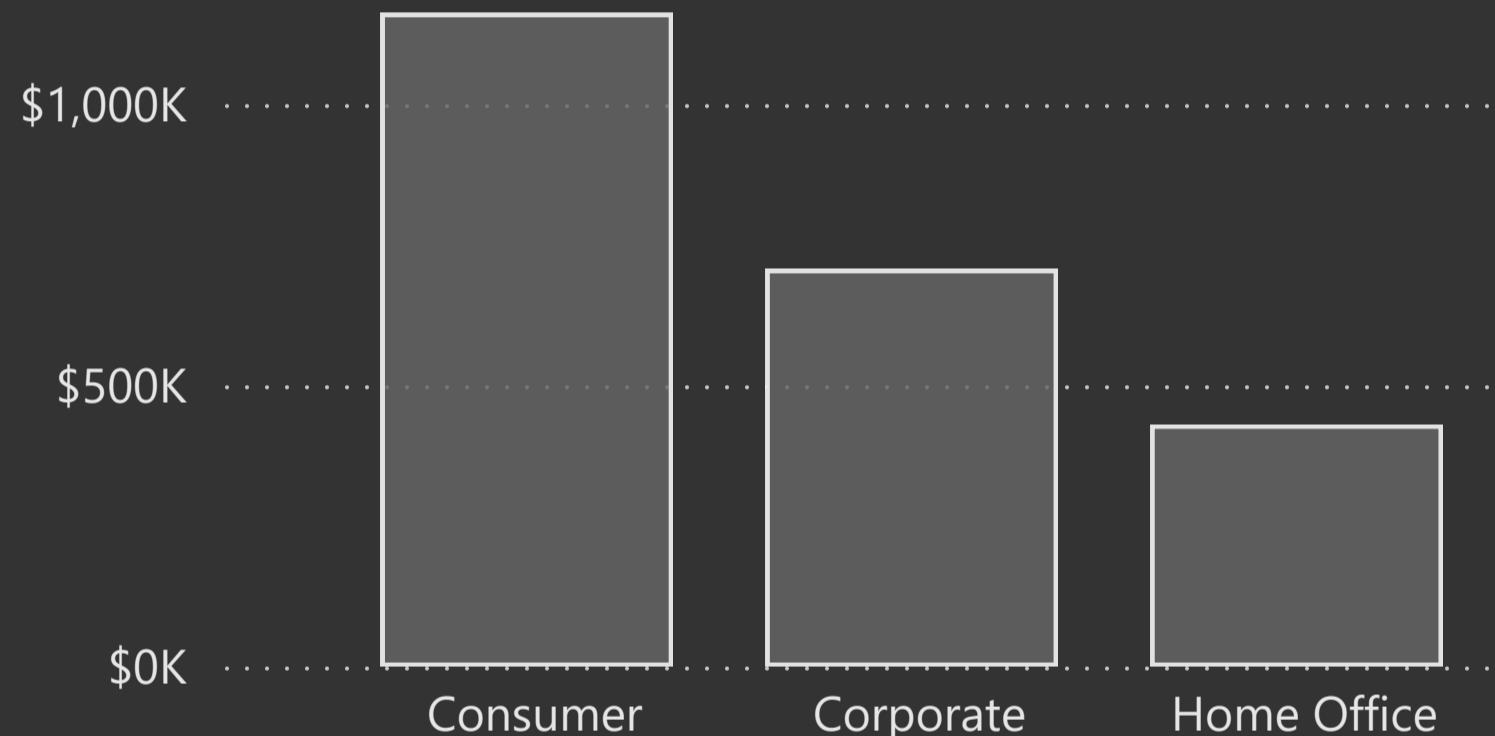
Avg Order/Customer

6

Customer Contribution

100.00%

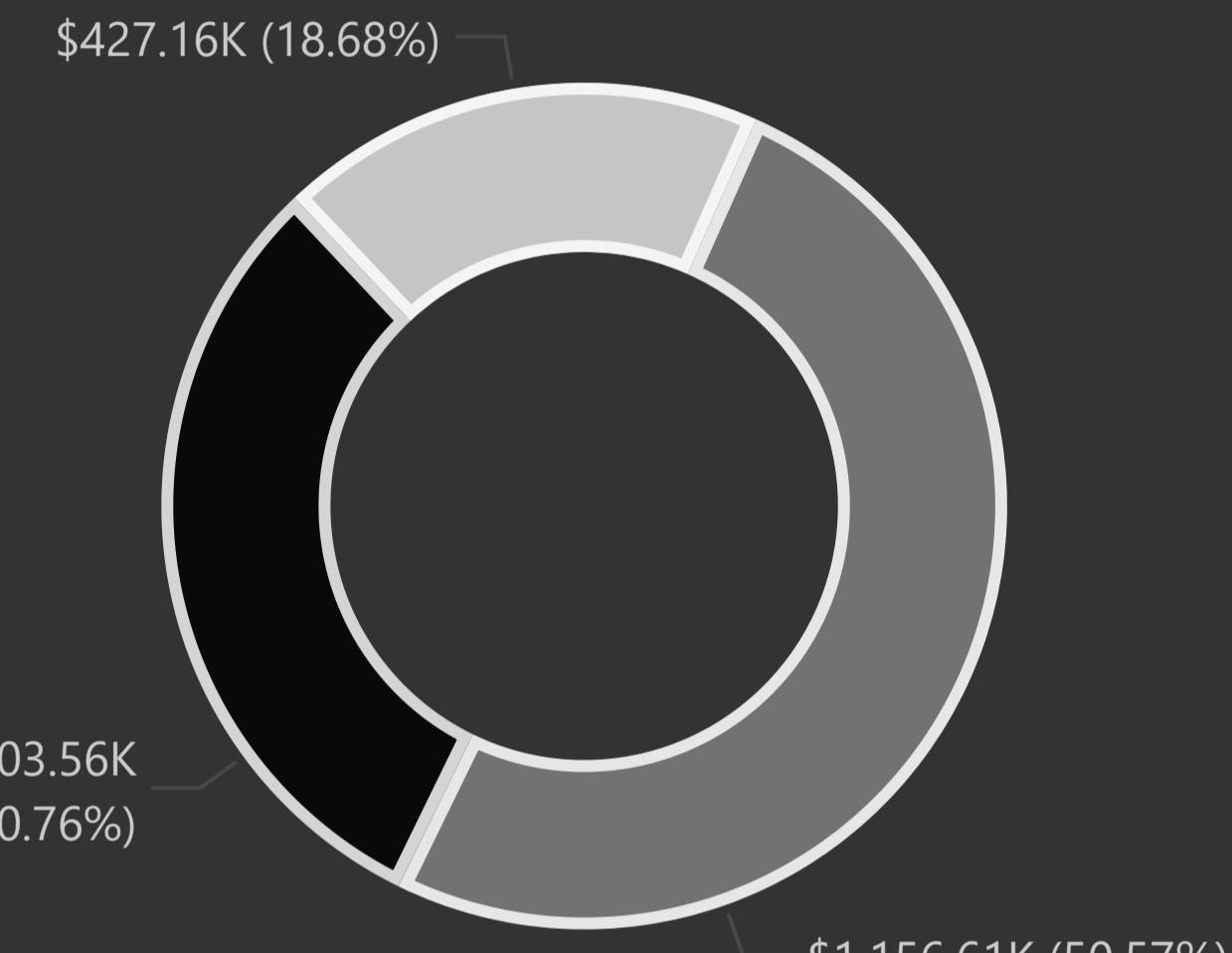
SEGMENT PERFORMANCE



SALES BY CUSTOMER



SEGMENT CONTRIBUTION



TOP 10 CUSTOMERS



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 CITIES

531

TOP PERFORMING REGION

West

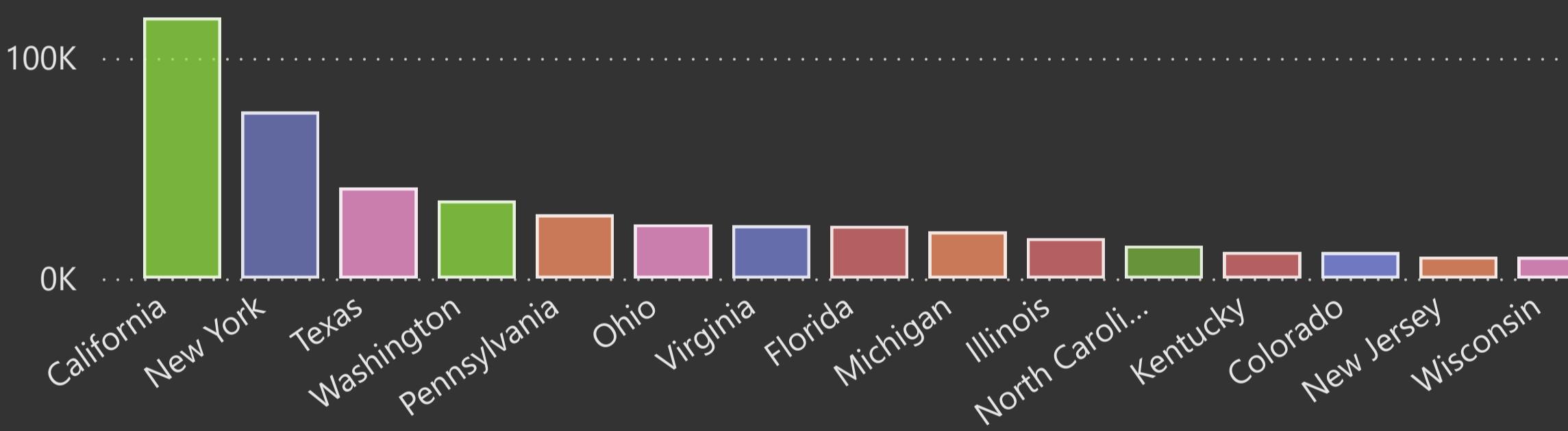
HIGHEST PROFIT STATE

New York

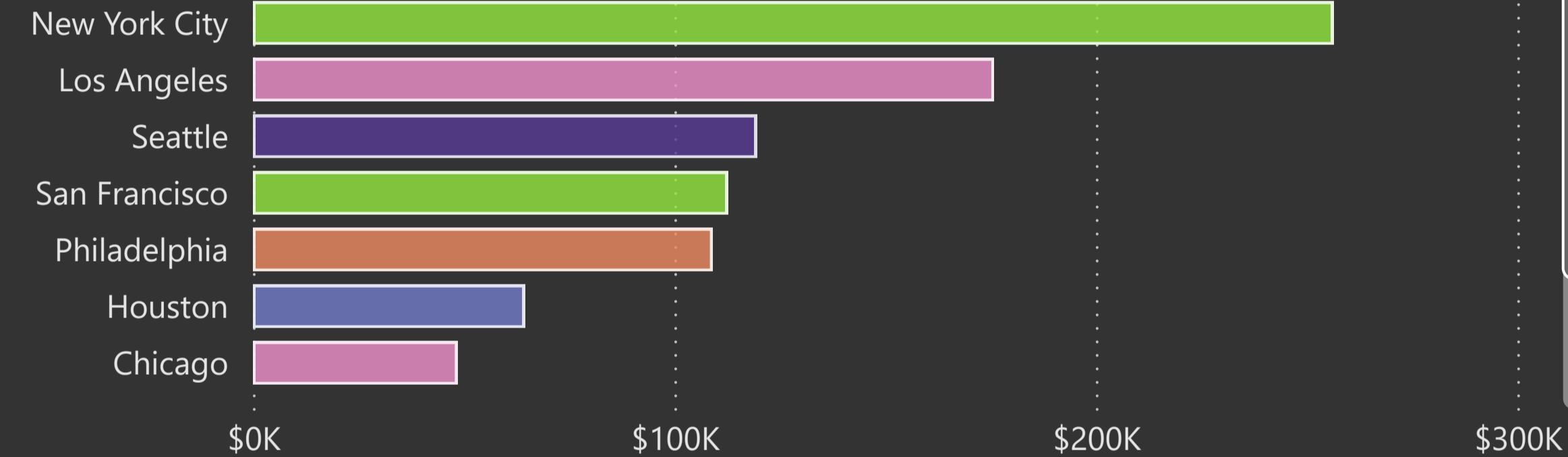
LOWEST PROFIT REGION

Central

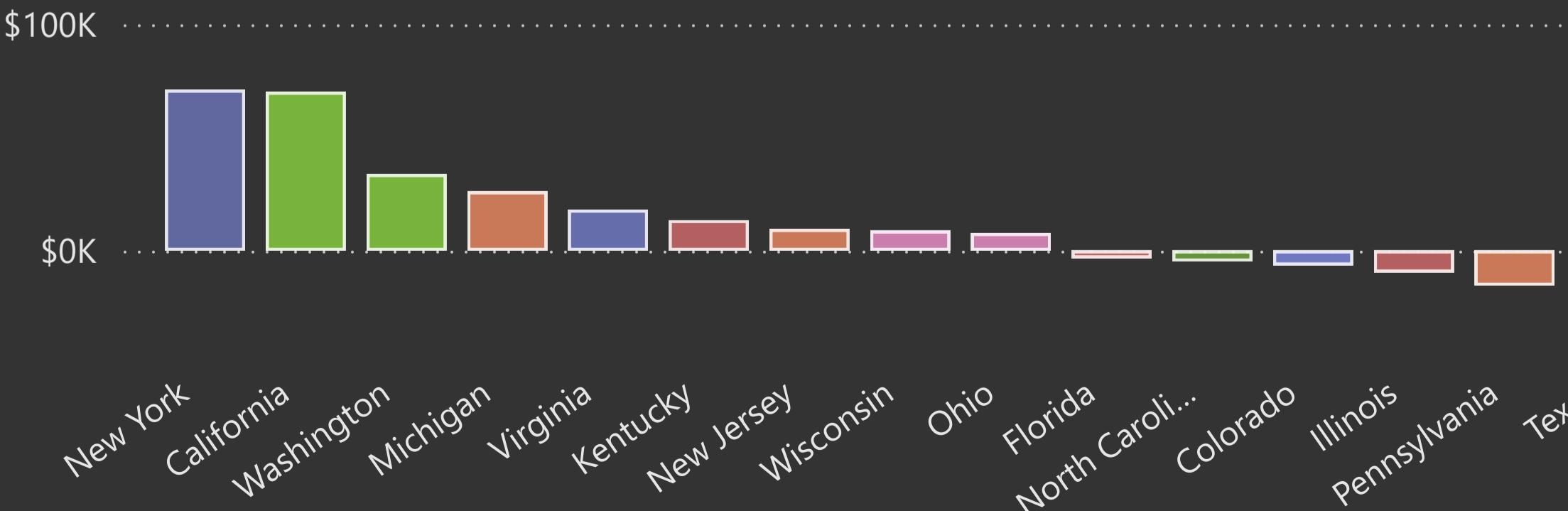
SALES BY STATE



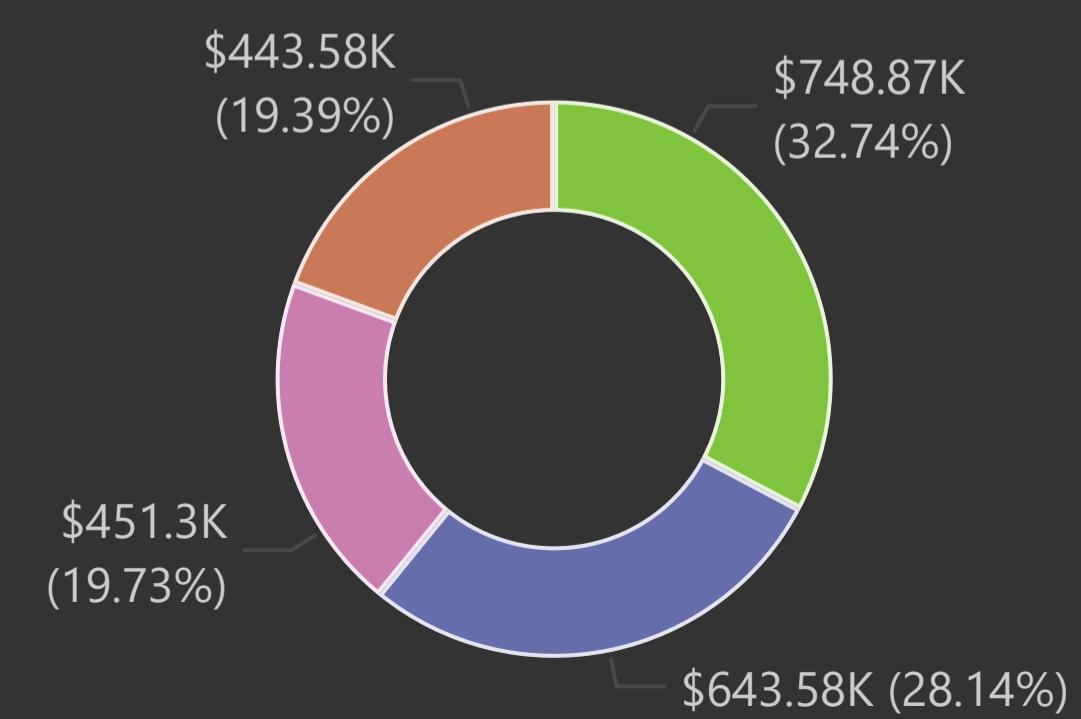
TOP 10 CITIES BY SALES



PROFIT BY STATE



SALES FROM REGION



PROFIT FROM REGION

