



# Executive Overview

Filters

Overview

Customers

Products

Total Sales

55.76M

Total Orders

26K

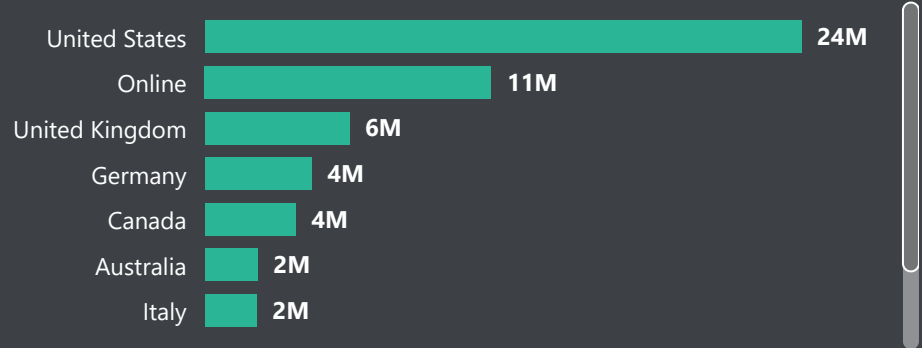
Profit Margin

58.6%

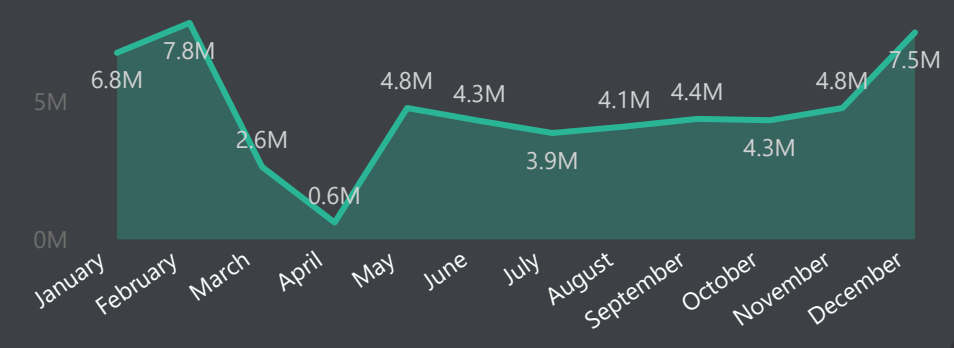
Active Customers

12K

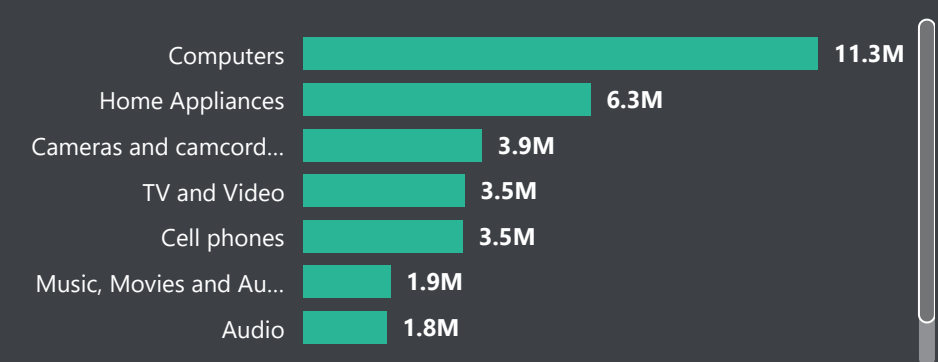
Total Sales by Country



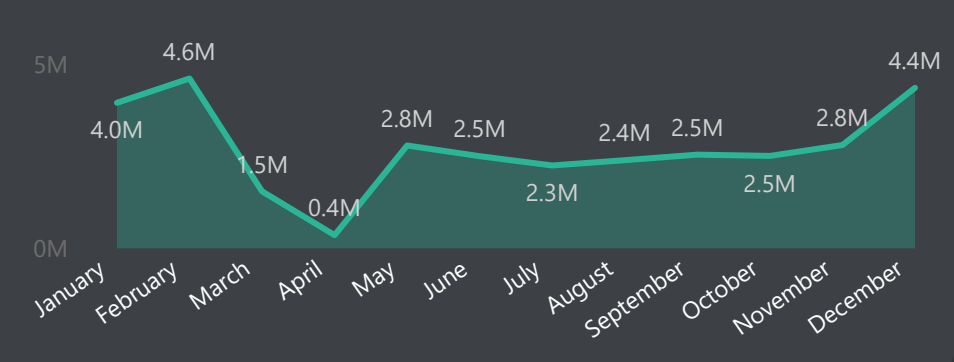
Total Sales by Month



Total Profit by Category



Total Profit by Month





Overview

Customers

Products

# Customers Analysis

Filters

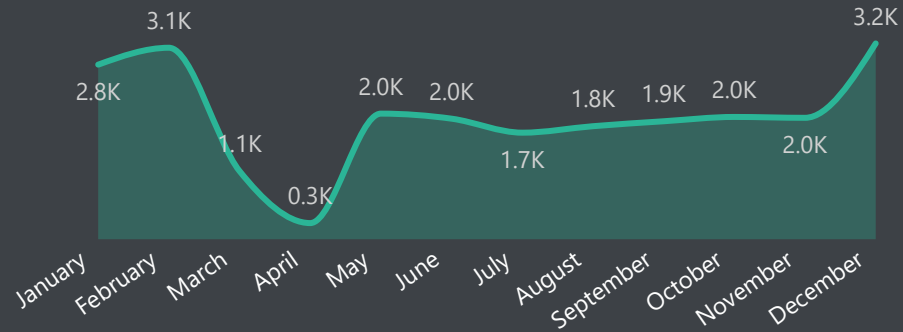
Total Sales

55.76M

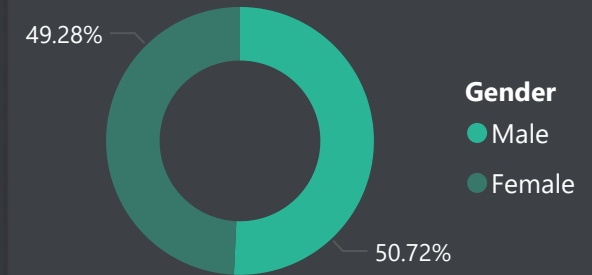
Total Orders

26K

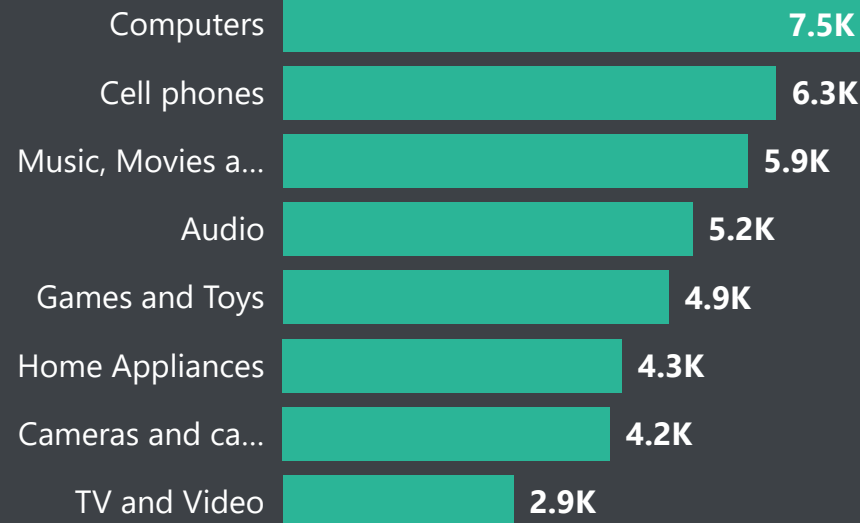
## Active Customers by Month



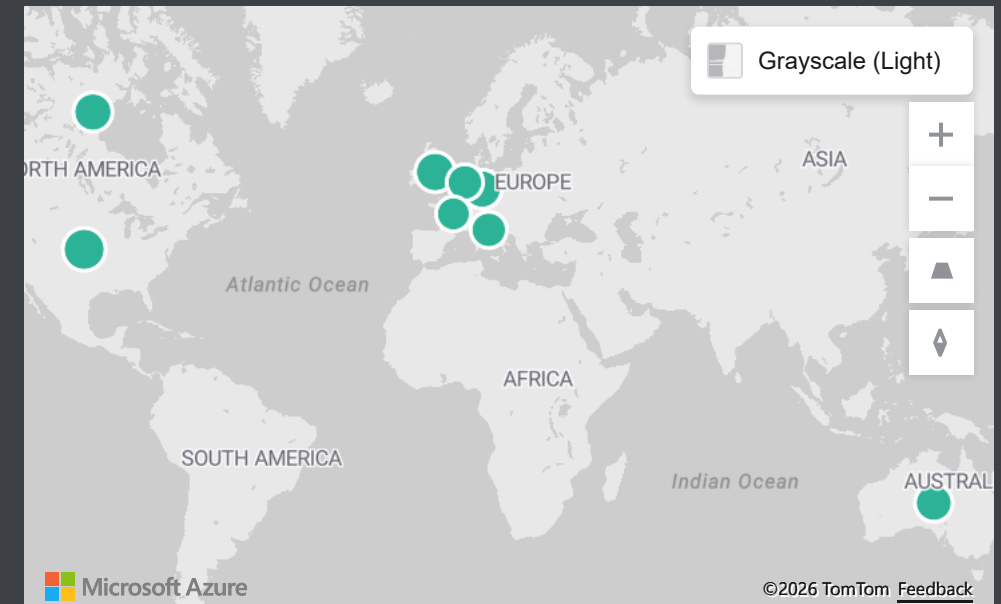
## Customers by Gender



## Customers by Category



## Customers by Country





Overview

Customers

Products

# Products Analysis

Filters

Total Sales

55.76M

Total Sold Products

2K

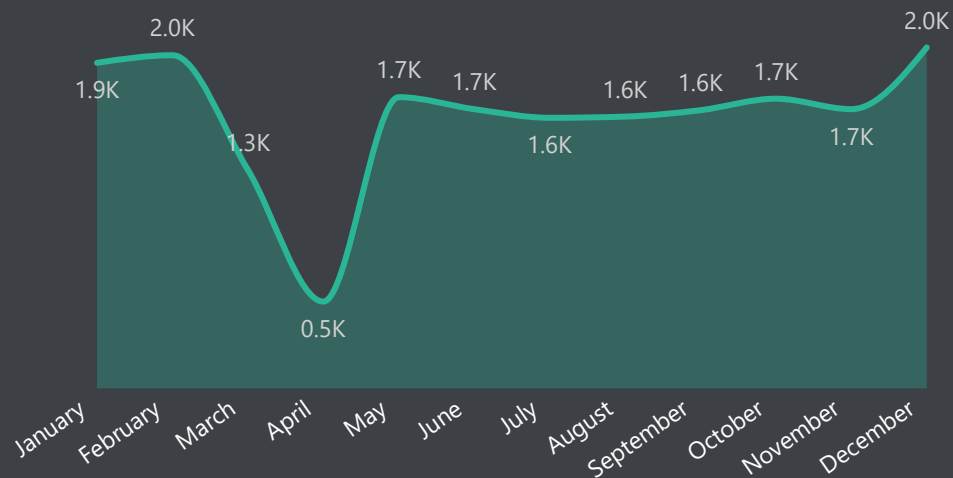
## Top 5 Products

|                                  |         |
|----------------------------------|---------|
| WWI Desktop PC2.33 X2330 Black   | 505.45K |
| Adventure Works Desktop PC2.3... | 466.09K |
| Adventure Works Desktop PC2.3... | 464.15K |
| Adventure Works Desktop PC2.3... | 447.68K |
| Adventure Works Desktop PC2.3... | 437.02K |

## Top 5 Brands

|                      |     |
|----------------------|-----|
| Adventure Works      | 12M |
| Contoso              | 11M |
| Wide World Importers | 9M  |
| Fabrikam             | 7M  |
| The Phone Company    | 5M  |

## Total Products by Month



## Top 5 Products

|                               |       |
|-------------------------------|-------|
| Computers                     | 19.3M |
| Home Appliances               | 10.8M |
| Cameras and camcorders        | 6.52M |
| Cell phones                   | 6.18M |
| TV and Video                  | 5.93M |
| Audio                         | 3.17M |
| Music, Movies and Audio Books | 3.13M |
| Games and Toys                | 0.72M |