Sales Performance Overview

Total Customers	Total Orders	Total Revenue	Total Profit
793	37,844	$2,282,391	$284,481

Sales Contribution by Category

Office Supplies 32% $727K
Furniture 32% $731K
Technology 36% $824K

Overall Customers, orders, Sales and Profit

Customers: 594, 573, 637, 693
Orders: 7,572, 7,975, 9,799, 12,498
Sales: $483K, $466K, $602K, $731K
Profit: $50K, $61K, $80K, $94K

Years: 2011, 2012, 2013, 2014

Total Sales by Subcategory

Category	Sub-Catego..	
Furniture	Furnishings	4.02%
	Bookcases	4.85%
	Tables	9.07%
	Chairs	14.10%
Office Supplies	Fasteners	0.13%
	Labels	0.55%
	Envelopes	0.72%
	Art	1.19%
	Supplies	2.40%
	Paper	3.44%
	Appliances	4.71%
	Binders	8.91%
	Storage	9.81%
Technology	Copiers	6.55%
	Accessories	7.33%
	Machines	7.88%
	Phones	14.34%

Sales in $

Sales and Profit Analysis by Segment

Sub-Category	Sales in $	Profit in $
Phones	14.34%	15.53%
Chairs	14.10%	9.20%
Storage	9.81%	7.48%
Tables	9.07%	-6.23%
Binders	8.91%	10.62%
Machines	7.88%	0.72%
Accessories	7.33%	14.74%
Copiers	6.55%	19.55%
Bookcases	4.85%	-1.28%
Appliances	4.71%	6.38%
Furnishings	4.02%	4.59%
Paper	3.44%	11.97%
Supplies	2.40%	-0.30%
Art	1.19%	2.29%
Envelopes	0.72%	2.45%
Labels	0.55%	1.95%
Fasteners	0.13%	0.33%

Sales and Profit Overview by Region

West	South
Total Revenue: $730K	Total Revenue: $386K
Total Profit: $108K	Total Profit: $45K

East	Central
Total Revenue: $671K	Total Revenue: $495K
Total Profit: $91K	Total Profit: $40K

Daily Sale Analysis

Day of ..	Janu..	Febr..	March	April	May	June	July	Augu..
1								
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16								

Sales vs. Profi Margint Analysis by Subcategory

Labels, Envelopes, Copiers, Fasteners, Art, Accessories, Appliances, Phones, Furnishings, Binders, Storage, Chairs, Machines, Bookcases, Tables

Profit Margin vs Sales

Discount vs. Profit Margin Analysis

Labels, Paper, Envelopes, Copiers, Fasteners, Accessories, Art, Appliances, Binders, Furnishings, Phones, Storage, Chairs, Machines, Supplies, Bookcases, Tables

Profit Margin vs Avg. Discount

Key Performance Indicator

| Total Customers	Total Orders	Total Revenue	Total Profit
793	37,844	$2,282,391	$284,481

Total Customers, Total Orders, Total Revenue and Total Profit. The data is filtered on Order Date Month, Order Date Year, Action (YEAR(Order Date)), Segment, Category and Action (Category). The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Action (YEAR(Order Date)) filter keeps 4 members. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members.

Total Customers, Total Orders, Total Revenue and Total Profit. The data is filtered on Order Date Month, Order Date Year, Action (YEAR(Order Date)), Segment, Category and Action (Category). The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Action (YEAR(Order Date)) filter keeps 4 members. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members.

Overall Customers, orders, Sales and Profit
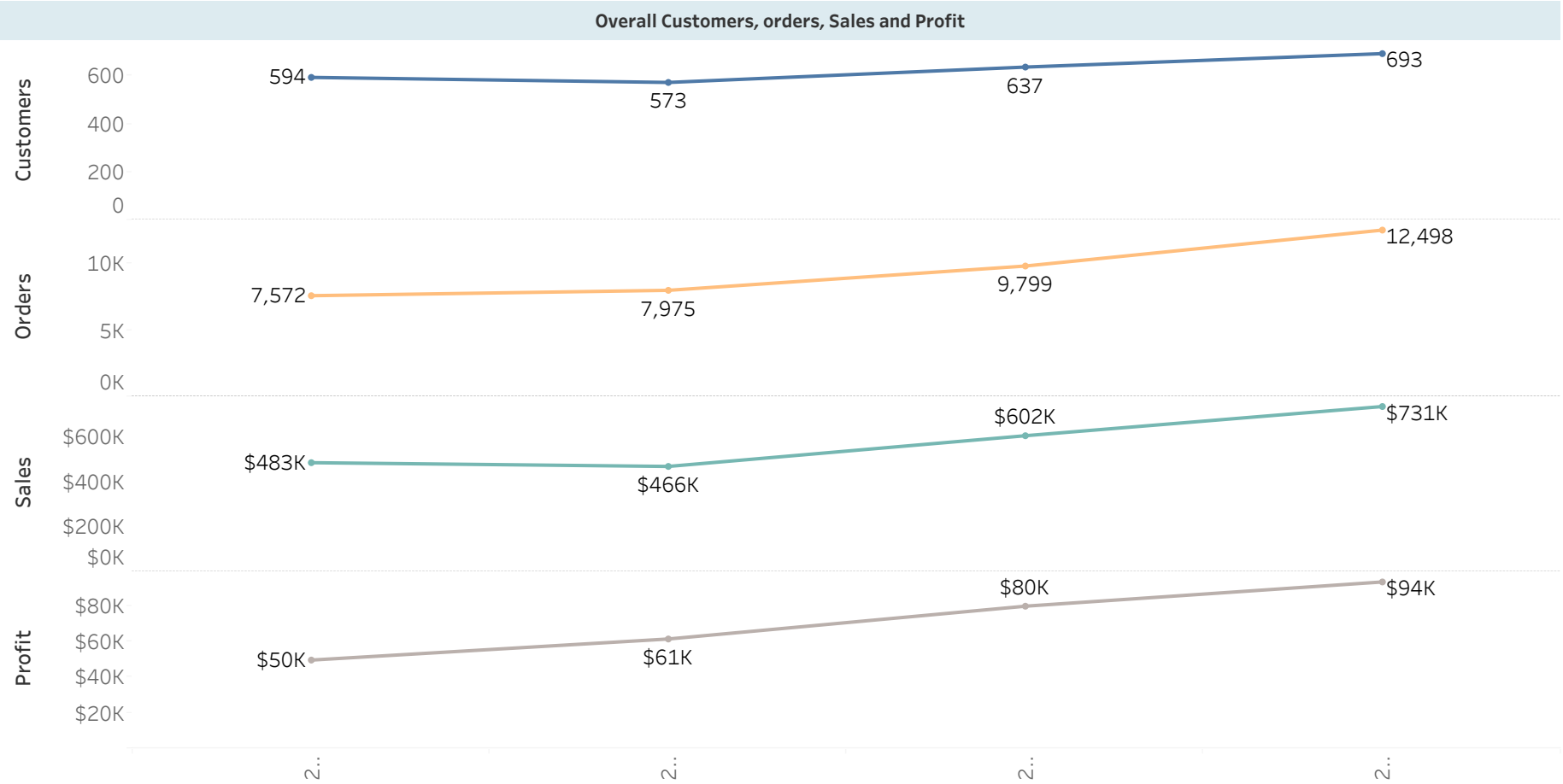
The trends of distinct count of Customer ID, sum of Quantity, sum of Sales and sum of Profit for Order Date Year. For pane Sum of Sales: The marks are labeled by sum of Sales. For pane Sum of Profit: The marks are labeled by sum of Profit. For pane Distinct count of Customer ID: The marks are labeled by distinct count of Customer ID. For pane Sum of Quantity: The marks are labeled by sum of Quantity. The data is filtered on Order Date Month, Segment, Category and Action (Category). The Order Date Month filter keeps 12 of 12 members. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The view is filtered on Order Date Year, which keeps 2011, 2012, 2013 and 2014.

Sales Contribution by Category

Office Supplies
32%
$727K

Furniture
32%
$731K

Technology
36%
$824K
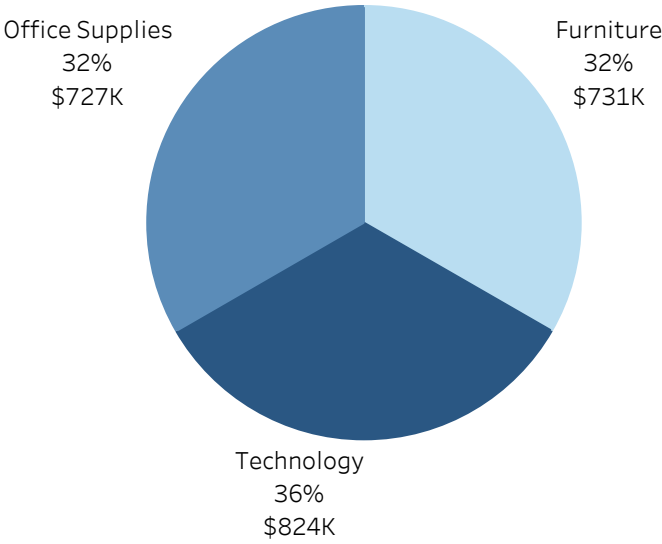
Category, % of Total Sales and sum of Sales. Color shows details about Category. The marks are labeled by Category, % of Total Sales and sum of Sales. The data is filtered on Order Date Month, Order Date Year, Action (YEAR(Order Date)) and Segment. The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Action (YEAR(Order Date)) filter keeps 4 members. The Segment filter keeps Consumer, Corporate and Home Office. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.
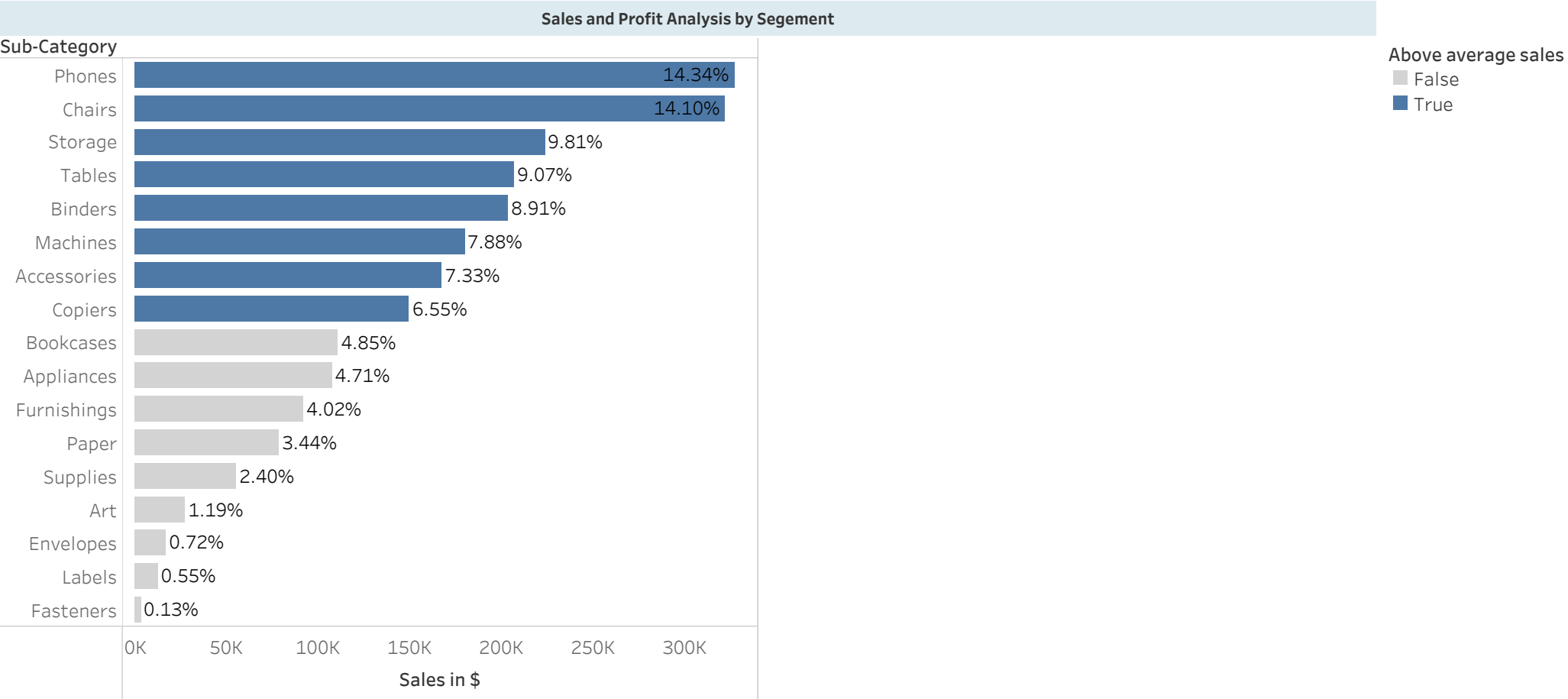
Total Sales by Subcategory

Category	Sub-Catego..	
Furniture	Furnishings	4.02%
	Bookcases	4.85%
	Tables	9.07%
	Chairs	14.10%
Office Supplies	Fasteners	0.13%
	Labels	0.55%
	Envelopes	0.72%
	Art	1.19%
	Supplies	2.40%
	Paper	3.44%
	Appliances	4.71%
	Binders	8.91%
	Storage	9.81%
Technology	Copiers	6.55%
	Accessories	7.33%
	Machines	7.88%
	Phones	14.34%

Sales in $

Category
- Furniture
- Office Supplies
- Technology
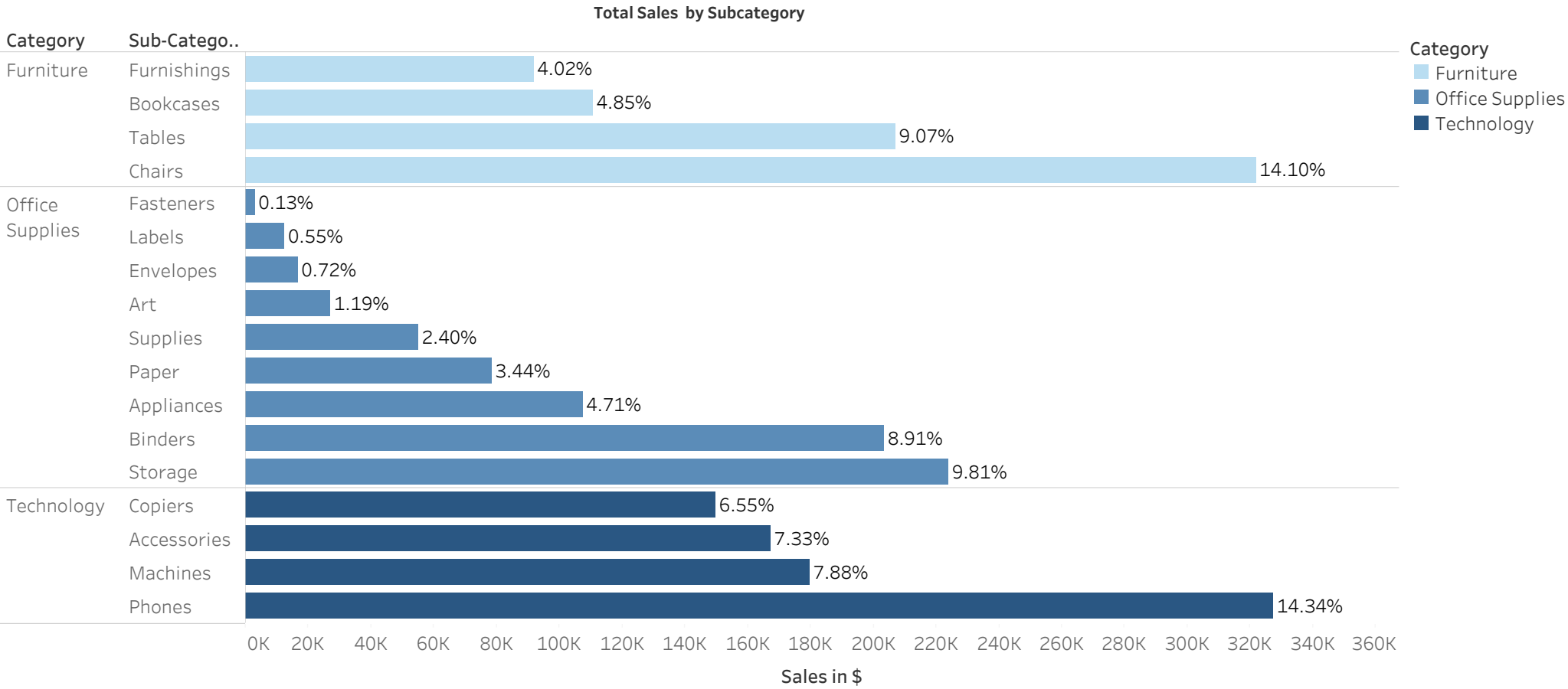
Sum of Sales for each Sub-Category broken down by Category. Color shows details about Category. The marks are labeled by % of Total Sales. The data is filtered on Order Date Month, Order Date Year and Segment. The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Daily Sale Analysis

Day of ..	January	February	March	April	May	June	July	August	September	October	November	December
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Sales
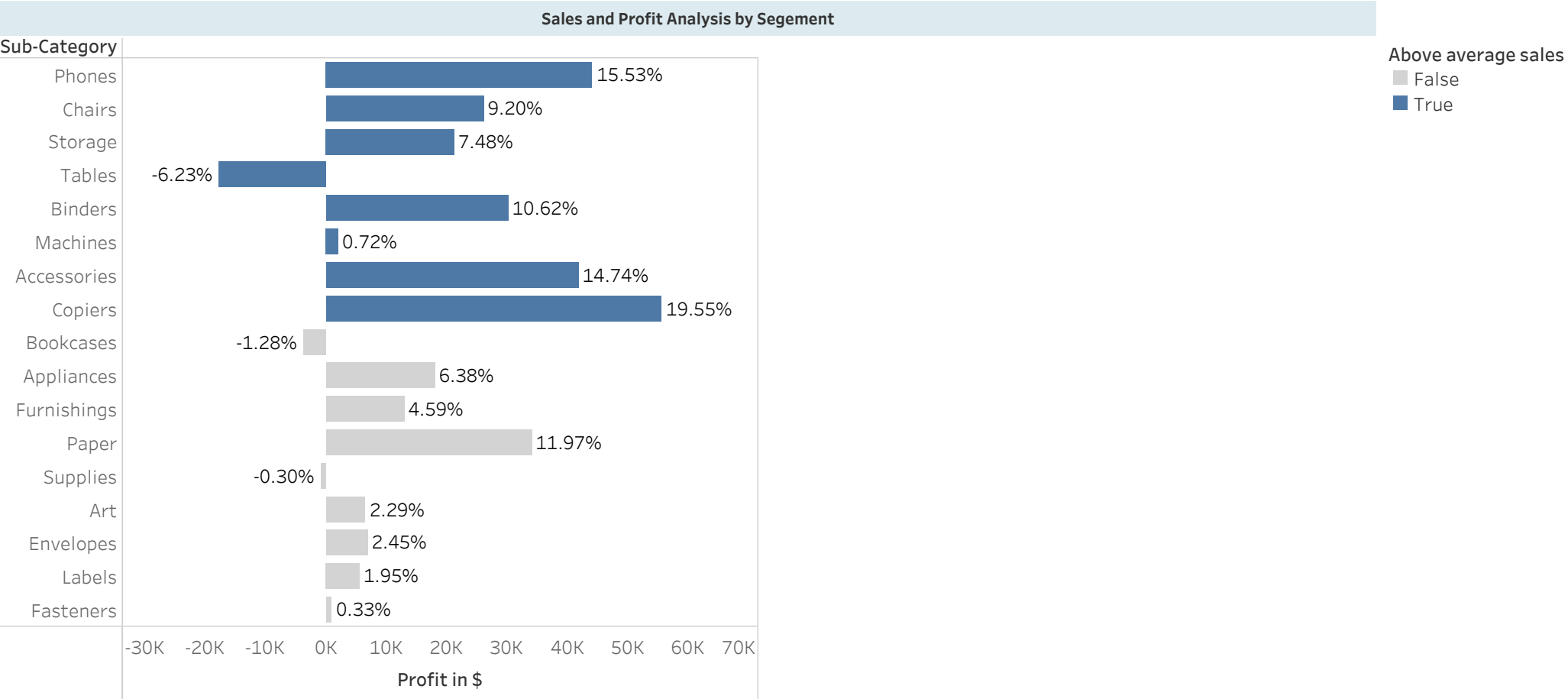- 51
- 10,000
- 20,000
- 31,010
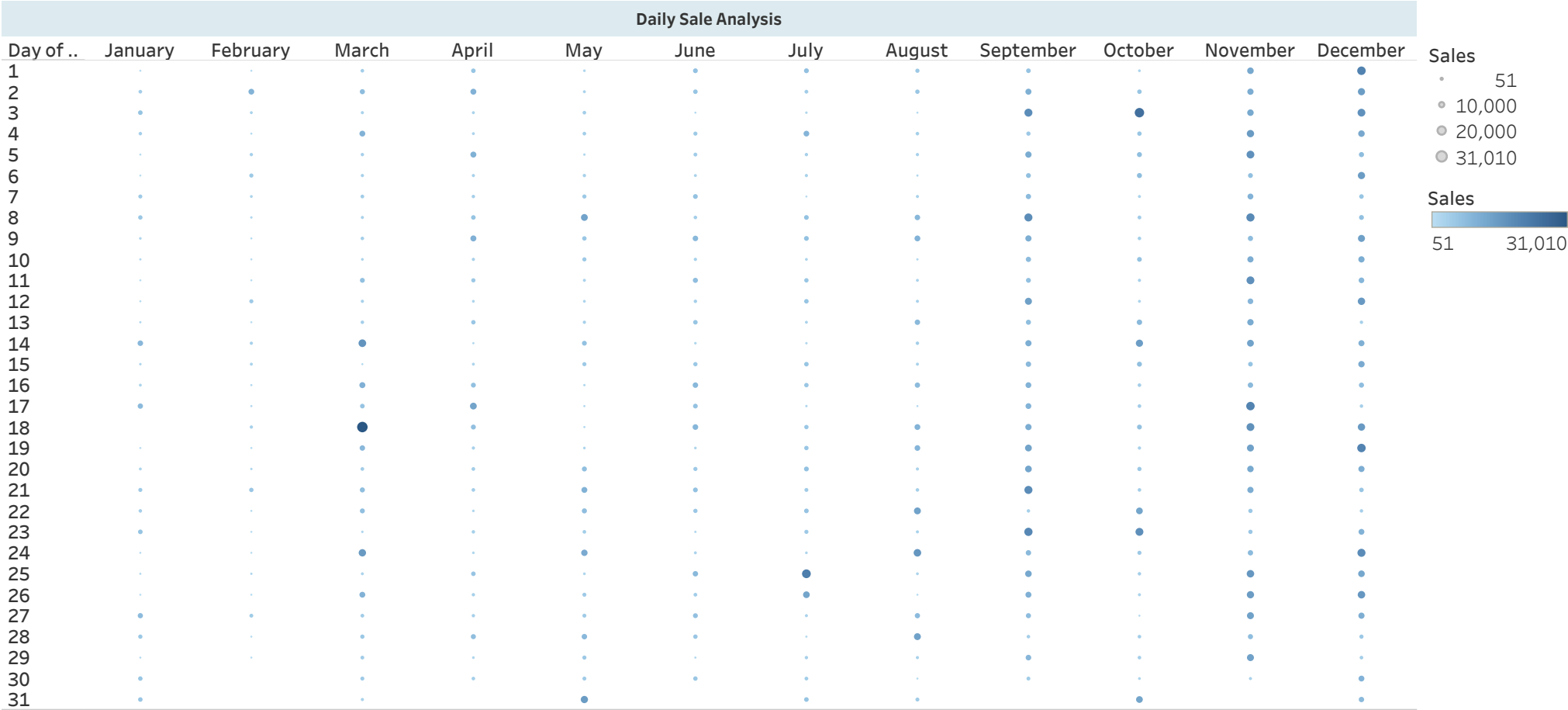
Sales
51   31,010

Sum of Sales (color) and sum of Sales (size) broken down by Order Date Month vs. Order Date Day. The data is filtered on Order Date Year, Segment, Category, Action (Category) and Action (YEAR(Order Date)). The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The Action (YEAR(Order Date)) filter keeps 4 members. The view is filtered on Order Date Month, which keeps 12 of 12 members.

Discount vs. Profit Margin Analysis
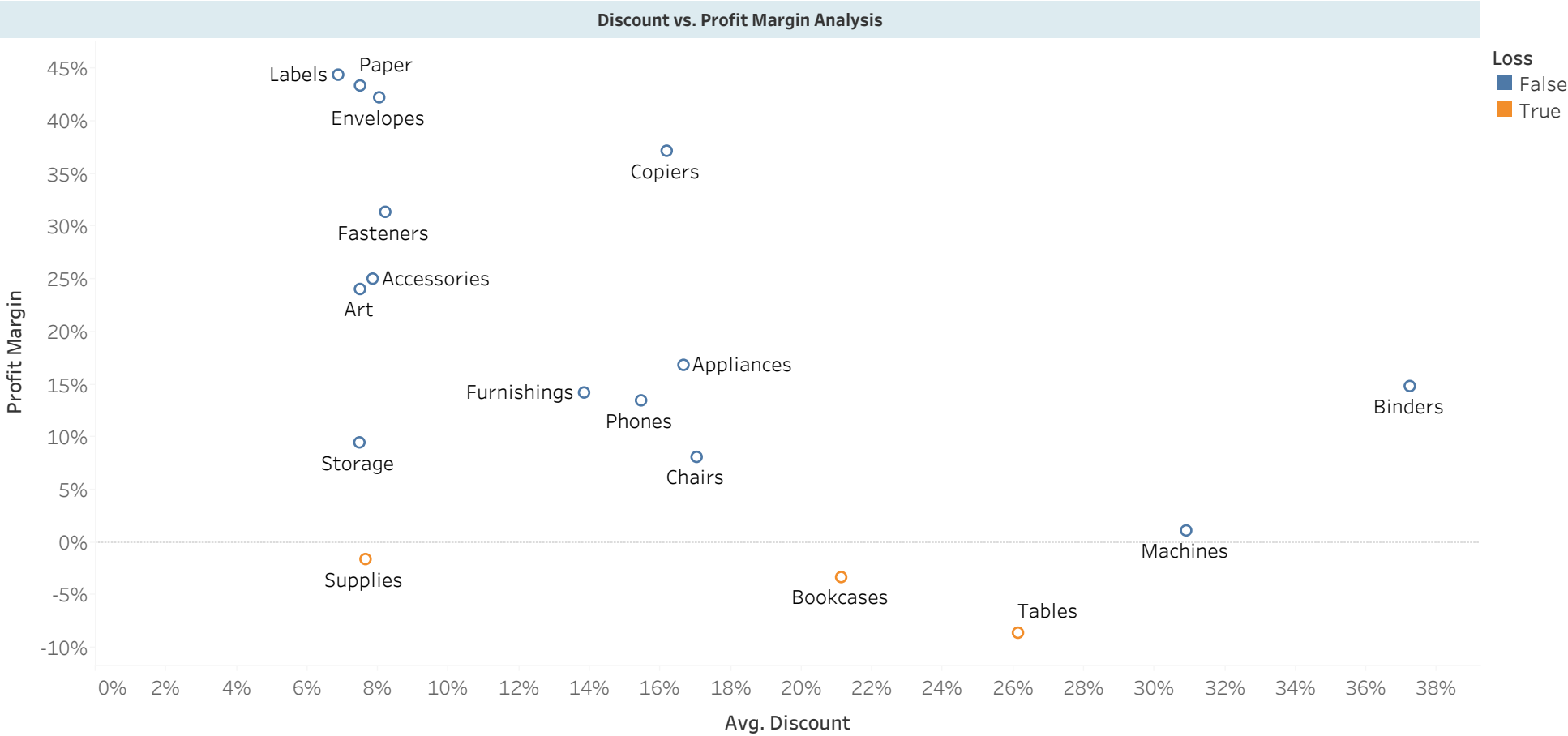
Average of Discount vs. Profit Margin. Color shows details about Loss. The marks are labeled by Sub-Category. The data is filtered on Action (Sub-Category), Order Date Month, Order Date Year, Segment, Category, Action (Category) and Action (YEAR(Order Date)). The Action (Sub-Category) filter keeps 17 members. The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The Action (YEAR(Order Date)) filter keeps 4 members.

Sales and Profit Analysis by Segement

Sub-Category

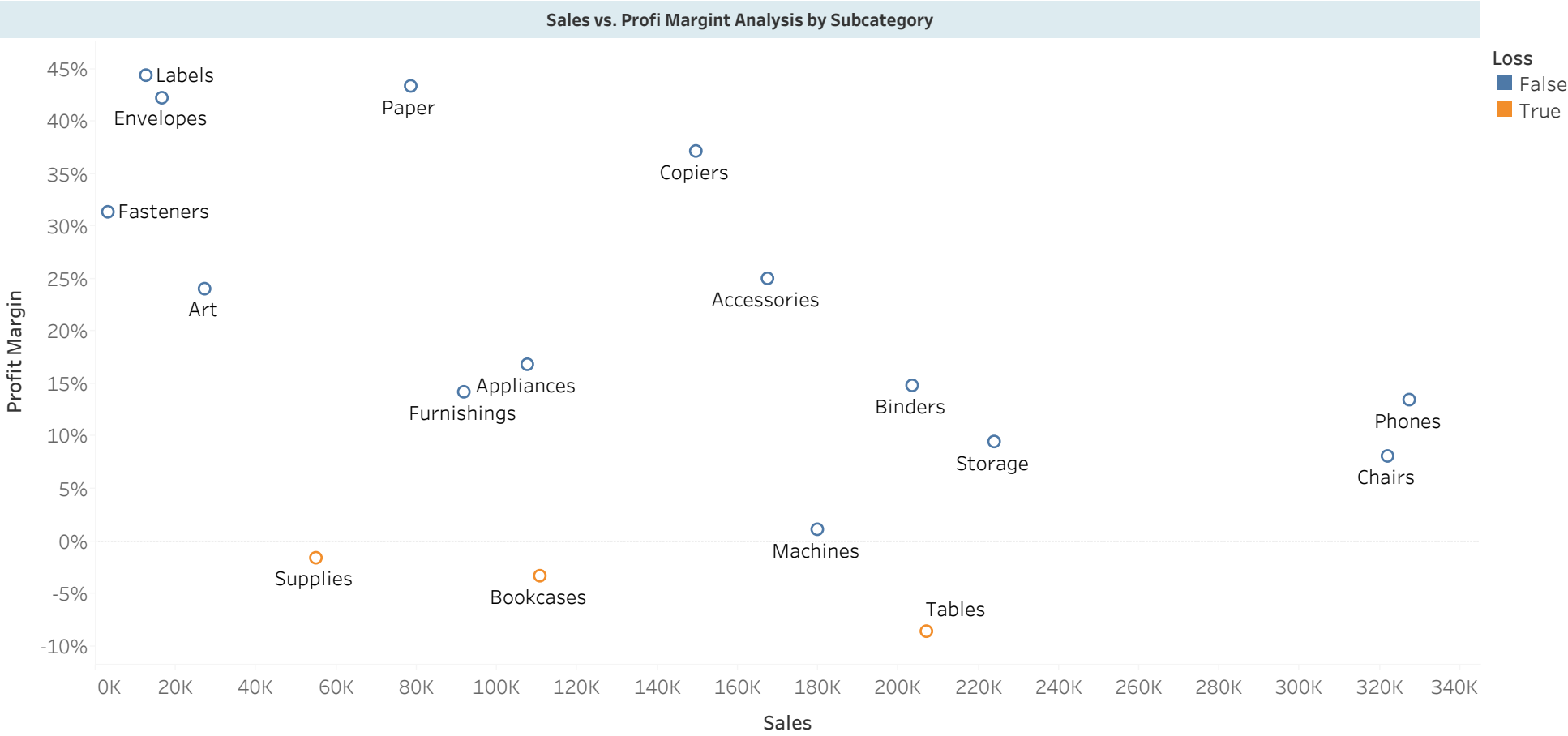| Sub-Category	%
Phones	14.34%
Chairs	14.10%
Storage	9.81%
Tables	9.07%
Binders	8.91%
Machines	7.88%
Accessories	7.33%
Copiers	6.55%
Bookcases	4.85%
Appliances	4.71%
Furnishings	4.02%
Paper	3.44%
Supplies	2.40%
Art	1.19%
Envelopes	0.72%
Labels	0.55%
Fasteners	0.13%

Sales in $

Above average sales
- False
- True

Sum of Sales and sum of Profit for each Sub-Category. Color shows details about Above average sales. For pane Sum of Sales: The marks are labeled by % of Total Sales. For pane Sum of Profit: The marks are labeled by % of Total Profit. The data is filtered on Action (Sub-Category), Order Date Month, Order Date Year, Segment, Category, Action (Category) and Action (YEAR(Order Date)). The Action (Sub-Category) filter keeps 17 members. The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The Action (YEAR(Order Date)) filter keeps 4 members.

Sales and Profit Analysis by Segement

Sub-Category

Sub-Category	%
Phones	15.53%
Chairs	9.20%
Storage	7.48%
Tables	-6.23%
Binders	10.62%
Machines	0.72%
Accessories	14.74%
Copiers	19.55%
Bookcases	-1.28%
Appliances	6.38%
Furnishings	4.59%
Paper	11.97%
Supplies	-0.30%
Art	2.29%
Envelopes	2.45%
Labels	1.95%
Fasteners	0.33%

Profit in $

-30K -20K -10K 0K 10K 20K 30K 40K 50K 60K 70K

Above average sales
☐ False
■ True

Sum of Sales and sum of Profit for each Sub-Category. Color shows details about Above average sales. For pane Sum of Sales: The marks are labeled by % of Total Sales. For pane Sum of Profit: The marks are labeled by % of Total Profit. The data is filtered on Action (Sub-Category), Order Date Month, Order Date Year, Segment, Category, Action (Category) and Action (YEAR(Order Date)). The Action (Sub-Category) filter keeps 17 members. The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The Action (YEAR(Order Date)) filter keeps 4 members.

Sales and Profit Overview by Region

West	East	Central
Total Revenue: $730K	Total Revenue: $671K	Total Revenue: $495K
Total Profit:$108K	Total Profit:$91K	Total Profit:$40K

South
Total Revenue: $386K
Total Profit:$45K

Revenue
$386K $730K

Region, String Revenue and String Profit. Color shows Revenue . Size shows sum of Profit. The marks are labeled by Region, String Revenue and String Profit. The data is filtered on Order Date Month, Order Date Year, Action (YEAR(Order Date)), Segment, Category and Action (Category). The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Action (YEAR(Order Date)) filter keeps 4 members. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members.

Sales vs. Profi Margint Analysis by Subcategory

Loss
- ■ False
- ■ True

Profit Margin (y-axis): 45%, 40%, 35%, 30%, 25%, 20%, 15%, 10%, 5%, 0%, -5%, -10%

Sales (x-axis): 0K, 20K, 40K, 60K, 80K, 100K, 120K, 140K, 160K, 180K, 200K, 220K, 240K, 260K, 280K, 300K, 320K, 340K

Labels: Labels, Envelopes, Paper, Copiers, Fasteners, Art, Accessories, Appliances, Furnishings, Binders, Phones, Storage, Chairs, Machines, Supplies, Bookcases, Tables

Sum of Sales vs. Profit Margin. Color shows details about Loss. The marks are labeled by Sub-Category. Details are shown for Sub-Category. The data is filtered on Order Date Month, Order Date Year, Segment, Category, Action (Category) and Action (YEAR(Order Date)). The Order Date Month filter keeps 12 of 12 members. The Order Date Year filter keeps 2011, 2012, 2013 and 2014. The Segment filter keeps Consumer, Corporate and Home Office. The Category filter keeps Furniture, Office Supplies and Technology. The Action (Category) filter keeps 3 members. The Action (YEAR(Order Date)) filter keeps 4 members.