



Executive Summary

Customer Insights

Product Performance

Shipping & Delivery

time trends

Geographical Insight

14.15%

profit percent1

4117

Count of Orders

\$283.27K

Total of Profit

\$2.35M

Total of Sales

Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

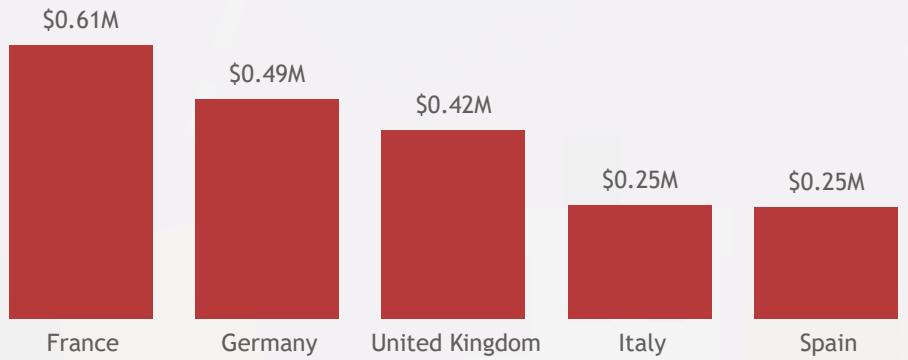
City

All

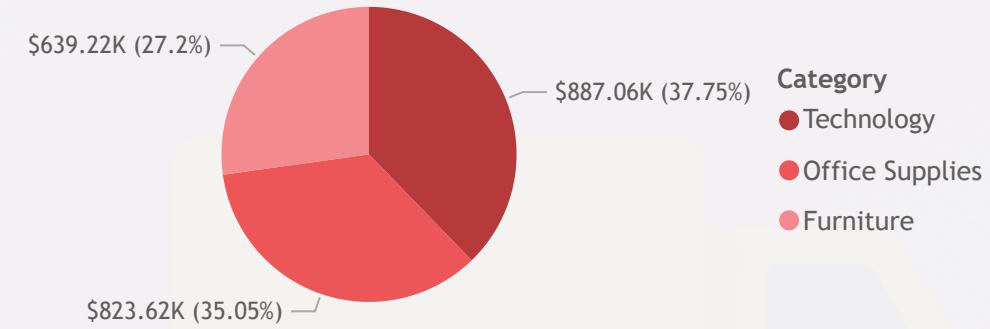
Ship Year

All

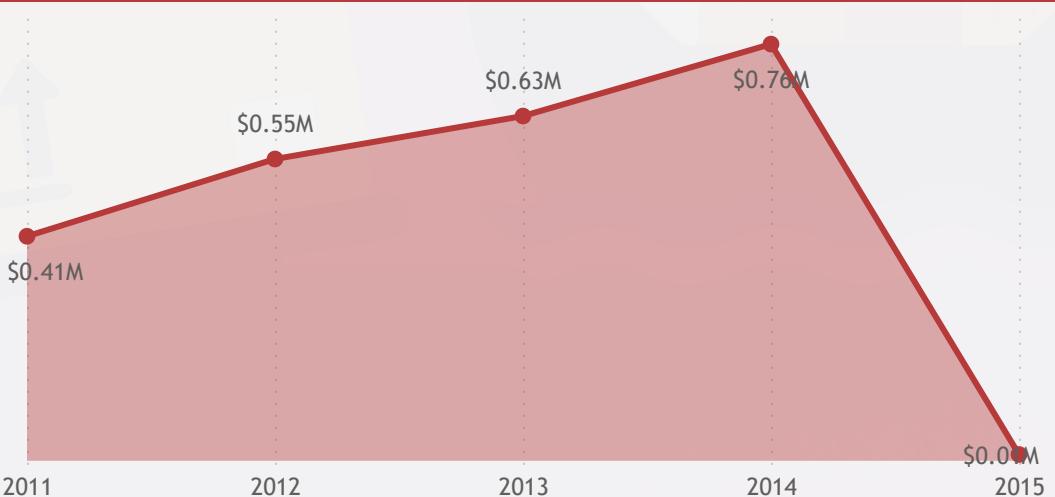
Sales by Country



Sum of Sales by Category



Sales by Ship Year



Sales by Month





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Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

City

All

Ship Year

All

792

Count of Customer

489

Loyal Customer

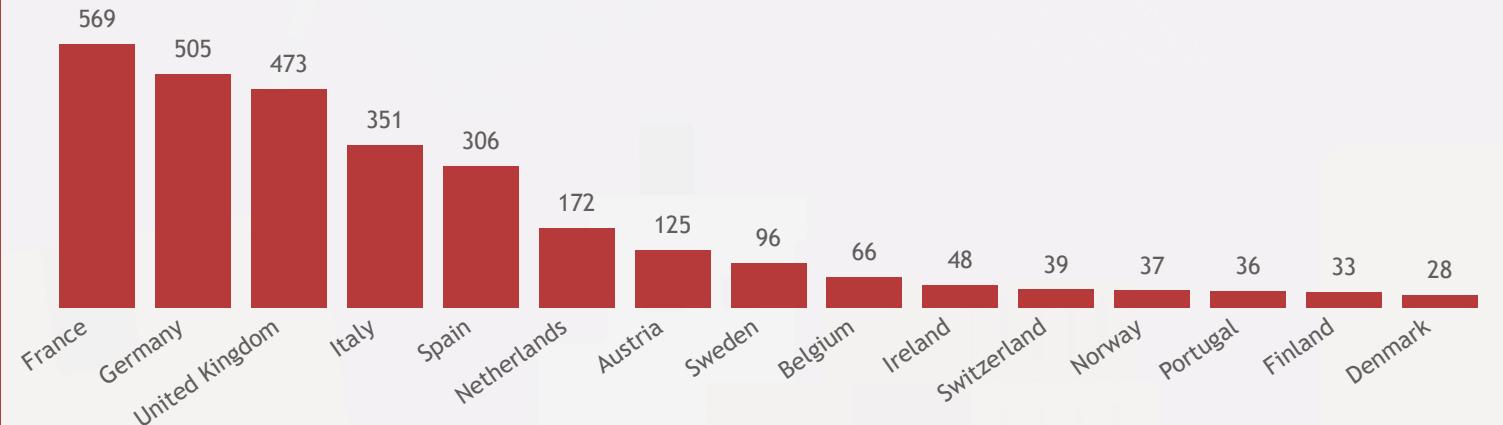
272

Returning Customer

31

New Customer

Count of Customer by Country



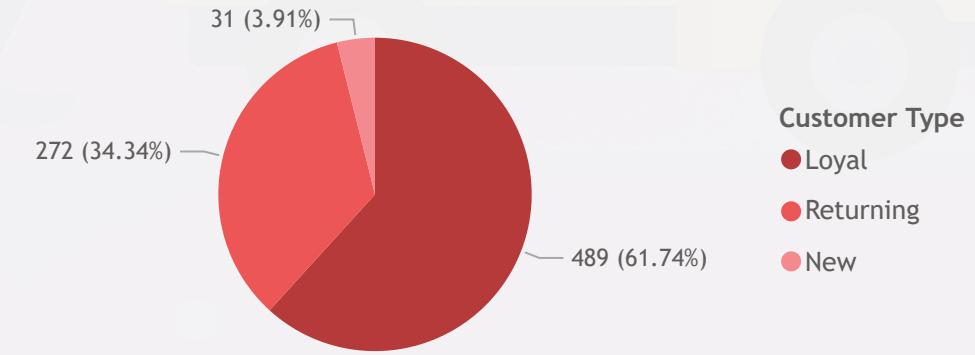
Top 10 Customer Sales

Customer Name	Sum of Sales
Angie Massengill	\$16,146
Lola Hughes	\$13,191
Ashton Charles	\$13,056
Isaac David	\$11,271
Philip Newsom	\$10,893
Joel Peters	\$10,477
Bettie Lang	\$10,466
Audrey Knowles	\$10,363
Total	\$115,514

Top 5 Customer Order



Count of Customer by Type





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\$77.72

Average of Unit Price

8053

Count of Product

Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

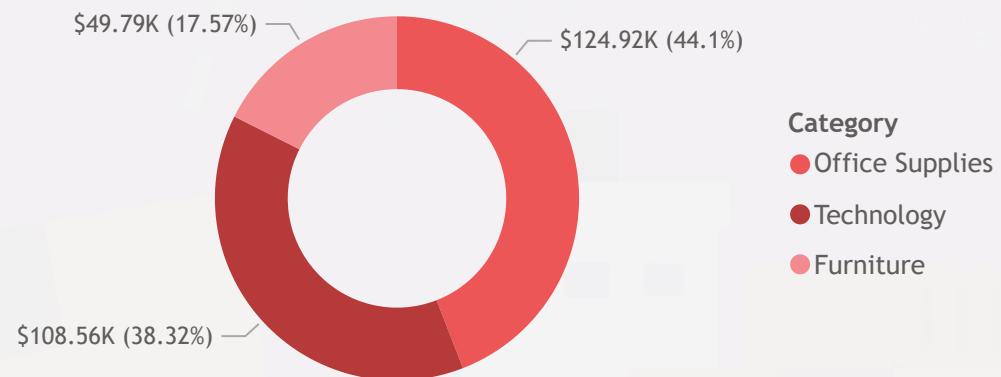
City

All

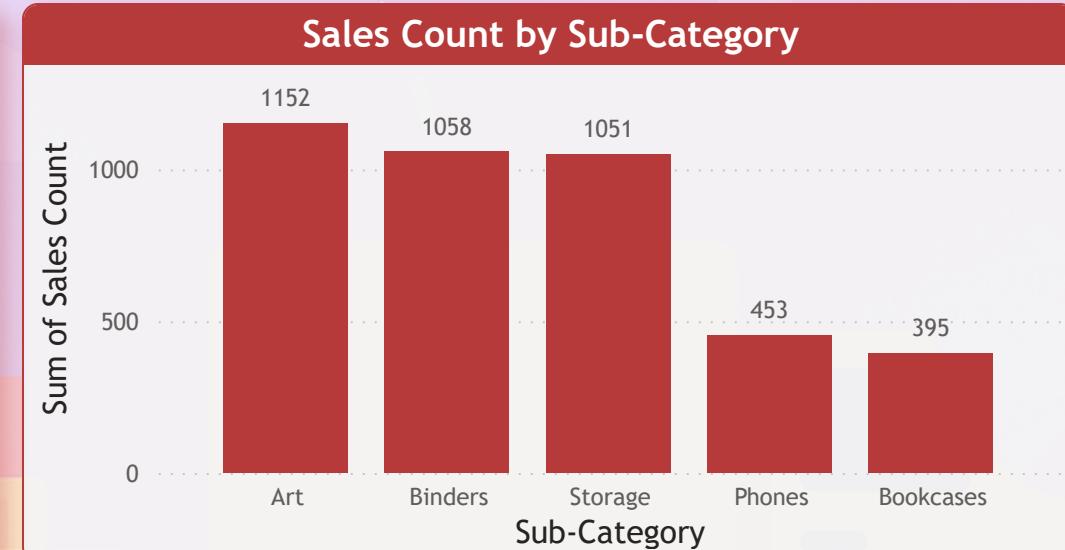
Ship Year

All

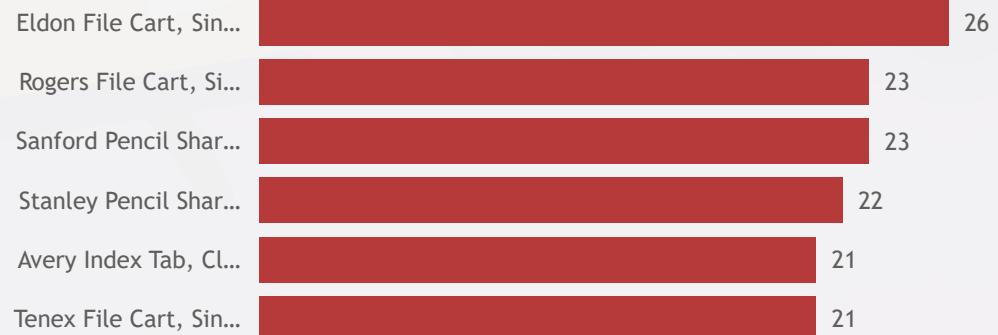
Profit by Category



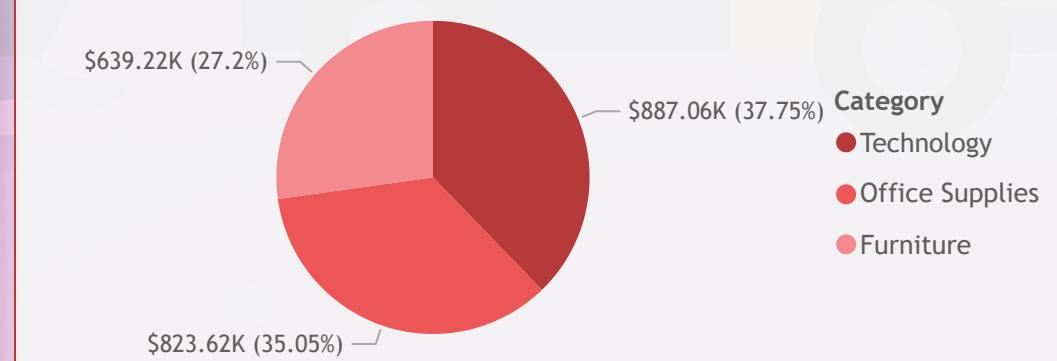
Sales Count by Sub-Category



Sales Count by Product



Sales by Category





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Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

City

All

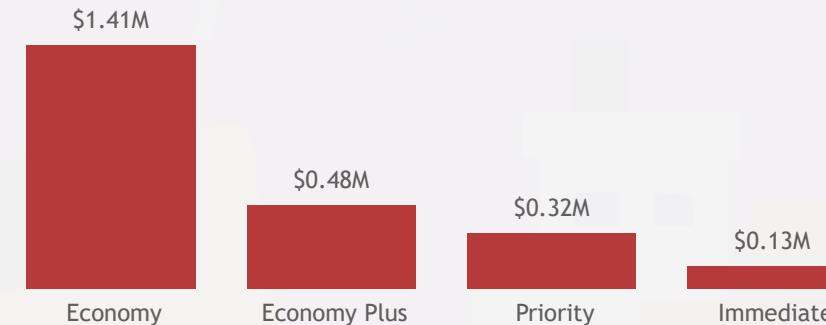
Ship Year

All

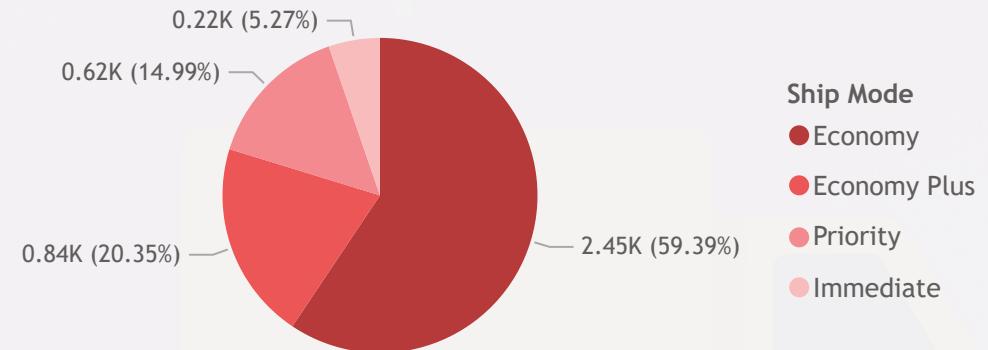
4117

Count of Order

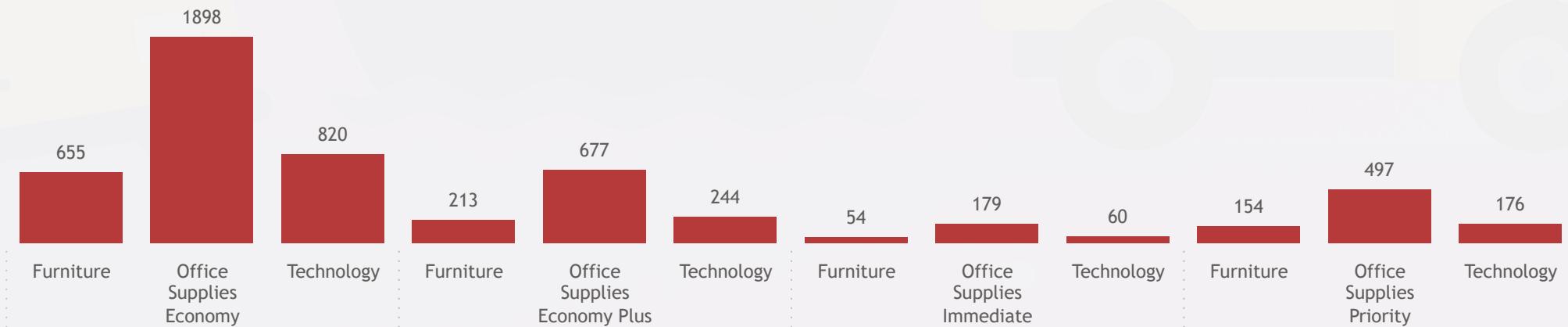
Sales by Ship Mode



Count of Order by Ship Mode



Count of Order by Ship Mode and Category





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Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

City

All

Ship Year

All

Profit Growth 2012 %



21.21%

0.00%

100.00%

Sales Growth 2012 %



34.41%

0.00%

100.00%

Profit Growth 2013 %



18.01%

0.00%

100.00%

Sales Growth 2013 %



14.24%

0.00%

100.00%

Profit Growth 2014 %



9.18%

0.00%

100.00%

Sales Growth 2014 %



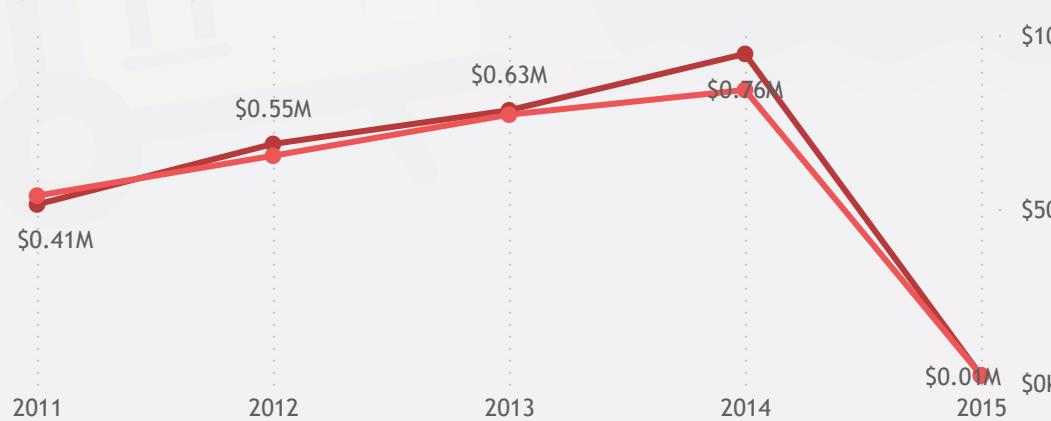
20.87%

0.00%

100.00%

Sales by Ship Year

● Sum of Sales ● Sum of Profit



Sales by Months





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Category

All

Customer Type

All

Sub-Category

All

Ship Mode

All

City

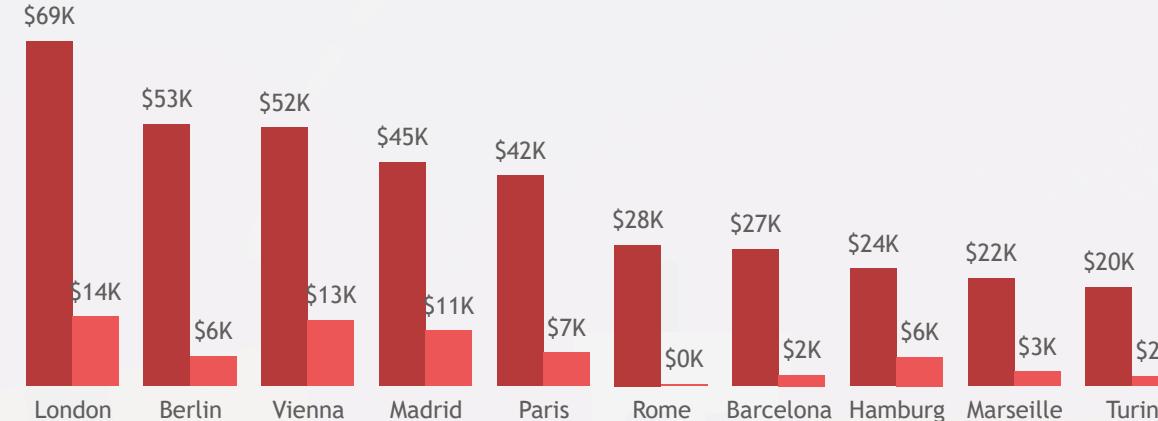
All

Ship Year

All

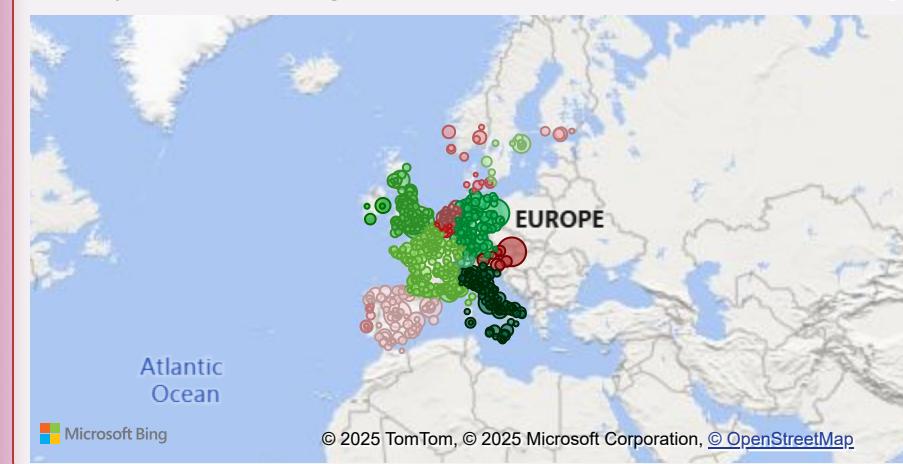
Sales and Profit by City

● Sum of Sales ● Sum of Profit



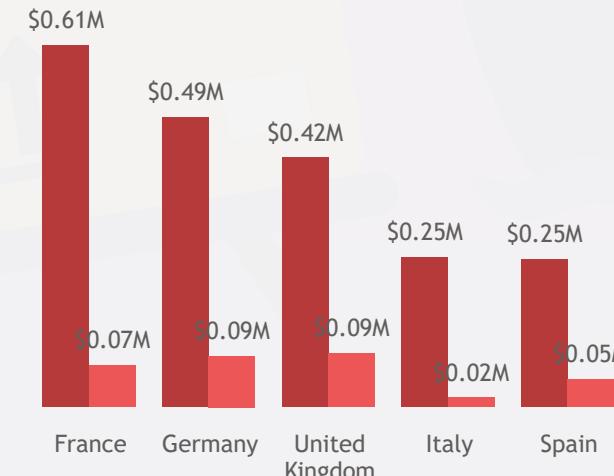
Sales by Country

Country ● Austria ● Belgium ● Denmark ● Finland ● France



Sales and Profit by Country

● Sum of Sales ● Sum of Profit



Category

Furniture

Country

France

City

Paris

Sum of Sales
\$2,349,908

Technology
\$887,063

Office Supplies
\$823,624

Furniture
\$639,221

France
\$174,565

Germany
\$133,447

United Kingdom
\$107,597

Paris
\$13,809

Lille
\$9,702

Toulouse
\$5,833