

Performance Overview

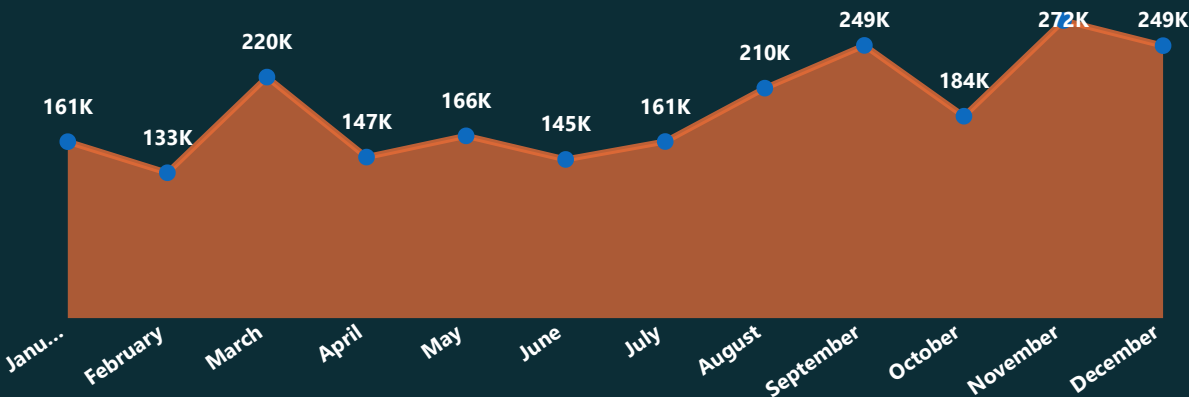
37.9K
Total Quantity

2.3M
Total Sales

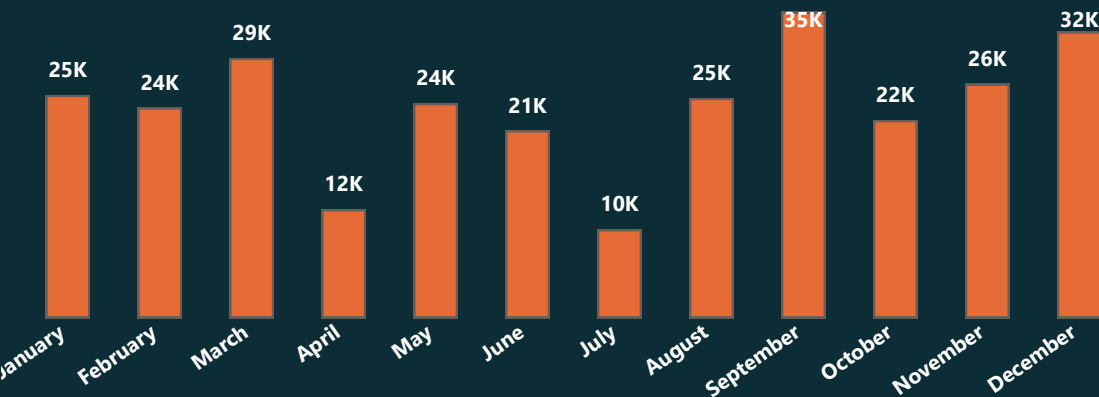
286.4K
Total Profit

Region	
Central	South
East	West

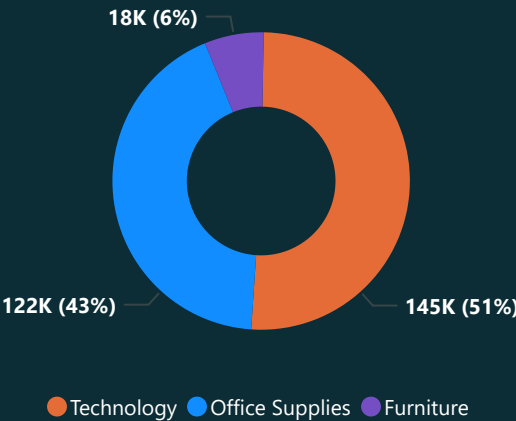
Sales by Month



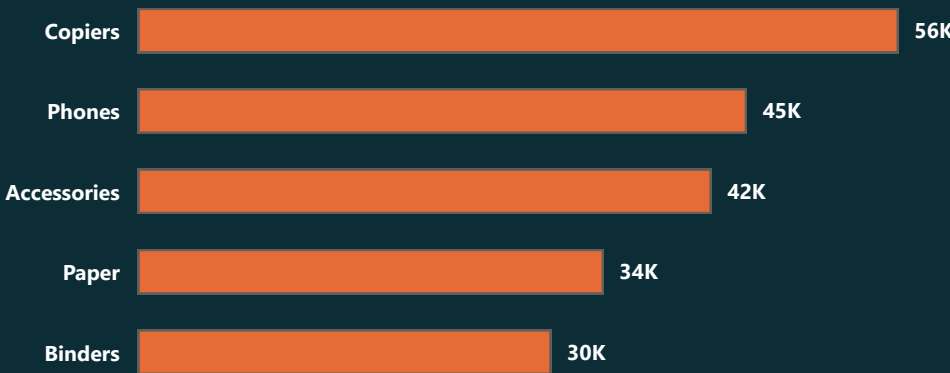
Profit by Month



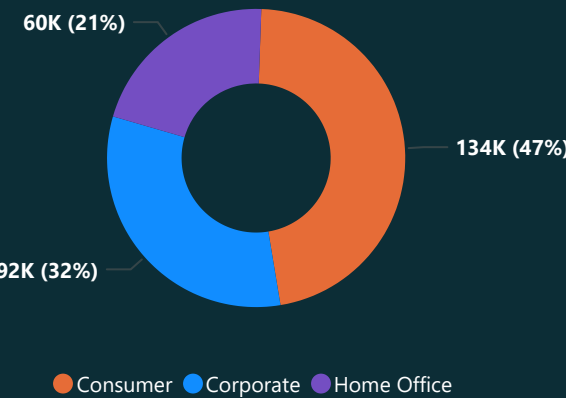
Profit by Category



Profit by Sub-Category



Profit by Segment



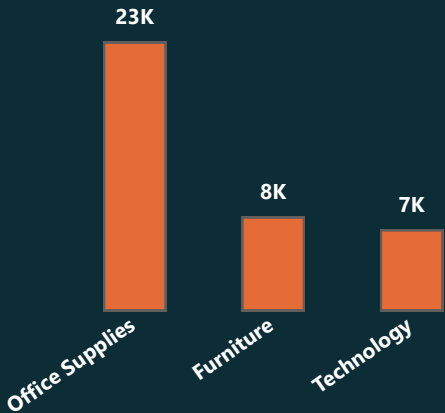
Product and Loss Analysis

0.16
Average Discount

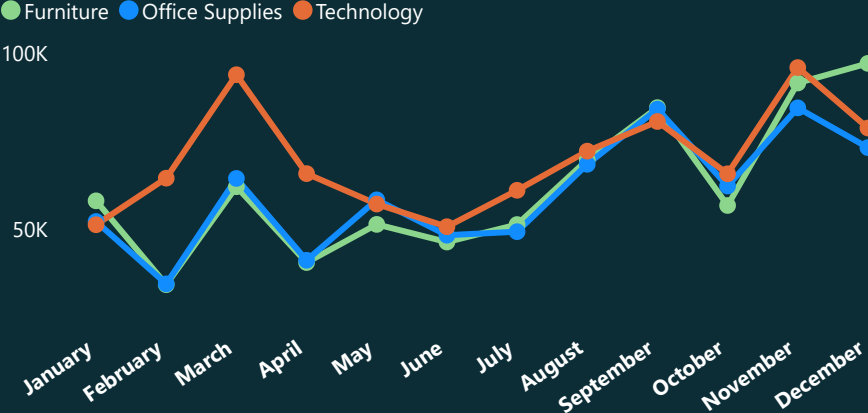
800
Total Returned

0.08
Returned Percentage

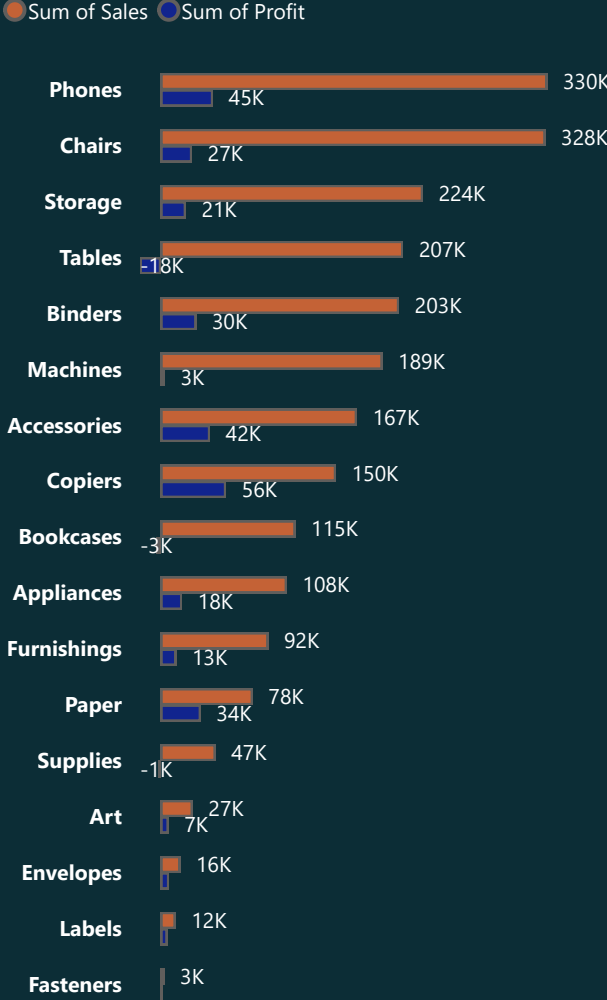
Quantity by Category



Sales by Month and Category



Sales and Profit by Sub-Category



Region

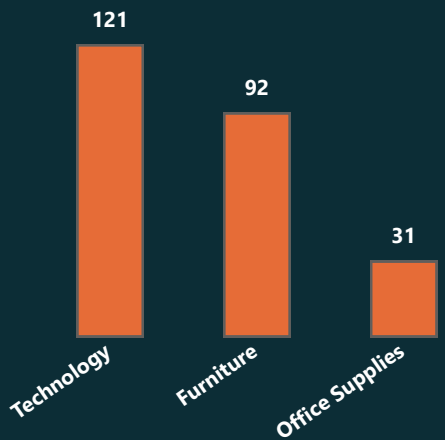
Central

East

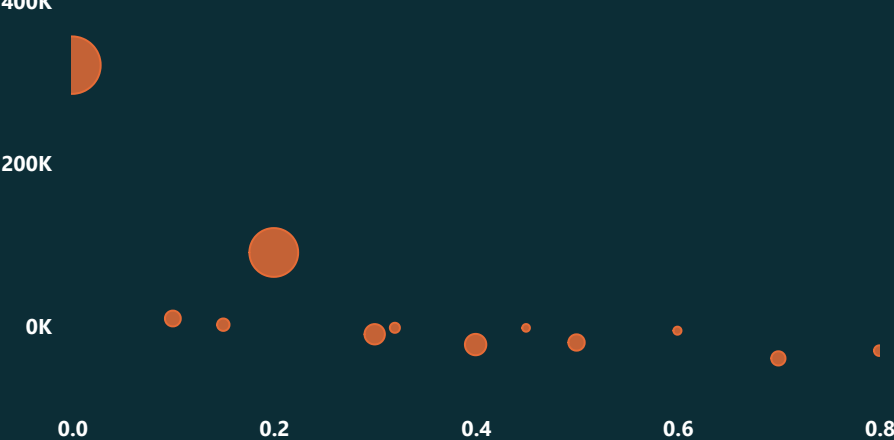
South

West

Percentage of returns per Category



The impact of discounts on profits



Segment

Cons...

Corp...

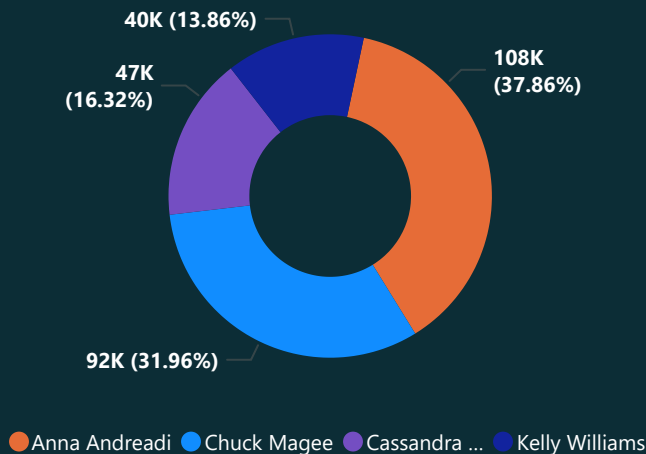
Home Office

Delegate performance and shipping analysis

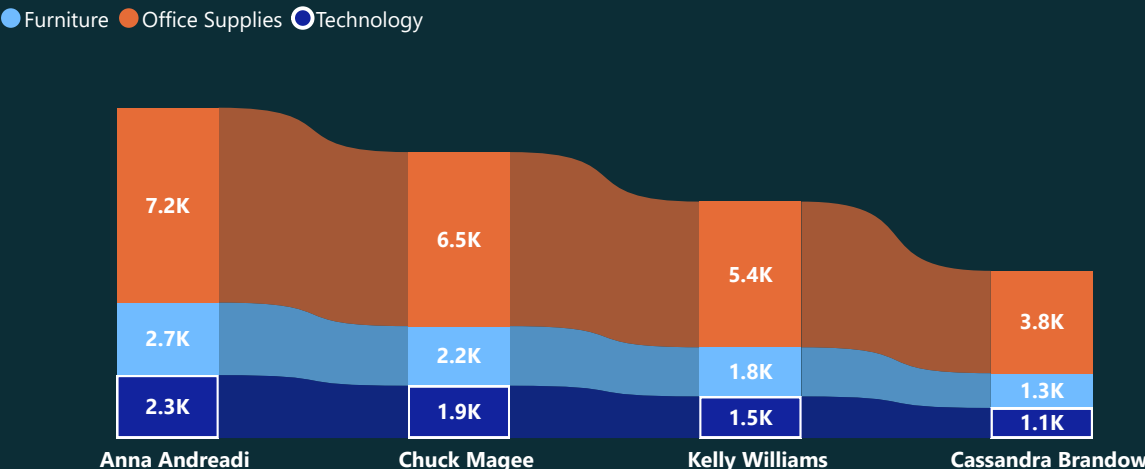
11
Average of OrderToShipDays

Region
All

Profit by Retail Sales People



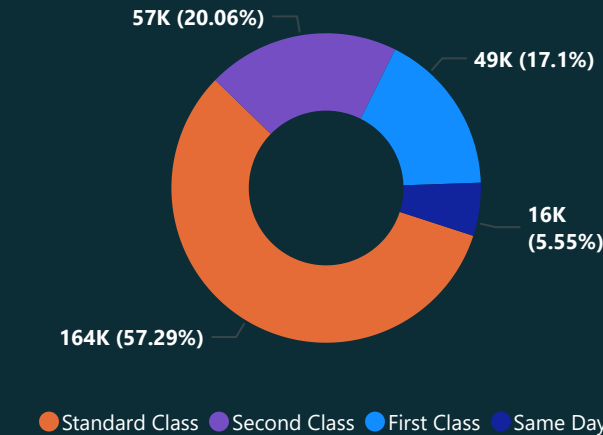
Quantity by Retail Sales People and Category



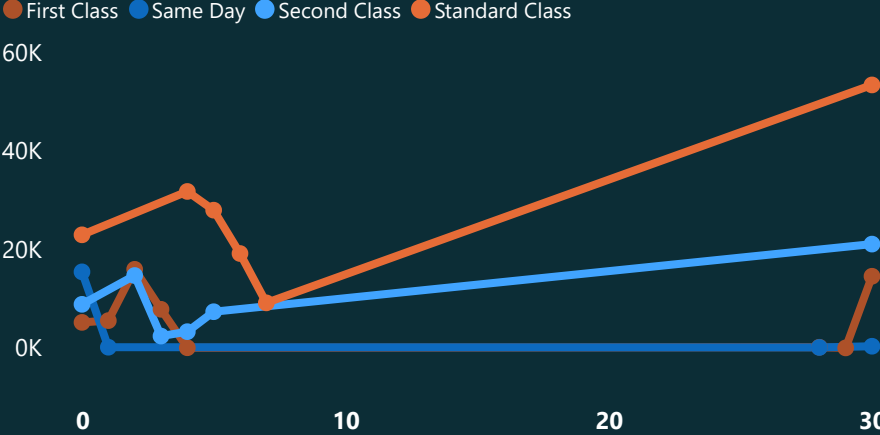
Month

Select all	April
January	May
February	June
March	July

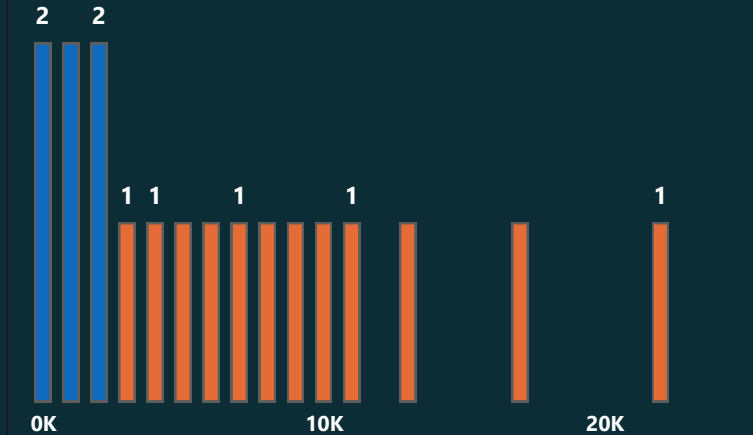
Profit by Ship Mode



The effect of shipping on profits



The relationship between high-value orders and returns



Customer Performance Analysis

793
Customers

Region: All

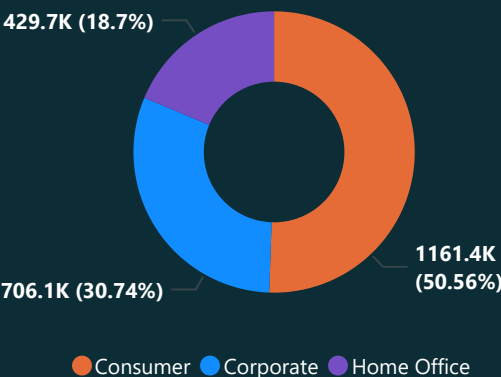
Central

East

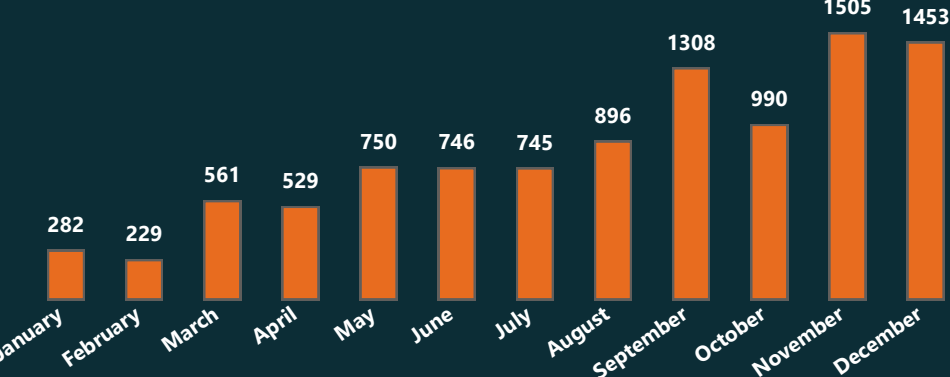
South

West

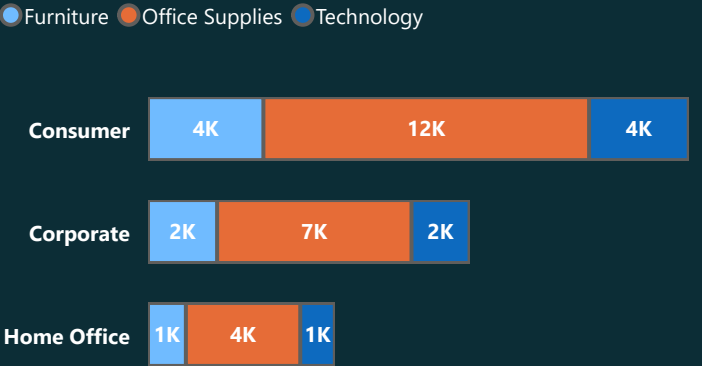
Sales by Segment



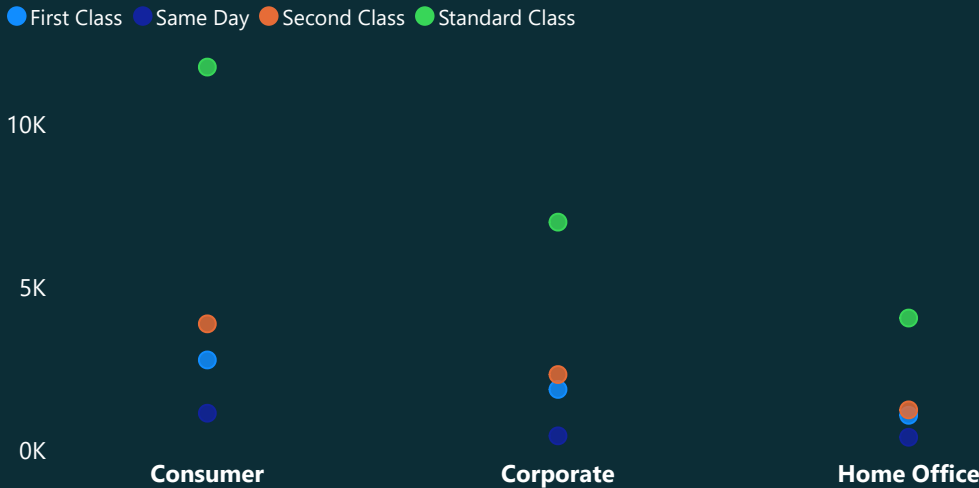
Count of Customer by Month



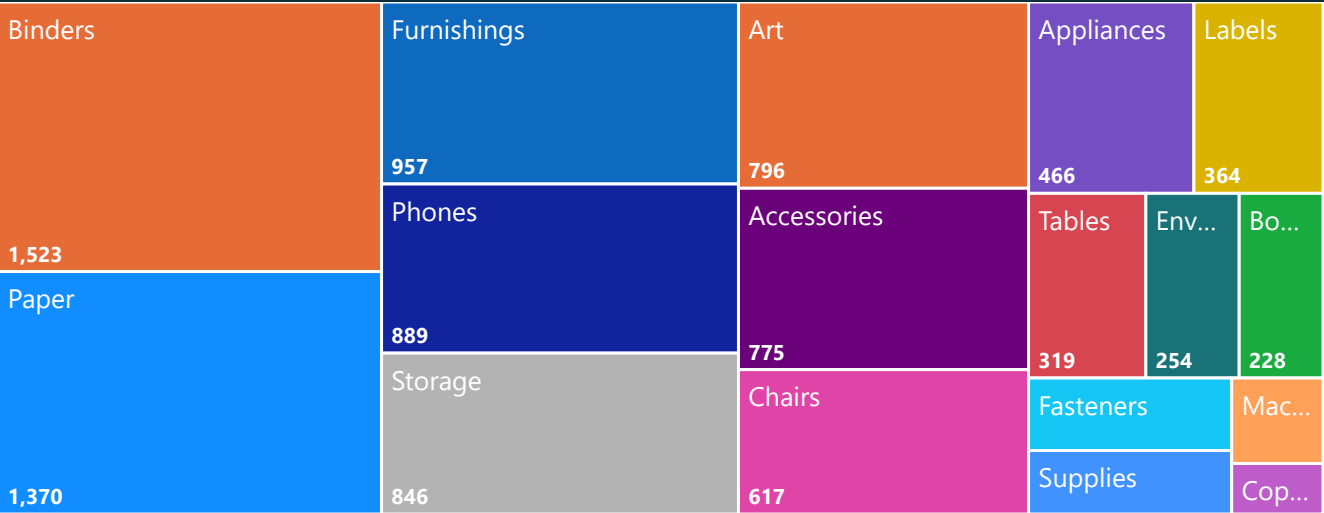
Quantity by Segment



Customer Preferred Shipping

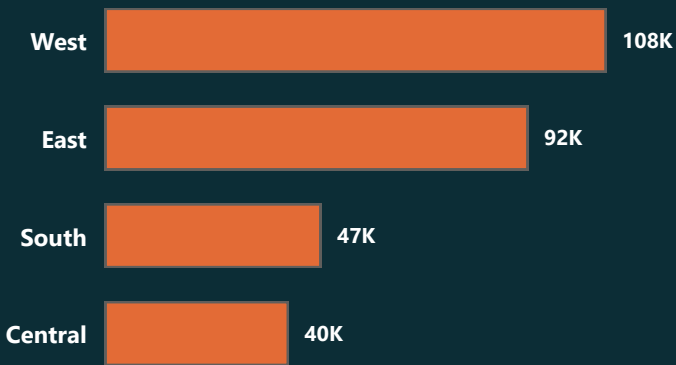


Customer Preferred products

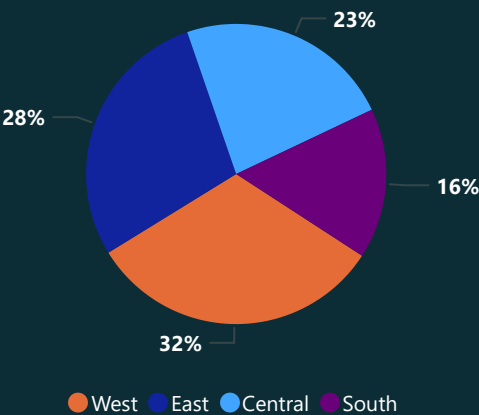


Geographical Analysis

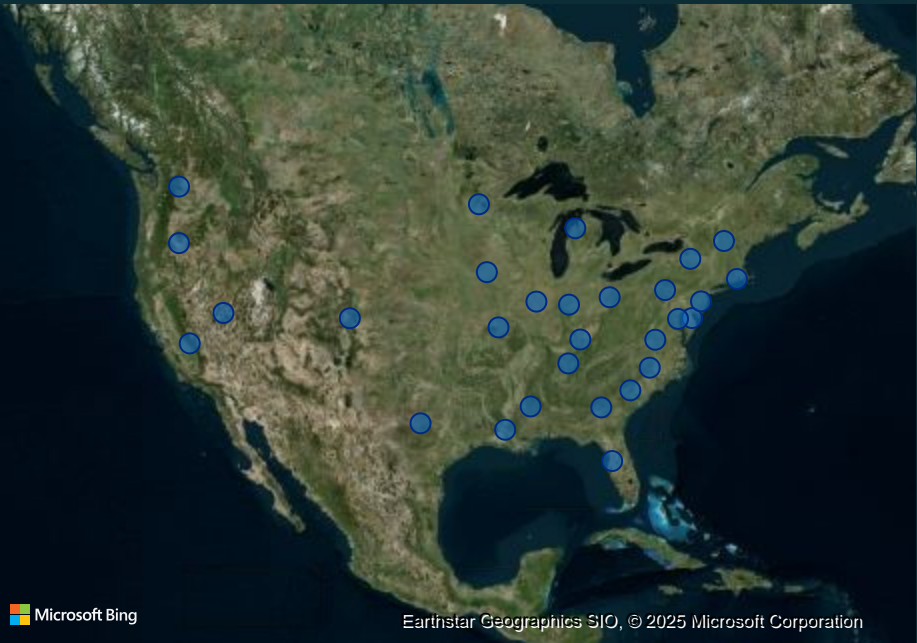
Profit by Region



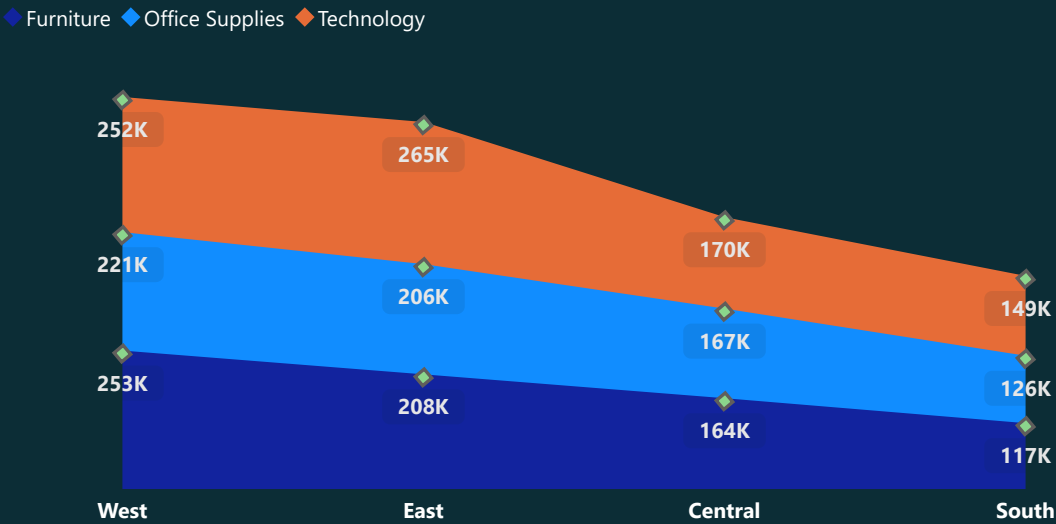
Customer distribution per region



State



Best selling categories for regions



Top 20 cities in terms of sales and profits

Category	Furniture		Office Supplies		Technology	
	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit
Arlington	4K	15	4K	350	13K	3,805
Burlington	8K	339	4K	-651	10K	-3,311
Chicago	12K	-3,516	14K	-6,230	22K	3,092
Columbia	9K	470	13K	4,041	3K	1,095
Columbus	10K	594	14K	3,499	15K	1,805
Dallas	7K	-2,023	6K	-1,505	7K	681