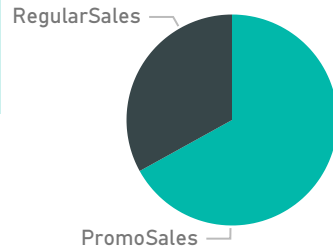


\$5.67bn

PromoSales

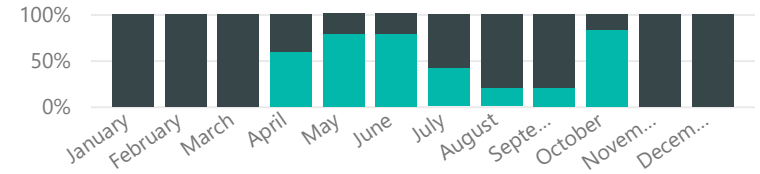
\$126.71M

DiscountAmount



RegularSales, PromoSales, RegularSales, PromoSales, ProfitYTD and ...

RegularSales PromoSales



1.71%

Average of % of TotalSale Discounted

Every \$1 in promotion
generates in Sales

44.75

Sales:Discount Ratio

Year	2007		2008		2009	
MonthName	PromoSales	PromoSalesYTD	PromoSales	PromoSalesYTD	PromoSales	PromoSalesYTD
January	\$19,75,15,743.80	\$19,75,15,743.80	\$18,77,19,290.47	\$18,77,19,290.47	\$18,76,05,615.78	\$18,76,05,615.78
February	\$21,28,14,019.55	\$41,03,29,763.35	\$19,44,04,066.05	\$38,21,23,356.52	\$18,41,94,371.01	\$37,17,99,986.79
March	\$20,75,18,126.72	\$61,78,47,890.07	\$18,65,56,384.98	\$56,86,79,741.50	\$18,42,84,916.32	\$55,60,84,903.11
April	\$10,20,03,964.32	\$71,98,51,854.39	\$9,50,89,252.35	\$66,37,68,993.85	\$9,19,49,044.50	\$64,80,33,947.61
May	\$4,71,28,412.28	\$76,69,80,266.67	\$5,46,81,037.08	\$71,84,50,030.93	\$6,03,47,333.70	\$70,83,81,281.31
June	\$4,55,03,355.24	\$81,24,83,621.91	\$5,32,82,331.48	\$77,17,32,362.41	\$5,91,39,450.96	\$76,75,20,732.27
July	\$16,67,53,213.40	\$97,92,36,835.31	\$14,82,48,268.56	\$91,99,80,630.97	\$12,31,66,359.44	\$89,06,87,091.71
August	\$22,56,94,211.66	\$1,20,49,31,046.97	\$18,69,40,033.68	\$1,10,69,20,664.65	\$16,53,88,925.95	\$1,05,60,76,017.66

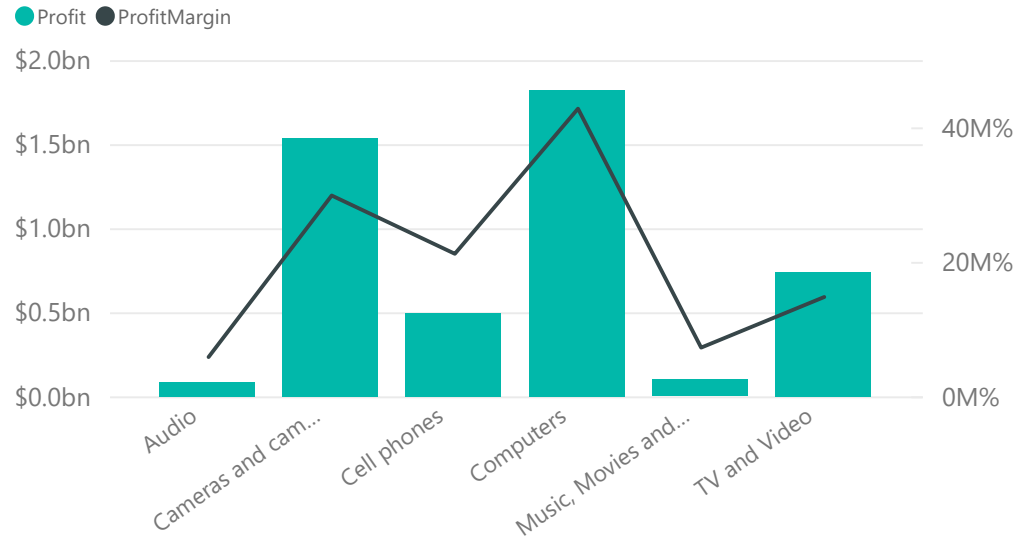
ProductCategoryN... ▾

- (Blank)
- Audio
- Cameras and camc...
- Cell phones
- Computers

ChannelName ▾

- Catalog
- Online
- Reseller
- Store

Profit and ProfitMargin by ProductCategory



Which product categories have the highest profit margins? Which product generate the most dollars in profit? What correlations can be drawn here?

Computers draws the most profit. And it has a relatively high profit margin

Cameras generates a lot of profit, but the profit margin isn't very high. If we could reduce cost we could bring in a much higher profit.

Cell Phones have a very high profit margin, but we're not pulling in the sales numbers to make it significant

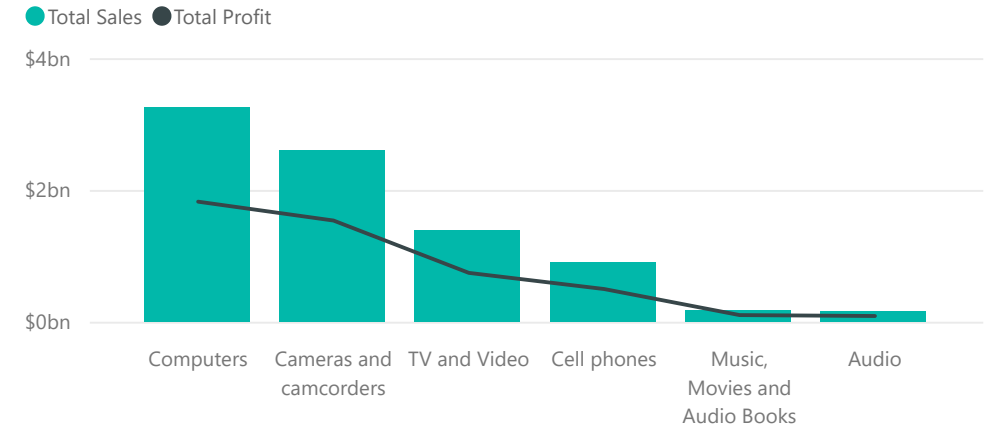
\$4.78bn

Profit

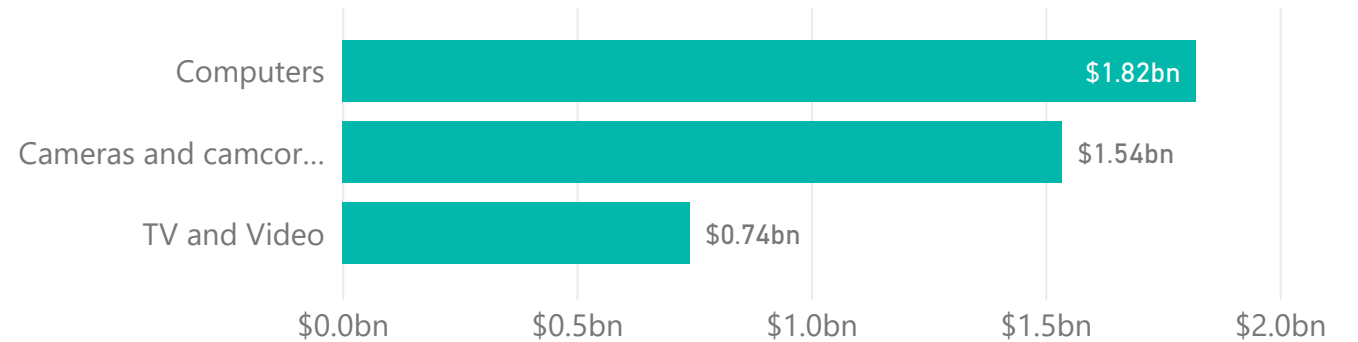
\$8.37bn

Net Sales

Total Sales and Total Profit by ProductCategoryName



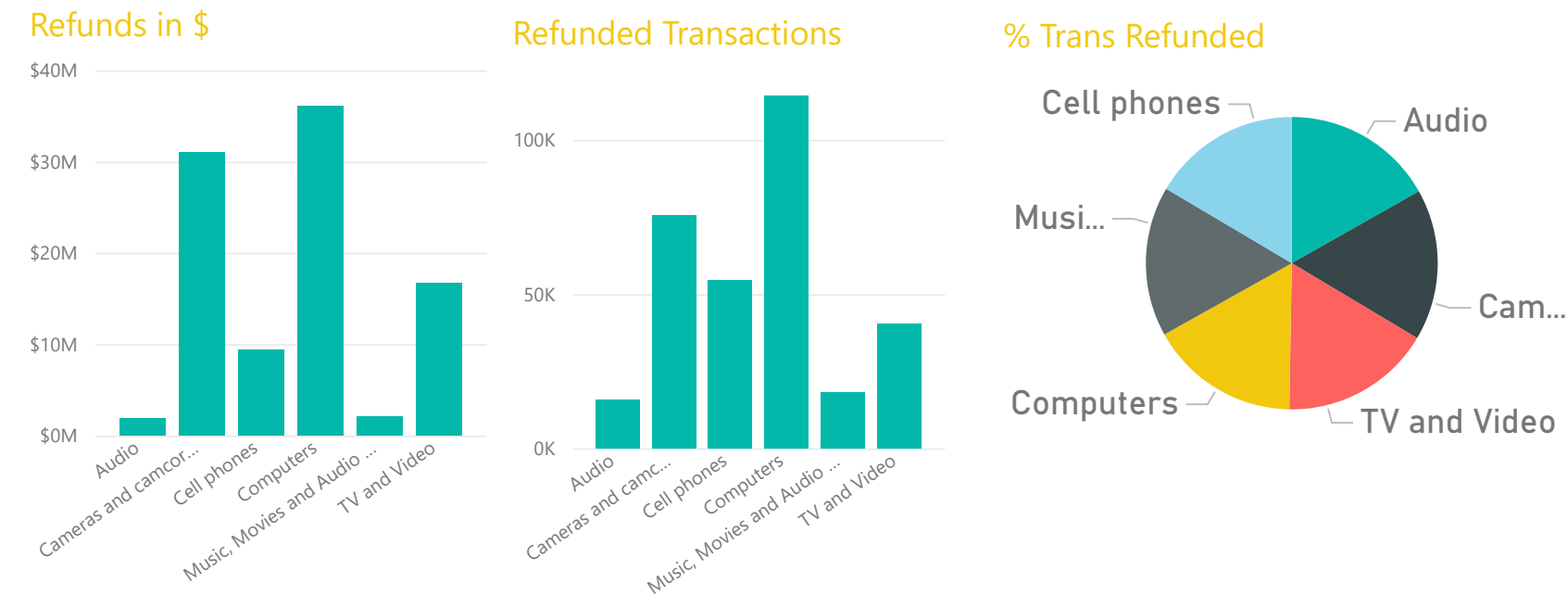
Audio



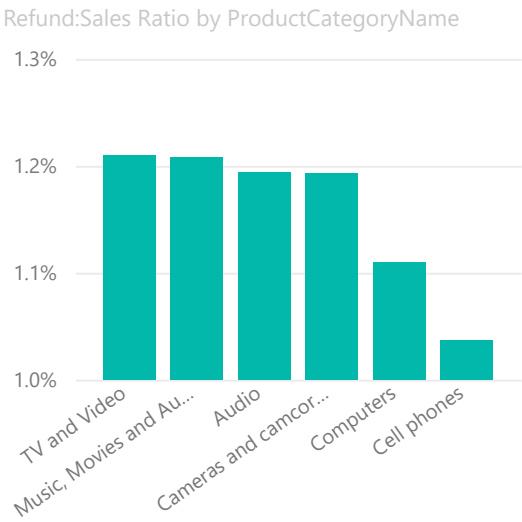
What portion of total sales is refunded?



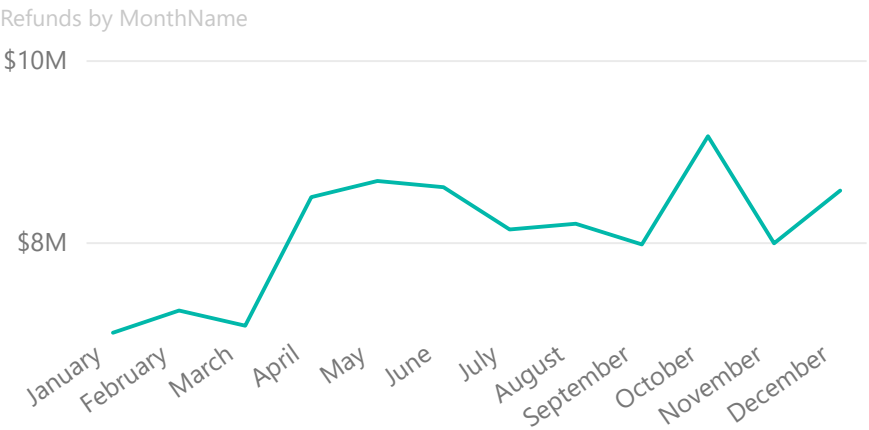
Which Product Category has the most refunds?



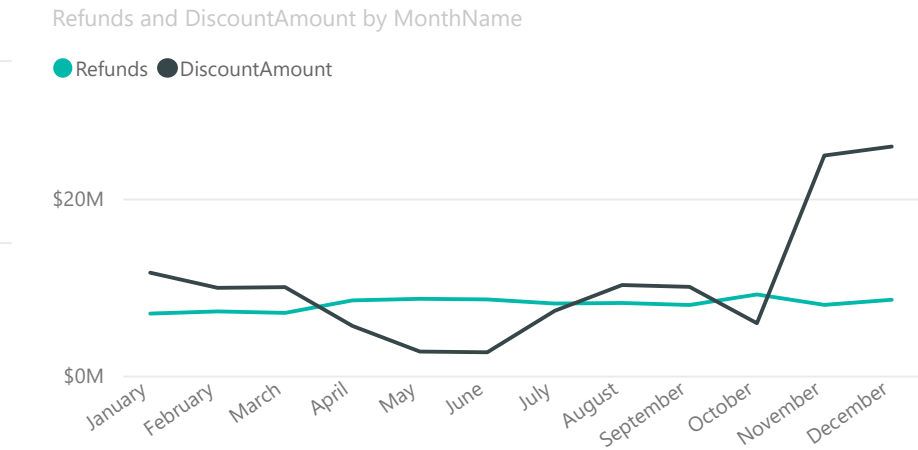
The highest refund:sales ratio?



What time of year brings in the most refunds?

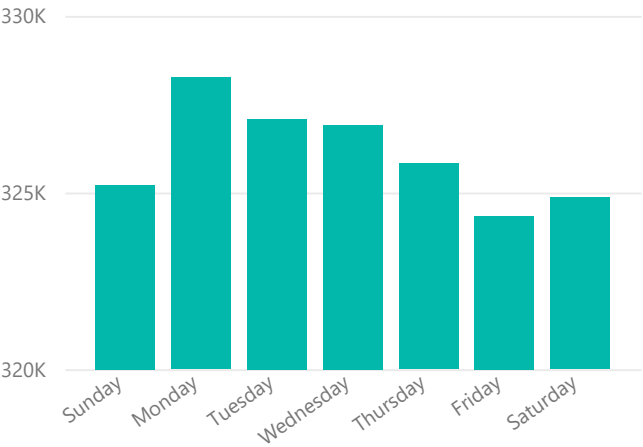


Is there any correlation between promotions being run and refunds?

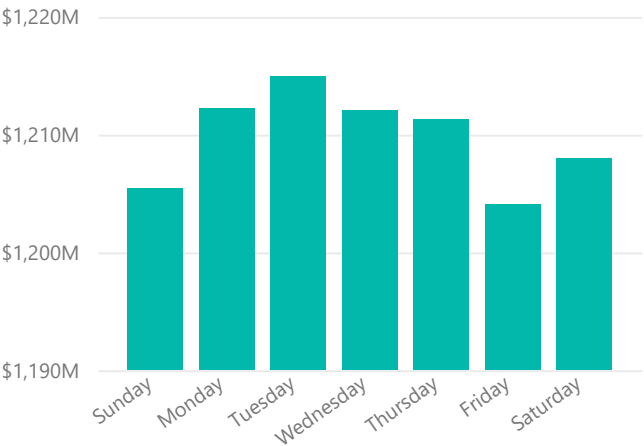


Which days typically have the highest number of transactions? Which days have the highest sales typically?

TotalTransaction by DayName

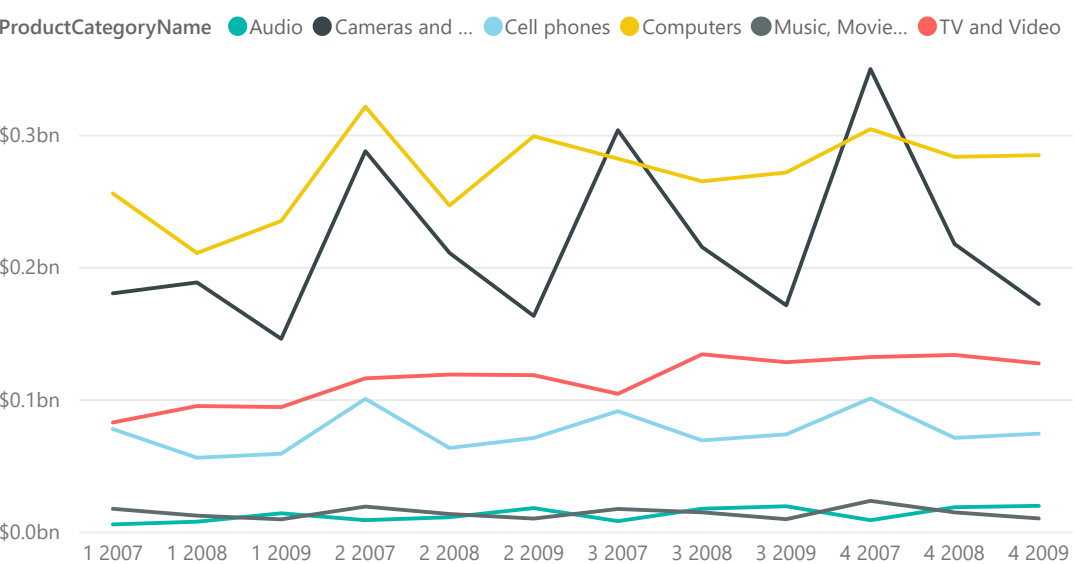


Total Sales by DayName



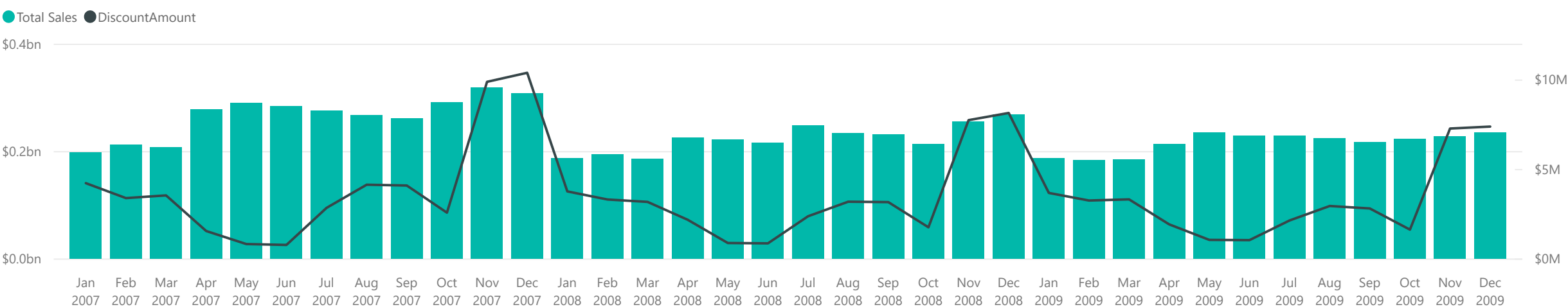
Which Product Category is been declining in sales? Which has been steady?

Total Sales by Qtr & Year and ProductCategoryName



Are the monthly sales trends consistent each year? Which months sell the best?
How does this compare to the promotions being offered at the time?

Total Sales and DiscountAmount by Month & Year



Which locations have been selling the best?

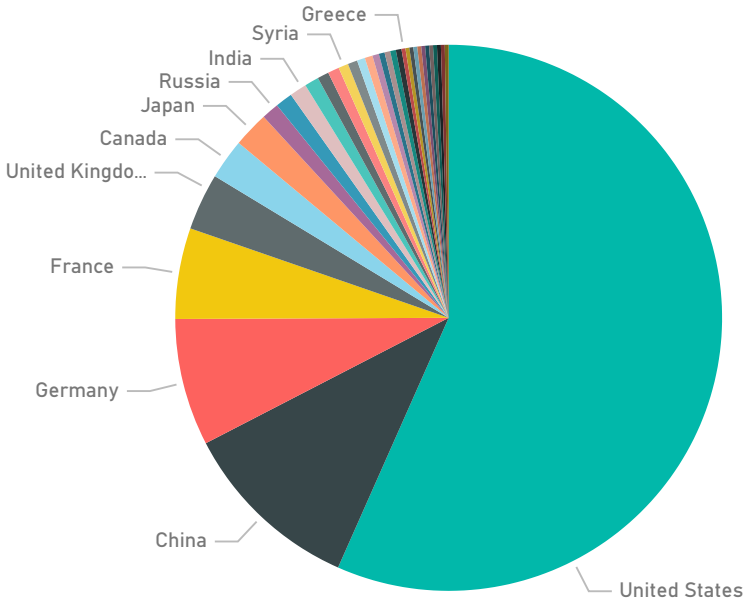
Which locations have the most transactions?

Which locations have the highest profit margin?

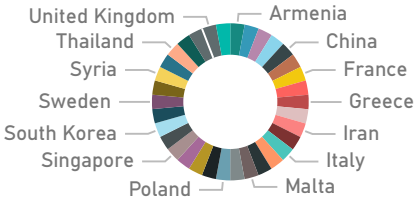
Total Sales by CityName



TotalTransaction by Region

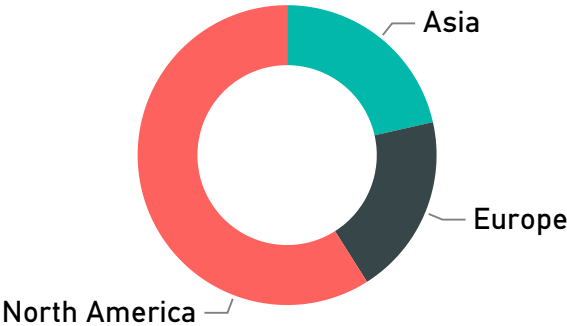


Profit Margin by Region

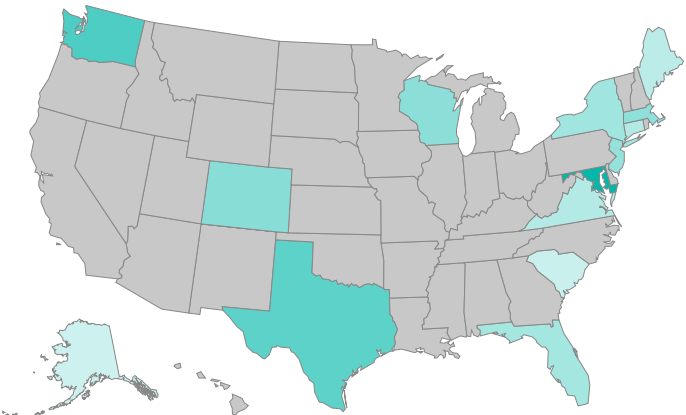


\$8.37bn
Net Sales

Total Sales by Continent Name



TotalTransaction by State



Which locations have the highest refunds?

Transactions Refunded by Region

