



**Sales Overview**

**Profit Overview**

**Time Based Insights**





KPI

414348✓

Goal: (Blank) (+Infinity%)

Year

2011

360K

Total Cost

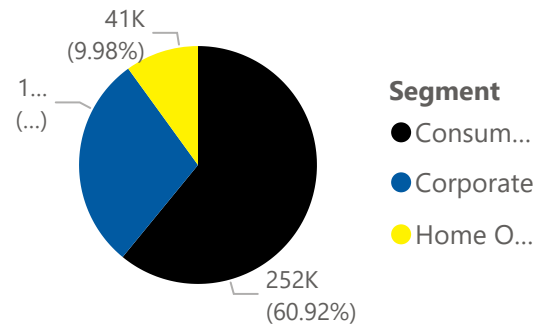
54K

Total Profit

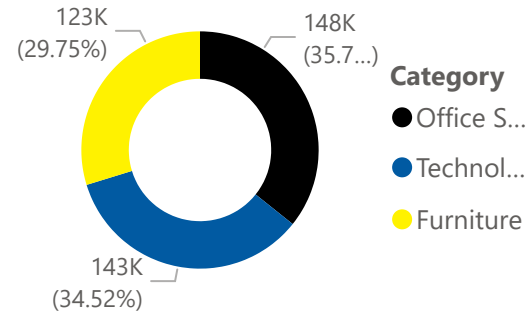
414K

Total Sales

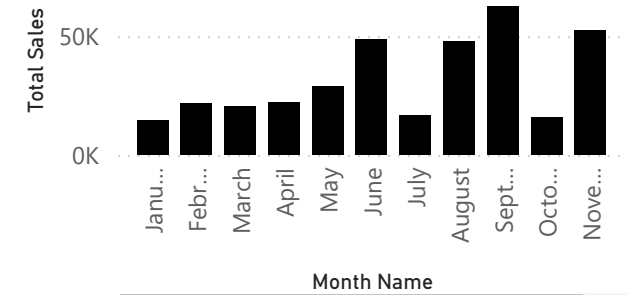
Total Sales by Segment



Total Sales by Category



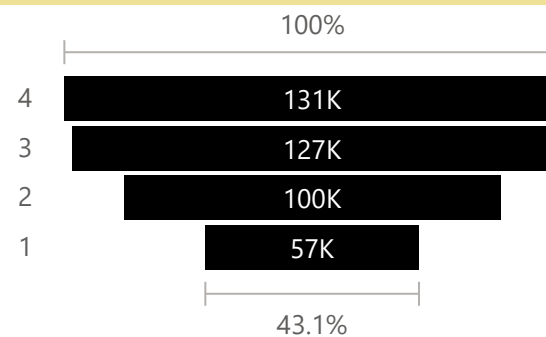
Total Sales by Month Name



Total Sales by Name



Total Sales by Quarter



HomePage

0.12

% Profit Margin

Total Profit and  
Previous Year Profit by  
Year

20621!

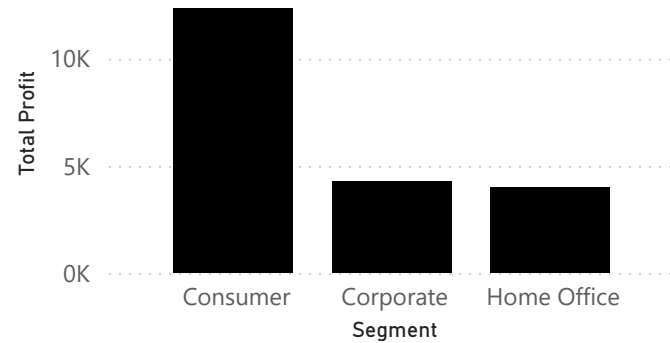
Goal: 77200 (-73.29%)

Sub-Category

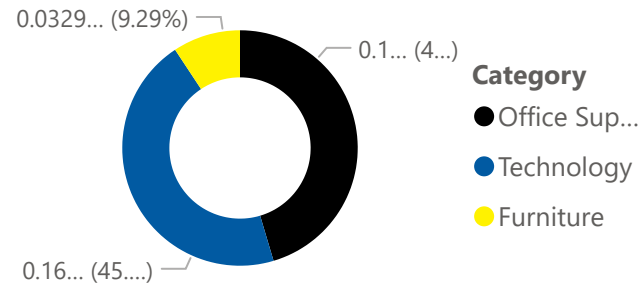
All

HomePage

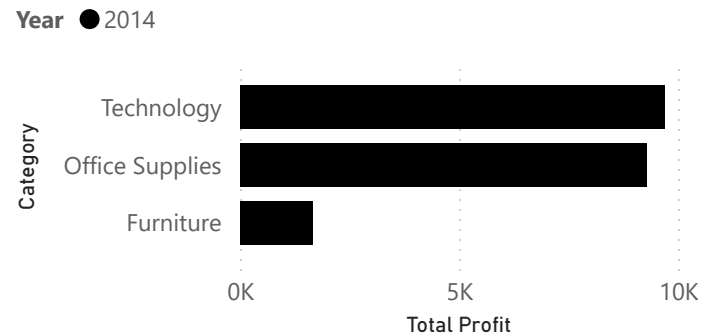
### Total Profit by Segment



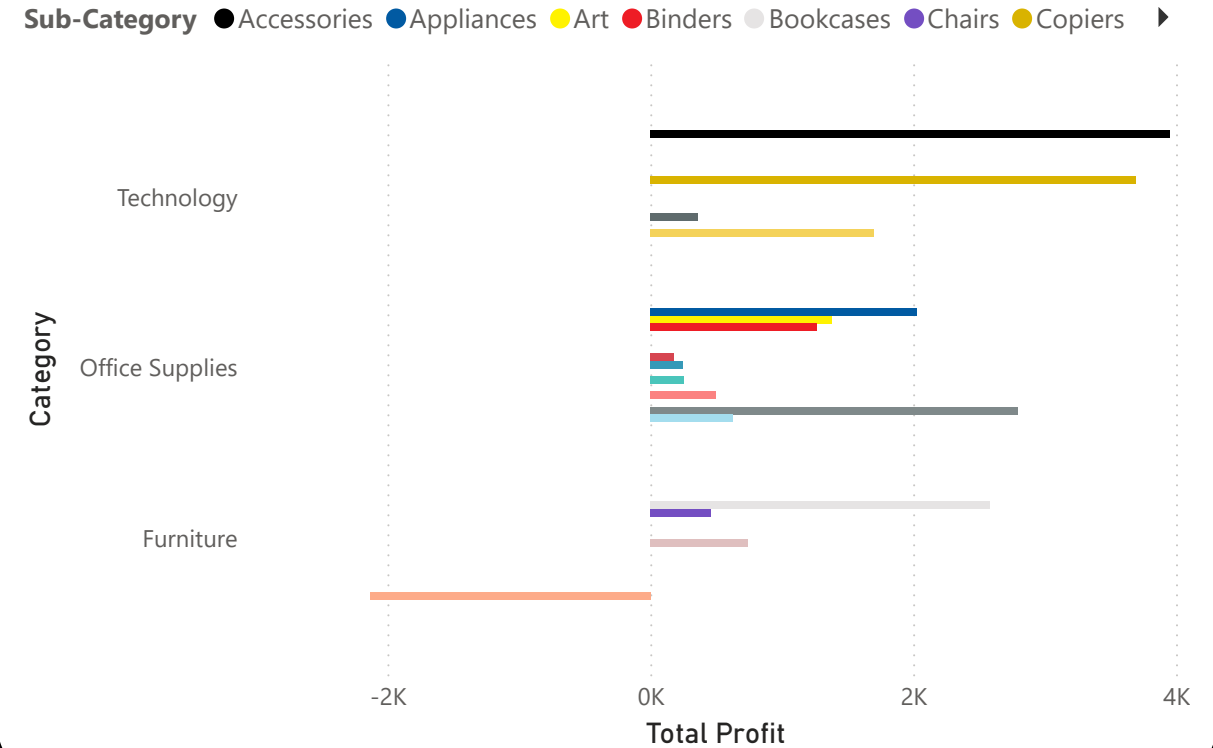
### % Profit Margin by Category



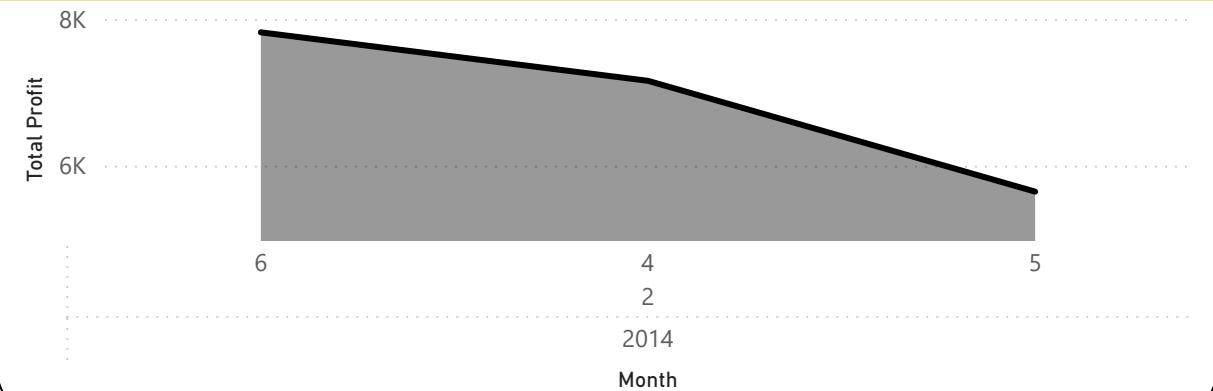
### Total Profit by Category and Year



### Total Profit by Category and Sub-Category

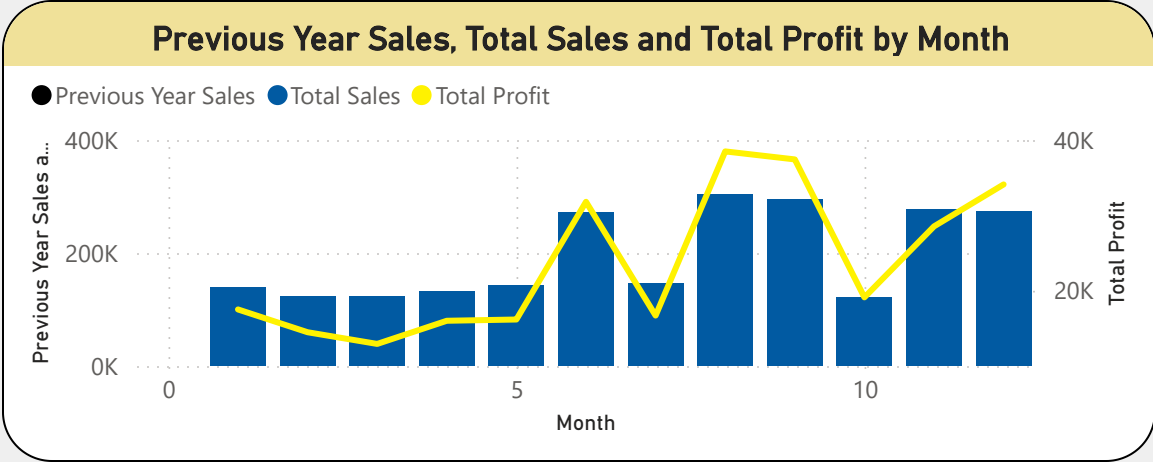
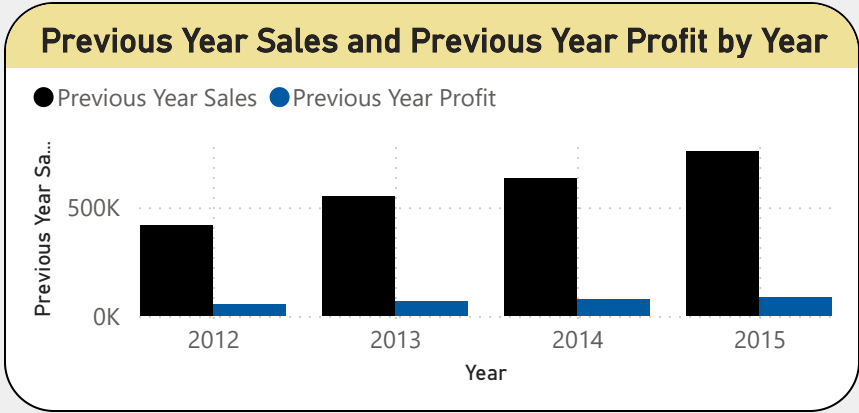
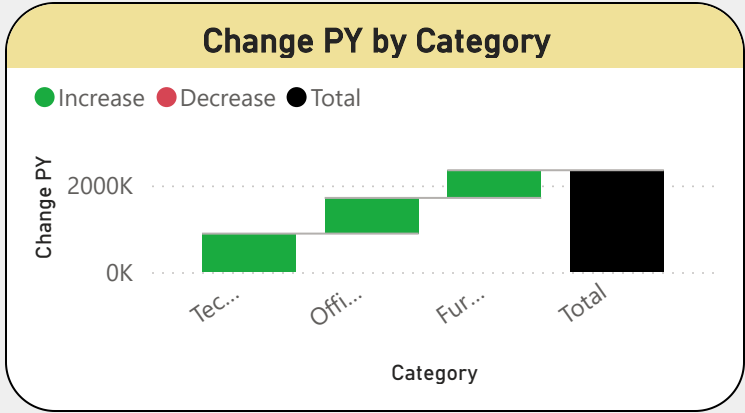
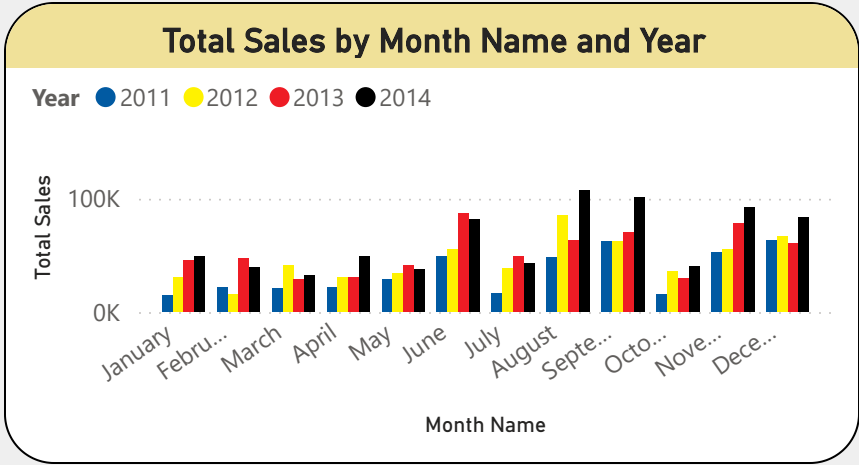
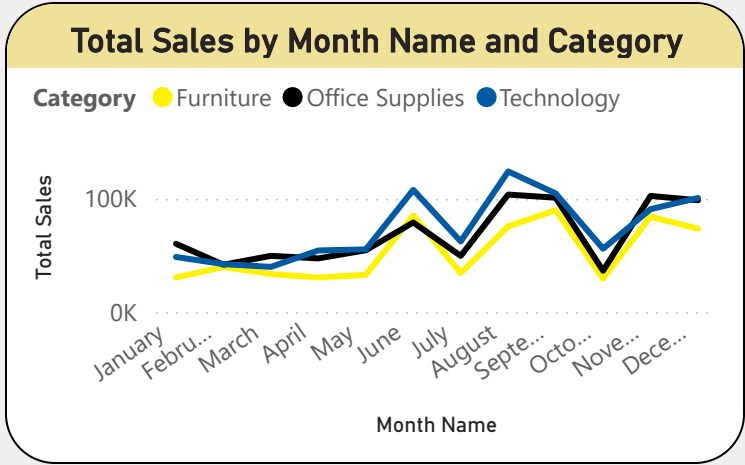


### Total Profit by Year, Quarter and Month



Year

All





124K

Total Sales

14K

Total Profit

109K

Total Cost

February

First Month Name

Sales Details

Order ID	Order Date	Name	Total Sales	Total Cost	Total Profit
BN-2014-1317809	07 February 2014	Acco 3-Hole Punch, Recycled	61	111	-50
AZ-2011-8091357	22 February 2011	Acco Binder Covers, Recycled	41	29	12
AZ-2014-7917041	07 February 2014	Acco Binder Covers, Recycled	82	58	24
AZ-2012-962050	13 February 2012	Acco Binding Machine, Durable	105	80	25
AZ-2011-8279503	24 February 2011	Acco Binding Machine, Recycled	309	232	77
AZ-2013-2039163	18 February 2013	Acco Binding Machine, Recycled	103	77	26
AZ-2011-2825684	01 February 2011	Acco Hole Reinforcements, Recycled	21	10	11
AZ-2012-5846737	29 February 2012	Acco Index Tab, Clear	43	36	7
AZ-2013-6652500	22 February 2013	Acco Index Tab, Durable	27	21	6
AZ-2012-9588828	22 February 2012	Accos Clamps, Metal	98	59	39
AZ-2014-2131403	07 February 2014	Accos Paper Clips, Assorted Sizes	14	13	1
AZ-2013-3430567	28 February 2013	Accos Paper Clips, Bulk Pack	85	54	31
AZ-2014-6340236	27 February 2014	Accos Paper Clips, Bulk Pack	57	36	21
BN-2013-4799461	05 February 2013	Accos Push Pins, Metal	22	37	-15
AZ-2011-4987681	02 February 2011	Acme Box Cutter, High Speed	38	20	18
AZ-2013-5956200	07 February 2013	Acme Scissors, Steel	50	27	23
BN-2014-5117024	24 February 2014	Acme Shears, Easy Grip	129	204	-75
AZ-2013-5973839	08 February 2013	Acme Trimmer, High Speed	178	126	52
AZ-2012-5499753	03 February 2012	Advantus Clamps, 12 Pack	56	47	9
Total			123685	109203	14482



672K

Total Sales

82K

Total Profit

590K

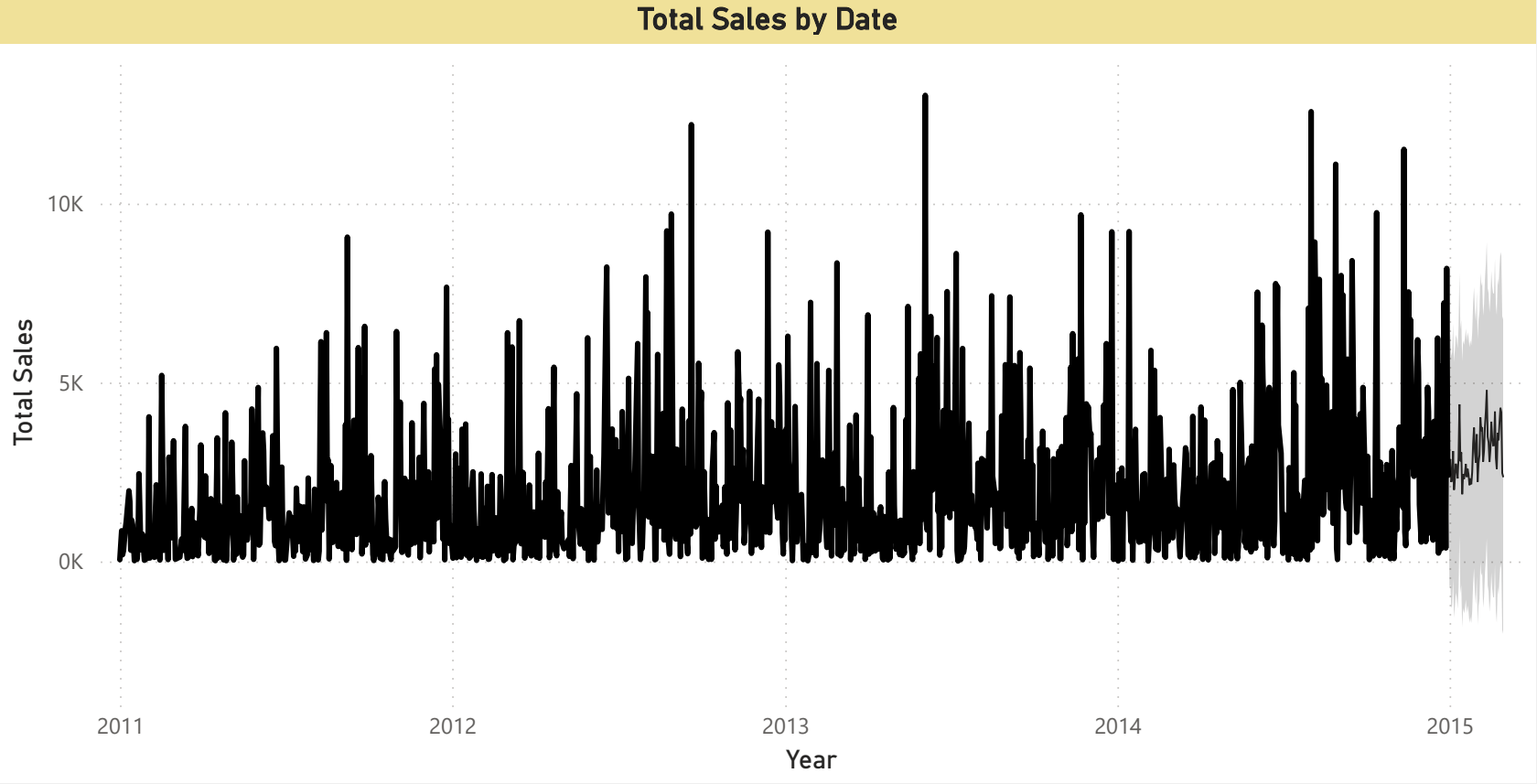
Total Cost

1

Count of Quarter

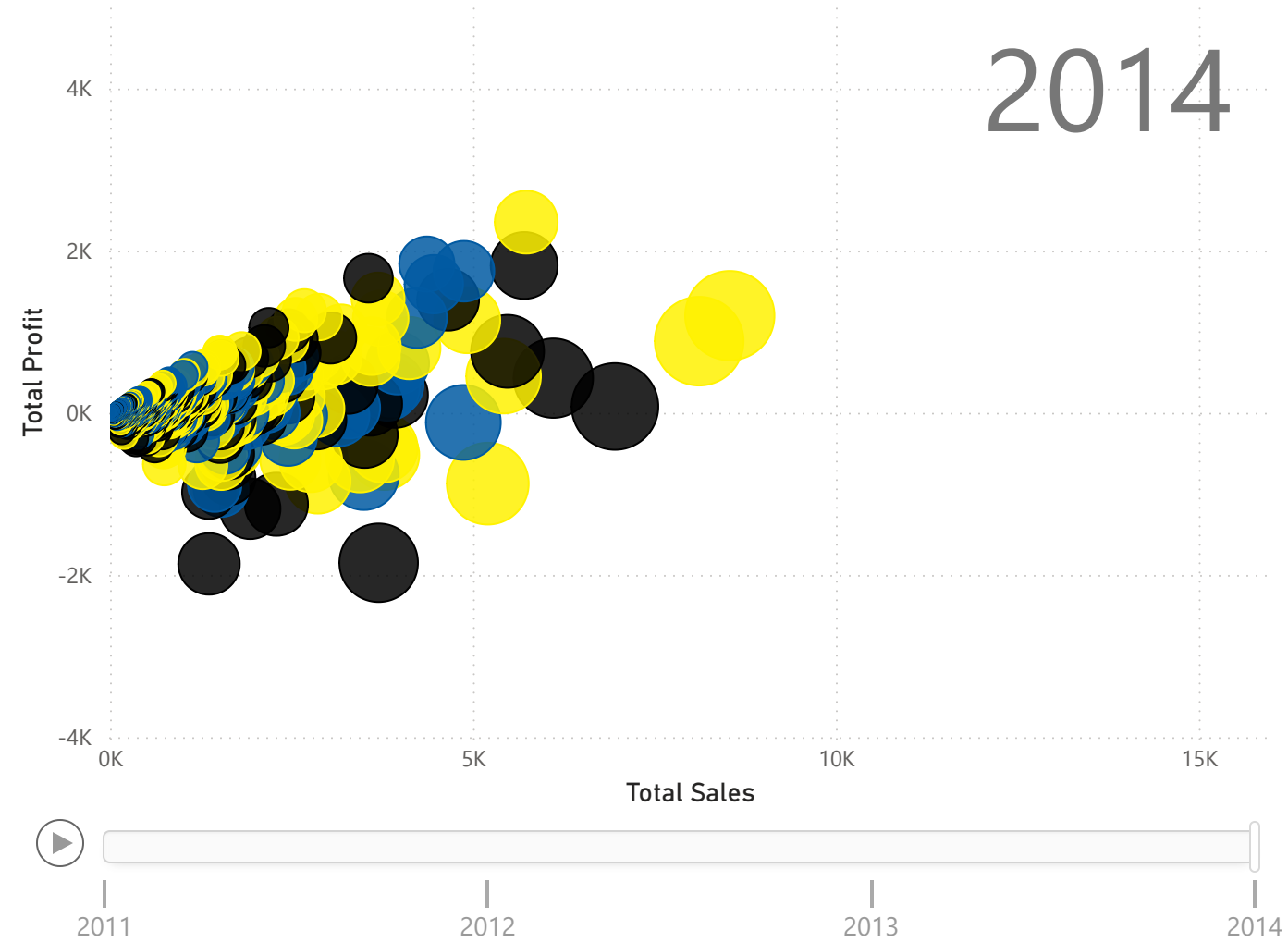
Sales Details

Order ID	Order Date	Name	Total Sales	Total Cost	Total Profit
AZ-2013-8207350	06 November 2013	Xerox Parchment Paper, Recycled	40	22	18
AZ-2014-641146	25 November 2014	Xerox Parchment Paper, Premium	27	19	8
AZ-2013-6220959	02 December 2013	Xerox Note Cards, Premium	105	84	21
AZ-2013-8194857	14 October 2013	Xerox Note Cards, Premium	237	190	47
AZ-2014-5765261	15 November 2014	Xerox Note Cards, Premium	158	126	32
AZ-2014-9491986	28 December 2014	Xerox Note Cards, Premium	237	190	47
AZ-2013-2566015	08 October 2013	Xerox Note Cards, 8.5 x 11	122	121	1
AZ-2014-6423763	19 December 2014	Xerox Message Books, Recycled	20	14	6
AZ-2012-8938202	22 October 2012	Xerox Message Books, Premium	41	22	19
AZ-2014-688313	02 December 2014	Xerox Message Books, Premium	41	22	19
AZ-2014-7040665	15 December 2014	Xerox Memo Slips, Recycled	54	46	8
AZ-2013-6928032	20 December 2013	Xerox Memo Slips, Premium	27	21	6
AZ-2012-7579239	22 November 2012	Xerox Memo Slips, Multicolor	30	29	1
AZ-2014-9561392	30 October 2014	Xerox Memo Slips, Multicolor	45	44	1
AZ-2011-8967076	13 October 2011	Xerox Memo Slips, 8.5 x 11	35	32	3
AZ-2011-9028844	03 November 2011	Xerox Computer Printout Paper, Multicolor	83	65	18
AZ-2012-3655413	29 November 2012	Xerox Computer Printout Paper, Multicolor	111	87	24
AZ-2011-1589827	19 November 2011	Xerox Computer Printout Paper, 8.5 x 11	30	27	3
Total			671851	590105	81746



# Total Sales, Total Profit and Total Cost by Name, Category and Year

Category ● Furniture ● Office Supplies ● Technology





Decomposition Tree

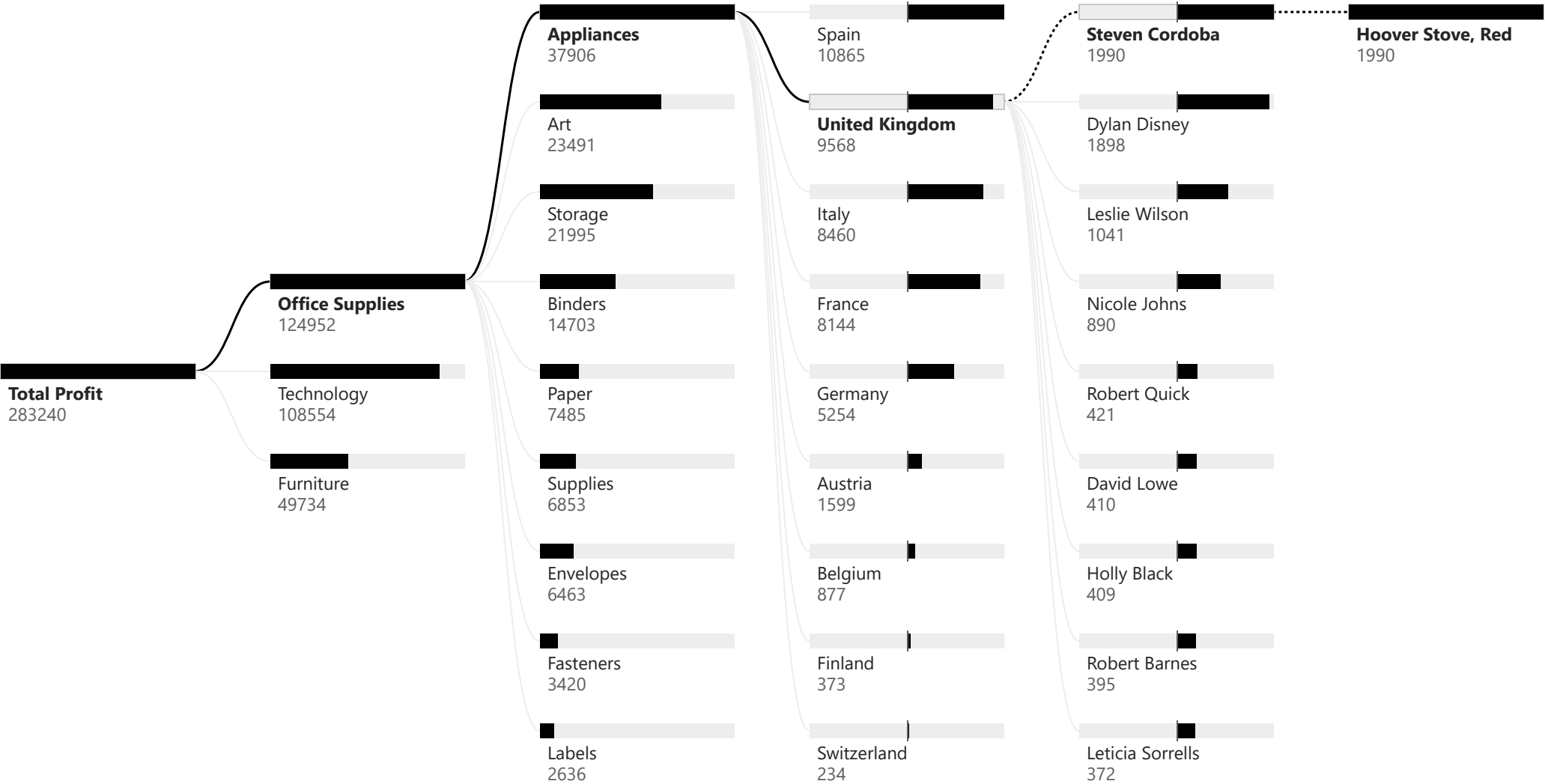
💡 Category ×  
Office Supplies

💡 Sub-Category ×  
Appliances

💡 Country ×  
United Kingdom

💡 Name ×  
Steven Cordoba

💡 Name ×



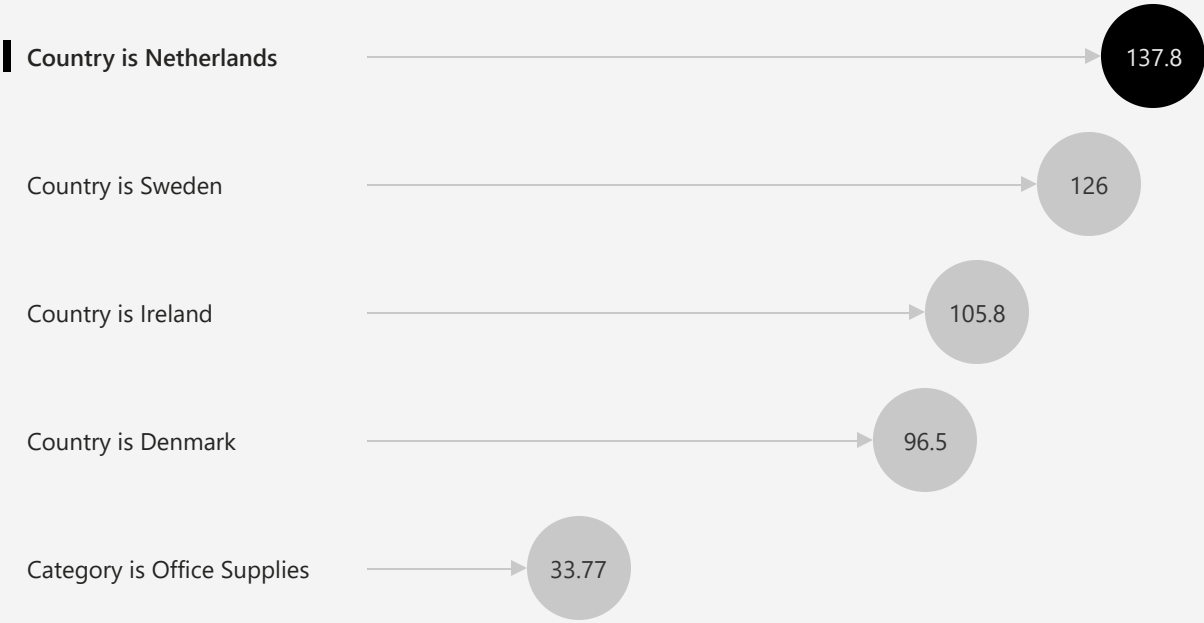
Key influencers    Top segments



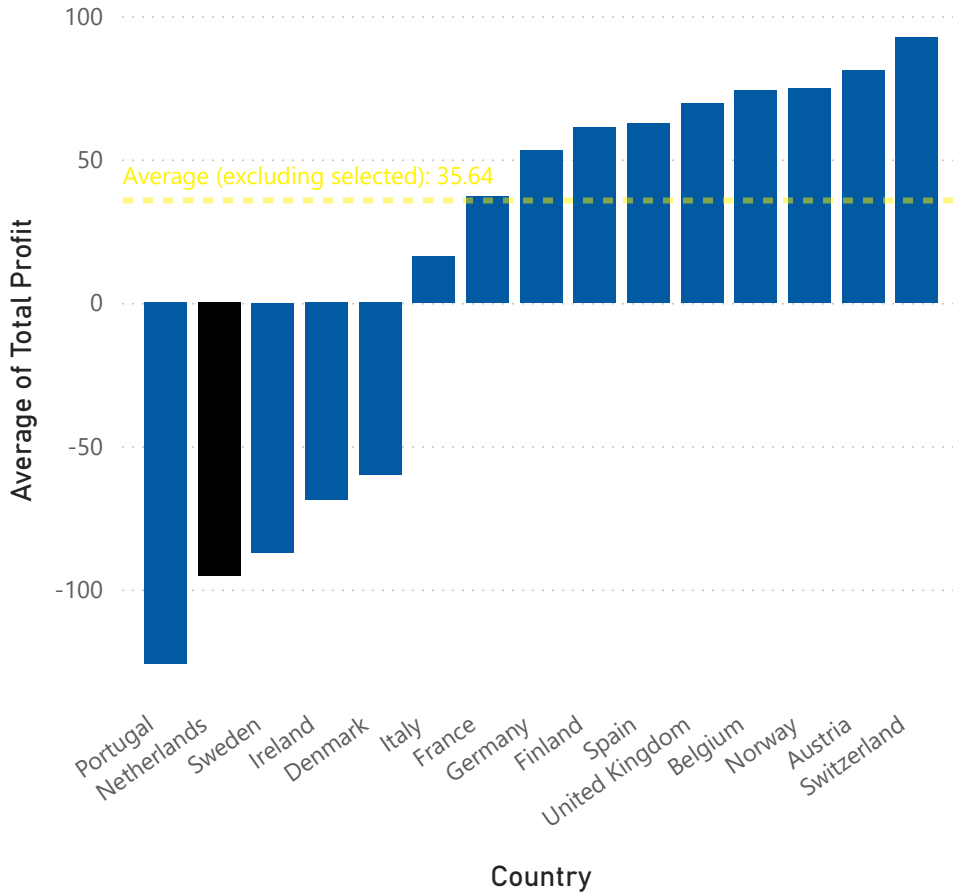
What influences Total Profit to Decrease ?

When...

...the average of Total Profit decreases by



← Total Profit is more likely to decrease when Country is Netherlands than otherwise (on average).



☐ Only show values that are influencers

Q&A

Sales in France

Order ID	Total Sales	Total Profit	Total Cost	Previous Year Sales	% Profit Margin	Previous Year Profit
+ AZ-2014-6530154	6286	83	6203		0.01	
+ AZ-2014-4986921	5697	784	4913		0.14	
+ AZ-2013-5719967	5263	84	5179		0.02	
+ BN-2011-307477	5195	1943	3252		0.37	
+ AZ-2012-5605130	4786	1538	3248		0.32	
+ AZ-2013-4756629	4689	949	3740		0.20	
+ AZ-2011-9431896	4449	1518	2931		0.34	
+ AZ-2014-6752912	4047	682	3365		0.17	
+ AZ-2011-9747665	3870	-218	4088		-0.06	
+ BN-2014-3007442	3861	79	3782		0.02	
+ AZ-2014-4983887	3789	265	3524		0.07	
+ AZ-2013-5054484	3749	271	3478		0.07	
Total	609683	70067	539616		0.11	