

Sales Dashboard - 2012

Sum of Sales by Customer Segment

Corporate	Home Office	Consumer	Small Business
1,634K	1,222K	888K	851K

Category & SubCategory Wise Analysis

Product Category	Sum of Sales	Sum of Profit	Profit %	Sales vs LY	Profit vs LY
Technology	17,68,614	3,04,887	10.3%	-3,52,881	-1,02,000
Telephones and Communication	2,80,333	37,484	12.5%	-52,558	-15,067
Office Machines	10,16,719	1,97,452	19.0%	-2,15,900	-32,674
Copiers and Fax	3,03,679	50,102	-3.0%	-82,314	-56,755
Computer Peripherals	1,67,882	19,850	22.4%	-2,022	2,418
Office Supplies	10,76,794	1,60,821	14.6%	-2,30,027	-19,000
Storage & Organization	2,85,724	-10,761	-39.0%	-1,16,900	-1,07,000
Scissors, Rulers and Trimmers	5,440	-882	4.6%	-1,554	534
Rubber Bands	2,523	51		-603	-1,000
Pens & Art Supplies	44,146	436	-11.6%	-2,980	-690
Paper	1,30,506	20,845	12.2%	-37,524	-6,540
Labels	12,308	1,456	40.3%	-1,995	-920
Envelopes	71,783	22,462	18.6%	-17,900	-5,750
Binders and Binder	3,01,358	1,00,210	18.1%	-28,863	-8,320
Accessories					
Appliances	2,23,008	27,004	22.7%	-21,615	3,690
Furniture	17,50,098	98,340	-0.2%	-2,60,264	-36,000
Tables	3,72,202	5,549	2.1%	-31,161	1,900
Total	45,95,506	5,64,049	7.0%	-8,43,172	-1,57,000

Region wise Analysis

● Sum of Profit ● Sum of Sales ◆ Profit vs LY ◆ Sales vs LY



Profit_CY



5,02,934.46

Sales_CY

13,46,106....

Sales_LY

-62.64%

SalesGrowth %

35,409.14

Profit_CY

1,92,709.07

Profit_LY

-81.63%

ProfitGrowth %

Sales Dashboard - 2012

Sum of Sales by Customer Segment

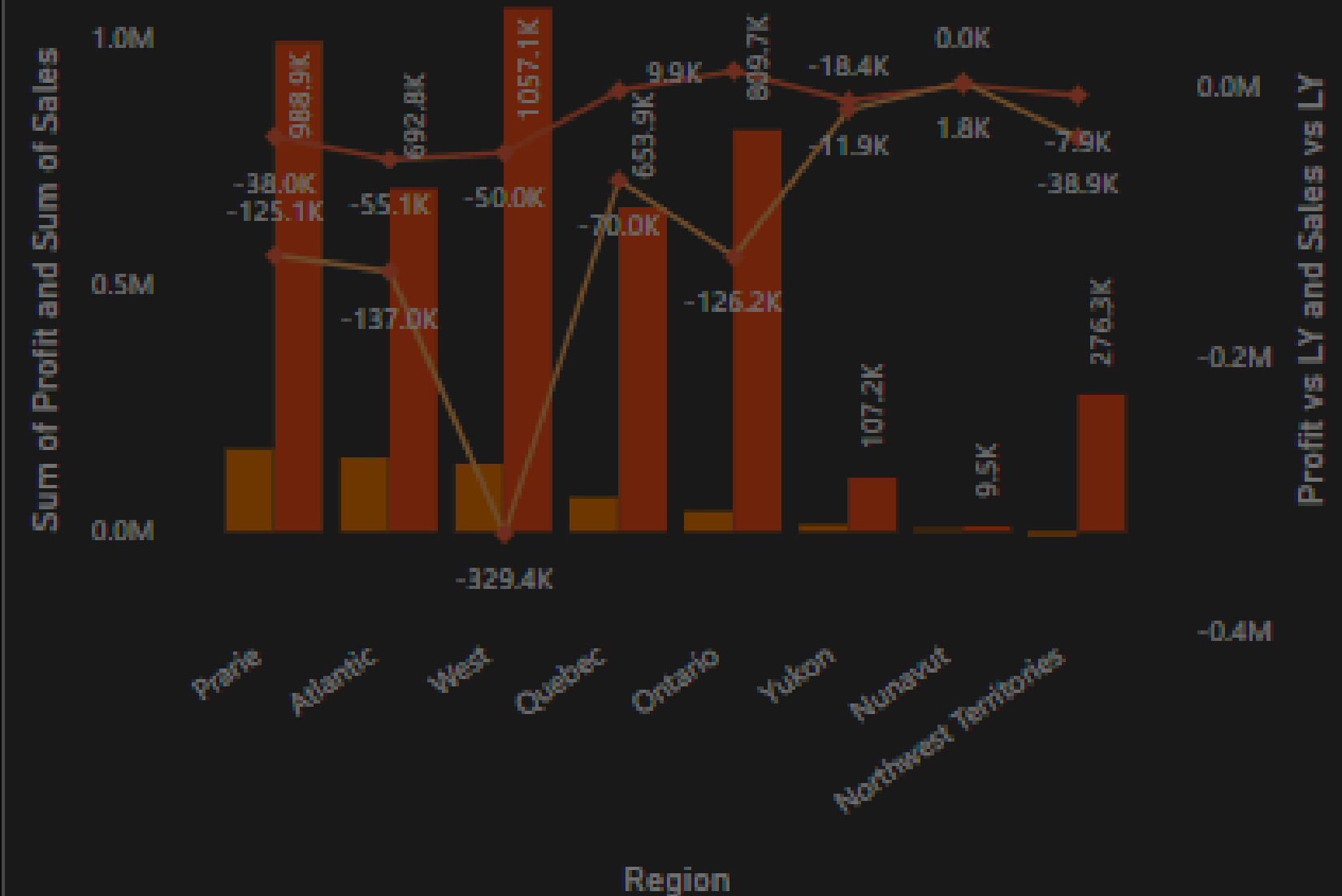
Corporate	Home Office	Consumer	Small Business
1,634K	1,222K	888K	851K

Category & SubCategory Wise Analysis

Product Category	Sum of Sales	Sum of Profit	Profit %	Sales vs LY	Profit vs LY
Technology	17,68,614	3,04,887	10.3%	-3,52,881	-1,02,000
Telephones and	2,80,333	37,484	12.5%	-52,558	-15,061
Computers and	1,74,452	19,000	19.0%	-2,15,900	-32,674
Software	1,10,102	-3,000	-3.0%	-82,314	-56,753
Peripherals	1,85,000	22,400	22.4%	-2,022	2,418
Mobile	1,82,821	14,600	14.6%	-2,30,027	-19,000
Other	1,76,761	-39,000	-39.0%	-1,16,900	-1,07,000
Furniture	1,88,882	4,600	4.6%	-1,554	530
Tables	51,000	-603	-1.2%	-603	-603
Chairs	1,43,436	-11,600	-11.6%	-2,980	-690
Other	1,84,845	12,200	12.2%	-37,524	-6,540
Electronics	1,45,456	40,300	40.3%	-1,995	-920
TVs	1,46,462	18,600	18.6%	-17,900	-5,750
Audio	1,21,210	18,100	18.1%	-28,863	-8,323
Other	1,7,004	22,700	22.7%	-21,615	3,694
Furniture	17,50,098	98,340	-0.2%	-2,60,264	-36,000
Tables	3,72,202	5,549	2.1%	-31,161	1,900
Total	45,95,506	5,64,049	7.0%	-8,43,172	-1,57,000

Region wise Analysis

● Sum of Profit ● Sum of Sales ◆ Profit vs LY ◆ Sales vs LY



Profit_CY



5,02,934.46

Sales_CY

13,46,106....

Sales_LY

-62.64%

SalesGrowth %

35,409.14

Profit_CY

1,92,709.07

Profit_LY

-81.63%

ProfitGrowth %