Computer Hardware Company Sales Data Analytics

Key Metrics

46.73% — Average Profit Margin
23.34% — Average Pre-Invoice Discount
$1.03bn — Gross Profit
$517.20M — Discounts Given

Product Table

product	Gross Profit	Avg Profit Margin
AQ BZ Compact	$31.55M	46.76%
AQ BZ Allin1	$31.46M	46.39%
AQ BZ Gen Y	$30.33M	46.57%
AQ BZ Gen Z	$29.44M	46.67%
AQ Maxima	$28.84M	46.73%
AQ Lite	$28.72M	46.27%
AQ Wi Power Dx2	$27.34M	47.01%
AQ Electron 5 3600 Desktop Processor	$26.82M	47.24%
Total	**$1,025.31M**	**46.73%**

Net Sales and Discount by Product Segment

- Discount Amount
- Net Sales

Segment	Discount Amount	Net Sales
Notebook	$17M	$41M
Accessories	$15M	$37M
Peripherals	$11M	$26M
Storage	$4M	$10M
Networking	$3M	$8M
Desktop	$2M	$6M
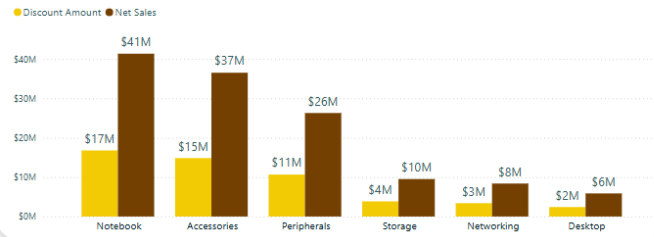
Top Customers receiving high average discount

- Avg Pre-Invoice Discount
- Gross Sales

Customer	Avg Pre-Invoice Discount
Notebillig	30.56%
Novus	29.77%
Circuit City	28.81%
Premium Stores	28.20%
Ezone	28.20%
Vijay Sales	28.12%
Nova	28.01%
Relief	27.88%
Flawless Stores	27.68%
Radio Shack	27.38%
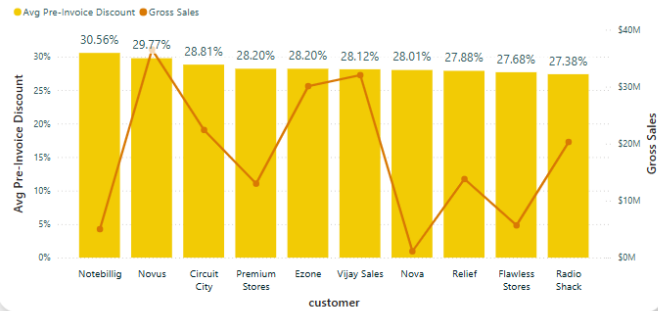
Gross Profit by Channels

Channel
- Retailer
- Direct
- Distributor

- $109.37M (10.67%)
- $189.41M (18.47%)
- $726.53M (70.86%)
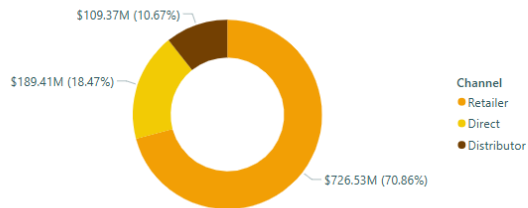
Sales Month-over-Month Change %

Values shown: 25.7%, 38.7%, -3.2%, -45.6%, -87.3%, 269.6%, 27.3%, 4.1%, 164.1%, 26.2%, -44.9%, -0.8%

Months: Oct 2019, Jan 2020, Apr 2020, Jul 2020, Oct 2020, Jan 2021, Apr 2021, Jul 2021
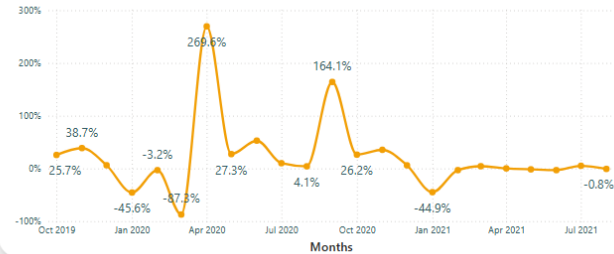
Gross Profit over Months

Values: $21M, $37M, $39M, $3M, $21M, $19M, $21M, $72M, $101M, $55M, $57M, $55M, $57M, $56M

Months: Jan 2020, Jul 2020, Jan 2021, Jul 2021

Sales Volume and Quarterly Change %

- Quantity Sold
- Sales Volume QoQ

Values: 377.65%, -56.04%, -8.33%, 110.18%, 144.44%, -37.75%, -0.28%, -31.96%

Months: Qtr 3 2019, Qtr 4, Qtr 1, Qtr 2 2020, Qtr 3, Qtr 4, Qtr 1, Qtr 2 2021, Qtr 3