

Sales

\$55,76M

Profit

\$32,66M

Orders

26K

AVG Delivery Day

4,53

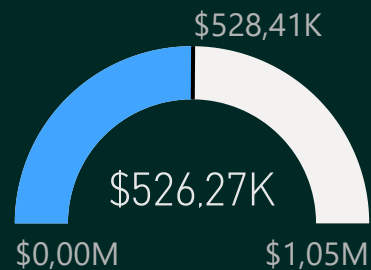
Year

All

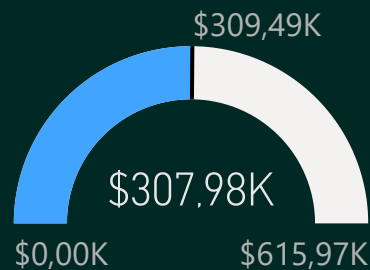
Country

All

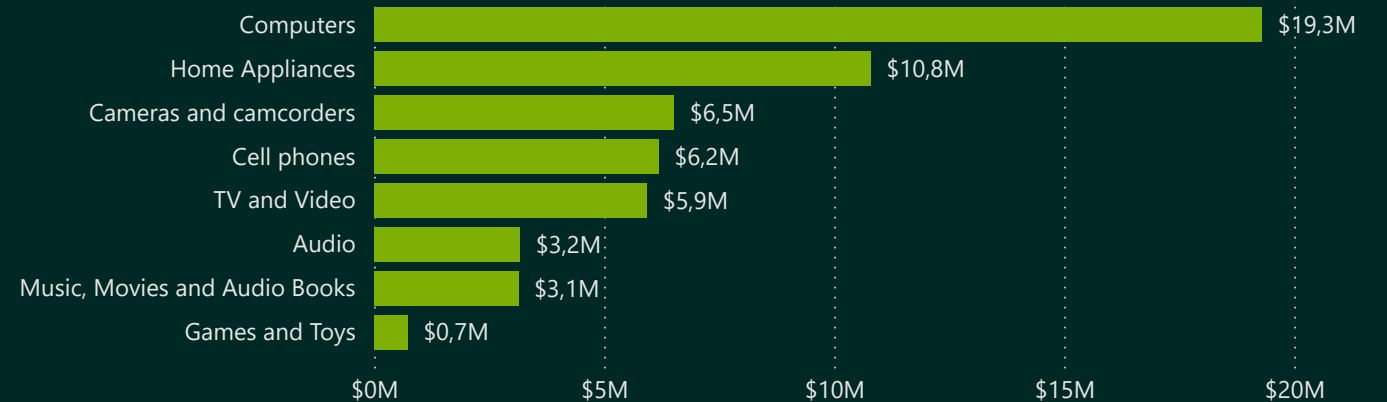
Monthly Sales vs. Target



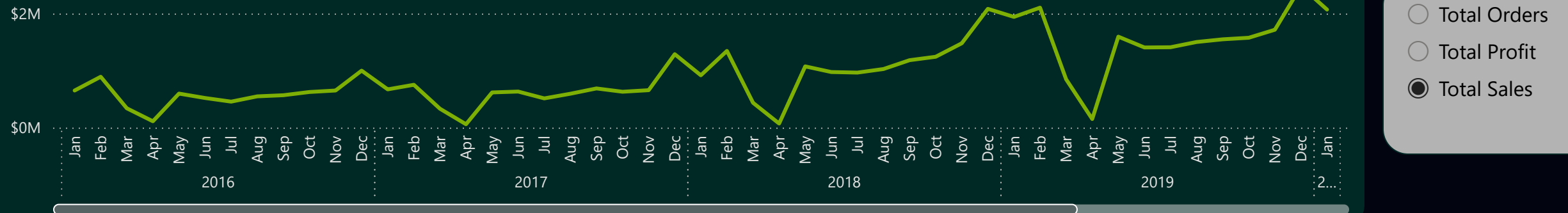
Monthly Profit vs. Target



Sales by Product Category

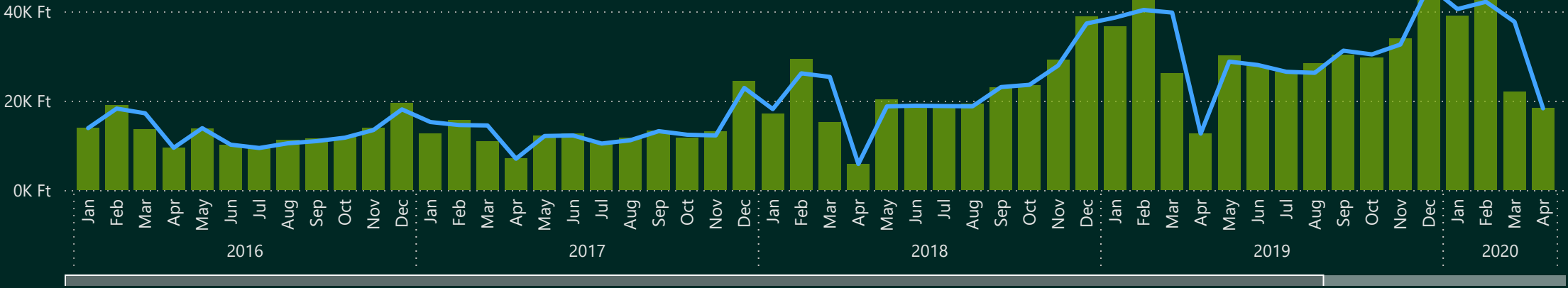


Total Sales



AVG Profit

● AVG Daily Profit ● Moving AVG Profit



AVG Day

- 7
- 14
- 21
- 28
- 35
- 42
- 49
- 56
- 63

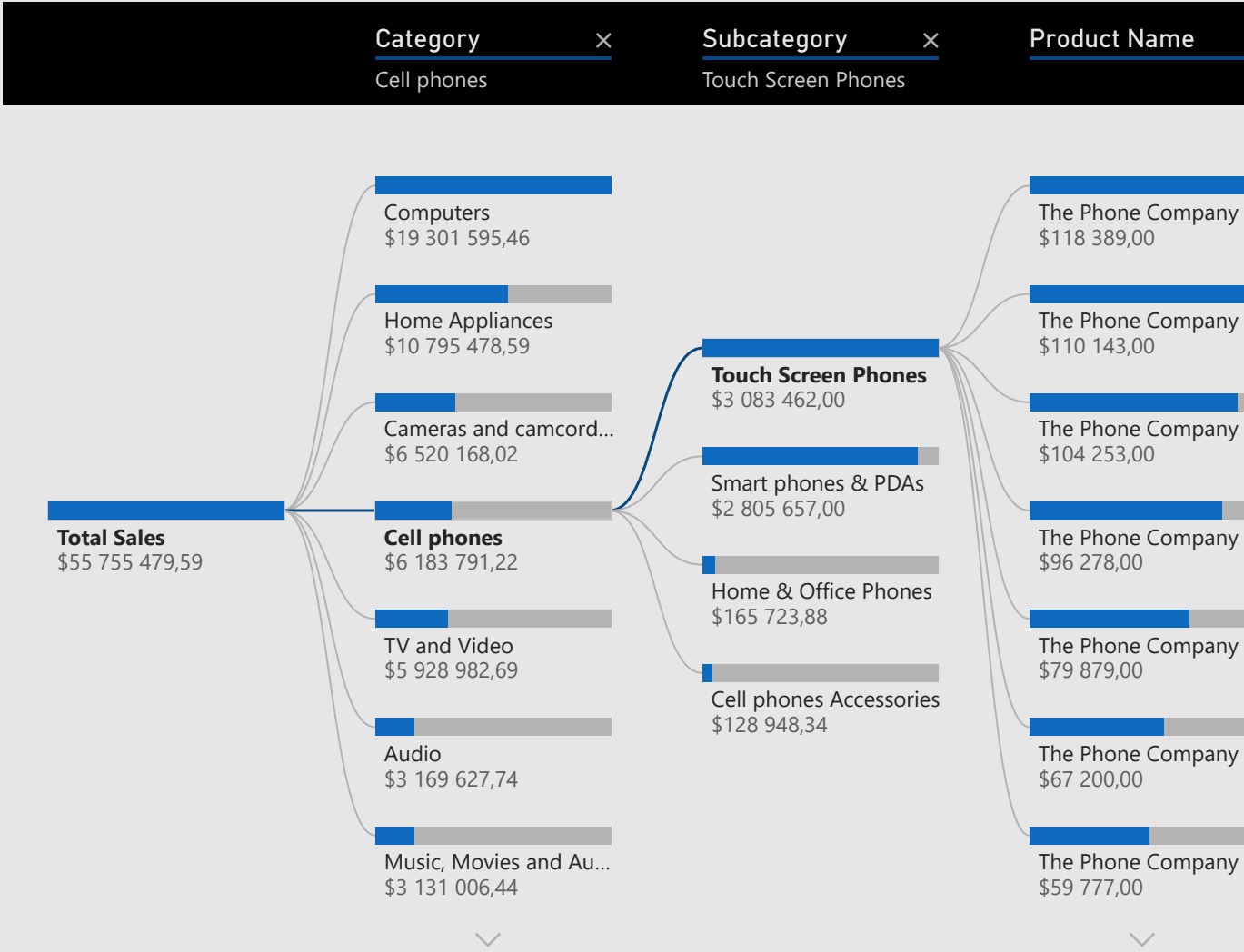
TOP 3 Product by Category and Sales

Category	Sales
TV and Video	\$5 928 982,69
Adventure Works 52" LCD HDTV X590 White	\$394 398,64
Adventure Works 52" LCD HDTV X590 Silver	\$353 798,78
Adventure Works 52" LCD HDTV X590 Black	\$374 098,71
Music, Movies and Audio Books	\$3 131 006,44
SV DVD 15-Inch Player Portable L200 Black	\$98 596,60
SV DVD 14-Inch Player Portable L100 Silver	\$101 656,09
Contoso DVD 15-Inch Player Portable L200 Black	\$95 986,69
Home Appliances	\$10 795 478,59
Contoso Water Heater 7.2GPM X1800 White	\$207 975,00
Contoso Water Heater 7.2GPM X1800 Silver	\$231 575,00
Contoso Water Heater 7.2GPM X1800 Green	\$216 825,00
Games and Toys	\$724 829,43
MGS MechWarrior 4 Mach Packs X100	\$16 132,00
MGS Classic Flight Collection X400	\$12 535,00
Total	\$55 755 479,59

Sales Change

Year	Total Sales	Last Month's Sales	Sales MoM %	Last Year's Sales	Sales YoY %
2016	\$6 946 793,56	\$5 948 390,10	16,78%		
Jan	\$649 918,78				
Feb	\$891 098,30	\$649 918,78	37,11%		
Mar	\$338 407,36	\$891 098,30	-62,02%		
Apr	\$110 591,63	\$338 407,36	-67,32%		
May	\$595 986,18	\$110 591,63	438,91%		
Jun	\$518 585,28	\$595 986,18	-12,99%		
Jul	\$454 959,83	\$518 585,28	-12,27%		
Aug	\$547 512,69	\$454 959,83	20,34%		
Sep	\$567 421,12	\$547 512,69	3,64%		
Oct	\$623 959,57	\$567 421,12	9,96%		
Nov	\$649 949,36	\$623 959,57	4,17%		
Dec	\$998 403,46	\$649 949,36	53,61%		
2017	\$7 421 422,27	\$7 132 648,66	4,05%	6 946 793,56 Ft	6,83%
Jan	\$670 114,80	\$998 403,46	-32,88%	649 918,78 Ft	3,11%
Total	\$55 755 479,59	\$55 229 212,69	0,95%	49 717 889,66 Ft	12,14%

Sales Decomposition Tree



Brand

All

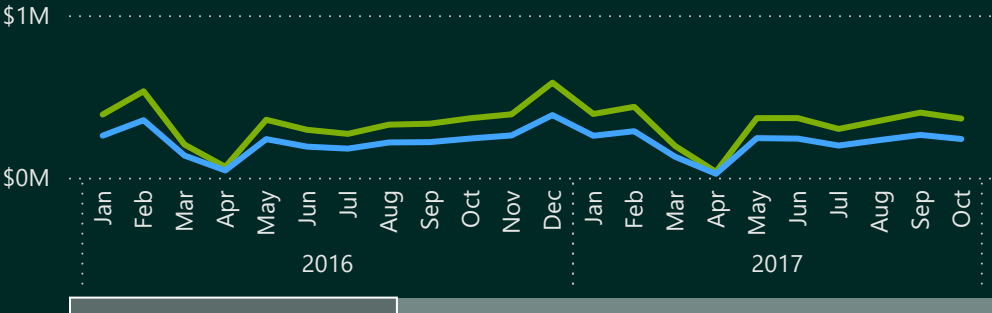
Price Adjustment

-0,2

Category	Quantity Sold	Total Profit
<div>Computers</div>	44 151	\$11 277 447,90
<div>Desktops</div>	20 626	\$5 629 155,33
WWI Desktop PC2.33 X2330 Black	550	\$337 986,00
WWI Desktop PC1.80 E1800 White	538	\$60 627,22
Adventure Works Desktop PC1.60 ED160 Black	521	\$68 938,72
Adventure Works Desktop PC2.30 MD230 White	521	\$168 564,34
Adventure Works Desktop PC1.80 ED180 Black	520	\$94 052,40
Adventure Works Desktop PC2.30 MD230 Black	514	\$166 299,56
WWI Desktop PC1.60 E1600 Black	509	\$54 875,29
WWI Desktop PC1.60 E1600 Silver	507	\$54 659,67
Adventure Works Desktop PC1.60 ED160 White	505	\$66 821,60
WWI Desktop PC1.60 E1600 Red	505	\$54 444,05
WWI Desktop PC1.80 E1801 Black	505	\$66 811,50
Total	197 757	\$32 662 688,38

Profit and Adjusted Profit

Total Profit Adjusted Profit



Customers

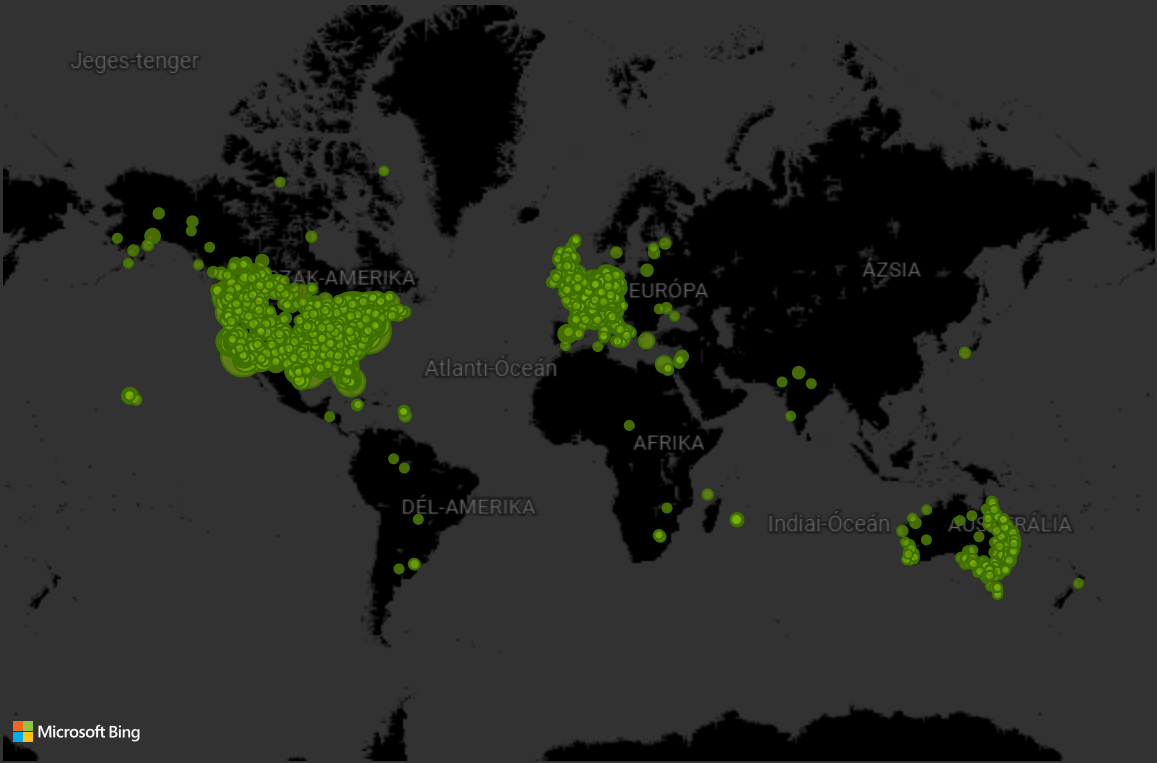
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Country

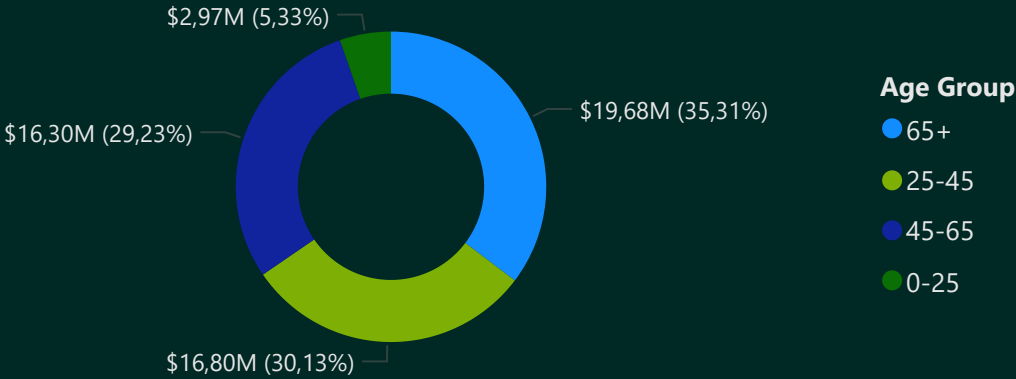
All

Customer Name	Total Sales	Continent	Country
Matthew Flemming	\$61 871,70	North America	United States
Stephan Rothstein	\$45 608,27	Europe	Germany
Karen Jones	\$43 517,80	North America	United States
Zrina Topic	\$42 788,04	North America	United States
Stefanie Hartmann	\$41 521,53	Europe	Germany
Gaspere Trevisan	\$40 225,01	Europe	Italy
Roy Le	\$38 813,88	North America	Canada
Dennis Weissmuller	\$38 191,06	North America	United States
Virgie Takacs	\$37 319,88	North America	United States
Ollie Davis	\$36 817,28	North America	United States
Michael Robertson	\$36 664,30	Europe	United Kingdom
Mie Huus	\$36 067,47	North America	United States
Tyrone Lewis	\$35 806,19	North America	United States
Paul Warren	\$35 780,33	North America	United States
Esin Holman	\$35 710,61	Europe	Netherlands

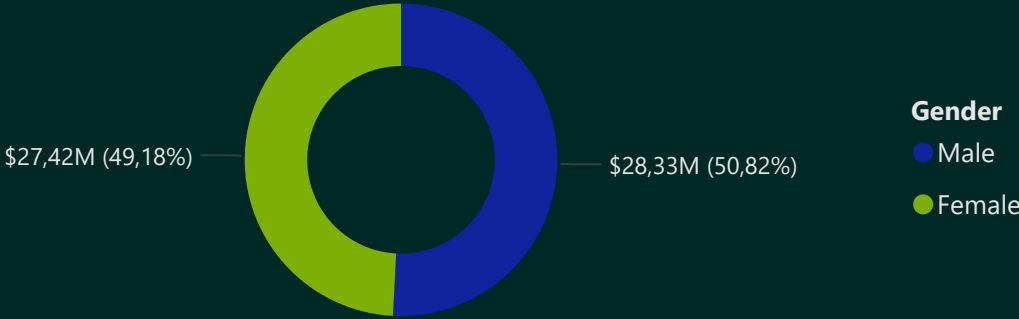
Distribution of Customers



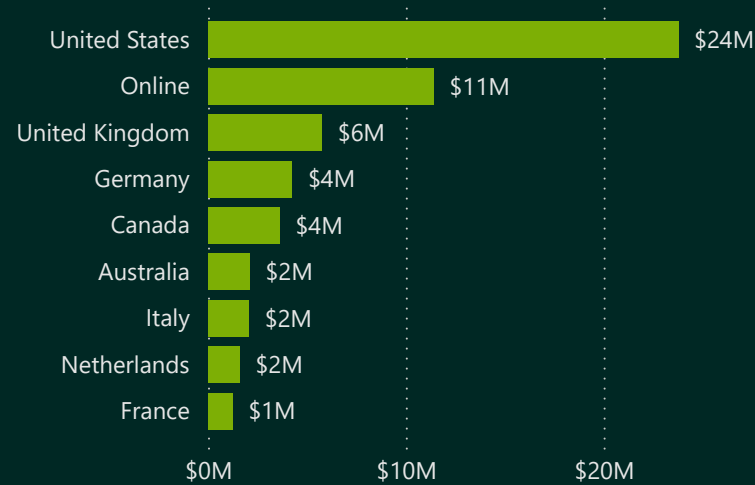
Sales by Age Group



Sales by Gender

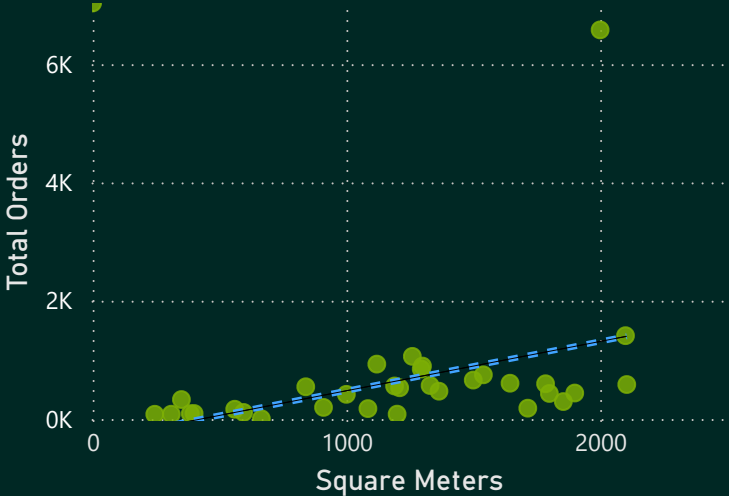


Sales by Country

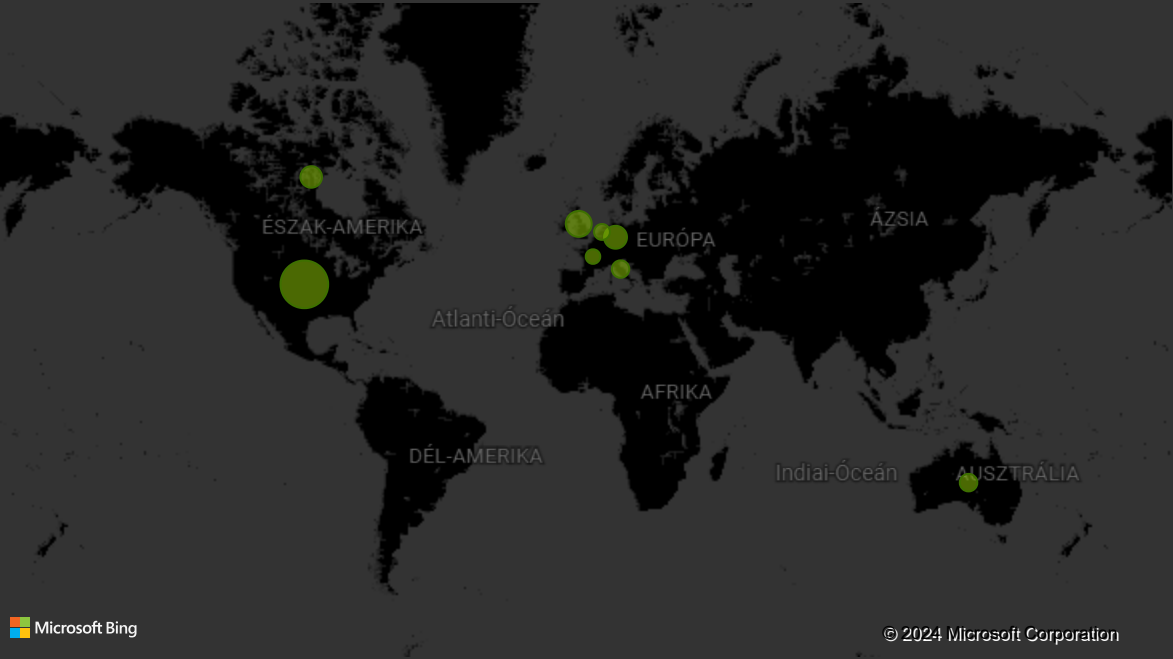


In Store / Online	Total Sales	Overall Sales %
<div>▲</div> <div>☐ In Store</div>	\$44 351 154,96	79,55%
Australia	\$2 099 141,07	3,76%
Canada	\$3 611 561,79	6,48%
France	\$1 229 545,95	2,21%
Germany	\$4 246 279,22	7,62%
Italy	\$2 059 086,81	3,69%
Netherlands	\$1 591 344,48	2,85%
United Kingdom	\$5 749 769,78	10,31%
United States	\$23 764 425,86	42,62%
<div>☐ Online</div>	\$11 404 324,63	20,45%
Online	\$11 404 324,63	20,45%
Total	\$55 755 479,59	100,00%

Orders by Store Square Meters



Sales by Country



Country	Total Sales	Sales % by States
<div>☐ Australia</div>	\$2 099 141,07	100,00%
Australian Capital Territory	\$243 029,93	11,58%
Northern Territory	\$15 175,99	0,72%
Tasmania	\$442 475,02	21,08%
Victoria	\$859 678,19	40,95%
Western Australia	\$538 781,94	25,67%
<div>☐ Canada</div>	\$3 611 561,79	100,00%
Newfoundland and Labrador	\$1 232 225,93	34,12%
Northwest Territories	\$1 336 150,06	37,00%
Nunavut	\$1 043 185,80	28,88%
<div>☐ France</div>	\$1 229 545,95	100,00%
Basse-Normandie	\$183 091,04	14,89%
Corse	\$150 925,12	12,27%
Franche-Comté	\$105 714,05	8,60%
La Réunion	\$205 119,67	16,68%
Limousin	\$199 009,69	16,19%
Martinique	\$159 607,50	12,98%
Total	\$55 755 479,59	100,00%