CUSTOMER SALES DEMOGRAPHICS

Select a Brand
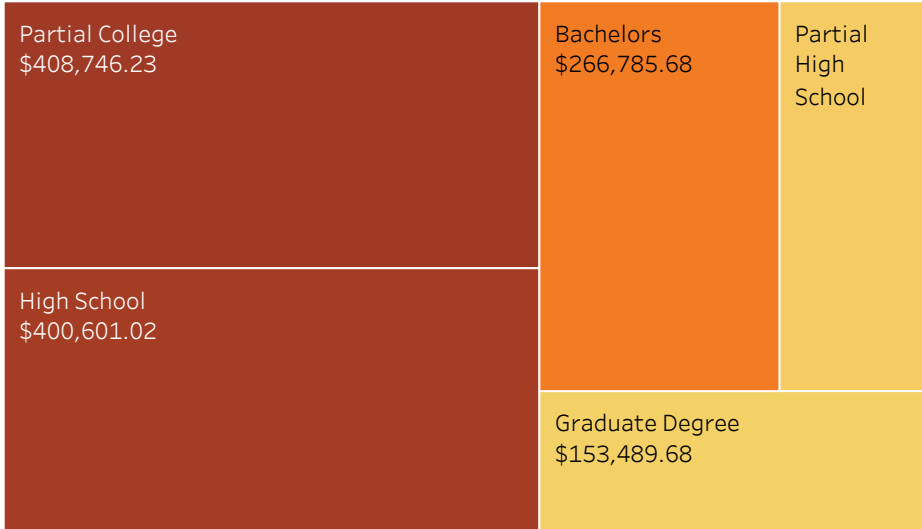
Brand Name
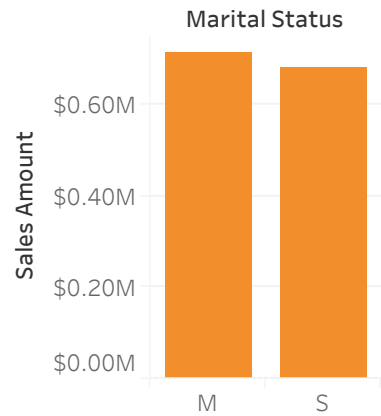All

Total sales by brand

Brand Name	
Contoso	$1,081,427.79
Litware	$20,223.71
Southridge Video	$217,146.38
Tailspin Toys	$33,461.75
Wide World Importers	$38,285.86

Sales by Customer Status
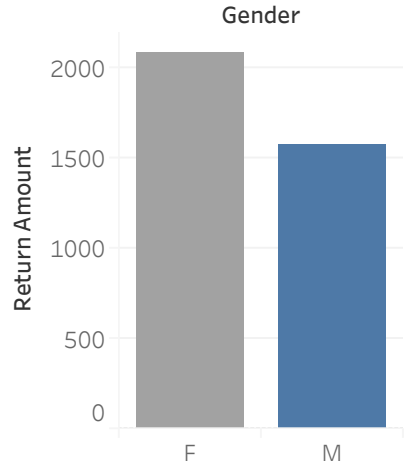
Marital Status

Sales Amount

$0.60M
$0.40M
$0.20M
$0.00M

M   S

Returns by Gender

Gender

Return Amount

2000
1500
1000
500
0

F   M

Sales by Education

| Partial College $408,746.23 | Bachelors $266,785.68 | Partial High School |
| High School $400,601.02 | | Graduate Degree $153,489.68 |

Brand sales by gender

| | | | Brand Name | | |
Gender	Contoso	Litware	Southridge Video	Tailspin Toys	Wide World Importers
M	2,421	113	3,678	2,388	129
F	2,365	111	3,731	2,397	104

Total Sales Analysis

% difference in Total Sales
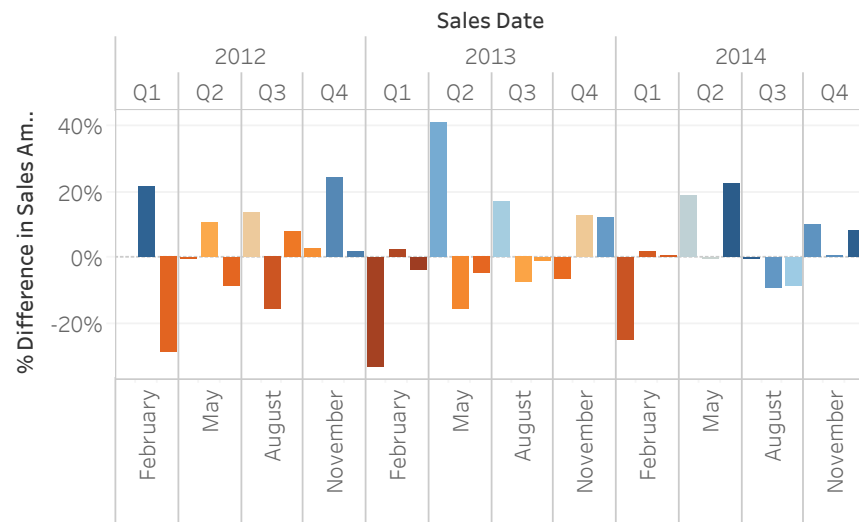
Total Sales Forecast
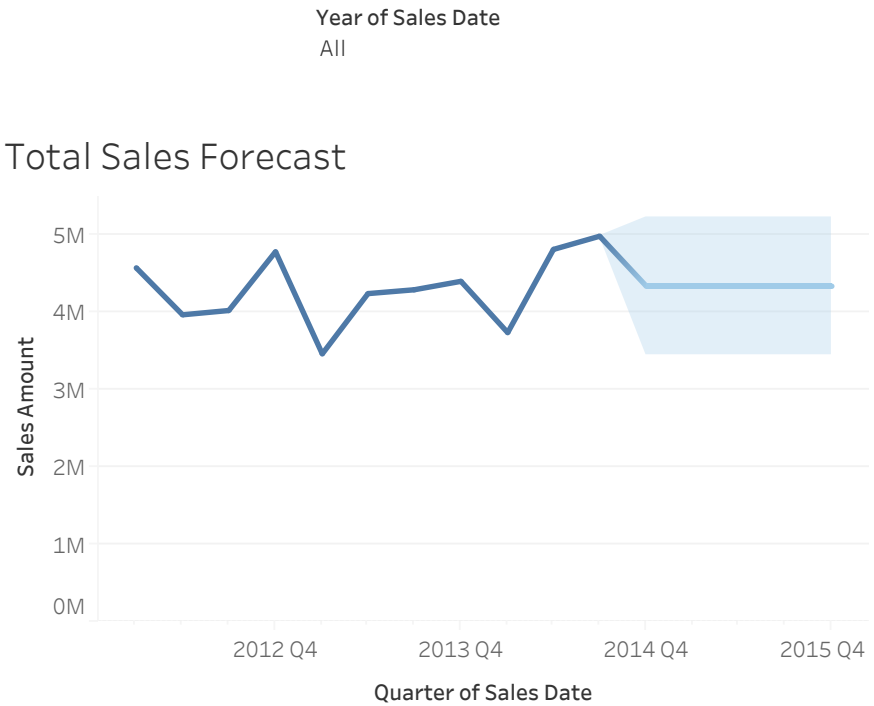
Total Sales Trend
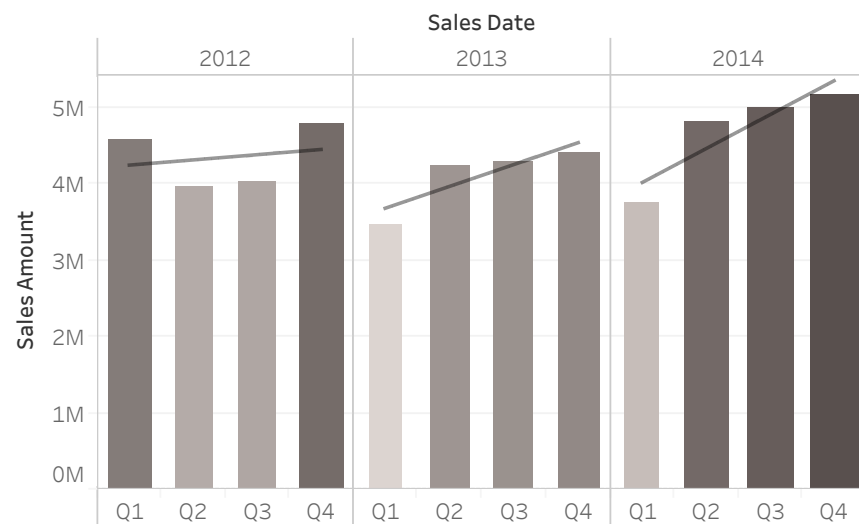
Discounts per Year

Sales by Prod Category

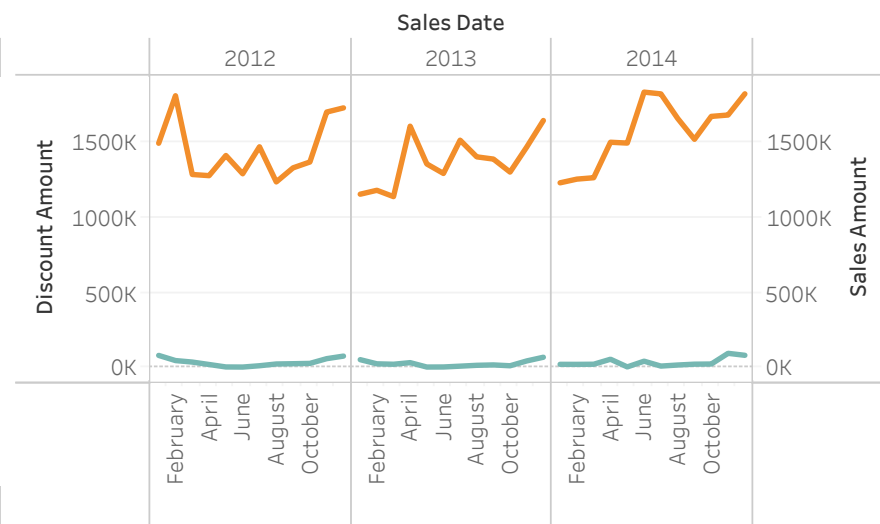| Product Category Name	Product Subcategory Name	Sales Amount
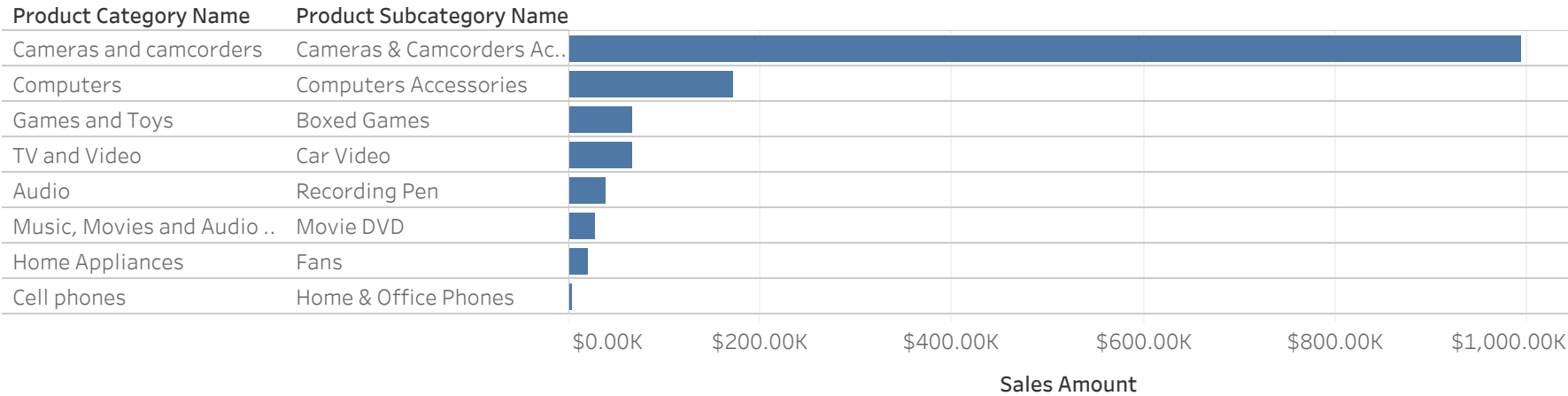
Sum of Sales Amount for each Product Subcategory Name broken down by Product Category Name. The data is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Products Returned

Return Quantity
2   31

Games and Toys

Home Appliances

Audio

Cameras and camcorders

Music, Movies and Audio Books

TV and Video
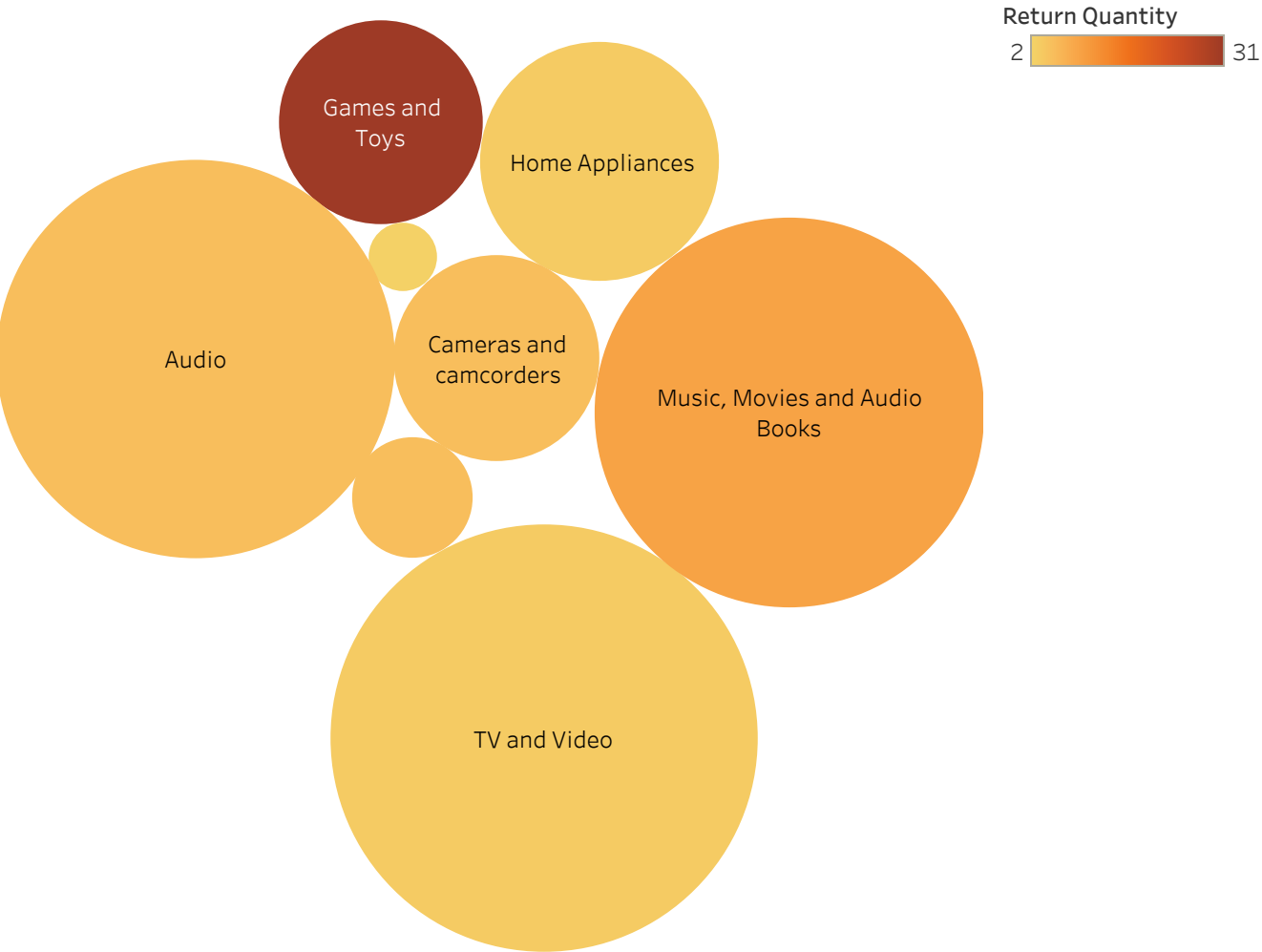
Product Category Name. Color shows sum of Return Quantity. Size shows sum of Return Amount. The marks are labeled by Product Category Name. The data is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Top 25 Customer Database

| Rank	Full name	Birth Date	Phone	Email Address	Marital Sta..	Sales Amount
1	Bradley, Latasha	12/9/1968	1 (11) 500 555-0165	latasha15@adventure-wo..	S	
2	Gonzales, Spencer	1/12/1954	1 (11) 500 555-0130	spencer19@adventure-w..	M	
3	Lin, Omar	9/1/1956	1 (11) 500 555-0164	omar7@adventure-works..	S	
4	Garcia, Phillip	6/22/1947	1 (11) 500 555-0199	phillip16@adventure-wor..	M	
5	Lopez, Molly	11/15/1971	1 (11) 500 555-0183	molly15@adventure-wor..	S	
6	Shan, Michele	8/27/1952	1 (11) 500 555-0179	michele10@adventure-w..	S	
7	Rodriguez, Ronald	9/20/1971	1 (11) 500 555-0173	ronald22@adventure-wor..	M	
8	Shen, Andres	11/3/1973	1 (11) 500 555-0189	andres1@adventure-wor..	M	
9	Goel, Omar	12/10/1951	1 (11) 500 555-0134	omar40@adventure-work..	M	
10	Gomez, Dwayne	3/21/1945	1 (11) 500 555-0113	dwayne1@adventure-wor..	S	
11	Rodriguez, Kaitlin	9/26/1962	1 (11) 500 555-0132	kaitlin18@adventure-wor..	M	
12	Torres, Max	11/8/1951	1 (11) 500 555-0117	max12@adventure-works..	M	
13	Yuan, Dustin	10/11/1966	1 (11) 500 555-0192	dustin6@adventure-work..	M	
14	Liang, Susan	4/5/1969	1 (11) 500 555-0110	susan27@adventure-wor..	M	
15	Subram, Stanley	6/27/1956	1 (11) 500 555-0119	stanley14@adventure-wo..	M	
16	Hernandez, Michele	6/26/1962	1 (11) 500 555-0171	michele38@adventure-w..	M	
17	Butler, Jennifer	2/15/1966	1 (11) 500 555-0185	jennifer87@adventure-w..	M	
18	Chapman, Katie	11/6/1944	1 (11) 500 555-0133	katie18@adventure-work..	M	
19	Kumar, Edwin	2/10/1946	1 (11) 500 555-0135	edwin30@adventure-wor..	M	
20	Ma, Colleen	3/11/1973	1 (11) 500 555-0160	colleen16@adventure-wo..	M	

Sales Amount scale: $0.00 — $2,000.00 — $4,000.00

Sum of Sales Amount for each Rank and Birth Date as an attribute broken down by Full name, Phone, Email Address and Marital Status. The data is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers. The view is filtered on Full name, which has multiple members selected.

Online Sales by Geo
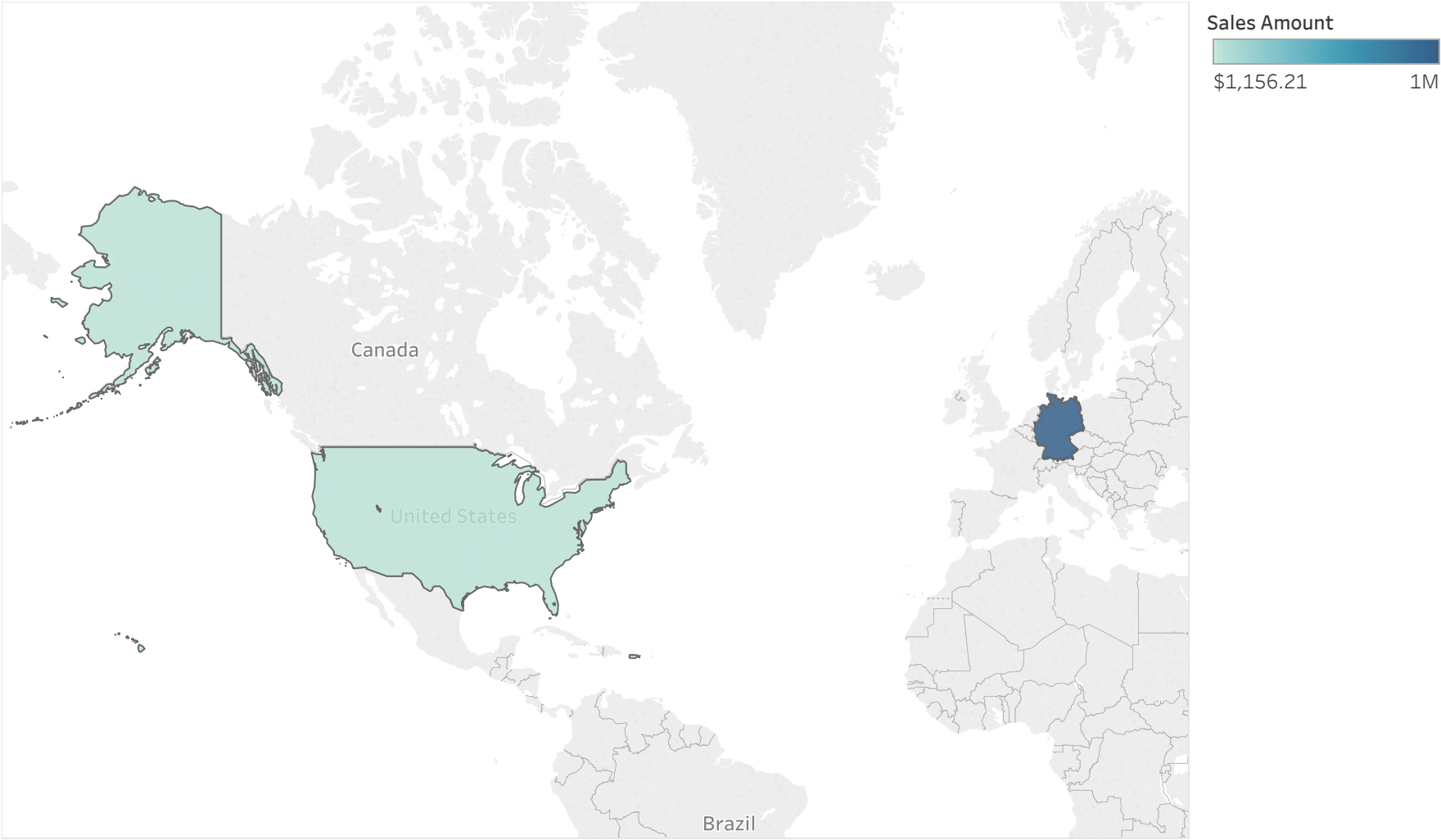
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales Amount. Details are shown for Country. The data is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Sales by Customer Status

Marit..

Sales Amount

$0.70M

$0.60M

$0.50M

$0.40M

$0.30M

$0.20M

$0.10M

$0.00M

M   S
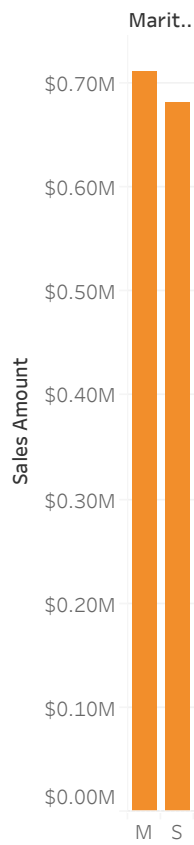
Sum of Sales Amount for each Marital Status. The data is filtered on Action (Brand Name) and Brand Name. The Action (Brand Name) filter keeps 5 members. The Brand Name filter keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Returns
by Gender

■ M
■ Other

Return Amount

2000

1800

1600

1400

1200

1000

800

600

400

200

0

F   M
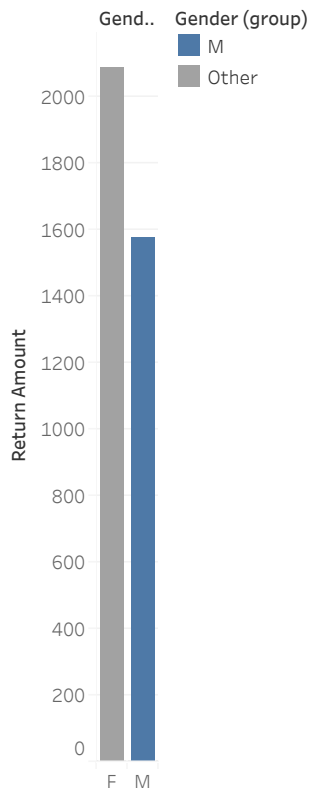
Sum of Return Amount for each Gender. Color shows details about Gender (group). The data is filtered on Action (Brand Name) and Brand Name. The Action (Brand Name) filter keeps 5 members. The Brand Name filter keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Sales by brand

Sales Amount

$1,390,545.49

Brand Name
- Contoso
- Litware
- Southridge Video
- Tailspin Toys
- Wide World Importers
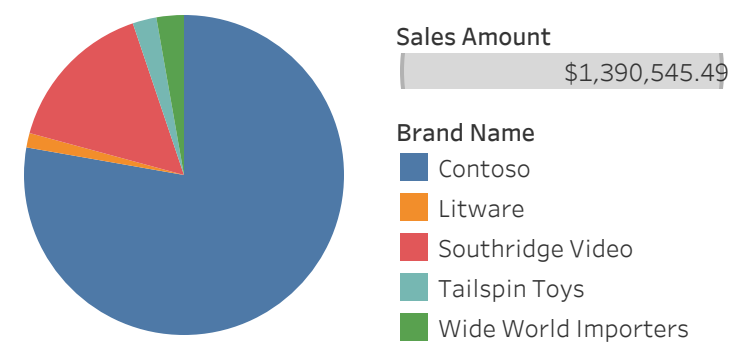
Brand Name (color) and sum of Sales Amount (size). The data is filtered on Action (Brand Name), which keeps 5 members. The view is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Brand sales by gender

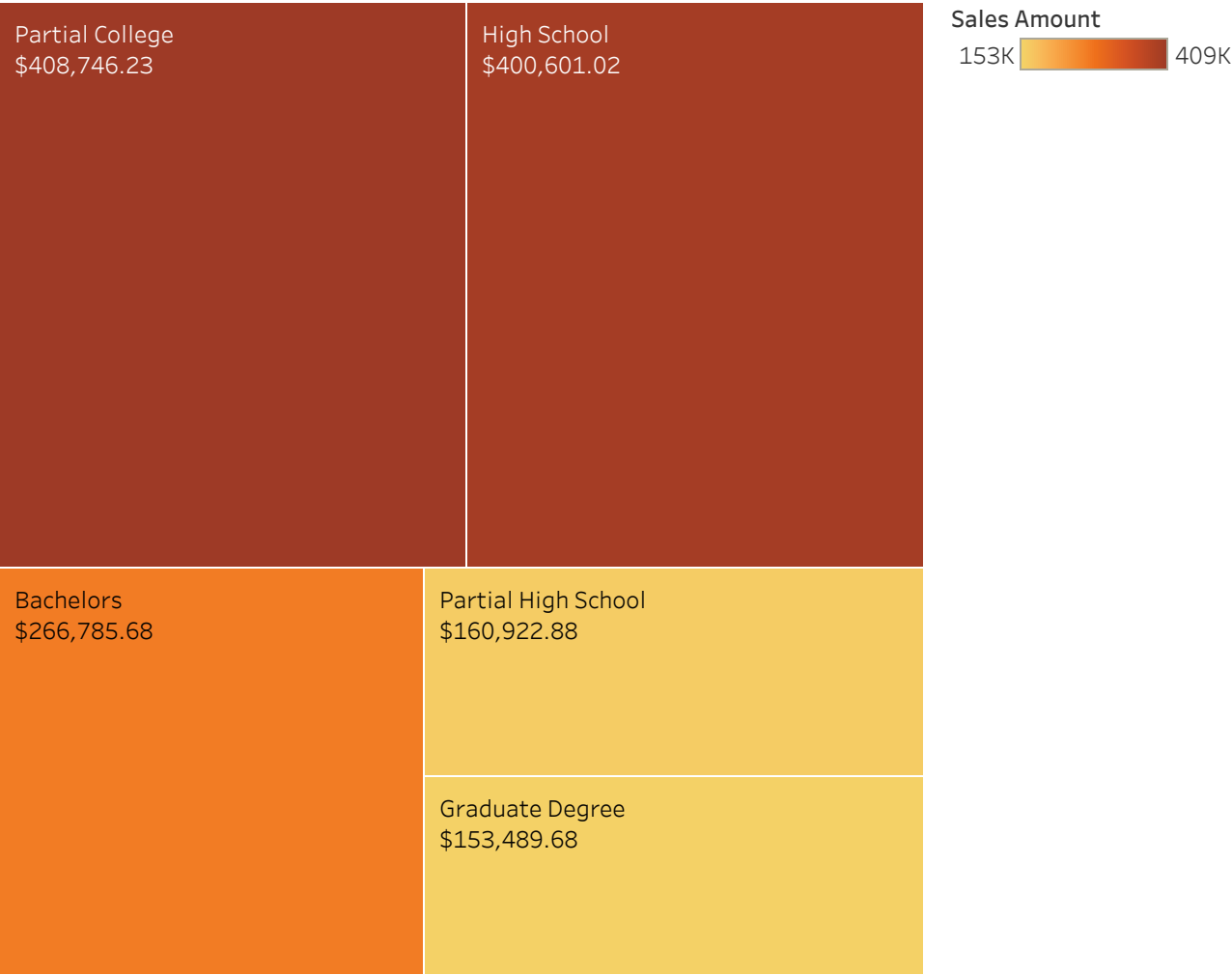| Gender	Brand Name				
	Contoso	Litware	Southridge Video	Tailspin Toys	Wide World Importers
M	2,421	113	3,678	2,388	129
F	2,365	111	3,731	2,397	104

Sum of Sales Quantity broken down by Brand Name vs. Gender. The data is filtered on Action (Brand Name), which keeps 5 members. The view is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Total sales by brand

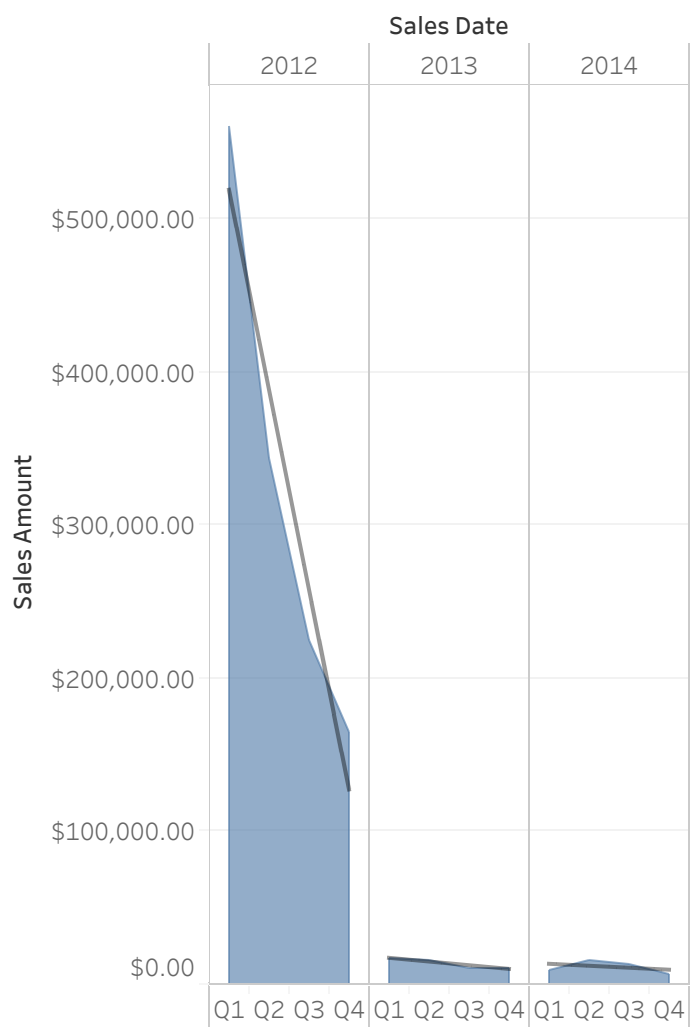| Brand Name	
Contoso	$1,081,427.79
Litware	$20,223.71
Southridge Video	$217,146.38
Tailspin Toys	$33,461.75
Wide World Importers	$38,285.86

Sum of Sales Amount broken down by Brand Name. The view is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Sales by Education

Partial College $408,746.23	High School $400,601.02

Sales Amount

153K 409K

| Bachelors $266,785.68	Partial High School $160,922.88
	Graduate Degree $153,489.68

Education and sum of Sales Amount. Color shows sum of Sales Amount. Size shows sum of Sales Amount. The marks are labeled by Education and sum of Sales Amount. The data is filtered on Action (Brand Name) and Brand Name. The Action (Brand Name) filter keeps 5 members. The Brand Name filter keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.

Online Sales Trend

Sales Date

| 2012	2013	2014

Sum of Sales Amount for each Sales Date Quarter broken down by Sales Date Year. The data is filtered on Brand Name, which keeps Contoso, Litware, Southridge Video, Tailspin Toys and Wide World Importers.
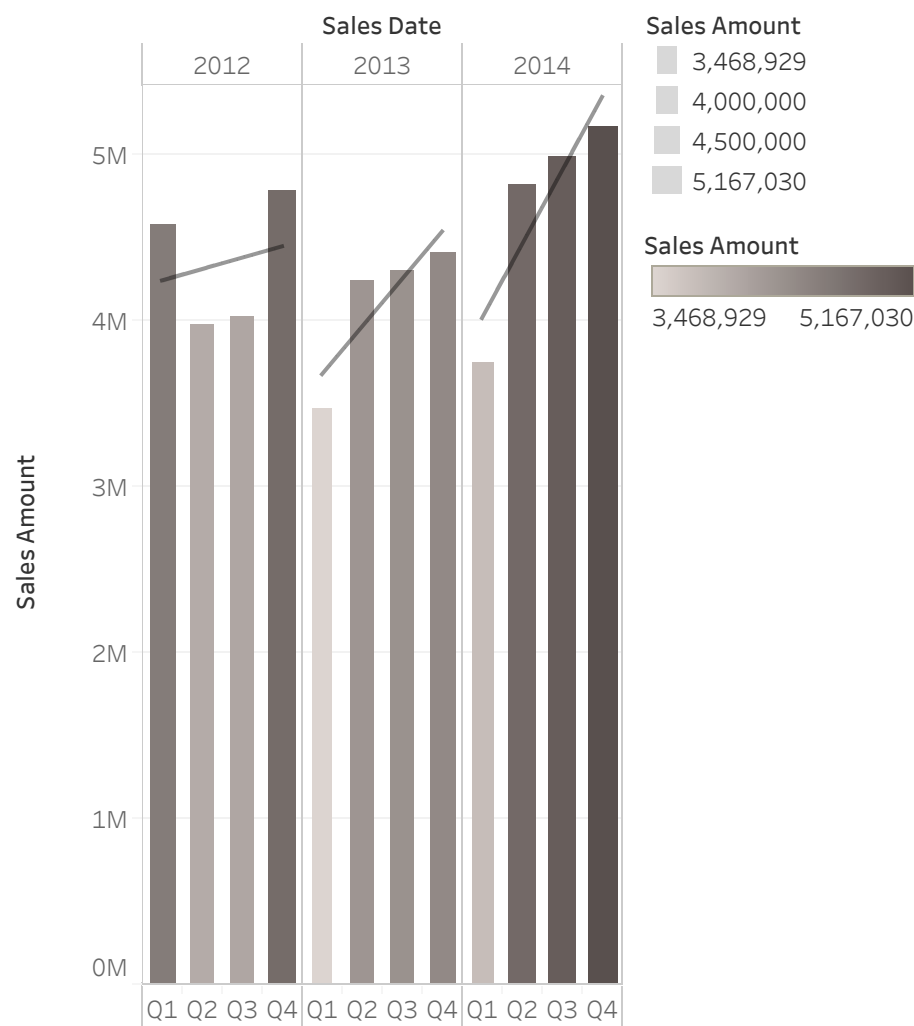
% difference in Total Sales
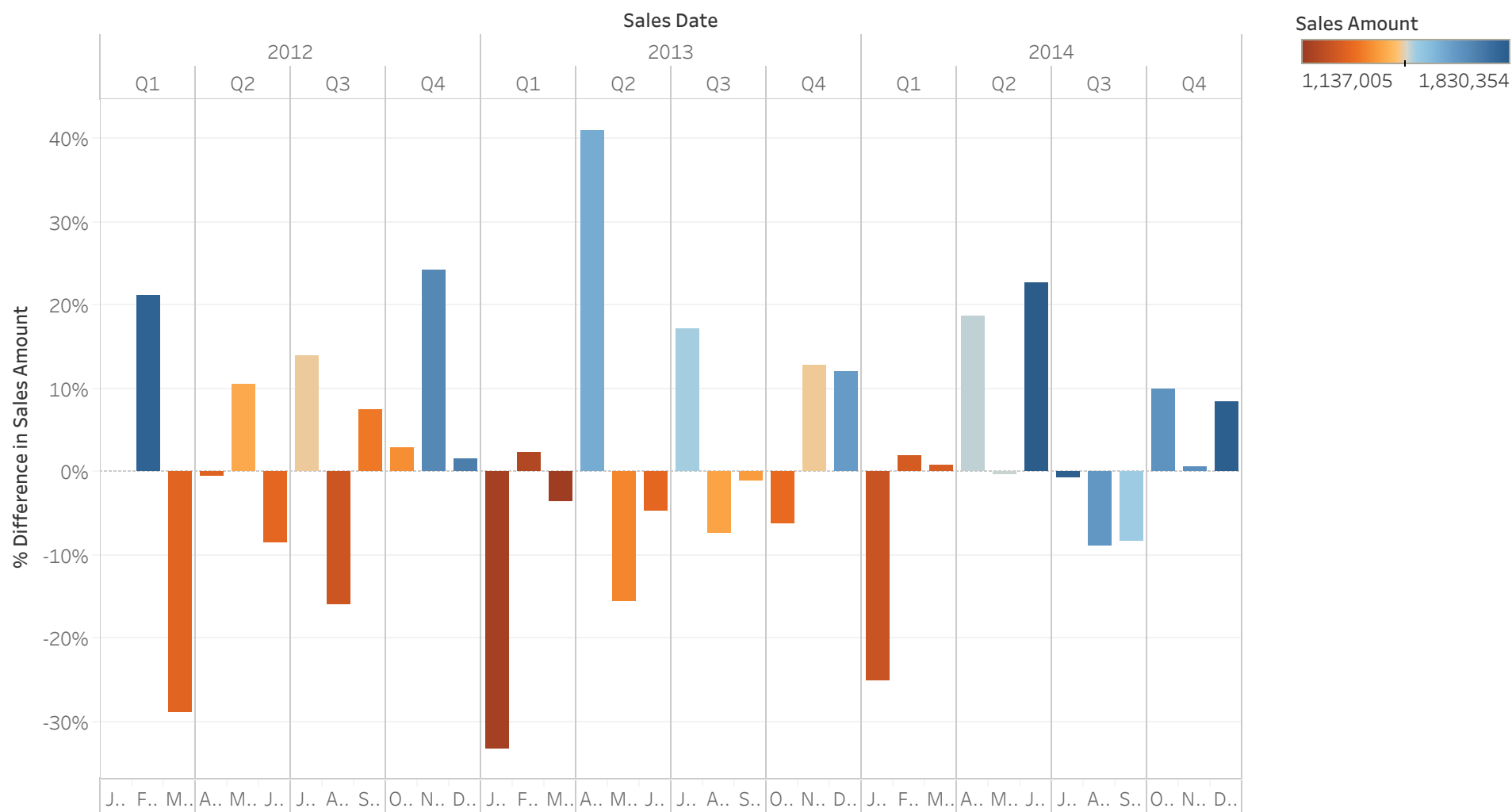
Sales Date

% Difference in Sales Amount for each Sales Date Month broken down by Sales Date Year and Sales Date Quarter. Color shows sum of Sales Amount. The data is filtered on Sales Date Year, which keeps 2012, 2013 and 2014.

Total Sales Forecast
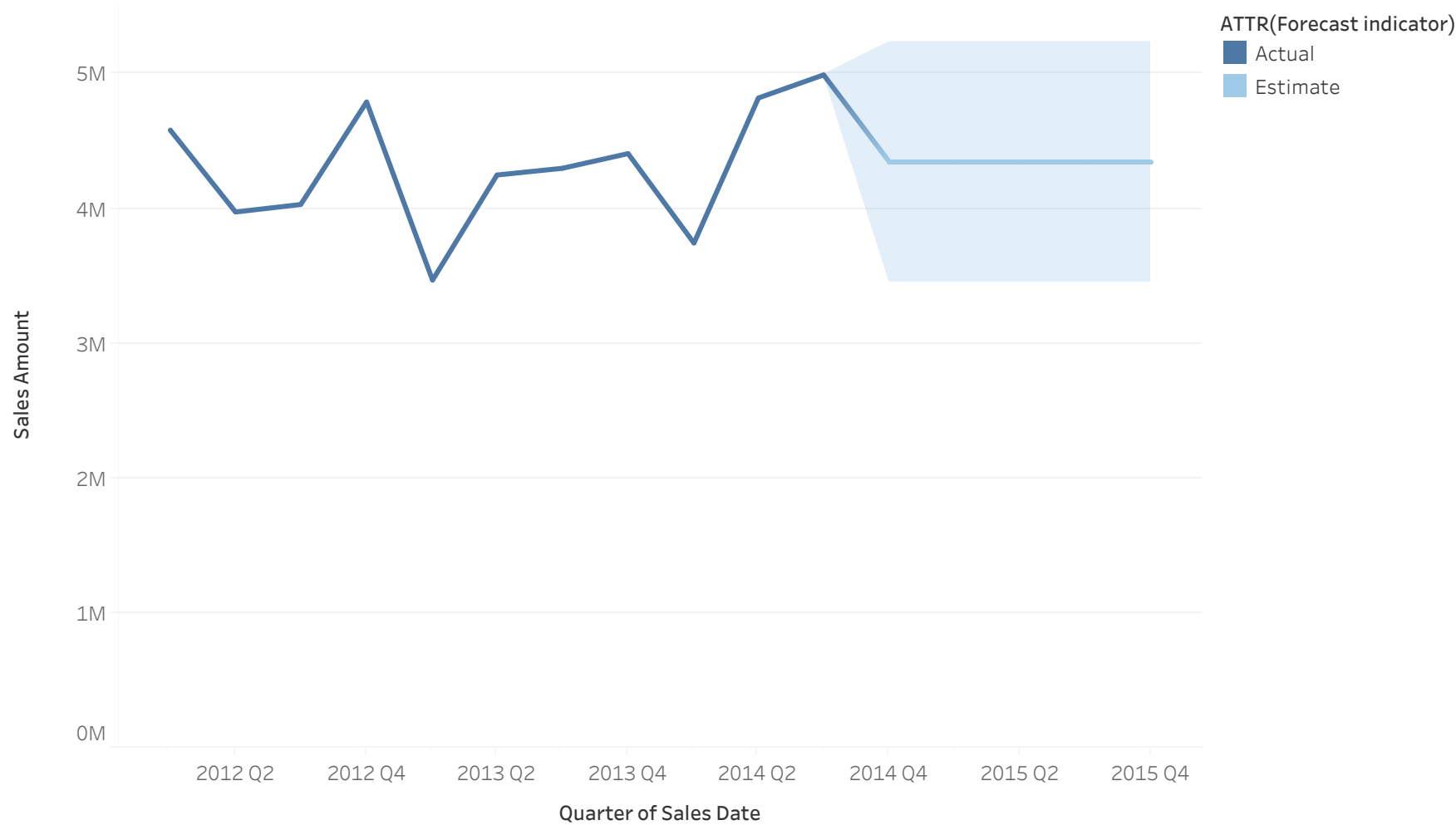
The trend of sum of Sales Amount (actual & forecast) for Sales Date Quarter. Color shows details about ATTR(Forecast indicator).

Total Sales Trend

Sales Date

| 2012 | 2013 | 2014 |

Sales Amount

- 3,468,929
- 4,000,000
- 4,500,000
- 5,167,030

Sales Amount

3,468,929   5,167,030

Sales Amount (y-axis): 0M, 1M, 2M, 3M, 4M, 5M

Quarters: Q1 Q2 Q3 Q4 | Q1 Q2 Q3 Q4 | Q1 Q2 Q3 Q4

Sum of Sales Amount for each Sales Date Quarter broken down by Sales Date Year. Color shows sum of Sales Amount. Size shows sum of Sales Amount.
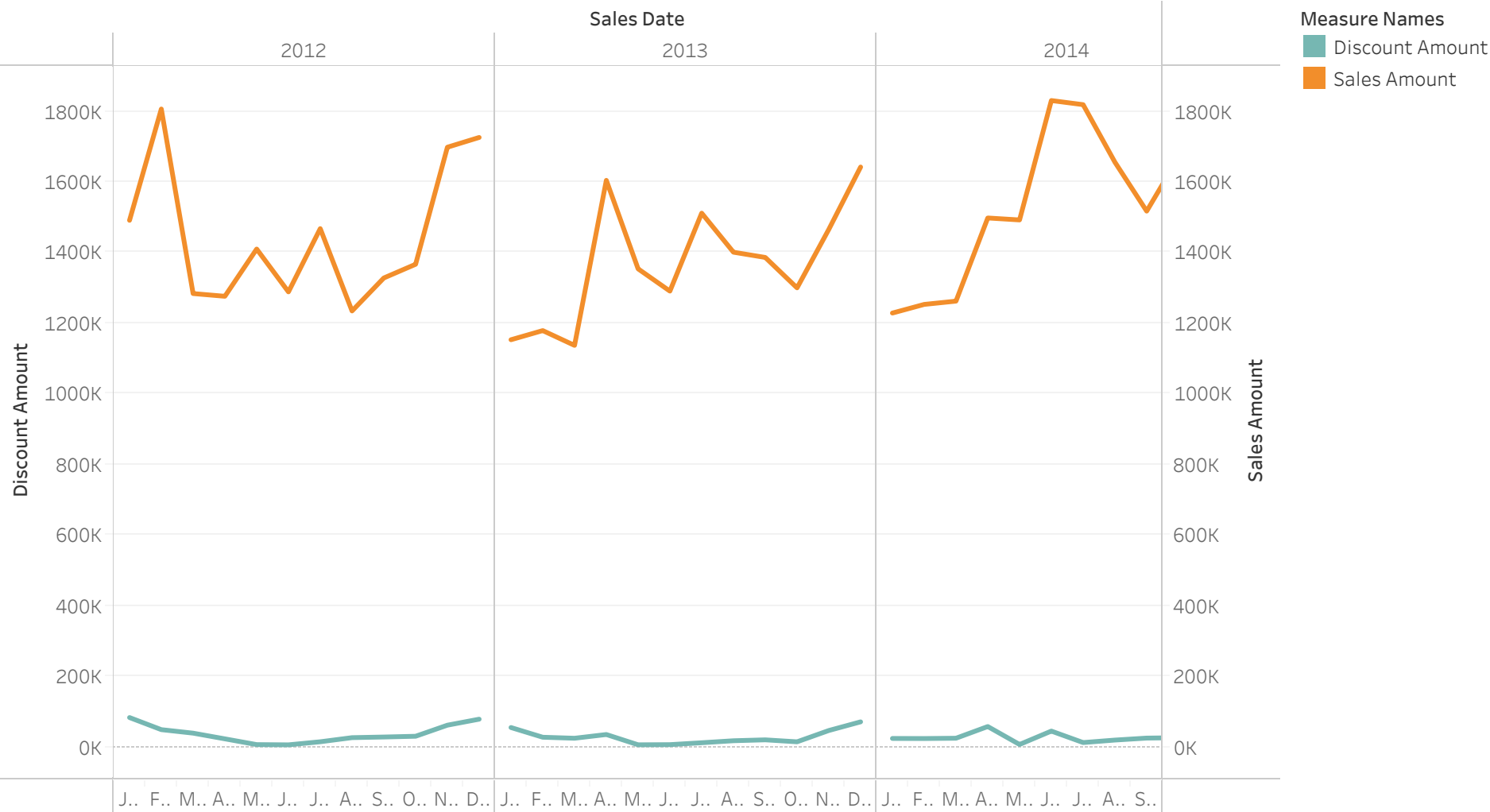
Discounts per Year

The trends of Discount Amount and Sales Amount for Sales Date Month broken down by Sales Date Year. Color shows details about Discount Amount and Sales Amount.

Discounts per Year

Sales Date

2014

Discount Amount

Sales Amount

1800K — 1800K
1600K — 1600K
1400K — 1400K
1200K — 1200K
1000K — 1000K
800K — 800K
600K — 600K
400K — 400K
200K — 200K
0K — 0K

O.. N.. D..

The trends of Discount Amount and Sales Amount for Sales Date Month broken down by Sales Date Year. Color shows details about Discount Amount and Sales Amount.
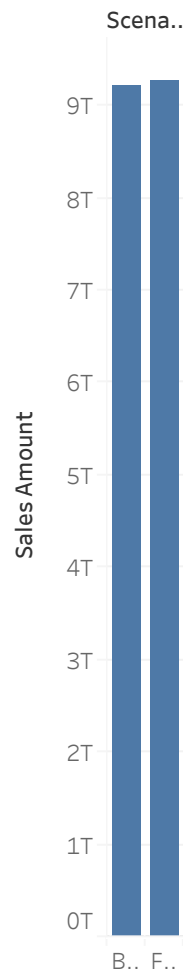
Total Sales by Geo
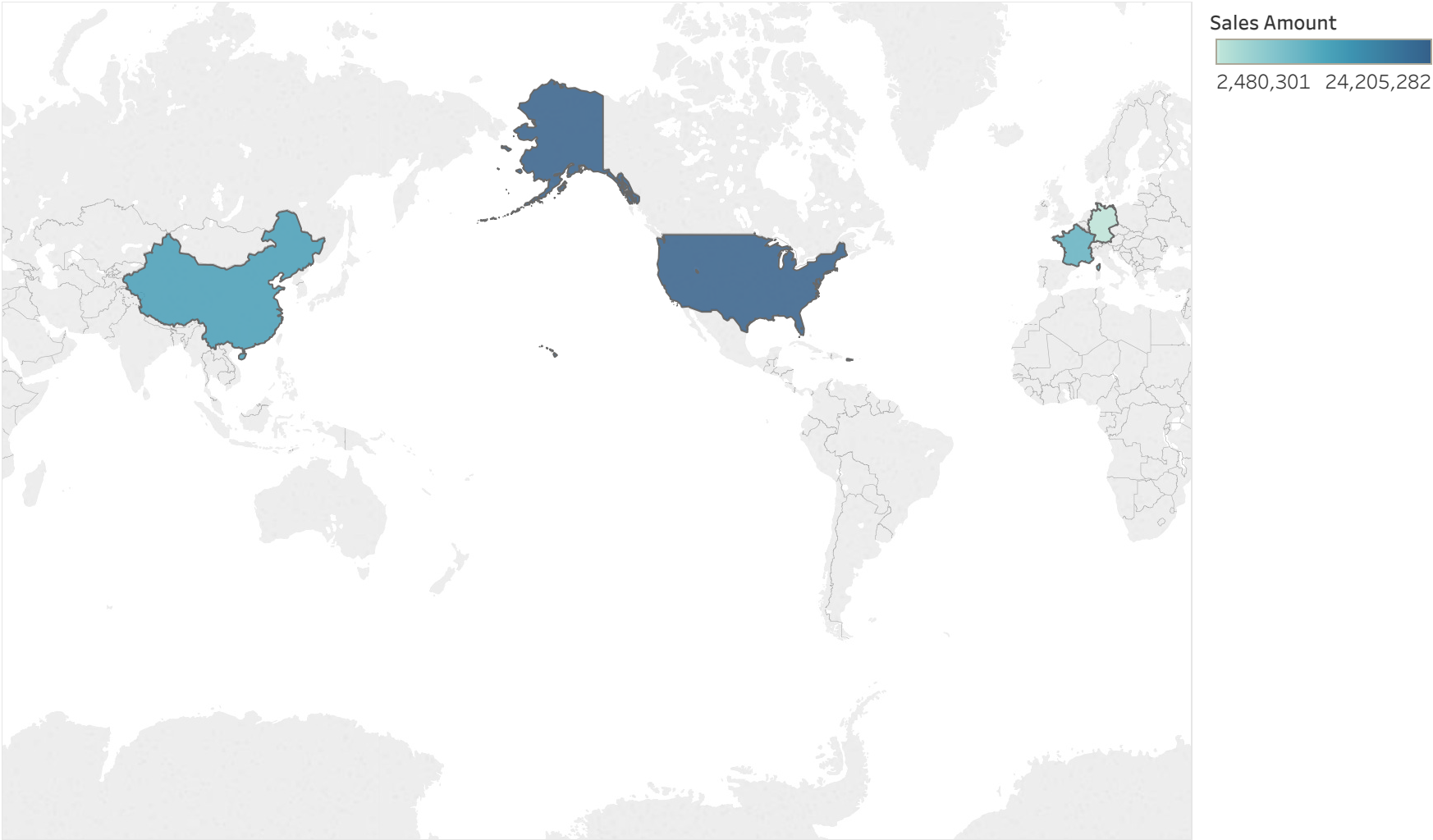
Sales Amount

2,480,301   24,205,282

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales Amount. Details are shown for Country name.

Sales Quota

Scena..

Sales Amount Quota

160T

140T

120T

100T

80T

60T

40T

20T

0T

B.. F..
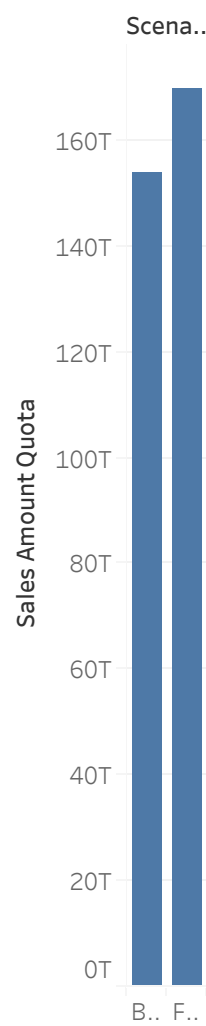
Sum of Sales Amount Quota for each Scenario Name.

Budget vs fore- cast

Sales Amount

9T

8T

7T

6T

5T

4T

3T

2T

1T

0T

B.. F..

Sum of Sales
Amount for each
Scenario Name.
The data is
filtered on Action
(Country), which
keeps 4
members.

Quota by Geo

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales Amount Quota. Details are shown for Country.
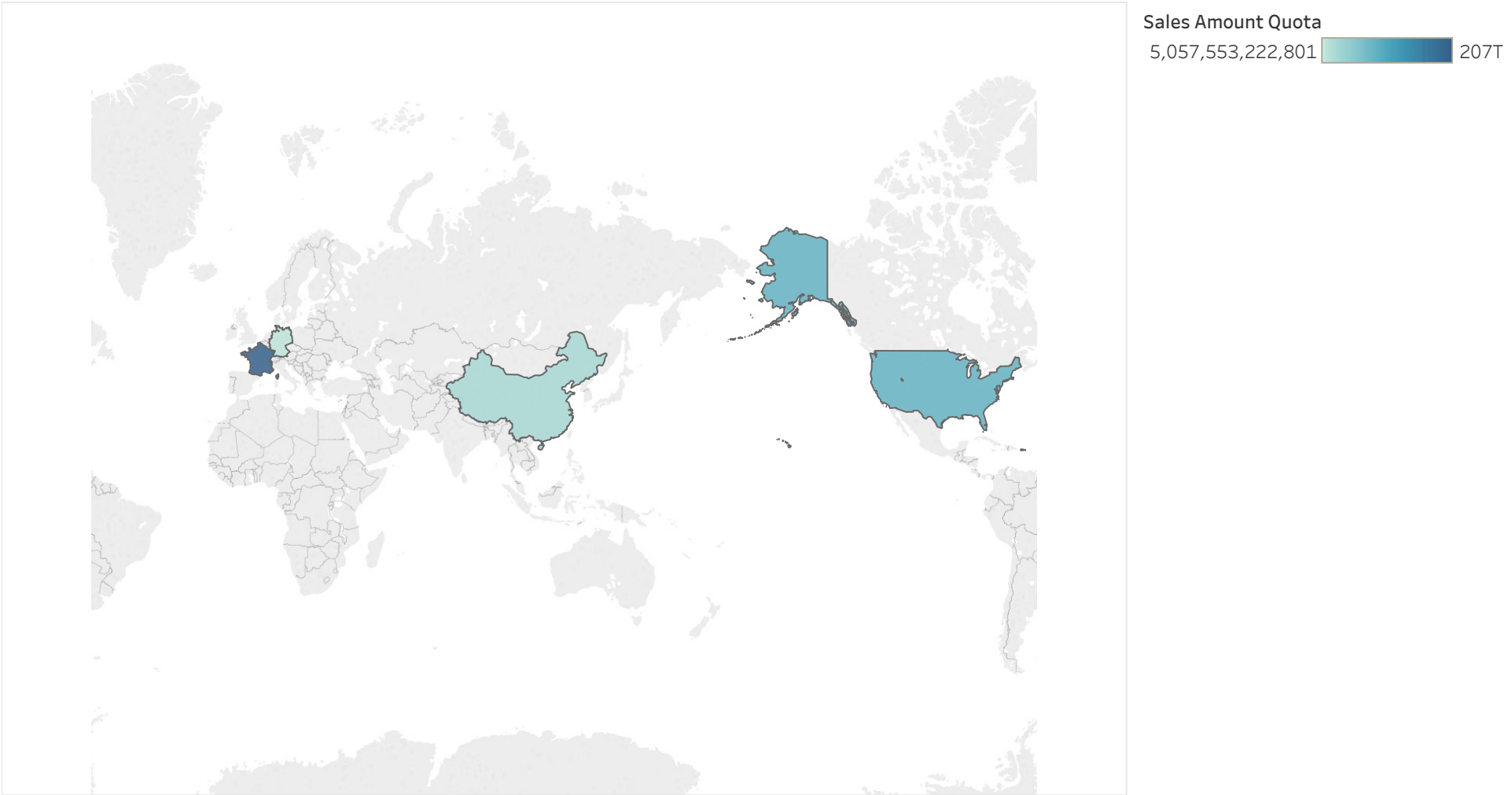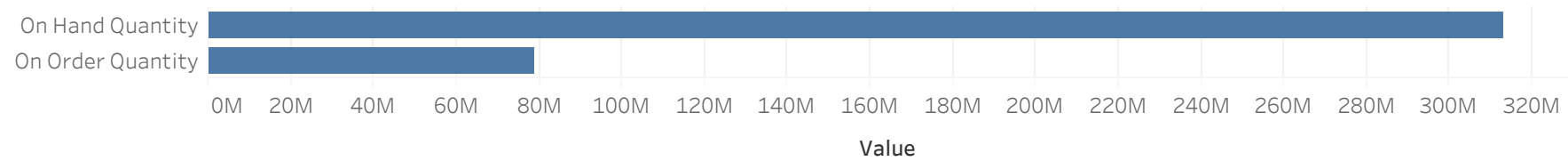
On hand vs on order

On Hand Quantity	
On Order Quantity	

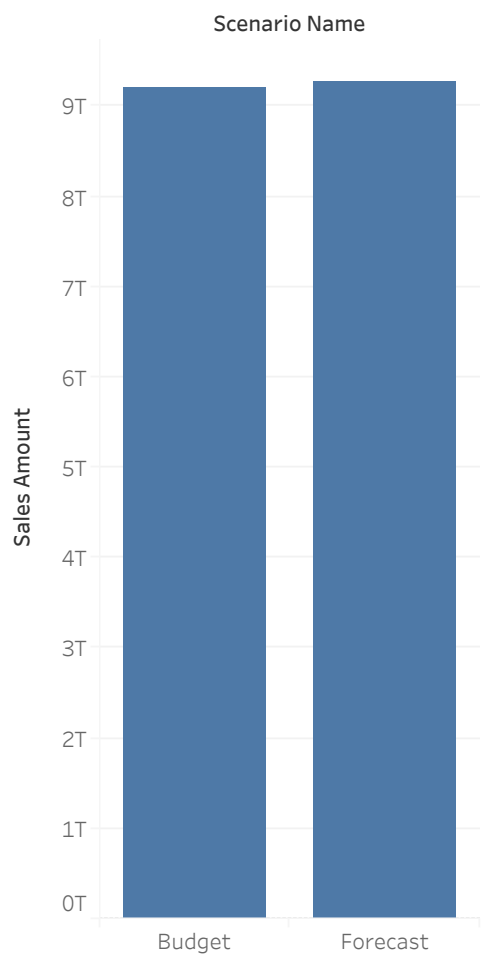0M 20M 40M 60M 80M 100M 120M 140M 160M 180M 200M 220M 240M 260M 280M 300M 320M

Value

On Hand Quantity and On Order Quantity.

Quota by Geo

Budget vs forecast

Scenario Name
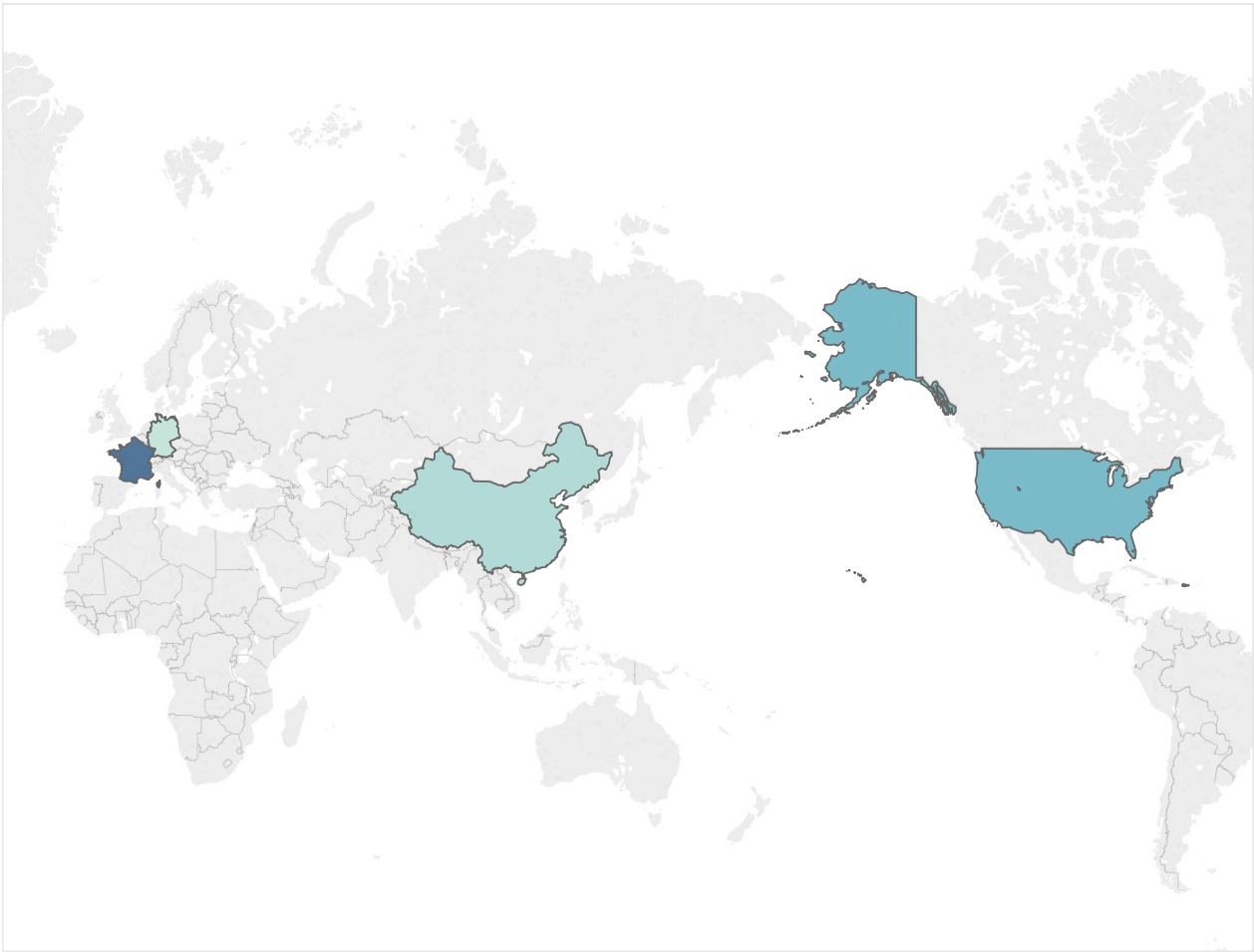
On hand vs on order

Sales by store

Store Name

Store Name	
Contoso Asia Online Store	
Contoso Asia Reseller	
Contoso North America O..	
Contoso Europe Online St..	
Contoso Catalog Store	
Contoso Europe Reseller	
Contoso Hong Kong No.1 S..	
Contoso Urumqi Store	
Contoso Shanghai No.1 St..	
Contoso Hong Kong No.2 S..	
Contoso Shanghai No.2 St..	
Contoso Beijing Store	
Contoso Guangzhou Store	
Contoso Ithaca Store	
Contoso Albany Store	
Contoso Rochester No.1 S..	
Contoso Rochester No.2 S..	
Contoso New York No.1 St..	
Contoso Poestenkill Store	
Contoso New York No.2 St..	
Contoso Brooklyn Store	
Contoso Oswego Store	
Contoso Syracuse Store	
Contoso Buffalo Store	
Contoso Nantes Store	
Contoso Elmira Store	
Contoso Strasbourg Store	
Contoso Plattsburgh Store	

0T   20T   40T   60T   80T   100T   120T   140T   160T   180T   200T

Sales Amount Quota

Sum of Sales Amount Quota for each Store Name.

Sales by store

Store Name

Contoso Nice Store
Contoso Queens Store
Contoso Toulouse Store
Contoso Paris Store
Contoso Lyon Store
Contoso Marseille Store
Contoso Berlin Store

0T   20T   40T   60T   80T   100T   120T   140T   160T   180T   200T

Sales Amount Quota

Sum of Sales Amount Quota for each Store Name.