



The object of this solution delivery is to model, measure, analyze and track the status of sales within this furniture department store



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Sales Summary

This page includes high-level summary of YoY sales and gross margin performance trending situation comparing with previous year at each product category, customer segment, time period and region.

Audience: Executives

Dimensions: Hierarchy of Product, Time, Customer Segment, and Region.

KPIs: Sales Amount, Gross Margin %, Cost



Product Detail

This page includes product details. We can learn the most profitable product by each time period, region and customer.

Audience: Operational Department of purchasing, sales and marketing

Dimensions: Hierarchy of Product

KPIs: Gross Margin %, Profit Rate



Customer Detail

This page includes customer details. We can learn the top 20 customers by profit as well as the contribution of each segment to total sales amount.

Audience: CRM and Marketing Campaign Department

Dimensions: Customer Segment

KPIs: Segment Contribution %



Date Type

Order Date

Ship date

Time Hierarchy

☐ Select all

✓ ☐ 2014

✓ ☐ 2015

Region

☐ Select all

☐ Central

☐ East

Segment

☐ Select all

☐ Consumer

☐ Corporate

Product Hierarchy

☐ Select all

✓ ☐ Furniture

✓ ☐ Office Supplies

\$2.30M

Sale Amount

\$1.16M

Consumer Sale

\$2.01M

Cost of Goods

\$286.40K

Gross Margin

\$566.73K

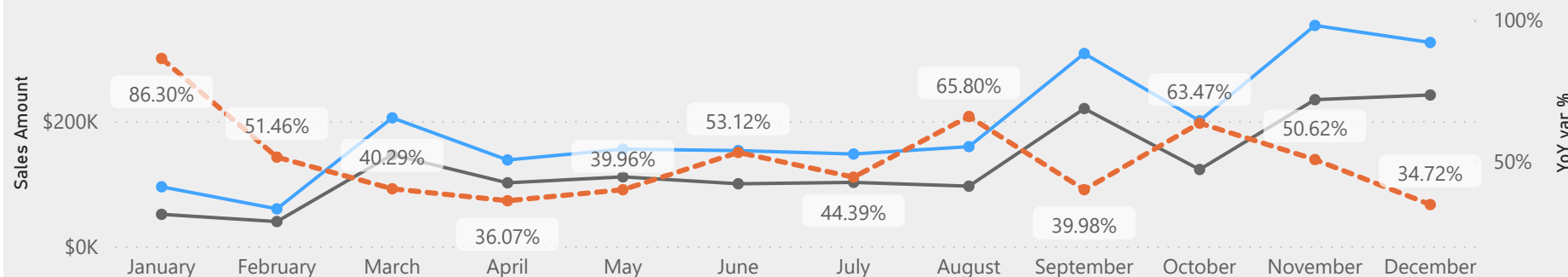
Sales Amount Discounted

\$180.50K

Amount Returned

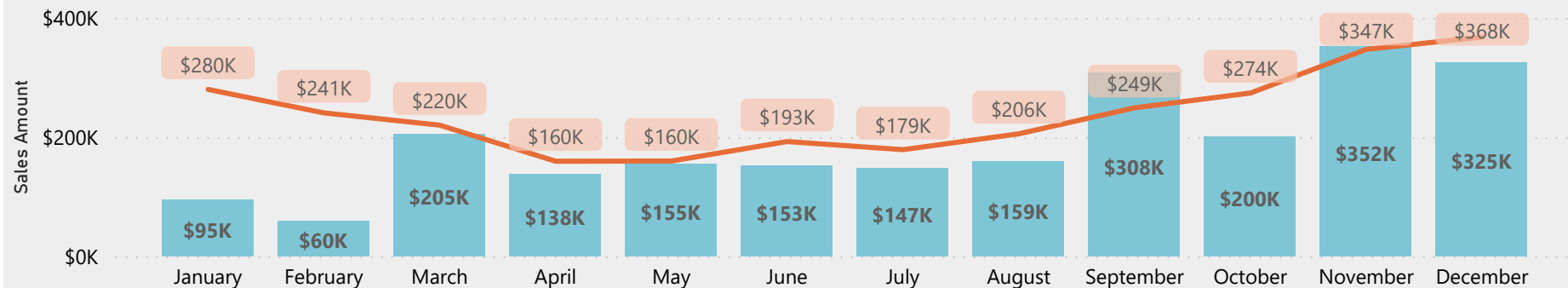
YoY Sales Trends by Month

● Sale Amount ● LY Sales Amount ● YoY var %



Rolling 4 Month Sales Amount

● Sale Amount ● Rolling 4 Month Sale



Product Return - (Threshold:10%)

Category	Total Orders	Return Rate
<input checked="" type="checkbox"/> Office Supplies	3742	8.01%
<input checked="" type="checkbox"/> Binders	1316	9.34%
<input checked="" type="checkbox"/> Paper	1191	8.75%
<input checked="" type="checkbox"/> Storage	777	6.68%
<input checked="" type="checkbox"/> Art	731	5.53%
<input checked="" type="checkbox"/> Appliances	451	10.41%
<input checked="" type="checkbox"/> Labels	346	6.21%
<input checked="" type="checkbox"/> Envelopes	249	5.52%
<input checked="" type="checkbox"/> Fasteners	215	7.44%
<input checked="" type="checkbox"/> Supplies	187	9.58%
<input checked="" type="checkbox"/> Furniture	1764	8.15%
<input checked="" type="checkbox"/> Furnishings	877	7.77%
<input checked="" type="checkbox"/> Chairs	576	7.51%
<input checked="" type="checkbox"/> Tables	307	10.80%
<input checked="" type="checkbox"/> Bookcases	224	7.60%
<input checked="" type="checkbox"/> Technology	1544	8.13%
<input checked="" type="checkbox"/> Phones	814	8.00%
<input checked="" type="checkbox"/> Accessories	718	7.43%
<input checked="" type="checkbox"/> Machines	112	13.86%
<input checked="" type="checkbox"/> Copiers	68	8.12%
Total	5009	8.06%

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Date Type

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Time Hierarchy

☐ Select all

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Region

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Product Hierarchy

☐ Select all

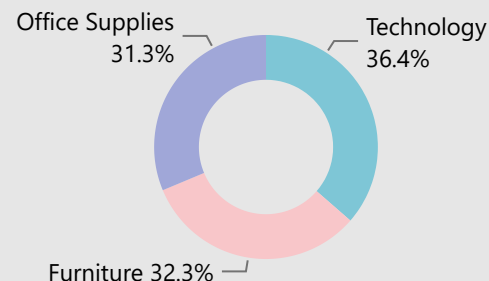
✓ ☐ Furniture

✓ ☐ Office Supplies

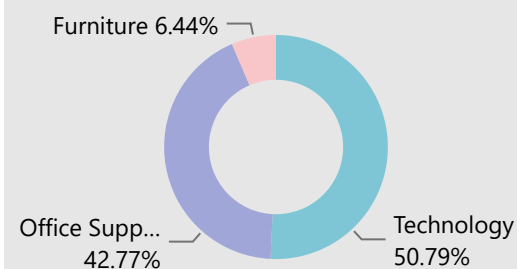
Gross Margin % by Product

Category	Sale Amount	Gross Margin	GM(%)
<input checked="" type="checkbox"/> Technology	\$836,154.03	\$145,454.95	17.40%
<input checked="" type="checkbox"/> Copiers	\$149,528.03	\$55,617.82	37.20%
<input checked="" type="checkbox"/> Accessories	\$167,380.32	\$41,936.64	25.05%
<input checked="" type="checkbox"/> Phones	\$330,007.05	\$44,515.73	13.49%
<input checked="" type="checkbox"/> Machines	\$189,238.63	\$3,384.76	1.79%
<input checked="" type="checkbox"/> Office Supplies	\$719,047.03	\$122,490.80	17.04%
<input checked="" type="checkbox"/> Labels	\$12,486.31	\$5,546.25	44.42%
<input checked="" type="checkbox"/> Paper	\$78,479.21	\$34,053.57	43.39%
<input checked="" type="checkbox"/> Envelopes	\$16,476.40	\$6,964.18	42.27%
<input checked="" type="checkbox"/> Fasteners	\$3,024.28	\$949.52	31.40%
<input checked="" type="checkbox"/> Art	\$27,118.79	\$6,527.79	24.07%
<input checked="" type="checkbox"/> Appliances	\$107,532.16	\$18,138.01	16.87%
<input checked="" type="checkbox"/> Binders	\$203,412.73	\$30,221.76	14.86%
<input checked="" type="checkbox"/> Storage	\$223,843.61	\$21,278.83	9.51%
<input checked="" type="checkbox"/> Supplies	\$46,673.54	(\$1,189.10)	-2.55%
<input checked="" type="checkbox"/> Furniture	\$741,999.80	\$18,451.27	2.49%
<input checked="" type="checkbox"/> Furnishings	\$91,705.16	\$13,059.14	14.24%
<input checked="" type="checkbox"/> Chairs	\$328,449.10	\$26,590.17	8.10%
<input checked="" type="checkbox"/> Bookcases	\$114,880.00	(\$3,472.56)	-3.02%
<input checked="" type="checkbox"/> Tables	\$206,965.53	(\$17,725.48)	-8.56%
Total	\$2,297,200.86	\$286,397.02	12.47%

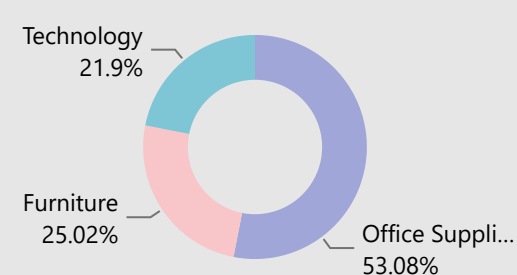
Sale Amount by Category



Gross Margin by Category



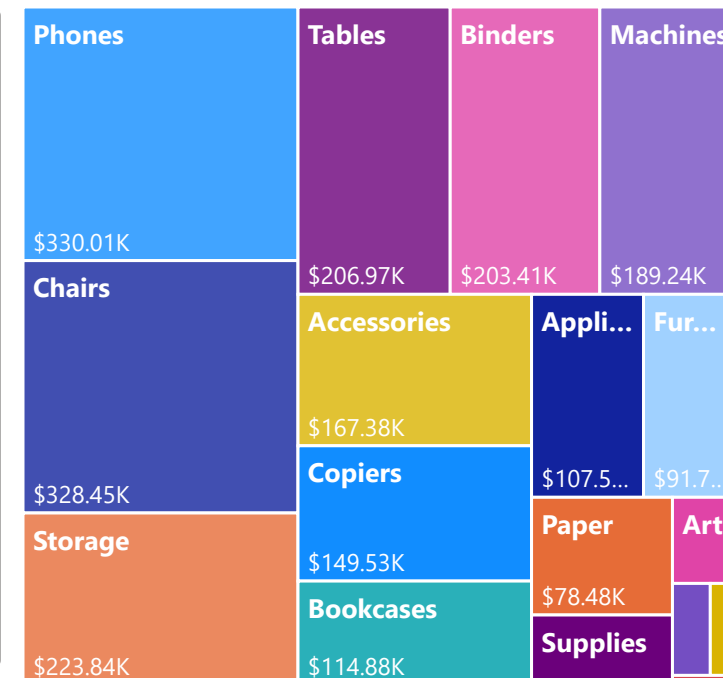
Total Orders by Category



Top 5 Product by Gross Margin

Product Name	Gross Margin	Cost of Goods	GM(%)	Profit Rate
Canon imageCLASS 2200 Advanced Copier	\$25,199.93	\$36,399.90	40.91%	69.23%
Canon PC1060 Personal Laser Copier	\$4,570.93	\$7,048.90	39.34%	64.85%
Hewlett Packard LaserJet 3310 Copier	\$6,983.88	\$11,855.80	37.07%	58.91%
Plantronics Savi W720 Multi-Device Wireless Headset System	\$4,425.34	\$9,331.19	32.17%	47.43%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$7,753.04	\$19,700.35	28.24%	39.35%

Sale Amount by Sub-Category



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Time Hierarchy

☐ Select all

✓ ☐ 2014

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Product Hierarchy

☐ Select all

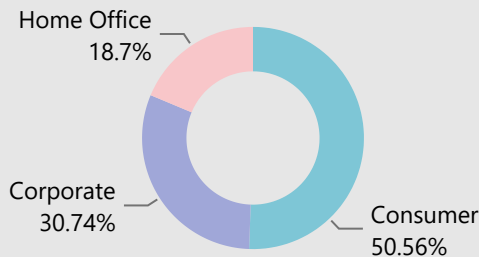
✓ ☐ Furniture

✓ ☐ Office Supplies

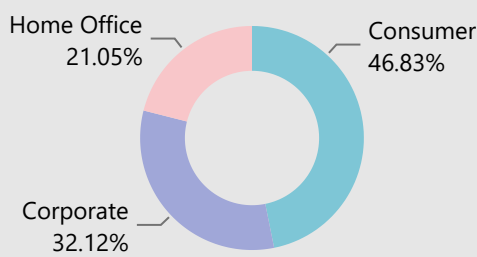
Top 20 Customers by Gross Margin

Customer Name	Sale Amount	Gross Margin	GM(%)
Tamara Chand	\$19,052.22	\$8,981.32	47.14%
Raymond Buch	\$15,117.34	\$6,976.10	46.15%
Sanjit Chand	\$14,142.33	\$5,757.41	40.71%
Hunter Lopez	\$12,873.30	\$5,622.43	43.68%
Adrian Barton	\$14,473.57	\$5,444.81	37.62%
Tom Ashbrook	\$14,595.62	\$4,703.79	32.23%
Christopher Martinez	\$8,954.02	\$3,899.89	43.55%
Keith Dawkins	\$8,181.26	\$3,038.63	37.14%
Andy Reiter	\$6,608.45	\$2,884.62	43.65%
Daniel Raglin	\$8,350.87	\$2,869.08	34.36%
Tom Boeckenhauer	\$9,133.99	\$2,798.37	30.64%
Nathan Mautz	\$6,459.34	\$2,751.68	42.60%
Sanjit Engle	\$12,209.44	\$2,650.68	21.71%
Bill Shonely	\$10,501.65	\$2,616.06	24.91%
Harry Marie	\$8,236.76	\$2,437.98	29.60%
Todd Sumrall	\$11,891.75	\$2,371.71	19.94%
Brian Moss	\$7,294.19	\$2,199.28	30.15%
Christopher Conant	\$12,129.07	\$2,177.05	17.95%

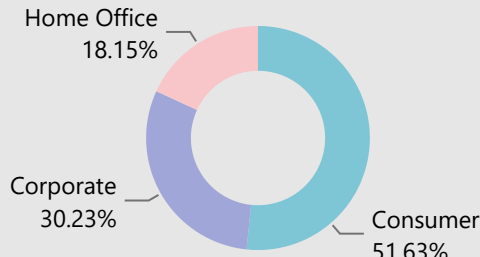
Sale Amount by Segment



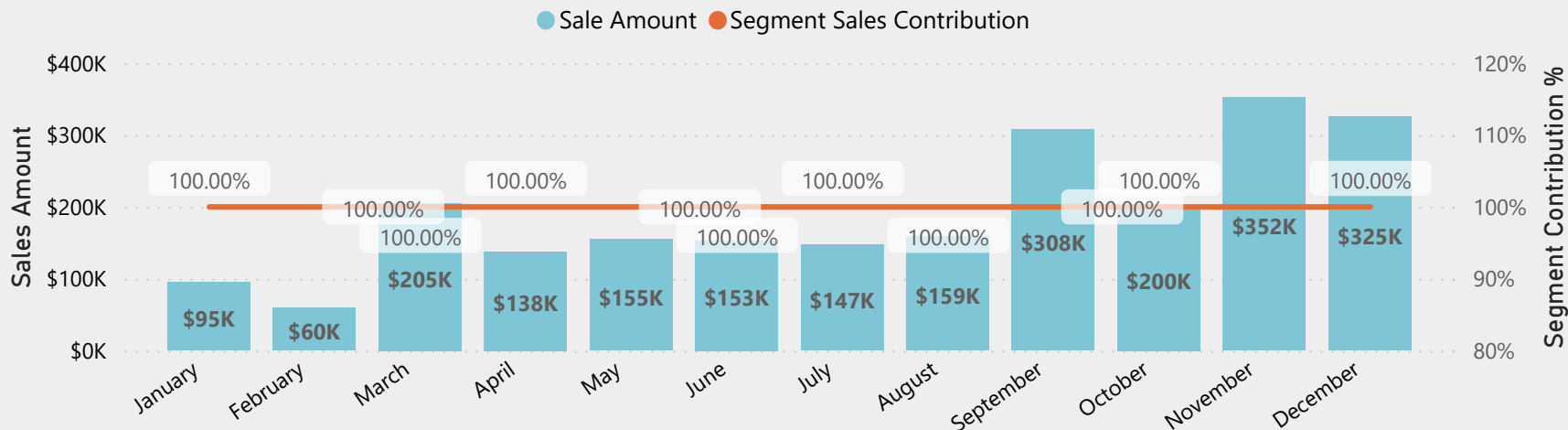
Gross Margin by Segment



Total Orders by Segment



Segment Sale Contribution Trends by Month



\$2.30M

Sale Amount

\$2.30M

Selected Segment Sale

100.00%

Segment Contribution

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