Sum of Sales by City

| City	Sum of Sales
New York City	256K
Los Angeles	176K
Seattle	120K
San Francisco	113K
Philadelphia	109K
Houston	65K
Chicago	49K
San Diego	48K
Jacksonville	45K
Springfield	43K
Detroit	42K
Columbus	39K
Newark	29K
Columbia	25K
Lafayette	25K
Jackson	25K
San Antonio	22K
Burlington	22K
Arlington	20K
Dallas	20K

Sum of Sales

Sales by Segment and Region

Central

0.25M — Consumer
0.16M — Corporate
0.09M — Home Office

East

0.35M — Consumer
0.20M — Corporate
0.13M — Home Office

South

0.20M — Consumer
0.12M — Corporate
0.07M — Home Office

Consumer | Corporate | Home Office

West

0.36M — Consumer
0.23M — Corporate
0.14M — Home Office
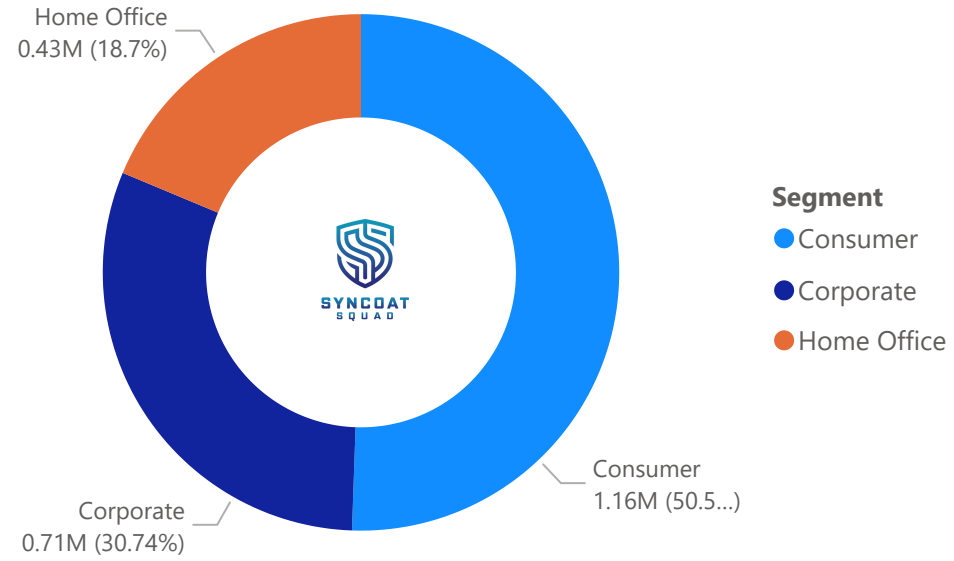
Consumer | Corporate | Home Office

Sales by Segment

Segment
- Consumer
- Corporate
- Home Office

Home Office
0.43M (18.7%)

Corporate
0.71M (30.74%)

Consumer
1.16M (50.5...)

Sales by Segment

Segment
- Consumer
- Corporate
- Home Office

Home Office
0.43M (18.7%)

Corporate
0.71M (30.74%)

Consumer
1.16M (50.5...)

Sales by Category and Segment

Sales by Category and Segment
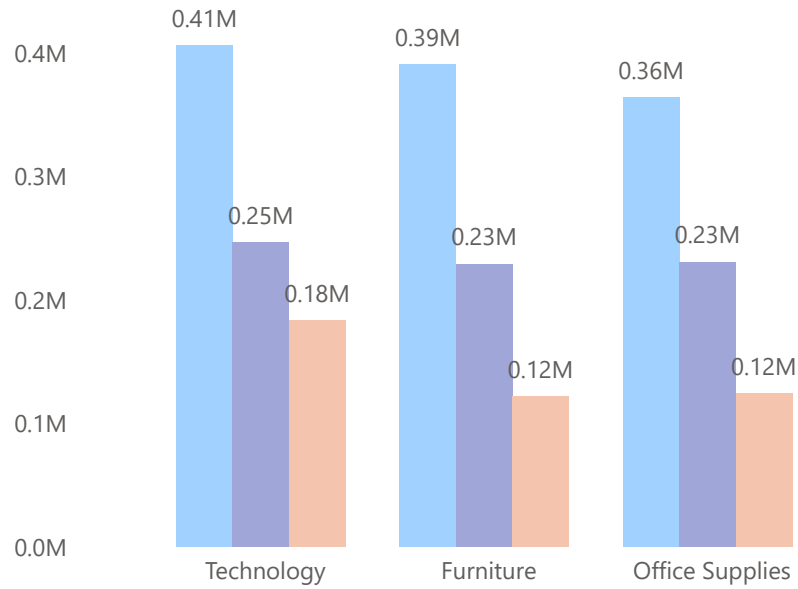
Profit by Ship Mode

Standard Class   Second Class   First Class   Same Day
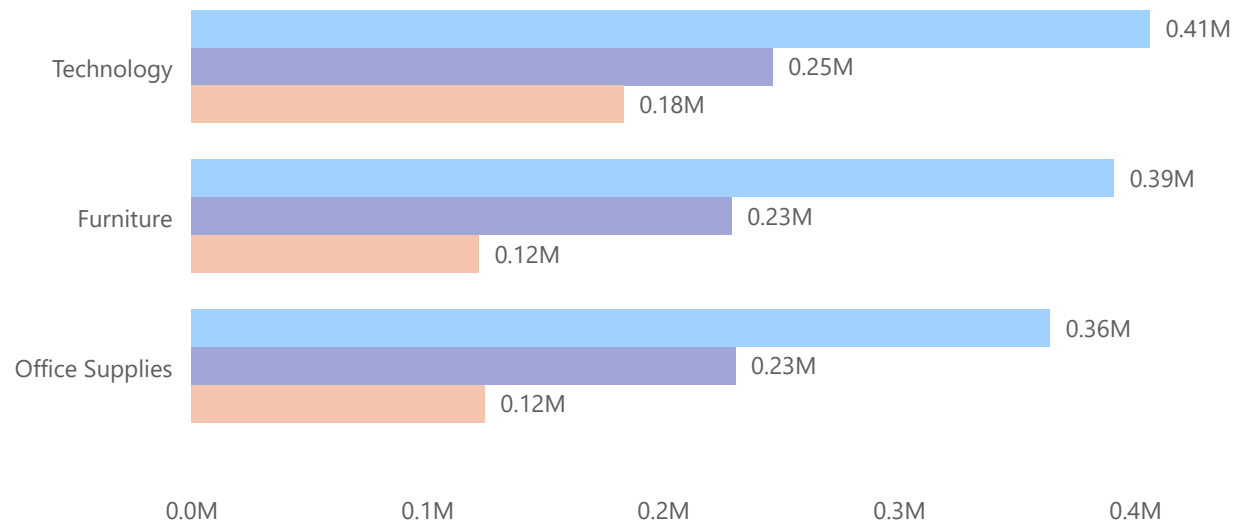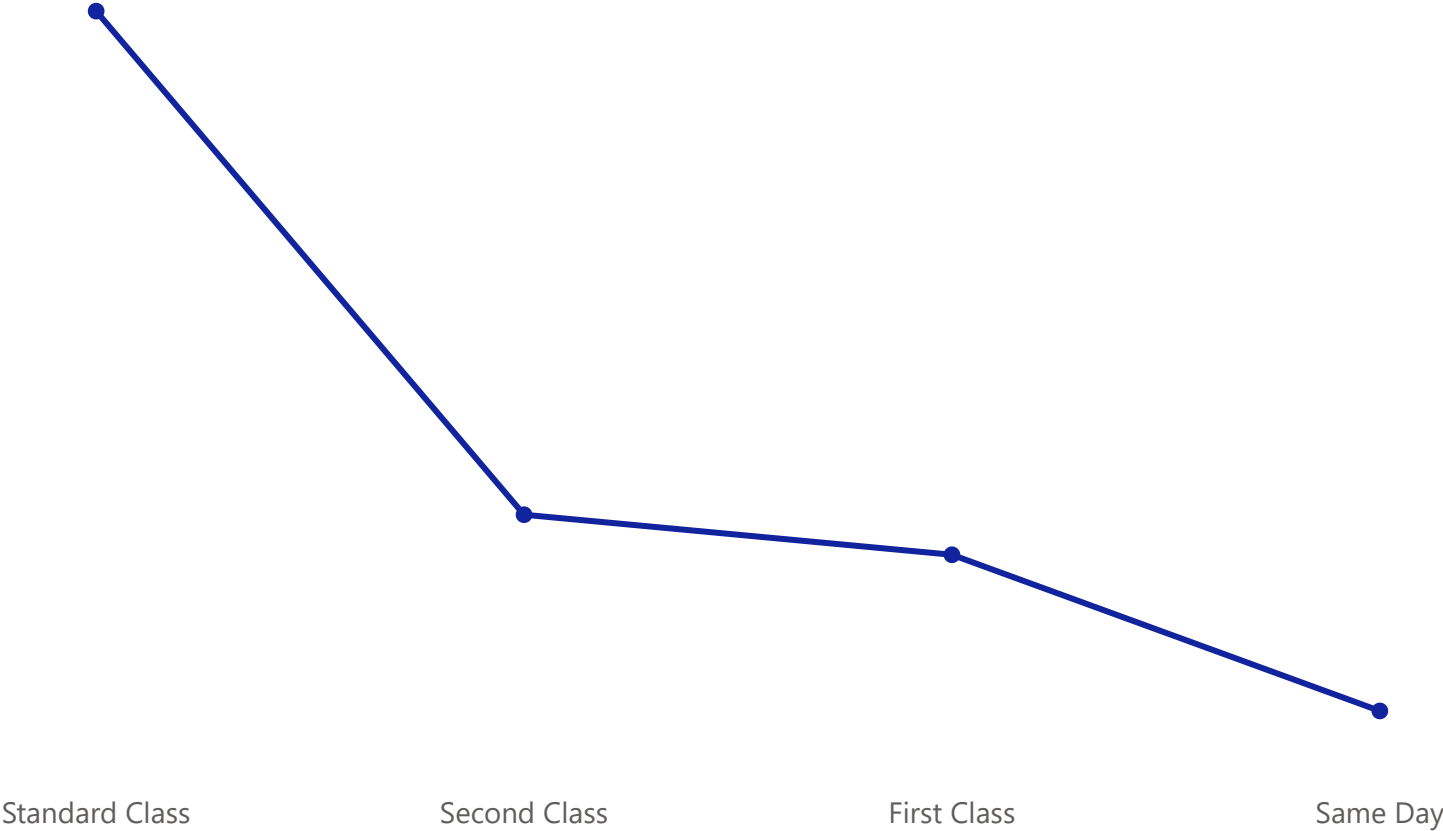
Sum of Quantity by Ship Mode

22.8K — Standard Class

7.4K — Second Class

5.7K — First Class

2.0K — Same Day
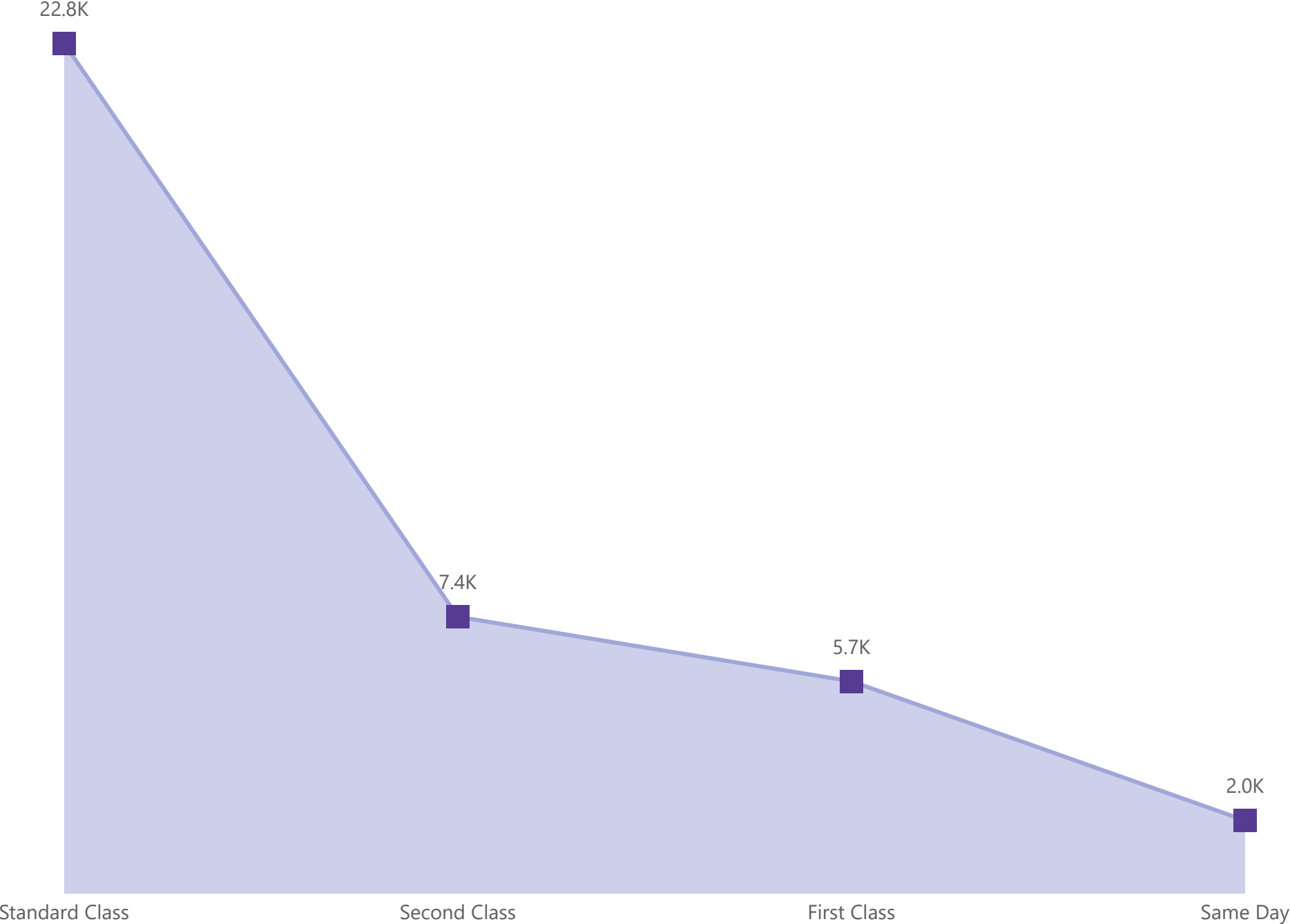
Sales by Ship Mode and Segment

Segment ● Consumer ● Corporate ● Home Office

Sum of Sales (y-axis), Ship Mode (x-axis)

Ship Mode	Consumer	Corporate	Home Office
Standard Class		0.41M	0.24M
Second Class	0.23M	0.15M	0.08M
First Class	0.16M	0.11M	0.09M
Same Day	0.06M	0.05M	0.02M
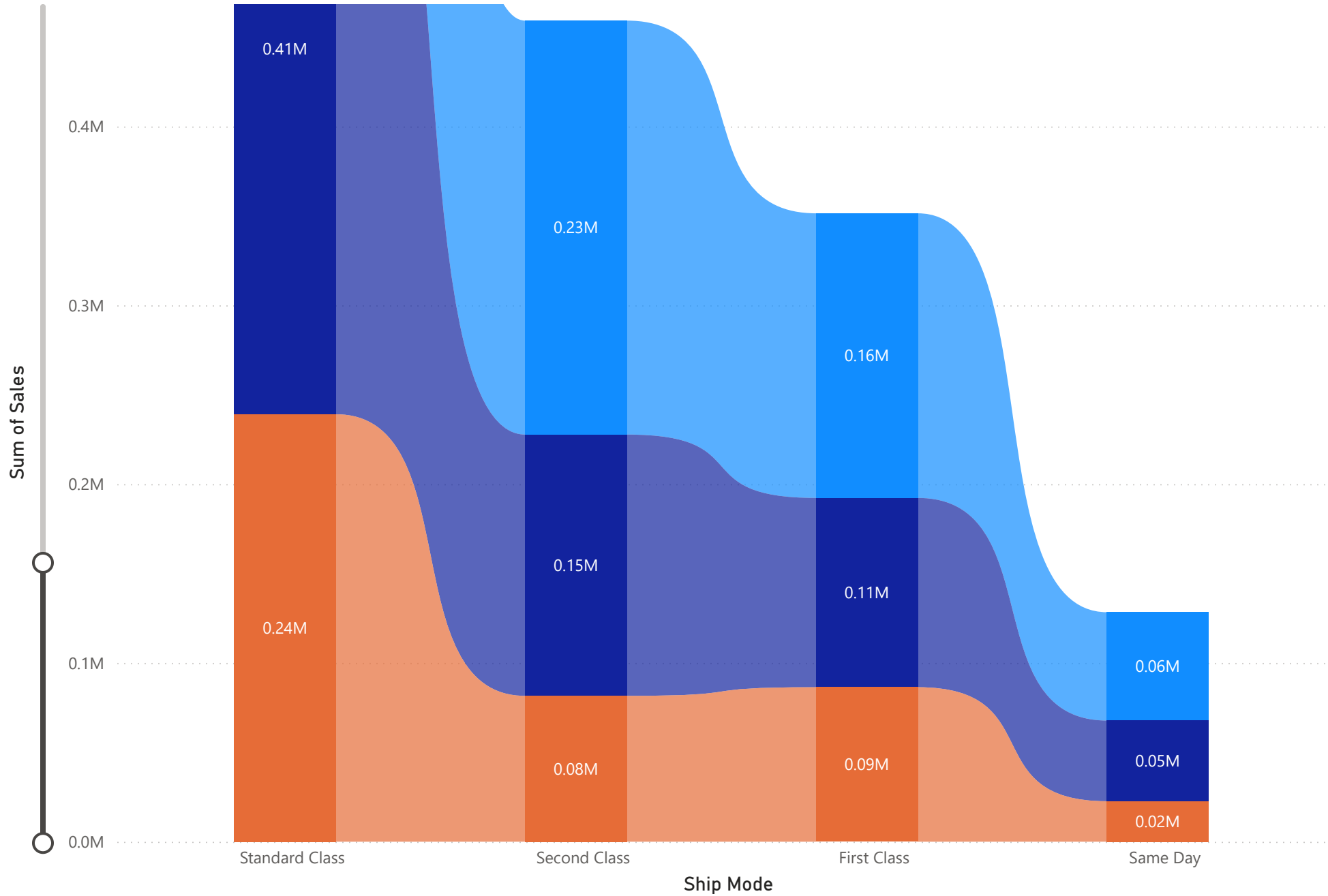
Sum of Sales and Sum of Profit by Year and Segment

Segment ● Consumer ● Corporate ● Home Office ● Sum of Profit

Year	Consumer	Corporate	Home Office	Sum of Profit
2014	0.27M	0.13M	0.09M	50K
2015	0.27M	0.13M	0.08M	62K
2016	0.30M	0.21M	0.11M	82K
2017	0.33M	0.24M	0.16M	93K

Sales axis: 0.0M, 0.2M, 0.4M, 0.6M, 0.8M

Profit axis: 50K, 60K, 70K, 80K, 90K
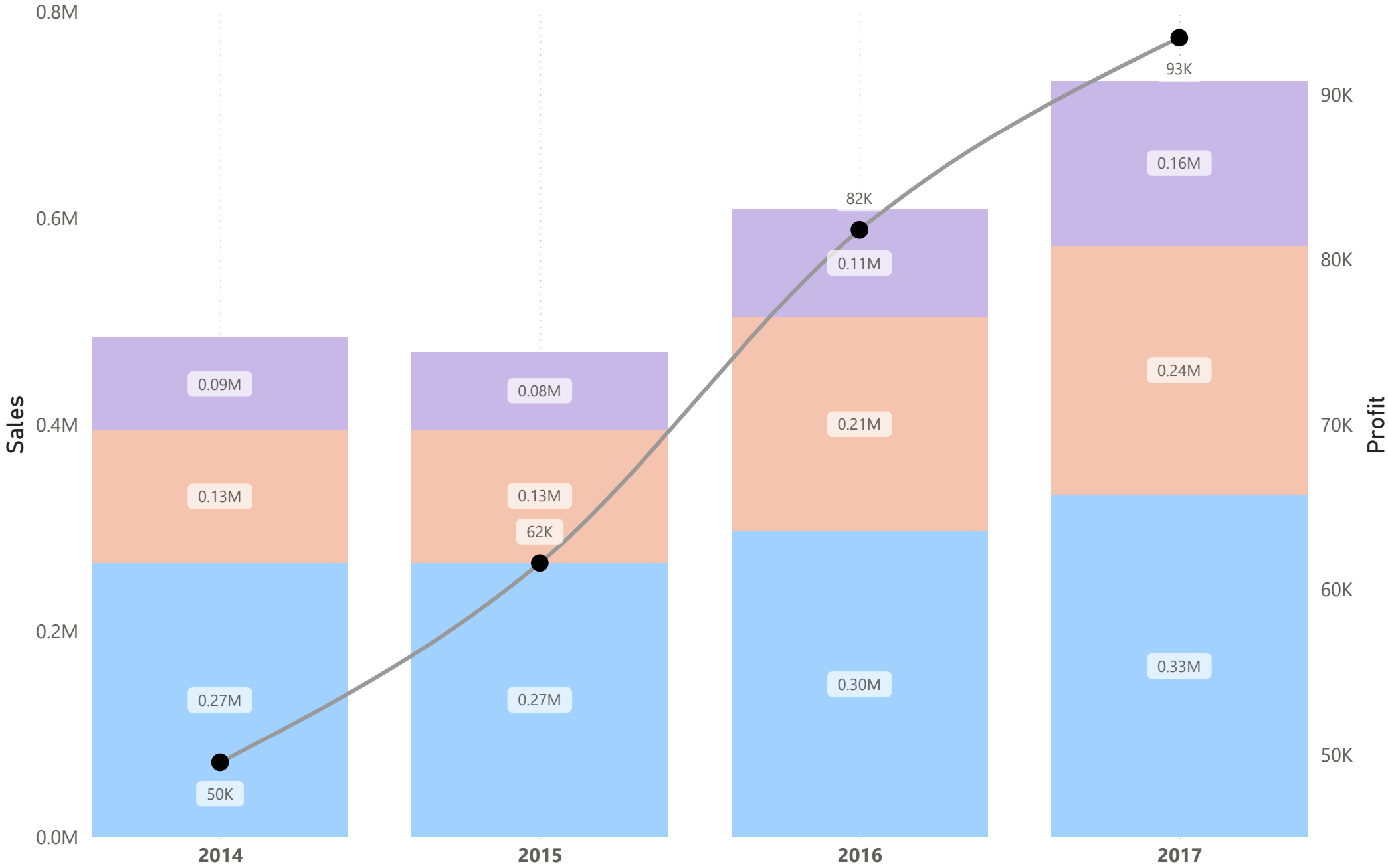
Sales and Quantity by Year and Category
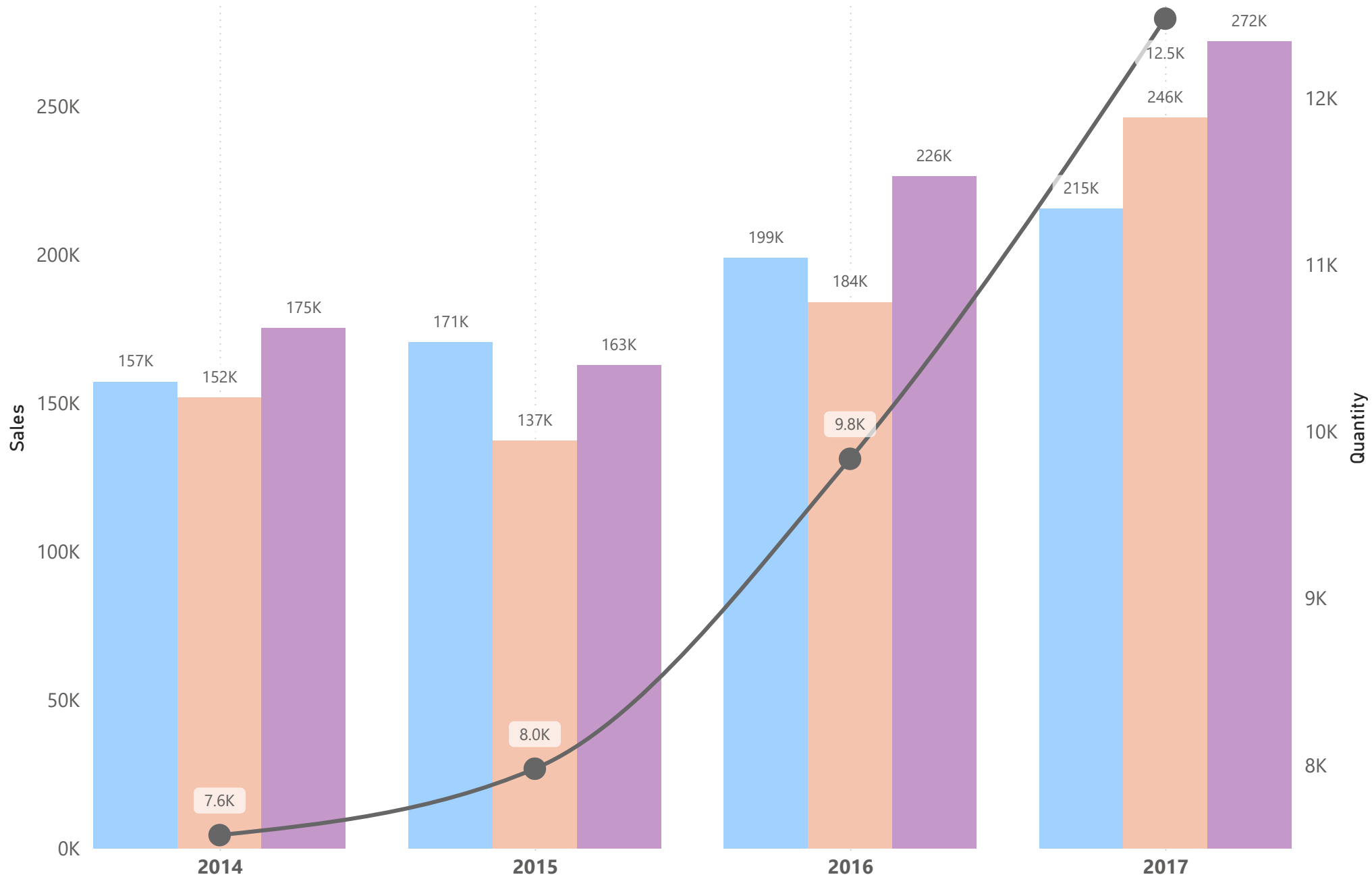
Sales vs Profit

Saturday, December 30, 2017

Profit axis: 10K, 5K, 0K, -5K

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K, 30K
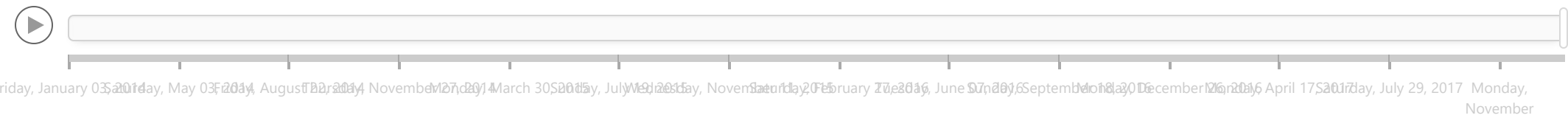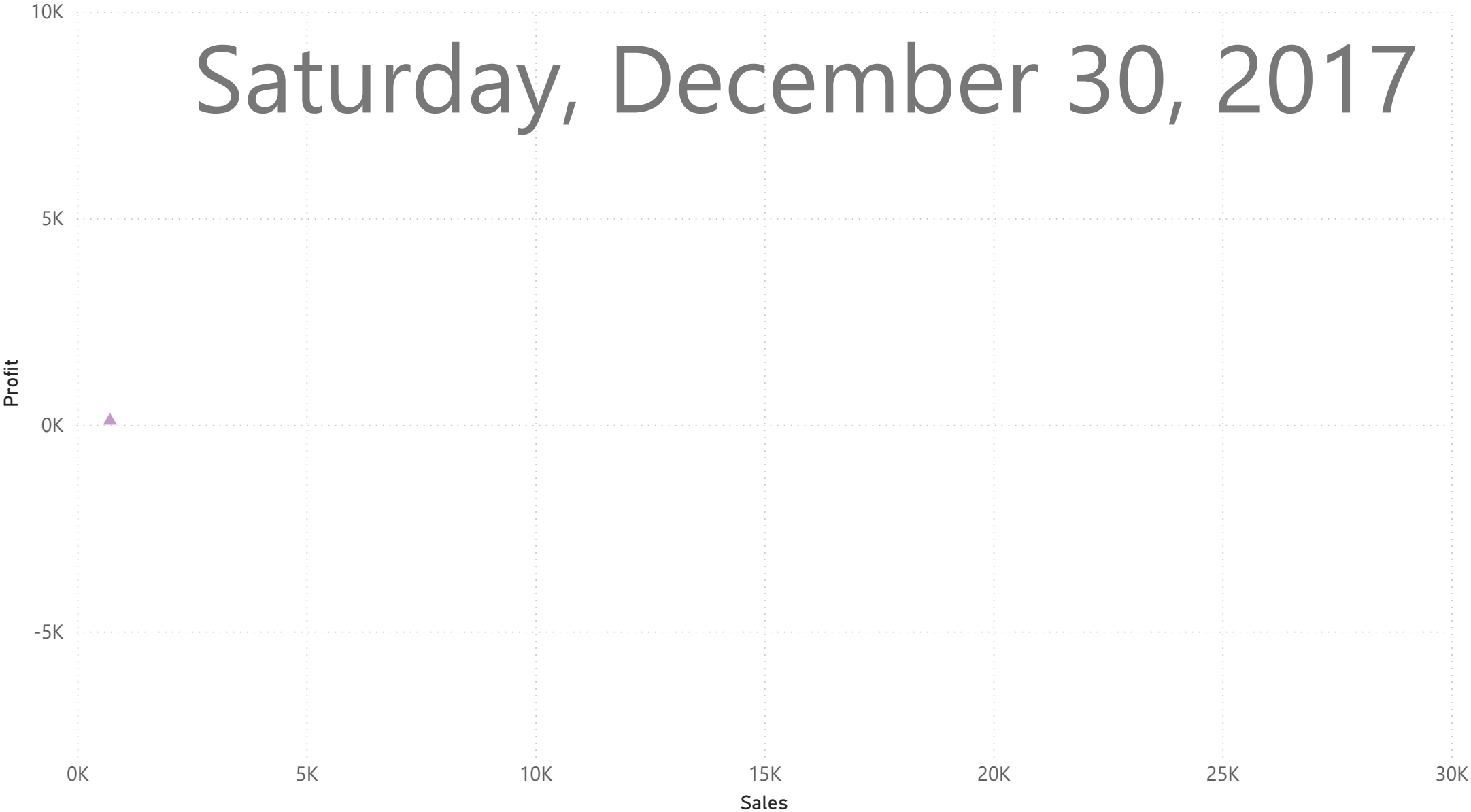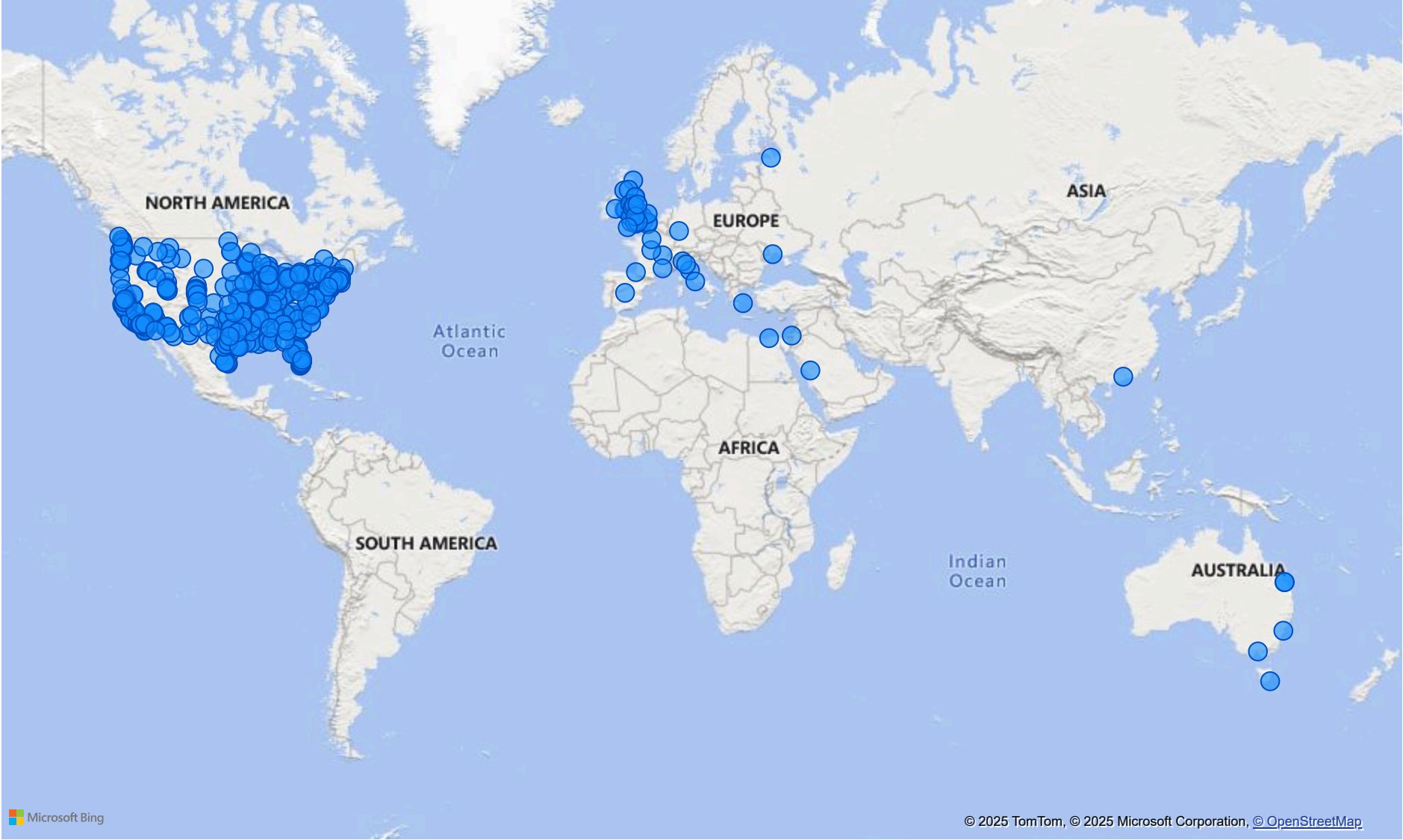
City

Country	Region	City	Sum of Sales	Sum of Profit
United States	Central	Aberdeen	25.50	6.63
United States	Central	Abilene	1.39	-3.76
United States	Central	Allen	290.21	-39.88
United States	Central	Amarillo	3,773.06	-387.97
United States	Central	Ann Arbor	889.27	228.92
United States	Central	Apple Valley	137.94	8.97
United States	Central	Appleton	1,671.31	554.77
United States	Central	Arlington	5,847.77	-254.39
United States	Central	Arlington Heights	14.11	1.23
United States	Central	Aurora	7,572.97	-1,894.72
United States	Central	Austin	6,057.98	-20.39
United States	Central	Baytown	10.37	3.63
United States	Central	Beaumont	472.12	59.12
United States	Central	Bedford	226.26	10.62
United States	Central	Bloomington	1,567.74	-249.36
United States	Central	Bolingbrook	218.31	-4.66
United States	Central	Broken Arrow	2,439.53	575.52
United States	Central	Brownsville	1,292.23	202.07
United States	Central	Bryan	616.66	-213.71
United States	Central	Buffalo Grove	831.40	-89.65
United States	Central	Burlington	57.43	26.67
United States	Central	Canton	818.13	149.28
United States	Central	Carol Stream	1,305.81	-39.87
United States	Central	Carrollton	2,200.65	-470.21
United States	Central	Cedar Hill	122.38	42.83
United States	Central	Cedar Rapids	278.40	80.74
Total			**2,297,200.86**	**286,397.02**

Region	Central		East		South		West		Total	
Country	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	**Sum of Sales**	**Sum of Profit**
⊟ **United States**	**501,239.89**	**39,706.36**	**678,781.24**	**91,522.78**	**391,721.91**	**46,749.43**	**725,457.82**	**108,418.45**	**2,297,200.86**	**286,397.02**
Aberdeen	25.50	6.63							**25.50**	**6.63**
Abilene	1.39	-3.76							**1.39**	**-3.76**
Akron			2,729.99	-186.64					**2,729.99**	**-186.64**
Albuquerque							2,220.16	634.09	**2,220.16**	**634.09**
Alexandria					5,519.57	318.62			**5,519.57**	**318.62**
Allen	290.21	-39.88							**290.21**	**-39.88**
Allentown			853.25	-226.45					**853.25**	**-226.45**
Altoona			20.45	-1.18					**20.45**	**-1.18**
Amarillo	3,773.06	-387.97							**3,773.06**	**-387.97**
Anaheim							7,986.87	1,234.00	**7,986.87**	**1,234.00**
Andover			435.85	124.19					**435.85**	**124.19**
Ann Arbor	889.27	228.92							**889.27**	**228.92**
Antioch							19.44	9.33	**19.44**	**9.33**
Apopka					904.55	54.36			**904.55**	**54.36**
Apple Valley	137.94	8.97					1,915.08	283.62	**2,053.02**	**292.59**
Appleton	1,671.31	554.77							**1,671.31**	**554.77**
Arlington	5,847.77	-254.39			14,366.76	4,424.09			**20,214.53**	**4,169.70**
Arlington Heights	14.11	1.23							**14.11**	**1.23**
Arvada							503.40	59.86	**503.40**	**59.86**
Asheville					1,475.38	77.51			**1,475.38**	**77.51**
Athens					1,720.81	479.32			**1,720.81**	**479.32**
Atlanta					17,197.84	6,993.66			**17,197.84**	**6,993.66**
Atlantic City			23.36	11.68					**23.36**	**11.68**
Auburn			1,384.16	280.80	1,766.83	452.61	4.18	1.50	**3,155.17**	**734.92**
Aurora	7,572.97	-1,894.72					4,083.51	-797.02	**11,656.48**	**-2,691.74**
Austin	6,057.98	-20.39							**6,057.98**	**-20.39**
Avondale							946.81	76.17	**946.81**	**76.17**
Bakersfield							1,377.29	187.92	**1,377.29**	**187.92**
Baltimore			6,156.84	1,676.20					**6,156.84**	**1,676.20**
Bangor			1,164.45	422.22					**1,164.45**	**422.22**
Bartlett					88.96	10.01			**88.96**	**10.01**
Total	**501,239.89**	**39,706.36**	**678,781.24**	**91,522.78**	**391,721.91**	**46,749.43**	**725,457.82**	**108,418.45**	**2,297,200.86**	**286,397.02**

No of Customers for different stages

100%

Prospects	100
Leads	80 (80%)
Interested Leads	20 (20%)
Converted Leads	10 (10%)

10%
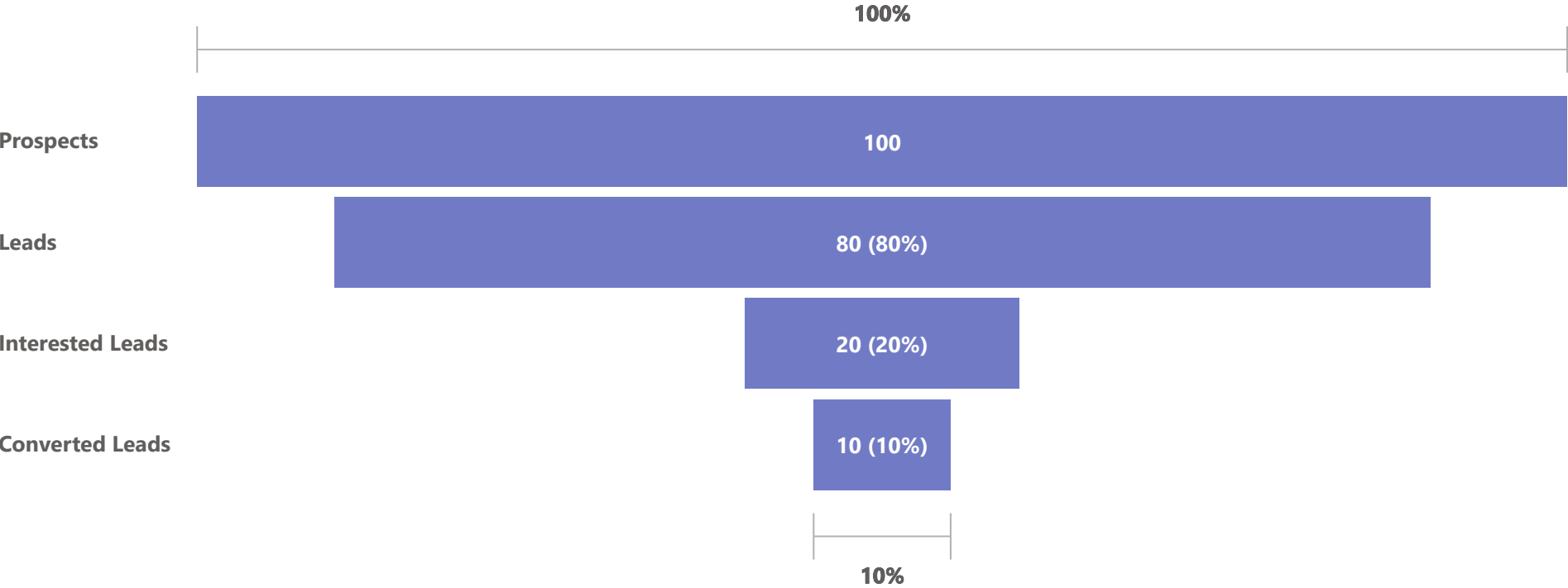
Sum of Profit, Minimum value, Maximum value and Target value

344.58K

286.40K

229.72K   574.30K
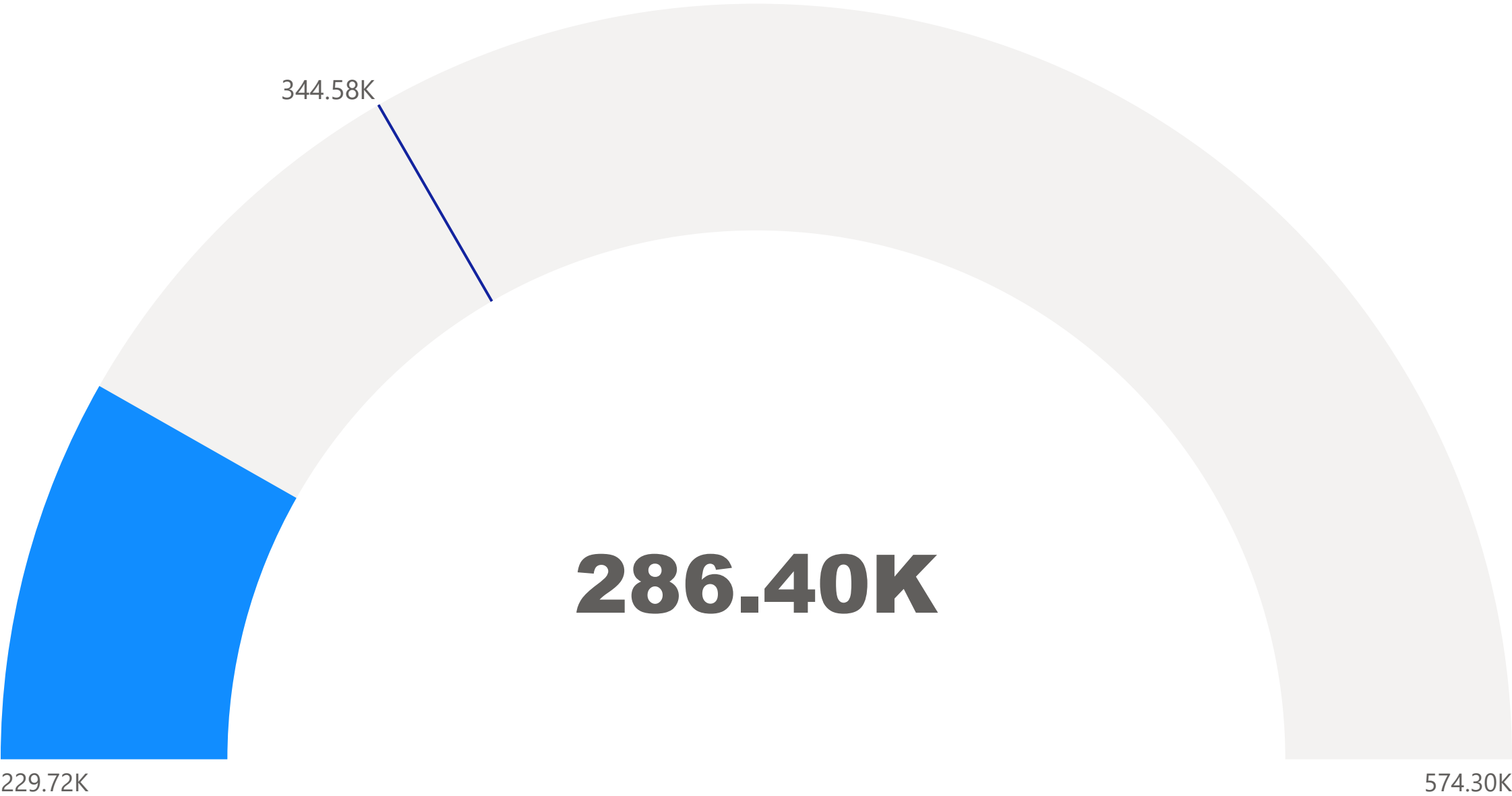
Sum of Profit and Target KPI by Month

43.37K✓

Goal: 20000 (+23.37K +116.85%)

December

Key influencers **Top segments**

👍 👎
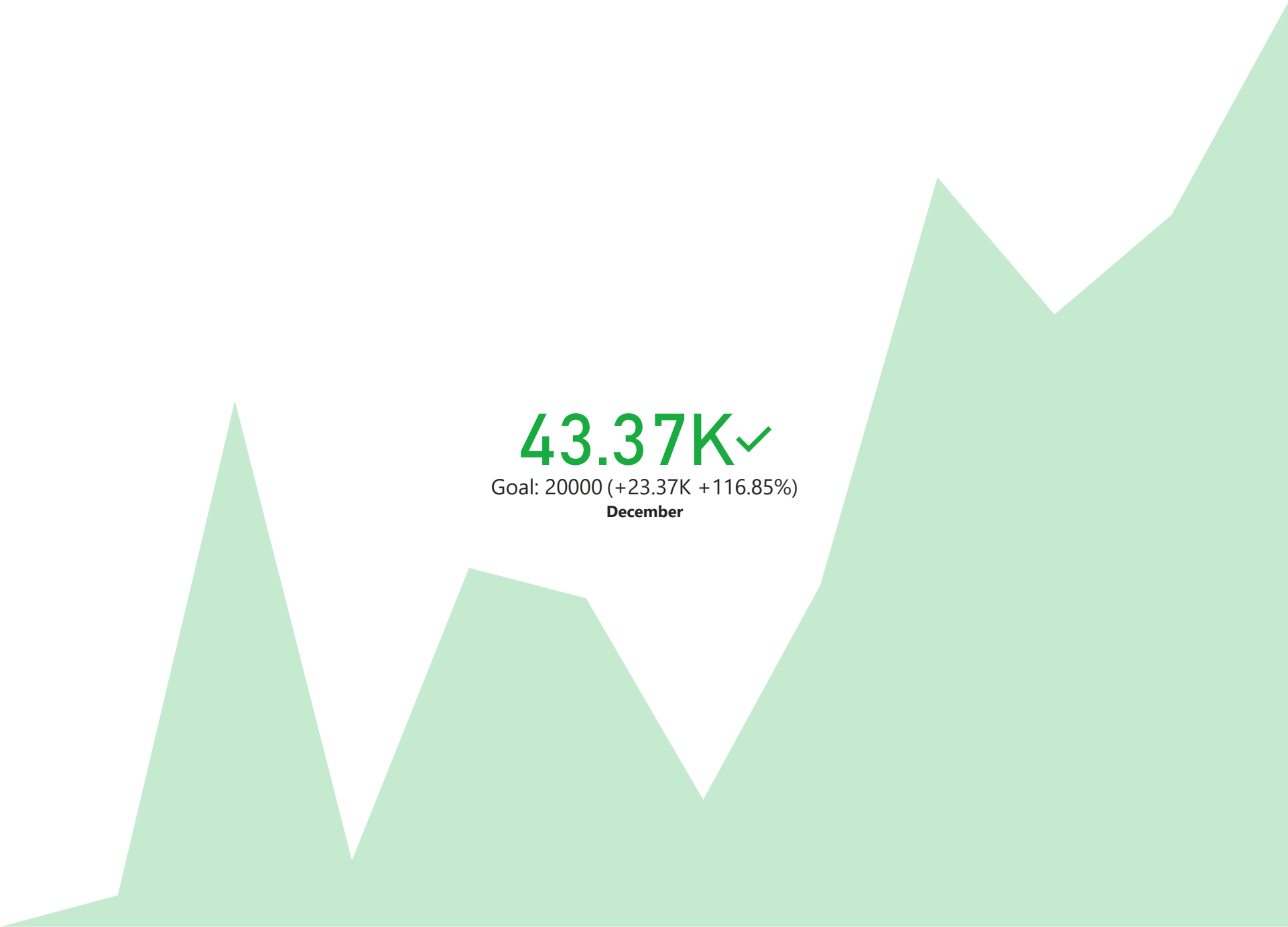
What influences Profit to [Decrease ⌄] ?

When...

....the average of Profit decreases by

Sub-Category is Tables

87

Sub-Category is Art

22.23

top **states** by **maximum value** in **funnel**

Showing results for _Top **10** state **of sales tables** by maximum value **of those sales tables** as funnel chart_

ⓘ

	100%

State	Value
California	114.42K
New York	77.72K
Texas	42.55K
Washington	34.66K
Pennsylvania	29.13K
Florida	22.37K
Illinois	20.04K
Ohio	19.56K
Michigan	19.07K
Virginia	17.66K

15.4%

Technology
145,454.95

Chairs
26,590.17

Sum of Profit
286,397.02

Office Supplies
122,490.80

Furnishings
13,059.14

Furniture
18,451.27

Bookcases
-3,472.56

Tables
-17,725.48