



Sales Report 2014/2017

Year

All

Region

All

Customer Type

All

ESP

Sales Dashboard

Product performance

Sales REPs

Customers Analysis

Shipping Analysis

Total Sales

33.95M

Total Profit

6.71M

Total Tax

4.12M

Top Sales rep

Caroline Patterson

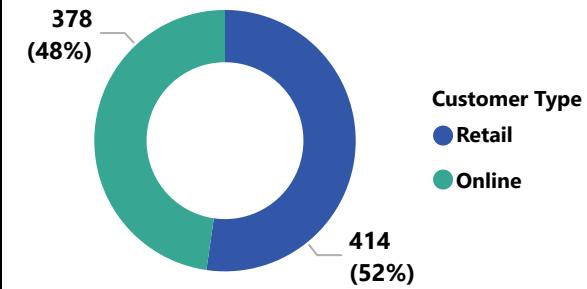
Top Product Name

Canon imageCLAS...

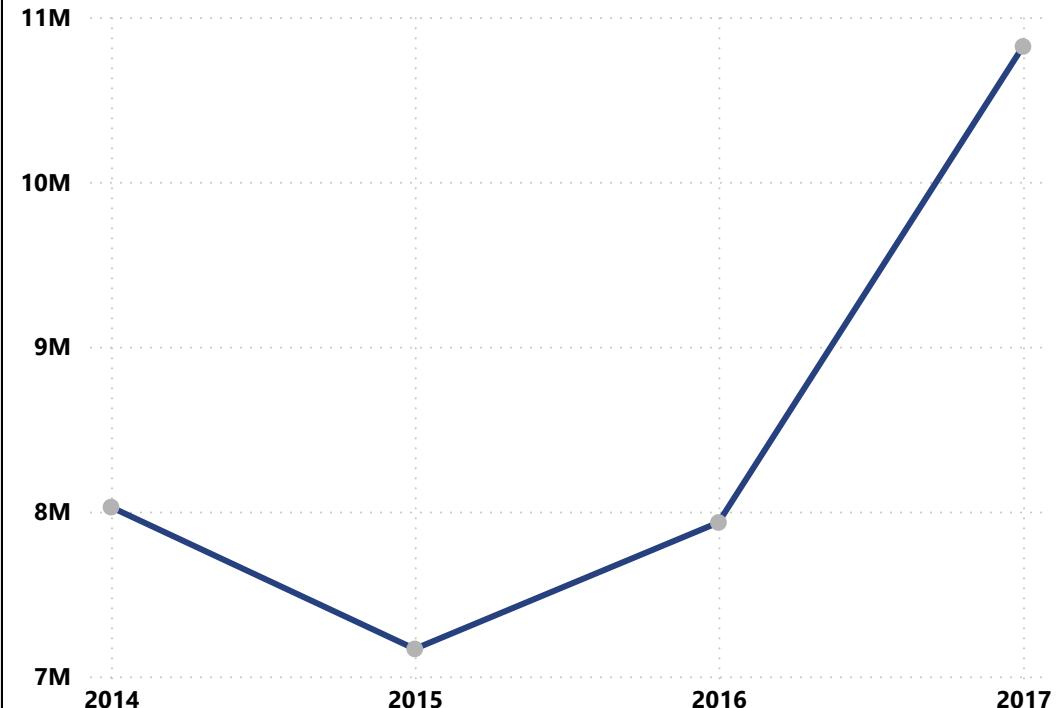
No. Of Orders

5009

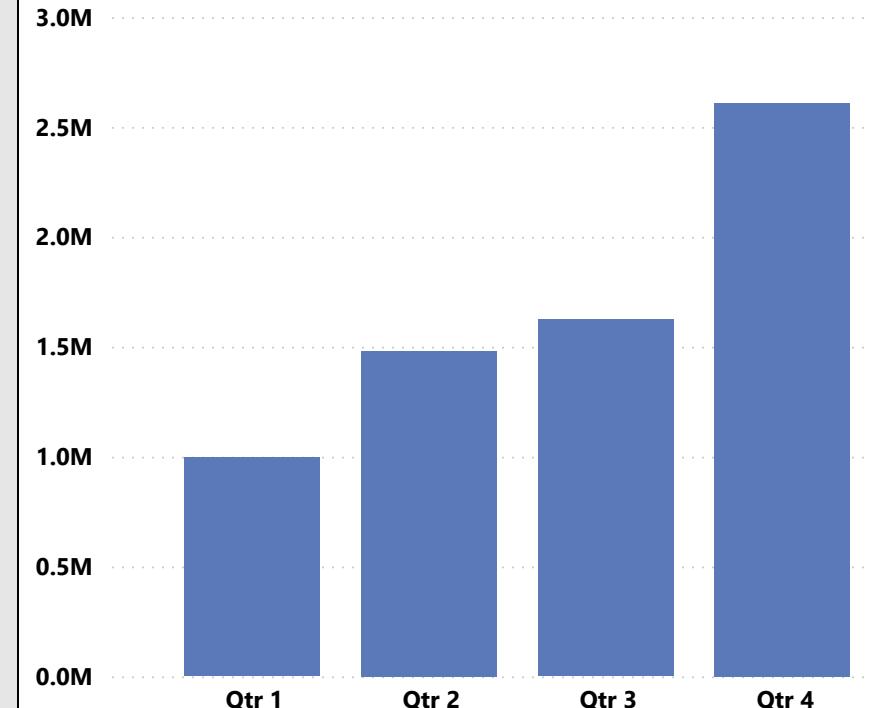
Count of Customers per Type



Total Sales per Year



Total Profit per Quarter





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Sum of Total Sales

33.95M

No of Orders

5009

AOV

6,777

Total Sales per State/Region

Central (Blue) East (Green) South (Purple) West (Red)



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Year over Year

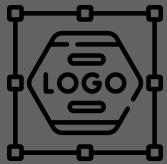
Year	Total Sales	PY sales	YoY %
2014	8,026,714		0.00%
2015	7,166,409	8,026,714	-10.72%
2016	7,933,334	7,166,409	10.70%
2017	10,821,238	7,933,334	36.40%

Top 10 States by Sales

State	Total Sales	No of Customers	Total Orders
California	7,036,245	588	1021
New York	4,419,196	397	562
Texas	3,460,661	374	487
Pennsylvania	2,059,680	244	288
Washington	1,765,688	218	256
Illinois	1,509,937	225	276
Ohio	1,367,433	207	236
Florida	1,086,382	176	200
Michigan	933,033	109	117
North Carolina	835,308	126	136

Month over Month

Month	Total Sales	MoM%
November	5,249,309	78.97%
December	5,246,033	-0.06%
September	4,222,047	102.71%
October	2,933,122	-30.53%
March	2,745,684	168.27%
May	2,472,208	6.55%
June	2,464,797	-0.30%
April	2,320,171	-15.50%
July	2,093,960	-15.05%
August	2,082,797	-0.53%
January	1,094,086	-67.29%
Feb	1,022,400	-6.45%



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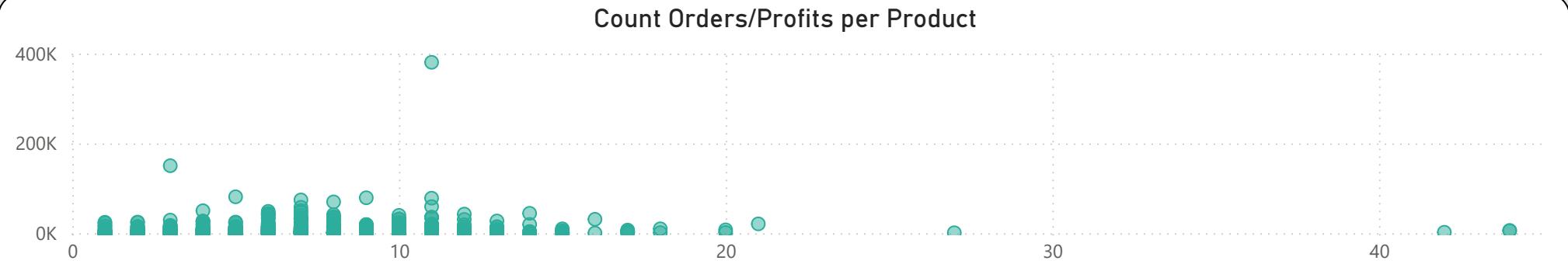
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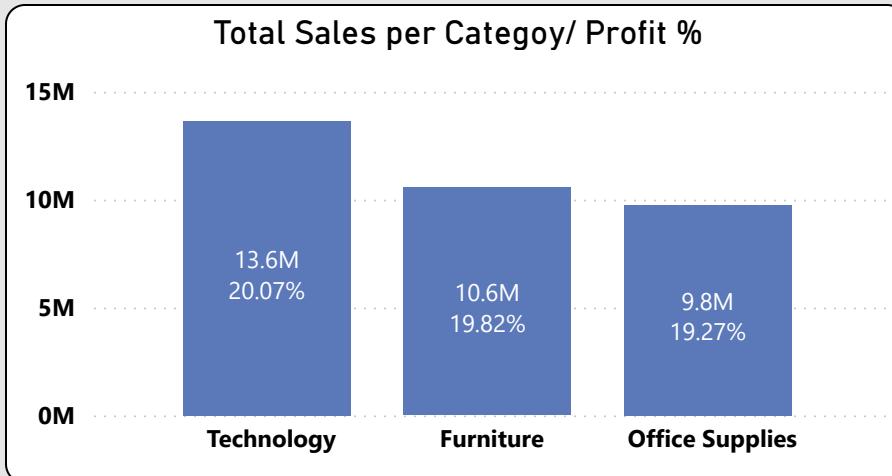
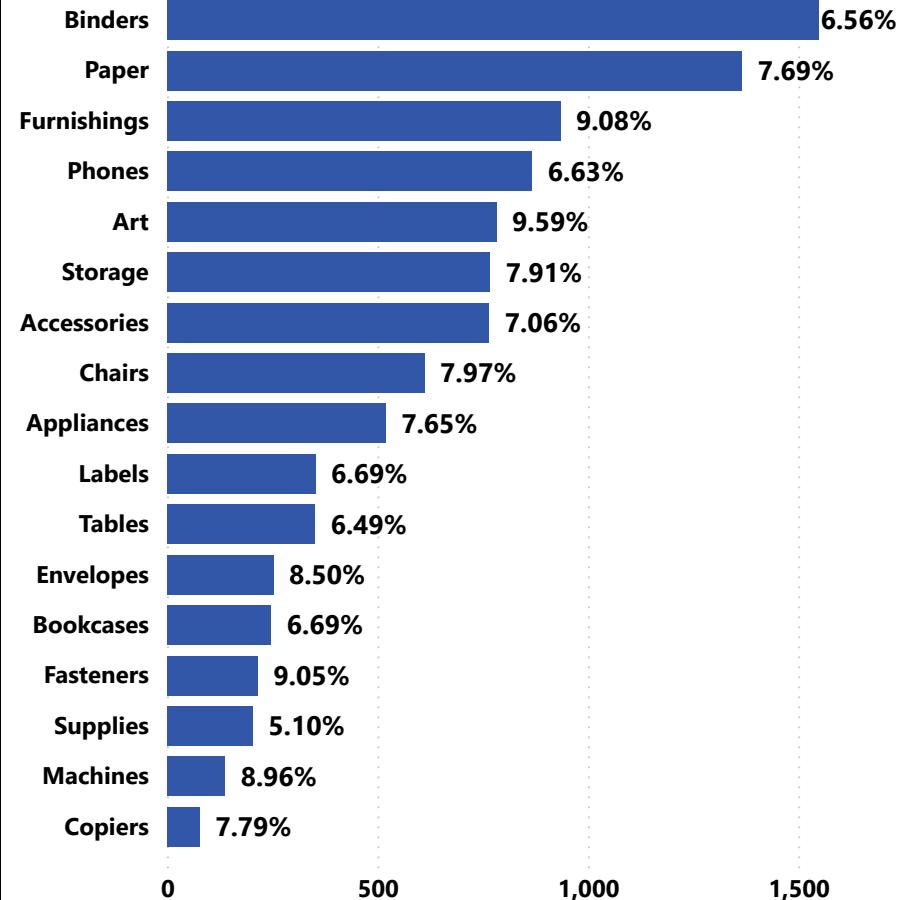


Top 10 Products

Short Name	Total Sales	Profit %	Orders
Canon imageCLASS 2200 Adv...	1,572,603	24.20%	11
Cisco TelePresence System...	709,231	21.19%	3
Cubify CubeX 3D Printer D...	482,280	16.36%	9
Riverside Palais Royal La...	447,777	16.55%	7
Lexmark MX611dhe Monochro...	423,718	19.13%	5
Hewlett Packard LaserJet ...	338,075	23.08%	11
Apple iPhone 5	332,954	12.78%	12
GBC Ibimaster 500 Manual ...	288,252	12.14%	11
Fellowes PB500 Electric P...	269,796	25.86%	8
Hon 94000 Series Round Ta...	238,006	24.89%	11

TOP 10
Bottom 10

No of Orders by Sub-Category/Return Rate





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Top Sales rep Caroline Patterson

Total Reps Salaries
1M

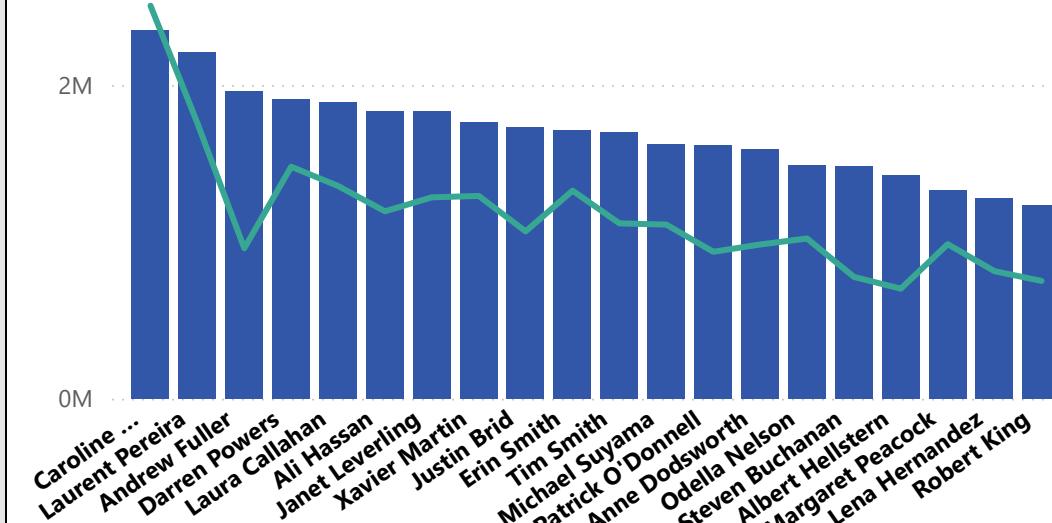
Profit Achieved by Sales Reps
6.71M

Total Sales vs Target



Total Sales per sales rep/Target Achievement

● sum sales ● Target Ach. %



Sales target achievement

Sales Rep	Actual Target	Total Sales	Returned Orders Rate
Caroline Patterson	1,340,000	2,348,302	5.20%
Laurent Pereira	1,604,000	2,210,017	4.45%
Andrew Fuller	2,000,000	1,958,611	8.85%
Darren Powers	1,540,000	1,908,382	3.75%
Laura Callahan	1,604,000	1,889,228	6.04%
Ali Hassan	1,672,000	1,834,405	5.19%
Janet Leverling	1,604,000	1,831,168	10.48%
Xavier Martin	1,540,000	1,764,984	7.53%
Justin Brid	1,672,000	1,727,425	5.24%
Erin Smith	1,472,000	1,711,906	5.86%
Tim Smith	1,604,000	1,698,064	5.04%
Michael Suyama	1,540,000	1,624,244	4.35%
Patrick O'Donnell	1,672,000	1,618,669	5.71%
Anne Dodsworth	1,604,000	1,590,013	6.50%
Odella Nelson	1,472,000	1,487,423	5.75%
Steven Buchanan	1,672,000	1,484,800	6.45%
Albert Hellstern	1,672,000	1,422,008	4.00%
Margaret Peacock	1,340,000	1,329,739	4.71%
Lena Hernandez	1,408,000	1,275,796	7.11%
Robert King	1,408,000	1,232,510	6.19%



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No of Customers

792

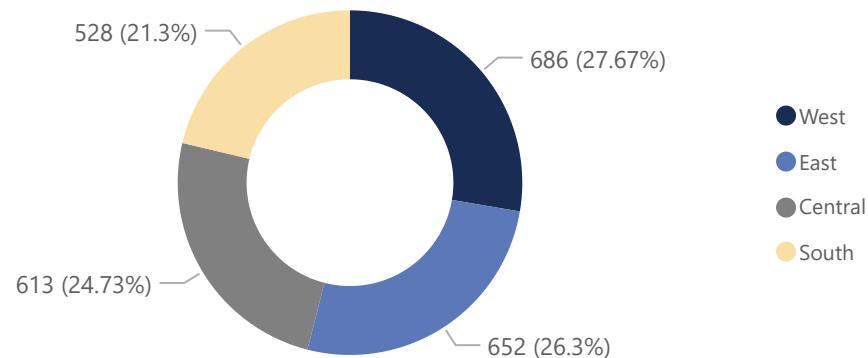
Repeat Purchase Rate

99.24%

Average Spending

42,863

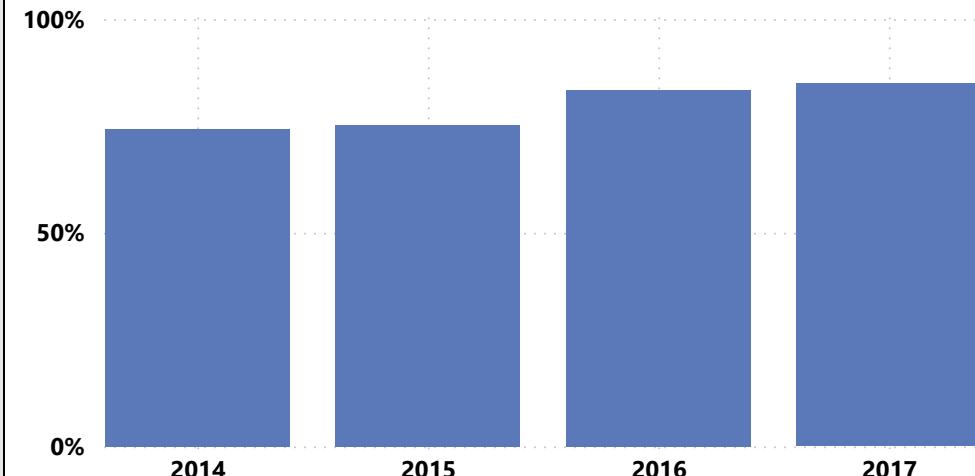
Count of Customers by Region



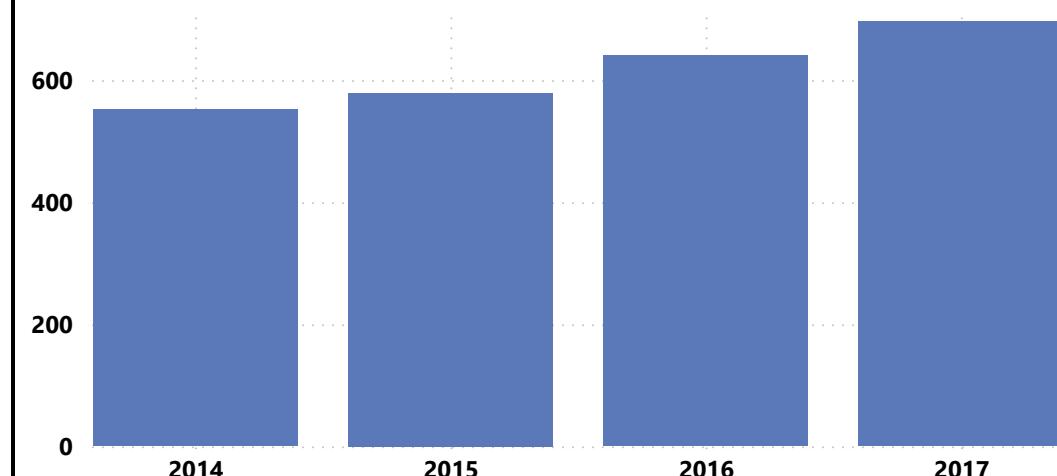
Top 10 Customers

Customer ID	Customer FName	Customer LName	Total Spending	Customer Type
BC-11125	Becky	Castell	252,419	Online
BT-11485	Brad	Thomas	225,308	Online
CD-12790	Cynthia	Delaney	211,074	Online
CK-12760	Cyma	Kinney	210,162	Online
CS-12400	Christopher	Schild	236,377	Retail
EA-14035	Erin	Ashbrook	562,184	Retail
KB-16585	Ken	Black	514,329	Retail
NC-18535	Nick	Crebassa	221,613	Retail
NF-18385	Natalie	Fritzler	222,715	Online
PP-18955	Paul	Prost	215,187	Retail

RPR by Year



No of New Customers over Time





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Average of Lead Time

2.50

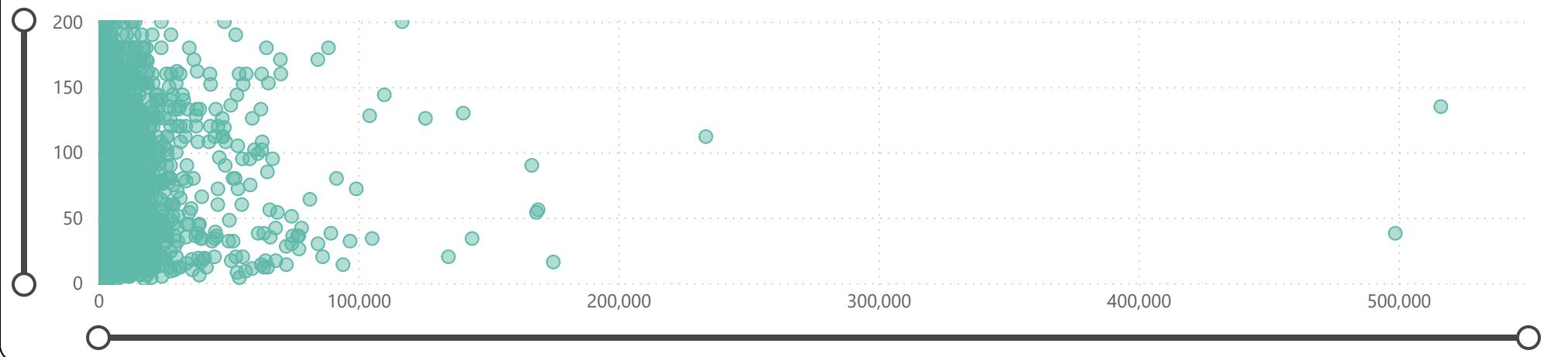
Average of Delivery Days

3.44

Sum of Shipping Cost

539K

Order value/Shipping Cost



Shipping Via	Avg Delivery Days	No of Order ID	Total Shipping Cost	Avg Shipping Cost
FedEx	3.36	853	87,507	52.37
Loomis	3.47	905	100,635	54.60
Parcel Post	3.50	877	96,360	55.57
Pickup	3.42	805	83,451	52.06
Purolator	3.46	798	90,036	54.93
UPS	3.42	771	81,223	54.00

Shipping Cost by Shipping Company

