

7/9/2024 2:24:45 AM

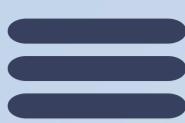


CONTOSO ANALYSIS HOMEPAGE

SALES OVERVIEW

PRODUCT PERFORMANCE

STORE PERFORMANCE



Sales

Total Sales
\$3.63bn

Profit

Gross Margin
\$2.01bn

Gross Margin %
55.26%

Num of Orders
884.82K

Return Amount
46.65M

Discount Amount
62.24M

Year

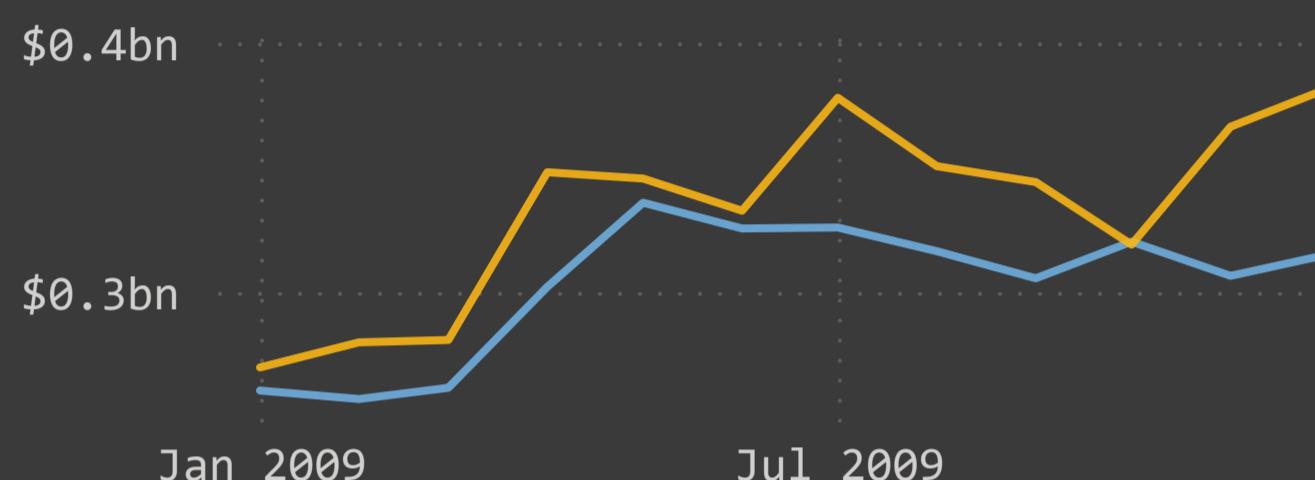
Total Sales Gross Margin % Sales Change vs PM

2009

Month	Total Sales	Gross Margin	% Change vs PM
January	\$260.49M	\$141.51M	▼ 31.69%
February	\$257.09M	\$140.89M	▼ 1.30%
March	\$261.59M	\$144.01M	▲ 1.75%
April	\$302.05M	\$169.80M	▲ 15.47%
May	\$335.77M	\$190.59M	▲ 11.16%
June	\$325.46M	\$184.88M	▼ 3.07%
July	\$325.83M	\$180.39M	▲ 0.12%
August	\$316.22M	\$175.20M	▼ -0.02%

Monthly Sales Trend

Total Sales Sales PY



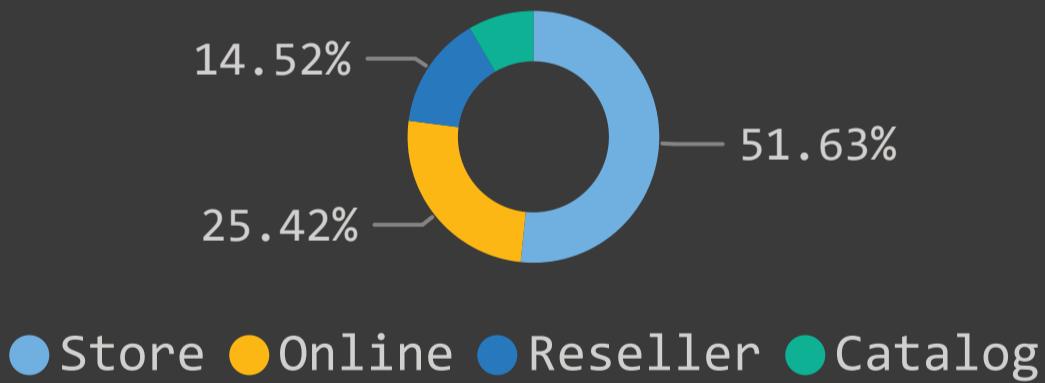
Promotion

Promotion Type	Total Sales	% of Total Sales
No Discount	\$1,272.36M	10.37%
North America Back-to-School Promotion	\$499.87M	4.16%
North America Spring Promotion	\$410.29M	3.39%
North America Holiday	\$341.75M	2.89%

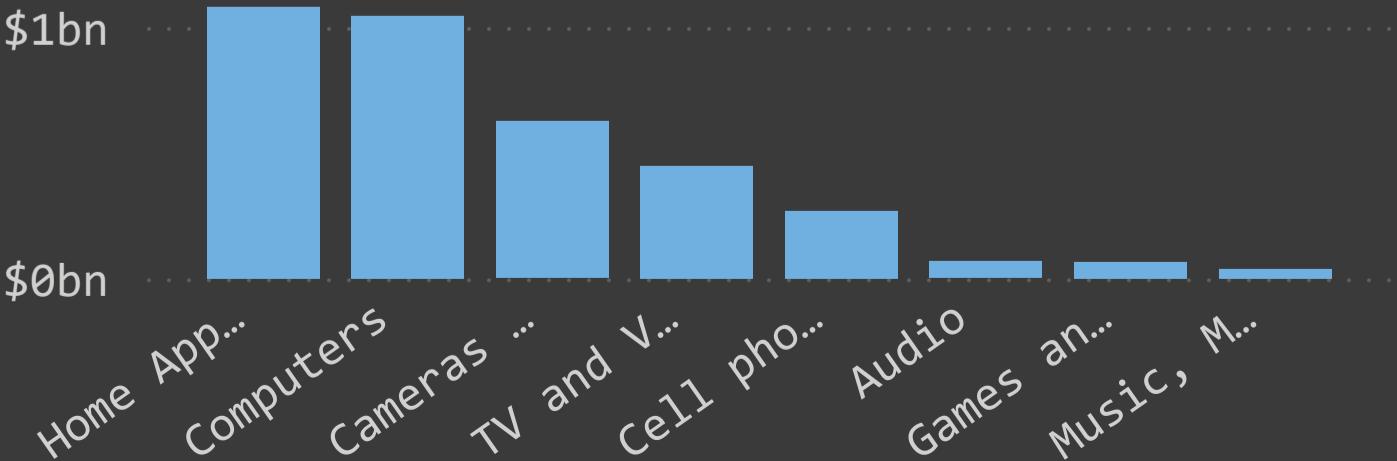
Store

Store Type	Total Sales	% of Total Sales
Contoso North America Online Store	\$330.71M	2.73%
Contoso Asia Online Store	\$328.88M	2.73%
Contoso Catalog Store	\$306.18M	2.53%
Contoso Europe Online Store	\$263.57M	2.19%
Contoso North America Reseller	\$188.87M	1.56%
Contoso Asia Reseller	\$185.52M	1.54%

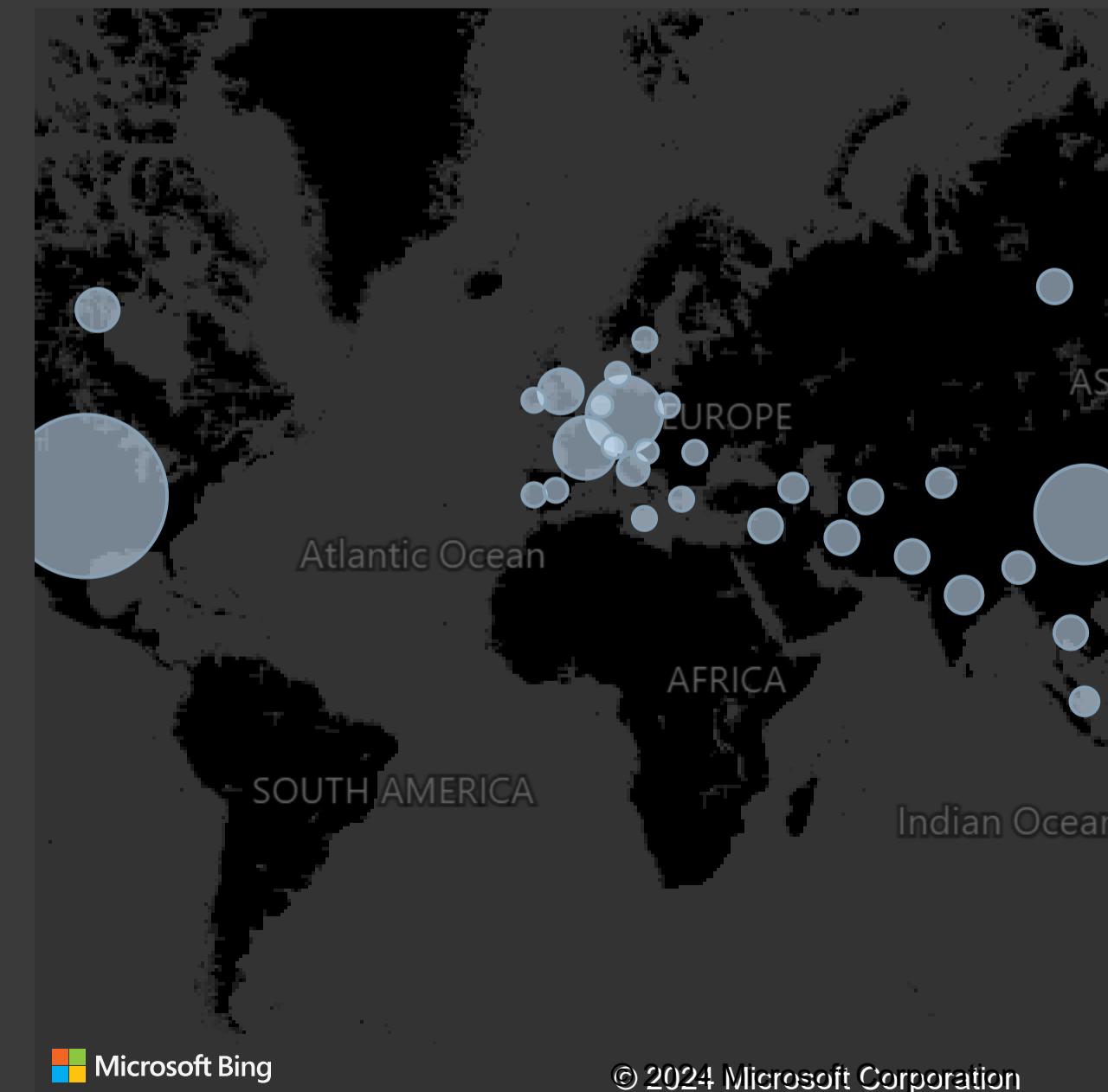
Sales by Channel



Sales by Product Category



Sales by Region/Country



PRODUCT PERFORMANCE

Product Category

All

Product Subcategory

All

Product

All

Date

All

Net Quantity

53M

Return Quantity

494K

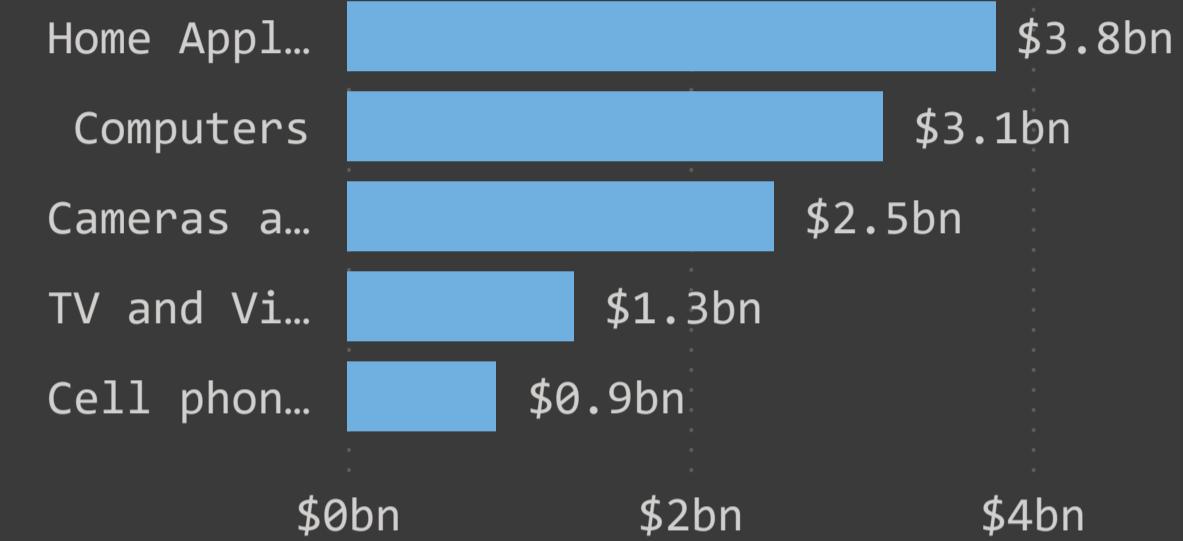
% Return Quantity

0.93%

Num of Product

2.517K

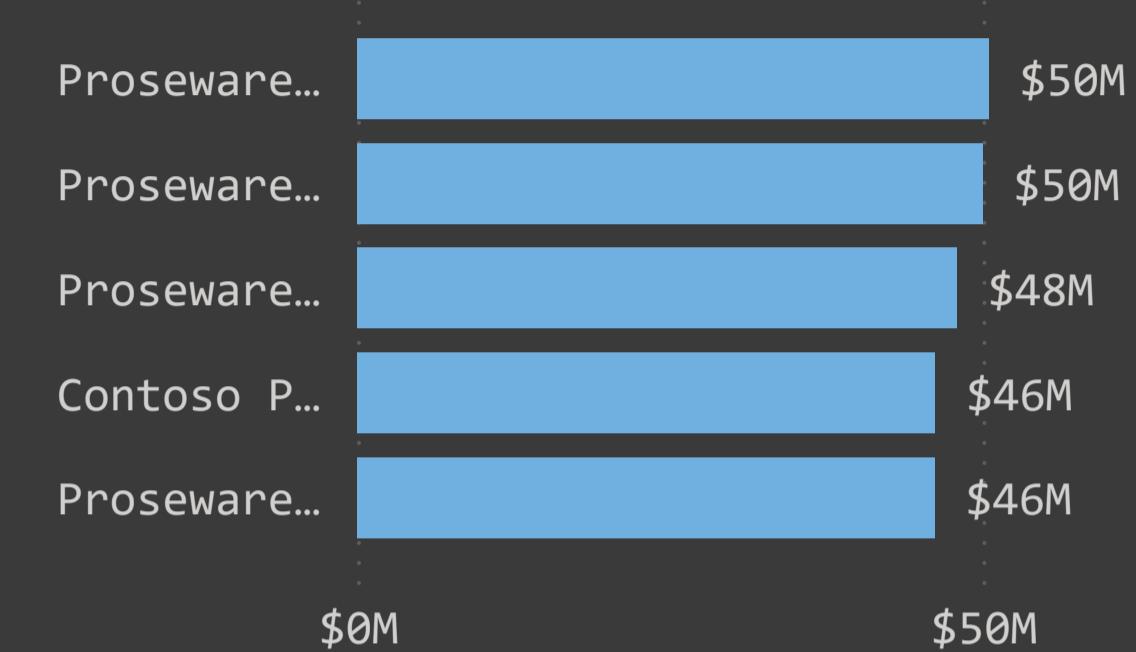
Top 5 Product Categories by Revenue



Top 5 Product Subcategories by Revenue

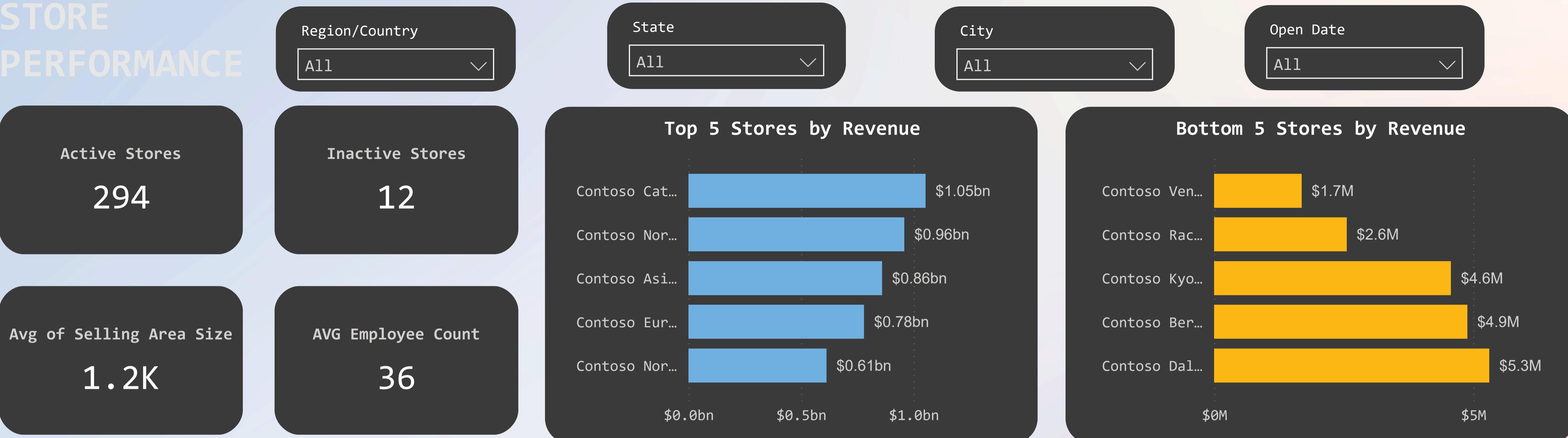


Top 5 Product by Sales Revenue



Product Category Name	Sales Quantity	Return Quantity	Discount Quantity	% Return Quantity	Net Quantity	Total Sales	Total Cost
Cell phones	13,459,636	56,013	583,403	0.42%	13,403,623	\$870.52M	395.58M
Computers	10,563,676	116,954	1,212,276	1.11%	10,446,722	\$3,126.50M	1,384.27M
Home Appliances	10,379,472	132,026	1,355,871	1.27%	10,247,446	\$3,788.96M	1,743.25M
Cameras and camcorders	6,551,189	77,409	792,001	1.18%	6,473,780	\$2,490.41M	1,025.07M
Games and Toys	6,040,572	35,253	363,513	0.58%	6,005,319	\$146.34M	69.24M
TV and Video	3,449,196	41,447	426,839	1.20%	3,407,749	\$1,321.52M	617.69M
Music, Movies and Audio Books	1,523,415	18,476	191,864	1.21%	1,504,939	\$161.07M	64.93M
Audio	1,353,298	16,009	163,086	1.18%	1,337,289	\$147.35M	64.88M

STORE PERFORMANCE



Store	Sales Quantity	Return Quantity	Discount Quantity	% Return Quantity	Net Quantity	Total Sales	Total Cost	Gross Margin	Gross Margin %
Contoso North America Online Store	4,681,642	45,424	469,114	0.97%	4,636,218	\$958.75M	426.73M	\$532.02M	55.49
Contoso Catalog Store	4,454,373	37,379	398,448	0.84%	4,416,994	\$1,052.46M	465.46M	\$587.00M	55.77
Contoso Asia Online Store	4,232,977	34,326	363,258	0.81%	4,198,651	\$859.51M	386.71M	\$472.80M	55.01
Contoso Europe Online Store	3,591,444	35,839	378,715	1.00%	3,555,605	\$779.31M	349.85M	\$429.45M	55.11
Contoso North America Reseller	2,607,295	23,484	249,925	0.90%	2,583,811	\$611.99M	271.09M	\$340.90M	55.70
Contoso Asia Reseller	2,452,197	20,677	220,399	0.84%	2,431,520	\$546.25M	245.30M	\$300.95M	55.09
Contoso Europe Reseller	2,211,078	22,253	233,900	1.01%	2,188,825	\$505.29M	227.17M	\$278.12M	55.04
Contoso Sydney No.2 Store	169,673	1,348	14,754	0.79%	168,325	\$36.47M	16.30M	\$20.16M	55.29
Contoso Yerevan Store	169,793	1,496	14,768	0.88%	168,297	\$35.98M	16.16M	\$19.82M	55.10
Contoso Canberra Store	168,596	1,428	14,942	0.85%	167,168	\$35.64M	15.98M	\$19.66M	55.17
Contoso Shanghai No.1 Store	168,120	1,261	14,625	0.91%	166,779	\$35.62M	15.90M	\$19.62M	55.12
Total	53,320,454	493,587	5,088,853	0.93%	52,826,867	\$12,052.66M	5,364.90M	\$6,687.76M	55.49