

Sales Overview

Order_Date

1/3/2014



12/30/2017



State

All

sub_category

All

Type

All

Number of Order

5,009

Number of Customers

793

Number of Product

1,850

Number of Quantity

37,873

Total of Sales

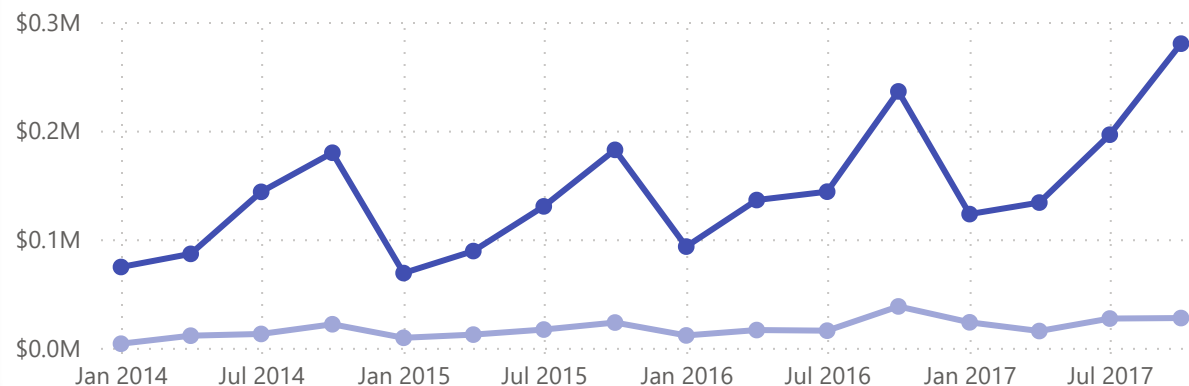
\$2,297,201

Total of Profit

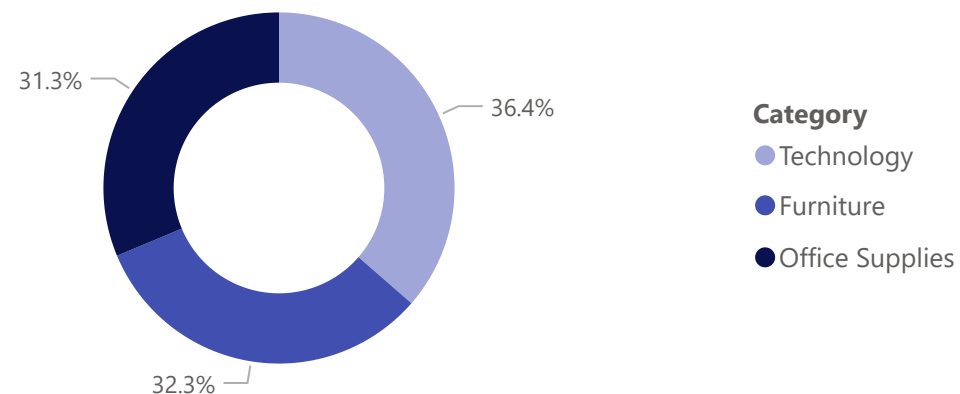
\$286,397

Total Sales/Profit by Order date

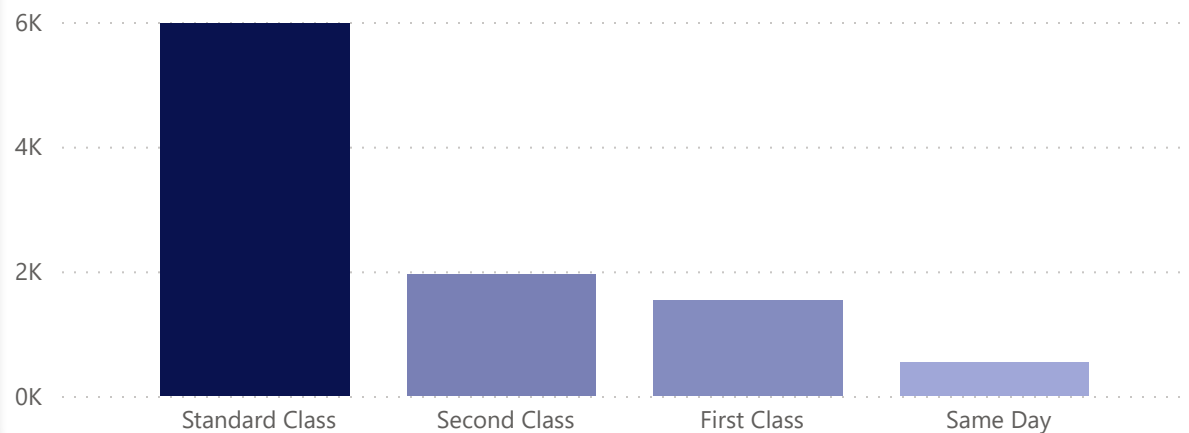
Sum of Sales Sum of Profit



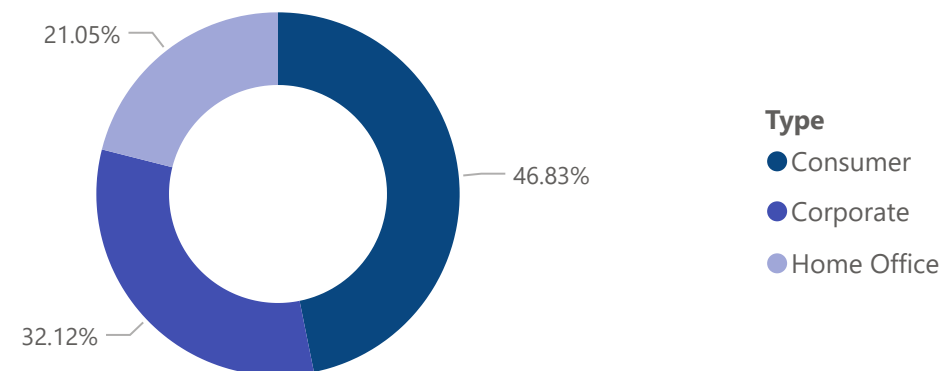
Total Sales by Category



Number of Orders by Ship Mode



Total Sales by Type



Customer Analysis

Order_Date
1/3/2014 12/30/2017

Category
All

Ship_Mode, sub_category
All

Ship_Mode
All

Number of Order
5,009

Number of Customers
793

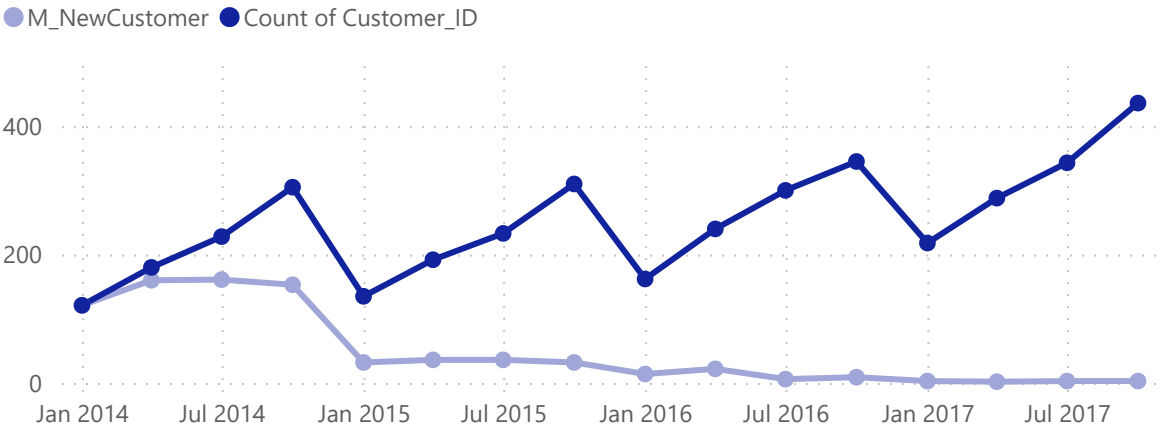
Number of Product
1,850

Number of Quantity
37,873

Total of Sales
\$2,297,201

Total of Profit
\$286,397

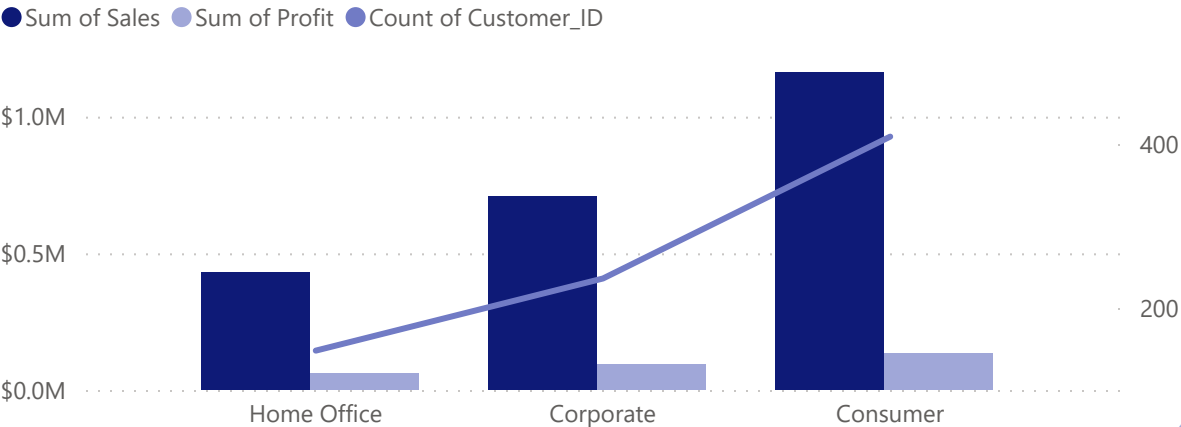
Number of New Customers /Total Customers by Order date



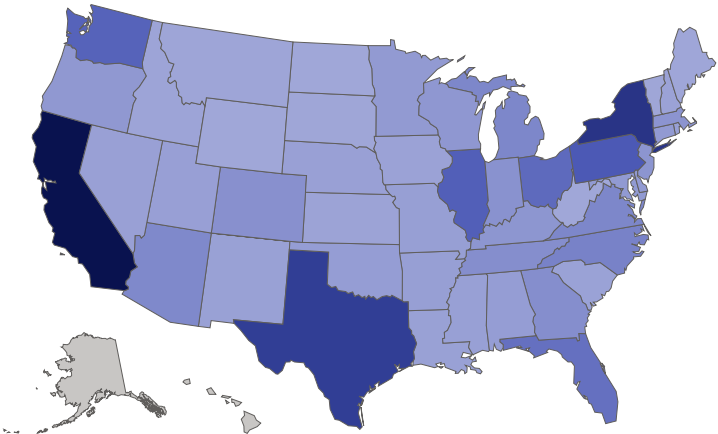
Retention Customer after First Order Month

Year	2014				2015				2016				20
Year	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qt
2014	121	180	228	305	103	148	176	241	119	183	222	264	1
Qtr 1	121	20	28	41	18	27	33	45	26	34	43	53	
Qtr 2		160	39	58	28	44	47	68	33	51	57	78	
Qtr 3			161	53	30	46	48	67	30	48	64	70	
Qtr 4				153	27	31	48	61	30	50	58	63	
2015					32	44	57	69	29	29	53	60	
Qtr 1					32	8	10	8	6	6	12	16	
Qtr 2						36	11	14	10	10	16	16	
Qtr 3							36	15	10	8	14	16	
Total	121	180	228	305	135	192	233	310	162	240	300	345	2

Total Profit/Sales and Number of Customers by Type



Number of Customers by State



Product analysis

Order_Date

1/3/2014



12/30/2017



State

All

Ship_Mode

All

Type

All

Number of Order

5,009

Number of Customers

793

Number of Product

1,850

Number of Quantity

37,873

Total of Sales

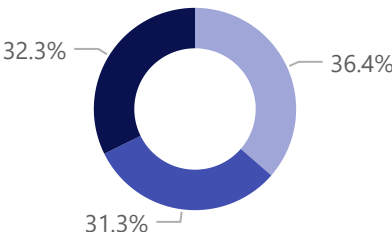
\$2,297,201

Total of Profit

\$286,397

Total of Sales/Profit/Quantity by Category

Sales



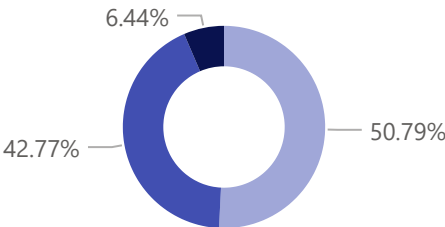
Category

Technology

Office Supplies

Furniture

Profit



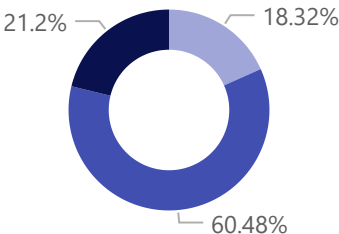
Category

Technology

Office Supplies

Furniture

Quantity



Category

Technology

Office Supplies

Furniture

Total Sales/Profit by Category/Sub category

Category	Sum of Sales	Sum of Profit	M_ROS
Technology	\$836,154.033	\$145,454.9481	17.40%
Copiers	\$149,528.03	\$55,617.8249	37.20%
Accessories	\$167,380.318	\$41,936.6357	25.05%
Phones	\$330,007.054	\$44,515.7306	13.49%
Machines	\$189,238.631	\$3,384.7569	1.79%
Office Supplies	\$719,047.032	\$122,490.8008	17.04%
Labels	\$12,486.312	\$5,546.254	44.42%
Paper	\$78,479.206	\$34,053.5693	43.39%
Envelopes	\$16,476.402	\$6,964.1767	42.27%
Fasteners	\$3,024.28	\$949.5182	31.40%
Art	\$27,118.792	\$6,527.787	24.07%
Appliances	\$107,532.161	\$18,138.0054	16.87%
Binders	\$203,412.733	\$30,221.7633	14.86%
Storage	\$223,843.608	\$21,278.8264	9.51%
Supplies	\$46,673.538	(\$1,189.0995)	-2.55%
Furniture	\$741,999.7953	\$18,451.2728	2.49%
Furnishings	\$91,705.164	\$13,059.1436	14.24%
Chairs	\$328,449.103	\$26,590.1663	8.10%
Bookcases	\$114,879.9963	(\$3,472.556)	-3.02%
Tables	\$206,965.532	(\$17,725.4811)	-8.56%
Total	\$2,297,200.8603	\$286,397.0217	12.47%

Top 10 Top/Bottom Sales by

Top

Bottom

Sum of Sales Sum of Profit

