Sales Overview

Order_Date: 1/3/2014 — 12/30/2017

State: All

sub_category: All

Type: All

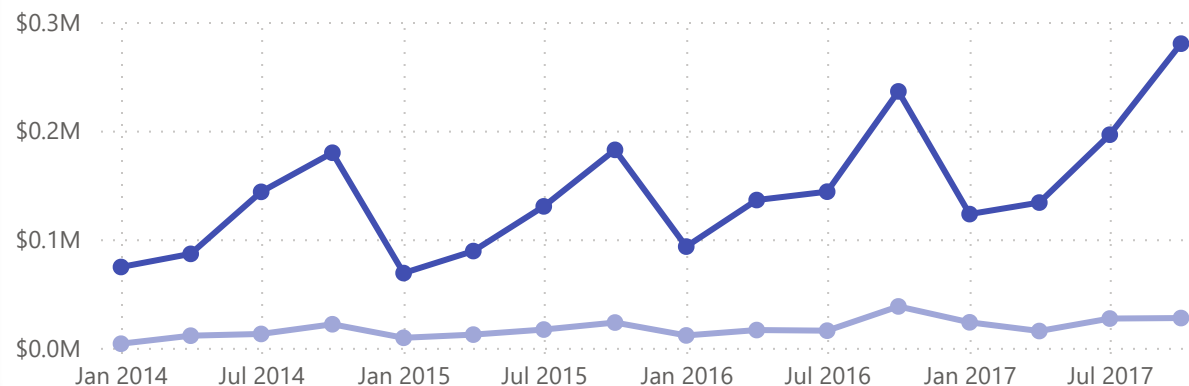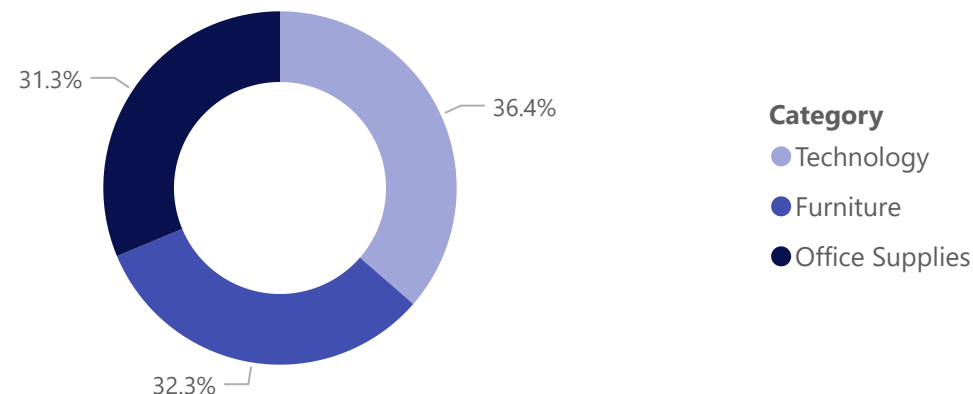| Number of Order	Number of Customers	Number of Product	Number of Quantity	Total of Sales	Total of Profit
5,009	793	1,850	37,873	$2,297,201	$286,397

Total Sales/Profit by Order date

● Sum of Sales ● Sum of Profit

Total Sales by Category

- 31.3%
- 36.4%
- 32.3%

Category
- ● Technology
- ● Furniture
- ● Office Supplies

Number of Orders by Day and Category

Category ● Furniture ● Office Supplies ● Technology
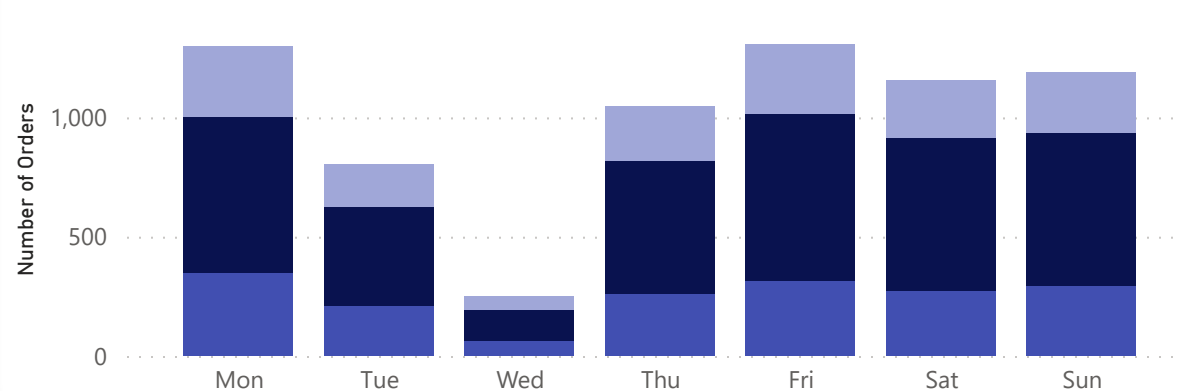
Total Sales by Type

- 18.7%
- 50.56%
- 30.74%

Type
- ● Consumer
- ● Corporate
- ● Home Office

Product analytics

Number of Order	Number of Customers	Number of Product	Number of Quantity	Total of Sales	Total of Profit
5,009	793	1,850	37,873	$2,297,201	$286,397

Total of Sales/Profit/Quantity by Category

Sales

- 36.4% Technology
- 31.3% Office Supplies
- 32.3% Furniture

Category
- Technology
- Office Supplies
- Furniture

Profit

- 50.79% Technology
- 42.77% Office Supplies
- 6.44% Furniture

Category
- Technology
- Office Supplies
- Furniture

Quantity

- 18.32% Technology
- 60.48% Office Supplies
- 21.2% Furniture

Category
- Technology
- Office Supplies
- Furniture
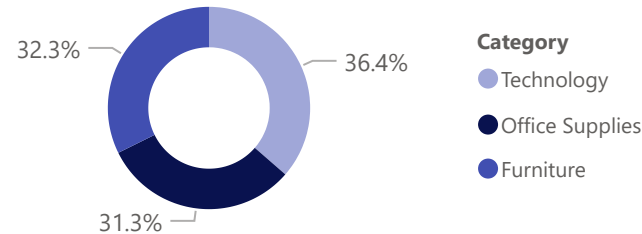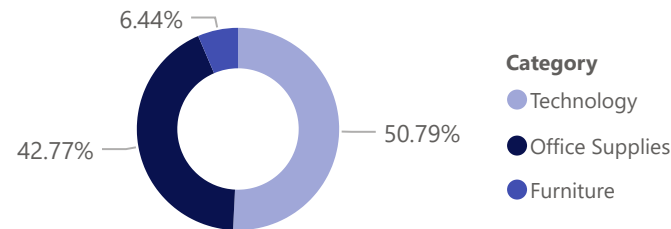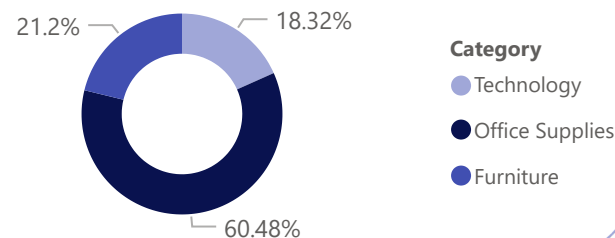
Total Sales/Profit by Category/Sub category

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

Top 10 Top/Bottom Sales by Product

Top · **Bottom**

- Sum of Sales
- Sum of Profit

Product	Sum of Sales	Sum of Profit
OFF-APP-10000...	$1.624	($4.466)
OFF-LAB-10000...	$5.76	$2.8224
OFF-PAP-10001...	$6.48	$3.1104
OFF-ENV-1000...	$7.072	$2.3868
OFF-ART-10000...	$7.7	$3.157
OFF-ART-10000...	$7.8	$3.042
OFF-PAP-10001...	$7.968	$2.6892
OFF-ART-10000...	$8.04	$2.7336
OFF-FAS-10001...	$8.096	$3.404
OFF-ART-10001...	$8.4	$2.1

($5) · $0 · $5
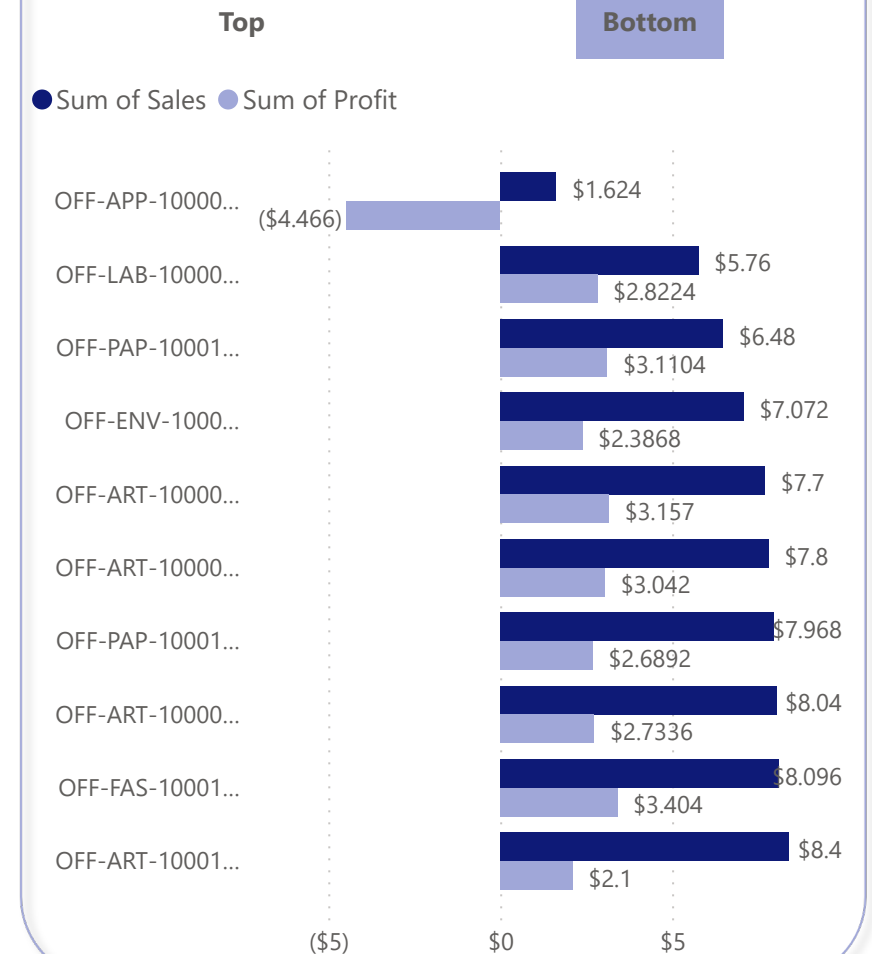
Customer Analytics

Order_Date
1/3/2014   12/30/2017

Category
All

sub_category
All

Ship_Mode
All

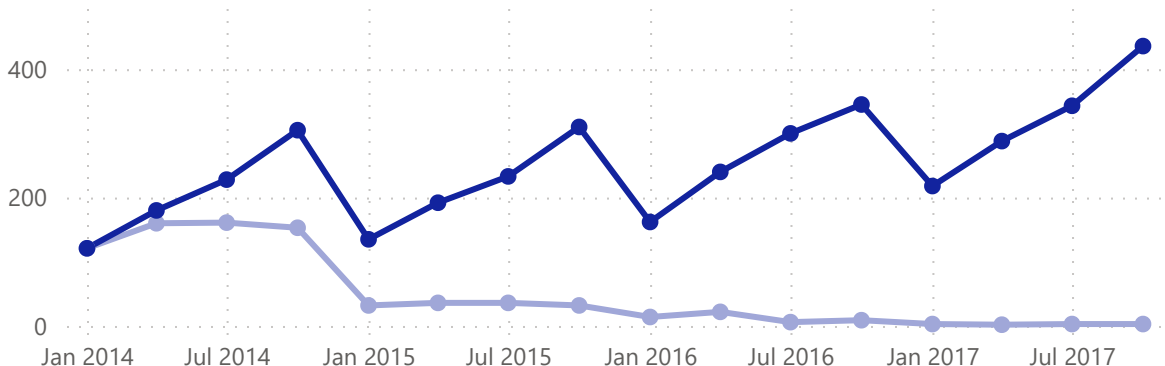| Number of Order	Number of Customers	Number of Product	Number of Quantity	Total of Sales	Total of Profit
5,009	793	1,850	37,873	$2,297,201	$286,397

Number of New Customers /Total Customers by Order date

● M_NewCustomer ● Count of Customer_ID

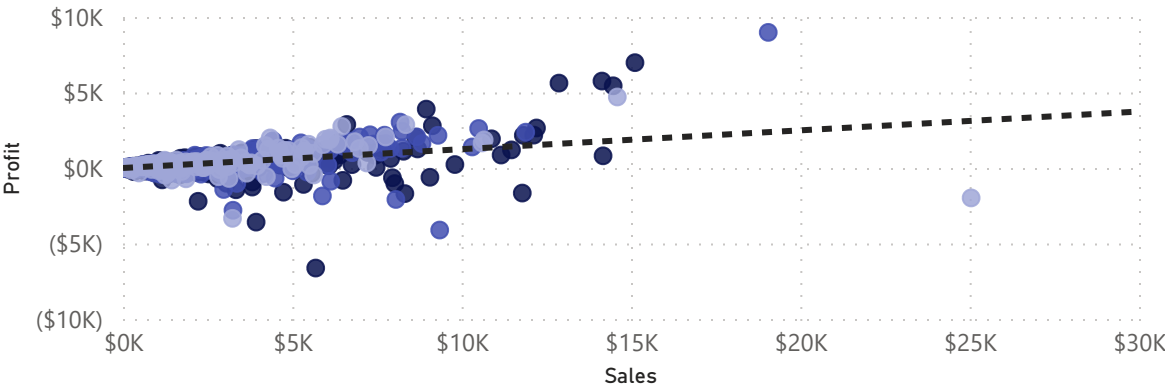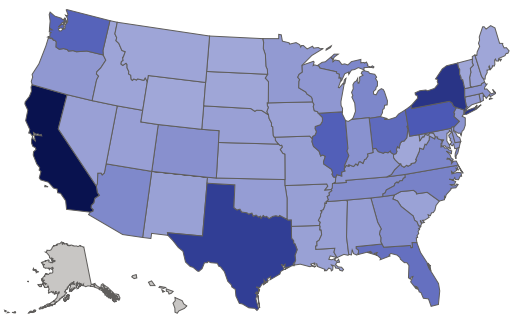## Retention Customer after First Order Month

Year	2014				2015				2016				2
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	Q
⊟ **2014**	**121**	**180**	**228**	**305**	**103**	**148**	**176**	**241**	**119**	**183**	**222**	**264**	
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**	

Sales and Profit by Customer_ID and Type

Type ● Consumer ● Corporate ● Home Office

Number of Customers by State

Top 5 Customer ID by Profit/Orders

Profit   **Orders**

Customer_ID	Sum of Profit
TC-20980	$9.0K
RB-19360	$7.0K
SC-20095	$5.8K
HL-15040	$5.6K
AB-10105	$5.4K
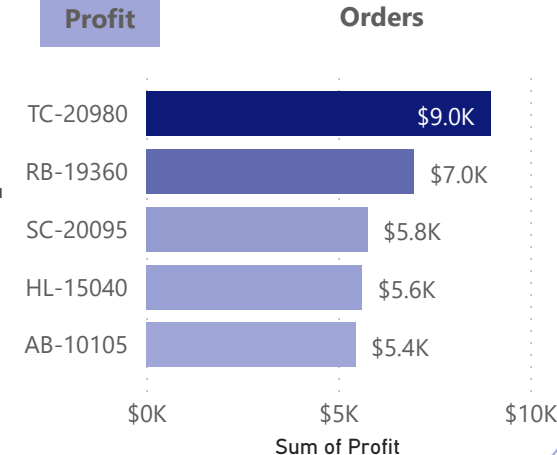
Product analytics

Order_Date		State	Category	Type
1/3/2014	12/30/2017	All	All	All

Number of Order	Number of Customers	Number of Product	Number of Quantity	Total of Sales	Total of Profit
5,009	793	1,850	37,873	$2,297,201	$286,397

Number of Orders by Ship Mode
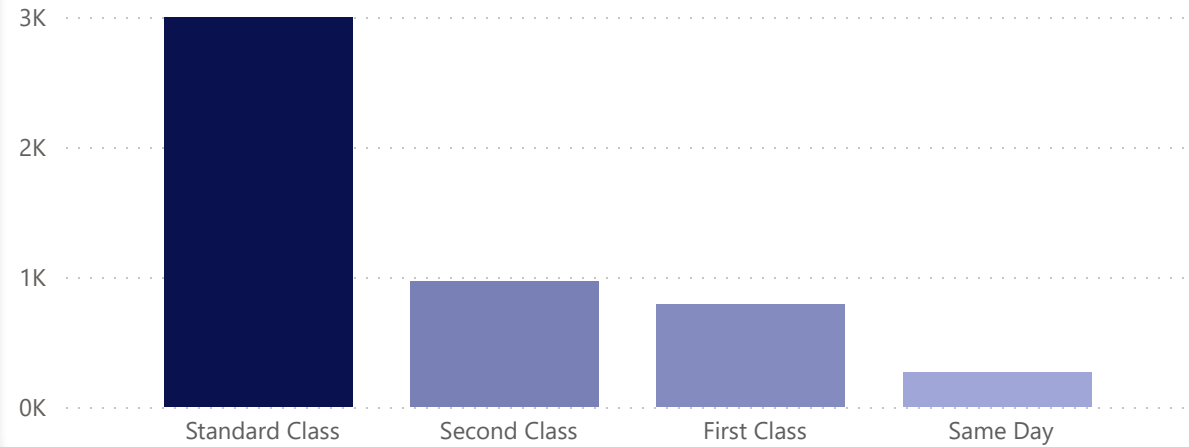
Sum of Profit by Time and C_isDiscount

C_isDiscount ● Is discount ● Is not discount
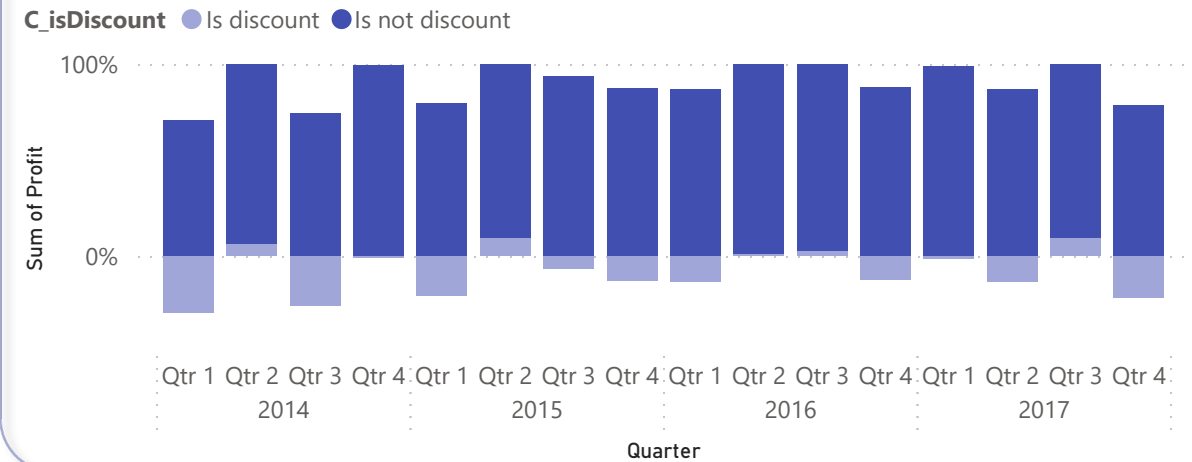
Number of Orders by C_ShipTime and Ship_Mode

Ship_Mode ● First Class ● Same Day ● Second Class ● Standard Class
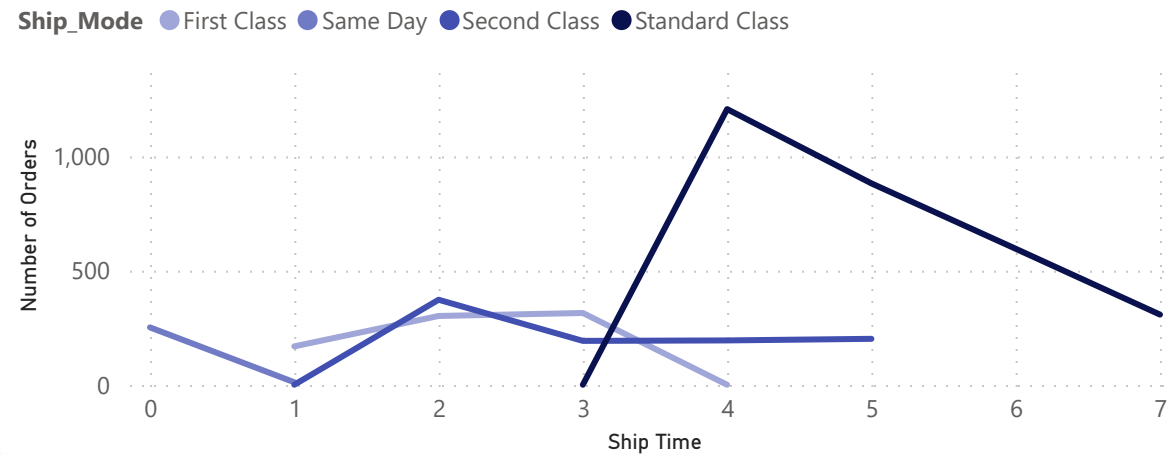
Category, Profit and Discount

Category ● Furniture ● Office Supplies ● Technology