

# 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

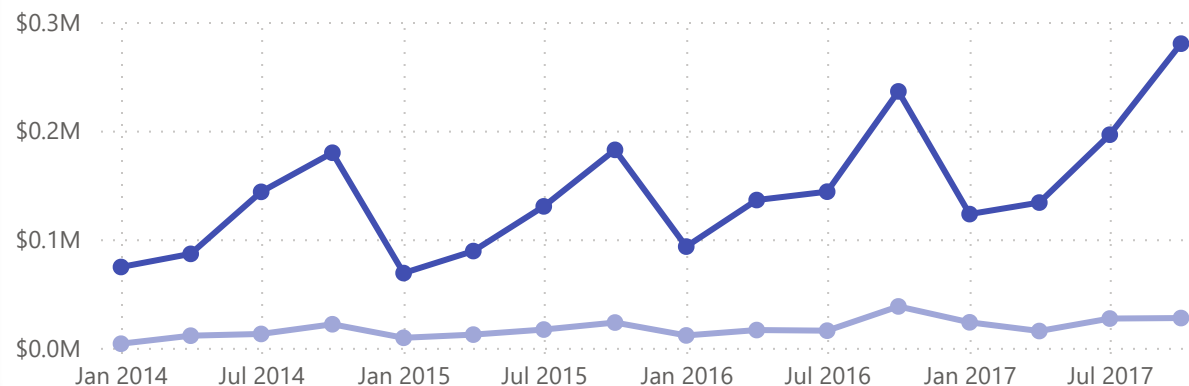
\$2,297,201

Total of Profit

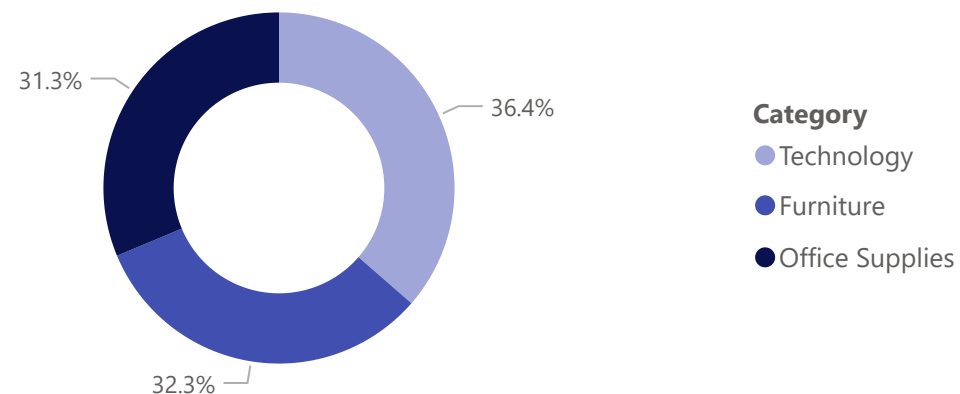
\$286,397

## Total Sales/Profit by Order date

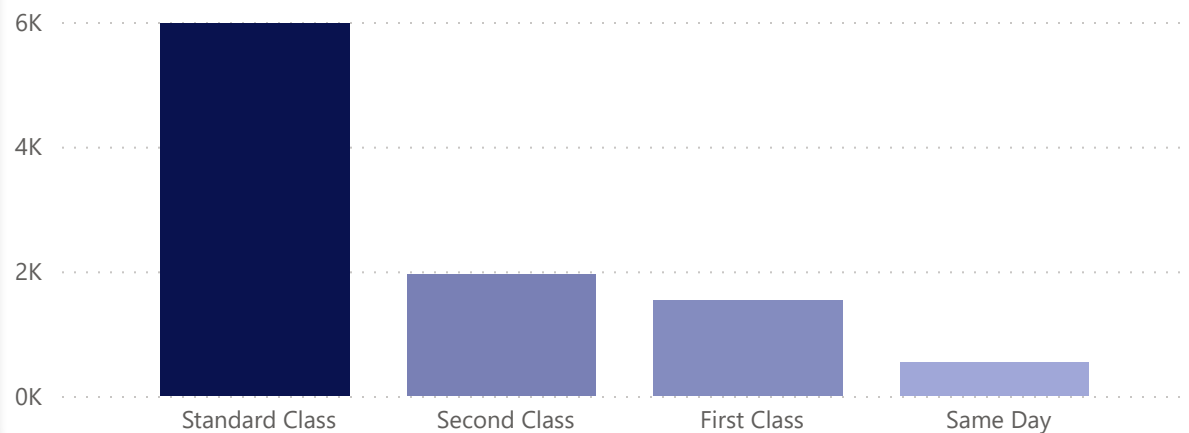
Sum of Sales Sum of Profit



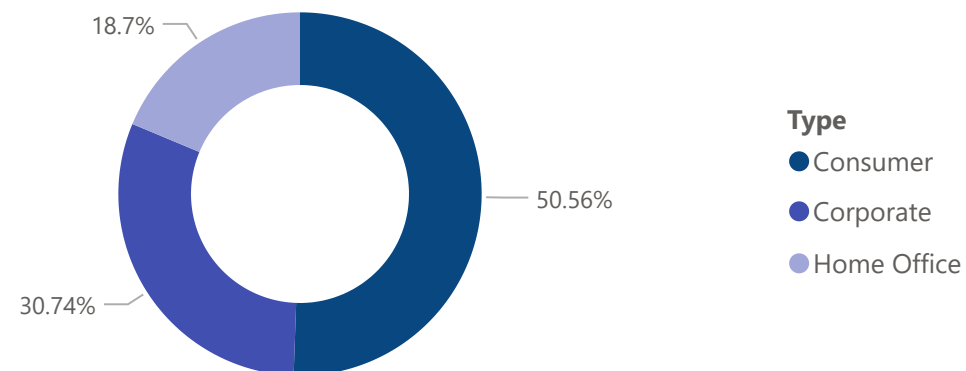
## Total Sales by Category



## Number of Orders by Ship Mode



## Total Sales by Type



# Customer Analytics

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

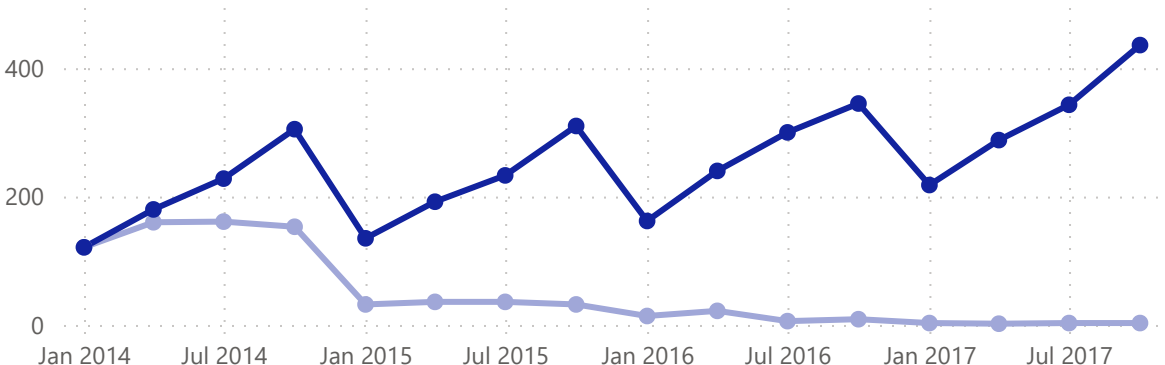
\$2,297,201

Total of Profit

\$286,397

## Number of New Customers /Total Customers by Order date

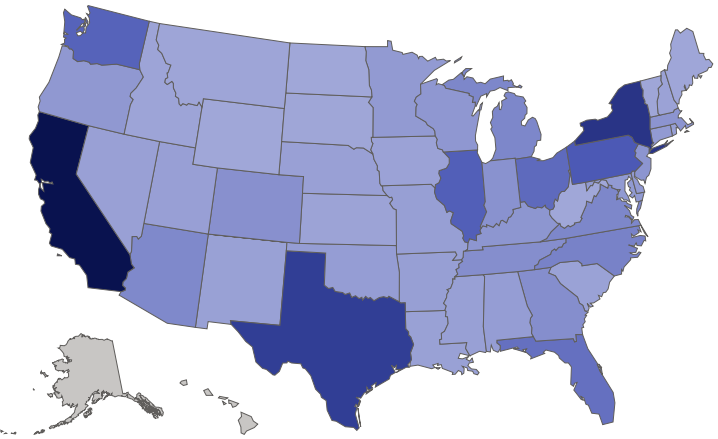
M\_NewCustomer Count of Customer\_ID



## Retention Customer after First Order Month

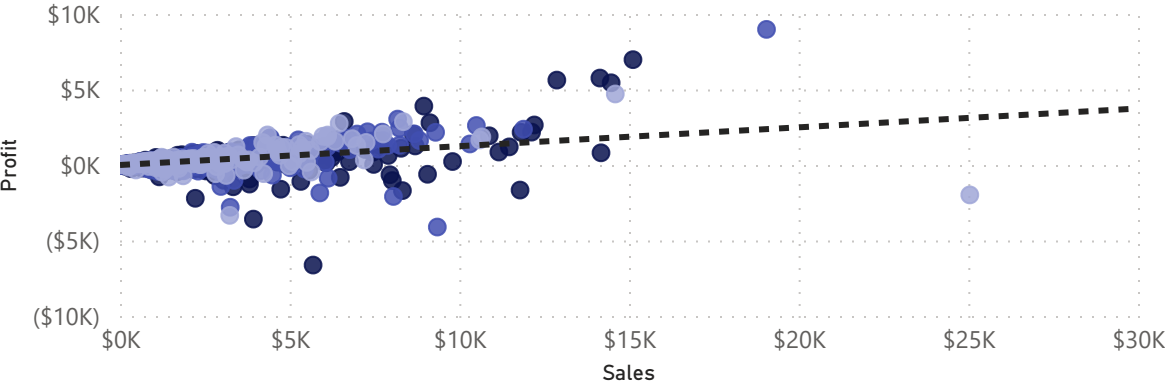
Year	2014				2015				2016				20
Year	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qt
2014	121	180	228	305	103	148	176	241	119	183	222	264	1
Qtr 1	121	20	28	41	18	27	33	45	26	34	43	53	
Qtr 2		160	39	58	28	44	47	68	33	51	57	78	
Qtr 3			161	53	30	46	48	67	30	48	64	70	
Qtr 4				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

## Number of Customers by State



## Sales and Profit by Customer\_ID and Type

Type Consumer Corporate Home Office



# Product analytics

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

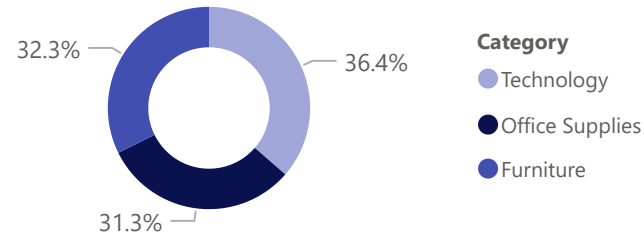
\$2,297,201

Total of Profit

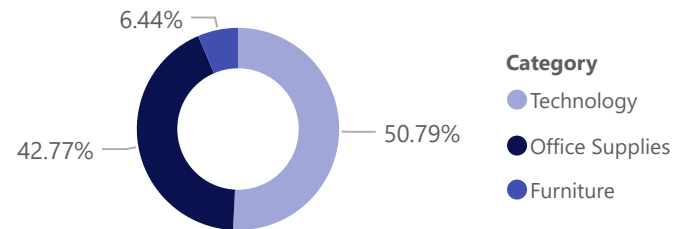
\$286,397

## Total of Sales/Profit/Quantity by Category

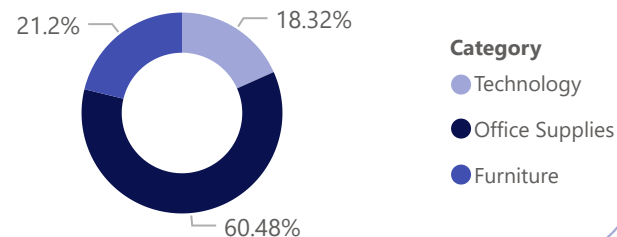
### Sales



### Profit



### Quantity



## Total Sales/Profit by Category/Sub category

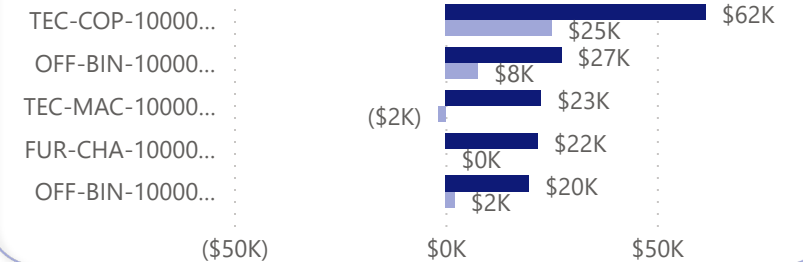
Category	Sum of Sales	Sum of Profit	M_ROS
Technology	\$836,154.033	\$145,454.9481	17.40%
Phones	\$330,007.054	\$44,515.7306	13.49%
Machines	\$189,238.631	\$3,384.7569	1.79%
Accessories	\$167,380.318	\$41,936.6357	25.05%
Copiers	\$149,528.03	\$55,617.8249	37.20%
Furniture	\$741,999.7953	\$18,451.2728	2.49%
Chairs	\$328,449.103	\$26,590.1663	8.10%
Tables	\$206,065.532	(\$17,735.1611)	-8.56%
Total	\$2,297,200.8603	\$286,397.0217	12.47%

## Top 10 Top/Bottom Sales by Product

### Top

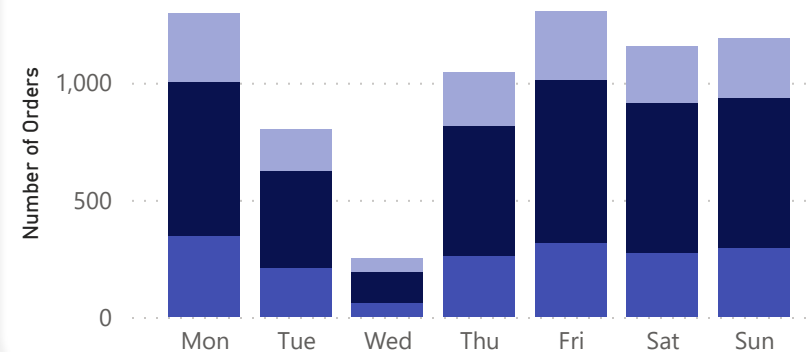
### Bottom

Sum of Sales Sum of Profit



## Number of Orders by C\_Day and Category

Category Furniture Office Supplies Technology



## Category, Profit and Discount

Category Furniture Office Supplies Technology

