

2019				2020				2021				2022				Master Sales Dashboard				Region - Central				Region - East				Region - West				Region - South																																							
Total Sales								Total Profit								Total Quantity Sold								Total Orders Placed								Total Orders Shipped								Returned Orders								Avg. Delivery Days																							
2.30M								286.40K								38K								9994								9994								800								4																							
Sales by Segment																Profit by Segment																Top 5 Profitable Customers																Top 5 Profitable Products																							
<div><div>Home Office 18.7%</div><div>Corporate 30.74%</div><div>Consumer 50.56%</div></div>																<div><div>Home Office 21.05%</div><div>Corporate 32.12%</div><div>Consumer 46.83%</div></div>																<div><div>Tamara Chand 9.0K</div><div>Raymond Buch 7.0K</div><div>Sanjit Chand 5.9K</div><div>Hunter Lopez 5.4K</div><div>Adrian Barton 5.4K</div></div>																<div><div>Canon imag... 25K</div><div>Fellowes PB5... 8K</div><div>Hewlett Pack... 7K</div><div>Canon PC10... 4K</div><div>HP Designjet... 4K</div></div>																							
Sales by Category																Profit by Category																Top 5 Product from Sub-Category Sold																Top 5 Loss Products																							
<div><div>Office Supplies 31.3%</div><div>Furniture 32.3%</div><div>Technology 36.4%</div></div>																<div><div>Furniture 6.44%</div><div>Office Supp... 42.77%</div><div>Technology 50.79%</div></div>																<div><div>Binders 6.0K</div><div>Paper 5.2K</div><div>Furnishings 3.5K</div><div>Phones 3.4K</div><div>Storage 3.2K</div></div>																<div><div>Bush Advant... -1.9K</div><div>Chromcraft ... -2.9K</div><div>Cubify Cube... -3.8K</div><div>Lexmark MX... -4.0K</div><div>Cubify Cube... -9.0K</div></div>																							
Postal Code				Product ID				Product Name				State				Segment				Category				Sub-Category				Ship Date				Total Quantity				Total Sales				Total Profit																															
2151				OFF-BI-10000145				Zipper Ring Binder Pockets				Massachusetts				Corporate				Office Supplies				Binders				Saturday, April 06, 2019				2				6.24				3.06																															
23223				OFF-BI-10000145				Zipper Ring Binder Pockets				Virginia				Consumer				Office Supplies				Binders				Tuesday, July 09, 2019				5				15.60				7.64																															
26003				OFF-BI-10000145				Zipper Ring Binder Pockets				West Virginia				Home Office				Office Supplies				Binders				Saturday, June 25, 2022				2				6.24				3.06																															
32174				OFF-BI-10000145				Zipper Ring Binder Pockets				Florida				Consumer				Office Supplies				Binders				Thursday, January 13, 2022				3				2.81				-1.97																															
33115				OFF-BI-10000145				Zipper Ring Binder Pockets				Florida				Home Office				Office Supplies				Binders				Monday, March 10, 2020				1				2.31				-0.60																															
Total																																																37873								2,297,200.86								286,397.02							

2019				2020				2021				2022				Central Region - Sales Dashboard												Home Page				Region - East				Region - West				Region - South																							
Total Sales								Total Profit								Total Quantity Sold								Total Orders Placed								Total Orders Shipped								Returned Orders								Avg. Delivery Days															
501.24K								39.71K								8780								2323								2323								92								4															
Sales by Segment																Profit by Segment																Top 5 Profitable Customers																Top 5 Profitable Products															
<div><div>Home Office18.2%</div><div>Corporate31.52%</div><div>Consumer50.28%</div></div>																<div><div>Consumer21.57%</div><div>Corporate47.11%</div><div>Home Office31.33%</div></div>																<div><div>10K</div><div>5K</div><div>0K</div><div>Tamara Chand</div><div>Adrian Barton</div><div>Sanjit Chand</div><div>Andy Reiter</div><div>Harry Marie</div></div>																<div><div>Canon imag...</div><div>GBC Ibimast...</div><div>Canon PC10...</div><div>Ibico EPK-21...</div><div>Honeywell E...</div><div>0K</div><div>5K</div></div>															
Sales by Category																Profit by Category																Top 5 Product from Sub-Category Sold																Top 5 Loss Products															
<div><div>Furniture32.68%</div><div>Office Supplies33.32%</div><div>Technology34%</div></div>																<div><div>Office Supplies20.86%</div><div>Technology79.14%</div></div>																<div><div>1.5K</div><div>1.2K</div><div>0.9K</div><div>0.7K</div><div>0.7K</div><div>Binders</div><div>Paper</div><div>Furnishings</div><div>Storage</div><div>Accessories</div></div>																<div><div>Ibico Hi-Tec...</div><div>Lexmark MX...</div><div>3.6 Cubic Fo...</div><div>Fellowes PB5...</div><div>GBC DocuBi...</div><div>-2K</div><div>0K</div></div>															
Postal Code												Product ID				Product Name												State				Segment				Category				Sub-Category				Ship Date				Total Quantity				Total Sales				Total Profit							
77070												OFF-BI-10000145				Zipper Ring Binder Pockets												Texas				Consumer				Office Supplies				Binders				Saturday, November 12, 2022				2				1.25				-1.93							
60035												OFF-BI-10000285				XtraLife ClearVue Slant-D Ring Binders by Cardinal												Illinois				Home Office				Office Supplies				Binders				Wednesday, November 17, 2021				2				3.14				-4.70							
77041												OFF-BI-10000285				XtraLife ClearVue Slant-D Ring Binders by Cardinal												Texas				Consumer				Office Supplies				Binders				Thursday, March 26, 2020				9				14.11				-21.17							
60610												OFF-BI-10004236				XtraLife ClearVue Slant-D Ring Binder, White, 3"												Illinois				Consumer				Office Supplies				Binders				Thursday, September 09, 2021				3				8.81				-14.97							
51104												OFF-BI-10000044				XtraLife ClearVue Slant-D Ring Binder, White, 3"												Illinois				Consumer				Office Supplies				Binders				Thursday, November 12, 2021				2				3.14				-4.70							
Total																																																				8780				501,239.89				39,706.36			

2019			2020			2021			2022			East Region - Sales Dashboard					Home Page	Region - Central	Region - West	Region - South			
Total Sales				Total Profit				Total Quantity Sold				Total Orders Placed			Total Orders Shipped			Returned Orders			Avg. Delivery Days		
678.78K				91.52K				11K				2848			2848			149			4		
Sales by Segment					Profit by Segment					Top 5 Profitable Customers					Top 5 Profitable Products								
<div><div>Home Office 18.78%</div><div>Corporate 29.52%</div><div>Consumer 51.7%</div></div>					<div><div>Corporate 25.81%</div><div>Home Office 29.18%</div><div>Consumer 45.01%</div></div>					<div><div>5.0K</div><div>4.8K</div><div>3.1K</div><div>2.6K</div><div>2.5K</div></div> <div><div>Hunter Lopez</div><div>Tom Ashbrook</div><div>Daniel Raglin</div><div>Bill Shonely</div><div>Keith Dawkins</div></div>					<div><div>10.1K</div><div>4.5K</div><div>3.7K</div><div>3.5K</div><div>3.0K</div></div> <div><div>Canon imag...</div><div>Ativa V4110...</div><div>3D Systems ...</div><div>Zebra ZM40...</div><div>Hewlett Pack...</div></div> <div><div>0K</div><div>5K</div><div>10K</div></div>								
Sales by Category					Profit by Category					Top 5 Product from Sub-Category Sold					Top 5 Loss Products								
<div><div>Office Supplies 30.28%</div><div>Technology 39.04%</div><div>Furniture 30.69%</div></div>					<div><div>Furniture 3.33%</div><div>Office Sup... 44.81%</div><div>Technology 51.86%</div></div>					<div><div>1.7K</div><div>1.4K</div><div>1.0K</div><div>1.0K</div><div>0.9K</div></div> <div><div>Binders</div><div>Paper</div><div>Furnishings</div><div>Phones</div><div>Storage</div></div>					<div><div>4.0K</div><div>3.1K</div><div>2.4K</div><div>2.2K</div><div>1.1K</div></div> <div><div>Cisco 9971 I...</div><div>GBC Ibimast...</div><div>Riverside Fu...</div><div>Martin Yale ...</div><div>Cubify Cube...</div></div> <div><div>-10K</div><div>-5K</div><div>0K</div></div>								
Postal Code	Product ID	Product Name			State	Segment	Category	Sub-Category	Ship Date		Total Quantity	Total Sales	Total Profit										
2151	OFF-BI-10000145	Zipper Ring Binder Pockets			Massachusetts	Corporate	Office Supplies	Binders	Saturday, April 06, 2019		2	6.24	3.06										
26003	OFF-BI-10000145	Zipper Ring Binder Pockets			West Virginia	Home Office	Office Supplies	Binders	Saturday, June 25, 2022		2	6.24	3.06										
43229	OFF-BI-10000145	Zipper Ring Binder Pockets			Ohio	Home Office	Office Supplies	Binders	Saturday, April 27, 2019		8	7.49	-5.24										
10024	TEC-MA-10000045	Zebra ZM400 Thermal Label Printer			New York	Corporate	Technology	Machines	Sunday, November 08, 2020		4	4,643.80	2,229.02										
10025	TEC-MA-10000045	Zebra ZM400 Thermal Label Printer			New York	Home Office	Technology	Machines	Saturday, November 11, 2020		2	2,229.02	1,114.51										
Total											10618	678,781.24	91,522.78										

2019				2020				2021				2022				West Region - Sales Dashboard								Home Page				Region - Central				Region - East				Region - South																																																																								
Total Sales								Total Profit								Total Quantity Sold								Total Orders Placed								Total Orders Shipped								Returned Orders								Avg. Delivery Days																																																												
725.46K								108.42K								12K								3203								3203								490								4																																																												
Sales by Segment																Profit by Segment																Top 5 Profitable Customers																Top 5 Profitable Products																																																												
Sales by Category																Profit by Category																Top 5 Product from Sub-Category Sold																Top 5 Loss Products																																																												
<table><tr><th>Postal Code</th><th>Product ID</th><th>Product Name</th><th>State</th><th>Segment</th><th>Category</th><th>Sub-Category</th><th>Ship Date</th><th>Total Quantity</th><th>Total Sales</th><th>Total Profit</th></tr><tr><td>94110</td><td>OFF-BI-10000145</td><td>Zipper Ring Binder Pockets</td><td>California</td><td>Corporate</td><td>Office Supplies</td><td>Binders</td><td>Monday, August 01, 2022</td><td>4</td><td>9.98</td><td>3.62</td></tr><tr><td>98006</td><td>OFF-BI-10000145</td><td>Zipper Ring Binder Pockets</td><td>Washington</td><td>Consumer</td><td>Office Supplies</td><td>Binders</td><td>Friday, December 09, 2022</td><td>6</td><td>14.98</td><td>5.43</td></tr><tr><td>98115</td><td>OFF-BI-10000145</td><td>Zipper Ring Binder Pockets</td><td>Washington</td><td>Home Office</td><td>Office Supplies</td><td>Binders</td><td>Friday, July 02, 2021</td><td>1</td><td>2.50</td><td>0.90</td></tr><tr><td>98115</td><td>OFF-AR-10003560</td><td>Zebra Zazzle Fluorescent Highlighters</td><td>Washington</td><td>Home Office</td><td>Office Supplies</td><td>Art</td><td>Tuesday, July 12, 2022</td><td>3</td><td>18.24</td><td>6.20</td></tr><tr><td>98015</td><td>OFF-AM-10001000</td><td>Zebra G4200 Binder Pockets</td><td>Washington</td><td>Consumer</td><td>Office Supplies</td><td>Binders</td><td>Thursday, March 26, 2022</td><td>5</td><td>20.75</td><td>7.15</td></tr><tr><td colspan="8">Total</td><td>12266</td><td>725,457.82</td><td>108,418.45</td></tr></table>																																Postal Code	Product ID	Product Name	State	Segment	Category	Sub-Category	Ship Date	Total Quantity	Total Sales	Total Profit	94110	OFF-BI-10000145	Zipper Ring Binder Pockets	California	Corporate	Office Supplies	Binders	Monday, August 01, 2022	4	9.98	3.62	98006	OFF-BI-10000145	Zipper Ring Binder Pockets	Washington	Consumer	Office Supplies	Binders	Friday, December 09, 2022	6	14.98	5.43	98115	OFF-BI-10000145	Zipper Ring Binder Pockets	Washington	Home Office	Office Supplies	Binders	Friday, July 02, 2021	1	2.50	0.90	98115	OFF-AR-10003560	Zebra Zazzle Fluorescent Highlighters	Washington	Home Office	Office Supplies	Art	Tuesday, July 12, 2022	3	18.24	6.20	98015	OFF-AM-10001000	Zebra G4200 Binder Pockets	Washington	Consumer	Office Supplies	Binders	Thursday, March 26, 2022	5	20.75	7.15	Total								12266	725,457.82	108,418.45
Postal Code	Product ID	Product Name	State	Segment	Category	Sub-Category	Ship Date	Total Quantity	Total Sales	Total Profit																																																																																																		
94110	OFF-BI-10000145	Zipper Ring Binder Pockets	California	Corporate	Office Supplies	Binders	Monday, August 01, 2022	4	9.98	3.62																																																																																																		
98006	OFF-BI-10000145	Zipper Ring Binder Pockets	Washington	Consumer	Office Supplies	Binders	Friday, December 09, 2022	6	14.98	5.43																																																																																																		
98115	OFF-BI-10000145	Zipper Ring Binder Pockets	Washington	Home Office	Office Supplies	Binders	Friday, July 02, 2021	1	2.50	0.90																																																																																																		
98115	OFF-AR-10003560	Zebra Zazzle Fluorescent Highlighters	Washington	Home Office	Office Supplies	Art	Tuesday, July 12, 2022	3	18.24	6.20																																																																																																		
98015	OFF-AM-10001000	Zebra G4200 Binder Pockets	Washington	Consumer	Office Supplies	Binders	Thursday, March 26, 2022	5	20.75	7.15																																																																																																		
Total								12266	725,457.82	108,418.45																																																																																																		

2019

2020

2021

2022

South Region - Sales Dashboard

Home Page

Region - Central

Region - East

Region - West

Total Sales

391.72K

Total Profit

46.75K

Total Quantity Sold

6209

Total Orders Placed

1620

Total Orders Shipped

1620

Returned Orders

69

Avg. Delivery Days

4

Sales by Segment

Segment	Percentage
Corporate	31.12%
Consumer	49.93%
Home Office	18.96%

Profit by Segment

Segment	Percentage
Consumer	57.57%
Corporate	32.55%
Home Office	9.88%

Top 5 Profitable Customers

Customer	Profit
Christoph...	3.2K
Sanjit E...	2.8K
Katrina ...	1.6K
Mark C...	1.5K
Maria Et...	1.5K

Top 5 Profitable Products

Product	Profit
Fellowes PB5...	3.5K
HP Designjet...	1.9K
Hewlett-Pac...	1.5K
Hewlett Pack...	1.4K
Cisco 9971 I...	1.4K

Sales by Category

Category	Percentage
Technology	37.98%
Office Supplies	32.08%
Furniture	29.94%

Profit by Category

Category	Percentage
Technology	42.76%
Office Supplies	42.75%
Furniture	14.48%

Top 5 Product from Sub-Category Sold

Sub-Category	Quantity
Binders	981
Paper	851
Furnish...	615
Art	547
Phones	526

Top 5 Loss Products

Product	Loss
GBC DocuBi...	1.3K
Cisco TelePr...	1.1K
GBC Ibimast...	1.2K
Chromcraft ...	2.5K
Cubify Cube...	3.5K

Postal Code	Product ID	Product Name	State	Segment	Category	Sub-Category	Ship Date	Total Quantity	Total Sales	Total Profit
23223	OFF-BI-10000145	Zipper Ring Binder Pockets	Virginia	Consumer	Office Supplies	Binders	Tuesday, July 09, 2019	5	15.60	7.64
32174	OFF-BI-10000145	Zipper Ring Binder Pockets	Florida	Consumer	Office Supplies	Binders	Thursday, January 13, 2022	3	2.81	-1.97
33142	OFF-BI-10000145	Zipper Ring Binder Pockets	Florida	Home Office	Office Supplies	Binders	Monday, November 29, 2021	4	3.74	-2.62
33178	OFF-BI-10000145	Zipper Ring Binder Pockets	Florida	Consumer	Office Supplies	Binders	Tuesday, October 13, 2020	2	1.87	-1.31
33638	OFF-BI-10000145	Zipper Ring Binder Pockets	Florida	Consumer	Office Supplies	Binders	Monday, June 03, 2020	3	2.81	-1.97
Total								6209	391,721.91	46,749.43