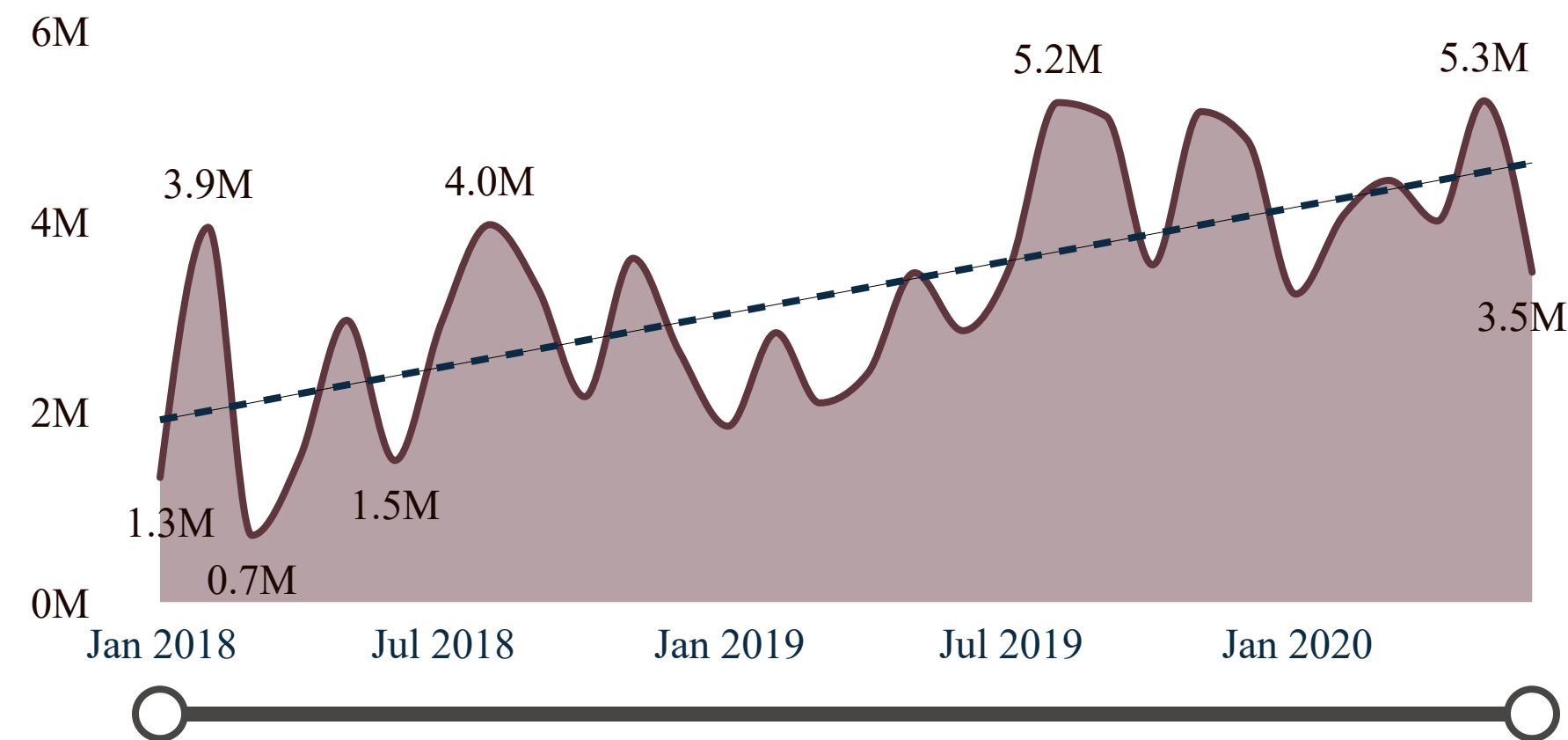
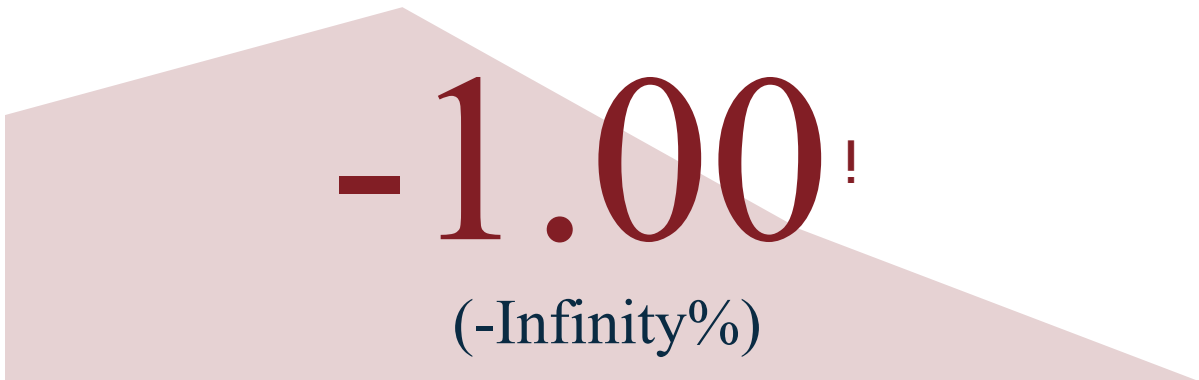


Sales Overview

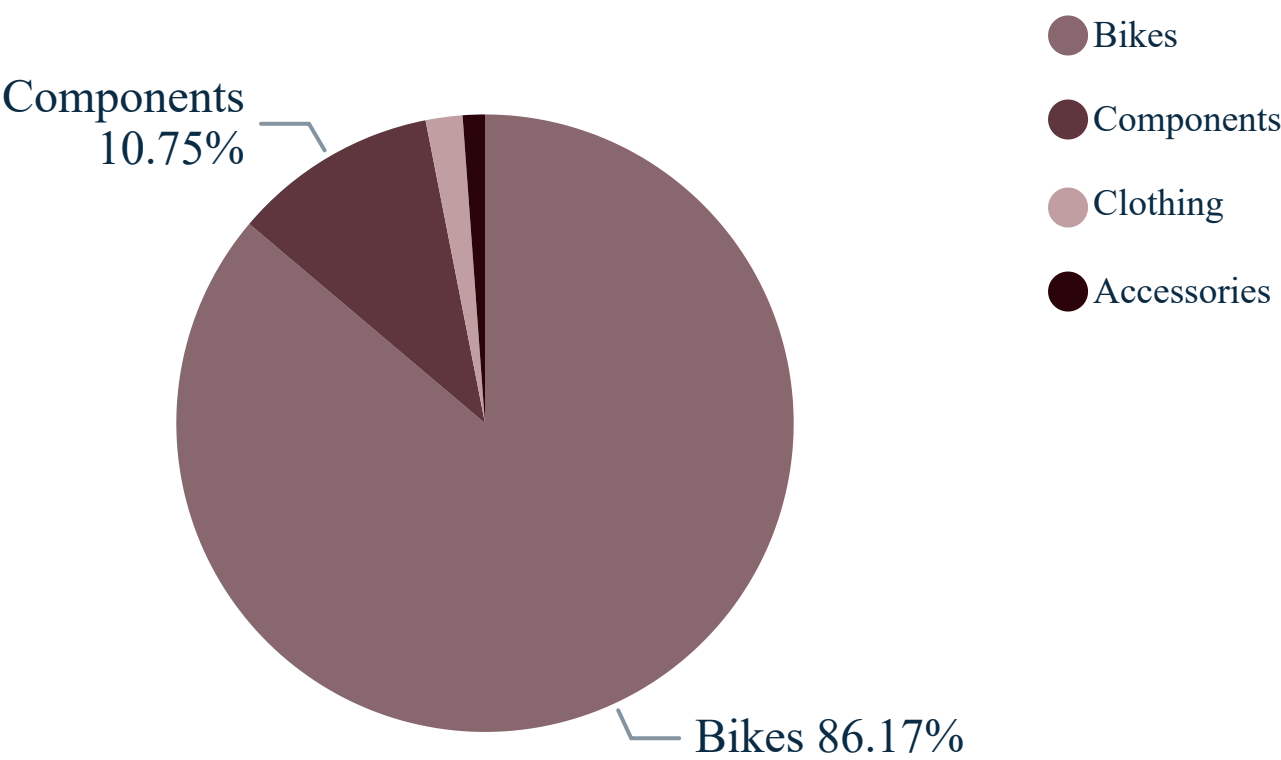
Total Sales by Year and Month



YoY Growth % and First Month by Year



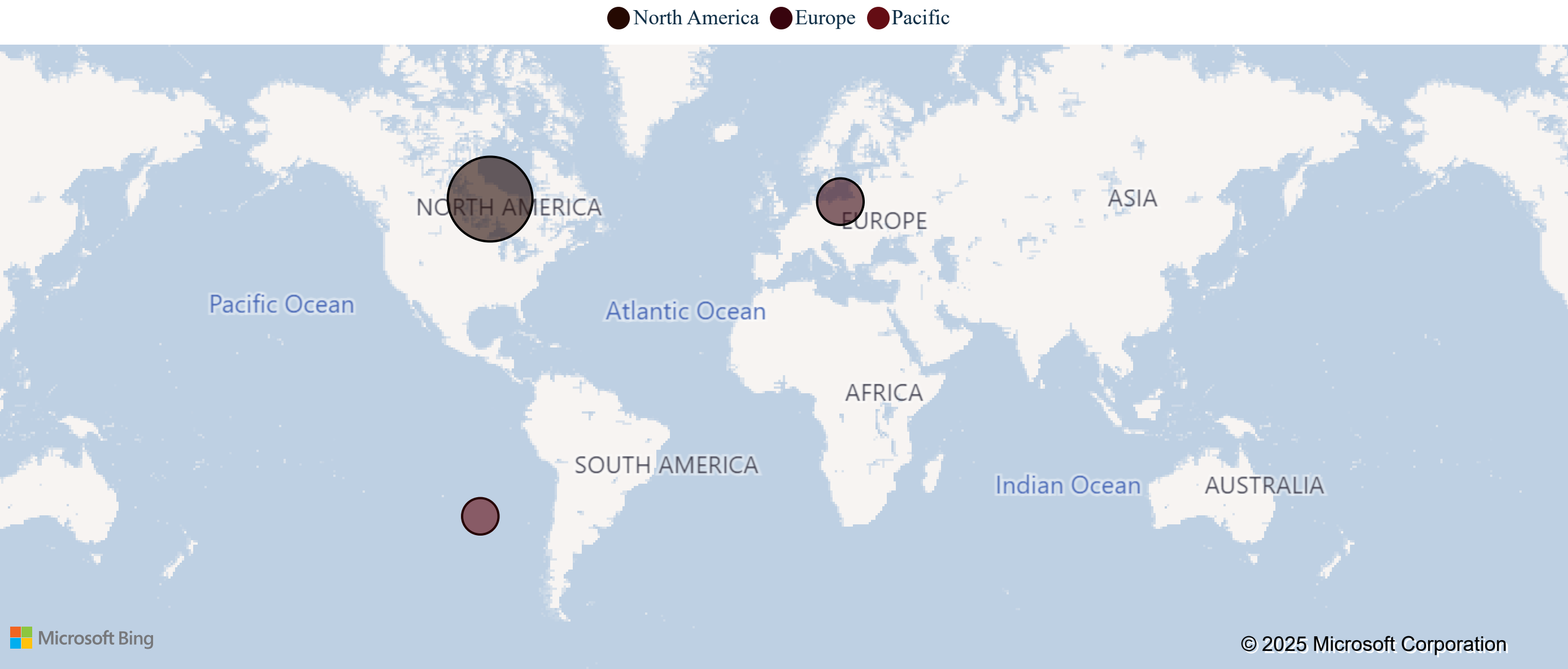
Total Sales by Category



Total Sales and Sales Target by Date



Total Sales by Region



Category

All

Region

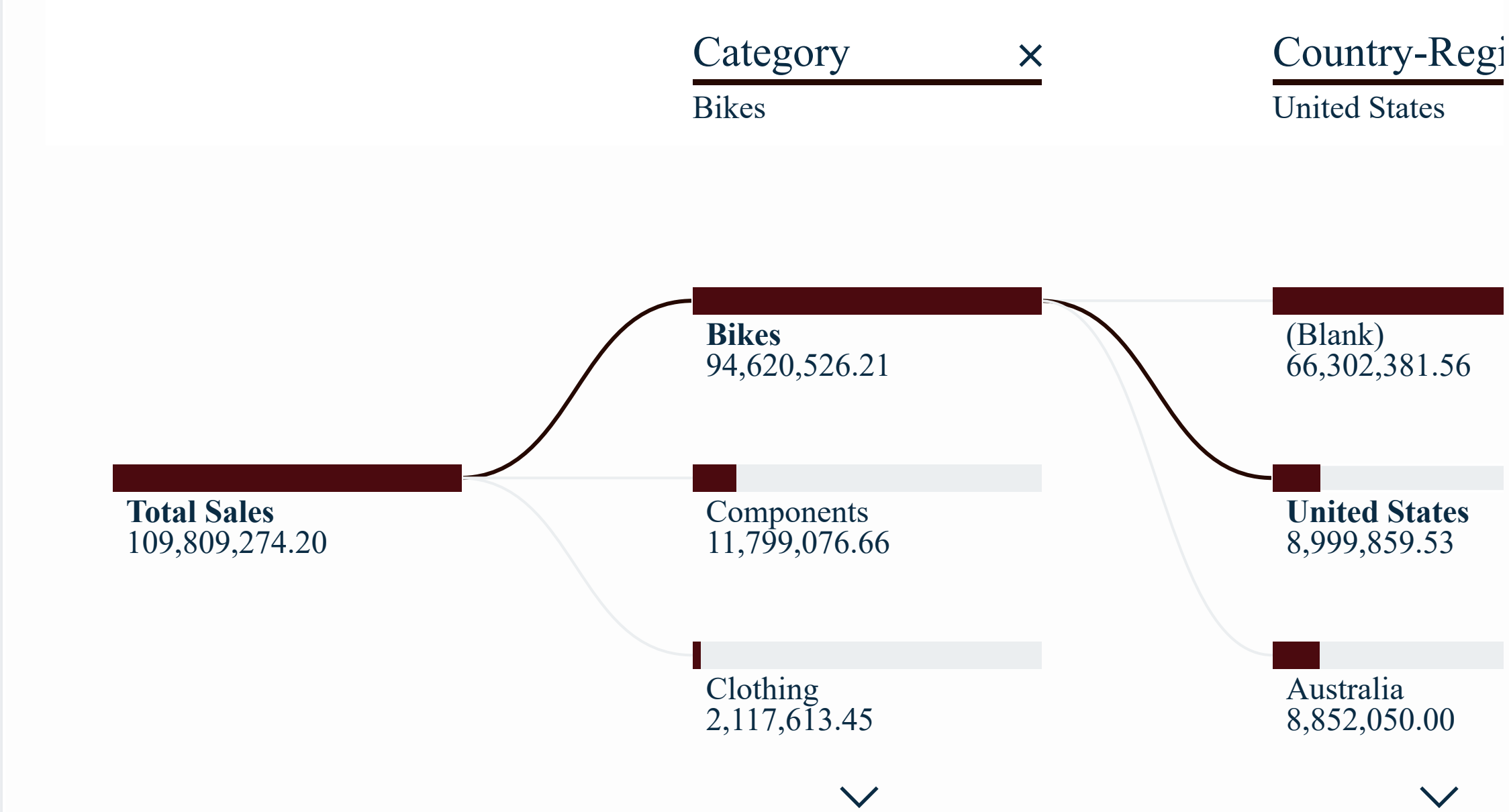
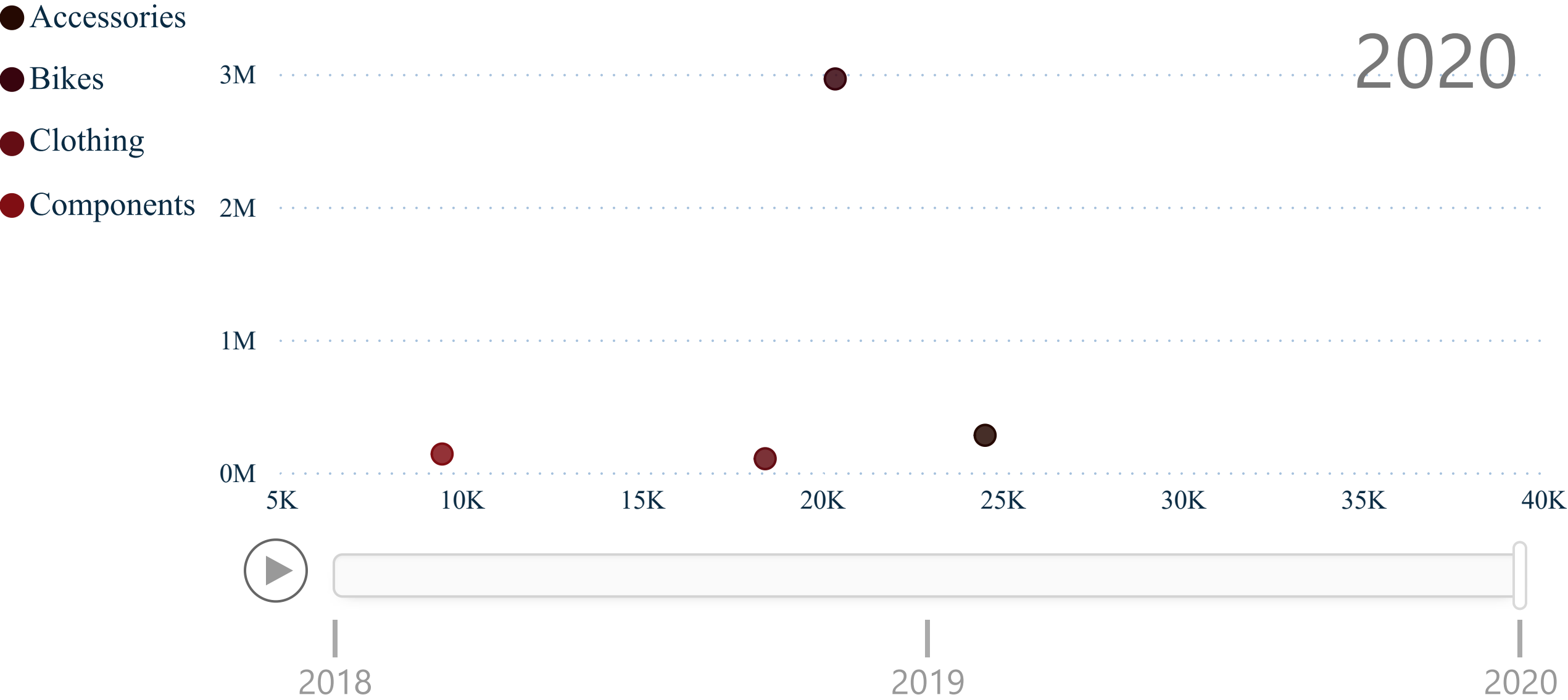
All

Year

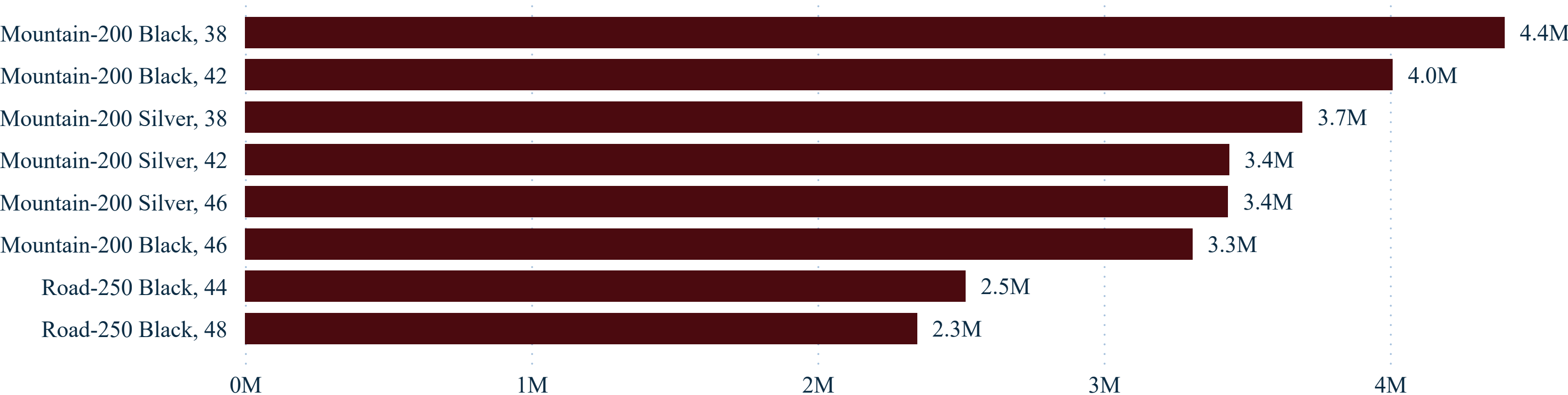
All

Product Analysis

Total Quantity, Profit and Sales by Category and Year



Top 10 Products by Sales Amount



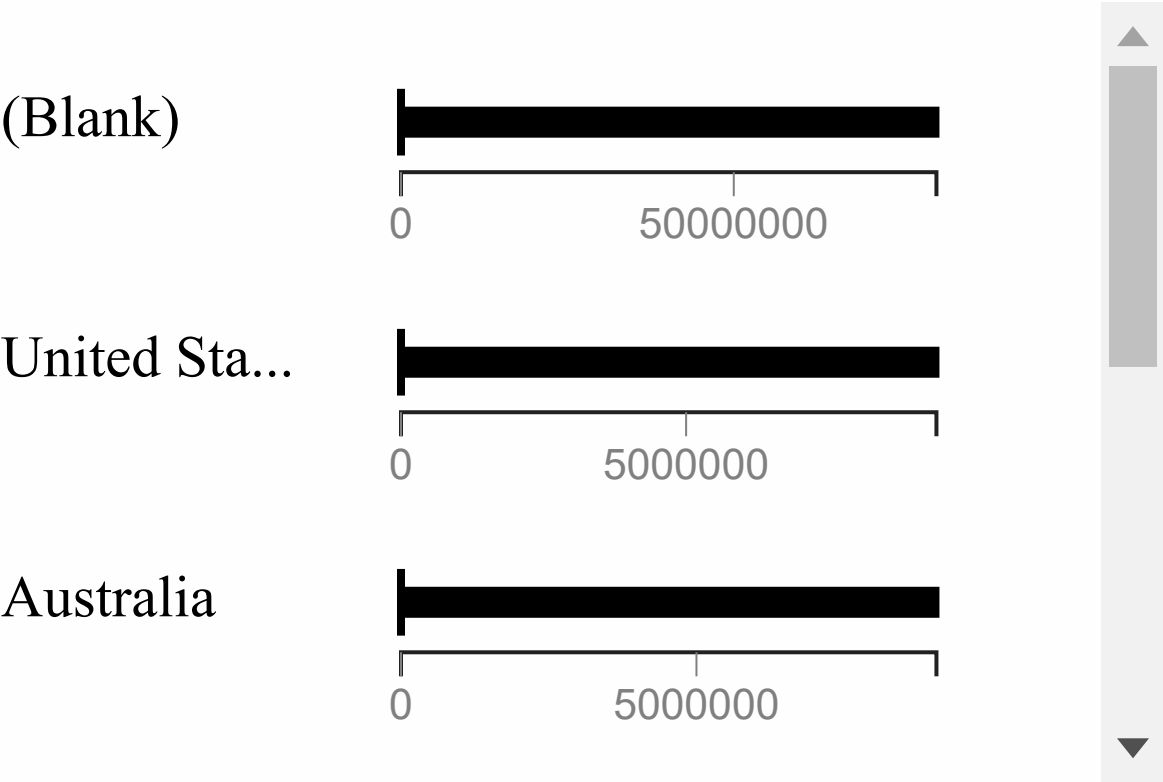
Customer Insights

1204 sales records are above the 99th percentile (8,262).

Outlier Note

109,809,274.20	12551366.25	274776	0.11
Total Sales	Sum of Sales Profit	Sum of Order Quantity	Profit Margin

Total Sales and Target Profit Margin by Country-Region



Customer_First_Name	Customer_Last_Name	Profit Margin	Sum of Sales Profit	Total Sales
		0.01	470482.60	80,450,596.98
Ian	Adams	0.23	14.49	62.98
Ian	Alexander	0.43	1443.92	3,335.24
Ian	Allen	0.42	1561.77	3,750.09
Ian	Anderson	0.63	18.14	28.98
Ian	Bailey	0.36	222.21	615.47
Ian	Baker	0.39	1079.12	2,756.54
Ian	Barnes	0.58	91.48	157.51
Total		0.01	698277.73	81,001,096.63

Profit Margin and Target Profit Margin

