

Contoso

Sales Overview

Year

2009

Month

Multiple selections

Continent

Multiple selections

Channel

All

Category

All

Profit Margin

57.28%!

Last Year: 57.56% (-0.28%)

Total Revenue

3.69bn!

Last Year: 4.06bn (-9.05%)

Total Cost

1.62bn✓

Last Year: 1.77bn (-8.39%)

Unit Sold

19.70M✓

Last Year: 16.36M (+20.4%)

Total Customer

18K!

Last Year: 19K (-4.88%)

Total Transaction

0.88M!

Last Year: 1.05M (-15.85%)

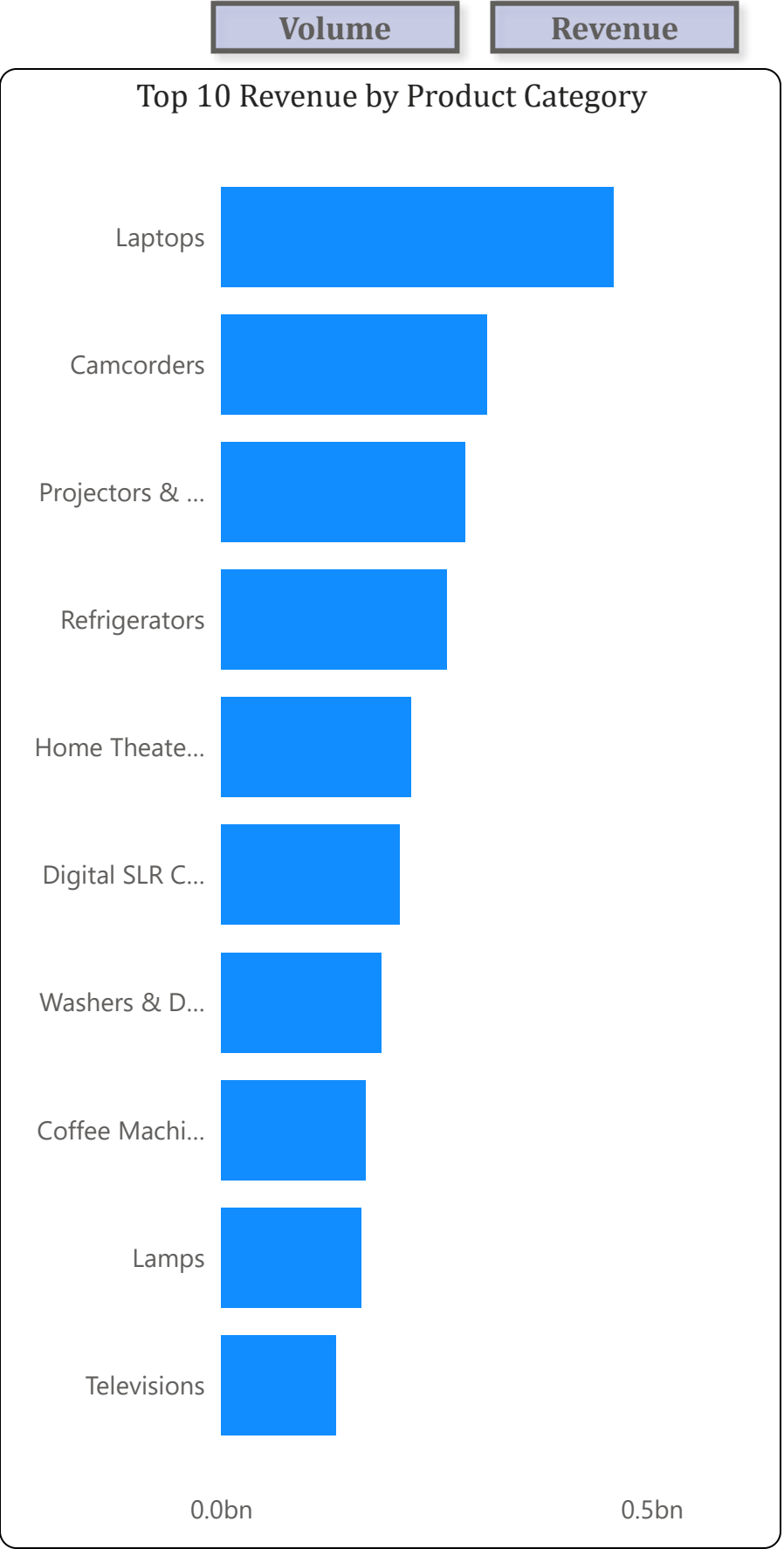
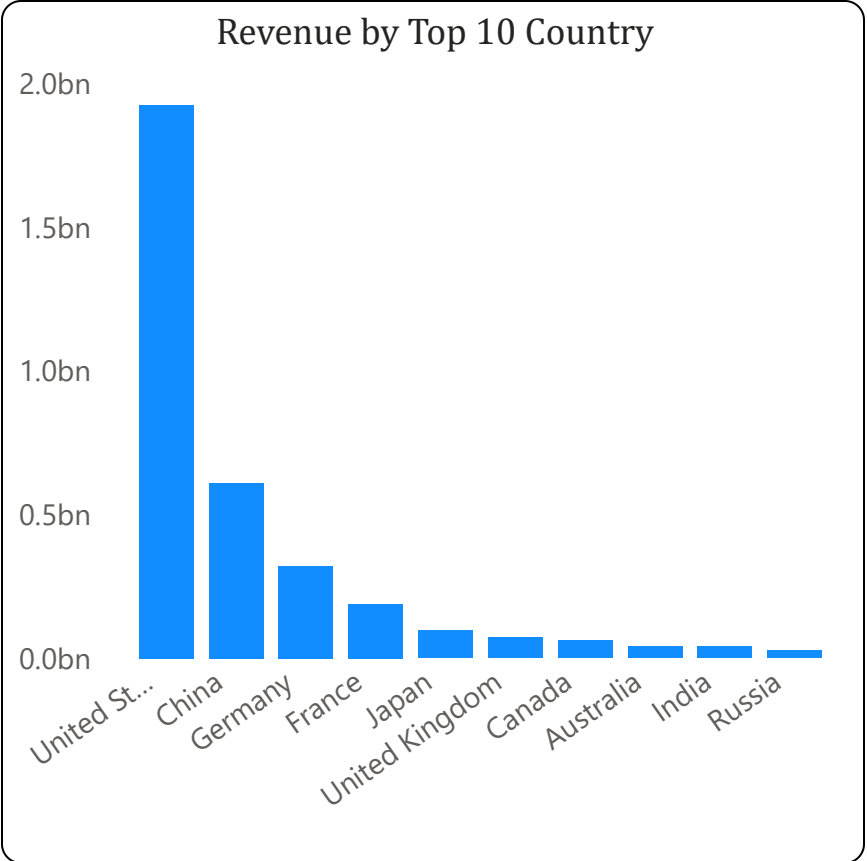
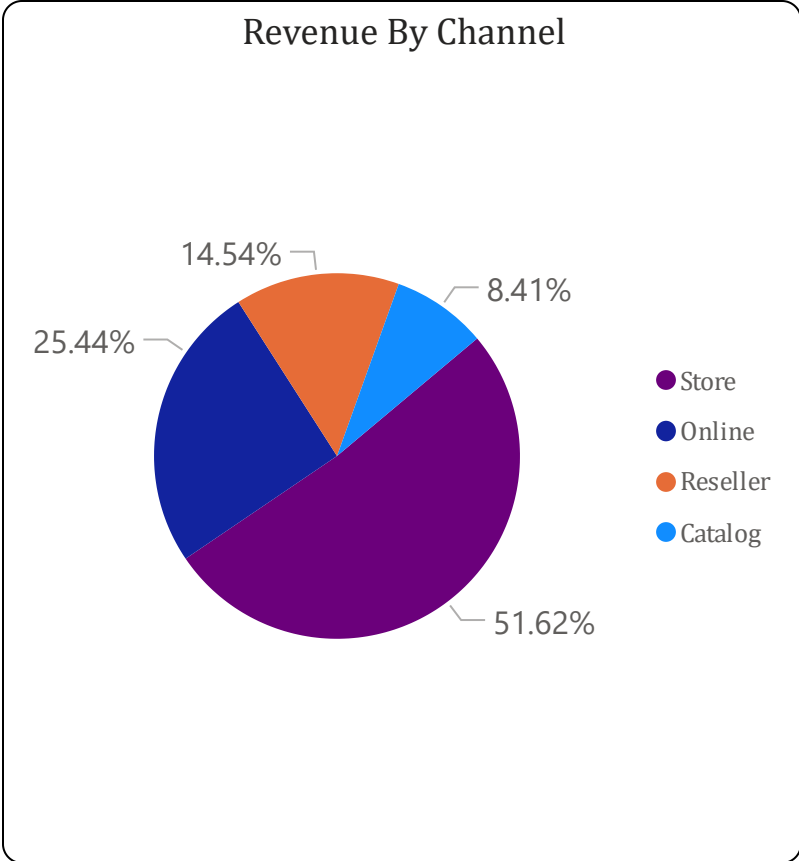
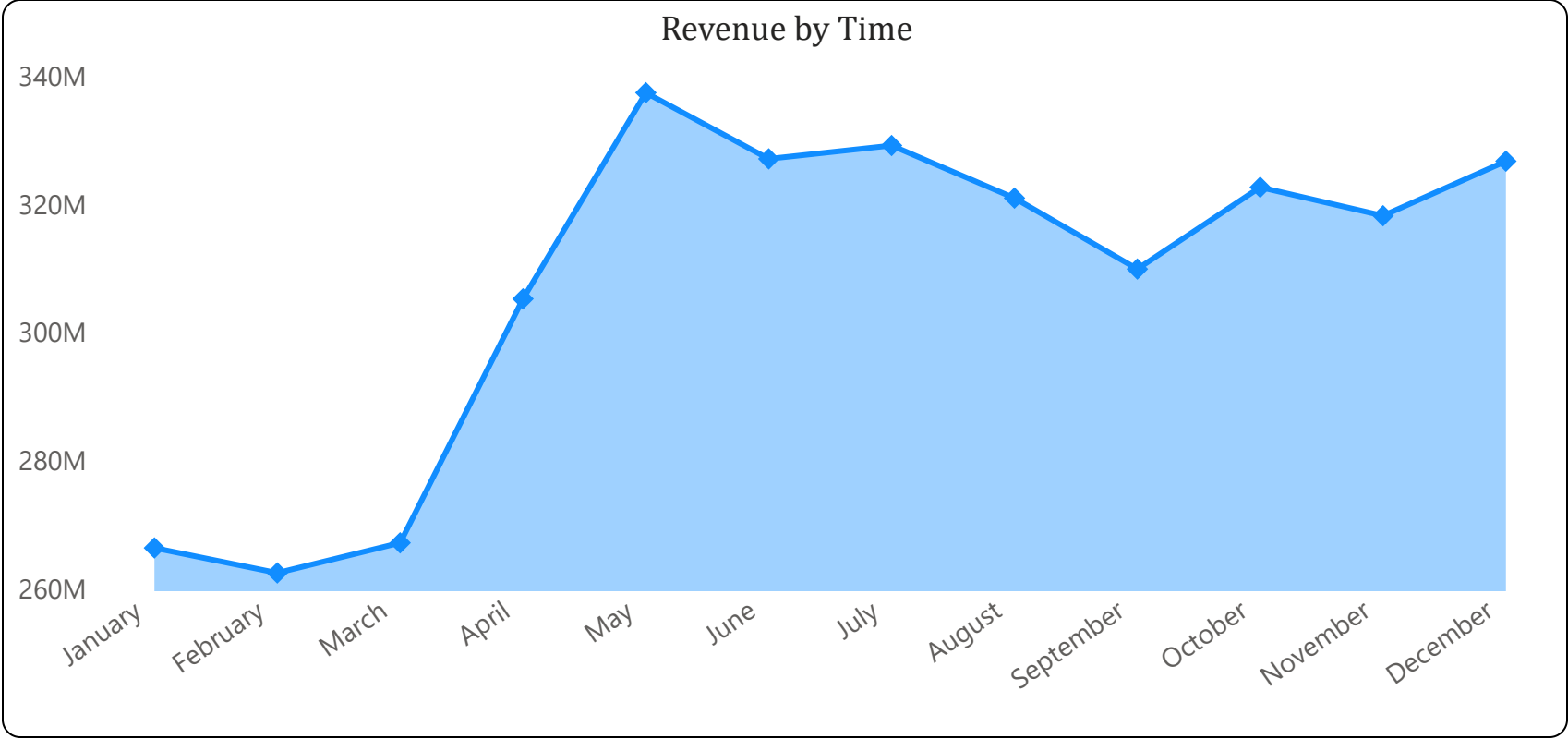
Discount Amount

62M✓

Last Year: 62M (+0%)

ReturnAmount

129K



Contoso

PVM Revenue Analysis

Year

2009

Month

Multiple selections

Continent

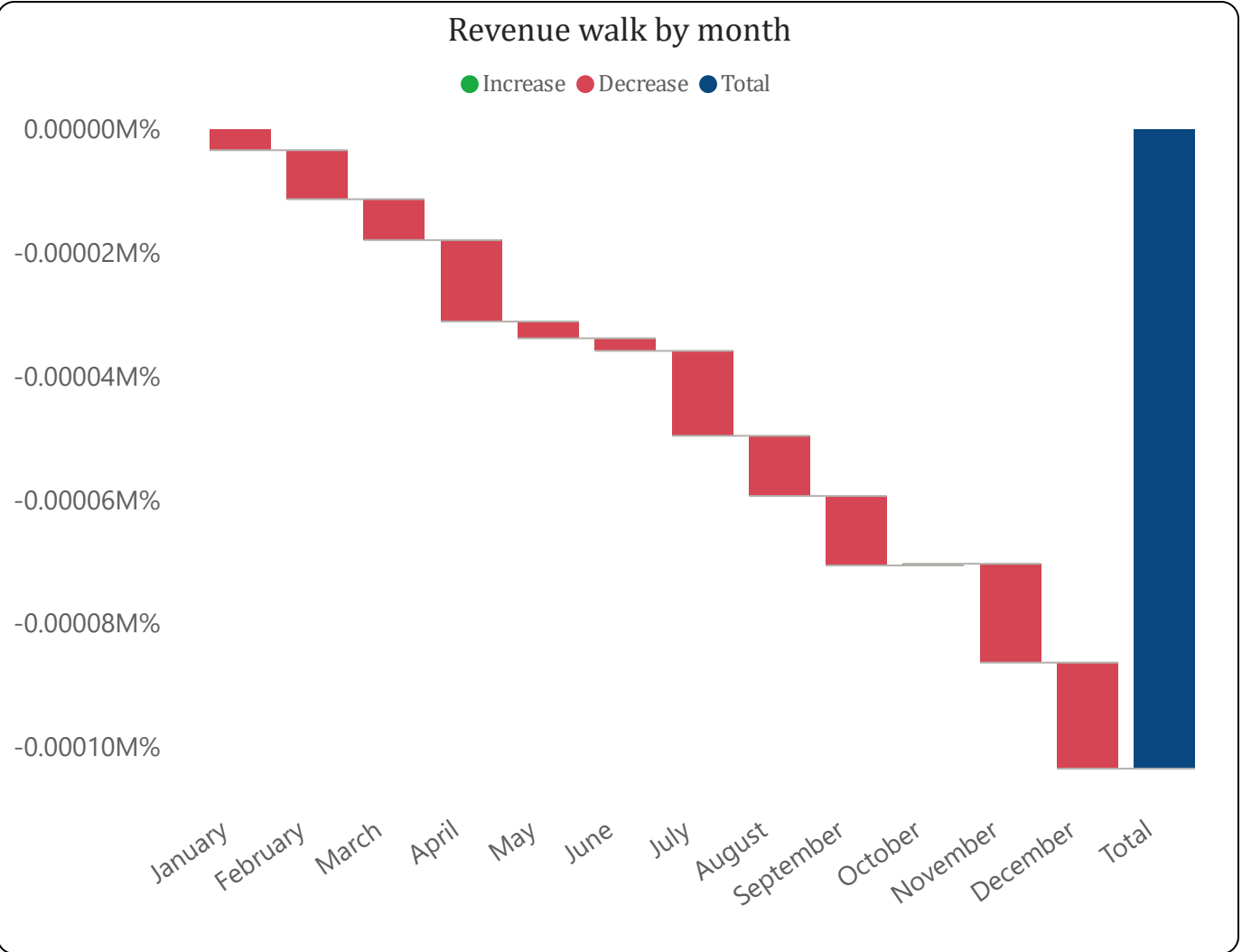
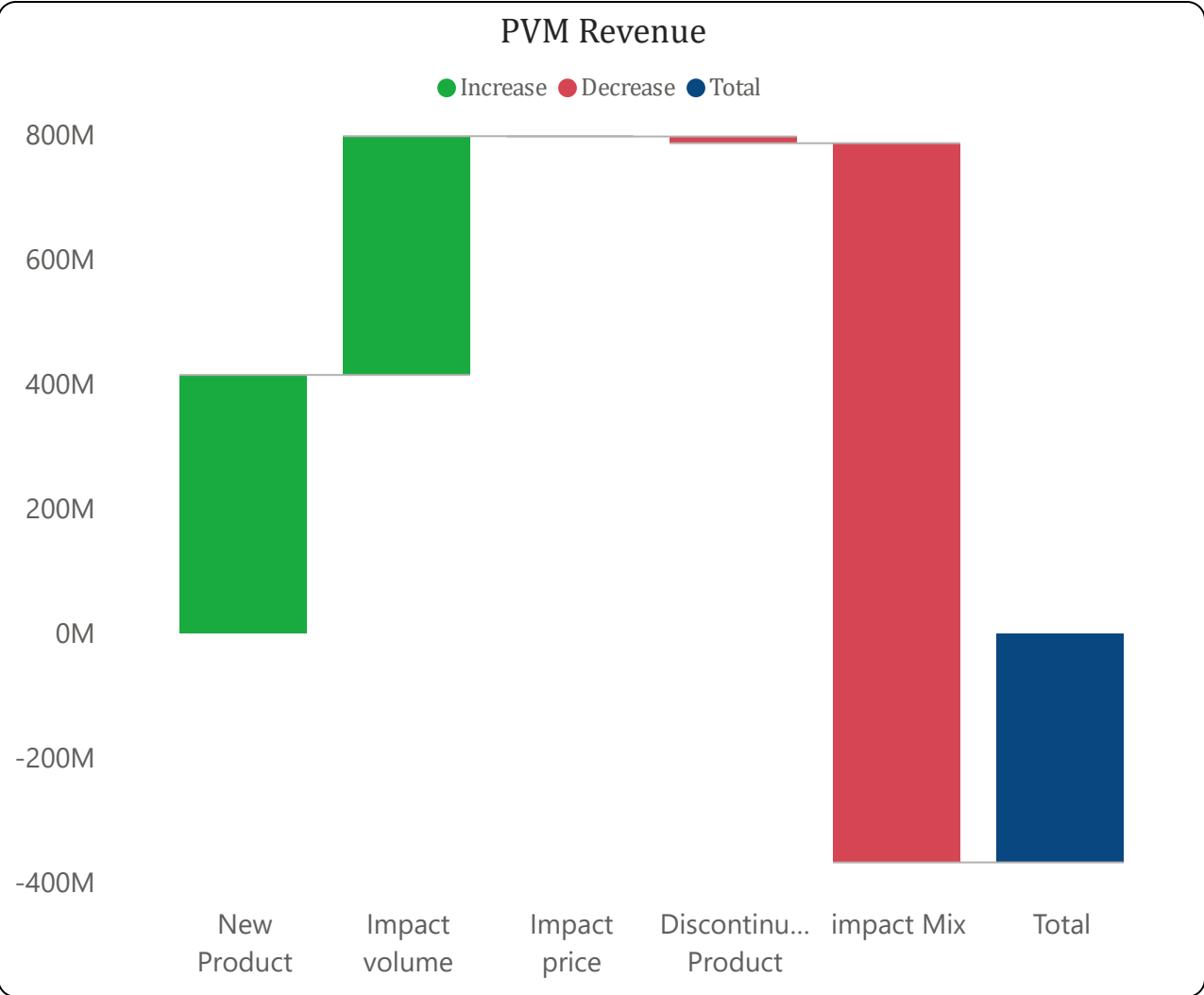
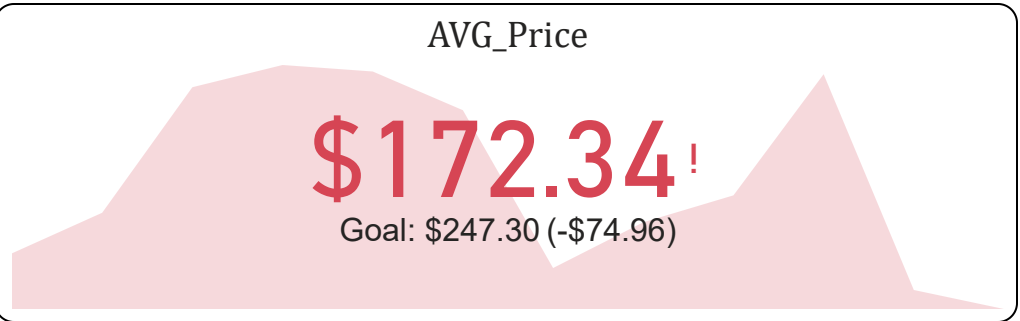
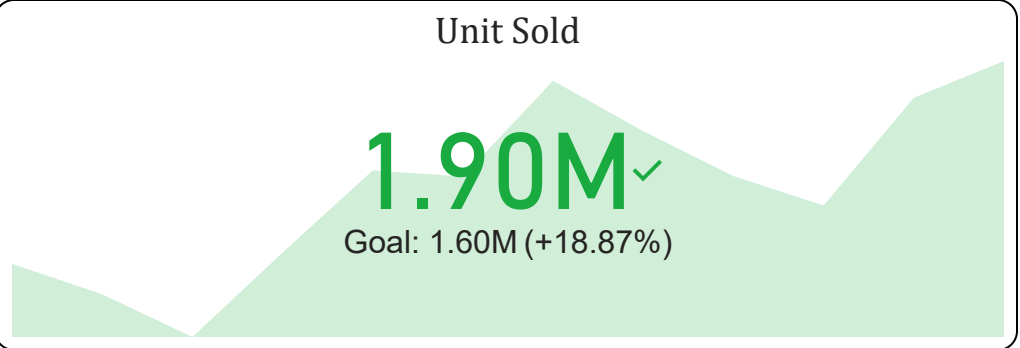
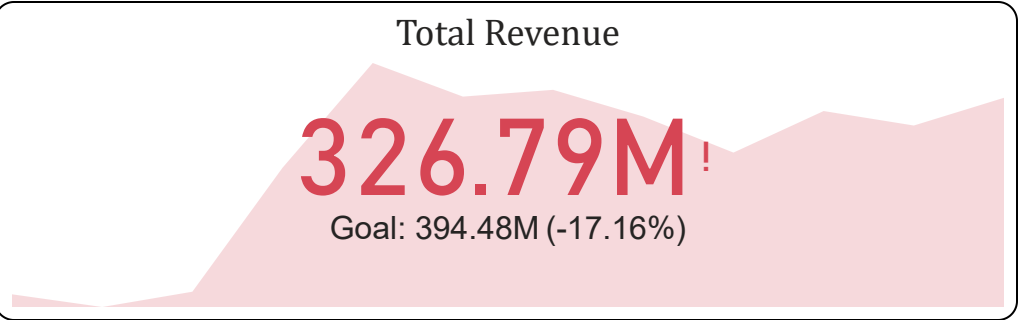
Multiple selections

Channel

All

Category

All



Product Category	Revenue_LY	Revenue_TY	Revenue_YOY	Volume_Ly	Volume_TY	Volume_YOY	Price_LY	Price_TY	price_YOY	New Product	Discontinued Product	Price_effect	Volume_effect	Mix
TV and Video	\$467,628,641.17	\$454,932,462.99	-2.72% ↓	1,134,772	1,131,345	-0.30% ↓	\$412.09	\$402.12	-2.42% ↓	\$60,888,145.35 ↑	0.00 ▬	\$536,682.20 ↑	-\$26,871,178.36 ↓	-\$47,249,827.37 ↓
Cameras and camcorders	\$808,014,380.25	\$634,016,262.53	-21.53% ↓	1,968,602	1,956,012	-0.64% ↓	\$410.45	\$324.14	-21.03% ↓	\$27,240,335.64 ↑	0.00 ▬	\$530,477.86 ↑	-\$61,158,409.22 ↓	-\$140,610,522.00 ↓
Home Appliances	\$1,407,694,955.41	\$1,103,322,364.17	-21.62% ↓	3,428,928	3,555,556	3.56% ↑	\$410.53	\$310.31	-24.41% ↓	\$173,513,788.38 ↑	0.00 ▬	-\$2,810,601.93 ↓	-\$13,074,308.14 ↓	-\$462,001,469.56 ↓
Computers	\$979,388,132.10	\$1,060,157,832.52	8.25% ↑	3,238,508	3,808,345	14.96% ↑	\$302.42	\$278.38	-7.95% ↓	\$70,408,950.95 ↑	-10,786,572.46 ↓	\$570,968.08 ↑	\$99,139,479.31 ↑	-\$78,563,125.46 ↓
Audio	\$52,293,874.79	\$68,221,627.45	30.46% ↑	458,762	630,886	27.28% ↑	\$113.99	\$108.14	-5.13% ↓	\$14,007,254.78 ↑	0.00 ▬	\$150,497.69 ↑	\$10,267,227.65 ↑	-\$8,497,227.46 ↓
Music, Movies and Audio	\$52,682,280.50	\$37,038,626.01	-29.69% ↓	458,385	405,034	-13.17% ↓	\$114.93	\$91.45	-20.43% ↓	\$2,313,038.79 ↑	0.00 ▬	-\$45,765.68 ↓	-\$10,714,942.70 ↓	-\$7,195,984.90 ↓
Cell phones	\$252,100,440.15	\$271,152,724.57	7.56% ↑	3,911,384	5,759,070	32.08% ↑	\$64.45	\$47.08	-26.95% ↓	\$55,749,999.54 ↑	0.00 ▬	\$169,622.16 ↑	\$71,502,033.29 ↑	-\$108,369,370.56 ↓
Games and Toys	\$41,516,281.02	\$64,990,236.42	56.54% ↑	1,759,782	2,449,353	28.15% ↑	\$23.59	\$26.53	12.47% ↑	\$10,762,531.58 ↑	0.00 ▬	\$382,344.83 ↑	\$8,390,630.49 ↑	\$3,938,448.51 ↑
Total	\$4,061,318,985.40	\$3,693,832,136.67	-9.05% ↓	16,359,123	19,695,601	16.94% ↑	\$248.26	\$187.55	-24.46% ↓	\$414,884,045.00 ↑	-10,786,572.46 ↓	-\$515,774.79 ↓	\$383,222,621.98 ↑	-\$1,154,291,168.45 ↓

Contoso
Geography Analysis

Year

2009

Month

Multiple selections

Continent

Multiple selections

Channel

All

Category

All

Profit

2.12bn!

Last Year: 2.34bn (-9.5%)

Total Revenue

3.69bn!

Last Year: 4.06bn (-9.05%)

Profit Margin

57.28%!

Last Year: 57.56% (-0.28%)

Total Cost

1.62bn✓

Last Year: 1.77bn (-8.39%)

Total Transaction

0.88M!

Last Year: 1.05M (-15.85%)

Unit Sold

19.70M✓

Last Year: 16.36M (+20.4%)

VolumeRevenue

Top 10 Unit sold By Country

Country	Unit Sold
United States	10M
China	3.6M
Germany	1.8M
France	1.0M
Japan	0.6M
United Kingdom	0.4M
Canada	0.3M
Australia	0.2M
India	0.1M
Russia	0.05M

VolumeRevenue

Unit sold by time

Month	Unit Sold
January	1.48M
February	1.42M
March	1.34M
April	1.51M
May	1.67M
June	1.66M
July	1.85M
August	1.75M
September	1.66M
October	1.60M
November	1.82M
December	1.90M

AVG Volume: 1.64M

Country	Volume_LY	Volume_TY	Volume_YOY	Price_LY	Price_TY	price_YOY	Revenue_LY	Revenue_TY	Revenue_YOY	New_Product_sales	% New_Product_sales
United States	9,242,995	9,988,140	7.46% ↑	\$247.75	\$192.98	-22.11% ↓	\$2,289,971,437.14	\$1,927,469,360.79	-15.83% ↓	\$209,755,742.58	10.88%
China	2,323,407	3,600,107	35.46% ↑	\$247.23	\$169.38	-31.49% ↓	\$574,426,509.00	\$609,799,699.75	6.16% ↑	\$71,550,595.19	11.73%
Germany	1,344,855	1,741,319	22.77% ↑	\$247.67	\$184.48	-25.51% ↓	\$333,075,065.79	\$321,239,744.58	-3.55% ↓	\$40,242,003.13	12.53%
France	847,665	973,911	12.96% ↑	\$254.46	\$194.03	-23.75% ↓	\$215,701,008.78	\$188,963,875.67	-12.40% ↓	\$22,589,978.89	11.95%
Japan	325,709	532,337	38.82% ↑	\$251.23	\$179.49	-28.55% ↓	\$81,827,455.42	\$95,549,582.77	16.77% ↑	\$11,386,176.41	11.92%
United Kingdom	354,230	337,633	-4.92% ↓	\$248.47	\$214.05	-13.86% ↓	\$88,017,120.61	\$72,268,800.39	-17.89% ↓	\$8,088,083.31	11.19%
Canada	319,637	305,055	-4.78% ↓	\$245.96	\$203.90	-17.10% ↓	\$78,617,552.32	\$62,200,602.26	-20.88% ↓	\$6,683,028.26	10.74%
Australia	154,217	227,382	32.18% ↑	\$254.39	\$178.55	-29.81% ↓	\$39,231,402.95	\$40,598,130.38	3.48% ↑	\$4,987,506.40	12.29%
India	155,055	216,559	28.40% ↑	\$252.51	\$184.40	-26.97% ↓	\$39,152,575.31	\$39,932,955.87	1.99% ↑	\$5,178,636.52	12.97%
Russia	120,335	146,146	17.66% ↑	\$256.13	\$188.10	-26.56% ↓	\$30,821,187.94	\$27,489,809.50	-10.81% ↓	\$3,408,329.60	12.40%
Turkmenistan	104,145	142,387	26.86% ↑	\$243.76	\$188.77	-22.56% ↓	\$25,386,146.12	\$26,879,081.10	5.88% ↑	\$4,114,688.75	15.31%
Iran	102,222	141,869	27.95% ↑	\$259.17	\$188.23	-27.37% ↓	\$26,492,673.96	\$26,703,813.54	0.80% ↑	\$3,855,833.47	14.44%
Syria	103,913	148,280	29.92% ↑	\$250.78	\$175.25	-30.12% ↓	\$26,059,783.72	\$25,985,350.56	-0.29% ↓	\$3,921,287.60	15.09%
Pakistan	100,388	140,672	28.64% ↑	\$256.41	\$184.50	-28.04% ↓	\$25,740,327.27	\$25,953,912.10	0.83% ↑	\$4,252,480.82	16.38%
Thailand	60,930	144,321	57.78% ↑	\$255.80	\$177.46	-30.63% ↓	\$15,585,933.53	\$25,610,963.20	64.32% ↑	\$6,335,595.90	24.74%
South Korea	63.536	146.692	56.69% ↑	\$248.82	\$173.85	-30.13% ↓	\$15.809.142.29	\$25.501.791.77	61.31% ↑	\$5.711.627.22	22.40%
Total	16,359,123	19,695,601	16.94% ↑	\$248.26	\$187.55	-24.46% ↓	\$4,061,318,985.40	\$3,693,832,136.67	-9.05% ↓	\$414,884,045.00	11.23%

Contoso Channel Analysis

Year

2009

Month

Multiple selections

Continent

Multiple selections

Channel

All

Category

All

AVG Rev Per channel

0.92bn

Total Revenue

3.69bn!

Last Year: 4.06bn (-9.05%)

AVG Unit sold Per channel

4.92M

Total Transaction

0.88M!

Last Year: 1.05M (-15.85%)

Unit Sold

19.70M✓

Last Year: 16.36M (+20.4%)

ChannelName	Transaction_TY	Transaction_YOY	Volume_TY	Quantity_YOY	Revenue_TY	Revenue_YOY	New Product Sale	% New_Product
Store	508,115	-21.26% ↓	9,688,089	8.94% ↑	\$1,906,703,026.93	-13.35% ↓	\$204,459,340.98	10.72% ↑
Online	197,874	-4.53% ↓	5,537,798	29.48% ↑	\$939,590,044.68	1.46% ↑	\$113,709,650.95	12.10% ↑
Reseller	119,963	-10.90% ↓	2,861,455	19.33% ↑	\$537,070,904.66	-9.44% ↓	\$62,038,207.64	11.55% ↑
Catalog	58,871	-8.47% ↓	1,608,259	17.70% ↑	\$310,468,160.40	-9.13% ↓	\$34,810,460.52	11.21% ↑
Total	884,823	-15.85% ↓	19,695,601	16.94% ↑	\$3,693,832,136.67	-9.05% ↓	\$414,884,045.00	11.23% ↑

