

Year

- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ 2015

Market

State

Segment

Sub-Category

Country

All

All

All

All

All

25.73K

COMMENTS:

Order ID

• California has the highest sales record. One of the few reasons could be:

178K

Quantity

1) The technology sector is centered in San Francisco (City in California) and the surrounding region, now known as Silicon Valley.

Month	2012	2013	2014	2015
January	\$98,898	\$137,436	\$199,186	\$241,269
February	\$103,718	\$98,855	\$167,240	\$184,837
March	\$135,746	\$163,077	\$198,594	\$263,101
April	\$114,333	\$161,052	\$177,821	\$242,772
May	\$158,228	\$208,365	\$260,499	\$288,401

## Top 5 Customer ID

SM-203201408	TC-209801402	RB-193601404	TA-213851406	AB-101051402
\$24K	\$18K	\$14K	\$14K	\$12K

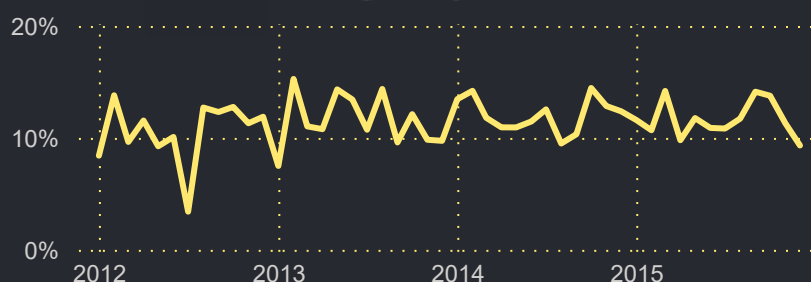
## ● Top 5 Product by Profit

TEC-CO-3691	\$25K
TEC-PH-3806	\$17K
TEC-PH-5268	\$17K
OFF-AP-4743	\$12K
FUR-BO-5951	\$11K

## Bottom 5 Product by Profit ●

FUR-TA-3429	(\$3.6K)
TEC-MA-3855	(\$3.8K)
TEC-PH-5267	(\$4.4K)
TEC-MA-5082	(\$4.6K)
TEC-MA-3854	(\$8.9K)

## ● % Profit margin by Year,Month



## YOY sales growth ●

Year	Total sales	Total sales LY	YOY sales growth%
2012	\$2,259,451		
2013	\$2,677,439	\$2,259,451	18.50%
2014	\$3,405,746	\$2,677,439	27.20%
2015	\$4,299,866	\$3,405,746	26.25%

## Top 5 Product ID

Region

All

TEC-PH-3148

\$87K

TEC-PH-3806

\$76K

TEC-PH-5268

\$73K

TEC-PH-5355

\$72K

TEC-CO-3691

\$62K

## ●● Top 5 and Bottom 5 Products

Product ID	% profit margin
OFF-LA-3193	50.0%
OFF-PA-3012	50.0%
OFF-PA-6087	50.0%
OFF-PA-6308	50.0%
OFF-PA-6440	50.0%
TEC-MA-3693	50.0%

Product ID	% profit margin
FUR-BO-3650	-210.0%
FUR-TA-3756	-159.9%
FUR-TA-3773	-230.0%
OFF-AP-4215	-275.0%
OFF-AP-4223	-190.7%

## YTD Sales ●

