

# Sales Budget Data

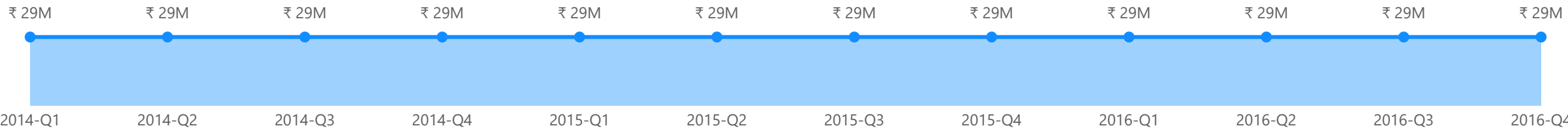
Year

2014

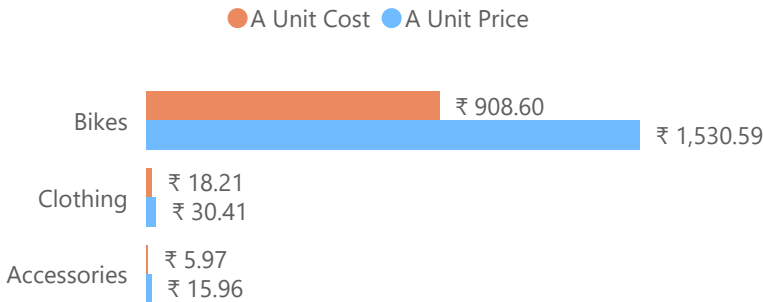
2015

2016

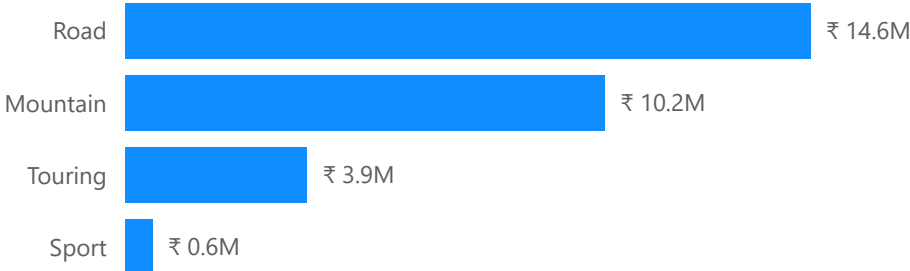
## Total Sale



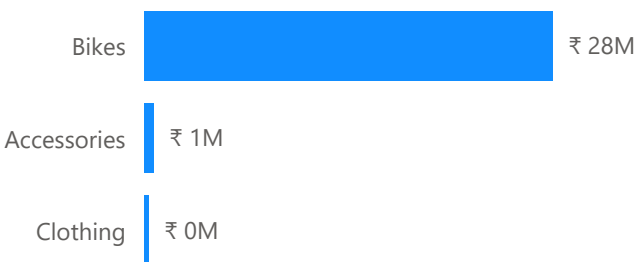
## (Avg) Unit Cost VS Unit Price



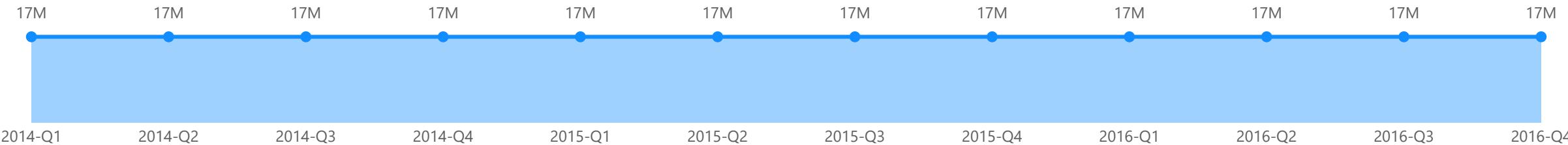
## Sales by ProductLine



## Sales by Category



## Total Cost



# Profit Analysis

Year

2014

2015

2016

Profit Margin %

0.41

Total Profit Margin

12.05M

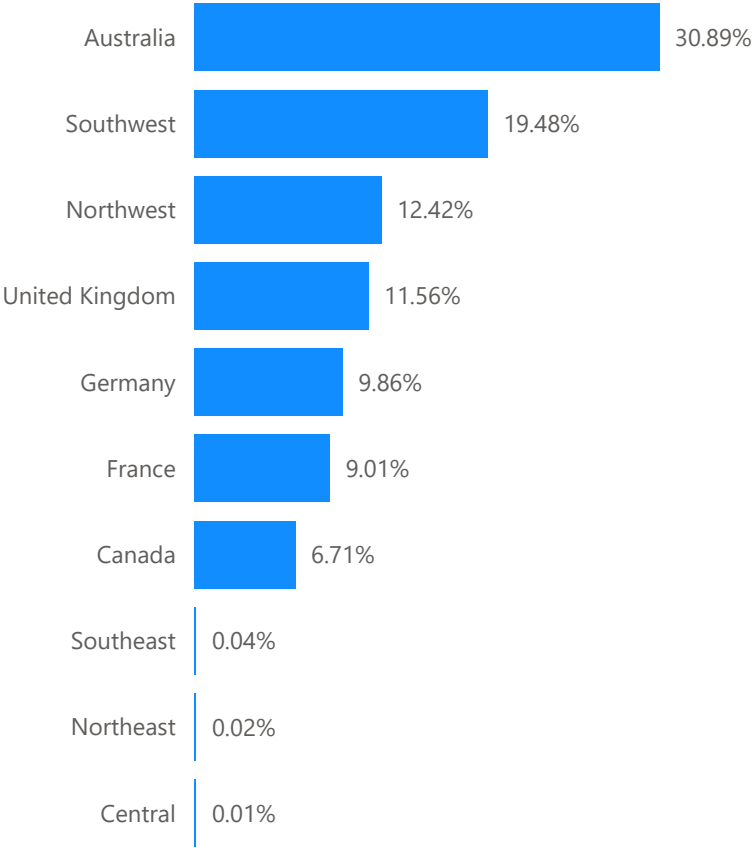
Total Revenue

29.31M

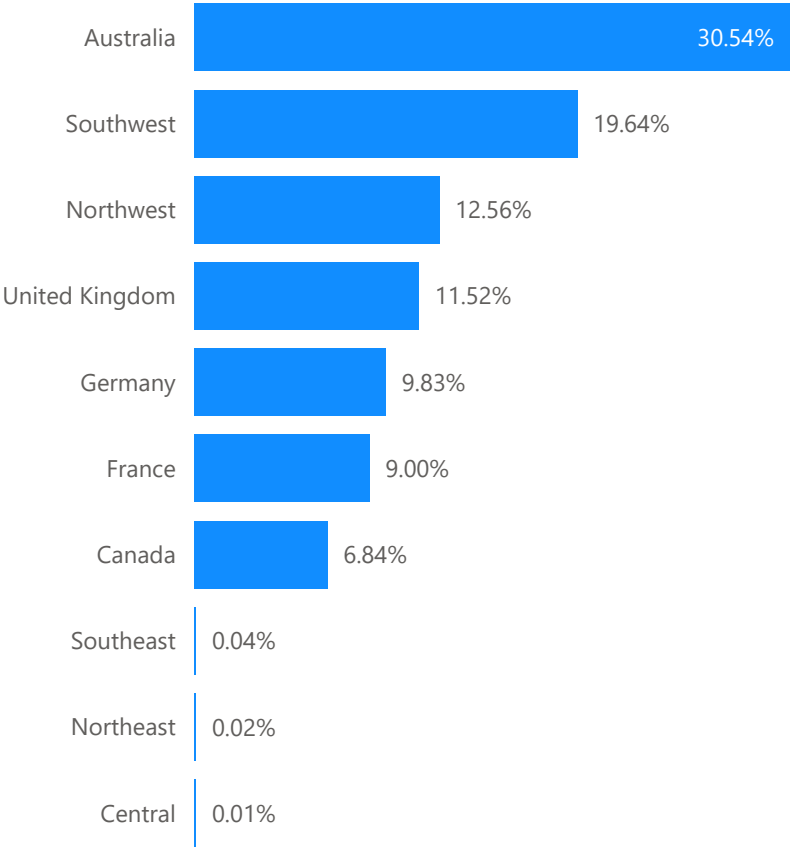
Total Order

91K

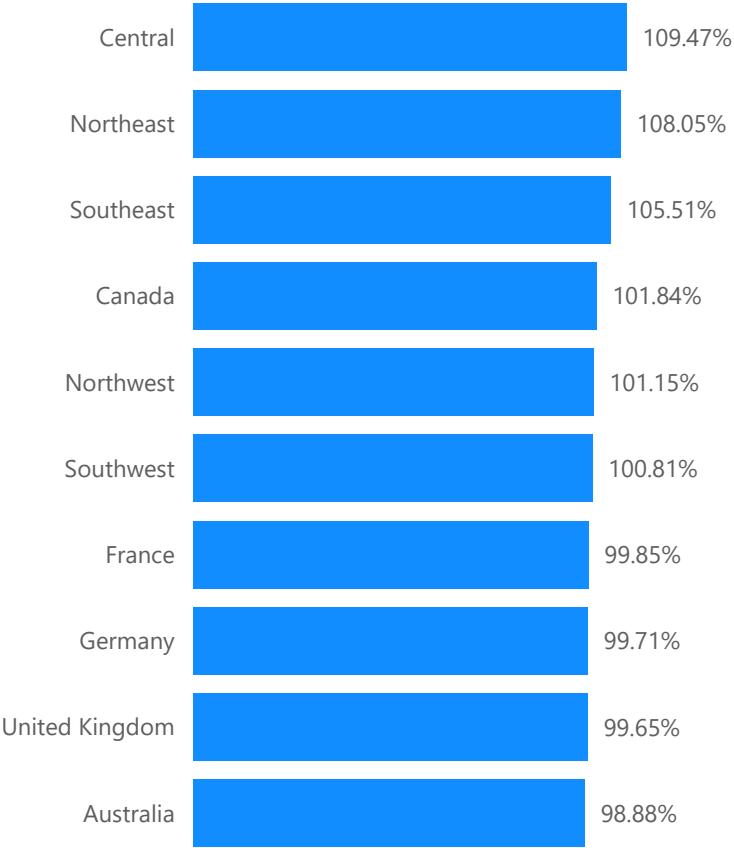
%GT Revenue contribution % by Region



%GT Profit margin contribution % by Region



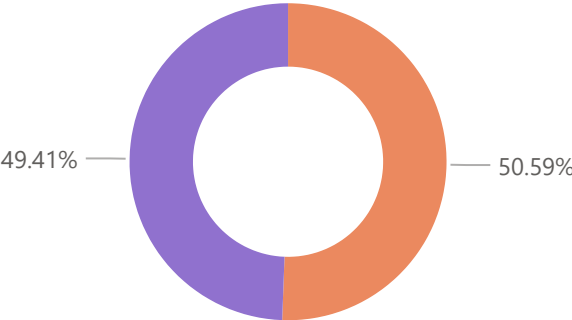
%GT Profit Margin % by Region



# Customer Analysis

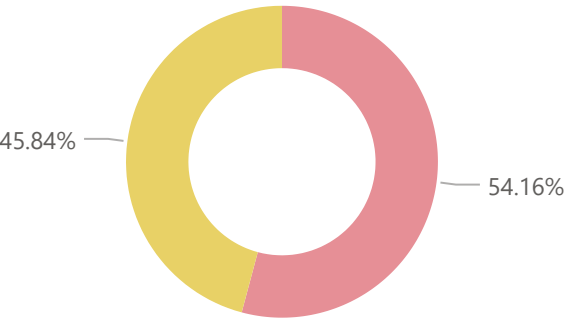
Gender

Gender M F



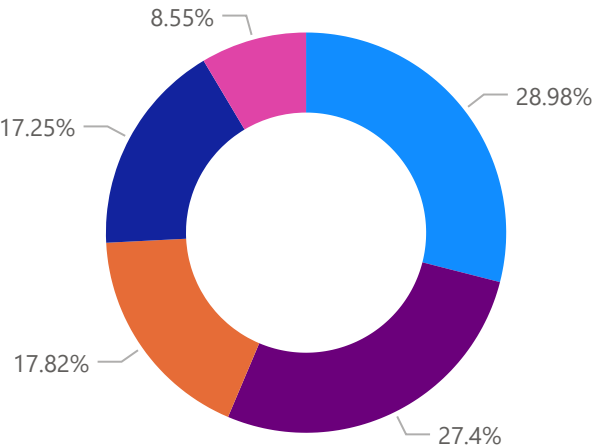
Marital Status

MaritalStatus M S



Customer Qualification

Education Bachelors Partial College High School Graduate Degree Partial High School



Measure Name

Average Spend

Customers

Customers Retained %

Year

2014

2015

2016

Customer Relation Break Down

New Customer Recovered Customers Returning Customer

