

elliott davis

Power BI Demo Dashboard

Fall 2021

Order Date

1/1/2011

12/31/2014

Ship Date

1/5/2011

1/5/2015

Country

All

City

All

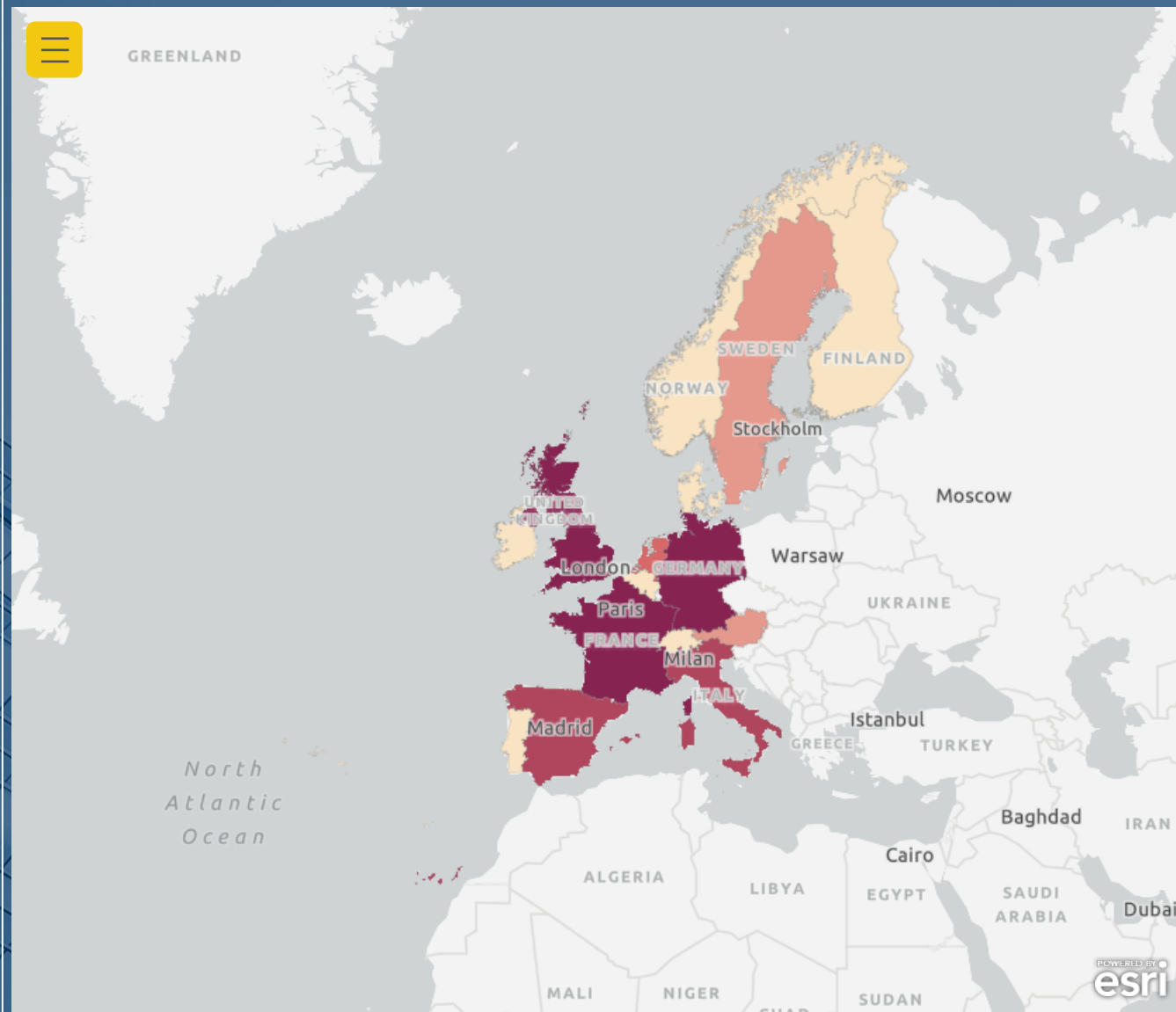
State

All

Region

All

Orders by Country



Country	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
United Kingdom	700	4,917	\$420,497.00	\$90,382.00	26.36%
Germany	806	6,179	\$488,681.00	\$86,279.00	38.59%
France	991	7,329	\$609,683.00	\$70,067.00	36.93%
Spain	403	2,881	\$249,402.00	\$47,067.00	19.60%
Austria	135	973	\$79,382.00	\$21,332.00	8.27%
Italy	493	3,612	\$252,742.00	\$15,802.00	9.64%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

City	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
London	113	820	\$69,230.00	\$13,931.00	4.51%
Vienna	100	714	\$51,844.00	\$13,207.00	6.23%
Madrid	74	580	\$44,981.00	\$11,129.00	4.18%
Paris	64	496	\$42,245.00	\$6,680.00	2.87%
Berlin	84	690	\$52,555.00	\$5,942.00	3.31%
Hamburg	41	385	\$23,574.00	\$5,858.00	2.79%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

State	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
England	624	4,437	\$378,984.00	\$79,069.00	22.47%
North Rhine-Westphalia	278	2,083	\$170,233.00	\$32,572.00	15.46%
Ile-de-France	336	2,644	\$230,138.00	\$29,457.00	16.17%
Madrid	102	752	\$57,207.00	\$13,273.00	5.55%
Vienna	100	714	\$51,844.00	\$13,207.00	6.23%
Provence-Alpes-Côte	132	940	\$81,524.00	\$11,615.00	6.01%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Order Date

1/1/2011

12/31/2014

Sales

\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00

Discount

0.00

0.85

Category

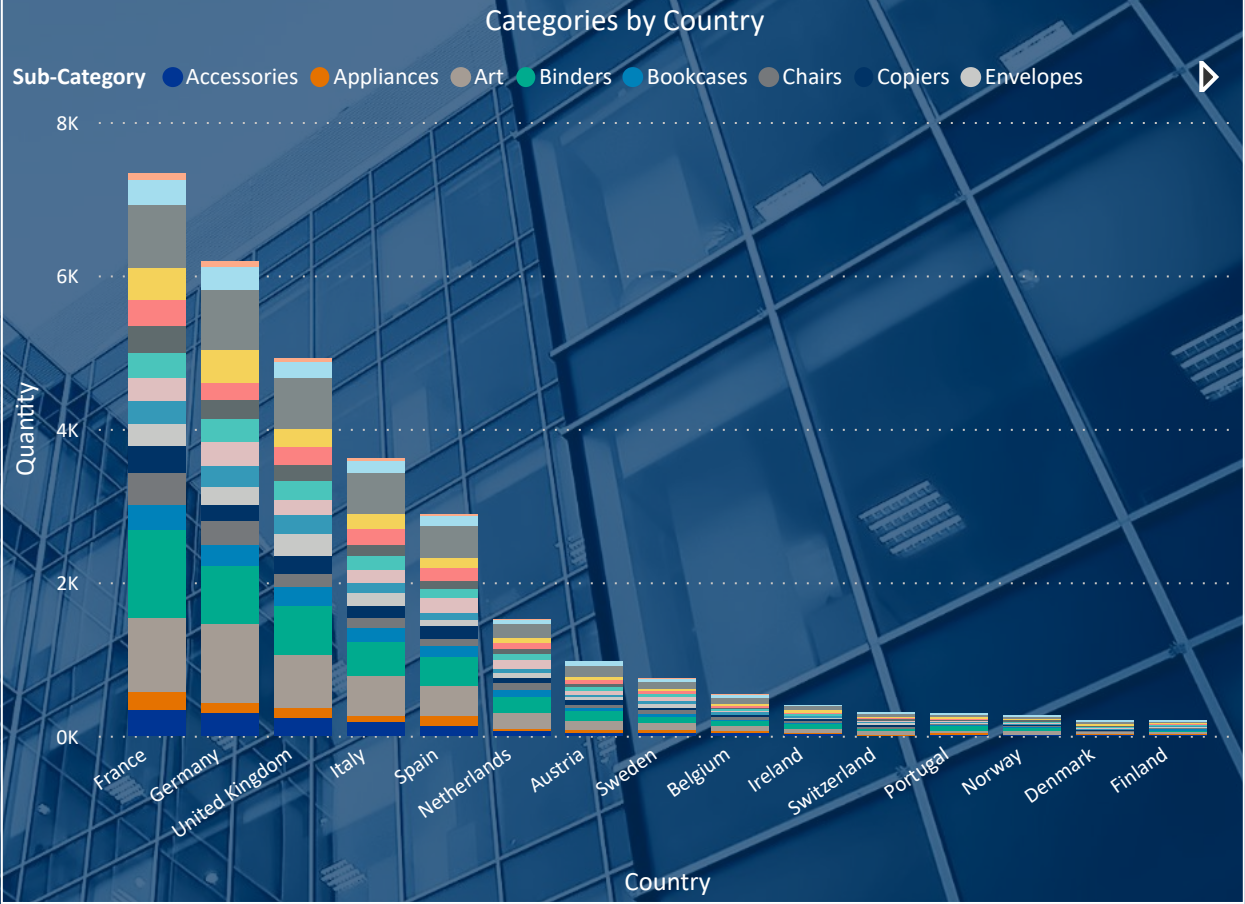
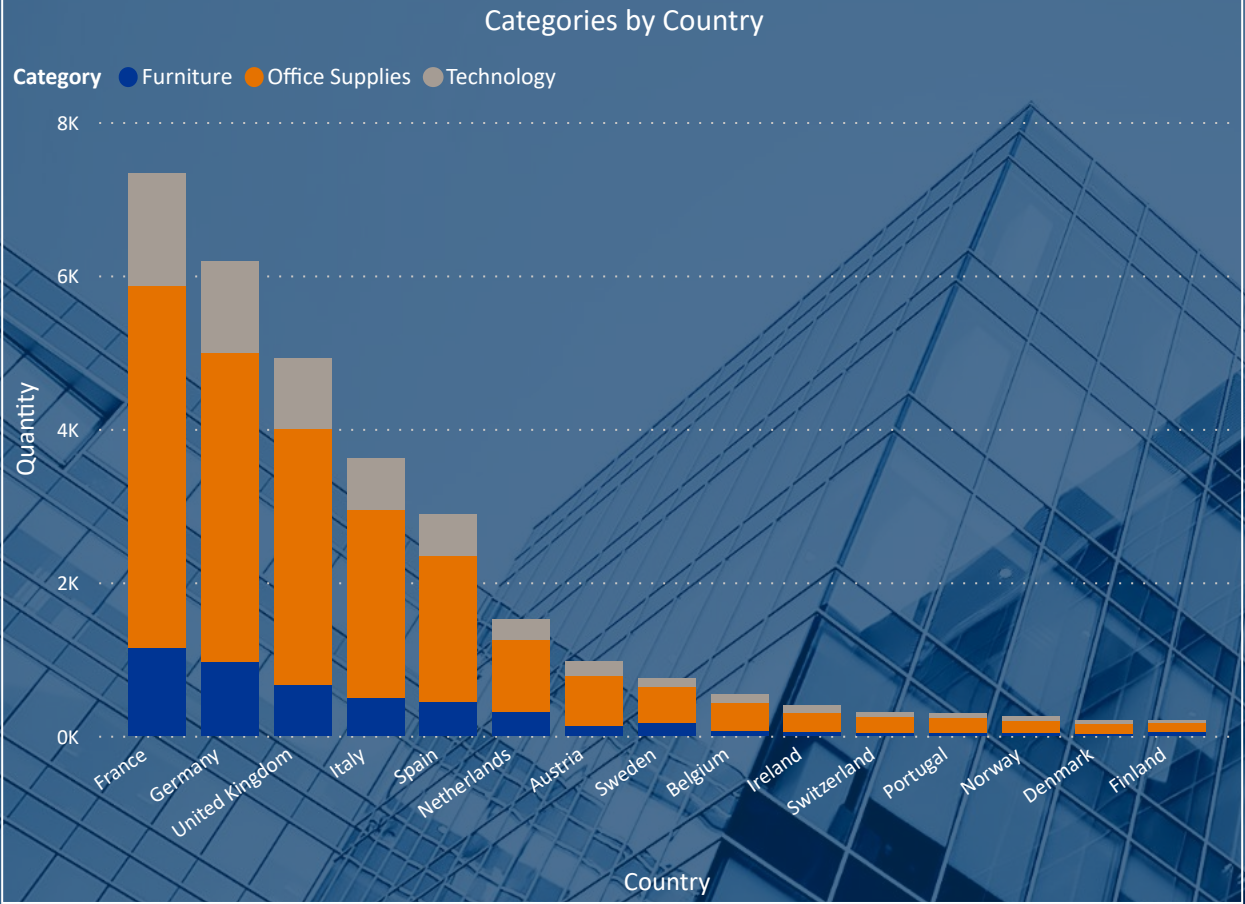
All

Sub-Category

All

Category	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Office Supplies	3251	19,902	\$823,658.00	\$124,952.00	82.60%
Technology	1300	5,811	\$886,015.00	\$108,554.00	12.82%
Furniture	1076	4,641	\$638,809.00	\$49,734.00	4.58%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Sub-Category	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Bookcases	361	1,426	\$294,396.00	\$43,655.00	5.71%
Copiers	356	1,367	\$290,081.00	\$42,775.00	4.68%
Appliances	231	888	\$209,900.00	\$37,906.00	3.18%
Phones	432	1,743	\$282,559.00	\$27,631.00	0.62%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%



Order Date

1/1/2011

12/31/2014

Ship Date

1/5/2011

1/5/2015

Country

All

City

All

State

All

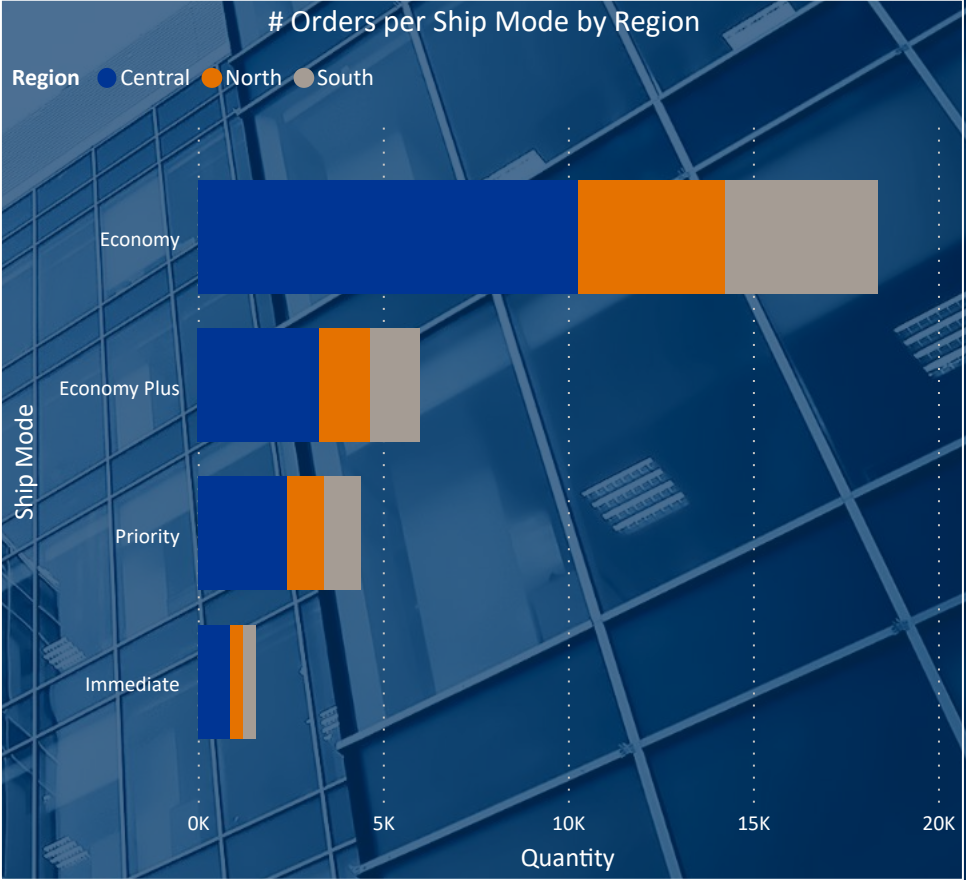
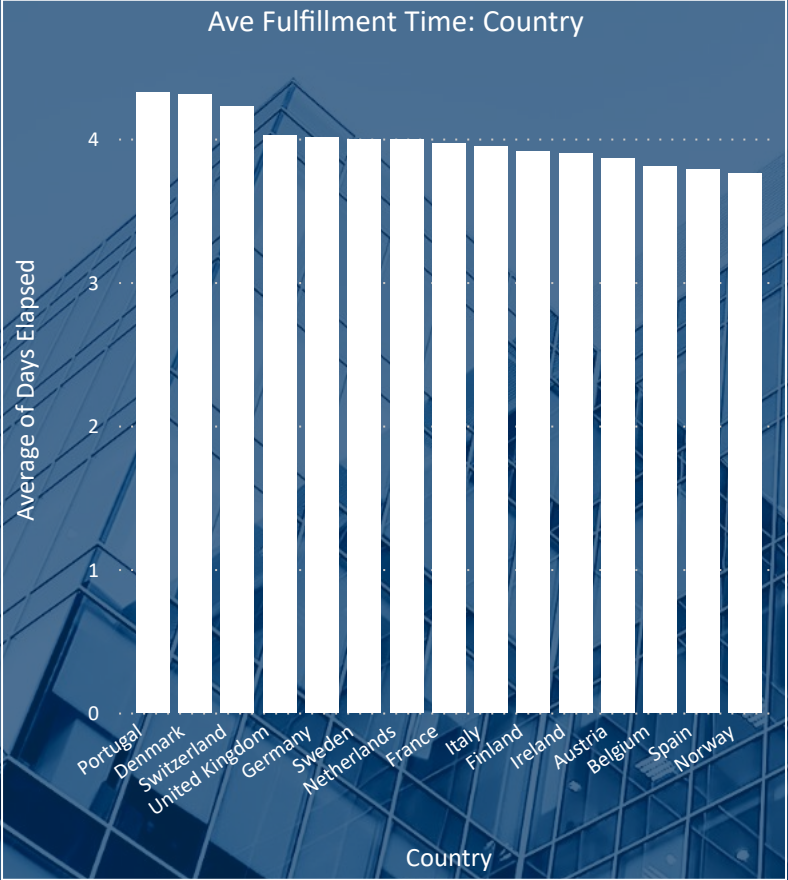
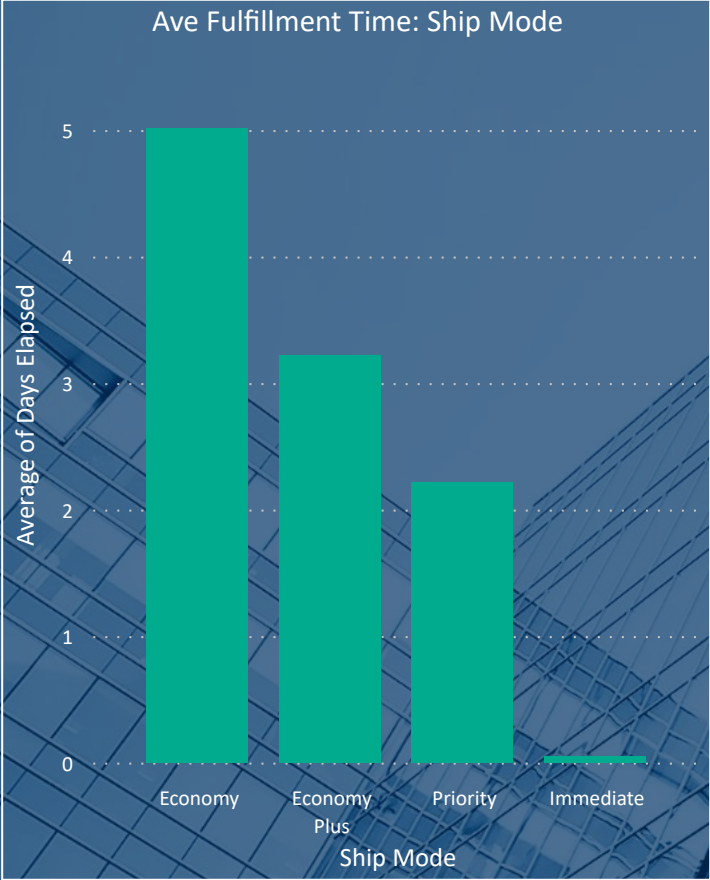
Region

All

Ship Mode	# Orders	Quantity	Count of Country	Count of City	Count of State	Count of Region	Sales	Profit (\$)	Profit (%)
Economy	2445	18,390	15	822	119	3	\$1,412,777.00	\$178,696.00	62.23%
Economy Plus	838	6,000	15	444	96	3	\$483,965.00	\$54,336.00	19.42%
Immediate	217	1,559	13	161	57	3	\$131,314.00	\$17,569.00	6.63%
Priority	617	4,405	15	366	97	3	\$320,426.00	\$32,639.00	11.73%
Total	4117	30,354	15	999	127	3	\$2,348,482.00	\$283,240.00	100.00%

7

Max of Days Elapsed



Order Date

1/1/2011

12/31/2014

Category

All

Sub-Category

All

Quantity

1

14

Sales

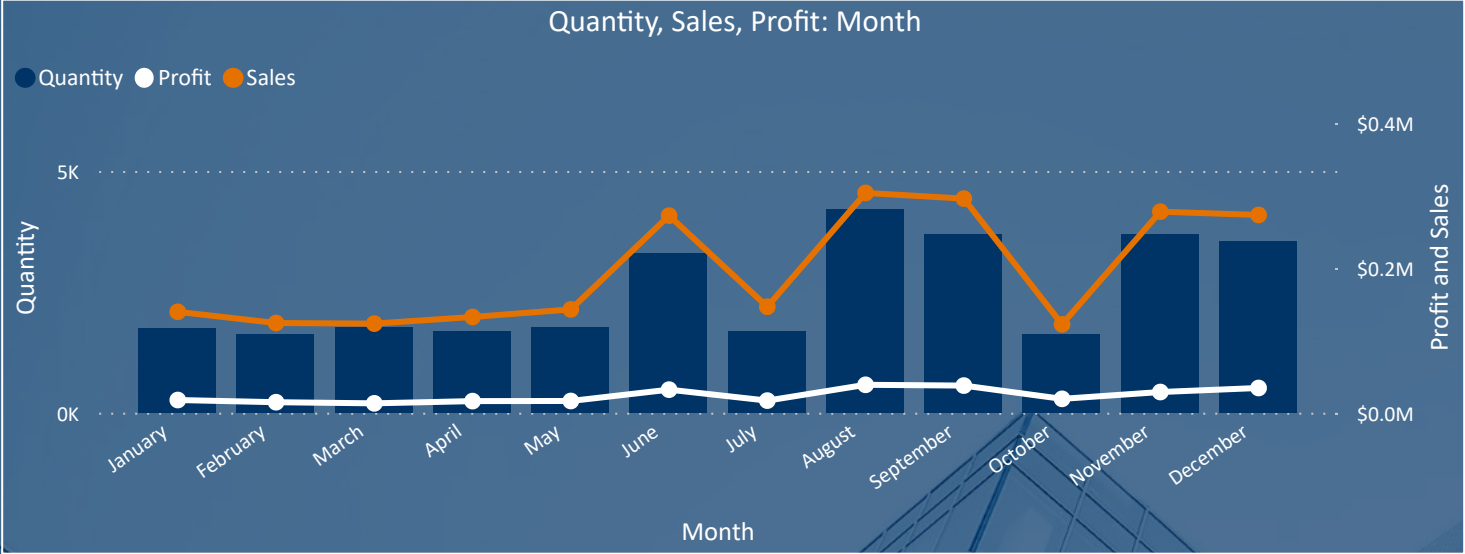
\$3.00

\$6,517.00

Profit

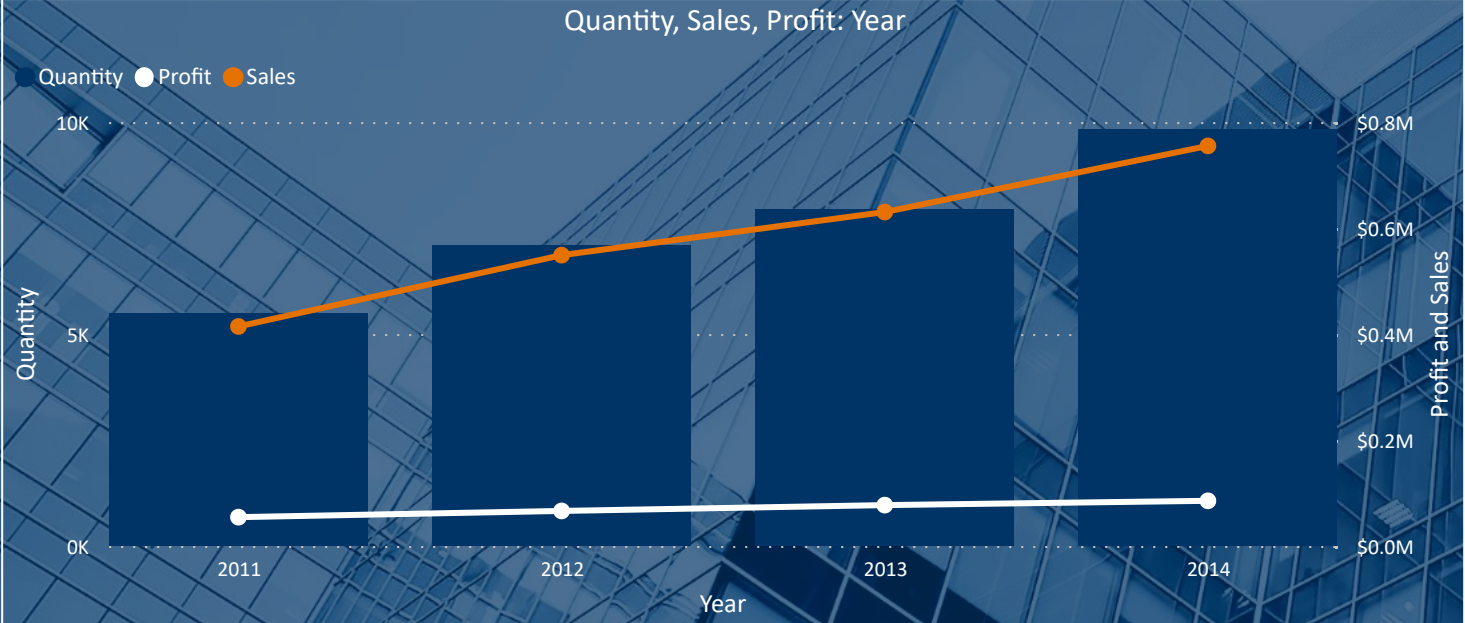
(\$3,060.00)

\$2,476.00



Region	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Central	2234	16,847	\$1,315,253.00	\$157,636.00	67.27%
North	950	6,728	\$515,979.00	\$71,439.00	7.96%
South	933	6,779	\$517,250.00	\$54,165.00	24.77%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Segment	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Consumer	2132	15,716	\$1,236,282.00	\$147,447.00	48.28%
Corporate	1268	9,498	\$738,137.00	\$92,634.00	33.68%
Home Office	717	5,140	\$374,063.00	\$43,159.00	18.04%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%



Year	Month	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
2011	January	35	222	\$14,335.00	\$249.00	-0.03%
	February	36	254	\$21,646.00	\$800.00	0.05%
	March	48	289	\$20,567.00	\$4,042.00	1.17%
	April	45	366	\$21,920.00	\$3,357.00	1.54%
	May	45	376	\$28,955.00	\$1,589.00	0.29%
	June	96	679	\$48,837.00	\$5,945.00	2.30%
	July	39	258	\$16,635.00	\$2,060.00	0.40%
	August	92	635	\$47,822.00	\$6,172.00	2.69%
	September	97	718	\$62,455.00	\$11,926.00	3.60%
	October	38	271	\$15,670.00	\$1,918.00	1.23%
	November	85	654	\$52,567.00	\$7,199.00	2.51%
	December	97	762	\$62,939.00	\$9,230.00	3.20%
Total		753	5,484	\$414,348.00	\$54,487.00	18.96%

Order Date

1/1/2011

12/31/2014

Category

All

Sub-Category

All

Product Na...

All

Customer N...

All

Sales

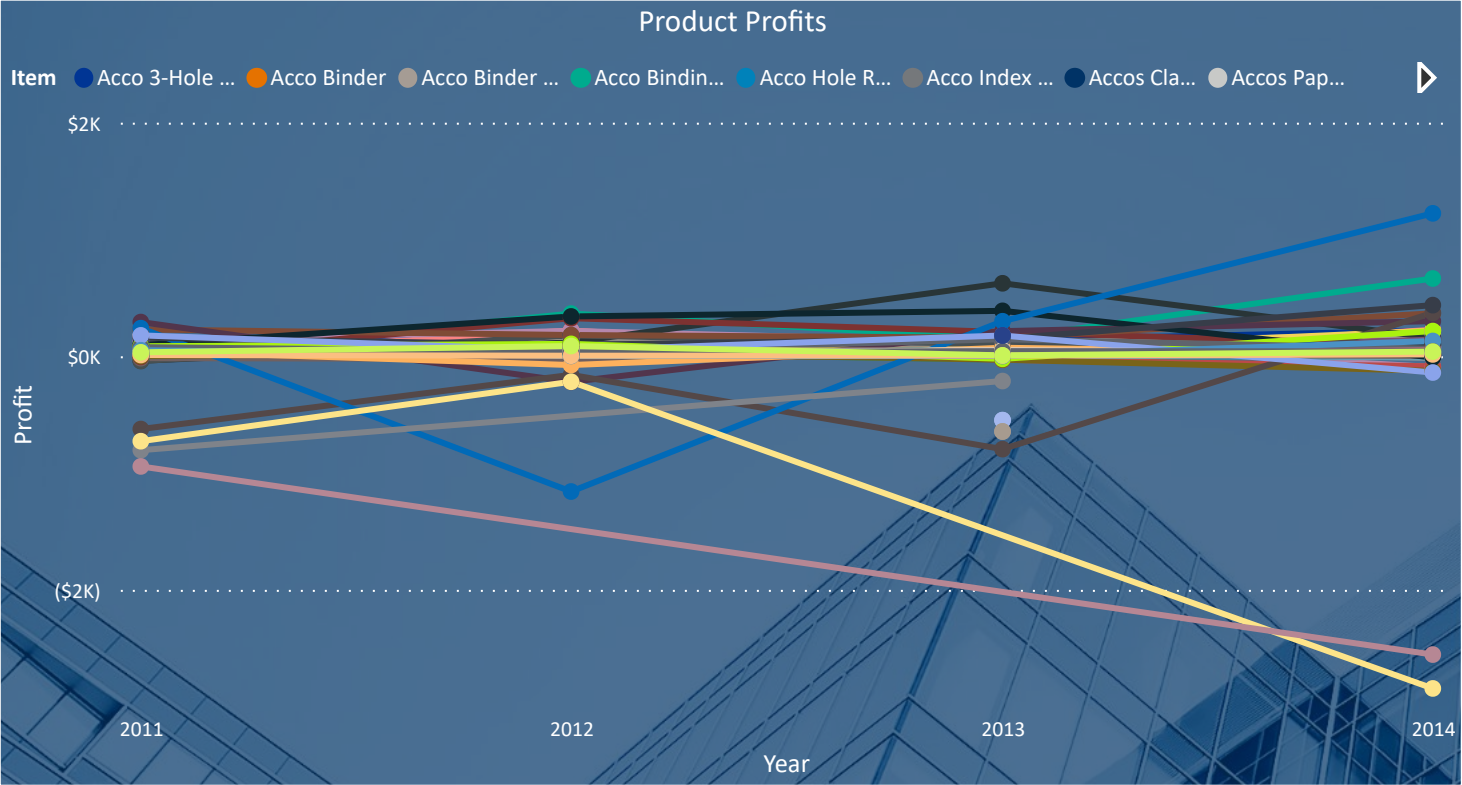
\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00



Item	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Nokia Smart Phone	21	77	\$42,996.00	\$10,126.00	0.53%
Hamilton Beach Stove	11	53	\$26,911.00	\$9,234.00	0.39%
Cisco Smart Phone	15	57	\$29,635.00	\$7,691.00	0.34%
Brother Fax Machine	13	57	\$18,179.00	\$7,384.00	0.65%
Bush Classic Bookcase	15	50	\$19,879.00	\$6,274.00	0.54%
Safco Classic Bookcase	15	59	\$22,053.00	\$5,422.00	0.25%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Product Name	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Nokia Smart Phone, Full Size	15	54	\$30,645.00	\$7,583.00	0.41%
Hoover Stove, Red	5	23	\$12,677.00	\$6,139.00	0.30%
Hamilton Beach Stove, Silver	6	33	\$16,890.00	\$5,778.00	0.19%
SAFCO Executive Leather Armchair, Black	4	26	\$10,649.00	\$4,324.00	0.19%
Safco Classic Bookcase, Metal	4	22	\$9,190.00	\$4,183.00	0.22%
Cisco Smart	7	25	\$13,215.00	\$4,055.00	0.16%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Order ID	Product Name	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
AZ-2011-5313166	Hamilton Beach Stove, Silver	1	12	\$6,517.00	\$2,476.00	0.05%
	Fellowes Trays, Wire Frame	1	9	\$457.00	\$76.00	0.02%
	Total	1	21	\$6,974.00	\$2,552.00	0.07%
AZ-2012-5752966	Nokia Smart Phone, Full Size	1	9	\$5,725.00	\$2,461.00	0.05%
	Total	1	9	\$5,725.00	\$2,461.00	0.05%
AZ-2013-9761394	KitchenAid Refrigerator, Black	1	10	\$5,274.00	\$1,898.00	0.04%
	Sharp Wireless Fax, Color	1	4	\$1,429.00	\$472.00	0.04%
	Total	1	14	\$6,703.00	\$2,370.00	0.09%

Order Date

1/1/2011

12/31/2014

Category

All

Sub-Category

All

Product Na...

All

Customer N...

All

Sales

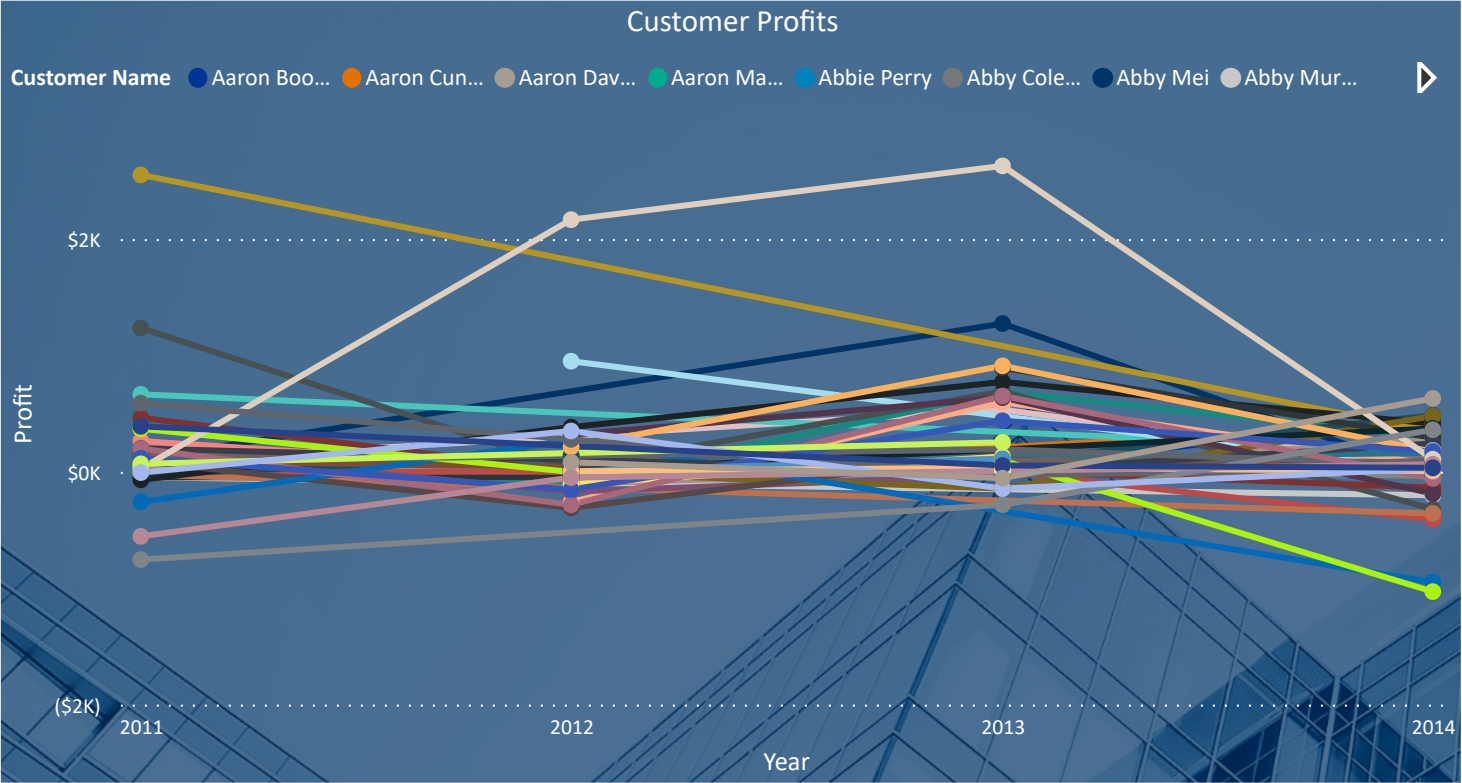
\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00



Customer Name	Order ID	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Angie Massengill	AZ-2013-8064261	1	11	\$4,168.00	\$2,030.00	0.09%
	AZ-2012-957579	1	29	\$7,630.00	\$1,948.00	0.28%
	BN-2013-6770556	1	4	\$682.00	\$327.00	0.06%
	AZ-2013-8583368	1	8	\$915.00	\$220.00	0.05%
	AZ-2012-9800130	1	4	\$956.00	\$124.00	0.02%
	AZ-2014-3967797	1	15	\$484.00	\$109.00	0.05%
	AZ-2012-962050	1	15	\$549.00	\$78.00	0.09%
	AZ-2013-1900588	1	4	\$194.00	\$52.00	0.03%

Customer Name	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Angie Massengill	10	102	\$16,146.00	\$4,932.00	0.76%
Ashton Charles	10	63	\$13,056.00	\$3,780.00	0.43%
George Dawson	5	45	\$8,506.00	\$2,944.00	0.31%
Alexander Bond	4	35	\$7,927.00	\$2,899.00	0.27%
Harrison Cooke	3	25	\$8,701.00	\$2,889.00	0.04%
Elijah Sodeman	10	101	\$9,689.00	\$2,752.00	0.73%
Rachel Norton	5	46	\$7,376.00	\$2,729.00	0.31%
Lara Stoate	8	44	\$6,732.00	\$2,658.00	0.26%
Bianca Whitford	8	60	\$9,259.00	\$2,529.00	0.44%
Maya O'Sullivan	8	53	\$7,215.00	\$2,418.00	0.43%
Molly Palmer	7	48	\$8,289.00	\$2,335.00	0.32%
Thomas Thompson	9	87	\$8,196.00	\$2,307.00	0.20%
Lola Hughes	9	127	\$13,191.00	\$2,242.00	0.57%
Robert Quick	10	71	\$6,358.00	\$2,170.00	0.69%
Kyle Beard	9	63	\$6,212.00	\$2,121.00	0.34%
Thomas McCallum	7	55	\$6,161.00	\$2,085.00	0.31%
Joel Ortega	6	28	\$6,121.00	\$1,975.00	0.28%
Nancy Seay	6	45	\$5,428.00	\$1,927.00	0.24%
Scarlett Pollard	6	80	\$7,137.00	\$1,895.00	0.31%
Denise Harris	7	41	\$5,898.00	\$1,864.00	0.36%
Nicole Carr	2	29	\$5,518.00	\$1,837.00	0.19%
Isaac David	10	110	\$11,271.00	\$1,836.00	0.49%
Natasha Sykes	6	66	\$6,904.00	\$1,817.00	-0.07%
Will Poynton	7	76	\$6,094.00	\$1,797.00	0.27%
Robert Poynton	5	25	\$4,870.00	\$1,736.00	0.34%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Order Date

1/1/2011

12/31/2014

Sales

\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00

Discount

0.00

0.85

Category

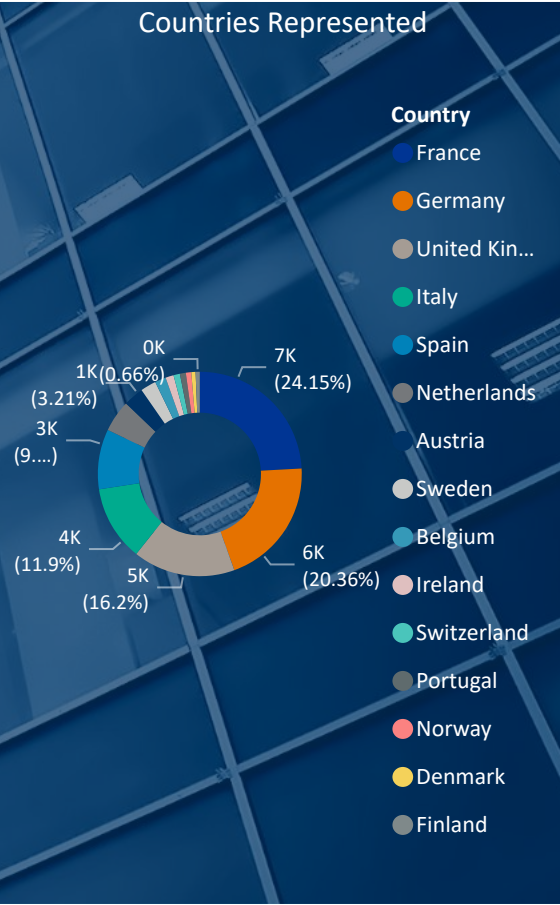
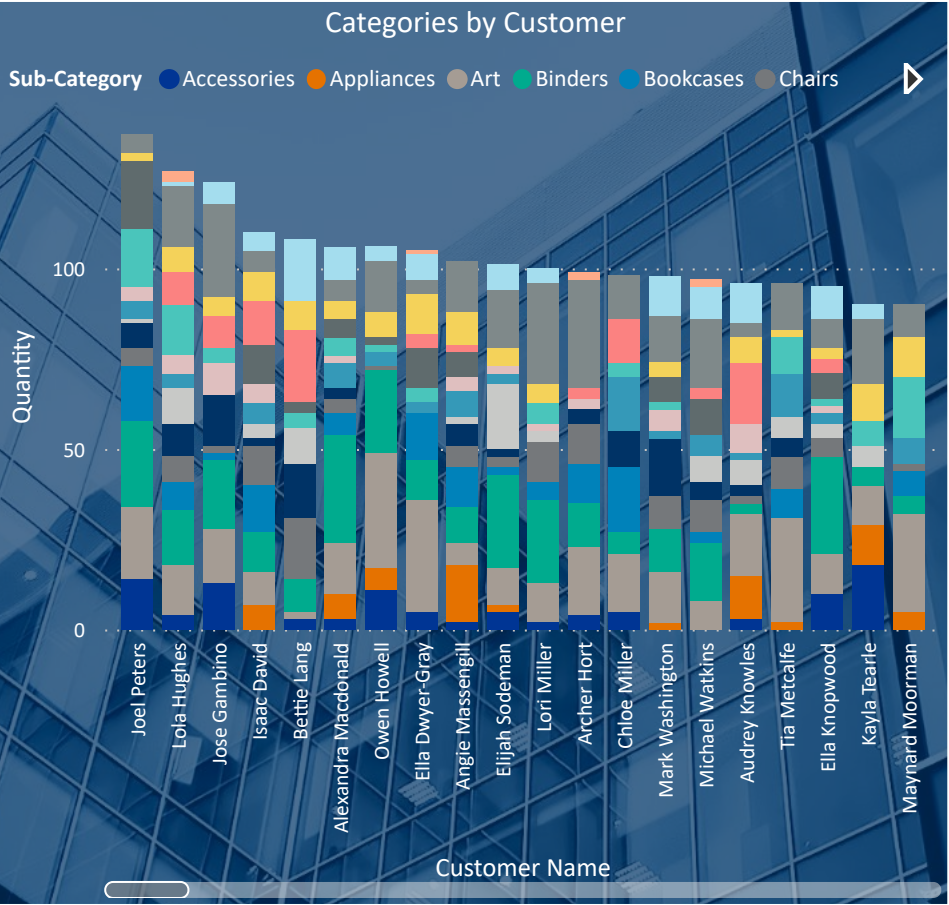
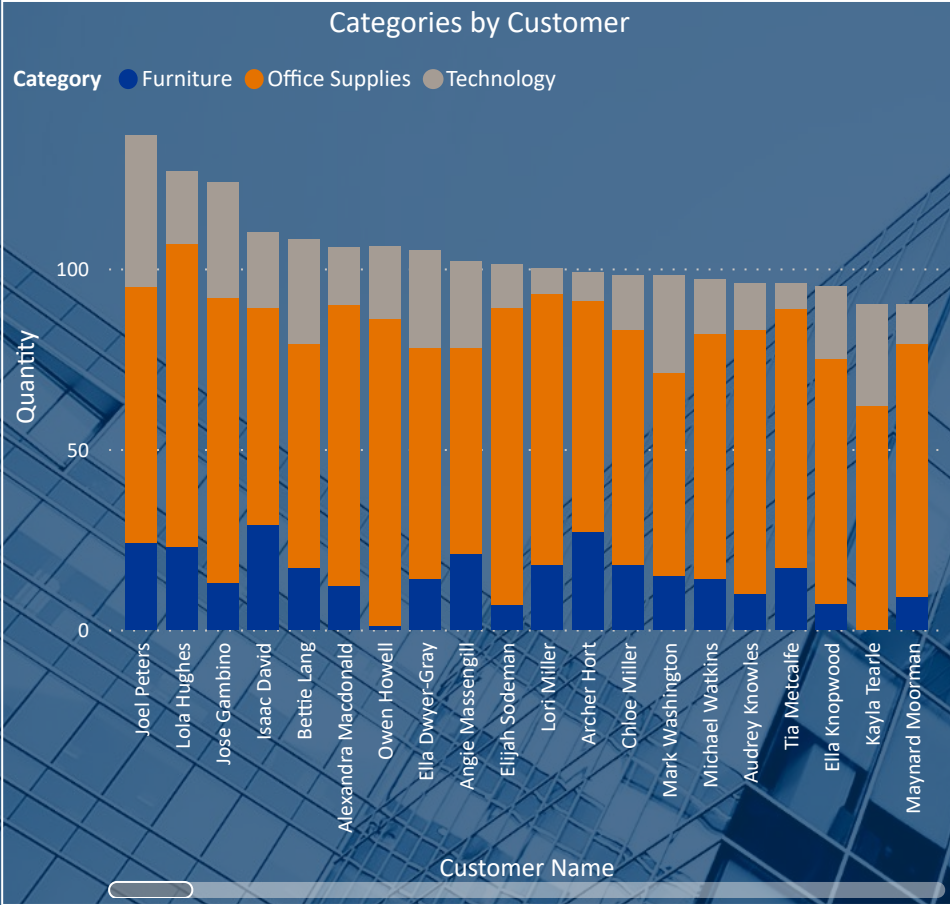
All

Sub-Category

All

Category	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Office Supplies	3251	19,902	\$823,658.00	\$124,952.00	82.60%
Technology	1300	5,811	\$886,015.00	\$108,554.00	12.82%
Furniture	1076	4,641	\$638,809.00	\$49,734.00	4.58%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Sub-Category	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
Bookcases	361	1,426	\$294,396.00	\$43,655.00	5.71%
Copiers	356	1,367	\$290,081.00	\$42,775.00	4.68%
Appliances	231	888	\$209,900.00	\$37,906.00	3.18%
Phones	432	1,743	\$282,559.00	\$27,631.00	0.62%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%



Sales (w/ discount) ▼

\$3.00

\$6,517.00

Profit (w/ discount) ▼

(\$3,060.00)

\$2,476.00

Discount ▼

0.00

0.85

Order Date ▼

1/1/2011

12/31/2014

Item ▼

All ▼

Descriptor ▼

All ▼

Sales (w/o discount) ▼

\$4.00

\$6,800.00

Profit (w/o discount) ▼

(\$0.67)

\$2,476.00

Cost ▼

\$3.00

\$6,460.00

1810

Products

1283

Products Nonzero Discount

1513

Products Zero Discount

Product Name	Discount	# Orders	Quantity	Cost	Sales (w/ discount)	Profit (w/ discount)	Sales (w/o discount)	Profit (w/o discount)	Sales Diff
Novimex Executive Leather Armchair, Red	0.50	3	19	\$5,683.00	\$4,372.00	(\$1,311.00)	\$8,744.00	\$3,061.00	\$4,372.00
	0.60	1	5	\$1,495.00	\$920.00	(\$575.00)	\$2,300.00	\$805.00	\$1,380.00
	0.10	5	13	\$3,890.00	\$5,385.00	\$1,495.00	\$5,983.33	\$2,093.33	\$598.33
	0.00	1	7	\$2,094.00	\$3,221.00	\$1,127.00	\$3,221.00	\$1,127.00	\$0.00
	Total	10	44	\$13,162.00	\$13,898.00	\$736.00	\$20,248.33	\$7,086.33	\$6,350.33
Barricks Conference Table, Adjustable Height	0.70	1	5	\$3,228.00	\$1,364.00	(\$1,864.00)	\$4,546.67	\$1,318.67	\$3,182.67
	0.35	1	4	\$2,582.00	\$2,364.00	(\$218.00)	\$3,636.92	\$1,054.92	\$1,272.92
	Total	2	9	\$5,810.00	\$3,728.00	(\$2,082.00)	\$8,183.59	\$2,373.59	\$4,455.59
Lesro Conference Table, Adjustable Height	0.35	3	10	\$4,558.00	\$5,589.00	\$1,031.00	\$8,598.46	\$4,040.46	\$3,009.46
	0.70	1	2	\$912.00	\$516.00	(\$396.00)	\$1,720.00	\$808.00	\$1,204.00
	Total	4	12	\$5,470.00	\$6,105.00	\$635.00	\$10,318.46	\$4,848.46	\$4,213.46
Cisco Smart Phone, Cordless	0.65	1	8	\$3,127.00	\$1,824.00	(\$1,303.00)	\$5,211.43	\$2,084.43	\$3,387.43
	0.10	1	9	\$3,518.00	\$5,277.00	\$1,759.00	\$5,863.33	\$2,345.33	\$586.33
	0.15	1	2	\$782.00	\$1,108.00	\$326.00	\$1,303.53	\$521.53	\$195.53
	0.00	3	10	\$3,908.00	\$6,514.00	\$2,606.00	\$6,514.00	\$2,606.00	\$0.00
	Total	6	29	\$11,335.00	\$14,723.00	\$3,388.00	\$18,892.29	\$7,557.29	\$4,169.29
Nokia Smart Phone, Full Size	0.40	2	9	\$3,673.00	\$3,436.00	(\$237.00)	\$5,726.67	\$2,053.67	\$2,290.67
	0.15	4	11	\$4,603.00	\$5,950.00	\$1,347.00	\$7,000.00	\$2,397.00	\$1,050.00
	0.10	1	6	\$3,404.00	\$3,442.00	\$38.00	\$3,824.44	\$420.44	\$382.44
	0.00	8	28	\$11,382.00	\$17,817.00	\$6,435.00	\$17,817.00	\$6,435.00	\$0.00
	Total	15	54	\$23,062.00	\$30,645.00	\$7,583.00	\$34,368.11	\$11,306.11	\$3,723.11
Hoover Stove, White	0.50	1	12	\$6,460.00	\$3,400.00	(\$3,060.00)	\$6,800.00	\$340.00	\$3,400.00
	0.10	1	4	\$2,153.00	\$2,040.00	(\$113.00)	\$2,266.67	\$113.67	\$226.67
	0.00	2	4	\$2,154.00	\$2,267.00	\$113.00	\$2,267.00	\$113.00	\$0.00

Sales

\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00

Discount

0.00

0.85

Order Date

1/1/2011

12/31/2014

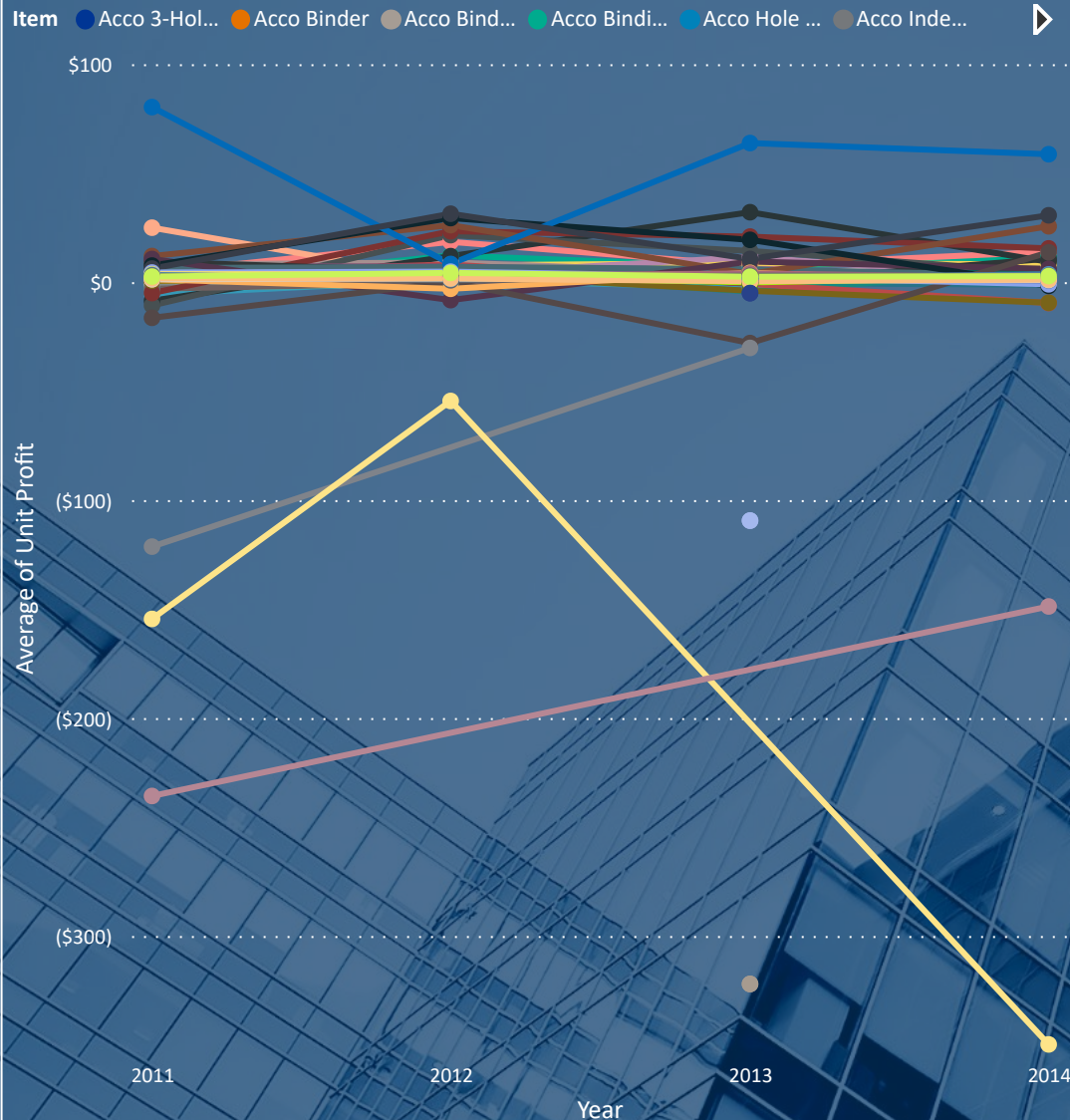
Item

All

Descriptor

All

Product Unit Profits



Item	# Orders	Quantity	Average of Unit Sales	Average of Unit Cost	Average of Unit Profit
Chromcraft Computer Table	1	7	\$445.57	\$227.29	\$218.29
Hamilton Beach Stove	11	53	\$488.14	\$334.81	\$153.34
Cisco Smart Phone	15	57	\$524.41	\$391.71	\$132.70
Nokia Smart Phone	21	77	\$559.27	\$429.13	\$130.14
Brother Fax Machine	13	57	\$318.92	\$190.85	\$128.07
KitchenAid Refrigerator	6	29	\$474.72	\$347.31	\$127.41
Harbour Creations Executive Leather Armchair	11	36	\$422.76	\$301.14	\$121.62
Bush Classic Bookcase	15	50	\$391.25	\$276.74	\$114.51
KitchenAid Stove	7	26	\$504.91	\$396.60	\$108.31
Total	4117	30,354	\$77.69	\$68.07	\$9.61

Product Name	# Orders	Quantity	Average of Unit Sales	Average of Unit Cost	Average of Unit Profit
Hoover Stove, Red	5	23	\$545.80	\$284.42	\$261.38
Breville Refrigerator, Black	1	5	\$518.80	\$290.60	\$228.20
Chromcraft Computer Table, Adjustable Height	1	7	\$445.57	\$227.29	\$218.29
KitchenAid Refrigerator, White	1	3	\$473.33	\$263.00	\$210.33
Hamilton Beach Stove, Red	3	13	\$506.13	\$298.30	\$207.83
KitchenAid Refrigerator, Silver	1	2	\$528.50	\$322.50	\$206.00
Samsung Smart Phone, Full Size	1	4	\$541.75	\$344.25	\$197.50
Safco Classic Bookcase, Metal	4	22	\$415.76	\$227.60	\$188.15
KitchenAid Stove, Black	1	3	\$569.67	\$381.67	\$188.00
Canon Wireless Fax, Laser	4	11	\$378.53	\$193.00	\$185.53
Total	4117	30,354	\$77.69	\$68.07	\$9.61