

elliott davis

Power BI Demo Dashboard

Fall 2021

\$4.89K

Buy Price

\$12.18K

Selling Price

\$7.29K

Profit

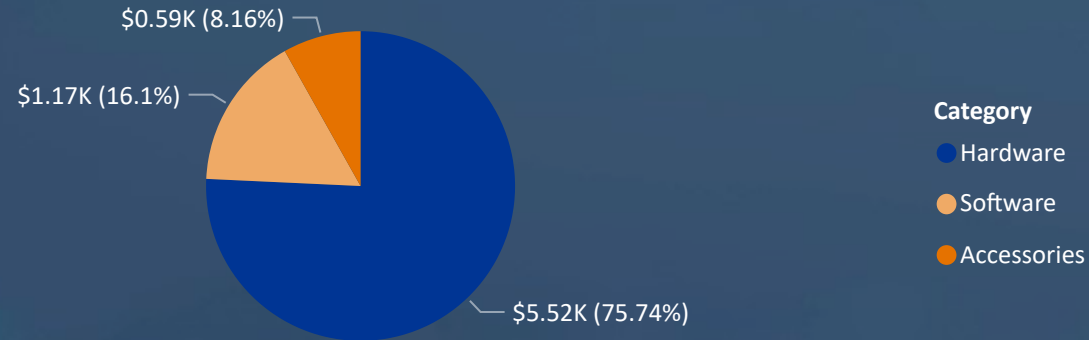
Search by Product Name or select specific Products/Categories within the charts to analyze at an individual level.

Name

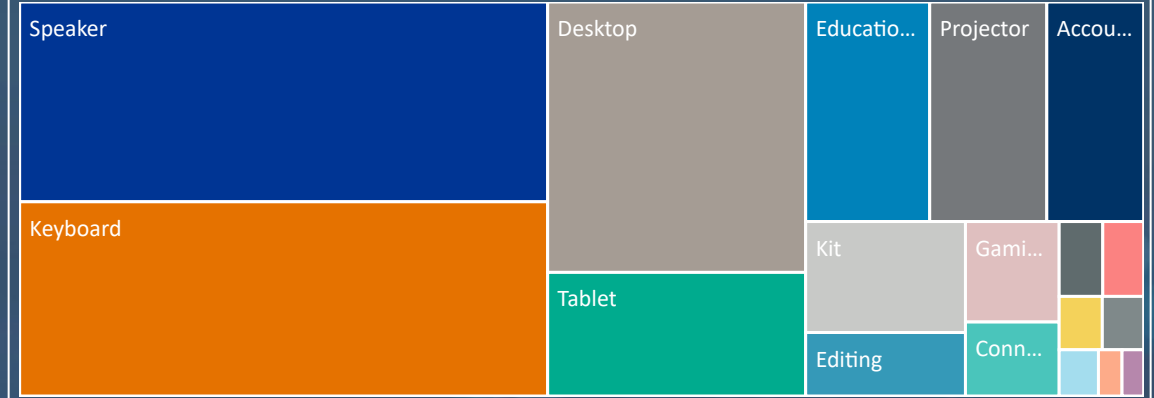
Search



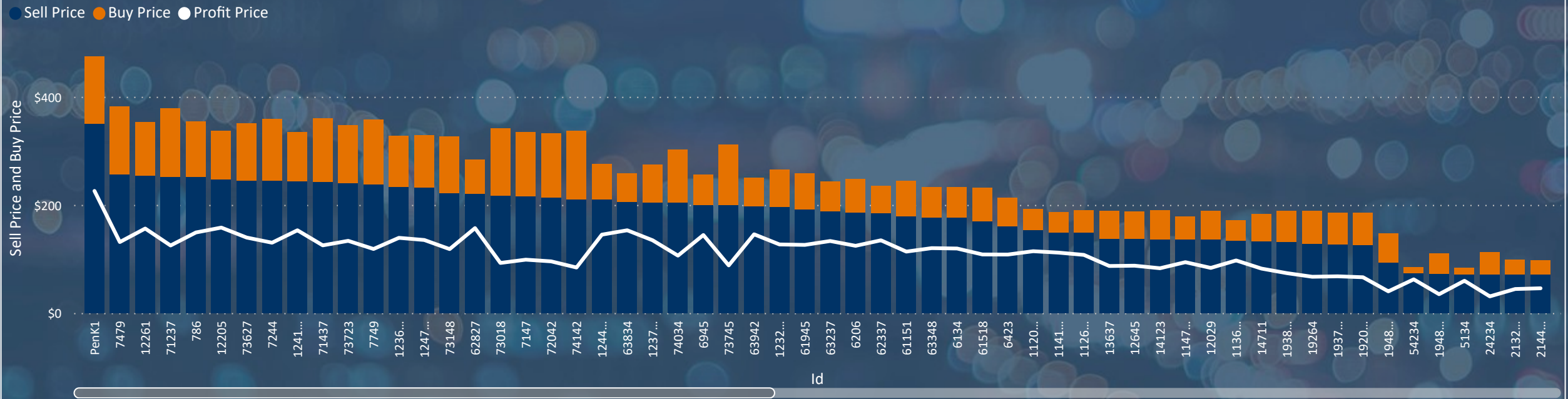
Profit Price by Category



Profit Price by SubCategory



Selling, Buying, and Profit Prices by Item



59.30%

Average Growth Rate

54.31%

Growth Rate 3PY to 2PY

76.26%

Growth Rate 2PY to 1PY

47.33%

Growth Rate 4PY to 3PY

Name

All

Quarter

1

2

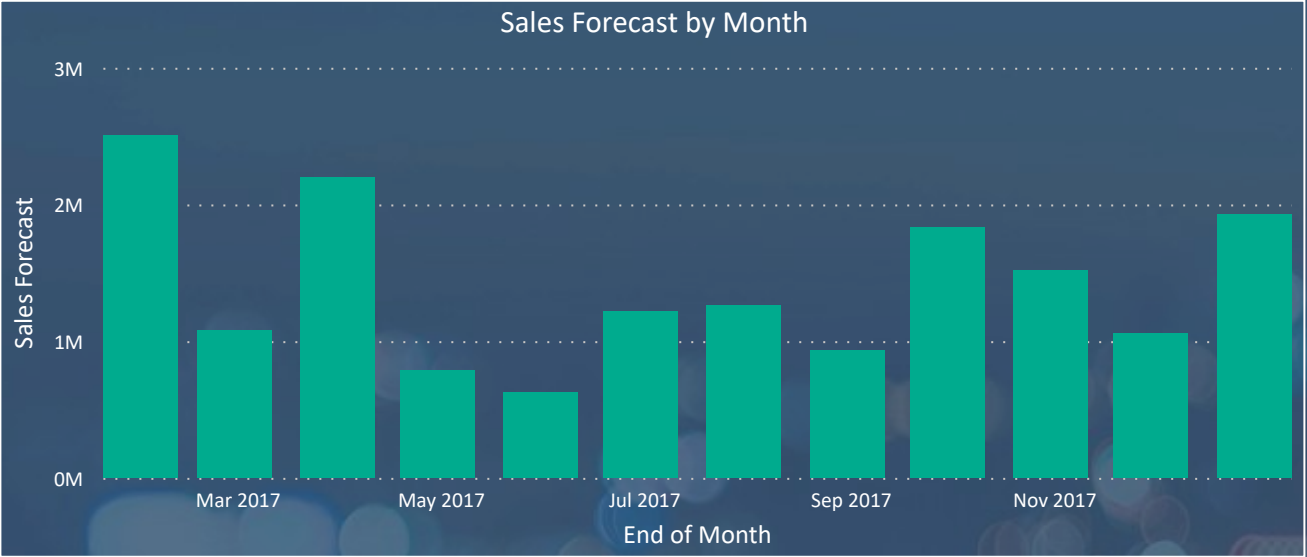
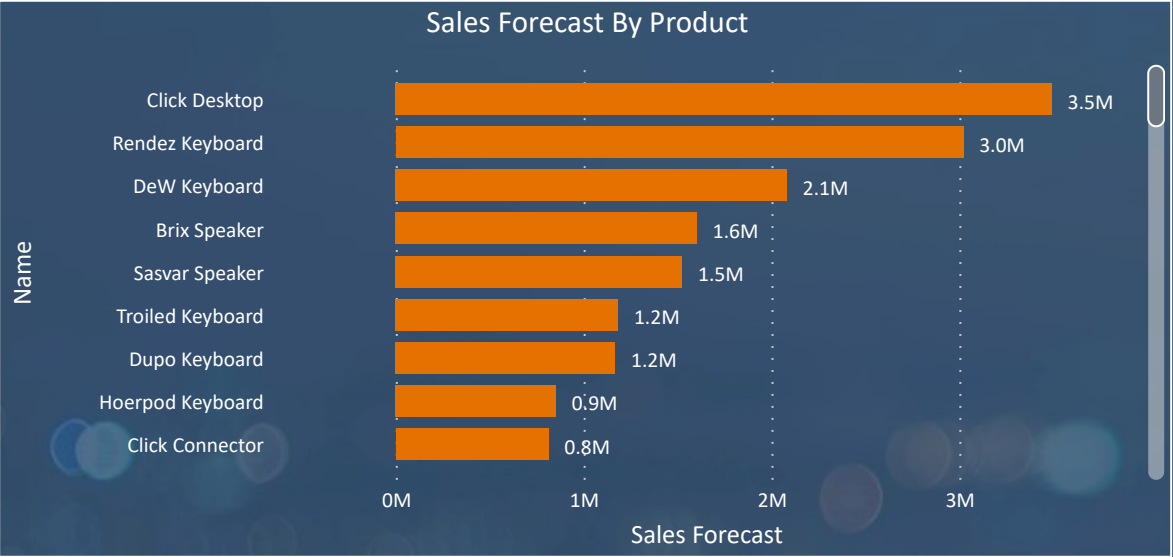
3

4

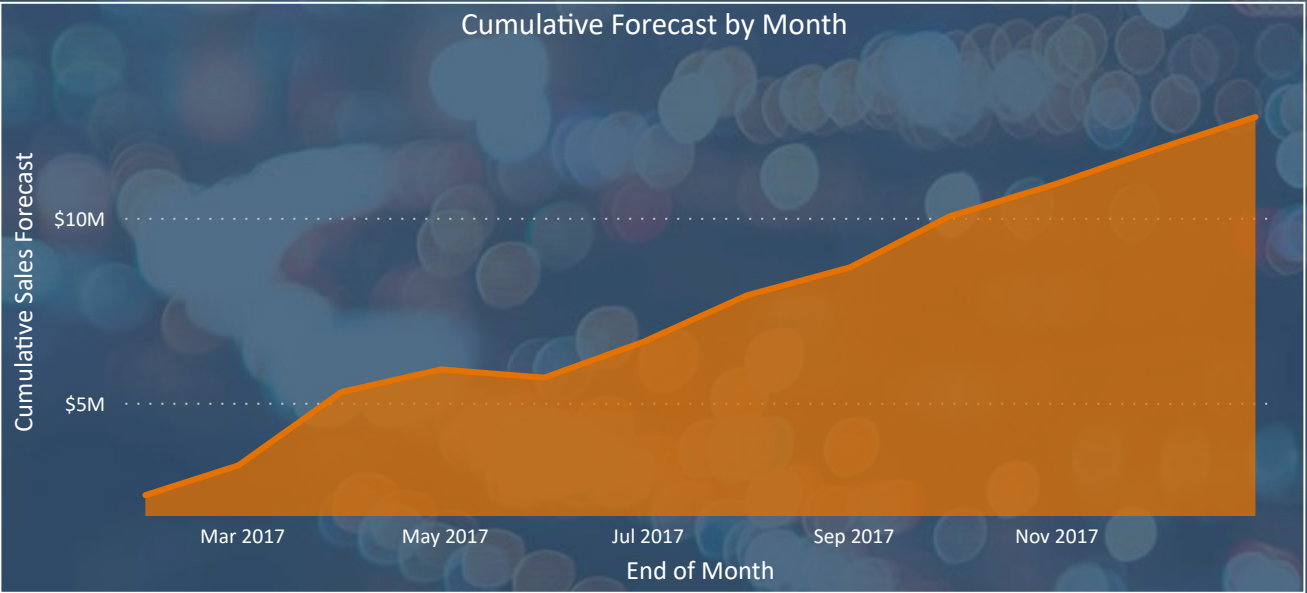
End of Month

1/31/2017

12/31/2017



Historical Forecasting Sales By Month					
End of Month	Sales 1PY	Sales 2PY	Sales 3PY	Sales 4PY	Sales Forecast
1/31/2017	3,834,996.04	1,400,696.74	1,877,702.04	546,294.83	2,502,830.58
2/28/2017	2,852,050.84	1,174,276.24	781,800.55	520,795.32	1,079,975.11
3/31/2017	3,878,082.44	831,215.91	739,249.63	436,615.81	2,198,645.13
4/30/2017	2,187,910.85	1,093,694.74	714,578.05	446,222.42	789,421.94
5/31/2017	2,547,601.42	954,223.28	1,207,830.00	1,688,302.62	626,604.65
6/30/2017	3,485,900.36	1,454,255.62	722,194.13	875,840.69	1,217,884.96
7/31/2017	3,315,290.53	1,195,931.47	912,773.65	643,805.70	1,264,194.02
8/31/2017	2,978,575.27	1,730,167.91	1,061,457.35	784,843.08	930,811.23
9/30/2017	3,734,267.71	2,230,749.49	1,783,744.70	663,667.24	1,831,319.52
10/31/2017	2,780,536.04	2,670,720.74	1,642,502.02	1,081,160.02	1,515,806.27
Total	39,289,184.00	22,289,908.71	14,444,518.85	9,804,117.80	12,724,643.68



0

Min. Lead Time (Days)

14

Max. Lead Time (Days)

5.76

Avg. Lead Time (Days)

5

Avg. Std Lead Time (Days)

Supplier

Select all

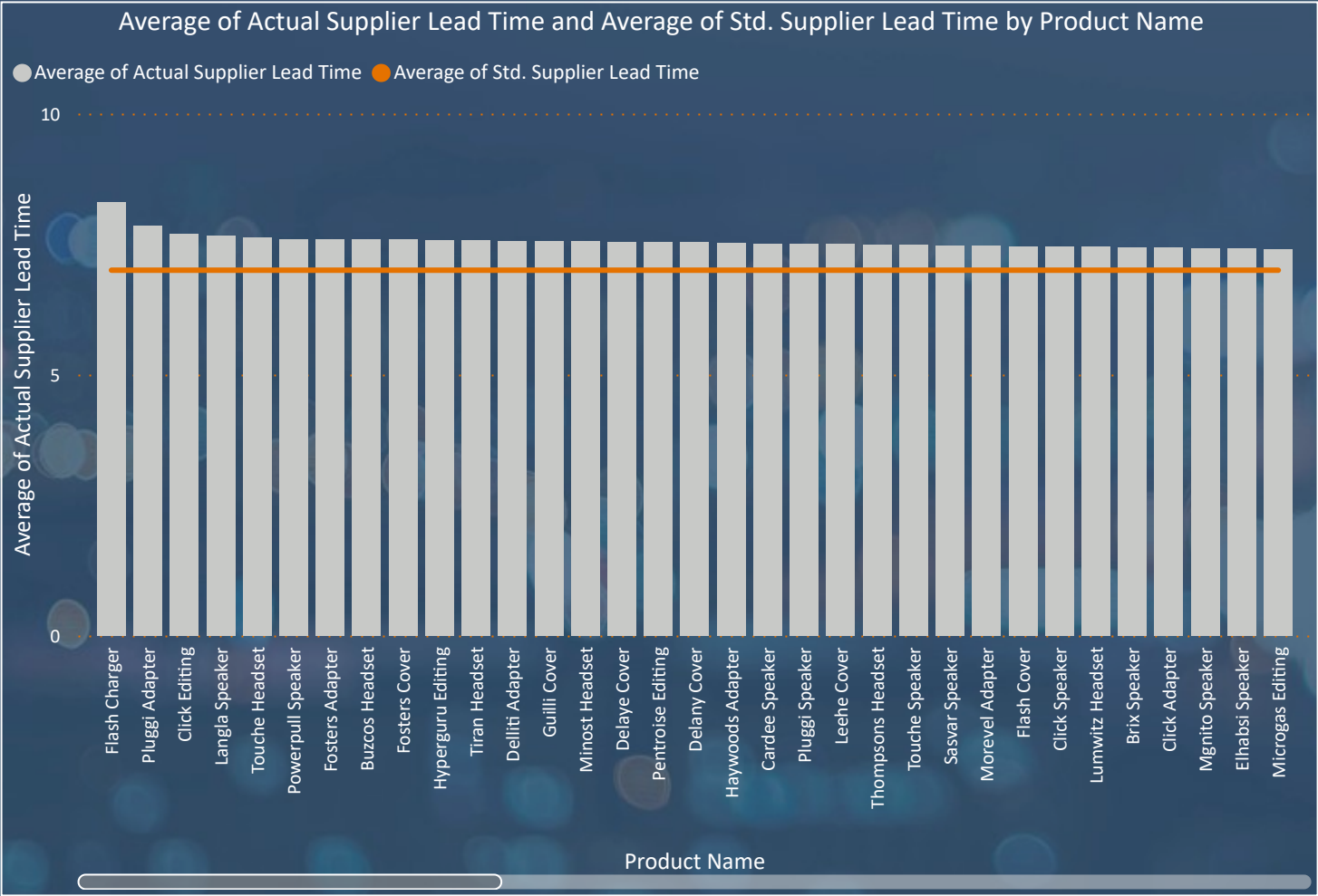
Computer & Co

Digital Age

Office Supplies

Product Name

All



Product Name	Min. Lead Time	Max Lead Time	Avg Lead Time	Std. Lead Time
Brix Charger	3	11	7.35	7
Brix Speaker	3	13	7.45	7
Buzcos Headset	4	13	7.59	7
Cardee Gaming	2	6	3.47	3
Cardee Speaker	2	13	7.51	7
Chandy Gaming	3	3	3.00	3
Click Accounting	3	5	4.00	3
Click Adapter	2	12	7.43	7
Click Case	1	4	3.07	3
Click Charger	4	11	7.39	7
Click Connector	2	5	3.46	6
Click Desktop	1	6	3.49	3
Click Editing	4	12	7.69	7
Click Educational	2	6	3.51	3
Click Speaker	2	12	7.46	14
Click Stand	3	5	4.06	3
Collette Educational	2	5	3.50	3
Collette Keyboard	2	6	3.52	3
Crodentia Accounting	3	4	3.80	3
Crodentia Headset	2	12	7.35	7
Delany Cover	3	12	7.54	7
Delanye Cover	3	13	7.55	7
Delliti Adapter	3	13	7.57	7
Delliti Speaker	2	10	5.47	5
DeW Connector	2	5	3.42	3
DeW Educational	1	6	3.40	3
DeW Keyboard	2	6	3.53	3
DeW Stand	2	5	3.38	3
Dupo Keyboard	1	6	3.56	3
Eger Cover	2	13	7.35	7
Total	0	14	5.76	476

72.78%

Growth Rate 4PY to 3PY

69.00%

Growth Rate 3PY to 2PY

63.57%

Growth Rate 2Py to 1PY

68.45%

Average Growth Rate

Id

All

Quarter

1

2

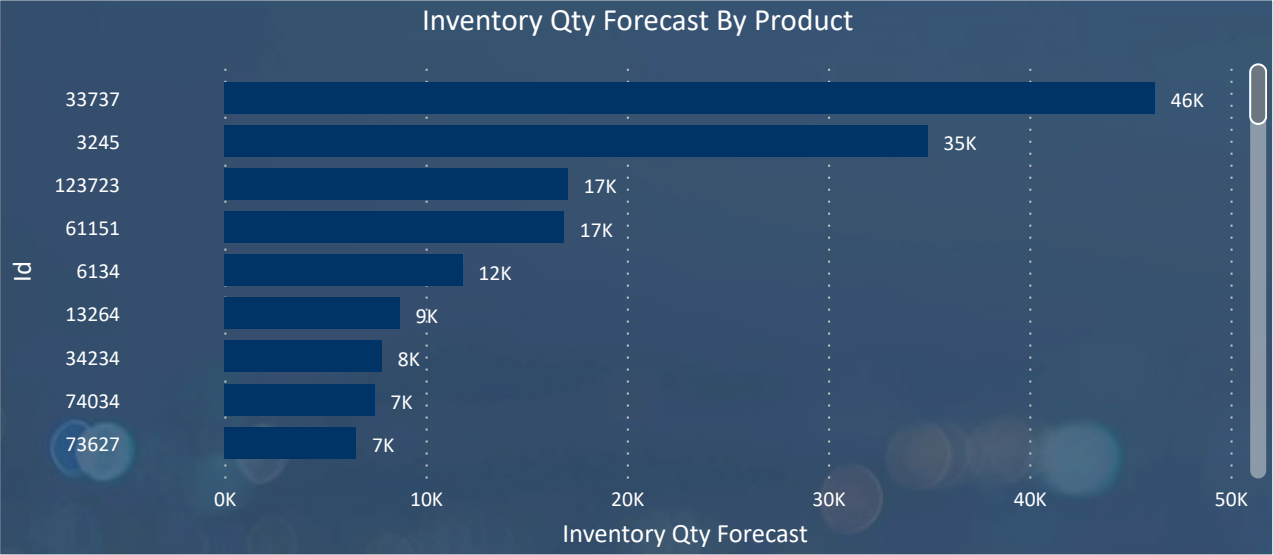
3

4

End of Month

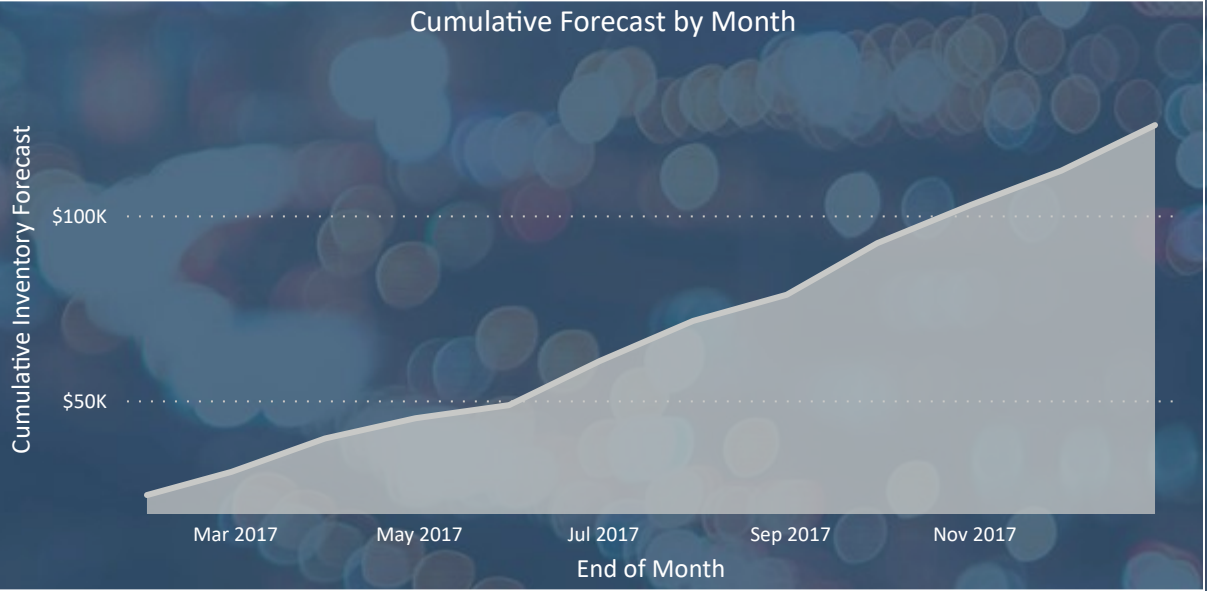
1/31/2017

12/31/2017



Historical Forecasting Sales By Month

End of Month	Id	Inv Quantity 1PY	Inv Quantity 2PY	Inv Quantity 3PY	Inv Quantity 4PY	Inventory Qty Forecast
1/31/2017	123723	171	37			62.77
1/31/2017	131645	327	68	193	116	224.40
1/31/2017	132127	282	135			37.84
1/31/2017	132218	464	184			82.17
1/31/2017	13264	812	204	268		293.35
1/31/2017	133437	420	174	604	106	586.80
1/31/2017	134142	358	333	462	172	163.63
1/31/2017	13623	442	255	174		87.02
1/31/2017	181017	176	59			38.83
1/31/2017	181722	260	166	220	67	226.84
Total		333068	203626	120486	69732	124,396.90



Total Purchase Amt. By Item & Supplier		
Supplier	Name	NetAmount
Computer & Co	Brix Charger	\$24,330.1799
Computer & Co	Brix Speaker	\$6,035,172.1312
Office Supplies	Buzcos Headset	\$97,671
Digital Age	Cardee Gaming	\$324,123.3611
Computer & Co	Cardee Speaker	\$1,721,120.134
Digital Age	Chandy Gaming	\$30.32
Digital Age	Click Accounting	\$15,103.32
Computer & Co	Click Adapter	\$61,702.5
Digital Age	Click Case	\$3,124.32
Computer & Co	Click Charger	\$47,512.9202
Digital Age	Click Connector	\$820,848.3197
Digital Age	Click Desktop	\$654,895.8003
Office Supplies	Click Editing	\$62,229.6396
Digital Age	Click Educational	\$105,941.4
Computer & Co	Click Speaker	\$4,439,676.0163
Digital Age	Click Stand	\$5,999.52
Digital Age	Collette Educational	\$43,283.52
Digital Age	Collette Keyboard	\$1,383,557.7561
Digital Age	Crodentia Accounting	\$18,385.0803
Office Supplies	Crodentia Headset	\$208,295.2194
Computer & Co	Delany Cover	\$24,245.28
Computer & Co	Delaye Cover	\$47,435.4
Computer & Co	Delliti Adapter	\$54,344
Techno First	Delliti Speaker	\$1,600,933.4511
Digital Age	DeW Connector	\$6,774.68
Digital Age	DeW Educational	\$79,682.4598
Digital Age	DeW Keyboard	\$2,094,407.1571
Digital Age	DeW Stand	\$572
Digital Age	Dupo Keyboard	\$4,246,556.1711
Computer & Co	Ezer Cover	\$28,618.8801
Total		\$64,738,649.5267

Year

All

\$64.74M

Total Purchase Amt.

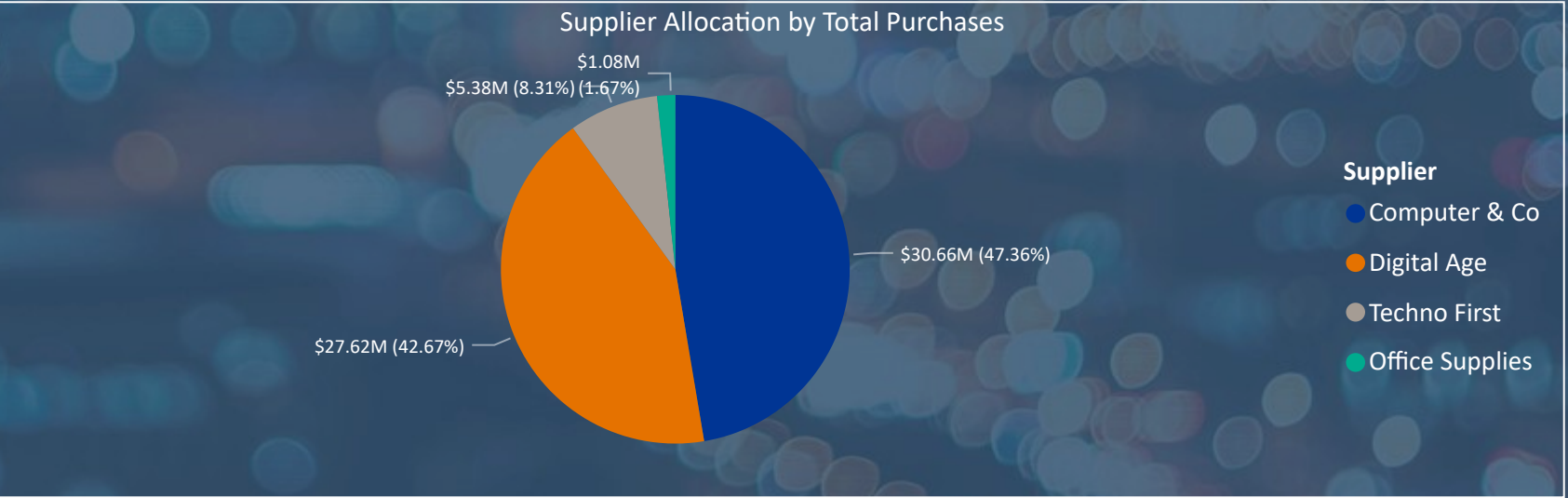
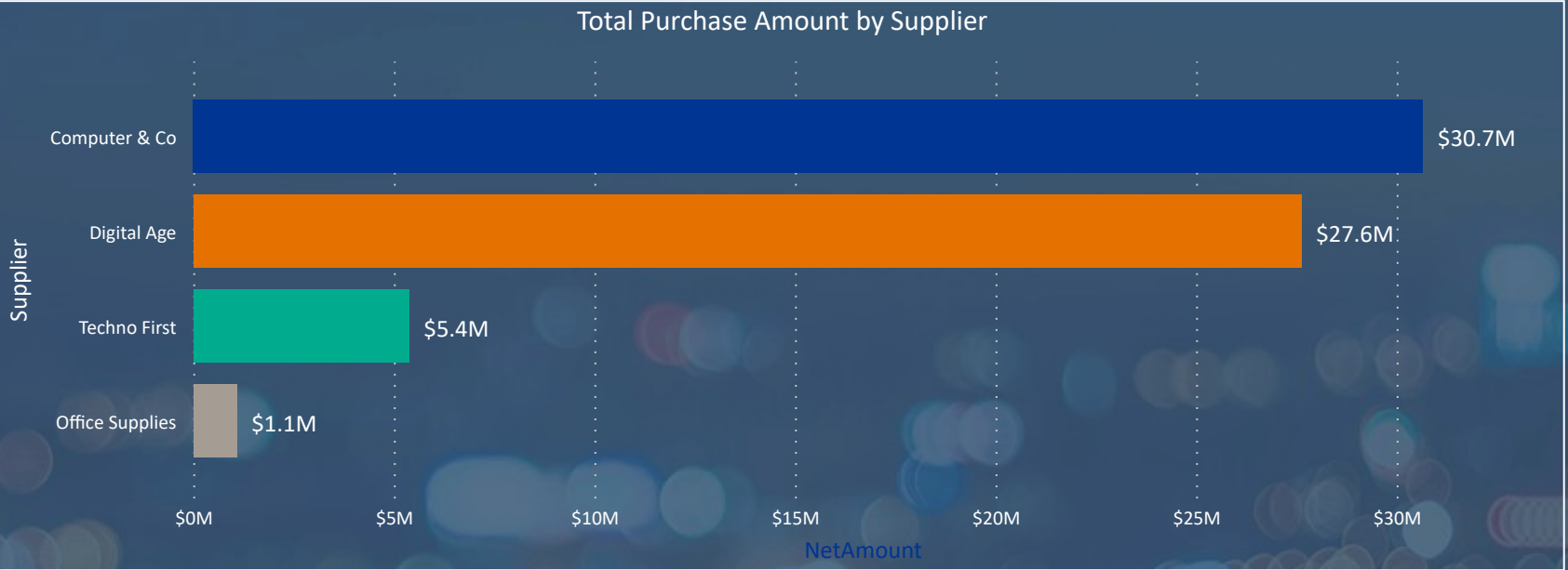
Supplier

Computer & Co

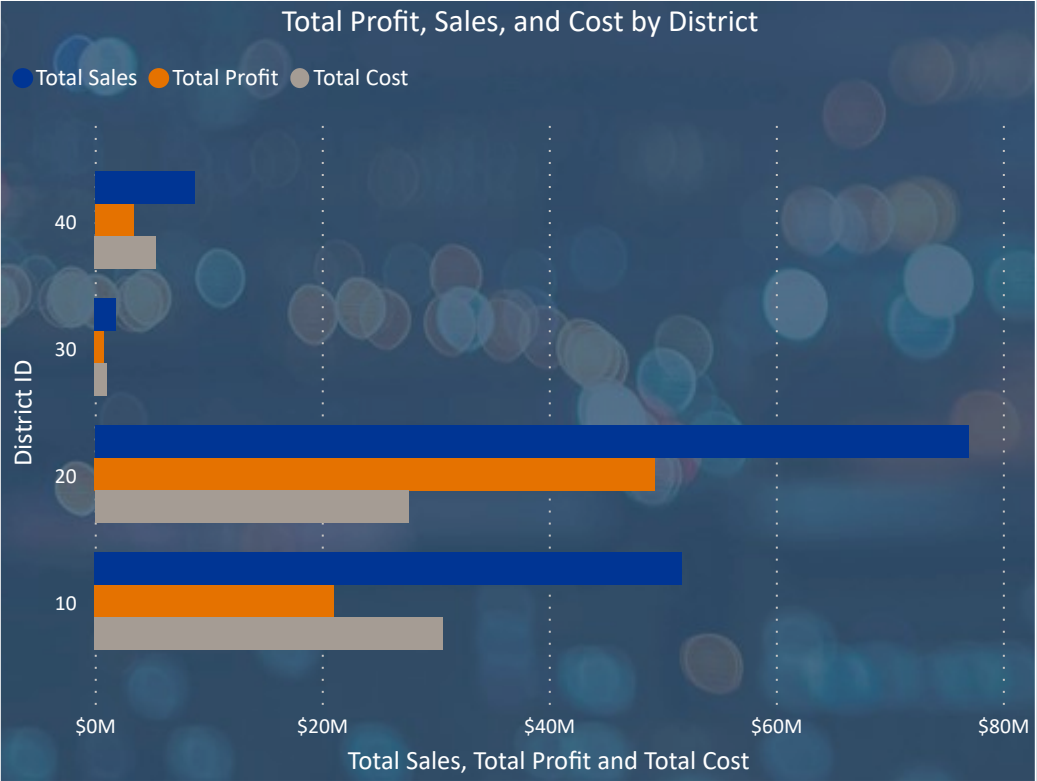
Digital Age

Office Supplies

Techno First



Total Profit by Product					
Id	Name	District ID	City	Sales Person	Total Profit
63237	Pentrouise Keyboard	20	Jacksonville	Blade Cannon	\$6,635,614.04
63834	Hoerpod Keyboard	20	Jacksonville	Blade Cannon	\$6,138,245.68
61945	Dupo Keyboard	20	Savannah	Reid Carey	\$6,066,927.62
73627	Brix Speaker	10	Greenville	Katie Macleod	\$5,547,812.39
71437	Pluggi Speaker	10	Greenville	Katie Macleod	\$4,455,434.32
6134	DeW Keyboard	20	Savannah	Reid Carey	\$3,436,505.90
Total					\$74,644,145.57



District ID

10

20

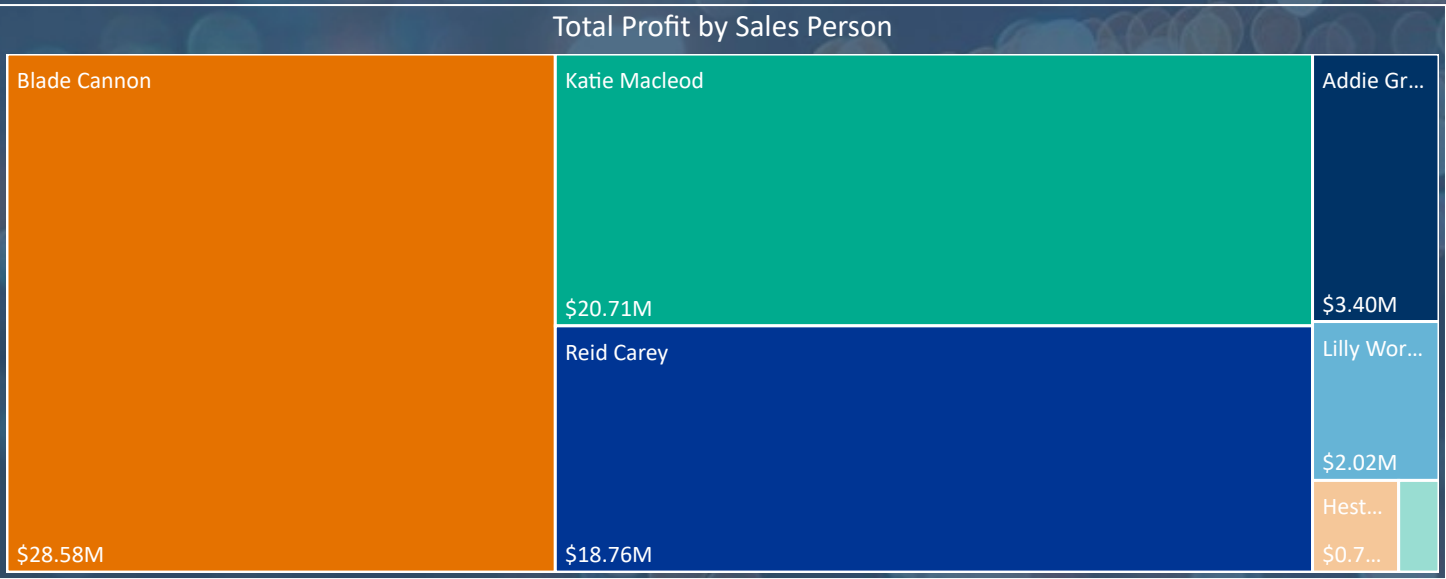
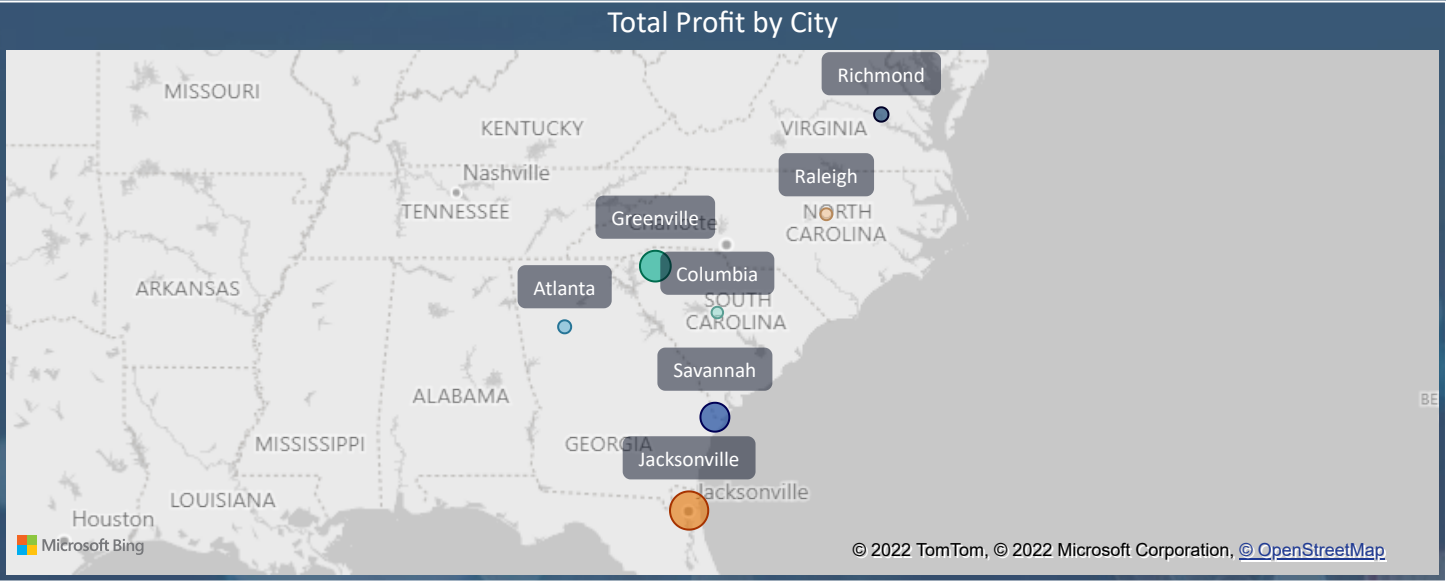
30

40

End of Month

1/31/2013

12/31/2017



45

Number of Stores

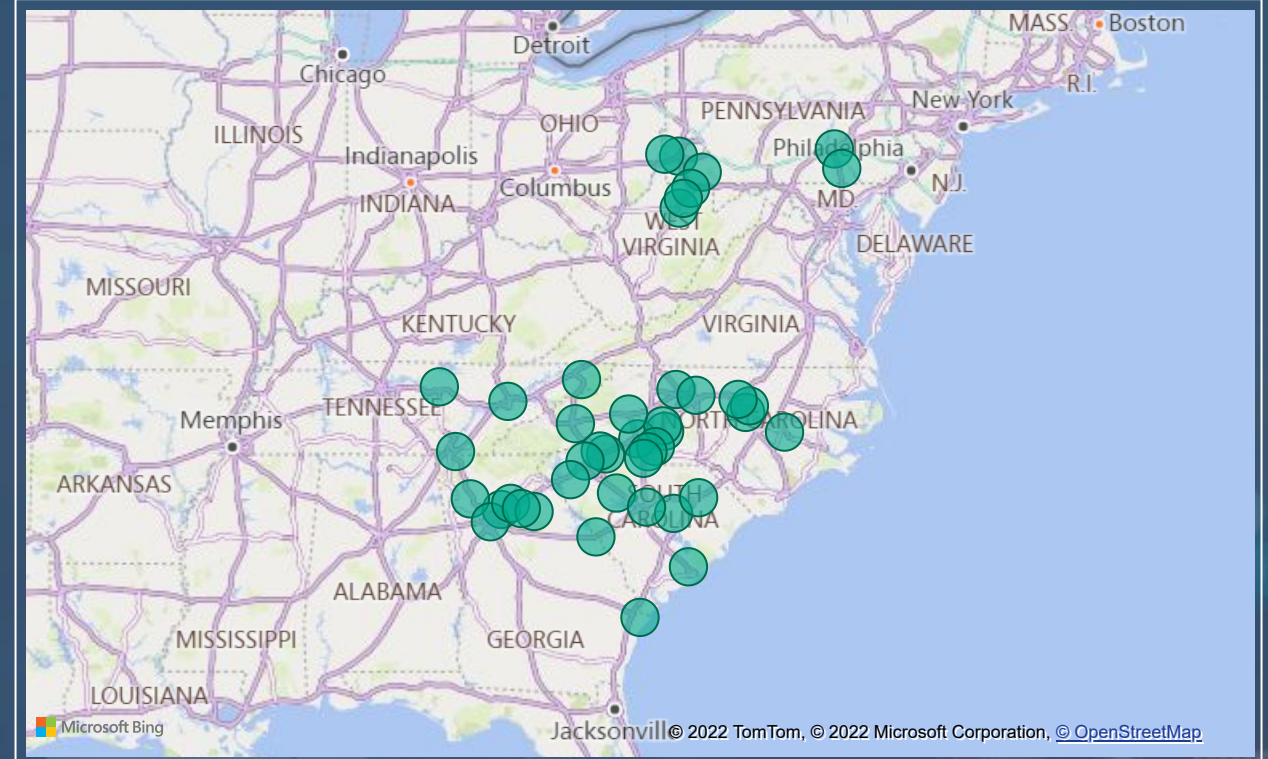
\$2.00bn

This Year's Sales

\$1.87bn

This Year's Profit

Sales by Month This Year



State

- ☐ Select all
- ☐ GA
- ☐ NC
- ☐ PA
- ☐ SC
- ☐ TN
- ☐ WV

Store	District ID	City	January	February	March	April	May	June	July	August
1	10	Weirton	\$11,969,277.81	\$6,798,074.91	\$8,201,997.40	\$6,511,214.82	\$6,446,962.46	\$8,020,582.84	\$6,233,946.67	\$7,897,619.59
2	10	Charlotte	\$14,498,435.80	\$8,097,113.78	\$9,514,186.05	\$7,676,382.55	\$7,755,209.84	\$9,652,012.49	\$7,449,172.87	\$9,564,712.06
3	10	Greenville	\$3,165,261.36	\$1,792,769.68	\$2,148,086.50	\$1,753,460.11	\$1,703,712.98	\$2,163,143.40	\$1,649,972.35	\$2,028,009.12
4	10	Boiling Springs	\$16,512,983.76	\$9,202,336.89	\$10,804,712.46	\$8,783,910.07	\$8,685,981.98	\$10,984,471.62	\$8,548,929.23	\$10,857,845.15
5	10	Spartanburg	\$2,488,334.05	\$1,351,836.33	\$1,698,513.07	\$1,409,720.53	\$1,372,987.35	\$1,683,655.81	\$1,285,450.55	\$1,610,442.42
6	20	Fort Mill	\$11,227,334.12	\$6,214,713.50	\$7,871,777.22	\$6,368,819.98	\$6,177,965.85	\$8,287,124.09	\$6,552,092.78	\$7,837,240.48
7	20	Rock Hill	\$4,447,296.55	\$2,367,863.41	\$2,998,749.85	\$2,064,014.02	\$1,926,764.37	\$3,300,080.88	\$2,872,504.59	\$3,194,898.04
8	20	Raleigh	\$6,977,837.54	\$3,973,781.54	\$4,613,717.40	\$3,708,542.75	\$3,666,440.43	\$4,544,647.77	\$3,553,755.10	\$4,636,946.99
9	20	Uniontown	\$4,214,092.57	\$2,382,247.85	\$2,870,604.49	\$2,349,659.87	\$2,297,551.31	\$2,837,723.93	\$2,125,270.57	\$2,757,521.41
10	20	Harrisburg	\$13,654,977.81	\$8,294,124.31	\$9,491,886.89	\$7,628,225.77	\$7,239,801.55	\$8,882,341.85	\$7,259,142.39	\$9,062,944.12
11	30	Washington	\$10,086,163.26	\$5,900,100.91	\$6,894,348.12	\$5,620,672.30	\$5,320,176.47	\$6,846,523.18	\$5,398,248.28	\$6,992,010.00
12	30	Concord	\$7,405,804.26	\$4,610,182.37	\$5,420,146.14	\$4,223,316.24	\$4,127,429.17	\$5,011,643.17	\$3,833,729.79	\$5,058,405.13
13	20	Rockledge	\$15,200,502.71	\$8,141,210.40	\$9,825,175.47	\$8,255,062.20	\$8,252,008.64	\$10,502,125.11	\$8,155,251.10	\$10,214,251.00

Store Type

All

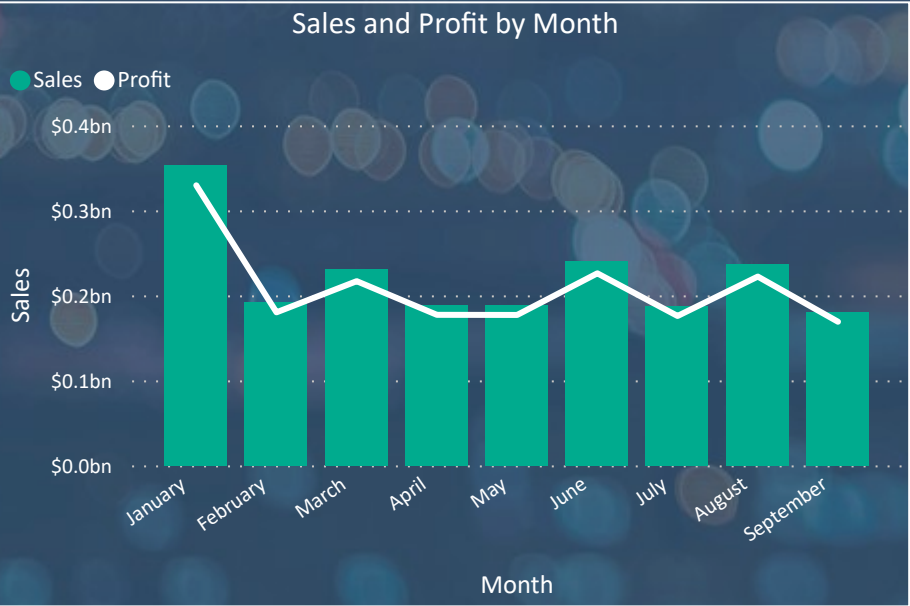
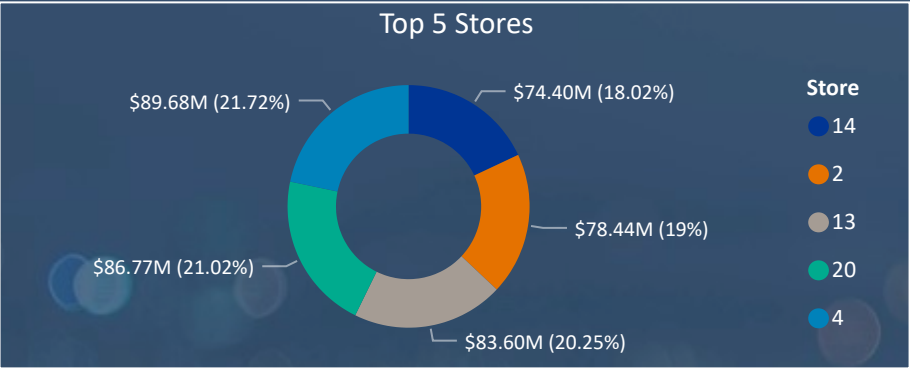
Store

All

Date

1/5/2012

9/28/2012



Store	District ID	Type	Size	Name	City	State	New Store?	Sales	Cost	Profit
1	10	A	151315	Stand-alone	Weirton	WV	No	\$68,202,058.02	\$3,088,604.23	\$65,113,453.79
2	10	A	202307	Stand-alone	Charlotte	NC	Yes	\$81,496,695.37	\$3,053,934.28	\$78,442,761.09
3	10	B	37392	Department	Greenville	SC	No	\$18,024,439.50	\$2,738,523.11	\$15,285,916.39
4	10	A	205863	Stand-alone	Boiling Springs	SC	Yes	\$92,771,189.24	\$3,091,971.66	\$89,679,217.58
5	10	B	34875	Department	Spartanburg	SC	No	\$14,168,838.13	\$2,682,186.96	\$11,486,651.17
6	20	A	202505	Stand-alone	Fort Mill	SC	Yes	\$66,315,047.00	\$3,109,742.31	\$63,205,304.69
7	20	B	70713	Department	Rock Hill	SC	No	\$25,367,556.47	\$2,896,580.54	\$22,470,975.93
8	20	A	155078	Stand-alone	Raleigh	NC	No	\$39,233,920.13	\$2,892,536.54	\$36,341,383.59
9	20	B	125833	Department	Uniontown	PA	No	\$23,974,029.58	\$2,641,283.42	\$21,332,746.16
10	20	B	126512	Department	Harrisburg	PA	Yes	\$78,228,616.94	\$3,042,554.31	\$75,186,062.63
11	30	A	207499	Stand-alone	Washington	PA	No	\$58,184,065.68	\$3,051,762.22	\$55,132,303.46
12	30	B	112238	Department	Concord	NC	No	\$43,334,845.72	\$2,902,376.03	\$40,432,469.69
13	30	A	219622	Stand-alone	Beckley	WV	Yes	\$86,707,455.02	\$3,106,103.42	\$83,601,351.60
14	30	A	200898	Stand-alone	Greensboro	NC	Yes	\$77,441,398.26	\$3,041,124.23	\$74,400,274.03
15	30	B	123737	Department	Cary	NC	No	\$24,827,530.71	\$2,975,327.24	\$21,852,203.47
16	40	B	57197	Department	Asheville	NC	No	\$22,102,425.32	\$3,000,269.85	\$19,102,155.47
17	40	B	93188	Department	Durham	NC	Yes	\$40,285,378.63	\$3,053,731.98	\$37,231,646.65
18	40	B	120653	Department	Anderson	SC	Yes	\$44,918,576.80	\$2,986,393.90	\$41,932,182.90
19	40	A	203819	Stand-alone	Newberry	SC	No	\$59,212,433.28	\$3,005,665.01	\$56,206,768.27
20	40	A	203742	Stand-alone	Atlanta	GA	No	\$89,827,709.38	\$3,054,614.26	\$86,773,095.12
21	50	B	140167	Department	Winder	GA	Yes	\$30,251,886.71	\$2,923,739.68	\$27,328,147.03
22	50	B	119557	Department	Duluth	GA	No	\$42,655,656.23	\$2,876,513.87	\$39,779,142.36
23	50	B	114533	Department	Winston-Salem	NC	No	\$58,767,978.75	\$3,002,983.86	\$55,764,994.89
24	50	A	203819	Stand-alone	Athens	GA	No	\$57,186,396.17	\$3,085,767.14	\$54,100,629.03
25	50	B	128107	Department	Augusta	GA	Yes	\$29,490,505.71	\$2,957,023.93	\$26,533,481.78
26	60	A	152513	Stand-alone	Johnson City	TN	No	\$42,976,444.29	\$2,968,789.17	\$40,007,655.12
27	60	A	204184	Stand-alone	Savannah	GA	No	\$71,920,056.12	\$3,010,105.40	\$68,909,950.72
28	60	A	206202	Stand-alone	Knoxville	TN	Yes	\$55,228,007.07	\$2,880,444.58	\$52,347,562.49
Total			5862942					\$2,000,132,859.35	\$127,014,704.15	\$1,873,118,155.20

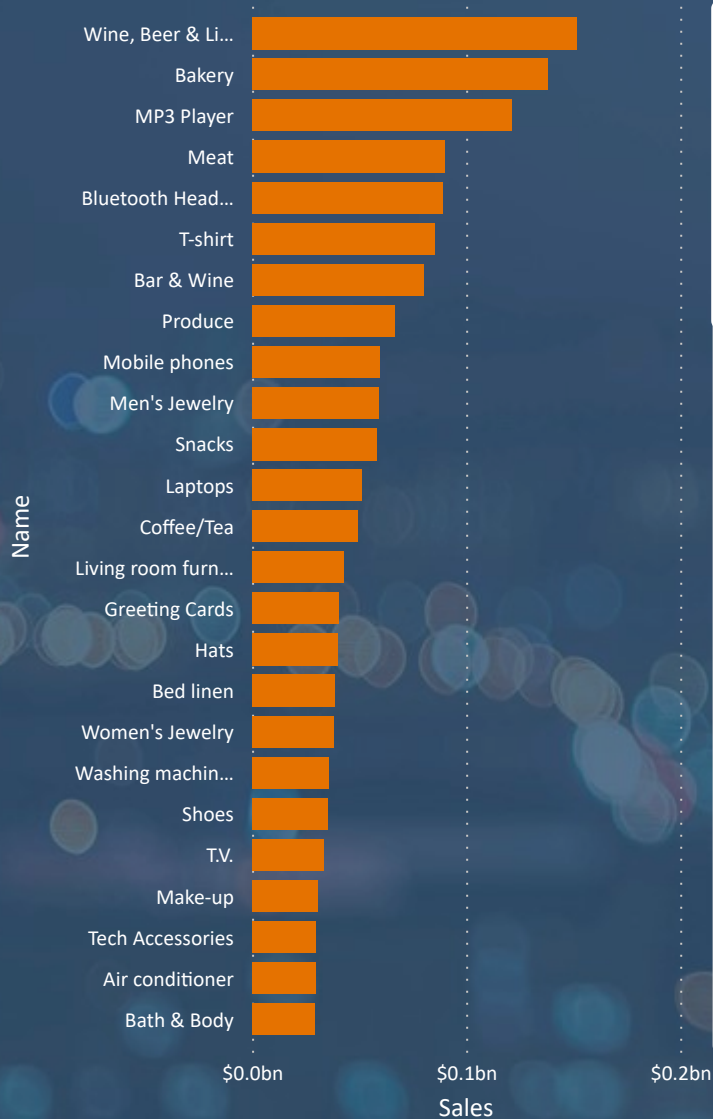
81

Number of Products

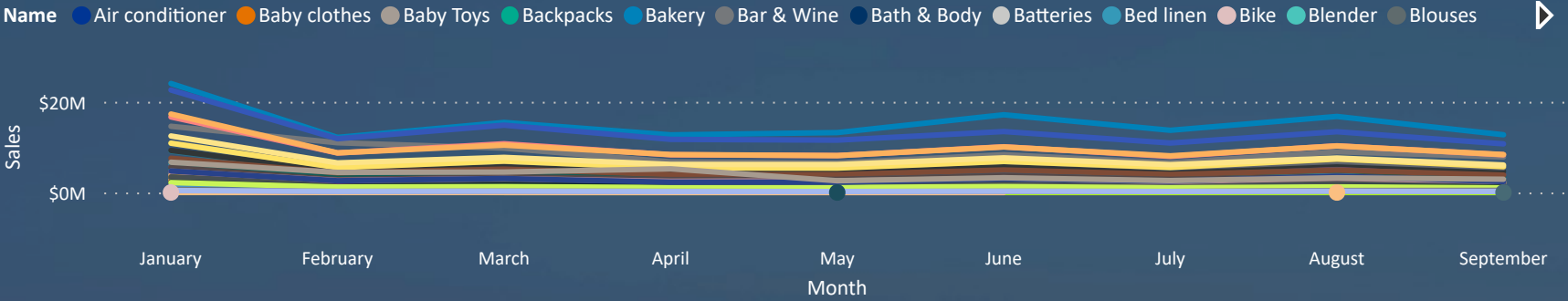
Product Name

All

Sales by Type



Sales by Month and Name



Store	City	Air conditioner	Baby clothes	Baby Toys	Backpacks	Bakery	Bar & Wine	Bath & Body
1	Weirton	\$1,159,379.54	\$321,628.07	\$184,885.39	\$477,629.75	\$5,413,130.51	\$1,936,288.45	\$2,239,345.0
2	Charlotte	\$1,247,797.35	\$365,986.60	\$242,947.57	\$709,435.77	\$6,318,619.14	\$2,887,231.07	\$1,101,377.0
3	Greenville	\$417,913.29	\$59,011.23	\$82,040.91	\$699.92	\$800,241.72	\$1,170,455.86	\$56,266.4
4	Boiling Springs	\$987,449.94	\$346,561.04	\$292,039.64	\$298,094.78	\$6,857,725.45	\$4,118,653.33	\$714,502.9
5	Spartanburg	\$380,704.65	\$51,362.34	\$70,120.99	\$1,752.37	\$887,443.81	\$447,880.29	\$498,451.3
6	Fort Mill	\$1,353,897.05	\$336,155.35	\$263,051.83	\$523,257.69	\$3,922,403.67	\$3,229,232.36	\$2,012,087.0
7	Rock Hill	\$688,684.93	\$86,699.02	\$353,227.10	\$1,313.83	\$1,674,802.43	\$1,820,430.31	\$574,369.8
8	Raleigh	\$812,982.90	\$164,811.97	\$242,629.21	\$98,150.62	\$2,752,046.59	\$1,473,035.68	\$1,073,376.0
9	Uniontown	\$575,968.70	\$150,677.00	\$145,933.88	\$1,411.33	\$1,465,738.98	\$1,311,729.55	\$709,941.0
10	Harrisburg	\$1,408,144.64	\$385,923.53	\$69,265.16	\$889,305.72	\$3,062,793.14	\$5,107,943.65	\$1,223,168.0
11	Washington	\$722,432.33	\$311,552.70	\$124,420.39	\$386,102.38	\$3,389,583.95	\$2,953,488.59	\$731,088.9
12	Concord	\$342,378.46	\$178,090.04	\$45,055.73	\$1,397.54	\$1,871,726.71	\$2,334,774.48	\$561,260.0
13	Beckley	\$1,079,969.65	\$344,648.37	\$327,282.02	\$399,223.14	\$6,258,754.58	\$3,049,708.14	\$761,812.0
14	Greensboro	\$1,144,711.68	\$324,851.96	\$235,759.32	\$519,607.28	\$5,500,164.79	\$3,222,482.88	\$761,017.0
15	Cary	\$655,575.37	\$122,712.46	\$174,696.99	\$425,470.59	\$1,161,270.79	\$1,381,532.16	\$428,955.4
16	Asheville	\$474,756.99	\$141,529.37	\$330,799.18	\$1,596.74	\$1,339,502.65	\$1,233,987.72	\$485,187.0
17	Durham	\$577,113.89	\$160,034.94	\$219,978.27	\$1,441.86	\$2,413,109.59	\$2,214,445.16	\$666,225.0
18	Anderson	\$704,492.18	\$181,256.15	\$224,902.73	\$449,533.38	\$2,497,779.38	\$2,047,363.18	\$839,571.0
19	Newberry	\$1,286,061.20	\$287,545.51	\$253,867.88	\$246,116.27	\$4,028,721.82	\$2,680,319.89	\$793,355.4
20	Atlanta	\$1,243,041.78	\$520,306.71	\$248,913.51	\$943,758.94	\$6,567,224.75	\$3,253,716.68	\$2,228,369.0
21	Winder	\$281,299.66	\$126,813.18	\$65,762.37	\$447,638.83	\$1,793,118.08	\$1,464,274.55	\$302,430.0
22	Duluth	\$866,206.79	\$214,831.67	\$221,860.55	\$337.87	\$2,455,554.44	\$2,325,034.46	\$653,544.0

District Manager

All

District ID

All

Store

Select all

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

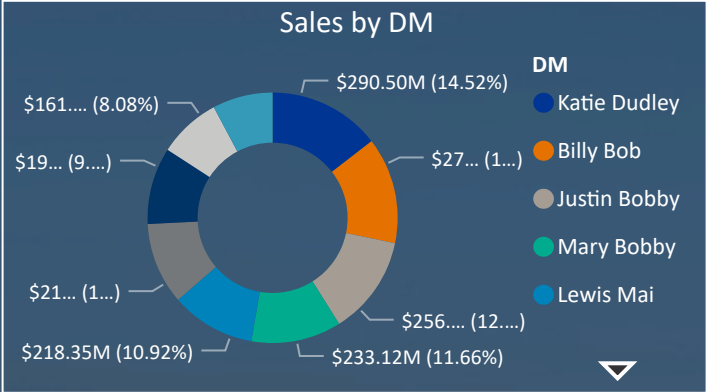
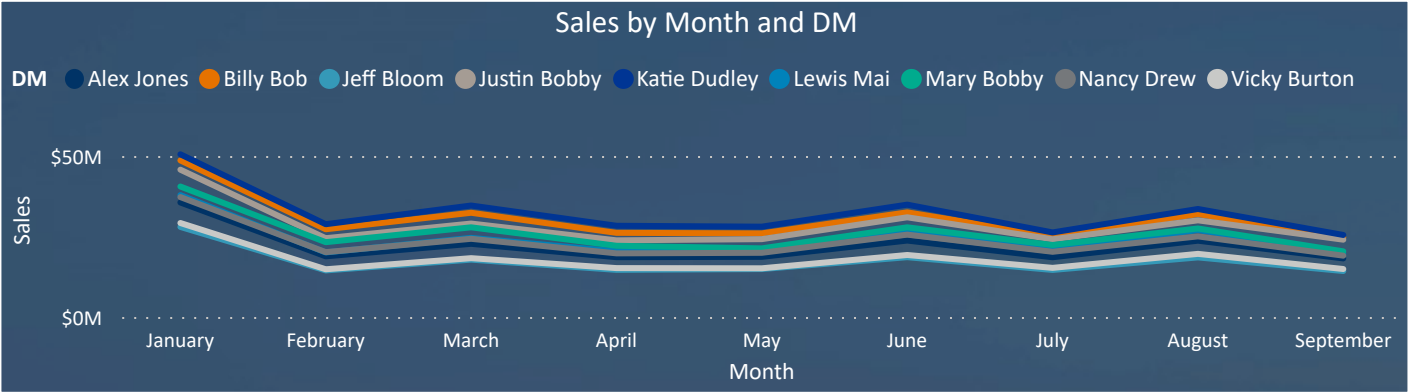
20

21

22

23

24



DM	District ID	Store	January	February	March	April	May	June	July	August	S
Alex Jones	70	31	\$10,894,605.49	\$5,882,525.38	\$7,033,323.40	\$5,622,401.56	\$5,622,763.42	\$7,022,073.52	\$5,528,488.32	\$6,940,263.62	\$5
		32	\$9,102,140.15	\$4,621,884.48	\$5,671,291.37	\$4,690,779.83	\$4,784,759.53	\$6,013,731.69	\$4,668,099.48	\$6,129,135.30	\$4
		33	\$2,093,694.51	\$1,047,471.58	\$1,311,764.19	\$1,100,246.59	\$1,105,091.04	\$1,343,662.76	\$1,063,064.22	\$1,311,186.74	\$1
		34	\$7,488,963.55	\$4,060,625.98	\$4,849,960.66	\$3,996,302.67	\$3,955,140.38	\$4,902,174.97	\$3,831,358.81	\$4,851,332.78	\$3
		35	\$5,989,546.04	\$3,226,277.30	\$3,861,165.06	\$3,164,799.57	\$3,215,784.08	\$4,457,729.35	\$3,460,498.01	\$4,469,118.32	\$3
		Total	\$35,568,949.74	\$18,838,784.72	\$22,727,504.68	\$18,574,530.22	\$18,683,538.45	\$23,739,372.29	\$18,551,508.84	\$23,701,036.76	\$18
Billy Bob	10	1	\$11,969,277.81	\$6,798,074.91	\$8,201,997.40	\$6,511,214.82	\$6,446,962.46	\$8,020,582.84	\$6,233,946.67	\$7,897,619.59	\$6
		2	\$14,498,435.80	\$8,097,113.78	\$9,514,186.05	\$7,676,382.55	\$7,755,209.84	\$9,652,012.49	\$7,449,172.87	\$9,564,712.06	\$7
		3	\$3,165,261.36	\$1,792,769.68	\$2,148,086.50	\$1,753,460.11	\$1,703,712.98	\$2,163,143.40	\$1,649,972.35	\$2,028,009.12	\$1
		4	\$16,512,983.76	\$9,202,336.89	\$10,804,712.46	\$8,783,910.07	\$8,685,981.98	\$10,984,471.62	\$8,548,929.23	\$10,857,845.15	\$8
		5	\$2,488,334.05	\$1,351,836.33	\$1,698,513.07	\$1,409,720.53	\$1,372,987.35	\$1,683,655.81	\$1,285,450.55	\$1,610,442.42	\$1
		Total	\$48,634,292.78	\$27,242,131.59	\$32,367,495.48	\$26,134,688.08	\$25,964,854.61	\$32,503,866.16	\$25,167,471.67	\$31,958,628.34	\$24
Jeff Bloom	90	41	\$9,991,098.69	\$5,003,037.28	\$6,139,917.22	\$5,253,005.02	\$5,469,070.74	\$6,937,866.97	\$5,480,794.86	\$7,329,723.71	\$5
		42	\$4,680,904.66	\$2,434,343.31	\$2,970,113.27	\$2,370,590.28	\$2,379,279.54	\$2,818,369.45	\$2,293,471.77	\$2,766,000.40	\$2
		43	\$5,014,941.07	\$2,565,050.38	\$3,225,834.01	\$2,555,439.76	\$2,524,071.44	\$3,089,325.15	\$2,442,254.20	\$3,089,524.50	\$2
		44	\$2,622,953.99	\$1,287,697.03	\$1,559,065.76	\$1,284,983.48	\$1,344,745.08	\$1,676,677.22	\$1,352,615.49	\$1,680,846.13	\$1
		45	\$5,661,496.82	\$3,172,902.60	\$3,917,194.54	\$3,169,683.65	\$3,171,371.50	\$4,049,712.68	\$3,042,463.41	\$3,633,793.89	\$2
		Total	\$27,971,395.23	\$14,463,030.60	\$17,812,124.80	\$14,633,702.19	\$14,888,538.30	\$18,571,951.47	\$14,611,599.73	\$18,499,888.63	\$14
Justin Bobby	40	16	\$4,017,495.08	\$1,939,461.86	\$2,459,590.76	\$1,788,085.19	\$1,918,366.18	\$2,857,884.61	\$2,315,404.00	\$2,762,923.61	\$2
		17	\$7,423,785.80	\$3,515,967.63	\$4,293,771.22	\$3,909,874.57	\$3,827,919.36	\$4,854,607.00	\$3,859,720.50	\$4,362,039.52	\$4
		18	\$7,973,030.10	\$4,365,234.47	\$5,194,352.31	\$4,186,258.83	\$4,246,352.16	\$5,463,583.66	\$4,141,082.05	\$5,330,443.03	\$4
		19	\$10,369,543.00	\$5,621,998.68	\$6,650,036.51	\$5,537,820.64	\$5,700,358.04	\$7,129,121.56	\$5,445,450.14	\$7,213,506.17	\$5

Order Date

1/1/2011

12/31/2014

Ship Date

1/5/2011

1/5/2015

Country

All

City

All

State

All

Region

All

Quantity Ordered 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

Ship Date

1/5/2011

1/5/2015

Country

All

City

All

State

All

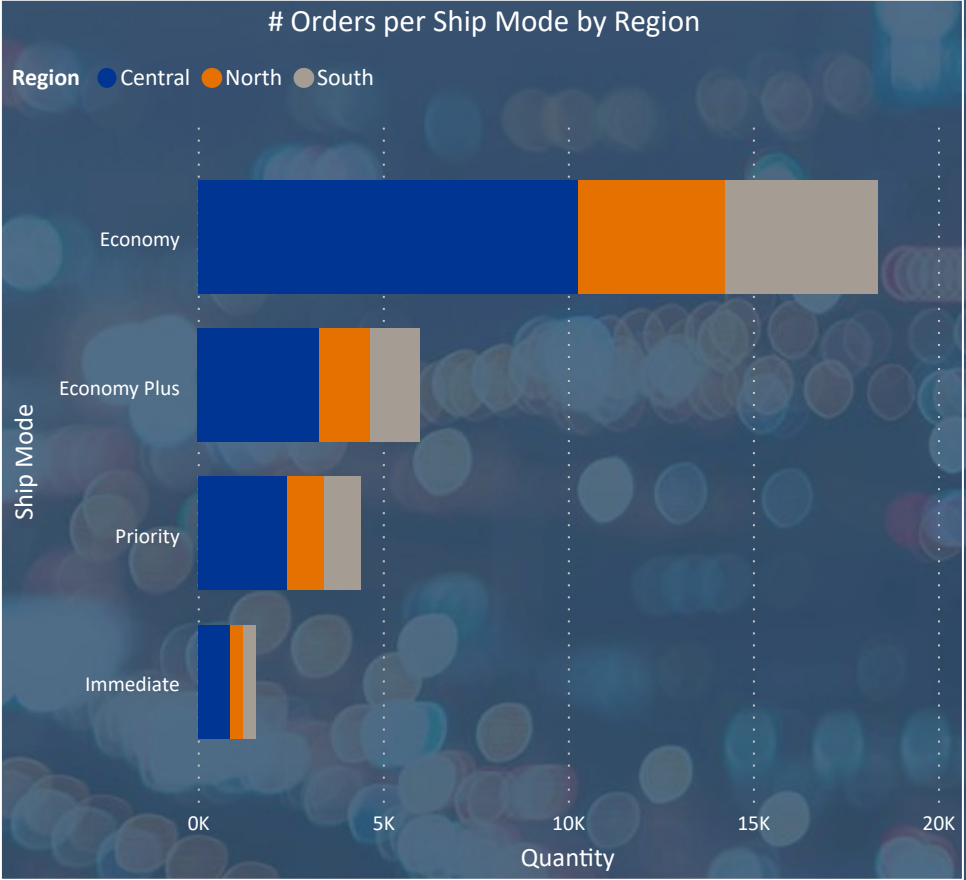
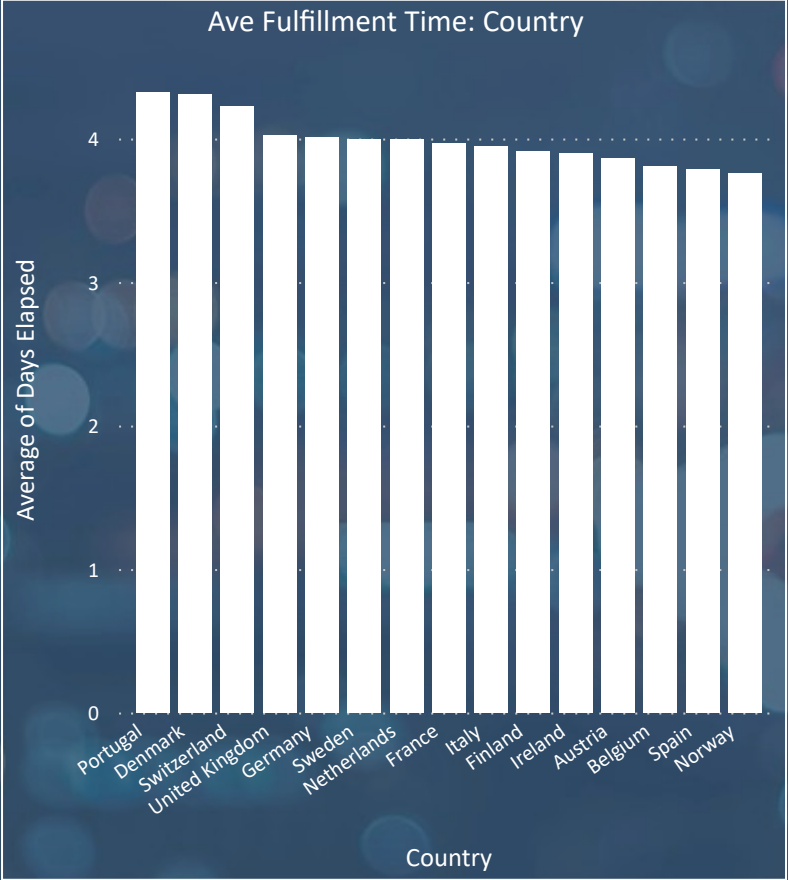
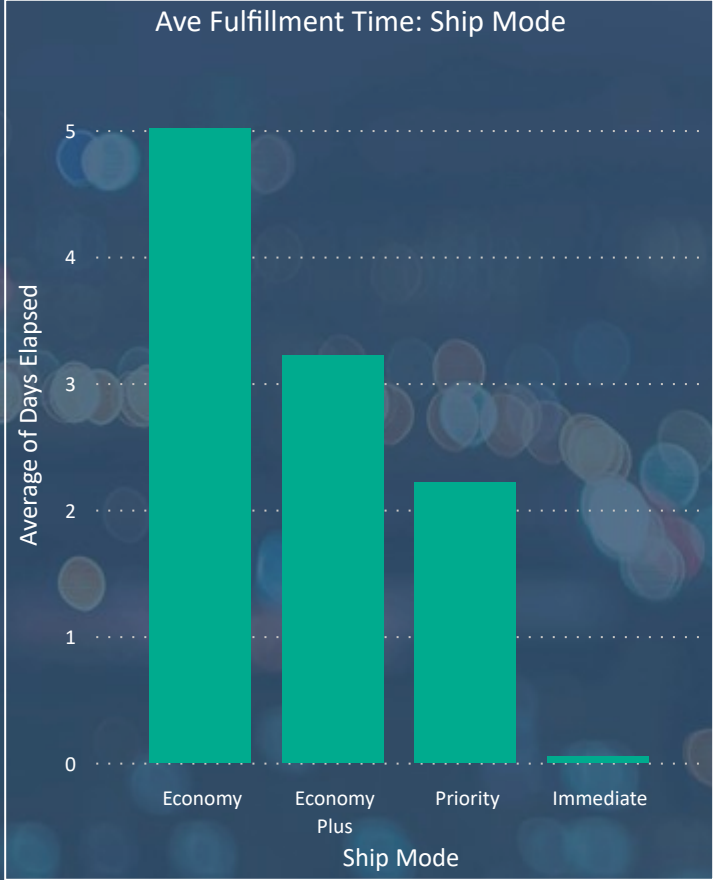
Region

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

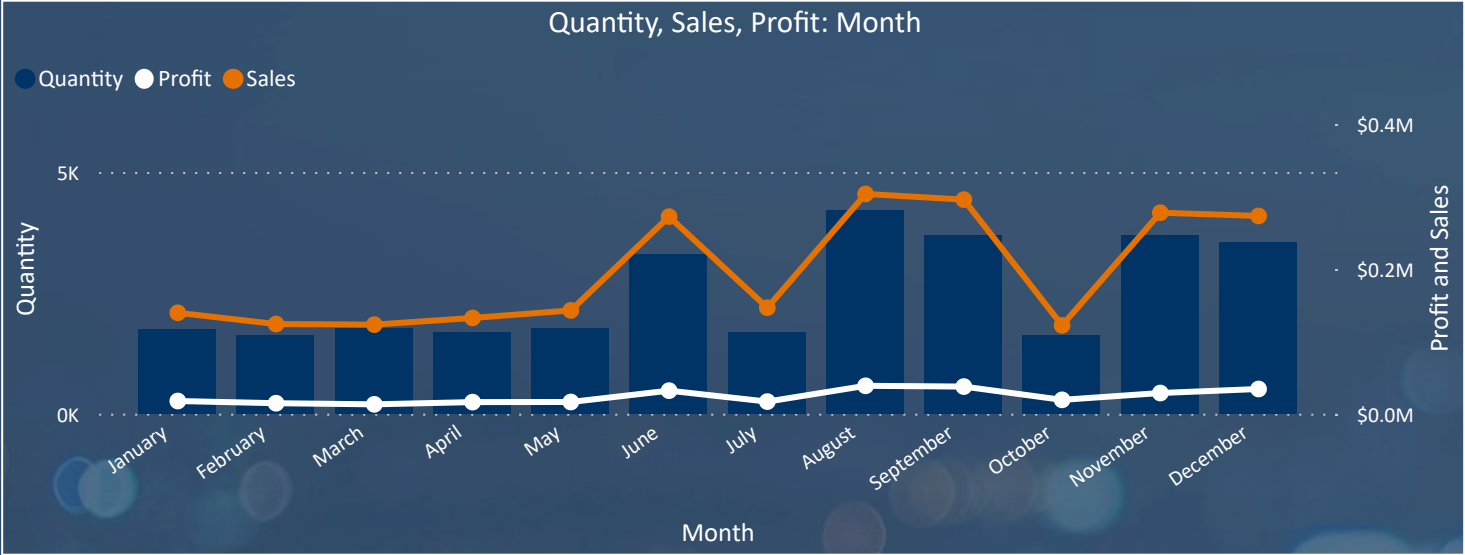
\$3.00

\$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%



Order Date	# Orders	Quantity	Sales	Profit (\$)	Profit (%)
11/12/2014	8	125	\$11,513.00	\$2,924.00	0.56%
9/8/2011	4	43	\$9,060.00	\$2,849.00	0.28%
1/14/2014	6	68	\$9,215.00	\$2,743.00	0.45%
2/27/2013	3	33	\$8,339.00	\$2,708.00	0.18%
6/19/2012	5	47	\$8,225.00	\$2,644.00	0.36%
5/29/2012	2	20	\$6,246.00	\$2,564.00	0.12%
12/26/2011	6	41	\$7,660.00	\$2,485.00	0.36%
8/1/2012	5	67	\$7,949.00	\$2,480.00	0.65%
8/2/2014	10	114	\$12,567.00	\$2,387.00	0.82%
2/18/2013	4	62	\$5,335.00	\$2,166.00	0.40%
6/17/2013	6	64	\$6,254.00	\$2,023.00	0.44%
11/22/2013	8	95	\$9,683.00	\$1,985.00	0.71%
8/14/2012	7	70	\$5,782.00	\$1,959.00	0.71%

Order Date

1/1/2011

12/31/2014

Category

All

Sub-Category

All

Product Na...

All

Customer N...

All

Sales

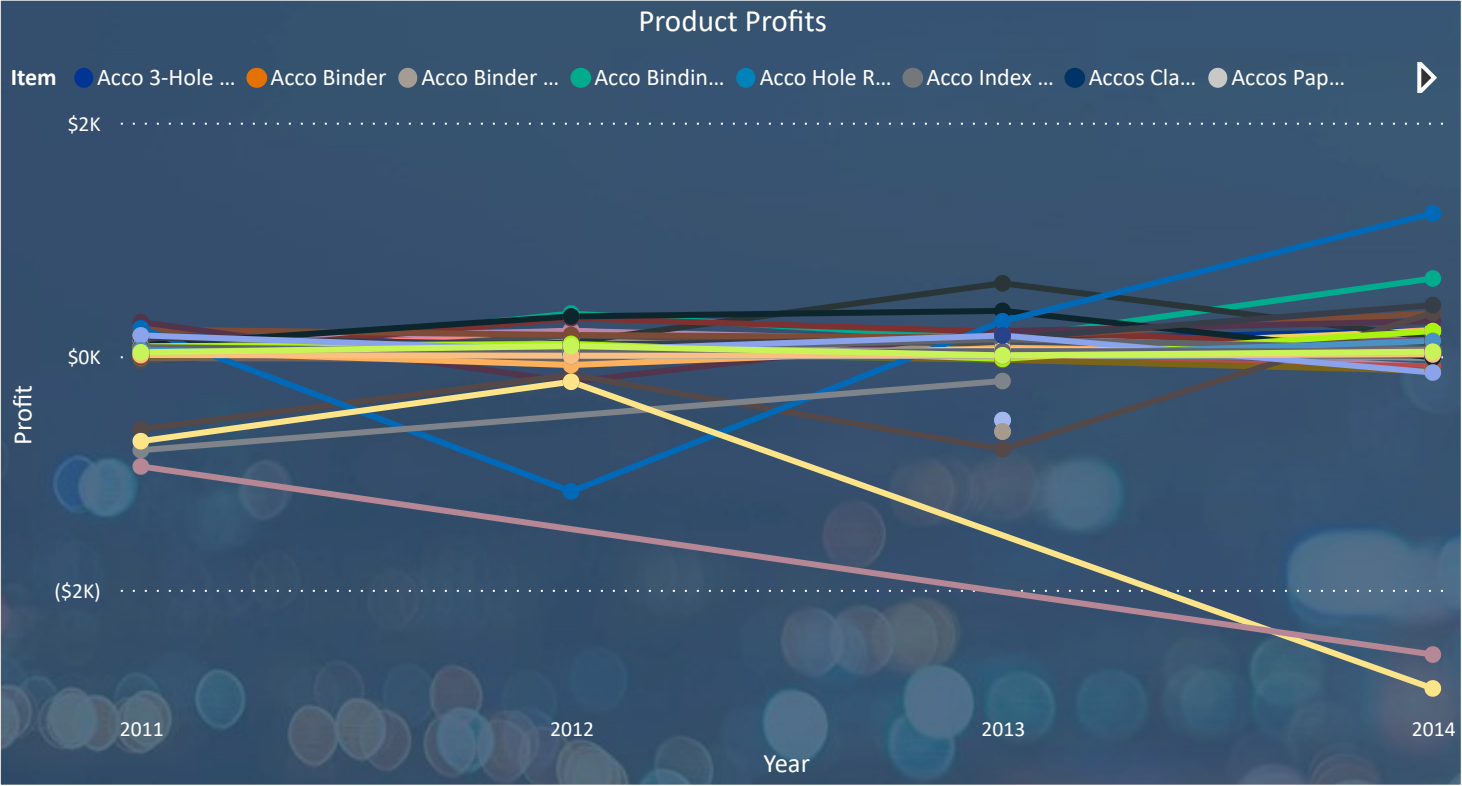
\$3.00

\$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 Name

All

Customer Name

All

Sales

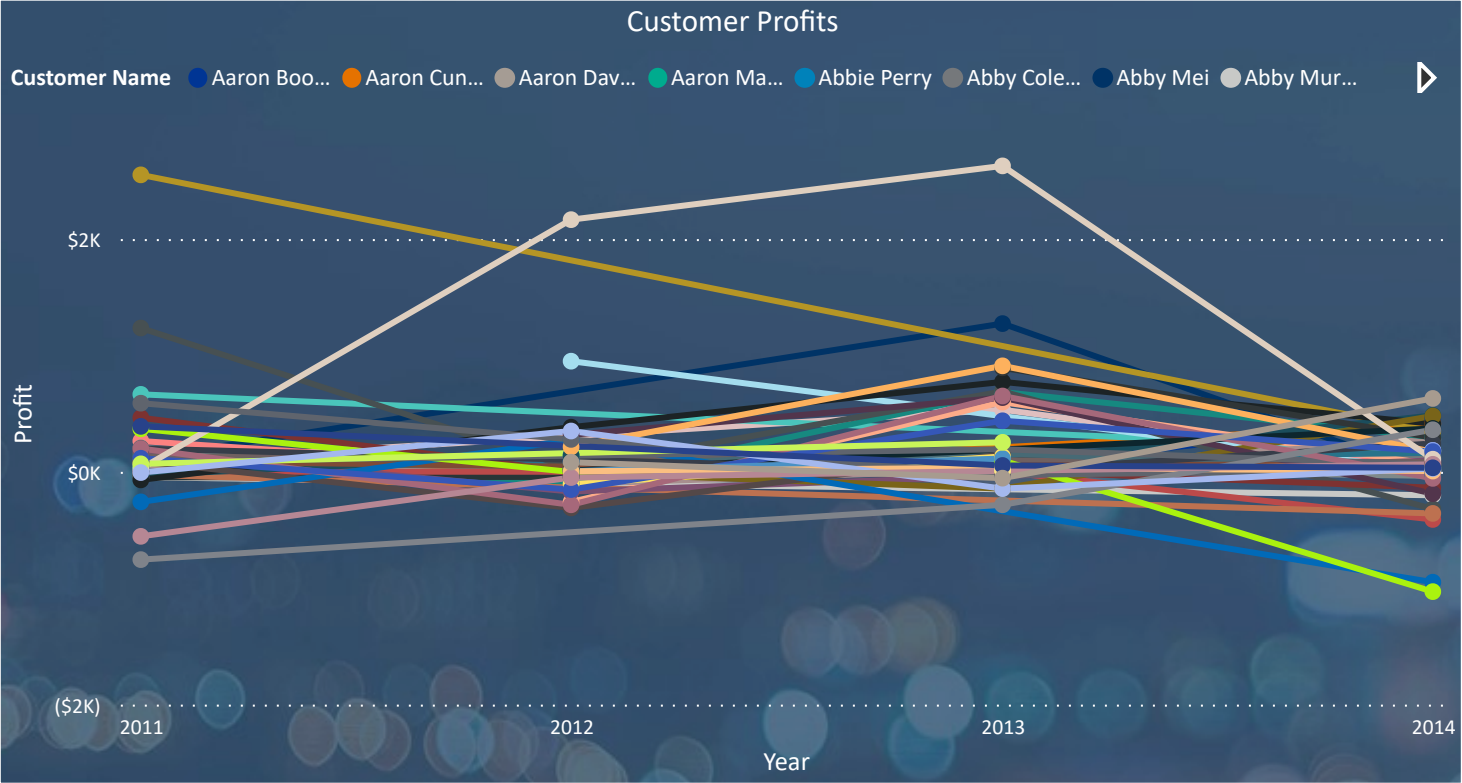
\$3.00

\$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 Benson	5	35	\$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

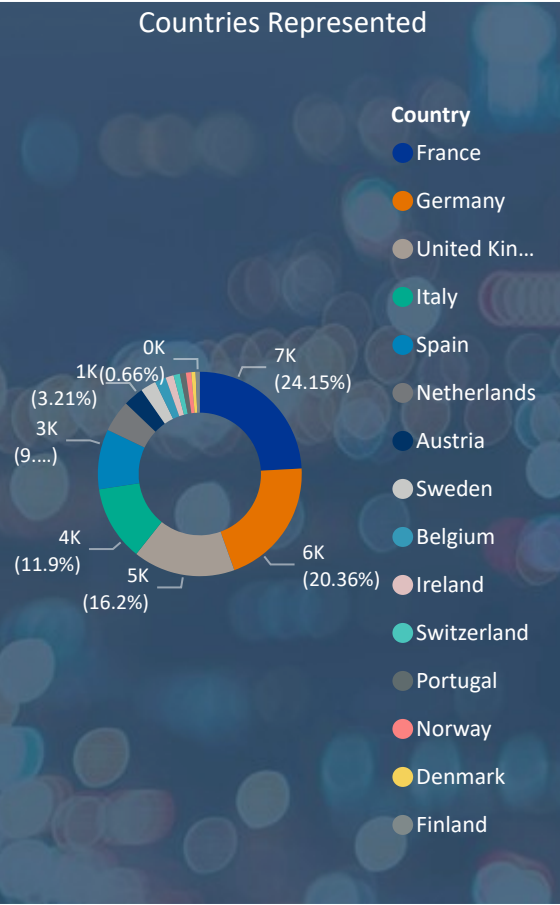
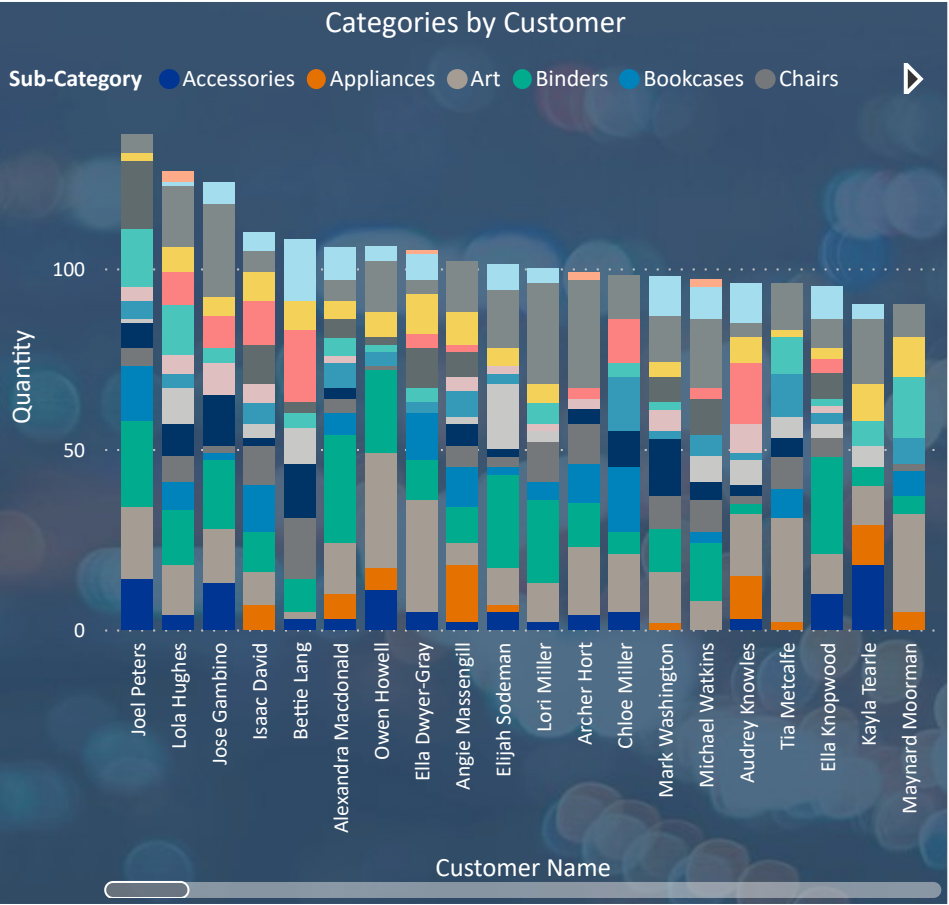
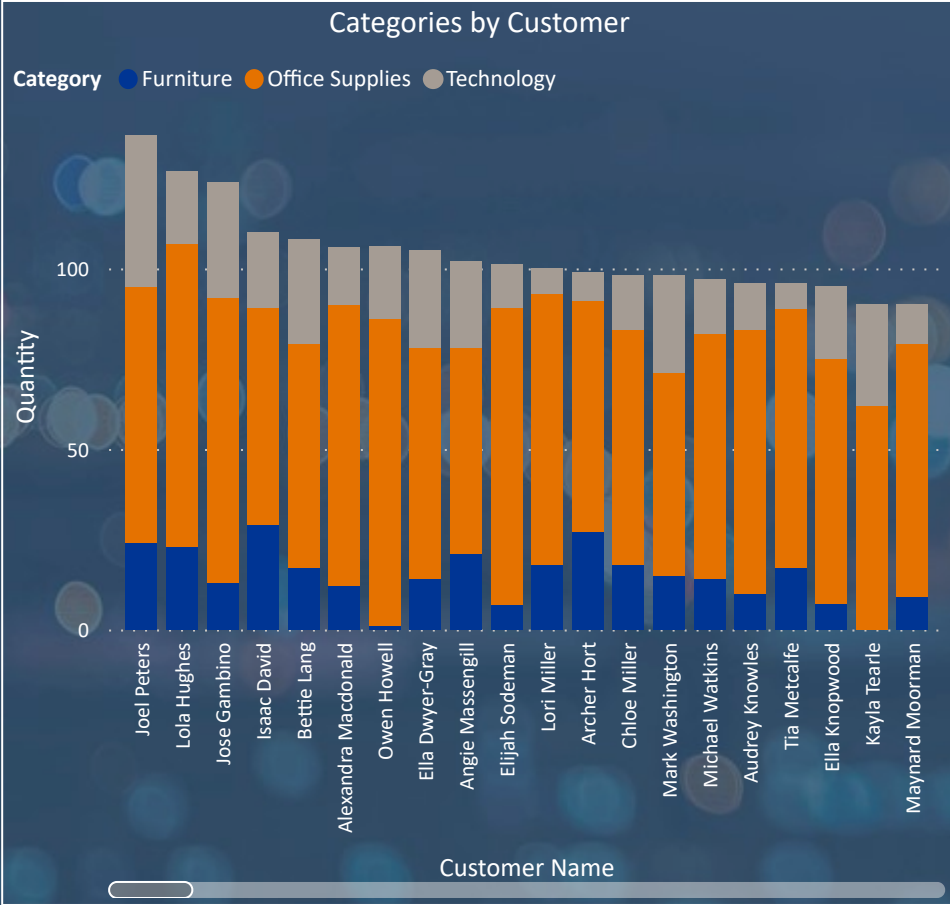
All

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 6460

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	5683	\$4,372.00	(\$1,311.00)	\$8,744.00	\$3,061.00	4,372.00
	0.60	1	5	1495	\$920.00	(\$575.00)	\$2,300.00	\$805.00	1,380.00
	0.10	5	13	3890	\$5,385.00	\$1,495.00	\$5,983.33	\$2,093.33	598.33
	0.00	1	7	2094	\$3,221.00	\$1,127.00	\$3,221.00	\$1,127.00	0.00
	Total	10	44	13162	\$13,898.00	\$736.00	\$20,248.33	\$7,086.33	6,350.33
Barricks Conference Table, Adjustable Height	0.70	1	5	3228	\$1,364.00	(\$1,864.00)	\$4,546.67	\$1,318.67	3,182.67
	0.35	1	4	2582	\$2,364.00	(\$218.00)	\$3,636.92	\$1,054.92	1,272.92
	Total	2	9	5810	\$3,728.00	(\$2,082.00)	\$8,183.59	\$2,373.59	4,455.59
Lesro Conference Table, Adjustable Height	0.35	3	10	4558	\$5,589.00	\$1,031.00	\$8,598.46	\$4,040.46	3,009.46
	0.70	1	2	912	\$516.00	(\$396.00)	\$1,720.00	\$808.00	1,204.00
	Total	4	12	5470	\$6,105.00	\$635.00	\$10,318.46	\$4,848.46	4,213.46
Cisco Smart Phone, Cordless	0.65	1	8	3127	\$1,824.00	(\$1,303.00)	\$5,211.43	\$2,084.43	3,387.43
	0.10	1	9	3518	\$5,277.00	\$1,759.00	\$5,863.33	\$2,345.33	586.33
	0.15	1	2	782	\$1,108.00	\$326.00	\$1,303.53	\$521.53	195.53
	0.00	3	10	3908	\$6,514.00	\$2,606.00	\$6,514.00	\$2,606.00	0.00
	Total	6	29	11335	\$14,723.00	\$3,388.00	\$18,892.29	\$7,557.29	4,169.29
Nokia Smart Phone, Full Size	0.40	2	9	3673	\$3,436.00	(\$237.00)	\$5,726.67	\$2,053.67	2,290.67
	0.15	4	11	4603	\$5,950.00	\$1,347.00	\$7,000.00	\$2,397.00	1,050.00
	0.10	1	6	3404	\$3,442.00	\$38.00	\$3,824.44	\$420.44	382.44
	0.00	8	28	11382	\$17,817.00	\$6,435.00	\$17,817.00	\$6,435.00	0.00
	Total	15	54	23062	\$30,645.00	\$7,583.00	\$34,368.11	\$11,306.11	3,723.11
Hoover Stove, White	0.50	1	12	6460	\$3,400.00	(\$3,060.00)	\$6,800.00	\$340.00	3,400.00
	0.10	1	4	2153	\$2,040.00	(\$113.00)	\$2,266.67	\$113.67	226.67
	0.00	2	4	2154	\$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

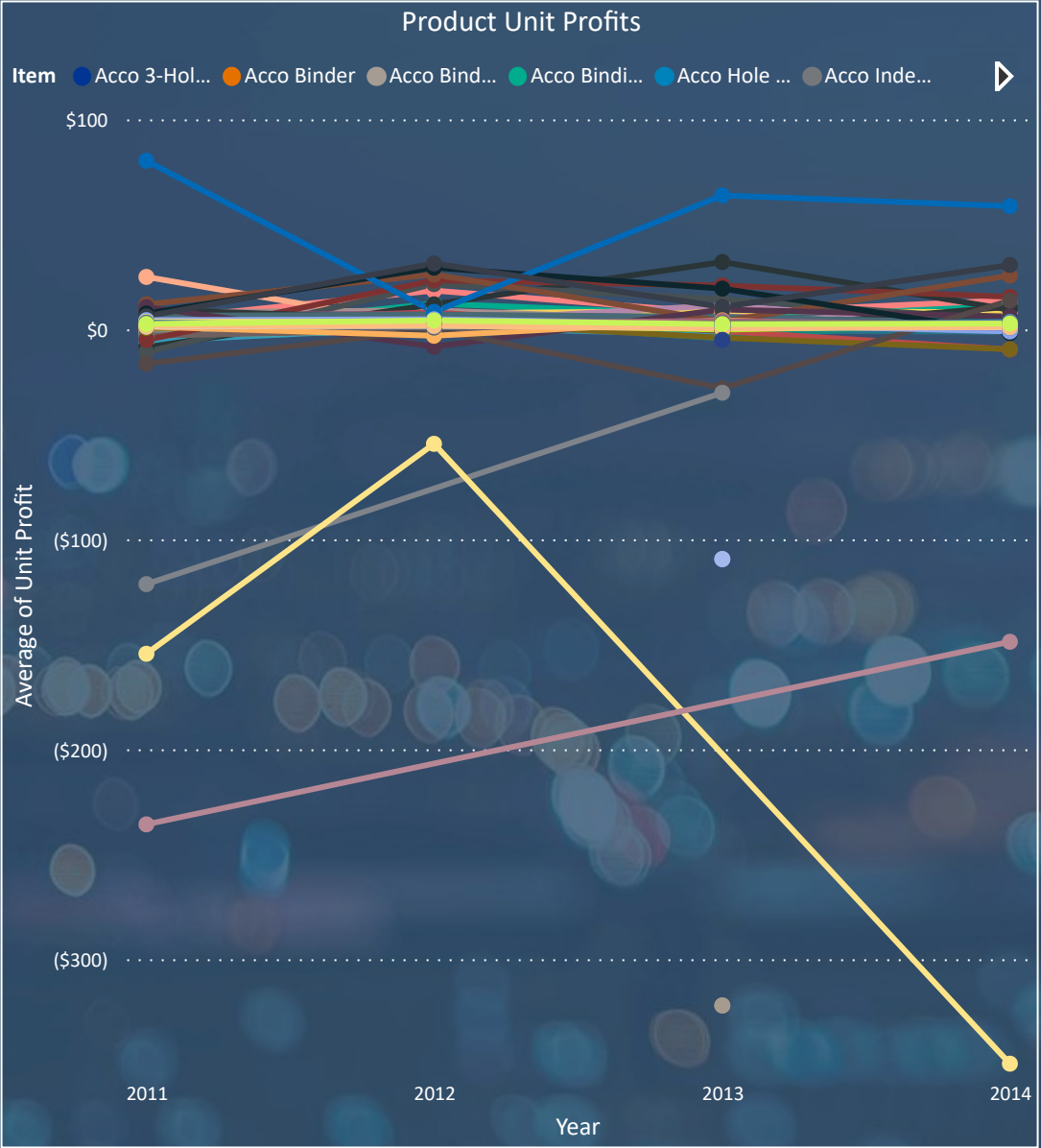
12/31/2014

Item

All

Descriptor

All



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