

elliott davis

Power BI Demo Dashboard

Fall 2021

\$4.89K

Buy Price

\$12.18K

Selling Price

\$7.29K

Profit

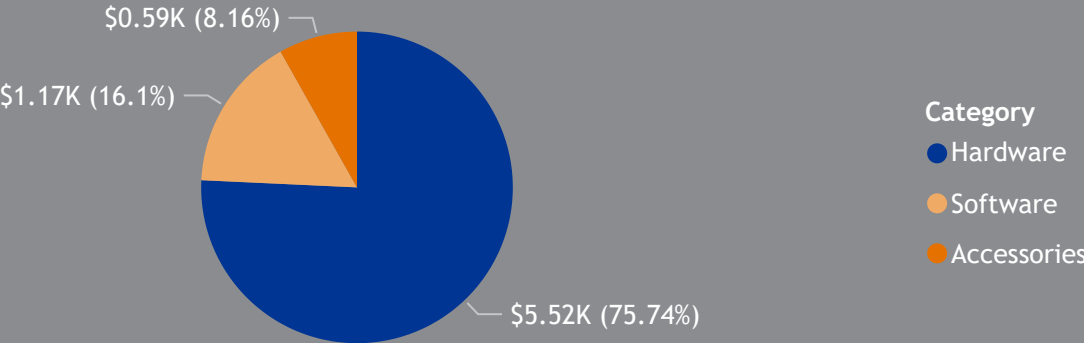
Search by Product Name or select specific Products/Categories within the charts to analyze at an individual level.

Name

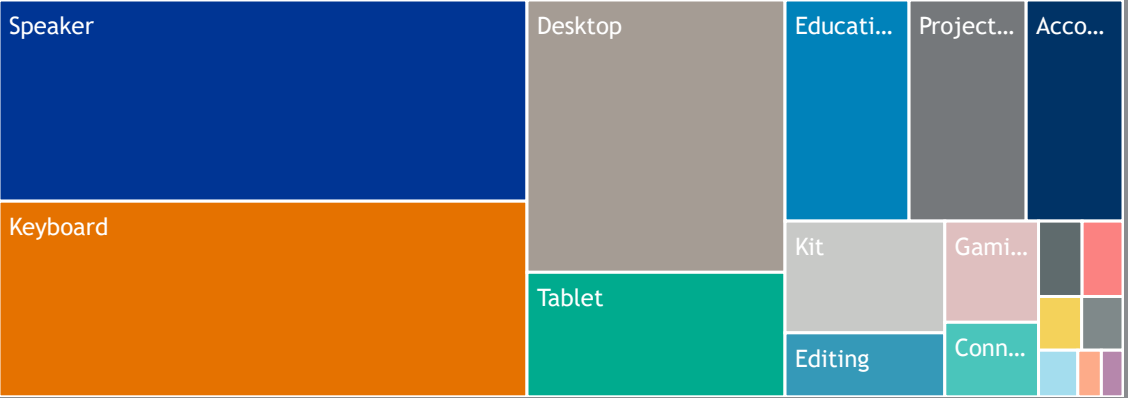
Search



Profit Price by Category

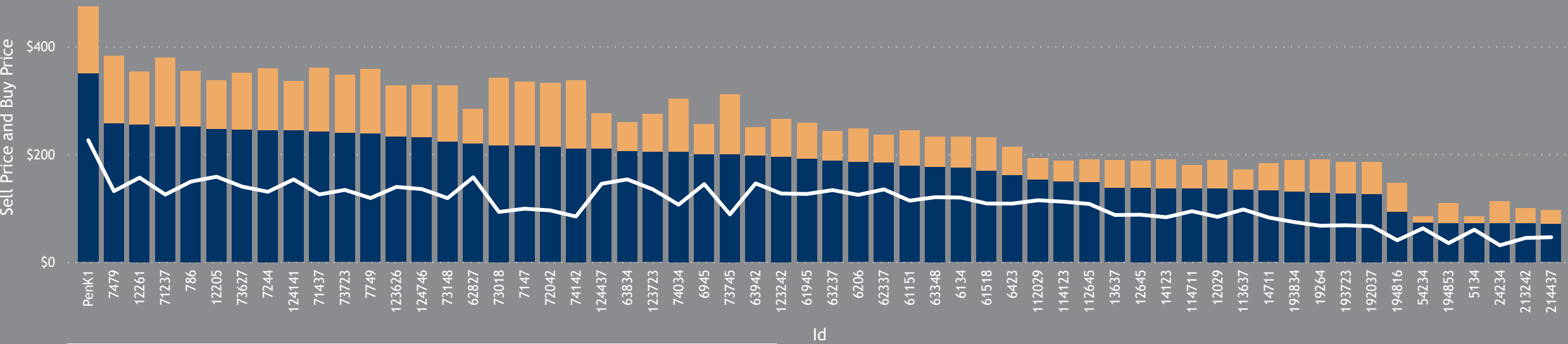


Profit Price by SubCategory



Selling, Buying, and Profit Prices by Item

● Sell Price ● Buy Price ● Profit Price



59.30%
Average Growth Rate

76.26%
Growth Rate 2PY to 1PY

54.31%
Growth Rate 3PY to...

47.33%
Growth Rate 4PY to 3PY

Name

All

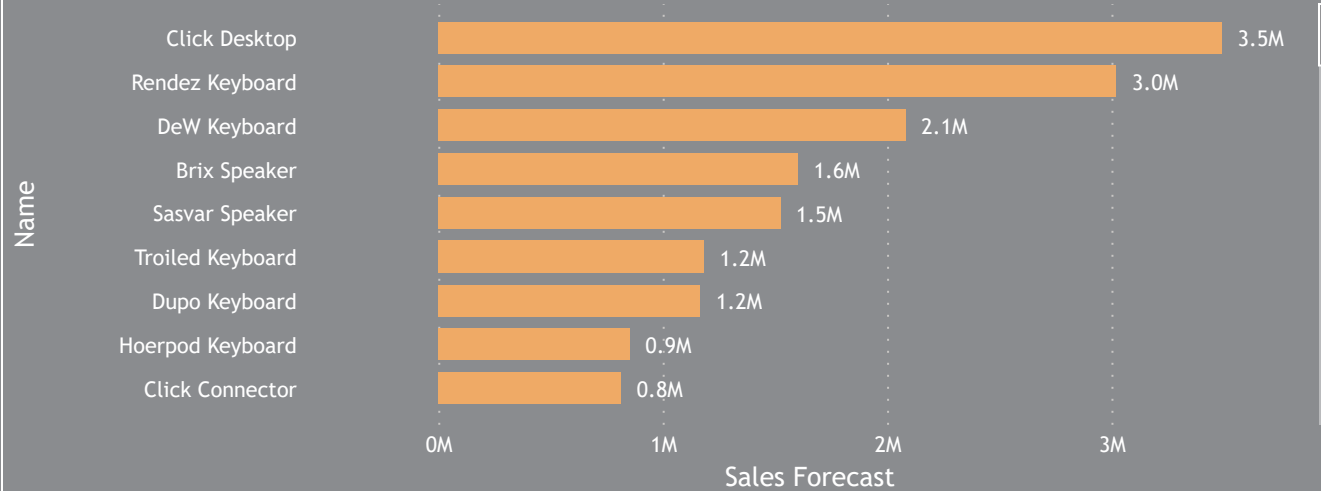
Quarter

1	3
2	4

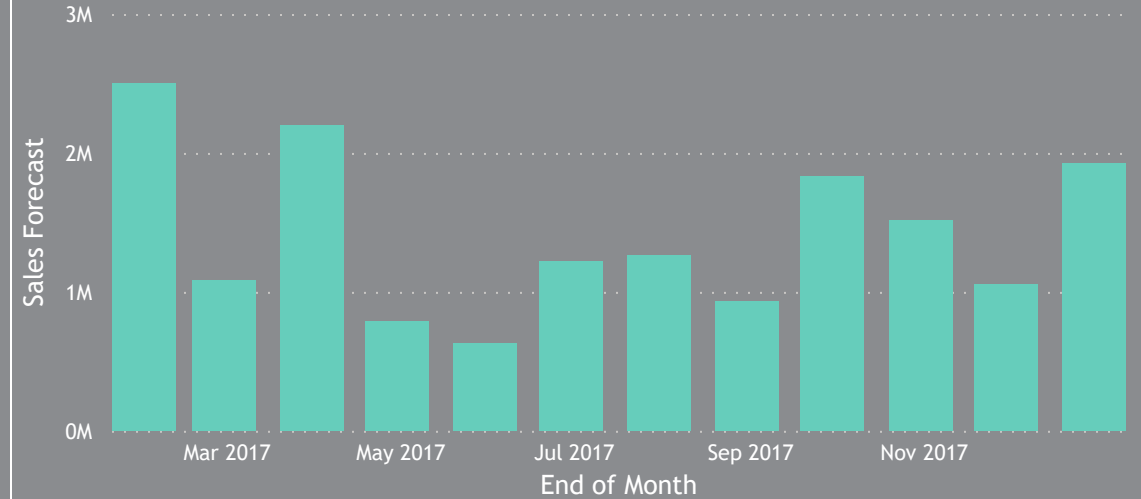
End of Month

1/31/2017 12/31/2017

Sales Forecast By Product



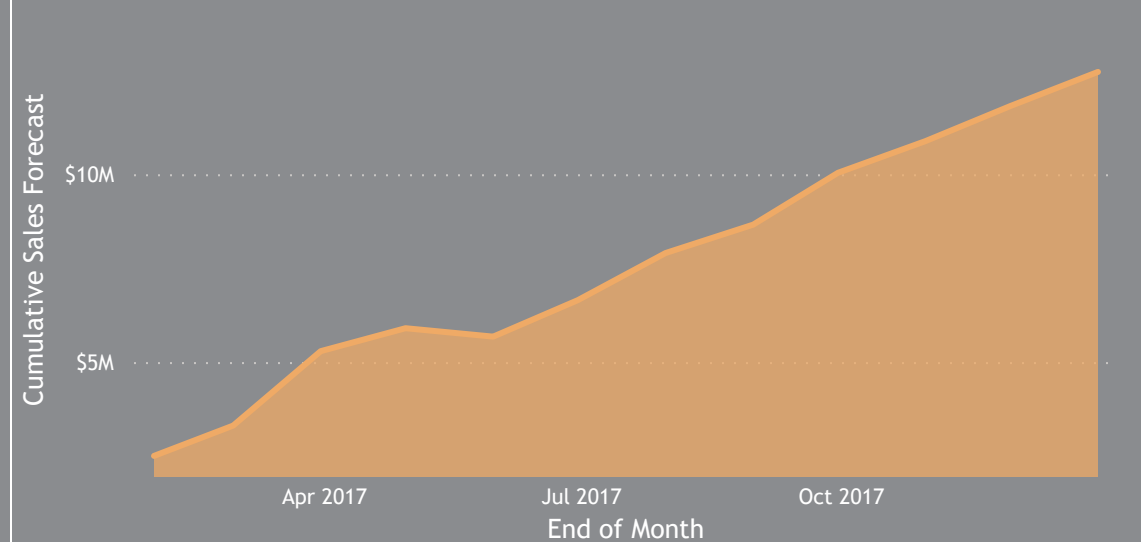
Sales Forecast by Month



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
10/31/201	3,789,536.04	3,670,730.74	1,643,593.03	1,081,169.02	1,515,806.37
Total	39,289,184.00	22,289,908.71	14,444,518.85	9,804,117.80	12,724,643.68

Cumulative Forecast by Month



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

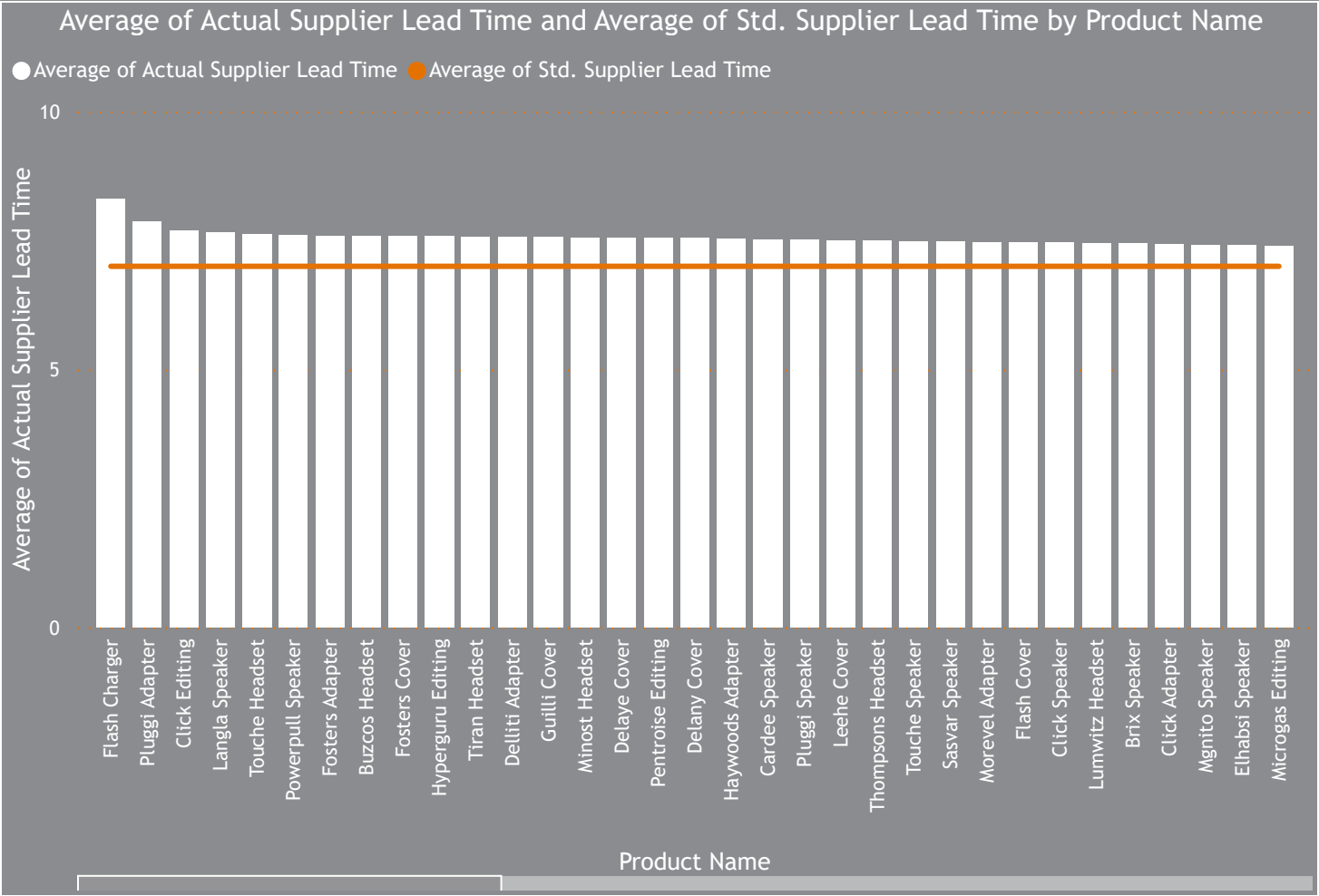
Computer & Co

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
Delaye 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
Elhabsi Speaker	3	12	7.41	7
Total	0	14	5.76	476

72.78%

Growth Rate 4PY to...

69.00%

Growth Rate 3PY to 2PY

63.57%

Growth Rate 2Py to...

68.45%

Average Growth Rate

Id

All

Quarter

1

3

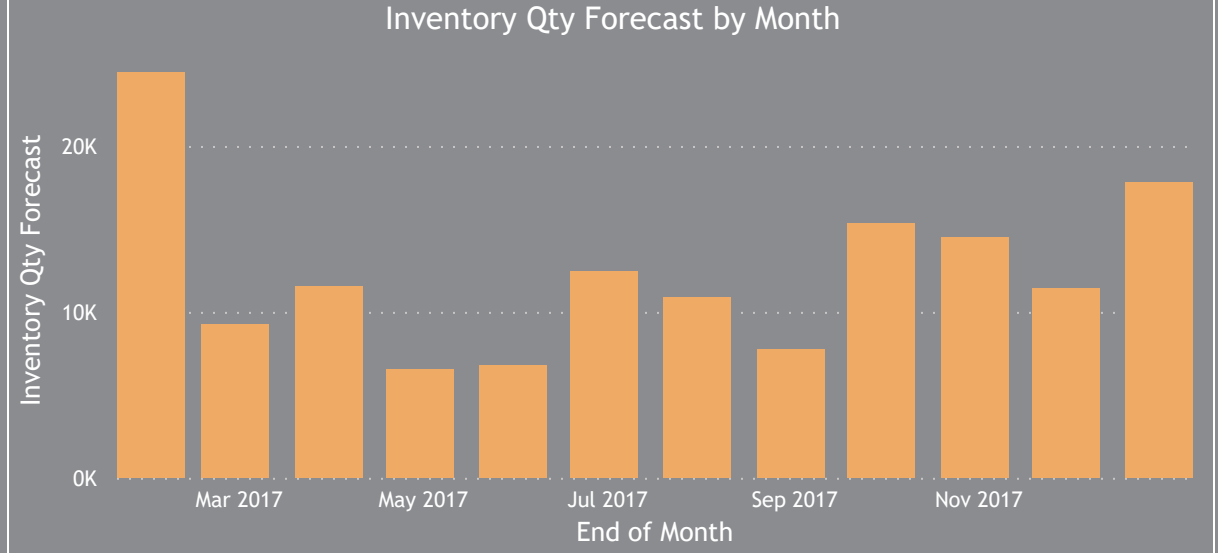
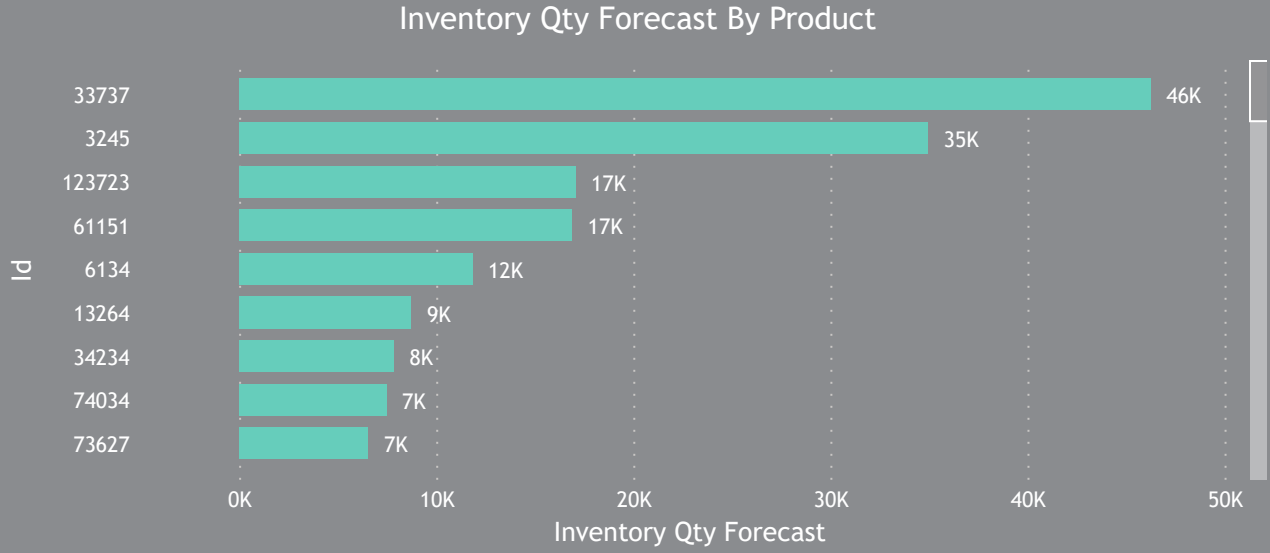
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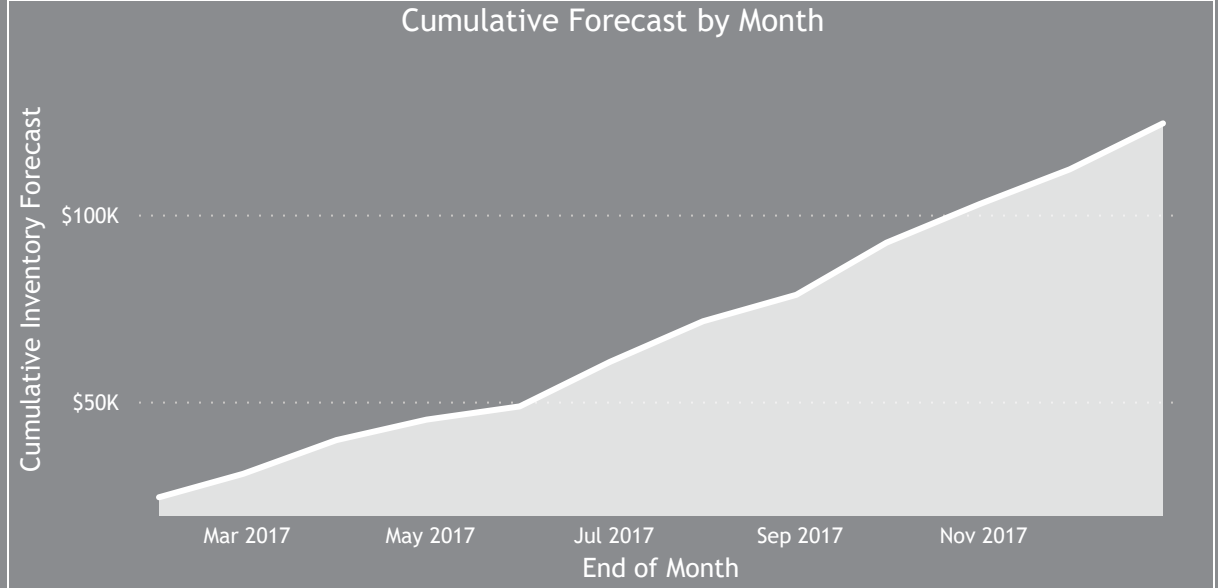
End of Month

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
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	Eger Cover	\$30,618.8801
Computer & Co	Elhabsi Speaker	\$216,067.4306
Total		\$64,738,649.5267

Year

All

\$64.74M

Total Purchase Amt.

Supplier

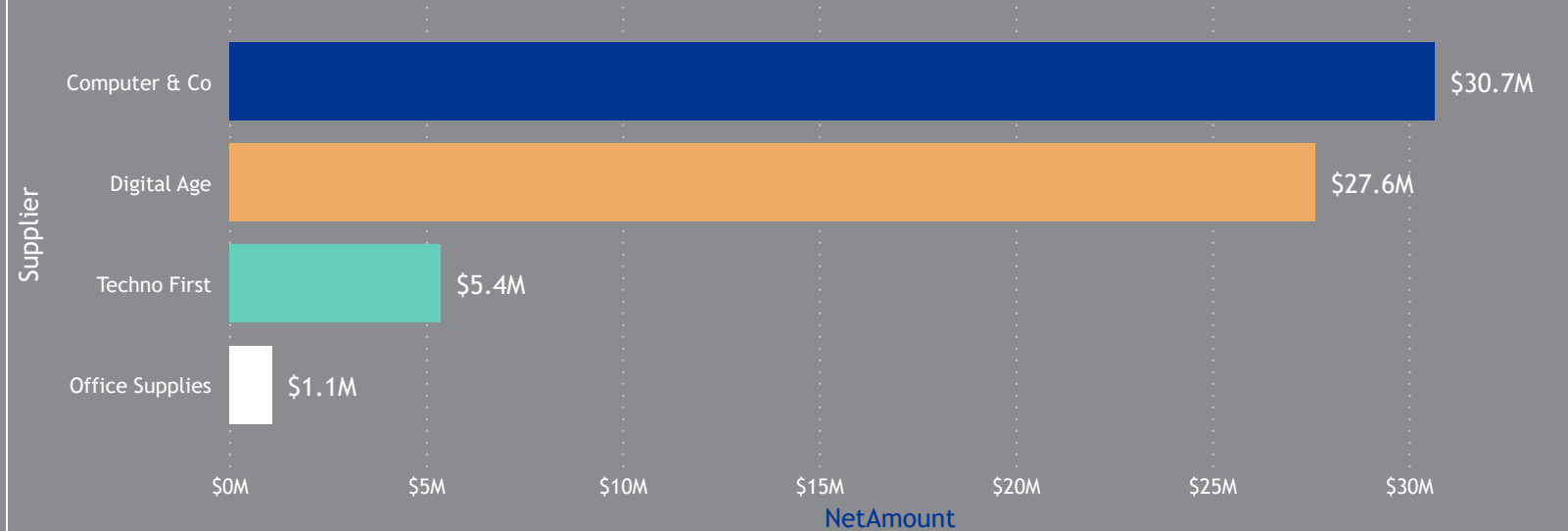
Computer & Co

Digital Age

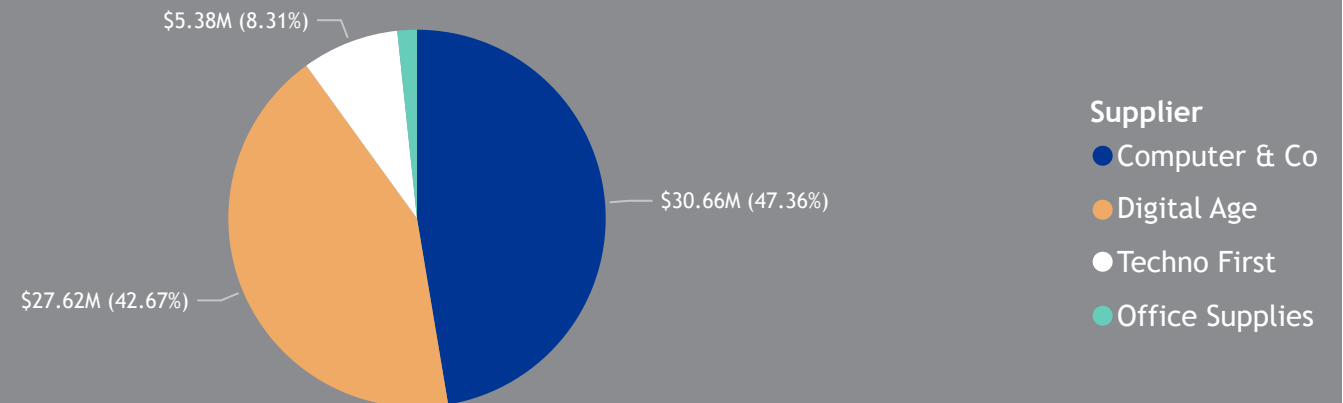
Office Supplies

Techno First

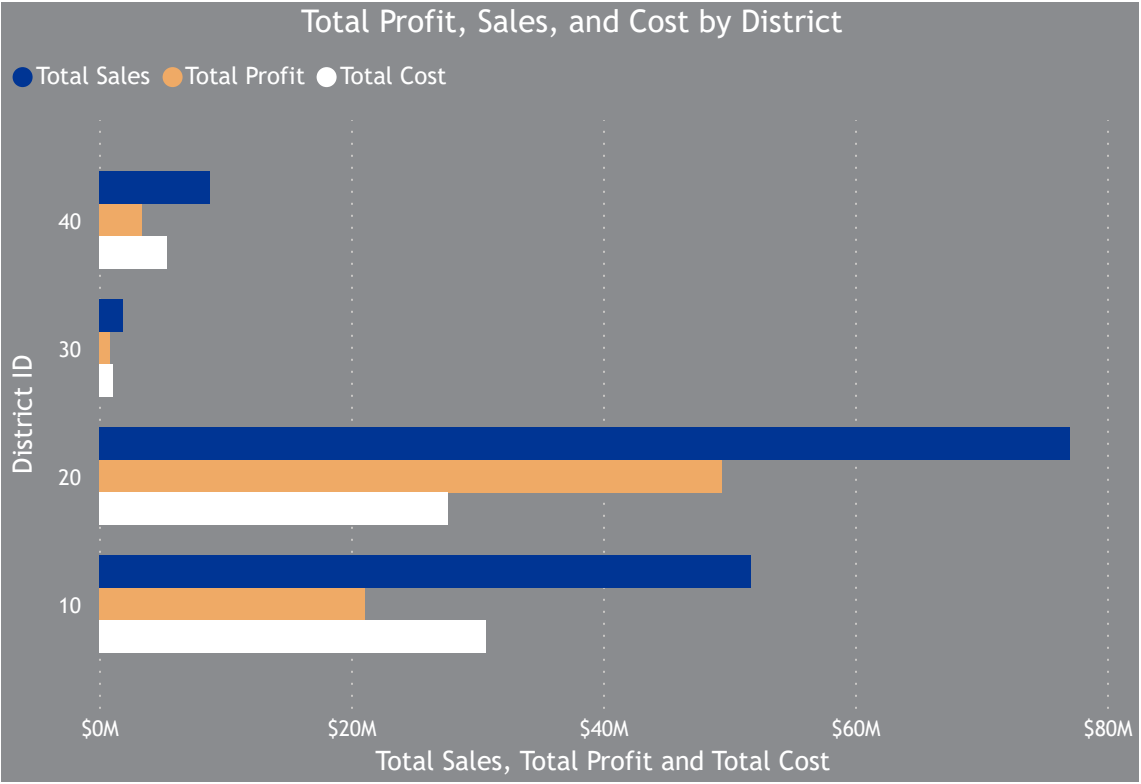
Total Purchase Amount by Supplier



Supplier Allocation by Total Purchases



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

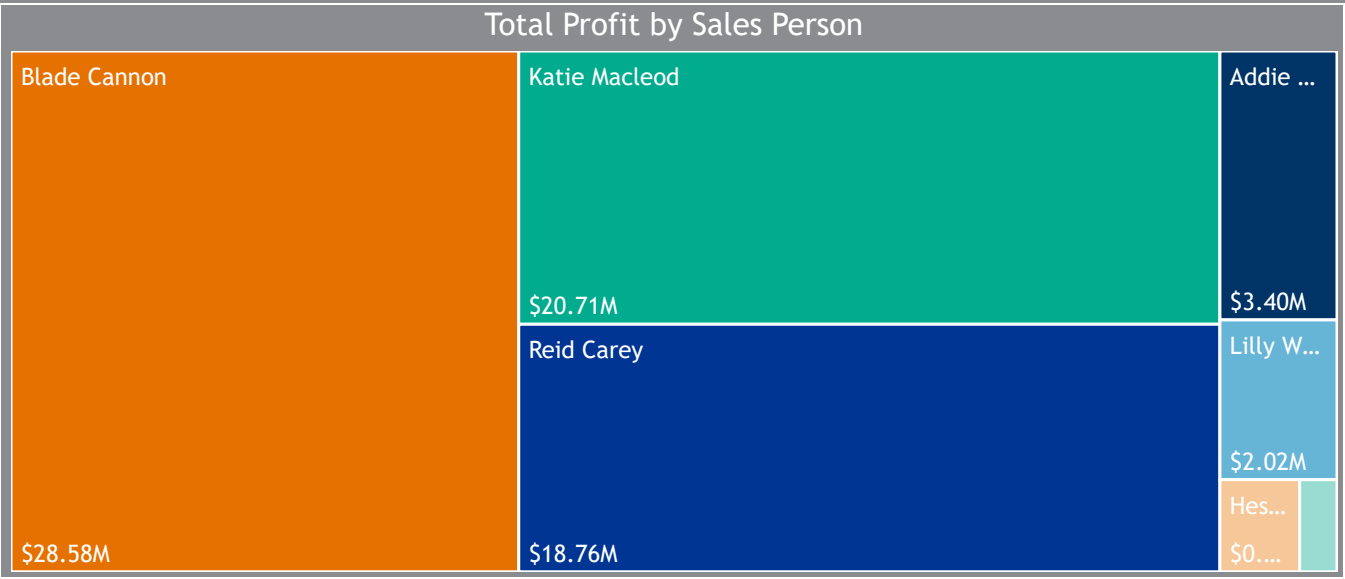
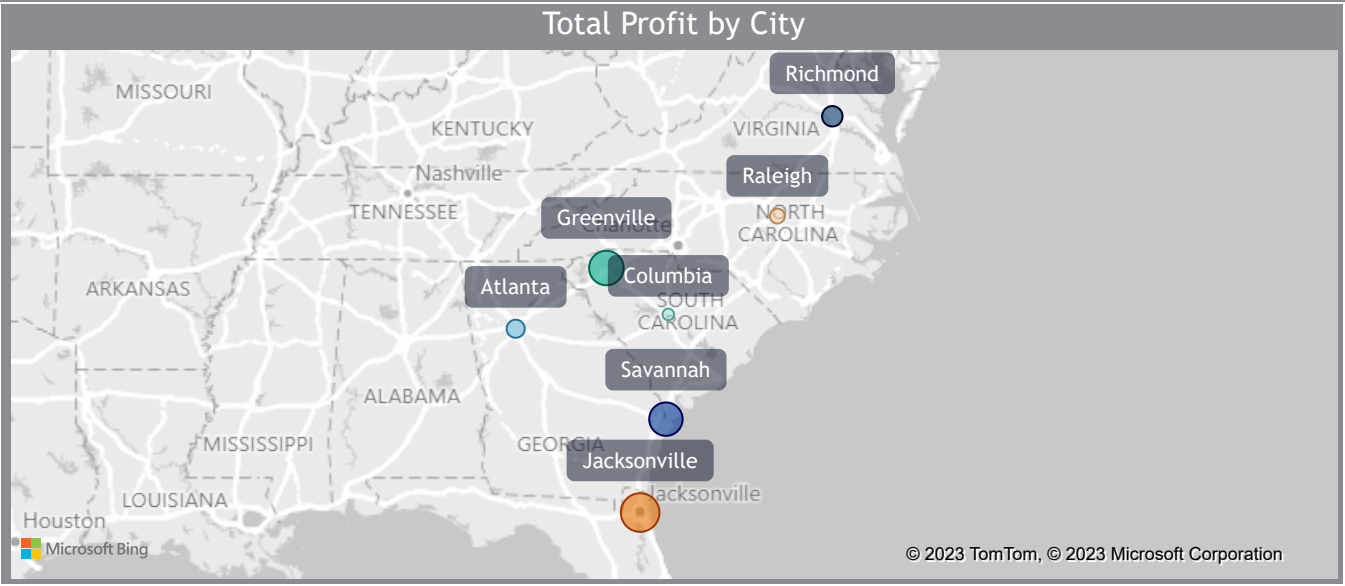
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40

End of Month

1/31/2013

12/31/2017



45

Number of Stores

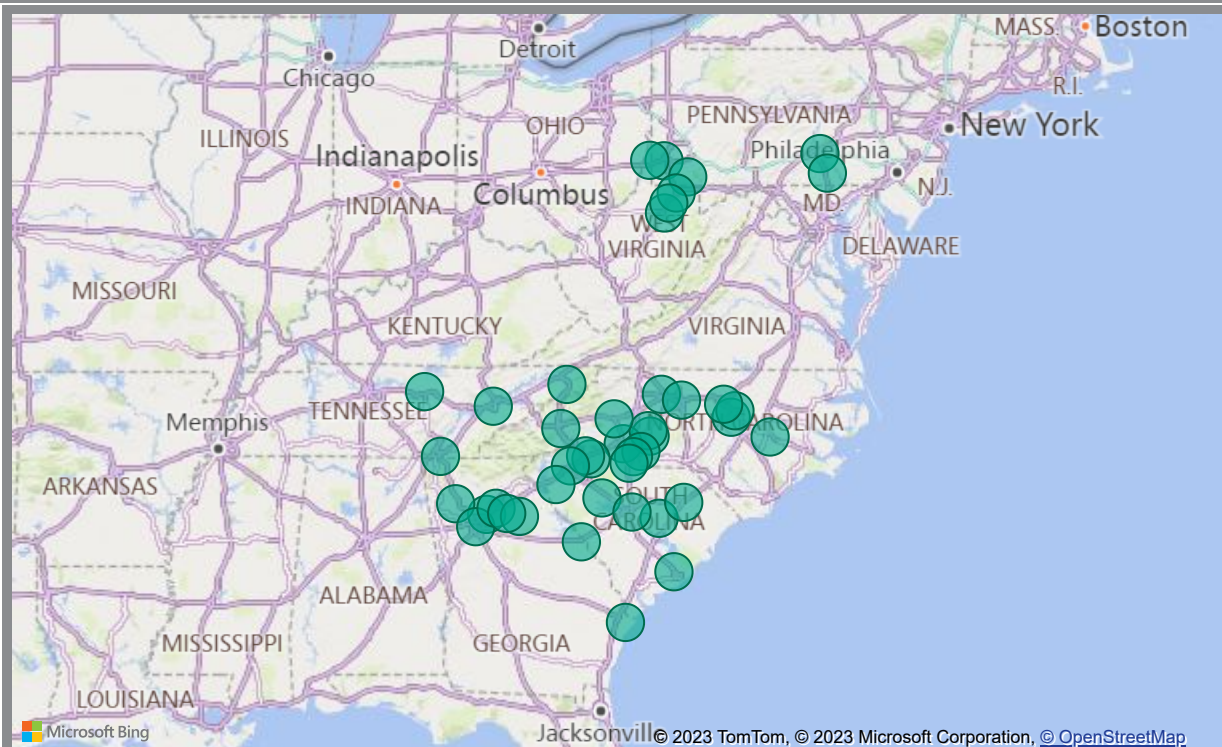
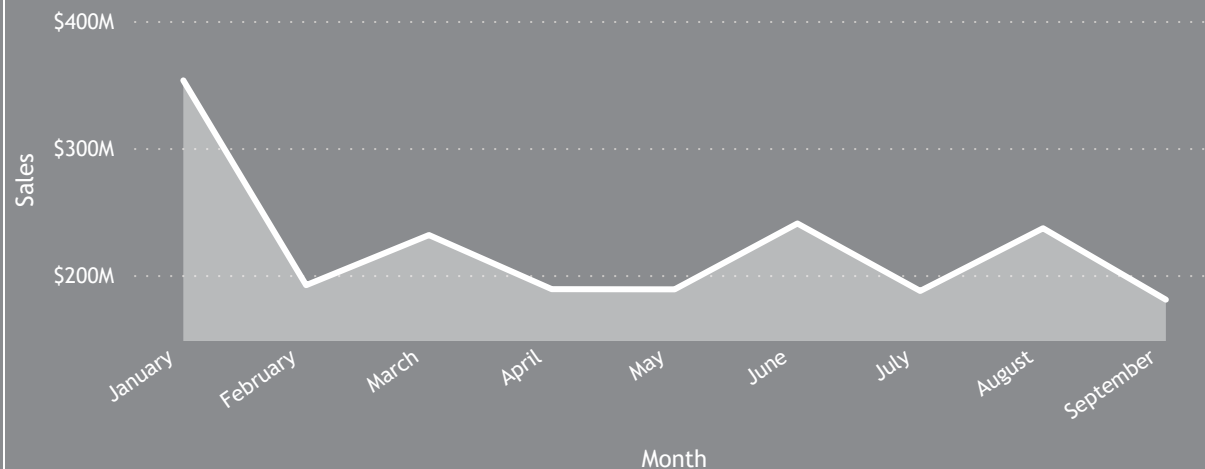
\$2.00bn

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
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
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
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
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
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
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
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
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
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
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
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
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
13	30	Beckley	\$15,300,502.71	\$8,141,310.40	\$9,835,175.47	\$8,255,063.39	\$8,252,008.64	\$10,502,135.11	\$8,155,251

Store Type

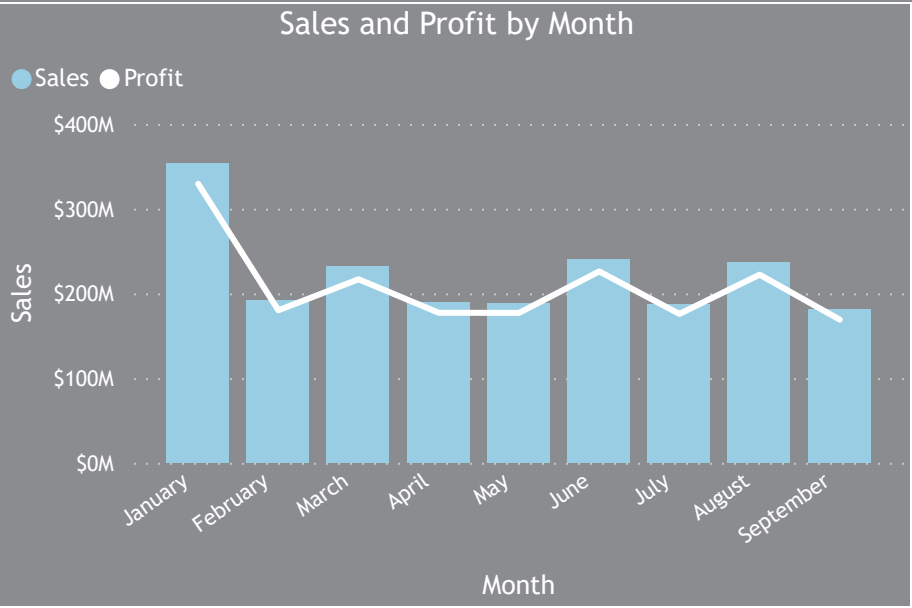
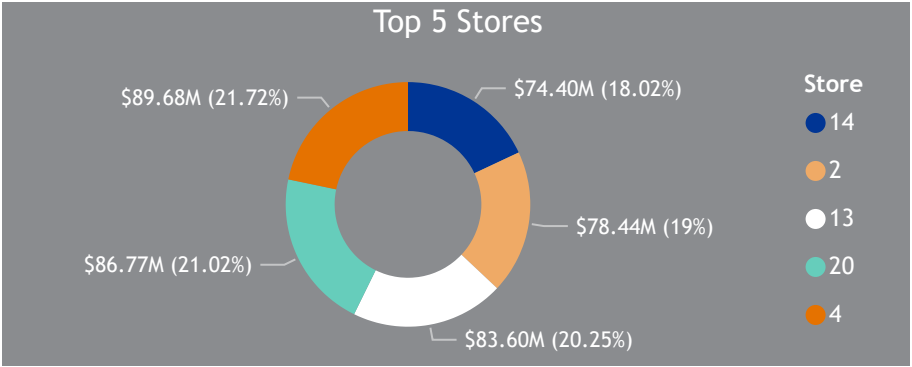
All

Store

All

Date

1/5/20129/28/2012



Store	District ID	Type	Size	Name	City	State	New Store?	Sales	Co
1	10	A	151315	Stand-alone	Weirton	WV	No	\$68,202,058.02	\$3,08
2	10	A	202307	Stand-alone	Charlotte	NC	Yes	\$81,496,695.37	\$3,05
3	10	B	37392	Department	Greenville	SC	No	\$18,024,439.50	\$2,73
4	10	A	205863	Stand-alone	Boiling Springs	SC	Yes	\$92,771,189.24	\$3,09
5	10	B	34875	Department	Spartanburg	SC	No	\$14,168,838.13	\$2,68
6	20	A	202505	Stand-alone	Fort Mill	SC	Yes	\$66,315,047.00	\$3,10
7	20	B	70713	Department	Rock Hill	SC	No	\$25,367,556.47	\$2,89
8	20	A	155078	Stand-alone	Raleigh	NC	No	\$39,233,920.13	\$2,89
9	20	B	125833	Department	Uniontown	PA	No	\$23,974,029.58	\$2,64
10	20	B	126512	Department	Harrisburg	PA	Yes	\$78,228,616.94	\$3,04
11	30	A	207499	Stand-alone	Washington	PA	No	\$58,184,065.68	\$3,05
12	30	B	112238	Department	Concord	NC	No	\$43,334,845.72	\$2,90
13	30	A	219622	Stand-alone	Beckley	WV	Yes	\$86,707,455.02	\$3,10
14	30	A	200898	Stand-alone	Greensboro	NC	Yes	\$77,441,398.26	\$3,04
15	30	B	123737	Department	Cary	NC	No	\$24,827,530.71	\$2,97
16	40	B	57197	Department	Asheville	NC	No	\$22,102,425.32	\$3,00
17	40	B	93188	Department	Durham	NC	Yes	\$40,285,378.63	\$3,05
18	40	B	120653	Department	Anderson	SC	Yes	\$44,918,576.80	\$2,98
19	40	A	203819	Stand-alone	Newberry	SC	No	\$59,212,433.28	\$3,00
20	40	A	203742	Stand-alone	Atlanta	GA	No	\$89,827,709.38	\$3,05
21	50	B	140167	Department	Winder	GA	Yes	\$30,251,886.71	\$2,92
22	50	B	119557	Department	Duluth	GA	No	\$42,655,656.23	\$2,87
23	50	B	114533	Department	Winston-Salem	NC	No	\$58,767,978.75	\$3,00
24	50	A	203819	Stand-alone	Athens	GA	No	\$57,186,396.17	\$3,08
25	50	B	128107	Department	Augusta	GA	Yes	\$29,490,505.71	\$2,95
26	60	A	152513	Stand-alone	Johnson City	TN	No	\$42,976,444.29	\$2,96
27	60	A	204184	Stand-alone	Savannah	GA	No	\$71,920,056.12	\$3,01
28	60	A	206302	Stand-alone	Knoxville	TN	Yes	\$55,328,907.07	\$2,99
29	60	B	93638	Department	Columbia	SC	No	\$22,244,381.62	\$2,86
30	60	C	42988	Outlet	Gastonia	NC	Yes	\$18,795,650.08	\$2,14
31	70	A	203750	Stand-alone	Chattanooga	TN	No	\$59,884,407.22	\$3,04
Total			5862942					\$2,000,132,859.35	\$127,014

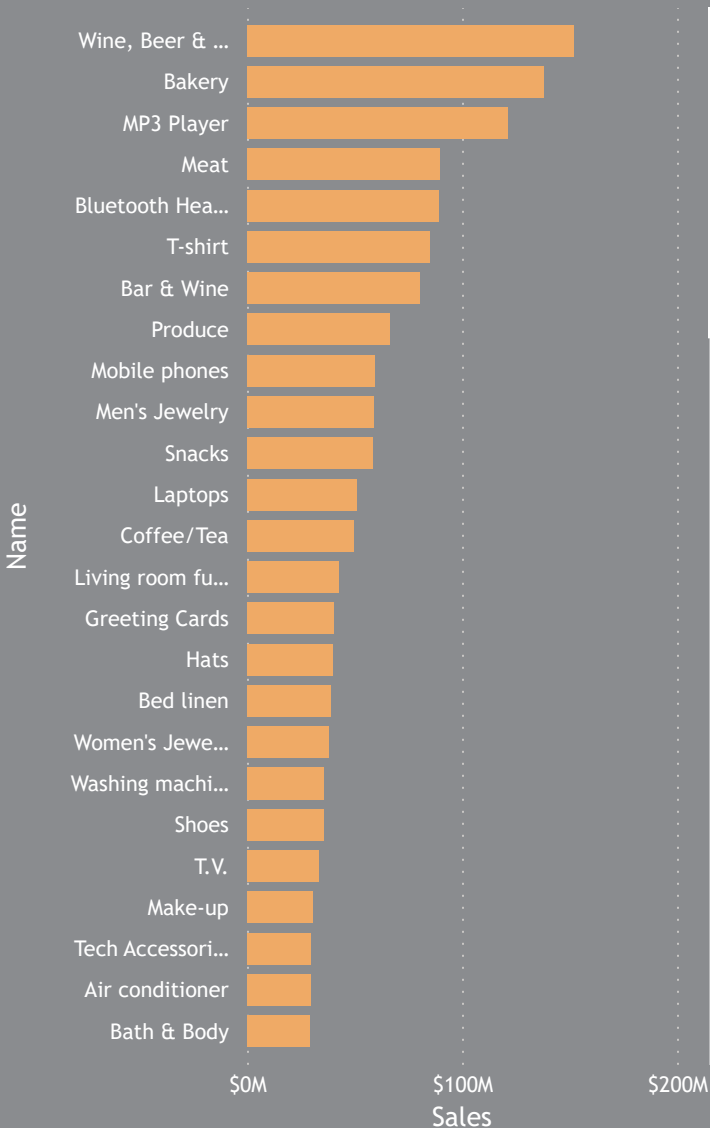
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Number of Products

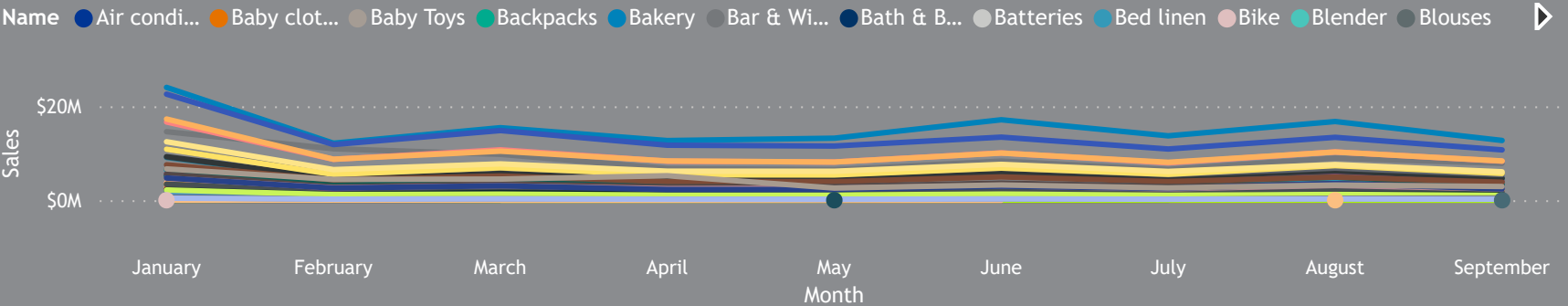
Product Name

All

Sales by Type



Sales by Month and Name



Store	City	Air conditioner	Baby clothes	Baby Toys	Backpacks	Bakery	Bar & Wine
1	Weirton	\$1,159,379.54	\$321,628.07	\$184,885.39	\$477,629.75	\$5,413,130.51	\$1,936,288
2	Charlotte	\$1,247,797.35	\$365,986.60	\$242,947.57	\$709,435.77	\$6,318,619.14	\$2,887,231
3	Greenville	\$417,913.29	\$59,011.23	\$82,040.91	\$699.92	\$800,241.72	\$1,170,455
4	Boiling Springs	\$987,449.94	\$346,561.04	\$292,039.64	\$298,094.78	\$6,857,725.45	\$4,118,653
5	Spartanburg	\$380,704.65	\$51,362.34	\$70,120.99	\$1,752.37	\$887,443.81	\$447,880
6	Fort Mill	\$1,353,897.05	\$336,155.35	\$263,051.83	\$523,257.69	\$3,922,403.67	\$3,229,232
7	Rock Hill	\$688,684.93	\$86,699.02	\$353,227.10	\$1,313.83	\$1,674,802.43	\$1,820,430
8	Raleigh	\$812,982.90	\$164,811.97	\$242,629.21	\$98,150.62	\$2,752,046.59	\$1,473,035
9	Uniontown	\$575,968.70	\$150,677.00	\$145,933.88	\$1,411.33	\$1,465,738.98	\$1,311,729
10	Harrisburg	\$1,408,144.64	\$385,923.53	\$69,265.16	\$889,305.72	\$3,062,793.14	\$5,107,943
11	Washington	\$722,432.33	\$311,552.70	\$124,420.39	\$386,102.38	\$3,389,583.95	\$2,953,488
12	Concord	\$342,378.46	\$178,090.04	\$45,055.73	\$1,397.54	\$1,871,726.71	\$2,334,774
13	Beckley	\$1,079,969.65	\$344,648.37	\$327,282.02	\$399,223.14	\$6,258,754.58	\$3,049,708
14	Greensboro	\$1,144,711.68	\$324,851.96	\$235,759.32	\$519,607.28	\$5,500,164.79	\$3,222,482
15	Cary	\$655,575.37	\$122,712.46	\$174,696.99	\$425,470.59	\$1,161,270.79	\$1,381,532
16	Asheville	\$474,756.99	\$141,529.37	\$330,799.18	\$1,596.74	\$1,339,502.65	\$1,233,987
17	Durham	\$577,113.89	\$160,034.94	\$219,978.27	\$1,441.86	\$2,413,109.59	\$2,214,445
18	Anderson	\$704,492.18	\$181,256.15	\$224,902.73	\$449,533.38	\$2,497,779.38	\$2,047,363
19	Newberry	\$1,286,061.20	\$287,545.51	\$253,867.88	\$246,116.27	\$4,028,721.82	\$2,680,319
20	Atlanta	\$1,243,041.78	\$520,306.71	\$248,913.51	\$943,758.94	\$6,567,224.75	\$3,253,716
21	Winder	\$281,299.66	\$126,813.18	\$65,762.37	\$447,638.83	\$1,793,118.08	\$1,464,274
22	Duluth	\$866,206.79	\$214,831.67	\$221,860.55	\$337.87	\$2,455,554.44	\$2,325,034
23	Winston-Salem	\$1,080,148.09	\$368,768.61	\$410,203.73	\$1,139,690.00	\$2,367,130.28	\$2,803,646

District Manager

All

District ID

All

Store

Select all

1

2

3

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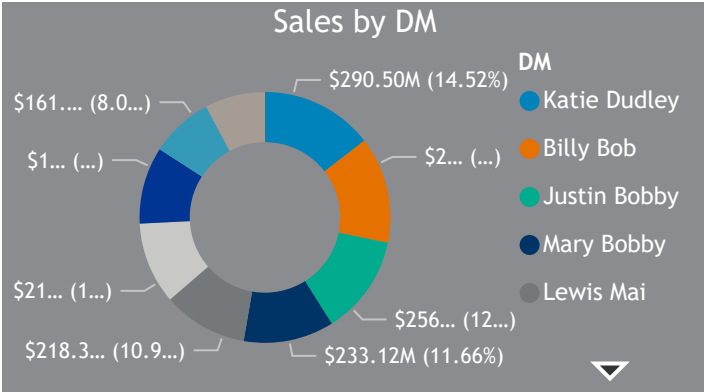
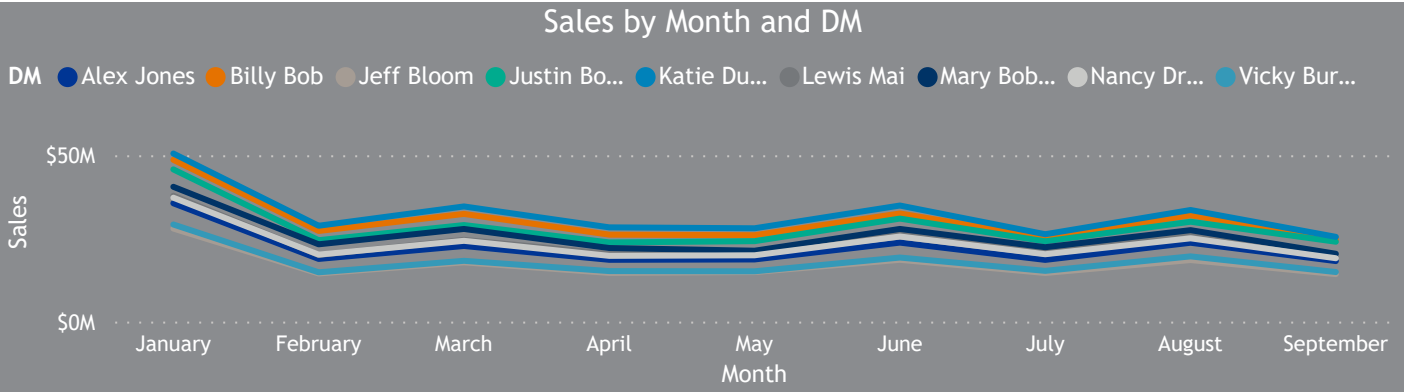
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26

27

28



DM	District ID	Store	January	February	March	April	May	June	July
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	\$5,528,488.3
		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	\$4,668,099.4
		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	\$1,063,064.2
		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	\$3,831,358.8
		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	\$3,460,498.0
		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	\$18,551,508.8
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	\$6,233,946.6
		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	\$7,449,172.8
		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	\$1,649,972.3
		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	\$8,548,929.2
		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	\$1,285,450.5
		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	\$25,167,471.6
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	\$5,480,794.8
		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	\$2,293,471.7
		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	\$2,442,254.2
		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	\$1,352,615.4
		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	\$3,042,463.4
		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	\$14,611,599.7
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	\$2,315,404.0
		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	\$3,859,720.5
		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	\$4,141,082.0
		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	\$5,445,450.1
		20	\$15,970,382.32	\$9,021,364.19	\$10,420,238.57	\$8,381,587.75	\$8,485,819.26	\$10,656,790.31	\$8,374,464.8

Order Date

1/1/2011

12/31/2014

Ship Date

1/5/2011

1/5/2015

Country

All

City

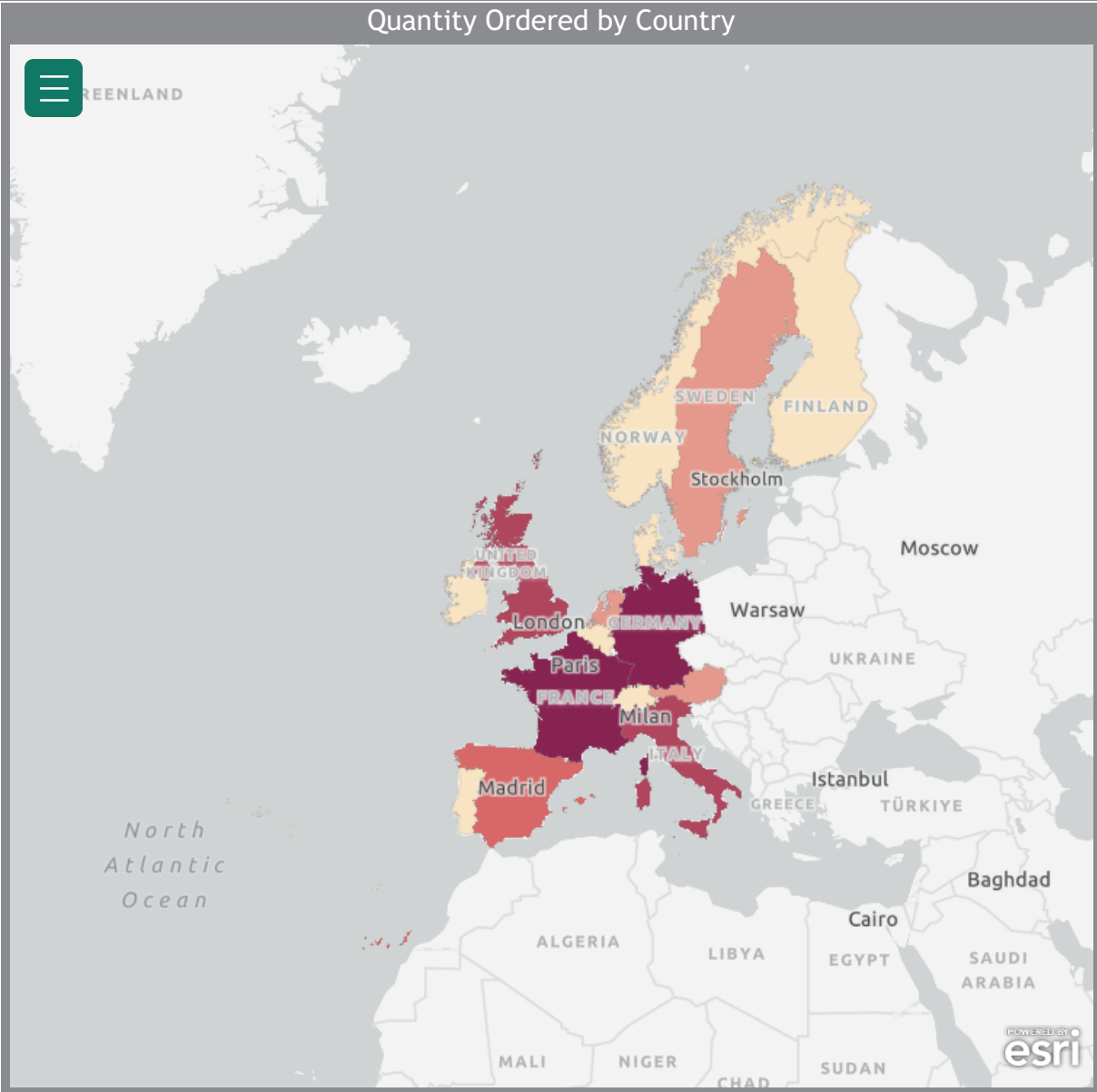
All

State

All

Region

All



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%
Belgium	68	522	\$42,330.00	\$9,812.00	4.18%
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%
Edinburgh	25	175	\$18,816.00	\$5,172.00	4.28%
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 d'Azur	132	940	\$81,524.00	\$11,615.00	6.01%
Bavaria	78	540	\$40,102.00	\$9,490.00	4.28%
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

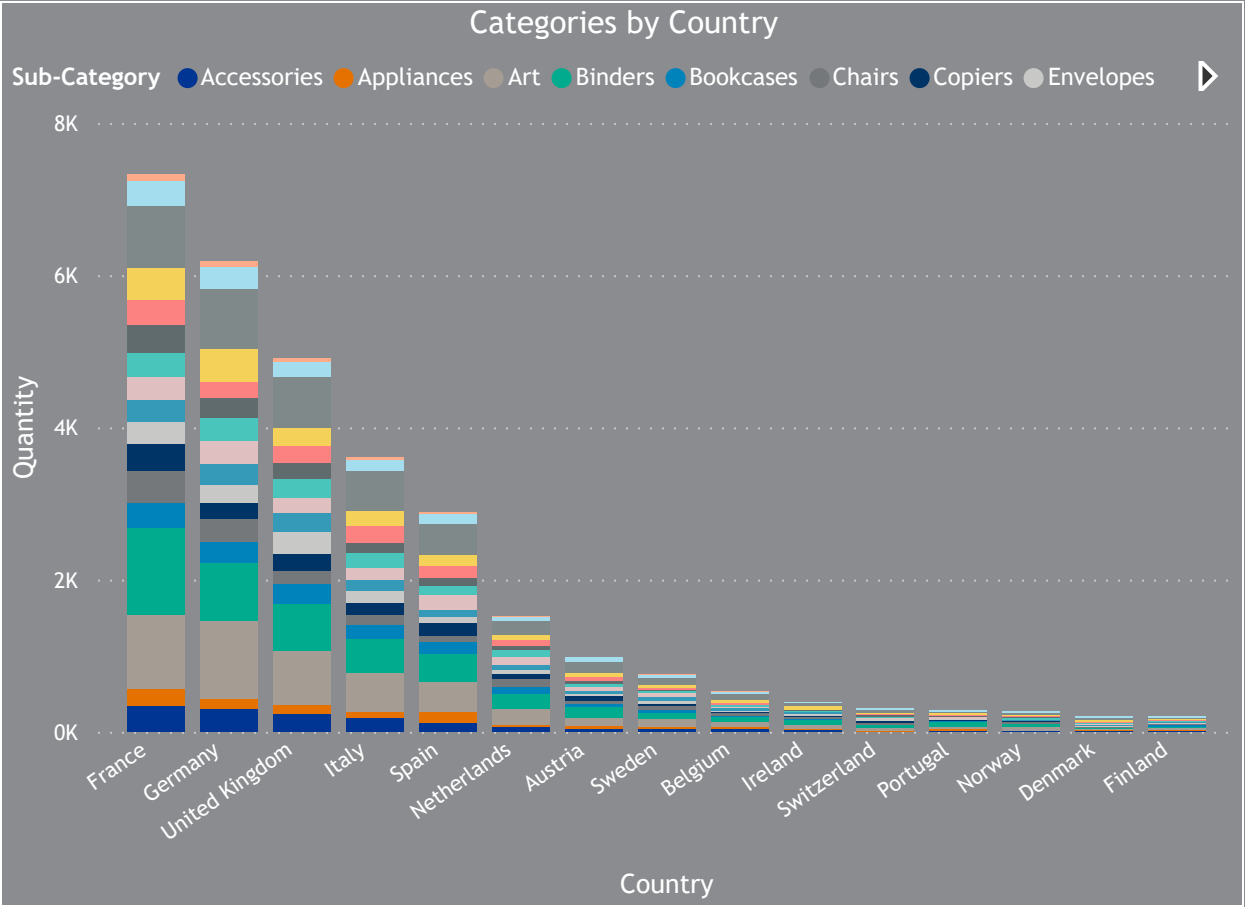
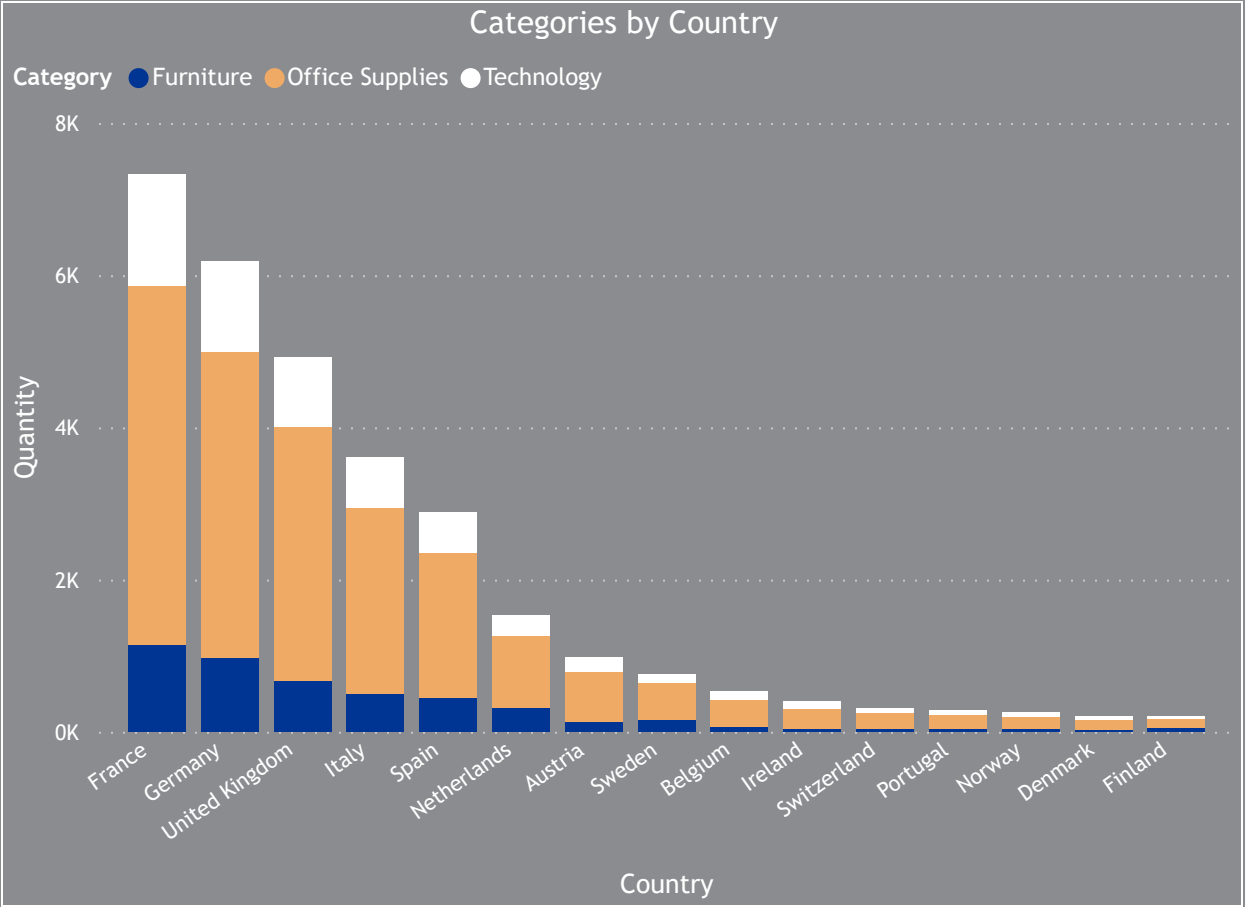
All

Sub-Categ...

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

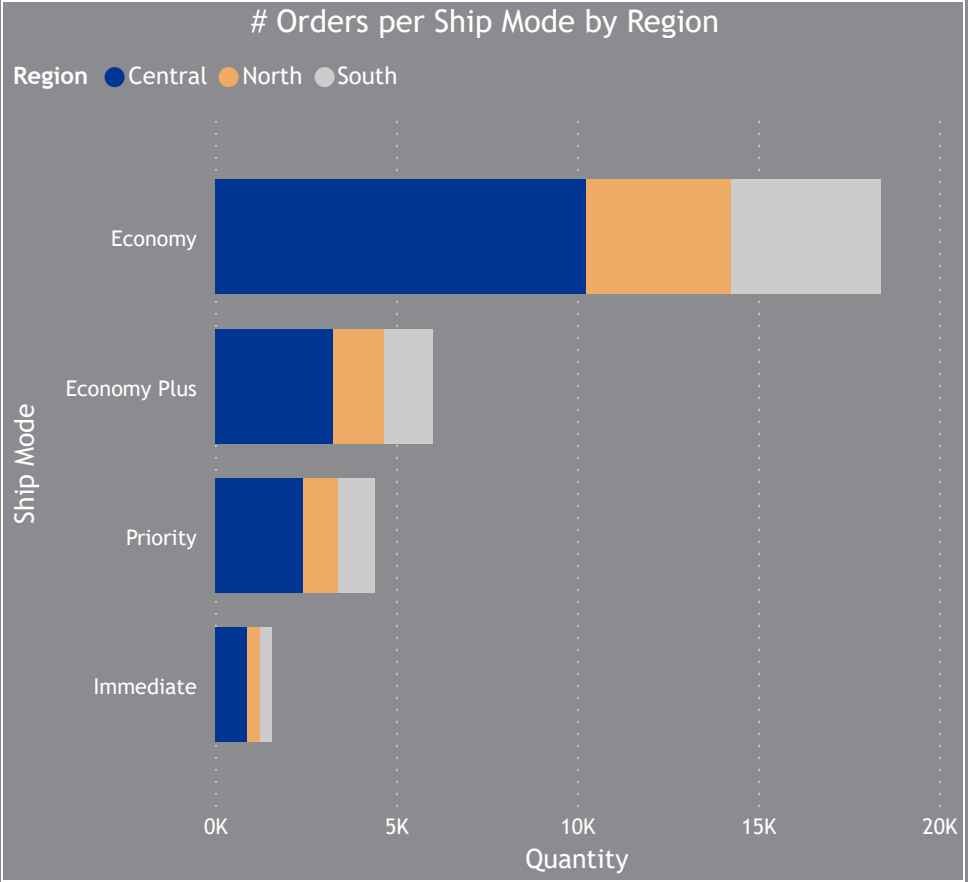
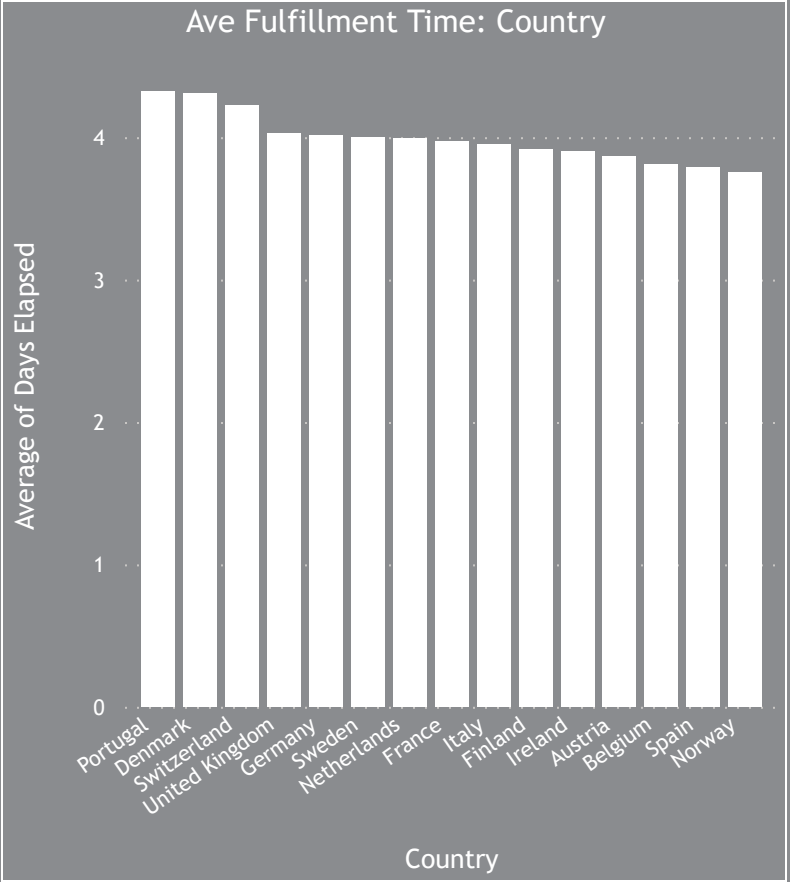
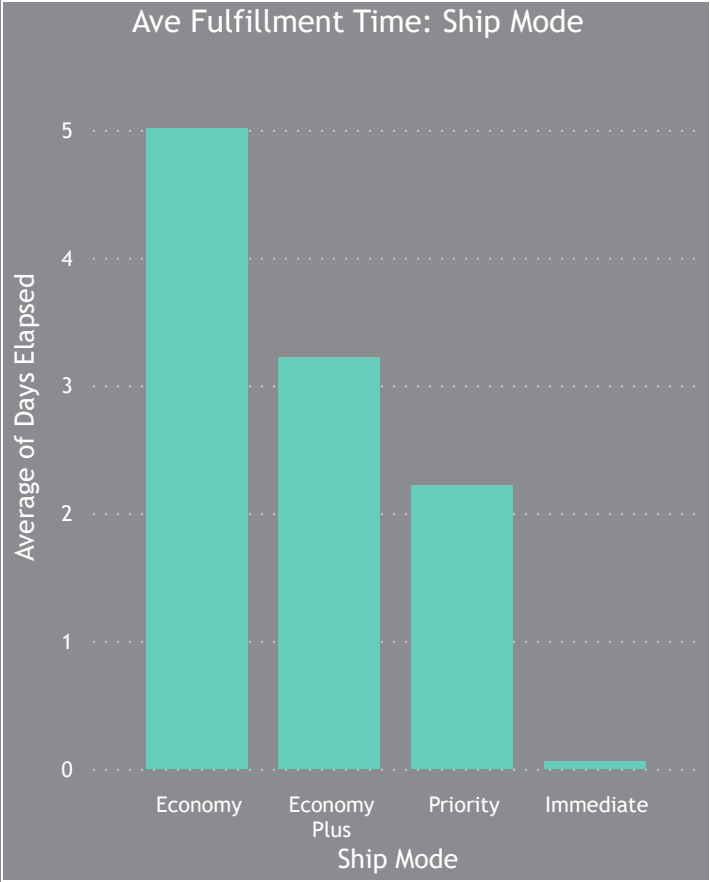
Region

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-Catego...

All

Quantity

1

14

Sales

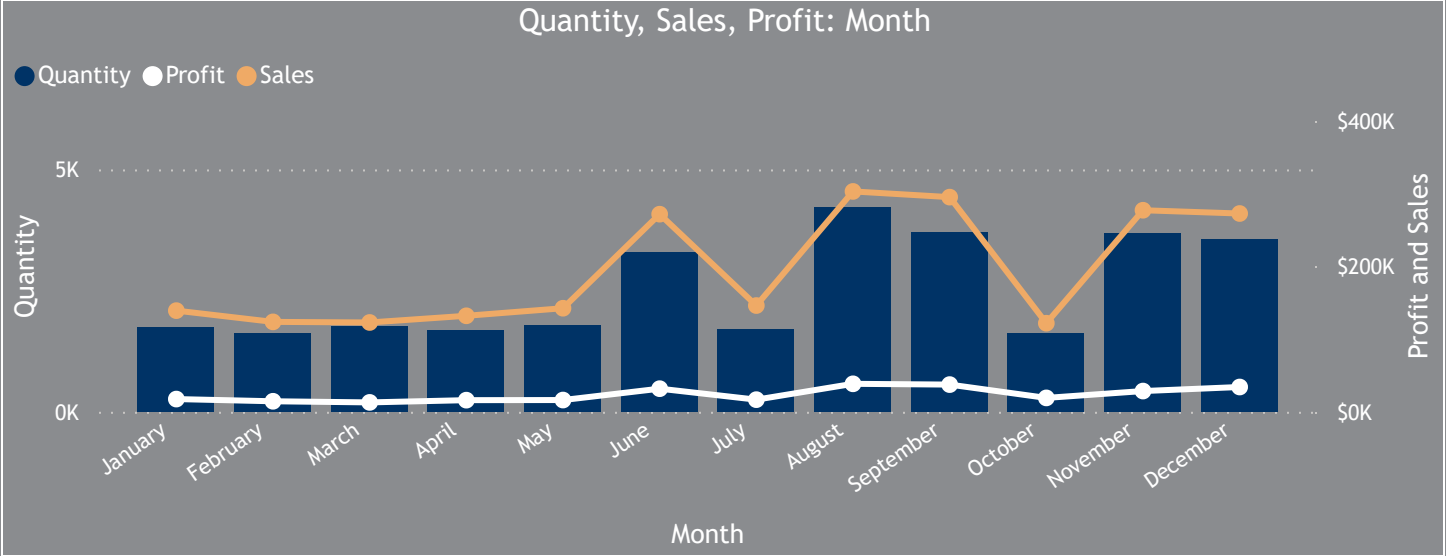
\$3.00

\$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%
2/16/2011	1	20	\$5,195.00	\$1,943.00	0.11%
8/16/2011	4	38	\$6,389.00	\$1,921.00	0.32%
8/10/2011	2	20	\$6,138.00	\$1,858.00	0.15%

Order Date

1/1/2011

12/31/2014

Category

All

Sub-Catego...

All

Product Na...

All

Customer ...

All

Sales

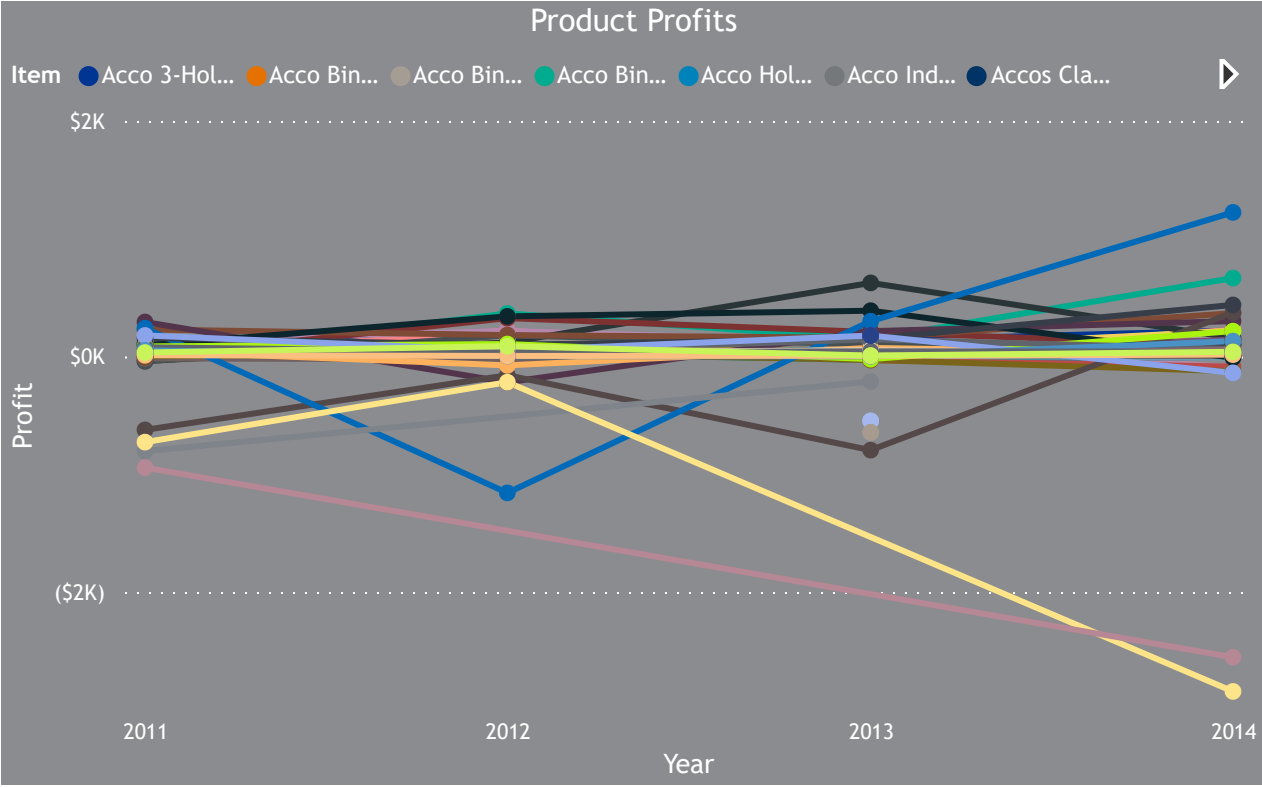
\$3.00

\$6,517.00

Profit

(\$3,060.00)

\$2,476.00



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

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%
Harbour Creations Executive Leather Armchair	11	36	\$15,480.00	\$4,643.00	0.36%
Belkin Router	12	57	\$13,950.00	\$4,548.00	0.30%
Hewlett Wireless Fax	15	60	\$20,509.00	\$3,924.00	0.22%
SanDisk Router	14	52	\$12,422.00	\$3,881.00	0.56%
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 Phone, with Caller ID	7	25	\$13,215.00	\$4,055.00	0.16%
Brother Fax Machine, Laser	6	30	\$9,557.00	\$3,918.00	0.30%
Total	4117	30,354	\$2,348,482.00	\$283,240.00	100.00%

Order Date

1/1/2011

12/31/2014

Category

All

Sub-Catego...

All

Product Na...

All

Customer ...

All

Sales

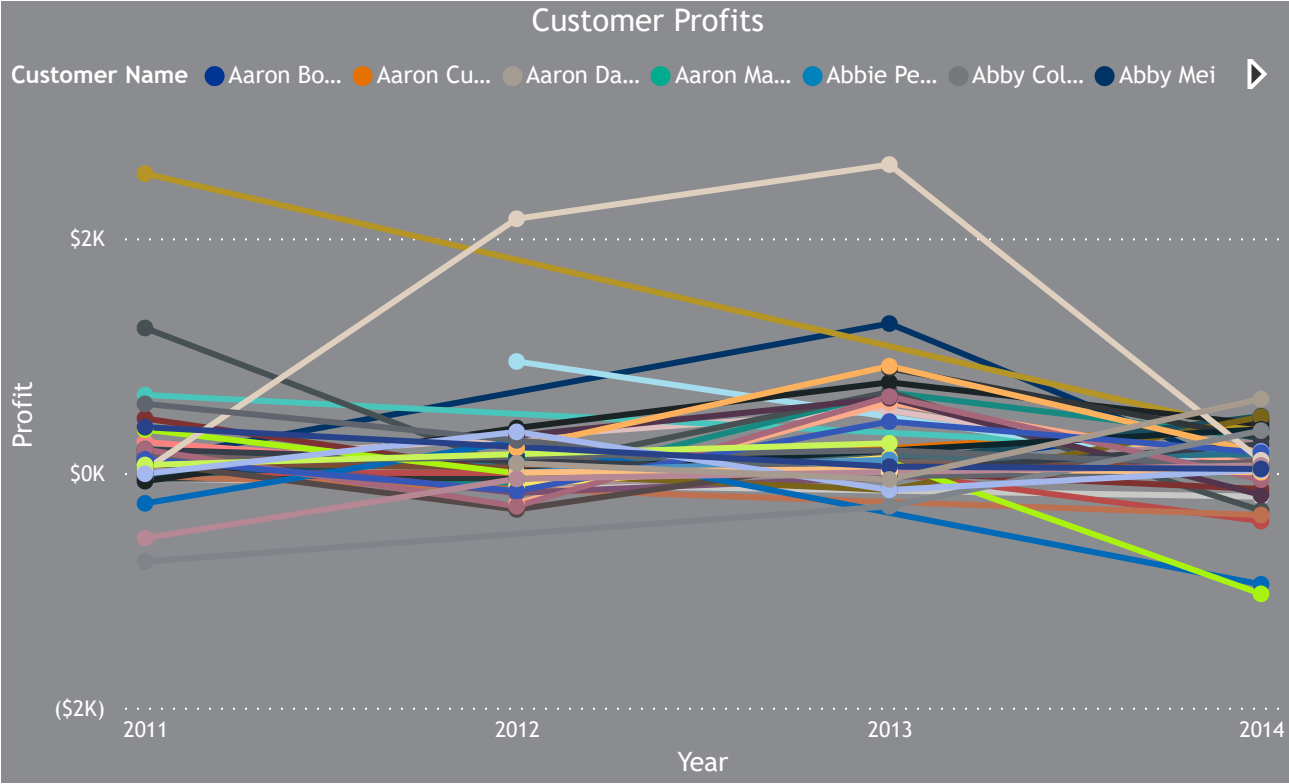
\$3.00

\$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%
	AZ-2014-1588827	1	8	\$512.00	\$27.00	0.05%

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 Ramsey	5	35	\$4,879.00	\$1,726.00	0.31%
Lamar Lockhart	7	61	\$7,479.00	\$1,723.00	0.42%
Lori Miller	11	100	\$7,214.00	\$1,686.00	0.55%
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

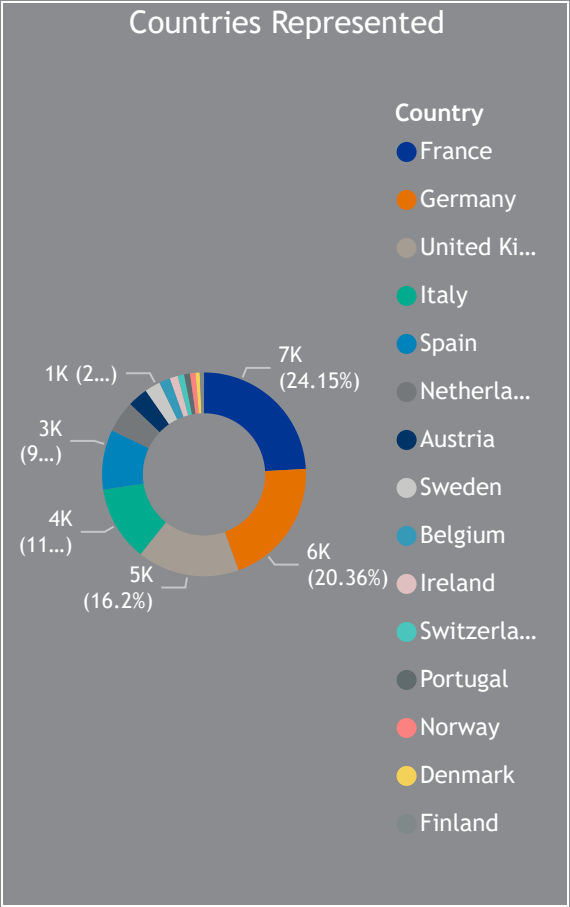
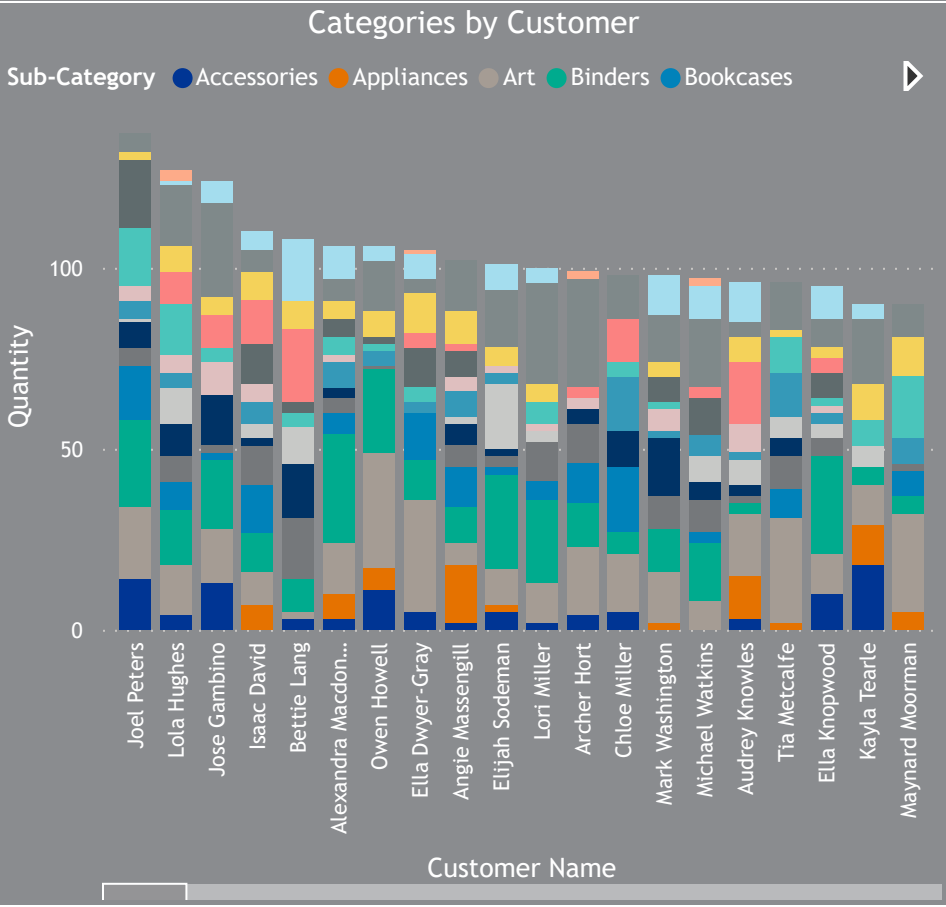
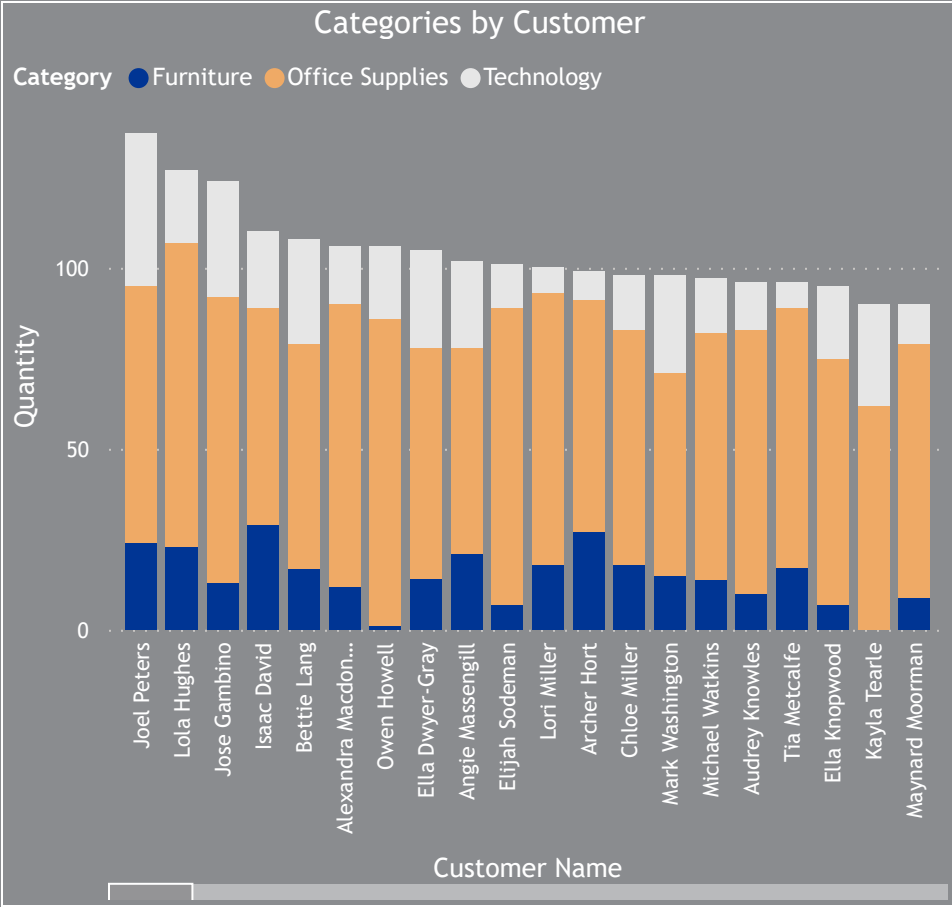
All

Sub-Categ...

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 Disco...

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

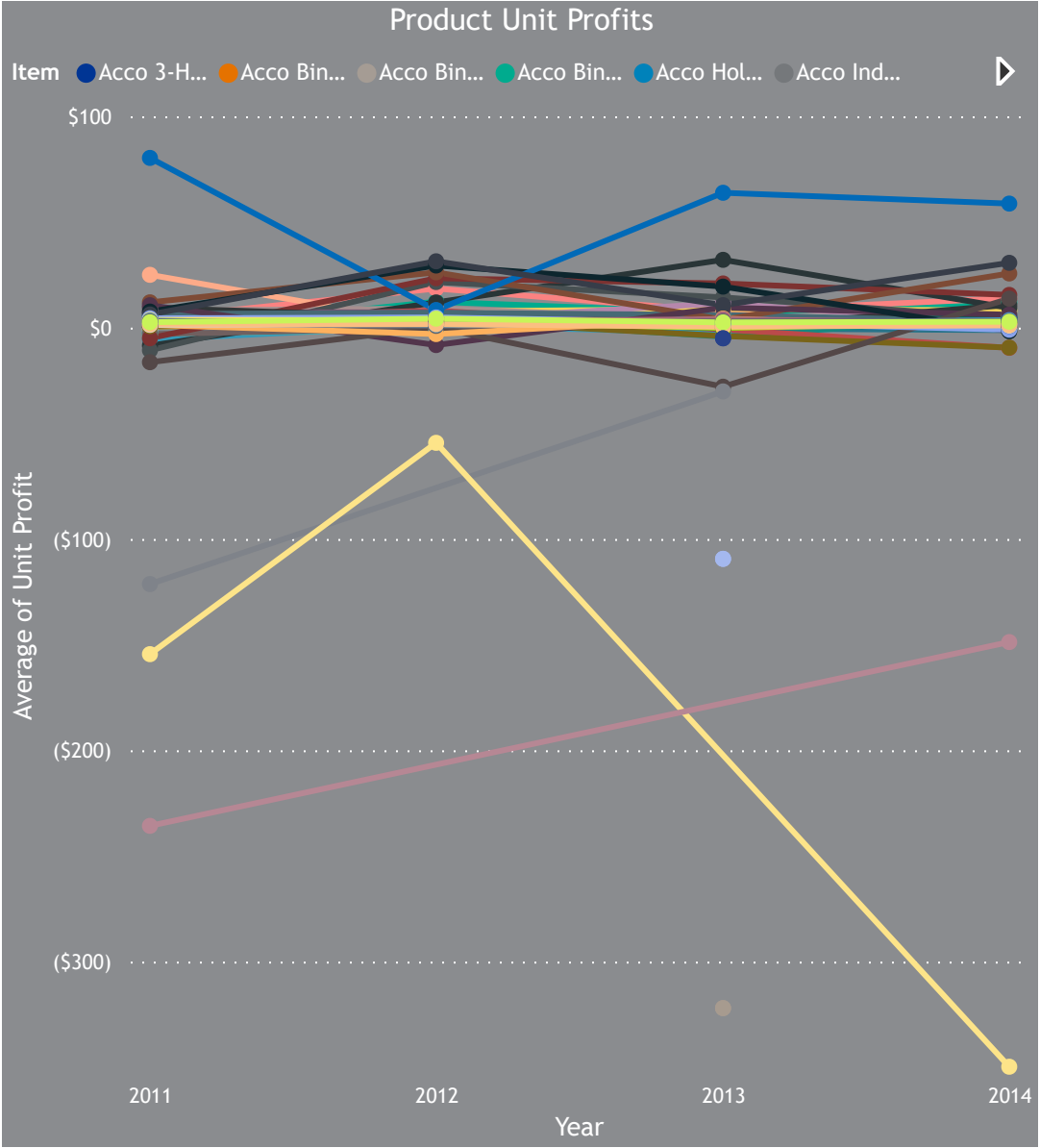
12/31/2014

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