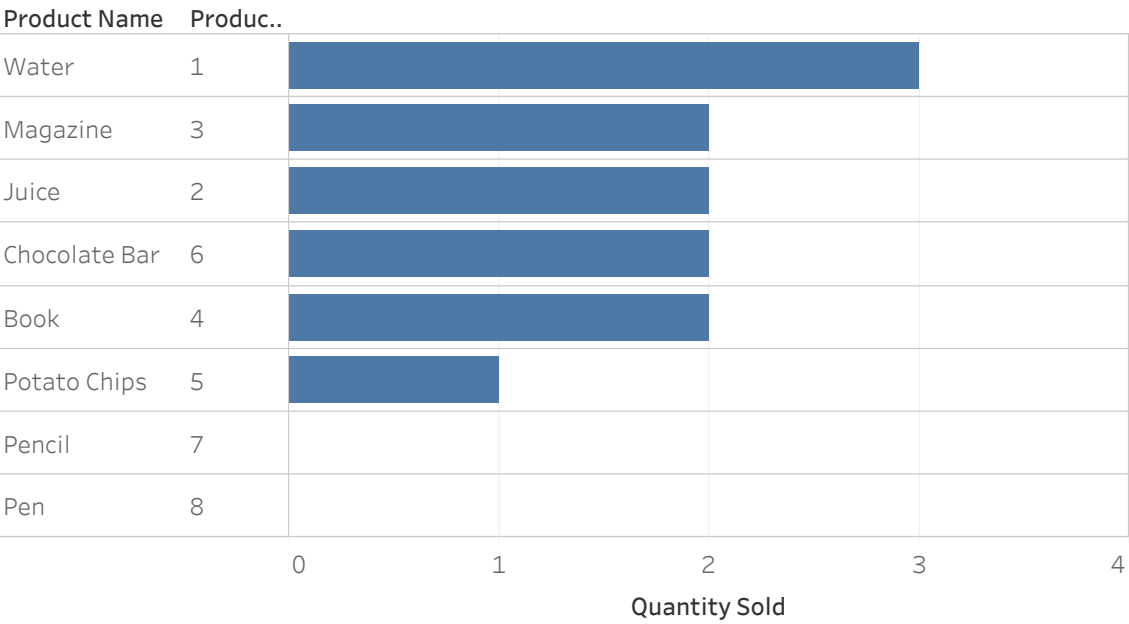


Best and worst selling products



Sum of Quantity Sold for each Product ID (Product) broken down by Product Name.

contribution margin per product

Product Name		Unit Price	Unit Cost	Contribution Margin
Book		\$5.00	\$1.75	\$3.25
Chocolate Bar		\$2.00	\$0.75	\$1.25
Juice		\$2.50	\$0.75	\$1.75
Magazine		\$3.00	\$0.80	\$2.20
Pen		\$1.00	\$0.40	\$0.60
Pencil		\$0.50	\$0.10	\$0.40
Potato Chips		\$1.50	\$0.50	\$1.00
Water		\$1.50	\$0.40	\$1.10

Unit Price, Unit Cost and Contribution Margin broken down by Product Name.

Profit and Profit margin per category and per product

Category ..	Product Name	Profit	Sales Revenue	Profit Margin
Beverage	Juice	\$3.50	\$5.00	70.0%
	Water	\$3.30	\$4.50	73.3%
	Total	\$6.80	\$9.50	71.6%
Reading Material	Book	\$6.50	\$10.00	65.0%
	Magazine	\$4.40	\$6.00	73.3%
	Total	\$10.90	\$16.00	68.1%
Snack	Chocolate Bar	\$2.50	\$4.00	62.5%
	Potato Chips	\$1.00	\$1.50	66.7%
	Total	\$3.50	\$5.50	63.6%
Stationery	Pen			
	Pencil			
	Total			
Grand Total		\$21.20	\$31.00	68.4%

Profit, Sales Revenue and Profit Margin broken down by Category Name and Product Name.

Most frequent customers

Custom..

Doug

Sara

Null

0

1

2

3

Count of Transaction

Count of Transaction for each Customer Name.



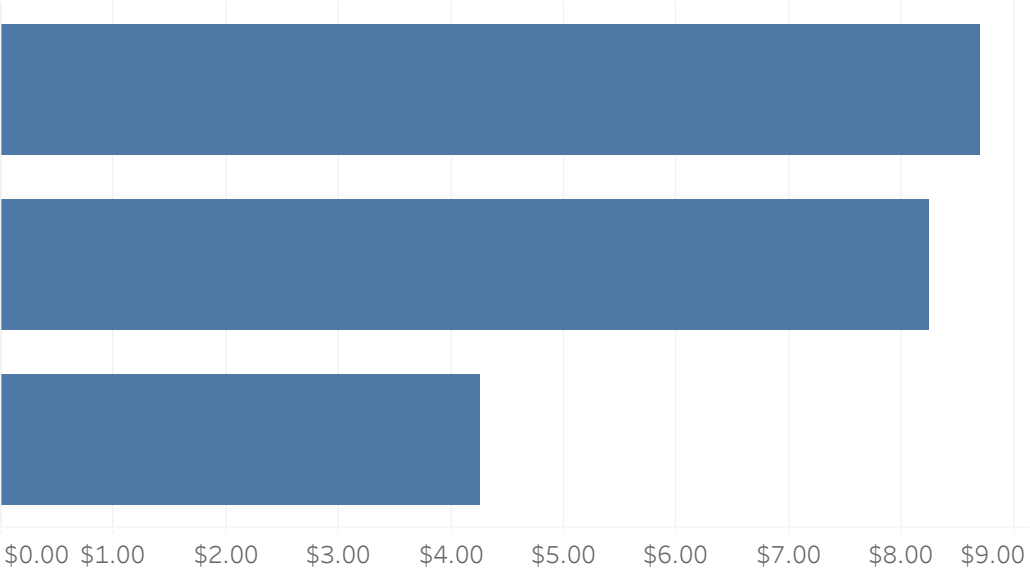
Most profitable customers

Custom..

Doug

Sara

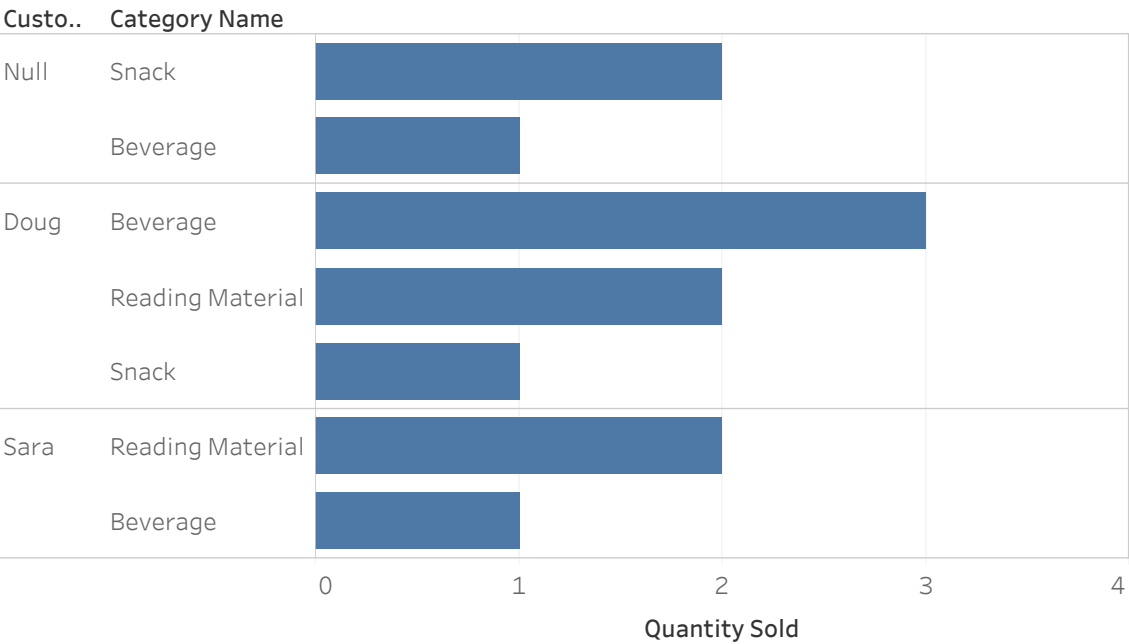
Null



Profit

Sum of Profit for each Customer Name.

Quantity sold per customer per category



Sum of Quantity Sold for each Category Name broken down by Customer Name.