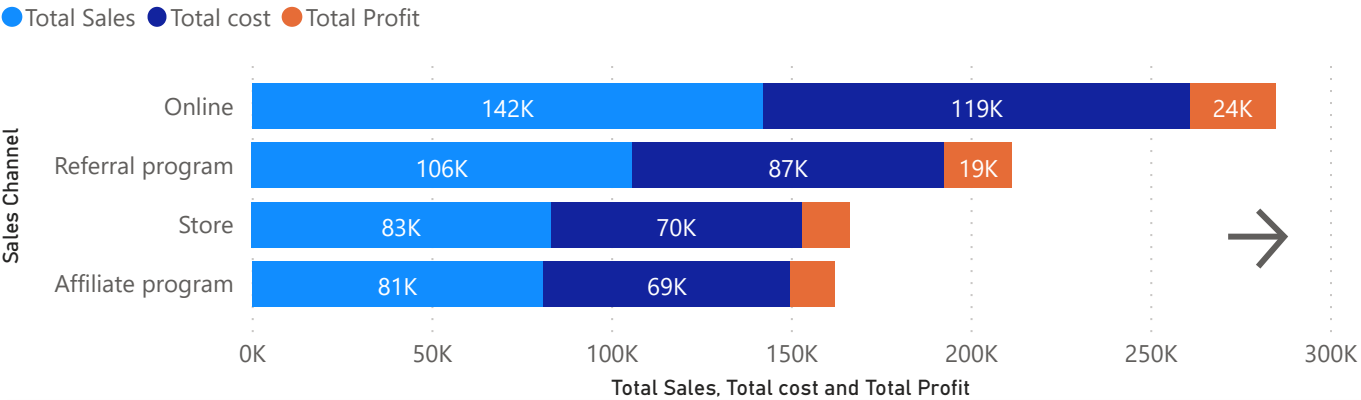


Based on Sales Channel



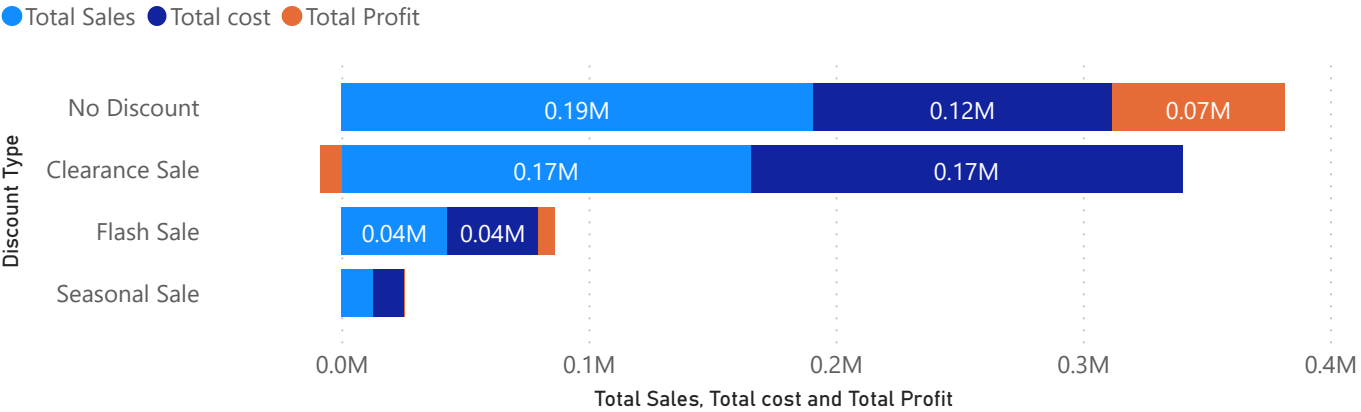
Based on Product Category

Products Category	Total Sales	Total Profit	Profit %
Baseball Shoes	10,192.00	4,192.00	69.87%
Gym Shoes	43,740.00	11,040.00	33.76%
Hiking Shoes	4,691.25	2,141.25	83.97%
Indoor Shoes	99,321.75	821.75	0.83%
Sports Shoes	254,603.50	49,898.50	24.38%
Total	412,548.50	68,093.50	19.77%

Based on Product Category

Products Category	Sum of Quantity
Baseball Shoes	526
Gym Shoes	1729
Hiking Shoes	447
Indoor Shoes	3093
Sports Shoes	9177
Total	14972

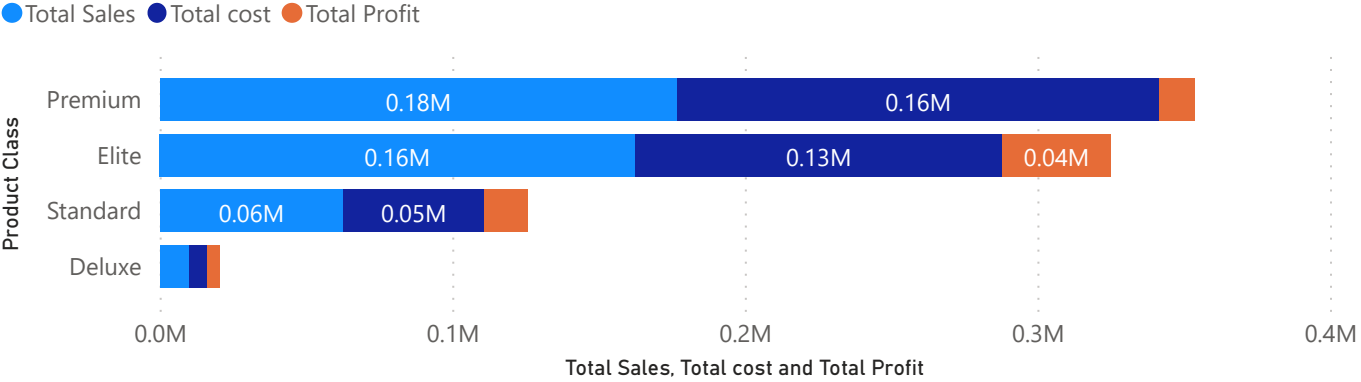
Based on Discount Type



Based on Discount type

Product Class	Clearance Sale	Flash Sale	No Discount	Seasonal Sale	Total
Deluxe	2,444.00	227.50	0.00	136.50	2,808.00
Baseball Shoes	2,444.00	227.50	0.00	136.50	2,808.00
Elite	43,552.00	5,515.00	0.00	2,660.00	51,727.00
Indoor Shoes	5,040.00	700.00	0.00	98.00	5,838.00
Sports Shoes	38,512.00	4,815.00	0.00	2,562.00	45,889.00
Premium	47,508.00	6,167.50	0.00	3,312.75	56,988.25
Gym Shoes	12,744.00	1,305.00	0.00	1,071.00	15,120.00
Indoor Shoes	21,156.00	2,972.50	0.00	1,506.75	25,635.25
Sports Shoes	13,608.00	1,890.00	0.00	735.00	16,233.00
Standard	17,024.00	2,441.25	0.00	798.00	20,263.25
Hiking Shoes	1,320.00	206.25	0.00	157.50	1,683.75
Sports Shoes	15,704.00	2,235.00	0.00	640.50	18,579.50
Total	110,528.00	14,351.25	0.00	6,907.25	131,786.50

Based on Product Class



Year

2017	2018	2019	2020	2021	2022	2023
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Geographic Region

Africa	America	Asia	Europe	Oceania
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Total Sales

412.55K

Total Cost

344K

Total Profit

68.09K

Profit %

19.77%

Sales last yr

226.24K

Change in %

82.35%

Cost Last yr

178K

Total cost diff%

93.69%

Total Profit last yr

48.40K

Total profit diff%

40.70%

Profit % last yr

27.21%

Change in profit%

-27.36%

Product Class	Total Sales	Total sales diff%
Deluxe	10,192.00	-24.65%
Standard	62,846.75	56.69%
Elite	162,533.00	118.14%
Premium	176,976.75	80.41%
Total	412,548.50	82.35%

Geographic Region	Total Sales	Total sales diff%
Oceania	41,108.75	14.91%
Europe	136,806.00	55.41%
America	174,098.00	124.01%
Asia	60,535.75	144.96%
Total	412,548.50	82.35%

2900

Total Customer

1557

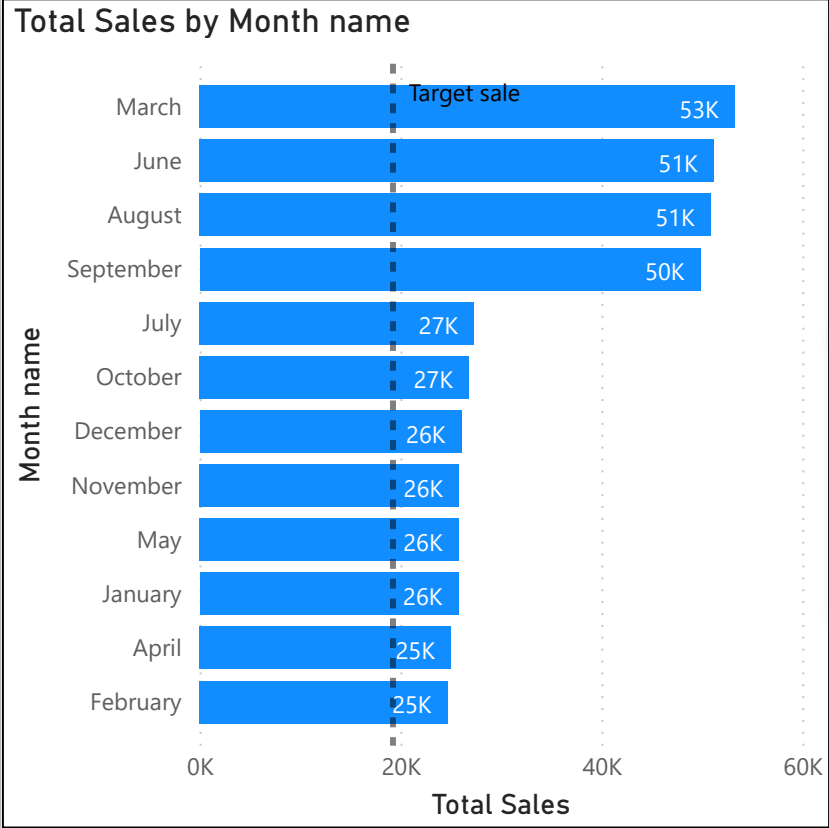
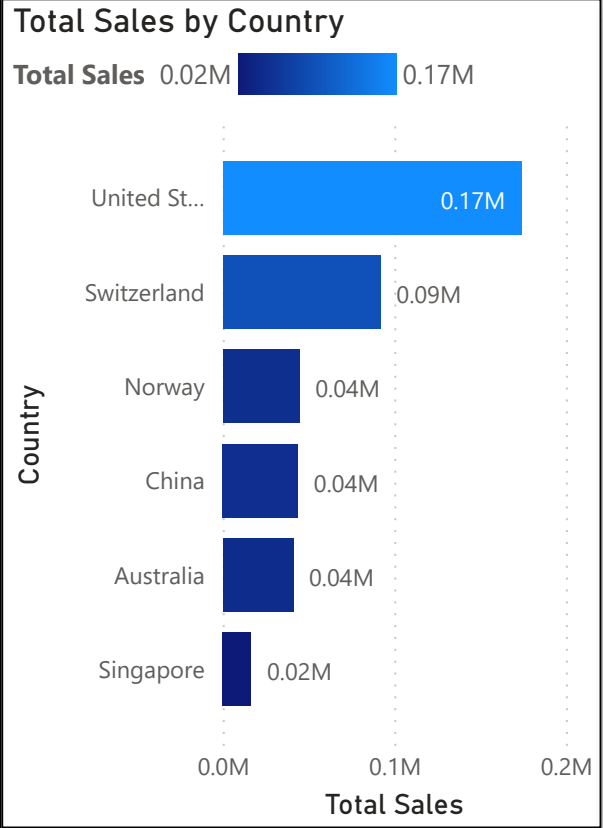
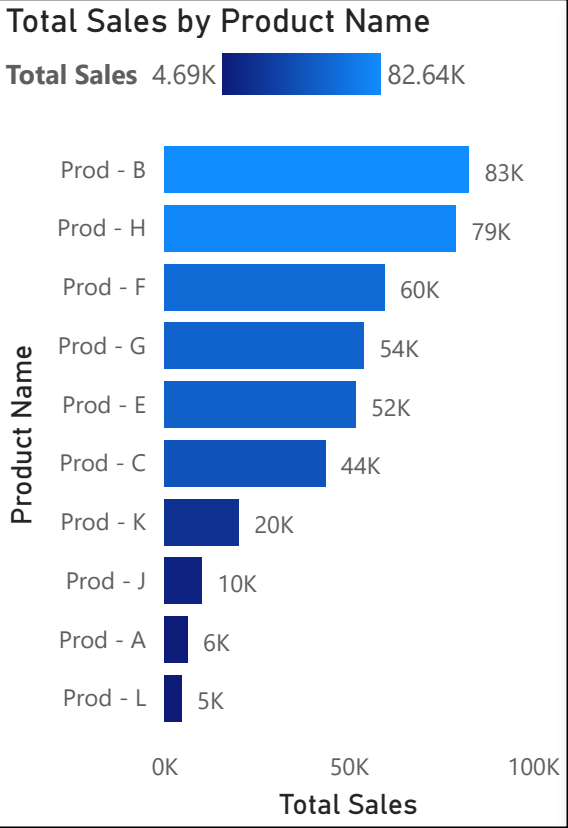
New customer

1343

Old Customer

⊗

Map and filled map visuals are disabled. To enable them, go to File > Options and settings > Options > Global > Security. [See details](#)



Discount Type

Total Sales

Clearance Sale165,792.00

Flash Sale43,053.75

No Discount190,875.00

Seasonal Sale12,827.75

Total412,548.50

Brand Name

Total Sales

Brand A58,155.50

Brand B152,523.00

Brand C201,870.00

Total412,548.50

Top

3

4

5

Year

2017

2018

2019

2900

Count of Sale

2900

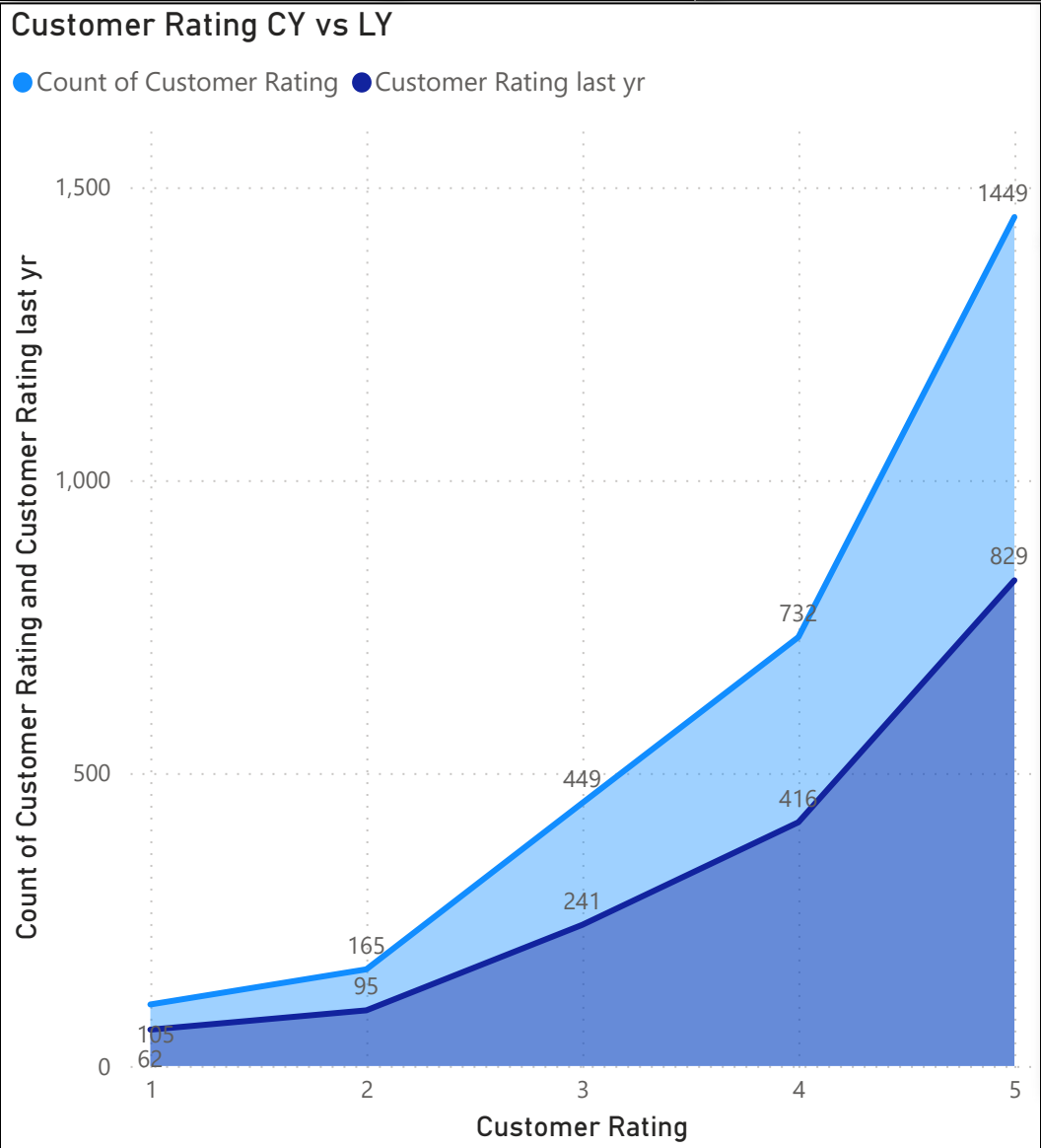
Customer Rating C...

1643

Customer Rating last yr

76.51%

% diff in rating



Based on Customer Rating

Complaints Reason	1	2	3	4	5	Total
Customer Care Issue	10	20				30
Delivery Issue	35	48				83
Got a Better Offer	4	7				11
No Complaints			449	732	1449	2630
Packaging Issue	27	43				70
Products Damaged	24	24				48
Quality Issue	5	23				28
Total	105	165	449	732	1449	2900

Customer Rating Based on the Products

Product Name	1	2	3	4	5	Total
Prod - A	1	9	13	19	34	76
Prod - B	19	17	71	127	267	501
Prod - C	8	26	60	88	145	327
Prod - E	19	27	85	150	266	547
Prod - F	18	13	55	73	166	325
Prod - G	10	22	45	89	169	335
Prod - H	17	34	75	125	260	511
Prod - J	3	6	21	24	46	100
Prod - K	6	6	12	20	49	93
Prod - L	4	5	12	17	47	85
Total	105	165	449	732	1449	2900

Customer Rating Based on Country

Country	1	2	3	4	5	Total
Australia	10	13	60	74	131	288
China	11	20	52	84	129	296
Norway	10	13	56	77	167	323
Singapore	1	11	14	24	65	115
Switzerland	18	39	92	161	330	640
United States	55	69	175	312	627	1238
Total	105	165	449	732	1449	2900

Customer Rating Based on Geographical Region

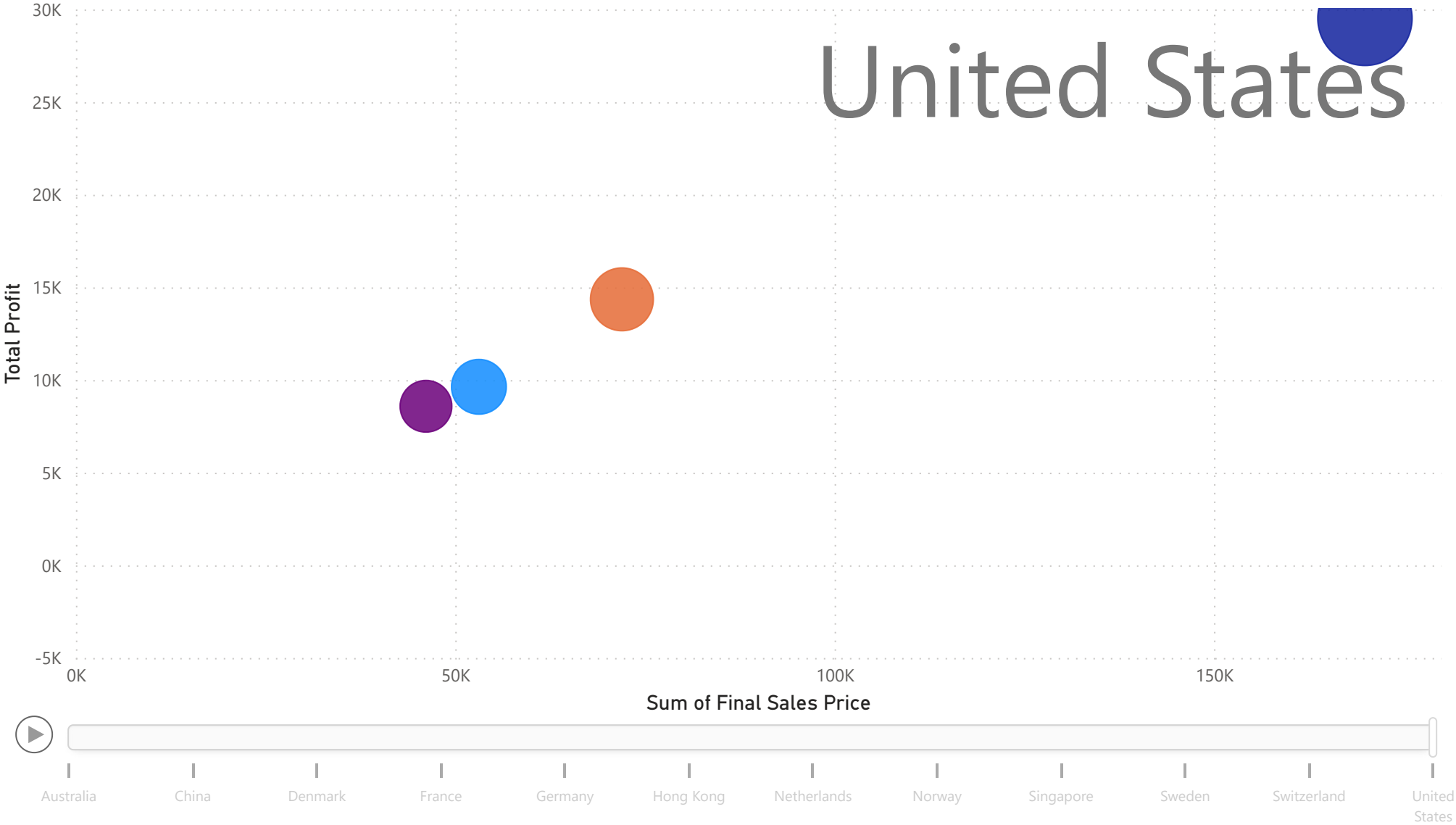
Geographic Region	1	2	3	4	5	Total
America	55	69	175	312	627	1238
Asia	12	31	66	108	194	411
Europe	28	52	148	238	497	963
Oceania	10	13	60	74	131	288
Total	105	165	449	732	1449	2900

Customer Rating Based on Product class

Product Class	1	2	3	4	5	Total
Deluxe	3	6	21	24	46	100
Elite	43	36	138	220	482	919
Premium	35	82	180	302	574	1173
Standard	24	41	110	186	347	708
Total	105	165	449	732	1449	2900

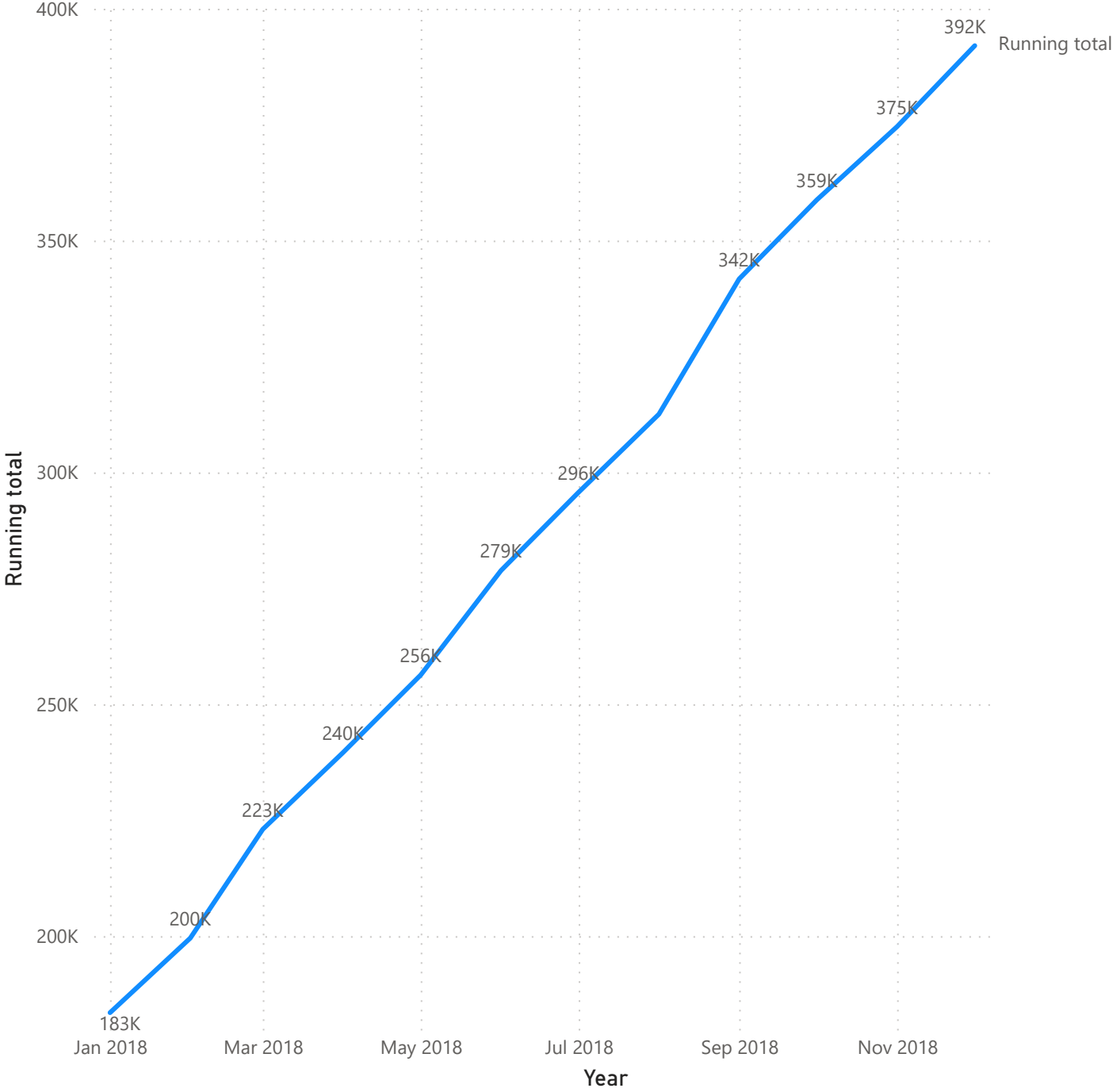
Sum of Final Sales Price, Total Profit and Sum of Quantity by Channel Type and Country

Channel Type ● Blogs ● Paid Ads ● Referrals ● Website



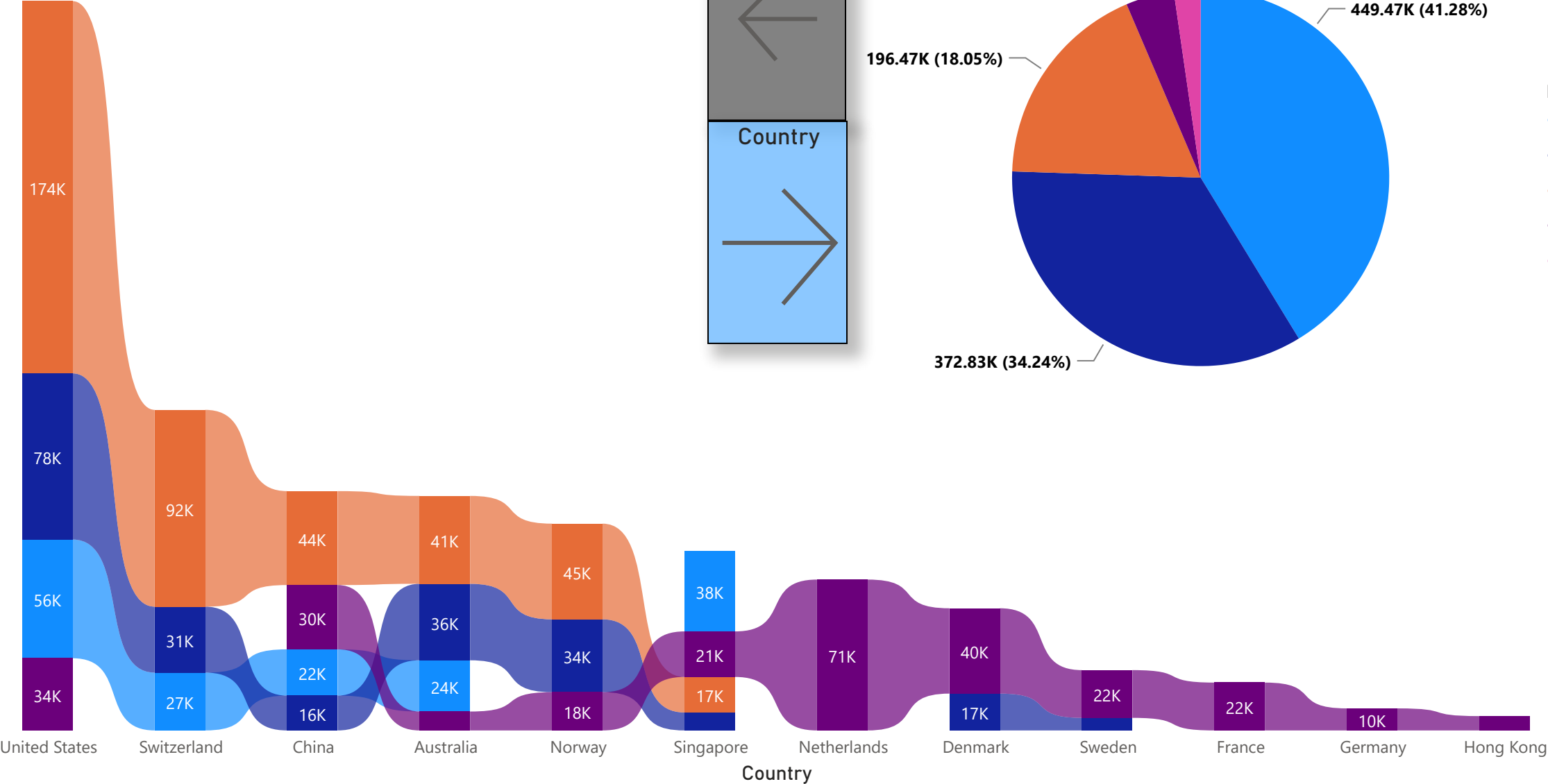
Date	Total Sales	Running total
Monday, January 01, 2018	550.50	166,347.50
Tuesday, January 02, 2018	753.00	167,100.50
Wednesday, January 03, 2018	603.50	167,704.00
Thursday, January 04, 2018	532.25	168,236.25
Friday, January 05, 2018	592.00	168,828.25
Saturday, January 06, 2018	461.50	169,290.00
Sunday, January 07, 2018	646.00	169,936.00
Monday, January 08, 2018	428.00	170,364.00
Tuesday, January 09, 2018	445.50	170,809.50
Wednesday, January 10, 2018	553.75	171,363.25
Thursday, January 11, 2018	498.25	171,861.50
Friday, January 12, 2018	530.75	172,392.25
Saturday, January 13, 2018	604.75	172,997.00
Sunday, January 14, 2018	682.00	173,679.00
Monday, January 15, 2018	498.00	174,177.00
Tuesday, January 16, 2018	647.00	174,824.00
Wednesday, January 17, 2018	536.50	175,360.50
Thursday, January 18, 2018	459.75	175,820.25
Friday, January 19, 2018	568.00	176,388.25
Saturday, January 20, 2018	664.00	177,052.25
Sunday, January 21, 2018	412.25	177,464.50
Monday, January 22, 2018	712.00	178,176.50
Tuesday, January 23, 2018	608.50	178,785.00
Wednesday, January 24, 2018	500.00	179,285.00
Thursday, January 25, 2018	770.00	180,055.00
Friday, January 26, 2018	636.25	180,691.25
Saturday, January 27, 2018	572.25	181,263.50
Sunday, January 28, 2018	506.75	181,770.25
Monday, January 29, 2018	632.75	182,403.00
Tuesday, January 30, 2018	479.00	182,882.00
Wednesday, January 31, 2018	610.50	183,492.50
Thursday, February 01, 2018	566.25	184,058.75
Friday, February 02, 2018	465.50	184,524.25
Total	226,237.25	392,034.25

Running total by Year and Month

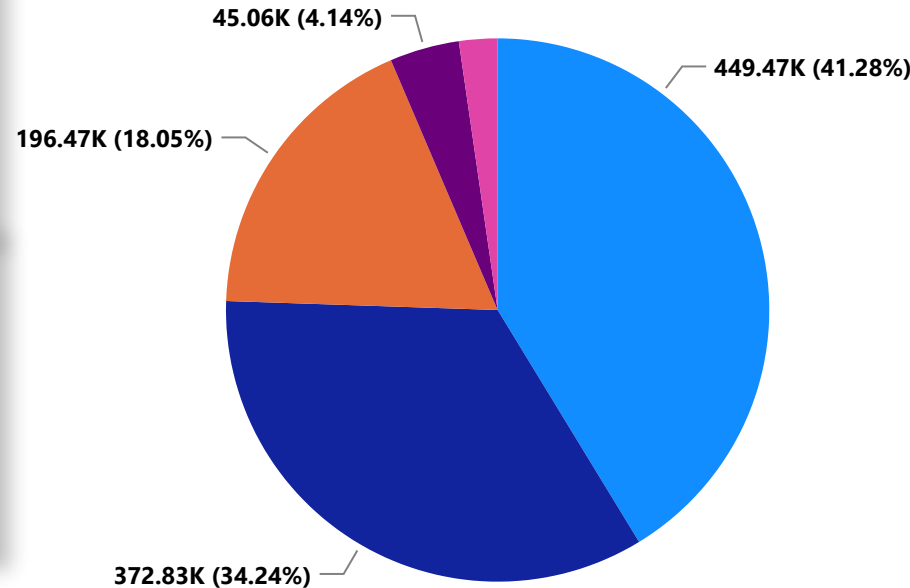
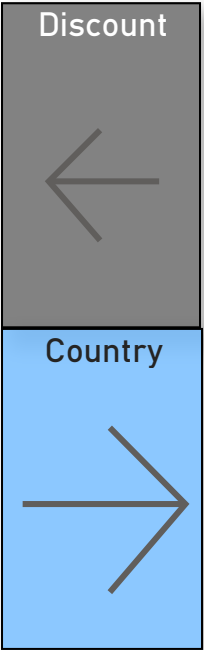


Total Sales by Country and Year

Year 2017 2018 2019 2020



Total Sales by Discount Type



Discount Type

- No Discount
- Clearance Sale
- Flash Sale
- Seasonal Sale
- Coupons Sale

Total Profit by Country

