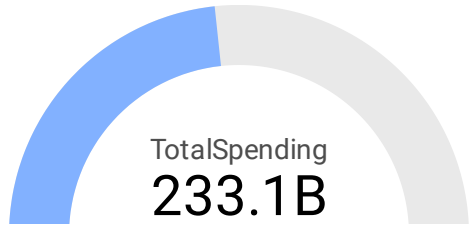
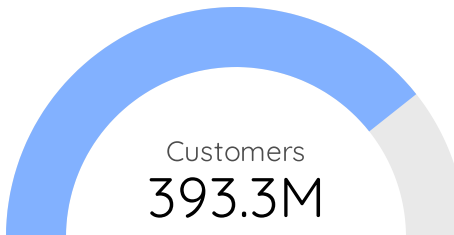
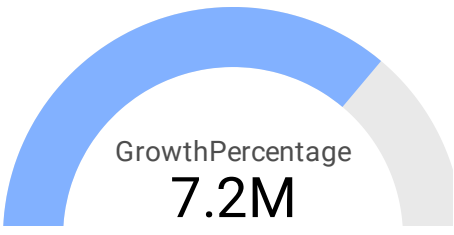
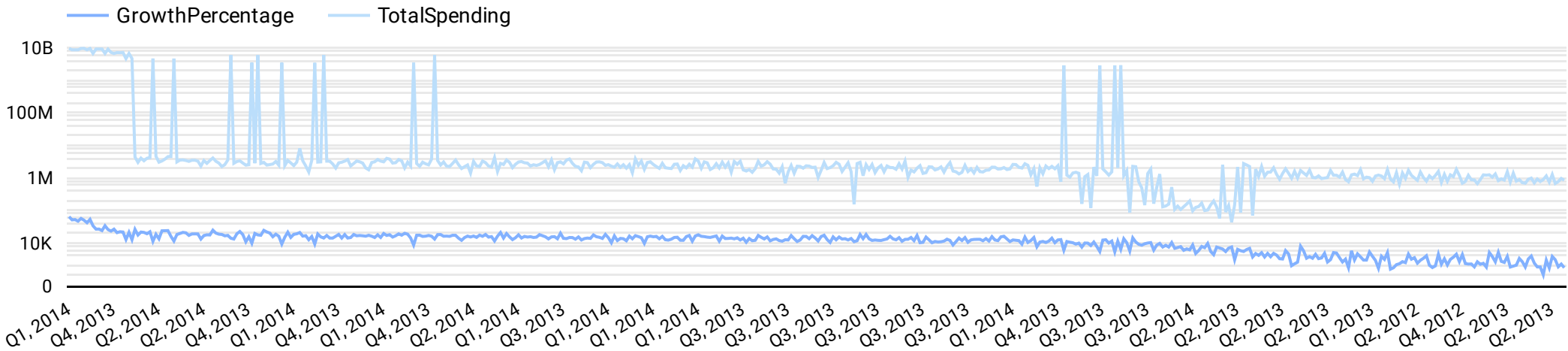
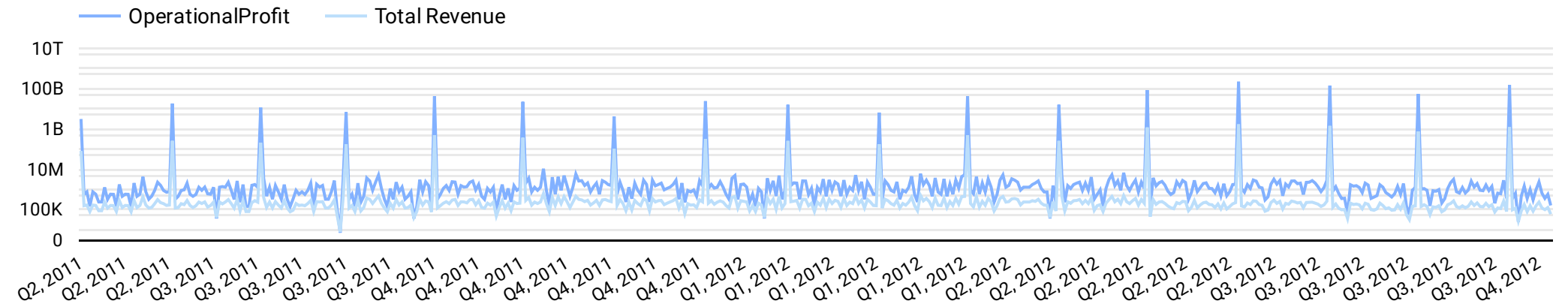
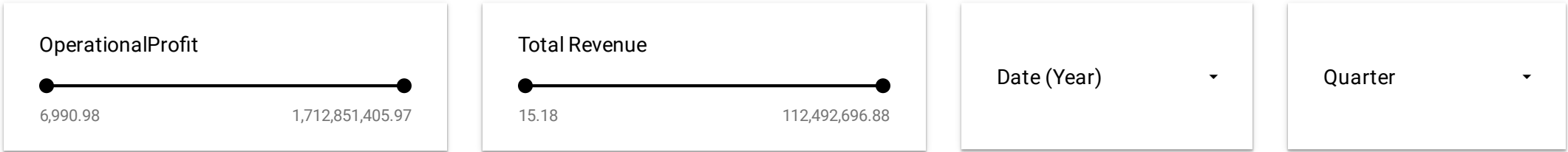


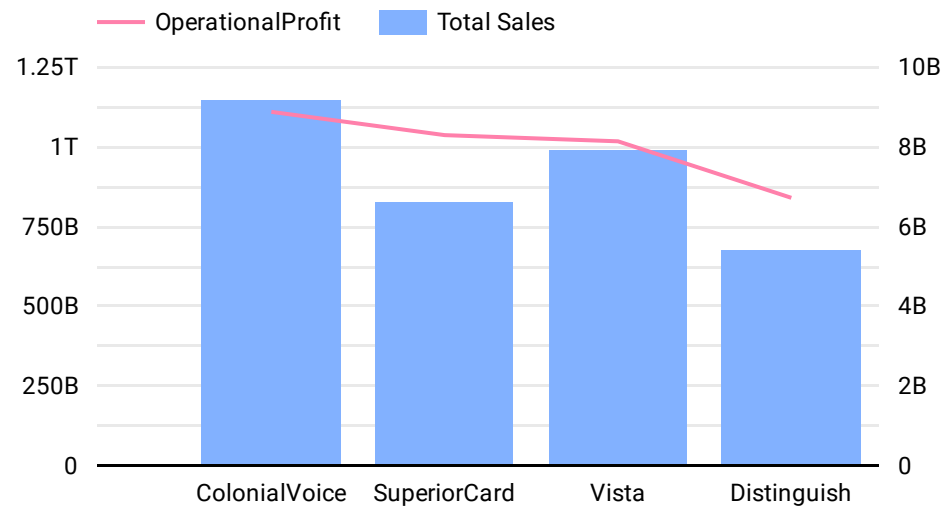
PART 3: DATA VISUALIZATION



Total Revenue vs Operational Profit

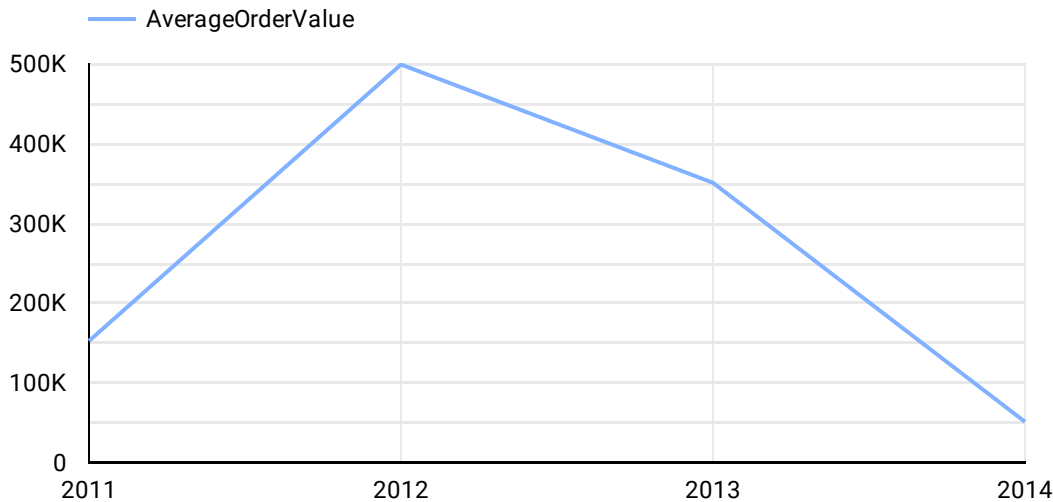


Total Sales vs Operational Profit



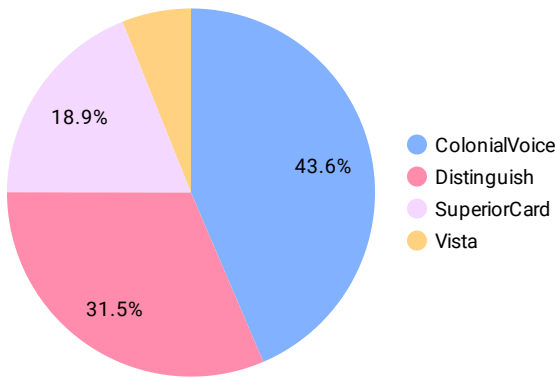
AOV trend over time

CardType ▾



	CardType ▾	Sales Quantity	Median	Total Shipping Cost	Max Price	Mean	Min Price	Total Tax
1.	Vista	736,690	6,970,242.97	213,900,662.25	10,273,210.05	6,988,805.4	5,337,600.95	684,482,113.14
2.	SuperiorCard	637,420	6,801,032.57	177,969,226.41	10,011,326.6	6,837,481.89	5,279,905.66	569,501,512.34
3.	Distinguish	541,110	6,944,133.88	145,500,380.99	9,744,901.91	6,854,680.19	5,592,524.13	465,601,206.82
4.	ColonialVoice	804,990	7,978,407.18	247,751,461.63	11,676,794.22	7,965,241.52	6,127,598.17	792,804,665.7

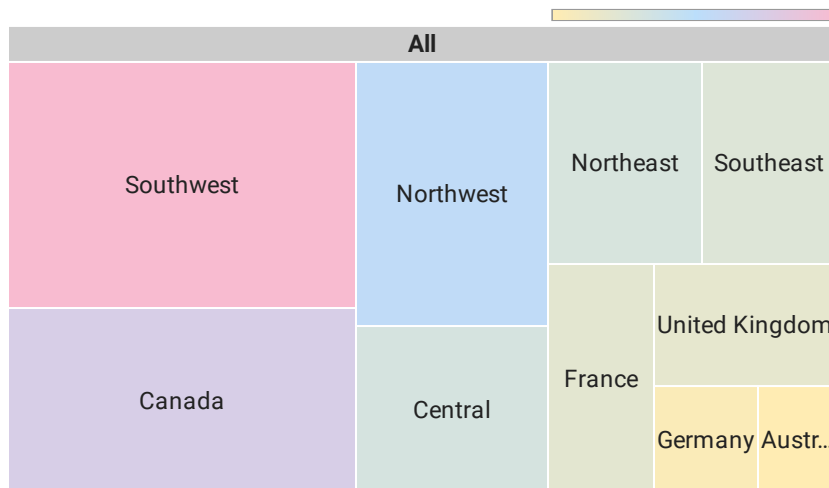
Total Sales by Card Type



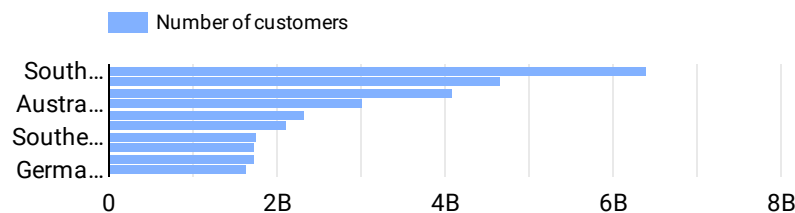
Total Sales by Card Type vs Country

Name / TotalDue						
CardType	Southwest	Canada	Northwest	Central	Northeast	Southeast
ColonialVoice	1,594,971,09...	2,722,295,39...	1,483,242,32...	540,642,929.3	496,224,207....	330,549,486....
Vista	2,236,957,68...	898,734,426....	1,121,093,10...	1,214,843,68...	969,642,210....	412,464,148....
SuperiorCard	1,779,572,31...	626,723,782....	898,752,788....	308,001,962....	709,146,797.7	705,399,486....
Distinguish	1,352,165,00...	1,020,196,12...	606,867,399....	567,479,986....	362,699,733....	771,694,567....

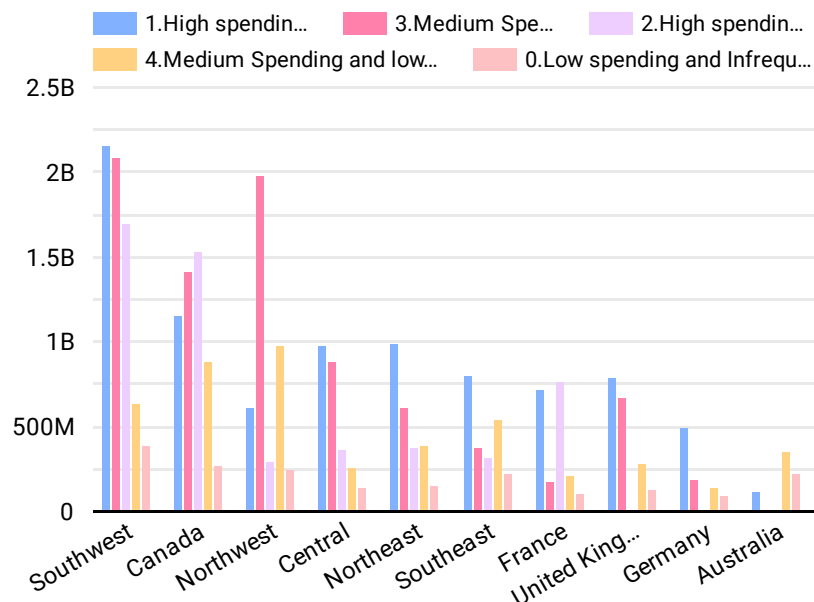
Sales Analysis by Territory



Volume of Customers by Territory



Total spending each group



Sales Analysis by Territory

Region ▼

	Territory	PreviousYear	CurrentYear	SalesCurre...	SalesPreviou...	Growth...
1.	Southwest	2012	2013	91,165,403.12	82,888,538.81	9.99
2.	Southwest	2011	2012	82,888,538.81	28,073,173.64	195.26
3.	Canada	2012	2013	62,295,175.62	58,610,574.56	6.29
4.	Northwest	2012	2013	60,151,747.47	47,351,441.88	27.03
5.	Canada	2011	2012	58,610,574.56	18,743,824.14	212.69
6.	Northwest	2011	2012	47,351,441.88	23,368,729.01	102.63
7.	Australia	2012	2013	42,306,643.63	21,247,831.96	99.11
8.	Southwest	2013	2014	39,718,980.2	91,165,403.12	-56.43
9.	France	2012	2013	38,065,061.53	15,571,529.37	144.45
10.	United Kingdom	2012	2013	36,334,225.52	15,818,557.42	129.69
11.	Northwest	2013	2014	29,977,507.22	60,151,747.47	-50.16
12.	Central	2012	2013	29,942,253.81	29,585,582.82	1.21
13.	Southeast	2011	2012	29,637,134.6	16,403,900	80.67
14.	Central	2011	2012	29,585,582.82	10,003,605.86	195.75

1 - 30 / 30 < >

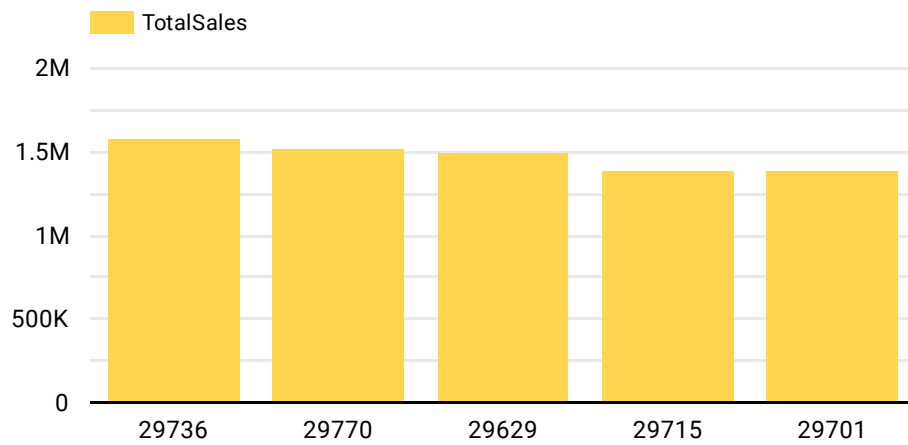
The contribution of each sales territory to the total sales

	TerritoryName	ContributionPercen...	TerritorySales
1.	Southwest	22.02	241,846,095.77
2.	Canada	14.89	163,557,704.4
3.	Northwest	14.64	160,849,425.57
4.	Australia	9.7	106,553,360.35
5.	Central	7.2	79,090,089.85
6.	Southeast	7.17	78,796,550.5
7.	United Kingdom	6.98	76,707,210.53
8.	France	6.6	72,515,556.56

1 - 10 / 10 < >

Top 5 sales person ID

Personal ID ▾



Salesperson's performance compare to their sales quota

	BusinessEntit...	QuotaStatus	TotalSales ▾	SalesQ...
1.	276	Met or Exceeded	103,670,074.07	250,000
2.	277	Met or Exceeded	100,658,035.08	250,000
3.	275	Met or Exceeded	92,939,029.83	300,000
4.	289	Met or Exceeded	85,033,386.33	250,000
5.	279	Met or Exceeded	71,710,127.29	300,000
6.	281	Met or Exceeded	64,270,055.41	250,000
7.	282	Met or Exceeded	59,264,183.52	250,000
8.	290	Met or Exceeded	45,098,889.27	250,000
9.	283	Met or Exceeded	37,299,453.52	250,000
10.	278	Met or Exceeded	36,094,472.08	250,000
11.	280	Met or Exceeded	33,251,025.97	250,000
12.	284	Met or Exceeded	23,125,456.91	300,000
13.	288	Met or Exceeded	18,270,667.19	250,000
14.	286	Met or Exceeded	14,218,109.32	250,000

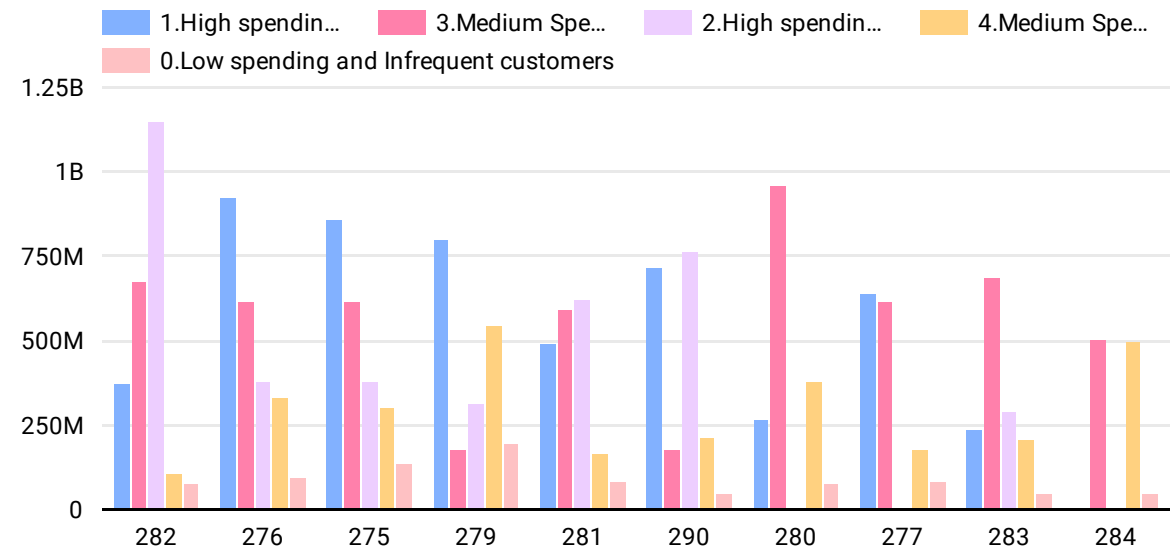
1 - 17 / 17 < >

The top-performing salespersons in each territory based on total sales

	Personal ID	TerritoryName	TotalSales ▾
1.	276	Southwest	103,670,074.07
2.	277	Central	100,658,035.08
3.	275	Northeast	92,939,029.83
4.	289	United Kingdom	85,033,386.33
5.	279	Southeast	71,710,127.29
6.	281	Southwest	64,270,055.41
7.	282	Canada	59,264,183.52
8.	290	France	45,098,889.27
9.	283	Northwest	37,299,453.52
10.	278	Canada	36,094,472.08
11.	280	Northwest	33,251,025.97
12.	284	Northwest	23,125,456.91
13.	288	Germany	18,270,667.19
14.	286	Australia	14,218,109.32

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Salesperson's performance by customers type



Effective are different sales reasons in generating revenue

	SalesReason ▾	NumberOfOrders	TotalSales
1.	Television Advertisement	31,465	109,846,381.44
2.	Sponsorship	31,465	109,846,381.44
3.	Review	31,465	109,846,381.44
4.	Quality	31,465	109,846,381.44
5.	Price	31,465	109,846,381.44
6.	Other	31,465	109,846,381.44
7.	On Promotion	31,465	109,846,381.44
8.	Manufacturer	31,465	109,846,381.44
9.	Magazine Advertisement	31,465	109,846,381.44
10.	Demo Event	31,465	109,846,381.44

1 - 10 / 10 < >

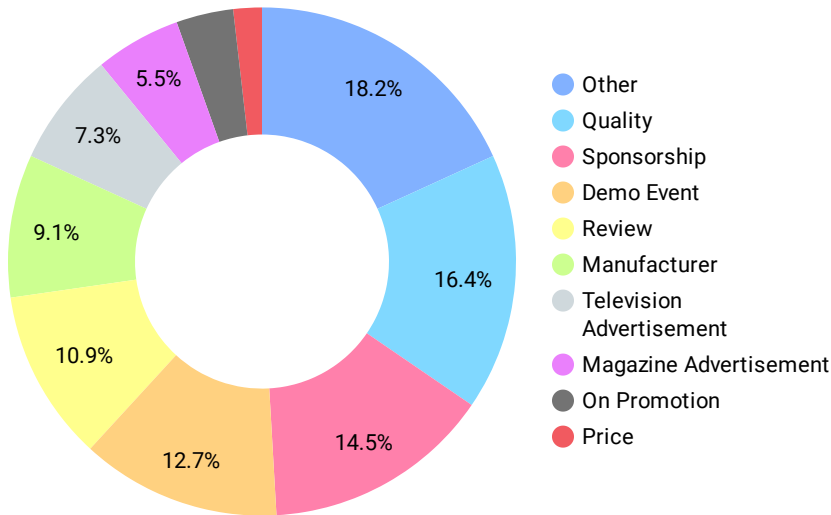
Sales Reasons by Card Type

	CardType	Name	TotalDue ▾
1.	ColonialVoice	Manufacturer	917,636,682.66
2.	ColonialVoice	Review	917,636,682.66
3.	ColonialVoice	Television Advertise...	917,636,682.66
4.	ColonialVoice	Other	917,636,682.66
5.	ColonialVoice	Price	917,636,682.66
6.	ColonialVoice	On Promotion	917,636,682.66
7.	ColonialVoice	Demo Event	917,636,682.66
8.	ColonialVoice	Sponsorship	917,636,682.66
9.	ColonialVoice	Quality	917,636,682.66
1...	ColonialVoice	Magazine Advertise...	917,636,682.66
1...	Vista	Review	795,972,173.03
1...	Vista	Quality	795,972,173.03

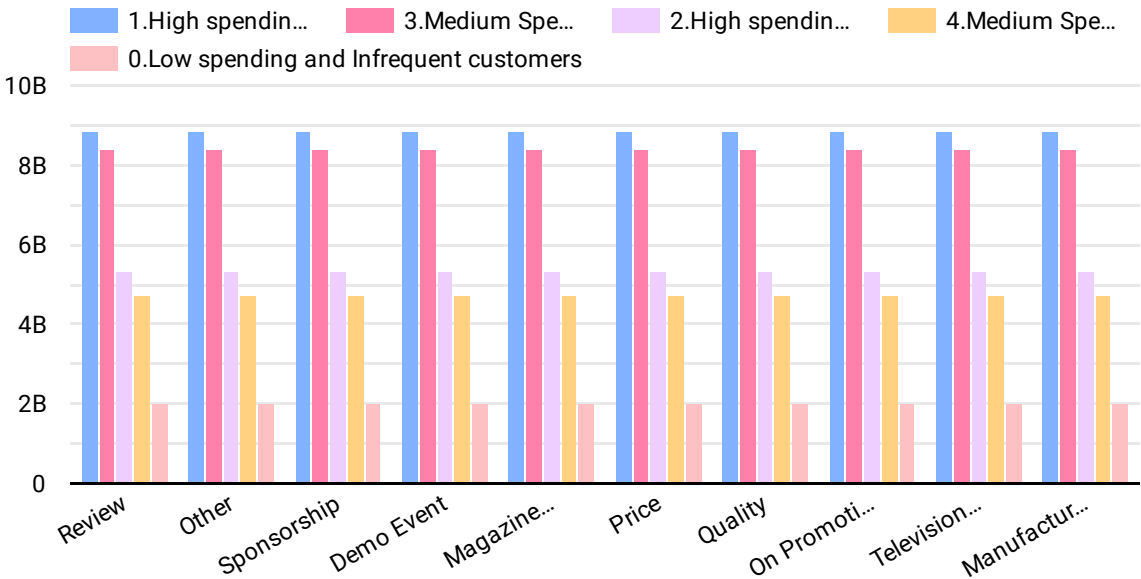
1 - 40 / 40 < >

Sales Reason

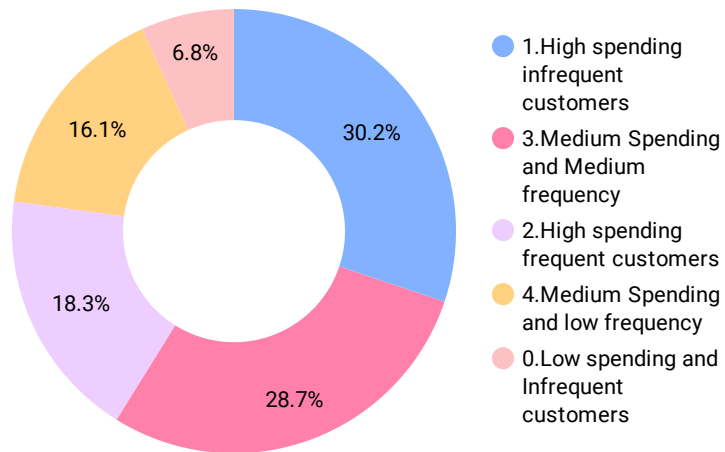
Reason ▾



Sales Reasons by Customers Segmentation



Customers Segmentation



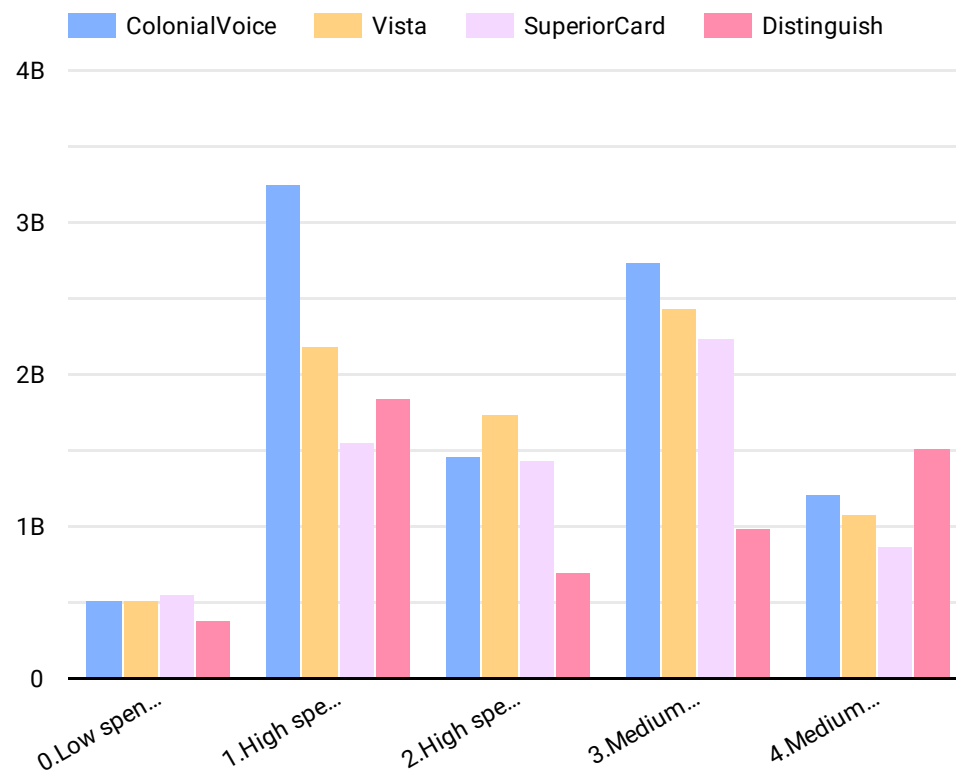
Compare each groups by Oder Count and AVG OderValue

	Description	TotalSpending ▾	OrderCount	AvgOrderValue
1.	1.High spending infre...	8,826,207,234.52	176,620	4,101,522.81
2.	3.Medium Spending ...	8,402,618,493.39	126,930	2,727,710.12
3.	2.High spending freq...	5,345,190,928.01	59,590	1,388,952.61
4.	4.Medium Spending ...	4,707,182,156.31	123,610	3,893,062.26
5.	0.Low spending and I...	1,988,502,405.05	726,420	20,644,858.78

1 - 5 / 5 < >

Description ▾

Total spending each group by Card type



Total spending each group by territory

