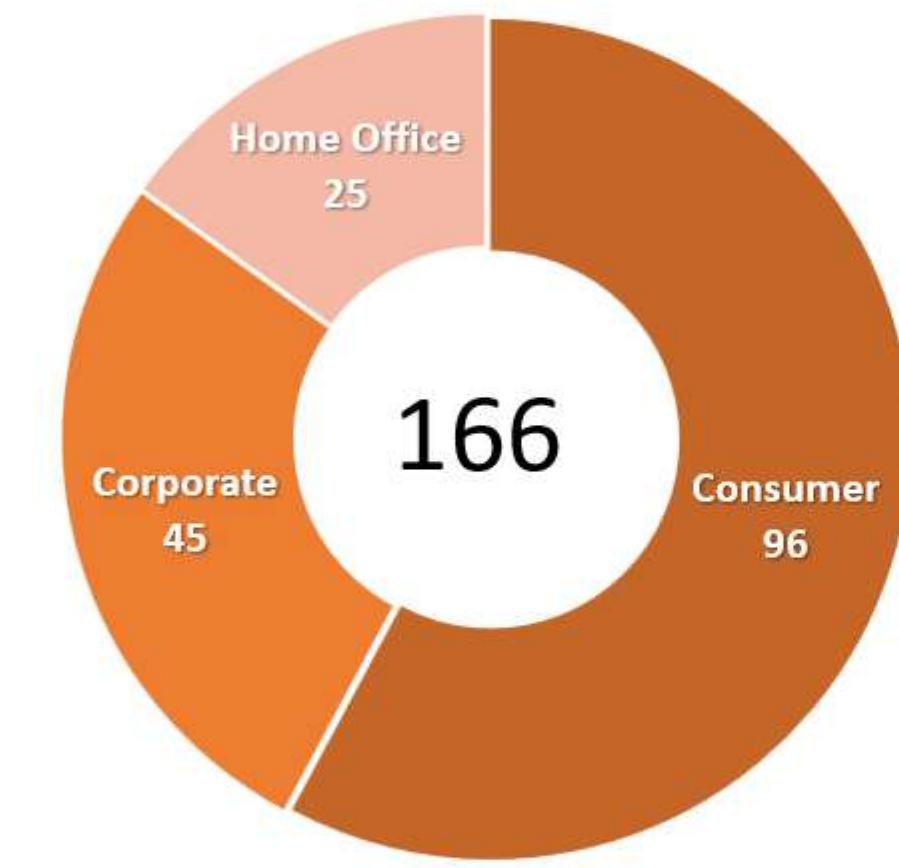


## Total Customer



## Average Order Value

\$499.45

## Average Shipping Time

Same Day	2
First Class	0
Second Class	3
Standard Class	5

## Top 3 Customers



\$23,661.23

SM-20320  
Sean Miller

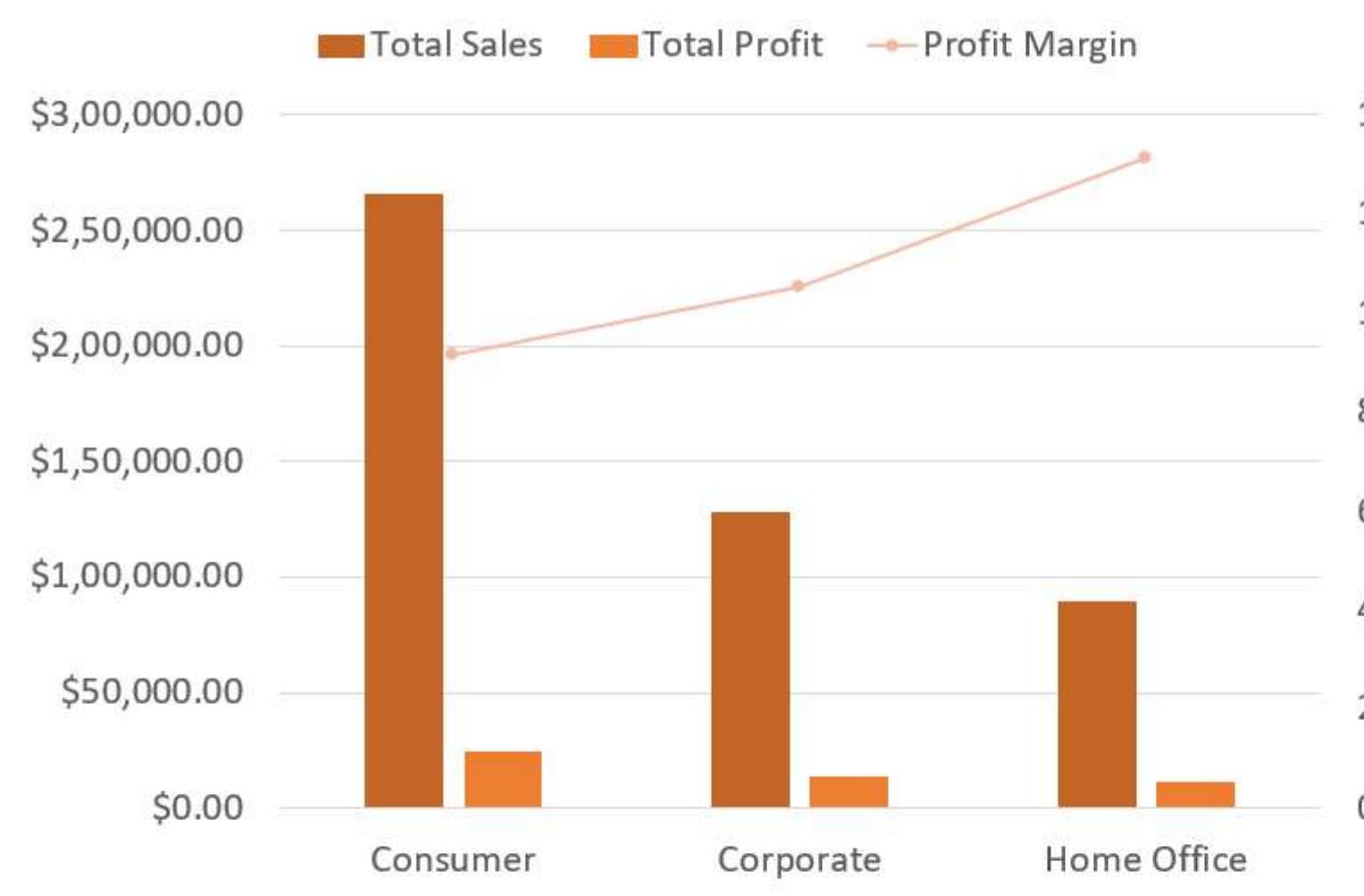
\$12,876.48

SC-20095  
Sanjit Chand

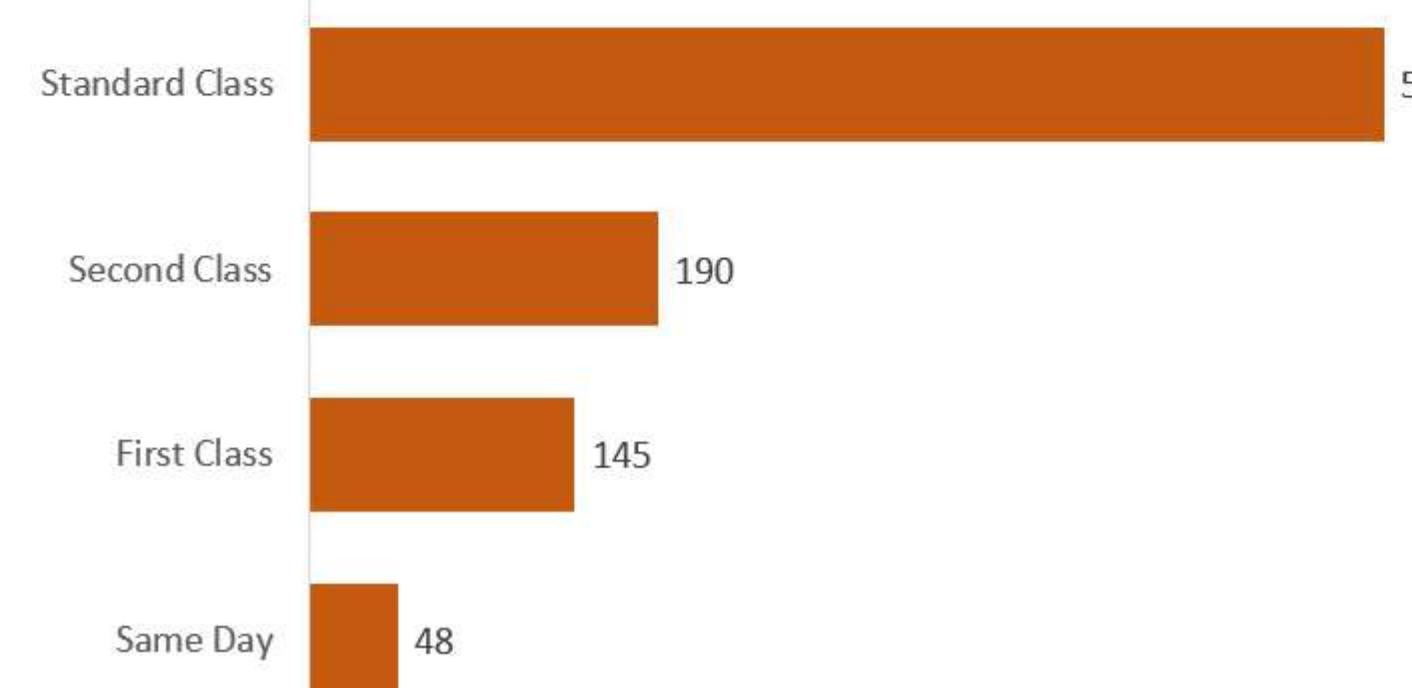
\$10,539.90

BM-11140  
Becky Martin

## Total Sales by Customer Segments

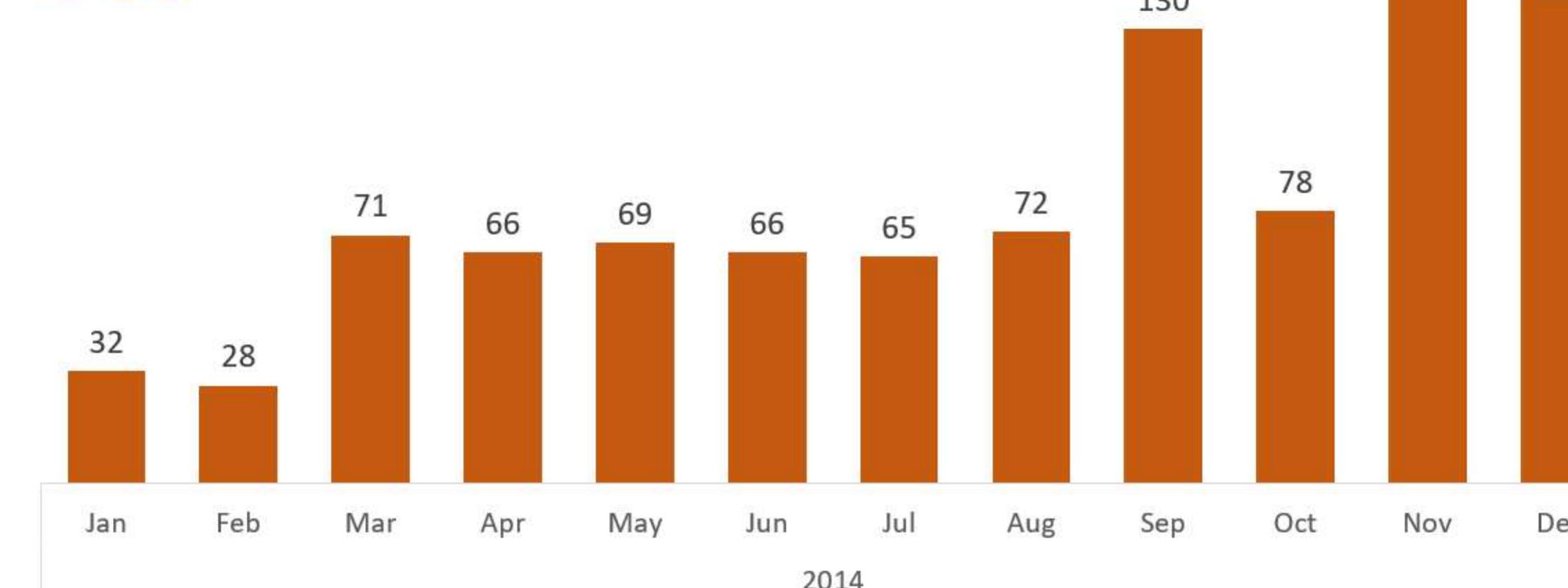


## Orders by Ship Mode

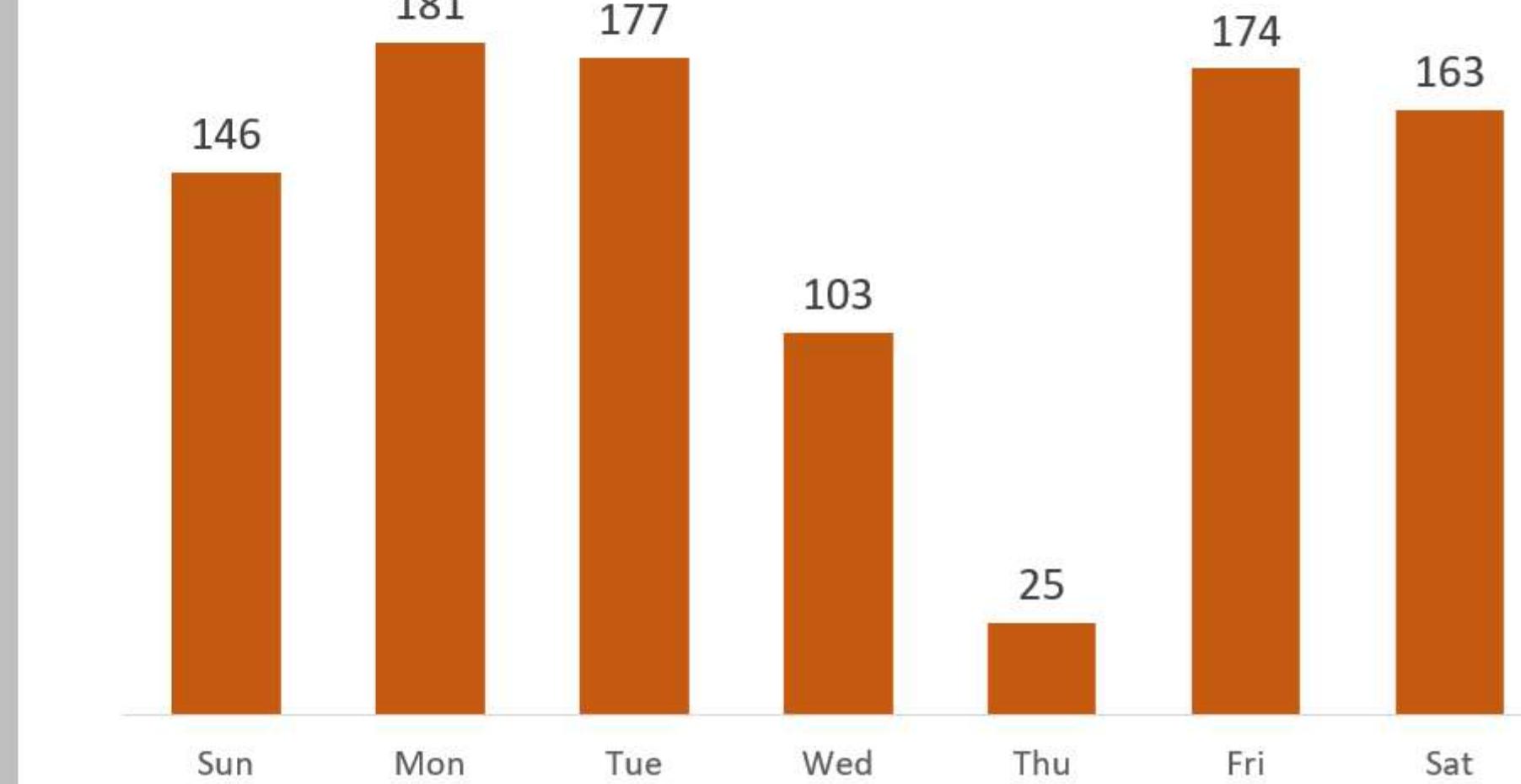


## Total Orders by Year and Month

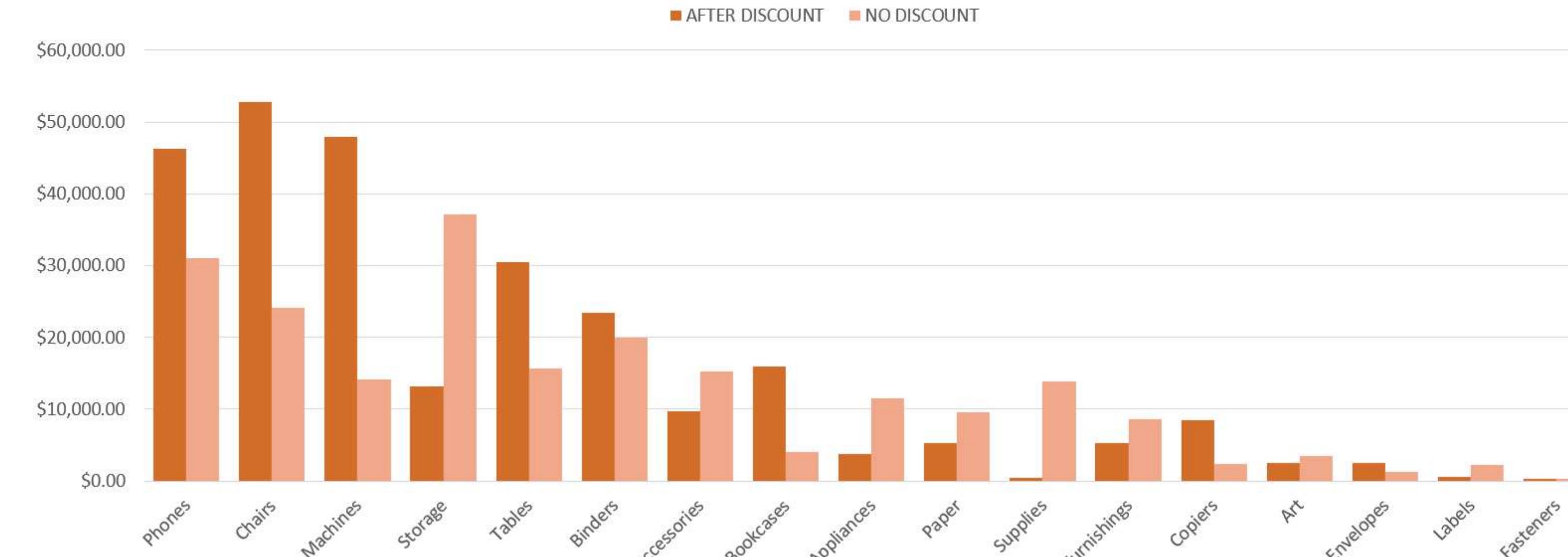
969



## Total Orders by Day of Week



## Sales Differences Before &amp; After Discount

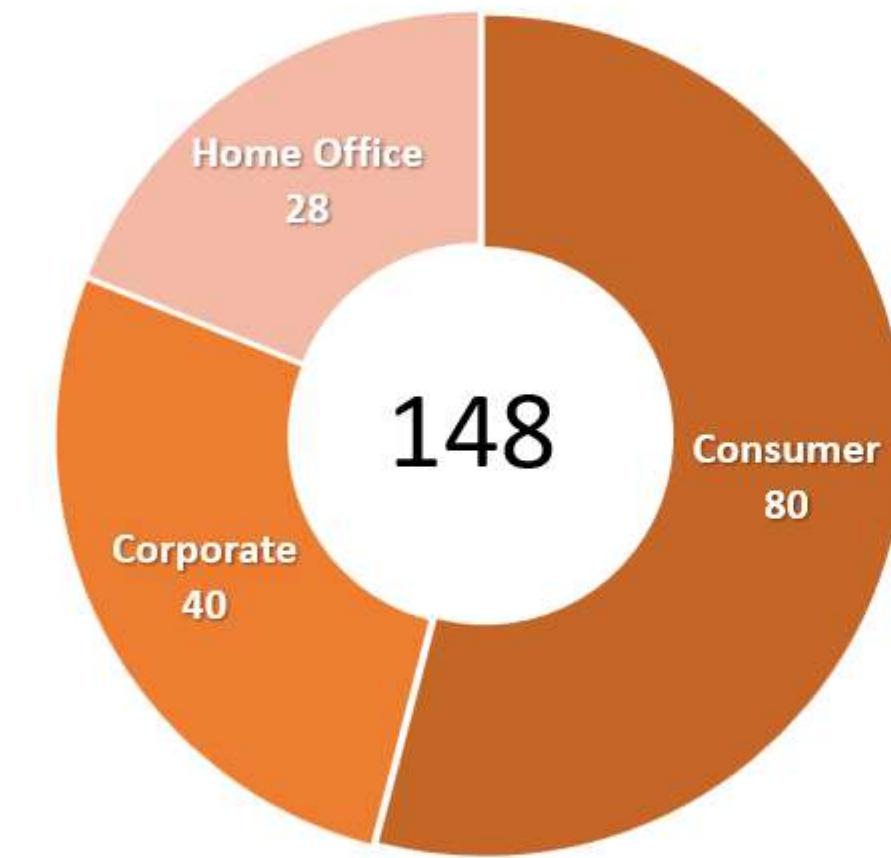


## Total Profit by Discount Range

Discount Range	Total Profit
0%	\$58,617.17
10% - 20%	\$1,394.15
20% - 30%	\$17,576.53
30% - 40%	-\$2,099.54
40% - 50%	-\$6,980.50
50%+	-\$18,951.78

## Total Profit by Discount Range

Discount Range	Count of Discount
0%	937
10% - 20%	28
20% - 30%	746
30% - 40%	52
40% - 50%	46
50%+	183

**Total Customer****Average Order Value**

\$453.31

**Average Shipping Time**

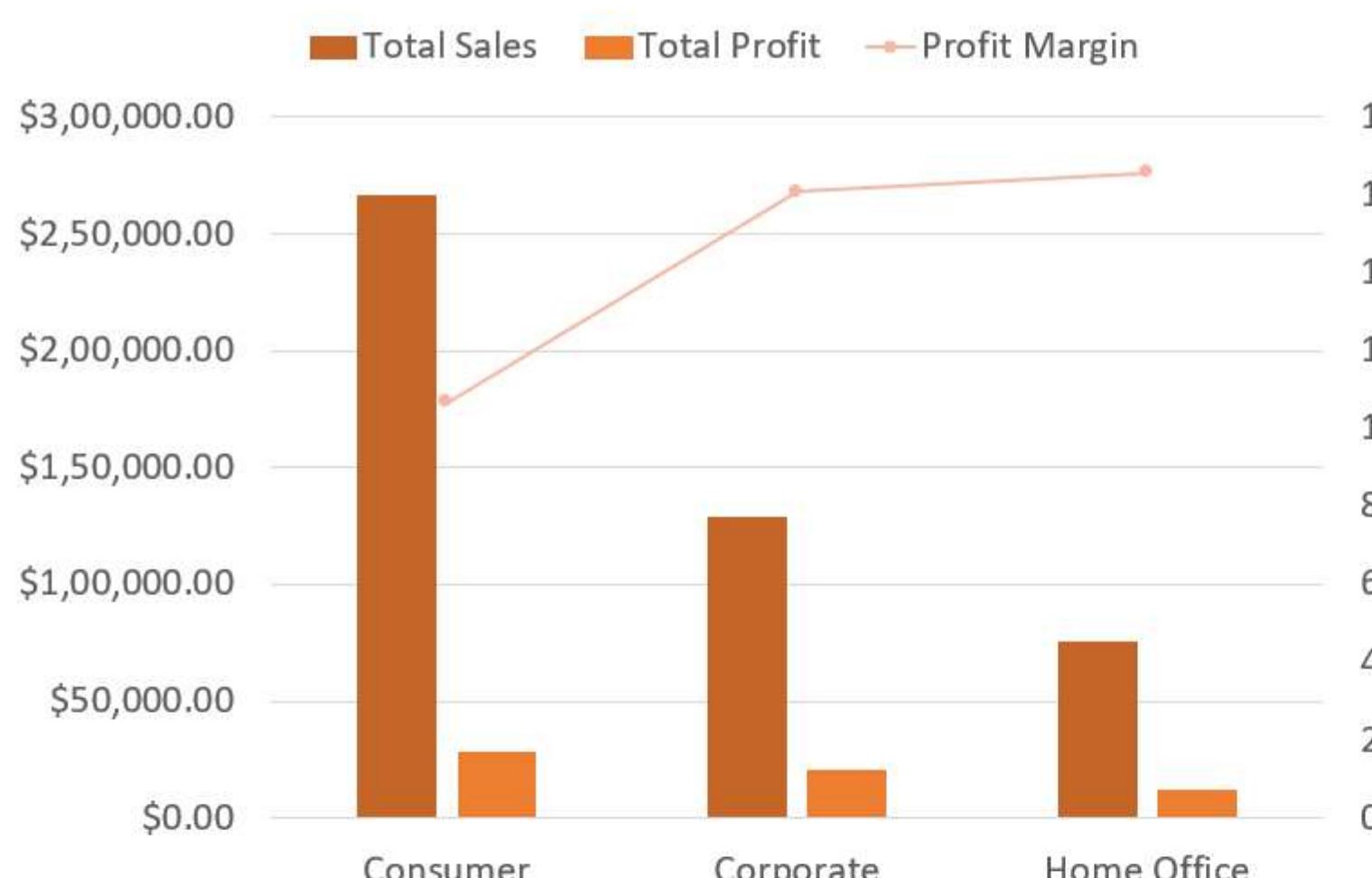
Same Day	2
First Class	0
Second Class	3
Standard Class	5

**Top 3 Customers**

**1**  
\$9,022.32  
PF-19120  
Peter Fuller

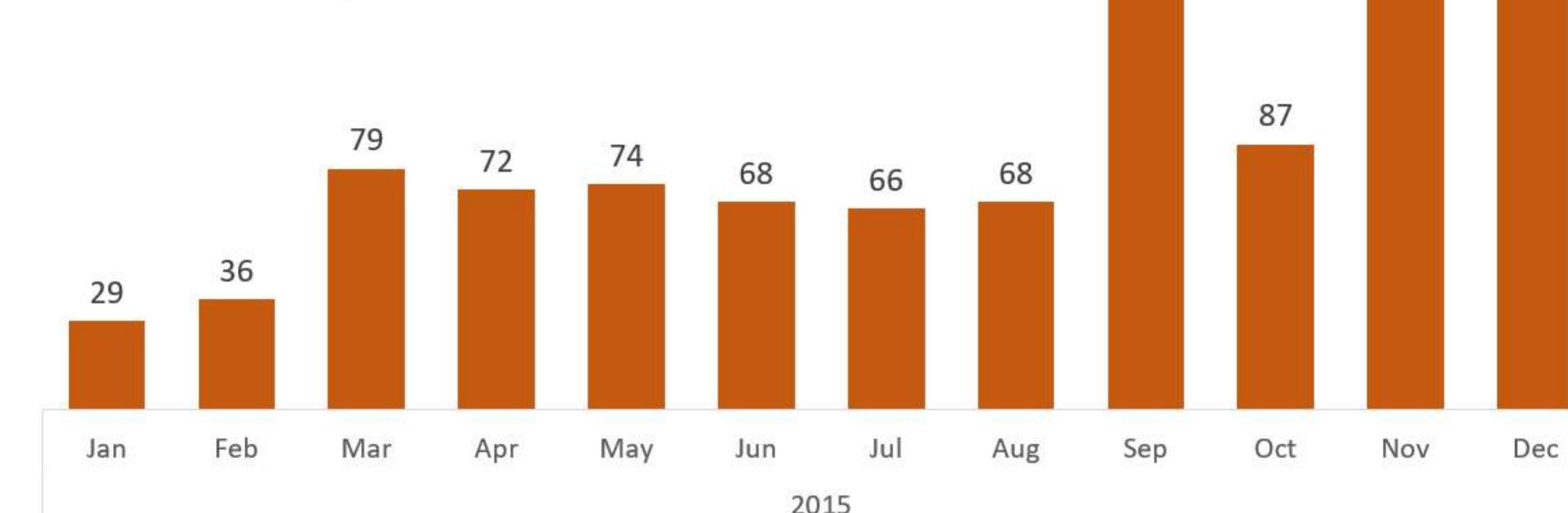
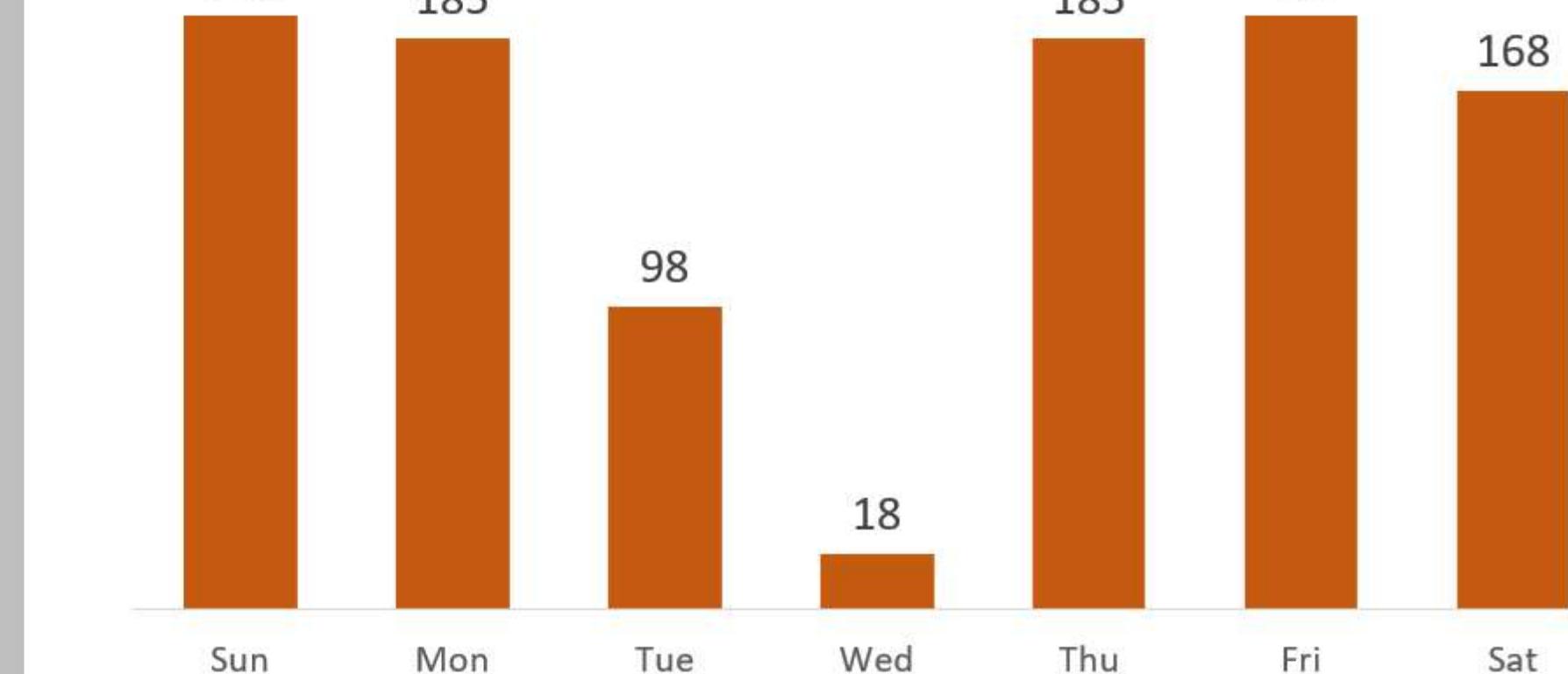
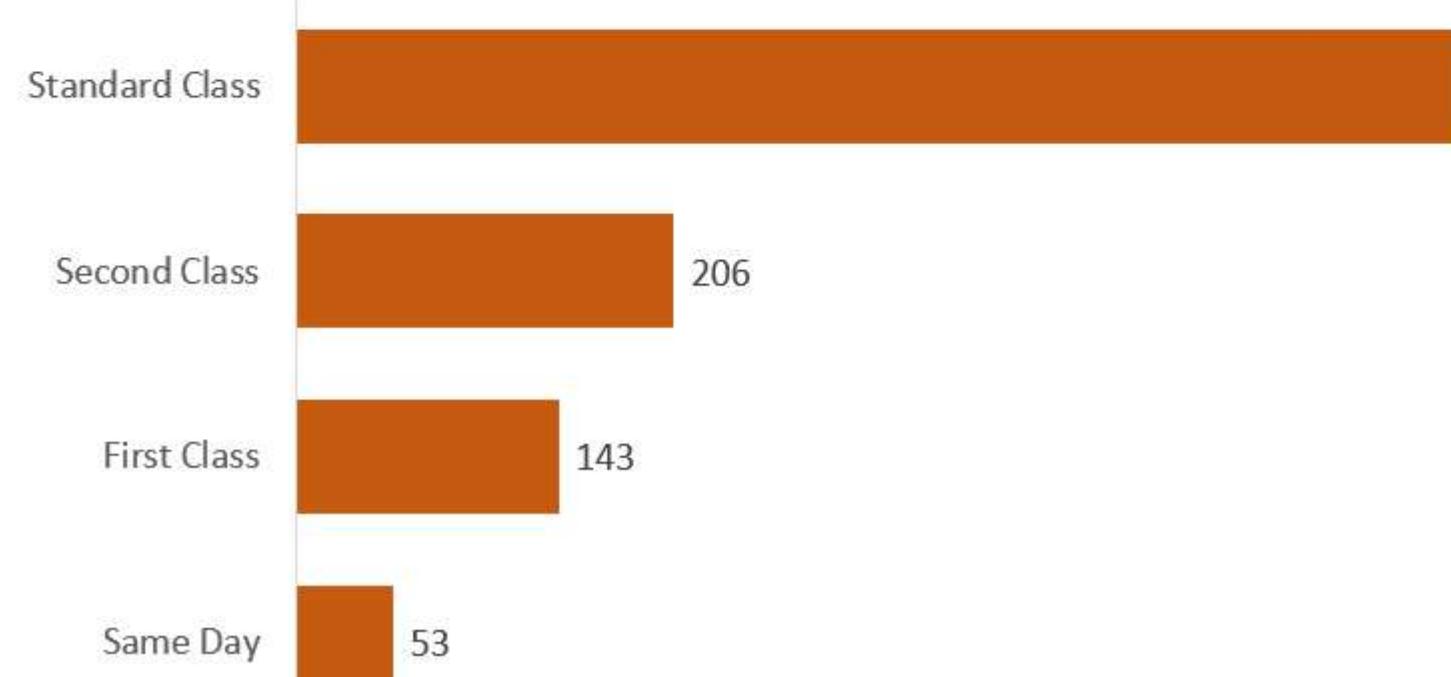
**2**  
\$7,039.04  
KD-16495  
Keith Dawkins

**3**  
\$6,682.26  
CM-12385  
Christopher Martinez

**Total Sales by Customer Segments****Total Orders by Year and Month**

1038

7.12% over last year

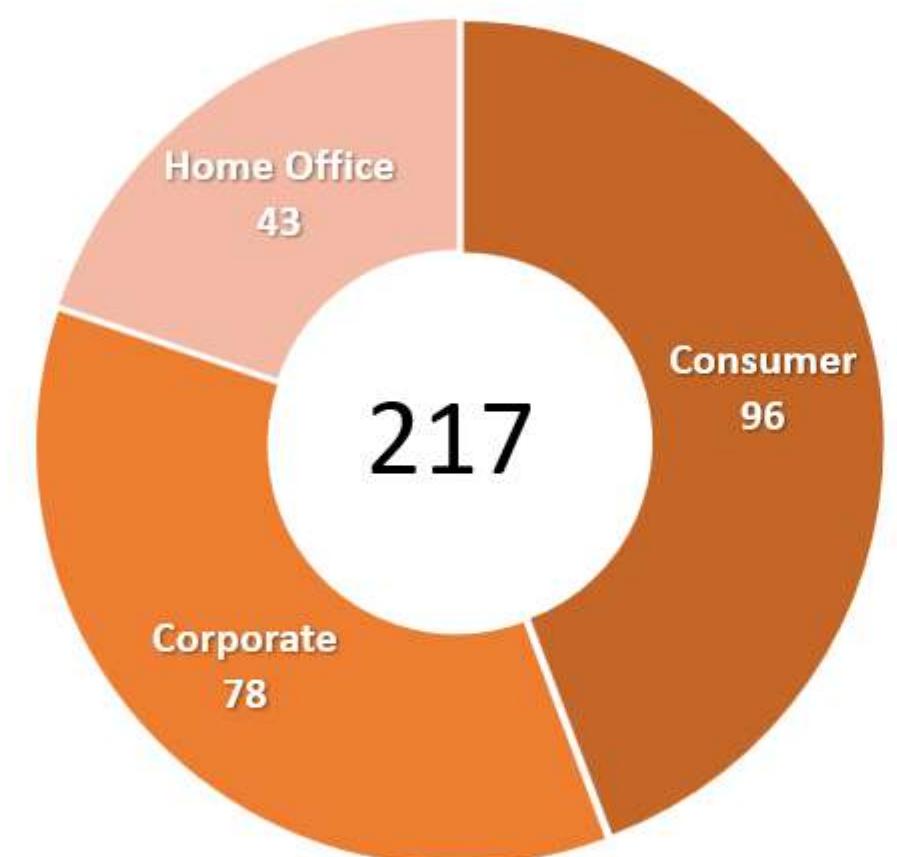
**Total Orders by Day of Week****Orders by Ship Mode****Sales Differences Before & After Discount****Total Profit by Discount Range**

Discount Range	Total Profit
0%	\$68,870.76
10% - 20%	\$2,598.10
20% - 30%	\$18,554.91
30% - 40%	-\$2,996.50
40% - 50%	-\$5,771.62
50%+	-\$19,637.04

**Total Profit by Discount Range**

Discount Range	Count of Discount
0%	1023
10% - 20%	39
20% - 30%	747
30% - 40%	54
40% - 50%	41
50%+	198

## Total Customer



## Average Order Value

\$463.27

## Average Shipping Time

Same Day	2
First Class	0
Second Class	3
Standard Class	5

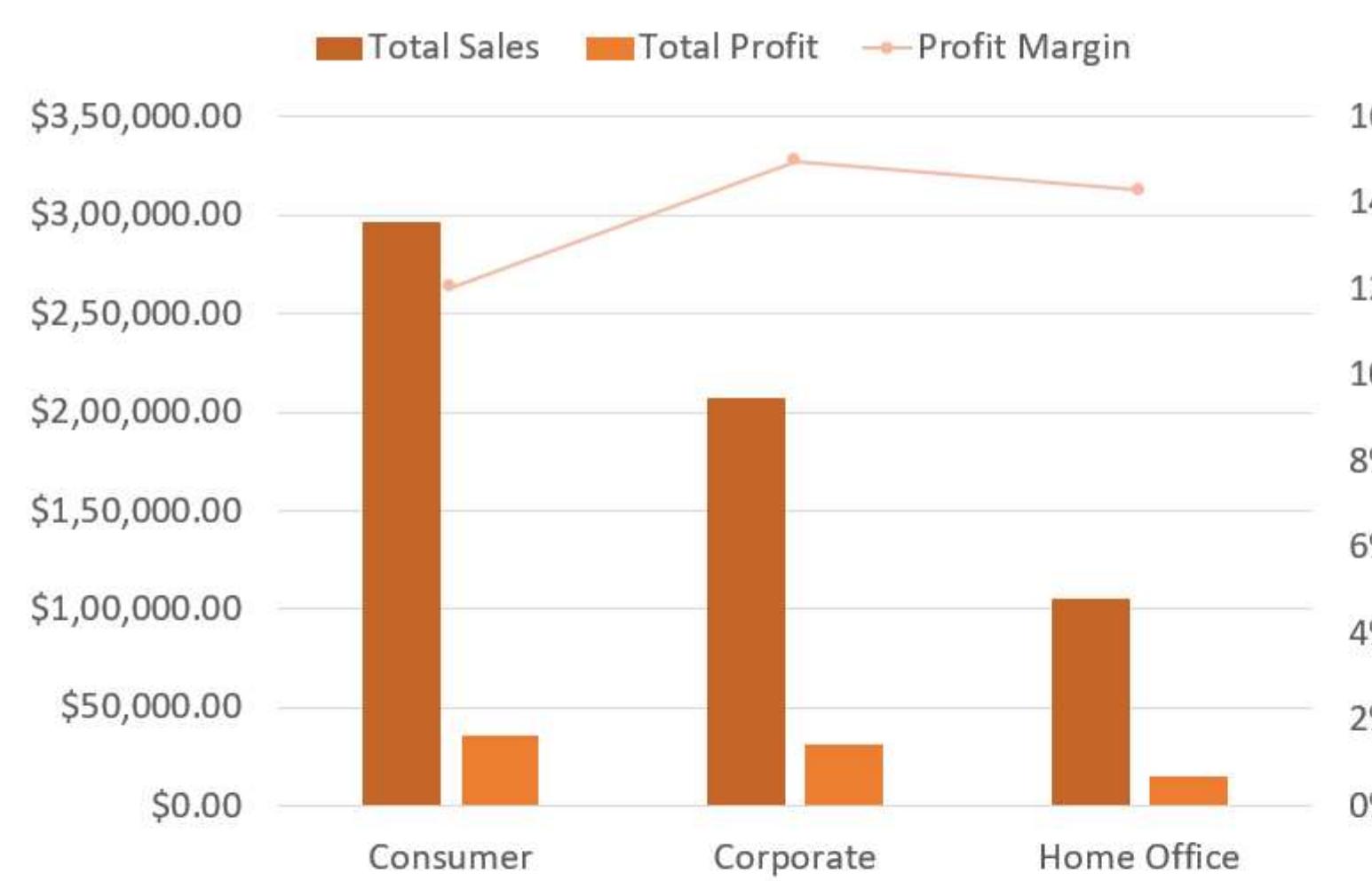
## Top 3 Customers

**1**  
\$18,344.05  
TC-20980  
Tamara Chand

**2**  
\$11,901.18  
CC-12370  
Christopher Conant

**3**  
\$10,403.87  
AB-10105  
Adrian Barton

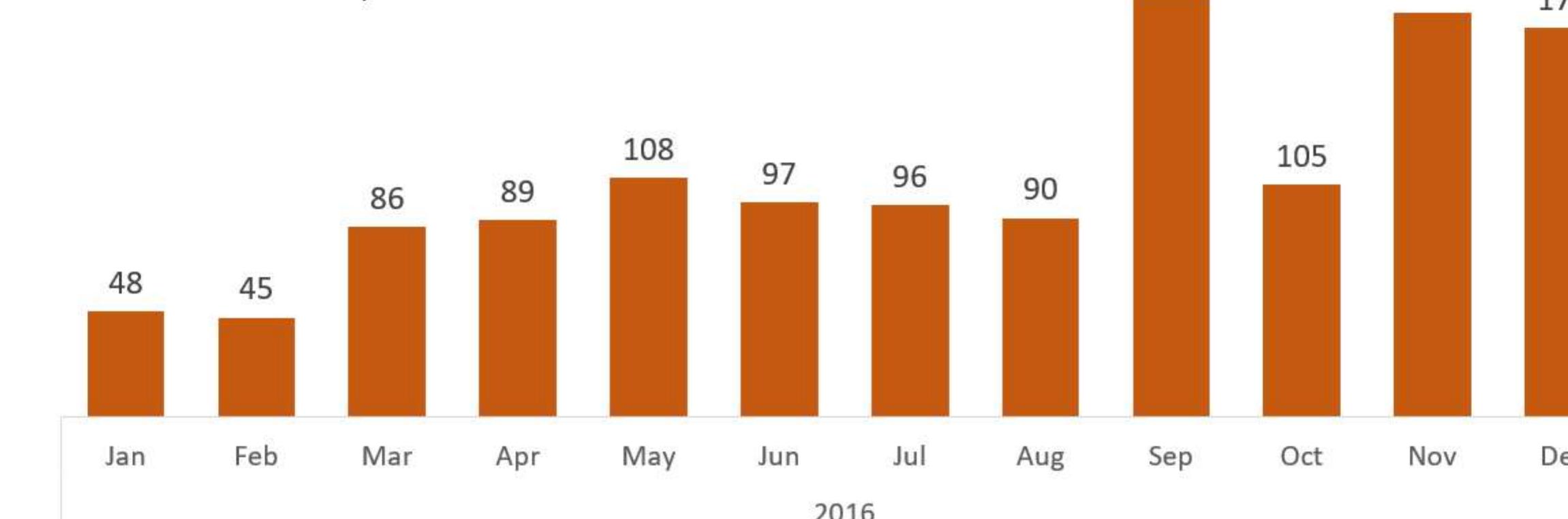
## Total Sales by Customer Segments



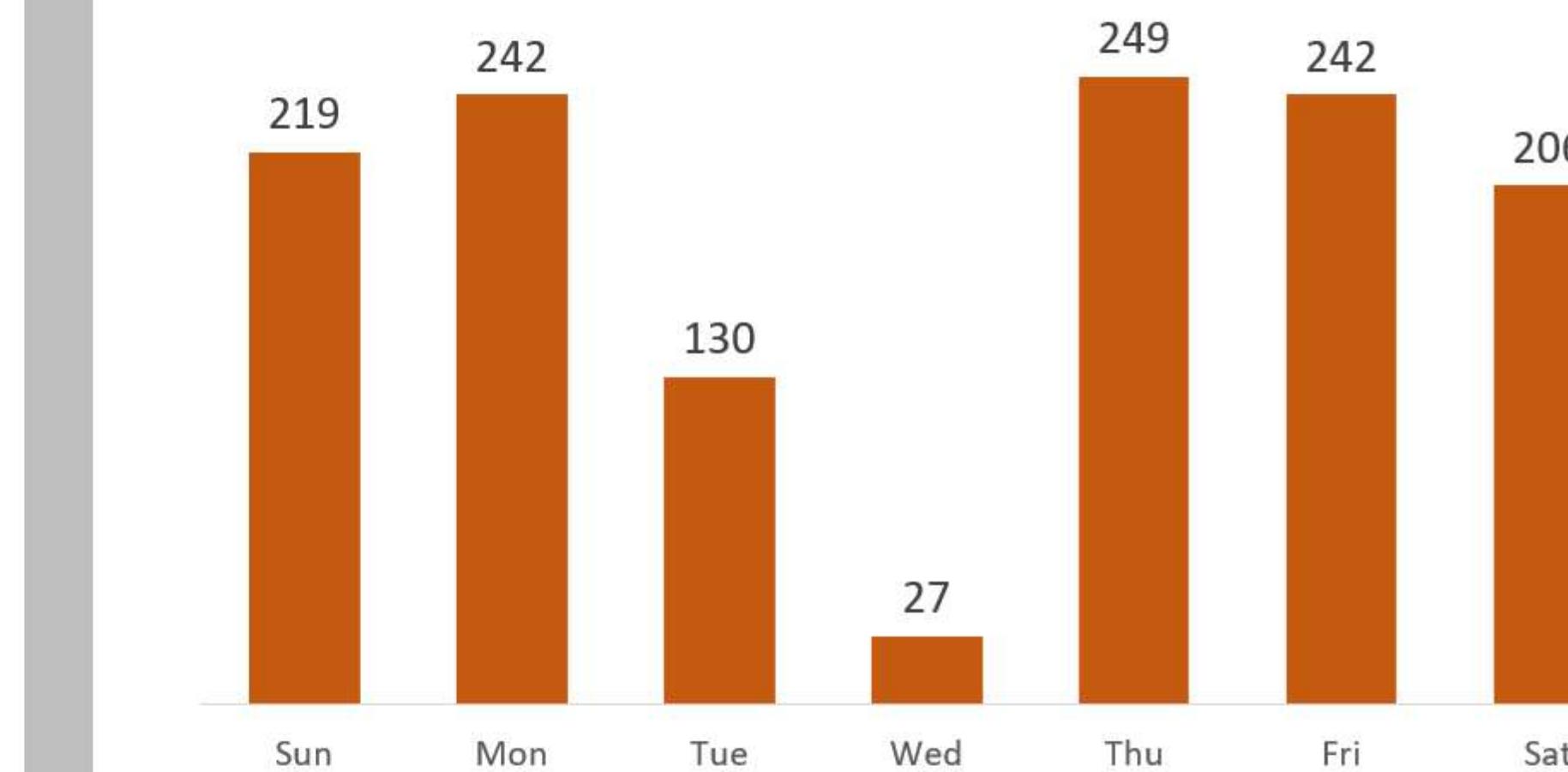
## Total Orders by Year and Month

1315

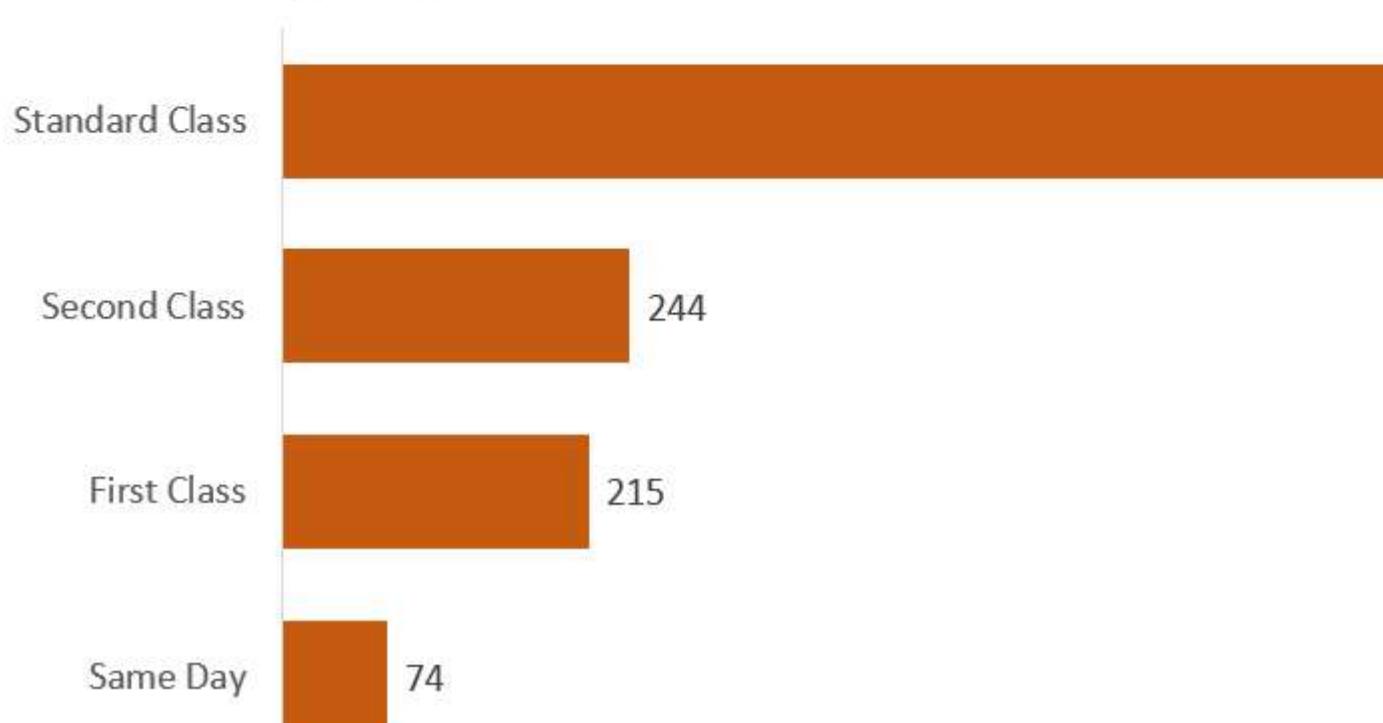
26.69% over last year



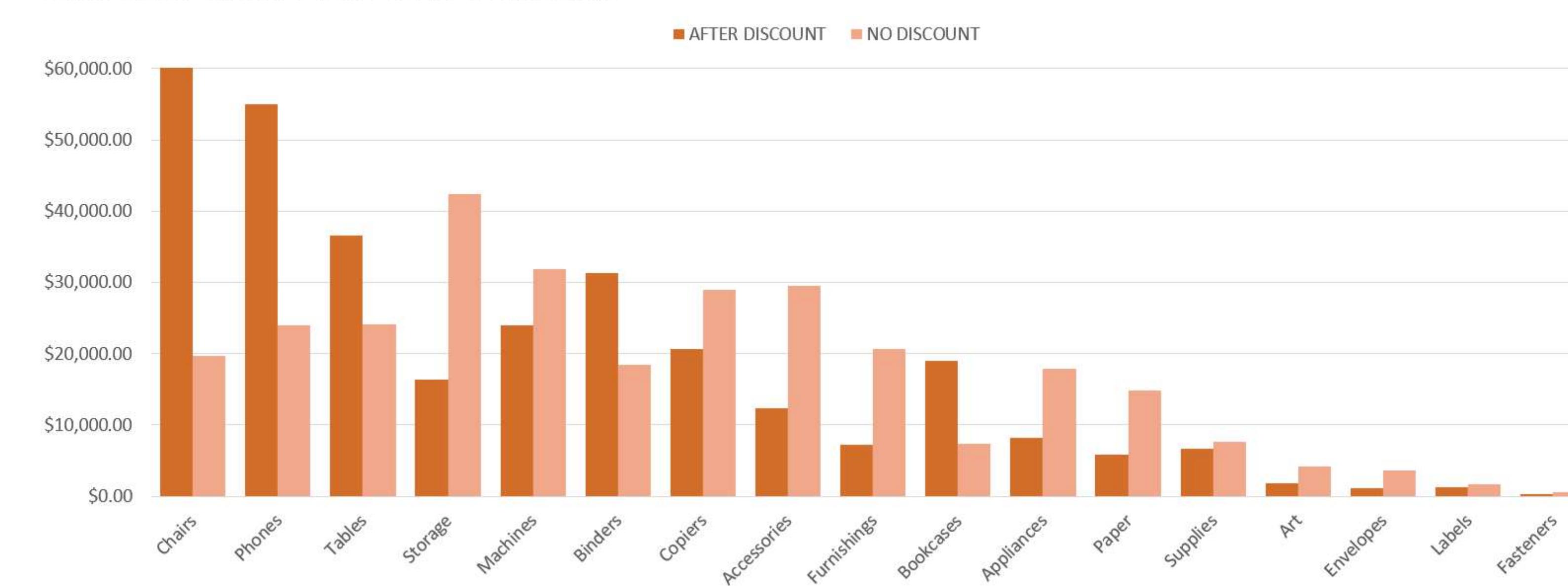
## Total Orders by Day of Week



## Orders by Ship Mode



## Sales Differences Before &amp; After Discount



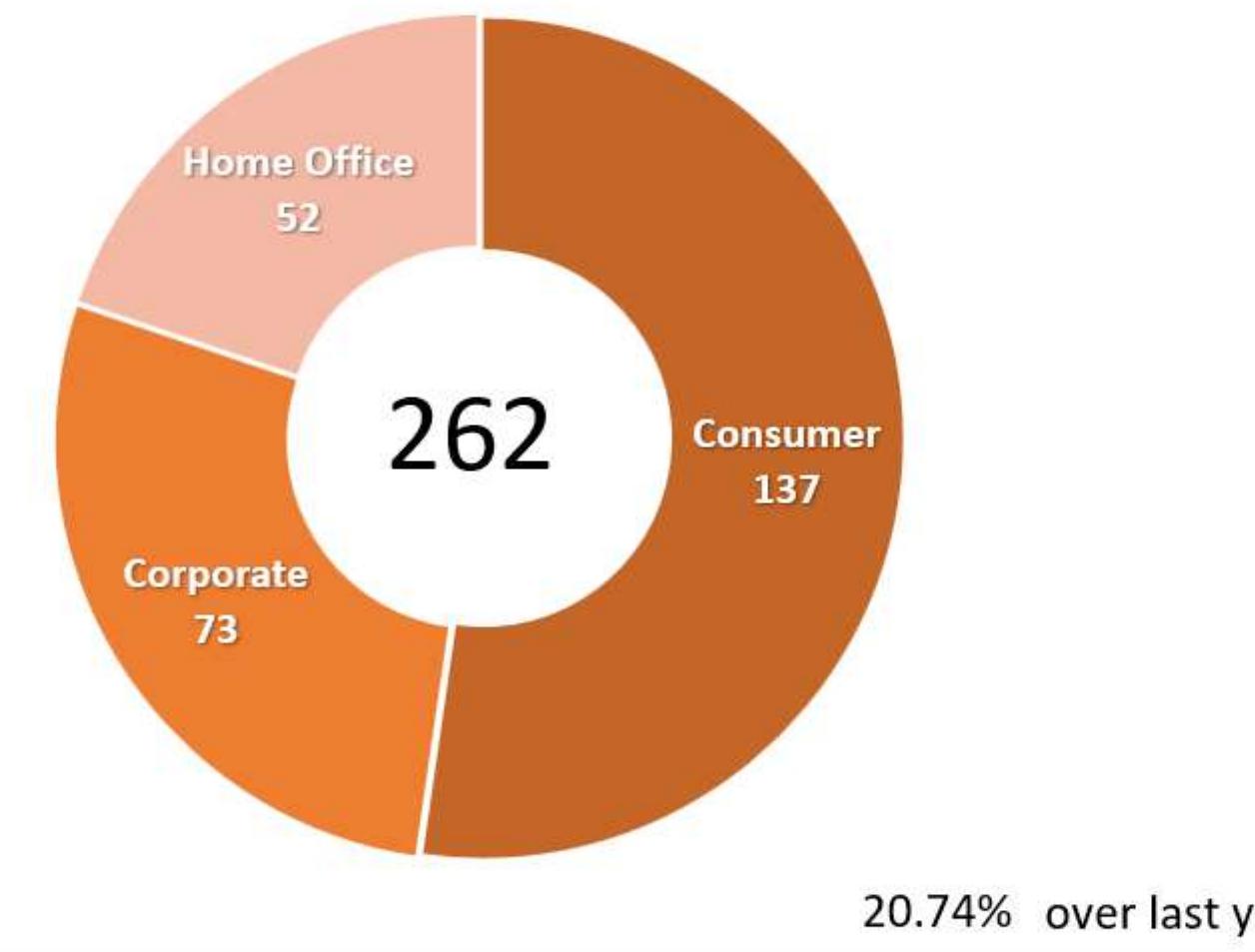
## Total Profit by Discount Range

Discount Range	Total Profit
0%	\$89,341.97
10% - 20%	\$2,617.79
20% - 30%	\$21,192.53
30% - 40%	-\$3,292.49
40% - 50%	-\$3,736.45
50%+	-\$24,328.17

## Total Profit by Discount Range

Discount Range	Count of Discount
0%	1248
10% - 20%	35
20% - 30%	941
30% - 40%	68
40% - 50%	57
50%+	238

## Total Customer



## Average Order Value

\$434.63

## Average Shipping Time

Same Day	2
First Class	0
Second Class	3
Standard Class	5

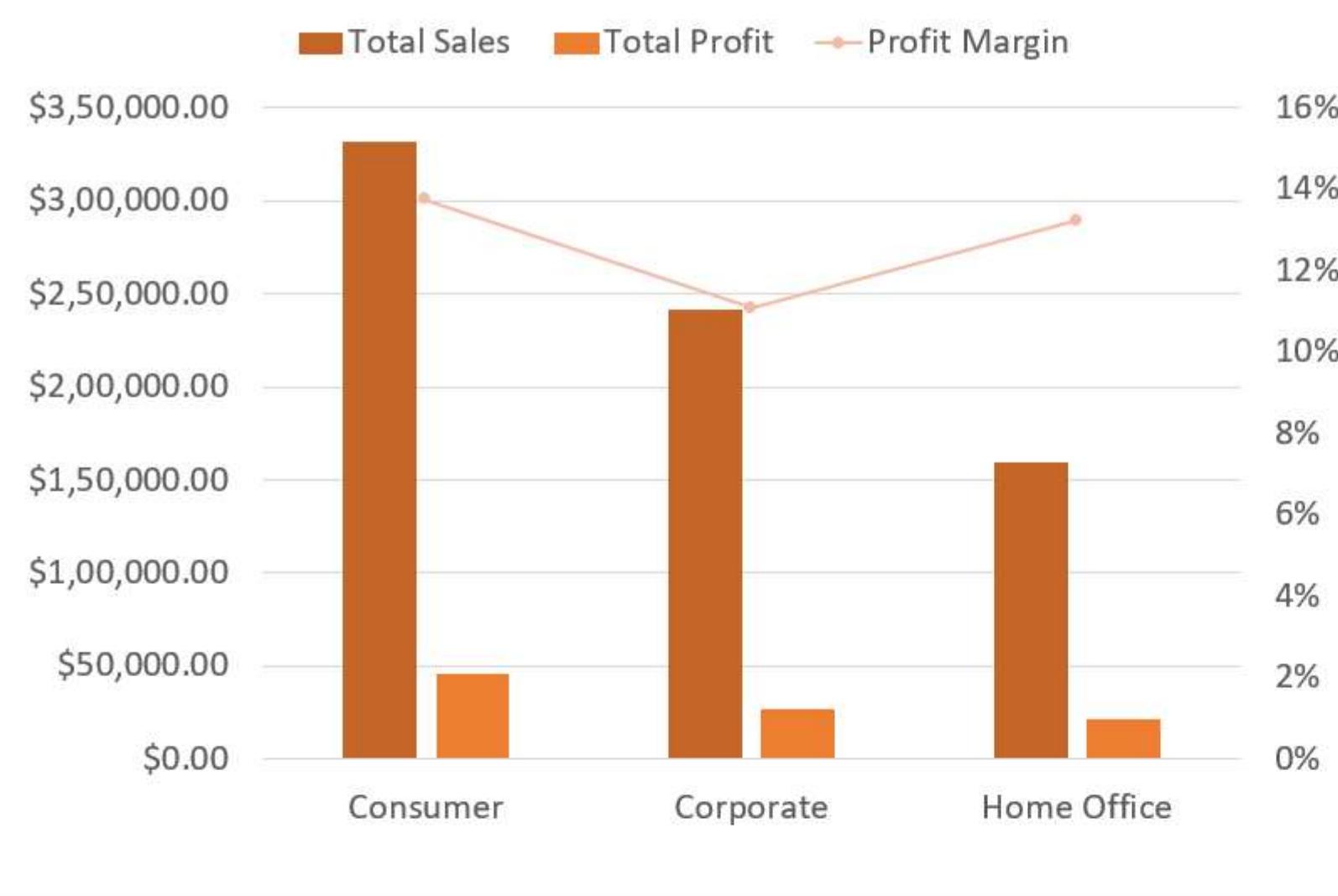
## Top 3 Customers

**1**  
\$14,203.28  
RB-19360  
Raymond Buch

**2**  
\$13,723.50  
TA-21385  
Tom Ashbrook

**3**  
\$10,522.55  
HL-15040  
Hunter Lopez

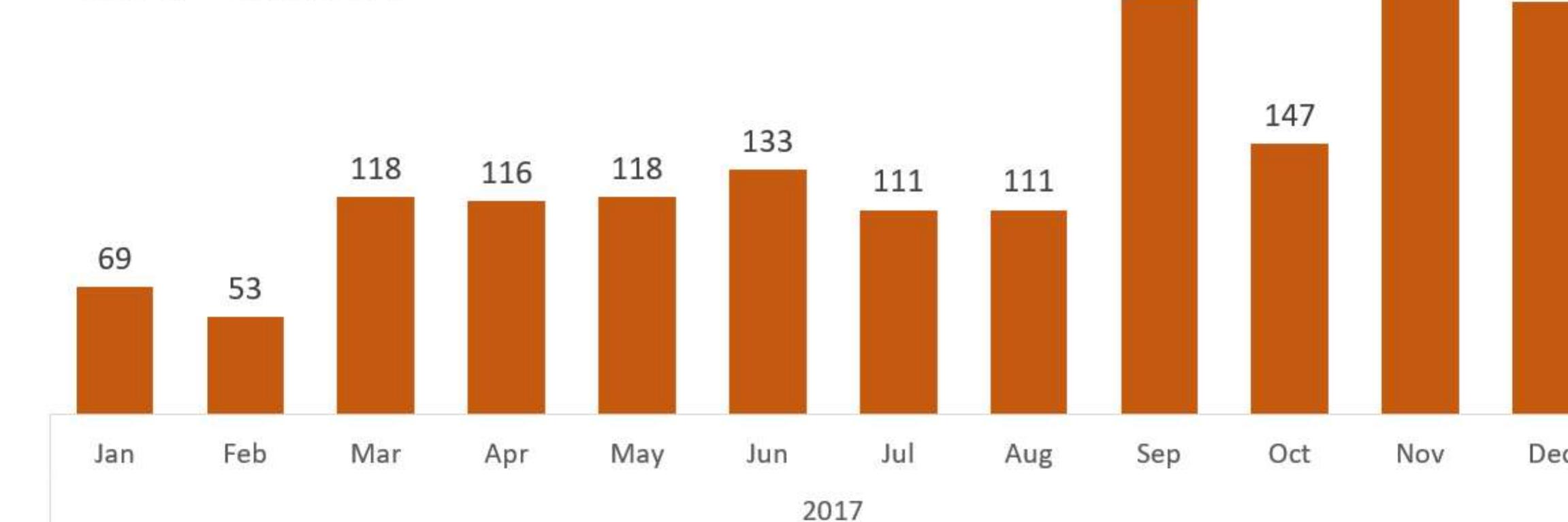
## Total Sales by Customer Segments



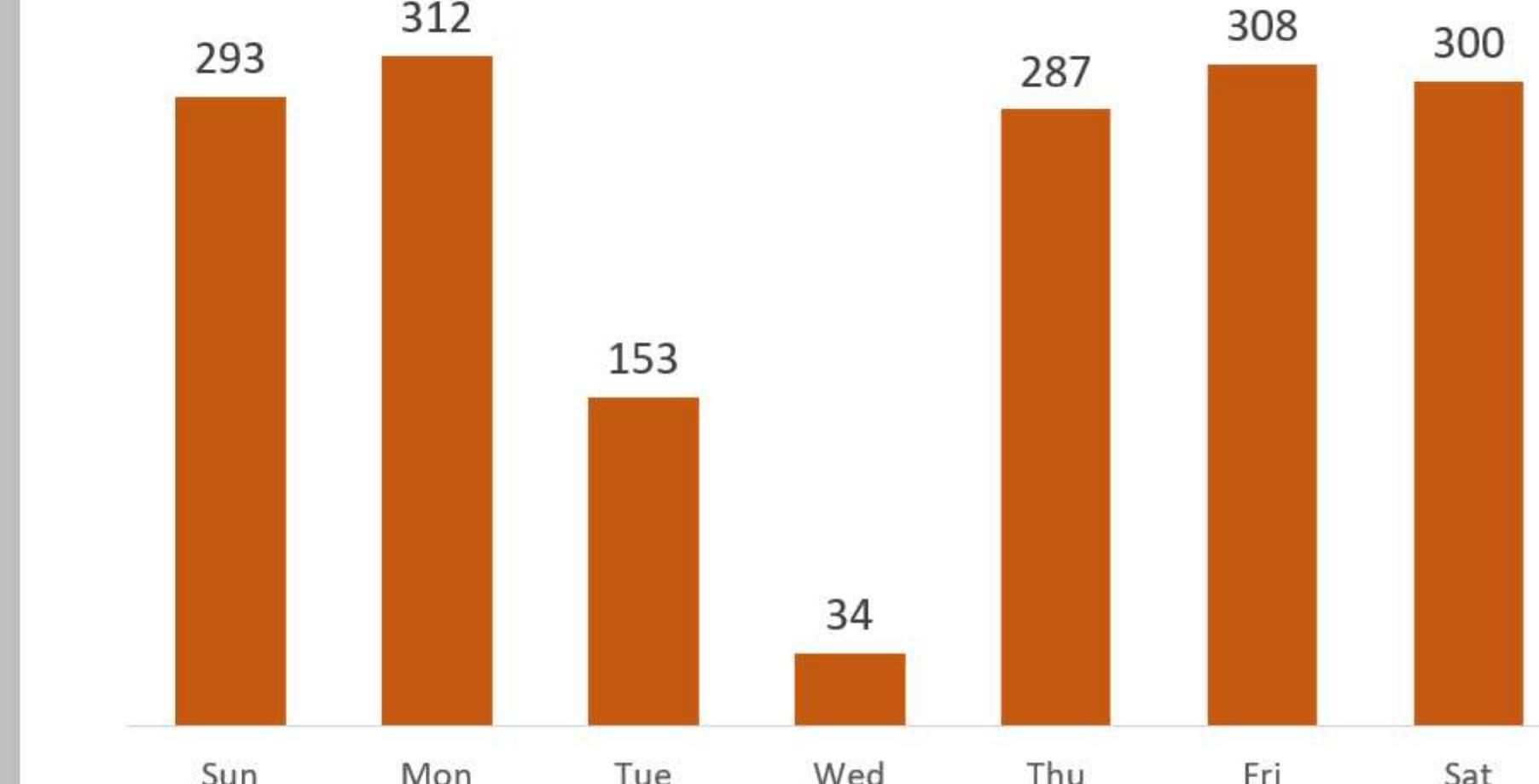
## Total Orders by Year and Month

1687

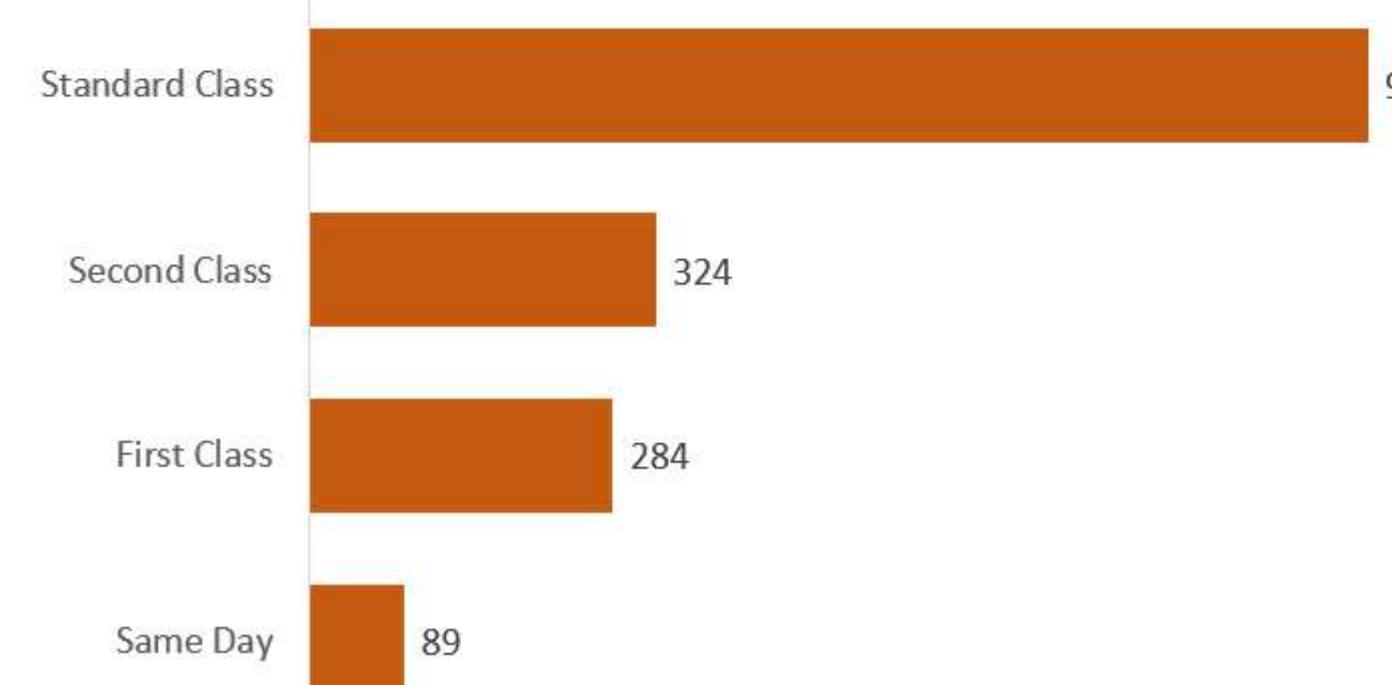
28.29% over last year



## Total Orders by Day of Week



## Orders by Ship Mode



## Sales Differences Before &amp; After Discount



## Total Profit by Discount Range

Discount Range	Total Profit
0%	\$1,041,57.71
10% - 20%	\$3,838.13
20% - 30%	\$33,013.33
30% - 40%	-\$4,359.83
40% - 50%	-\$9,061.59
50%+	-\$34,148.48

## Total Profit by Discount Range

Discount Range	Count of Discount
0%	1590
10% - 20%	44
20% - 30%	1223
30% - 40%	79
40% - 50%	73
50%+	303