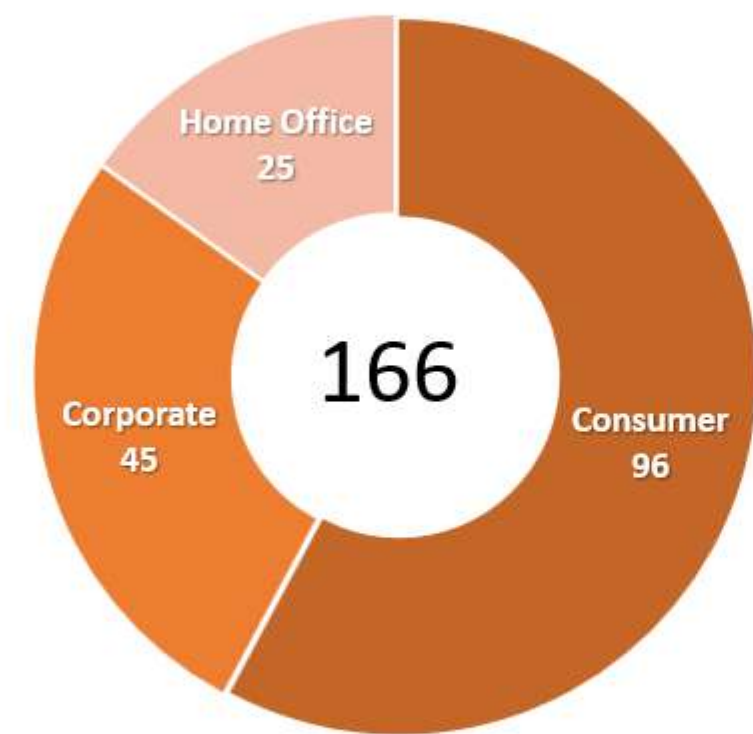


Total Customer



Average Order Value

\$499.45

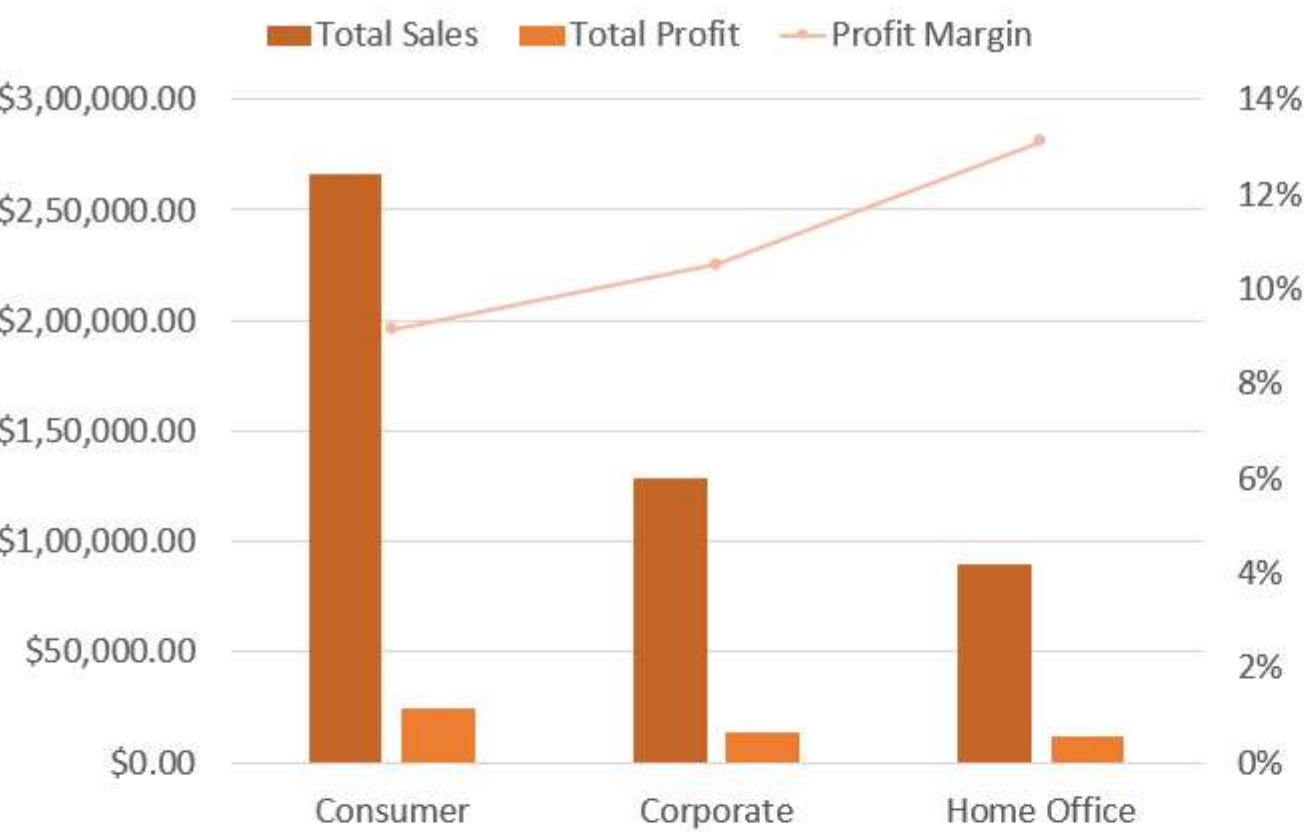
Average Shipping Time

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

Top 3 Customers

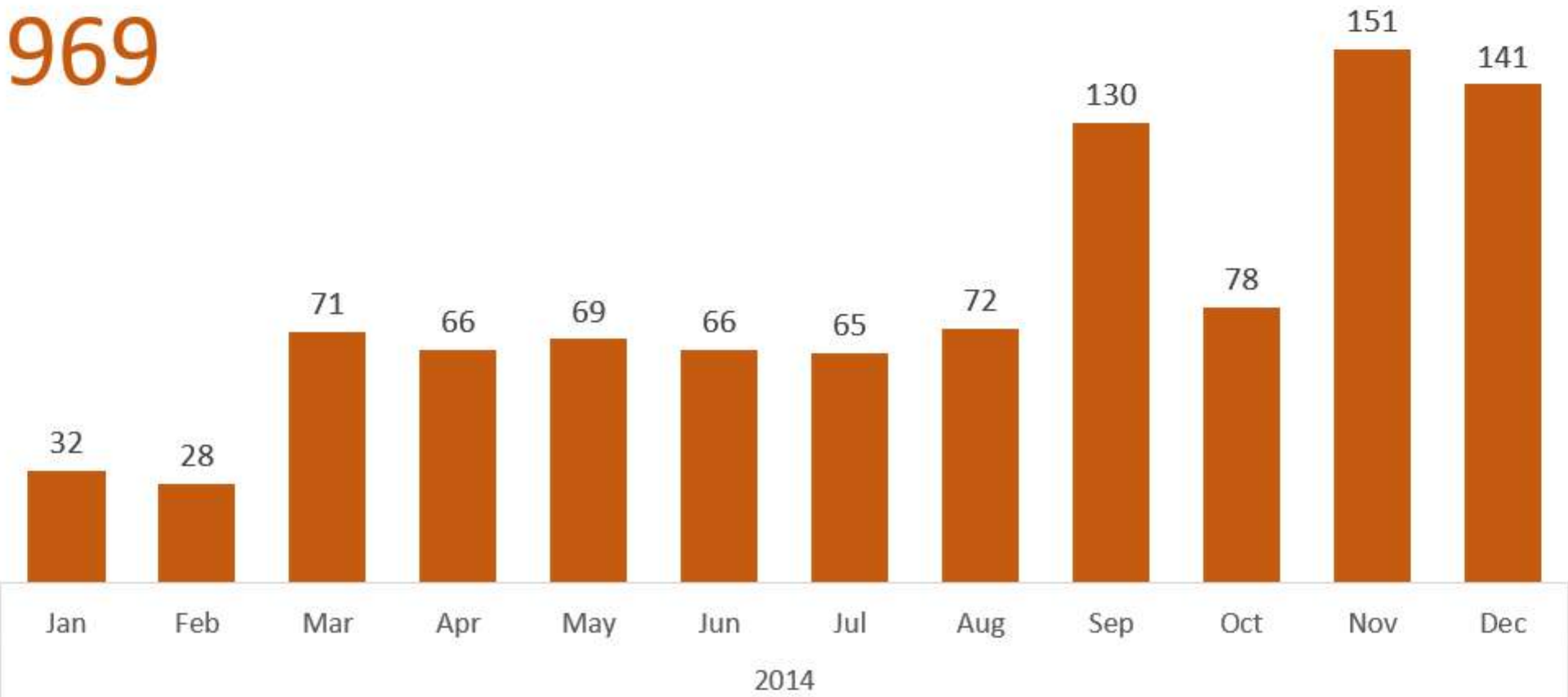


Total Sales by Customer Segments

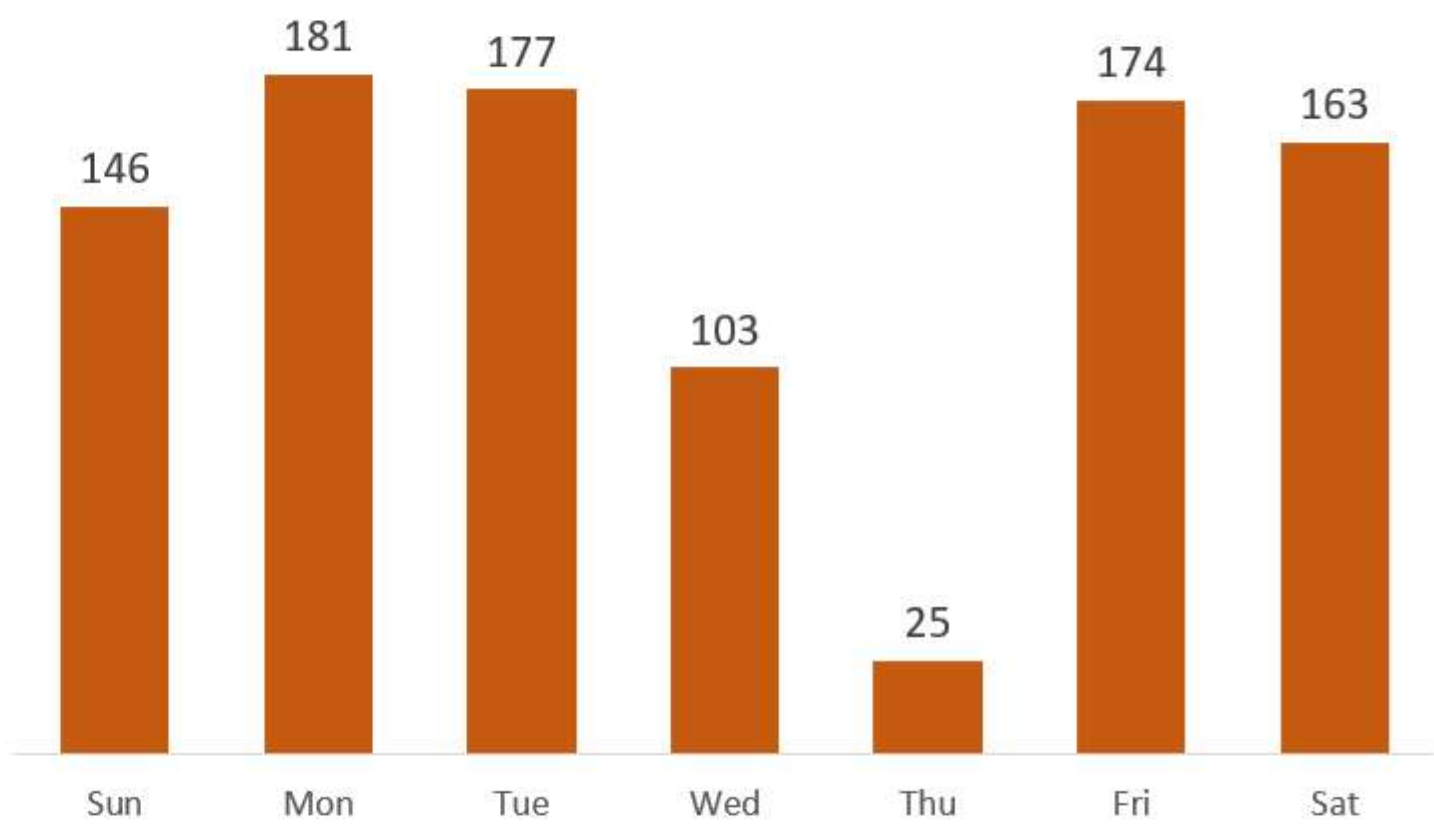


Total Orders by Year and Month

969



Total Orders by Day of Week



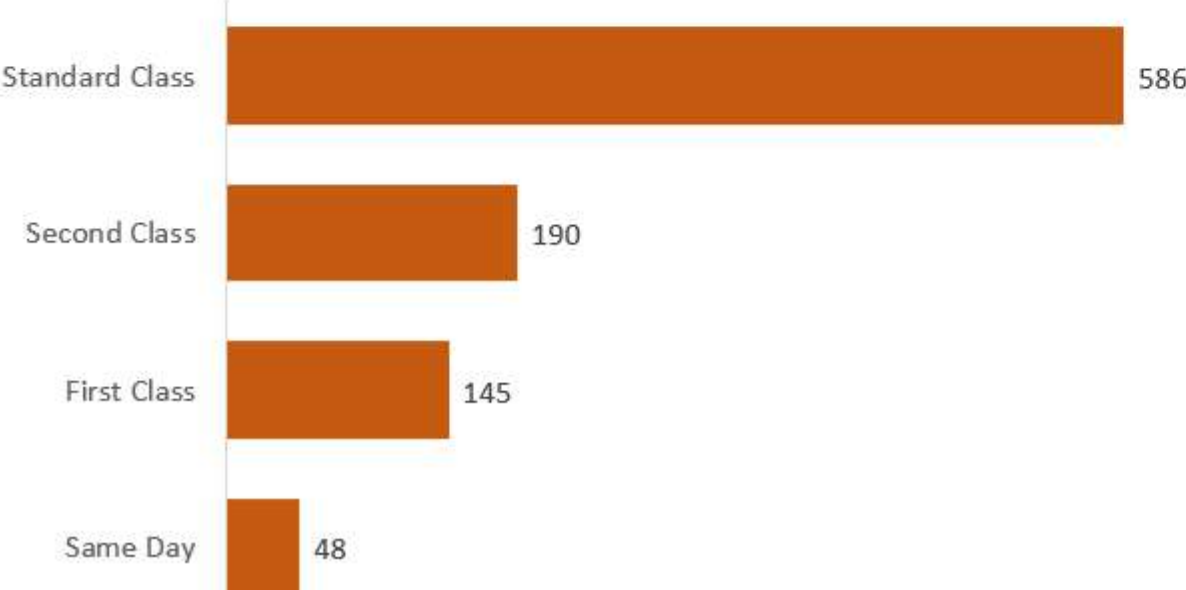
Sales Differences Before & After Discount



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 |

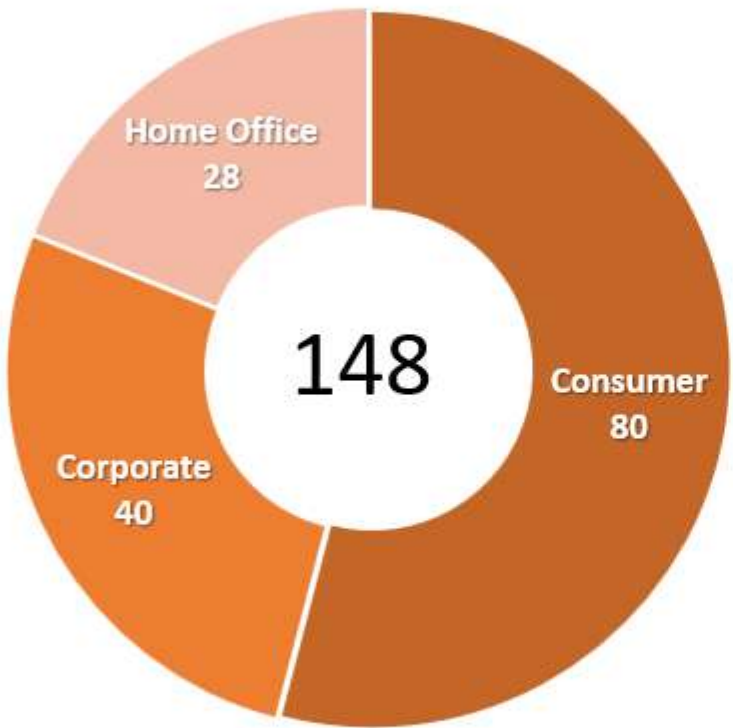
Orders by Ship Mode



Frequency of Discounts

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

Total Customer



-10.84% over last year

Average Order Value

\$499.45

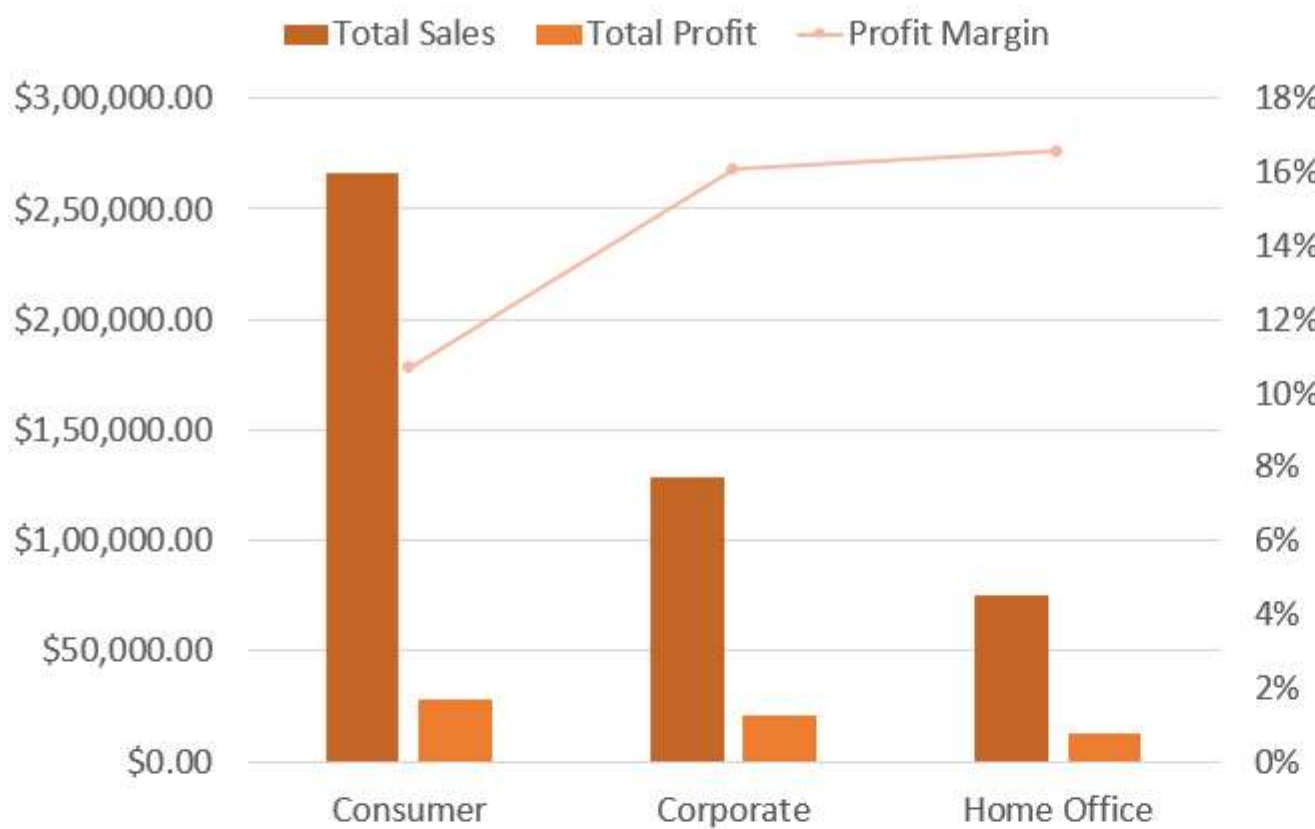
Average Shipping Time

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

Top 3 Customers

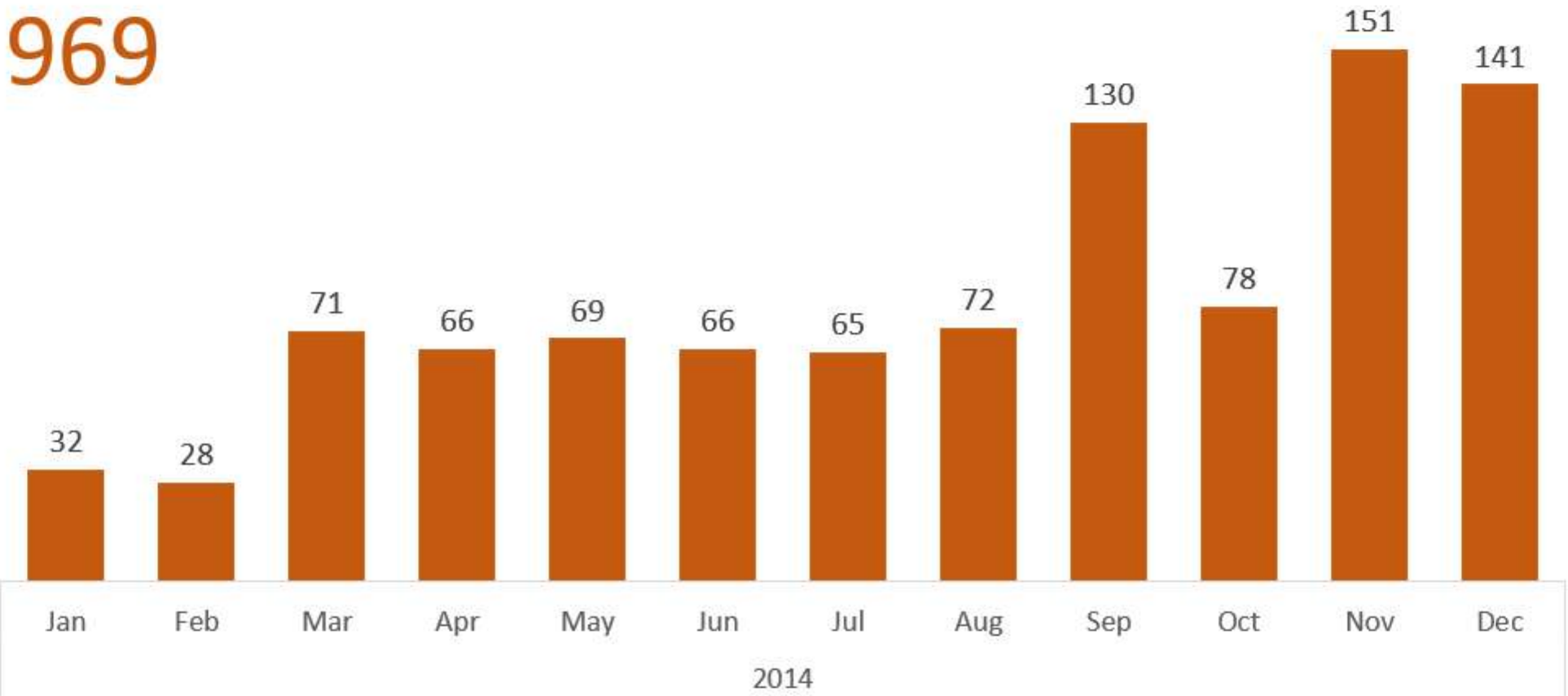
| | | |
|---|--|--|
| 1 \$23,661.23 SM-20320 Sean Miller | 2 \$12,876.48 SC-20095 Sanjit Chand | 3 \$10,539.90 BM-11140 Becky Martin |
|---|--|--|

Total Sales by Customer Segments

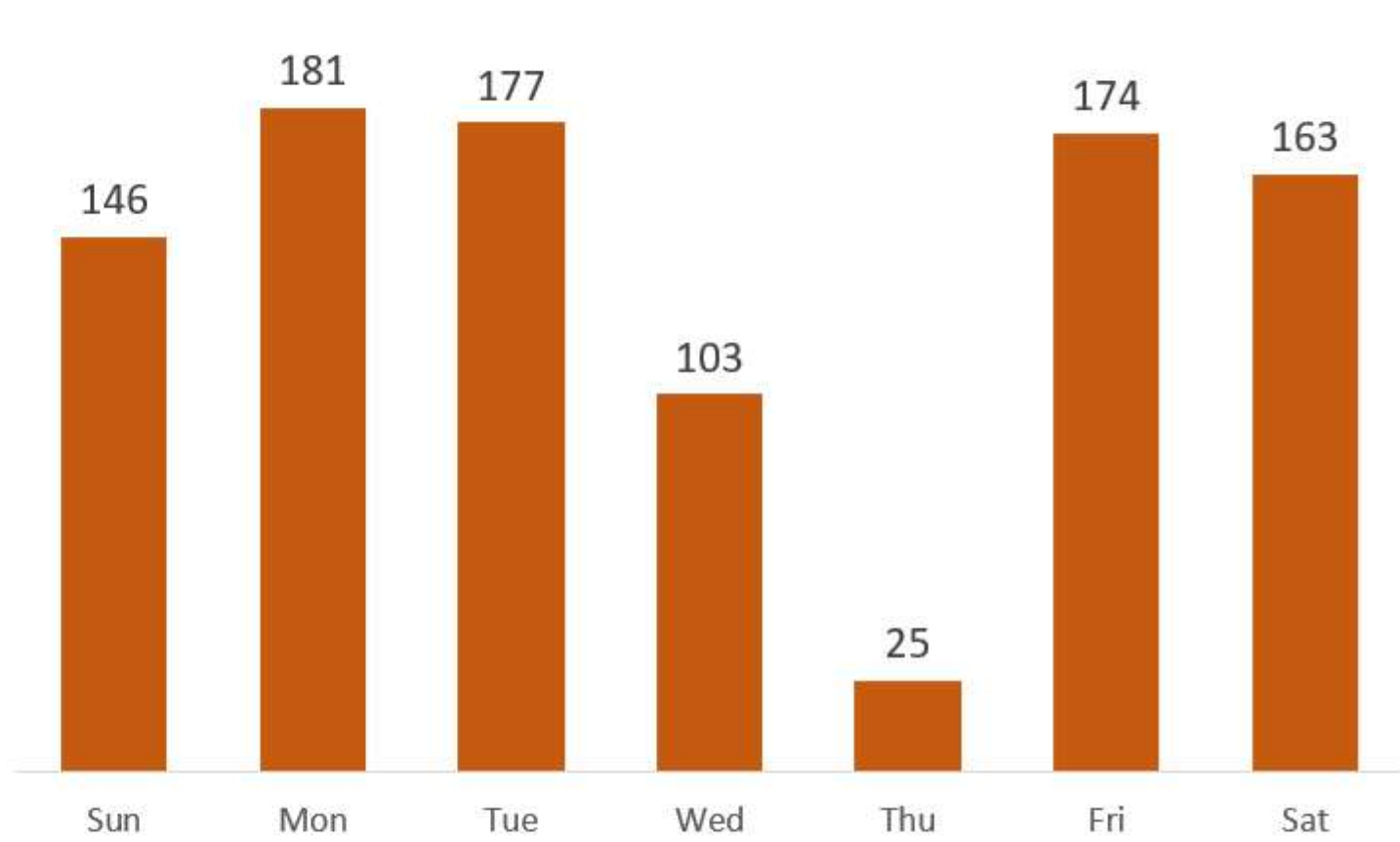


Total Orders by Year and Month

969



Total Orders by Day of Week



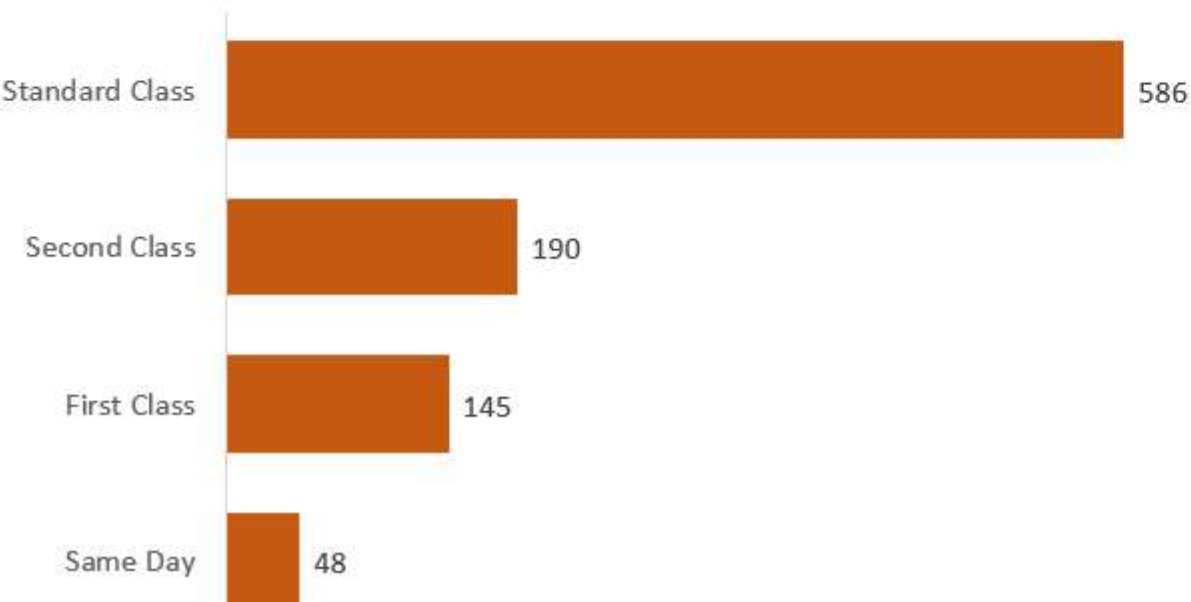
Sales Differences Before & After Discount



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 |

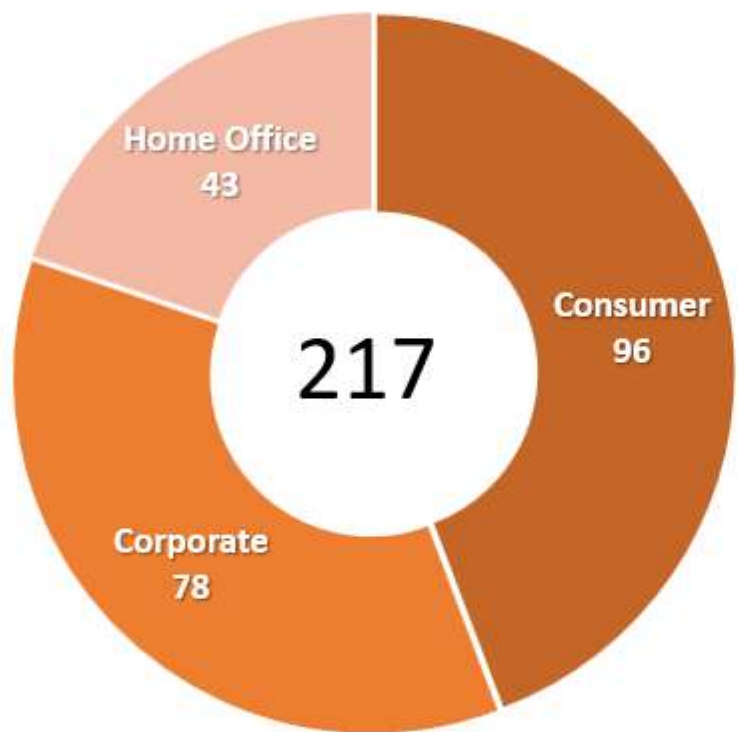
Orders by Ship Mode



Frequency of Discounts

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

Total Customer



46.62% over last year

Average Order Value

\$463.27

Average Shipping Time

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

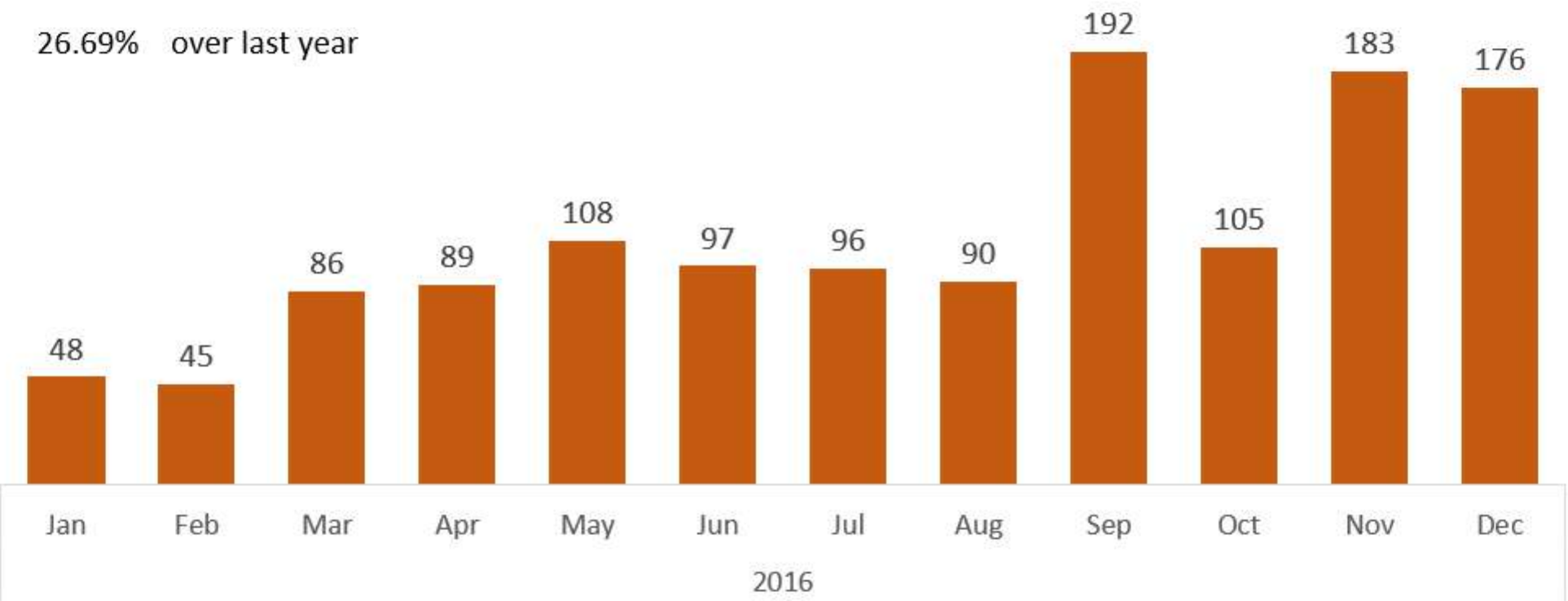
Top 3 Customers

| | | |
|--|--|---|
| 1 \$18,344.05 TC-20980 Tamara Chand | 2 \$11,901.18 CC-12370 Christopher Conant | 3 \$10,403.87 AB-10105 Adrian Barton |
|--|--|---|

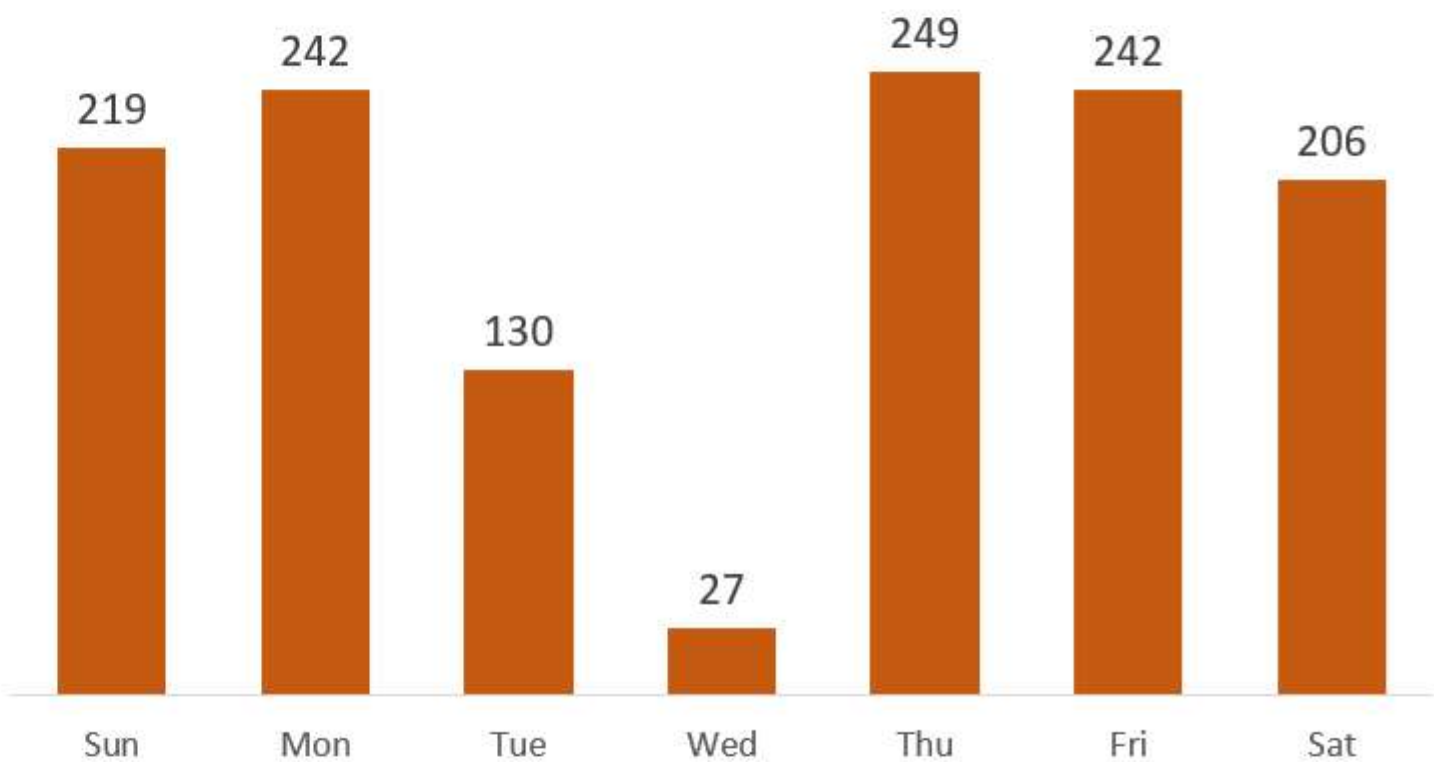
Total Orders by Year and Month

1315

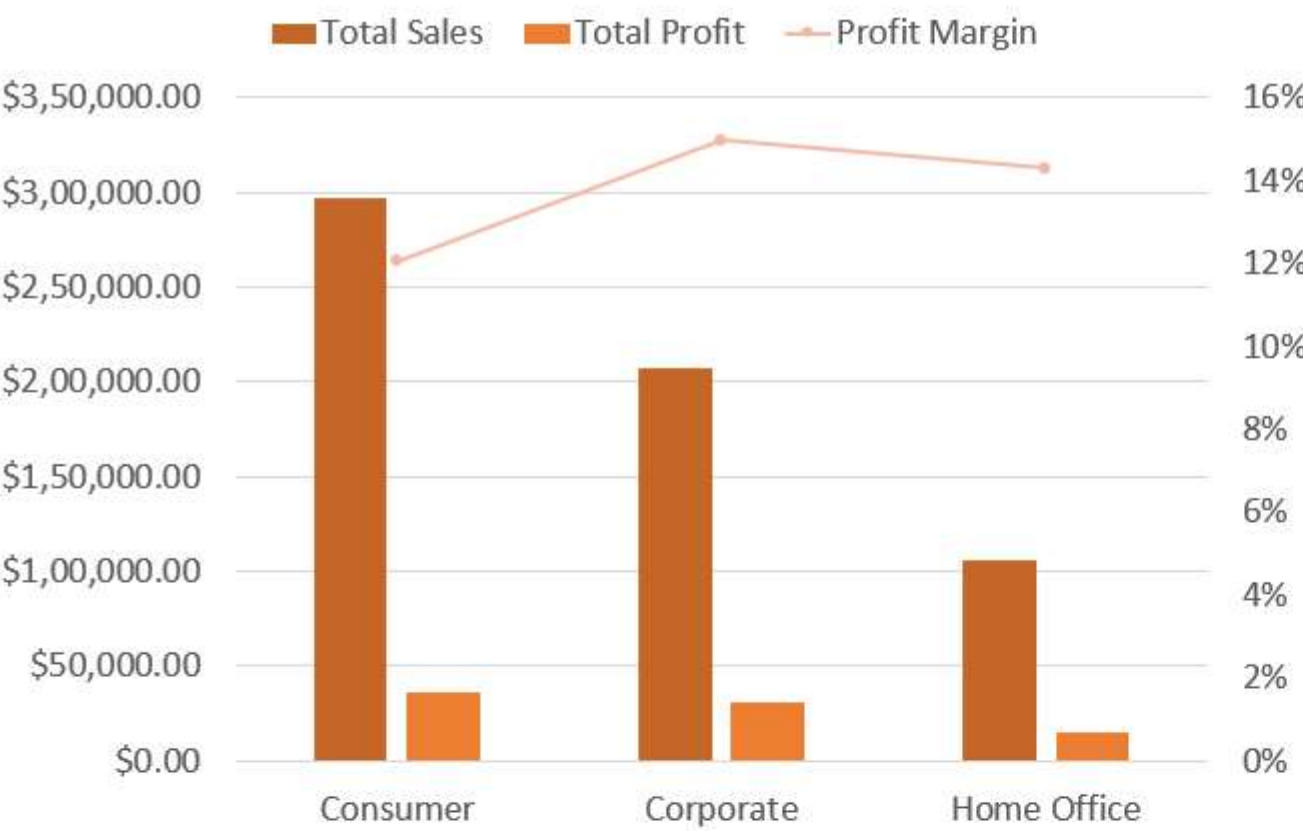
26.69% over last year



Total Orders by Day of Week



Total Sales by Customer Segments



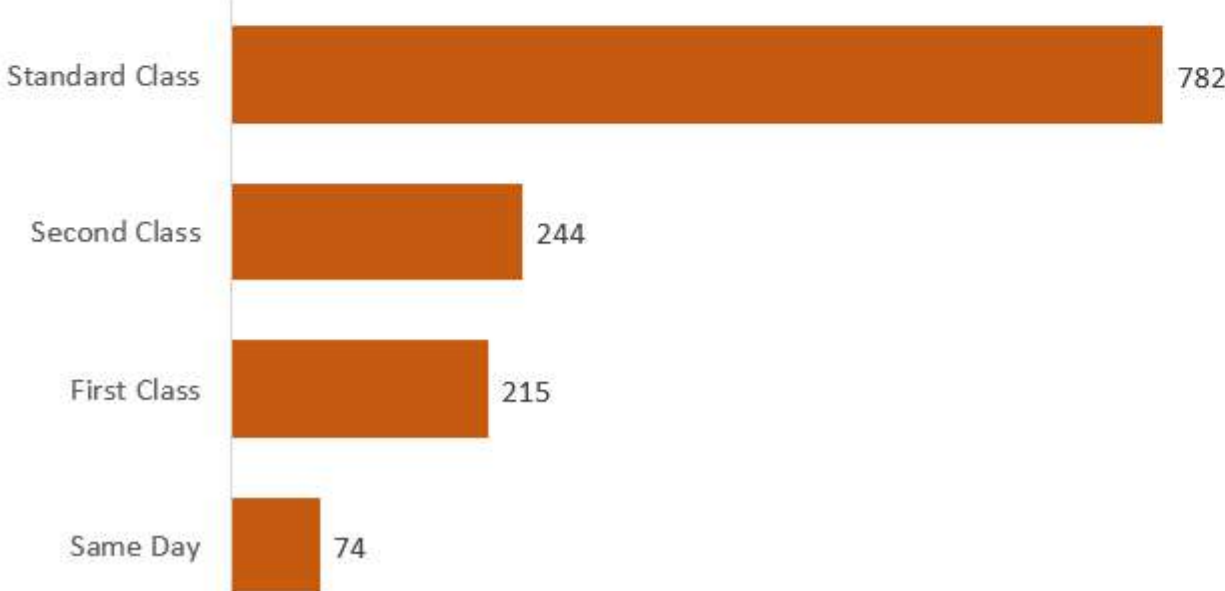
Sales Differences Before & After Discount



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 |

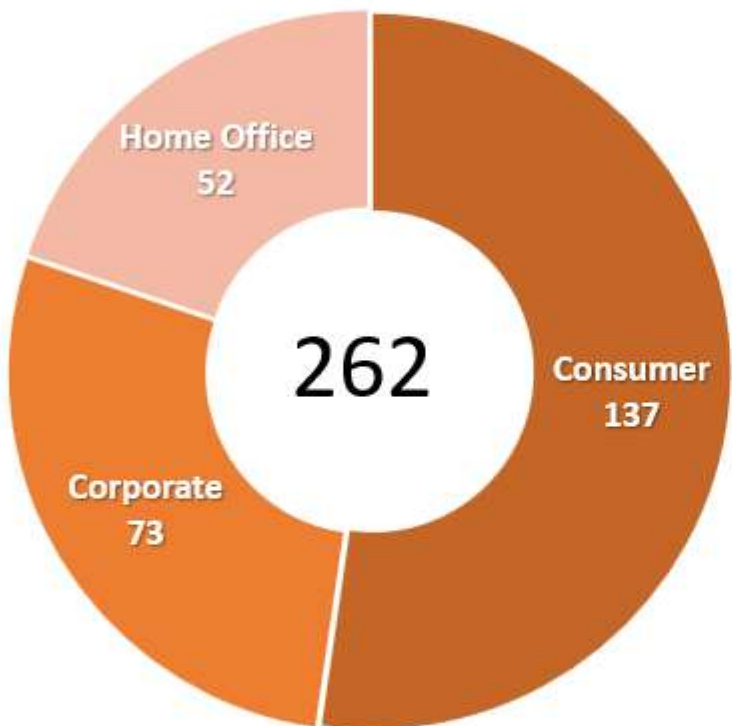
Orders by Ship Mode



Frequency of Discounts

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

Total Customer



20.74% over last year

Average Order Value

\$434.63

Average Shipping Time

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

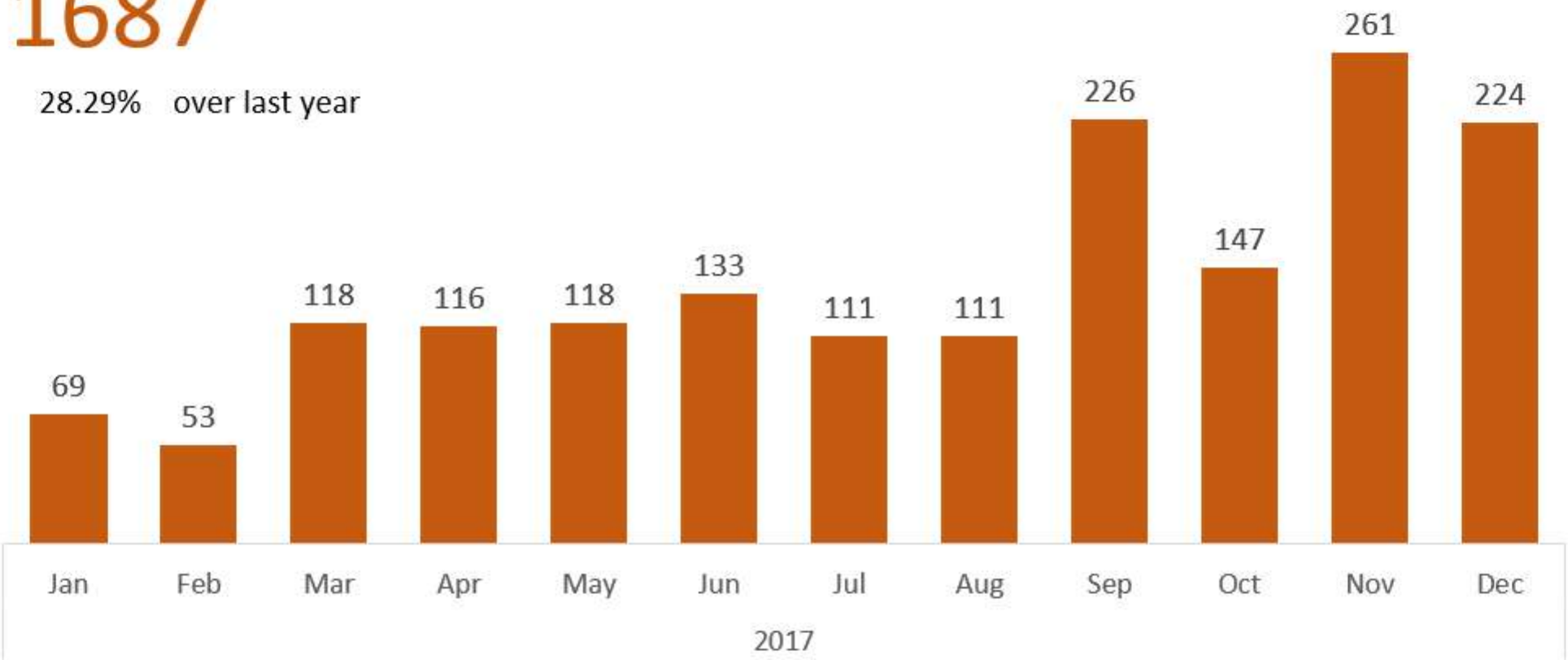
Top 3 Customers

| | | |
|--|--|--|
| 1 \$14,203.28 RB-19360 Raymond Buch | 2 \$13,723.50 TA-21385 Tom Ashbrook | 3 \$10,522.55 HL-15040 Hunter Lopez |
|--|--|--|

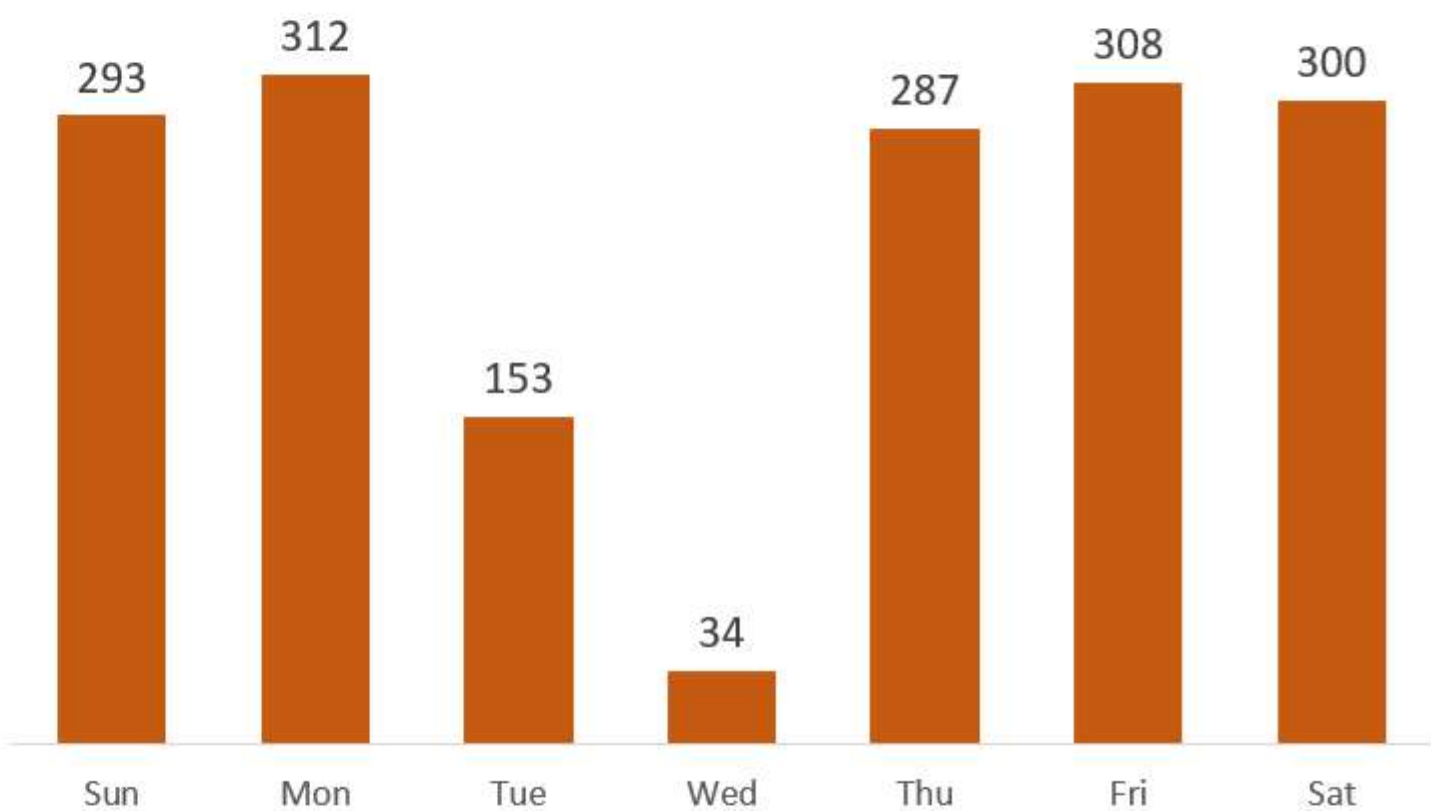
Total Orders by Year and Month

1687

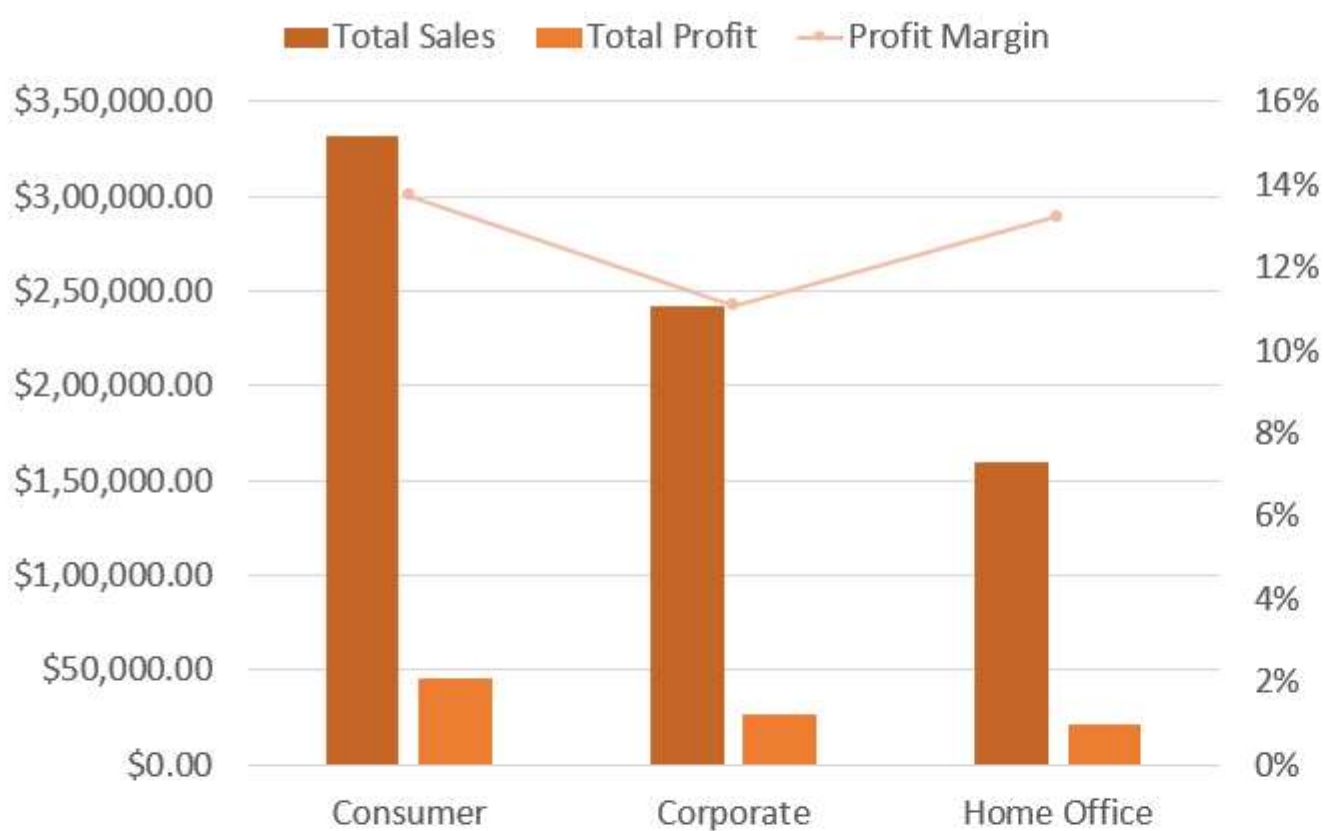
28.29% over last year



Total Orders by Day of Week



Total Sales by Customer Segments



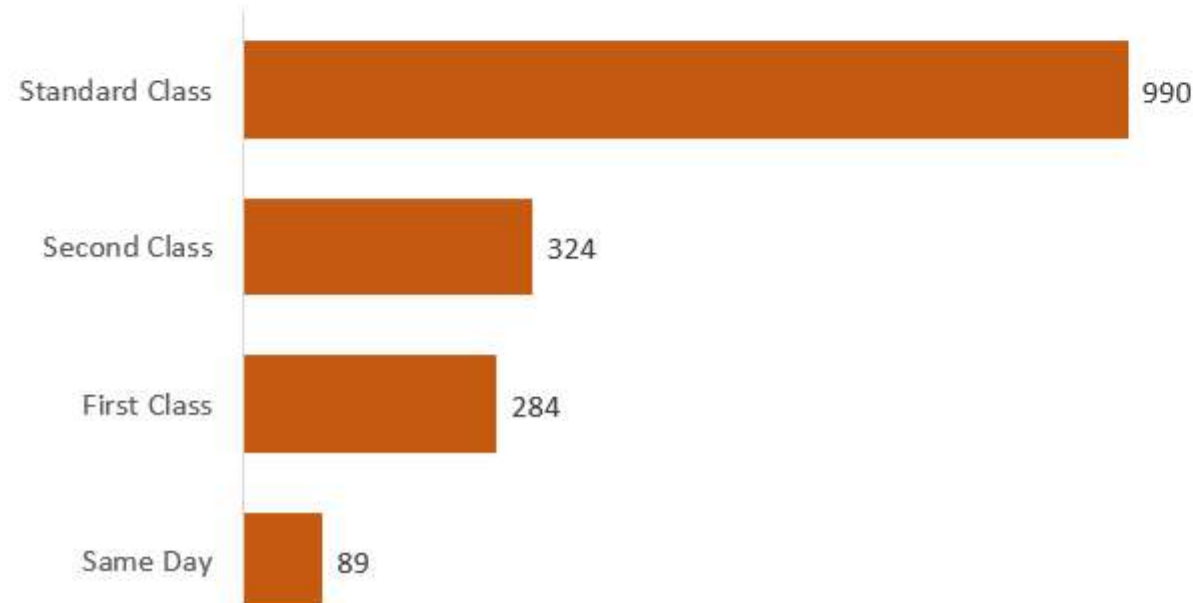
Sales Differences Before & After Discount



Total Profit by Discount Range

| Discount Range | Total Profit |
|----------------|---------------|
| 0% | \$1,04,157.71 |
| 10% - 20% | \$3,838.13 |
| 20% - 30% | \$33,013.33 |
| 30% - 40% | -\$4,359.83 |
| 40% - 50% | -\$9,061.59 |
| 50%+ | -\$34,148.48 |

Orders by Ship Mode



Frequency of Discounts

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