

2.30M

TOTAL SALES

286.40K

TOTAL PROFIT

0.12

PROFIT MARGIN

0.08

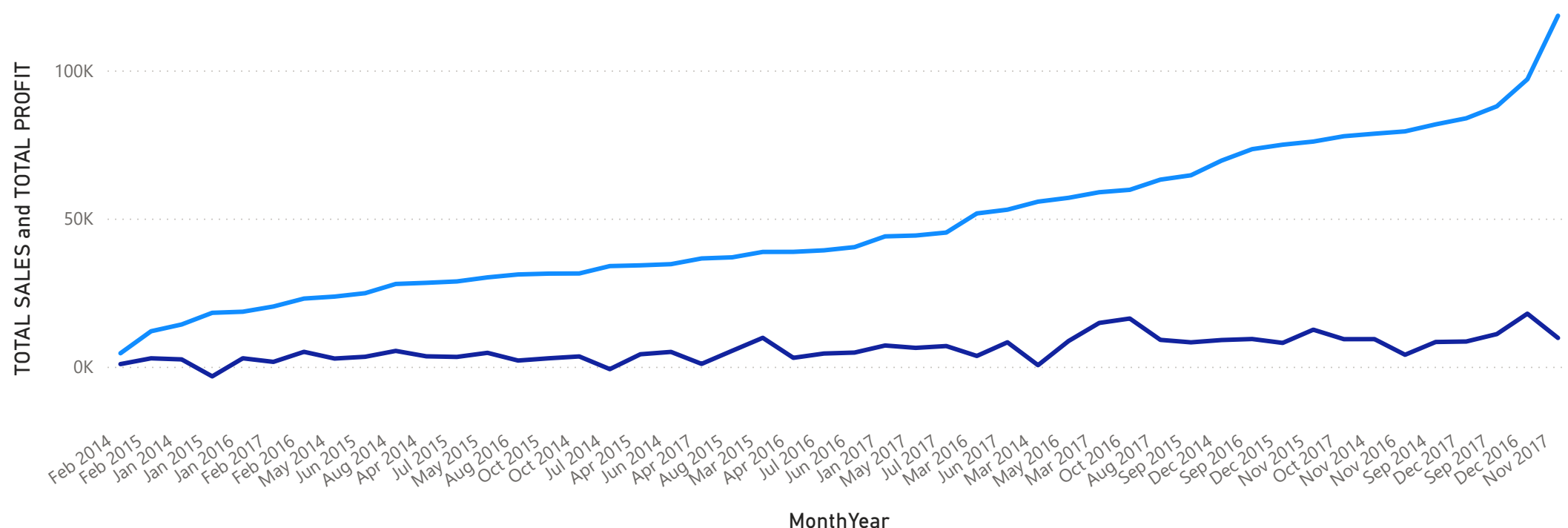
Return Rate

-0.77

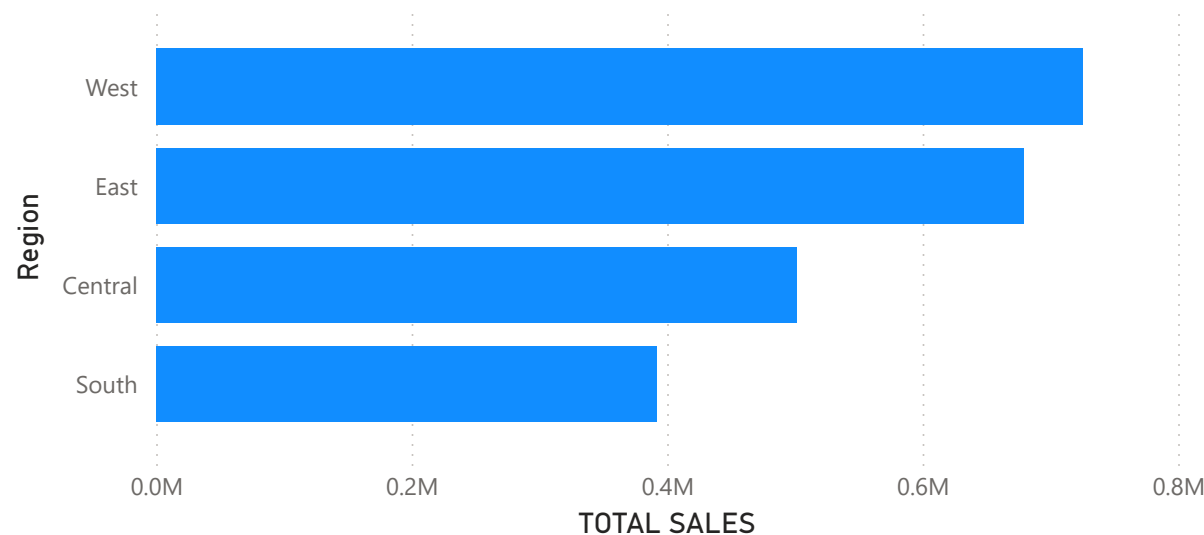
SALES VS TRAGET SALES %

TOTAL SALES and TOTAL PROFIT by MonthYear

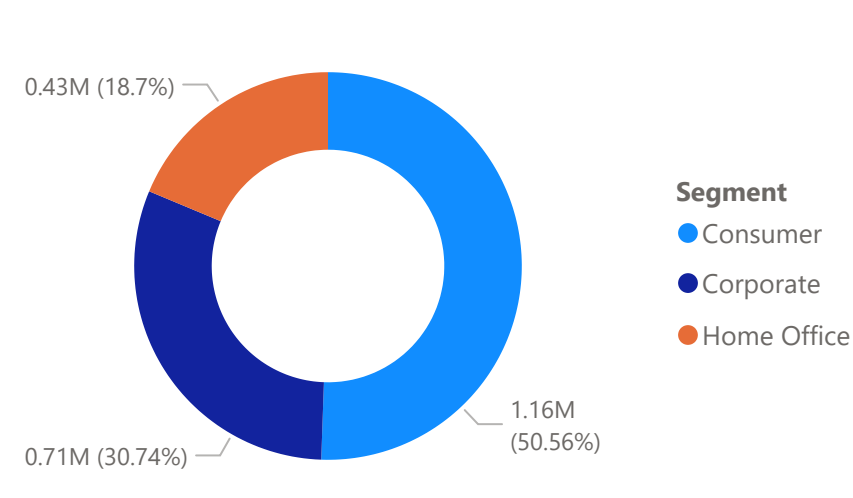
● TOTAL SALES ● TOTAL PROFIT



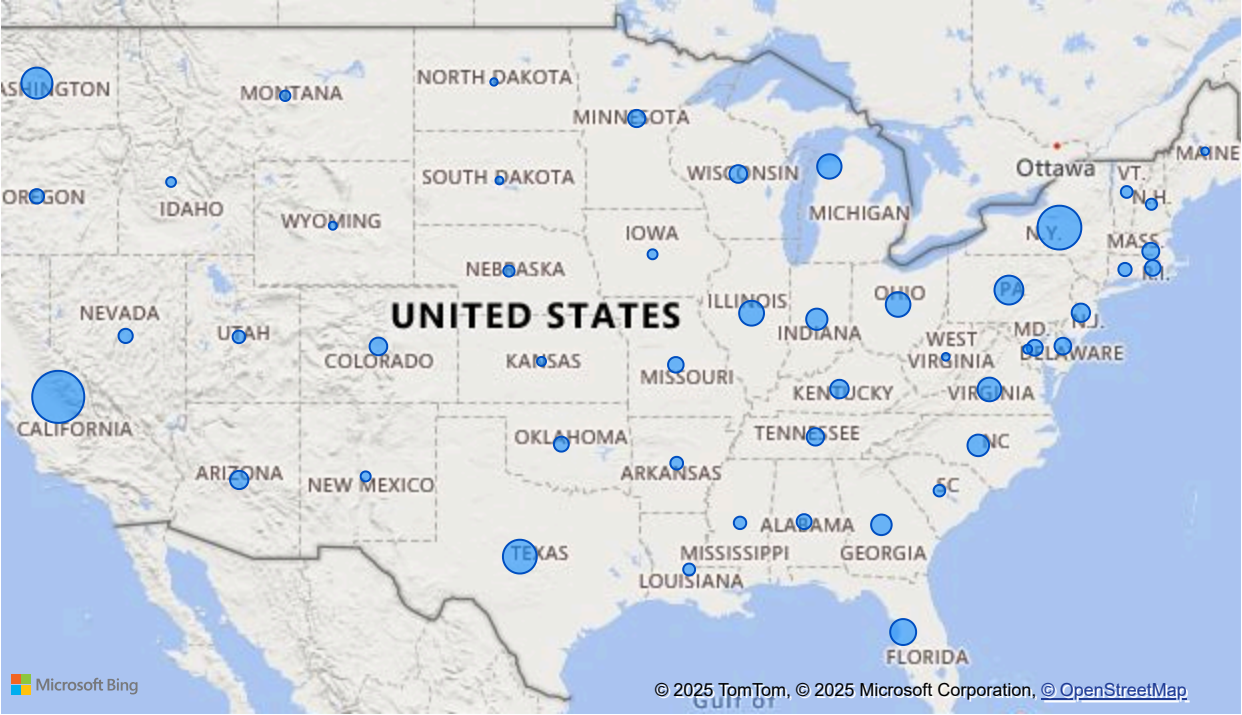
TOTAL SALES by Region



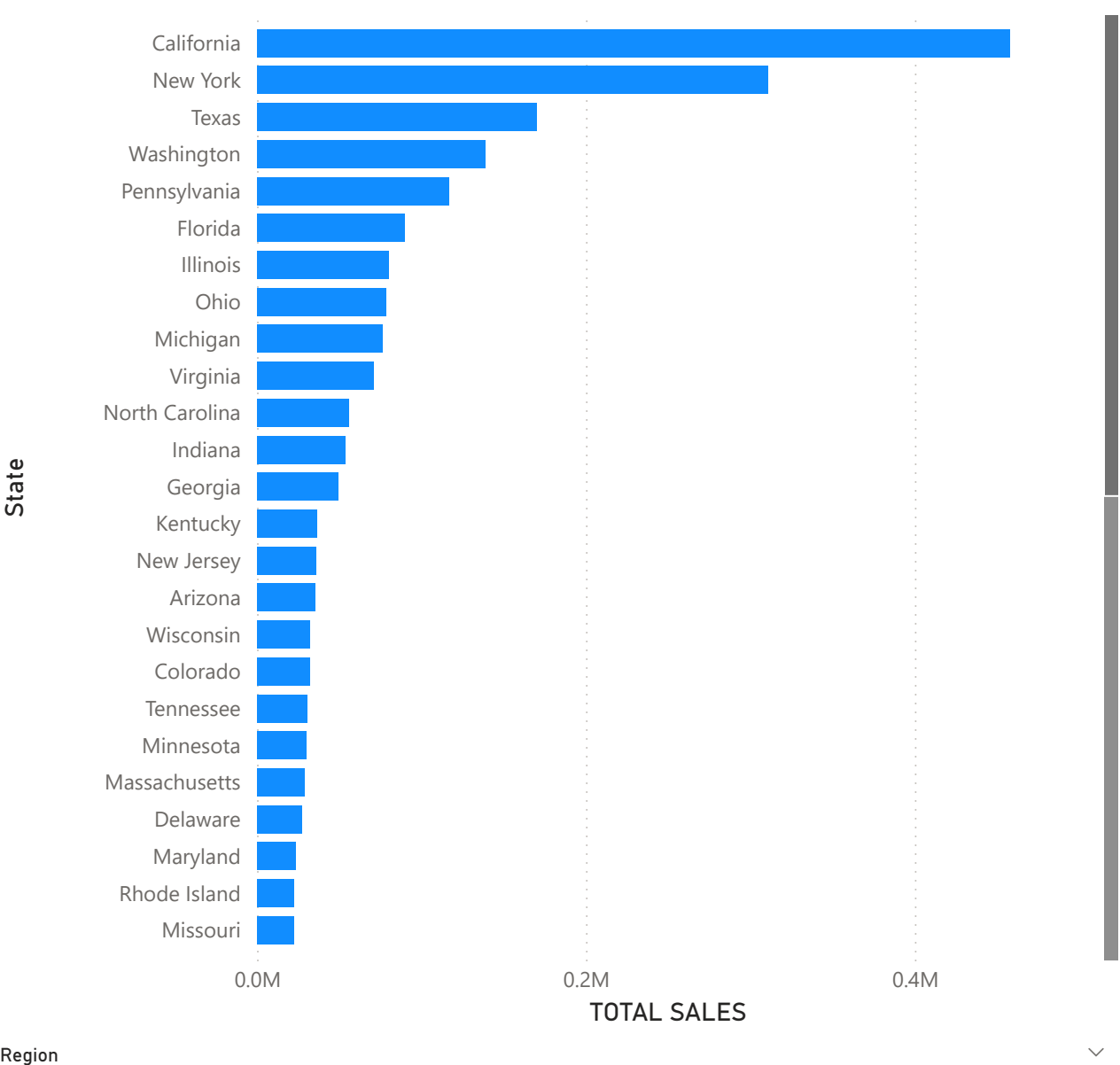
TOTAL SALES by Segment



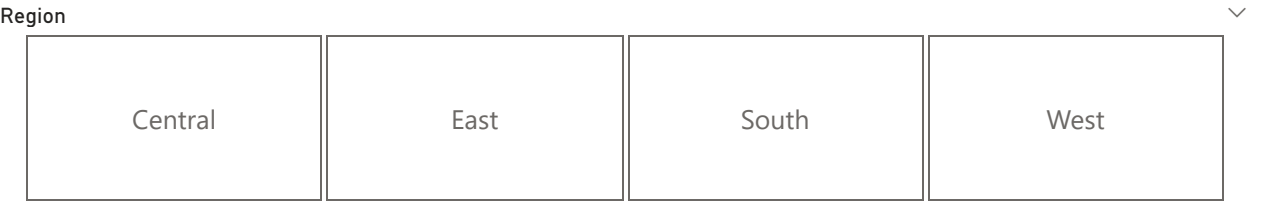
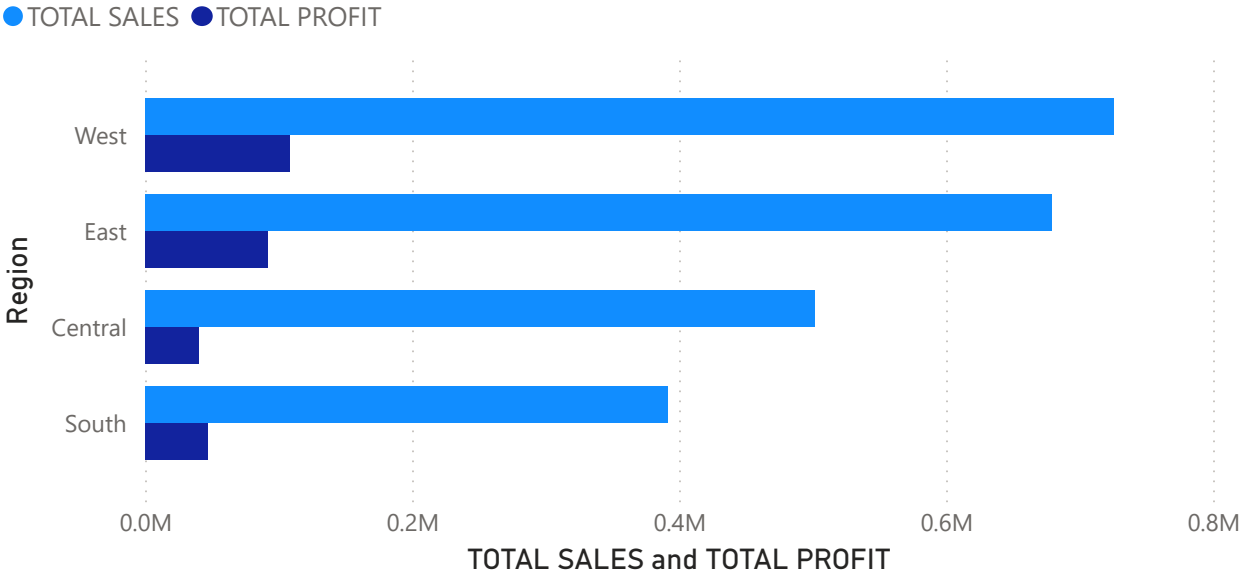
TOTAL SALES by State



TOTAL SALES by State



TOTAL SALES and TOTAL PROFIT by Region



State	City	TOTAL SALES	TOTAL PROFIT	TOTAL DISCOUNT	Top Product Sales
South Dakota	Sioux Falls	1,137.42	343.43	0.00	1.7 Cubic Foot Compact "Cube" Office Refrigerators
Texas	Cedar Hill	122.38	42.83	0.40	14-7/8 x 11 Blue Bar Computer Printout Paper
South Dakota	Aberdeen	25.50	6.63	0.00	Acme Titanium Bonded Scissors
Nebraska	Grand Island	15.96	7.98	0.00	Adams Telephone Message Book w/Frequently-Called Numbers Space, 400 Mess
Illinois	Carol Stream	1,305.81	-39.87	1.20	Adjustable Depth Letter/Legal Cart
Texas	Edinburg	88.28	27.81	1.20	Advantus Motivational Note Cards
Texas	Brownsville	1,292.23	202.07	1.62	Airmail Envelopes
Texas	The Colony	142.16	31.66	0.60	Apple EarPods with Remote and Mic
Texas	Laredo	1,024.34	-54.61	4.20	AT&T 1080 Corded phone
Illinois	Highland Park	2,035.10	-169.94	2.90	Atlantic Metals Mobile 3-Shelf Bookcases, Custom Colors
Oklahoma	Edmond	959.55	243.10	0.00	Avaya 5420 Digital phone
Texas	Keller	6.00	2.10	0.20	Avery 510
Wisconsin	Sheboygan	79.74	34.34	0.00	Avery 515
Texas	Deer Park	6.92	-10.39	0.80	Avery Binding System Hidden Tab Executive Style Index Sets
Illinois	Romeoville	8.95	-14.77	0.80	Avery Flip-Chart Easel Binder, Black
Indiana	Portage	16.28	6.51	0.00	Avery Hi-Liter EverBold Pen Style Fluorescent Highlighters, 4/Pack
Texas	Austin	6,057.98	-20.39	13.40	Bady BDG101FRU Card Printer
Indiana	Noblesville	3,091.18	353.31	0.00	Balt Solid Wood Round Tables
Wisconsin	Wausau	317.48	90.43	0.00	Belkin 8 Outlet Surge Protector
Illinois	Bloomington	963.94	-432.13	2.90	Bevis 44 x 96 Conference Tables
Texas	El Paso	3,546.06	-179.90	5.80	Bevis Oval Conference Table, Walnut
Texas	Arlington	5,847.77	-254.39	10.70	Bretford CR4500 Series Slim Rectangular Table
Texas	Plano	3,530.37	-383.06	4.12	Bretford CR4500 Series Slim Rectangular Table
Illinois	Wheeling	737.14	-293.32	1.30	Bretford CR8500 Series Meeting Room Furniture
Indiana	Lafayette	19,630.45	8,976.10	0.00	Canon imageCLASS 2200 Advanced Copier
Illinois	Chicago	48,539.54	-6,654.57	120.50	Canon Imageclass D680 Copier / Fax
Missouri	Springfield	15,051.28	2,005.50	0.00	Canon BG1060 Personal Laser Copier
Total		5,01,239.89	39,706.36	558.34	Canon imageCLASS 2200 Advanced Copier



- State
- ☐

 Illinois
- ☐

 Indiana
- ☐

 Iowa
- ☐

 Kansas
- ☐

 Michigan
- ☐

 Minnesota
- ☐

 Missouri
- ☐

 Nebraska
- ☐

 North Dakota
- ☐

 Oklahoma
- ☐

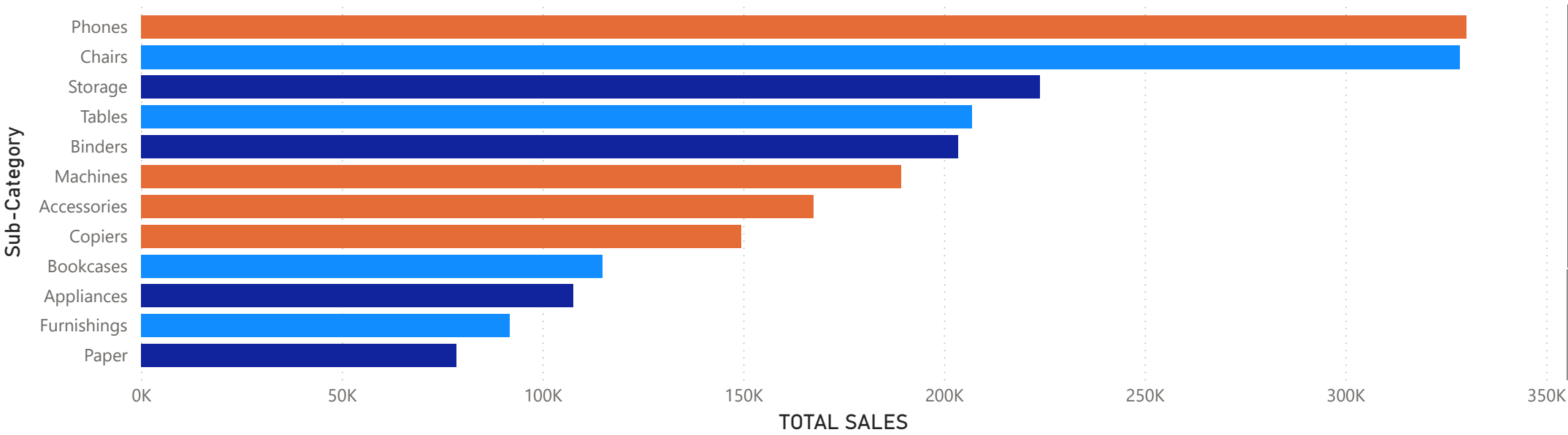
 South Dakota
- ☐

 Texas
- ☐

 Wisconsin

TOTAL SALES by Sub-Category and Category

Category Furniture Office Supplies Technology



Category

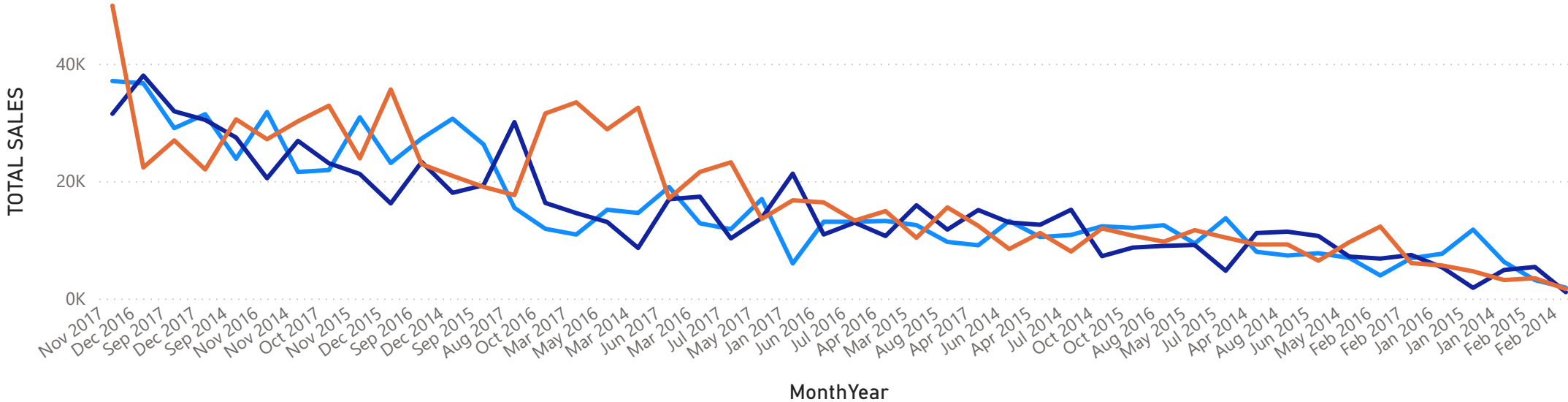
- Furniture
- Office Supplies
- Technology

Sub-Category


- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

TOTAL SALES by MonthYear and Category

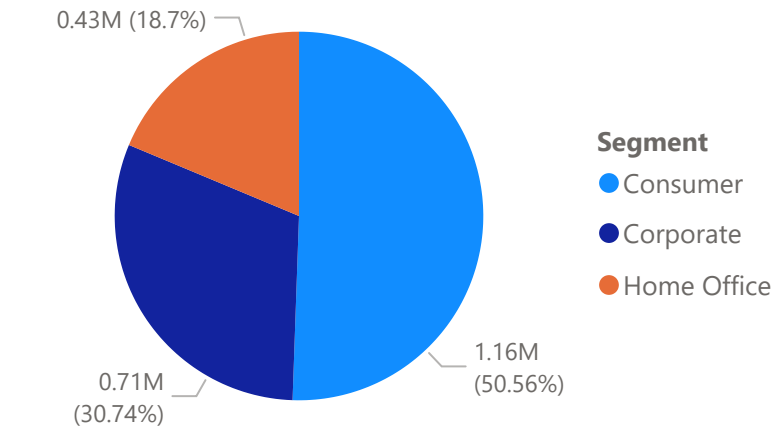
Category Furniture Office Supplies Technology



Product Name	Category	TOTAL SALES	TOTAL PROFIT	PROFIT MARGIN	Return Rate	Profit Category
Canon imageCLASS 2200 Advanced Copier	Technology	61,599.82	25,199.93	0.41	0.23	High Profit
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	Office Supplies	25,165.60	11,184.71	0.44		High Profit
Hewlett Packard LaserJet 3310 Copier	Technology	17,399.71	6,791.89	0.39		High Profit
GBC DocuBind TL300 Electric Binding System	Office Supplies	15,428.23	6,395.54	0.41		High Profit
Ibico EPK-21 Electric Binding System	Office Supplies	13,985.93	6,274.77	0.45		High Profit
HP Designjet T520 Inkjet Large Format Printer - 24" Color	Technology	15,749.91	5,039.97	0.32		High Profit
GBC DocuBind P400 Electric Binding System	Office Supplies	13,065.50	4,981.22	0.38		High Profit
3D Systems Cube Printer, 2nd Generation, Magenta	Technology	14,299.89	3,717.97	0.26		High Profit
Cisco TelePresence System EX90 Videoconferencing Unit	Technology	22,638.48	-1,811.08	-0.08		Loss
Lexmark MX611dhe Monochrome Laser Printer	Technology	13,769.92	-5,269.97	-0.38		Loss
Total		2,13,102.99	62,504.95	0.29	0.07	

- Category 
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

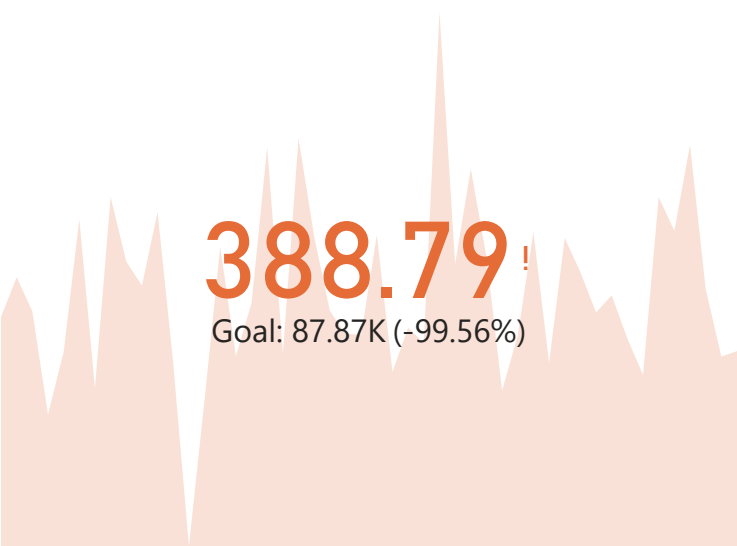
TOTAL SALES by Segment



TOTAL SALES	Customer Name
25,043.05	Sean Miller
19,052.22	Tamara Chand
15,117.34	Raymond Buch
14,595.62	Tom Ashbrook
14,473.57	Adrian Barton
14,175.23	Ken Lonsdale
14,142.33	Sanjit Chand
12,873.30	Hunter Lopez
12,209.44	Sanjit Engle
12,129.07	Christopher Conant
1,53,811.17	

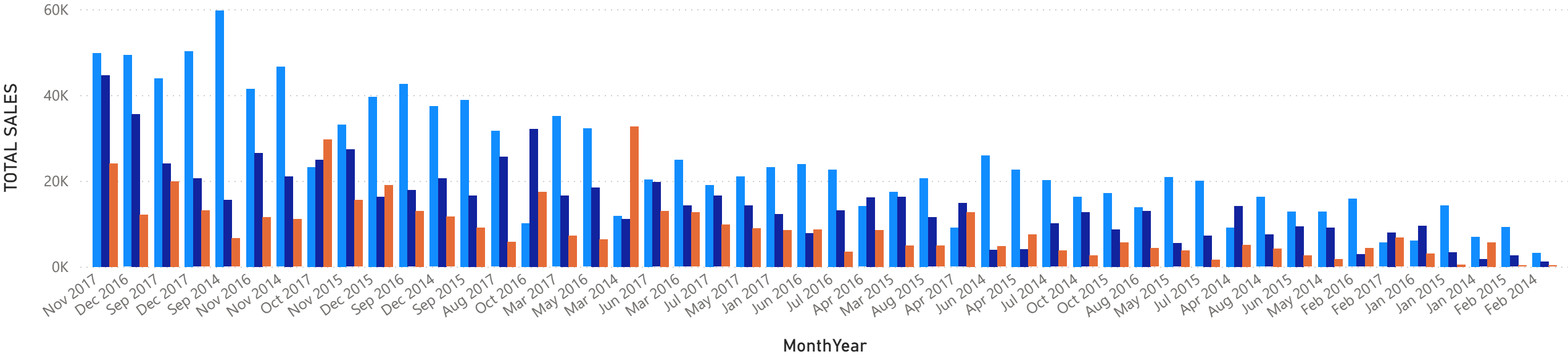
- Segment
- Consumer
  - Corporate
  - Home Office

Average Order Value and TOTAL SALES by MonthYear



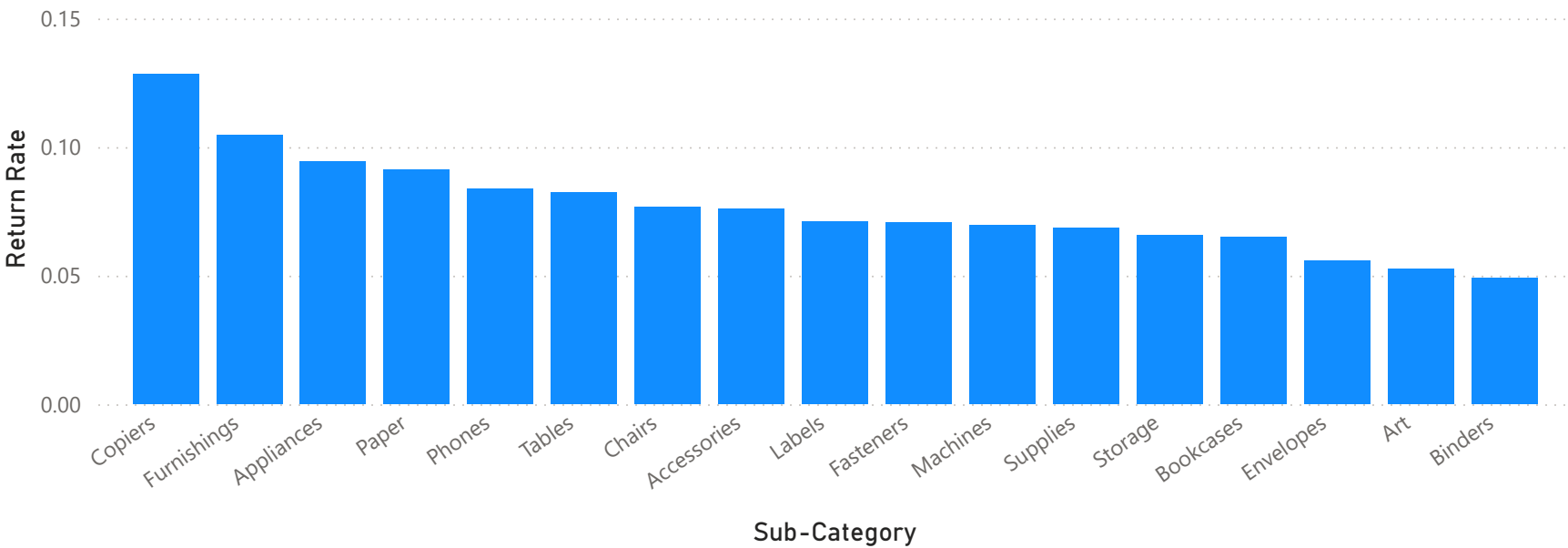
TOTAL SALES by MonthYear and Segment

Segment Consumer Corporate Home Office



Product Name	TOTAL SALES	Return Sales	Return Rate
Acco Glide Clips	19.60	19.60	1.00
Avery 500	58.48	58.48	1.00
Bush Saratoga Collection 5-Shelf Bookcase, Hanover Cherry, *Special Order	119.83	119.83	1.00
Canon Color ImageCLASS MF8580Cdw Wireless Laser All-In-One Printer, Copier, Scanner	1,007.98	1,007.98	1.00
Cisco SPA 501G IP Phone	213.48	213.48	1.00
Hewlett-Packard Deskjet F4180 All-in-One Color Ink-jet - Printer / copier / scanner	101.99	101.99	1.00
Okidata B401 Printer	179.99	179.99	1.00
Zebra GK420t Direct Thermal/Thermal Transfer Printer	703.71	703.71	1.00
Global Italian Leather Office Chair	969.25	785.88	0.81
Bush Saratoga Collection 5-Shelf Bookcase, Hanover Cherry, *Special Order	119.83	119.83	1.00
Total	22,97,200.86	1,80,504.28	0.08

Return Rate by Sub-Category



Sub-Category	Sub-Category	Sub-Category	Sub-Category	Sub-Category	Sub-Category	Sub-Category	Sub-Category	Sub-Category
Accessories	Art	Bookcases	Copiers	Fasteners	Labels	Paper	Storage	Tables
Appliances	Binders	Chairs	Envelopes	Furnishings	Machines	Phones	Supplies	

Segment	Central	East	South	West	Total
Consumer	0.03	0.08	0.04	0.17	0.09
Corporate	0.02	0.05	0.06	0.14	0.07
Home Office	0.02	0.03	0.02	0.11	0.05
Total	0.03	0.06	0.04	0.15	0.08

0.08

Return Rate

180.50K

Return Sales

- Category
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ Technology