

# Dashboard Overview 2016

## E-commerce Dashboard

Filter Year

2016

Filter Customer Segment

(All)

Filter Market

(All)

Total Revenue

\$11.0M

Total COGS

\$9.8M

Total Profit

\$1.2M

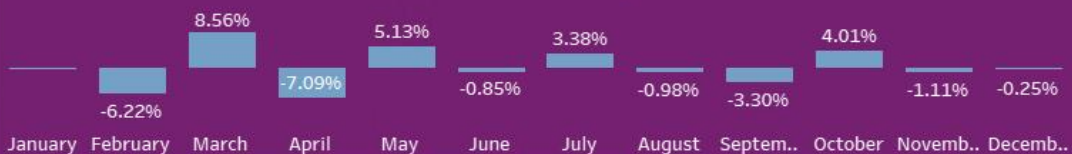
#Transaction

20.9K

Total Quantity Sold

124.1K

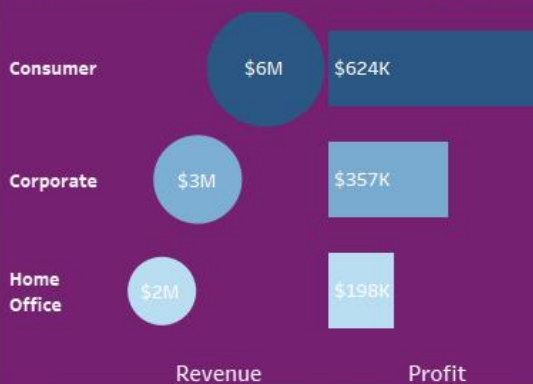
### Revenue Change



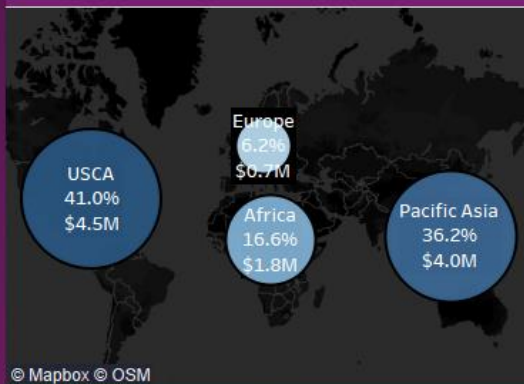
### Quantity Change



### Revenue & Profit by Customer Segment



### Revenue by Market



### Top 10 Category by Revenue

	Revenue	Profit	Quantity Sold
Camping & Hiking	\$2.2M	\$248K	6K
Cardio Equipment	\$1.4M	\$143K	24K
Cleats	\$1.3M	\$139K	4K
Electronics	\$1.2M	\$125K	12K
Fishing	\$1.0M	\$118K	20K
Indoor/Outdoor Games	\$1.0M	\$109K	5K
Men's Footwear	\$0.9M	\$106K	19K
Shop By Sport	\$0.9M	\$97K	7K
Water Sports	\$0.4M	\$42K	11K
Women's Apparel	\$0.2M	\$15K	4K

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