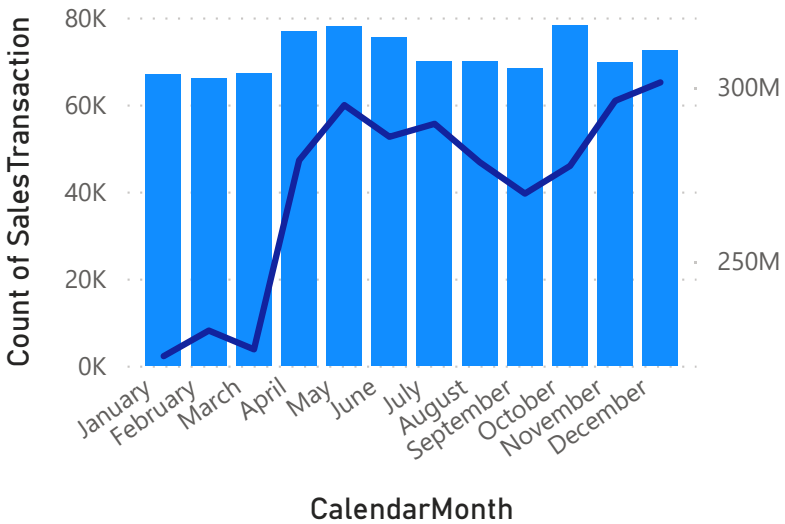


Sales Overview

3.25bn	14M	859.51K	41.16%	56.01%	34.31%
SalesAmount	SalesQuantity	Count of SalesTransaction	SalesAmount YoY%	SalesQuantity YoY%	Count of SalesTransaction YoY%

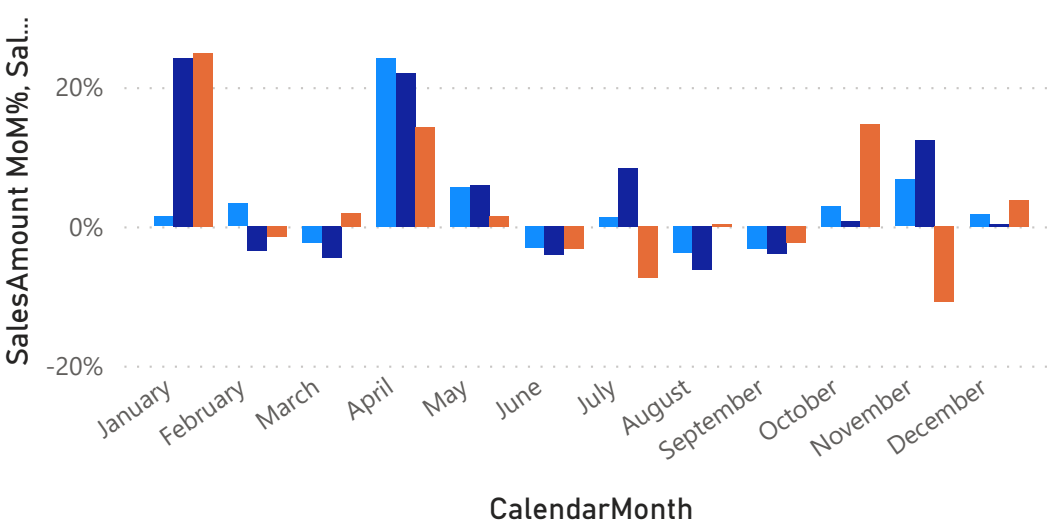
SalesTransaction & Sales Amount by CalendarMonth

Count of SalesTransaction SalesAmount

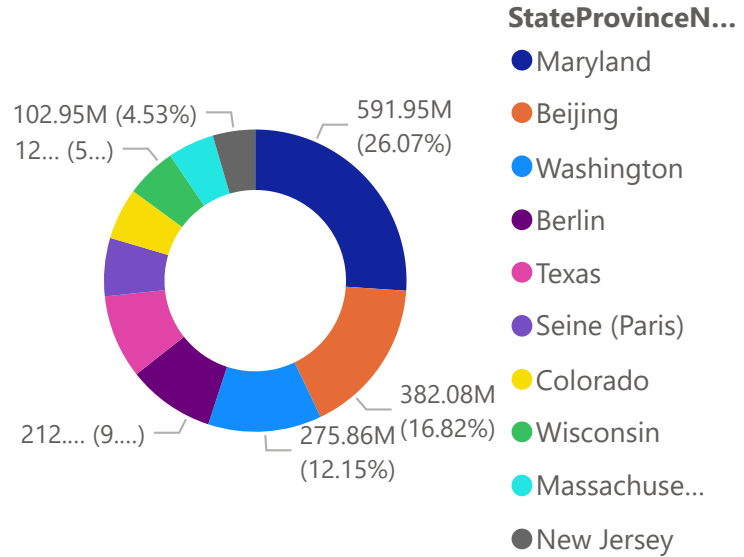


SalesAmount and SalesQuantity MoM% by CalendarMonth

SalesAmount MoM% SalesQuantity MoM% Count of SalesTransaction MoM%

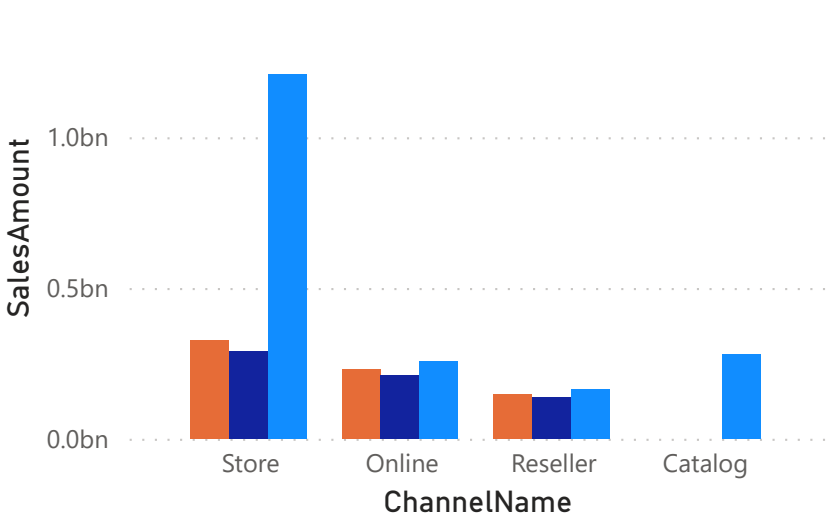


Top 10 States with Highest Sales



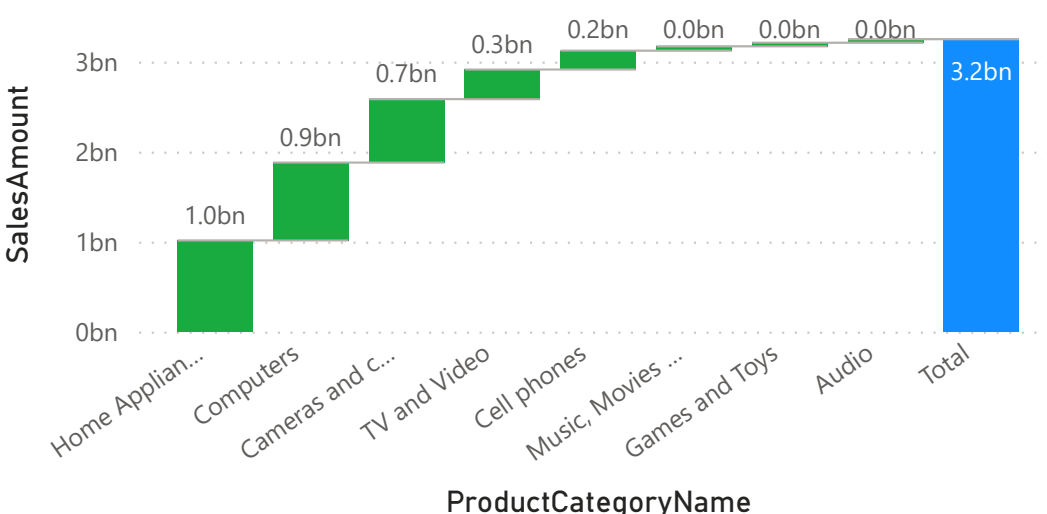
SalesAmount by ChannelName and ContinentName

ContinentName Asia Europe North America



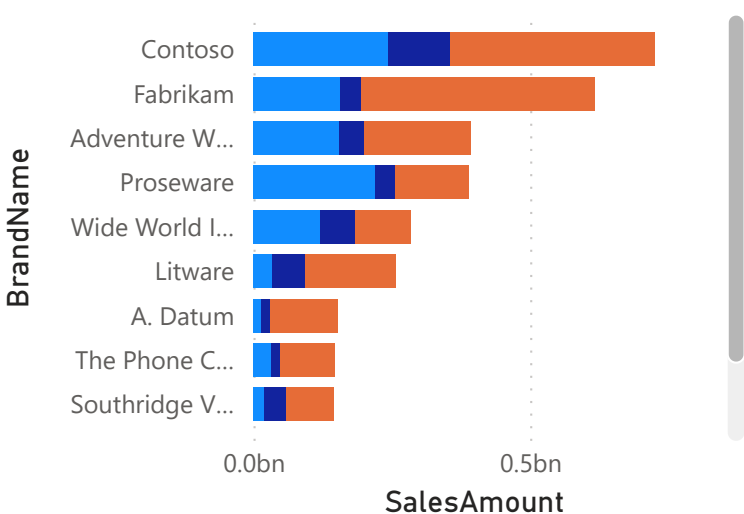
SalesAmount by ProductCategory

Increase Decrease Total



SalesAmount by Brand and Class

ClassName Deluxe Economy Regular



Sales Analysis

3.25bn

SalesAmount

14M

SalesQuantity

859.51K

Count of SalesTransaction

41.16%

SalesAmount YoY%

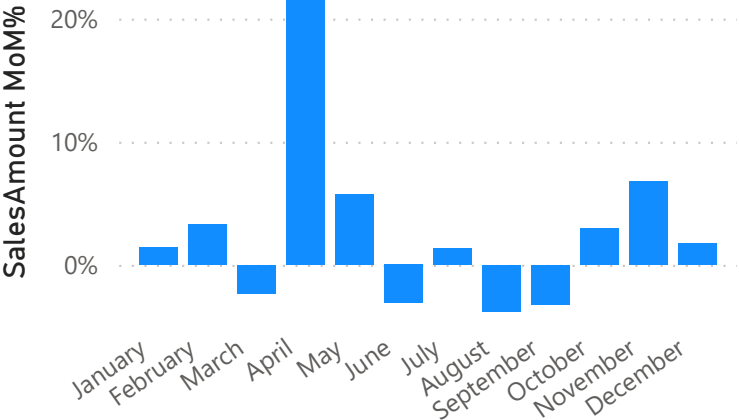
56.01%

SalesQuantity YoY%

34.31%

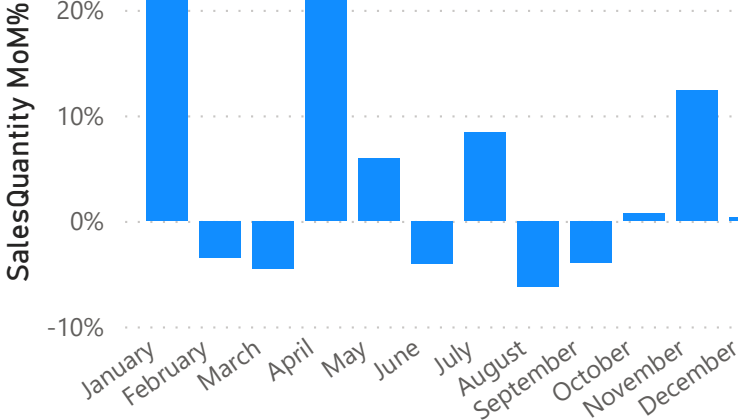
Count of SalesTransaction YoY%

SalesAmount MoM% by CalendarMonth



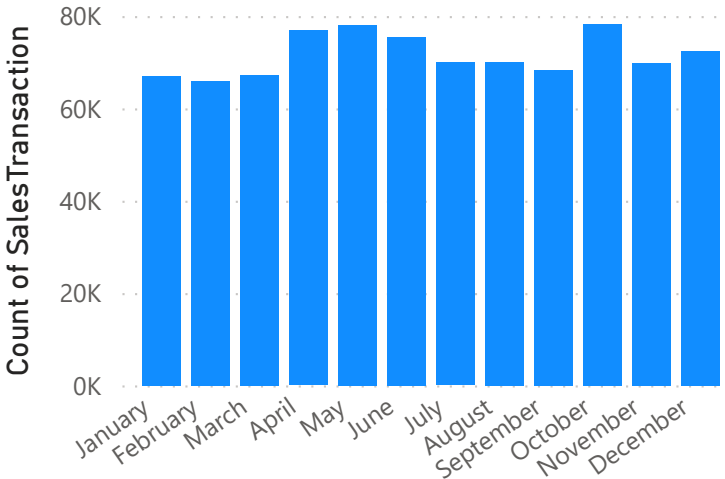
CalendarMonth

SalesQuantity MoM% by CalendarMonth



CalendarMonth

SalesTransaction by CalendarMonth



CalendarMonth

CalendarYe...

All

CalendarDa...

All

CalendarM...

All

ContinentN...

All

RegionCou...

All

ProductCat...

All

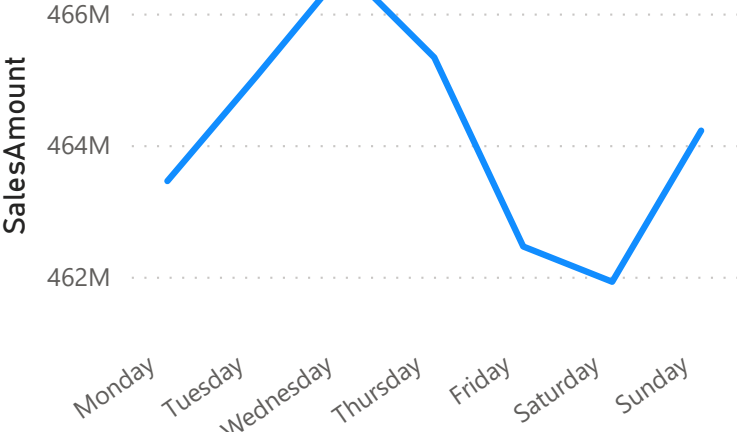
ProductSub...

All

ChannelNa...

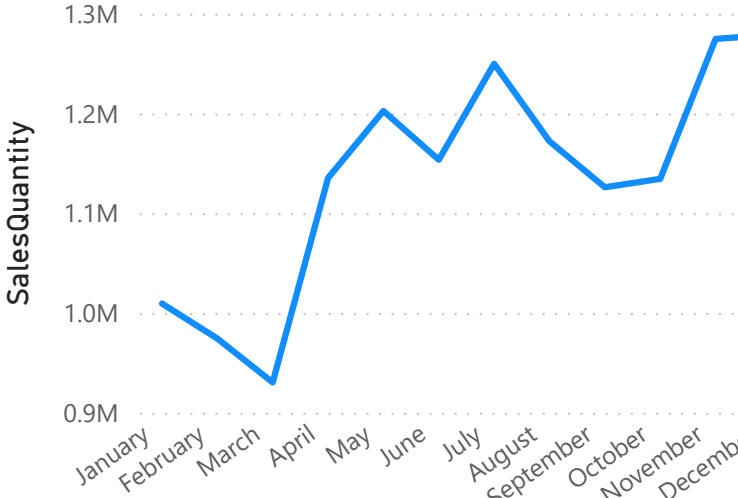
All

SalesAmount by CalendarDayofWeek



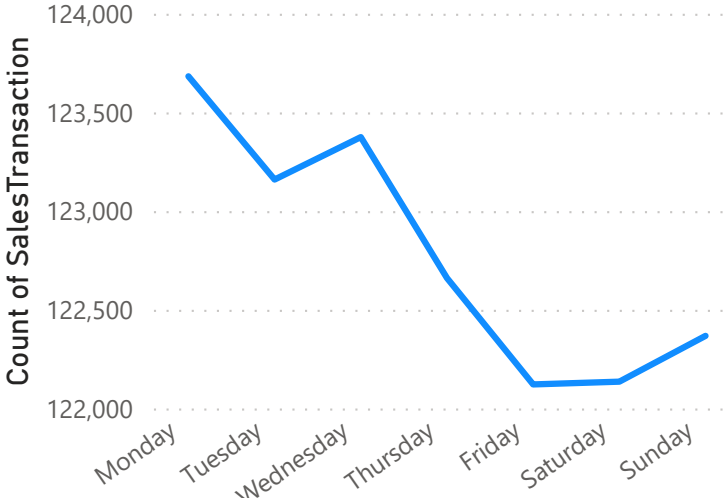
CalendarDayofWeek

SalesQuantity by CalendarMonth



CalendarMonth

SalesTransaction by CalendarDayofWeek

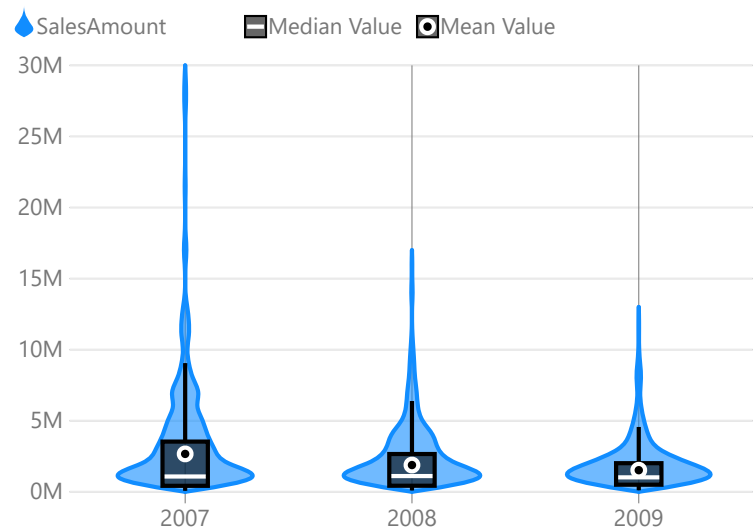


CalendarDayofWeek

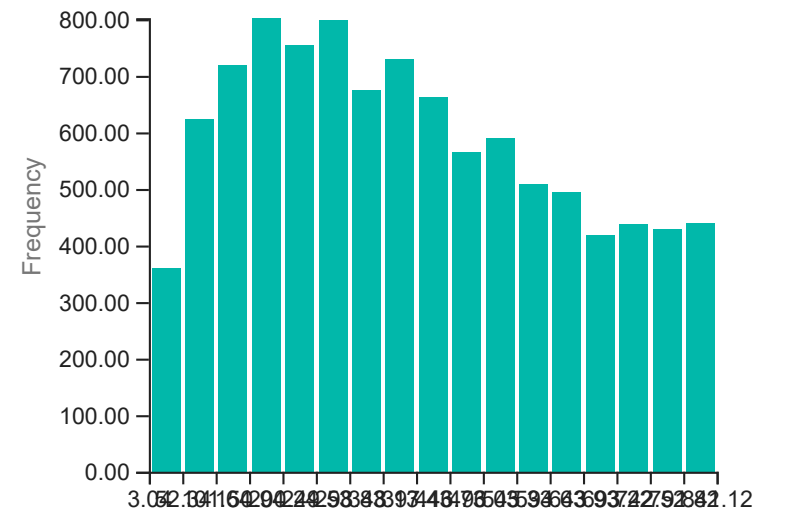
Sales Analysis

3.25bn	14M	859.51K	41.16%	56.01%	34.31%
SalesAmount	SalesQuantity	Count of SalesTransaction	SalesAmount YoY%	SalesQuantity YoY%	Count of SalesTransaction YoY%

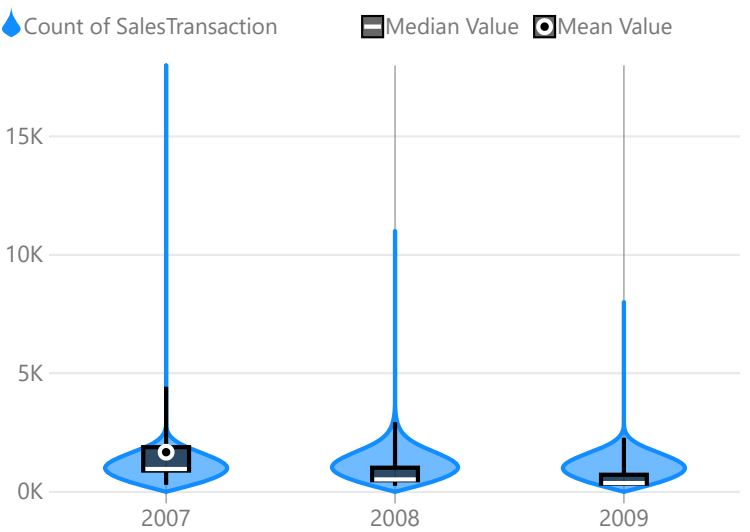
SalesAmount Distribution by CalendarYear



SalesAmount



SalesTransaction Distribution by CalendarYear



CalendarYe...

All

CalendarDa...

All

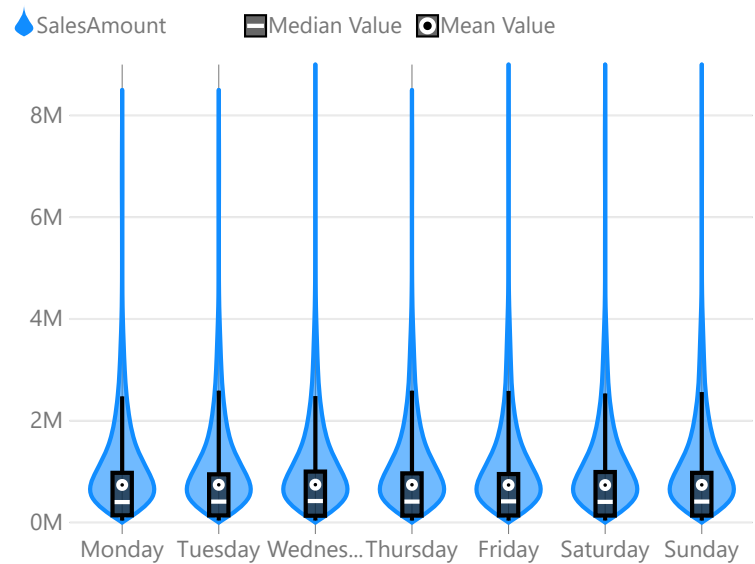
CalendarM...

All

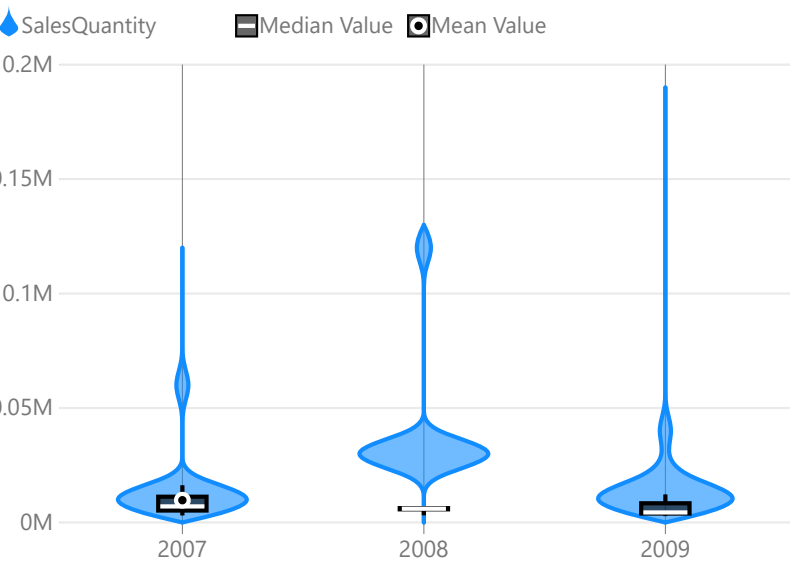
ContinentN...

All

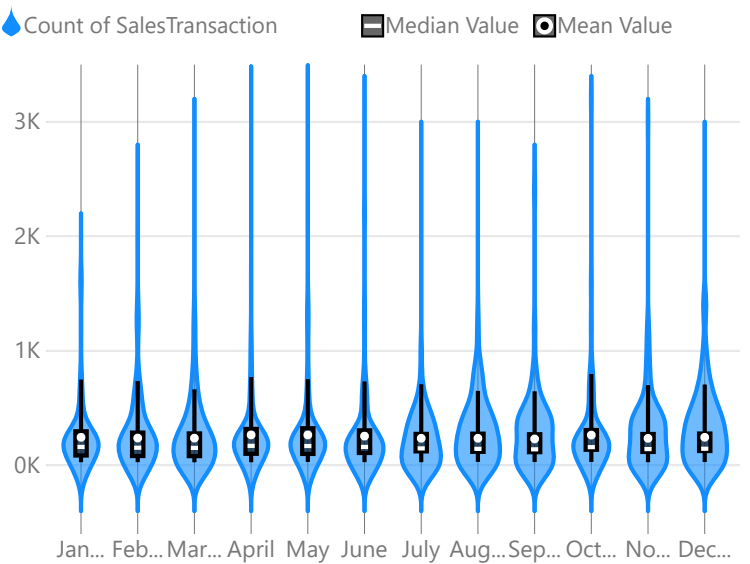
SalesAmount Distribution by DayofWeek



SalesQuantity Distribution by CalendarYear



SalesTransaction Distribution by Month



RegionCou...

All

ProductCat...

All

ProductSub...

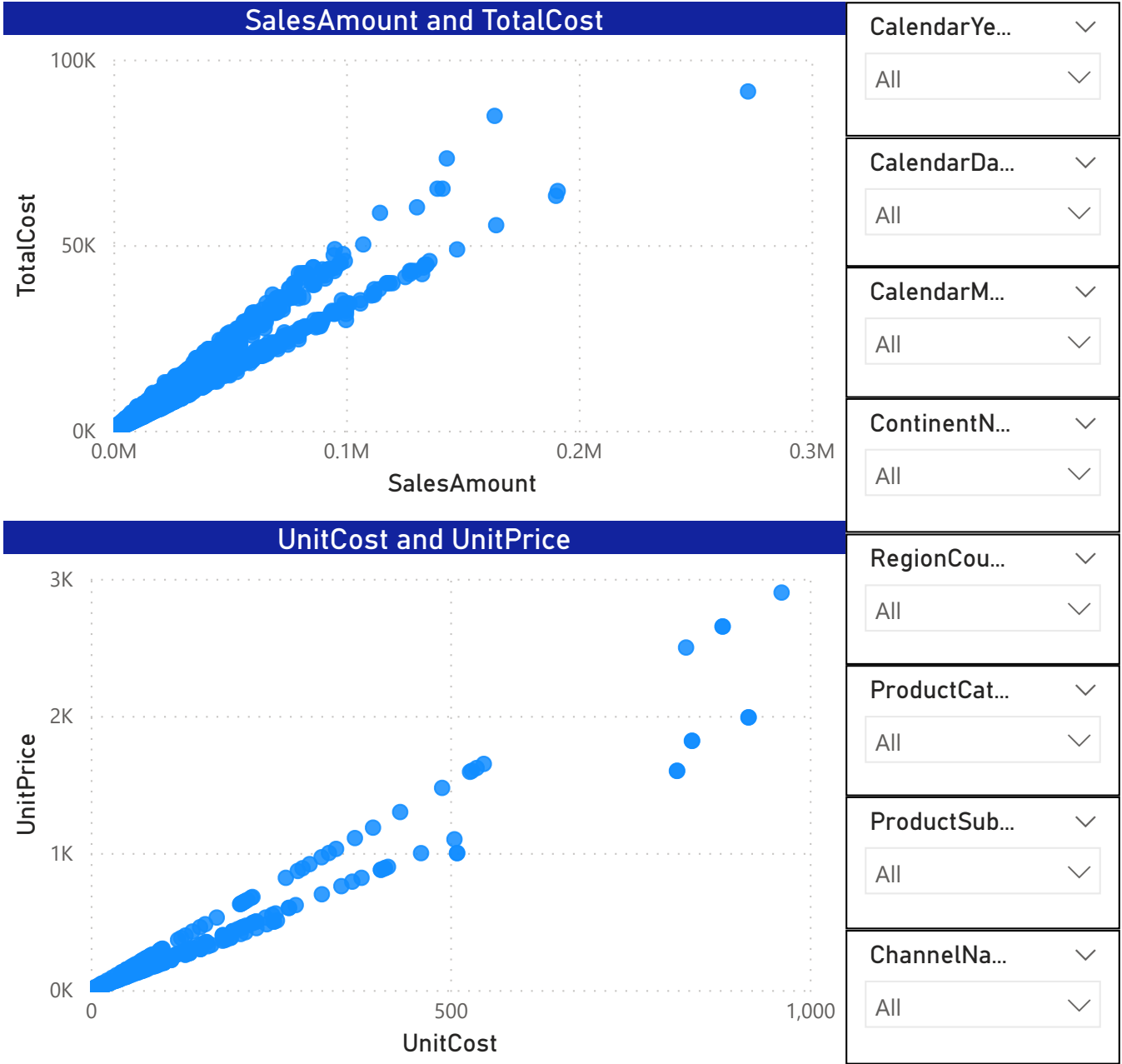
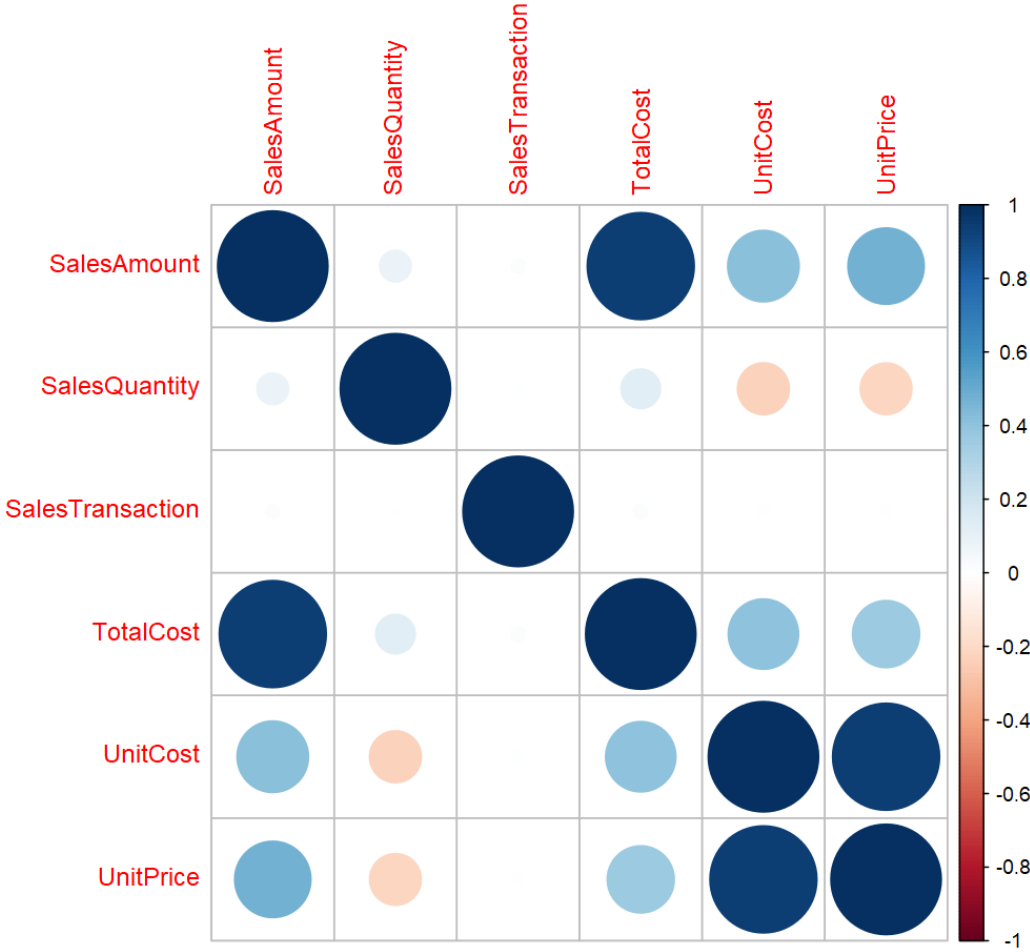
All

ChannelNa...

All

Sales Analysis

3.25bn	14M	859.51K	41.16%	56.01%	34.31%
SalesAmount	SalesQuantity	Count of SalesTransaction	SalesAmount YoY%	SalesQuantity YoY%	Count of SalesTransaction YoY%



# Channel Analysis

3.25bn

SalesAmount

14M

SalesQuantity

859.51K

Count of SalesTransaction

41.16%

SalesAmount YoY%

56.01%

SalesQuantity YoY%

34.31%

Count of SalesTransaction YoY%

## SalesTransaction by ChannelName

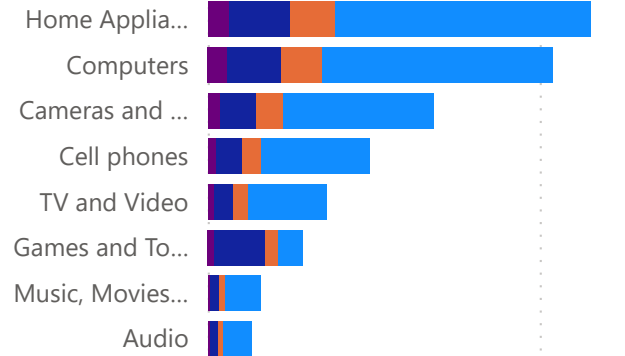
## SalesTransaction by ProductCategory and Channel

## SalesQuantity by ChannelName

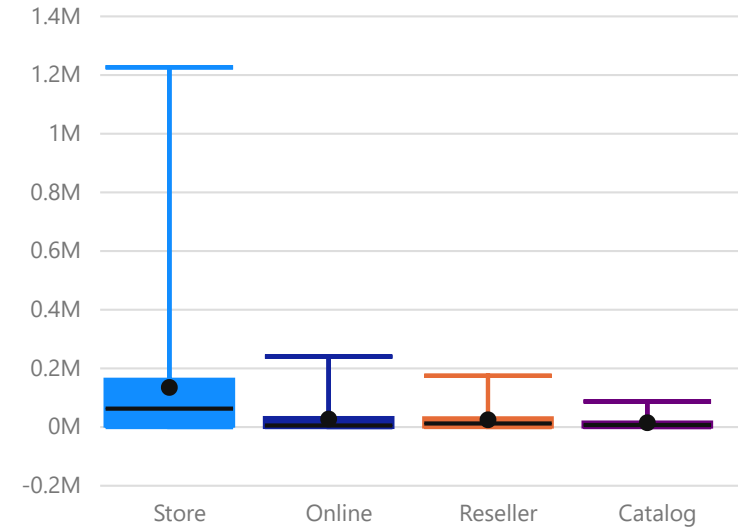
## CalendarYear

ChannelName Catalog Online Reseller Store

ProductCategoryName



Count of SalesTransaction



All

## CalendarDate

All

## CalendarMonth

All

## ContinentName

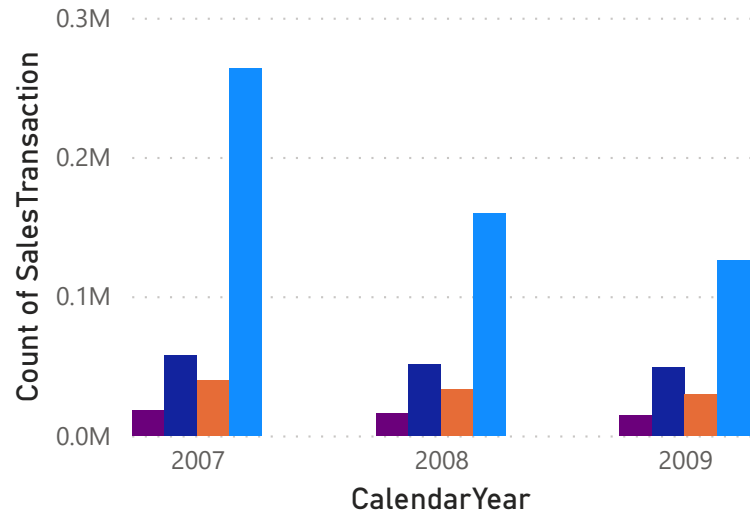
All

## SalesTransaction by CalendarYear and Channel

## SalesTransaction by Channel and Continent

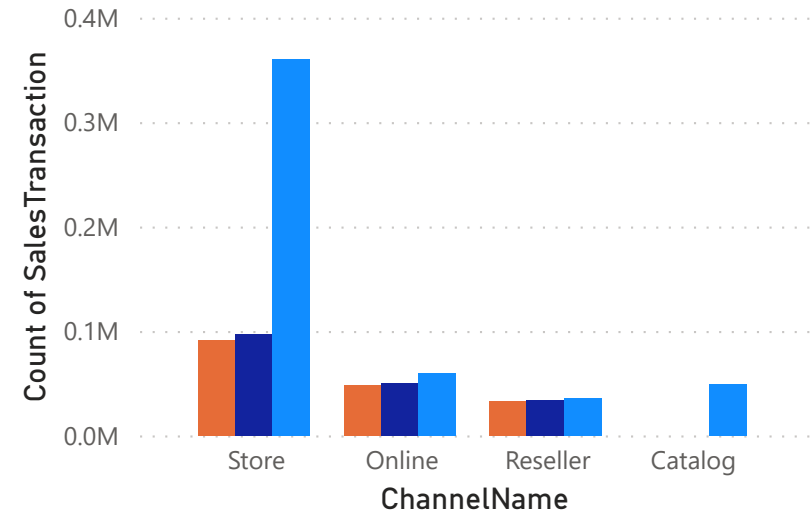
## Channel Pareto

ChannelName Catalog Online Reseller Store

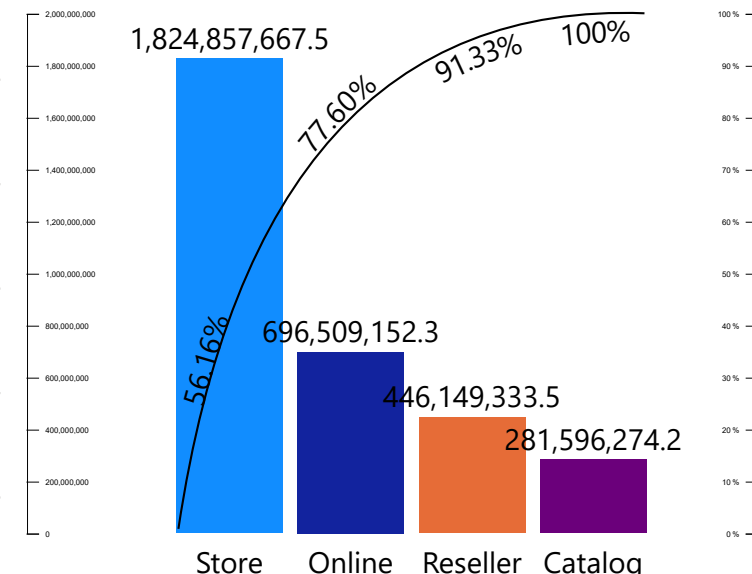


CalendarYear

ContinentName Asia Europe North America



ChannelName



ChannelName

## RegionCountry

All

## ProductCategory

All

## ProductSubCategory

All

## ChannelName

All

# Product Analysis

3.25bn

SalesAmount

14M

SalesQuantity

859.51K

Count of SalesTransaction

41.16%

SalesAmount YoY%

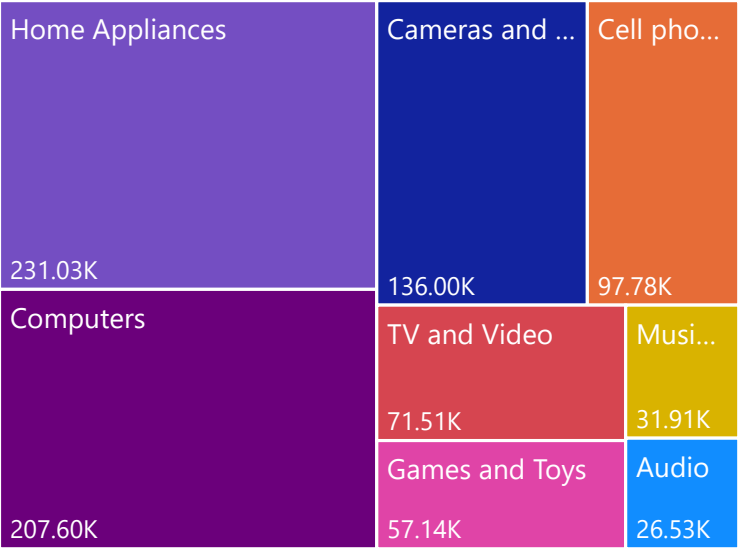
56.01%

SalesQuantity YoY%

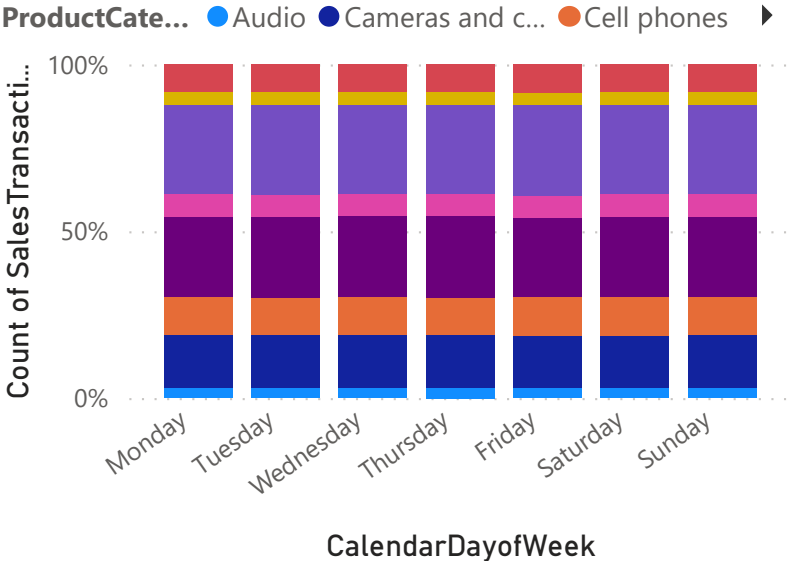
34.31%

Count of SalesTransaction YoY%

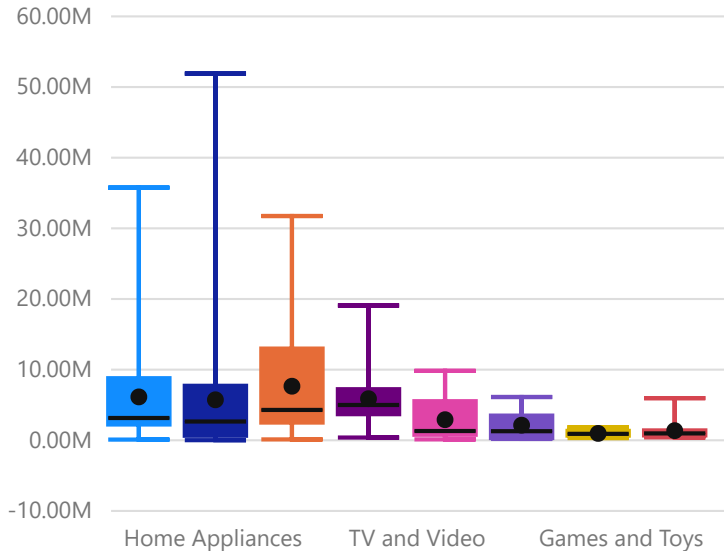
### SalesTransaction by ProductCategory



### SalesTransaction by Day and ProductCategory



### SalesAmount Distribution by ProductCategory



CalendarYear

All

CalendarDay

All

CalendarMonth

All

ContinentName

All

RegionCountry

All

ProductCategory

All

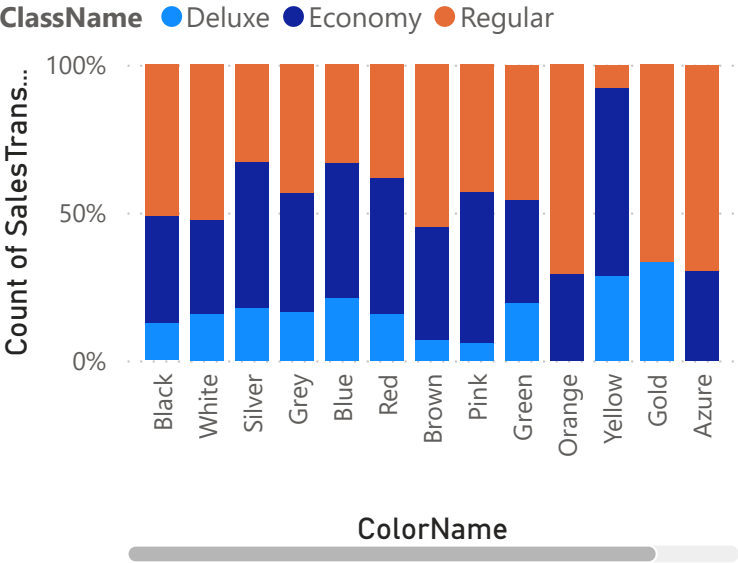
ProductSubCategory

All

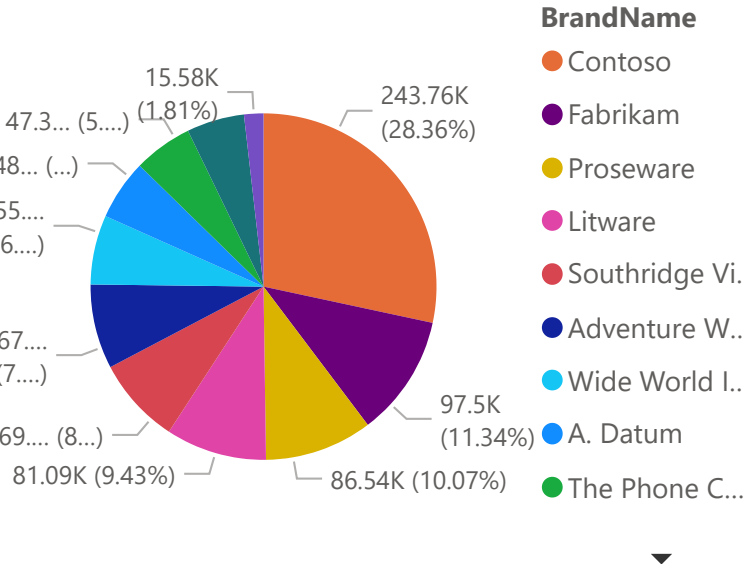
ChannelName

All

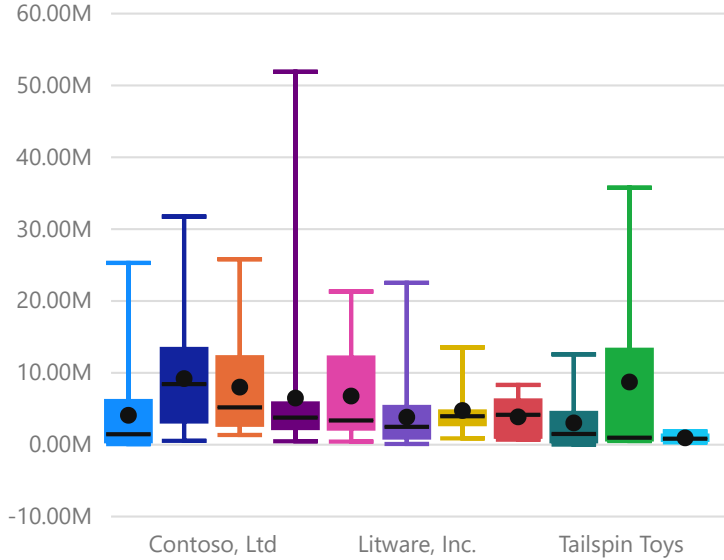
### SalesTransaction by Color and Class



### SalesTransaction by BrandName



### SalesAmount Distribution by Manufacturer



Product Analysis

3.25bn

SalesAmount

14M

SalesQuantity

859.51K

Count of SalesTransaction

41.16%

SalesAmount YoY%

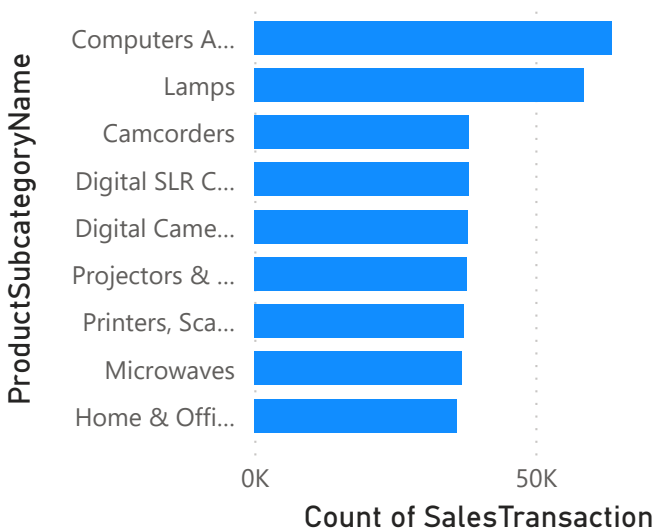
56.01%

SalesQuantity YoY%

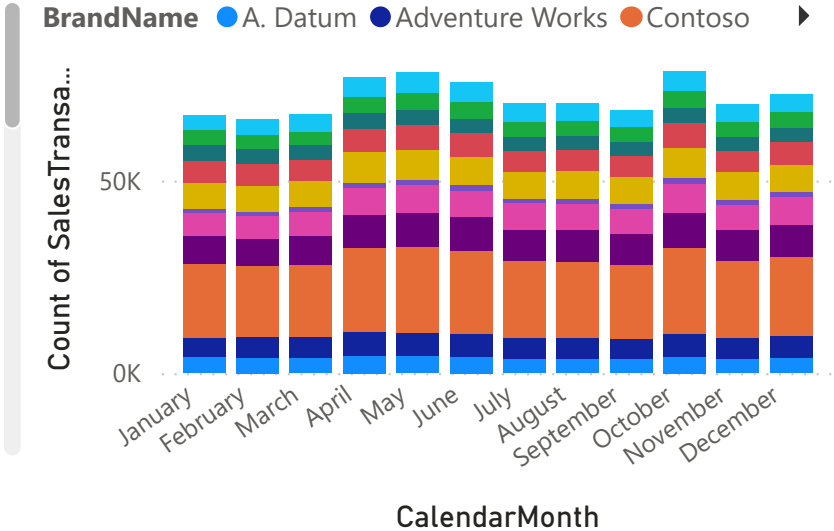
34.31%

Count of SalesTransaction YoY%

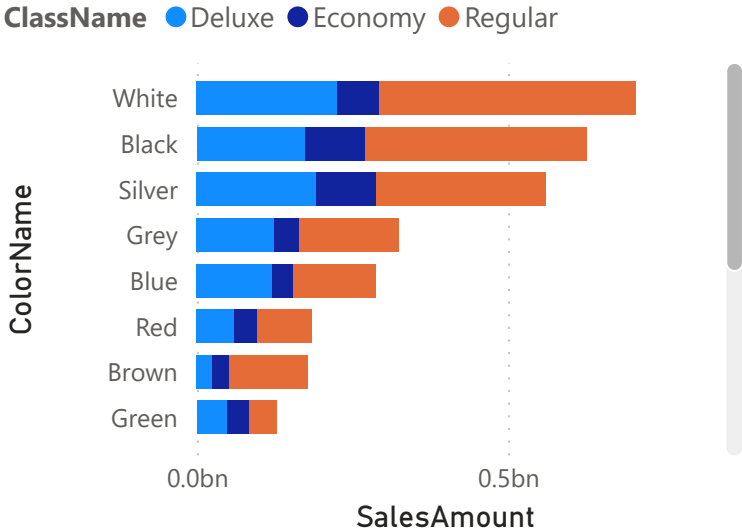
SalesTransaction by ProductSubcategoryName



SalesTransaction by Month and BrandName



SalesAmount by Color and Class



CalendarYe...  
All

CalendarDa...  
All

CalendarM...  
All

ContinentN...  
All

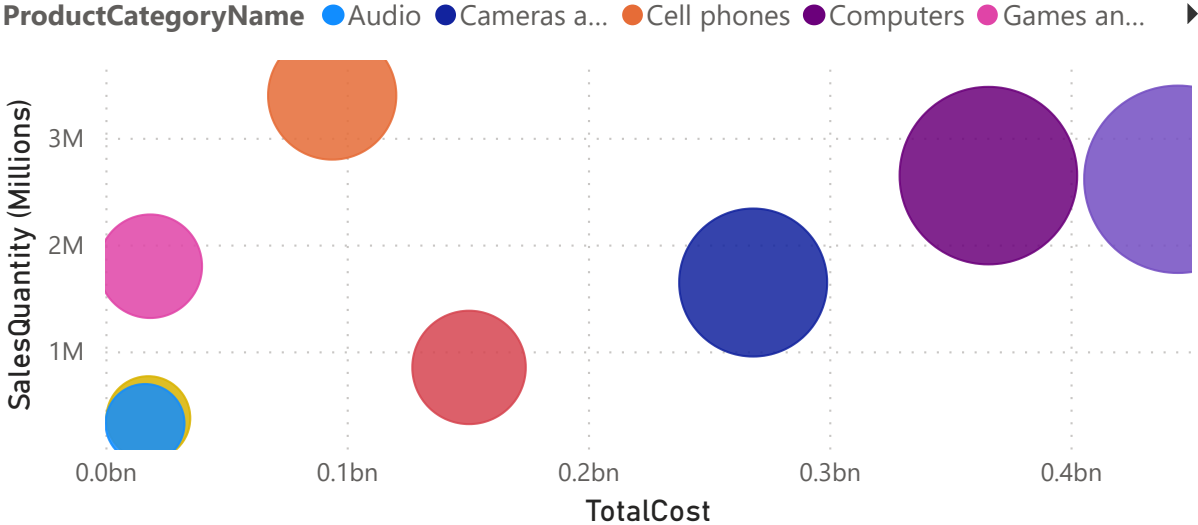
RegionCou...  
All

ProductCat...  
All

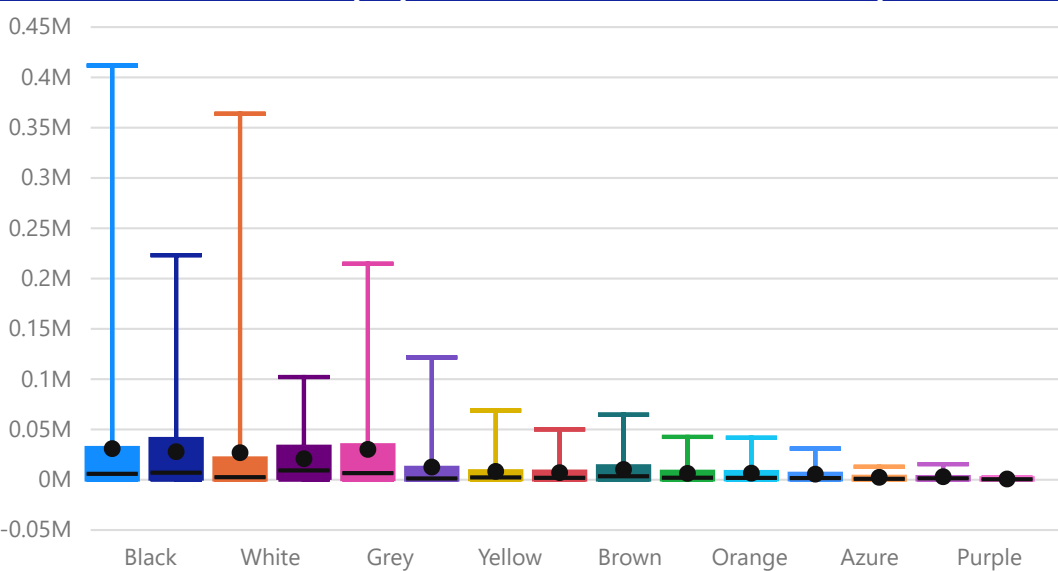
ProductSub...  
All

ChannelNa...  
All

TotalCost, SalesQuantity and Count of SalesTransaction by ProductCategoryName and ProductCategoryName



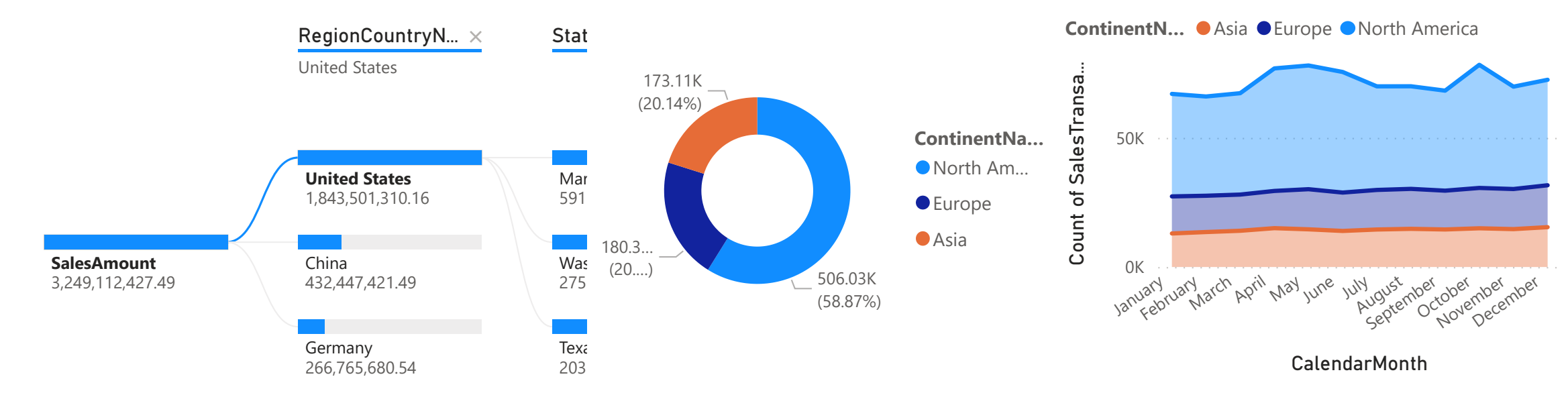
SalesQuantity by ColorName and SalesQuantity



Geography Analysis

3.25bn	14M	859.51K	41.16%	56.01%	34.31%
SalesAmount	SalesQuantity	Count of SalesTransaction	SalesAmount YoY%	SalesQuantity YoY%	Count of SalesTransaction YoY%

SalesAmount by RegionCountry/StateProvinceSalesTransaction by ContinentNameSalesTransaction by Month and Continent



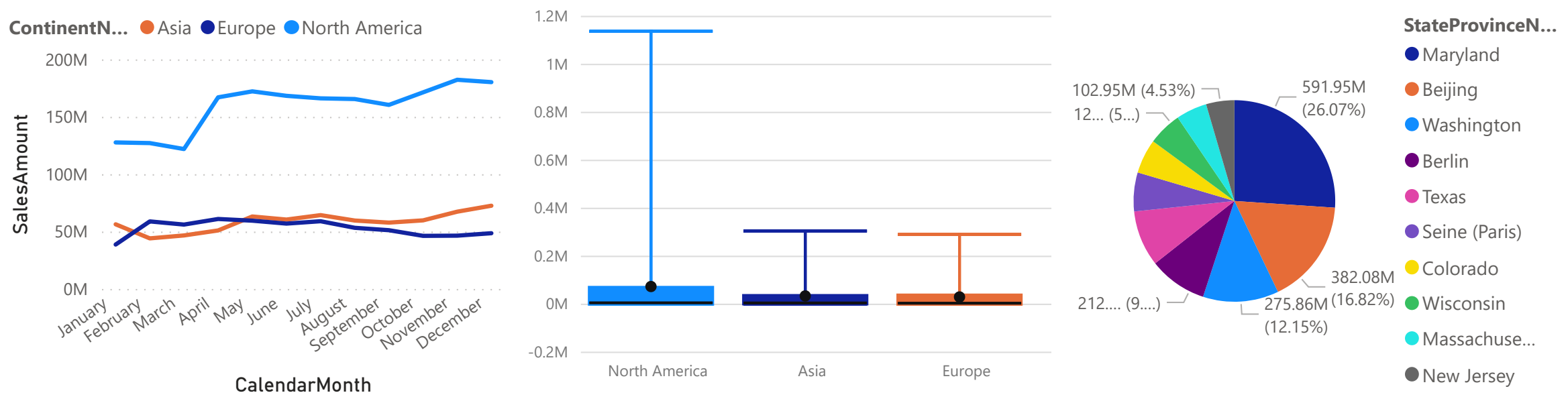
CalendarYe...  
All

CalendarDa...  
All

CalendarM...  
All

ContinentN...  
All

SalesAmount by Month and ContinentNameSalesQuantity by ContinentNameTop 10 States with Highest Sales



RegionCou...  
All

ProductCat...  
All

ProductSub...  
All

ChannelNa...  
All



Sales Key Drivers

3.25bn

SalesAmount

14M

SalesQuantity

859.51K

Count of SalesTransaction

41.16%

SalesAmount YoY%

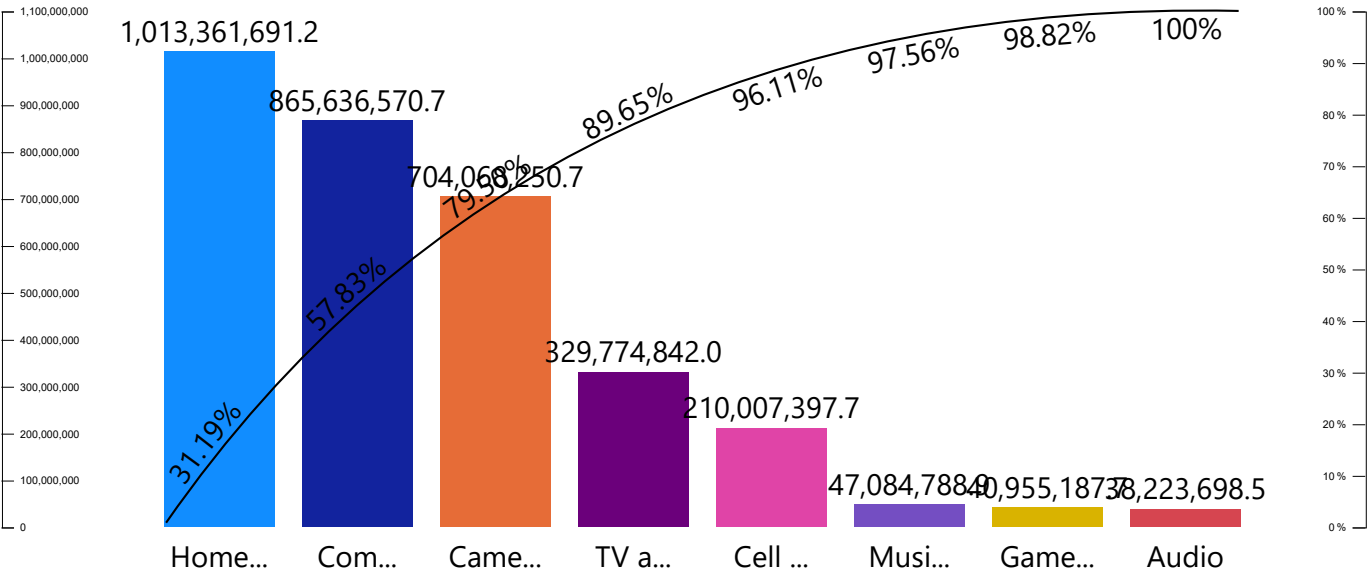
56.01%

SalesQuantity YoY%

34.31%

Count of SalesTransaction YoY%

ProductCategory Pareto



Key influencers Top segments

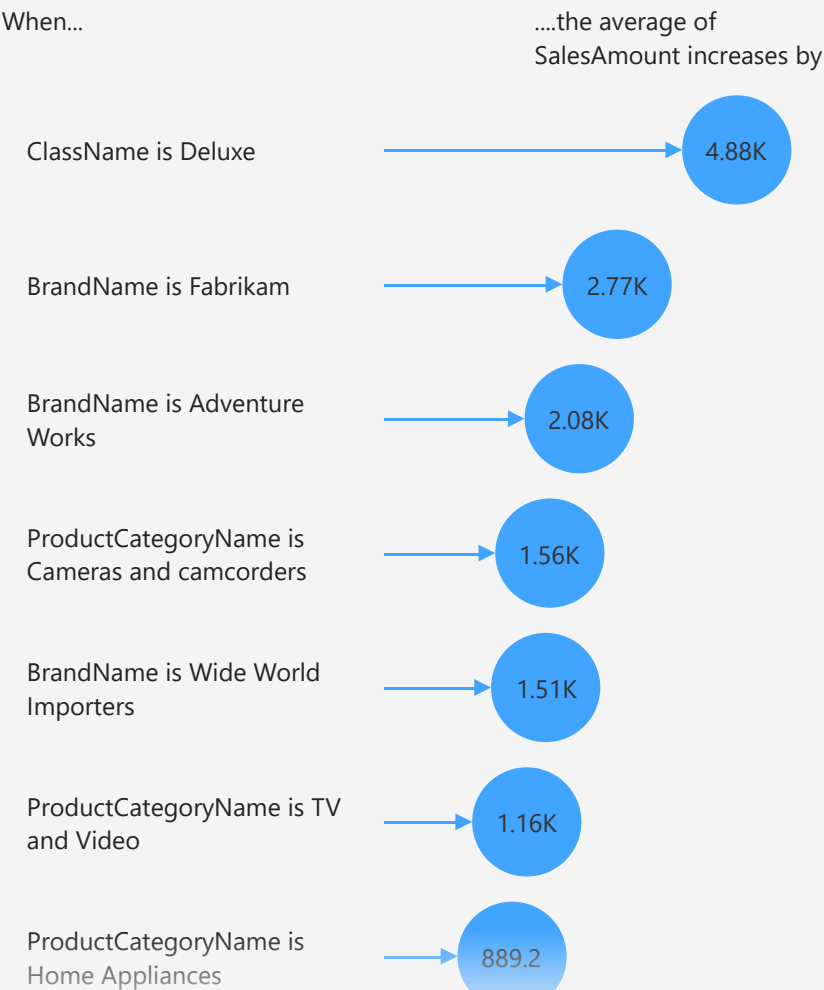
When is SalesAmount more likely to be  ?

We found 4 segments and ranked them by Average of SalesAmount and population si...



Key influencers Top segments

What influences SalesAmount to  ?



CalendarYe...	<input type="text" value="All"/>
CalendarDa...	<input type="text" value="All"/>
CalendarM...	<input type="text" value="All"/>
ContinentN...	<input type="text" value="All"/>
RegionCou...	<input type="text" value="All"/>
ProductCat...	<input type="text" value="All"/>
ProductSub...	<input type="text" value="All"/>
ChannelNa...	<input type="text" value="All"/>

Sales Reporting

CalendarD...

▼

All

CalendarM...

▼

All

CalendarYe...

▼

All

RegionC...

▼

All

ChannelNa...

▼

All

ProductC...

▼

All

ProductSub...

▼

All

Sales Amount MoM% by Month and Store						SalesQuantity by Month and Channel					SalesTransaction by RegionCountry and Month					
StoreName	January	February	March	April	May	CalendarMonth	Catalog	Online	Reseller	Store	RegionCountryName	January	February	March	April	May
	12.54%	6.18%	-6.74%	15.49%	6.64%	January	100470	239936	148808	52029	Armenia	200	221	219	259	2
Contoso Albany Store	-44.94%	33.75%	-12.48%	35.23%	16.34%	February	93589	230829	145661	50429	Australia	594	664	654	746	6
Contoso Alexandria Store	-9.69%	10.42%	-30.69%	136.89%	-22.49%	March	70804	225714	137668	49616	Bhutan	199	226	229	254	2
Contoso Amsterdam Store	-2.31%	35.73%	-2.64%	31.05%	-27.49%	April	82225	263763	148623	64077	Canada	1516	1429	1532	1905	19
Contoso Anchorage Store	-9.79%	18.89%	6.46%	34.40%	-8.94%	May	83665	279278	164660	67493	China	7428	7651	7975	8405	82
Contoso Annapolis Store	0.35%	-16.52%	-5.47%	74.84%	-0.36%	June	83925	265023	155324	64930	Denmark	155	153	156	152	1
Contoso Appleton Store	-13.26%	-16.69%	12.63%	30.95%	-0.57%	July	99330	313829	176245	66042	France	3680	3554	3502	3653	40
Contoso Arlington Store	-29.34%	29.00%	-12.56%	81.67%	-31.08%	August	105420	271421	156624	63860	Germany	5412	5385	5369	5397	59
Contoso Ashgabat No.2 Store	43.39%	-38.51%	19.98%	-9.37%	6.92%	September	93453	267472	151753	61337	Greece	163	166	143	157	1
Contoso Ashgabat No.1 Store	1.93%	4.21%	-4.17%	12.77%	20.01%	October	87015	247594	144888	65490	India	650	684	680	754	6
Contoso Athens Store	11.08%	60.68%	-21.68%	47.80%	-17.99%	November	143897	287124	160053	68369	Iran	379	462	467	476	5
Total	1.43%	3.30%	-2.35%	24.17%	5.69%	Total	1147660	3193140	1864014	743682	Total	67014	66016	67290	76887	780

Sales Amount MoM% by Month and ProductCat				SalesQuantity by Month and ProductSub			SalesTransaction by Month and Brand					
ProductCategoryName	Audio		Cameras and cam	ProductSubcategoryName	January	February	BrandName	January	February	March	April	May
CalendarMonth	SalesAmount MoM%	SalesAmount	SalesAmount MoM%									
January	-3.05%	2,128,500.15	-11.1%	Air Conditioners	17396	16151	A. Datum	4121	3962	3881	4483	44
February	-1.37%	2,099,423.79	3.5%	Bluetooth Headphones	8657	8052	Adventure Works	5118	5375	5402	6192	61
March	15.80%	2,431,085.98	-4.5%	Boxed Games	105565	97845	Contoso	19194	18582	18913	21764	222
April	18.50%	2,880,887.23	27.6%	Camcorders	25556	27267	Fabrikam	7280	6955	7435	8708	89
May	8.88%	3,136,586.51	4.1%	Cameras & Camcorders Accessories	19069	18530	Litware	5895	6004	6339	7033	71
June	6.38%	3,336,846.35	-2.2%	Car Video	17266	16977	Northwind Traders	1059	1132	1192	1330	13
July	8.05%	3,605,389.14	4.2%	Cell phones Accessories	170720	149420	Proseware	6767	6797	6857	7817	78
August	0.27%	3,615,245.53	-3.8%	Coffee Machines	20681	20910	Southridge Video	5781	5530	5407	6206	63
September	1.93%	3,684,884.67	-4.6%	Computers Accessories	51838	52903	Tailspin Toys	4054	3838	3827	4030	40
October	-5.59%	3,478,947.26	5.1%	Desktops	28665	28917	The Phone Company	3901	3723	3568	4279	43
November	12.99%	3,965,672.45	6.0%	Digital SLR Cameras	36566	34267	Wide World Importers	3844	4118	4469	5045	52
Total	4.55%	38,223,698.50	2.0%	Total	1009472	974332	Total	67014	66016	67290	76887	780
<			>	<		>	<					>