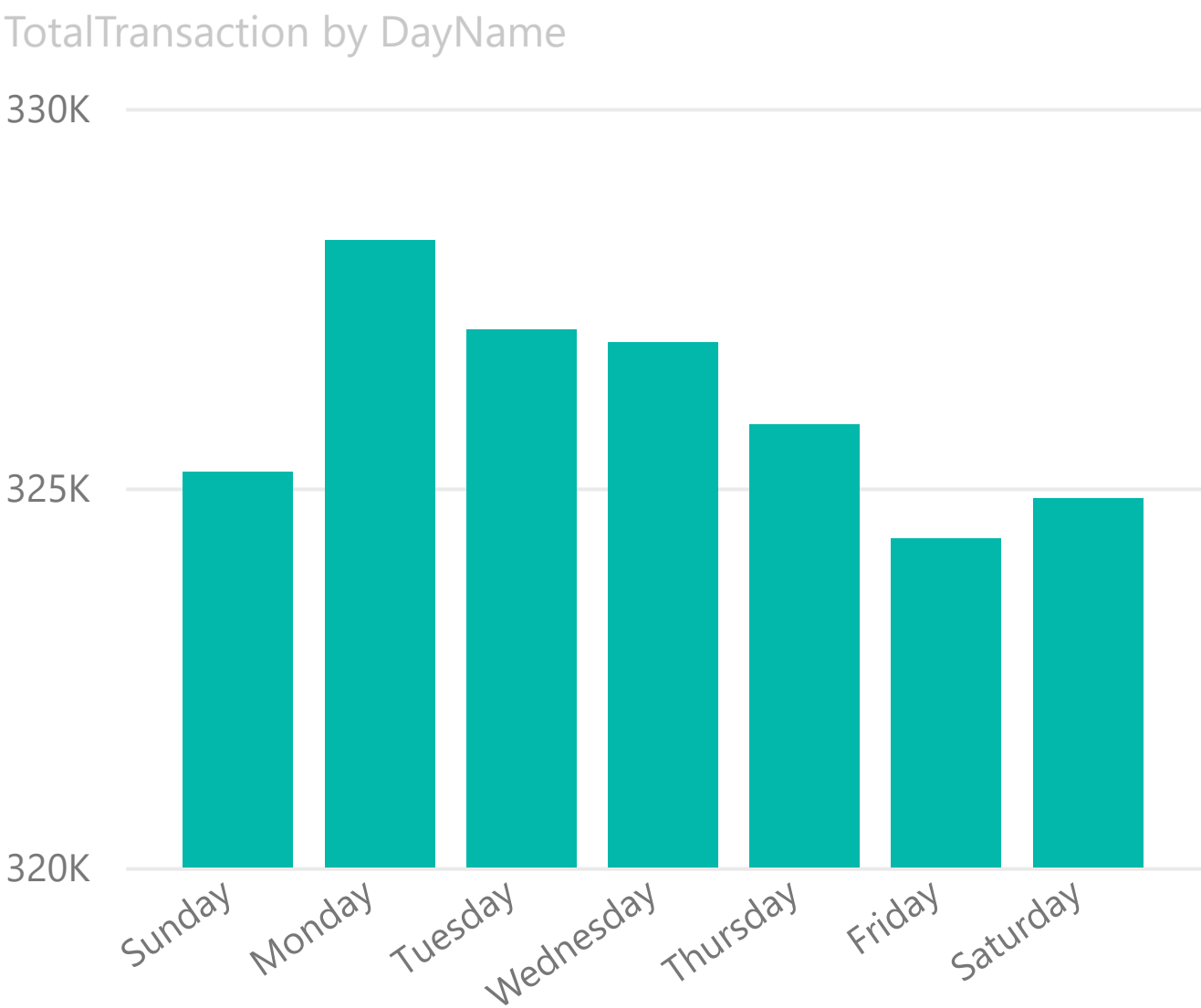
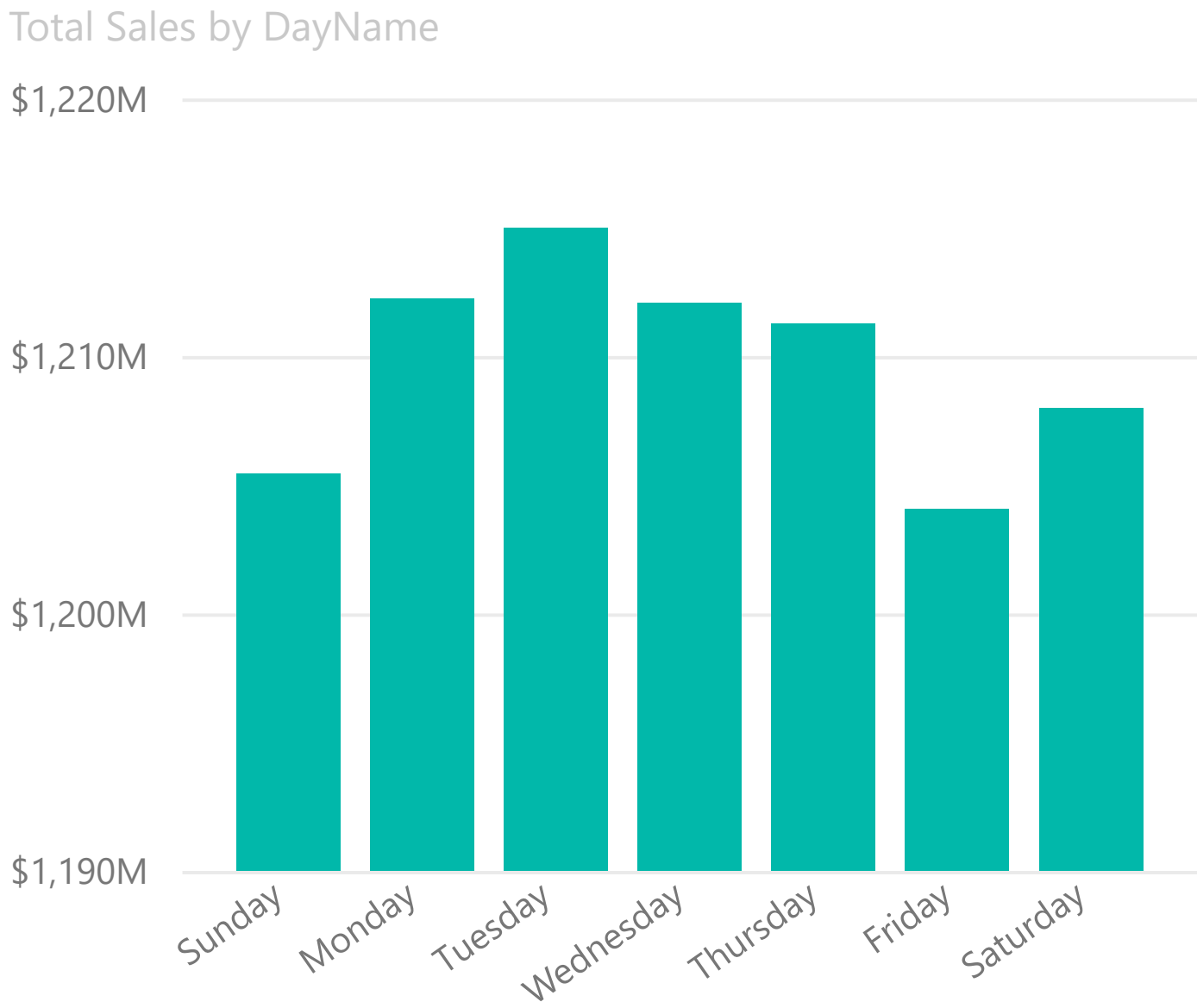


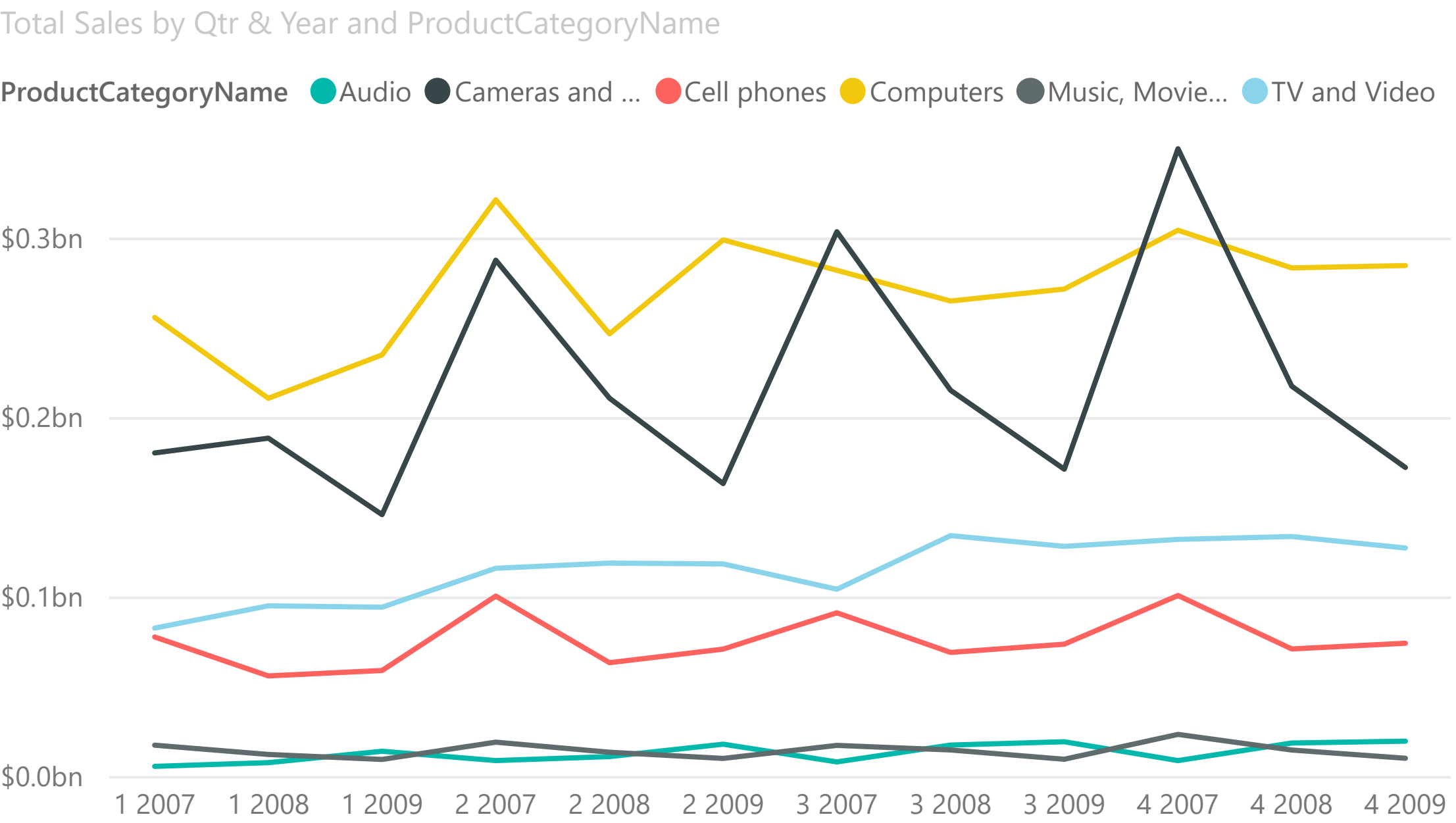
Which days typically have the highest number of transactions?



Which days have the highest sales typically?

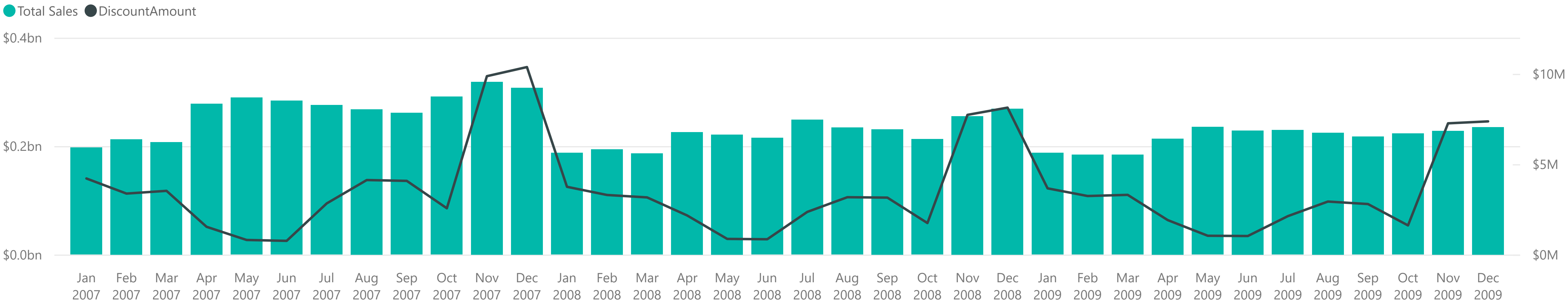


Which Product Category is been declining in sales? Which has been steady?



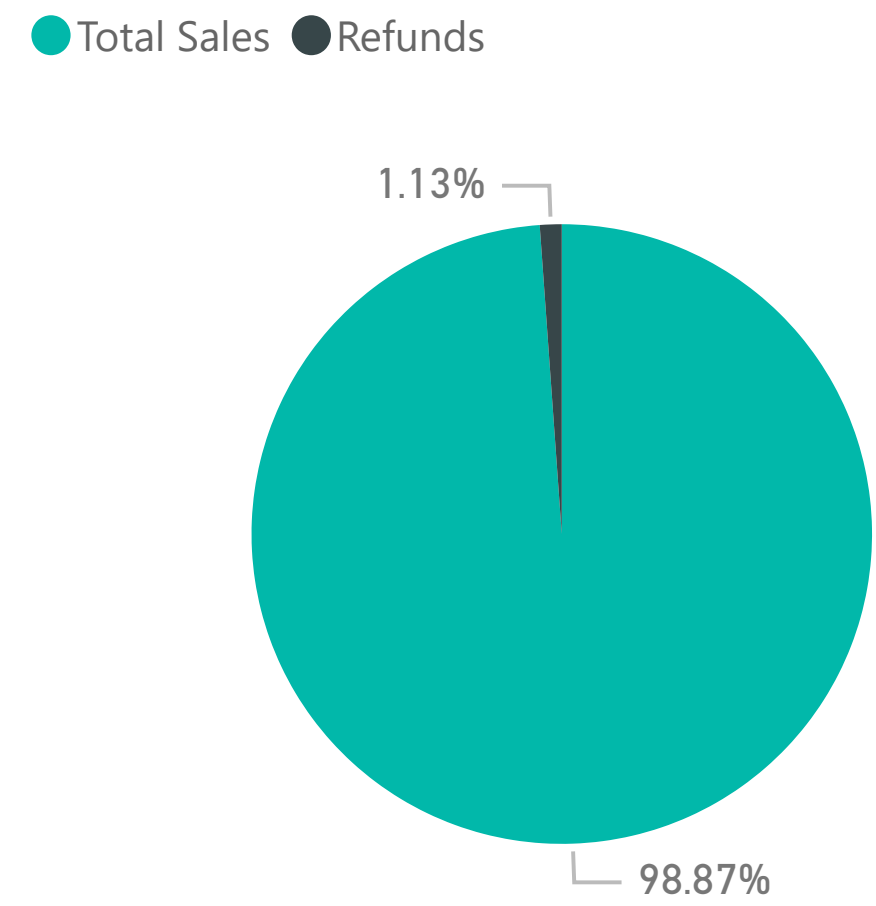
Are the monthly sales trends consistent each year? Which months sell the best?
How does this compare to the promotions being offered at the time?

Total Sales and DiscountAmount by Month & Year



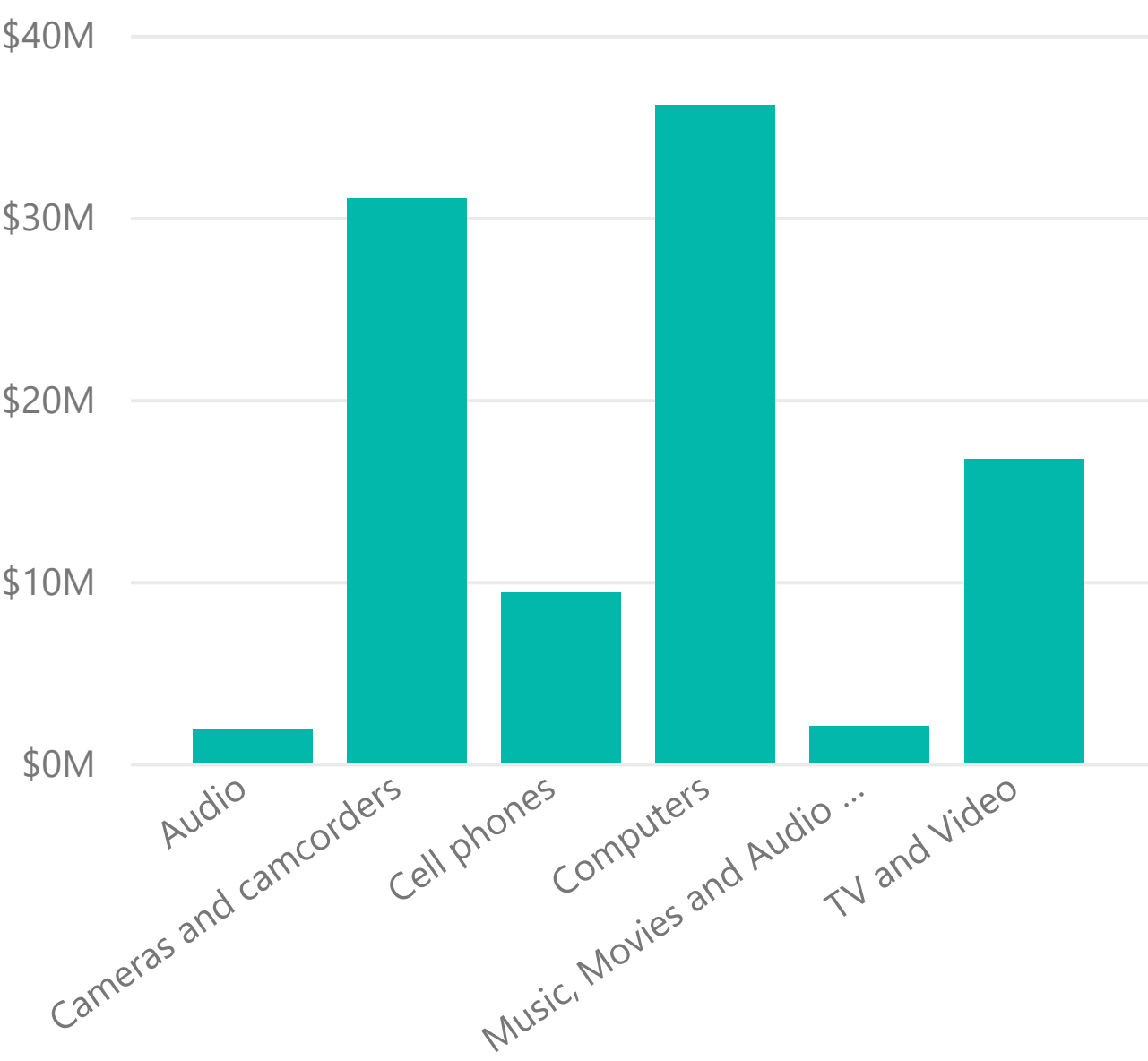
What portion of total sales is refunded?

Total Sales and Refunds

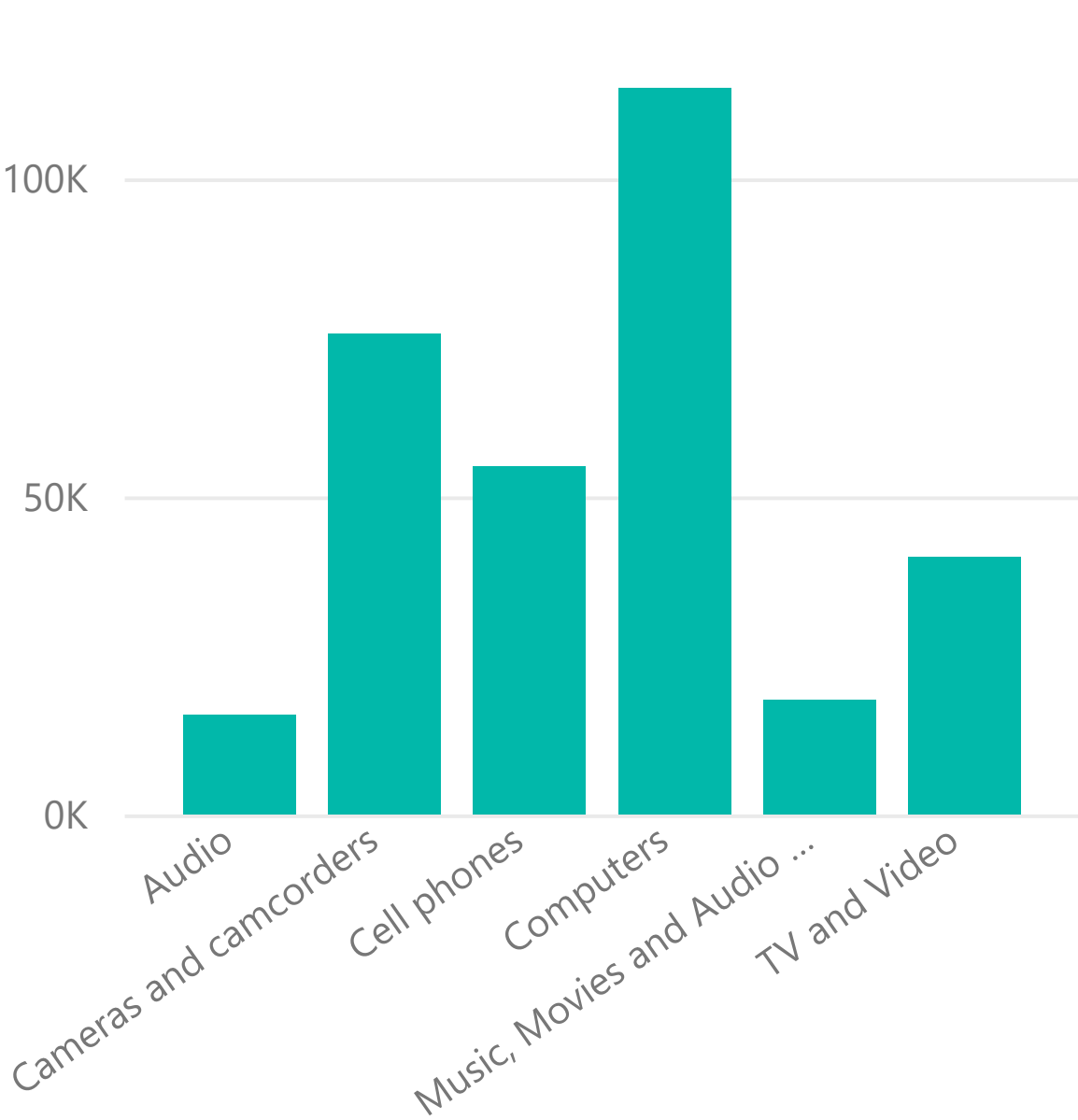


Which Product Category has the most refunds?

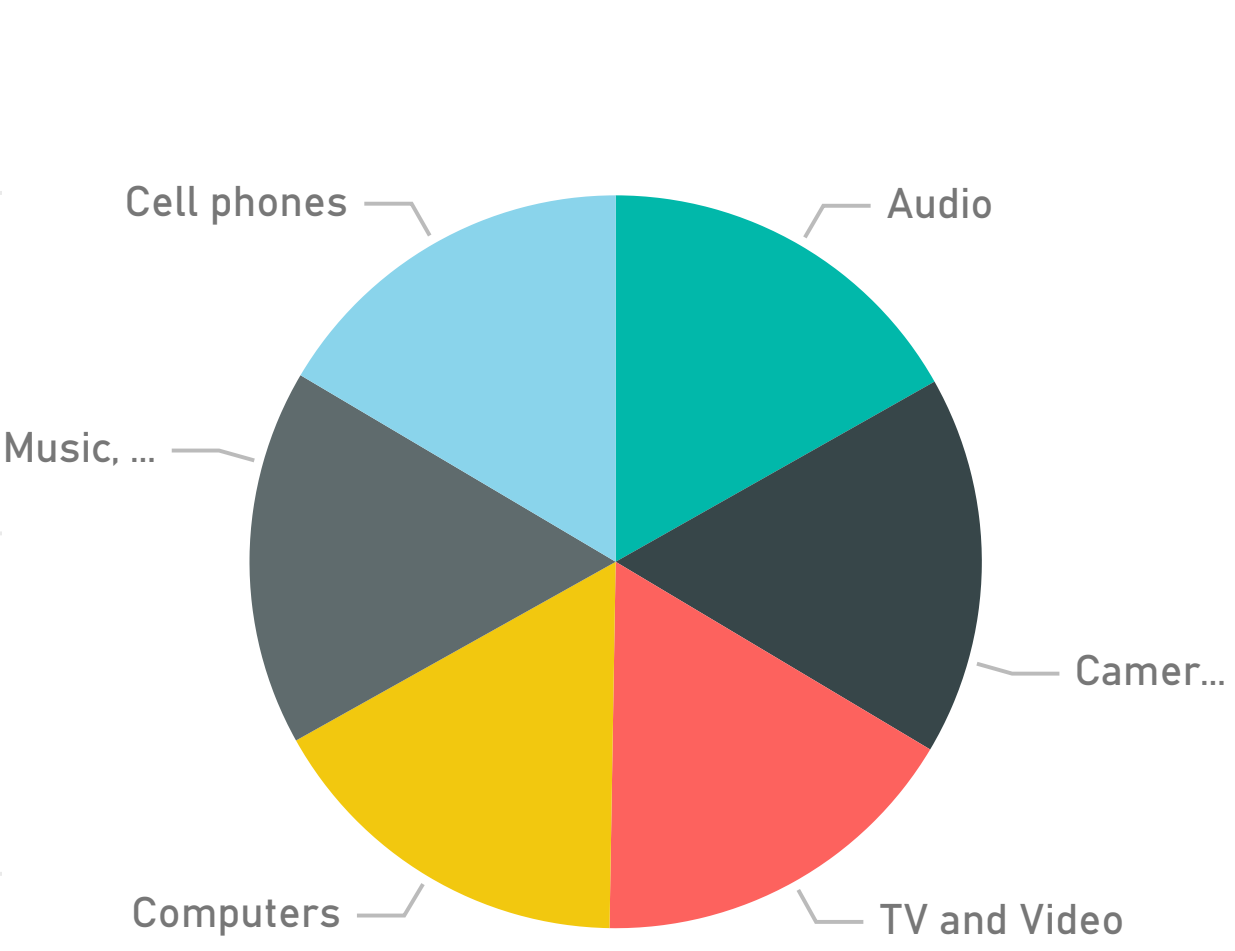
Refunds in \$



Refunded Transactions

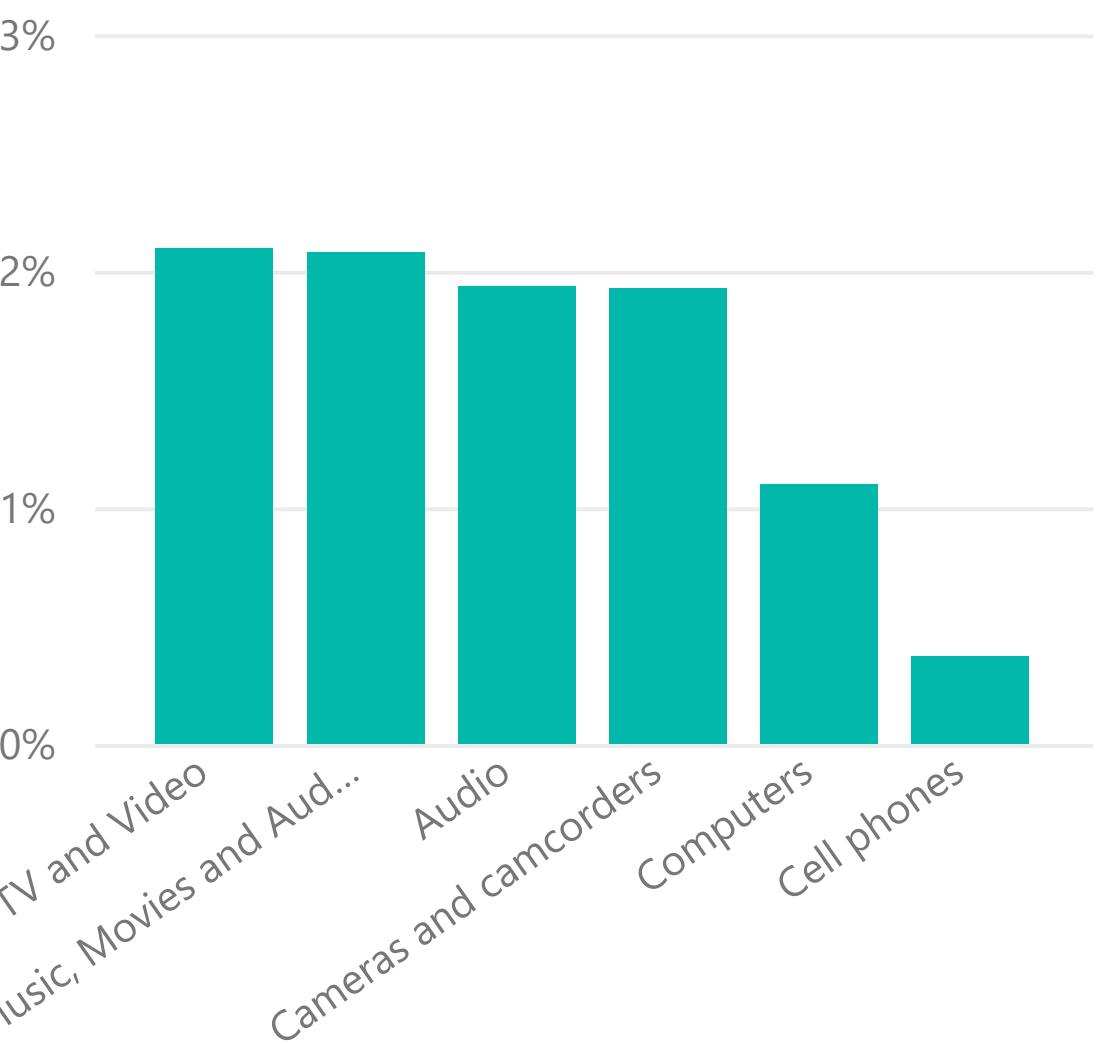


Refunded



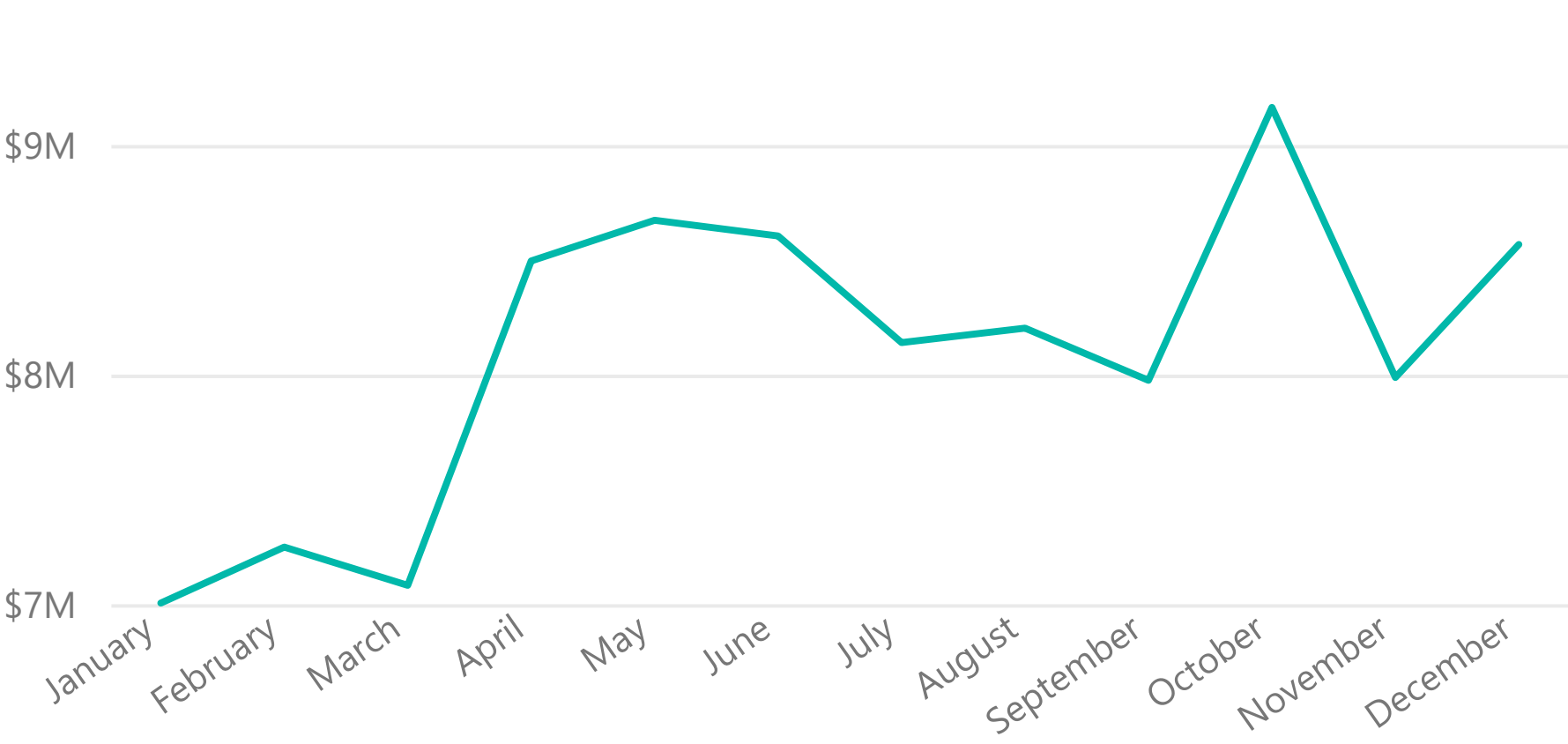
The highest refund:sales ratio?

Refund:Sales Ratio by ProductCategoryName



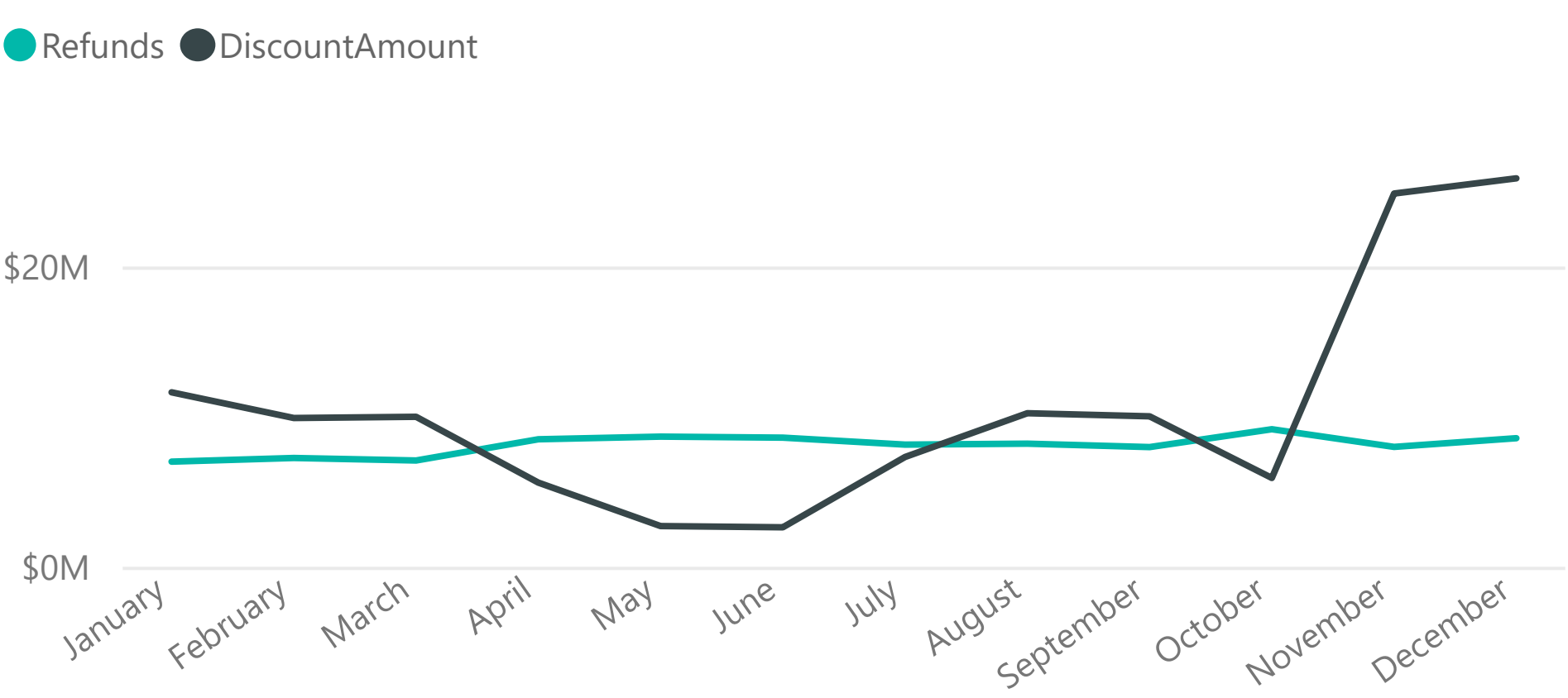
What time of year brings in the most refunds?

Refunds by MonthName

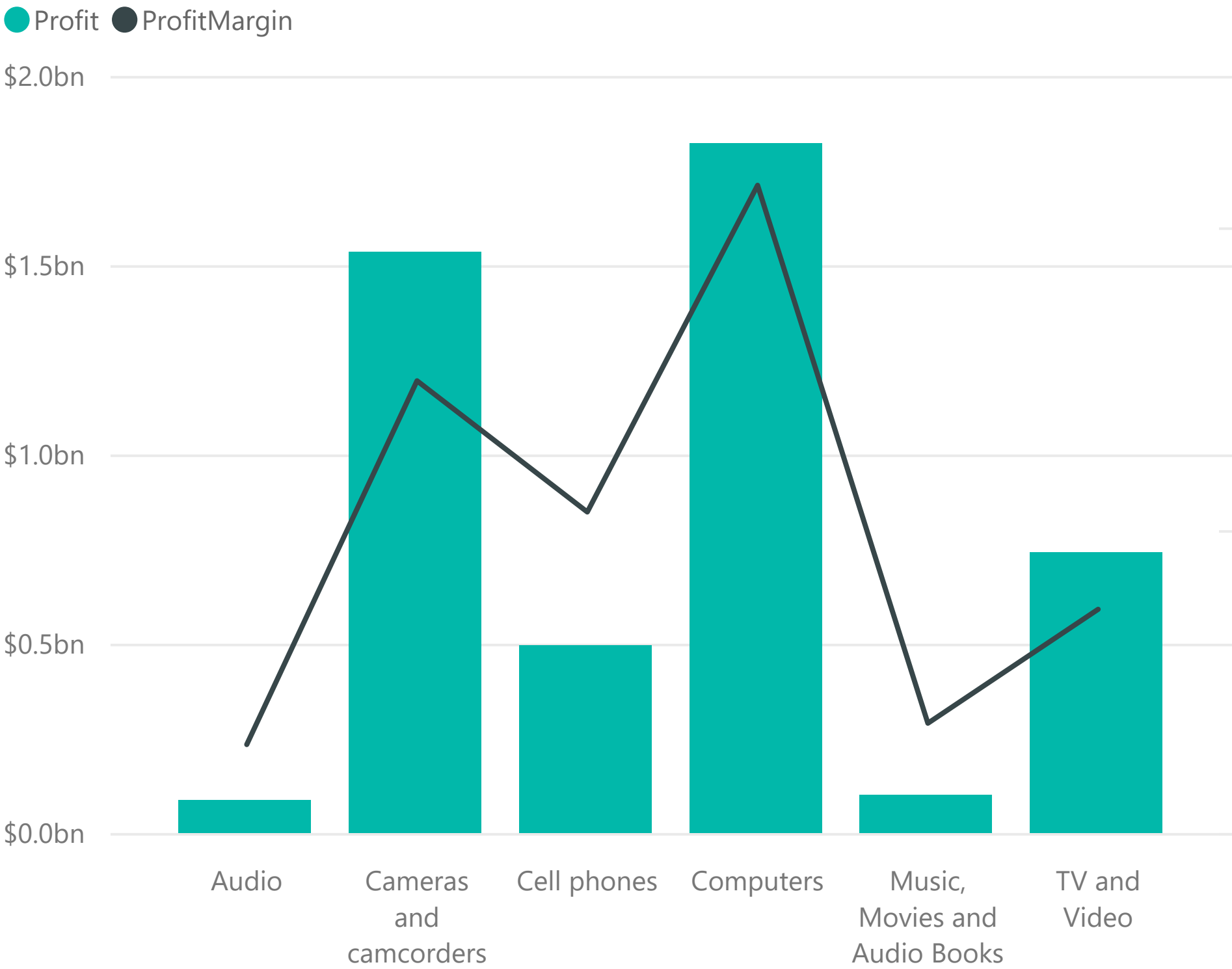


Is there any correlation between promotions being run and refunds?

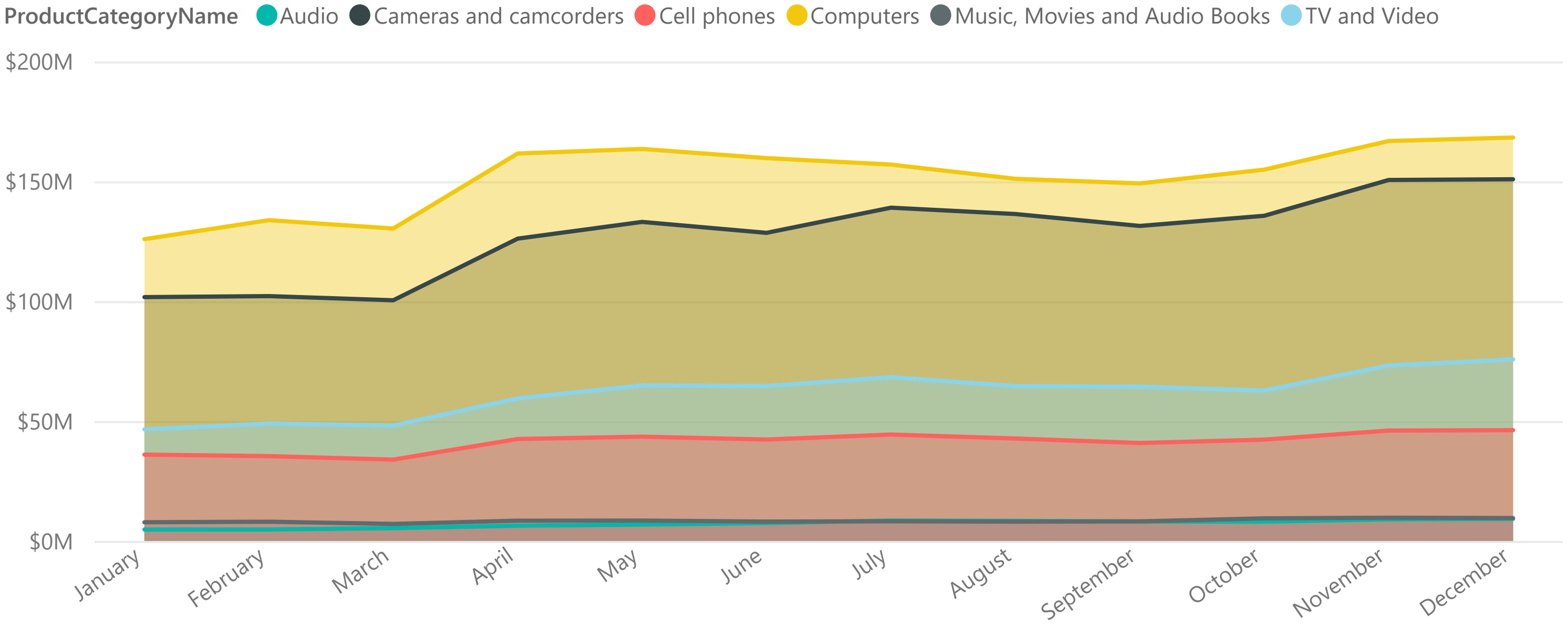
Refunds and DiscountAmount by MonthName



Profit and ProfitMargin by ProductCategory



Compare Profit in each month by category. What conclusions can you draw?



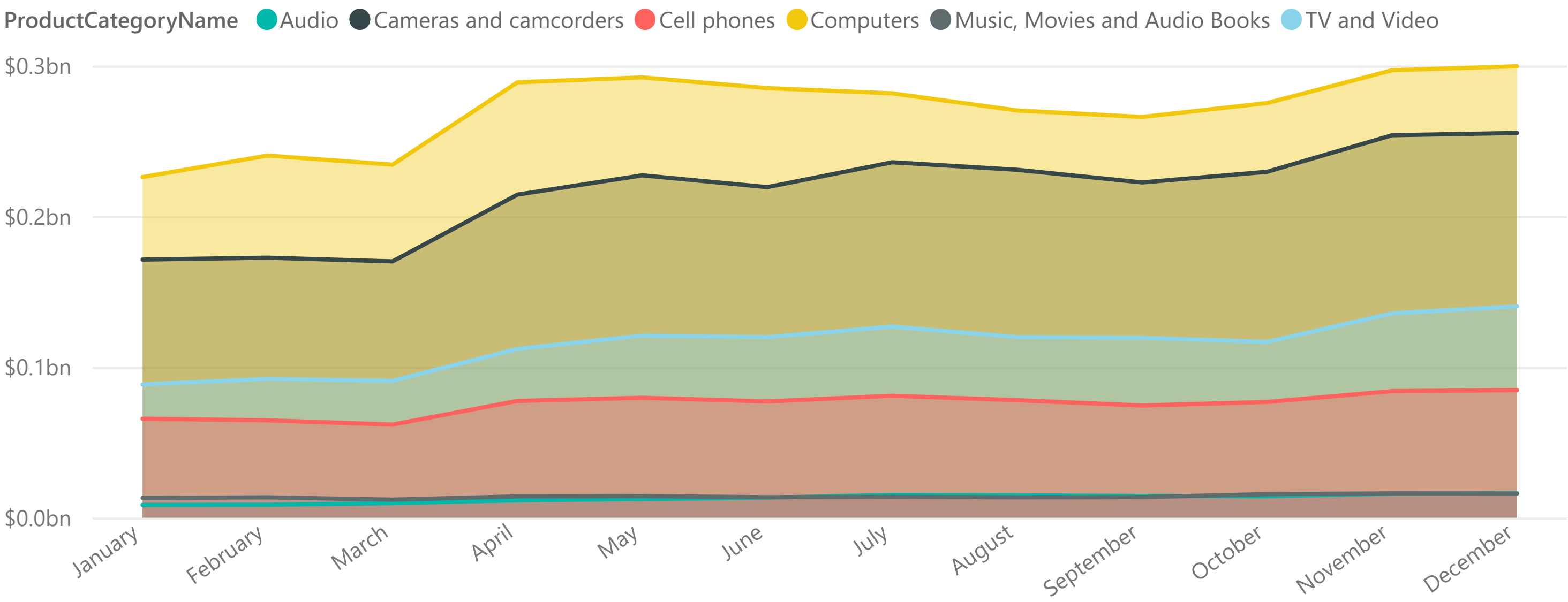
Which product categories have the highest profit margins? Which product generate the most dollars in profit? What correlations can be drawn here?

Computers draws the most profit. And it has a relatively high profit margin

Cameras generates a lot of profit, but the profit margin isn't very high. Reduction in cost could bring in a much higher profit.

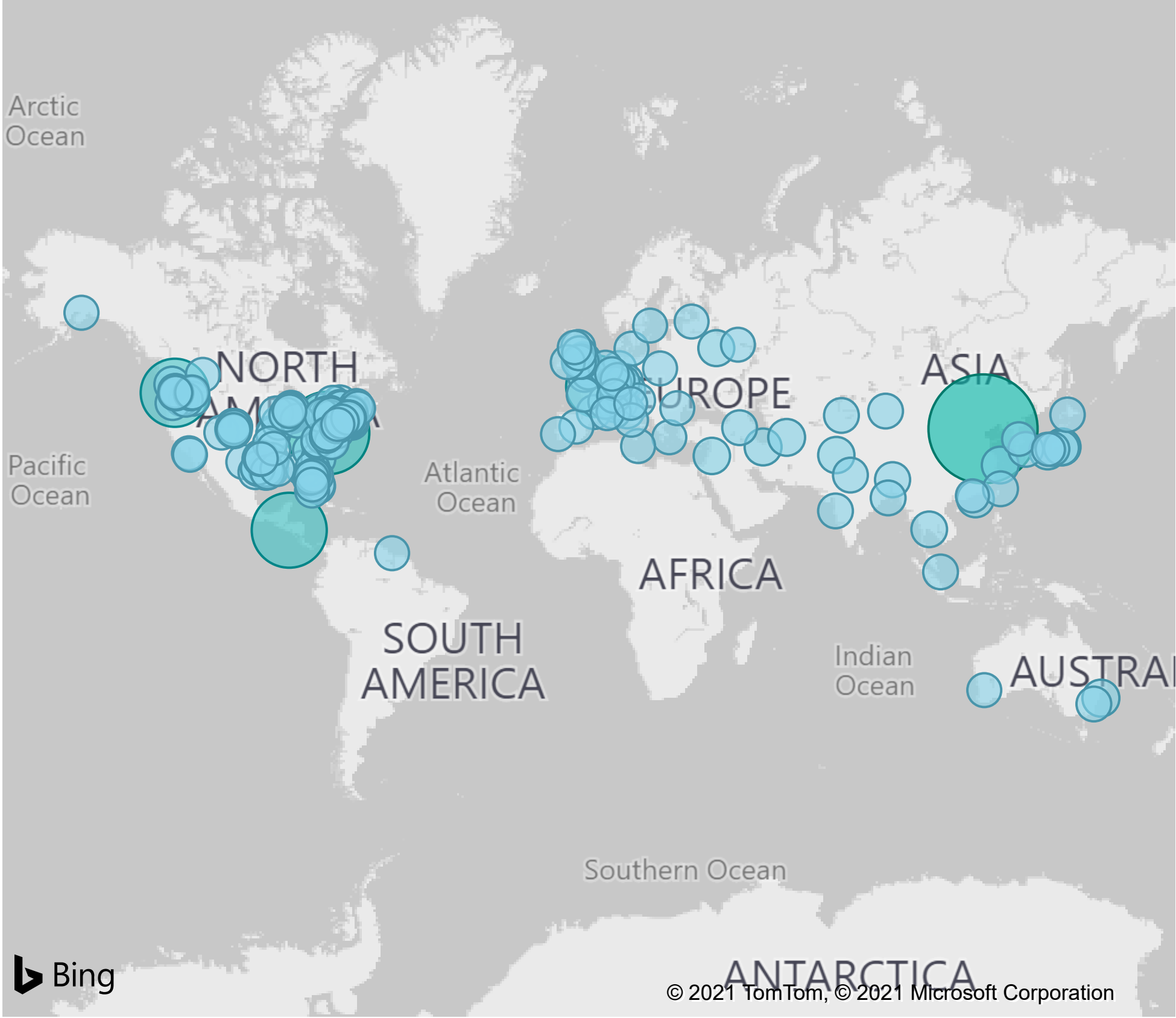
Cell Phones have a very high profit margin, but we're not pulling in the sales numbers to make it significant

Compare this to the sales in each month by category. What conclusions can you draw here?

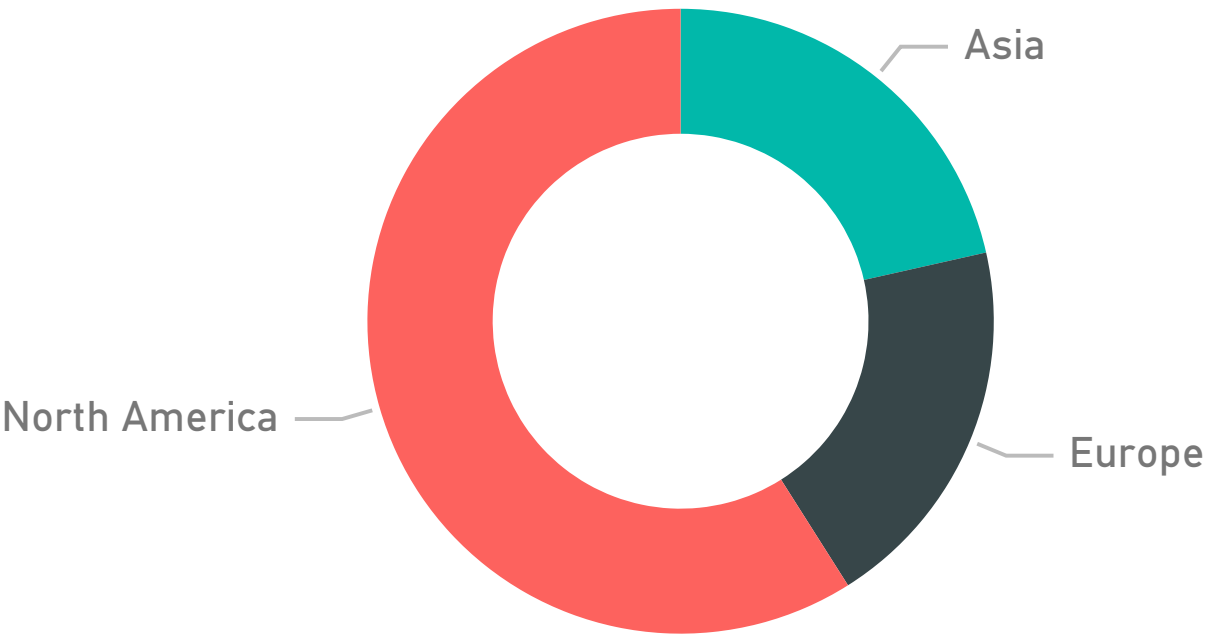


Which locations have been selling the best?

Total Sales by CityName

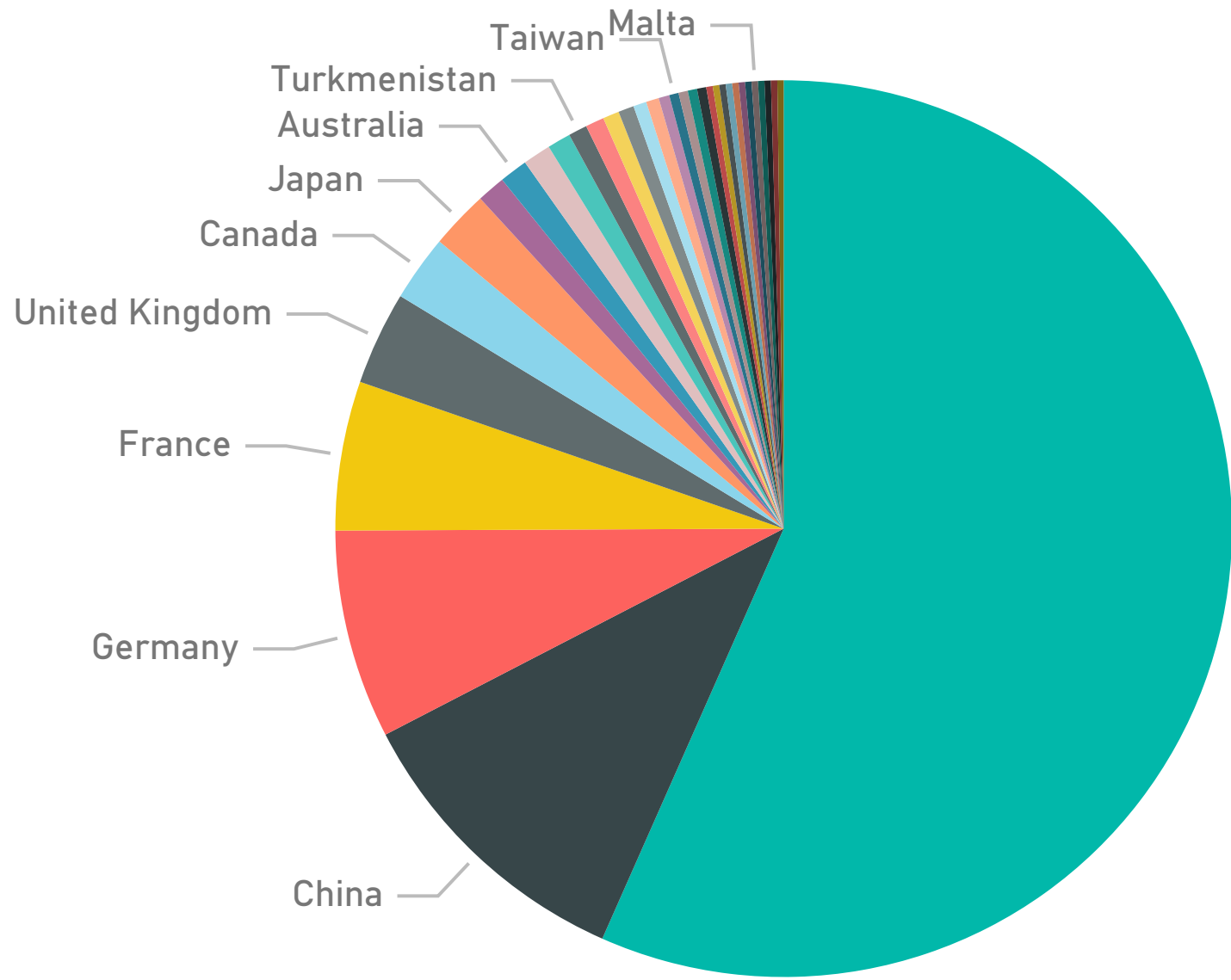


Total Sales by Continent Name

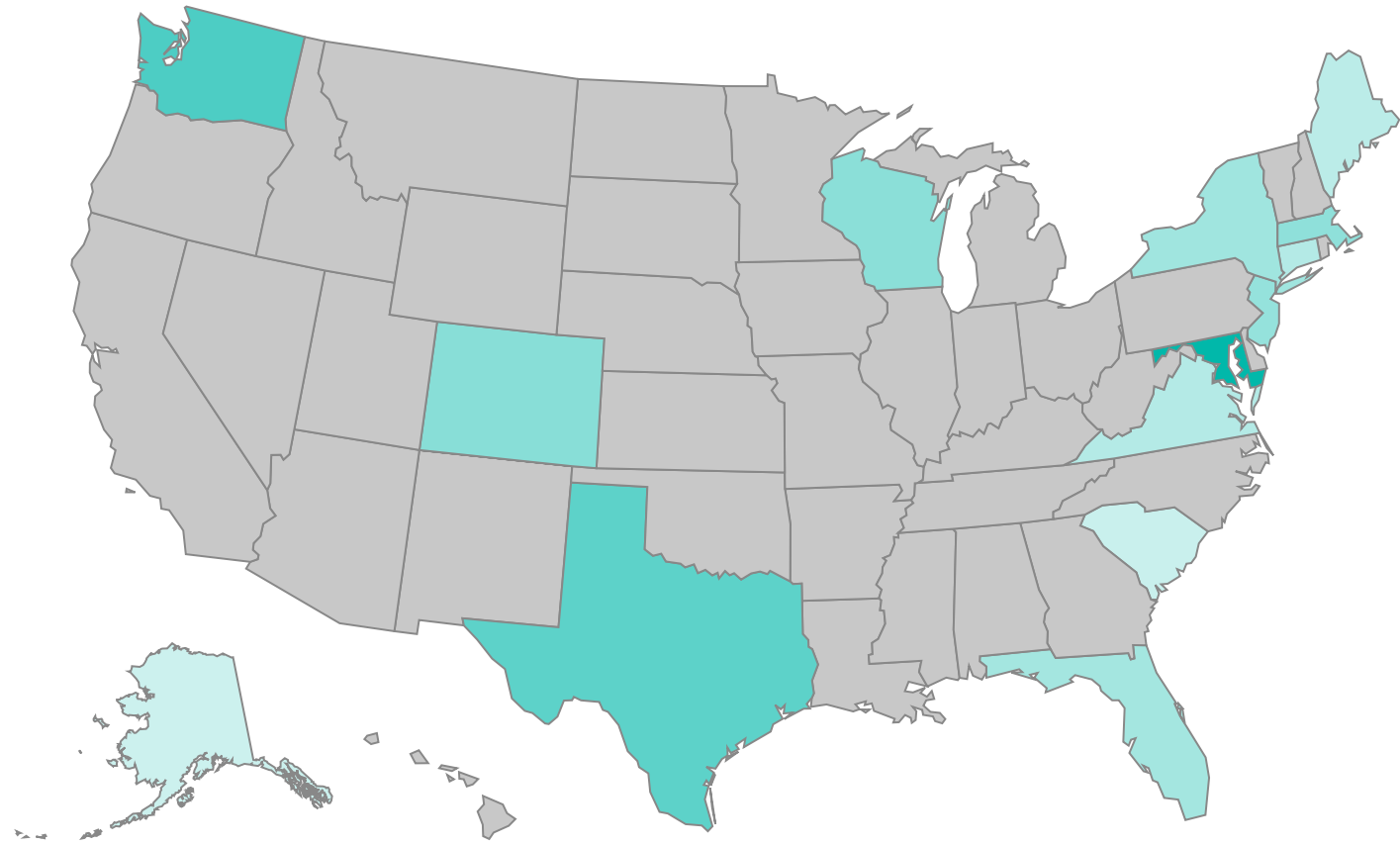


Which locations have the most transactions?

Total Transaction by Region

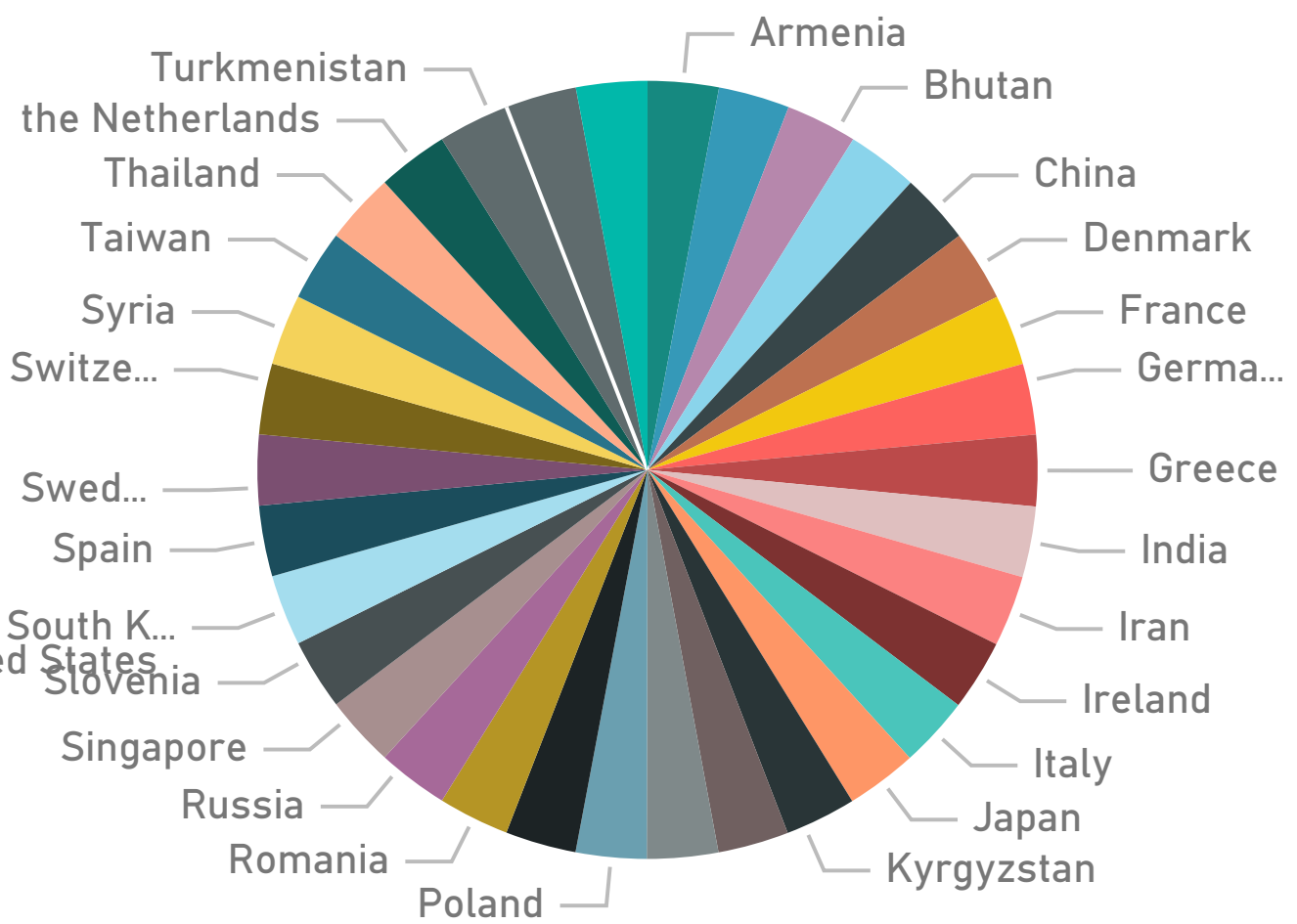


Total Transaction by State



Which locations have the highest profit margin?

Profit Margin by Region



Which locations have the highest refunds?

Transactions Refunded by Region

