

\$192.18K

Revenue (Sales)

\$168.99K

COGS

\$1.28K

Return Costs

21.11K

Profit

10.98%

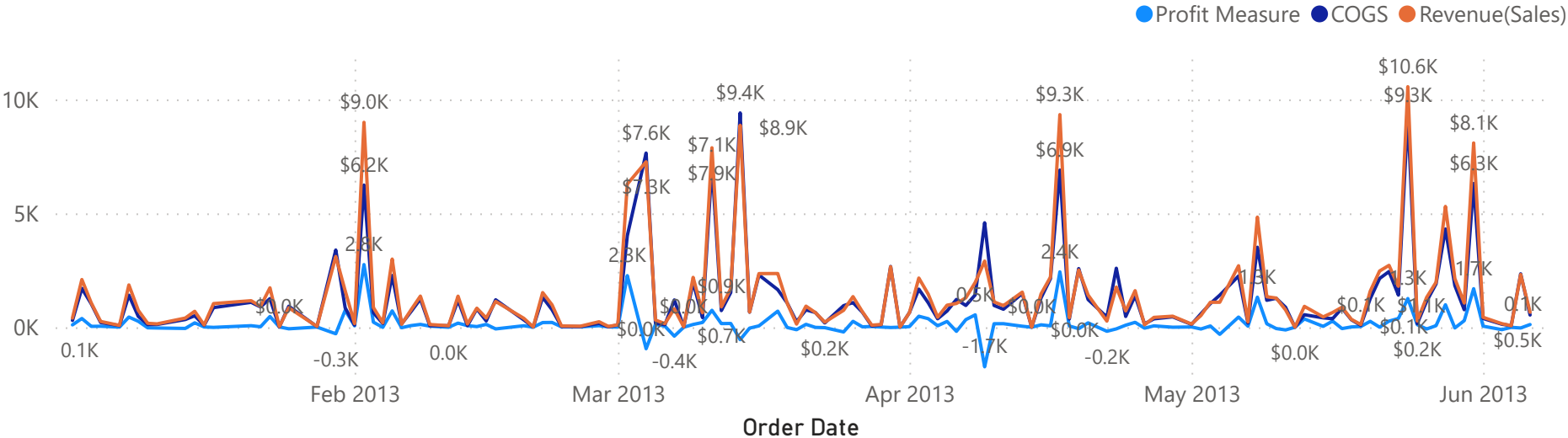
Margin

<XXXX>

Orders

Order Date Full	Orders	Discount Rate	Discount Amount	Revenue	COGS	Return Costs	Profit	Margin Rate
Friday, May 31, 2013	10	17%	\$976.41	\$8,090.58	\$6,312.58	\$50.00	1,694.95	20.95%
Tuesday, April 09, 2013	8	13%	\$4,886.26	\$2,906.40	\$4,587.40	\$35.00	-1,734.44	-59.68%
Monday, May 06, 2013	8	15%	\$232.57	\$2,701.28	\$2,251.97		449.31	16.63%
Tuesday, January 22, 2013	7	13%	\$226.53	\$917.63	\$894.10		23.53	2.56%
Tuesday, April 02, 2013	7	5%	\$166.30	\$2,161.48	\$1,675.71		485.77	22.47%
Friday, May 10, 2013	7	28%	\$582.27	\$1,283.51	\$1,274.00	\$110.00	-54.45	-4.24%
Monday, March 04, 2013	6	15%	\$1,828.16	\$7,264.42	\$7,648.17	\$90.00	-940.43	-12.95%
Saturday, March 09, 2013	6	25%	\$582.48	\$2,190.81	\$1,974.27	\$40.00	124.45	5.68%
Thursday, March 14, 2013	6	28%	\$2,388.30	\$8,866.88	\$9,410.22		-543.33	-6.13%
Friday, May 03, 2013	6	14%	\$268.70	\$1,098.14	\$1,040.03		58.11	5.29%
Monday, May 27, 2013	6	13%	\$522.85	\$1,975.36	\$1,904.73		70.63	3.58%
Total	386	16%	\$43,193.35	\$192,180.22	\$168,985.65	\$1,280.00	21,107.97	10.98%

Core Revenue



Region - Manager

All

State

All

City

All

Date

1/1/2013

6/6/2013



Cost of Return of an Item

\$5

Return Costs Approach

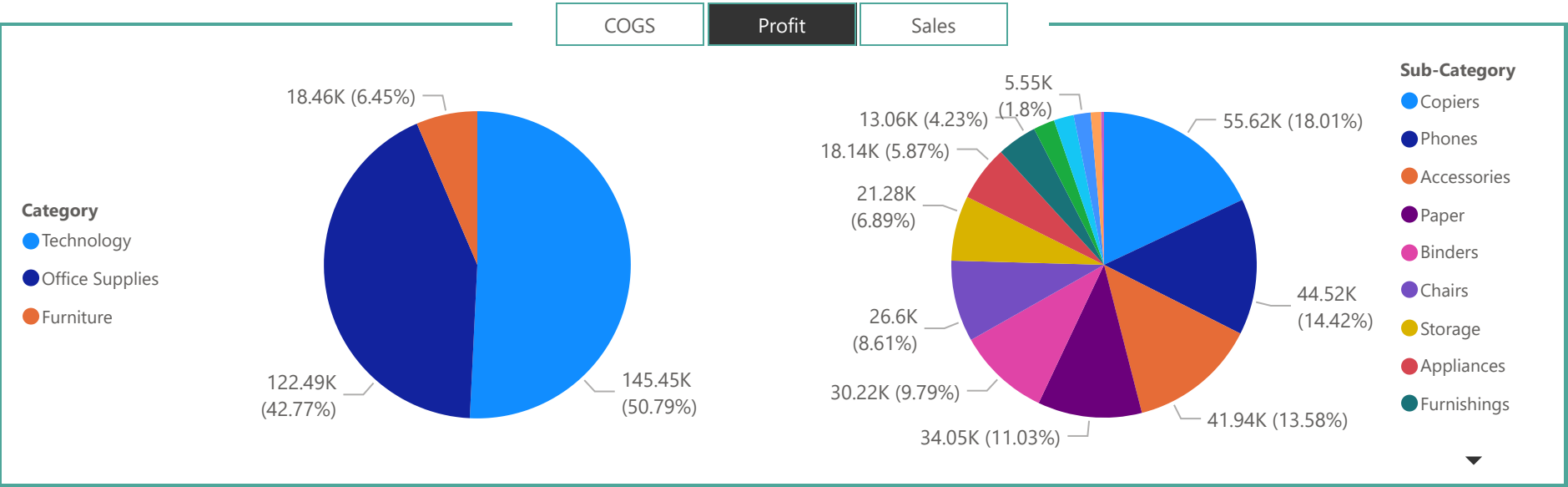
Applied

Not Applied

Clear all slicers

Products

Category	Sub-Category	Product Name	Base Price	Avg. Selling Price	Avg. COGS	Avg. Product Margin	Rate of Return
Furniture	Bookcases	Atlantic Metals Mobile 2-Shelf Bookcases, Custom Colors	\$240.98	\$118.08	\$171.10	-70.54%	
Furniture	Bookcases	Atlantic Metals Mobile 3-Shelf Bookcases, Custom Colors	\$260.98	\$213.02	\$193.13	4.49%	
Furniture	Bookcases	Atlantic Metals Mobile 4-Shelf Bookcases, Custom Colors	\$280.98	\$206.05	\$196.69	-10.09%	18.52%
Furniture	Bookcases	Atlantic Metals Mobile 5-Shelf Bookcases, Custom Colors	\$300.98	\$205.80	\$210.69	-12.81%	
Furniture	Bookcases	Bestar Classic Bookcase	\$99.99	\$68.49	\$80.99	-46.71%	
Furniture	Bookcases	Bush Andora Bookcase, Maple/Graphite Gray Finish	\$119.99	\$99.99	\$93.59	2.88%	26.47%
Furniture	Bookcases	Bush Birmingham Collection Bookcase, Dark Cherry	\$130.98	\$91.69	\$104.78	-14.29%	
Furniture	Bookcases	Bush Cubix Collection Bookcases, Fully Assembled	\$220.98	\$169.42	\$170.15	-36.89%	
Furniture	Bookcases	Bush Heritage Pine Collection 5-Shelf Bookcase, Albany Pine Finish, *Special Order	\$140.98	\$108.03	\$112.78	-7.82%	29.41%
Furniture	Bookcases	Bush Mission Pointe Library	\$150.98	\$124.81	\$120.78	0.78%	
Furniture	Bookcases	Bush Saratoga Collection 5-Shelf Bookcase, Hanover Cherry, *Special Order	\$140.98	\$119.83	\$132.52	-10.59%	100.00%
Furniture	Bookcases	Bush Somerset Collection Bookcase	\$130.98	\$103.15	\$110.02	-13.96%	
Total			\$87.03	\$68.15	\$60.16	13.22%	22.76%



Region - Manager

All

State

All

City

All

Category

All

Sub-Category

All

Clear all slicers

Regions

Region	Days to Shipping	Returns	Revenue	COGS	Return Costs	Margin Rate
[-] South	3.80	24	\$38,935.53	\$30,547.83	\$125.00	20.63%
[+] Louisiana	5.00	1	\$12.96	\$6.74		48.00%
[+] Mississippi	4.67	1	\$1,545.45	\$936.27		39.42%
[+] Arkansas	5.00	0	\$356.36	\$229.73		35.53%
[+] Virginia	3.00	4	\$15,749.78	\$11,102.81		29.50%
[+] Alabama	3.33	1	\$1,007.68	\$719.48		28.60%
[+] Georgia	2.59	5	\$7,524.24	\$5,454.99	\$75.00	24.28%
[+] Kentucky	5.75	1	\$1,269.42	\$970.15		23.58%
[+] Florida	4.19	4	\$3,390.64	\$3,252.80		4.07%
[+] North Carolina	4.56	2	\$6,131.23	\$5,820.18	\$50.00	3.21%
[+] South Carolina		0				
[+] Tennessee	4.19	5	\$1,947.77	\$2,054.67		-5.49%
[-] East	3.72	44	\$67,350.14	\$55,995.76	\$185.00	15.76%
[+] Rhode Island	2.00	1	\$111.96	\$57.10		49.00%
[+] District of Columbia	6.00	0	\$83.15	\$46.17		44.48%
[+] Massachusetts	3.60	4	\$475.53	\$341.02		28.29%
[+] Vermont	4.00	0	\$2,967.06	\$2,177.98		26.59%
[+] New York	4.21	16	\$24,641.14	\$18,123.05		26.45%
[+] New Jersey	4.11	1	\$11,577.28	\$8,675.69		25.06%
[+] Maryland	2.09	3	\$3,168.55	\$2,425.83	\$10.00	22.38%
[+] Connecticut	1.78	0	\$1,265.80	\$1,115.47		11.88%
[+] Delaware	4.22	4	\$1,855.21	\$1,202.19	\$75.00	8.04%
[+] New Hampshire	4.00	1	\$884.53	\$682.27	\$35.00	2.55%
[+] Maine		0				
[+] West Virginia		0				
[+] Pennsylvania	3.61	5	\$14,671.81	\$15,192.01	\$25.00	-3.31%
[+] Ohio	2.90	9	\$5,648.12	\$5,956.98	\$40.00	-6.46%
[+] West	4.01	189	\$45,798.59	\$41,641.22	\$805.00	7.37%
[-] Central	4.19	39	\$40,095.96	\$40,800.85	\$165.00	-2.28%
[-] Total	3.91	296	\$192,180.22	\$168,985.66	\$1,280.00	10.98%

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Returns

165.00

Central

350.00

East

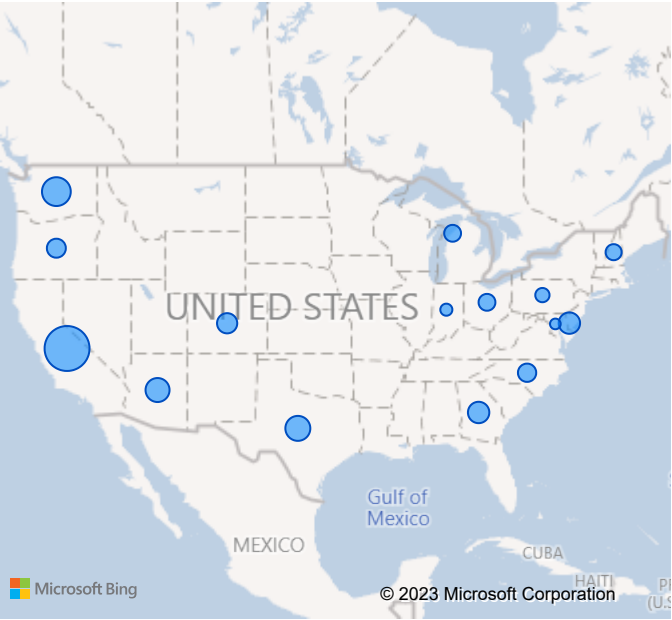
970.00

West

125.00

South

COGSReturnsSales



Region - Manager

All

State

All

City

All

Date

1/1/2013

6/6/2013

Cost of Return of an Item

\$5

Return Costs Approach

AppliedNot Applied

Clear all slicers