

Año

Select all2011>

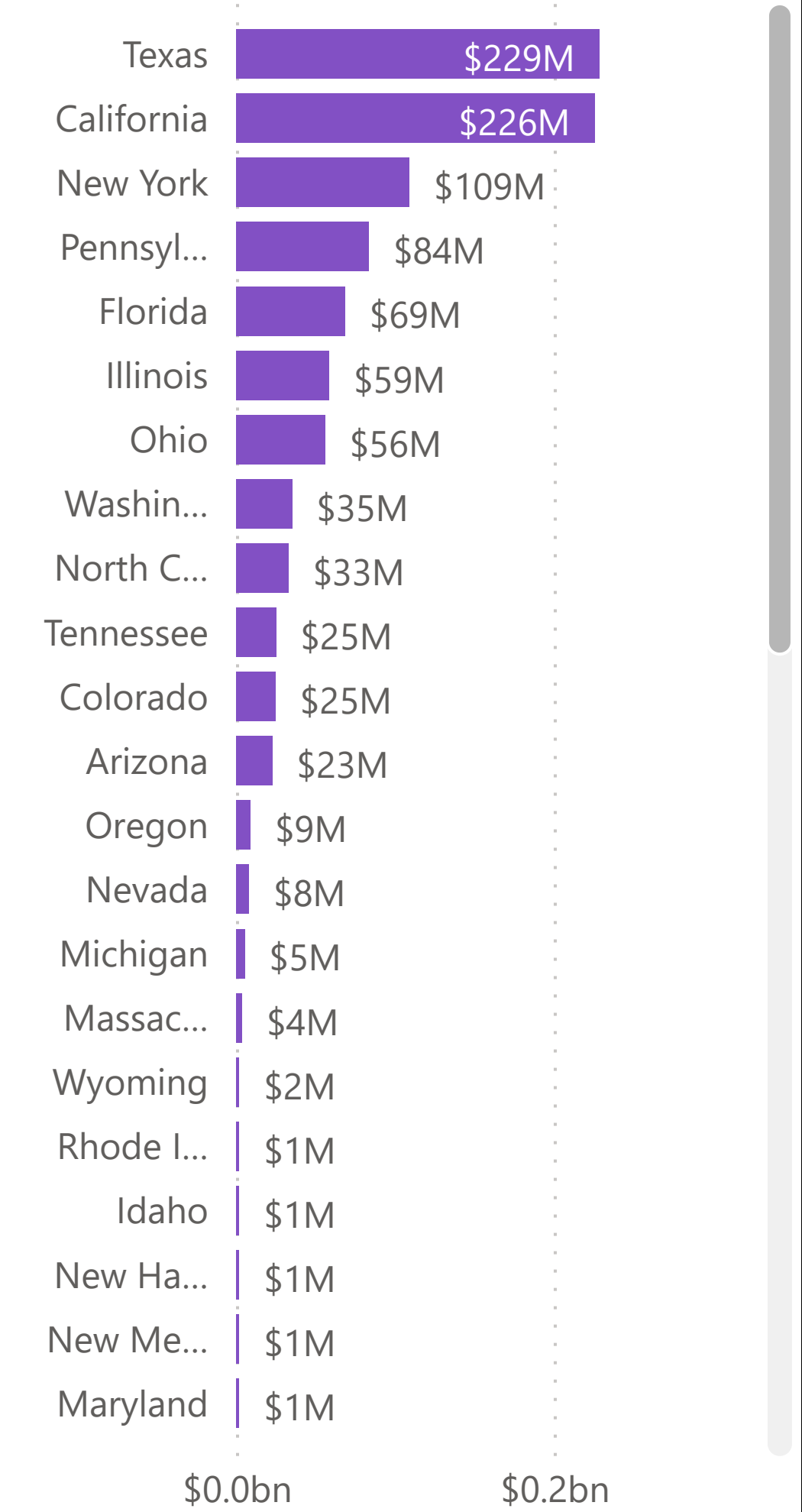
Mes

Select allenero>

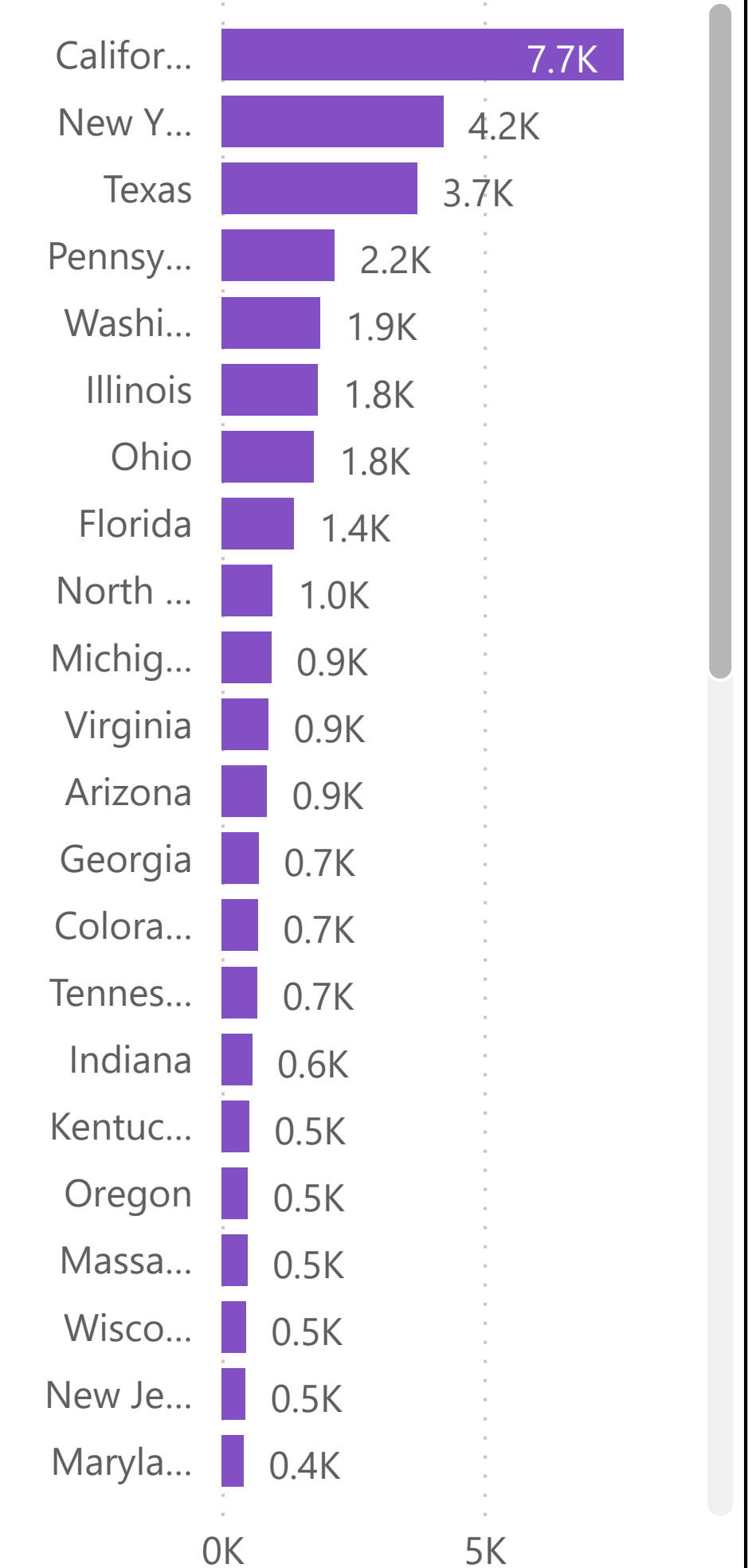
Ship Mode

All

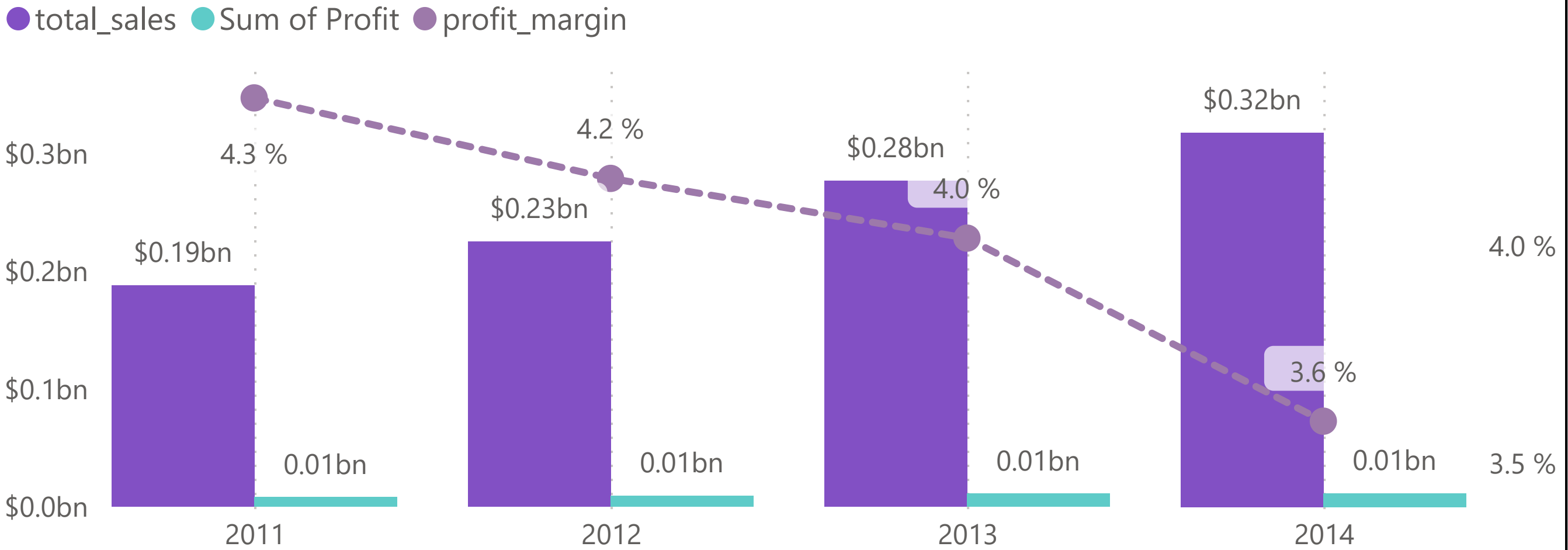
sales by state



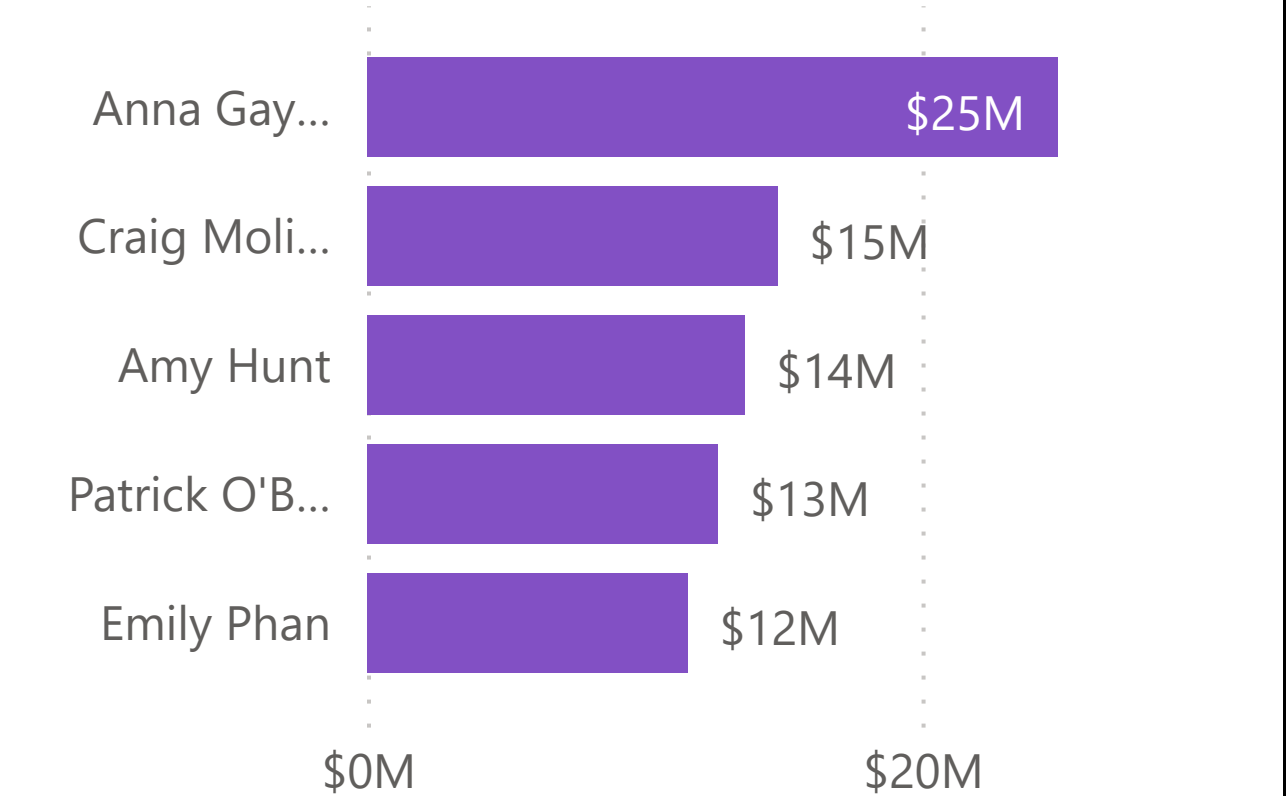
sales qty by state



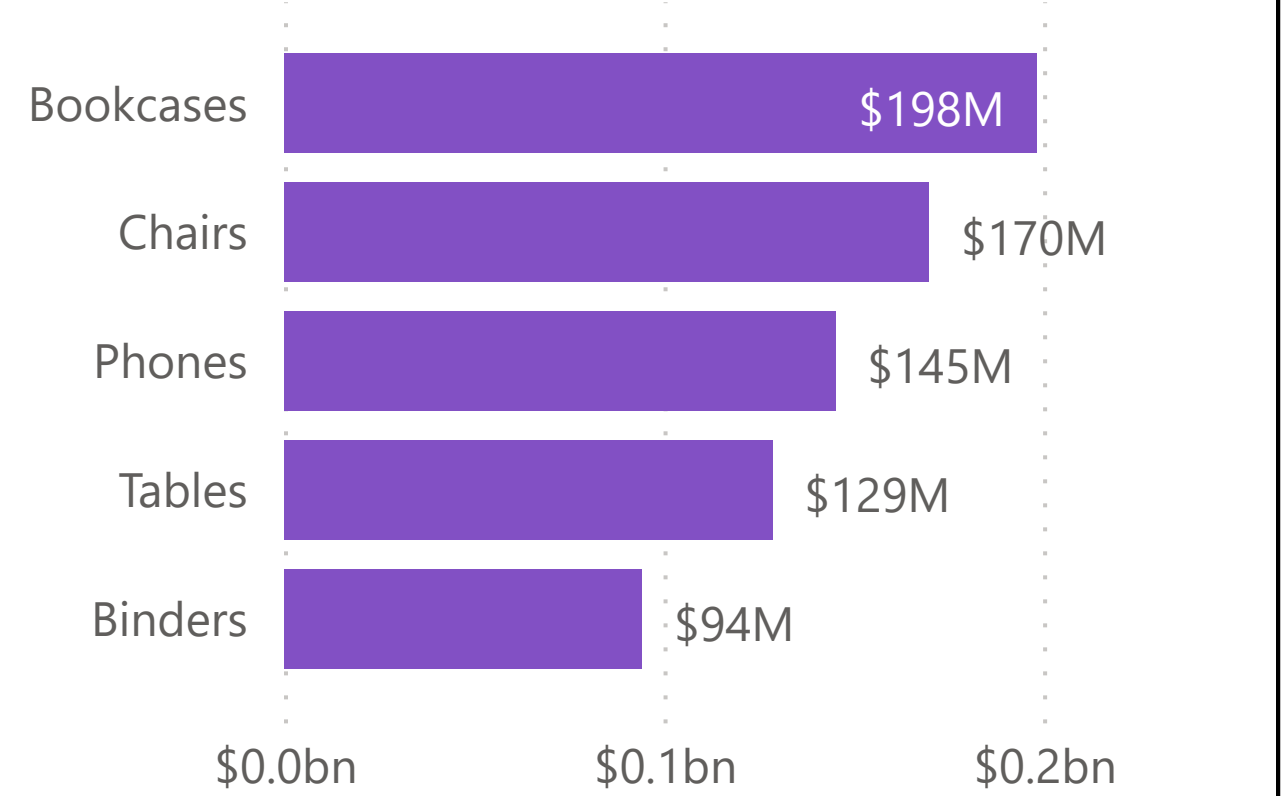
total\_sales, Sum of Profit and profit\_margin by Año



Top 5 customers



Top categories



\$1bn

total\_sales

40.1M

total\_profit\_margin

38K

sales\_qty

Año

Select  
all

2011

2012



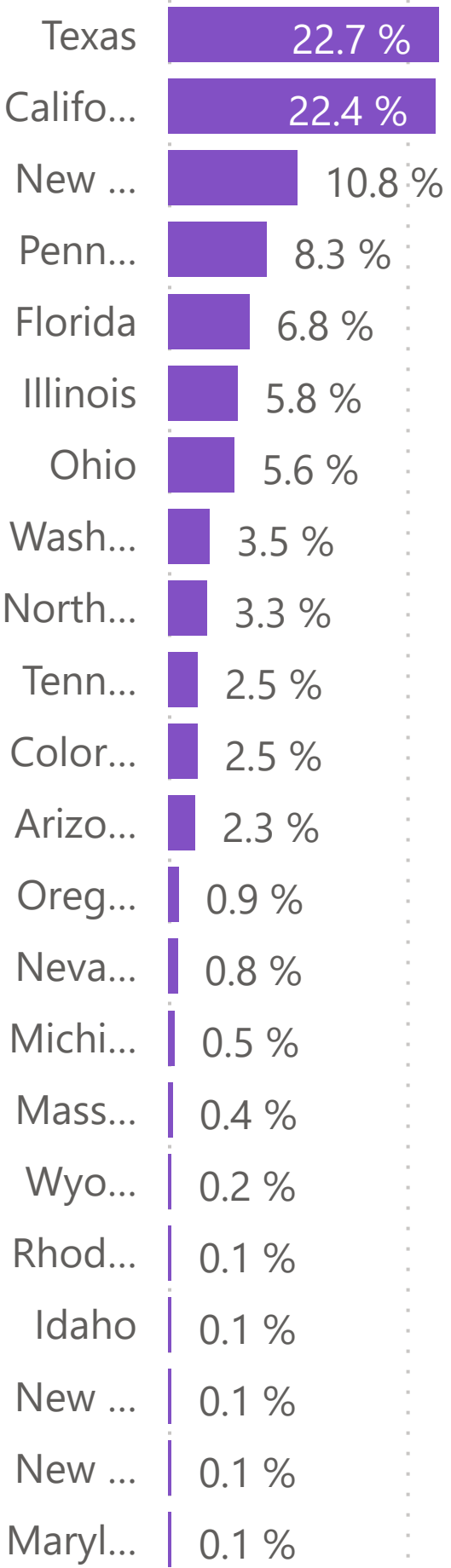
Mes

Select all

enero

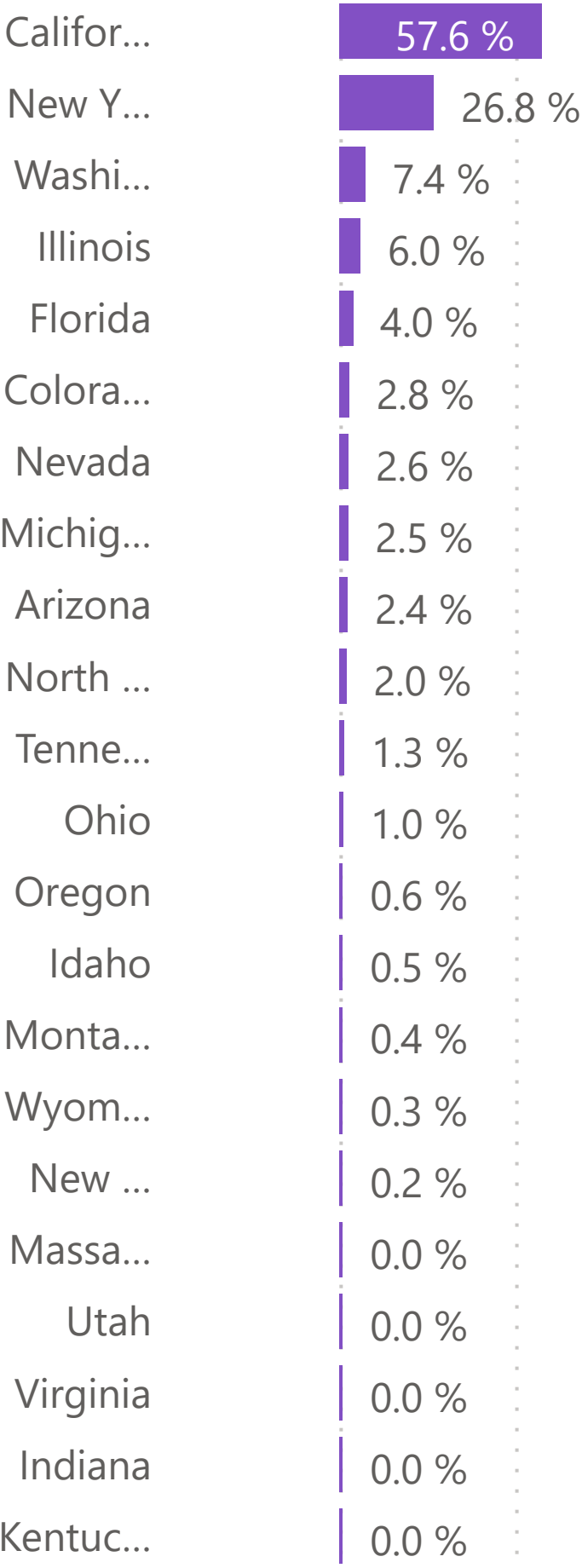


sales contribution by state



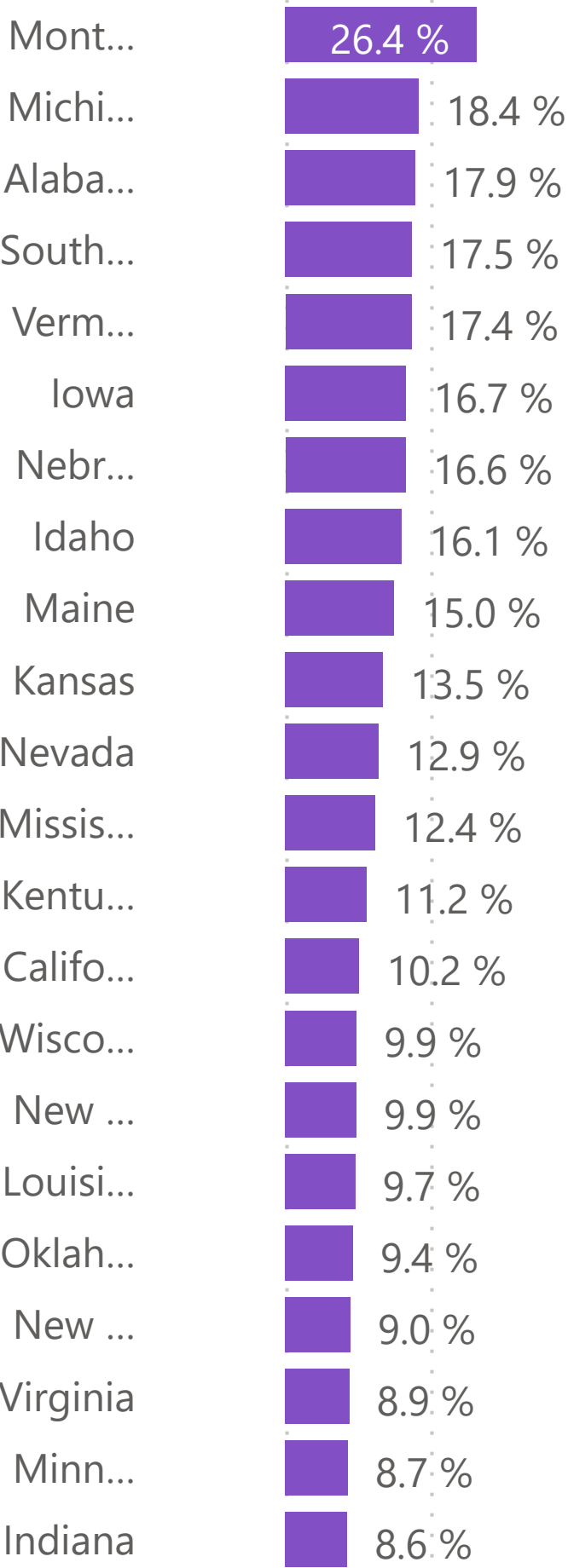
0 % 20 %

profit margin contrib by state



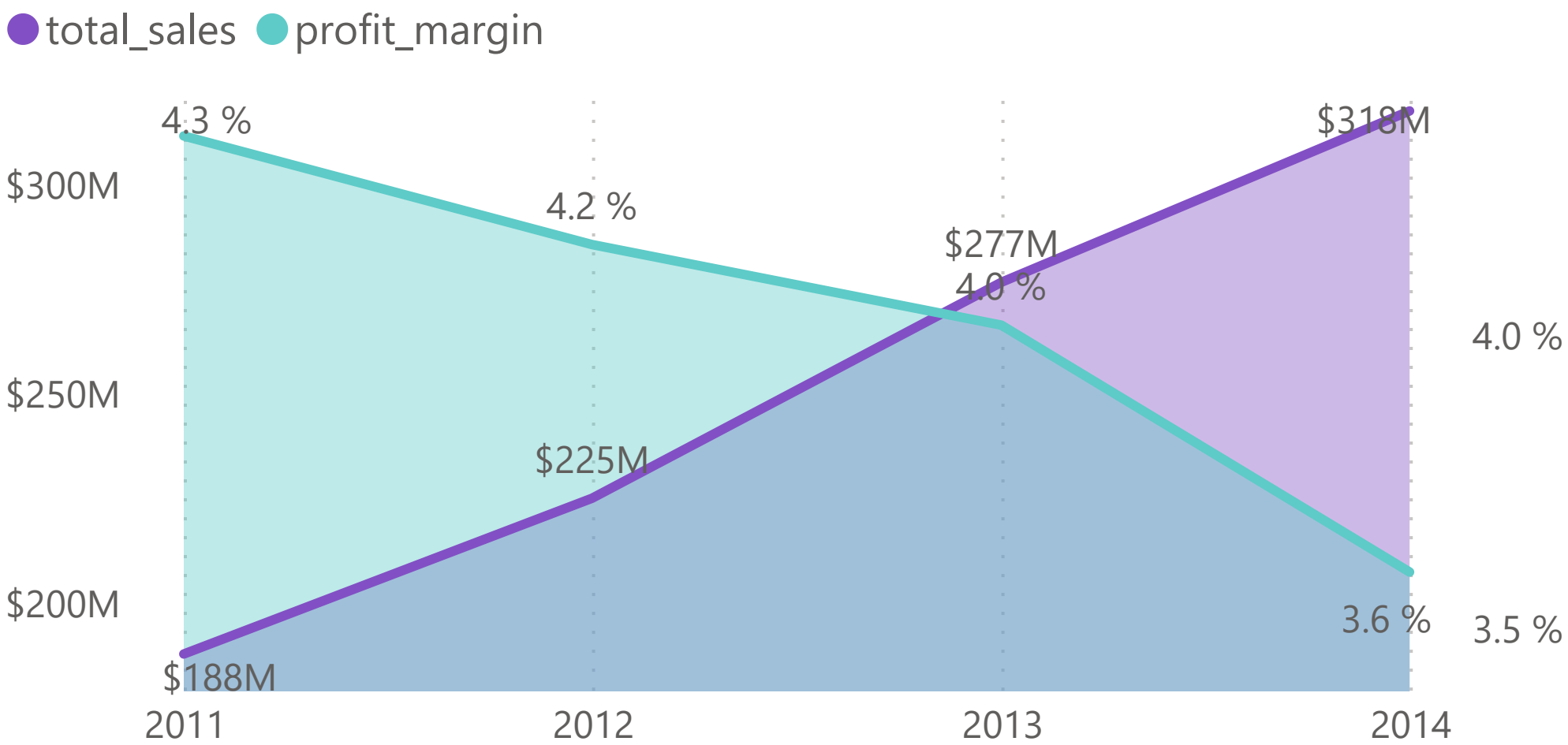
0 % 50 %

profit margin by state



0 % 20 % 40 %

total sales & profit margin trend



Sub-Category	total_sales	% sales contribution	profit_margin
Bookcases	\$198,348,349	19.7 %	-0.5 %
Chairs	\$169,899,881	16.9 %	3.8 %
Phones	\$145,178,587	14.4 %	7.5 %
Tables	\$128,591,958	12.8 %	4.2 %
Binders	\$94,299,543	9.4 %	7.2 %
Copiers	\$54,374,439	5.4 %	7.1 %
Storage	\$50,496,688	5.0 %	5.2 %
Machines	\$49,401,738	4.9 %	0.4 %
Accessories	\$28,418,364	2.8 %	5.0 %
Total	\$1,007,476,454	100.0 %	4.0 %

\$1bn

total\_sales

40.1M

total\_profit\_margin

38K

sales\_qty

15.6 %

avg\_discount\_%

Mes

Select all

enero

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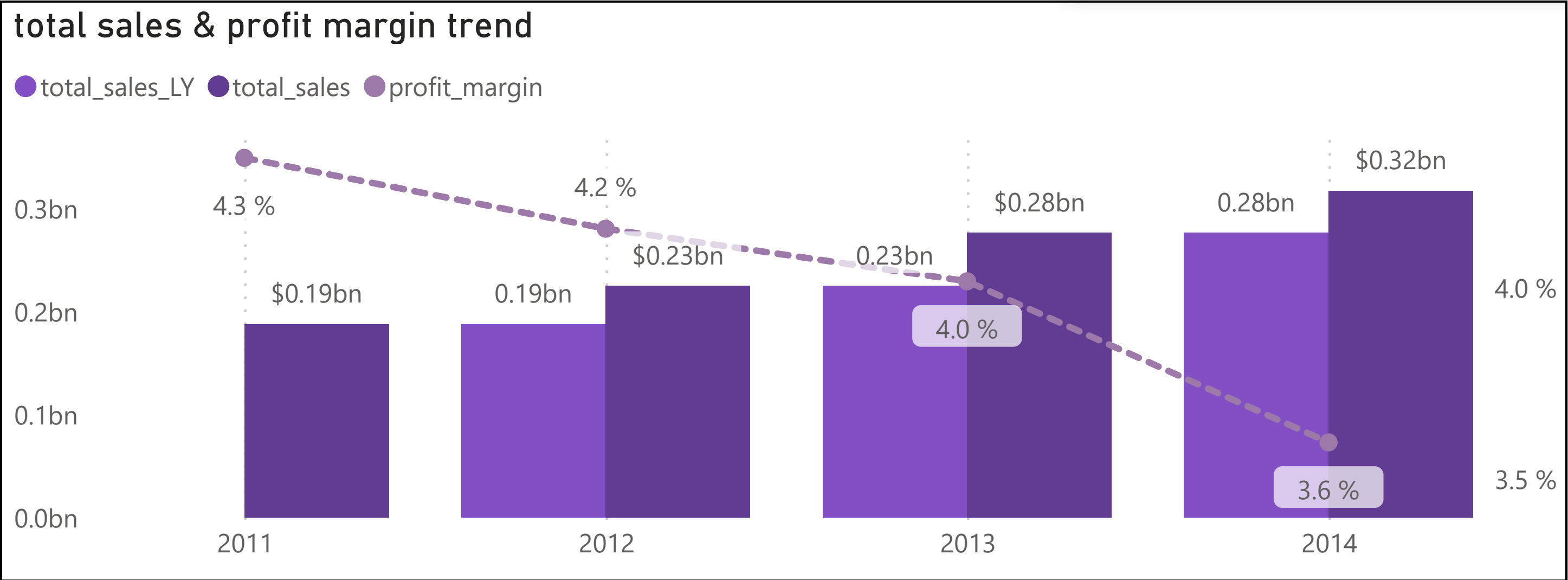
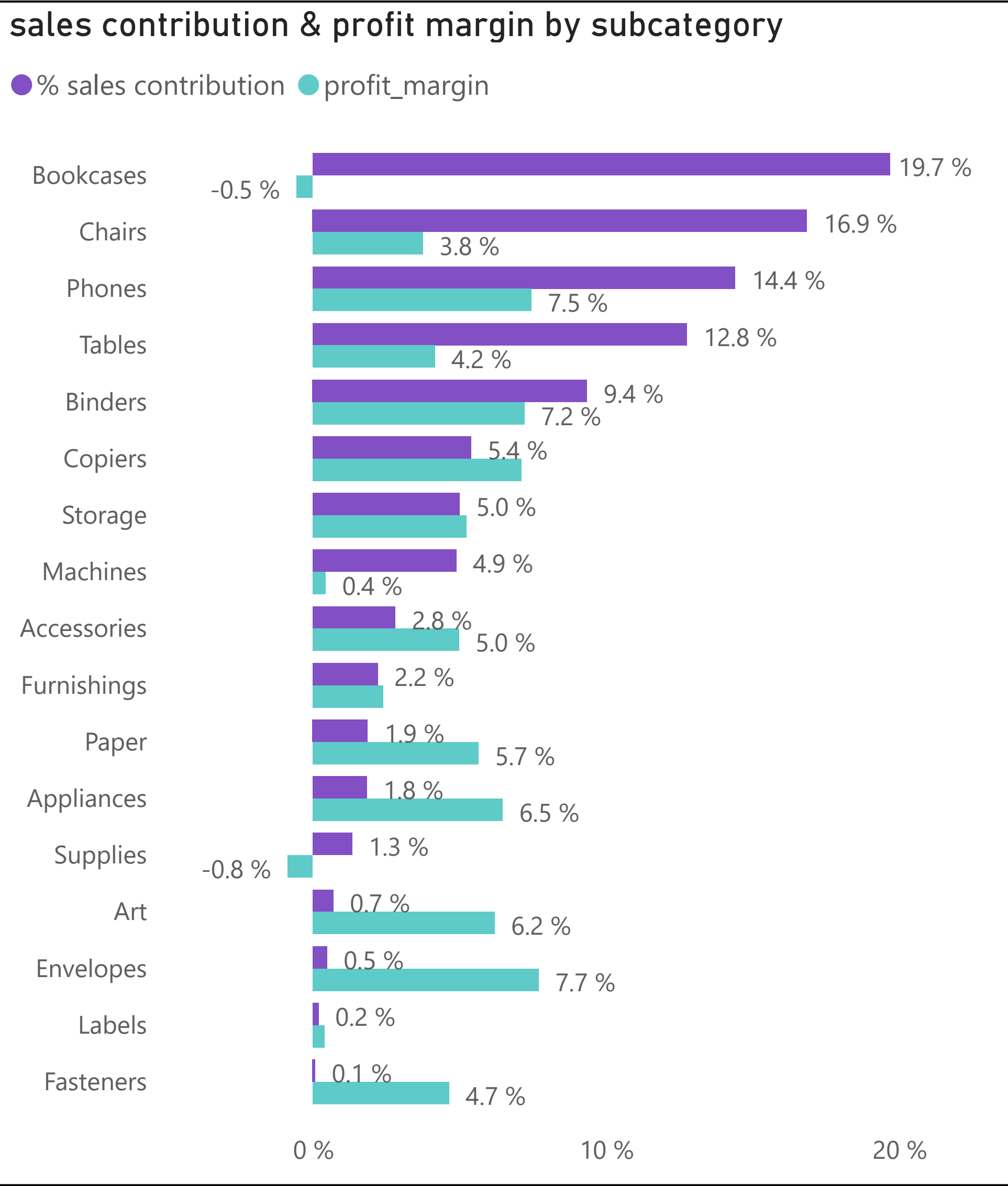
Año

Select all

2011

2012

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Customer Name	total_sales	% sales contribution	avg discount %
Anna Gayman	\$24,891,994	2.5 %	16.13 %
Craig Molinari	\$14,792,284	1.5 %	30.92 %
Amy Hunt	\$13,603,185	1.4 %	14.00 %
Patrick O'Brill	\$12,647,644	1.3 %	21.00 %
Emily Phan	\$11,562,352	1.1 %	19.74 %
Tom Ashbrook	\$11,287,551	1.1 %	8.00 %
Sean O'Donnell	\$10,191,793	1.0 %	13.67 %
Harry Marie	\$10,142,649	1.0 %	23.10 %
Craig Carreira	\$9,992,482	1.0 %	16.79 %
Christopher Conant	\$9,056,608	0.9 %	28.18 %
Reckon Martin	\$8,842,510	0.9 %	16.88 %
Total	\$1,007,476,454	100.0 %	15.62 %