

KPIs

Sales

Geography

Products

Discounts

Shipping

£286.40K

Total Profit

2.30M

Total Sales

15.62%

Avg Discount %

12.47%

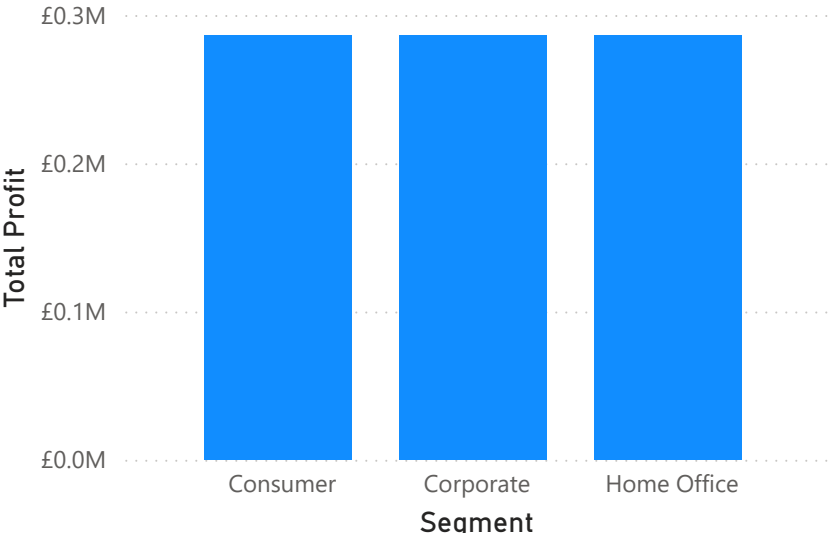
Profit Margin %

38K

Total Quantity



Total Profit by Segment



Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

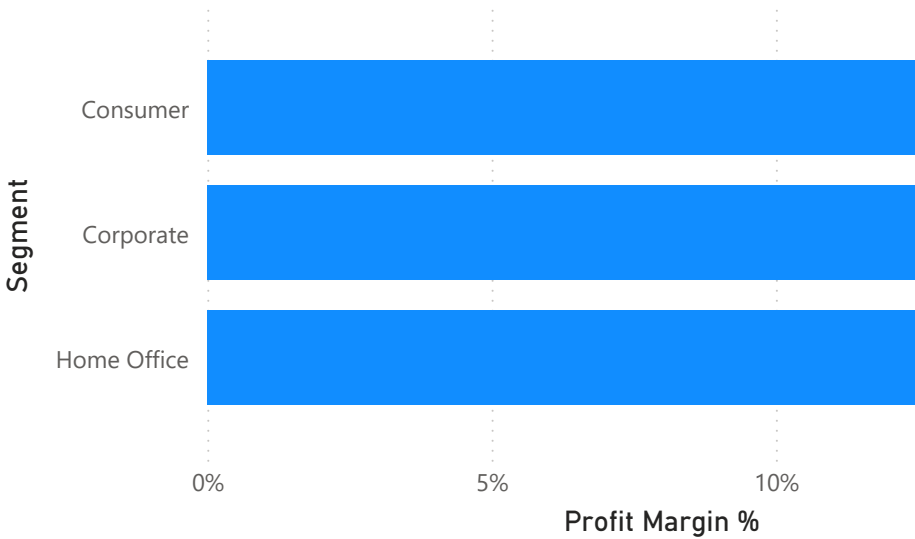
Category

- ☐ Furniture
- ☐ Office Su...
- ☐ Technolo...

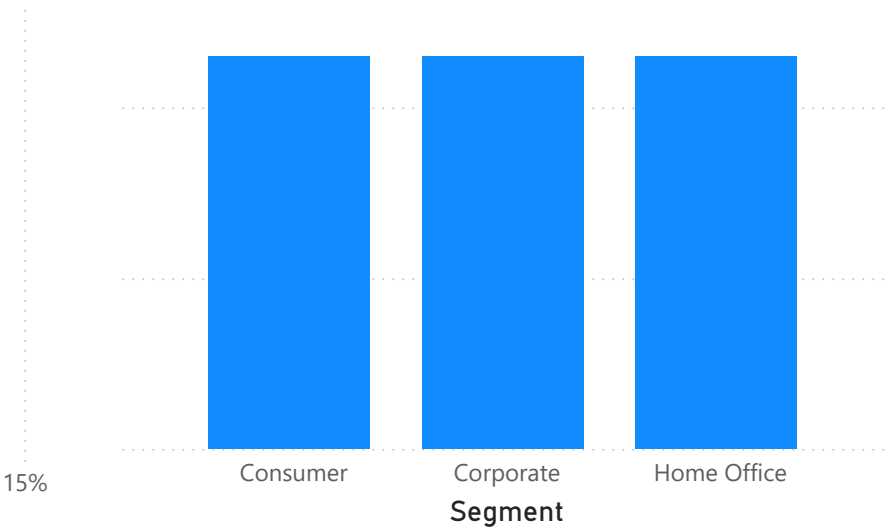
Ship Mo...

- ☐ First Class
- ☐ Same Day
- ☐ Second ...
- ☐ Standard...

Profit Margin % by Segment



Sales by Segment





Menu

KPIs

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Discounts

Geography

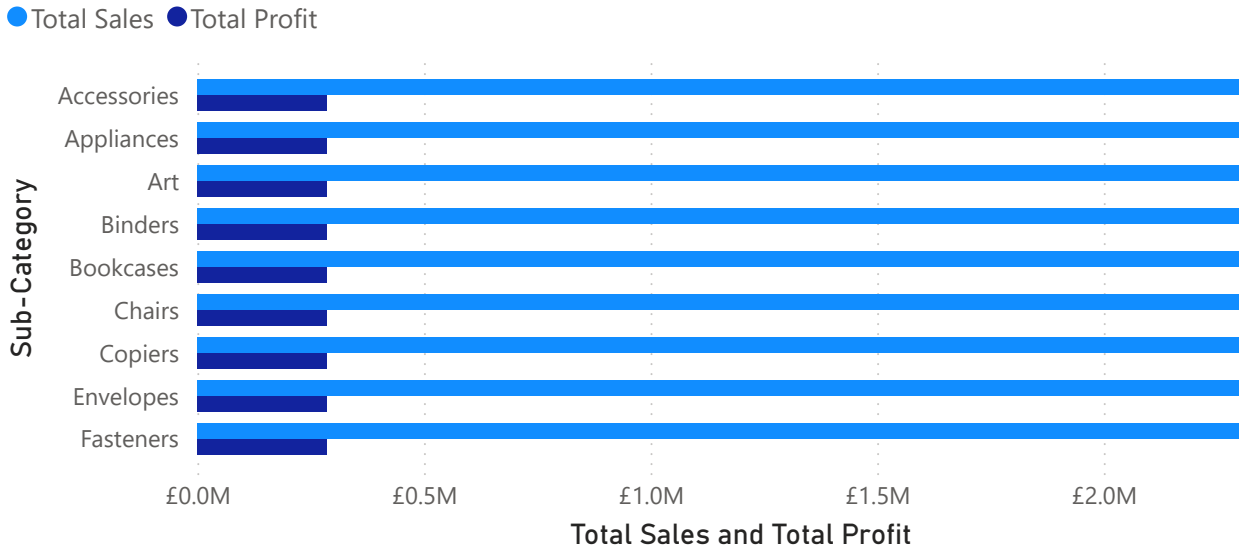
Shipping

Clear all slicers

Total Profit by Category



Total Sales and Total Profit by Sub-Category



Sub-Category	Total Sales	Total Profit	Profit Ma
Accessories	167,380.32	£41,936.64	
Appliances	107,532.16	£18,138.01	
Art	27,118.79	£6,527.79	
Binders	203,412.73	£30,221.76	
Bookcases	114,880.00	-£3,472.56	
Chairs	328,449.10	£26,590.17	
Copiers	149,528.03	£55,617.82	
Envelopes	16,476.40	£6,964.18	
Fasteners	3,024.28	£949.52	
Furnishings	91,705.16	£13,059.14	
Labels	12,486.31	£5,546.25	
Machines	189,238.63	£3,384.76	
Paper	78,479.21	£34,053.57	
Phones	330,007.05	£44,515.73	
Storage	223,843.61	£21,278.83	
Supplies	46,673.54	-£1,189.10	
Tables	206,965.53	-£17,725.48	
Total	2,297,200.86	£286,397.02	1

Region

☐ Central

☐ East

☐ South

☐ West

Category

☐ Furniture

☐ Office S...

☐ Technol...

Ship Mo...

☐ First Class

☐ Same Day

☐ Second ...

☐ Standard...



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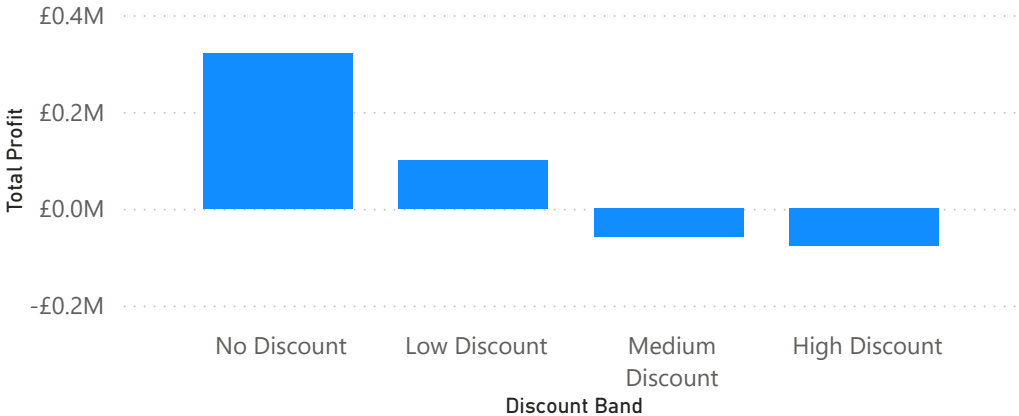
Discounts

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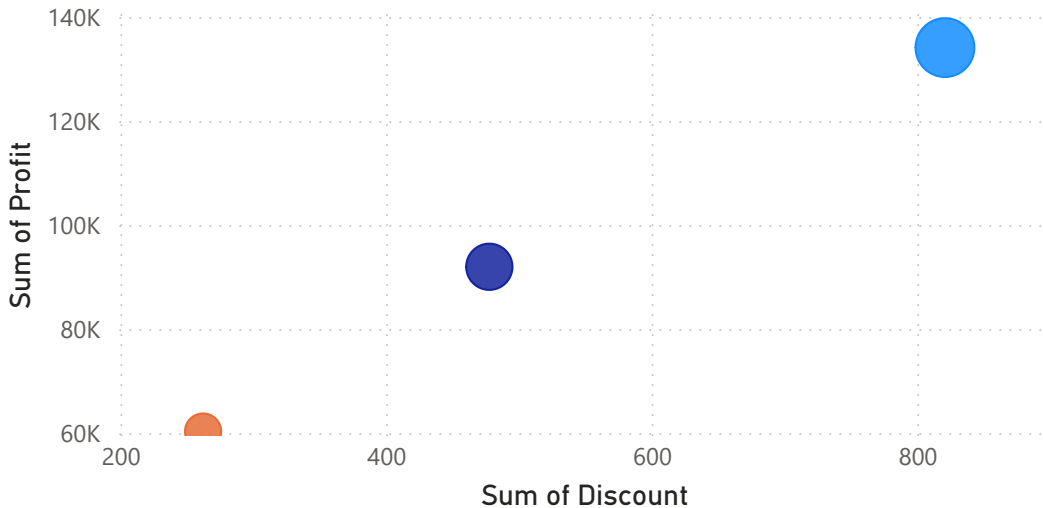
Clear all slicers

Total Profit by Discount Band

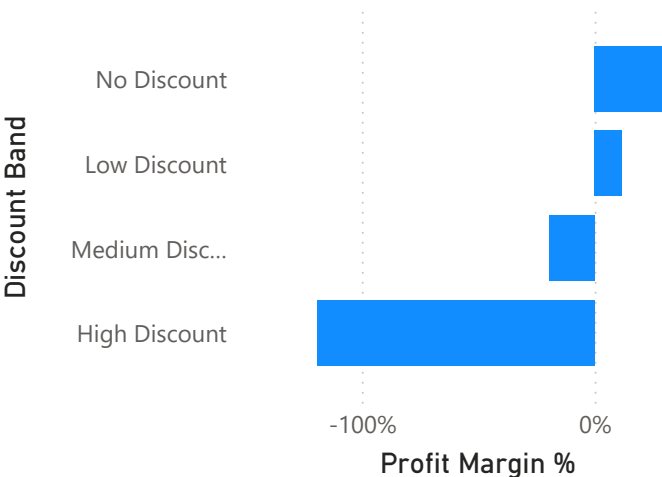


Sum of Discount, Sum of Profit and Sum of Quantity by Segment

Segment ● Consumer ● Corporate ● Home Office



Profit Margin % by Discount Band



Region ▾

☐ Central

☐ East

☐ South

☐ West

Category ▾

☐ Furniture

☐ Office Su...

☐ Technolo...

Ship Mo... ▾

☐ First Class

☐ Same Day

☐ Second ...

☐ Standard...



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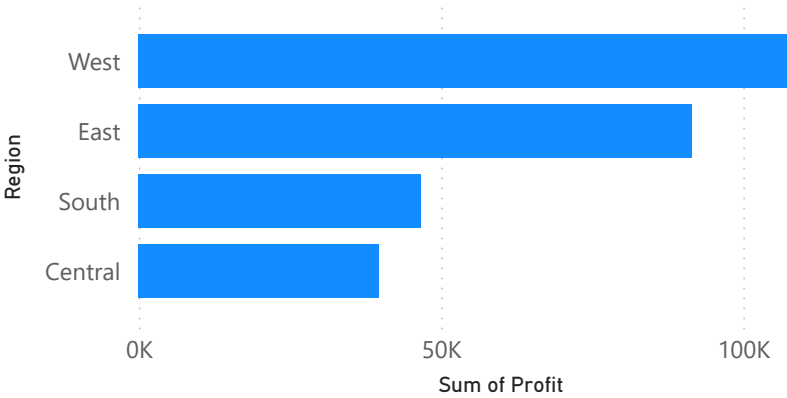
Discounts

Geography

Shipping

Clear all slicers

Sum of Profit by Region



Region	Consumer	Corporate	Home Office	Total
Central	£8,564.05	£18,703.90	£12,438.41	£39,706.36
East	£41,190.98	£23,622.58	£26,709.22	£91,522.78
South	£26,913.57	£15,215.22	£4,620.63	£46,749.43
West	£57,450.60	£34,437.43	£16,530.42	£108,418.45
Total	£134,119.21	£91,979.13	£60,298.68	£286,397.02

Region

☐ Central

☐ East

☐ South

☐ West

Ship Mo...

☐ First Class

☐ Same Day

☐ Second ...

☐ Standard...

Category

☐ Furniture

☐ Office Supplies

☐ Technology

State

☐ Alabama

☐ Arizona

☐ Arkansas

☐ California

☐ Colorado

☐ Connecticut

☐ Delaware

☐ District of Col...

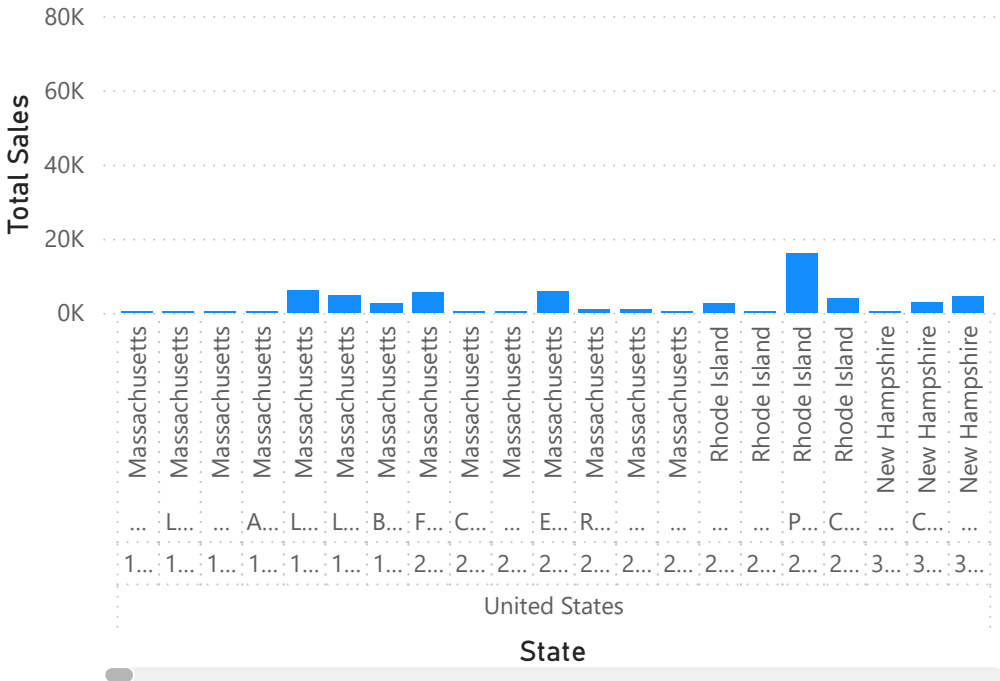
☐ Florida

☐ Georgia

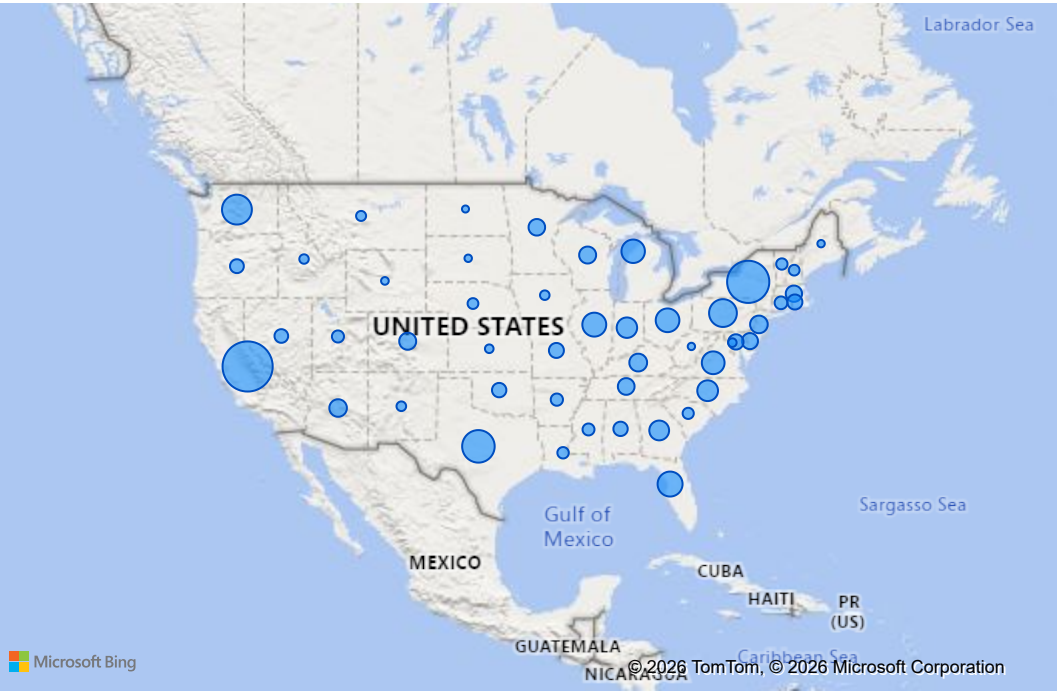
☐ Idaho

☐ Illinois

Total Sales by Country, Postal Code, City and State



Total Sales by State





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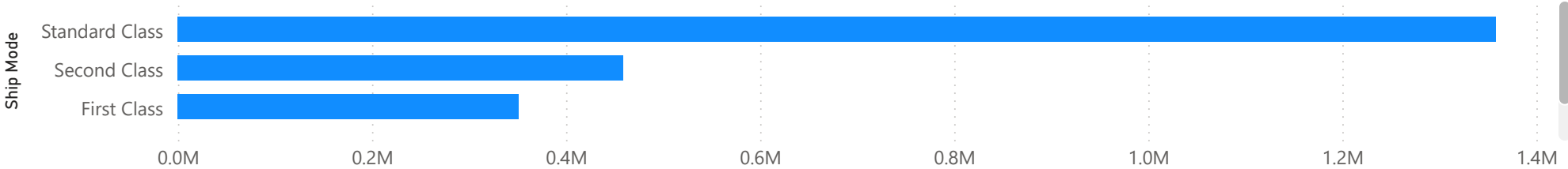
Discounts

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Clear all slicers

Total Sales by Ship Mode



Region

☐ Central

☐ East

☐ South

☐ West

Category

☐ Furniture

☐ Office Su...

☐ Technolo...

Ship Mo...

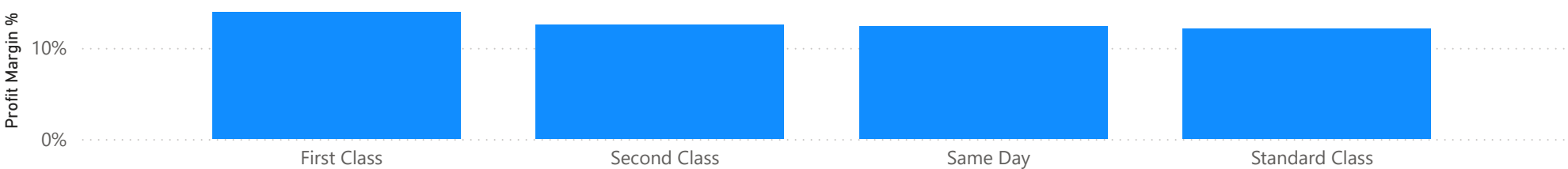
☐ First Class

☐ Same Day

☐ Second ...

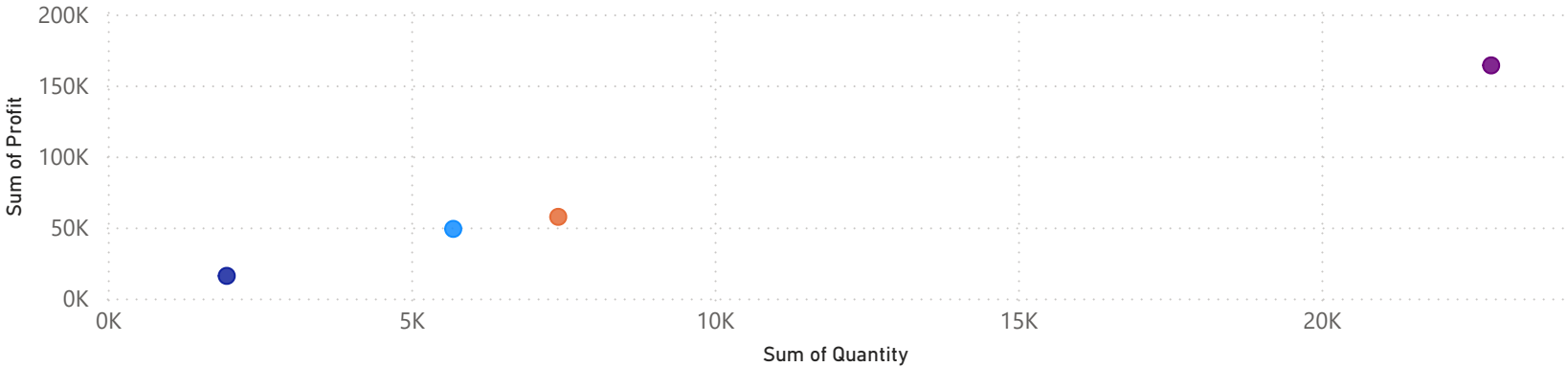
☐ Standard...

Profit Margin % by Ship Mode



Sum of Quantity and Sum of Profit by Ship Mode

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



Ship Mode	Central	East	South	West	Total
First Class	6.31%	13.85%	13.97%	17.45%	13.93%
Same Day	7.50%	18.42%	-8.39%	18.67%	12.38%
Second Class	8.80%	9.26%	15.64%	15.74%	12.51%
Standard Class	7.96%	14.07%	11.84%	13.46%	12.08%
Total	7.92%	13.48%	11.93%	14.94%	12.47%