

KPIs

Products

Sales

Discounts

Geography

Shipping

**£286.40K**

Total Profit

**2.30M**

Total Sales

**15.62%**

Avg Discount %

**12.47%**

Profit Margin %

**38K**

Total Quantity



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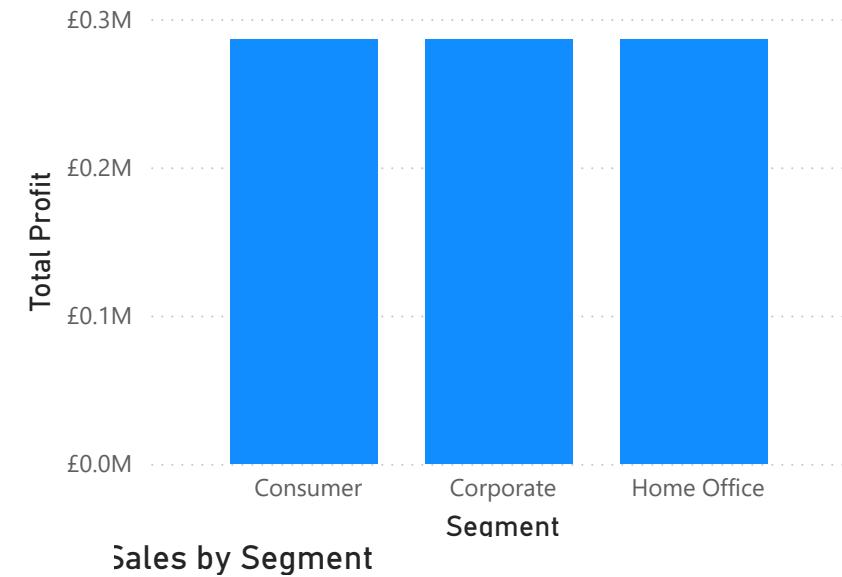
Discounts

Geography

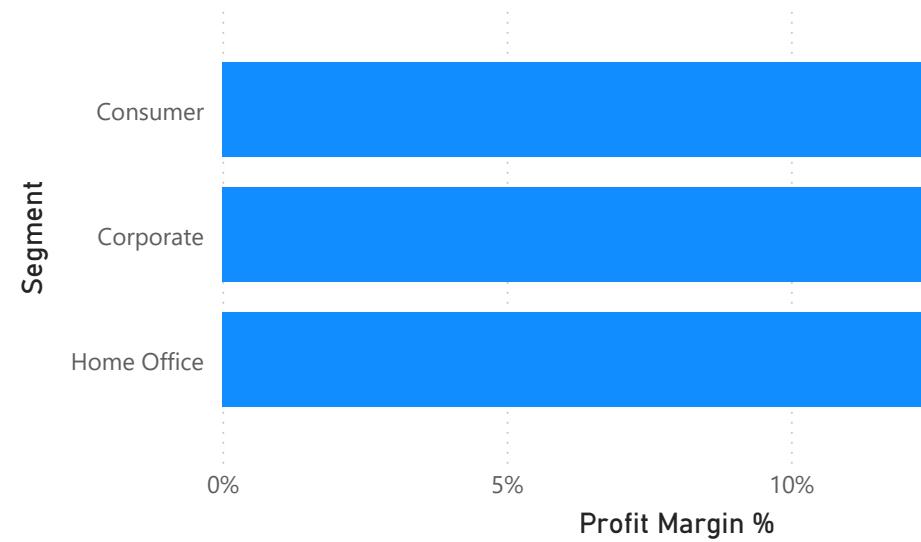
Shipping

Clear all slicers

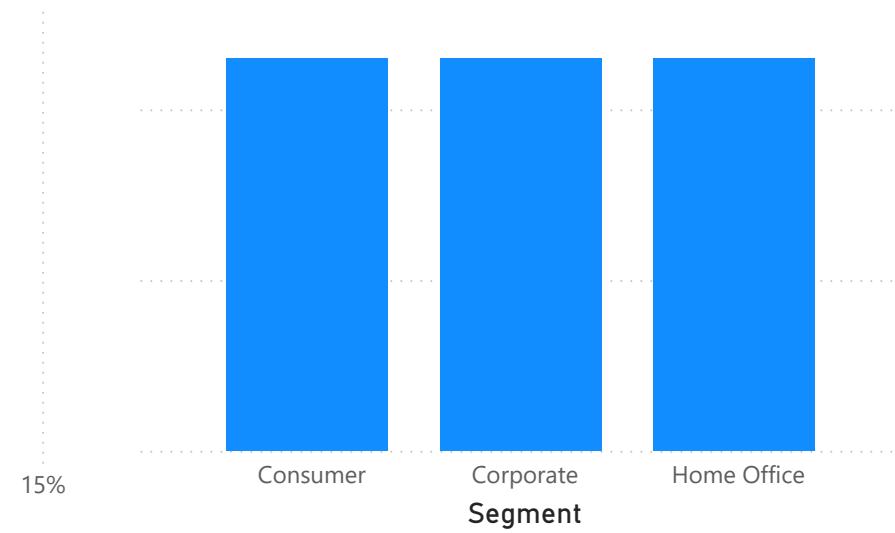
### Total Profit by Segment



### Profit Margin % by Segment



### Sales by Segment



Region

 Central East South West

Category

 Furniture Office Su... Technolo...

Ship Mo...

 First Class Same Day Second ... Standard...



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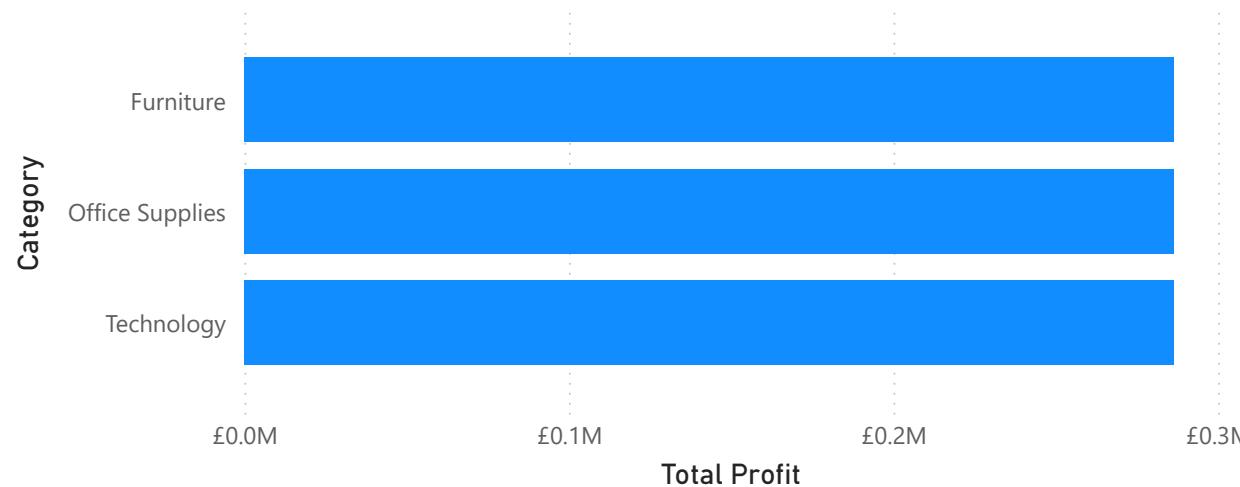
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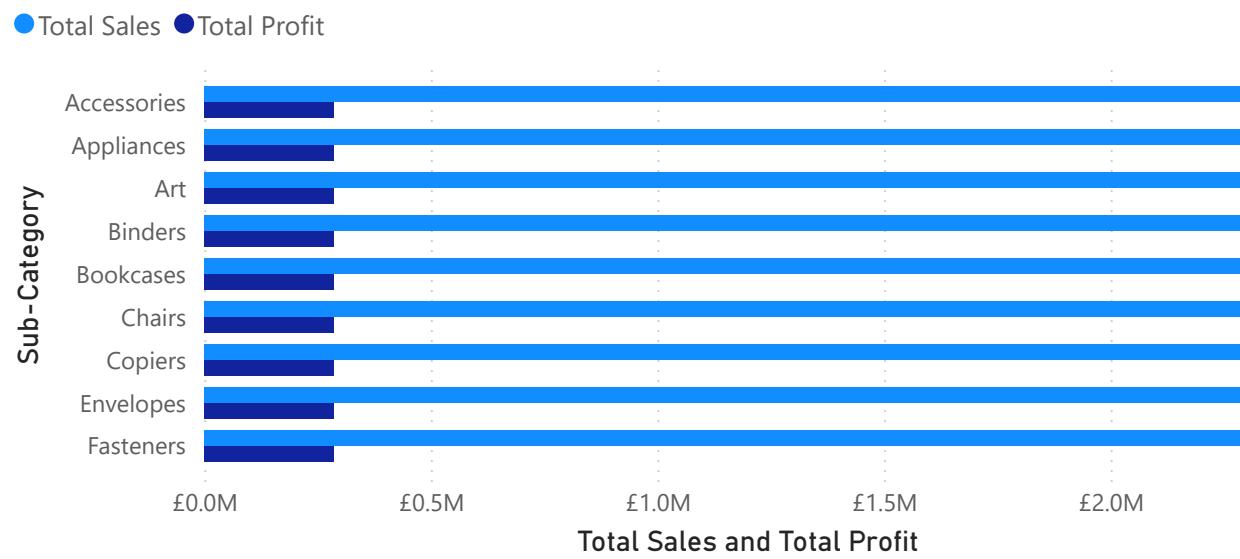
Shipping

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### Total Profit by Category



### Total Sales and Total Profit by Sub-Category



Sub-Category	Total Sales	Total Profit	Profit Margin
Accessories	167,380.32	£41,936.64	25%
Appliances	107,532.16	£18,138.01	17%
Art	27,118.79	£6,527.79	24%
Binders	203,412.73	£30,221.76	15%
Bookcases	114,880.00	-£3,472.56	10%
Chairs	328,449.10	£26,590.17	8%
Copiers	149,528.03	£55,617.82	37%
Envelopes	16,476.40	£6,964.18	42%
Fasteners	3,024.28	£949.52	31%
Furnishings	91,705.16	£13,059.14	14%
Labels	12,486.31	£5,546.25	44%
Machines	189,238.63	£3,384.76	2%
Paper	78,479.21	£34,053.57	44%
Phones	330,007.05	£44,515.73	13%
Storage	223,843.61	£21,278.83	10%
Supplies	46,673.54	-£1,189.10	10%
Tables	206,965.53	-£17,725.48	10%
<b>Total</b>	<b>2,297,200.86</b>	<b>£286,397.02</b>	13%

- Region ▾
- Central
  - East
  - South
  - West
- Category ▾
- Furniture
  - Office S...
  - Technol...
- Ship Mo... ▾
- First Class
  - Same Day
  - Second ...
  - Standard...



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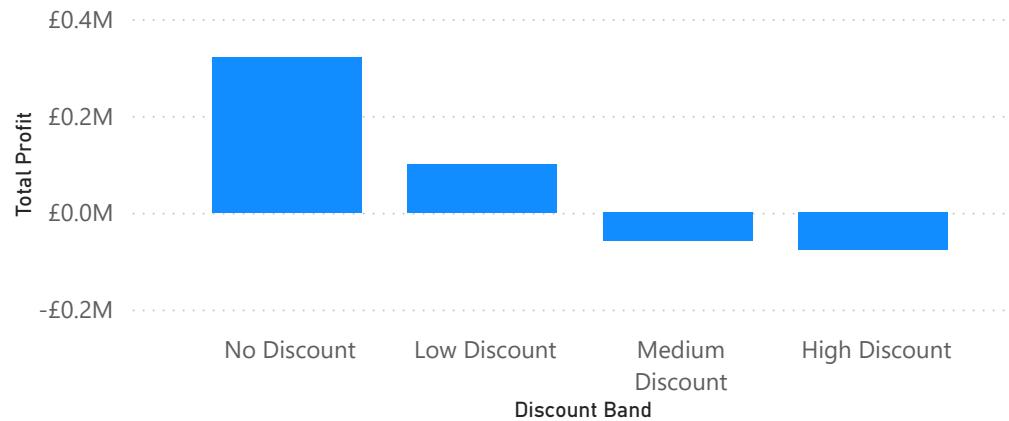
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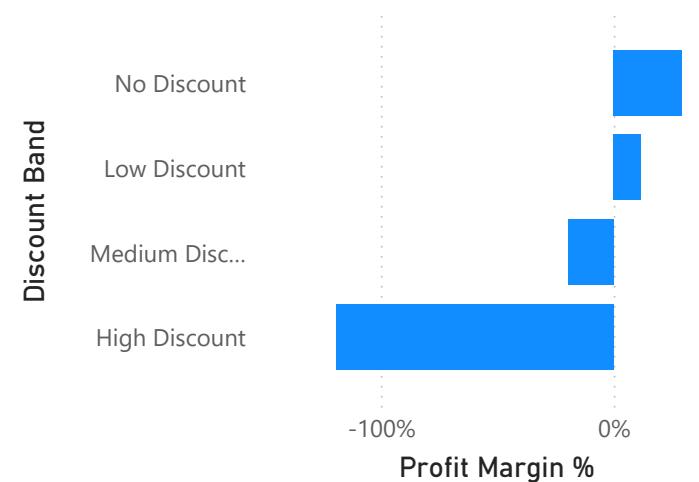
Shipping

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### Total Profit by Discount Band

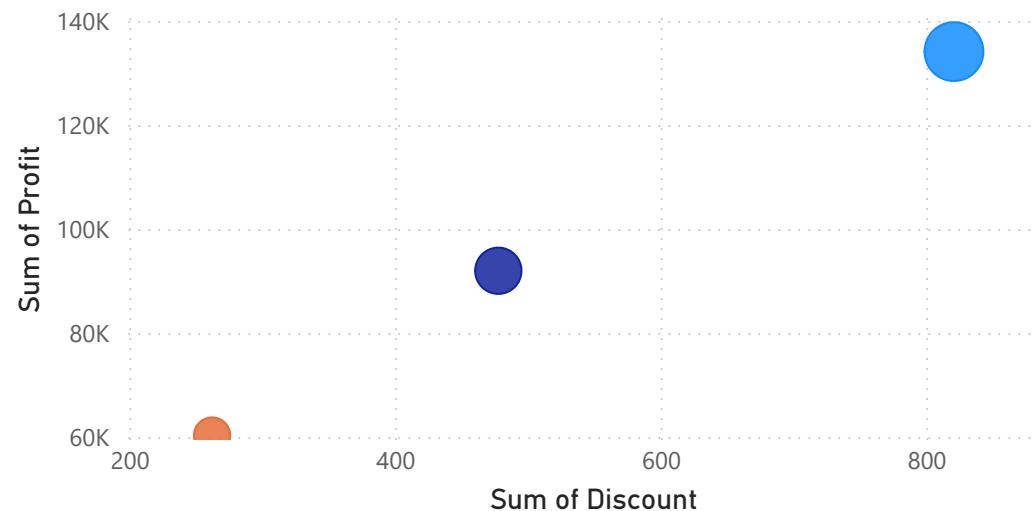


### Profit Margin % by Discount Band



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

Segment ● Consumer ● Corporate ● Home Office



Region	Category
Central	Furniture
East	Office Su...
South	Technolo...
West	

Ship Mo...
First Class
Same Day
Second ...
Standard...



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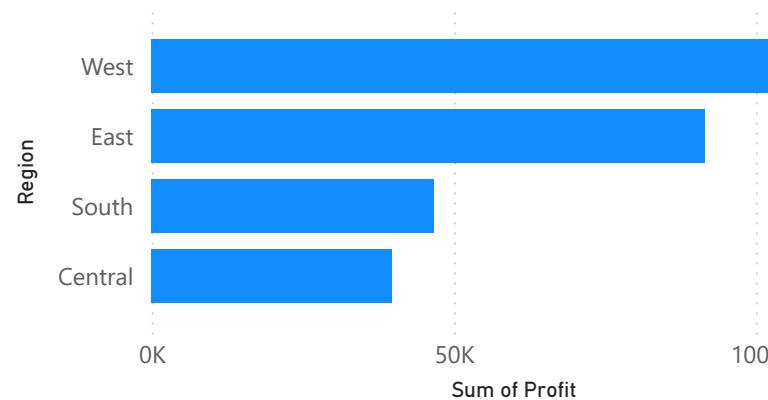
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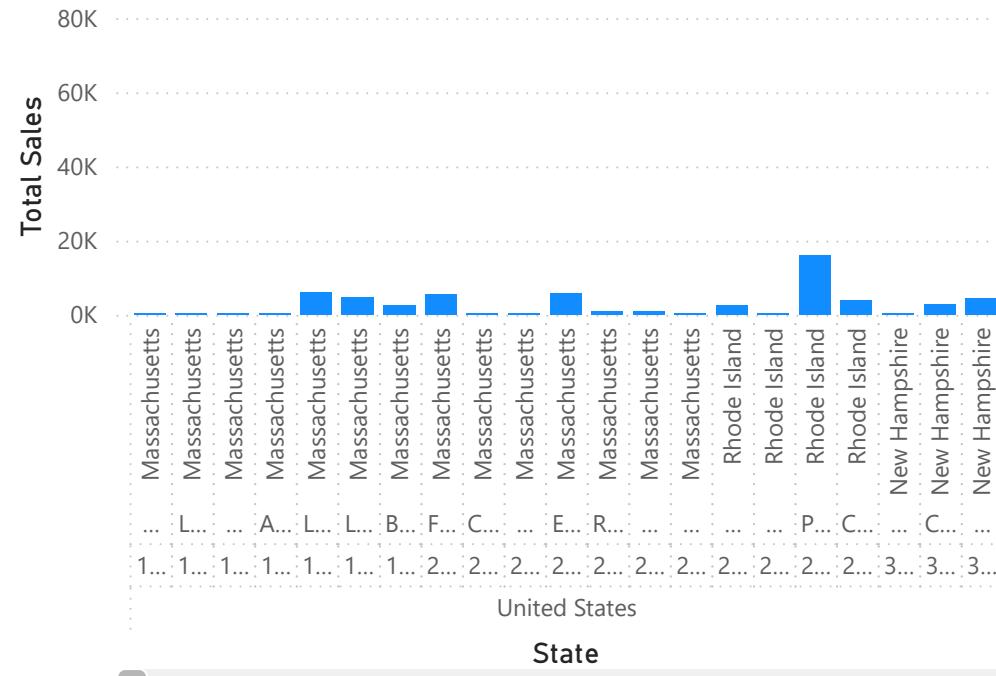
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### Sum of Profit by Region

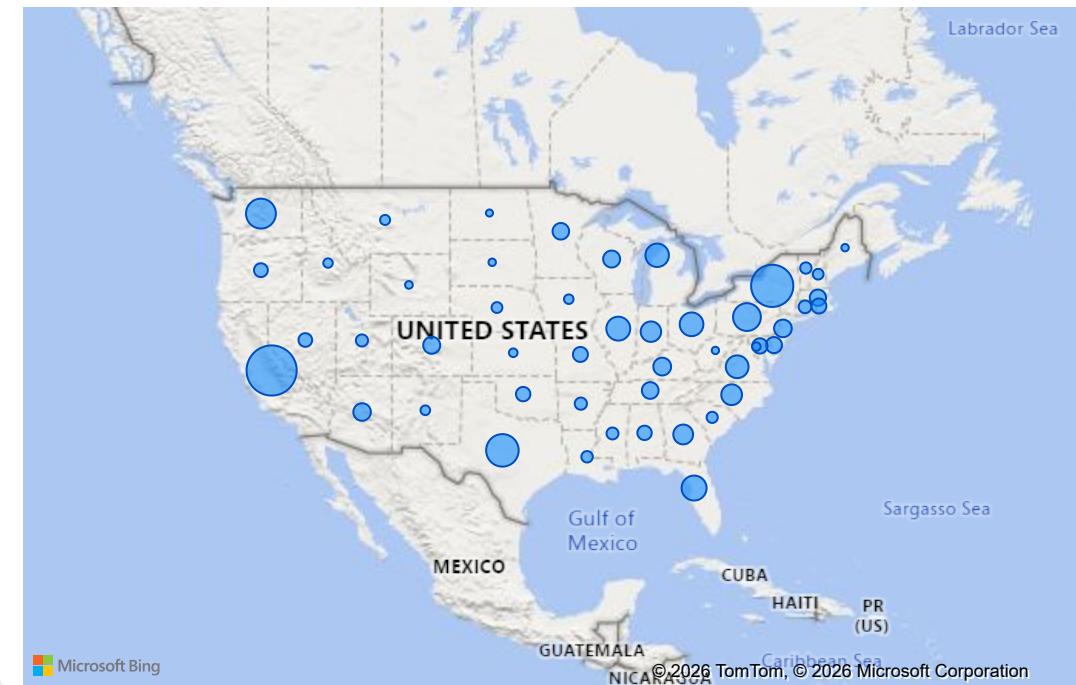


Region	Consumer	Corporate	Home Office	Total
Central	£8,564.05	£18,703.90	£12,438.41	<b>£39,706.36</b>
East	£41,190.98	£23,622.58	£26,709.22	<b>£91,522.78</b>
South	£26,913.57	£15,215.22	£4,620.63	<b>£46,749.43</b>
West	£57,450.60	£34,437.43	£16,530.42	<b>£108,418.45</b>
<b>Total</b>	<b>£134,119.21</b>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

### Total Sales by Country, Postal Code, City and State



### Total Sales by State



Region	Category
Central	Furniture
East	Office Supplies
South	Technology
West	
Ship Mo...	
First Class	
Same Day	
Second ...	
Standard...	
State	
Alabama	
Arizona	
Arkansas	
California	
Colorado	
Connecticut	
Delaware	
District of Col...	
Florida	
Georgia	
Idaho	
Illinois	



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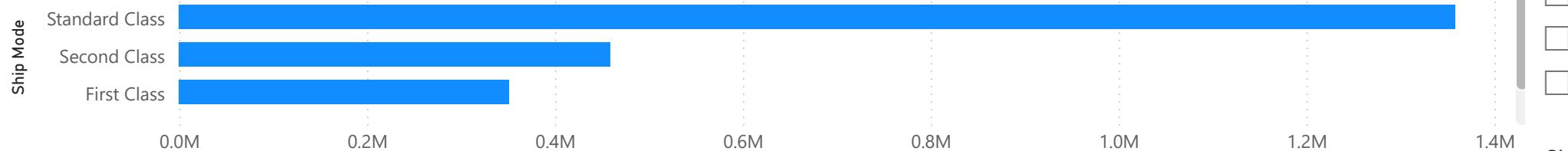
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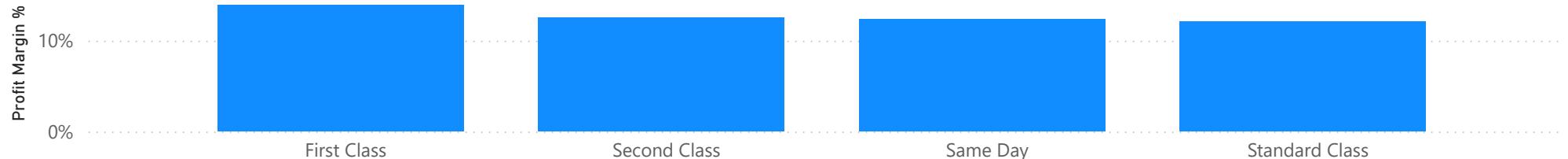
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### Total Sales by Ship Mode



Region	Category
Central	Furniture
East	Office Su...
South	Technolo...
West	

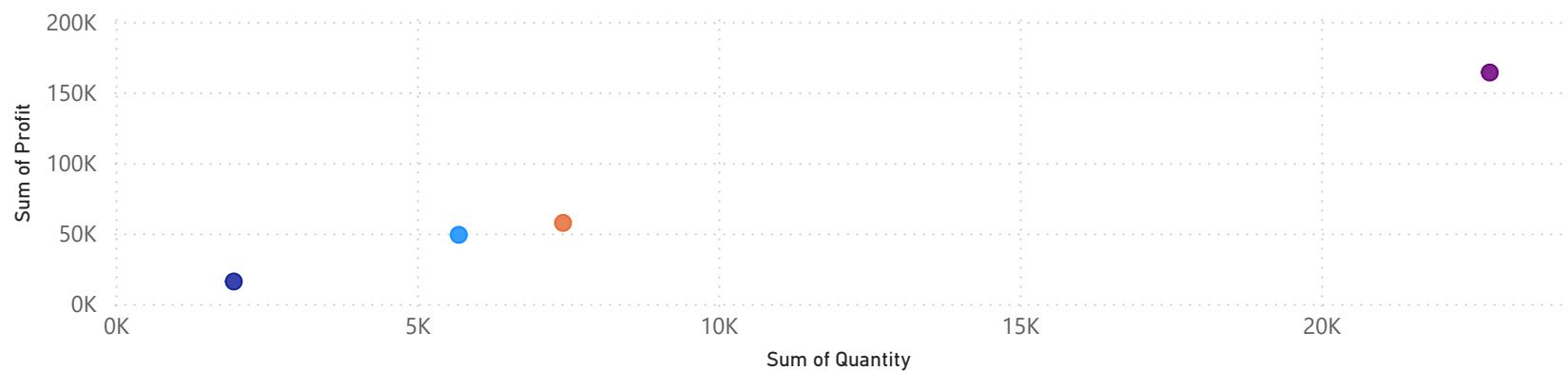
### Profit Margin % by Ship Mode



Ship Mo...
First Class
Same Day
Second ...
Standard...

### 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%	<b>13.93%</b>
Same Day	7.50%	18.42%	-8.39%	18.67%	<b>12.38%</b>
Second Class	8.80%	9.26%	15.64%	15.74%	<b>12.51%</b>
Standard Class	7.96%	14.07%	11.84%	13.46%	<b>12.08%</b>
<b>Total</b>	<b>7.92%</b>	<b>13.48%</b>	<b>11.93%</b>	<b>14.94%</b>	<b>12.47%</b>