

CONTOSO

Microsoft

Date Range

All

1/1/2008

12/31/2009

Category/Sub-Category

All

Brand

All

Manufacturer

All

Sales Revenue

2.00bn

Net Profit

240.75M

Cost

849.14M

Discount Amount

32.99M

Return Amount

24.88M

Top 5 Best-Seller Categories

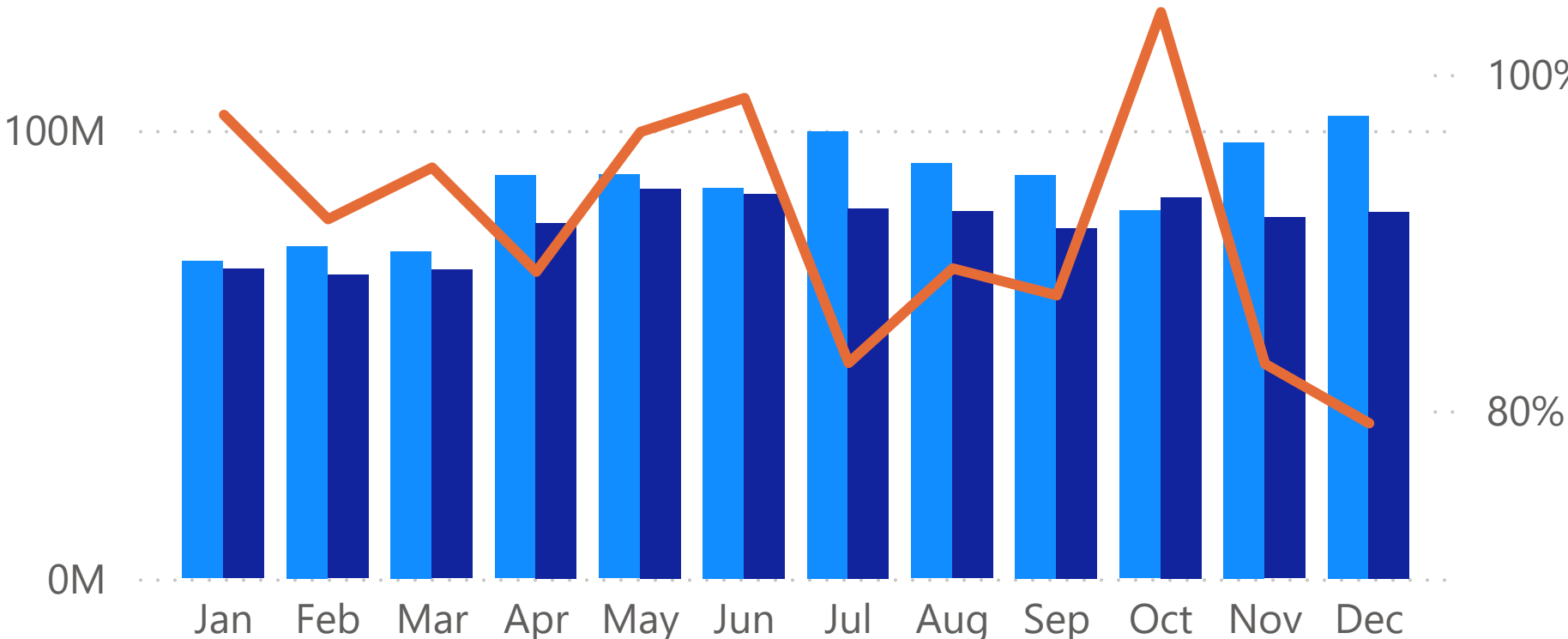
Category	Total Sales
Home Appliances	363,065,591.45
Computers	257,391,337.88
Cameras and camcorders	223,376,460.62
TV and Video	110,811,789.58
Cell phones	54,927,403.33

Top 5 Growing Categories

Category	YOY
Games and Toys	141%
Audio	133%
Cell phones	130%
TV and Video	107%
Computers	106%

Sales Revenue Over Time

20082009YOY



YOY

2008 vs. 2009

-10%

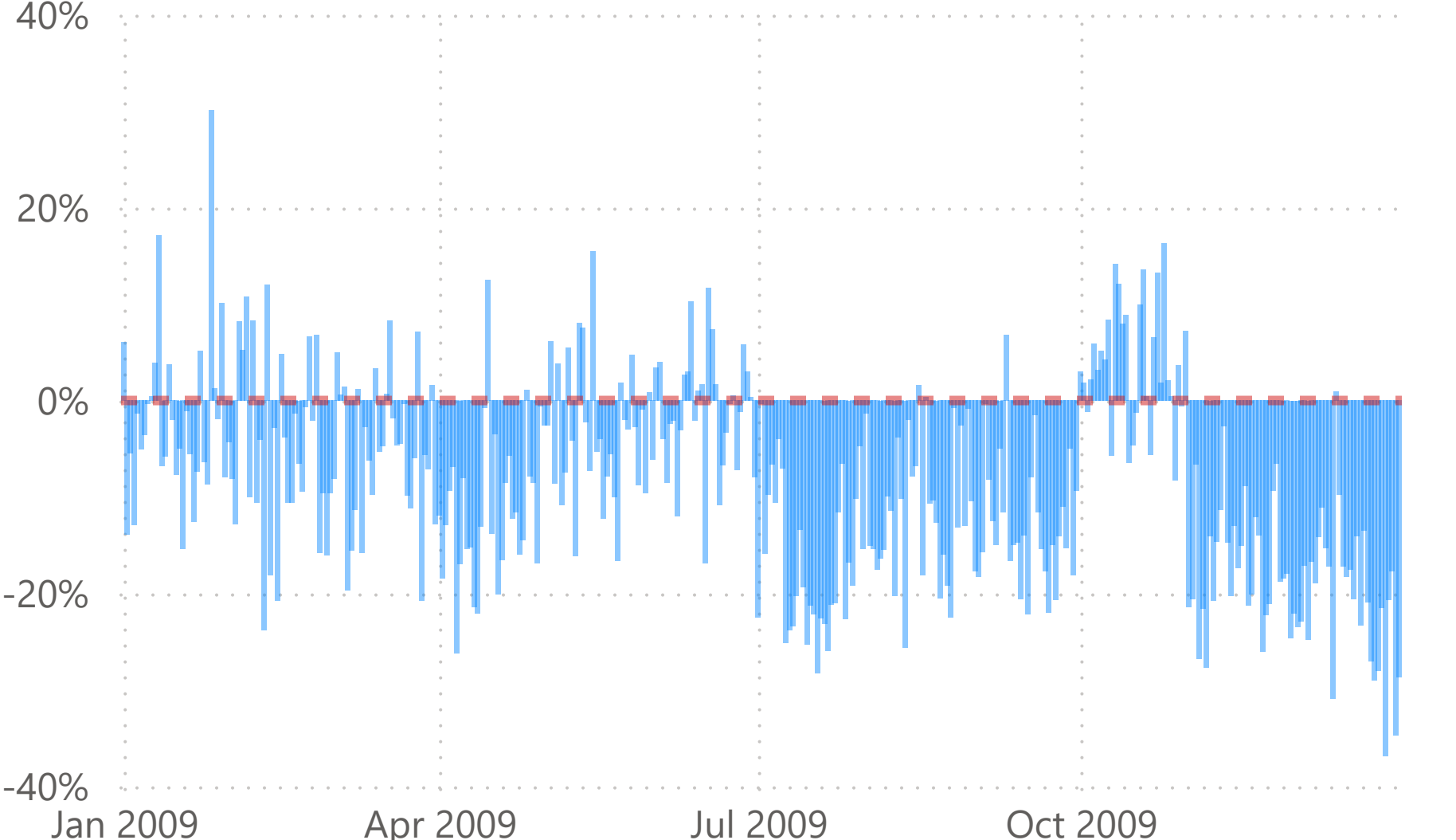
Top 5 Best-Seller Sub-Categ.

Sub-category	Total Sales
Camcorders	113,864,111.52
Washers & Dryers	100,873,843.23
Projectors & Screens	89,914,227.26
Lamps	76,199,823.08
Laptops	67,133,680.21

Top 5 Growing Sub-Categ.

Sub-category	YOY
Cell phones Accessories	289%
Cameras & Camcorders Accessories	183%
Download Games	180%
Bluetooth Headphones	166%
Fans	154%

YOY change Over Time



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849.14M

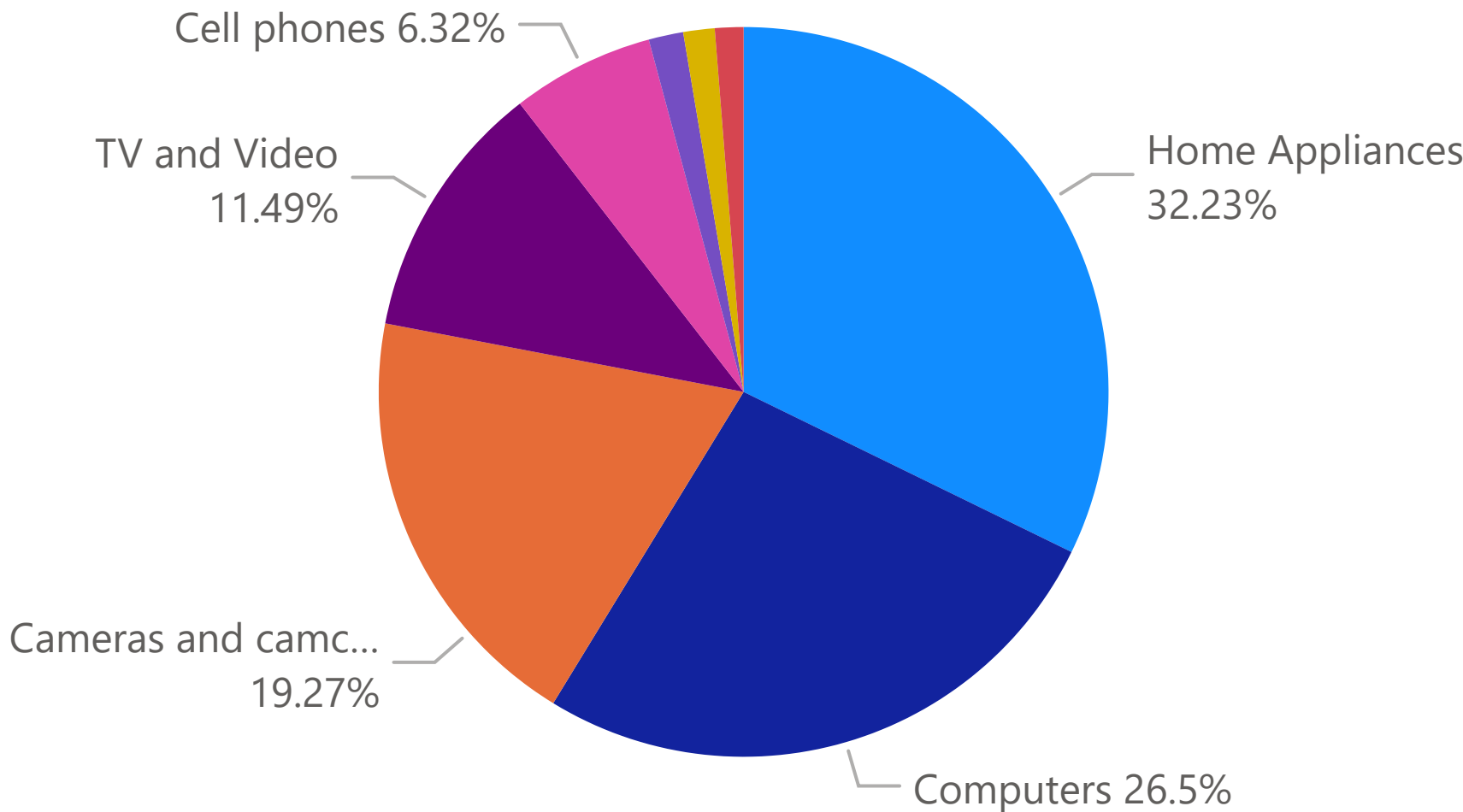
Discount Amount

32.99M

Return Amount

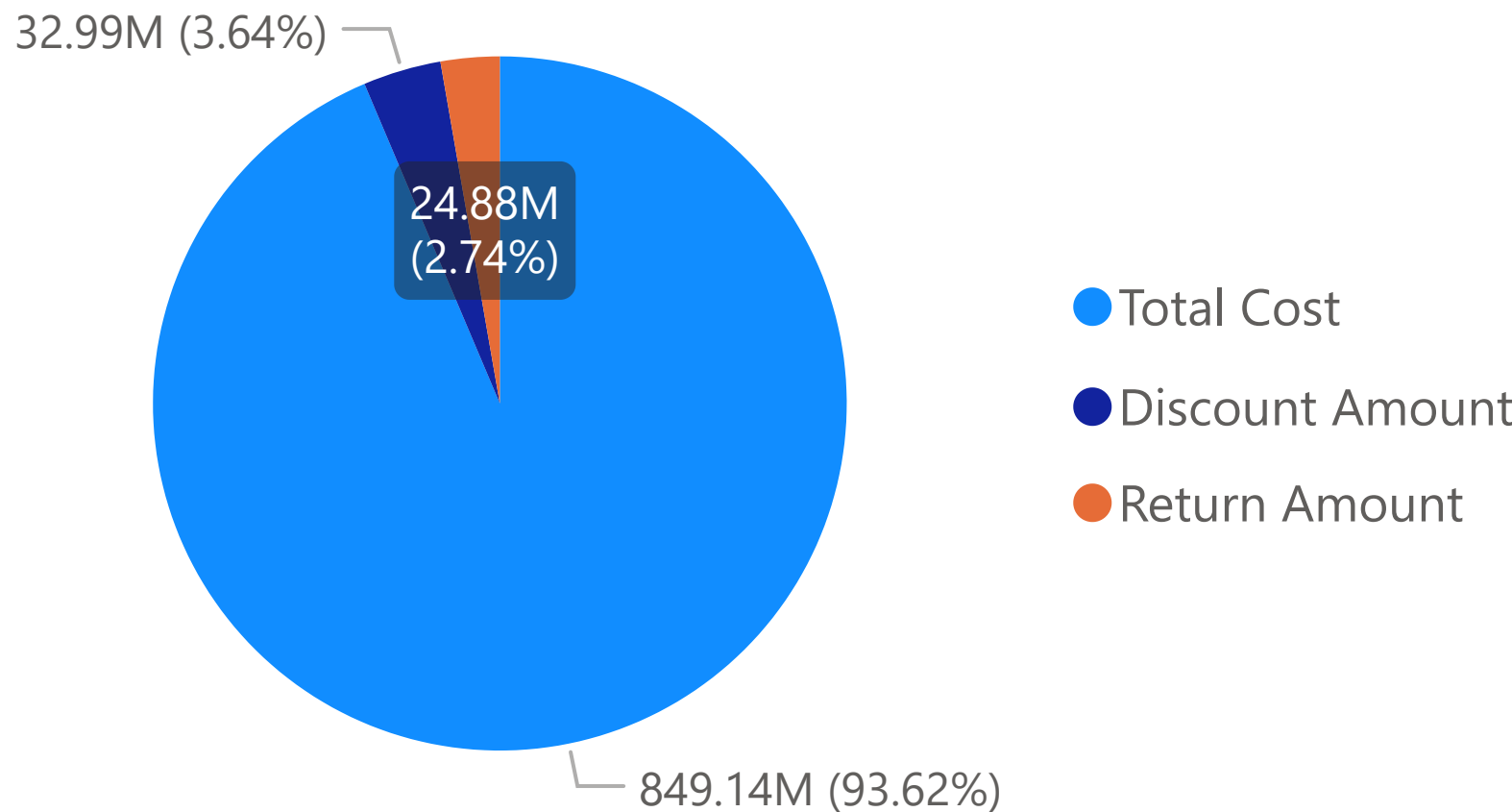
24.88M

Category Summary



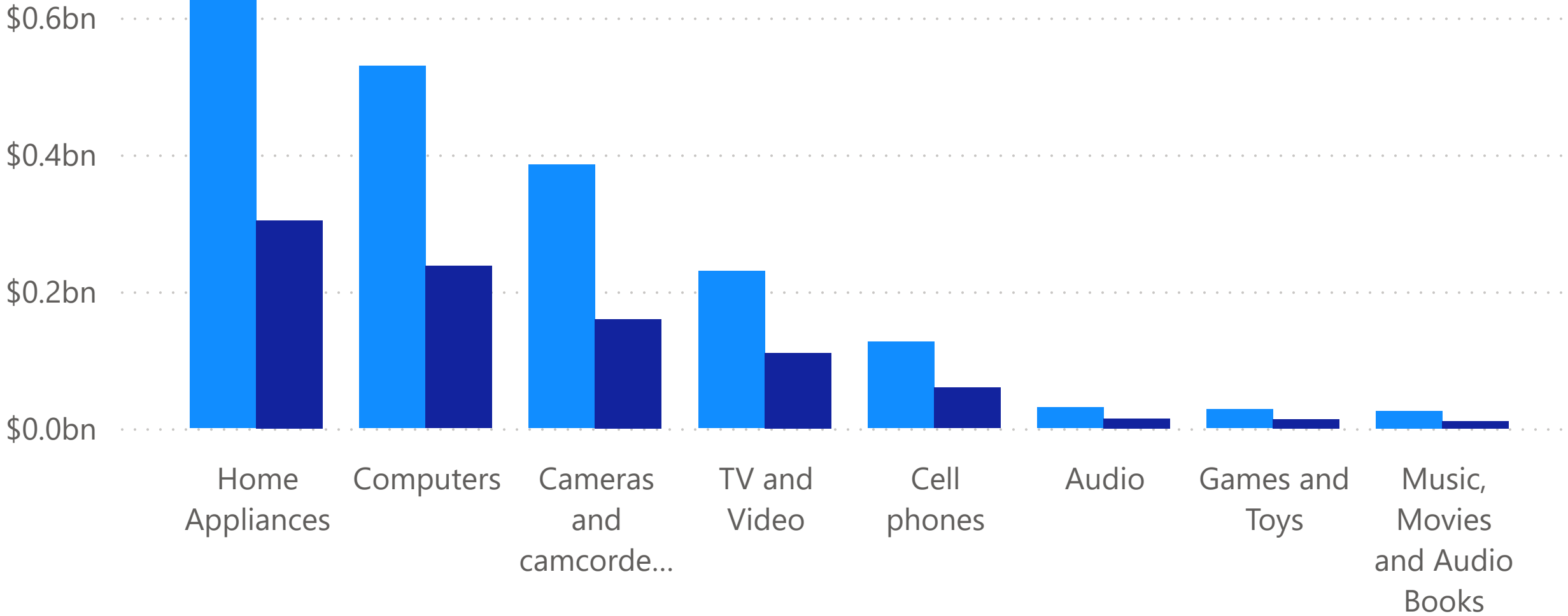
Total Reductions breakdown

Overview

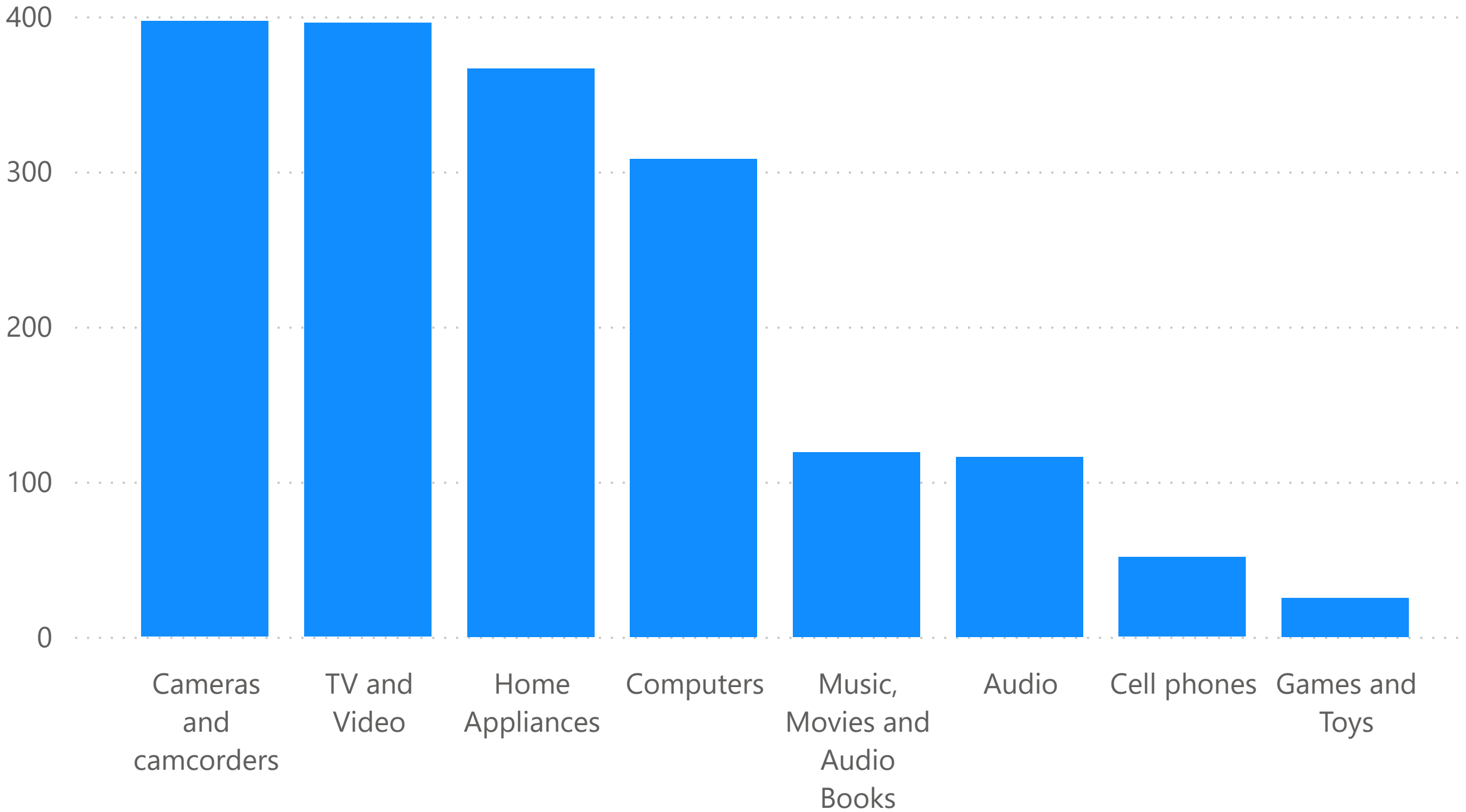


Overview Metrics by Category

Total Sales Total Reduction



Average Price by Brand



CONTOSO

Microsoft

Date Range

All

Category

Audio

Cameras and camcorders

Cell phones

Computers

Games and Toys

Home Appliances

Music, Movies and Audio Books

TV and Video

Overview Sales Revenue by Brands

● Total Sales ● Total Reduction

Brand	Total Sales (\$bn)	Total Reduction (\$bn)
Contoso	0.45	0.21
Fabrikam	0.38	0.18
Adventure Works	0.26	0.12
Proseware	0.22	0.10
Litware	0.20	0.10
Wide World Importers	0.19	0.08
Southridge Video	0.09	0.04
A. Datum	0.09	0.04
The Phone Company	0.08	0.04
Northwind Traders	0.06	0.03
Tailspin Toys	0.03	0.01

Total Reductions breakdown

Overview

Category	Amount (M)	Percentage (%)
Total Cost	849.14	93.62
Discount Amount	24.88	2.74
Return Amount	32.99	3.64

Average Price by Brand

Brand	Average Price (\$)
Fabrikam	515
Northwind Traders	505
Adventure Works	455
Wide World Importers	375
Proseware	345
Litware	275
The Phone Company	260
A. Datum	260
Contoso	125
Southridge Video	110
Tailspin Toys	35



Date Range

All

- Category
- Audio

Cameras and camcorders

Cell phones

Computers

Games and Toys

Home Appliances

Music, Movies and Audio Books

TV and Video

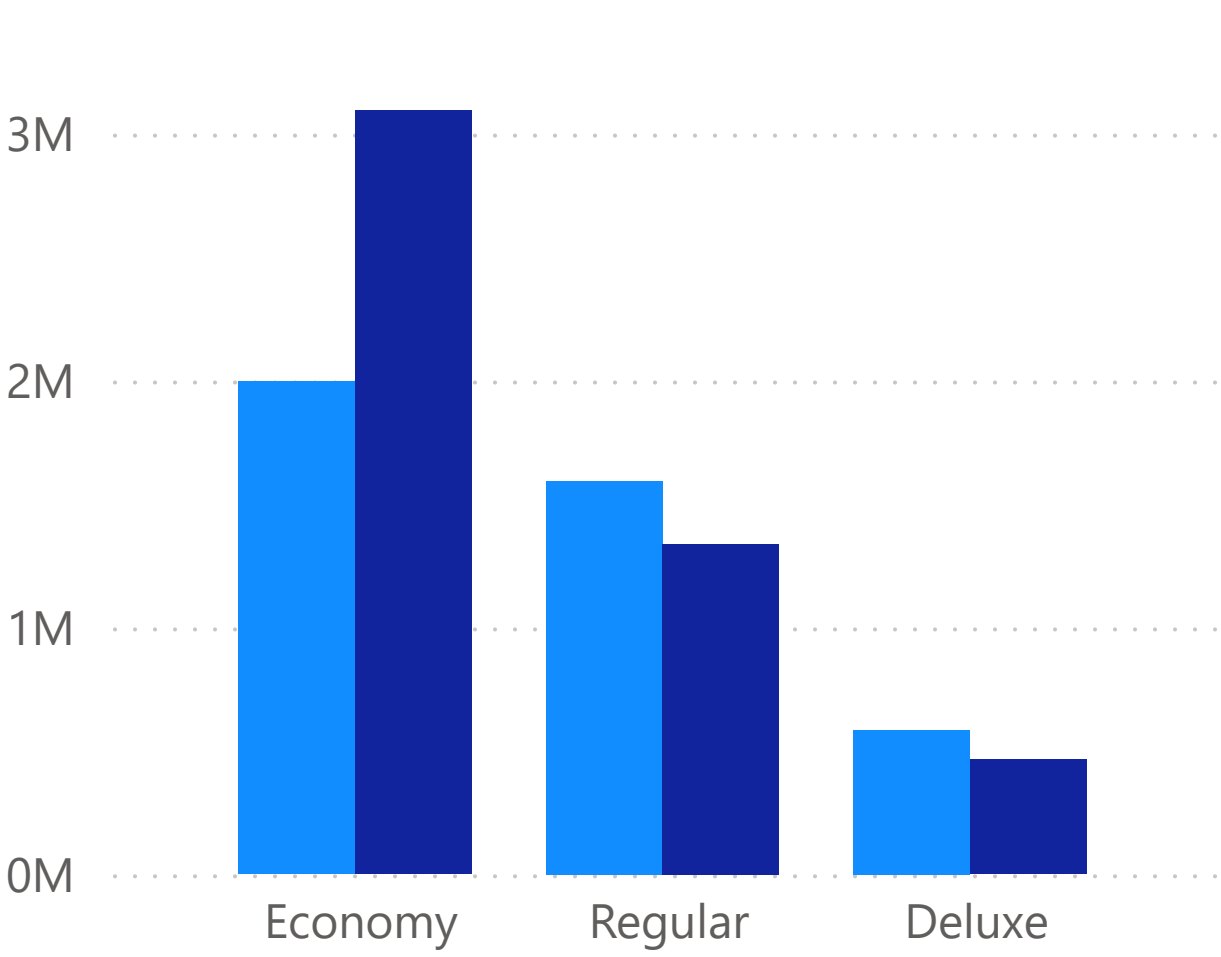
Sales Revenue	Net Profit	Cost	Discount Amount	Return Amount
2.00bn	240.75M	849.14M	32.99M	24.88M

Search

Product Name	Category
A. Datum All in One Digital Camera M200 Azure	Cameras and camcorders
A. Datum All in One Digital Camera M200 Black	Cameras and camcorders
A. Datum All in One Digital Camera M200 Orange	Cameras and camcorders
A. Datum All in One Digital Camera M200 Pink	Cameras and camcorders
A. Datum Bridge Digital Camera M300 Green	Cameras and camcorders
A. Datum Bridge Digital Camera M300 Grey	Cameras and camcorders
A. Datum Bridge Digital Camera M300 Silver	Cameras and camcorders
A. Datum Compact Digital Camera M200 Azure	Cameras and camcorders
A. Datum Compact Digital Camera M200 Black	Cameras and camcorders
A. Datum Compact Digital Camera M200 Orange	Cameras and camcorders
A. Datum Compact Digital Camera M200 Pink	Cameras and camcorders
A. Datum Consumer Digital Camera M300 Azure	Cameras and camcorders
A. Datum Consumer Digital Camera M300 Black	Cameras and camcorders
A. Datum Consumer Digital Camera	Cameras and camcorders

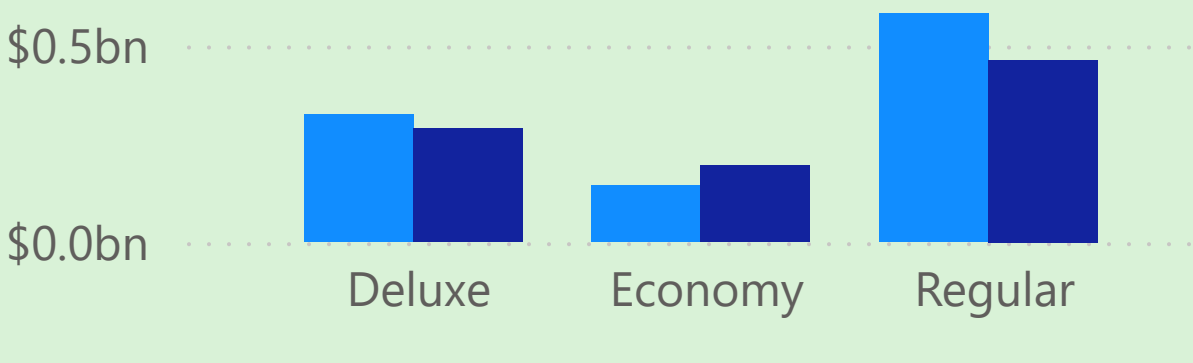
SALES Quantity by Class

2008 2009



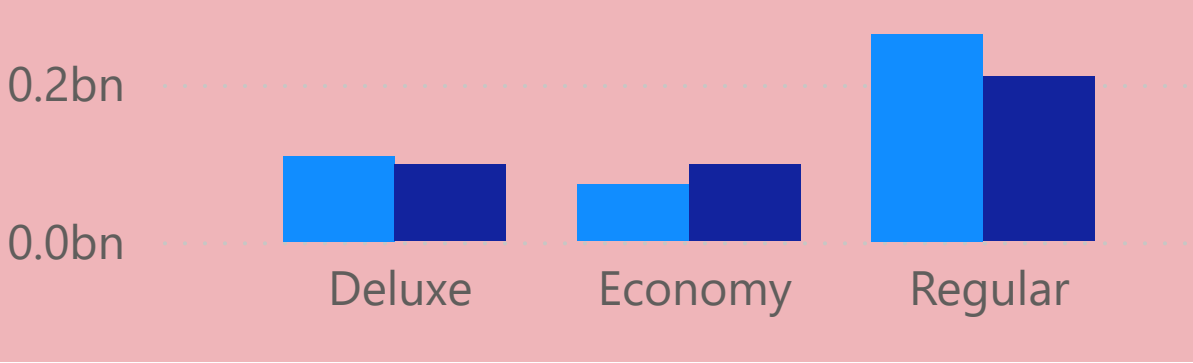
Sales Revenue by Class

2008 2009



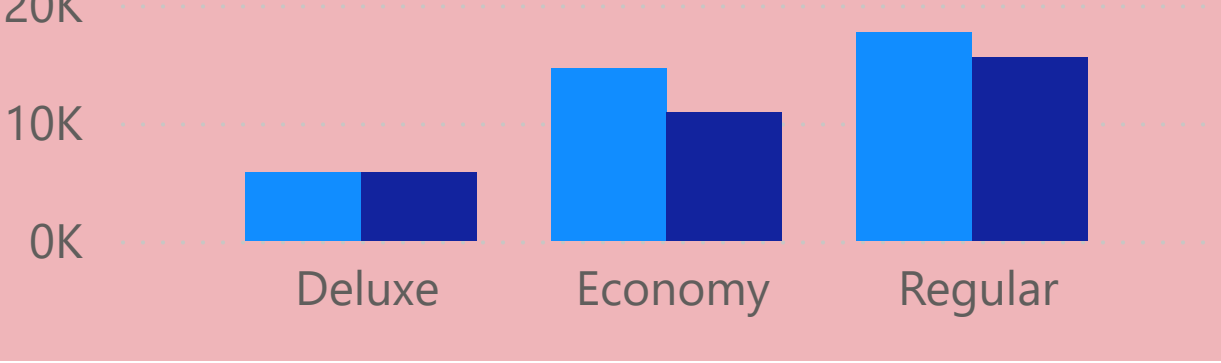
COST by Class

2008 2009



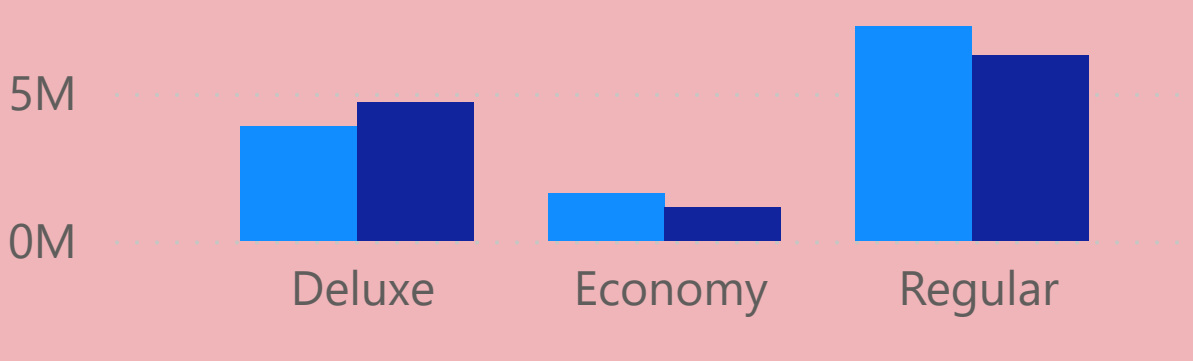
Return Quantity by Class

2008 2009



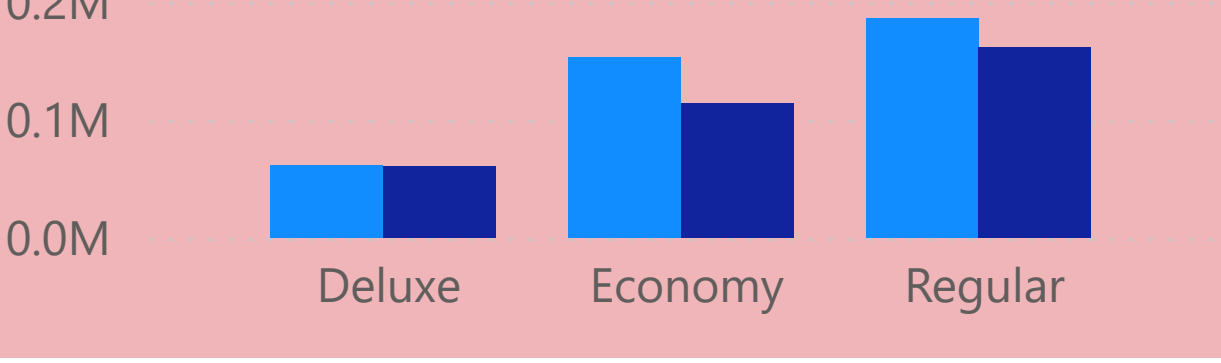
Return Amount by Class

2008 2009



DISCOUNT Quantity by Class

2008 2009



DISCOUNT Amount by Class

2008 2009

