

Year	Quarter	Month	Total Revenue	Total costs	Total profits	% Profit Margins	KPI
2018	Qtr 2	April					X
		May	75,629.60	51,365.15	24,264.45	32.08%	X
		June	2,454,752.70	1,550,797.21	903,955.49	36.82%	X
		Total	2,530,382.30	1,602,162.36	928,219.94	36.68%	X
	Qtr 3	July	2,707,550.40	1,694,342.30	1,013,208.10	37.42%	
		August	2,909,421.40	1,832,431.58	1,076,989.82	37.02%	
		September	2,798,194.70	1,759,391.86	1,038,802.84	37.12%	
		Total	8,415,166.50	5,286,165.73	3,129,000.77	37.18%	
	Qtr 4	October	2,323,720.80	1,458,110.41	865,610.39	37.25%	X
		November	2,977,607.30	1,887,309.00	1,090,298.30	36.62%	
		December	3,046,617.30	1,921,631.29	1,124,986.01	36.93%	
		Total	8,347,945.40	5,267,050.70	3,080,894.70	36.91%	
	Total		19,293,494.20	12,155,378.79	7,138,115.41	37.00%	
2019	Qtr 1	January	3,075,112.40	1,935,902.09	1,139,210.31	37.05%	
		February	2,168,568.90	1,340,044.89	828,524.01	38.21%	X
		March	2,199,509.50	1,361,188.08	838,321.42	38.11%	X
		Total	7,443,190.80	4,637,135.06	2,806,055.74	37.70%	
	Qtr 2	April	2,844,987.50	1,783,174.05	1,061,813.45	37.32%	
		May	2,795,126.10	1,729,270.87	1,065,855.23	38.13%	
		June	2,596,987.00	1,646,361.52	950,625.48	36.60%	X

Customer Names	Units sold	% Profit Margins
ETUDE Ltd	781	41.12%
Rochester Ltd	627	40.19%
Linde	681	39.35%
Sundial	720	39.14%
Pacific Ltd	754	39.12%
Procter Corp	717	39.07%
Ei	818	38.92%
Wuxi Group	652	38.90%

Product Name	Units sold	% Profit Margins
Cocktail Glasses	879	40.27%
Ornaments	814	39.31%
Floor Lamps	717	39.27%
Photo Frames	819	39.07%
Candles	723	38.99%
TV and video	809	38.87%
Dinnerware	735	38.71%
Accessories	956	38.53%
Mirrors	766	38.44%
Cookware	681	38.37%

- 2018
- 2019
- 2020

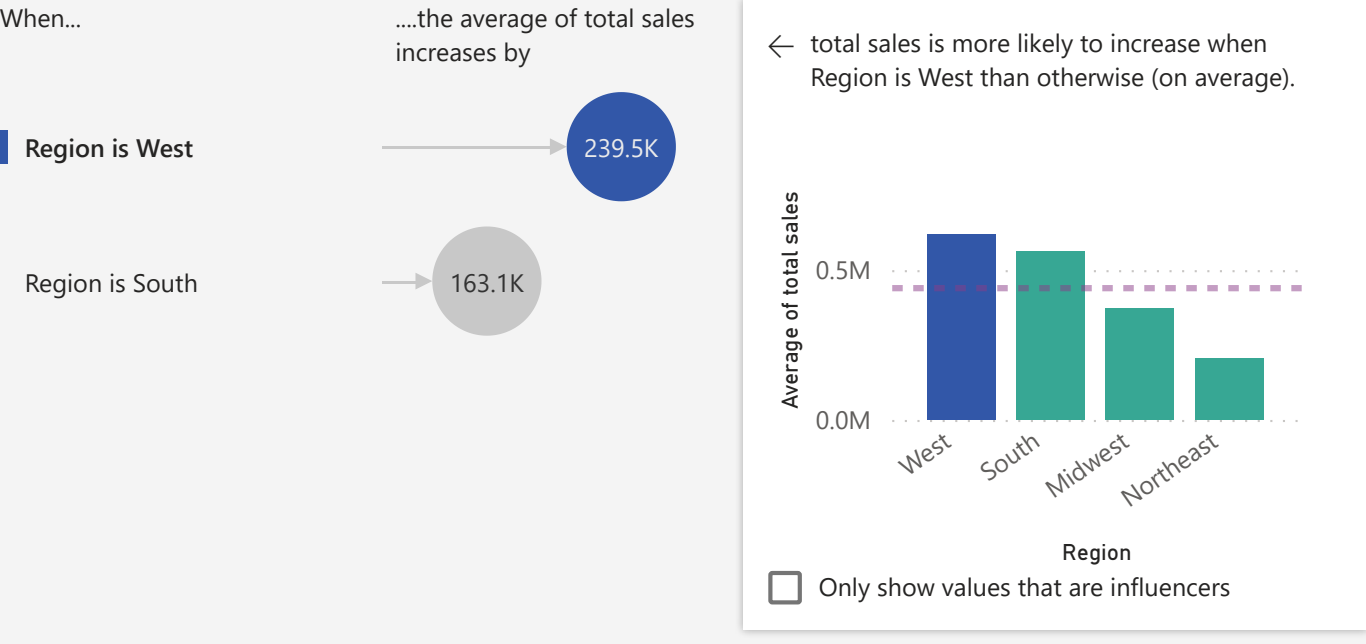
Key influencers



What influences total sales to

Increase

 ?



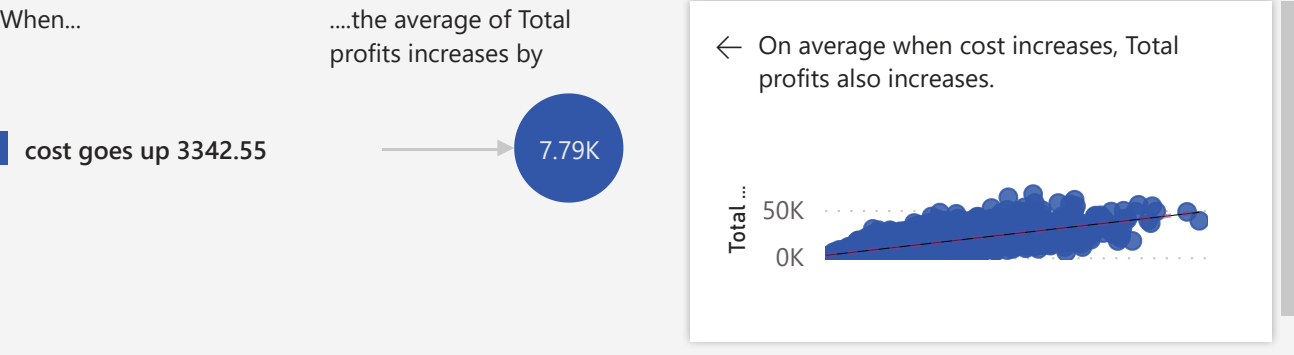
Key influencers Top segments



What influences Total profits to

Increase

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Product Name has more than 10 unique values. This may impact the quality of the analysis. [Learn more](#)

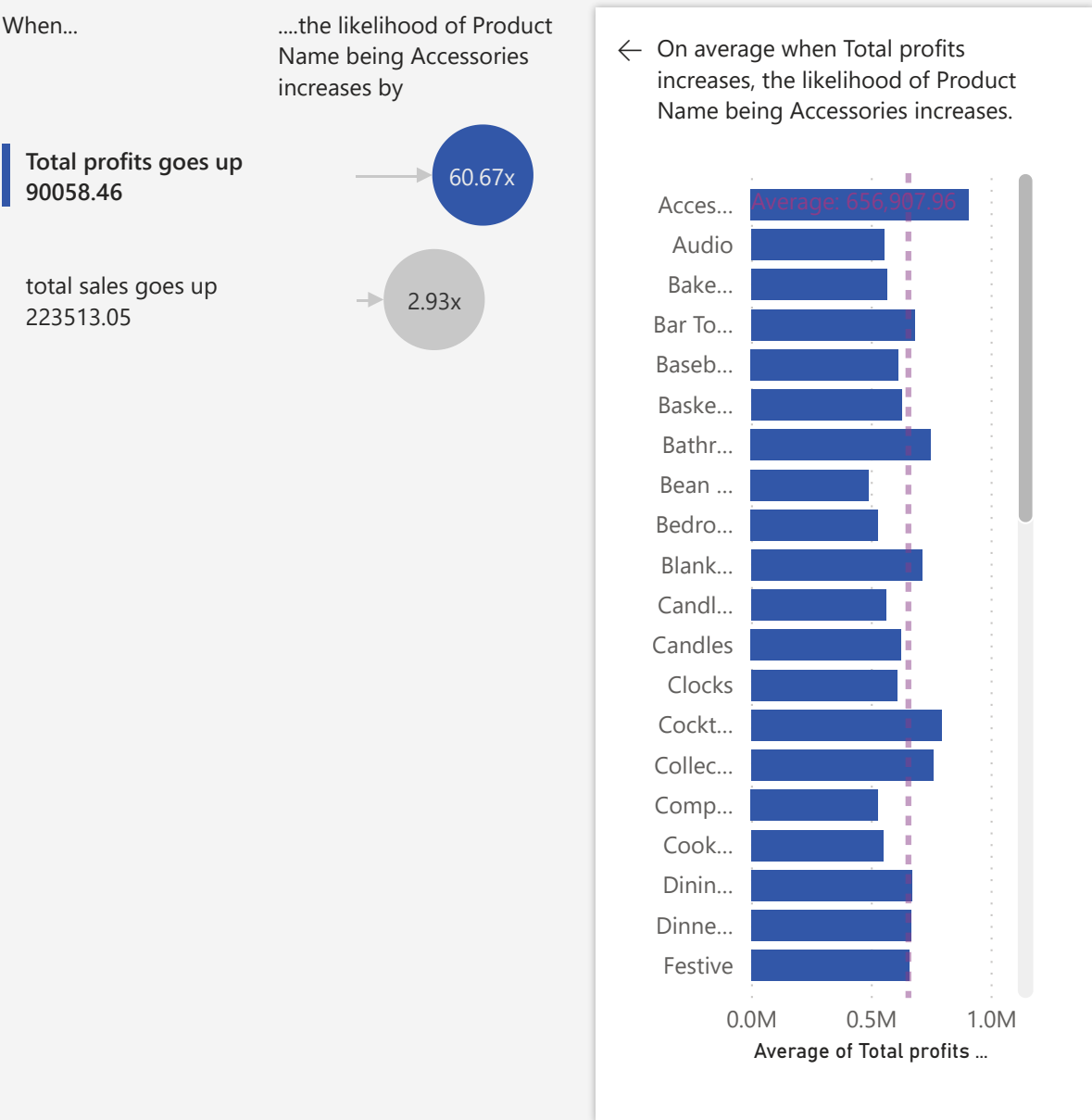
Key influencers Top segments



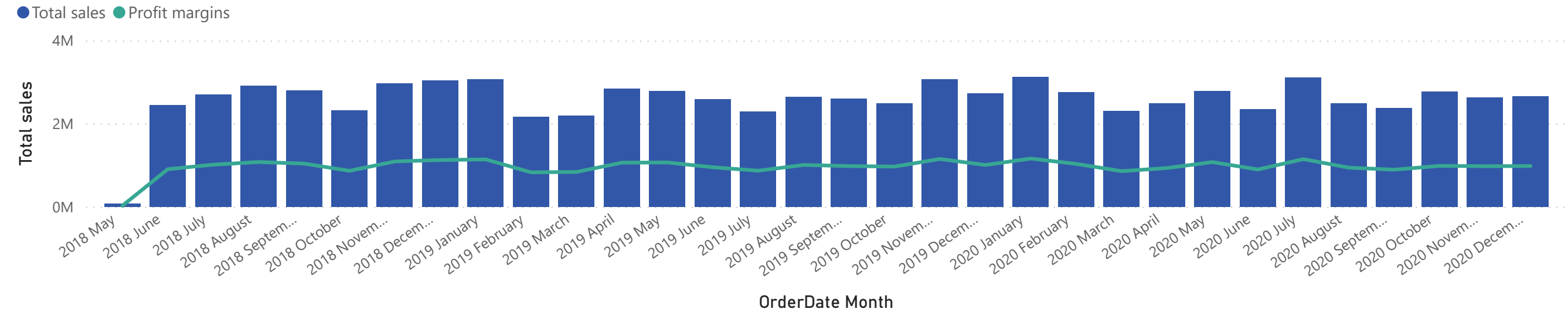
What influences Product Name to be

Accessories

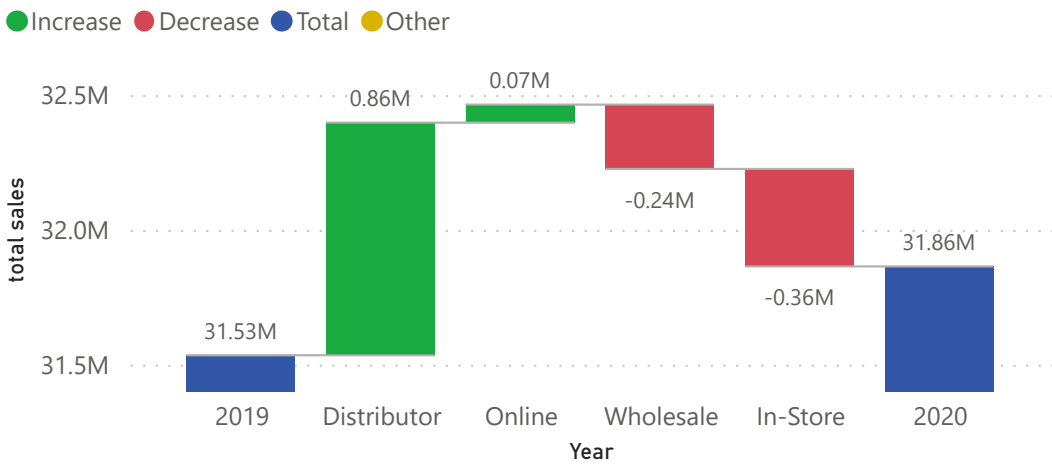
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Total sales and Profit margins by Year and Month



total sales by Year and Sales Channel

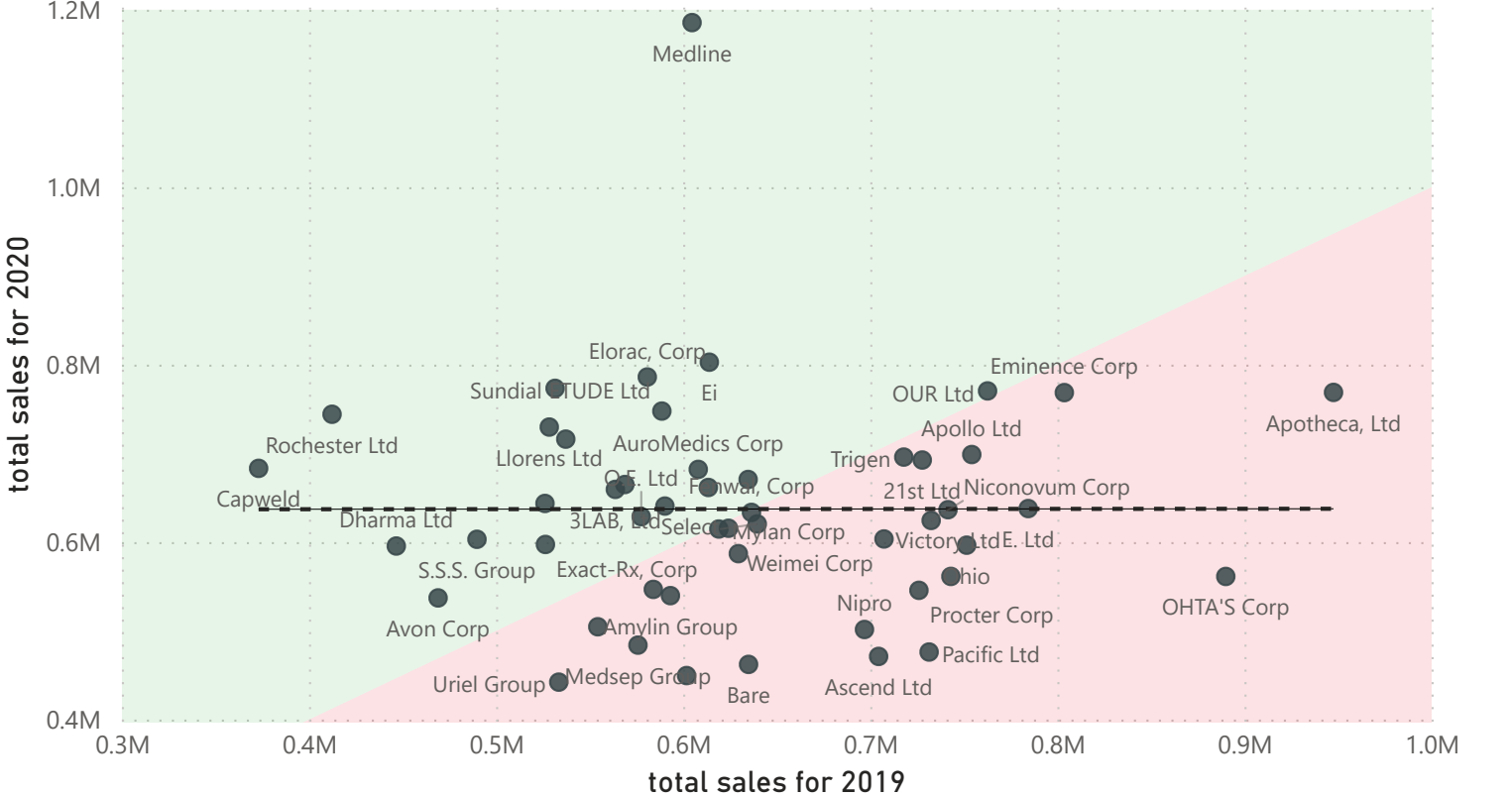






















Highlights

Profit margins started trending down on **February 2020**, falling by **4.98% (51,401.46)** in **10 months**.

Total sales jumped from **75,629.60** to **2,323,720.80** during its steepest incline between **May 2018** and **October 2018**.

total sales for 2019 and total sales for 2020 by Customer Names



Sales Team	Units sold	Sales	no. of orders	% Profit Margins	Total profits	Team KPI	total sales by OrderDate
Todd Roberts	1474	3,242,525.30	340	37.54%	1,217,349.47		
Stephen Payne	1249	2,762,684.70	283	37.12%	1,025,454.70	Not met goal	
Shawn Wallace	1476	3,043,160.10	316	35.63%	1,084,326.06		
Shawn Torres	1186	2,535,795.90	274	38.25%	969,939.64	Not met goal	
Shawn Cook	1306	3,036,754.90	303	38.54%	1,170,326.25		
Samuel Fowler	1388	3,050,999.10	296	37.24%	1,136,079.47		
Roy Rice	1244	3,098,435.10	284	37.88%	1,173,596.19		
Roger Alexander	1228	2,996,923.40	271	37.41%	1,121,190.33		
Paul Holmes	1209	2,771,602.40	261	37.11%	1,028,610.13	Not met goal	
Patrick Graham	1192	2,819,487.30	259	37.77%	1,064,888.55	Not met goal	
Nicholas Cunningham	1294	3,191,605.30	293	36.57%	1,167,064.89		
Keith Griffin	1180	2,814,857.60	246	37.09%	1,044,022.94	Not met goal	
Joshua Ryan	1292	2,993,305.40	285	35.35%	1,058,026.82		
Joshua Little	1318	3,217,192.60	289	37.63%	1,210,649.60		
Joshua Bennett	1163	2,630,366.40	265	38.14%	1,003,094.39	Not met goal	
Jonathan Hawkins	1219	2,764,446.80	260	38.92%	1,075,905.83	Not met goal	
Joe Price	1231	2,946,016.80	266	37.93%	1,117,438.40		
Jerry Green	1371	2,923,826.40	296	36.95%	1,080,323.01		
George Lewis	1409	3,228,803.70	315	37.50%	1,210,697.57		
Frank Brown	1244	2,757,854.00	275	37.01%	1,020,593.78	Not met goal	

Year

2018

2019

2020

Quarter

Qtr 1

Qtr 2

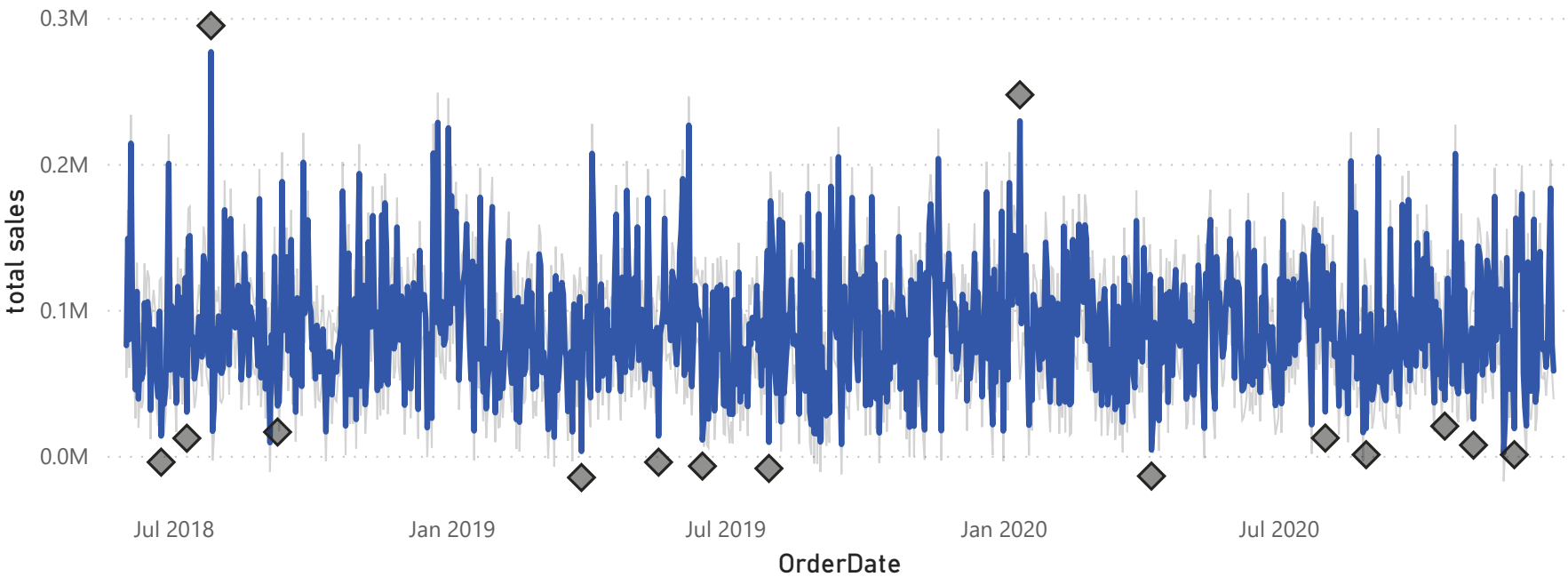
Qtr 3

Qtr 4

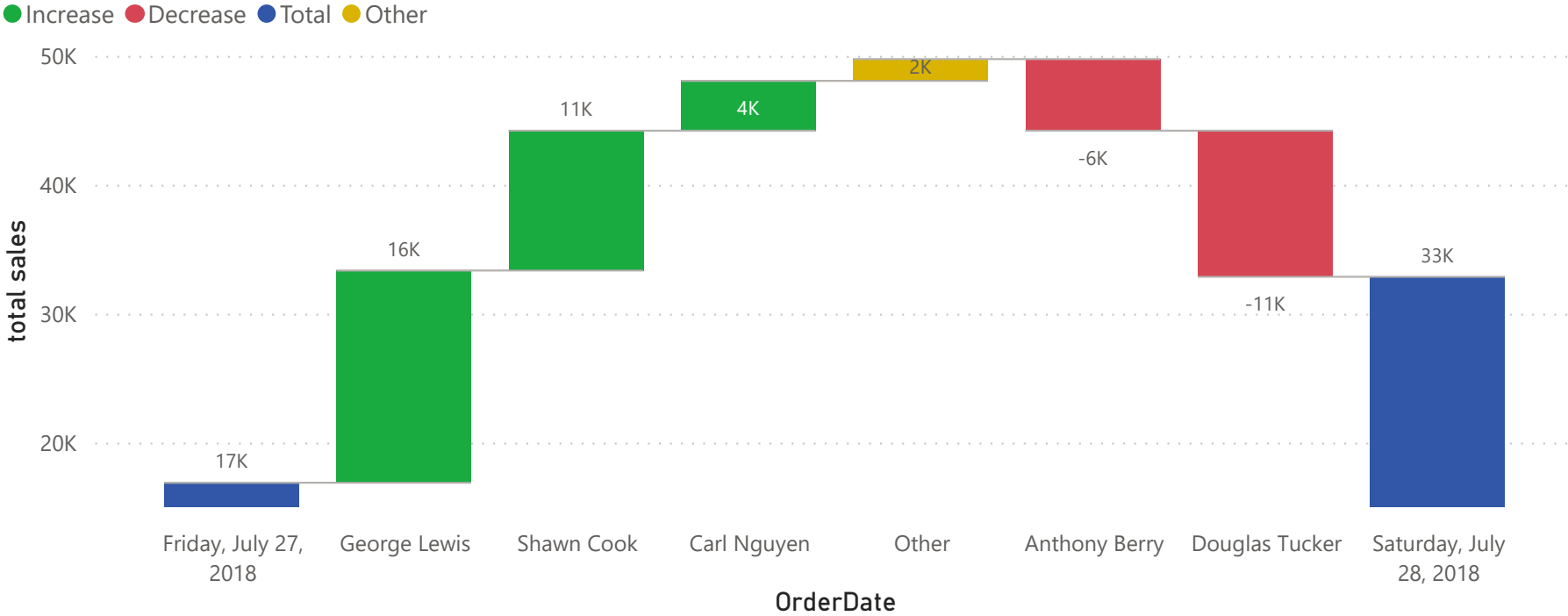
Customer Names	Units sold
Medline	970
Elorac, Corp	880
Apotheca, Ltd	828
OHTA'S Corp	819
Ei	818
Victory Ltd	812
Apollo Ltd	805

Product Name	Units sold
Accessories	956
Platters	896
Cocktail Glasses	879
Serveware	878
Rugs	855
Collectibles	854

total sales by OrderDate



July month Anomaly event explained



Smart Narrative

total sales trended down, resulting in a 23.03% decrease between Thursday, May 31, 2018 and Wednesday, December 30, 2020.

total sales started trending up on Sunday, January 13, 2019, rising by 193.91% (149,423.40) in 4.80 months.

total sales jumped from 77,056.70 to 226,480.10 during its steepest incline between Sunday, January 13, 2019 and Friday, June 7, 2019.

Sales Team

All

Region

Midwest

Northeast

South

West

Product Name

Accessories

Audio

Bakeware

Bar Tools

Baseball

Basketball

Bathroom Furniture

Bean Bags

Bedroom Furniture

Blankets

Candleholders

Candles