

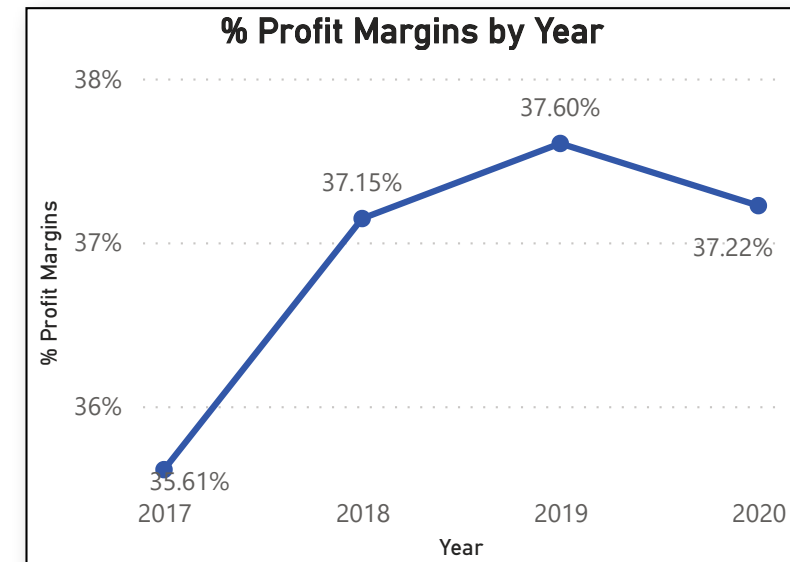
SALES REPORT

2020
EDITION

INSIGHTS by Q & A Visualization

Product Name	total sales
Accessories	2,358,788.60
Rugs	2,130,841.20
Serveware	2,071,546.20
Platters	2,052,886.70
Collectibles	2,049,958.80
Total	10,664,021.50

Customer Names	_CustomerID	total sales
Medline	12	2,248,332.40
Apotheca, Ltd	29	2,112,221.90
Pure Group	17	1,962,014.60
OUR Ltd	34	1,937,827.60
Trigen	33	1,895,188.80
Total		10,155,585.30



Financials
Analysis

Revenue
Analysis

Key
Influencer

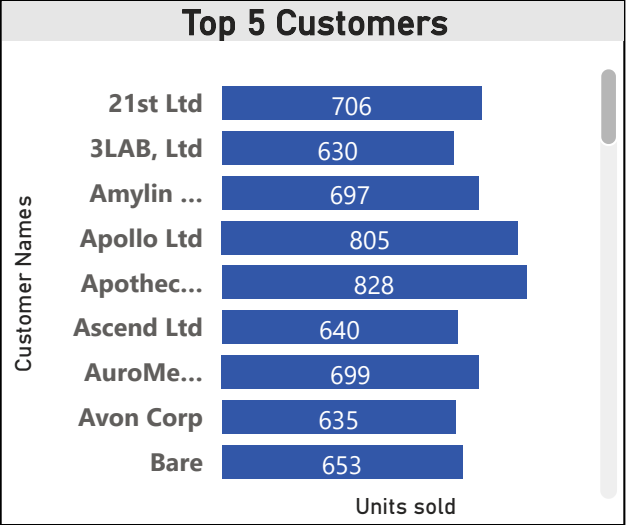
Sales
Trends

Sales
Teams

Sales
anomaly

Azure
map viz.

Year	Quarter	Month	Total Revenue	Total costs	Total profits	% Profit Margins	KPI
2020	Qtr 1	January	3,129,998.80	1,969,614.34	1,160,384.46	37.07%	
		February	2,762,182.20	1,730,470.77	1,031,711.43	37.35%	
		March	2,314,119.70	1,457,023.34	857,096.36	37.04%	X
		Total	8,206,300.70	5,157,108.46	3,049,192.24	37.16%	
	Qtr 4	October	2,778,717.80	1,794,059.40	984,658.40	35.44%	
		December	2,654,164.80	1,673,854.84	980,309.96	36.93%	
		November	2,629,475.30	1,652,784.21	976,691.09	37.14%	
		Total	8,062,357.90	5,120,698.45	2,941,659.46	36.49%	
	Qtr 3	July	3,108,042.90	1,961,810.38	1,146,232.52	36.88%	
		August	2,486,758.60	1,545,130.22	941,628.38	37.87%	X
		September	2,380,630.60	1,488,292.17	892,338.43	37.48%	X
		Total	7,975,432.10	4,995,232.77	2,980,199.33	37.37%	
	Qtr 2	May	2,781,726.10	1,706,971.53	1,074,754.57	38.64%	
		April	2,489,539.10	1,557,288.03	932,251.07	37.45%	X
		June	2,349,087.00	1,451,655.43	897,431.57	38.20%	X
		Total	7,620,352.20	4,715,915.00	2,904,437.20	38.11%	
Total			31,864,442.90	19,988,954.67	11,875,488.23	37.27%	
2019	Qtr 4	November	3,065,719.00	1,915,609.19	1,150,109.81	37.52%	
		December	2,733,352.10	1,727,928.53	1,005,423.57	36.78%	
		October	2,406,705.20	1,520,100.76	886,604.44	36.75%	✓



Year	Revenue	Same period LY
2018	19,293,494.20	
2019	31,534,789.50	19,293,494.20
Qtr 1	7,443,190.80	
Qtr 2	8,237,100.60	2,530,382.30
Qtr 3	7,558,631.80	8,415,166.50
Qtr 4	8,295,866.30	8,347,945.40
2020	31,864,442.90	31,534,789.50
Qtr 1	8,206,300.70	7,443,190.80
Qtr 2	7,620,352.20	8,237,100.60
Qtr 3	7,975,432.10	7,558,631.80
Qtr 4	8,062,357.90	8,295,866.30
Total	82,692,726.60	50,828,283.70

2018

2019

2020

31.86M

Goal: 31.53M (+1.05%)

82.69M

Total Sales

30.87M

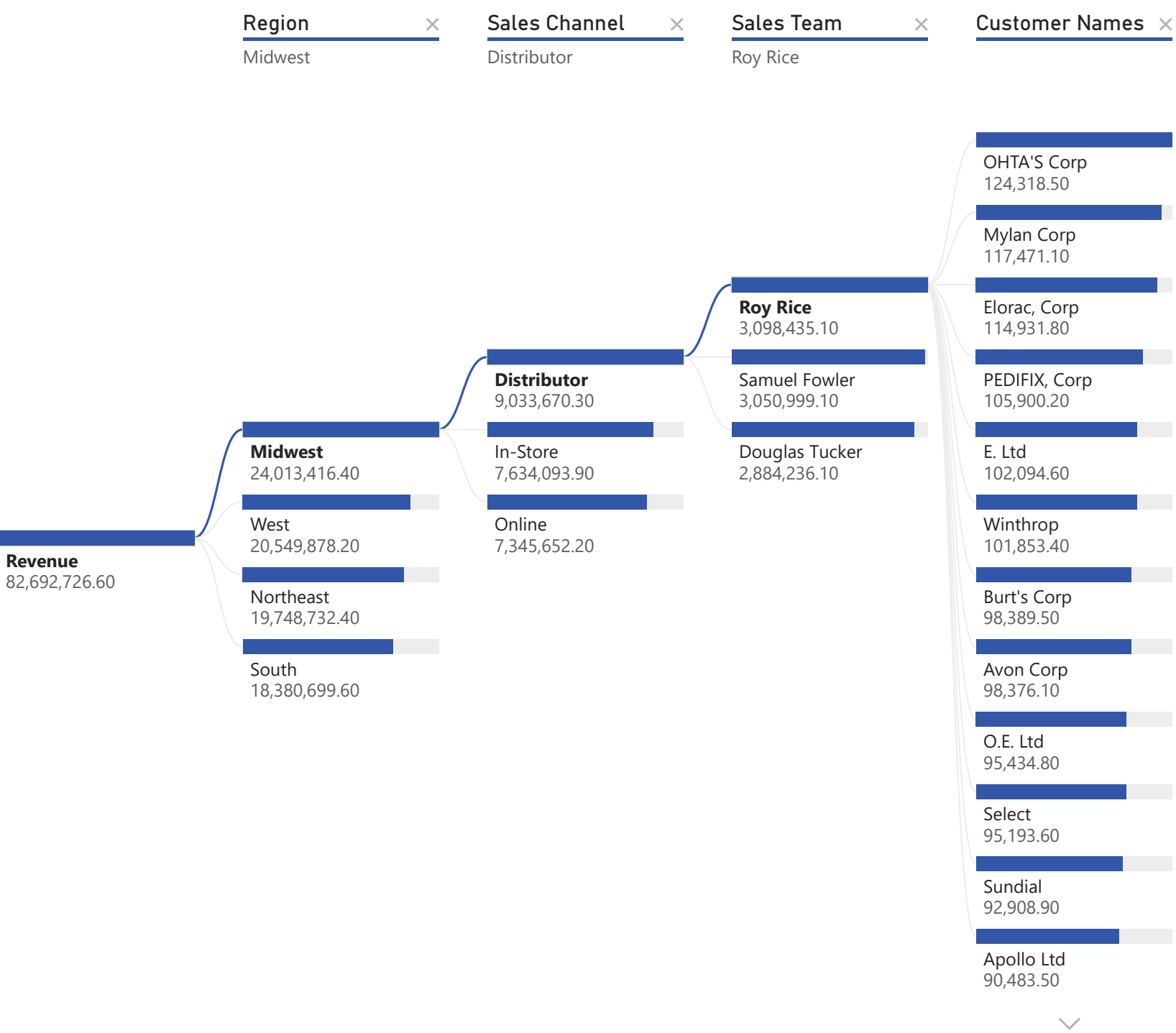
Total profits

51.82M

Total costs

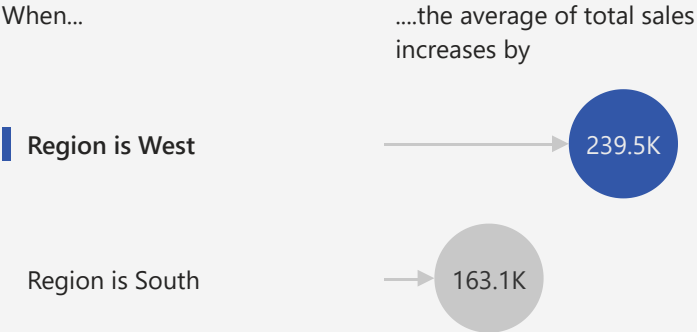
37.34%

% Profit Margins

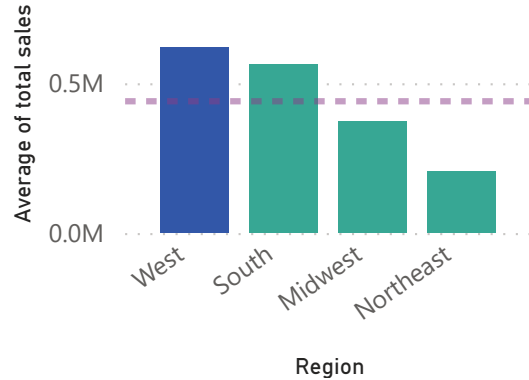


Key influencers

What influences total sales to Increase ?



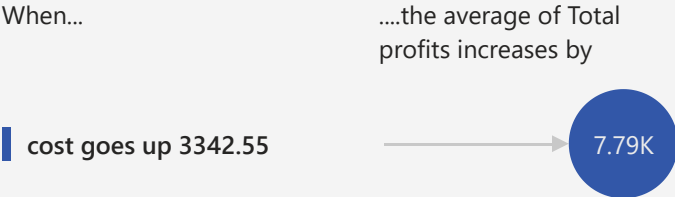
← total sales is more likely to increase when Region is West than otherwise (on average).



☐ Only show values that are influencers

Key influencers Top segments

What influences Total profits to Increase ?



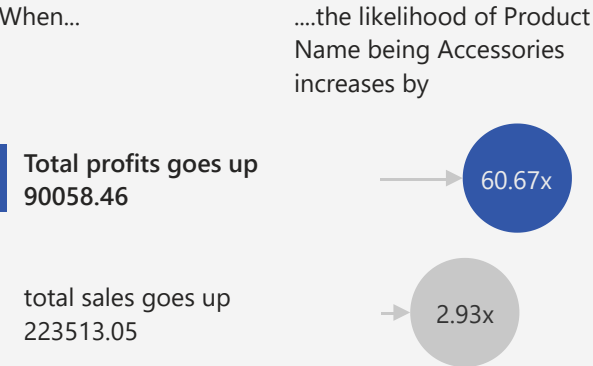
← On average when cost increases, Total profits also increases.



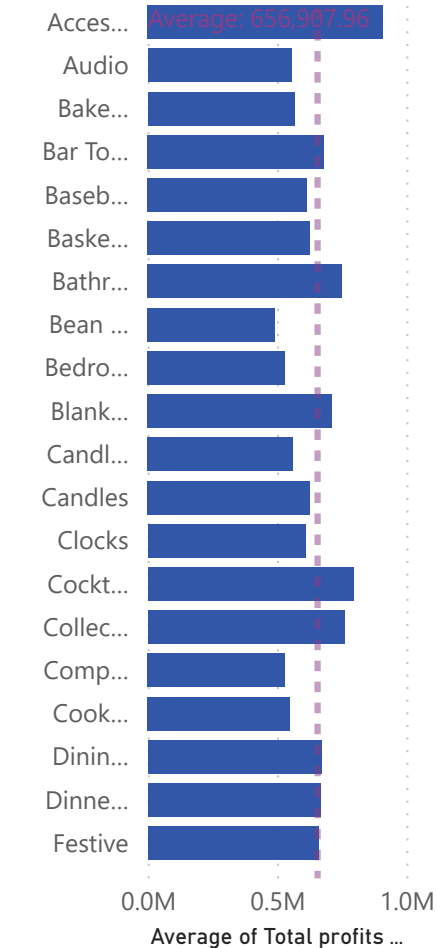
Product Name has more than 10 unique values. This may impact the quality of the analysis. [Learn more](#)

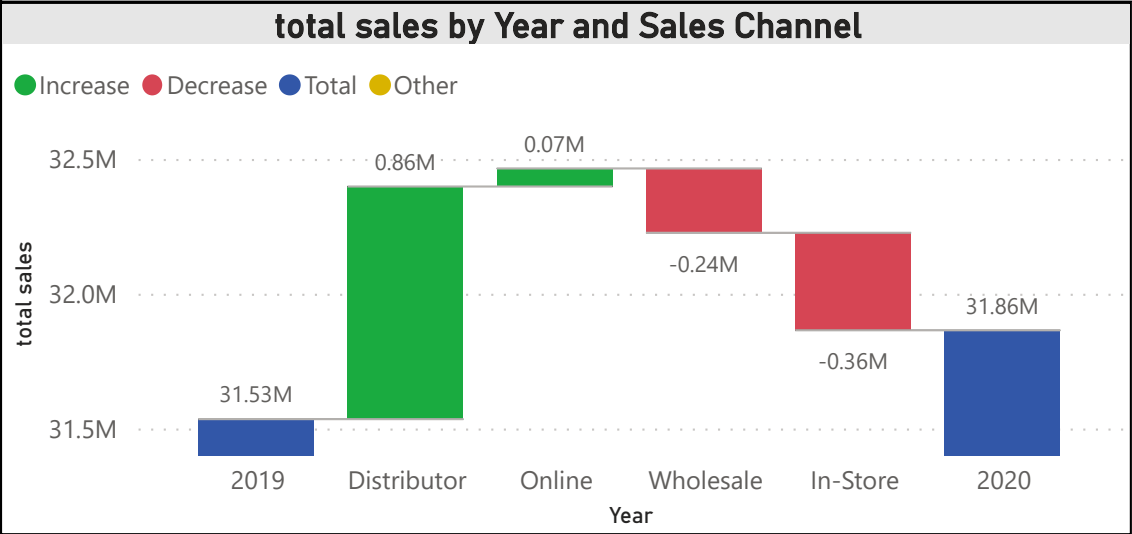
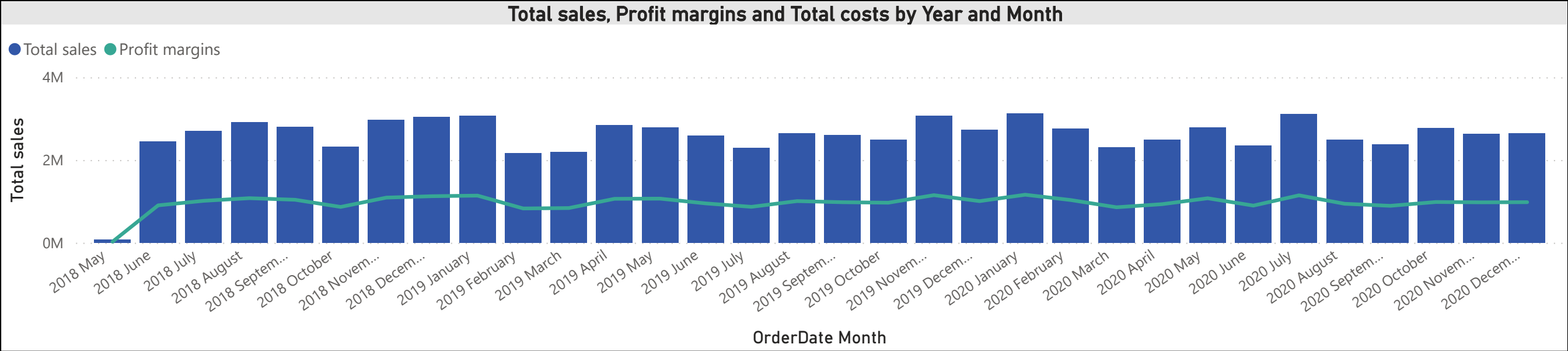
Key influencers Top segments

What influences Product Name to be Accessories ?



← On average when Total profits increases, the likelihood of Product Name being Accessories increases.

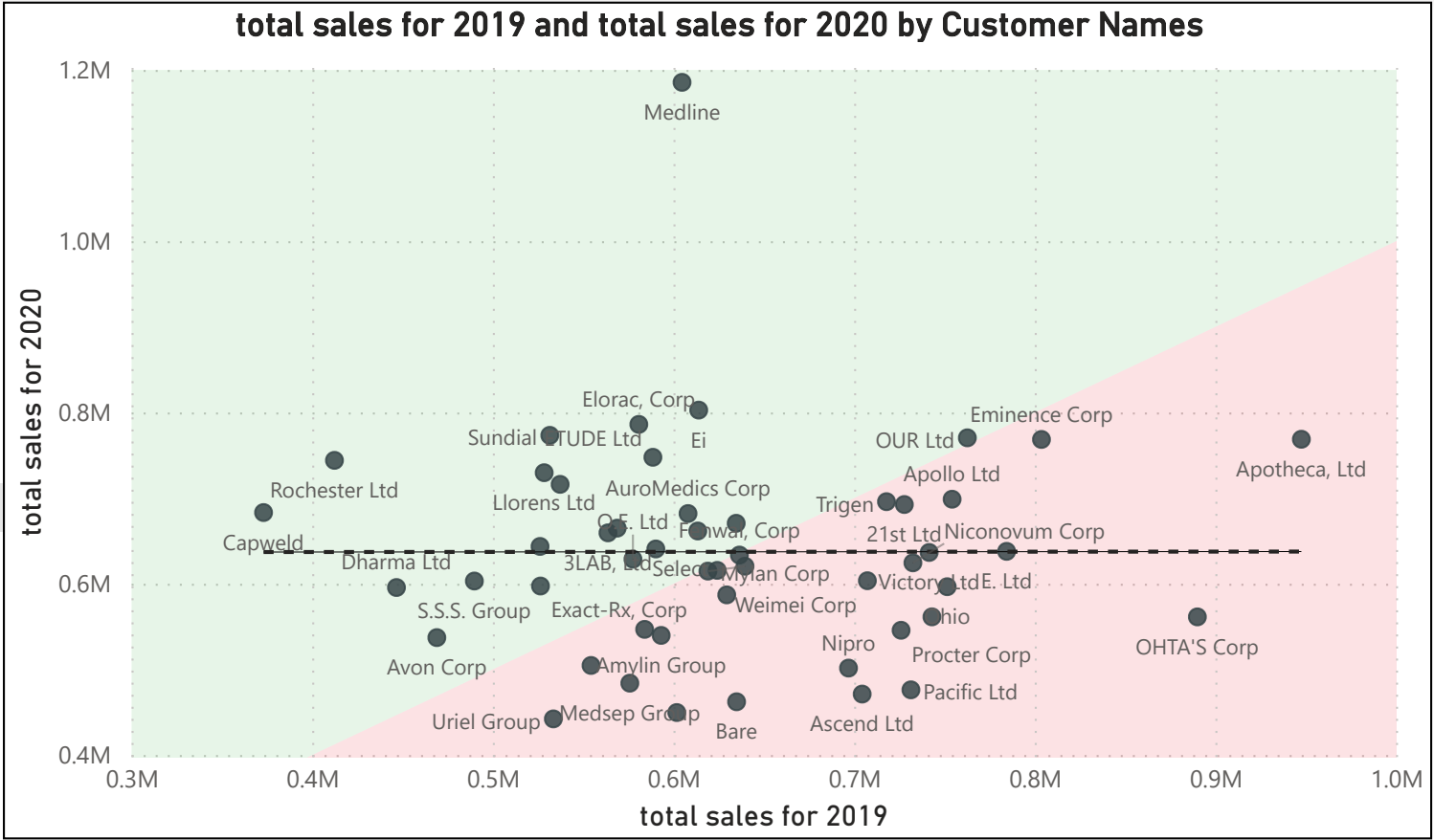






















Smart narrative Highlights

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.



Sales Team	Units sold	Sales	no. of orders	% Profit Margins	Total profits	Overall KPI	total sales by OrderDate
Joshua Bennett	108	151,956.00	23	37.21%	56,537.01	Not met goal	
Patrick Graham	123	189,536.30	29	39.96%	75,738.34	Not met goal	
Jonathan Hawkins	114	200,256.30	25	35.11%	70,312.21	Not met goal	
Frank Brown	88	218,795.20	21	42.10%	92,108.72	Not met goal	
Samuel Fowler	130	220,275.90	24	35.29%	77,746.26	Not met goal	
Keith Griffin	79	232,871.90	16	34.75%	80,923.47	Not met goal	
Stephen Payne	109	237,535.10	27	41.72%	99,099.90	Not met goal	
Joe Price	115	240,757.80	26	38.66%	93,075.66	Not met goal	
Shawn Cook	117	246,982.10	29	41.35%	102,134.80	Not met goal	
Chris Armstrong	123	249,266.80	22	40.80%	101,704.66	Not met goal	
Anthony Berry	118	251,075.80	29	34.36%	86,277.64	Not met goal	
George Lewis	109	261,440.70	25	39.35%	102,878.17	Not met goal	
Carlos Miller	114	262,680.20	23	34.55%	90,750.56	Not met goal	
Carl Nguyen	125	265,279.80	32	36.58%	97,047.42	Not met goal	
Joshua Little	124	272,944.60	25	38.76%	105,796.82	Not met goal	
Adam Hernandez	130	280,019.80	28	32.97%	92,311.33	Not met goal	
Shawn Torres	148	299,483.30	34	40.01%	119,835.20	Not met goal	
Jerry Green	145	302,927.10	30	38.13%	115,504.58	Not met goal	
Shawn Wallace	137	312,863.20	29	35.14%	109,935.68	Not met goal	
Anthonv Torres	143	318.156.20	30	39.90%	126.941.15	Not met goal	

Year

2018

2019

2020

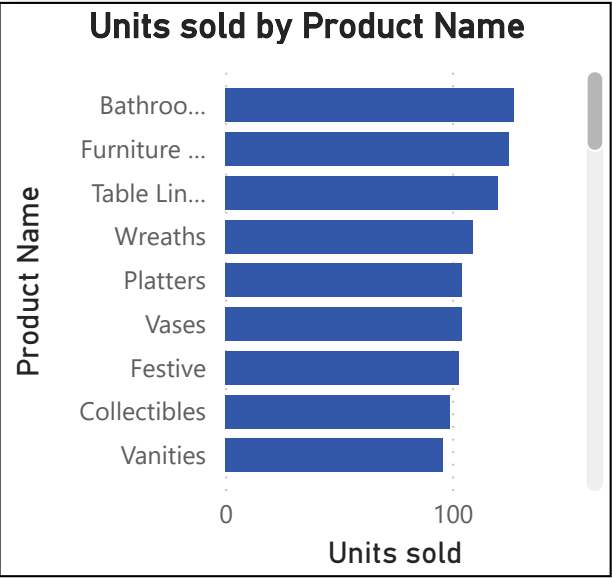
Quarter

Qtr 1

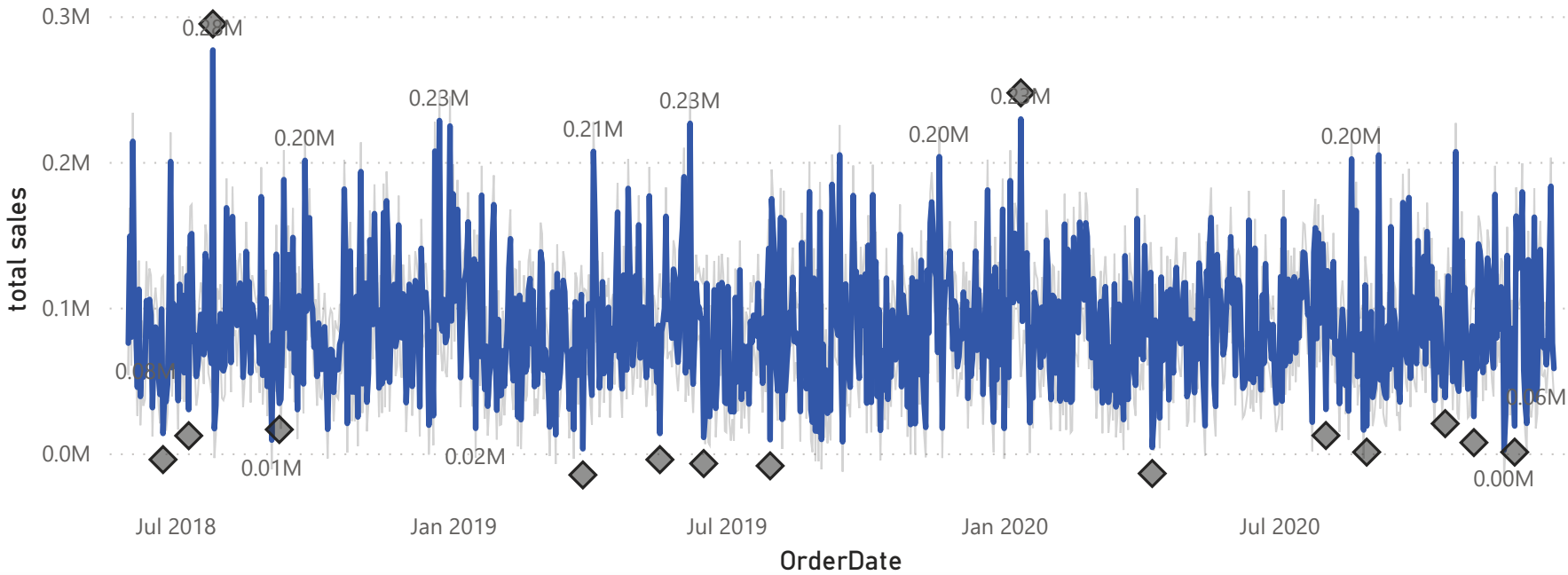
Qtr 2

Qtr 3

Qtr 4



total sales by OrderDate



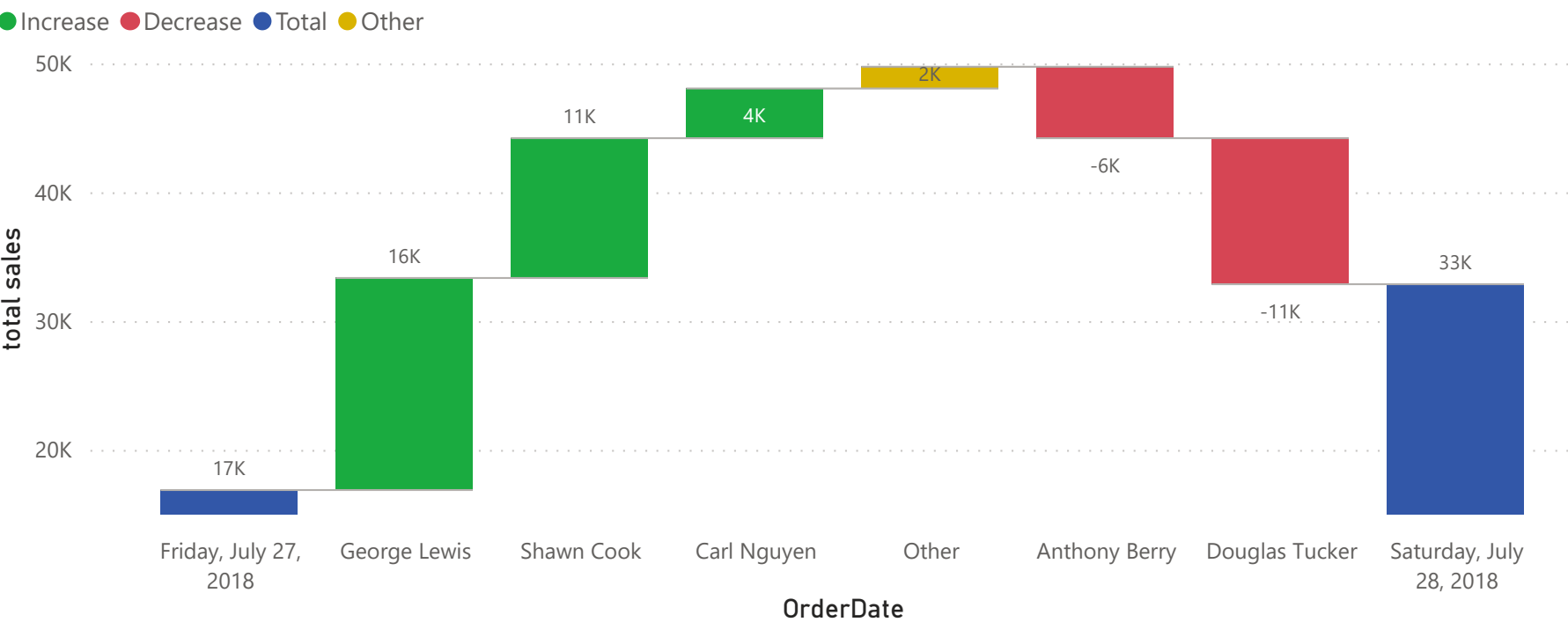
Smart Narrative

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.

July month Anomaly event explained



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

Population by City Name and WarehouseCode

WarehouseCode ● WARE-MKL1006 ● WARE-NBV1... ● WARE-NMK... ● WARE-PUJ1005 ● WARE-UHY1... ● WARE-XYS1...



Sales Channel

All

Sales Team

All

Unit Price

167.506,566.00

County ● Ada Cou... ● Adams C... ● Adams C... ● Alachua ... ● Alameda ...

