

- Category
- ☐ Furniture
 - ☐ Office Supp...
 - ☐ Technology

- Market
- ☐ Africa
 - ☐ APAC
 - ☐ Canada
 - ☐ EMEA
- Order Date
- ☐ 1/1/2016
 - ☐ 1/1/2018
 - ☐ 1/1/2019
 - ☐ 1/10/2016
 - ☐ 1/10/2017

Sales Overview

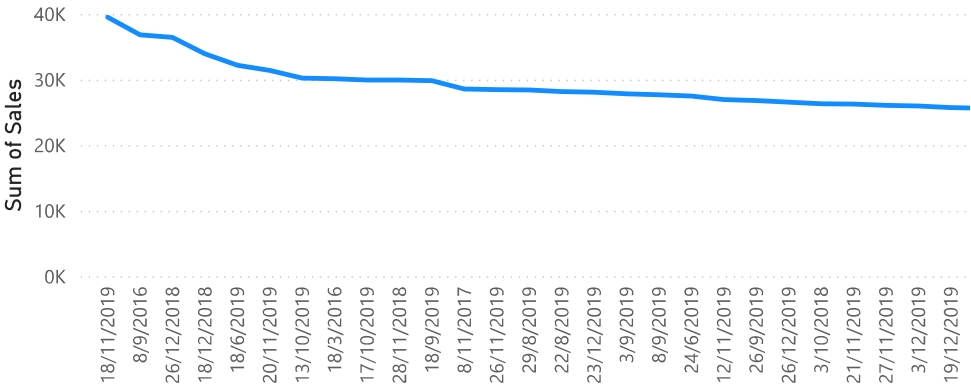
12.64M
Sum of Sales

1.47M
Sum of Profit

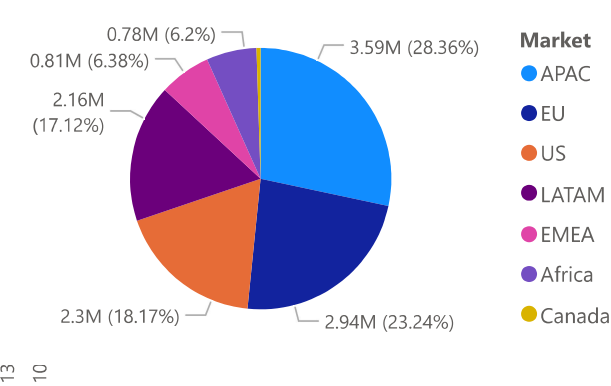
178K
Sum of Quantity

51.29K
Count of Order ID

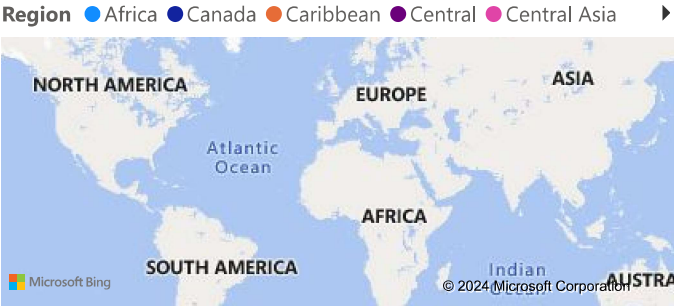
Sum of Sales by Order Date



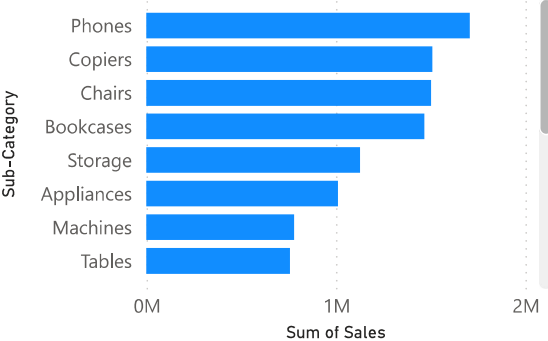
Sum of Sales by Market



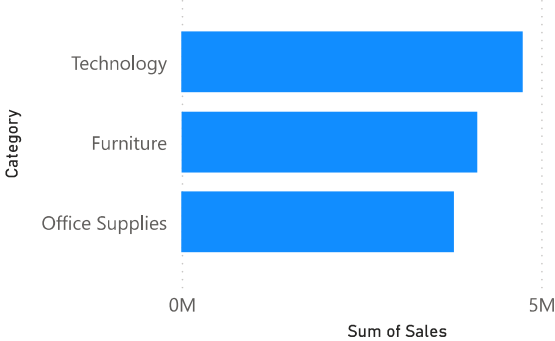
Sum of Sales by Region and City



Sum of Sales by Sub-Category



Sum of Sales by Category



Customer Analysis

148

Count of Customer ID

1.04M

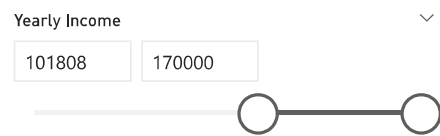
Total Sales from High-Value ...

246.49

Average Purchase Value

130.9...

Average of Yearly Income



- Segment
- ☐ Consumer
 - ☐ Corporate
 - ☐ Home Office

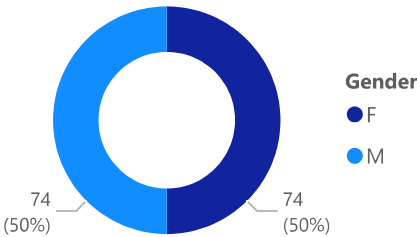
- Gender
- ☐ F
 - ☐ M

Customer ID Total Profit from High-Va Customers

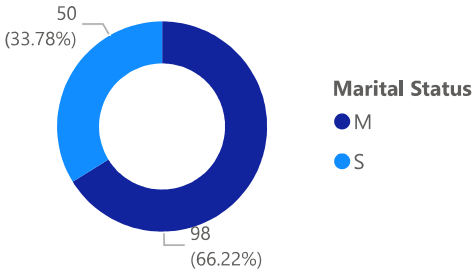
AB-255
AG-10270
AG-765
AJ-960
AM-10705
AM-360
AO-810
AR-10540

Total

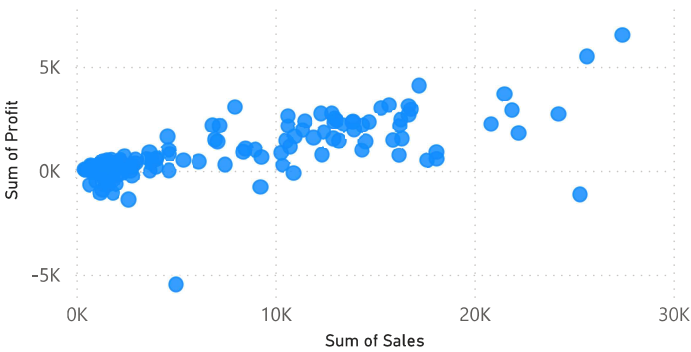
Count of Customer ID by Gender



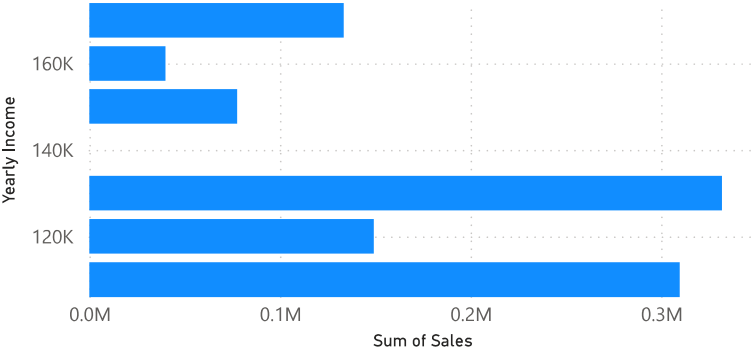
Count of Customer ID by Marital Status



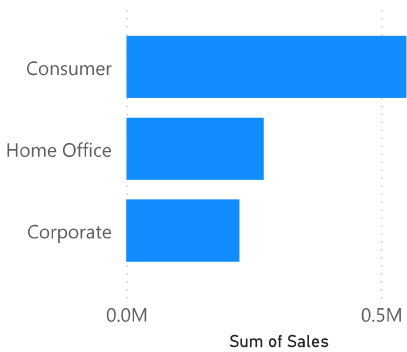
Sum of Sales and Sum of Profit by Customer ID



Sum of Sales by Yearly Income



n of Sales by Segment

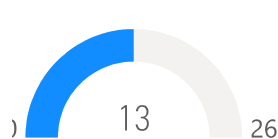


- Market
- ☐ APAC
 - ☐ EU
 - ☐ LATAM
 - ☐ United States

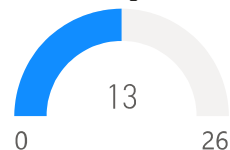
- Region
- ☐ (Blank)
 - ☐ Africa
 - ☐ AMEA

- Person
- ☐ (Blank)
 - ☐ Alejandro Ballentine
 - ☐ Anna Andreadi

Count of Person



Count of Region

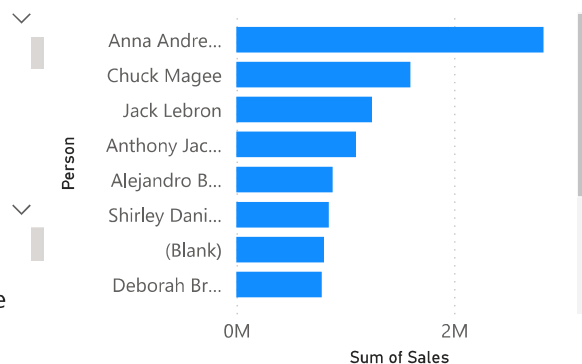


12.64M

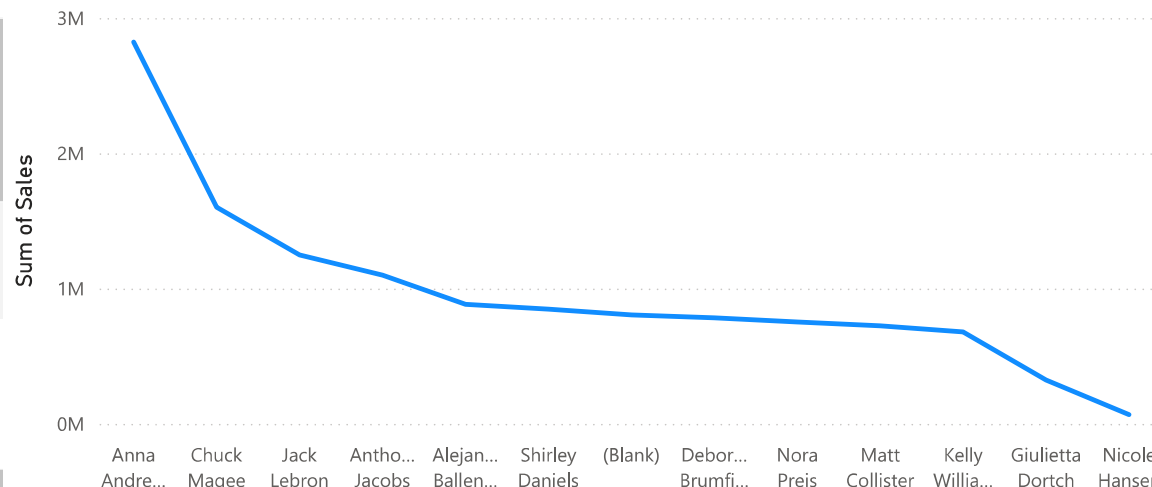
Total Sales

Salesperson Performance

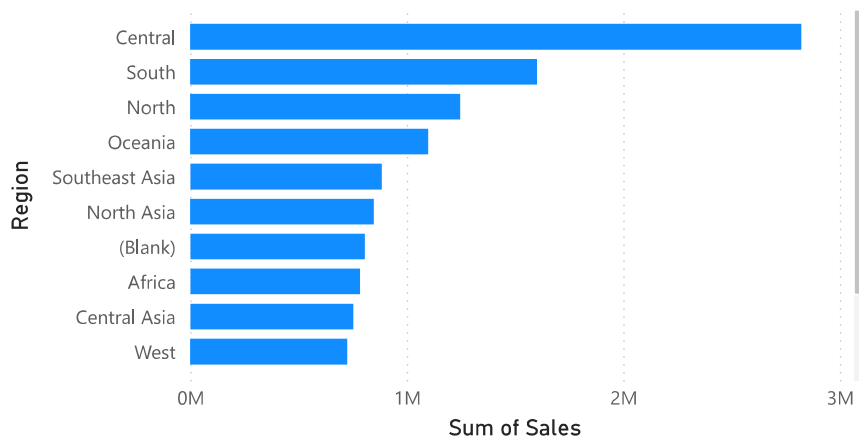
Sum of Sales by Person



Sum of Sales and First Order Date by Person



Sum of Sales by Region

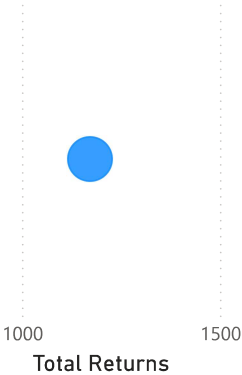


Person		Person		Person	
Sum of Sales	Market	Sum of Sales	Person	Sum of Sales	Region
783,773.21	Africa	806,161.31		66,928.17	Canada
3,585,744.13	APAC	884,423.17	Alejandro Ballentine	324,280.86	Caribbean
66,928.17	Canada	2,822,302.52	Anna Andreadi	678,781.24	East
806,161.31	EMEA	1,100,184.61	Anthony Jacobs	725,457.82	West
2,938,089.06	EU	1,600,907.04	Chuck Magee	752,826.57	Central Asia
2,164,605.17	LATAM	783,773.21	Deborah Brumfield	783,773.21	Africa
2,297,200.86	US	324,280.86	Giulietta Dortch	806,161.31	
12,642,501.91		1,248,165.60	Jack Lebron	848,309.78	North Asia
		678,781.24	Kelly Williams	884,423.17	Southeast Asia
		12,642,501.91		12,642,501.91	

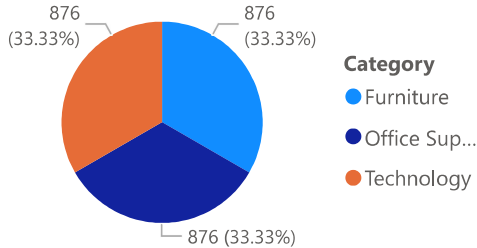
- Order Date
- ☐ 1/1/2016
- ☐ 1/1/2018
- ☐ 1/1/2019
- ☐ 1/10/2016
- ☐ 1/10/2017
- ☐ 1/10/2018

- Category
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

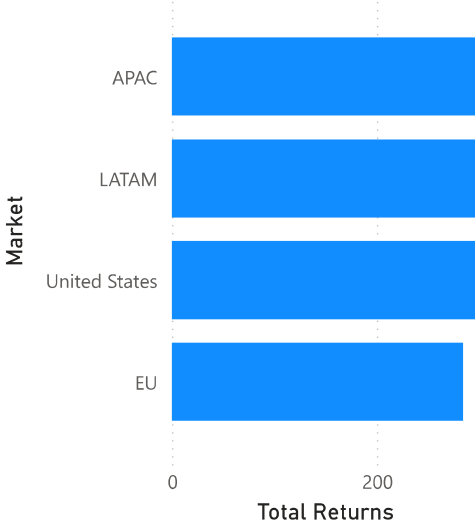
Total Returns and Profit Impact



Total Returns by Category



Total Returns by Market



Return Analysis

0.02

Return Rate

1172

Total Returns

117.90K

Profit Impact

Order ID	Customer Name	Product Name	Market
ES-2011-1137137	Aaron Bergman	Apple Office Telephone, Cordless	EU
ES-2011-1137137	Aaron Bergman	Belkin Keyboard, Ergonomic	EU
ES-2011-1137137	Aaron Bergman	Binney & Smith Markers, Fluorescent	EU
ES-2011-1137137	Aaron Bergman	Brother Fax and Copier, Color	EU
ES-2011-1137137	Aaron Bergman	Cardinal Binder Covers, Economy	EU
ES-2011-1137137	Aaron Bergman	Cisco Office Telephone, Cordless	EU
ES-2011-1137137	Aaron Bergman	Elite Box Cutter, High Speed	EU
ES-2011-1137137	Aaron Bergman	Elite Letter Opener, High Speed	EU
ES-2011-1137137	Aaron Bergman	Epson Calculator, Red	EU
ES-2011-1137137	Aaron Bergman	Fellowes Shelving, Industrial	EU
ES-2011-1137137	Aaron Bergman	Harbour Creations Round Labels, Laser Printer Compatible	EU
ES-2011-1137137	Aaron Bergman	HP Personal Copier, Digital	EU
ES-2011-1137137	Aaron Bergman	Ibico Binder Covers, Clear	EU
ES-2011-1137137	Aaron Bergman	Konica Receipt Printer, Durable	EU
ES-2011-1137137	Aaron Bergman	Novimex Shipping Labels, Alphabetical	EU
ES-2011-1137137	Aaron Bergman	Office Star Bag Chairs, Black	EU
ES-2011-1137137	Aaron Bergman	Okidata Calculator, Durable	EU
ES-2011-1137137	Aaron Bergman	Sharp Wireless Fax, Color	EU