Sales and Profit by Category and SubCategory

| Category	Sub-Catego..	Profit Consum..	Profit Corpora..	Profit Home Office	Sales Consum..	Sales Corpora..	Sales Home Office
Furniture	Chairs	13,235	8,345	5,010	172,863	99,141	56,445
	Furnishings	7,919	3,508	1,632	49,620	25,001	17,084
	Bookcases	-4,436	638	325	68,633	34,006	12,241
	Tables	-9,728	-4,906	-3,091	99,934	70,872	36,160
Office Supplies	Paper	15,535	10,362	8,157	36,324	23,883	18,272
	Binders	17,996	6,377	5,849	118,161	51,560	33,691
	Storage	7,104	9,131	5,044	100,492	79,791	43,560
	Appliances	6,982	7,430	3,726	52,820	36,589	18,124
	Envelopes	3,264	2,571	1,129	7,771	5,943	2,763
	Art	3,454	2,005	1,069	14,252	8,590	4,276
	Labels	3,076	1,761	709	6,709	4,102	1,675
	Fasteners	577	252	121	1,681	783	560
	Supplies	-1,658	339	130	25,741	19,435	1,497
Technology	Copiers	24,084	18,990	12,544	69,819	46,829	32,880
	Phones	23,837	11,766	8,912	169,933	91,153	68,921
	Accessories	20,736	12,707	8,493	87,105	48,191	32,085
	Machines	2,141	703	541	79,543	60,277	49,419

Orders by Customer

Customer Name

Region
■ Central
■ East
■ South
■ West

Customer Name	West	South	East	Central
William Brown	24		8	5
Paul Prost	3	13	15	3
Matt Abelman	3		14	17
John Lee	10	9	10	5
Seth Vernon	1	2	26	3
Jonathan Doherty	8	8	16	
Edward Hooks	15		15	2
Chloris Kastensmidt	7	3	15	7
Zuschuss Carroll	16	3	1	11
Emily Phan	10	5	5	11
Arthur Prichep	23	8		
Lena Cacioppo	15	6	1	8
Sally Hughsby	15	2	2	10
Ken Lonsdale	7	5		17
Greg Tran	8		11	10
Dean percer	4	12	10	3
Brian Moss	2		11	16
Xylona Preis	12	2	3	11
Kunst Miller	13		11	4
Keith Dawkins	10	6	7	5
Clay Ludtke	15	1	9	3
Chris Selesnick	13	9	1	5
Damala Kotsonis	14	4	4	5
Ben Ferrer	10	8	6	3
Steven Cartwright	14		7	5
Patrick Gardner	10	6	6	4
Noel Staavos	7	5	9	5
Laura Armstrong	4	2	8	12
Cassandra Brandow	8	2	9	7
Stewart Visinsky	9	5	10	1
Resi Pölking	10		11	4

Count of Orders

Orders by Customer

Customer Name

Customer	West	South	East	Central
Pete Kriz	4	3	10	8
Erin Ashbrook	3	2	11	9
Clytie Kelty	4	10	10	1
Adam Shillingsburg	1	1	12	11
Sung Pak	5	6	9	4
Stefania Perrino	6	1	12	5
Sanjit Jacobs	4	9	3	8
Rob Lucas	5	3	6	10
Maribeth Schnelling	10	1	4	9
Laurel Beltran	14	2	7	1
Joseph Airdo	12		6	6
Greg Guthrie	17	1	3	3
Dan Reichenbach	9	2	9	4
Brosina Hoffman	7	8	4	5
Rick Wilson	19			4
Rick Bensley	7	2	3	11
Lena Creighton	15	2	4	2
Ken Black	10	6	2	5
Keith Herrera	14	5		4
Joel Eaton	6	9	4	4
Dennis Kane	13		5	5
Dave Hallsten	9	8	5	1
Anna Häberlin	3	13	1	6
Suzanne McNair	3	1	13	5
Sanjit Chand	15	2	1	4
Russell Applegate	5	2	1	14
Patrick O'Brill	4	9	5	4
Natalie Webber	7	3	11	1
Mick Hernandez		7	7	8
Maria Etezadi	4	12		6
Lindsay Shagiari	3		4	15

Count of Orders

Region
- Central
- East
- South
- West

Orders by Customer

Customer Name	West	South	East	Central
Kelly Lampkin	7	8	2	5
Karl Braun	2	4	12	4
Joe Elijah	8	8	2	4
Guy Armstrong	6	2	2	12
Christine Sundaresam	6	9	7	
Chris Cortes	9	2	5	6
Carlos Soltero	6	1	12	3
Anne McFarland	3	11	7	1
Sue Ann Reed	9	9	1	2
Stewart Carmichael	3	2	12	4
Shirley Daniels	1	7	6	7
Saphhira Shifley	4	10	3	4
Ruben Dartt	15	1	5	
Pamela Stobb	7	10	4	
Naresj Patel	8	3	10	
Muhammed Yedwab	1	2	9	9
Irene Maddox	11	3	6	1
Frank Hawley	6	4	3	8
Eugene Moren	9	4	8	
Dean Braden	1	4	8	8
Barry Französisch	5	4	1	11
Arthur Gainer	9	3	4	5
Anthony Johnson	12	8	1	
Andrew Gjertsen	4	8	4	5
Tracy Blumstein	6	11	3	
Shahid Collister	3	8	4	5
Sam Zeldin	3	5	12	
Roger Demir	9	2	5	4
Nick Zandusky	10	6	4	
Michael Paige	3	6	11	
Marina Lichtenstein	9	4	7	

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Katherine Murray	7	4	5	4
Joe Kamberova	2	5	4	9
Jim Epp	3	11	2	4
Helen Wasserman	5	1	14	
Harry Marie	6		6	8
George Bell	7	2	9	2
Frank Merwin	9	2	5	4
Erin Smith	12	1	7	
Edward Becker	4	7	8	1
David Smith	4	3	6	7
Darrin Martin	2	4	10	4
Caroline Jumper	2	3	11	4
Brian Thompson	4	1	13	2
Brian Dahlen	8	10	2	
Brenda Bowman	3	1	5	11
Bart Pistole	11	2	5	2
Adrian Barton	6	2	1	11
Adam Hart	5	3	10	2
Tim Brockman	12	2	5	
Thomas Seio	8	8	1	2
Tamara Manning	6	1	6	6
Steve Nguyen	7	3	9	
Sanjit Engle	10	3	3	3
Rob Dowd	7	7	2	3
Peter Fuller	4	3	10	2
Mike Pelletier	9		4	6
Mick Crebagga	4		6	9
Michelle Moray	9		6	4
Maxwell Schwartz	7	2	9	1
Maria Bertelson	6	2	9	2
Logan Haushalter	13	1		5

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Logan Currie	6	2	8	3
Kalyca Meade	5		10	4
Justin MacKendrick	11	3	5	
Janet Martin	1	6	5	7
Jamie Frazer	5	3	11	
Herbert Flentye	8	5	4	2
Dean Katz	7		9	3
Darrin Sayre	16		3	
Cynthia Voltz	5		6	8
Claudia Bergmann	5	5	9	
Chuck Clark	8		8	3
Bill Donatelli	13		3	3
Anne Pryor	7	3	8	1
Victoria Wilson	7	1	7	3
Ted Butterfield			18	
Stephanie Ulpright	1	5	3	9
Scott Cohen	7	1	5	5
Ross Baird	4	7	6	1
Raymond Buch	6	3	8	1
Philisse Overcash	5	3	10	
Natalie DeCherney	7	3	5	3
Matt Connell	2	9	2	5
Katharine Harms	2	1	12	3
Karen Ferguson	8	5	2	3
Joy Smith	1	6	1	10
James Galang	7	4	4	3
Helen Andreada	7	3	1	7
Eugene Hildebrand	5	3	8	2
Dan Campbell		10	3	5
Carol Triggs	6		5	7
Ben Peterman	10	1	4	3

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Becky Castell	12		5	1
Arianne Irving	15	1	2	
Anna Andreadi	5	4	6	3
Ann Chong	2		15	1
Adam Bellavance	5	3	7	3
Tom Boeckenhauer	9	2	1	5
Theresa Swint	2	3	10	2
Sylvia Foulston	2	4		11
Sean Braxton	1	6	8	2
Sam Craven	1			16
Ralph Arnett	6	3	5	3
Paul Gonzalez	6	3	3	5
Nona Balk	2	4	5	6
Nat Carroll			4	13
Michael Kennedy	2	8	4	3
Matt Collister	2	4		11
Maribeth Dona	2	1	13	1
Ken Heidel	4	4	6	3
Katherine Nockton	3		12	2
Justin Deggeller	8		5	4
Julie Kriz	1	1	4	11
Jeremy Lonsdale	8		5	4
Jay Kimmel	8	5	4	
Henry Goldwyn	9	3	3	2
Gary Hansen	7	2	2	6
Frank Atkinson	8	7		2
Eric Hoffmann	5	1	3	8
Delfina Latchford	1	4	10	2
Darren Powers	2	1	5	9
Cynthia Arntzen	1	3	9	4
Christina Anderson	6	6	2	3

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Bradley Nguyen	6		6	5
Bart Watters	6	2	6	3
Valerie Dominguez	6	4	5	1
Toby Carlisle	9	2	4	1
Theone Pippenger	1	5	1	9
Tamara Dahlen	3	1	5	7
Ross DeVincentis	1	6	3	6
Rob Williams	5	1		10
Richard Bierner	8	1	5	2
Randy Ferguson	2	9	4	1
Nat Gilpin		4	8	4
Michael Moore	2	3	6	5
Luke Foster	3	1	5	7
Lena Radford	11	5		
Karen Daniels	2	1	6	7
John Castell	4	4	7	1
Jill Fjeld	1	7	4	4
Jeremy Pistek	7	3		6
Jennifer Braxton	3	3	4	6
Jay Fein	9	3	2	2
Giulietta Baptist		10	5	1
Elizabeth Moffitt	2	3	3	8
Beth Paige	4	2	5	5
Berenike Kampe	7		3	6
Becky Martin	3		6	7
Arthur Wiediger	4	1		11
Art Ferguson	3	2	6	5
Annie Thurman	3	2	8	3
Adrian Hane	10	2		4
Trudy Brown	3		9	3
Todd Sumrall	6		8	1

Count of Orders

Region
- Central
- East
- South
- West

Orders by Customer

Customer Name	West	South	East	Central
Thomas Thornton	5	1	3	6
Sung Shariari	2	4	5	4
Stephanie Phelps	5	1	5	4
Skye Norling	6		5	4
Shahid Hopkins	2	5	8	
Sean O'Donnell	5	6	4	
Sean Miller	1	8	5	1
Sarah Foster	9		3	3
Sample Company A	7	4	1	3
Ruben Ausman	7	8		
Roy Phan	6	3		6
Robert Waldorf	2	1	2	10
Rick Duston	10		2	3
Odella Nelson	3	3	5	4
Nick Crebassa	9	3	2	1
Neoma Murray	6		4	5
Neola Schneider	4		4	7
Max Jones	6	3	5	1
Maurice Satty	4	2	3	6
Mark Van Huff	7	1	2	5
Maris LaWare	6		4	5
Luke Weiss	3		7	5
Liz Preis	4	4	2	5
Lena Hernandez	1	6	5	3
Laurel Workman	8	2	4	1
Kristina Nunn	6	2	5	2
Kristen Hastings	9	5	1	
Katrina Edelman	7	1	3	4
Jeremy Farry	10	1	3	1
Jennifer Patt	1		9	5
Heather Kirkland	3	2	2	8

Count of Orders

Region
Central
East
South
West

Orders by Customer

Customer	West	South	East	Central
Frank Olsen	5	3	3	4
Filia McAdams	4	6	5	
Dianna Vittorini	7		6	2
Dana Kaydos	6	3		6
Cynthia Delaney	7	2		6
Christine Phan	2	3	10	
Anthony Jacobs	2	3	10	
Anna Gayman		8		7
Allen Armold	4	4	5	2
Victoria Pisteka	2	2	7	3
Trudy Schmidt	1	4		9
Tony Sayre	7	3	4	
Tonja Turnell	2	1		11
Ted Trevino	5	4	5	
Susan Pistek	3		10	1
Steve Chapman		2	1	11
Sheri Gordon	3	7	4	
Roland Schwarz	3	6	4	1
Roland Fjeld	3	1	1	9
Nathan Mautz	4		6	4
Nathan Cano	1	6	2	5
Natalie Fritzler		5	5	4
Mitch Webber	2		10	2
Michael Chen	7	4	1	2
Matthew Grinstein	2	3		9
Mark Packer		2	8	4
Luke Schmidt	5	1	3	5
Liz Thompson	5	3	2	4
Linda Southworth	7		2	5
Linda Cazamias	7		1	6
Kean Takahito	6	2		6

Count of Orders

Region
- Central
- East
- South
- West

Orders by Customer

Customer Name	South	East	Central	West
Katherine Hughes	6	2	6	
Joseph Holt		1	5	8
Jennifer Ferguson		4	2	8
Jason Fortune-			3	11
Jane Waco		1	6	7
Ivan Liston		4	6	4
Harold Ryan		1	7	6
Grace Kelly		1	1 / 2	10
George Ashbrook		1	2 / 3	8
Gary Zandusky		1	5 / 2	6
Fred McMath	4	3	4	3
Fred Harton	7	3	1	3
Frank Preis		6	3	5
Frank Carlisle		2	4 / 2	6
Emily Ducich		1	7	6
Dorothy Badders	6	5	3	
Denny Blanton	1	12	1	
Dennis Pardue		2	1 / 4	7
David Bremer	3	5	1	5
Dave Poirier		5	1	8
Darren Budd		3	5	6
Daniel Lacy	1	1 / 3	9	
Dan Lawera		3	3 / 1	7
Cyma Kinney	3	7	2	2
Craig Carreira	5	3	2	4
Christopher Schild	5	5	1 / 3	5
Cathy Prescott	2	3	7	2
Bryan Mills	2	8	2	2
Bruce Stewart		3	4	7
Benjamin Venier	1 / 4	3	6	
Alejandro Grove	1 / 3		10	

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Alejandro Ballentine	6	2	5	1
Alan Barnes	9	1	3	1
Tracy Hopkins		2	8	3
Todd Boyes		5	5	3
Tiffany House	4		4	5
Susan Vittorini	4		8	1
Speros Goranitis	1	1	7	4
Quincy Jones		3	6	4
Penelope Sewall	2	6	4	1
Pauline Webber	5	2	5	1
Paul Van Hugh	6	2		5
Paul Stevenson	7	2	2	2
Patrick O'Donnell	2	1	6	4
Patrick Jones	4	4	3	2
Parhena Norris	1	8	3	1
Nora Preis	7		3	3
Nick Radford	1	8	2	2
Michael Granlund	7		5	1
Max Ludwig	4	4	2	3
Max Engle	5	2	1	5
Maribeth Yedwab	8	2	1	2
Marc Harrigan	7	2	4	
Marc Crier	8	3	2	
Ken Dana	12		1	
Kean Thornton	4	1	5	3
Julie Prescott	3	3	5	2
John Murray	7	1	2	3
Jeremy Ellison	4		4	5
Janet Molinari	5		2	6
Jamie Kunitz	6	4	3	
Jack O'Briant	6	3	2	2

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Hallie Redmond	1	2	1	9
Gene McClure	4	1	6	2
Fred Hopkins	6	2	5	
Don Jones	4	5	4	
Denny Ordway	6	2	5	
Denise Monton	4	3	4	2
Deborah Brumfield	5		5	3
Dave Kipp	1	5	5	2
Dave Brooks	4	1	3	5
Daniel Raglin	1	2	7	3
Craig Molinari	4	3		6
Cindy Chapman	3		6	4
Christina VanderZand..	5	3		5
Christina DeMoss	5		8	
Chad Cunningham	5		5	3
Brad Eason			10	3
Bill Stewart	8		4	1
Barbara Fisher		7	3	3
Anthony Rawles	7		5	1
Alan Shonely	2	6	5	
Alan Schoenberger	9	3	1	
Alan Hwang	6	3	3	1
Yana Sorensen	7	4	1	
Valerie Mitchum	5	2	4	1
Toby Swindell	9		2	1
Tanja Norvell	9	1	1	1
Tamara Willingham	9	1	2	
Tamara Chand	1	2	2	7
Steven Roelle	2	1	4	5
Shui Tom	2	2	7	1
Shahid Shariari	3	3	2	4

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name

Customer Name	West	South	East	Central
Sean Christensen	3		3	6
Sarah Brown	6		2	4
Rose O'Brian	2	4		6
Rick Huthwaite	7		4	1
Rachel Payne	8			4
Pierre Wener	3	1	7	1
Patrick Ryan	8	3		1
Nicole Fjeld	5		6	1
Muhammed MacIntyre	2	2	4	4
Monica Federle	1	5	3	3
Michelle Arnett	4	4	1	3
Lynn Smith	3	1	5	3
Lisa Ryan	6		4	2
Lauren Leatherbury	4	7	1	
Jim Mitchum	8		4	
Jim Kriz	6		6	
Jim Karlsson	5	2	5	
Jack Lebron	1	6	3	2
Gary Mitchum			7	5
Ed Braxton	4		4	4
Dionis Lloyd	5	1	2	4
Daniel Byrd	5	6		1
Craig Carroll	6		3	3
Corey Catlett	3	5	3	1
Christy Brittain	1		7	4
Christine Kargatis	3	4	5	
Bill Overfelt	4		5	3
Barry Gonzalez		7		5
Annie Zypern	6		2	4
Ann Steele	3	5	1	3
Andrew Allen		1	1	10

Count of Orders

Region
- Central
- East
- South
- West

0 5 10 15 20 25 30 35

Orders by Customer

Customer Name	West	South	East	Central
Alice McCarthy	7		2	3
Alan Dominguez	5		6	1
Aimee Bixby			6	6
Vicky Freymann	8			3
Troy Staebel	4		3	4
Tony Chapman	4	3	2	2
Toby Braunhardt	1	1	8	1
Thomas Boland		7	3	1
Scot Coram	8		1	2
Sandra Glassco	10			1
Ryan Crowe	2	1	5	3
Roy Französisch	2	5	3	1
Robert Marley	4	3	4	
Rob Haberlin		6		5
Philip Brown	8		1	2
Nicole Hansen	2	2	2	5
Neil Knudson	6	1	3	1
Mike Vittorini	4	1	3	3
Mike Kennedy	5	6		
Mike Caudle	8	1	2	
Michelle Tran	3			8
Michael Stewart			6	5
Meg O'Connel	2	2	3	4
Maya Herman	5		5	1
Matt Collins	3	3	3	2
Mark Hamilton	1	1	5	4
Lindsay Williams	9	2		
Kelly Andreada	4		6	1
Joy Daniels	1		5	5
Joni Wasserman	3	4	4	
John Lucas	6		4	1

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Jim Sink	3	5	3	
Jesus Ocampo	3		7	1
Jason Gross	2		6	3
Jas O'Carroll	9	1	1	
Hunter Lopez		6	2	3
Hunter Glantz	1	2	3	5
Harold Engle			8	3
Greg Maxwell	6	5		
Greg Matthias	8		3	
Gary McGarr	4	3	4	
Frank Gastineau	3		7	1
Eugene Barchas	4		7	
Erica Hernandez	2	5	2	2
Emily Burns	4	3	3	1
Duane Noonan	6		4	1
Duane Huffman	3	7	1	
Doug O'Connell	2	4	4	1
Doug Bickford	8	3		
Dianna Wilson	3	2		6
Craig Yedwab	5	2	1	3
Christopher Conant	3	1	6	1
Christine Abelman	2		6	3
Charles Crestani	8			3
Carl Weiss	5		3	3
Brian Stugart	7	1		3
Becky Pak	3	1	7	
Alex Avila	3	2		6
Aaron Hawkins	5	1	5	
Victoria Brennan		3	1	6
Trudy Glocke	5	3		2
Tracy Poddar	8			2

Count of Orders

Region
- Central
- East
- South
- West

Orders by Customer

Customer Name	West	South	East	Central
Tracy Collins	6	1	3	
Tom Prescott	1		2	7
Tom Ashbrook			5	5
Sibella Parks			6	4
Shaun Chance	3		7	
Scot Wooten	2	2	5	1
Sarah Jordon	2	2		6
Russell D'Ascenzo	1			9
Roy Collins	6	2	1	1
Rick Reed		2	6	2
Phillip Flathmann	9		1	
Phillina Ober	1		6	3
Philip Fox	6	2	1	1
Pauline Johnson	3	2	5	
Patrick Bzostek	10			
Olvera Toch	4	2	3	1
Nora Paige	2		4	4
Nancy Lomonaco	10			
Mick Brown	2	3	2	3
Michelle Huthwaite	4	4	1	1
Michael Nguyen		2	4	4
Meg Tillman	3	3	2	2
Maureen Gastineau	2		8	
Mary Zewe	5		2	3
Mark Cousins	2	4	2	2
Katrina Willman		3	4	3
Katherine Ducich	3		4	3
Karen Carlisle	1	7		2
Karen Bern	3	2	1	4
Justin Ritter	6	1	1	2
Jessica Myrick	3		7	

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Janet Lee	2	1	5	2
Helen Abelman	4		5	1
Harry Greene		2	5	3
Harold Pawlan	3	1	3	3
Gary Hwang	9			1
Fred Chung	6		1	3
Eudokia Martin	7		2	1
Duane Benoit	3		5	2
Dorothy Wardle	2	2	6	
Don Miller		3	4	3
Corinna Mitchell	4	1	3	2
Christopher Martinez	2		5	3
Cathy Armstrong	3	3		4
Carol Adams	1	2	2	5
Candace McMahon	8			2
Bryan Davis	4		5	1
Bruce Degenhardt	3	6		1
Brendan Sweed	2	1	6	1
Brendan Murry	2		5	3
Bradley Talbott	7		3	
Bradley Drucker	2	4		4
Bill Tyler	5		2	3
Ben Wallace	3	2	4	1
Barry Franz	8			2
Ashley Jarboe	3	1		6
Andy Yotov	9			1
Aaron Smayling	3	4	1	2
Zuschuss Donatelli	4	3		2
Valerie Takahito			8	1
Tracy Zic	9			
Toby Gnade	7	1	1	

Region
- Central
- East
- South
- West

Count of Orders

Orders by Customer

Customer Name	Orders				Region
Thea Hudgings	6	3			■ Central
Sonia Sunley	5	4			■ East
Shaun Weien	5	3	1		■ South
Sharelle Roach	5	1	2	1	■ West
Sara Luxemburg	1	3	2	3	
Sandra Flanagan	1	2	5	1	
Ryan Akin	2	3	1	3	
Rob Beeghly	2	2	5		
Richard Eichhorn	2	1	6		
Ricardo Sperren	2	3	4		
Raymond Messe	1	2	5	1	
Noah Childs	2	2	5		
Nathan Gelder	3	1	5		
Mark Haberlin	1	5	2	1	
Lori Olson	1	2	2	4	
Liz Pelletier	9				
Liz Carlisle	4	1	3	1	
Laurel Elliston	1	3	1	4	
Khloe Miller	5	3	1		
Ken Brennan	1	1	7		
Katrina Bavinger	5	4			
Julie Creighton	2	2	4	1	
Juliana Krohn	4	4	1		
Julia Barnett	1	3	5		
Jonathan Howell	2	3	1	3	
John Stevenson	2	2	1	4	
John Grady	2	4	3		
Giulietta Weimer	2	3	2	2	
Emily Grady	1	6	2		
Edward Nazzal	7	2			
Dorothy Dickinson	3	2	1	3	

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central	Region

Legend (Region):
- Central (blue)
- East (orange)
- South (red)
- West (teal)

Customer Name	West	South	East	Central
Don Weiss	3	2	1	3
Deanra Eno	3		4	2
David Wiener	5	1		3
Darrin Van Huff	3	5		1
Dario Medina	3	1	1	4
Cindy Stewart	4	2	3	
Cindy Schnelling	1		7	1
Chuck Magee	6			3
Catherine Glotzbach	1	2	5	1
Carlos Daly	2		5	2
Bill Shonely	2	1	4	2
Bill Eplett	1		4	4
Beth Thompson	8			1
Andy Reiter	3		3	3
Andy Gerbode		3	5	1
Amy Cox	2	4	2	1
Alyssa Tate	6	1	2	
Alex Grayson	3	1		5
Yoseph Carroll	2		3	3
Vivian Mathis	2	2	3	1
Vivek Sundaresam	1	3		4
Vivek Gonzalez	7		1	
Steven Ward	2		6	
Steve Carroll	4	1		3
Rick Hansen	1	1	5	1
Ralph Kennedy			2	6
Paul Lucas	3		4	1
Neil Ducich	1	6		1
Mike Gockenbach	3	1	3	1
Michael Dominguez		1	3	4
Maureen Fritzler	1	2	5	

Count of Orders

Orders by Customer

Customer Name		Region
		■ Central
		■ East
		■ South
		■ West

Customer Name	Orders by Region
Matthew Clasen	West 4, Central 4
Kean Nguyen	West 5, South 1, East 1, Central 1
Joni Sundaresam	East 5, Central 3
Joni Blumstein	South 1, East 6, Central 1
John Huston	South 1, East 4, Central 3
Jill Stevenson	South 1, South 1, East 3, Central 3
Evan Henry	South 3, East 4, Central 1
Eva Jacobs	West 3, South 1, East 4
Erica Smith	West 5, South 1, East 1, Central 1
Erica Hackney	West 2, South 1, East 4, Central 1
Ellis Ballard	West 5, South 1, East 1, Central 1
Ed Jacobs	West 5, South 1, Central 2
Doug Jacobs	South 1, East 7
Dianna Arnett	South 1, East 5, Central 2
Denise Leinenbach	West 1, South 2, East 1, Central 4
Deirdre Greer	West 2, East 6
Darren Koutras	West 2, South 5, Central 1
Craig Leslie	West 5, South 1, East 1, Central 1
Corey-Lock	West 2, South 1, East 1, Central 4
Chris McAfee	West 1, South 3, East 2, Central 2
Charles Sheldon	West 4, South 2, East 1, Central 1
Cari Sayre	West 6, Central 2
Bryan Spruell	West 2, East 6
Brooke Gillingham	West 1, East 5, Central 2
Brian DeCherney	West 2, South 1, East 3, Central 2
Benjamin Farhat	West 5, South 1, Central 2
Barry Blumstein	West 5, South 1, Central 2
Anthony Witt	West 4, East 2, Central 2
Ann Blume	West 6, South 1, Central 1
Amy Hunt	West 1, South 2, East 2, Central 3
Allen Goldenen	West 1, South 3, East 4

Count of Orders

Orders by Customer

Customer Name					Region
Alejandro Savely	3	1	4		■ Central
Alan Haines	3	4	1		■ East
Troy Blackwell	2	2	3		■ South
Tom Stivers	4	2	1		■ West
Toby Ritter	3	1	2	1	
Thea Hendricks	4	1	2		
Sonia Cooley	1	3	1	2	
Shirley Jackson	3	3	1		
Scott Williamson	2	1	3	1	
Sarah Bern	1	4	2		
Roger Barcio	1	5	1		
Robert Barroso	3	4			
Peter McVee	2	3	2		
Pete Takahito	4	3			
Pete Armstrong	1	1	5		
Nora Pelletier	2	1	3	1	
Michael Grace	3	1	3		
Maureen Gnade	5	2			
MaryBeth Skach	4	1	2		
Liz MacKendrick	4	3			
Lisa DeCherney	2	4	1		
Lindsay Castell	1	4	2		
Kimberly Carter	2	5			
Justin Ellison	2	1	4		
Julia West	1	3	2	1	
Joy Bell-	3	2	2		
John Dryer	1	1	1	4	
Jill Matthias	4	2	1		
Jennifer Halladay	2	4	1		
James Lanier	5	2			
Jack Garza	2	5			

Count of Orders

Orders by Customer

Customer Name	West	South	East	Central
Ivan Gibson	3	3		1
Henry MacAllister	4	2		1
Harold Dahlen			5	2
Guy Thornton	4			3
Evan Bailliet	2	2		3
Erin Creighton	2	2	2	1
Eric Barreto	2	3		2
Eleni McCrary	3		4	
Debra Catini	1	4		2
Cyra Reiten	1	3		3
Charlotte Melton	2	2		3
Charles McCrossin	1		5	1
Chad Sievert	6			1
Chad McGuire	3		4	
Carl Ludwig	1		5	1
Cari Schnelling		2	4	1
Bruce Geld	4	1	1	1
Bobby Trafton	1		4	2
Barry Pond	2		3	2
Art Foster		2	5	
Andrew Roberts	1		5	1
Allen Rosenblatt	2	1	3	1
Vivek Grady		1	3	2
Susan MacKendrick			6	
Stuart Van	1	1		4
Shirley Schmidt		4	1	1
Sean Wendt			3	3
Sally Matthias	1		3	2
Randy Bradley			2	4
Michelle Ellison	4	1		1
Matt Hagelstein	4	1		1

Region: Central, East, South, West

Count of Orders

Orders by Customer

Customer Name

Customer	Values
Mathew Reese	1 4 1
Maria Zettner	6
Magdelene Morse	1 5
Lycoris Saunders	1 2 3
Lisa Hazard	4 1 1
Julia Dunbar	1 5
Jennifer Jackson	1 3 2
Hilary Holden	6
Henia Zydlo	1 3 2
Heather Jas	4 1 1
Grant Thornton	2 4
Giulietta Dortch	2 2 2
Erin Mull	2 3 1
Erica Bern	3 3
Eric Murdock	2 2 2
Dorris liebe	3 2 1
Dennis Bolton	2 4
David Flashing	2 1 3
Craig Reiter	4 2
Clay Rozendal	3 1 2
Chuck Sachs	2 4
Carol Darley	1 1 4
Brad Norvell	1 3 1 1
Benjamin Patterson	3 1 2
Bart Folk	1 5
Anna Chung	2 2 2
Aaron Bergman	3 3
Victor Preis	1 3 1
Susan Gilcrest	1 4
Stuart Calhoun	1 1 3
Sally Knutson	5

Region
- Central
- East
- South
- West

Count of Orders

0   5   10   15   20   25   30   35

Orders by Customer

Customer Name

Customer	West	East	South	Central
Robert Dilbeck	2	1		2
Peter Bühler			2	1 · 2
Pamela Coakley	3	2		
Melanie Seite	1	2		2
Mary O'Rourke		3		2
Liz Willingham	1		3	1
Kelly Williams	1	2		2
Kelly Collister	3	1		1
Justin Hirsh	2	3		
Guy Phonely		5		
Georgia Rosenberg	1	4		
George Zrebassa	4	1		
Elpida Rittenbach	1		3	1
Denny Joy	3		1	1
David Kendrick		3		2
Claire Gute			2	3
Brian Derr	1	4		
Bobby Elias	1	1	1	2
Astrea Jones	1	4		
Anthony Garverick	1	1		3
Angele Hood	3		1	1
Alyssa Crouse	2	1		2
Alex Russell		3		2
Aleksandra Gannaway	4	1		
Tony Molinari	1	2		1
Thomas Brumley	2		1	1
Theresa Coyne		4		
Sung Chung	3			1
Ralph Ritter	1			3
Paul MacIntyre			1	3
Neil Französisch	1		1	2

Count of Orders

Orders by Customer

Customer Name

Customer	Orders
Michelle Lonsdale	2 2
Michael Oakman	1 3
Karen Seio	1 3
Jenna Caffey	4
Jasper Cacioppo	2 2
Jason Klamczynski	1 1 2
Ionia McGrath	4
Evan Minnotte	3 1
Eileen Kiefer	3 1
David Philippe	3 1
Corey Roper	1 2 1
Clay Cheatham	3 1
Cathy Hwang	1 2 1
Carlos Meador	1 3
Brendan Dodson	3 1
Beth Fritzler	2 2
Tim Taslimi	1 1 1
Roy Skaria	1 2
Ritsa Hightower	3
Pauline Chand	3
Paul Knutson	1 2
Muhammed Lee	2 1
Mitch Willingham	1 2
Larry Tron	2 1
Larry Hughes	1 1 1
Larry Blacks	1 1 1
Joel Jenkins	2 1
Jim Radford	2 1
Greg Hansen	3
Gene Hale	3
Fred Wasserman	1 1 1

Count of Orders

Region
- Central
- East
- South
- West

Orders by Customer

Customer Name

Customer	Count
Brad Thomas	3
Barry Weirich	1 2
Adrian Shami	1 2
Thais Sissman	1 1
Stefanie Holloman	1 1
Roland Murray	2
Phillip Breyer	1 1
Patricia Hirasaki	2
Nicole Brennan	1 1
Mitch Gastineau	2
Ed Ludwig	1 1
Bobby Odegard	1 1
Anemone Ratner	2
Ricardo Emerson	1
Lela Donovan	1
Jocasta Rupert	1
Carl Jackson	1
Anthony O'Donnell	1

Count of Orders

Region
- Central
- East
- South
- West

Customers by Profit and Sales

Customer Name (top-to-bottom): Cindy Stewart, Grant Thornton, Luke Foster, Sharelle Roach, Henry Goldwyn, Nathan Cano, Sean Braxton, Sean Miller, Christine Phan, Natalie Fritzler, Becky Martin, Tracy Blumstein, Dan Campbell, David Bremer, Rose O'Brian, Tom Prescott, Zuschuss Carroll, Victoria Pisteka, Shahid Shariari, Olvera Toch, Victoria Wilson, Joseph Airdo, Paul Knutson, Jim Radford, Skye Norling, Barry Gonzalez, Tanja Norvell, Stewart Carmichael, Joseph Holt, Peter Fuller, Gary Hansen

Sub-Category: Accessories, Appliances, Art, Binders, Bookcases, Chairs, Copiers, Envelopes, Fasteners, Furnishings, Labels, Machines, Paper, Phones, Storage, Supplies, Tables

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name

	Sales		Profit
Tracy Hopkins			
Michelle Moray			
Michael Grace			
Ross Baird			
Ryan Akin			
Darrin Van Huff			
Michael Kennedy			
Maureen Gnade			
Charles McCrossin			
Lisa Ryan			
Alan Haines			
Muhammed Yedwab			
Alex Avila			
Noah Childs			
Christopher Schild			
Maureen Fritzler			
Cyma Kinney			
Joni Sundaresam			
Beth Paige			
Linda Southworth			
Sam Craven			
Joy Smith			
Cindy Schnelling			
Elpida Rittenbach			
Troy Staebel			
Barry Franz			
Joni Blumstein			
Ann Blume			
Stefania Perrino			
Giulietta Weimer			
Dorothy Wardle			

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name

	Sales	Profit
John Dryer		
Vivek Sundaresam		
David Flashing		
Aaron Smayling		
Thea Hudgings		
Matthew Clasen		
Anna Gayman		
Lisa Hazard		
Maribeth Dona		
Susan MacKendrick		
Noel Staavos		
Valerie Takahito		
Alex Russell		
Jack Lebron		
Carol Darley		
Benjamin Patterson		
Amy Hunt		
Lena Cacioppo		
Toby Swindell		
Pauline Chand		
Kelly Lampkin		
Jill Stevenson		
Randy Bradley		
Art Foster		
Andy Gerbode		
Katherine Nockton		
Shahid Hopkins		
Troy Blackwell		
Harold Dahlen		
Thea Hendricks		
Pamela Stobb		

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customers by Profit and Sales

Customer Name

Customer Name	Sub-Category
Eleni McCrary	Accessories
Henia Zydlo	Appliances
Carlos Soltero	Art
Sheri Gordon	Binders
Sibella Parks	Bookcases
Bruce Stewart	Chairs
Darren Koutras	Copiers
Arthur Wiediger	Envelopes
Allen Rosenblatt	Fasteners
Justin Hirsh	Furnishings
Vicky Freymann	Labels
Gene Hale	Machines
Erica Hernandez	Paper
Mike Gockenbach	Phones
David Wiener	Storage
Michael Oakman	Supplies
Sean O'Donnell	Tables
Edward Becker	
Bobby Trafton	
Maris LaWare	
Sung Shariari	
Ralph Ritter	
Mick Crebagga	
Berenike Kampe	
Alyssa Crouse	
Barry Weirich	
Jim Sink	
Dionis Lloyd	
Erin Ashbrook	
Vivek Grady	
Laurel Beltran	

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sales **Profit**

Customers by Profit and Sales

Customer Name			
Phillina Ober			
Liz MacKendrick			
Carlos Meador			
David Philippe			
Denny Ordway			
Joni Wasserman			
Anna Chung			
Sally Matthias			
Nick Radford			
Jennifer Halladay			
Michelle Tran			
Sarah Jordon			
Pete Takahito			
Scot Wooten			
Jeremy Farry			
Bill Stewart			
Herbert Flentye			
Jonathan Howell			
Neola Schneider			
Anthony Garverick			
Guy Thornton			
Odella Nelson			
Greg Hansen			
Alex Grayson			
Michael Dominguez			
Susan Gilcrest			
Thais Sissman			
Adrian Hane			
Mitch Gastineau			
Paul Lucas			
Jasper Cacioppo			

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customers by Profit and Sales

Customer Name	Sub-Category
Karen Seio	Accessories
Ritsa Hightower	Appliances
Lela Donovan	Art
Eric Barreto	Binders
Carl Jackson	Bookcases
Jason Gross	Chairs
Daniel Lacy	Copiers
Ricardo Emerson	Envelopes
George Bell	Fasteners
Roy Skaria	Furnishings
Ryan Crowe	Labels
Tony Sayre	Machines
Barry Blumstein	Paper
Anthony O'Donnell	Phones
Larry Hughes	Storage
Greg Guthrie	Supplies
Ed Braxton	Tables
Susan Pistek	
Larry Blacks	
Melanie Seite	
Janet Martin	
Evan Minnotte	
Adrian Shami	
Phillip Breyer	
Fred Wasserman	
Nicole Brennan	
Beth Fritzler	
Maureen Gastineau	
John Huston	
Joy Daniels	
Ed Ludwig	

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sales

Profit

Customers by Profit and Sales

Customer Name		Sub-Category
Roland Murray		■ Accessories
Marc Harrigan		■ Appliances
Sung Chung		■ Art
Guy Phonely		■ Binders
Laurel Workman		■ Bookcases
Anemone Ratner		■ Chairs
Alan Shonely		■ Copiers
Clay Cheatham		■ Envelopes
Joel Jenkins		■ Fasteners
Russell D'Ascenzo		■ Furnishings
Greg Matthias		■ Labels
Dorothy Dickinson		■ Machines
Brad Norvell		■ Paper
Patrick O'Brill		■ Phones
Lycoris Saunders		■ Storage
Erin Mull		■ Supplies
Muhammed Lee		■ Tables
Andrew Roberts		
Patricia Hirasaki		
Tom Stivers		
Karl Braun		
Stuart Calhoun		
Eric Hoffmann		
Janet Lee		
Joe Kamberova		
Michael Stewart		
Jason Klamczynski		
Dianna Arnett		
Muhammed MacIntyre		
Larry Tron		
Aleksandra Gannaway		

Sales · Profit

Customers by Profit and Sales

Customer Name

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Mary O'Rourke
Bobby Odegard
Rachel Payne
Astrea Jones
Craig Yedwab
Mark Haberlin
Roy Collins
Chuck Magee
Adam Shillingsburg
Anthony Witt
Shirley Jackson
Steven Ward
Allen Goldenen
Don Weiss
Robert Barroso
Clay Rozendal
Rob Beeghly
Max Engle
Michael Moore
Cyra Reiten
Angele Hood
MaryBeth Skach
Shui Tom
Maria Zettner
Neil Französisch
Catherine Glotzbach
Hilary Holden
Liz Carlisle
Tamara Dahlen
Khloe Miller
Charlotte Melton

Sales: 0K 5K 10K 15K 20K 25K

Profit: -6K -4K -2K 0K 2K 4K 6K 8K

Sales   **Profit**

Customers by Profit and Sales

Customer Name

	Sales	Profit
Tiffany House		
Tim Taslimi		
Brendan Murry		
Sean Wendt		
Eugene Hildebrand		
Erin Creighton		
Eileen Kiefer		
Jason Fortune-		
Heather Jas		
Cynthia Voltz		
Helen Andreada		
Sonia Cooley		
Alyssa Tate		
Eric Murdock		
Andy Yotov		
Emily Grady		
Cari Schnelling		
Susan Vittorini		
Michelle Ellison		
Brooke Gillingham		
Kelly Williams		
Jocasta Rupert		
Dario Medina		
Dorothy Badders		
Liz Pelletier		
Bart Folk		
Julia Dunbar		
Jill Matthias		
Charles Sheldon		
Kean Nguyen		
Vivian Mathis		

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customers by Profit and Sales

Customer Name		
Duane Huffman		
Brendan Dodson		
Jim Mitchum		
Henry MacAllister		
Nona Balk		
Mick Brown		
Tony Chapman		
Bruce Geld		
Neil Knudson		
Mike Caudle		
Matt Hagelstein		
Julie Kriz		
Joy Bell-		
Brad Thomas		
Aaron Bergman		
Debra Catini		
Sonia Sunley		
Ann Steele		
Guy Armstrong		
Patrick Gardner		
Bryan Mills		
Michelle Lonsdale		
Brad Eason		
Tracy Poddar		
Bryan Davis		
Chloris Kastensmidt		
Brian Derr		
Vivek Gonzalez		
Chad Sievert		
Sanjit Jacobs		
Corey Roper		

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales: 0K 5K 10K 15K 20K 25K

Profit: -6K -4K -2K 0K 2K 4K 6K 8K

Customers by Profit and Sales

Customer Name

	Sub-Category
Emily Phan	
Harry Greene	■ Accessories
Lori Olson	■ Appliances
Cassandra Brandow	■ Art
Erica Hackney	■ Binders
Anthony Jacobs	■ Bookcases
Julia West	■ Chairs
Cindy Chapman	■ Copiers
Annie Zypern	■ Envelopes
Jennifer Braxton	■ Fasteners
Chuck Sachs	■ Furnishings
Kimberly Carter	■ Labels
Sarah Bern	■ Machines
Paul MacIntyre	■ Paper
Carol Triggs	■ Phones
Laurel Elliston	■ Storage
Erica Bern	■ Supplies
Mathew Reese	■ Tables
David Smith	
Jesus Ocampo	
Sally Knutson	
Meg O'Connel	
Claire Gute	
Dean Braden	
Mick Hernandez	
Michael Granlund	
Rob Haberlin	
Dorris liebe	
Craig Molinari	
Duane Benoit	
Magdelene Morse	

Sales: 0K 5K 10K 15K 20K 25K

Profit: -6K -4K -2K 0K 2K 4K 6K 8K

Customers by Profit and Sales

Customer Name		Sub-Category
Thomas Brumley		Accessories
Eugene Barchas		Appliances
Cari Sayre		Art
Hallie Redmond		Binders
Craig Carreira		Bookcases
Greg Maxwell		Chairs
Mark Van Huff		Copiers
Fred McMath		Envelopes
Parhena Norris		Fasteners
Liz Willingham		Furnishings
Darrin Sayre		Labels
Bryan Spruell		Machines
Kean Thornton		Paper
Alice McCarthy		Phones
Cathy Hwang		Storage
Matt Connell		Supplies
Philip Fox		Tables
Frank Merwin		
Paul Stevenson		
Stuart Van		
Don Miller		
Shirley Schmidt		
Jennifer Jackson		
Julia Barnett		
Julie Creighton		
Jas O'Carroll		
Cynthia Arntzen		
Victor Preis		
Corey-Lock		
John Grady		
Brian DeCherney		

Sales   Profit

Customers by Profit and Sales

Customer Name	Sales	Profit

Sub-Category legend:
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customer Names (top to bottom):
Roger Demir, Chad Cunningham, Richard Eichhorn, James Lanier, Barry Pond, Dean Katz, Matt Collins, Cathy Armstrong, Maria Bertelson, Darren Budd, Candace McMahon, Frank Olsen, Nathan Gelder, Tracy Collins, Peter Bühler, Toby Ritter, Alan Barnes, Trudy Schmidt, Joel Eaton, Denise Leinenbach, Tracy Zic, Pete Armstrong, Mike Pelletier, Barbara Fisher, Mike Kennedy, Sandra Flanagan, John Lee, Craig Leslie, Sean Christensen, Patrick Bzostek, Giulietta Dortch

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name	Sub-Category
Logan Currie	Accessories
Christina DeMoss	Appliances
Kelly Andreada	Art
Shahid Collister	Binders
Maya Herman	Bookcases
Brian Stugart	Chairs
Eudokia Martin	Copiers
Darren Powers	Envelopes
Evan Henry	Fasteners
Roger Barcio	Furnishings
Luke Schmidt	Labels
Christine Abelman	Machines
Erin Smith	Paper
Ben Wallace	Phones
Maurice Satty	Storage
Patrick Ryan	Supplies
Zuschuss Donatelli	Tables
Filia McAdams	
David Kendrick	
Becky Castell	
Kean Takahito	
Bill Tyler	
Tim Brockman	
Stefanie Holloman	
Theresa Swint	
Christine Kargatis	
Emily Burns	
Lindsay Shagiari	
Alejandro Ballentine	
Theresa Coyne	
Stephanie Phelps	

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name

Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners
Furnishings
Labels
Machines
Paper
Phones
Storage
Supplies
Tables

Todd Boyes
Ralph Kennedy
Helen Abelman
Christy Brittain
Pamela Coakley
Mike Vittorini
Katrina Bavinger
Harold Engle
Jeremy Ellison
Allen Armold
Thomas Thornton
Bill Overfelt
John Castell
Christina Anderson
Roy Französisch
Philip Brown
Michelle Arnett
Maxwell Schwartz
Adam Hart
Evan Bailliet
Anne Pryor
Sarah Foster
Linda Cazamias
Delfina Latchford
Matt Collister
Michael Nguyen
Dennis Bolton
Tony Molinari
Ken Brennan
Doug O'Connell
Andrew Gjertsen

0K 5K 10K 15K 20K 25K

Sales

-6K -4K -2K 0K 2K 4K 6K 8K

Profit

Customers by Profit and Sales

Customer Name	Sub-Category
Ann Chong	Accessories
Lindsay Castell	Appliances
Barry Französisch	Art
Russell Applegate	Binders
Craig Reiter	Bookcases
Julie Prescott	Chairs
Nat Gilpin	Copiers
Aimee Bixby	Envelopes
Benjamin Venier	Fasteners
Logan Haushalter	Furnishings
Art Ferguson	Labels
Ross DeVincentis	Machines
Maribeth Yedwab	Paper
Ivan Gibson	Phones
Liz Thompson	Storage
Dan Lawera	Supplies
Carl Ludwig	Tables
Katherine Ducich	
Kristina Nunn	
Jay Fein	
Jay Kimmel	
Corey Catlett	
Saphhira Shifley	
Scott Williamson	
Dean percer	
Bruce Degenhardt	
Paul Gonzalez	
Liz Preis	
Bradley Nguyen	
Matthew Grinstein	
Nancy Lomonaco	

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name

Customer	Sales	Profit
Arthur Gainer		
Don Jones		
Gary McGarr		
Lynn Smith		
Dianna Vittorini		
Natalie DeCherney		
Alejandro Savely		
Jessica Myrick		
Georgia Rosenberg		
Ben Peterman		
Chris McAfee		
Aaron Hawkins		
Trudy Glocke		
Sam Zeldin		
Steve Carroll		
Carl Weiss		
Victoria Brennan		
Harold Pawlan		
Dennis Kane		
Shaun Chance		
Trudy Brown		
Brendan Sweed		
Ed Jacobs		
Nicole Fjeld		
Ted Butterfield		
Raymond Messe		
Charles Crestani		
Chris Cortes		
Frank Gastineau		
Katrina Edelman		
Nick Zandusky		

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales: 0K, 5K, 10K, 15K, 20K, 25K

Profit: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name	Sub-Category
Cynthia Delaney	Accessories
Frank Preis	Appliances
Chad McGuire	Art
Bradley Talbott	Binders
Max Ludwig	Bookcases
Beth Thompson	Chairs
Chuck Clark	Copiers
Carlos Daly	Envelopes
Cathy Prescott	Fasteners
Jennifer Patt	Furnishings
Daniel Byrd	Labels
Bart Pistole	Machines
Paul Van Hugh	Paper
Andrew Allen	Phones
Patrick O'Donnell	Storage
Doug Bickford	Supplies
Denny Blanton	Tables
Scot Coram	
Gene McClure	
Patrick Jones	
Neil Ducich	
Brian Thompson	
Eva Jacobs	
Justin Ritter	
Katharine Harms	
Ruben Dartt	
Monica Federle	
Marc Crier	
Speros Goranitis	
Deanra Eno	
Resi Pölking	

Sales

Profit

Customers by Profit and Sales

Customer Name		
Dave Brooks		
Michelle Huthwaite		
Richard Bierner		
Rick Duston		
Steve Nguyen		
Denny Joy		
Mark Hamilton		
Stewart Visinsky		
Rob Lucas		
Toby Braunhardt		
Christina VanderZand..		
Anthony Rawles		
Edward Nazzal		
Clytie Kelty		
Janet Molinari		
Jenna Caffey		
Meg Tillman		
Valerie Mitchum		
Nora Pelletier		
Nora Paige		
Irene Maddox		
Frank Atkinson		
Ashley Jarboe		
Benjamin Farhat		
Lena Hernandez		
Peter McVee		
Sara Luxemburg		
Katherine Hughes		
Lena Radford		
Dave Kipp		
Ken Dana		

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales scale: 0K, 5K, 10K, 15K, 20K, 25K

Profit scale: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sales

Profit

Customers by Profit and Sales

Customer Name		
Sylvia Foulston		
Duane Noonan		
Ralph Arnett		
Lisa DeCherney		
Sally Hughsby		
Lauren Leatherbury		
Deirdre Greer		
Dave Poirier		
Rick Hansen		
John Stevenson		
Sung Pak		
Sandra Glassco		
Tamara Manning		
Jamie Frazer		
Arthur Prichep		
Ken Black		
Nat Carroll		
Jack O'Briant		
Suzanne McNair		
Juliana Krohn		
Phillip Flathmann		
Jeremy Lonsdale		
Roy Phan		
Mark Packer		
Toby Carlisle		
Sue Ann Reed		
Steve Chapman		
Xylona Preis		
Nora Preis		
Ricardo Sperren		
Randy Ferguson		

Sales: 0K 5K 10K 15K 20K 25K

Profit: -6K -4K -2K 0K 2K 4K 6K 8K

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customers by Profit and Sales

Customer Name		Sub-Category
Brian Dahlen		■ Accessories
Kalyca Meade		■ Appliances
Jennifer Ferguson		■ Art
Michael Paige		■ Binders
Rick Bensley		■ Bookcases
Becky Pak		■ Chairs
Keith Herrera		■ Copiers
Ellis Ballard		■ Envelopes
Lindsay Williams		■ Fasteners
Emily Ducich		■ Furnishings
Scott Cohen		■ Labels
Toby Gnade		■ Machines
Elizabeth Moffitt		■ Paper
Pauline Johnson		■ Phones
Jack Garza		■ Storage
Marina Lichtenstein		■ Supplies
Michael Chen		■ Tables
Rob Williams		
Fred Harton		
Robert Waldorf		
Kelly Collister		
Roland Fjeld		
Fred Chung		
William Brown		
Alan Schoenberger		
Rick Reed		
Ken Heidel		
Doug Jacobs		
Alejandro Grove		
Rob Dowd		
Tamara Willingham		

Sales   Profit

Customers by Profit and Sales

Customer Name		Sub-Category
Chris Selesnick		Accessories
Kunst Miller		Appliances
Jim Karlsson		Art
Ted Trevino		Binders
Justin MacKendrick		Bookcases
Bobby Elias		Chairs
Jeremy Pistek		Copiers
Nicole Hansen		Envelopes
Stephanie Ulpright		Fasteners
Karen Bern		Furnishings
John Lucas		Labels
Mary Zewe		Machines
Neoma Murray		Paper
Justin Ellison		Phones
Gary Mitchum		Storage
Shaun Weien		Supplies
Brosina Hoffman		Tables
Pauline Webber		
Hunter Glantz		
Ken Lonsdale		
George Zrebassa		
Thomas Boland		
Christine Sundaresam		
Robert Dilbeck		
Luke Weiss		
George Ashbrook		
Deborah Brumfield		
Maribeth Schnelling		
Karen Carlisle		
Craig Carroll		
Anna Andreadi		

Sales scale: 0K, 5K, 10K, 15K, 20K, 25K

Profit scale: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name	Sales	Profit
Caroline Jumper		
Thomas Seio		
Arianne Irving		
Damala Kotsonis		
Sarah Brown		
Bart Watters		
Dana Kaydos		
Heather Kirkland		
Katherine Murray		
Annie Thurman		
Ionia McGrath		
Erica Smith		
Sample Company A		
Brenda Bowman		
Natalie Webber		
Claudia Bergmann		
Jonathan Doherty		
Max Jones		
Jill Fjeld		
Frank Hawley		
Anne McFarland		
Gary Zandusky		
Bill Donatelli		
Karen Daniels		
Ivan Liston		
Tonja Turnell		
Theone Pippenger		
Giulietta Baptist		
Bradley Drucker		
Carol Adams		
Philisse Overcash		

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customers by Profit and Sales

Customer Name

	Sales	Profit
Anthony Johnson		
Jim Kriz		
Gary Hwang		
Dave Hallsten		
Harold Ryan		
Seth Vernon		
Quincy Jones		
Roland Schwarz		
Naresj Patel		
Frank Carlisle		
Jamie Kunitz		
Kristen Hastings		
Mitch Webber		
Matt Abelman		
Joe Elijah		
Steven Cartwright		
Lena Creighton		
Rick Huthwaite		
Pierre Wener		
Ruben Ausman		
Anna Häberlin		
Yoseph Carroll		
Alan Hwang		
Nick Crebassa		
Denise Monton		
Eugene Moren		
Dianna Wilson		
Amy Cox		
Edward Hooks		
James Galang		
Grace Kelly		

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales: 0K, 5K, 10K, 15K, 20K, 25K

Profit: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Customers by Profit and Sales

Customer Name			
Bill Eplett			
Paul Prost			
Ben Ferrer			
Dennis Pardue			
Corinna Mitchell			
John Murray			
Rick Wilson			
Valerie Dominguez			
Justin Deggeller			
Jim Epp			
Dan Reichenbach			
Karen Ferguson			
Mitch Willingham			
Darrin Martin			
Penelope Sewall			
Katrina Willman			
Yana Sorensen			
Mark Cousins			
Maria Etezadi			
Alan Dominguez			
Robert Marley			
Clay Ludtke			
Shirley Daniels			
Steven Roelle			
Pete Kriz			
Fred Hopkins			
Adam Bellavance			
Laura Armstrong			
Greg Tran			
Helen Wasserman			
Jane Waco			

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K

Profit axis: -6K, -4K, -2K, 0K, 2K, 4K, 6K, 8K

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sales

Profit

Customers by Profit and Sales

Customer Name

	Sales	Profit
Christopher Conant		
Brian Moss		
Todd Sumrall		
Harry Marie		
Bill Shonely		
Sanjit Engle		
Nathan Mautz		
Tom Boeckenhauer		
Daniel Raglin		
Andy Reiter		
Keith Dawkins		
Christopher Martinez		
Tom Ashbrook		
Adrian Barton		
Hunter Lopez		
Sanjit Chand		
Raymond Buch		
Tamara Chand		

Sales axis: 0K 5K 10K 15K 20K 25K
Profit axis: -6K -4K -2K 0K 2K 4K 6K 8K

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Customer Sales by SubCategory

Ship Date

Sub-Category
- 🟩 Bookcases
- 🟥 Machines
- 🟪 Supplies
- 🟣 Tables

Product ID	Product Name	2014	2015	2016	2017
TEC-MA-10000418	Cubify CubeX 3D Printer D…		Technology	Technology	
TEC-MA-10000822	Lexmark MX611dhe Mono…	Technology			Technology
TEC-MA-10004125	Cubify CubeX 3D Printer T…				Technology
FUR-TA-10000198	Chromcraft Bull-Nose Wo…	Furniture	Furniture		Furniture
FUR-TA-10001889	Bush Advantage Collectio…	Furniture		Furniture	Furniture
TEC-MA-10002412	Cisco TelePresence Syste…	Technology			
TEC-MA-10001148	Okidata MB491 Multifunc…			Technology	
	Swingline SM12-08 Micro…		Technology		Technology
FUR-TA-10001950	Balt Solid Wood Round Ta…	Furniture			Furniture
OFF-SU-10002881	Martin Yale Chadless Ope…		Office Supplies		Office Supplies
FUR-TA-10002958	Bevis Oval Conference Ta…		Furniture	Furniture	Furniture
FUR-TA-10004289	BoxOffice By Design Rect…	Furniture			Furniture
FUR-TA-10004154	Riverside Furniture Oval C…		Furniture		Furniture
FUR-TA-10004256	Bretford "Just In Time" H…			Furniture	
TEC-MA-10002210	Epson TM-T88V Direct Th…	Technology			Technology
FUR-BO-10001972	O'Sullivan 4-Shelf Bookca…	Furniture			Furniture
TEC-MA-10001695	Zebra GK420t Direct Ther…			Technology	
FUR-TA-10001932	Chromcraft 48" x 96" Rac…				Furniture
FUR-TA-10003954	Hon 94000 Series Round T…	Furniture		Furniture	
FUR-BO-10004834	Riverside Palais Royal La…		Furniture	Furniture	
FUR-BO-10000780	O'Sullivan Plantations 2-…		Furniture	Furniture	Furniture
TEC-MA-10004679	StarTech.com 10/100 VDS…	Technology			
FUR-TA-10002533	BPI Conference Tables	Furniture		Furniture	
FUR-BO-10004467	Bestar Classic Bookcase	Furniture			Furniture
FUR-BO-10003272	O'Sullivan Living Dimensi…	Furniture	Furniture		
FUR-TA-10001768	Hon Racetrack Conferenc…	Furniture		Furniture	
FUR-TA-10002645	Hon Rectangular Confere…		Furniture		Furniture
OFF-SU-10000151	High Speed Automatic Ele…			Office Supplies	
FUR-TA-10003238	Chromcraft Bull-Nose Wo…	Furniture			
TEC-MA-10002073	3D Systems Cube Printer, …	Technology			

-10K -5K 0K	-10K -5K 0K	-10K -5K 0K	-10K -5K 0K
Profit	**Profit**	**Profit**	**Profit**

Customer Sales by SubCategory

Product ID	Product Name	2014	2015	2016	2017
FUR-TA-10002041	Bevis Round Conference T…	Furniture			Furniture
FUR-TA-10004575	Hon 5100 Series Wood Ta…		Furniture	Furniture	
FUR-TA-10000577	Bretford CR4500 Series Sl…	Furniture			Furniture
TEC-MA-10001681	Lexmark MarkNet N8150 …		Technology		Technology
FUR-TA-10002903	Bevis Round Bullnose 29″ …		Furniture		Furniture
FUR-TA-10002228	Bevis Traditional Confere…	Furniture		Furniture	Furniture
FUR-TA-10002356	Bevis Boat-Shaped Confer…		Furniture	Furniture	
FUR-TA-10002530	Iceberg OfficeWorks 42″ …			Furniture	
FUR-BO-10002613	Atlantic Metals Mobile 4-…		Furniture		
FUR-TA-10003473	Bretford Rectangular Con…	Furniture	Furniture		
FUR-TA-10004442	Riverside Furniture Stan…	Furniture			Furniture
FUR-TA-10003008	Lesro Round Back Collecti…			Furniture	Furniture
FUR-TA-10003715	Hon 2111 Invitation Serie…		Furniture	Furniture	
FUR-TA-10000849	Bevis Rectangular Confer…		Furniture		Furniture
TEC-MA-10003356	Panasonic KX MC6040 Col…				Technology
FUR-BO-10001918	Sauder Forest Hills Librar…		Furniture		
OFF-SU-10000646	Premier Automatic Letter …			Office Supplies	
FUR-TA-10002607	KI Conference Tables		Furniture	Furniture	
FUR-TA-10004915	Office Impressions End Ta…				Furniture
FUR-TA-10001539	Chromcraft Rectangular C…	Furniture			
TEC-MA-10000904	Brother MFC-9340CDW LE…			Technology	
FUR-TA-10004534	Bevis 44 x 96 Conference …	Furniture		Furniture	
FUR-TA-10003469	Balt Split Level Computer …		Furniture		Furniture
FUR-BO-10003546	Hon 4-Shelf Metal Bookca…				Furniture
FUR-TA-10001039	KI Adjustable-Height Table			Furniture	Furniture
FUR-BO-10004218	Bush Heritage Pine Collec…		Furniture		
TEC-MA-10001856	Okidata C610n Printer				Technology
TEC-MA-10003353	Xerox WorkCentre 6505D…	Technology			
TEC-MA-10003337	Okidata B401 Printer			Technology	
FUR-BO-10002545	Atlantic Metals Mobile 3-…	Furniture			

Ship Date

Sub-Category
- Bookcases
- Machines
- Supplies
- Tables

Profit scale: -10K -5K 0K (for each year: 2014, 2015, 2016, 2017)

Profit

Customer Sales by SubCategory

Ship Date

Product ID	Product Name	2014	2015	2016	2017
FUR-BO-10002268	Sauder Barrister Bookcas..		Furniture		
FUR-BO-10001811	Atlantic Metals Mobile 5-..				Furniture
FUR-BO-10004357	O'Sullivan Living Dimensi..			Furniture	
FUR-TA-10001086	SAFCO PlanMaster Board..			Furniture	
FUR-TA-10001095	Chromcraft Round Confer..			Furniture	
FUR-TA-10002774	Laminate Occasional Tabl..			Furniture	
FUR-BO-10001567	Bush Westfield Collection ..			Furniture	
FUR-BO-10003965	O'Sullivan Manor Hill 2-Do..		Furniture		
FUR-TA-10004175	Hon 30" x 60" Table with ..	Furniture			
TEC-MA-10004521	Epson Perfection V600 Ph..	Technology			
TEC-MA-10003589	Cisco 8961 IP Phone Charc..			Technology	
FUR-BO-10000468	O'Sullivan 2-Shelf Heavy-..				Furniture
FUR-TA-10000617	Hon Practical Foundation..		Furniture		
FUR-BO-10001608	Hon Metal Bookcases, Bla..		Furniture		
FUR-BO-10003450	Bush Westfield Collection ..		Furniture		
FUR-BO-10003893	Sauder Camden County Co..			Furniture	
FUR-BO-10001601	Sauder Mission Library wi..				Furniture
FUR-TA-10004607	Hon 2111 Invitation Serie..				Furniture
FUR-BO-10004695	O'Sullivan 2-Door Barriste..		Furniture		
FUR-TA-10003569	Bretford CR8500 Series M..			Furniture	
FUR-BO-10000112	Bush Birmingham Collecti..				Furniture
FUR-BO-10004015	Bush Andora Bookcase, M..			Furniture	
FUR-TA-10001857	Balt Solid Wood Rectangu..	Furniture			
FUR-TA-10002855	Bevis Round Conference T..				Furniture
FUR-BO-10001798	Bush Somerset Collection ..				Furniture
FUR-BO-10003660	Bush Cubix Collection Boo..		Furniture		

-10K -5K 0K	-10K -5K 0K	-10K -5K 0K	-10K -5K 0K
Profit	Profit	Profit	Profit

Sub-Category
- 🟩 Bookcases
- 🟥 Machines
- 🟪 Supplies
- 🟪 Tables

Customer Return Count

| Customer Name | Count of Returns |

Customer Return Count

Customer Name

Count of Returns

Customer Return Count

Customer Name	Count of Returns
Stuart Calhoun	
Steven Ward	
Steven Roelle	
Steven Cartwright	
Sonia Sunley	
Shahid Shariari	
Seth Vernon	
Sean O'Donnell	
Sean Miller	
Sarah Jordon	
Sara Luxemburg	
Saphhira Shifley	
Sandra Glassco	
Sally Hughsby	
Russell Applegate	
Ruben Dartt	
Roland Schwarz	
Roland Murray	
Roland Fjeld	
Robert Dilbeck	
Rob Lucas	
Rob Dowd	
Rick Wilson	
Rick Reed	
Rick Bensley	
Richard Bierner	
Resi Pölking	
Raymond Buch	
Ralph Arnett	
Phillina Ober	

Customer Return Count

Customer Name

Customer Name	Count of Returns
Philip Brown	1
Pete Kriz	1
Penelope Sewall	1
Patrick Ryan	1
Patrick Gardner	1
Patrick Bzostek	1
Pamela Stobb	1
Nona Balk	1
Noel Staavos	1
Nat Gilpin	1
Naresj Patel	1
Muhammed MacIntyre	1
Mitch Willingham	1
Mike Pelletier	1
Michael Nguyen	1
Michael Grace	1
Maureen Fritzler	1
Matthew Clasen	1
Matt Hagelstein	1
Matt Connell	1
Mark Hamilton	1
Mark Haberlin	1
Marina Lichtenstein	1
Maribeth Yedwab	1
Maribeth Schnelling	1
Luke Schmidt	1
Luke Foster	1
Lori Olson	1
Logan Haushalter	1
Liz Willingham	1

Count of Returns

Customer Return Count

Customer Name

Customer Name	Count of Returns
Lisa Ryan	1
Lindsay Shagiari	1
Linda Southworth	1
Lena Radford	1
Lena Hernandez	1
Lena Cacioppo	1
Laurel Beltran	1
Larry Tron	1
Larry Hughes	1
Kunst Miller	1
Kristina Nunn	1
Ken Heidel	1
Ken Dana	1
Katherine Murray	1
Karen Bern	1
Justin MacKendrick	1
Justin Hirsh	1
Julie Prescott	1
Juliana Krohn	1
Julia Barnett	1
Joy Daniels	1
Joseph Holt	1
Joni Blumstein	1
Jonathan Howell	1
John Stevenson	1
John Murray	1
John Lee	1
John Grady	1
Joel Eaton	1
Jim Sink	1

Count of Returns

Customer Return Count

Customer Name	Count of Returns
Jill Stevenson	1
Jennifer Patt	1
Jay Fein	1
Jason Klamczynski	1
Jamie Kunitz	1
Jack Lebron	1
Ivan Gibson	1
Ionia McGrath	1
Henry Goldwyn	1
Henia Zydlo	1
Helen Wasserman	1
Helen Andreada	1
Helen Abelman	1
Heather Kirkland	1
Heather Jas	1
Harold Ryan	1
Guy Armstrong	1
Greg Matthias	1
Greg Hansen	1
Grace Kelly	1
Gene McClure	1
Fred McMath	1
Fred Hopkins	1
Frank Preis	1
Evan Henry	1
Eugene Moren	1
Erin Ashbrook	1
Erica Hernandez	1
Erica Bern	1
Eric Murdock	1

Count of Returns

Customer Return Count

Customer Name

Customer	Count of Returns
Eric Hoffmann	1
Emily Ducich	1
Emily Burns	1
Eileen Kiefer	1
Edward Hooks	1
Edward Becker	1
Ed Jacobs	1
Duane Noonan	1
Duane Benoit	1
Doug O'Connell	1
Dorris liebe	1
Dianna Vittorini	1
Denny Joy	1
Deborah Brumfield	1
Dean Braden	1
David Smith	1
Dave Hallsten	1
Dave Brooks	1
Darrin Martin	1
Darren Budd	1
Dario Medina	1
Craig Yedwab	1
Craig Carroll	1
Corey Roper	1
Corey Catlett	1
Clay Cheatham	1
Christy Brittain	1
Christine Kargatis	1
Christina Anderson	1
Chris McAfee	1

Count of Returns

Customer Return Count

Customer Name

Customer Name	
Chris Cortes	
Charles Crestani	
Chad McGuire	
Cathy Prescott	
Carol Triggs	
Carl Weiss	
Bruce Degenhardt	
Brian Moss	
Brian Derr	
Brian Dahlen	
Bradley Talbott	
Bradley Nguyen	
Bill Tyler	
Bill Eplett	
Bill Donatelli	
Beth Thompson	
Beth Paige	
Berenike Kampe	
Benjamin Venier	
Benjamin Patterson	
Ben Wallace	
Bart Watters	
Barry Pond	
Barry Franz	
Arthur Prichep	
Anthony Jacobs	
Anna Gayman	
Anna Andreadi	
Andy Reiter	
Amy Hunt	

Count of Returns: 0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Amy Cox	1
Allen Goldenen	1
Alejandro Savely	1
Alejandro Ballentine	1
Alan Schoenberger	1
Adrian Hane	1
Adrian Barton	1
Yana Sorensen	
Vivian Mathis	
Vivek Grady	
Vivek Gonzalez	
Victoria Pisteka	
Victoria Brennan	
Victor Preis	
Vicky Freymann	
Valerie Takahito	
Valerie Mitchum	
Trudy Schmidt	
Trudy Glocke	
Trudy Brown	
Troy Staebel	
Tracy Zic	
Tracy Poddar	
Tracy Hopkins	
Tracy Blumstein	
Tony Sayre	
Tony Molinari	
Tony Chapman	
Tonja Turnell	
Tom Stivers	

Count of Returns

Customer Return Count

Customer Name

Customer Name	Count of Returns
Tom Prescott	
Tom Boeckenhauer	
Tom Ashbrook	
Todd Sumrall	
Todd Boyes	
Toby Swindell	
Toby Ritter	
Toby Gnade	
Toby Braunhardt	
Tim Taslimi	
Tim Brockman	
Tiffany House	
Thomas Brumley	
Thomas Boland	
Theresa Coyne	
Theone Pippenger	
Thea Hudgings	
Thea Hendricks	
Thais Sissman	
Ted Trevino	
Tamara Willingham	
Tamara Manning	
Tamara Dahlen	
Sylvia Foulston	
Suzanne McNair	
Susan Vittorini	
Susan MacKendrick	
Susan Gilcrest	
Sung Shariari	
Sung Chung	

Count of Returns

Customer Return Count

Customer Name

Customer Name	Count of Returns
Stuart Van	
Stewart Visinsky	
Stewart Carmichael	
Steve Nguyen	
Steve Chapman	
Steve Carroll	
Stephanie Ulpright	
Stefanie Holloman	
Speros Goranitis	
Sonia Cooley	
Skye Norling	
Sibella Parks	
Shirley Schmidt	
Shirley Jackson	
Shirley Daniels	
Sheri Gordon	
Shaun Weien	
Shaun Chance	
Sharelle Roach	
Shahid Hopkins	
Shahid Collister	
Sean Wendt	
Sean Christensen	
Sean Braxton	
Scott Williamson	
Scott Cohen	
Scot Wooten	
Scot Coram	
Sarah Foster	
Sarah Brown	

Count of Returns: 0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Sarah Bern	
Sanjit Jacobs	
Sanjit Engle	
Sandra Flanagan	
Sample Company A	
Sam Zeldin	
Sam Craven	
Sally Matthias	
Sally Knutson	
Ryan Crowe	
Ryan Akin	
Russell D'Ascenzo	
Ruben Ausman	
Roy Skaria	
Roy Phan	
Roy Französisch	
Roy Collins	
Ross DeVincentis	
Ross Baird	
Rose O'Brian	
Roger Demir	
Roger Barcio	
Robert Waldorf	
Robert Marley	
Robert Barroso	
Rob Williams	
Rob Haberlin	
Rob Beeghly	
Ritsa Hightower	
Rick Huthwaite	

Count of Returns

0   1   2   3   4

Customer Return Count

Rick Hansen
Rick Duston
Richard Eichhorn
Ricardo Sperren
Ricardo Emerson
Raymond Messe
Randy Ferguson
Randy Bradley
Ralph Ritter
Ralph Kennedy
Rachel Payne
Quincy Jones
Pierre Wener
Phillip Flathmann
Phillip Breyer
Philip Fox
Peter McVee
Peter Fuller
Peter Bühler
Pete Takahito
Pete Armstrong
Pauline Webber
Pauline Johnson
Pauline Chand
Paul Van Hugh
Paul Stevenson
Paul Prost
Paul MacIntyre
Paul Lucas
Paul Knutson

0   1   2   3   4

Count of Returns

Customer Return Count

Customer Name

	Count of Returns
Paul Gonzalez	
Patrick O'Donnell	
Patrick O'Brill	
Patrick Jones	
Patricia Hirasaki	
Parhena Norris	
Pamela Coakley	
Olvera Toch	
Odella Nelson	
Nora Preis	
Nora Pelletier	
Nora Paige	
Noah Childs	
Nicole Hansen	
Nicole Fjeld	
Nicole Brennan	
Nick Radford	
Nick Crebassa	
Neola Schneider	
Neil Knudson	
Neil Französisch	
Neil Ducich	
Nathan Mautz	
Nathan Gelder	
Nathan Cano	
Natalie Fritzler	
Natalie DeCherney	
Nat Carroll	
Nancy Lomonaco	
Muhammed Yedwab	

Count of Returns

Customer Return Count

Customer Name

Customer	Count of Returns
Muhammed Lee	
Monica Federle	
Mitch Webber	
Mitch Gastineau	
Mike Vittorini	
Mike Gockenbach	
Mike Caudle	
Mick Hernandez	
Mick Crebagga	
Mick Brown	
Michelle Moray	
Michelle Lonsdale	
Michelle Huthwaite	
Michelle Ellison	
Michelle Arnett	
Michael Stewart	
Michael Paige	
Michael Oakman	
Michael Moore	
Michael Kennedy	
Michael Granlund	
Michael Dominguez	
Michael Chen	
Melanie Seite	
Meg Tillman	
Meg O'Connel	
Maya Herman	
Maxwell Schwartz	
Max Ludwig	
Max Jones	

Count of Returns

Customer Return Count

Customer Name

Customer Name	Count of Returns
Max Engle	
Maurice Satty	
Maureen Gnade	
Maureen Gastineau	
Matthew Grinstein	
Matt Collister	
Matt Collins	
Matt Abelman	
Mathew Reese	
MaryBeth Skach	
Mary Zewe	
Mary O'Rourke	
Mark Packer	
Mark Cousins	
Maris LaWare	
Maribeth Dona	
Maria Zettner	
Maria Etezadi	
Maria Bertelson	
Lynn Smith	
Lycoris Saunders	
Luke Weiss	
Liz Thompson	
Liz Preis	
Liz Pelletier	
Liz MacKendrick	
Liz Carlisle	
Lisa Hazard	
Lisa DeCherney	
Lindsay Williams	

Count of Returns

0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	
Lindsay Castell	
Linda Cazamias	
Lela Donovan	
Lauren Leatherbury	
Laurel Elliston	
Laura Armstrong	
Larry Blacks	
Kristen Hastings	
Kimberly Carter	
Khloe Miller	
Ken Lonsdale	
Ken Brennan	
Kelly Williams	
Kelly Lampkin	
Kelly Collister	
Kelly Andreada	
Keith Herrera	
Keith Dawkins	
Kean Thornton	
Kean Takahito	
Kean Nguyen	
Katrina Willman	
Katrina Edelman	
Katrina Bavinger	
Katherine Nockton	
Katherine Hughes	
Katherine Ducich	
Katharine Harms	
Karl Braun	
Karen Seio	

Count of Returns: 0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Karen Ferguson	
Karen Daniels	
Karen Carlisle	
Kalyca Meade	
Justin Ritter	
Justin Ellison	
Justin Deggeller	
Julie Kriz	
Julie Creighton	
Julia West	
Julia Dunbar	
Joy Smith	
Joy Bell-	
Joseph Airdo	
Joni Wasserman	
Joni Sundaresam	
Jonathan Doherty	
John Lucas	
John Huston	
John Dryer	
John Castell	
Joel Jenkins	
Joe Kamberova	
Jocasta Rupert	
Jim Radford	
Jim Mitchum	
Jim Kriz	
Jim Karlsson	
Jim Epp	
Jill Matthias	

Count of Returns

0 1 2 3 4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Jill Fjeld	
Jesus Ocampo	
Jessica Myrick	
Jeremy Pistek	
Jeremy Lonsdale	
Jeremy Farry	
Jeremy Ellison	
Jennifer Jackson	
Jennifer Halladay	
Jennifer Ferguson	
Jennifer Braxton	
Jenna Caffey	
Jasper Cacioppo	
Jason Gross	
Jason Fortune-	
Jas O'Carroll	
Janet Molinari	
Janet Martin	
Janet Lee	
Jane Waco	
Jamie Frazer	
James Lanier	
James Galang	
Jack O'Briant	
Jack Garza	
Ivan Liston	
Irene Maddox	
Hunter Lopez	
Hunter Glantz	
Herbert Flentye	

Count of Returns: 0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Henry MacAllister	
Harry Marie	
Harry Greene	
Harold Pawlan	
Harold Engle	
Harold Dahlen	
Hallie Redmond	
Guy Thornton	
Guy Phonely	
Greg Tran	
Greg Maxwell	
Grant Thornton	
Giulietta Weimer	
Giulietta Dortch	
Giulietta Baptist	
Georgia Rosenberg	
George Zrebassa	
George Bell	
George Ashbrook	
Gene Hale	
Gary Zandusky	
Gary Mitchum	
Gary McGarr	
Gary Hwang	
Gary Hansen	
Fred Wasserman	
Fred Harton	
Fred Chung	
Frank Olsen	
Frank Merwin	

Count of Returns

0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	
Frank Hawley	
Frank Gastineau	
Frank Carlisle	
Frank Atkinson	
Filia McAdams	
Evan Minnotte	
Evan Bailliet	
Eva Jacobs	
Eugene Barchas	
Eudokia Martin	
Erin Mull	
Erin Creighton	
Erica Smith	
Erica Hackney	
Eric Barreto	
Emily Phan	
Emily Grady	
Elpida Rittenbach	
Ellis Ballard	
Elizabeth Moffitt	
Eleni McCrary	
Edward Nazzal	
Ed Ludwig	
Ed Braxton	
Duane Huffman	
Doug Jacobs	
Doug Bickford	
Dorothy Wardle	
Dorothy Dickinson	
Dorothy Badders	

0   1   2   3   4

Count of Returns

Customer Return Count

Customer Name

Don Weiss
Don Miller
Don Jones
Dionis Lloyd
Dianna Wilson
Dianna Arnett
Denny Ordway
Denny Blanton
Dennis Pardue
Dennis Kane
Dennis Bolton
Denise Monton
Denise Leinenbach
Delfina Latchford
Deirdre Greer
Debra Catini
Dean percer
Dean Katz
David Wiener
David Philippe
David Kendrick
David Flashing
David Bremer
Dave Poirier
Dave Kipp
Darrin Van Huff
Darrin Sayre
Darren Powers
Darren Koutras
Daniel Raglin

0   1   2   3   4

Count of Returns

Customer Return Count

Customer Name

Customer Name	Count of Returns
Daniel Lacy	
Daniel Byrd	
Dana Kaydos	
Dan Lawera	
Dan Campbell	
Damala Kotsonis	
Cyra Reiten	
Cynthia Delaney	
Cynthia Arntzen	
Cyma Kinney	
Craig Reiter	
Craig Molinari	
Craig Leslie	
Corinna Mitchell	
Corey-Lock	
Clytie Kelty	
Clay Rozendal	
Claudia Bergmann	
Claire Gute	
Cindy Stewart	
Cindy Schnelling	
Cindy Chapman	
Chuck Sachs	
Chuck Magee	
Christopher Schild	
Christopher Martinez	
Christopher Conant	
Christine Sundaresam	
Christine Phan	
Christine Abelman	

Count of Returns

0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	
Christina VanderZand..	
Christina DeMoss	
Chris Selesnick	
Chloris Kastensmidt	
Charlotte Melton	
Charles Sheldon	
Charles McCrossin	
Chad Sievert	
Chad Cunningham	
Cathy Hwang	
Cathy Armstrong	
Catherine Glotzbach	
Cassandra Brandow	
Caroline Jumper	
Carol Darley	
Carol Adams	
Carlos Meador	
Carl Ludwig	
Carl Jackson	
Cari Schnelling	
Candace McMahon	
Bryan Spruell	
Bryan Mills	
Bryan Davis	
Bruce Geld	
Brooke Gillingham	
Brian Thompson	
Brian Stugart	
Brian DeCherney	
Brendan Sweed	

Count of Returns: 0   1   2   3   4

Customer Return Count

Customer Name

Customer Name	Count of Returns
Brendan Murry	
Brendan Dodson	
Brenda Bowman	
Bradley Drucker	
Brad Thomas	
Brad Norvell	
Brad Eason	
Bobby Trafton	
Bobby Odegard	
Bobby Elias	
Bill Stewart	
Bill Shonely	
Bill Overfelt	
Beth Fritzler	
Benjamin Farhat	
Ben Peterman	
Ben Ferrer	
Becky Pak	
Becky Martin	
Becky Castell	
Bart Pistole	
Bart Folk	
Barry Weirich	
Barry Gonzalez	
Barry Französisch	
Barry Blumstein	
Barbara Fisher	
Astrea Jones	
Ashley Jarboe	
Arthur Wiediger	

Count of Returns

0   1   2   3   4

Customer Return Count

Customer Name

Art Foster
Art Ferguson
Arianne Irving
Anthony Witt
Anthony Rawles
Anthony O'Donnell
Anthony Garverick
Annie Zypern
Annie Thurman
Anne Pryor
Anne McFarland
Anna Chung
Ann Steele
Ann Chong
Ann Blume
Angele Hood
Anemone Ratner
Andy Gerbode
Andrew Roberts
Andrew Allen
Alyssa Tate
Alyssa Crouse
Allen Rosenblatt
Allen Armold
Alice McCarthy
Alex Russell
Alex Grayson
Alex Avila
Aleksandra Gannaway
Alejandro Grove

0   1   2   3   4

Count of Returns

Customer Return Count

Customer Name

| Alan Shonely |
| Alan Hwang |
| Alan Haines |
| Alan Dominguez |
| Alan Barnes |
| Aimee Bixby |
| Adrian Shami |
| Adam Shillingsburg |
| Adam Hart |
| Adam Bellavance |
| Aaron Smayling |
| Aaron Hawkins |
| Aaron Bergman |

0   1   2   3   4

Count of Returns

Returns by State

Count of Returns
0 ▬▬▬▬▬ 127

Discounts by State

Discount

0.0   364.6

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Customer Discount and Returns

Person

| Anna Andreadi | Cassandra Brandow | Chuck Magee | Kelly Williams |

Measure Names
- Count of Returns
- Discount
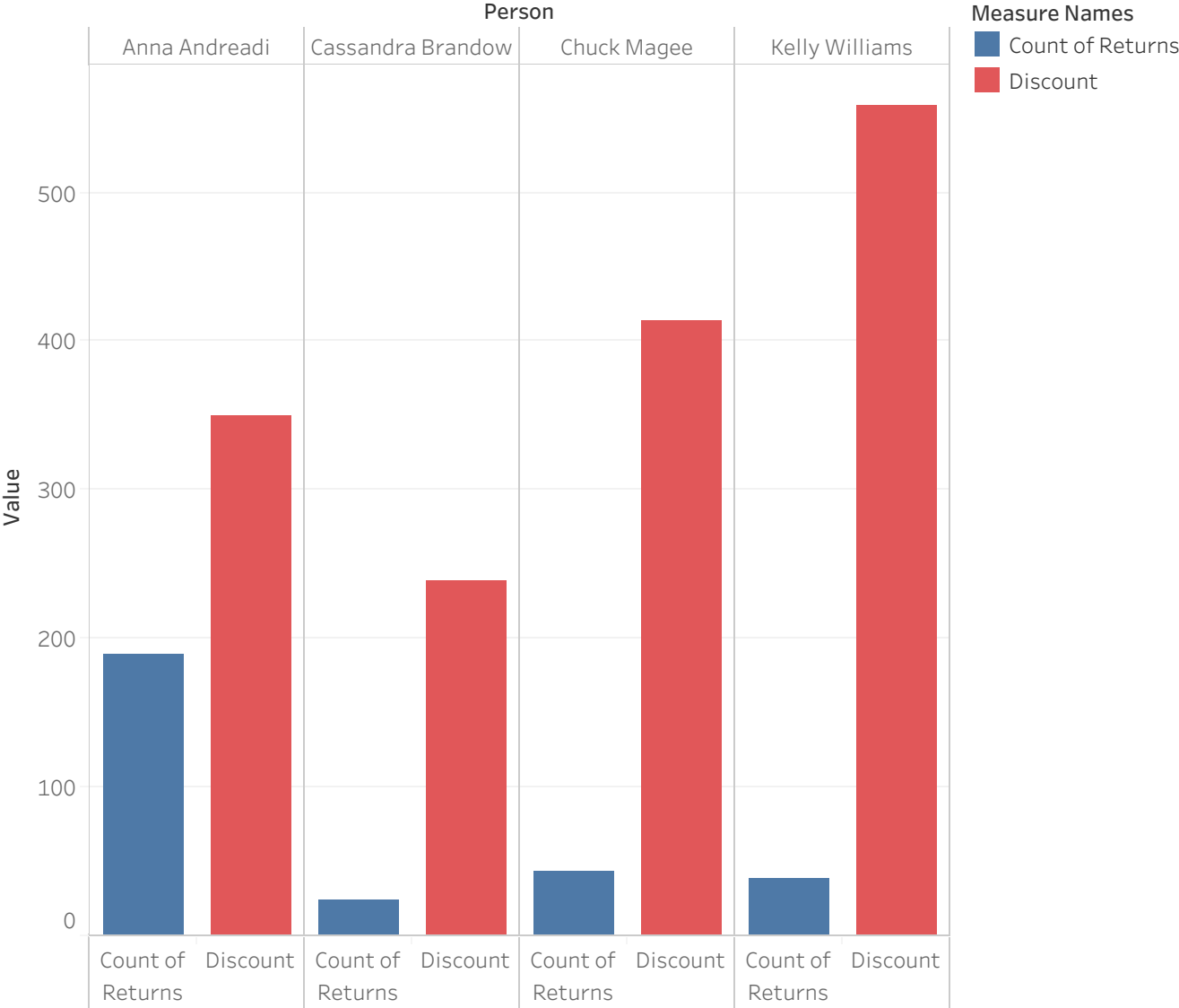
Annual Sales by Month
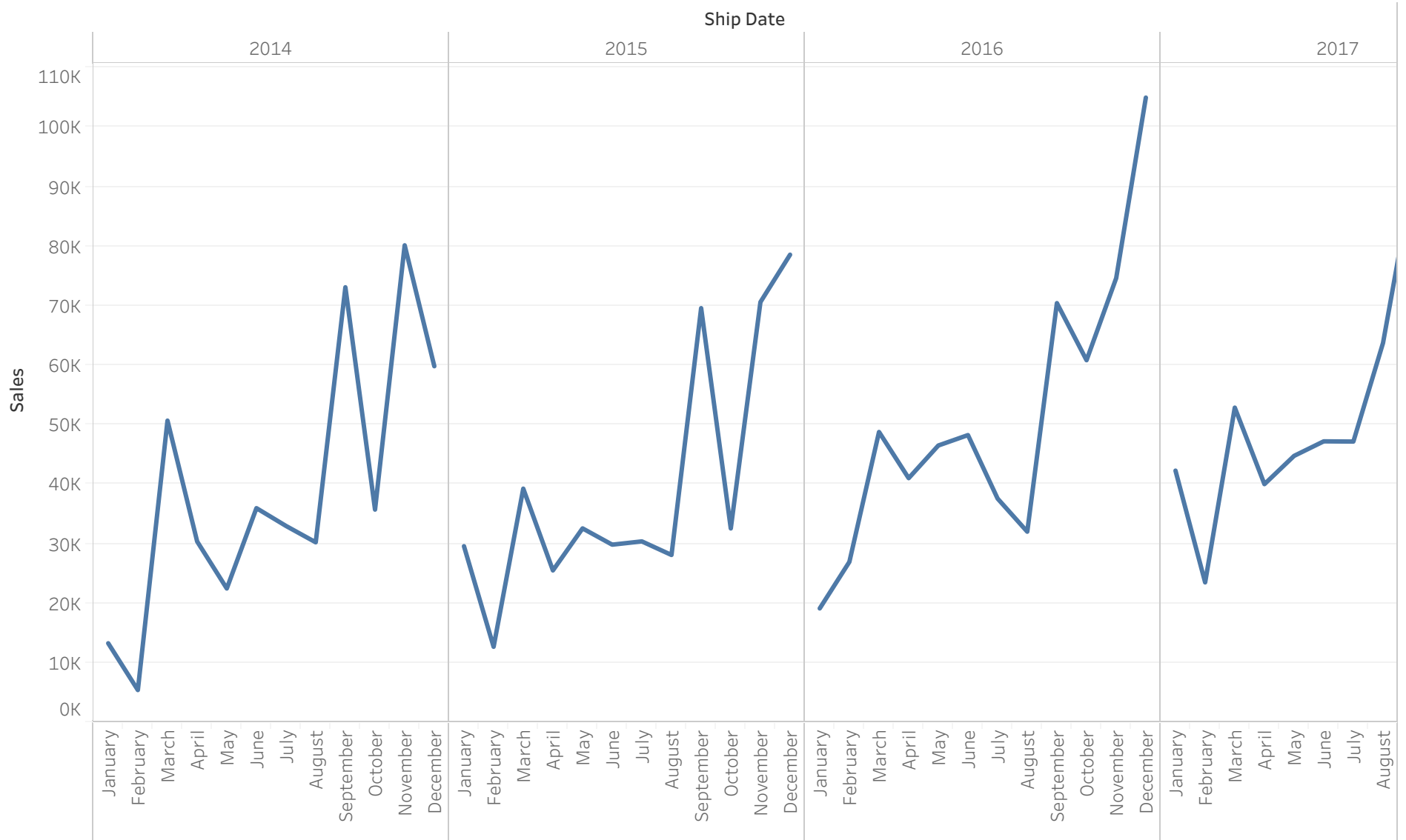
Annual Sales by Month
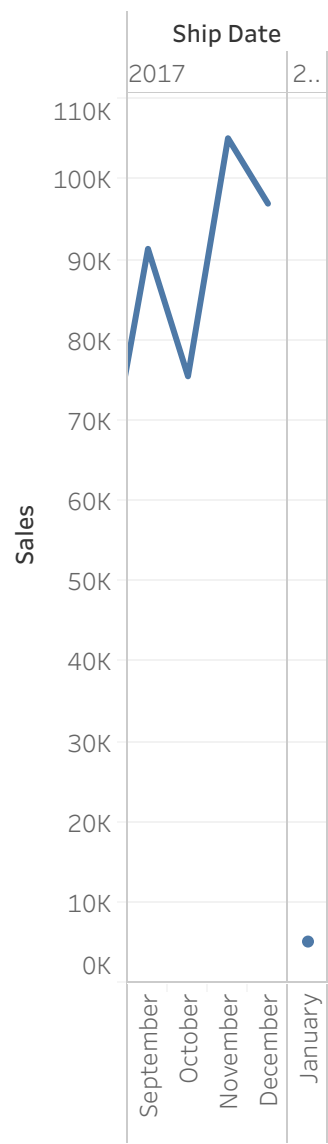
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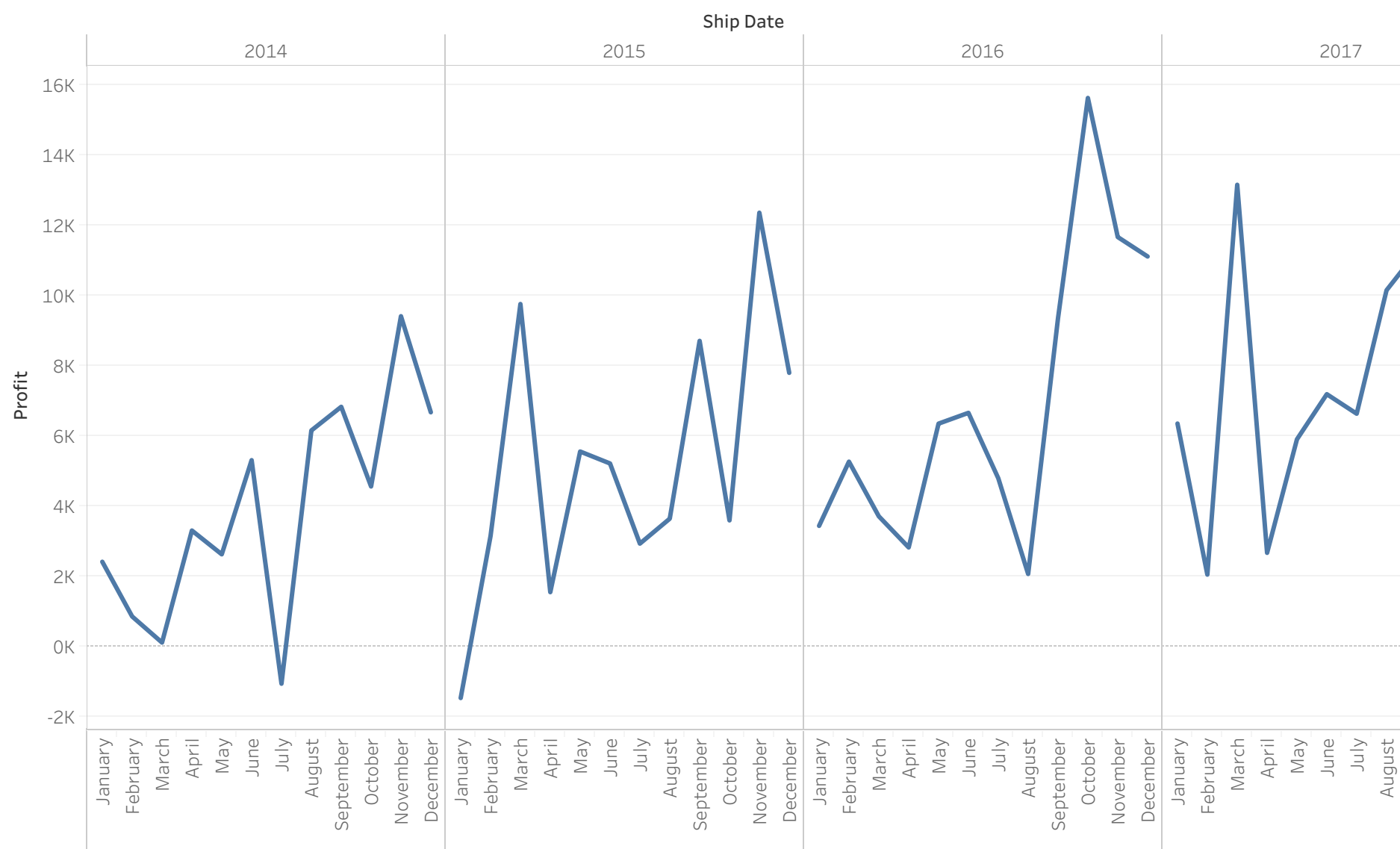
DataEx: AnnProfitMo

Popular Products

Product Name

A bar chart titled "Popular Products" showing Quantity (y-axis, 0 to 200+) by Product Name (x-axis). Products in descending order of quantity:

- Staples (~215)
- Staple envelope (~170)
- Easy-staple paper (~150)
- Staples in misc. colors (~87)
- KI Adjustable-Height Table (~75)
- Storex Dura Pro Binders (~72)
- Avery Non-Stick Binders (~72)
- GBC Premium Transparen.. (~68)
- Situations Contoured Fold.. (~64)
- Staple-based wall hangings (~63)
- Staple remover (~61)
- Eldon Wave Desk Accessor.. (~61)
- Chromcraft Round Confer.. (~61)
- Wilson Jones Turn Tabs Bi.. (~60)
- Global Wood Trimmed Ma.. (~60)
- Kingston Digital DataTrav.. (~57)
- Fellowes Officeware Wire .. (~55)
- Global High-Back Leather .. (~54)
- Xerox 226 (~53)
- SAFCO Arco Folding Chair (~53)
- Staple holder (~52)
- Logitech 910-002974 M32.. (~52)
- I Need's 3d Hello Kitty Hyb.. (~52)
- Hon Deluxe Fabric Upholst.. (~51)
- GBC Standard Recycled Re.. (~51)
- Flat Face Poster Frame (~51)
- Avery 485 (~51)
- Logitech Desktop MK120 .. (~50)
- GBC Instant Report Kit (~50)
- GBC DocuBind P50 Person.. (~50)
- Fellowes Bankers Box Stor.. (~50)
- Avery Durable Binders (~50)
- Wilson Jones Easy Flow II .. (~49)
- Newell 312 (~49)
- Maxell 4.7GB DVD-R (~49)
- Iceberg Mobile Mega Data.. (~49)
- Hot File 7-Pocket, Floor St.. (~49)
- Wilson Jones Century Plas.. (~48)
- Pressboard Hanging Data .. (~48)
- GBC Ibimaster 500 Manua.. (~48)
- Wilson Jones Ledger-Size,.. (~47)
- Wilson Jones Clip & Carry .. (~47)
- Tennsco Double-Tier Locke.. (~47)
- Ibico Plastic Spiral Bindin.. (~47)
- GBC Twin Loop Wire Bindi.. (~47)

Popular Products

Product Name

Quantity

200

150

100

50

0

Advantus Plastic Paper Cli..
Xerox 1898
Wilson Jones Leather-Like ..
Wilson Jones 1" Hanging ..
SAFCO Boltless Steel Shel..
Premier Elliptical Ring Bin..
Geemarc AmpliPOWER60
Bretford Rectangular Conf..
Xerox 1945
Memorex Mini Travel Driv..
Eldon Shelf Savers Cubes ..
Adjustable Depth Letter/L..
Acco Pressboard Covers w..
Zipper Ring Binder Pockets
Wilson Jones Legal Size Ri..
SanDisk Ultra 32 GB Micro..
Pressboard Covers with St..
OIC Colored Binder Clips, ..
Longer-Life Soft White Bul..
Lock-Up Easel 'Spel-Binder'
KI Conference Tables
Hunt PowerHouse Electric..
Hon Olson Stacker Stools
Global Stack Chair withou..
Global Push Button Mana..
Avery File Folder Labels
ACCOHIDE 3-Ring Binder, ..
4009 Highlighters by Sanf..
Tennsco 6- and 18-Compar..
Pyle PMP37LED
Premium Transparent Pre..
Hon Every-Day Series Mul..
Global Value Steno Chair, ..
Fellowes Bankers Box Sta..
Dual Level, Single-Width F..
Avery 4027 File Folder Lab..
Xerox 216
Wilson Jones Impact Bind..
Wilson Jones Elliptical Rin..
Microsoft Sculpt Comfort..
High-Back Leather Manag..
GBC VeloBind Cover Sets
GBC Recycled VeloBinder ..
Fellowes Twister Kit, Gray..
Angle-D Binders with Lock..

Popular Products

Product Name

Quantity

200

150

100

50

0

Xerox 1988
Motorola HK250 Universal..
Maxell LTO Ultrium - 800 G..
Logitech P710e Mobile Sp..
Ibico Plastic and Wire Spir..
Fellowes Basic Home/Offi..
Cardinal HOLDit! Binder In..
Avery Self-Adhesive Photo..
Avery Reinforcements for ..
Avery Heavy-Duty EZD Vie..
Aluminum Screw Posts
Acco Six-Outlet Power Stri..
Xerox 1919
Xerox 1909
Vinyl Sectional Post Binde..
Tenex Personal Project Fil..
Standard Rollaway File wi..
SlimView Poly Binder, 3/8"
Polycom VVX 310 VoIP ph..
Honeywell Enviracaire Por..
Fellowes Mobile File Cart, ..
DAX Wood Document Fra..
Crayola Colored Pencils
Cardinal EasyOpen D-Ring ..
Bevis 36 x 72 Conference T..
Belkin 5 Outlet SurgeMast..
Avery Arch Ring Binders
Avery 499
XtraLife ClearVue Slant-D ..
Xerox 191
Xerox 1893
Storex DuraTech Recycled ..
Samsung Galaxy Mega 6.3
Round Specialty Laser Pri..
Prang Drawing Pencil Set
Nu-Dell Executive Frame
Novimex Fabric Task Chair
Memorex Micro Travel Dri..
Lesro Sheffield Collection ..
HON 5400 Series Task Cha..
Global Value Mid-Back Ma..
Global Leather Highback E..
Global Ergonomic Manage..
GBC Prestige Therm-A-Bin..
Carina Double Wide Media..

Popular Products

Popular Products

Product Name

Quantity

200

150

100

50

0

WD My Passport Ultra 2T..
Sterilite Officeware Hinge..
Southworth 100% Résum..
Self-Adhesive Removable..
SAFCO Commercial Wire S..
Redi-Strip #10 Envelopes, ..
Recycled Easel Ring Binde..
Poly String Tie Envelopes
Poly Designer Cover & Back
Plantronics CS510 - Over-t..
Office Star - Contemporar..
Global Fabric Manager's C..
Global Deluxe High-Back..
GBC Twin Loop Wire Bindi..
Eldon ProFile File 'N Store..
DXL Angle-View Binders w..
Decoflex Hanging Persona..
Crayola Anti Dust Chalk, 1..
Avery 518
Atlantic Metals Mobile 3-S..
AT&T 17929 Lendline Tele..
Acco 6 Outlet Guardian Pr..
Xerox 1978
Wirebound Message Book..
White Business Envelopes..
Ultra Door Push Plate
Stockwell Push Pins
SanDisk Cruzer 64 GB USB ..
Recycled Pressboard Repo..
PureGear Roll-On Screen P..
Plantronics Audio 478 Ste..
Newell 325
Mitel MiVoice 5330e IP Ph..
Imation 16GB Mini Travel..
Ibico Standard Transpare..
Ibico Laser Imprintable Bi..
Ibico Hi-Tech Manual Bindi..
Hon GuestStacker Chair
Hon 4070 Series Pagoda A..
Harbour Creations Steel F..
Global Highback Leather T..
GBC Standard Therm-A-Bi..
GBC Durable Plastic Covers
File Shuttle II and Handi-Fi..
Fellowes Black Plastic Co..

Popular Products

Popular Products

Popular Products

Chart showing Quantity by Product Name. The y-axis "Quantity" ranges from 0 to 200 (marked at 0, 50, 100, 150, 200). The x-axis "Product Name" lists the following products, each with a bar of approximately equal height (~30):

Acco Perma 4000 Stacking.., Acco D-Ring Binder w/Dub.., Acco 7-Outlet Masterpiece.., Acco 6 Outlet Guardian Pr.., Xerox 4200 Series MultiUs.., Xerox 1997, Xerox 1951, Xerox 1891, Xerox 1887, X-Rack File for Hanging Fo.., Verbatim 25 GB 6x Blu-ray.., Trav-L-File Heavy-Duty Sh.., SANFORD Major Accent Hi.., Safco Industrial Wire Shel.., Rogers Handheld Barrel P.., Recycled Desk Saver Line .., Razer Kraken PRO Over Ea.., Presstex Flexible Ring Bin.., Peel & Stick Add-On Corne.., Padded Folding Chairs, Bla.., OIC Stacking Trays, OIC Bulk Pack Metal Binde.., Newell 35, Newell 311, Mediabridge Sport Armba.., Master Big Foot Doorstop,.., Manco Dry-Lighter Erasab.., Logitech Wireless Marath.., Iris Project Case, Iceberg OfficeWorks 42'' .., Hon Metal Bookcases, Bla.., Hon 94000 Series Round T.., Home/Office Personal File.., Holmes Odor Grabber, Globe Weis Peel & Seel Fir.., Global Super Steno Chair, GBC VeloBinder Manual Bi.., GBC Standard Plastic Bind.., GBC Plastic Binding Combs, Fellowes Superior 10 Outl.., Eldon Simplefile Box Office, Eldon Mobile Mega Data C.., Cisco SPA301, Chromcraft Rectangular C.., BOSTON Model 1800 Elect..

Popular Products

Product Name

Quantity

Belkin 8 Outlet Surge Prot.. · Avery 481 · Avery 474 · Xerox 209 · Vinyl Coated Wire Paper C.. · Tennsco Industrial Shelving · Surelock Post Binders · Steel Personal Filing/Posti.. · Sony Micro Vault Click 16 .. · Revere Boxed Rubber Ban.. · Razer Kraken 7.1 Surroun.. · Premium Writing Pencils, .. · Premium Transparent Pre.. · Permanent Self-Adhesive .. · Nortel Networks T7316 E.. · Microsoft Natural Keyboa.. · Logitech G602 Wireless G.. · invisibleSHIELD by ZAGG S.. · Howard Miller 14-1/2" Dia.. · Hon Non-Folding Utility Ta.. · Heavy-Duty E-Z-D Binders · Global Deluxe Steno Chair · GE 48" Fluorescent Tube, .. · Enermax Acrylux Wireless .. · Clear Mylar Reinforcing St.. · Bretford CR4500 Series Sl.. · Bravo II Megaboss 12-Am.. · BIC Brite Liner Grip Highli.. · Belkin F9H710-06 7 Outlet.. · Belkin 6 Outlet Metallic Su.. · Astroparche Fine Business.. · Acco Suede Grain Vinyl Ro.. · Xerox 202 · Xerox 1996 · Xerox 1971 · Xerox 1962 · Xerox 1949 · Xerox 1915 · Wirebound Message Book.. · Tennsco Single-Tier Lockers · Southworth 25% Cotton P.. · Snap-A-Way Black Print Ca.. · Samsung Galaxy S III - 16G.. · Round Ring Binders · Personal Creations Ink Jet..

Popular Products

Product Name

Quantity

Office Star - Professional ..
O'Sullivan Living Dimensio..
Newell 319
Logitech Trackman Marble..
LF Elite 3D Dazzle Designe..
Ibico Ibimaster 300 Manu..
Gould Plastics 18-Pocket P..
Global Armless Task Chair,..
Fiskars Softgrip Scissors
Dixon Ticonderoga Core-L..
Dana Halogen Swing-Arm ..
Canvas Sectional Post Bin..
Cameo Buff Policy Envelop..
C-Line Magnetic Cubicle K..
Black & Decker Filter for D..
Avery Heavy-Duty EZD Bi..
Avery Address/Shipping L..
Avery 505
AT&T 841000 Phone
Advantus Employee of the..
Adams Telephone Messag..
Acco Pressboard Covers w..
Acco Four Pocket Poly Rin..
Xerox Color Copier Paper, ..
Xerox 195
Xerox 1894
Ultra Door Pull Handle
Tripp Lite Isotel 6 Outlet S..
Square Credit Card Reader..
Space Solutions HD Indust..
Sony 64GB Class 10 Micro ..
Samsung HM1900 Bluetoo..
Safco Contoured Stacking ..
Pressboard Data Binders ..
Plantronics Cordless Phon..
Panasonic KX-TG9471B
OtterBox Defender Series ..
Nontoxic Chalk
Newell 334
Master Caster Door Stop, ..
Lifetime Advantage Foldin..
Ibico Presentation Index f..
Howard Miller 13" Diamet..
Howard Miller 13" Diamet..
Griffin GC17055 Auxiliary ..

Popular Products

Product Name

Quantity

200

150

100

50

0

GBC Personal VeloBind Str..
GBC DocuBind P400 Electr..
GBC DocuBind P100 Manu..
Fellowes Super Stor/Draw..
Fellowes PB300 Plastic Co..
DMI Eclipse Executive Suit..
Dixon Prang Watercolor P..
Digium D40 VoIP phone
Chromcraft Bull-Nose Wo..
Case Logic 2.4GHz Wireles..
BOSTON Ranger #55 Penci..
Boston 1645 Deluxe Heavi..
BlackBerry Q10
Binder Clips by OIC
BIC Liqua Brite Liner
Avery 3 1/2" Diskette Stor..
Atlantic Metals Mobile 4-S..
Alliance Super-Size Bands,..
Advantus Rolling Storage ..
Advantus Push Pins
24-Hour Round Wall Clock
Xerox 1991
Xerox 1968
Xerox 1928
Xerox 1900
Wirebound Message Book..
Wilson Jones Standard D-..
Tuf-Vin Binders
Things To Do Today Pad
Tenex "The Solids" Textur..
Southworth 25% Cotton A..
Sanford Colorific Colored..
SAFCO PlanMaster Boards..
Safco Chair Connectors, 6/..
Razer Tiamat Over Ear 7.1..
Peel & Seel Recycled Catal..
Newell 351
Newell 345
netTALK DUO VoIP Teleph..
Memorex Micro Travel Dri..
Memorex 25GB 6X Brande..
Maxell 74 Minute CDR, 10/..
Macally Suction Cup Mount
Hon 5100 Series Wood Ta..
Holmes Replacement Filte..

Popular Products

Quantity

200

150

100

50

0

Global Leather and Oak Ex..
GBC Wire Binding Combs
GBC Recycled Regency Co..
Fluorescent Highlighters ..
Fellowes Staxonsteel Dra..
Fellowes High-Stak Drawe..
Fellowes Bases and Tops F..
DXL Angle-View Binders w..
Deflect-o RollaMat Studde..
Deflect-o Glass Clear Stud..
DAX Cubicle Frames - 8x10
Compact Automatic Electr..
Cisco Unified IP Phone 794..
Cisco SPA525G2 IP Phone ..
Cisco 8x8 Inc. 6753i IP Bus..
Carina Mini System Audio ..
BPI Conference Tables
Belkin Premiere Surge Ma..
Avery Hanging File Binders
Avery Binding System Hid..
Atlantic Metals Mobile 5-S..
Anker Ultra-Slim Mini Blue..
Acme 10" Easy Grip Assist..
Aastra 57i VoIP phone
3M Organizer Strips
3-ring staple pack
Xerox 220
Xerox 217
Xerox 212
Xerox 2
Xerox 1947
Xerox 1917
Weyerhaeuser First Choic..
VTech DS6151
TRENDnet 56K USB 2.0 Ph..
Tops Wirebound Message ..
TOPS Carbonless Receipt ..
Tennsco Snap-Together O..
Tenex Antistatic Compute..
Tenex 46" x 60" Computer..
SanDisk Ultra 64 GB Micro..
Riverside Furniture Oval C..
Plantronics Voyager Pro H..
PayAnywhere Card Reader
Panasonic KX-TG9541B DE..

Popular Products

Product Name

Quantity

Panasonic KX TS3282W Co..
Novimex Swivel Fabric Tas..
Newell 34
Newell 315
Newell 310
Logitech K350 2.4Ghz Wir..
Logitech G700s Rechargea..
Logitech B530 USB Heads..
It's Hot Message Books wi..
Insertable Tab Post Binde..
Imation Clip USB flash dri..
Imation 8gb Micro Traveld..
Global Geo Office Task Ch..
Fellowes 8 Outlet Superio..
Eldon Base for stackable s..
Eldon 200 Class Desk Acce..
DAX Two-Tone Rosewood/..
Cardinal Holdit Business C..
Canon PC-428 Personal Co..
Boston KS Multi-Size Man..
Boston Heavy-Duty Trimli..
Avery Triangle Shaped Sh..
Avery 487
Ampad Gold Fibre Wirebo..
Advantus Map Pennant Fl..
Xerox 21
Xerox 205
Xerox 203
Xerox 1993
Xerox 1933
Xerox 1930
Xerox 1903
Xerox 1888
Woodgrain Magazine Files..
Wireless Extenders zBoos..
White Dual Perf Computer..
Universal Premium White ..
Tyvek Top-Opening Peel &..
Tenex Traditional Chairma..
Tenex File Box, Personal Fi..
Stanley Contemporary Bat..
Sortfiler Multipurpose Per..
Sanford Liquid Accent Hig..
Samsung Rugby III
SAFCO Commercial Wire S..

Popular Products

Product Name

Quantity

Rubbermaid ClusterMat C..
Rogers Jumbo File, Granite
Riverside Palais Royal La..
Prismacolor Color Pencil S..
Premier Electric Letter Op..
Prang Dustless Chalk Sticks
Plantronics Savi W720 Mu..
Plantronics HL10 Handset ..
Pizazz Global Quick File
Newell 348
Newell 343
Newell 332
Newell 314
Newell 31
Mophie Juice Pack Helium ..
Model L Table or Wall-Mou..
Maxell Pro 80 Minute CD-R..
Maxell 74 Minute CD-R Spi..
Imation Secure Drive + Ha..
iKross Bluetooth Portable ..
Ibico Recycled Linen-Style..
Howard Miller 11-1/2" Dia..
Hon 4700 Series Mobuis M..
Hon 2090 "Pillow Soft" Se..
Harbour Creations 67200 ..
Grandstream GXP1160 Vo..
Global Commerce Series L..
Floodlight Indoor Halogen ..
First Data FD10 PIN Pad
Fellowes Personal Hangin..
Fellowes Bankers Box Rec..
Euro-Pro Shark Turbo Vac..
Enermax Briskie RF Wirele..
Elite 5" Scissors
Eldon Gobal File Keepers
Eldon Fold 'N Roll Cart Sys..
DAX Black Cherry Wood-T..
Computer Printout Paper ..
Bevis Steel Folding Chairs
Bevis Round Bullnose 29" ..
Avery Hidden Tab Dividers..
Avery Hi-Liter Smear-Safe ..
Avery Fluorescent Highlig..
Avery 49
Avery 486

Popular Products

Product Name

Quantity

Avery 480	
Avery 473	
Avanti 4.4 Cu. Ft. Refriger..	
Avanti 1.7 Cu. Ft. Refriger..	
Apple iPhone 5	
Advantus Push Pins, Alumi..	
Adams Telephone Messag..	
Adams "While You Were O..	
Acco Pressboard Covers w..	
Xerox 23	
Xerox 1905	
Wilson Jones Hanging Vie..	
Wilson Jones 14 Line Acryl..	
Tuff Stuff Recycled Round ..	
Tenex B1-RE Series Chair ..	
Stur-D-Stor Shelving, Vert..	
Stackable Trays	
Self-Adhesive Address Lab..	
Security-Tint Envelopes	
Plastic Binding Combs	
Plantronics S12 Corded Te..	
Panasonic Kx-TS550	
Office Impressions End Ta..	
Newell 341	
Newell 326	
Newell 324	
Newell 320	
Newell 318	
Metal Folding Chairs, Beig..	
Luxo Professional Fluores..	
Logitech MX Performance ..	
Imation 30456 USB Flash ..	
Ibico EB-19 Dual Function ..	
Honeywell Quietcare HEP..	
Hon Mobius Operator's Ch..	
Google Nexus 5	
Global Manager's Adjusta..	
GBC Plasticlear Binding Co..	
GBC DocuBind TL200 Man..	
GBC DocuBind 300 Electric..	
Eldon Expressions Wood a..	
DAX Natural Wood-Tone P..	
DAX Charcoal/Nickel-Tone ..	
Boston 16801 Nautilus Ba..	
BIC Brite Liner Highlighters	

Popular Products

Product Name

Quantity

Avery 494
Advantus Panel Wall Certi..
Acme Softgrip Scissors
Acco PRESSTEX Data Bind..
Acco Hot Clips Clips to Go
XtraLife ClearVue Slant-D ..
Xerox 227
Xerox 222
Xerox 1995
Xerox 1970
Xerox 1939
Xerox 192
Wirebound Four 2-3/4 x 5 ..
Wilson Jones Heavy-Duty ..
Wilson Jones Custom Bind..
Wilson Jones "Snap" Scrat..
White Envelopes, White E..
Tripp Lite TLP810NET Bro..
Tennsco Lockers, Sand
Tennsco Lockers, Gray
Tenex Personal Filing Tote..
Square Ring Data Binders,..
Square Credit Card Reader
SpineVue Locking Slant-D ..
Rogers Deluxe File Chest
Polycom SoundPoint IP 45..
Panasonic KX-TG6844B Ex..
Panasonic KP-380BK Class..
O'Sullivan Plantations 2-D..
O'Sullivan 3-Shelf Heavy-..
Nu-Dell Float Frame 11 x 1..
Novimex Turbo Task Chair
Newell 321
NETGEAR N750 Dual Band..
Neat Ideas Personal Hangi..
Martin Yale Chadless Ope..
Logitech VX Revolution Co..
Large Capacity Hanging P..
Kingston Digital DataTrav..
Jabra Supreme Plus Driver..
Hon Racetrack Conference..
Hon Practical Foundations..
Hon Pagoda Stacking Chai..
Hon Olson Stacker Chairs
Hon 61000 Series Interact..

Popular Products

Product Name

Quantity

200

150

100

50

0

Hon 4-Shelf Metal Bookca..
GBC ProClick 150 Present..
Executive Impressions 10..
Eureka Sanitaire Multi-Pr..
Eldon 400 Class Desk Acce..
Eldon 200 Class Desk Acce..
Eldon 200 Class Desk Acce..
Computer Room Manger, ..
Chromcraft 48" x 96" Rac..
Carina 42"Hx23 3/4"W M..
Blue String-Tie & Button I..
Binney & Smith inkTank D..
Belkin F5C206VTEL 6 Outl..
Avery Trapezoid Ring Bind..
Avery 513
Avery 501
Anker 36W 4-Port USB Wa..
Aluminum Document Frame
Acme Value Line Scissors
Acme Tagit Stainless Steel..
Xerox 230
Xerox 1959
Xerox 1935
Wilson Jones Active Use B..
Trimflex Flexible Post Bin..
Tennsco Commercial Shelv..
Staple-on labels
ShoreTel ShorePhone IP 2..
Samsung Replacement EH..
Regeneration Desk Collect..
Rediform S.O.S. 1-Up Phon..
Recycled Steel Personal Fi..
Prestige Round Ring Bind..
Office Star Flex Back Scoo..
O'Sullivan Living Dimensio..
O'Sullivan 2-Shelf Heavy-..
Newell Chalk Holder
Motorola Droid Maxx
Mobile Personal File Cube
Maxell 4.7GB DVD-R 5/Pack
Logitech Wireless Perform..
Logitech Wireless Gaming ..
Logitech G600 MMO Gami..
Logitech G500s Laser Gam..
Linden 10" Round Wall Clo..

Popular Products

Popular Products

Product Name

Quantity axis: 0, 50, 100, 150, 200

Product Names (x-axis):
Smead Alpha-Z Color-Code..
Seth Thomas 13 1/2" Wall ..
SanDisk Cruzer 32 GB USB ..
Recycled Steel Personal Fi..
Recycled Eldon Regenerat..
Recycled Data-Pak for Arc..
Office Star Flex Back Scoo..
Office Star - Mesh Screen ..
Office Star - Contemporar..
Office Impressions Heavy ..
Nokia Lumia 521 (T-Mobile)
Newell 350
Newell 309
Newell 3-Hole Punched Pla..
Memorex Mini Travel Driv..
Martin-Yale Premier Lette..
Logitech Illuminated - Key..
Lesro Round Back Collecti..
Laser & Ink Jet Business E..
Kensington K72356US Mo..
Kensington Expert Mouse ..
Kensington 6 Outlet Guar..
Ibico Covers for Plastic or ..
Hunt Boston Vacuum Mou..
HP Standard 104 key PS/2 ..
Hon Rectangular Conferen..
Gould Plastics 9-Pocket Pa..
GE General Purpose, Extra..
GBC VeloBinder Strips
GBC Recycled Grain Textur..
Fellowes 8 Outlet Superio..
Executive Impressions 13..
Eureka The Boss Plus 12-A..
Eldon Radial Chair Mat for..
Eldon Expressions Punche..
Eldon Expressions Desk Ac..
Eldon Cleatmat Plus Chair ..
Economy Rollaway Files
Eberhard Faber 3 1/2" Gol..
DIXON Ticonderoga Erasa..
Carina Media Storage Tow..
Canon imageCLASS 2200 A..
Boston Electric Pencil Sha..
Binney & Smith Crayola M..
Bevis Round Conference T..

Popular Products

Product Name

Quantity

200

150

100

50

0

Bevis 44 x 96 Conference T..
Avery White Multi-Purpos..
Avery 511
Avery 50
Avery 492
Avery 477
APC 7 Outlet Network Sur..
Ampad Phone Message Bo..
Advantus Panel Wall Acryl..
Advantus Motivational No..
Xerox 232
Xerox 211
Xerox 201
Xerox 1941
Xerox 1914
Xerox 189
Wi-Ex zBoost YX540 Cellul..
Tenex Chairmat w/ Averag..
Stanley Bostitch Contemp..
Stacking Trays by OIC
Speediset Carbonless Redi..
Seth Thomas 16" Steel Ca..
Sauder Camden County Co..
RSVP Cards & Envelopes,..
RCA Visys Integrated PBX..
Portable Personal File Box
Polycom SoundPoint Pro S..
Office Star - Ergonomicall..
Multicolor Computer Print..
Motorola L804
Microsoft Natural Ergono..
Message Book, Phone, Wir..
Magna Visual Magnetic Pl..
Lumber Crayons
Logitech ClearChat Comfo..
Leather Task Chair, Black
Jet-Pak Recycled Peel 'N' ..
Innergie mMini Combo Du..
HTC One Mini
HP Office Recycled Paper (..
Hon Metal Bookcases, Put..
Green Canvas Binder for 8..
Global Leather Task Chair,..
Global Deluxe Stacking Ch..
GBC Instant Index System..

Popular Products

Chart showing Quantity by Product Name. Y-axis labeled "Quantity" ranging from 0 to 200. X-axis labeled "Product Name" with the following products (all bars approximately equal height, around 15-17):

Fellowes Mighty 8 Compa.., Eureka The Boss Cordless .., Eureka Recycled Copy Pap.., Eldon Pizzaz Desk Accesso.., Eldon "L" Workstation Di.., Economy Binders, DIXON Oriole Pencils, Dixon My First Ticonderog.., ClearSounds CSC500 Ampl.., Canon PC1060 Personal La.., Bush Cubix Conference Ta.., Bush Advantage Collectio.., Brother DCP1000 Digital 3.., Blackstonian Pencils, Black Print Carbonless Sn.., Bevis Round Conference T.., Barrel Sharpener, Balt Solid Wood Round Ta.., Avery Framed View Binder.., Avery Durable Slant Ring .., Avery 52, Avery 508, Avery 483, Airmail Envelopes, Acco Clips to Go Binder Cli.., 6" Cubicle Wall Clock, Black, 24 Capacity Maxi Data Bin.., Xerox 213, Xerox 210, Xerox 197, Xerox 196, Xerox 1954, Xerox 1927, Xerox 1925, Xerox 1880, Wilson Jones Internationa.., Tennsco Regal Shelving U.., Sony Micro Vault Click 4 G.., Sanyo Counter Height Ref.., Plymouth Boxed Rubber B.., Plantronics Encore H101 .., Plantronics Audio 995 Wir.., Permanent Self-Adhesive .., Peel & Seel Envelopes, OtterBox Commuter Serie..

Popular Products

Product Name

Quantity

200

150

100

50

0

Ooma Telo VoIP Home Pho..
O'Sullivan Elevations Boo..
Nu-Dell Leatherette Frames
Newell 344
Newell 336
Newell 327
Newell 322
NETGEAR AC1750 Dual Ba..
Micro Innovations USB RF ..
Message Book, Wireboun..
Maxell DVD-RAM Discs
Luxo Adjustable Task Clam..
LG Electronics Tone+ HBS-..
Lexmark MX611dhe Mono..
Laminate Occasional Tables
KeyTronic E03601U1 - Key..
JM Magazine Binder
Jawbone MINI JAMBOX W..
Jackery Bar Premium Fast..
Imation 32GB Pocket Pro ..
Hoover Replacement Belts..
Hoover Portapower Porta..
Hoover Commercial Soft G..
Hon Comfortask Task/Swi..
Hon 2111 Invitation Serie..
Hon 2111 Invitation Serie..
Holmes Replacement Filte..
Global Executive Mid-Back..
GBC Poly Designer Binding..
GBC Linen Binding Covers
Fellowes Super Stor/Draw..
Eldon Spacemaker Box, Qu..
Eldon Image Series Desk A..
Eldon ClusterMat Chair M..
Eldon 100 Class Desk Acce..
Deflect-o SuperTray Unbr..
Deflect-o DuraMat Antista..
DAX Copper Panel Docume..
Crate-A-Files
Convenience Packs of Busi..
Contemporary Wood/Met..
Chromcraft Bull-Nose Wo..
Bush Westfield Collection ..
Bose SoundLink Bluetooth..
Avery 519

Popular Products

Product Name

Quantity

Avery 478
Avery 475
AT&T 1080 Corded phone
Ames Color-File Green Dia..
Advantus 10-Drawer Port..
Adtran 1202752G1
Adjustable Personal File T..
3.6 Cubic Foot Counter Hei..
Xerox 224
Xerox 204
Xerox 1999
Xerox 1963
Xerox 1957
Xerox 1913
Wirebound Message Book..
Wilson SignalBoost 84126..
Wilson Jones Four-Pocket..
WD My Passport Ultra 1T..
Tyvek Top-Opening Peel &..
TOPS "Important Messag..
Tensor Track Tree Floor La..
Telephone Message Books..
Stiletto Hand Letter Open..
Sharp AL-1530CS Digital C..
Seth Thomas 14" Day/Dat..
Seth Thomas 12" Clock w/..
Sanyo 2.5 Cubic Foot Mid..
Safco Value Mate Series S..
Rediform Wirebound "Pho..
Polycom CX600 IP Phone V..
OIC #2 Pencils, Medium So..
O'Sullivan Living Dimensio..
Newell 331
Newell 32
Memorex 25GB 6X Brande..
Maxell 4.7GB DVD+RW 3/..
Luxo Economy Swing Arm..
Logitech Z-906 Speaker sy..
Logitech Mobile Speakerp..
Logitech G430 Surround S..
Logitech G35 7.1-Channel..
JBL Micro Wireless Portab..
Jabra BIZ 2300 Duo QD Du..
Howard Miller 13-1/2" Dia..
Howard Miller 11-1/2" Dia..

Popular Products

Product Name

Quantity

Holmes 99% HEPA Air Puri..
Hanging Personal Folder F..
Green Bar Computer Print..
Global Deluxe Office Fabri..
Global Comet Stacking Ar..
GBC Laser Imprintable Bin..
Fellowes Powershred HS..
Executive Impressions 14..
Executive Impressions 14"
Electrix Halogen Magnifie..
Eldon Stackable Tray, Side..
Eldon Imàge Series Desk A..
Eldon Executive Woodline ..
Eldon Delta Triangular Ch..
Eldon 500 Class Desk Acce..
Deluxe Chalkboard Eraser ..
Deflect-O Glasstique Clear..
Deflect-o DuraMat Lighwe..
DAX Executive Solid Wood..
DAX Cubicle Frames, 8-1/2..
Cush Cases Heavy Duty Ru..
Companion Letter/Legal Fi..
Commercial WindTunnel C..
Cardinal Slant-D Ring Bind..
Bretford "Just In Time" He..
Boston 19500 Mighty Mit..
BIC Brite Liner Grip Highli..
Berol Giant Pencil Sharpe..
Belkin F9S820V06 8 Outle..
Avery Round Ring Poly Bin..
Avery Flip-Chart Easel Bin..
Avery 514
Avery 506
Avery 488
AT&T CL82213
Anker Ultrathin Bluetooth..
Acco PRESSTEX Data Bind..
Acco Hanging Data Binders
Xerox 199
Xerox 1987
Xerox 198
Xerox 1956
Xerox 1944
Xerox 1943
Xerox 1929

Popular Products

Popular Products

Product Name

Quantity

Avery Printable Repositio..
Avery Legal 4-Ring Binder
Avery 51
Avery 495
Avery 489
Advantus T-Pin Paper Clips
Acme Preferred Stainless ..
Aastra 6757i CT Wireless ..
3M Polarizing Task Lamp ..
2300 Heavy-Duty Transfer..
Xerox 229
Xerox 228
Xerox 219
Xerox 200
Xerox 1992
Xerox 1967
Xerox 1948
Xerox 1920
Xerox 19
Wirebound Message Book..
Translucent Push Pins by ..
Tenex Personal Self-Stacki..
Tenex Carpeted, Granite-L..
Telephone Message Books..
Spiral Phone Message Boo..
Spigen Samsung Galaxy S..
Southworth Parchment Pa..
Southworth 100% Cotton ..
Sauder Forest Hills Librar..
Sanford Colorific Eraseabl..
Samsung Galaxy S4 Mini
Sabrent 4-Port USB 2.0 Hub
Rush Hierlooms Collection..
Riverleaf Stik-Withit Desi..
Project Tote Personal File
Polycom VoiceStation 500..
Polycom CX300 Desktop P..
Plantronics MX500i Earset
Plantronics 81402
Motorla HX550 Universal ..
Microsoft Wireless Mobile..
Micropad Numeric Keypads
Memorex Mini Travel Driv..
Logitech Wireless Touch K..
KeyTronic KT400U2 - Keyb..

Popular Products

Product Name

Quantity

Important Message Pads,..
Hon Deluxe Fabric Upholst..
GE General Use Halogen B..
GE DSL Phone Line Filter
GBC VeloBinder Electric Bi..
GBC DocuBind 200 Manual..
GBC Clear Cover, 8-1/2 x 1..
Fellowes Desktop Hanging..
Fellowes Command Center..
Fellowes Advanced Compu..
Fashion Color Clasp Envel..
Embossed Ink Jet Note Ca..
Eldon Expressions Wood a..
Eldon Expressions Mahog..
Eldon Expressions Desk Ac..
EcoTones Memo Sheets
DAX Contemporary Wood ..
Dana Swing-Arm Lamps
Computer Printout Index T..
Colored Push Pins
Cisco SPA508G
Cisco IP Phone 7961G-GE ..
Cardinal Poly Pocket Divid..
Canon PC940 Copier
Brown Kraft Recycled Env..
BoxOffice By Design Recta..
Boston Model 1800 Electri..
Boston 1799 Powerhouse ..
Bevis Boat-Shaped Confer..
Belkin F9M820V08 8 Outl..
Belkin 8 Outlet SurgeMast..
Avery Trapezoid Extra Hea..
Avery 520
Avery 516
Avery 503
Avery 48
AT&T TR1909W
Array Parchment Paper, A..
Apple iPhone 5C
Alliance Big Bands Rubber..
Advantus SlideClip Paper ..
Adams Telephone Messag..
Acco Side-Punched Conven..
Acco Banker's Clasps, 5 3/..
Acco 6 Outlet Guardian St..

Popular Products

Product Name

Quantity

Zebra GX420t Direct Ther..
Xerox 231
Xerox 221
Xerox 2000
Xerox 1981
Xerox 1966
Xerox 1910
Xerox 1899
Xerox 1886
White GlueTop Scratch Pa..
Verbatim 25 GB 6x Blu-ray..
Verbatim 25 GB 6x Blu-ray..
Tyvek Side-Opening Peel &..
Tops White Computer Prin..
Sauder Inglewood Library ..
Sauder Cornerstone Collec..
Sanford Uni-Blazer View H..
Sanford Pocket Accent Hig..
Sanford EarthWrite Recyc..
Sanford 52201 APSCO Ele..
Samsung Galaxy Note 2
Safco Value Mate Steel Bo..
SAFCO PlanMaster Heigh..
Ricoh - Ink Collector Unit f..
Premier Automatic Letter ..
PowerGen Dual USB Car C..
Plantronics Calisto P620-..
Personal Folder Holder, Eb..
Newell 349
Newell 323
Mitel 5320 IP Phone VoIP ..
Memorex Mini Travel Driv..
Memorex Froggy Flash Dri..
Logitech G13 Programma..
Logitech G105 Gaming Ke..
Letter/Legal File Tote with..
Jawbone JAMBOX Wireles..
iOttie XL Car Mount
Imation USB 2.0 Swivel Fl..
HTC One
HP Office Paper (20Lb. an..
Howard Miller 12" Round ..
Howard Miller 12-3/4 Dia..
Howard Miller 11-1/2" Dia..
Hoover Commercial Steam..

Popular Products

Chart axis label (top): Product Name

Y-axis label: Quantity

Y-axis values: 0, 50, 100, 150, 200

X-axis categories:
Honeywell Enviracaire Por.., Holmes HEPA Air Purifier, Global Comet Stacking Ar.., Global Adaptabilities Conf.., GBC Wire Binding Strips, Fiskars 8" Scissors, 2/Pack, Fellowes Presentation Cov.., Executive Impressions 12.., Eldon Antistatic Chair Mat.., Dixon Ticonderoga Erasab.., Deluxe Rollaway Locking F.., Deflect-o EconoMat Nonst.., Dax Clear Box Frame, Dana Fluorescent Magnify.., Clarity 53712, Bush Westfield Collection .., Bady BDG101FRU Card Pri.., Avery 496, ARKON Windshield Dashb.., Angle-D Ring Binders, Ampad Evidence Wirebon.., AmazonBasics 3-Button U.., Adams Phone Message Bo.., Acco Smartsocket Color-C.., 50 Colored Long Pencils, 3M Replacement Filter for.., 3M Polarizing Light Filter .., 1.7 Cubic Foot Compact "C.., Xerox 22, Xerox 1994, Xerox 1986, Xerox 1946, Xerox 1942, Xerox 193, Xerox 1911, Wirebound Service Call Bo.., While You Were Out Pads,.., UniKeep View Case Binders, TOPS 4 x 6 Fluorescent Col.., Things To Do Today Spiral .., Tennsco 16-Compartment .., Swingline SM12-08 Micro.., Super Decoflex Portable P.., StarTech.com 10/100 VDS.., Sony Micro Vault Click 8 G..

Popular Products

Product Name

Quantity

200

150

100

50

0

SmartStand Mobile Device..
Seth Thomas 14" Putty-Co..
Samsung Galaxy S4
Samsung Galaxy Note 3
Safco Wire Cube Shelving ..
Safco Industrial Shelving
QVS USB Car Charger 2-Po..
Plantronics CS 50-USB - he..
OIC Thumb-Tacks
OIC Binder Clips, Mini, 1/4..
Office Star - Ergonomic Mi..
Nortel Meridian M5316 Di..
Newell 328
Maxell 4.7GB DVD+R 5/Pa..
Manila Recycled Extra-He..
Luxo Professional Magnify..
Luxo Professional Combin..
Lenovo 17-Key USB Numer..
KLD Oscar II Style Snap-on..
Kensington SlimBlade Not..
Jabra SPEAK 410 Multidev..
Insertable Tab Indexes For..
Imation 8GB Mini TravelDr..
iHome FM Clock Radio wit..
Ibico EPK-21 Electric Bindi..
Hon Valutask Swivel Chairs
Hon 4060 Series Tables
Harmony Air Purifier
Global Leather & Oak Exec..
GBC Standard Plastic Bind..
Flexible Leather- Look Clas..
File Shuttle I and Handi-File
Eureka The Boss Lite 10-A..
Electrix 20W Halogen Repl..
Eldon Expressions Punche..
Eldon Advantage Chair Ma..
Economy #2 Pencils
Dixon Ticonderoga Pencils
Dixon Ticonderoga Core-L..
DAX Two-Tone Silver Meta..
DAX Solid Wood Frames
ClearOne CHAT Attach 160 ..
C-Line Cubicle Keepers Pol..
Bulldog Table or Wall-Mou..
Boston Home & Office Mo..

Popular Products

Product Name

Quantity

- 200
- 150
- 100
- 50
- 0

Bevis Rectangular Confere..
Belkin 325VA UPS Surge P..
Avery 517
Avery 509
Avery 498
Avery 493
Avery 490
Avaya 5410 Digital phone
AT&T 1080 Phone
Anker Astro 15000mAh US..
Akro-Mils 12-Gallon Tote
Akro Stacking Bins
Acme Titanium Bonded Sci..
Acme Stainless Steel Offic..
Acme Galleria Hot Forged ..
Acme Design Stainless Ste..
#10-4 1/8" x 9 1/2" Premi..
Xerox 1982
Xerox 1975
Xerox 1953
Xerox 1940
Xerox 1937
Xerox 1924
Xerox 1882
Wirebound Message Book..
Wilson Jones data.wareho..
WD My Passport Ultra 500..
Verbatim 25 GB 6x Blu-ray..
TOPS Voice Message Log B..
Texas Instruments TI-34 S..
Strathmore #10 Envelope..
Sony 32GB Class 10 Micro..
Smead Adjustable Mobile ..
SAFCO Optional Arm Kit fo..
Safco Drafting Table
Recycled Interoffice Envel..
Quartet Omega Colored C..
Polycom SoundStation2 E..
Personal File Boxes with F..
Perixx PERIBOARD-512B, ..
Okidata C331dn Printer
O'Sullivan Manor Hill 2-Do..
Newell 335
Newell 307
Mini 13-1/2 Capacity Data ..

Popular Products

Product Name

Quantity

200

150

100

50

0

Memorex Micro Travel Dri..
Memo Book, 100 Message ..
Master Giant Foot Doorst..
Magnifier Swing Arm Lamp
Logitech Keyboard K120
LG Exalt
Jensen SMPS-640 - speake..
iOttie HLCRIO102 Car Mou..
HP Designjet T520 Inkjet L..
Howard Miller 16" Diamet..
Honeywell Enviracaire Por..
Hon Metal Bookcases, Gray
Holmes Replacement Filte..
Harmony HEPA Quiet Air P..
Global Task Chair, Black
GBC Therma-A-Bind 250T ..
GBC ProClick Spines for 32..
Fellowes Recycled Storag..
Eureka Sanitaire Commer..
Eldon Image Series Black ..
Eldon 200 Class Desk Acce..
Conquest 14 Commercial ..
ClearOne Communications..
Cisco IP Phone 7961G VoIP..
Cardinal Hold-It CD Pocket
Bush Somerset Collection ..
Bush Andora Conference T..
BlueLounge Milo Smartph..
Binney & Smith inkTank Er..
Balt Split Level Computer ..
Avery Non-Stick Heavy Du..
Avery 491
Avaya 5420 Digital phone
Avaya 4621SW VoIP phone
Ativa D5772 2-Line 5.8GH..
AT&T 1070 Corded Phone
Ampad #10 Peel & Seel Ho..
Acme Rosewood Handle L..
Acme Kleen Earth Office S..
Acme Elite Stainless Steel ..
Xerox 206
Xerox 1979
Xerox 1912
TOPS Money Receipt Book..
Tenex Chairmats For Use ..

Popular Products

Product Name

Quantity

200

150

100

50

0

Standard Line "While You ..
Seth Thomas 8 1/2" Cubicl..
Self-Adhesive Ring Binder ..
Seidio BD2-HK3IPH5-BK Dl..
Sanford Colorific Scented ..
Safco Commercial Shelving
Rediform Voice Mail Log B..
Quality Park Security Enve..
Panasonic KX - TS880B Tel..
Nokia Lumia 925
Newell 346
Newell 330
Newell 316
Multi-Use Personal File Ca..
Memorex Micro Travel Dri..
Logitech Wireless Anywhe..
Logitech LS21 Speaker Sys..
High Speed Automatic Ele..
GE 2-Jack Phone Line Split..
GBC Binding covers
G. E. Halogen Desk Lamp B..
Fiskars Home & Office Scis..
Executive Impressions 13..
Euro Pro Shark Stick Mini ..
Electrix Fluorescent Magn..
DYMO CardScan Personal ..
Durable Pressboard Binde..
Dexim XPower Skin Super-..
Design Ebony Sketching P..
DAX Metal Frame, Deskto..
Cyber Acoustics AC-202b S..
Colorific Watercolor Pencils
Clearsounds A400
Cisco SPA112 2 Port Phon..
Cisco Small Business SPA ..
Chromcraft Bull-Nose Wo..
Canon PC1080F Personal C..
Black Print Carbonless 8 1..
Bionaire Personal Warm ..
Balt Solid Wood Rectangul..
Avery Personal Creations ..
Ativa V4110MDD Micro-C..
Ativa MDM8000 8-Sheet ..
Array Memo Cubes
Apple iPhone 5S

Popular Products

Product Name

Quantity

Acco Expandable Hanging ..
3D Systems Cube Printer, ..
#10 Gummed Flap White E..
Xerox 1974
Xerox 1972
Xerox 1965
Xerox 1955
Xerox 1907
Xerox 1889
VariCap6 Expandable Bind..
Ultra Door Kickplate, 8"H ..
Tensor Brushed Steel Torc..
Tenex Contemporary Cont..
Telescoping Adjustable Fl..
Southworth Structures Co..
Sharp 1540cs Digital Lase..
Sauder Mission Library wi..
Sauder Forest Hills Librar..
Sauder Facets Collection L..
Sauder Camden County Ba..
SanDisk Cruzer 16 GB USB..
Petty Cash Envelope
Panasonic KX T7736-B Dig..
Panasonic KX MB2061 Mul..
Newell 339
Newell 33
Newell 313
Maxell iVDR EX 500GB Car..
Maxell 4.7GB DVD-RW 3/P..
Master Caster Door Stop, ..
Master Caster Door Stop, ..
Logitech Wireless Headse..
LG G3
Letter Size File
KeyTronic 6101 Series - Ke..
Inter-Office Recycled Enve..
Hon Every-Day Chair Serie..
Hewlett-Packard 300S Sci..
Griffin GC36547 PowerJol..
Grandstream GXP2100 M..
Global Enterprise Series S..
Global Deluxe High-Back O..
GE 30522EE2
Fellowes Advanced 8 Outl..
Epson TM-T88V Direct The..

Popular Products

Product Name

Quantity

200

150

100

50

0

Eldon Advantage Foldable ..
Disposable Triple-Filter D..
DAX Clear Channel Poster ..
Career Cubicle Clock, 8 1/4..
Boston 16765 Mini Stand ..
Belkin 7-Outlet SurgeMas..
Avery 507
AT&T CL83451 4-Handset ..
Artistic Insta-Plaque
Apple EarPods with Remo..
Acco Recycled 2" Capacity..
3M Office Air Cleaner
14-7/8 x 11 Blue Bar Comp..
#10 Self-Seal White Envel..
Xerox 223
Xerox 208
Xerox 1998
Xerox 1950
Xerox 194
Xerox 1936
Wausau Papers Astrobrig..
Storex Flexible Poly Binde..
Serrated Blade or Curved ..
Self-Adhesive Address Lab..
Samsung Convoy 3
Safco Steel Mobile File Cart
Rosewill 107 Normal Keys ..
Recycled Premium Regenc..
Pressboard Data Binder, C..
Post-it "Important Messa..
Pastel Pink Envelopes
Panasonic KX TS3282B Co..
Panasonic KP-310 Heavy-..
Okidata MB491 Multifunc..
O'Sullivan Cherrywood Es..
O'Sullivan 5-Shelf Heavy-..
Nortel Business Series Ter..
Newell 340
Mead 1st Gear 2" Zipper B..
Maxell CD-R Discs
Konftel 250 Conference ph..
Kingston Digital DataTrav..
Kensington 6 Outlet Mast..
i.Sound Portable Power - 8..
Hoover WindTunnel Plus C..

Popular Products

Product Name

Quantity axis: 0, 50, 100, 150, 200

Product names (x-axis):
Honeywell Enviracaire Por.., Holmes Cool Mist Humidifi.., Eldon Regeneration Recyc.., Cubify CubeX 3D Printer D.., Bush Birmingham Collecti.., Bevis Traditional Confere.., Belkin QODE FastFit Bluet.., Avery Hi-Liter GlideStik Fl.., Anker Astro Mini 3000mA.., Ampad Poly Cover Wirebo.., #6 3/4 Gummed Flap Whit.., Xerox 218, Xerox 1990, Xerox 1980, Xerox 1973, Wilson Jones Suede Grain .., Verbatim Slim CD and DVD.., Texas Instrument TI-15 Fr.., Tensor "Hersey Kiss" Styl.., Speck Products Candyshel.., SKILCRAFT Telephone Sho.., Sannysis Cute Owl Design .., Samsung Galaxy S4 Active, Quartet Alpha White Chal.., Plastic Stacking Crates & .., Plantronics Voyager Pro L.., Panasonic KX T7731-B Dig.., Office Star - Task Chair wi.., Nu-Dell EZ-Mount Plastic .., Newell 338, Newell 329, Konica Minolta magicolor .., Kensington 7 Outlet Mast.., Ibico Recycled Grain-Textu.., Hunt BOSTON Vista Batte.., Hunt BOSTON Model 1606.., Hoover Commercial Light.., Hewlett-Packard Deskjet.., Hand-Finished Solid Wood.., Global Italian Leather Offi.., Global Adaptabilites Book.., Geographics Note Cards, .., Faber Castell Col-Erase Pe.., Executive Impressions 14.., Eldon Econocleat Chair Ma..

Popular Products

A bar chart titled "Popular Products" showing Quantity on the y-axis (ranging from 0 to 200) and Product Name on the x-axis. All bars appear to be at approximately the same low level near 0.

Product Names (x-axis labels):
Eldon Cleatmat Chair Mat.., Dixon Ticonderoga Maple .., Cisco SPA525G2 5-Line IP .., Boston 1730 StandUp Elec.., Binney & Smith inkTank Er.., Belkin Grip Candy Sheer C.., Belkin 8 Outlet SurgeMast.., Avery Binder Labels, Avery 500, Avery 497, AT&T SB67148 SynJ, AT&T CL2909, Anker 24W Portable Micro.., Alliance Rubber Bands, Adams Write n' Stick Phon.., Acco Smartsocket Table S.., Acco Perma 2700 Stacking.., 12 Colored Short Pencils, "While you Were Out" Me.., Xerox WorkCentre 6505D.., Xerox 215, Xerox 207, Xerox 1976, Xerox 1938, Xerox 1926, Xerox 1921, Westinghouse Floor Lamp .., Tops Green Bar Computer .., Tenex V2T-RE Standard W.., Space Solutions Industrial.., Southworth 25% Cotton G.., Shocksock Galaxy S4 Arm.., Sanford Prismacolor Profe.., RCA ViSYS 25825 Wireless.., Portfile Personal File Boxes, Okidata MB760 Printer, Office Star - Contemporar.., Microsoft Arc Touch Mouse, Logitech M510 Wireless M.., Hon Deluxe Fabric Upholst.., Hammermill CopyPlus Cop.., GE 4 Foot Flourescent Tub.., Fellowes Econo/Stor Draw.., Executive Impressions 8-1.., Col-Erase Pencils with Era..

Popular Products

Popular Products

Chart titled "Popular Products" with x-axis labeled "Product Name" and y-axis labeled "Quantity" (scale 0 to 200). The following products are listed along the x-axis:

Xerox 1985, Xerox 1983, Xerox 1958, Xerox 1896, Xerox 1892, Xerox 1890, Xblue XB-1670-86 X16 Sm..., Wirebound Message Form..., Unpadded Memo Slips, Stockwell Gold Paper Clips, Sterling Rubber Bands by ..., Sauder Facets Collection L..., Sanitaire Vibra Groomer I..., SANFORD Liquid Accent T..., SanDisk Cruzer 4 GB USB F..., Riverside Furniture Stanw..., Recycled Interoffice Envel..., Plantronics Single Ear Hea..., Panasonic KX MC6040 Col..., OtterBox Defender Series ..., Okidata C610n Printer, Newell 308, Loose Memo Sheets, LG G2, Lexmark S315 Color Inkjet..., Kleencut Forged Office Sh..., Imation Swivel Flash Drive..., Holmes Visible Mist Ultras..., Hewlett-Packard Desktjet..., Electrix Incandescent Mag..., Eldon File Chest Portable ..., Desktop 3-Pocket Hot File, Dell Slim USB Multimedia ..., Cisco Desktop Collaborati..., Boston 16750 Black Comp..., Binney & Smith Crayola M..., Belkin 7 Outlet SurgeMast..., Avery 515, Avery 05222 Permanent S..., Avaya IP Phone 1140E Vol..., Anderson Hickey Conga Ta..., Acme Serrated Blade Lett..., Acco Glide Clips, Xiaomi Mi3, Xerox 1918

Popular Products

Product Name

(Chart axis — Quantity: 0, 50, 100, 150, 200)

Product names along the x-axis:
Xerox 1902, Xerox 1901, Wirebound Voice Message.., Wilson Jones Hanging Rec.., Tenex Traditional Chairma., Star Micronics TSP800 TS.., Star Micronics TSP100 TS.., Snap-A-Way Black Print Ca.., SanDisk Cruzer 8 GB USB F.., Rush Hierlooms Collection.., Rediform S.O.S. Phone Me.., Pyle PRT45 Retro Home Te.., Park Ridge Embossed Exec.., Panasonic KP-350BK Elect.., Nokia Lumia 1020, Newell 337, Micro Innovations Wireles.., Logitech Wireless Boombo.., Lexmark X 9575 Professio.., Letter Slitter, HP Officejet Pro 8600 e-All.., Hewlett-Packard Deskjet .., First Data TMFD35 PIN Pad, Executive Impressions 16-.., Eureka Hand Vacuum, Bag.., Epson WorkForce WF-253.., Cubify CubeX 3D Printer Tr.., Computer Printout Paper .., Classic Ivory Antique Tele.., Cisco CP-7937G Unified IP .., Cherry 142-key Programm.., Bush Cubix Collection Boo.., Bevis Round Conference R.., Belkin 8-Outlet Premiere S.., Avery Hi-Liter Comfort Gri.., Avery 484, Avery 482, Xerox 1932, Xerox 1922, Wasp CCD Handheld Bar C.., Vtech AT&T CL2940 Corde.., Universal Ultra Bright Whi.., Stride Job 150 Highlighter.., Sony 8GB Class 10 Micro S.., Socket Bluetooth Cordless..

Popular Products

Product Name

Quantity

RCA ViSYS 25425RE1 Cord.. | RCA H5401RE1 DECT 6.0 4.. | Panasonic Business Telep.. | Okidata B401 Printer | Okidata B400 Printer | Newell 342 | NETGEAR RangeMax WNR.. | Logitech Illuminated Ultra.. | Linden 12" Wall Clock Wit.. | I.R.I.S IRISCard Anywhere.. | Holmes Harmony HEPA Air.. | Hewlett-Packard Deskjet .. | Hammermill Color Copier .. | Fellowes Smart Surge Ten.. | Executive Impressions 13.. | Epson Perfection V600 Ph.. | Eldon Jumbo ProFile Porta.. | Decoflex Hanging Persona.. | Color-Coded Legal Exhibit .. | Cisco SPA 501G IP Phone | Cisco 8961 IP Phone Charc.. | Canon Color ImageCLASS .. | Bush Westfield Collection .. | Brother MFC-9340CDW LE.. | Boston 1827 Commercial .. | Atlantic Metals Mobile 2-S.. | AT&T EL51110 DECT | 3D Systems Cube Printer, .. | Xerox 1989 | Xerox 1984 | Xerox 1969 | Ultra Commercial Grade D.. | RCA ViSYS 25423RE1 Cord.. | PNY Rapid USB Car Charge.. | NeatDesk Desktop Scanne.. | Multimedia Mailers | Memorex Mini Travel Driv.. | Jiffy Padded Mailers with .. | Hewlett-Packard Deskjet .. | Grip Seal Envelopes | Eureka Disposable Bags fo.. | Canon imageCLASS MF746.. | Barricks Non-Folding Utili.. | Avery Hi-Liter Pen Style Si.. | Avery 5

Popular Products

Product Name

Quantity

200

150

100

50

0

Xerox 20

Penpower WorldCard Pro ..

Global Enterprise Series S..

Bush Saratoga Collection ..

Boston 1900 Electric Penc..

DataEx: CustSegsxTime

Region

Customer Segments by Region

Segment / Region

Consumer	Corporate	Home Office
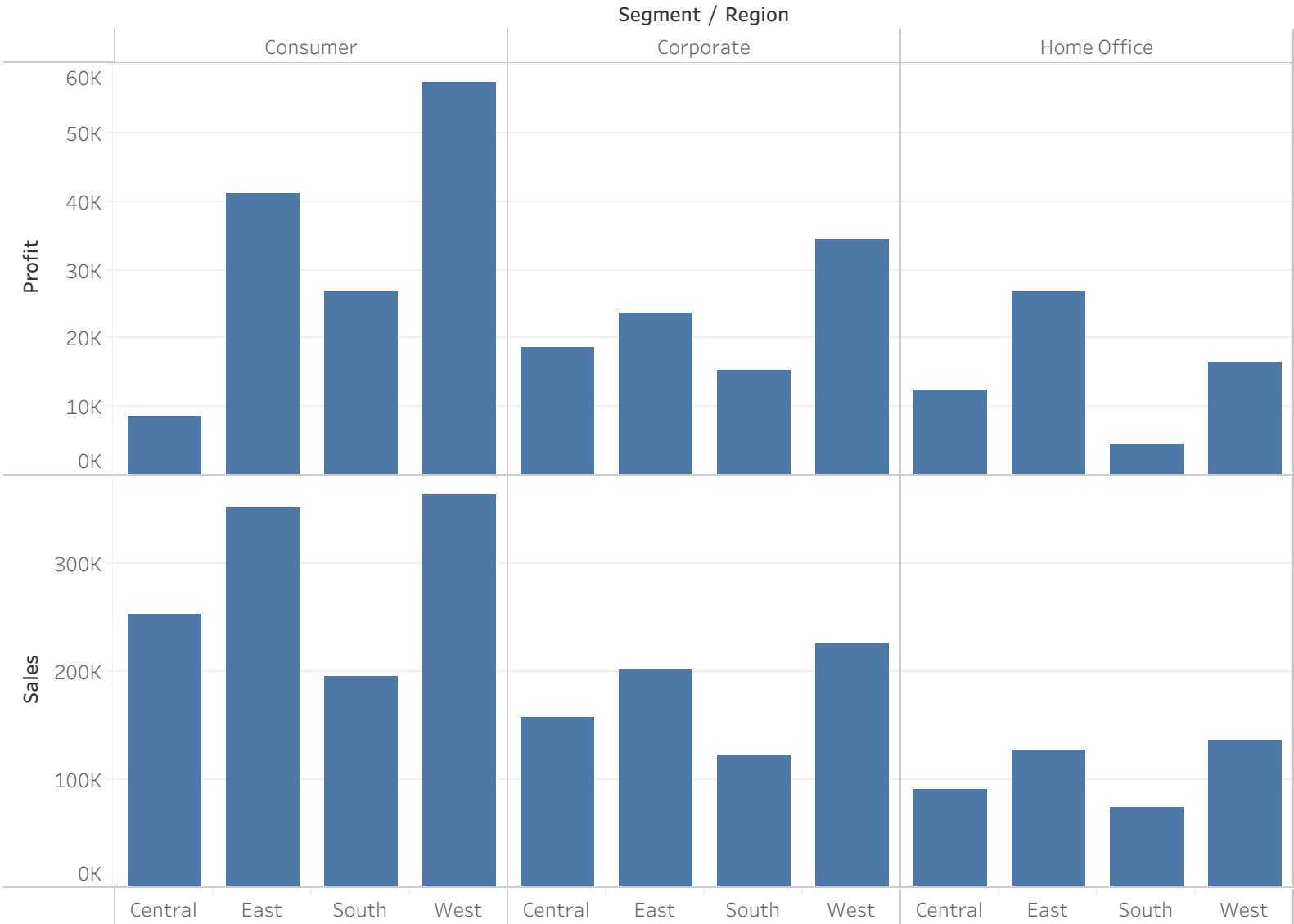
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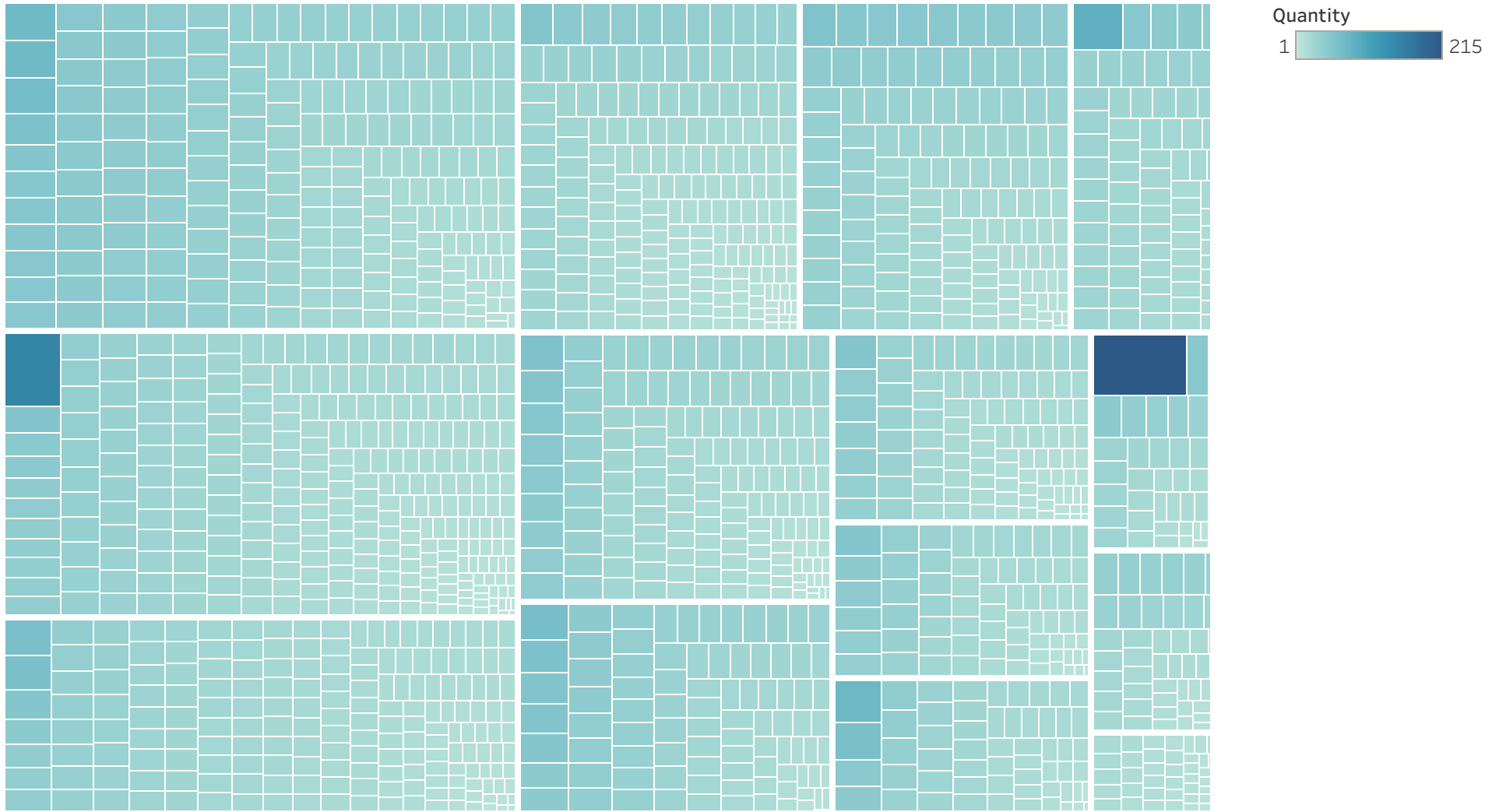
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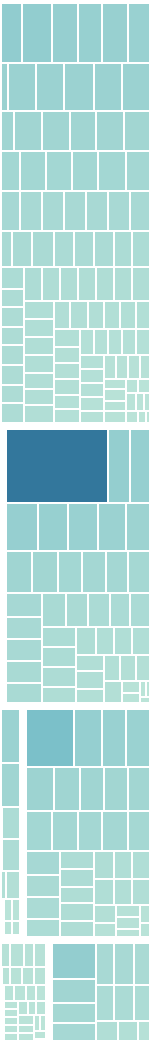
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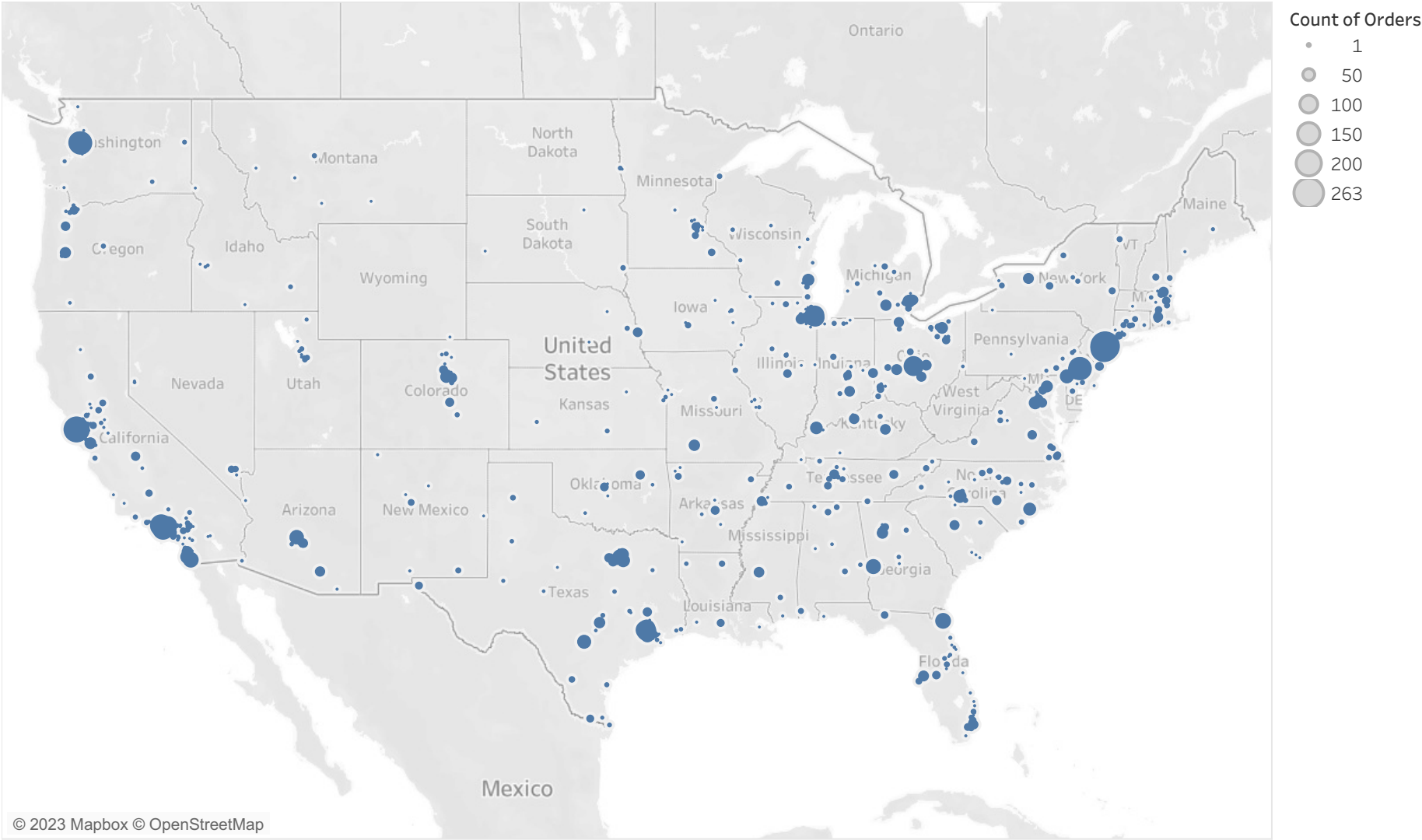
Insights: NegProfCustxSubCat

Customer Name

Sub-Category

- Appliances
- Binders
- Bookcases
- Machines
- Supplies
- Tables

Customer	Value 1	Value 2
Joseph Airdo	-1,049	
Skye Norling	-1,053	
Rose O'Brian	-1,060	
Dean percer	-1,123	
David Bremer	-1,141	
Peter Fuller	-1,181	
Dan Campbell	-1,238	
Tracy Hopkins	-1,307	
Becky Martin	-1,360	
Karen Daniels	-1,482	
Tracy Blumstein	-1,665	
Sean Miller	-1,828	
Joseph Holt	-1,862	
Zuschuss Carroll	-1,868	
Christine Phan	-1,036	-1,126
Sean Braxton	-2,257	
Nathan Cano	-2,278	
Natalie Fritzler	-2,640	
Henry Goldwyn	-2,933	
Sharelle Roach	-3,400	
Luke Foster	-3,742	
Grant Thornton	-3,840	
Cindy Stewart	-6,410	

Profit

Insights: ?

Bar chart titled "Insights: ?" showing Profit by Customer Name, colored by Sub-Category.

Sub-Category legend: Appliances (blue), Binders (orange), Bookcases (green), Machines (red/pink), Supplies (pink), Tables (purple)

Customer Name	Profit
Joseph Airdo	-1,049
Skye Norling	-1,053
Rose O'Brian	-1,060
Dean percer	-1,123
David Bremer	-1,141
Peter Fuller	-1,181
Dan Campbell	-1,238
Tracy Hopkins	-1,307
Becky Martin	-1,360
Karen Daniels	-1,482
Tracy Blumstein	-1,665
Sean Miller	-1,828
Joseph Holt	-1,862
Zuschuss Carroll	-1,868
Christine Phan	-1,036 / -1,126
Sean Braxton	-2,257
Nathan Cano	-2,278
Natalie Fritzler	-2,640
Henry Goldwyn	-2,933
Sharelle Roach	-3,400
Luke Foster	-3,742
Grant Thornton	-3,840
Cindy Stewart	-6,410

Avg Profit, Sales, Discount, and Quantity by Year

Annual Sales

Ship Date

Annual Profit

Ship Date

SubCategories by Sales Quantity

Sub-Category

Sub-Category	Quantity
Binders	~5975
Paper	~5175
Furnishings	~3575
Phones	~3300
Storage	~3175
Art	~3000
Accessories	~2975
Chairs	~2375
Appliances	~1725
Labels	~1400
Tables	~1250
Fasteners	~920
Envelopes	~900
Bookcases	~875
Supplies	~650
Machines	~450
Copiers	~225

Quantity

Top 10% Customers
by Sales

Customer Name		Profit
		-4,109 8,981
Sean Miller	25,043	
Tamara Chand	19,052	
Raymond Buch	15,117	
Tom Ashbrook	14,596	
Adrian Barton	14,474	
Ken Lonsdale	14,175	
Sanjit Chand	14,142	
Hunter Lopez	12,873	
Sanjit Engle	12,209	
Christopher Conant	12,129	
Todd Sumrall	11,892	
Greg Tran	11,820	
Becky Martin	11,790	
Seth Vernon	11,471	
Caroline Jumper	11,165	
Clay Ludtke	10,881	
Maria Etezadi	10,664	
Karen Ferguson	10,604	
Bill Shonely	10,502	
Edward Hooks	10,311	
John Lee	9,800	
Grant Thornton	9,351	
Helen Wasserman	9,300	
Tom Boeckenhauer	9,134	
Peter Fuller	9,063	
Christopher Martinez	8,954	
Justin Deggeller	8,828	
Joe Elijah	8,698	
Laura Armstrong	8,673	
Pete Kriz	8,647	
Daniel Raglin	8,351	

Top 10% Customers
by Sales

Customer Name	Sales
Natalie Fritzler	8,323
Karen Daniels	8,282
Nick Crebassa	8,242
Harry Marie	8,237
Keith Dawkins	8,181
Sean Braxton	8,058
Zuschuss Carroll	8,026
Joseph Holt	7,955
Nora Preis	7,903
Anna Häberlin	7,888
Adam Bellavance	7,756
Jim Epp	7,755
Jane Waco	7,722
Lena Creighton	7,663
John Murray	7,625
Jonathan Doherty	7,611
Patrick O'Brill	7,474
Maribeth Schnelling	7,444
Rick Wilson	7,397
Brian Moss	7,294
Paul Prost	7,253
Natalie Webber	7,234
Dean percer	7,199
Fred Hopkins	6,987
Rick Huthwaite	6,979
Penelope Sewall	6,844
Brenda Bowman	6,766
Joel Eaton	6,761
Yana Sorensen	6,720
Andy Reiter	6,608
Dan Reichenbach	6,528

Profit

-4,109   8,981

Top 10% Customers
by Sales

Customer Name	Sales
Grace Kelly	6,497
Joseph Airdo	6,491
Nathan Mautz	6,459
Valerie Dominguez	6,442
Sarah Brown	6,411
James Galang	6,366
Darrin Martin	6,345
Corinna Mitchell	6,340
Max Jones	6,321
Brosina Hoffman	6,255
Rob Lucas	6,235
William Brown	6,160
Victoria Wilson	6,134
Shirley Daniels	6,121
Quincy Jones	6,108
Alan Dominguez	6,107
Cassandra Brandow	6,076

Profit

-4,109   8,981

Top 10% Customers by Profit

Customer Name	
Tamara Chand	8,981
Raymond Buch	6,976
Sanjit Chand	5,757
Hunter Lopez	5,622
Adrian Barton	5,445
Tom Ashbrook	4,704
Christopher Martinez	3,900
Keith Dawkins	3,039
Andy Reiter	2,885
Daniel Raglin	2,869
Tom Boeckenhauer	2,798
Nathan Mautz	2,752
Sanjit Engle	2,651
Bill Shonely	2,616
Harry Marie	2,438
Todd Sumrall	2,372
Brian Moss	2,199
Christopher Conant	2,177
Jane Waco	2,174
Helen Wasserman	2,164
Greg Tran	2,163
Laura Armstrong	2,059
Adam Bellavance	2,055
Fred Hopkins	2,050
Pete Kriz	2,038
Steven Roelle	1,990
Shirley Daniels	1,985
Clay Ludtke	1,934
Robert Marley	1,903
Alan Dominguez	1,870
Maria Etezadi	1,859

Sales

3,419   19,052

Top 10% Customers by Profit

Customer Name	Profit
Mark Cousins	1,802
Yana Sorensen	1,778
Katrina Willman	1,756
Penelope Sewall	1,743
Darrin Martin	1,677
Mitch Willingham	1,666
Karen Ferguson	1,660
Dan Reichenbach	1,642
Jim Epp	1,623
Justin Deggeller	1,620
Valerie Dominguez	1,618
Rick Wilson	1,587
John Murray	1,575
Corinna Mitchell	1,572
Dennis Pardue	1,572
Ben Ferrer	1,538
Paul Prost	1,495
Bill Eplett	1,488
Grace Kelly	1,449
James Galang	1,416
Edward Hooks	1,394
Amy Cox	1,366
Dianna Wilson	1,349
Eugene Moren	1,319
Denise Monton	1,319
Nick Crebassa	1,315
Alan Hwang	1,309
Yoseph Carroll	1,306
Anna Häberlin	1,298
Ruben Ausman	1,293
Pierre Wener	1,290

Sales

3,419 — 19,052

Top 10% Customers
by Profit

Customer Name	Profit	Sales
Rick Huthwaite	1,289	
Lena Creighton	1,288	
Steven Cartwright	1,277	
Joe Elijah	1,262	
Matt Abelman	1,240	
Mitch Webber	1,238	
Kristen Hastings	1,228	
Jamie Kunitz	1,220	
Frank Carlisle	1,217	
Naresj Patel	1,209	
Roland Schwarz	1,206	
Quincy Jones	1,204	
Seth Vernon	1,199	
Harold Ryan	1,197	
Dave Hallsten	1,194	
Gary Hwang	1,176	
Jim Kriz	1,173	

Sales

3,419   19,052

Count Distinct Customers Over Time

Ship Date

Region
- Central
- East
- South
- West

Distinct count of Customer Name

400

350

300

250

200

150

100

50

0

2014   2015   2016   2017   2018
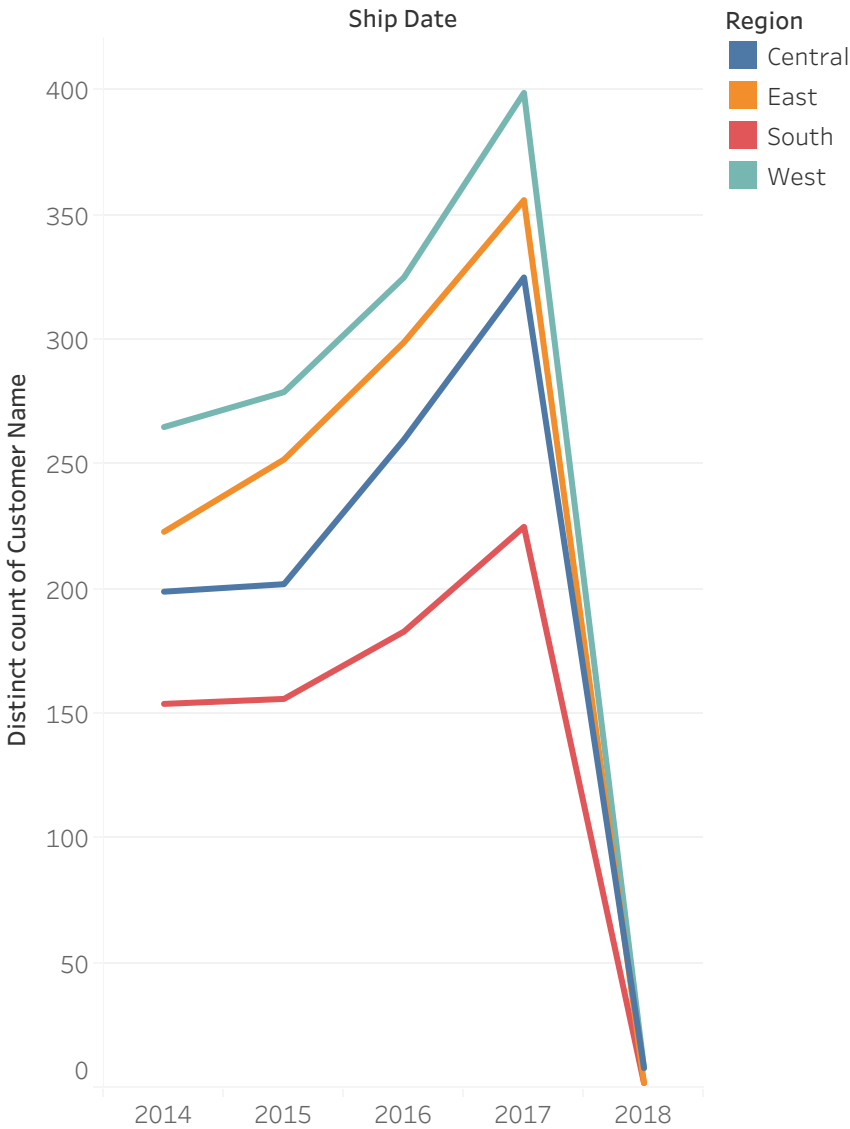
Distinct Customers by Location

Distinct count of Custo..

1 [_____] 577

224

8

2

42

3

51

11

5

52

106

5

17

1

17

415

23

43 25

23

26

75

14

237

70

202

257

61

45

2

43

58

107

577

100

34

28

84

122

19

22

27

25

34

83

370

21

181

Ontario

Nova

United States

Mexico

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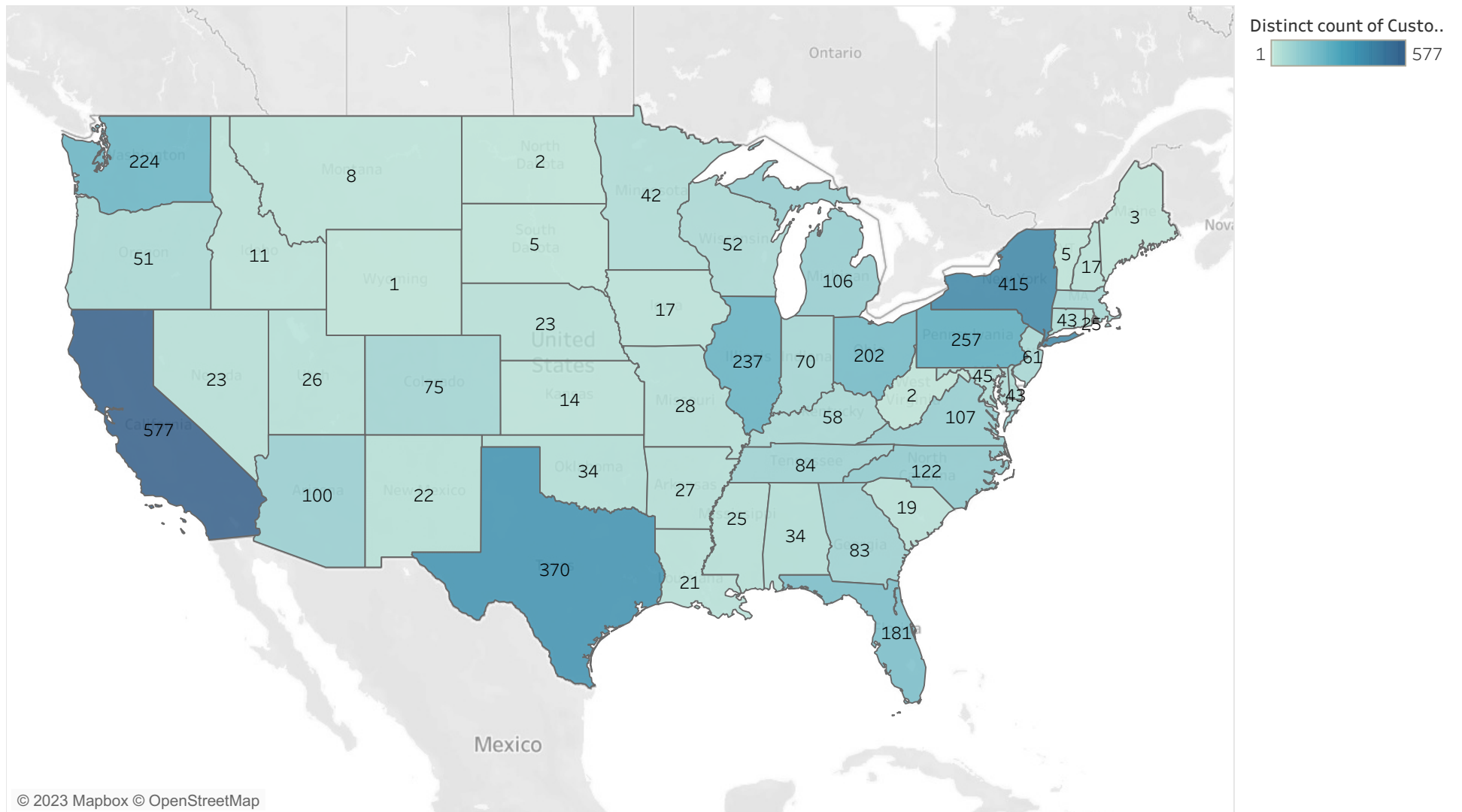
Distinct Customers by Region
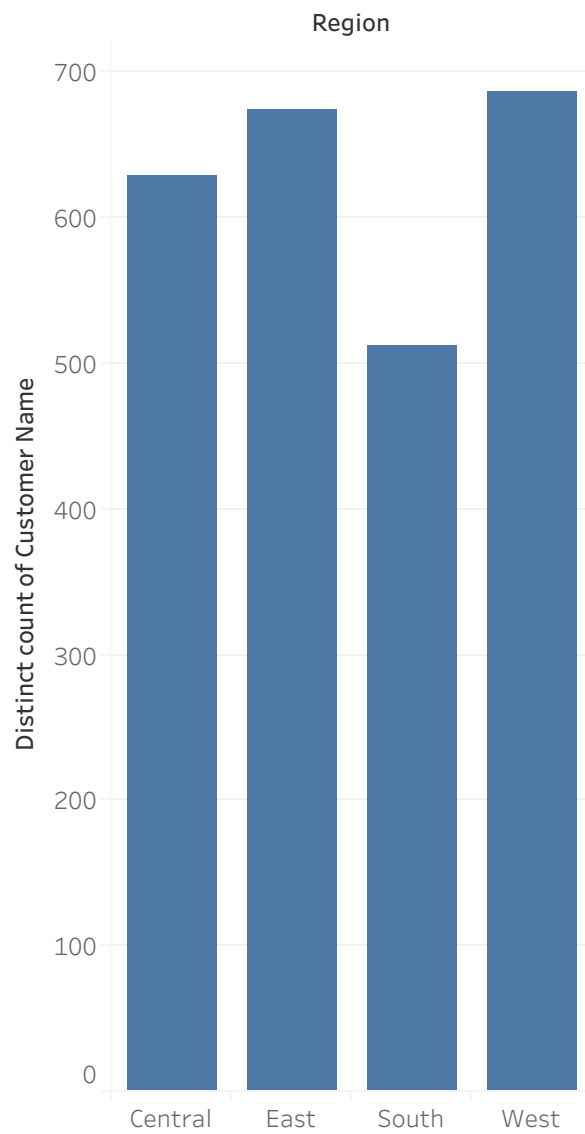
Region

Discounts by Region

Region

Regional: QxReg

Profit and Sales by Region

Sales By State

Sales

892   456,130

138,546

5,589

892

29,863

1,271

17,431   4,382

1,316

32,115

1,603

76,060

310,275

7,465

4,535

53,346

116,512

16,729

2,914

22,205

34,777

70,637

456,130

32,105

30,597

55,603

35,282   4,661

19,683

10,771

49,096

169,906

9,217

89,474

Canada

United States

Mexico

Venezuela

Colombia

Profit by State

Profit
-25,603   76,144

State	Profit
Washington	33,369
	1,833
North Dakota	217
	10,823
	8,402
	454
	827
Oregon	-1,190
	395
	24,363
New York	73,947
	1,707
Wyoming	100
	1,163
	7,286
	2,037
Illinois	-12,598
	18,326
Ohio	-16,971
	-15,560
	9,773
	3,317
	2,547
Colorado	-6,527
	836
	186
	9,977
California	76,144
	10,705
	18,598
	6,436
	-3,428
	1,121
	4,854
	4,009
Tennessee	-5,329
	-7,491
	3,173
	1,769
	2,196
	5,787
	16,250
Texas	-25,603
Florida	3,399

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Sales by SubCategory

Phones	Tables	Accessories	Copiers
330,007	206,966	167,380	149,528

Binders	Bookcases	Appliances	
203,413	114,880	107,532	9

Chairs
328,449

Storage
223,844

Machines
189,239

Paper	Supplies
78,479	46,674

Art

Sales

3,024   330,007

Sales by SubCategory

Sales

3,024   330,007

Furnishings
01,705

Labels

Profit by SubCategory

Sub-Catego..		
Copiers		55,618
Phones		44,516
Accessories		41,937
Paper		34,054
Binders		30,222
Chairs		26,590
Storage		21,279
Appliances		18,138
Furnishings		13,059
Envelopes		6,964
Art		6,528
Labels		5,546
Machines		3,385
Fasteners		950
Supplies		-1,189
Bookcases		-3,473
Tables		-17,725

Profit

-20K -10K 0K 10K 20K 30K 40K 50K 60K

Category
- Furniture
- Office Supplies
- Technology

Profit and Sales by Product

Product ID	
TEC-MA-10000418	Technology
TEC-MA-10000822	Technology
TEC-MA-10004125	Technology
FUR-TA-10000198	Furniture
FUR-TA-10001889	Furniture
OFF-BI-10004995	Office Supplies
TEC-MA-10002412	Technology
OFF-SU-10002881	Office Supplies
FUR-TA-10001950	Furniture
FUR-TA-10004289	Furniture
FUR-TA-10004154	Furniture
TEC-MA-10002210	Technology

-12K   -10K   -8K   -6K   -4K   -2K   0K

Profit

Sub-Category
- Binders
- Machines
- Supplies
- Tables

Profit and Sales by Product

Product ID	
TEC-MA-10000418	Technology
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FUR-TA-10004154	Furniture
TEC-MA-10002210	Technology

Sales axis: 0K, 5K, 10K, 15K, 20K, 25K, 30K

Sales

Sub-Category
- Binders
- Machines
- Supplies
- Tables

Profit by Category

Days From Order to Ship: Company Average

Avg. Time to Ship

Avg Days From Order to Ship by SubCategory

Sub-Catego..

Sub-Category	Avg. Time to Ship
Art	4.05
Binders	4.02
Supplies	4.01
Envelopes	4.01
Labels	4.00
Phones	4.00
Appliances	3.98
Fasteners	3.97
Storage	3.96
Furnishings	3.95
Chairs	3.90
Tables	3.89
Paper	3.88
Accessories	3.88
Bookcases	3.80
Machines	3.74
Copiers	3.62

Avg. Time to Ship

Sample Sales Data Set

Erin Howland

Steps, Goals, and Choices

* Determine available data
* What vizualizations and analysis might be available and logical
* Create visuals
* What questions arise and do we have enough data to answer those questions?
* Create questions/insight statements to guide client where they might want to look a little deeper and/or provide additional data for more complete analysis

Goals

Without a specific target audience it is difficult to put together a sample of what I would produce for a client. Executives will want to know different things and be presented to differently than would a regional manager or a department head, for example. For this reason, I will try to include a variety of visuals and filtering options that get into four primary categories: supply chain management, operational standards, customers, and growth as a company.

Choices

Profit and Sales

In most cases, I have chosen to put sales and profit data side-by-side. Profit cannot occur without sales so these two are, by nature, inextricably linked. I have also chosen to do this so that a client can see which products might be a higher priority to optimize in order to get a higher profit margin. Depending on who this data is presented to, however, I may have made different choices in how segregated the sales and profit data is. If I was asked to give a presentation that was specifically geared toward sales managers, then marrying sales and profit together as I've chosen to do here would not necessarily be the most useful choice, though executives and operations managers would be more likely to find my chosen presentation more useful.

Time Slices: Order Date vs Ship Date

When thinking about time slices, I have used a mix of order date and ship date. I have tried to use ship date when it comes to presenting data that shows in financials since generally speaking, revenue, and therefore profits, are not realized until a good/service is turned over to the customer. Without detail on specific policy regarding whether the company uses Free on Board (FOB) shipping point or FOB destination and becuase we are lacking let shipping destination date data, I am making the assumption that the client is using FOB shipping policy, which means the customer takes possession at time of shipment rather than time of receipt.

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The Data

* Data has been provided and is current as of Q1 2018
* The sales data has three tables: **Orders** (fact table), **People** (dimension table), and **Returns** (dimension table)
* I created relationships between the tables for analysis
* I did the initial data exploration by both looking at the data itself in its original format and through visualization to determine things like whether there was missing data, what outliers might exist, and general things to think about as I move forward. Some of visuals I used are shown on the next story point.

Orders

The **Orders** table is a fact table, so most of the useful data is here (customer, order details, sales, and profit). When thinking about what most executives and managers would be interested in, this is the table that will be a primary focus because of its direct tie to the financial well-being of the company.

People

The **People** dimension table appears to show regional or district managers. This would be helpful if/when we find insights about a specific state/region so the client knows where to direct further questions. We would need more context as to the role of these people before we can dig further for analysis - for example:
   * Are they directly responsible for being able to offer discounts?
   * Are they running a warehouse and creating budgets and therefore have direct control over operational expenses (OpEx)?

Returns

The **Returns** dimension table contains *Order ID* and a *Return Status*. The granularity for this table is at the *Order ID* level, so it's impossible to tell whether the entire order was returned or if a subset of the items orders was returned. Because of this, we cannot reliably assign any dollar value to the return despite being able to match to the **Orders** table on *Order ID*. We can, however, use this to find customer patterns regarding returns (e.g. serial returners or segments with higher than normal return rates). Because of the mismatch of granularity between the **Orders** and **Returns** tables, I did not factor for returns in *Sales* and *Profit* analysis. Were this to be a real-life situation, I would work with data engineering to see if I could get the required granularity to conduct and more thorough analysis.

Orders+ (Sample_Data_Set)

Orders — People

Orders — Returns

Avg Profit, Sales, Discount, and Quantity by Year

Ship Date

Profit: 40K, 20K, 0K
Sales: 200K, 100K, 0K
Discount: 150, 100, 50, 0
Quantity: 4K, 2K, 0K

2014 2015 2016 2017 2018

Annual Profit

Ship Date

Profit: 80K, 60K, 40K, 20K, 0K

2014 2015 2016 2017 2018

Annual Sales

Ship Date

Sales: 600K, 400K, 200K, 0K

2014 2015 2016 2017 2018

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ✔ 2018

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

SubCategories by Sales Quantity

Sub-Category

Binders
Paper
Furnishings
Phones
Storage
Art
Accessories

0K 1K 2K 3K 4K 5K 6K

Quantity

Supply Chain Management: Shipping

Turnaround from order date to shipping date is a way to evaluate supply chain management by showing whether there are issues with:

* System - is the order system is working appropriately, both for upstream and downstream orders?
* Staffing - is there is proper staffing to handle order volume in a time frame the company has determined appropriate?
* Supply - are there known or potential issues upstream that would cause downstream problems they may need to alert customers to in order to manage expectations?

Supply chain issues could also ultimately have an effect on profitability of an order if, for example, steep discounts were given to offset longer than normal wait time.

Insights

Nothing in particular stands out here. Average days between order date and ship date are fairly consistent. I don't think there's anything I would point out to this client here unless I learned of something that would be of value for them to address unless they provided more information that would give context to these figures. For example, is their average shipping over industry standard or do they want to implement a new policy to decrease the turnaround to 2 days but they're also considering layoffs in that department?

Avg Days From Order to Ship by SubCategory

Sub-Catego..

Days From Order to Ship: Company Average

Avg. Time to Ship

Year of Order Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017

Quarter of Order Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Geography

The purpose of this is to see at a high level where things are happening - this focuses solely on state and regional information regarding profit and sales.

Insights

We can see that the company is operating within the contiguous US. Domestically, Alaska, Hawaii, and US territories are open for growth as are Canada and Mexico if the client is open to nearby international expansion. We might want to consider why this client isn't operating in those areas yet. Some potential topics we may want to raise on this issue include competitors, cost (of shipping, legal fees tied to new markets, operations), capacity, and goals (e.g. is the goal to better penetrate areas that are easier to ship to before expanding to routes that may be more logistically complex?).

Sales By State

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138,546	
5,589	892
29,863	
17,431 4,382	1,316
1,603	1,271
7,465 4,535	76,060 310,275
16,729	116,512
456,130	32,105 2,914 22,205 53,346
	34,777 70,637
35,282 4,661	19,683 30,597 55,603
	10,771
169,906 9,217	49,096
	89,474

Mexico

Profit by State

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33,369	1,833 217
-1,190 827	10,823 454
100	395
	2,037 24,363 73,947
2,547 -6,527	836 -12,598 -15,560
76,144	10,705 18,598
-3,428 1,121	4,854 4,009 -7,491
	-25,603 2,196 16,250
	-3,399

Mexico

Profit and Sales by Region

Region

Year of Ship Date

Measure Names
- Profit
- Sales

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Profit
-25,729.3563 to 76,381...

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ☐ 2018

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Sales
892   456,130

Profit
-25,603   76,144

Top 10% Customers by Profit

Customer Name	Sales
Tamara Chand	8,981
Raymond Buch	6,976
Sanjit Chand	5,757
Hunter Lopez	5,622
Adrian Barton	5,445
Tom Ashbrook	4,704
Christopher Martinez	3,900
Keith Dawkins	3,039
Andy Reiter	2,885
Daniel Raglin	2,869
Tom Boeckenhauer	2,798
Nathan Mautz	2,752
Sanjit Engle	2,651
Bill Shonely	2,616
Harry Marie	2,438
Todd Sumrall	2,372
Brian Moss	2,199
Christopher Conant	2,177
Jane Waco	2,174
Helen Wasserman	2,164
Greg Tran	2,163
Laura Armstrong	2,059
Adam Bellavance	2,055
Fred Hopkins	2,050
Pete Kriz	2,038
Steven Roelle	1,990
Shirley Daniels	1,985
Clay Ludtke	1,934
Robert Marley	1,903

Top 10% Customers by Sales

Customer Name	Profit
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Ken Lonsdale	14,175
Sanjit Chand	14,142
Hunter Lopez	12,873
Sanjit Engle	12,209
Christopher Conant	12,129
Todd Sumrall	11,892
Greg Tran	11,820
Becky Martin	11,790
Seth Vernon	11,471
Caroline Jumper	11,165
Clay Ludtke	10,881
Maria Etezadi	10,664
Karen Ferguson	10,604
Bill Shonely	10,502
Edward Hooks	10,311
John Lee	9,800
Grant Thornton	9,351
Helen Wasserman	9,300
Tom Boeckenhauer	9,134
Peter Fuller	9,063
Christopher Martinez	8,954
Justin Deggeller	8,828
Joe Elijah	8,698
Laura Armstrong	8,673

Count Distinct Customers Over Time

Region
- Central
- East
- South
- West

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ✔ 2018

Distinct Customers by Location

State
- ✔ Alabama
- ✔ Arizona
- ✔ Arkansas
- ✔ California
- ✔ Colorado
- ✔ Connecticut
- ✔ Delaware
- ✔ District of Columbia
- ✔ Florida
- ✔ Georgia

Sales
3,419 — 19,052

Profit
-4,109 — 8,981

Distinct count of Custom..
1 — 577

Customers

An important aspect of any organization is to understand its customers. Some of the most basic questions that we can start with regardless of organization type include:

* WHO are the customers (names, demographics, client type, etc.)?
* WHAT do they want/need?
* WHEN do they want/need those products/services (e.g. is it constant, cyclical, dependent on disposable income, etc.) and WHEN do they engage with us?
* WHERE are they located?
* WHY are they selecting us?
* HOW do they engage with us (e.g. social media, mailers, text, phone, etc.) and HOW are they evolving over time?

I have included the top 10% of customers by both *Profit* and *Sales*. Because *Profit* and *Sales* do not always align in a predictable fashion, I have added color coding to the top customers by *Sales* visual to also point out the associated *Profit*, and vice versa for the *Profit* visual. This may be of use should a client choose to investigate why a particular customer may be less profitable than expected given their sales data.

One thing I would point out to this client is that the total number of distinct customers they have in the top right line graph does not match the total number of distinct customers in the map. This is because of the way the disctinct count is done. The line graph shows the true number of distinct customers the client has. The map shows distinct customers by state, and many customers are associated with multiple states. Whether this is because they have moved or because they might be ordering for a multi-state company we don't know, but this is something to be aware of when looking at the data and it should be clearly disclosed to the client.

To reduce the number of visuals shown in the story - there is a balance between level of detail presented for decision-making and succinct presentations - I have incuded customer segments as a filter rather than as a study in and of itself.

Insights

Positive
* Customers are increasing over time. This may be a result of marketing efforts or it could just be continued presense and therefore brand awareness or anything in between. We'd want to have a decent idea of cause to determine how to move forward; if we had more data, we'd be able to provide this analysis.
* There are customers in every state, though the customers are fairly concentrated by zip code (chart not shown in presentation). There may be room for increased market penetration but we would want to conduct this study in relation to population density, income, and other demographic data (e.g. census data). For example, we could look at sales by post code in relation to population density to look for cold spots.

Negative
There are several customers who have high sales but represent a disproportionate loss in terms of profit. Why is this occuring and how can we stop it from happening? Without doing a full root cause analysis, it's likely that this may have something to do with discounts and/or products. Discounts reduce profits and if a product has a narrow margin, a discount could make that particular product unprofitable.

Products

Categories

There are three categories of goods this client provides: furniture, office supplies, and technology.

SubCategories

I had wanted to show profit and sales by subcategory using the same kind of visual for continuity, but I noticed that when I did that, three subcategories were missing from the visual: bookcases, tables, and supplies. These three subcategories are not profitable (supplies was in 2014 and 2015 but by 2016 it was no longer profitable) and therefore do not show on the visual I had initially selected. While the visual I had originally selected is great for showing the profitable subcategories, I thought it was important to also draw attention to the ones that were not profitable so a client could look into those and figure out why they aren't profitable (we are unable to provide potential answers for them with the given data) and/or evaluate whether those categories are ones they might want to drop.

Products

There are too many products to examine them all. A better approach is to look at them through their subcategories and categories except if we notice specific things related to specific products that may want to address.

Insights

Positive
Overall, the company is in the black for profits.

Negative
There are three subcategories that are, cumulatively, not profitable: supplies, bookcases, and tables. When we look at individual years, notice that tables have always been unprofitable while bookcases and supplies has been inconsistent. New for 2017 was the addition of machines to the list of unprofitable subcategories. There are a few things to think about here from a business perspective:
   1. How do these (sub)categories relate to sales?
   2. Are there specific products within these (sub)categories that are causing them to be unprofitable?
   3. What is the associated OpEx involved that might be making these subcategories (or individual products, as it may be) unprofitable and is there a way forward to ultimately have all granularities of products in the black?

Profit by Category

Category / Year of Ship Date

| Furniture | Office Supplies | Technology |

Profit by SubCategory

Sub-Catego..	Profit
Copiers	55,618
Phones	44,516
Accessories	41,937
Paper	34,054
Binders	30,222
Chairs	26,590
Storage	21,279
Appliances	18,138
Furnishings	13,059
Envelopes	6,964
Art	6,528
Labels	5,546
Machines	3,385

Category
- Furniture
- Office Supplies
- Technology

Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ✔ 2018

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Sales by SubCategory

SubCategory	Sales
Phones	330,007
Chairs	328,449
Storage	223,844
Tables	206,966
Binders	203,413
Machines	189,239
Accessories	167,380
Copiers	149,528
Bookcases	114,880
Appliances	107,532
Furnishings	91,705
Paper	78,479
Supplies	46,674
Art	

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Sales

3,024 — 330,007

Story 1

Sample Sales Data Set

Erin Howland

Story 1

Steps, Goals, and Choices

General Steps

* Determine available data
* What vizualizations and analysis might be available and logical
* Create visuals
* What questions arise and do we have enough data to answer those questions?
* Create questions/insight statements to guide client where they might want to look a little deeper and/or provide additional data for more complete analysis

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Story 1

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Orders+ (Sample_Data_Set)

Orders — People
Orders — Returns

Story 1

Avg Profit, Sales, Discount, and Quantity by Year

Ship Date

Profit

Sales

Discount

Quantity

2014 2015 2016 2017

Annual Profit

Ship Date

Profit

2014 2015 2016 2017

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ☐ 2018

Annual Sales

Ship Date

Sales

2014 2015 2016 2017

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

SubCategories by Sales Quantity

Sub-Category

Binders
Paper
Furnishings
Phones
Storage
Art
Accessories

0K 1K 2K 3K 4K 5K 6K

Quantity

Story 1

Goals, Steps, Choices	Available Data	Data Exploration	Geographical: Explanation	Geographical	Supply Chain Management	Customers: Explanation

Geography

The purpose of this is to see at a high level where things are happening - this focuses solely on state and regional information regarding profit and sales.

Insights

We can see that the company is operating within the contiguous US. Domestically, Alaska, Hawaii, and US territories are open for growth as are Canada and Mexico if the client is open to nearby international expansion. We might want to consider why this client isn't operating in those areas yet. Some potential topics we may want to raise on this issue include competitors, cost (of shipping, legal fees tied to new markets, operations), capacity, and goals (e.g. is the goal to better penetrate areas that are easier to ship to before expanding to routes that may be more logistically complex?).

Story 1

Sales By State

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Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Profit
-25,729.3563 to 76,381...

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ☐ 2018

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Profit by State

© 2023 Mapbox © OpenStreetMap
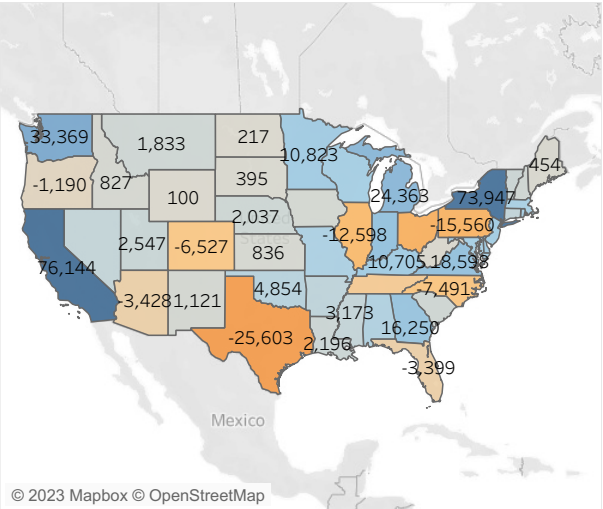
Profit and Sales by Region
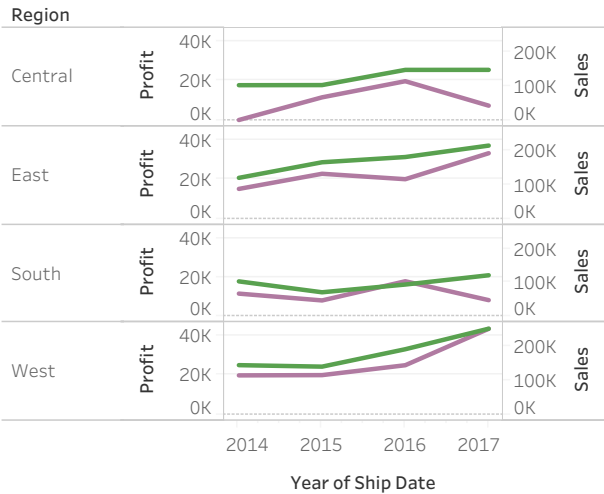
Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Sales
892 — 456,130

Profit
-25,603 — 76,144

Measure Names
- Profit
- Sales

Story 1

Supply Chain Management: Shipping

Turnaround from order date to shipping date is a way to evaluate supply chain management by showing whether there are issues with:

* System - is the order system is working appropriately, both for upstream and downstream orders?
* Staffing - is there is proper staffing to handle order volume in a time frame the company has determined appropriate?
* Supply - are there known or potential issues upstream that would cause downstream problems they may need to alert customers to in order to manage expectations?

Supply chain issues could also ultimately have an effect on profitability of an order if, for example, steep discounts were given to offset longer than normal wait time.

Insights

Nothing in particular stands out here. Average days between order date and ship date are fairly consistent. I don't think there's anything I would point out to this client here unless I learned of something that would be of value for them to address unless they provided more information that would give context to these figures. For example, is their average shipping over industry standard or do they want to implement a new policy to decrease the turnaround to 2 days but they're also considering layoffs in that department?

Avg Days From Order to Ship by SubCategory

Sub-Catego..
Art
Binders
Supplies
Envelopes
Labels
Phones
Appliances
Fasteners
Storage
Furnishings
Chairs
Tables
Paper

Avg. Time to Ship
(0.0, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0, 3.5, 4.0)

Days From Order to Ship: Company Average

Avg. Time to Ship
(0.0, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0, 3.5, 4.0)

Year of Order Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017

Quarter of Order Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Story 1

Customers

An important aspect of any organization is to understand its customers. Some of the most basic questions that we can start with regardless of organization type include:

* WHO are the customers (names, demographics, client type, etc.)?
* WHAT do they want/need?
* WHEN do they want/need those products/services (e.g. is it constant, cyclical, dependent on disposable income, etc.) and WHEN do they engage with us?
* WHERE are they located?
* WHY are they selecting us?
* HOW do they engage with us (e.g. social media, mailers, text, phone, etc.) and HOW are they evolving over time?

I have included the top 10% of customers by both *Profit* and *Sales*. Because *Profit* and *Sales* do not always align in a predictable fashion, I have added color coding to the top customers by *Sales* visual to also point out the associated *Profit*, and vice versa for the *Profit* visual. This may be of use should a client choose to investigate why a particular customer may be less profitable than expected given their sales data.

One thing I would point out to this client is that the total number of distinct customers they have in the top right line graph does not match the total number of distinct customers in the map. This is because of the way the disctinct count is done. The line graph shows the true number of distinct customers the client has. The map shows distinct customers by state, and many customers are associated with multiple states. Whether this is because they have moved or because they might be ordering for a multi-state company we don't know, but this is something to be aware of when looking at the data and it should be clearly disclosed to the client.

To reduce the number of visuals shown in the story - there is a balance between level of detail presented for decision-making and succinct presentations - I have incuded customer segments as a filter rather than as a study in and of itself.

Insights

Positive
* Customers are increasing over time. This may be a result of marketing efforts or it could just be continued presense and therefore brand awareness or anything in between. We'd want to have a decent idea of cause to determine how to move forward; if we had more data, we'd be able to provide this analysis.
* There are customers in every state, though the customers are fairly concentrated by zip code (chart not shown in presentation). There may be room for increased market penetration but we would want to conduct this study in relation to population density, income, and other demographic data (e.g. census data). For example, we could look at sales by post code in relation to population density to look for cold spots.

Negative
There are several customers who have high sales but represent a disproportionate loss in terms of profit. Why is this occuring and how can we stop it from happening? Without doing a full root cause analysis, it's likely that this may have something to do with discounts and/or products. Discounts reduce profits and if a product has a narrow margin, a discount could make that particular product unprofitable.

Story 1

Top 10% Customers by Profit

Customer Name	
Tamara Chand	8,981
Raymond Buch	6,976
Sanjit Chand	5,757
Hunter Lopez	5,622
Adrian Barton	5,445
Tom Ashbrook	4,704
Christopher Martinez	3,900
Keith Dawkins	3,039
Andy Reiter	2,885
Daniel Raglin	2,869
Tom Boeckenhauer	2,798
Nathan Mautz	2,752
Sanjit Engle	2,651
Bill Shonely	2,616
Harry Marie	2,438
Todd Sumrall	2,372
Brian Moss	2,199
Christopher Conant	2,177
Jane Waco	2,174
Helen Wasserman	2,164
Greg Tran	2,163
Laura Armstrong	2,059
Adam Bellavance	2,055
Fred Hopkins	2,050
Pete Kriz	2,038
Steven Roelle	1,990
Shirley Daniels	1,985
Clay Ludtke	1,934
Robert Marley	1,903

Top 10% Customers by Sales

Customer Name	
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Ken Lonsdale	14,175
Sanjit Chand	14,142
Hunter Lopez	12,873
Sanjit Engle	12,209
Christopher Conant	12,129
Todd Sumrall	11,892
Greg Tran	11,820
Becky Martin	11,790
Seth Vernon	11,471
Caroline Jumper	11,165
Clay Ludtke	10,881
Maria Etezadi	10,664
Karen Ferguson	10,604
Bill Shonely	10,502
Edward Hooks	10,311
John Lee	9,800
Grant Thornton	9,351
Helen Wasserman	9,300
Tom Boeckenhauer	9,134
Peter Fuller	9,063
Christopher Martinez	8,954
Justin Deggeller	8,828
Joe Elijah	8,698
Laura Armstrong	8,673

Count Distinct Customers Over Time

Ship Date

Distinct count of Customer Name (y-axis: 0, 100, 200, 300, 400)
Years: 2014, 2015, 2016, 2017, 2018

Region
- Central
- East
- South
- West

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ✔ 2018

Distinct Customers by Location

Map values: 224, 8, 2, 42, 3, 51, 11, 1, 5, 52, 106, 17, 23, 17, 237, 202, 257, 61, 26, 75, 14, 107, 577, 34, 84, 100, 22, 27, 25, 34, 19, 370, 21, 181

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State
- ✔ Alabama
- ✔ Arizona
- ✔ Arkansas
- ✔ California
- ✔ Colorado
- ✔ Connecticut
- ✔ Delaware
- ✔ District of Columbia
- ✔ Florida
- ✔ Georgia

Sales: 3,419 — 19,052

Profit: -4,109 — 8,981

Distinct count of Custom..: 1 — 577

Story 1

Products

Categories

There are three categories of goods this client provides: furniture, office supplies, and technology.

SubCategories

I had wanted to show profit and sales by subcategory using the same kind of visual for continuity, but I noticed that when I did that, three subcategories were missing from the visual: bookcases, tables, and supplies. These three subcategories are not profitable (supplies was in 2014 and 2015 but by 2016 it was no longer profitable) and therefore do not show on the visual I had initially selected. While the visual I had originally selected is great for showing the profitable subcategories, I thought it was important to also draw attention to the ones that were not profitable so a client could look into those and figure out why they aren't profitable (we are unable to provide potential answers for them with the given data) and/or evaluate whether those categories are ones they might want to drop.

Products

There are too many products to examine them all. A better approach is to look at them through their subcategories and categories except if we notice specific things related to specific products that may want to address.

Insights

Positive
Overall, the company is in the black for profits.

Negative
There are three subcategories that are, cumulatively, not profitable: supplies, bookcases, and tables. When we look at individual years, notice that tables have always been unprofitable while bookcases and supplies has been inconsistent. New for 2017 was the addition of machines to the list of unprofitable subcategories. There are a few things to think about here from a business perspective:
1. How do these (sub)categories relate to sales?
2. Are there specific products within these (sub)categories that are causing them to be unprofitable?
3. What is the associated OpEx involved that might be making these subcategories (or individual products, as it may be) unprofitable and is there a way forward to ultimately have all granularities of products in the black?

Story 1

Profit by Category

Category / Year of Ship Date

| Furniture | Office Supplies | Technology |

Profit axis: 0K, 10K, 20K, 30K, 40K, 50K

Years: 2014, 2015, 2016, 2017, 2018 (for each category)

Profit by SubCategory

Sub-Catego..

Copiers	55,618
Phones	44,516
Accessories	41,937
Paper	34,054
Binders	30,222
Chairs	26,590
Storage	21,279
Appliances	18,138
Furnishings	13,059
Envelopes	6,964
Art	6,528
Labels	5,546
Machines	3,385

Profit axis: -40K, -20K, 0K, 20K, 40K, 60K, 80K

Category
- ■ Furniture
- ■ Office Supplies
- ■ Technology

Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

Year of Ship Date
- ✔ 2014
- ✔ 2015
- ✔ 2016
- ✔ 2017
- ✔ 2018

Quarter of Ship Date
- ✔ Q1
- ✔ Q2
- ✔ Q3
- ✔ Q4

Sales by SubCategory

Phones 330,007	Storage 223,844	Machines 189,239	Bookcases 114,880	Appliances 107,532
Chairs 328,449	Tables 206,966	Accessories 167,380	Furnishings 91,705	Paper 78,479
	Binders 203,413	Copiers 149,528	Supplies 46,674	Art

Segment
- ✔ Consumer
- ✔ Corporate
- ✔ Home Office

Region
- ✔ Central
- ✔ East
- ✔ South
- ✔ West

Sales
3,024 — 330,007