

Executive Overview

\$2.27M

Total Sales

37K

Quantity Ordered

\$282.86K

Total Profit

12.4%

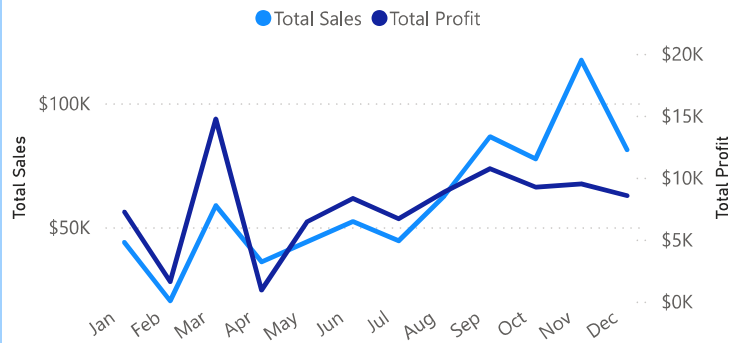
Profit Margin

Date

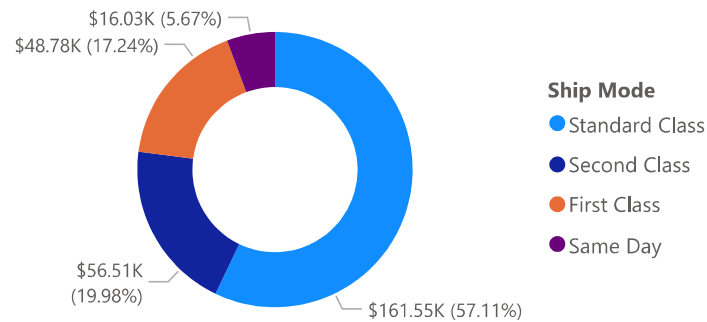
1/1/2014

12/31/2017

2017 Total Sales vs. Total Profit



Total Profit by Ship Mode



Customer Name	Total Sales	Order Quantity	Total Profit
Tamara Chand	\$19,017.85	35	\$8,964.48
Raymond Buch	\$15,117.35	71	\$6,976.09
Sanjit Chand	\$14,142.34	87	\$5,757.42
Hunter Lopez	\$12,873.30	50	\$5,622.43
Adrian Barton	\$14,355.61	71	\$5,438.91
Tom Ashbrook	\$14,595.62	36	\$4,703.80
Christopher Martinez	\$8,954.01	34	\$3,899.91
Keith Dawkins	\$8,181.24	84	\$3,038.58
Andy Reiter	\$6,608.45	33	\$2,884.61
Daniel Raglin	\$8,350.87	57	\$2,869.08
Total	\$2,272,450.07	36749	\$282,858.46

Product Name	Total Sales	Order Quantity	Total Profit
Canon imageCLASS 22...	\$61,599.83	20	\$25,199.94
Fellowes PB500 Electri...	\$27,453.38	31	\$7,753.06
Hewlett Packard LaserJ...	\$18,839.68	38	\$6,983.89
Canon PC1060 Person...	\$11,619.83	19	\$4,570.94
Logitech G19 Program...	\$13,756.54	60	\$4,425.32
HP Designjet T520 Inkj...	\$18,374.90	12	\$4,094.98
Ativa V4110MDD Micr...	\$7,699.89	11	\$3,772.95
3D Systems Cube Print...	\$14,299.89	11	\$3,717.97
Ibico EPK-21 Electric Bi...	\$15,875.92	13	\$3,345.29
Zebra ZM400 Thermal ...	\$6,965.70	6	\$3,343.53
Total	\$2,272,450.07	36749	\$282,858.46

Category

☐ Furniture

☐ Office Supplies

☐ Technology

Segment

☐ Consumer

☐ Corporate

☐ Home Office

City

☐ Aberdeen

☐ Abilene

☐ Akron

Ship Mode

☐ First Class

☐ Same Day

☐ Second Class

Sub-Category

☐ Accessories

☐ Appliances

☐ Art

Region

☐ Central

☐ East

☐ South

State

☐ Alabama

☐ Arizona

☐ Arkansas

Discount

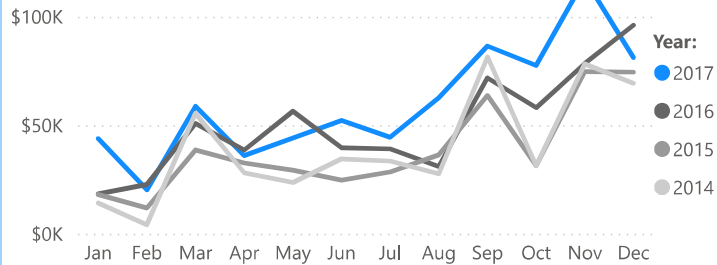
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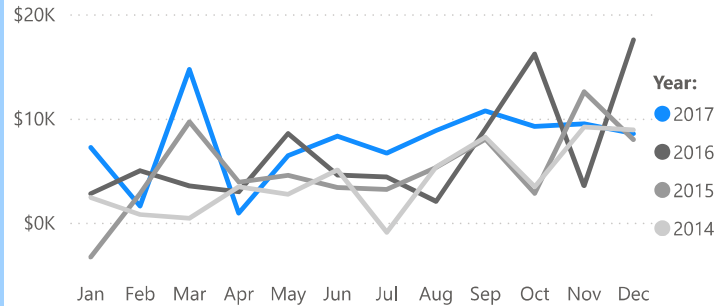
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Executive Overview (cont.)

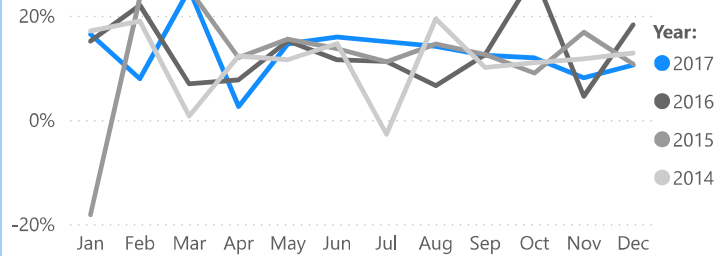
YoY Total Sales



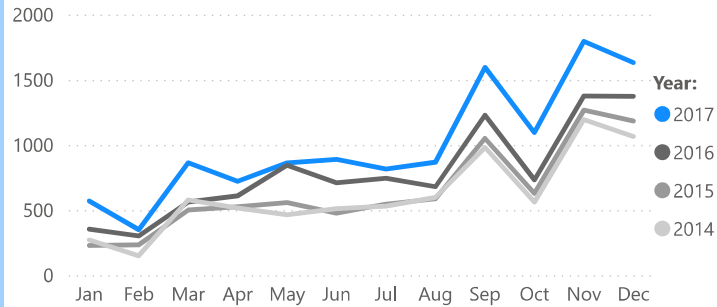
YoY Total Profit



YoY Profit Margin



YoY Quantity Ordered



Date

1/1/2014

12/31/2017

Category

☐ Furniture

☐ Office Supplies

☐ Technology

Segment

☐ Consumer

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☐ Home Office

City

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Ship Mode

☐ First Class

☐ Same Day

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Sub-Category

☐ Accessories

☐ Appliances

☐ Art

Region

☐ Central

☐ East

☐ South

State

☐ Alabama

☐ Arizona

☐ Arkansas

Discount

☐ 0.00

☐ 0.10

☐ 0.15

Year	Total Sales	Sales per Customer	Sales per Product	Total Profit	Profit per Customer	Profit per Product	Profit Margin	Quantity Ordered	Total Customers
2017	\$724,994.51	\$1,050.72	\$502.07	\$92,775.45	\$134.46	\$64.25	12.8%	12051	12051
2016	\$601,265.55	\$946.87	\$460.39	\$80,130.74	\$126.19	\$61.36	13.3%	9507	9507
2015	\$464,426.18	\$817.65	\$389.62	\$60,907.79	\$107.23	\$51.10	13.1%	7777	7777
2014	\$481,763.83	\$816.55	\$411.76	\$49,044.48	\$83.13	\$41.92	10.2%	7414	7414
Total	\$2,272,450.07	\$2,865.64	\$1,285.32	\$282,858.46	\$356.69	\$159.99	12.4%	36749	

Customer Insights

\$2.87K

Sales per Customer

\$356.69

Profit per Customer

46

Quantity per Customer

793

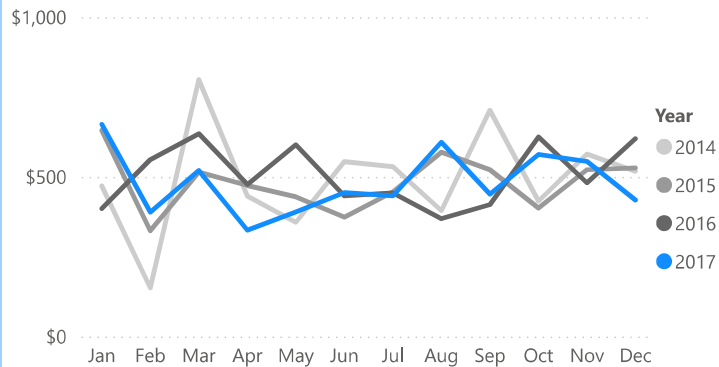
Total Customers

Date

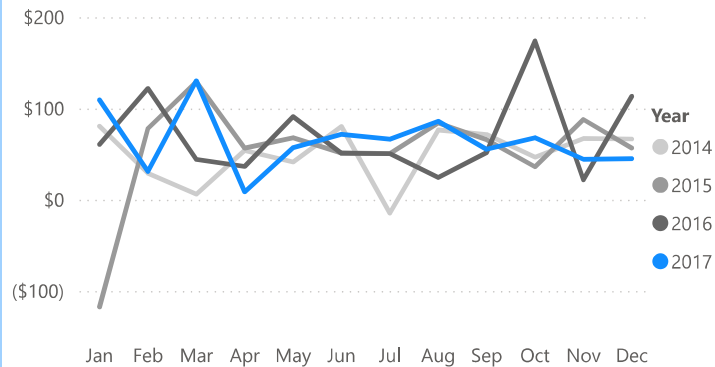
1/1/2014

12/31/2017

YoY Sales per Customer per Month



YoY Profit per Customer per Month



Customer Name	Sales	Sales/Month	Quantity	Quantity/Month	Profit	Profit/Month	Profit Margin	Total Months	Profit per Order
Aaron Bergman	\$886.15	\$295.38	13	4.33	\$129.34	\$43.11	14.6%	3	\$43.11
Aaron Hawkins	\$1,744.70	\$249.24	54	7.71	\$365.22	\$52.17	20.9%	7	\$52.17
Aaron Smayling	\$3,035.03	\$433.58	43	6.14	(\$241.06)	(\$34.44)	-7.9%	7	(\$34.44)
Adam Bellavan...	\$7,732.68	\$1,288.78	53	8.83	\$2,043.86	\$340.64	26.4%	6	\$291.98
Adam Hart	\$3,250.35	\$325.04	75	7.50	\$281.20	\$28.12	8.7%	10	\$28.12
Adam Shillings...	\$3,255.30	\$361.70	81	9.00	\$64.53	\$7.17	2.0%	9	\$7.17
Adrian Barton	\$14,355.61	\$1,595.07	71	7.89	\$5,438.91	\$604.32	37.9%	9	\$604.32
Adrian Hane	\$1,735.53	\$247.93	65	9.29	(\$2.30)	(\$0.33)	-0.1%	7	(\$0.33)
Adrian Shami	\$58.82	\$29.41	9	4.50	\$21.84	\$10.92	37.1%	2	\$10.92
Aimee Bixby	\$966.71	\$193.34	37	7.40	\$313.66	\$62.73	32.4%	5	\$62.73
Total	\$2,272,450.07	\$490.81	36749	7.96	\$282,858.46	\$59.67	12.4%	48	\$57.36

Category

☐ Furniture

☐ Office Supplies

☐ Technology

Segment

☐ Consumer

☐ Corporate

☐ Home Office

City

☐ Aberdeen

☐ Abilene

☐ Akron

Ship Mode

☐ First Class

☐ Same Day

☐ Second Class

Sub-Category

☐ Accessories

☐ Appliances

☐ Art

Region

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☐ East

☐ South

State

☐ Alabama

☐ Arizona

☐ Arkansas

Discount

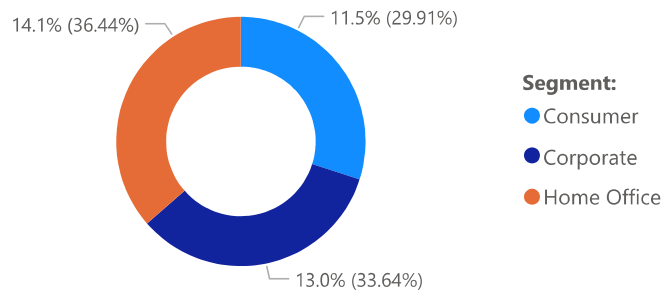
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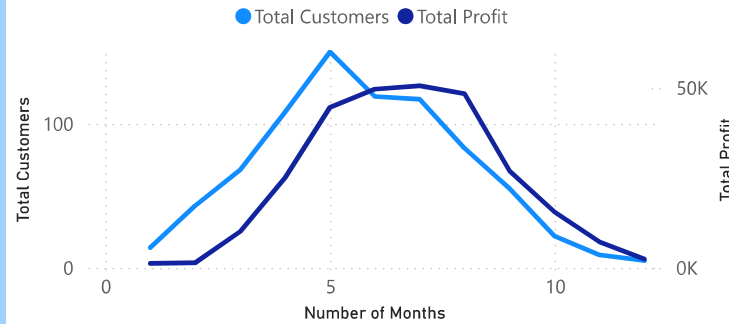
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Customer Insights (cont.)

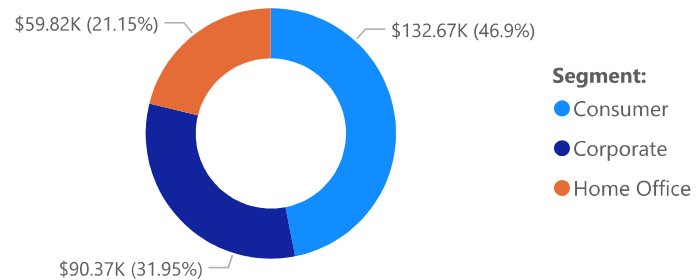
Profit Margin by Segment



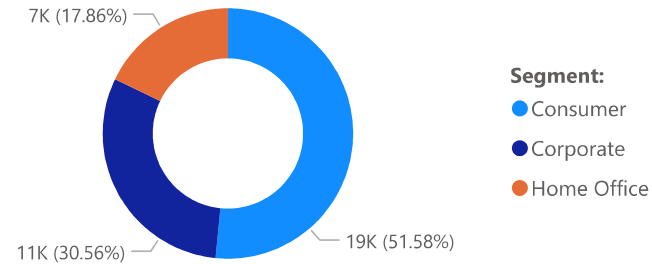
Customer Retention by Months Ordered



Total Profit by Segment



Quantity Ordered by Segment



Date

1/1/2014

12/31/2017

Category

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☐ South

State

☐ Alabama

☐ Arizona

☐ Arkansas

Ship Mode

☐ First Class

☐ Same Day

☐ Second Class

Discount

☐ 0.00

☐ 0.10

☐ 0.15

Segment	Total Sales	Sales per Customer	Sales per Product	Total Profit	Profit per Customer	Profit per Product	Profit Margin	Quantity Ordered
Consumer	\$1,150,166.18	\$2,812.14	\$706.49	\$132,669.88	\$324.38	\$81.49	11.5%	18
Corporate	\$696,604.60	\$2,951.71	\$504.79	\$90,366.57	\$382.91	\$65.48	13.0%	11
Home Office	\$425,679.29	\$2,876.21	\$401.21	\$59,822.01	\$404.20	\$56.38	14.1%	6
Total	\$2,272,450.07	\$2,865.64	\$1,285.32	\$282,858.46	\$356.69	\$159.99	12.4%	36

Product & Profitability

\$1.29K

Sales per Product

\$159.99

Profit per Product

20.79

Quantity per Product

1768

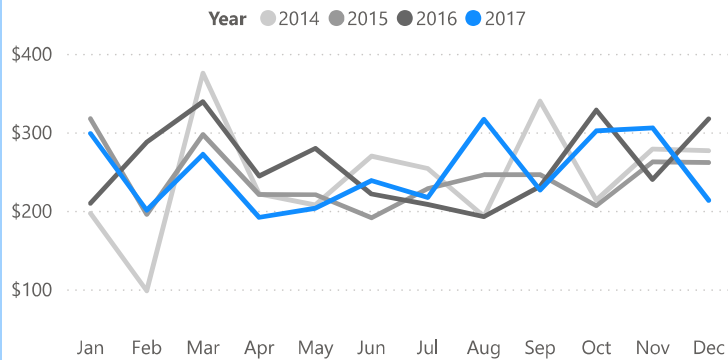
Count of Product ID

Date

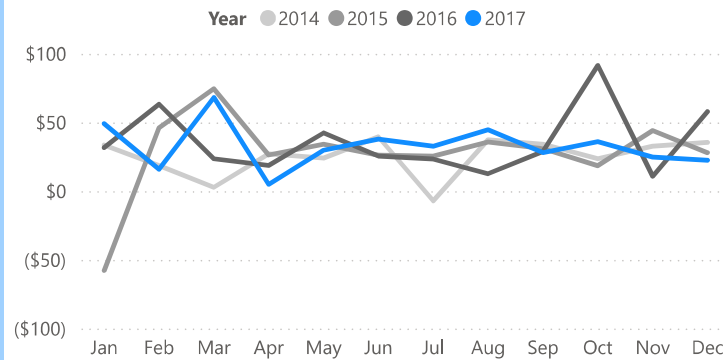
1/1/2014

12/31/2017

YoY Sales per Product per Month



YoY Profit per Product per Month



Product Name	Total Sales	Sales/Month	Order Quantity	Quantity/Month	Total Profit	Profit/Month	Profit Margin	Total Months
Canon imageCLASS 2200 ...	\$61,599.83	\$12,319.97	20	4.00	\$25,199.94	\$5,039.99	40.9%	5
Fellowes PB500 Electric Pu...	\$27,453.38	\$2,745.34	31	3.10	\$7,753.06	\$775.31	28.2%	10
Hewlett Packard LaserJet ...	\$18,839.68	\$2,691.38	38	5.43	\$6,983.89	\$997.70	37.1%	7
Canon PC1060 Personal L...	\$11,619.83	\$2,904.96	19	4.75	\$4,570.94	\$1,142.74	39.3%	4
Logitech G19 Programma...	\$13,756.54	\$1,146.38	60	5.00	\$4,425.32	\$368.78	32.2%	12
HP Designjet T520 Inkjet L...	\$18,374.90	\$6,124.97	12	4.00	\$4,094.98	\$1,364.99	22.3%	3
Ativa V4110MDD Micro-C...	\$7,699.89	\$3,849.95	11	5.50	\$3,772.95	\$1,886.48	49.0%	2
3D Systems Cube Printer, ...	\$14,299.89	\$7,149.95	11	5.50	\$3,717.97	\$1,858.99	26.0%	2
Ibico EPK-21 Electric Bindi...	\$15,875.92	\$5,291.97	13	4.33	\$3,345.29	\$1,115.10	21.1%	3
Total	\$2,272,450.07	\$247.87	36749	4.03	\$282,858.46	\$30.40	12.4%	48

Category

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Segment

☐ Consumer

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☐ Arkansas

Discount

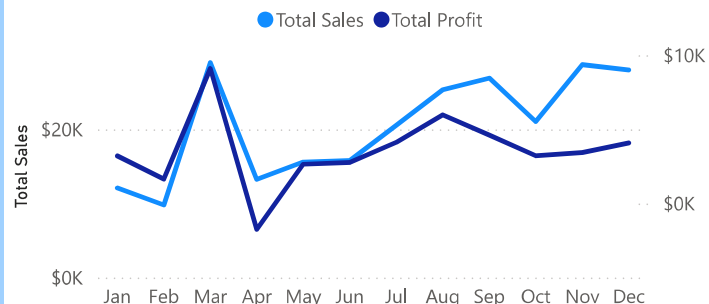
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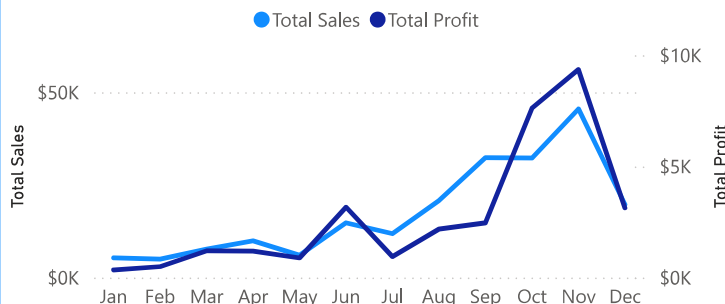
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Regional Performance

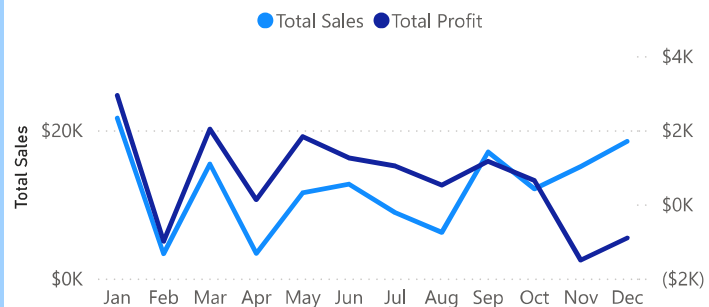
West Total Sales vs. Total Profit (2017)



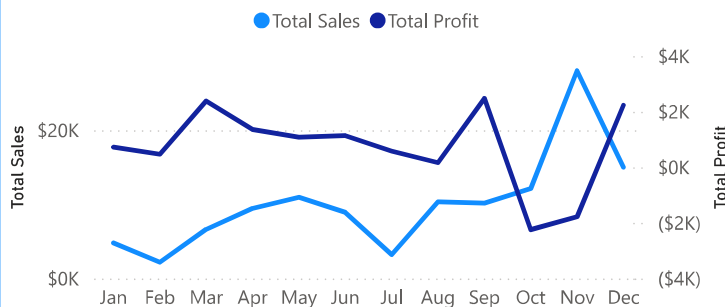
East Total Sales vs. Total Profit (2017)



Central Total Sales vs. Total Profit (2017)



South Total Sales vs. Total Profit (2017)



Date

1/1/2014

12/31/2017

Category

☐ Furniture

☐ Office Supplies

☐ Technology

Segment

☐ Consumer

☐ Corporate

☐ Home Office

City

☐ Aberdeen

☐ Abilene

☐ Akron

Sub-Category

☐ Accessories

☐ Appliances

☐ Art

Region

☐ Central

☐ East

☐ South

State

☐ Alabama

☐ Arizona

☐ Arkansas

Ship Mode

☐ First Class

☐ Same Day

☐ Second Class

Discount

☐ 0.00

☐ 0.10

☐ 0.15

Region	Total Sales	Sales/Customer/Month	Sales/Product/Month	Total Profit	Profit/Customer/Month	Profit/Product/Month	Sum of Quantity
West	\$713,471.45	\$457.13	\$238.56	\$106,021.47	\$66.51	\$34.22	11845
East	\$672,194.15	\$453.32	\$227.70	\$90,672.04	\$56.02	\$29.81	10281
South	\$388,983.59	\$494.07	\$247.81	\$46,036.00	\$64.13	\$30.86	6077
Central	\$497,800.88	\$438.09	\$217.72	\$40,128.95	\$28.85	\$14.75	8546
Total	\$2,272,450.07	\$490.81	\$247.87	\$282,858.46	\$59.67	\$30.40	36749

Orders Efficiency

\$460.85

Sales per Order

\$57.36

Profit per Order

7.45

Quantity per Order

4931

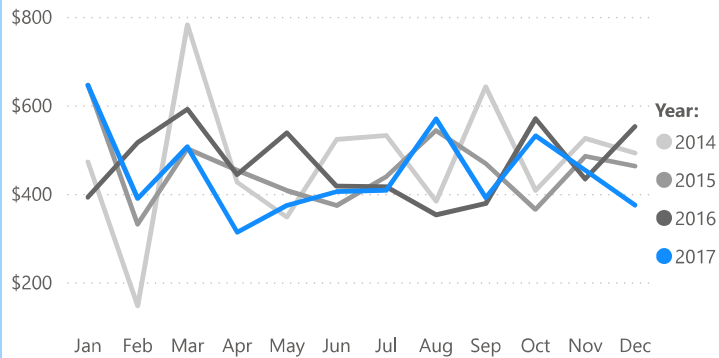
Total Orders

Date

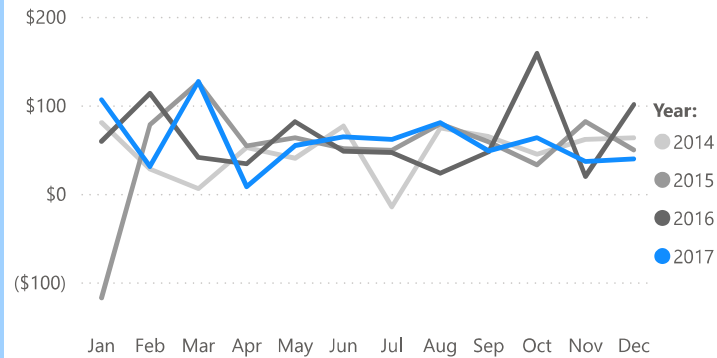
1/1/2014

12/31/2017

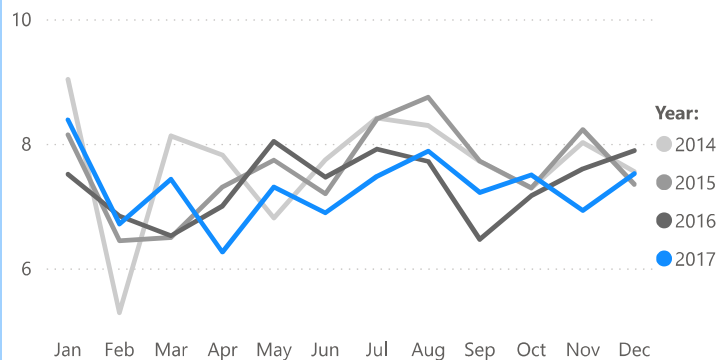
Sales per Order per Month



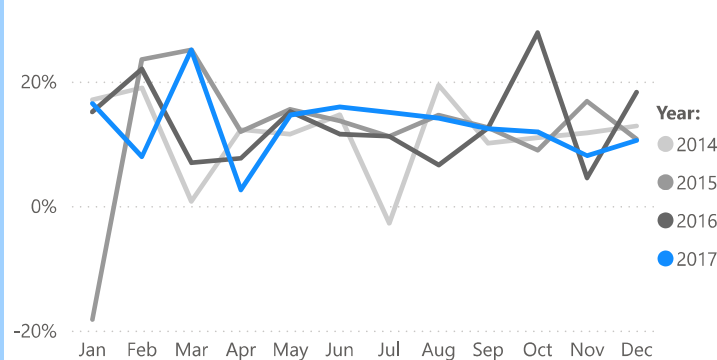
Profit per Order per Month



Quantity per Order per Month



Margin per Order per Month



Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-Category

- ☐ Accessories
- ☐ Appliances
- ☐ Art

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Region

- ☐ Central
- ☐ East
- ☐ South

City

- ☐ Aberdeen
- ☐ Abilene
- ☐ Akron

State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas

Ship Mode

- ☐ First Class
- ☐ Same Day
- ☐ Second Class

Discount

- ☐ 0.00
- ☐ 0.10
- ☐ 0.15