

# Executive Overview

\$2.27M

Total Sales

37K

Quantity Ordered

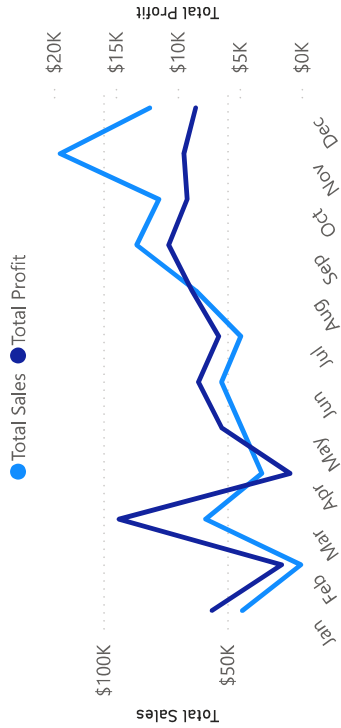
\$282.86K

Total Profit

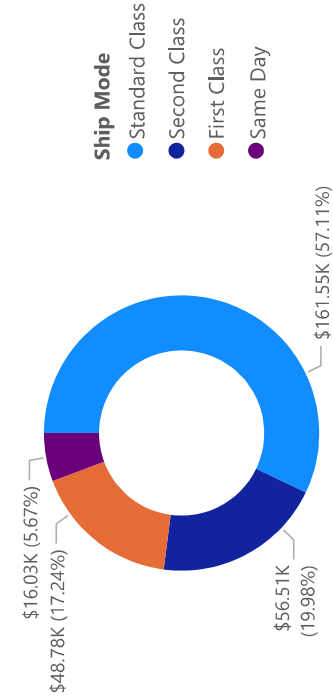
12.4%

Profit Margin

2017 Total Sales vs. Total Profit



Total Profit by Ship Mode



Date

1/1/2014

12/31/2017

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-Category

- ☐ Accessories
- ☐ Appliances
- ☐ Art

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Region

- ☐ Central
- ☐ East
- ☐ South

City

- ☐ Aberdeen
- ☐ Abilene
- ☐ Akron

Ship Mode

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

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 Inki...	\$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

Customer Name

Total Sales

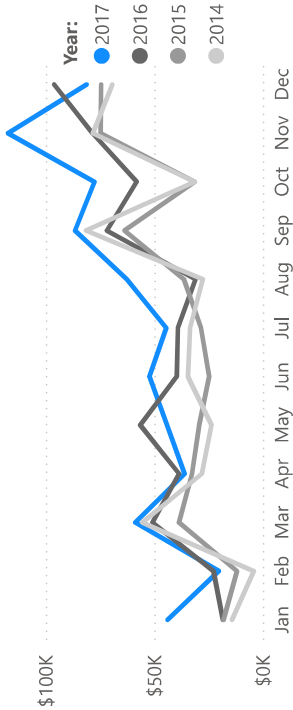
Order Quantity

Total Profit

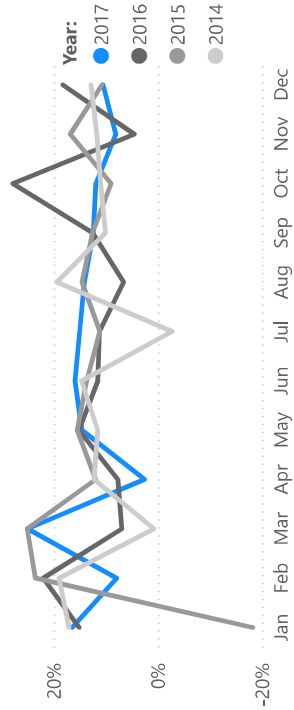
Tamara Chand	\$19,017.85	35	\$8,964.48
Raymond Buch	\$15,117.35	71	\$6,976.09
Sanjit Chand	\$14,142.34	87	\$5,757.42
Hunter Lopez	\$12,873.30	50	\$5,622.43
Adrian Barton	\$14,355.61	71	\$5,438.91
Tom Ashbrook	\$14,595.62	36	\$4,703.80
Christopher Martinez	\$8,954.01	34	\$3,899.91
Keith Dawkins	\$8,181.24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

# Executive Overview (cont.)

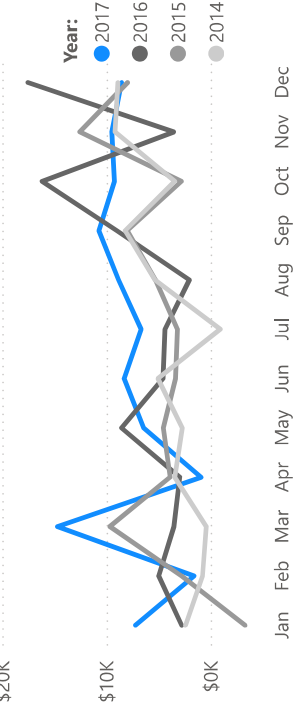
YoY Total Sales



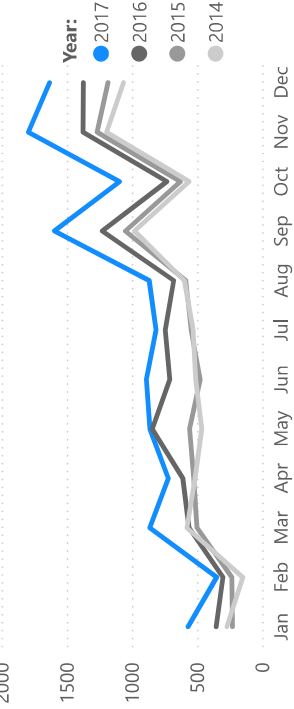
YoY Profit Margin



YoY Total Profit



YoY Quantity Ordered



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

Date

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

# Customer Insights

\$2.87K

Sales per Customer

\$356.69

Profit per Customer

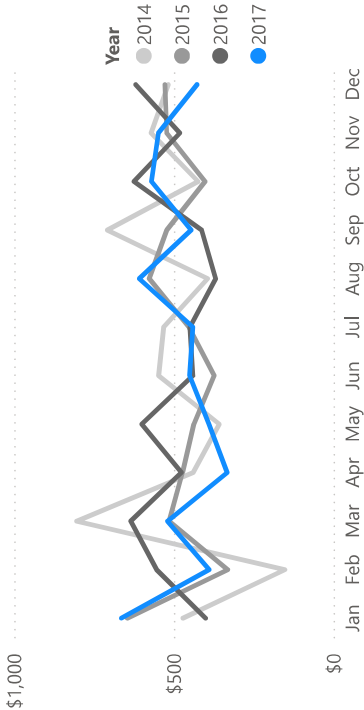
46

Quantity per Customer

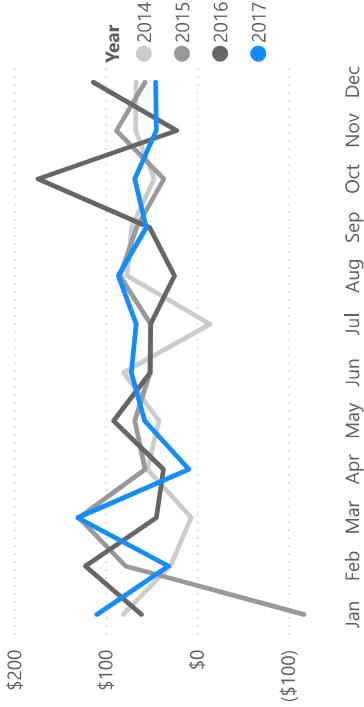
793

Total Customers

YoY Sales per Customer per Month



YoY Profit per Customer per Month



Date

1/1/2014



12/31/2017



Category

☐ Furniture

☐ Office Supplies

☐ Technology

☐ Art

Sub-Category

☐ Accessories

☐ Appliances

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

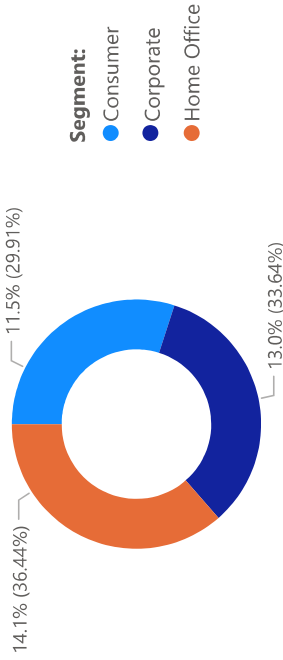
☐ 0.15

Customer Name Sales Sales/Month Quantity Quantity/Month Profit Profit/Month Profit Margin Total Months Profit per Order

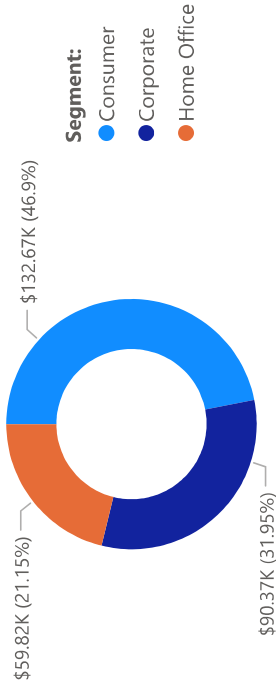
Aaron Bergman	\$886.15	\$295.38	13	4.33	\$129.34	\$43.11	14.6%	3	\$43.11
Aaron Hawkins	\$1,744.70	\$249.24	54	7.71	\$365.22	\$52.17	20.9%	7	\$52.17
Aaron Smayling	\$3,035.03	\$433.58	43	6.14	(\$241.06)	(\$34.44)	-7.9%	7	(\$34.44)
Adam Bellavan...	\$7,732.68	\$1,288.78	53	8.83	\$2,043.86	\$340.64	26.4%	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 Bixbv	\$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

# Customer Insights (cont.)

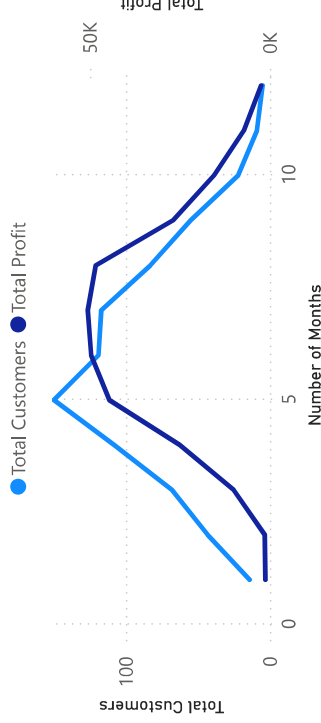
Profit Margin by Segment



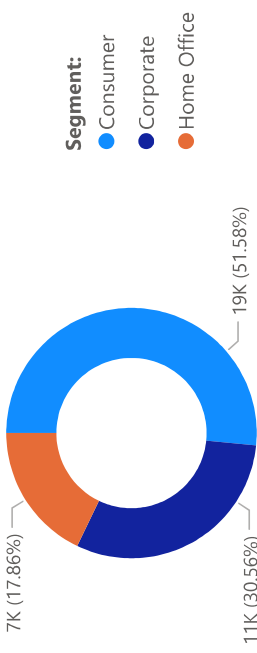
Total Profit by Segment



Customer Retention by Months Ordered



Quantity Ordered by Segment



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
<b>Total</b>	<b>\$2,272,450.07</b>	<b>\$2,865.64</b>	<b>\$1,285.32</b>	<b>\$282,858.46</b>	<b>\$356.69</b>	<b>\$159.99</b>	<b>12.4%</b>	<b>36</b>

Date

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

# Product & Profitability

\$1.29K

Sales per Product

\$159.99

Profit per Product

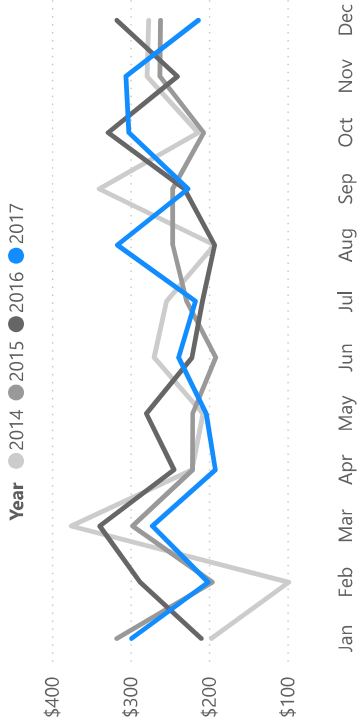
20.79

Quantity per Product

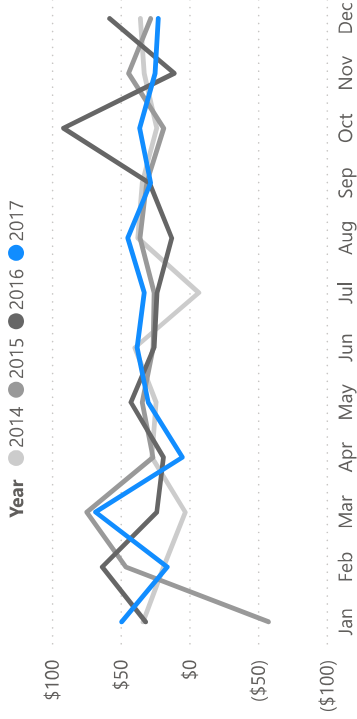
1768

Count of Product ID

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
<b>Total</b>	<b>\$2,272,450.07</b>	<b>\$247.87</b>	<b>36749</b>	<b>4.03</b>	<b>\$282,858.46</b>	<b>\$30.40</b>	<b>12.4%</b>	<b>48</b>

Date

1/1/2014



12/31/2017



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

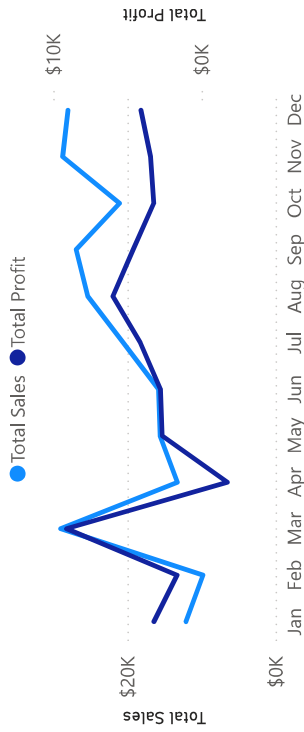
☐ 0.00

☐ 0.10

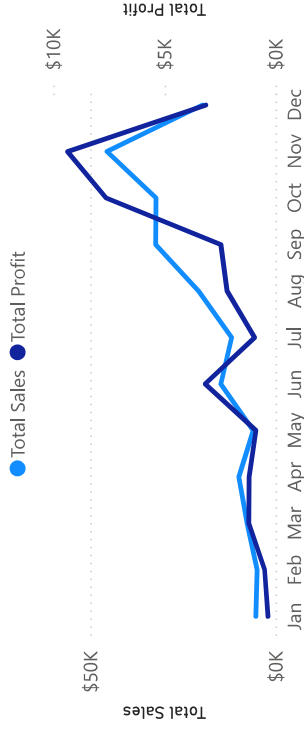
☐ 0.15

# Regional Performance

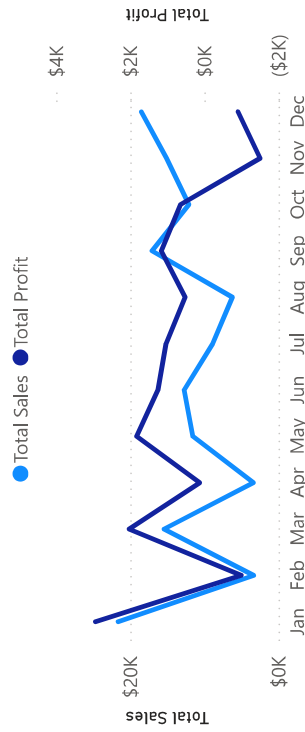
West Total Sales vs. Total Profit (2017)



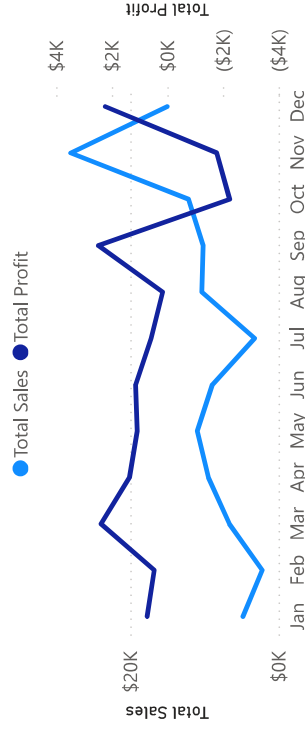
East Total Sales vs. Total Profit (2017)



Central Total Sales vs. Total Profit (2017)



South Total Sales vs. Total Profit (2017)



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
<b>Total</b>	<b>\$2,272,450.07</b>	<b>\$490.81</b>	<b>\$247.87</b>	<b>\$282,858.46</b>	<b>\$59.67</b>	<b>\$30.40</b>	<b>36749</b>

Date

1/1/2014



12/31/2017



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

# Orders Efficiency

\$460.85

Sales per Order

\$57.36

Profit per Order

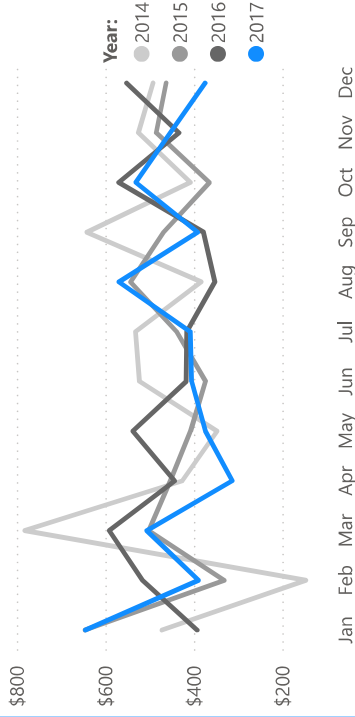
7.45

Quantity per Order

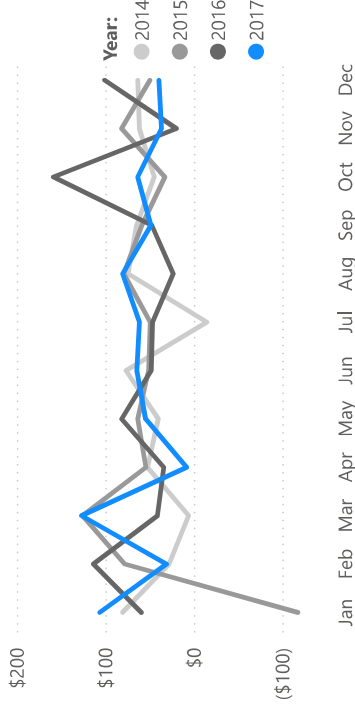
4931

Total Orders

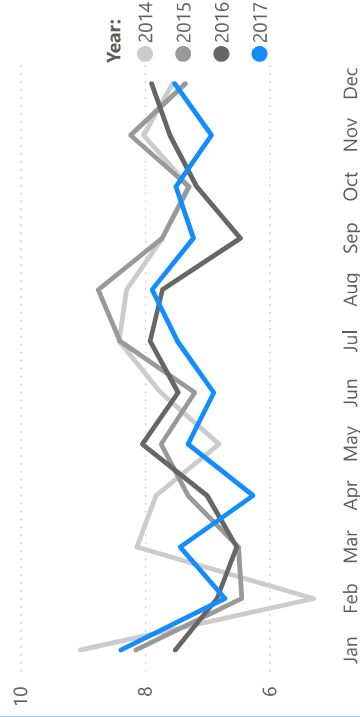
Sales per Order per Month



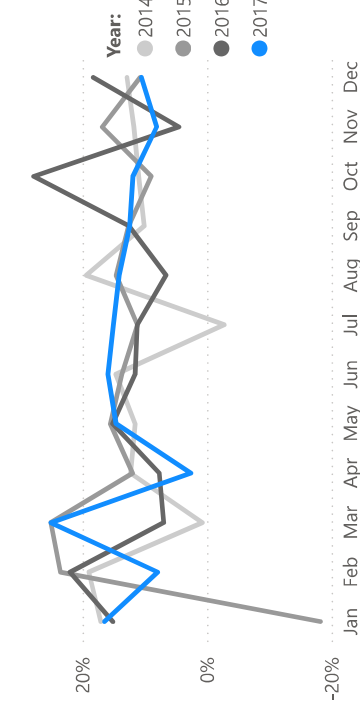
Profit per Order per Month



Quantity per Order per Month



Margin per Order per Month



Date

1/1/2014

12/31/2017



Category

Sub-Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology
- ☐ Accessories
- ☐ Appliances
- ☐ Art

Segment

Region

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office
- ☐ Central
- ☐ East
- ☐ South

City

State

- ☐ Aberdeen
- ☐ Abilene
- ☐ Akron
- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas

Ship Mode

Discount

- ☐ First Class
- ☐ Same Day
- ☐ Second Class
- ☐ 0.00
- ☐ 0.10
- ☐ 0.15