SALES

1M
Sum of sales

Sum of sales by category

- 430K (29.02%)
- 580K (39.15%)
- 471K (31.82%)

category
- Technology
- Furniture
- Office Supplies

Sum of sales by segment

- 292K (19.71%)
- 768K (51.87%)
- 421K (28.43%)

segment
- Consumer
- Corporate
- Home Office

Sum of sales by ship_mode

- 225K (15.21%)
- 286K (19.32%)
- 894K (60.33%)

ship_mode
- Standard Class
- Second Class
- First Class
- Same Day

Sum of sales by state

Sum of sales by sub_category

100%

Sub-category	Value
Copiers	202K
Phones	198K
Chairs	178K
Bookcases	161K
Appliances	127K
Storage	121K
Machines	101K
Tables	88K
Accessories	78K
Binders	51K
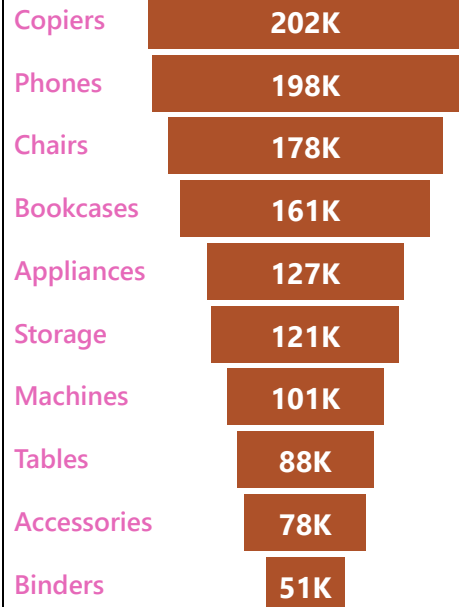
25.1%

Sum of sales by Day

60K
40K
20K

0   20   40
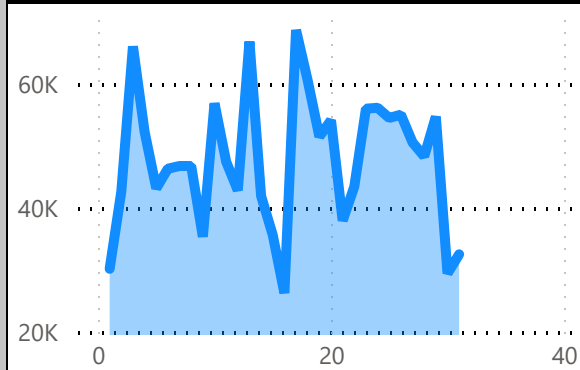
Sum of sales and Sum of sales by Month

- Sum of sales
- Sum of sales

0.5M
0.0M

October   November   December
Month

Sum of sales by category and order_priority

order_priority ● Critical ● High ● Low ● Medium

0.3M
0.2M
0.1M
0.0M

Technology   Furniture   Office Supplies

Sum of sales by region

Central	Oceania	Southe...	East
319K	128K	117K	98K
South	Africa		West	EM...
199K	94K		80K	77K
North	North Asia			
137K	93K			
	Central Asia	Caribbe...		
	81K			
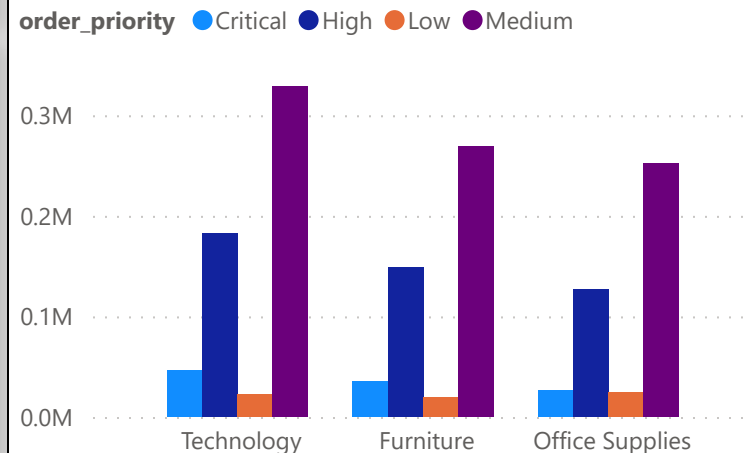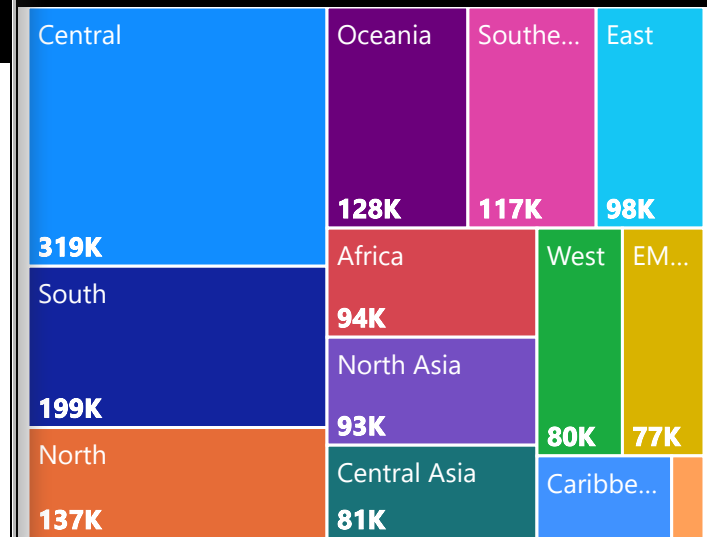
PROFIT

167.98K
Sum of profit

Year
- [ ] 2011
- [ ] 2012
- [ ] 2013
- [x] 2014

Quarter
- [ ] Qtr 1
- [ ] Qtr 2
- [ ] Qtr 3
- [x] Qtr 4

Sum of profit by category

- 25.66K (15.27%)
- 88.21K (52.51%)
- 54.12K (32.21%)

category
- Technology
- Office Supplies
- Furniture

Sum of profit by segment

- 39.08K (23.27%)
- 88.76K (52.84%)
- 40.14K (23.89%)

segment
- Consumer
- Home Office
- Corporate

Sum of profit by sub_category

100%

Copiers	41.19K
Phones	29.69K
Appliances	17.95K
Bookcases	17.13K
Chairs	15.99K
Storage	
Accessories	
Machines	
Binders	
Tables	

0%

Sum of profit by Day

- 10K
- 5K
- 0K

0   20   40
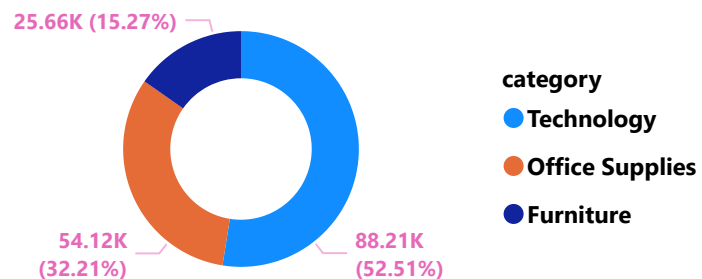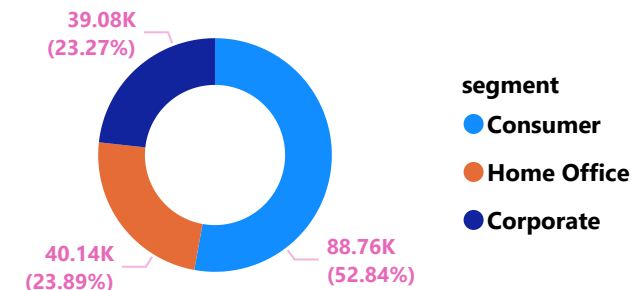
Sum of profit by ship_mode

- 26.59K (15.83%)
- 97.09K (57.8%)
- 38.47K (22.9%)

ship_mode
- Standard Class
- Second Class
- First Class
- Same Day
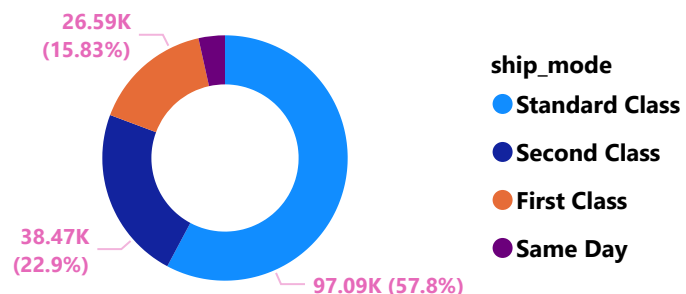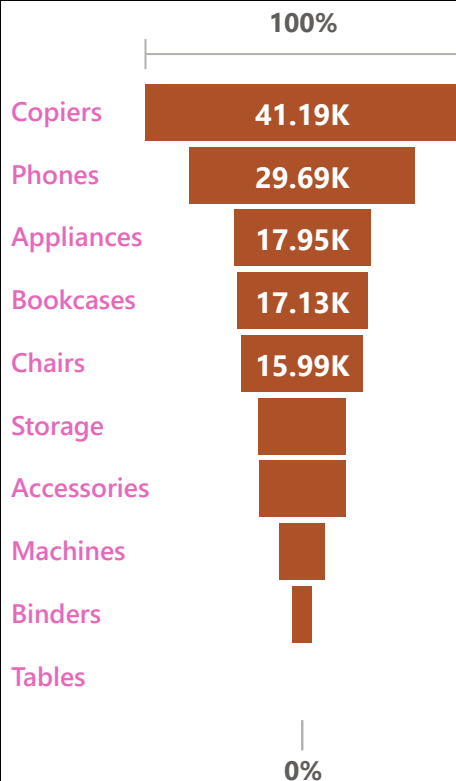
Sum of profit by state
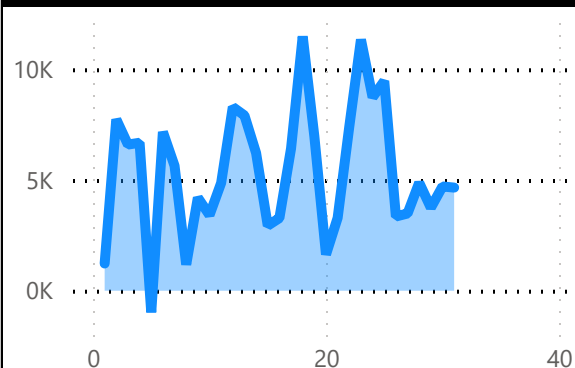
Sum of profit and Sum of profit by Month
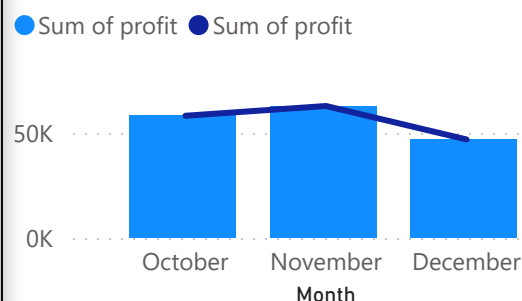
- Sum of profit
- Sum of profit

- 50K
- 0K

October   November   December

Month

Sum of profit by category and order_priority
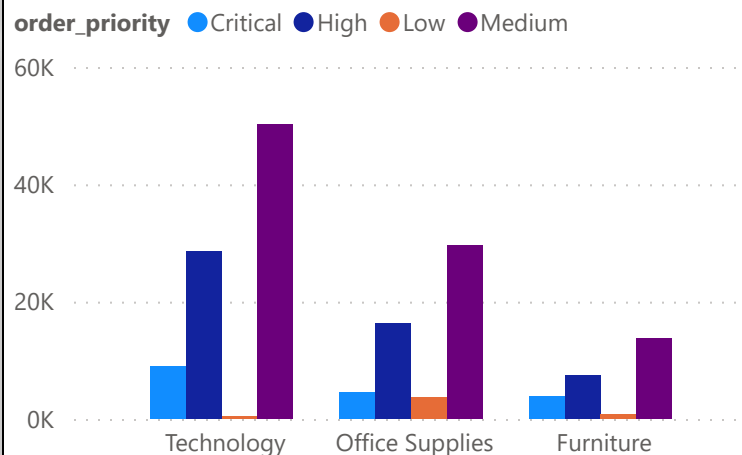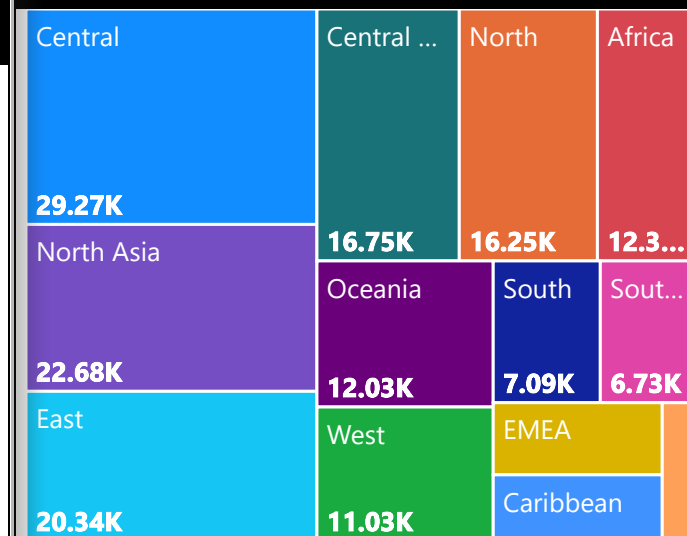
order_priority
- Critical
- High
- Low
- Medium

- 60K
- 40K
- 20K
- 0K

Technology   Office Supplies   Furniture

Sum of profit by region

Central **29.27K**	Central ... **16.75K**	North **16.25K**	Africa **12.3...**
North Asia **22.68K**	Oceania **12.03K**	South **7.09K**	Sout... **6.73K**
East **20.34K**	West **11.03K**	EMEA	
		Caribbean	

PRODUCTS

Sum of quantity by category

1K (20.21%)

category
- Office Supplies
- Technology
- Furniture

1K (20.37%)

4K (59.43%)
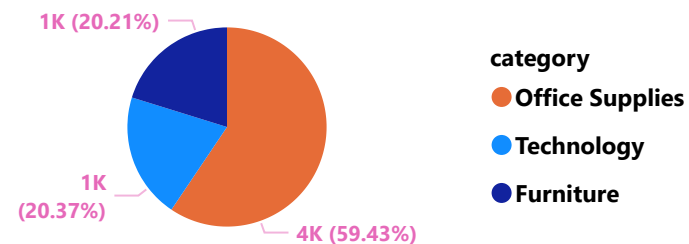
Average of discount by sub_category

Tables	0.31
Labels	0.18
Binders	0.17
Furnishings	0.17
Appliances	0.17
Machines	0.15

0.0   0.2   0.4

(Decomposition tree — quantity)

region ×	state ×	category ×	sub_category
Central	Ile-de-France	Technology	

Sum of quantity
6265

Central 1388	Ile-de-France 103	Office Supplies 77	Accessories 12
South 840	Texas 85	Technology 22	Phones 8
North	Illinois	Furniture	Copiers

(Decomposition tree — sales)

region ×	state ×	category ×	sub_category
Central	Ile-de-France	Technology	

Sum of sales
458103

Central 86291	Nord-Pas-de-Calais 7105	Technology 2634	Accessories 1088
South 63268	Ile-de-France 6245	Office Supplies 2439	Phones 900
North 39850	San Salvador 5871	Furniture 1172	Copiers 646

Sum of sales by Month and category

category ● Furniture ● Office Supplies ● Technology

80K

60K

40K

October   November   December
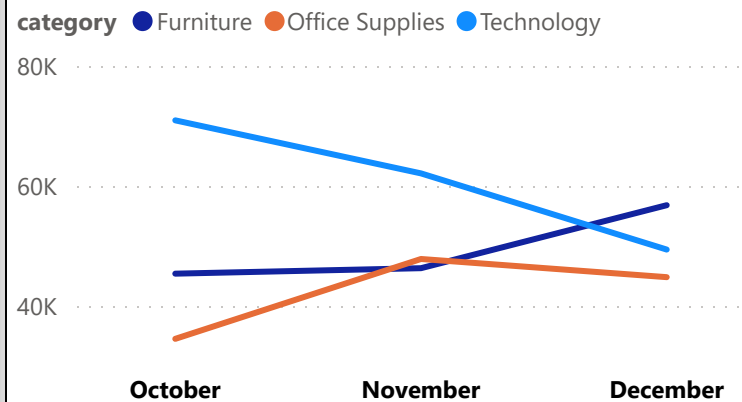
SHIPPING

Order priority

| Critical | High | Low | Medium |

Year

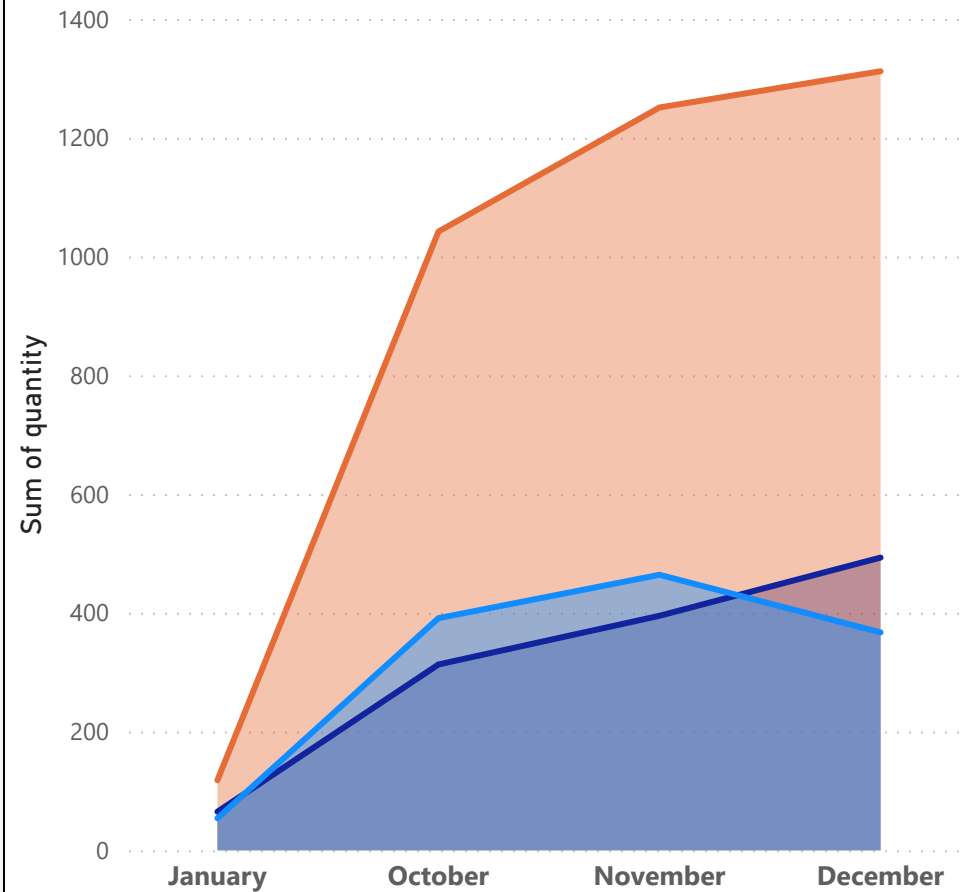| 2011 | 2012 | 2013 | 2014 |

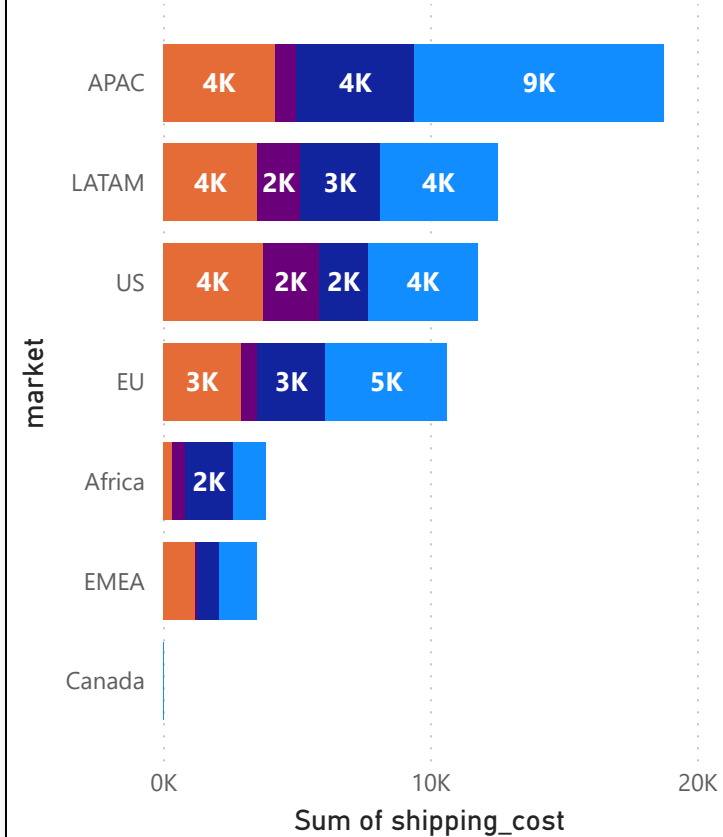**Quarter**

| Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |

Sum of quantity by Month and category

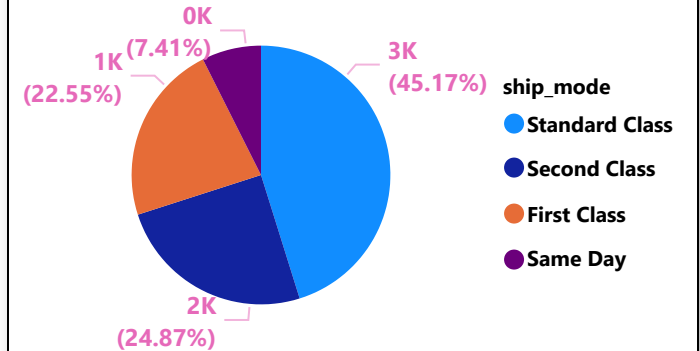category ● Furniture ● Office Supplies ● Technology

Sum of shipping_cost by market and ship_mode

ship_mode ● First Class ● Same Day ● Second Class ▶

market	
APAC	4K 4K 9K
LATAM	4K 2K 3K 4K
US	4K 2K 2K 4K
EU	3K 3K 5K
Africa	2K
EMEA	
Canada	

Sum of shipping_cost

Sum of quantity by ship_mode

0K
1K (7.41%)
(22.55%)
3K (45.17%)

ship_mode
● Standard Class
● Second Class
● First Class
● Same Day

2K (24.87%)

Sum of shipping_cost by ship_mode and category

category ● Furniture ● Office Supplies ● Technology

Standard Class · First Class · Second Class · Same Day
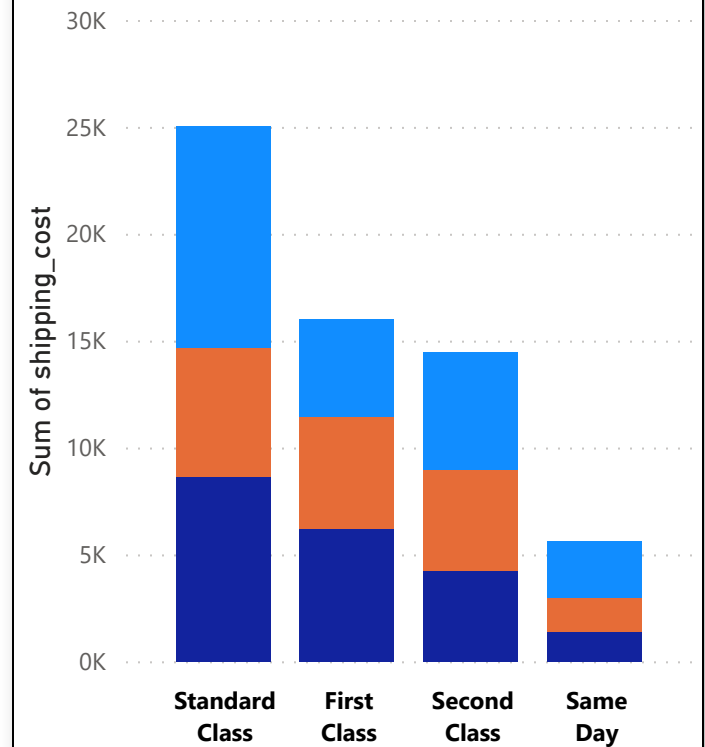
COSTUMERS

Order priority
Critical | High | Low | Medium

Year
2011 | 2012 | 2013 | 2014

Quarter
Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

Sum of sales by customer_name

Tom Ashbrook
Grant Thornton
Barry Franz
Cyra Reiten
Dave Kipp
Harry Greene
Carlos Daly
Liz Thompson
Brenda Bowman

0K — 10K
Sum of sales
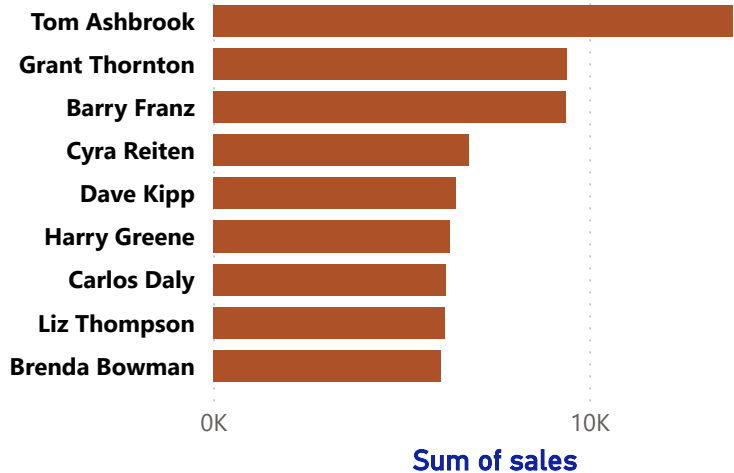
Count of customer_name by category

0.35K (20.15%)
0.36K (20.32%)
1.05K (59.53%)

Category
- Office Supplies
- Technology
- Furniture
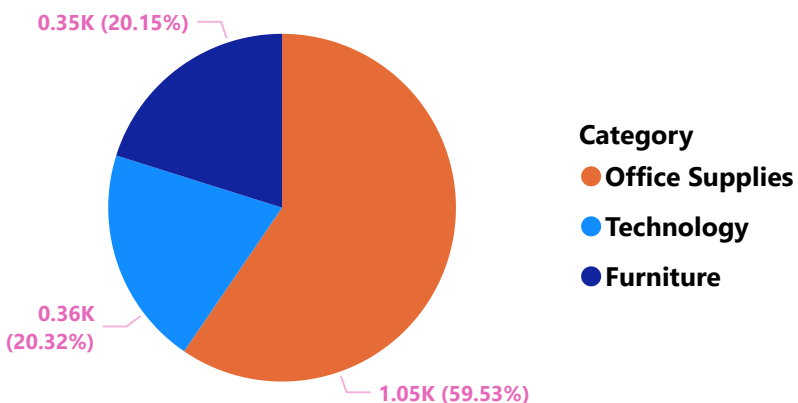
Count of customer_name by market and segment

segment: ● Consumer ● Corporate ● Home Office

market	Home Office	Corporate	Consumer
APAC	87	106	205
LATAM	65	141	175
US	78	103	186
EU	39	83	192
Africa		97	
EMEA		31	88
Canada			

Count of customer_name by Month

October | November | December
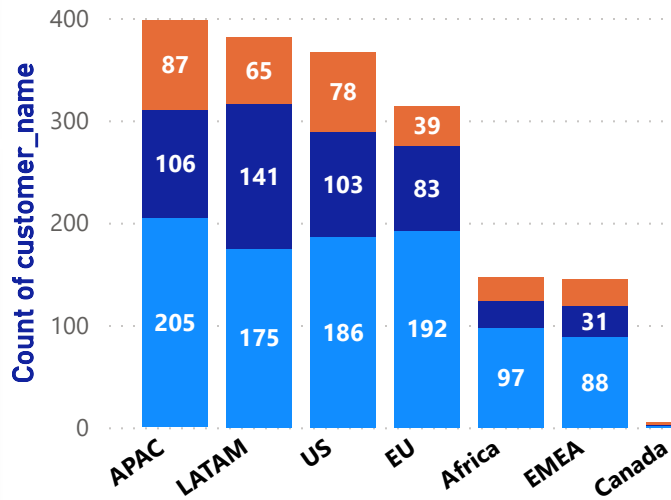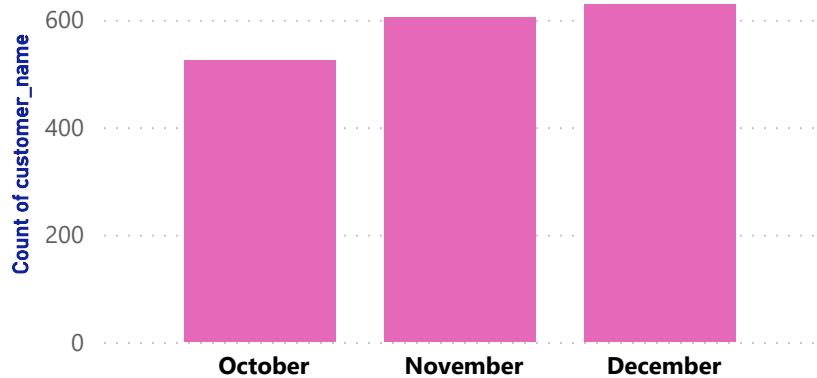
Count of customer_name by region

Central, South, North, Africa, EMEA, Oceania, West, Southeast Asia, East, Central Asia, Caribbean, North Asia, Canada
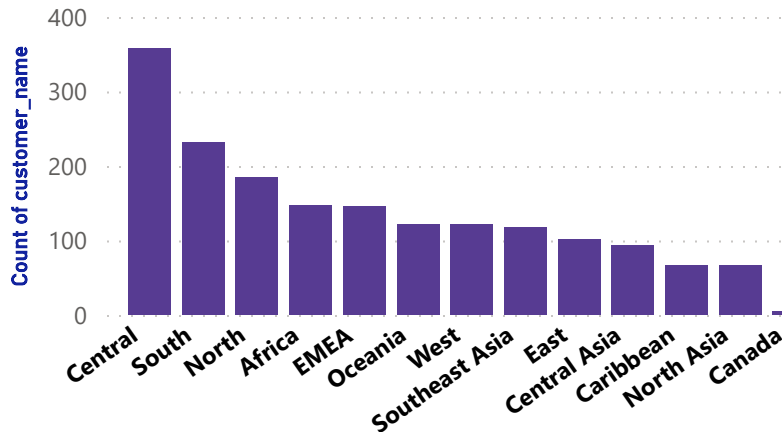
Count of customer_name by market and category

category: ● Furniture ● Office Supplies ● Technology

market	Furniture	Office Supplies	Technology
APAC	82	224	92
LATAM	90	216	75
US	85	214	68
EU	48	206	60
Africa		97	29
EMEA	27	85	33
Canada			

0 — 200 — 400
Count of customer_name