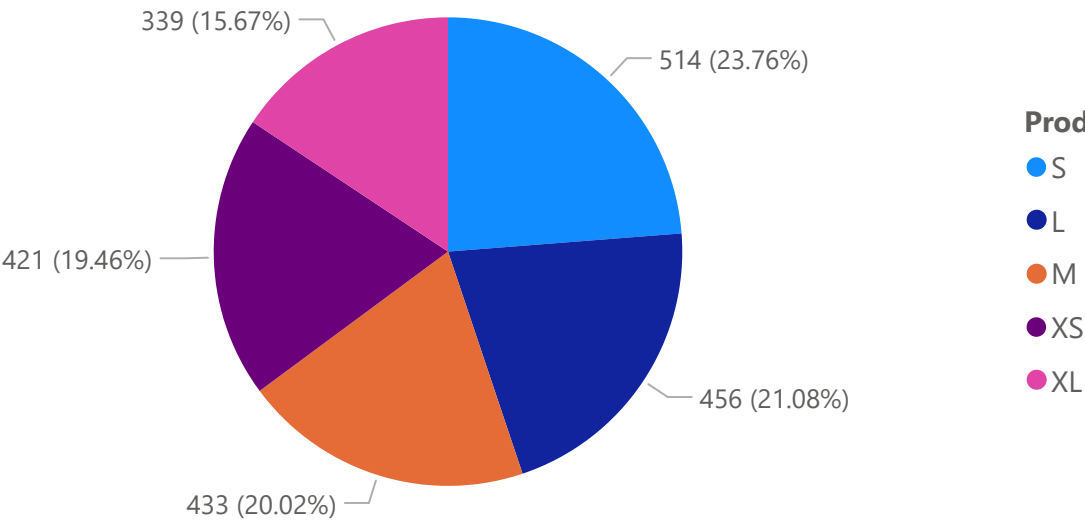
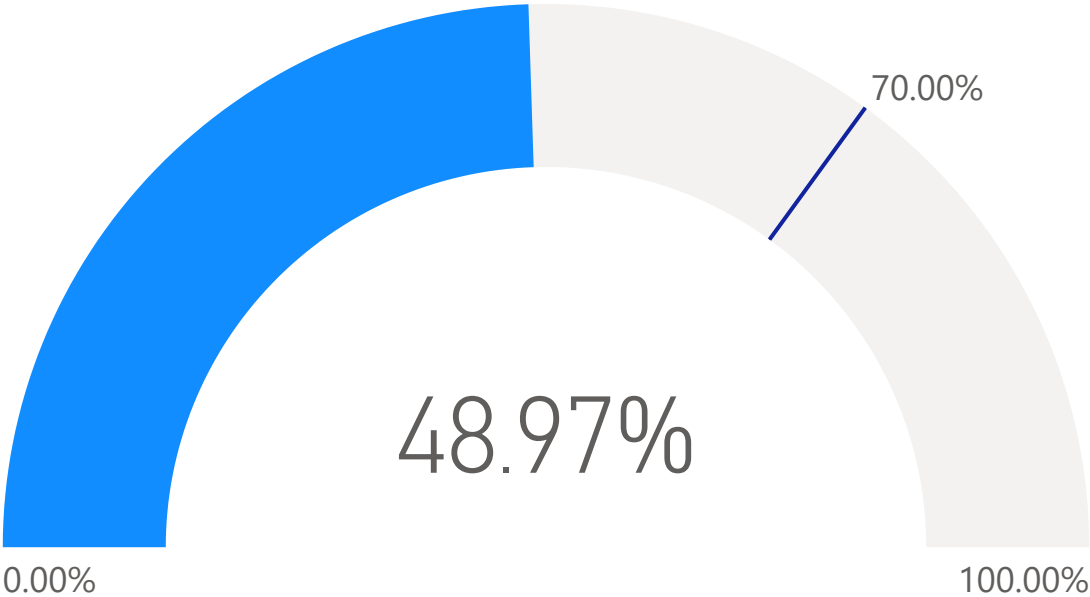


Order Quantity for Local Stores by Size



Average Profit Margin vs Target Profit Margin



Sum of Order_Quantity by Retailer_Channel



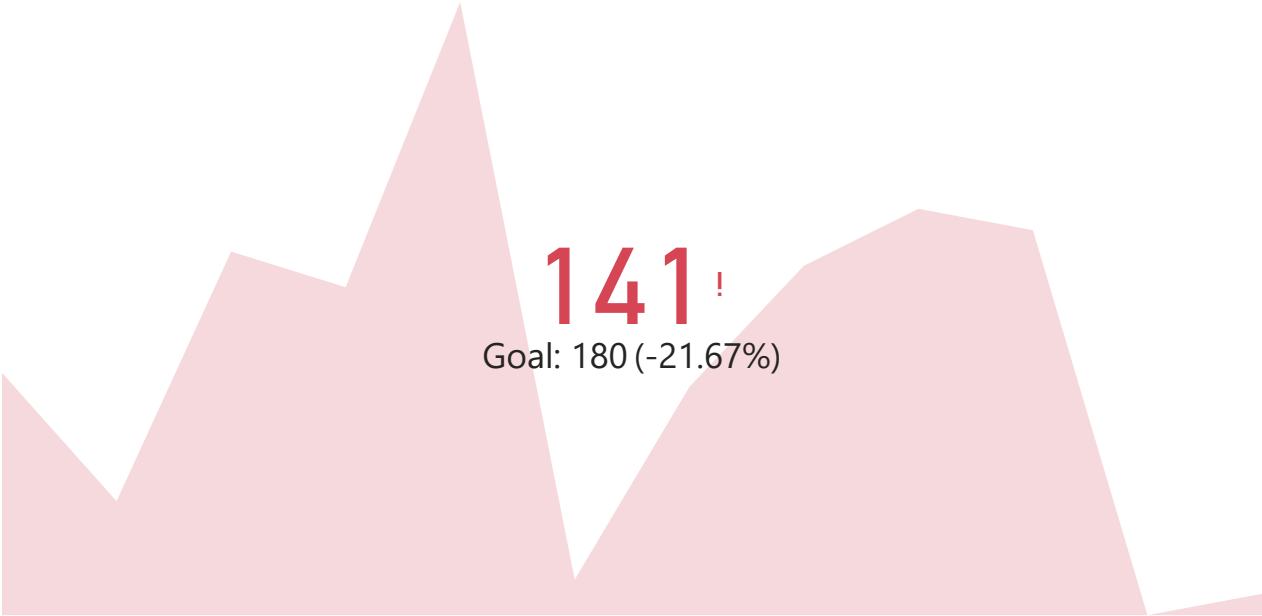
Orders above target profit margin

33

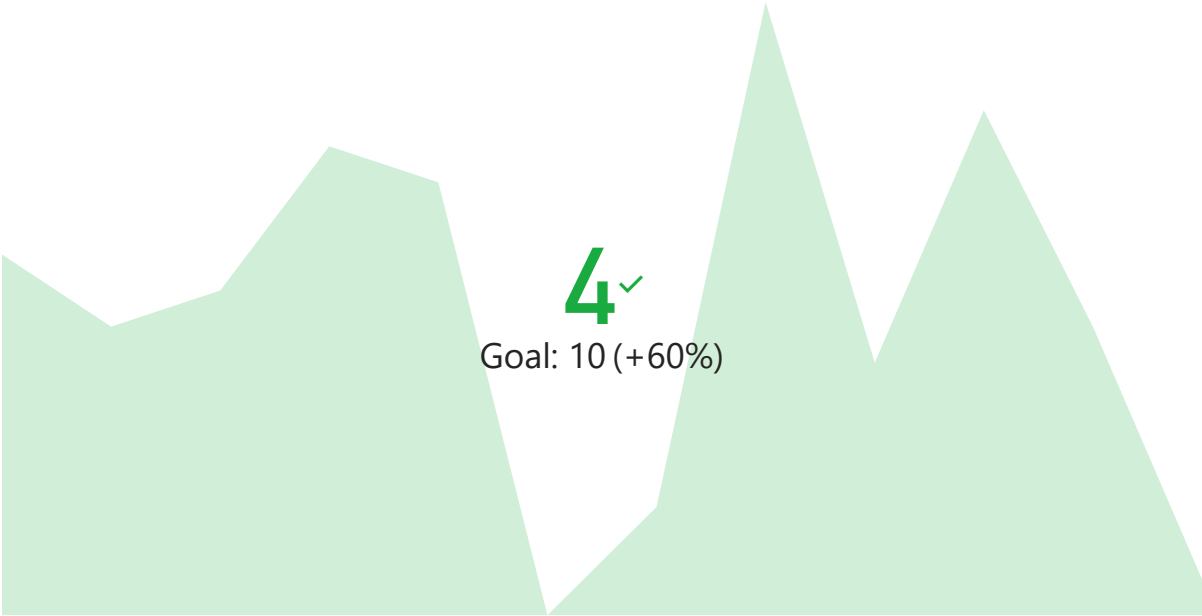
Orders below target profit margin

268

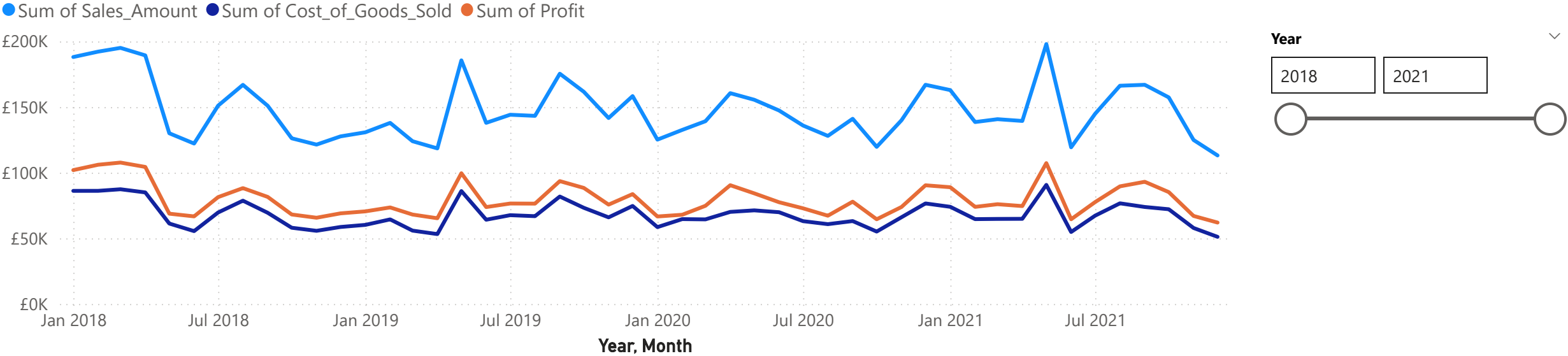
Total orders vs Target by Month



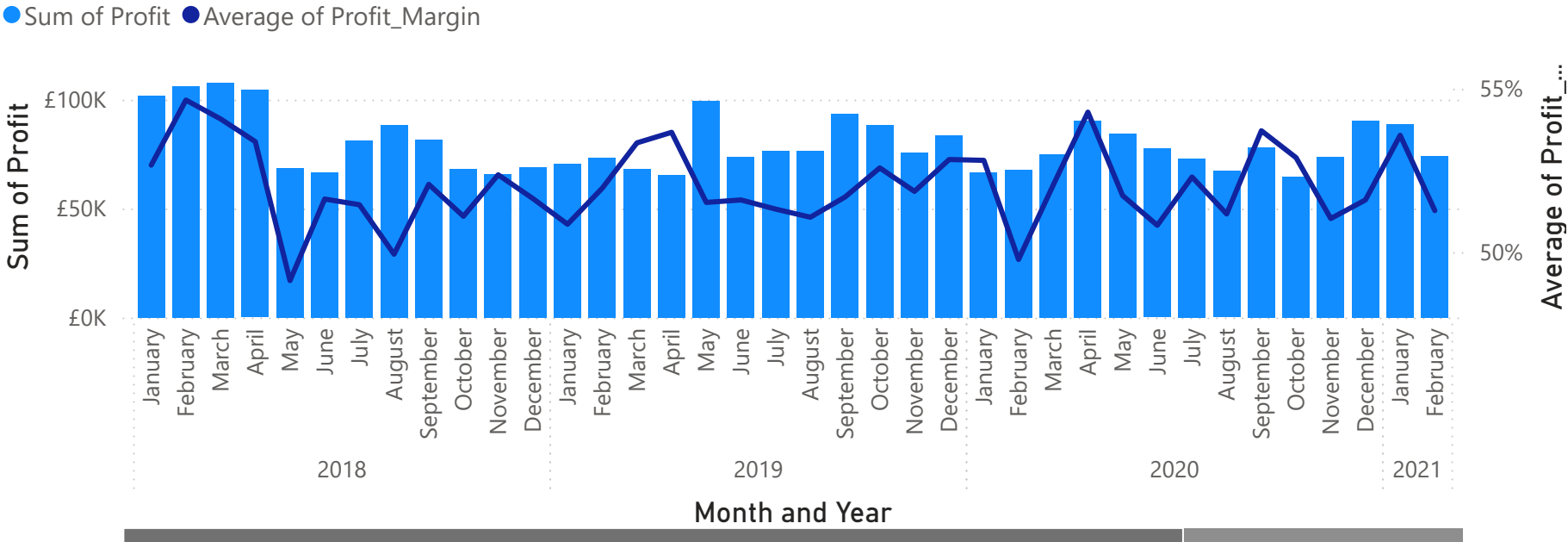
Total returns vs Target by Month



Revenue, COGS, and Profit by Month and Year



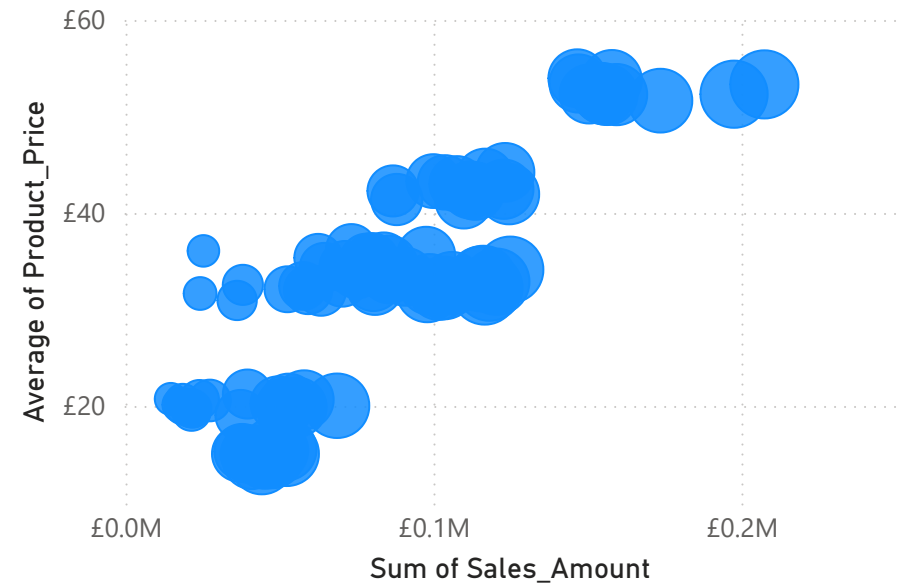
Gross Profit and Average Profit Margin over Time



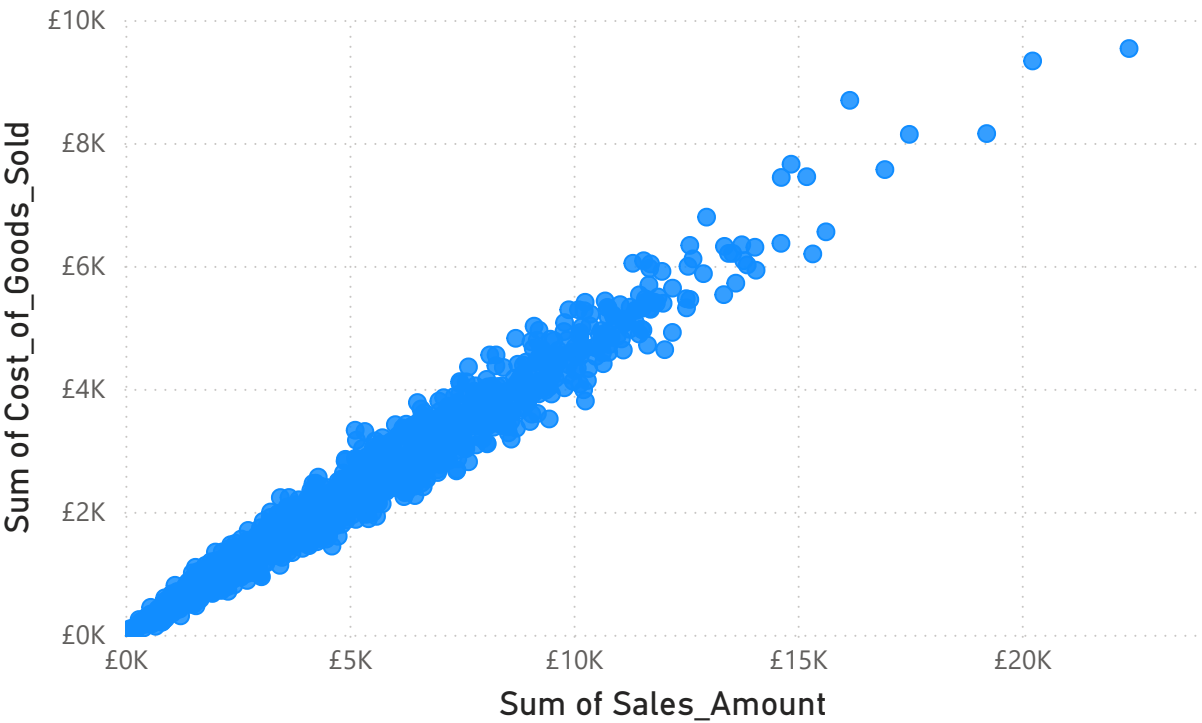
ORDERS RECEIVED

| Order_ID | Product_SKU | Sum of Order_Quantity | Sum of Sales_Amount |
|----------|----------------|-----------------------|---------------------|
| 1 | MH01-S-Gray | 29 | £1,102.00 |
| 2 | MH01-S-Orange | 29 | £957.00 |
| 3 | MH01-XL-Black | 12 | £432.00 |
| 4 | MH01-XL-Gray | 8 | £296.00 |
| 5 | MH01-XL-Orange | 4 | £148.00 |
| 6 | MH01-XS-Black | 4 | £172.00 |
| 7 | MH01-XS-Gray | 12 | £324.00 |
| Total | | 214595 | £7,084,154.00 |

Sum of Sales_Amount, Average of Product_Price and Sum of Order_Quantity by Product_Name



Sum of Sales_Amount and Sum of Cost_of_Goods_Sold by Order_Date



Year

2018

2021

Product_Name

☐ Abominable Hoodie

☐ Aero Daily Fitness Tee

☐ Aether Gym Pant

☐ Ajax Full-Zip Sweatshirt

☐ Apollo Running Short

Product_Category

☐ Bras & Tops

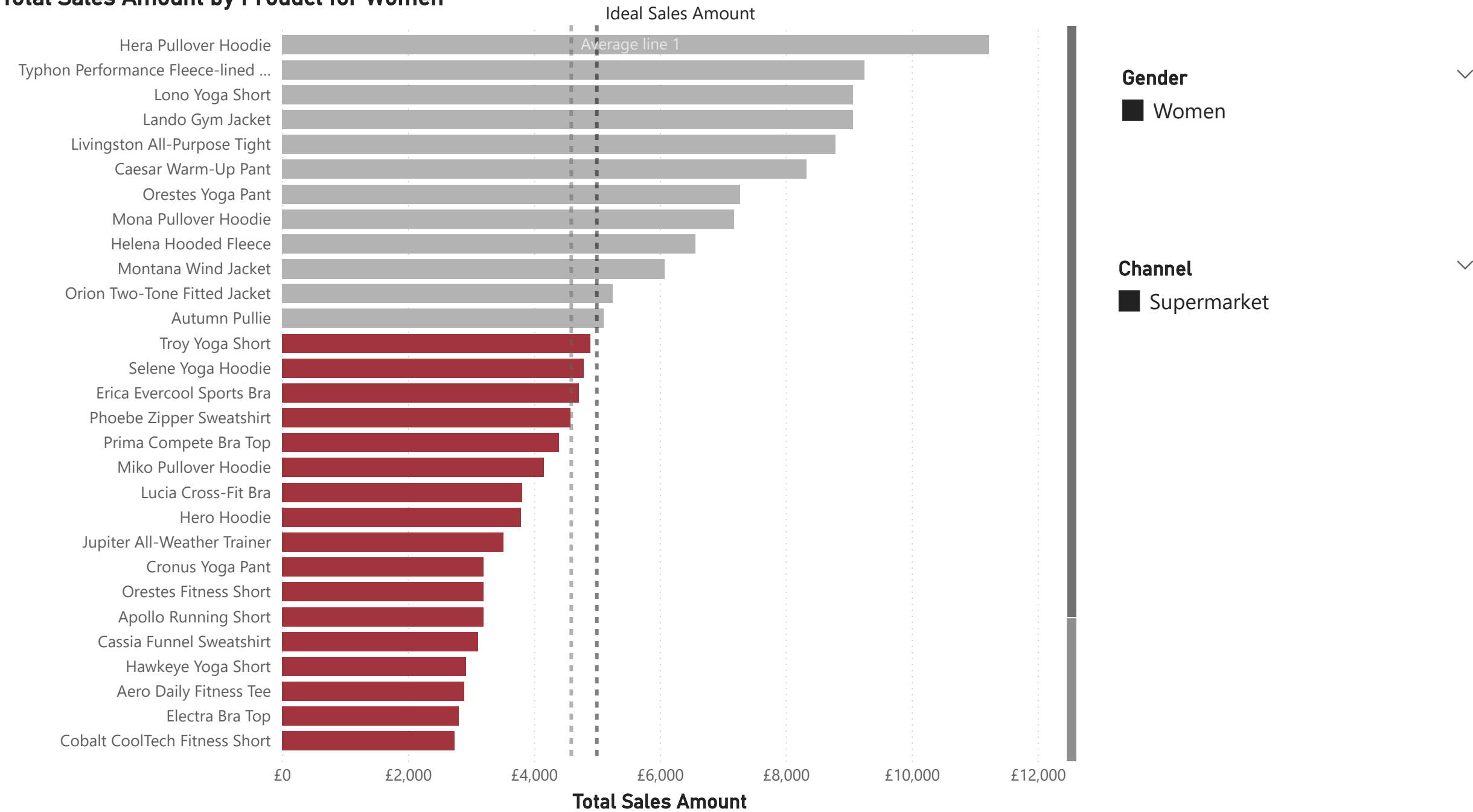
☐ Hoodies & Sweatshi...

☐ Jackets

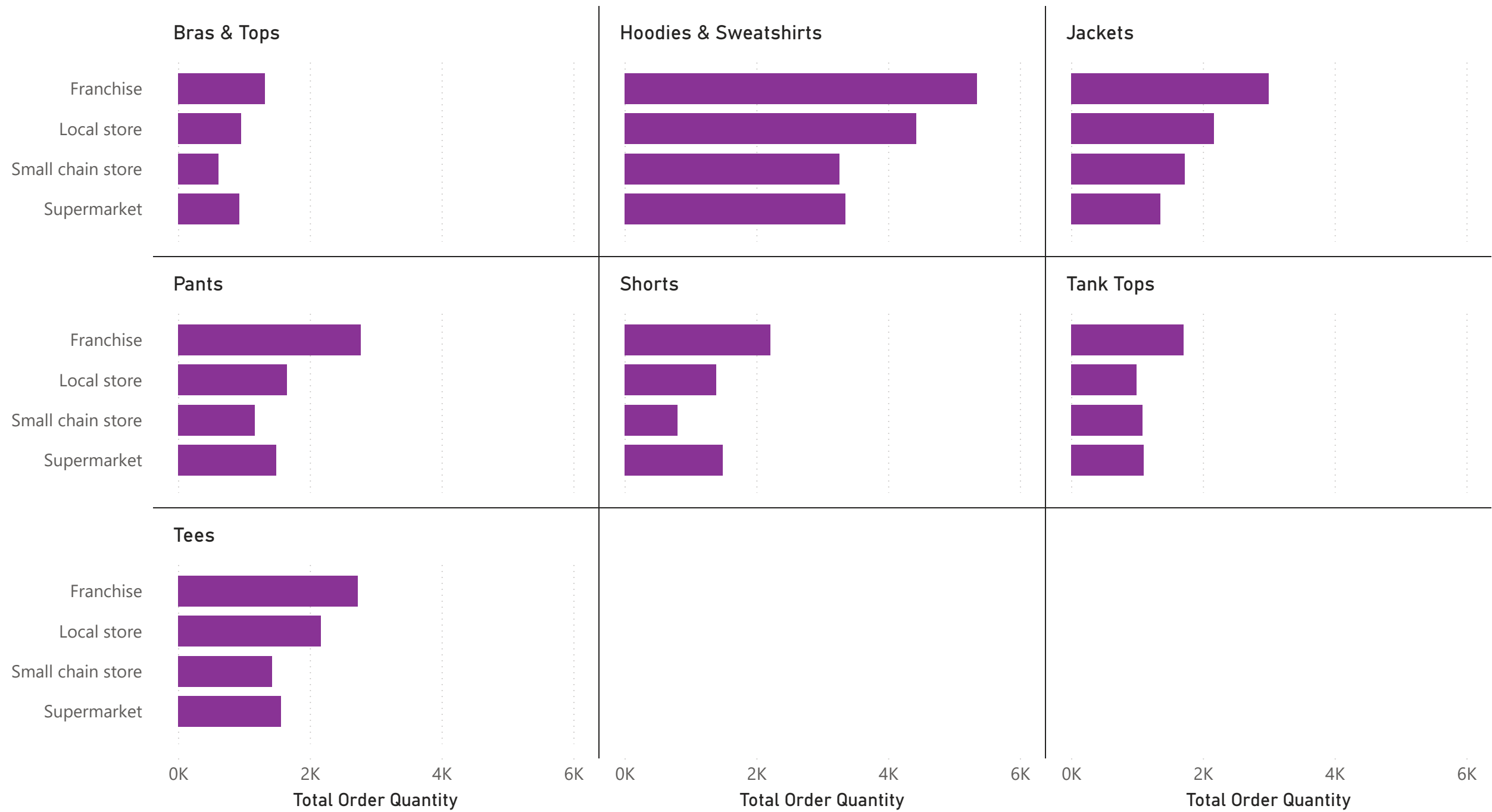
☐ Pants

☐ Shorts

Total Sales Amount by Product for Women



Total Order Quantity per Channel by Category



Total Order Quantity per Gender by Product Color

