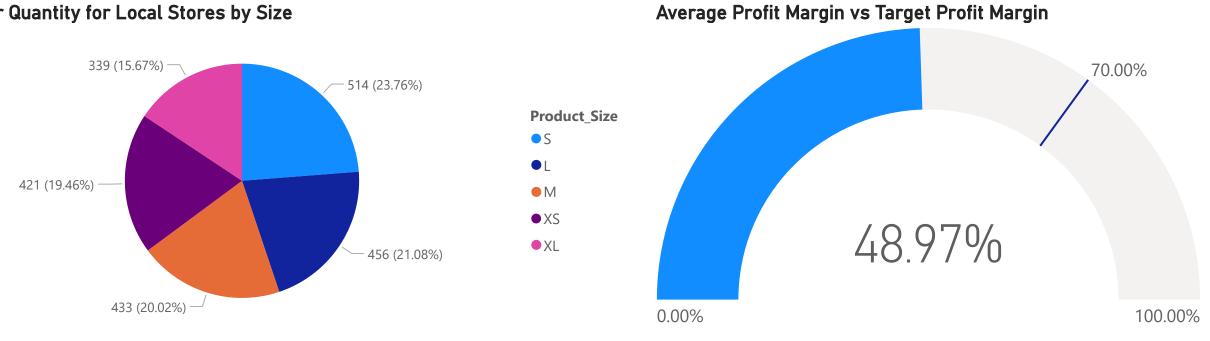
Order Quantity for Local Stores by Size



Sum of Order_Quantity by Retailer_Channel



Orders above target profit margin

33

Orders below target profit margin

268

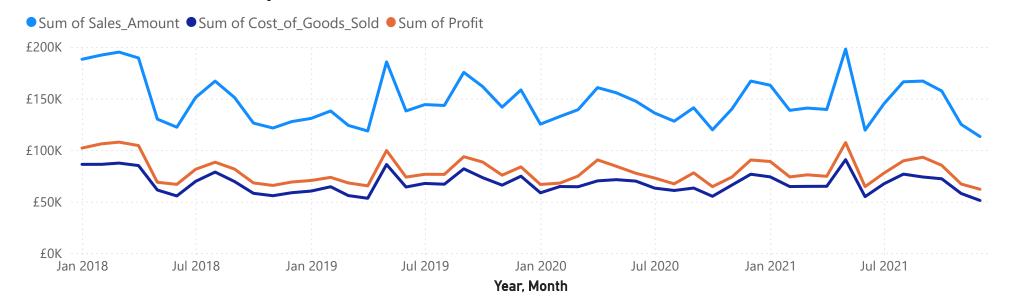
Total orders vs Target by Month

Total returns vs Target by Month

141! Goal: 180 (-21.67%)

Goal: 10 (+60%)

Revenue, COGS, and Profit by Month and Year



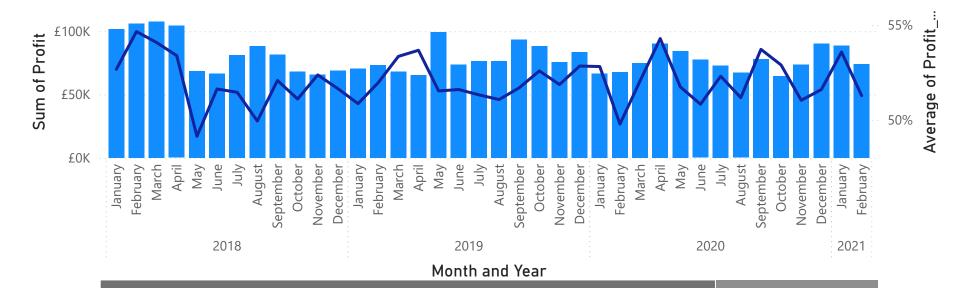
Year

2018

2021

Gross Profit and Average Profit Margin over Time

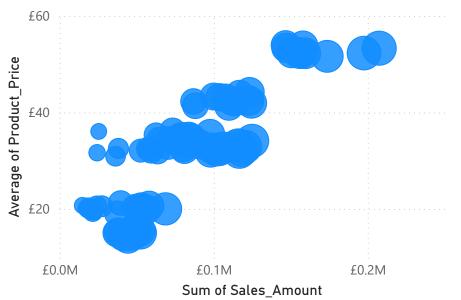
● Sum of Profit ● Average of Profit_Margin



ORDERS RECEIVED

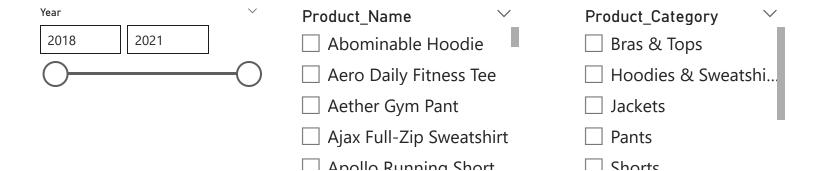
Order_ID	Product_SKU	Sum of Order_Quantity	Sum of Sales_Amount
1	MH01-S-Gray	29	£1,102.00
2	MH01-S-Orange	29	£957.00
3	MH01-XL-Black	12	£432.00
4	MH01-XL-Gray	8	£296.00
5	MH01-XL-Orange	4	£148.00
6	MH01-XS-Black	4	£172.00
7	MH01-XS-Gray	12	£324.00
Total		214595	£7,084,154.00

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

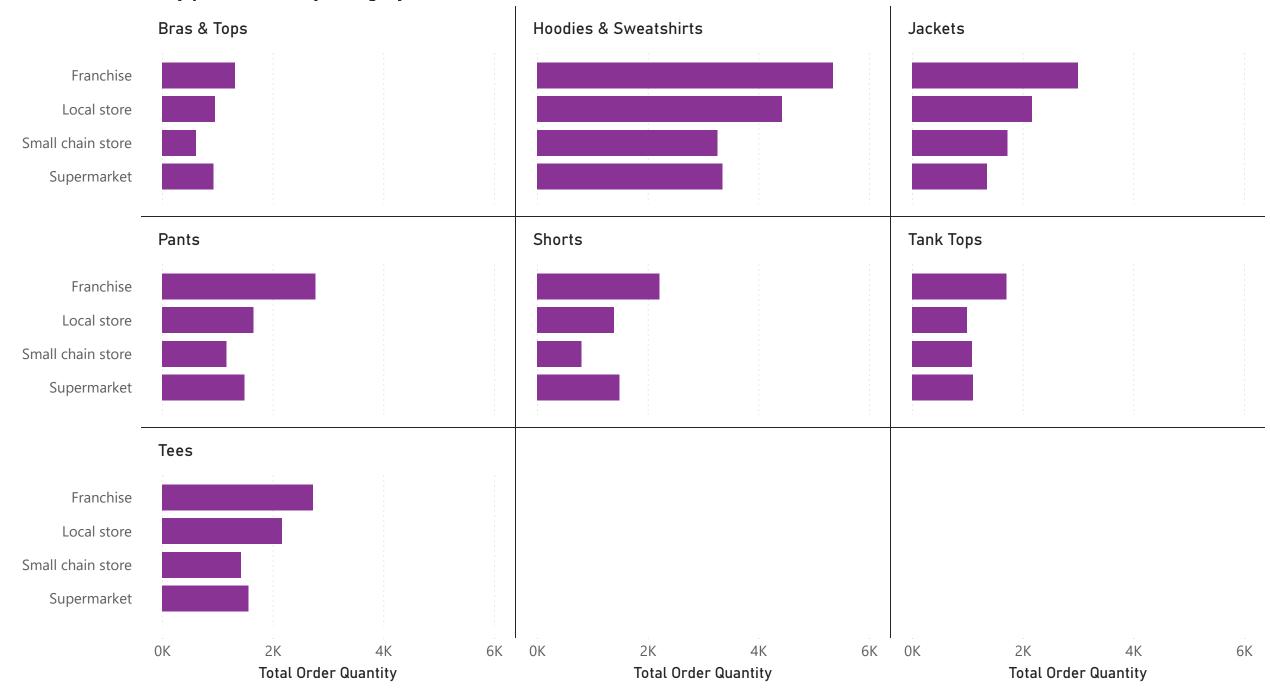




Total Sales Amount by Product for Women **Ideal Sales Amount** Hera Pullover Hoodie Average line 1 Typhon Performance Fleece-lined ... Gender Lono Yoga Short Women Lando Gym Jacket Livingston All-Purpose Tight Caesar Warm-Up Pant Orestes Yoga Pant Mona Pullover Hoodie Helena Hooded Fleece Channel Montana Wind Jacket Orion Two-Tone Fitted Jacket Supermarket Autumn Pullie Troy Yoga Short Selene Yoga Hoodie Erica Evercool Sports Bra Phoebe Zipper Sweatshirt Prima Compete Bra Top Miko Pullover Hoodie Lucia Cross-Fit Bra Hero Hoodie Jupiter All-Weather Trainer Cronus Yoga Pant **Orestes Fitness Short Apollo Running Short** Cassia Funnel Sweatshirt Hawkeye Yoga Short Aero Daily Fitness Tee Electra Bra Top Cobalt CoolTech Fitness Short £0 £2,000 £4,000 £6,000 £8,000 £10,000 £12,000

Total Sales Amount

Total Order Quantity per Channel by Category



Total Order Quantity per Gender by Product Color

