

## High Level View

Total Sales

**56M**

Total Profit

**32M**

Total Order

**15K**

Total Cost

**24M**

Product

**15K**

## Total Sales and Total Profit

Total Sales 56M

Total Profit 32M

● Total Sales ● Sales PY

2M

1M

0M

Jan 2012

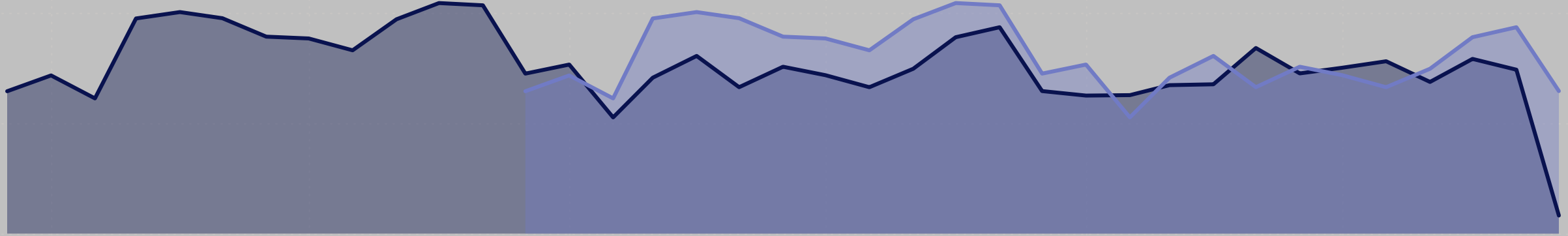
Jul 2012

Jan 2013

Jul 2013

Jan 2014

Jul 2014



Product Analysis

Category

6

Subcategory

22

Channel

4

Channel

Catalog

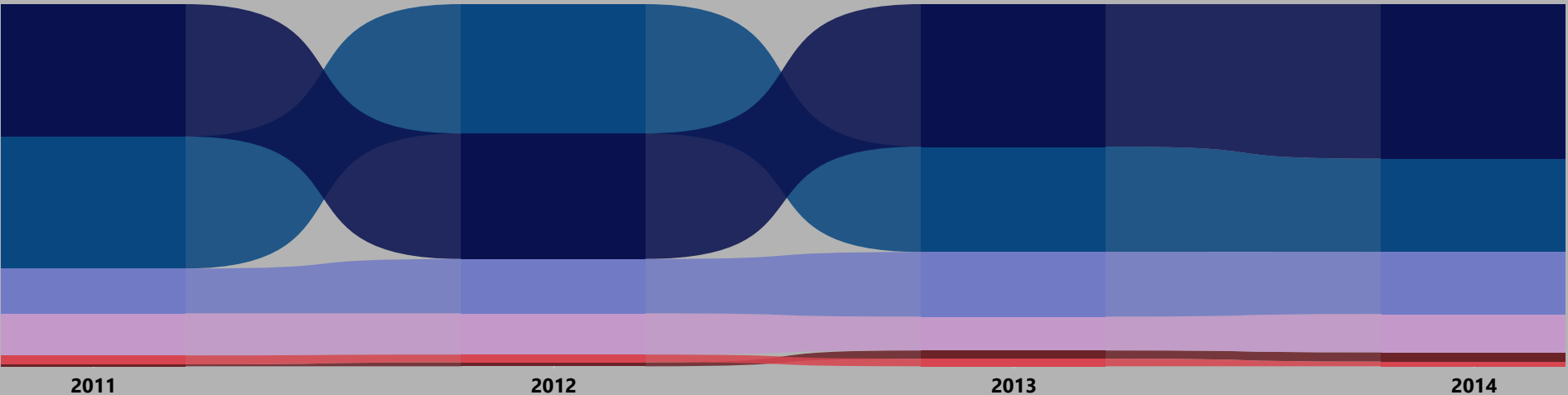
Online

Reseller

Store

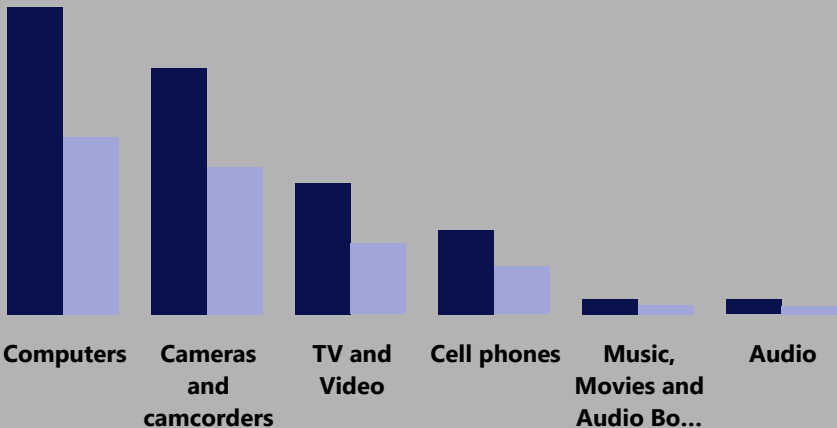
Sales Share by Year and Product Category

Product Category ● Audio ● Cameras and camcorders ● Cell phones ● Computers ● Music, Movies and Audio Books ● TV and Video

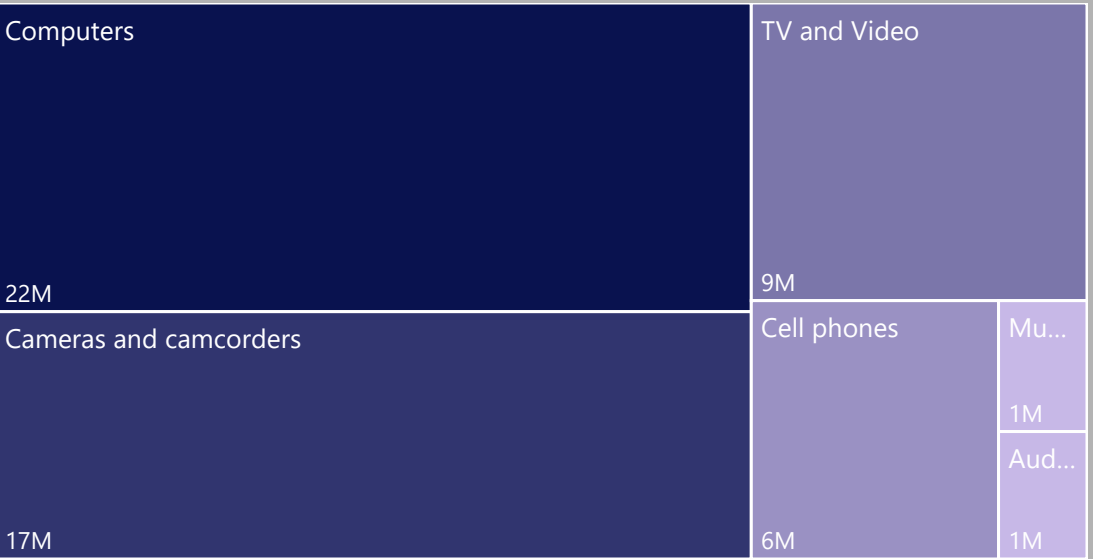


Total Sales and Total Profit by Product Category

● Total Sales ● Total Profit



Total Sales by Product Category



# Location Analysis

Zones

7

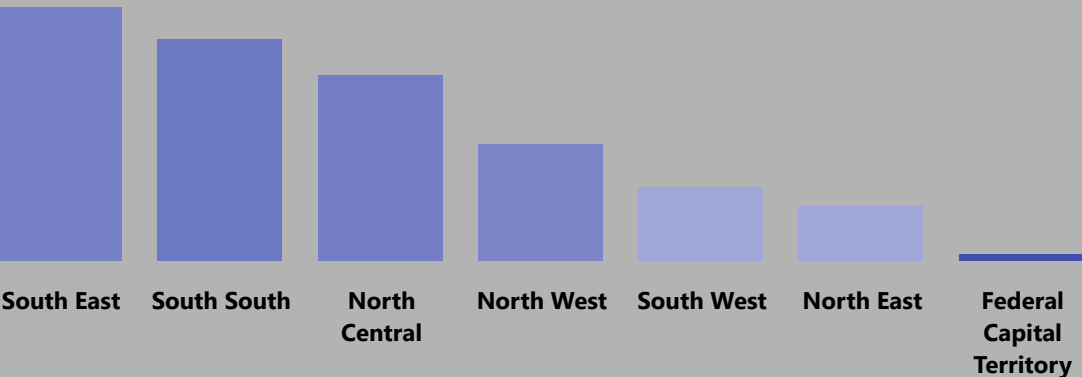
States

31

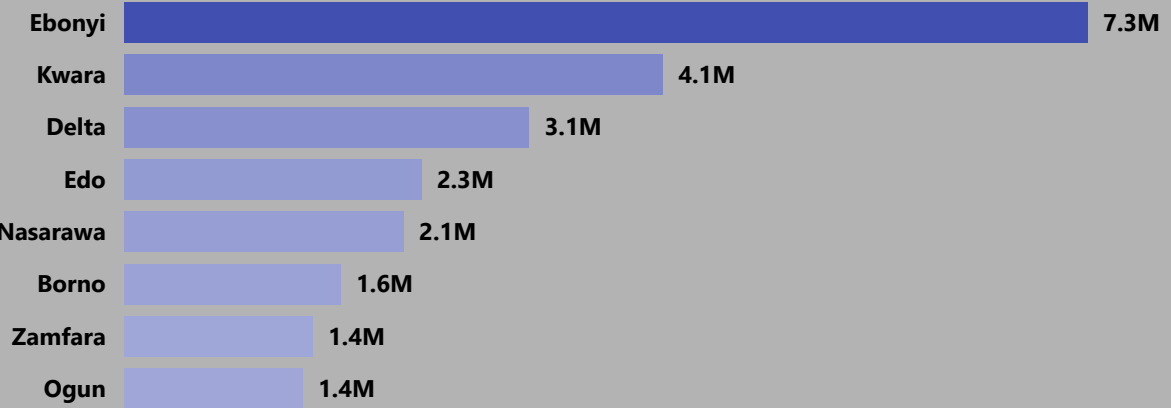
Products

15K

Total Sales by Zone ( color rep Profit Margin)

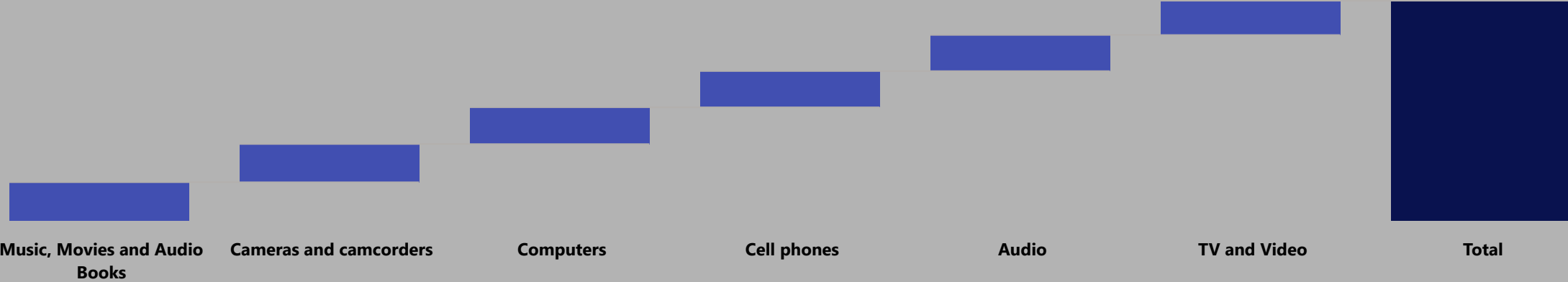


Top States with high profit (color rep sales PY)



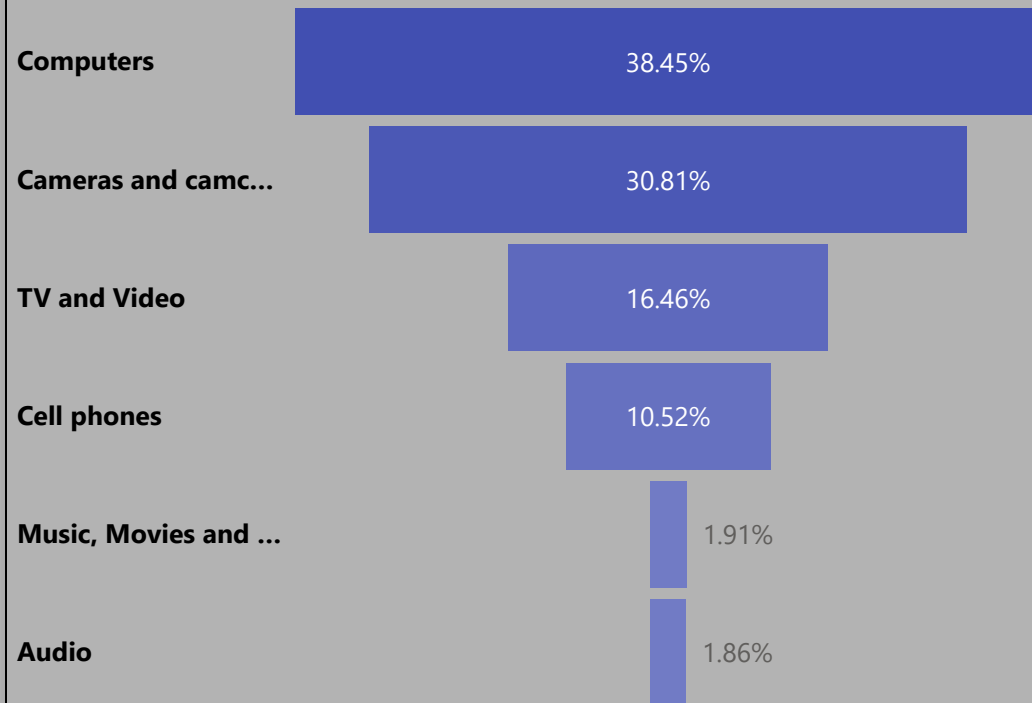
Profit Margin by Product Category

● Increase ● Decrease ● Total



# Sales Share Versus Profit Margin

## Sales Share by Product Category



## Profit Margin by Product Category

