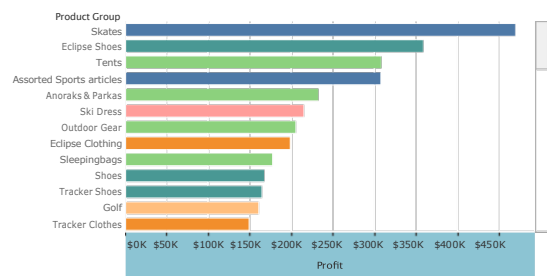
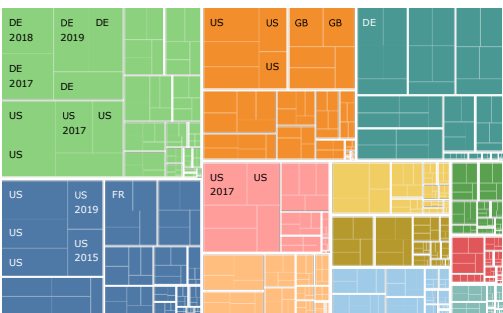


Dashboard 1:

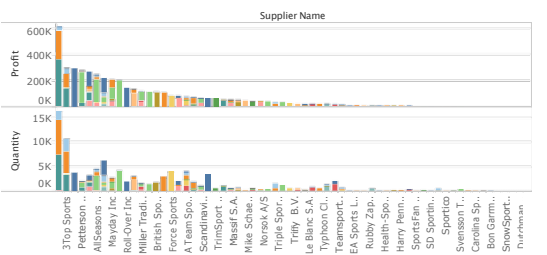
Profit by Category



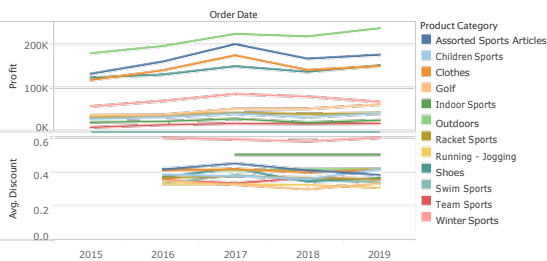
Profit by Country and Year



Profit by Suppliers



Profit by Year

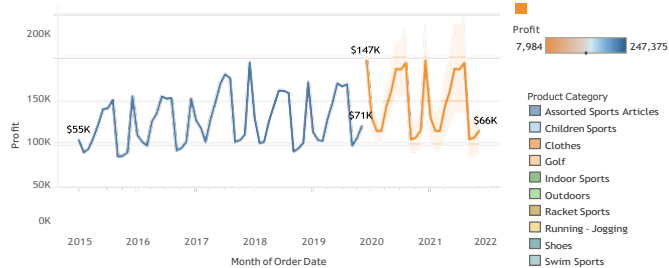


Dashboard 2:

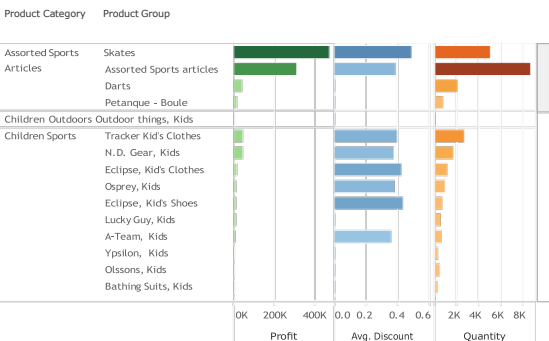
Profit by Product Category

Product Category	2015	2016	2017	2018	2019	2020
Assorted Sports Articles	131,882	159,968	199,970	166,658	167,961	169,110
Children Sports	28,400	32,303	40,708	32,506	37,480	38,238
Clothes	117,624	139,913	174,275	140,855	145,964	145,907
Golf	37,480	38,178	51,872	52,086	57,227	56,860
Indoor Sports	21,226	23,102	28,880	20,594	24,549	24,976
Outdoors	178,833	195,546	223,403	217,691	225,163	247,375
Racket Sports	30,656	34,203	43,373	39,835	36,956	36,323
Running - Jogging	32,907	36,783	43,612	40,381	42,053	45,987
Shoes	123,158	130,236	149,261	136,524	152,532	150,751
Swim Sports	7,984	8,607	11,631	10,066	12,548	13,051
Team Sports	9,447	15,321	18,338	17,268	16,550	17,344
Winter Sports	57,361	69,951	85,754	79,933	64,079	53,343

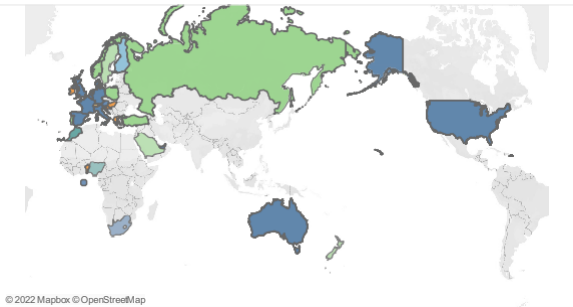
Profit Forecast



Profit by Product, Avg Discount, Quantity Ordered

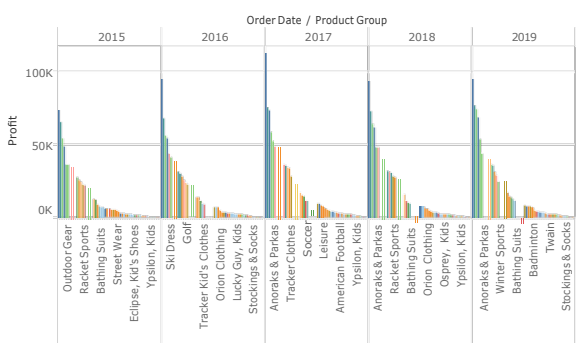


Profit by Country

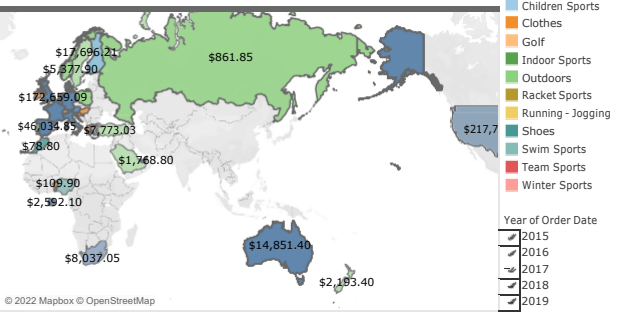


Profitability Dashboard:

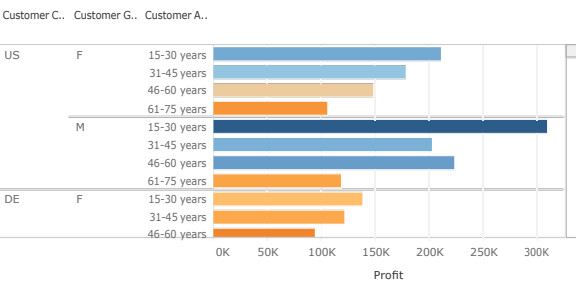
Profit by Product Group and Year



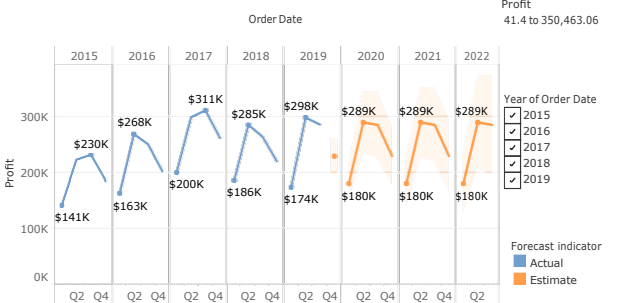
Profit by Product Category



Profit by Country, Customer Age and Gender

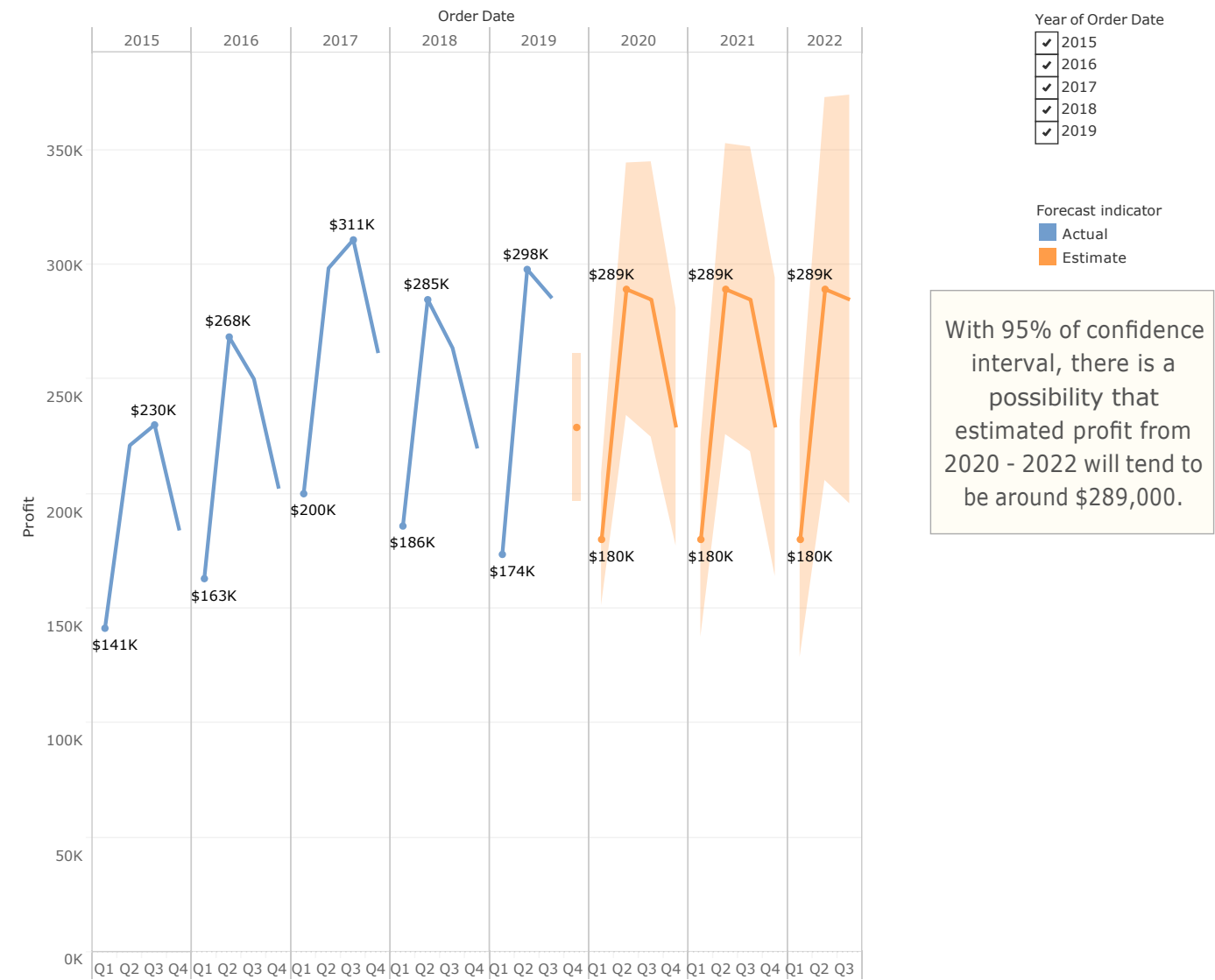


Profit Forecast



# Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Perce tage f..
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Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage f..
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Customer C..	Product Catego..	Product Group	Order Date				
			2015	2016	2017	2018	2019
AD	Assorted Sports	Skates	\$317	\$222	\$76	\$195	
	Articles	Darts	\$19	\$10			\$19
		Assorted Sports articles	\$596	\$28		\$354	\$101
AE	Assorted Sports	Darts	\$130				\$38
	Articles	Assorted Sports articles	\$435			\$344	\$218
		Skates				\$279	\$325
AT	Assorted Sports	Petanque - Boule	\$57	\$112			
	Articles	Darts	\$57	\$89	\$316	\$104	\$206
		Skates	\$510	\$904	\$393	\$311	\$1,227
		Assorted Sports articles	\$551	\$592	\$894	\$1,267	\$1,252
AU	Assorted Sports	Petanque - Boule	\$175	\$102	\$140	\$227	
	Articles	Darts	\$921	\$732	\$918	\$1,172	\$845
		Assorted Sports articles	\$3,191	\$3,797	\$3,177	\$3,666	\$2,959
		Skates	\$4,774	\$6,589	\$3,352	\$4,357	\$3,760
	Children Sports	Olssons, Kids	\$35		\$23	\$35	\$20
		Ypsilon, Kids	\$60		\$21	\$46	\$21
		Bathing Suits, Kids	\$10	\$79	\$30	\$12	\$30
		A-Team, Kids	\$196	\$40	\$202	\$96	\$80
		Osprey, Kids	\$67	\$117	\$112	\$127	\$80
		Lucky Guy, Kids	\$610	\$118	\$12	\$46	\$146
		Eclipse, Kid's Clothes	\$374	\$60	\$148	\$111	\$206
		Eclipse, Kid's Shoes	\$165	\$159	\$77	\$20	\$251
		N.D. Gear, Kids	\$405	\$377	\$192	\$328	\$262
		Tracker Kid's Clothes	\$477	\$598	\$390	\$191	\$275
	Clothes	Massif	\$462				
		Shorts	\$61	\$26	\$39	\$136	\$57
		Stockings & Socks	\$38	\$40	\$41	\$32	\$117
		Twain	\$655		\$155		\$123
		Green Tomato		\$41	\$158	\$59	\$154
		Leisure	\$277	\$212		\$178	\$199
		Street Wear	\$509	\$232	\$542	\$138	\$269
		LSF	\$210	\$548	\$158	\$455	\$320
		Osprey	\$110	\$181	\$223	\$144	\$328
		T-Shirts	\$211	\$127	\$50	\$238	\$395
		Orion	\$849	\$771	\$746	\$1,262	\$445
		Orion Clothing	\$70	\$159	\$148	\$380	\$753
		Knitwear	\$444	\$1,390	\$956	\$691	\$1,322

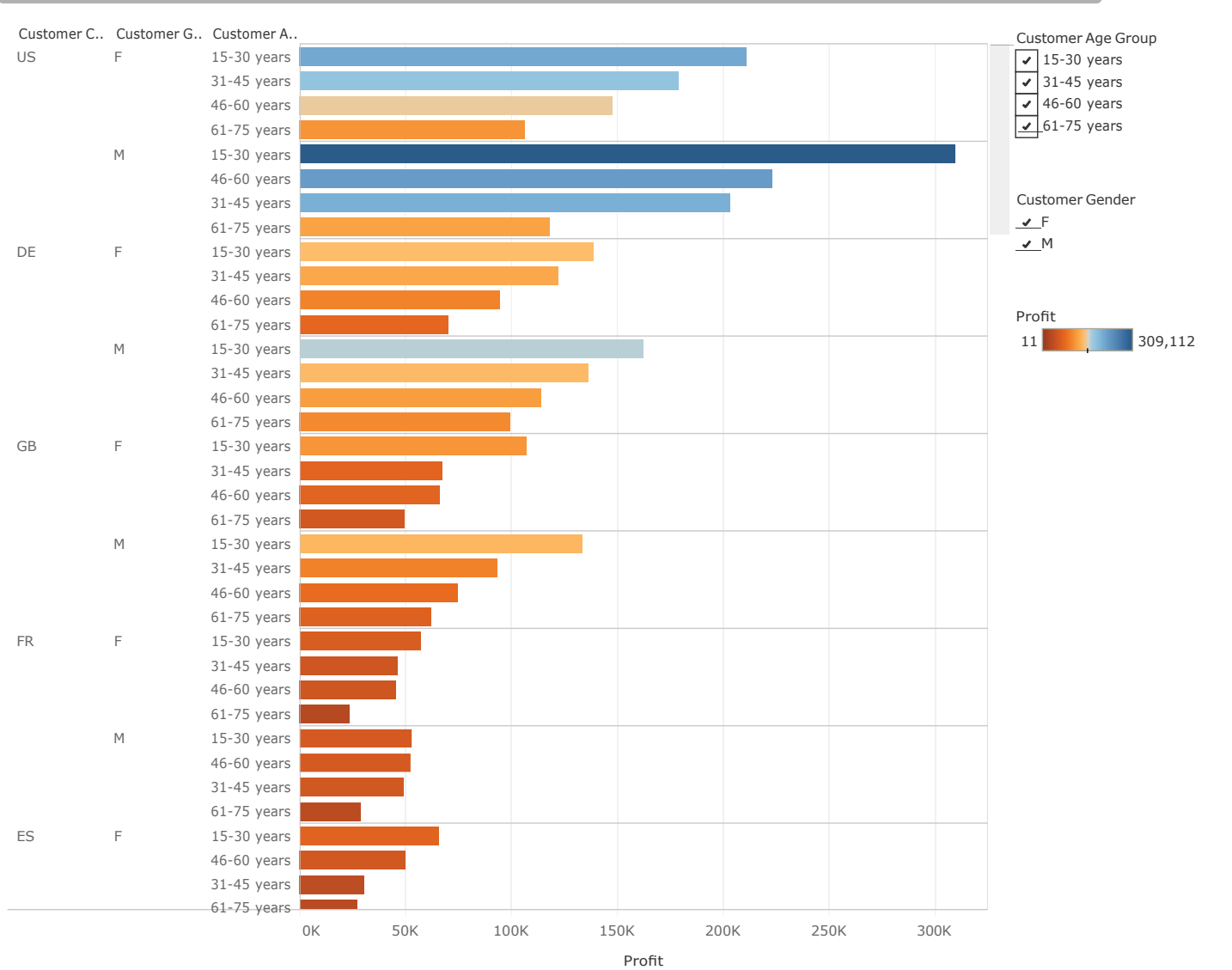
Profit  
-3.21 to 50,428.71



Outdoor and Assorted Sports Articles have the largest profit share in the US and DE. Skates and Eclipse shoes are the most bought product amongst the Product Category.

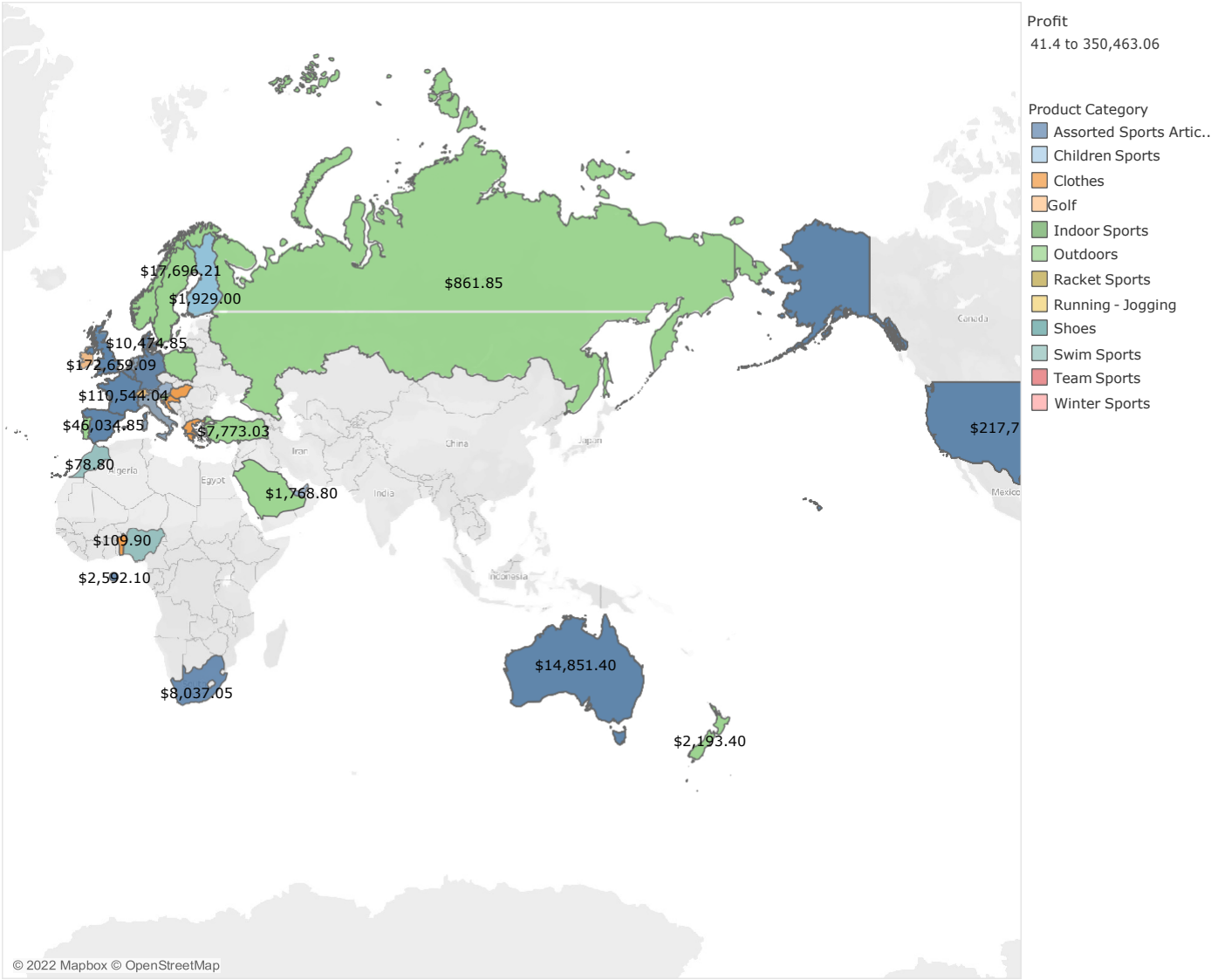
# Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage f..
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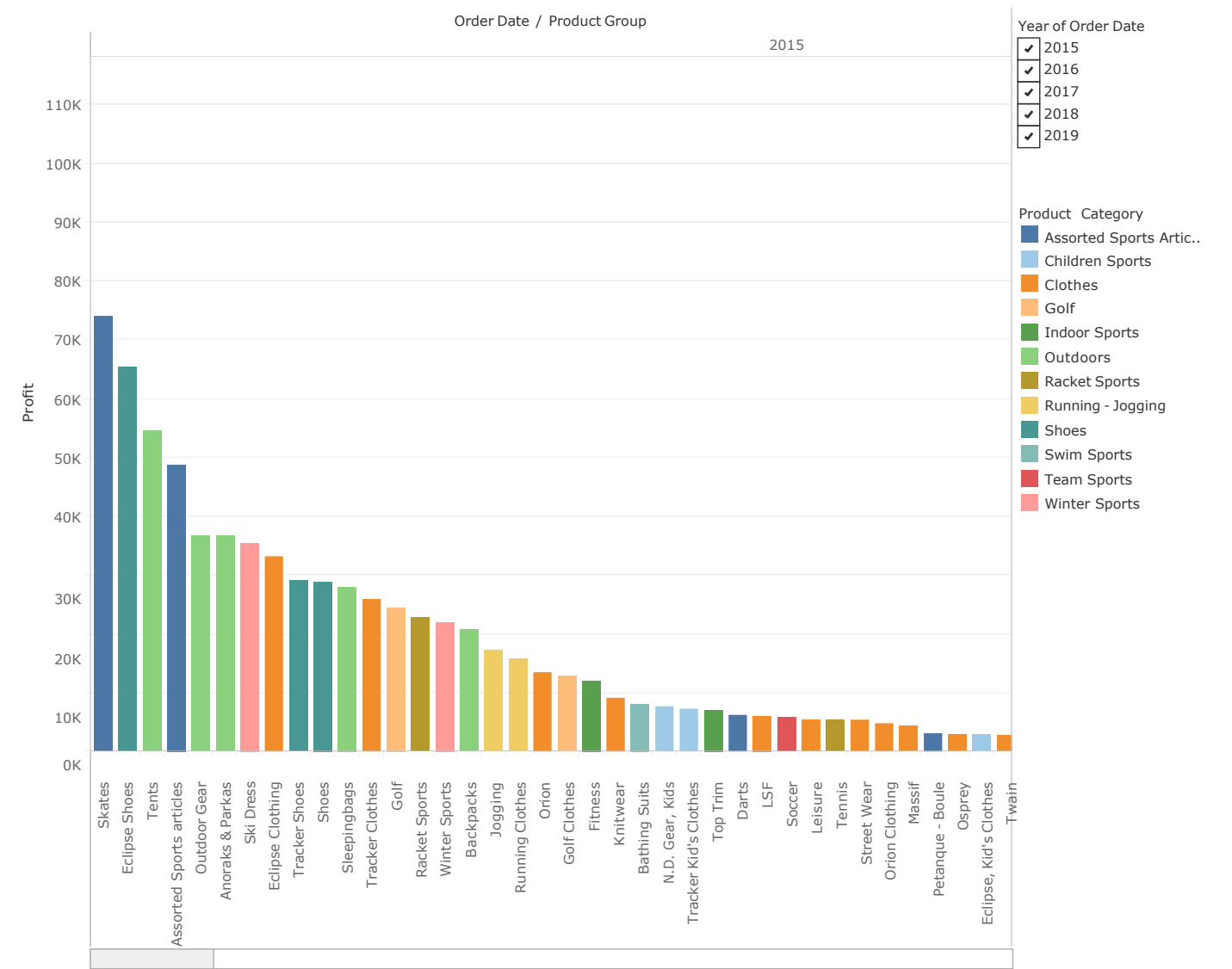
# Profitability Story

Profit Fore cast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage for Product Category
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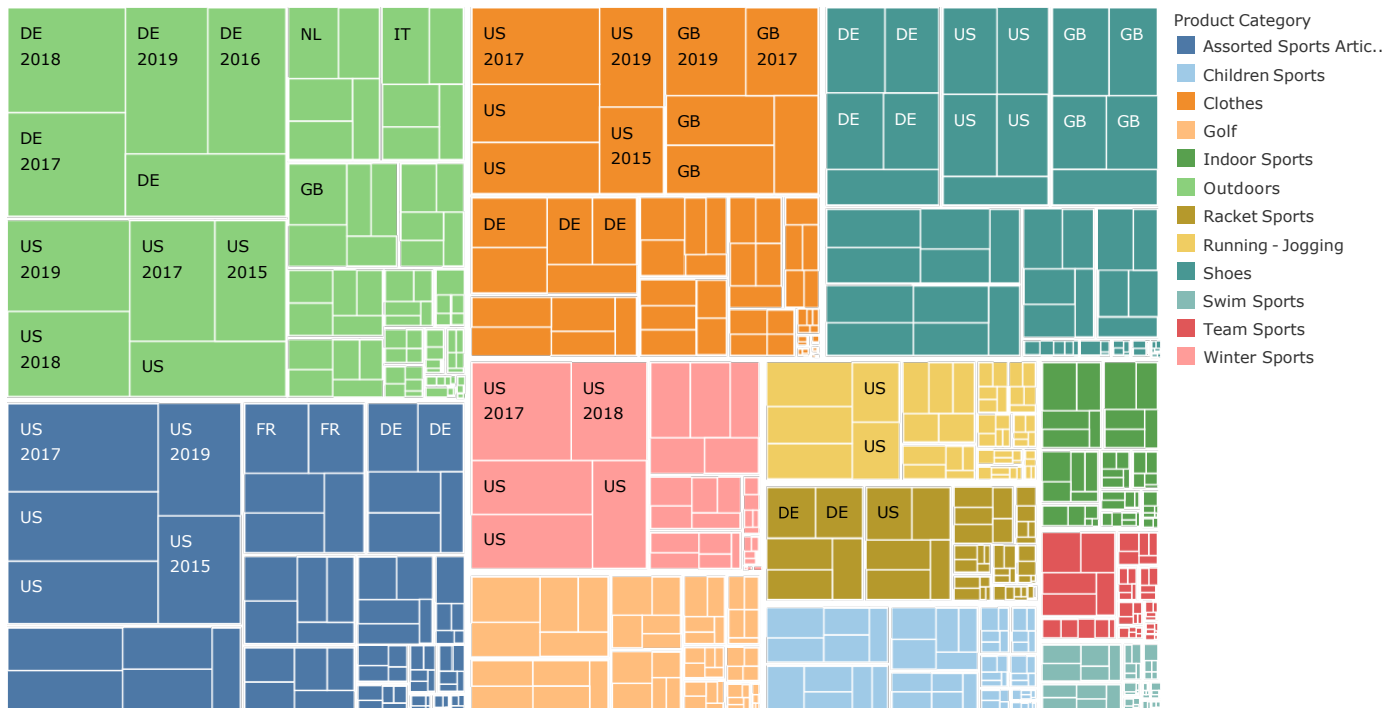
Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage for Product Category
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## Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage for Product Category
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# Profitability Story

Profit Forecast	Profit by Customer Country and Product Category	Profit by Country, Customer Age and Gender	Profit by Country	Profit by Product Category	Profit by Country and Year	Profit Percentage for Product Category
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