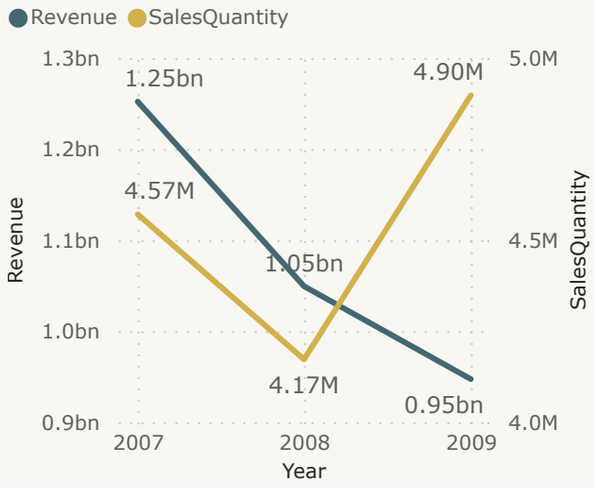
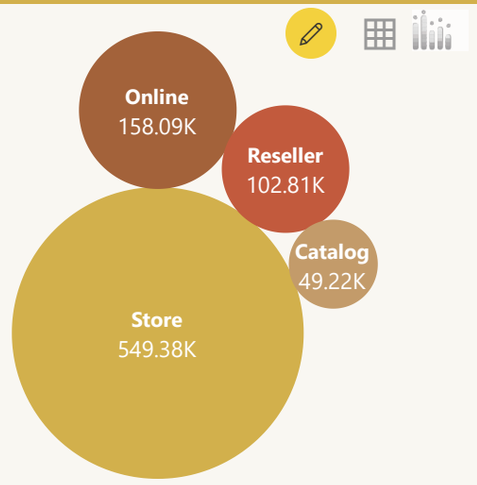
SALES OVERVIEW

3.25bn	14M	859.51K	3.78K	3.25bn	3.25bn
SalesAmount	SalesQuantity	Transactions	Average	SalesAmount	SalesAmount

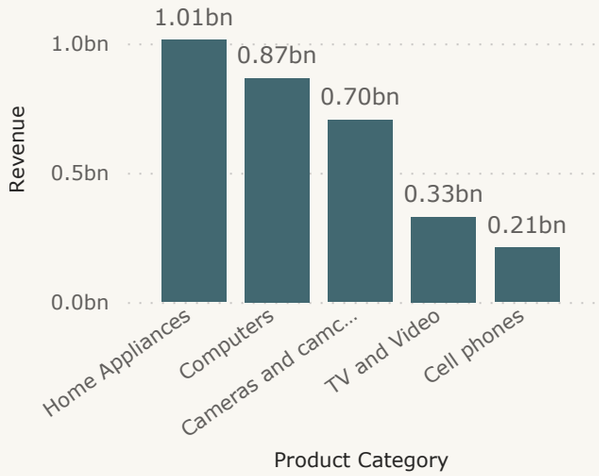
Revenue and SalesQuantity by Year



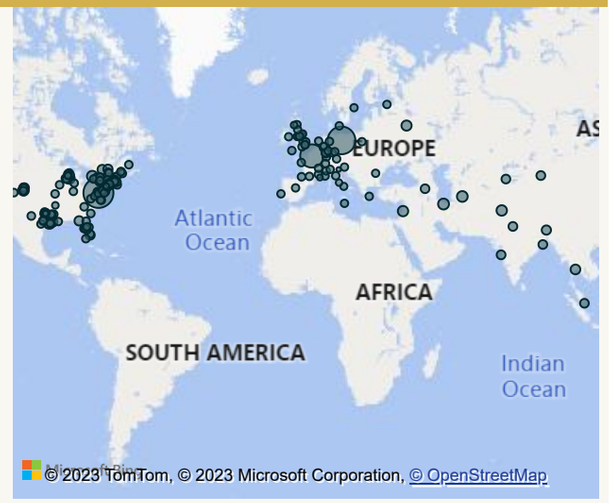
Revenue by Channel



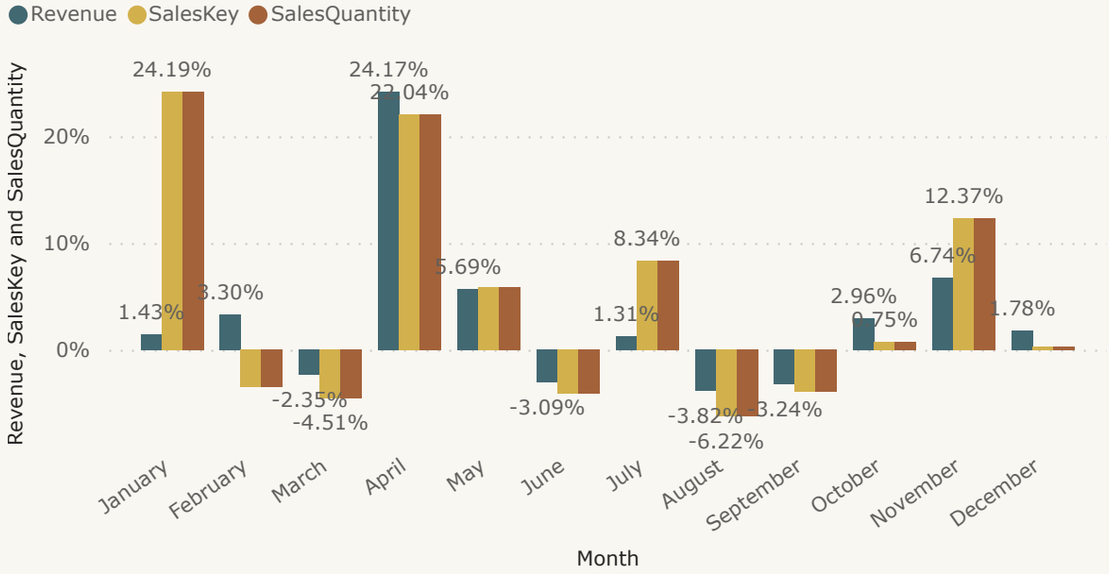
Revenue by Product Category



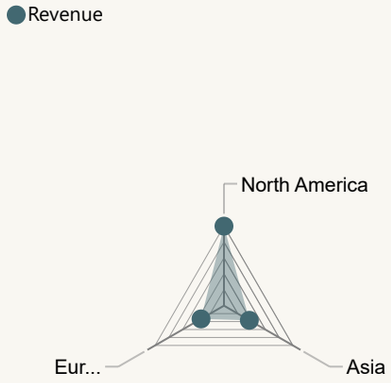
Revenue by Channel



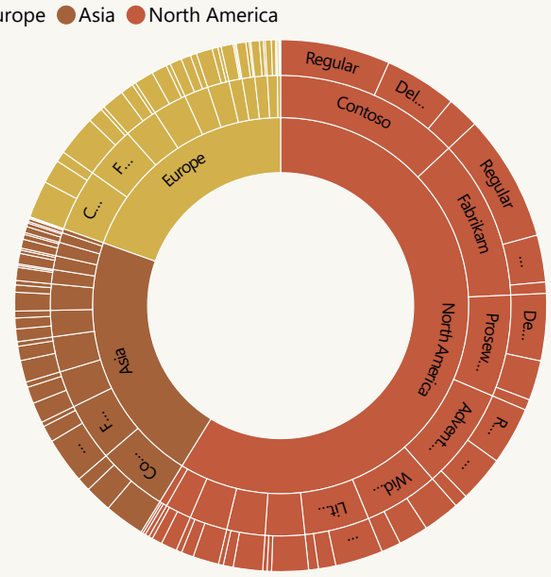
Sales MoM by Month



Revenue by Continent



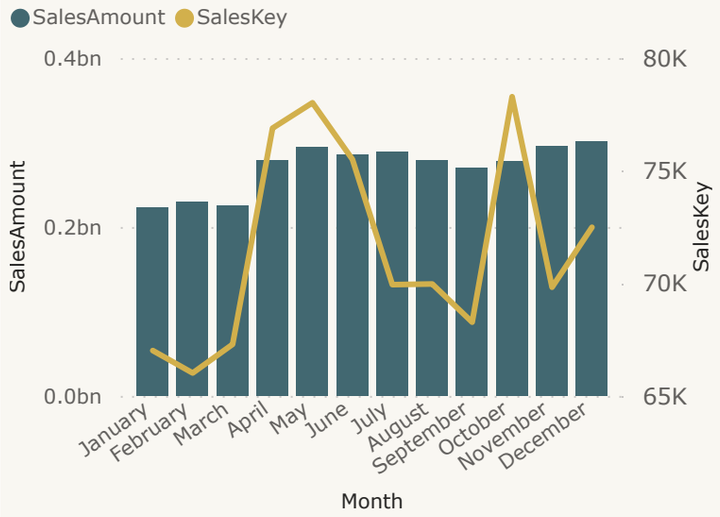
Revenue by Continent, Product Brand-Class



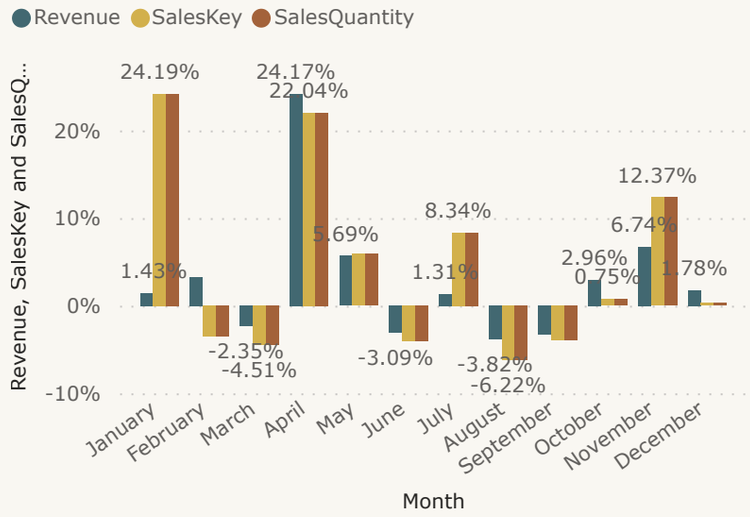
SALES ANALYSIS

3.25bn	14M	859.51K	3.78K	3.25bn	3.25bn
SalesAmount	SalesQuantity	Transactions	Average	SalesAmount	SalesAmount

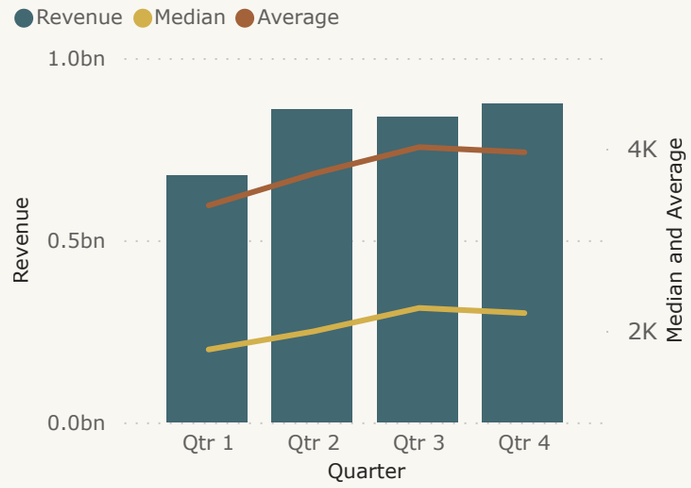
Saleskey over time



Sales MoM by Month



Revenue over time



Year
All

Channel
All

Continent
All

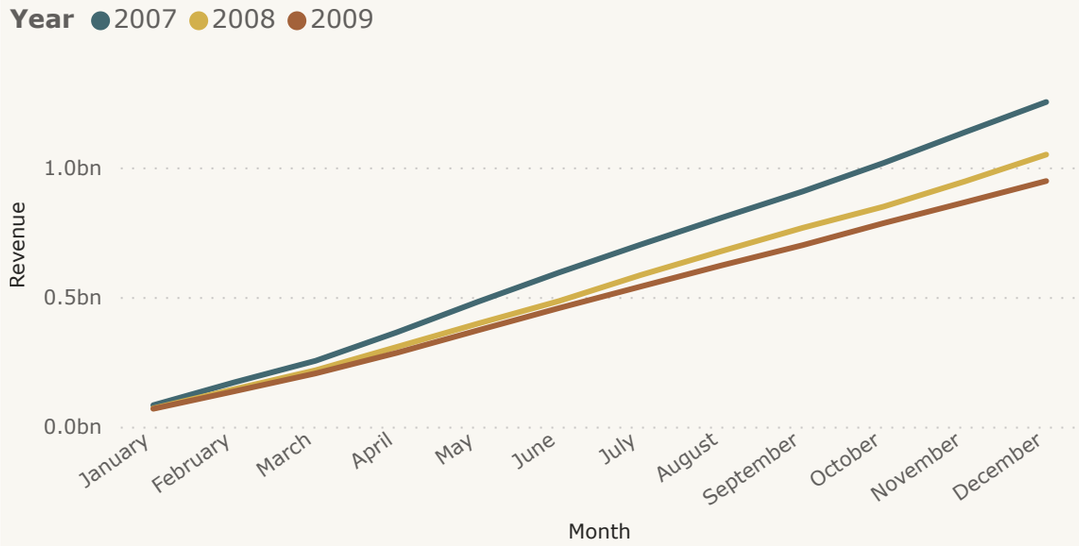
Product Brand
All

Product Class
All

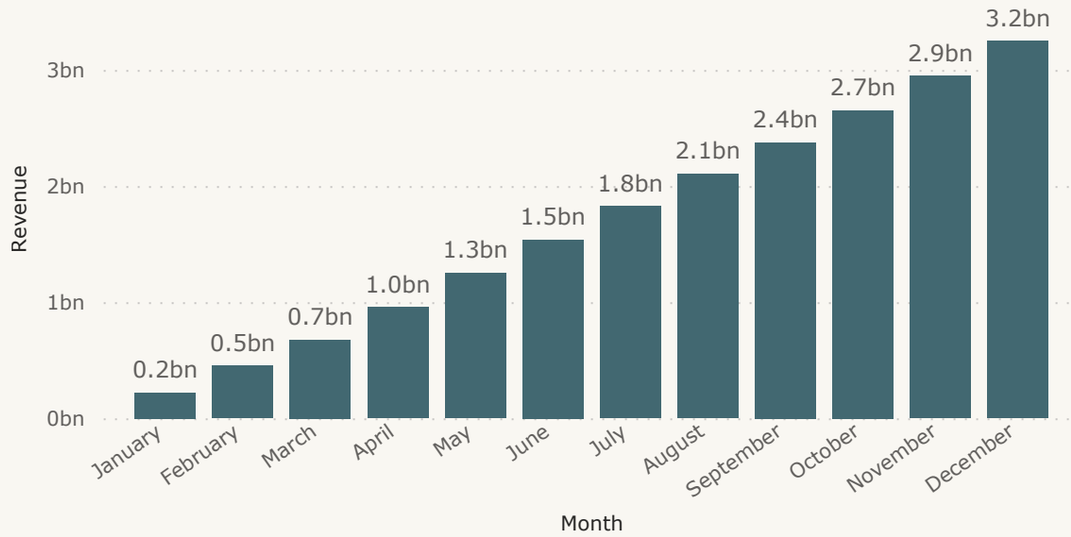
Product Cat...
All

Store
All

Revenue Running Total MoM and YoY



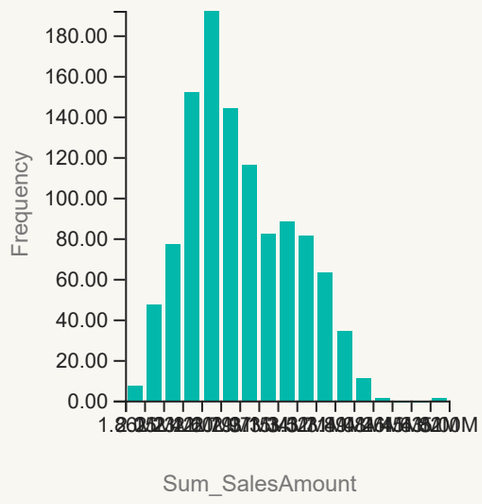
Revenue Running Total MoM



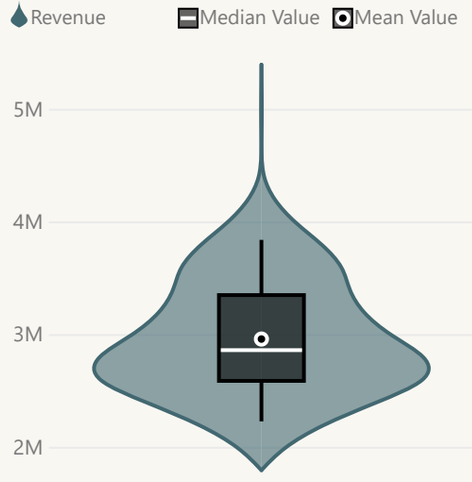
SALES ANALYSIS

3.25bn	14M	859.51K	3.78K	3.25bn	3.25bn
SalesAmount	SalesQuantity	Transactions	Average	SalesAmount	SalesAmount

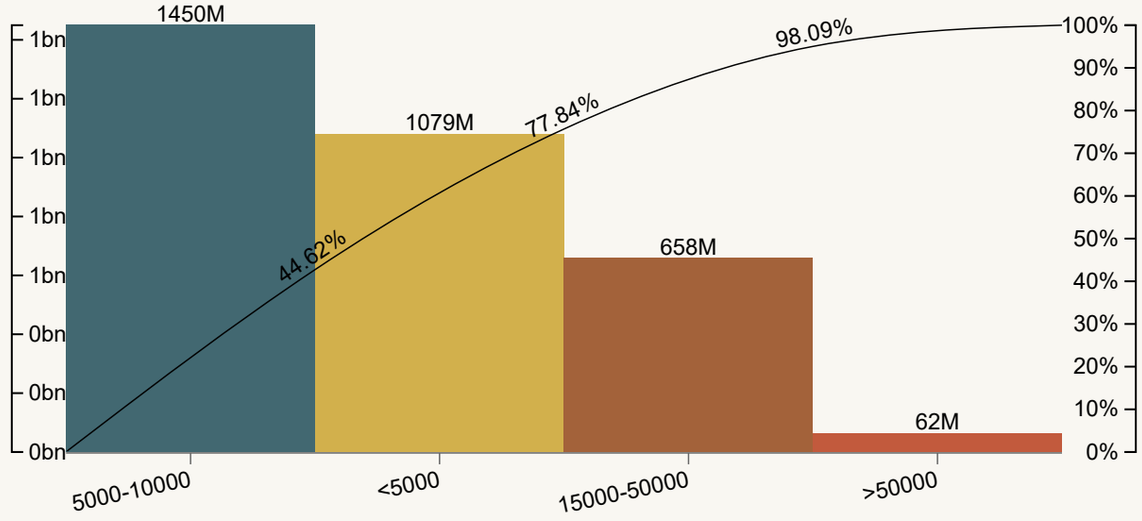
Revenue Distribution (Datekey)



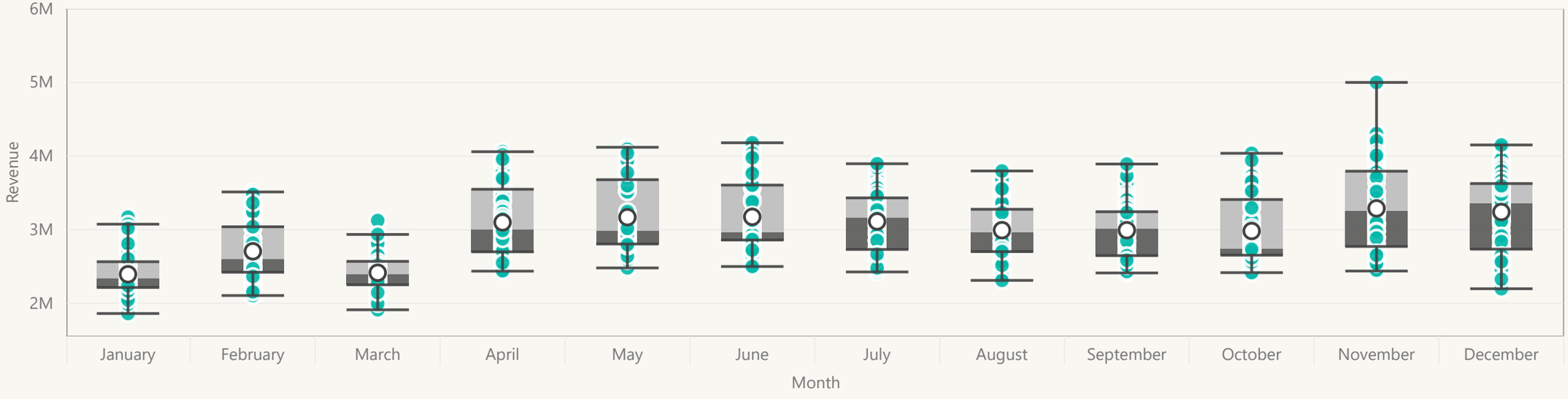
Revenue Distribution



Revenue Distribution



Revenue Distribution



Year
All

Channel
All

Continent
All

Product Brand
All

Product Class
All

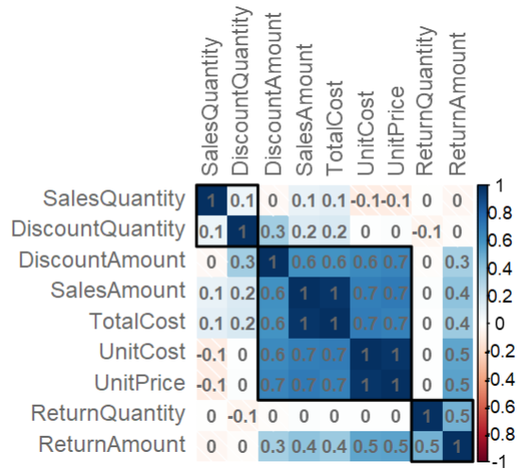
Product Cat...
All

Store
All

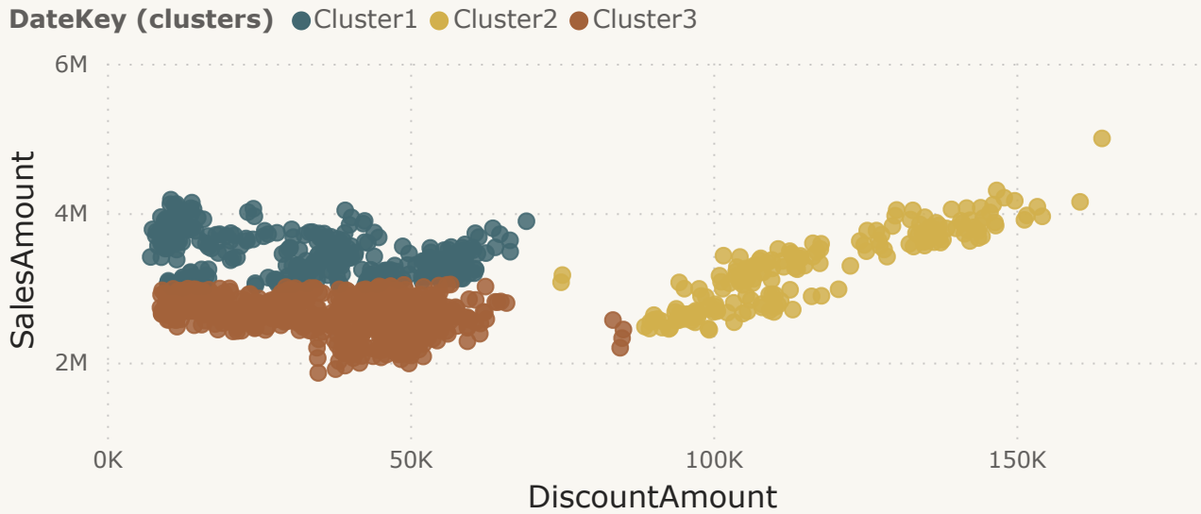
SALES ANALYSIS

3.25bn	14M	859.51K	3.78K	3.25bn	3.25bn
SalesAmount	SalesQuantity	Transactions	Average	SalesAmount	SalesAmount

Correlation among Revenue, Discount, Return and Cost



Revenue vs DiscountAmount



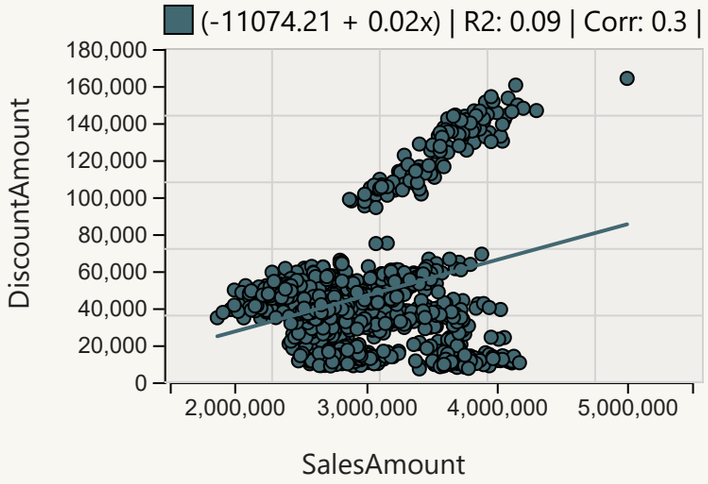
Year
All

Channel
All

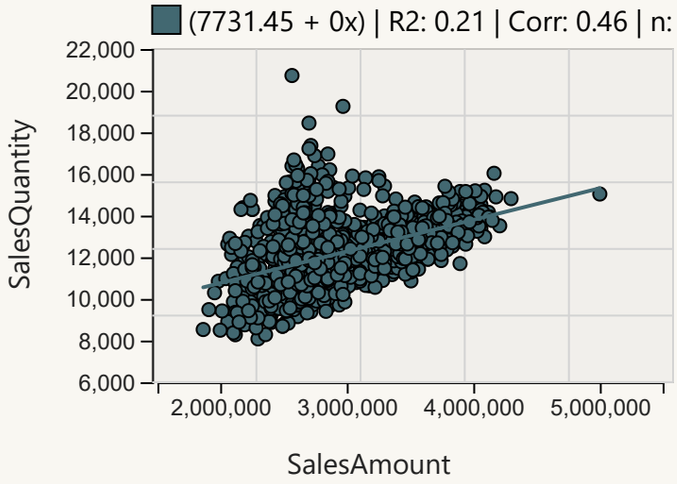
Continent
All

Product Brand
All

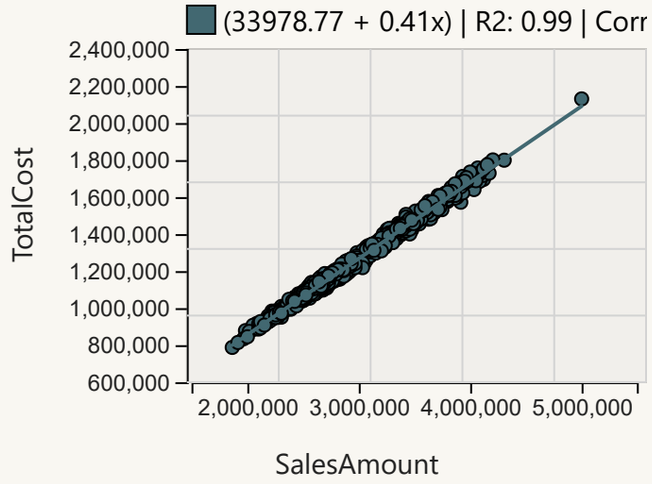
DiscountAmount vs SalesAmount



Revenue vs DiscountAmount



Revenue vs TotalCost



Product Class
All

Product Cat...
All

Store
All

SALES ANALYSIS

3.25bn	14M	859.51K	3.78K	3.25bn	3.25bn
SalesAmount	SalesQuantity	Transactions	Average	SalesAmount	SalesAmount

Key Influencer on Revenue

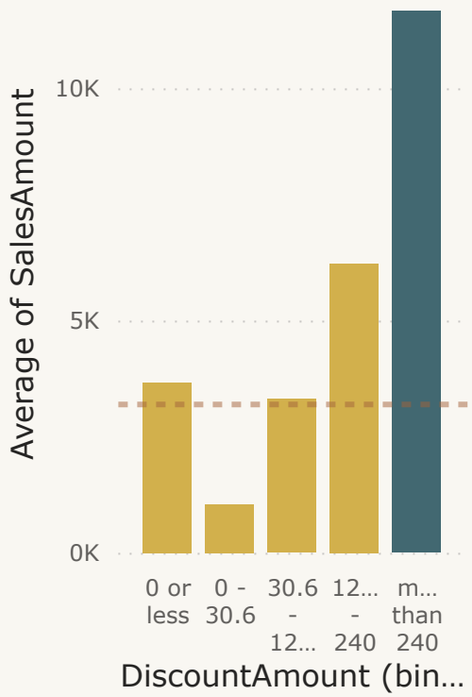
Key influencers Top segments

What influences SalesAmount to Increase ?

When...	....the average of SalesAmount increases by
DiscountAmount is more than 240	8.56K
ClassName is Deluxe	4.39K
BrandName is Fabrikam	2.96K
DiscountAmount is 121.584 - 240	2.28K
BrandName is Adventure Works	2.16K
ProductCategoryName is Cameras and camcorders	1.57K
BrandName is Wide World Importers	1.39K

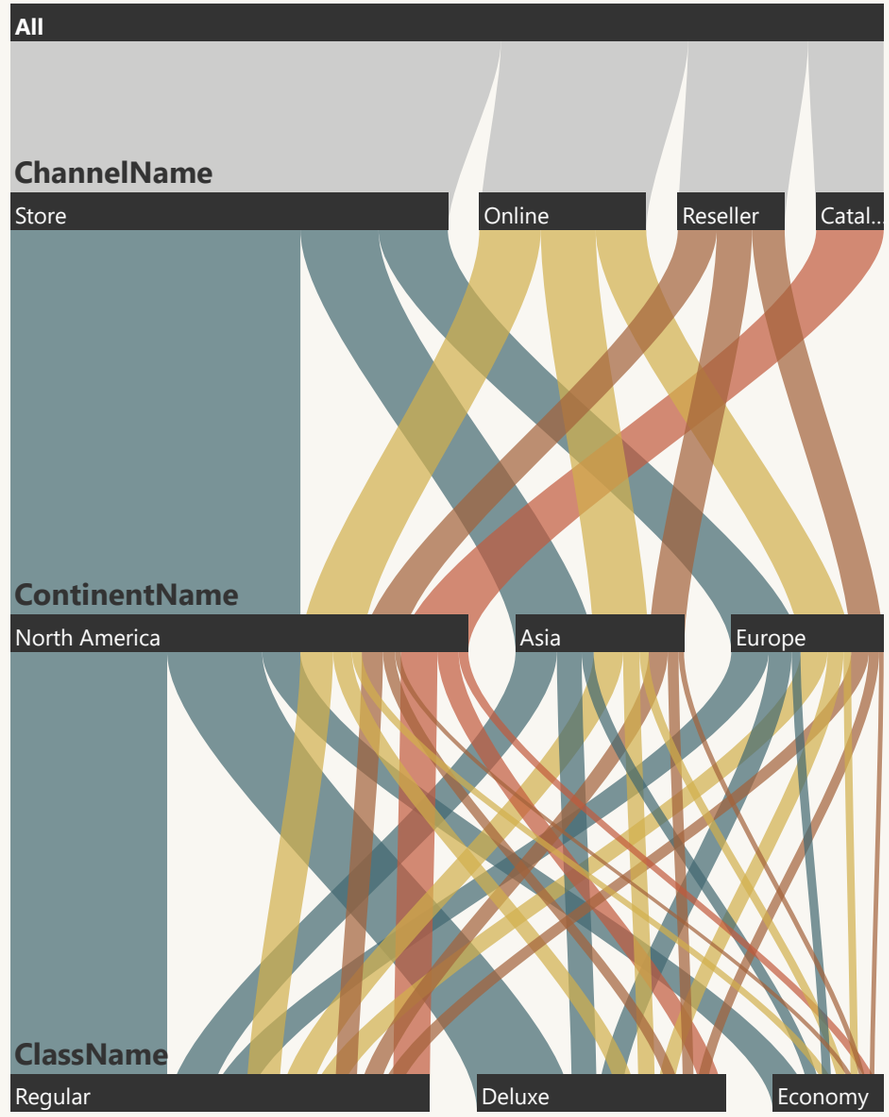
Sort by: **Impact** Count

← SalesAmount is more likely to increase when DiscountAmount is more than 240 than otherwise (on average).



☐ Only show values that are influencers

Revenue over Channel, Continent and Product Class



Year: All

Channel: All

Continent: All

Product Brand: All

Product Class: All

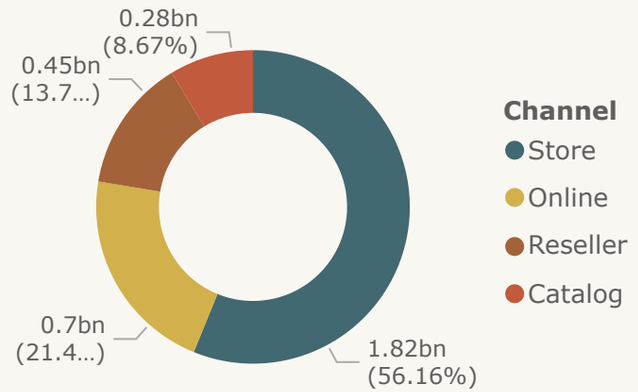
Product Cat...: All

Store: All

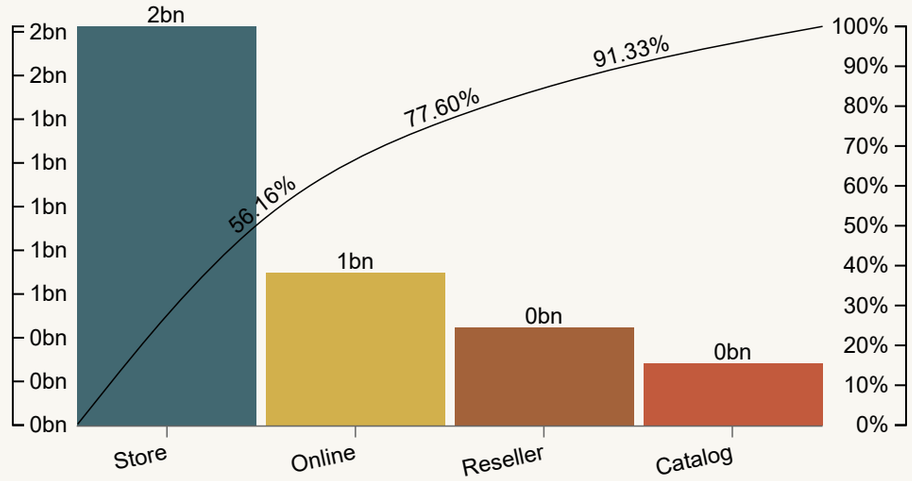
CHANNEL ANALYSIS

4	281.60M	696.51M	446.15M	1.82bn
Number of Channel	Revenue by Catalog	Revenue by Online	Revenue by Reseller	Revenue by Store

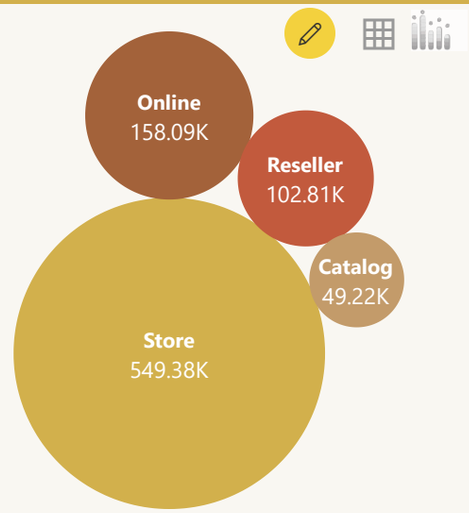
Revenue by Channel



Revenue Running Total by Channel



Revenue by Channel



Year
All

Channel
All

Continent
All

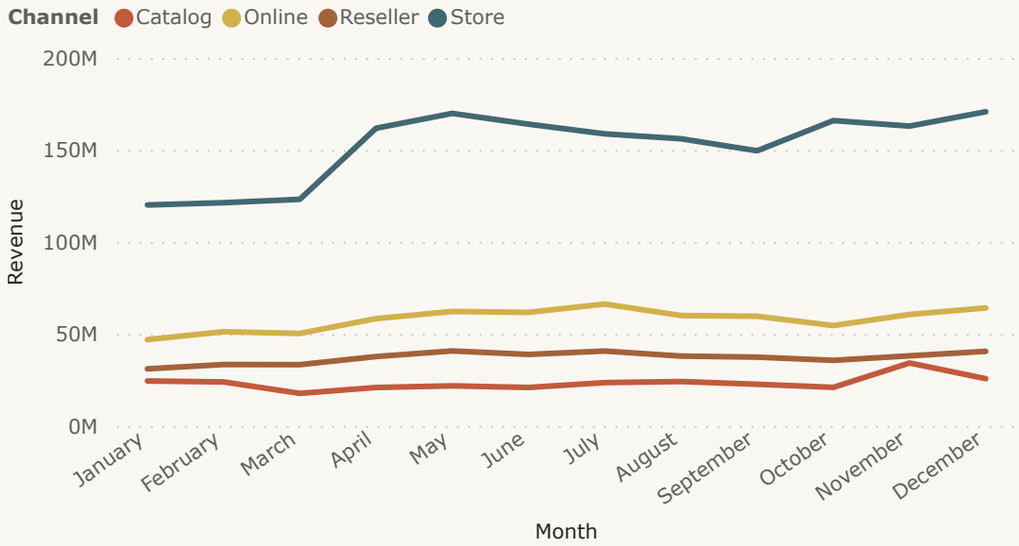
Product Brand
All

Product Class
All

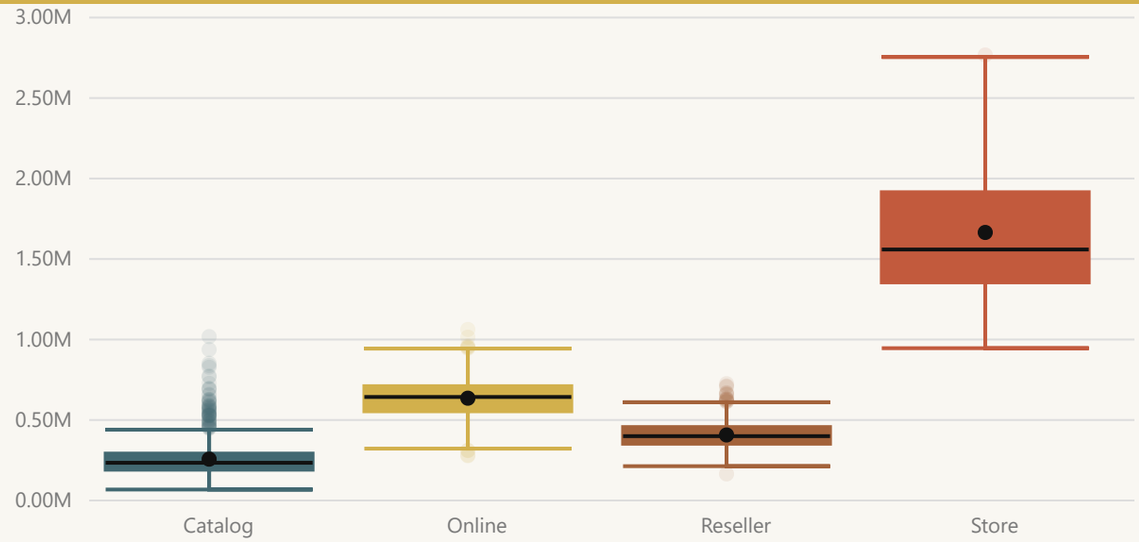
Product Cat...
All

Store
All

Revenue by Channel over time



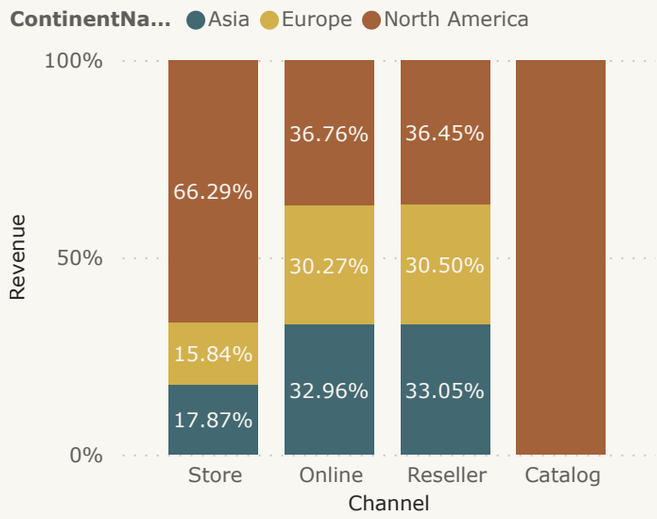
Daily Revenue by Channel



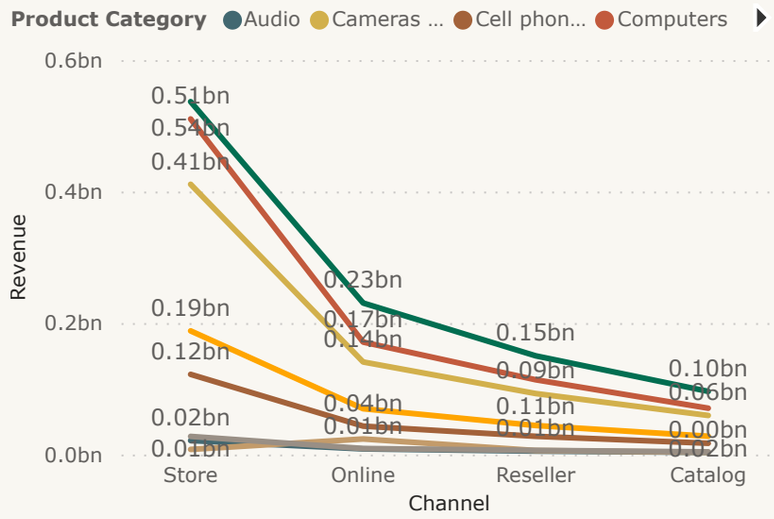
CHANNEL ANALYSIS

4	281.60M	696.51M	446.15M	1.82bn
Number of Channel	Revenue by Catalog	Revenue by Online	Revenue by Reseller	Revenue by Store

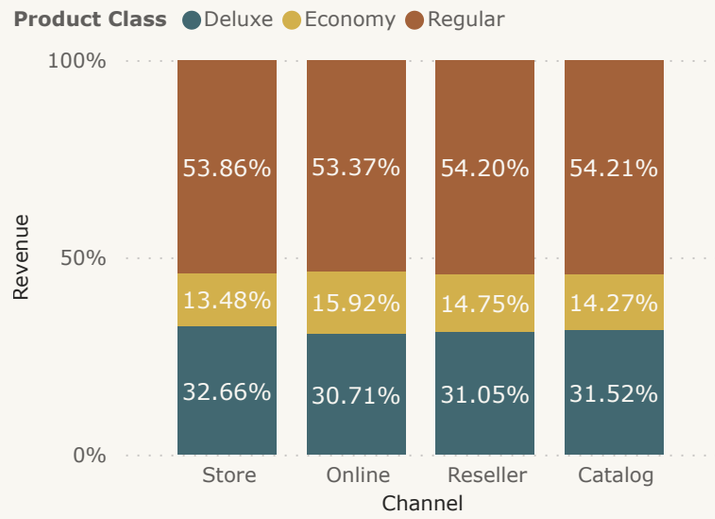
Revenue by Channel and Continent



Revenue by Channel and Product Category



Revenue by Channel and Product Class



Year
All

Channel
All

Continent
All

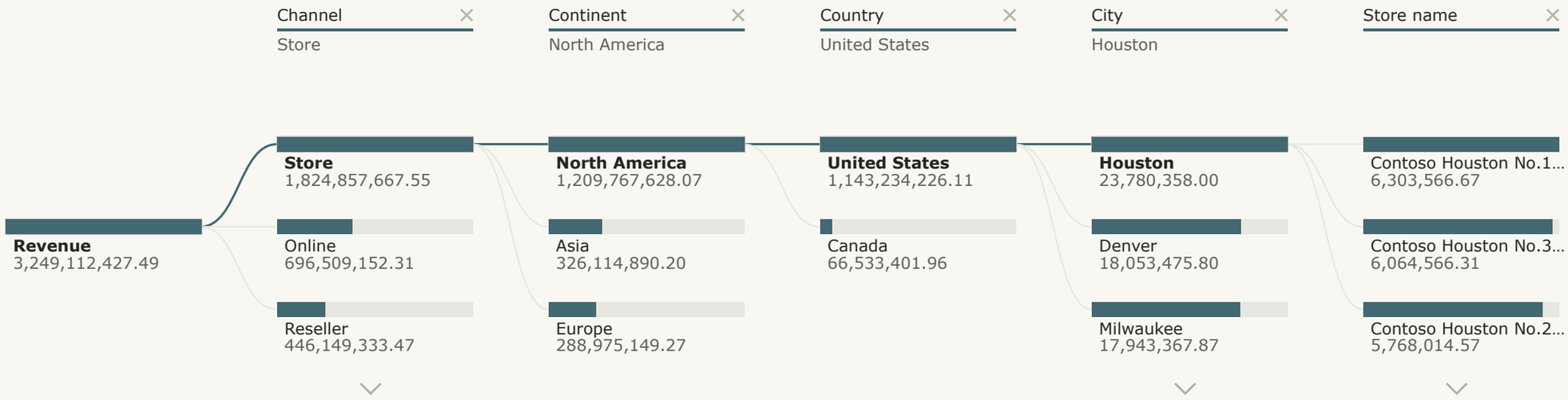
Product Brand
All

Product Class
All

Product Cat...
All

Store
All

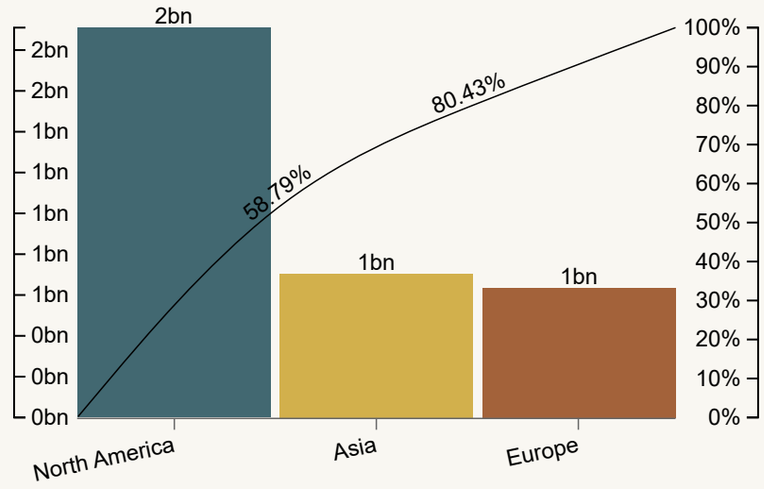
Revenue by Channel, Geography and Store



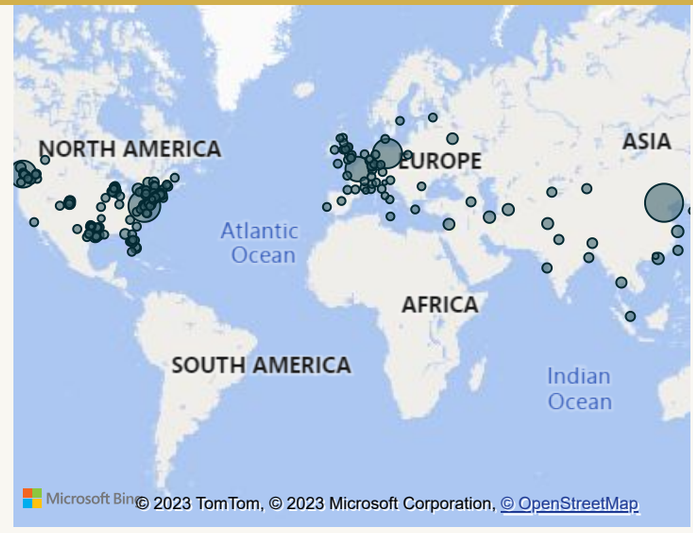
GEOGRAPHY ANALYSIS

3	34	263	78	3.25bn
Number of Continent	Number of Country	Number of City	Number of State	Revenue

Revenue Running Total by Continent



Revenue by location



Continent and Country Parent-Child Graph

Year
All

Channel
All

Continent
All

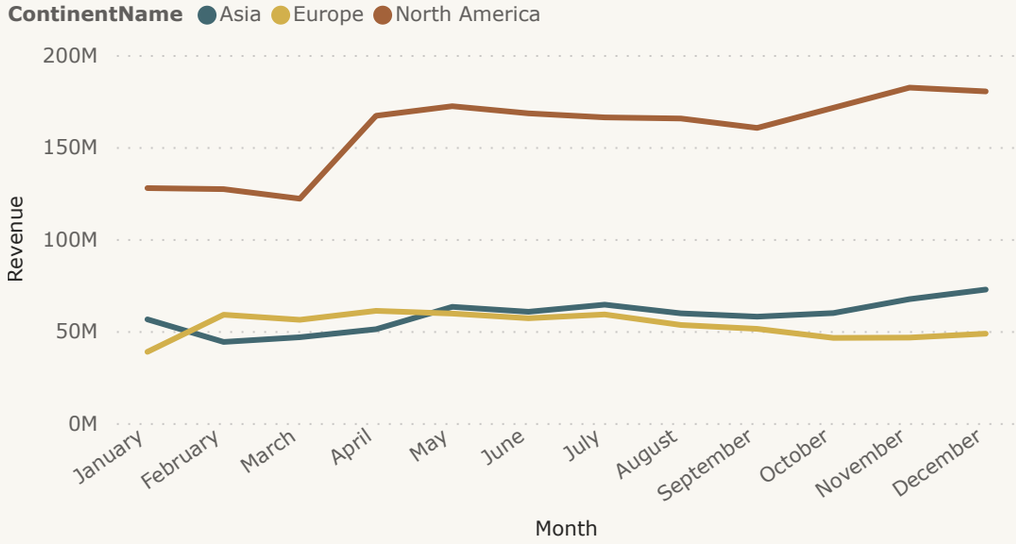
Product Brand
All

Product Class
All

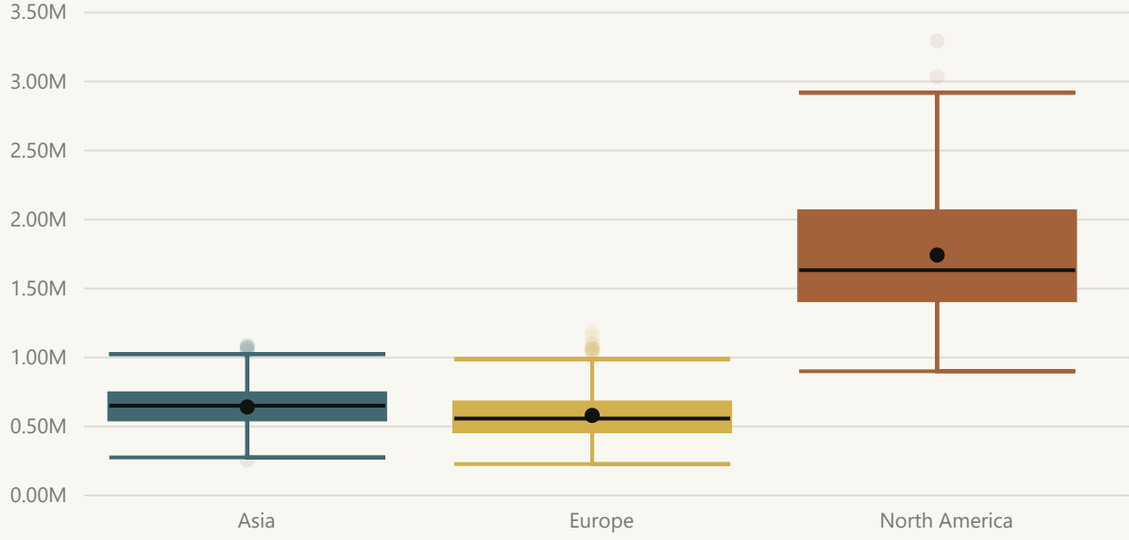
Product Cat...
All

Store
All

Revenue by Continent over time



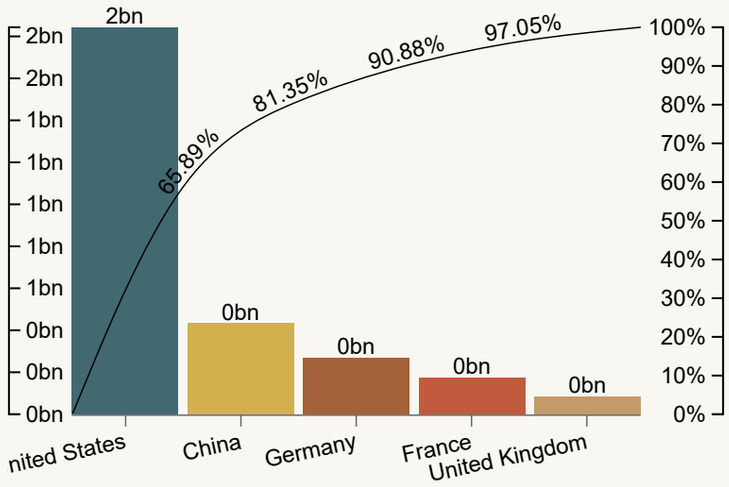
Revenue (datekey) distribution by Continent



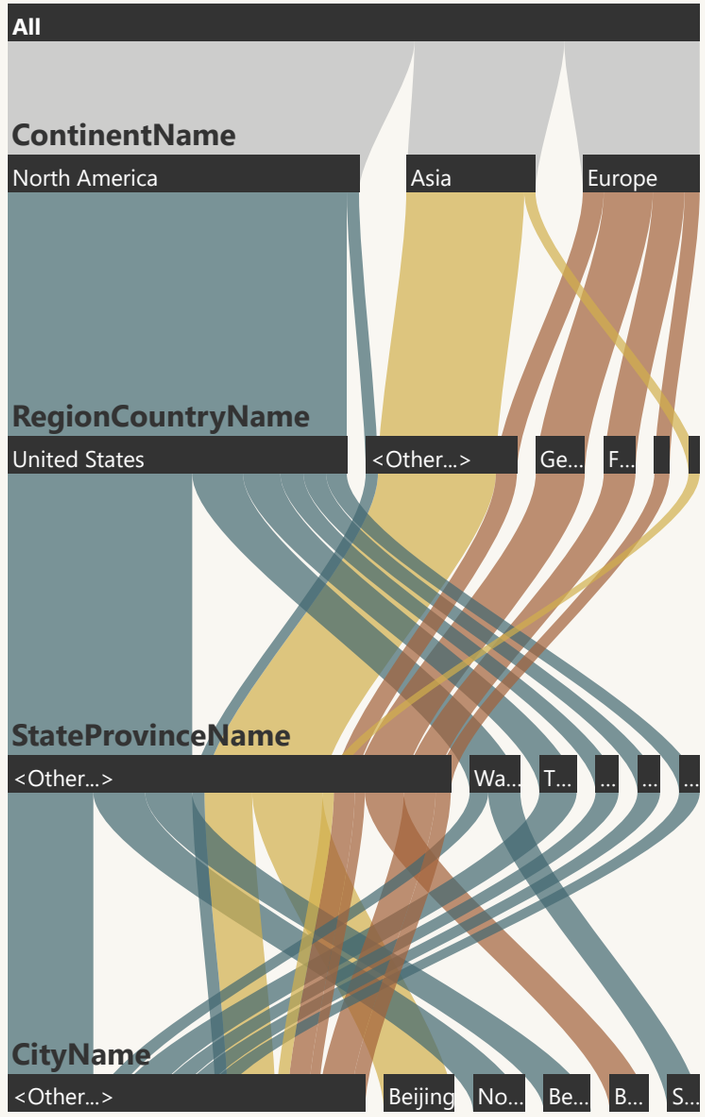
GEOGRAPHY ANALYSIS

3	34	263	78	3.25bn
Number of Continent	Number of Country	Number of City	Number of State	Revenue

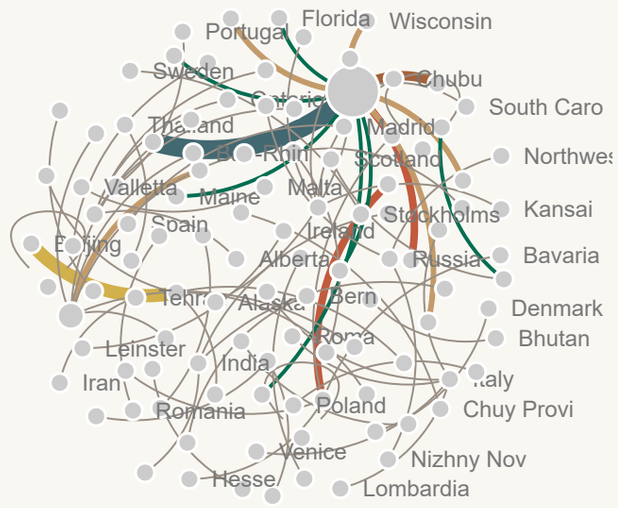
Revenue Running Total by Top 5 Countries



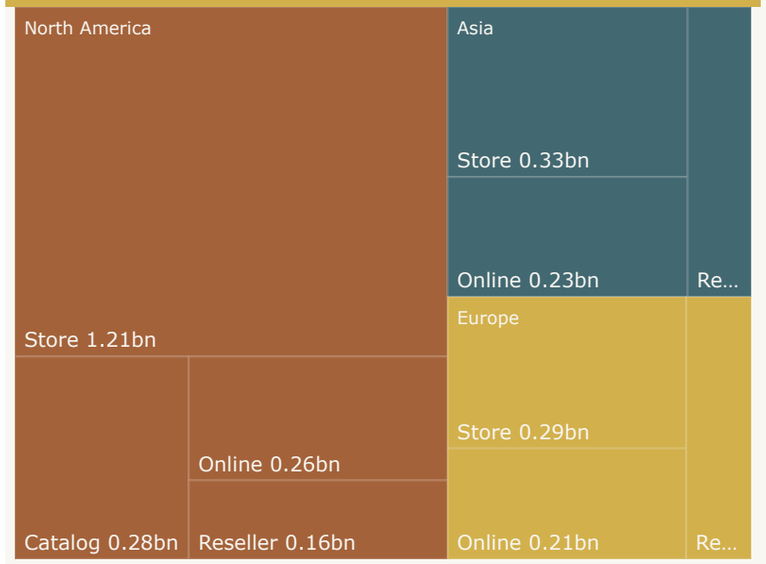
Revenue by Geography



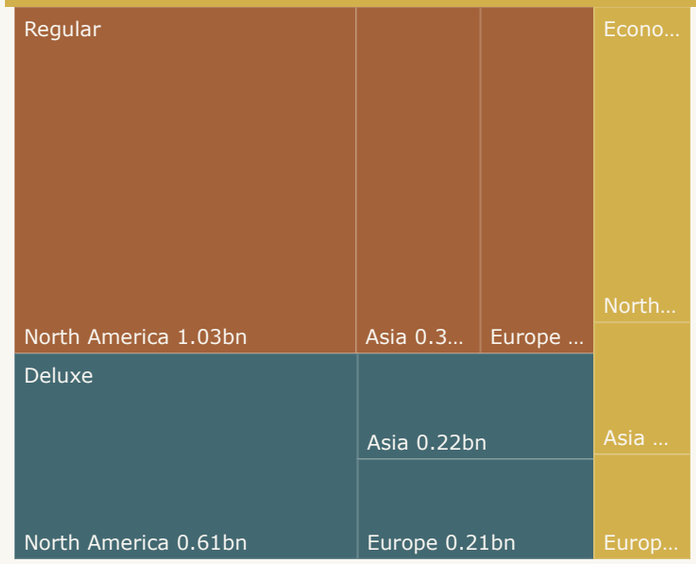
Country and State Parent-Child Graph



Revenue by Channel and Continent



Revenue by Continent and Product Class



Year
All

Channel
All

Continent
All

Product Brand
All

Product Class
All

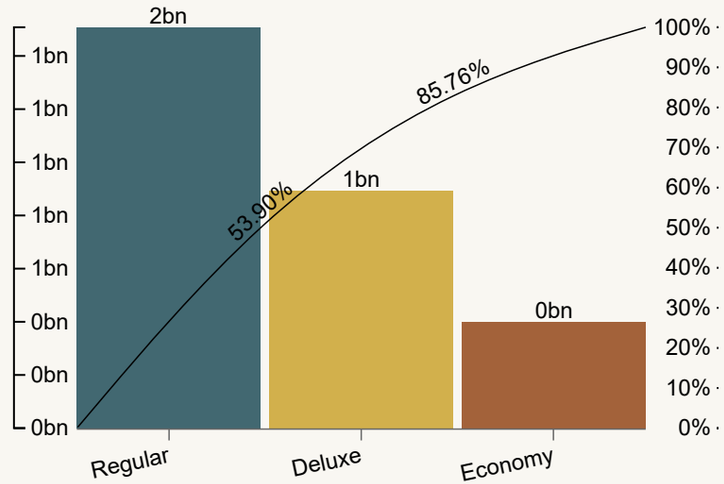
Product Cat...
All

Store
All

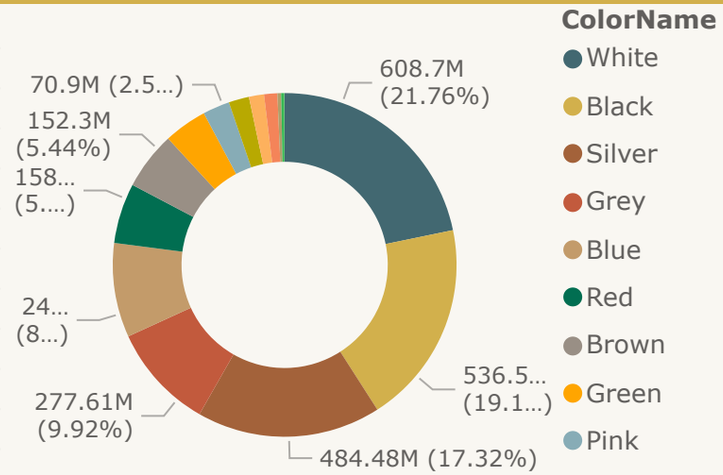
PRODUCT ANALYSIS

3	34	263	78	3.25bn
Number of Continent	Number of Country	Number of City	Number of State	Revenue

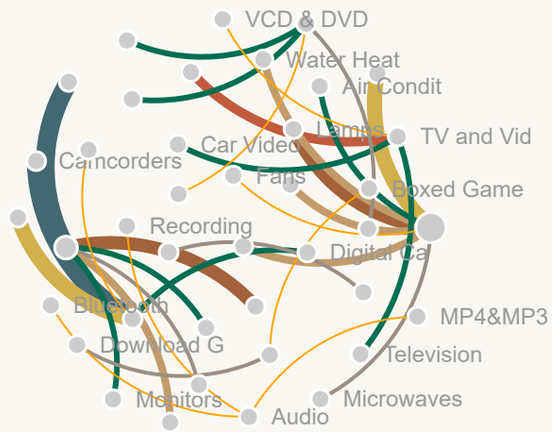
Revenue Running Total by Product Class



Revenue Running Total by Top 5 Countries



Product Category and Sub Category



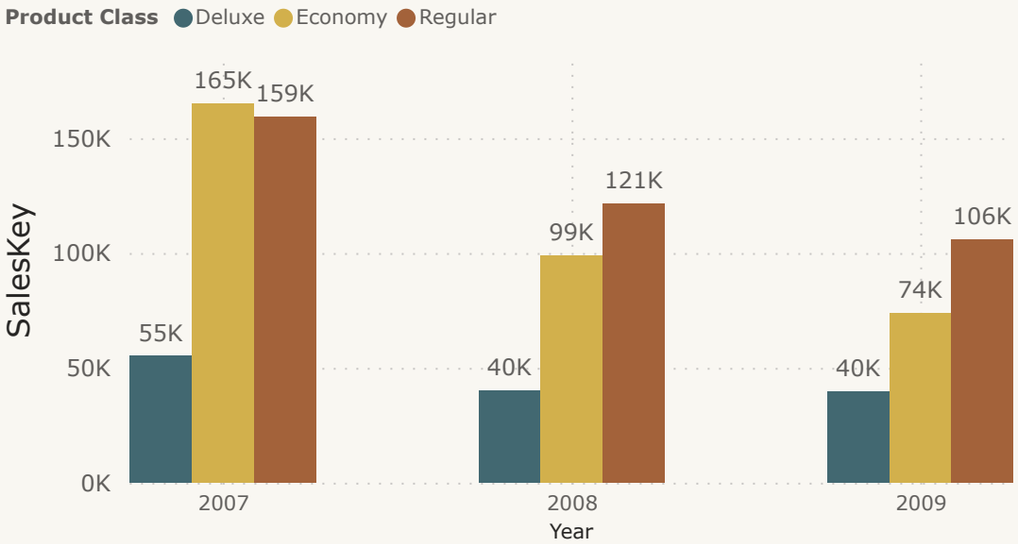
Year
All

Channel
All

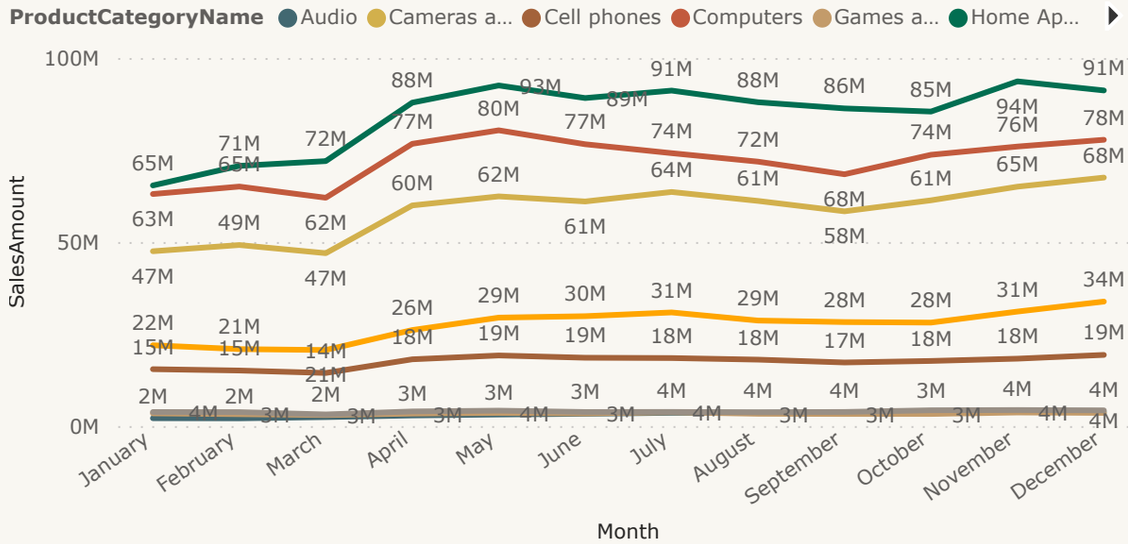
Continent
All

Product Brand
All

Transaction by Product Class over time



Revenue by Channel and Continent



Product Class
All

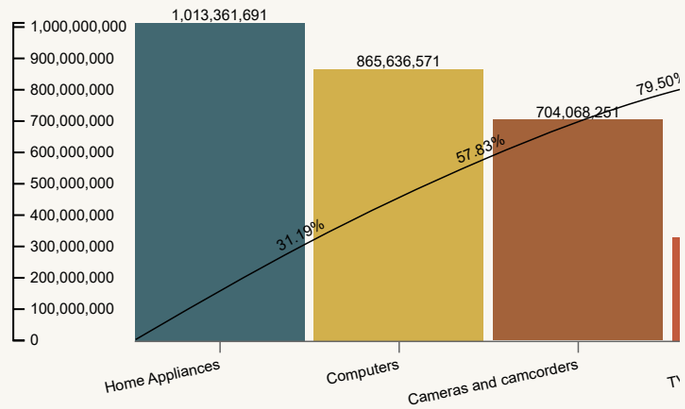
Product Cat...
All

Store
All

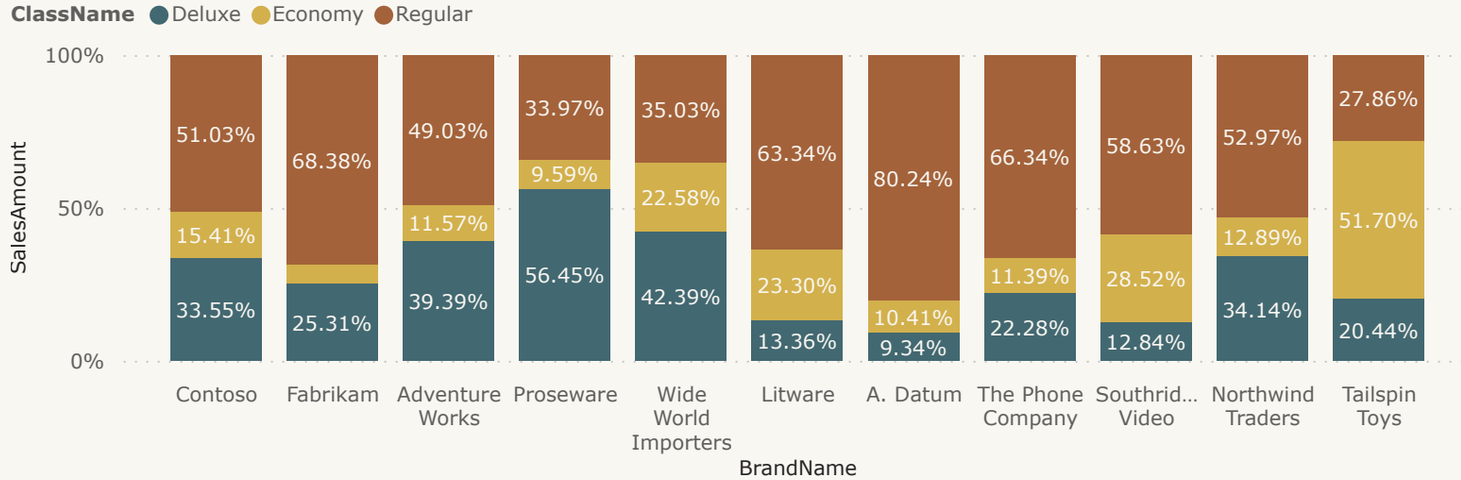
PRODUCT ANALYSIS

3	34	263	78	3.25bn
Number of Continent	Number of Country	Number of City	Number of State	Revenue

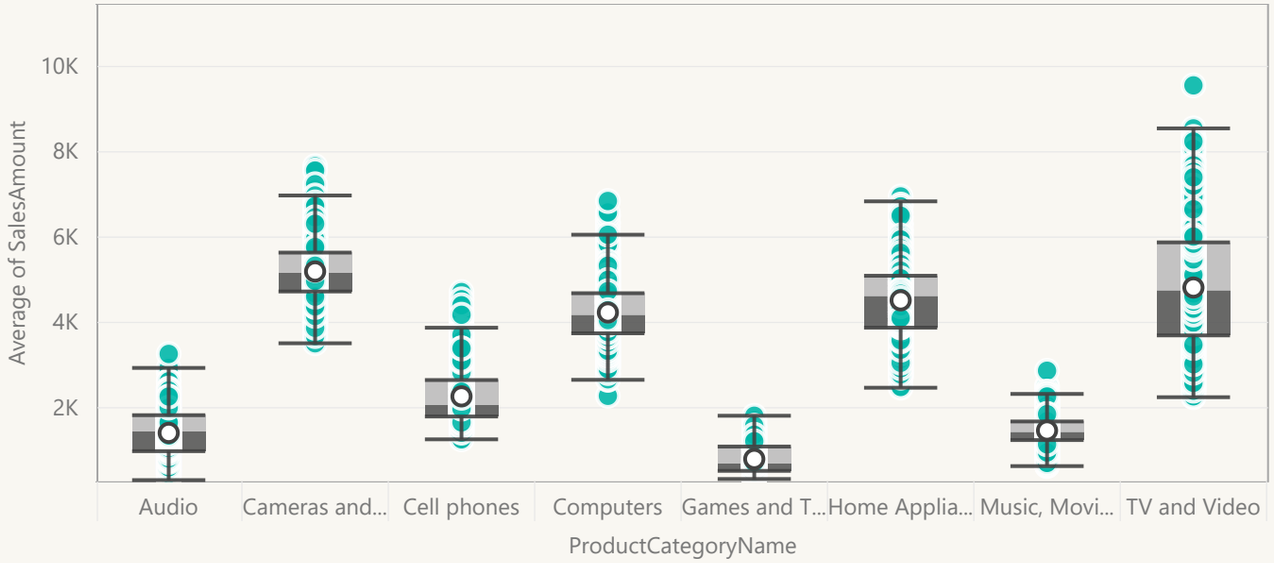
Transaction by Product Category



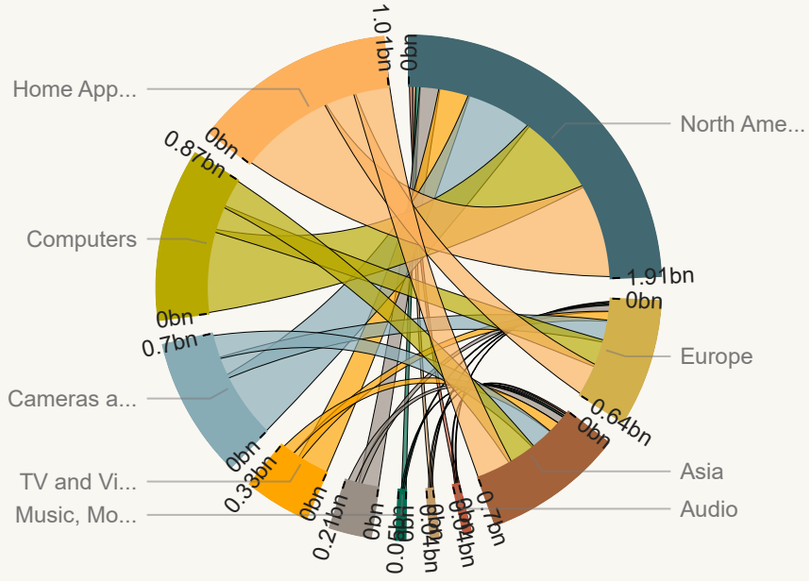
Revenue by Brand and Class



Average Revenue Distribution by Product Class



Revenue by Product Category and Continent



Year
All

Channel
All

Continent
All

Product Brand
All

Product Class
All

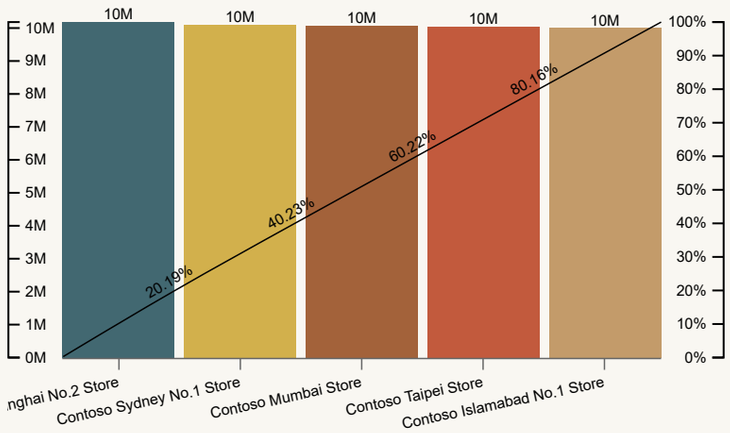
Product Cat...
All

Store
All

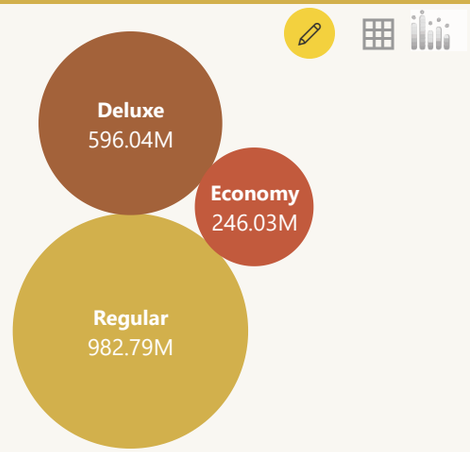
STORE ANALYSIS

299	1.82bn	3.32K	549.38K	7M
Number of Stores	Revenue by Store	Average Revenue in Store	Transaction at store	SalesQuantity at store

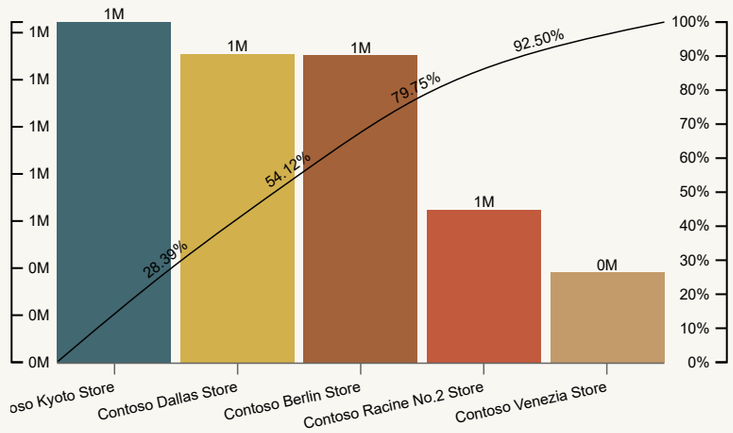
Transaction by Product Category



Revenue at store by Product Class



Transaction by Product Category

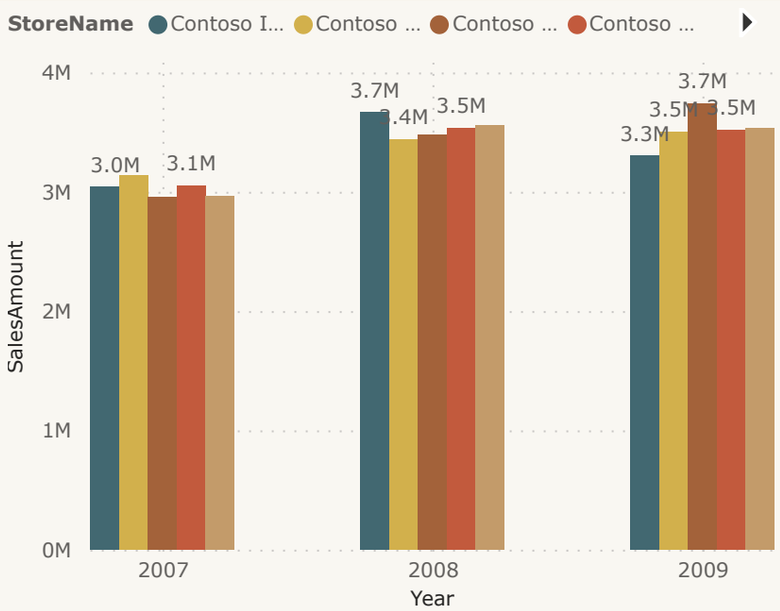


Year
All

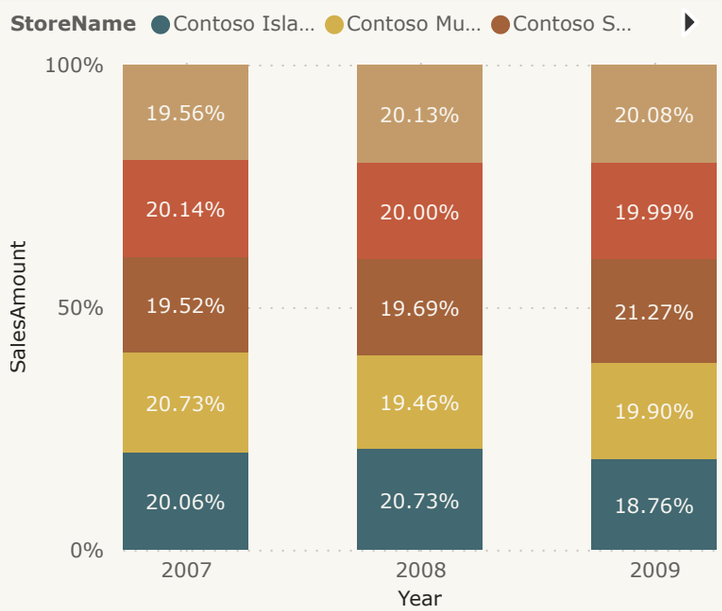
Channel
All

Continent
All

Revenue by top 5 stores over time



Transaction by Product Category



Revenue by top 5 stores and continent

Product Brand
All

Product Class
All

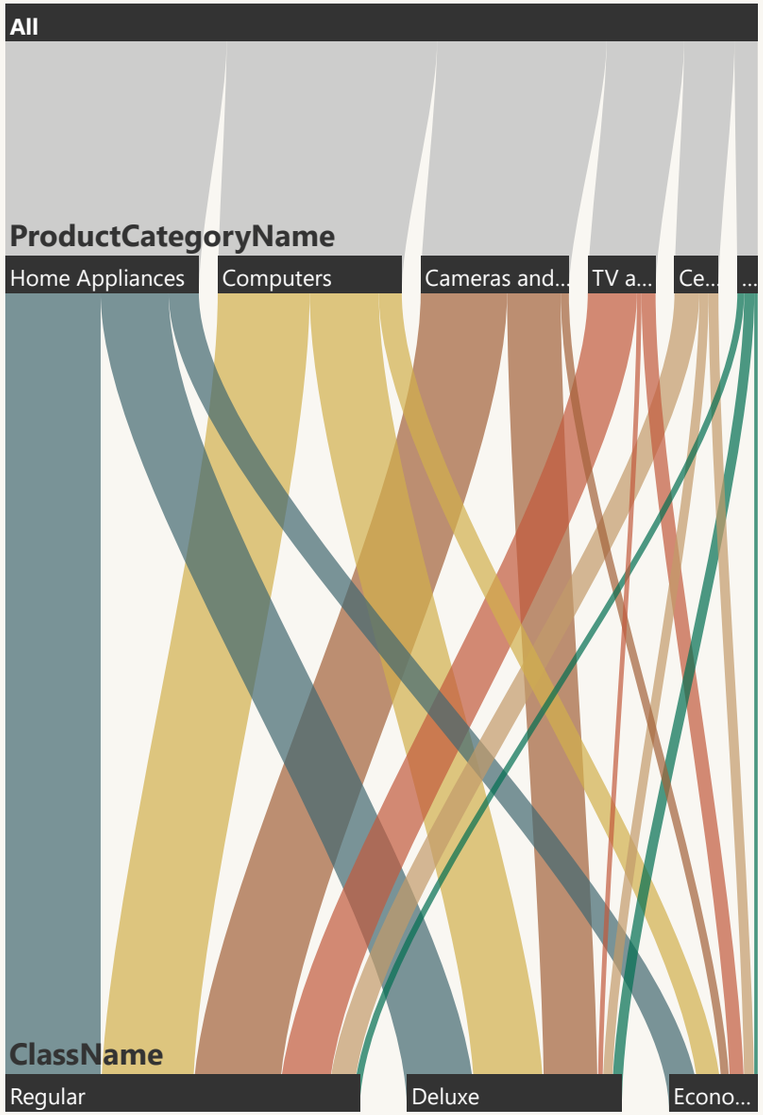
Product Cat...
All

Store
All

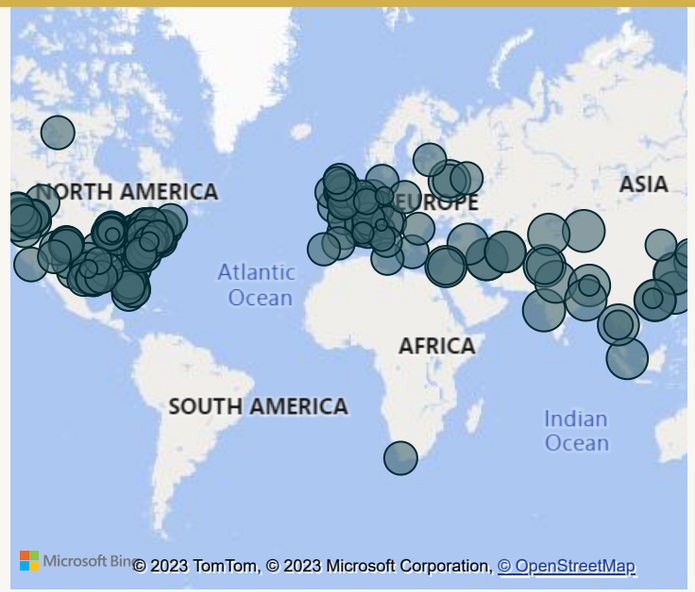
STORE ANALYSIS

299	1.82bn	3.32K	549.38K	7M
Number of Stores	Revenue by Store	Average Revenue in Store	Transaction at store	SalesQuantity at store

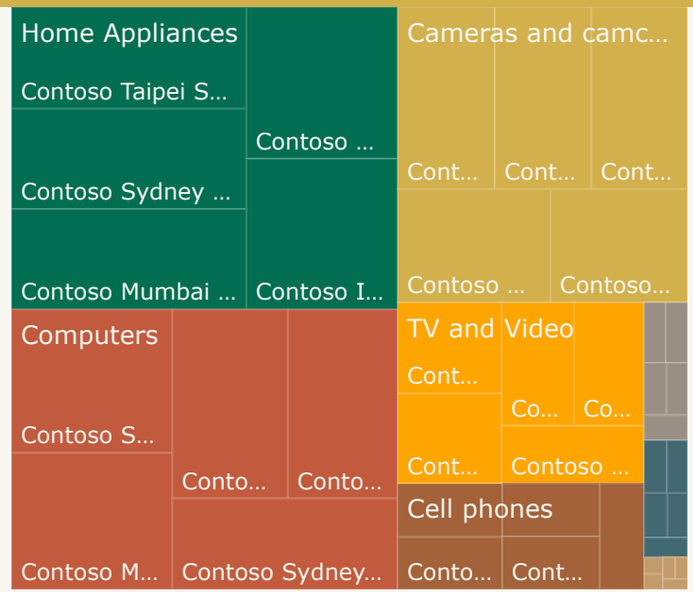
Revenue by Product Category and Class



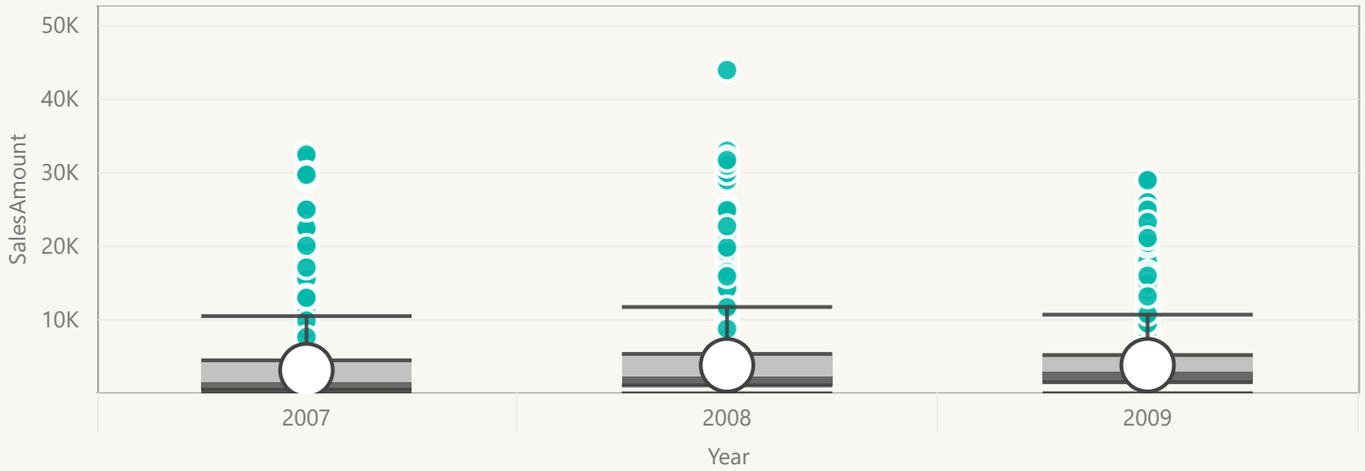
Revenue by Top 5 stores



Revenue at store by Product Category



Revenue at store over time



Year
All

Channel
All

Continent
All

Product Brand
All

Product Class
All

Product Cat...
All

Store
All