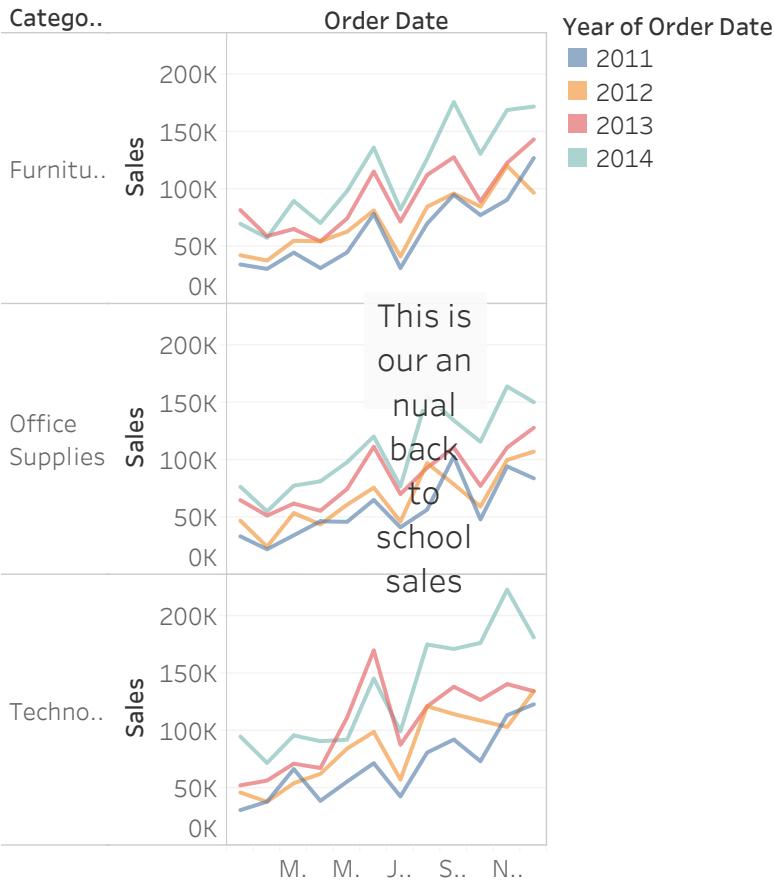


## Sales Seasonality



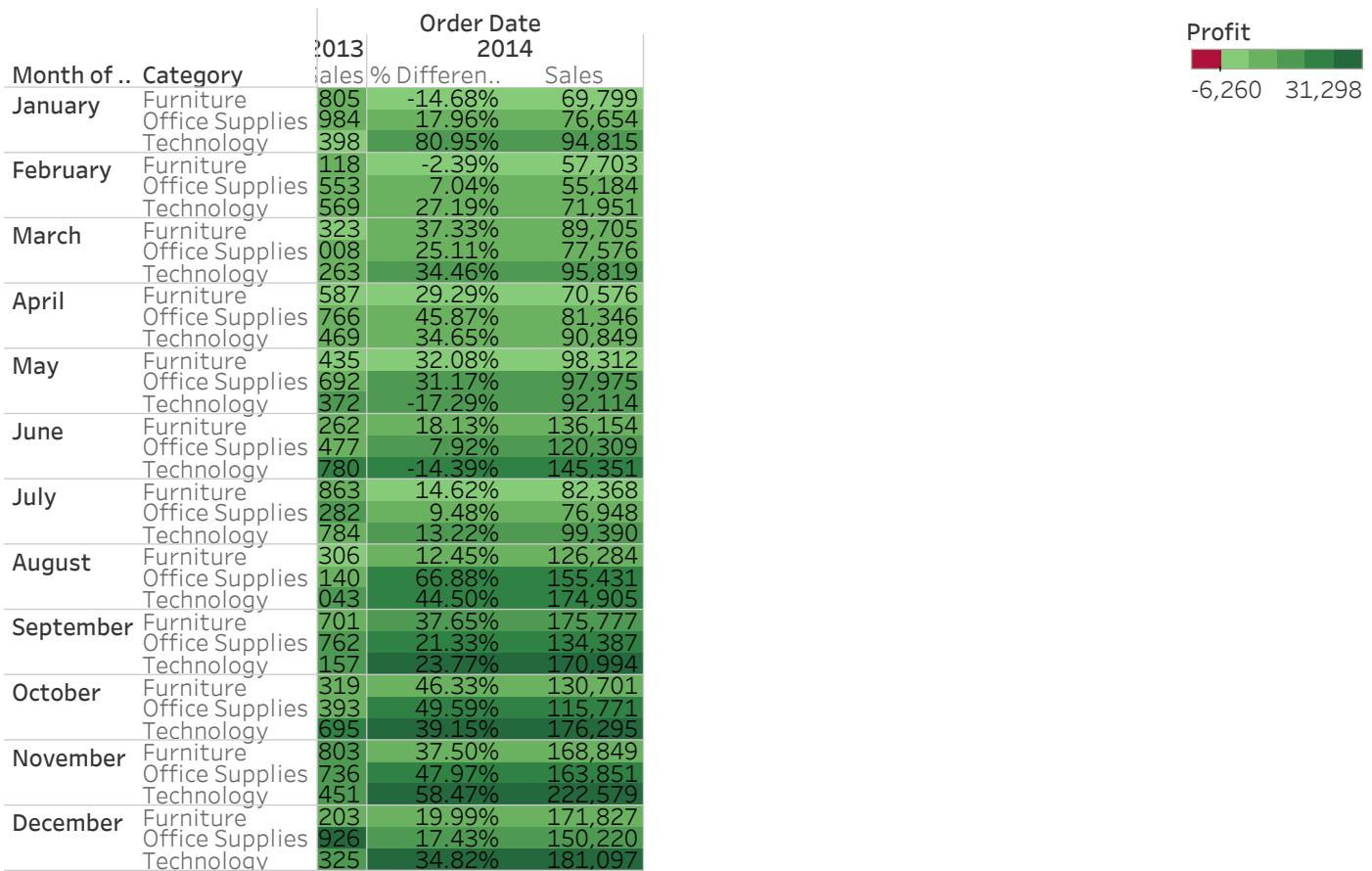
The trend of sum of Sales for Order Date Month broken down by Category. Colour shows details about Order Date Year. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Crosstab

Month of ..	Category	% Differen..	Order Date		2013		Profit
			2011	Sales	2012	Sales	
January	Furniture	34,464	23.31%	42,499	92.49%	81,	-6,260
	Office Supplies	33,527	40.40%	47,071	38.05%	64,	31,298
	Technology	30,908	49.51%	46,211	13.39%	52,	
February	Furniture	30,641	23.68%	37,898	55.99%	59,	
	Office Supplies	22,277	9.94%	24,490	110.50%	51,	
	Technology	38,234	-0.29%	38,122	48.39%	56,	
March	Furniture	44,780	23.01%	55,082	18.59%	65,	
	Office Supplies	34,395	56.19%	53,721	15.43%	62,	
	Technology	66,554	-18.45%	54,273	31.30%	71,	
April	Furniture	31,345	74.52%	54,702	-0.21%	54,	
	Office Supplies	46,604	-5.83%	43,886	27.07%	55,	
	Technology	38,967	60.30%	62,464	8.01%	67,	
May	Furniture	44,981	39.97%	62,961	18.22%	74,	
	Office Supplies	46,110	32.38%	61,041	22.36%	74,	
	Technology	55,658	51.57%	84,363	32.02%	111,	
June	Furniture	78,369	3.97%	81,481	41.46%	115,	
	Office Supplies	65,150	16.42%	75,846	46.98%	111,	
	Technology	71,689	37.89%	98,849	71.76%	169,	
July	Furniture	31,385	32.20%	41,491	73.20%	71,	
	Office Supplies	41,359	12.06%	46,346	51.64%	70,	
	Technology	42,767	34.21%	57,399	52.94%	87,	
August	Furniture	69,984	20.95%	84,644	32.68%	112,	
	Office Supplies	56,697	71.54%	97,260	-4.24%	93,	
	Technology	80,900	49.86%	121,239	-0.16%	121,	
September	Furniture	95,029	1.20%	96,166	32.79%	127,	
	Office Supplies	102,939	-23.41%	78,844	40.48%	110,	
	Technology	92,247	23.99%	114,379	20.79%	138,	
October	Furniture	77,412	9.58%	84,824	5.30%	89,	
	Office Supplies	48,235	23.11%	59,383	30.33%	77,	
	Technology	73,425	48.09%	108,733	16.52%	126,	
November	Furniture	90,757	32.56%	120,308	2.07%	122,	
	Office Supplies	94,327	6.00%	99,990	10.75%	110,	
	Technology	113,412	-8.99%	103,214	36.08%	140,	
December	Furniture	127,045	-23.77%	96,846	47.87%	143,	
	Office Supplies	83,988	27.66%	107,215	19.32%	127,	
	Technology	122,893	9.20%	134,196	0.10%	134,	

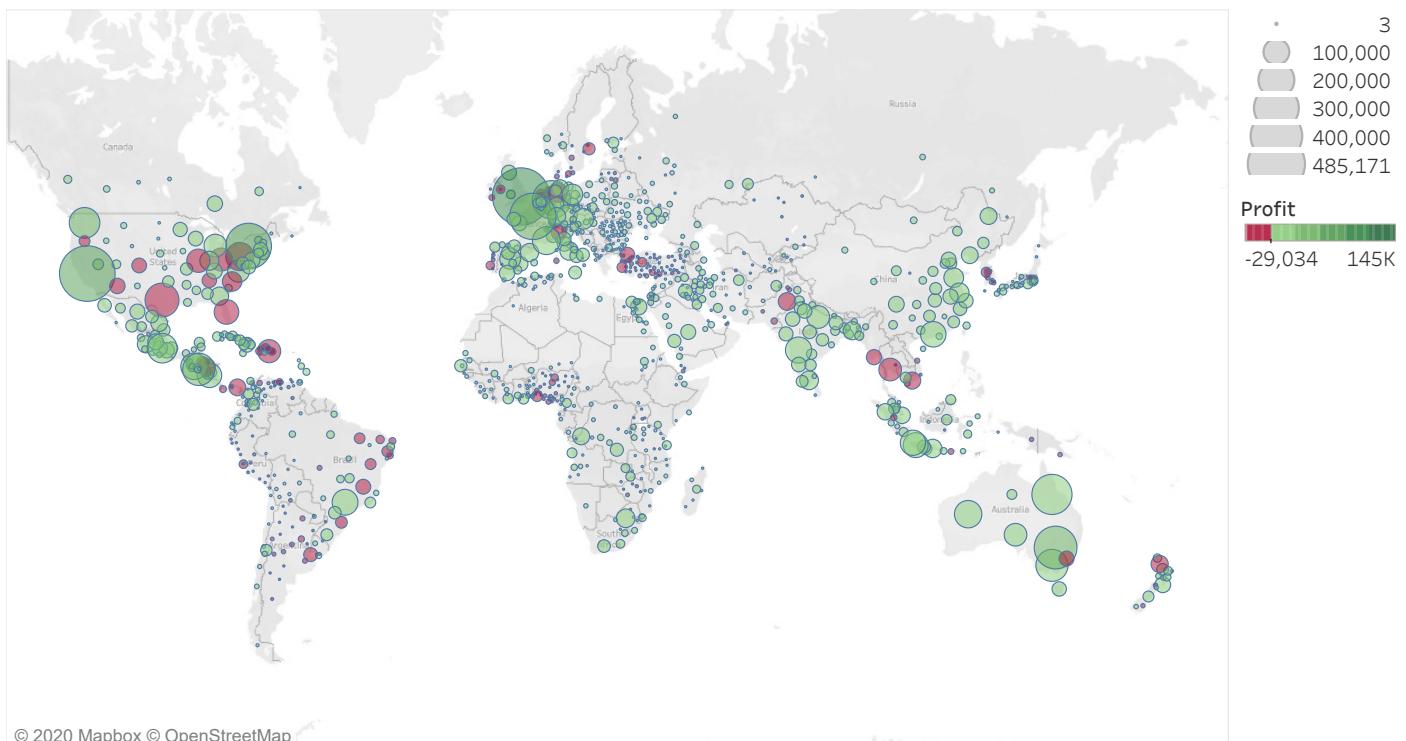
% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Year vs. Order Date Month and Category. Colour shows sum of Profit. The marks are labelled by % Difference in Sales from the Previous Year of Order Date and Sales. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Crosstab



% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Year vs. Order Date Month and Category. Colour shows sum of Profit. The marks are labelled by % Difference in Sales from the Previous Year of Order Date and Sales. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

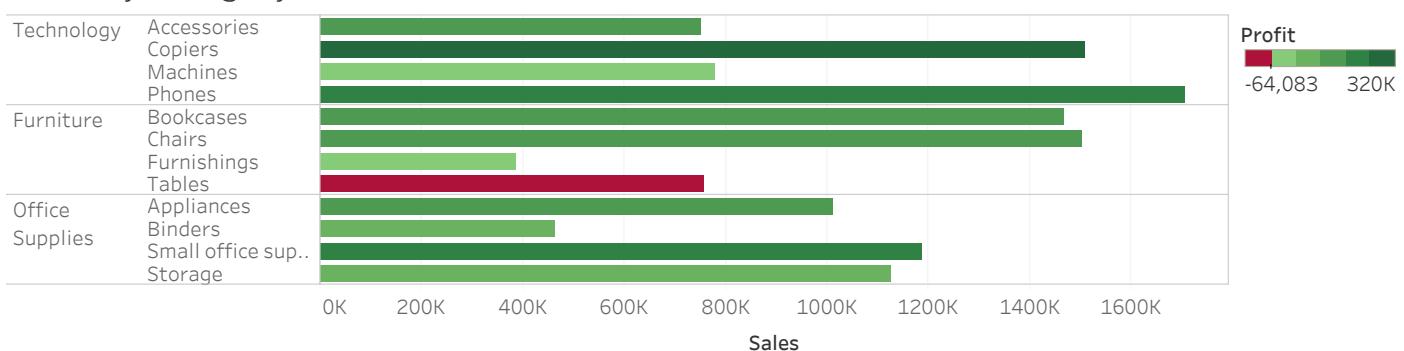
## Global Sales & Profits



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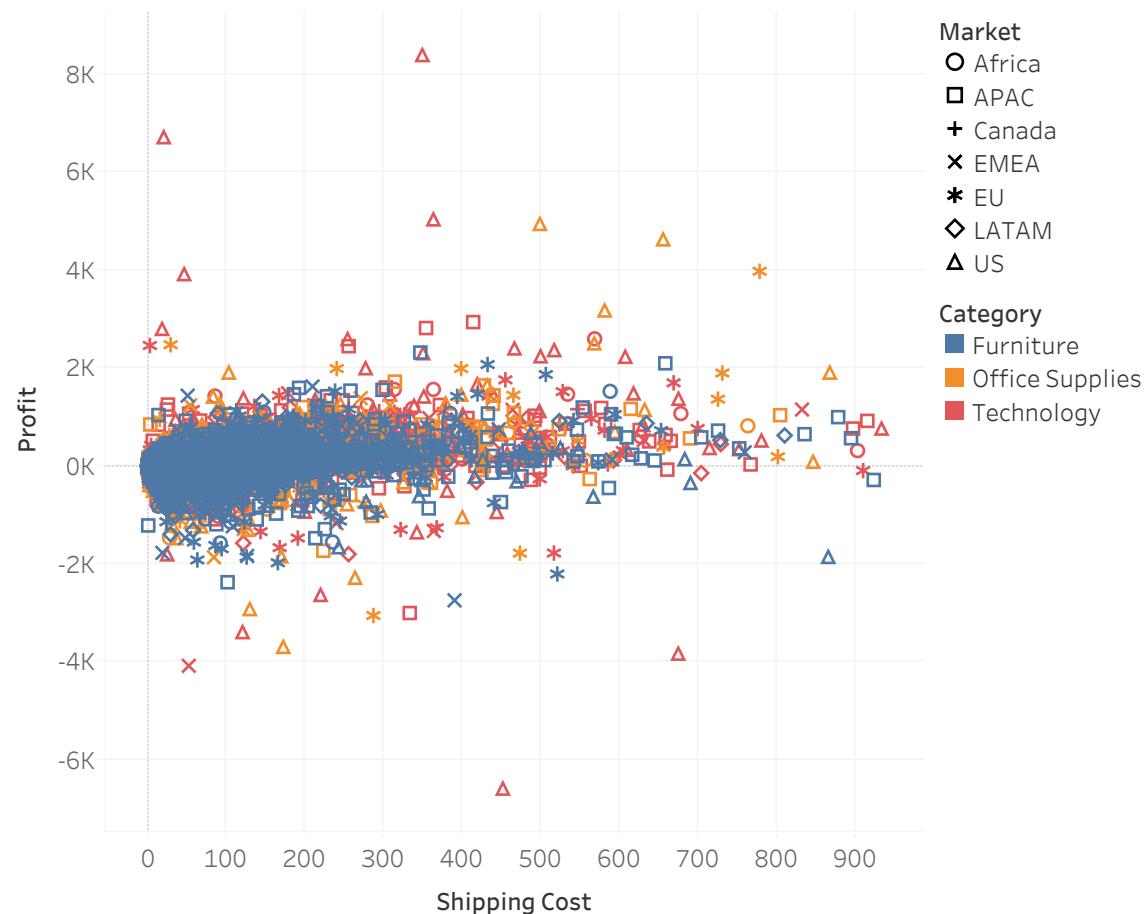
Map based on Longitude (generated) and Latitude (generated). Colour shows sum of Profit. Size shows sum of Sales. Details are shown for Country and State. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Sales by Category



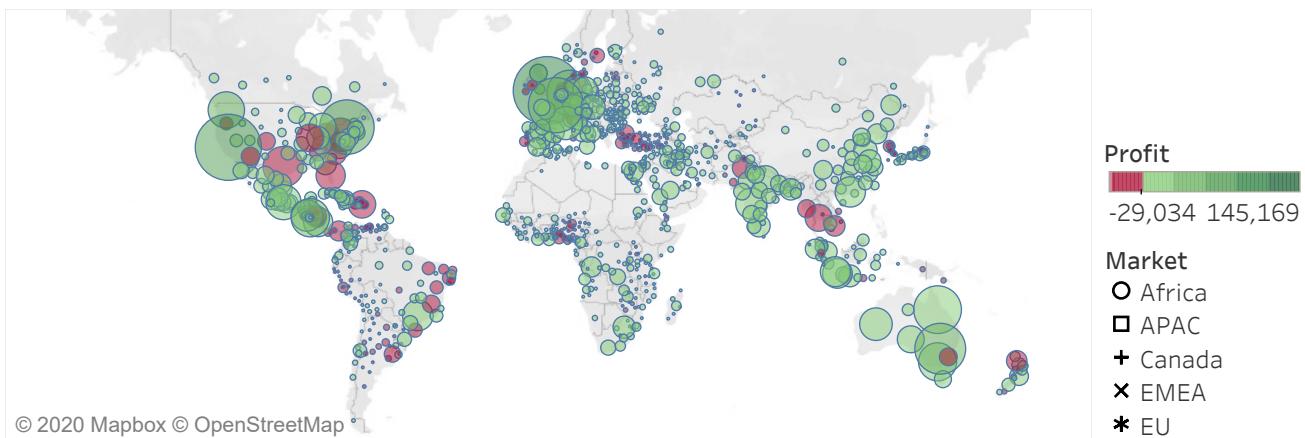
Sum of Sales for each Sub-Category (group) broken down by Category. Colour shows sum of Profit. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

## Customer Breakdown

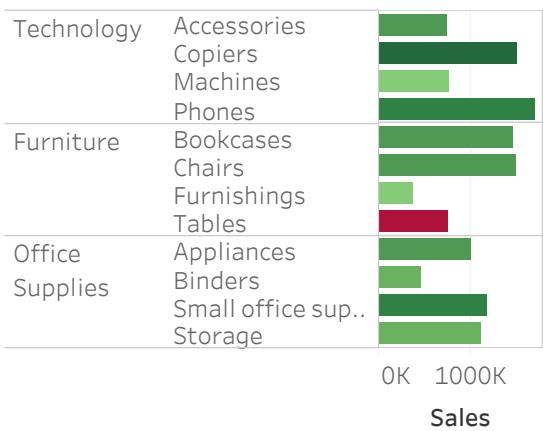


Shipping Cost vs. Profit. Colour shows details about Category. Shape shows details about Market. Details are shown for Customer ID. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

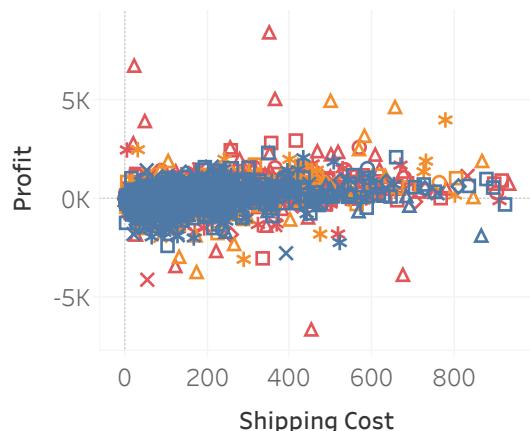
# Global Sales & Profits



## Sales by Category



## Customer Breakdown



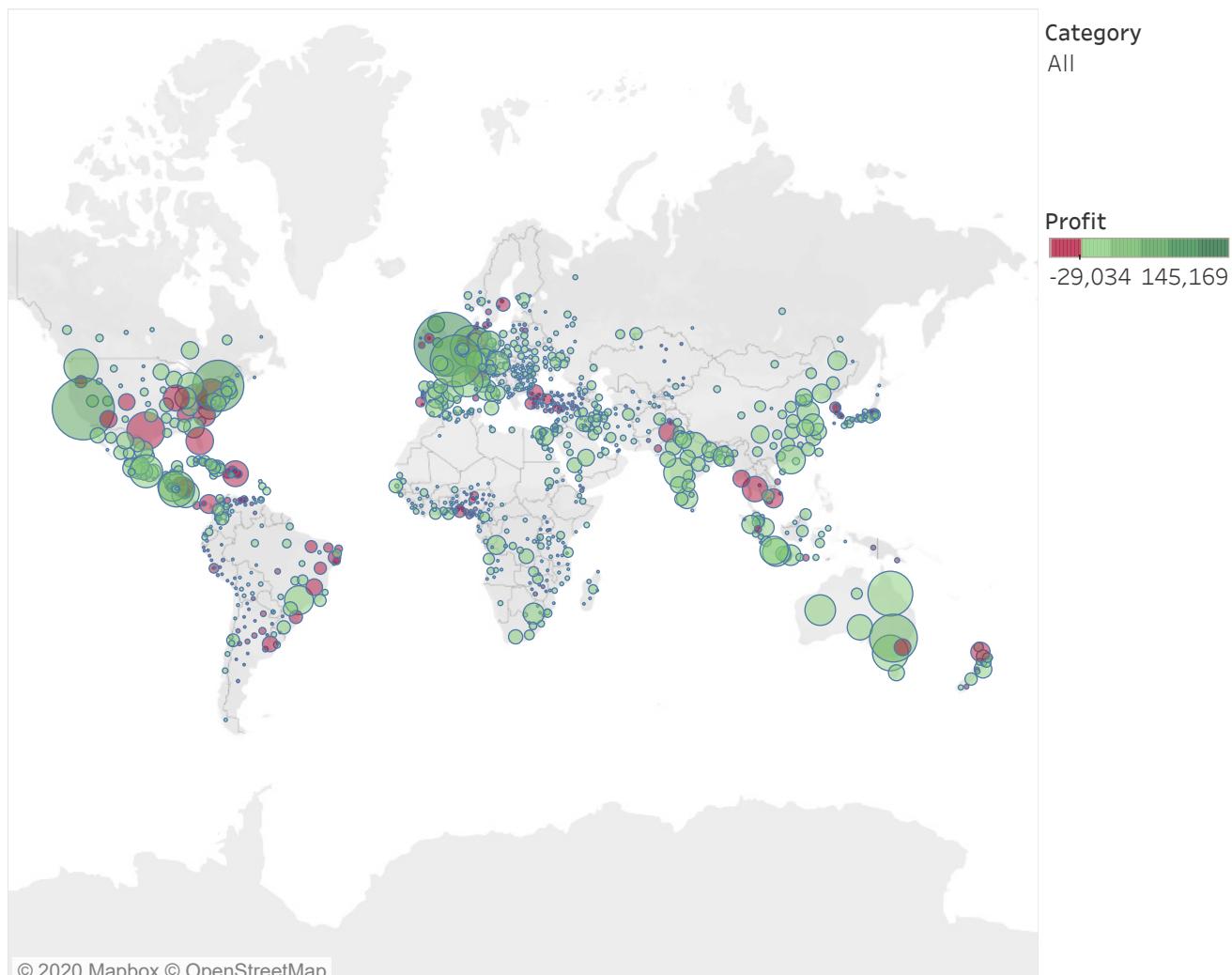
# Profitability: The whole story

Overall, our profits look st..

But not across all categories

Here's the biggest probl..

What's behind it? Next step



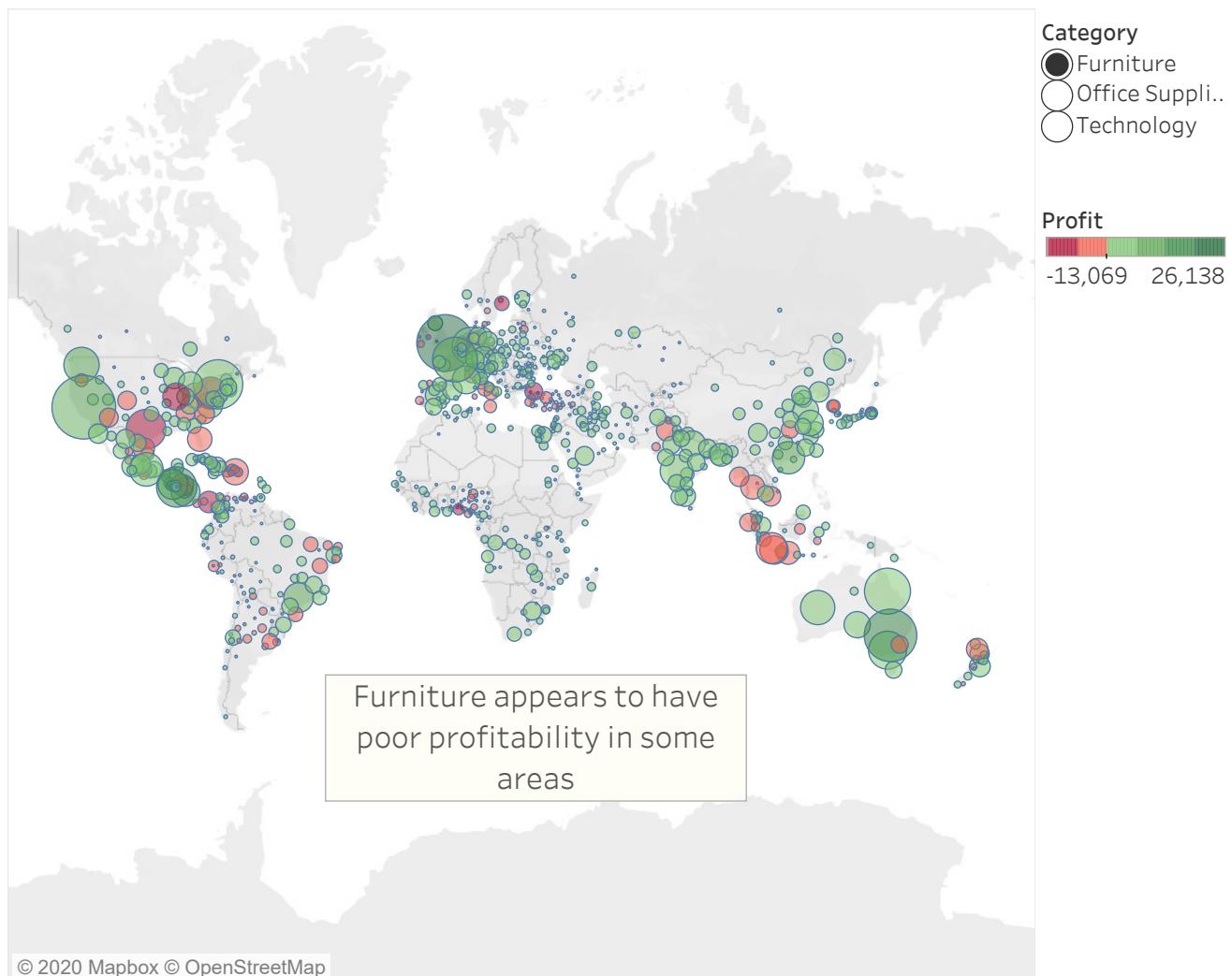
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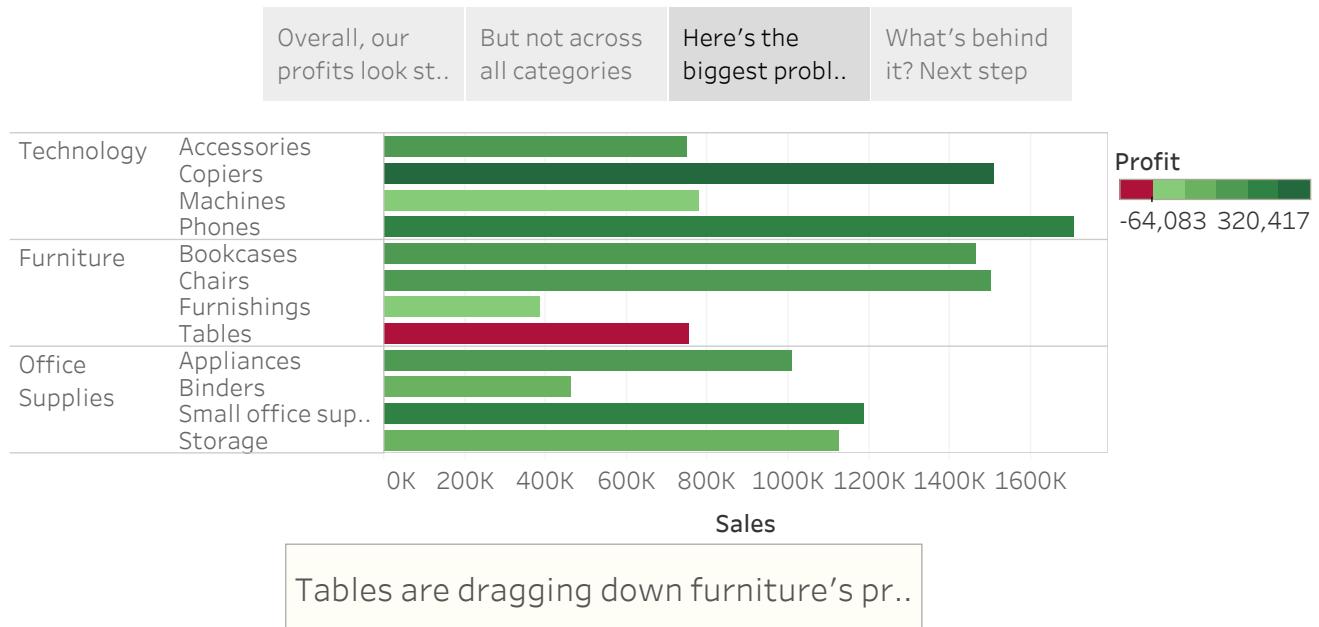
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# Profitability: The whole story



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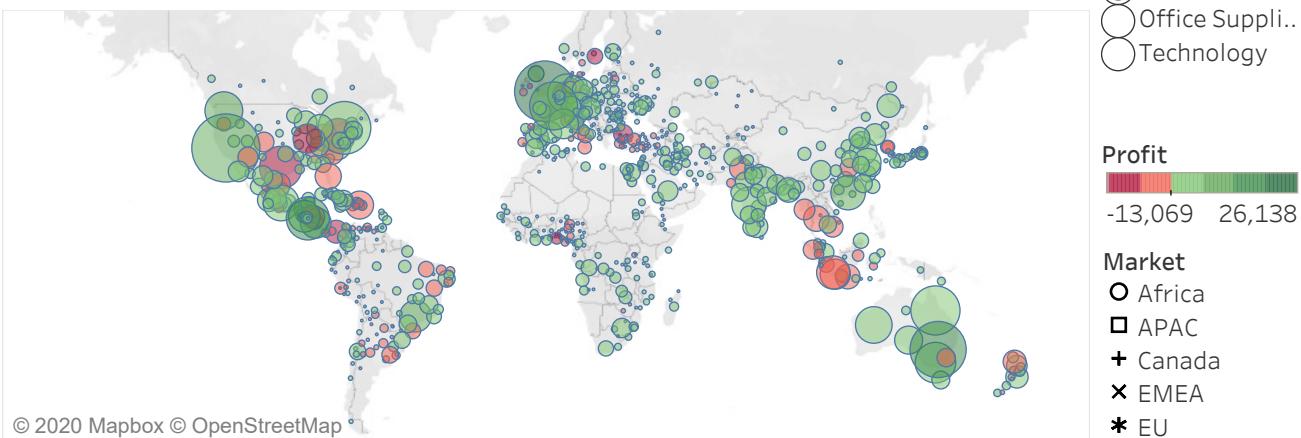
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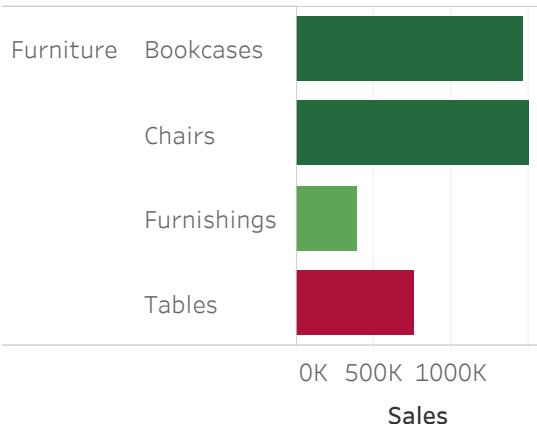
What's behind it? Next step

## Global Sales & Profits



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## Sales by Category



## Customer Breakdown

