Sales Analysis

Year
All ▽

Total Sales by Year and Quarter

Total Sales

0.2M

0.0M
Jan 2015   Jul 2015   Jan 2016   Jul 2016   Jan 2017   Jul 2017   Jan 2018   Jul 2018
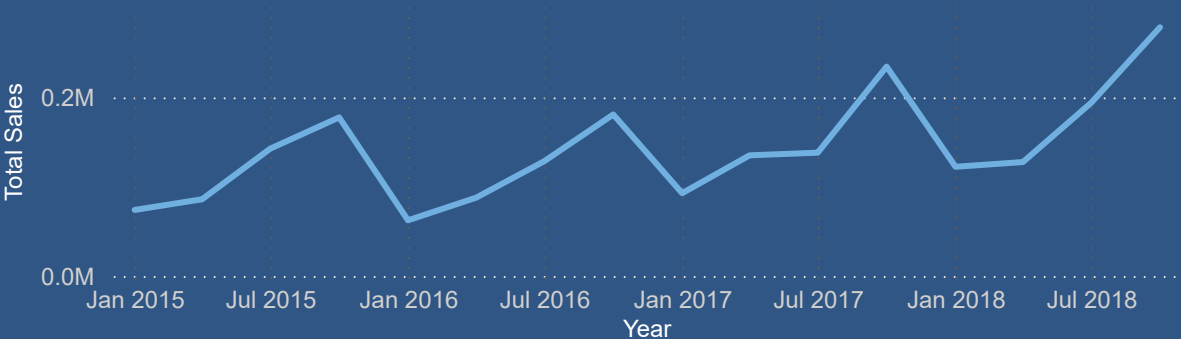
Year

Total Sales by Year and Category

Category ● Furniture ● Office Supplies ● Technology

Total Sales

0.2M

0.0M
2015   2016   2017   2018
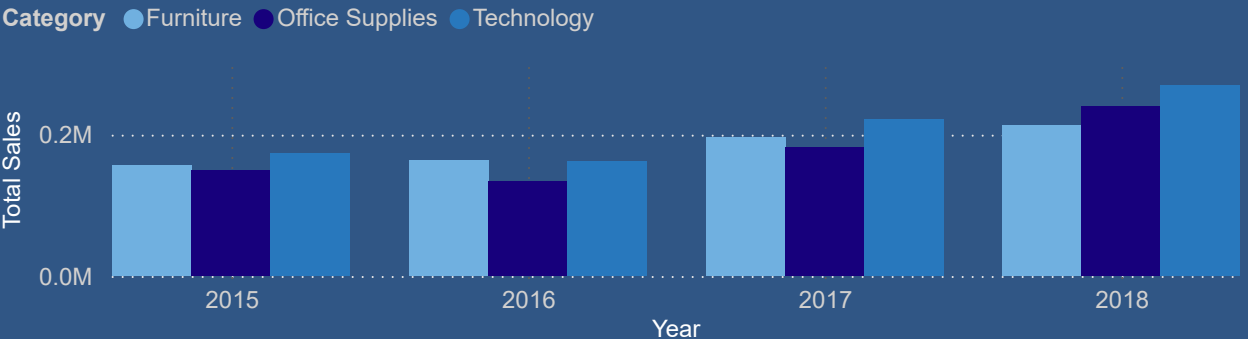
Year

Total Sales by Country and Region

Total Sales

0.5M

0.0M

0.51M — Central
0.61M — East
0.40M — South
0.74M — West

United States

Region

Total Sales by Segment

0.42M (18.79%)

Segment
● Consumer
● Corporate
● Home Of...

0.69M (30.44%)

1.15M (50....)
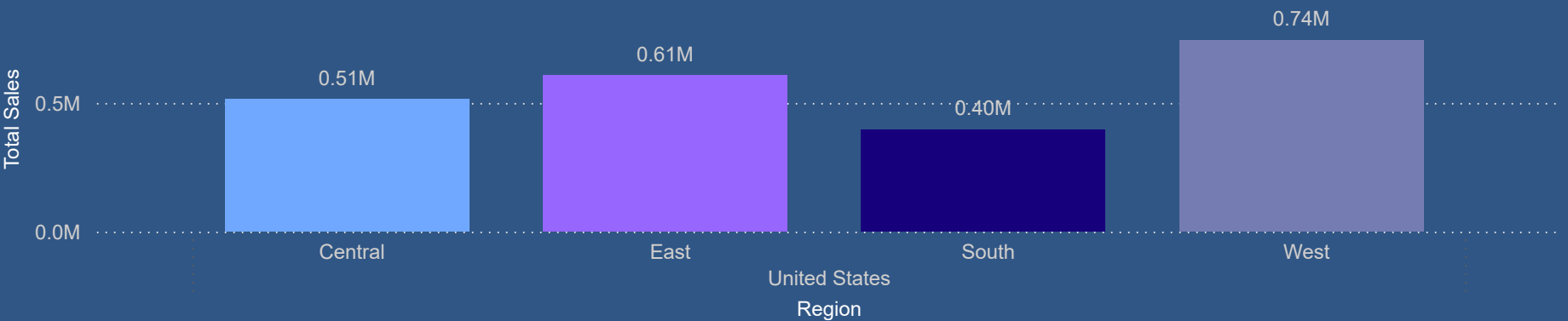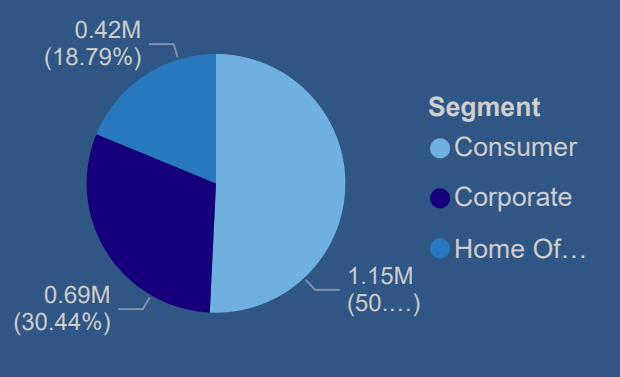
Avg. Customer Spend

2.85K

Customer Count

793

Total Sales

2.26M

2019 Sales Forecast

Total Sales

0.1M

0.0M
2015   2016   2017   2018   2019

Year

Customer Analysis

Sale by Customer Segment

Total Sales: 0.5M, 0.0M

Customer Segment: Promising, Potential Loyalist, Hiberna... customers, At Risk, Need Attention, Cannot Lose Them, Loyal, About To Sleep, New Custom..., Lost customers

Avg. Customer spend by Year, Quarter and Month

Avg. Customer spend: 200, 150, 100, 50, 0

Year: 2015, 2016, 2017, 2018
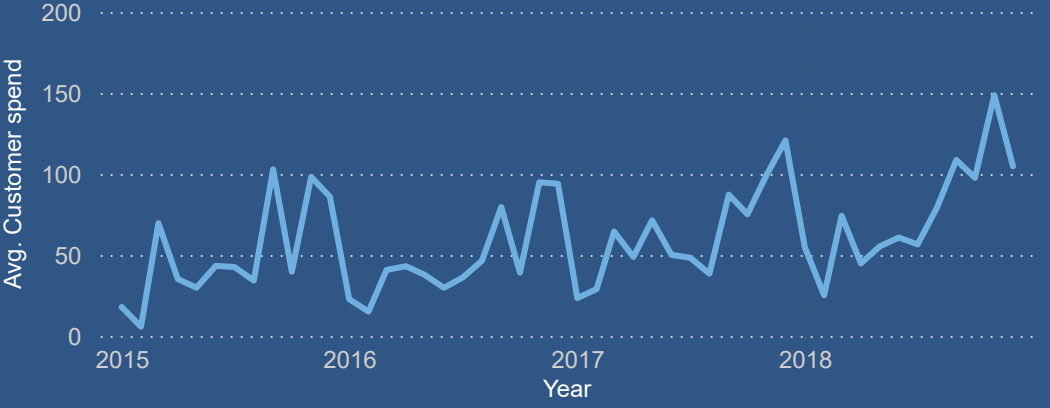
Customer Count by Customer Segment

Customer Count: 200, 100, 0

Customer Segment: Hiberna... customers, Promising, Potential Loyalist, Lost customers, New Custom..., Cannot Lose Them, At Risk, About To Sleep, Need Attention, Loyal
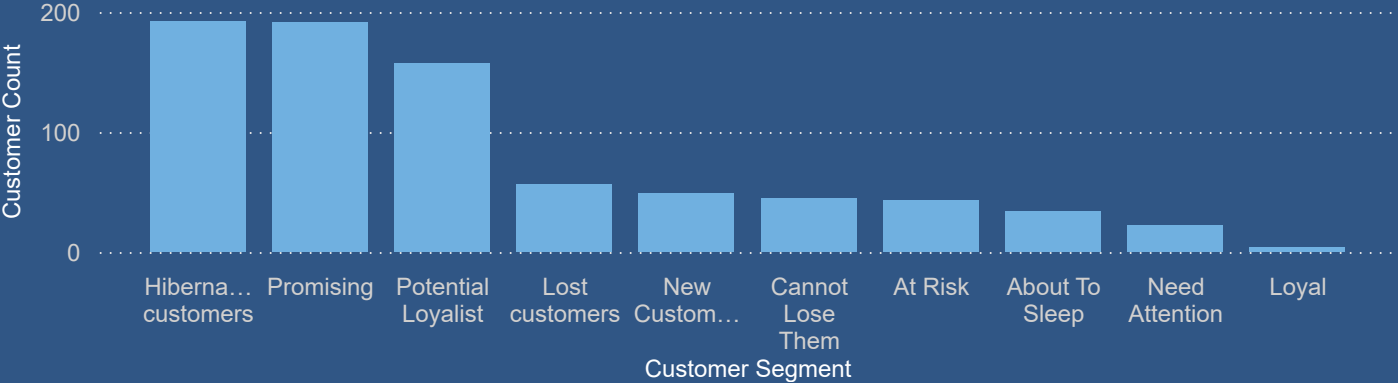
Customer Count	**Avg. Order per Customer**	**Avg. Customer Spend**
793	12.36	2.85K

Customer count by Year, Quarter and Month

Customer count: 200, 100, 0

Year: 2015, 2016, 2017, 2018
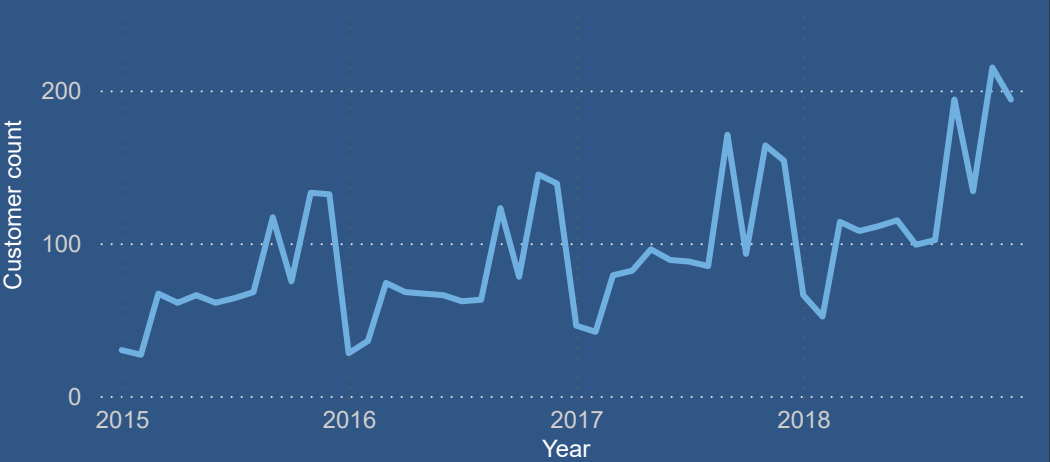
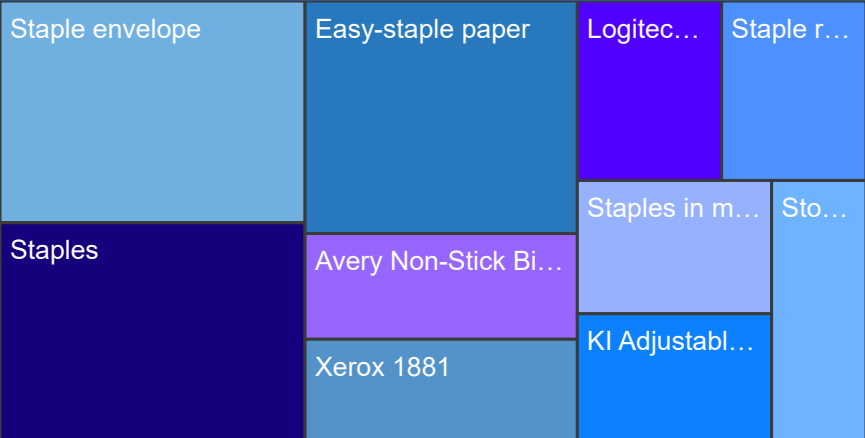| Customer Segment	Description
New Customers	Bought most recently, but not often
Hibernating customers	Last purchase was long back, low spenders and low number of orders
Cannot Lose Them	Made biggest purchases and often. Haven't returned in a long time
Potential Loyalist	Recent customers, but spent a good amount and bought more than once
Promising	Recent shoppers, but haven't spent much
Loyal	Spend good money with us often. Responsive to promotion
At Risk	Spent big money and purchased often a long time ago. Need to bring them back

Product Analysis

Top 10   Bottom 10

Top 10 Products by Quantity Sold

Staple envelope	Easy-staple paper	Logitec...	Staple r...
Staples	Avery Non-Stick Bi...	Staples in m...	Sto...
	Xerox 1881	KI Adjustabl...	

Quantity Sold by Sales

1.7   55

20K

10K

0K

Sales

0   10   20   30   40   50

Quantity Sold

Top 10 Poducts by Sales

Canon imageCLASS 2...	Cisco TelePres...	GBC Ibim...	Hewlett ...
	22.64K	19.02K	18.84K
	HON 5400 Seri...	HP Designjet ...	High...
	21.87K	18.37K	
61.60K			
Fellowes PB500 Electr...	GBC DocuBind...	GBC DocuBin...	
27.45K	19.82K	17.97K	17.03K

Sales by Sub-Category

Sub_Category ● Accessories ● Appliances ● Art ● Binders ● Bookcases ● Chairs ● Copiers ● Envelopes ● Fasteners ▶

0.8M

0.6M

0.4M

0.2M

0.0M

Total Sales

2015   2016   2017   2018

Year