

TIDAL SALES ANALYSIS

Select Region

All

Select Year

All

RESET

\$286K

Total Profit

\$2.3M

Total Sales

12.5%

Profit Margin

38K

Total Qty Ordered

\$733K

Sales_YTD

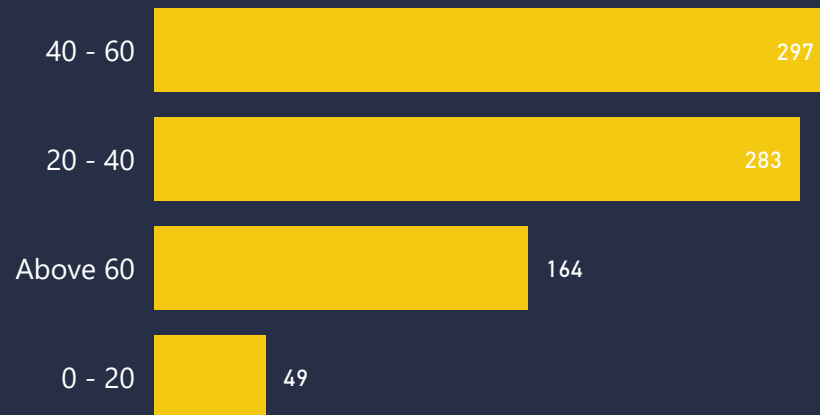
\$22.6K

Highest Sales

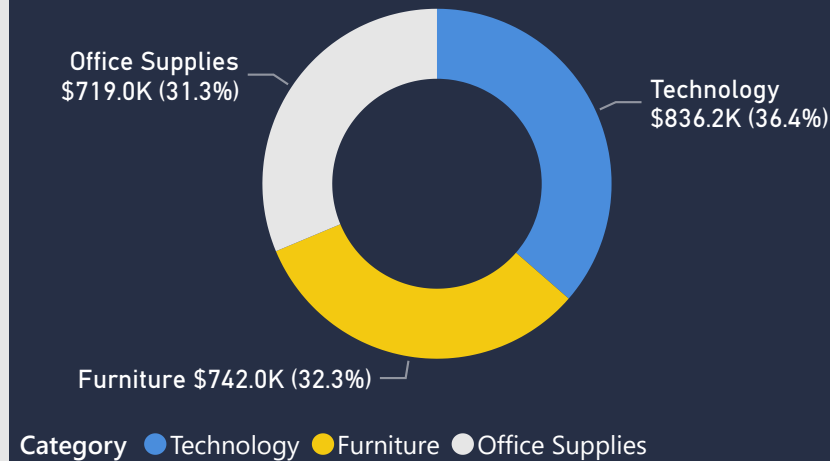
(\$6,600)

Lowest Profit

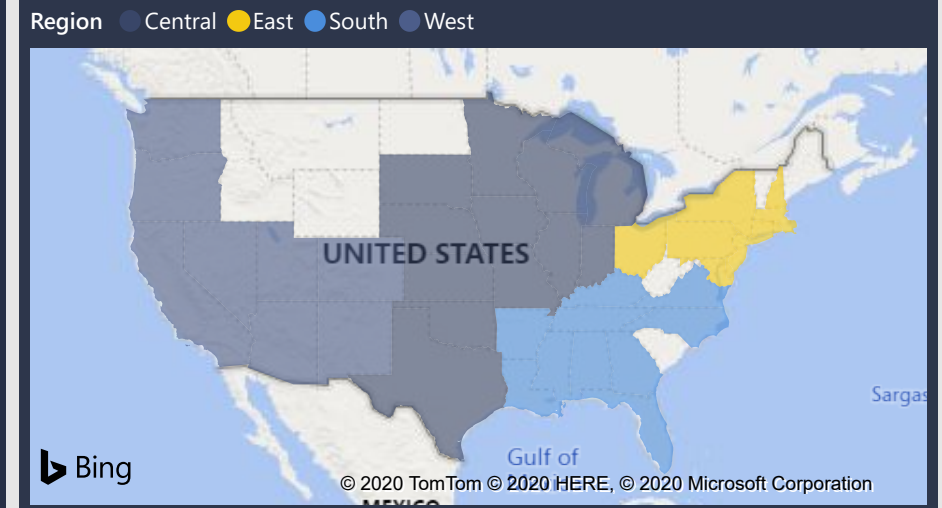
Total Customers by Age



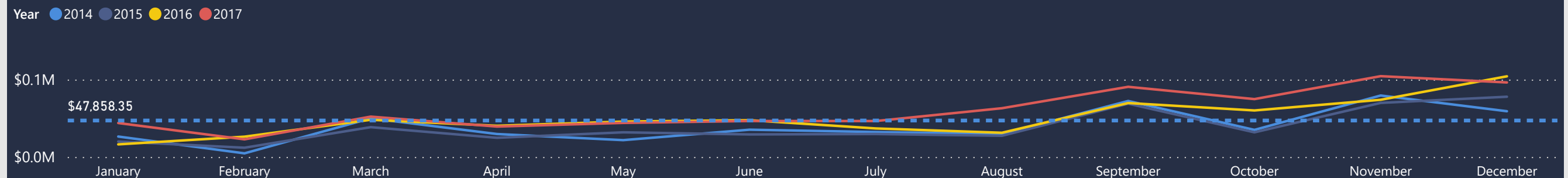
What are the top performing Categories?



Total Sales by State and Region



Total Sales by Month and Year



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RESET

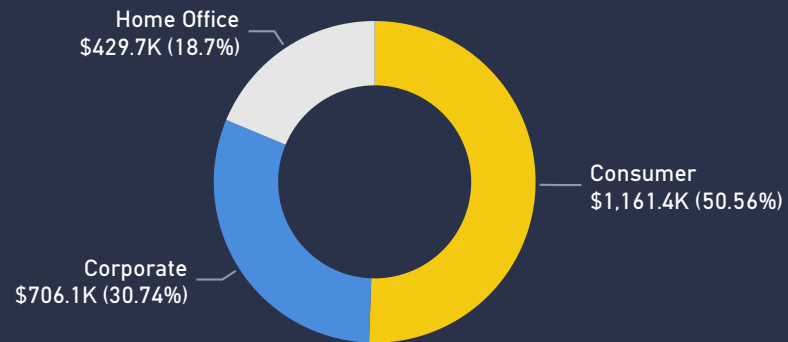
Select State

Select Year

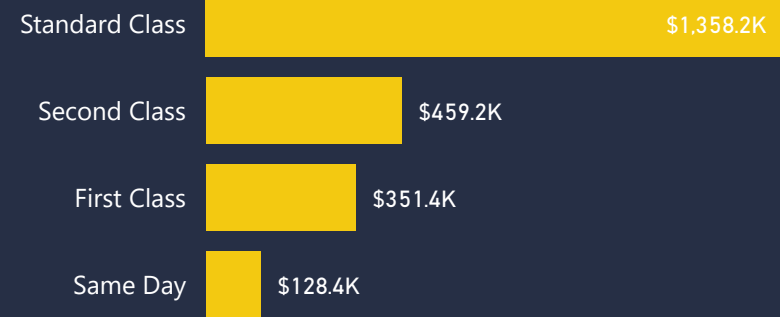
All

All

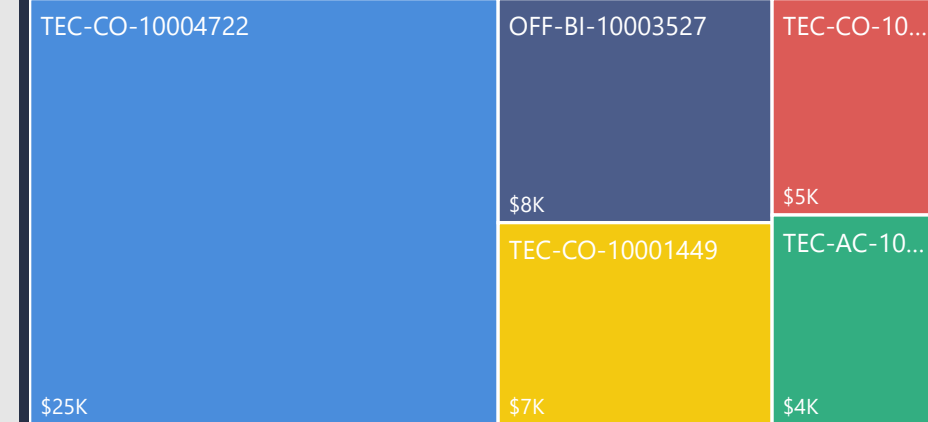
Sales Performance by Segment



Sales Performance by Shipping mode



What Product ID have highest Profit?



What products have the highest profit margin?

Product Name	Profit Margin
Adams Telephone Message Book w/Frequently-Called Numbers Space 400 Messages per Book	50.0%
Avery 475	50.0%
Canon imageCLASS MF7460 Monochrome Digital Laser Multifunction Copier	50.0%
Southworth Structures Collection	50.0%
Tops Green Bar Computer Printout Paper	50.0%
Xerox 1890	50.0%

What products have the lowest profit margin?

Product Name	Profit Margin
Zebra GK420t Direct Thermal/Thermal Transfer Printer	-133.3%
Okidata B401 Printer	-140.0%
Euro Pro Shark Stick Mini Vacuum	-190.7%
Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	-275.0%
Bush Westfield Collection Bookcases Dark Cherry Finish Fully Assembled	-210.0%

TIDAL SALES ANALYSIS

Select Product category

All

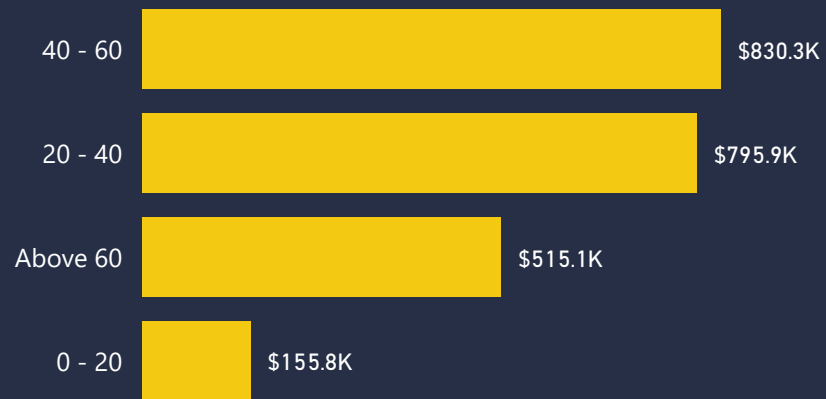
Date

01/01/2014

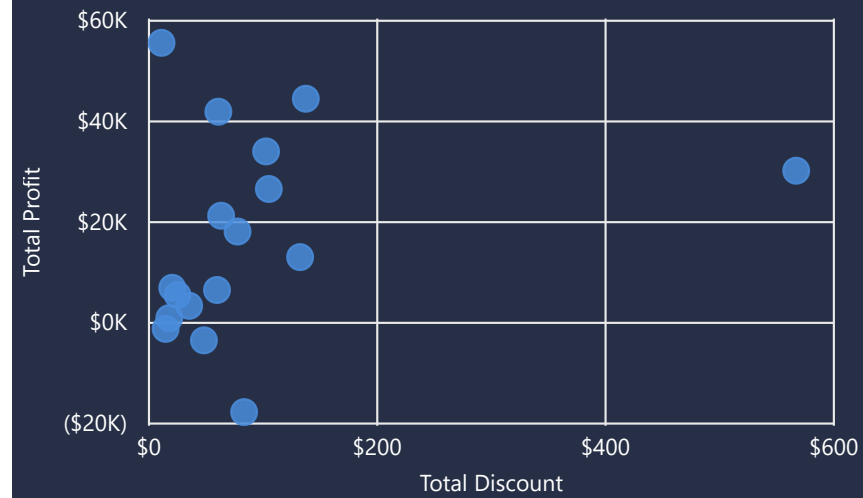
30/12/2017

RESET

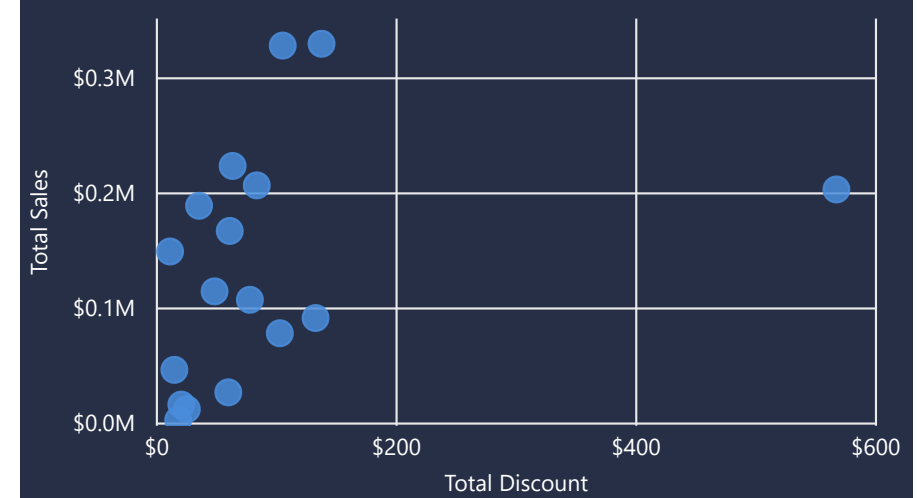
Sales by Age Category



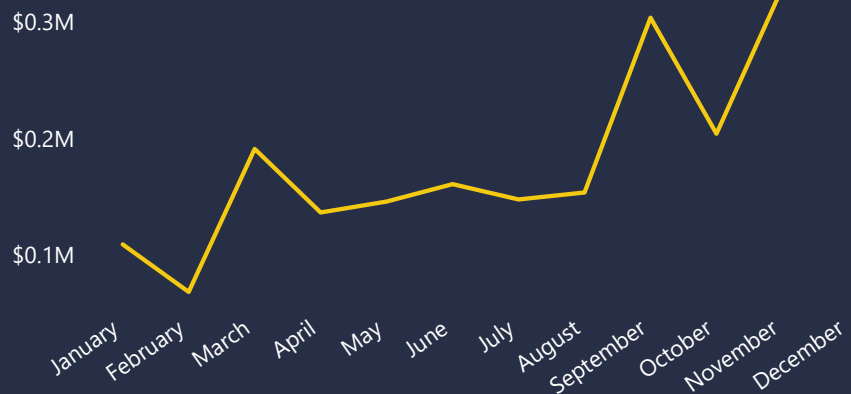
Discount vs Profit by Sub-Category



Discount vs. Sales by Sub-Category



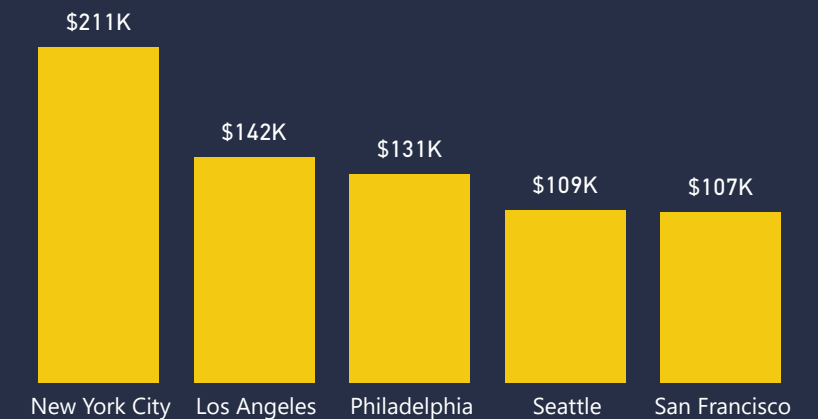
Total Sales by Month



Top 5 States with Highest Profit



Total Sales by City





TIDAL SALES ANALYSIS

Select State

All

Select Product Category

All

RESET



Select City

- ☐ Akron
- ☐ Albuquerque
- ☐ Allen
- ☐ Amarillo
- ☐ Apple Valley
- ☐ Arlington
- ☐ Arlington Heights
- ☐ Arvada
- ☐ Asheville
- ☐ Atlanta
- ☐ Auburn
- ☐ Aurora
- ☐ Austin
- ☐ Baltimore
- ☐ Belleville
- ☐ Bloomington
- ☐ Bossier City
- ☐ Bowling Green
- ☐ Boynton Beach
- ☐ Brentwood
- ☐ Bridgeton
- ☐ Bristol
- ☐ Broomfield

Year	Sales_YTD	Sales LY	Sales 2Y	Sales 3Y	Total Profit
2017	\$733,215	\$609,206	\$470,533	\$484,247	\$93,439
December	\$733,215	\$96,999	\$74,920	\$69,546	\$8,483
West	\$240,235	\$40,837	\$24,259	\$27,653	\$232
South	\$116,651	\$12,280	\$13,792	\$18,282	\$2,542
East	\$202,481	\$22,019	\$19,103	\$14,018	\$3,639
Central	\$173,848	\$21,862	\$17,766	\$9,593	\$2,070
November	\$649,386	\$79,412	\$75,973	\$78,629	\$9,690
West	\$207,454	\$24,764	\$27,310	\$24,358	\$2,837
South	\$104,706	\$15,863	\$11,856	\$11,600	(\$5,846)
East	\$184,344	\$17,653	\$17,157	\$23,109	\$4,211
Central	\$152,883	\$21,132	\$19,650	\$19,561	\$8,488
October	\$530,938	\$59,688	\$31,405	\$31,453	\$9,275
West	\$173,287	\$27,651	\$5,581	\$6,954	\$2,521
South	\$81,315	\$4,524	\$8,399	\$5,623	\$974
East	\$162,952	\$16,636	\$7,667	\$6,066	\$4,961
Central	\$113,385	\$10,877	\$9,757	\$12,811	\$819
September	\$453,161	\$73,410	\$64,596	\$81,777	\$10,992
West	\$145,715	\$25,947	\$26,583	\$35,915	\$2,396
Total	\$733,215	\$609,206	\$470,533	\$484,247	\$93,439

Ask a question about your data



Try one of these to get started

top states by total sales

top states by total profit

top states by total customer

what is the total sales by state

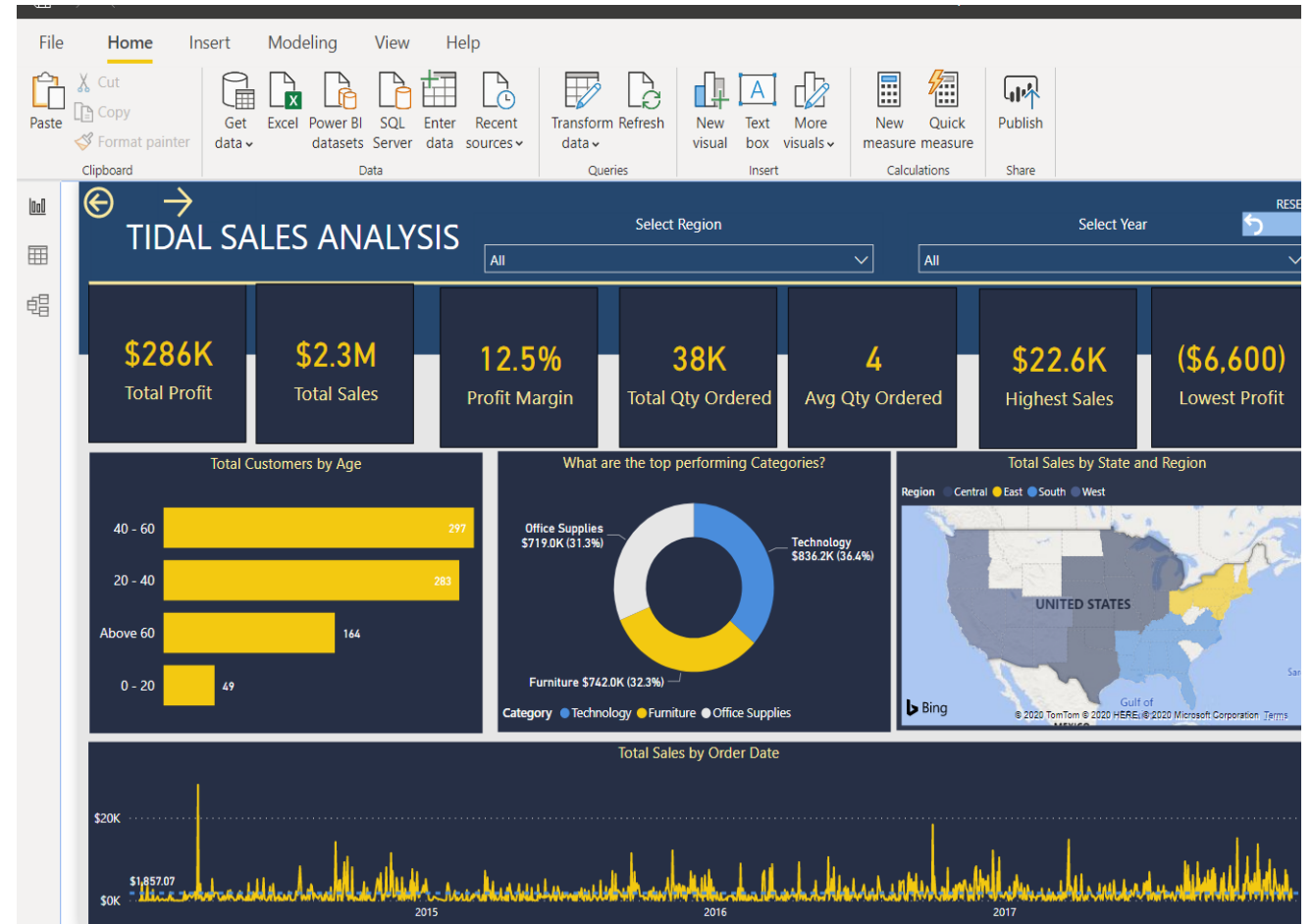
PROJECT 1 – ECOMMERCE / RETAIL ANALYSIS

Prepared by Abiola Obembe

Date 02-06-2020

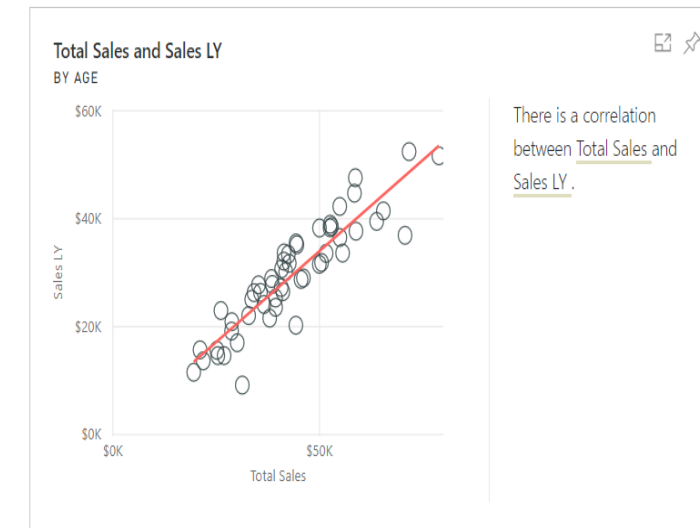
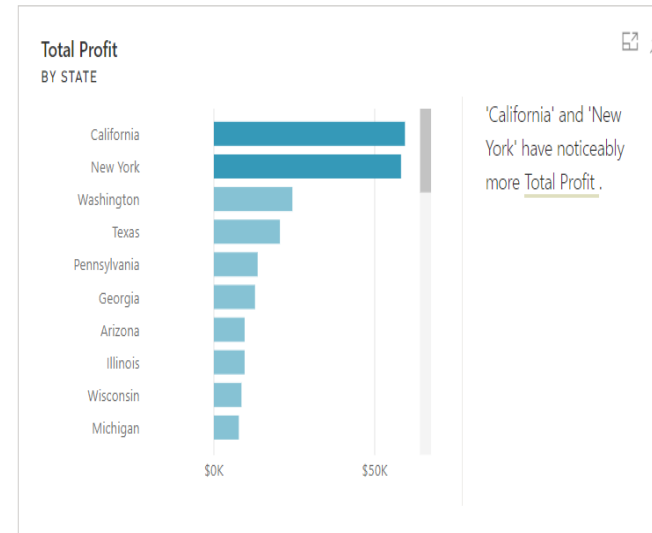
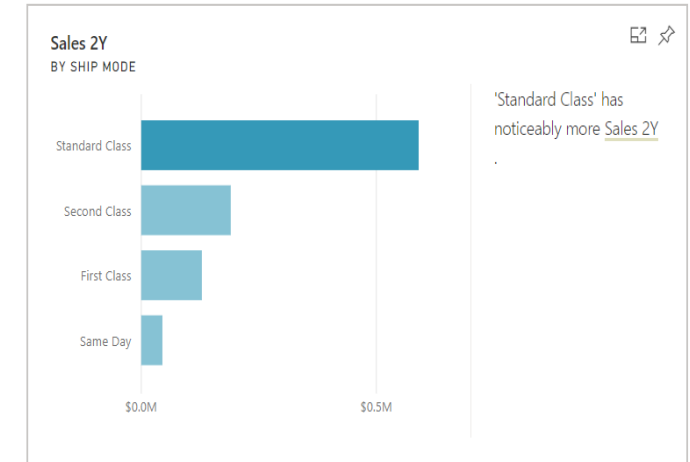
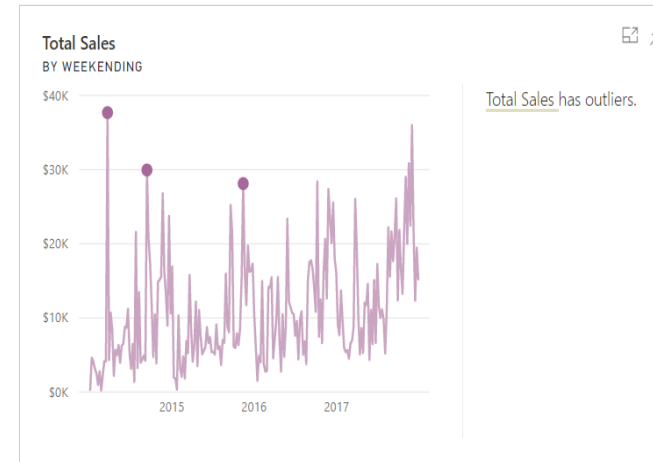
INSIGHTS & STORY TELLING

- \$2.3M total sales for collective 793 customer transactions from Jan 3 – Dec 30, 2017
- 38,000 orders were made which resulted in \$286K total profit
- 73% of total customers fall within the age groups 20-60
- Technology category constitutes the best sales performance at 36.4%



INSIGHTS & STORY TELLING

- Outliers in total sales trend by year in 2014 and 2016
- Standard Class (ship mode) has noticeably more sales 2 years ago
- California and New York have noticeably more total profits while North Carolina has significantly less profit
- Upwards linear correlation between total sales and sales last year



INSIGHTS & STORY TELLING

- Technology accounts for the majority of profit
- Thomasville city noticeably has less total profit but New York City has noticeably significant profit.
- Storage and binders have noticeably more total sales for category office supplies
- Total profit and profit are correlated by Age with some outliers at ages 41 and 70

