

## KPI Dashboard

Sales

\$14,915,600.82

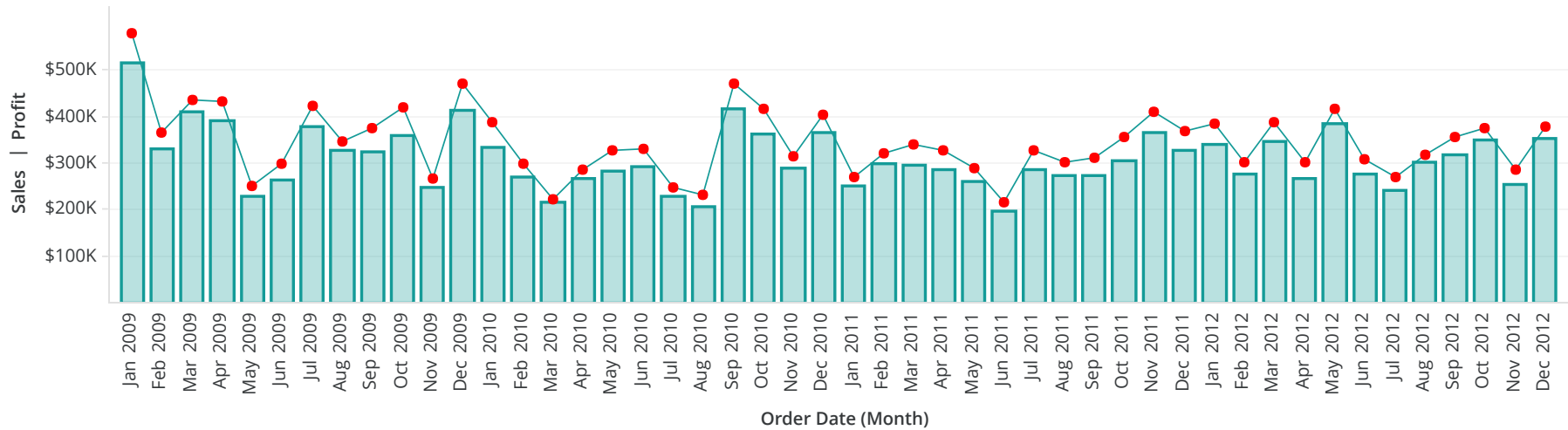
Number of Orders

8,399

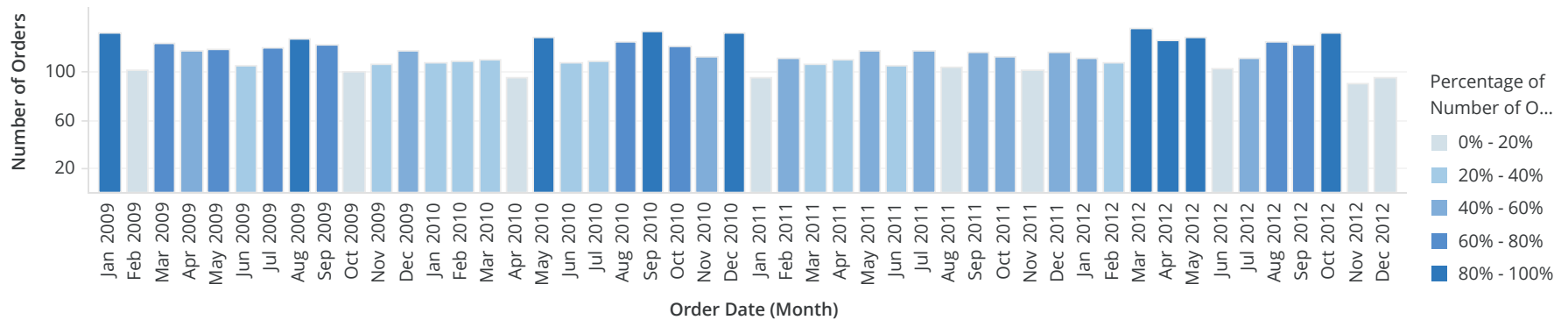
Profit

\$1,521,767.96

## Sales Revenue

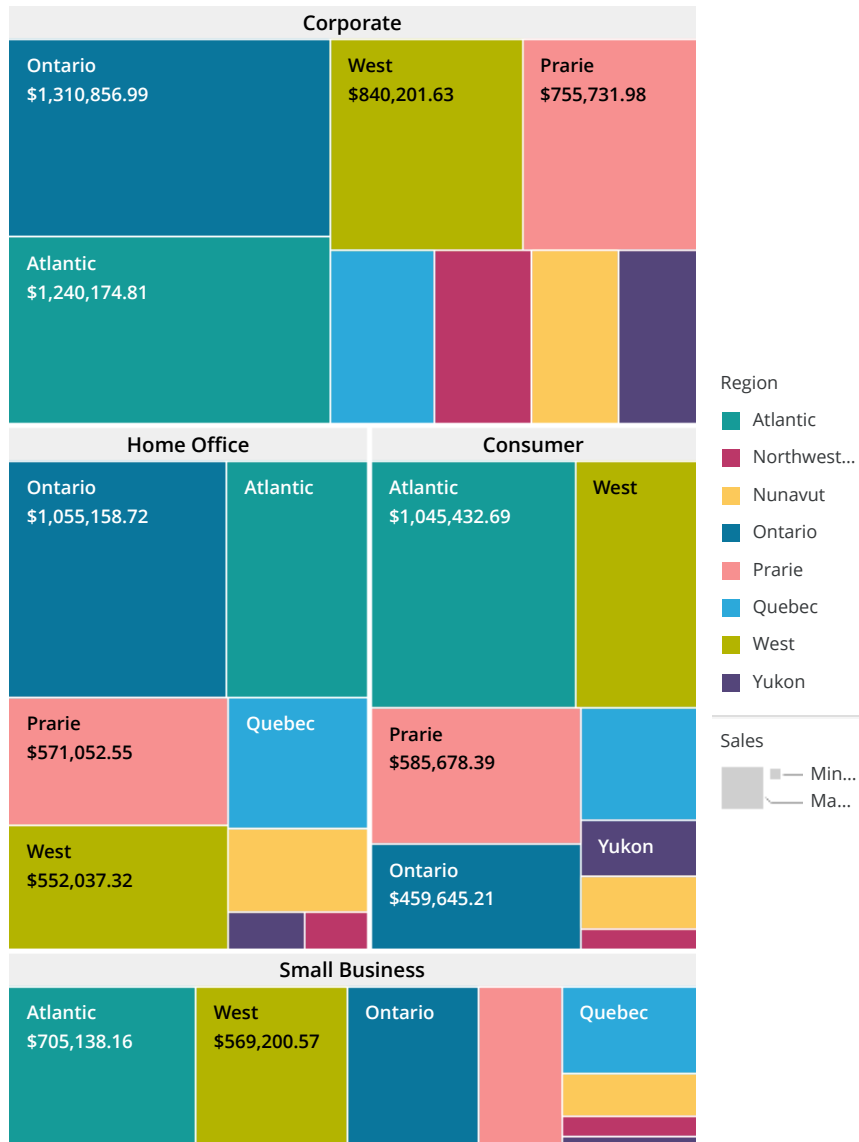


## Number of Orders

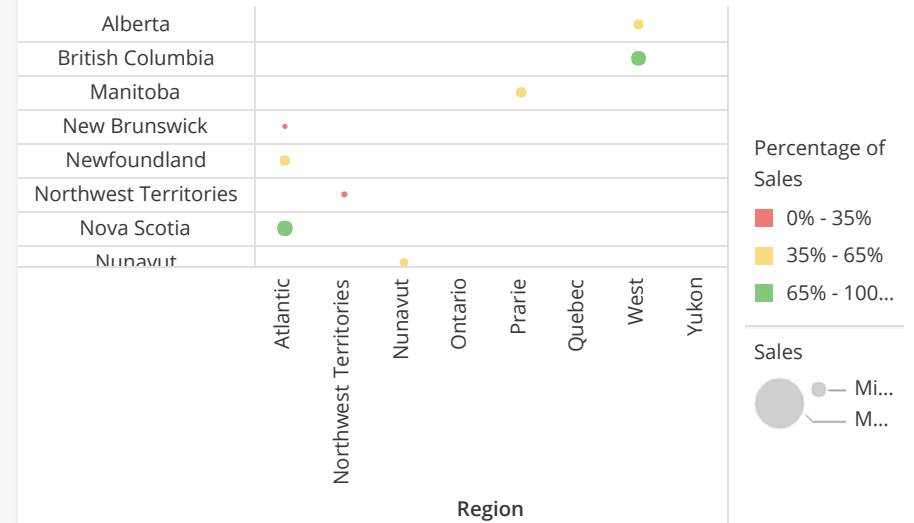


## Customer Segment Sales

## Sales by Customer Segment and Region



## Regional Sales



## Customer Segment Sales Overview

Row ID	Customer Segment	Region	Province	Sales
1	Small Business	Nunavut	Nunavut	\$261.54
2	Corporate	West	Alberta	\$6.93
3	Corporate	Prarie	Saskatchewan	\$2,808.08
4	Corporate	Prarie	Saskatchewan	\$1,761.40
5	Corporate	Prarie	Saskatchewan	\$160.23
6	Corporate	Prarie	Saskatchewan	\$140.56
7	Corporate	West	British Columbia	\$288.56
8	Corporate	West	British Columbia	\$1,892.85
9	Home Office	West	Alberta	\$2,484.75
10	Corporate	Ontario	Ontario	\$3,812.73
11	Corporate	Ontario	Ontario	\$1,100.15

## Product Category Sales

Technology Sales

\$5,984,248.18

Office Supplies Sales

\$3,752,762.10

Furniture Sales

\$5,178,590.54

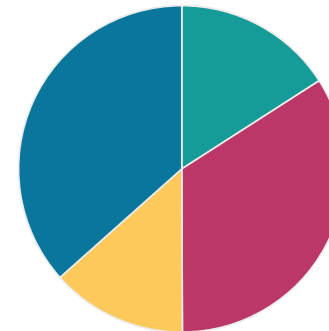
## Product Sales Overview

Product Category	Product Sub-Category	Sales
Furniture	Bookcases	\$822,652.04
	Chairs & Chairmats	\$1,761,836.55
	Office Furnishings	\$698,093.81
	Tables	\$1,896,008.14
Office Supplies	Appliances	\$736,991.54
	Binders and Binder Accessories	\$1,022,957.59
	Envelopes	\$174,085.80
	Labels	\$38,981.55
	Paper	\$446,452.86
	Pens & Art Supplies	\$167,107.22
	Rubber Bands	\$15,006.63
	Scissors, Rulers and Trimmers	\$80,996.31
	Storage & Organization	\$1,070,182.60
	Computer Peripherals	\$795,875.94
Technology	Copiers and Fax	\$1,130,361.30
	Office Machines	\$2,168,697.14
	Telephones and Communication	\$1,889,313.80

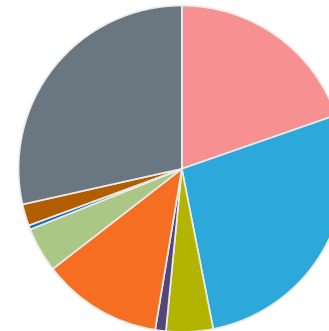
## Sales by Product Category

Product Cat...

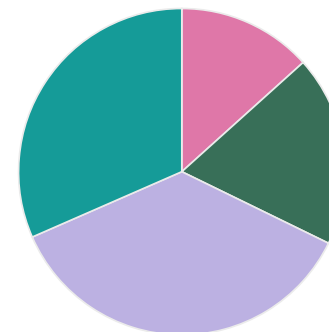
Furniture



Office Supplies



Technology



Product Sub-Category

- Bookcases
- Chairs & Chairmats
- Office Furnishings
- Tables
- Appliances
- Binders and Bind...
- Envelopes
- Labels
- Paper
- Pens & Art Supplies
- Rubber Bands
- Scissors, Rulers a...
- Storage & Organiz...
- Computer Periph...
- Copiers and Fax
- Office Machines
- Telephones and C...

## Shipments

Total Shipping Cost

# \$107,831.04

Average Delivery Truck Order Shipping Cost

## \$51,971.94

Average Express Air Shipping Cost Order

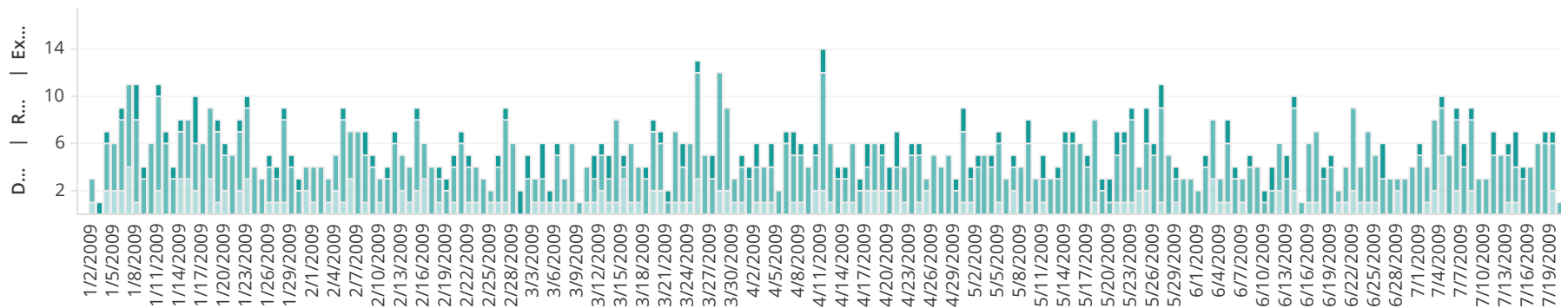
## \$7,850.91

Average Regular Air Shipping Cost Order

## \$48,008.19

## Duration and Timeline

## Number of Shipments Orders



## Overview Orders and Returns

Number of Orders

8,399

Delivered Orders

8,312

Returned Orders

## Orders and Returns

Order ID	Order Date	Ship Date	Ship Mode	Product Name	Order Quantity	Status	Unit Price
3	10/13/2010	10/20/2010	Regular Air	Eldon Base for stackable storage shelf, platinum	6	Delivered	38.94
6	2/20/2012	2/21/2012	Regular Air	Kleencut® Forged Office Shears by Acme United Corporation	2	Delivered	2.08
32	7/15/2011	7/16/2011	Delivery Truck	KI Conference Tables	24	Delivered	70.89
			Regular Air	Imation 3.5 IBM Diskettes, 10/Box	15	Delivered	8.46
		7/17/2011	Regular Air	Bell Sonecor JB700 Caller ID	23	Delivered	7.99
				Tenex Contemporary Contur Chairmats for Low and Medium Pile Carpet, Computer, 39" x 49"	26	Delivered	107.53
35	10/22/2011	10/23/2011	Regular Air	Dixon Ticonderoga Core-Lock Colored Pencils	30	Delivered	9.11
		10/24/2011	Regular Air	CF 688	14	Delivered	155.99
36	11/2/2011	11/2/2011	Regular Air	6162i	46	Delivered	65.99
65	3/17/2011	3/18/2011	Regular Air	Verbatim DVD-R, 4.7GB, Spindle, WE, Blank, Ink Jet/Thermal, 20/Spindle	32	Returned	115.79
66	1/19/2009	1/19/2009	Regular Air	Newell 340	41	Delivered	2.88
69	6/3/2009	6/5/2009	Express Air	Newell 308	28	Returned	1.68
			Regular Air	Advantus Employee of the Month Certificate Frame, 11 x 13-1/2	42	Returned	30.93
70	12/17/2010	12/22/2010	Regular Air	3285	46	Delivered	205.99
				Super Bands, 12/Pack	48	Delivered	1.86
96	4/16/2009	4/18/2009	Regular Air	SC7868i	37	Delivered	125.99
97	1/28/2010	1/29/2010	Regular	Avery 498	26	Delivered	2.89