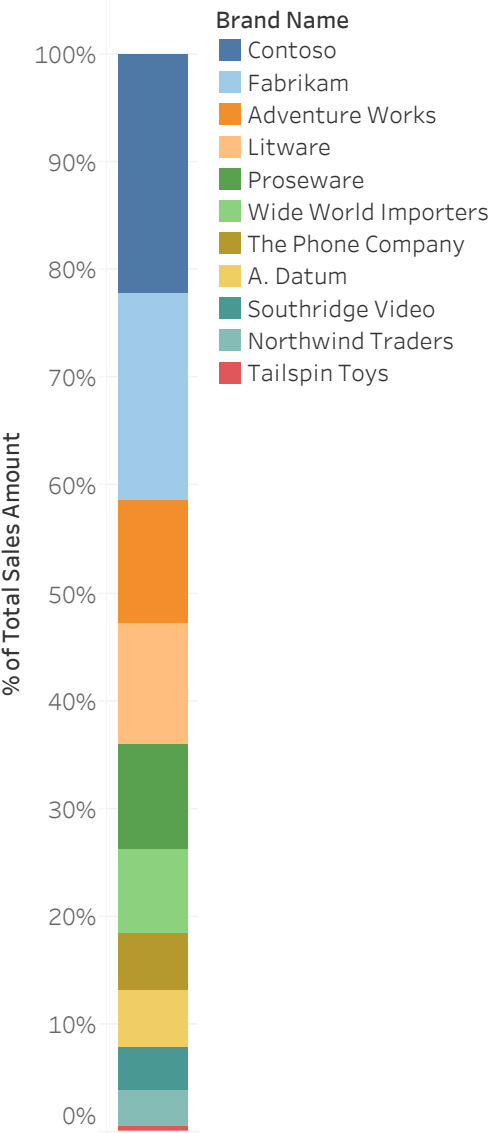
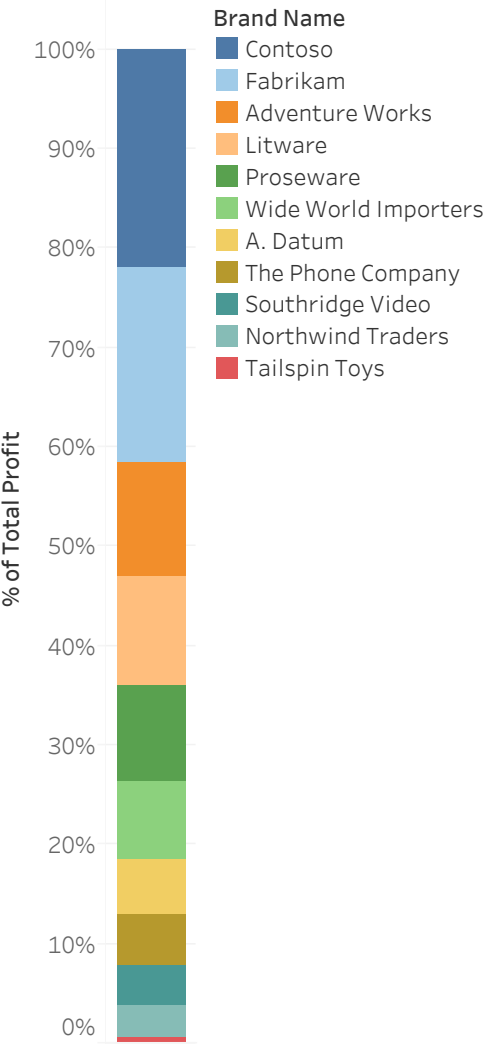


Contribution of Brands in total sales



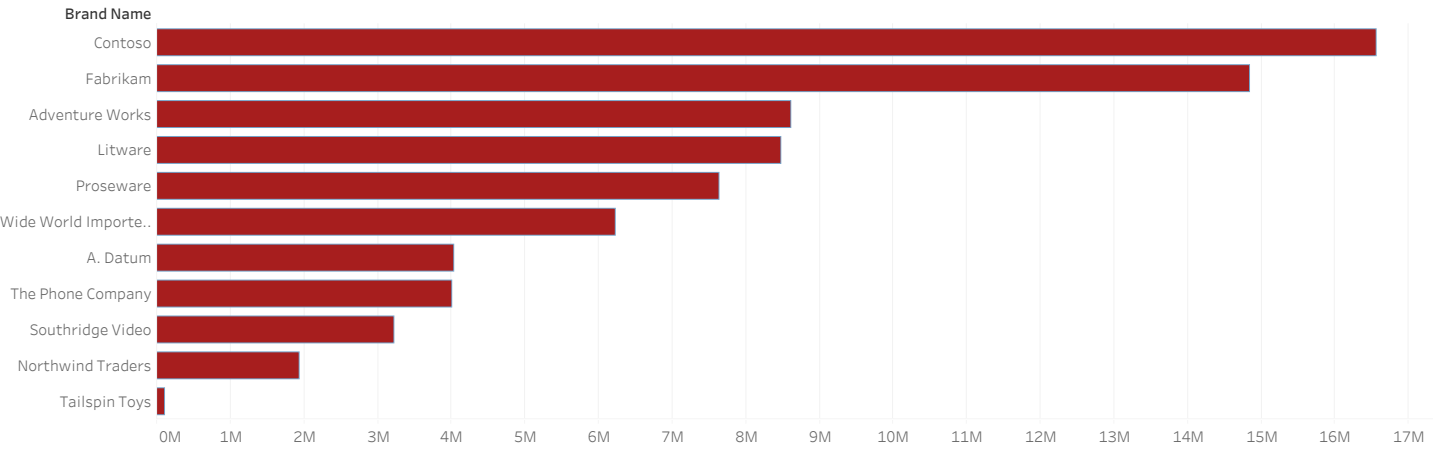
% of Total Sales Amount. Color shows details about Brand Name. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter keeps 12 of 12 members.

Contibu-
tion of
brands in
Total
profit



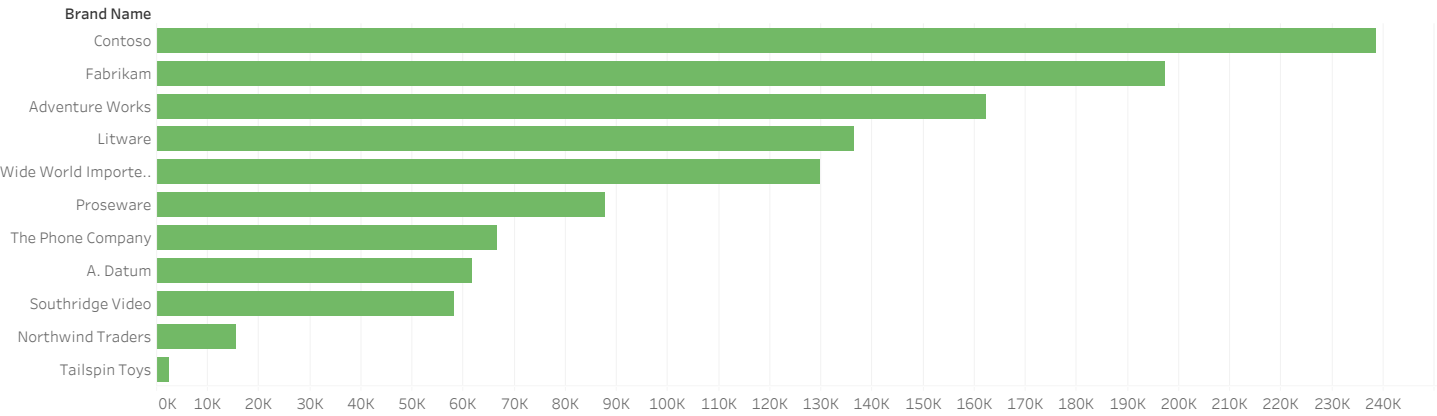
% of Total Profit.
Color shows
details about
Brand Name. The
data is filtered on
Sales Date Year
and Sales Date
Month. The Sales
Date Year filter
keeps 2012, 2013
and 2014. The
Sales Date Month
filter keeps 12 of
12 members.
Percents are
based on each
column of the
table.

East coast brand sales



Sum of Sales Amount for each Brand Name. The data is filtered on Region1, which keeps Florida, Massachusetts, New Jersey and New York.

West coast sales



Sum of Sales Amount for each Brand Name. The data is filtered on Region1, which keeps Alaska, California and Oregon.

Month of Sales Date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June

Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

Brand Name

- Contoso
- Fabrikam
- Adventure ..
- Litware
- Proseware
- Wide World ..
- The Phone C..
- A. Datum
- Southridge ..
- Northwind T..
- Tailspin Toys

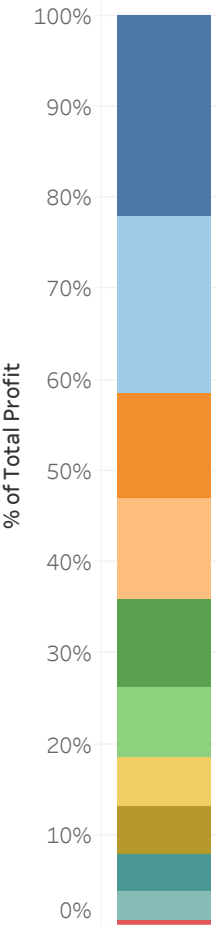
Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

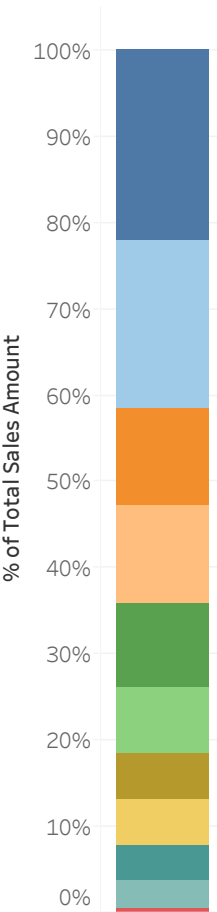
Month of Sales Date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August

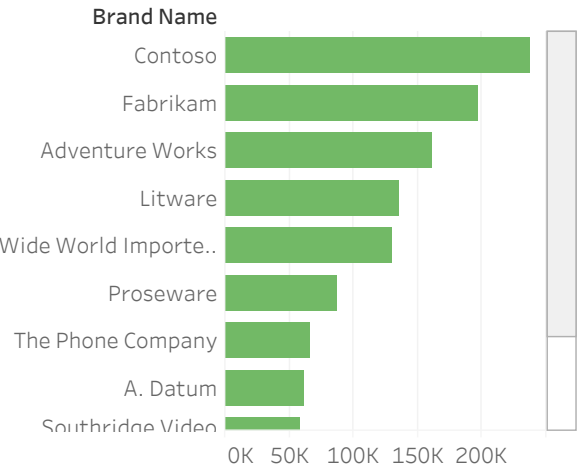
Contribution of brands in Total profit



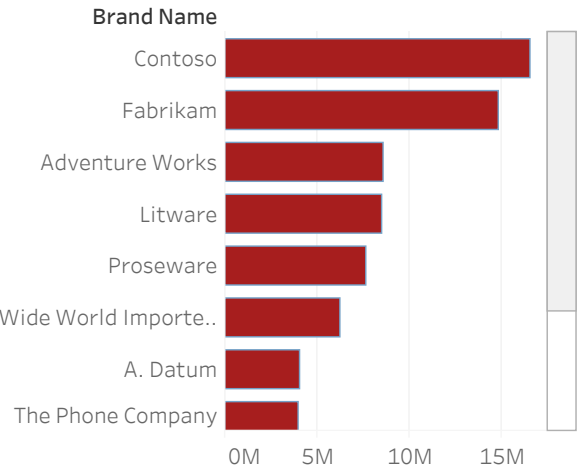
Contribution of Brands in total sales



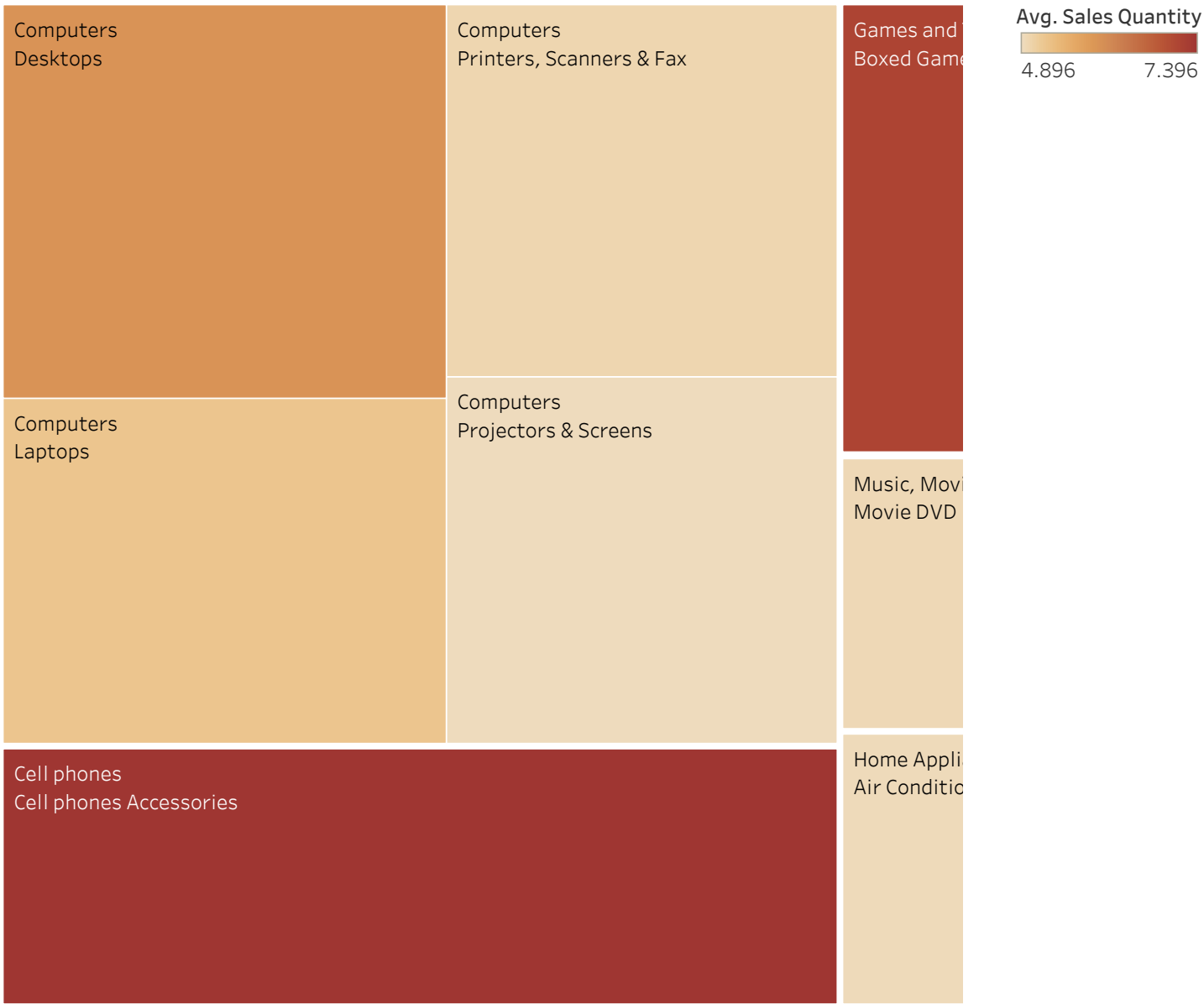
West coast sales



East coast brand sales



Average sales quantity for each category and top 10 subcategory



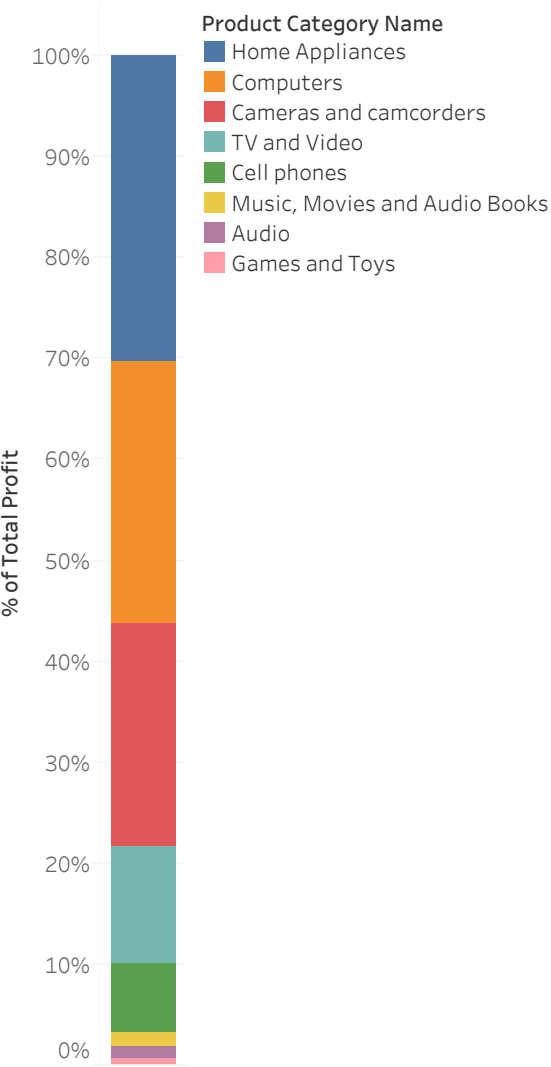
Product Category Name and Product Subcategory Name. Color shows average of Sales Quantity. Size shows average of Sales Quantity. The marks are labeled by Product Category Name and Product Subcategory Name. The view is filtered on Product Subcategory Name, which keeps 10 of 32 members.

Average sales quantity for each category and top 10 subcategory



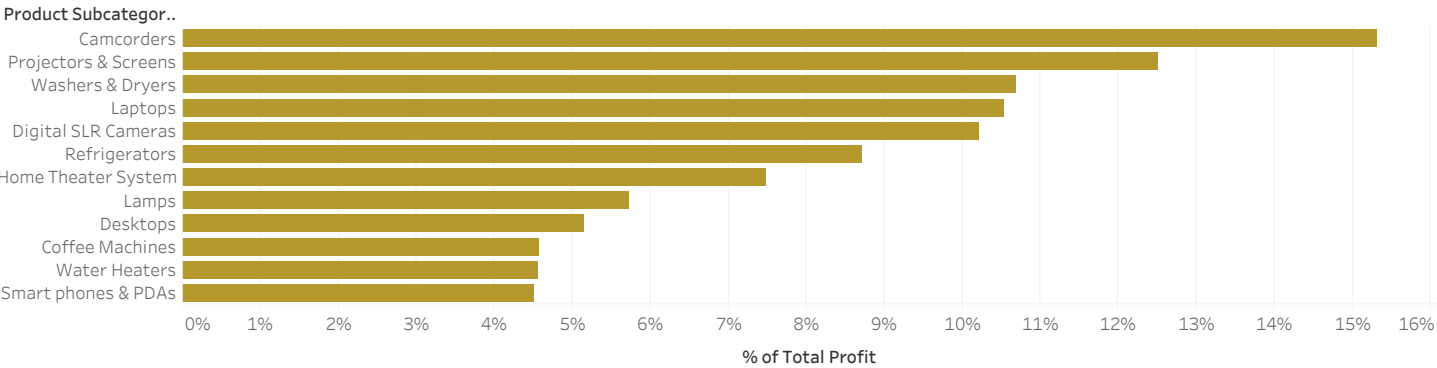
Product Category Name and Product Subcategory Name. Color shows average of Sales Quantity. Size shows average of Sales Quantity. The marks are labeled by Product Category Name and Product Subcategory Name. The view is filtered on Product Subcategory Name, which keeps 10 of 32 members.

Product
category
contribution
for
profit



% of Total Profit.
Color shows
details about
Product Category
Name. The data is
filtered on Sales
Date Year and
Sales Date Month.
The Sales Date
Year filter keeps
2012, 2013 and
2014. The Sales
Date Month filter
keeps 12 of 12
members.
Percents are
based on each
column of the
table.

Suncategory contribution to total profit



% of Total Profit for each Product Subcategory Name. The data is filtered on Sales Date Year and Sales Date Month. The Sales Date Year filter keeps 2012, 2013 and 2014. The Sales Date Month filter keeps 12 of 12 members. The view is filtered on Product Subcategory Name, which keeps 12 of 32 members. Percents are based on each column of the table.

Month of Sales Date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August

Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

Month of Sales Date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August

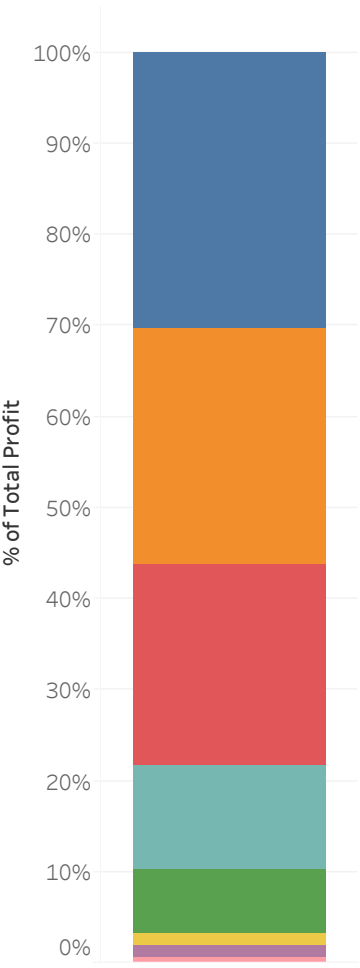
Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

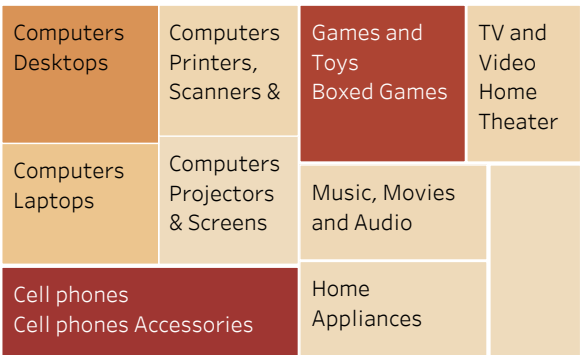
Product Category N..

- ☒ Home Appliances
- ☒ Computers
- ☒ Cameras and ca..
- ☒ TV and Video
- ☒ Cell phones
- ☒ Music, Movies a..

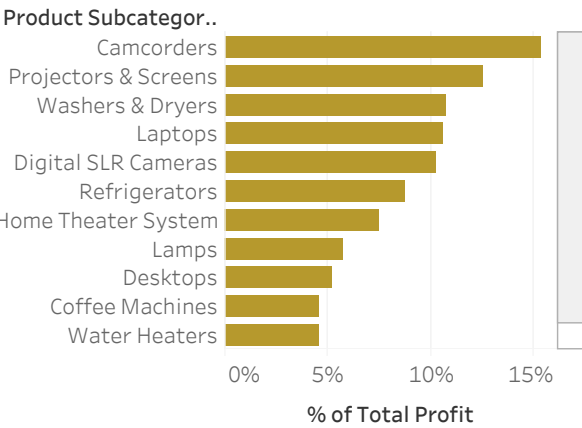
Product category contribution for profit



Average sales quantity for each category and top 10 subcategory



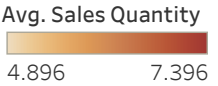
Suncategory contribution to total profit



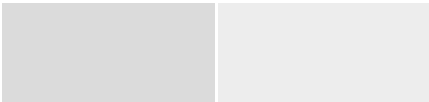
Product Subcategory..

- ☒ Air Conditioners
- ☒ Bluetooth Head..
- ☒ Boxed Games
- ☒ Camcorders
- ☒ Cameras & Camc..
- ☒ Car Video
- ☒ Cell phones Acce..
- ☒ Coffee Machines
- ☒ Computers Acce..
- ☒ Desktops
- ☒ Digital Cameras
- ☒ Digital SLR Cam..
- ☒ Download Games
- ☒ Fans
- ☒ Home & Office P..
- ☒ Home Theater S..
- ☒ Lamps
- ☒ Laptops
- ☒ Microwaves
- ☒ Monitors
- ☒ Movie DVD
- ☒ MP4&MP3
- ☒ Printers, Scanne..
- ☒ Projectors & Scr..
- ☒ Recording Pen
- ☒ Refrigerators
- ☒ Smart phones & ..
- ☒ Televisions
- ☒ Touch Screen Ph..

Limit
Top 10 by
AVG([Sales
Quantity])



Story 1



Month of Sales Date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☐ ..

Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

Brand Name

- ☒ Contoso
- ☒ Fabrikam
- ☒ Adventure ..
- ☒ Litware
- ☒ Proseware
- ☒ Wide World ..
- ☒ The Phone C..
- ☐ A. Datum
- ☐ Southridge ..
- ☐ Northwind T..
- ☐ Tailspin Toys

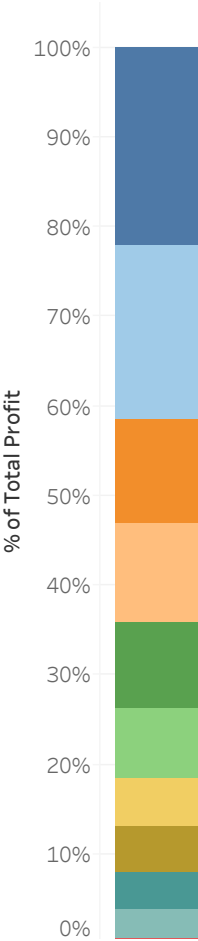
Year of Sales Date

- ☒ 2012
- ☒ 2013
- ☒ 2014

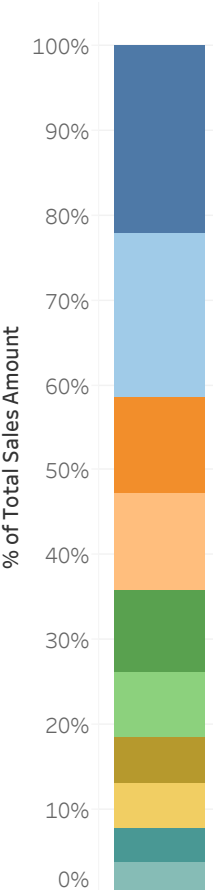
Month of Sales Date

- ☒ January
- ☒ February
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- ☒ June
- ☒ July
- ☒ August

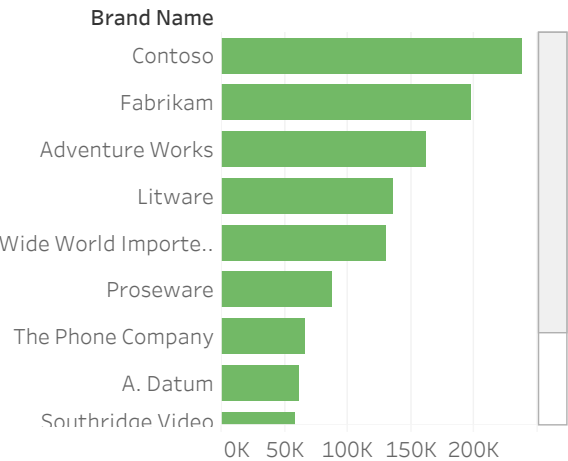
Contribution of brands in Total profit



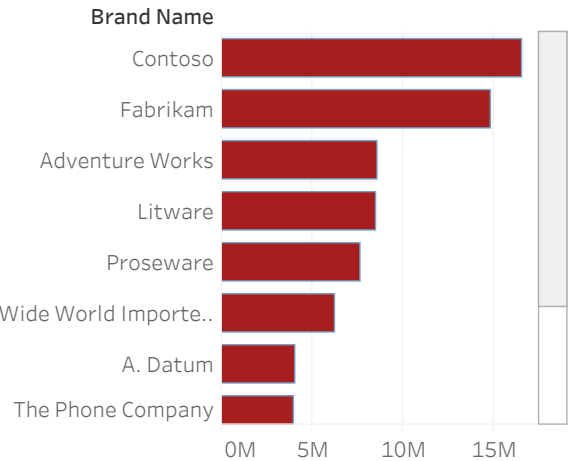
Contribution of Brands in total sales



West coast sales



East coast brand sales



Story 1

