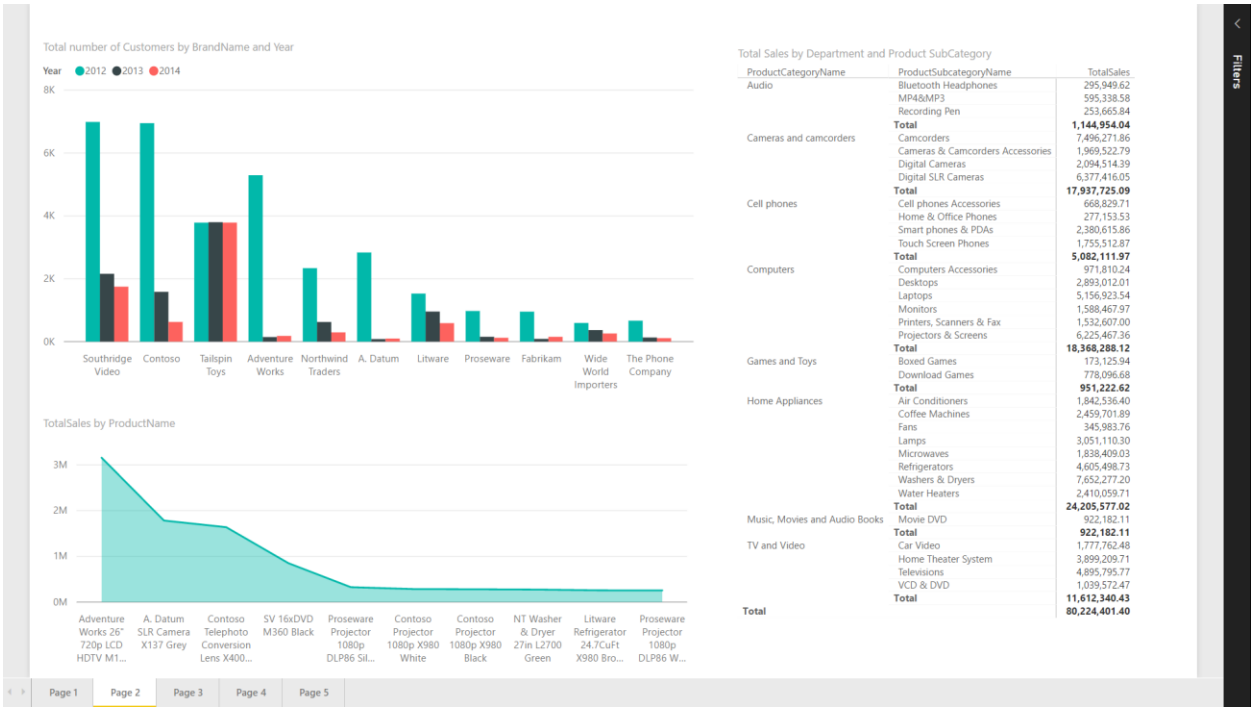
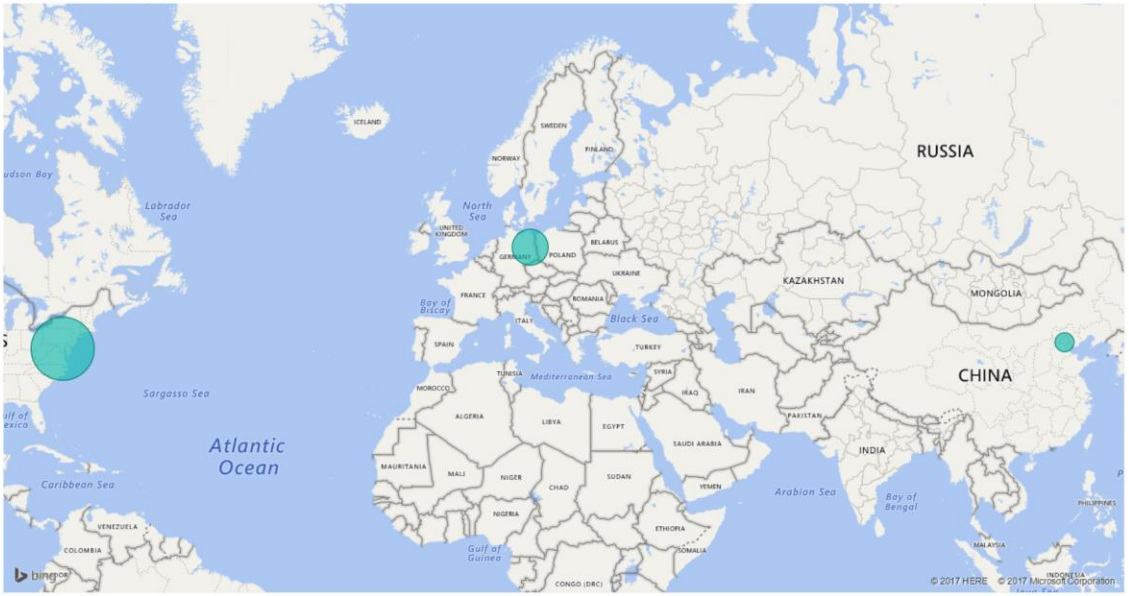
Online Sales



ProductCategoryName	ProductSubcategoryName	TotalSales
Audio	Bluetooth Headphones	295,949.62
	MP4&MP3	595,338.58
	Recording Pen	253,665.84
	Total	**1,144,954.04**
Cameras and camcorders	Camcorders	7,496,271.86
	Cameras & Camcorders Accessories	1,969,522.79
	Digital Cameras	2,094,514.39
	Digital SLR Cameras	6,377,416.05
	Total	**17,937,725.09**
Cell phones	Cell phones Accessories	668,829.71
	Home & Office Phones	277,153.53
	Smart phones & PDAs	2,380,615.86
	Touch Screen Phones	1,755,512.87
	Total	**5,082,111.97**
Computers	Computers Accessories	971,810.24
	Desktops	2,893,012.01
	Laptops	5,156,923.54
	Monitors	1,588,467.97
	Printers, Scanners & Fax	1,532,607.00
	Projectors & Screens	6,225,467.36
	Total	**18,368,288.12**
Games and Toys	Boxed Games	173,125.94
	Download Games	778,096.68
	Total	**951,222.62**
Home Appliances	Air Conditioners	1,842,536.40
	Coffee Machines	2,459,701.89
	Fans	345,983.76
	Lamps	3,051,110.30
	Microwaves	1,838,409.03
	Refrigerators	4,605,498.73
	Washers & Dryers	7,652,277.20
	Water Heaters	2,410,059.71
	Total	**24,205,577.02**
Music, Movies and Audio Books	Movie DVD	922,182.11
	Total	**922,182.11**
TV and Video	Car Video	1,777,762.48
	Home Theater System	3,899,209.71
	Televisions	4,895,795.77
	VCD & DVD	1,039,572.47
	Total	**11,612,340.43**
Total		**80,224,401.40**

SalesAmount by SalesTerritoryRegion



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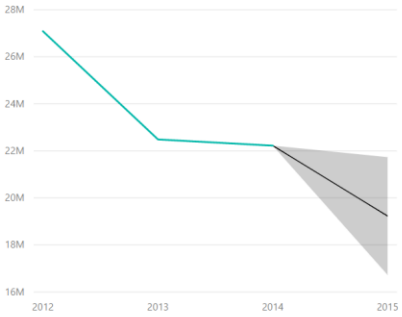
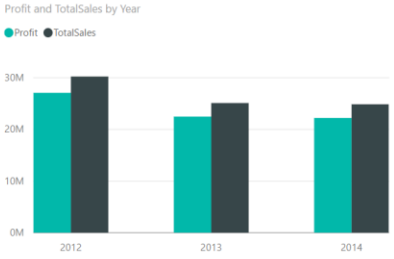
Filters

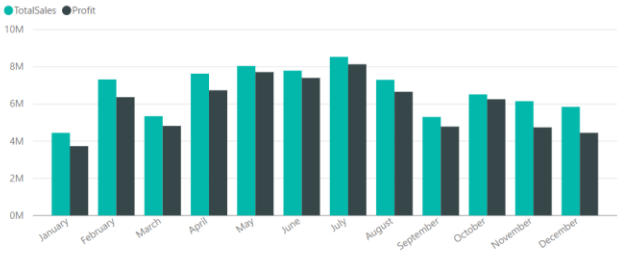
Profit by Year



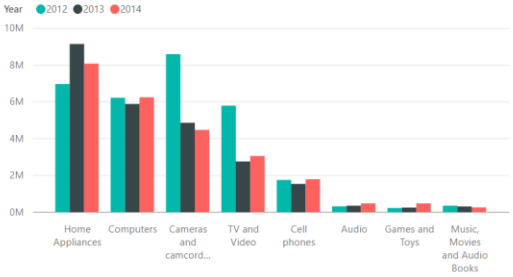
Profit and TotalSales by Year



TotalSales and Profit by Month



TotalSales by ProductCategoryName and Year



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Promotion by PromotionName and Year
Year
2012
2013
2014
100K
50K
0K
No Discount
European Spring Prom...
North America Back-to-Sc...
Asian Holiday Promotion
Asian Spring Promotion
European Holiday Promoti...
North America Spring Pro...
Asian Summer Promotion
North America Holiday Pro...
European Back-to-Scholl P...
(Blank)
TotalSales by StoreName and Year
11M
10M
9M
8M
7M
6M
10.7M
10.8M
8.7M
9.2M
8.7M
9.4M
8.7M
7.0M
7.0M
Contoso North America Online Store
Contoso Europe Online Store
Contoso Asia Online Store
Profit and Product by ProductCategoryName and Year
Count of ProductSK
40K
30K
20K
10K
0K
0M
1M
2M
3M
4M
5M
6M
7M
8M
9M
Profit
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Filters

Promotion by PromotionName and Year
Year
2012
2013
2014
40K
30K
20K
10K
0K
No Discount
European Spring Pro...
European Holiday Promoti...
North America Spring Pro...
North America Back-to-Sc...
Asian Holiday Promotion
Asian Summer Promotion
North America Holiday Pro...
Asian Spring Promotion
European Back-to-Scholl P...
(Blank)
TotalSales by StoreName and Year
11.0M
10.5M
10.0M
9.5M
9.0M
8.5M
10.82M
10.73M
8.70M
Contoso Europe Online Store
Contoso North America Online Store
Contoso Asia Online Store
Profit and Product by ProductCategoryName and Year
Count of ProductSK
25K
20K
15K
10K
5K
0K
0M
1M
2M
3M
4M
5M
6M
7M
8M
Profit
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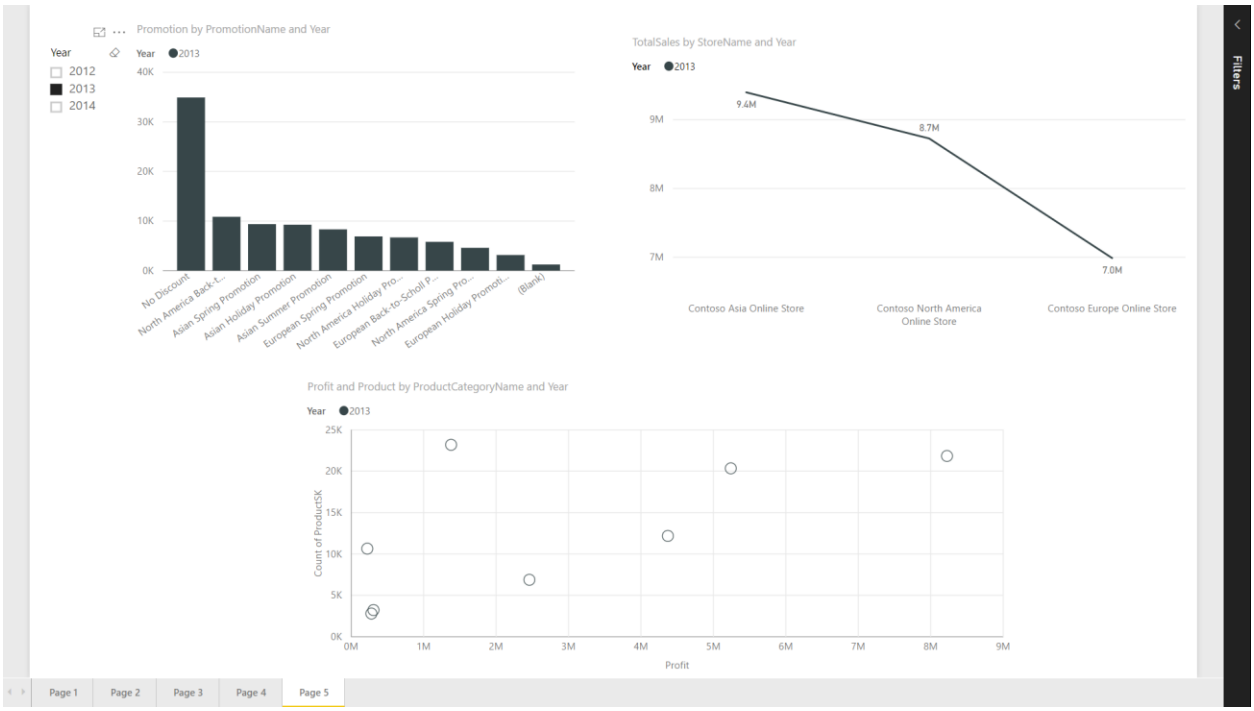
Filters


Promotion by PromotionName and Year
Year
2012
2013
2014
Year 2013
40K
30K
20K
10K
0K
No Discount
North America Back-t...
Asian Spring Promotion
Asian Holiday Promotion
Asian Summer Promotion
European Spring Promotion
North America Holiday Pro...
European Back-to-Scholl P...
North America Spring Pro...
European Holiday Promoti...
(Blank)
TotalSales by StoreName and Year
Year 2013
9.4M
8.7M
7.0M
9M
8M
7M
Contoso Asia Online Store
Contoso North America Online Store
Contoso Europe Online Store
Profit and Product by ProductCategoryName and Year
Year 2013
Count of ProductSK
25K
20K
15K
10K
5K
0K
0M
1M
2M
3M
4M
5M
6M
7M
8M
9M
Profit
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Filters

Promotion by PromotionName and Year
Year
2012
2013
2014
Year 2014
40K
30K
20K
10K
0K
No Discount
European Spring Pro...
North America Back-to-Sc...
Asian Holiday Promotion
Asian Spring Promotion
North America Spring Pro...
European Holiday Promoti...
North America Holiday Pro...
Asian Summer Promotion
European Back-to-Scholl P...
(Blank)
TotalSales by StoreName and Year
Year 2014
9.2M
8.7M
7.0M
9M
8M
7M
Contoso North America Online Store
Contoso Europe Online Store
Contoso Asia Online Store
Profit and Product by ProductCategoryName and Year
Year 2014
Count of ProductSK
40K
30K
20K
10K
0K
0M
1M
2M
3M
4M
5M
6M
7M
8M
Profit
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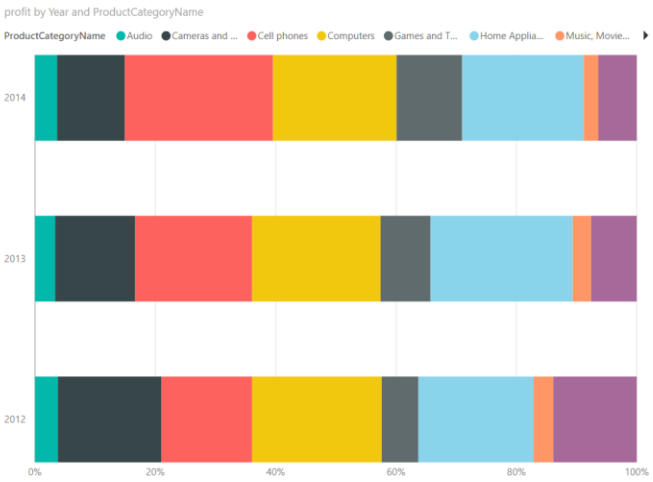
Filters

Store Analysis

What is the average quantity of products bought in each category, subcategory?

ProductCategoryName	ProductSubcategoryName	Count of ProductSK
Audio	Bluetooth Headphones	7385
	MP4&MP3	8054
	Recording Pen	2189
	Total	**17628**
Cameras and camcorders	Camcorders	17324
	Cameras & Camcorders Accessories	13834
	Digital Cameras	16972
	Digital SLR Cameras	20276
	Total	**68406**
Cell phones	Cell phones Accessories	55486
	Home & Office Phones	15458
	Smart phones & PDAs	14237
	Touch Screen Phones	10280
	Total	**95461**
Computers	Computers Accessories	35537
	Desktops	10679
	Laptops	13544
	Monitors	11196
	Printers, Scanners & Fax	16400
	Projectors & Screens	15708
	Total	**103064**
Games and Toys	Boxed Games	23489
	Download Games	17267
	Total	**40756**
Home Appliances	Air Conditioners	9506
	Coffee Machines	11564
	Fans	10634
	Lamps	25706
	Microwaves	16568
	Refrigerators	13465
	Washers & Dryers	8822
	Water Heaters	5248
	Total	**101513**
Music, Movies and Audio Books	Movie DVD	14252
	Total	**14252**
TV and Video	Car Video	7990
	Home Theater System	14098
	Televisions	13643
	VCD & DVD	10551
	Total	**46282**
Total		**487362**



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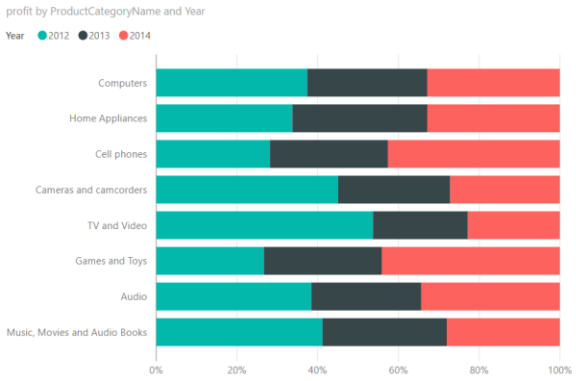
Which department has the most expensive products? How many of these products are sold every year?

BrandName	ProductName	Average of TotalCost	Count of ProductSK
Proseware	Proseware Projector 1080p DLP86 White	4,075.96	187
Total		**4,075.96**	**187**



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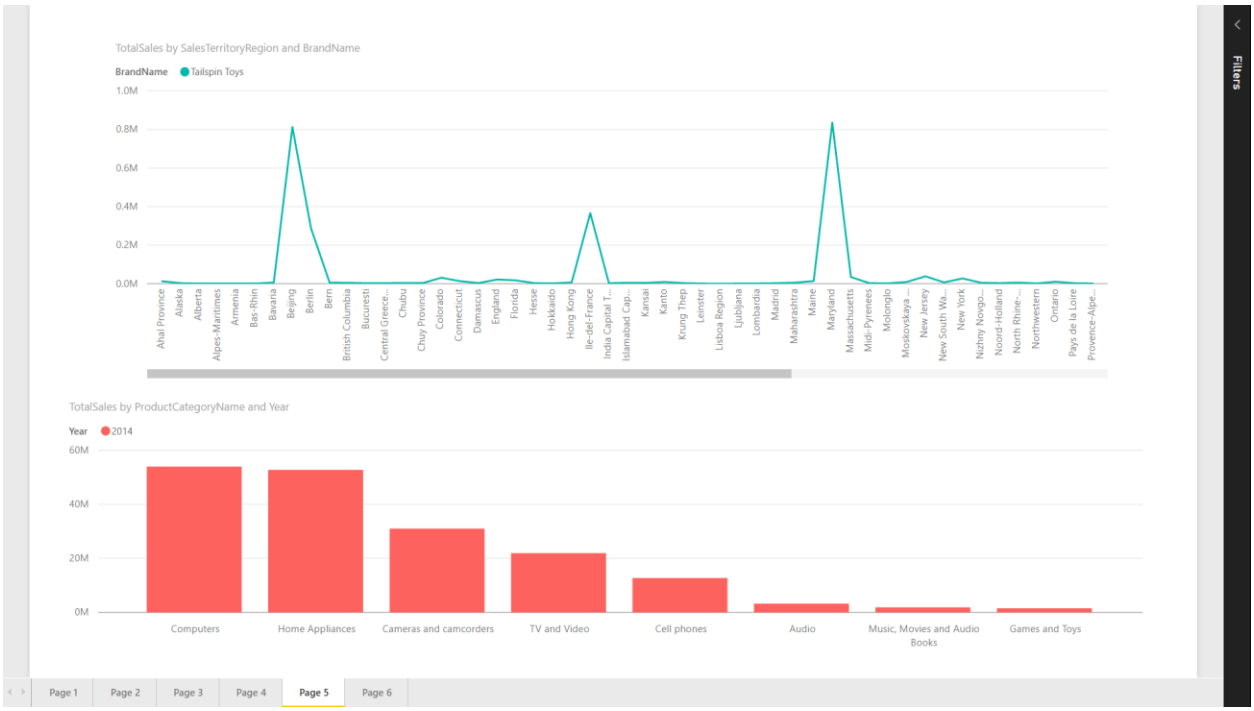
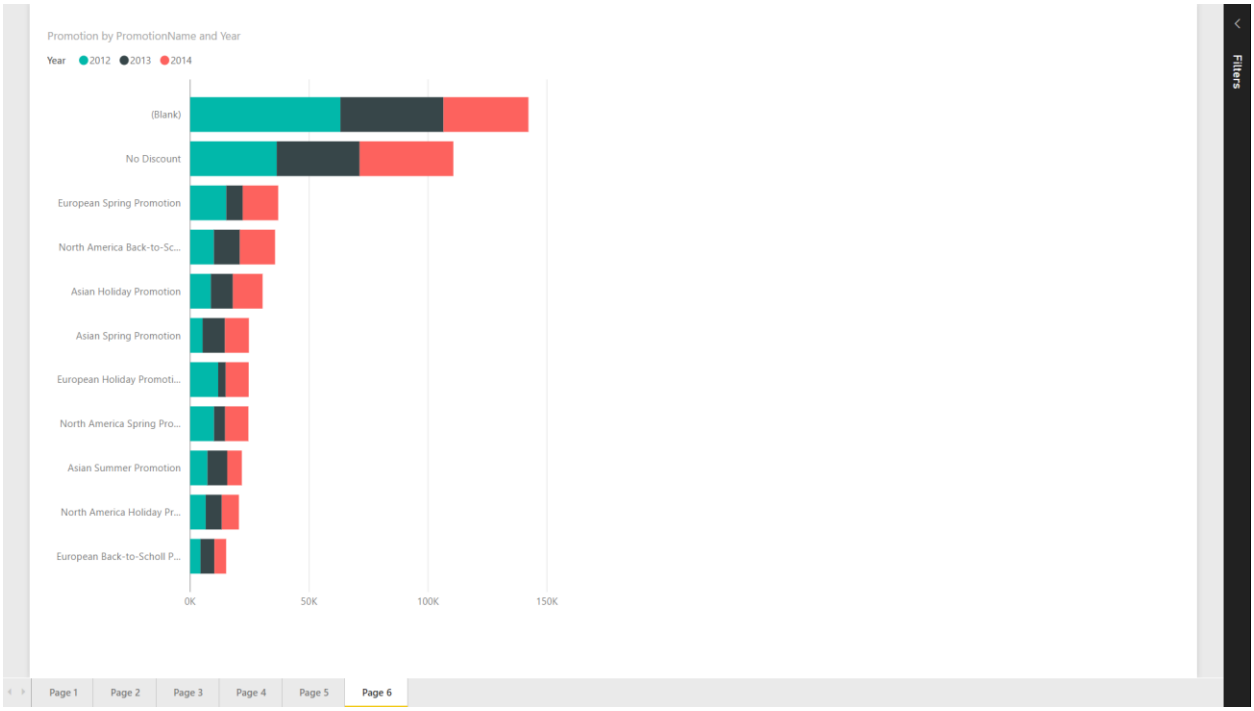
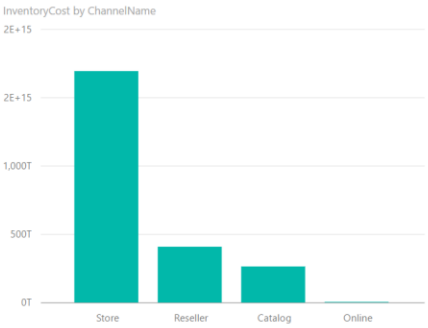
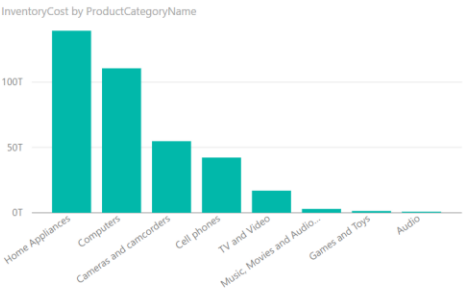
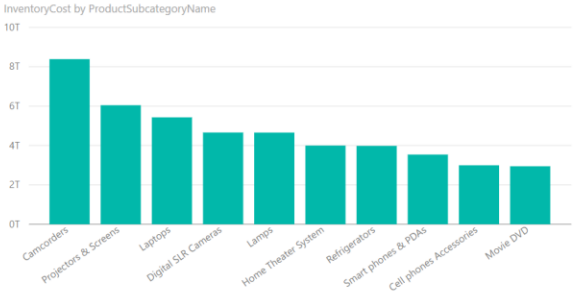




Inventory Analysis







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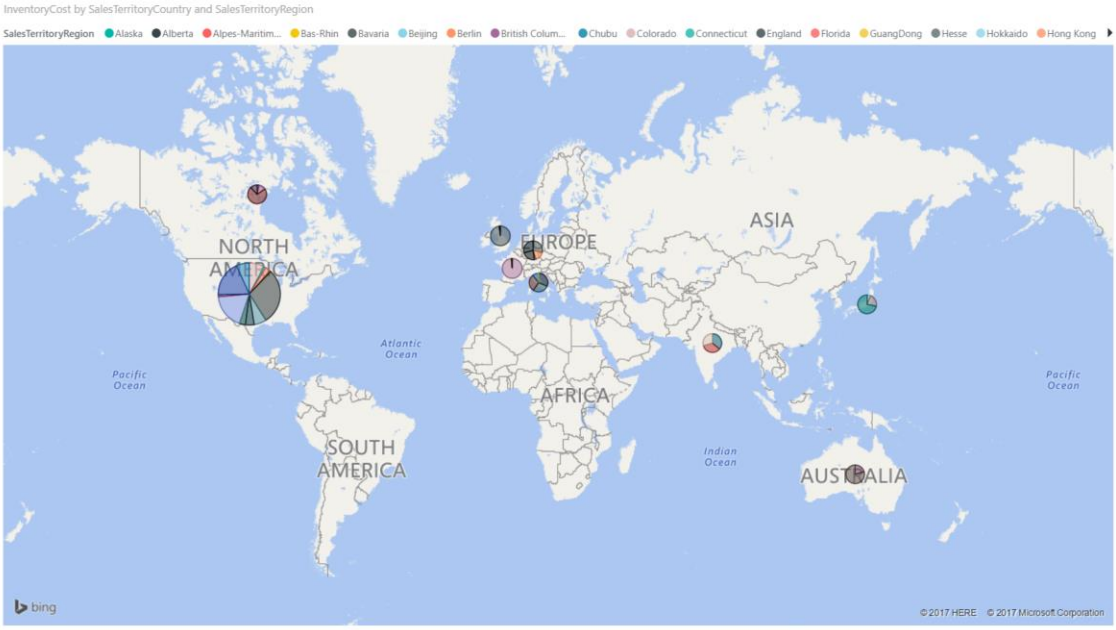

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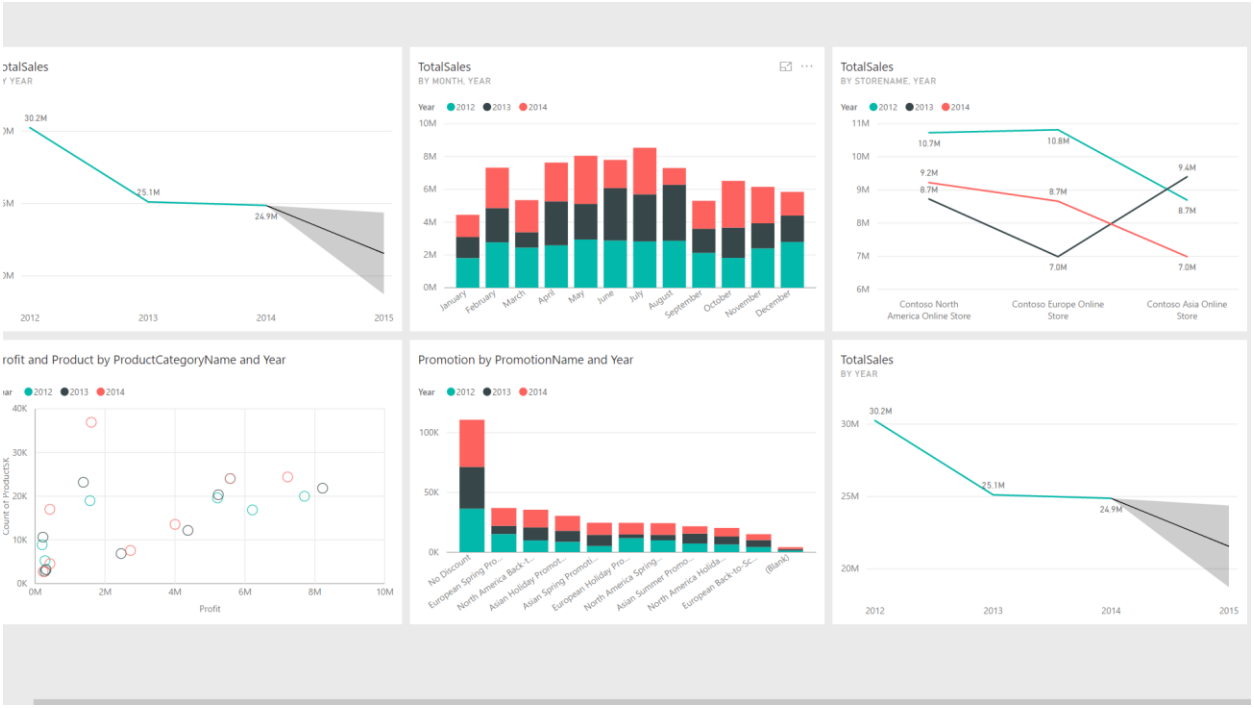
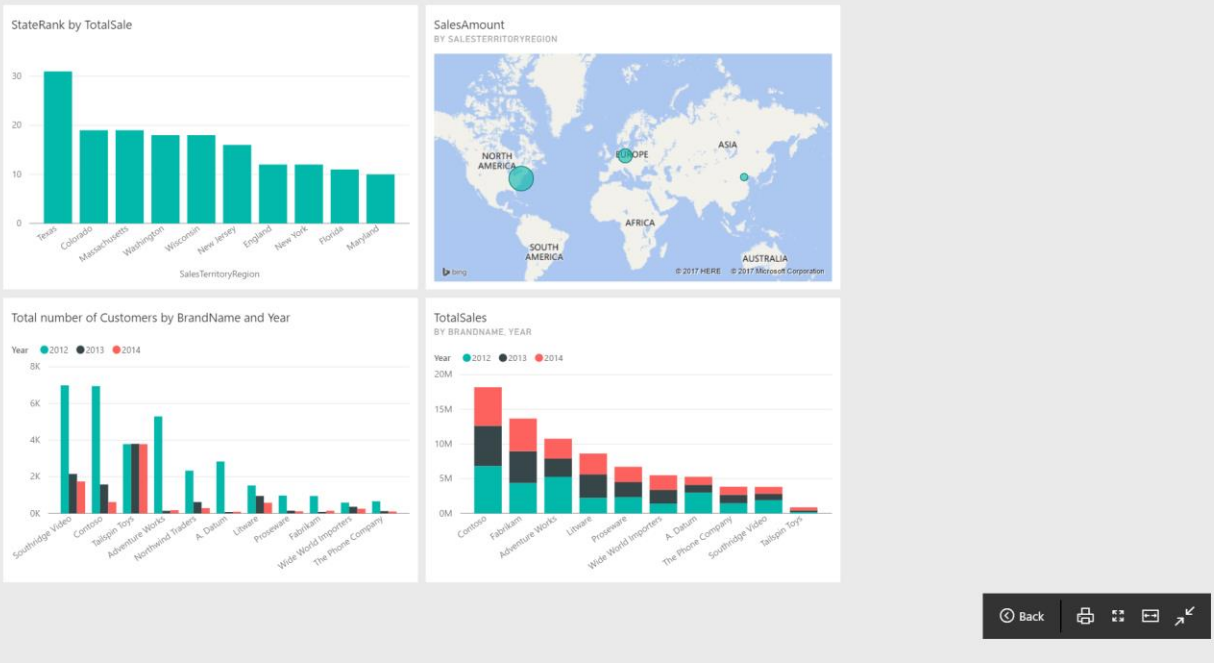
Dashboard

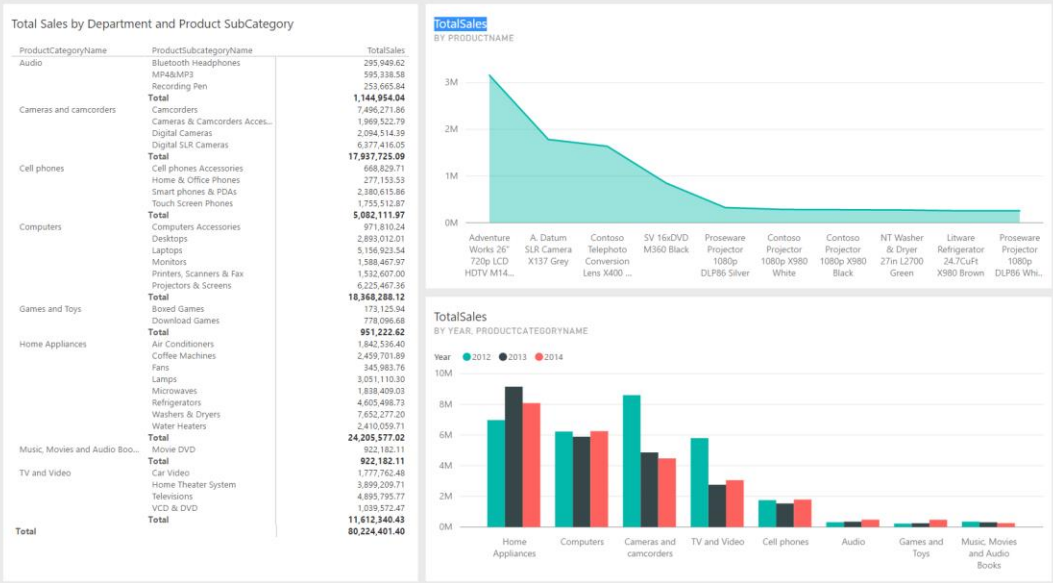
1) TotalSales Analysis



2) Total Sales by Region and Brand Name

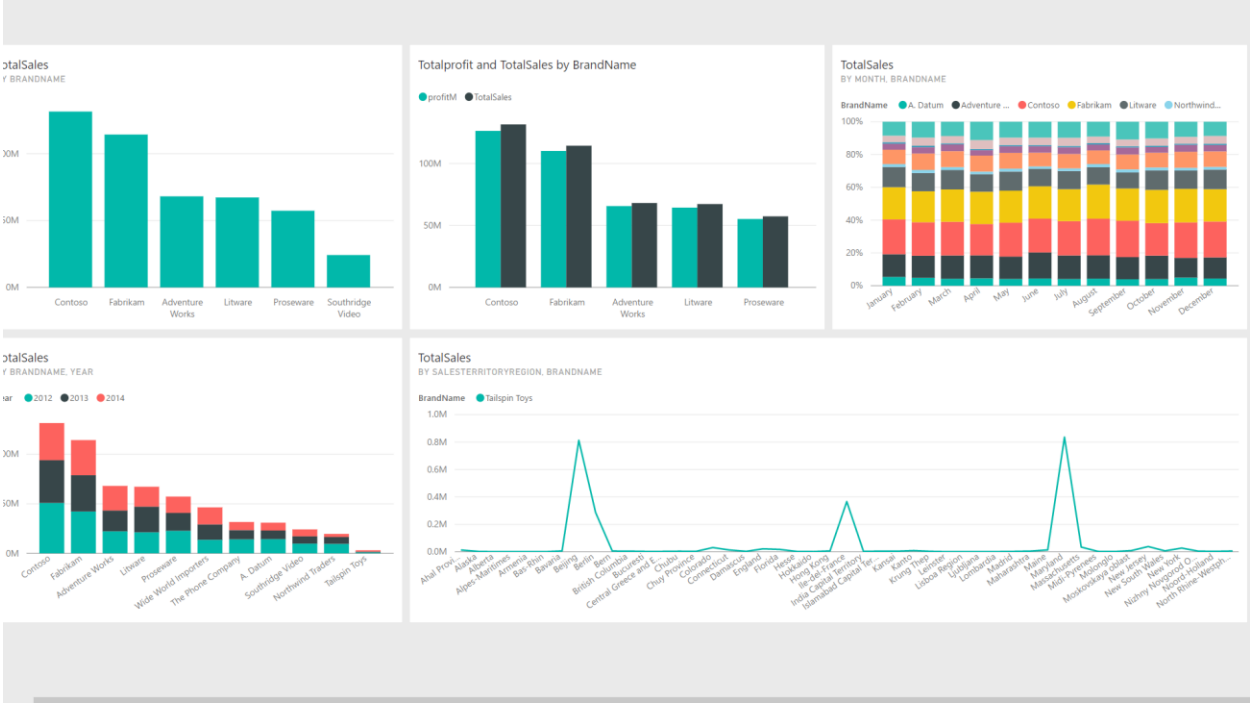


3) Sales by department and product sub category

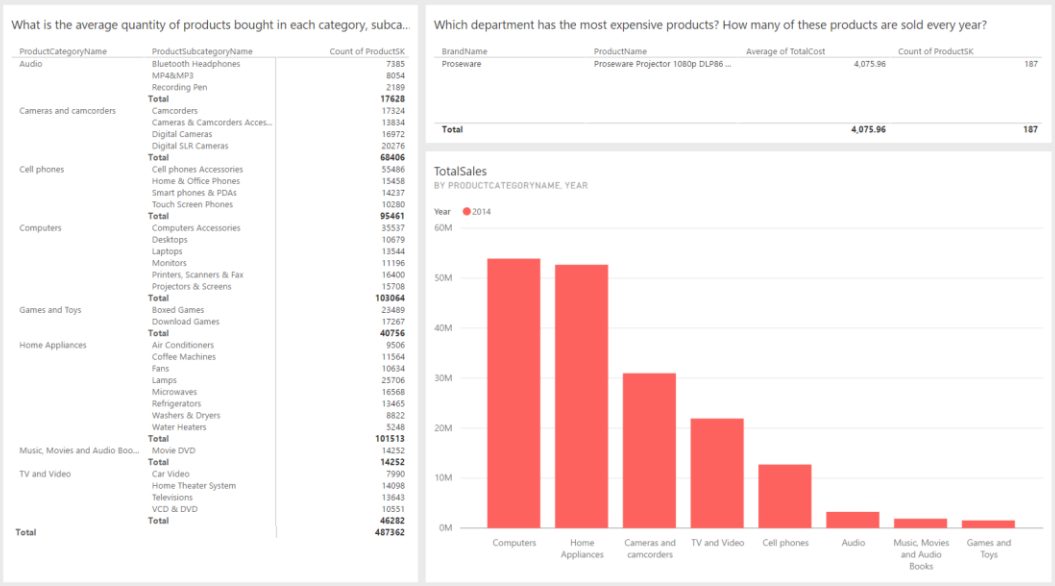


4) Analysis by Profit and Sales

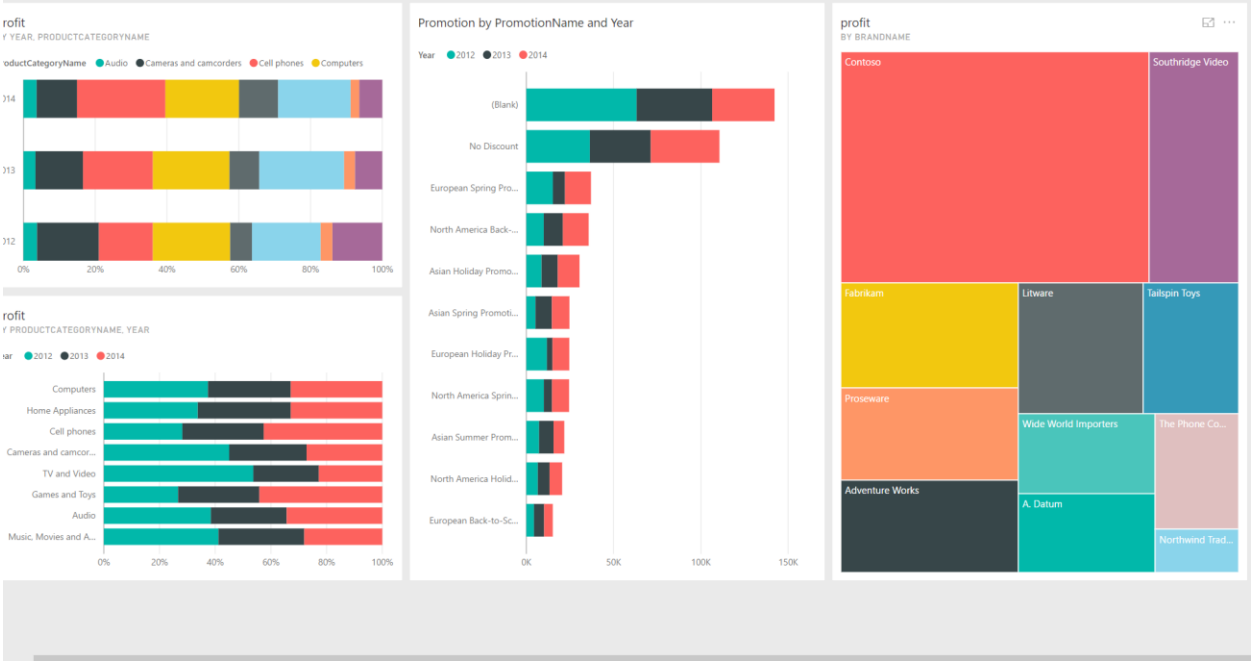
5) Store Sales by Brand Name



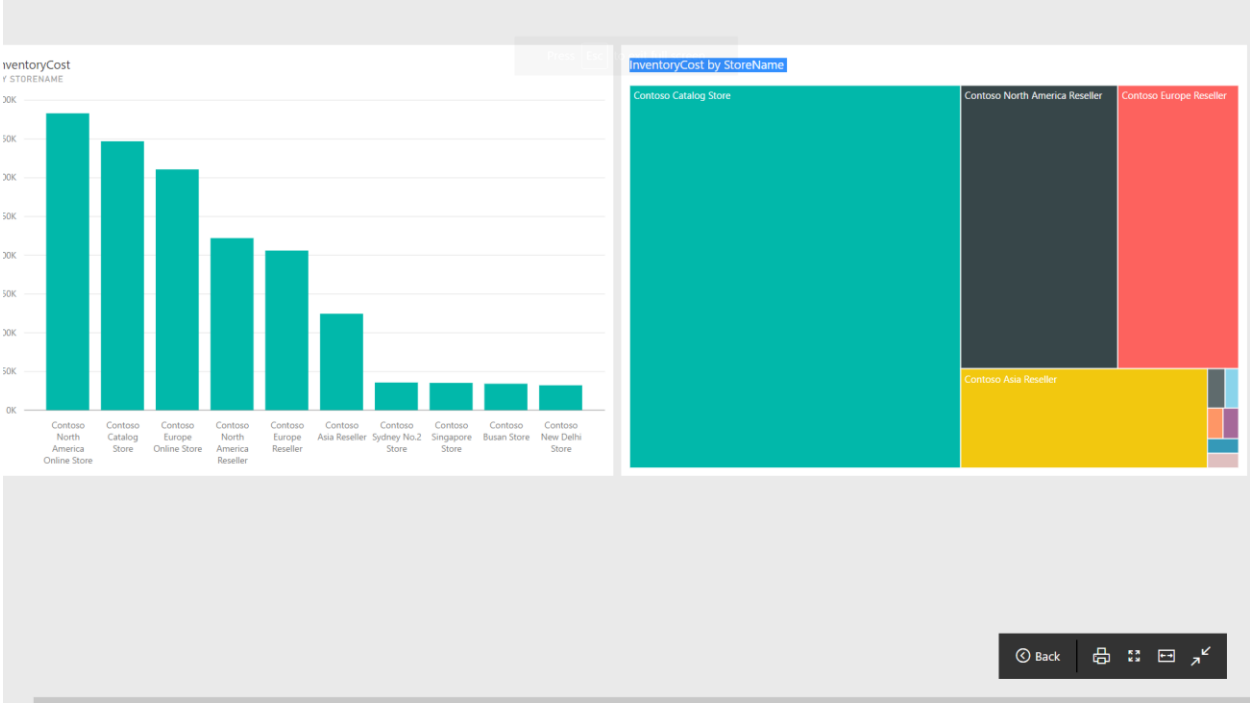
6) Store Sales by Product Category and Subcategory



7) Store Profit

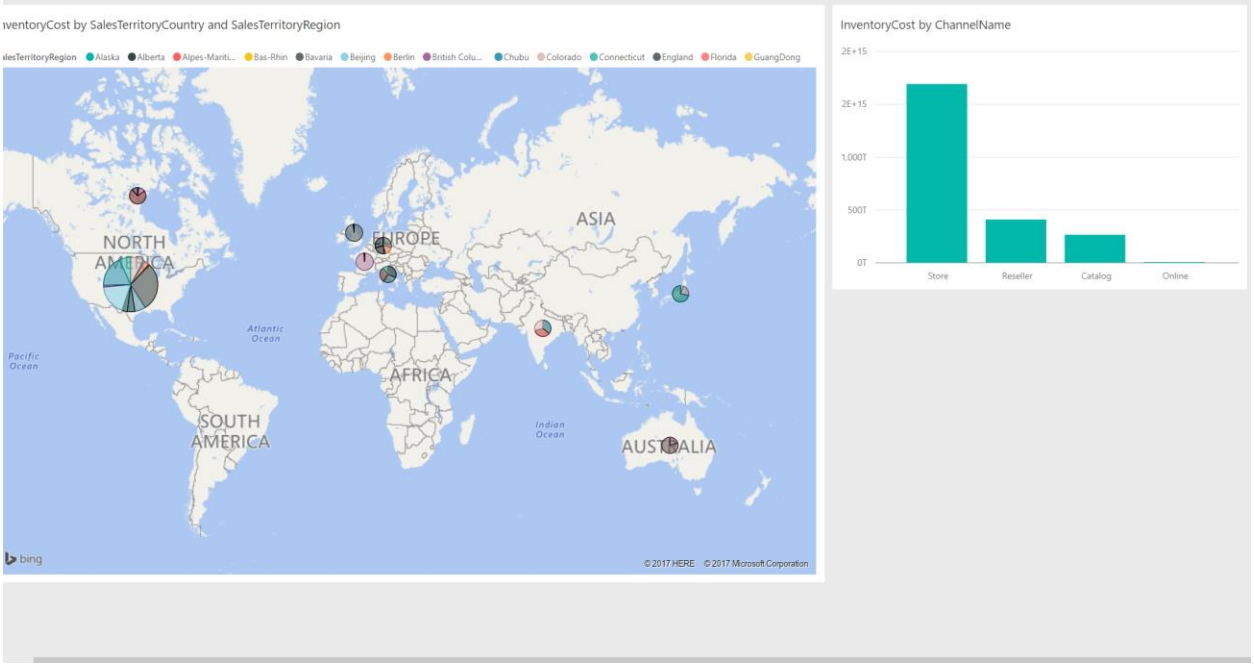
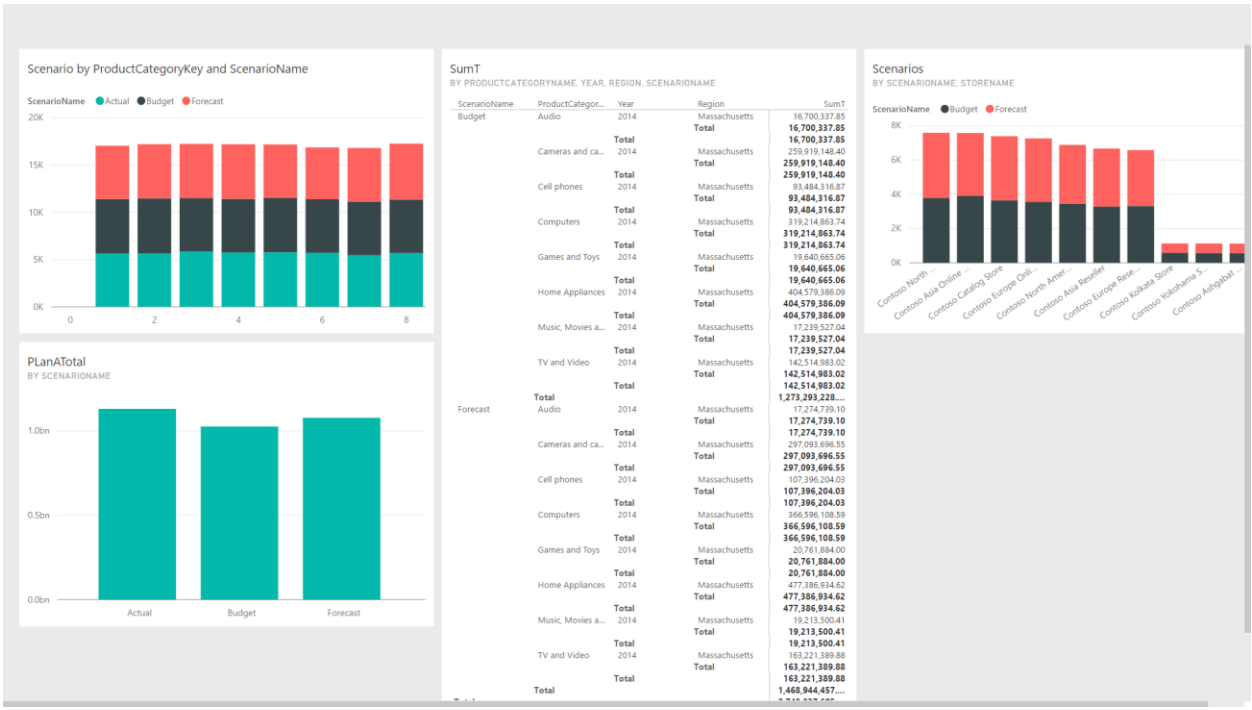


8) Inventory Cost by Store Name



9) Inventory Analysis by Product Category and Subcategory

10) Inventory Analysis by Channel Name and Region



11) Sales Quota and Plan Analysis