Weekly and Location Sales Analysis
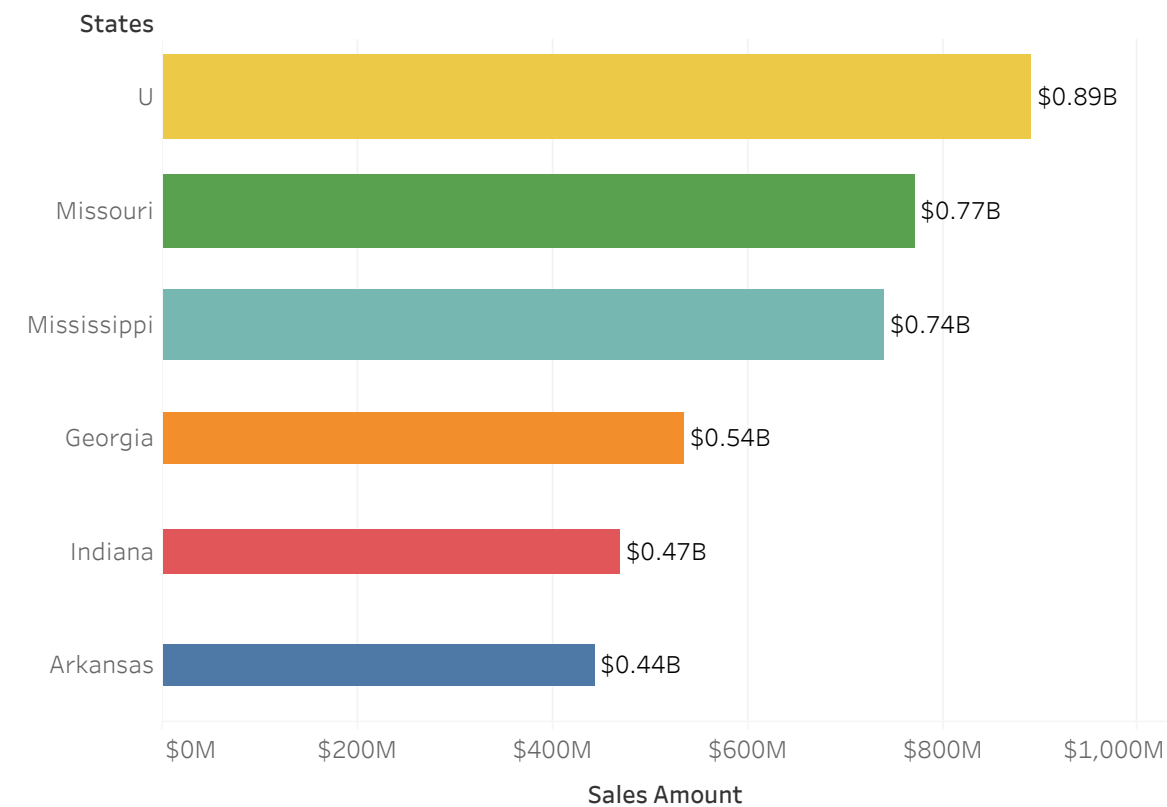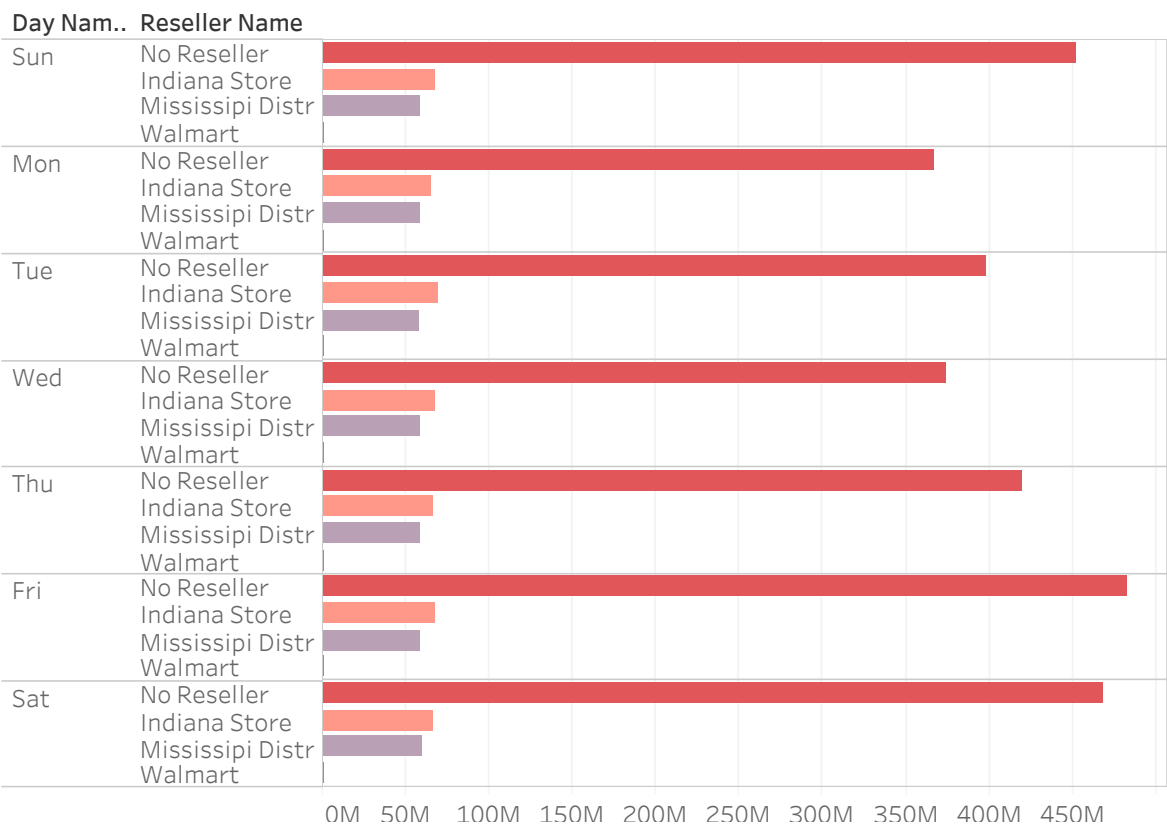
Sales Contribution - State
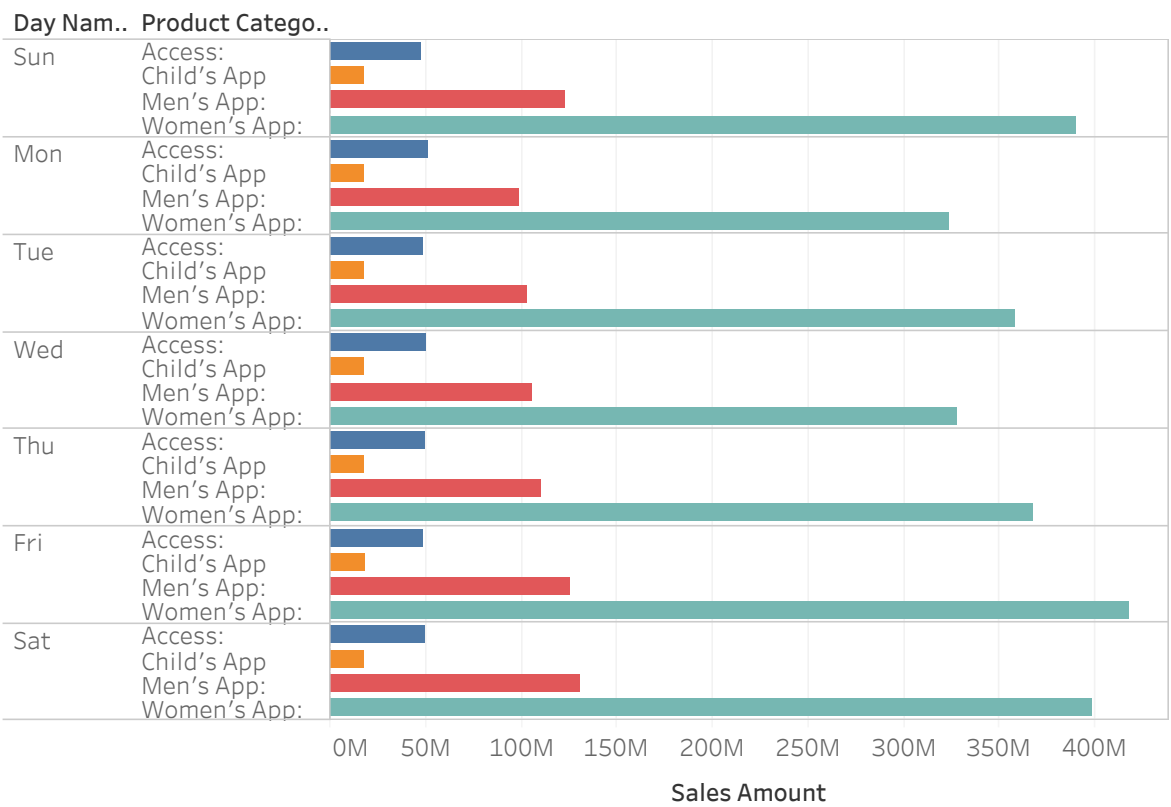
States

State	Sales Amount
U	$0.89B
Missouri	$0.77B
Mississippi	$0.74B
Georgia	$0.54B
Indiana	$0.47B
Arkansas	$0.44B

Sales Amount ($0M, $200M, $400M, $600M, $800M, $1,000M)

Sales Contribution - City

Reseller Name
All

States	Cities	Sales Amount
Arkansas	Bentonville	$ 227.83M
	Little Rock	$ 214.65M
Georgia	Atlanta	$ 535.14M
Indiana	Indianapolis	$ 469.17M
Mississippi	Jackson	$ 733.78M
	Meridian	$ 6.96M
Missouri	St Louis	$ 435.72M
	Jefferson City	$ 335.42M
U	U	$ 890.72M

Product Category
- Access:
- Child's App
- Men's App:
- Women's App:

Product Category
All

Product Type
All

Product Name
All

Calendar Year
All

Calendar Year
All

Reseller Sales - Weekly Data

Day Nam..	Reseller Name
Sun	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Mon	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Tue	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Wed	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Thu	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Fri	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart
Sat	No Reseller
	Indiana Store
	Mississipi Distr
	Walmart

0M, 50M, 100M, 150M, 200M, 250M, 300M, 350M, 400M, 450M

Categorical Sales - Weekly Data

Day Nam..	Product Catego..
Sun	Access:
	Child's App
	Men's App:
	Women's App:
Mon	Access:
	Child's App
	Men's App:
	Women's App:
Tue	Access:
	Child's App
	Men's App:
	Women's App:
Wed	Access:
	Child's App
	Men's App:
	Women's App:
Thu	Access:
	Child's App
	Men's App:
	Women's App:
Fri	Access:
	Child's App
	Men's App:
	Women's App:
Sat	Access:
	Child's App
	Men's App:
	Women's App:

0M, 50M, 100M, 150M, 200M, 250M, 300M, 350M, 400M

Sales Amount

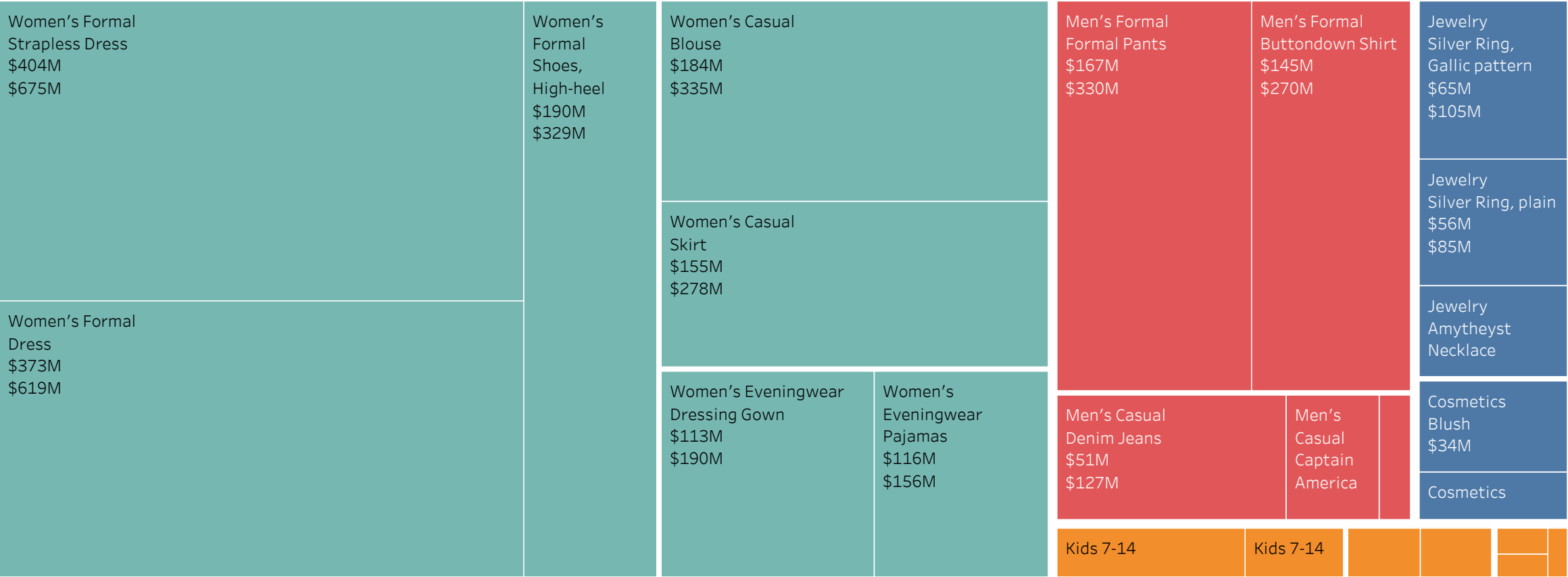# Product Profitability Dashboard

Product Performance

Product ..

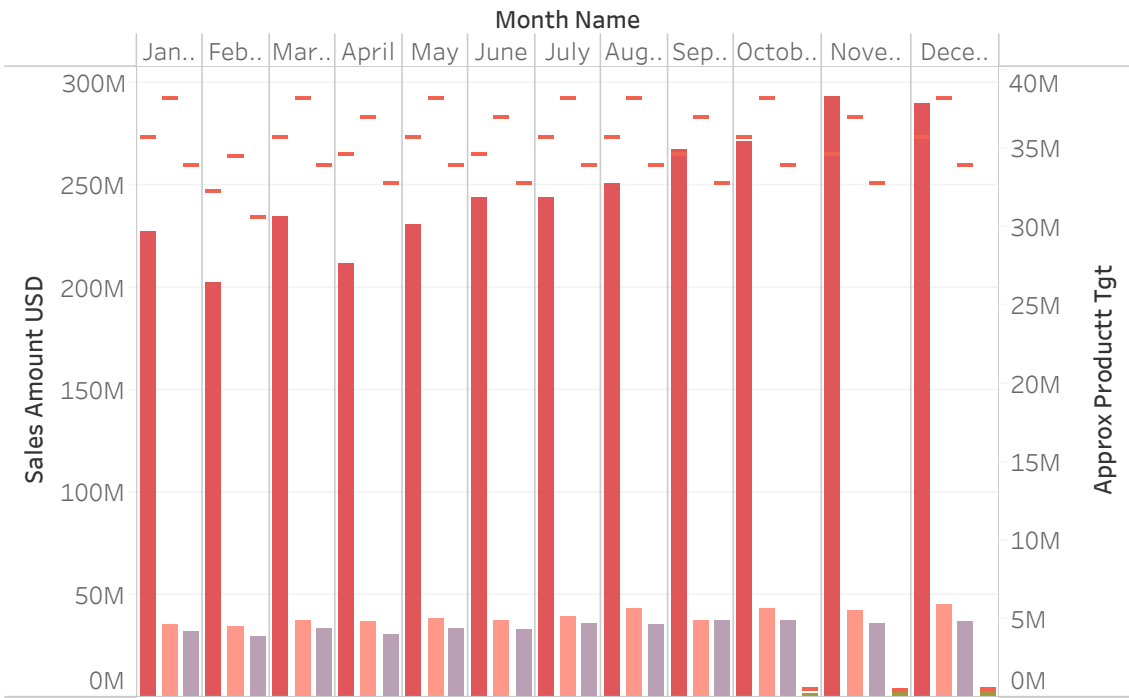### Profit USD

Product	
Women's App:	
Men's App:	
Access:	
Child's App	

0M 200M 400M 600M 800M 1000M 1200M 1400M 1600M

Profit USD

Sales USD

0M 400M 800M 1200M 1600M 2000M 2400M

Sales USD

Calendar Year
All

Product Category
- ■ Access:
- ■ Child's App
- ■ Men's App:
- ■ Women's App:

Reseller Name
All

Product Category
All

Product Grid

Women's Formal Strapless Dress $404M $675M	Women's Formal Shoes, High-heel $190M $329M	Women's Casual Blouse $184M $335M	Men's Formal Formal Pants $167M $330M	Men's Formal Buttondown Shirt $145M $270M	Jewelry Silver Ring, Gallic pattern $65M $105M

Women's Casual Skirt $155M $278M

Jewelry Silver Ring, plain $56M $85M

Women's Formal Dress $373M $619M

Women's Eveningwear Dressing Gown $113M $190M

Women's Eveningwear Pajamas $116M $156M

Men's Casual Denim Jeans $51M $127M

Men's Casual Captain America

Jewelry Amytheyst Necklace

Cosmetics Blush $34M

Cosmetics

Kids 7-14

Kids 7-14

KEY METRICS

Unit Profit

Wholesale Price - Profit Margin

Product Category
All

Product Type
All

Product Name
All

Product Category
- Access:
- Child's App
- Men's App:
- Women's App:

Reseller Name
All

Reseller Name
- Indiana Store
- Mississipi Distr
- No Reseller
- Walmart

Measure Names
- Approx Productt ..

Year of Full Date
2013

TARGET V/S ACTUAL SALES
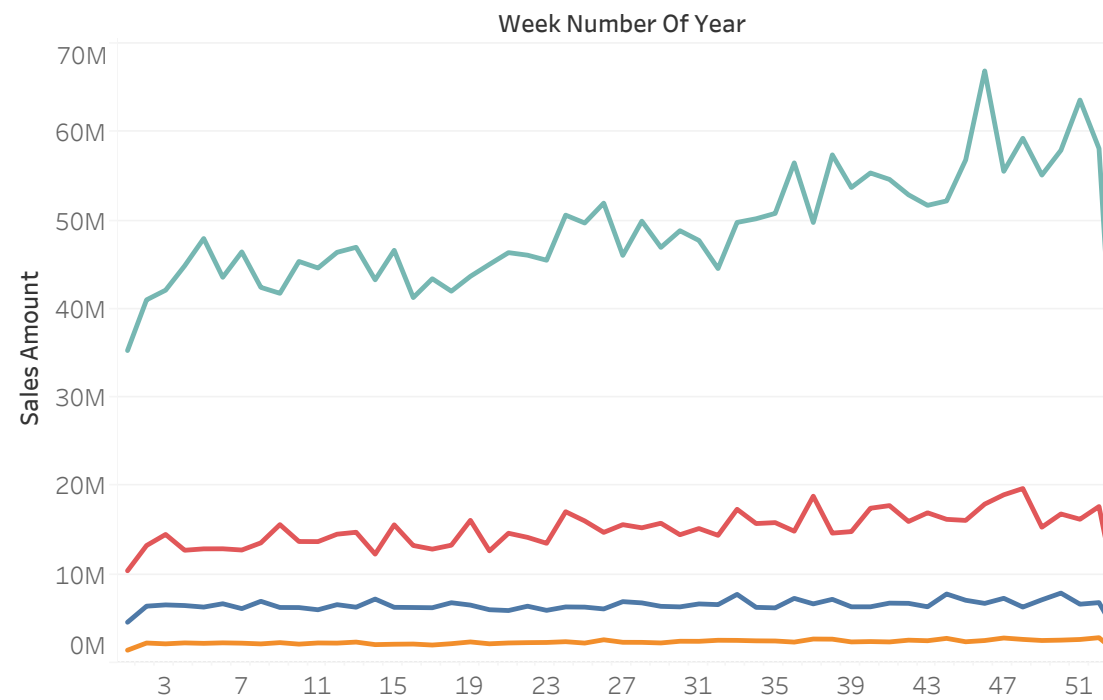

Reseller Profit by Month

Forecast

Sales Forecast
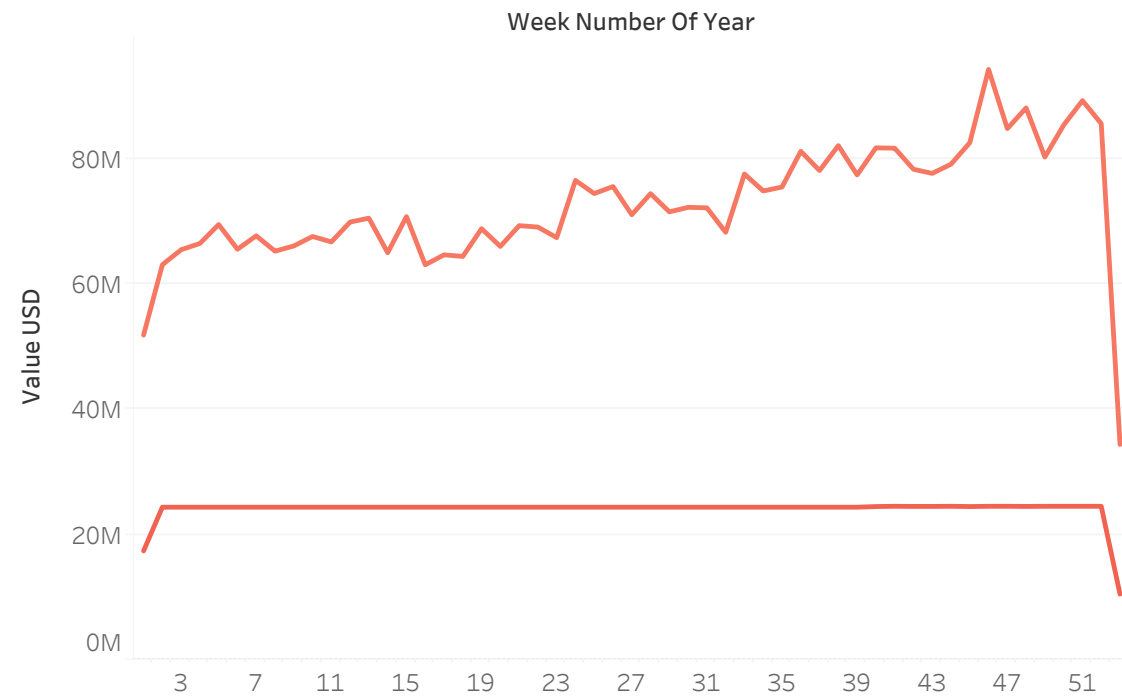
Week Number Of Year

Profit Forecast - Reseller

Week Number Of Year

Calendar Year
All

Reseller Name
All

Measure Names
- Approx Productt ..
- Sales Amount

Reseller Name
- Indiana Store
- Mississipi Distr
- No Reseller
- Walmart

Product Category
- Access:
- Child's App
- Men's App:
- Women's App:

Profit Forecast - Categories

Week Number Of Year

Sales Forecast - Categories

Week Number Of Year
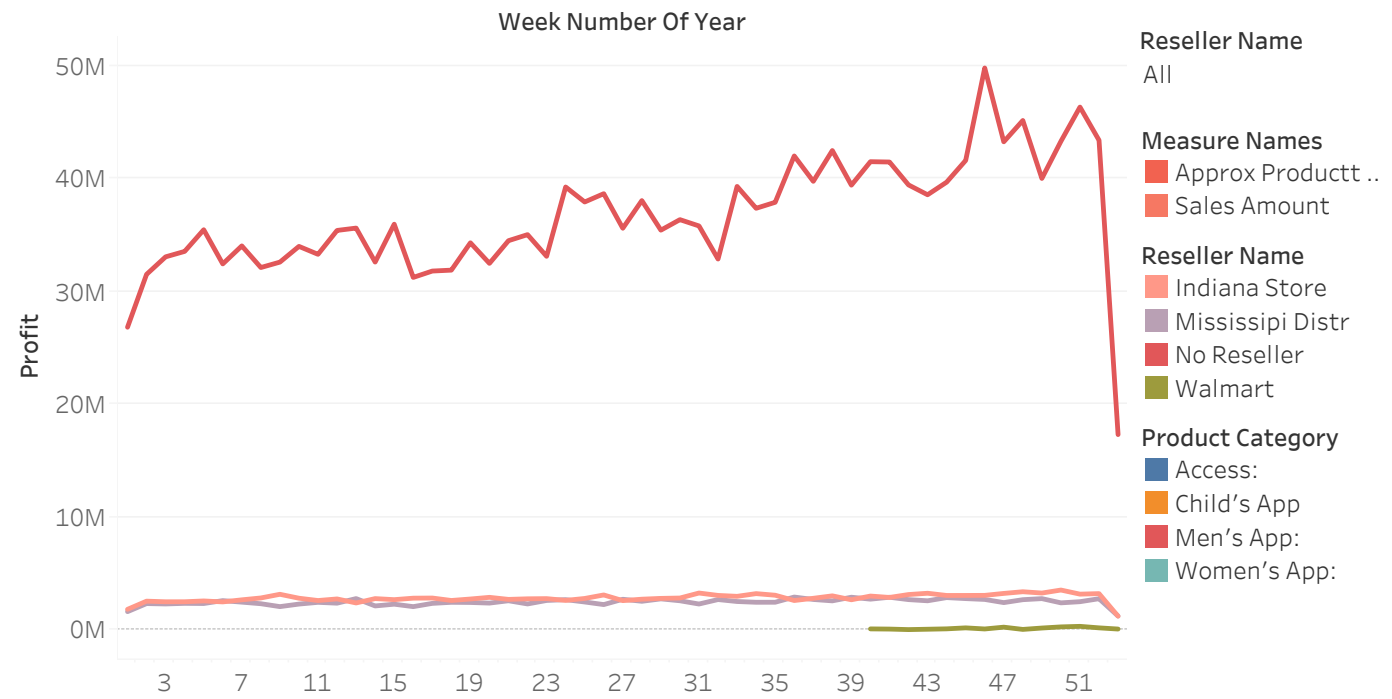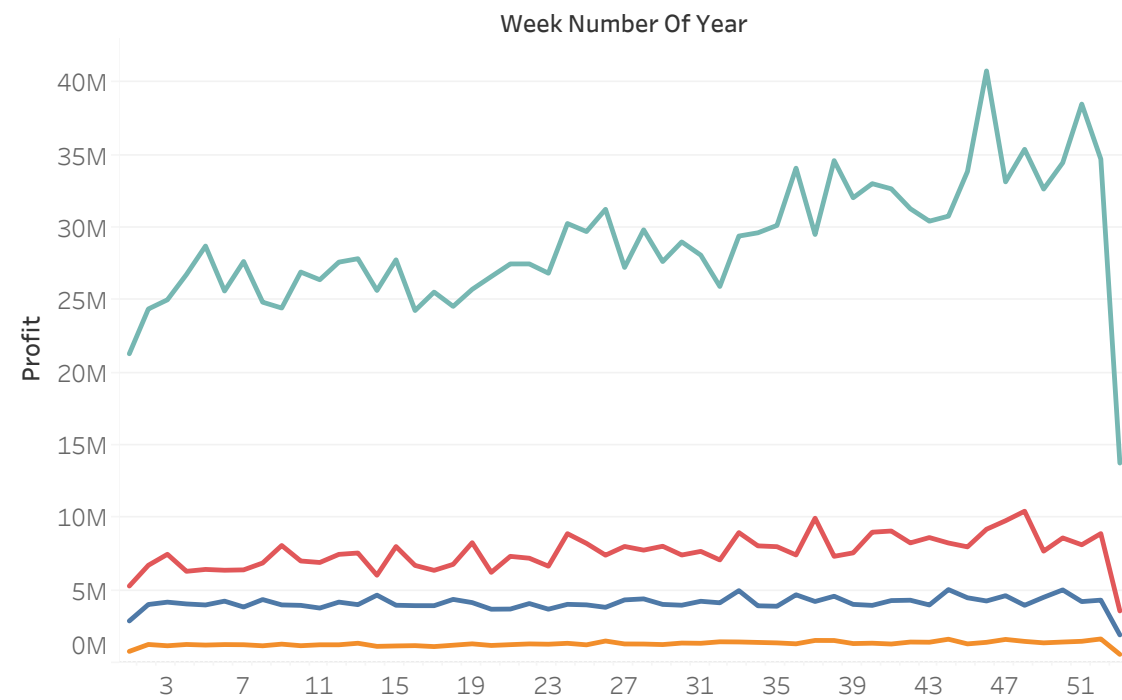
TARGET V/S ACTUAL SALES
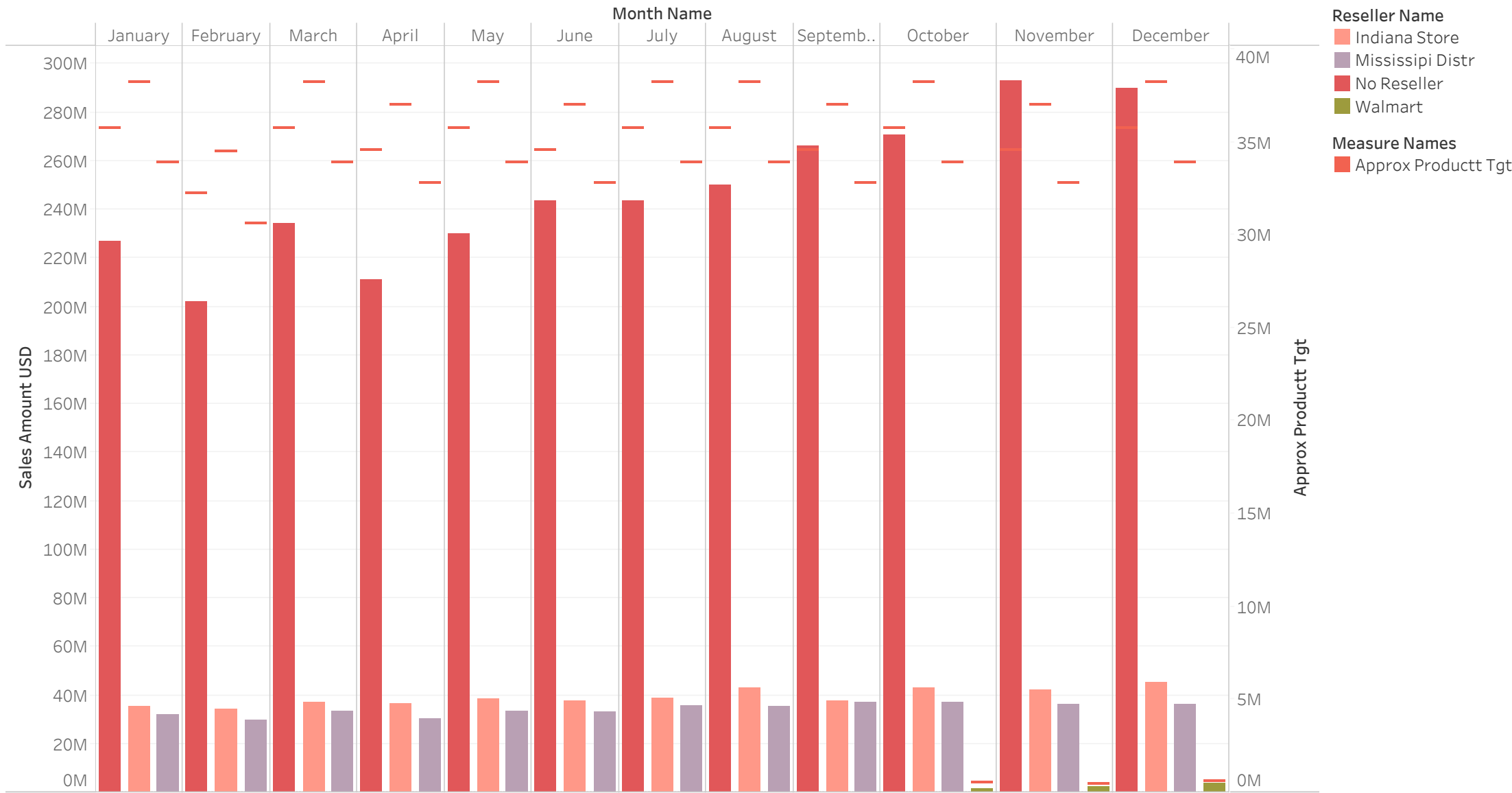
Sum of Sales Amount and Approx Productt Tgt for each Reseller Name broken down by Month Name. For pane Sum of Sales Amount: Color shows details about Reseller Name. For pane Sum of Approx Productt Tgt: Color shows details about Approx Productt Tgt. The data is filtered on Product Category, Product Name, Product Type, Calendar Year and Full Date Year. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members. The Product Type filter keeps 10 of 10 members. The Calendar Year filter keeps 2013 and 2014. The Full Date Year filter keeps 2013. The view is filtered on Reseller Name, which keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.

# Reseller Profit by Month
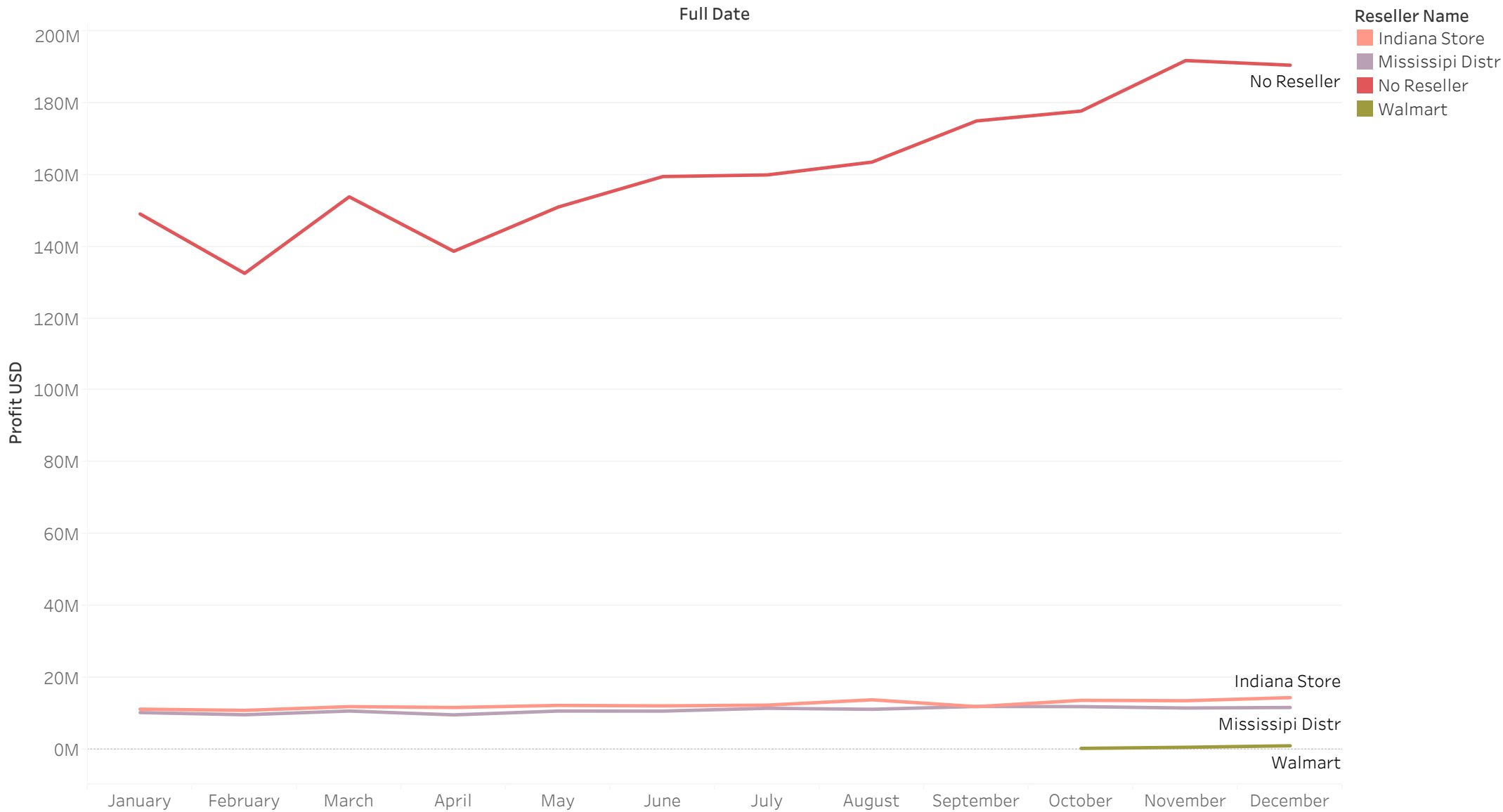
Full Date

The trend of sum of Profit for Full Date Month. Color shows details about Reseller Name. The marks are labeled by Reseller Name. The data is filtered on Product Category, Product Name, Product Type, Full Date Year and Calendar Year. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members. The Product Type filter keeps 10 of 10 members. The Full Date Year filter keeps 2013. The Calendar Year filter keeps 2013 and 2014. The view is filtered on Reseller Name, which keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.
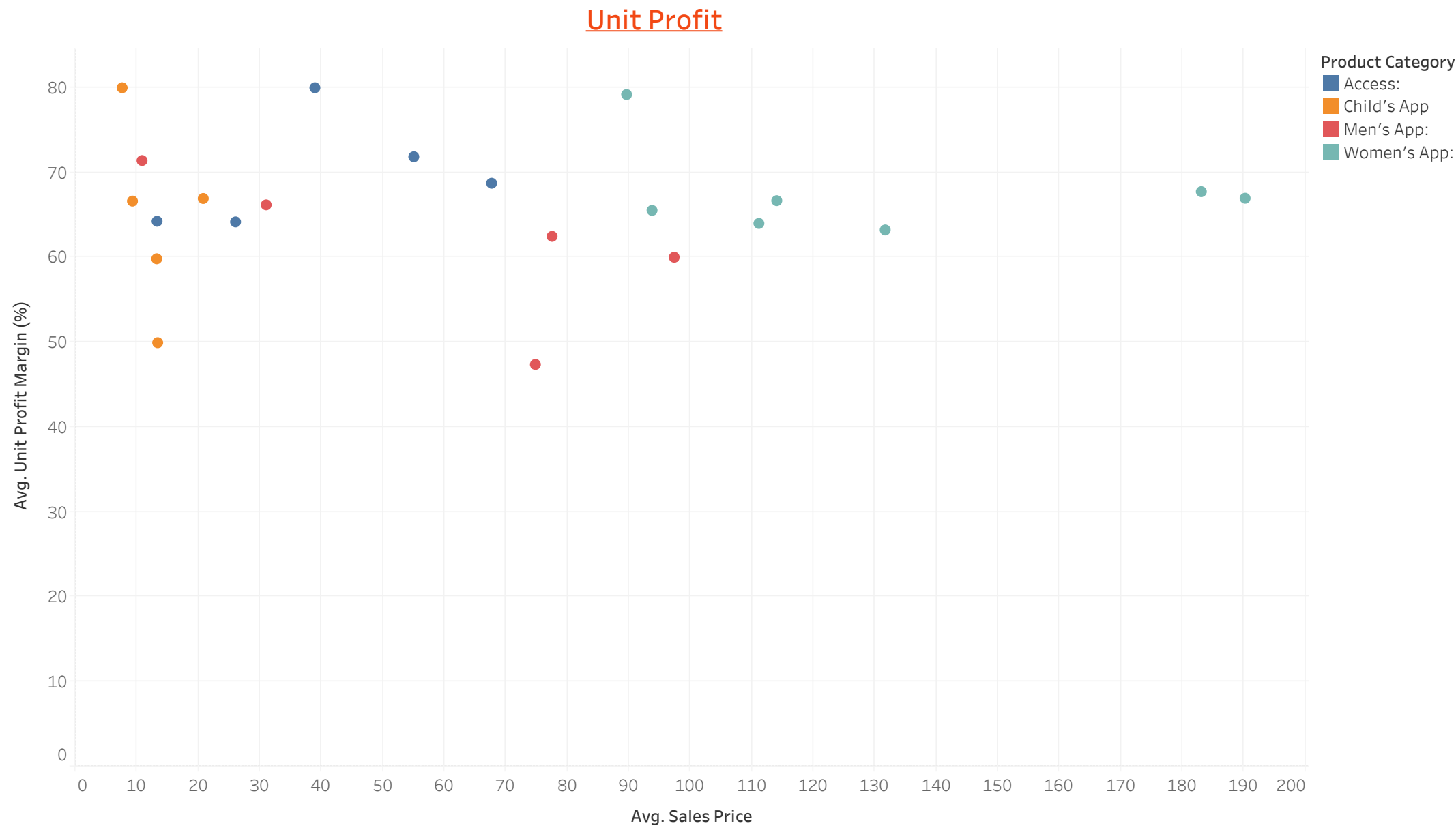
Unit Profit

Average of Sales Price vs. average of Unit Profit Margin (%). Color shows details about Product Category. Details are shown for Product Name. The data is filtered on Product Type, Calendar Year, Full Date Year and Reseller Name. The Product Type filter keeps 10 of 10 members. The Calendar Year filter keeps 2013 and 2014. The Full Date Year filter keeps 2013. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The view is filtered on Product Category and Product Name. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members.

Wholesale Price - Profit Margin
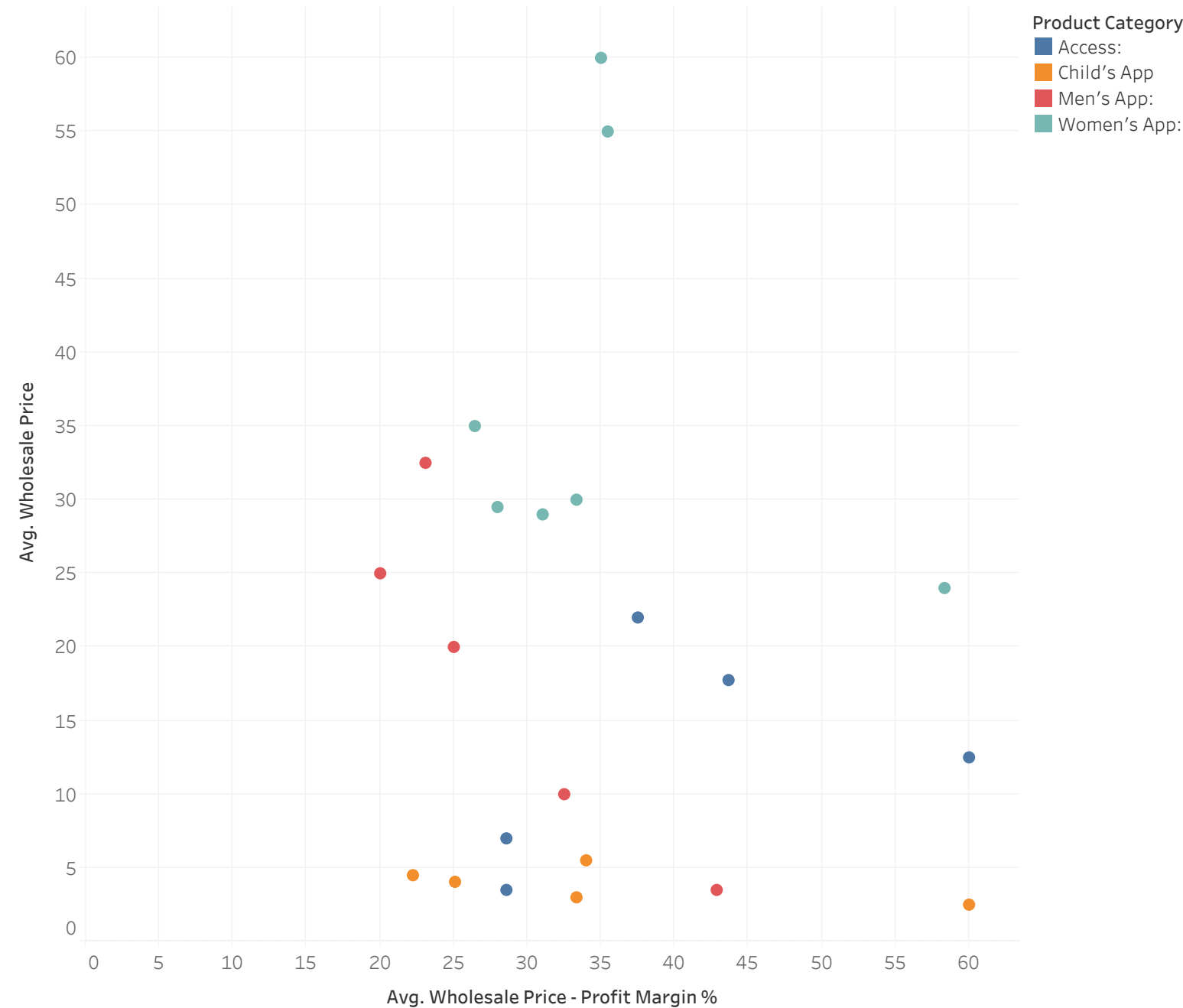
Average of Wholesale Price - Profit Margin vs. average of Wholesale Price. Color shows details about Product Category. Details are shown for Product Name. The data is filtered on Product Type, Calendar Year, Full Date Year and Reseller Name. The Product Type filter keeps 10 of 10 members. The Calendar Year filter keeps 2013 and 2014. The Full Date Year filter keeps 2013. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The view is filtered on Product Category and Product Name. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members.
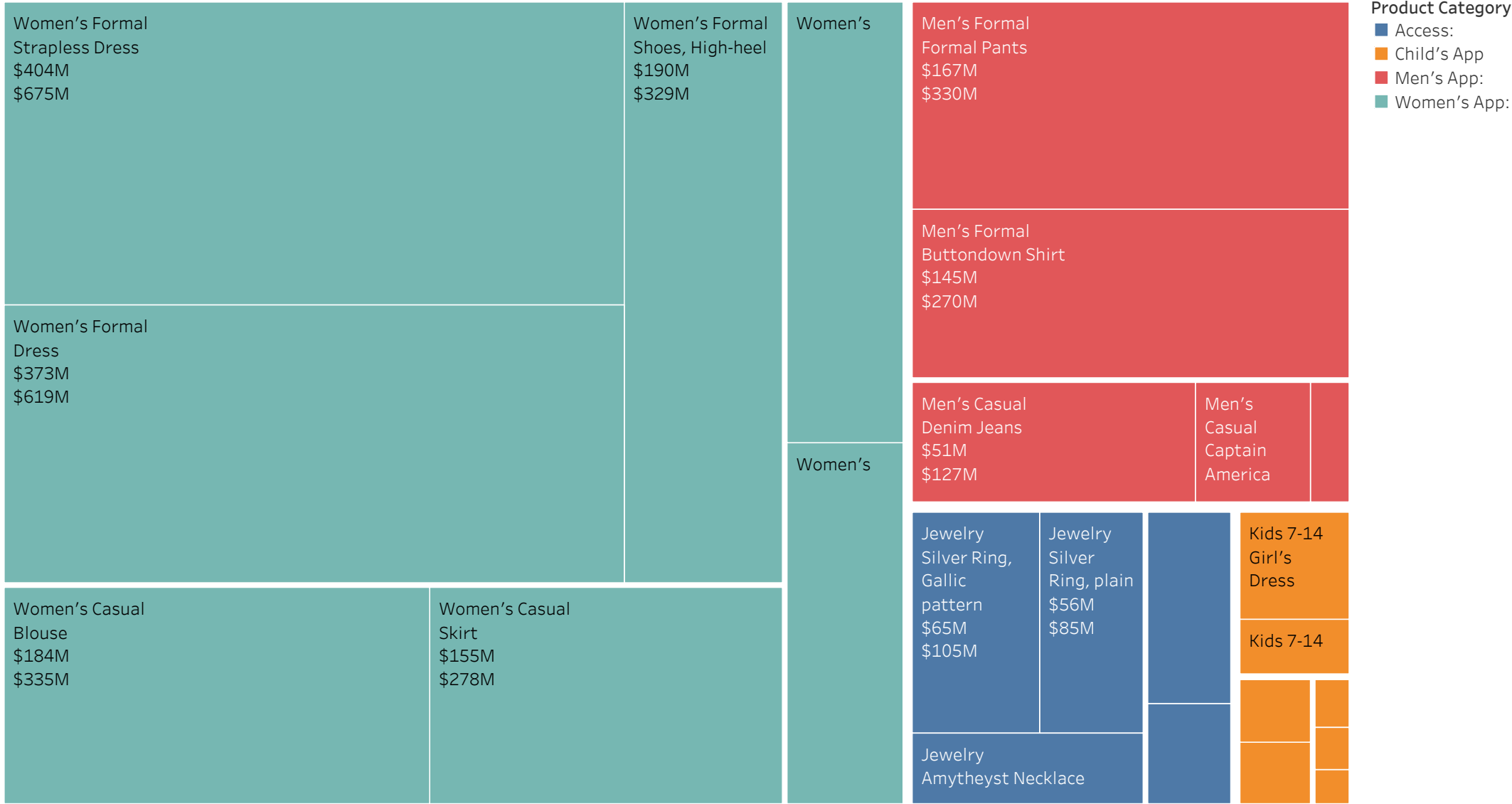
Product Performance

| Product ..	Profit USD	Sales USD	Product Category
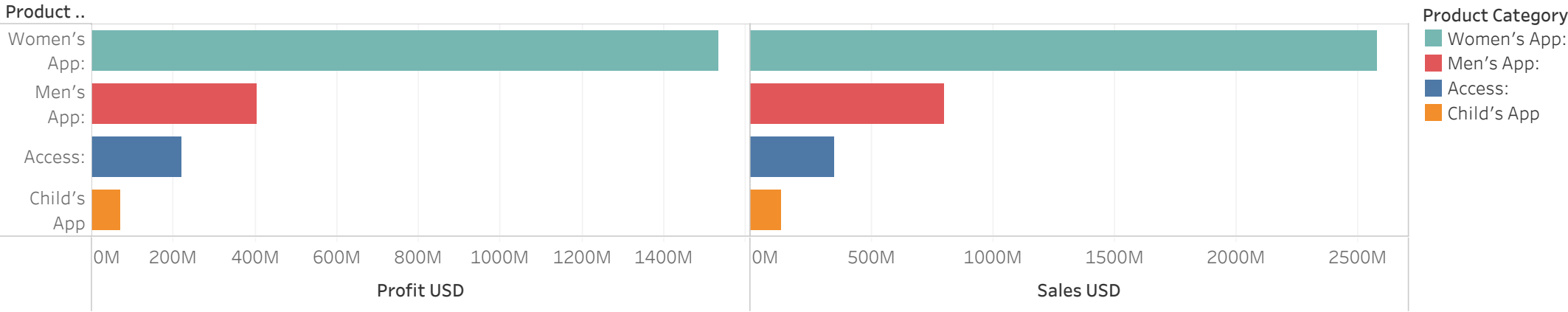
Sum of Profit and sum of Sales Amount for each Product Category. Color shows details about Product Category. The data is filtered on Reseller Name, Calendar Year, Product Type, Product Name and Full Date Year. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The Calendar Year filter keeps 2013 and 2014. The Product Type filter keeps 10 of 10 members. The Product Name filter keeps 22 of 22 members. The Full Date Year filter keeps 2013. The view is filtered on Product Category, which keeps Access:, Child's App, Men's App: and Women's App:.

Product Grid

Product Category
- ■ Access:
- ■ Child's App
- ■ Men's App:
- ■ Women's App:

| Women's Formal Strapless Dress $404M $675M | Women's Formal Shoes, High-heel $190M $329M | Women's | Men's Formal Formal Pants $167M $330M |
| Women's Formal Dress $373M $619M | | Women's | Men's Formal Buttondown Shirt $145M $270M |

Men's Casual Denim Jeans $51M $127M — Men's Casual Captain America

Women's Casual Blouse $184M $335M — Women's Casual Skirt $155M $278M

Jewelry Silver Ring, Gallic pattern $65M $105M — Jewelry Silver Ring, plain $56M $85M

Jewelry Amytheyst Necklace

Kids 7-14 Girl's Dress — Kids 7-14

Product Type, Product Name, sum of Profit and sum of Sales Amount. Color shows details about Product Category. Size shows sum of Sales Amount. The marks are labeled by Product Type, Product Name, sum of Profit and sum of Sales Amount. The data is filtered on Calendar Year, Reseller Name and Full Date Year. The Calendar Year filter keeps 2013 and 2014. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The Full Date Year filter keeps 2013. The view is filtered on Product Type, Product Category and Product Name. The Product Type filter keeps 10 of 10 members. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members.

Sales Forecast

Week Number Of Year

Measure Names
- Approx Productt Tgt
- Sales Amount
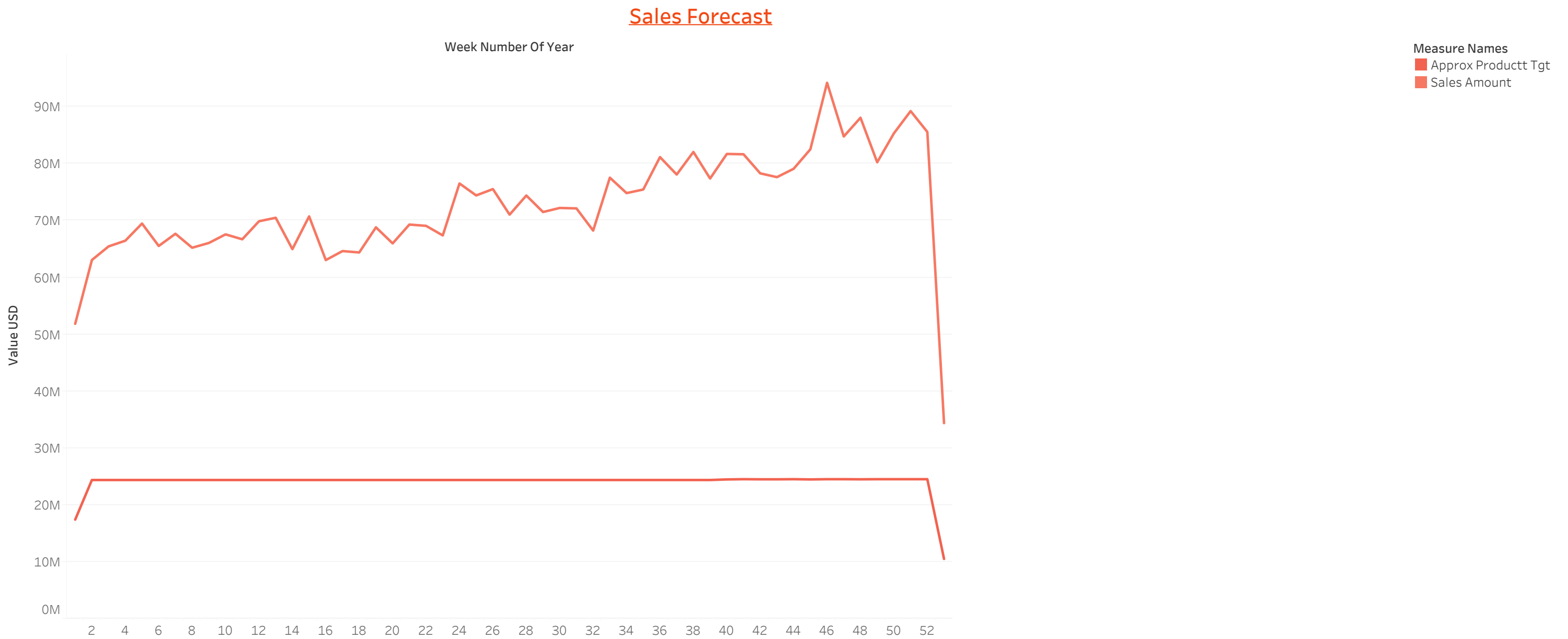
The trends of Approx Productt Tgt and Sales Amount for Week Number Of Year. Color shows details about Approx Productt Tgt and Sales Amount. The data is filtered on Calendar Year, Reseller Name, Product Type, Product Category, Product Name and Full Date Year. The Calendar Year filter keeps 2013 and 2014. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The Product Type filter keeps 10 of 10 members. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members. The Full Date Year filter keeps 2013.

Profit Forecast - Reseller
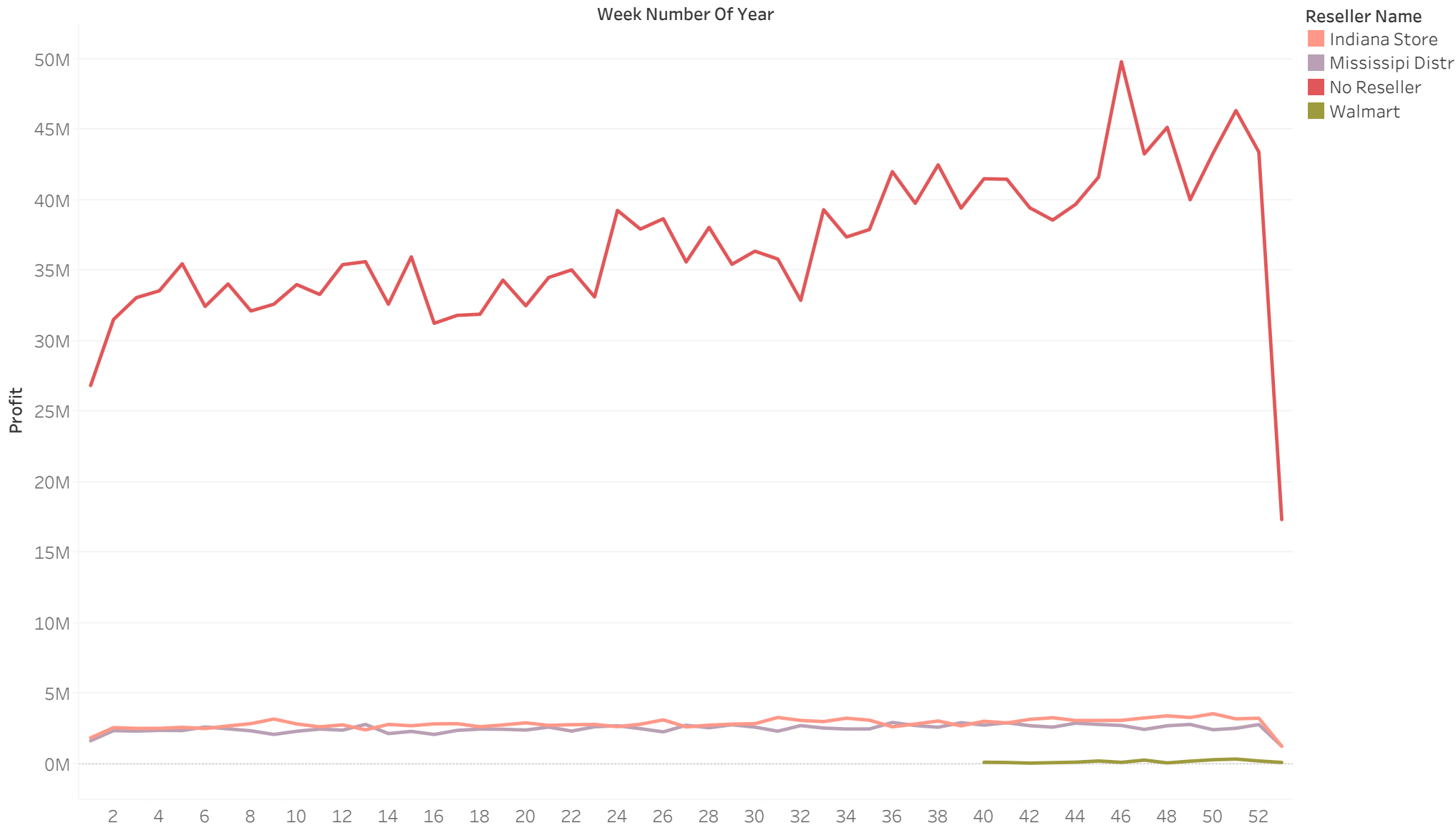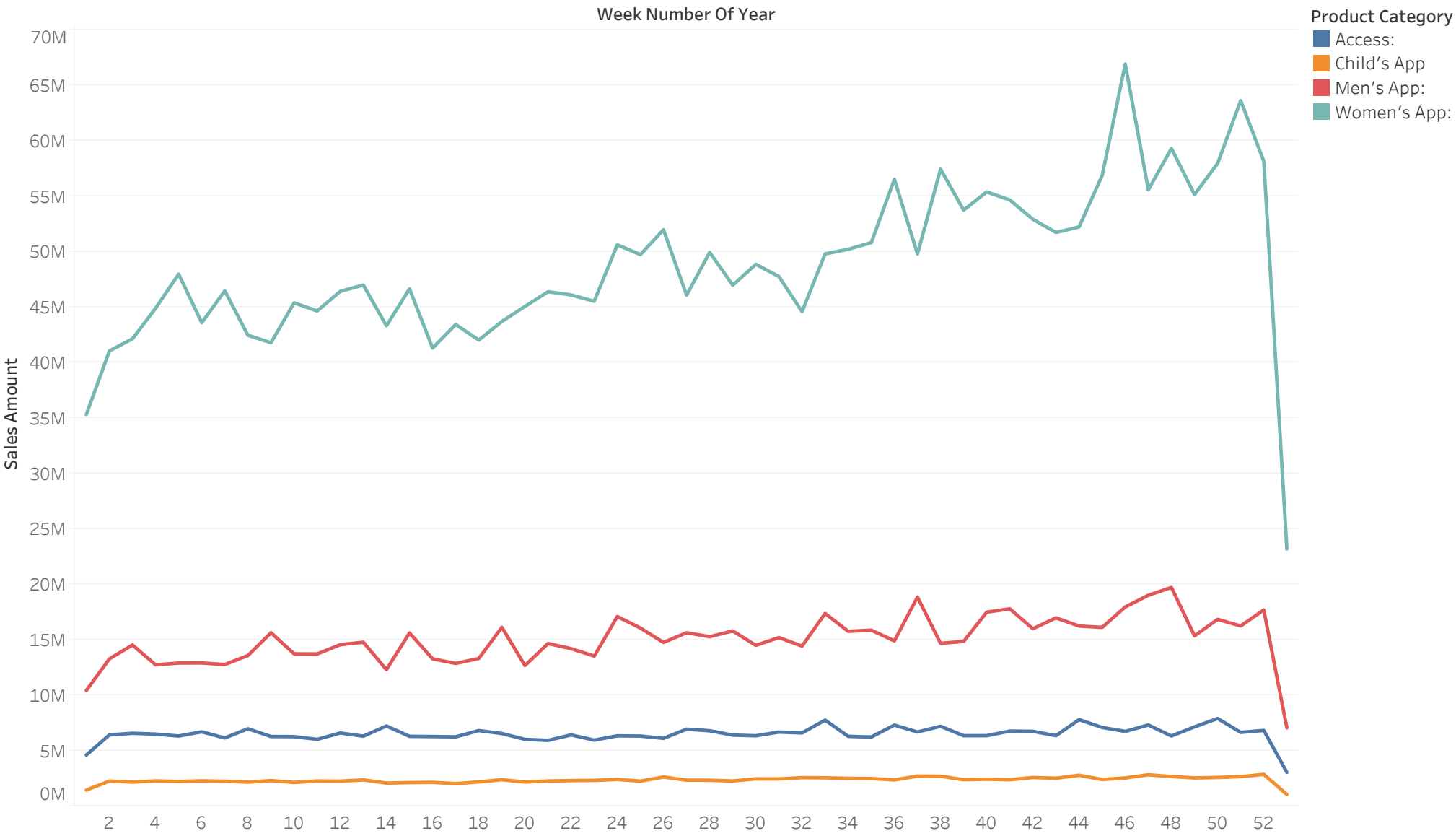
Week Number Of Year

The trend of sum of Profit for Week Number Of Year. Color shows details about Reseller Name. The data is filtered on Calendar Year, Product Type, Product Category, Product Name and Full Date Year. The Calendar Year filter keeps 2013 and 2014. The Product Type filter keeps 10 of 10 members. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members. The Full Date Year filter keeps 2013. The view is filtered on Reseller Name, which keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.

Profit Forecast - Categories
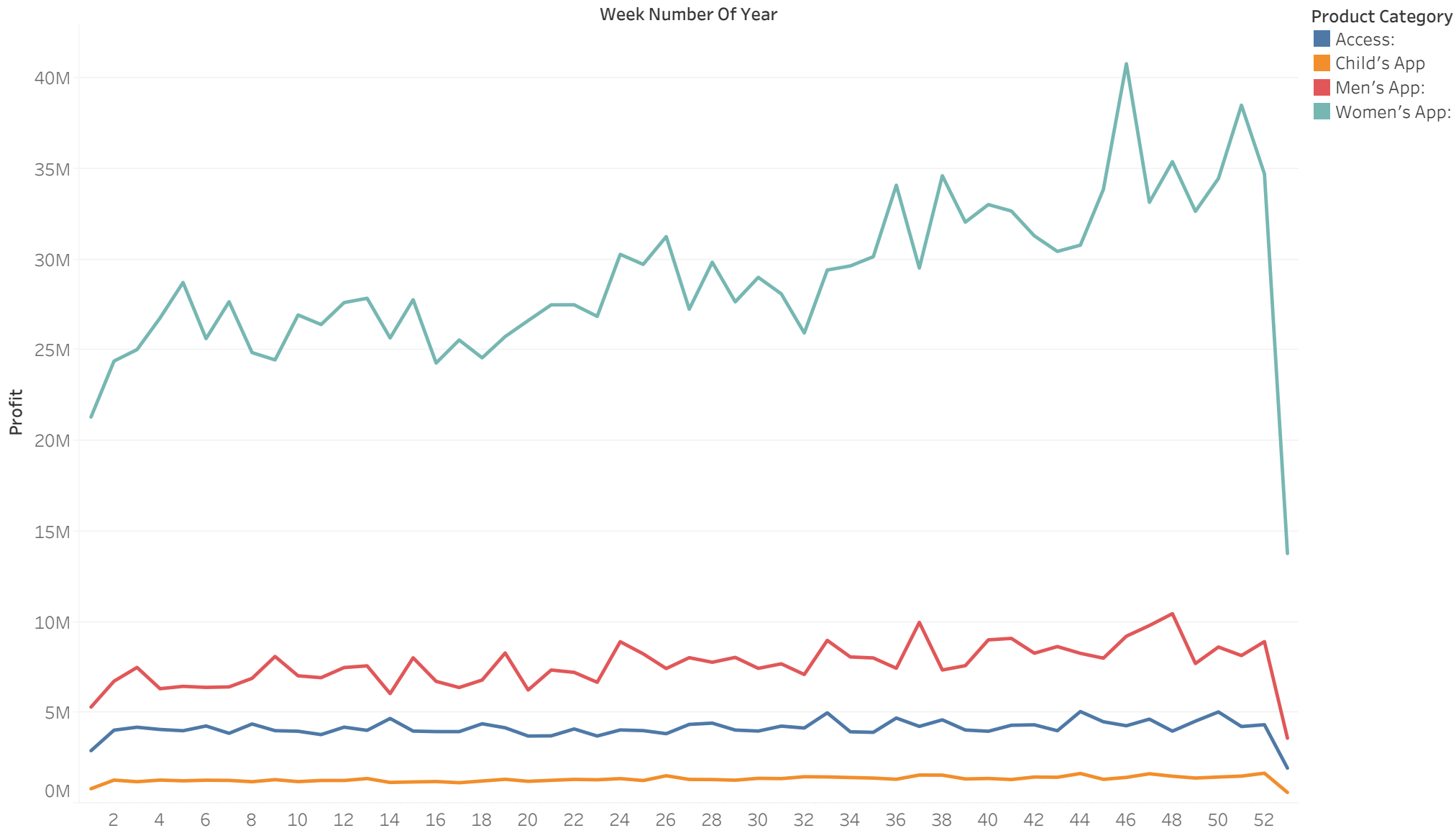
Week Number Of Year

Product Category
- Access:
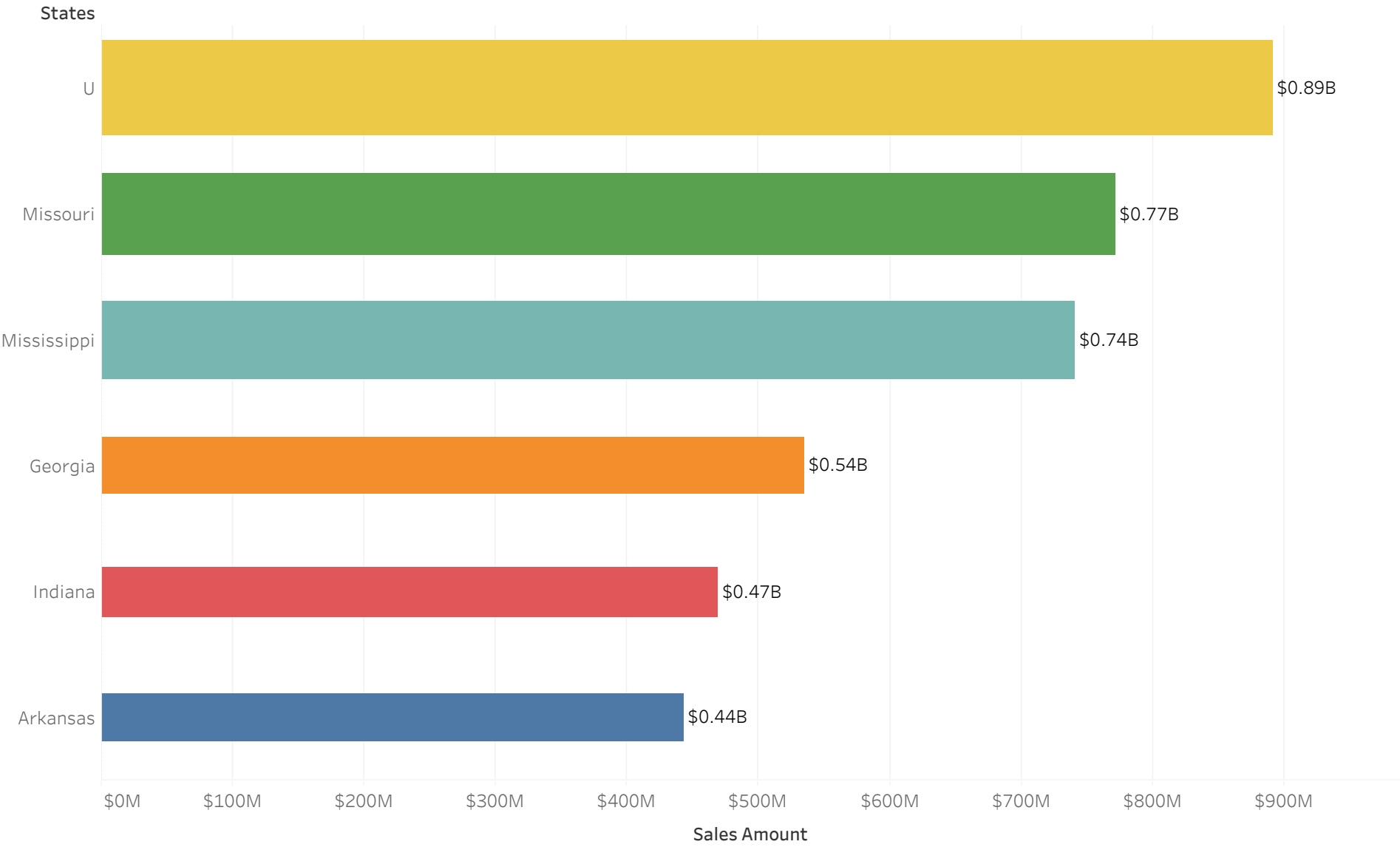- Child's App
- Men's App:
- Women's App:

The trend of sum of Profit for Week Number Of Year. Color shows details about Product Category. The data is filtered on Calendar Year, Reseller Name, Product Type, Product Name and Full Date Year. The Calendar Year filter keeps 2013 and 2014. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The Product Type filter keeps 10 of 10 members. The Product Name filter keeps 22 of 22 members. The Full Date Year filter keeps 2013. The view is filtered on Product Category, which keeps Access:, Child's App, Men's App: and Women's App:.

Sales Forecast - Categories

Week Number Of Year

The trend of sum of Sales Amount for Week Number Of Year. Color shows details about Product Category. The data is filtered on Reseller Name, Calendar Year, Product Type, Product Name and Full Date Year. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The Calendar Year filter keeps 2013 and 2014. The Product Type filter keeps 10 of 10 members. The Product Name filter keeps 22 of 22 members. The Full Date Year filter keeps 2013. The view is filtered on Product Category, which keeps Access:, Child's App, Men's App: and Women's App:.
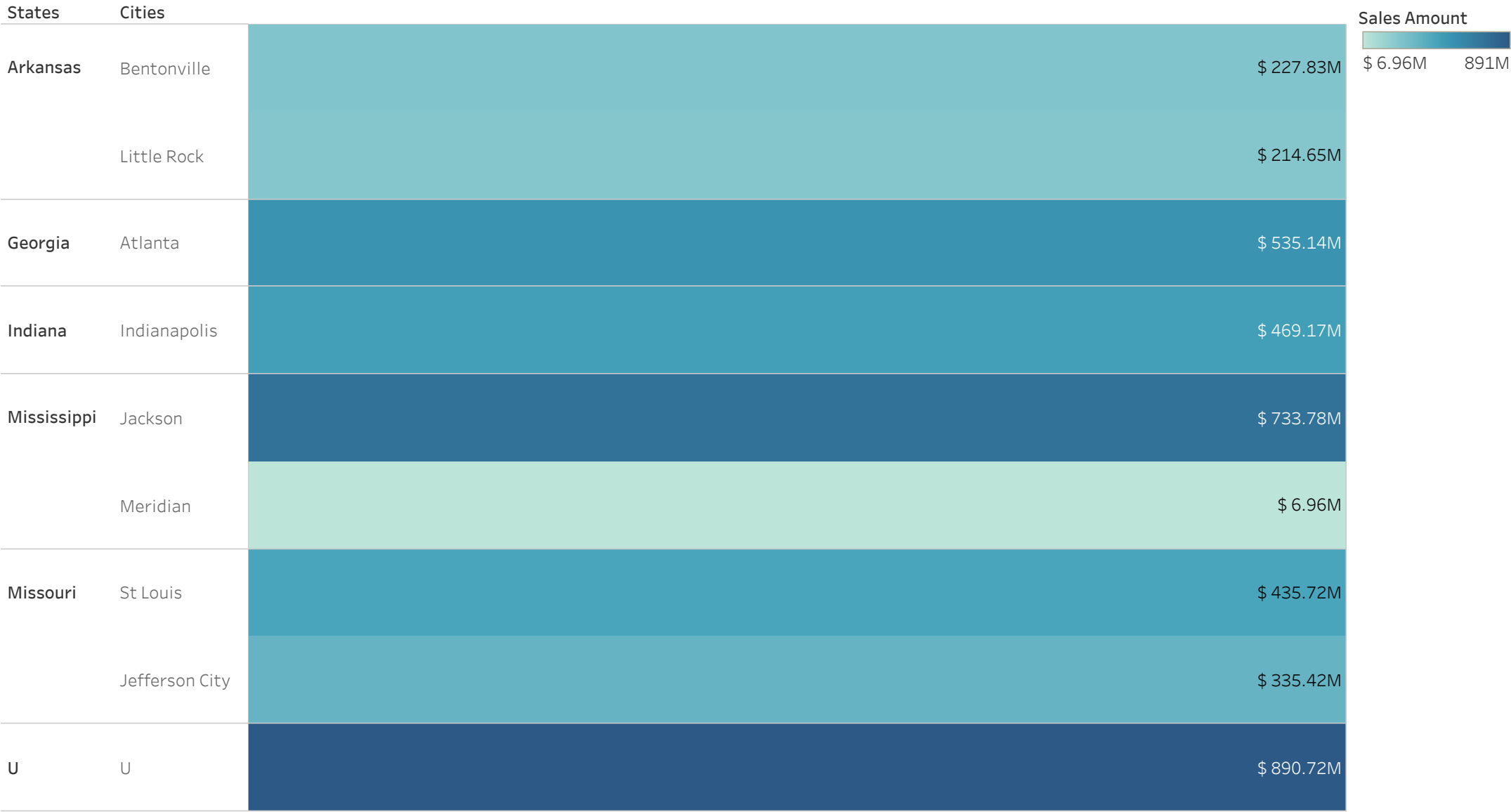
Sales Contribution - State

States

State	Sales Amount
U	$0.89B
Missouri	$0.77B
Mississippi	$0.74B
Georgia	$0.54B
Indiana	$0.47B
Arkansas	$0.44B

Sales Amount (x-axis): $0M, $100M, $200M, $300M, $400M, $500M, $600M, $700M, $800M, $900M

Sales Amount (legend)
- $442M
- $500M
- $600M
- $700M
- $800M
- $891M

States (legend)
- Arkansas
- Georgia
- Indiana
- Mississippi
- Missouri
- U

Sum of Sales Amount for each States. Color shows details about States. Size shows sum of Sales Amount. The marks are labeled by sum of Sales Amount. The data is filtered on Calendar Year, Product Category, Product Name, Product Type, Full Date Year and Reseller Name. The Calendar Year filter keeps 2013 and 2014. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Product Name filter keeps 22 of 22 members. The Product Type filter keeps 10 of 10 members. The Full Date Year filter keeps 2013. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.

Sales Contribution - City

States	Cities	Sales Amount
Arkansas	Bentonville	$ 227.83M
	Little Rock	$ 214.65M
Georgia	Atlanta	$ 535.14M
Indiana	Indianapolis	$ 469.17M
Mississippi	Jackson	$ 733.78M
	Meridian	$ 6.96M
Missouri	St Louis	$ 435.72M
	Jefferson City	$ 335.42M
U	U	$ 890.72M

Sales Amount

$ 6.96M   891M

Sum of Sales Amount broken down by States and Cities. Color shows sum of Sales Amount. The marks are labeled by sum of Sales Amount. The data is filtered on Calendar Year, Product Name, Product Type, Product Category, Full Date Year and Reseller Name. The Calendar Year filter keeps 2013 and 2014. The Product Name filter keeps 22 of 22 members. The Product Type filter keeps 10 of 10 members. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Full Date Year filter keeps 2013. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.
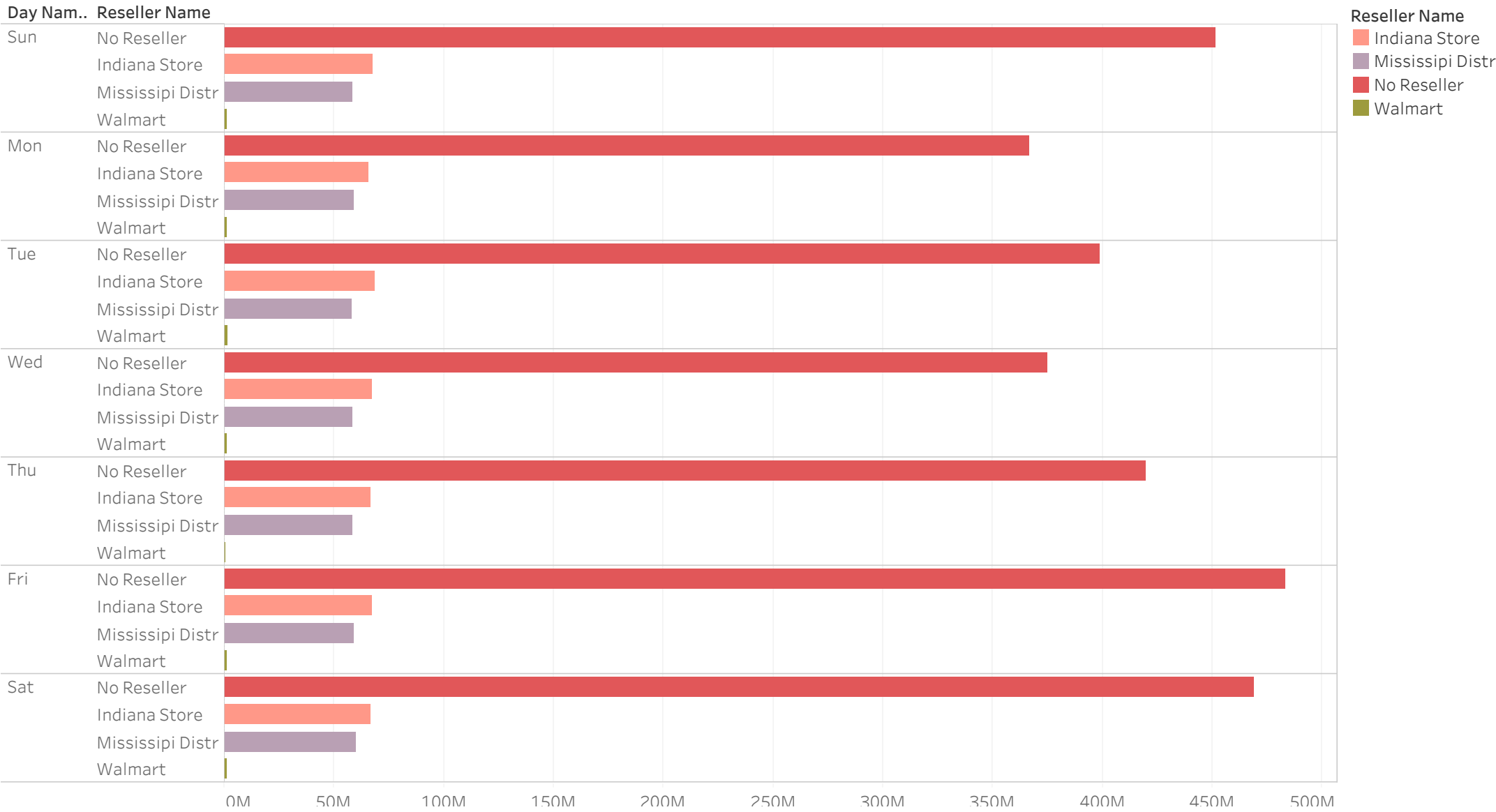
Categorical Sales - Weekly Data
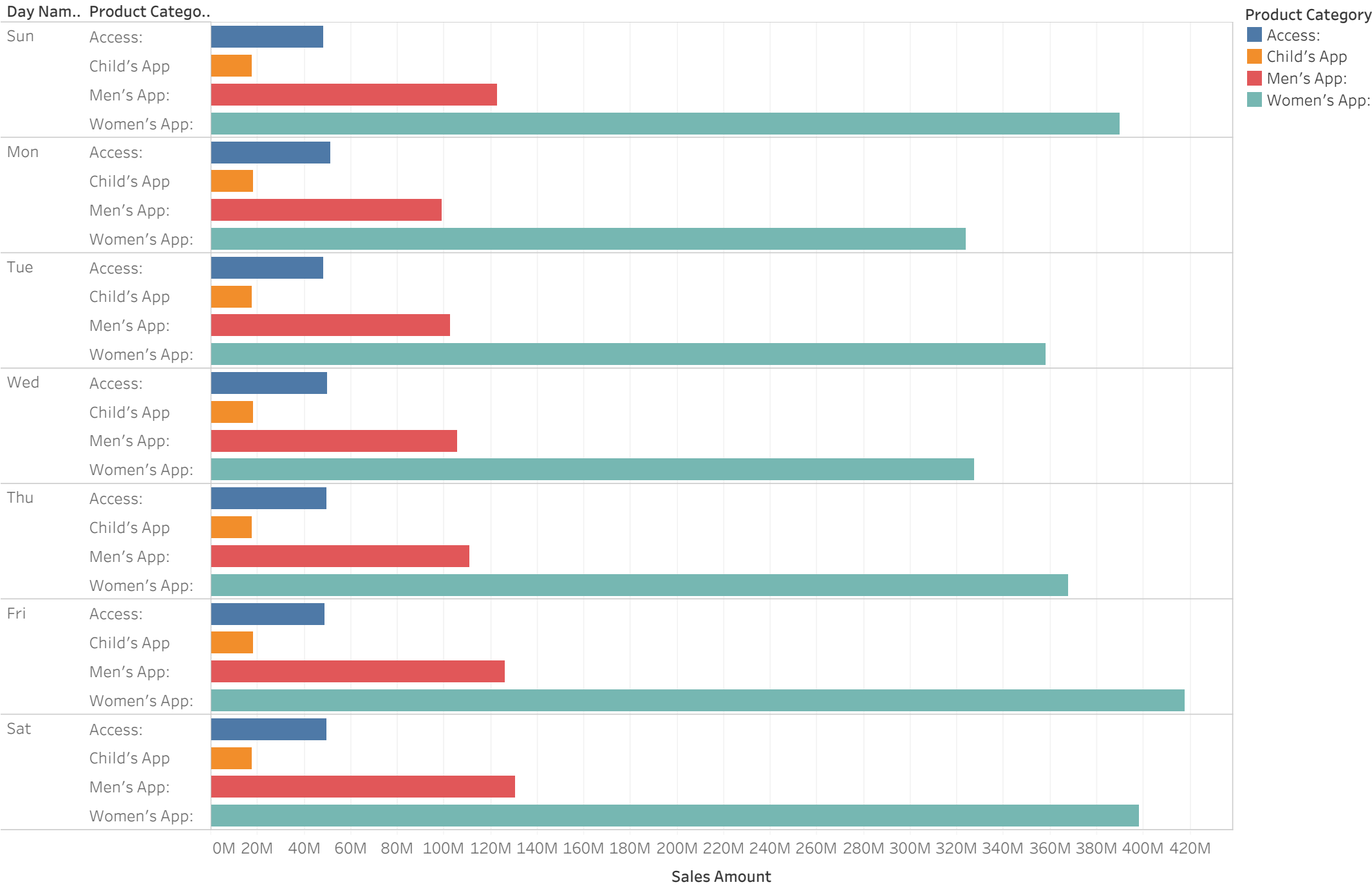
Sum of Sales Amount for each Product Category broken down by Day Name Of Week. Color shows details about Product Category. The data is filtered on Product Name, Product Type, Calendar Year, Full Date Year and Reseller Name. The Product Name filter keeps 22 of 22 members. The Product Type filter keeps 10 of 10 members. The Calendar Year filter keeps 2013 and 2014. The Full Date Year filter keeps 2013. The Reseller Name filter keeps Indiana Store, Mississipi Distr, No Reseller and Walmart. The view is filtered on Product Category, which keeps Access:, Child's App, Men's App: and Women's App:.

Reseller Sales - Weekly Data

Day Nam..	Reseller Name	

Sum of Sales Amount for each Reseller Name broken down by Day Name Of Week. Color shows details about Reseller Name. The data is filtered on Product Type, Product Name, Product Category, Calendar Year and Full Date Year. The Product Type filter keeps 10 of 10 members. The Product Name filter keeps 22 of 22 members. The Product Category filter keeps Access:, Child's App, Men's App: and Women's App:. The Calendar Year filter keeps 2013 and 2014. The Full Date Year filter keeps 2013. The view is filtered on Reseller Name, which keeps Indiana Store, Mississipi Distr, No Reseller and Walmart.