

Helius Sales Report 2009-2011

orderyear: 2009

CategoryName	SubCategoryName	productName	salescountry	salesregion	totalsales	totalcost	profit	profitmargin
Electronics	Cameras	Video Surveillance	USA	USA West	\$ 3,204,020	\$ 2,563,240	\$ 640,780	20 %
Electronics	Cameras	CANON camera	CAN	Canada West	\$ 1,303,910	\$ 1,066,740	\$ 237,170	18.19 %
Home & Garden	Electrical	shaver	USA	USA Central	\$ 82,900	\$ 71,468	\$ 11,432	13.79 %
Home & Garden	Electrical	hair drier	CAN	Canada East	\$ 39,980	\$ 34,588	\$ 5,392	13.49 %
Office Products	Office Equipment	office printer	CAN	Canada West	\$ 174,844	\$ 148,790	\$ 26,054	14.9 %
Office Products	Office Supplies	office ink cartridge	USA	USA West	\$ 233,328	\$ 201,880	\$ 31,448	13.48 %
Sports & Outdoors	Sports	..hockey souvenir	USA	USA West	\$ 227,588	\$ 77,272	\$ 150,316	66.05 %
Sports & Outdoors	Sports	..signed	..CAN	Canada West	\$ 160,855	\$ 72,194	\$ 88,661	55.12 %

orderyear: 2010

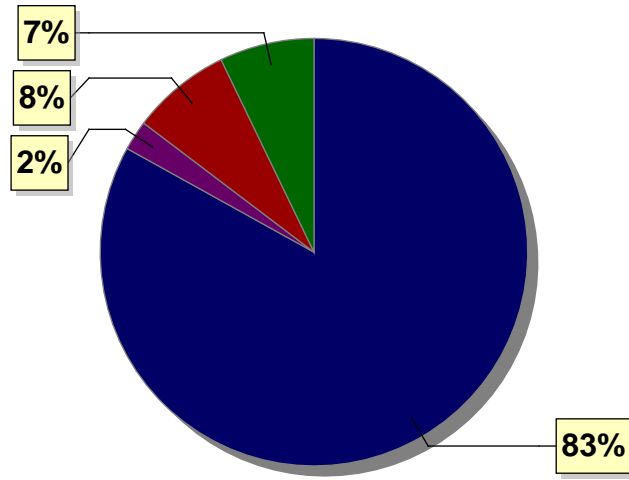
CategoryName	SubCategoryName	productName	salescountry	salesregion	totalsales	totalcost	profit	profitmargin
Electronics	Audio	Headphone	USA	USA West	\$ 1,524,660	\$ 1,236,920	\$ 287,740	18.87 %
Electronics	Audio	Speaker	CAN	Canada East	\$ 1,660,660	\$ 1,346,510	\$ 314,150	18.92 %
Home & Garden	Electrical	hair drier	USA	USA Central	\$ 70,000	\$ 60,800	\$ 9,200	13.14 %
Home & Garden	Electrical	hair drier	CAN	Canada West	\$ 10,040	\$ 8,736	\$ 1,304	12.99 %
Office Products	Video	DVD Player	USA	USA East	\$ 214,822	\$ 182,230	\$ 32,592	15.17 %
Office Products	Video	3D Player	CAN	Canada West	\$ 112,716	\$ 99,036	\$ 13,680	12.14 %
Sports & Outdoors	Sports	..signed	..CAN	Canada East	\$ 396,392	\$ 203,182	\$ 193,210	48.74 %
Sports & Outdoors	Sportswear	sports shoes	USA	USA West	\$ 4,364,528	\$ 3,383,186	\$ 981,342	22.48 %

orderyear: 2011

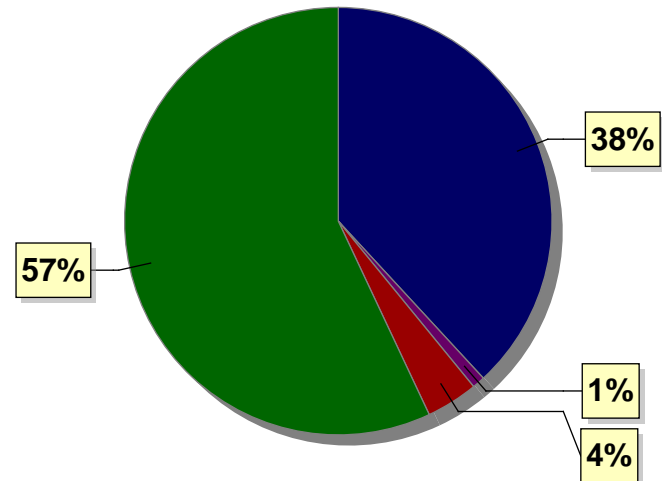
CategoryName	SubCategoryName	productName	salescountry	salesregion	totalsales	totalcost	profit	profitmargin
Electronics	Communications	blackberry	USA	USA Central	\$ 2,681,550	\$ 2,194,430	\$ 487,120	18.17 %
Electronics	Communications	iPhone 3gs	CAN	Canada West	\$ 1,470,660	\$ 1,208,240	\$ 262,420	17.84 %
Home & Garden	Bathroom	bathtub	USA	USA East	\$ 72,800	\$ 61,600	\$ 11,200	15.38 %
Home & Garden	Bathroom	washbowl	CAN	Canada West	\$ 21,740	\$ 18,730	\$ 3,010	13.85 %
Office Products	General office	office telephone	USA	USA West	\$ 180,636	\$ 159,584	\$ 21,052	11.65 %
Office Products	Office Equipment	office hydrant	CAN	Canada West	\$ 160,844	\$ 134,100	\$ 26,744	16.63 %
Sports & Outdoors	Sports	..F1 souvenir	CAN	Canada East	\$ 4,917,118	\$ 3,836,164	\$ 1,080,954	21.98 %
Sports & Outdoors	Sportswear	sports shoes	USA	USA Central	\$ 3,697,966	\$ 2,806,616	\$ 891,350	24.1 %

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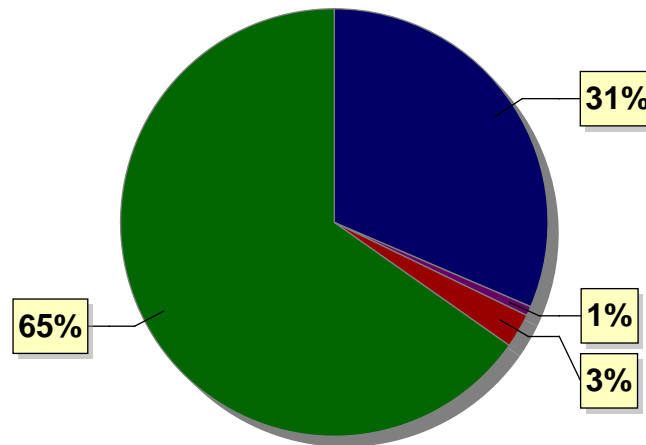
Total Sales For Product



2009



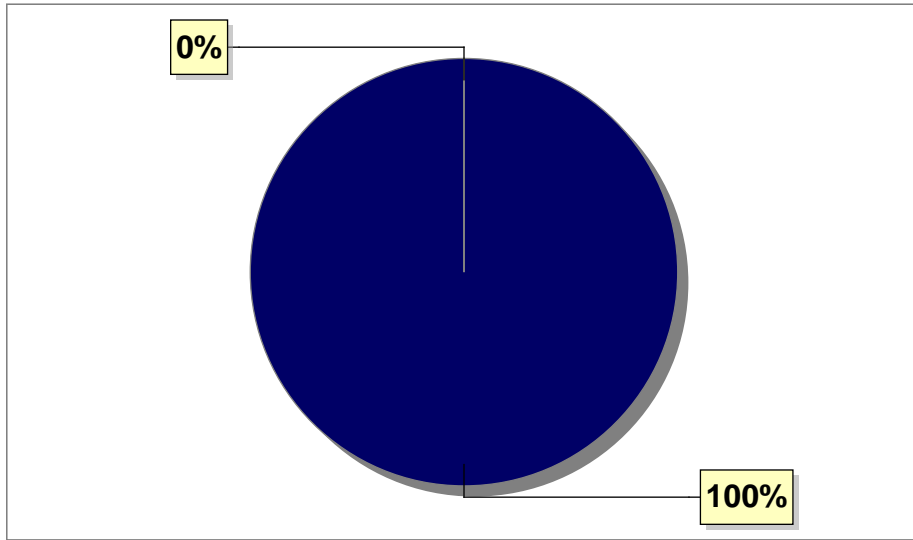
2010



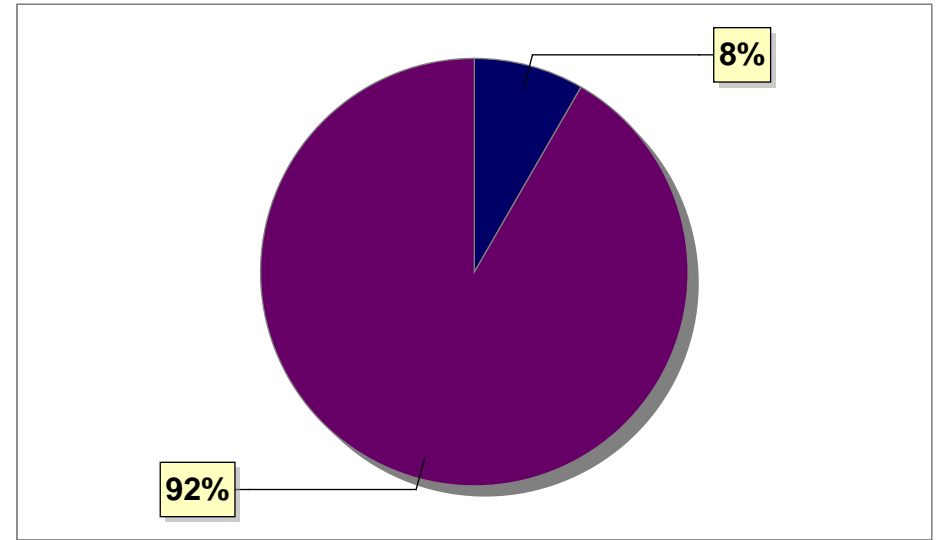
2011

● Electronics ● Home & Garden ● Office Products ● Sports & Outdoors

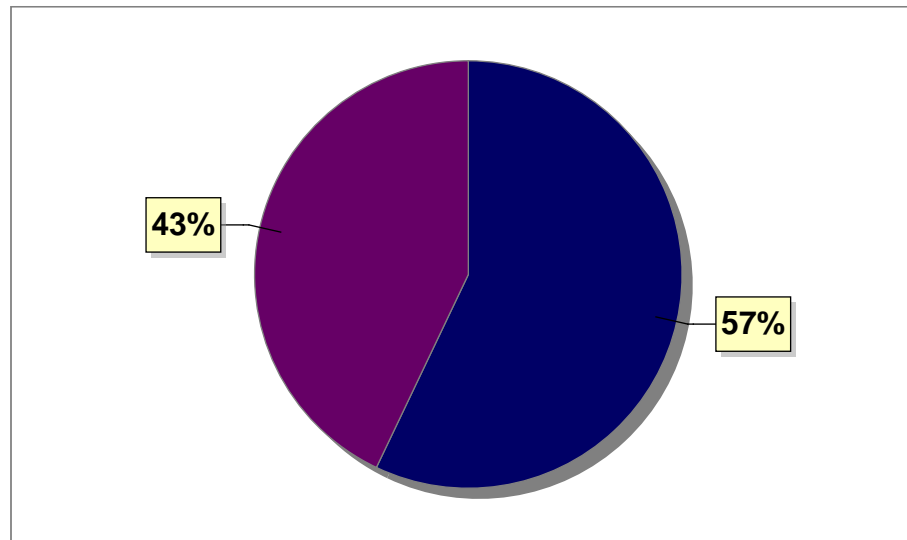
Total Sales For Sports Product



2009



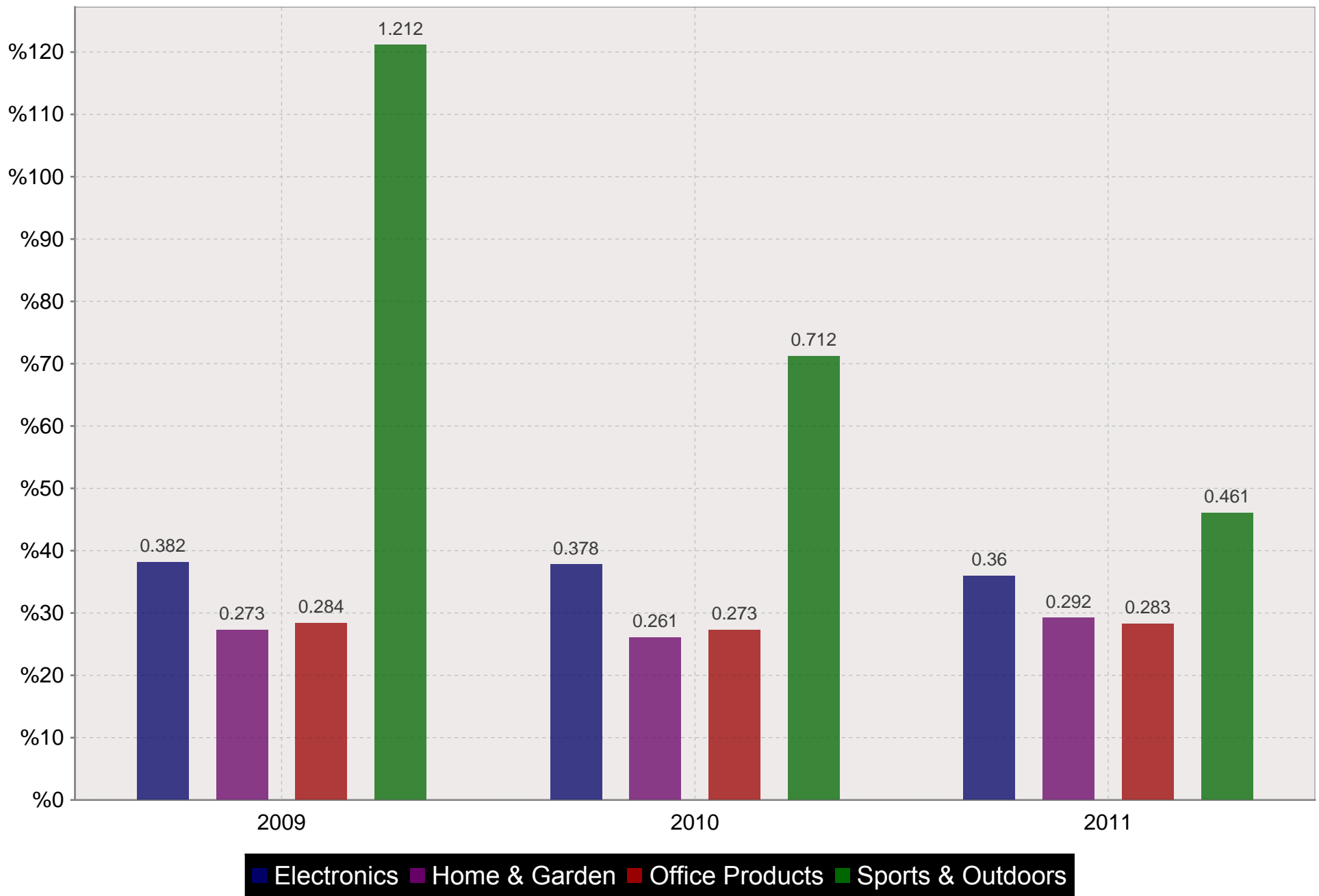
2010



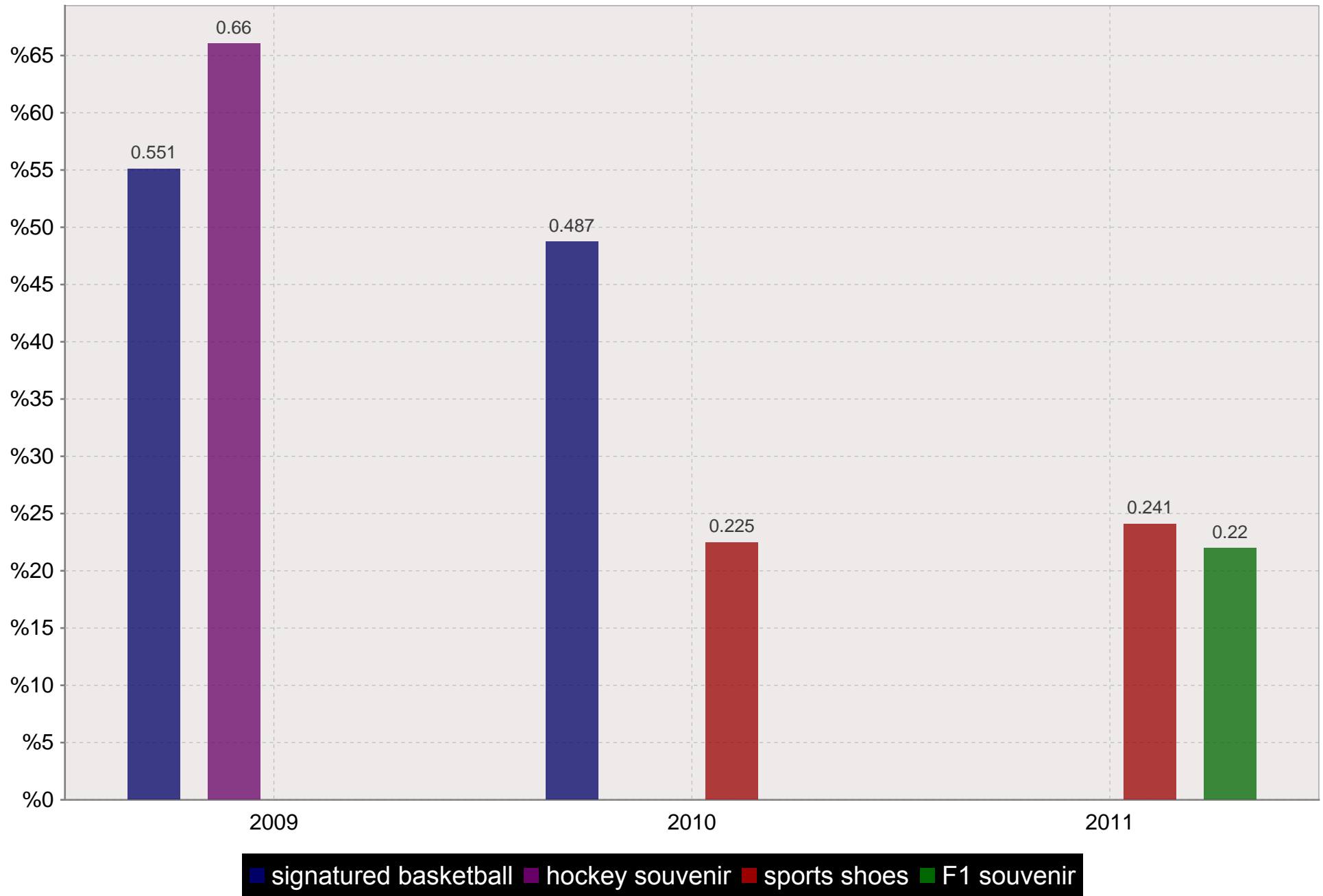
2011

● Sports Memorabilia ● Sportswear

Profit Rate Analysis



Profit Rate Analysis



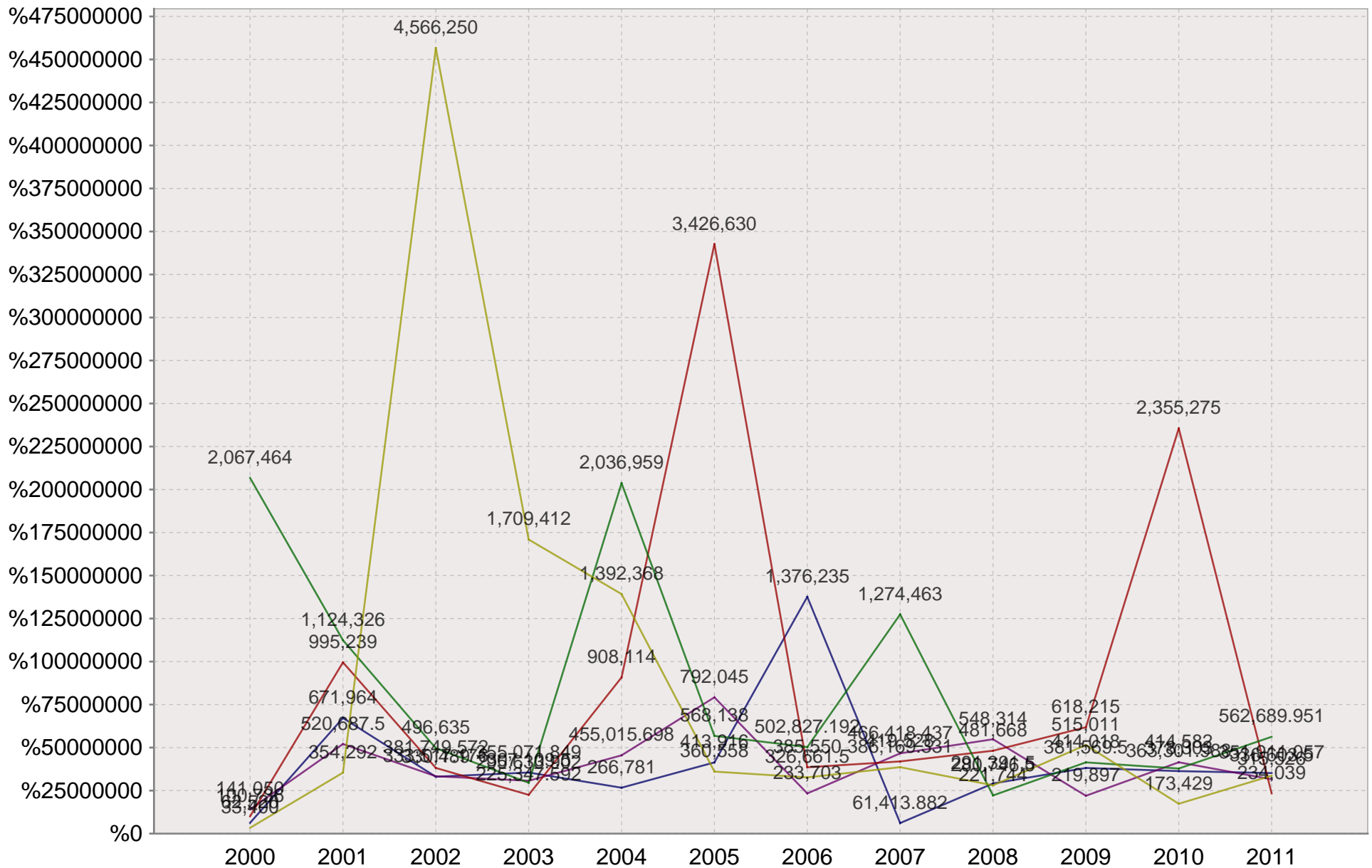
SalesPerson Report in 2011

salesyear: 2011

employeeID	firstname	title	MaritalStatus	Gender	hireduration	salescountry	salesregion	totalsales
1704	Olympia	Sales Manager	S	M	10 years	USA	USA Central	\$ 133,814
1725	Karvn	SAMPLE	..S	F	10 years	CAN	Canada West	\$ 265,914
1746	Guinevere	SALES	..S	M	1 year	CAN	Canada West	\$ 1,400
1750	Shaeleigh	INVESTIGATOR	S	F	10 years	USA	USA West	\$ 164,595
1780	Keiko	Sales Cleck	S	F	5 years	USA	USA West	\$ 168,630
1793	Ila	SALES	..M	M	10 years	CAN	Canada East	\$ 300,431
1849	Gisela	SALES	..S	M	5 years	USA	USA East	\$ 290,374
1850	Vivien	auction assistant	M	F	5 years	CAN	Canada East	\$ 17,760
1855	Maisie	SALES	..S	M	5 years	USA	USA Central	\$ 75,725
1868	Constance	INSPECTOR	M	F	5 years	CAN	Canada West	\$ 48,212
1886	Price	Sales Manager	M	F	< 1 Year	USA	USA East	\$ 30,108
1946	Jeremy	Sales Manager	M	F	< 1 Year	USA	USA West	\$ 3,379
2012	Farrah	SALES	..M	F	10 years	USA	USA East	\$ 225,708
2056	Andrew	Sales Manager	S	F	1 year	USA	USA East	\$ 16,500
2315	Jesse	SALES	..M	F	< 1 Year	USA	USA Central	\$ 24,500
2396	Tara	SALES	..S	M	1 year	CAN	Canada East	\$ 33,720

SalesPerson Report in 2011

Profit Rate Analysis



— Canada East — Canada West — USA Central — USA East — USA West

SalesMan Analysis

