

Contoso : Sales and Product Performance Dashboard



\$8bn

Total Sales Amount

\$5bn

Total Profit

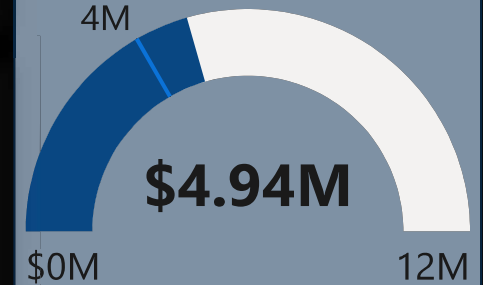
\$4.94M

AverageSalesPerProduct

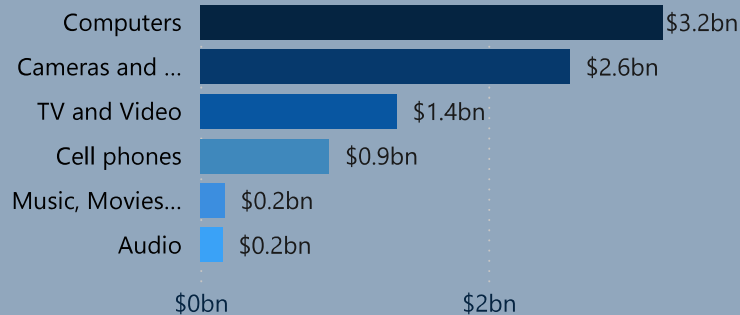
1690

Total Products

Sales Target Status



Sales by Product Category



Manufacturer

All

ProductName

All

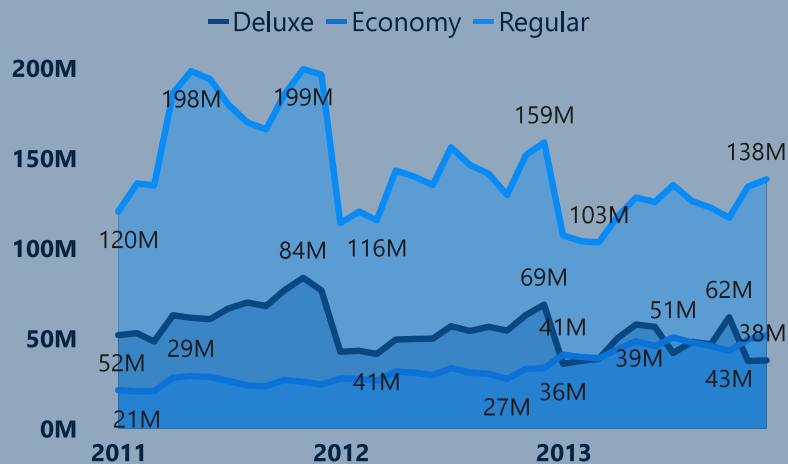
Sales Distribution by Continent

North America

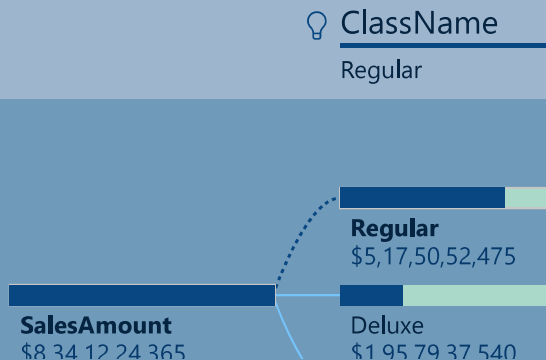
Asia

Europe

Sales Trends by Product Class



Sales Decomposition Tree



Dashboard Summary

At \$3,20,94,27,141, Computers had the highest SalesAmount and was 2,016.84% higher than Audio, which had the lowest SalesAmount at \$15,16,14,364.

Computers accounted for 38.48% of SalesAmount.

Across all 6 ProductCategory, SalesAmount ranged from \$15,16,14,364 to \$3,20,94,27,141.

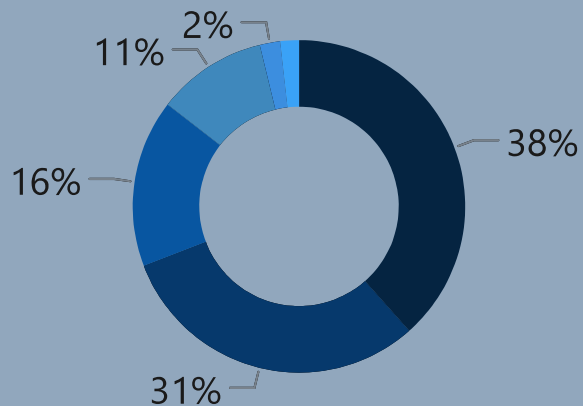
Between January 2011 and December 2013, Economy had the largest increase in SalesAmount (143.59%) while Deluxe had the largest decrease (27.25%).

SalesAmount for Economy started

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Sales Amount % by ProductCategory



● Computers ● Cameras and ... ● TV and Vid... ● Cell phones ▶

Year wise Product Sales Analysis

ProductCategory	2011	2012	2013	Total
Audio	\$2,97,34,672	\$5,29,32,396	\$6,89,47,296	\$15,16,14,364
Cameras and camcorders	\$1,10,26,93,917	\$81,79,03,832	\$64,14,26,024	\$2,56,10,23,773
Cell phones	\$36,38,47,591	\$25,48,33,662	\$27,35,52,011	\$89,22,33,264
Computers	\$1,14,64,69,997	\$99,01,73,505	\$1,07,27,83,640	\$3,20,94,26,142
Music, Movies and Audio Books	\$7,49,75,761	\$5,33,03,972	\$3,75,24,973	\$16,57,04,706
TV and Video	\$42,66,71,354	\$47,32,65,850	\$46,01,83,911	\$1,36,00,21,115
Total	\$3,14,43,93,292	\$2,64,24,13,217	\$2,55,44,17,856	\$8,34,12,24,365

Average Sales per Country

ProductCa... ● Audio ● Cameras and ... ● Cell phones ▶



Key influencers

Top segments

What influences SalesAmount to

Increase ▼ ?

When...

...the average of SalesAmount increases by

Manufacturer is Fabrikam, Inc.

\$4.3K

Manufacturer is Adventure Works

\$2.81K

Sort by: Impact Count

Dashboard Summary

Computers accounted for 38.48% of SalesAmount.

China in ProductCategory TV and Video made up 1.05% of Average of

Q & A

Ask a question about your data

Try one of these to get started

what is the total sales amount