

2021
2022
2023
2024

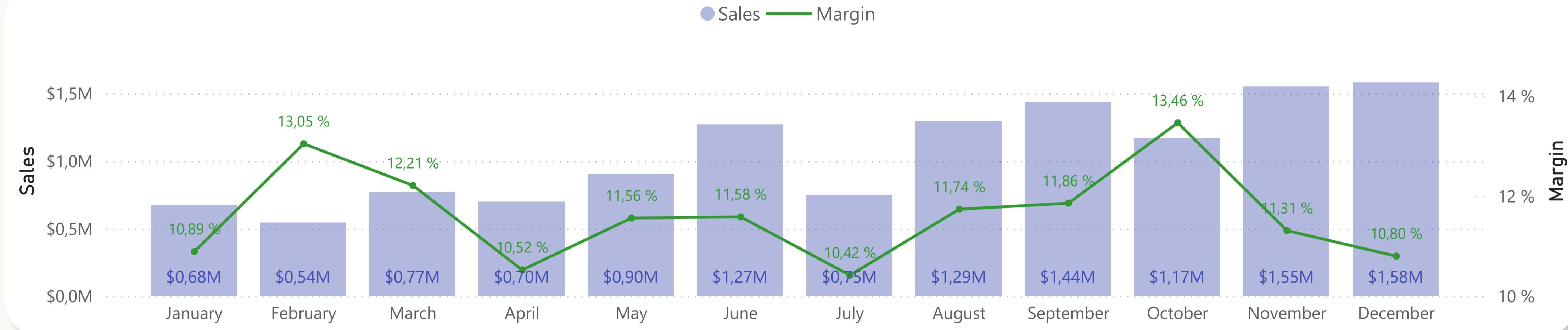
Total Sales
\$12,64M

Margin
11,61 %

% Unit Cost
74,47 %

Average Discount
14,29 %

Consumer
Corporate
Home Office



Dashboard
Sales
Profit
Quantity
CoG
Shipping
Discount

Product Name		Sales	Margin	Quantity	Best Country
Apple Smart Phone, Full Size		\$86 936	7 %	171	
Cisco Smart Phone, Full Size		\$76 442	23 %	139	
Motorola Smart Phone, Full Size		\$73 156	23 %	134	
Nokia Smart Phone, Full Size		\$71 905	14 %	147	
Canon imageCLASS 2200 Advanc...		\$61 600	41 %	20	
Hon Executive Leather Armchair, ...		\$58 193	10 %	169	

Customer Name	Orders	Profit	Quantity per Order	Best Country
Tamara Chand	88	\$8 672,90	7,53	
Raymond Buch	71	\$8 453,05	9,03	
Sanjit Chand	69	\$8 205,38	6,97	
Hunter Lopez	53	\$7 816,57	8,63	
Bill Eplett	102	\$7 410,01	9,79	
Harry Marie	85	\$6 958,29	7,63	

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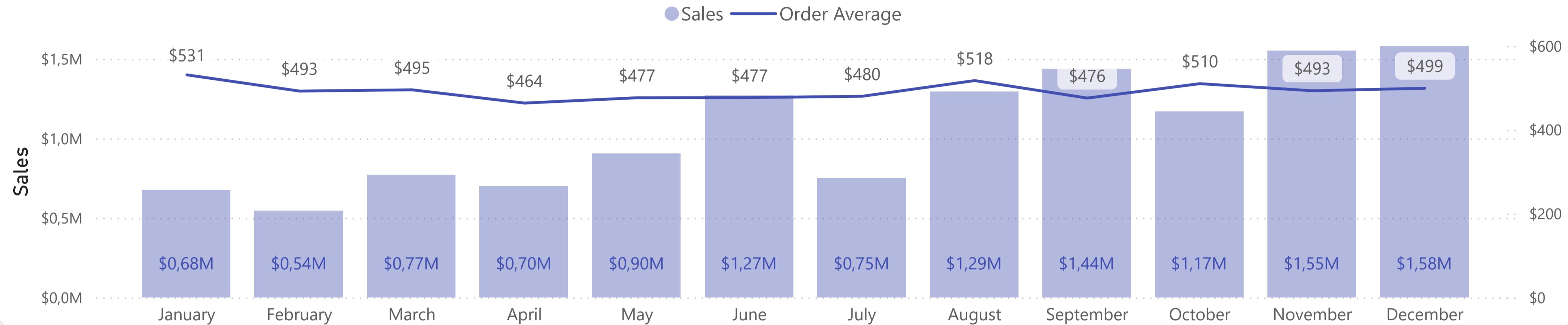
Total Sales
\$12,64M

Order Average
\$505

Median Product Price
\$35,06

MoM Growth
7,77 %

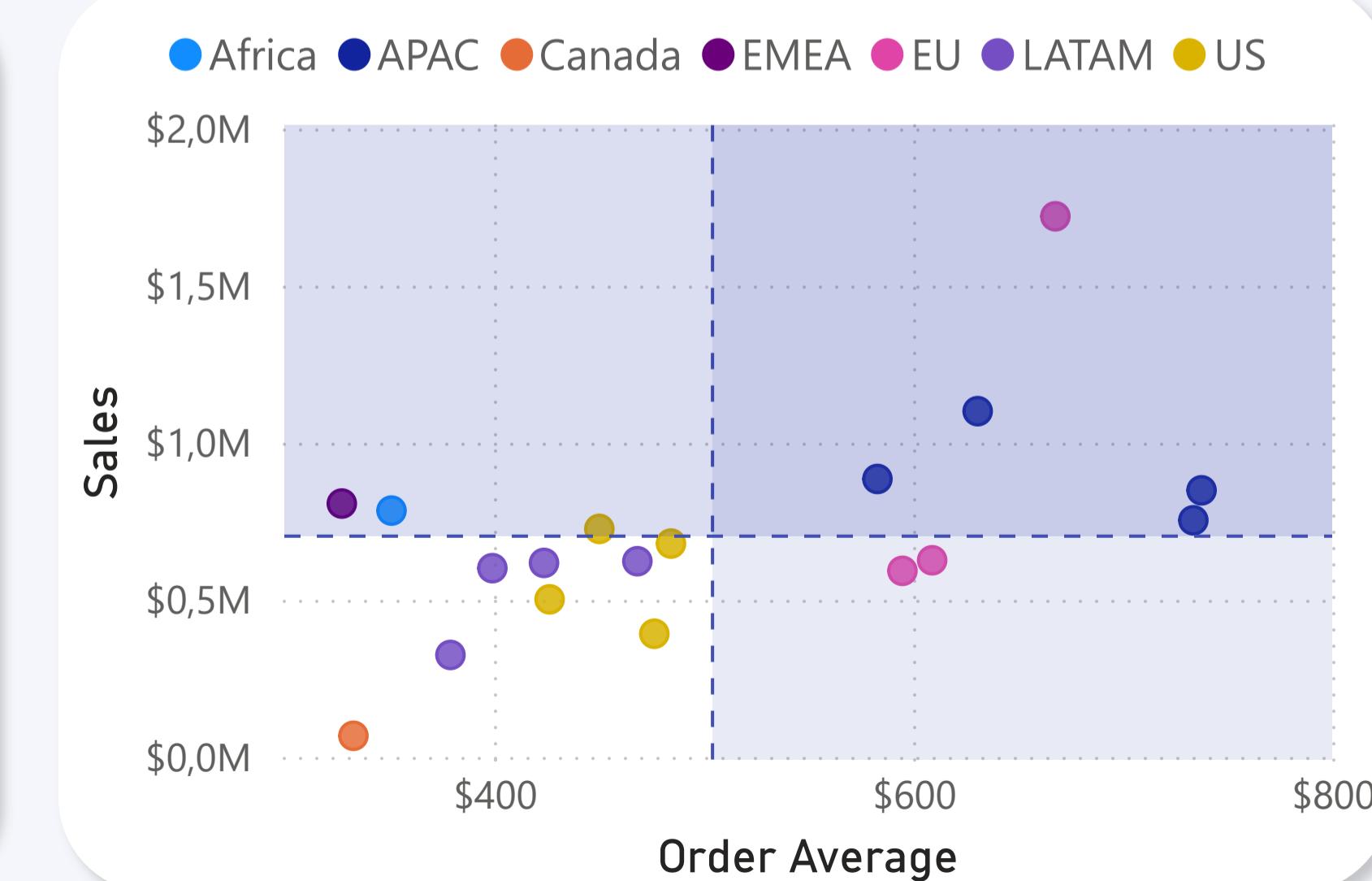
Consumer
Corporate
Home Office



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Product Name	Sales	Product Price
Apple Smart Phone, Full Size	\$86 936	\$573,65
Cisco Smart Phone, Full Size	\$76 442	\$570,73
Motorola Smart Phone, Full Size	\$73 156	\$608,16
Nokia Smart Phone, Full Size	\$71 905	\$563,12
Canon imageCLASS 2200 Advanced ...	\$61 600	\$3 499,99
Hon Executive Leather Armchair, Adj...	\$58 193	\$399,79





Profit 2024

+23.89%

\$504,17K



Profit per Order

-2.39%

\$59,10



Margin

11.73 %

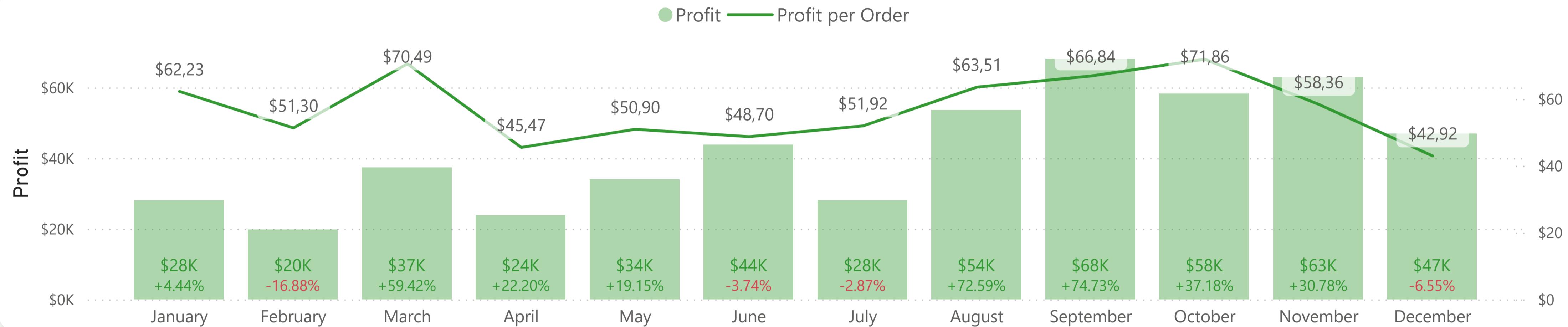


MoM Profit Growth

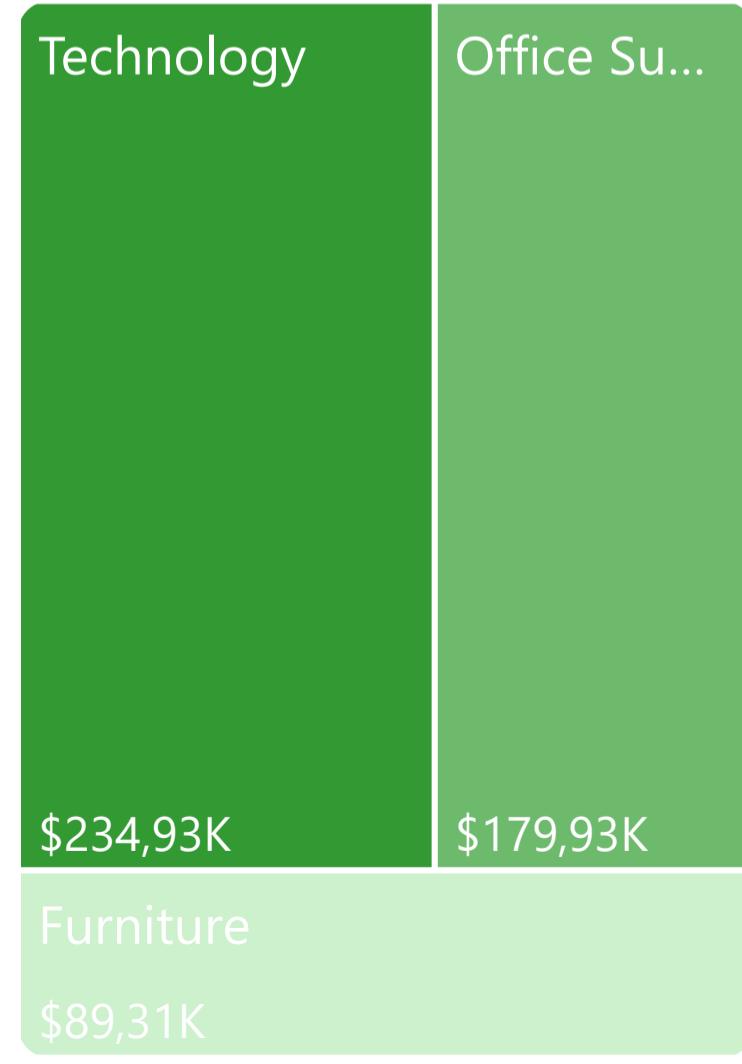
8.42 %



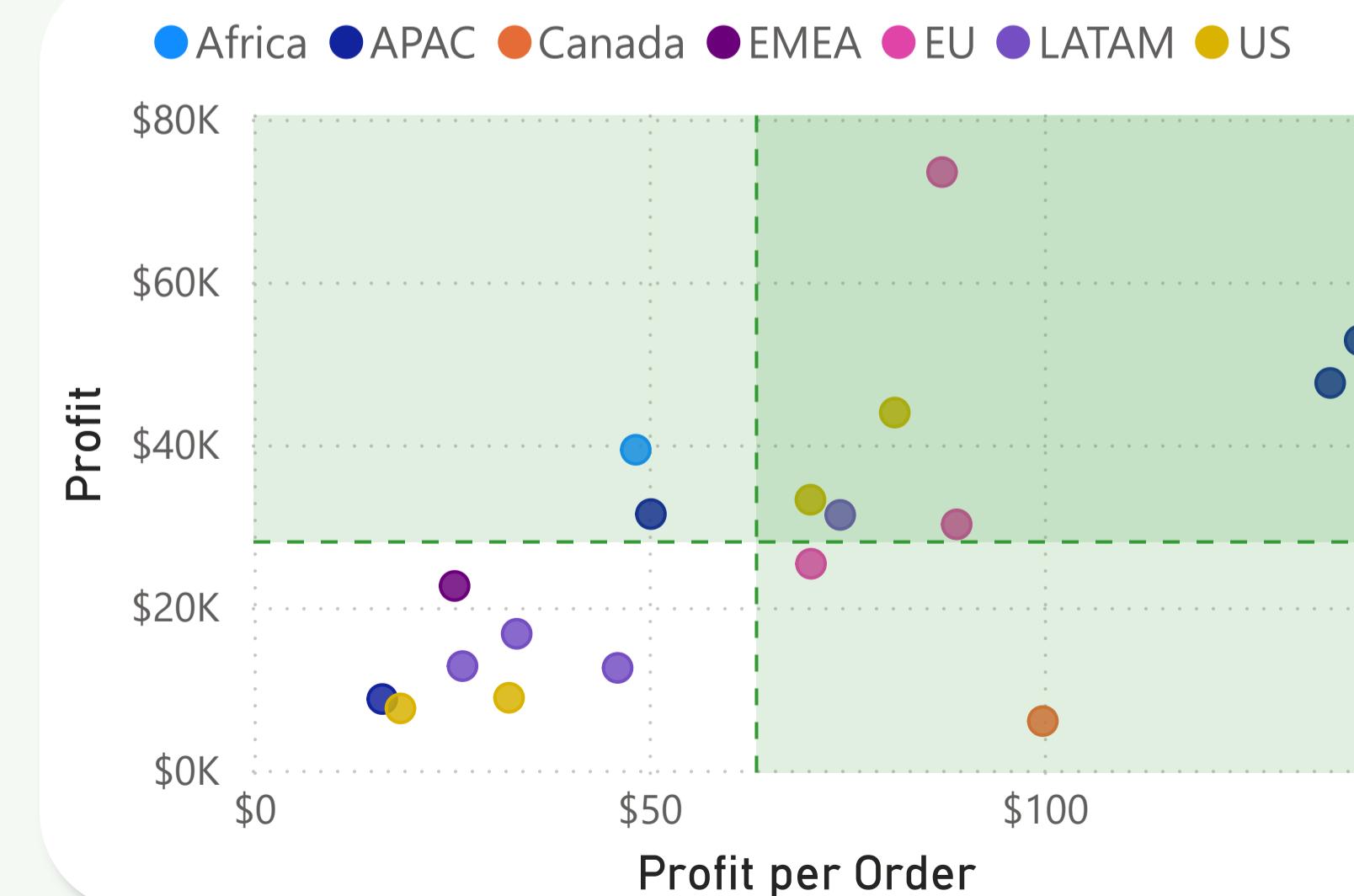
- Consumer
- Corporate
- Home Office



- Dashboard
- Sales
- Profit
- Quantity
- CoG
- Shipping
- Discount



Product Name	Profit	Profit by Unit
Canon imageCLASS 2200 Advanced ...	\$15,679,96	\$1,425,45
Cisco Smart Phone, Full Size	\$7,262,35	\$129,68
Motorola Smart Phone, Full Size	\$6,307,56	\$119,01
Hoover Stove, Red	\$5,123,23	\$165,27
Sauder Classic Bookcase, Traditional	\$4,937,97	\$117,57
Apple Smart Phone, Cordless	\$4,606,24	\$139,58



2021
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Total Quantity

178,31K

Quantity per Order

7,12

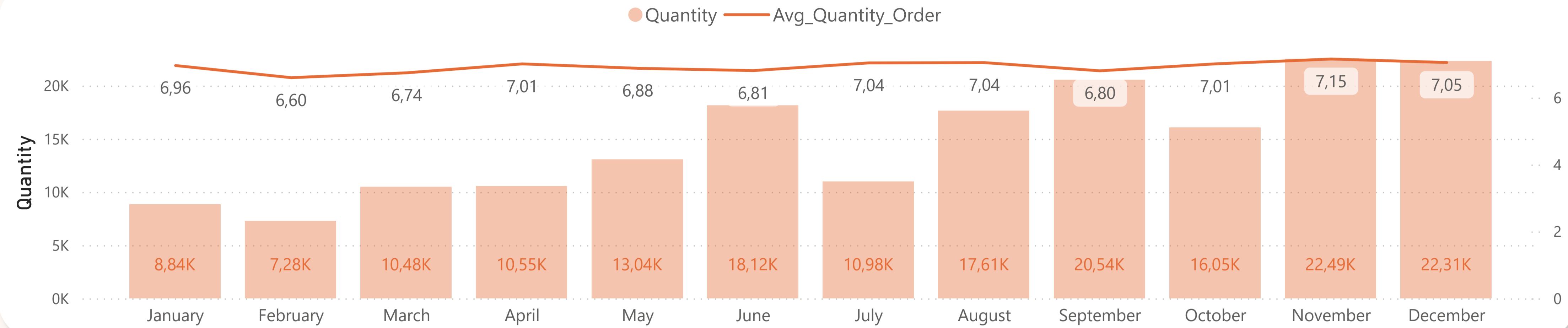
Annual Quantity per Customer

31,55

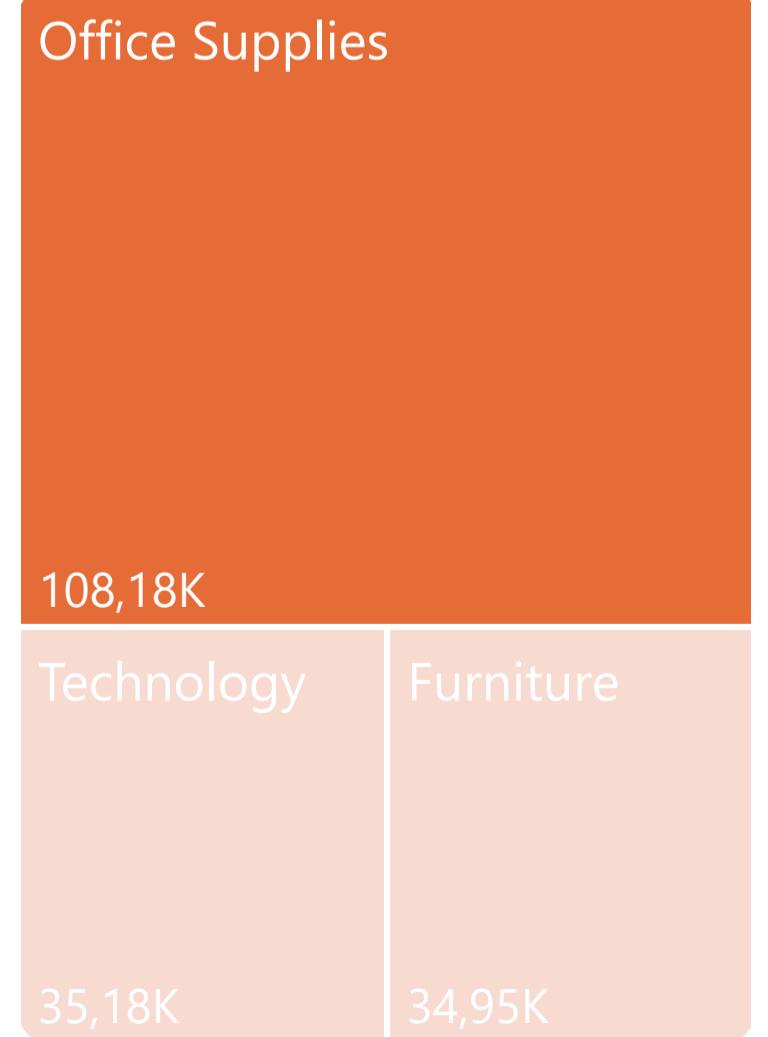
MoM Quantity Growth

9,61 %

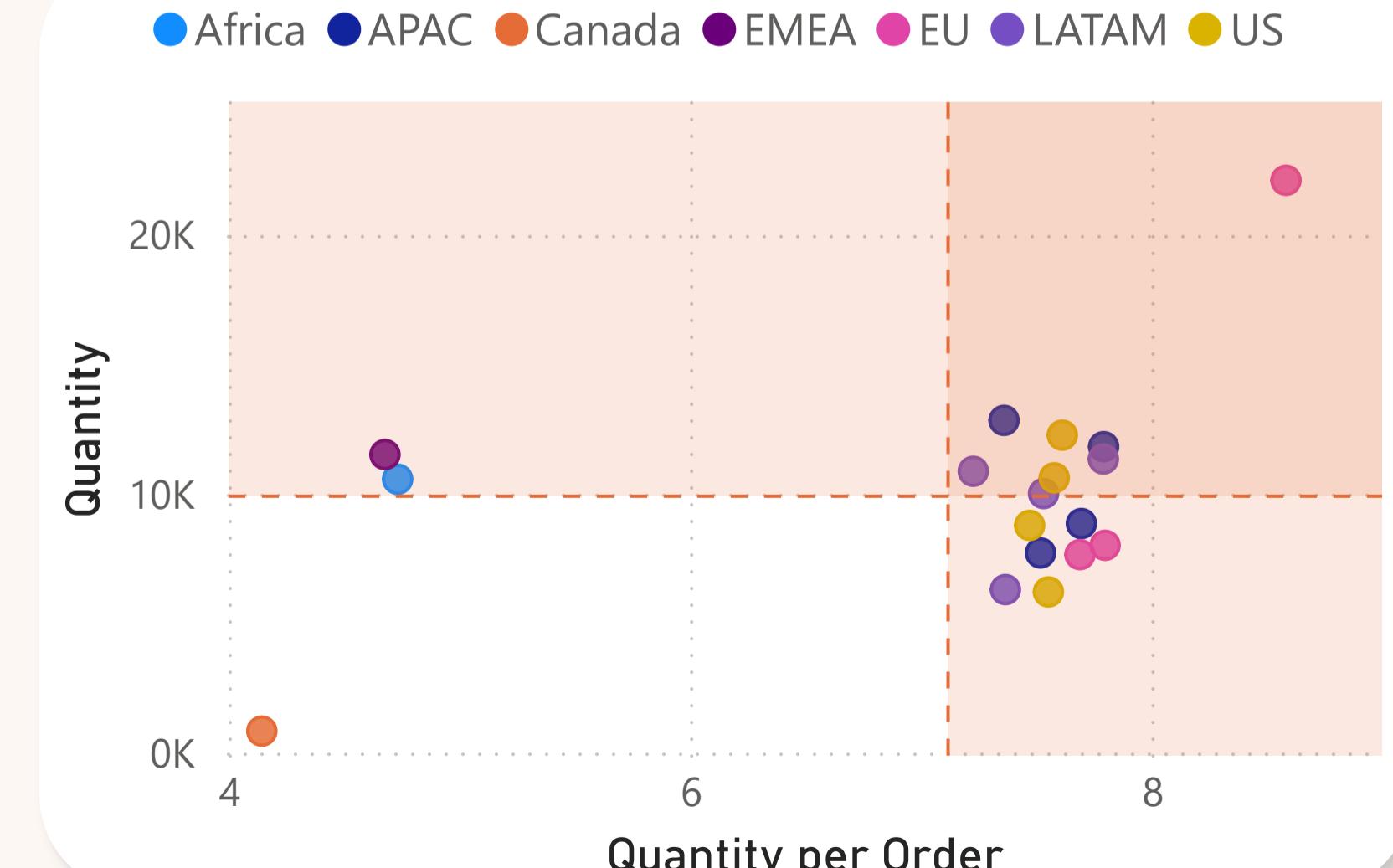
Consumer
Corporate
Home Office



Dashboard
Sales
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CoG
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Discount



Product Name	Quantity	Quantity per Order
Staples	814	3,93
Cardinal Index Tab, Clear	337	3,66
Eldon File Cart, Single Width	321	3,57
Rogers File Cart, Single Width	262	3,12
Sanford Pencil Sharpener, Water C...	259	3,24
Stockwell Paper Clips, Assorted Sizes	253	3,89



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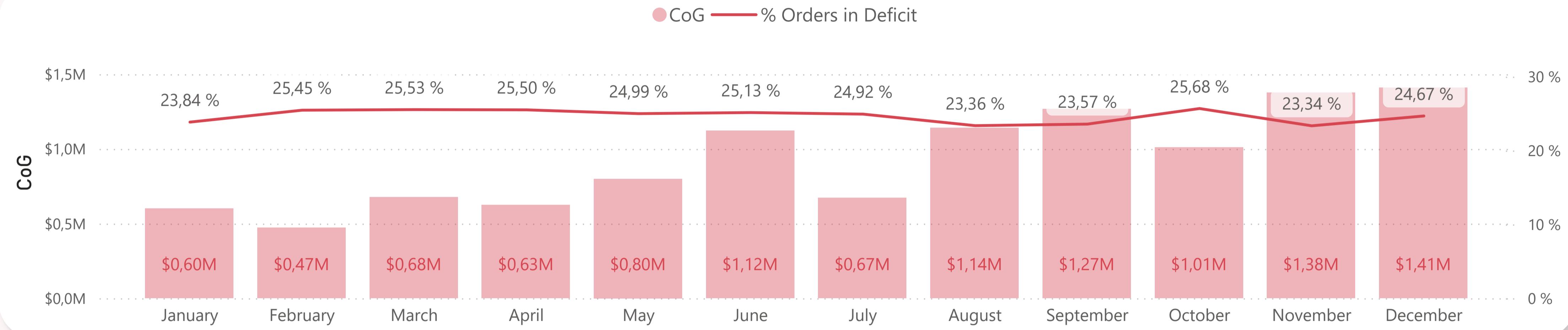
Total CoG
\$11,18M

Orders in Deficit
24,47 %

% Unit Cost
74,47 %

MoM CoG Growth
10,11 %

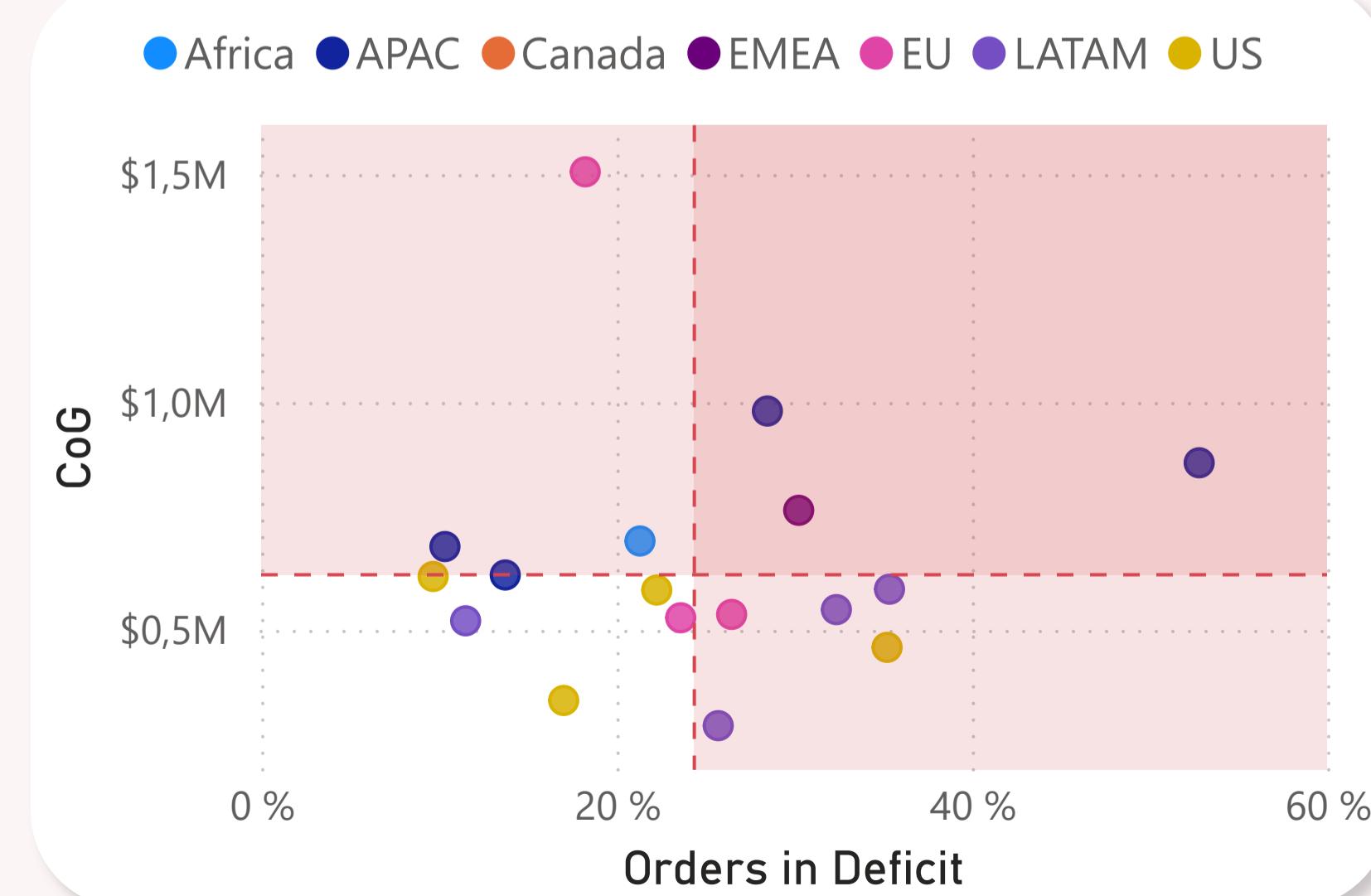
Consumer
Corporate
Home Office



Dashboard
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Discount



Product Name	Cost	Cost per Unit
Apple Smart Phone, Full Size	\$81 014	473,77
Nokia Smart Phone, Full Size	\$61 966	421,54
Cisco Smart Phone, Full Size	\$59 203	425,92
Motorola Smart Phone, Full Size	\$56 129	418,87
Hon Executive Leather Armchair, Adj...	\$52 196	308,85
Samsung Smart Phone, Cordless	\$48 852	452,33



2021

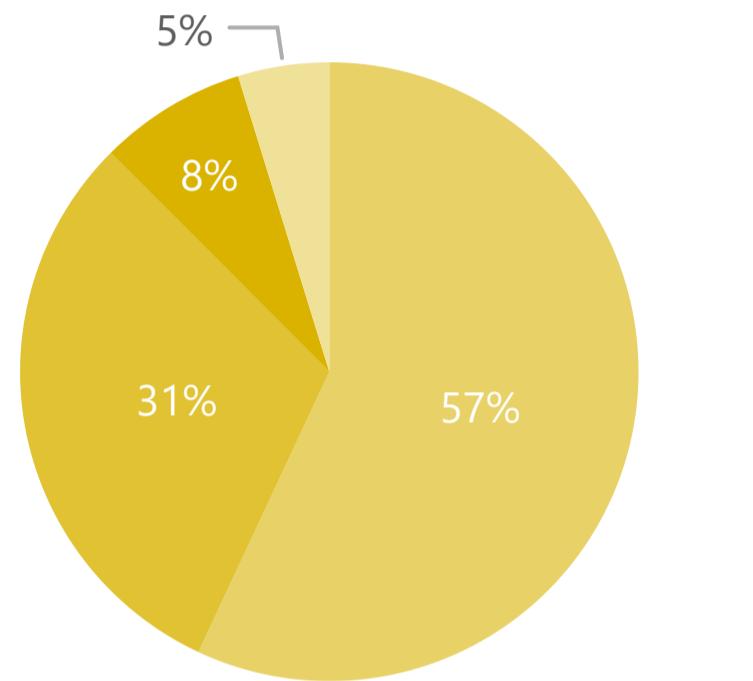
2022

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2024

Order Preparation Time

3,97



Order Priority

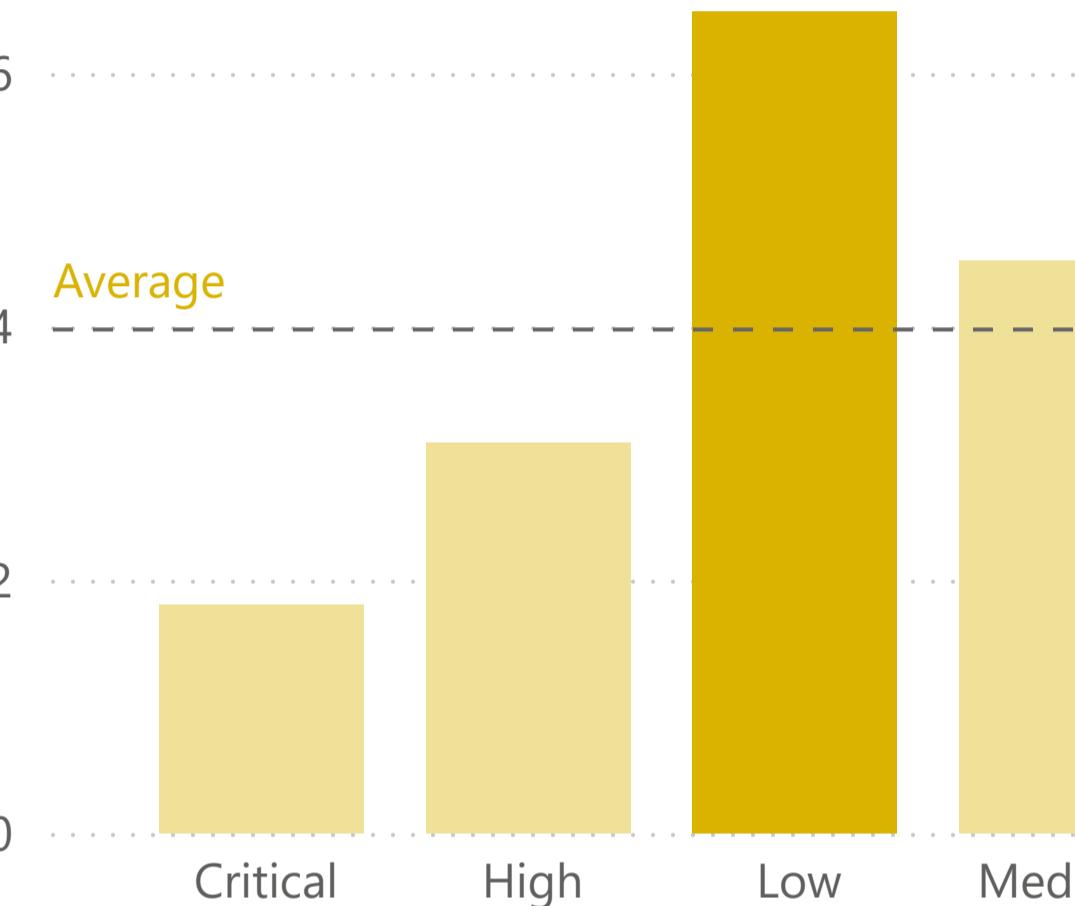
- Medium
- High
- Critical
- Low

Consumer

Corporate

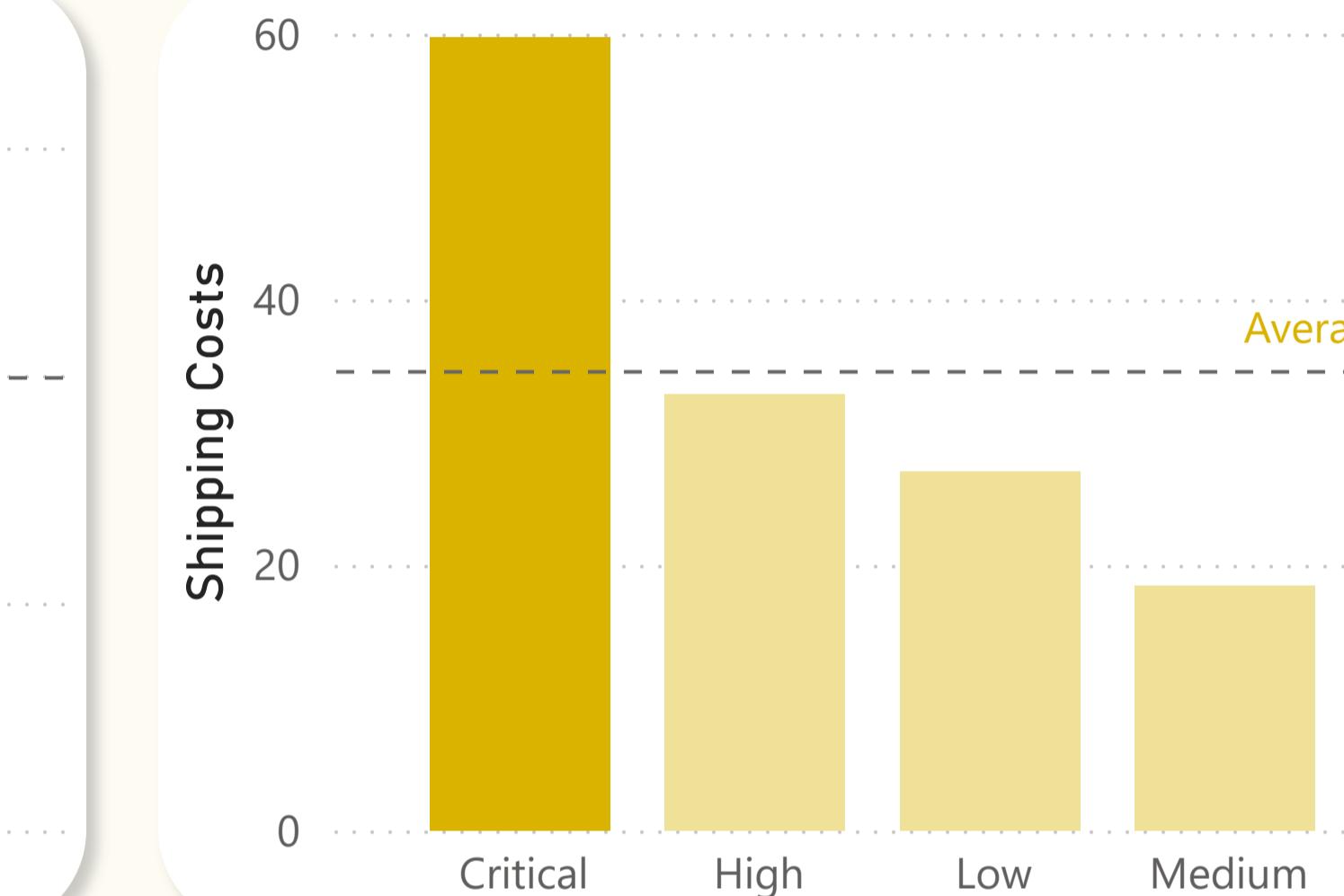
Home Office

Order Preparation Time (Days)



Shipping Costs

26,38



Shipping Costs

Average

Dashboard

Sales

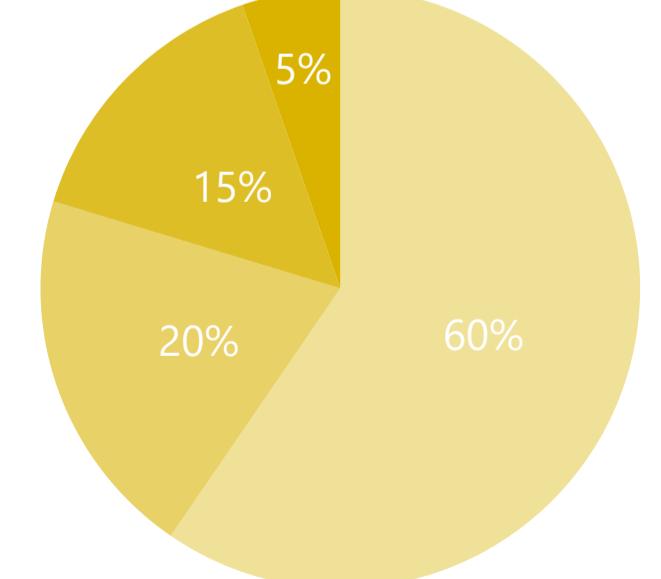
Profit

Quantity

CoG

Shipping

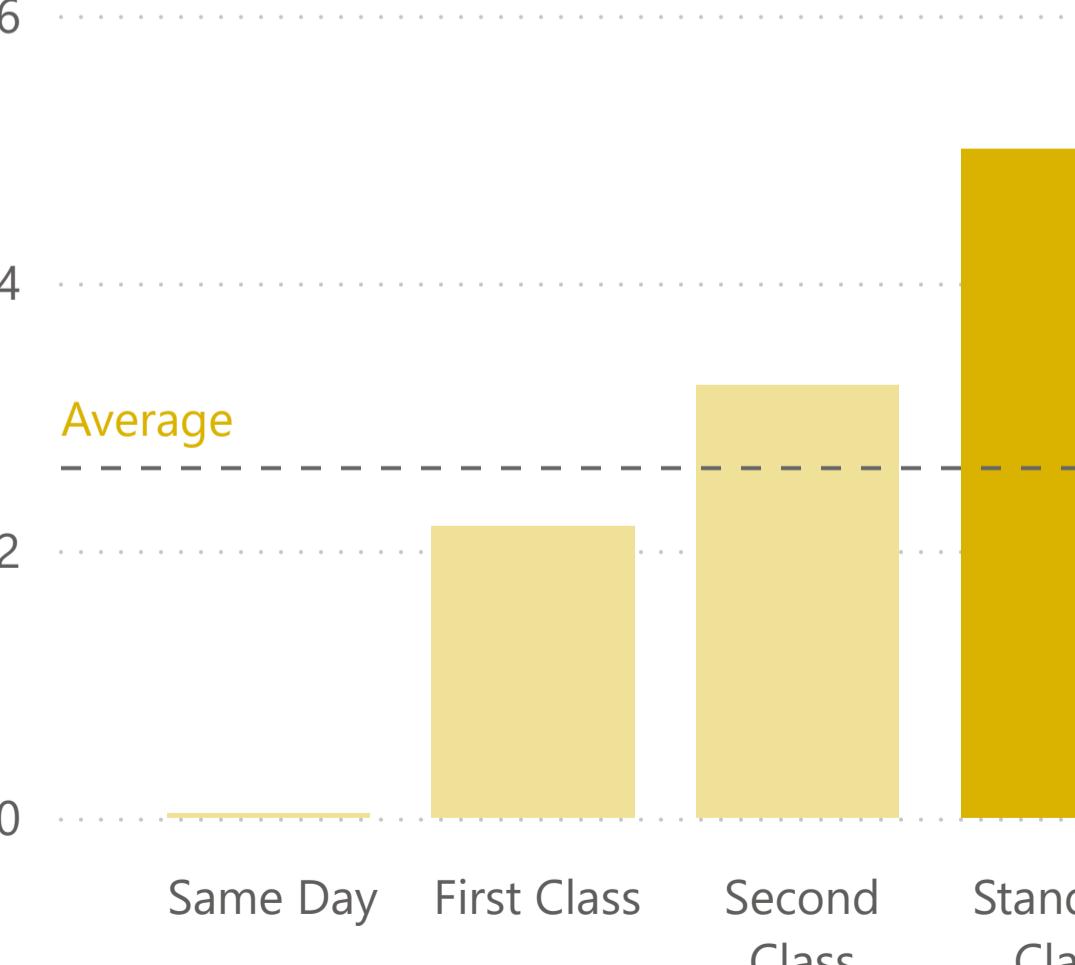
Discount



Ship Mode

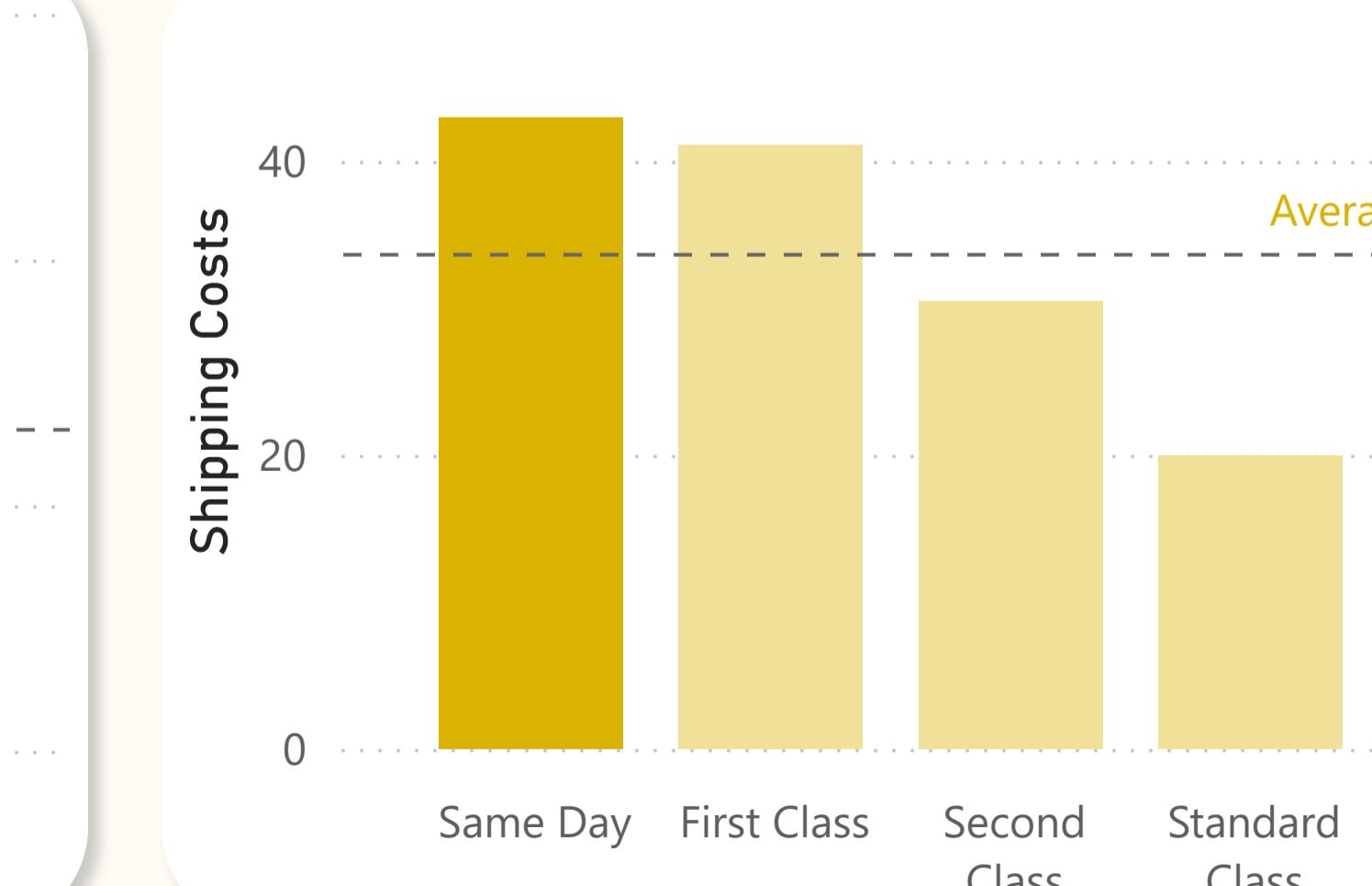
- Standard Class
- Second Class
- First Class
- Same Day

Order Preparation Time (Days)



Shipping Costs

Average



2021

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% of Discounted Orders

48,54 %

Profit on Discounted Orders

\$ -4.72

% of Discounted Order with Positive Profit

49,43 %

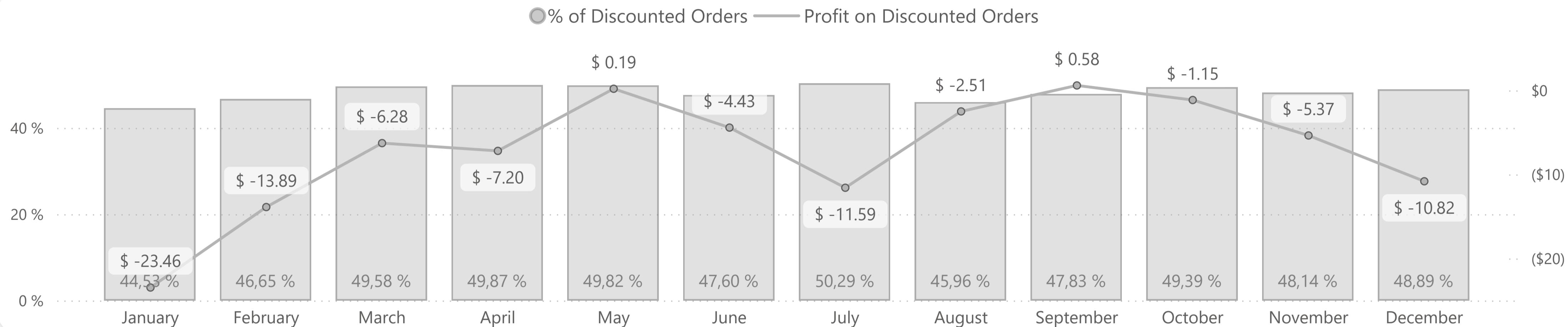
Average Discount

14,29 %

Consumer

Corporate

Home Office



Dashboard

Sales

Profit

Quantity

CoG

Shipping

Discount

Days Before Next Order

Order Not Discounted

547,64

Order Discounted

561,56

Product Name	Discounted	% Sold Items	Profit
Canon imageCLASS 220...	2	40,00 %	\$ 2 519,99
Canon PC1060 Personal ...	3	75,00 %	\$ 755,99
Canon PC1080F Persona...	1	25,00 %	\$ 569,99
Canon Imageclass D680...	4	80,00 %	\$ 542,49
KitchenAid Stove, Silver	6	50,00 %	\$ 541,33
Sharp AL-1530CS Digital...	4	100,00 %	\$ 516,24

