

E-commerce



Year

All

Month

All

Customer Segm...

All

Region

All

Product Category

All

total_sales

14.92M

profit

1.52M

#orders

5K

Average_Order_Value

2.71K

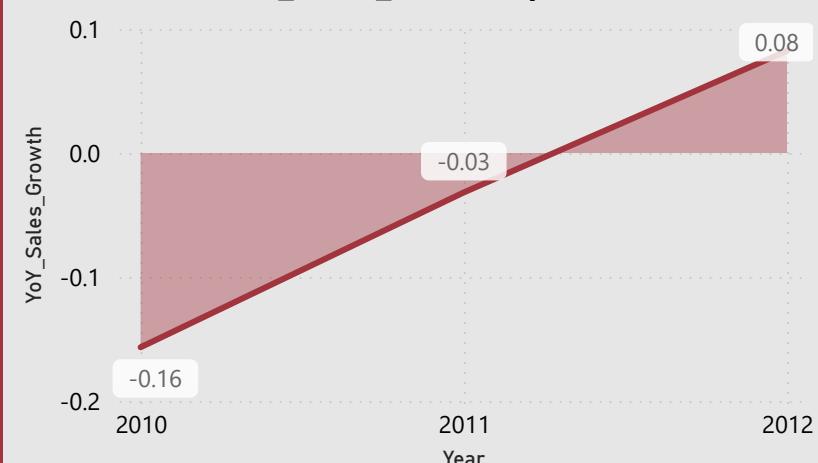
YoY% | 2012 vs 2011

▲ 8.2%

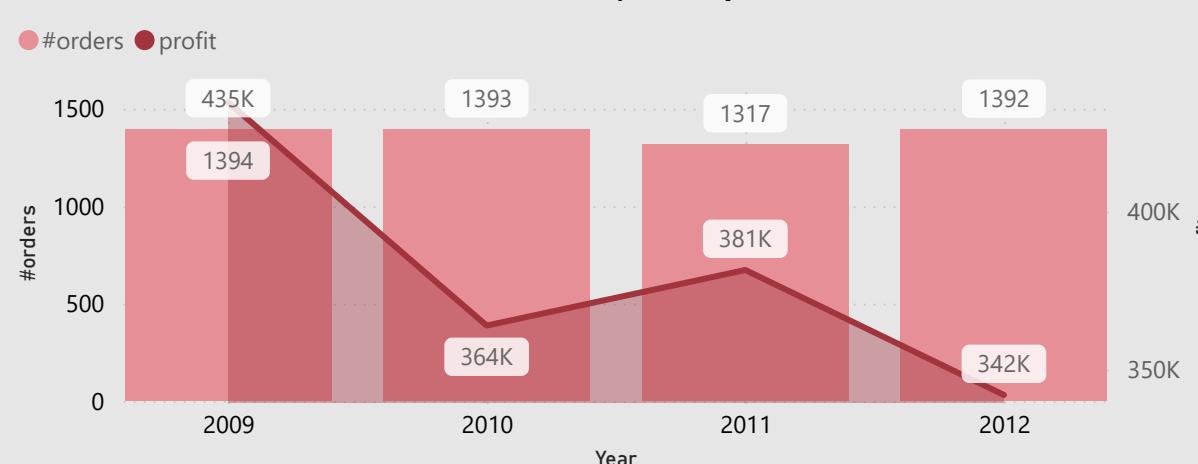
total_sales by Year and Month



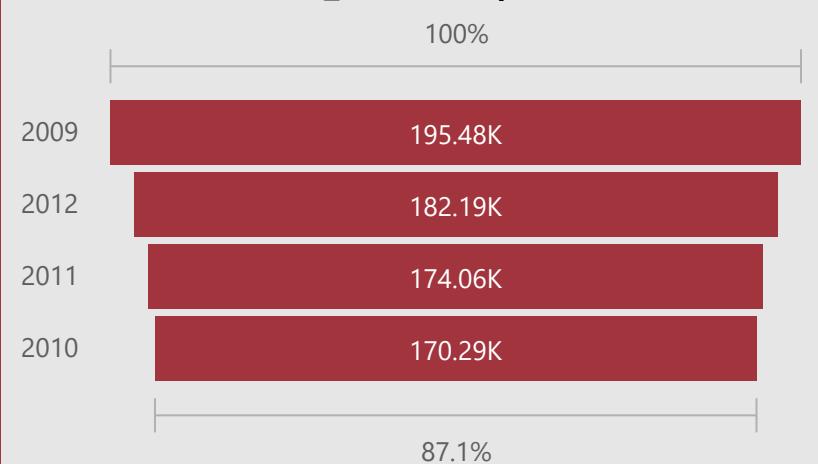
YoY_Sales_Growth by Year



#orders and profit by Year



Total_Discount by Year



Time_Line

Orders

Customers

Product

Region

E-commerce



Year

All

Month

All

Customer Segm...

All

Region

All

Product Category

All

#orders

5K

Avg_Order_Quantity

39.08

High_Priority_Orders_Perc...

20.69%

Total_Discount

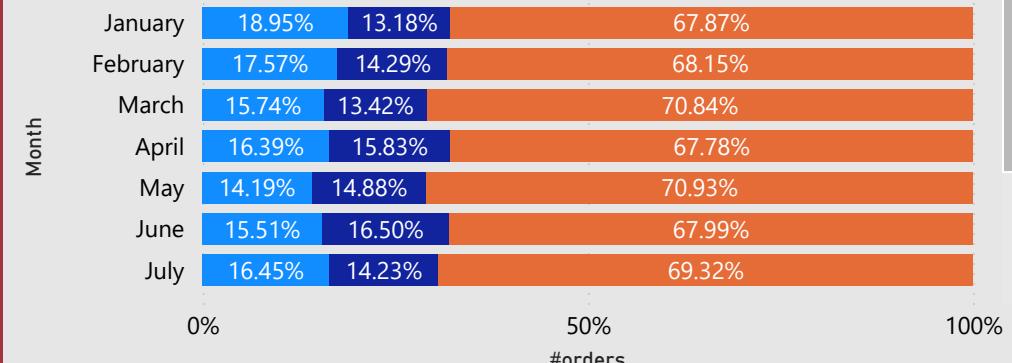
722.02K

Most_Common_Ship_Mode

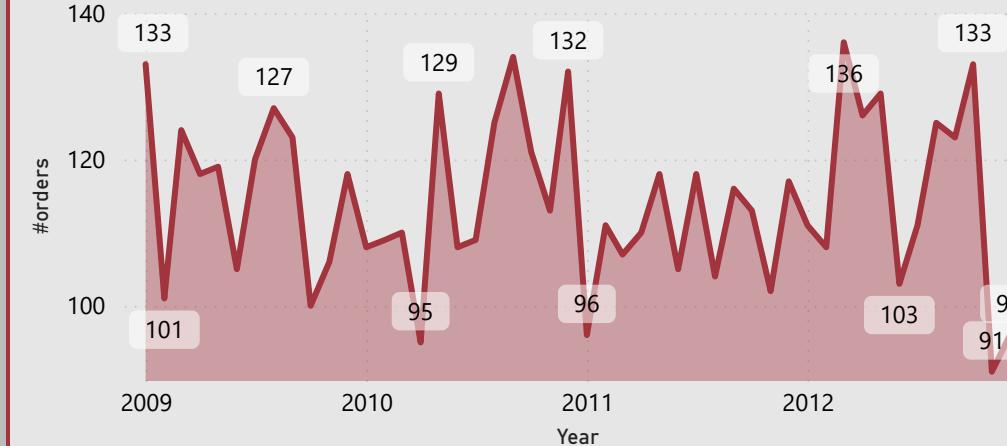
Regular Air

#orders by Month and Ship Mode

Ship Mode ● Delivery Truck ● Express Air ● Regular Air

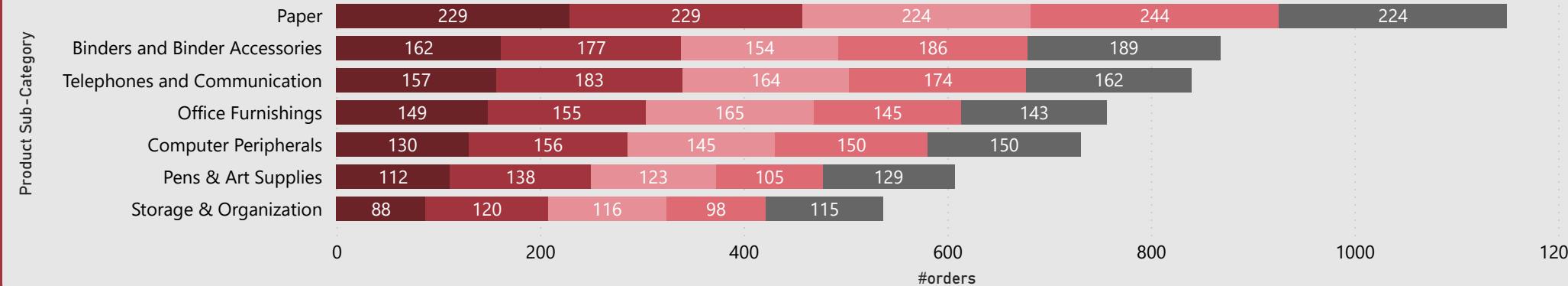


#orders by Year and Month



#orders by Product Sub-Category and Order Priority

Order Priority ● Critical ● High ● Low ● Medium ● Not Specified



Time_Line

Orders

Customers

Product

Region

E-commerce



Year ▾

All ▾

Month ▾

All ▾

Customer Segm... ▾

All ▾

Region ▾

All ▾

Product Category ▾

All ▾

#customers

795

Avg_Profit_per_Customer

1.91K

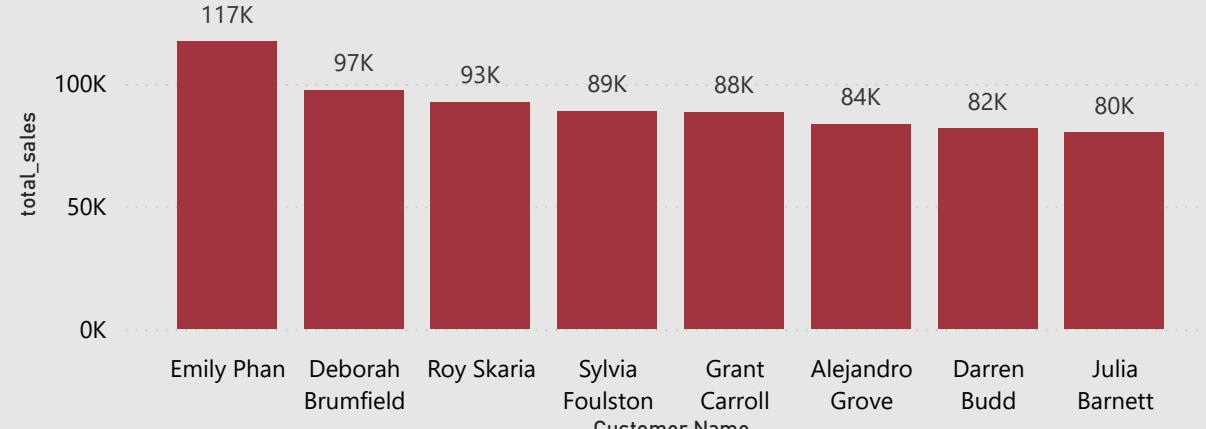
Avg_Orders_per_Customer

6.91

Top_Customer_By_Sales

Emily Phan

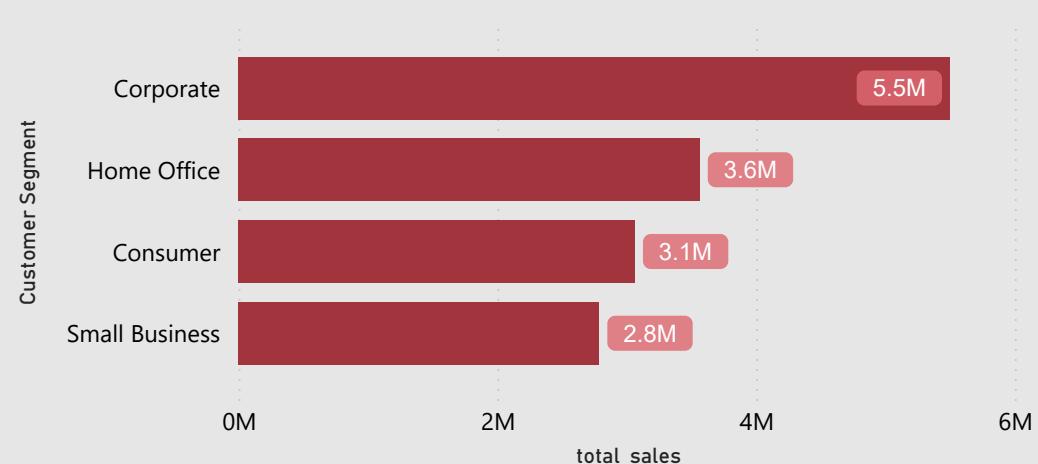
Top 8 Customers



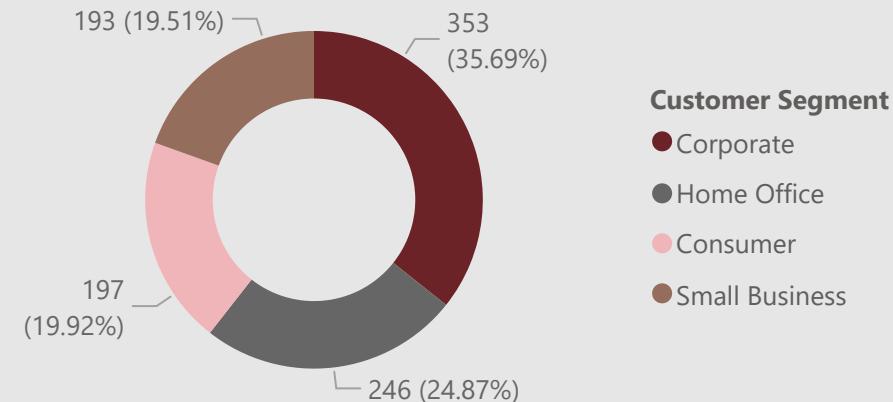
Customer vs Year

Customer Name	total_sales	profit
Emily Phan	117,124.44	34,005.45
Deborah Brumfield	97,433.14	31,121.22
Roy Skaria	92,542.15	1,343.93
Sylvia Foulston	88,875.76	5,141.90
Grant Carroll	88,417.00	27,977.28
Alejandro Grove	83,561.93	20,588.92
Darren Budd	81,577.34	1,857.65
Julia Barnett	80,044.45	-1,956.09
Total	14,915,600.82	1,521,767.96

total_sales by Customer Segment



#customers by Customer Segment



Time_Line

Orders

Customers

Product

Region

E-commerce



Year

All

Month

All

Customer Segm...

All

Region

All

Product Category

All

Total_Products_Sold

215K

Avg_Profit_per_Product

1.20K

Most_Profitable_Product

Global Troy™ Executive...

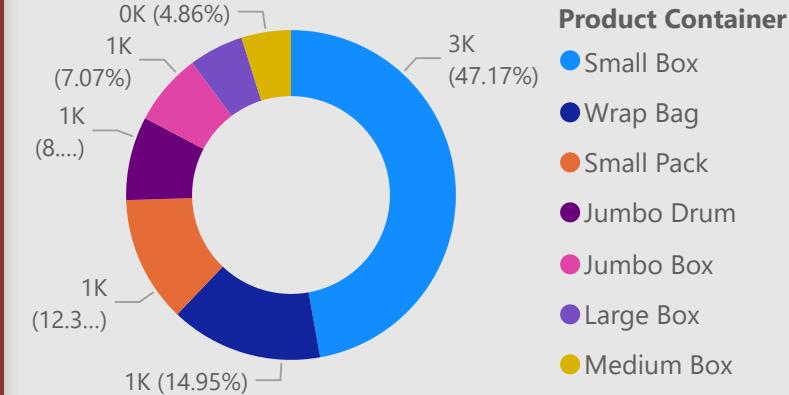
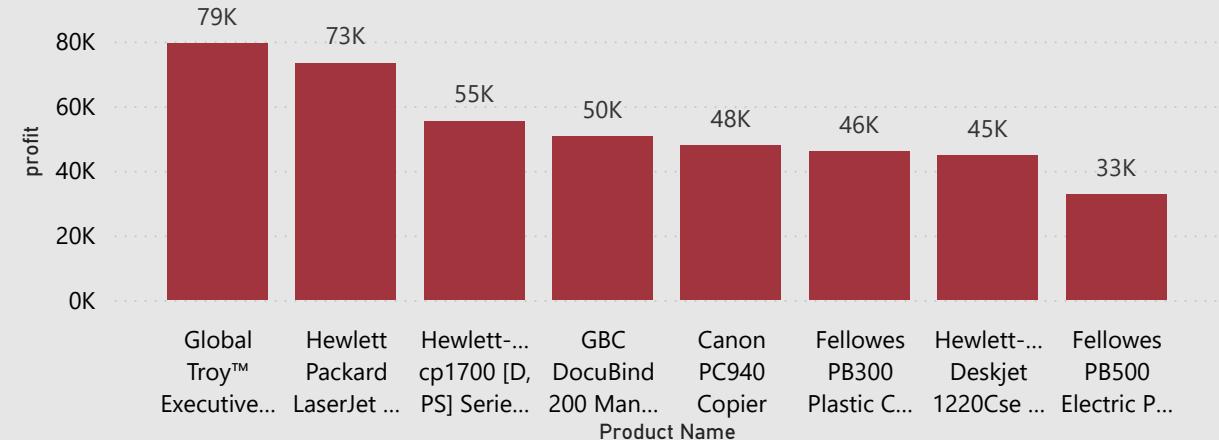
Lowest_Selling_Product

Hewlett Packard 6...

Top5_Sales_Percentage

7.67%

Top 8 products by profit



Product Category

Product Sub-Cat...

Product Name

total_sales
14,915,600.82

Technology
5,984,248.18

Furniture
5,178,590.54

Office Supplies
3,752,762.10

Tables
1,896,008.14

Chairs & Chairmats
1,761,836.55

Bookcases
822,652.04

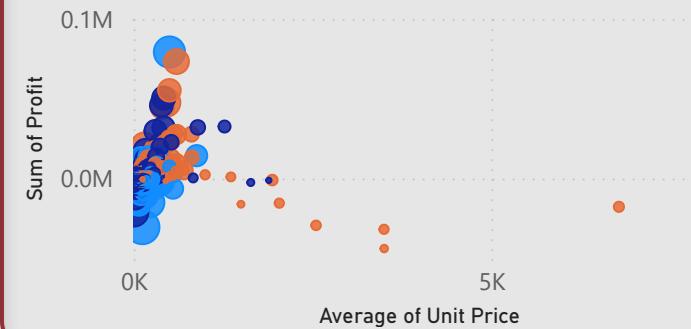
Global Troy™ Executive...
275,941.52

Hon 4700 Series Mobu...
99,875.94

Global Leather and Oa...
91,309.97

Average of Unit Price, Sum of Profit and Sum of Order Quantity by Product Name and Product Category

Product Cat... ● Furniture ● Office Supplies ● Technology



E-commerce



Year

All

Month

All

Customer Segm...

All

Region

All

Product Category

All

#Region

8

#Province

13

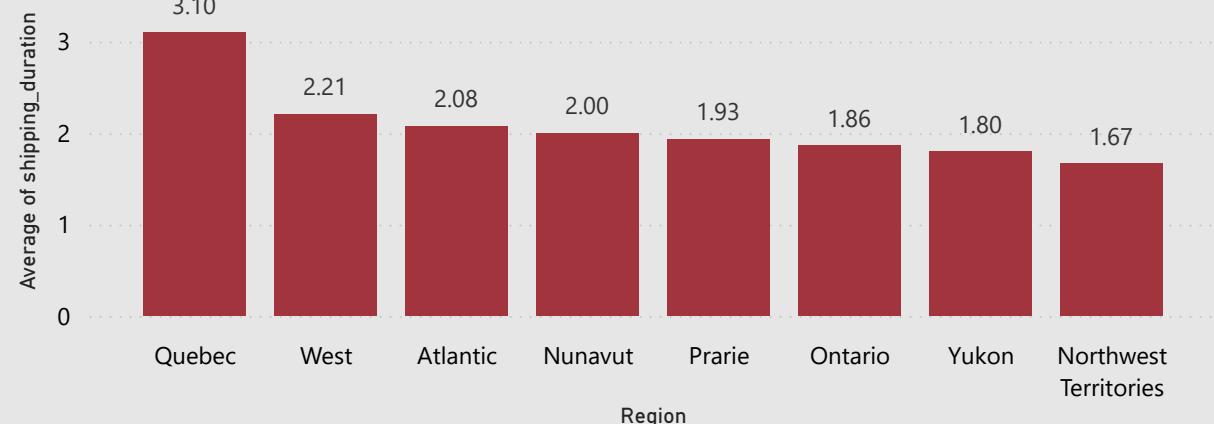
Total Shipping Cost

107.83K

Average of shipping_duration

2.03

AVG shipping duration per Region



Region

Province

Ship Mode

total_sales
14,915,600.82

West
3,597,549.28

Ontario
3,063,212.48

Prairie
2,837,304.60

British Columbia
1,892,757.78

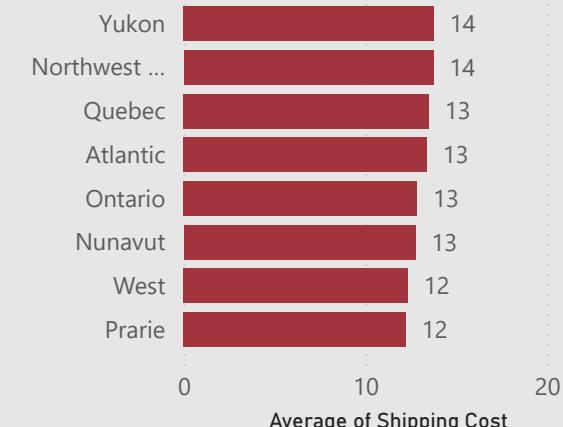
Alberta
1,704,791.49

Regular Air
929,456.45

Delivery Truck
770,825.05

Express Air
192,476.28

Average of Shipping Cost by Region



Time_Line

Orders

Customers

Product

Region