

Executive Sales Summary

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Customer Acquisition & Retention
Analysis

Sales and Discount Impact

Year

2014

MonthName

July

Total_Sales

\$33.95K



Prev_Month_Sales **34.60K**

Monthly_Growth ▼ **-1.9%**

Total_Orders

65



Prev_Month_Orders **66**

O_Growth_Rate ▼ **-1.5%**

Total_Quantity

550



PM_Quantity_Sold **521**

Q_Growth_Rate ▲ **5.6%**

Total_Customers

65

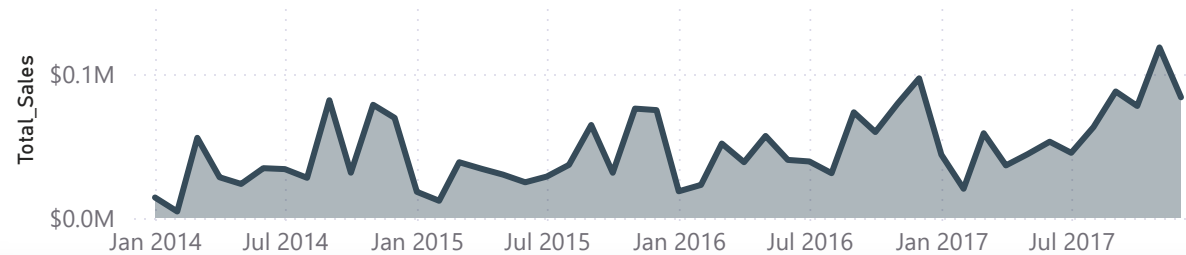


Average Order Value

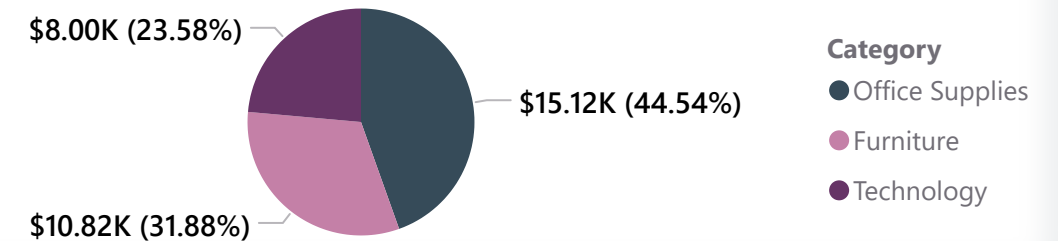
\$522.25

vs Prev Month ▼ **-0.4%**

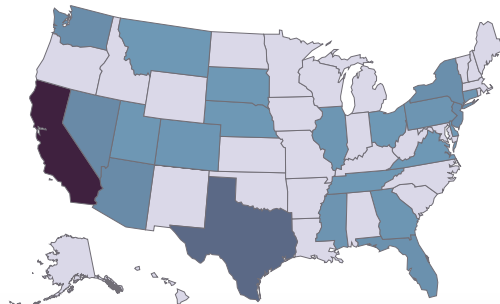
Total_Sales by Year, Quarter and Month



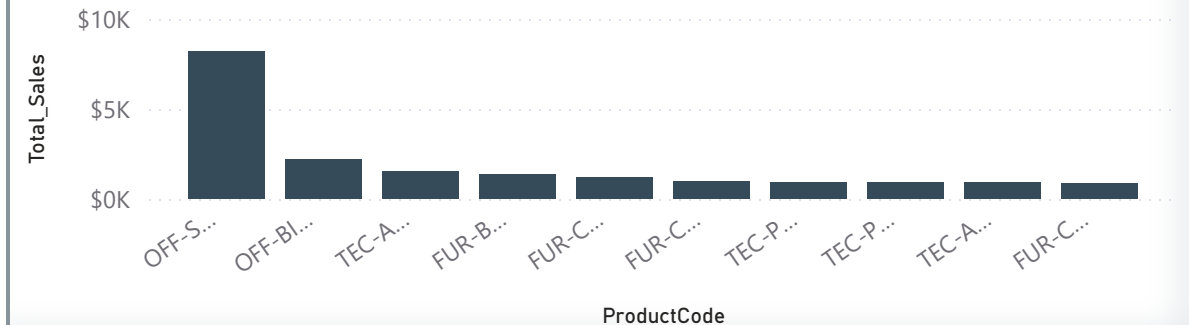
Total Sales by Category - July 2014



Total Sales and Orders by State-Wise in- July 2014



Top 10 Products by Sales in - July 2014





Customer Acquisition & Retention Analysis

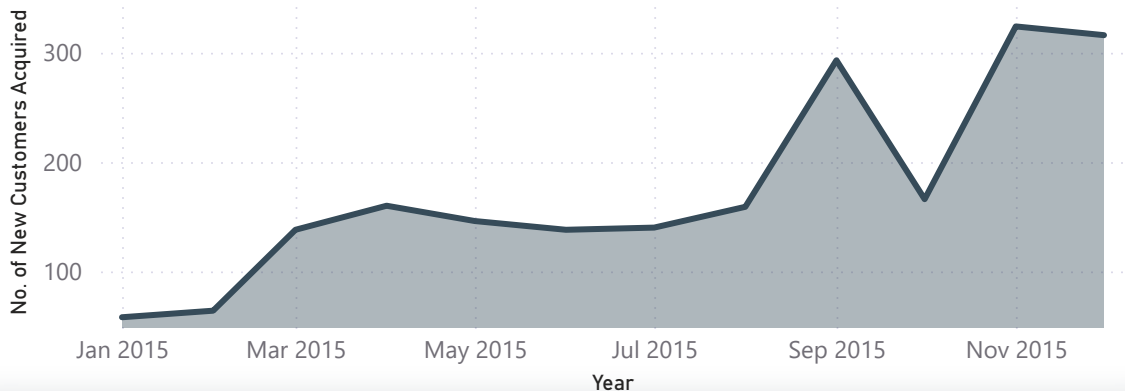
Year

2015

MonthName

All

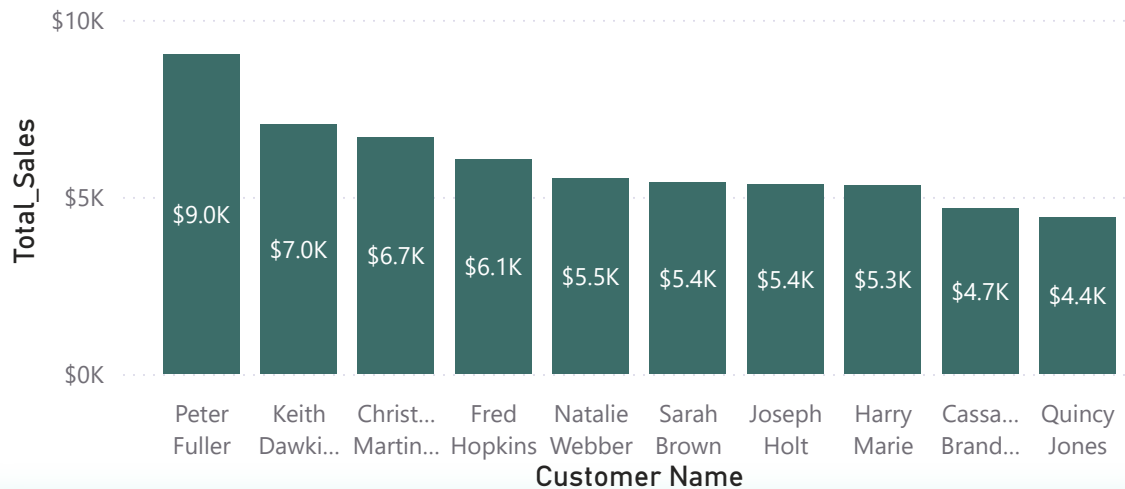
Customer Growth over Time



Cohort Retention

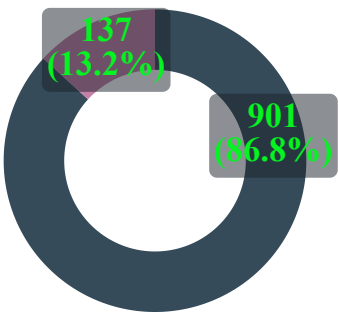
Cohort Month	0	1	2	3	4	5	6	7	8
2014-01	100.00%	9.38%		6.25%	6.25%		6.25%	12.50%	15.63%
2014-02	100.00%	16.67%	8.33%	4.17%		8.33%	8.33%	12.50%	12.50%
2014-03	100.00%	6.15%	3.08%	12.31%	10.77%		10.77%	7.69%	12.31%
2014-04	100.00%	10.71%	3.57%	7.14%	5.36%	14.29%	10.71%	16.07%	14.29%
2014-05	100.00%	8.93%	8.93%	7.14%	17.86%	3.57%	21.43%	17.86%	7.14%
2014-06	100.00%	2.08%	4.17%	8.33%	4.17%	18.75%	16.67%	2.08%	8.33%
2014-07	100.00%	13.64%	11.36%		11.36%	18.18%	4.55%		18.18%
2014-08	100.00%	16.33%	6.12%	22.45%	10.20%	6.12%	8.16%	4.08%	8.16%
2014-09	100.00%	13.24%	13.24%	16.18%	1.47%	2.94%	13.24%	14.71%	13.24%
2014-10	100.00%	7.14%	11.90%	2.38%	7.14%	9.52%	11.90%	9.52%	7.14%

Total_Sales by Customer Name



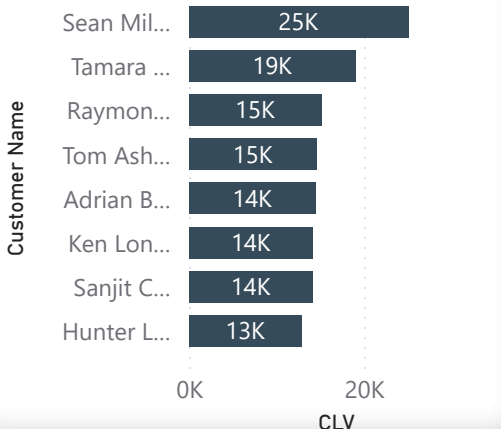
Total Orders by New and Repeating Customers
(Customer Retention)

Customer ... ● Repeat Customers ● New Customers



Top 10 Customers

(by Customer Life Time Value)

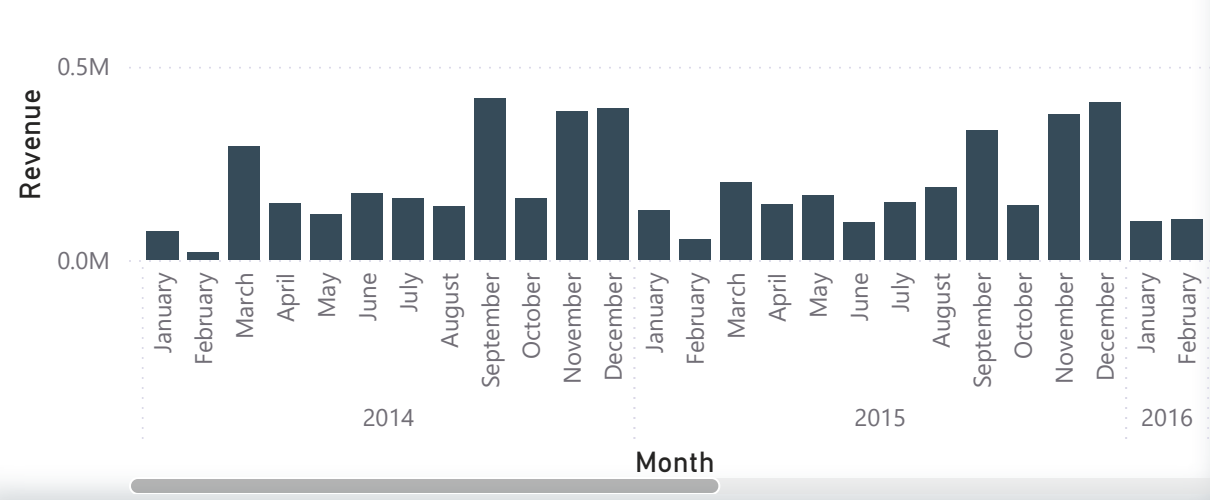


Sales and Discount Impact

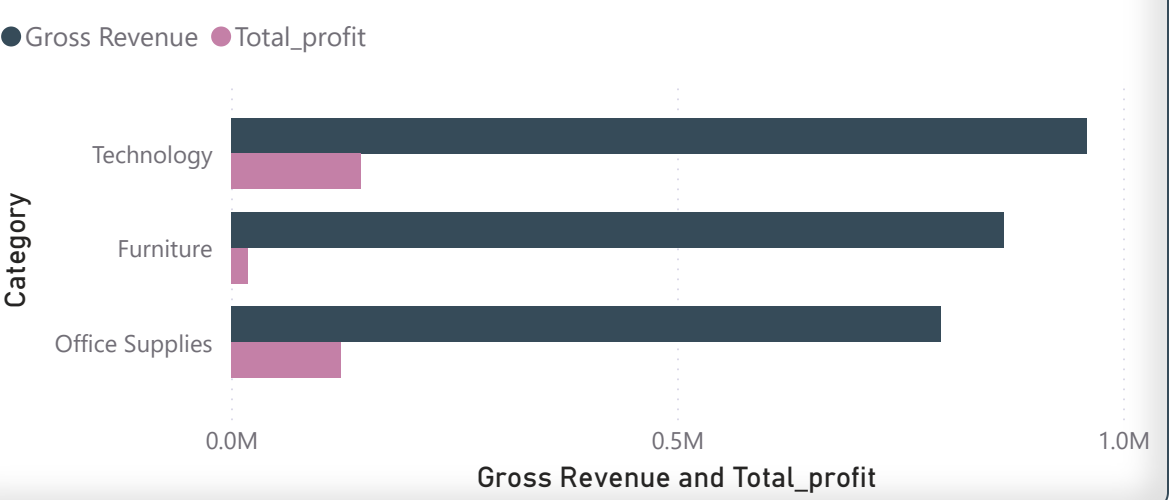
Year
All

MonthName
All

Revenue by Year and Month

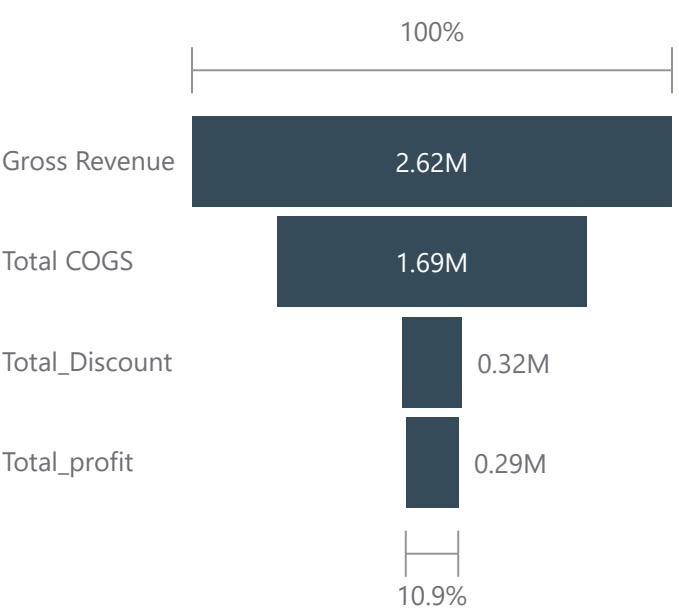


Gross Revenue and Total_profit by Category



Revenue Lost to Discount

Flow of Revenue and Profit Funnel Chart



Category	Furniture			
State	Total_Sales	Total COGS	Total_profit	Revenue Lost to Discount
Alabama	\$6,332.48	\$5,101.0918	1,231.39	0.00
Arizona	\$13,525.291	\$12,106.944100000001	-2,744.92	-4,163.27
Arkansas	\$3,187.55	\$2,406.0948	781.46	0.00
California	\$156,064.6015	\$121,065.9376750001	9,162.97	-25,835.70
Colorado	\$13,243.037	\$12,048.6633	-2,683.13	-3,877.51
Connecticut	\$5,174.987	\$3,872.9994	1,226.28	-75.71
Delaware	\$4,759.319	\$3,735.5280999999999	870.71	-153.08
District of Columbia	\$1,346.58	\$996.4965	350.08	0.00
Florida	\$22,987.038	\$19,273.3676	-2,254.98	-5,968.65
Georgia	\$8,221.48	\$6,272.0220000000001	2,049.46	0.00
Total	\$741,999.7953	\$600,031.9814589992	18,451.27	-123,516.54