

Executive Sales Summary

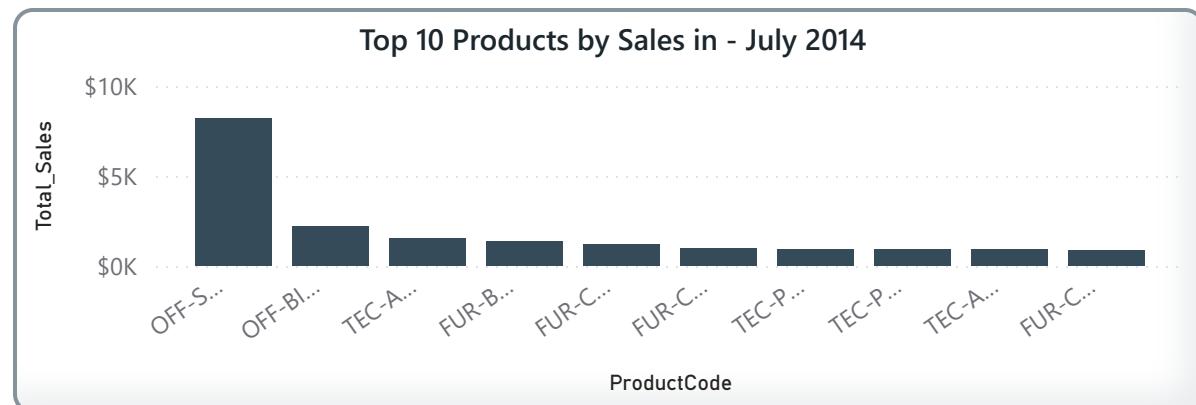
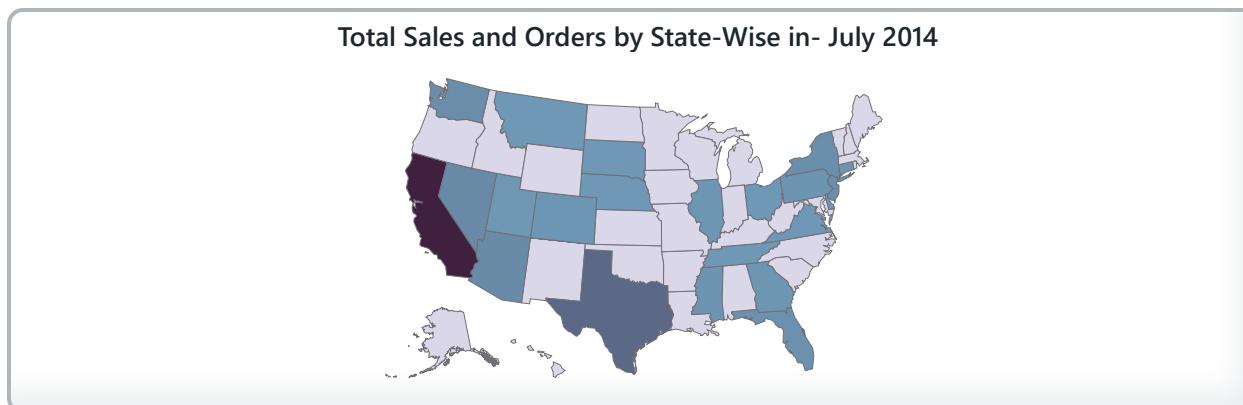
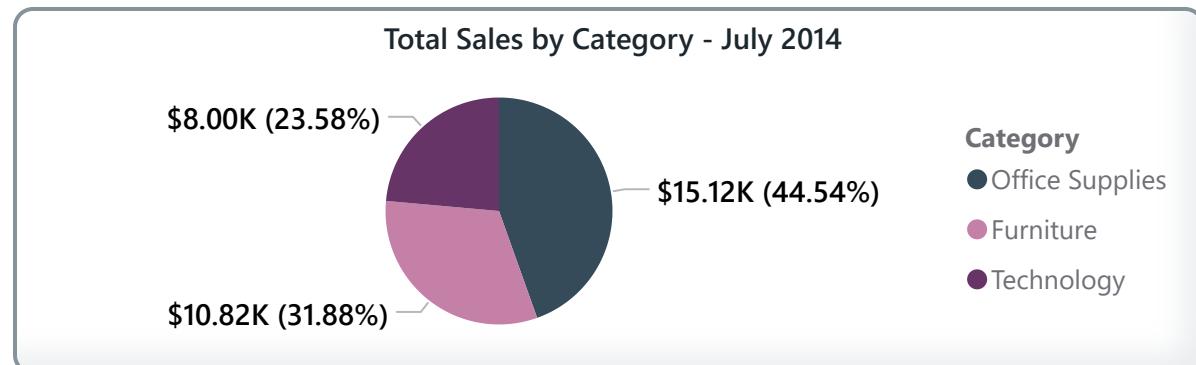
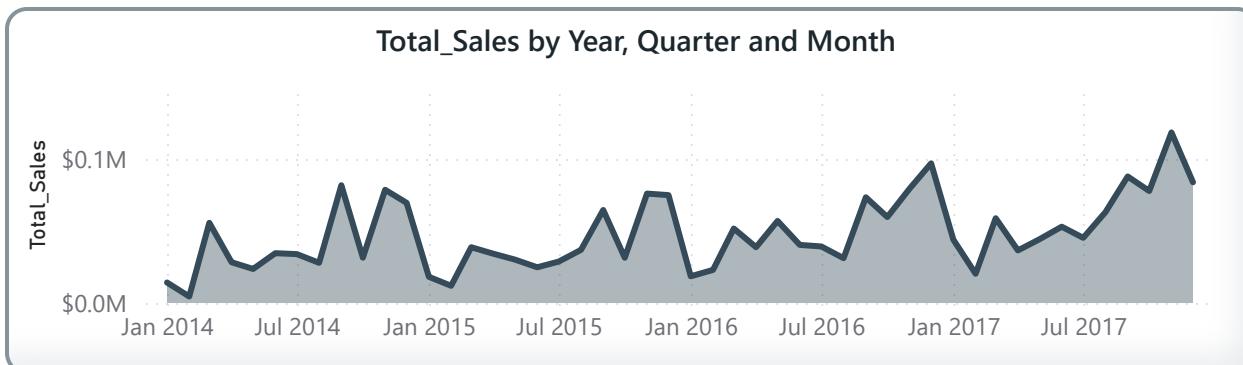
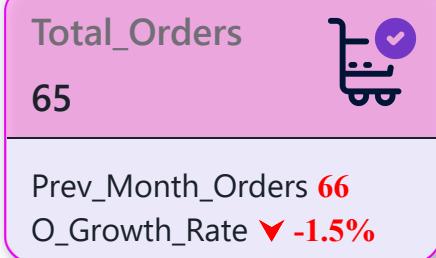
Executive Sales Summary

Customer Acquisition & Retention Analysis

Sales and Discount Impact

Year
2014

MonthName
July





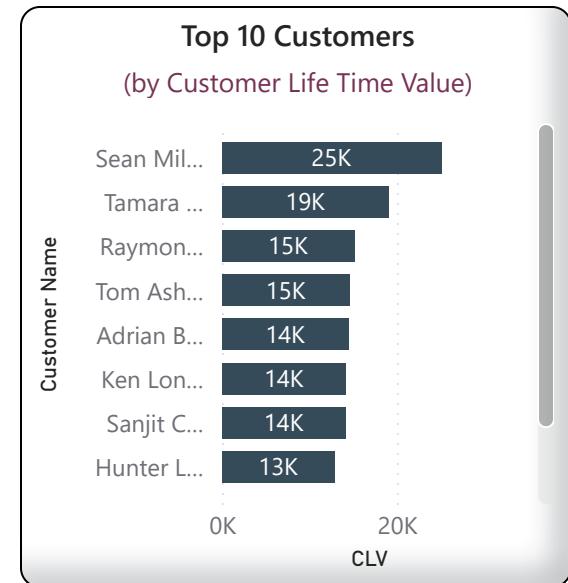
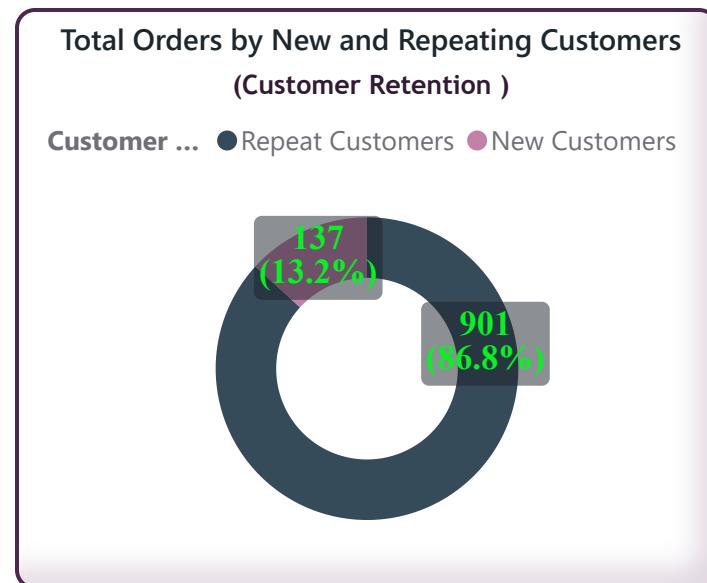
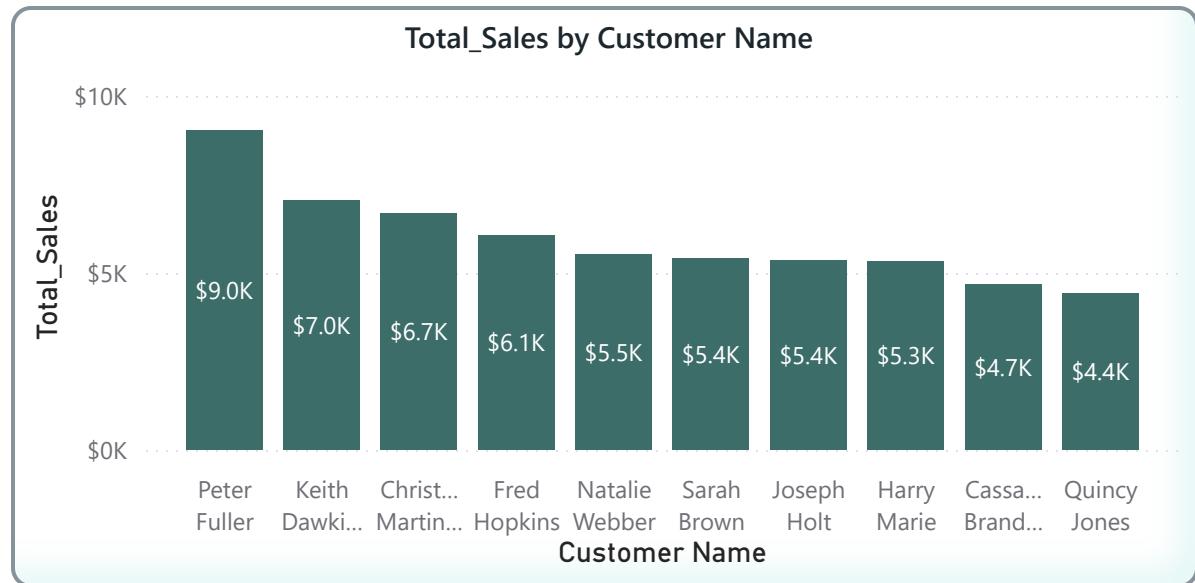
Customer Acquisition & Retention Analysis

Year

MonthName



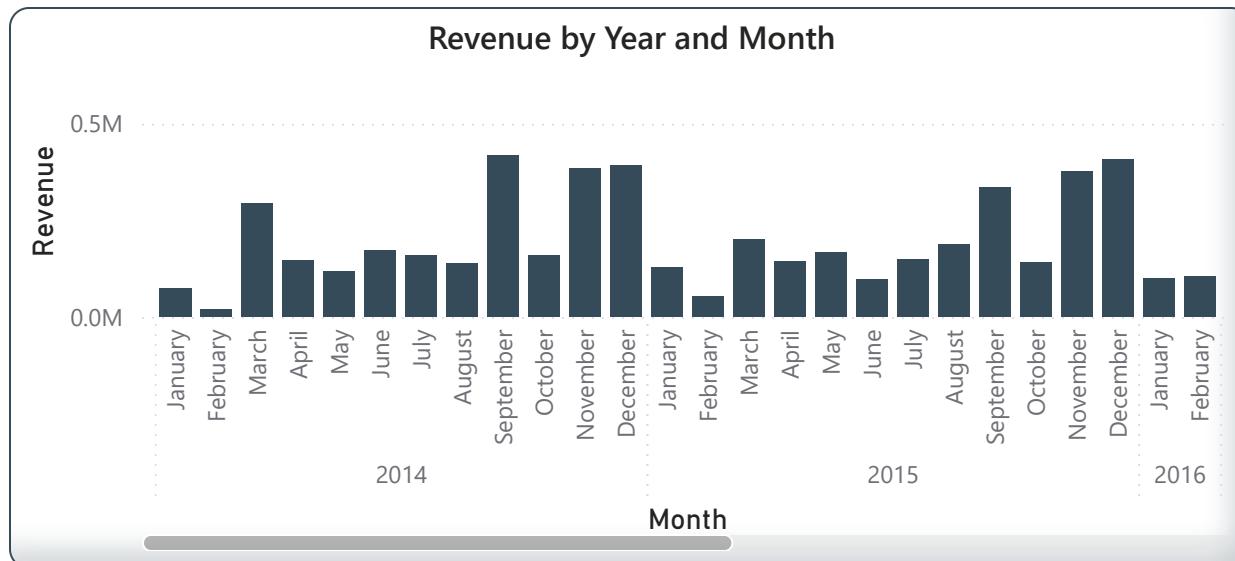
Cohort Month	0	1	2	3	4	5	6	7	8
2014-01	100.00%	9.38%		6.25%	6.25%		6.25%	12.50%	15.63%
2014-02	100.00%	16.67%	8.33%	4.17%		8.33%	8.33%	12.50%	12.50%
2014-03	100.00%	6.15%	3.08%	12.31%	10.77%		10.77%	7.69%	12.31%
2014-04	100.00%	10.71%	3.57%	7.14%	5.36%	14.29%	10.71%	16.07%	14.29%
2014-05	100.00%	8.93%	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%



Sales and Discount Impact

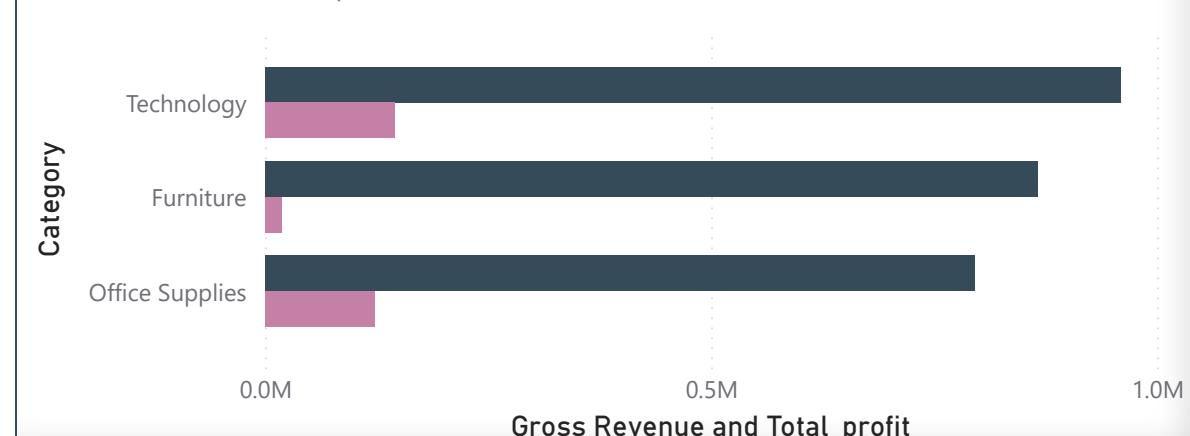
Year
All

MonthName
All



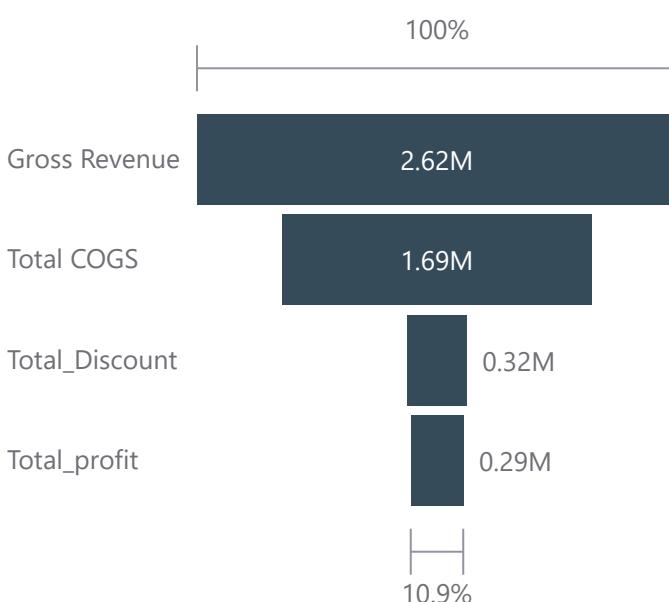
Gross Revenue and Total_profit by Category

● Gross Revenue ● Total_profit



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	\$12,106.94410000001	-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	\$3,735.528099999999	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	\$6,272.022000000001	-2,049.46	0.00	
Total	\$741,999.7953	\$600,031.9814589992	18,451.27	-123,516.54	