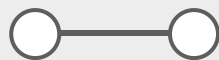


2014

2017



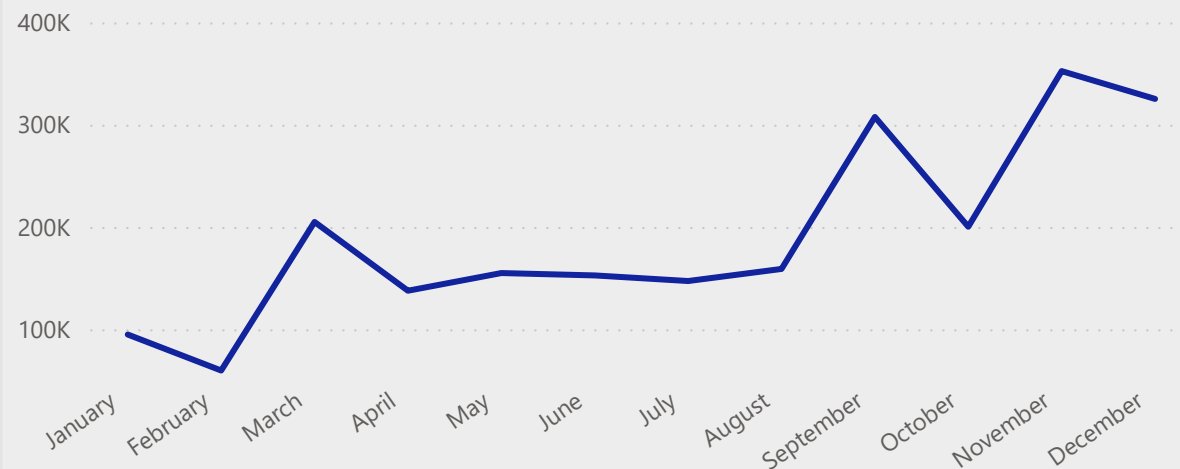
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

- ☐ Furniture
- ☐ Office Sup...
- ☐ Technology

Sales and Transaction Report

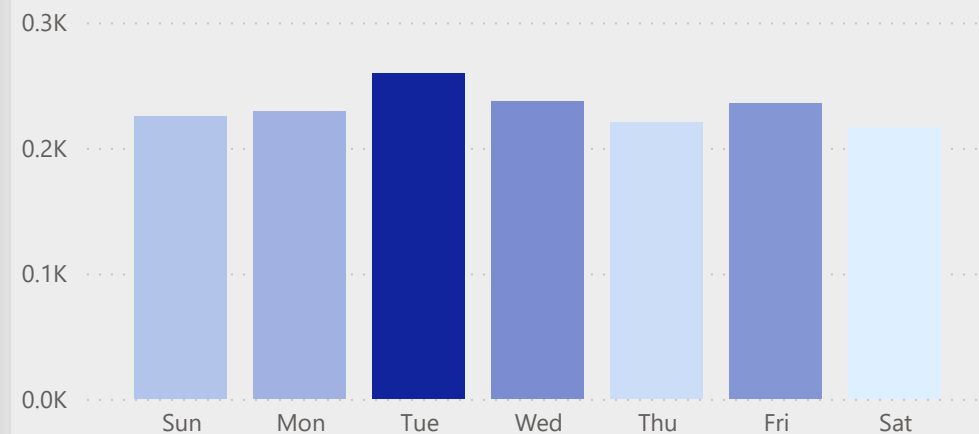
Total Sales over the Period Amount to \$2,297,200.86 and total number of transaction is 5009

Sales by Month Trends



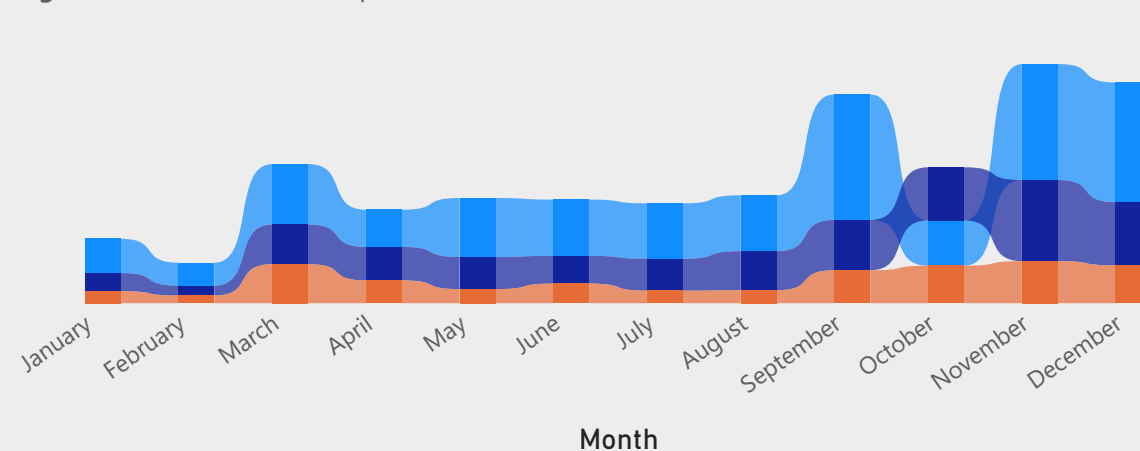
Average Sales by Day of Week

Average 216.30 259.68



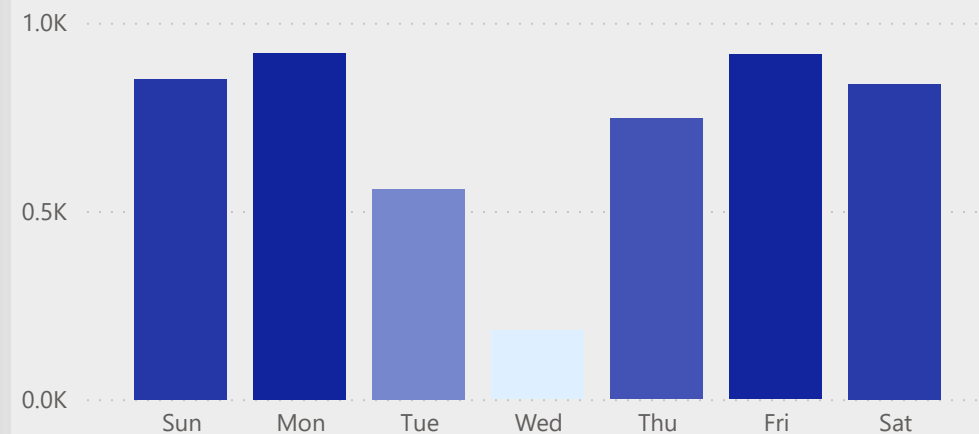
Customer Segment Rank over the Month

Segment ● Consumer ● Corporate ● Home Office



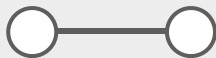
Transaction by Day of Week

Range 182 920



2014

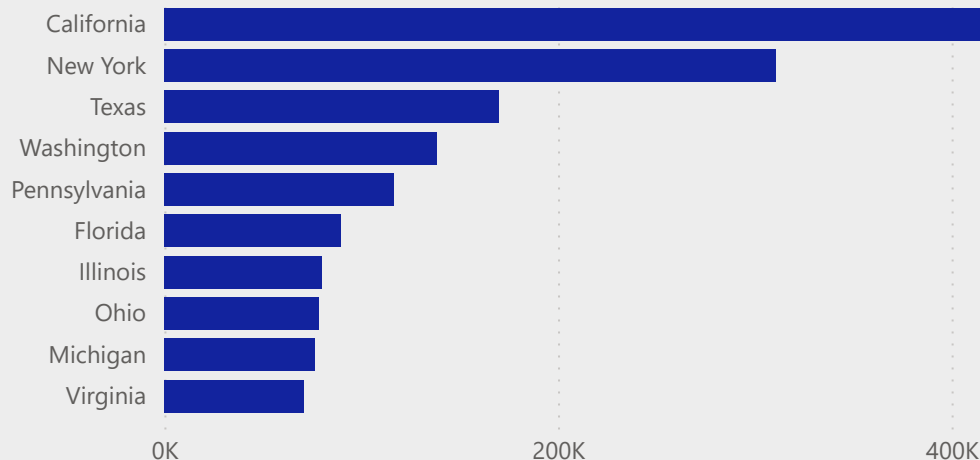
2017

☐ Central☐ East☐ South☐ West☐ Furniture☐ Office Sup...☐ Technology

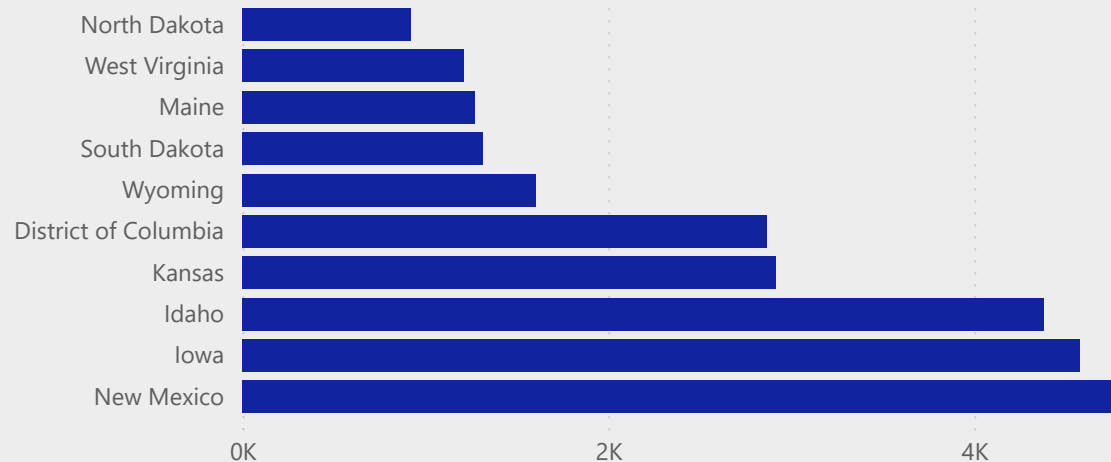
Sales and Transaction Report By Location

Total Sales over the Period Amount to **\$2,297,200.86** and total number of transaction is **5009**

Top 10 State By Sales



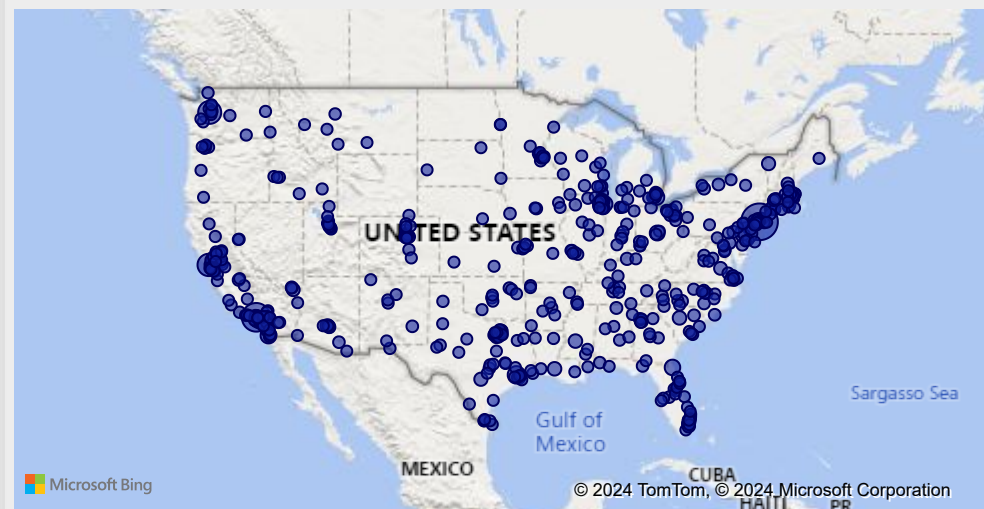
Bottom 10 State By Sales



Percentage of transaction shipment on the Top 10 States

State	First Class	Same Day	Second Class	Standard Class
California	16.06%	5.39%	19.69%	58.86%
Florida	14.00%	5.50%	18.00%	62.50%
Illinois	15.22%	3.26%	18.84%	62.68%
Michigan	11.11%	5.98%	21.37%	61.54%
New York	14.23%	4.98%	19.57%	61.21%
Ohio	19.92%	8.05%	21.61%	50.42%
Pennsylvania	18.06%	4.51%	16.67%	60.76%
Texas	15.61%	5.75%	19.92%	58.73%
Virginia	24.35%	2.61%	17.39%	55.65%
Washington	12.11%	6.25%	21.09%	60.55%

Sales Distribution By City



Total Sales over the Period Amount to \$2,297,200.86 and total number of transaction is 5009

Year

2014

Ship Mode

Key influencers Top segments



What influences Sales to

Increase

 ?

When...

...the average of Sales increases by

Sub-Category is Tables

432.7

Sub-Category is Chairs

322.4

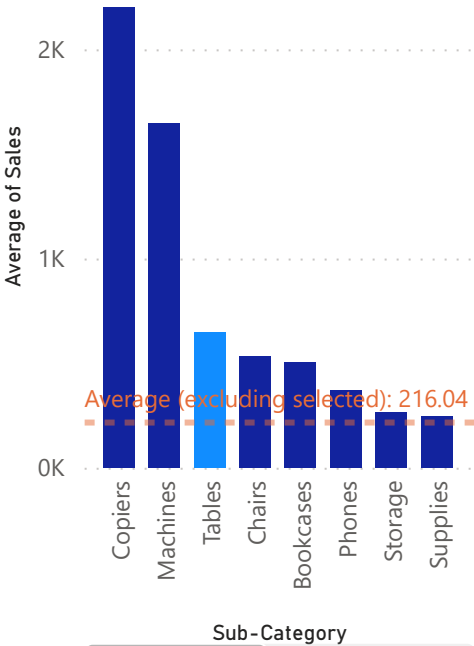
Category is Technology

273.4

Sub-Category is Phones

155.2

← Sales is more likely to increase when Sub-Category is Tables than otherwise (on average).



☐ Only show values that are influencers

Total Sales
2,297,200.86

2014
484,247.50

2015
470,532.51

2016
609,205.60

2017
733,215.26

First Class
59,769.26

Same Day
17,470.13

Second Class
101,386.78

Standard Class
305,621.32