

Product sales report

\$3.22bn

PromoSales

\$71.04M

DiscountAmount

1.65%

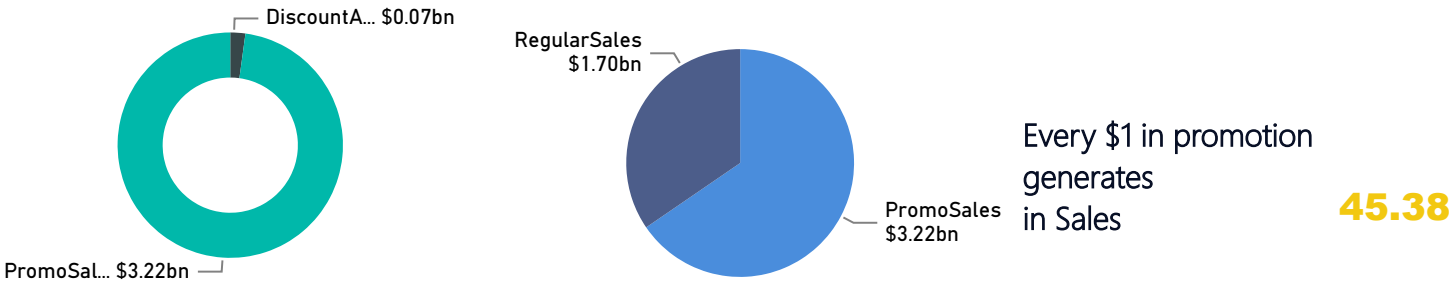
TotalSale Discounted%

ProductCategoryName

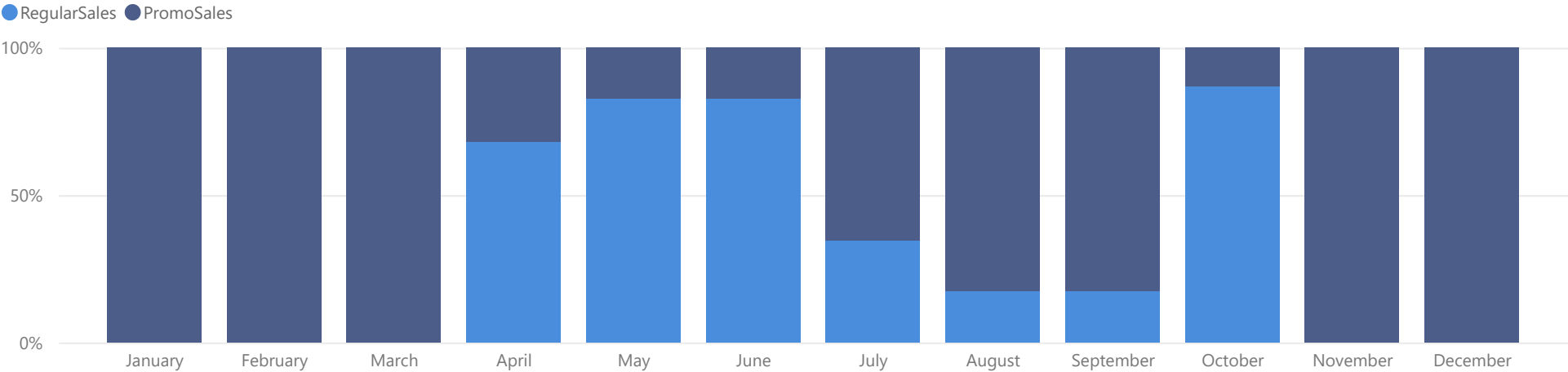
ChannelName

All

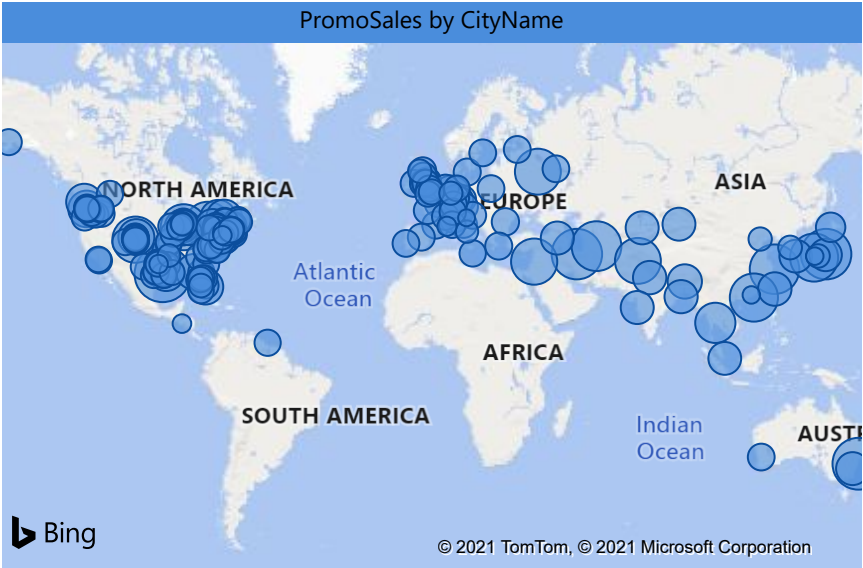
Store



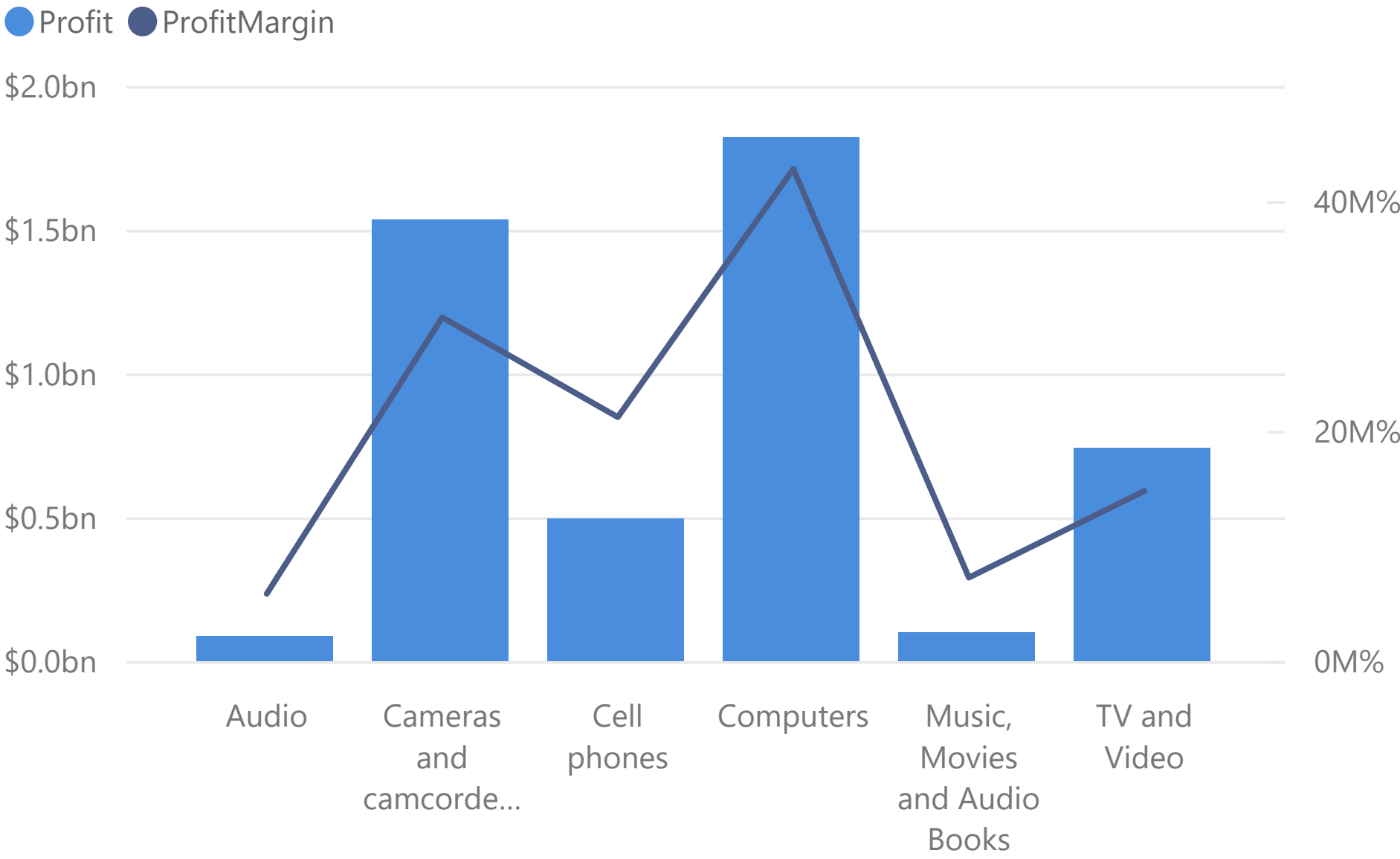
RegularSales, PromoSales, RegularSales, PromoSales, ProfitYTD and DiscountAmount by MonthName



Year	2007		2008		2009
MonthName	PromoSales	PromoSalesYTD	PromoSales	PromoSalesYTD	PromoSales
December	\$193,801,508.81	\$1,267,562,539.55	\$155,033,945.92	\$1,043,457,896.39	\$155,033,945.92
November	\$184,167,067.20	\$1,073,761,030.74	\$147,911,937.58	\$888,423,950.47	\$147,911,937.58
August	\$146,221,039.05	\$718,433,779.84	\$110,724,183.51	\$615,464,780.02	\$110,724,183.51
September	\$143,165,358.43	\$861,599,138.27	\$109,125,139.23	\$724,589,919.25	\$109,125,139.23
March	\$127,179,593.48	\$362,963,166.78	\$104,083,808.34	\$316,122,221.14	\$104,083,808.34
February	\$121,604,737.35	\$235,783,573.30	\$107,425,251.15	\$212,038,412.80	\$107,425,251.15
January	\$114,178,835.95	\$114,178,835.95	\$104,613,161.65	\$104,613,161.65	\$104,613,161.65
July	\$113,669,208.62	\$572,212,740.79	\$95,425,205.52	\$504,740,596.51	\$95,425,205.52
April	\$53,551,764.71	\$416,514,931.49	\$42,496,051.17	\$358,618,272.31	\$42,496,051.17
May	\$21,355,945.62	\$437,870,877.11	\$25,486,158.00	\$384,104,430.31	\$25,486,158.00
June	\$20,672,655.06	\$458,543,532.17	\$25,210,960.68	\$409,315,390.99	\$25,210,960.68
October	\$27,994,825.27	\$889,593,963.54	\$15,922,093.64	\$740,512,012.89	\$15,922,093.64



Profit and ProfitMargin by ProductCategory

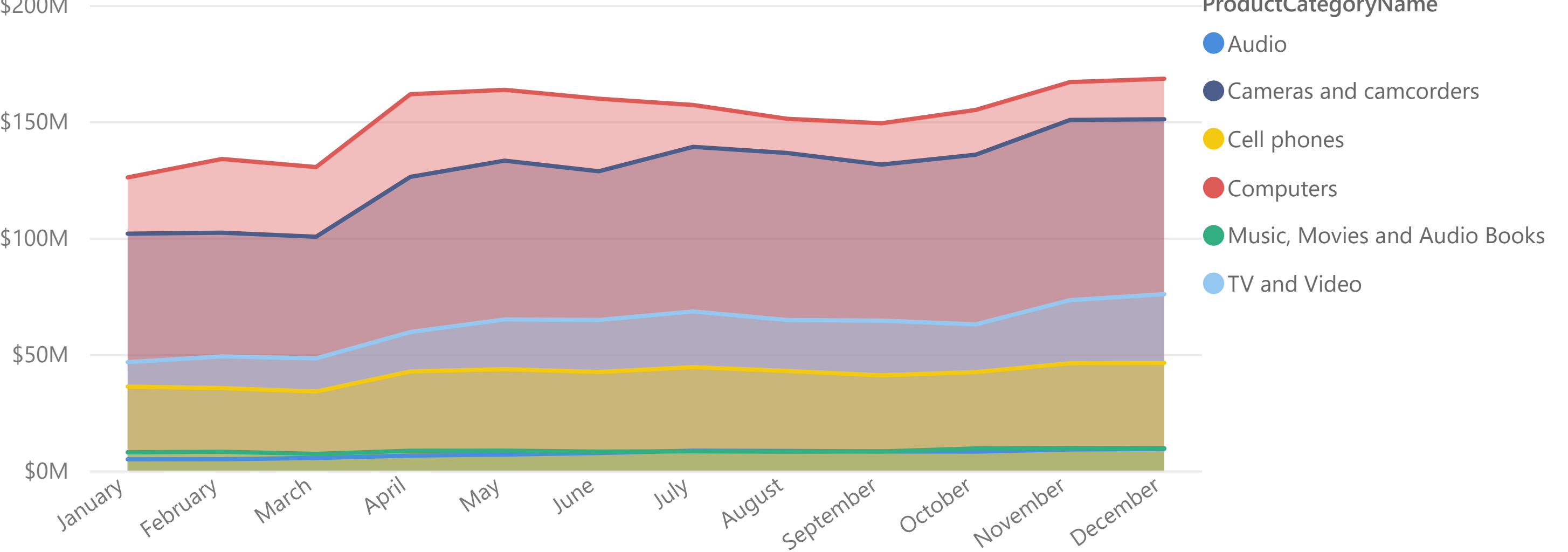


Computers draws the most profit. And it has a relatively high profit margin

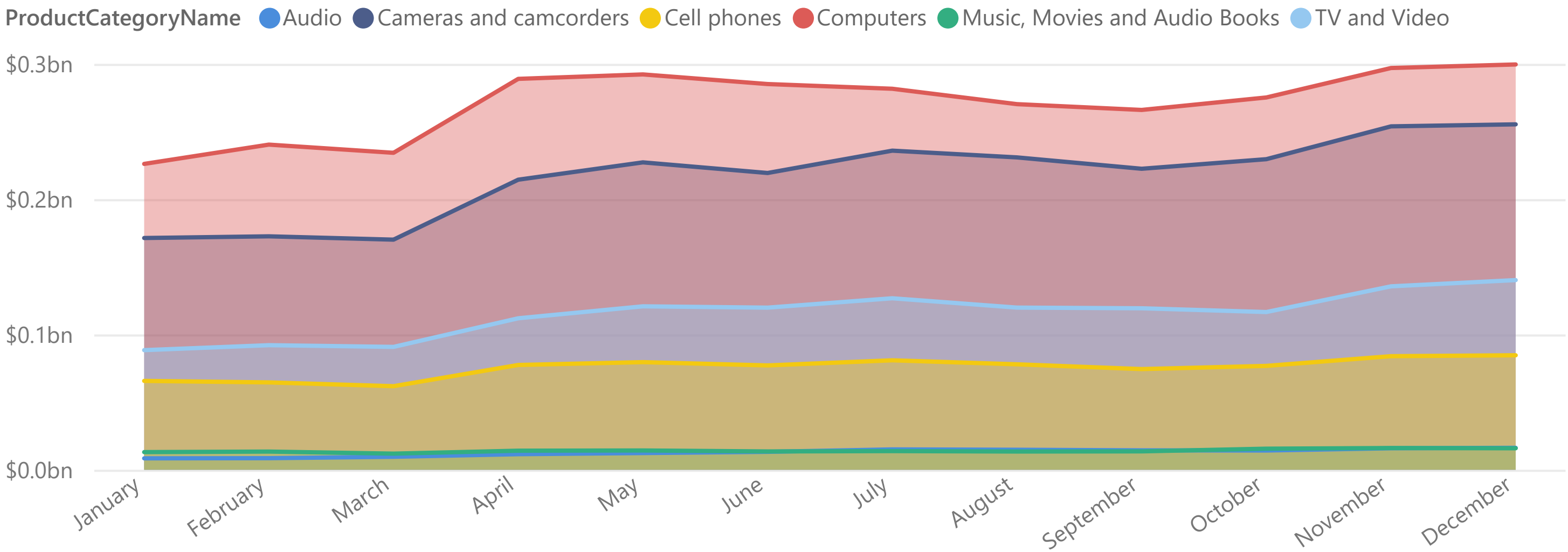
Cameras generates a lot of profit, but the profit margin isn't very high. If we could reduce cost we could bring in a much higher profit.

Cell Phones have a very high profit margin, but we're not pulling in the sales numbers to make it significant

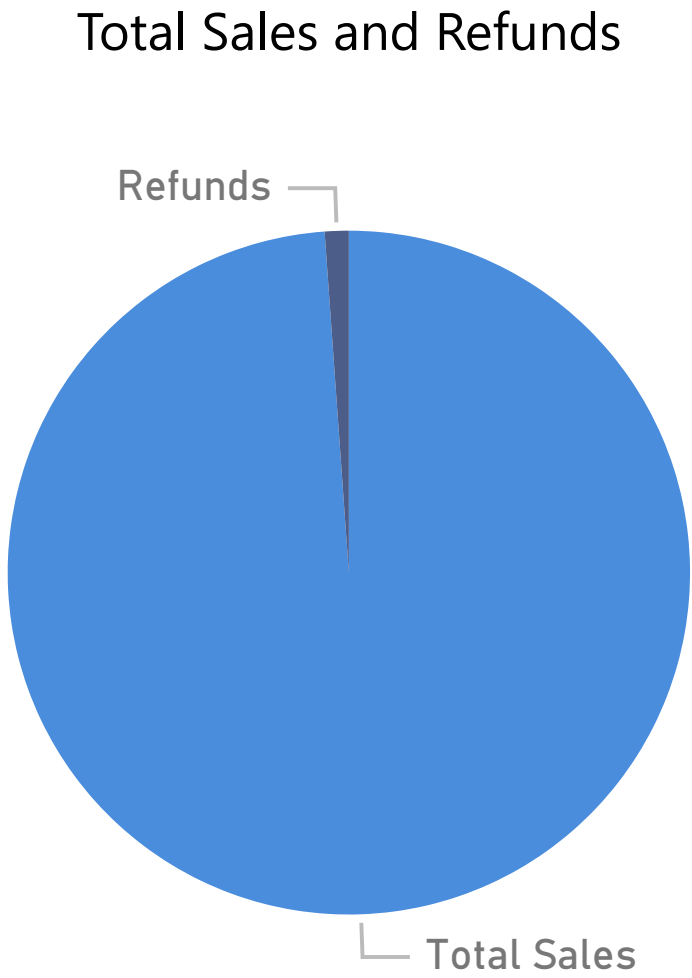
Profit by MonthName and ProductCategoryName



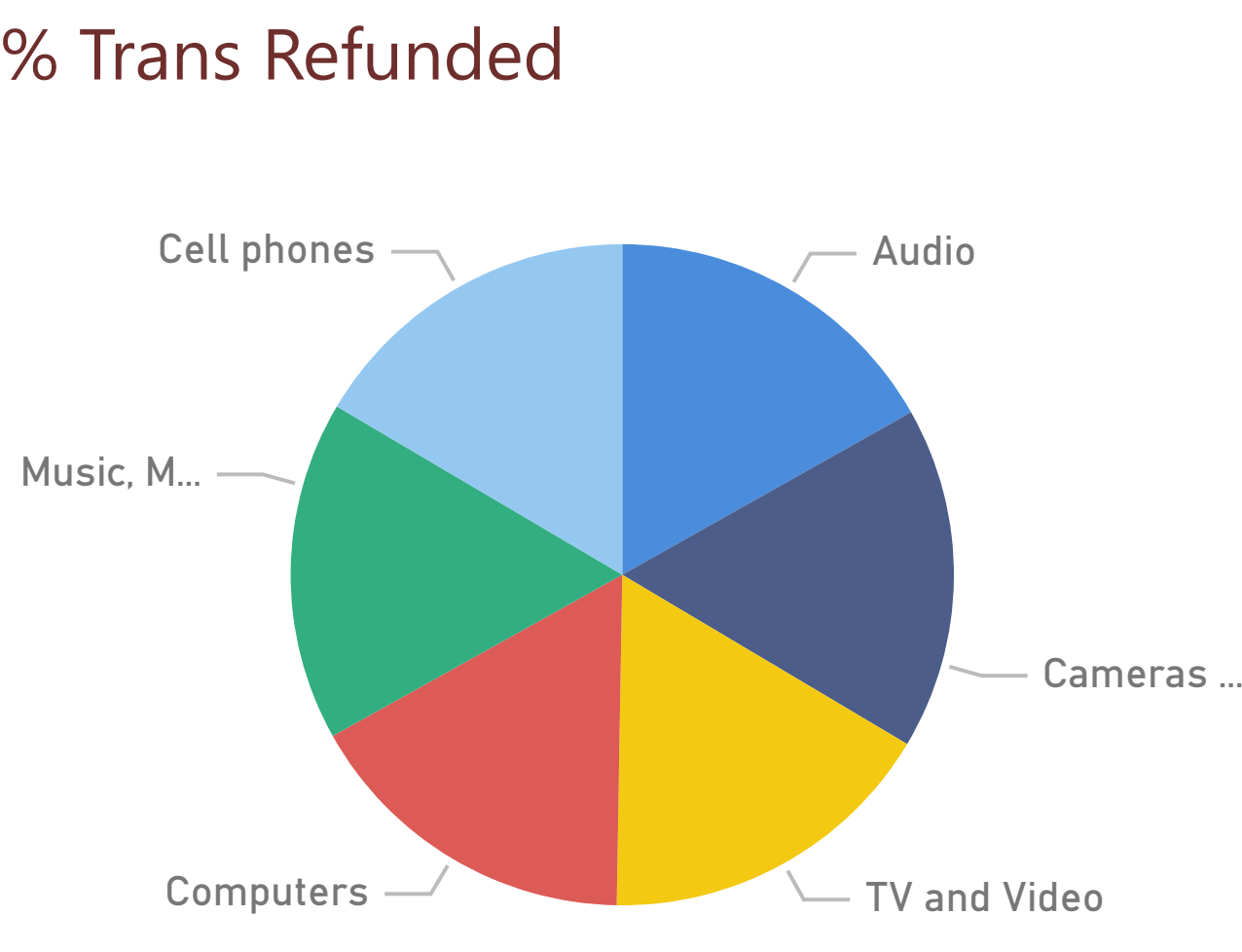
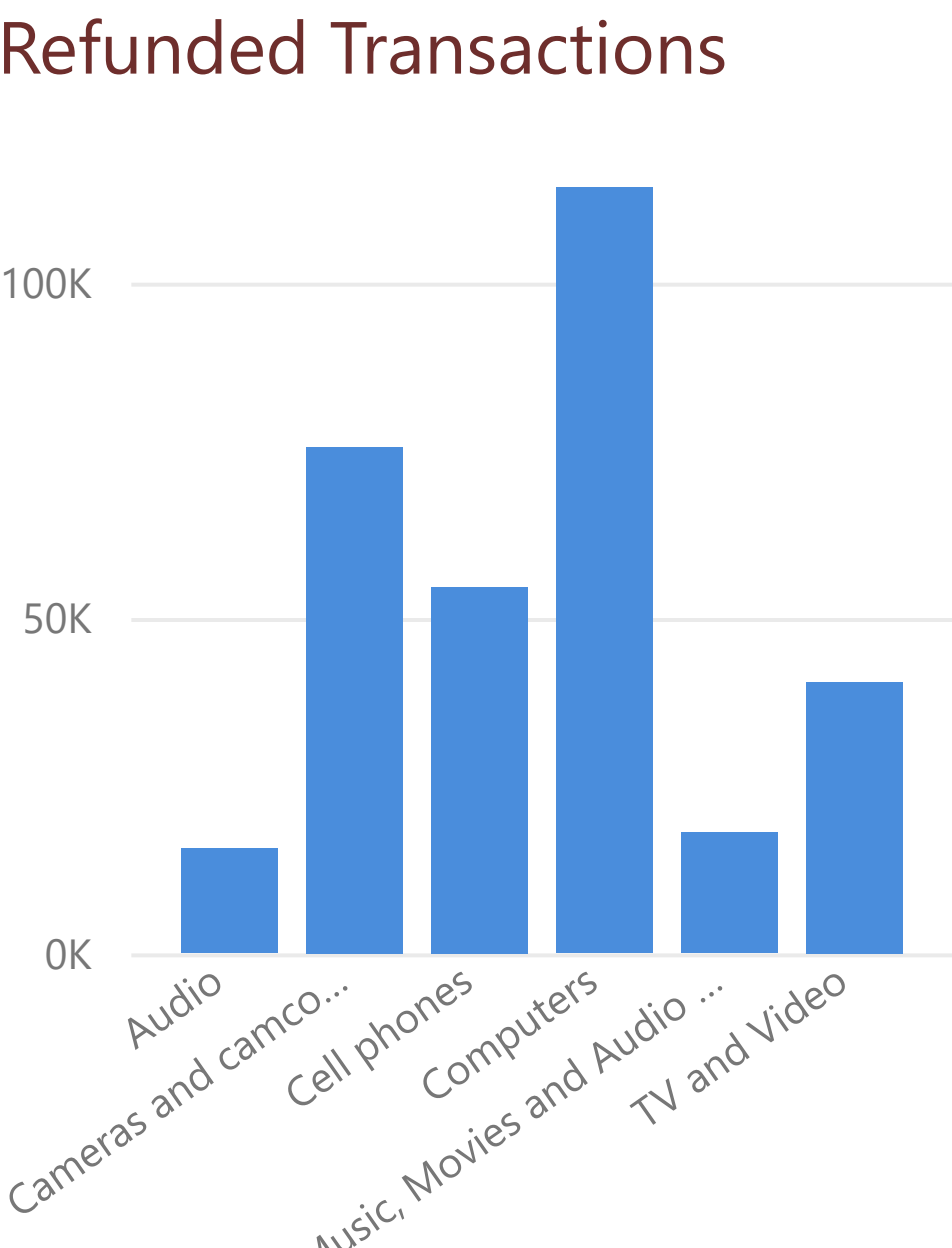
Total Sales by MonthName and ProductCategoryName



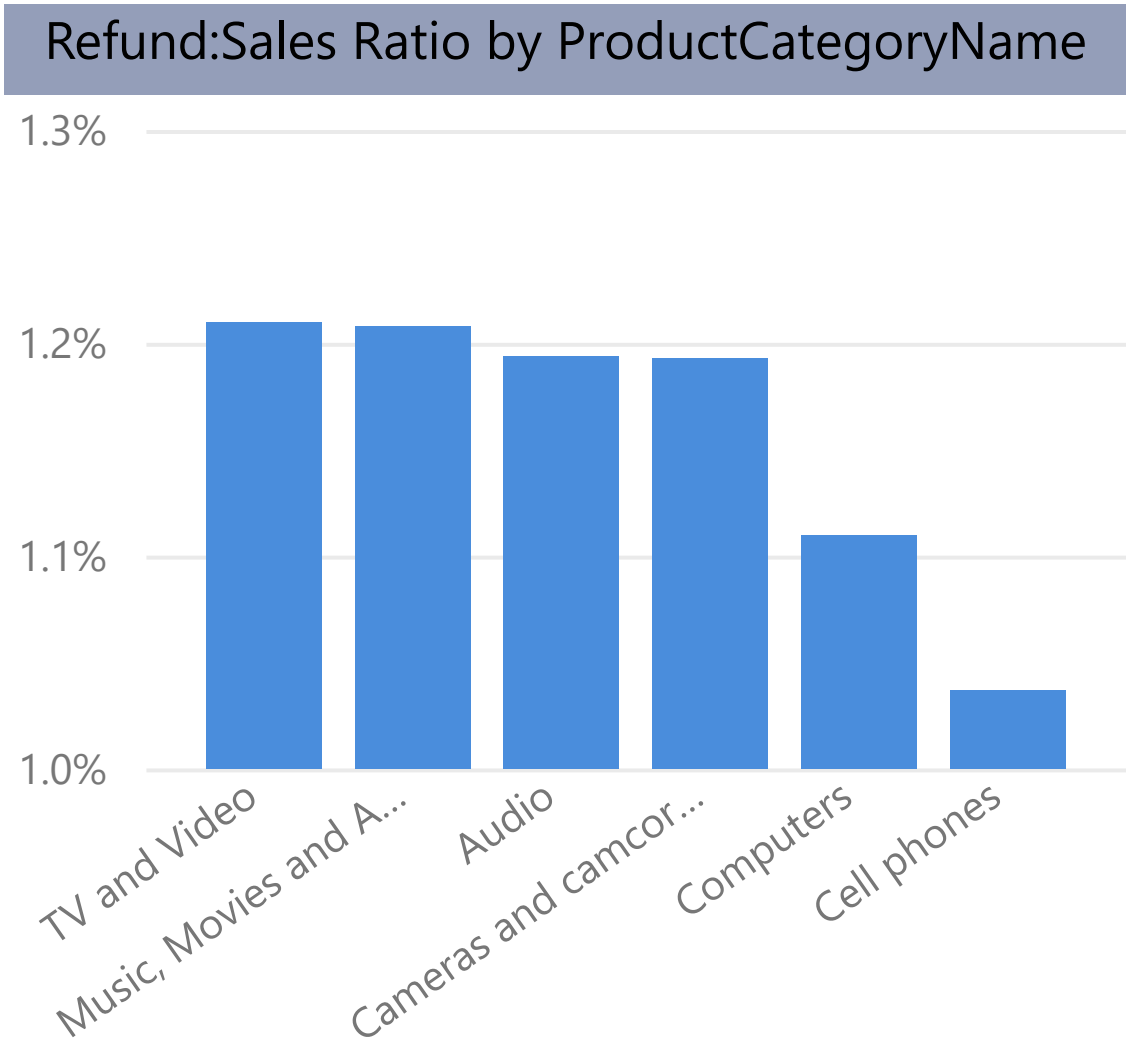
What portion of total sales is refunded?



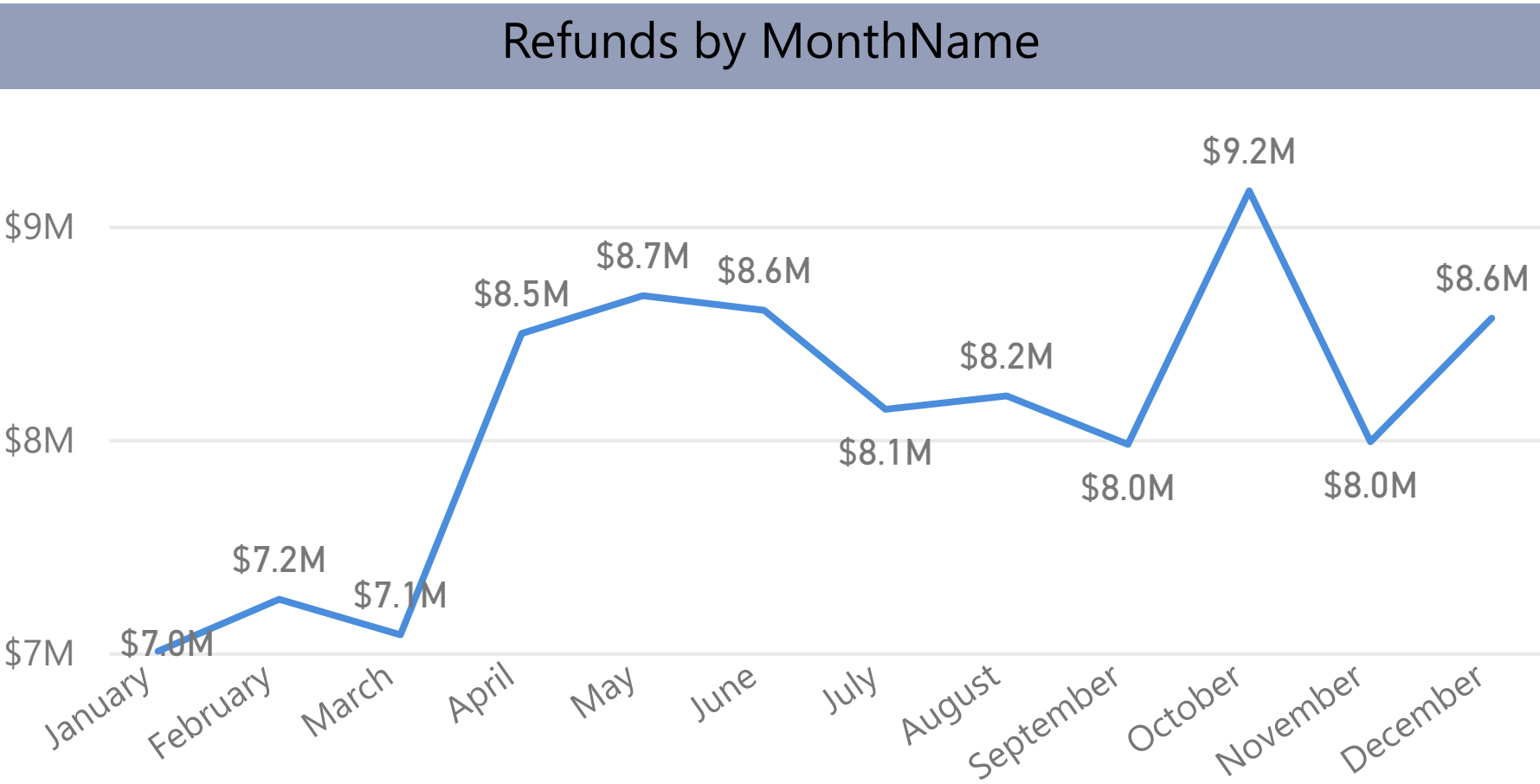
Which Product Category has the most refunds?



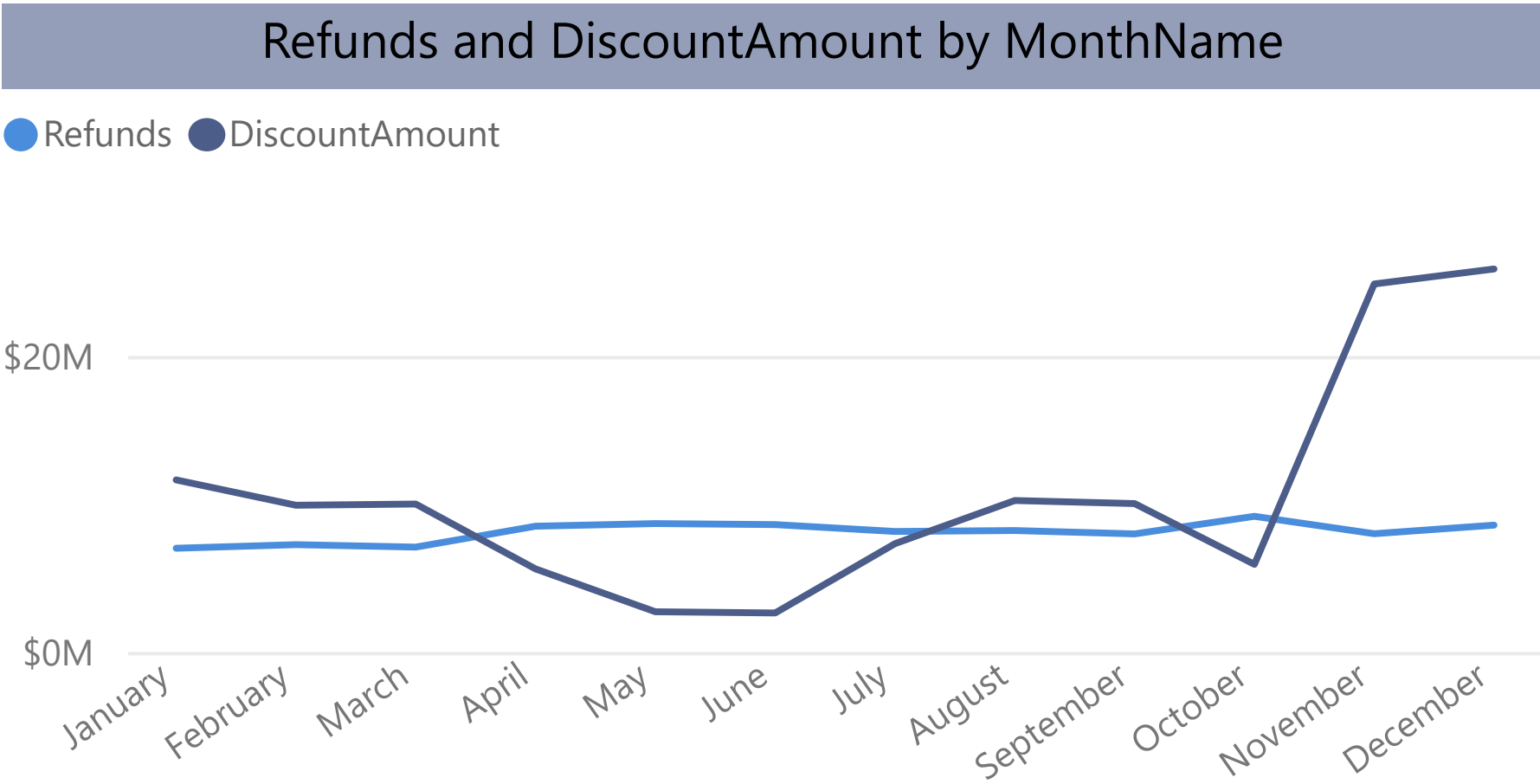
The highest refund:sales ratio?



What time of year brings in the most refunds?

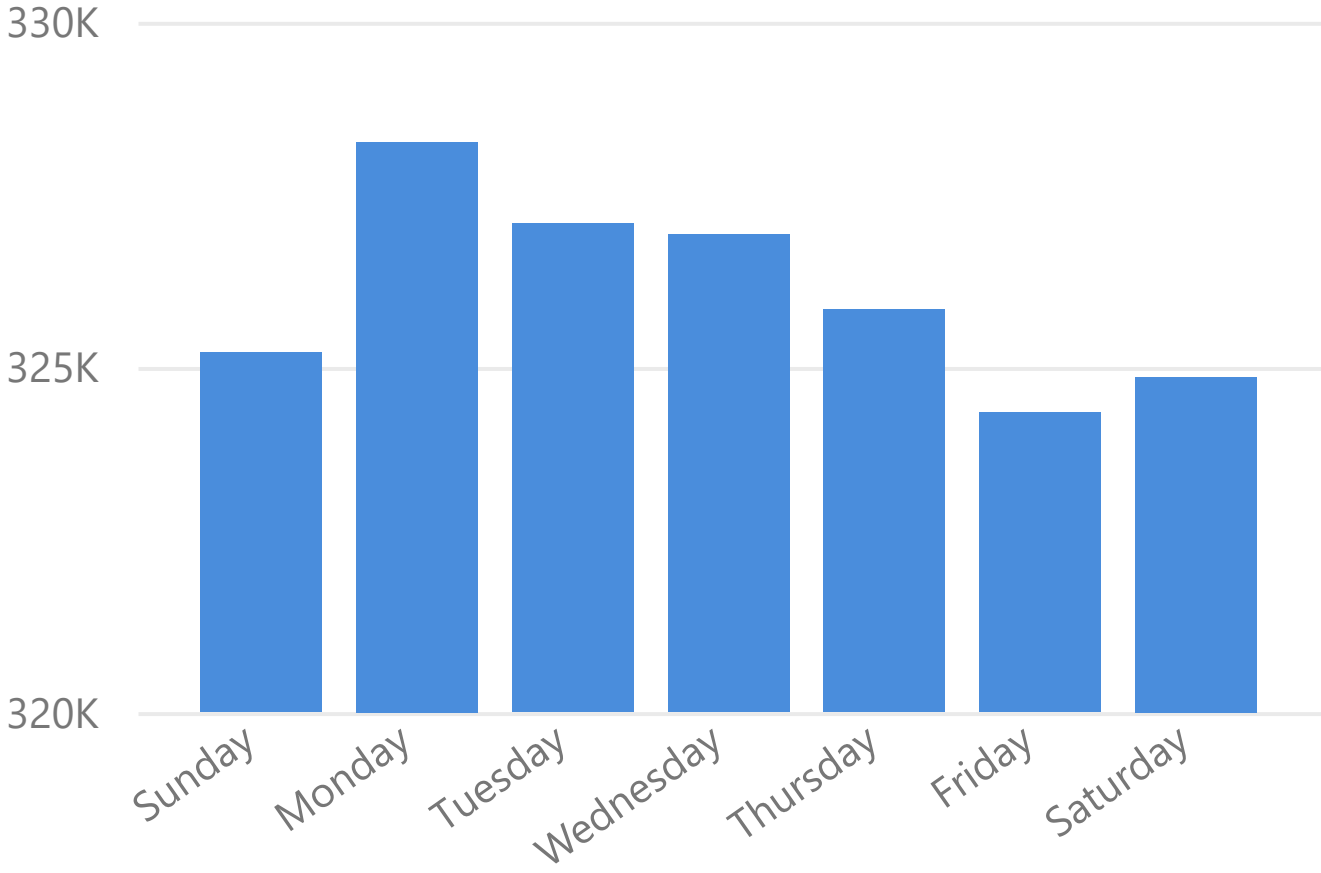


Is there any correlation between promotions being run and refunds?

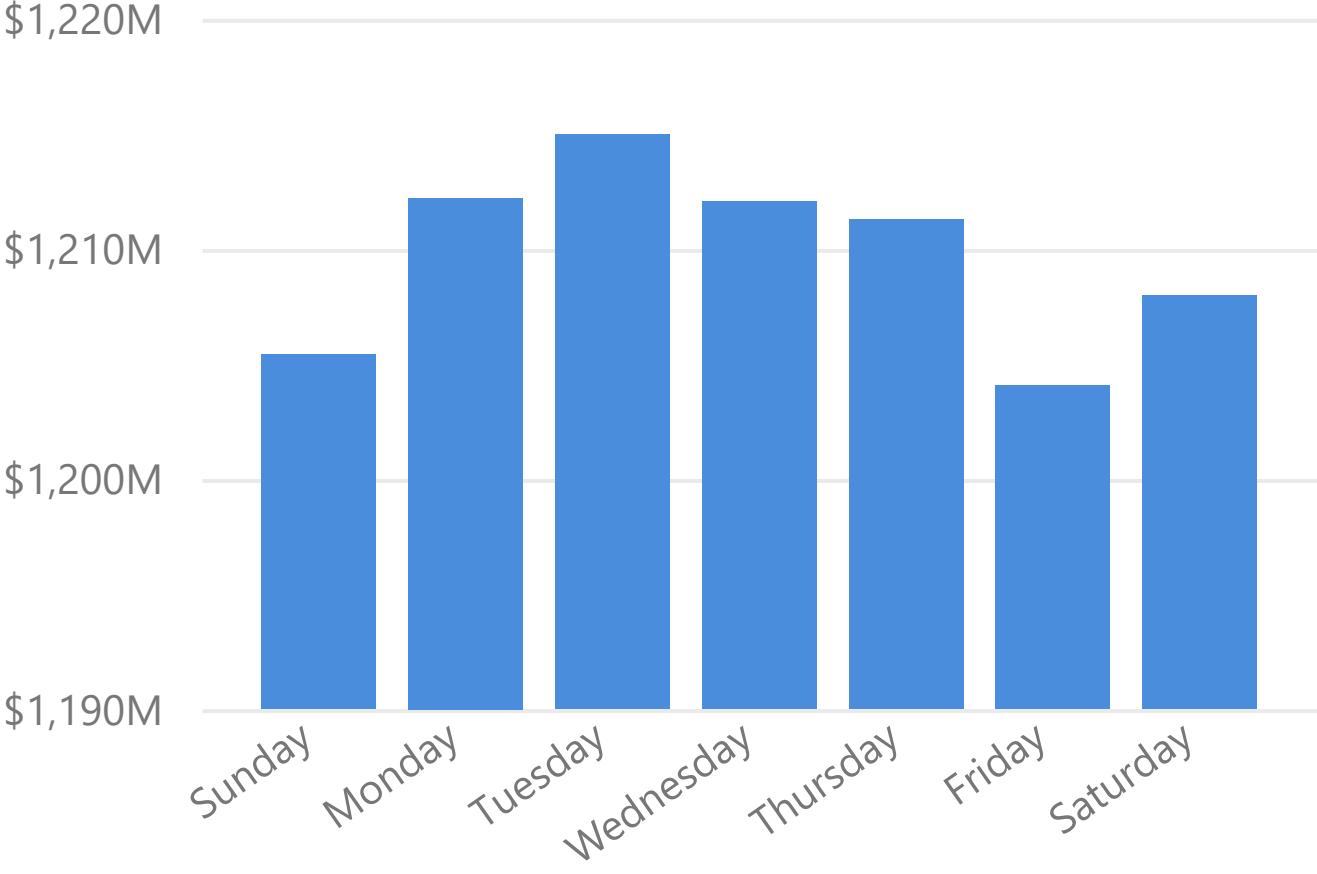


Which days typically have the highest number of transactions? Which days have the highest sales typically?

TotalTransaction by DayName

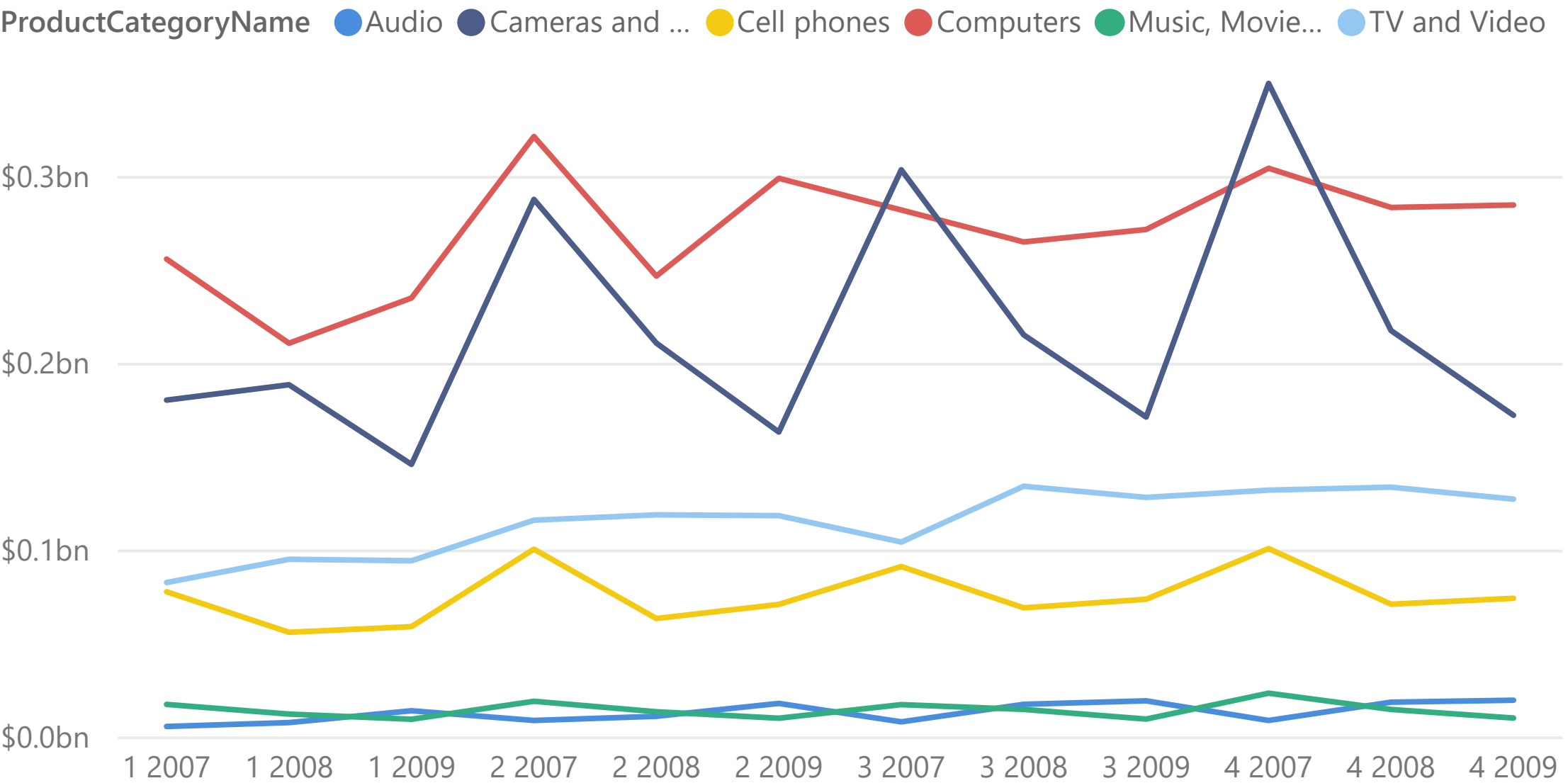


Total Sales by DayName



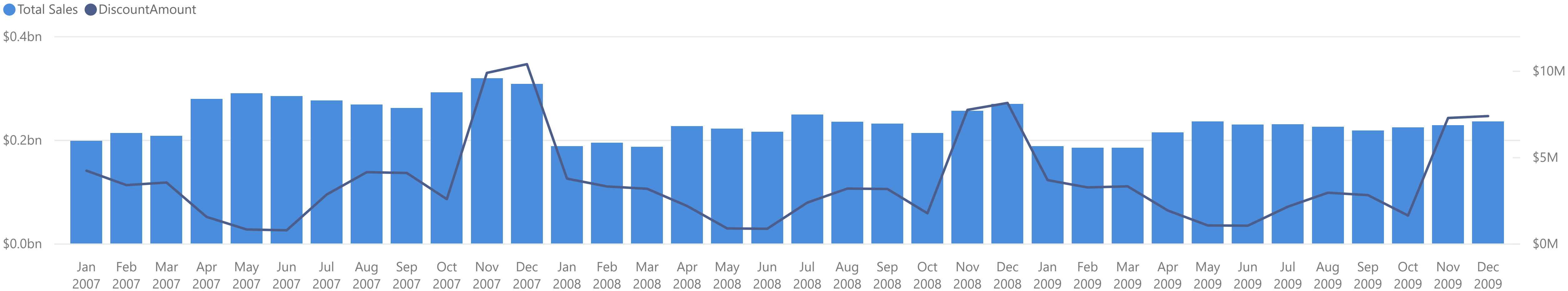
Which Product Category is been declining in sales? Which has been steady?

Total Sales by Qtr & Year and ProductCategoryName

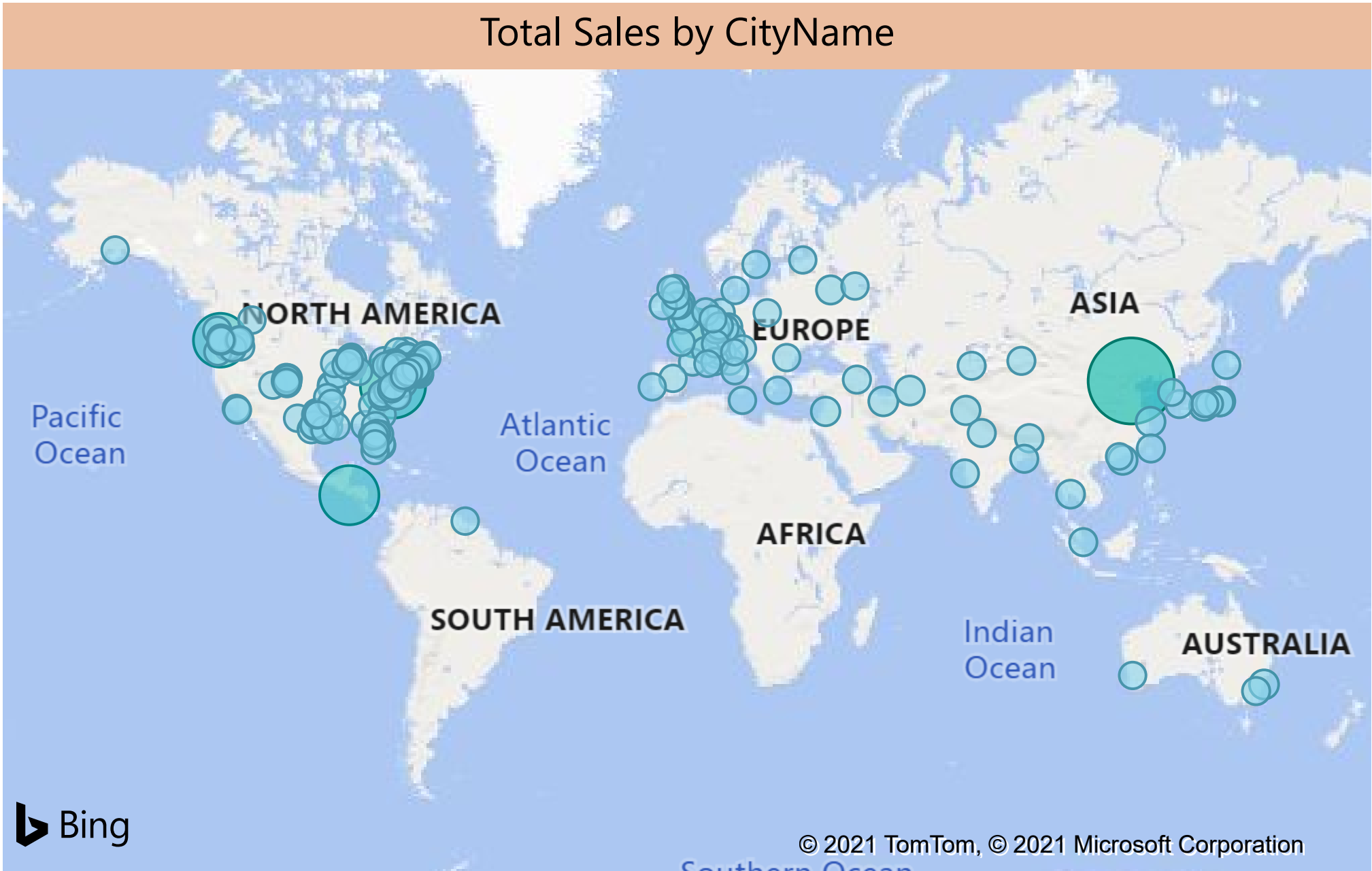


Are the monthly sales trends consistent each year? Which months sell the best?
How does this compare to the promotions being offered at the time?

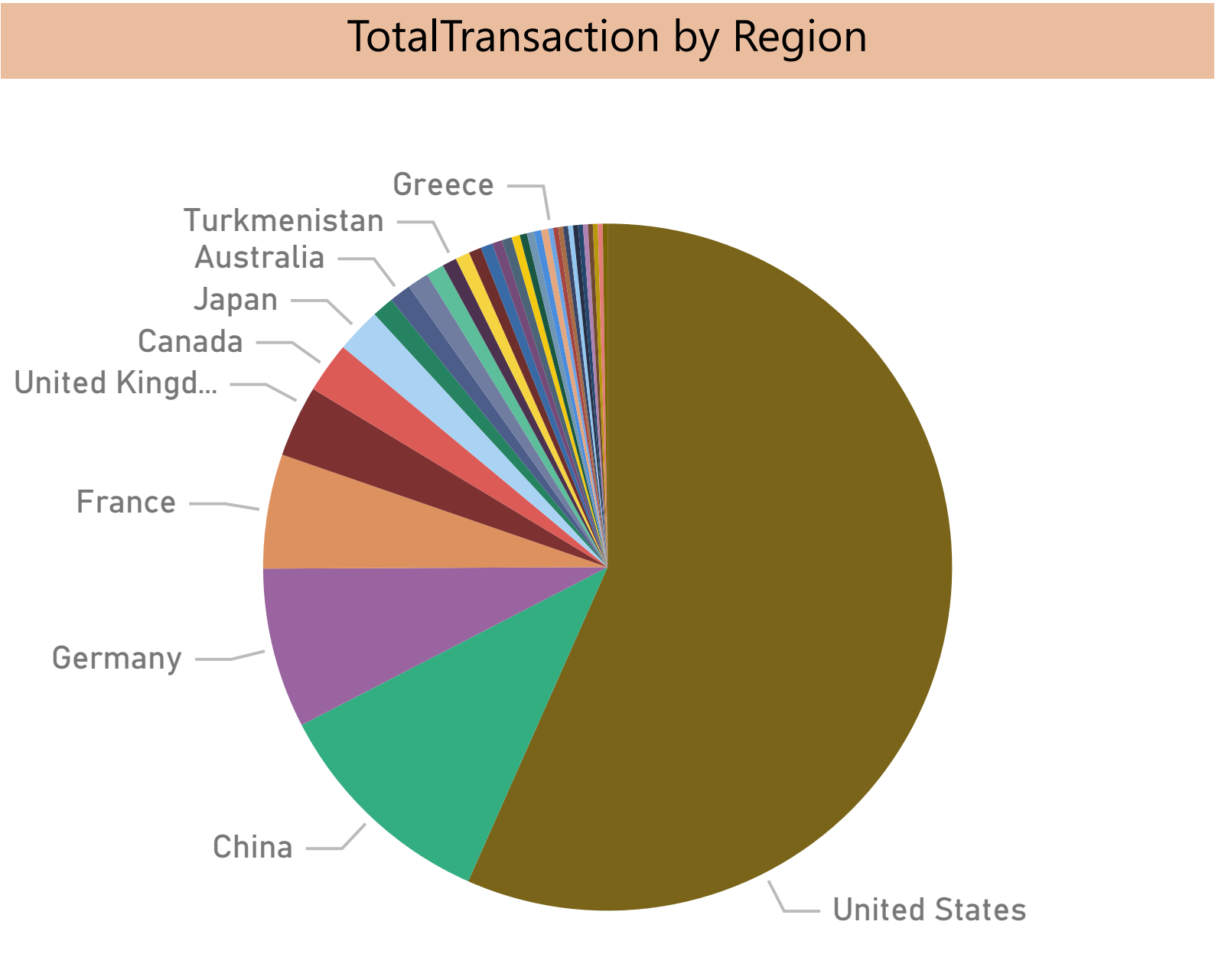
Total Sales and DiscountAmount by Month & Year



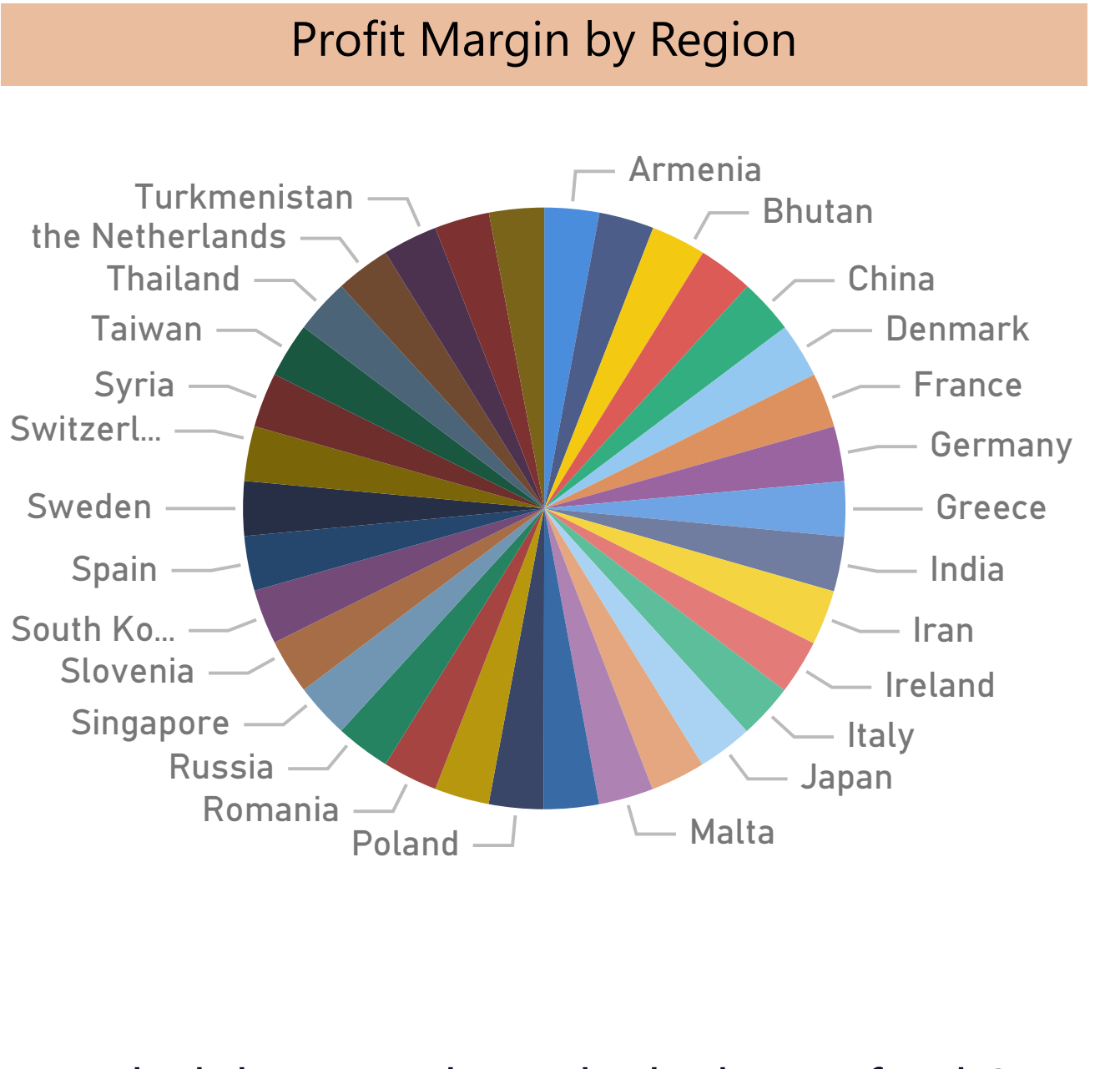
Which locations have been selling the best?



Which locations have the most transactions?



Which locations have the highest profit margin?



Which locations have the highest refunds?

