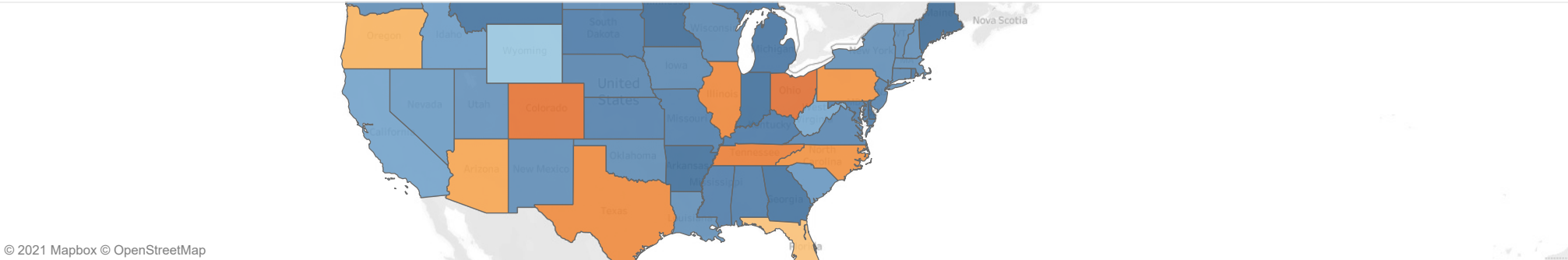


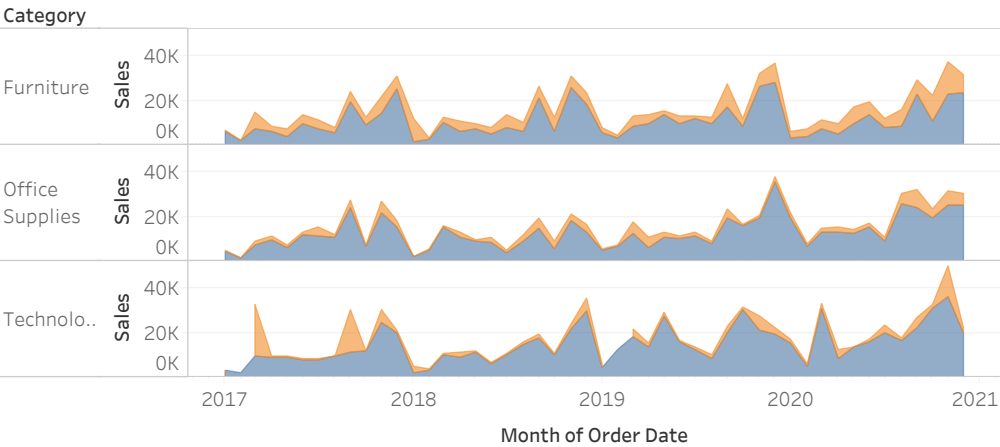
Executive Overview - Profitability (<State>)

Profit	Sales	Profit Ratio	Sales per Customer	Avg. Discount	Quantity	PROFIT BY ORDER
\$286,397.02	\$2,297,200.86	12.47%	\$2,896.85	15.62%	37,873	\$57.18

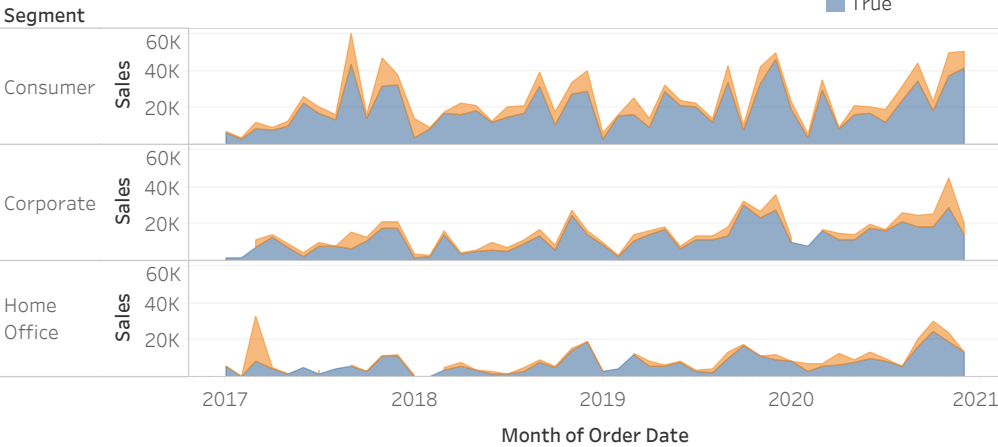
SALES BY GEOGRAPHY



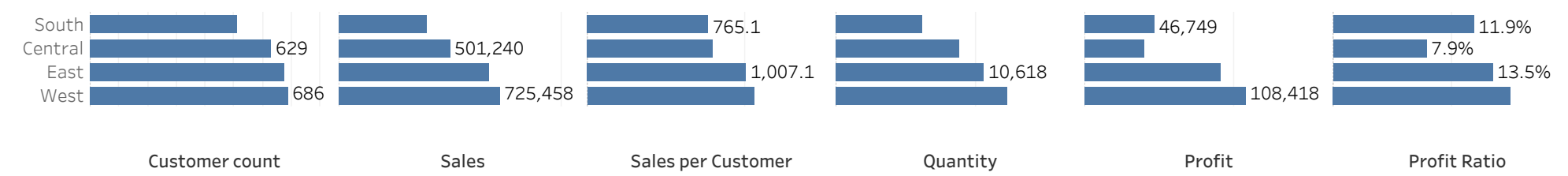
SALES BY CATEGORY



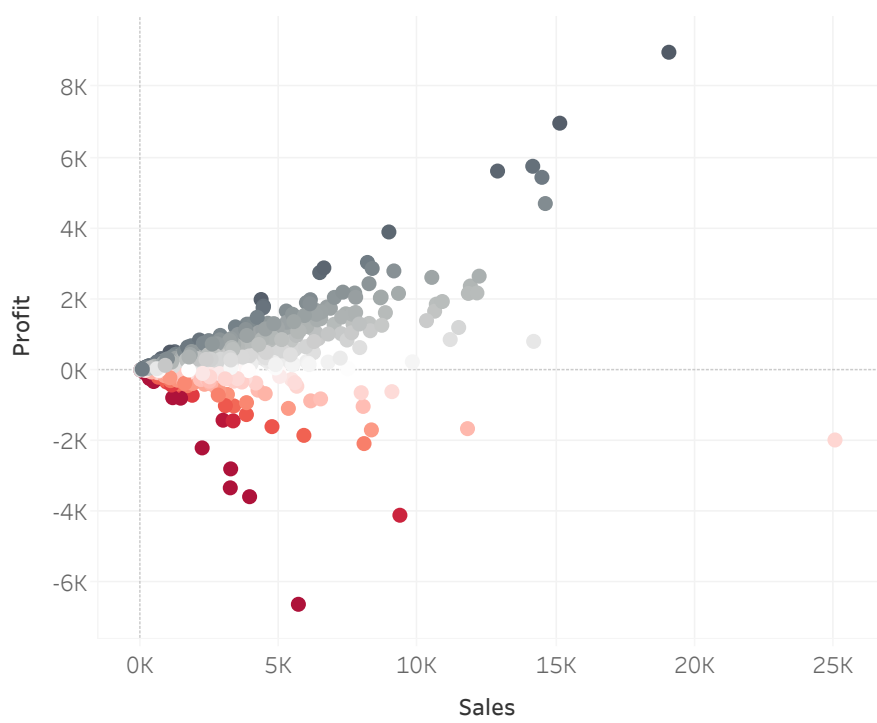
SALES BY SEGMENT



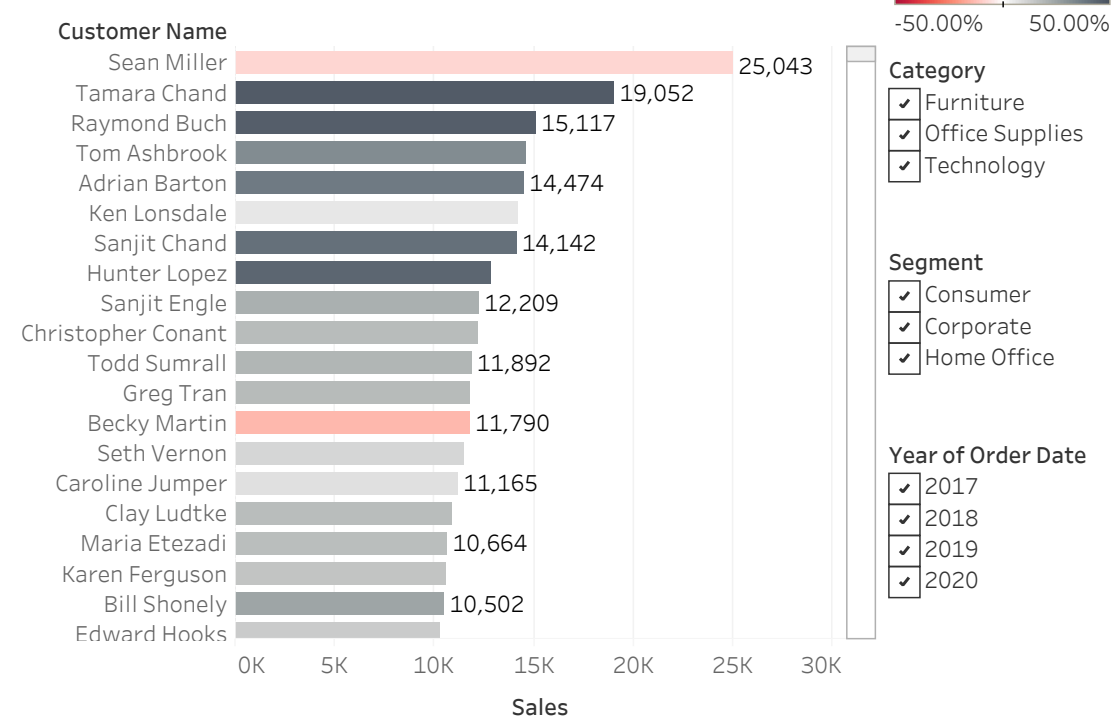
CUSTOMER ANALYSIS



PROFIT AND SALES BY CUSTOMER



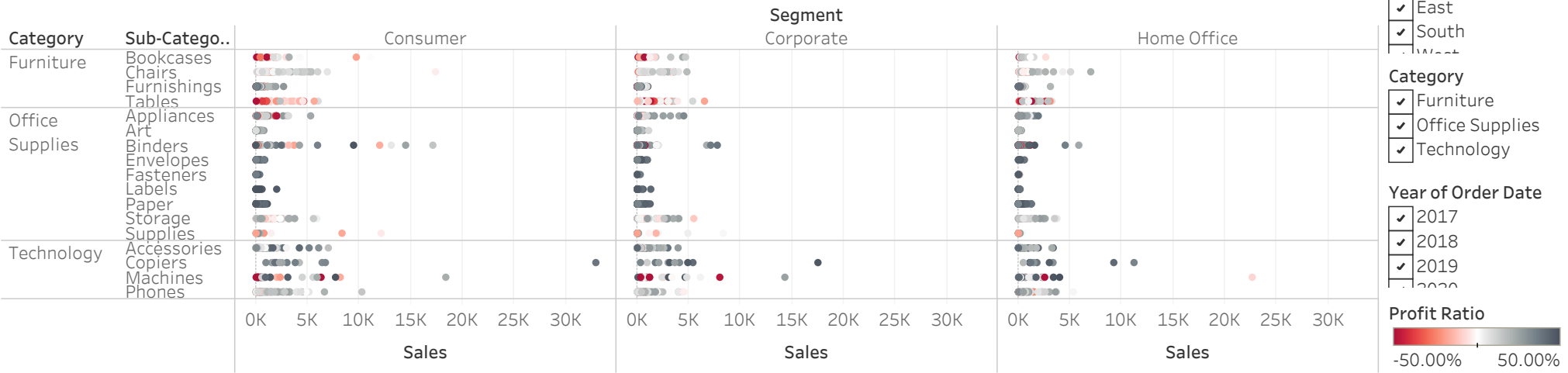
CUSTOMER RANKING



sales by category

		Order Date											
Category	Y.	January	February	March	April	May	June	July	August	September	October	November	December
Furnitu..	2.	6,243	1,840	14,574	7,945	6,913	13,206	10,821	7,320	23,816	12,304	21,565	30,646
	2.	11,740	3,134	12,500	10,476	9,375	7,714	13,674	9,639	26,273	12,027	30,881	23,086
	2.	7,623	3,926	12,801	13,212	15,120	13,071	13,069	12,483	27,263	11,873	31,784	36,679
	2.	5,964	6,866	10,893	9,066	16,958	19,009	11,813	15,442	29,028	21,884	37,057	31,407
Office Supplies	2.	4,851	1,072	8,606	11,155	7,136	12,953	15,121	11,379	27,423	7,211	26,862	18,006
	2.	1,809	5,368	15,883	12,559	9,114	10,648	4,720	11,735	19,306	8,673	21,218	16,202
	2.	5,300	6,794	17,347	10,647	13,035	10,902	12,924	8,960	23,264	16,282	20,487	37,998
	2.	21,274	7,408	14,550	15,072	13,737	16,912	10,241	30,060	31,896	23,037	31,472	30,437
Technol..	2.	3,143	1,609	32,511	9,195	9,600	8,436	8,004	9,210	30,538	11,938	30,201	20,893
	2.	4,625	3,449	10,344	11,161	11,643	6,435	10,371	15,525	19,017	10,705	23,874	35,632
	2.	5,620	12,259	21,568	14,891	28,833	16,372	13,269	9,672	22,883	31,533	27,141	22,323
	2.	16,733	6,027	33,429	12,383	13,567	17,061	23,210	17,619	26,943	32,856	49,919	21,985

sales and profit by sub category



Segment All

Category All

City All

State All

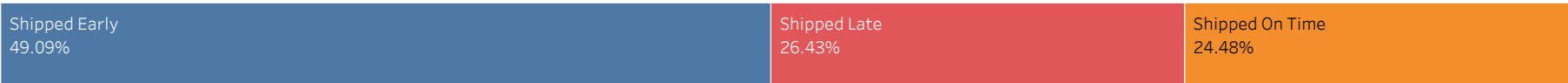
Order Date

1/3/2017 to 12/30/2020

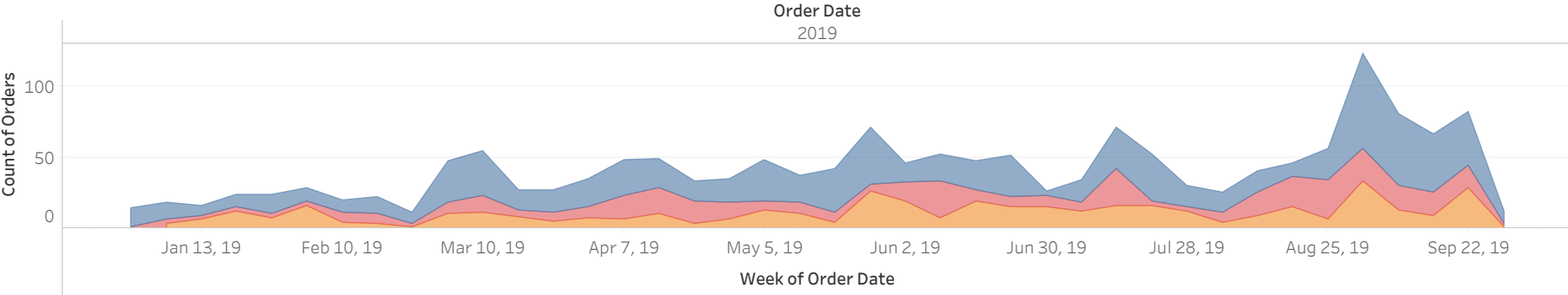
Product detail sheet

Order ID	Customer Name	Month, Day, Year of ..	Month, Day, Year of ..	Sales	Quantity	Discount	Profit	Profit Ratio	Days to ship (Ac..	Days to ship (es..
CA-2017-100006	Dennis Kane	September 7, 2017	September 13, 2017	\$377.97	3	0%	\$109.61	29%	6	6
CA-2017-100090	Ed Braxton	July 8, 2017	July 12, 2017	\$699.19	9	40%	\$-19.09	-3%	8	12
CA-2017-100293	Neil Französisch	March 14, 2017	March 18, 2017	\$91.06	6	20%	\$31.87	35%	4	6
CA-2017-100328	Jasper Cacioppo	January 28, 2017	February 3, 2017	\$3.93	1	20%	\$1.33	34%	6	6
CA-2017-100363	Jim Mitchum	April 8, 2017	April 15, 2017	\$21.38	5	40%	\$7.72	36%	14	12
CA-2017-100391	Barry Weirich	May 25, 2017	May 29, 2017	\$14.62	2	0%	\$6.73	46%	4	6
CA-2017-100678	Kunst Miller	April 18, 2017	April 22, 2017	\$697.07	11	90%	\$61.79	9%	16	24
CA-2017-100706	Laurel Elliston	December 16, 2017	December 18, 2017	\$129.44	8	0%	\$17.72	14%	4	6
CA-2017-100762	Nat Gilpin	November 24, 2017	November 29, 2017	\$508.62	11	0%	\$219.08	43%	20	24
CA-2017-100860	Cindy Stewart	March 26, 2017	March 30, 2017	\$18.75	5	0%	\$9.00	48%	4	3
CA-2017-100867	Eugene Hildebrand	October 19, 2017	October 24, 2017	\$321.55	6	20%	\$20.10	6%	5	6
CA-2017-100881	Daniel Raglin	March 28, 2017	April 1, 2017	\$302.38	3	20%	\$22.68	8%	4	6
CA-2017-100895	Stewart Visinsky	June 2, 2017	June 6, 2017	\$605.47	7	0%	\$176.93	29%	12	18
CA-2017-100916	Frank Hawley	October 21, 2017	October 26, 2017	\$788.86	10	0%	\$122.97	16%	15	18
CA-2017-100972	Dennis Bolton	November 19, 2017	November 24, 2017	\$166.44	3	0%	\$79.89	48%	5	3
CA-2017-101147	Matt Collins	December 2, 2017	December 4, 2017	\$2.39	1	80%	\$-6.34	-265%	2	1
CA-2017-101175	Dario Medina	December 9, 2017	December 14, 2017	\$100.70	6	20%	\$-1.26	-1%	5	6
CA-2017-101266	Michael Moore	August 27, 2017	August 30, 2017	\$13.36	2	0%	\$6.41	48%	3	3
CA-2017-101364	Tamara Willingham	December 22, 2017	December 26, 2017	\$296.71	13	20%	\$100.14	34%	4	6
CA-2017-101392	Ann Steele	December 7, 2017	December 13, 2017	\$269.36	7	0%	\$70.03	26%	6	6
CA-2017-101427	Andy Yotov	December 26, 2017	December 30, 2017	\$8.02	3	20%	\$1.10	14%	4	6
CA-2017-101462	Benjamin Patterson	April 20, 2017	April 25, 2017	\$59.92	4	0%	\$27.56	46%	5	6
CA-2017-101476	Shirley Daniels	September 12, 2017	September 13, 2017	\$69.99	1	0%	\$30.10	43%	1	1
CA-2017-101560	Chris Selesnick	November 28, 2017	December 1, 2017	\$542.34	19	0%	\$110.84	20%	12	12
CA-2017-101602	Mick Crebagga	December 15, 2017	December 18, 2017	\$803.96	8	50%	\$-30.96	-4%	6	2
CA-2017-101770	Karen Bern	March 31, 2017	April 4, 2017	\$1.87	1	70%	\$-1.31	-70%	4	6
CA-2017-101833	Frank Gastineau	November 17, 2017	November 22, 2017	\$34.44	3	0%	\$17.22	50%	5	3
CA-2017-101931	Todd Sumrall	October 28, 2017	October 31, 2017	\$1,252.60	17	35%	\$18.61	1%	15	5
CA-2017-102008	Russell Applegate	September 30, 2017	October 4, 2017	\$48.94	1	0%	\$24.47	50%	4	6
CA-2017-102085	Joy Daniels	October 4, 2017	October 9, 2017	\$29.24	4	0%	\$13.74	47%	5	6
CA-2017-102274	Dave Hallsten	November 21, 2017	November 26, 2017	\$865.50	13	0%	\$323.13	37%	20	24
CA-2017-102295	Erica Hackney	November 24, 2017	November 26, 2017	\$120.71	1	20%	\$-18.11	-15%	2	3
CA-2017-102330	Arianne Irving	December 29, 2017	January 3, 2018	\$408.77	10	20%	\$80.40	20%	10	12
CA-2017-102645	Ionia McGrath	January 23, 2017	January 28, 2017	\$40.08	6	0%	\$19.24	48%	5	6

SHIPPING SUMMARY



SHIPPING TREND



ship status

- Shipped Early
- Shipped Late
- Shipped On Time

Region

- Central
- East
- South
- West

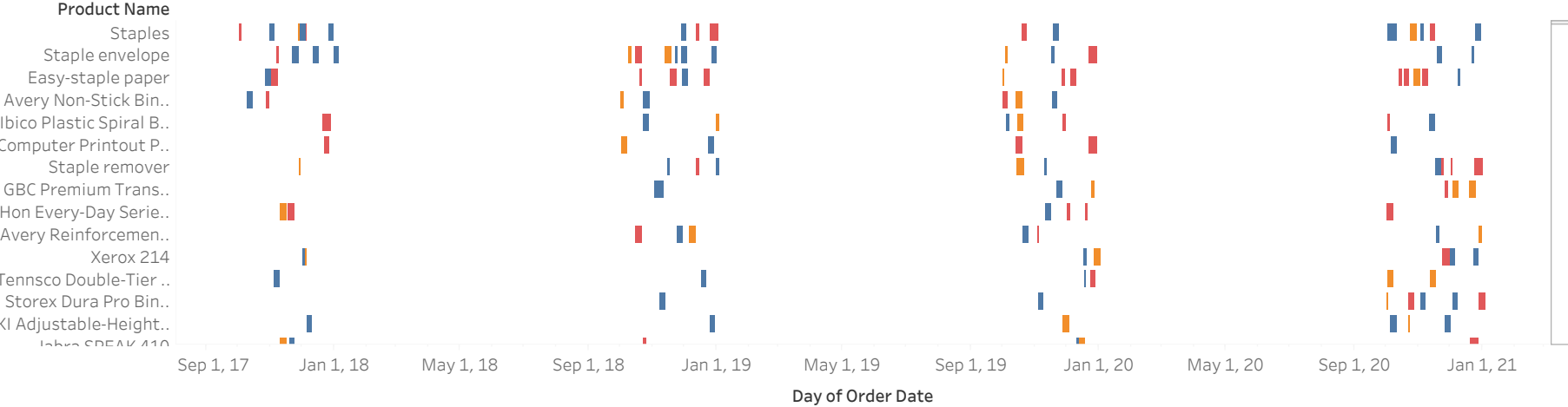
Quarter of Order Da..

- Q1
- Q2
- Q3
- Q4

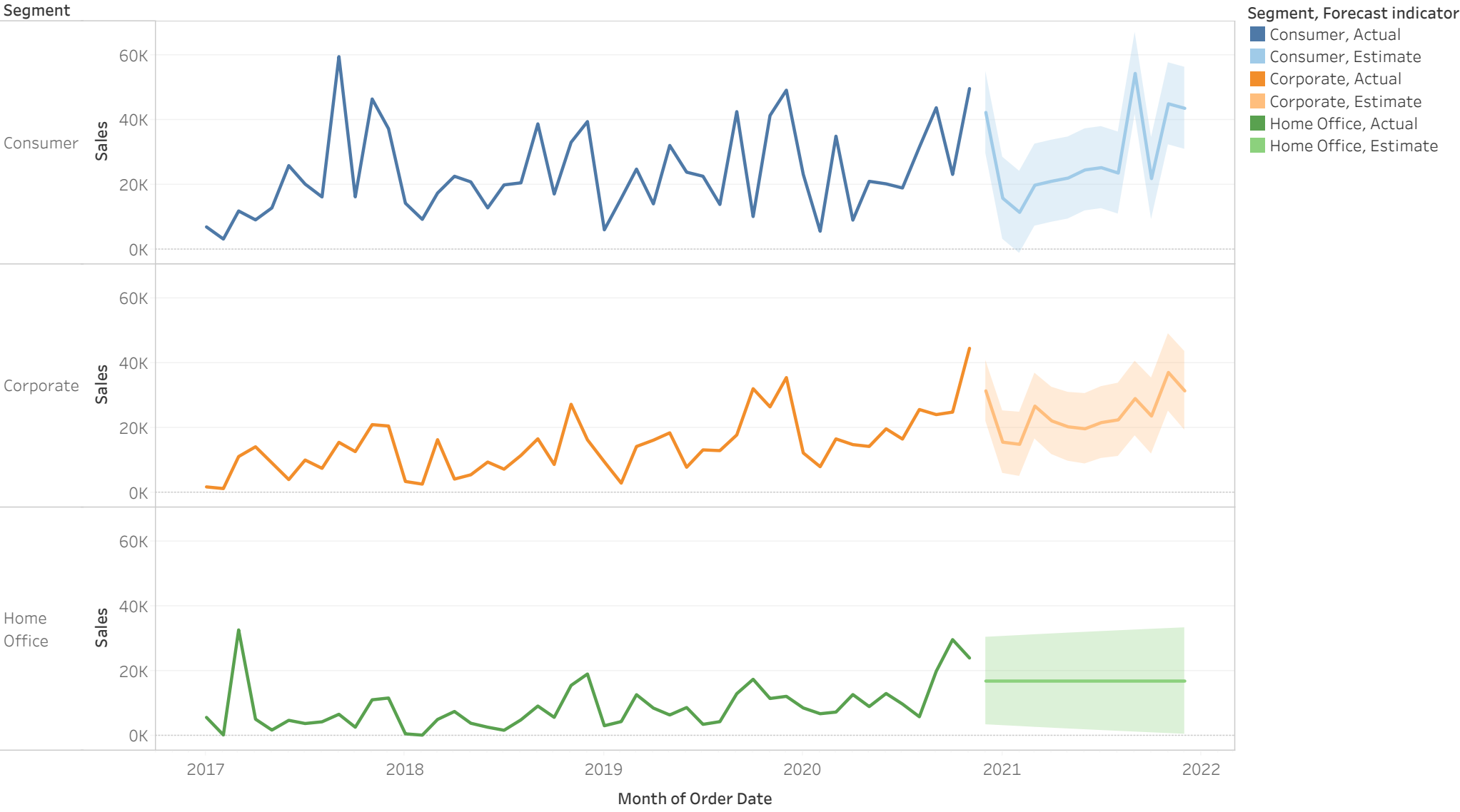
Year of Order Date

- 2017
- 2018
- 2019
- 2020

DAYS TO SHIP



sales forecast



The trend of sum of Sales (actual & forecast) for Order Date Month broken down by Segment. Color shows details about Segment and Forecast indicator. The view is filtered on Segment, which keeps Consumer, Corporate and Home Office.