

Contoso Sales Report

Total Revenue

\$4bn

Total Cost

\$2bn

Profit Margine

57%

Sales Number

1.05M

Revenue Trend (Revenue PY)

● Revenue ● Revenue LY

Revenue

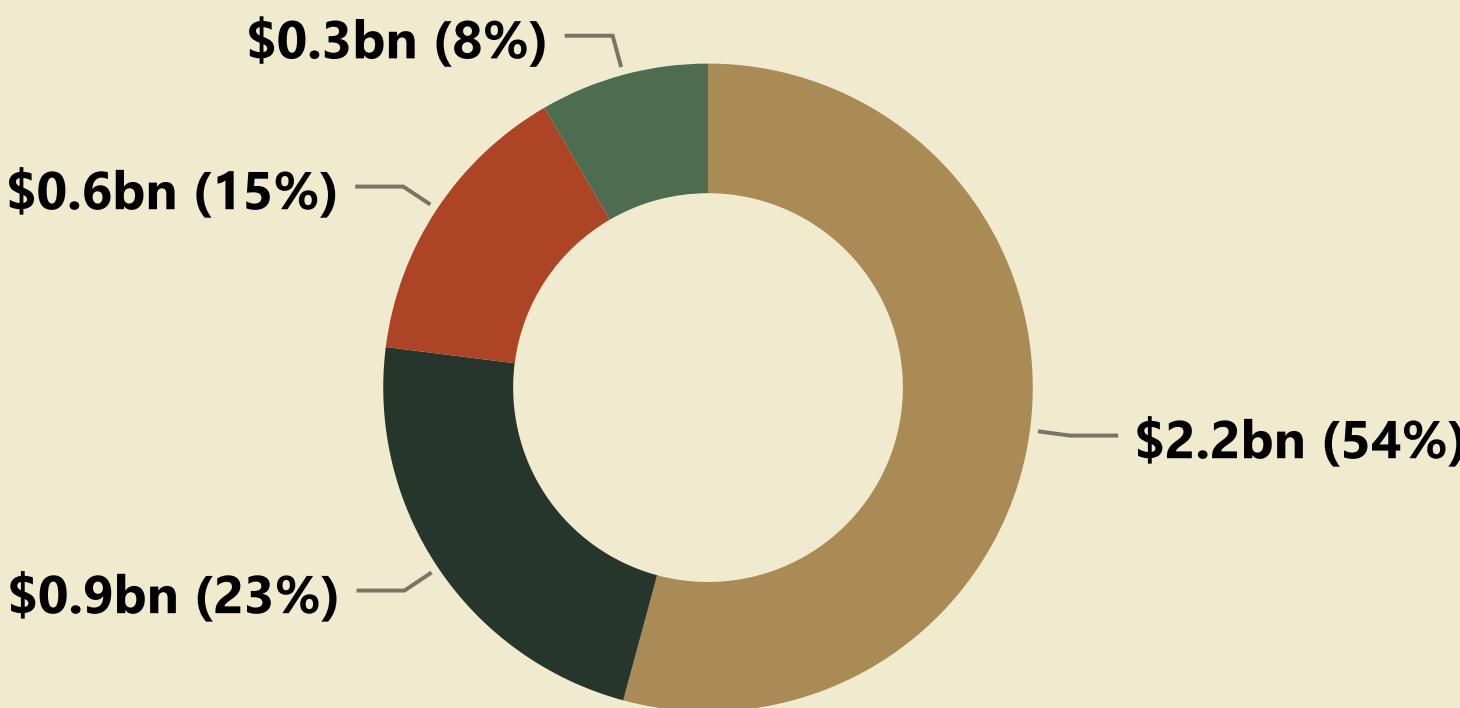
\$0.4bn

\$0.2bn

January February March April May June July August Septem... October November... December

Month

Revenue by Channel



ChannelName

● Store

● Online

● Reseller

● Catalog

ContinentName

□ Asia

□ Europe

□ North America

TopN

□ 1

□ 2

□ 3

Year

□ 2007

■ 2008

□ 2009

Top 10 Country by Revenue

CountryName	Revenue	Revenue Contribution	Profit Margine	Increased/Decreased Revenue from PY
United States	\$2,318M	56.38%	57%	-16%
China	\$581M	14.13%	57%	26%
Germany	\$337M	8.21%	57%	-5%
France	\$219M	5.32%	57%	-12%
United Kingdom	\$89M	2.17%	57%	-41%
Japan	\$83M	2.01%	57%	46%
Canada	\$80M	1.94%	57%	-26%
Australia	\$40M	0.97%	57%	25%
India	\$40M	0.96%	57%	24%
Russia	\$31M	0.76%	57%	-26%
Total	\$3,817M	92.85%	57%	-10%

Bottom 10 Country by Revenue

Country Name	Revenue	Revenue Contribution	Profit Margine	Increased/Decreased Revenue from PY
the Netherlands	\$5.92M	0.144%	57%	-45%
Portugal	\$5.91M	0.144%	57%	-44%
Romania	\$5.83M	0.142%	57%	-47%
Malta	\$5.78M	0.141%	57%	-45%
Greece	\$5.74M	0.140%	57%	-46%
Spain	\$5.71M	0.139%	57%	-47%
Slovenia	\$5.70M	0.139%	57%	-46%
Denmark	\$5.69M	0.138%	56%	-47%
Sweden	\$5.69M	0.138%	57%	-46%
Switzerland	\$5.50M	0.134%	56%	-48%
Total	\$57.47M	1.398%	57%	-46%

Contoso Sales Report

Continent Name

- ☐ Asia
- ☐ Europe
- ☒ North America

TopN

- ☐ 1
- ☐ 2
- ☐ 3

CalendarYear

- ☐ 2007
- ☒ 2008
- ☐ 2009

Total Revenue

\$2bn

Total Cost

\$1bn

Profit Margine

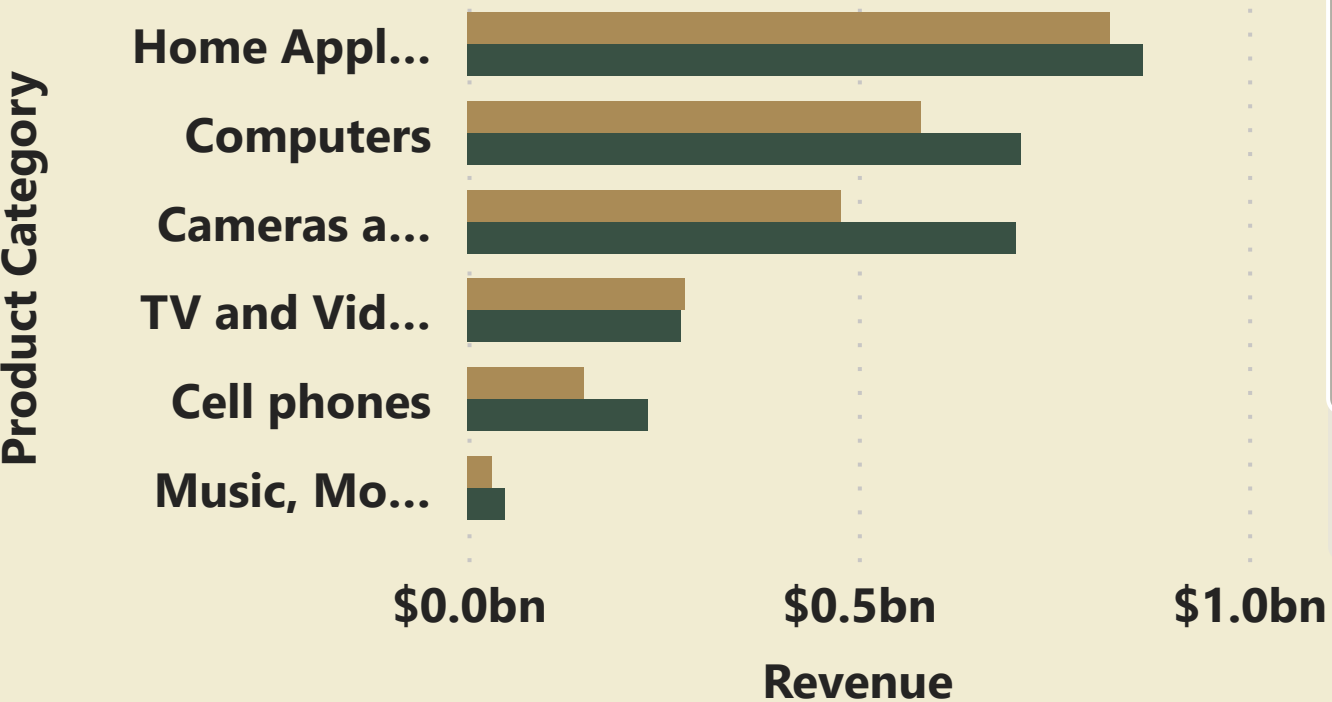
57%

Sales Number

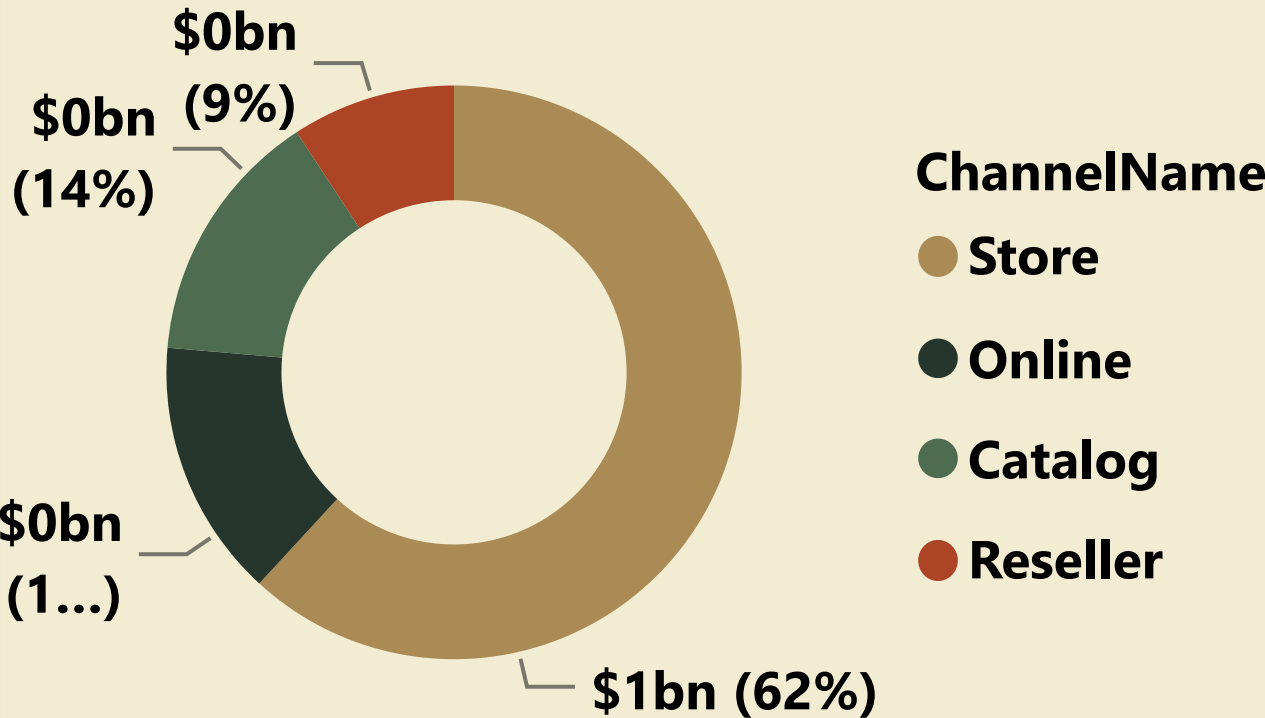
614.31K

Category by Revenue

Revenue Revenue LY



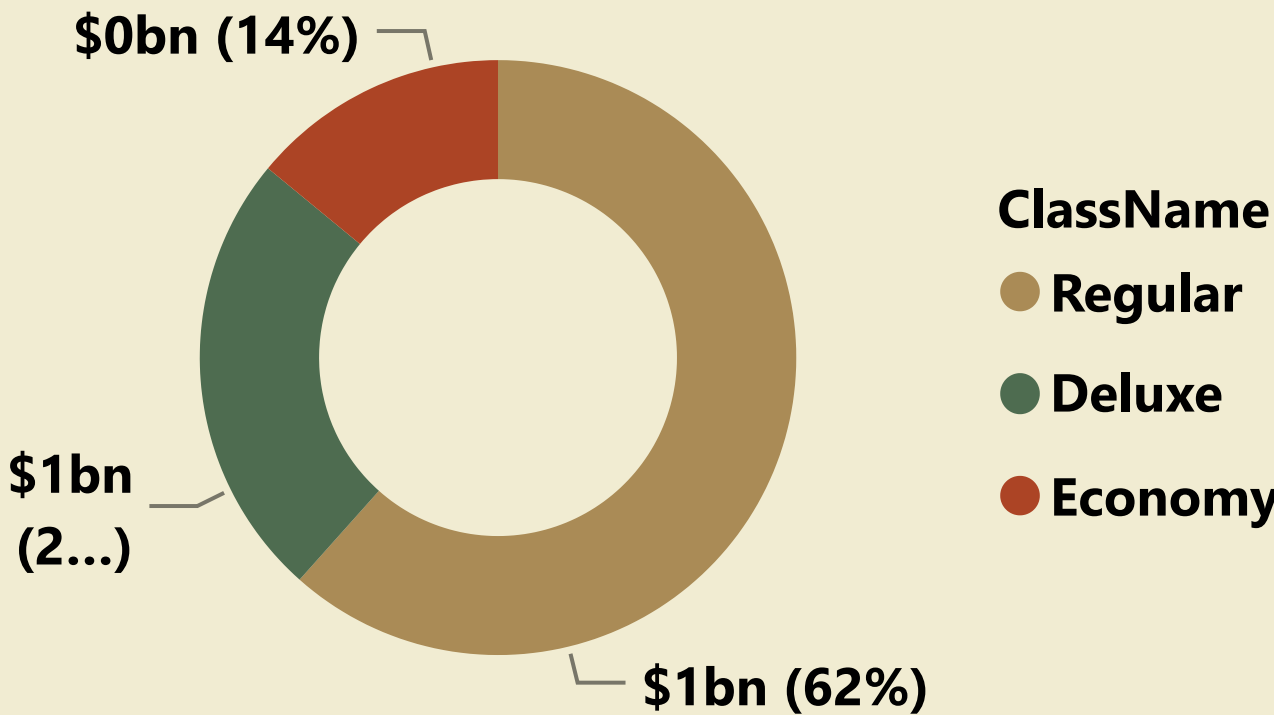
Revenue by Channel



Top 6 Store by Revenue

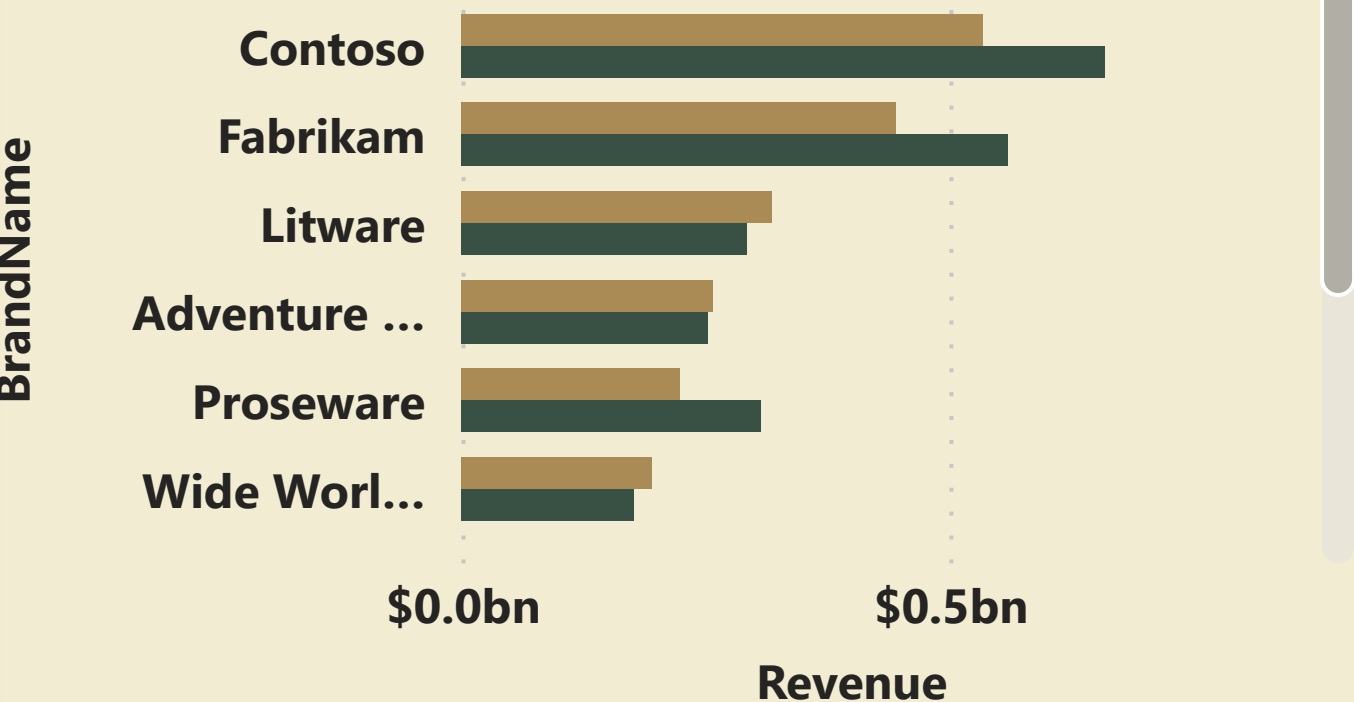
StoreName	Revenue	% contry Top N Story	Top N Store Profit Margine
Contoso North America Online Store	\$348M	14.53%	56.76%
Contoso Catalog Store	\$346M	14.41%	56.84%
Contoso North America Reseller	\$221M	9.22%	56.86%
Contoso Fond du Lac Store	\$8M	0.33%	57.64%
Contoso Milwaukee No.3 Store	\$8M	0.32%	57.53%
Contoso Loveland Store	\$8M	0.32%	57.63%
Total	\$938M	39.14%	56.83%

Class by Revenue



Brand by Revenue

Revenue Revenue LY



Sub Category By Revenue

SubCategory	Revenue	Profit Margine	Revenue Contribution	Sales Quantity
Camcorders	\$266M	60%	11.1%	360K
Washers & Dryers	\$222M	53%	9.3%	136K
Projectors & Screens	\$197M	60%	8.2%	313K
Refrigerators	\$169M	58%	7.0%	272K
Laptops	\$154M	56%	6.4%	246K
Home Theater System	\$150M	54%	6.2%	314K
Digital SLR Cameras	\$140M	62%	5.9%	318K
Lamps	\$119M	57%	4.9%	549K
Desktops	\$102M	52%	4.3%	270K
Total	\$2,397M	57%	100.0%	9650K