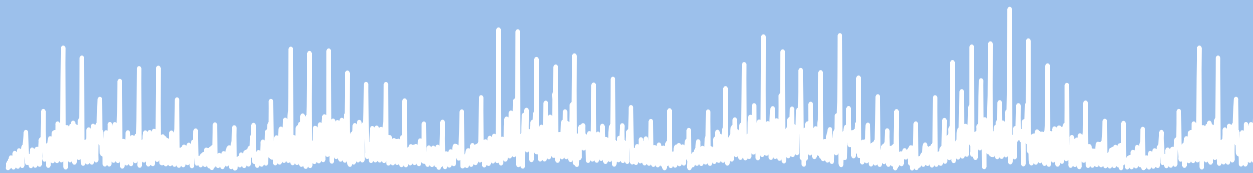




OVERALL SALES ANALYSIS



SALES SUMMARY

CAMPAIGN ANALYSIS

PERFORMANCE OVERTIME

REGIONAL ANALYSIS

SALES FORECASTING

GEOLOCATION ANALYSIS

Date

1/1/2011

10/22/2016

\$65.55M

Total Sales

\$17.7M

Total Profit

\$47.85M

COGS

675K

Total Units

0.27

Profit Margins

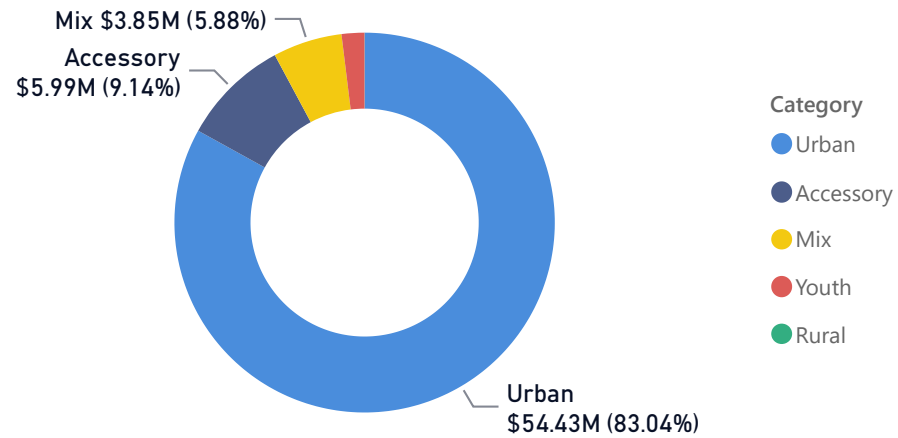
337

Average Units

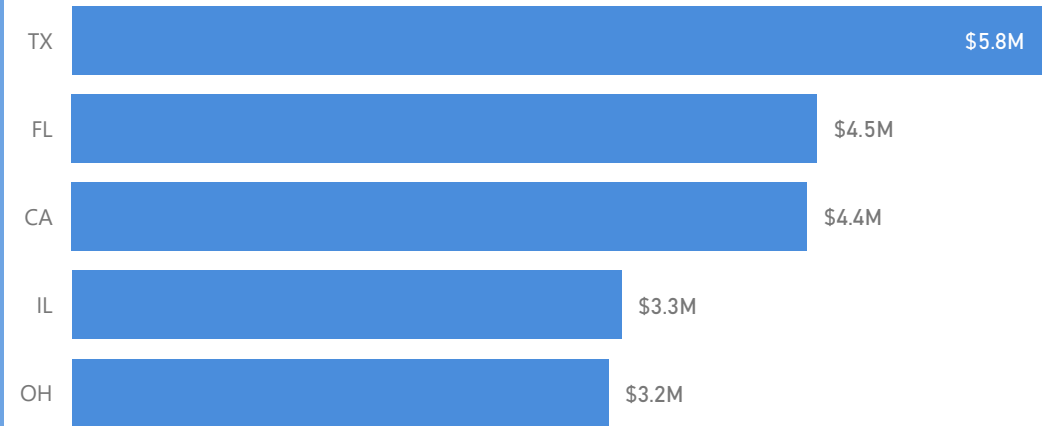


REGIONAL PERFORMANCE ANALYSIS

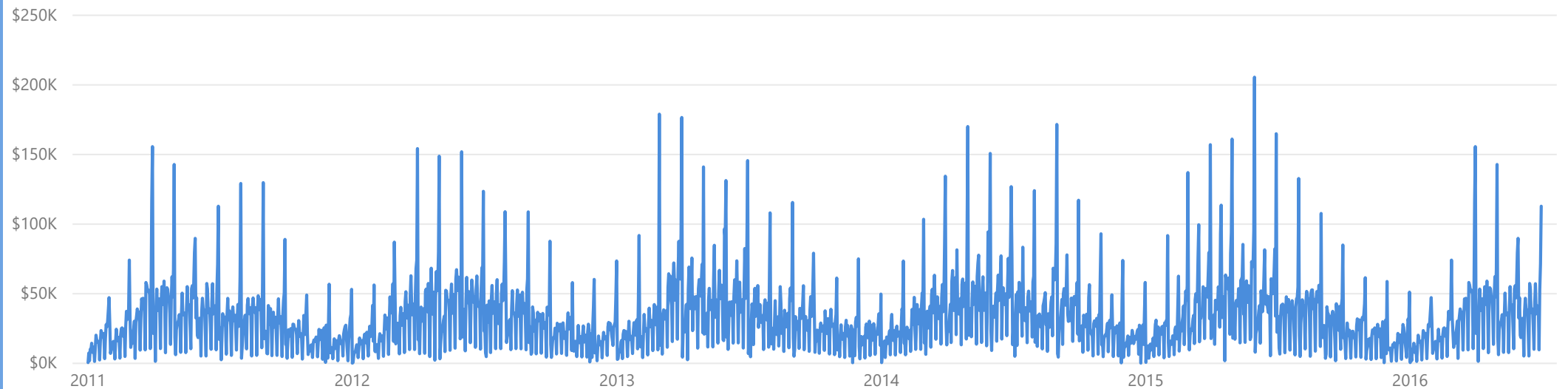
Sales by Category



Top 5 States



Trend Overtime



CAMPAIGN ANALYSIS

2011

2012

2013

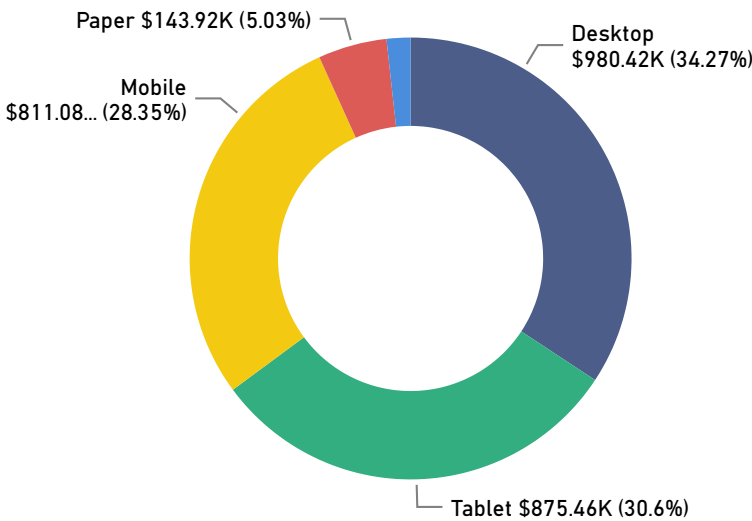
2014

2015

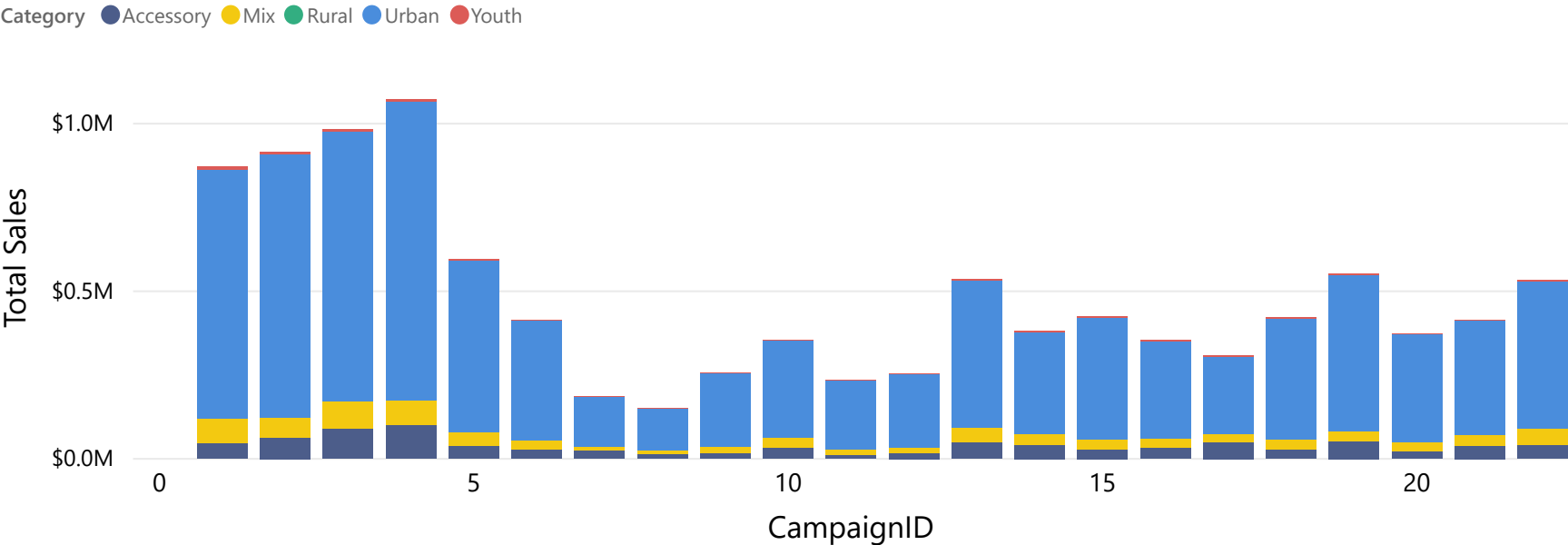
2016



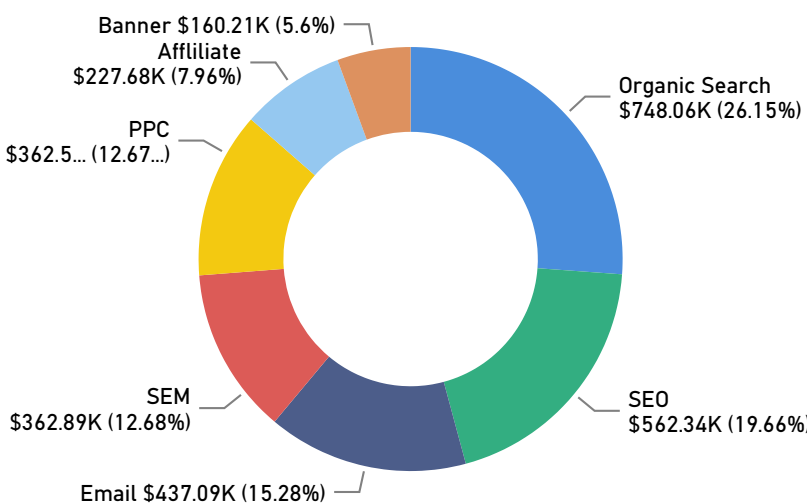
Total Profit by Device



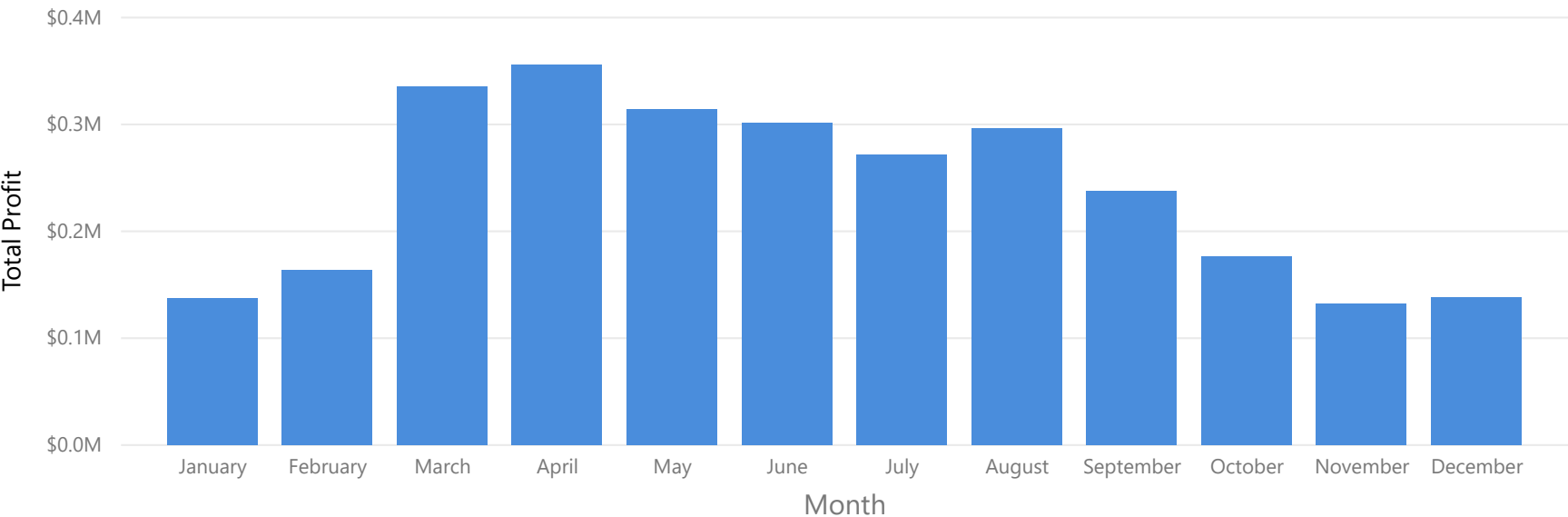
Total Sales by CampaignID and Category



Total Profit by TrafficChannel



Total Profit by Month



State

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ CT
- ☐ DC
- ☐ DE
- ☐ FL
- ☐ GA
- ☐ IA
- ☐ ID
- ☐ IL
- ☐ IN
- ☐ KS
- ☐ KY
- ☐ LA
- ☐ MA
- ☐ MD
- ☐ MI
- ☐ MN
- ☐ MO
- ☐ MS
- ☐ MT
- ☐ NC
- ☐ ND
- ☐ NE
- ☐ NH
- ☐ NJ

Ask a question about your data



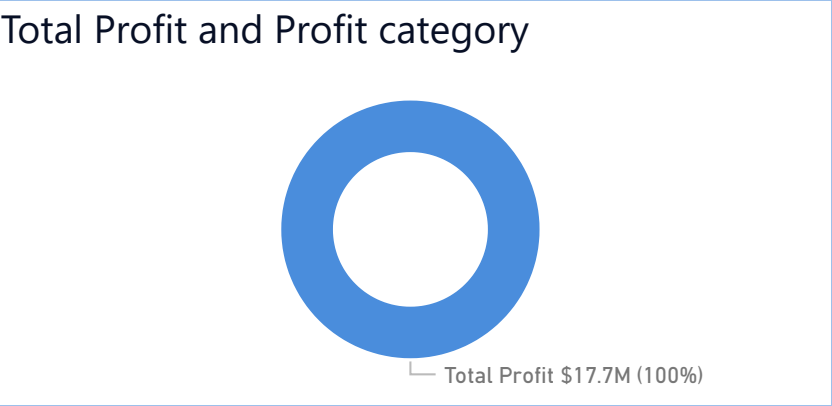
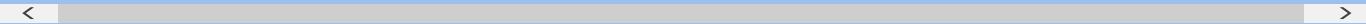
Try one of these to get started

- what is the total sales by category
- what is the total units by category
- what is the total profit by category
- what is the average units by category
- top segments by total sales

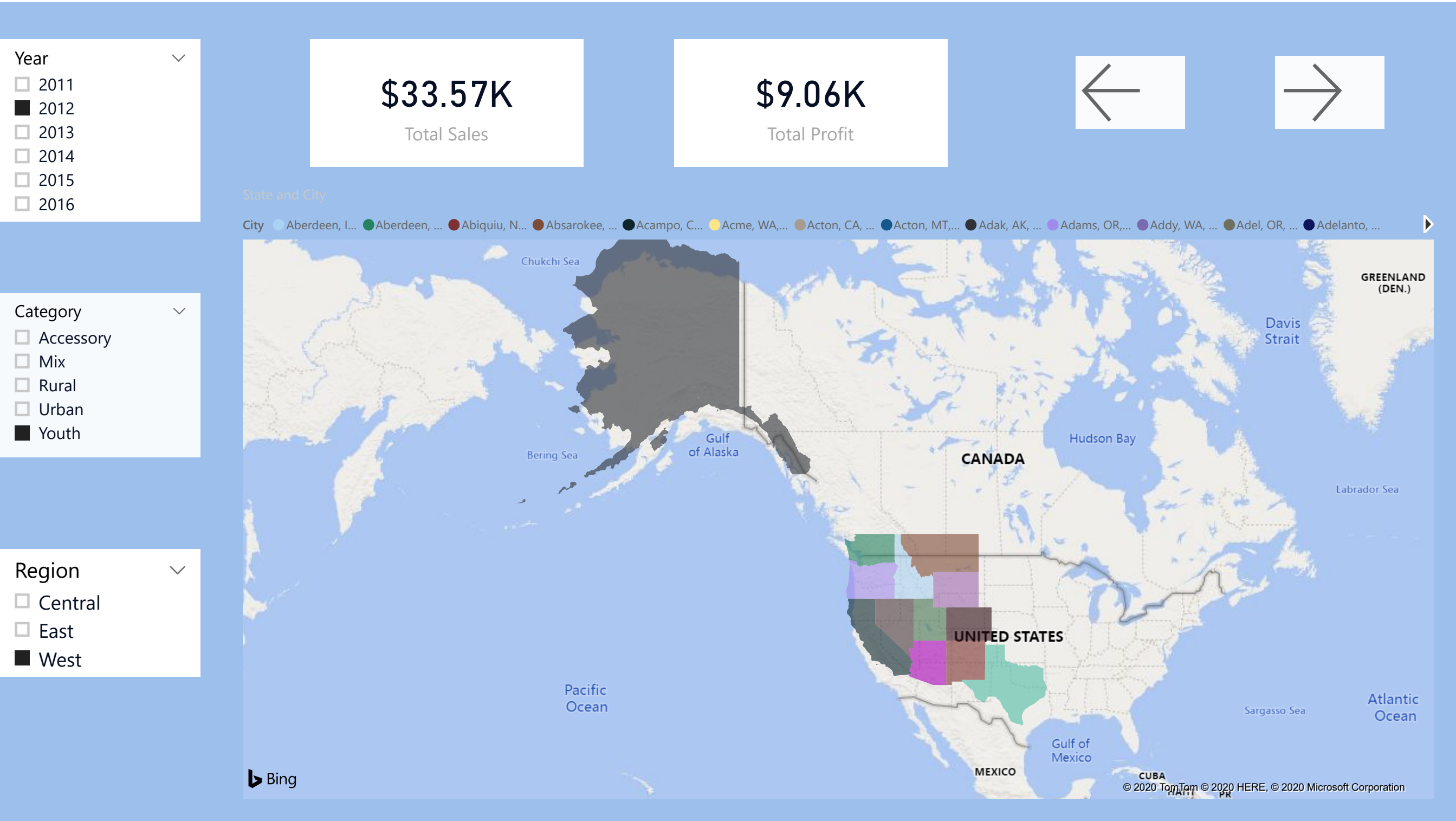
Show all suggestions

Category		SALES YTD	Sales YOY%
<div>+</div> Rural	<div></div>	\$1,804.6303	38.43%
<div>+</div> Mix	<div></div>	\$477,551.3062	14.15%
<div>+</div> Urban	<div></div>	\$4,938,753.0244	9.98%
<div>+</div> Accessory	<div></div>	\$497,610.4054	9.06%
<div>+</div> Youth	<div></div>	\$41,344.0346	3.37%
Total		\$5,957,063.4009	10.00%

Category	SALES YTD	SALES 2Y	SALES 3Y	Sales YOY%
Youth	\$41,344.0346	\$1,056,023.9245	\$733,087.606	3.37%
Urban	\$4,938,753.0244	\$39,215,134.2889	\$28,384,745.2851	9.98%
Rural	\$1,804.6303	\$2,562.9719	\$2,460.8595	38.43%
Mix	\$477,551.3062	\$2,585,598.7805	\$2,030,045.5044	14.15%
Accessory	\$497,610.4054	\$4,426,215.8102	\$3,090,908.2266	9.06%
Total	\$5,957,063.4009	\$47,285,535.776	\$34,241,247.4816	10.00%



Category	Total Profit	Profit category
Accessory	\$1,617,662.3382	Low Margin
Mix	\$1,040,358.7356	Low Margin
Rural	\$1,755.0947	Low Margin
Urban	\$14,695,515.7205	High Margin
Youth	\$342,434.2617	Low Margin
Total	\$17,697,726.1507	High Margin





Sales Forecast

