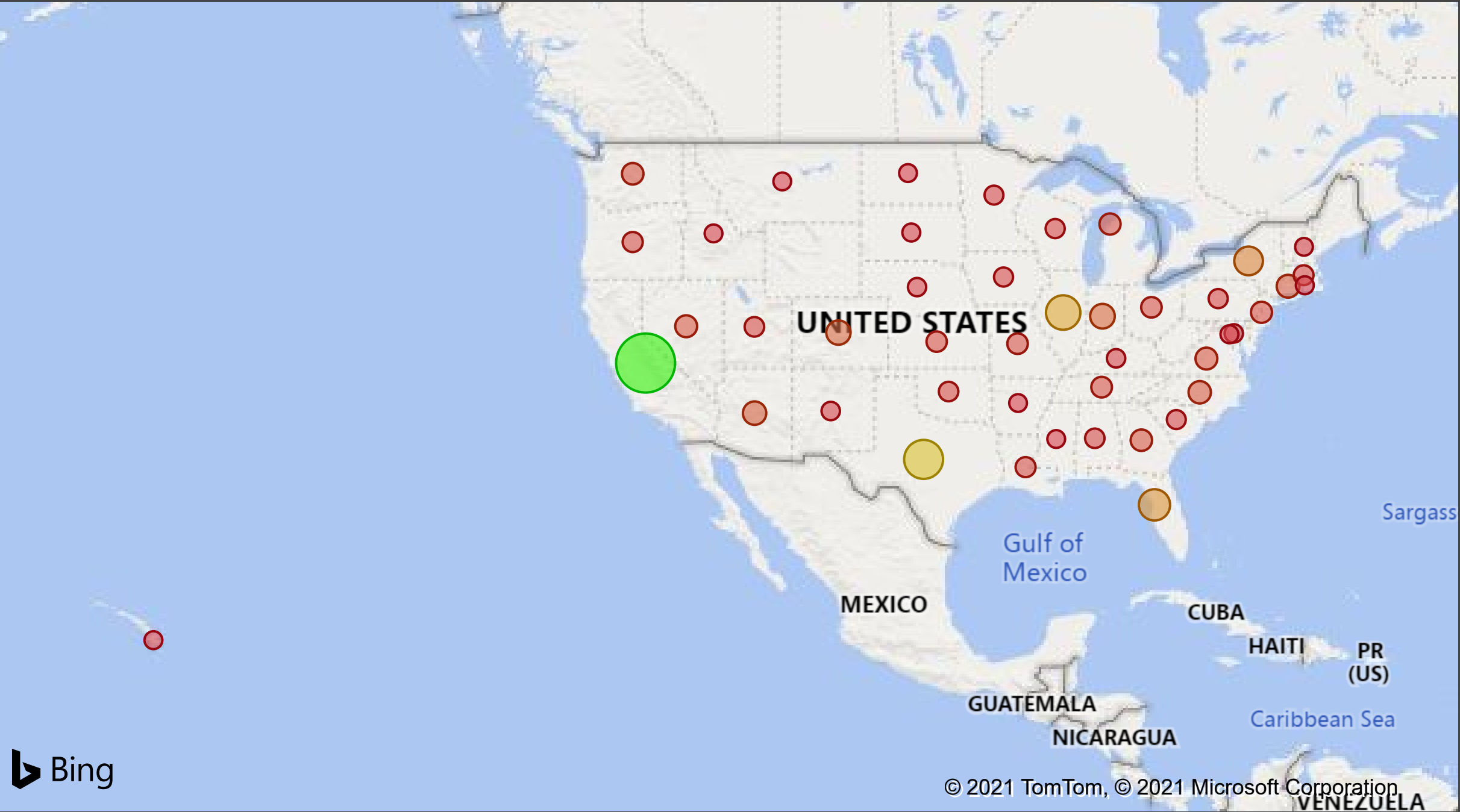


GROSS_PROFIT by Sales Team

Paul Holmes 93.90K	Roy Rice 90.34K	Joe Pri... 89.95K	Chris A... 89.71K	Shawn... 89.05K	Todd R... 88.29K
Donald Reyn... 92.44K	Keith Griffin 87.74K	Steph... 87.27K	Joshu... 87.01K	Jonat... 87.00K	Geor... 86.56K
Joshua Little 91.93K		Douglas Tucker 86.41K	Joshu... 85.93K	Jerry ... 85.27K	Shawn Cook 84.84K
Adam Hernan... 91.90K	Carl Nguyen 87.61K				
Nicholas Cun... 91.76K	Roger Alex... 87.41K	Frank Brown 86.39K	Shawn Cook 84.84K	Jerry ... 85.27K	Shawn Cook 84.84K
Patrick Graham 90.98K	Anthony Be... 87.37K	86.11K			

GROSS_PROFIT by State



GROSS PROFIT
MARGIN

28.57%

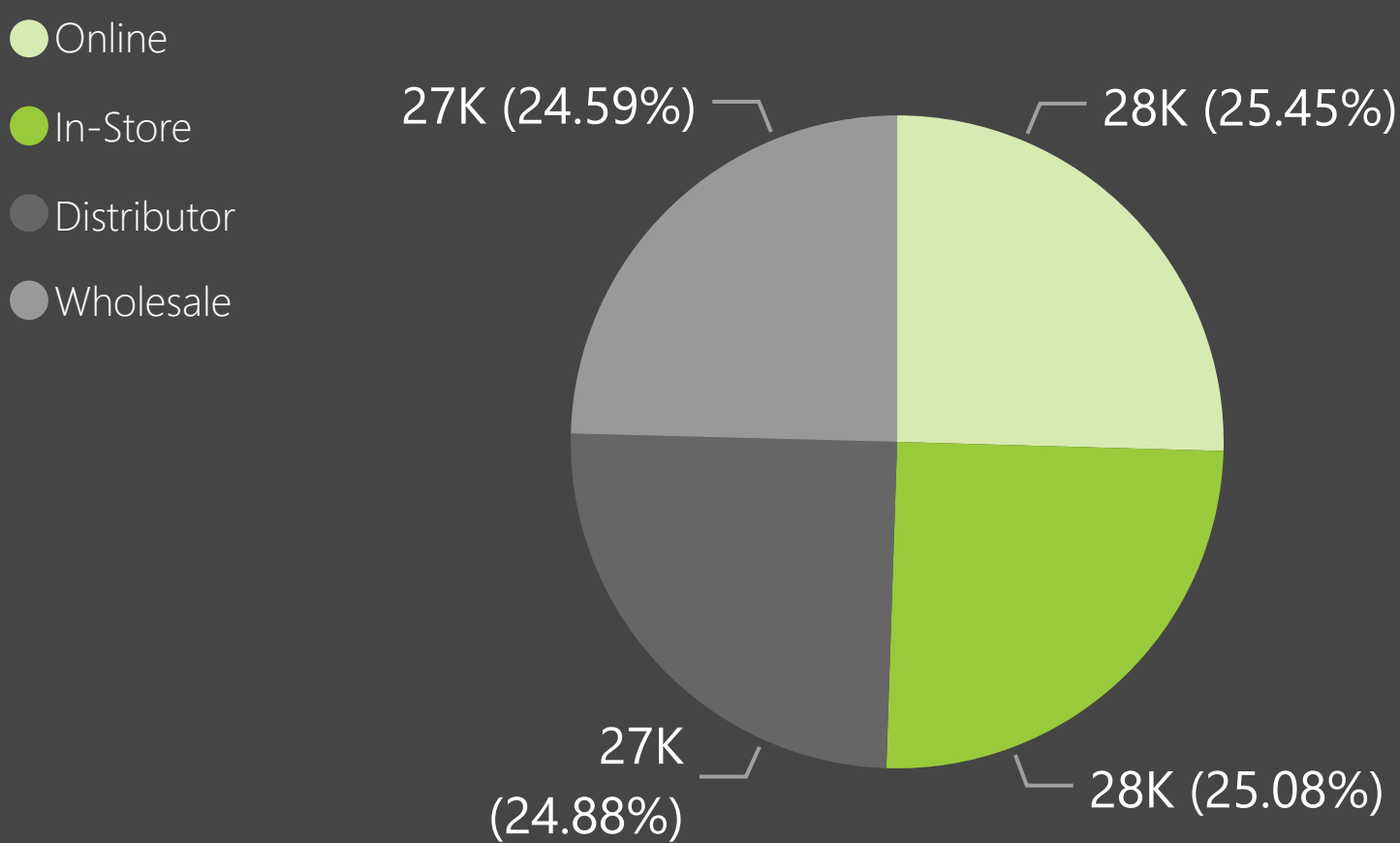
TOTAL GROSS PROFIT

2.30M

TOTAL UNITS SOLD

110K

Order_qty by Sales_Channel



Product

All

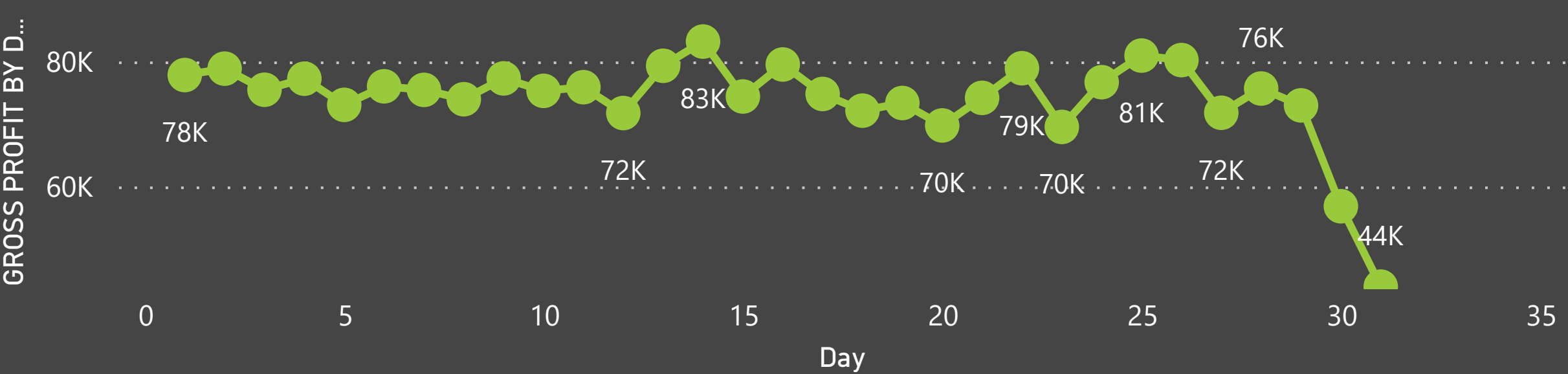
Region

All

Month

All

GROSS PROFIT PERFORMANCE OF SELECTED MONTH

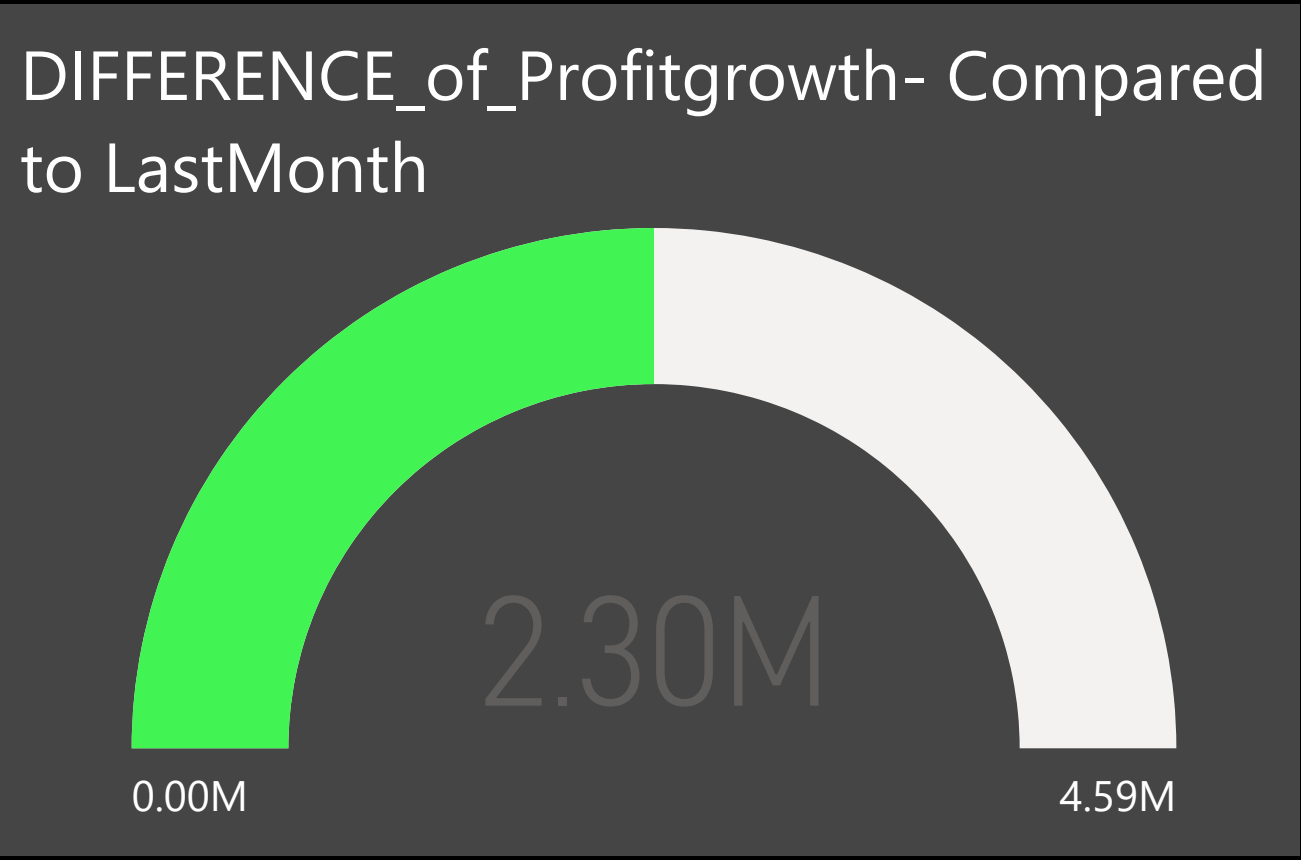
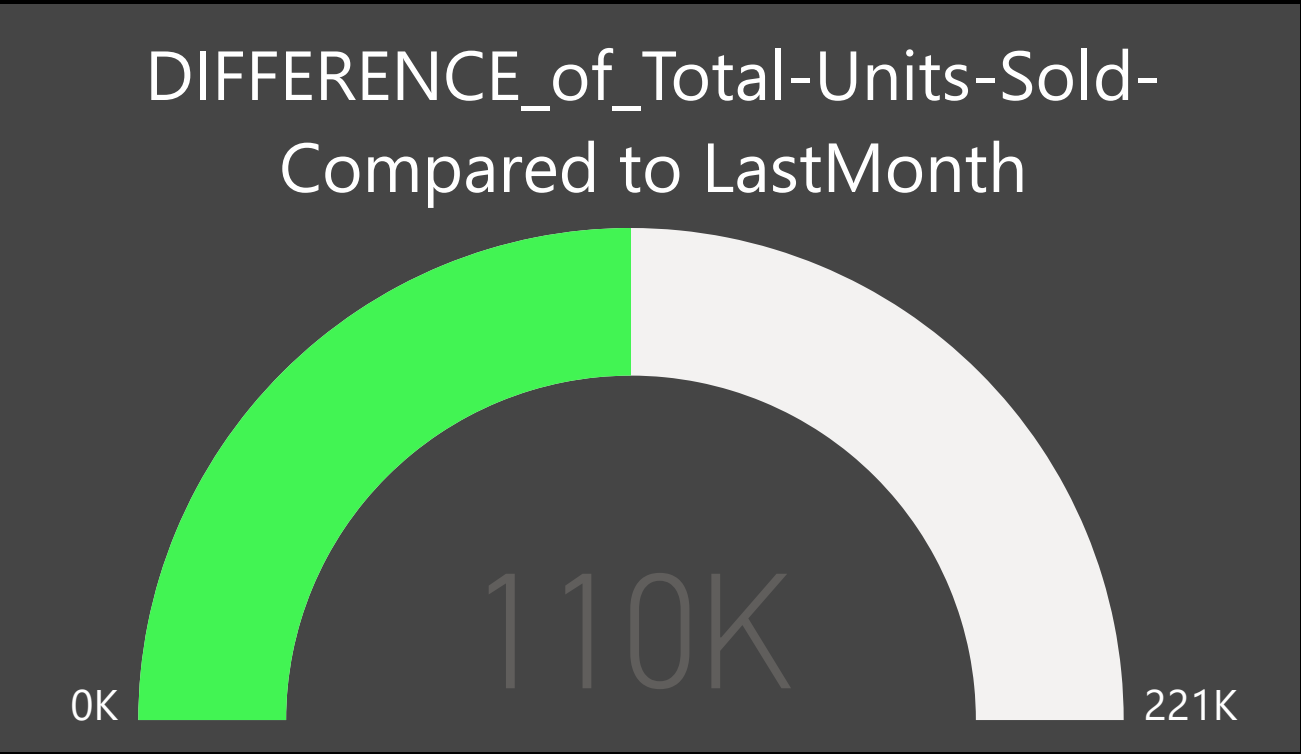
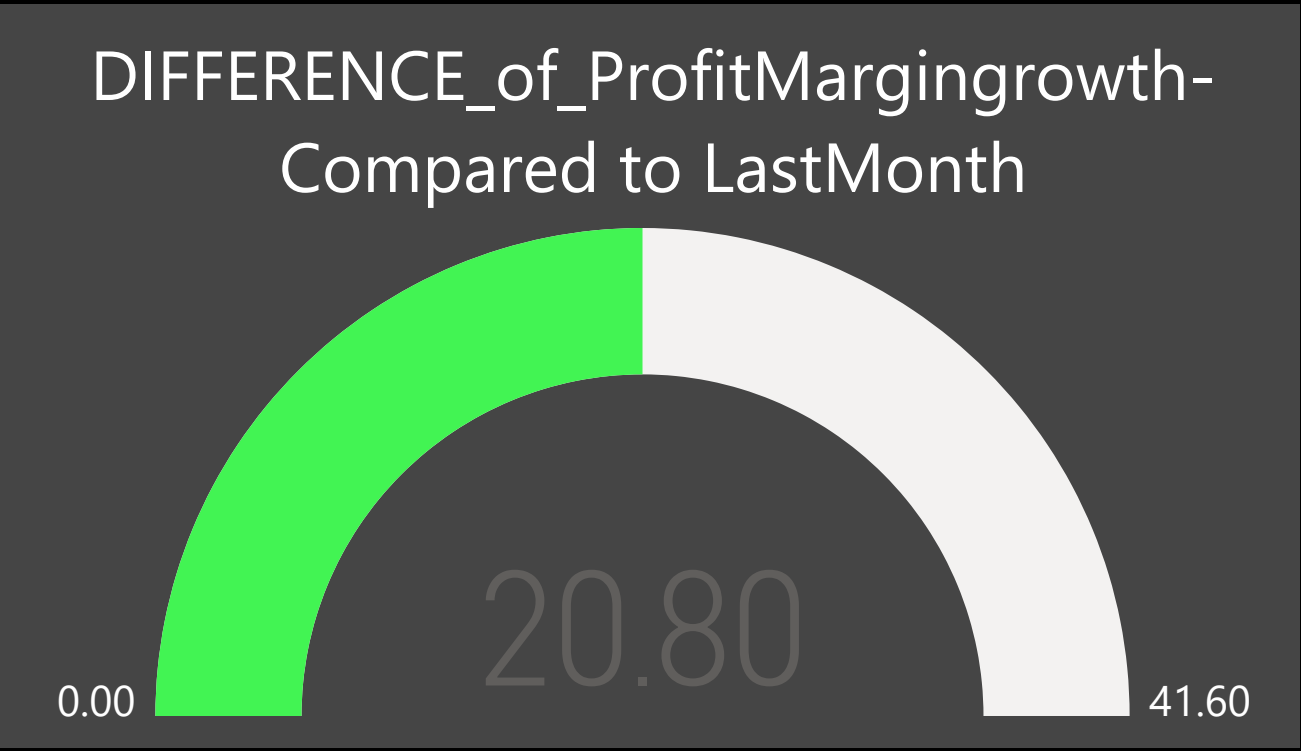


Average Profit

49K

FIND OUT:

- 1. WHAT IS DIFFERENCE IN GROWTH OF PROFIT AND TOTAL UNITS SOLD EVERY MONTH?*
- 2. WHICH STATES EXPERIENCED INCREASE OR DECREASE IN GROWTH OF PROFIT AND TOTAL UNITS SOLD EVERY MONTH?*
- 3. HOW MUCH GROWTH DID PRODUCT EXPERIENCE IN EACH STATE FOR VARIOUS MONTHS?*
- 4. WHICH TOP 5 COUNTY AND CITY EXPERIENCED MOST PROFIT?*
- 5. HOW DID PROFIT MARGIN FLUCTUATE IN OVERALL PERIOD?*
- 6. WHICH ARE THE MOST POPULAR PRODUCTS IN EVERY CITY?*

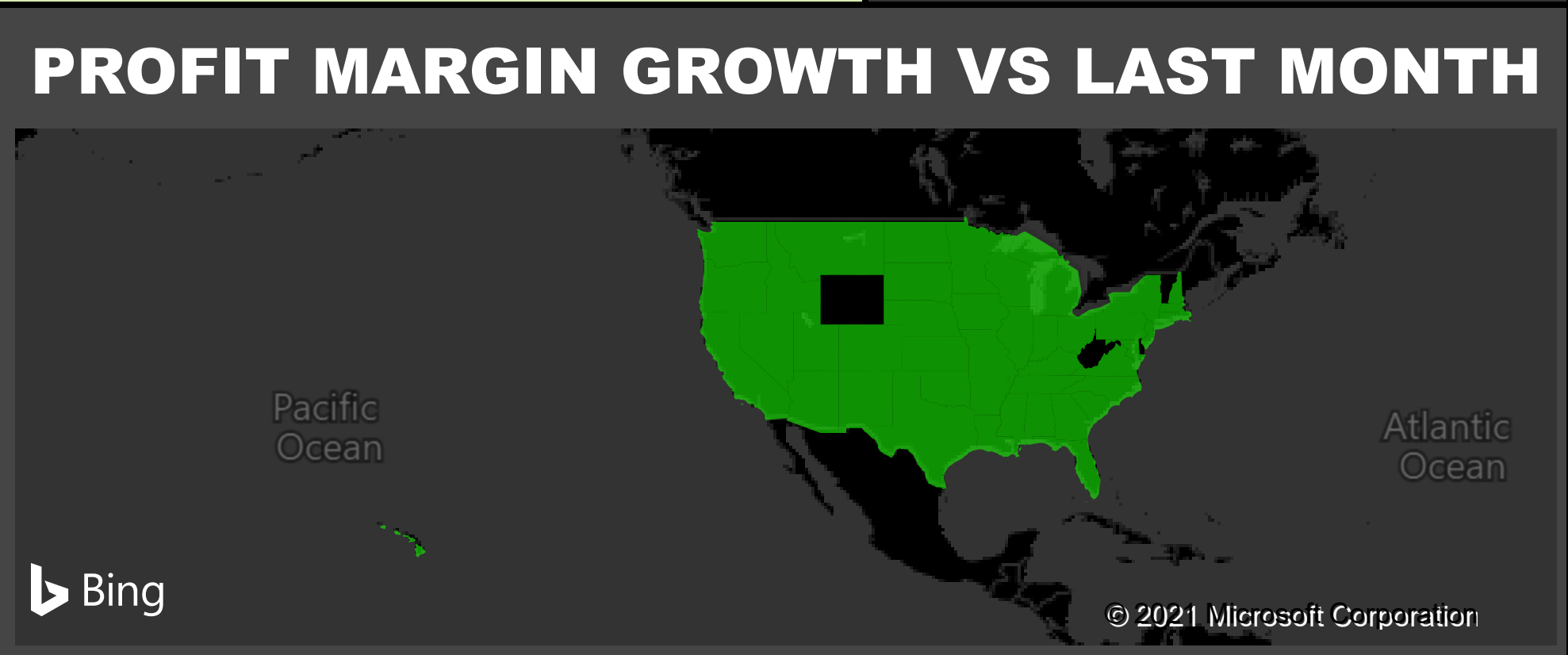


REGIONAL INSIGHTS

Month
All

DECREASE

INCREASE



Top Products by Popularity

City Name	January	February	March	April	May
Abilene	Wreaths	Vases	Computers	Table Lamps	Pendant
Akron	Wreaths	Wreaths	Wall Frames	Wardrobe s	Wall Fram
Albuquerque	Vases	Wine Storage	Wreaths	Vases	Vanities
Alexandria	Wine Storage	Vanities	Wall Coverings	Vanities	Table Lin
Allentown	Wine	Wine	Wall	Vases	Wreaths

state
All

TOP 5 COUNTY by PROFIT

county	top5-GROSSPROFITBYCOUNTY
Clark County	49,064.84
Cook County	68,446.46
...	...
Total	327,814.19

TOP 5 CITY BY PROFIT

name	Top5-CITYBYGROSSPROFIT
Columbia	16,501.99
...	...
Total	81,006.92

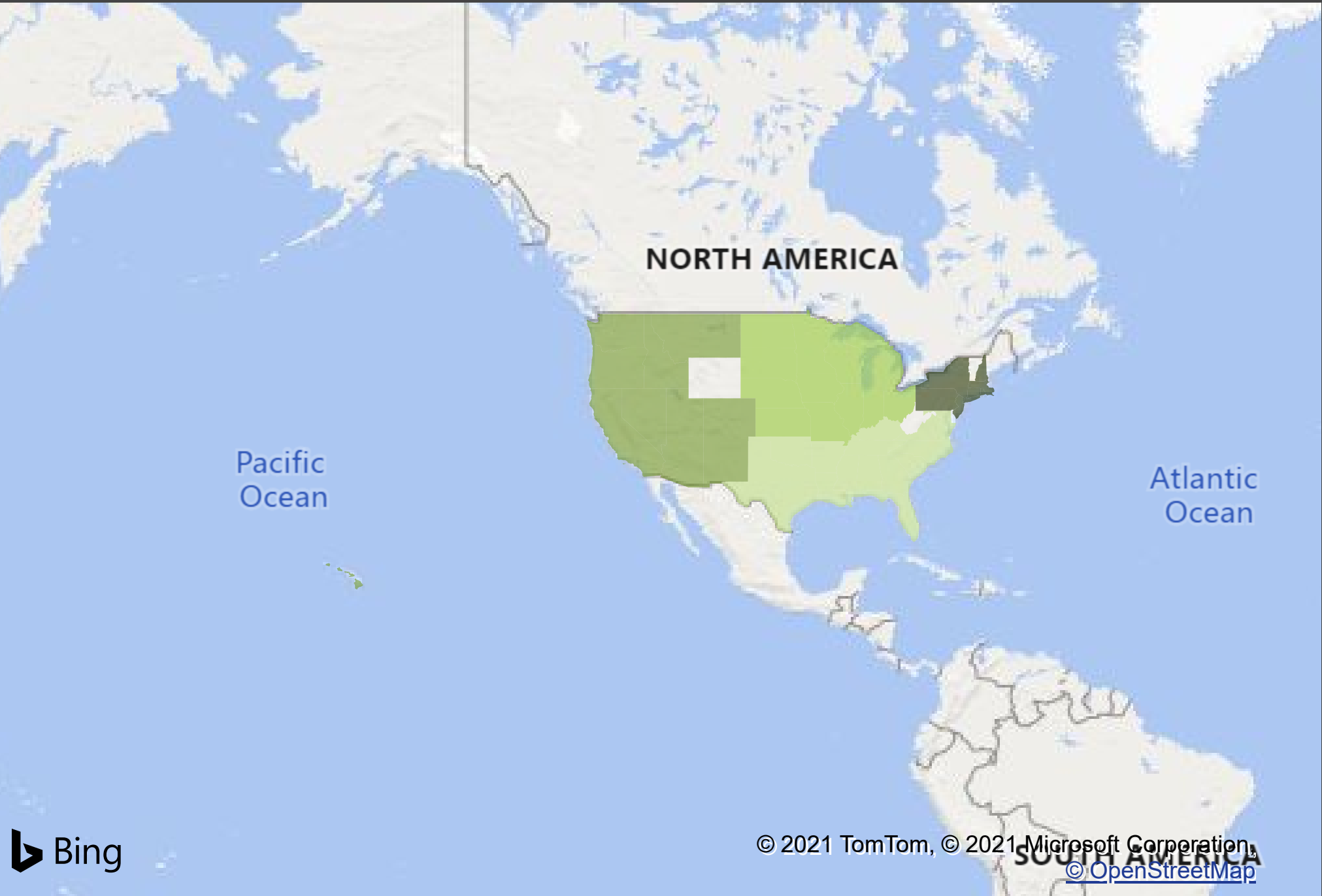
%PRODUCT GROWTH

Product Name	ProfitgrowthvsLastMonth	SoldUnitsgrowthMonth
Accessories	-23.84	
Accessories	11.74	
Accessories	8.84	
Accessories	-5.70	
Total	388.91	

FIND OUT:

1. *WHAT IS OVERALL SALES GROWTH OF EVERY TEAM IN DIFFERENT REGIONS?*
2. *WHICH SALES CHANNEL IS MOSTLY USED BY TEAMS?*
3. *WHICH SALES TEAM ARE LEADING IN PROFIT AND SALES GROWTH?*
4. *WHICH TEAMS ARE LEADING A PARTICULAR PRODUCT IN SALES?*
5. *IMPLEMENT SMART INSIGHTS GENERATOR .*

- Midwest
- Northeast
- South
- West



Month

All

Region

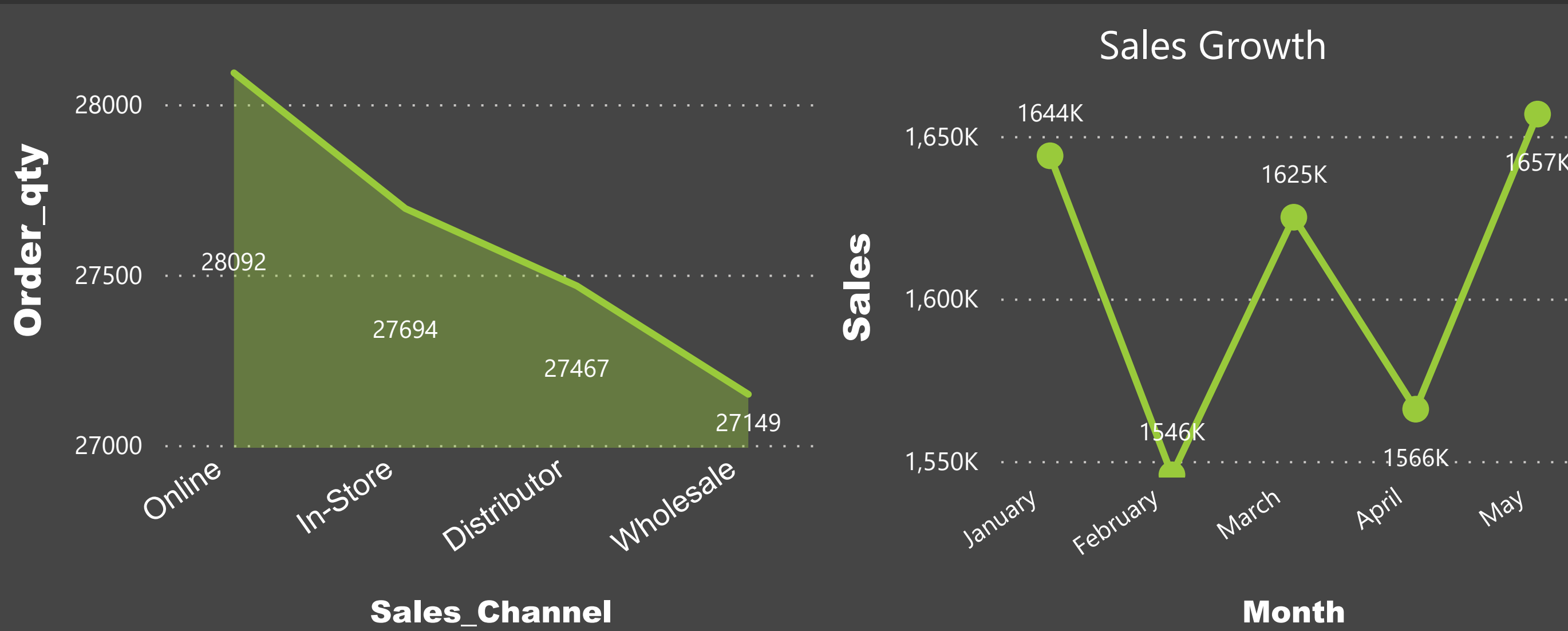
All

Product Name

All

Sales Team

All



State

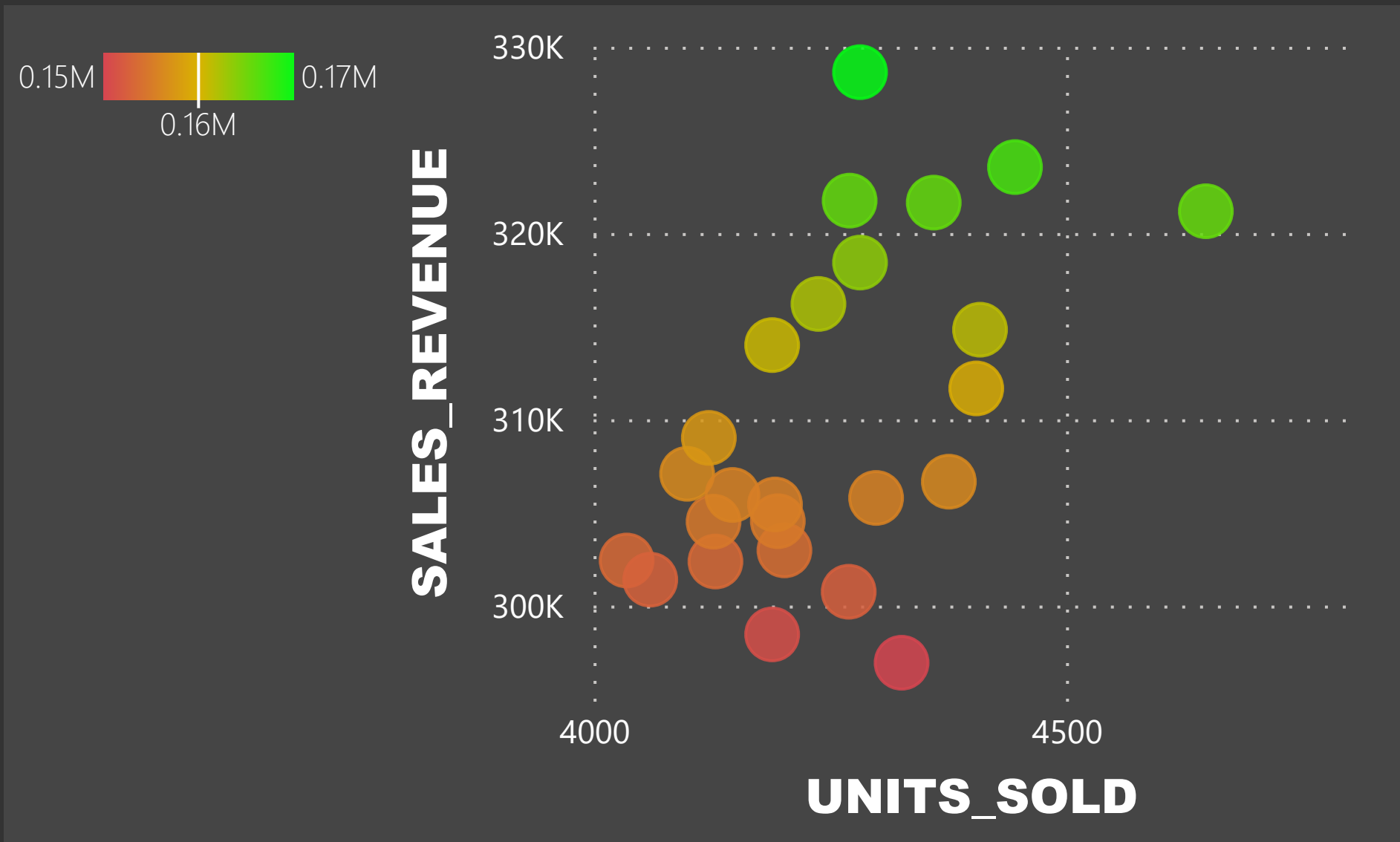
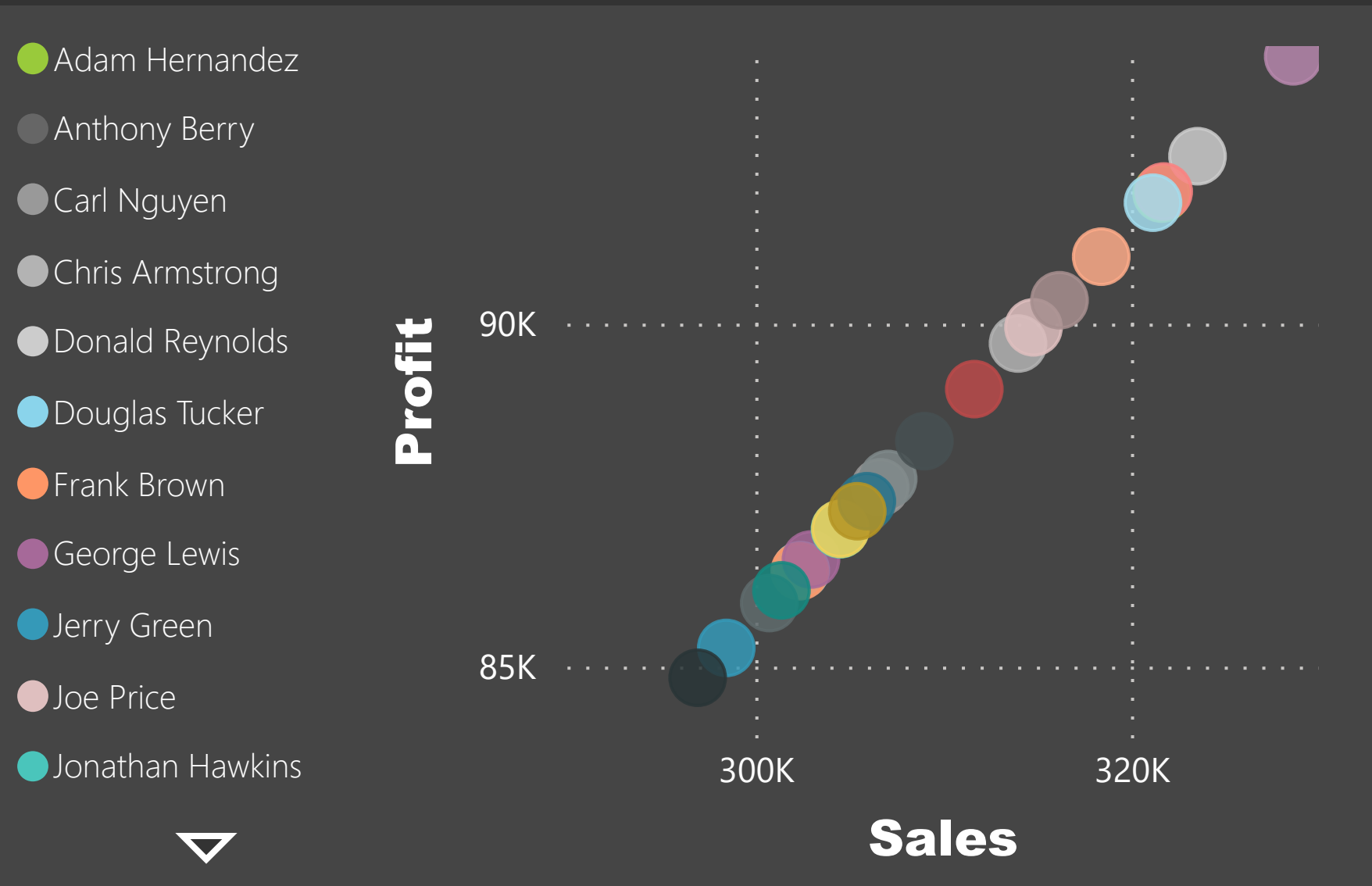
All

County

All

City/Town

All



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