SALES PERFORMANCE INSIGHT

| 2015 | 2016 | 2017 | 2018 |

Quarter

All

71M
Total Sales

48M
Total Cost

23M
Total Profit

58K
Total Units Sold

101
Total Products

32%
Profit Margin %age

Product Name	Total Sales	Profit Margin %age
Product 47	1532760	37%
Product 28	1500697	41%
Product 66	1456768	18%
Product 63	1453760	28%
Product 59	1408368	32%
Product 29	1385781	35%
	70949267	32%

Profit Margin % By Location

Bing
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Total Sales by Date

Total Sales by Name

Name	Total Sales
Columbia	1.23M
Gainesville	0.99M
Rochester	0.87M
Macon	0.86M
Manchester	0.86M
Tampa	0.85M
Bridgeport (To...	0.84M
Worcester	0.84M
Spring Hill	0.84M
Newport News	0.83M
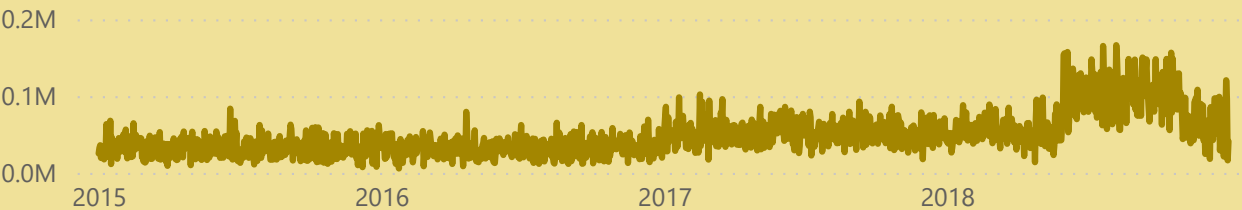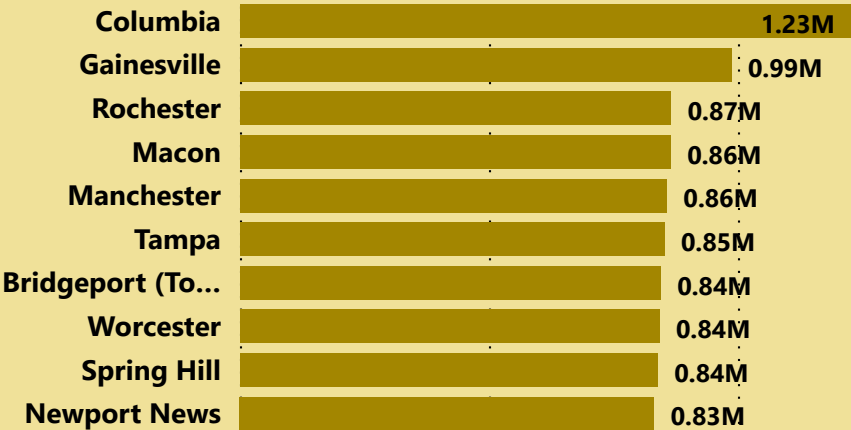
Total Sales by Salesperson

Salesperson	Total Sales
Bobby Russell	1.81M
Ryan Welch	1.80M
Patrick Ruiz	1.79M
Eugene Holmes	1.78M
Brian Davis	1.76M
Martin Perry	1.73M
Kenneth Bradley	1.72M
Ernest Wheeler	1.68M
Martin Carr	1.68M
Brian Thomas	1.66M
Kevin Butler	1.65M

Product Insights

Year	2018		Total	
Product Name	YoY Sales Growth	Product Group	YoY Sales Growth	Product Group
Product 1	75%	Strong	75%	Strong
Product 10	45%	Strong	45%	Strong
Product 100	55%	Strong	55%	Strong
Product 101	13%	Average	13%	Average
Product 11	35%	Average	35%	Average
Product 12	75%	Strong	75%	Strong
Product 13	47%	Strong	47%	Strong
Product 14	17%	Average	17%	Average
Product 15	8%	Average	8%	Average
Product 16	5%	Average	5%	Average
Product 17	53%	Strong	53%	Strong
Product 18	41%	Strong	41%	Strong
Product 19	62%	Strong	62%	Strong
Product 2	4%	Average	4%	Average
Product 20	79%	Strong	79%	Strong
Product 21	11%	Average	11%	Average
Product 22	79%	Strong	79%	Strong
Product 23	59%	Strong	59%	Strong
Product 24	42%	Strong	42%	Strong
Product 25	72%	Strong	72%	Strong
Product 26	22%	Average	22%	Average
Product 27	84%	Strong	84%	Strong
Product 28	44%	Strong	44%	Strong
Product 29	8%	Average	8%	Average
Product 3	83%	Strong	83%	Strong
Product 30	11%	Average	11%	Average
Product 31	50%	Strong	50%	Strong
Product 32	50%	Strong	50%	Strong
Product 33	48%	Strong	48%	Strong
Product 34	46%	Strong	46%	Strong
Total	44%	Strong	44%	Strong

Product Group(Sales) and Profit Margin %age by Product Name and Growth Group

Growth Group ● Average ● Strong ● Weak
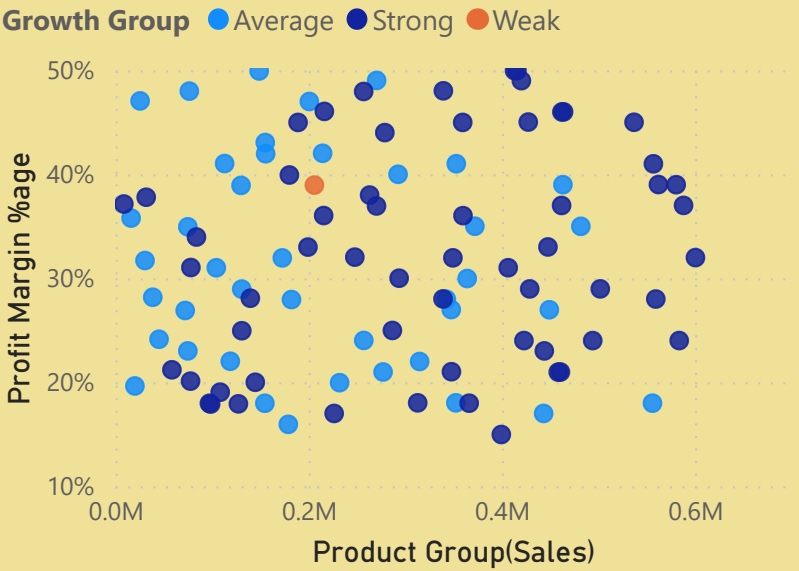
YoY Sales Growth by Year
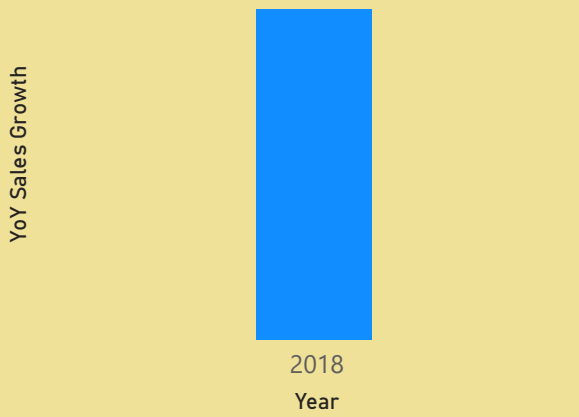
Top 5 Products by Product Name
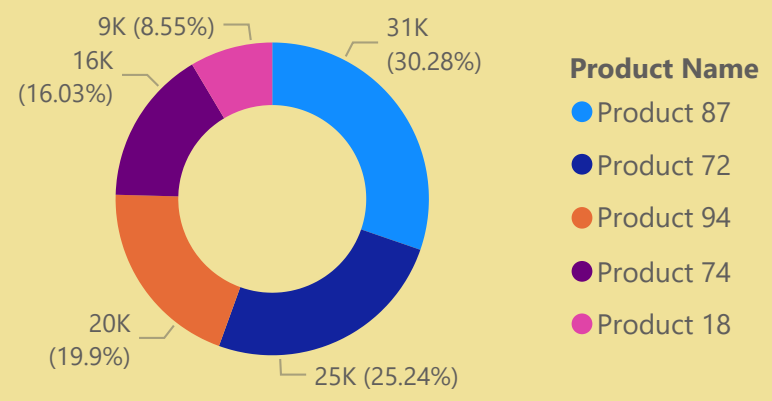
9K (8.55%)
16K (16.03%)
31K (30.28%)
20K (19.9%)
25K (25.24%)

Product Name
● Product 87
● Product 72
● Product 94
● Product 74
● Product 18

Total Sales by Quarter

Year ● 2018
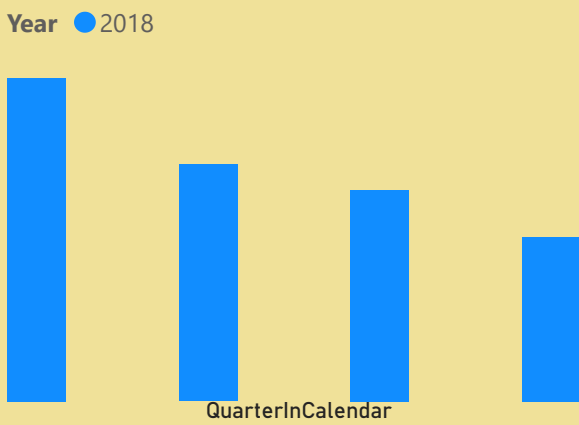
Customer Name	YoY Sales Growth	Profit TY Vs LY	Profit Margin TY Vs LY
Aaron Carr	51%	2640	-0.01
Aaron Cruz	40%	6251	0.04
Aaron Day	-25%	-4947	-0.10
Aaron Johnson	51%	1818	-0.05
Aaron Miller	141%	6604	-0.02
Aaron Mills	155%	6171	-0.05
Aaron Moreno	22%	31	-0.07
Aaron Tucker	160%	14943	0.07
Adam Alexander	63%	6260	0.05
Adam Bailey	127%	8174	0.03
Adam Duncan	194%	10447	-0.06
Adam Hernandez	-63%	-11211	-0.12
Adam Hunter	-30%	-2871	-0.04
Adam Jenkins	172%	16621	0.02
Adam Mccoy	36%	2629	0.00
Adam Mcdonald	246%	8550	0.07
Adam Myers	157%	9341	0.03
Adam Riley	-9%	-940	-0.01
Adam Thompson	-48%	-2085	0.11
Adam Wheeler	-39%	-3510	-0.04
Adam White	-43%	-4141	-0.07
Alan Gomez	36%	953	-0.05
Alan Green	70%	7085	0.08
Alan Miller	33%	5884	0.06
Alan Parker	34%	3098	-0.02
Alan Perry	127%	13892	0.07
Alan Scott	18%	-74	-0.06
Alan Sims	130%	5832	-0.02
Alan Thomas	98%	8619	0.01
Albert Cunningham	126%	13506	0.06
Albert Jacobs	9%	3313	0.06
Albert Kennedy	90%	5993	-0.02
Total	**44%**	**2821017**	**0.00**

Customer Insights

2016 | 2017 | 2018

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

Top 5 Customers by Customer Name

2K (10.87%)
2K (15.6...)
4K (27.96%)
3K (19.33%)
4K (26.21%)

Customer Na...
- Douglas K...
- Ralph Banks
- Frank Wea...
- Gary Pierce
- Jack Lewis

Total Sales by Quarter

Year ● 2018
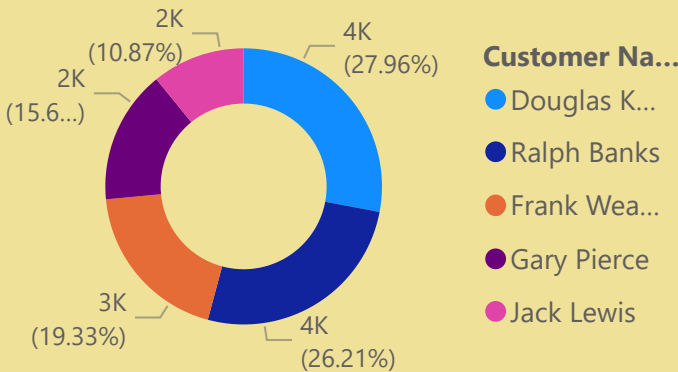
QuarterInCalendar
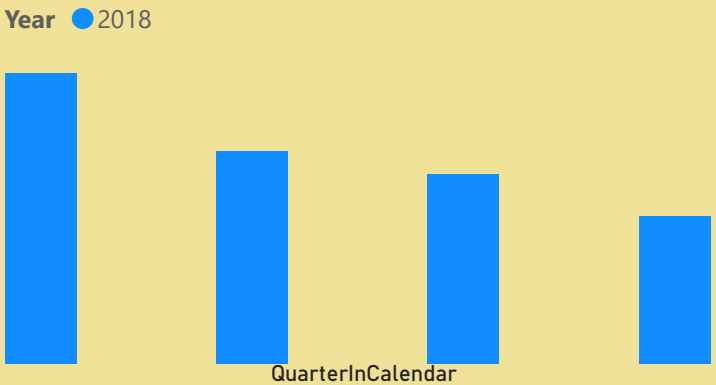
Customer Grouping

Customer Group ● Others ● Rank 1-20 ● Rank 21-50

Margins by Custom Grouping

0.4
0.3
0.2

0K 5K 10K 15K 20K 25K 30K 35K

Profit by Custom Grouping
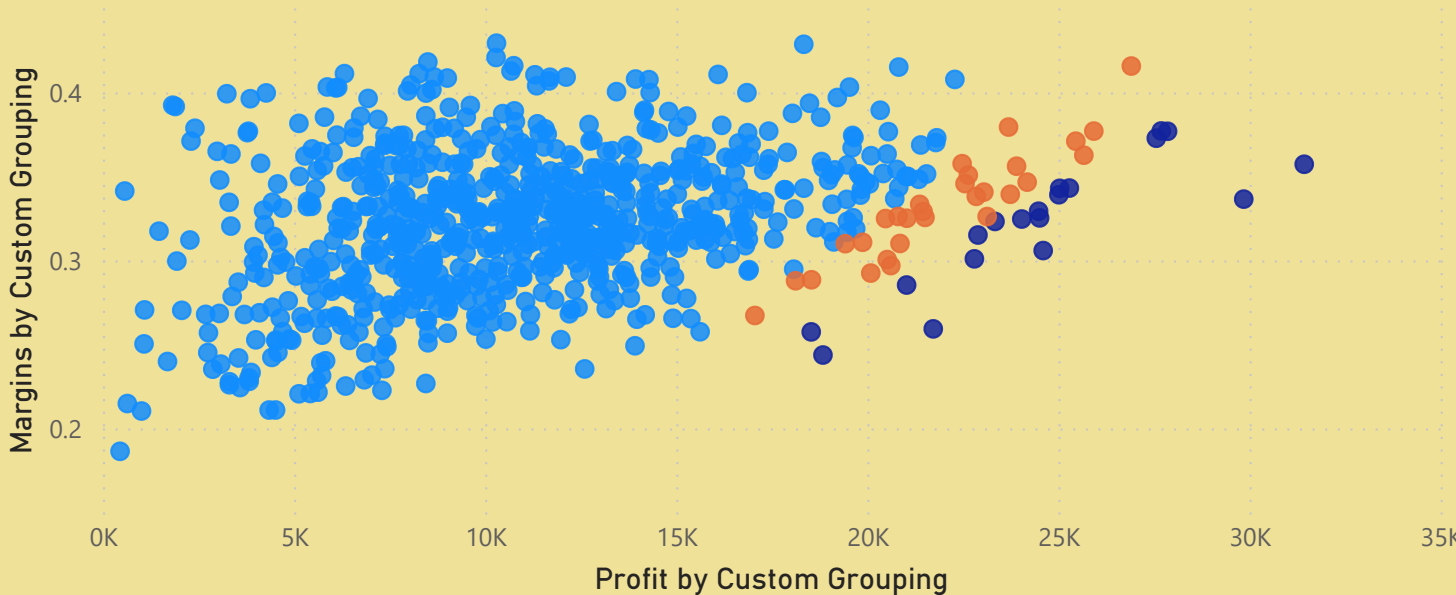
Customer Name	YoY Sales Growth	Profit TY Vs LY	Profit Margin TY Vs LY
Aaron Carr	51%	7245	-0.01
Aaron Cruz	45%	11367	0.02
Aaron Day	34%	4934	-0.01
Aaron Johnson	20%	1584	-0.02
Aaron Miller	62%	9030	0.00
Aaron Mills	91%	8772	0.02
Aaron Moreno	65%	11175	-0.02
Aaron Tucker	74%	16466	0.03
Adam Alexander	22%	8412	0.08
Adam Bailey	35%	8210	0.01
Adam Duncan	63%	12389	0.02
Adam Hernandez	13%	770	-0.03
Total	**39%**	**5345621**	**0.00**

Year	2015		2016	
Product Name	YoY Sales Growth	Product Group	YoY Sales Growth	Product Group
Product 1		Weak	-17%	Weak
Product 10		Weak	-10%	Weak
Product 100		Weak	-4%	Weak
Product 101		Weak	72%	Strong
Product 11		Weak	-4%	Weak
Product 12		Weak	-38%	Weak
Product 13		Weak	-6%	Weak
Product 14		Weak	86%	Strong
Product 15		Weak	22%	Average
Product 16		Weak	-21%	Weak
Product 17		Weak	-10%	Weak
Product 18		Weak	-19%	Weak
Product 19		Weak	-8%	Weak
Product 2		Weak	-10%	Weak
Product 20		Weak	45%	Strong
Product 21		Weak	11%	Average
Total		**Weak**	**-1%**	**Weak**

Sales Summary

2016	2017	2018

Qtr 1	Qtr 2	Qtr 3	Qtr 4

Top 5 Customers by Customer Name

- Ryan Taylor
- Gary Pierce
- Gregory Ch...
- Gregory Jac...
- Jack Lewis

0K — 20K

Top 5 Products by Product Name

- Product 72
- Product 87
- Product 94
- Product 74
- Product 18

0K — 50K
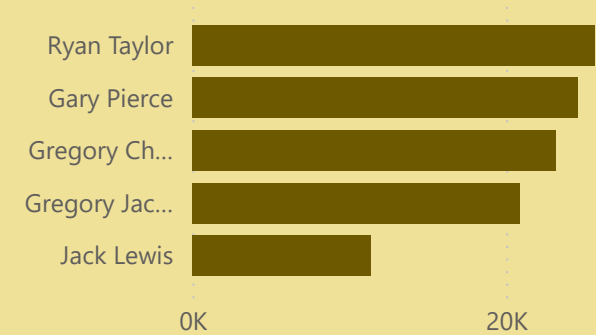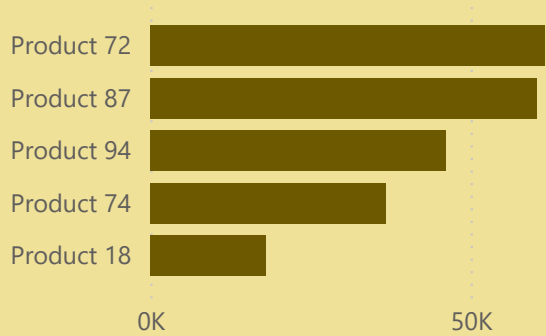
Top 5 Sales Persons by Salesperson Name
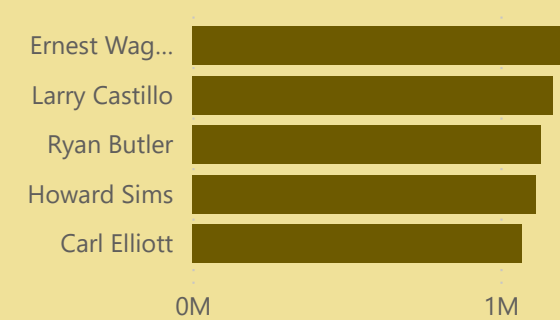
- Ernest Wag...
- Larry Castillo
- Ryan Butler
- Howard Sims
- Carl Elliott

0M — 1M

59M	40M
Total Sales	**Total Cost**
19M	32%
Total Profit	**Profit Margin %age**

Ask a question about your data

Try one of these to get started

top types by total customers

Sales Budget Summary

1.45M
Sales Budget

January	July
February	August
March	September
April	**October**
May	November
June	December

Sales Budget by Product

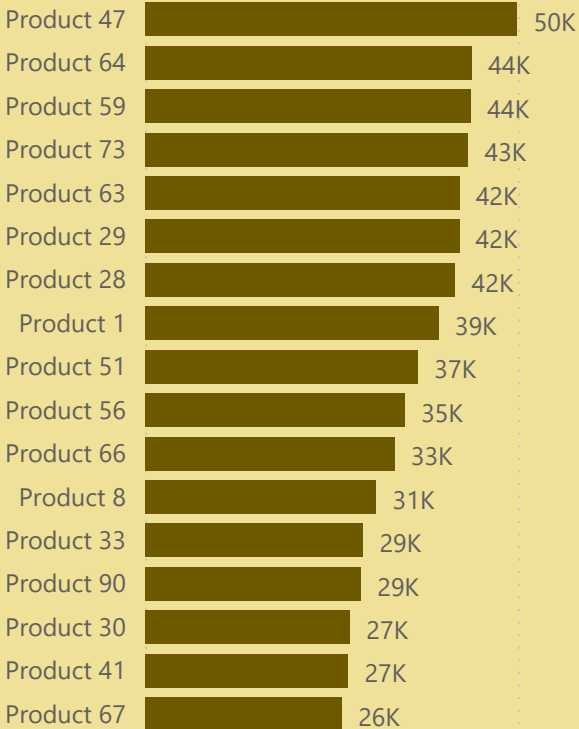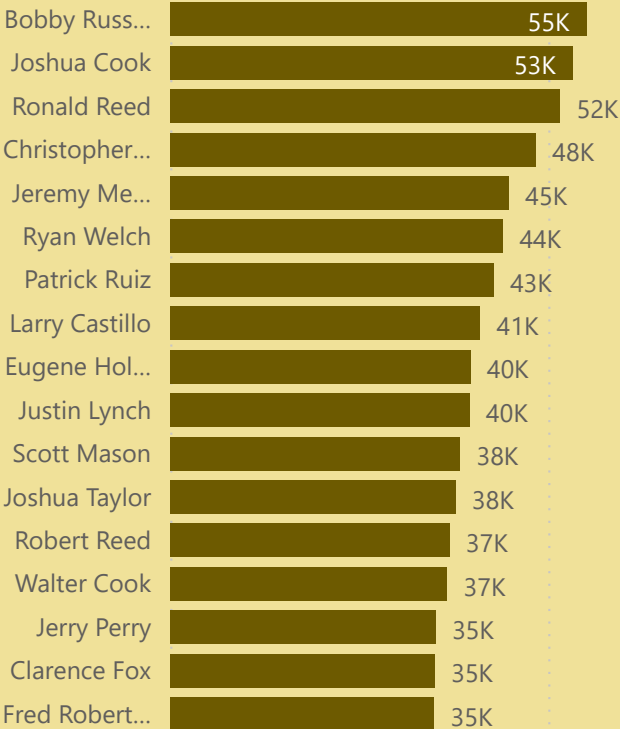|	
Product 47	50K
Product 64	44K
Product 59	44K
Product 73	43K
Product 63	42K
Product 29	42K
Product 28	42K
Product 1	39K
Product 51	37K
Product 56	35K
Product 66	33K
Product 8	31K
Product 33	29K
Product 90	29K
Product 30	27K
Product 41	27K
Product 67	26K

0K — 50K

Sales Budget by Sales Persons

Bobby Russ...	55K
Joshua Cook	53K
Ronald Reed	52K
Christopher...	48K
Jeremy Me...	45K
Ryan Welch	44K
Patrick Ruiz	43K
Larry Castillo	41K
Eugene Hol...	40K
Justin Lynch	40K
Scott Mason	38K
Joshua Taylor	38K
Robert Reed	37K
Walter Cook	37K
Jerry Perry	35K
Clarence Fox	35K
Fred Robert...	35K

0K — 50K

Sales Budget by Location

Brooklyn	33K
Jacksonville	33K
North He...	33K
Miramar	29K
Manhattan	27K
Columbia	25K
Augusta	25K
Hialeah	25K
Pembroke ...	23K
Bridgeport...	23K
Hampton	23K
Chesapeake	23K
Jersey City	21K
Hempstea...	21K
Tallahassee	21K
Worcester	21K
Durham	21K

0K — 20K — 40K

Sales Budget by Date

50K

0K

Oct 06   Oct 13   Oct 20   Oct 27
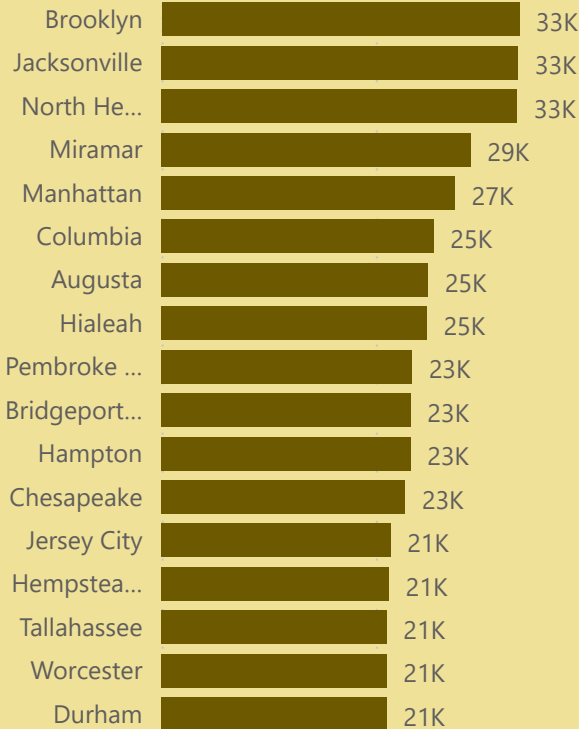
Date
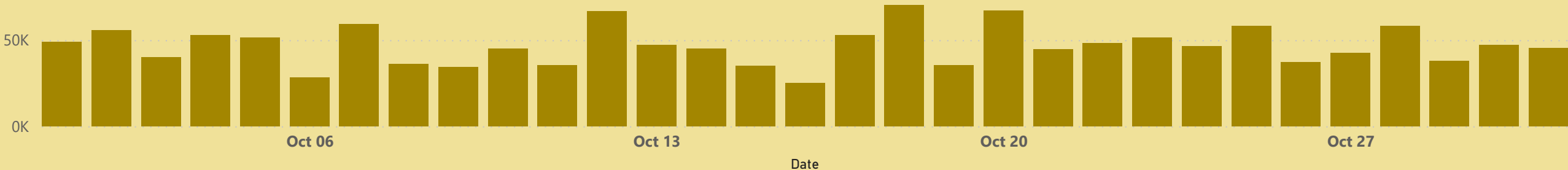
Scenario 1 - Finding Basket of Products of a particular customer

Customer Name	Total Sales	Basket of Products
Aaron Carr	75250	24
Aaron Cruz	108894	34
Aaron Day	73627	26
Aaron Johnson	58562	20
Aaron Miller	81885	26
Aaron Mills	56943	24
Aaron Moreno	97629	31
Aaron Tucker	120441	29
Adam Alexander	86295	26
Adam Bailey	105270	33
Adam Duncan	107081	29
Adam Hernandez	76444	29
Adam Hunter	48933	19
Adam Jenkins	139158	34
Adam Mccoy	90065	28
Adam Mcdonald	67842	21
Adam Myers	80899	22
Adam Riley	95762	29
Total	**70949267**	**101**

Product Name	Customer Name	Total Sales
Product 1	Aaron Carr	4482
Product 1	Aaron Cruz	4482
Product 1	Aaron Miller	6723
Product 1	Adam Hernandez	2241
Product 1	Adam Mccoy	2241
Product 1	Alan Parker	2241
Product 1	Alan Perry	2241
Product 1	Alan Thomas	13446
Product 1	Albert Cunningham	4482
Product 1	Albert Young	4482
Product 1	Andrew Burns	6723
Product 1	Andrew Graham	2241
Product 1	Andrew James	13446
Product 1	Andrew Robinson	8964
Product 1	Anthony Chapman	13446
Product 1	Anthony Parker	11205
Product 1	Antonio Dixon	4482
Total		**70949267**

Scenario 2 - Finding frequently purchased products

Product Name	Total Customers	Customers w/Multiply Purchases
Product 1	214	37
Product 10	200	36
Product 100	226	44
Product 101	206	24
Product 11	201	29
Product 12	210	33
Product 13	195	44
Product 14	194	33
Product 15	195	37
Product 16	226	33
Product 17	227	50
Product 18	226	45
Product 19	204	35
Product 2	220	38
Product 20	209	34
Product 21	214	48
Product 22	236	43
Total	**801**	**801**
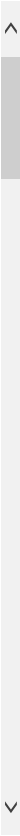
Scenario 3 - Finding New Customers

Time Period

120

120
Time Period Value

Total Customers and New Custom dar

- ● Total Customers ● New Customers

Year
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☒ 2018
- ☐ 2019
- ☐ 2020

New Customer Sales and Total Sales by MonthInCalendar

- ● New Customer Sales ● Total Sales
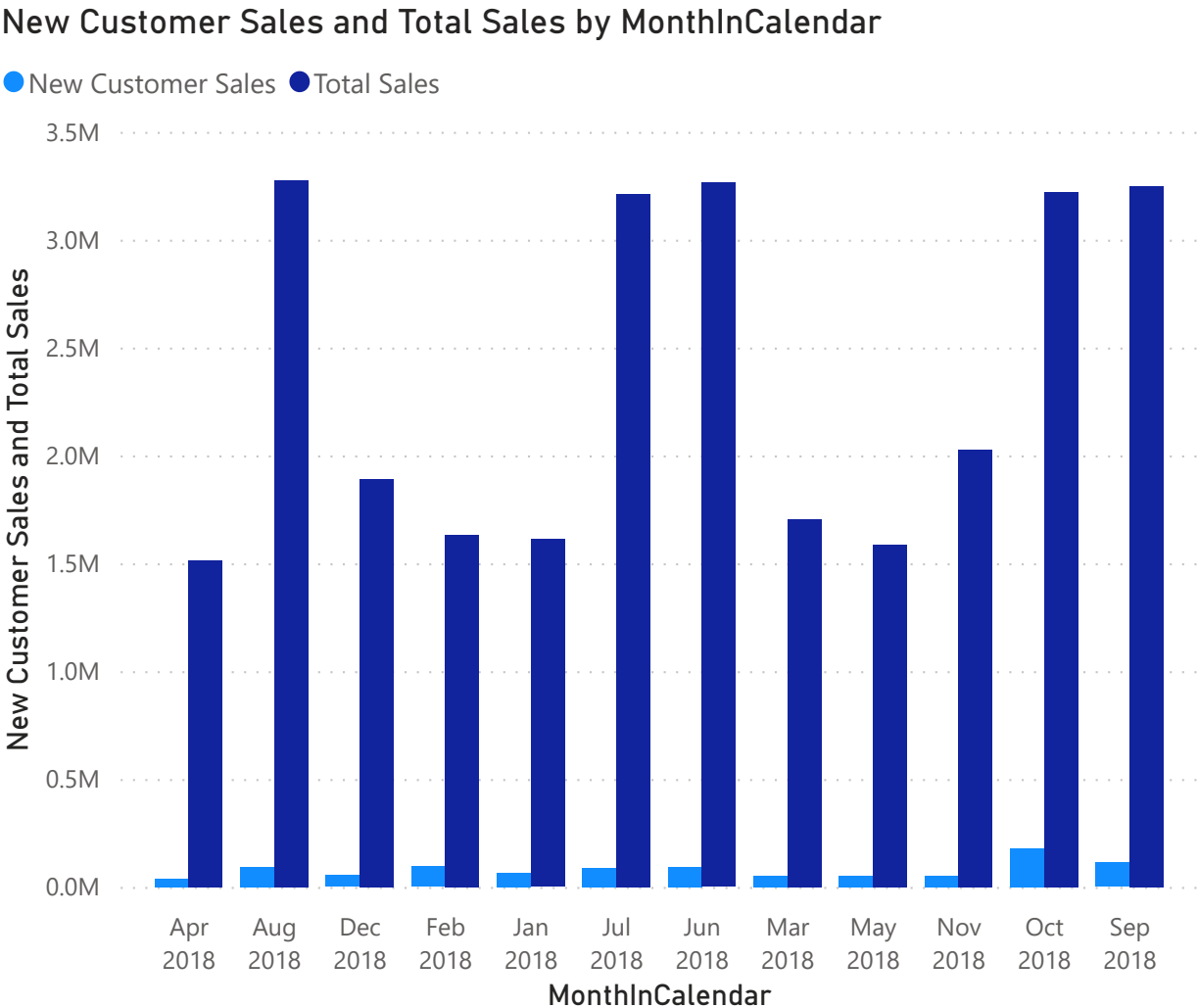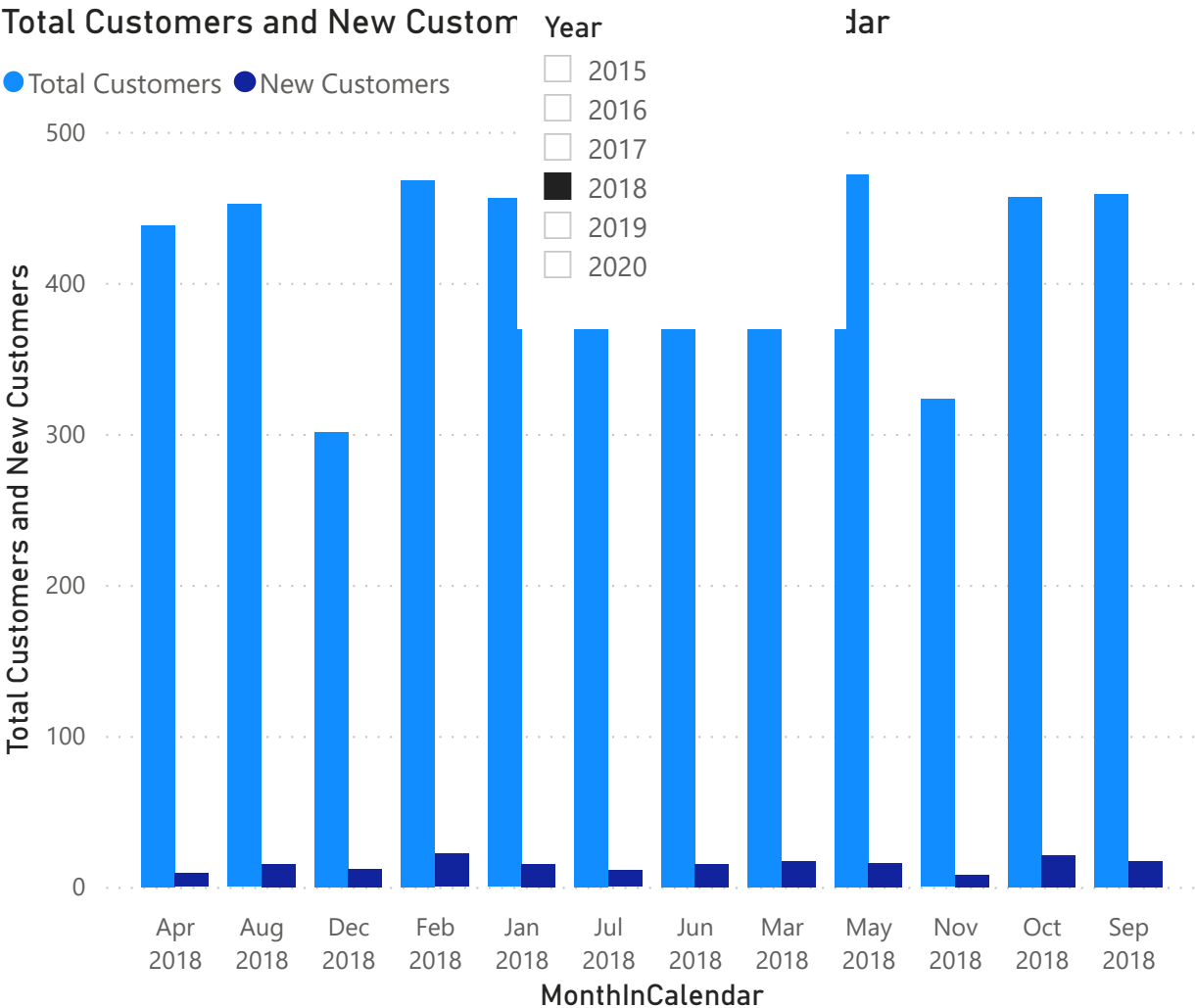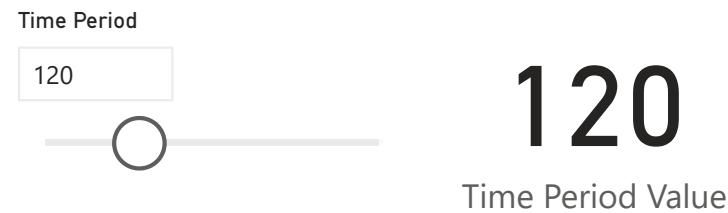
Scenario 4 - Finding Cross-Selling Opportunities

	1/1/2015	12/30/2020

Product Sort Index	1	2	3	4	5	6	7	8	9	10	11	12	1
1		56	73	65	55	63	52	50	66	61	62	57	
2	56		58	60	55	61	60	56	65	47	75	67	
3	73	58		55	57	60	63	61	61	61	60	57	
4	65	60	55		57	63	55	63	66	55	58	62	
5	55	55	57	57		59	53	55	50	37	49	61	
6	63	61	60	63	59		62	58	55	53	56	76	
7	52	60	63	55	53	62		44	59	53	48	68	
8	50	56	61	63	55	58	44		49	45	50	55	
9	66	65	61	66	50	55	59	49		50	67	56	
10	61	47	61	55	37	53	53	45	50		53	54	
11	62	75	60	58	49	56	48	50	67	53		58	
12	57	67	57	62	61	76	68	55	56	54	58		
13	55	51	62	55	46	57	62	38	61	44	41	55	
14	58	56	64	44	52	55	49	45	55	50	59	62	
15	49	55	50	53	46	60	57	49	51	49	58	56	
16	70	66	61	57	51	71	65	51	59	57	63	63	
17	67	58	71	77	57	57	70	56	75	53	57	58	
18	62	57	78	56	54	63	63	51	68	64	60	69	
19	56	60	58	54	53	57	55	55	56	52	59	51	
20	49	54	65	54	54	61	56	45	64	41	51	57	
21	44	60	68	50	48	57	62	54	67	56	60	59	
22	66	65	78	61	59	59	59	47	69	59	64	62	
Total	**214**	**220**	**236**	**219**	**192**	**219**	**215**	**192**	**224**	**200**	**201**	**210**	**1**

Product Sort Index	1	2	3	4	5	6	7	8	9
1		26.17%	34.11%	30.37%	25.70%	29.44%	24.30%	23.36%	3
2	25.45%		26.36%	27.27%	25.00%	27.73%	27.27%	25.45%	2
3	30.93%	24.58%		23.31%	24.15%	25.42%	26.69%	25.85%	2
4	29.68%	27.40%	25.11%		26.03%	28.77%	25.11%	28.77%	3
5	28.65%	28.65%	29.69%	29.69%		30.73%	27.60%	28.65%	2
6	28.77%	27.85%	27.40%	28.77%	26.94%		28.31%	26.48%	2
7	24.19%	27.91%	29.30%	25.58%	24.65%	28.84%		20.47%	2
8	26.04%	29.17%	31.77%	32.81%	28.65%	30.21%	22.92%		2
9	29.46%	29.02%	27.23%	29.46%	22.32%	24.55%	26.34%	21.88%	
10	30.50%	23.50%	30.50%	27.50%	18.50%	26.50%	26.50%	22.50%	2
11	30.85%	37.31%	29.85%	28.86%	24.38%	27.86%	23.88%	24.88%	3
12	27.14%	31.90%	27.14%	29.52%	29.05%	36.19%	32.38%	26.19%	2
13	28.21%	26.15%	31.79%	28.21%	23.59%	29.23%	31.79%	19.49%	3
14	29.90%	28.87%	32.99%	22.68%	26.80%	28.35%	25.26%	23.20%	2
15	25.13%	28.21%	25.64%	27.18%	23.59%	30.77%	29.23%	25.13%	2
16	30.97%	29.20%	26.99%	25.22%	22.57%	31.42%	28.76%	22.57%	2
17	29.52%	25.55%	31.28%	33.92%	25.11%	25.11%	30.84%	24.67%	3
18	27.43%	25.22%	34.51%	24.78%	23.89%	27.88%	27.88%	22.57%	2
19	27.45%	29.41%	28.43%	26.47%	25.98%	27.94%	26.96%	26.96%	2
20	23.44%	25.84%	31.10%	25.84%	25.84%	29.19%	26.79%	21.53%	2
21	20.56%	28.04%	31.78%	23.36%	22.43%	26.64%	28.97%	25.23%	3
22	27.97%	27.54%	33.05%	25.85%	25.00%	25.00%	25.00%	19.92%	2
Total	**26.72%**	**27.47%**	**29.46%**	**27.34%**	**23.97%**	**27.34%**	**26.84%**	**23.97%**	**2**