

# Sales Overview of the Global FMCG Industry

Sales  
55.4M

Profit  
31.6M

Sales cost  
23.8M

Unit Cost  
1.9M

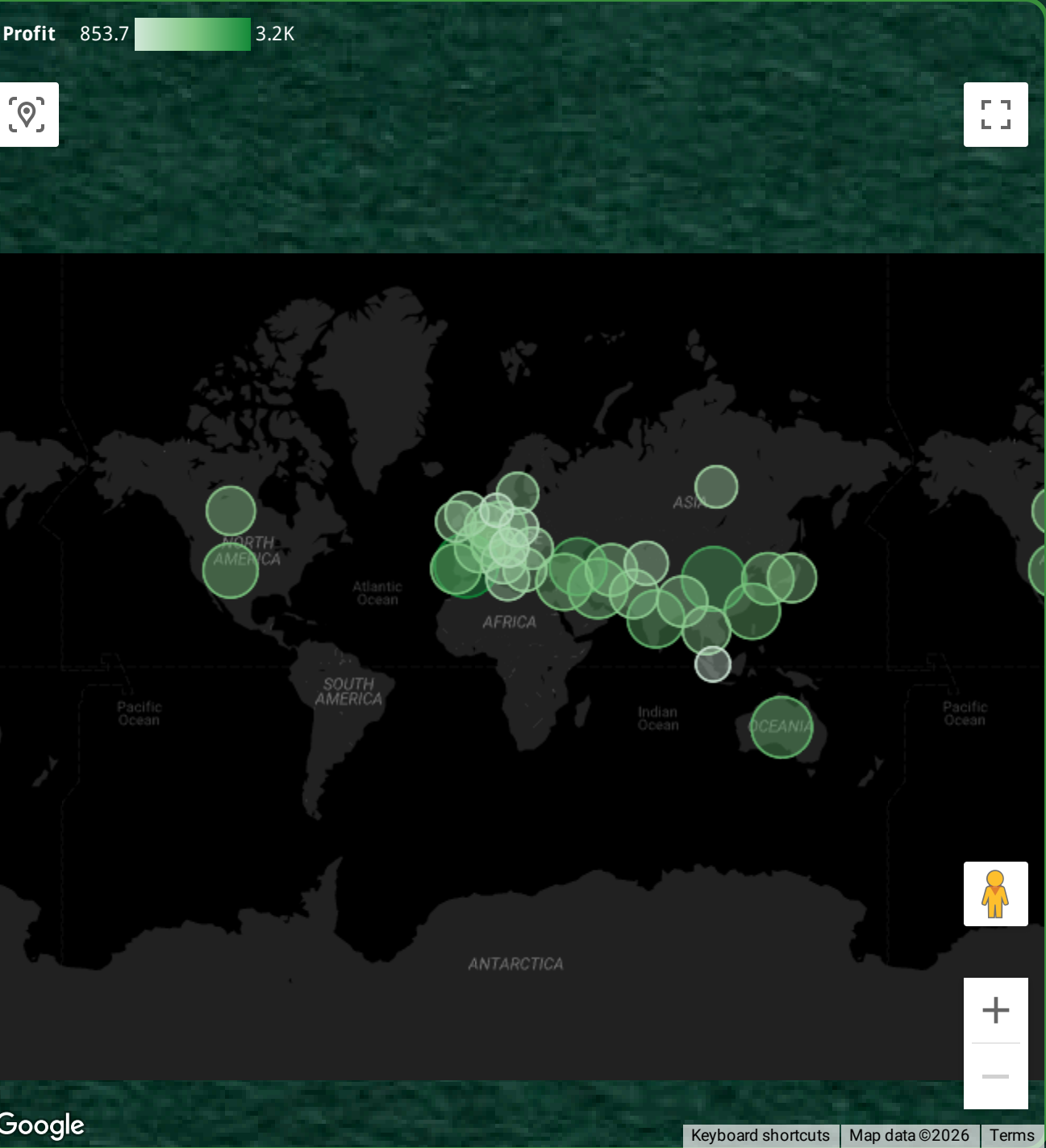
Price  
4.4M

products  
1.6K

Region

Manufacturer

## Sales across the Country



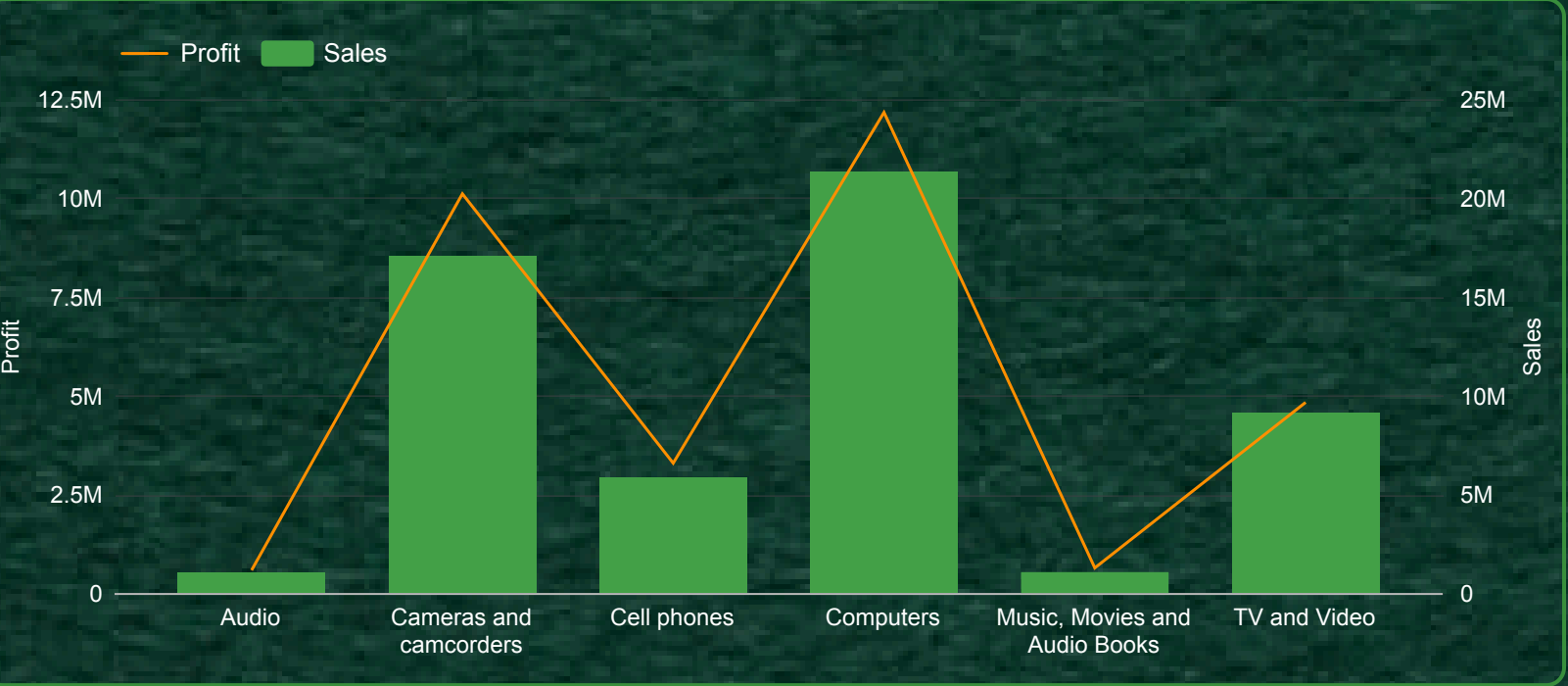
Product Category	Profit
Computers	12,162,419.23
Cameras and camcorders	10,102,801.66
TV and Video	4,823,734.62
Cell phones	3,285,926.33
Music, Movies and Audi...	635,285.12
Audio	577,270.33

Product Sub Category	Profit
Camcorders	4,972,852.9
Projectors & Screens	4,145,050.32
Laptops	3,763,974.47
Digital SLR Cameras	3,503,777.56
Home Theater System	2,470,355.41
Desktops	1,762,032.54
Smart phones & PDAs	1,585,115.38

Promotion Name	Profit
No Discount	10,604,149.81
North America Back-to-School Promotion	4,800,289.81
North America Holiday Promotion	3,574,758.04
North America Spring Promotion	3,566,777.31
Asian Holiday Promotion	2,078,391.08
European Holiday Promotion	1,745,371.43
European Spring Promotion	1,498,235.52

## Sales and Profit

Product category analysis



Country	Profit
United States	17,999,958.6
China	4,392,369.47
Germany	2,473,281.53
France	1,401,589.64
United Kingdom	729,551.63
Canada	668,871.91
Japan	555,052.32
India	357,657.33
Australia	344,234.44
Russia	262,063.39