

Executive Overview

Date Filter

01-01-2014

01-12-2017

KPI Cards

\$2.30M

Total Revenue

\$286.40K

Total Profit

5009

Total Orders

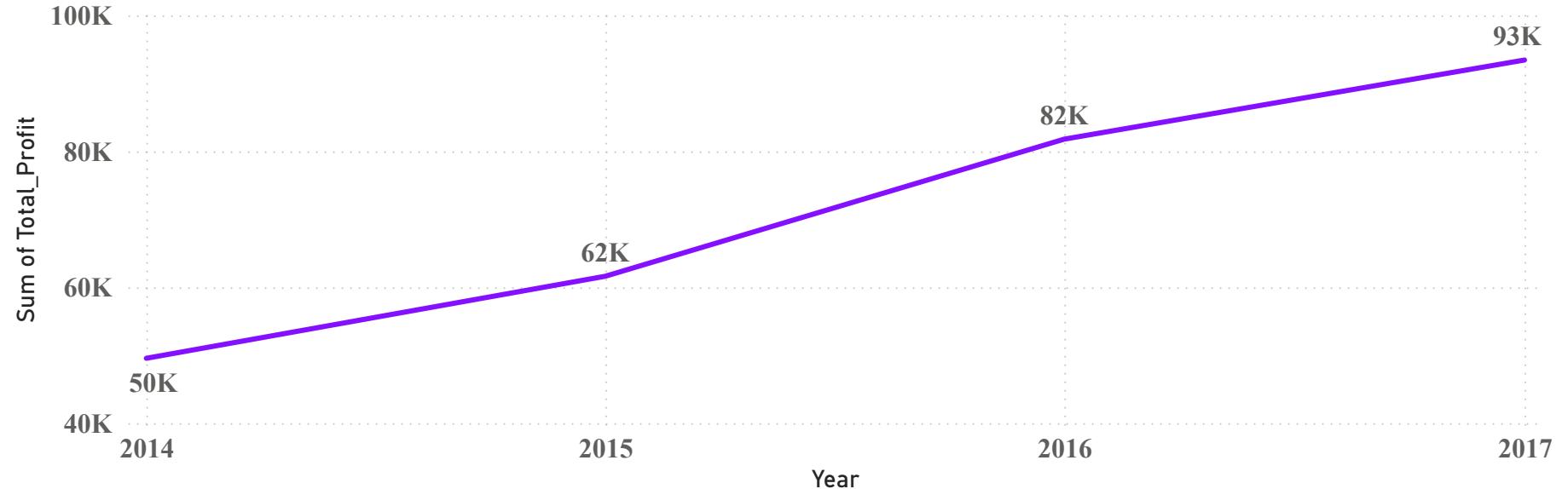
\$458.61

Average Order Value

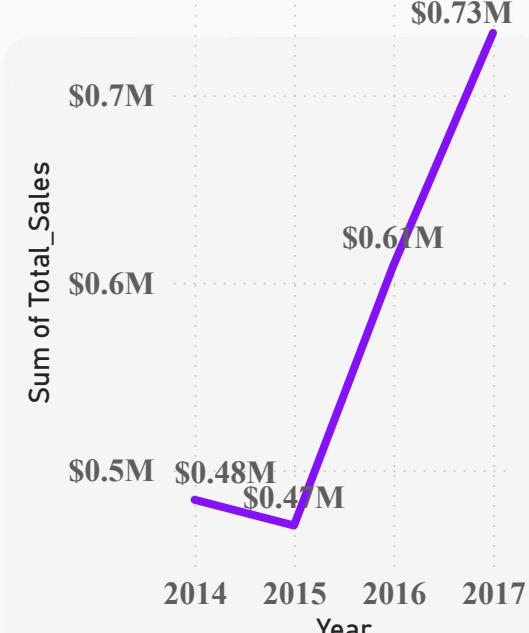
12.47%

Profit Margin

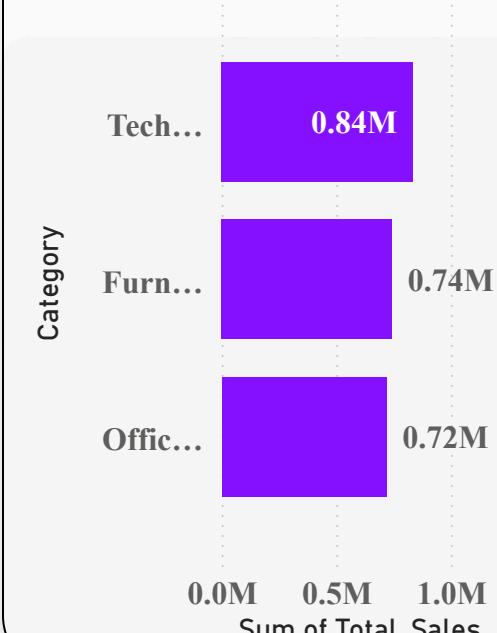
Monthly revenue Sales



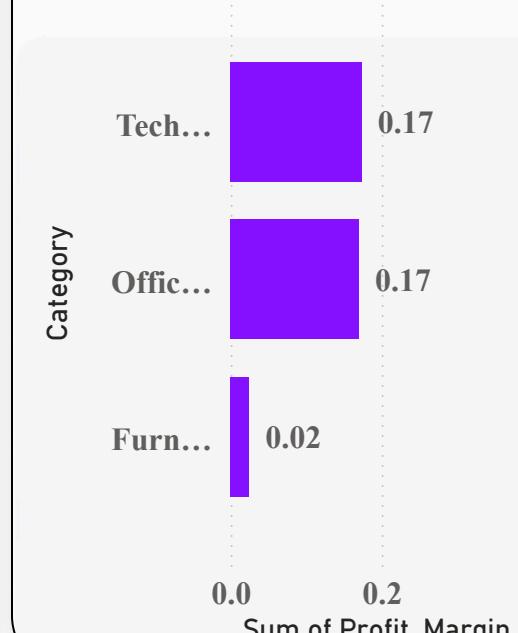
Monthly revenue Sales



Monthly revenue Sales



Monthly revenue Sales



Product And Customer Analysis

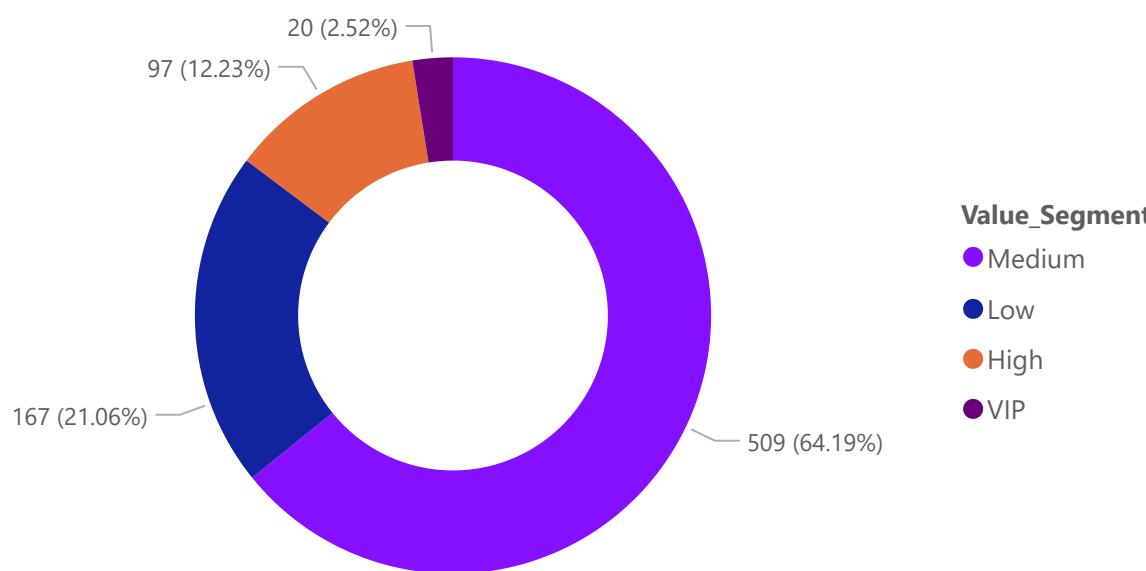
Top Products Table

Sub-Category	Sum of Total_Profit	Sum of Total_Quantity	Sum of Total_Sales	Sum of Total_Orders
Binders	\$30,222	5974	\$2,03,413	10
Phones	\$44,516	3289	\$3,30,007	5
Storage	\$21,279	3158	\$2,23,844	6
Accessories	\$41,937	2976	\$1,67,380	12
Chairs	\$26,590	2356	\$3,28,449	6
Appliances	\$18,138	1729	\$1,07,532	9
Tables	(\$17,725)	1241	\$2,06,966	11
Bookcases	(\$3,473)	868	\$1,14,880	5
Machines	\$3,385	440	\$1,89,239	5
Copiers	\$55,618	234	\$1,49,528	4
Total	\$2,20,486	22265	\$20,21,237	73

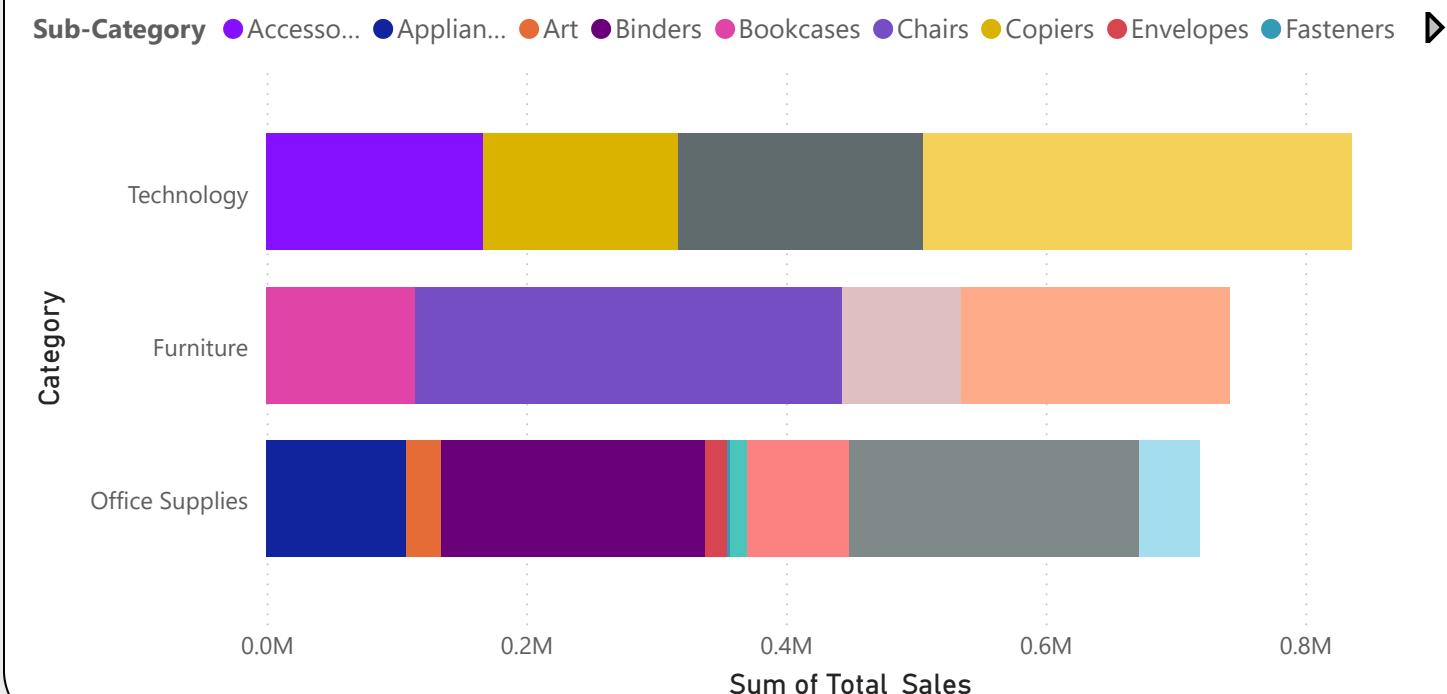
Top 10 Customers Table

Customer_Name	Sum of Total_Orders	Sum of Total_Sales	Avg_Order_Value
Adrian Barton	10	\$14,473.57	\$1,447.36
Christopher Conant	5	\$12,129.07	\$2,425.81
Hunter Lopez	6	\$12,873.30	\$2,145.55
Ken Lonsdale	12	\$14,175.23	\$1,181.27
Raymond Buch	6	\$15,117.34	\$2,519.56
Sanjit Chand	9	\$14,142.33	\$1,571.37
Sanjit Engle	11	\$12,209.44	\$1,109.95
Sean Miller	5	\$25,043.05	\$5,008.61
Tamara Chand	5	\$19,052.22	\$3,810.44
Tom Ashbrook	4	\$14,595.62	\$3,648.91
Total	73	\$1,53,811.17	\$2,107.00

Customer Distribution by Value



Sales Breakdown by Category



Regional Performance

Regional Performance Table

Region Total Sales Total Profit Profit Margin

⊕ Central	5,01,239.89	39,706.36	2.88
⊕ East	6,78,781.24	91,522.78	3.01
⊕ South	3,91,721.91	46,749.43	1.93
⊕ West	7,25,457.82	1,08,418.45	1.29
Total	22,97,200.86	2,86,397.02	9.11

Total Sales by State

