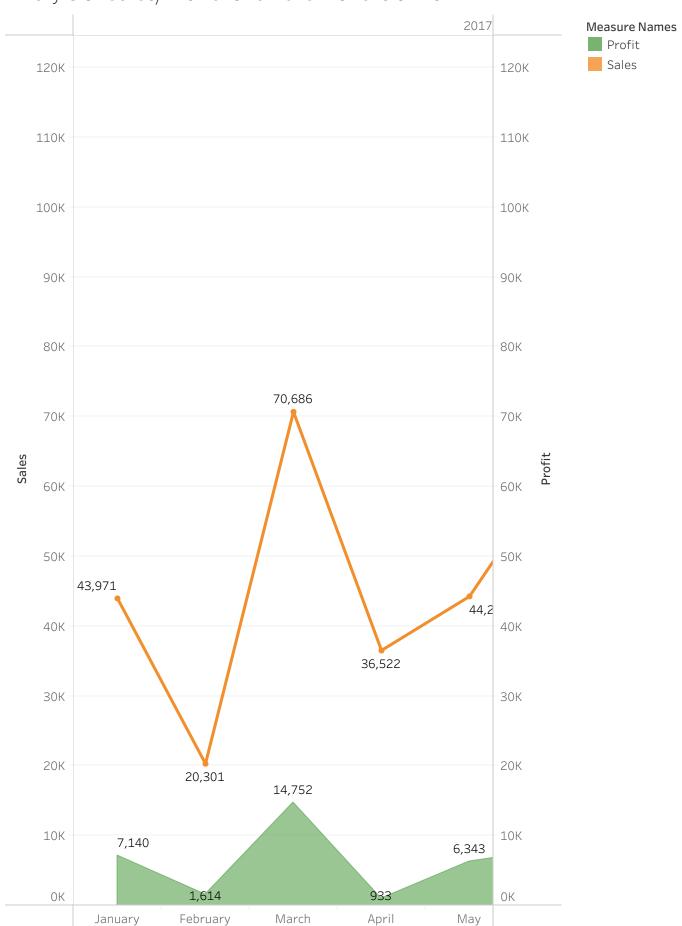
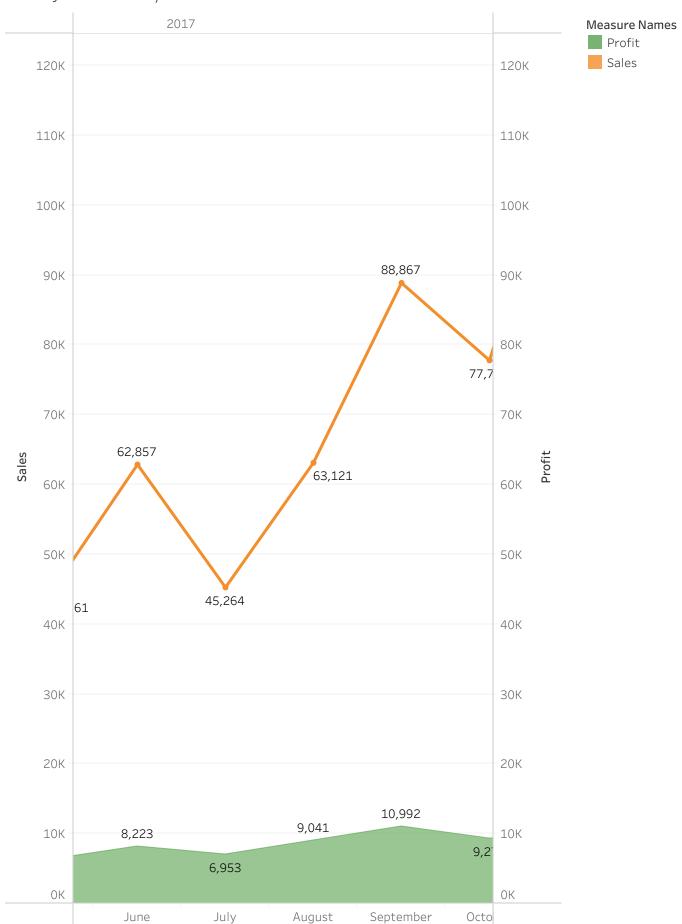
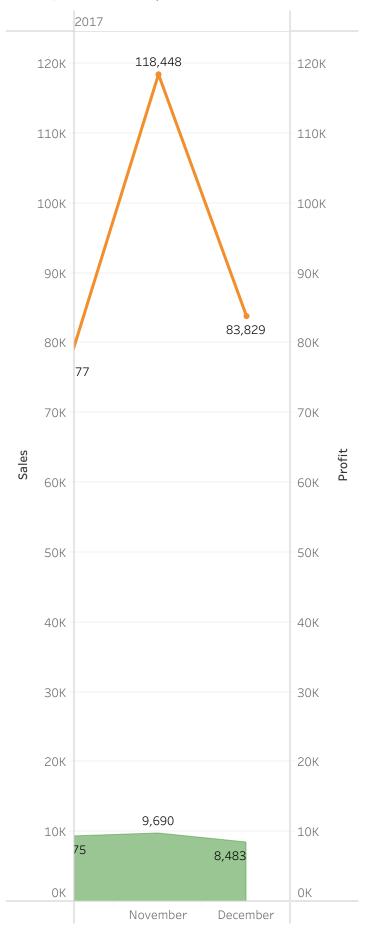
# Analyis of Sales/Profit for all the months of 2017



### Analyis of Sales/Profit for all the months of 2017



# Analyis of Sales/Profit for all the months of 2017

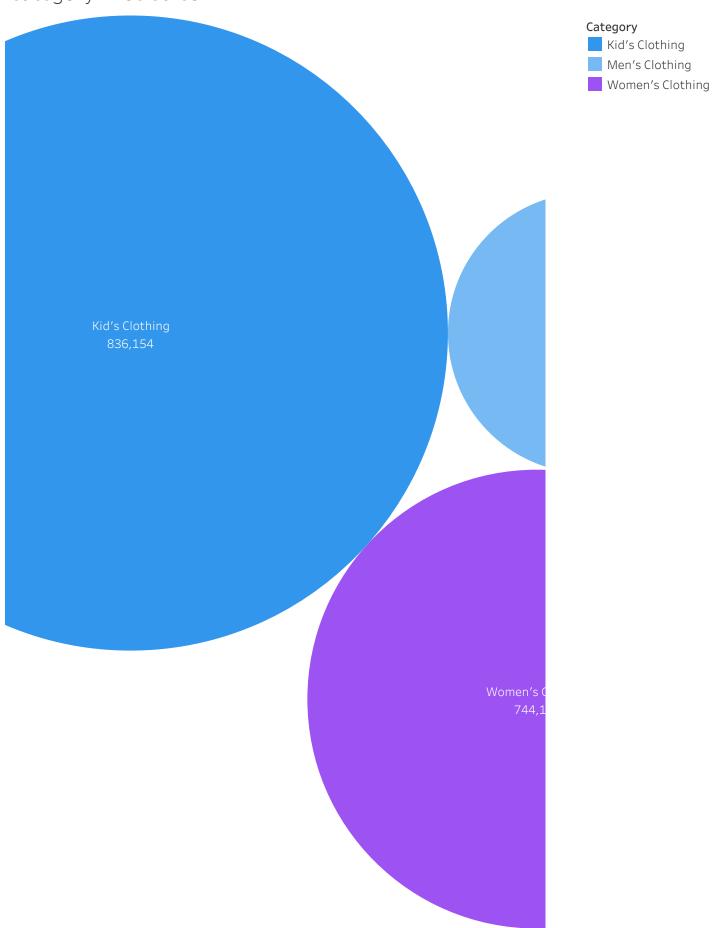




# Category-wise Sales

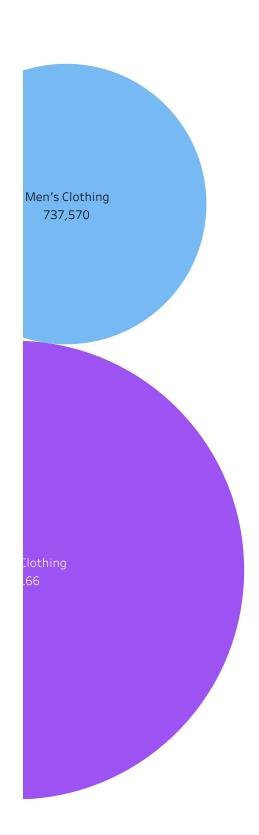


## Category-wise Sales

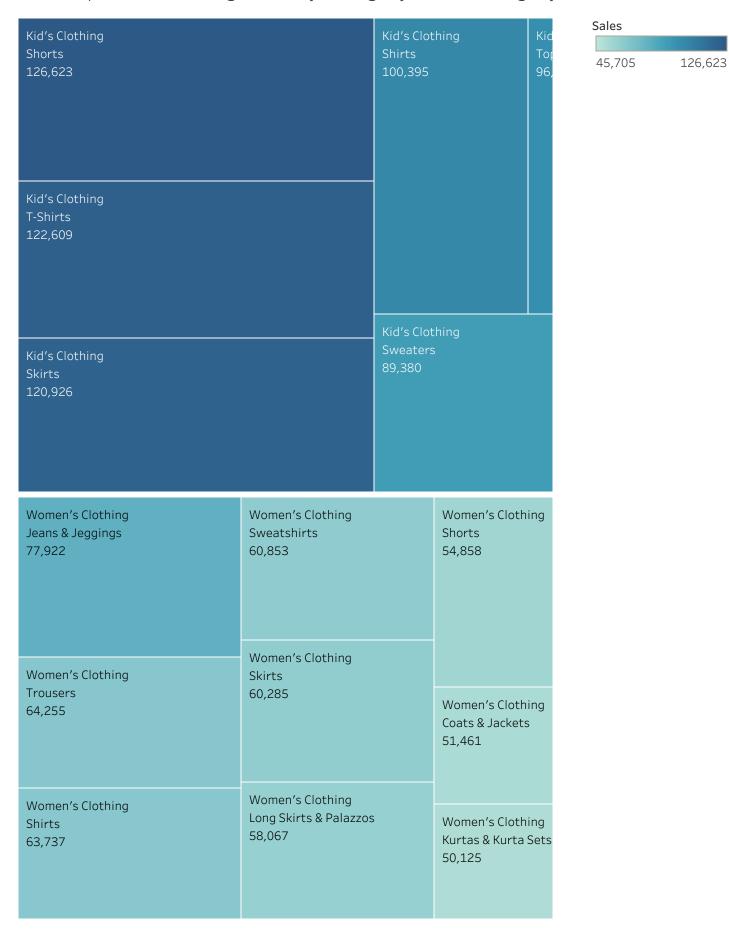


## Category-wise Sales





### Treemap chart showing Sales by Category & Sub-Category



# Treemap chart showing Sales by Category & Sub-Category

126,623

l's Clothi os .502	ing	1	Kid's Clo Accessor 93,998		Men's Clothing Suits 119,273	Men's Clo Pants 94,313	<b>Sales</b> 45,705
		s Clothing Isers 122			Men's Clothing Shirts 93,622	Men's Clothi T-Shirts 93,210	
	ssorie		Shrug 52,96	59	Men's Clothing Blazers 86,748	Men's Clothi Sweatshirts 86,082	
		Women' Clothing T-Shirts 49,949	)	Women's Clothing Tops 45,705	Men's Clothing Shorts 84,603	Men's Cloth Aceessories 79,718	

### Treemap chart showing Sales by Category & Sub-Category

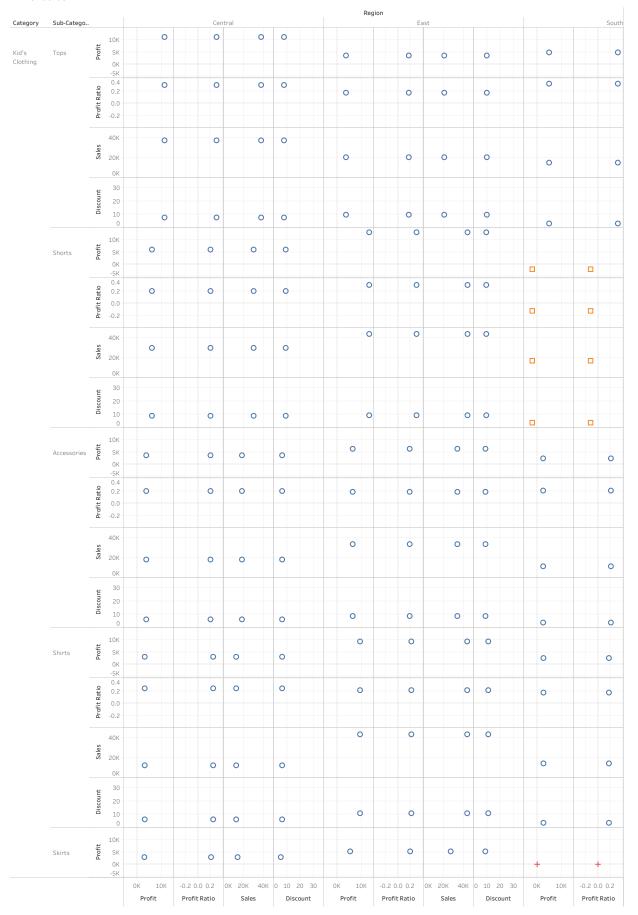
пеешар с	rial CSHOWING Sales by Category & Sub-Category		
		Sales	
othing			
		45,705	126,623
ng			
119			
ng			
9			
ing			
;			

#### Sales vs Profit on a Scatter Plot Category O Kid's Clothing Men's Clothing + Women's Clothing O 126,623 122,609 0 120,926 120K □ 119,273 Sub-Category Accessories Aceessories 110K Blazers Coats & Jackets Jeans & Jeggings O 100,395 100K Kurtas & Kurta Sets O 96,502 Long Skirts & Palazzos 94,313 O 93,998 93,622 Pants 90K 93,210 Shirts O 89,380 Shorts O 85,722 Shrugs Skirts 79,718 80K + 77,922 Suits Sweaters Sweatshirts Sales T-Shirts Tops + 64,255 Trousers + 60,853 60K + 58,067 60,285 + +54,858 + 51,461 + 53,979 49,949 + 45,705 30K

Profit

9K 10K 11K 12K 13K 14K 15K 16K 17K 18K 19K 20K 21K 22K 23K 24K 25K

1K 2K 3K



KPIINDICATOR

+ NEUTRAL

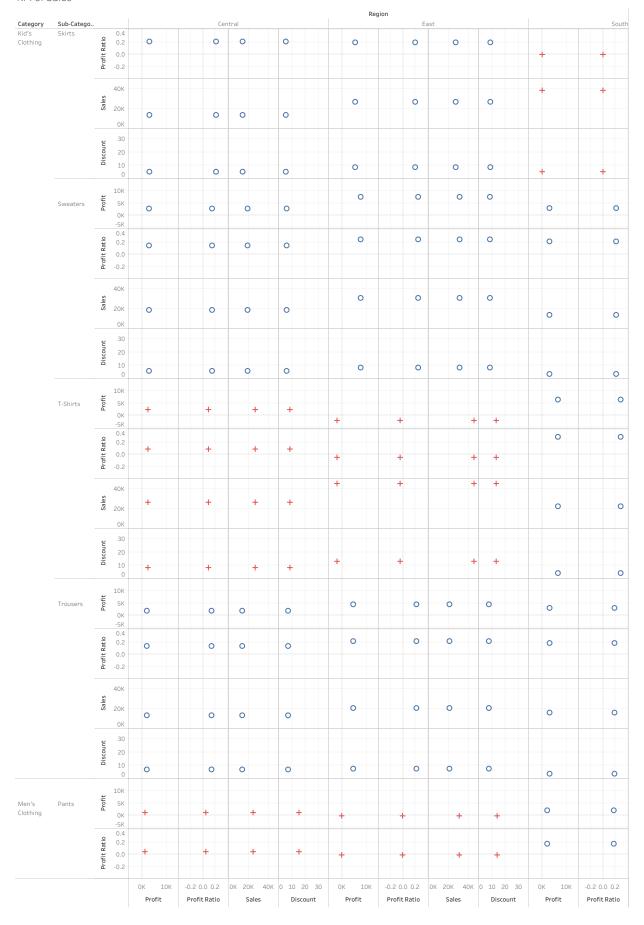
NEUTRAL

KPIINDICATOR

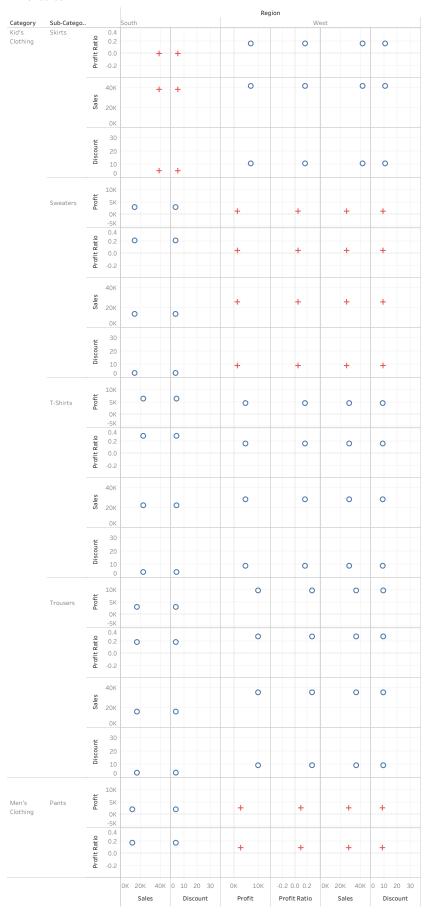
O HIGH

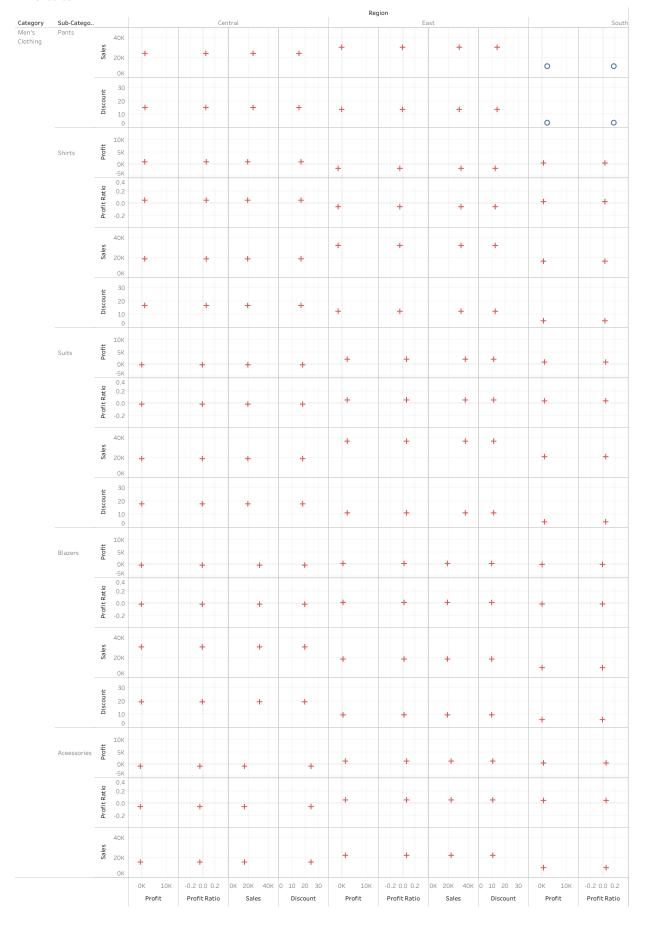
HIGH LOW

ory	Sub-Catego			South			West		
	Tops	Profit	10K	0	0				
ıg	1003	Ā	0K -5K			0	0	0	0
		atio	0.4	0	0	0	0	0	0
		Profit Ratio	-0.2						
			40K						
		Sales	20K	0	0	0	0	0	0
			0K						
		Discount	20			0	0	0	0
		_	10	0	0				
	Shorts	Profit	10K			0	0	0	0
			0K -5K						
		Profit Ratio	0.4			0	0	0	0
		Profit	-0.2	□					
		Se	40K			0	0	0	0
		Sales	20K						
		t	0K						
		Discount	20			0	0	0	0
			0 10K						
	Accessories –	Profit	5K	0	0	0	0	0	0
			-5K 0.4						
		ofit R	0.2	0	0	0	0	0	0
		ď	-0.2						
		Sales	40K			0	0	0	0
			0K	0	0				
		Discount	30 20						
		Disc	10	0	0	0	0	0	0
		į;	10K						
	Shirts	Profit	5K 0K	0	0	0	0	0	0
		atio	-5K 0.4 0.2	0	0	0	0	0	0
		Profit Ratio	0.0					_	-
			40K						
		Sales	20K	0	0	0	0	0	0
			0K						
		Discount	20			0	0	0	0
		_	0	0	0				
	Skirts	Profit	10K			0	0	0	0
			0K -5K		+ +				
				OK 20K -	40K 0 10 20 Discount		0.2 0.0 0.2 OK  Profit Ratio	20K 40K Sales	0 10 20 30 Discount









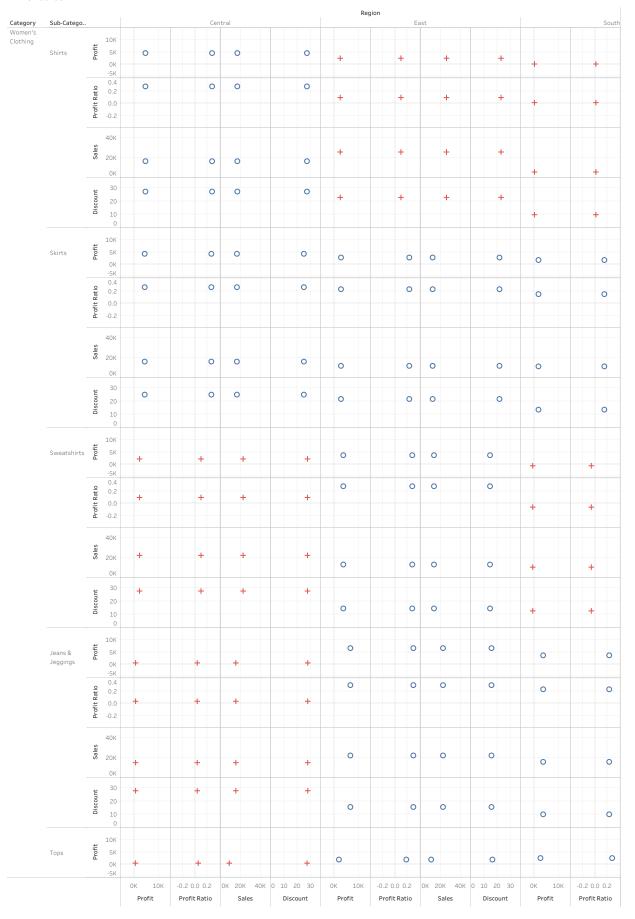




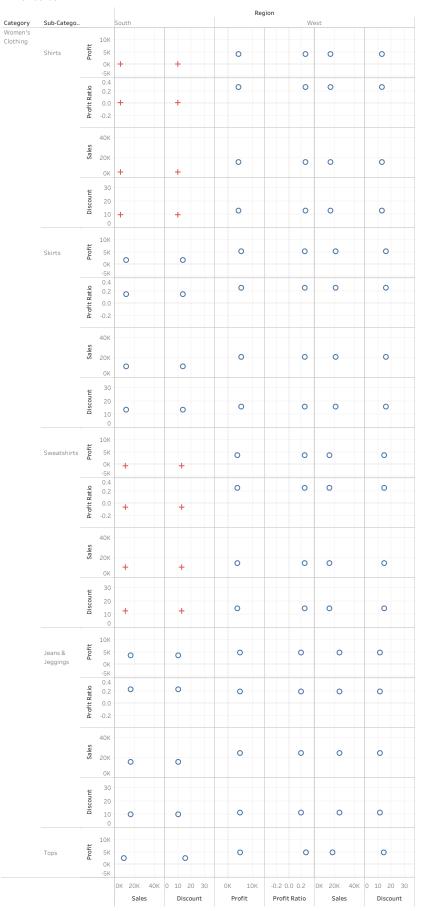


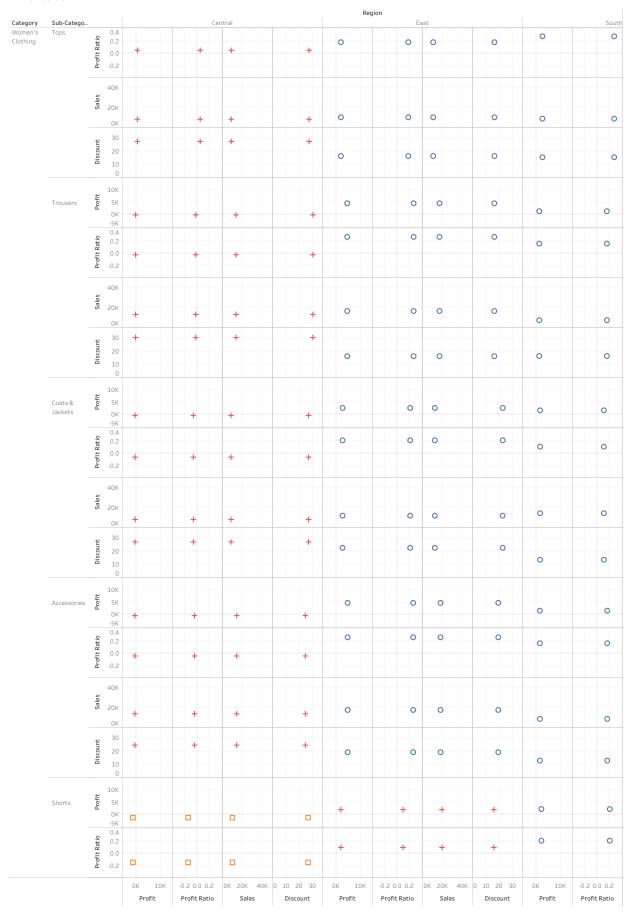






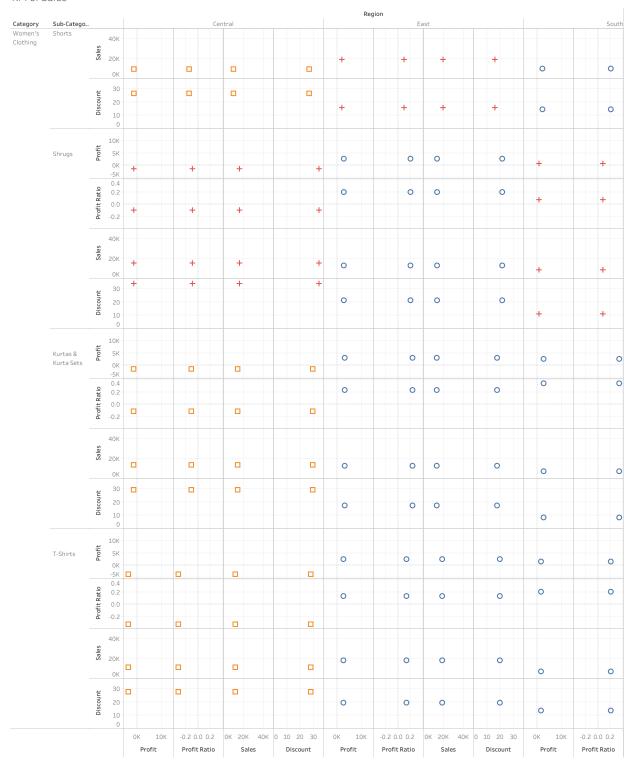








ory	Sub-Catego			South		Region	Wes	it	
n's ng	Tops	Profit Ratio	0.4 0.2 0.0	0	0	0	0	0	0
		Prof	-0.2						
		Sales	40K =			_			
			0K	0	0	0	0	0	0
		Discount	20	0	0	0	0	0	0
		۵	10						
	Trousers	Profit	10K	0	0	0	0	0	0
		0	0K -5K 0.4			_			
		Profit Ratio	0.2	0	0	0	0	0	0
			40K						
		Sales	20K			0	0	0	0
		ıt	0K	0	0				
		Discount	20 10 0	0	0	0	0	0	0
		Profit	10K						
	Coats & Jackets	Pro	5K 0K -5K	0	0	0	0	0	0
		Profit Ratio	0.4 0.2 0.0	0	0	0	0	0	0
	-		-0.2						
		Sales	40K						
			0K	0	0	0	0	0	0
		Discount	30 20 10	0	0	0	0	0	0
			0 10K						
	Accessories	Profit	5K	0	0	0	0	0	0
		atio	-5K 0.4 0.2	0	0	0	0	0	0
		Profit Ratio	0.0						
		s.	40K						
		Sales	20K	0	0	0	0	0	0
		Discount	30						
		Disc	10	0	0	0	0	0	0
	Shorts	Profit	10K			0	0	0	0
			0K -5K 0.4	0	0				
		Profit Ratio	0.2	0	0	0	0	0	0
			0.2	OK 20K 40	OK 0 10 20 30	0K 10K -			



KPI INDICATOR

O HIGH

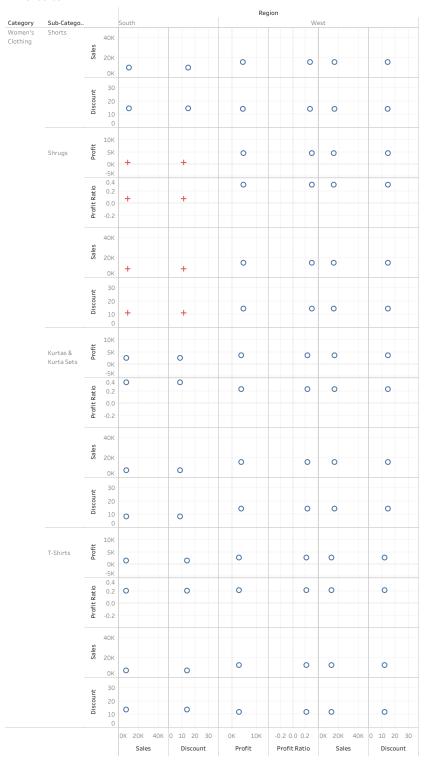
□ LOW

HIGH

LOW NEUTRAL

+ NEUTRAL

KPIINDICATOR



# Quarter Wise Analysis of sales

				(	Order Date				
		201	14			201	5		2016
State	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4
Alabama	885		365			604	346	250	2,104
Arizona	-691	97	-9	-300	251	-117	102		-677
Arkansas	153	1,203	238	437	100			3	392
California	5,073	3,543	2,412	1,610	5,869	3,066	3,163	2,273	7,984
Colorado	408	5	32	-7	-1,280	8	122	9	-1,595
Connecticut	258	472	16		13	236	178		527
Delaware	1,195	104	36	3	566	260	5	777	141
District of Columbia							974		13
Florida	358	-150	-65	-1,557	-2,143	186	-56	254	-161
Georgia	505	319	597	71	200	712	593	3,259	606
Idaho	59		3		183	1	101		
Illinois	-177	-1,089	-685	-93	45	734	-948	-841	-253
Indiana	784		48	36	1,077	715	121	77	9,935
Iowa				110	77	414			220
Kansas	86	180					68	8	132
Kentucky	350	7	385	1,567	569	1,948	274	131	793
Louisiana	191		90	327		178	111		
Maine		257					32		
Maryland	169	114	202		353	1,065		1,296	193
Massachusetts	1,116	556	389		497	1,356	89	14	414
Michigan	601	497	512	206	1,936	283	2,927	21	6,304
Minnesota	290	4,669	1,164	115	644	93	909	74	20
Mississippi		179	323	43	18	105			82
Missouri	84	254		107	2,825	63	5		1,029
Montana		5	125		217			21	
Nebraska	27	32			60		81	62	149
Nevada	59	111	55	25	452	17			1,747
New Hampshire	27		81		529	32		340	7
New Jersey	61	670	463	50	840	246	154	75	1,496
New Mexico	115	19		23	123	2	0	23	25
New York	8,385	4,796	1,098	-531	9,693	5,046	3,722	816	4,998
North Carolina	-168	-1,390	158	-16	80	141	147	-1,616	-373
North Dakota							_		
Ohio	-1,538	31	-297	-327	-3,209	13	-739	-1,566	-7,361
Oklahoma	134	470	157		439	221			909
Oregon	-415	216	39	25	-52	-66	3	3	-702
Pennsylvania	-731	-1,176	-475	19	-1,164	-2,587	-72	-77	-383
Rhode Island	1,564					108	14	-27	4,323
South Carolina	115	23	224	105		761	88	15	
South Dakota		4		45					
Tennessee	-8	12	80	-34	-779	-1,041	-130	26	-43
Texas	-1,228	-7,021	-295	-591	-309	43	-1,720	-530	-522
Utah	90	611	75	47	93	359	212	6	96
Vermont					1,192				
Virginia	976	1,199	2,050	1,730	959	871	916	240	1,673
Washington	1,726	2,977	1,543	361	1,636	444	305	2,944	2,210
West Virginia									
Wisconsin	833		67	206	707	334	92	909	1,590
Wyoming									100

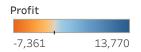
Profit

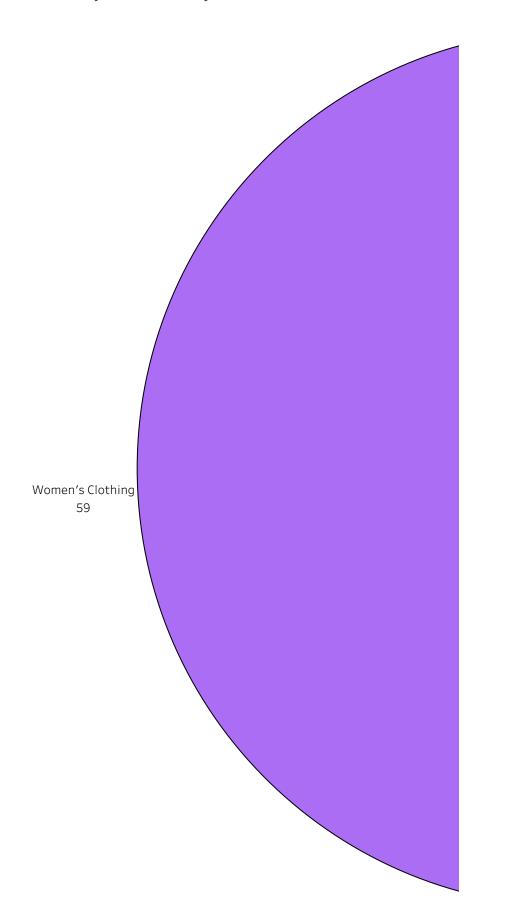
-7,361

13,770

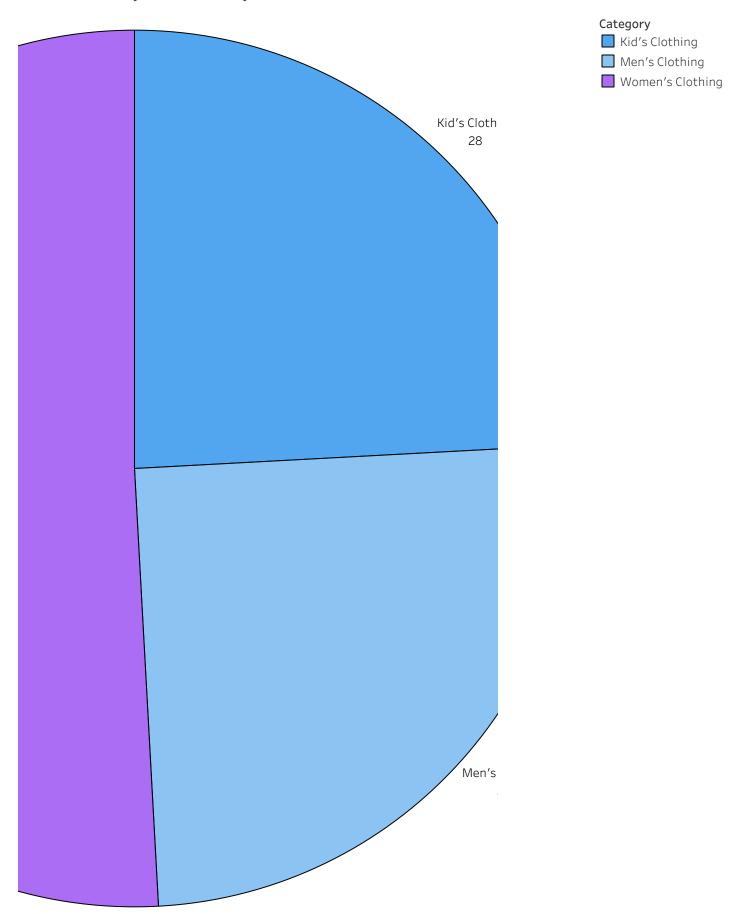
### Quarter Wise Analysis of sales

			(	Order Date			
	201	.6			20:	17	
State	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Alabama	383	352		436		38	23
Arizona	-181	-664	36	-512	-403	-228	-134
Arkansas	115	407		460	404	77	19
California	6,339	3,468	2,215	9,561	9,993	4,957	4,856
Colorado	87	204	-85	-360	-244	-3,535	-297
Connecticut	22	232	78	444	398	326	313
Delaware		328	507	5,119	607	150	178
District of Columbia		37					35
Florida	-396	-49	134	306	564	-554	-72
Georgia	531	620	1,790	118	914	2,582	2,833
Idaho	266		14	95	38	66	
Illinois	-1,349	-374	-834	-4,087	-2,409	-742	493
Indiana	61	276	112	1,511	997	2,362	270
Iowa	88			48	12	50	166
Kansas	90	9		26	100		137
Kentucky	125	36	263	3,199	883	436	233
Louisiana	82		6	698	468	39	8
Maine	165						
Maryland	116	12	731	1,476	827	370	107
Massachusetts	254	256	135	975	619	42	75
Michigan	1,255	1,382	52	1,442	1,454	1,392	4,200
Minnesota	183	173	28	1,192	944	153	171
Mississippi	785	319	291	443	225	24	337
Missouri	167	24	146	298	967	262	207
Montana	107	2-1	110	230	10	202	1,456
Nebraska	696	9		854	30	36	1,100
Nevada	25	502	19	117	30	188	
New Hampshire	8	302	202	11/	379	101	
New Jersey	374	2.932	145	861	548	810	48
New Mexico	3/4	2,332	143	260	138	106	323
New York	4,735	3,823	3,099	13,770	5,737	3,568	1,282
North Carolina	322	77	234	-5,525	3,737	163	-74
North Dakota	322	//	234	14	340	217	-/4
Ohio	32	103	-377	-936	-445	-205	-151
Oklahoma	143	24	601	552	386	138	679
		24					679
Oregon	133	553	1 1 5 5	-451	-4	78	4.5
Pennsylvania	-3,200	553	-1,155	-1,664	-3,039	-365	-45
Rhode Island	781	56		218	164	85	
South Carolina	125	19		212	27	55	
South Dakota		60		7	339	000	0.0
Tennessee	-11	-68	-41	-2,538	-1,068	280	2.2
Texas	-1,510	-2,200	-1,008	-4,633	-540	-769	-2,896
Utah	482	25=		14	464		
Vermont		337	452	68			196
Virginia	1,532	1,668	2,979	650	478	432	246
Washington	1,354	606	39	2,172	5,266	2,050	7,768
West Virginia				-77		263	
Wisconsin	613	899	627	617	410		496
Wyoming							





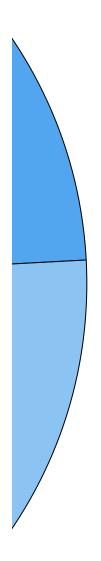
# Category Kid's Clothing Men's Clothing Women's Clothing



# Return analysis for the year 2016

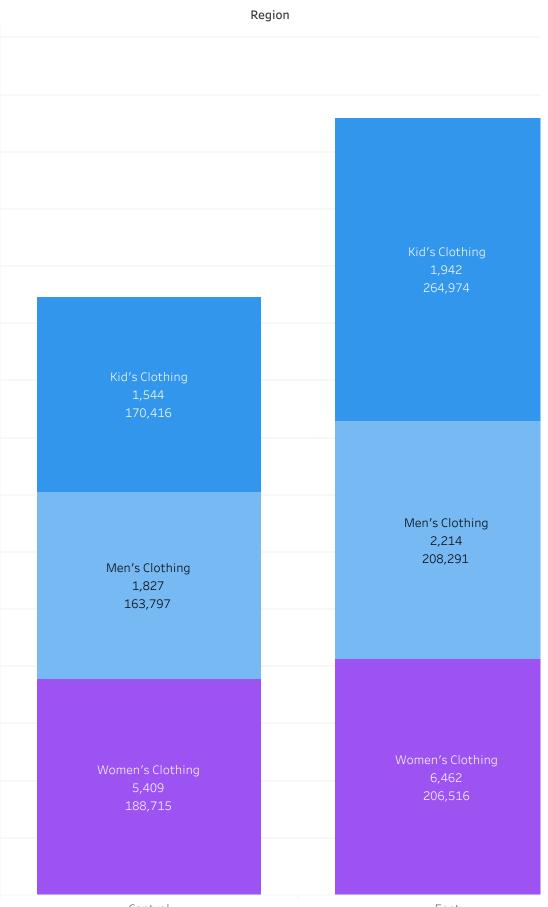
# Category Kid's Clothing Men's Clothing Women's Clothing

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Clothing 29

### Region Wise Qty/Sales

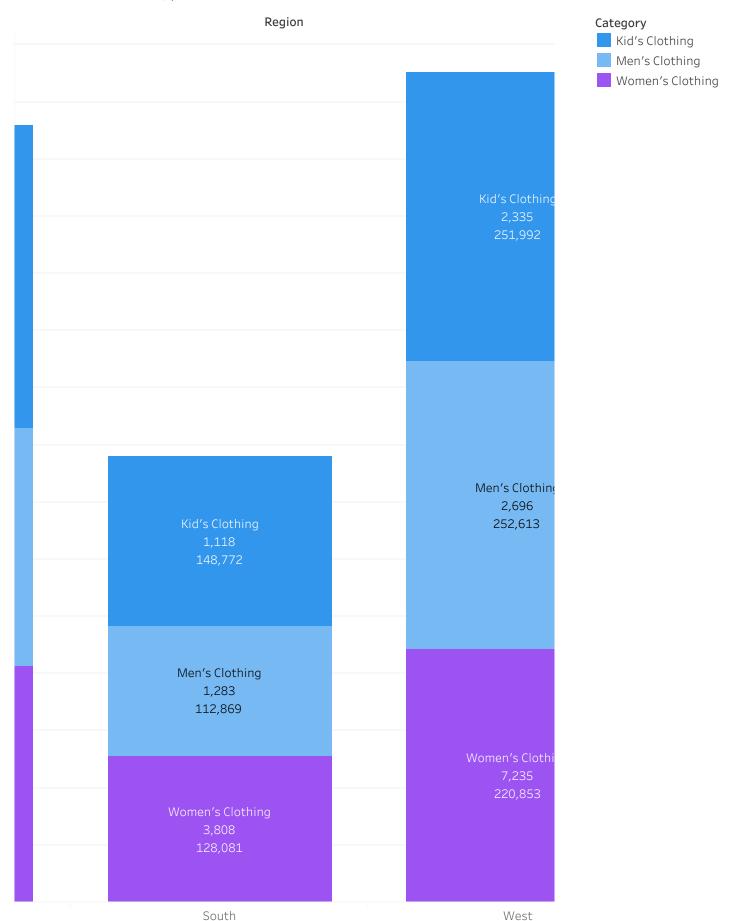


Category

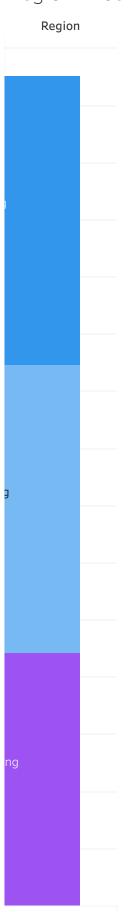
Kid's Clothing Men's Clothing Women's Clothing

Central East

# Region Wise Qty/Sales

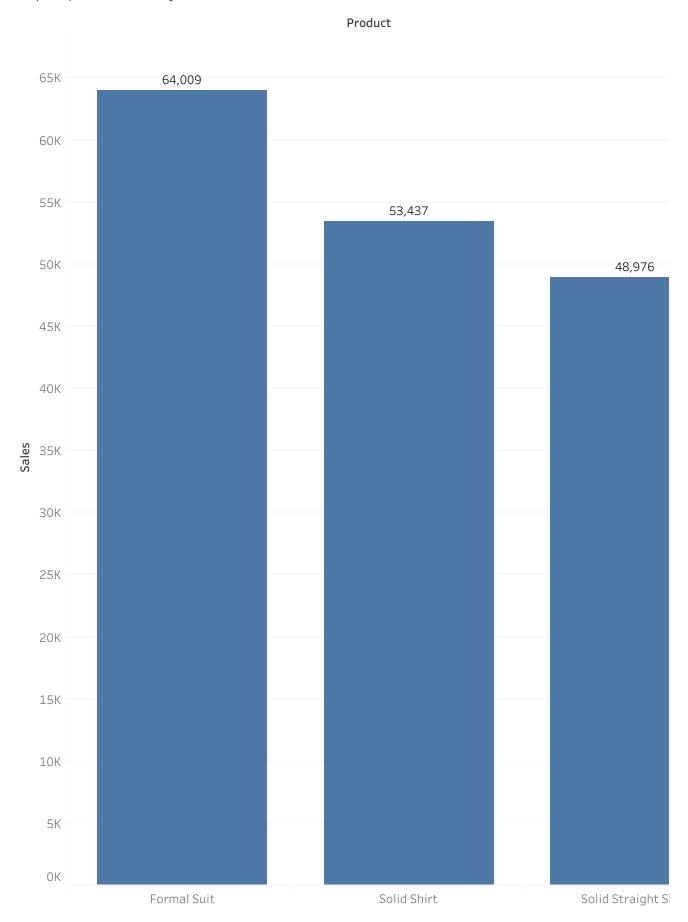


# Region Wise Qty/Sales

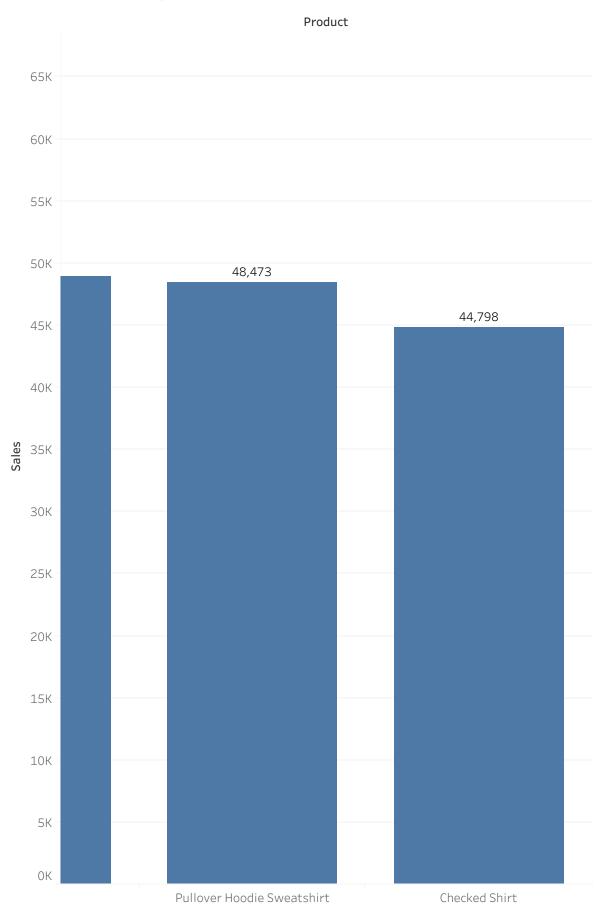




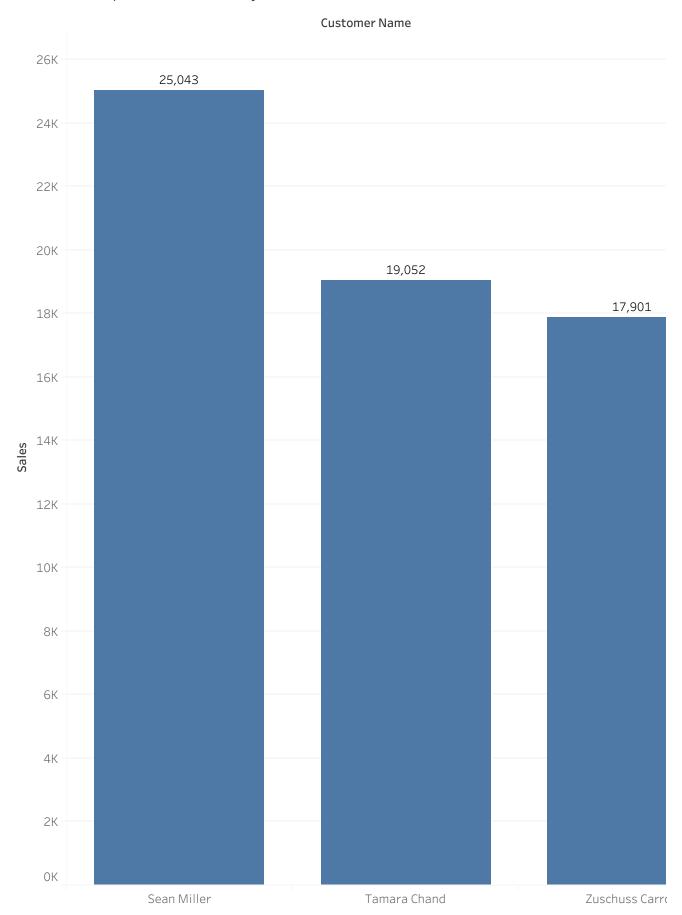
Top 5 products by sales



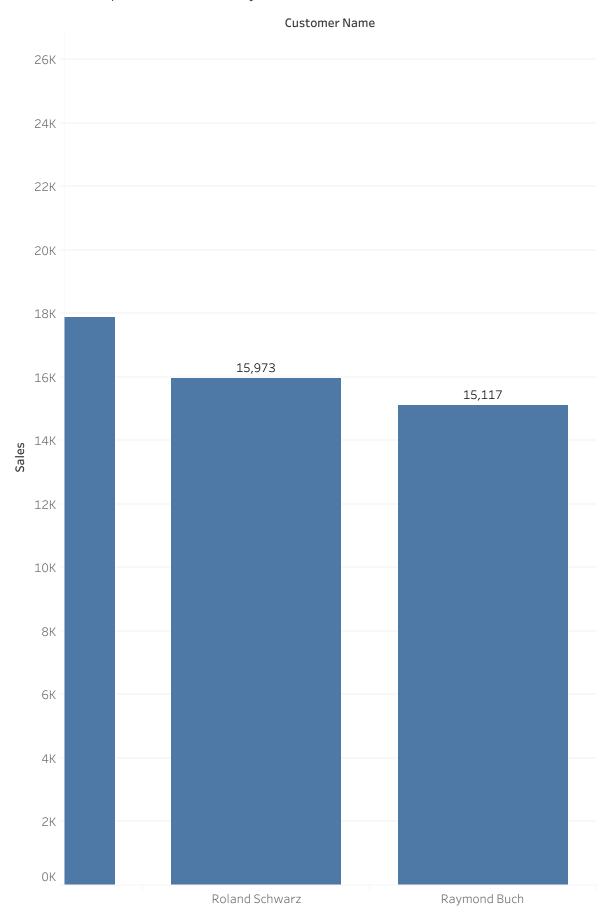
Top 5 products by sales



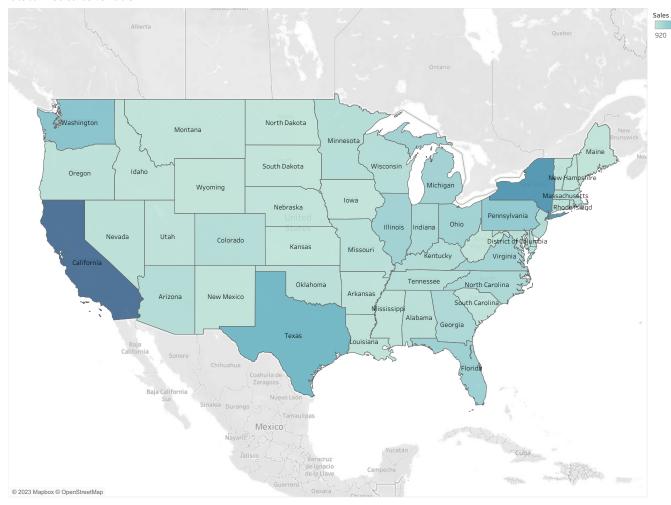
# Name of top 5 customer by sales



# Name of top 5 customer by sales



### State wise sales variation

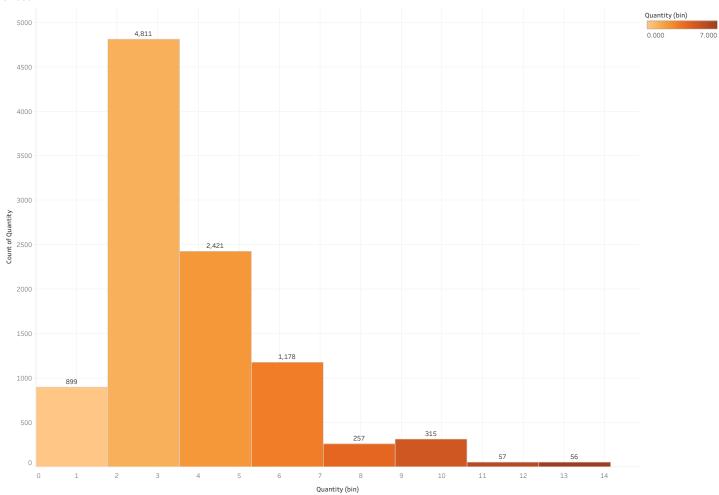


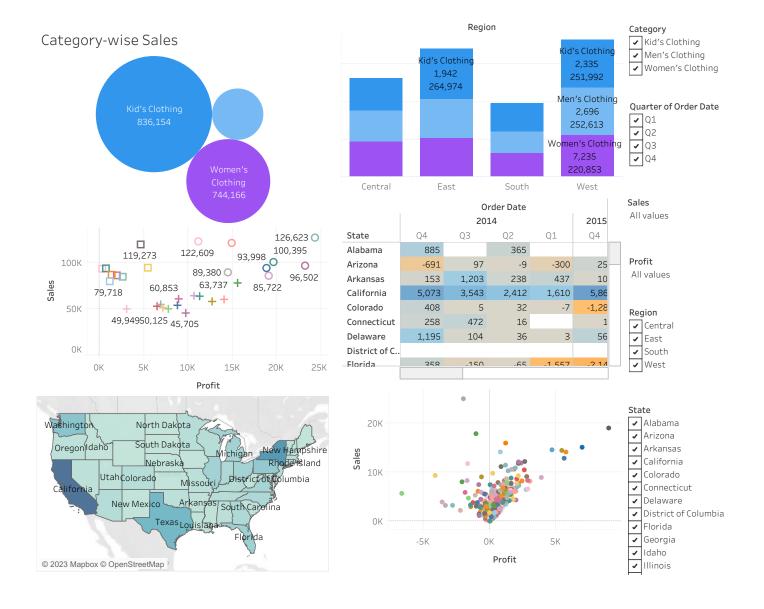
457,688

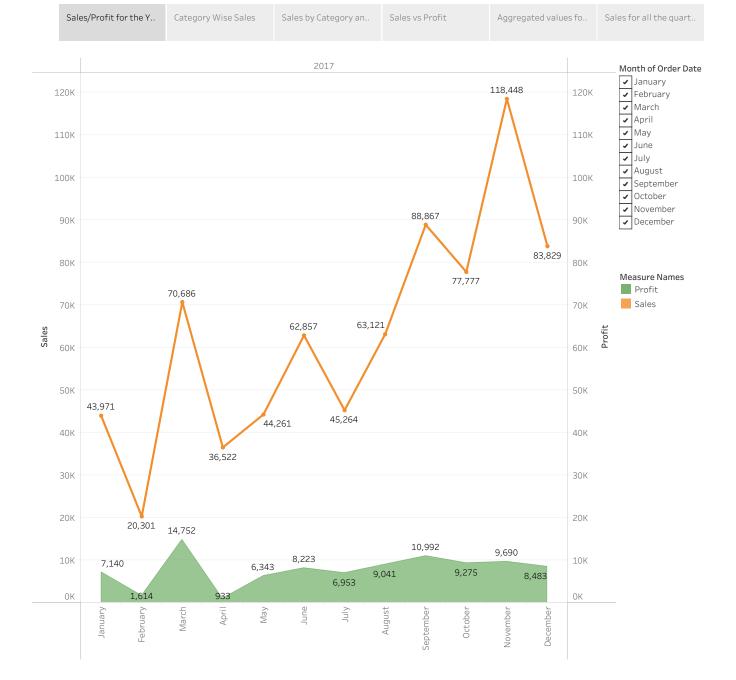
#### Customer wise Sales V/S Profit Analysis Customer Name Aaron Bergman Aaron Hawkins Aaron Smayling 24K Adam Bellavance Adam Hart Adam Shillingsburg 22K Adrian Barton Adrian Hane Adrian Shami Aimee Bixby Alan Barnes Alan Dominguez Alan Haines Alan Hwang Alan Schoenberger 16K Alan Shonely Alejandro Ballentine Aleiandro Grove 14K Aleiandro Savely Aleksandra Gannaway Sales Alex Avila Alex Grayson Alex Russell Alice McCarthy 10K Allen Armold Allen Goldenen Allen Rosenblatt Alyssa Crouse Alyssa Tate Amy Cox Amy Hunt 6K Andrew Allen Andrew Gjertsen Andrew Roberts 4K Andy Gerbode Andy Reiter Andy Yotov Anemone Ratner Angele Hood Ann Blume Ann Chong Ann Steele Anna Andreadi -7K -6K -5K -4K -3K 1K 2K 4K 6K 7K 9K Anna Chung Profit Anna Gayman Anna Häberlin Anne McFarland Anne Pryor Annie Thurman Annie Zypern Anthony Garverick Anthony Jacobs Anthony Johnson Anthony O'Donnell Anthony Rawles Anthony Witt Arianne Irving Art Ferguson Art Foster Arthur Gainer Arthur Prichep Arthur Wiediger Ashley Jarboe Astrea Jones Barbara Fisher Barry Blumstein Barry Franz Barry Französisch Barry Gonzalez Barry Pond Barry Weirich Bart Folk Bart Pistole Bart Watters Becky Castell Becky Martin Becky Pak Ben Ferrer Ben Peterman Ben Wallace Benjamin Farhat Benjamin Patterson Benjamin Venier

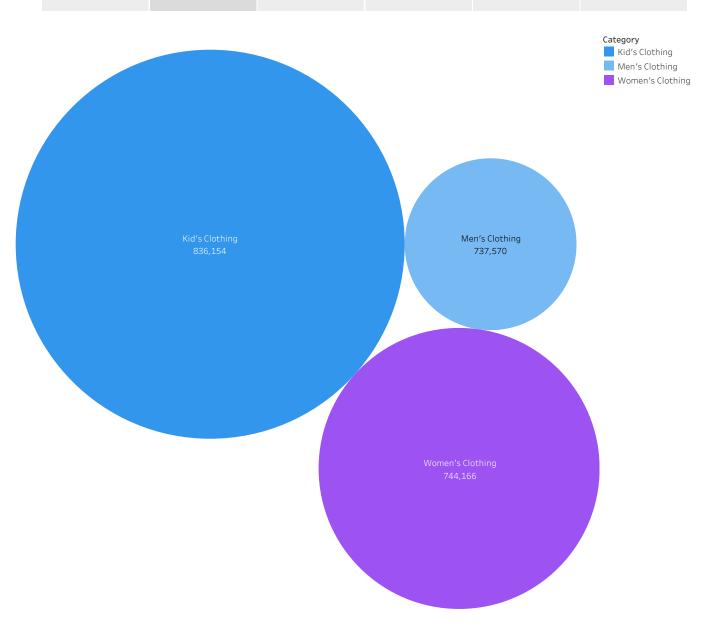
Berenike Kampe
Beth Fritzler
Beth Paige
Beth Thompson
Bill Donatelli





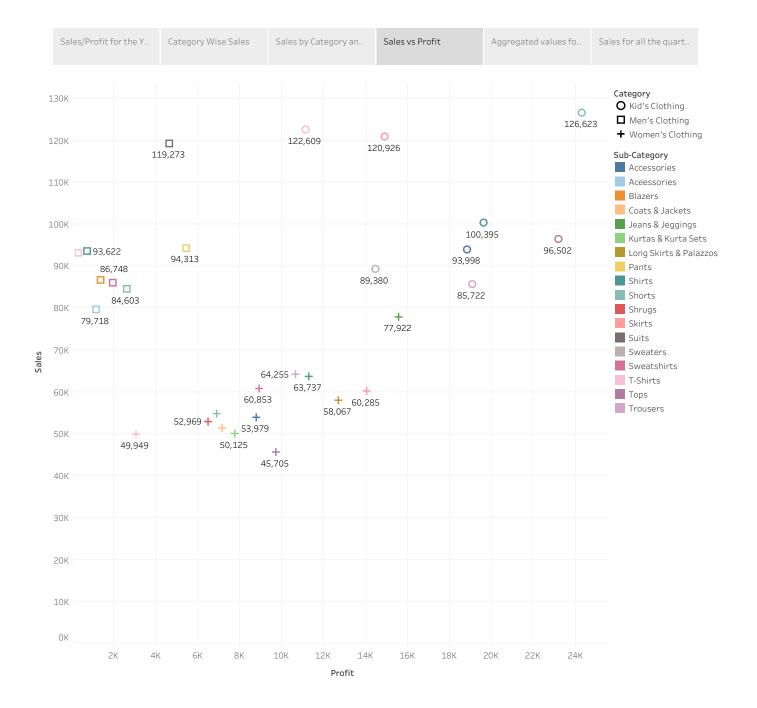




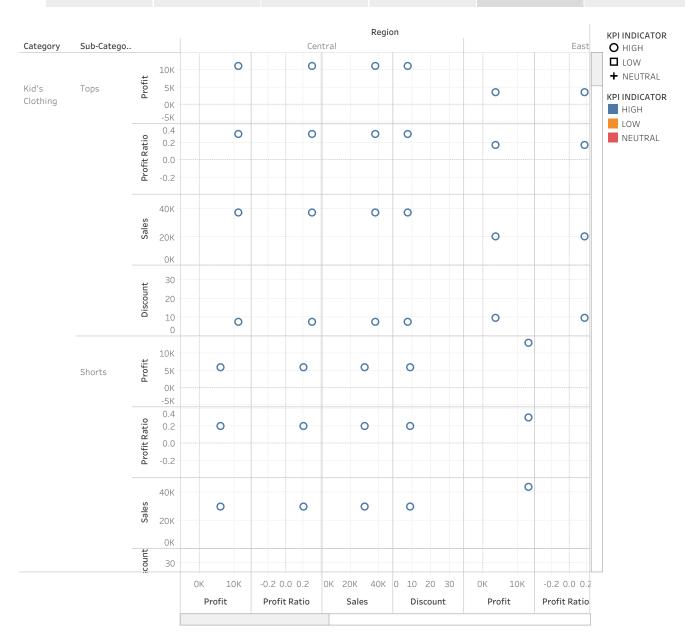


Sales/Profit for the Y	Category Wise Sales	Sales by Category an	Sales vs Profit	Aggregated values fo	Sales for all the quart

Kid's Clothing Shorts 126,623	Kid's Clothin T-Shirts 122,609	ts Skirts		Women's Clothing Jeans & Jeggings 77,922	Women's Clothing Trousers 64,255		Women's Clothing Shirts 63,737	Women's Clothing Sweatshirts 60,853	Sales 45,705	126,62
Kid's Clothing Shirts	Kid's C Acces:	lothing cories	Kid's Clothing Sweaters	Women's Clothing Skirts 60,285		Clo	omen's othing rugs ,969	Women's Clothing Coats & Jackets 51,461		
100,395	93,99		89,380	Women's Clothing Long Skirts & Pala 58,067		Wo	omen's	Women's		
Kid's Clothing Tops 96,502				Women's Clothing Shorts 54,858	Clothing Kurtas Sets 50,129		rtas & Kurta T-Sl ts 49,9	Clothing T-Shirts 49,949		
	Kid's 0 Trouse 85,722			Women's Clothing Accessories 53,979		Women's Clothin Tops		g		
Men's Clothing Suits 119,273		Men's Cl Shirts 93,622	othing	Men's Clothing Blazers 86,748			Men's Clothing Shorts 84,603	Men's Clothing Aceessories 79,718		
Men's Clothing Pants 94,313		Men's Cl T-Shirts 93,210		Men's Clothing Sweatshirts 86,082						







						0.1:	D. I.						
		201	4			Order 201				201	c		Quarter of Order D
State	0.4	<b>201</b> Q3	. <b>4</b> Q2	01	0.4	Q3		01	0.4	<b>201</b> Q3			2
	Q4	Ų3		Q1	Q4	604	Q2 <b>346</b>	250	Q4	383	Q2	Q1	<b>V</b> Q2
Alabama	885	07	365 -9	200	251			250	2,104		352 -664	20	<b>√</b> Q4
Arizona	-691	97		-300 437	251	-117	102	2	-677 392	-181		36	
Arkansas California	153	1,203 3.543	238	1.610	100	2.000	2.162	3		115	407	2 21 5	
Colorado	5,073 408	5,543	2,412	-7	5,869	3,066	3,163 122	2,273 9	7,984 -1,595	6,339 87	3,468 204	2,215 -85	Category
Connecticut	258	472	16	-/	13	8 236	178	Э	527	22	232	78	✓ Kid's Clothing
Delaware	1,195	104	36	3	566	260	5	777	141	22	328	507	✓ Men's Clothing
District of C		104	30	3	200	200	974	///	13		37	507	✓ Women's Clothi
Florida	358	-150	-65	-1,557	-2,143	186	-56	254	-161	-396	-49	134	
Georgia	505	319	597	71	200	712	593	3,259	-101	531	620	1,790	
Idaho	59	213	397	/1	183	1	101	3,239	000	266	020	1,790	Profit
Illinois	-177	-1,089	-685	-93	45	734	-948	-841	-253	-1,349	-374	-834	
Indiana	784	-1,009	48	36	1,077	715	121	77	9,935	61	276	112	-7,361
lowa	704		40	110	77	414	121	//	220	88	2/0	112	
Kansas	86	180		110	//	414	68	8	132	90	9		
Kentucky	350	7	385	1,567	569	1,948	274	131	793	125	36	263	
Louisiana	191	,	90	327	303	178	111	131	755	82	30	6	
Maine	131	257	30	JL1		170	32			165		0	
Maryland	169	114	202		353	1,065	32	1,296	193	116	12	731	
Massachus	1,116	556	389		497	1,356	89	1,230	414	254	256	135	
Michigan	601	497	512	206	1,936	283	2,927	21	6,304	1,255	1,382	52	
Minnesota	290	4,669	1,164	115	644	93	909	74	20	183	173	28	
Mississippi	250	179	323	43	18	105	303	7-	82	785	319	291	
Missouri	84	254	323	107	2,825	63	5		1,029	167	24	146	
Montana	01	5	125	107	217	05	3	21	1,023	107	21	110	
Nebraska	27	32	123		60		81	62	149	696	9		
Nevada	59	111	55	25	452	17	- 01	- 52	1,747	25	502	19	
New Hamps		111	81	23	529	32		340	7	8	302	202	
New Jersey	61	670	463	50	840	246	154	75	1,496	374	2,932	145	
New Mexico	115	19		23	123	2	0	23	25	3, 1	_,,,,,		
New York	8,385	4,796	1,098	-531	9,693	5,046	3,722	816	4,998	4,735	3,823	3,099	
North Carol		-1,390	158	-16	80	141	147	-1,616	-373	322	77	234	
North Dako	200	_,550	100					,010	0,0				
Ohio	-1,538	31	-297	-327	-3,209	13	-739	-1,566	-7,361	32	103	-377	
Oklahoma	134	470	157	32,	439	221	, 55	,000	909	143	24	601	
Oregon	-415	216	39	25	-52	-66	3	3	-702	133		3	
Pennsylvan	-731	-1,176	-475	19	-1,164	-2,587	-72	-77	-383	-3,200	553	-1,155	
Rhode Island	1,564	2,270	173	- 13	,,	108	14	-27	4,323	781	56	1,100	
South Carol	115	22	224	105		701	00	4.5	.,025	105	10		

Sales/Profit for the Y..

Category Wise Sales

Sales by Category an..

Sales vs Profit

Sales for all the quart..

Aggregated values fo..