

Annual Summary

Average Unit
Count Per Order

8

Net Profit Margin

12.47 %

Total Units

38K

Total Orders

5009

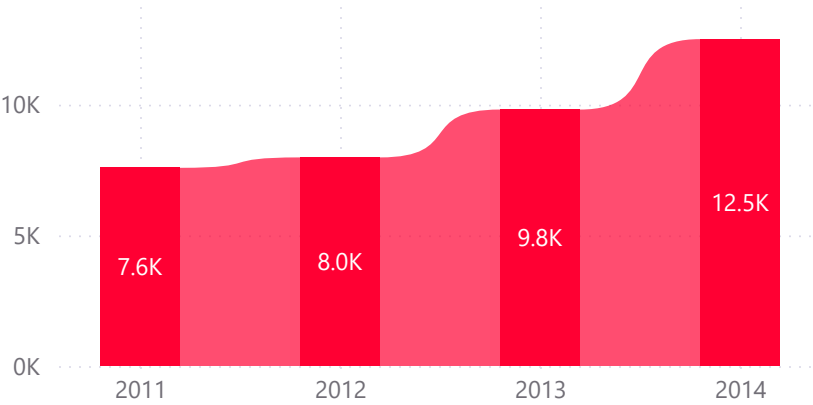
Sales Average per
order ID

\$458.61

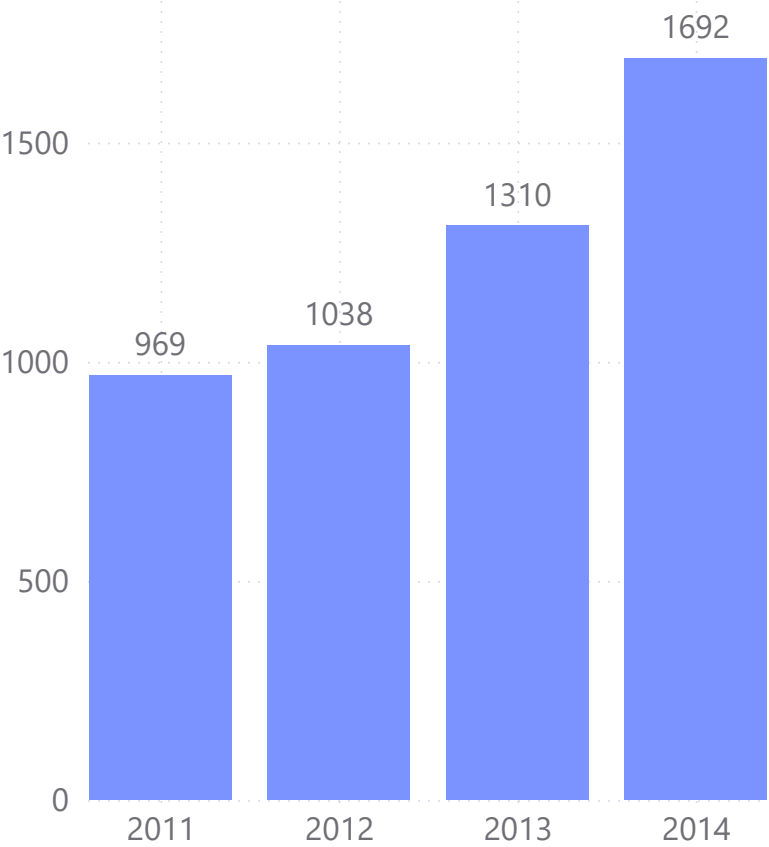
Profits by Year	
2011	\$49,543.97
2012	\$61,618.60
2013	\$81,726.93
2014	\$93,507.51

profit growth %

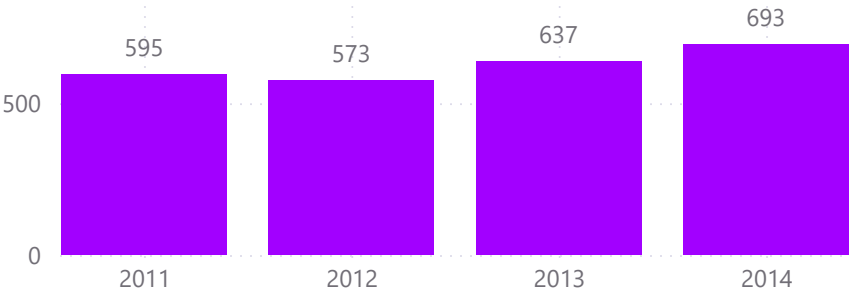
Total Units Count by Year



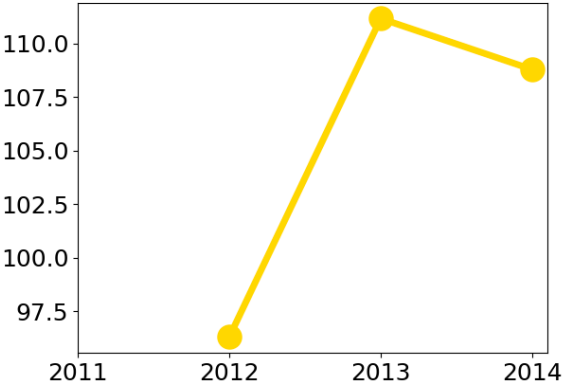
Distinct Total Orders Count by Year



Number_of_Customers by Year



Customer Retention Rate

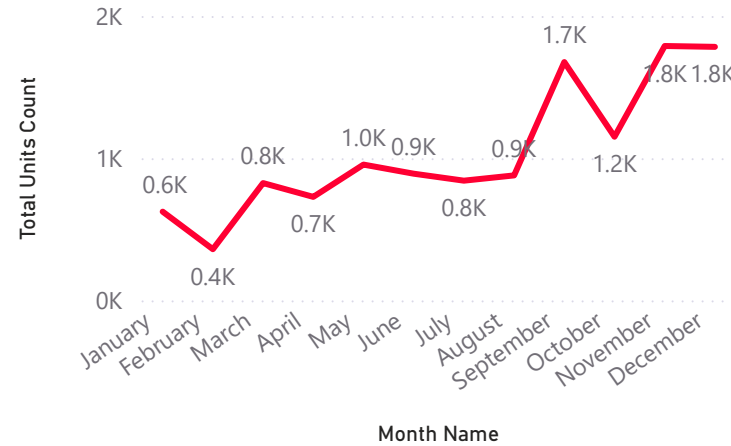


Regional Summary

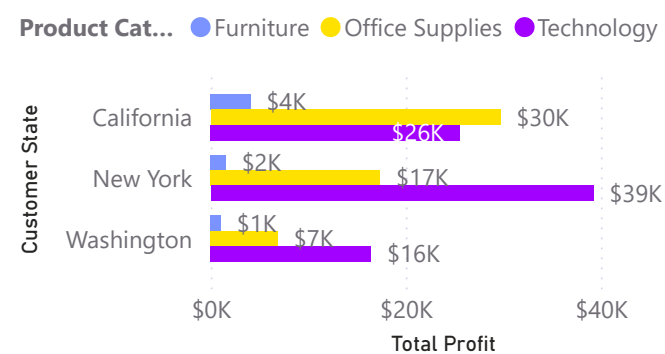
Total Profit by Customer City



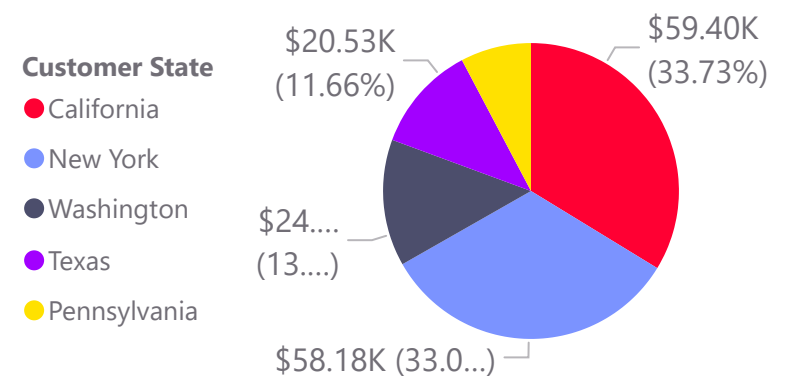
Total Sales by Month for Each State



Top Consumers of each Product Category by State



Total Profit by Customer State



Total Orders Count by Customer Region

