



## Global Electronics Retailer

What is Company's **Sales Performance** Worldwide?

Sales

Customer

Store

Product

State

All

Country

All

Total Revenue

\$55.76M

Total Cost

\$23.09M

Total Order

198K

Total Profit

\$32.66M

Revenue Per Customer

\$4.69K

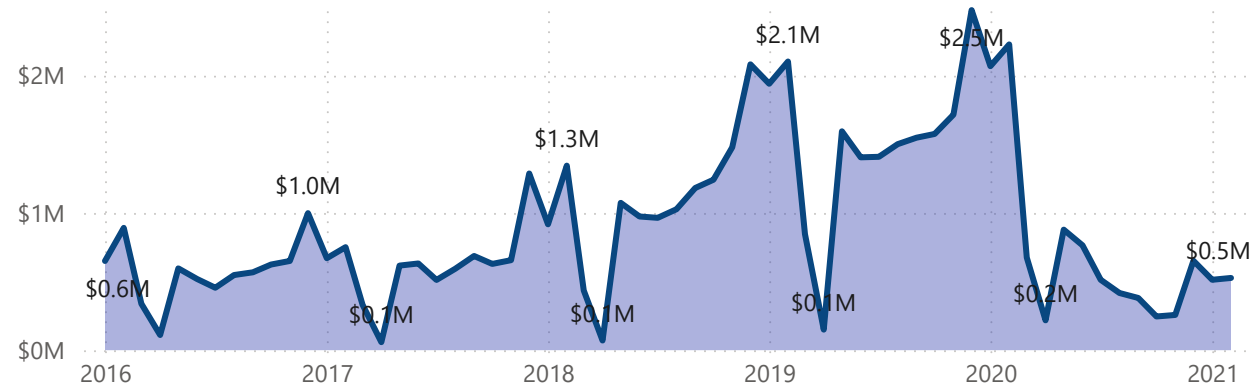
City

All

Brand

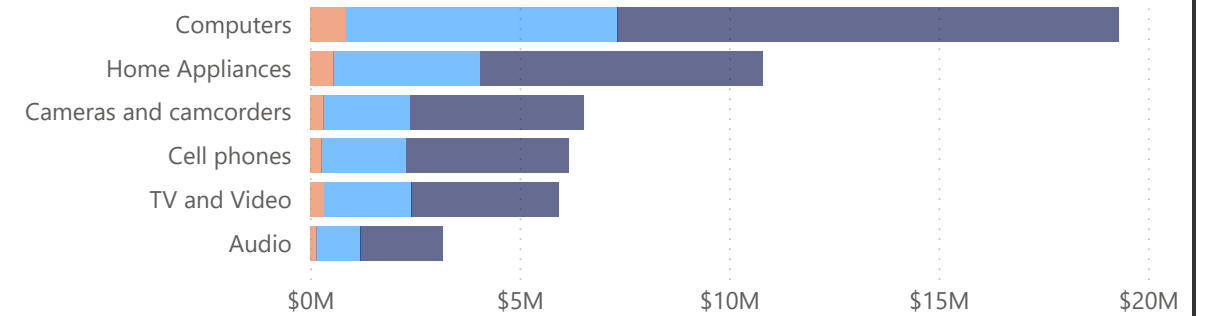
All

### Revenue Trending

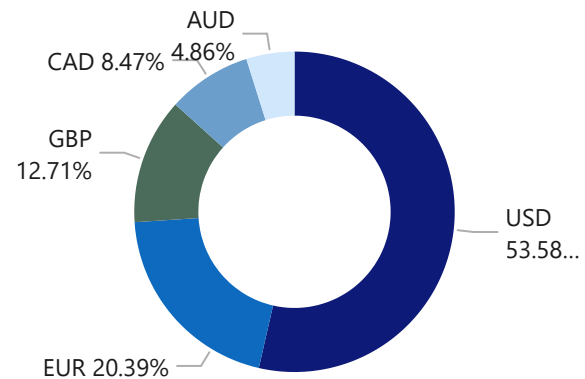


### Revenue by Category and Continent

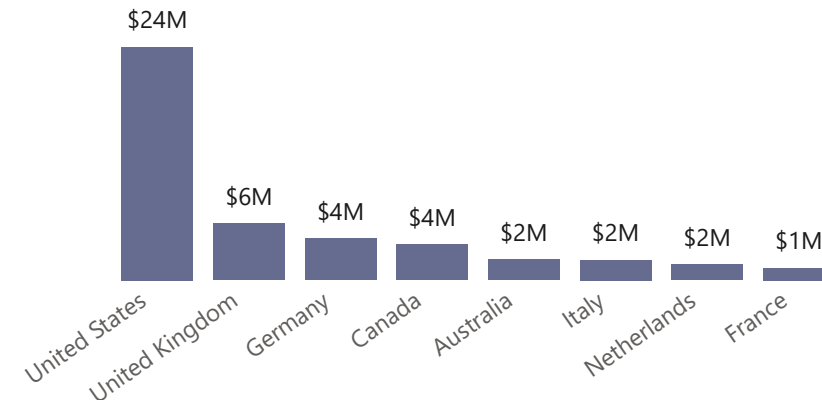
Continent ● Australia ● Europe ● North America



### Revenue by Currency Code

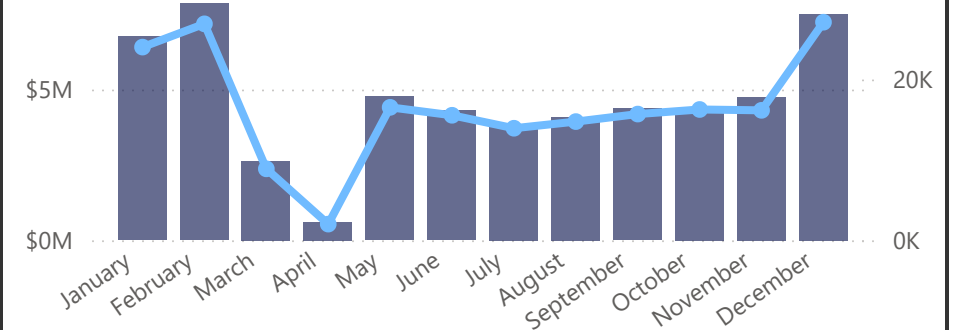


### Revenue by Country



### Revenue Vs Order Comparisison

Revenue ● Total\_Order ●



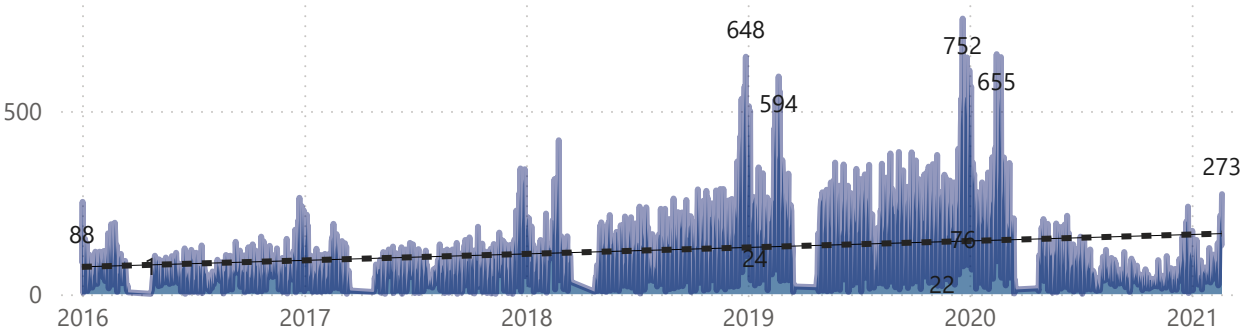


# Global Electronics Retailer

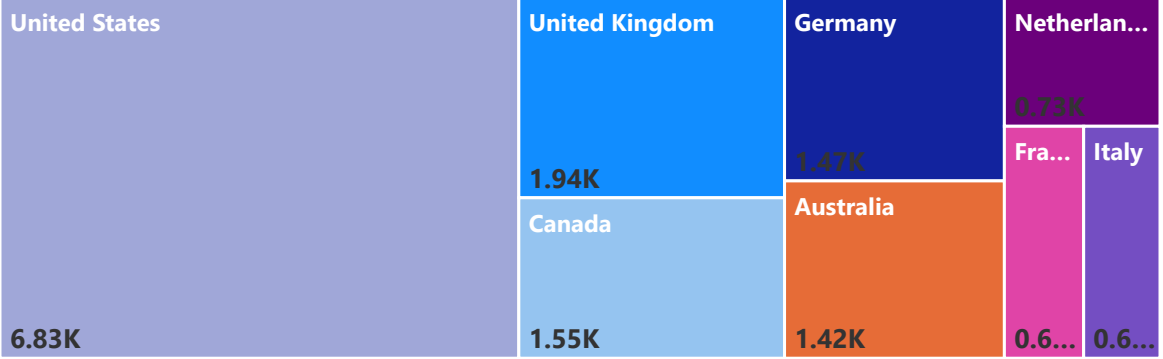
## How Customer Behave toward the Company?

- Sales
- Customer
- Store
- Product

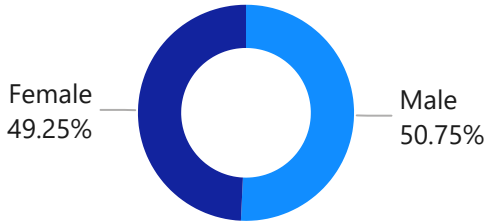
How Do Order Volume Change Over Time?



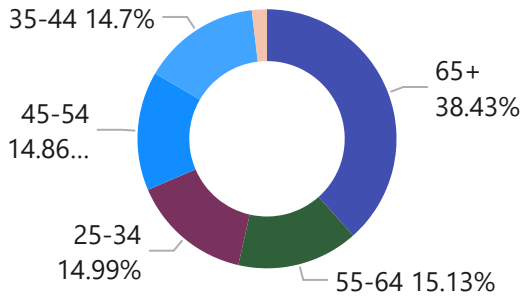
Total Customer by Country



Who Ordered?



Which Age Group Ordered More?



Top Customer

Name	Country	Total Revenue	Total Order	Category
Karen Jones	United States	\$41,599.87	13	Home Ap
Matthew Flemming	United States	\$41,270.22	15	Home Ap
Bryan Charles	United States	\$31,999.90	10	Home Ap
Roy Le	Canada	\$31,430.42	13	Home Ap
Felix Beyer	Germany	\$29,971.83	23	Home Ap
Wayne Banks	United States	\$29,263.90	14	TV and V
Dennis Weissmuller	United States	\$29,142.43	22	Home Ap
Angelo Nolan	United States	\$28,999.90	10	TV and V
Kristin Oster	Germany	\$28,999.90	10	TV and V
Vera Onio	Italy	\$28,999.90	10	TV and V
Esin Holman	Netherlands	\$28,799.91	9	Home Ap
Herbert Lacher	United States	\$28,799.91	9	Home Ap
Thu Gilder	United States	\$28,799.91	9	Home Ap
Thomas Mull	Canada	\$27,985.00	15	Comput
Total		\$5,57,55,479.59	197757	

Which 100 Product Earned more Revenue?

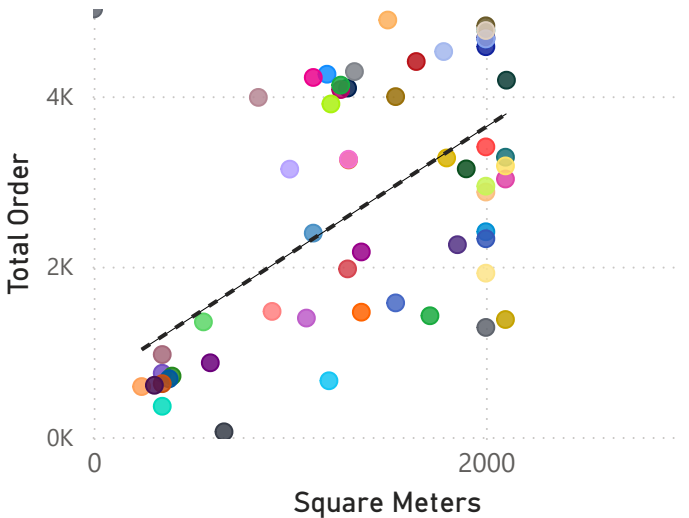
Product Name	Total Revenue	Total_Order
WWI Desktop PC2.33 X2330 Black	\$5,05,450.00	550
Adventure Works Desktop PC2.33 XD233 Silver	\$4,66,089.00	481
Adventure Works Desktop PC2.33 XD233 Brown	\$4,64,151.00	479
Adventure Works Desktop PC2.33 XD233 Black	\$4,47,678.00	462
Adventure Works Desktop PC2.33 XD233 White	\$4,37,019.00	451
WWI Desktop PC2.33 X2330 White	\$4,24,578.00	462
WWI Desktop PC2.33 X2330 Brown	\$4,22,740.00	460
Adventure Works 52" LCD HDTV X590 White	\$3,94,398.64	136
Adventure Works 52" LCD HDTV X590 Black	\$3,74,098.71	129
Total	\$5,57,55,479.59	197757



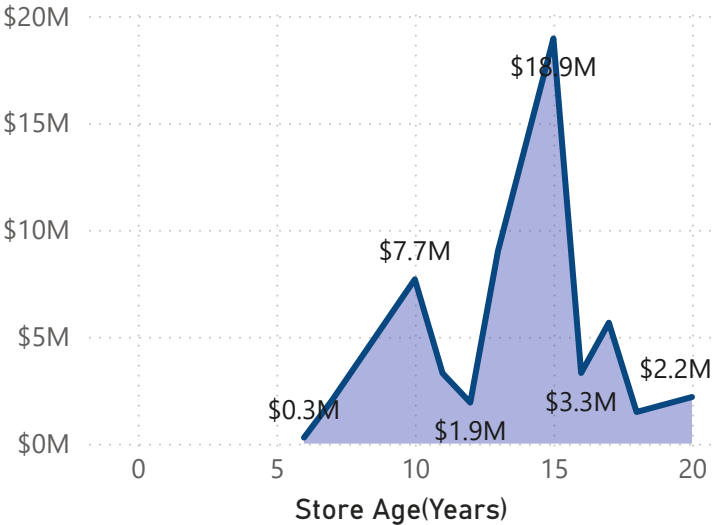
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What is **Store Performance** of the Company?

How Store Size Related to Number of Orders?



Is Older Store Earning More?



Which Store are Performing Better?

State	% Store Revenue
<input type="checkbox"/> Online	20.45%
Computers	7.33%
Home Appliances	3.79%
Cell phones	2.46%
Cameras and camcorders	2.24%
TV and Video	2.03%
Audio	1.19%
Music, Movies and Audio Books	1.14%
Games and Toys	0.27%
<input type="checkbox"/> Nevada	2.54%
Computers	0.93%
Home Appliances	0.57%
Cameras and camcorders	0.33%
Cell phones	0.24%
TV and Video	0.21%
Music, Movies and Audio Books	0.13%
Audio	0.12%
Games and Toys	0.03%
<input type="checkbox"/> Kansas	2.50%
<input type="checkbox"/> Nebraska	2.48%
<input type="checkbox"/> Northwest Territories	2.40%
<input type="checkbox"/> New Mexico	2.38%
<input type="checkbox"/> Connecticut	2.37%
Total	100.00%

Which Top 50 Store Received More Orders?

State	Orders
Northwest Terr...	4.9K
Nevada	4.8K
Kansas	4.8K
South Carolina	4.8K
Nebraska	4.7K
Oregon	4.7K
Connecticut	4.7K
Arkansas	4.6K
West Virginia	4.5K
New Mexico	4.4K
Washington DC	4.3K
Alaska	4.3K
Hawaii	4.2K
Newfoundland...	4.2K
New Hampshire	4.1K
Maine	4.1K
Montana	4.1K
Idaho	4.0K
Wyoming	4.0K
Nunavut	3.9K
Iowa	3.4K
Blaenau Gwent	3.3K
Belfast	3.3K
Dungannon an...	3.3K
Armagh	3.3K
Pesaro	3.2K
North Down	3.1K



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Product Analysis of the Company?

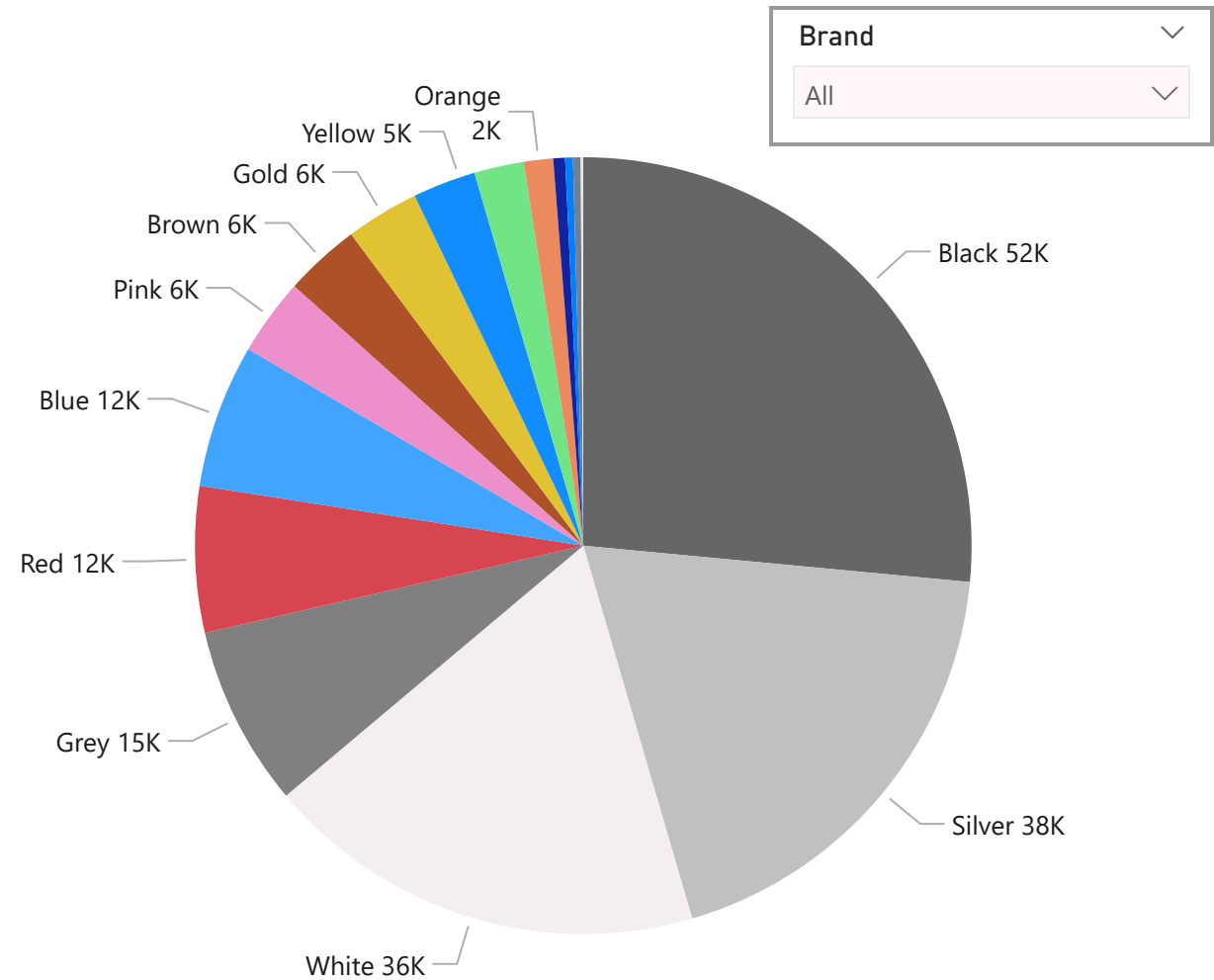
Sales

Customer

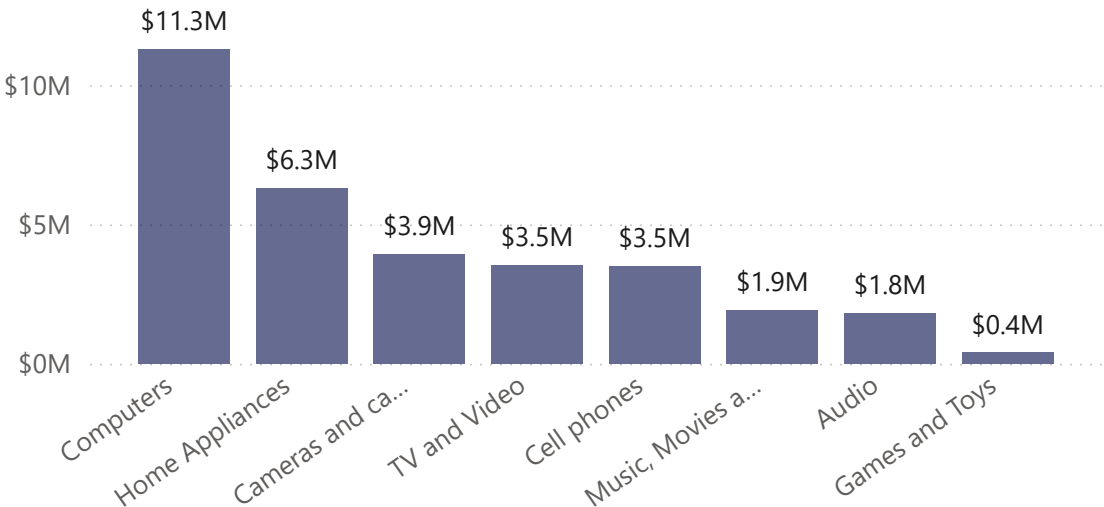
Store

Product

Which Brand Use Which Color the Most to Obtain More Orders?



Which Product Category Share More Profit?



Cost Vs Price Relation Showing Higher Margin Product Category

