



Global Electronics Retailer

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

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Year

All

Month

All

Total Revenue

\$55.76M

Total Cost

\$23.09M

Total Order

198K

Total Profit

\$32.66M

Revenue Per Customer

\$4.69K

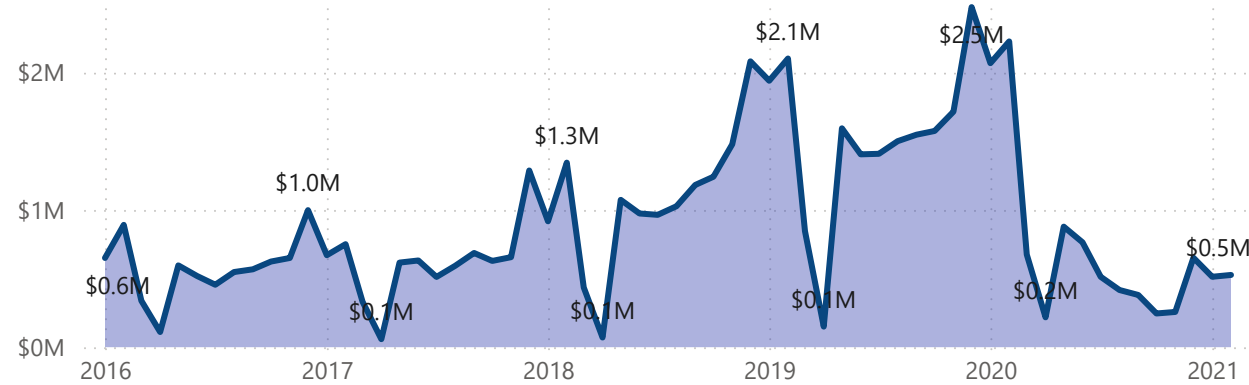
Continent

All

Country

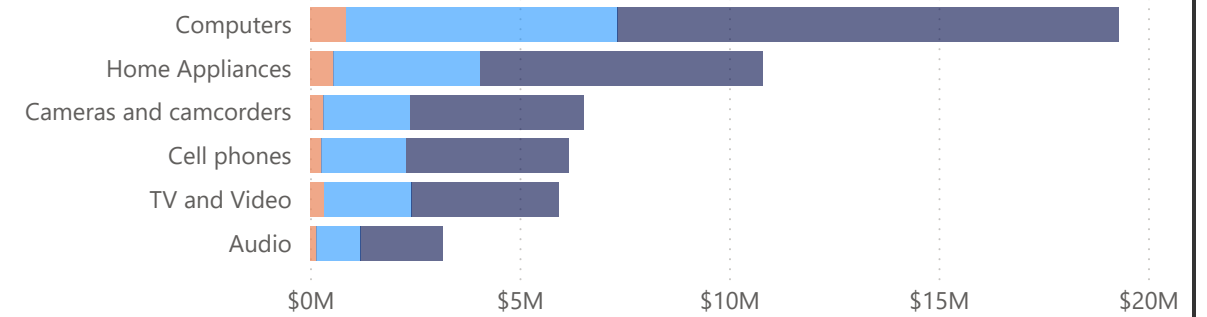
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Revenue Trending

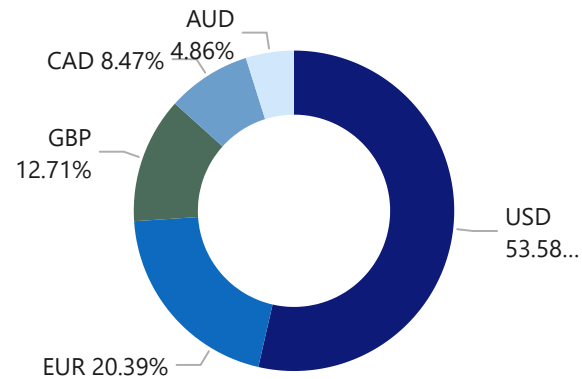


Revenue by Category and Continent

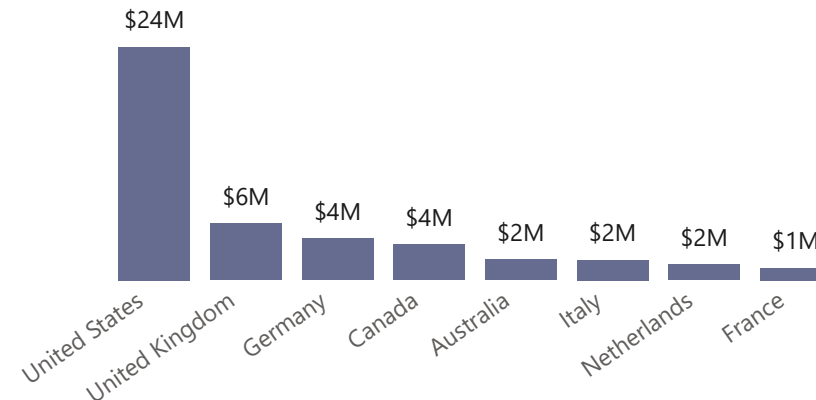
Continent ● Australia ● Europe ● North America



Revenue by Currency Code

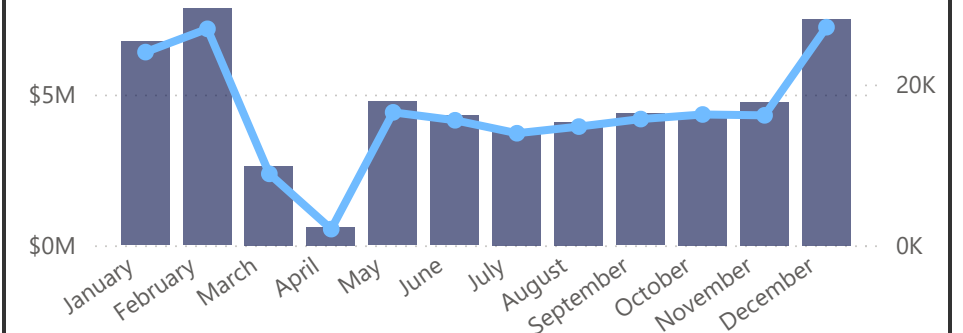


Revenue by Country



Revenue Vs Order Comparisison

Revenue ● Total Order ●





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How Customer Behave toward the Company?

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Year

All

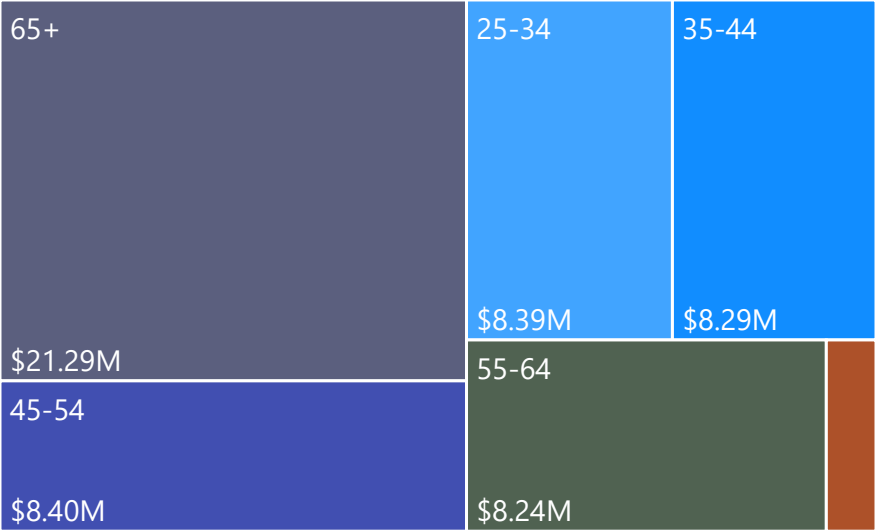
Month

All

Customer Name

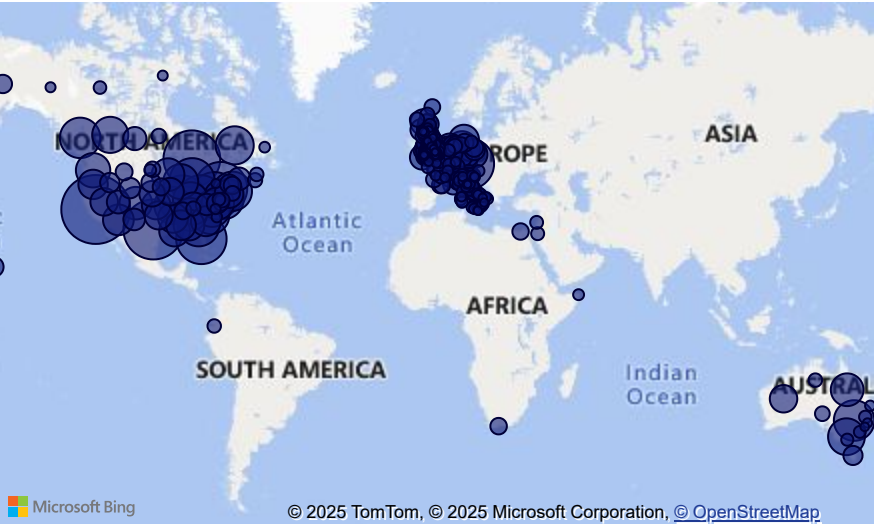
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Revenue and Profit by Age group

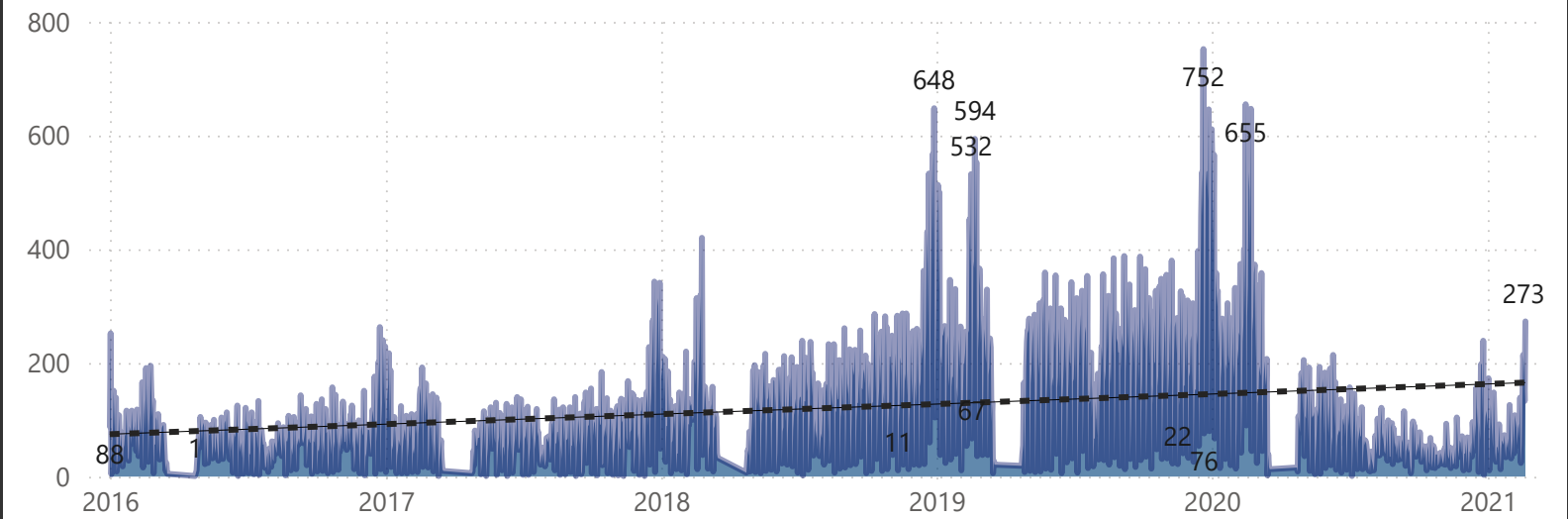


Offline				Online			
Name	Age Flag	Online/Offline	Sales Volume	Revenue	% Revenue	Profit	% Profit
Matthew Flemming	65+	Offline	62	\$60,941.78	14.28%	\$39,104.58	14.58%
Karen Jones	55-64	Offline	30	\$43,517.80	10.20%	\$28,819.96	10.74%
Stefanie Hartmann	35-44	Offline	35	\$41,521.53	9.73%	\$26,957.37	10.05%
Stephan Rothstein	65+	Online	27	\$40,000.86	9.38%	\$26,440.81	9.86%
Zrina Topic	55-64	Offline	58	\$42,535.25	9.97%	\$25,880.23	9.65%
Roy Le	35-44	Offline	32	\$38,813.88	9.10%	\$23,986.19	8.94%
Dennis Weissmuller	65+	Offline	32	\$36,268.71	8.50%	\$22,907.07	8.54%
Virgie Takacs	55-64	Offline	29	\$37,319.88	8.75%	\$22,881.47	8.53%
Ollie Davis	45-54	Offline	38	\$28,719.62	6.73%	\$18,651.75	6.95%
Gaspare Trevisan	25-34	Offline	99	\$26,419.43	6.19%	\$15,326.90	5.71%
Total			536	\$4,26,674.45	100.00%	\$2,68,278.00	100.00%

Profit by Customers



How Do Order Volume Change Over Time?





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

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Year

All

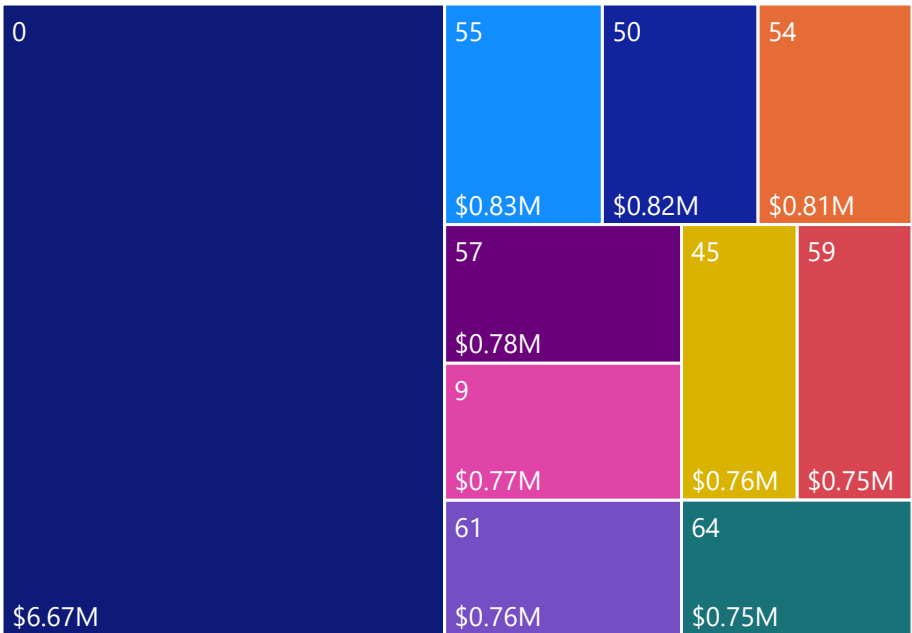
Month

All

Store Key

All

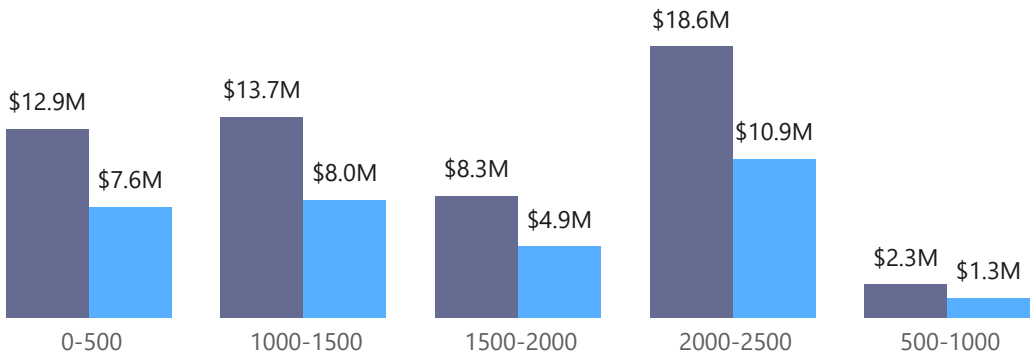
Top 10 Stores by Profit



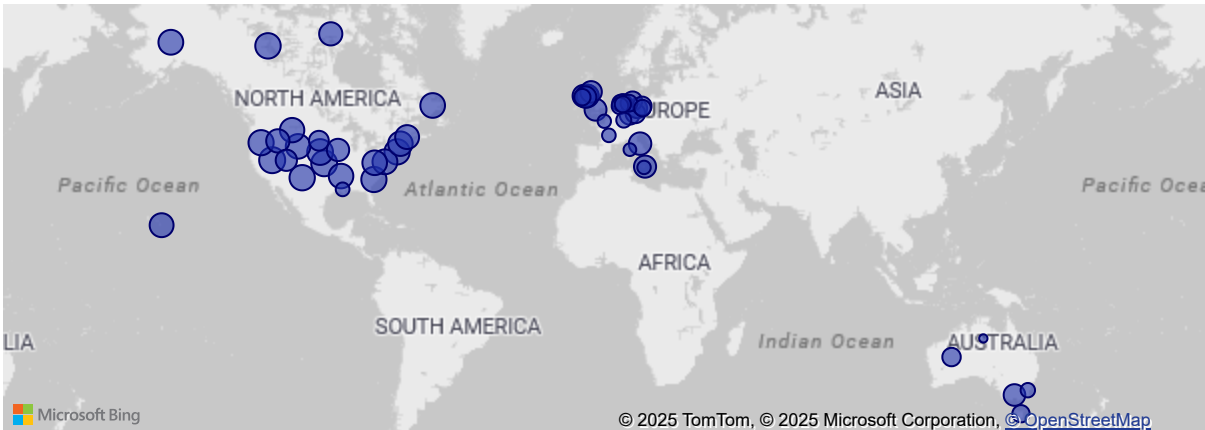
StoreKey	State	Sales Volume	Revenue	Profit	% Revenue	% Profit
0	Online	41311	\$1,14,04,324.63	\$66,72,692.64	20.45%	20.43%
1	Australian Capital Territory	871	\$2,43,029.93	\$1,41,355.64	0.44%	0.43%
2	Northern Territory	61	\$15,175.99	\$9,512.61	0.03%	0.03%
4	Tasmania	1286	\$4,42,475.02	\$2,66,371.65	0.79%	0.82%
5	Victoria	2944	\$8,59,678.19	\$5,09,957.49	1.54%	1.56%
6	Western Australia	1923	\$5,38,781.94	\$3,16,432.48	0.97%	0.97%
8	Newfoundland and Labrador	4188	\$12,32,225.93	\$7,23,081.21	2.21%	2.21%
9	Northwest Territories	4894	\$13,36,150.06	\$7,74,757.55	2.40%	2.37%
10	Nunavut	3909	\$10,43,185.80	\$6,06,299.20	1.87%	1.86%
12	Basse-Normandie	748	\$1,83,091.04	\$1,07,084.53	0.33%	0.33%
13	Corse	592	\$1,50,925.12	\$88,957.65	0.27%	0.27%
14	Franche-Comté	361	\$1,05,714.05	\$63,591.55	0.19%	0.19%
15	La Réunion	715	\$2,05,119.67	\$1,18,097.69	0.37%	0.36%
16	Limousin	683	\$1,99,009.69	\$1,19,915.80	0.36%	0.37%
17	Martinique	626	\$1,59,607.50	\$92,449.65	0.29%	0.28%
Total		197757	\$5,57,55,479.59	\$3,26,62,688.38	100.00%	100.00%

Revenue and Profit by Store Size

Revenue Profit



Revenue by Store State





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Product Analysis of the Company?

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Year

All

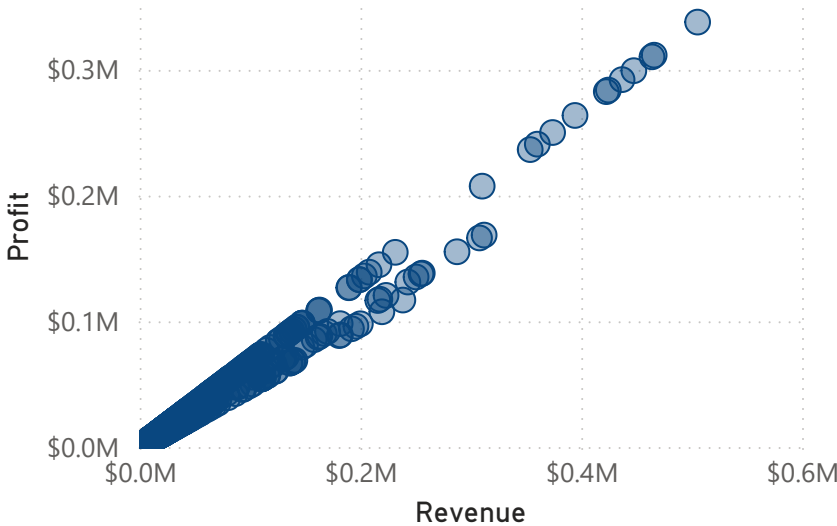
Month

All

Category

All

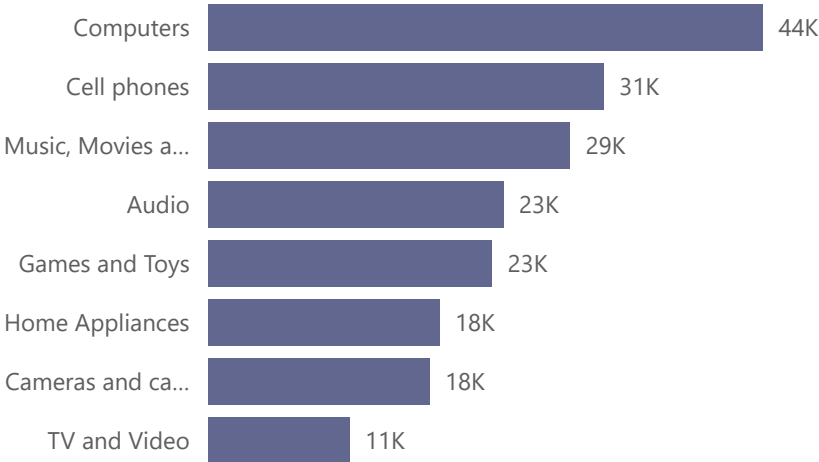
Revenue and Profit by Product Name



Top 10 Product

Product Name	Sales Volume	Revenue	% Revenue	Profit	% Profit
WWI Desktop PC2.33 X2330 Black	550	\$5,05,450.00	11.76%	\$3,37,986.00	11.76%
Adventure Works Desktop PC2.33 XD233 Silver	481	\$4,66,089.00	10.85%	\$3,11,663.95	10.85%
Adventure Works Desktop PC2.33 XD233 Brown	479	\$4,64,151.00	10.80%	\$3,10,368.05	10.80%
Adventure Works Desktop PC2.33 XD233 Black	462	\$4,47,678.00	10.42%	\$2,99,352.90	10.42%
Adventure Works Desktop PC2.33 XD233 White	451	\$4,37,019.00	10.17%	\$2,92,225.45	10.17%
WWI Desktop PC2.33 X2330 White	462	\$4,24,578.00	9.88%	\$2,83,908.24	9.88%
WWI Desktop PC2.33 X2330 Brown	460	\$4,22,740.00	9.84%	\$2,82,679.20	9.84%
Adventure Works 52" LCD HDTV X590 White	136	\$3,94,398.64	9.18%	\$2,63,727.12	9.18%
Adventure Works 52" LCD HDTV X590 Black	129	\$3,74,098.71	8.71%	\$2,50,152.93	8.71%
WWI Desktop PC2.33 X2330 Silver	392	\$3,60,248.00	8.38%	\$2,40,891.84	8.38%
Total	4002	\$42,96,450.35	100.00%	\$28,72,955.68	100.00%

Total_Order by Category



Category Performance: Revenue, Profit & Profit Margin

