

Differences in Sales Year to Year by Category and Sales Channel: Scott Parr

Category	Year of Order Date		
	2018	2019	2020
Vases	\$-6,365.00	\$380,385.80	
Wall Frames	\$228,784.90	\$367,394.50	
Construction	\$131,219.50	\$329,418.90	
Video Games	\$282,056.60	\$313,955.30	
Misc Gaming Furniture	\$225,079.80	\$261,836.00	
Soccer Tech	\$223,860.40	\$216,798.60	
Tools	\$22,512.00	\$200,376.90	
Phones	\$480,852.30	\$159,493.50	
Kitchen Appliances	\$355,106.70	\$123,012.00	
Landscaping Supplies	\$345,190.70	\$115,441.00	
Bedroom Furniture	\$204,216.00	\$104,178.30	
Wall Coverings & Paint	\$48,253.40	\$97,049.50	
Outdoor Furniture	\$207,150.60	\$95,126.60	
Bakeware	\$192,229.70	\$93,833.50	
Tech Accessories	\$67,589.60	\$85,002.90	
Basketball Tech	\$280,944.40	\$80,252.60	
Dining Furniture	\$129,511.00	\$72,232.70	
Outdoor Decor	\$44,608.60	\$43,590.20	
Hotel Tech	\$191,673.60	\$30,143.30	
Wine & Beer Production	\$372,546.80	\$23,684.50	
Home Décor	\$346,503.90	\$23,289.20	
Kitchen Luxury	\$421,222.10	\$4,596.20	

Caption
Table Chart. Category by Year Order Date. 1 Text Marks Card of Sum(Sales) with a quick table calculation of differences from year to year in sales for each category.

Difference in Sales broken down by Order Date Year vs. Category. I organized the data by 2019-2020 Sales differences highest to lowest to easily see which categories were most on the rise in 2020 and which categories had a down trend.

Sales Table Distribution by Sales Channel: Scott Parr

Sales Channel	Year of Order Date			Grand Total
	2018	2019	2020	
Distributor	\$3,578,771.50	\$5,175,870.60 44.63%	\$6,038,911.00 16.67%	\$14,793,553.10
In-Store	\$8,115,033.30	\$13,131,571.20 61.82%	\$12,769,844.90 -2.75%	\$34,016,449.40
Online	\$5,564,731.90	\$9,490,536.60 70.55%	\$9,557,476.30 0.71%	\$24,612,744.80
Wholesale	\$1,959,327.90	\$3,736,811.10 90.72%	\$3,498,210.70 -6.39%	\$9,194,349.70
Grand Total	\$19,217,864.60	\$31,534,789.50 64.09%	\$31,864,442.90 1.05%	\$82,617,097.00

Caption

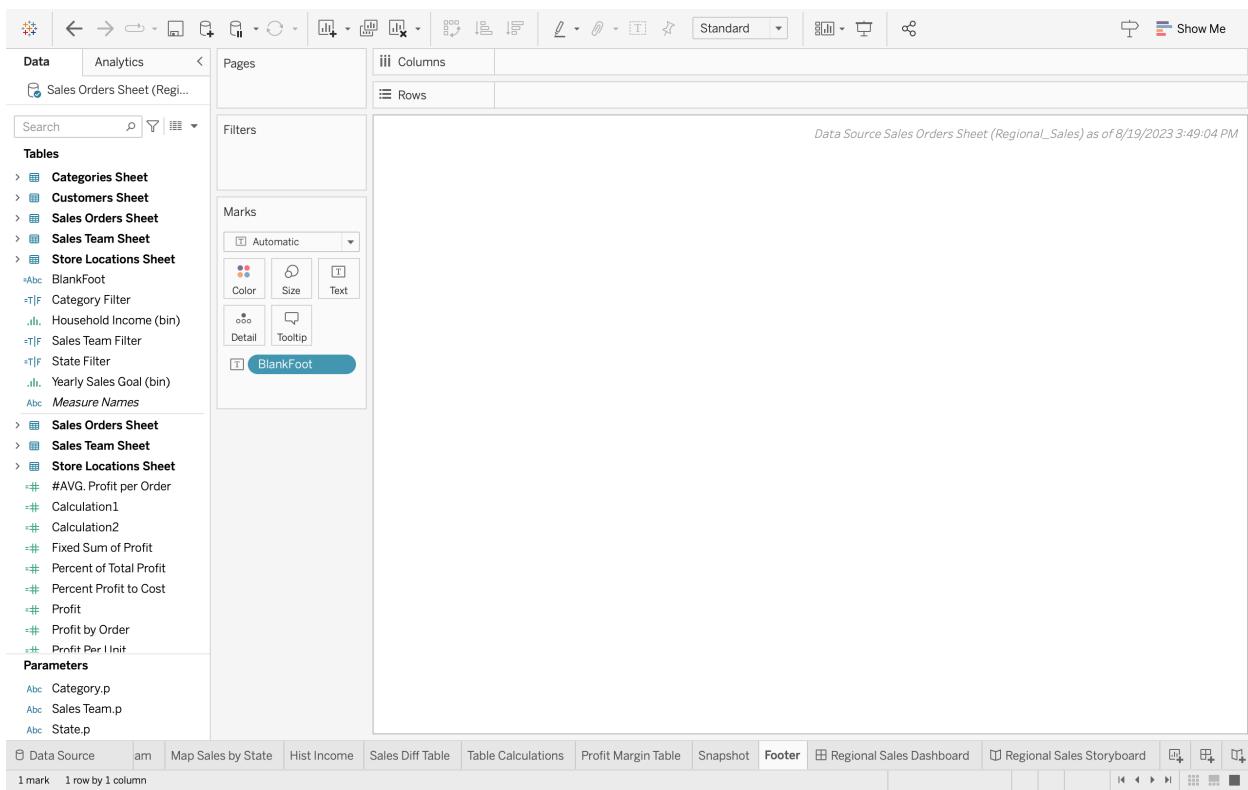
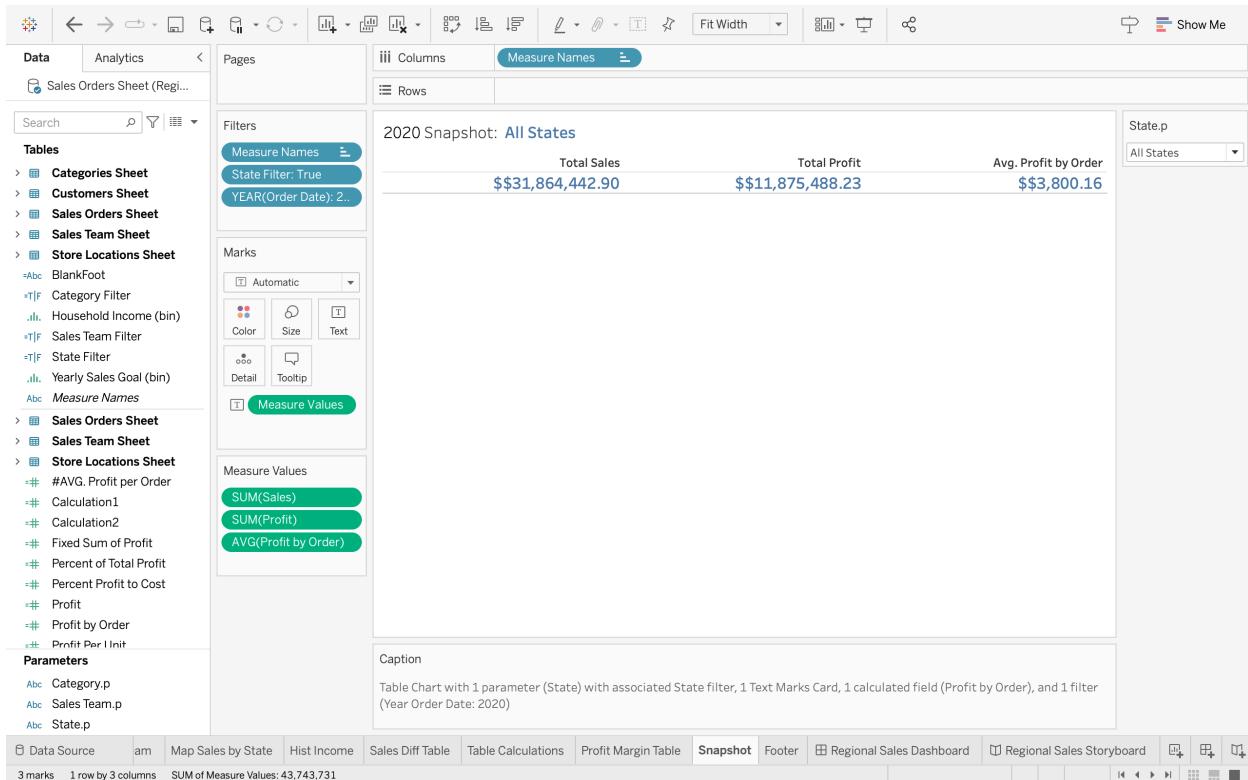
Table Chart of Sales Distributions by Sales Channel. 2 Text Marks cards of Sum Sales, with one using a quick table calculation of percent difference from previous year. I also added grand totals for rows and columns.

Profit Margin Changes from Previous Year by Sales Channel: Scott Parr

Sales Chan..	Year of Order Date		
	2018	2019	2020
Distributor	1.986%	-0.687%	
In-Store	0.964%	0.167%	
Online	1.015%	-1.315%	
Wholesale	1.226%	0.902%	

Caption

Table Chart of profit margin changes compared from previous year. 1 Text Mark card using 1 calculated field (Percent Profit to Cost) with one quick table calculation table implemented (percent difference)



Regional Sales Data Analysis

2020 Snapshot: All States

Total Sales	Total Profit	Avg. Profit by Order
\$31,864,442.90	\$11,875,488.23	\$3,800.16

Profit Select Sales Team Select State Select Category

\$873,838.52 1M All Teams All States All Categories

Top Sales Teams for All Categories

Sales Team F Catherine Reynolds Adam Hernandez Joshua Little Alice Roberts George Lewis

Profits for All States, All Teams, All Categories

Total Sales for All Teams, All States , All Categories

Month of Order Date: July 2019 Total Sales: \$2,295,286.00

May 2018 November 2018 May 2019 November 2019 May 2020 November 2020

Data Source am Map Sales by State Hist Income Sales Diff Table Table Calculations Profit Margin Table Snapshot Footer Regional Sales Dashboard Regional Sales Storyboard

Regional Sales Data Analysis

2020 Snapshot: All States

Total Sales	Total Profit	Avg. Profit by Order
\$31,864,442.90	\$11,875,488.23	\$3,800.16

Profit Select Sales Team Select State Select Category

\$873,838.52 1M All Teams All States All Categories

Top Sales Teams for All Categories

Sales Team F Catherine Reynolds Adam Hernandez Joshua Little Alice Roberts George Lewis

Profits for All States, All Teams, All Categories

Total Sales for All Teams, All States , All Categories

Month of Order Date: July 2019 Total Sales: \$2,295,286.00

May 2018 November 2018 May 2019 November 2019 May 2020 November 2020

Data Source am Map Sales by State Hist Income Sales Diff Table Table Calculations Profit Margin Table Snapshot Footer Regional Sales Dashboard Regional Sales Storyboard