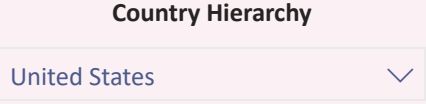
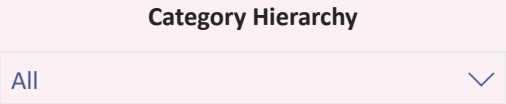


GROWTH OVER YEAR



SALES

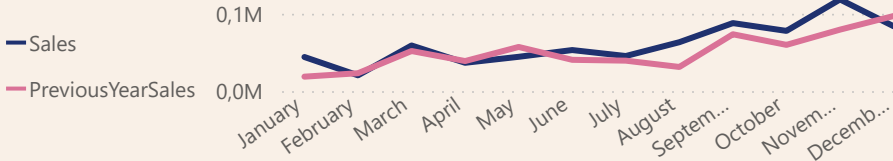
YoY Growth

20,3%

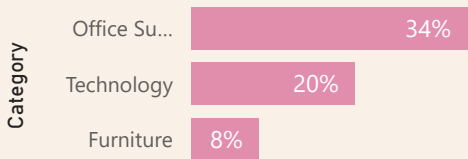
YoY Growth by
Category and Location

20,3%

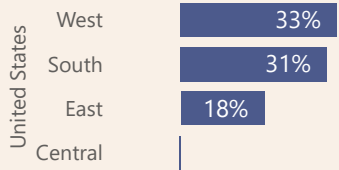
Sales and Previous Year Sales



Top Growth Products



Top Growth Location



PROFIT

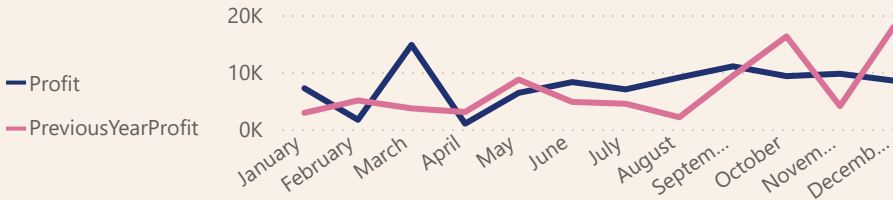
YoY Growth

14,2%

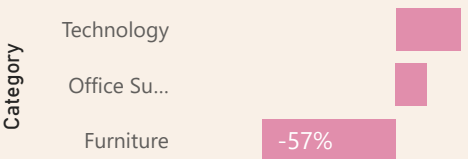
YoY Growth by
Category and Location

14,2%

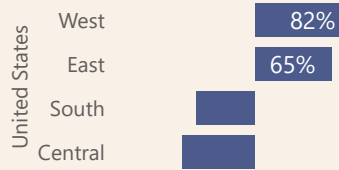
Profit and Previous Year Profit



Top Growth Products



Top Growth Location



CUSTOMERS

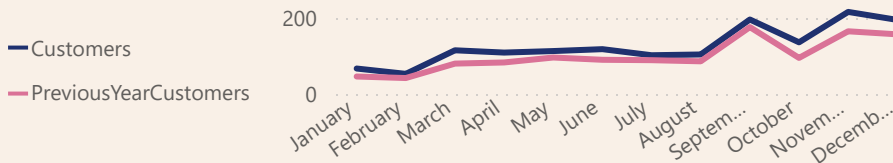
YoY Growth

8,6%

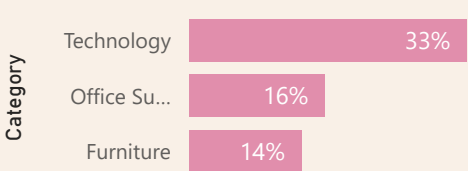
YoY Growth by
Category and Location

8,6%

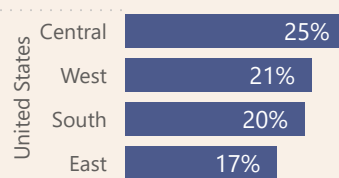
Customers and Previous Year Customers



Top Growth Products



Top Growth Location



NEW CUSTOMERS

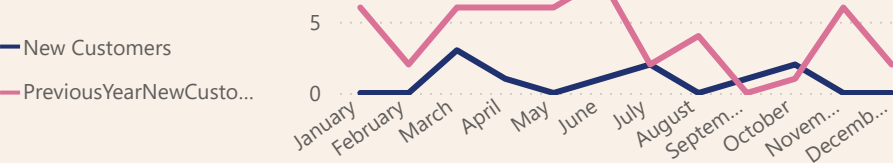
YoY Growth

-79,6%

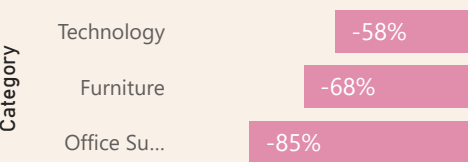
YoY Growth by
Category and Location

-79,6%

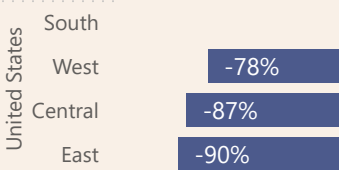
Customers and Previous Year New Customers



Top Growth Products



Top Growth Location



PRODUCT GROWTH DETAILS

Year - Month

2018-05

Country Hierarchy

United States

Category	Previous Month Sales	Sales	MoM Sales Growth	Previous Month Profit	Profit	MoM Profit Growth	Previous Month Customers	Customers	MoM Customers Growth	Previous Month New Customers	New Customers	MoM New Customers Growth
⬆ Furniture	7.941	6.906,64	-13,03%	554,38	-349,88	-163,11%	21	23	9,52%	16	17	6,25%
⊕ Bookcases	308	639,98	107,55%	-18,15	-189,62	944,92%	1	2	100,00%	1	1	0,00%
⊕ Chairs	3.209	3.673,11	14,46%	212,68	224,46	5,54%	6	9	50,00%	5	6	20,00%
⊕ Furnishings	984	777,97	-20,93%	288,50	-2,67	-100,92%	10	9	-10,00%	9	8	-11,11%
⊕ Tables	3.440	1.815,58	-47,22%	71,34	-382,05	-635,54%	6	4	-33,33%	3	3	0,00%
⬆ Office Supplies	11.146	7.126,42	-36,06%	1.000,21	1.747,20	74,68%	50	45	-10,00%	43	37	-13,95%
⊕ Appliances	533	917,60	72,29%	149,80	76,60	-48,86%	3	8	166,67%	3	7	133,33%
⊕ Art	567	287,42	-49,32%	157,80	70,78	-55,14%	13	9	-30,77%	10	6	-40,00%
⊕ Binders	981	4.367,10	345,01%	-272,41	1.197,63	-539,65%	18	18	0,00%	16	16	0,00%
⊕ Envelopes	408	213,99	-47,57%	177,43	98,51	-44,48%	3	2	-33,33%	2	0	-100,00%
⊕ Fasteners	101	12,18	-87,93%	5,01	4,24	-15,29%	5	2	-60,00%	4	1	-75,00%
⊕ Labels	79	57,44	-27,10%	37,29	27,10	-27,32%	6	3	-50,00%	5	3	-40,00%
⊕ Paper	624	478,11	-23,43%	286,72	221,45	-22,76%	14	17	21,43%	12	14	16,67%
⊕ Storage	3.679	712,30	-80,64%	377,48	30,43	-91,94%	11	6	-45,45%	10	4	-60,00%
⊕ Supplies	4.174	80,28	-98,08%	81,09	20,47	-74,76%	2	3	50,00%	1	3	200,00%
⬆ Technology	9.193	9.596,28	4,39%	1.934,25	1.341,38	-30,65%	22	20	-9,09%	17	15	-11,76%
⊕ Accessories	2.545	694,89	-72,70%	736,17	151,70	-79,39%	11	8	-27,27%	7	7	0,00%
⊕ Copiers	0	2.999,13	100,00%	0,00	464,99	100,00%	0	3	100,00%	0	2	100,00%
⊕ Machines	288	0,00	-100,00%	97,19	0,00	-100,00%	1	0	-100,00%	1	0	-100,00%
⊕ Phones	6.360	5.902,26	-7,20%	1.100,89	724,69	-34,17%	11	12	9,09%	10	8	-20,00%
Total	28.280	23.629,34	-16,45%	3.488,84	2.738,71	-21,50%	64	67	4,69%	56	55	-1,79%

LOCATION GROWTH DETAILS

Year - Month

2018-05

Category Hierarchy

All

Country	Previous Month Sales	Sales	MoM Sales Growth	Previous Month Profit	Profit	MoM Profit Growth	Previous Month Customers	Customers	MoM Customers Growth	Previous Month New Customers	New Customers	MoM New Customers Growth
[-] United States	28.280	23.629,34	-16,45%	3.488,84	2.738,71	-21,50%	64	67	4,69%	56	55	-1,79%
[-] Central	3.709	4.038,61	8,88%	229,38	-506,02	-320,60%	9	20	122,22%	5	15	200,00%
[+] Illinois	101	1.836,10	1712,04%	7,63	-428,09	-5710,87%	1	7	600,00%	1	5	400,00%
[+] Indiana	32	0,00	-100,00%	15,55	0,00	-100,00%	1	0	-100,00%	1	0	-100,00%
[+] Iowa	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Kansas	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Michigan	855	104,22	-87,82%	77,00	47,47	-38,35%	2	2	0,00%	1	2	100,00%
[+] Minnesota	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Missouri	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Nebraska	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] North Dakota	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Oklahoma	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] South Dakota	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Texas	2.720	1.950,26	-28,30%	129,19	-192,38	-248,91%	5	8	60,00%	2	6	200,00%
[+] Wisconsin	0	148,03	100,00%	0,00	66,97	100,00%	0	3	100,00%	0	2	100,00%
[-] East	3.049	7.245,10	137,66%	-220,63	754,50	-441,98%	15	16	6,67%	13	14	7,69%
[+] Connecticut	0	27,46	100,00%	0,00	9,89	100,00%	0	1	100,00%	0	1	100,00%
[+] Delaware	20	0,00	-100,00%	5,19	0,00	-100,00%	1	0	-100,00%	1	0	-100,00%
[+] District of Columbia	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Maine	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
[+] Maryland	535	116,28	-78,26%	145,37	56,98	-60,81%	2	1	-50,00%	2	1	-50,00%
[+] Massachusetts	73	2.502,49	3318,70%	5,74	382,89	6575,24%	1	3	200,00%	1	2	100,00%
[+] New Hampshire	0	211,66	100,00%	0,00	81,40	100,00%	0	1	100,00%	0	1	100,00%
[+] New Jersey	0	0,00	0,00%	0,00	0,00	0,00%	0	0	0,00%	0	0	0,00%
Total	28.280	23.629,34	-16,45%	3.488,84	2.738,71	-21,50%	64	67	4,69%	56	55	-1,79%

MARKET & PRODUCTS

Category Hierarchy

All

Country Hierarchy

United States (Country) ...

Year

2018

2019

2020

2021

Order Count

305

Sales

147,30K

Profit

19,90K

Profit Margin

14%

Customer Count

261

Discount Using Rate

64%

Returned Order

Count

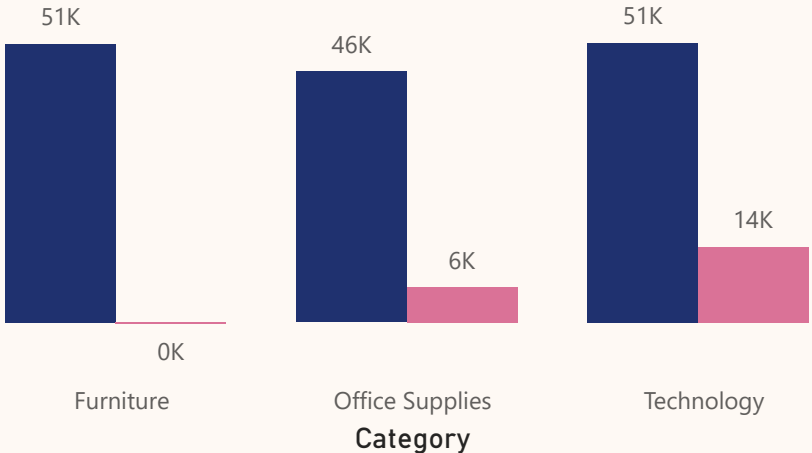
7

Products Sold

603

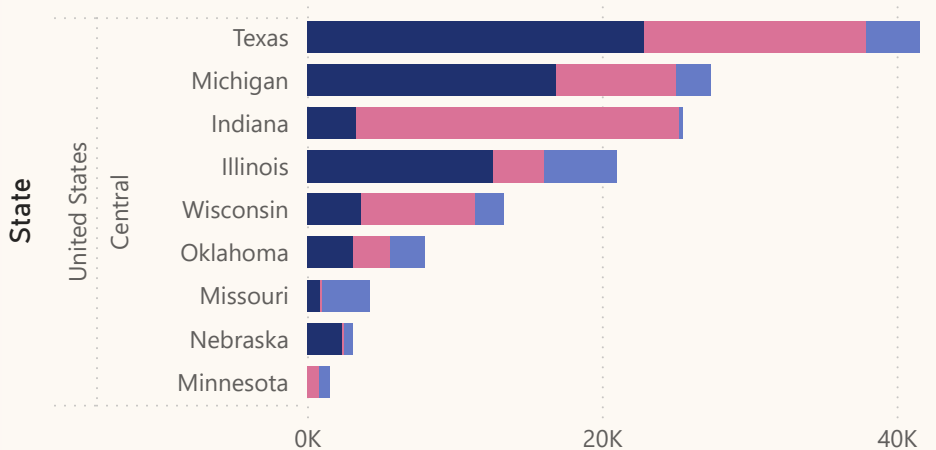
Sales and Profit by Category

● Sales ● Profit



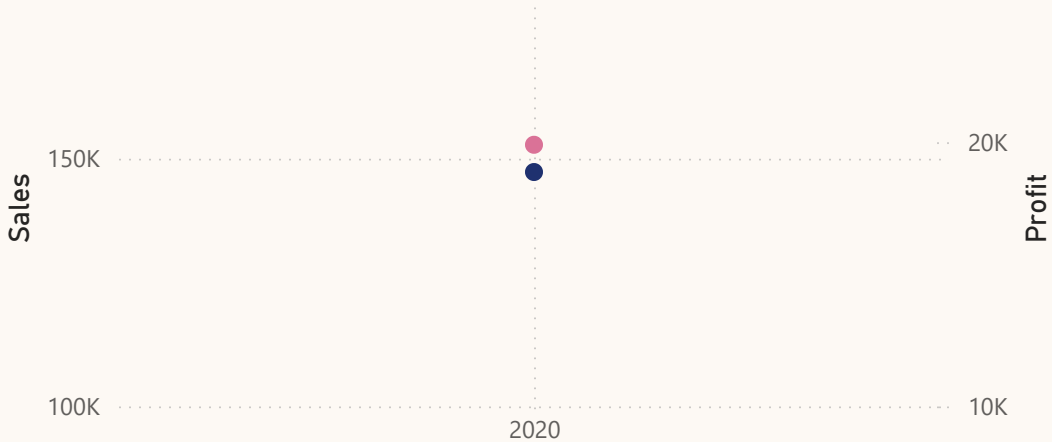
Sales by Location and Segment

Segment ● Consumer ● Corporate ● Home Office



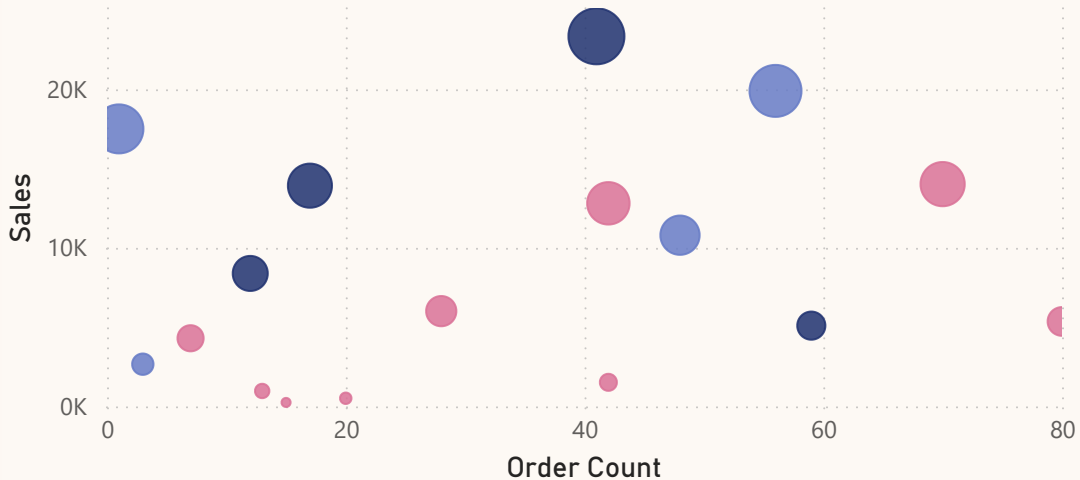
Sales and Profit by Time

● Sales ● Profit



Correlation between Orders and Sales of Category

Category ● Furniture ● Office Supplies ● Technology



PRODUCT DETAILS

Product Name

All

03/01/2018

30/12/2021

Year

2018

2019

2020

2021

Order Count

969

Sales

483,93K

Profit

49,54K

Profit Margin

10%

Customer Count

595

Discount Using Rate

61%

Returned Order

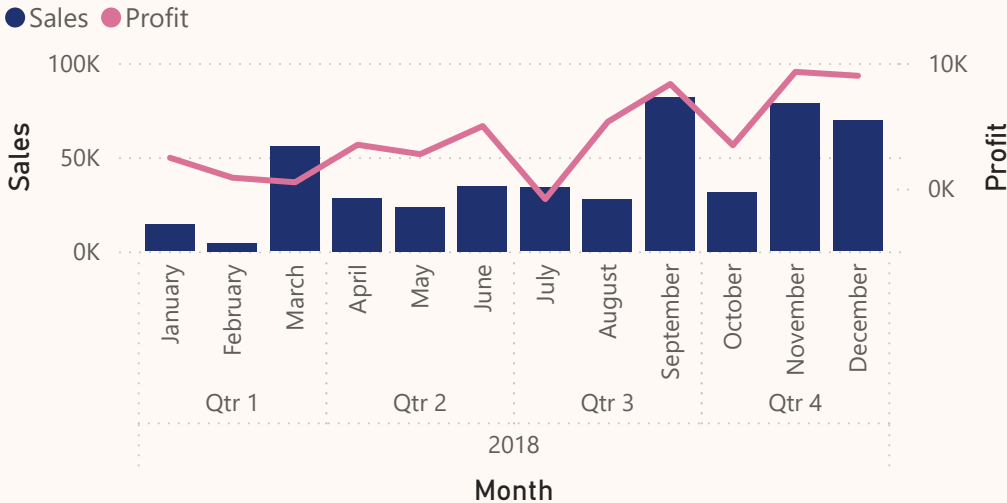
Count

53

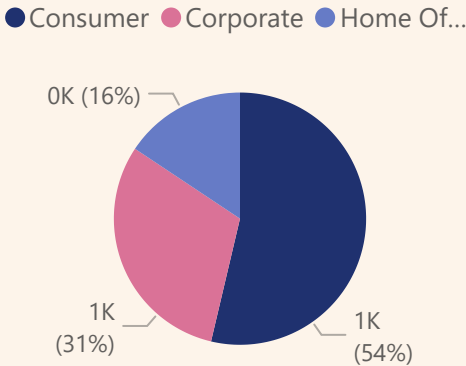
Products Sold

1993

Sales and Profit by Time



Products Sold by Segment



INFORMATION

Product ID

FUR-BO-10000330

Category

Furniture

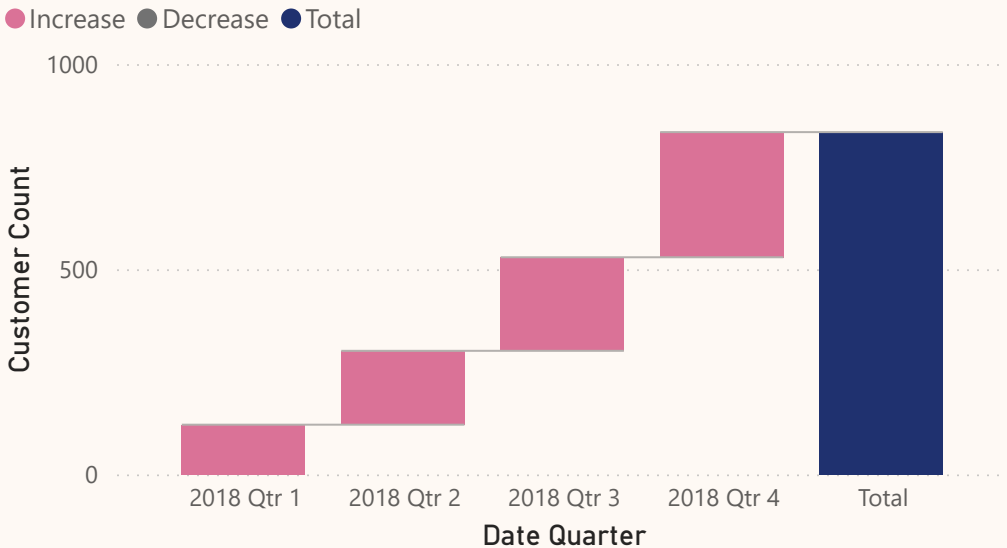
Sub Category

Accessories

Last Order Date

31/12/2018

Customers by Time



Sales by Location



CUSTOMERS

Category Hierarchy

All

Country Hierarchy

United States

03/01/2018

30/12/2021

Discount Using Rate

59%

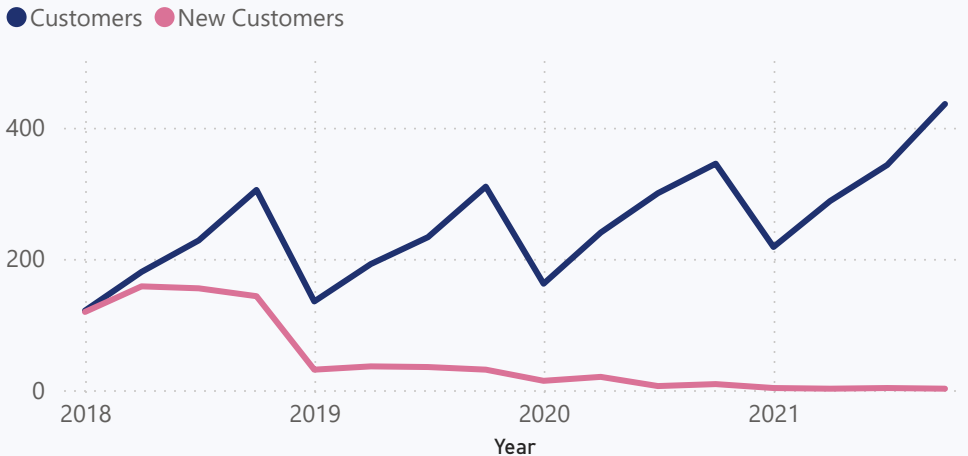
Customers

793

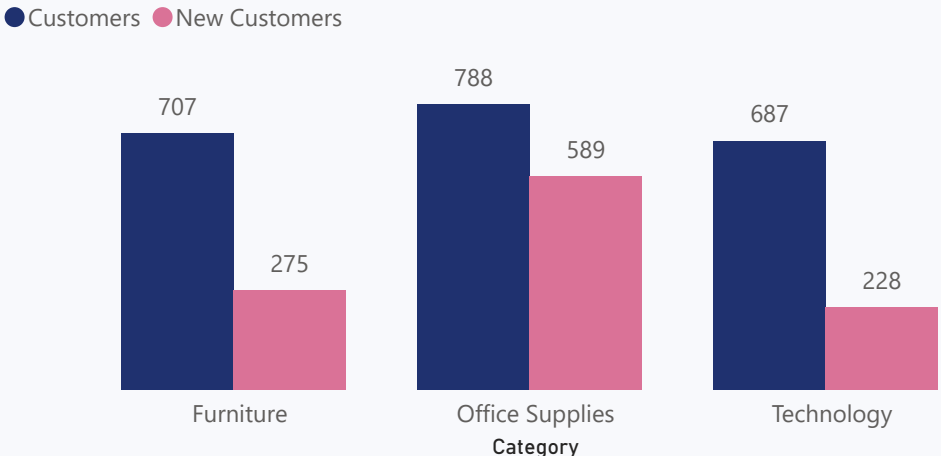
New Customers

767

Customers and New Customers by Time

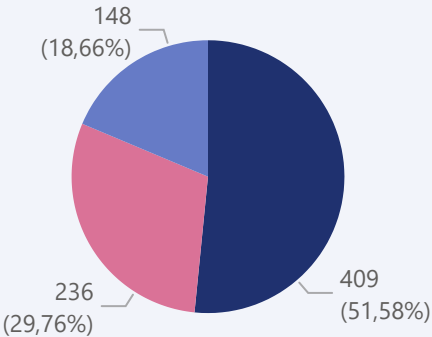


Customers and New Customers by Category

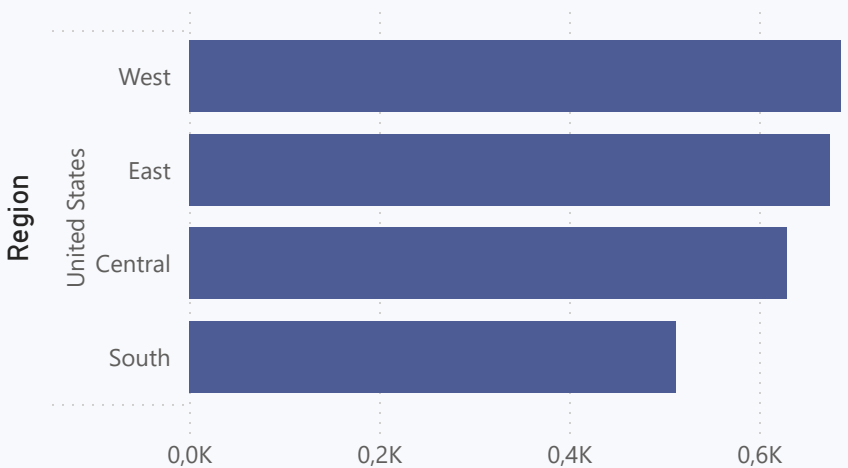


Customers by Segment

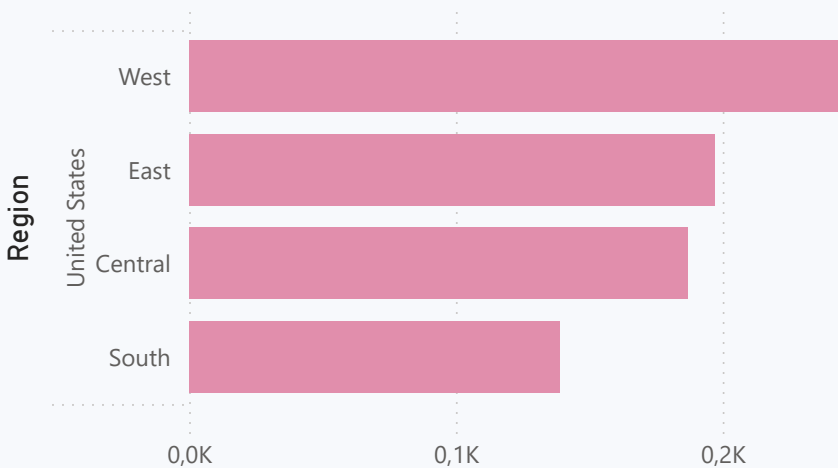
Consumer Corporate Home Office



Customers by Location



New Customers by Location



CUSTOMER DETAILS

Customer Name

Adam Bellavance

03/01/2018

30/12/2021



Sales
7,75K

Profit
2,05K

Orders
8

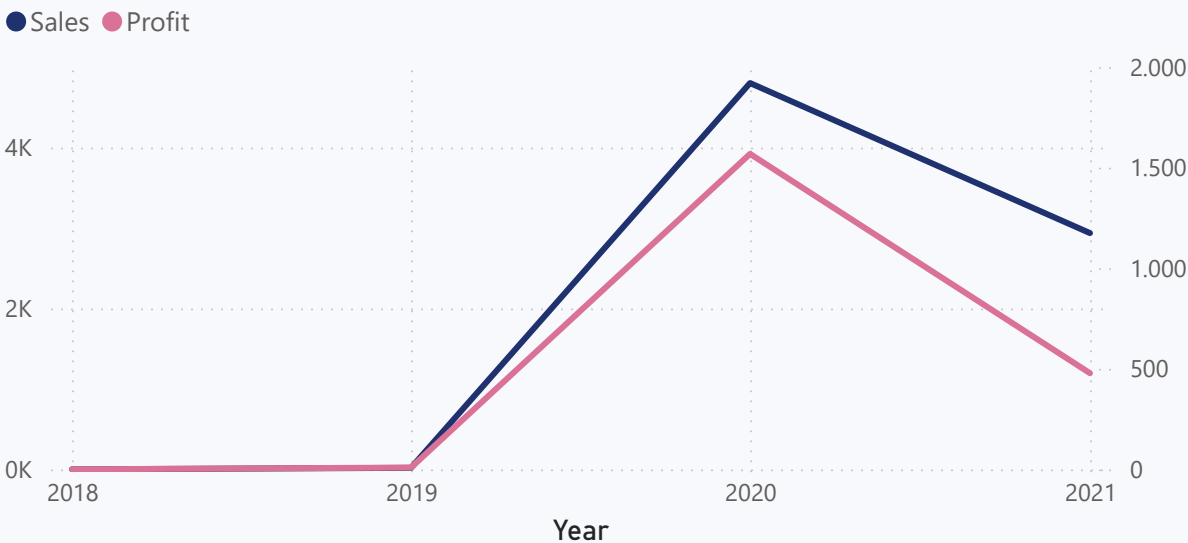
Return Rate
0%

Discount Using Rate
38%

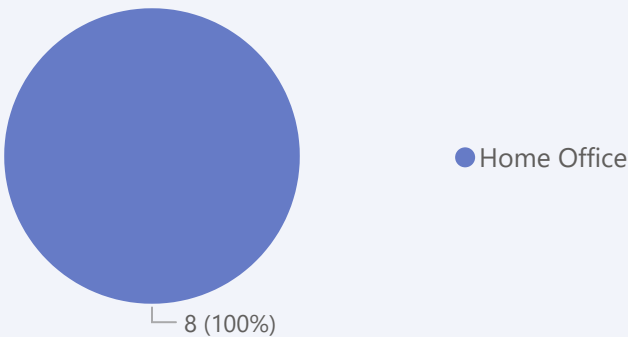
Last Order Date
06/11/2021

Days since last order
54

Sales and Profit by Time



Orders by Segment



Where to buy



Top Products

