

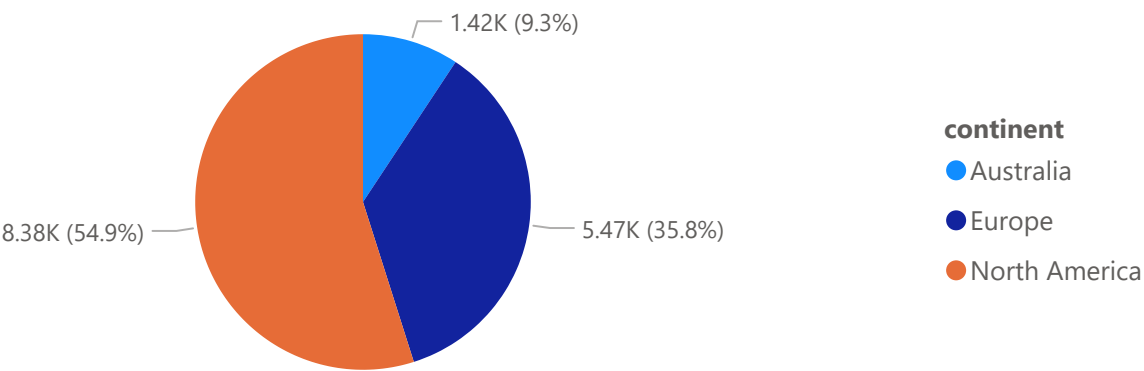
Illuminating Insights for Global Electronics

CUSTOMER ANALYSIS

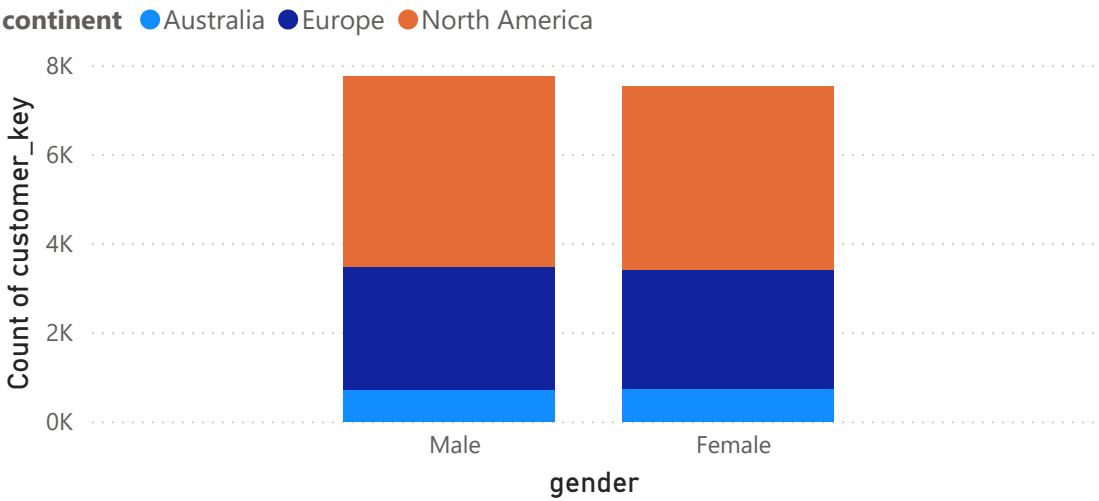
Customer Distribution by state and country

| country | Count of customer_key |
|----------------|-----------------------|
| United States | 6828 |
| United Kingdom | 1944 |
| Canada | 1553 |
| Germany | 1473 |
| Australia | 1420 |
| Netherlands | 733 |
| France | 670 |
| Italy | 645 |
| Total | 15266 |

Overall Customer Distribution by continent



Gender Based Customer Distribution



customers distribution by age

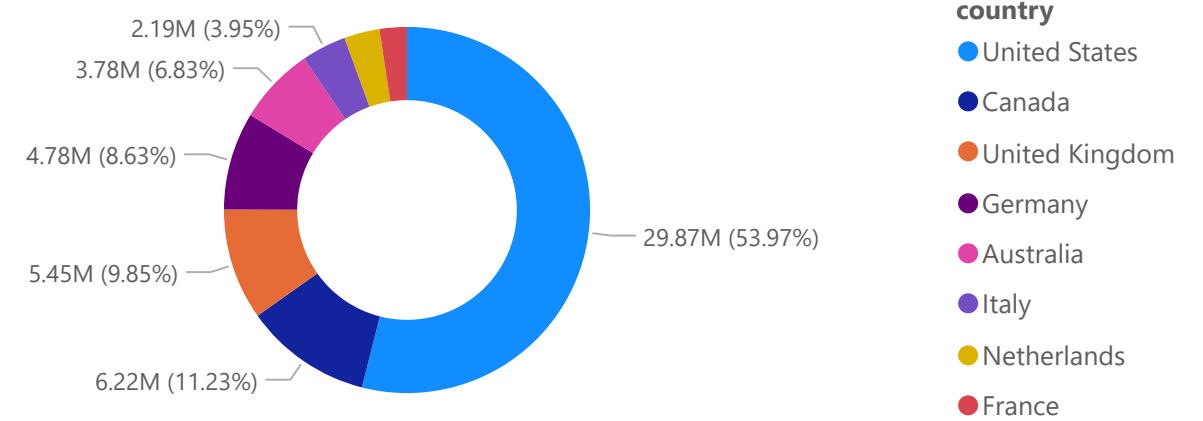
| Age | Australia | Canada | France | Germany | Italy | Netherlands | United Kingdom | United States | Total |
|-----|-----------|--------|--------|---------|-------|-------------|----------------|---------------|-------|
| 23 | 21 | 26 | 9 | 22 | 8 | 10 | 30 | 139 | 265 |
| 56 | 24 | 30 | 9 | 26 | 11 | 17 | 27 | 119 | 263 |
| 44 | 25 | 20 | 13 | 24 | 7 | 9 | 36 | 120 | 254 |
| 63 | 21 | 20 | 15 | 21 | 12 | 14 | 28 | 119 | 250 |
| 70 | 29 | 28 | 12 | 19 | 10 | 10 | 38 | 102 | 248 |
| 87 | 24 | 20 | 13 | 22 | 13 | 18 | 31 | 107 | 248 |
| 73 | 31 | 18 | 18 | 30 | 7 | 10 | 30 | 103 | 247 |
| 24 | 21 | 28 | 12 | 25 | 14 | 16 | 28 | 102 | 246 |
| 60 | 23 | 30 | 19 | 28 | 20 | 10 | 21 | 94 | 245 |
| 47 | 15 | 25 | 7 | 23 | 8 | 11 | 37 | 117 | 243 |
| 79 | 18 | 28 | 11 | 25 | 12 | 10 | 40 | 99 | 243 |
| 33 | 22 | 22 | 6 | 21 | 11 | 7 | 37 | 116 | 242 |
| 39 | 25 | 19 | 11 | 33 | 12 | 10 | 37 | 95 | 242 |
| 76 | 28 | 24 | 12 | 21 | 10 | 10 | 28 | 109 | 242 |
| 32 | 24 | 24 | 7 | 22 | 12 | 9 | 35 | 108 | 241 |
| 42 | 21 | 21 | 14 | 29 | 10 | 6 | 31 | 109 | 241 |
| 65 | 30 | 26 | 13 | 25 | 6 | 13 | 31 | 97 | 241 |
| 59 | 23 | 26 | 15 | 26 | 7 | 9 | 26 | 106 | 238 |

STORE ANALYSIS

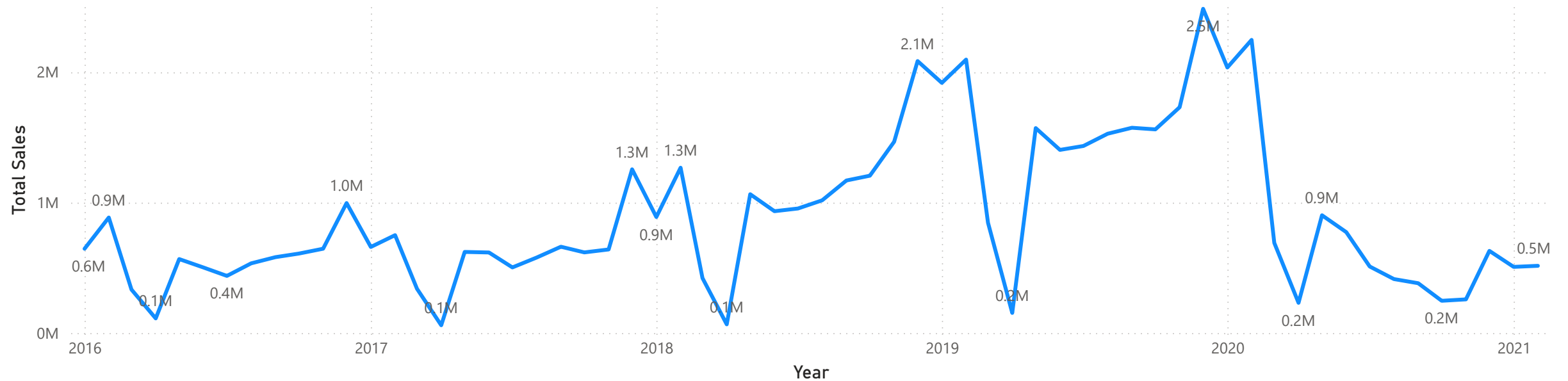
STORE WISE SALES

| Store Country | Sum of Total Sales in USD |
|---------------|---------------------------|
| United States | 23,764,425.83 |
| Online | 11,431,369.93 |
| Canada | 4,751,666.37 |
| United | 4,421,290.66 |
| Germany | 3,745,542.62 |
| Australia | 2,924,952.14 |
| Italy | 1,821,667.54 |
| Netherlands | 1,404,390.41 |
| France | 1,084,160.53 |
| Total | 55,349,466.04 |

STORE COUNTRY WISE SALES PERFORMANCE



TIMELINE SALES



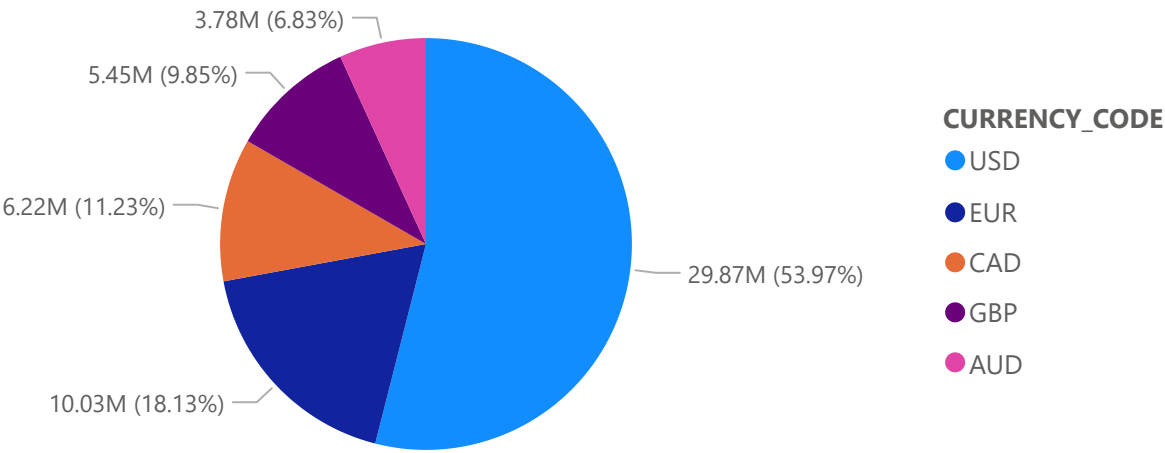


SALES ANALYSIS

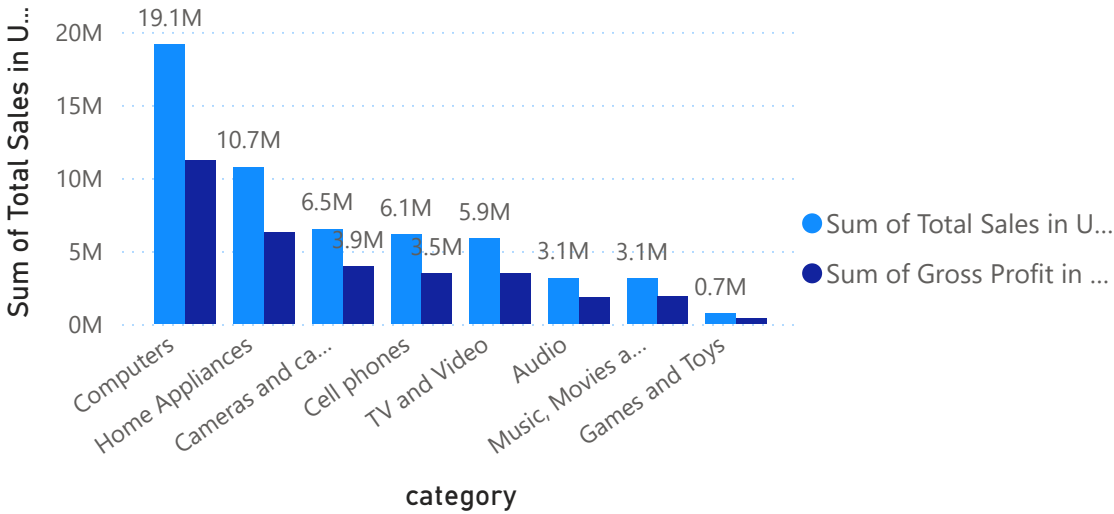
ITEM SUB-CATEGORY WISE SALES

| subcategory | Sales Quantity | Total Sales in USD | Sum of Gross Profit in USD |
|----------------------|----------------|--------------------|----------------------------|
| Desktops | 20626 | 9,780,921.76 | 5,557,830.34 |
| Televisions | 5625 | 4,256,583.24 | 2,597,735.76 |
| Projectors & Screens | 4757 | 3,771,560.05 | 2,360,315.99 |
| Water Heaters | 4563 | 3,529,011.69 | 2,028,449.88 |
| Camcorders | 4482 | 3,366,706.73 | 2,022,090.89 |
| Laptops | 4947 | 3,151,682.44 | 1,786,605.91 |
| Movie DVD | 28802 | 3,113,971.60 | 1,899,608.76 |
| Touch Screen Phones | 10630 | 3,050,825.47 | 1,720,826.42 |
| Smart phones & PDAs | 10077 | 2,774,855.32 | 1,573,422.17 |
| Refrigerators | 2324 | 2,141,052.85 | 1,309,418.71 |
| Washers & Dryers | 1180 | 2,118,571.34 | 1,196,788.98 |
| Digital SLR Cameras | 4308 | 1,880,297.43 | 1,161,476.14 |
| Monitors | 4563 | 1,503,347.20 | 940,555.04 |
| Total | 197757 | 55,349,466.04 | 32,426,125.61 |

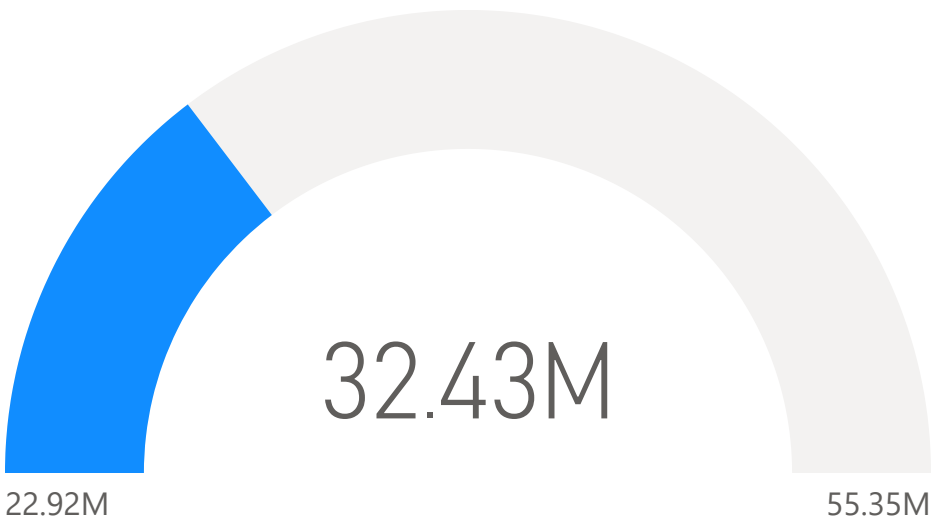
SALES BY CURRENCY CODE



SALES AND PROFIT BY PRODUCT CATEGORY



MIN: TOTAL COST, VALUE:PROFIT, MAX:TOTAL SALES



PRODUCT WISE SALES AND GROSS PROFIT

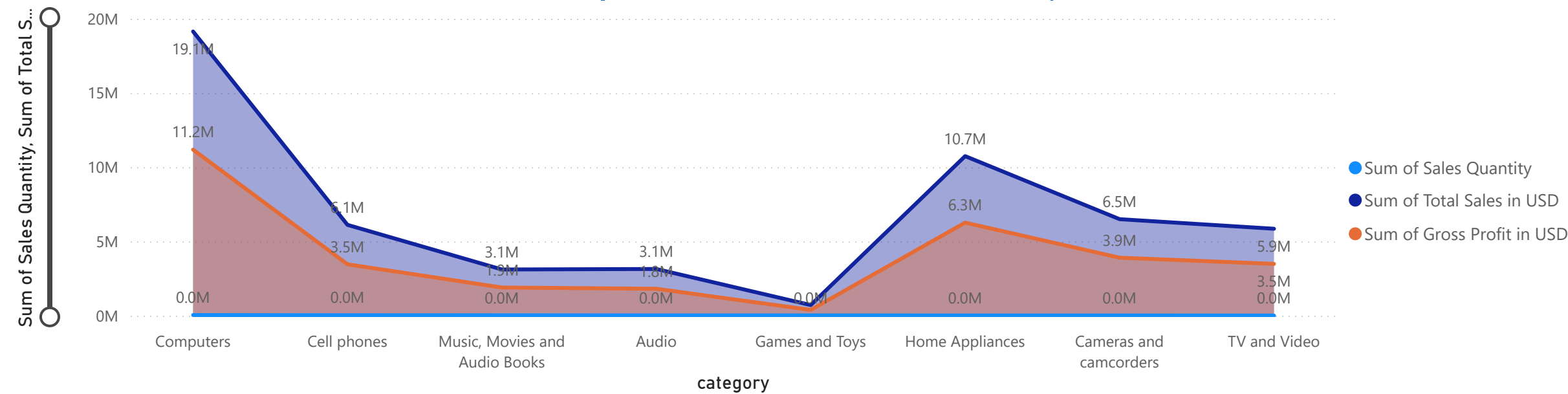
| product_name | Sales Quantity | Total Sales in USD | Gross Profit in USD |
|---|----------------|--------------------|---------------------|
| WWI Desktop PC2.33 X2330 Black | 550 | 500,919.33 | 334,956.41 |
| Adventure Works Desktop PC2.33 XD233 Brown | 479 | 459,291.37 | 307,118.52 |
| Adventure Works Desktop PC2.33 XD233 Silver | 481 | 457,900.56 | 306,188.52 |
| Adventure Works Desktop PC2.33 XD233 Black | 462 | 442,279.60 | 295,743.11 |
| Adventure Works Desktop PC2.33 XD233 White | 451 | 433,566.26 | 289,916.68 |
| WWI Desktop PC2.33 X2330 White | 462 | 417,395.83 | 279,105.64 |
| WWI Desktop PC2.33 X2330 Brown | 460 | 416,241.11 | 278,333.50 |
| Adventure Works 52" LCD HDTV X590 White | 136 | 381,072.31 | 254,816.05 |
| Adventure Works 52" LCD HDTV X590 Black | 129 | 374,990.46 | 250,749.22 |
| WWI Desktop PC2.33 X2330 Silver | 392 | 355,144.33 | 237,479.10 |
| Adventure Works 52" LCD HDTV X590 Silver | 122 | 332,715.56 | 222,480.78 |
| Total | 197757 | 55,349,466.04 | 32,426,125.61 |

PRODUCT CATEGORY

SLICERS

| | | |
|------------------------|-----------------|-------------------------------|
| Audio | Computers | Music, Movies and Audio Books |
| Cameras and camcorders | Games and Toys | TV and Video |
| Cell phones | Home Appliances | |

sales Quantity , Sales Value in USD, Gross Profit in USD comparison



REPORT SUMMARY

Top 5 Best Selling Items

| Product Name | Sum of Sales in USD |
|---|---------------------|
| WWI Desktop PC2.33 X2330 Black | 500,919.33 |
| Adventure Works Desktop PC2.33 XD233 White | 433,566.26 |
| Adventure Works Desktop PC2.33 XD233 Silver | 457,900.56 |
| Adventure Works Desktop PC2.33 XD233 Brown | 459,291.37 |
| Adventure Works Desktop PC2.33 XD233 Black | 442,279.60 |
| Total | 2,293,957.12 |

Best Selling Product Category

| Product Category | Sum of Sales in USD |
|------------------|---------------------|
| Computers | 19,143,319.65 |

Best Performing Store

| Store | Sum of Sales in USD |
|--------|---------------------|
| Online | 11,431,369.93 |

Top 5 Least Selling Items

| Product Name | Sum of Sales in USD |
|---|---------------------|
| SV USB Data Cable E600 Pink | 23.72 |
| SV USB Data Cable E600 Grey | 20.17 |
| Litware 80mm Dual Ball Bearing Case Fan E1001 Green | 18.74 |
| SV USB Sync Charge Cable E700 Silver | 15.45 |
| SV USB Data Cable E600 Silver | 15.20 |
| Total | 93.28 |

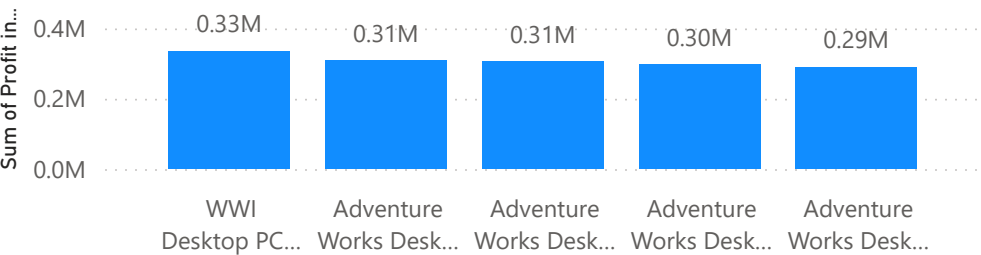
Least Selling Product Category

| Product Category | Sum of Sales in USD |
|------------------|---------------------|
| Games and Toys | 718,602.81 |

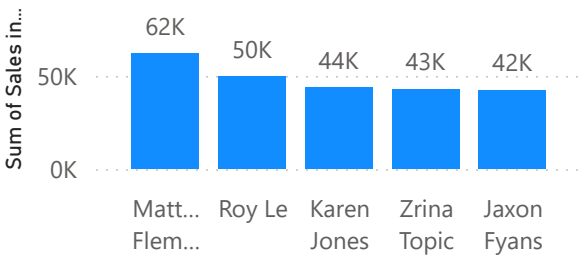
Under Performing Store

| Store | Sum of Sales in USD |
|--------------------|---------------------|
| Northern Territory | 20,843.53 |

TOP 5 PROFITABLE ITEMS



Top 5 Customers



Sales in USD by YEAR

