

SALES OVERVIEW

3.25bn
SalesAmount

14M
SalesQuantity

859.51K
Transactions

3.78K
Average

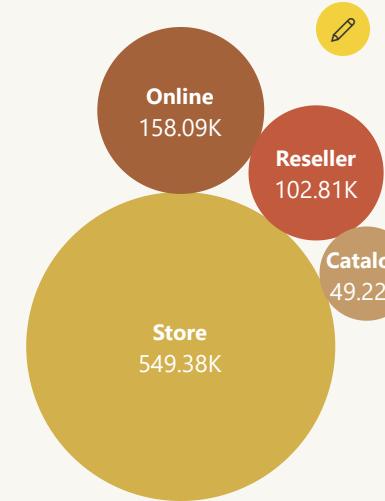
3.25bn
SalesAmount

3.25bn
SalesAmount

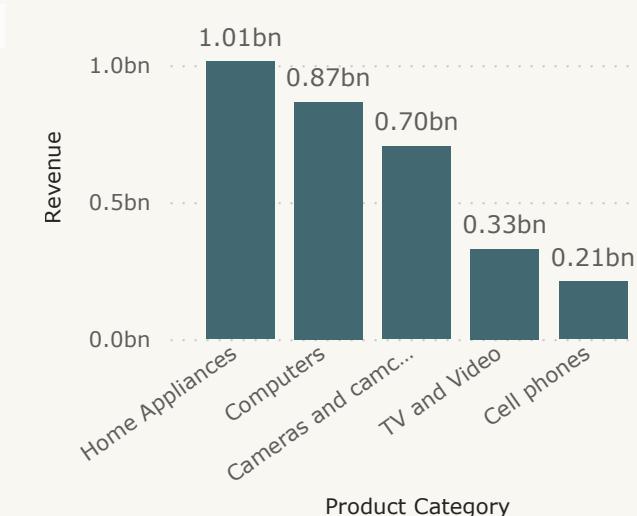
Revenue and SalesQuantity by Year



Revenue by Channel



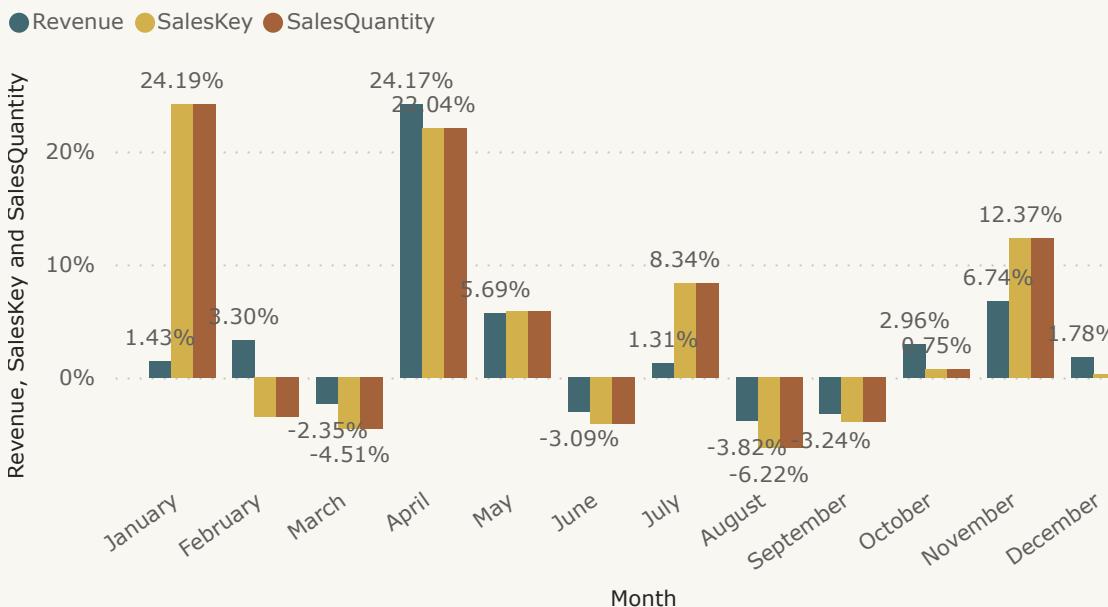
Revenue by Product Category



Revenue by Channel



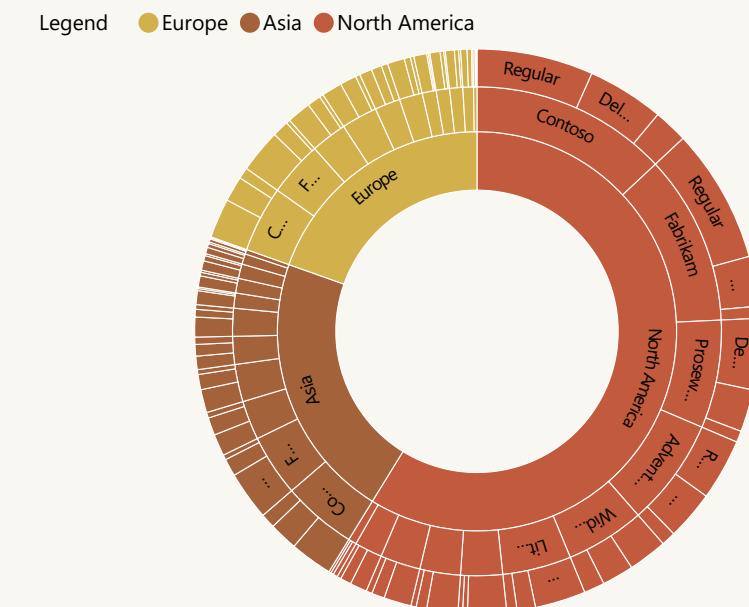
Sales MoM by Month



Revenue by Continent



Revenue by Continent, Product Brand-Class



SALES ANALYSIS

3.25bn
SalesAmount

14M
SalesQuantity

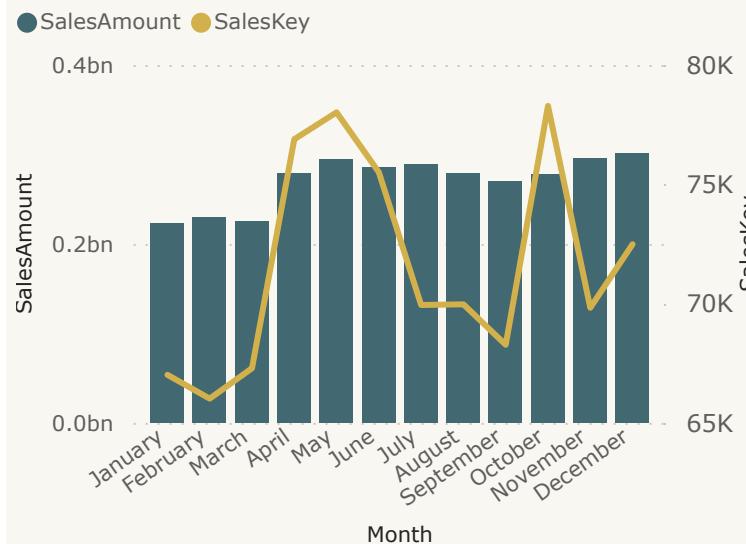
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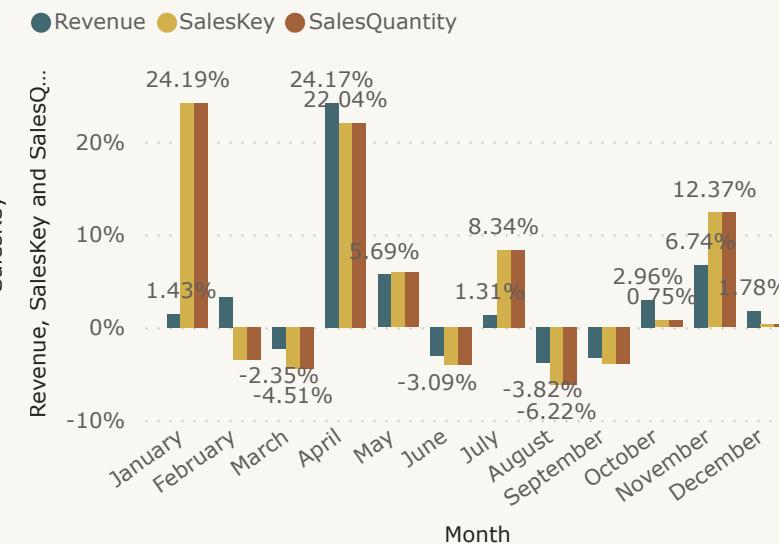
3.25bn
SalesAmount

3.25bn
SalesAmount

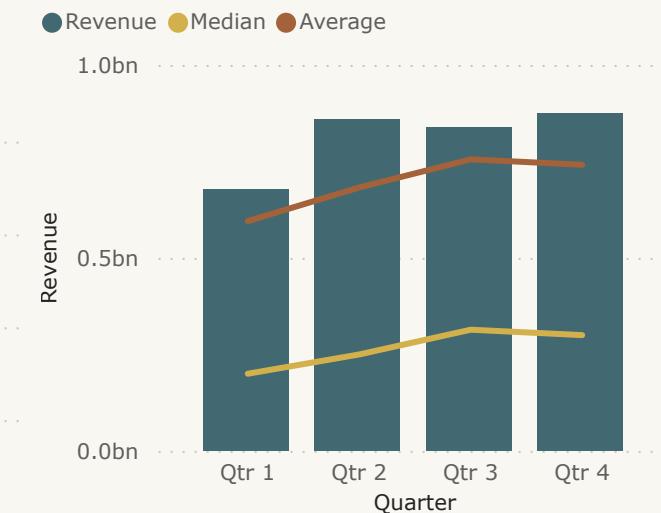
Saleskey over time



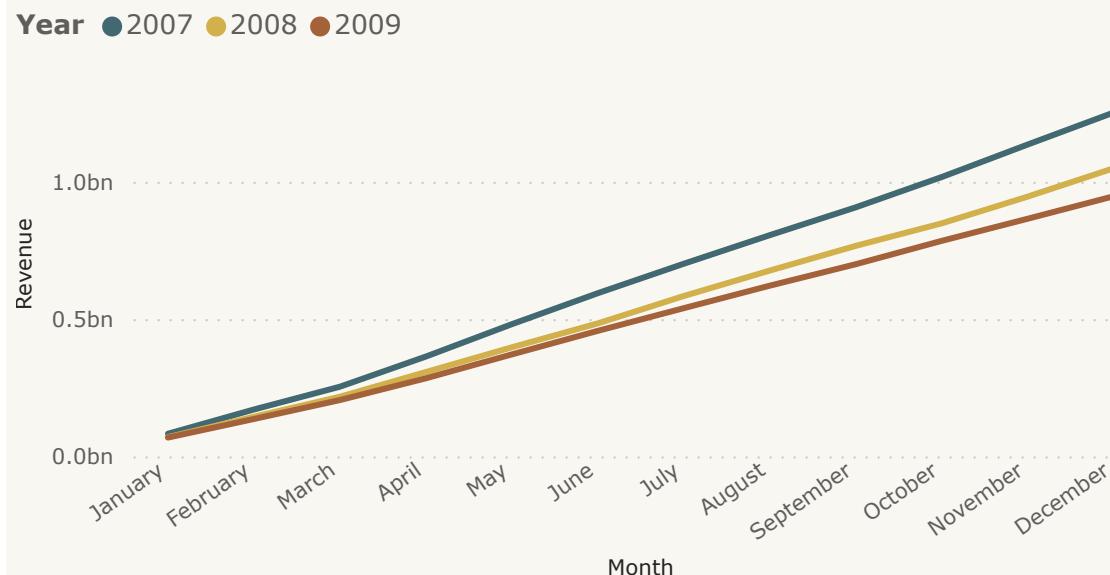
Sales MoM by Month



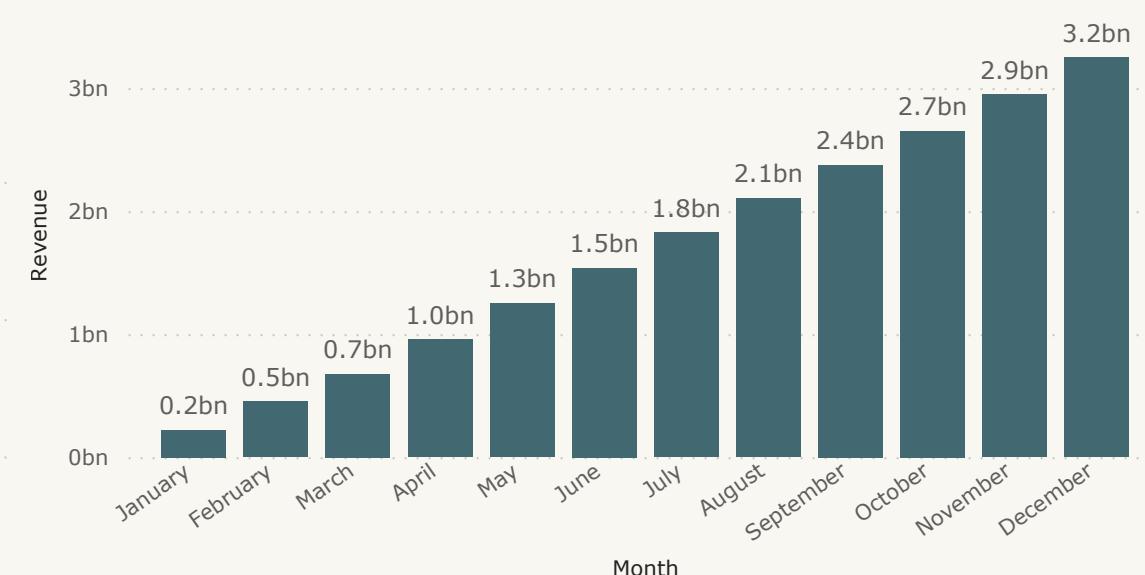
Revenue over time



Revenue Running Total MoM and YoY



Revenue Running Total MoM



Year

All

Channel

All

Continent

All

Product Brand

All

Product Class

All

Product Cat...

All

Store

All

SALES ANALYSIS

3.25bn
SalesAmount

14M
SalesQuantity

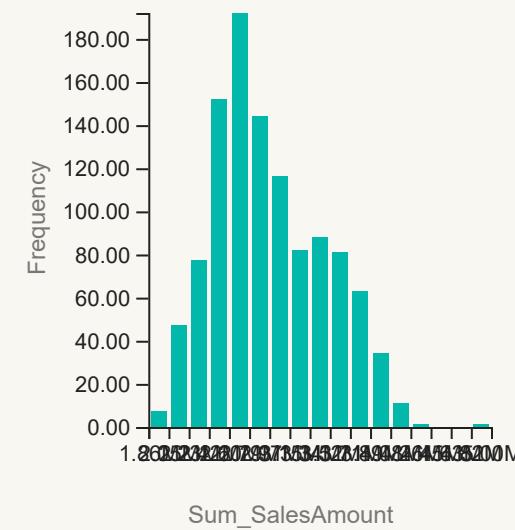
859.51K
Transactions

3.78K
Average

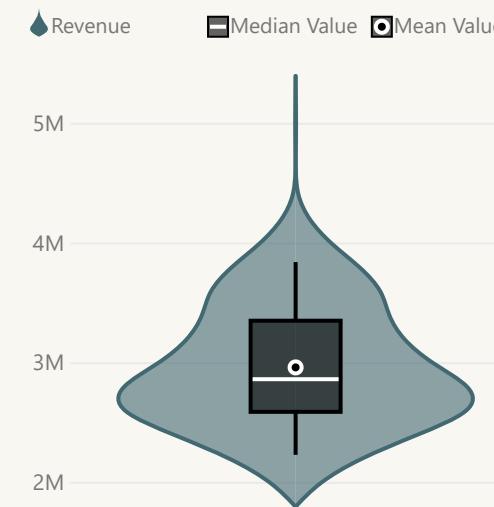
3.25bn
SalesAmount

3.25bn
SalesAmount

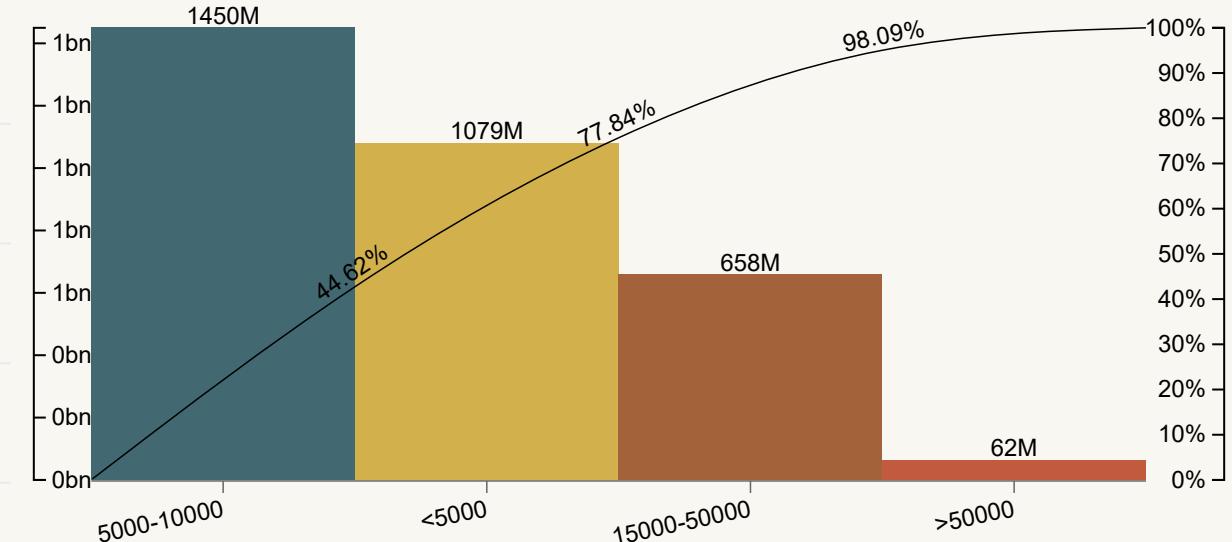
Revenue Distribution (Datekey)



Revenue Distribution

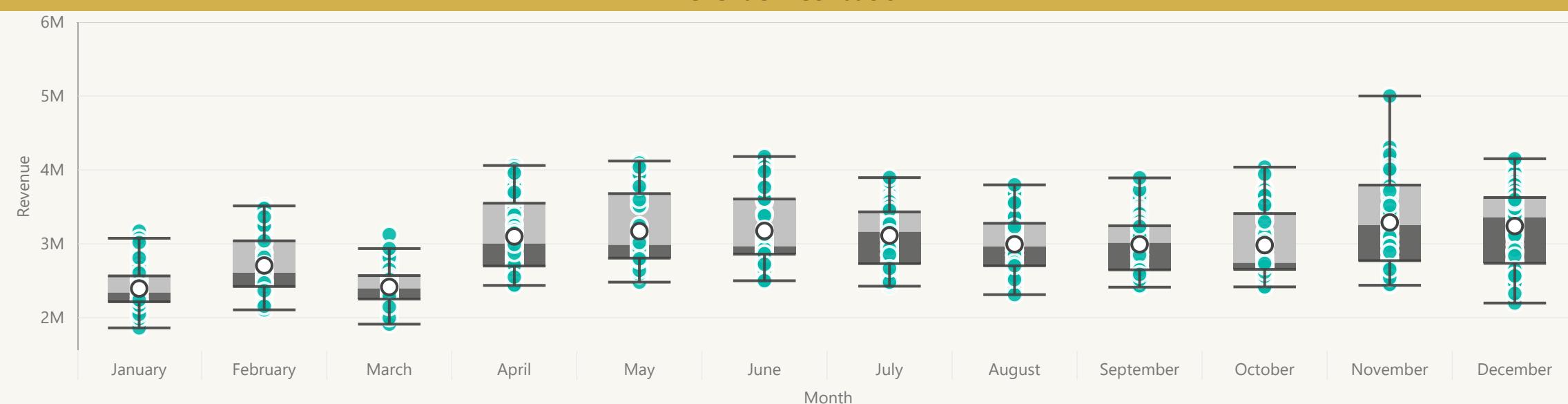


Revenue Distribution



- Year ▾
All ▾
- Channel ▾
All ▾
- Continent ▾
All ▾
- Product Brand ▾
All ▾
- Product Class ▾
All ▾
- Product Cat... ▾
All ▾
- Store ▾
All ▾

Revenue Distribution



SALES ANALYSIS

3.25bn
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859.51K
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Average

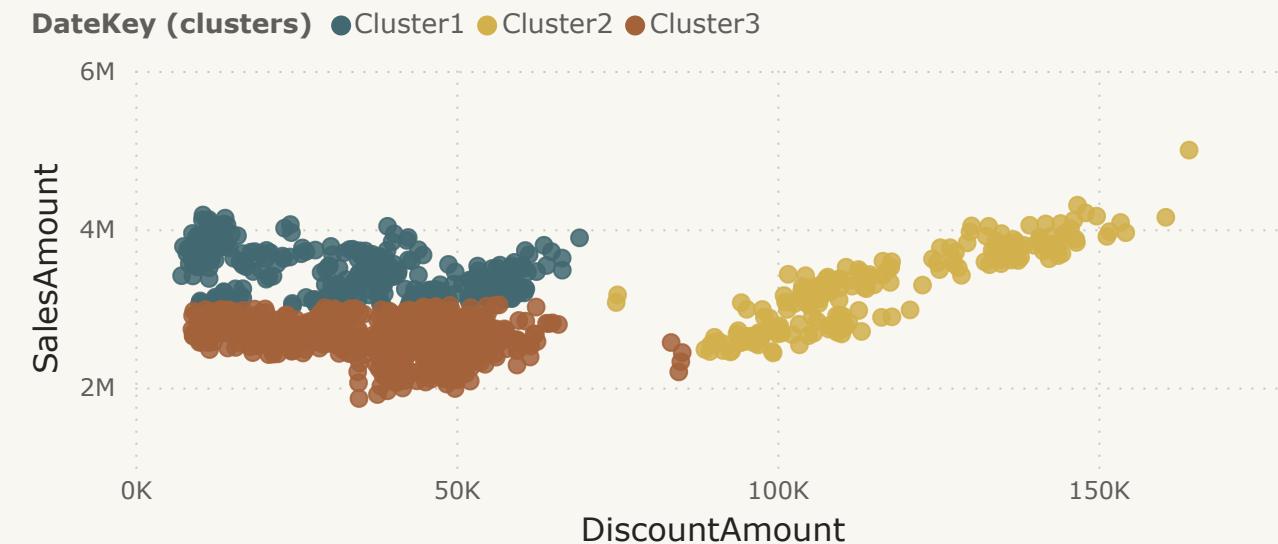
3.25bn
SalesAmount

3.25bn
SalesAmount

Correlation among Revenue, Discount, Return and Cost



Revenue vs DiscountAmount



Year

Channel

Continent

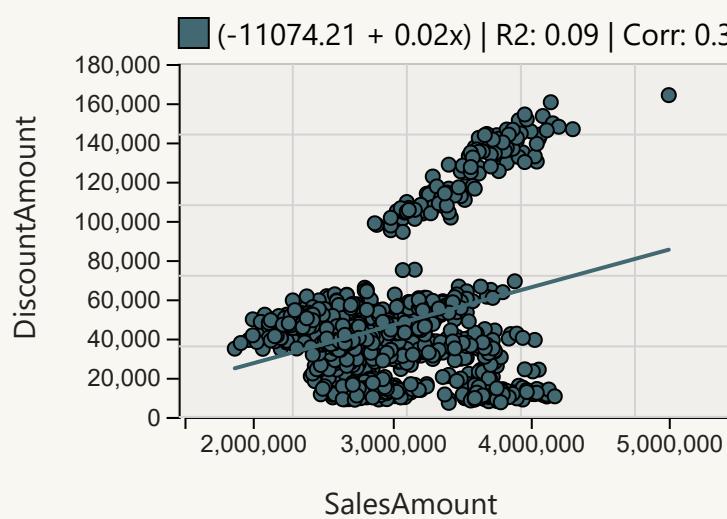
Product Brand

Product Class

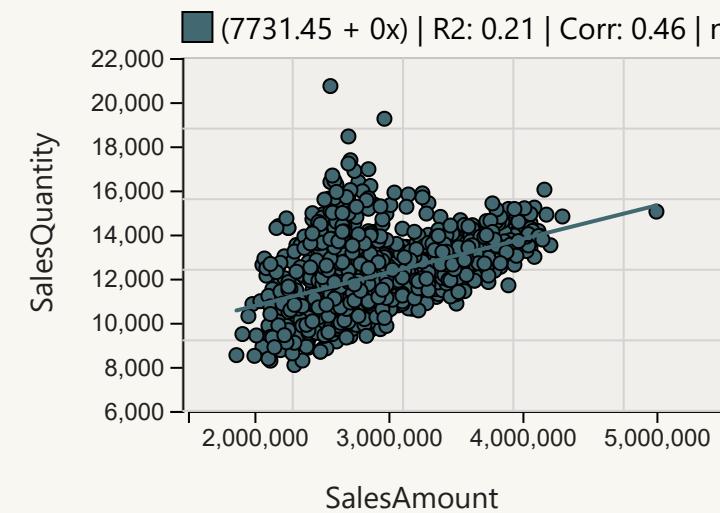
Product Cat...

Store

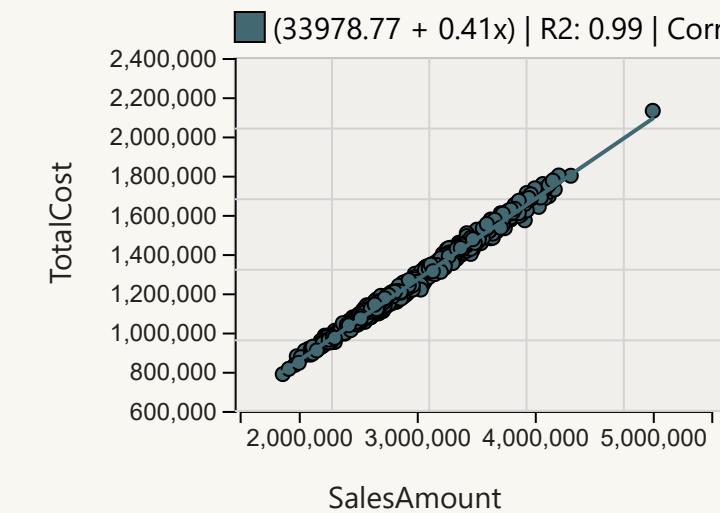
DiscountAmount vs SalesAmount



Revenue vs DiscountAmount



Revenue vs TotalCost



SALES ANALYSIS

3.25bn
SalesAmount

14M
SalesQuantity

859.51K
Transactions

3.78K
Average

3.25bn
SalesAmount

3.25bn
SalesAmount

Key Influencer on Revenue

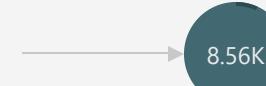
Key influencers Top segments

What influences SalesAmount to ?



When...

....the average of SalesAmount increases by



DiscountAmount is more than 240

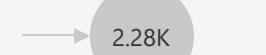
ClassName is Deluxe



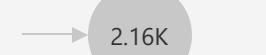
BrandName is Fabrikam



DiscountAmount is 121.584 - 240



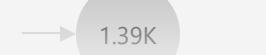
BrandName is Adventure Works



ProductCategoryName is Cameras and camcorders



BrandName is Wide World Importers



Sort by: Impact Count

Revenue over Channel, Continent and Product Class

All

ChannelName

Store

Online

Reseller

Catal...

ContinentName

North America

Asia

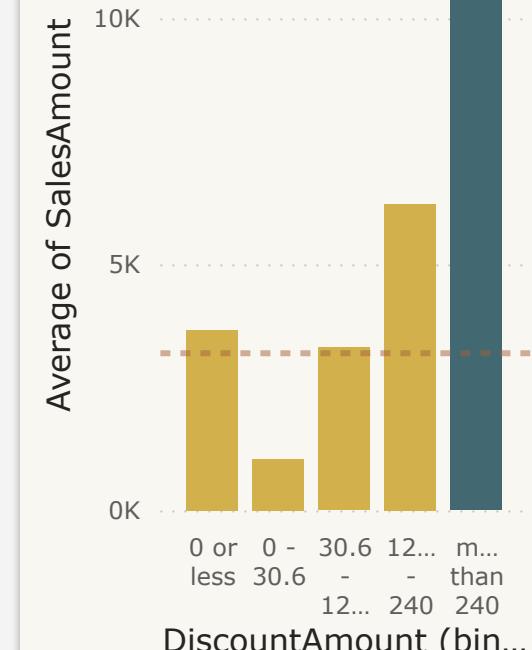
Europe

ClassName

Regular

Deluxe

Economy



Year	<input type="button" value="All"/>
Channel	<input type="button" value="All"/>
Continent	<input type="button" value="All"/>
Product Brand	<input type="button" value="All"/>
Product Class	<input type="button" value="All"/>
Product Cat...	<input type="button" value="All"/>
Store	<input type="button" value="All"/>

CHANNEL ANALYSIS

4
Number of Channel

4

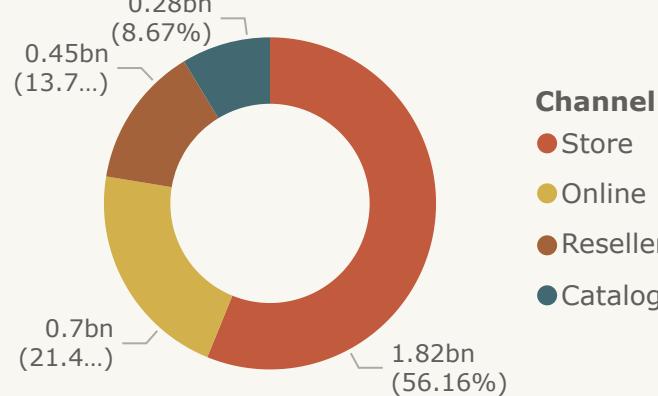
281.60M
Revenue by Catalog

696.51M
Revenue by Online

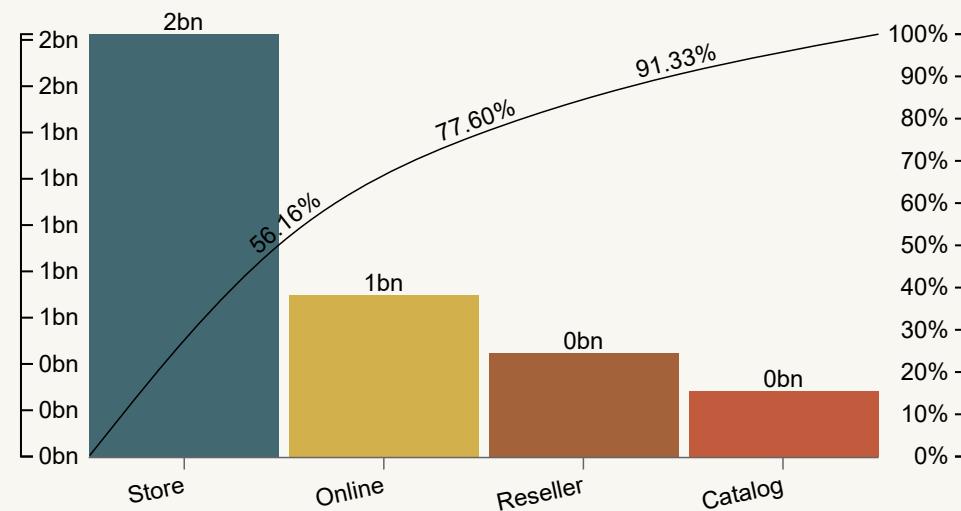
446.15M
Revenue by Reseller

1.82bn
Revenue by Store

Revenue by Channel



Revenue Running Total by Channel



Revenue by Channel



Year
All

Channel
All

Continent
All

Product Brand
All

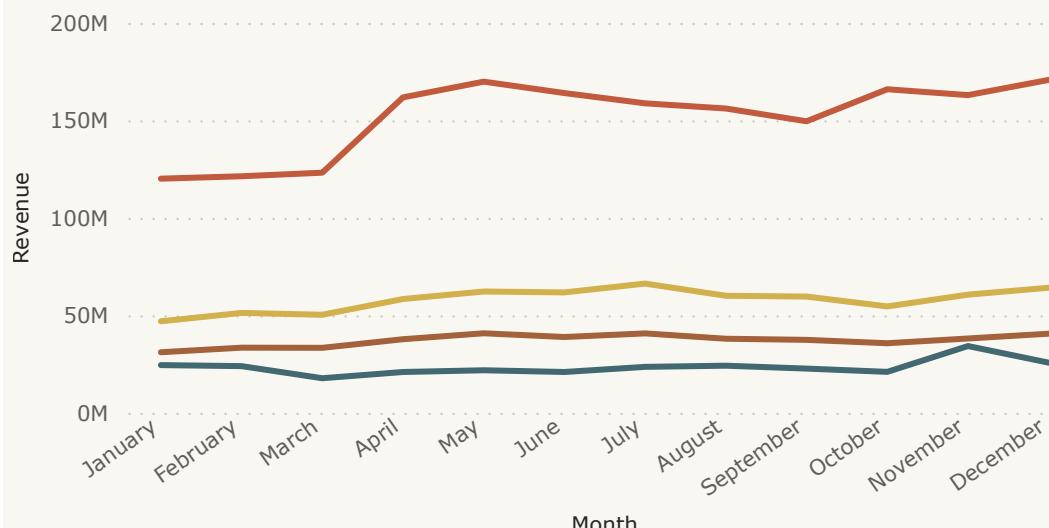
Product Class
All

Product Cat...
All

Store
All

Revenue by Channel over time

Channel Catalog Online Reseller Store



Daily Revenue by Channel



Store
All

CHANNEL ANALYSIS

4

Number of Channel

281.60M

Revenue by Catalog

696.51M

Revenue by Online

446.15M

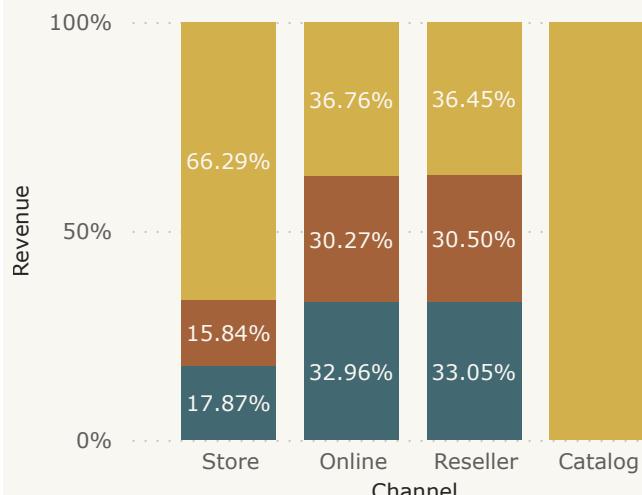
Revenue by Reseller

1.82bn

Revenue by Store

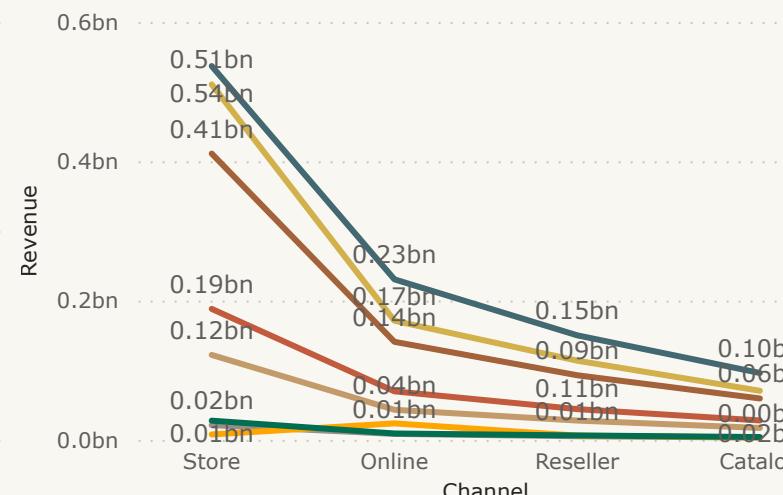
Revenue by Channel and Continent

Continent: North America (Blue), Europe (Red), Asia (Yellow)



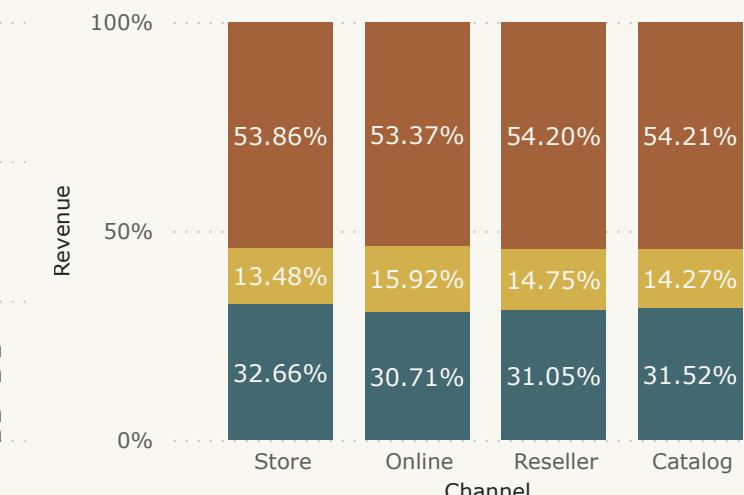
Revenue by Channel and Product Category

Product Category: Audio (Dark Blue), Cameras (Red), Cell phones (Orange), Computers (Yellow)



Revenue by Channel and Product Class

Product Class: Deluxe (Dark Blue), Economy (Yellow), Regular (Red)



Revenue by Channel, Geography and Store

Channel: Store

Revenue: 3,249,112,427.49

Online: 696,509,152.31

Reseller: 446,149,333.47

Continent: North America

Revenue: 1,209,767,628.07

Asia: 326,114,890.20

Europe: 288,975,149.27

Country: United States

Revenue: 1,143,234,226.11

Canada: 66,533,401.96

City: Houston

Revenue: 23,780,358.00

Denver: 18,053,475.80

Milwaukee: 17,943,367.87

Store name: Contoso Houston No.1...

Revenue: 6,303,566.67

Contoso Houston No.3...

Revenue: 6,064,566.31

Contoso Houston No.2...

Revenue: 5,768,014.57

Year: All

Channel: All

Continent: All

Product Brand: All

Product Class: All

Product Cat...: All

Store: All

GEOGRAPHY ANALYSIS

3

Number of Continent

34

Number of Country

263

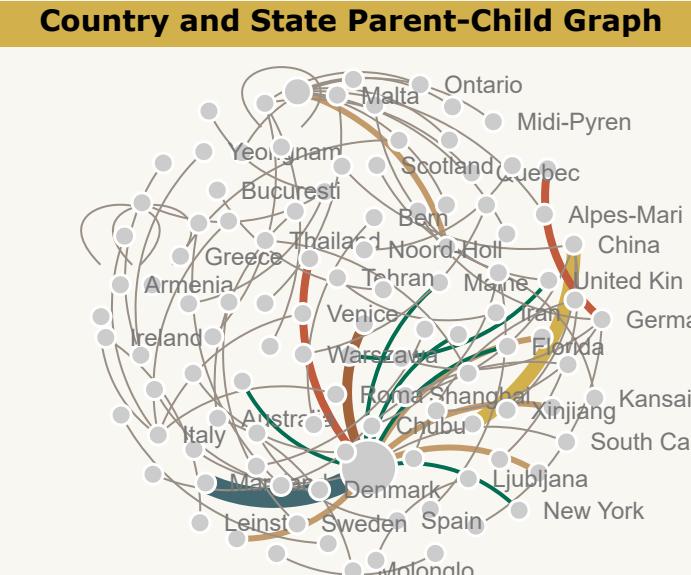
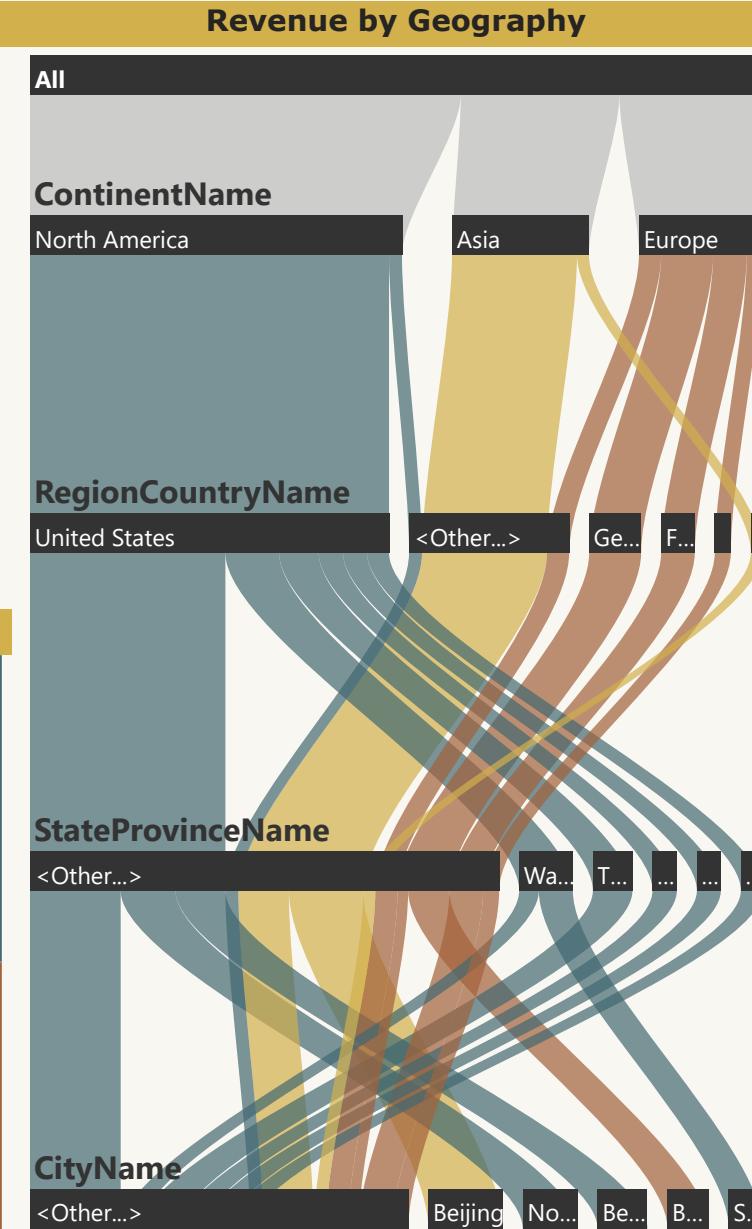
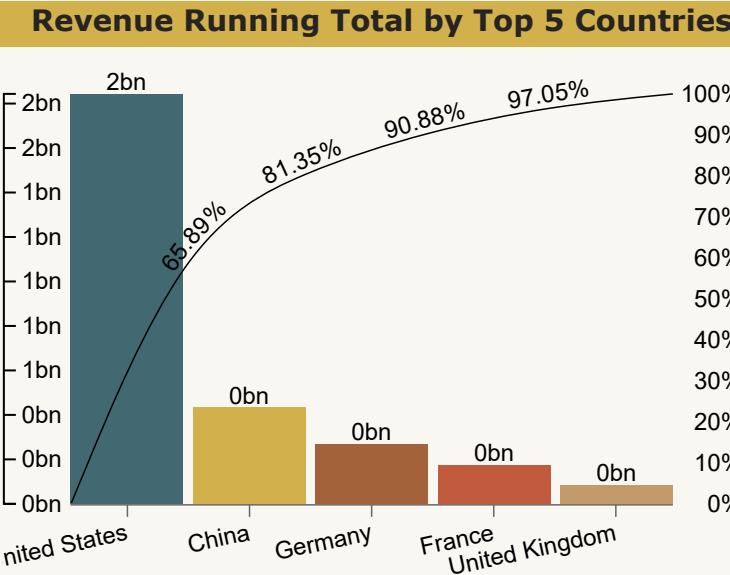
Number of City

78

Number of State

3.25bn

Revenue



GEOGRAPHY ANALYSIS

3

Number of Continent

34

Number of Country

263

Number of City

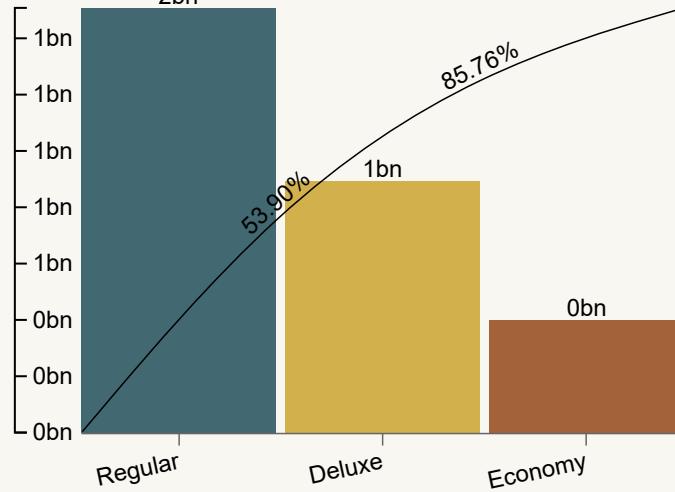
78

Number of State

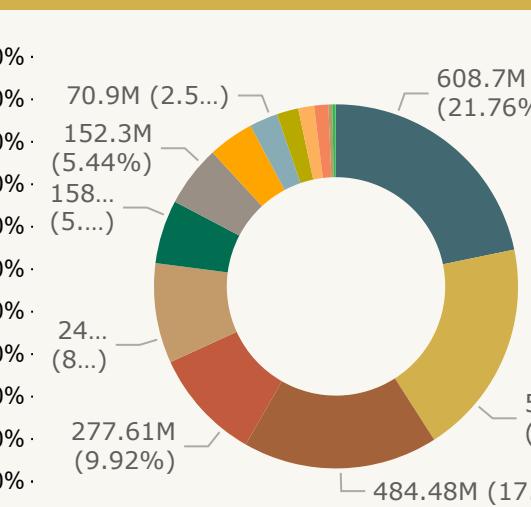
3.25bn

Revenue

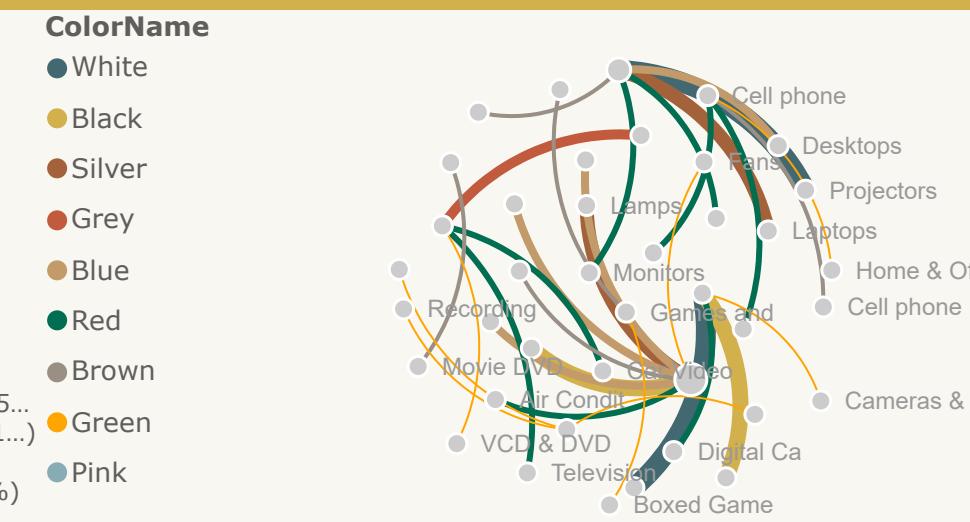
Revenue Running Total by Product Class



Revenue Running Total by Top 5 Countries



Product Category and Sub Category



Year

All

Channel

All

Continent

All

Product Brand

All

Product Class

All

Product Cat...

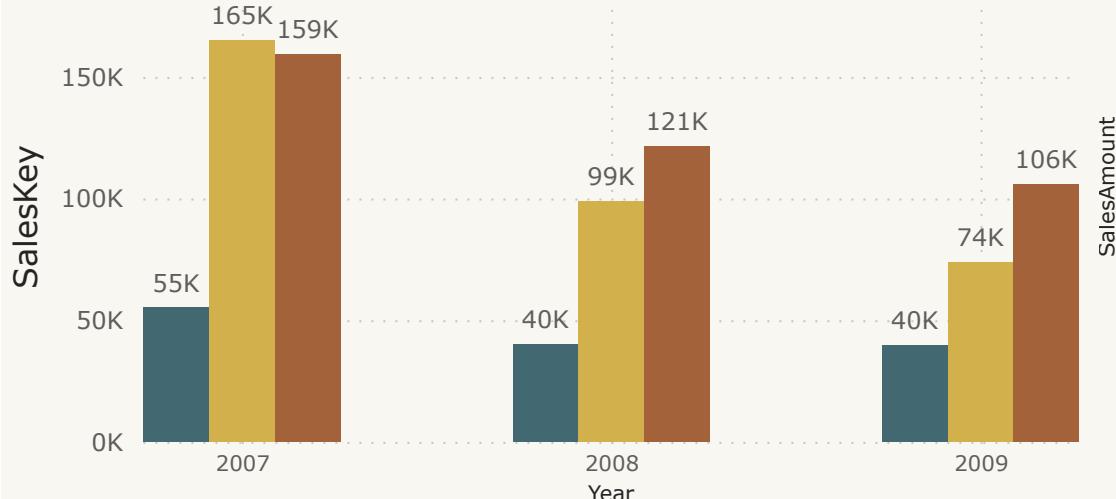
All

Store

All

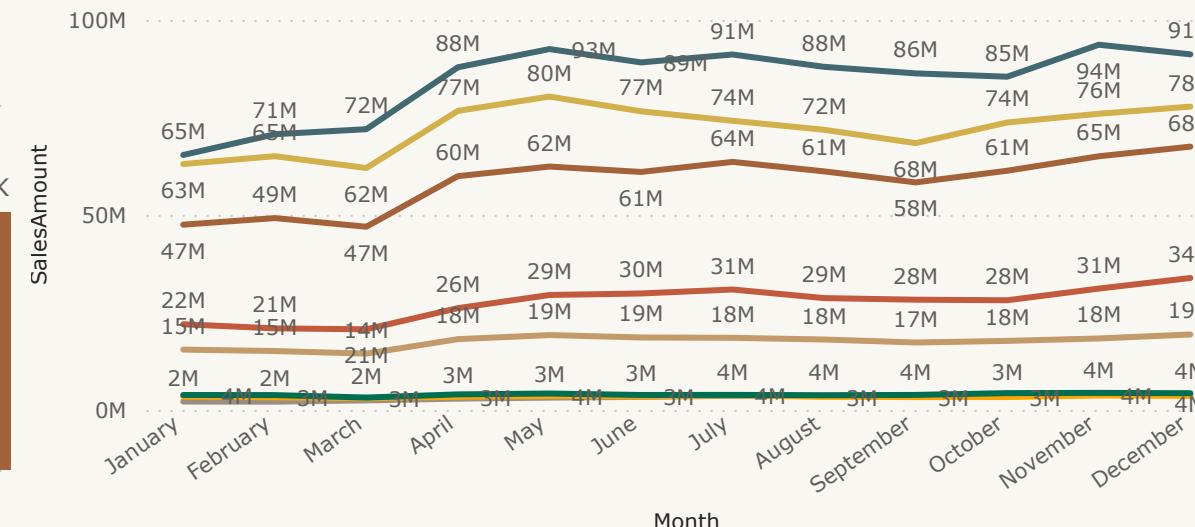
Transaction by Product Class over time

Product Class ● Deluxe ● Economy ● Regular



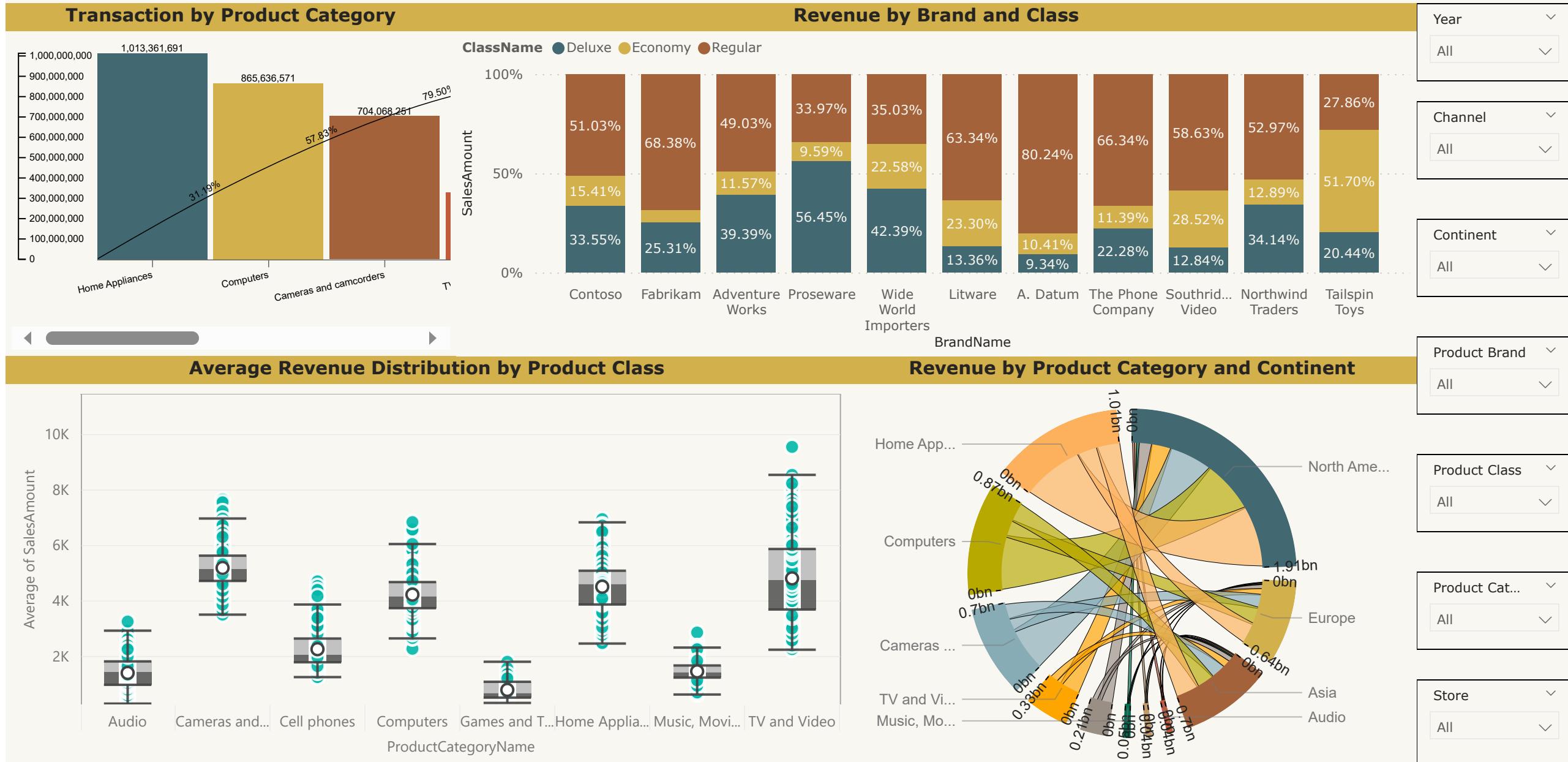
Revenue by Channel and Continent

ProductCategoryName ● Audio ● Cameras a... ● Cell phones ● Computers ● Games a... ● Home Ap...



GEOGRAPHY ANALYSIS

3 Number of Continent 34 Number of Country 263 Number of City 78 Number of State 3.25bn Revenue



GEOGRAPHY ANALYSIS

299

Number of Stores

1.82bn

Revenue by Store

3.32K

Average Revenue in Store

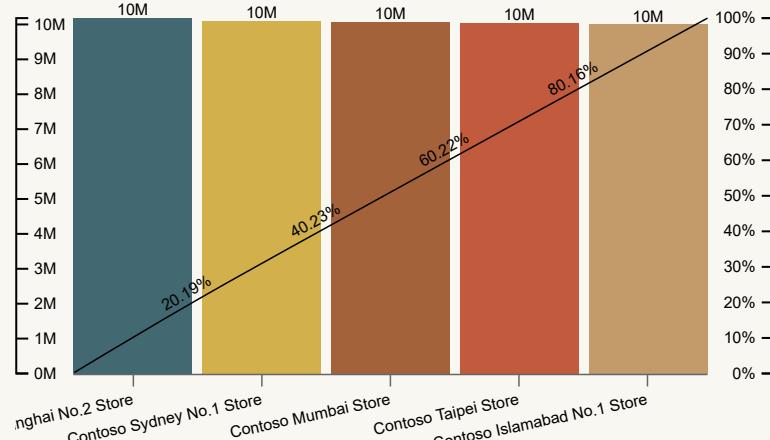
549.38K

Transaction at store

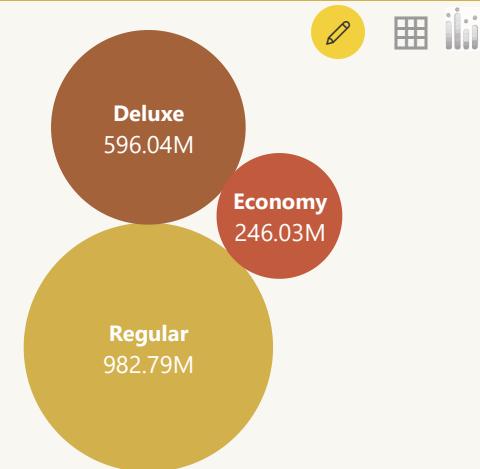
7M

SalesQuantity at store

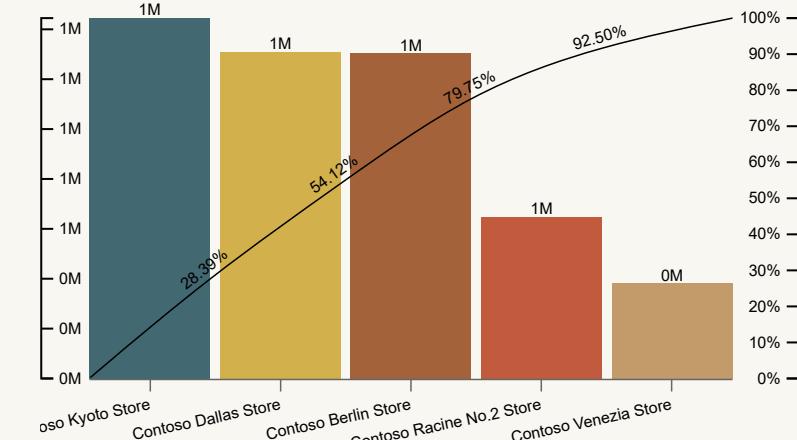
Transaction by Product Category



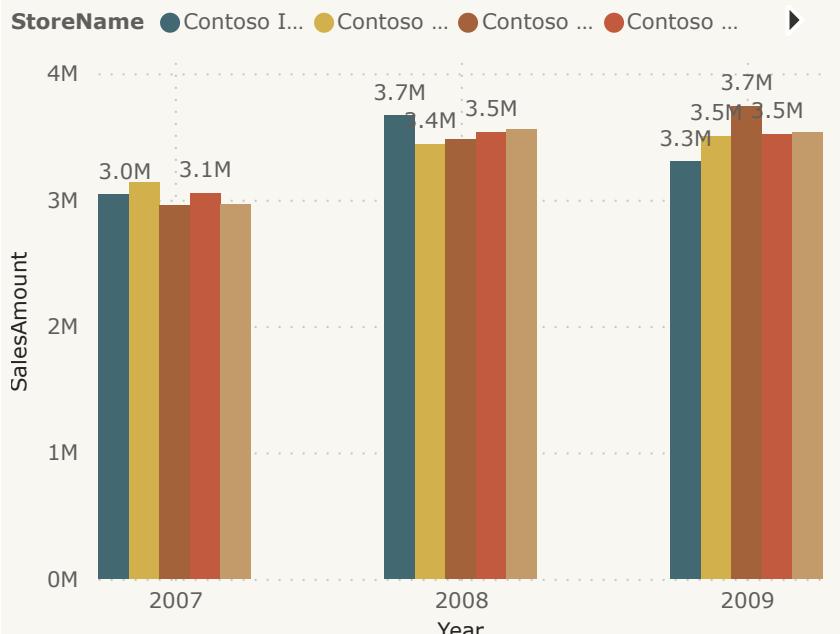
Revenue at store by Product Class



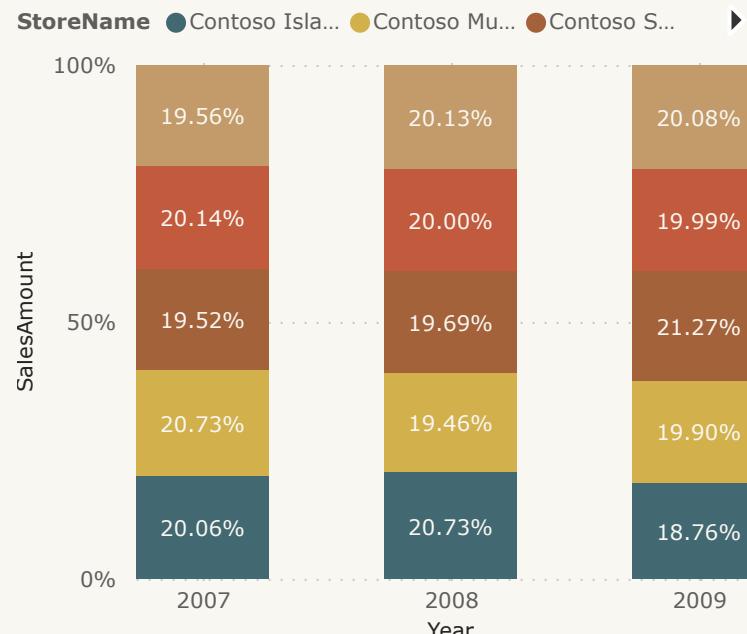
Transaction by Product Category



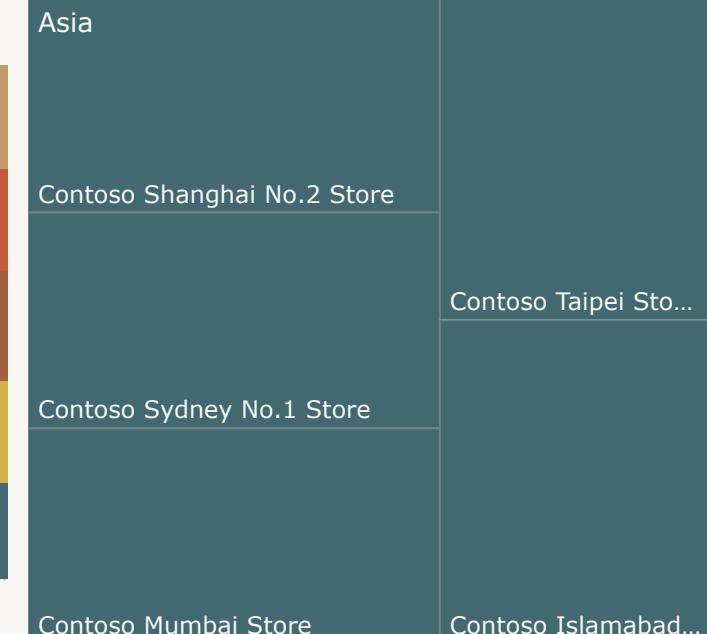
Revenue by top 5 stores over time



Transaction by Product Category



Revenue by top 5 stores and continent



Year

Channel

Continent

Product Brand

Product Class

Product Cat...

Store

GEOGRAPHY ANALYSIS

299

Number of Stores

1.82bn

Revenue by Store

3.32K

Average Revenue in Store

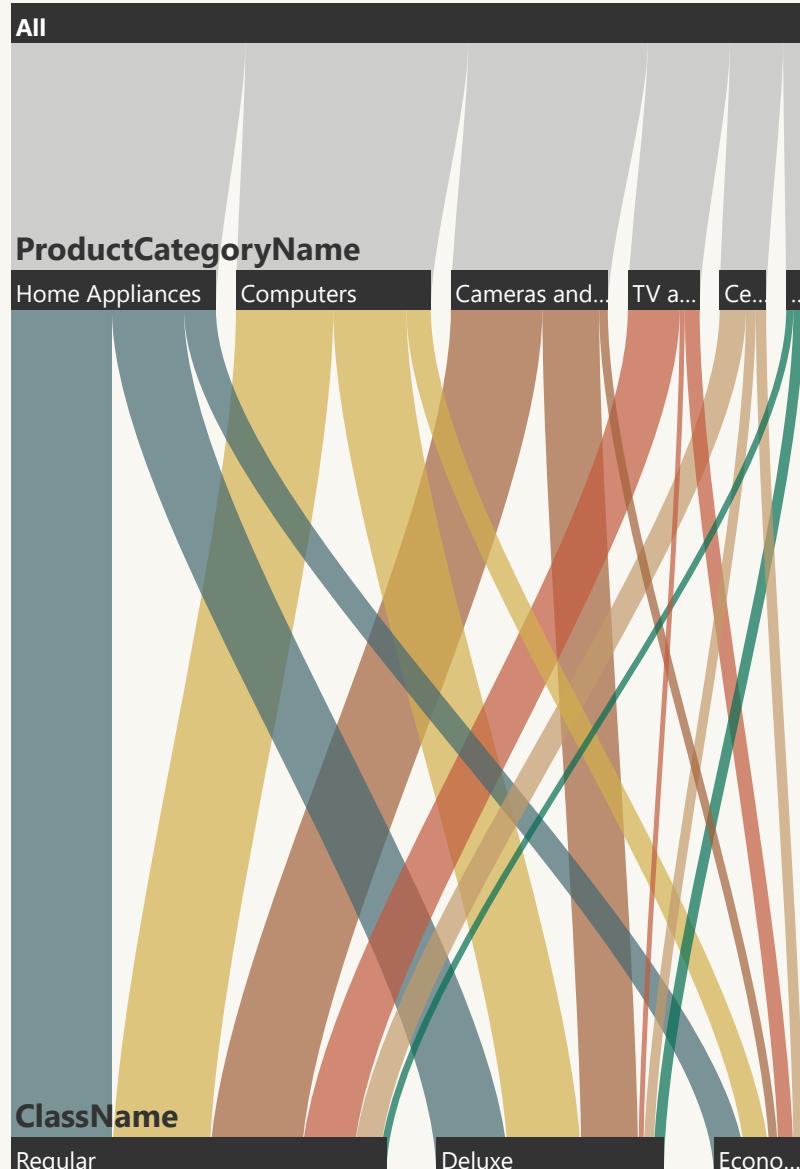
549.38K

Transaction at store

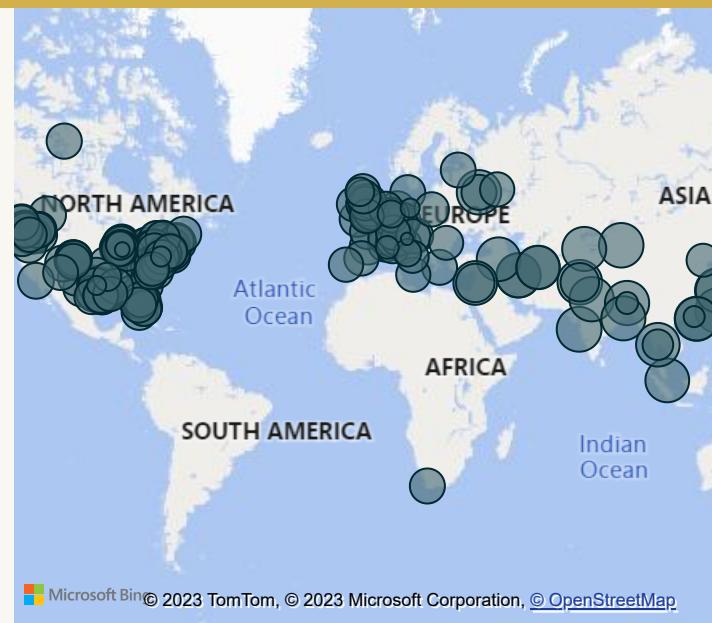
7M

SalesQuantity at store

Revenue by Product Category and Class



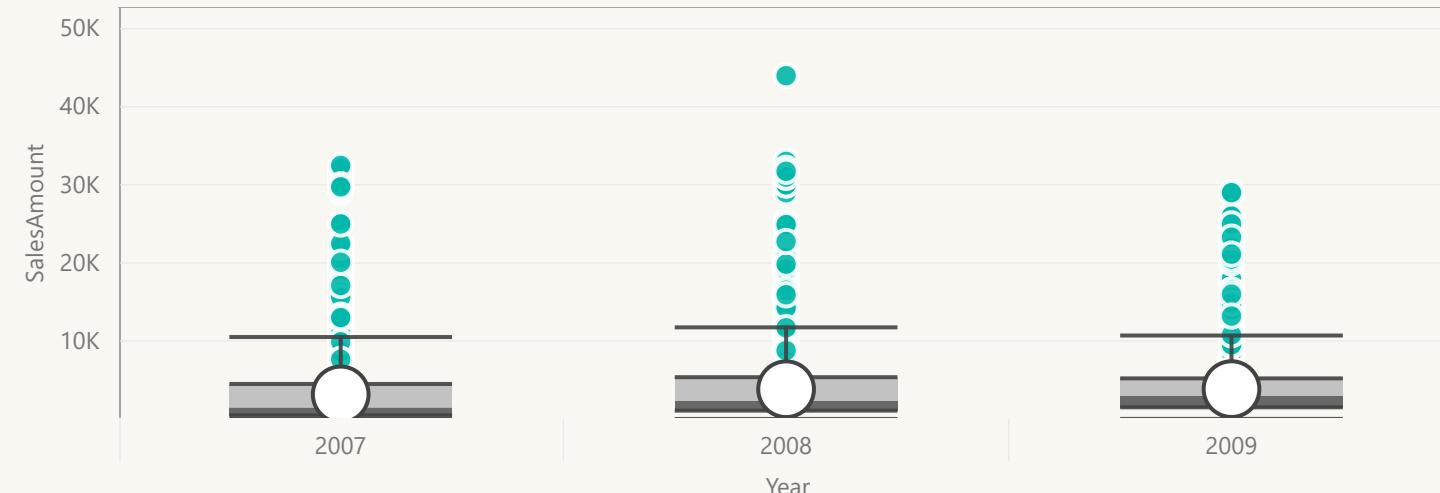
Revenue by Top 5 stores



Revenue at store by Product Category



Revenue at store over time



Year

All

Channel

All

Continent

All

Product Brand

All

Product Class

All

Product Cat...

All

Store

All