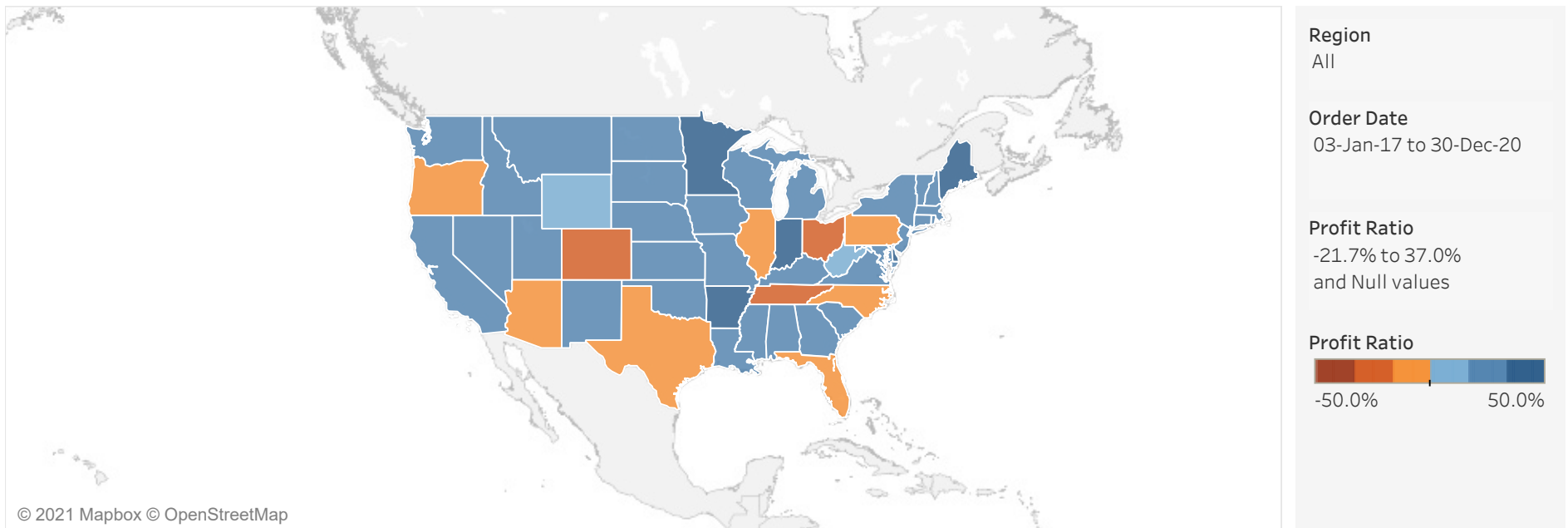
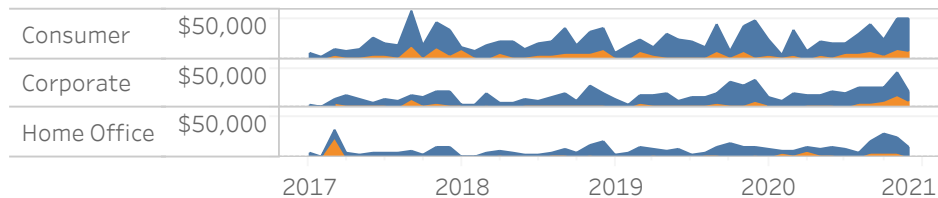


Executive Overview - Profitability (All)

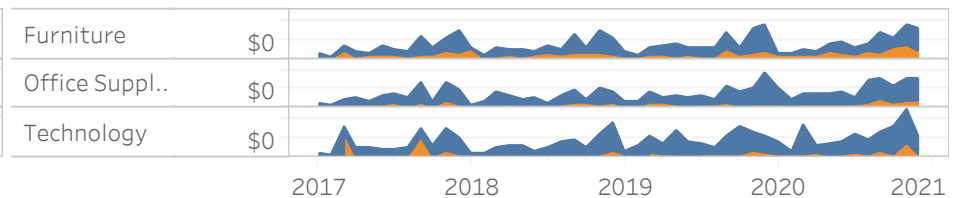
Sales	Profit	Profit Ratio	Profit per Order	Sales per Customer	Avg. Discount	Quantity
\$2,297,201	\$286,397	12.5%	\$57.18	\$2,896.85	15.62%	37,873



Monthly Sales by Segment - States: All



Monthly Sales by Product Category - States: All



Product Drilldown

Sales by Product Category

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Furniture	2017	\$6,243	\$1,840	\$14,574	\$7,945	\$6,913	\$13,206	\$10,821	\$7,320	\$23,816	\$12,304	\$21,565	\$30,646
	2018	\$11,740	\$3,134	\$12,500	\$10,476	\$9,375	\$7,714	\$13,674	\$9,639	\$26,273	\$12,027	\$30,881	\$23,086
	2019	\$7,623	\$3,926	\$12,801	\$13,212	\$15,120	\$13,071	\$13,069	\$12,483	\$27,263	\$11,873	\$31,784	\$36,679
	2020	\$5,964	\$6,866	\$10,893	\$9,066	\$16,958	\$19,009	\$11,813	\$15,442	\$29,028	\$21,884	\$37,057	\$31,407
Office Supplies	2017	\$4,851	\$1,072	\$8,606	\$11,155	\$7,136	\$12,953	\$15,121	\$11,379	\$27,423	\$7,211	\$26,862	\$18,006
	2018	\$1,809	\$5,368	\$15,883	\$12,559	\$9,114	\$10,648	\$4,720	\$11,735	\$19,306	\$8,673	\$21,218	\$16,202
	2019	\$5,300	\$6,794	\$17,347	\$10,647	\$13,035	\$10,902	\$12,924	\$8,960	\$23,264	\$16,282	\$20,487	\$37,998
	2020	\$21,274	\$7,408	\$14,550	\$15,072	\$13,737	\$16,912	\$10,241	\$30,060	\$31,896	\$23,037	\$31,472	\$30,437
Technology	2017	\$3,143	\$1,609	\$32,511	\$9,195	\$9,600	\$8,436	\$8,004	\$9,210	\$30,538	\$11,938	\$30,201	\$20,893
	2018	\$4,625	\$3,449	\$10,344	\$11,161	\$11,643	\$6,435	\$10,371	\$15,525	\$19,017	\$10,705	\$23,874	\$35,632
	2019	\$5,620	\$12,259	\$21,568	\$14,891	\$28,833	\$16,372	\$13,269	\$9,672	\$22,883	\$31,533	\$27,141	\$22,323
	2020	\$16,733	\$6,027	\$33,429	\$12,383	\$13,567	\$17,061	\$23,210	\$17,619	\$26,943	\$32,856	\$49,919	\$21,985

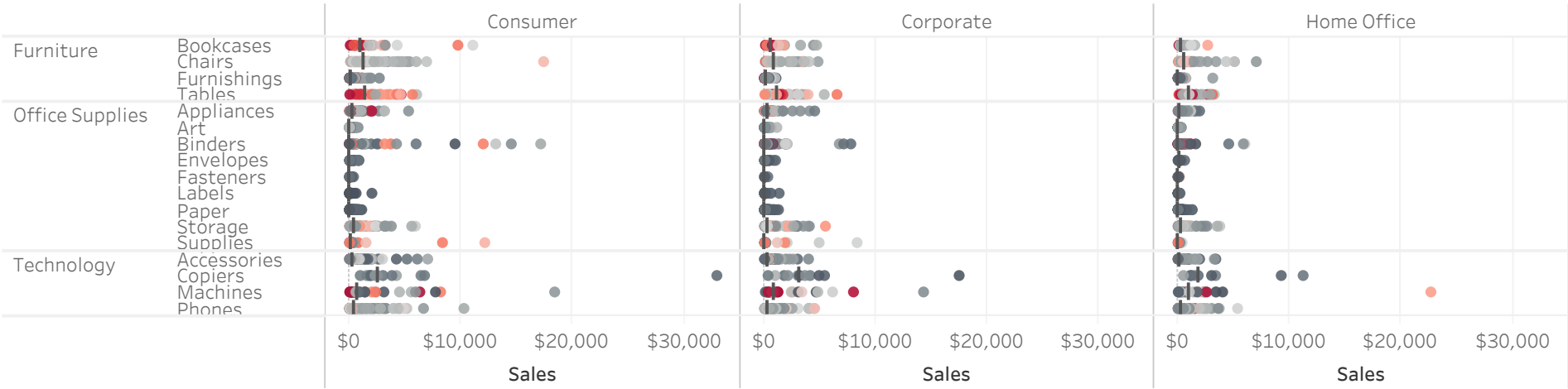
Region
All

Sales
1K50K

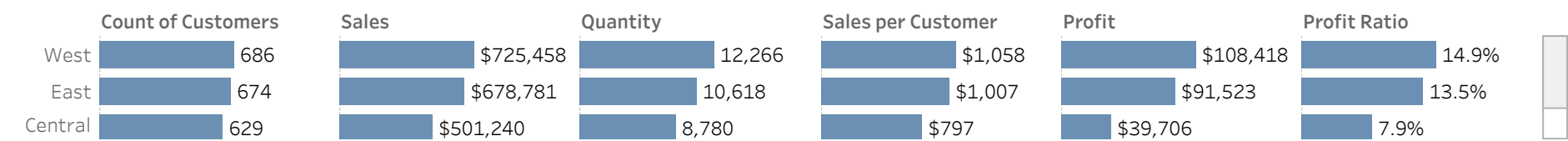
Profit Ratio
-0.550.0%

Sales and Profit by Product Names

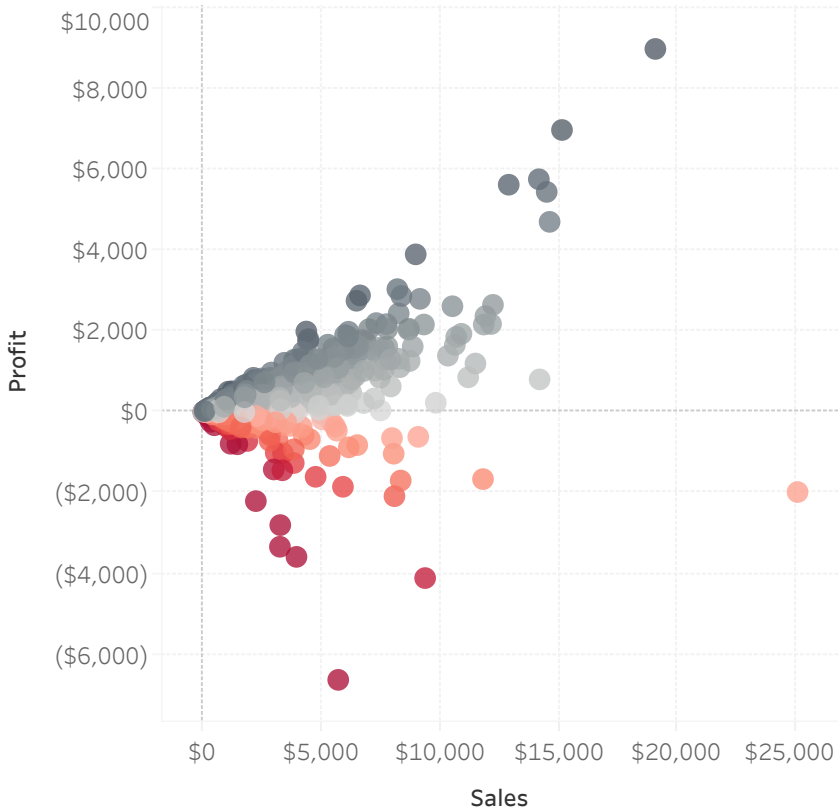
Year: All, Month: All, Product Category: All



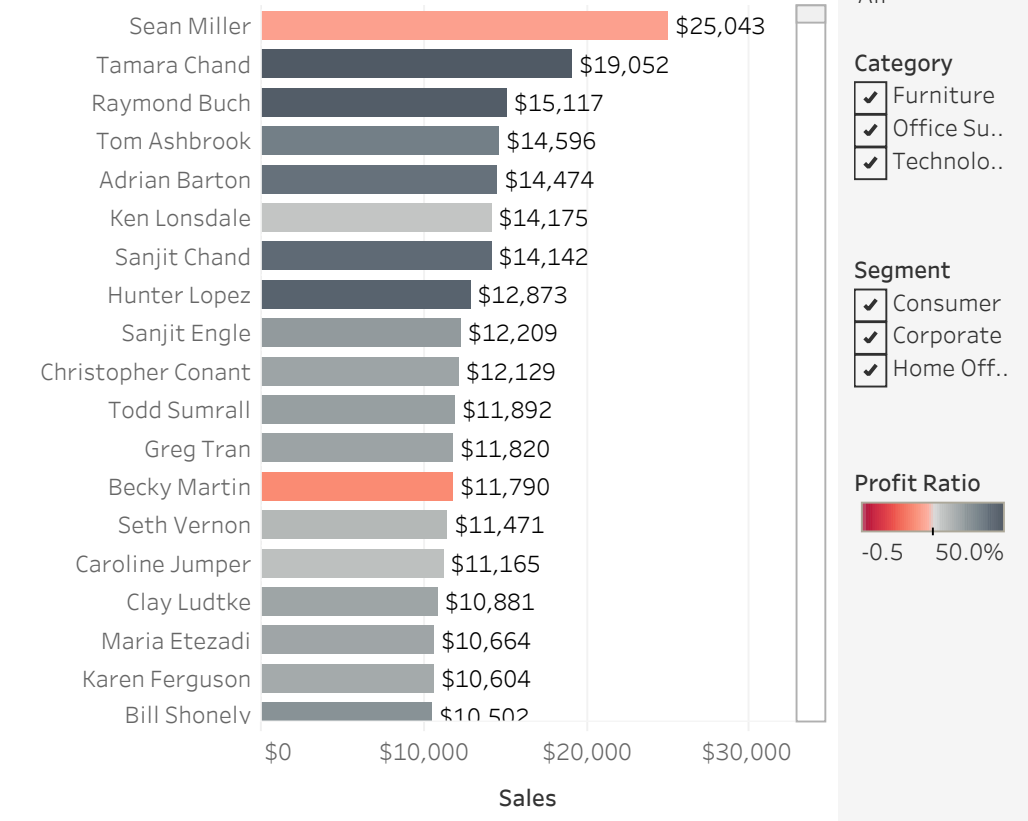
Customer Analysis



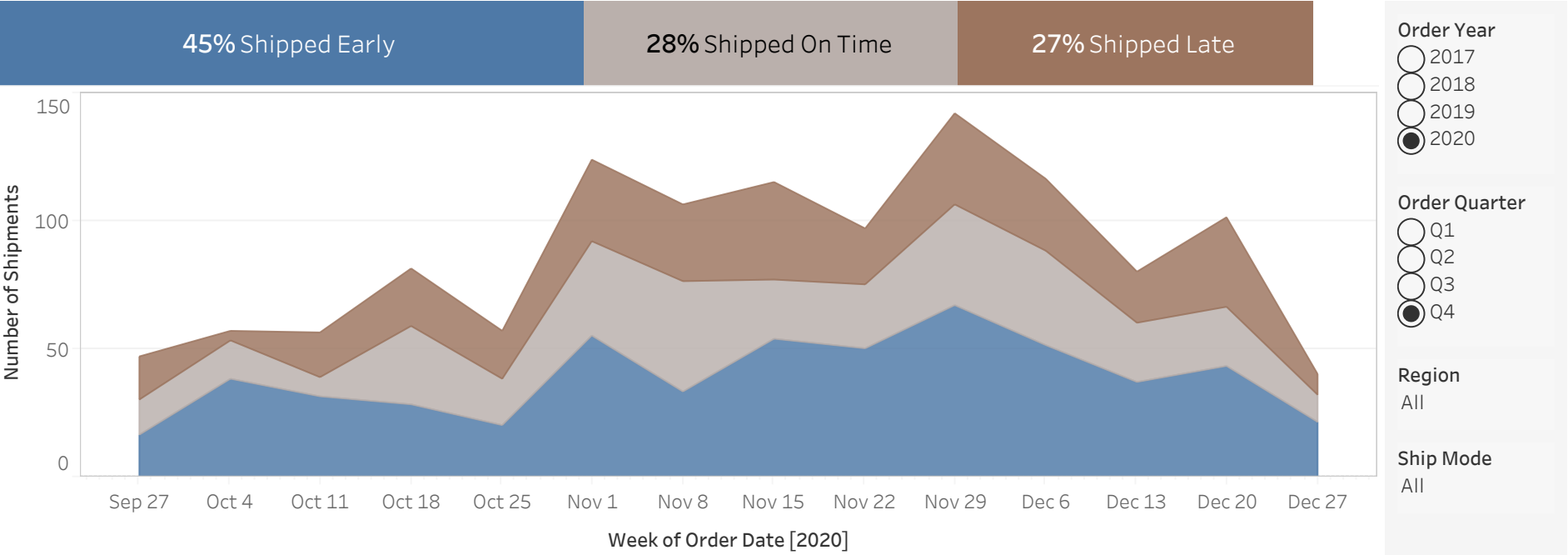
Sales and Profit by Customer



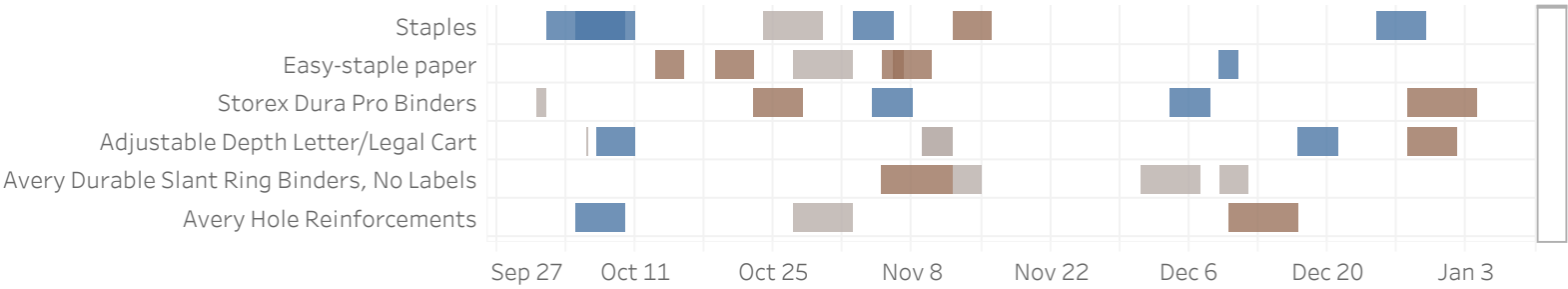
Customer Ranking



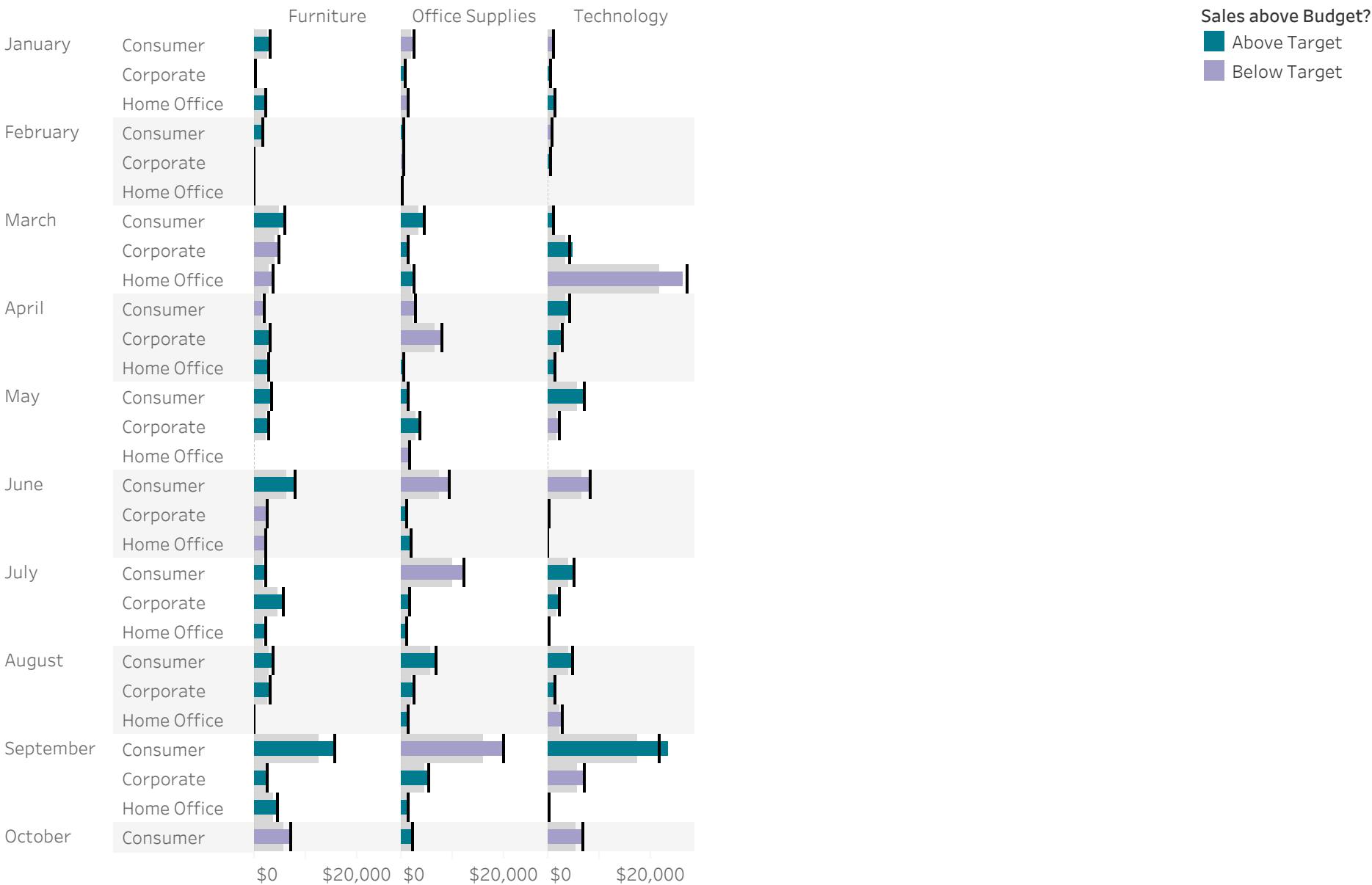
On-Time Shipment Trends



Days to Ship by Product for Q4 of 2020

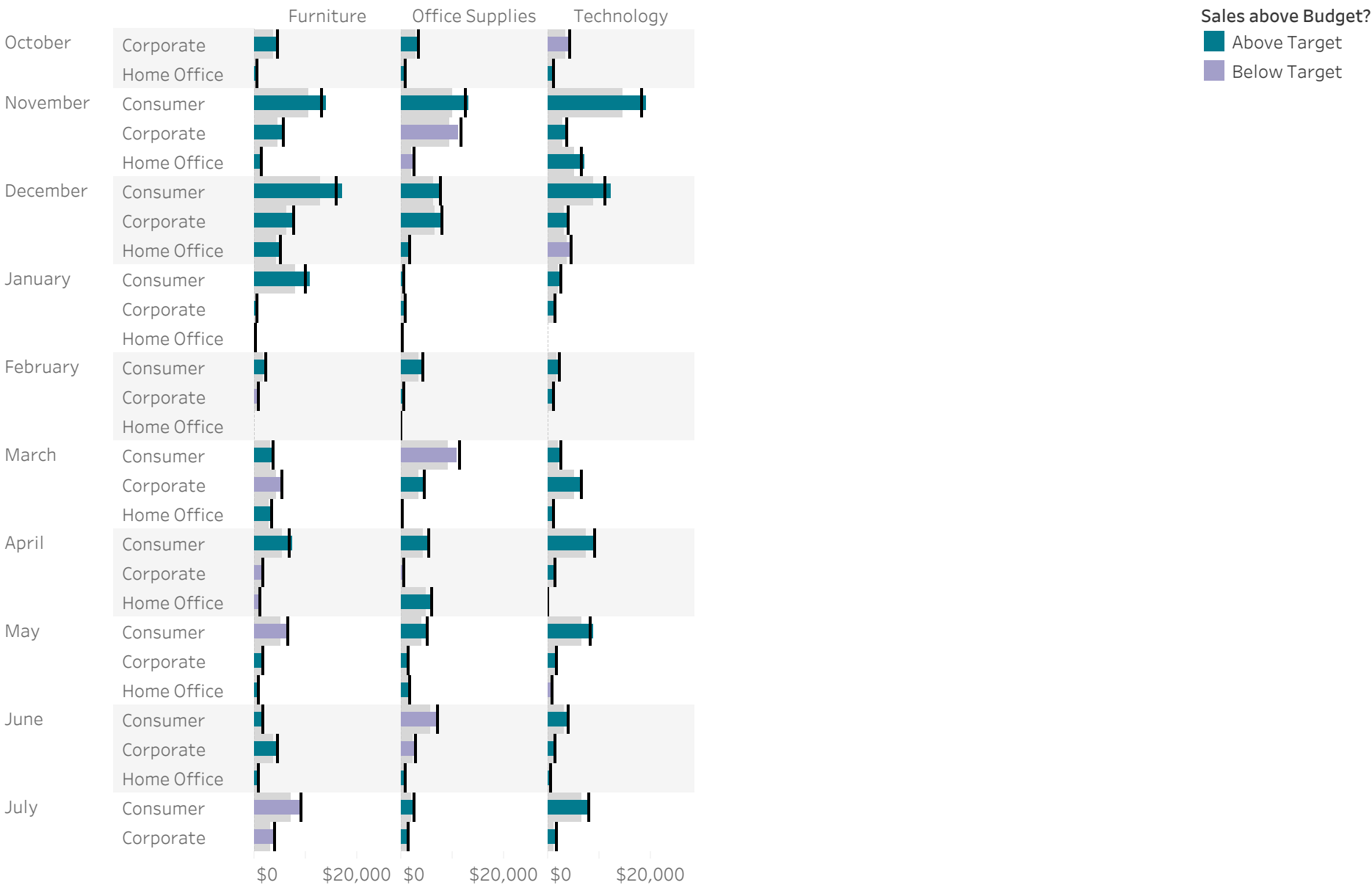


Sales Performance vs Target



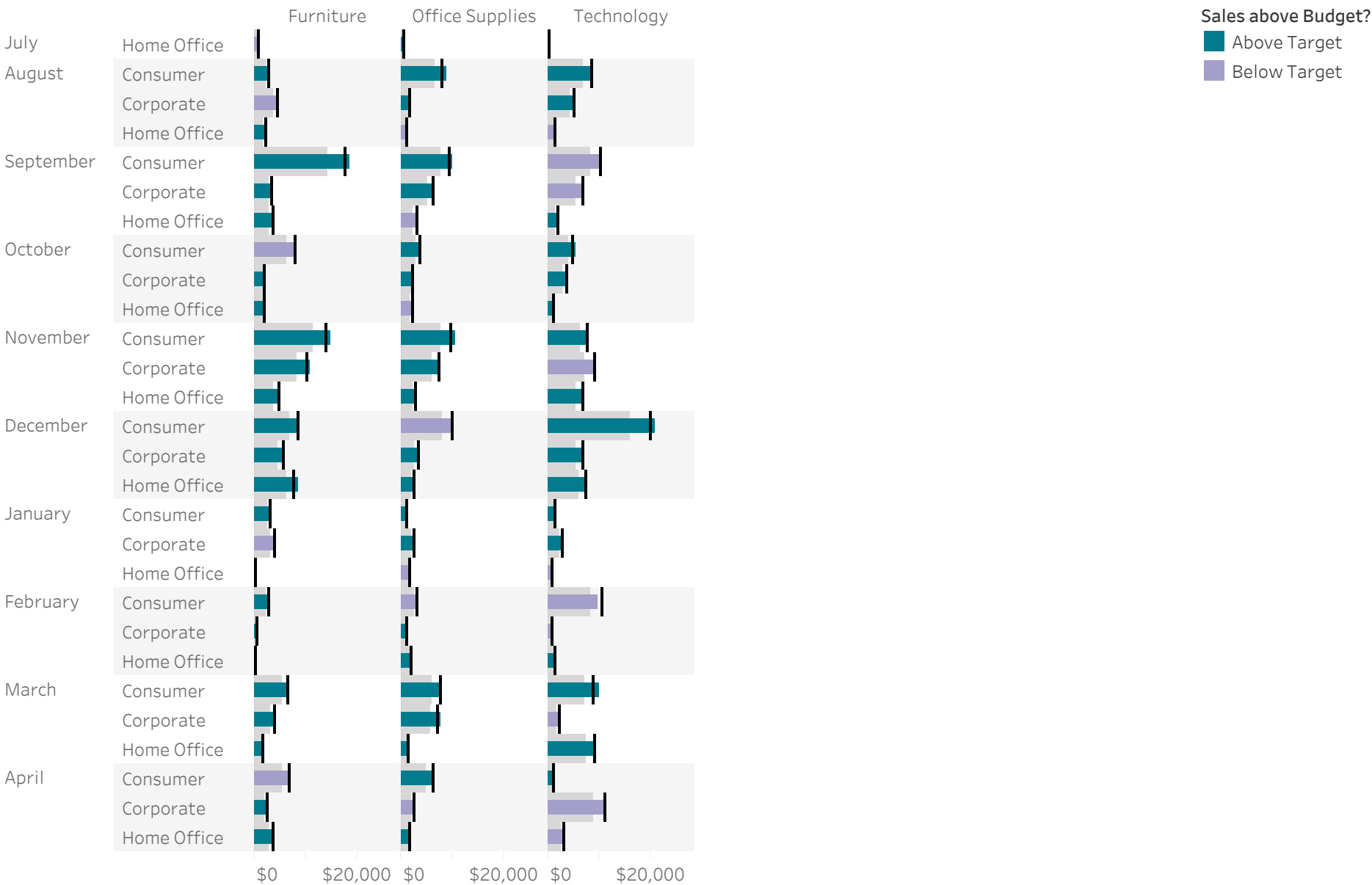
Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Performance vs Target



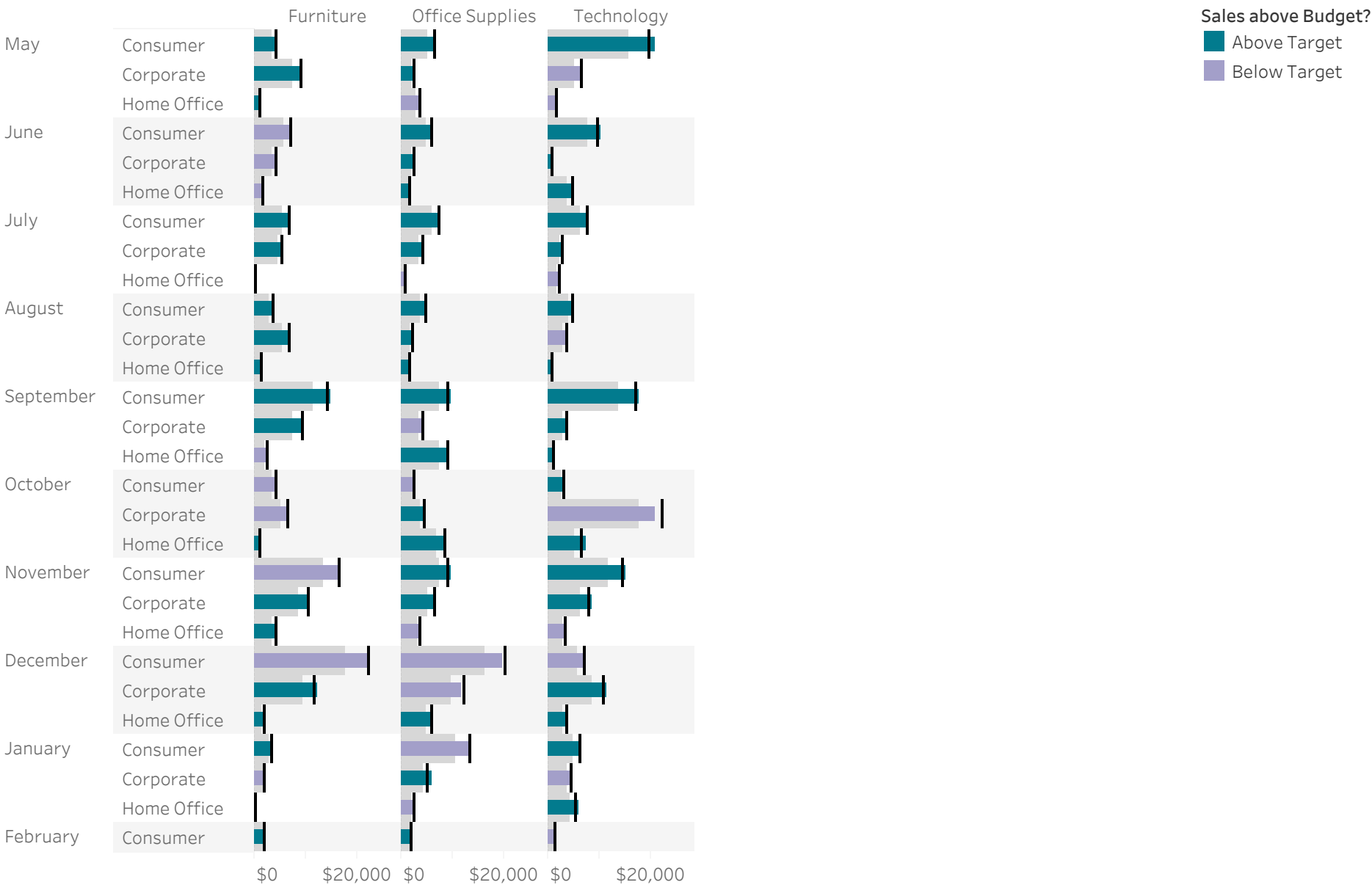
Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Performance vs Target



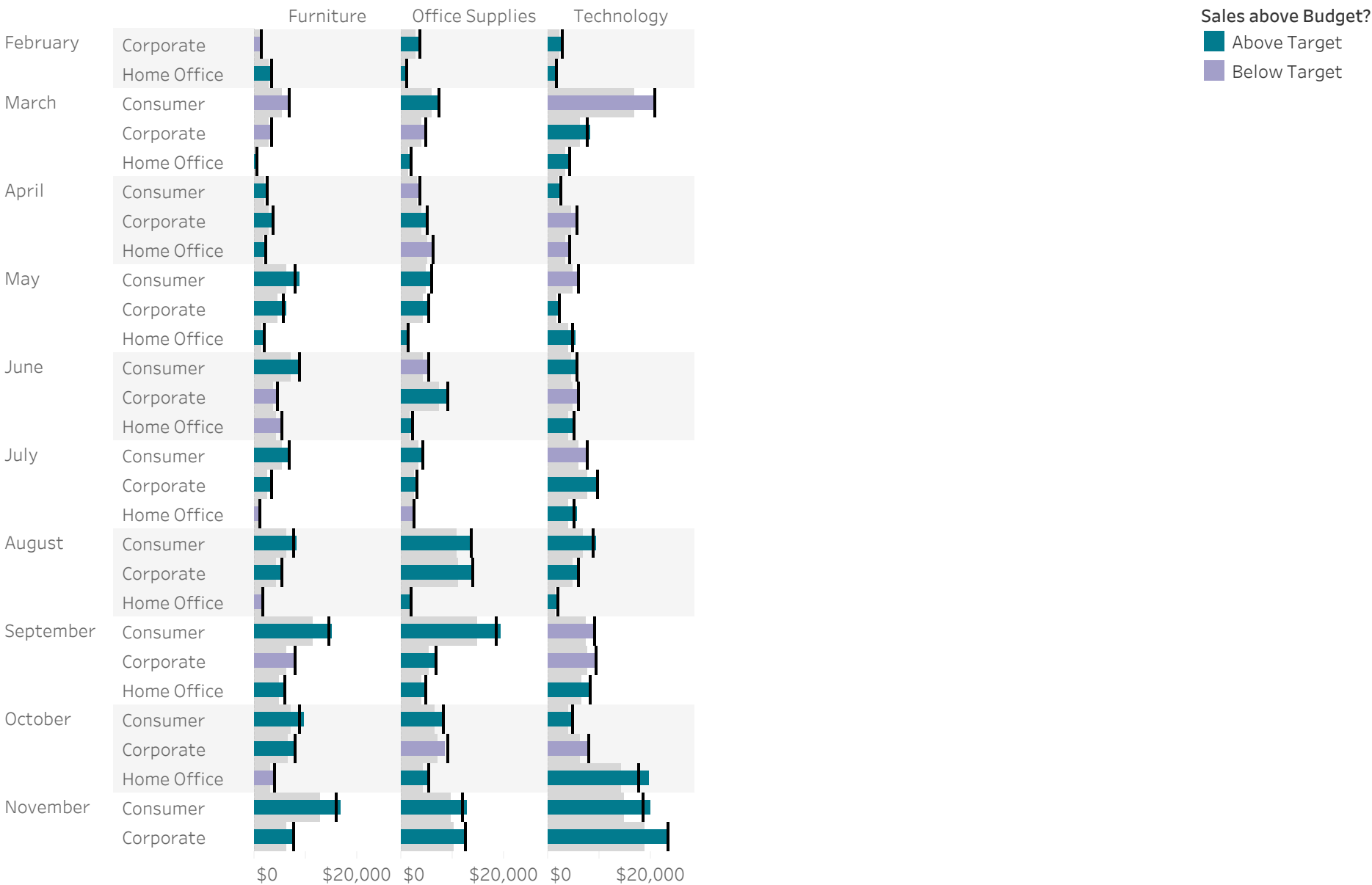
Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Performance vs Target



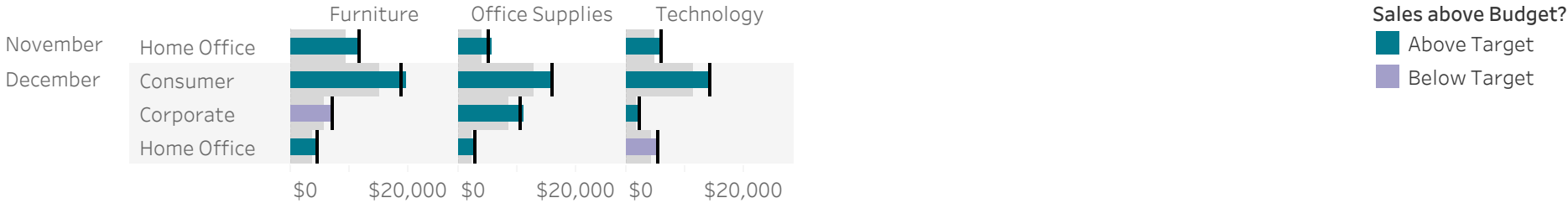
Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Performance vs Target



Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Performance vs Target



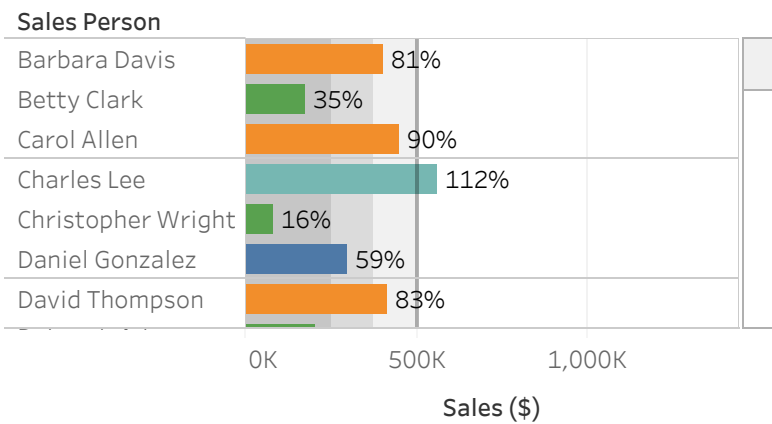
Sum of Sales for each Segment broken down by Category vs. Order Date Year and Order Date Month. Color shows details about Sales above Target?. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Order Date Year, which keeps 2017, 2018, 2019 and 2020.

Sales Commission Model

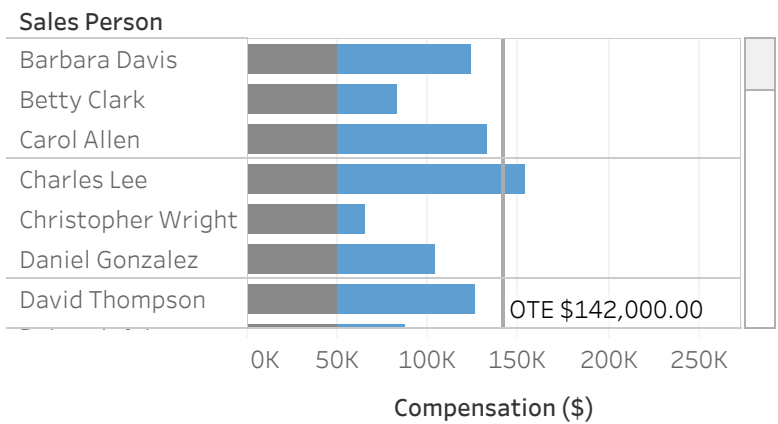
Enter new quota, commission rate and base salary to estimate sales and compensation

New quota	Base salary	Sort by	Commission rate
\$500K	\$50,000	Names	18.4%

Estimated Quota Attainment Results with These Assumptions



Total Compensation with These Assumptions



Below 50% 50-75% 75-100% 100-112% Min. Base (Variable) Commission (Variable)

Estimated Sales:		Estimated Compensation:	
Sales	\$15.36M	OTE (Variable)	\$5.82M
% of quota achieved	75%	Avg. OTE (Variable)	\$142K

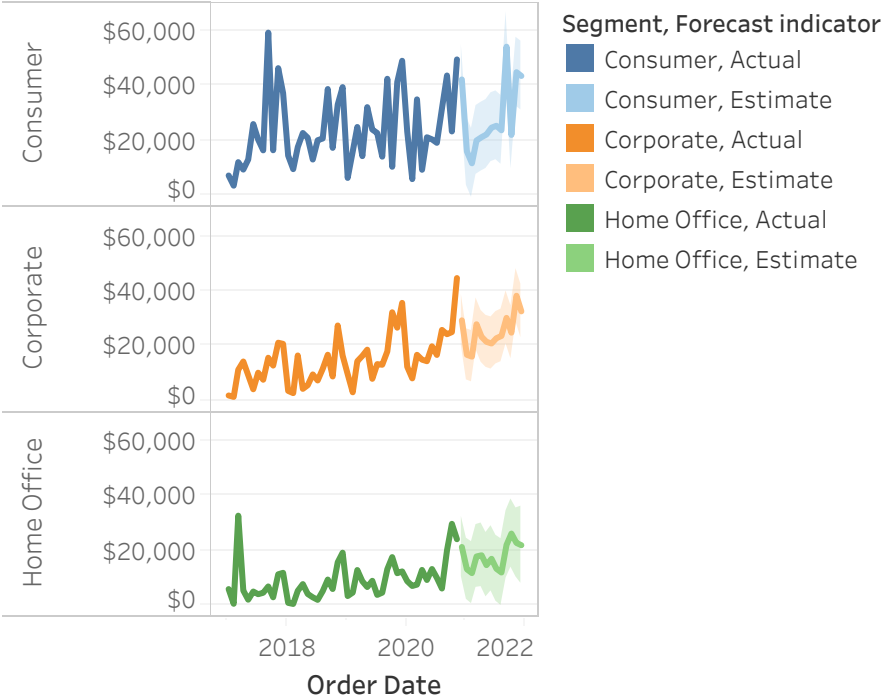
Order Details

Order Date	Region	State	City	Category	Segment
03-Jan-17 to 30-Dec-..	All	All	All	All	All

Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	S..	Q..	D..	P..	P..	D..	D..
CA-2017-100006	Dennis Kane	07-Sep-17	13-Sep-17	Standard Class	##	3	##	##	##	6	6
CA-2017-100090	Ed Braxton	08-Jul-17	12-Jul-17	Standard Class	##	9	##	##	##	12	8
CA-2017-100293	Neil Französisch	14-Mar-17	18-Mar-17	Standard Class	##	6	##	##	##	6	4
CA-2017-100328	Jasper Cacioppo	28-Jan-17	03-Feb-17	Standard Class	\$4	1	##	\$1	##	6	6
CA-2017-100363	Jim Mitchum	08-Apr-17	15-Apr-17	Standard Class	##	5	##	\$8	##	12	14
CA-2017-100391	Barry Weirich	25-May-17	29-May-17	Standard Class	##	2	##	\$7	##	6	4
CA-2017-100678	Kunst Miller	18-Apr-17	22-Apr-17	Standard Class	##	11	##	##	##	24	16
CA-2017-100706	Laurel Elliston	16-Dec-17	18-Dec-17	Second Class	##	8	##	##	##	6	4
CA-2017-100762	Nat Gilpin	24-Nov-17	29-Nov-17	Standard Class	##	11	##	##	##	24	20
CA-2017-100860	Cindy Stewart	26-Mar-17	30-Mar-17	Second Class	##	5	##	\$9	##	3	4
CA-2017-100867	Eugene Hildebrand	19-Oct-17	24-Oct-17	Standard Class	##	6	##	##	##	6	5
CA-2017-100881	Daniel Raglin	28-Mar-17	01-Apr-17	Standard Class	##	3	##	##	##	6	4
CA-2017-100895	Stewart Visinsky	02-Jun-17	06-Jun-17	Standard Class	##	7	##	##	##	18	12
CA-2017-100916	Frank Hawley	21-Oct-17	26-Oct-17	Standard Class	##	10	##	##	##	18	15
CA-2017-100972	Dennis Bolton	19-Nov-17	24-Nov-17	Second Class	##	3	##	##	##	3	5
CA-2017-101147	Matt Collins	02-Dec-17	04-Dec-17	First Class	\$2	1	##	##	##	1	2
CA-2017-101175	Dario Medina	09-Dec-17	14-Dec-17	Standard Class	##	6	##	##	##	6	5
CA-2017-101266	Michael Moore	27-Aug-17	30-Aug-17	Second Class	##	2	##	\$6	##	3	3
CA-2017-101364	Tamara Willingham	22-Dec-17	26-Dec-17	Standard Class	##	13	##	##	##	6	4
CA-2017-101392	Ann Steele	07-Dec-17	13-Dec-17	Standard Class	##	7	##	##	##	6	6
CA-2017-101427	Andy Yotov	26-Dec-17	30-Dec-17	Standard Class	\$8	3	##	\$1	##	6	4

Sales Forecast



The trend of sum of Sales (actual & forecast) for Order Date Month broken down by Segment. Color shows details about Segment and Forecast indicator. The data is filtered on Region and Order Date. The Region filter keeps Central, East, South and West. The Order Date filter ranges from 03-Jan-17 to 30-Dec-20.

What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

Region	Segment		Q1				Q2			Measure Names
			January	February	March	Total	April	May	June	
Central	Consumer	Sales	\$16,479	\$4,078	\$24,791	\$45,347	\$13,723	\$16,225	\$11,085	Sales
		Sales Forecast	\$24,679	\$6,107	\$37,126	\$67,912	\$20,552	\$24,299	\$16,600	
	Corporate	Sales	\$13,060	\$1,712	\$9,109	\$23,880	\$5,885	\$15,102	\$8,527	Sales
		Sales Forecast	\$19,558	\$2,563	\$13,641	\$35,762	\$8,813	\$22,616	\$12,770	
	Home Office	Sales	\$2,145	\$2,422	\$7,317	\$11,884	\$6,592	\$4,678	\$13,268	Sales
		Sales Forecast	\$3,212	\$3,627	\$10,958	\$17,797	\$9,872	\$7,006	\$19,870	
	Total	Sales	\$31,683	\$8,211	\$41,216	\$81,111	\$26,200	\$36,005	\$32,879	Sales
		Sales Forecast	\$47,449	\$12,297	\$61,725	\$121,472	\$39,237	\$53,921	\$49,240	
East	Consumer	Sales	\$7,151	\$8,932	\$19,763	\$35,846	\$12,618	\$32,946	\$27,715	Sales
		Sales Forecast	\$10,710	\$13,376	\$29,597	\$53,683	\$18,897	\$49,339	\$41,506	
	Corporate	Sales	\$6,238	\$4,184	\$12,777	\$23,200	\$15,146	\$7,411	\$11,251	Sales
		Sales Forecast	\$9,342	\$6,267	\$19,135	\$34,744	\$22,683	\$11,099	\$16,849	
	Home Office	Sales	\$1,961	\$1,665	\$3,880	\$7,506	\$11,140	\$3,083	\$6,135	Sales
		Sales Forecast	\$2,937	\$2,493	\$5,810	\$11,240	\$16,683	\$4,618	\$9,187	
	Total	Sales	\$15,351	\$14,781	\$36,420	\$66,552	\$38,905	\$43,440	\$45,101	Sales
		Sales Forecast	\$22,989	\$22,136	\$54,543	\$99,668	\$58,263	\$65,056	\$67,543	
South	Consumer	Sales	\$12,089	\$15,050	\$14,914	\$42,054	\$11,286	\$14,668	\$13,167	Sales
		Sales Forecast	\$18,105	\$22,539	\$22,336	\$62,979	\$16,902	\$21,967	\$19,719	
	Corporate	Sales	\$3,950	\$2,257	\$10,558	\$16,765	\$13,796	\$11,695	\$11,205	Sales
		Sales Forecast	\$5,916	\$3,380	\$15,811	\$25,107	\$20,660	\$17,515	\$16,780	
	Home Office	Sales	\$7,147	\$3,675	\$28,643	\$39,464	\$5,235	\$4,304	\$1,130	Sales
		Sales Forecast	\$10,703	\$5,503	\$42,896	\$59,102	\$7,839	\$6,445	\$1,693	
	Total	Sales	\$23,186	\$20,981	\$54,115	\$98,283	\$30,316	\$30,667	\$25,502	Sales
		Sales Forecast	\$34,723	\$31,422	\$81,043	\$147,188	\$45,402	\$45,927	\$38,192	
West	Consumer	Sales	\$14,722	\$5,766	\$29,707	\$50,195	\$17,218	\$23,094	\$30,943	Sales
		Sales Forecast	\$22,048	\$8,635	\$44,489	\$75,172	\$25,785	\$34,585	\$46,341	
	Corporate	Sales	\$3,543	\$6,422	\$25,796	\$35,761	\$14,406	\$13,081	\$9,876	Sales
		Sales Forecast	\$5,305	\$9,618	\$38,633	\$53,556	\$21,575	\$19,590	\$14,790	
	Home Office	Sales	\$6,440	\$3,589	\$17,751	\$27,780	\$10,717	\$8,742	\$8,417	Sales
		Sales Forecast	\$9,645	\$5,375	\$26,584	\$41,604	\$16,050	\$13,092	\$12,605	
	Total	Sales	\$24,705	\$15,777	\$73,254	\$113,737	\$42,341	\$44,916	\$49,236	Sales
		Sales Forecast	\$36,998	\$23,628	\$109,705	\$170,332	\$63,410	\$67,267	\$73,736	
Grand Total		Sales	\$94,925	\$59,751	\$205,005	\$359,682	\$137,762	\$155,029	\$152,719	Sales
		Sales Forecast	\$142,159	\$89,483	\$307,016	\$538,659	\$206,313	\$232,171	\$228,711	

Change the Growth Rate and Churn Rate to better understand their impact on sales forecasts

What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

			Q2	Q3				Q4		Measure Names
Region	Segment		Total	July	August	September	Total	October	November	
Central	Consumer	Sales	\$41,033	\$19,191	\$11,276	\$45,241	\$75,708	\$20,066	\$30,327	Sales
		Sales Forecast	\$61,451	\$28,741	\$16,887	\$67,752	\$113,380	\$30,050	\$45,417	
	Corporate	Sales	\$29,514	\$7,908	\$8,888	\$16,887	\$33,683	\$25,312	\$22,490	
		Sales Forecast	\$44,200	\$11,844	\$13,310	\$25,290	\$50,444	\$37,908	\$33,681	
	Home Office	Sales	\$24,538	\$5,014	\$5,395	\$14,706	\$25,115	\$8,543	\$12,209	
		Sales Forecast	\$36,748	\$7,509	\$8,080	\$22,024	\$37,613	\$12,794	\$18,284	
	Total	Sales	\$95,084	\$32,114	\$25,559	\$76,833	\$134,506	\$53,921	\$65,026	
		Sales Forecast	\$142,399	\$48,093	\$38,277	\$115,066	\$201,436	\$80,752	\$97,383	
East	Consumer	Sales	\$73,279	\$21,822	\$22,485	\$61,784	\$106,091	\$16,685	\$67,002	Sales
		Sales Forecast	\$109,742	\$32,681	\$33,673	\$92,528	\$158,882	\$24,987	\$100,343	
	Corporate	Sales	\$33,809	\$10,622	\$16,655	\$26,885	\$54,162	\$20,584	\$42,231	
		Sales Forecast	\$50,632	\$15,908	\$24,943	\$40,262	\$81,113	\$30,827	\$63,245	
	Home Office	Sales	\$20,358	\$3,842	\$4,930	\$18,744	\$27,516	\$25,349	\$28,058	
		Sales Forecast	\$30,488	\$5,754	\$7,383	\$28,071	\$41,208	\$37,962	\$42,019	
	Total	Sales	\$127,446	\$36,287	\$44,070	\$107,412	\$187,769	\$62,618	\$137,291	
		Sales Forecast	\$190,862	\$54,343	\$65,999	\$160,861	\$281,203	\$93,776	\$205,607	
South	Consumer	Sales	\$39,122	\$9,415	\$18,643	\$31,997	\$60,055	\$9,293	\$19,543	Sales
		Sales Forecast	\$58,589	\$14,100	\$27,919	\$47,919	\$89,938	\$13,917	\$29,267	
	Corporate	Sales	\$36,695	\$3,898	\$5,940	\$7,030	\$16,868	\$7,902	\$34,599	
		Sales Forecast	\$54,955	\$5,838	\$8,896	\$10,528	\$25,262	\$11,835	\$51,815	
	Home Office	Sales	\$10,669	\$578	\$1,480	\$4,050	\$6,108	\$7,007	\$5,397	
		Sales Forecast	\$15,977	\$865	\$2,216	\$6,065	\$9,147	\$10,493	\$8,083	
	Total	Sales	\$86,486	\$13,891	\$26,063	\$43,077	\$83,031	\$24,202	\$59,539	
		Sales Forecast	\$129,521	\$20,803	\$39,032	\$64,512	\$124,347	\$36,244	\$89,165	
West	Consumer	Sales	\$71,255	\$31,341	\$29,916	\$46,034	\$107,292	\$20,670	\$54,087	Sales
		Sales Forecast	\$106,711	\$46,937	\$44,803	\$68,941	\$160,680	\$30,955	\$81,001	
	Corporate	Sales	\$37,363	\$24,491	\$26,046	\$23,219	\$73,756	\$24,493	\$20,111	
		Sales Forecast	\$55,955	\$36,677	\$39,007	\$34,773	\$110,457	\$36,680	\$30,118	
	Home Office	Sales	\$27,876	\$9,115	\$7,390	\$11,074	\$27,579	\$14,420	\$16,407	
		Sales Forecast	\$41,747	\$13,650	\$11,067	\$16,585	\$41,302	\$21,596	\$24,572	
	Total	Sales	\$136,494	\$64,947	\$63,352	\$80,327	\$208,627	\$59,583	\$90,605	
		Sales Forecast	\$204,413	\$97,264	\$94,876	\$120,298	\$312,439	\$89,231	\$135,691	
Grand Total		Sales	\$445,510	\$147,238	\$159,044	\$307,650	\$613,932	\$200,323	\$352,461	
		Sales Forecast	\$667,195	\$220,504	\$238,184	\$460,737	\$919,425	\$300,004	\$527,846	

Measure Names

Sales

Sales Forecast

Change the Growth Rate and Churn Rate to better understand their impact on sales forecasts

What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

Region	Segment		Q4		Grand Total	Measure Names
			December	Total		
Central	Consumer	Sales	\$39,551	\$89,943	\$252,031	Sales
		Sales Forecast	\$59,232	\$134,699	\$377,442	Sales Forecast
	Corporate	Sales	\$23,117	\$70,920	\$157,996	Sales
		Sales Forecast	\$34,620	\$106,209	\$236,615	Sales Forecast
	Home Office	Sales	\$8,924	\$29,675	\$91,213	Sales
		Sales Forecast	\$13,364	\$44,442	\$136,600	Sales Forecast
	Total	Sales	\$71,592	\$190,538	\$501,240	Sales
		Sales Forecast	\$107,216	\$285,350	\$750,657	Sales Forecast
East	Consumer	Sales	\$52,005	\$135,692	\$350,908	Sales
		Sales Forecast	\$77,882	\$203,213	\$525,520	Sales Forecast
	Corporate	Sales	\$26,424	\$89,239	\$200,409	Sales
		Sales Forecast	\$39,572	\$133,644	\$300,133	Sales Forecast
	Home Office	Sales	\$18,678	\$72,084	\$127,464	Sales
		Sales Forecast	\$27,971	\$107,953	\$190,890	Sales Forecast
	Total	Sales	\$97,106	\$297,015	\$678,781	Sales
		Sales Forecast	\$145,426	\$444,810	\$1,016,543	Sales Forecast
South	Consumer	Sales	\$25,515	\$54,351	\$195,581	Sales
		Sales Forecast	\$38,212	\$81,396	\$292,902	Sales Forecast
	Corporate	Sales	\$9,057	\$51,558	\$121,886	Sales
		Sales Forecast	\$13,563	\$77,213	\$182,536	Sales Forecast
	Home Office	Sales	\$5,611	\$18,014	\$74,255	Sales
		Sales Forecast	\$8,403	\$26,978	\$111,204	Sales Forecast
	Total	Sales	\$40,183	\$123,923	\$391,722	Sales
		Sales Forecast	\$60,178	\$185,587	\$586,643	Sales Forecast
West	Consumer	Sales	\$59,382	\$134,139	\$362,881	Sales
		Sales Forecast	\$88,931	\$200,887	\$543,450	Sales Forecast
	Corporate	Sales	\$34,371	\$78,975	\$225,855	Sales
		Sales Forecast	\$51,474	\$118,273	\$338,241	Sales Forecast
	Home Office	Sales	\$22,659	\$53,487	\$136,722	Sales
		Sales Forecast	\$33,935	\$80,102	\$204,755	Sales Forecast
	Total	Sales	\$116,413	\$266,601	\$725,458	Sales
		Sales Forecast	\$174,340	\$399,261	\$1,086,446	Sales Forecast
Grand Total		Sales	\$325,294	\$878,078	\$2,297,201	Sales
		Sales Forecast	\$487,160	\$1,315,009	\$3,440,288	Sales Forecast

Measure Names

Sales

Sales Forecast

Change the Growth Rate and Churn Rate to better understand their impact on sales forecasts