

Sales Breakdown

Year

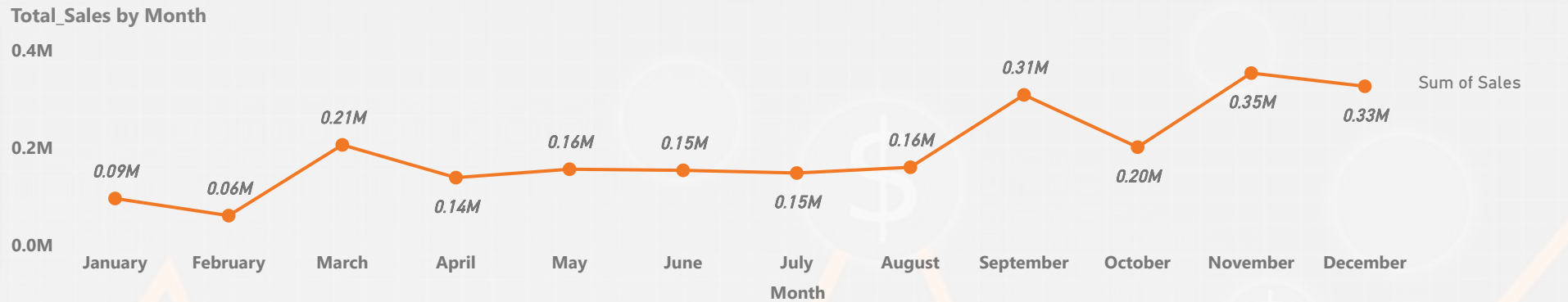
Quarter, Month, Day

Category

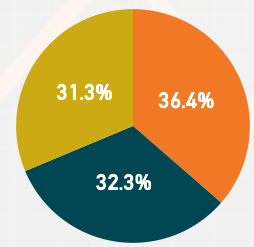
State

2.30M

Sum of Sales

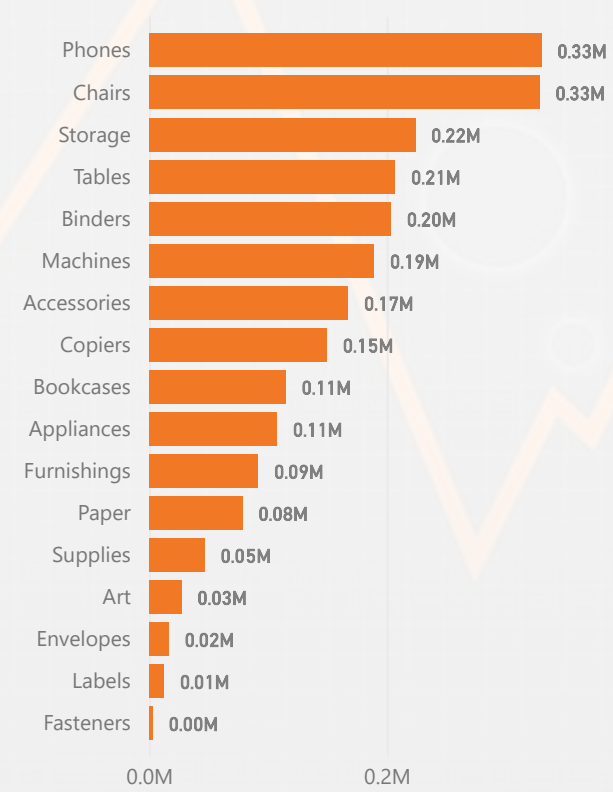


Total_Sales by Category

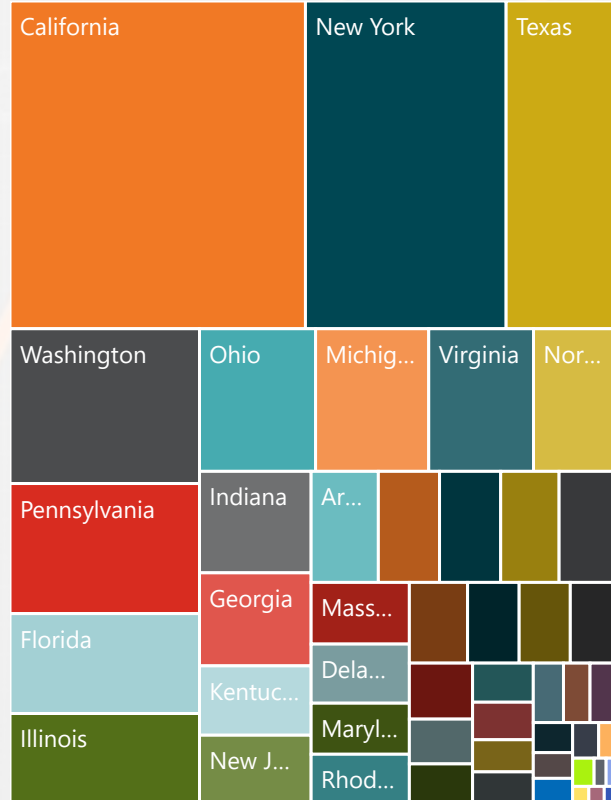


- Category
- Technology
- Furniture
- Office Suppl...

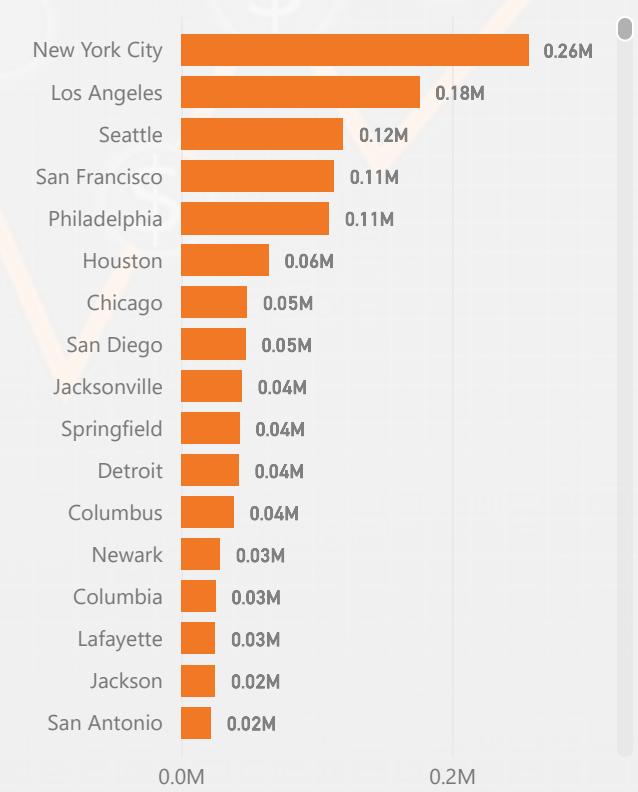
Total_Sales by Sub-Category



Total_Sales by State



Total_Sales by City



Profit Breakdown

Year

Quarter, Month, Day

Category

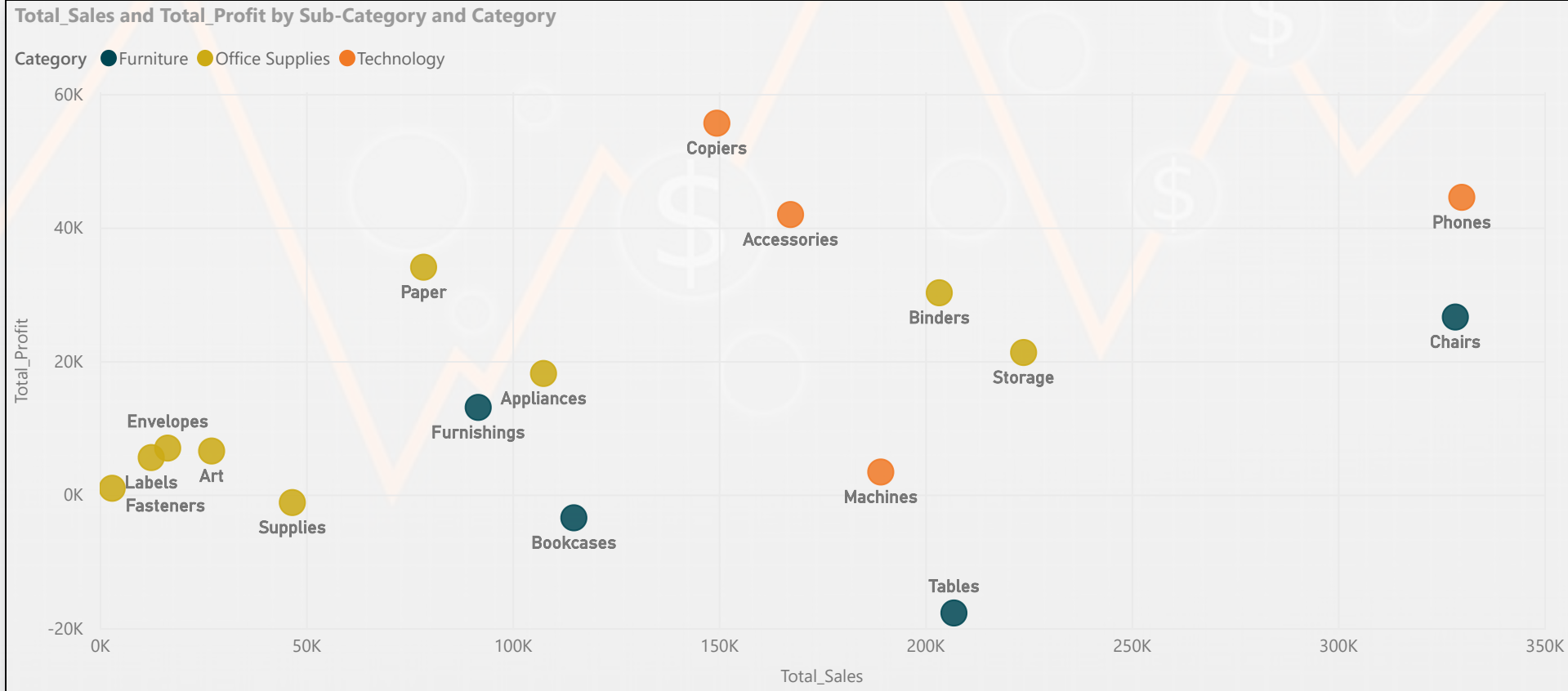
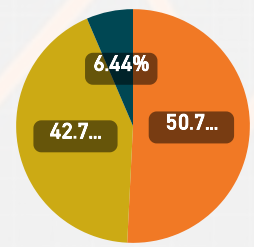
State

286.40K

Total_Profit



Total_Profit by Category



Location Performance

Year

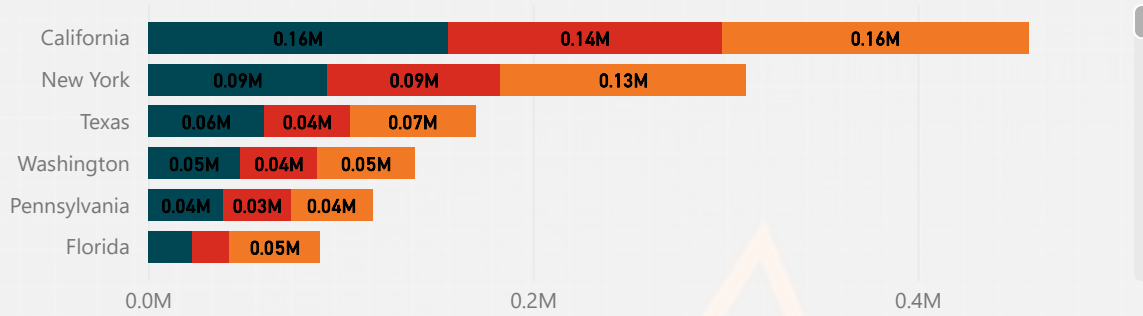
Month

Week

Day

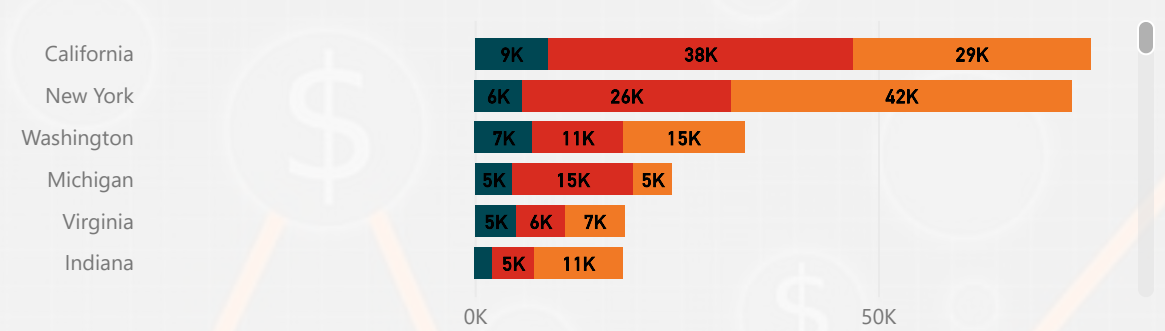
Total_Sales by State and Category

Category ● Furniture ● Office Supplies ● Technology



Total_Profit by State and Category

Category ● Furniture ● Office Supplies ● Technology



742.00K
Furniture_Sales

719.05K
Office Sup_Sales

836.15K
Tech_Sales

18.45K
Furniture_Profit

122.49K
Office Sup_Profit

145.45K
Tech_Profit

Top Performing States

TIP: best product mix, increase sales efforts to maximize profits

| State | Total_Sales | Total_Profit | Performance |
|----------------------|-------------------|-------------------|---------------|
| District of Columbia | 2,865.02 | 1,059.59 | 36.98% |
| Delaware | 27,451.07 | 9,977.37 | 36.35% |
| Minnesota | 29,863.15 | 10,823.19 | 36.24% |
| Maine | 1,270.53 | 454.49 | 35.77% |
| Arkansas | 11,678.13 | 4,008.69 | 34.33% |
| Indiana | 53,555.36 | 18,382.94 | 34.33% |
| Georgia | 49,095.84 | 16,250.04 | 33.10% |
| Montana | 5,589.35 | 1,833.33 | 32.80% |
| Rhode Island | 22,627.96 | 7,285.63 | 32.20% |
| Total | 571,074.26 | 175,376.80 | 30.71% |

Solid Performing States

TIP: profitable, there's room for improvement, review product mix

| State | Total_Sales | Total_Profit | Performance |
|----------------|---------------------|-------------------|---------------|
| Oklahoma | 19,683.39 | 4,853.96 | 24.66% |
| New Mexico | 4,783.52 | 1,157.12 | 24.19% |
| Washington | 138,641.27 | 33,402.65 | 24.09% |
| Louisiana | 9,217.03 | 2,196.10 | 23.83% |
| New York | 310,876.27 | 74,038.55 | 23.82% |
| Massachusetts | 28,634.43 | 6,785.50 | 23.70% |
| New Hampshire | 7,292.52 | 1,706.50 | 23.40% |
| Utah | 11,220.06 | 2,546.53 | 22.70% |
| South Carolina | 8,481.71 | 1,769.06 | 20.86% |
| Total | 1,020,442.39 | 209,266.96 | 20.51% |

Under Performing States

TIP: operating at a loss, review product mix, cost of sales or redirect sales efforts elsewhere

| State | Total_Sales | Total_Profit | Performance |
|----------------|-------------------|-------------------|----------------|
| Ohio | 78,258.14 | -16,971.38 | -21.69% |
| Colorado | 32,108.12 | -6,527.86 | -20.33% |
| Tennessee | 30,661.87 | -5,341.69 | -17.42% |
| Illinois | 80,166.10 | -12,607.89 | -15.73% |
| Texas | 170,188.05 | -25,729.36 | -15.12% |
| North Carolina | 55,603.16 | -7,490.91 | -13.47% |
| Pennsylvania | 116,511.91 | -15,559.96 | -13.35% |
| Arizona | 35,282.00 | -3,427.92 | -9.72% |
| Oregon | 17,431.15 | -1,190.47 | -6.83% |
| Total | 705,684.21 | -98,246.74 | -13.92% |

Product Performance

Year ▼
 All ▼

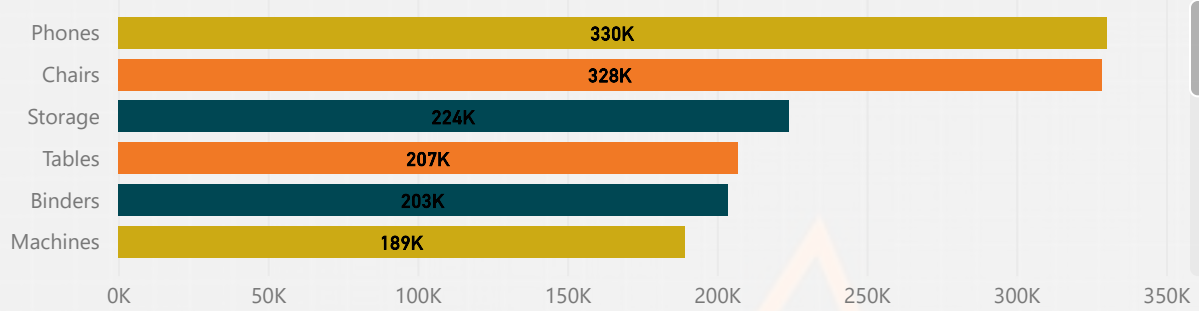
Month ▼
 All ▼

Category ▼
 All ▼

Sub-Category ▼
 All ▼

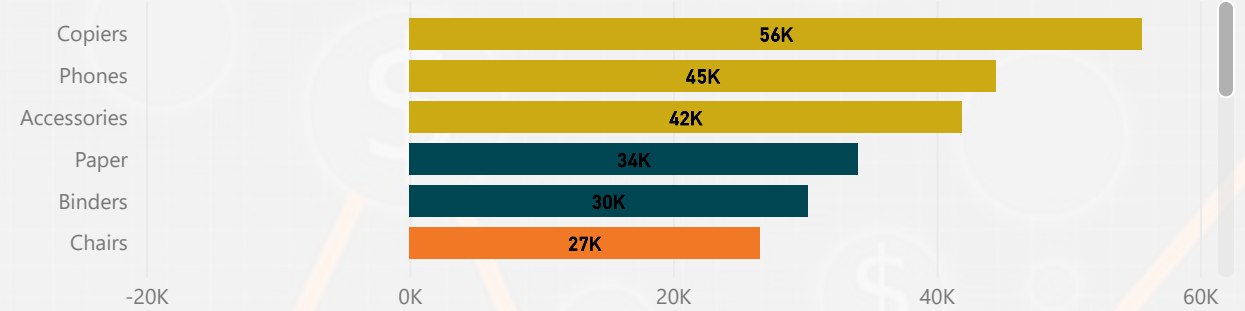
Sum of Sales by Sub-Category and Category

Category ● Furniture ● Office Supplies ● Technology



Sum of Profit by Sub-Category and Category

Category ● Furniture ● Office Supplies ● Technology



742.00K

Furniture_Sales

719.05K

Office Sup_Sales

836.15K

Tech_Sales

18.45K

Furniture_Profit

122.49K

Office Sup_Profit

145.45K

Tech_Profit

Top Performing Products

TIP: best product mix, increase sales efforts to maximize profits

| Sub-Category | Total_Sales | Total_Profit | Performance |
|--------------|-------------------|-------------------|---------------|
| Labels | 12,486.31 | 5,546.25 | 44.42% |
| Paper | 78,479.21 | 34,053.57 | 43.39% |
| Envelopes | 16,476.40 | 6,964.18 | 42.27% |
| Copiers | 149,528.03 | 55,617.82 | 37.20% |
| Fasteners | 3,024.28 | 949.52 | 31.40% |
| Accessories | 167,380.32 | 41,936.64 | 25.05% |
| Total | 427,374.55 | 145,067.98 | 33.94% |

Solid Performing Products

TIP: profitable, there's room for improvement, review product mix

| Sub-Category | Total_Sales | Total_Profit | Performance |
|--------------|---------------------|-------------------|---------------|
| Art | 27,118.79 | 6,527.79 | 24.07% |
| Appliances | 107,532.16 | 18,138.01 | 16.87% |
| Binders | 203,412.73 | 30,221.76 | 14.86% |
| Furnishings | 91,705.16 | 13,059.14 | 14.24% |
| Phones | 330,007.05 | 44,515.73 | 13.49% |
| Storage | 223,843.61 | 21,278.83 | 9.51% |
| Chairs | 328,449.10 | 26,590.17 | 8.10% |
| Machines | 189,238.63 | 3,384.76 | 1.79% |
| Total | 1,501,307.25 | 163,716.18 | 10.90% |

Under Performing Products

TIP: operating at a loss, review product cost of sales against pricing or redirect sales efforts elsewhere

| Sub-Category | Total_Sales | Total_Profit | Performance |
|--------------|-------------------|-------------------|---------------|
| Tables | 206,965.53 | -17,725.48 | -8.56% |
| Bookcases | 114,880.00 | -3,472.56 | -3.02% |
| Supplies | 46,673.54 | -1,189.10 | -2.55% |
| Total | 368,519.07 | -22,387.14 | -6.07% |

Customer Analysis

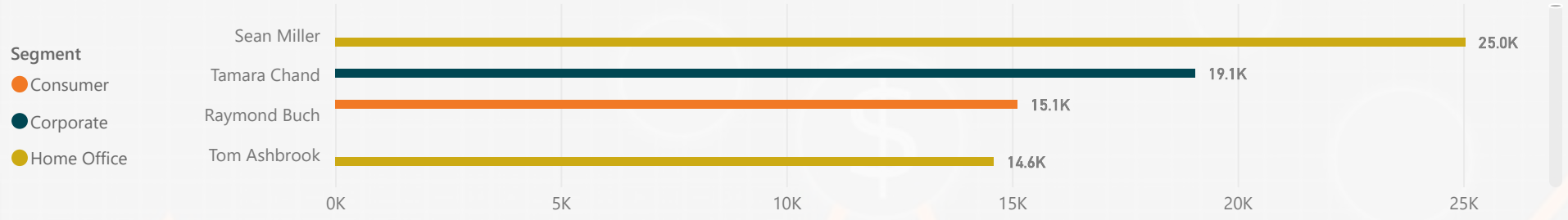
Year:
 Quarter, Month, Day:
 Category:
 State:

Consumer_Segment
1.16M
 Sum of Sales

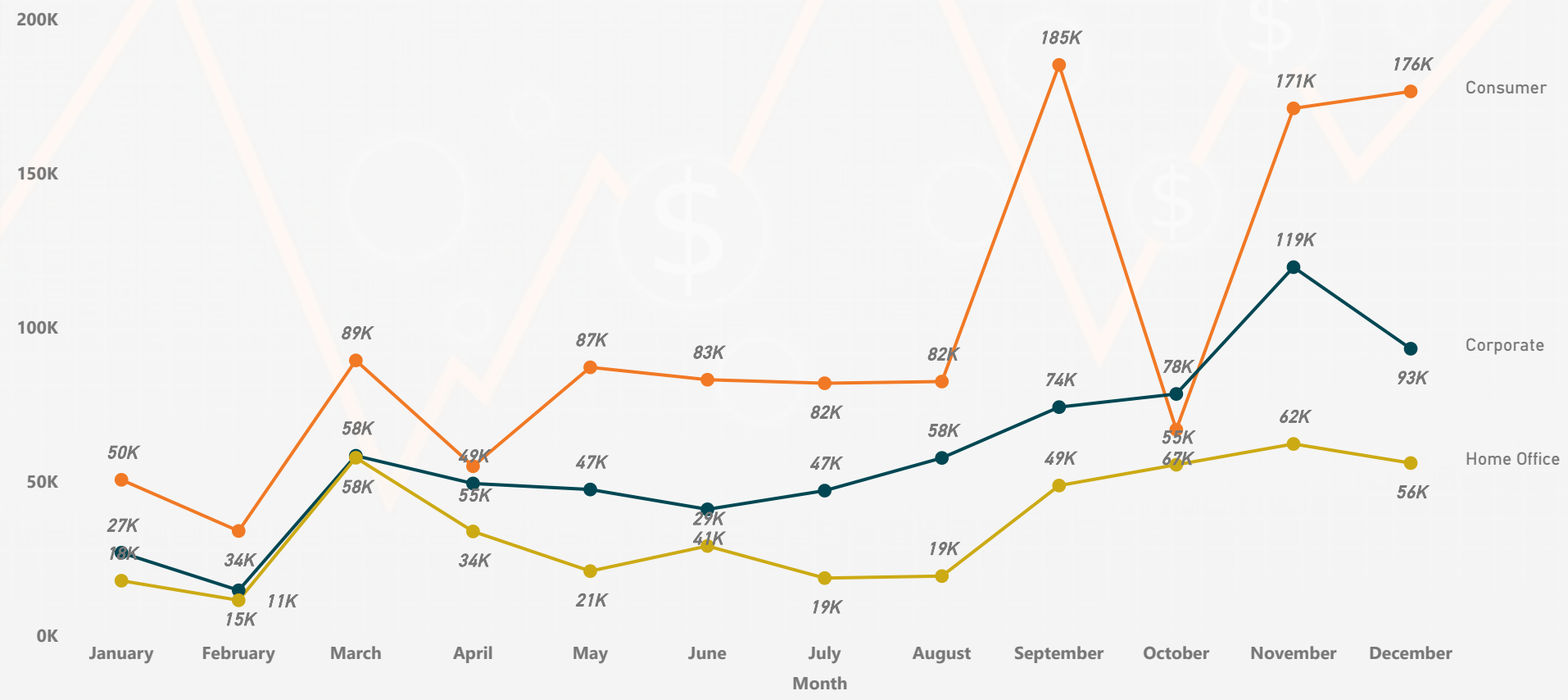
Corporate_Segment
706.15K
 Sum of Sales

Home Office_Segment
429.65K
 Sum of Sales

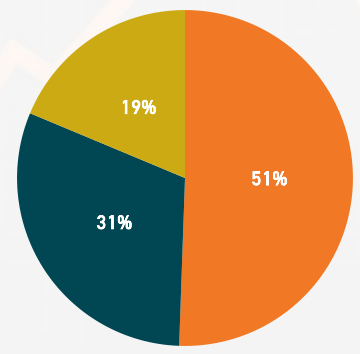
Sum of Sales by Customer Name and Segment



Total_Sales by Month



Sum of Sales by Segment



Shipping Analysis

Year:
 Month, Day:
 Ship Mode:
 State:

Same_Day

0

AVG_STPI(Days)

First_Class

1

AVG_STPI(Days)

Second_Class

1

AVG_STPI(Days)

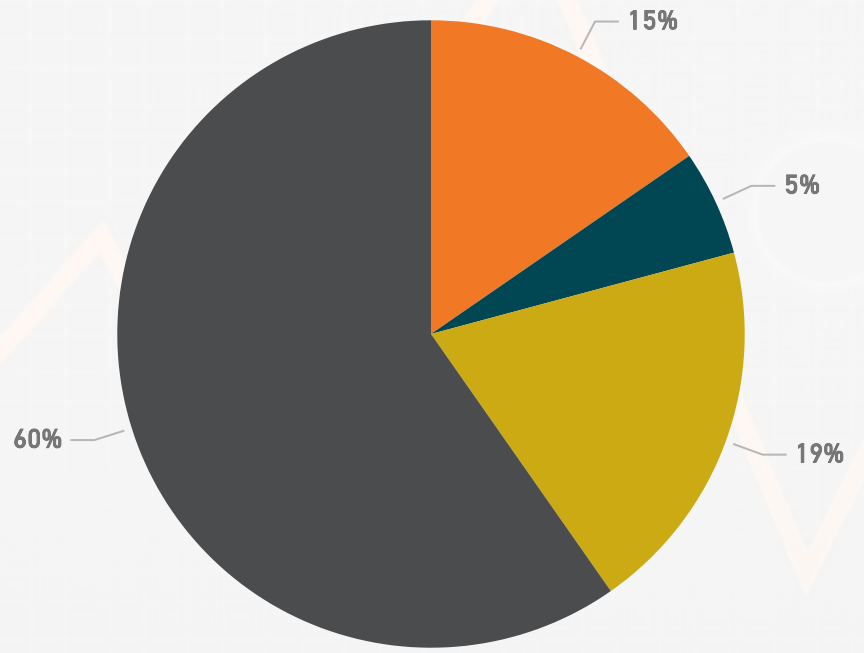
Standard

2

AVG_STPI(Days)

Count of Order ID by Ship Mode

- Ship Mode
- First Class
 - Same Day
 - Second Class
 - Standard Class



Order_Count By Segment & Ship Mode

| Segment | First Class | Same Day | Second Class | Standard Class |
|--------------|-------------|------------|--------------|----------------|
| Consumer | 769 | 317 | 1020 | 3085 |
| Corporate | 485 | 114 | 609 | 1812 |
| Home Office | 284 | 112 | 316 | 1071 |
| Total | 1538 | 543 | 1945 | 5968 |

Sum of Days_To_Ship(PI) and Order_Count by Month

