

- Overview
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Total Orders

65.75K

Total Profit

3.97M

Total Sales

36.78M

Total Net Revenue

33.05M

Year, Quarter, Mo...

All

Market

All

Delivery Status

All

Shipping Mode

All

Total Customers

20.65K

Avg Shipping Days  
(Real vs Scheduled)

3.50  
Real

2.93  
Scheduled

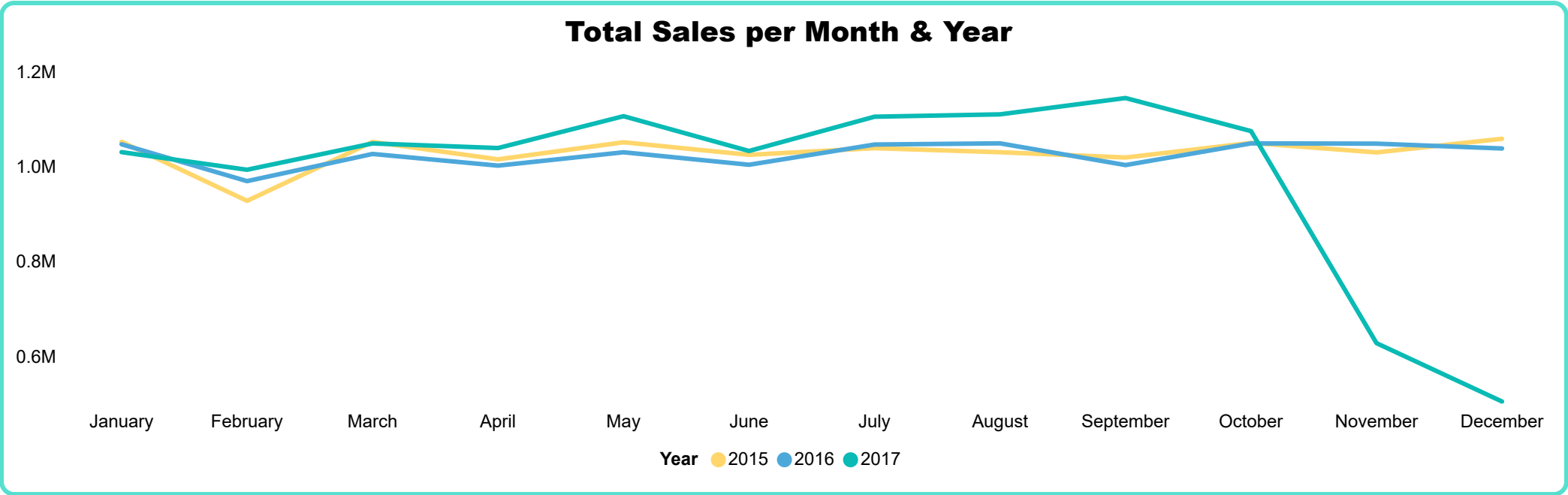
Late Deliveries

54.82%

OnTime Deliveries

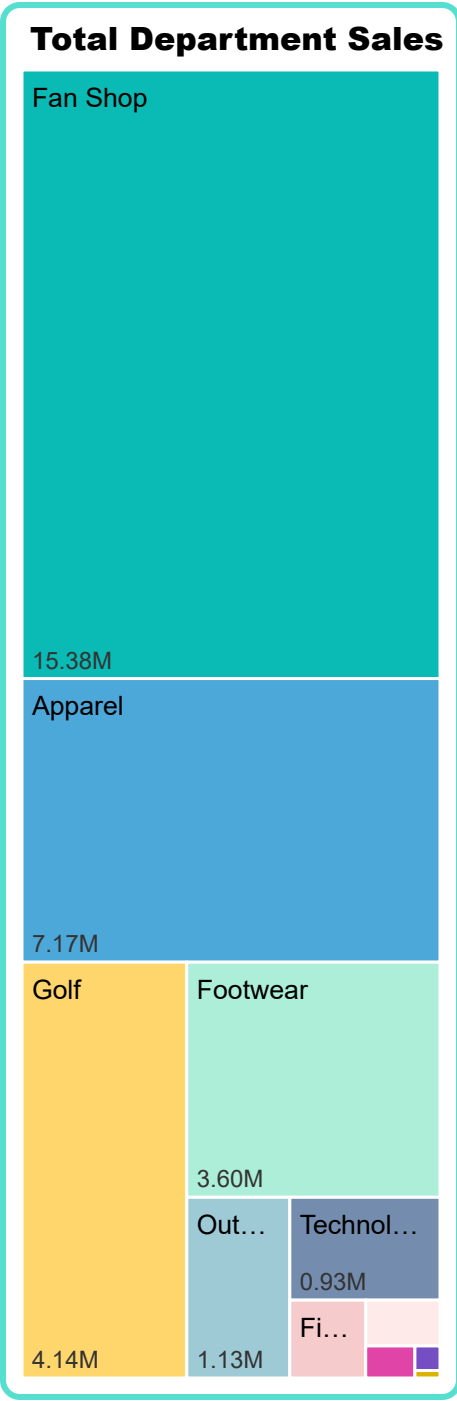
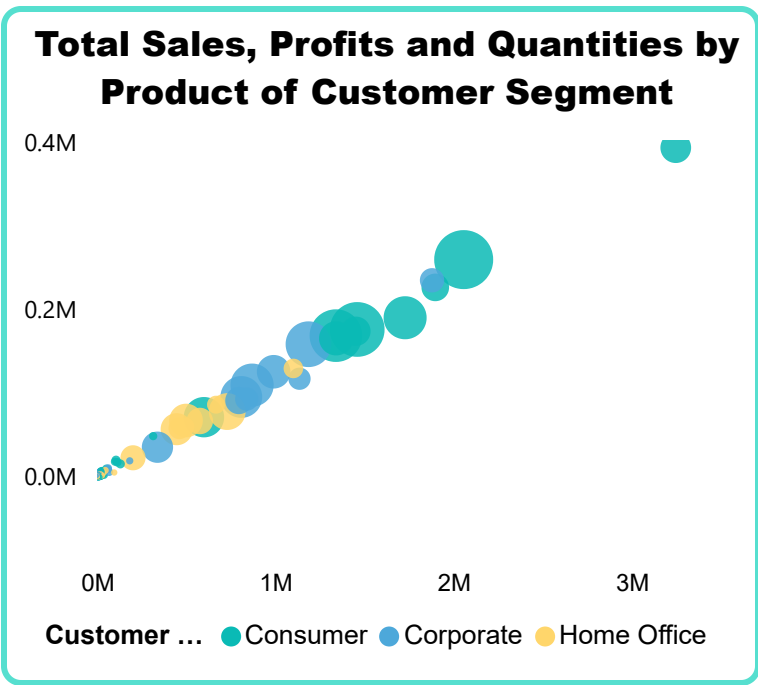
45.18%

0%100%



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Top 10 Products Sales		
Product Name	Total Sales	Total Profits
Dell Laptop	0.60M	0.07M
Diamondback Women's Serene Classic Comfort Bi	3.70M	0.43M
Field & Stream Sportsman 16 Gun Fire Safe	6.23M	0.76M
Nike Men's CJ Elite 2 TD Football Cleat	2.60M	0.31M
Nike Men's Dri-FIT Victory Golf Polo	2.83M	0.35M
Total	29.74M	3.56M



Avg Discount Rate

10.17%

Avg Profit Ratio

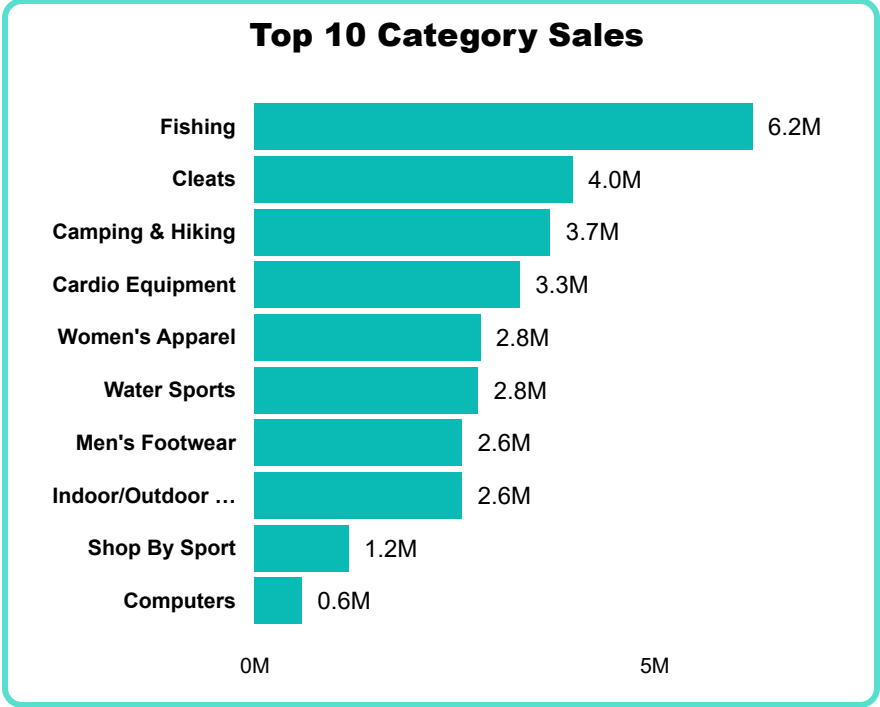
12.06%

Year, Quarter, Mo...  
All

Market  
All

Delivery Status  
All

Department Name  
All



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Avg Customer Sales

1.60K

Total Orders

65.75K

Total Customers

20.65K

Repeated Customers Sales

33.99M

Year, Quarter, Mo...

All

Market

All

Delivery Status

All

Customer State

All

Top 10 Customers Sales

Customer Name	Total Sales
Christopher Smith	85,271.05
David Smith	145,776.80
Elizabeth Smith	90,516.02
James Smith	147,924.43
John Smith	129,882.58
Mary Jones	88,860.48
Total	5,813,474.53

Total Customers State & Segment

Customer Segment: Consumer Corporate Home Office

Total Customer Segment Sales

Segment	Sales (M)
Consumer	18.5
Corporate	10.5
Home Office	6.5

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Late Deliveries

54.82%

Delivery Status

OnTime Deliveries

17.83%

Delivery Status

Advance Deliveries

23.01%

Delivery Status

Cancelled Deliveries

4.34%

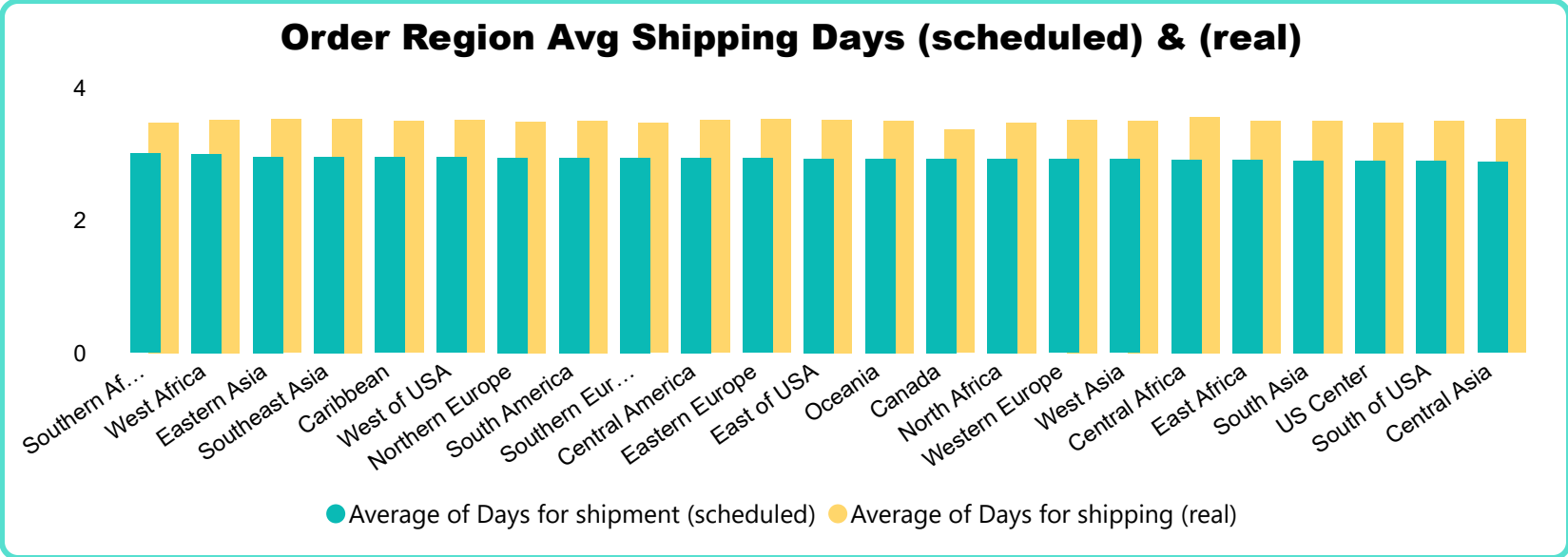
Delivery Status

Year, Quarter, Mo...  
All

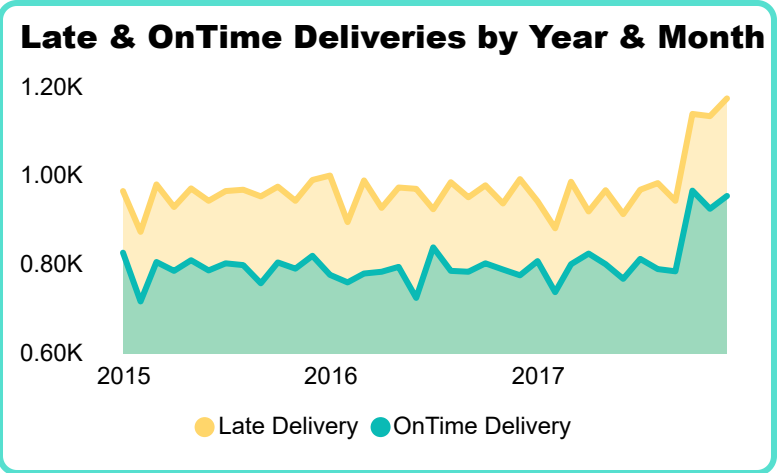
Market  
All

Delivery Status  
All

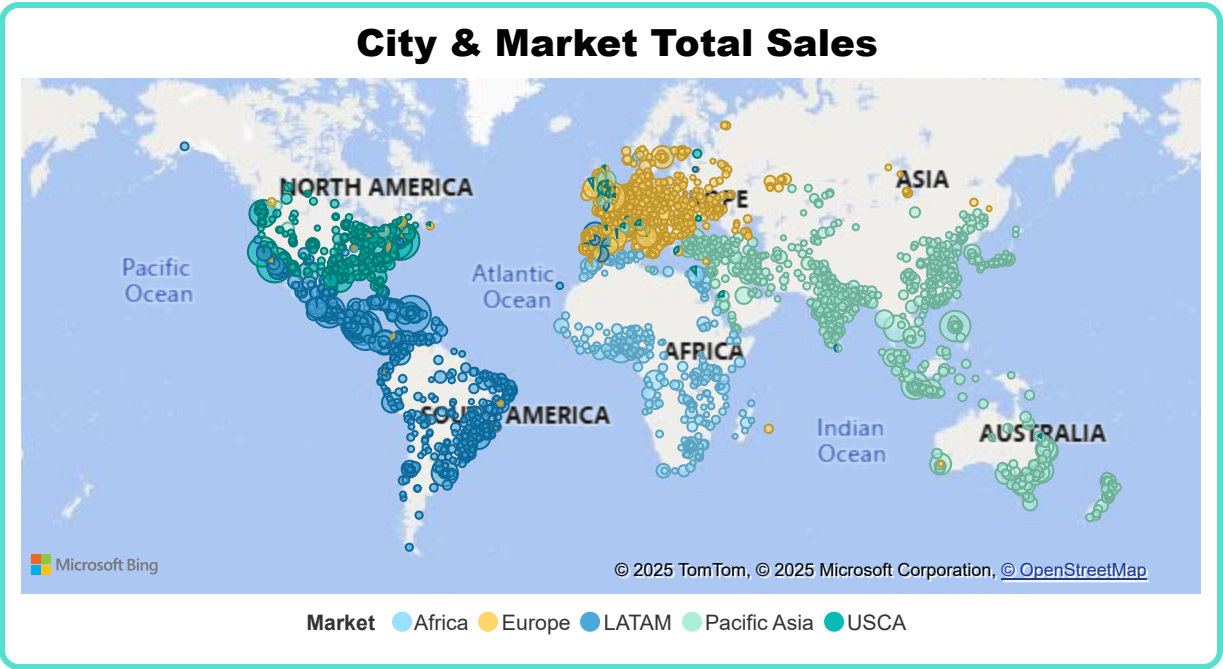
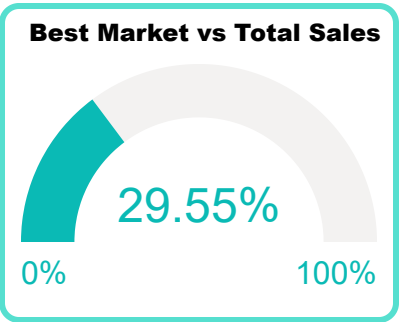
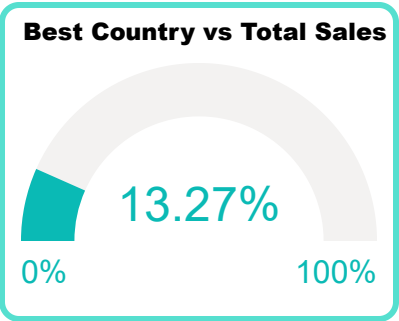
Shipping Mode  
All



Market	Advance shipping	Late delivery	Shipping canceled	Shipping on time	Total
Africa	5.81K	14.03K	1.00K	4.77K	25.60K
Europe	24.48K	57.93K	4.59K	18.24K	105.24K
LATAM	26.38K	61.51K	5.02K	20.03K	112.94K
Pacific Asia	19.27K	46.11K	3.36K	14.94K	83.68K
U.S. & CA	12.80K	30.98K	2.52K	10.31K	56.62K
Total	88.74K	210.57K	16.49K	68.29K	384.08K



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Year, Quarter, Mo...  
All

Market  
All

Delivery Status  
All

Department Name  
All

Total Sales Region vs Department

Department Name	Canada	Caribbean	Central Africa	Central America	Central Asia	East Africa	East of USA
Apparel	37,170.48	319,614.34	60,858.58	1,078,532.75	23,702.00	73,548.65	256,940.90
Book Shop							
Discs Shop							
Fan Shop	78,094.19	738,410.09	145,764.71	2,552,177.43	49,711.74	171,010.39	626,070.56
Fitness	646.16	10,847.41	2,330.55	40,938.83	329.41	1,579.07	8,164.23
Footwear	24,227.06	177,573.12	33,165.16	585,094.21	9,205.80	46,658.68	142,375.31
Golf	23,839.01	195,124.83	44,204.17	687,236.56	12,707.27	38,474.77	170,473.49
Health and Beauty							
Total	168,257.42	1,481,668.69	292,912.56	5,093,849.72	97,953.69	338,054.31	1,231,955.13



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Total Products with Negative Profit

3

Top Product Sales

Field & Stream Sportsman 16 Gun Fire Safe

Product Name	Total Ptofit	Item Discount
Dell Laptop	69,656.81	67,605.00
Diamondback Women's Serene Classic Comfort Bi	427,455.57	417,649.50
Field & Stream Sportsman 16 Gun Fire Safe	756,220.77	702,728.00
Nike Men's CJ Elite 2 TD Football Cleat	311,902.82	293,263.10
Nike Men's Dri-FIT Victory Golf Polo	350,421.03	319,091.50
Nike Men's Free 5.0+ Running Shoe	379,915.82	371,942.59
O'Brien Men's Neoprene Life Vest	318,451.43	292,550.63
Pelican Sunstream 100 Kayak	324,076.37	314,327.00
Total	3,558,207.42	3,355,439.52

Year, Quarter, Mo...

All

Market

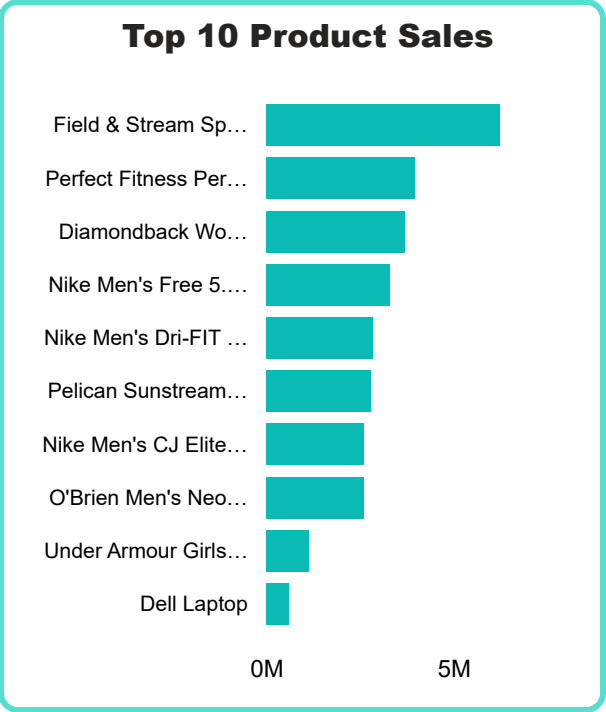
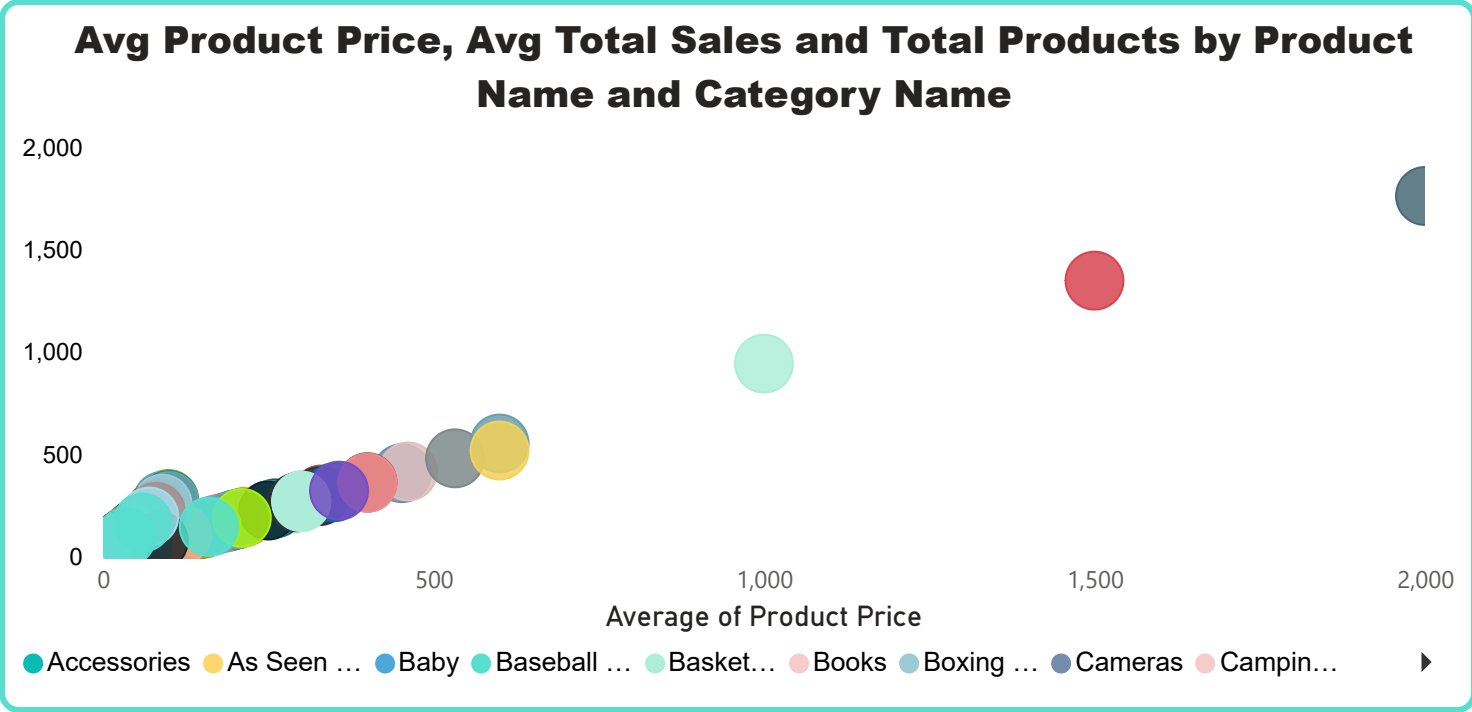
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Delivery Status

All

Department Name

All



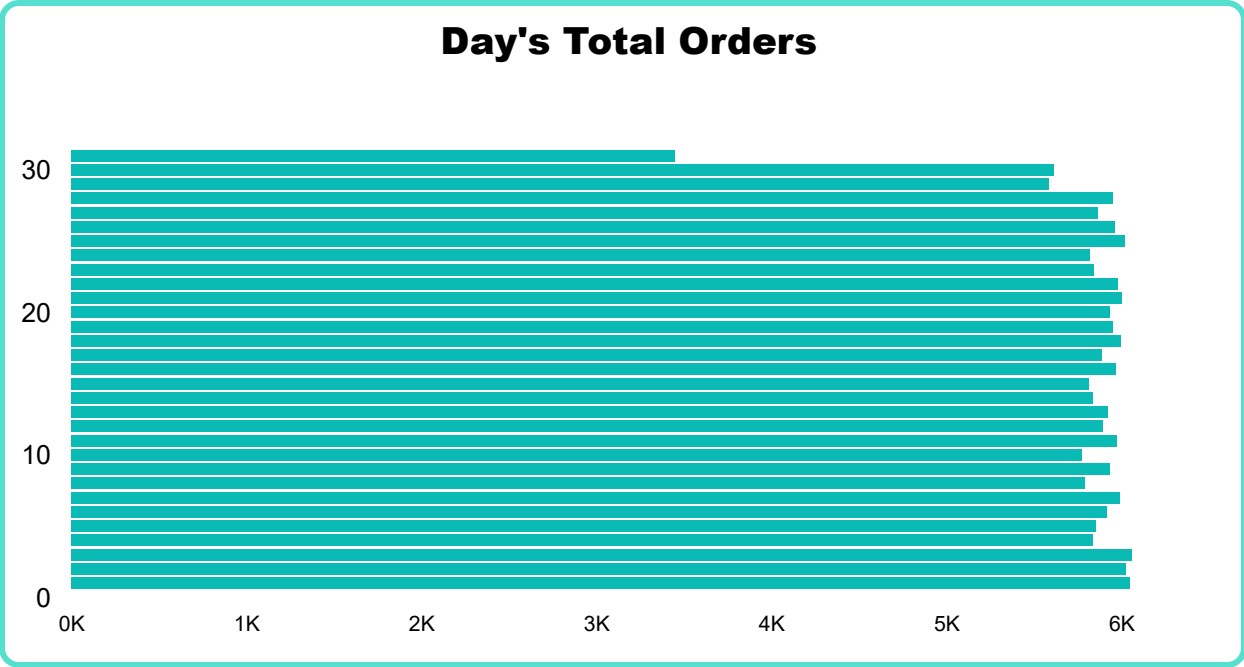
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Weekend Sales %

29.06%

Weekday Sales %

70.94%

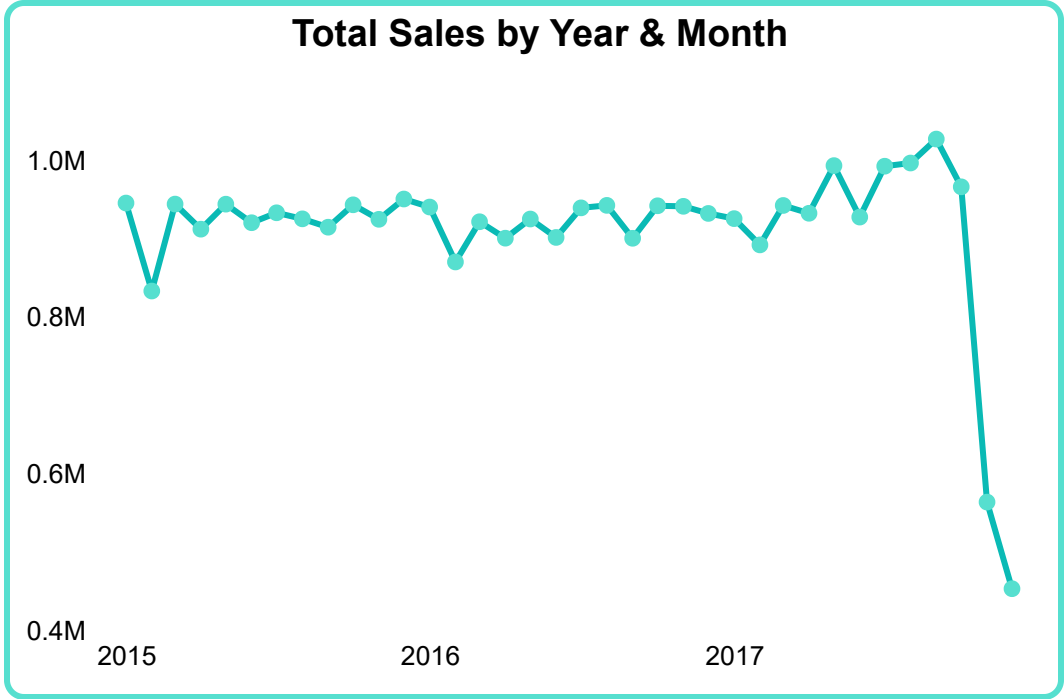
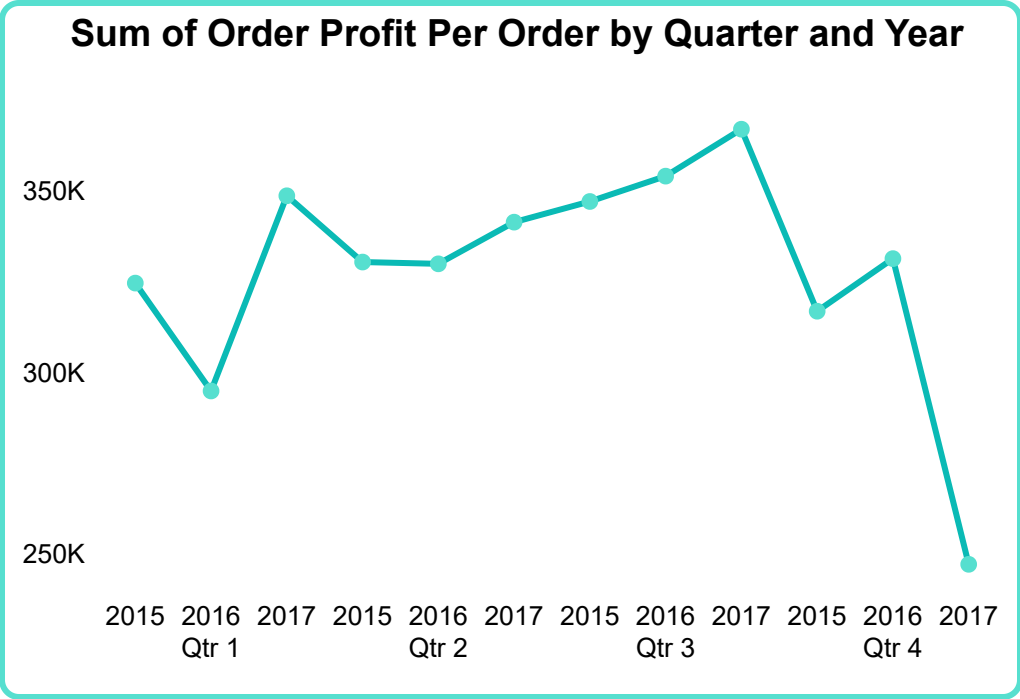


Year, Quarter, Mo...

Market

Delivery Status

Department Name



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