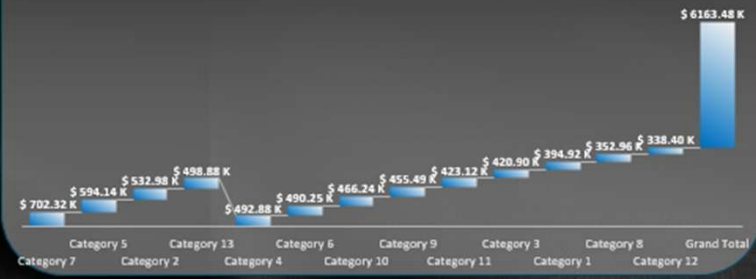
ECOMMERCE SALES ANALYSIS DASHBOARD

SALES	PROFIT	QUANTITY	NO OF ORDERS	PROFIT MARGIN
$1,58,98,074.90	$61,63,476.80	# 7155	# 856	38.77%
YOY GROWTH ▼13.28%	YOY GROWTH ▼14.97%	YOY GROWTH ▼12.89%	YOY GROWTH ▼11.78%	YOY GROWTH ▼1.95%

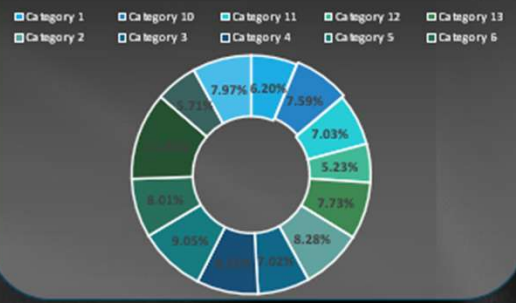
SALES AND PROFIT ANALYSIS



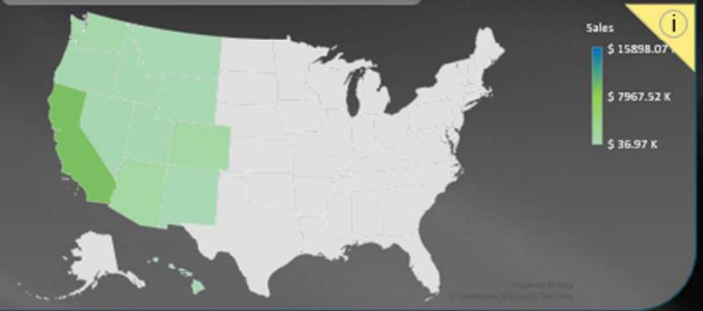
CATEGORY WISE PROFIT



CATEGORY WISE SALES SHARE %



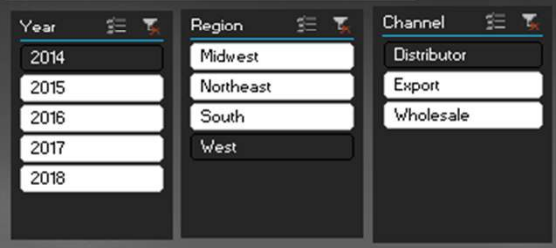
SALES BY STATE



TOP 10 CATEGORIES

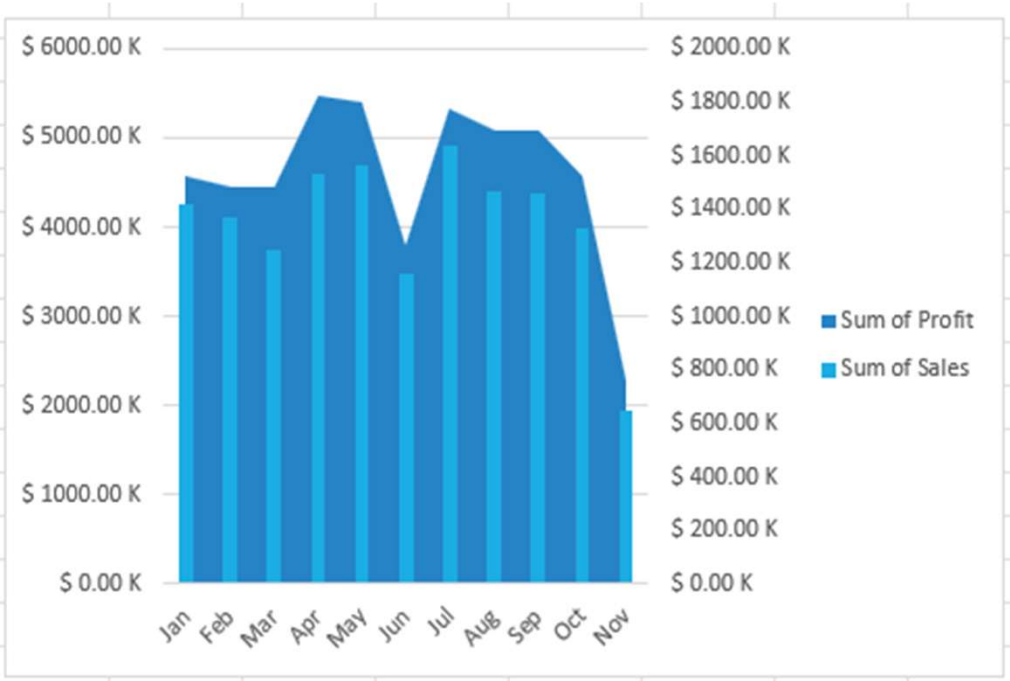


FILTERS



OrderNumbe	Year	OrderDate	Ship Date	Due Date	Customer Name Index	Customer Names	Channel	Currency Code	Warehouse Code	Delivery Region Index	name	county	state_co de	state	Region	type	latitude	lo
SO - 0002970	2014	01-01-2014	06-01-2014	18-01-2014	247	Ronald Bradley	Wholesale	USD	AXW291	69	Costa Mesa	Orange County	CA	California	West	City	33.64113	
SO - 0004080	2014	01-01-2014	31-01-2014	10-02-2014	465	Roger Price	Distributor	USD	AXW291	129	Modesto	Stanislaus County	CA	California	West	City	37.6391	
SO - 0008340	2014	01-01-2014	23-01-2014	28-01-2014	3222	Benjamin Bryant	Wholesale	USD	AXW291	889	Killeen	Bell County	TX	Texas	South	City	31.11712	
SO - 0009180	2014	01-01-2014	27-01-2014	07-02-2014	3458	Nicholas Carpenter	Wholesale	USD	AXW291	197	South Whittier	Los Angeles County	CA	California	West	CDP	33.96085	
SO - 0001119	2014	01-01-2014	18-01-2014	16-01-2014	3268	Ryan Wells	Wholesale	USD	AXW291	956	Auburn	King County/Pierce County	WA	Washington	West	City	47.30377	
SO - 0007453	2014	01-01-2014	09-01-2014	18-01-2014	877	Michael Owens	Export	USD	AXW291	178	San Francisco	San Francisco County	CA	California	West	City	37.775	
SO - 0009201	2014	01-01-2014	07-01-2014	24-01-2014	2666	Daniel Long	Distributor	USD	GUT930	250	East Hartford (CDP)	Hartford County	CT	Connecticut	Northeast	CDP	41.78232	
SO - 0003255	2014	01-01-2014	08-01-2014	15-01-2014	667	Jimmy Morrison	Wholesale	USD	AXW291	252	Greenwich	Fairfield County	CT	Connecticut	Northeast	Town	41.04537	
SO - 0010739	2014	01-01-2014	08-01-2014	21-01-2014	311	Harry Perkins	Wholesale	USD	NXH382	794	West Chester	Butler County	OH	Ohio	Midwest	Township	39.34021	
SO - 0009340	2014	01-01-2014	18-01-2014	30-01-2014	1687	Wayne Green	Distributor	USD	GUT930	947	Lynchburg	Lynchburg city	VA	Virginia	South	City	37.41375	
SO - 0009518	2014	01-01-2014	04-01-2014	24-01-2014	2793	Wayne Alvarez	Distributor	USD	NXH382	761	Rochester	Monroe County	NY	New York	Northeast	City	43.15478	
SO - 0009194	2014	01-01-2014	17-01-2014	17-01-2014	2922	Howard Wright	Wholesale	USD	AXW291	141	Oceanside	San Diego County	CA	California	West	City	33.19587	
SO - 0005739	2014	01-01-2014	16-01-2014	29-01-2014	894	Craig Reed	Wholesale	USD	AXW291	380	Boise City	Ada County	ID	Idaho	West	City	43.6135	
SO - 0001491	2014	01-01-2014	26-01-2014	12-02-2014	1523	Jack Stewart	Export	USD	AXW291	644	St. Peters	St. Charles County	MO	Missouri	Midwest	City	38.80033	
SO - 0008793	2014	01-01-2014	22-01-2014	24-01-2014	1505	Kevin Grant	Wholesale	USD	AXW291	386	Addison (Township)	DuPage County	IL	Illinois	Midwest	Township	41.948	
SO - 0002961	2014	01-01-2014	02-01-2014	13-01-2014	184	Willie Mason	Distributor	USD	NXH382	780	Columbus	Delaware County/Franklin Coun	OH	Ohio	Midwest	City	39.98524	
SO - 0002688	2014	01-01-2014	02-01-2014	30-12-2013	201	Steve Sanchez	Distributor	USD	NXH382	819	Allentown	Lehigh County	PA	Pennsylvania	Northeast	City	40.60843	
SO - 0002226	2014	01-01-2014	11-01-2014	24-01-2014	1050	Harry Clark	Export	USD	NXH382	479	Concord	Elkhart County	IN	Indiana	Midwest	Township	41.65183	
SO - 0003812	2014	01-01-2014	11-01-2014	28-01-2014	1042	James Tucker	Distributor	USD	FLR025	404	Cicero	Cook County	IL	Illinois	Midwest	Town	41.84559	
SO - 000370	2014	01-01-2014	03-01-2014	03-01-2014	2783	Jerry Parker	Distributor	USD	AXW291	984	Janesville	Rock County	WI	Wisconsin	Midwest	City	42.68279	
SO - 0005704	2014	01-01-2014	26-01-2014	11-02-2014	931	Bobby Simmons	Distributor	USD	AXW291	435	Normal	McLean County	IL	Illinois	Midwest	Town	40.5142	
SO - 0005887	2014	01-01-2014	18-01-2014	30-01-2014	1634	Scott Wheeler	Export	USD	NXH382	267	Stamford	Fairfield County	CT	Connecticut	Northeast	City	41.05343	
SO - 0003304	2014	02-01-2014	26-01-2014	07-02-2014	2206	Billy Harvey	Wholesale	USD	AXW291	609	West Bloomfield	Oakland County	MI	Michigan	Midwest	Charter Township	42.56923	
SO - 0010663	2014	02-01-2014	23-01-2014	01-02-2014	1403	Raymond Cruz	Distributor	USD	AXW291	387	Algonquin (Township)	McHenry County	IL	Illinois	Midwest	Township	42.19807	
SO - 0005021	2014	02-01-2014	08-01-2014	28-01-2014	106	Justin Graham	Wholesale	USD	AXW291	30	Peoria	Maricopa County/Yavapai Coun	AZ	Arizona	West	City	33.7862	
SO - 0007038	2014	02-01-2014	09-01-2014	14-01-2014	1994	Shawn Freeman	Distributor	USD	AXW291	551	Malden	Middlesex County	MA	Massachusetts	Northeast	City	42.4251	
SO - 000338	2014	02-01-2014	16-01-2014	23-01-2014	1429	Gerald Williams	Wholesale	USD	AXW291	394	Bloom	Cook County	IL	Illinois	Midwest	Township	41.51591	
SO - 0001262	2014	02-01-2014	29-01-2014	08-02-2014	1194	Kenneth Bishop	Export	USD	AXW291	330	Plantation	Broward County	FL	Florida	South	City	26.12759	
SO - 0004409	2014	02-01-2014	02-02-2014	14-02-2014	2076	Paul Brooks	Distributor	USD	GUT930	573	Gaithersburg	Montgomery County	MD	Maryland	South	City	39.14344	
SO - 0003648	2014	02-01-2014	26-01-2014	13-02-2014	407	Paul Richardson	Distributor	USD	GUT930	113	Lake Elsinore	Riverside County	CA	California	West	City	33.66808	
SO - 0005509	2014	02-01-2014	15-01-2014	22-01-2014	380	Roy Scott	Export	USD	NXH382	105	Huntington Beach	Orange County	CA	California	West	City	33.6603	
SO - 0005432	2014	02-01-2014	08-01-2014	04-01-2014	1512	Russell Watson	Distributor	USD	NXH382	418	Grafton	McHenry County	IL	Illinois	Midwest	Township	42.20028	
SO - 0007950	2014	02-01-2014	31-01-2014	07-02-2014	2635	Ernest Medina	Distributor	USD	FLR025	727	Sparks	Washoe County	NV	Nevada	West	City	39.53491	
SO - 0002727	2014	02-01-2014	29-01-2014	12-02-2014	908	Jimmy James	Export	USD	FLR025	251	Fairfield	Fairfield County	CT	Connecticut	Northeast	Town	41.17594	
SO - 0010691	2014	02-01-2014	27-01-2014	23-01-2014	2797	Steve Montgomery	Wholesale	USD	GUT930	69	Costa Mesa	Orange County	CA	California	West	City	33.64113	
SO - 0005997	2014	02-01-2014	05-01-2014	07-01-2014	152	Michael Lane	Export	USD	GUT930	742	Greece	Monroe County	NY	New York	Northeast	Town	43.25035	
SO - 0004019	2014	02-01-2014	26-01-2014	06-02-2014	2834	Jeffrey Hawkins	Wholesale	USD	AXW291	474	Calumet	Lake County	IN	Indiana	Midwest	Township	41.58533	
SO - 0006822	2014	02-01-2014	22-01-2014	06-02-2014	1803	Daniel Crawford	Distributor	USD	AXW291	234	Grand Junction	Mesa County	CO	Colorado	West	City	39.06387	
SO - 000867	2014	02-01-2014	04-01-2014	30-12-2013	1996	Ralph Ellis	Distributor	USD	AXW291	182	San Mateo	San Mateo County	CA	California	West	City	37.56299	
SO - 000648	2014	02-01-2014	21-01-2014	26-01-2014	2624	Harold Bryant	Wholesale	USD	GUT930	854	Memphis	Shelby County	TN	Tennessee	South	City	35.14953	
SO - 0003001	2014	02-01-2014	15-01-2014	21-01-2014	100	Steve Wells	Wholesale	USD	GUT930	202	Torrance	Los Angeles County	CA	California	West	City	33.83585	
SO - 0003771	2014	02-01-2014	21-01-2014	17-01-2014	3462	Jesse Dean	Wholesale	USD	GUT930	261	New Britain	Hartford County	CT	Connecticut	Northeast	City	41.66121	
SO - 0008610	2014	02-01-2014	11-01-2014	21-01-2014	2578	Ryan Frazier	Wholesale	USD	FLR025	821	Bethlehem	Lehigh County/Northampton Cou	PA	Pennsylvania	Northeast	City	40.62642	
SO - 0005510	2014	02-01-2014	09-01-2014	10-01-2014	2599	Brian Chapman	Wholesale	USD	AXW291	539	Brockton	Plymouth County	MA	Massachusetts	Northeast	City	42.08343	
SO - 000965	2014	02-01-2014	21-01-2014	22-01-2014	2406	Walter Gonzalez	Distributor	USD	AXW291	615	Bloomington	Hennepin County	MN	Minnesota	Midwest	City	44.8408	
SO - 0008006	2014	02-01-2014	14-01-2014	30-01-2014	1848	Phillip Lawson	Wholesale	USD	AXW291	866	Bryan	Brazos County	TX	Texas	South	City	30.67436	

MONTHLY SALES AND PROFIT TREND

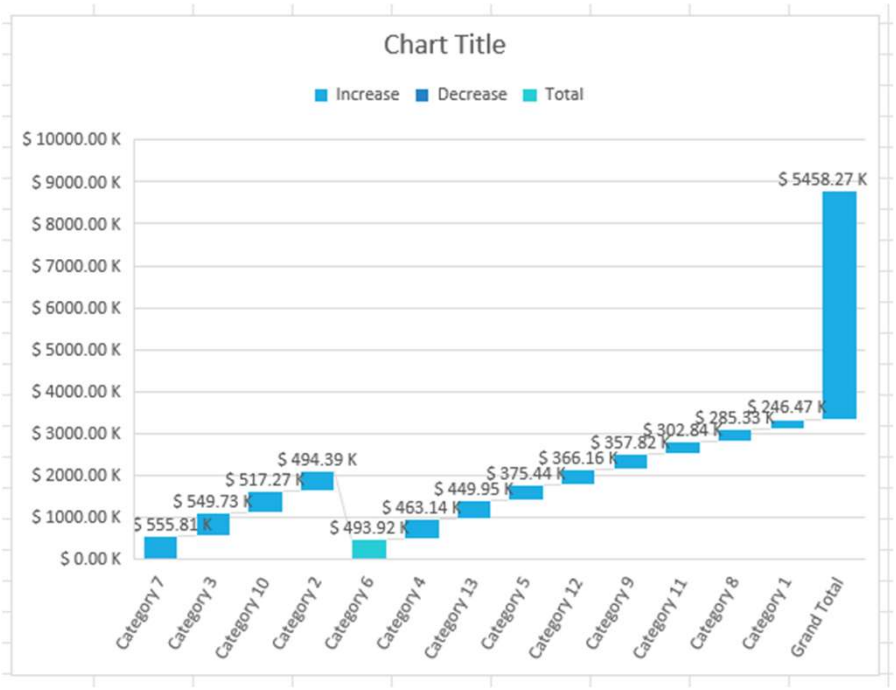


Row Labels	Sum of Sales	Sum of Profit
⊞ Jan	$ 4256.65 K	$ 1521.49 K
⊞ Feb	$ 4113.05 K	$ 1482.21 K
⊞ Mar	$ 3753.22 K	$ 1482.13 K
⊞ Apr	$ 4606.25 K	$ 1823.35 K
⊞ May	$ 4683.82 K	$ 1802.93 K
⊞ Jun	$ 3475.17 K	$ 1261.40 K
⊞ Jul	$ 4922.66 K	$ 1774.96 K
⊞ Aug	$ 4403.59 K	$ 1692.38 K
⊞ Sep	$ 4385.91 K	$ 1695.46 K
⊞ Oct	$ 3997.76 K	$ 1527.73 K
⊞ Nov	$ 1943.98 K	$ 759.71 K
Grand Total	4,45,42,069.00	1,68,23,750.12

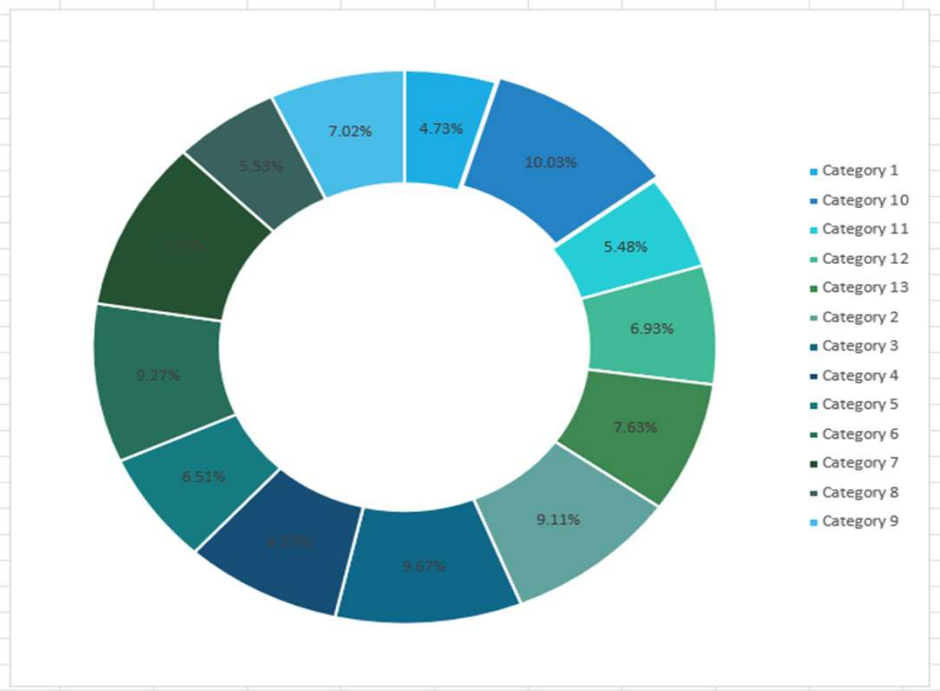
PROFIT BY PRODUCT CATEGORY

Row Labels	Sum of Profit
Category 7	5,55,814.65
Category 3	5,49,727.50
Category 10	5,17,267.74
Category 2	4,94,393.80
Category 6	4,93,922.93
Category 4	4,63,141.72
Category 13	4,49,948.01
Category 5	3,75,435.24
Category 12	3,66,156.94
Category 9	3,57,823.42
Category 11	3,02,840.94
Category 8	2,85,328.95
Category 1	2,46,473.10
Grand Total	**54,58,274.93**

Labels	Profit
Category 7	$ 555.81 K
Category 3	$ 549.73 K
Category 10	$ 517.27 K
Category 2	$ 494.39 K
Category 6	$ 493.92 K
Category 4	$ 463.14 K
Category 13	$ 449.95 K
Category 5	$ 375.44 K
Category 12	$ 366.16 K
Category 9	$ 357.82 K
Category 11	$ 302.84 K
Category 8	$ 285.33 K
Category 1	$ 246.47 K
Grand Total	$ 5458.27 K

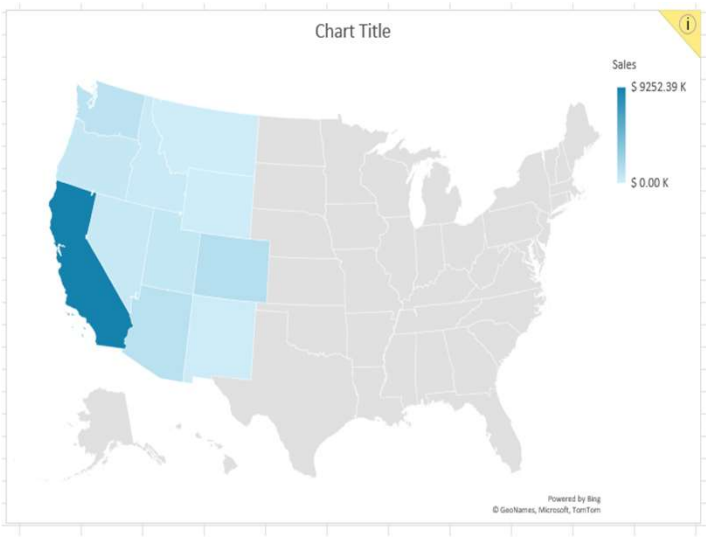


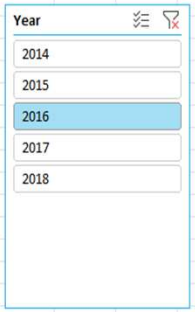
SALES MIX BY PRODUCT CATEGORY SHARE %



Row Labels	Sum of Sales
Category 1	4.73%
Category 10	10.03%
Category 11	5.48%
Category 12	6.93%
Category 13	7.63%
Category 2	9.11%
Category 3	9.67%
Category 4	8.17%
Category 5	6.51%
Category 6	9.27%
Category 7	9.93%
Category 8	5.53%
Category 9	7.02%
Grand Total	**100.00%**

SALES BY STATE

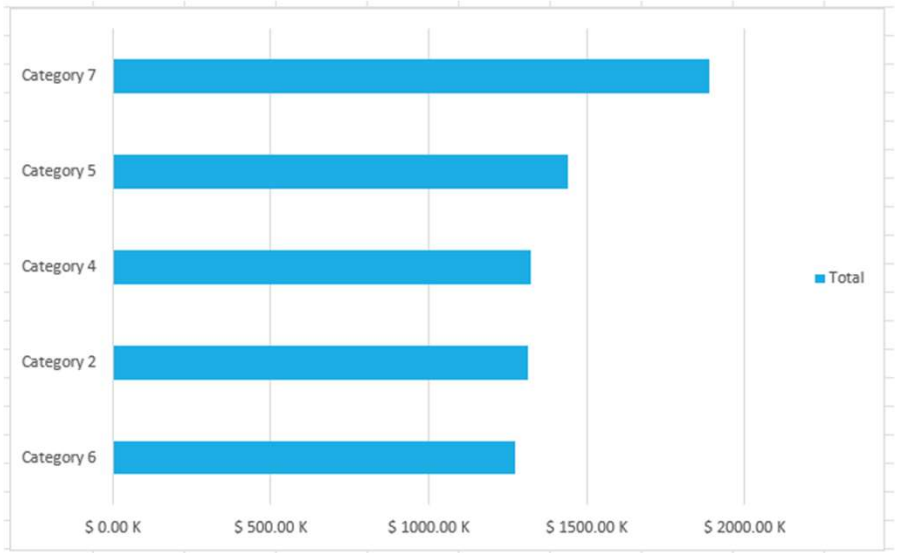




Row Labels	Sum of Sales
Arizona	14,03,147.50
California	92,60,954.40
Colorado	14,39,629.00
Hawaii	36,970.60
Idaho	4,08,539.20
Montana	1,72,659.00
Nevada	6,12,112.00
New Mexico	2,56,985.20
Oregon	5,85,626.90
Utah	4,96,577.20
Washington	10,66,593.10
Wyoming	1,58,280.80
Grand Total	**1,58,98,074.90**

State	Sales
Arizona	$ 1403.15 K
California	$ 9260.95 K
Colorado	$ 1439.63 K
Hawaii	$ 36.97 K
Idaho	$ 408.54 K
Montana	$ 172.66 K
Nevada	$ 612.11 K
New Mexico	$ 256.99 K
Oregon	$ 585.63 K
Utah	$ 496.58 K
Washington	$ 1066.59 K
Wyoming	$ 158.28 K
Grand Total	$ 15898.07 K

TOP 5 CATEGORIES BY SALES



Row Labels	Sum of Sales
Category 6	$ 1273.42 K
Category 2	$ 1315.67 K
Category 4	$ 1321.75 K
Category 5	$ 1439.29 K
Category 7	$ 1885.62 K
Grand Total	**72,35,752.10**

MONTHLY SALES KPI SUMMARY

Row Labels	Sum of Sales
Jan	15,32,216.30
Feb	15,02,367.80
Mar	13,73,037.70
Apr	13,96,527.90
May	11,80,091.10
Jun	14,27,723.10
Jul	13,62,860.40
Aug	13,51,691.50
Sep	12,12,793.80
Oct	11,01,178.50
Nov	12,91,398.20
Dec	11,66,188.60
Grand Total	1,58,98,074.90
	$ 1,58,98,074.90



Row Labels	Sum of Profit
Jan	5,90,442.19
Feb	6,16,702.17
Mar	4,85,523.88
Apr	5,21,419.19
May	4,46,546.02
Jun	5,48,867.82
Jul	5,36,133.87
Aug	5,82,679.84
Sep	4,68,453.08
Oct	4,38,341.54
Nov	4,66,706.46
Dec	4,61,660.75
Grand Total	61,63,476.80
	$ 61,63,476.80



Row Labels	Sum of Order Quantity
Jan	646
Feb	658
Mar	572
Apr	699
May	534
Jun	632
Jul	597
Aug	610
Sep	598
Oct	499
Nov	547
Dec	563
Grand Total	7155
	# 7155



Row Labels	Count of OrderNumber
Jan	75
Feb	80
Mar	68
Apr	83
May	63
Jun	75
Jul	73
Aug	70
Sep	72
Oct	63
Nov	67
Dec	67
Grand Total	856
	# 856

Row Labels	Sum of Profit Margin
Jan	0.39
Feb	0.41
Mar	0.35
Apr	0.37
May	0.38
Jun	0.38
Jul	0.39
Aug	0.43
Sep	0.39
Oct	0.40
Nov	0.36
Dec	0.40
Grand Total	0.39
	38.77%



ANNUAL SALES AND PROFIT TRENDS

Row Labels	Sum of Sales	Sum of Profit	Sum of Order Quantity	Count of OrderNumber	Sum of Profit Margin
2014	1,58,98,074.90	61,63,476.80	7155	856	0.39
2015	1,68,30,641.20	63,05,585.47	7268	855	0.37
2016	1,56,45,471.50	58,74,305.53	6949	823	0.38
2017	1,64,89,457.10	64,19,173.32	7230	849	0.39
2018	1,43,00,232.10	54,58,274.93	6298	749	0.38

▼13.28%	▼14.97%	▼12.89%	▼11.78%	▼1.95%