

SUPER STORE DASHBOARD

Total Profit

\$286K

Total Sales

\$2M

Quantity Sold

38K

Region

4

City

531

Total Customers

793

Profit and Target Profit by Year

\$93.44K ✓

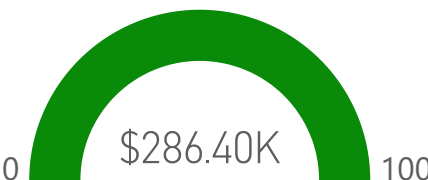
Goal: 73.27K (+27.53%)

Sum of Sales and Target Sales by Quarter

\$878.08K ✓

Goal: 300000 (+192.69%)

Sum of Profit, Min profit margin and Max profit margin



Ship Mode

All

Sub-Category

All

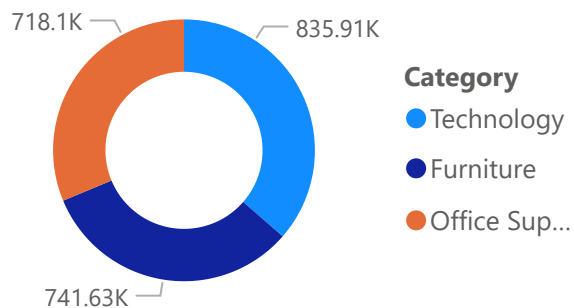
Year

All

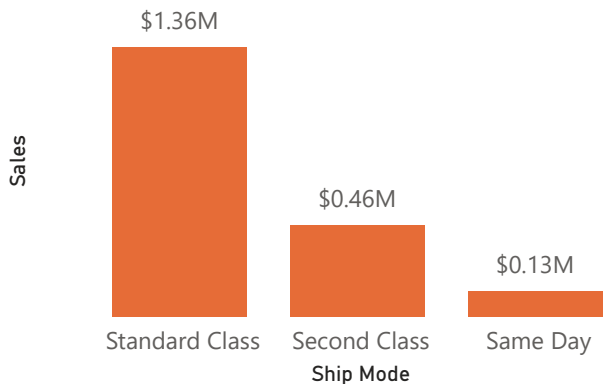
Category

All

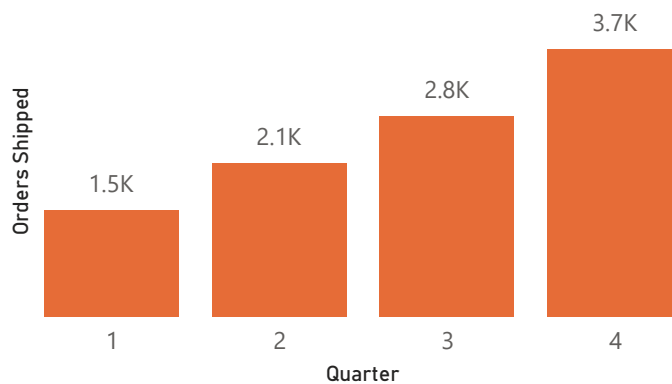
Total Revenue by Category



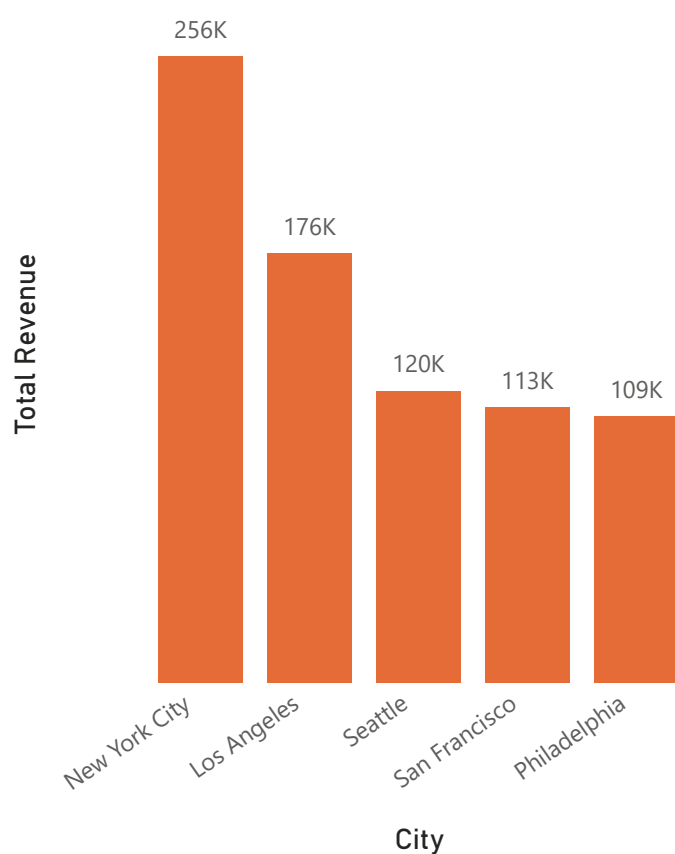
Total Sales by Ship Mode



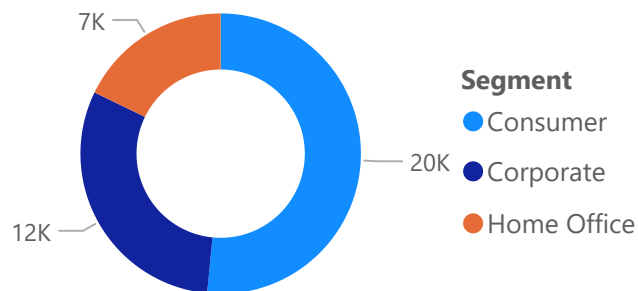
Orders Shipped by Quarter



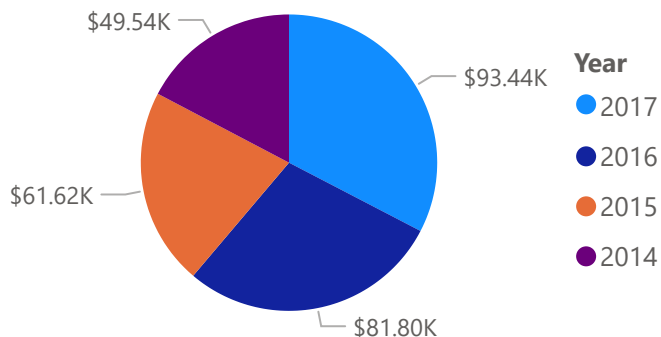
Total Revenue by City



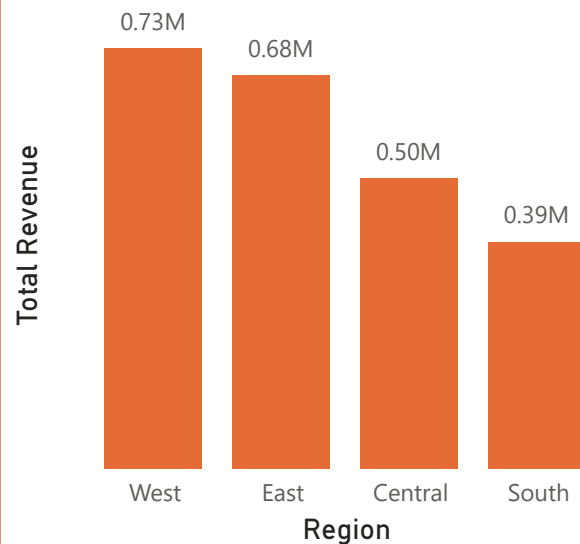
Total Quantity by Segment



Total Profit by Year



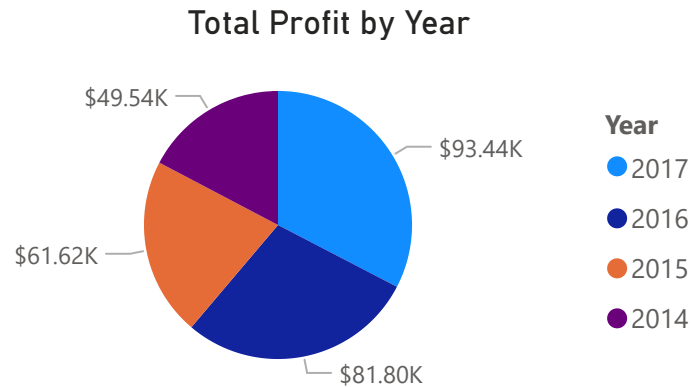
Total Revenue by Region



SALES REPORT INSIGHTS

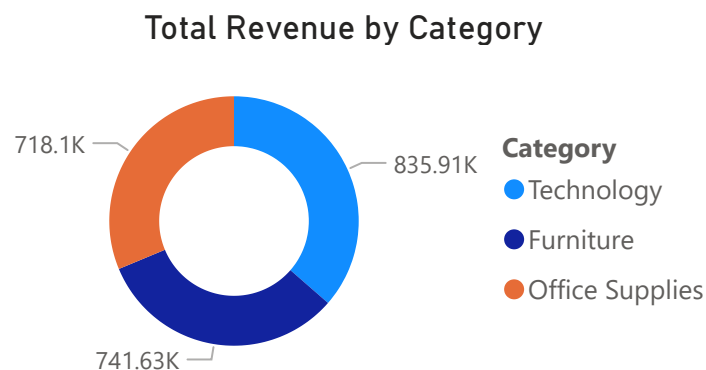
. Total profit by year

The total profit of the store has been consistently improving since the opening in 2014 with the best year performance been 2017 with \$93.44k profit.



. Total revenue by category

The category that performed best is the technology category grossing \$835.91k over a period of 4years.



. Total revenue by region

The region with the highest grossing revenue is the west, while the south region has only managed to surpass 50% of the west. Hence a new campaign and advertisement should be targeted towards that region.

