



# GLOBAL SUPERSTORE SALES DASHBOARD - OVERVIEW

Date

Segment

Category

Sub - Category

Market

Region

Country

Overview

Revenue

Profit

Product

Customer

## Revenue

12,642,502

## Profit

1,467,457

## Shipping Cost

1,358,086

## Product

17

## Transaction

25728

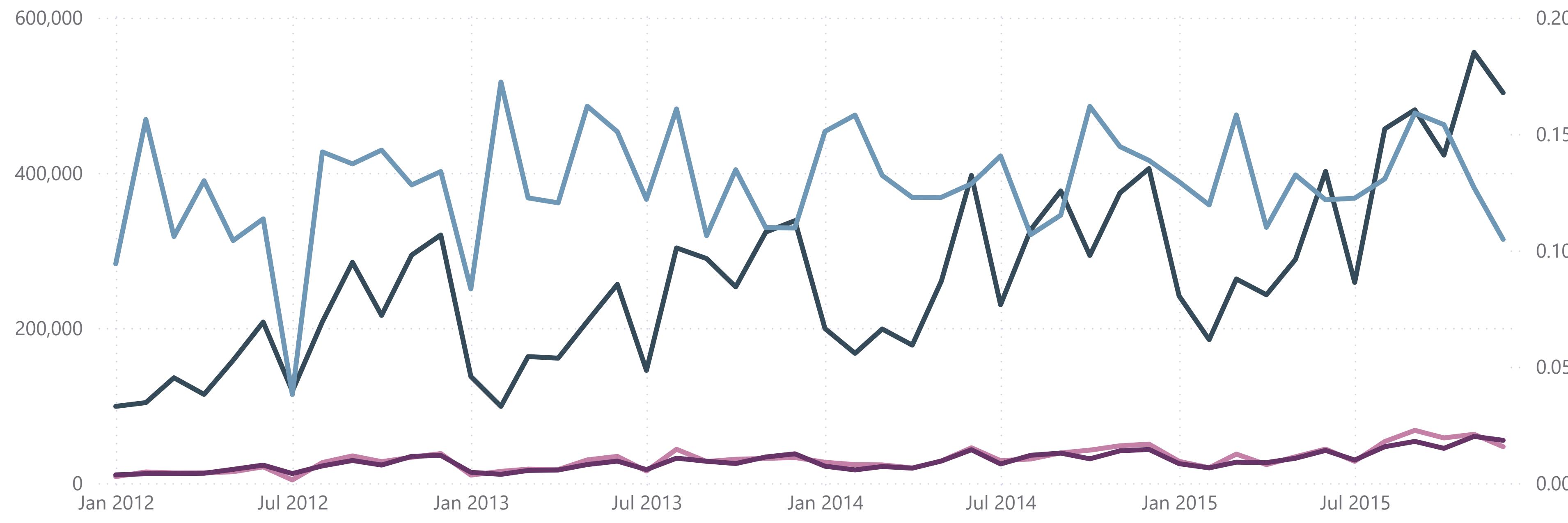
## Customer

17,415

## Quantity

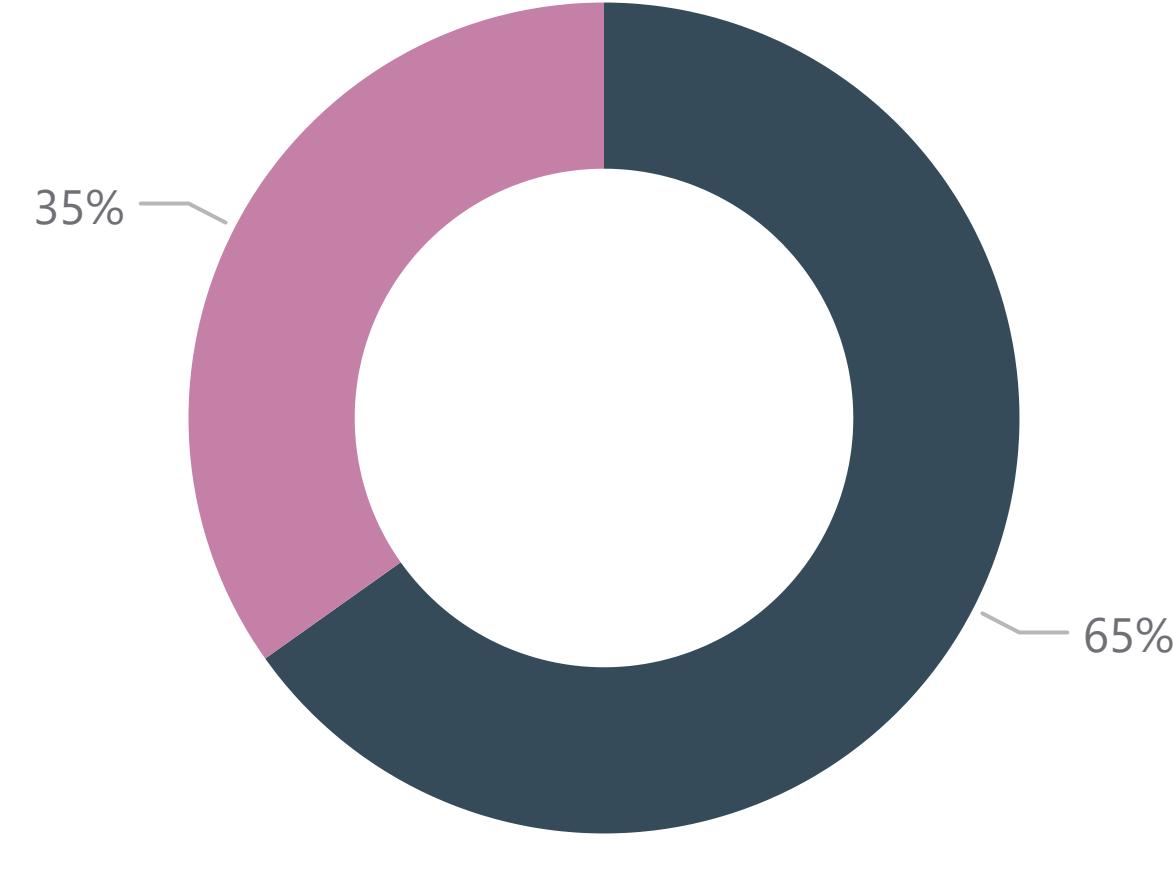
176092

### Revenue, Profit, Shipping Cost and Profit Margin By Year and Month



### Customer by Type

Customer Type ● Return Customer ● New Customer



### Revenue by Type

Customer Type ● Return Customer ● New Customer



### Top 5 Country Performance

Country	Revenue
United States	2,297,200.86
Australia	925,235.85
France	858,931.08
China	700,562.03
Germany	628,136.19

Country	Profit
United States	286,397
China	150,683
France	109,029
Germany	107,190
Australia	103,907

Country	Profit Margin
China	0.24
Germany	0.19
France	0.14
United States	0.14
Australia	0.13

Country	Customer
United States	2501
France	679
Australia	660
Germany	581
China	549

Country	Transaction
United States	4998
France	1473
Australia	1419
Germany	1018
China	925

Country	Quantity
United States	37405
France	10680
Australia	10546
Germany	7660
China	6984

### Product Performance

Product	Quantity	Transaction	Revenue	Profit	Profit Margin
Phones	11870	3141	1,706,824	216,717	0.14
Copiers	7454	2124	1,509,436	258,568	0.19
Chairs	12336	3196	1,501,682	140,396	0.10
Bookcases	8310	2285	1,466,572	161,924	0.12
Storage	16884	4565	1,126,813	108,417	0.11
Appliances	6026	1676	1,010,536	141,563	0.16
Machines	4906	1426	779,060	58,868	0.08
Tables	3083	835	757,042	-64,083	-0.09
Accessories	10946	2893	749,237	129,626	0.19
Binders	21403	5432	461,869	72,433	0.18
Furnishings	11163	2956	385,156	46,845	0.14
Art	16215	4394	371,613	57,830	0.18
Supplies	8482	2274	242,811	22,559	0.10
Paper	12672	3199	241,788	58,112	0.27
Envelopes	8210	2272	169,217	28,849	0.19
Fasteners	9051	2481	89,495	13,844	0.17



# GLOBAL SUPERSTORE SALES DASHBOARD - REVENUE

Date	Segment	Category	Sub - Category	Market	Region	Country
All	All	All	All	All	All	All



Overview



Revenue



Profit



Product



Customer

## Total Revenue

12,642,502

## Avg of Revenue

246

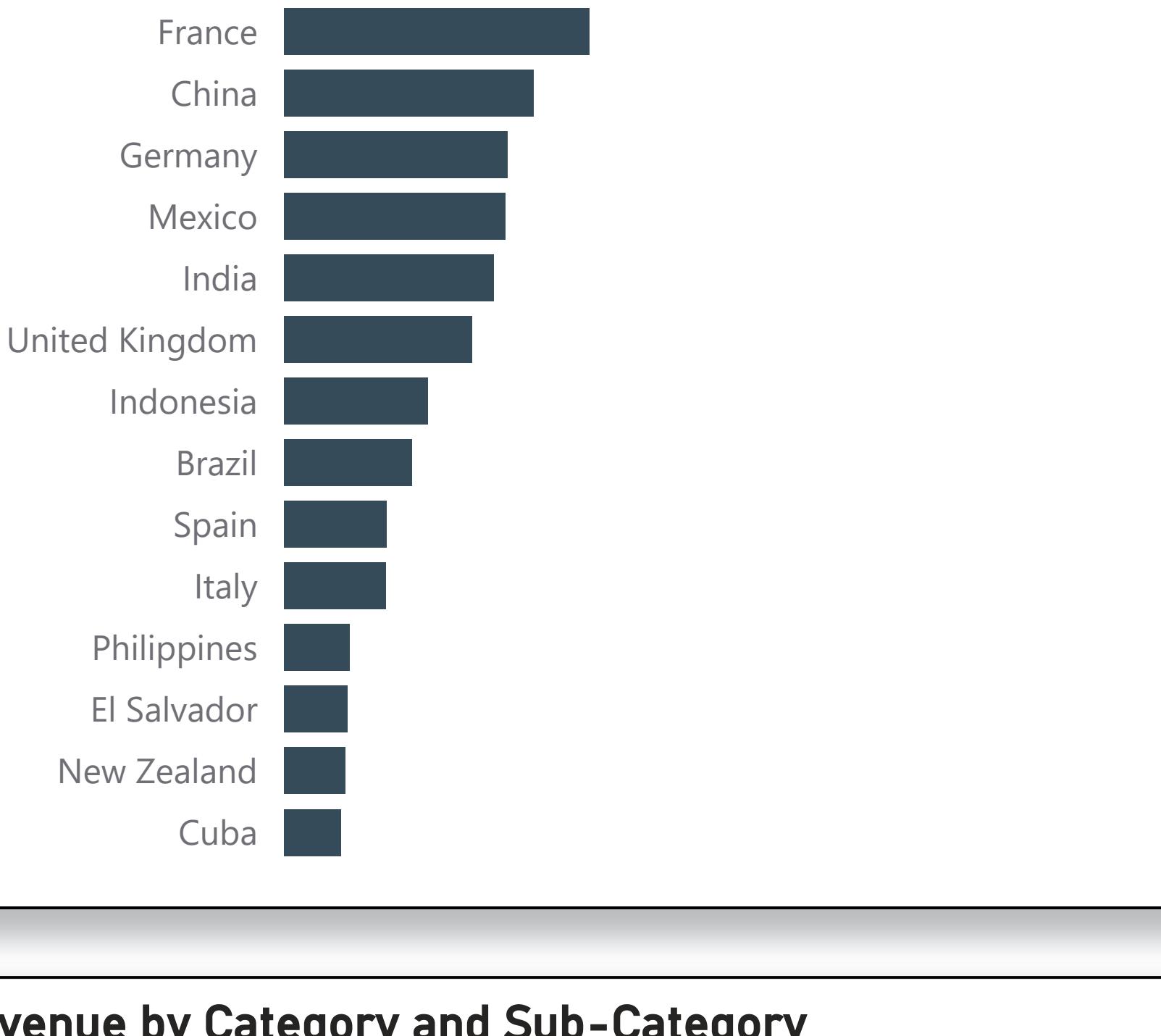
## Revenue Growth

0.04

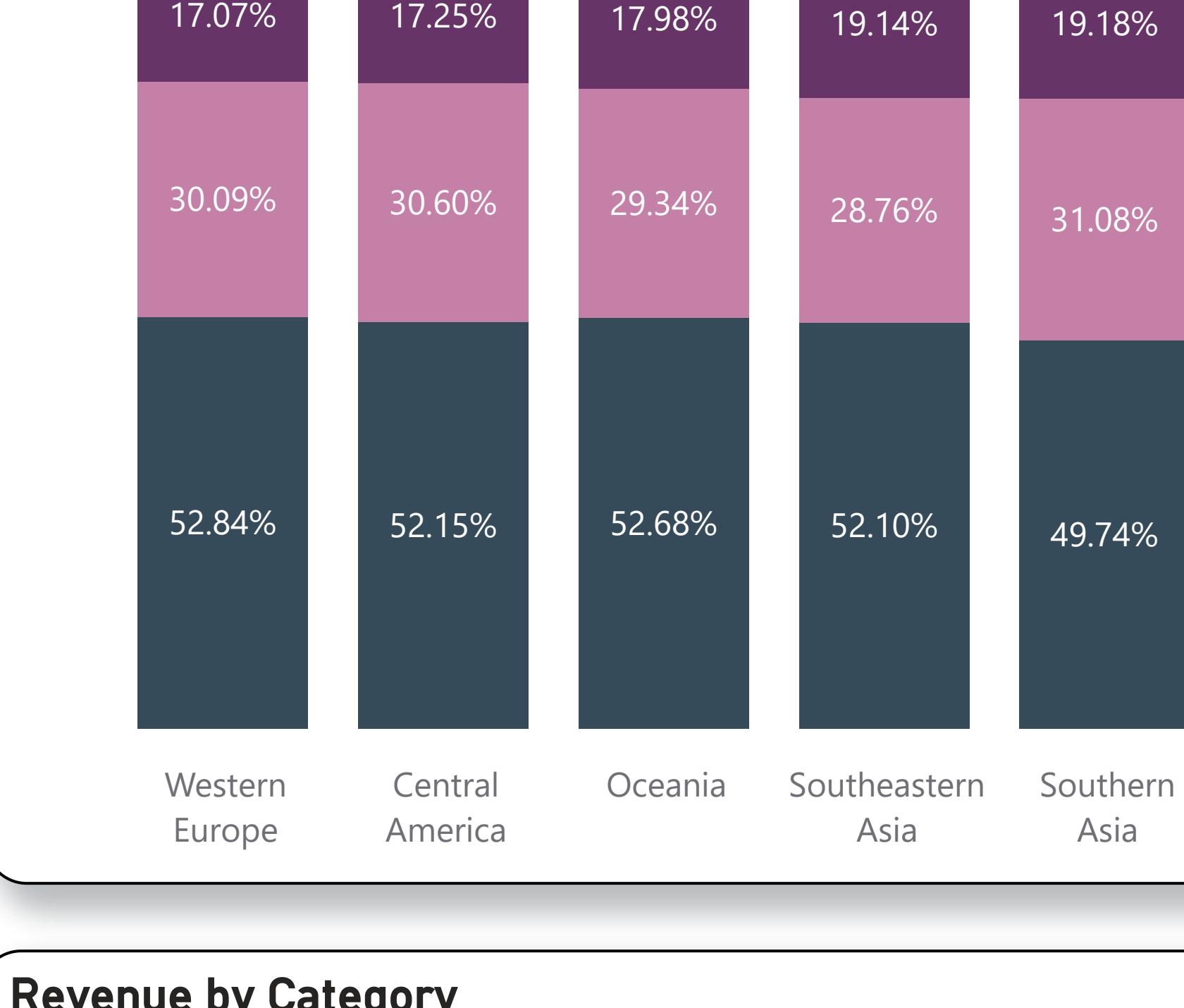
### Revenue by Year and Quarter



### Revenue by Country

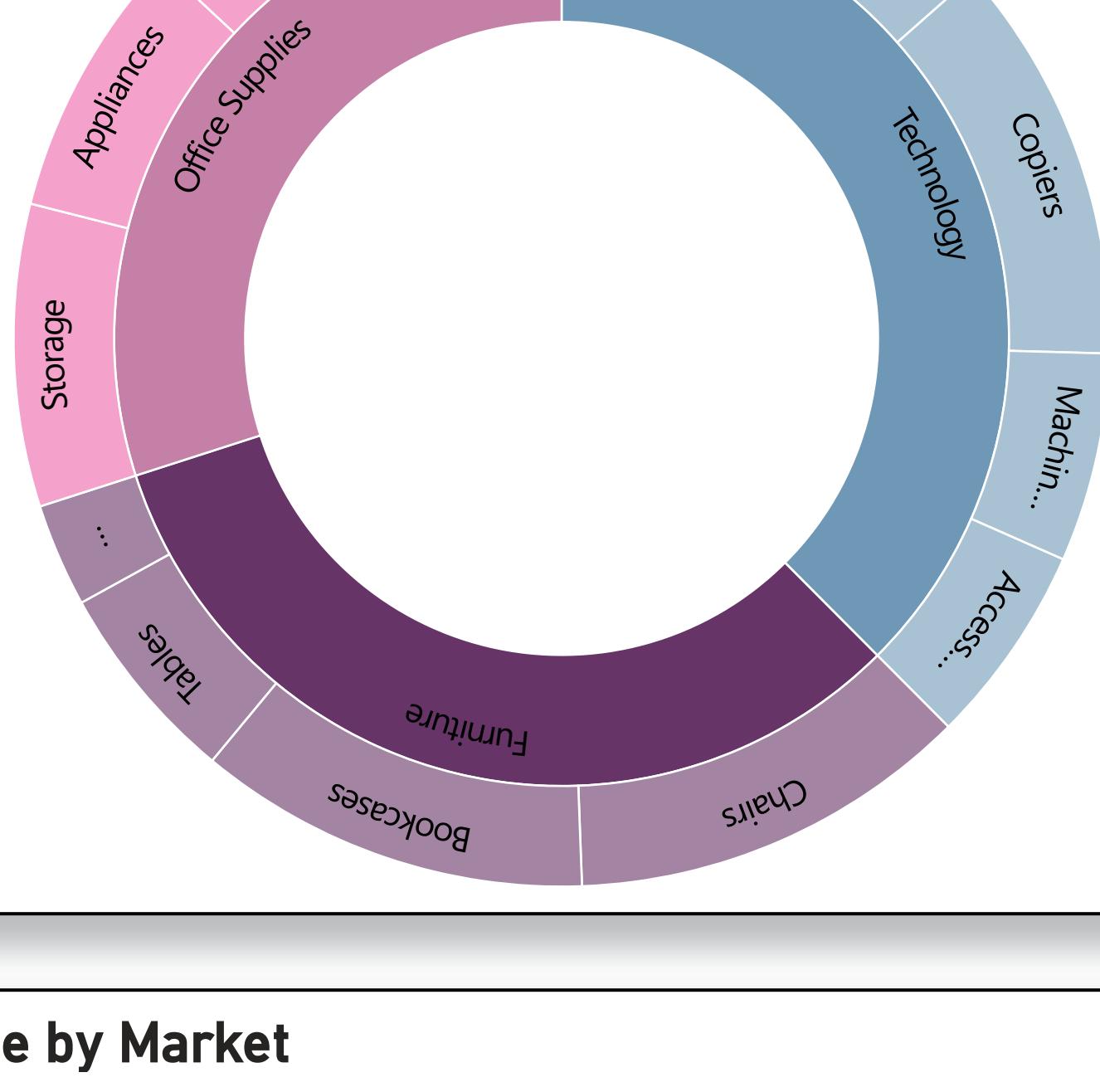


### Revenue by Region and Segment



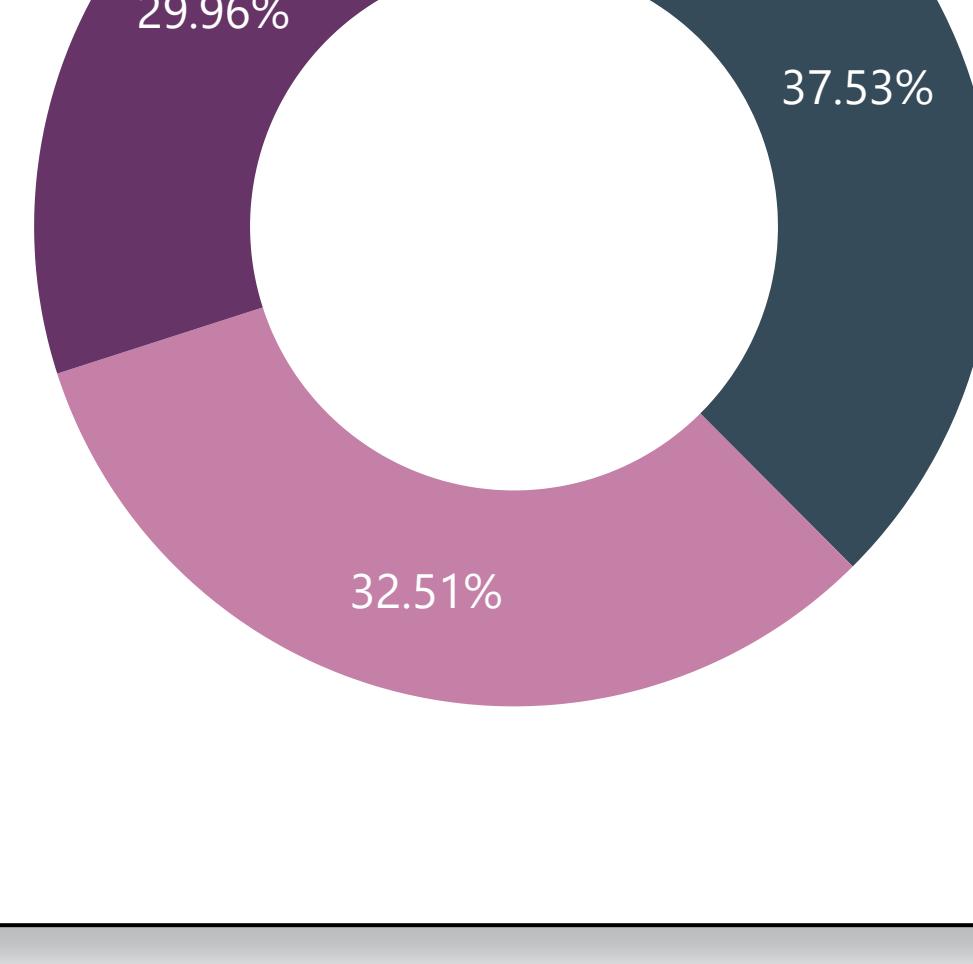
### Revenue by Category and Sub-Category

Category • Office Supplies • Furniture • Technology



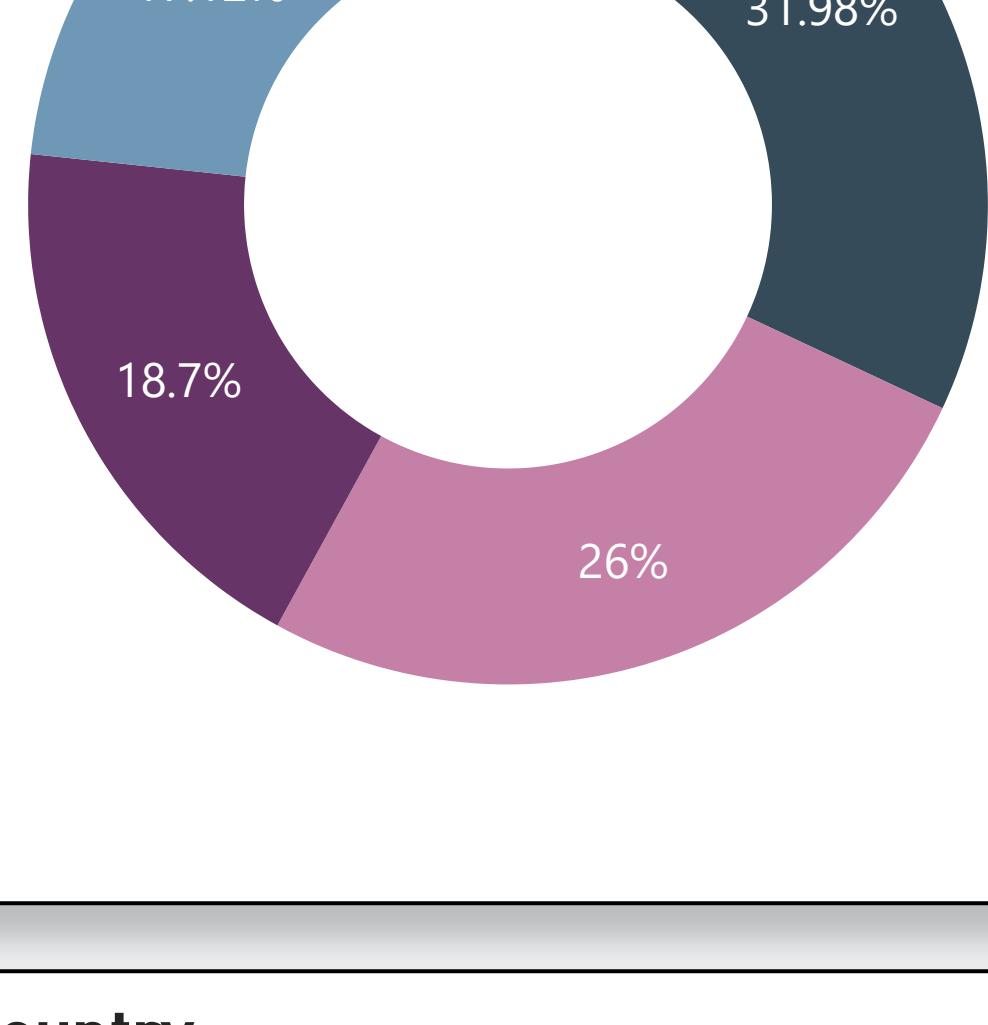
### Revenue by Category

Category • Technology • Furniture • Office Supplies



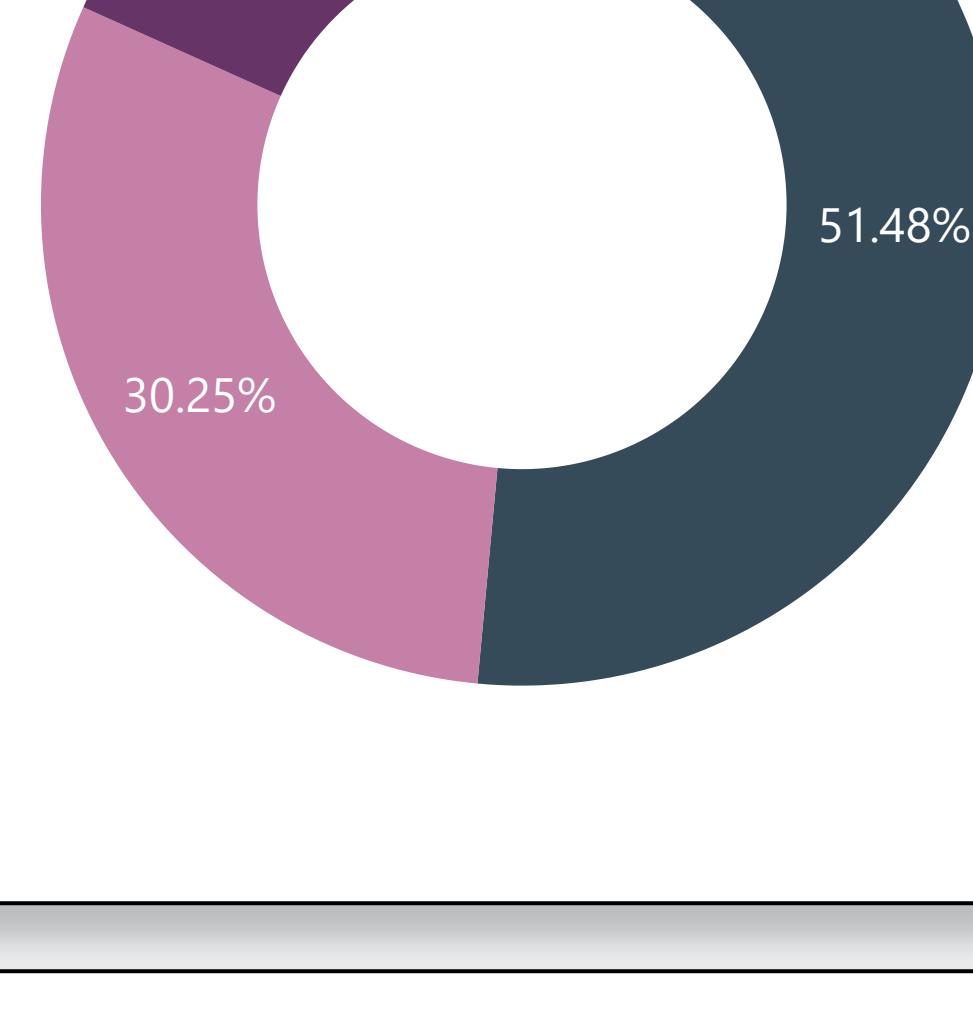
### Revenue by Market

Market • Asia Pacific • Europe • USCA • LATAM • Africa



### Revenue by Segment

Segment • Consumer • Corporate • Home Office



### Revenue by Country





# GLOBAL SUPERSTORE SALES DASHBOARD - PROFIT

Date  
All

Segment  
All

Category  
All

Sub - Category  
All

Market  
All

Region  
All

Country  
All



Overview



Revenue



Profit



Product



Customer

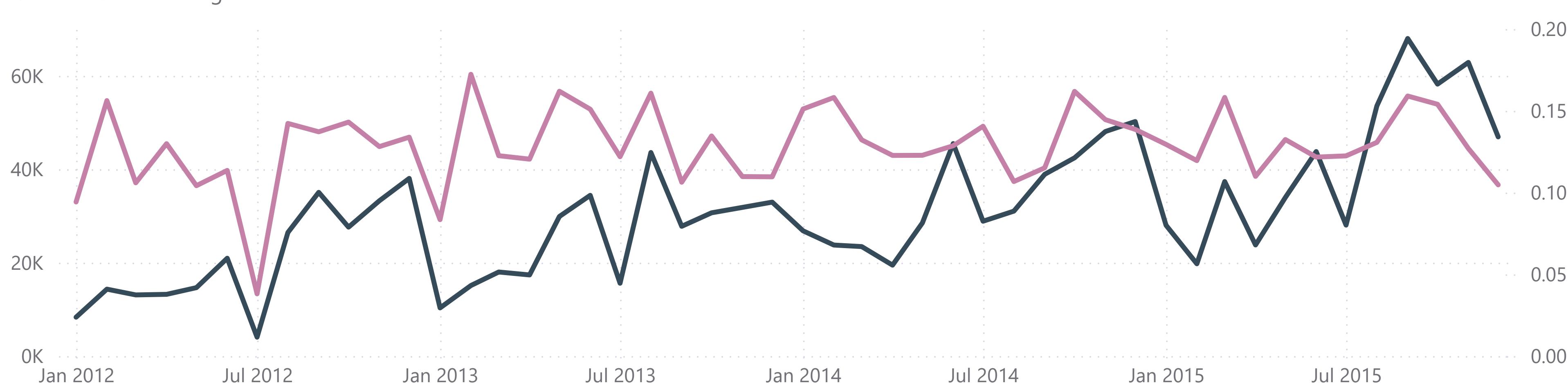
Total Profit  
1,467,457

Avg of Profit  
29

Profit Margin  
0.13

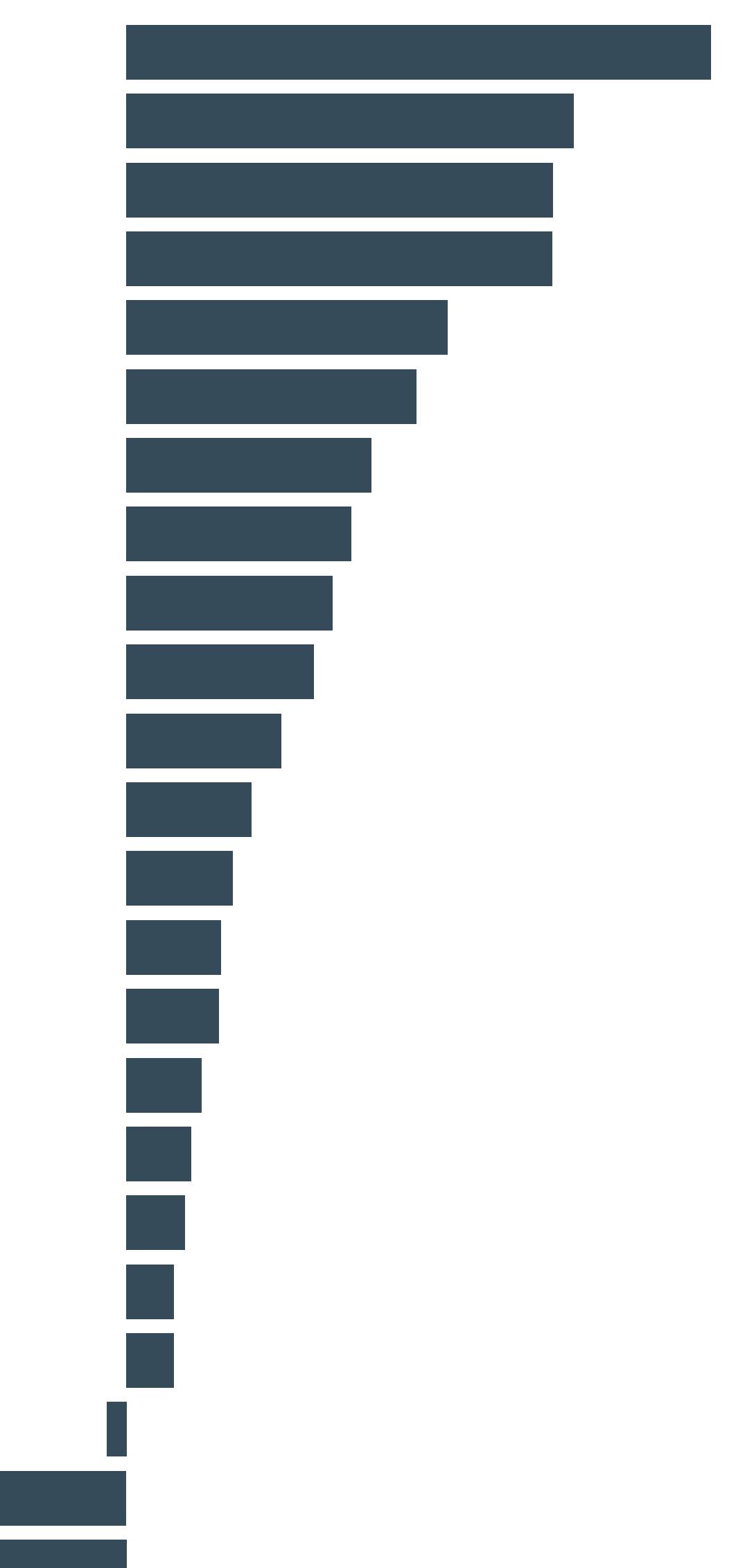
## Revenue by Year and Quarter

● Profit ● Profit Margin



## Profit by Region

Western Europe  
Eastern Asia  
Southern Asia  
Central America  
Oceania  
Western US  
Eastern US  
Northern Europe  
Eastern Europe  
Southern Europe  
North Africa  
Southern US  
Central US  
Central Africa  
Caribbean  
South America  
Southern Africa  
Eastern Africa  
Southeastern Asia  
Canada  
Central Asia  
Western Africa  
Western Asia

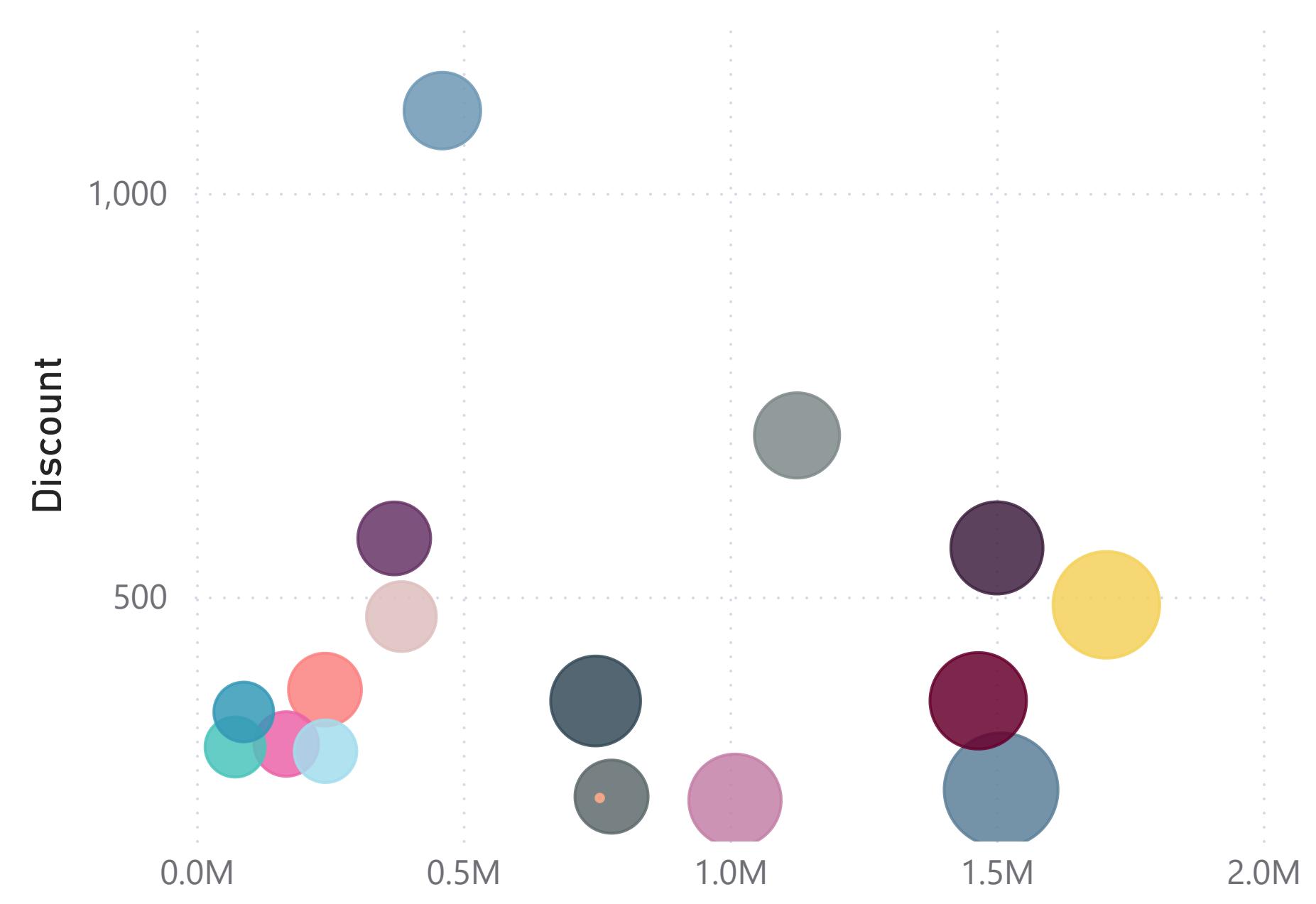


## Profit by Country

United States  
China  
India  
United Kingdom  
France  
Germany  
Australia  
Mexico  
Spain  
El Salvador  
Cuba  
Nicaragua  
Brazil  
Guatemala  
Iran  
Austria  
Japan  
Morocco  
Russia  
Democratic Repu...  
South Africa  
Ukraine  
Italy  
Egypt  
Bangladesh  
Saudi Arabia  
Colombia  
Iraq

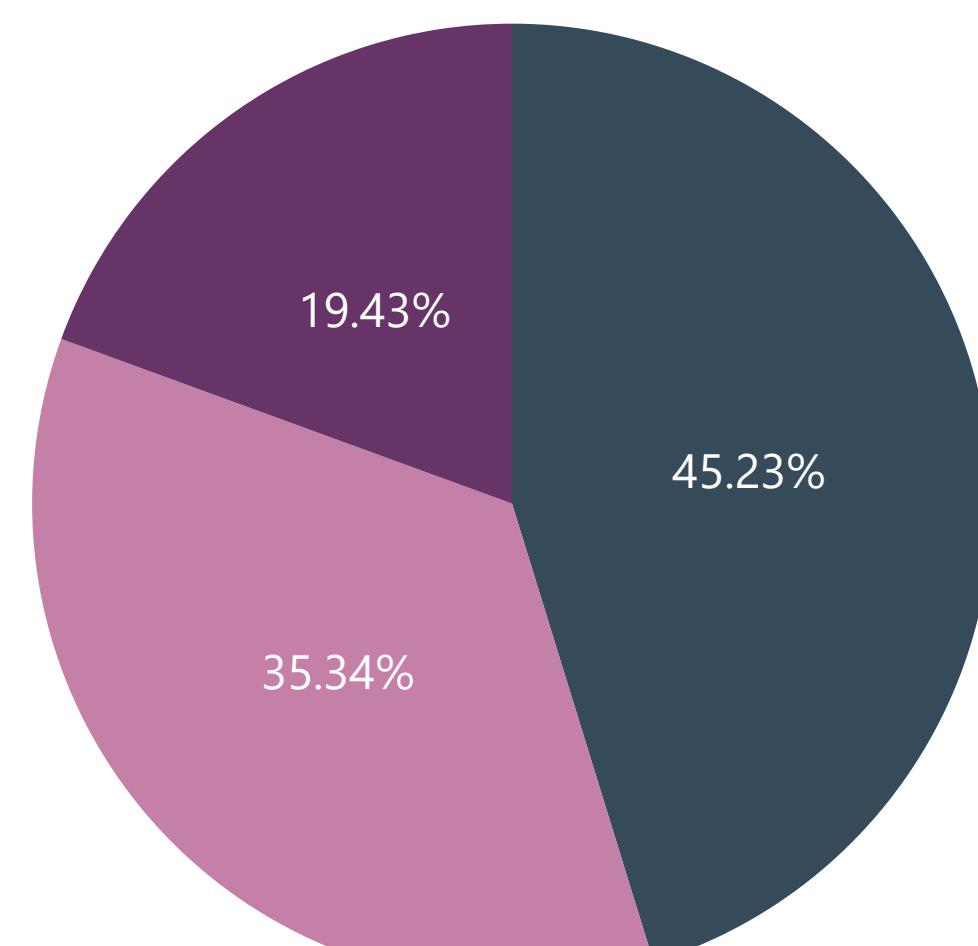
## Profit by Sub-Category

Sub-Category ● Accesso... ● Applian... ● Art ● Binders ● Bookcases



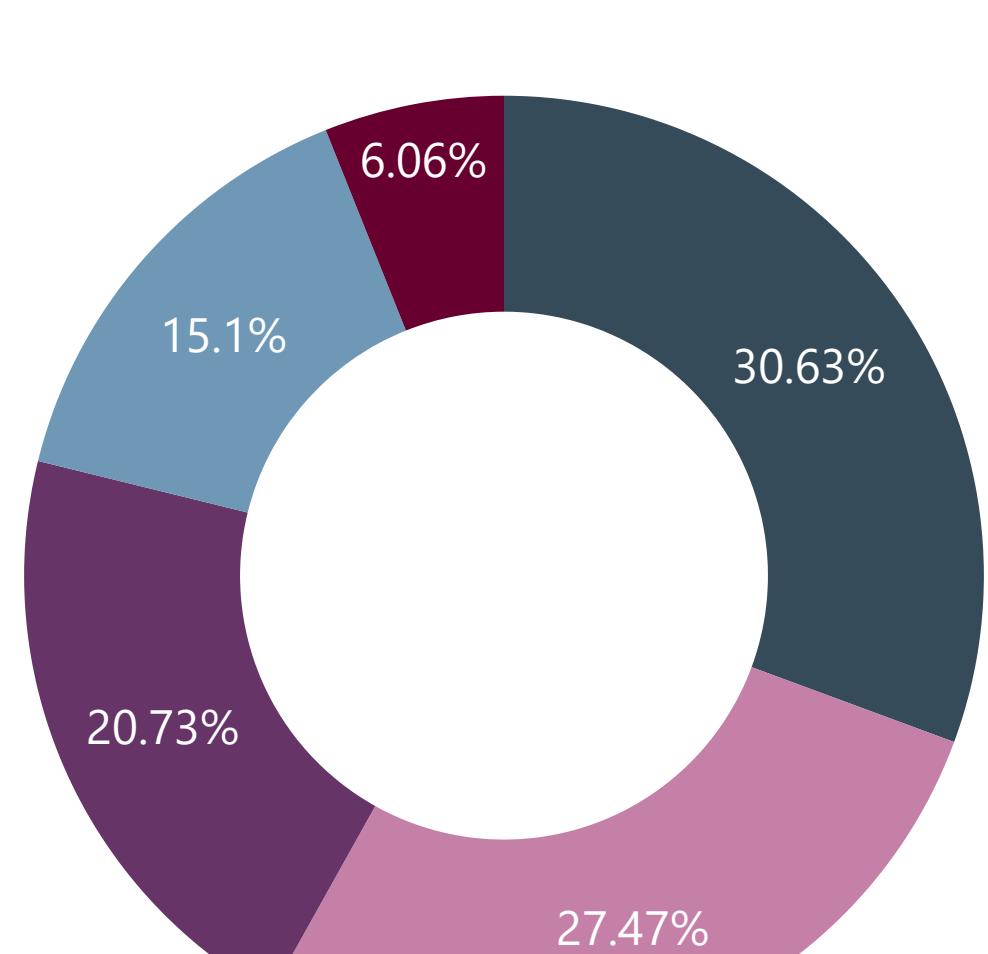
## Profit theo Category

Category ● Technology ● Office Supplies ● Furniture



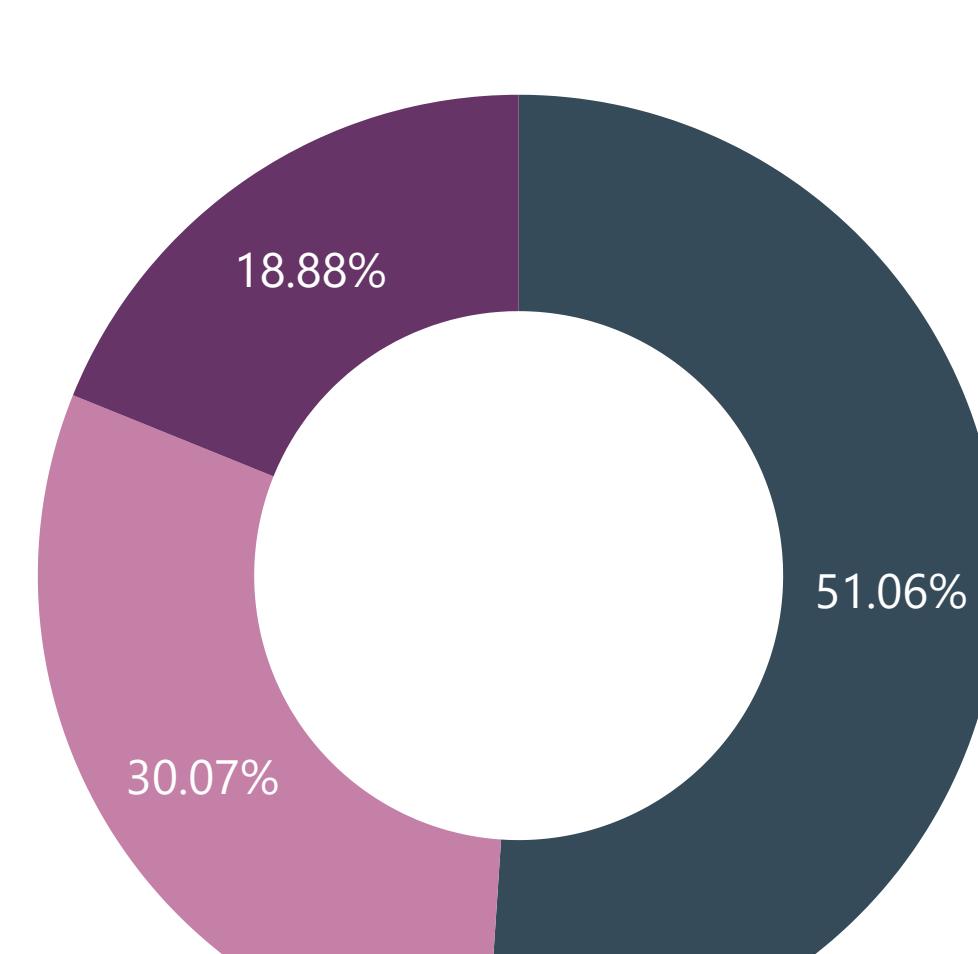
## Total Profit by Market

Market ● Europe ● Asia Pacific ● USCA ● LATAM ● Africa



## Total Profit by Segment

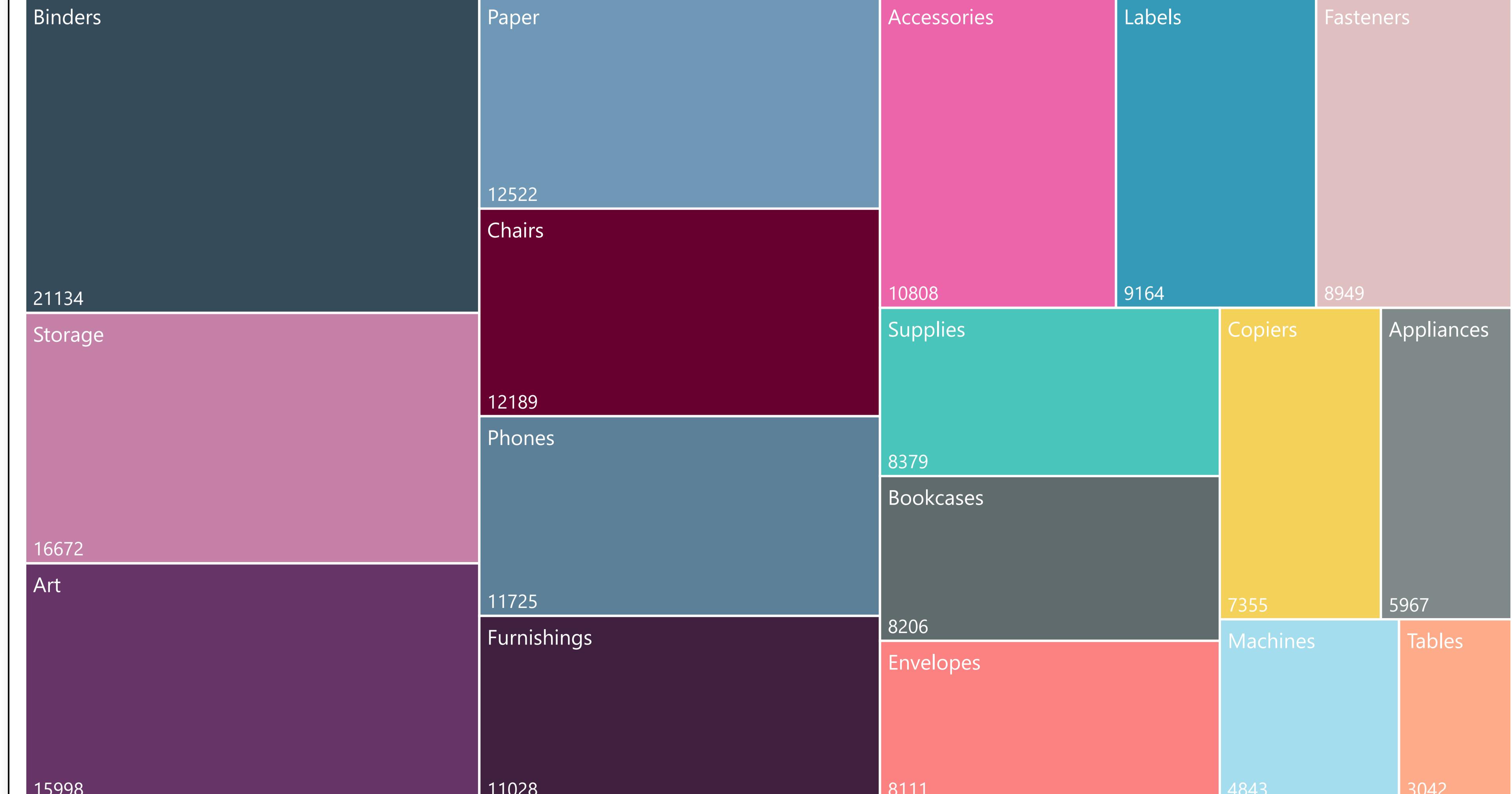
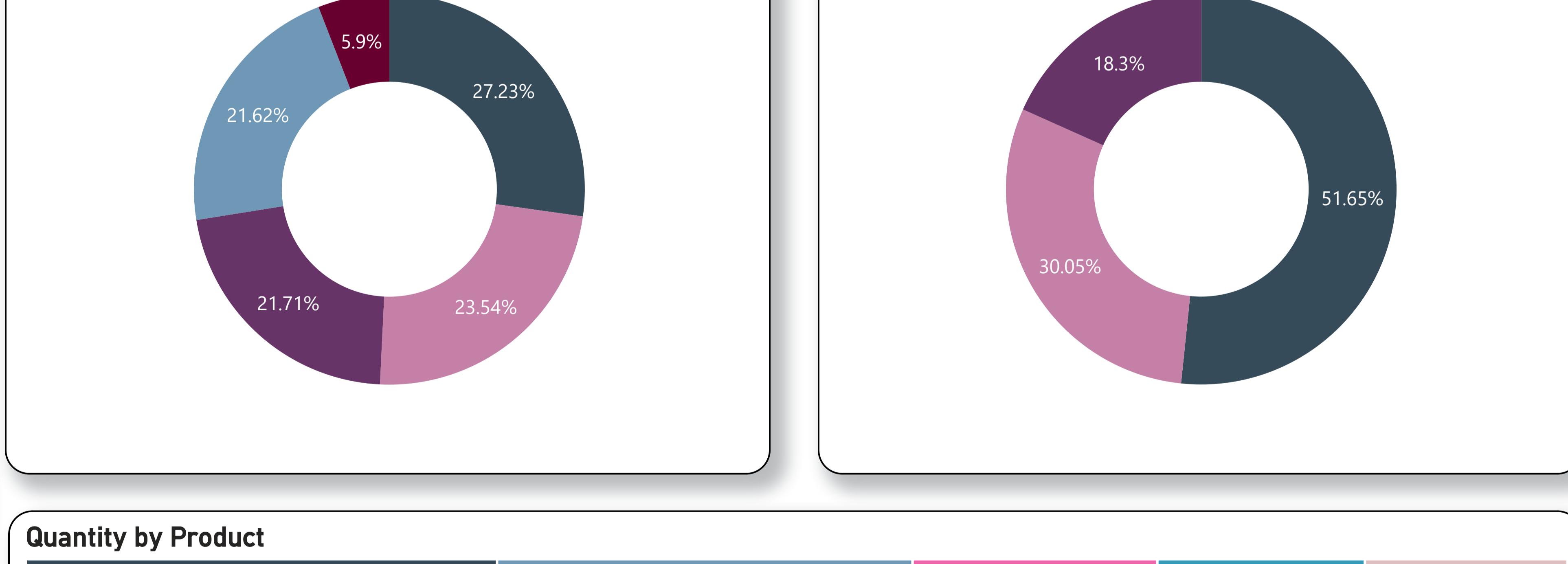
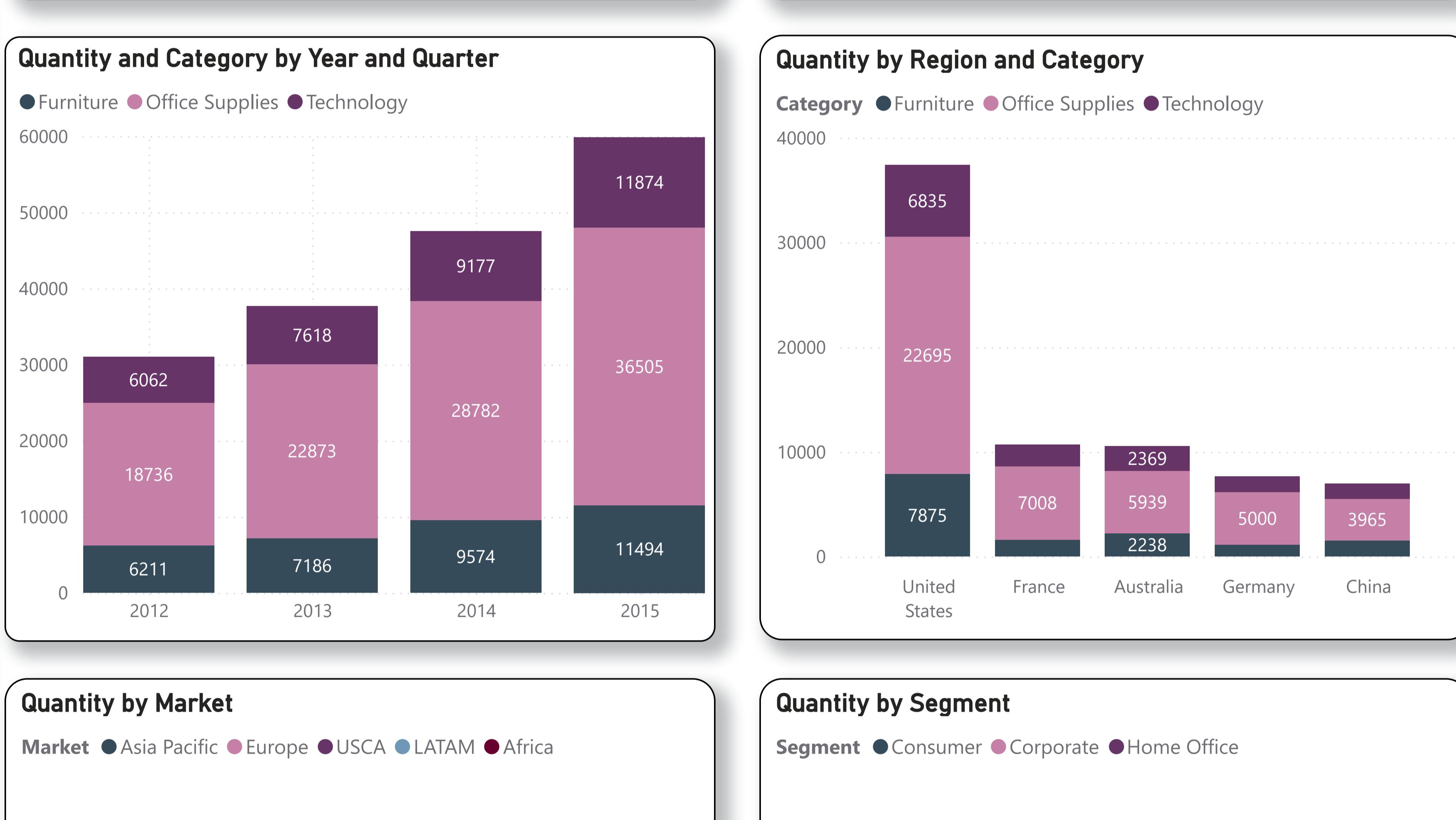
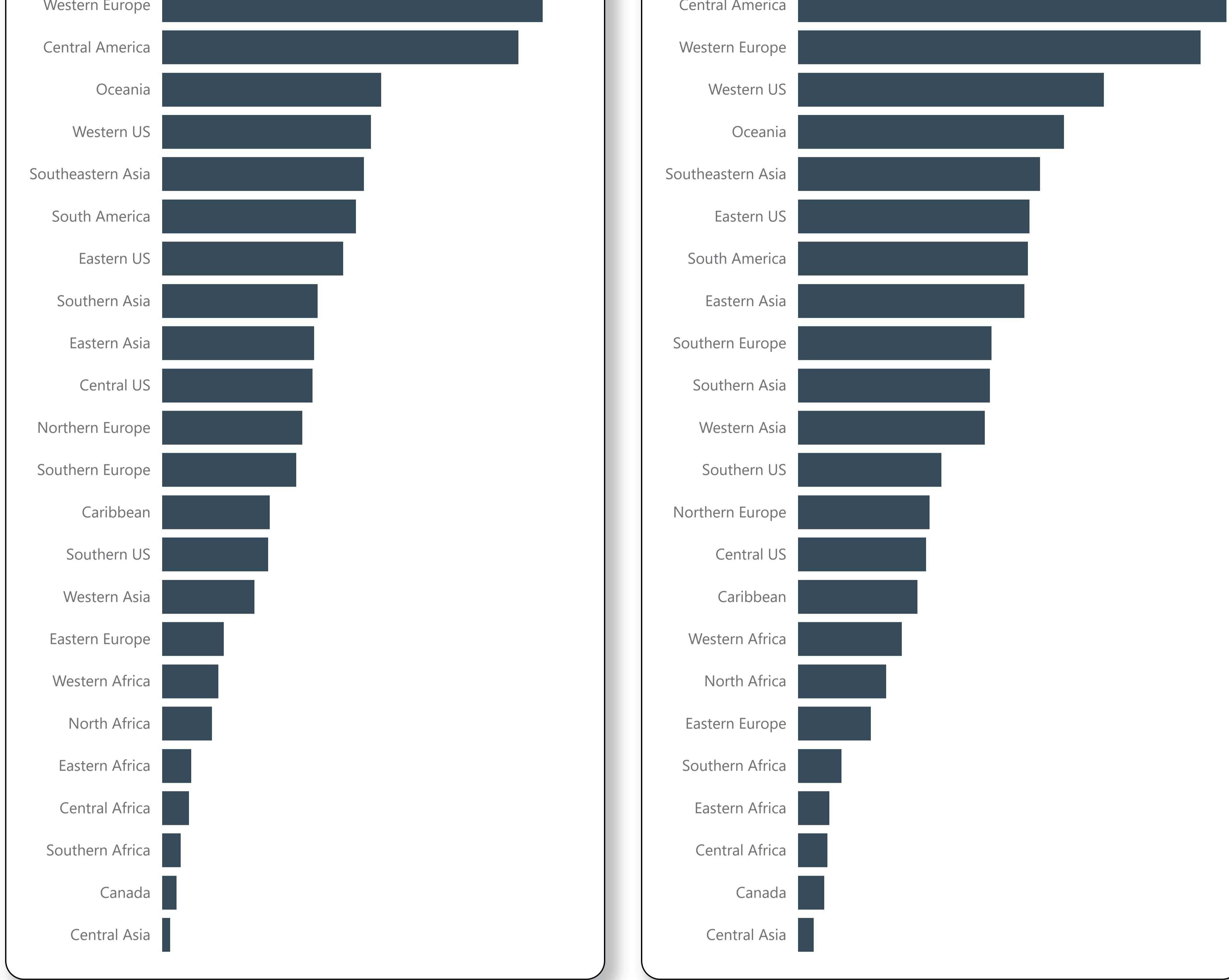
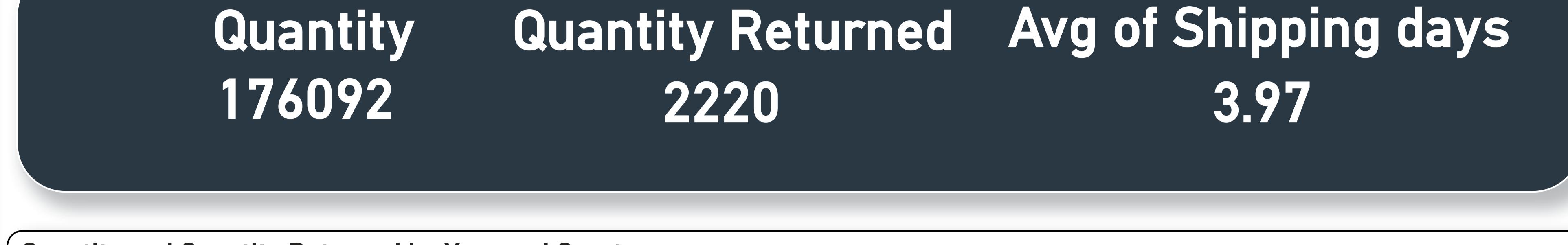
Segment ● Consumer ● Corporate ● Home Office





Date	Segment	Category	Sub - Category	Market	Region	Country
All	All	All	All	All	All	All

- 📋 Overview
- ↑ Revenue
- 💰 Profit
- 📦 Product
- ⭐️ Customer





Date  
All

Segment  
All

Category  
All

Sub - Category  
All

Market  
All

Region  
All

Country  
All



Overview



Revenue



Profit



Product



Customer

## Customer

17415

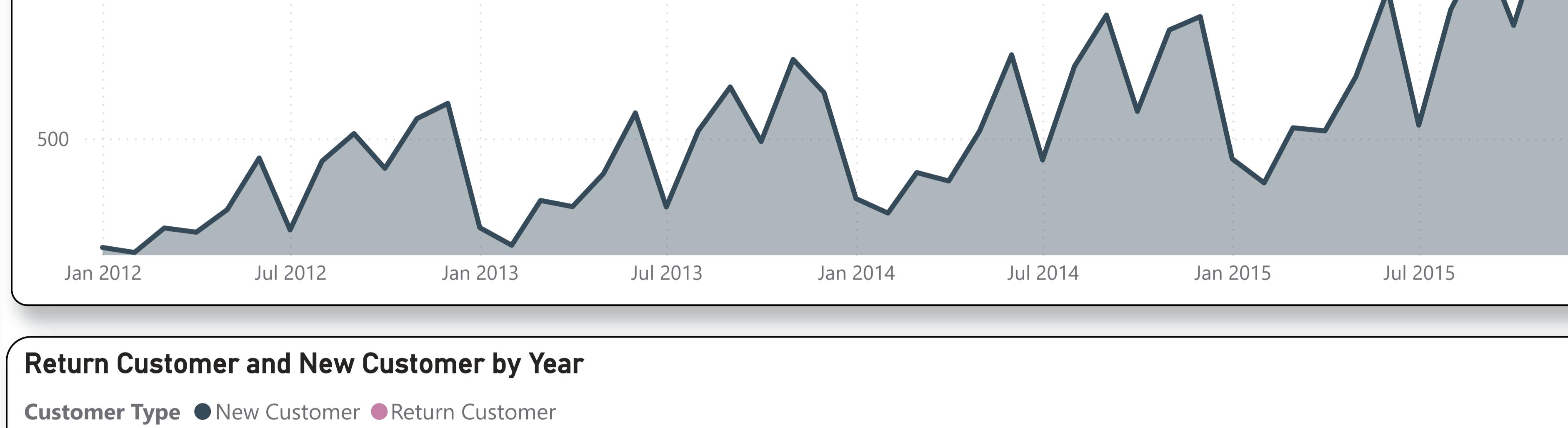
## Customer Return

11350

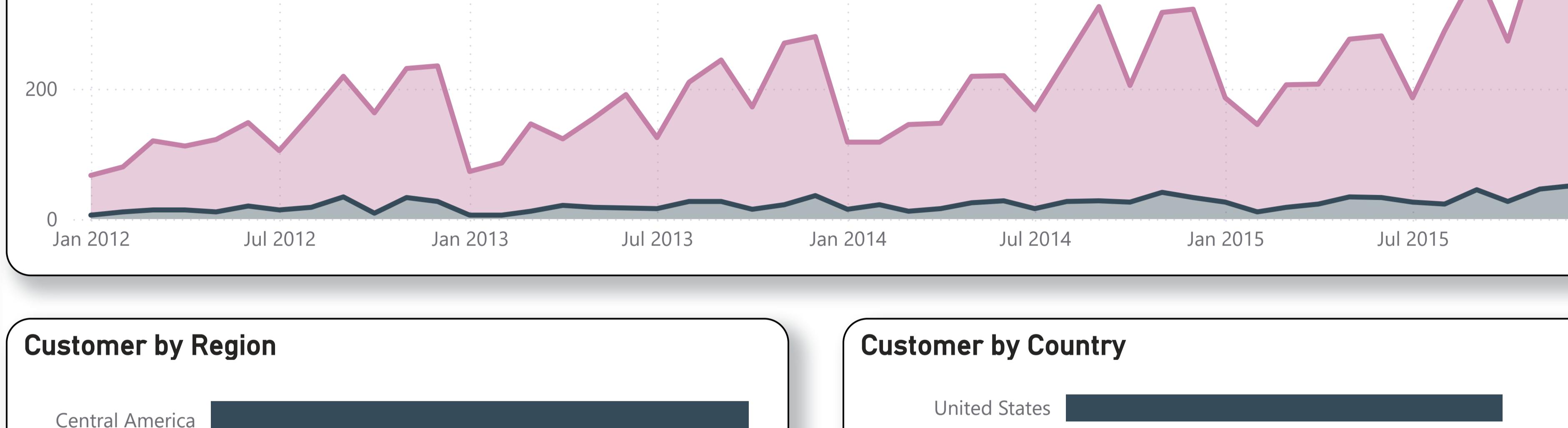
## Returned Rate

0.65

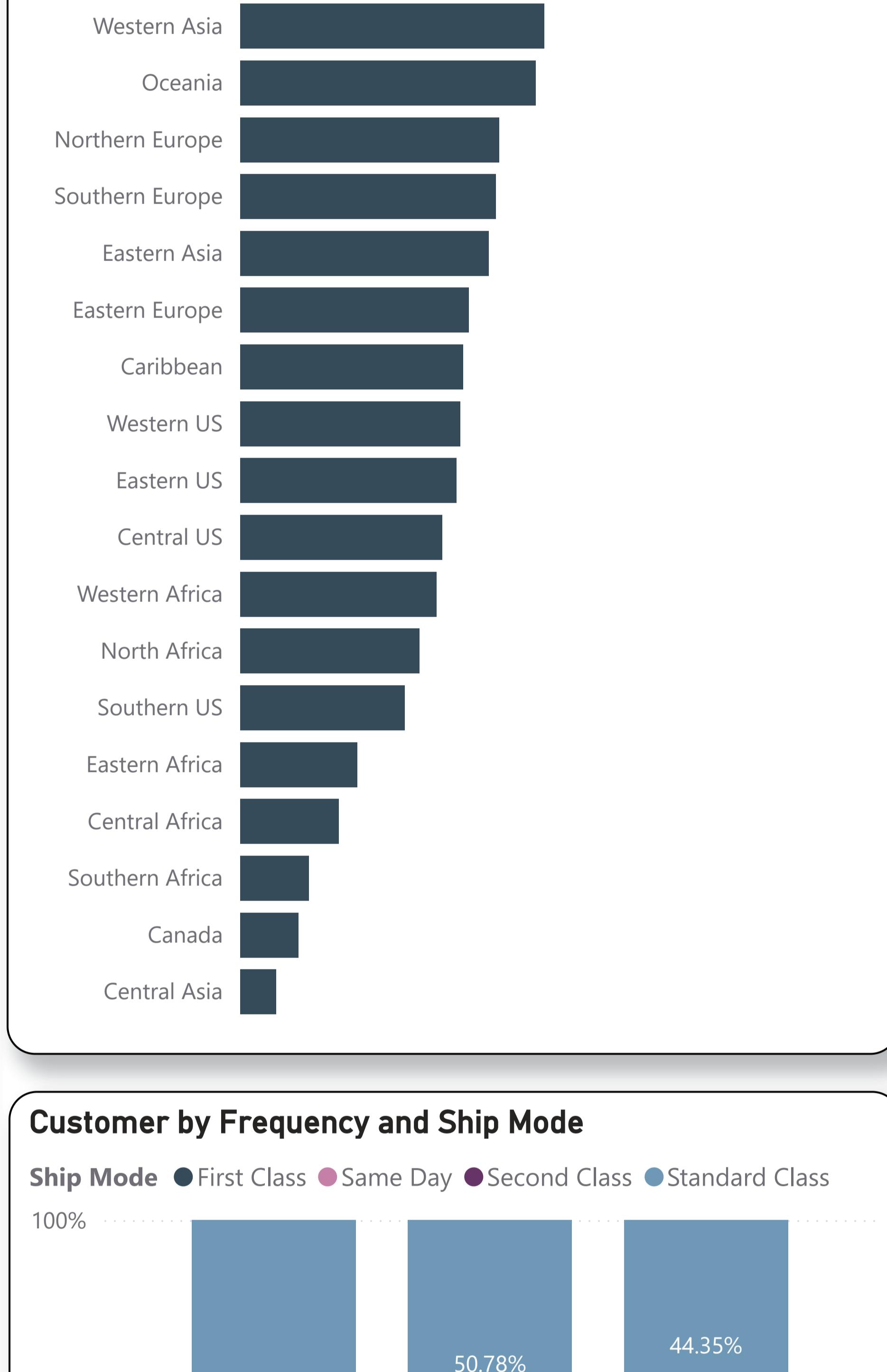
Customer by Year and Quarter



Return Customer and New Customer by Year



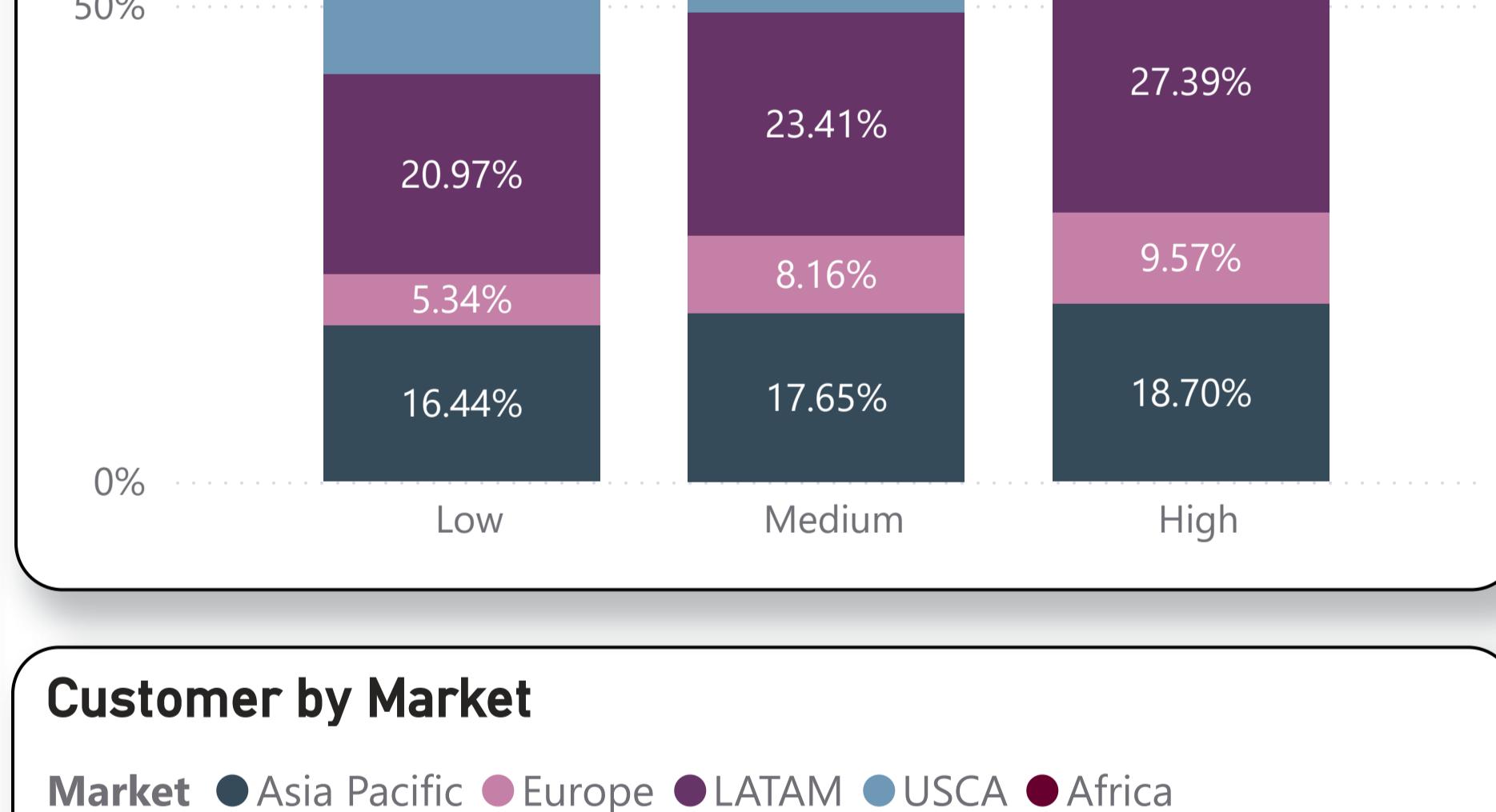
Customer by Region



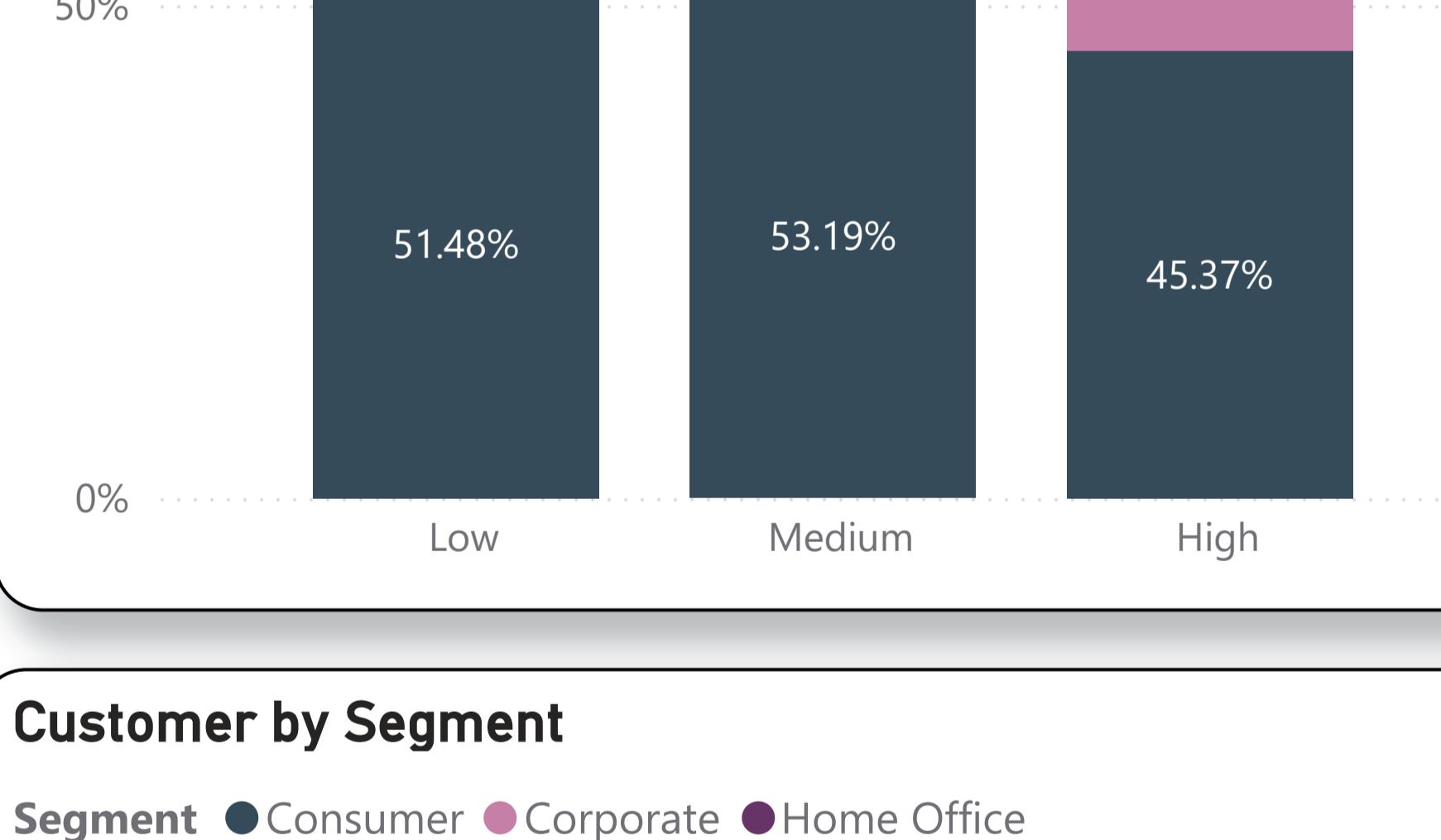
Customer by Country



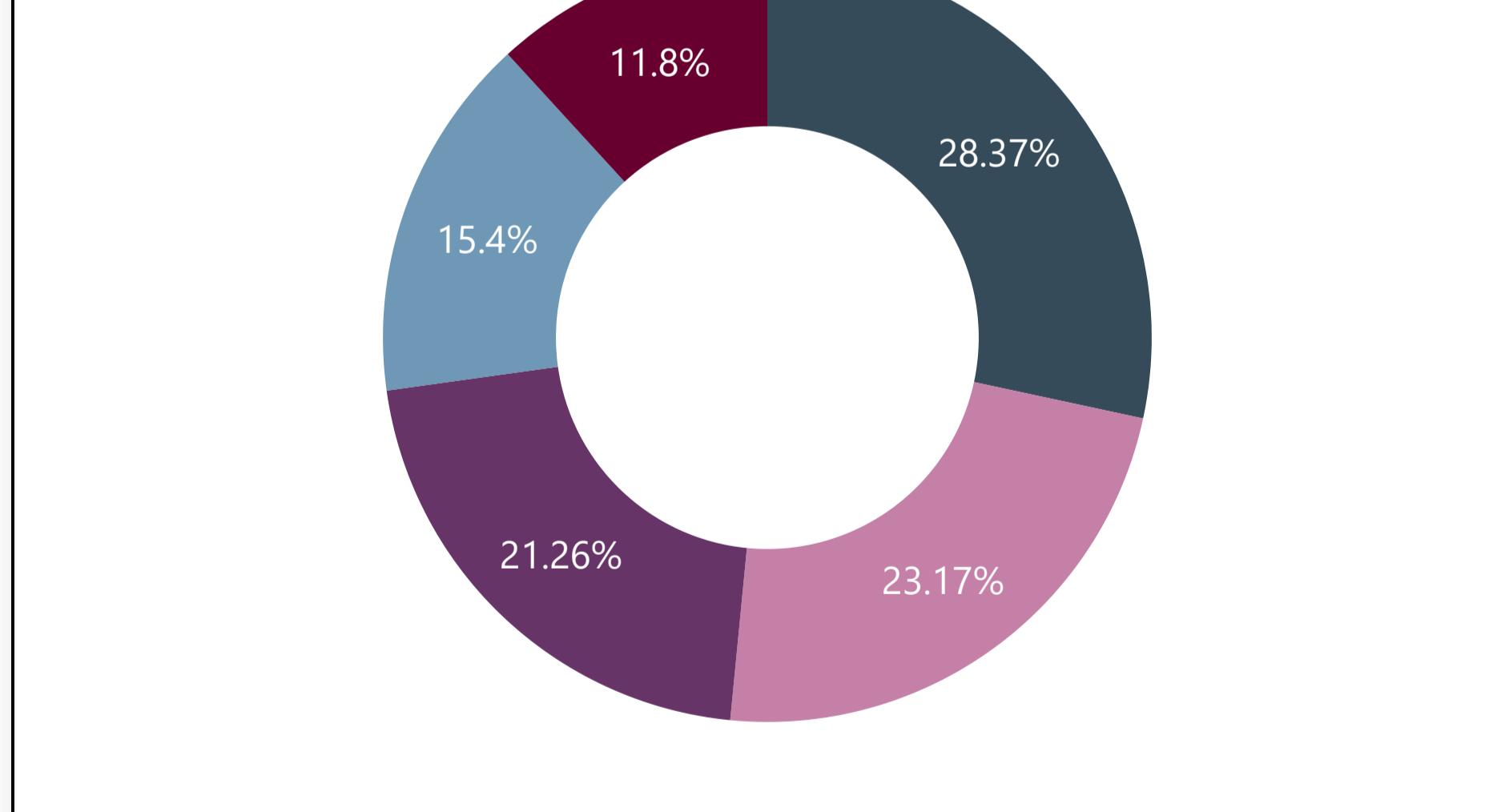
Customer by Frequency and Ship Mode



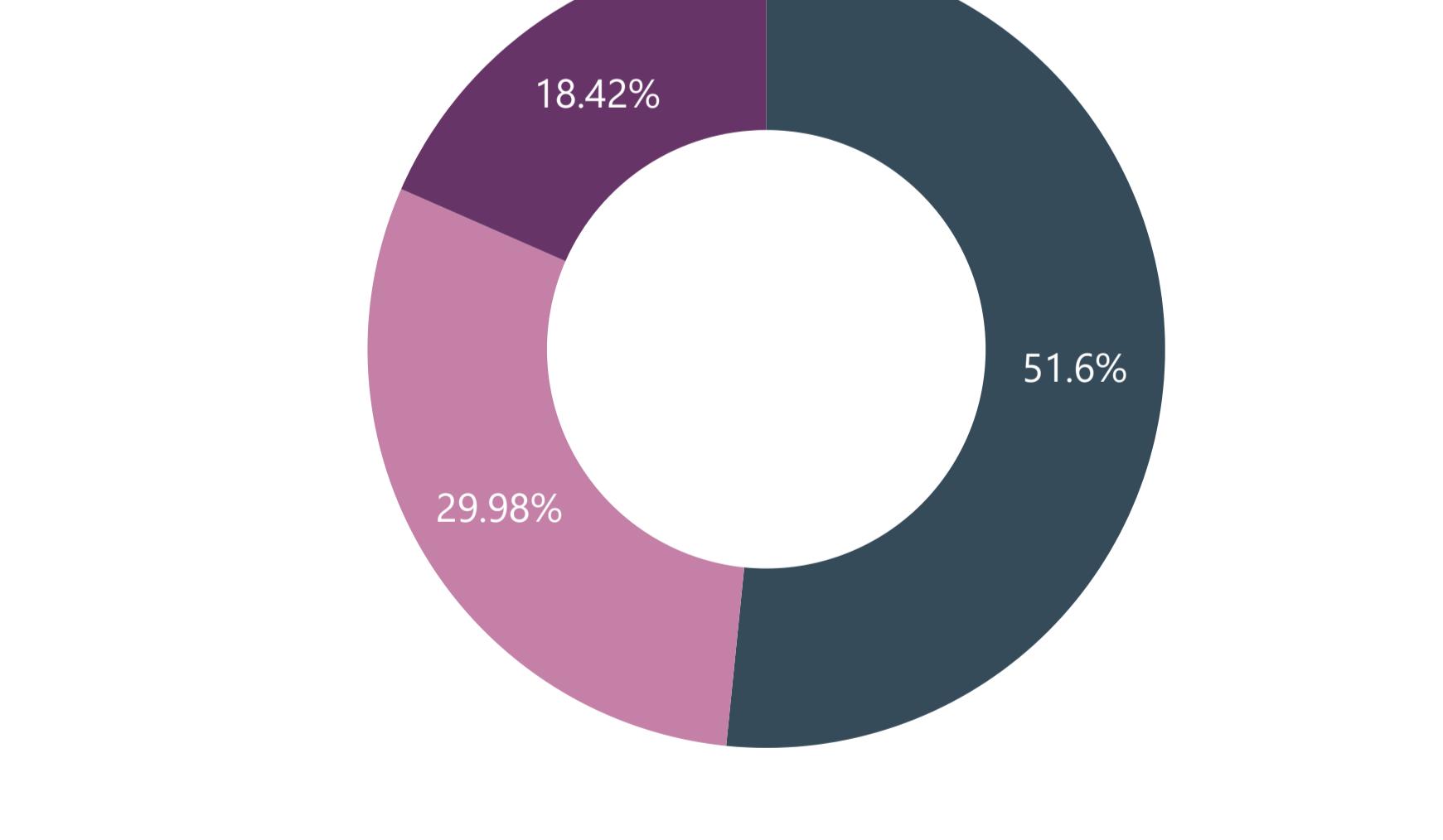
Customer by Frequency and Segment



Customer by Market



Customer by Segment



Customer Segmentation (RFM Analysis)

