



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

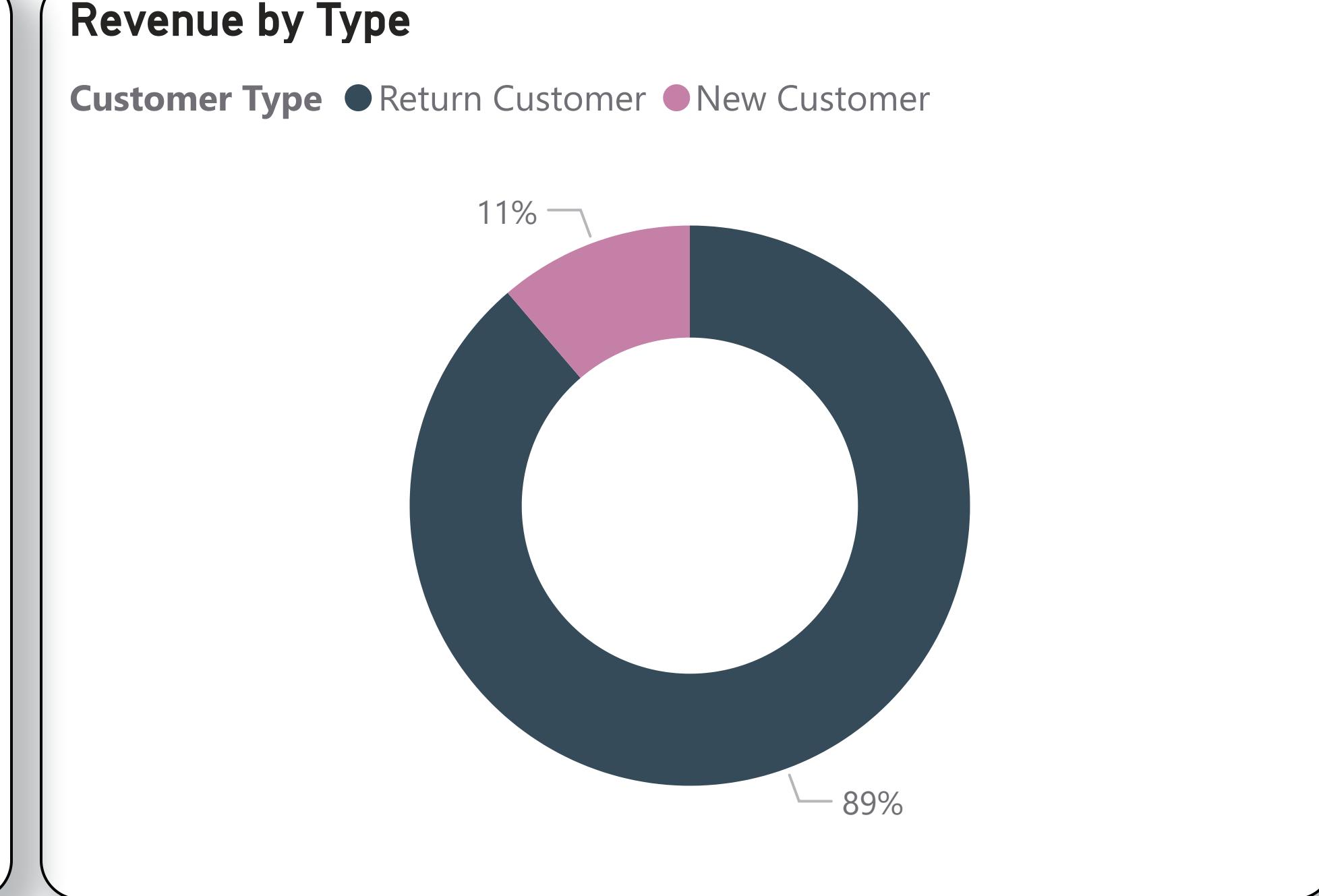
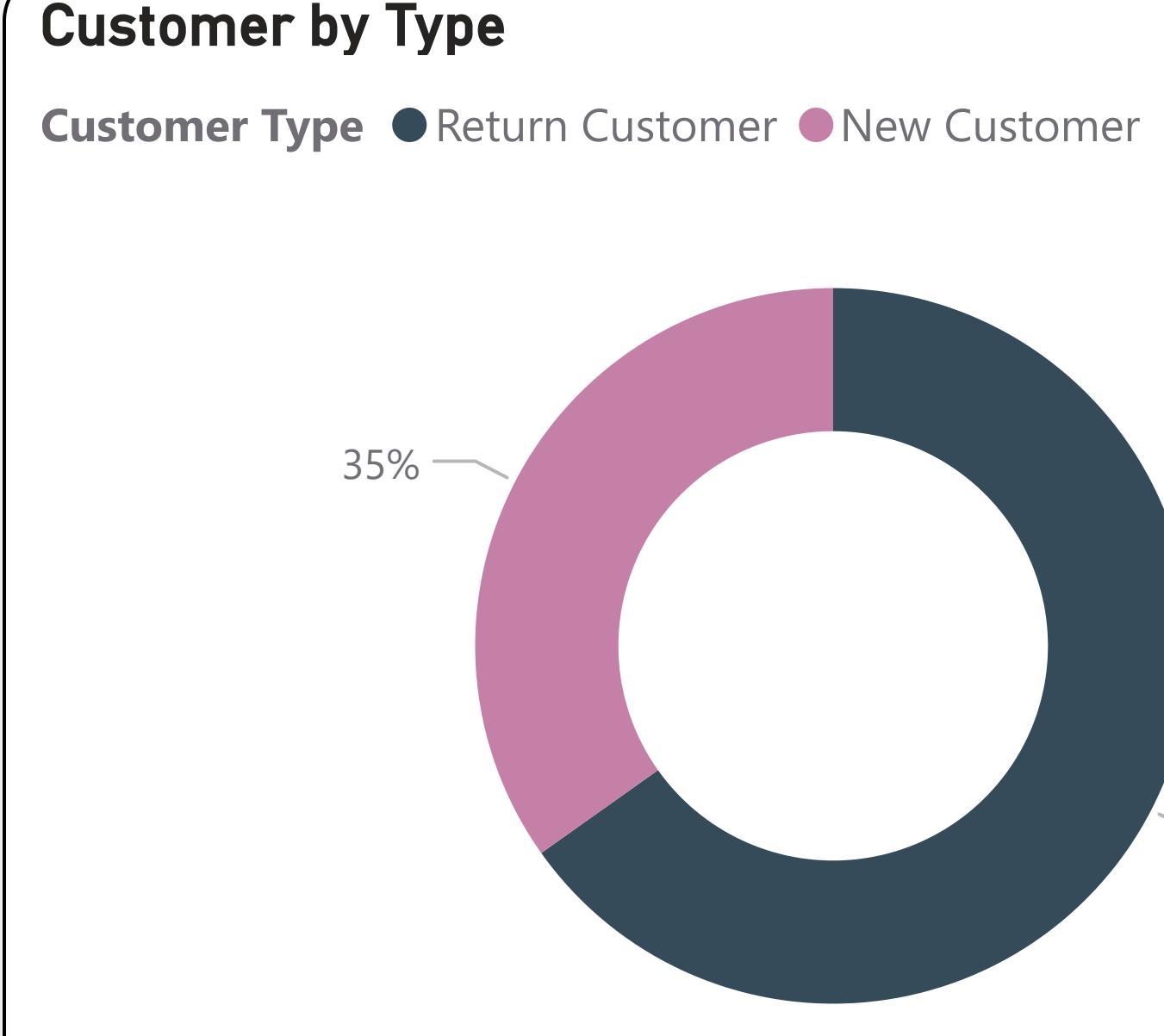
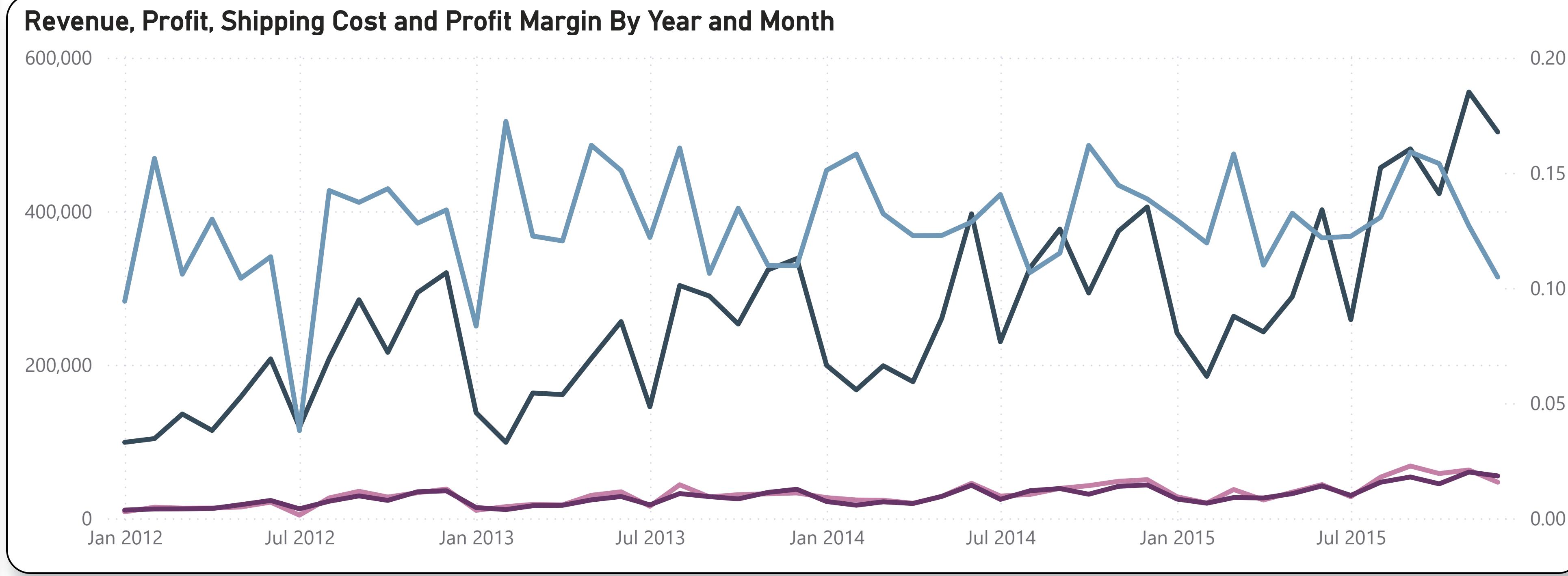
Shipping Cost
1,358,086

Product
17

Transaction
25728

Customer
17,415

Quantity
176092



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
All

Segment
All

Category
All

Sub - Category
All

Market
All

Region
All

Country
All



Overview



Revenue



Profit



Product



Customer

Total Revenue

12,642,502

Avg of Revenue

246

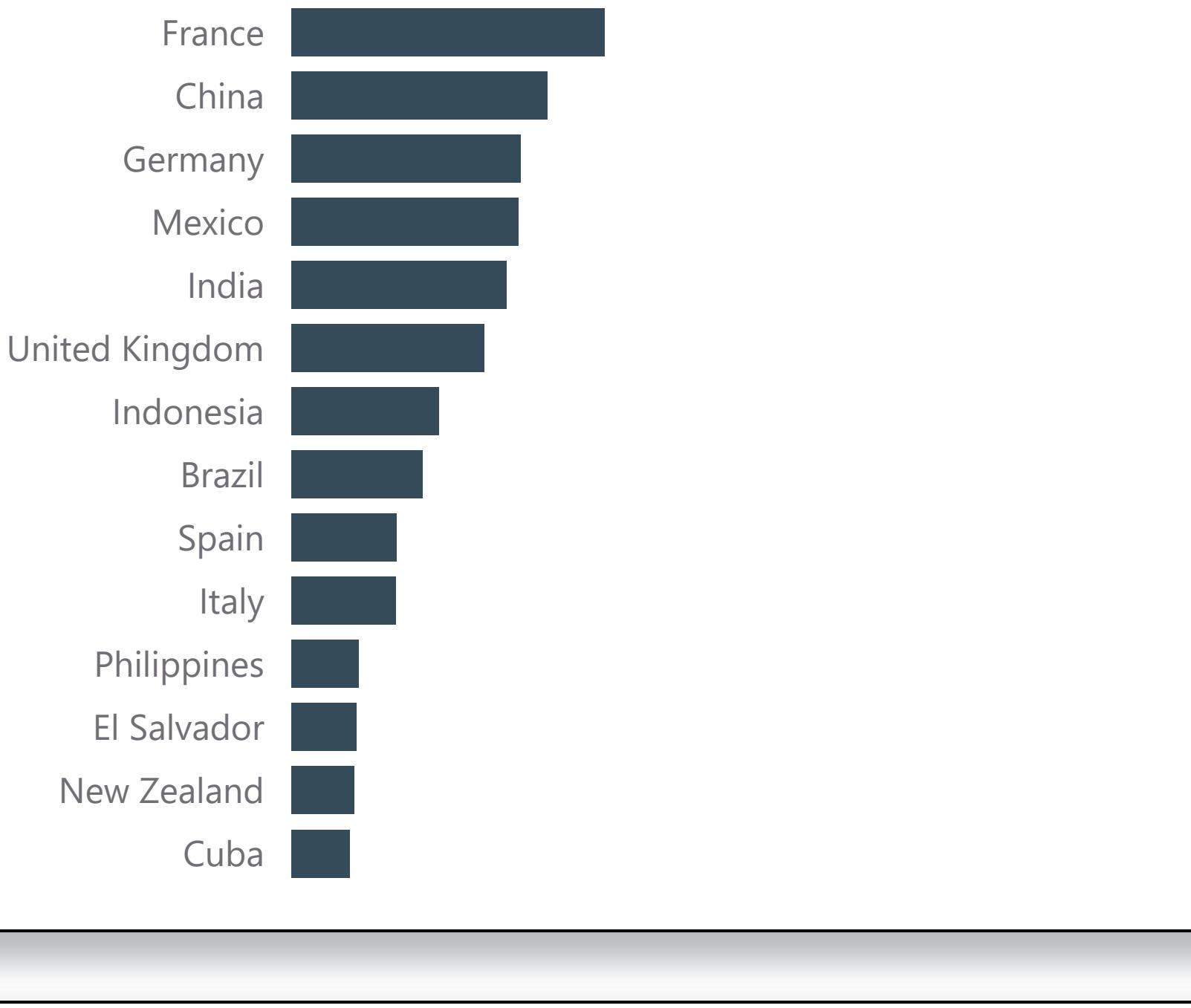
Revenue Growth

0.04

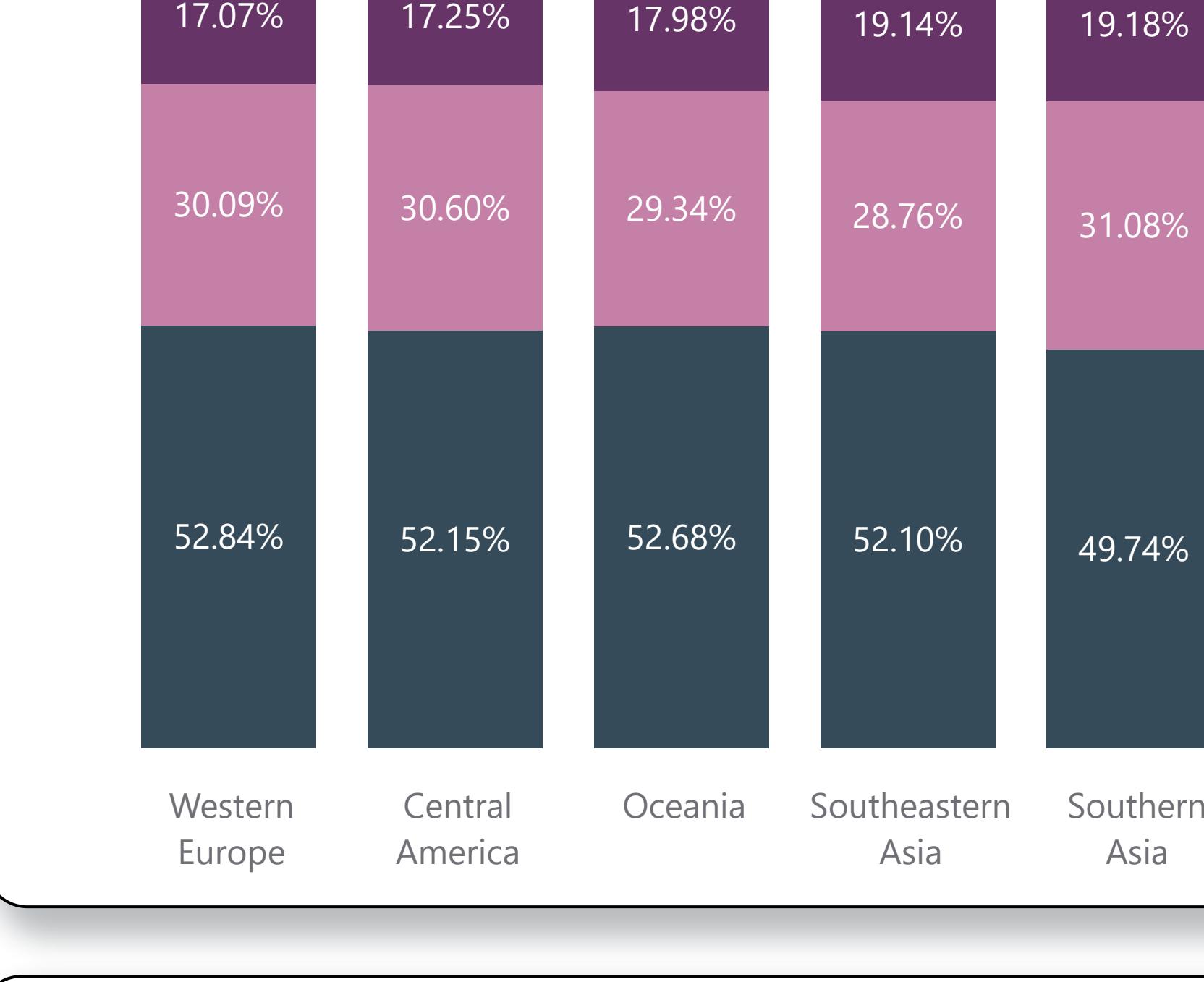
Revenue by Year and Quarter



Revenue by Country

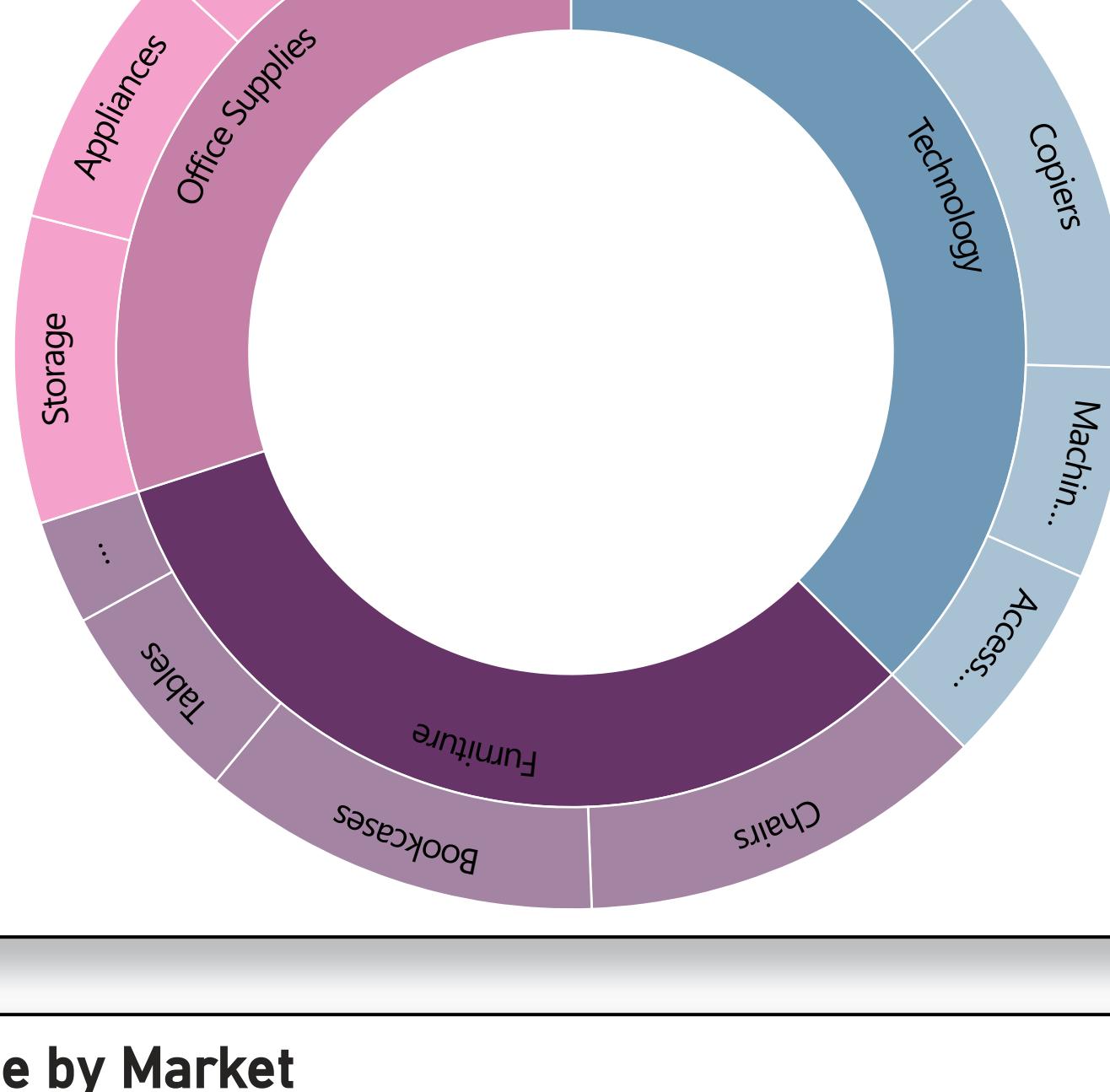


Revenue by Region and Segment



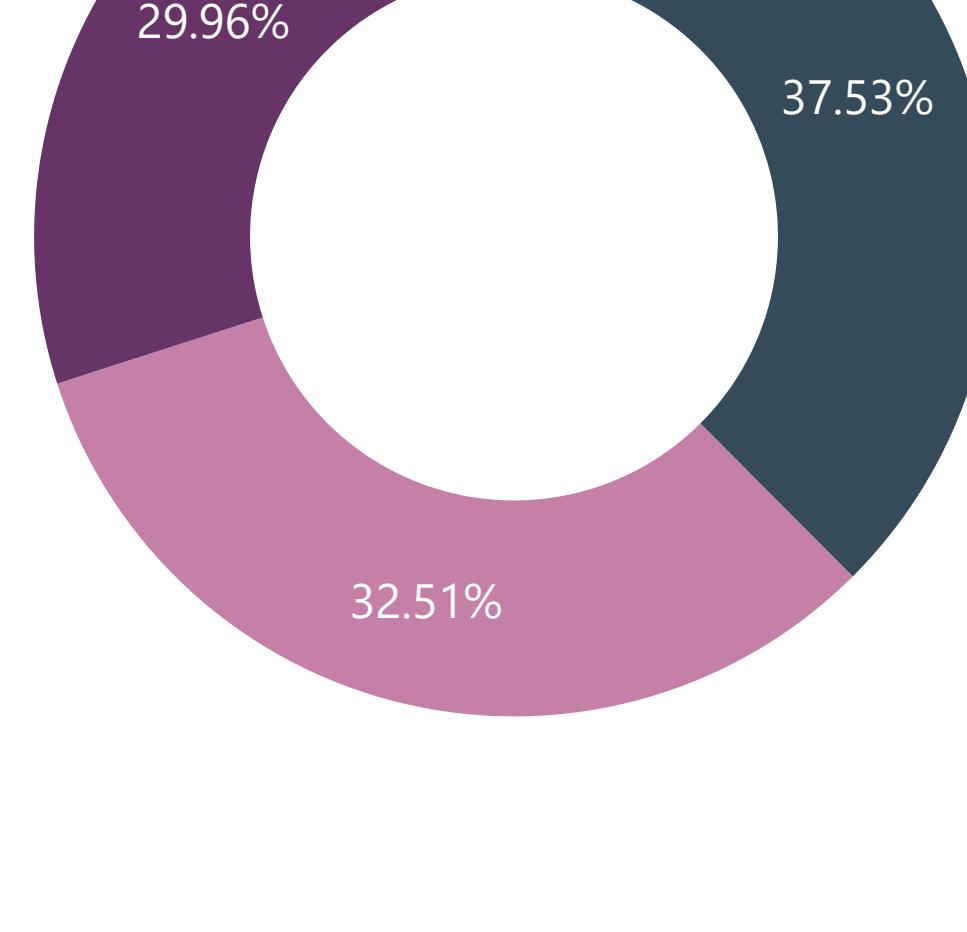
Revenue by Category and Sub-Category

Category • Office Supplies • Furniture • Technology



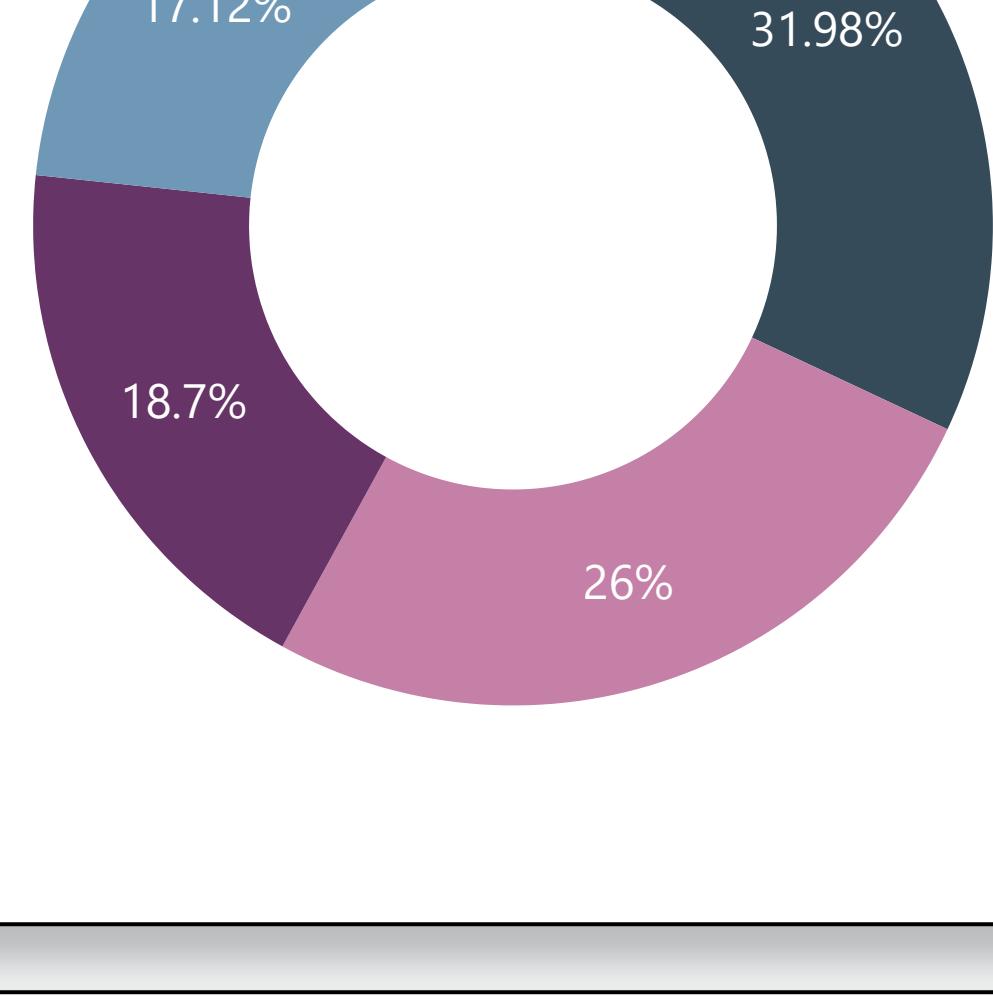
Revenue by Category

Category • Technology • Furniture • Office Supplies



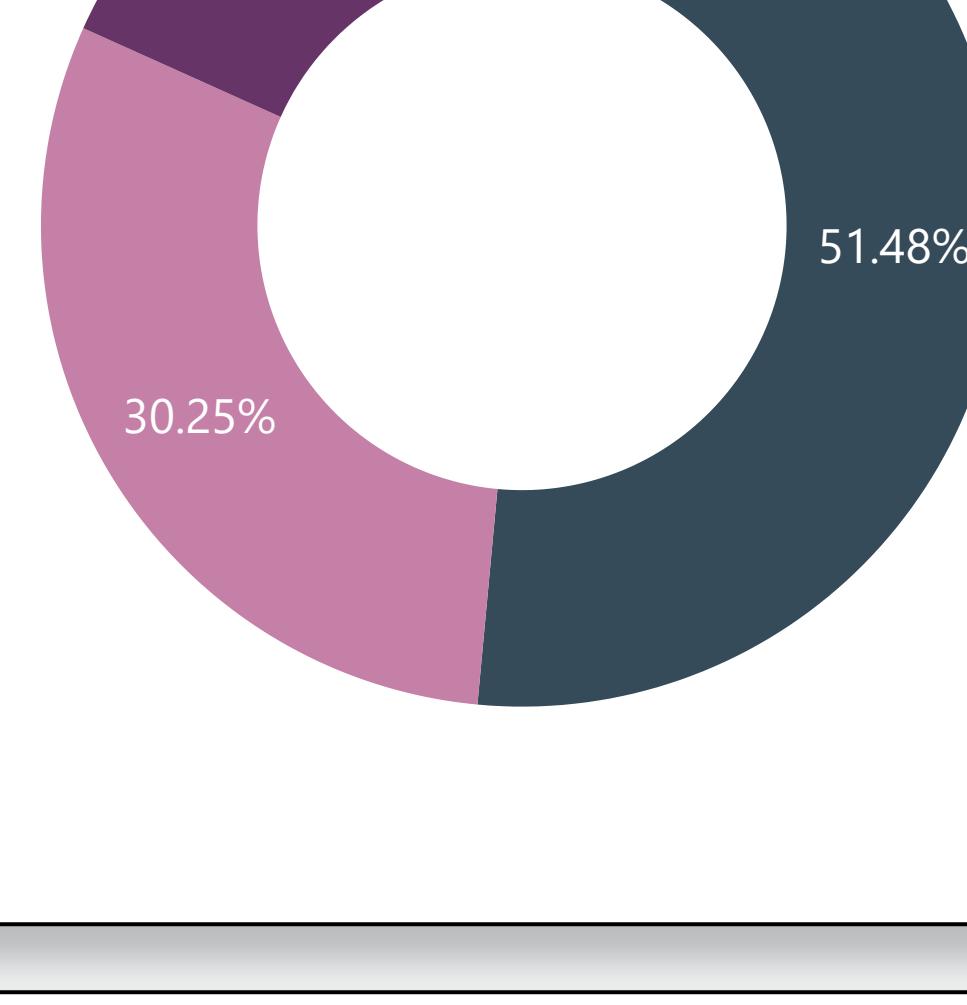
Revenue by Market

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



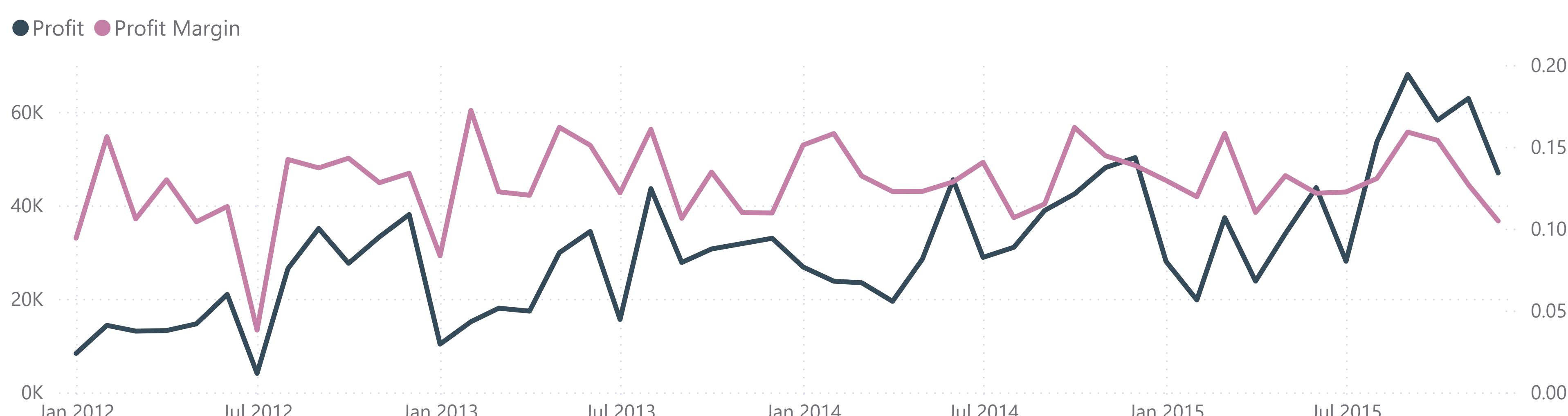
Customer

Total Profit
1,467,457

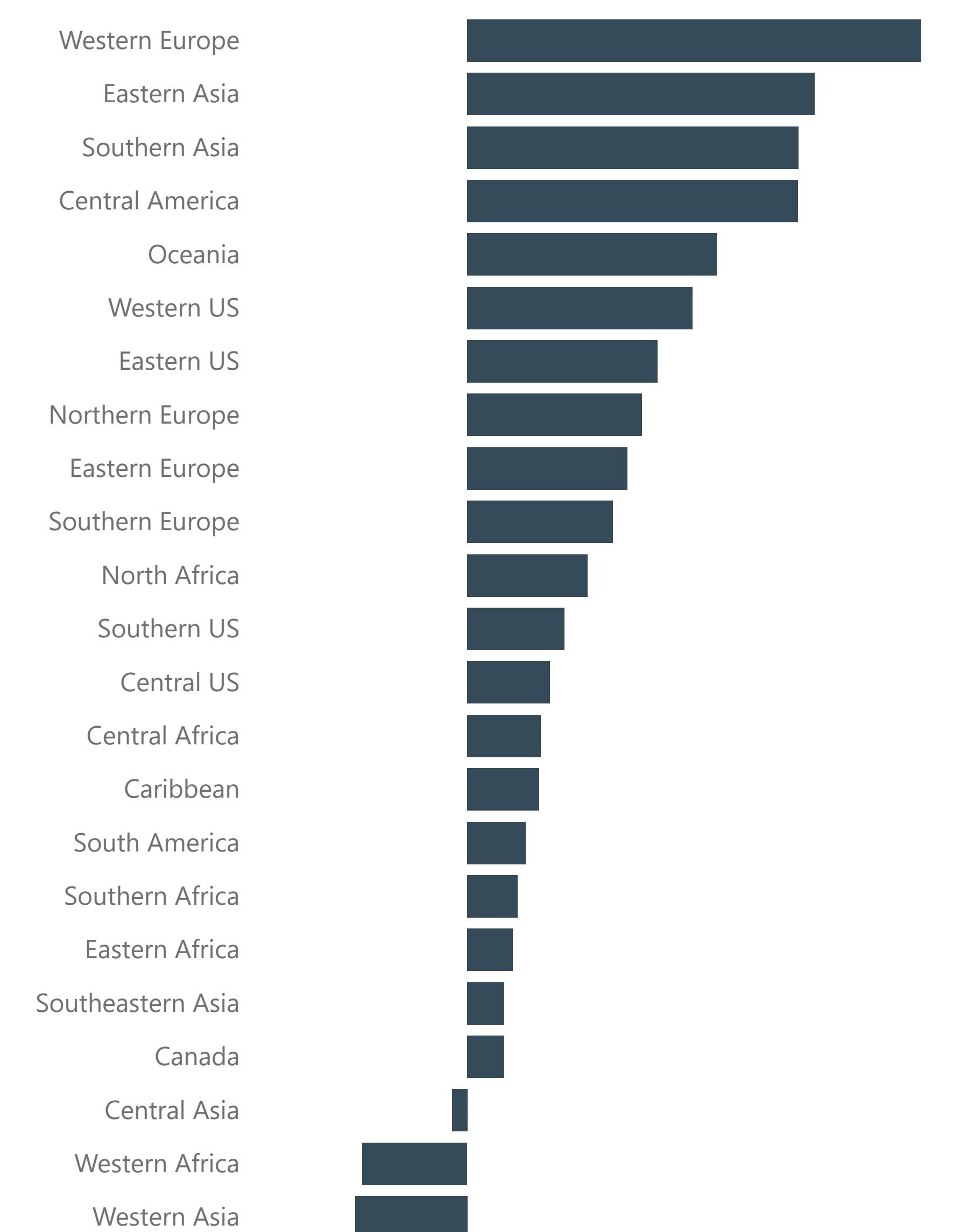
Avg of Profit
29

Profit Margin
0.13

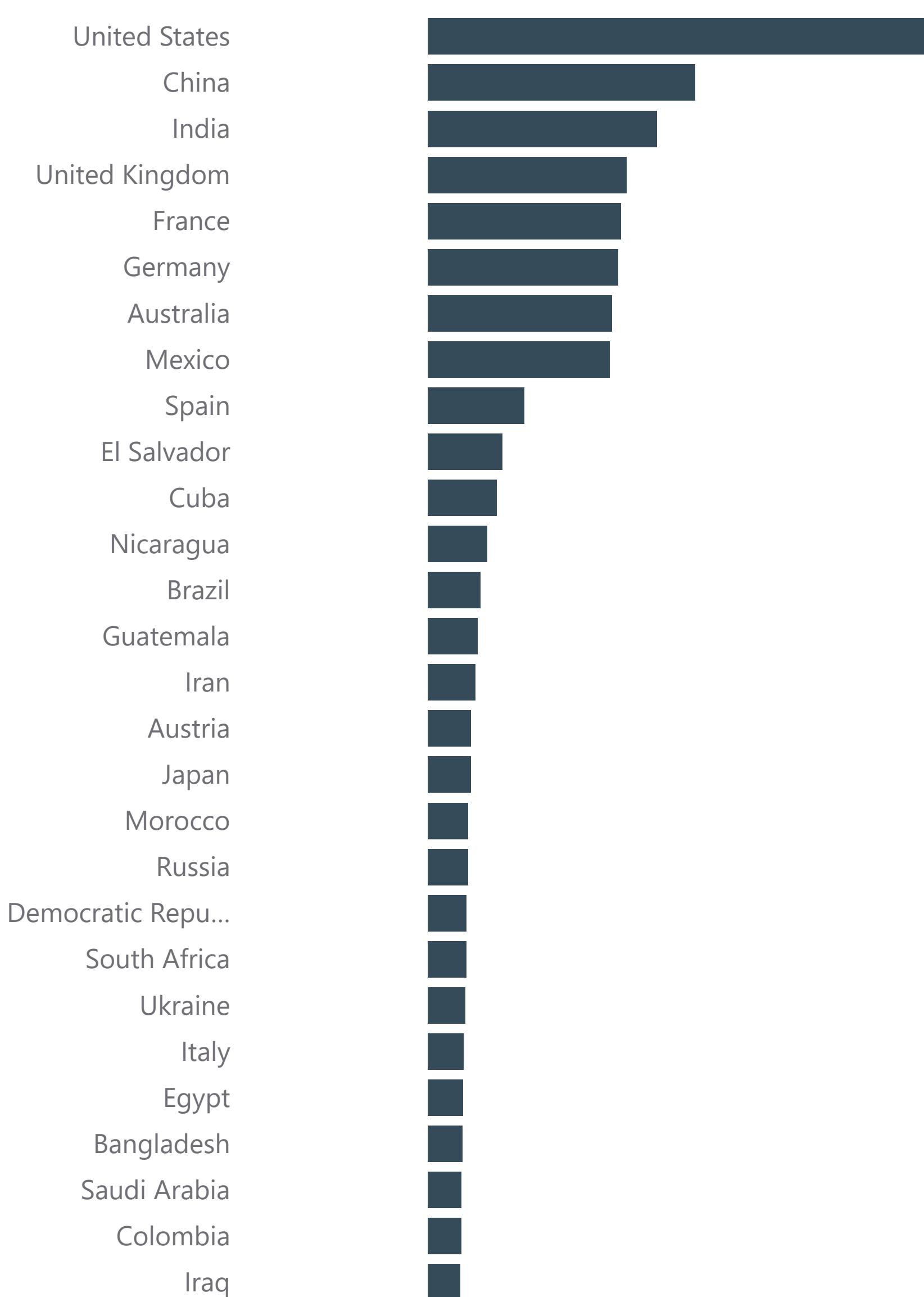
Revenue by Year and Quarter



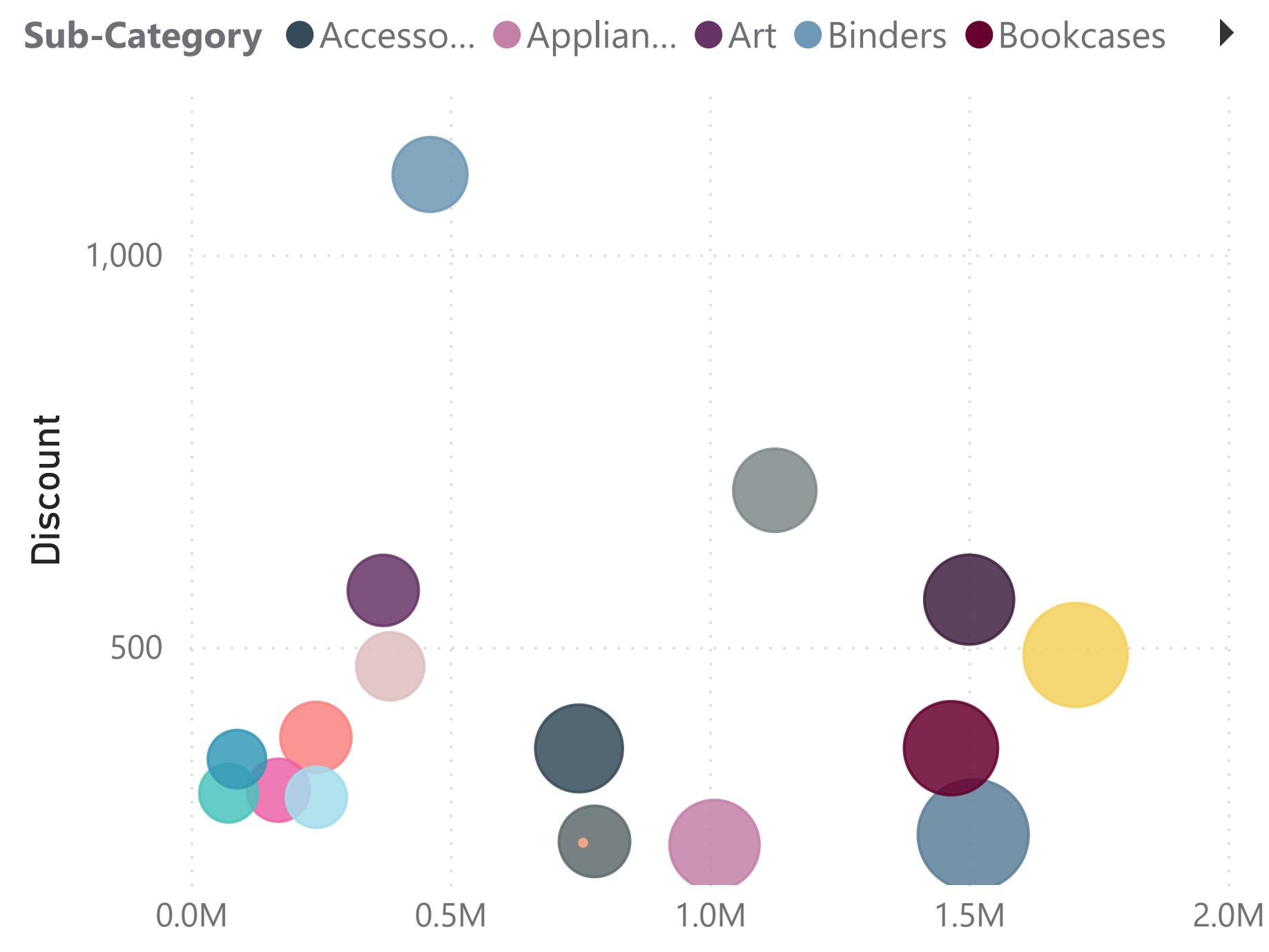
Profit by Region



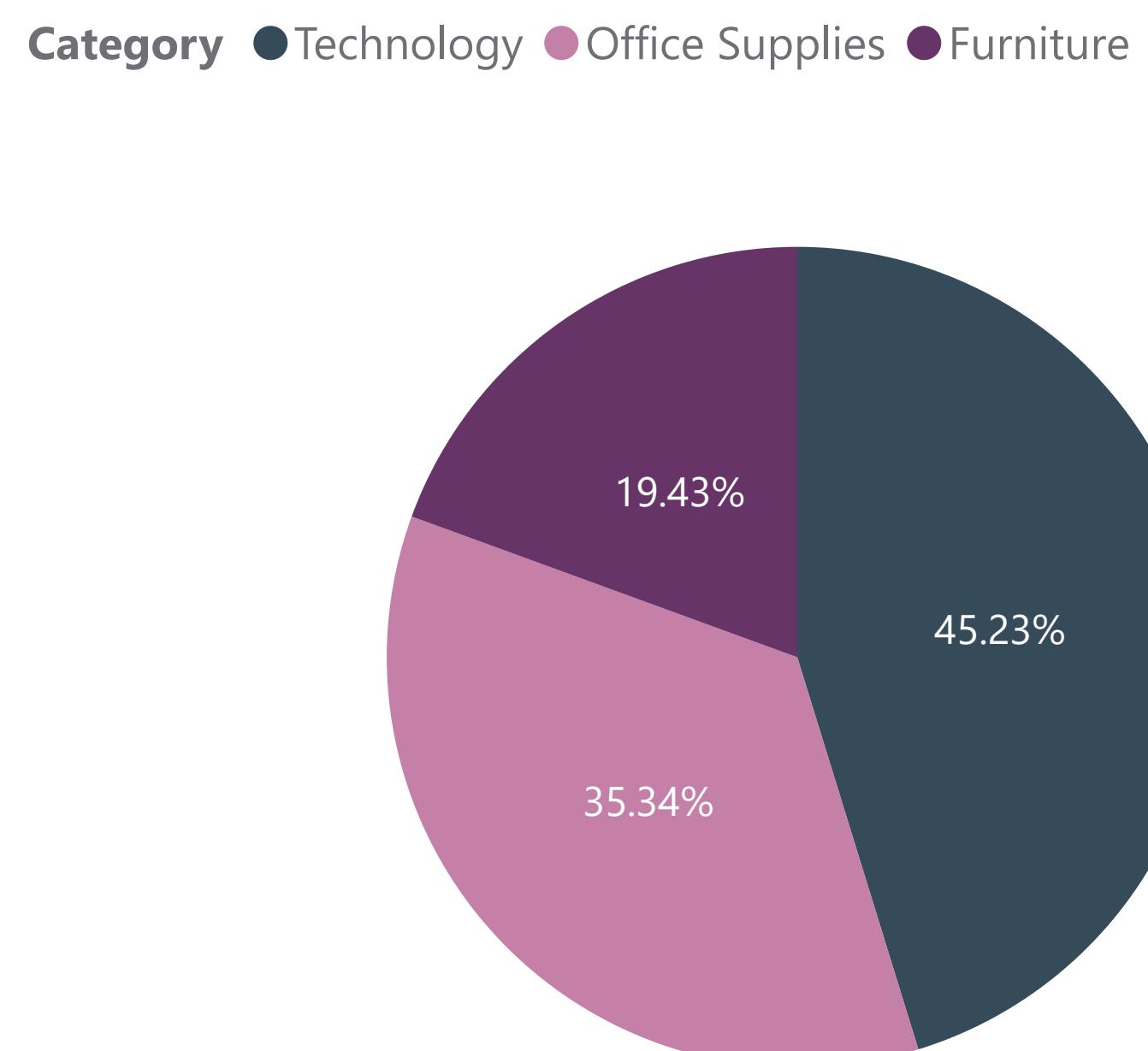
Profit by Country



Profit by Sub-Category

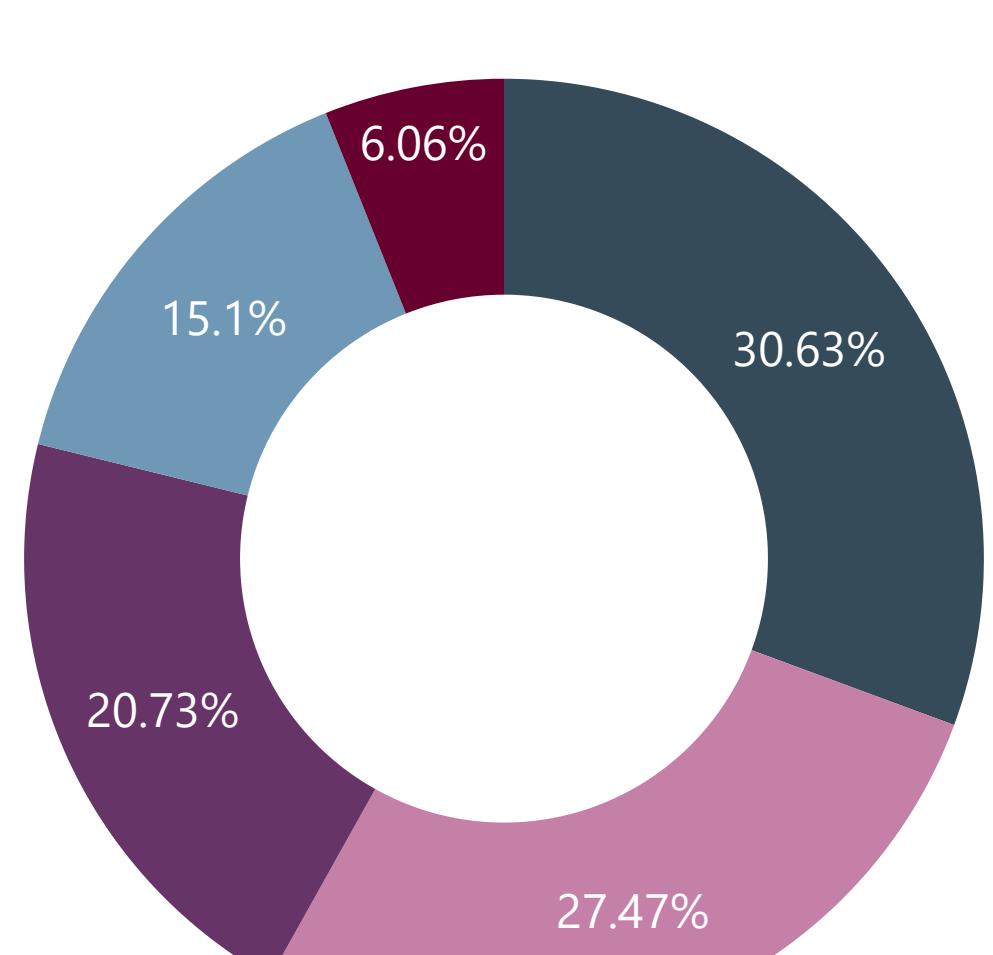


Profit theo Category



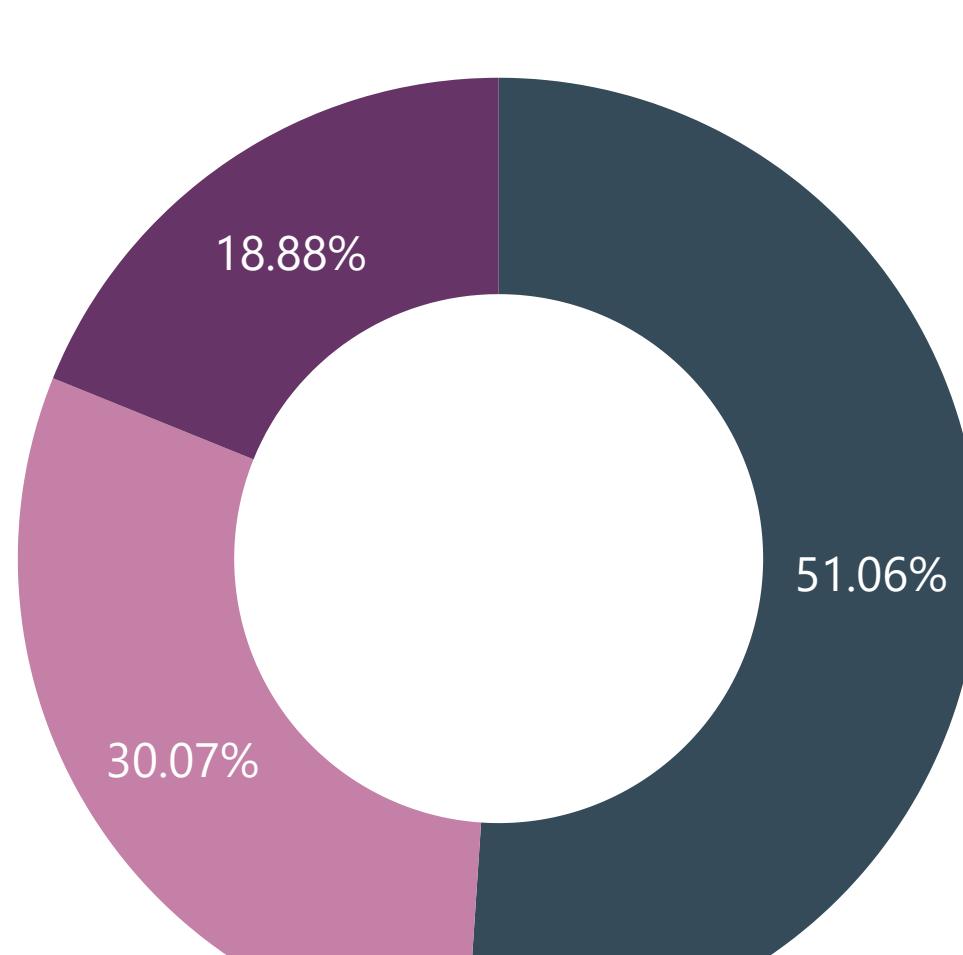
Total Profit by Market

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



Total Profit by Segment

Segment ● Consumer ● Corporate ● Home Office





GLOBAL SUPERSTORE

SALES DASHBOARD - PRODUCT

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



Overview



Revenue



Profit



Product



Customer

Quantity

176092

Quantity Returned

2220

Avg of Shipping days

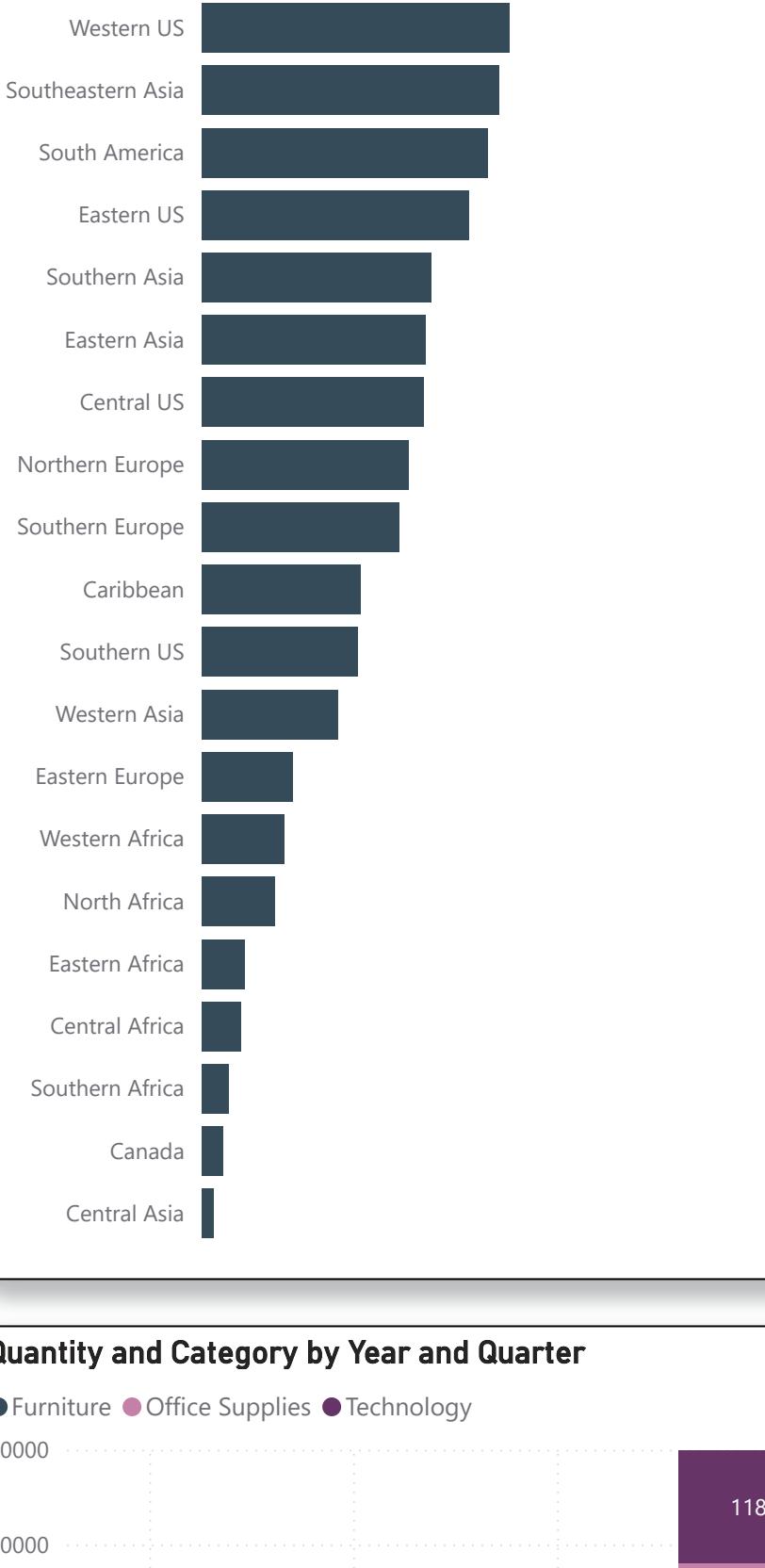
3.97

Quantity and Quantity Returned by Year and Quarter

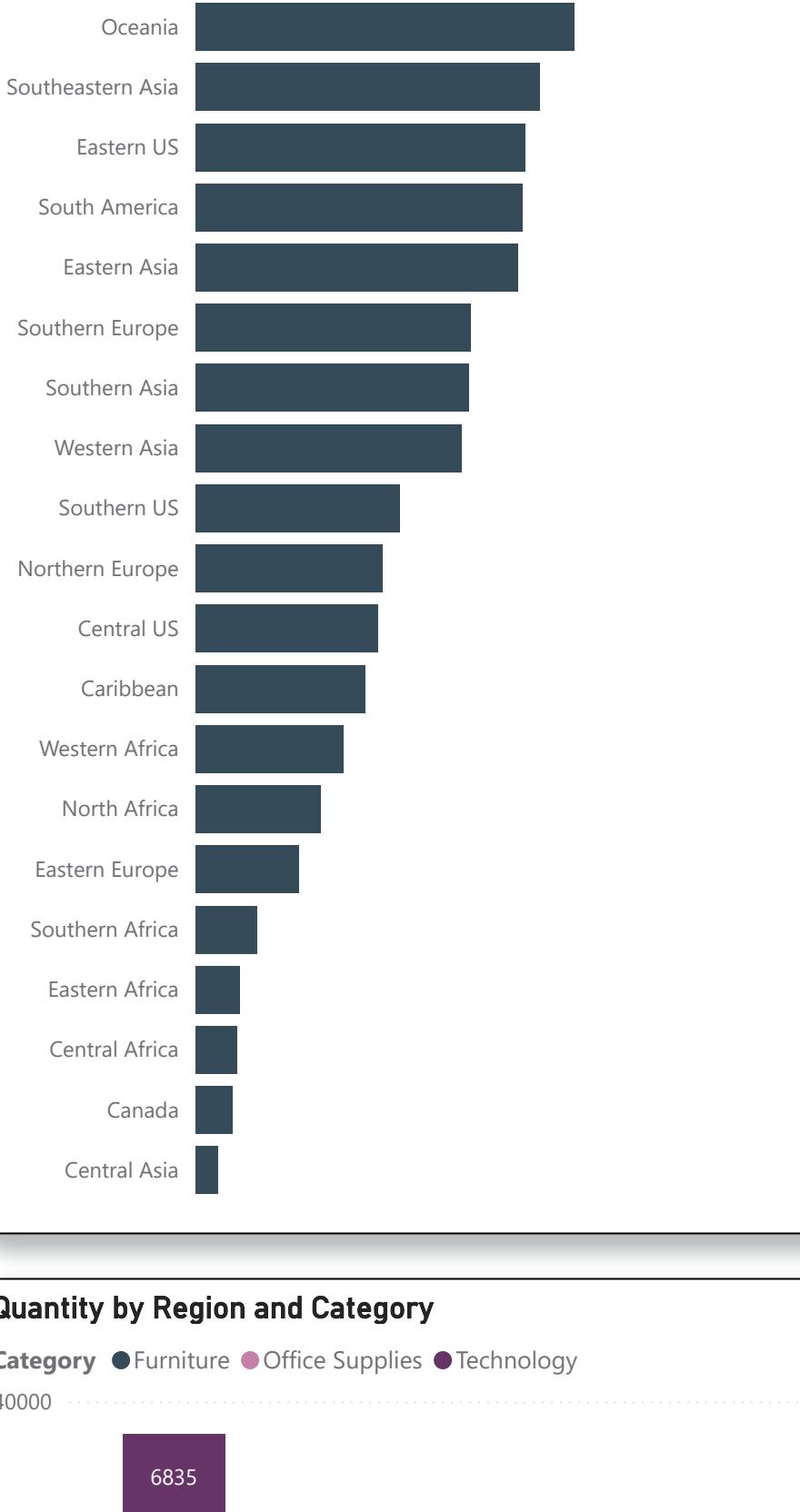
● Quantity ● Quantity Returned



Quantity by Region

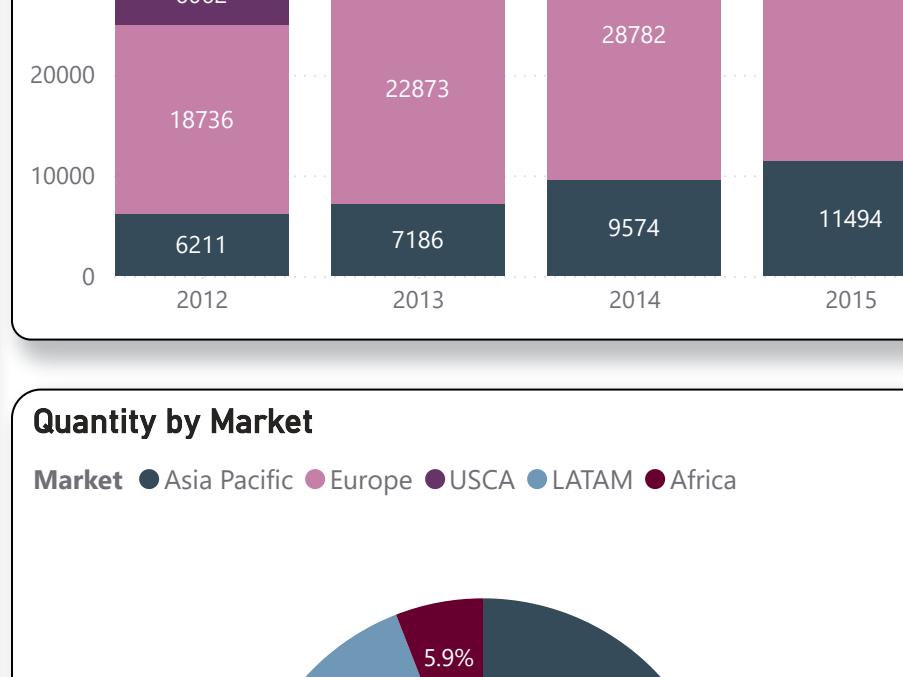


Quantity Returned by Region



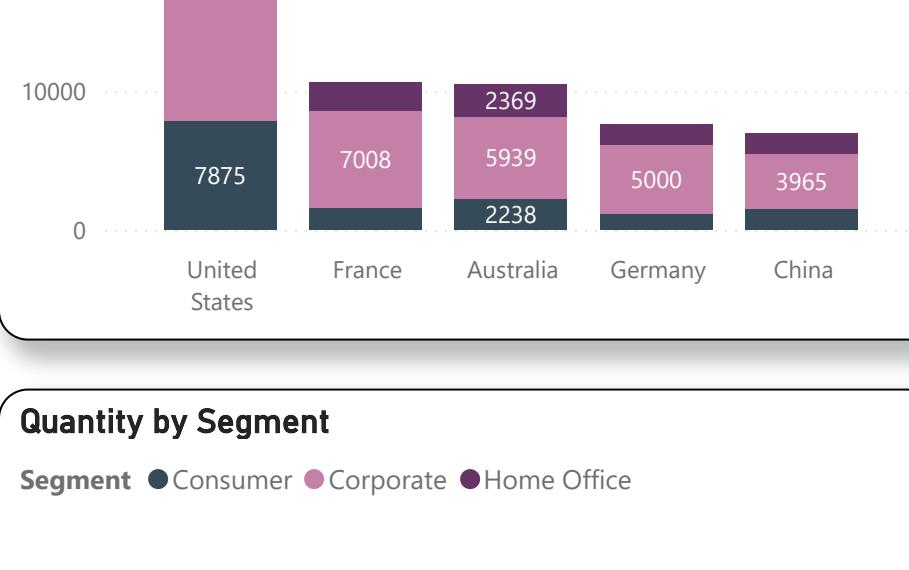
Quantity and Category by Year and Quarter

● Furniture ● Office Supplies ● Technology



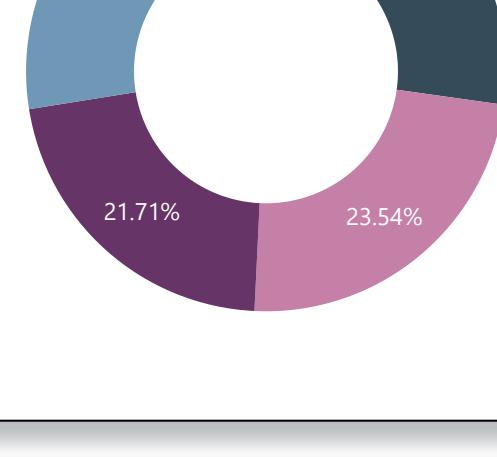
Quantity by Region and Category

Category ● Furniture ● Office Supplies ● Technology



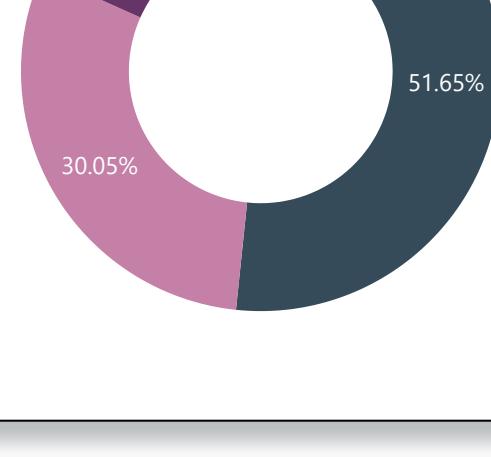
Quantity by Market

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



Quantity by Segment

Segment ● Consumer ● Corporate ● Home Office



Quantity by Product





GLOBAL SUPERSTORE SALES DASHBOARD - CUSTOMER

Date
All

Segment
All

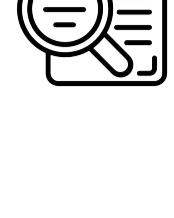
Category
All

Sub - Category
All

Market
All

Region
All

Country
All



Overview



Revenue



Profit



Product



Customer

Customer

17415

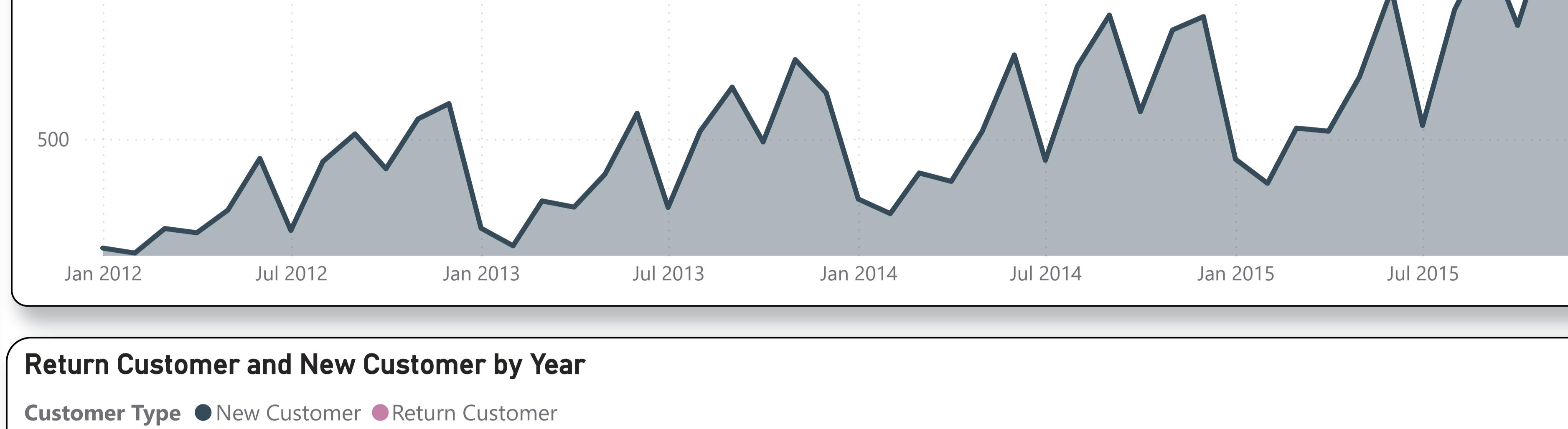
Customer Return

11350

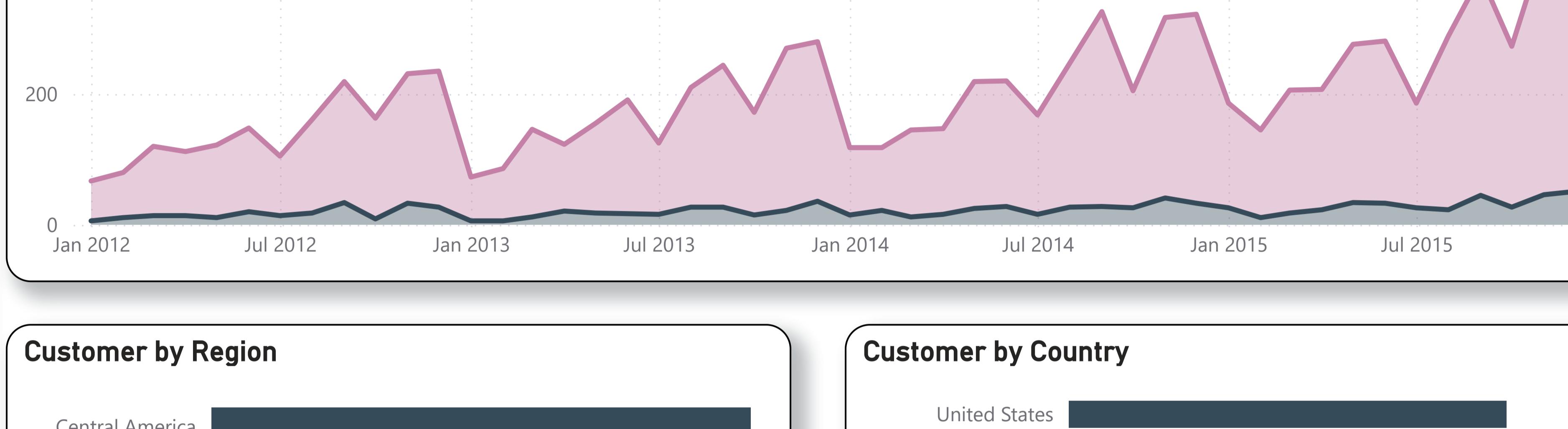
Returned Rate

0.65

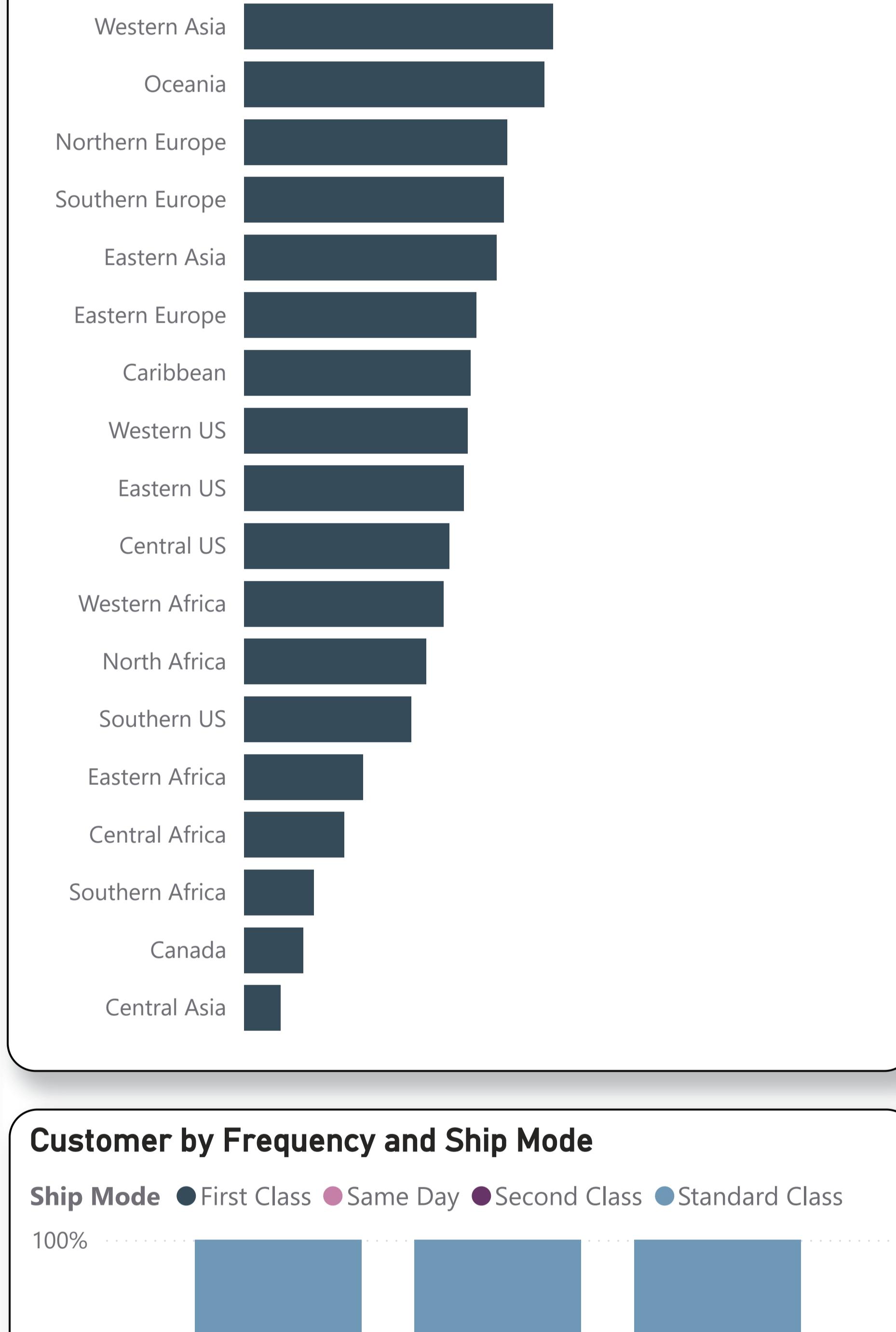
Customer by Year and Quarter



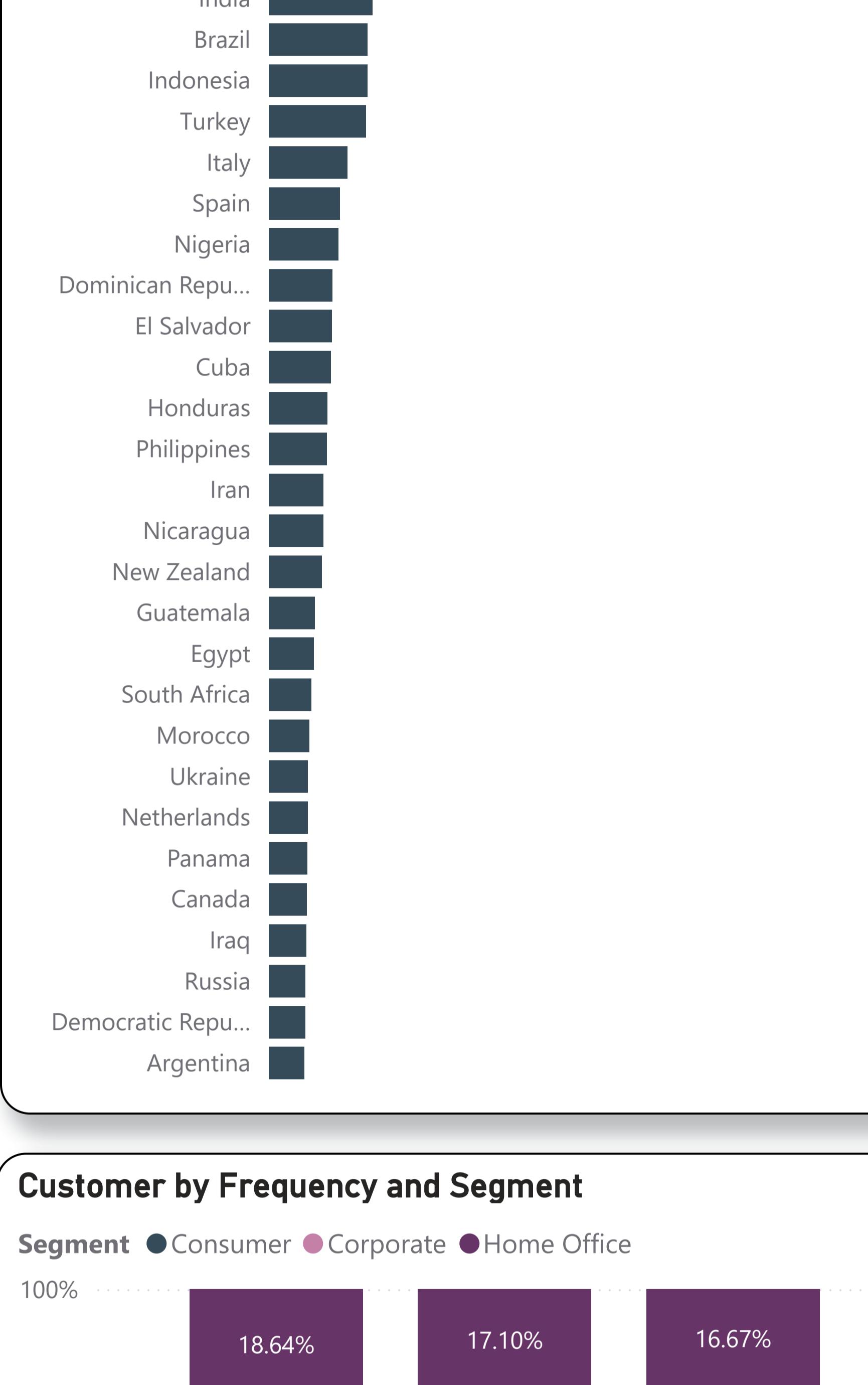
Return Customer and New Customer by Year



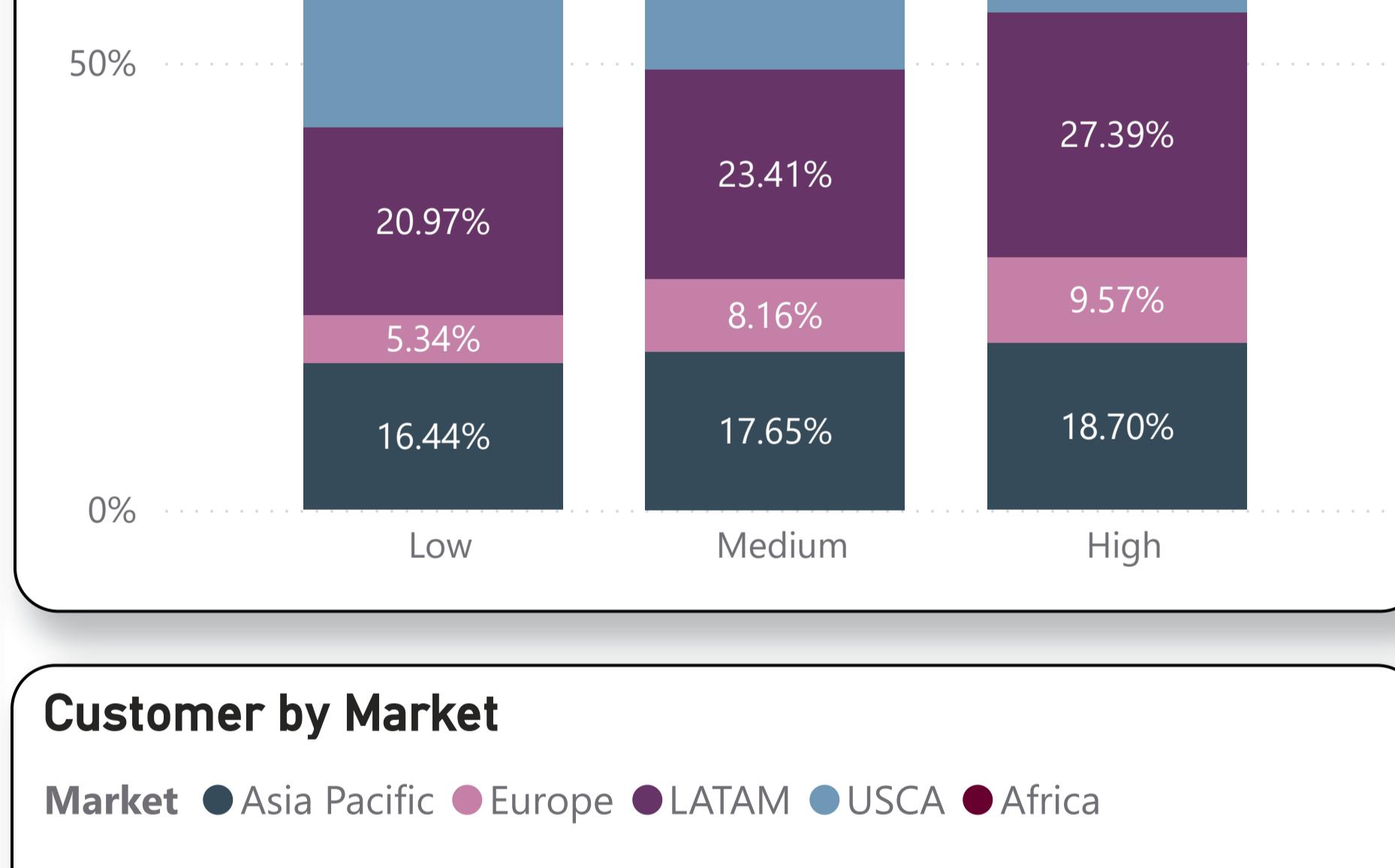
Customer by Region



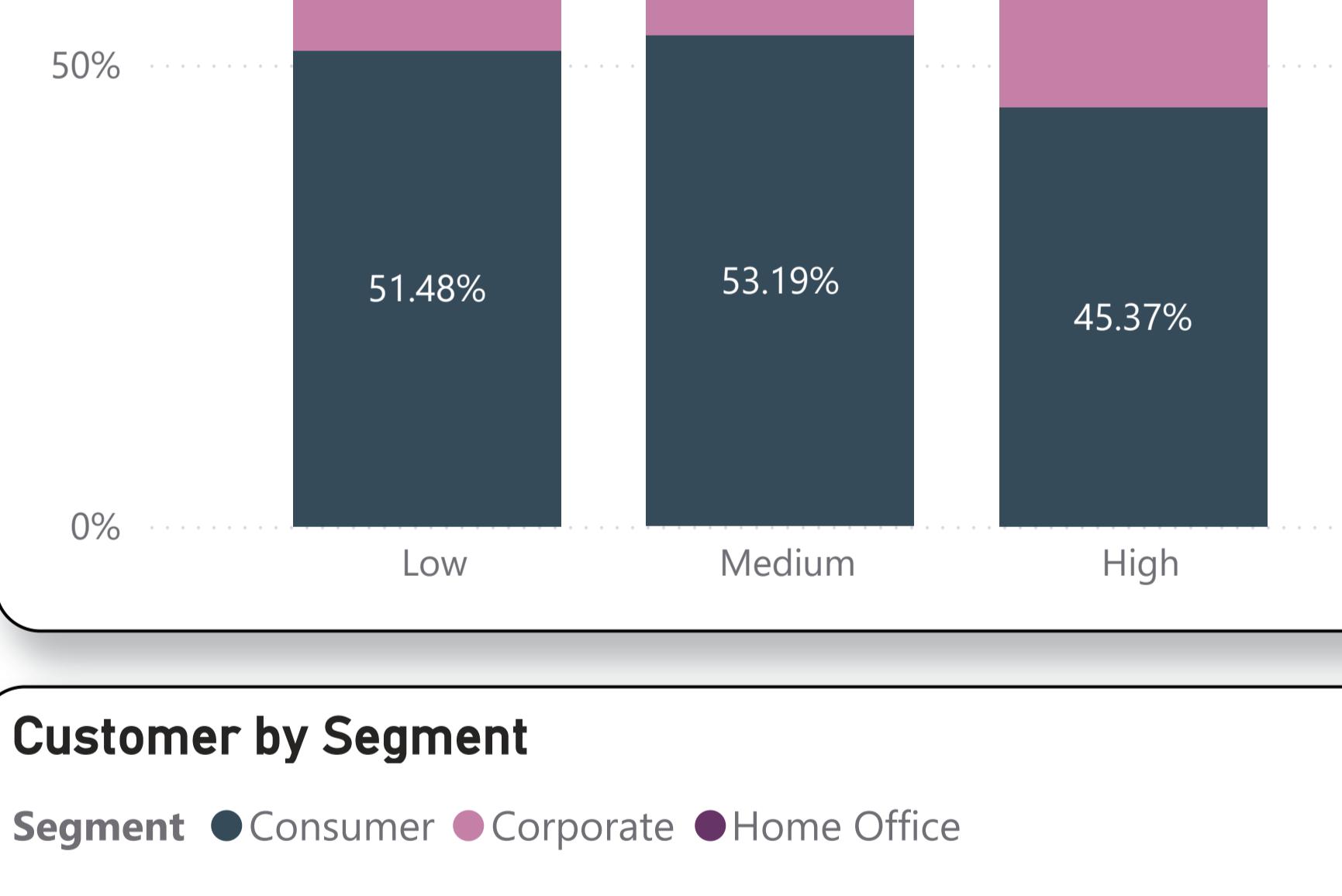
Customer by Country



Customer by Frequency and Ship Mode

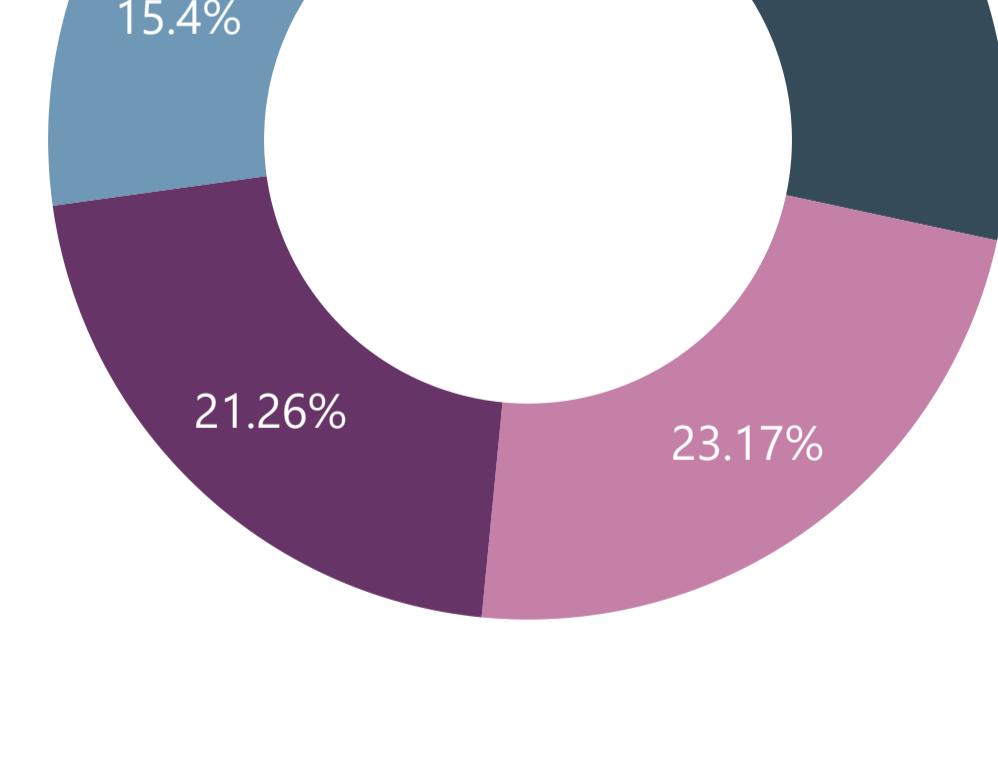


Customer by Frequency and Segment



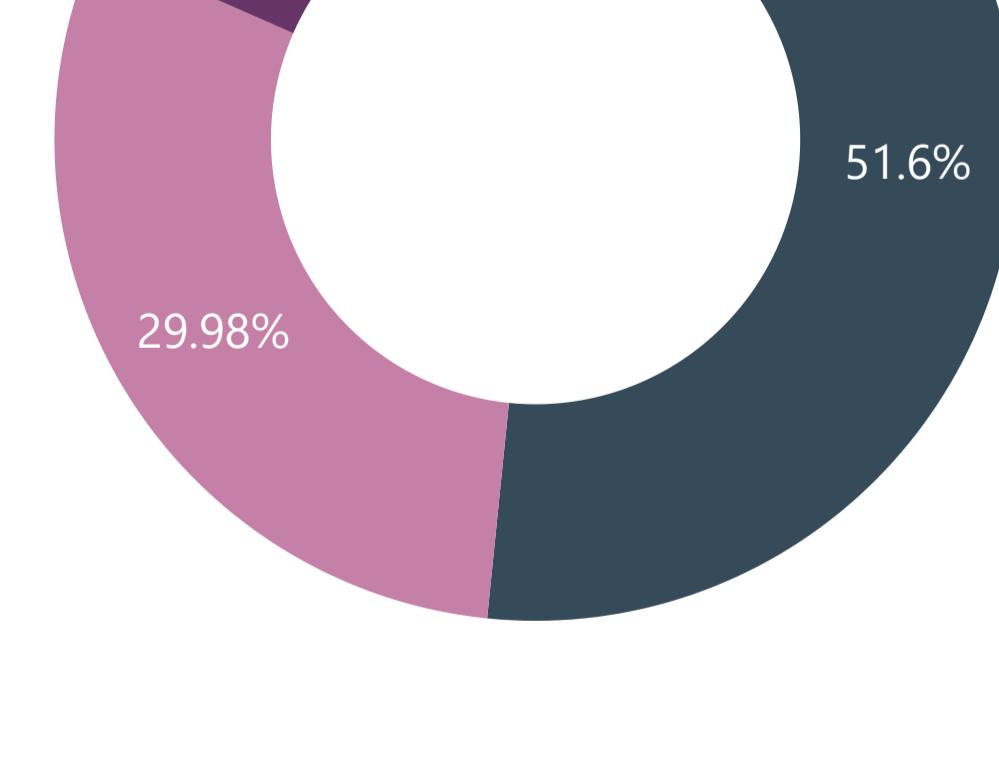
Customer by Market

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



Customer by Segment

Segment ● Consumer ● Corporate ● Home Office



Customer Segmentation (RFM Analysis)

