



Sales Forecasting Dashboard

03-01-2014

11-12-2017



Segment

All

Order Count

475

Total Sales

200.92K

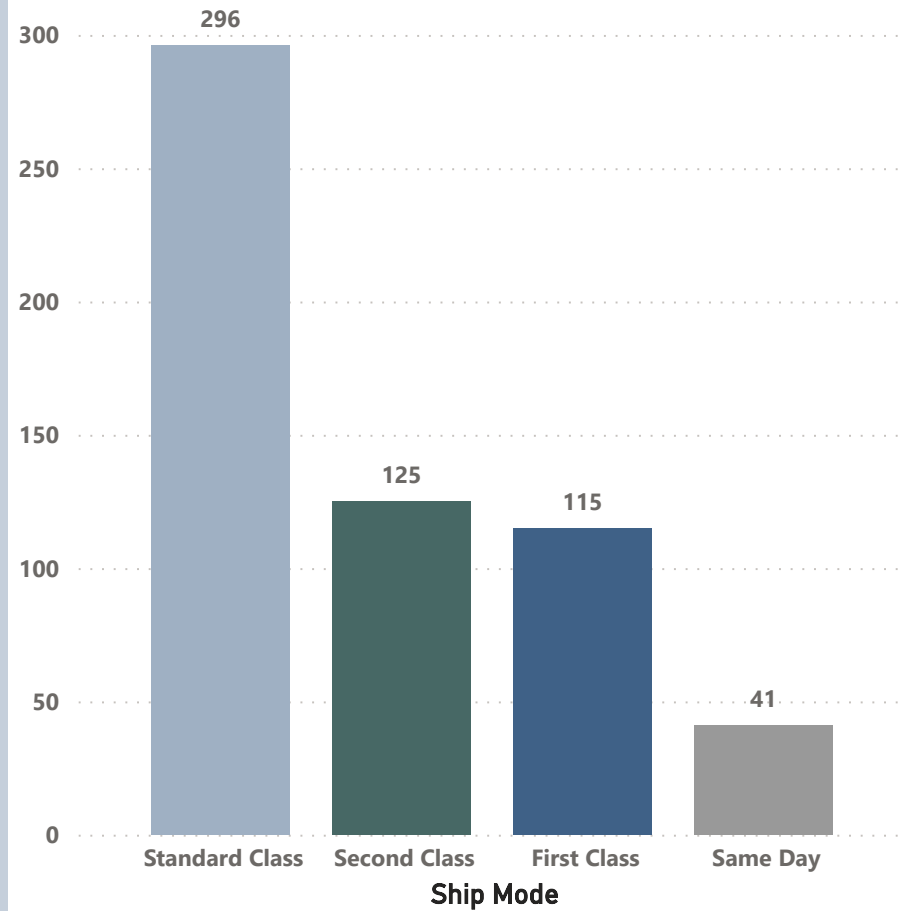
Customer Count

355

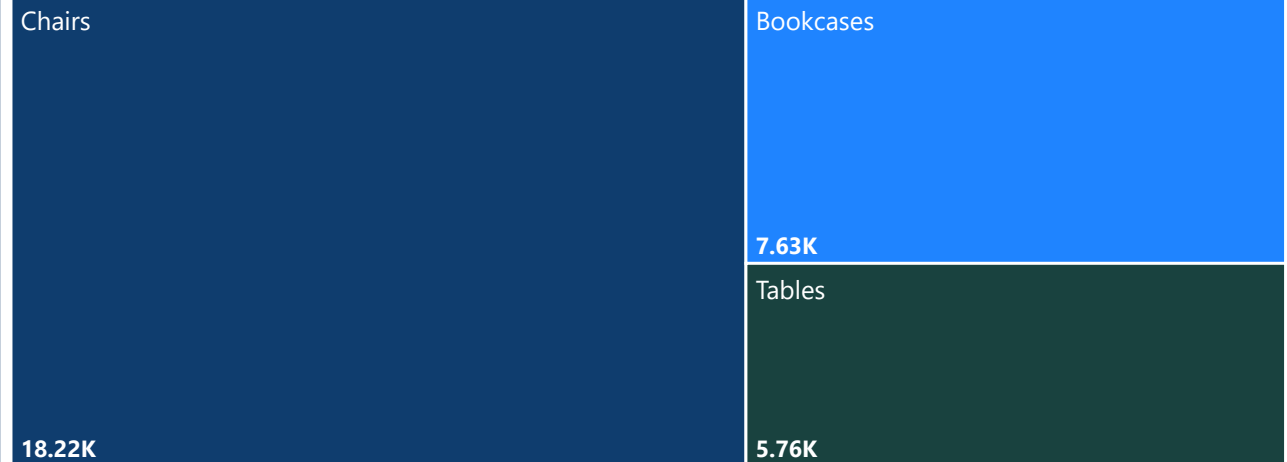
Total Profit

8.03K

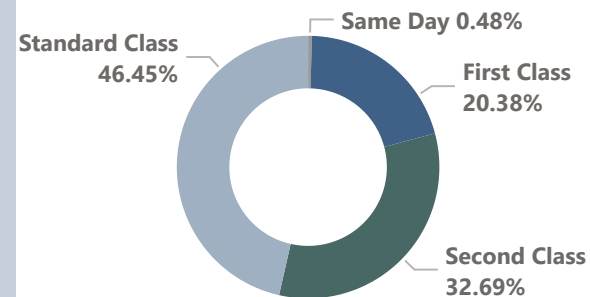
Total Orders by Shipmode



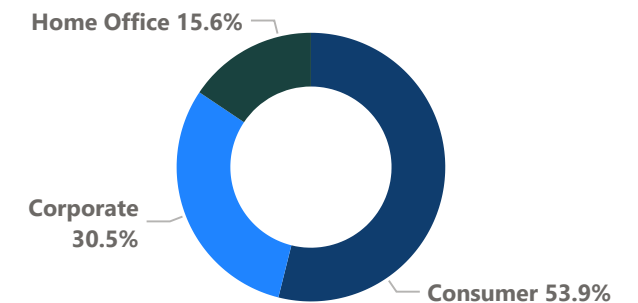
Total Sales by Sub-Category



Average of days_taken by Ship Mode



Count of Order ID by Segment



Quick measure



Sales Forecasting Dashboard



Quick measure

Region



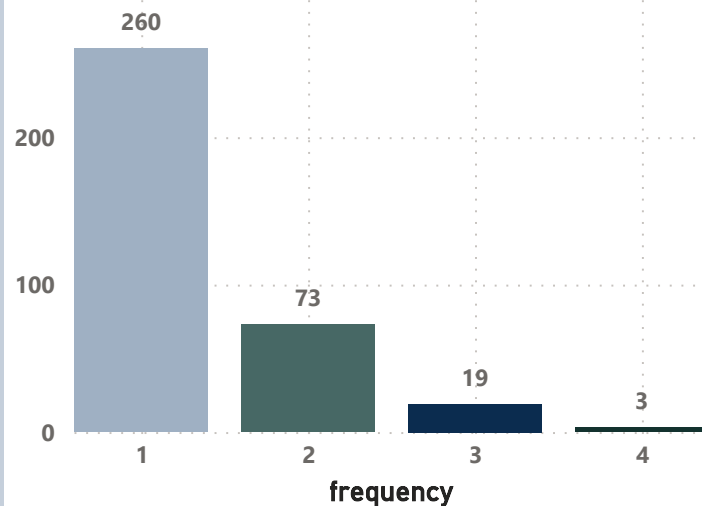
Central

East

South

West

Count of Customer ID by frequency



Sum of Sales trended down, resulting in a 68.74% decrease between January 2014 and December 2017.

The most recent Sum of Sales anomaly was in January 2017, when Furniture had a high of 14,446.26.

Sum of Sales for Furniture started trending down on June 2017, falling by 22.76% (469.08) in 4 months.

At 260, 1 had the highest Count of Customer ID and was 8,566.67% higher than 4, which had the lowest Count of Customer ID at 3.

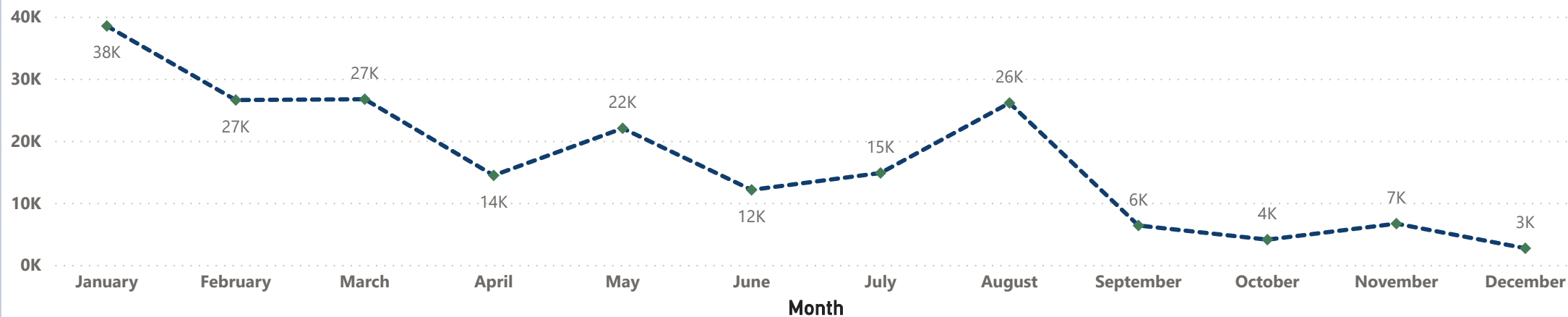
1 had the highest Count of Customer ID at 260, followed by 2, 3, and 4.

1 accounted for 73.24% of Count of Customer ID.

Across all 4 frequency, Count of Customer ID ranged from 3 to 260.

Count of Orders by Period

Category ◆ Furniture



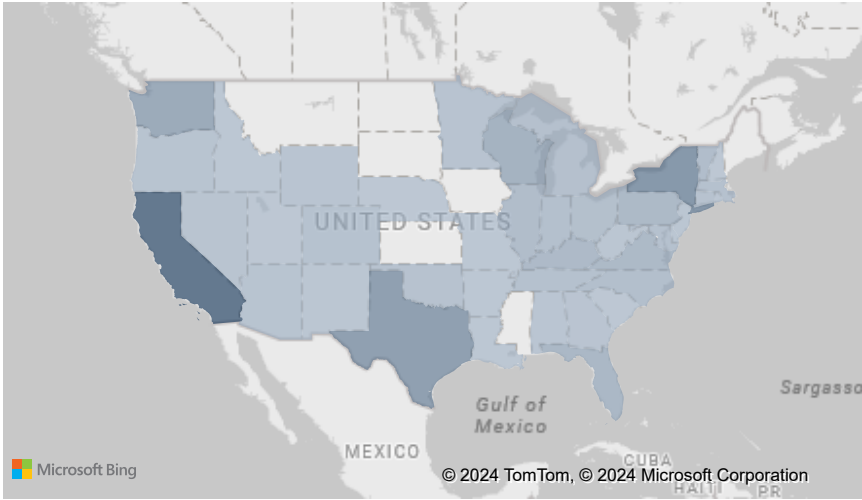


Sales Forecasting Dashboard



Quick measure

State



Sub-Category	January	February	March	April	May	June	July	August
Accessories		▲ 39.59	▲ 89.22	▲ -199.62		● 344.35	▲ -110.49	▲ -127.58
Art	▲ 130.33			▲ -32.86	▲ 1.19	◆ -391.37	▲ 68.15	▲ -29.58
Binders	◆ -1,002.78		▲ 62.10	▲ 83.21	● 357.87	▲ -245.28	▲ 16.61	▲ 5.0
Chairs	● 797.24	▲ 63.43	▲ 128.75	▲ 7.30	▲ 122.54	▲ 4.50	▲ -30.60	▲ -74.4
Envelopes	▲ 275.13		▲ 17.48	▲ 13.48	▲ 51.01	● 399.73	▲ 187.00	▲ -22.6
Furnishings	▲ 55.62		▲ -77.63	▲ 8.10	● 916.20	▲ 43.70	● 315.14	
Labels	▲ 23.45		▲ -56.22	▲ -102.05	▲ 4.00	▲ 71.90	▲ 228.18	
Paper	▲ 66.78			▲ 61.10	▲ -15.87	● 408.24	▲ 52.16	▲ 166.6
Phones	▲ 20.87	▲ -20.21	▲ 52.80	▲ 189.33	▲ 58.93	▲ 20.54	▲ 31.81	▲ 71.3

Category × Ship Mode × Region × Sub-Category × Country ×

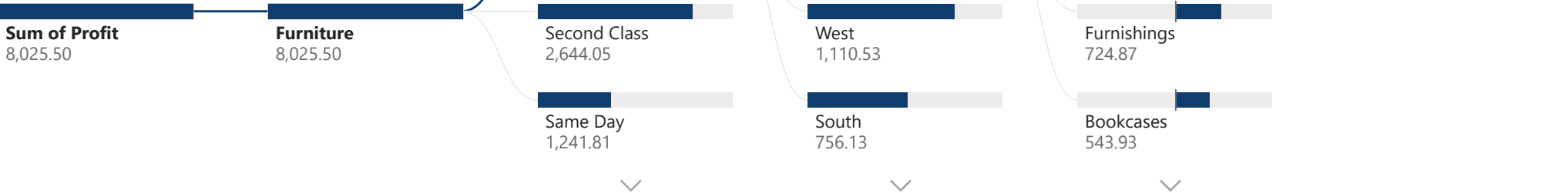
Furniture

Standard Class

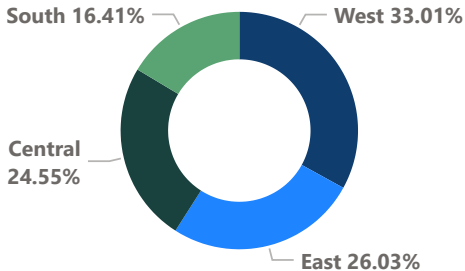
East

Chairs

United States



Sum of Sales and Sum of Sales by Region



Quick measure



Sales Forecasting Dashboard



Quick measure

Customer ID	Customer Name	Category	Sub-Category	Segment	Sum of Quantity	Ship Mode	Region	Order Date	Ship Date
AG-10675	Anna Gayman	Furniture	Bookcases	Consumer	4	Second Class	Central	09 August 2016	09 October 2016
AH-10195	Alan Haines	Furniture	Chairs	Corporate	2	Second Class	East	03 May 2015	03 July 2015
AH-10195	Alan Haines	Furniture	Furnishings	Corporate	2	Second Class	East	03 May 2015	03 July 2015
AH-10465	Amy Hunt	Furniture	Bookcases	Consumer	9	Second Class	Central	01 March 2015	01 August 2015
AH-10465	Amy Hunt	Furniture	Tables	Consumer	2	Second Class	West	05 May 2016	05 July 2016
AP-10915	Arthur Pritchep	Furniture	Furnishings	Consumer	5	Second Class	South	11 March 2016	11 August 2016
AP-10915	Arthur Pritchep	Furniture	Tables	Consumer	3	Second Class	South	11 March 2016	11 August 2016
AR-10405	Allen Rosenblatt	Furniture	Chairs	Corporate	3	Second Class	West	10 March 2014	10 August 2014
AR-10405	Allen Rosenblatt	Furniture	Tables	Corporate	1	Second Class	West	10 March 2014	10 August 2014
AS-10225	Alan Schoenberger	Furniture	Furnishings	Corporate	2	Second Class	East	05 April 2015	05 September 2015
AS-10285	Alejandro Savely	Furniture	Furnishings	Corporate	3	Second Class	West	11 April 2016	11 August 2016
BC-11125	Becky Castell	Furniture	Furnishings	Home Office	2	Second Class	East	04 April 2016	04 August 2016
BD-11635	Brian Derr	Furniture	Chairs	Consumer	3	Second Class	East	12 May 2015	12 September 2015
BD-11725	Bruce Degenhardt	Furniture	Furnishings	Consumer	3	Second Class	West	08 March 2017	08 August 2017
BE-11455	Brad Eason	Furniture	Chairs	Home Office	1	Second Class	East	08 February 2015	08 May 2015
BF-10975	Barbara Fisher	Furniture	Furnishings	Corporate	2	Second Class	South	07 May 2015	07 October 2015
BF-11020	Barry Franzésch	Furniture	Chairs	Corporate	2	Second Class	Central	07 July 2016	07 November 2016
BF-11020	Barry Franzésch	Furniture	Chairs	Corporate	3	Second Class	South	04 January 2017	04 April 2017
BF-11020	Barry Franzésch	Furniture	Furnishings	Corporate	8	Second Class	Central	07 July 2016	07 November 2016
BF-11020	Barry Franzésch	Furniture	Tables	Corporate	2	Second Class	West	08 February 2016	08 April 2016
BM-11140	Becky Martin	Furniture	Chairs	Consumer	3	Second Class	West	09 February 2016	09 May 2016

Customer Segmentation



Region

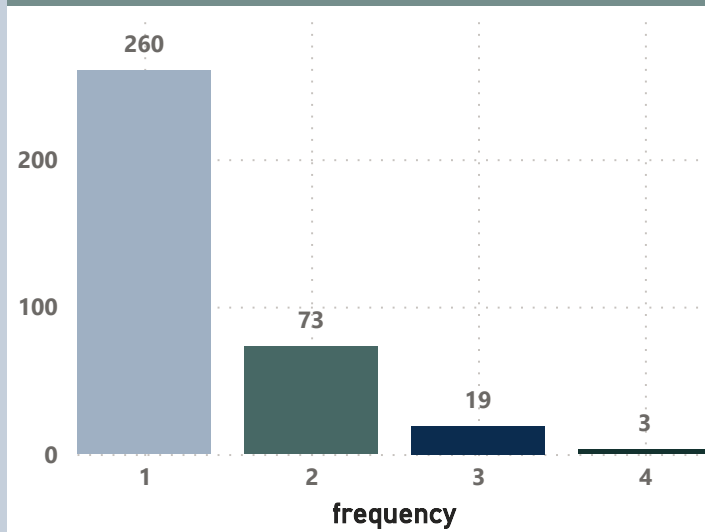
Central

East

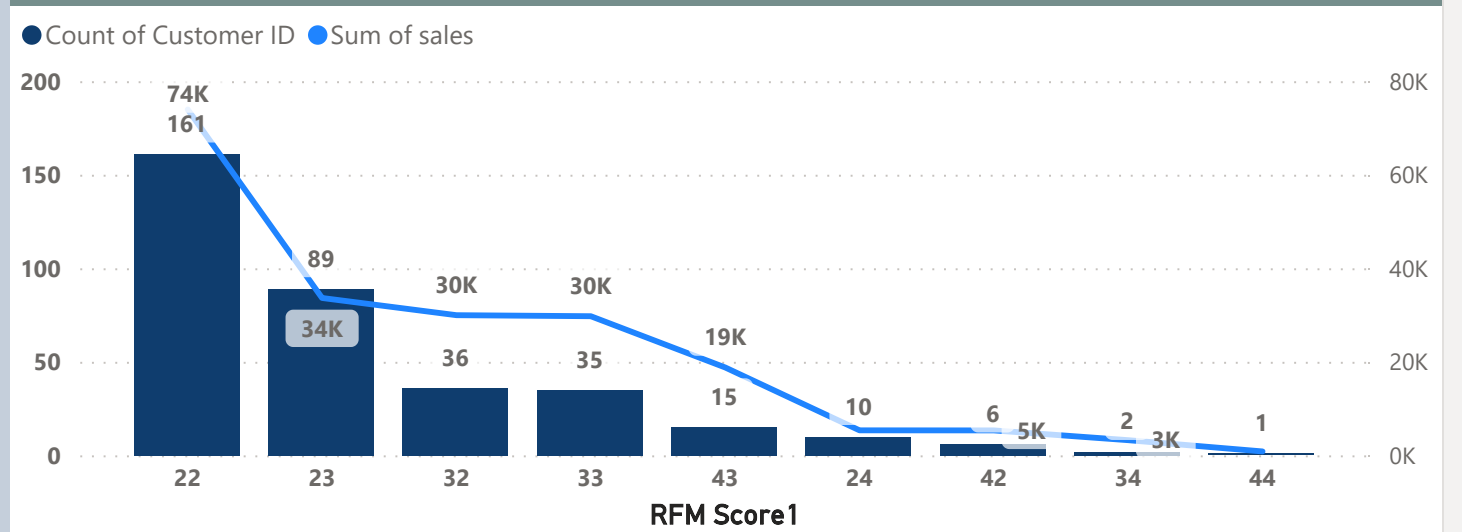
South

West

Count of Customer by frequency



Count of Customer and Total sales by RFM Score



Count of customer by recency

