

Year

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Business Performance Insights – Superstore

Total Sales

2.30M

Total Profit

286.40K

Profit Margin %

0.12

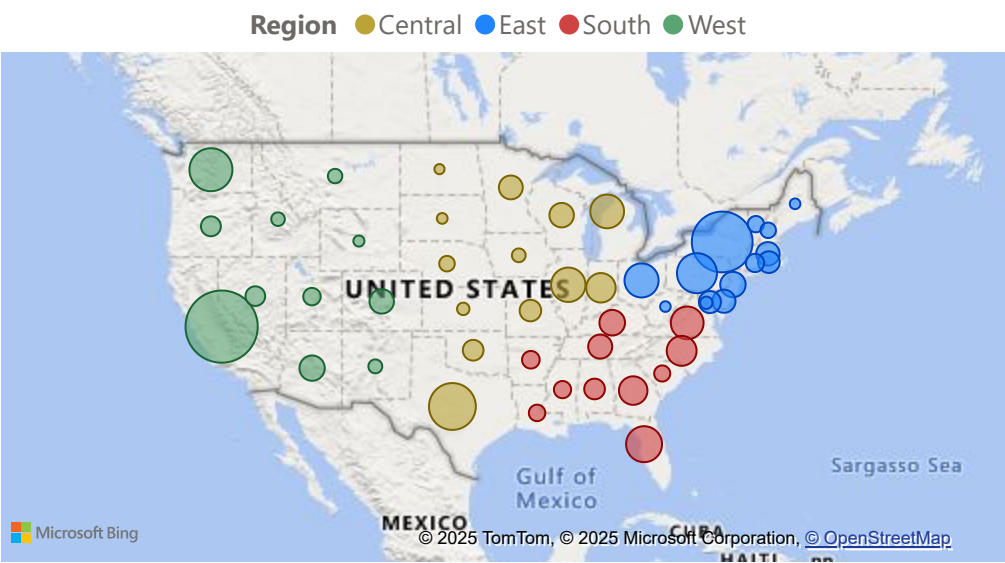
AOV

458.61

Product Name

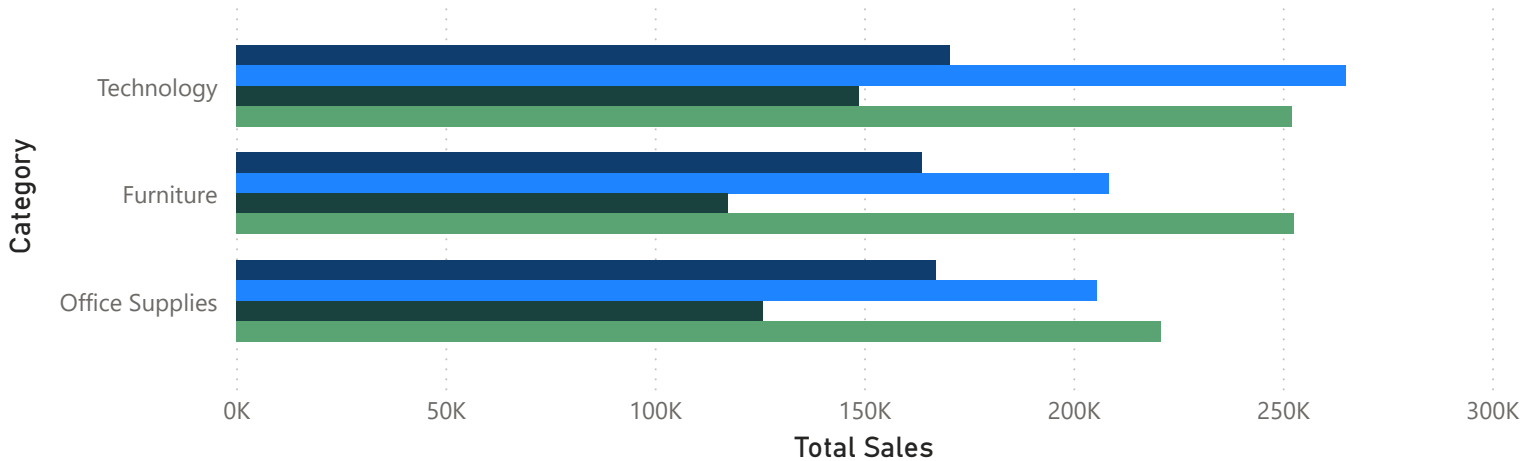
Product Name	Total Sales	Total Profit	Profit Margin %
Canon imageCLASS 2200 Advanced Copier	61,599.82	25,199.93	0.41
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	-1,811.08	-0.08
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38	7,753.04	0.28
GBC DocuBind P400 Electric Binding System	17,965.07	-1,878.17	-0.10
GBC DocuBind TL300 Electric Binding System	19,823.48	2,233.51	0.11
GBC Ibimaster 500 Manual ProClick Binding System	19,024.50	760.98	0.04
Hewlett Packard LaserJet 3310 Copier	18,839.69	6,983.88	0.37
High Speed Automatic Electric Letter Opener	17,030.31	-262.00	-0.02
HON 5400 Series Task Chairs for Big and Tall	21,870.58	0.00	0.00
HP Designjet T520 Inkjet Large Format Printer - 24" Color	18,374.90	4,094.98	0.22
Total	2,44,620.20	43,075.06	0.18

Geographic Distribution of Sales and Profitability

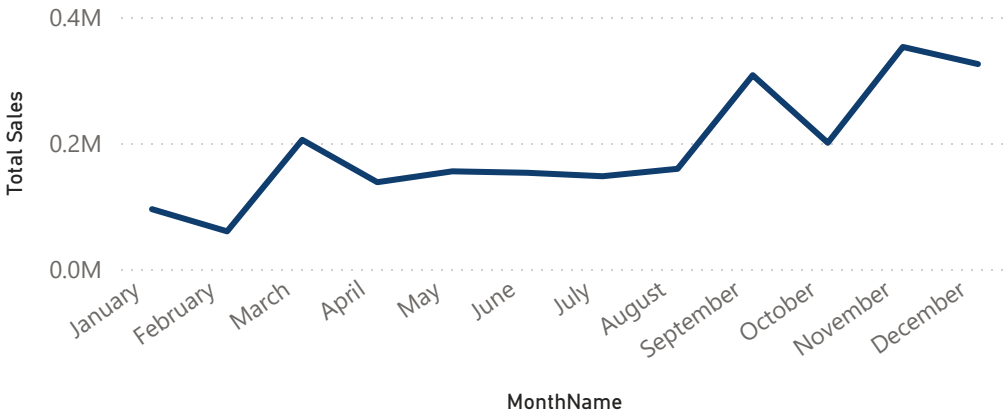


Regional Sales Distribution by Category

Region ● Central ● East ● South ● West

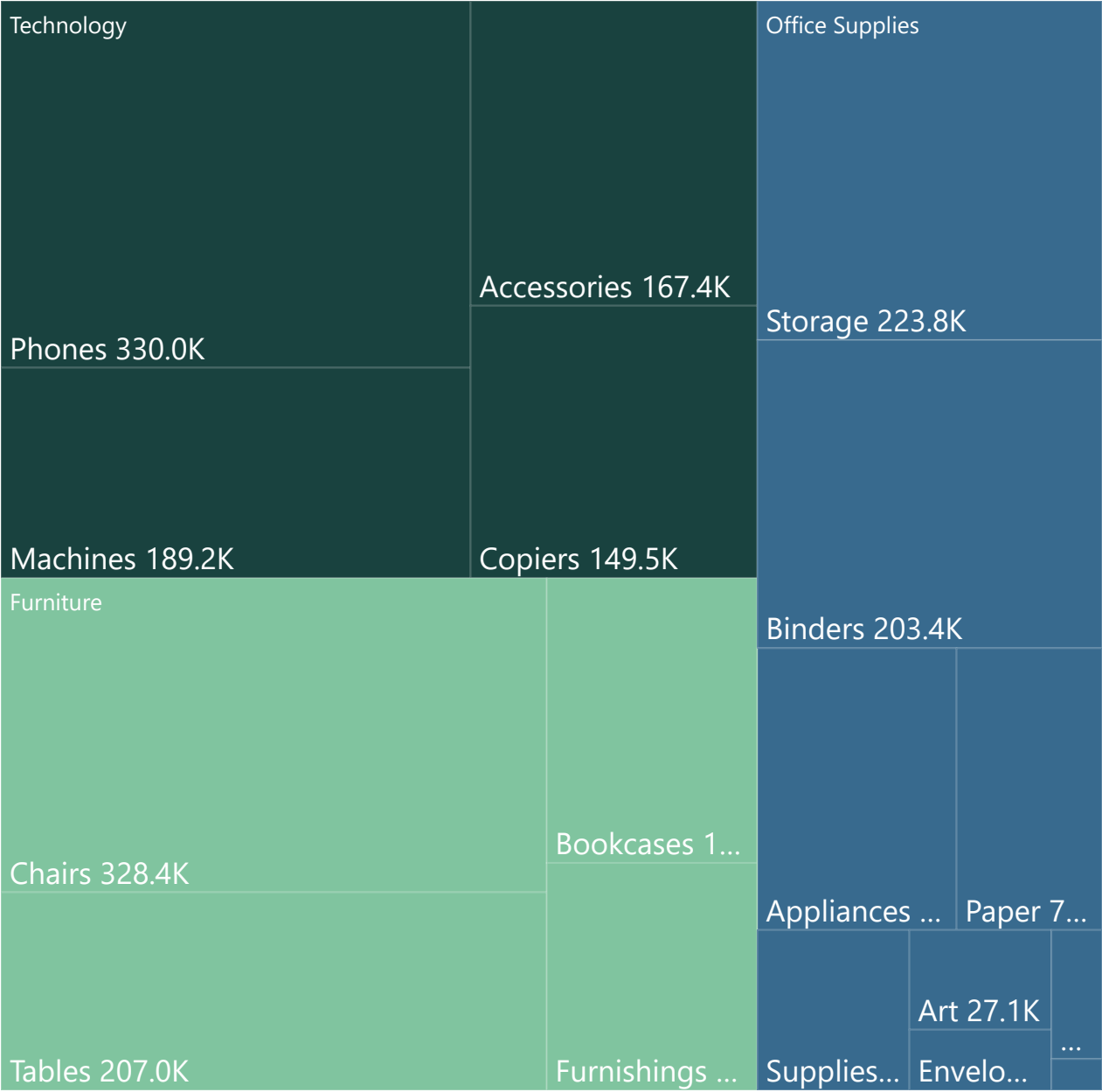


Month-wise Sales Performance

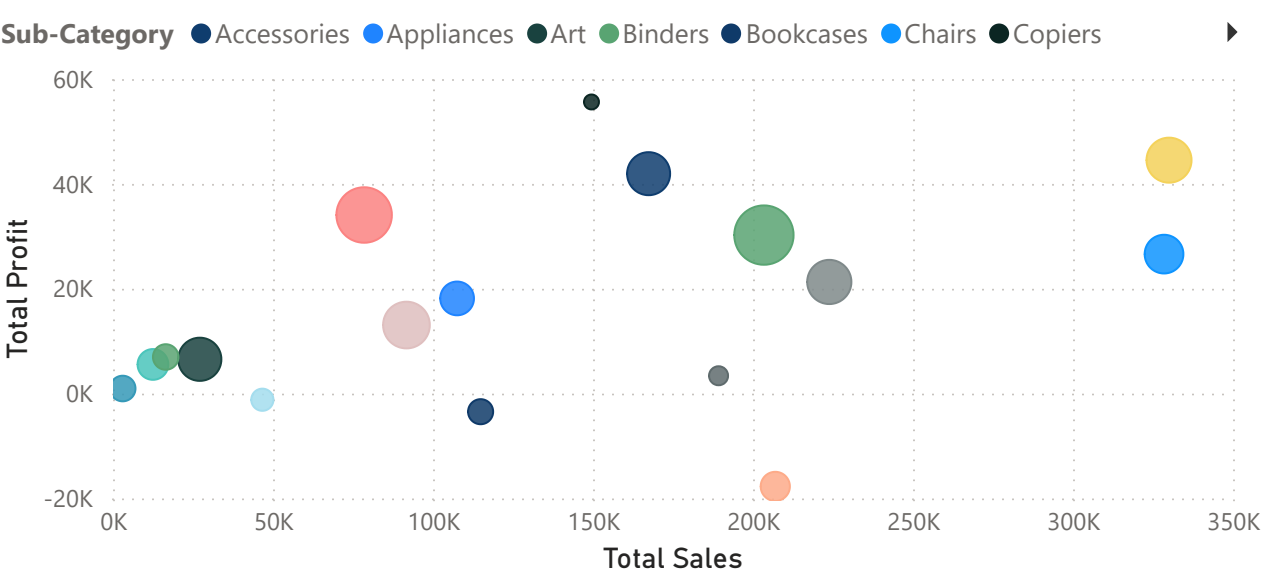


Product Analysis

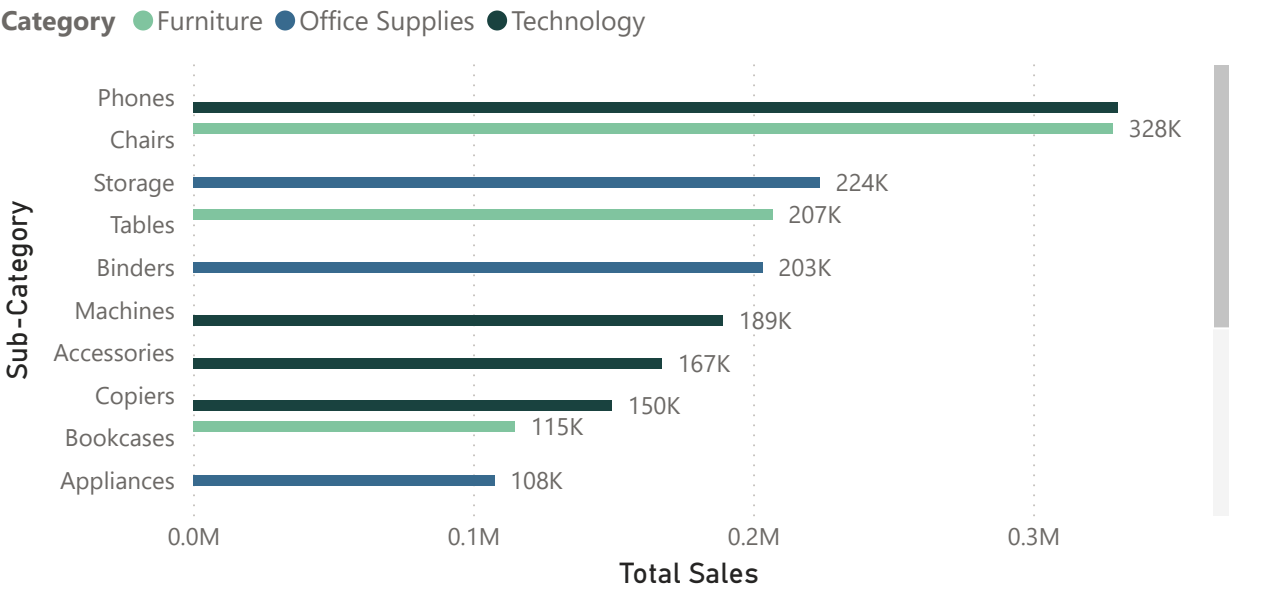
Sales Distribution by Category & Sub-Category



Sales, Profit & Quantity by Sub-Category

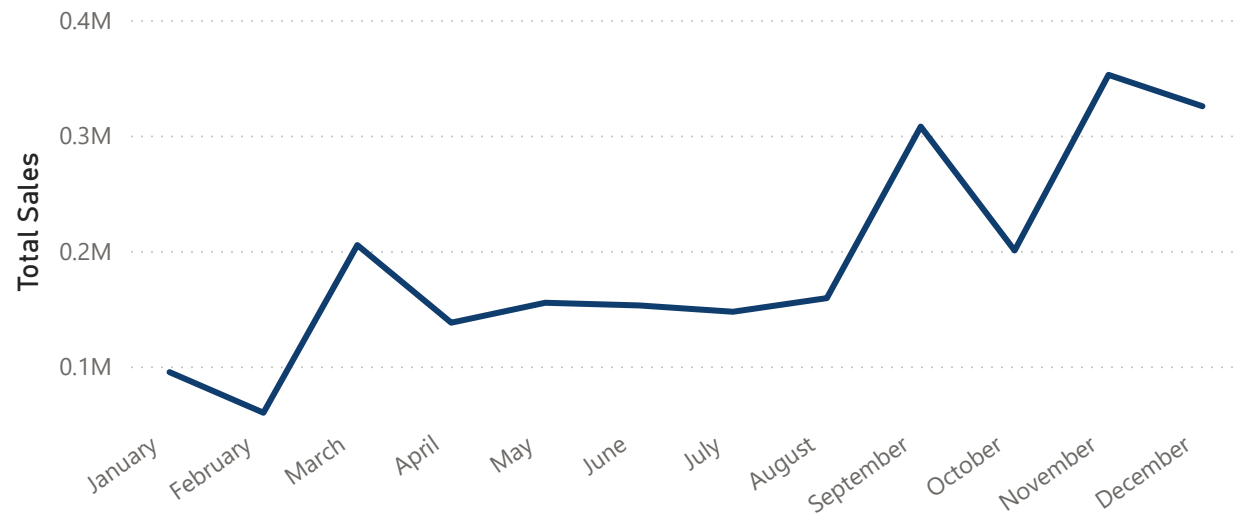


Sale by Sub Category

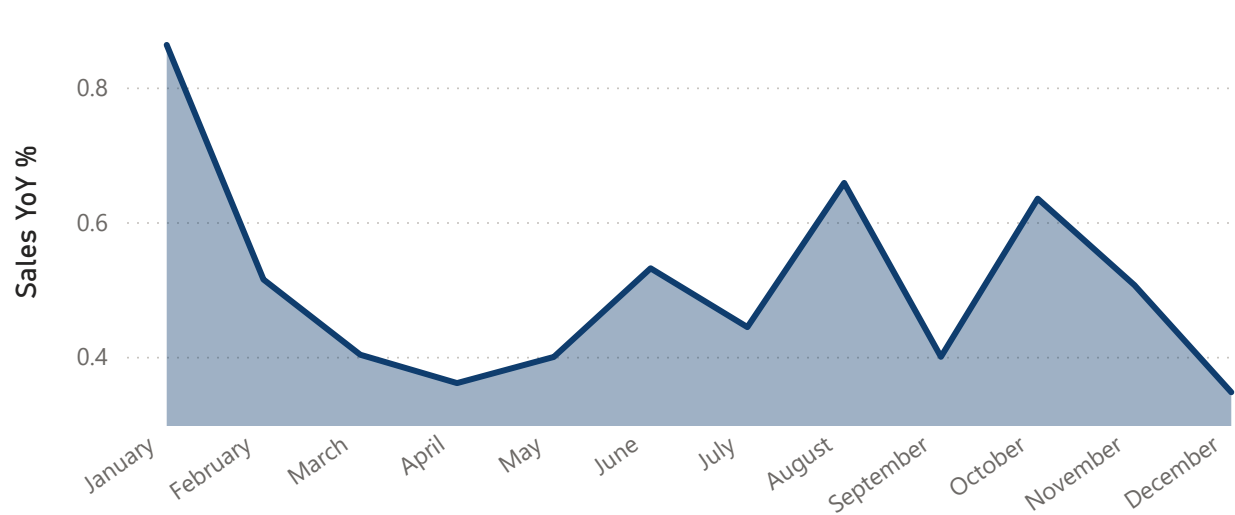


Time & Trend

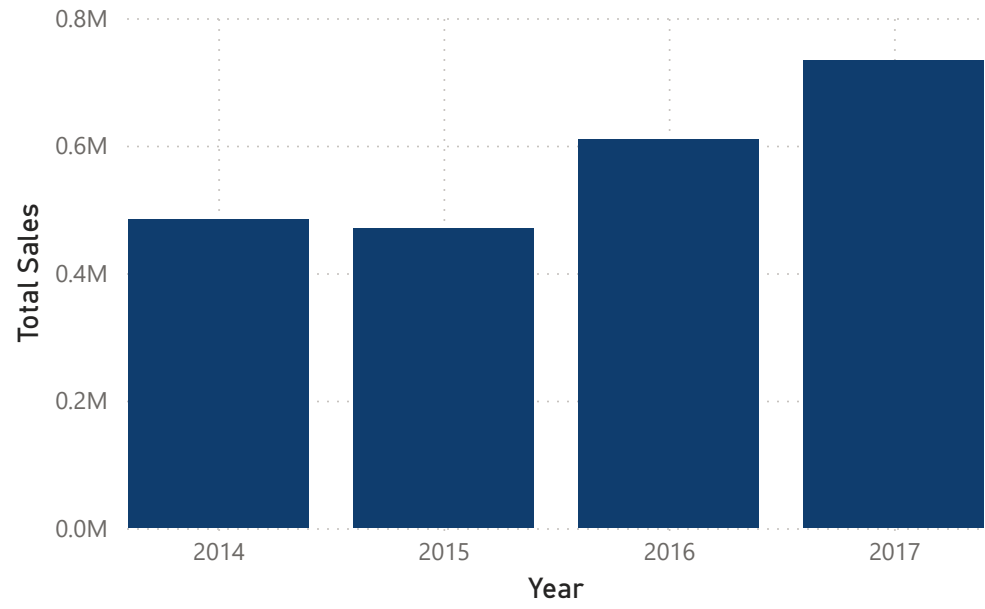
Total Sales by Month



Sales Growth % (YoY)



Year-over-Year Sales Comparison



Profit Breakdown

