



SUPERSTORE

SALES REPORT

Segment

All

Sub-Category

All

Year: All

2014

2015

2016

2017

TOTAL SALES

\$2.30M

UNITS SOLD

37.87K

TOTAL PROFIT

\$286.40K

ORDERS

5009

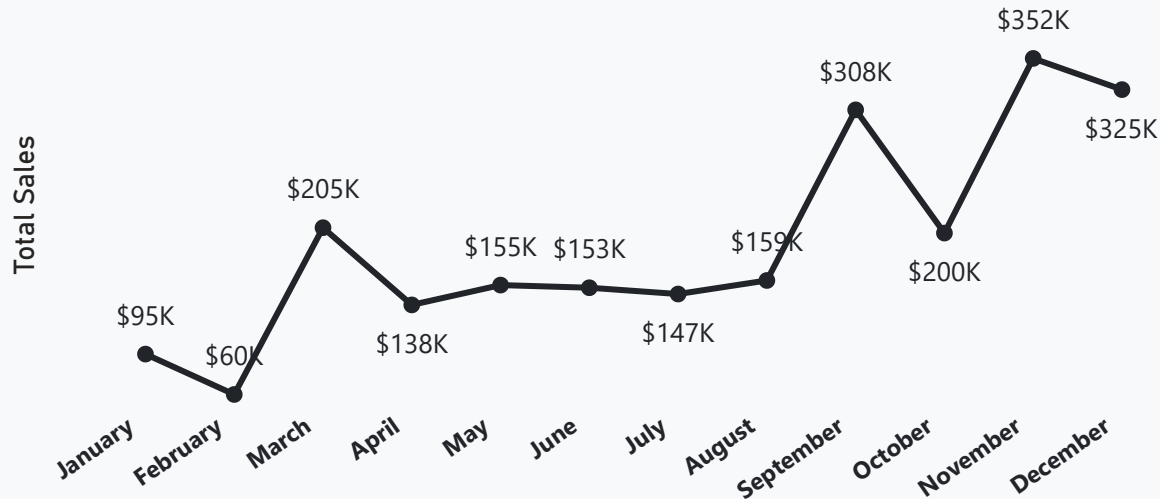
TOTAL DISCOUNT

\$566.73K

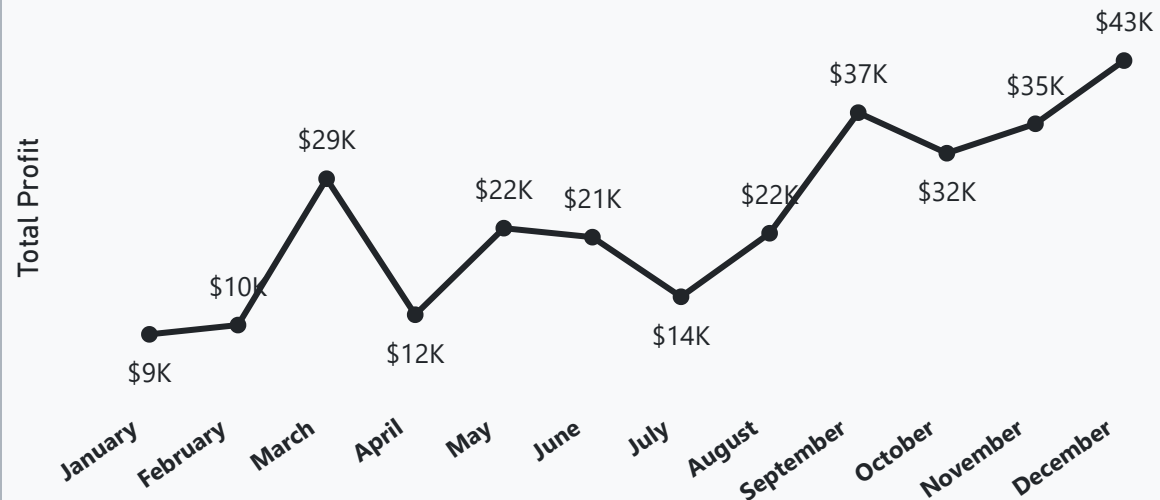
NO OF CUSTOMERS

793

Monthly Sales



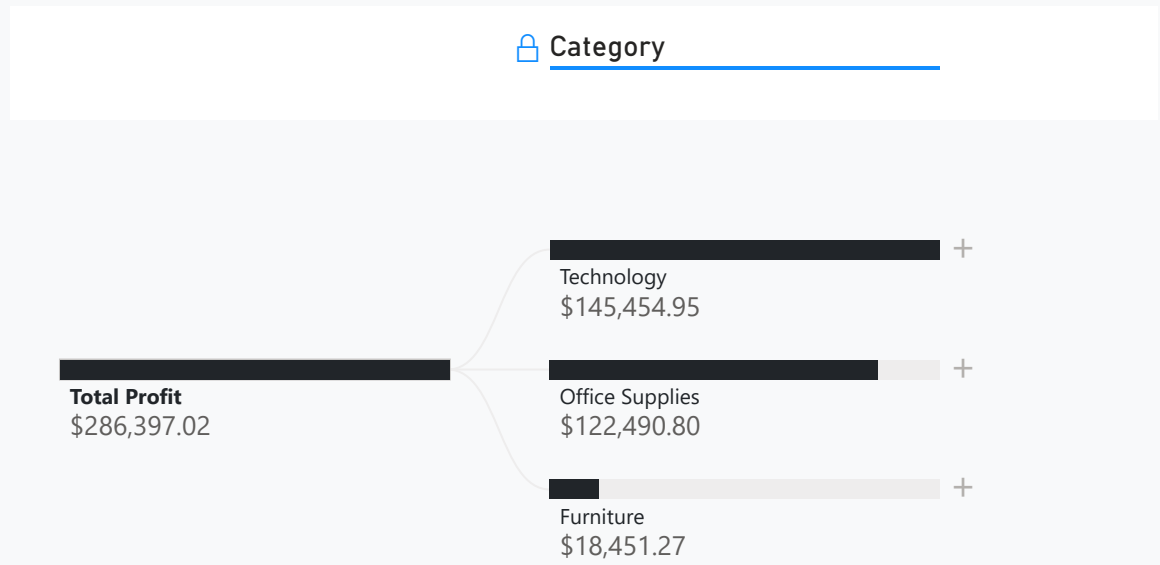
Monthly Profit



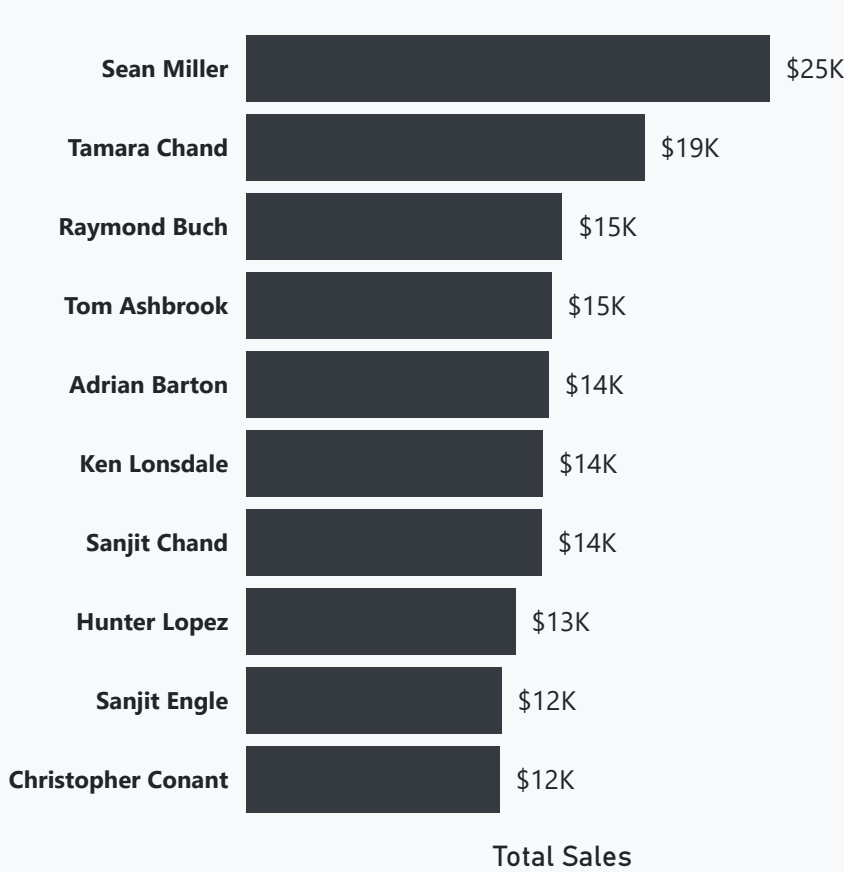
Top 10 Selling Products

Product Name	Units Sold	Unit Price
Staple envelope	48	\$5.41
Easy-staple paper	46	\$10.46
Staples	46	\$2.28
Avery Non-Stick Binders	20	\$2.45
Staples in misc. colors	19	\$4.35
KI Adjustable-Height Table	18	\$64.96
Staple remover	18	\$3.56
Storex Dura Pro Binders	17	\$3.23
Staple-based wall hangings	16	\$4.83
Logitech 910-002974 M325 Wireless Mouse for Web Scrolling	15	\$16.79
Situations Contoured Folding Chairs, 4/Set	15	\$53.24

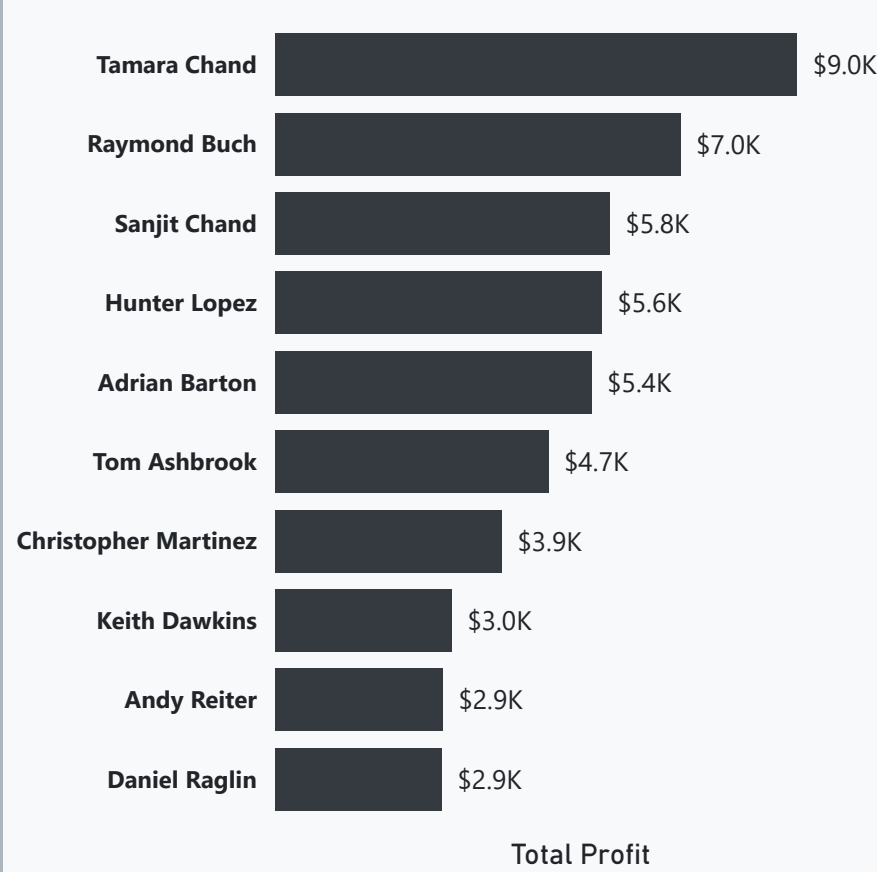
Profit Breakdown by Category and Sub Category



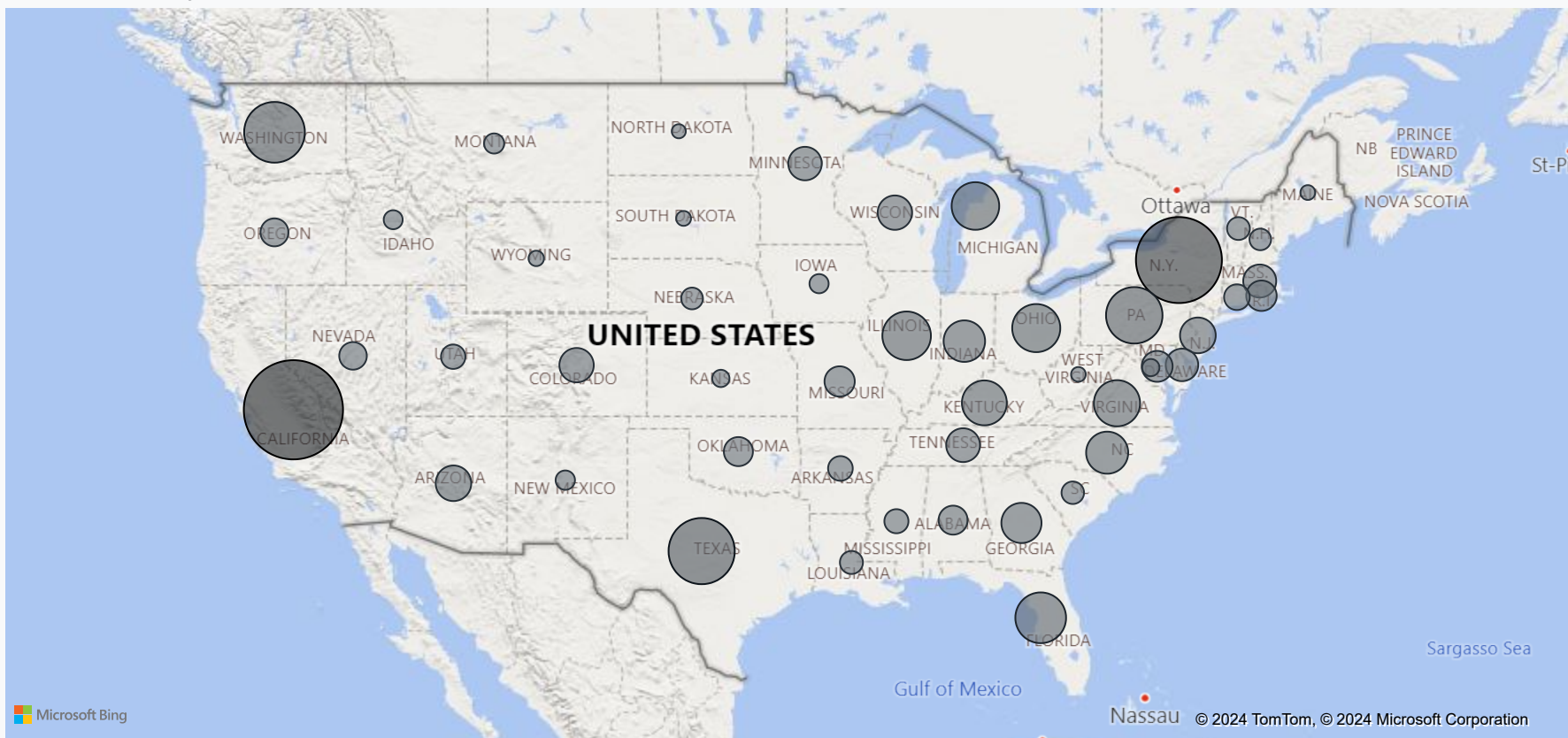
Top 10 Customer by Sales



Top 10 Customer by Profit



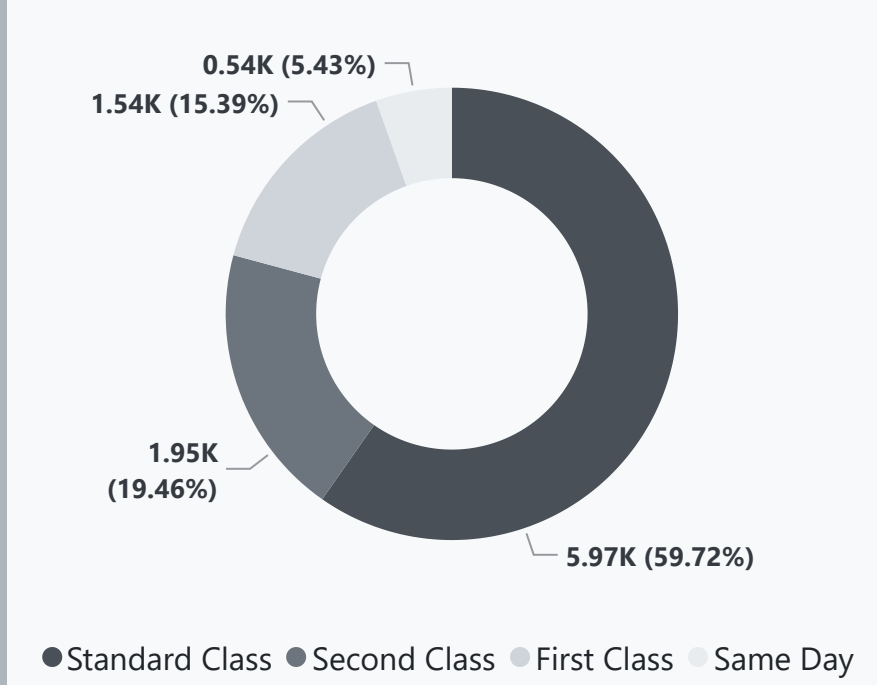
Total Sales by State



Total Profit by Customer Segment



Shipping Count by Ship Mode





TOTAL SALES

TOTAL PROFIT

TOTAL DISCOUNT

PROFIT MARGIN %

\$2.30M

\$286.40K

\$566.73K

12.47%

Year: All

2014

2015

2016

2017

QUICK CUSTOMER INSIGHTS

Top 5 Customer	Total Profit	Total Sales	Total Quantity	Total Discount	Profit Margin
Tamara Chand	\$8,981.32	\$19,052.22	42	\$130.71	47.14%
Raymond Buch	\$6,976.10	\$15,117.34	71	\$98.85	46.15%
Sanjit Chand	\$5,757.41	\$14,142.33	87	\$395.84	40.71%
Hunter Lopez	\$5,622.43	\$12,873.30	50	\$3.91	43.68%
Adrian Barton	\$5,444.81	\$14,473.57	73	\$1,281.98	37.62%

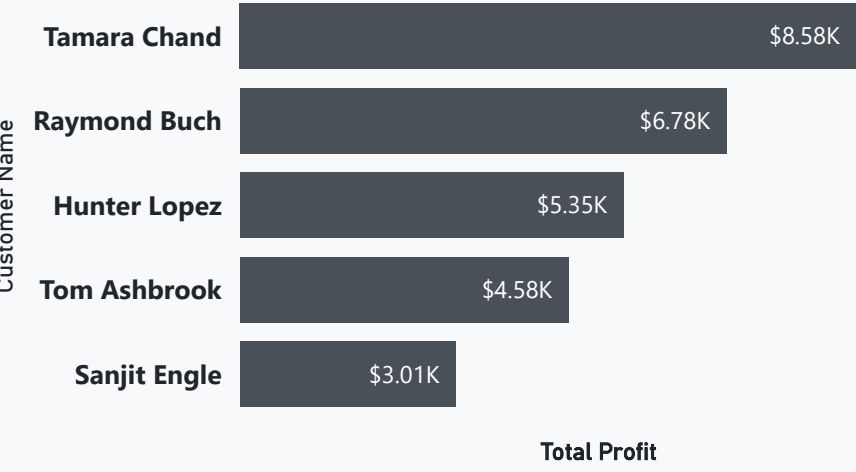
There's a positive correlation between the Sales amount and Profit made. Tamara Chand is the most profitable customer with a profit margin of ~**47%** despite buying lesser quantity (**39**) than the other top customers. Tamara bought 5 units of the 4th most expensive product, contributing 33% of the product's profit

Bottom 5 Customer	Total Profit	Total Sales	Total Quantity	Total Discount	Profit Margin
Cindy Stewart	(\$6,626.39)	\$5,690.06	40	\$11,593.36	-116.46%
Grant Thornton	(\$4,108.66)	\$9,351.21	26	\$8,746.74	-43.94%
Luke Foster	(\$3,583.98)	\$3,930.51	69	\$9,049.13	-91.18%
Sharelle Roach	(\$3,333.91)	\$3,233.48	34	\$6,121.11	-103.11%
Henry Goldwyn	(\$2,797.96)	\$3,247.64	68	\$7,691.03	-86.15%

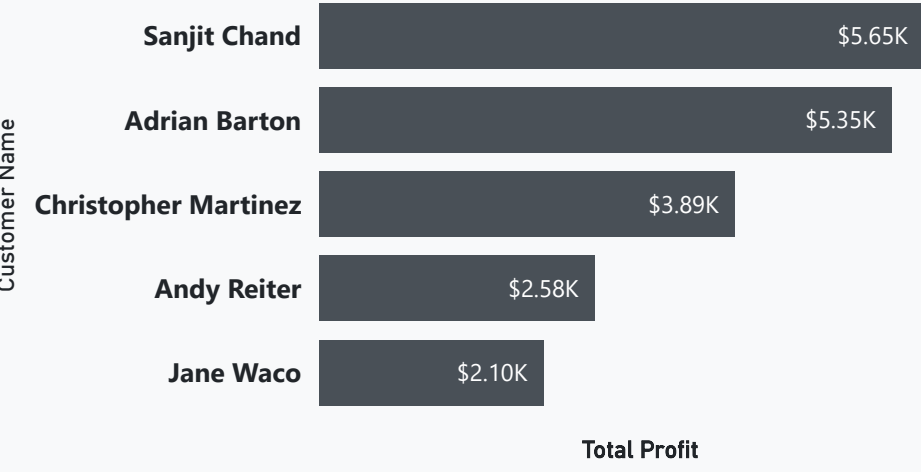
The bottom 5 Customers have a cumulative discount of more than **\$6k individually**. Cindy Stewart is the least profitable customer with a profit margin below **-100%**. Despite buying more items than the most profitable customer, Cindy incurred a loss of **-\$6.6k**. This is attributed to the heavy discount value.

PRODUCT CATEGORY - TOP 5 CUSTOMERS BY PROFIT

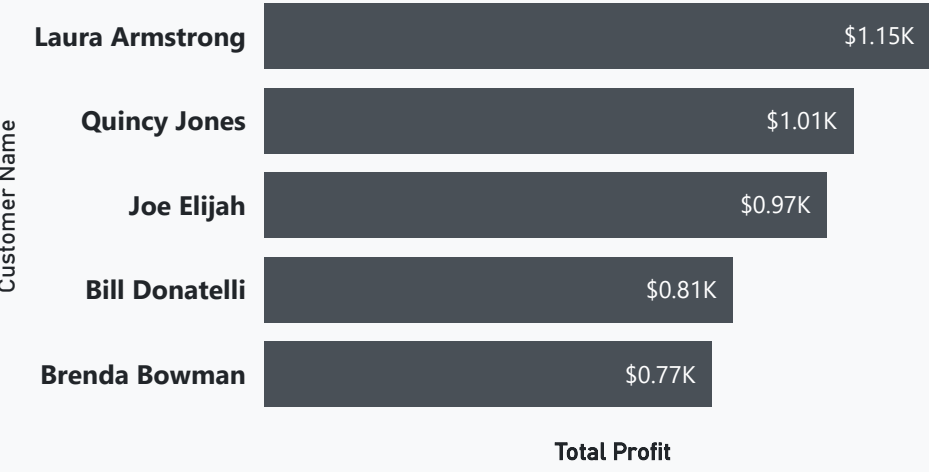
TECHNOLOGY



OFFICE SUPPLIES

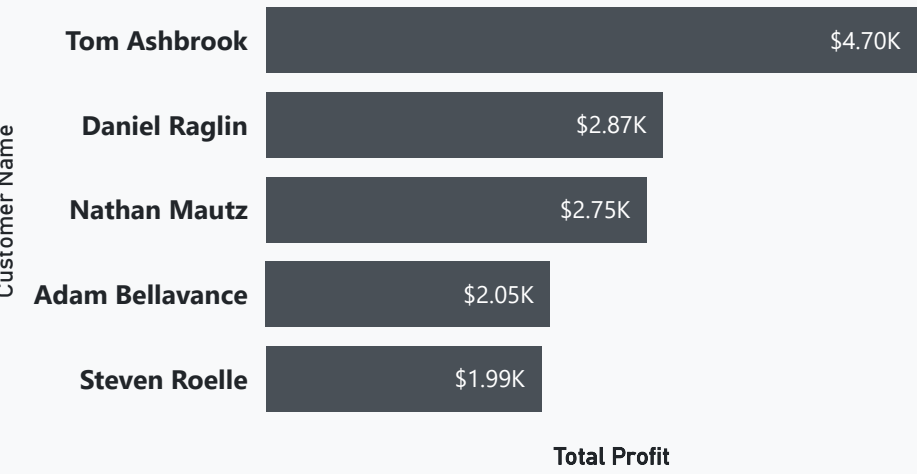


FURNITURE

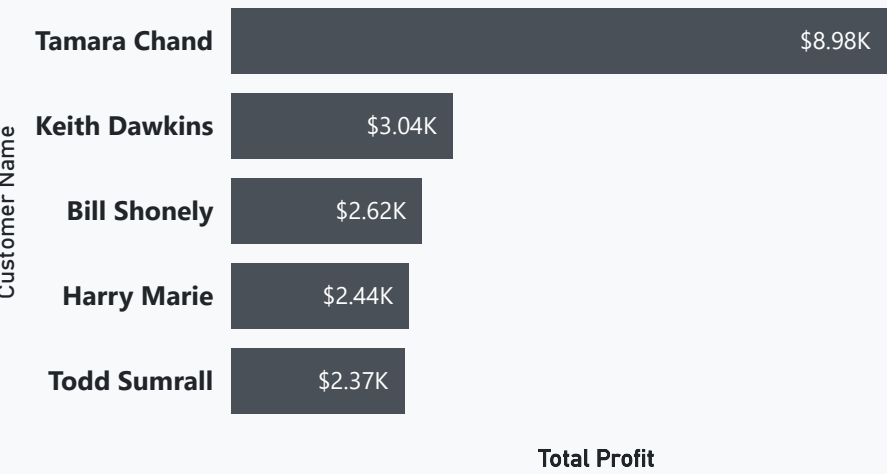


CUSTOMER SEGMENT - TOP 5 CUSTOMERS BY PROFIT

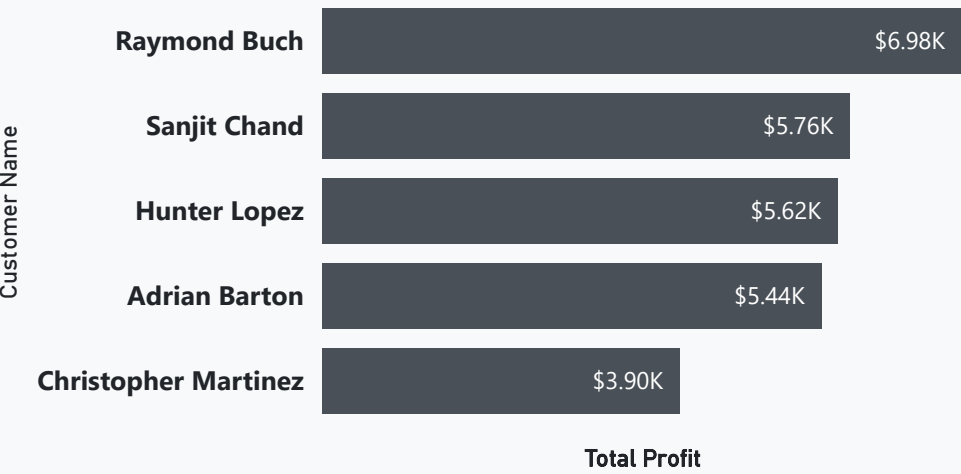
HOME OFFICE



CORPORATE

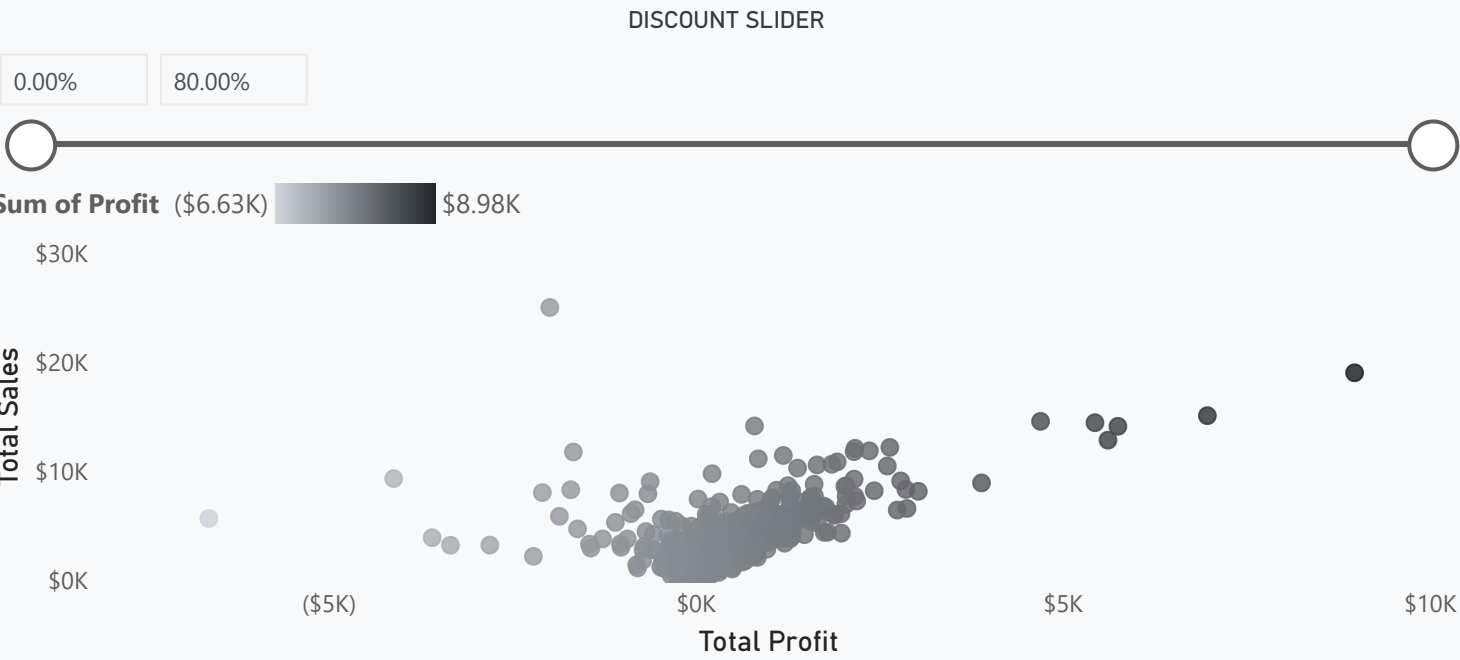


CONSUMER



Total Sales vs Total Profit by Customer

There is a positive correlation between Total sales and Profit. A loss is incurred on a customer when the cumulative discount exceeds ~**20%**.



Top 5 Profitable Products

The 5 most profitable product are technological and office equipment. Despite having a discount value of **\$8k** from purchase, the 'Canon image CLASS 2200 Advanced Copier' is the highest profit generating product and also the 4th most expensive product.

Product Name	Total Profit	Quantity	Unit Price	Total Sales	Discount
Canon imageCLASS 2200 Advanced Copier	\$25,199.93	20	\$1,819.99	\$61,599.82	\$8,399.98
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$7,753.04	31	\$635.50	\$27,453.38	\$11,947.31
Hewlett Packard LaserJet 3310 Copier	\$6,983.88	38	\$311.99	\$18,839.69	\$3,959.93
Canon PC1060 Personal Laser Copier	\$4,570.93	19	\$370.99	\$11,619.83	\$1,679.98
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$4,094.98	12	\$1,189.99	\$18,374.90	\$2,624.99