



Superstore Sales Report: Insights and Recommendations



Global Superstore Sales Report

\$12.64M

Total Revenue

11.61%

Profit Margin

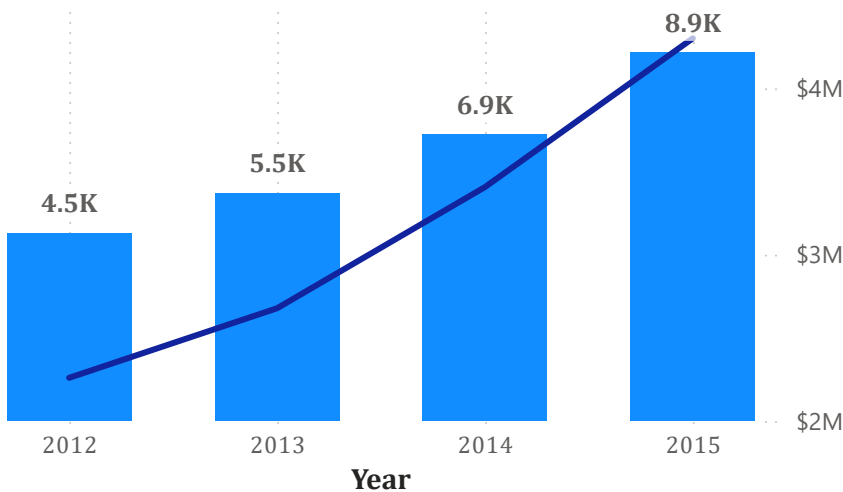
1079

Total Returns



Total Orders and Total Revenue by Year

● Total Orders ● Total Revenue



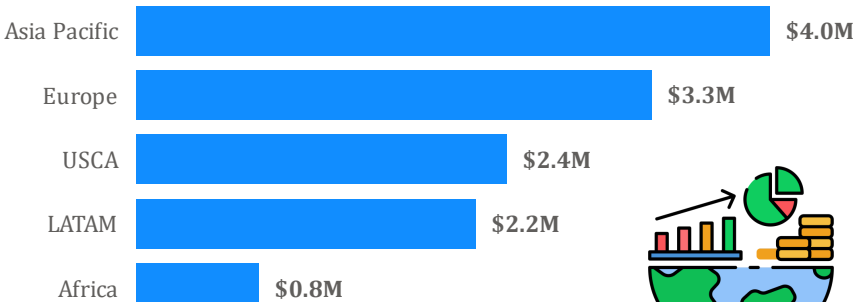
Discount Category

All

Order Priority

All

Total Revenue by Market



Total Revenue



YOY Metric Performance

Revenue

\$4.30M

Prev: \$3.41M (+26.25%)

Orders

8857

Prev: 6883 (+28.68%)

Profit

\$504.17K

Prev: \$406.94K (+23.89%)

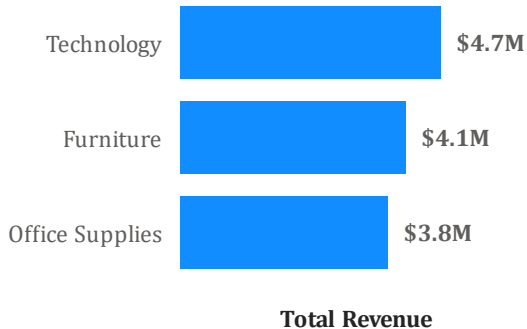
Returns

370

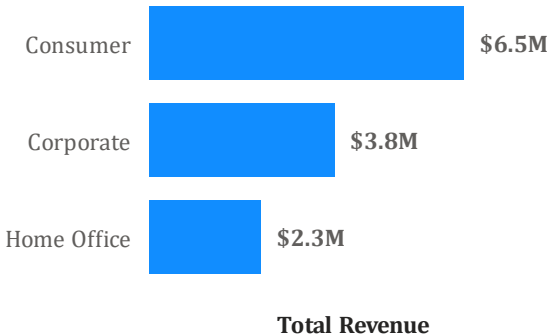
Prev: 287 (-28.92%)



Total Revenue by Category



Total Revenue by Segment



Total Orders by Ship Mode

Standard Class
59.84%

Same Day
5.24%

First Class
14.93%

Second Class
19.99%



Europe

Market

France

Highest Revenue Country

\$858.93K

Total Revenue

\$2.12K

Revenue per store

\$109.03K

Total Profit

Category

All

Segment

All

Ship Mode

All



Market	Total Revenue	Total Orders	Profit Margin	Avg bill size	Avg bucket size	Total Returns	YOY % growth	Revenue per store
Europe	\$32,87,336.23	6013	13.68%	\$546.70	6.97	243	39.08%	\$2,574.26
Western Europe	\$17,31,929.67	2993	12.61%	\$578.66	7.44	121	37.21%	\$2,660.41
France	\$8,58,931.08	1473	12.69%	\$583.12	7.33	61	34.04%	\$2,120.82
Germany	\$6,28,136.19	1018	17.06%	\$617.03	7.60	40	46.37%	\$4,052.49
Austria	\$92,539.05	175	26.30%	\$528.79	6.56	7	27.37%	\$10,282.12
Netherlands	\$77,514.95	213	-52.98%	\$363.92	7.90	12	12.63%	\$1,435.46
Belgium	\$49,226.70	73	23.51%	\$674.34	7.88	0	124.06%	\$2,590.88
Switzerland	\$24,877.86	40	29.09%	\$621.95	7.70	1	-25.59%	\$3,109.73
Luxembourg	\$703.85	1	18.82%	\$703.85	6.00	0		\$703.85
Northern Europe	\$6,36,779.16	1137	13.18%	\$560.05	7.19	43	60.56%	\$3,061.44
United Kingdom	\$5,28,576.30	851	21.17%	\$621.12	7.24	37	56.40%	\$3,223.03
Sweden	\$30,491.40	100	-57.46%	\$304.91	7.53	2	167.72%	\$2,177.96
Finland	\$20,704.35	34	18.86%	\$608.95	5.91	0	-81.36%	\$4,140.87
Total	\$32,87,336.23	6013	13.68%	\$546.70	6.97	243	39.08%	\$2,574.26



Furniture

Category

FUR-CH-4654

Top Revenue Product

\$58.19K

Total Revenue

\$6K

Total Profit

\$1.19K

Bill size

3.45

Bucket size

YOY % Growth

Revenue

\$1.38M

Prev: \$1.12M

(+23.29%)

Orders

2782

Prev: 2239 (+24.25%)

Profit

\$89.26K

Prev: \$84.05K

(+6.21%)

Returns

120

Prev: 89 (-34.83%)

Category	Total Revenue	Total Orders	Quantity Sold	Profit Margin	Avg Bill size	Avg Bucket size	Total Returns
<input checked="" type="checkbox"/> Furniture	\$41,10,451.90	8222	34892	6.94%	\$499.93	4.24	353
<input checked="" type="checkbox"/> Furnishings	\$3,85,155.97	2956	11163	12.16%	\$130.30	3.78	124
FUR-FU-4384	\$2,699.06	8	29	46.69%	\$337.38	3.63	0
FUR-FU-4110	\$168.84	5	13	46.35%	\$33.77	2.60	0
FUR-FU-4331	\$434.56	6	24	45.36%	\$72.43	4.00	0
FUR-FU-4021	\$29.70	2	6	44.00%	\$14.85	3.00	0
FUR-FU-4230	\$377.91	4	17	44.00%	\$94.48	4.25	1
FUR-FU-4383	\$98.87	3	7	42.73%	\$32.96	2.33	0
FUR-FU-5679	\$35.90	5	21	42.35%	\$7.18	4.20	0
FUR-FU-4020	\$138.16	4	22	42.00%	\$34.54	5.50	1
FUR-FU-3830	\$136.34	7	28	41.16%	\$19.48	4.00	0
FUR-FU-2877	\$455.07	8	34	40.24%	\$56.88	4.25	1
FUR-FU-5721	\$2,806.96	17	70	39.96%	\$165.12	4.12	0
FUR-FU-3043	\$270.84	6	23	39.91%	\$45.14	3.83	0
FUR-FU-6239	\$1,961.32	13	45	39.22%	\$150.87	3.46	0
FUR-FU-3157	\$156.80	3	10	39.00%	\$52.27	3.33	0
Total	\$41,10,451.90	8222	34892	6.94%	\$499.93	4.24	353