



GlobalSuperStore



Home



Sales Report



Customer Analysis



Product Analysis

Welcome to the Sales Report of Global Super Store!

To start, select a report from the navigation pane on the left.





GlobalSuperStore



Home



Sales Report



Customer Analysis



Product Analysis



Year, Quarter, Month

Multiple selections

Country

All

Region

All

Market

All

▼

12.58M



Sales

2014
2012

1.46M



Total Profit

2014
2012

51004



Orders

2014
2012

3035



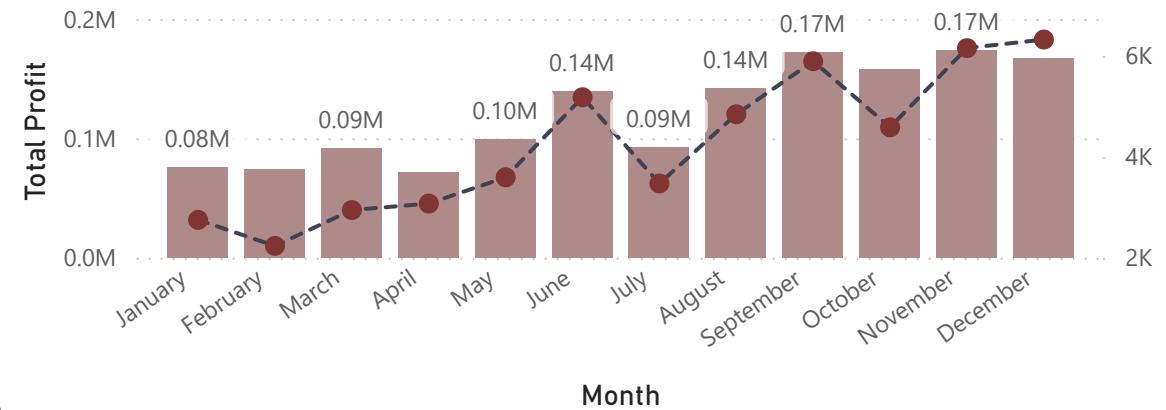
Returns

2014
2012

Profit Over Time

● Total Profit ● OrderCount

Total Profit



Profit



659.65K

Technolo...



284.08K

Furniture



516.28K

Office...

Sales by Category



4.7M



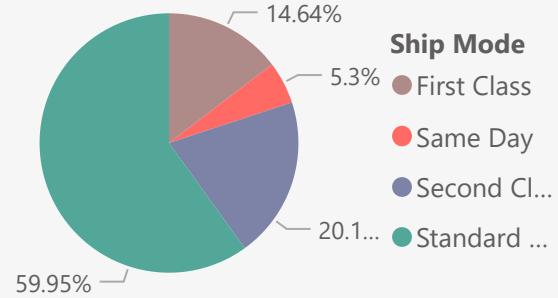
4.1M



3.8M

Total Sales

Shipping % and Avg.ShippingDelay by Ship Mode





GlobalSuperStore

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Product Analysis

Year, Quarter, Month	Country	Region	Market
Multiple selections	All	All	All

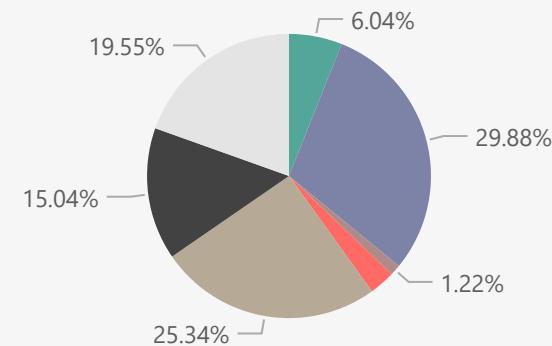


Year	Quarter	Month	Total Profit	OrderCount	Max Profit	Min Profit
2011	Qtr 1	January	8,347.20	384	999.36	-1,475.35
2011	Qtr 1	February	12,459.16	397	2,939.31	-942.90
2011	Qtr 1	March	13,654.24	482	1,537.83	-1,811.08
2011	Qtr 2	April	12,934.36	574	1,150.20	-407.98
2011	Qtr 2	May	11,691.47	578	1,276.49	-786.10
2011	Qtr 2	June	22,294.52	857	1,644.03	-1,869.88
2011	Qtr 3	July	7,590.70	565	1,622.88	-3,701.89
2011	Qtr 3	August	25,762.79	829	1,758.89	-1,842.10
2011	Qtr 3	September	32,069.85	989	4,630.48	-1,359.99
2011	Qtr 4	October	26,847.69	856	1,073.44	-857.37
2011	Qtr 4	November	32,914.98	1072	1,995.99	-1,784.90
2011	Qtr 4	December	37,063.99	1246	2,239.99	-1,268.04
2012	Qtr 1	January	13,943.80	650	742.63	-1,862.31
2012	Qtr 1	February	15,959.18	445	1,270.99	-1,235.05
2012	Qtr 1	March	17,908.54	615	3,177.48	-1,672.50
2012	Qtr 2	April	14,271.85	648	996.48	-1,783.08
Total			14,60,006.28	51004	8,399.98	-6,599.98

shipping based on shipmode

Ship Mode	Count of Ship Mode	%GT	Count of Ship Mode	Avg
Same Day	2701	5.30%		
First Class	7468	14.64%		
Second Class	10259	20.11%		
Standard Class	30576	59.95%		
Total	51004	100.00%		

Total Profit by Market



- Africa
- APAC
- Canada
- EMEA
- EU
- LATAM



GlobalSuperStore


[Home](#)

[Sales Report](#)

[Customer Analysis](#)

[Product Analysis](#)

Customer Cohort Analysis: Retention and Behavior Over Time

Month	1	2	3	4	5	6	7	8	9	10	11
January	15%	23%	20%	23%	30%	21%	30%	37%	26%	40%	39%
February	16%	17%	22%	35%	17%	22%	34%	22%	37%	36%	
March	20%	22%	26%	19%	29%	33%	32%	39%	36%		
April	19%	27%	21%	18%	29%	27%	28%	37%			
May	28%	13%	29%	25%	29%	35%	33%				
June	14%	22%	26%	22%	36%	32%					
July	39%	38%	25%	30%	30%						
August	25%	17%	24%	24%							
September	14%	24%	29%								
October	27%	40%									
November	15%										

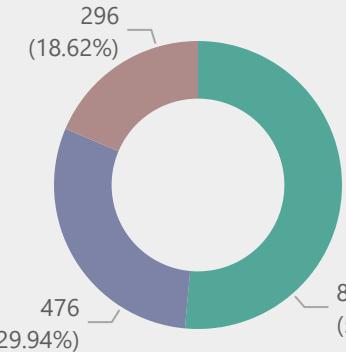
Year

2011
2012
2013
2014

First Order Date (EOY)	1	2	3
2011	89%	94%	96%
2012	13%	14%	
2013	3%		

1590

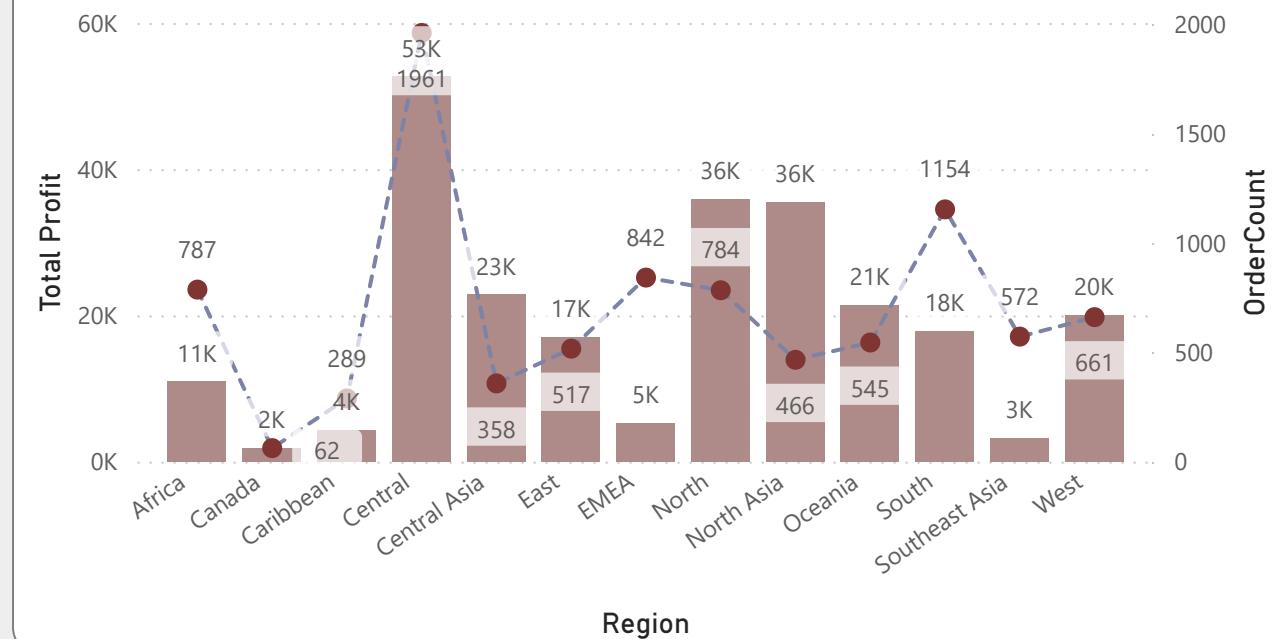
Total Customers



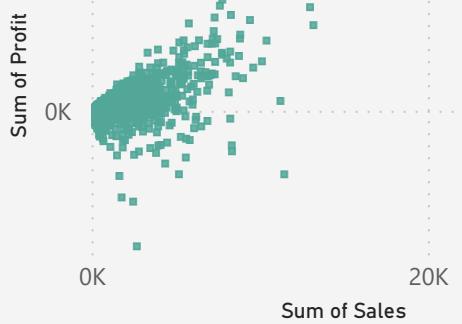
- Segment**
- Consumer
 - Corporate
 - Home Office

Profit Over Time

● Total Profit ● OrderCount



Sales Vs. Profit





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Product Analysis



8.40K
Max Profit



-6.60K
Min Profit



1.47M
Total Profit



12.64M
Total Sales

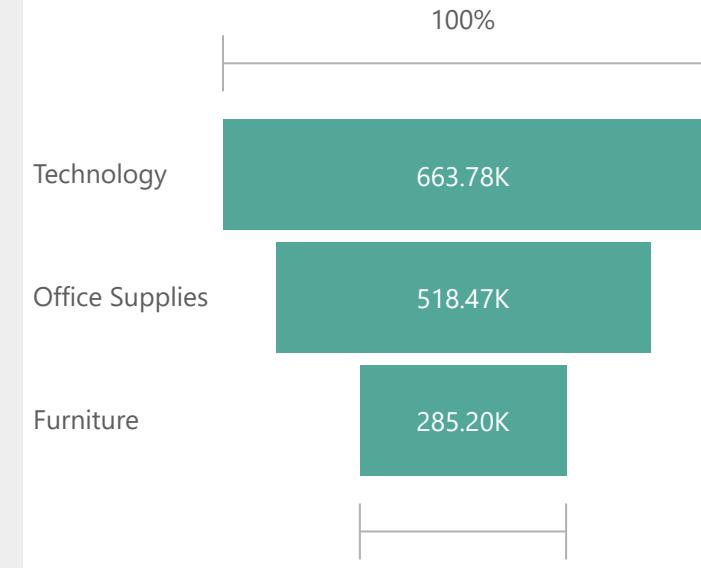


Total Profit Category and Sub-Category

Sub-Category ● Accessories ● Appliances ● Art ● Binders ● Bookcases ● Chairs ● Copiers ►



Total Profit by Category



10768
Product Count

3050
ReturnCount

0.06
Return Rate

0.14
Avg Discount

3.97
Avg Ship.Delay

51290
OrderCount



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Product Analysis

8.40K
Max Profit

2014
2012

-6.60K
Min Profit

2014
2012

1.47M
Total Profit

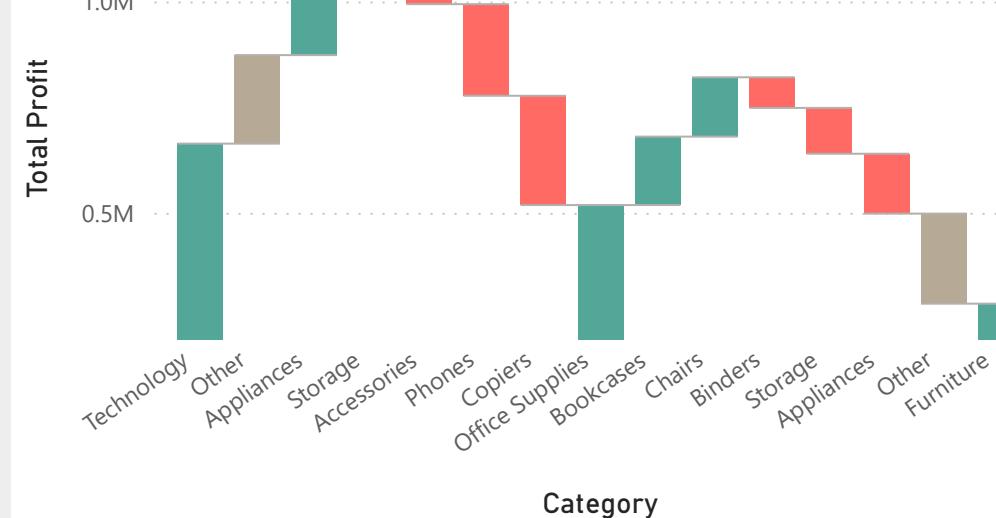
2014
2012

12.64M
Total Sales

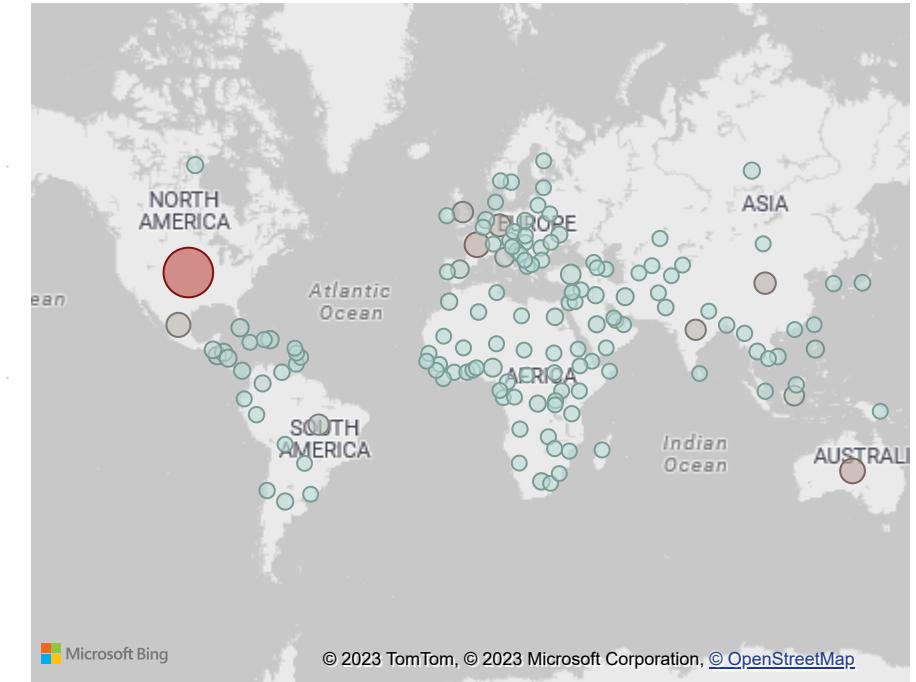
2014
2012

Total Profit by Category and Sub-Category

● Increase ● Decrease ● Total ● Other



Order Count By Region



10768

Product Count

3050

ReturnCount

0.06

Return Rate

0.14

Avg Discount

3.97

Avg Ship.Delay

51290

OrderCount