

# Retail Sales Performance Dashboard (2011-2014)

\$2.27M

Total Sales

\$282.86K

Total Profit

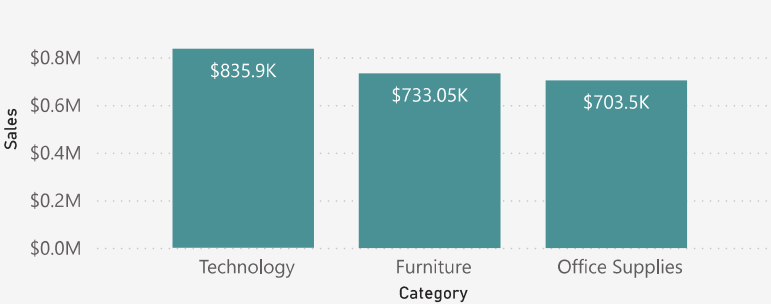
37K

Total Quantity

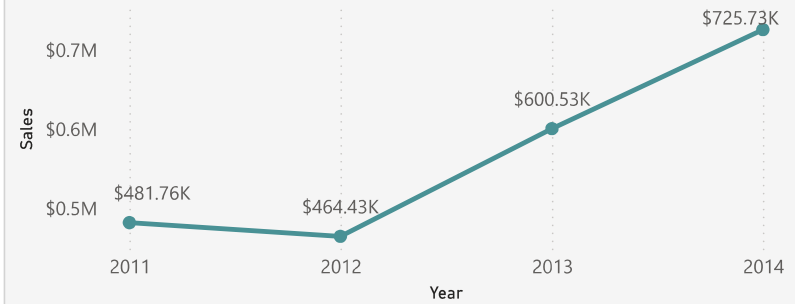
3.05%

Return Rate

Sales by Category



Sales by Year



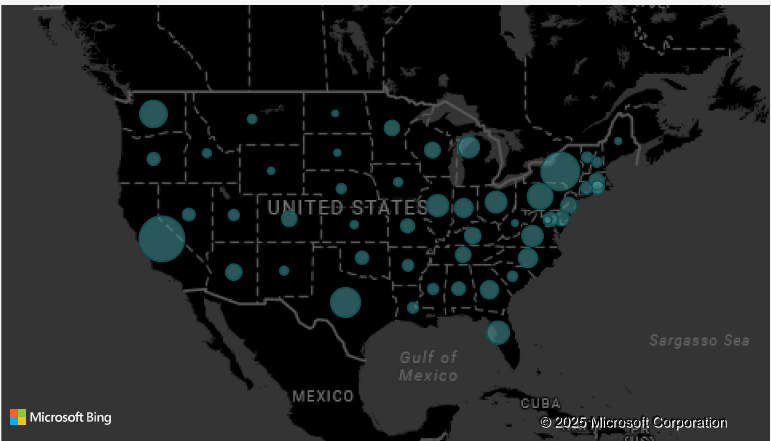
Region

All

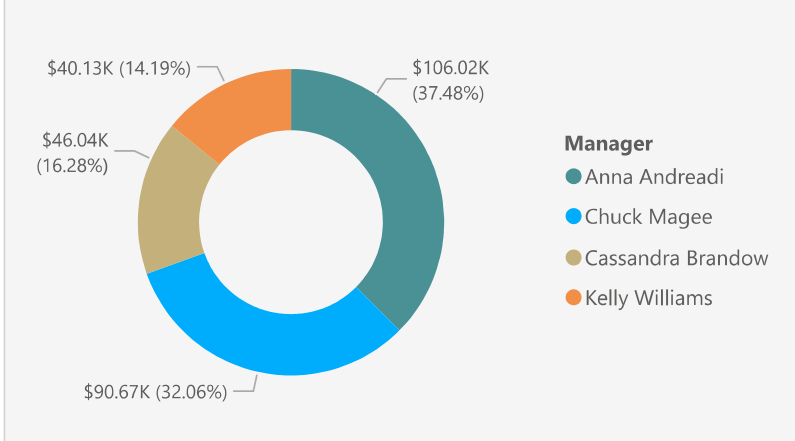
Ship Mode

All

Sales and Profit by State



Profit by Manager



Segment

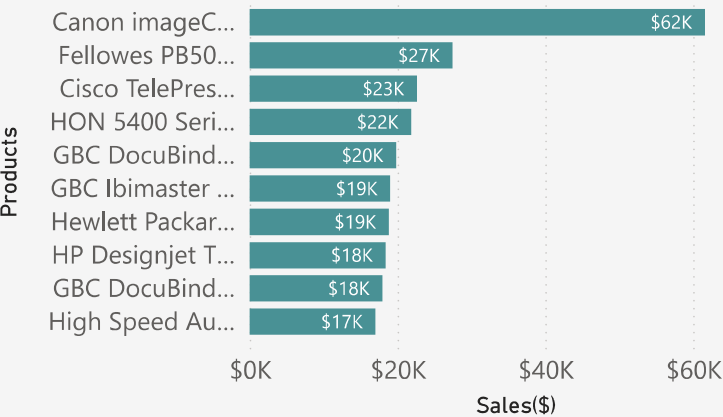
Consumer

Corporate

Home Office

# Product Performance Analysis (2011-2014)

Top/Bottom 10 Products by Sales



Select Top/Bottom Products

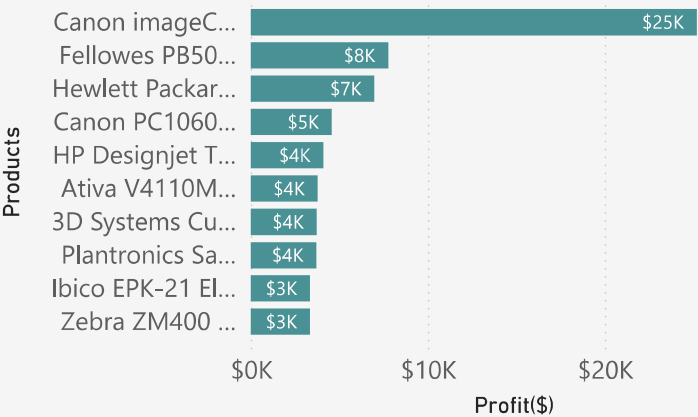
Top 10

Bottom 10

\$29.18

Avg Profit Per Order

Top/Bottom 10 Products by Profit



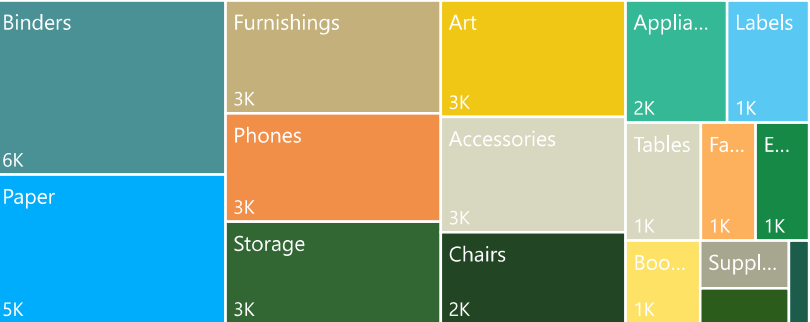
\$0.16

Avg Discount

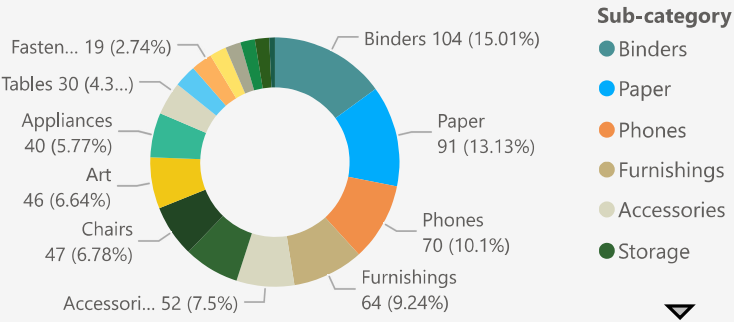
Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Quantity Sold by Sub-category



Returned Products by Sub-category



Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

# Customer Segmentation - RFM Analysis (2011-2014)

793

Total Customers

129

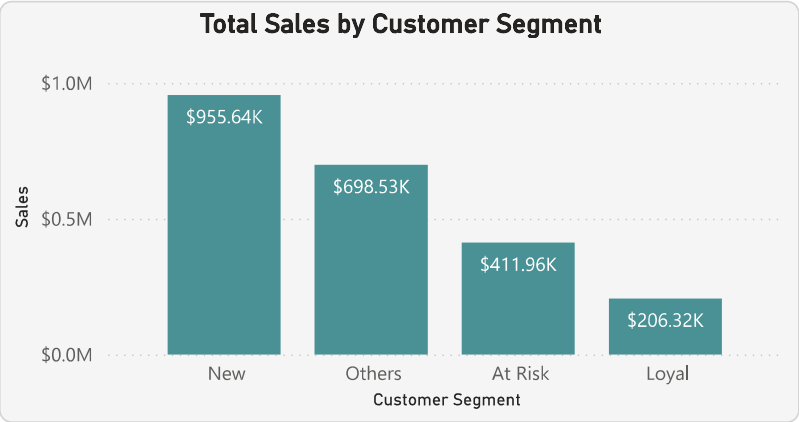
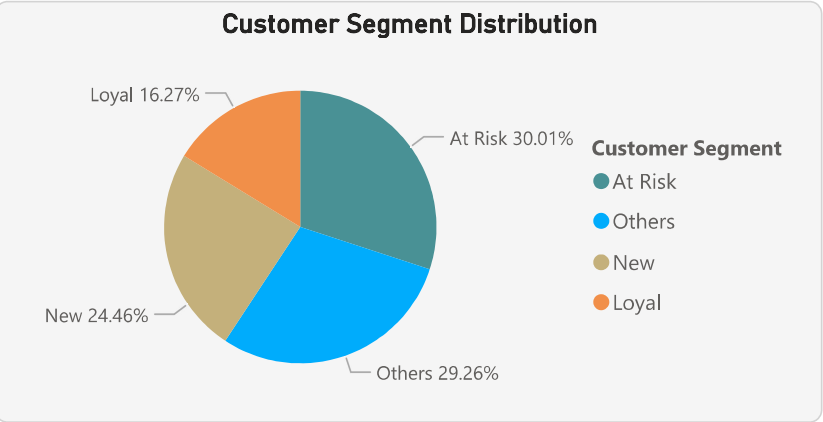
Loyal Customers

238

Customers At Risk

194

New Customers



Year

☐ 2011

☐ 2012

☐ 2013

☐ 2014

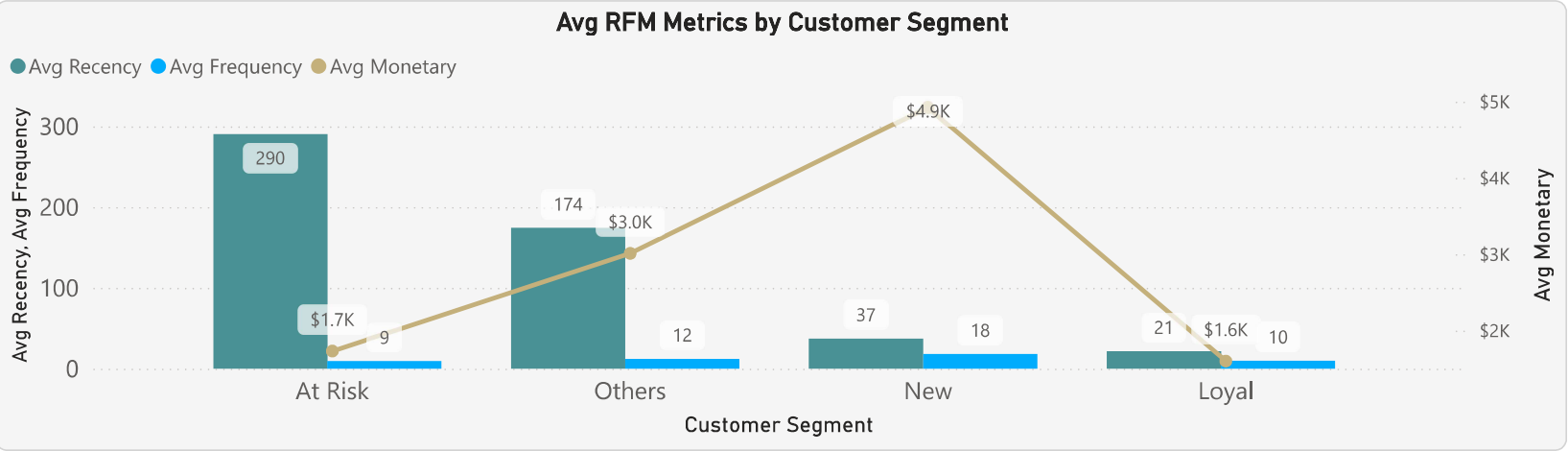
Region

☐ Central

☐ East

☐ South

☐ West



Category

☐ Furniture

☐ Office Supplies

☐ Technology

# Sales Forecast Analysis with Power BI and ML (2011-2016)

Region

Central

East

South

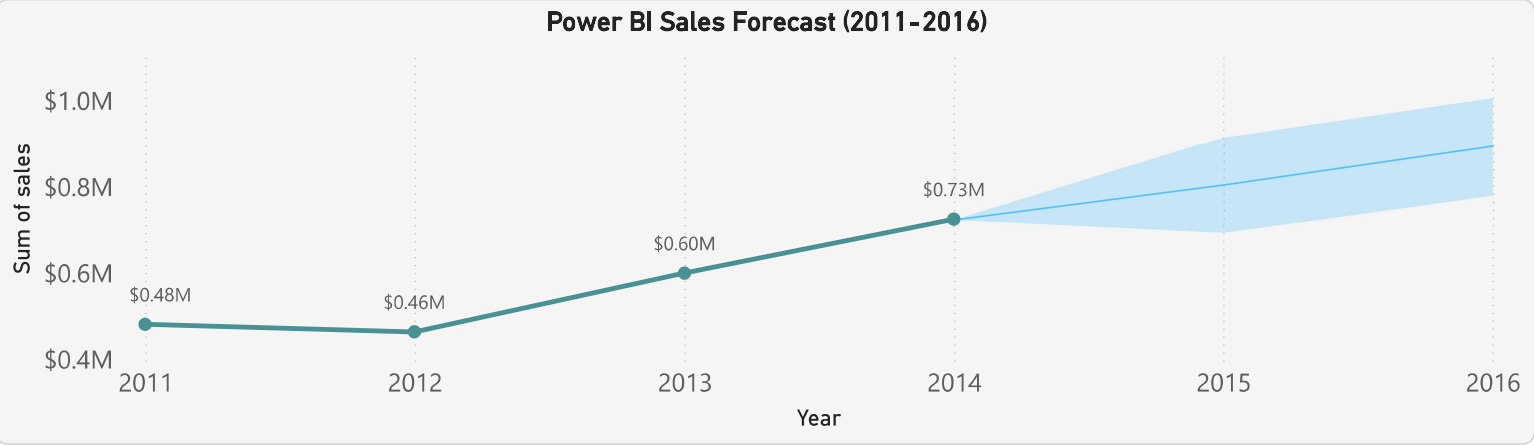
West

Category

Furniture

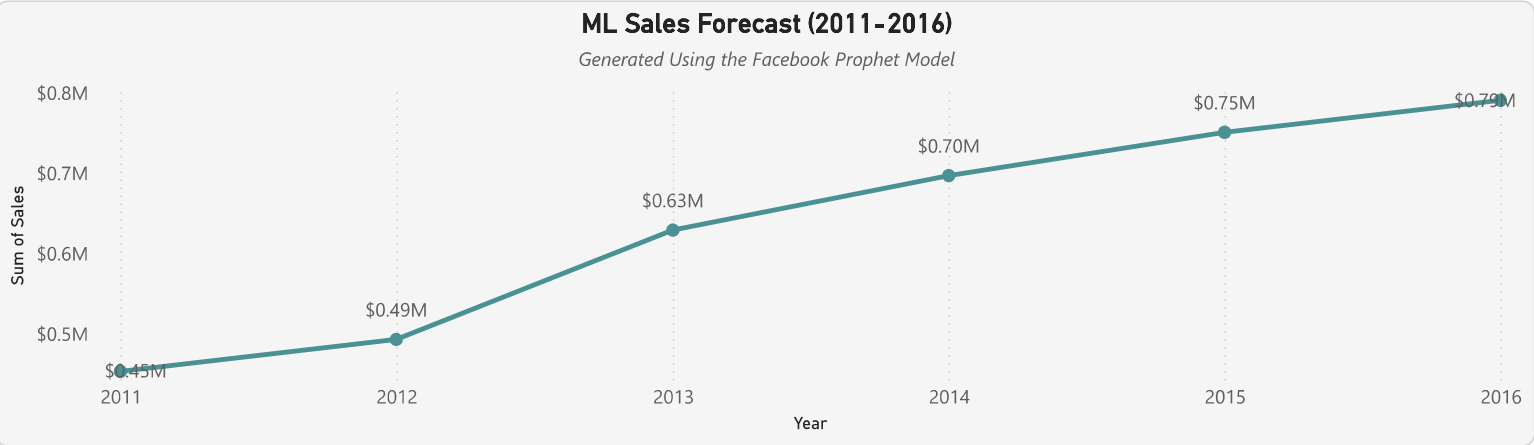
Office Supplies

Technology



**\$725.73K**  
Actual Sales 2014

**\$804.99K**  
Power BI Forecast 2015



**\$750.97K**  
ML Forecast 2015

**3.48%**  
Sales Growth (2015)