Retail Sales Performance Dashboard (2011-2014)

$2.27M
Total Sales

$282.86K
Total Profit
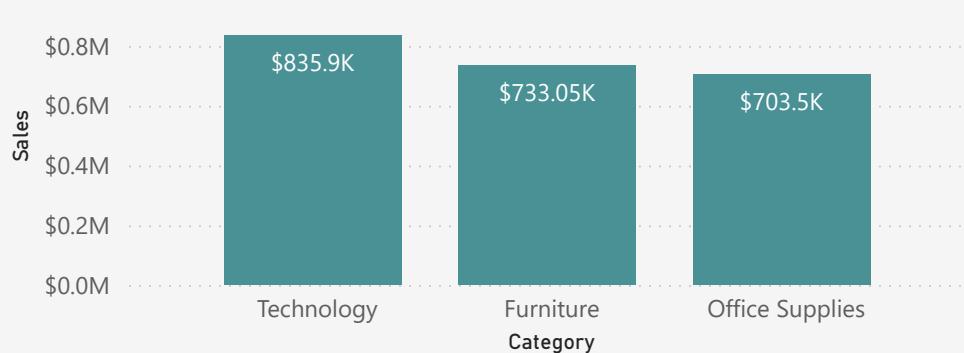
37K
Total Quantity
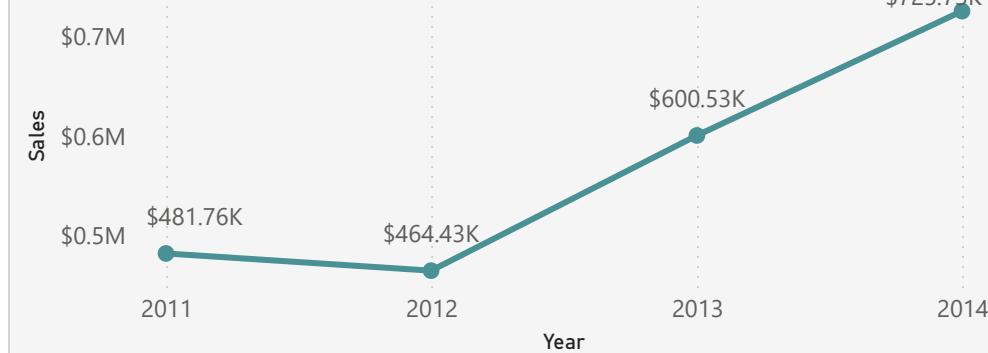
3.05%
Return Rate

## Sales by Category

- Technology: $835.9K
- Furniture: $733.05K
- Office Supplies: $703.5K

Sales by Year

- 2011: $481.76K
- 2012: $464.43K
- 2013: $600.53K
- 2014: $725.73K
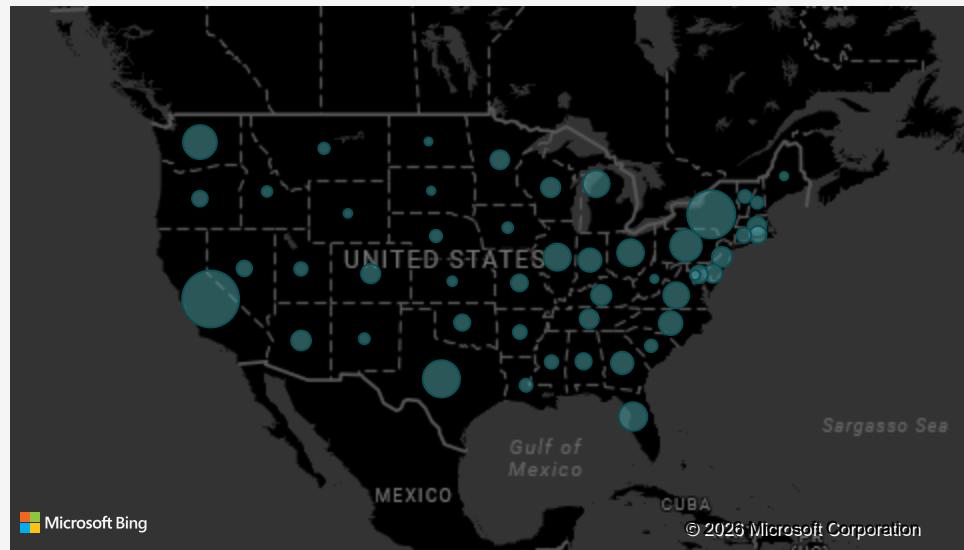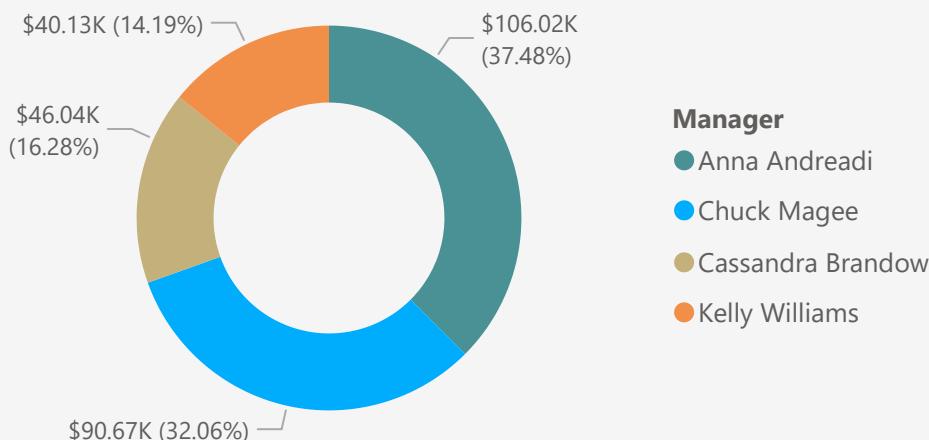
Region
All

Ship Mode
All

Sales and Profit by State

Microsoft Bing
© 2026 Microsoft Corporation

Profit by Manager

- $106.02K (37.48%)
- $90.67K (32.06%)
- $46.04K (16.28%)
- $40.13K (14.19%)

Manager
- Anna Andreadi
- Chuck Magee
- Cassandra Brandow
- Kelly Williams
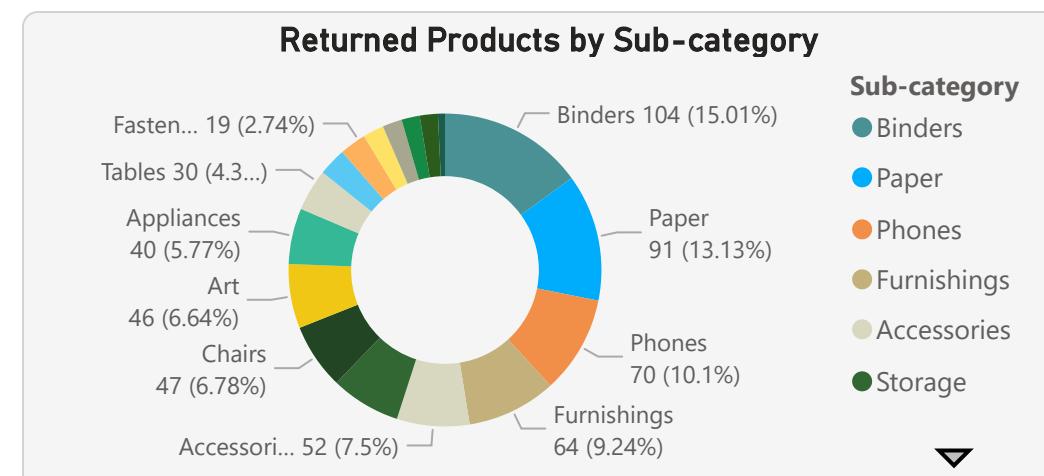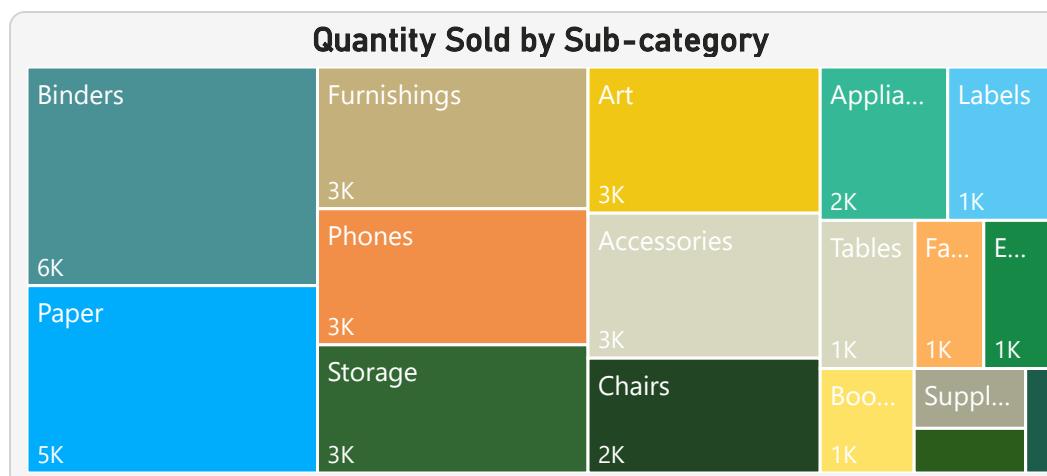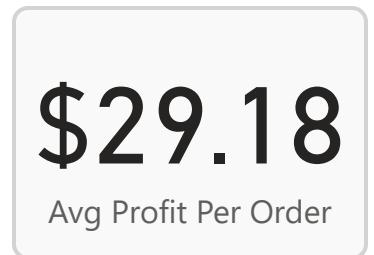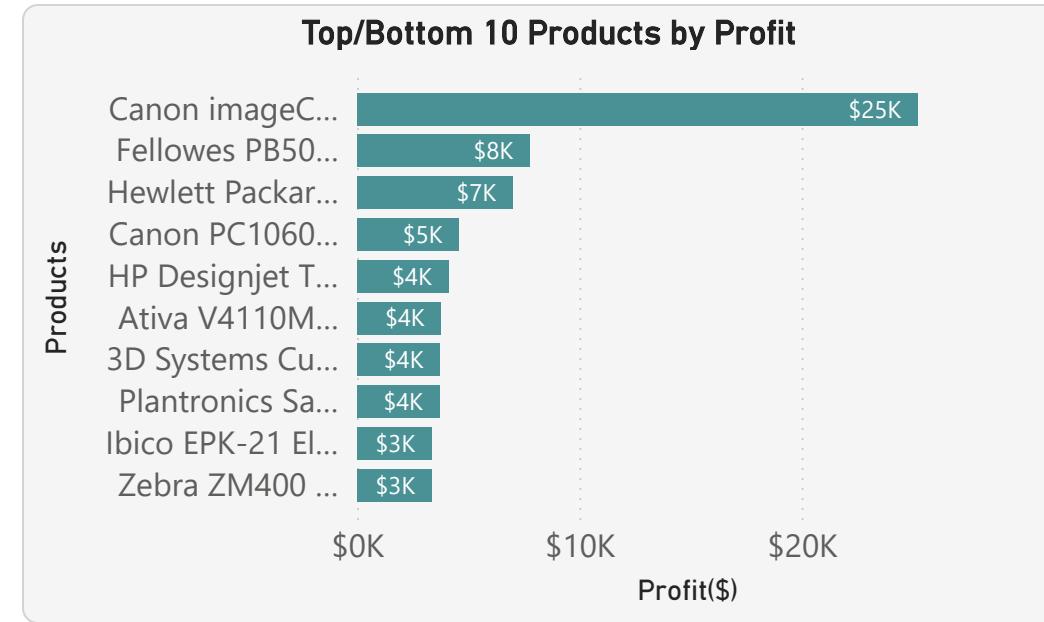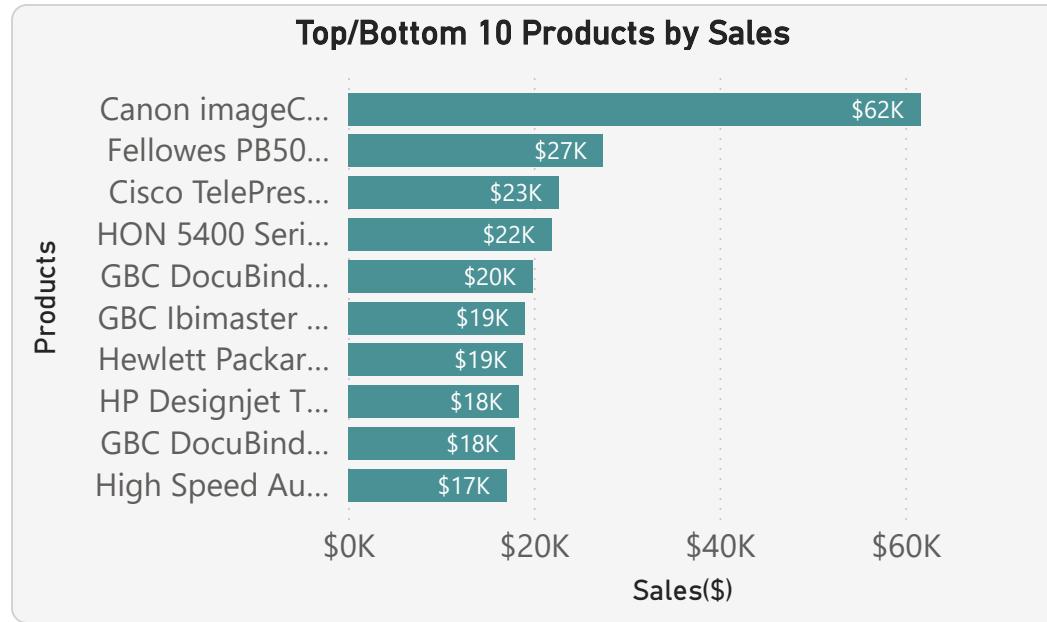
Segment
- Consumer
- Corporate
- Home Office

Product Performance Analysis (2011-2014)

Select Top/Bottom Products

Top 10 | Bottom 10

$29.18
Avg Profit Per Order

$0.16
Avg Discount

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

Segment
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Top/Bottom 10 Products by Sales

Products	Sales($)
Canon imageC...	$62K
Fellowes PB50...	$27K
Cisco TelePres...	$23K
HON 5400 Seri...	$22K
GBC DocuBind...	$20K
GBC Ibimaster ...	$19K
Hewlett Packar...	$19K
HP Designjet T...	$18K
GBC DocuBind...	$18K
High Speed Au...	$17K

Top/Bottom 10 Products by Profit

Products	Profit($)
Canon imageC...	$25K
Fellowes PB50...	$8K
Hewlett Packar...	$7K
Canon PC1060...	$5K
HP Designjet T...	$4K
Ativa V4110M...	$4K
3D Systems Cu...	$4K
Plantronics Sa...	$4K
Ibico EPK-21 El...	$3K
Zebra ZM400 ...	$3K

Quantity Sold by Sub-category

- Binders 6K
- Paper 5K
- Furnishings 3K
- Phones 3K
- Storage 3K
- Art 3K
- Accessories 3K
- Chairs 2K
- Appliances 2K
- Tables 1K
- Fa... 1K
- Boo... 1K
- Suppl... 1K
- E... 1K
- Labels 1K

Returned Products by Sub-category

Binders 104 (15.01%)
Paper 91 (13.13%)
Phones 70 (10.1%)
Furnishings 64 (9.24%)
Accessori... 52 (7.5%)
Chairs 47 (6.78%)
Art 46 (6.64%)
Appliances 40 (5.77%)
Tables 30 (4.3...)
Fasten... 19 (2.74%)

Sub-category
- Binders
- Paper
- Phones
- Furnishings
- Accessories
- Storage

Customer Segmentation - RFM Analysis (2011-2014)

793 Total Customers

187 Loyal Customers
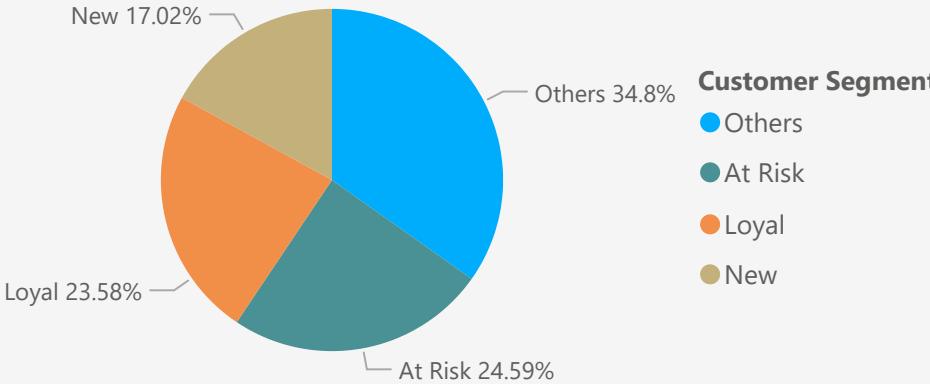
195 Customers At Risk

135 New Customers
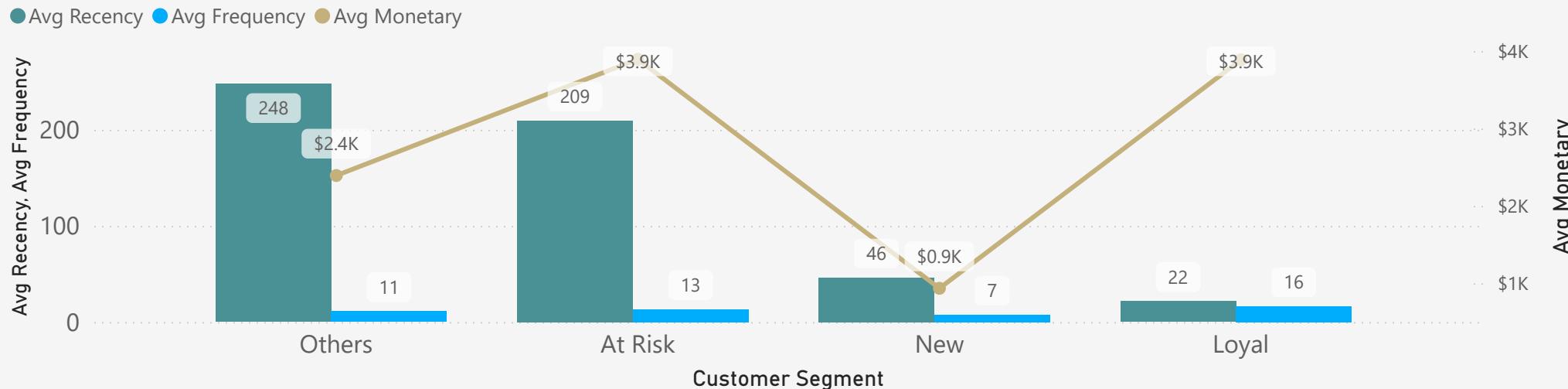
Customer Segment Distribution

New 17.02%

Others 34.8%

Loyal 23.58%

At Risk 24.59%

Customer Segment
- Others
- At Risk
- Loyal
- New

Total Sales by Customer Segment

Customer Segment	Sales
At Risk	$759.22K
Loyal	$726.82K
Others	$660.22K
New	$126.19K

Avg RFM Metrics by Customer Segment

- Avg Recency
- Avg Frequency
- Avg Monetary

Customer Segment	Avg Recency	Avg Frequency	Avg Monetary
Others	248	11	$2.4K
At Risk	209	13	$3.9K
New	46	7	$0.9K
Loyal	22	16	$3.9K

Year
- [ ] 2011
- [ ] 2012
- [ ] 2013
- [ ] 2014

Region
- [ ] Central
- [ ] East
- [ ] South
- [ ] West
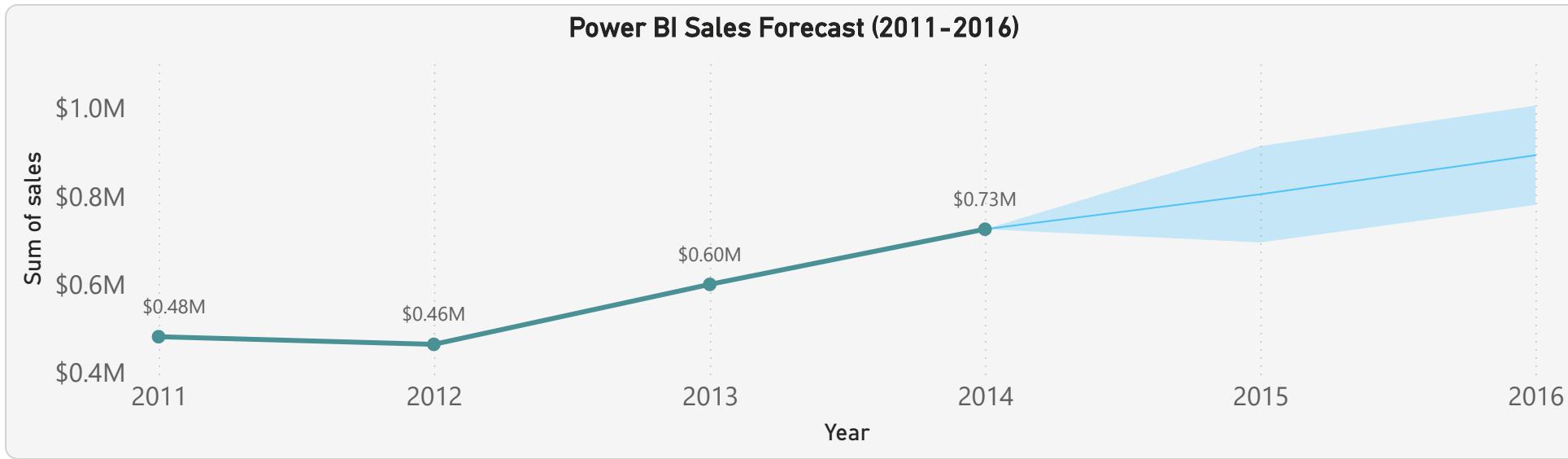
Category
- Furniture
- Office Supplies
- Technology
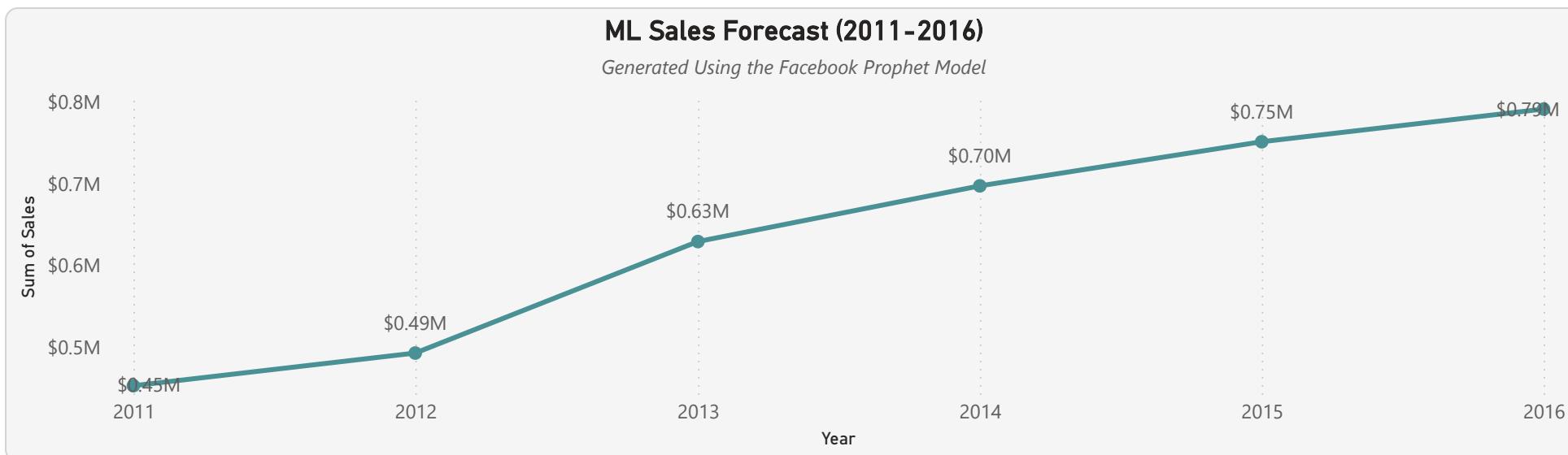
Sales Forecast Analysis with Power BI and ML (2011-2016)

Region

| Central | East | South | West |

Category

| Furniture | Office Supplies | Technology |

## Power BI Sales Forecast (2011-2016)

$725.73K
Actual Sales 2014

$804.99K
Power BI Forecast 2015

ML Sales Forecast (2011-2016)
Generated Using the Facebook Prophet Model

$750.97K
ML Forecast 2015

3.48%
Sales Growth (2015)