

Superstore Sales & Insights Dashboard

Order Date

04-01-2011



31-12-2014

Category

All

Segment

All

Region

All

Product



Total Sales

2.30M

Total Profit

286.40K

Total Order

9994

Return Rate

0.06

Profit Margin (%)

0.12

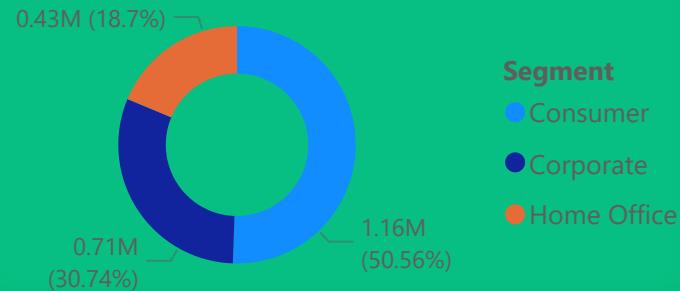
Customer



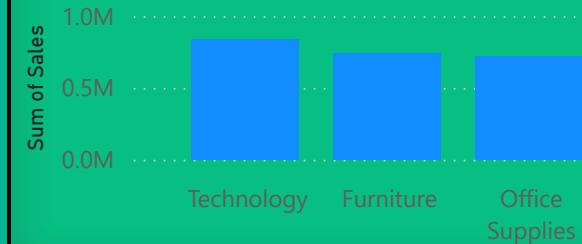
Sales Trend Over Time



Sales by Segment



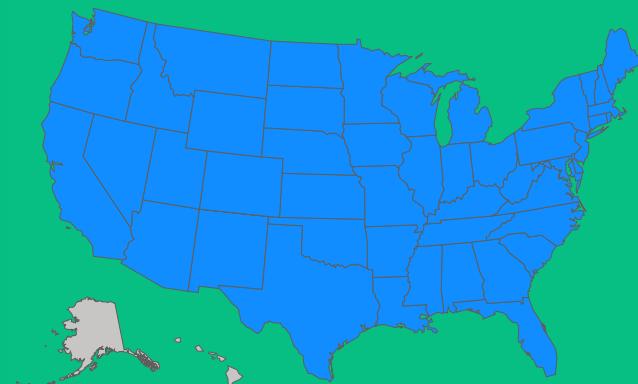
Sales by Category



Region



Sales by State



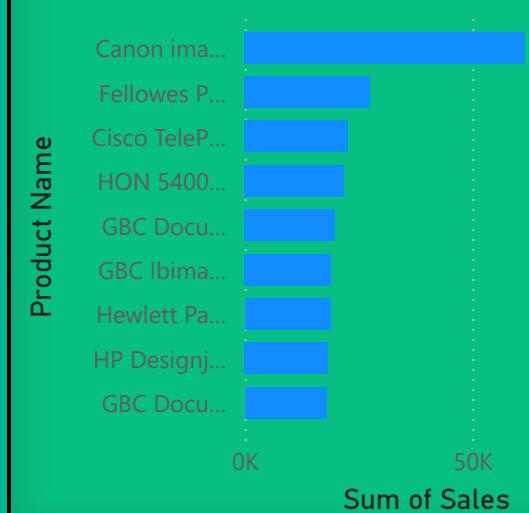
Profit and Sales Breakdown by Region



Returns



Top 10 Products by Sales



Product/Category Analysis



Order Date

04-01-2011 31-12-2014

Category

All

Sub-Category

All

Product Name

All

Best-Selling Product

Canon imageCLASS 2200 Advanced Copier

Most Profitable Category

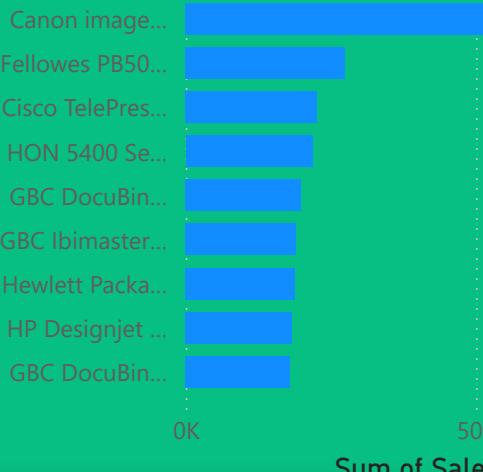
Technology

Highest Discounted Product

Staples

Sales by Product

Product Name



Profit by Sub-Category

Sub-Category



Discount vs. Profit by Product

Sum of Profit

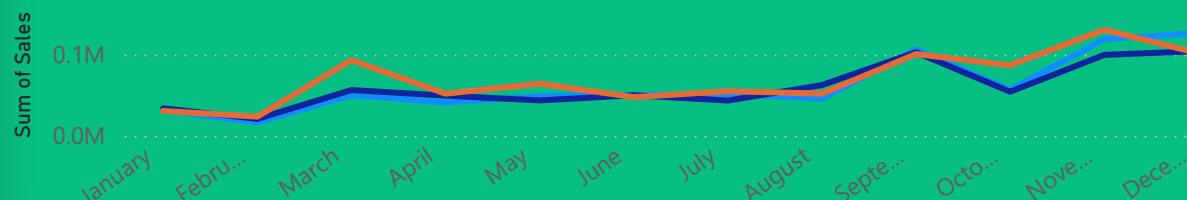
Sum of Discount

Sum of Discount

Sum of Discount

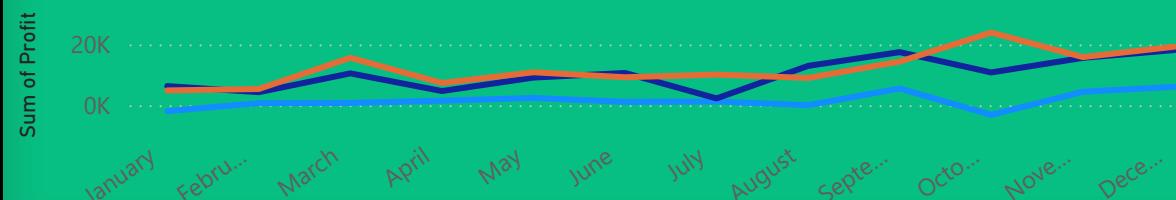
Monthly Sales Trend by Category

Category ● Furniture ● Office Supplies ● Technology



Monthly Profit Trend by Category

Category ● Furniture ● Office Supplies ● Technology



Customer Insights



Order Date

04-01-2011



31-12-2014



Segment

All



Region

All



State

All



Total Customer

793

Avg. Sales per Customer

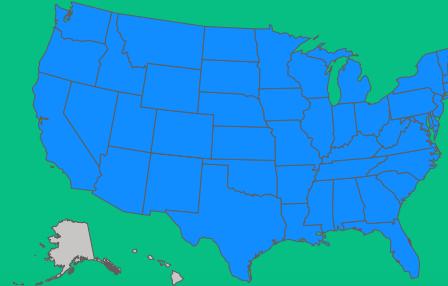
2.90K

Avg. Orders per Customer

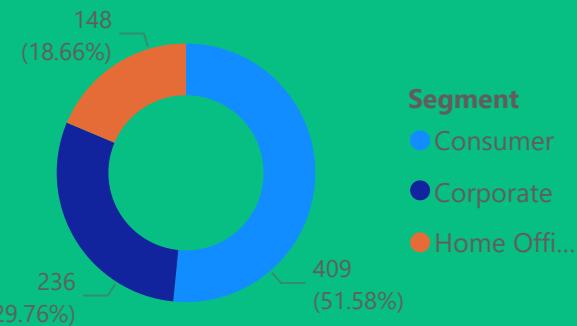
6.32

Customer Distribution by State

Customer Name: Aaron Berg... Aaron Ha... Aaron Smayli...



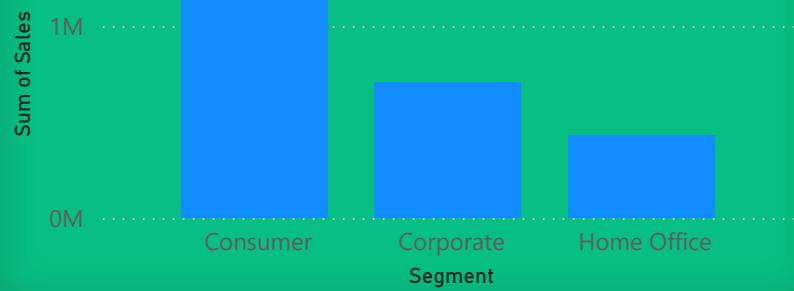
Customer Segment Distribution



Top 10 Customers by Profit

Customer Name	Sum of Profit
Adrian Barton	5,444.81
Andy Reiter	2,884.62
Bill Shonely	2,616.06
Brian Moss	2,199.28
Christopher Conant	2,177.05
Christopher Martinez	3,899.89
Daniel Raglin	2,869.08
Harry Marie	2,437.98
Helen Wasserman	2,164.16
Hunter Lopez	5,622.43
Jane Waco	2,173.71
Keith Dawkins	3,038.63
Nathan Mautz	2,751.68
Raymond Buch	6,976.10
Sanjit Chand	5,757.41
Sanjit Engle	2,650.68
Tamara Chand	8,981.32
Todd Sumrall	2,371.71
Total	74,518.76

Sales by Segment



Sum of Sales by Month and Segment



Top 10 Customers by Sales

Customer Name	Sum of Sales
Adrian Barton	14,473.57
Becky Martin	11,789.64
Bill Shonely	10,501.65
Caroline Jumper	11,164.97
Christopher Conant	12,129.08
Clay Ludtke	10,880.56
Edward Hooks	10,310.87
Greg Tran	11,820.12
Hunter Lopez	12,873.30
Karen Ferguson	10,604.26
Ken Lonsdale	14,175.23
Maria Etezadi	10,663.73
Raymond Buch	15,117.35
Sanjit Chand	14,142.34
Sanjit Engle	12,209.44
Sean Miller	25,043.07
Seth Vernon	11,470.94
Tamara Chand	19,052.22
Total	2,64,909.71

Geography/Region Analysis



Order Date

04-01-2011

31-12-2014

Region

All

State

All

Best Region by Sales

West

7,25,457.92

Best Region by Profit

West

1,08,418.45

largest customer base

West

686

highest average discount

Central

0.24

Least Region by Sales

South

3,91,721.89

Least Region by Profit

Central

39,706.36

Lowest customer base

South

512

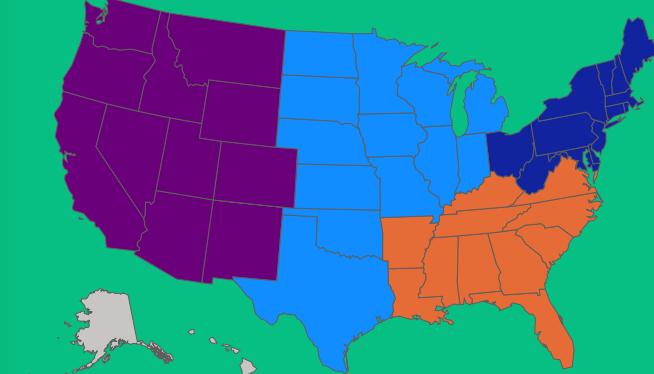
Lowest average discount

West

0.11

Sales and Profit by State/Region

Region ● Central ● East ● South ● West



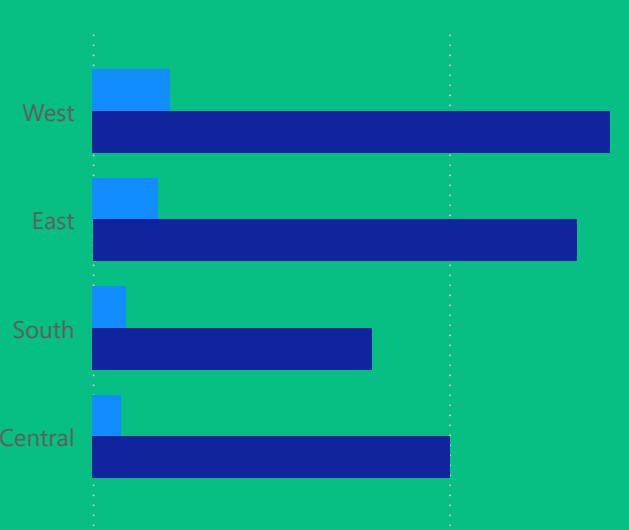
Sales and Profit by State/Region

● Sum of Profit ● Sum of Sales

Region

Sum of Profit and Sum of Sales

0.0M 0.5M



Sales/Profit Trend by Regions

● Sum of Profit ● Sum of Sales

0.8M

0.6M

0.4M

0.0M

West East South Central

Region

Sum of Profit and Sum of Sales

0.8M 0.6M 0.4M 0.0M

West East South Central

Region

Transactions & Returns



Order Date

04-01-2011



31-12-2014



Product Name

All

State

All

Total Order

9994

Loss from Returns

180.50K

Total Returns

296

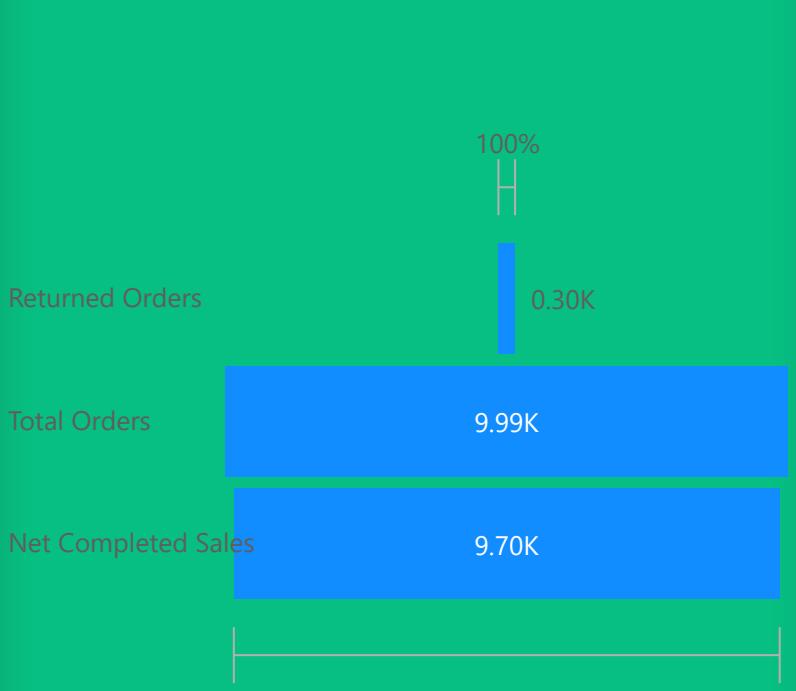
Return Rate (%)

2.96

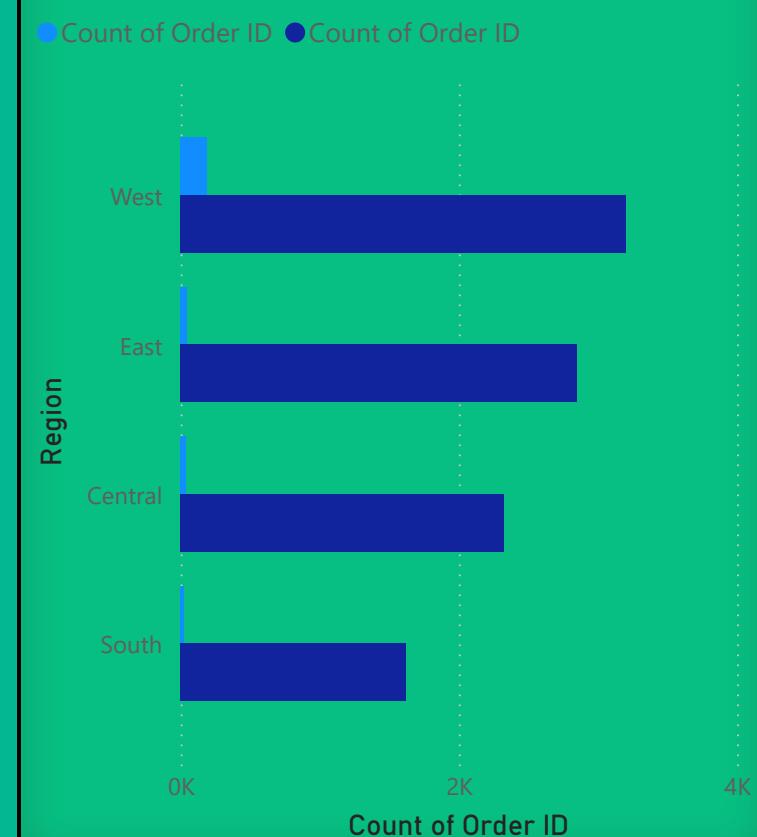
Most Returned Categories



Order to Return Conversion Rate



Transactions and Returns by Region



Returns Trend Over Time

