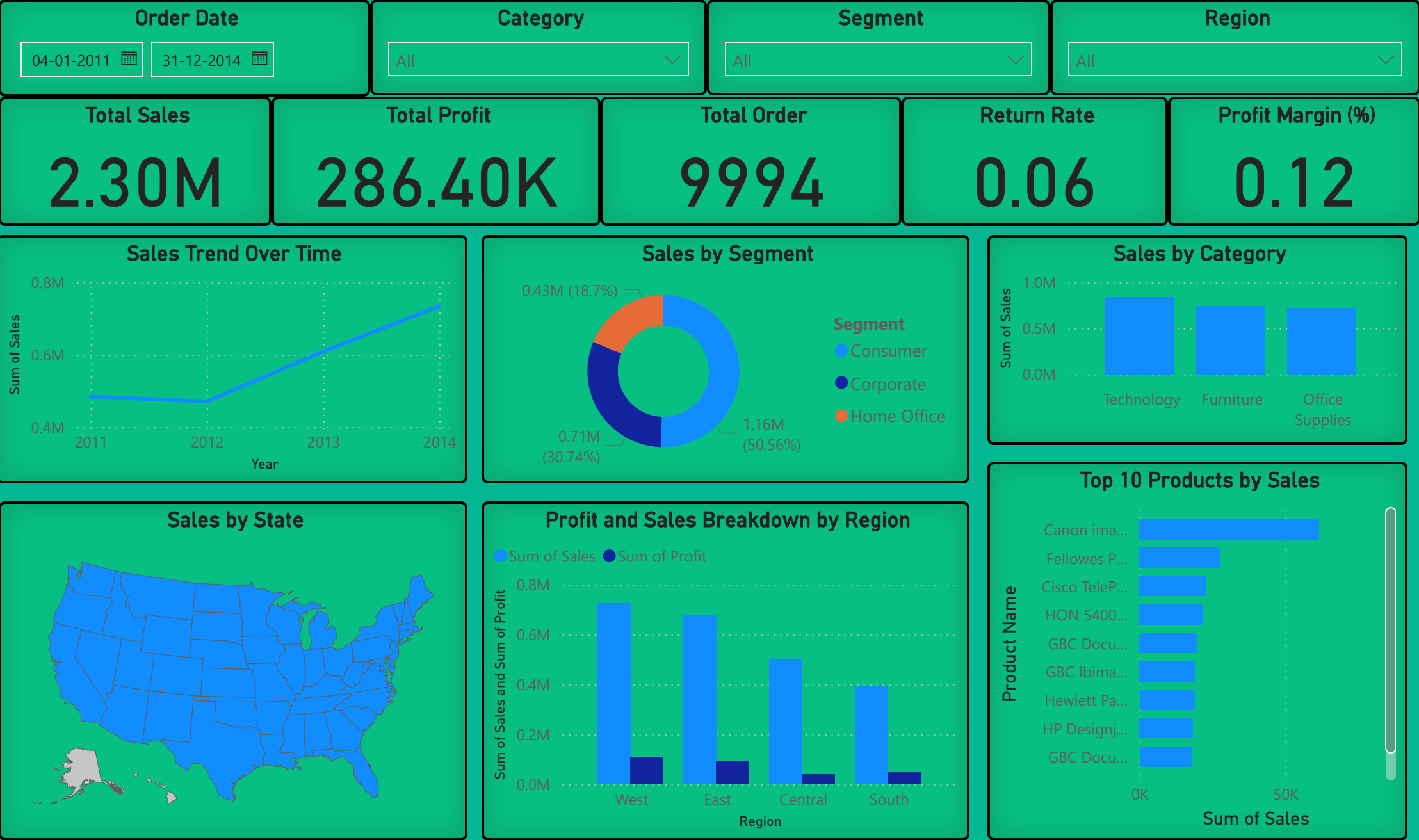


Superstore Sales & Insights Dashboard



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

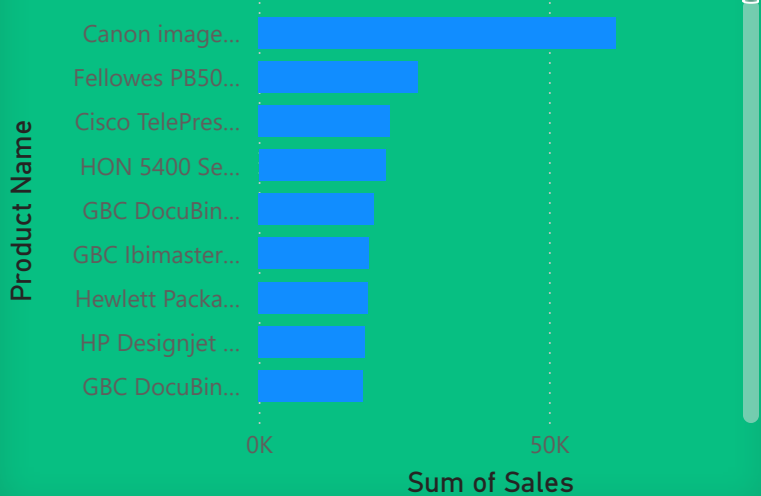
Most Profitable Category

Technology

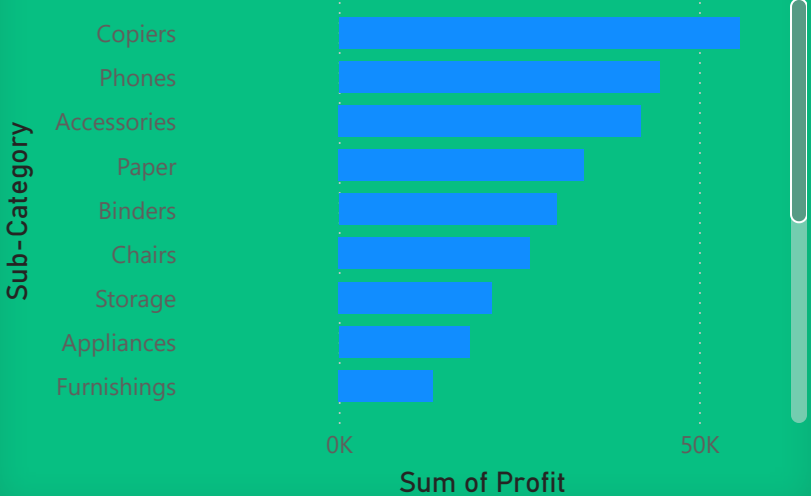
Highest Discounted Product

Staples

Sales by Product



Profit by Sub-Category



Discount vs. Profit by Product



Customer Insights



Order Date

04-01-2011



31-12-2014



Segment

All



Region

All



State

All



Total Customer

793

Avg. Sales per Customer

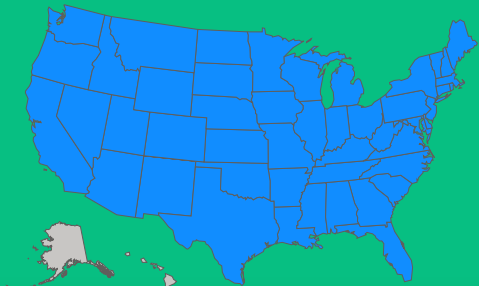
2.90K

Avg. Orders per Customer

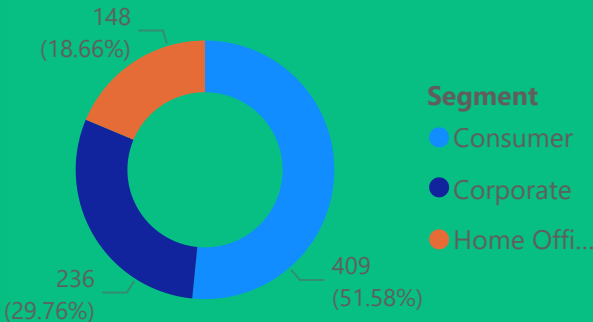
6.32

Customer Distribution by State

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



Customer Segment Distribution



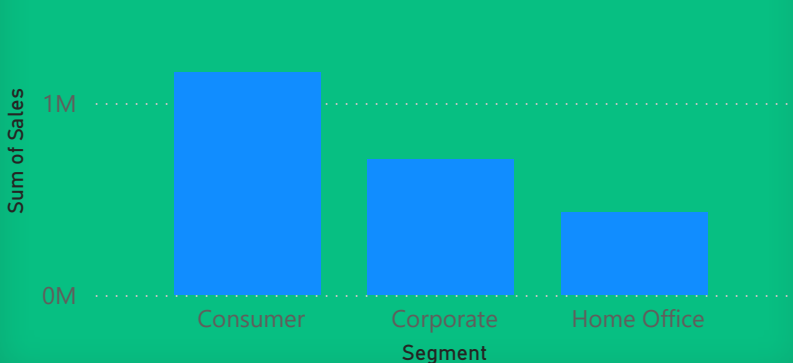
Top 10 Customers by Profit

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

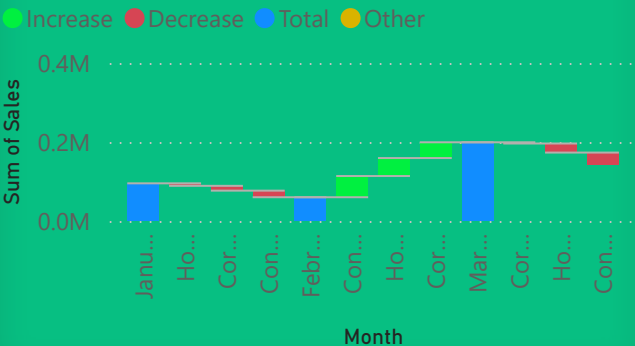
Top 10 Customers by Sales

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

Sales by Segment



Sum of Sales by Month and Segment



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

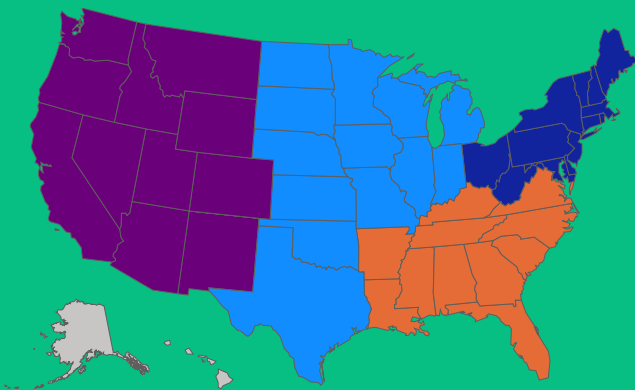
Lowest average discount

West

0.11

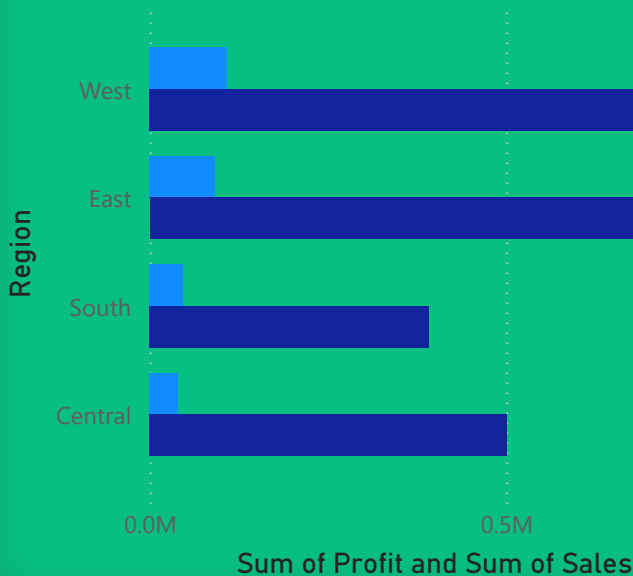
Sales and Profit by State/Region

Region Central East South West



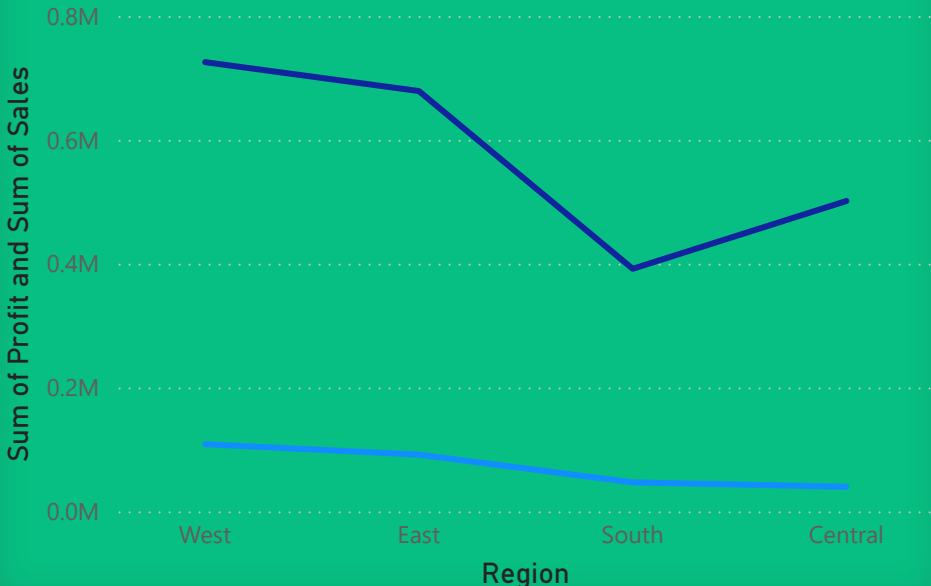
Sales and Profit by State/Region

Sum of Profit Sum of Sales



Sales/Profit Trend by Regions

Sum of Profit Sum of Sales



Transactions & Returns



Order Date

04-01-2011



31-12-2014



Product Name

All



State

All



Total Order

9994

Loss from Returns

180.50K

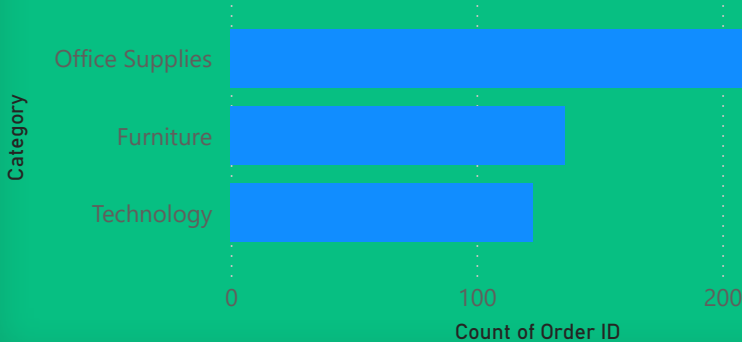
Total Returns

296

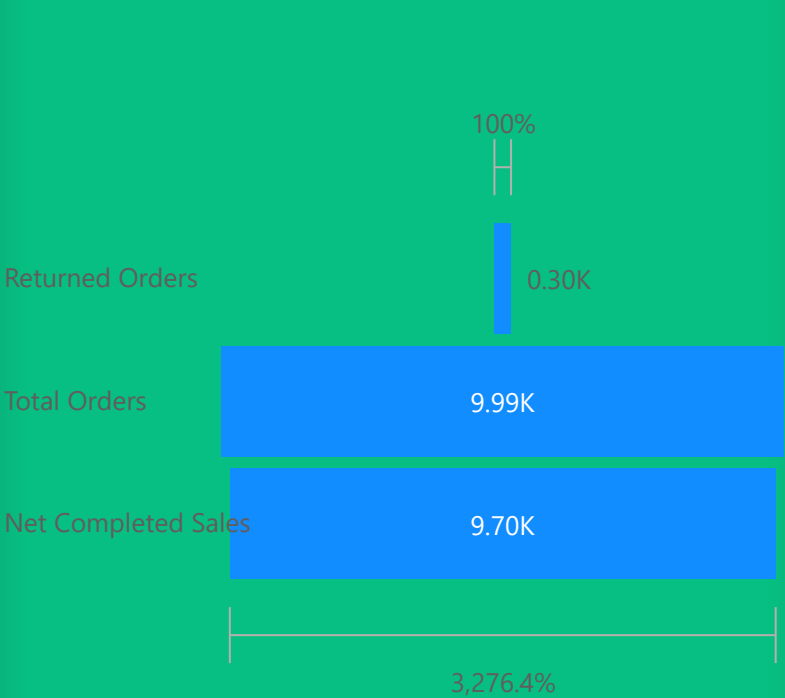
Return Rate (%)

2.96

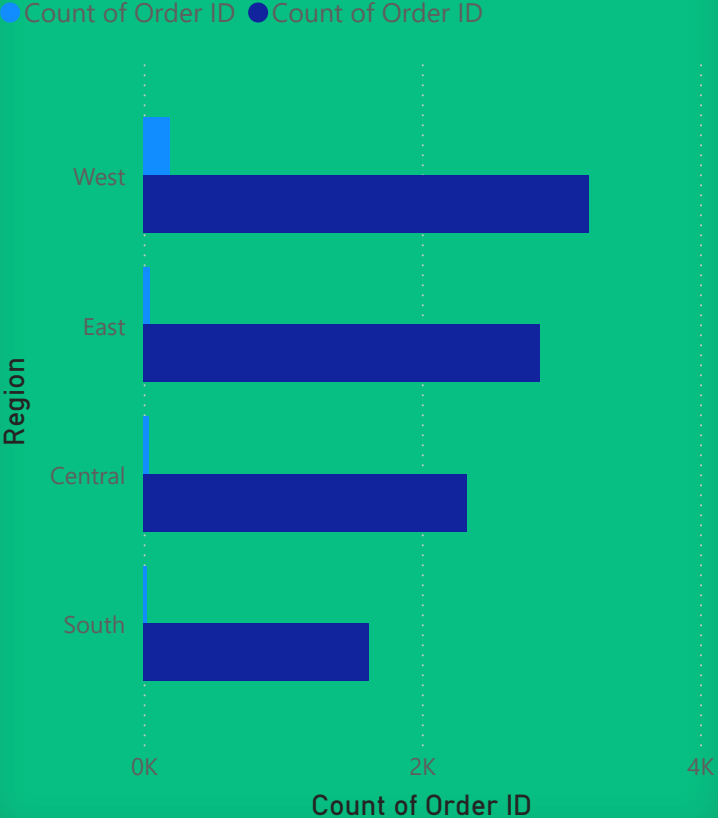
Most Returned Categories



Order to Return Conversion Rate



Transactions and Returns by Region



Returns Trend Over Time

