

Superstore Report

region

state

Jan 1, 2016 - Dec 31, 2019

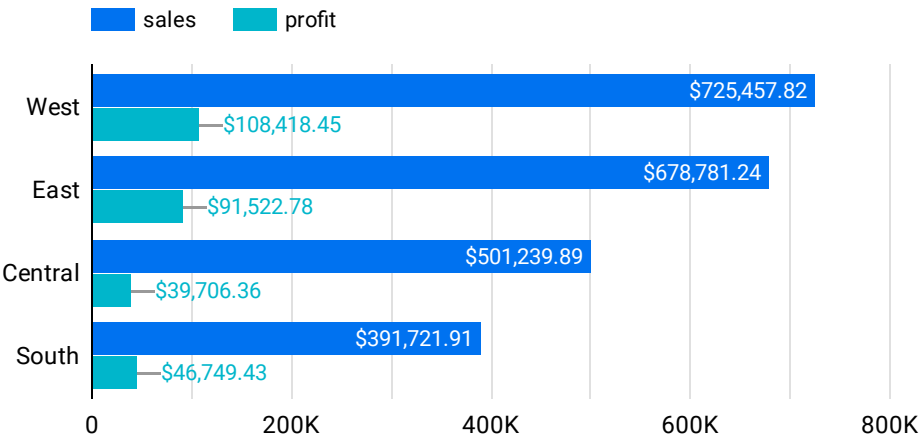
Total Sales
\$2,297,200.86

Total Profit
\$286,397.02

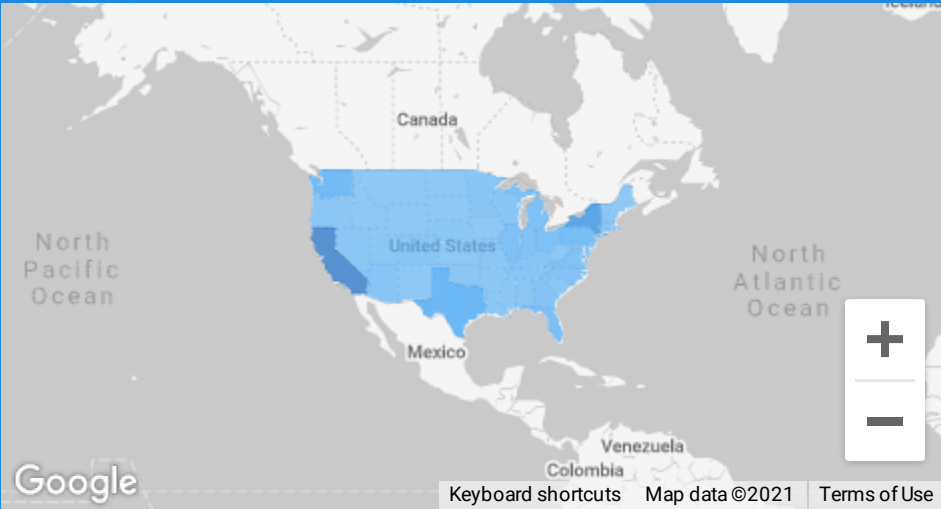
Profit Ratio
12.47%

Avg.discount
15.62%

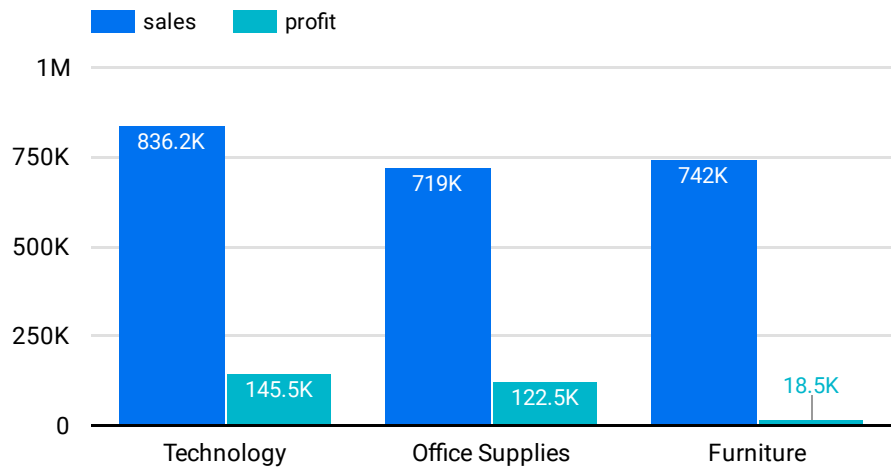
Sales and profit per region



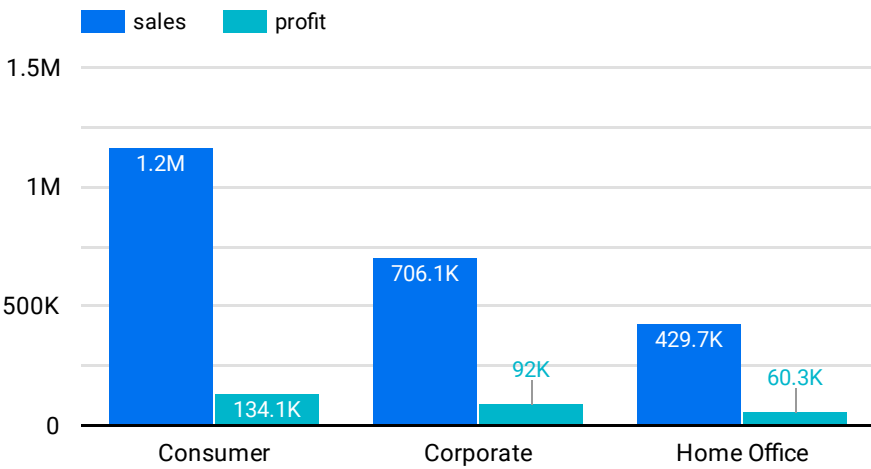
Sales and profit per state



Sales and profit per category



Sales and profit per segment



TOP 10 customer ranking

Customer Name		Profit ▾	Sales	Quantity	Avg. Discount
1.	Tamara Chand	\$8,981.32	19,052.22	42	11.67%
2.	Raymond Buch	\$6,976.1	15,117.34	71	9.44%
3.	Sanjit Chand	\$5,757.41	14,142.33	87	6.36%
4.	Hunter Lopez	\$5,622.43	12,873.3	50	1.82%
5.	Adrian Barton	\$5,444.81	14,473.57	73	24%
6.	Tom Ashbrook	\$4,703.79	14,595.62	36	8%
7.	Christopher Martinez	\$3,899.89	8,954.02	34	12%
8.	Keith Dawkins	\$3,038.63	8,181.26	84	8.75%
9.	Andy Reiter	\$2,884.62	6,608.45	33	6.67%
10.	Daniel Raglin	\$2,869.08	8,350.87	57	15.38%

TOP 10 product ranking

Product Name		Profit ▾	Sales	Quantity	Avg. Discount
1.	Canon imageCLASS 2200 Advanced Copier	\$25,199.93	61,599.82	20	12%
2.	Fellowes PB500 Electric Punch Plastic Comb Binding Machi...	\$7,753.04	27,453.38	31	24%
3.	Hewlett Packard LaserJet 3310 Copier	\$6,983.88	18,839.69	38	20%
4.	Canon PC1060 Personal Laser Copier	\$4,570.93	11,619.83	19	15%
5.	HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$4,094.98	18,374.9	12	16.67%
6.	Ativa V4110MDD Micro-Cut Shredder	\$3,772.95	7,699.89	11	0%
7.	3D Systems Cube Printer, 2nd Generation, Magenta	\$3,717.97	14,299.89	11	0%
8.	Plantronics Savi W720 Multi-Device Wireless Headset System	\$3,696.28	9,367.29	24	5.71%
9.	Ibico EPK-21 Electric Binding System	\$3,345.28	15,875.92	13	33.33%
10.	Zebra ZM400 Thermal Label Printer	\$3,343.54	6,965.7	6	0%