

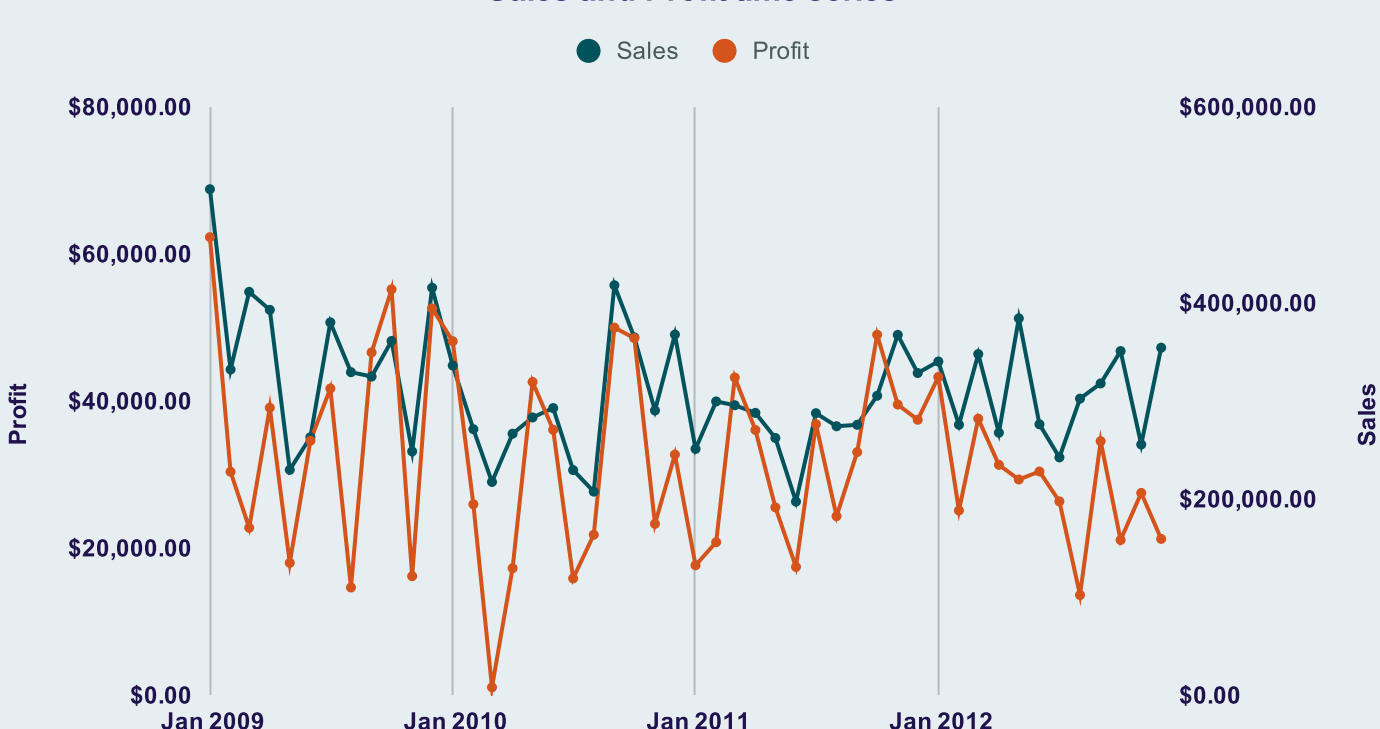
## Dashboard : Superstore sales dataset

Start Date	Jan 2009	Product Category		Product Sub Category		Customer Segment		Customer Name	
End Date	Dec 2012								
Region		Region-Province				Order Priority		Ship Mode	

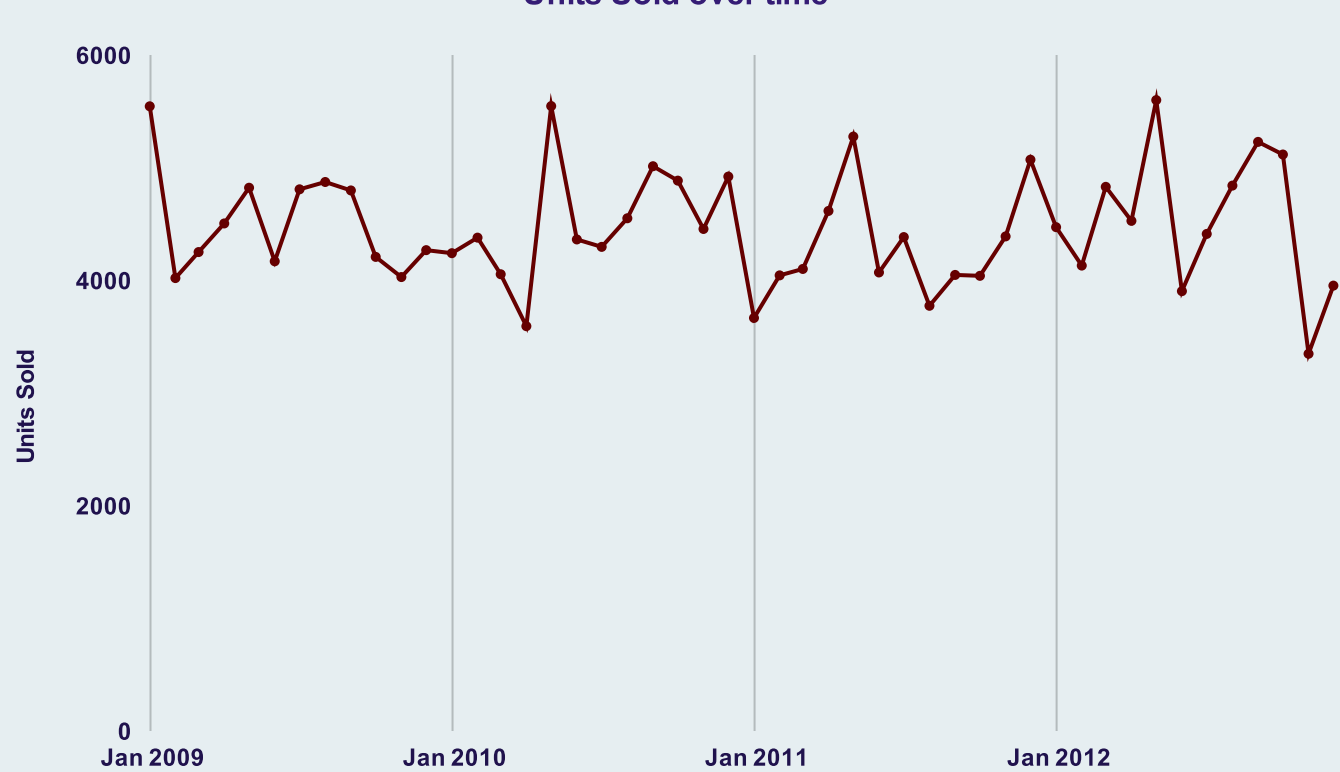
### Time Series Analysis for Sales and Profit

Month	Units sold	Sales	Profit	Profit Distribution
Jan 2009	5552	\$516,302.96	\$62,326.40	
Feb 2009	4027	\$332,480.64	\$30,422.68	
Mar 2009	4258	\$411,628.73	\$22,802.96	
Apr 2009	4512	\$393,276.48	\$39,132.73	
May 2009	4829	\$230,145.54	\$18,035.35	
Jun 2009	4176	\$263,456.07	\$34,640.55	
Jul 2009	4815	\$380,503.97	\$41,749.43	
Aug 2009	4880	\$329,754.72	\$14,682.84	
Sep 2009	4805	\$325,292.31	\$46,652.05	
Oct 2009	4215	\$361,555.27	\$55,228.01	
Nov 2009	4036	\$248,933.43	\$16,222.22	
Dec 2009	4275	\$415,809.35	\$52,643.51	
Jan 2010	4248	\$336,526.68	\$48,177.27	
Feb 2010	4386	\$271,580.51	\$25,999.13	
Mar 2010	4061	\$217,808.01	\$1,116.68	
Apr 2010	3600	\$266,968.59	\$17,306.51	
May 2010	5554	\$283,534.29	\$42,636.66	
Jun 2010	4370	\$293,080.67	\$36,130.26	
Jul 2010	4304	\$229,885.50	\$15,918.45	
Aug 2010	4558	\$207,937.01	\$21,862.78	
Sep 2010	5020	\$418,343.28	\$50,022.73	
Oct 2010	4892	\$365,251.99	\$48,596.75	
Nov 2010	4463	\$290,670.35	\$23,345.07	
Dec 2010	4928	\$368,093.95	\$32,759.19	
Jan 2011	3673	\$251,467.23	\$17,704.56	
Feb 2011	4051	\$299,890.14	\$20,848.88	
Mar 2011	4108	\$296,035.87	\$43,243.56	
Apr 2011	4623	\$288,213.40	\$36,106.24	
May 2011	5283	\$262,628.50	\$25,585.24	
Jun 2011	4077	\$197,740.85	\$17,478.47	
Jul 2011	4391	\$287,905.19	\$36,903.84	
Aug 2011	3781	\$274,578.48	\$24,378.93	
Sep 2011	4055	\$276,049.80	\$33,098.01	
Oct 2011	4047	\$305,660.45	\$49,054.12	
Nov 2011	4397	\$367,769.50	\$39,560.02	
Dec 2011	5078	\$328,877.31	\$37,494.12	
Jan 2012	4479	\$340,626.51	\$43,312.52	
Feb 2012	4138	\$276,132.50	\$25,158.43	
Mar 2012	4837	\$348,208.33	\$37,636.13	
Apr 2012	4535	\$268,024.97	\$31,361.04	
May 2012	5607	\$384,588.06	\$29,371.44	
Jun 2012	3911	\$276,580.94	\$30,454.28	
Jul 2012	4419	\$242,809.70	\$26,393.59	
Aug 2012	4648	\$302,745.12	\$13,660.95	
Sep 2012	5236	\$318,271.57	\$34,579.90	
Oct 2012	5124	\$351,246.73	\$21,137.51	
Nov 2012	3355	\$256,020.10	\$27,543.05	
Dec 2012	3960	\$354,709.34	\$21,292.94	

### Sales and Profit time series

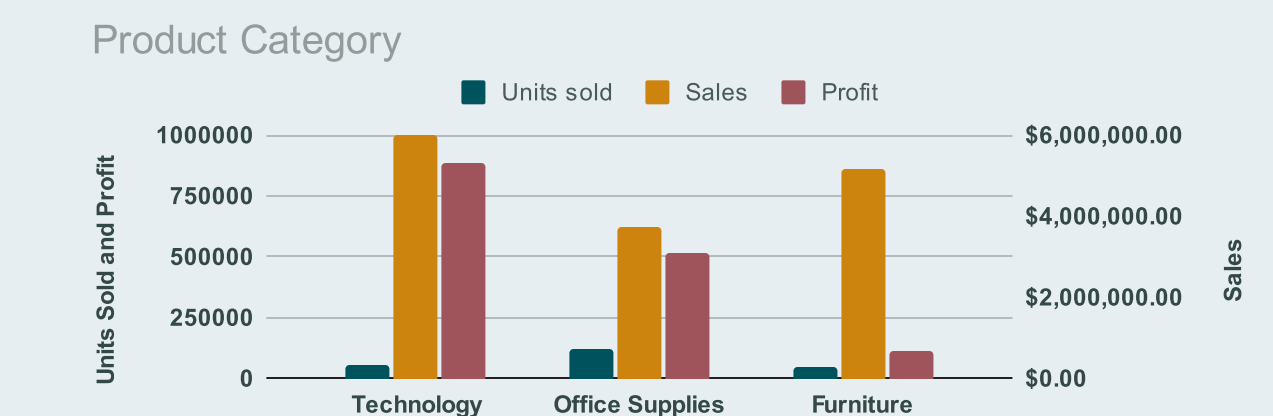


### Units Sold over time

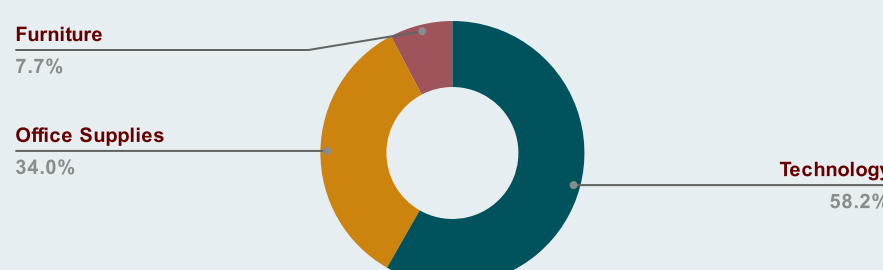


### Product Category

Product Category	Units sold	Sales	Profit	Profit Distribution
Technology	52175	\$5,984,248.18	\$886,313.52	
Office Supplies	118278	\$3,752,762.10	\$518,021.43	
Furniture	44324	\$5,178,590.54	\$117,433.03	

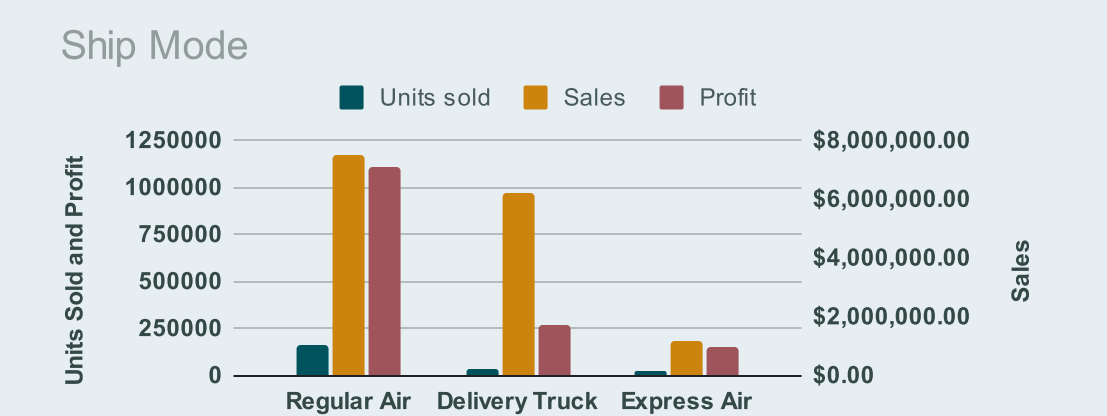


### Profit Share

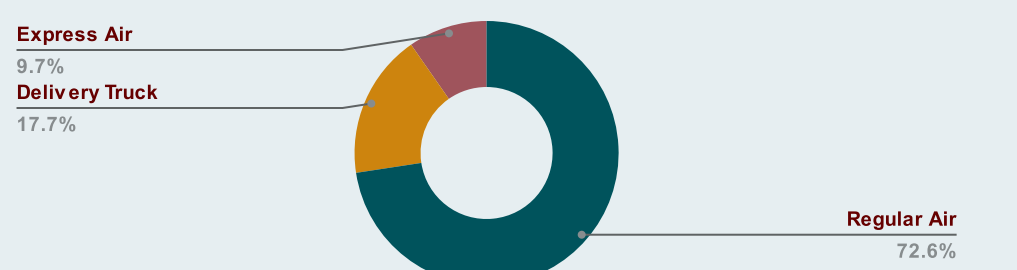


### Ship Mode

Ship Mode	Units sold	Sales	Profit
Regular Air	160660	\$7,506,303.21	\$1,104,692.80
Delivery Truck	28764	\$6,224,878.72	\$269,644.87
Express Air	25353	\$1,184,418.90	\$147,430.31

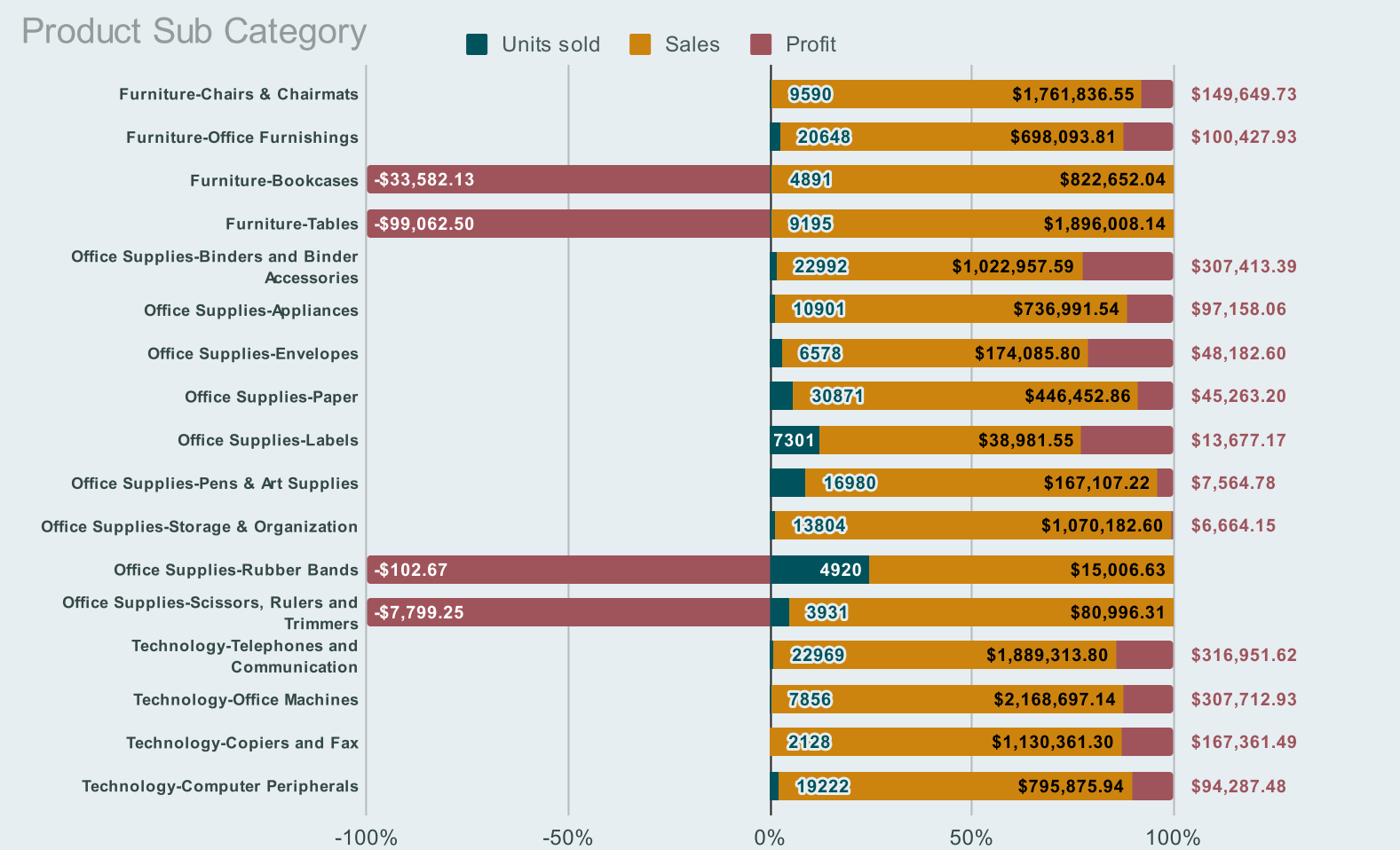


### Profit Share

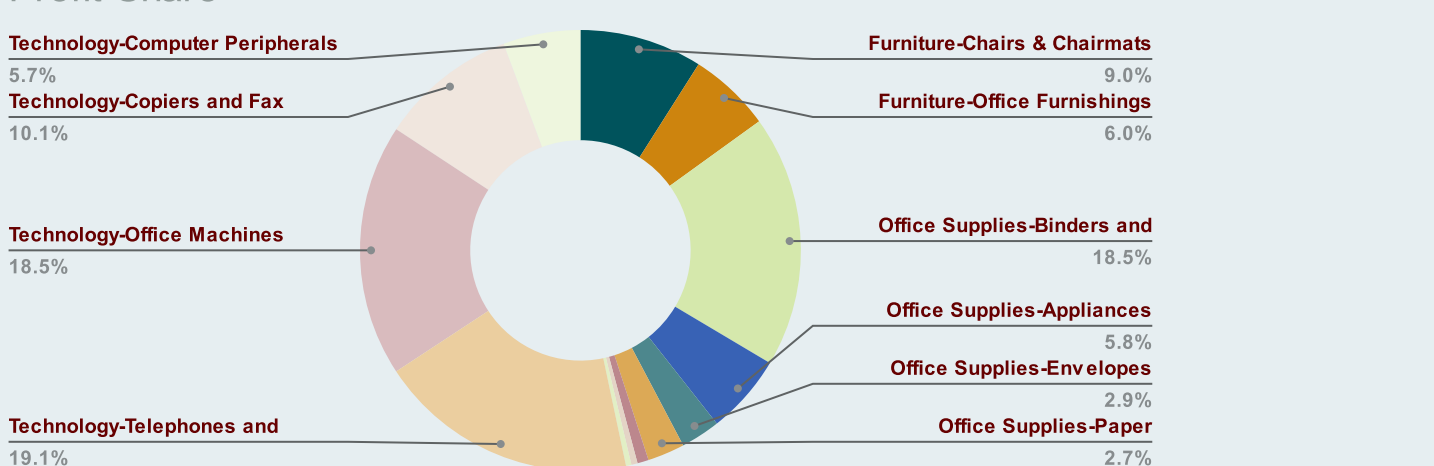


### Product Sub category

Product Category	Product Sub Category	Units sold	Sales	Profit	Profit distribution
Furniture	Furniture-Chairs & Chairmats	9590	\$1,761,836.55	\$149,649.73	
Furniture	Furniture-Office Furnishings	20648	\$698,093.81	\$100,427.93	
Furniture	Furniture-Bookcases	4891	\$822,652.04	\$33,582.13	
Furniture	Furniture-Tables	9195	\$1,896,008.14	\$99,062.50	
Office Supplies	Office Supplies-Binders and Binder Accessories	22992	\$1,022,957.59	\$307,413.39	
Office Supplies	Office Supplies-Appliances	10901	\$736,991.54	\$97,158.06	
Office Supplies	Office Supplies-Envelopes	6578	\$174,085.80	\$48,182.60	
Office Supplies	Office Supplies-Paper	30871	\$446,452.86	\$45,263.20	
Office Supplies	Office Supplies-Labels	7301	\$38,981.55	\$13,677.17	
Office Supplies	Office Supplies-Pens & Art Supplies	16980	\$167,107.22	\$7,564.78	
Office Supplies	Office Supplies-Storage & Organization	13804	\$1,070,182.60	\$6,664.15	
Office Supplies	Office Supplies-Rubber Bands	4920	\$15,006.63	-\$102.67	
Office Supplies	Office Supplies-Scissors, Rulers and Trimmers	3931	\$80,996.31	-\$7,799.25	
Technology	Technology-Telephones and Communication	22969	\$1,889,313.80	\$316,951.62	
Technology	Technology-Office Machines	7856	\$2,168,697.14	\$307,712.93	
Technology	Technology-Copiers and Fax	2128	\$1,130,361.30	\$167,361.49	
Technology	Technology-Computer Peripherals	19222	\$795,875.94	\$94,287.48	

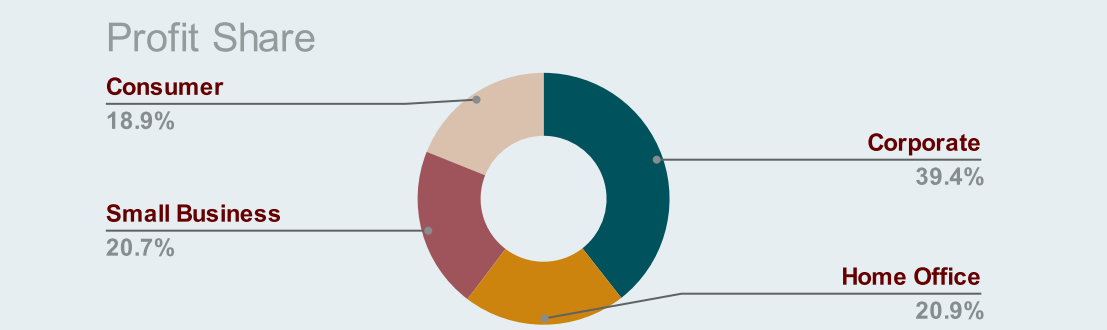


### Profit Share



### Customer Segment

Customer Segment	Units sold	Sales	Profit
Corporate	78517	\$5,498,904.88	\$599,746.00
Home Office	52807	\$3,564,763.88	\$318,354.03
Small Business	41693	\$2,788,320.99	\$315,708.01
Consumer	41760	\$3,063,611.08	\$287,959.94



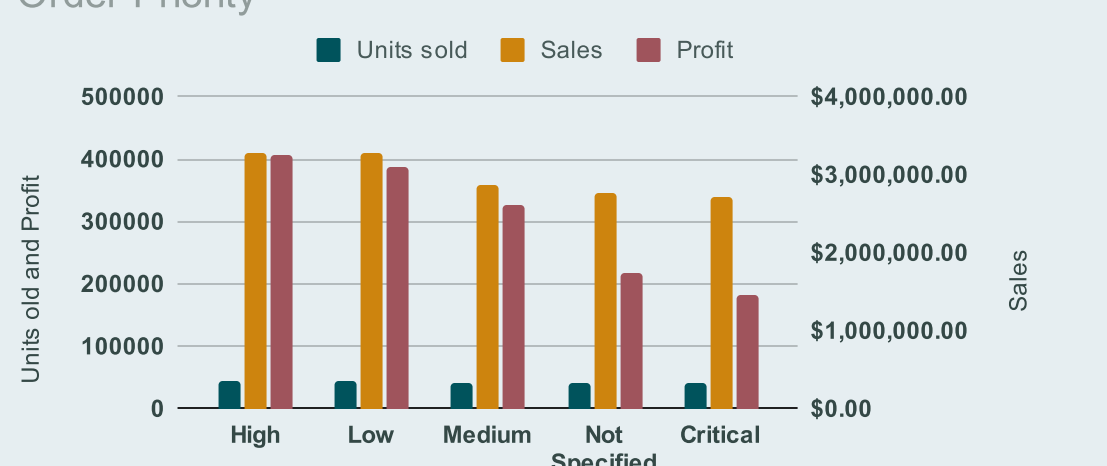
### Profit Share



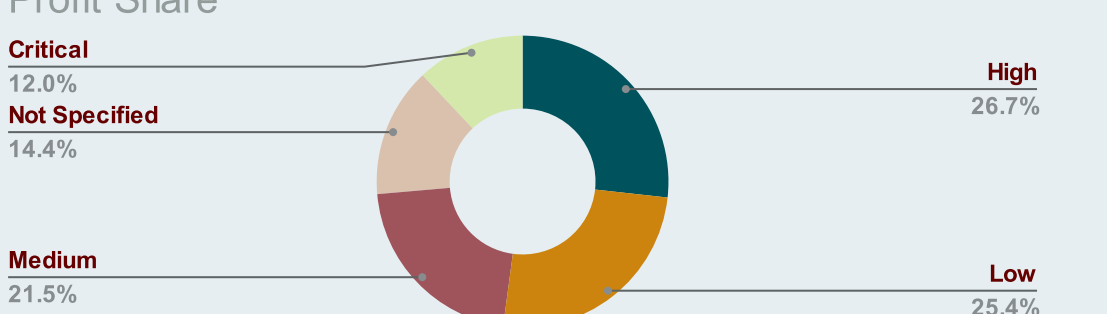
### Order Priority

Order Priority	Units sold	Sales	Profit
High	45875	\$3,267,356.36	\$407,069.65
Low	44371	\$3,282,630.38	\$386,184.90
Medium	41364	\$2,862,452.12	\$327,051.73
Not Specified	42627	\$2,778,363.30	\$218,584.83
Critical	40740	\$2,724,798.67	\$182,876.87

### Order Priority



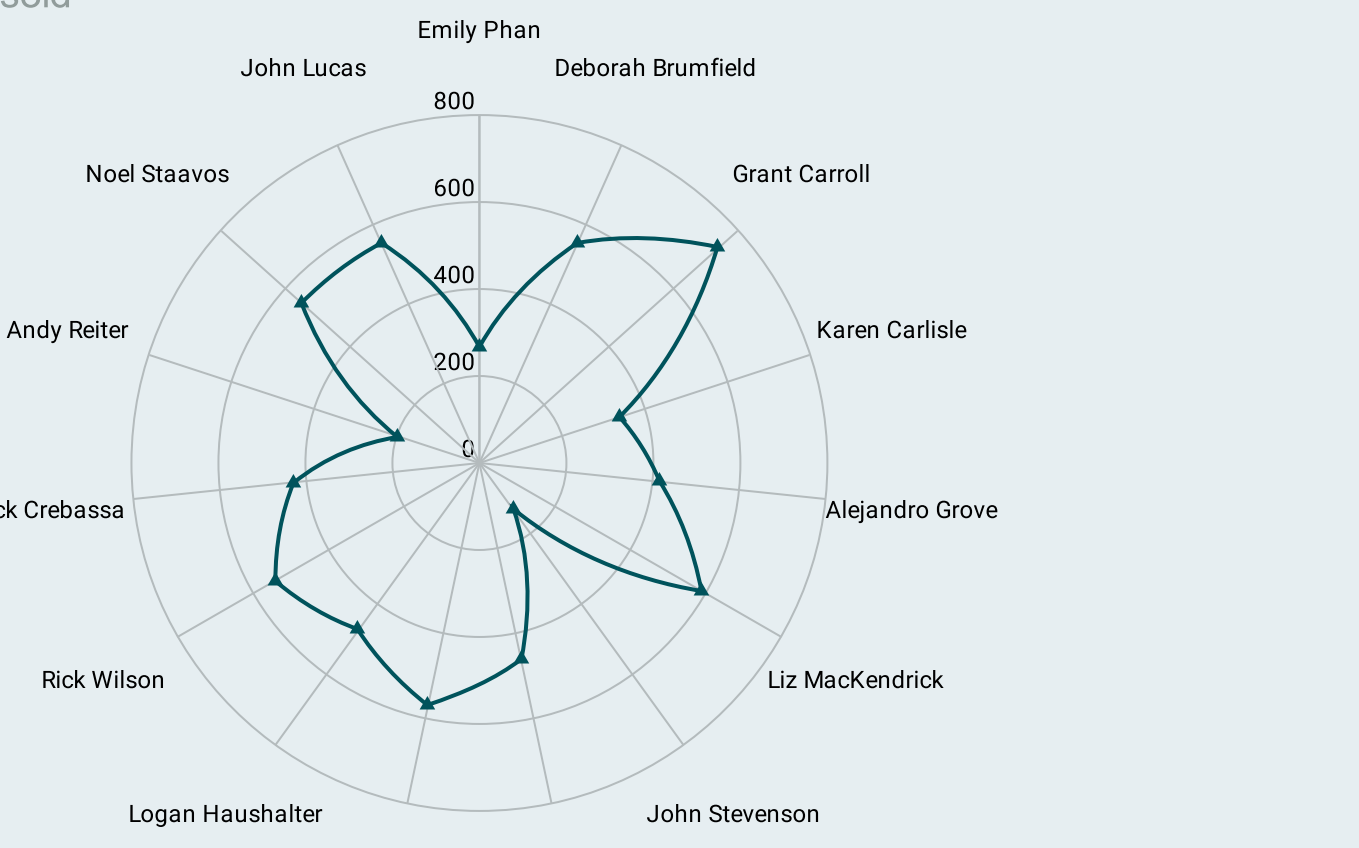
### Profit Share



### Top 20 Customer Names

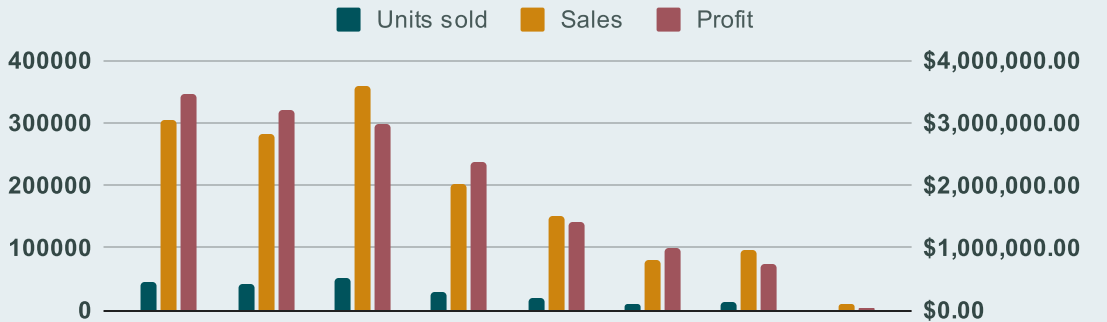
Customer Name	Units sold	Sales	Profit	Sales distribution
Emily Phan	269	\$117,124.44	\$34,005.44	
Deborah Brumfield	554	\$97,433.14	\$31,121.22	
Grant Carroll	739	\$88,417.00	\$27,977.29	
Karen Carlisle	339	\$59,313.32	\$21,731.53	
Alejandro Grove	415	\$83,561.93	\$20,588.92	
Liz MacKendrick	590	\$76,306.43	\$20,397.24	
John Stevenson	130	\$48,660.87	\$18,849.93	
Clytie Kelly	460	\$63,189.95	\$18,792.81	
Raymond Book	567	\$70,426.59	\$18,760.59	
Logan Haushalter	474	\$50,662.95	\$18,348.53	
Rick Wilson	542	\$58,024.75	\$16,704.06	
Nick Crebassa	432	\$45,458.41	\$14,712.95	
Andy Reiter	199	\$37,037.88	\$14,681.20	
Noel Staavos	548	\$59,092.10	\$14,556.30	
John Lucas	553	\$79,696.19	\$12,725.08	

### Units sold



### Region

Region	Units sold	Sales	Profit
Ontario	46685	\$3,063,212.48	\$346,868.54
Prarie	43732	\$2,837,304.60	\$321,160.12
West	51423	\$3,597,549.28	\$297,008.61
Atlantic	28068	\$2,014,248.20	\$238,960.66
Quebec	19589	\$1,510,195.08	\$140,426.65
Northwest Territories	9722	\$800,847.33	\$100,653.08
Yukon	13596	\$975,867.37	\$73,849.21
Nunavut	1962	\$116,376.48	\$2,841.11



### Region-Provinces

Provinces	Units sold	Sales	Profit
Ontario-Ontario	46685	\$3,063,212.48	\$346,868.54
Saskatchewan	23453	\$1,464,455.82	\$184,732.96
West-Alberta	22654	\$1,704,791.49	\$151,946.48
West-British Columbia	28769	\$1,892,757.78	\$145,062.13
Quebec-Quebec	19589	\$1,510,195.08	\$140,426.65
Prarie-Manitoba	20279	\$1,372,848.78	\$136,427.16
Atlantic-New Brunswick	8437	\$684,211.52	\$115,351.94
Northwest Territories	9722	\$800,847.33	\$100,653.08
Yukon-Yukon	13596	\$975,867.37	\$73,849.21
Atlantic-Prince Edward Island	5821	\$409,383.25	\$31,361.71
Atlantic-Newfoundland	1936	\$102,924.07	\$6,885.14
Nunavut-Nunavut	1962	\$116,376.48	\$2,841.11