

# SUPERSTORE OVERALL PERFORMANCE DASHBOARD

Total Profit

1.47M

Total Quantities Sold

178K

Total Sales

12.64M

Total Customer

51.29K

Total Shipping Cost

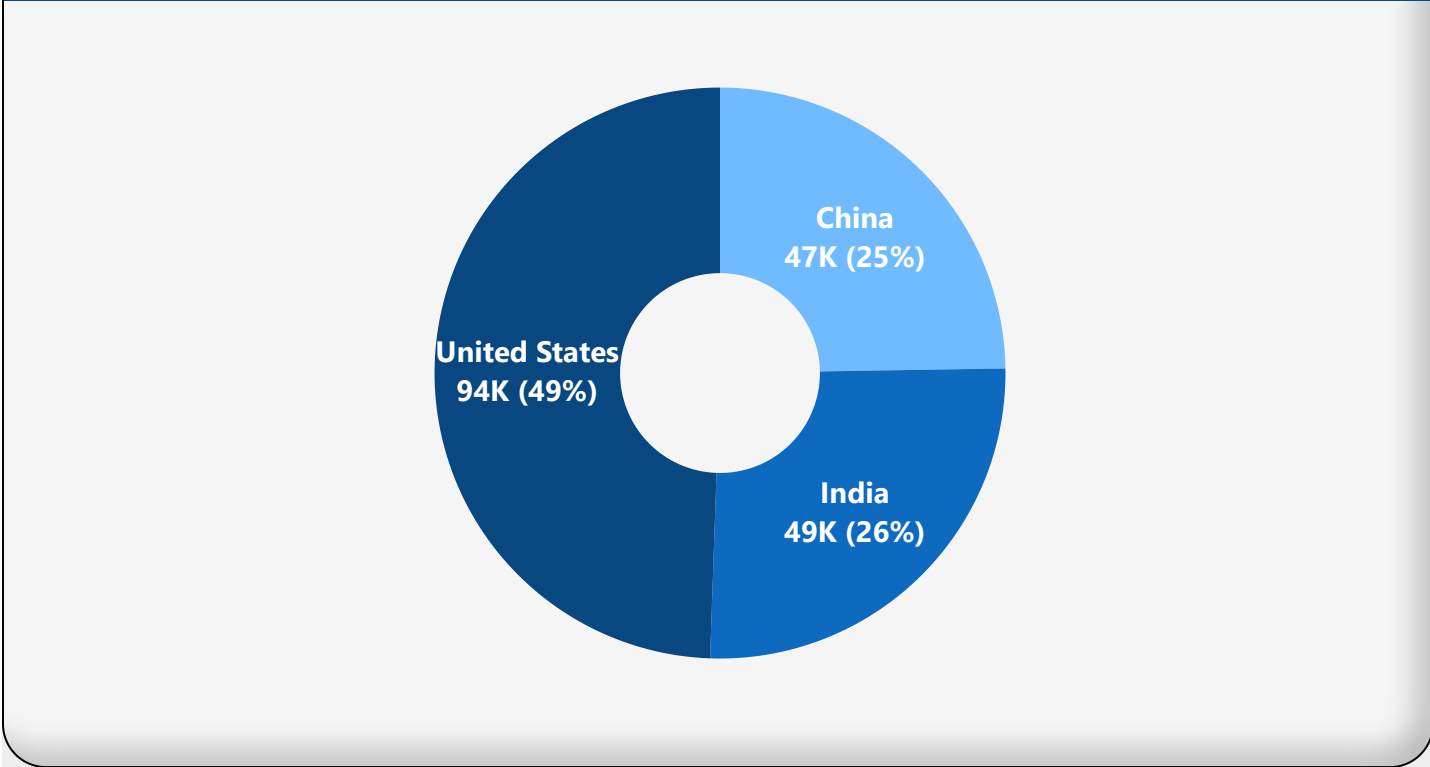
1.35M

Total Discount

7.33K

# SALES PERFORMANCE FOR SUPERSTORE COMPANY DASHBOARD

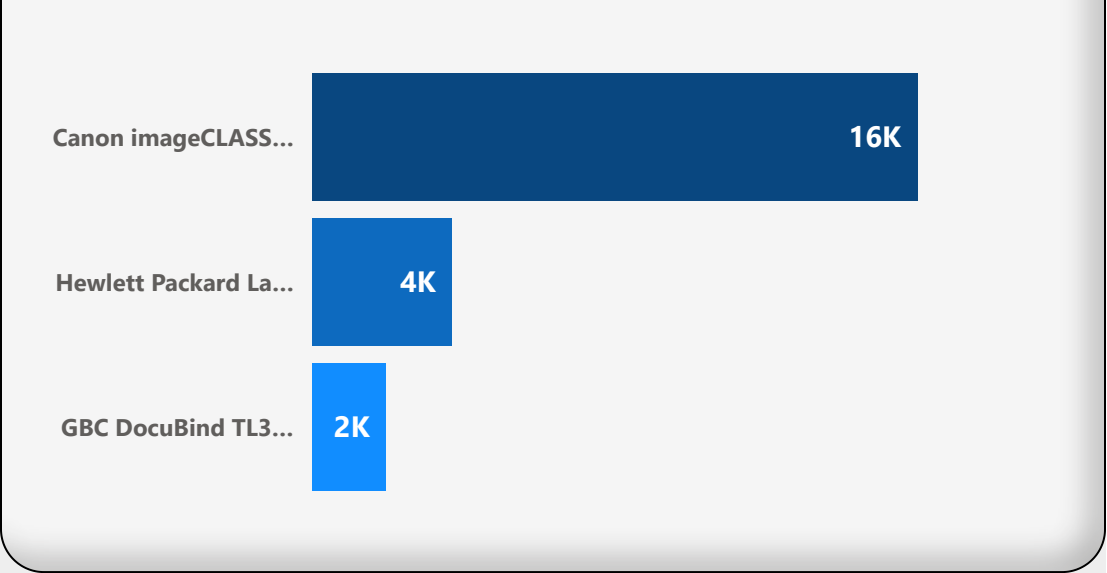
## THREE COUNTRIES WITH THE HIGHEST PROFIT



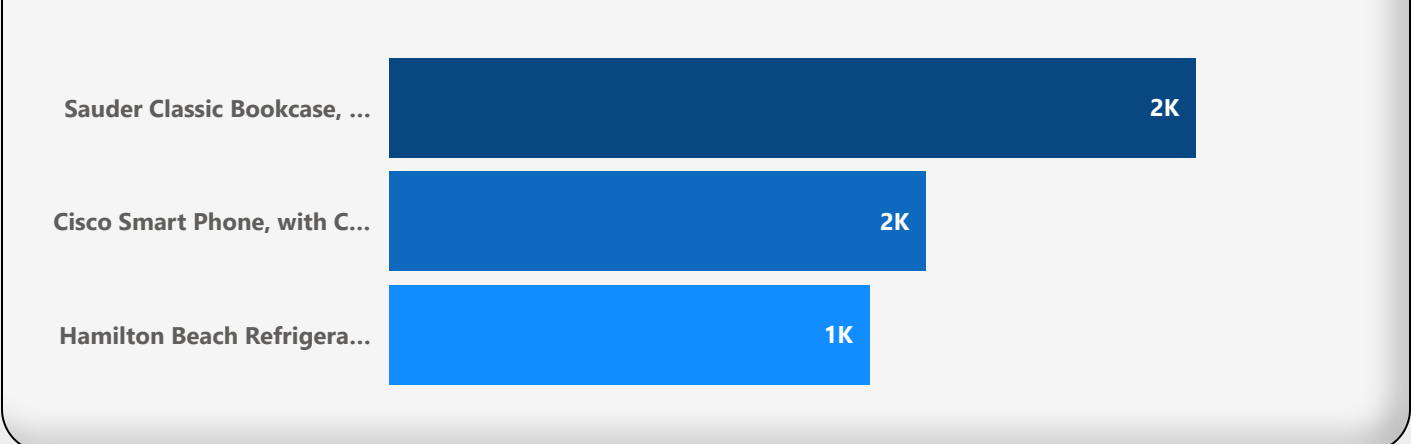
Filter

All

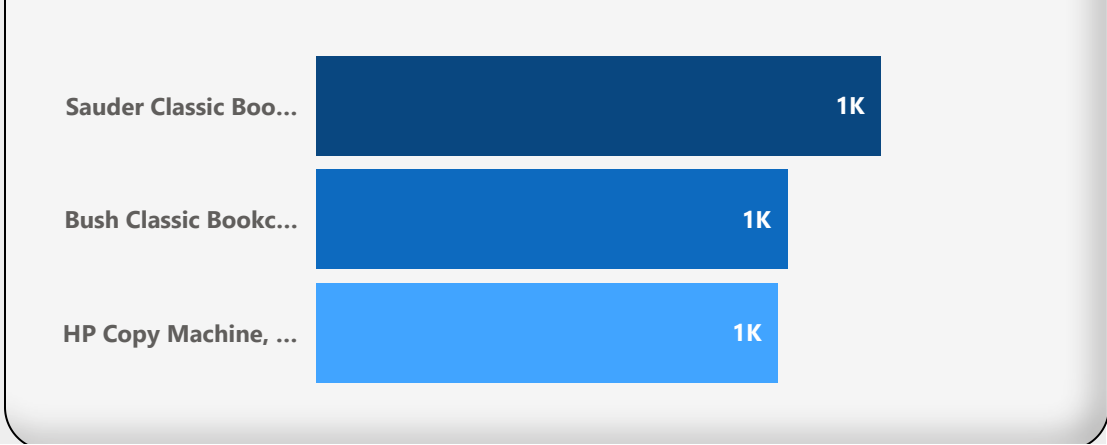
## US TOP THREE PRODUCTS PROFIT



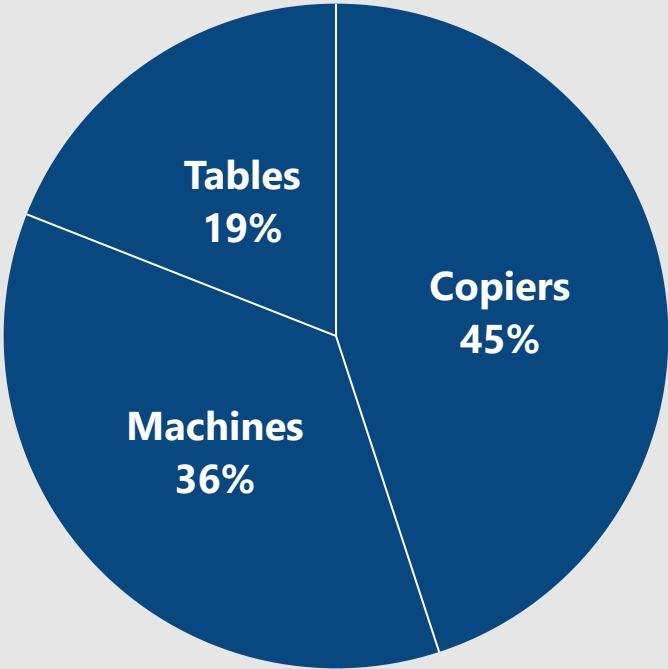
## INDIA TOP THREE PRODUCTS PROFIT



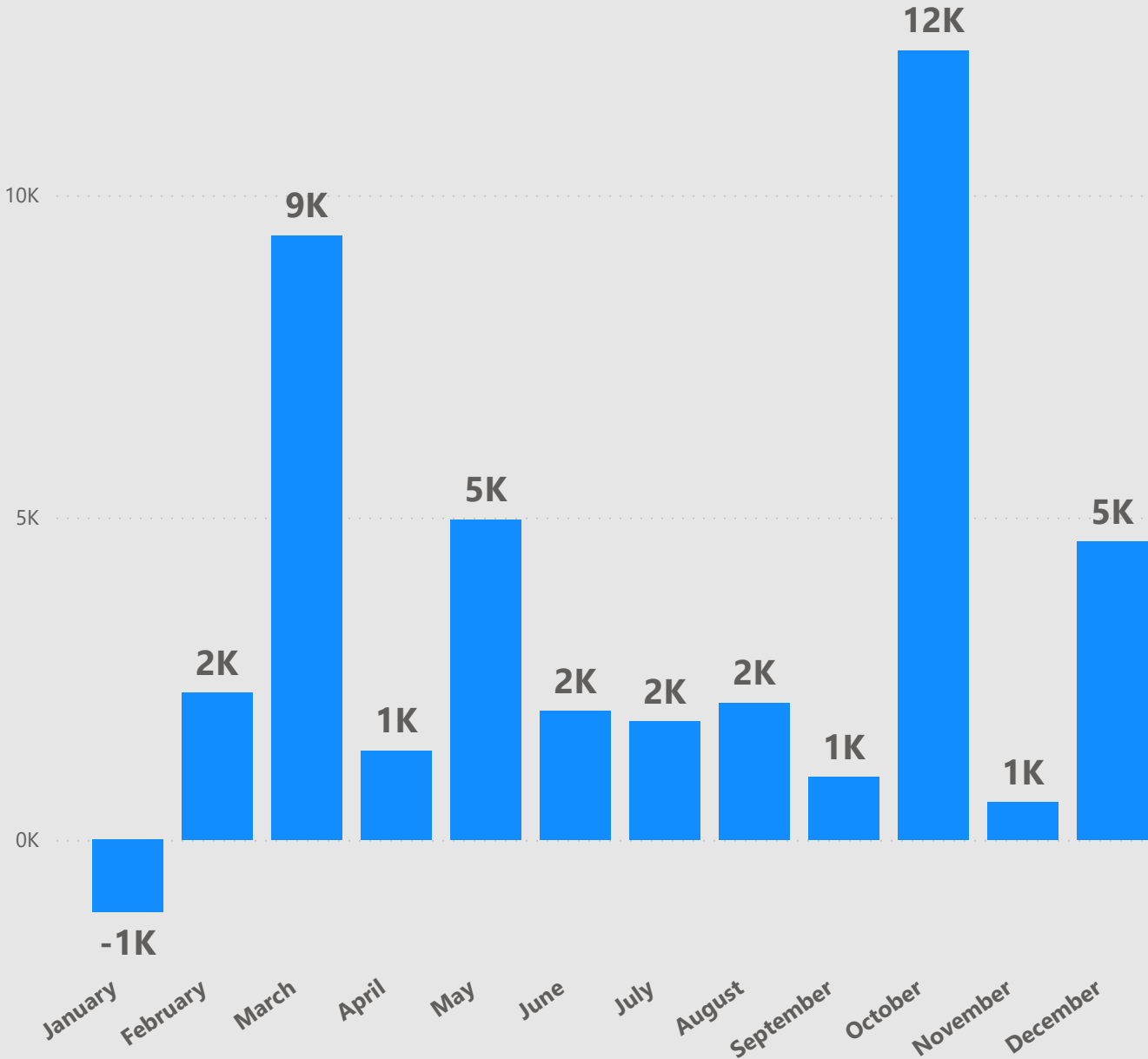
## CHINA TOP THREE PRODUCTS PROFIT



# 3 Subcategories with Highest Average Shipping Cost in US



# Month on Month Profits



At 9,363.24, South Africa had the highest Sum of Profit and was 140.21% higher than Nigeria, which had the lowest Sum of Profit at -23,285.19.

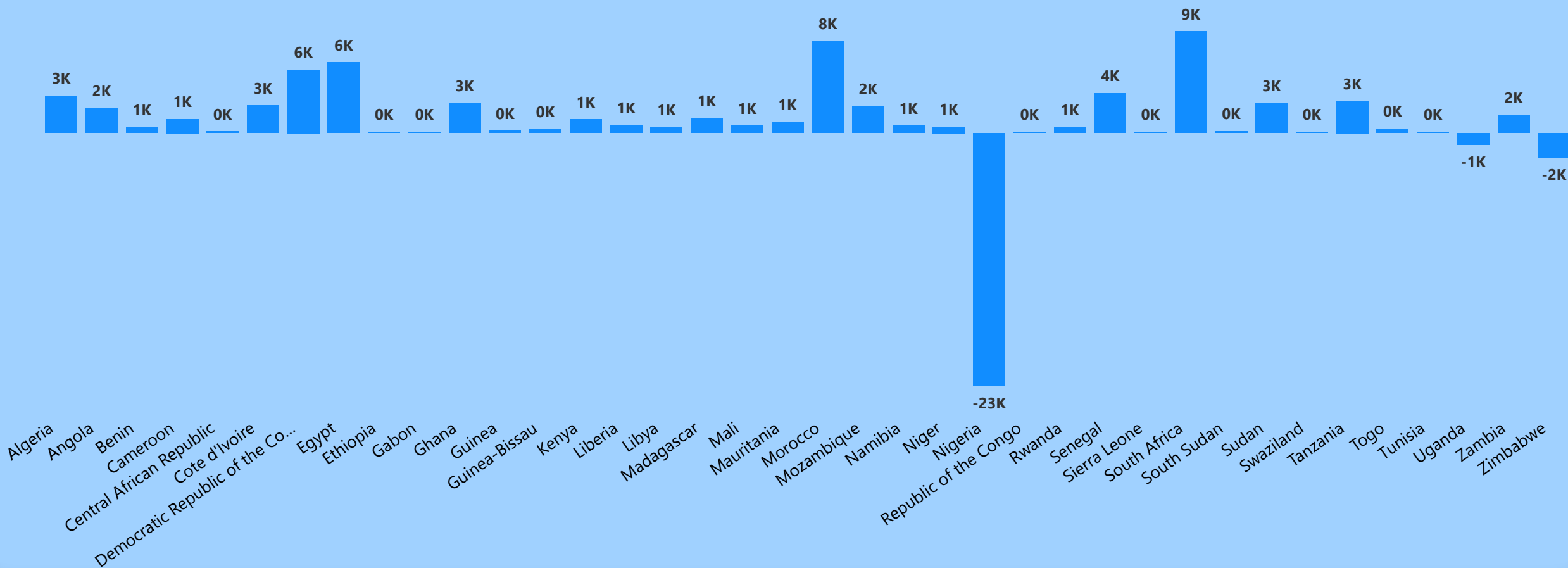
Nigeria accounted for 25.30% of Sum of Profit.

Across all 38 Country, Sum of Profit ranged from -23,285.19 to 9,363.24.

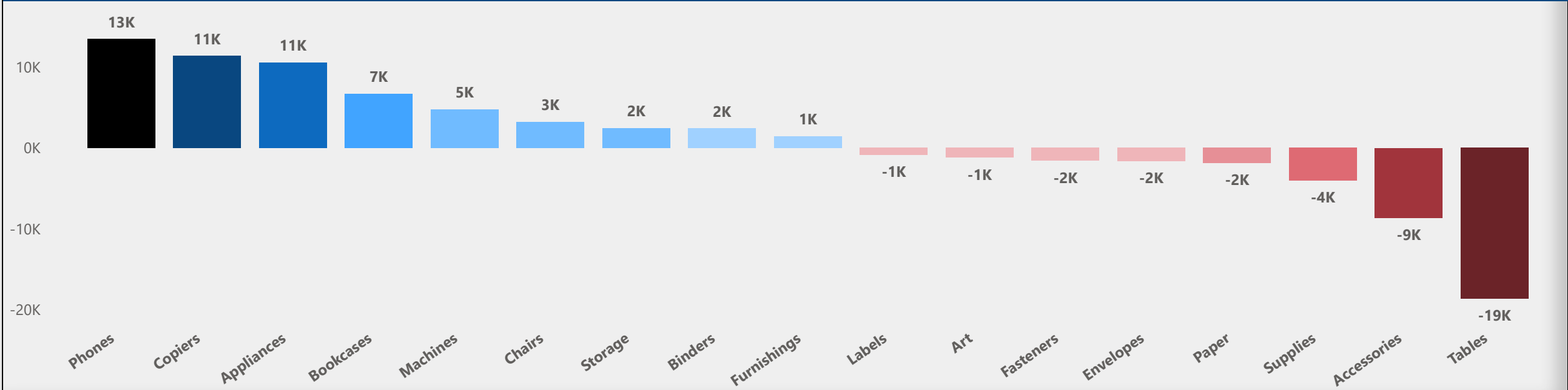
Filter by Country

All

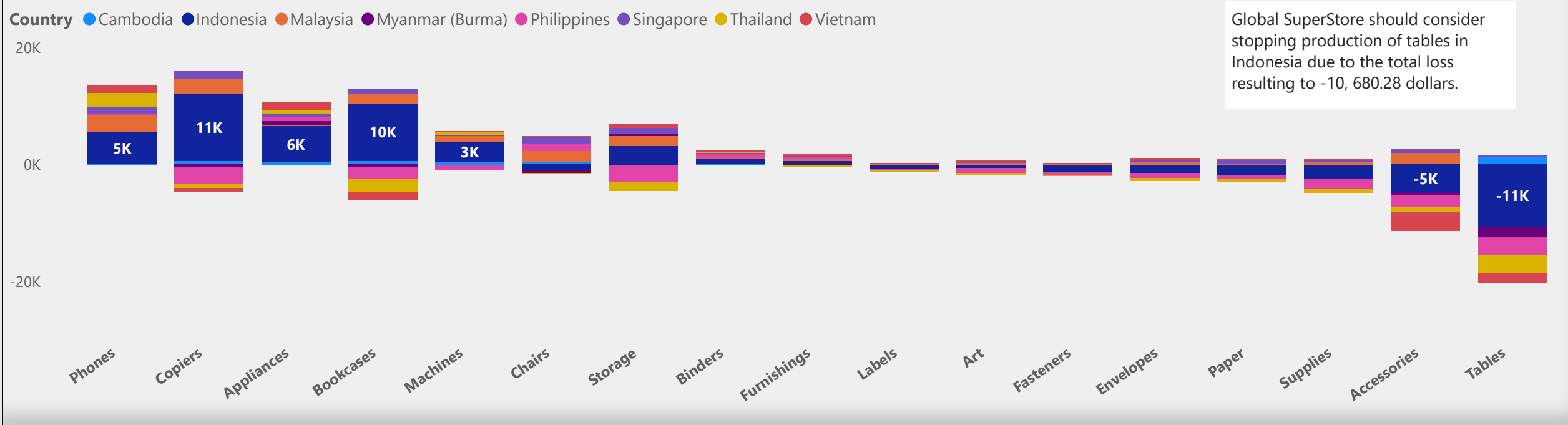
Nigeria Performance for 2014 compared to other Africa Countries



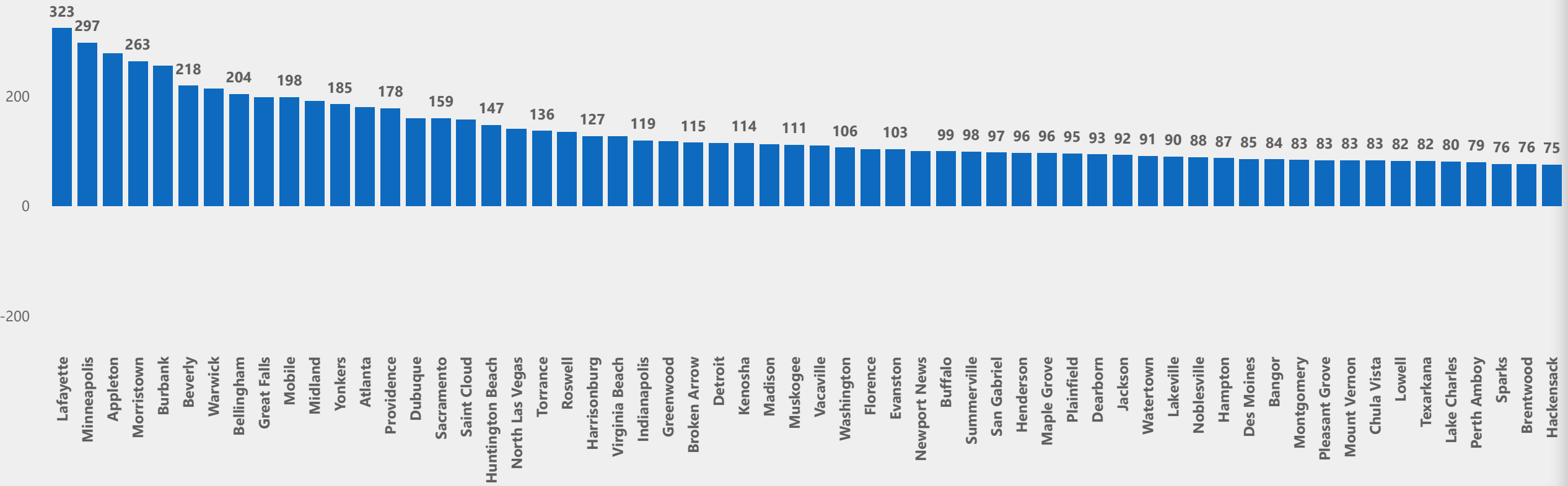
## Least profitable Sub-Category in SouthEast Asia



## Sum of Profit by Sub-Category and Country



Least profitable city in US



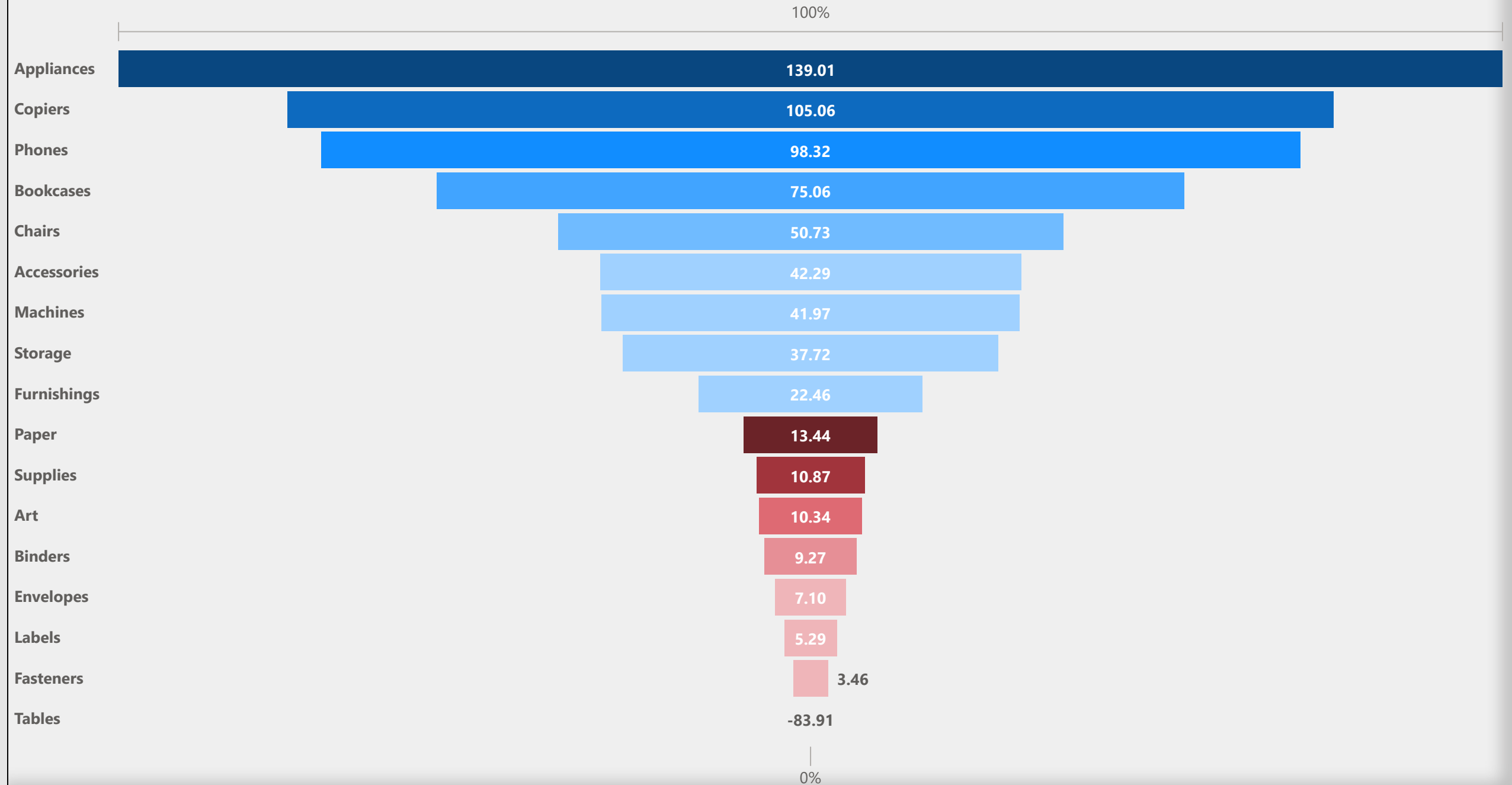
At 323.17, Lafayette had the highest Average of Profit and was 261.09% higher than Bethlehem, which had the lowest Average of Profit at -200.62.  
Across all 400 City, Average of Profit ranged from -200.62 to 323.17.

Filter by City

All

▼

## Highest profitable sub-category in Australia



Returned Customers and Segment

Customer Name	Segment
Aaron Bergman	Consumer
Adam Hart	Corporate
Adam Shillingsburg	Consumer
Adrian Barton	Consumer
Adrian Hane	Home Office
Alan Dominguez	Home Office
Alan Haines	Corporate
Alan Schoenberger	Corporate
Alan Shonely	Consumer
Alejandro Ballentine	Home Office
Alex Russell	Corporate
Alice McCarthy	Corporate
Allen Goldenen	Consumer
Amv Cox	Consumer

5 Most Valuable Customers and Purchases

Customer ID	Sum of Profit
<div><div></div>TC-20980</div>	8,787.47
<div><div></div><div><div></div>Tamara Chand</div></div>	8,787.47
<div><div></div>RB-19360</div>	8,523.95
<div><div></div><div><div></div>Raymond Buch</div></div>	8,523.95
<div><div></div>SC-20095</div>	8,106.22
<div><div></div><div><div></div>Sanjit Chand</div></div>	8,106.22
<div><div></div>BE-11335</div>	7,790.70
<div><div></div><div><div></div>Bill Eplett</div></div>	7,790.70
<div><div></div>HL-15040</div>	7,657.50
<div><div></div><div><div></div>Hunter Lopez</div></div>	7,657.50
<div><div></div>AB-10105</div>	6,912.61
<div><div></div>Total</div>	1,467,457.29