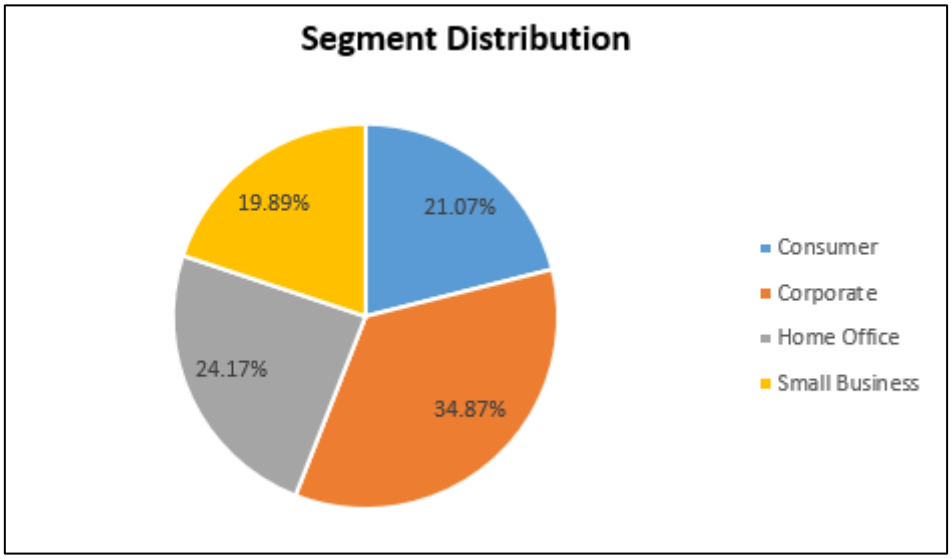
ANALYSIS RESULTS

1. Monthly Profit Trend

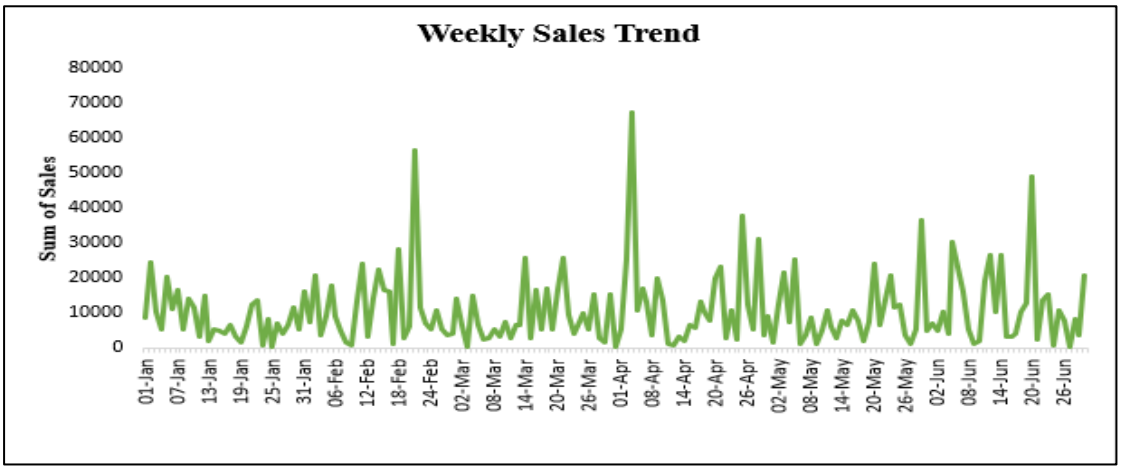
Sales was high in the Jan but still resulted in negative profit i.e. loss. Still the super store managed to work well and increase the profit exponentially by the end of Jun.

2. Segment Distribution of each product category



It is clear that Corporate Sector is our valuable customer followed by Home Office. We can offer them special discounts and can have tie ups to increase the engagement. Further, Small Business is lagging in our partnership and we can offer them new offers for more sales.

3. **Sales throughout months of a sales year.**



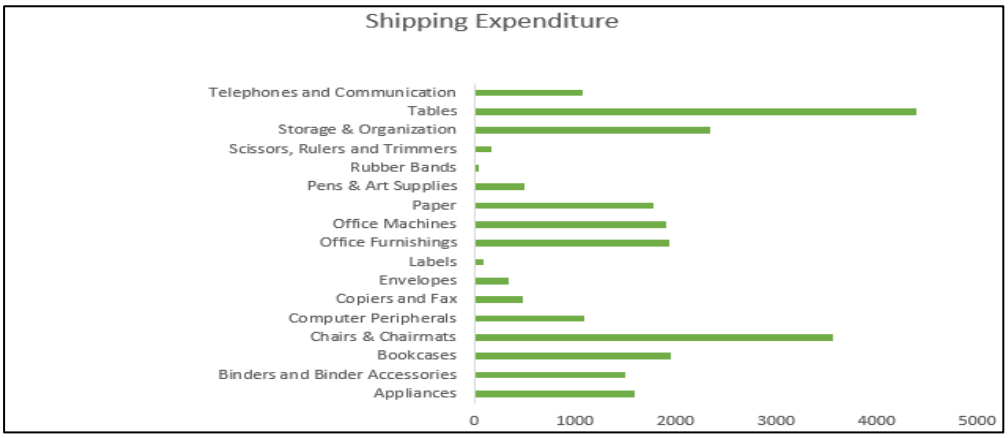
Sales were at peak once in mid Feb and again in Starting of the April followed by June End. We can create offers for other times as well to increase the sales growth.

4. **Sales and their priority**

Row Labels	Percentage Of Order Type
Critical	16.32%
High	16.65%
Low	15.85%
Medium	19.80%
Not Specified	31.38%
Grand Total	**100.00%**

We are having more of the orders without any priority followed by medium priority. We can enhance this by introducing faster services ultimately increasing the revenue.

5. Comparison of sales of each product category



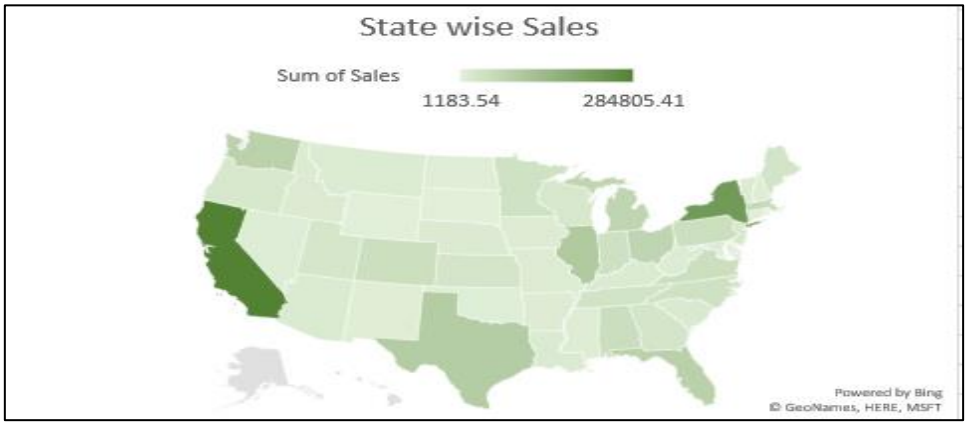
It is clear that tables are our best selling products followed by chairs and chair mats. We can work upon the one's not performing well to increase their sales also.

6. Employee Performance

Sum of Sales	Manager				
Month	Chris	Erin	Sam	William	Grand Total
⊞ Jan	59702.73	59185.16	73062.34	73048.32	264998.55
⊞ Feb	70282.44	69109.8	31754.39	154355.81	325502.44
⊞ Mar	62075.31	59137.04	77874.78	66080	265167.13
⊞ Apr	64058.38	189208.29	58285.11	72477.41	384029.19
⊞ May	79253.14	84858.81	50887.39	75231.51	290230.85
⊞ Jun	106073.62	123225.09	49464.31	72833.59	351596.61
Grand Total	441445.62	584724.19	341328.32	514026.64	1881524.77

Erin was our Best employee for this quarter with maximum sales whereas Sam lagged behind everyone with a huge margin and needs to perform well in the other half of the year.

7. Regional Sales



We performed the best in California followed by New York and Texas. We might think of opening a store in those places in future.

8. Days to Ship Products

Order Date	Ship Date	DAYS TO SHIP
07/01/2015	08/01/2015	1
13/06/2015	15/06/2015	2
15/02/2015	17/02/2015	2
12/05/2015	14/05/2015	2
12/05/2015	13/05/2015	1
12/05/2015	13/05/2015	1
12/05/2015	13/05/2015	1
08/04/2015	09/04/2015	1
28/05/2015	28/05/2015	0

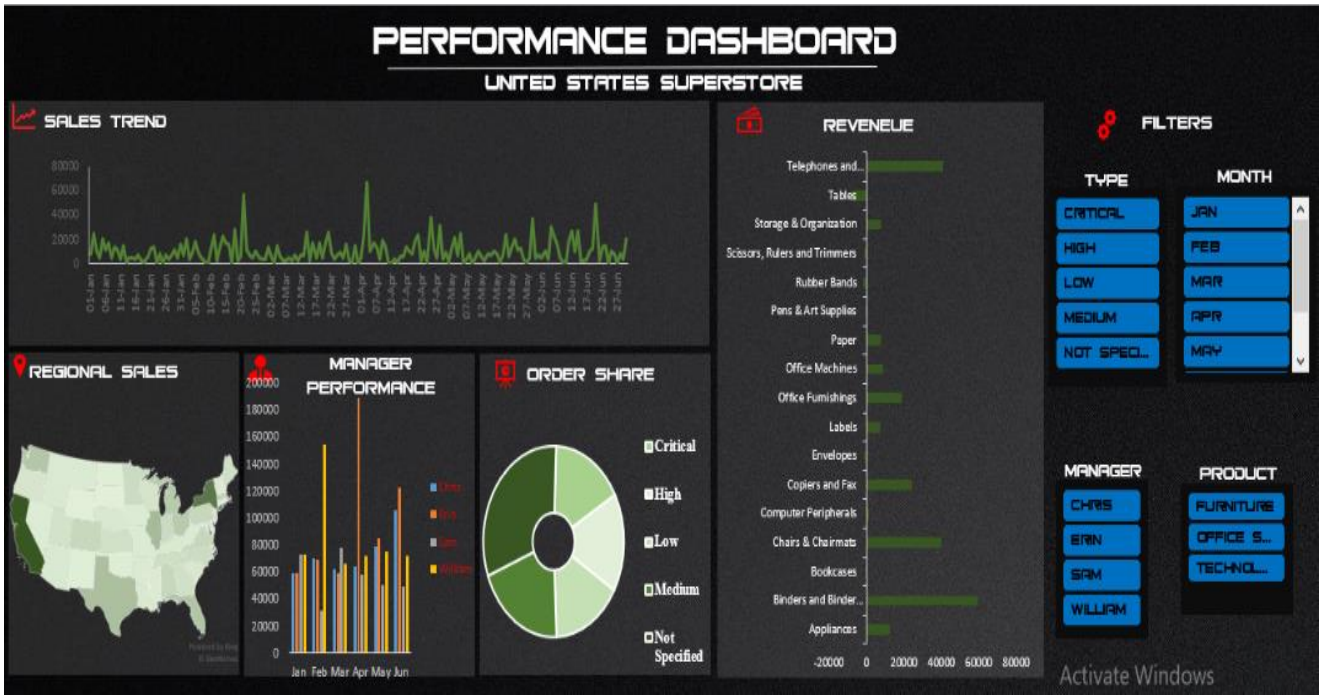
The products are shipped within 2 days of the order date according to their priority.

9. Customer ordering Trend

Customer ID	1st Purchased Date	2nd Purchase Order Date
2,391	25/05/2015	04/06/2015
210	17/01/2015	02/06/2015
2,548	04/04/2015	21/04/2015
2,668	28/03/2015	21/04/2015
2,840	19/03/2015	11/06/2015
181	21/02/2015	22/05/2015
1,683	14/02/2015	14/03/2015
2,797	10/01/2015	21/01/2015
1,341	10/02/2015	06/06/2015
92	17/05/2015	07/06/2015
1,026	07/02/2015	29/05/2015
3,230	21/01/2015	13/06/2015
898	12/01/2015	27/01/2015
1,671	09/02/2015	12/05/2015
1,416	06/05/2015	25/06/2015

It can be seen that the frequency of Customer is quite low and needs to be improved in order to maintain a good profit and growth of the Super Store.

FINAL DASHBOARD


PERFORMANCE DASHBOARD
UNITED STATES SUPERSTORE
SALES TREND
REVENUE
FILTERS
TYPE
MONTH
CRITICAL
HIGH
LOW
MEDIUM
NOT SPECI...
JAN
FEB
MAR
APR
MAY
REGIONAL SALES
MANAGER PERFORMANCE
ORDER SHARE
Critical
High
Low
Medium
Not Specified
Telephones and...
Tables
Storage & Organization
Scissors, Rulers and Trimmers
Rubber Bands
Pens & Art Supplies
Paper
Office Machines
Office Furnishings
Labels
Envelopes
Copiers and Fax
Computer Peripherals
Chairs & Chairmats
Bookcases
Binders and Binder...
Appliances
MANAGER
CHRIS
ERIN
SAM
WILLIAM
PRODUCT
FURNITURE
OFFICE S...
TECHNO...
Activate Windows