

year

Select all

2014

2015

2016

2017

Region

Select all

Central

East

South

West

At \$3,52,461.07,  
November had  
the highest  
Sales and was  
489.88% higher

Key Insights



Superstore Sales & Insights Dashboard

Analyzing Sales, Profitability, and Customer Trends (2014–2017)

Total Sales

\$2.3M

Total Profit

\$286.4K

Orders

37873

Profit Margin

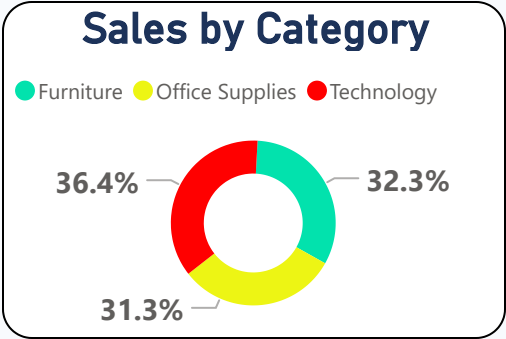
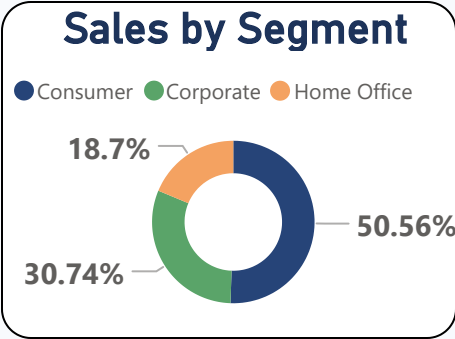
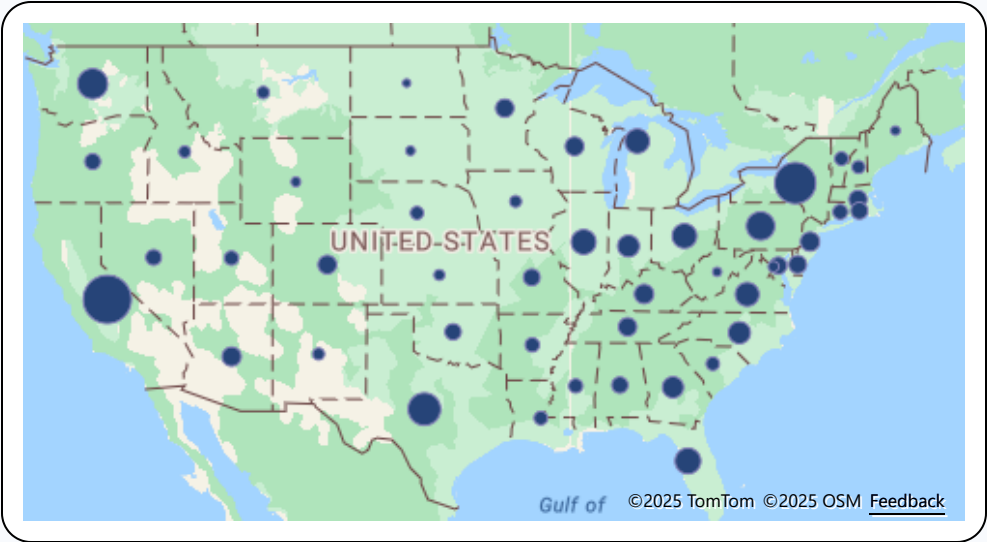
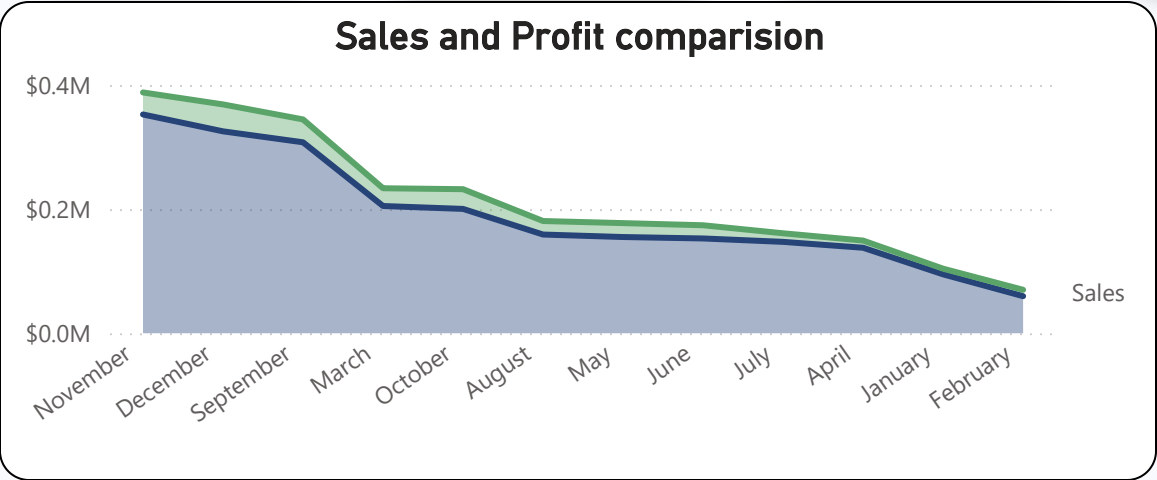
12.47%

Avg Order Value

\$229.9

Avg Delivery Day

4



Year

☐ 20...

☐ 20...

☐ 20...

☐ 20...

Region

☐ Cent...

☐ East

☐ South

☐ West

At \$3,52,461.07, **November** had the highest Sales and was 489.88% higher than **February**, which had the lowest Sales at \$59,751.25.

Sales and total Profit are positively correlated with each other.

**November** accounted for 15.34% of Sales.

Total Customers and



Customer Analysis

Top Category

Technology

lowest segment by profit

Consumer

Total Customer

793

Avg Order Value

\$229.9

Customer Lifetime Value

\$2.9K

Avg Profit Per Customer

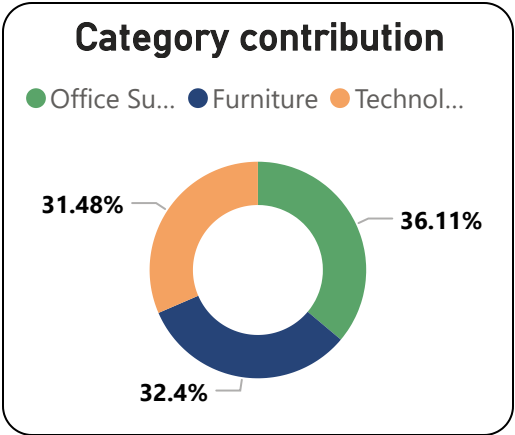
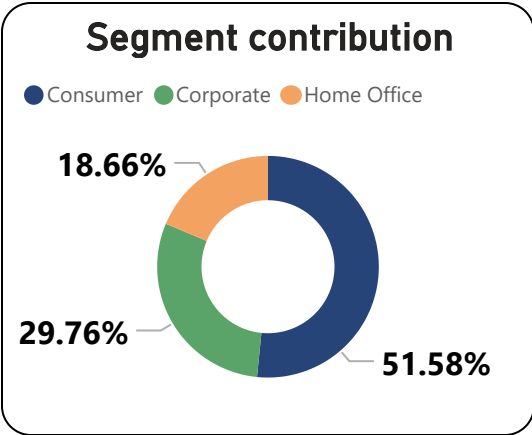
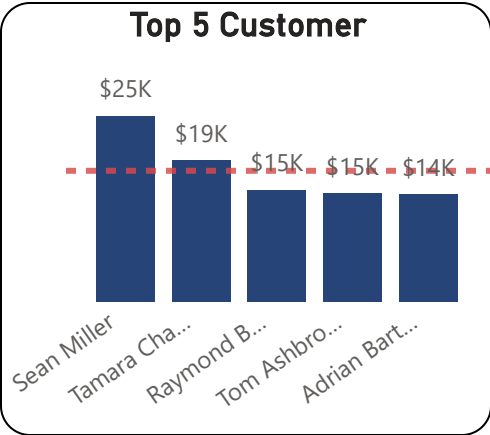
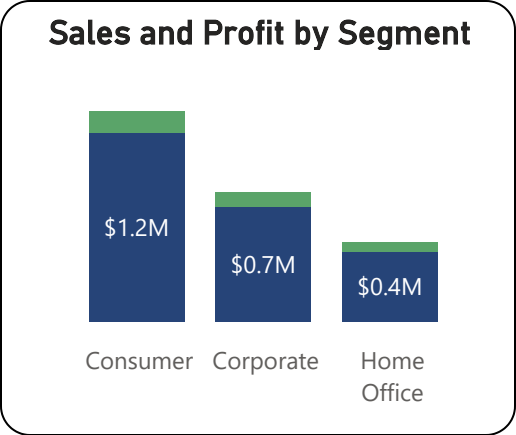
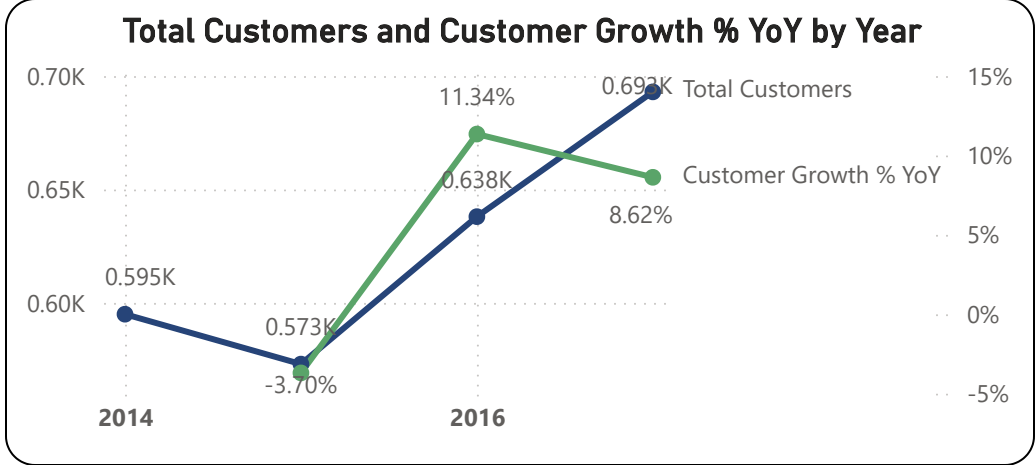
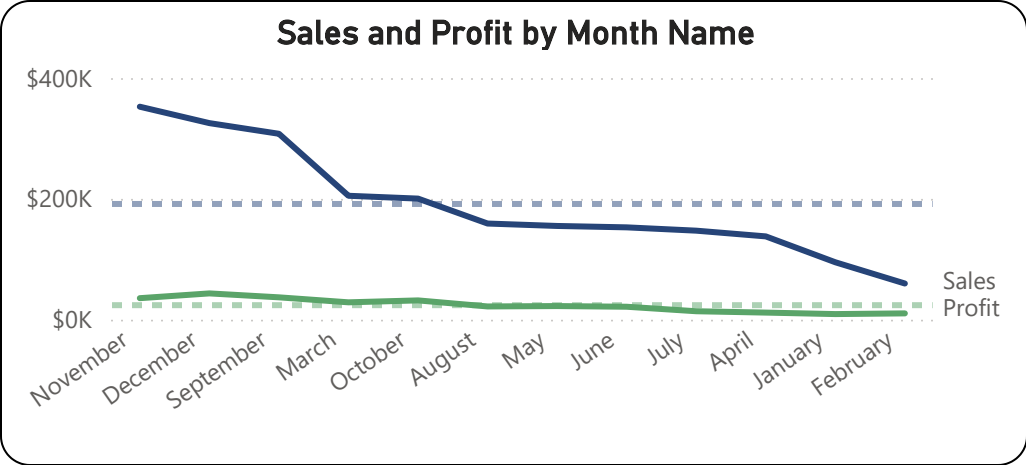
\$361

Return customer

99%

Churn rate%

1%



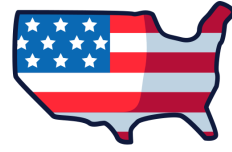
### Sales by Region

West

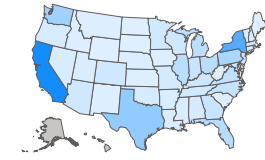
East

Central

South



# State Analysis



### year

2017

2016

2014

2015

### Total Sales



\$2.3M

### Total Profit



\$286.4K

### Orders



37873

### Profit Margin



12.47%

### Avg Order Value



\$229.9

### Region, State

All

### Segment

☐ Consumer

☐ Corporate

☐ Home Office

State	Sales	Profit	profit_margin%
Alabama	\$19,510.64	\$5,786.83	29.66%
Arizona	\$35,282.00	(\$3,427.92)	-9.72%
Arkansas	\$11,678.13	\$4,008.69	34.33%
California	\$4,57,687.63	\$76,381.39	16.69%
Colorado	\$32,108.12	(\$6,527.86)	-20.33%
Connecticut	\$13,384.36	\$3,511.49	26.24%
Delaware	\$27,451.07	\$9,977.37	36.35%
District of Columbia	\$2,865.02	\$1,059.59	36.98%
Florida	\$89,473.71	(\$3,399.30)	-3.80%
Georgia	\$19,095.84	\$16,250.04	85.10%
Total	\$22,97,200.86	\$2,86,397.02	12.47%

### Top Product

Cisco TelePresence System EX90 Videoconferencing Unit

### Top State

Florida

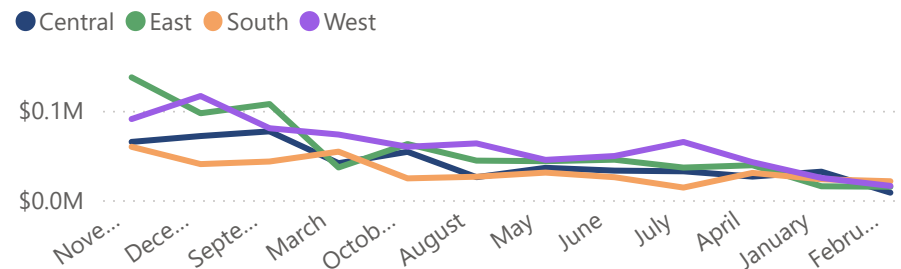
### Category

Technology	\$99K
Office Supplies	\$96K
Furniture	\$32K

West had the highest total Sales at \$7,25,457.82, followed by East, Central, and South.

November in Region East made up 5.08% of Sales

### Sales Trend



### Top 5 state by profit

California	\$76K
New York	\$74K
Washington	\$33K



# Category & Sub category

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Central

East

South

West

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Monthly Sales

**\$83.83K**

Previous Month: 118.45K (-29.23%)

Monthly profit

**\$8.48K**

Previous Month: 9.69K (-12.45%)

Discount Effectiveness

**12.48%**

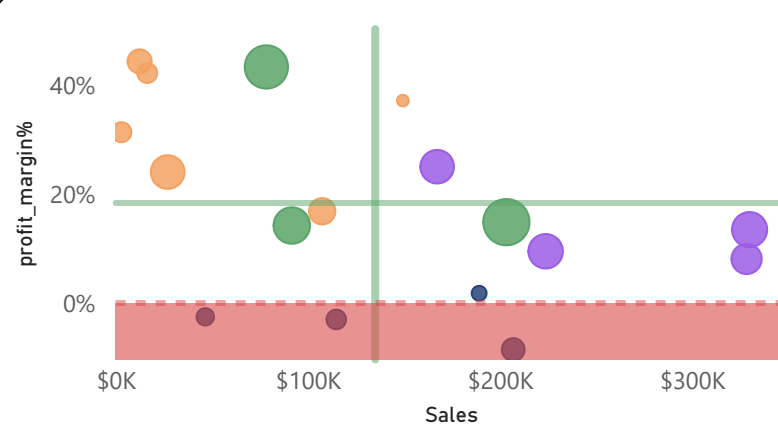
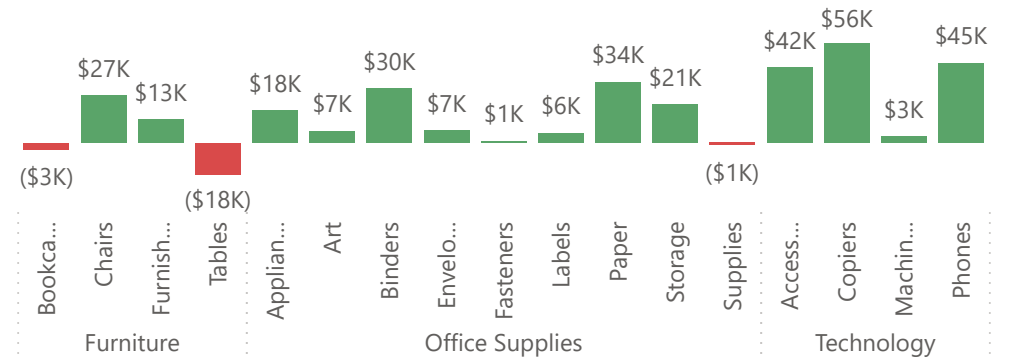
Every \$1 dicount bring profit

Top Sub-category

**Copiers**

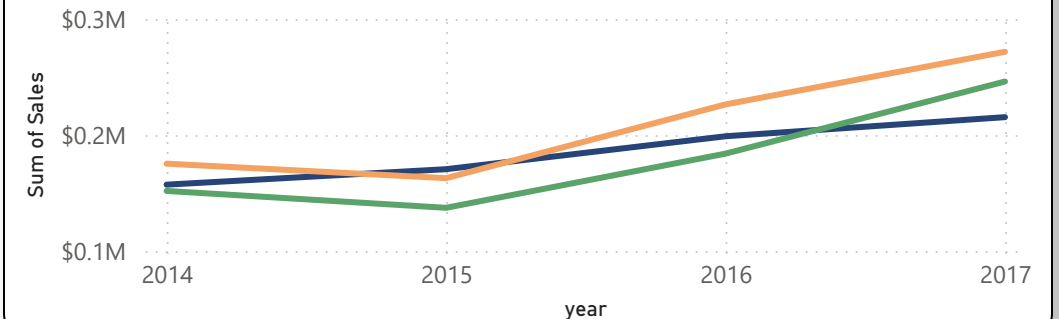
Sub-Category	Sales	Profit	prodit_margin
Accessories	\$1,67,380.32	\$41,936.64	25.05%
Appliances	\$1,07,532.16	\$18,138.01	16.87%
Art	\$27,118.79	\$6,527.79	24.07%
Binders	\$2,03,412.73	\$30,221.76	14.86%
Bookcases	\$1,14,880.00	(\$3,472.56)	-3.02%
Chairs	\$3,28,449.10	\$26,590.17	8.10%
Copiers	\$1,49,528.03	\$55,617.82	37.20%
Envelopes	\$16,476.40	\$6,964.18	42.27%
Fasteners	\$2,071.28	\$919.52	31.10%
<b>Total</b>	<b>\$22,97,200.86</b>	<b>\$2,86,397.02</b>	<b>12.47%</b>

Profit by Category and Sub-Category



Yearly Sale

Category ● Furniture ● Office Supplies ● Technology





# Product Performance Analysis

## Category

- > ☐ Furniture
- > ☐ Office Supplies
- > ☐ Technology

## Sales by Region

West East  
Central South

## year

2017 2016  
2014 2015

The most recent Sum of Sales anomaly was on **Friday, October 13, 2017**, when Binders had a high of **\$5,083.96**.

Sum of Sales for Chairs

Total product  
**1,850**

Total sales  
**2.30M**

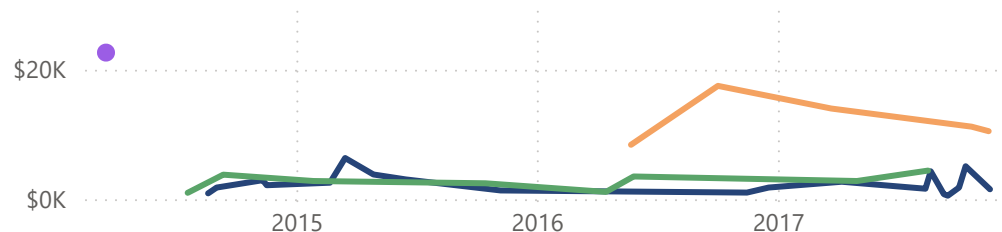
Profit Margin  
**12.47%**

Profit Per Unit  
**\$28.66**

Negative profit %  
**16.06%**

## Sales trend

Sub-Category ● Binders ● Chairs ● Copiers ● Machines

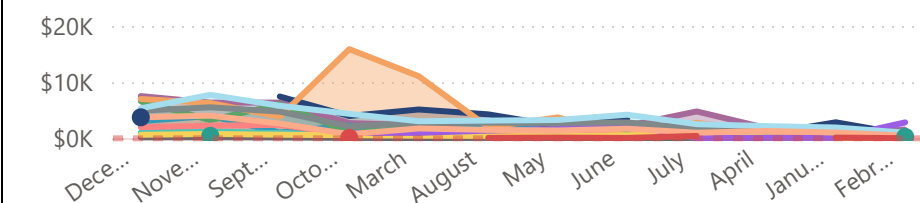


## Top Product

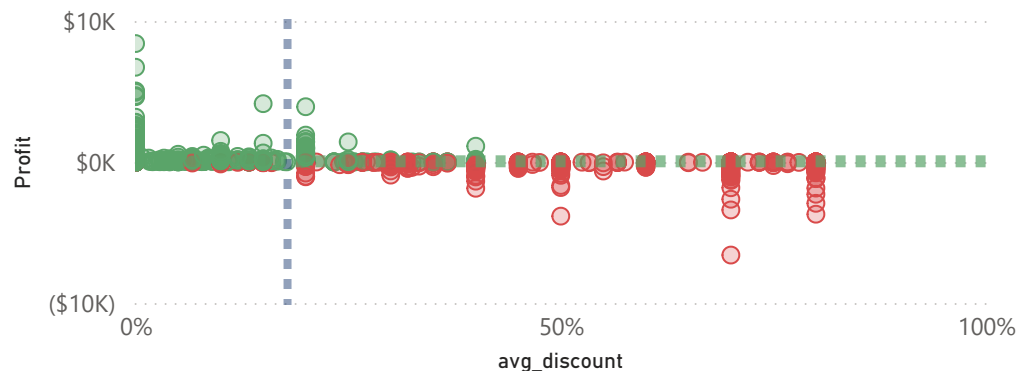
Cisco TelePresence System EX90 Videoconferencing Unit

## Positive Profit Trend

Sub-Category ● Accessories ● Appliances ● Art ● Binders ● Bookcases

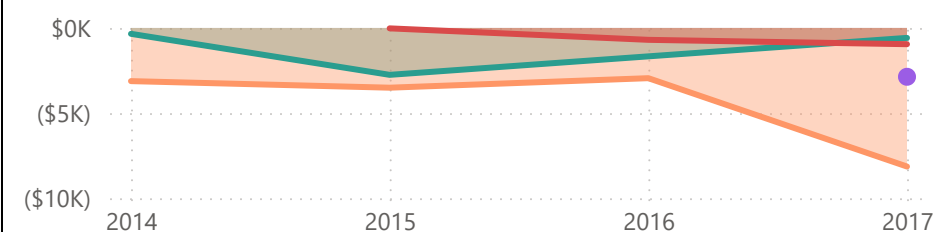


## Products with High Discounts but Low Profit



## Negative Profit Trend

Sub-Category ● Bookcases ● Machines ● Supplies ● Tables





# What-If Analysis

Discount

2%

Return Rate%

0

Monthly Sales

**82.15K!**

Actual Sales: \$83.83K (-2%)

Monthly Profit

**8.31K!**

Actual profit: \$8.48K (-2%)

Monthly Profit

**10.12%**

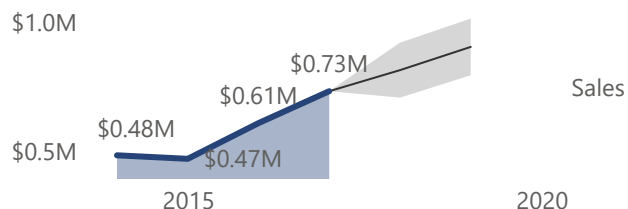
Actual profit: 10.12% (+0%)

Adjusted discount

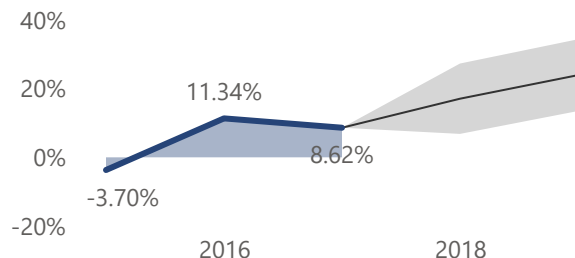
**2.00%!**

Actual discount: 14.66%  
(-86.36%)

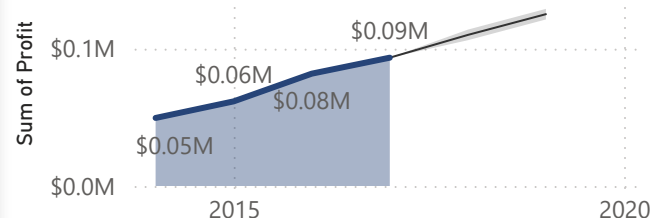
## Sales Trend and Forecast



## Customer Growth %Forecast



## Profit Trend and Forecast



At **\$7,33,215.26**, 2017 had the highest Sales and was **55.83%** higher than 2015, which had the lowest Sales at **\$4,70,532.51**.

2017 had the highest Sales at **\$7,33,215.26**, followed by 2016, 2014, and 2015.

2017 accounted for **31.92%** of Sales.

Across all 4 year, Sales ranged from **\$4,70,532.51** to **\$7,33,215.26**.

Adjusted Sales started trending up on Saturday, July 1, 2017,

Martics name

Actual

Adjusted

Total Sales

22,97,200.86 22,51,256.84

Total Profit

2,86,397.02 2,80,669.08

Return Loss

0.00

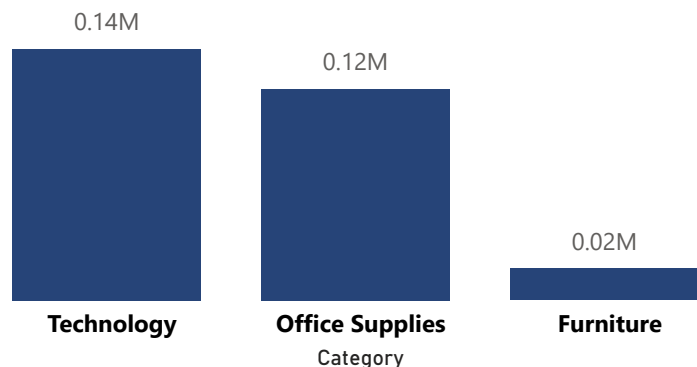
Profit Margin %

0.12 0.12

Average Discount

0.16 0.02

## Adjusted profit by Category



# Key Questions Answered – Insight Section

## 1. Who are our top customers?

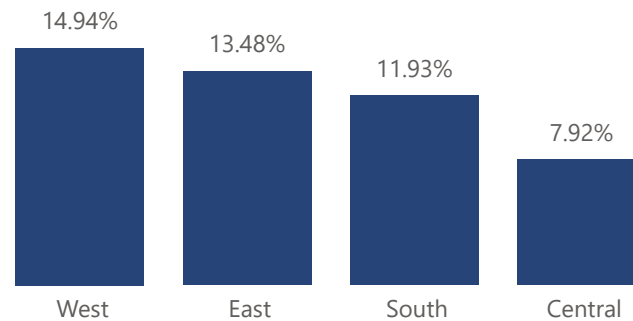
"The top customer is **Temara chand** with total sales of **\$19,052** and a profit of **\$8981**

Customer Name	Sales	Profit
Tamara Chand	\$19,052.22	\$8,981.32
Raymond Buch	\$15,117.34	\$6,976.10
Adrian Barton	\$14,473.57	\$5,444.81
Tom Ashbrook	\$14,595.62	\$4,703.79
Sean Miller	\$25,043.05	(\$1,980.74)

## 2. Which region has the lowest profit margin?

"The **Central region** has the lowest profit margin at **7.92%**, compared to **West (14.9%)**,

Profit margin by region



## 3. Which products have high sales but low profit?

"**Machines** and **Tables** drive high sales but low profits due to **aggressive discounting.**"

Category ● Furniture ● Office Supplies ● Technology

