



# Overview Dashboard



Overview

Logistics Performance

Product & Customer Insights

38K

Total Quantity

2.01M

Total COGS

458.63

Average Order Value

793

Total Customers

781

Repeat Customer

12.46%

Profit Margin

3.96

Average Processing Days

Total Sales

2.30M

Year to Date: 733.24K

Last Year YTD: 609.22K

Difference: 124,015.3 (20%▲)

Total Profit

286K

Year to Date: 93K

Last Year YTD: 82K

Difference: 11,641.0 (14%▲)

Total Orders

5009

Year to Date: 1687

Last Year YTD: 1315

Difference: 372.0 (28%▲)

Order Date

1/3/2017

12/30/2020

Ship Date

1/7/2017

1/5/2021

Region

All

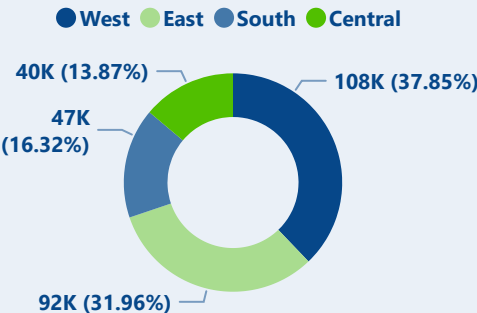
Category

All

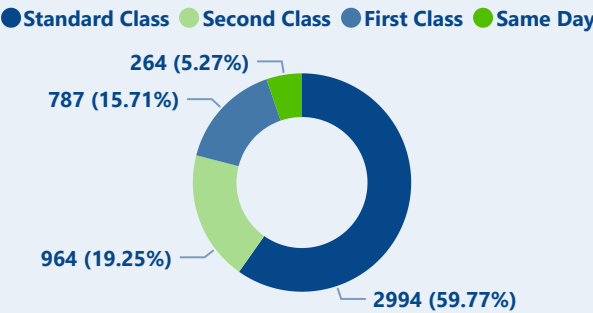
Segment

All

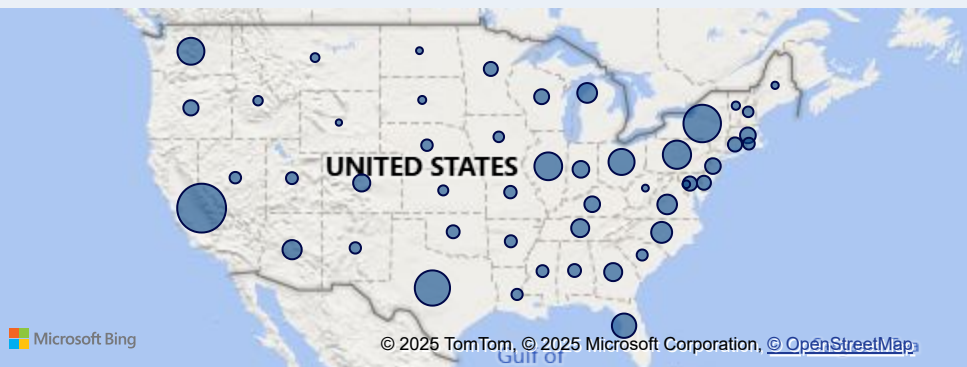
Total Profit by Region



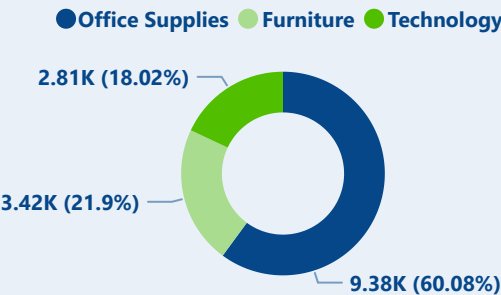
Total Orders by Ship Mode



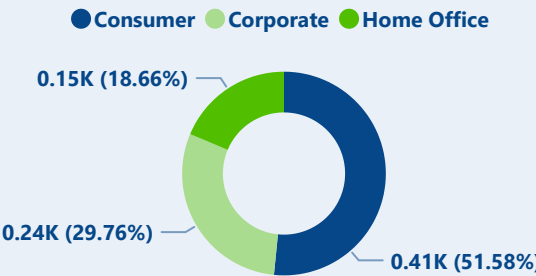
Total Orders by State



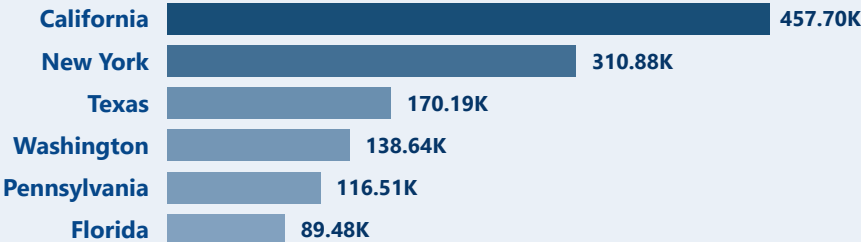
Total Quantity by Category



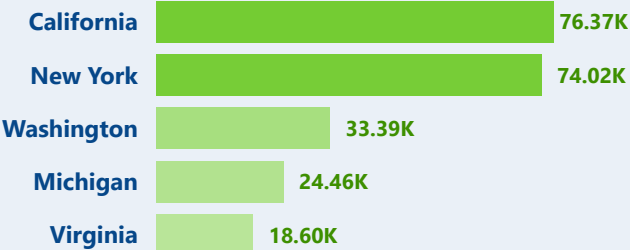
Total Customers by Segment



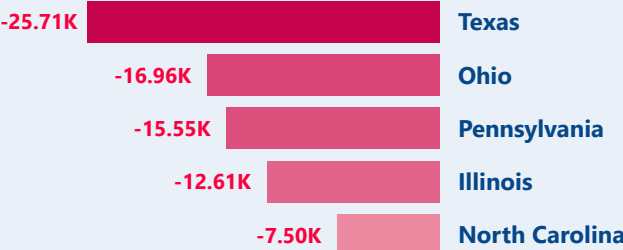
Total Sales by State



Top 5 Total Profit by State



Bottom 5 Total Profit by State



Total Sales by Month





# Logistics Performance



Overview

Logistics Performance

Product & Customer Insights

First Class

2.50

Average Processing Days

Second Class

3.00

Average Processing Days

Standard Class

5.50

Average Processing Days

Central

South

East

West

Order Date

1/3/2017

12/30/2020

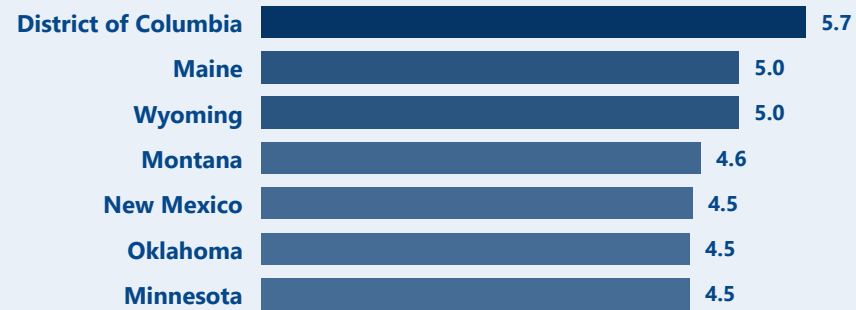
Ship Date

1/7/2017

1/5/2021

State

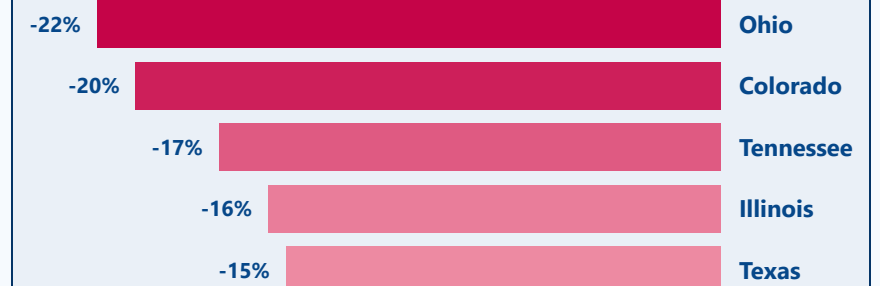
## Average Processing Days by State



## Top 5 Profit Margin by State



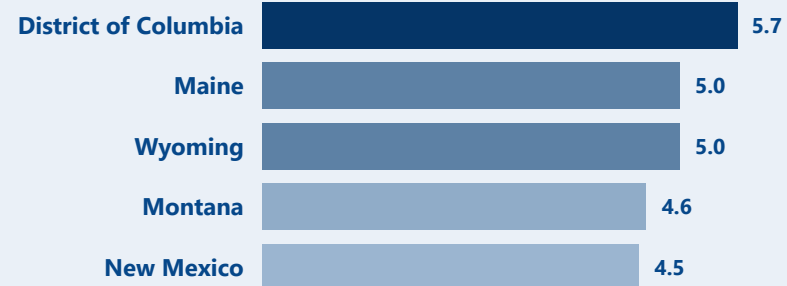
## Bottom 5 Profit Margin by State



## Top 5 Fastest Processing Days by State



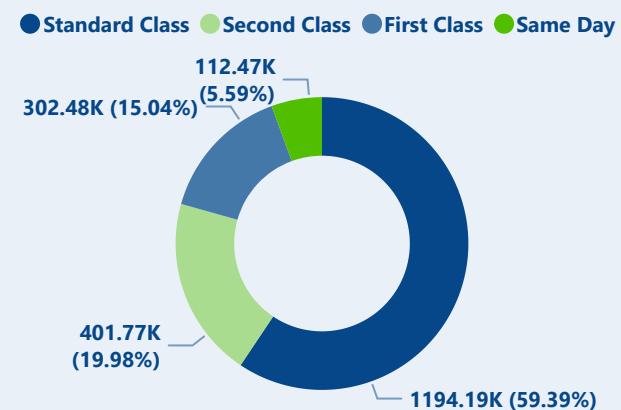
## Top 5 Slowest Processing Days by State



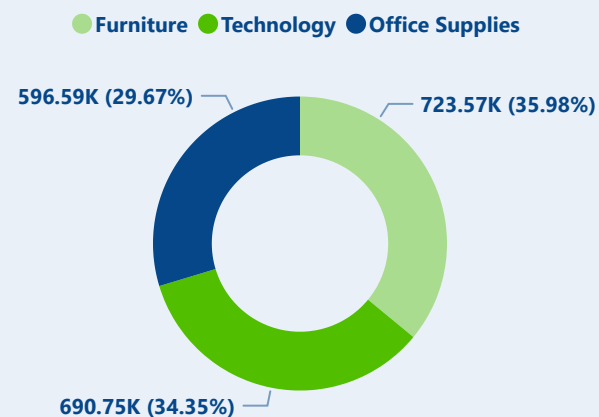
## Total COGS by Month



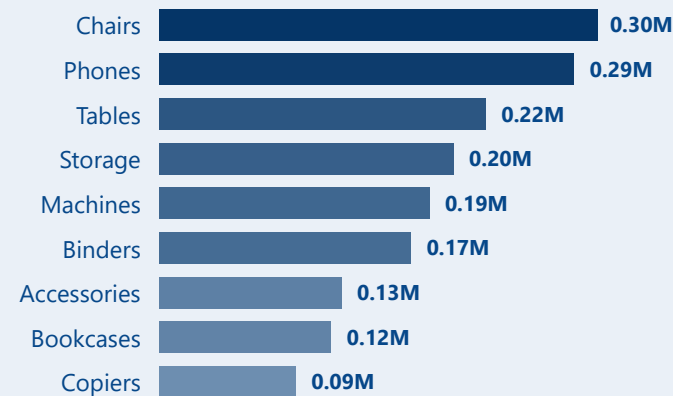
## Total COGS by Ship Mode



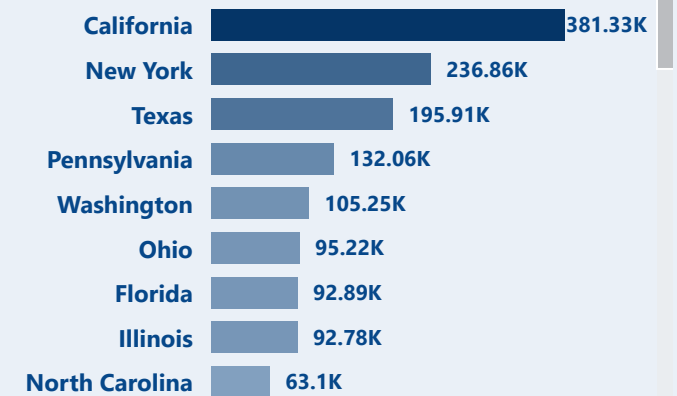
## Total COGS by Category



## Total COGS by Sub-Category



## Total COGS by State





# Product & Customer Insights



Overview

Logistics Performance

Product & Customer Insights

The Best Selling Product

Staples

The Most Repeated Customer

Emily Phan

Avg. Sales per Customer

2.90K

Year

2017

2018

2019

2020

Segment

Consumer

Corporate

Home Office

Region

Central

East

South

West

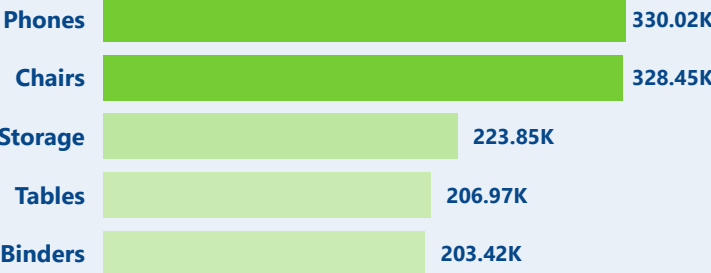
Category

Furniture

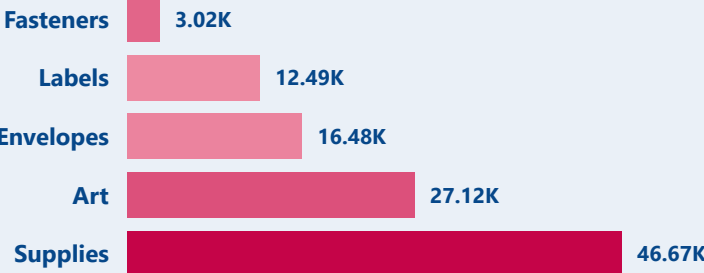
Office Supplies

Technology

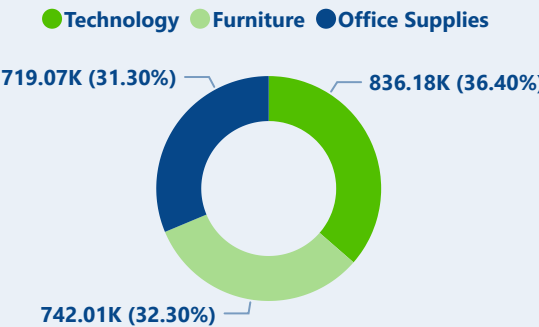
Top 5 Total Sales by Sub-Category



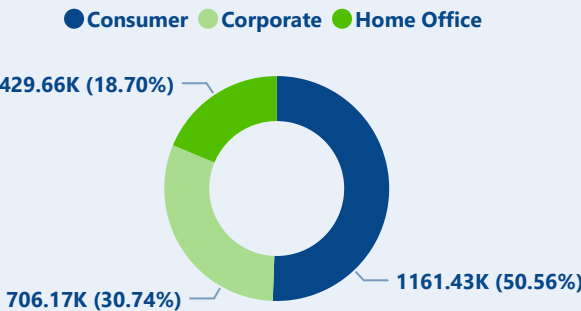
Bottom 5 Total Sales by Sub-Category



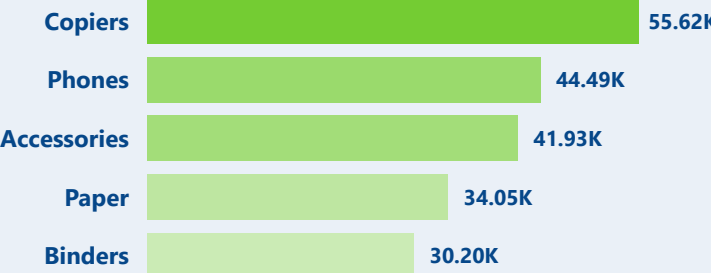
Total Sales by Category



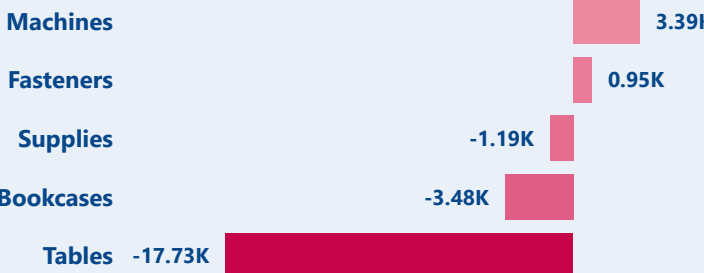
Total Sales by Segment



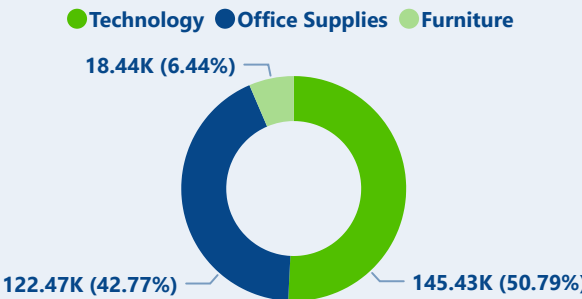
Top 5 Total Profit by Sub-Category



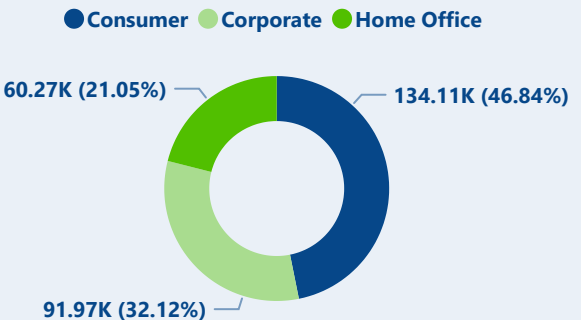
Bottom 5 Total Sales by Sub-Category



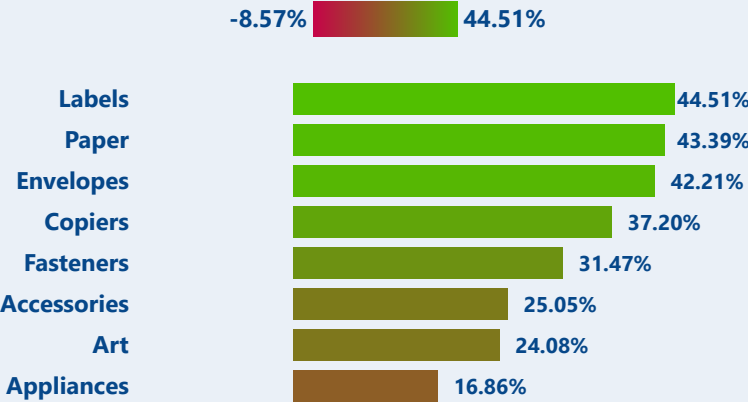
Total Profit by Category



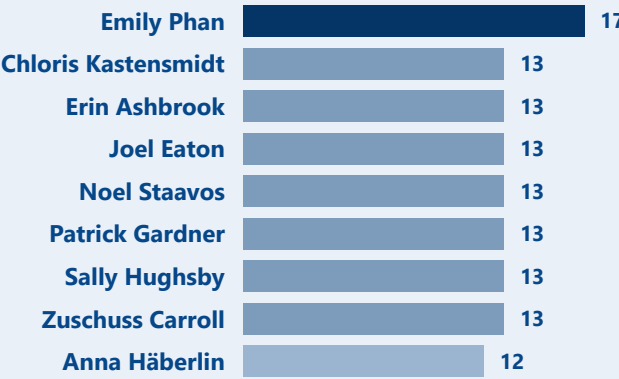
Total Profit by Segment



Profit Margin by Sub-Category



Top 10 Repeated Customers



Year

Total Profit by Year

