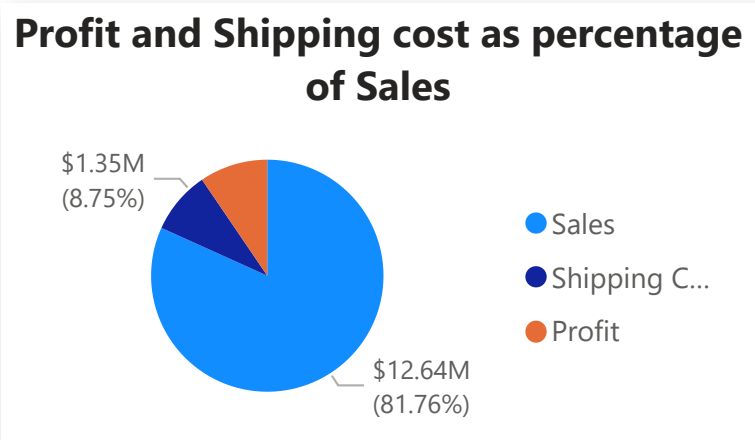
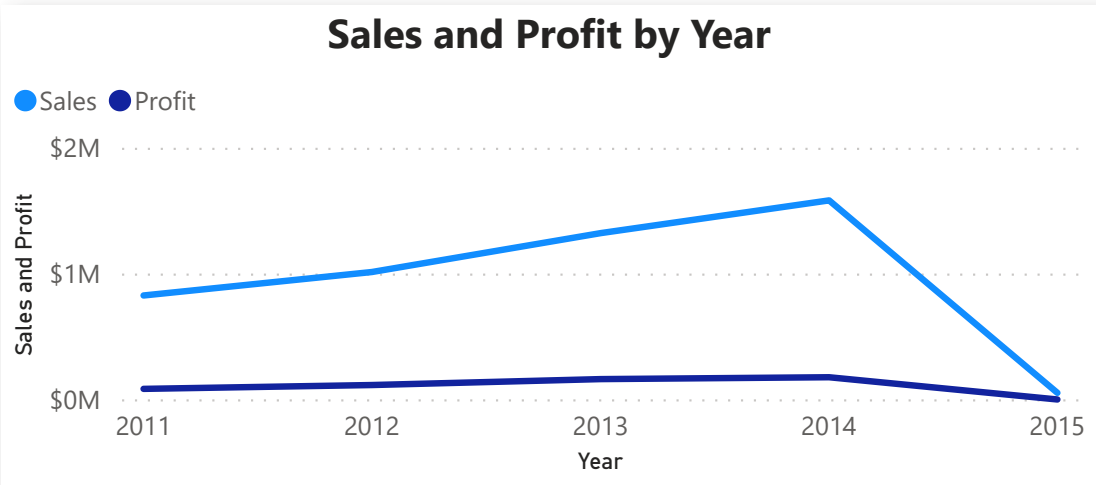


2011 TO 2015 SUPERSTORE KPI OVERVIEW

SALES	PROFIT	SHIPPING COST	COUNTRIES SERVED
\$12.64M	\$1.47M	\$1.35M	147



TOTAL CUSTOMERS

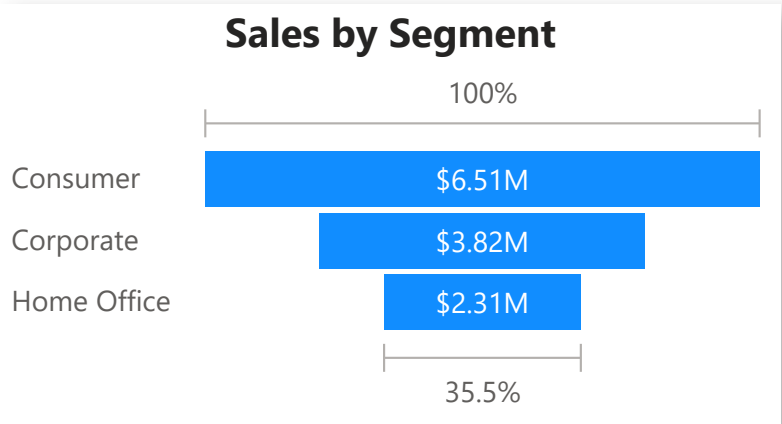
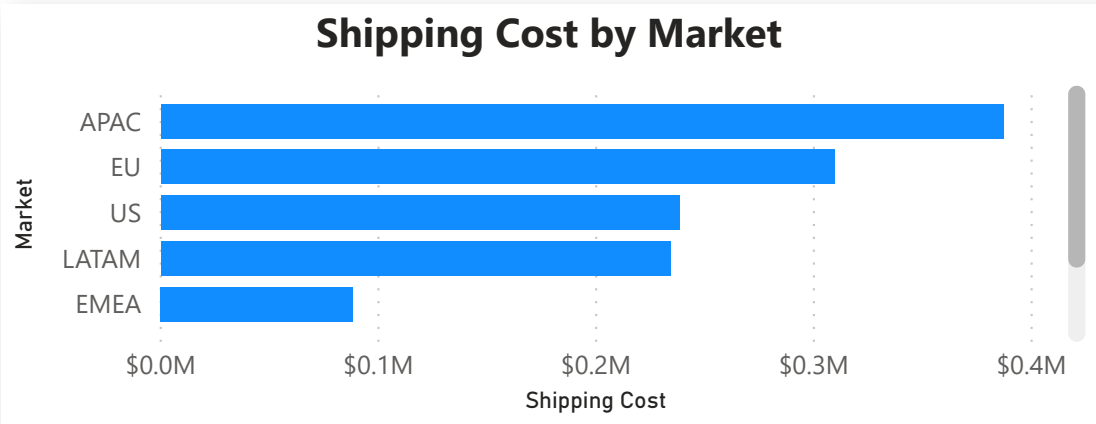
1590

MAJOR PRODUCT LINES

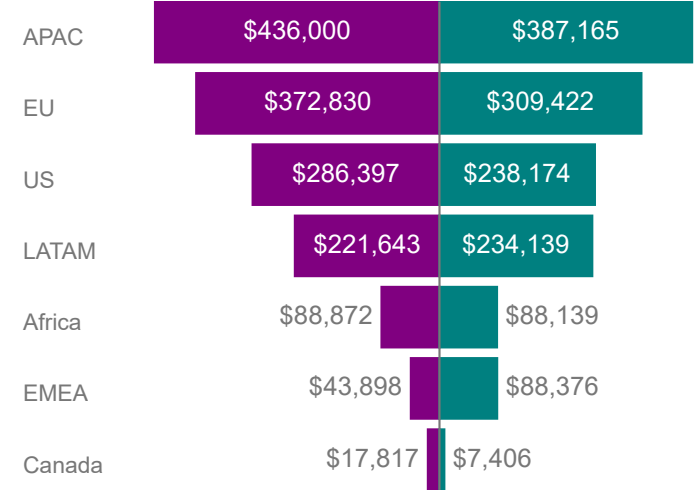
17

TOTAL ORDERS MADE

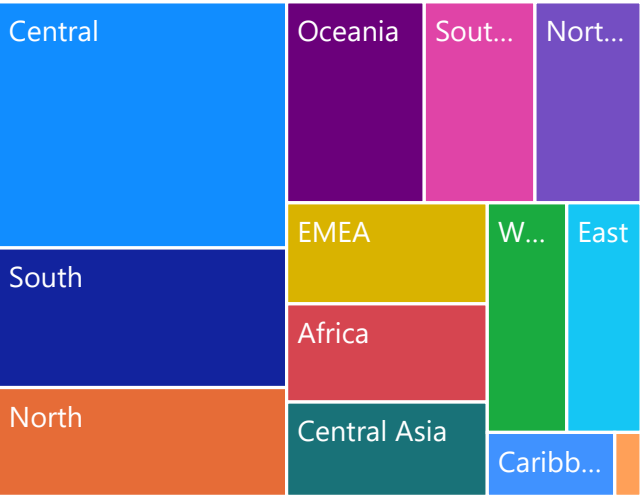
25K



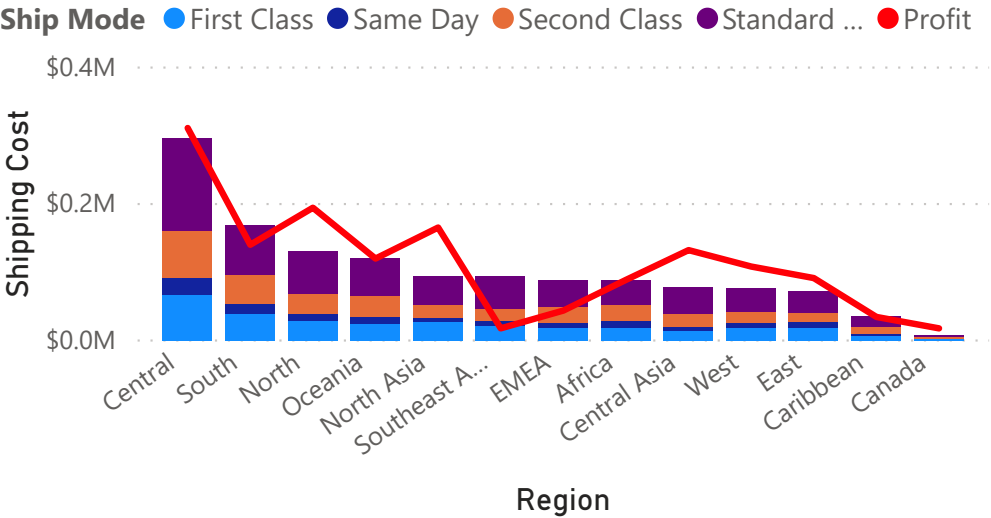
Profit and Shipping Cost by Market



Sales by Region



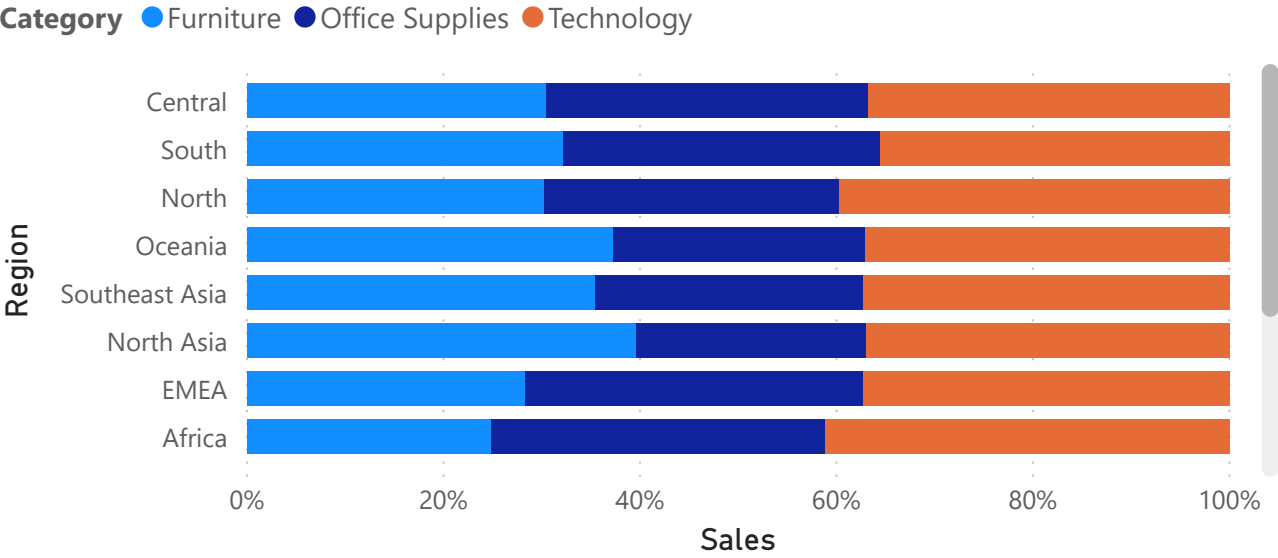
Shipping Cost and Profit by Region and Ship Mode



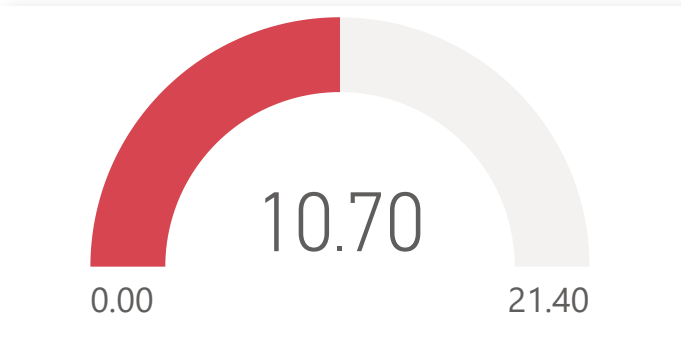
Sales by State



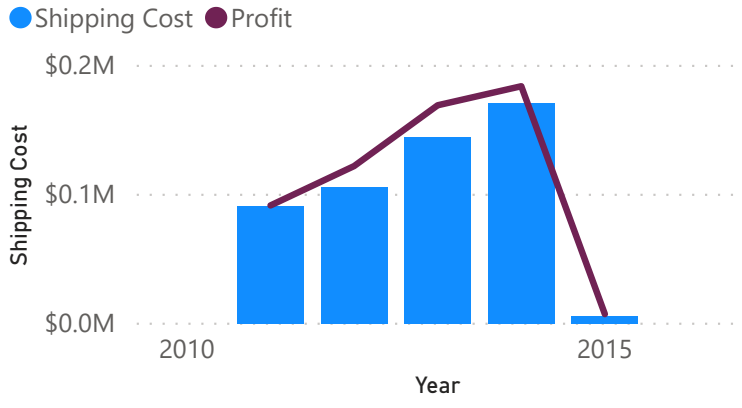
Regional Product-Category Sales Comparison



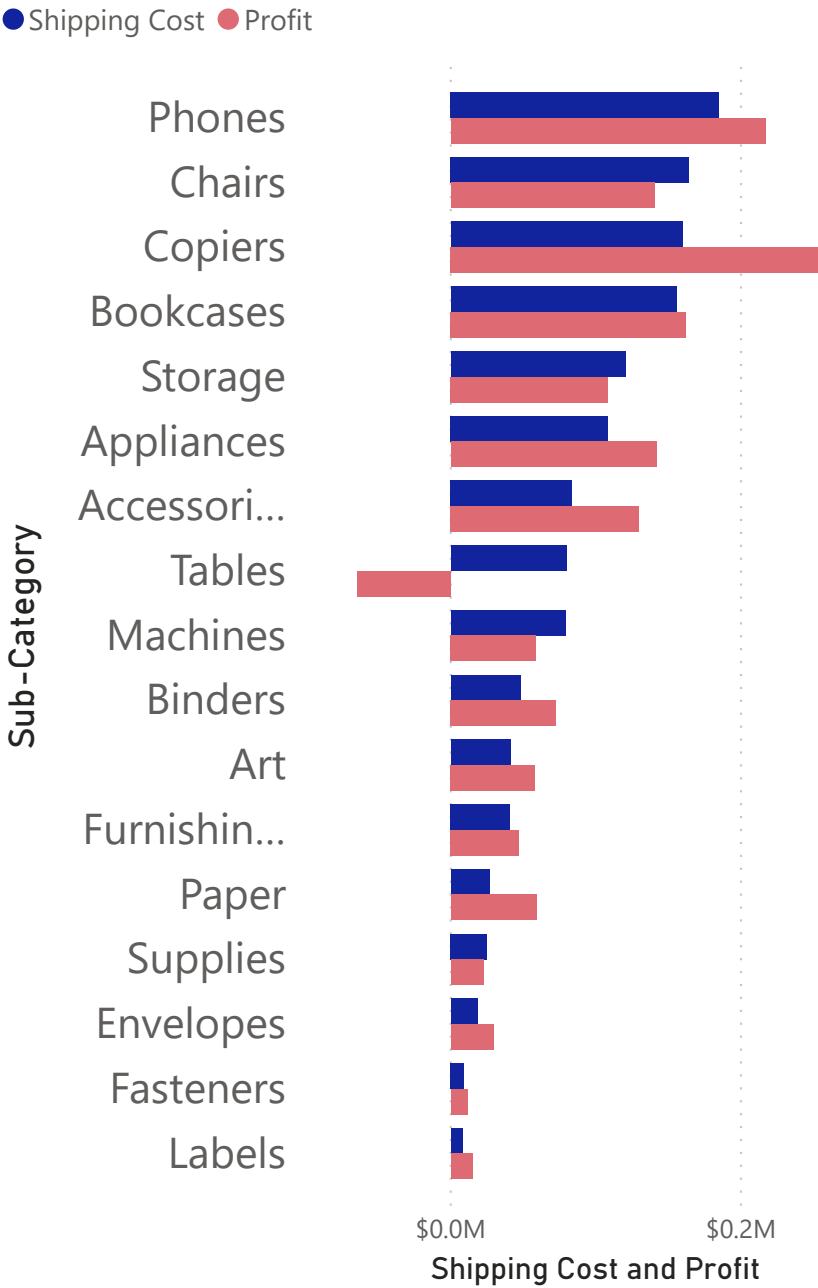
Shipping cost as percentage of total Sales



Shipping Cost and Profit by Year



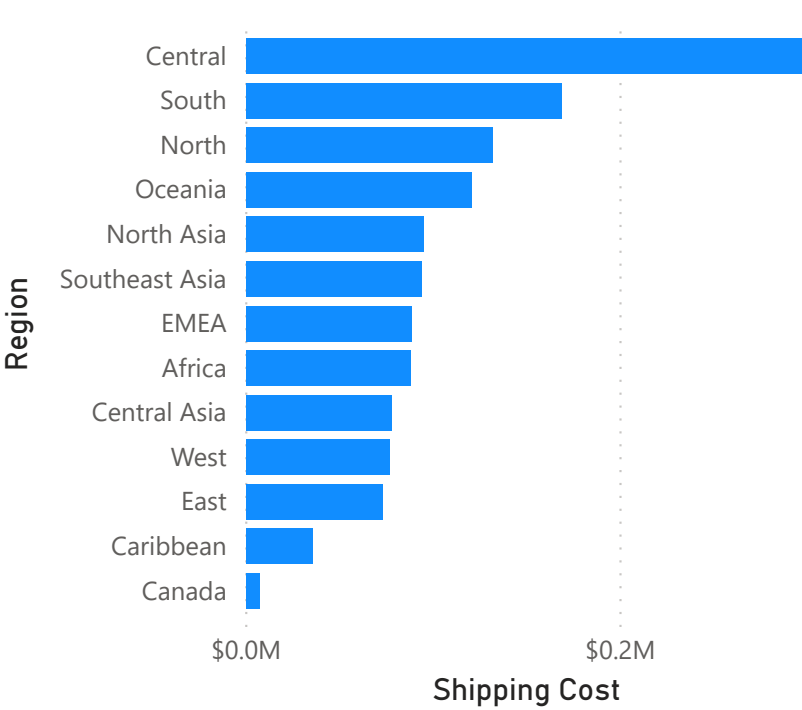
Shipping Cost and Profit by Sub-Category

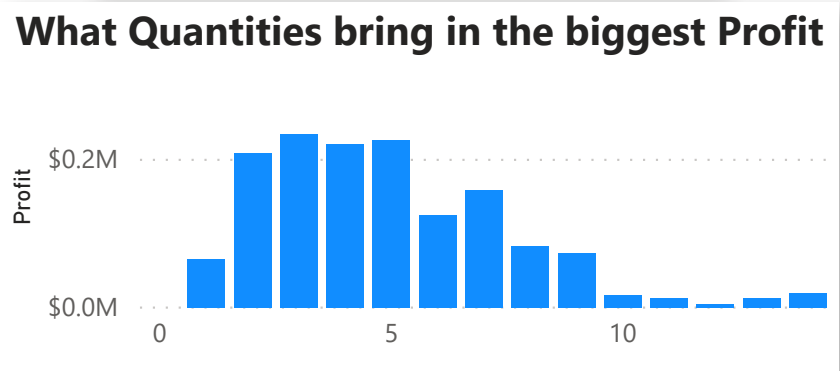
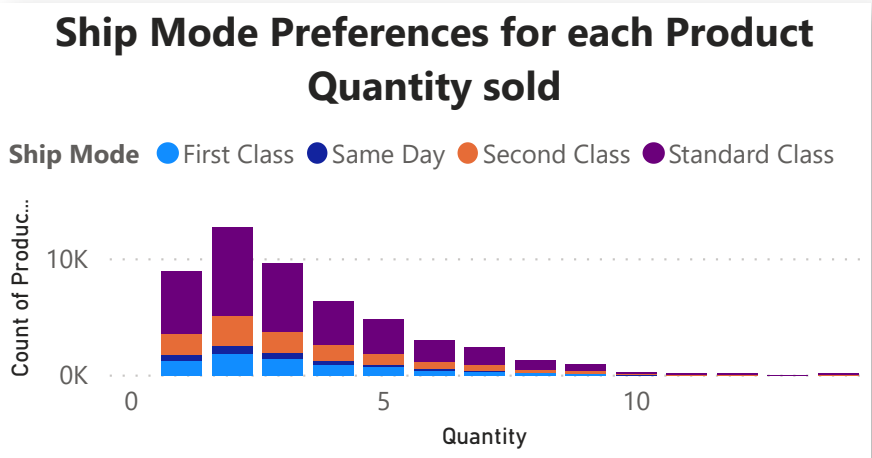
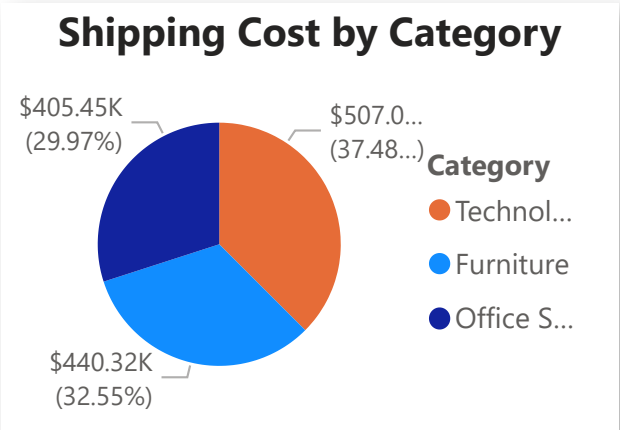
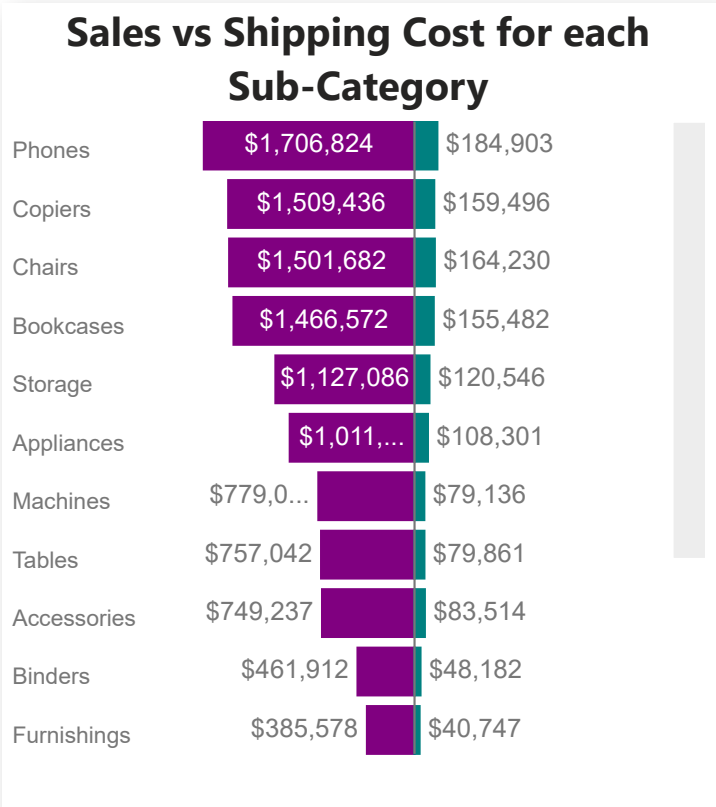


Top discounted customers

Customer ID	Discount
ZC-21910	\$18.11
MP-17965	\$16.83
CK-12205	\$16.55
DP-13000	\$16.45
CS-11950	\$16.01
KT-16465	\$15.11
JS-16030	\$14.92
SC-20050	\$14.86
HD-14785	\$14.77
Total	\$7,329.73

Shipping Cost by Region





Sales by Sub-Category and Market

