

# ECOMMERCE SALES DASHBOARD

SEGMENT

Consumer

Corporate

Home Office

YTD Sales

\$11.53M

▼ -0.83%



YTD Profit

\$1.34M

▲ 4.50%



YTD Quantity

#107.2k

▼ -7.29%



YTD Profit Margin

11.58%

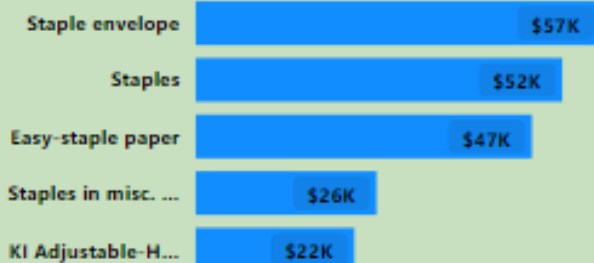
▲ 5.37%



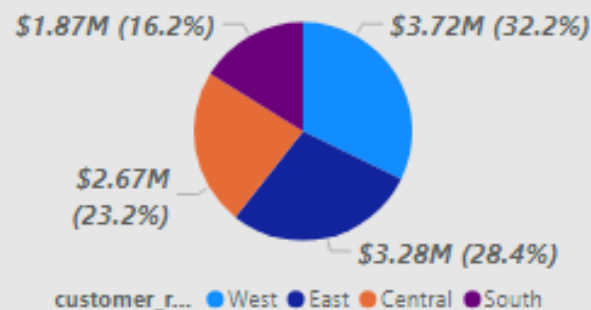
## Sales by Category

| Category        | YTD Sales | PYTD Sales | YoY Sales | Sales Trend |
|-----------------|-----------|------------|-----------|-------------|
| Furniture       | \$2.52M   | \$2.50M    | 0.73%     | ▲           |
| Office Supplies | \$6.92M   | \$7.00M    | -1.22%    | ▼           |
| Technology      | \$2.10M   | \$2.13M    | -1.37%    | ▼           |

## Top 5 Product by YTD Sales

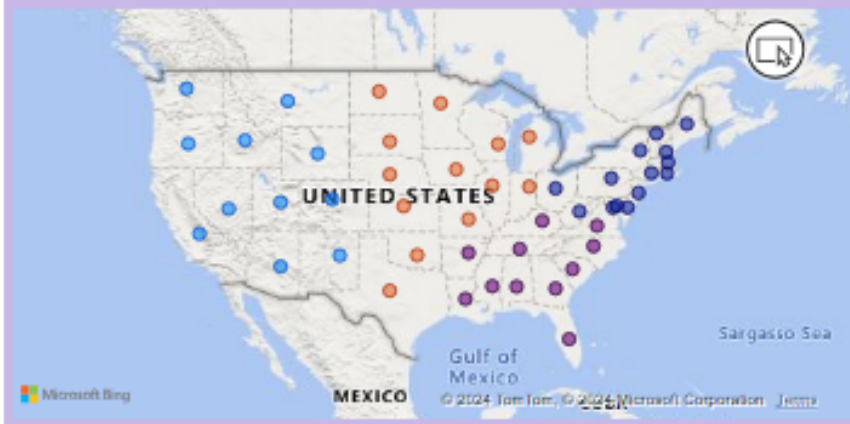


## YTD Sales by Region

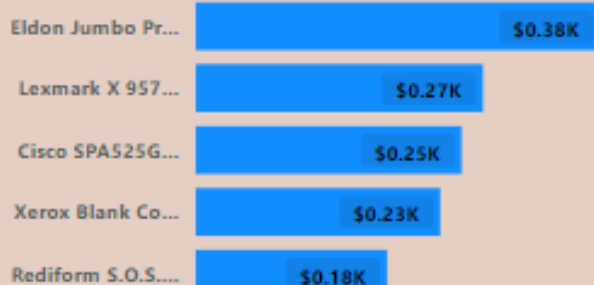


## YTD Sales by customer\_region, latitude and longitude

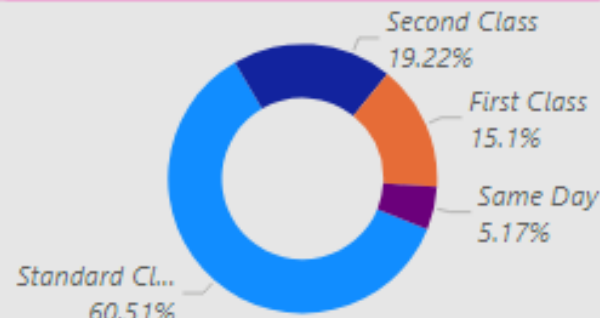
customer\_region ● Central ● East ● South ● West



## Bottom 5 Product by YTD Sales



## YTD Sales by shipping\_type



Paste

Cut

Copy

Format painter

Clipboard

Get data

Excel workbook

Data hub

SQL Server

Enter data

Dataverse

Recent sources

Data

Transform data

Refresh

Queries

New visual

Text box

More visuals

Insert

New measure

Quick measure

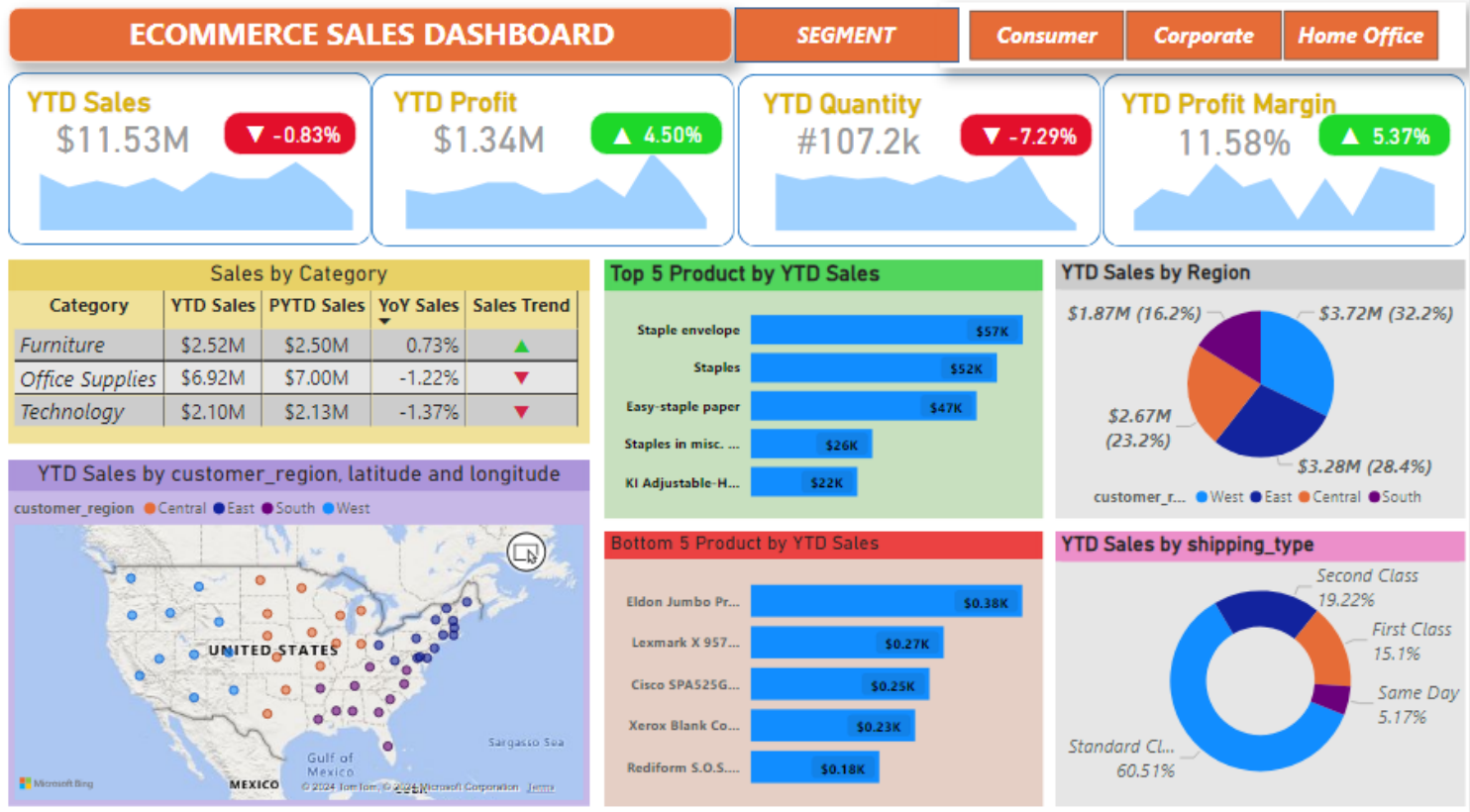
Calculations

Sensitivity

Sensitivity

Publish

Share



Filters

Visualizations

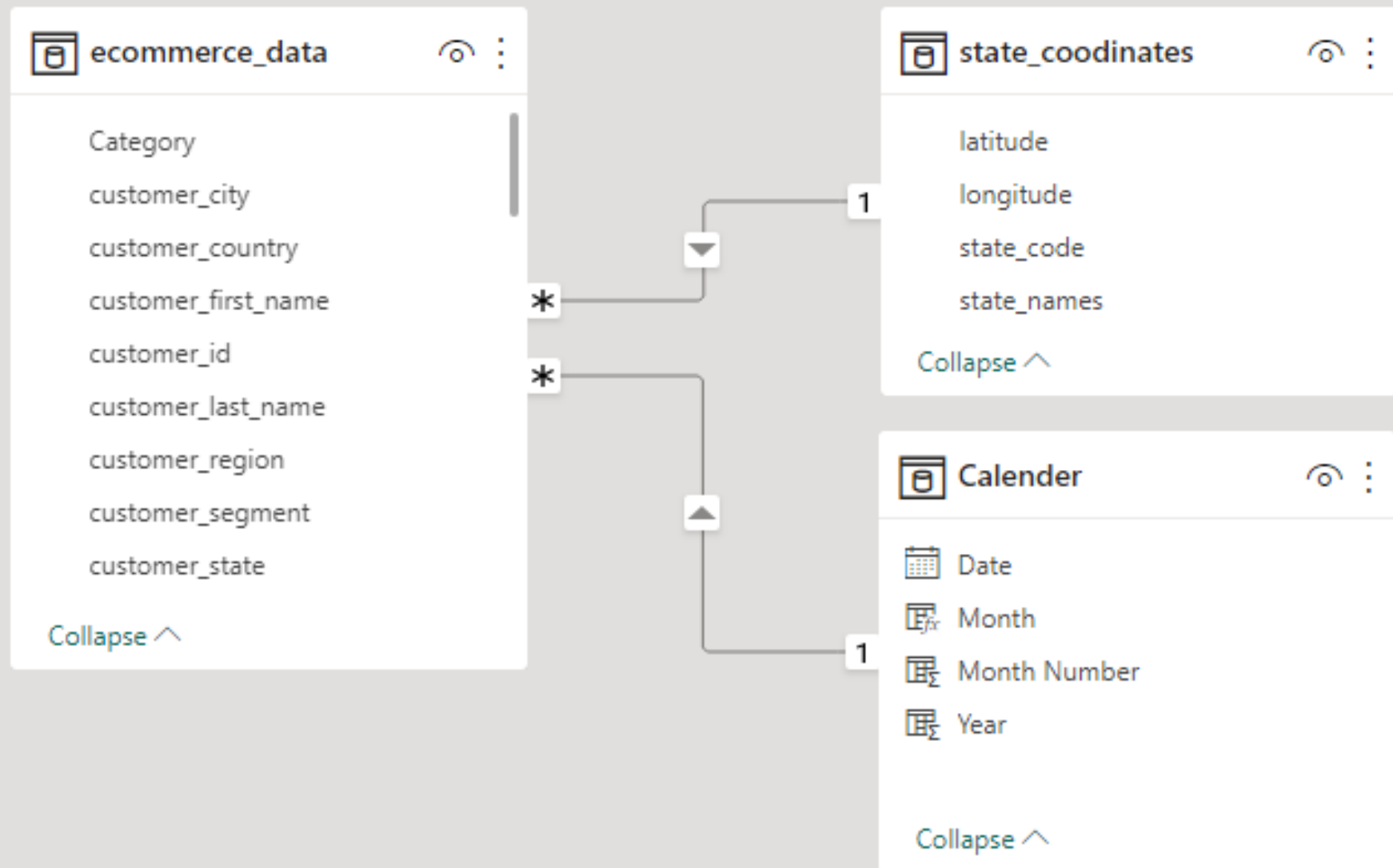
Data

Search

Calendar

ecommerce\_data

state\_coordinates



| <div> <div> <div></div> <div></div> </div> <div> <div></div> <div></div> </div> </div> |                     |                    |                 |   |                  |               | Data |
|--|---------------------|--------------------|-----------------|---|------------------|---------------|------|
| customer_id  | customer_first_name | customer_last_name | Category        | product_name  | customer_segment | customer_city |      |
| C_ID_29162   | Mary                | Jacobs             | Office Supplies | Recycled Eldon Regeneration Jumbo File                              | Consumer         | Los Angeles   |      |
| C_ID_53661   | Mary                | Miller             | Office Supplies | Portable Personal File Box  | Consumer         | Los Angeles   |      |
| C_ID_66378   | Mary                | Bell               | Office Supplies | Acco 6 Outlet Guardian Premium Plus Surge Suppressor                | Consumer         | Los Angeles   |      |
| C_ID_29254   | Mary                | Olsen              | Office Supplies | Ibico Recycled Linen-Style Covers                                   | Consumer         | Los Angeles   |      |
| C_ID_33239   | Mary                | Swindell           | Office Supplies | Fellowes Superior 10 Outlet Split Surge Protector                   | Consumer         | Los Angeles   |      |
| C_ID_42136   | Mary                | Cousins            | Office Supplies | Accohide Poly Flexible Ring Binders                                 | Consumer         | Los Angeles   |      |
| C_ID_43861   | Mary                | Lee                | Office Supplies | TOPS Voice Message Log Book, Flash Format                           | Consumer         | Los Angeles   |      |
| C_ID_39004   | Mary                | Kastensmidt        | Office Supplies | Strathmore Photo Frame Cards  | Consumer         | Los Angeles   |      |
| C_ID_31297   | Mary                | Trafton            | Office Supplies | Avery 52  | Consumer         | Los Angeles   |      |
| C_ID_57963   | Mary                | DeCherney          | Office Supplies | Dixon Ticonderoga Core-Lock Colored Pencils                         | Consumer         | Los Angeles   |      |
| C_ID_50743   | Mary                | Phan               | Office Supplies | BIC Brite Liner Highlighters  | Consumer         | Los Angeles   |      |
| C_ID_43653   | Mary                | Collins            | Office Supplies | Xerox 1971  | Consumer         | Los Angeles   |      |
| C_ID_52308   | Mary                | Coram              | Office Supplies | Xerox 1893  | Consumer         | Los Angeles   |      |
| C_ID_46373   | Mary                | Swindell           | Office Supplies | Avery Reinforcements for Hole-Punch Pages                           | Consumer         | Los Angeles   |      |
| C_ID_49806   | Mary                | Triggs             | Office Supplies | Tuf-Vin Binders   | Consumer         | Los Angeles   |      |
| C_ID_74201   | Mary                | Hansen             | Office Supplies | Staples   | Consumer         | Los Angeles   |      |
| C_ID_55256   | Mary                | Ducich             | Office Supplies | Stur-D-Stor Shelving, Vertical 5-Shelf: 72"H x 36"W x 18 1/2"D      | Consumer         | Los Angeles   |      |
| C_ID_47712   | Mary                | Vittorini          | Office Supplies | Universal Ultra Bright White Copier/Laser Paper, 8 1/2" x 11", Ream | Consumer         | Los Angeles   |      |
| C_ID_28782   | Mary                | Drucker            | Office Supplies | SAFCO Commercial Wire Shelving, Black                               | Consumer         | Los Angeles   |      |
| C_ID_28548   | Mary                | Blackwell          | Office Supplies | Belkin Premiere Surge Master II 8-outlet surge protector            | Consumer         | Los Angeles   |      |
| C_ID_48943   | Mary                | Triggs             | Office Supplies | Hoover Commercial SteamVac  | Consumer         | Los Angeles   |      |
| C_ID_32531   | Mary                | Thornton           | Office Supplies | Xerox 1899  | Consumer         | Los Angeles   |      |
| C_ID_26071   | Mary                | Stewart            | Office Supplies | Staples 10 Outlet Surge Protector                                   | Consumer         | Los Angeles   |      |

Search

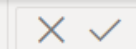
Calendar

ecommerce\_data

state\_coordinates

Table: ecommerce\_data (113,270 rows)

Update available (click to download)



| state_code | latitude         | longitude         | state_names          |
|------------|------------------|-------------------|----------------------|
| AK         | 63.588752746582  | -154.493057250977 | Alaska               |
| AL         | 32.318229675293  | -86.9022979736328 | Alabama              |
| AR         | 35.2010498046875 | -91.8318328857422 | Arkansas             |
| AZ         | 34.0489273071289 | -111.093734741211 | Arizona              |
| CA         | 36.7782592773438 | -119.417930603027 | California           |
| CO         | 39.5500526428223 | -105.782066345215 | Colorado             |
| CT         | 41.6032218933105 | -73.0877456665039 | Connecticut          |
| DC         | 38.9059867858887 | -77.0334167480469 | District of Columbia |
| DE         | 38.910831451416  | -75.5276718139648 | Delaware             |
| FL         | 27.6648273468018 | -81.515754699707  | Florida              |
| GA         | 32.1574363708496 | -82.9071197509766 | Georgia              |
| HI         | 19.898681640625  | -155.665863037109 | Hawaii               |
| IA         | 41.878002166748  | -93.0977020263672 | Iowa                 |
| ID         | 44.0682029724121 | -114.742042541504 | Idaho                |
| IL         | 40.6331253051758 | -89.3985290527344 | Illinois             |
| IN         | 40.5512161254883 | -85.6023635864258 | Indiana              |
| KS         | 39.0119018554688 | -98.484245300293  | Kansas               |
| KY         | 37.8393325805664 | -84.27001953125   | Kentucky             |
| LA         | 31.2448234558105 | -92.1450271606445 | Louisiana            |
| MA         | 42.4072113037109 | -71.382438659668  | Massachusetts        |
| MD         | 39.0457534790039 | -76.6412734985352 | Maryland             |
| ME         | 45.2537841796875 | -69.4454727172852 | Maine                |
| MI         | 44.3148422241211 | -85.6023635864258 | Michigan             |

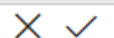
## Data



&gt; Calender

&gt; ecommerce\_data

&gt; state\_coodinates ...



1 Calender = CALENDAR(MIN(ecommerce\_data[order\_date]),max(ecommerce\_data[order\_date]))



| Date                  | Year | Month   | Month Number |
|-----------------------|------|---------|--------------|
| 1/4/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/5/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/6/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/7/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/8/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/9/2021 12:00:00 AM  | 2021 | January | 1            |
| 1/10/2021 12:00:00 AM | 2021 | January | 1            |
| 1/11/2021 12:00:00 AM | 2021 | January | 1            |
| 1/12/2021 12:00:00 AM | 2021 | January | 1            |
| 1/13/2021 12:00:00 AM | 2021 | January | 1            |
| 1/14/2021 12:00:00 AM | 2021 | January | 1            |
| 1/15/2021 12:00:00 AM | 2021 | January | 1            |
| 1/16/2021 12:00:00 AM | 2021 | January | 1            |
| 1/17/2021 12:00:00 AM | 2021 | January | 1            |
| 1/18/2021 12:00:00 AM | 2021 | January | 1            |
| 1/19/2021 12:00:00 AM | 2021 | January | 1            |
| 1/20/2021 12:00:00 AM | 2021 | January | 1            |
| 1/21/2021 12:00:00 AM | 2021 | January | 1            |
| 1/22/2021 12:00:00 AM | 2021 | January | 1            |
| 1/23/2021 12:00:00 AM | 2021 | January | 1            |
| 1/24/2021 12:00:00 AM | 2021 | January | 1            |
| 1/25/2021 12:00:00 AM | 2021 | January | 1            |
| 1/26/2021 12:00:00 AM | 2021 | January | 1            |

Data >>

Search

> Calender

> ecommerce\_data

> state\_coodinates

# ECOMMERCE SALES DASHBOARD

SEGMENT

Consumer

Corporate

Home Office

YTD Sales

\$11.53M

▼ -0.83%



YTD Profit

\$1.34M

▲ 4.50%



YTD Quantity

#107.2k

▼ -7.29%



YTD Profit Margin

11.58%

▲ 5.37%





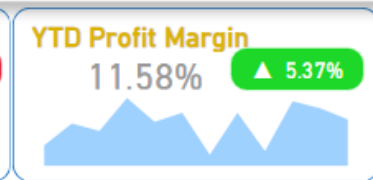
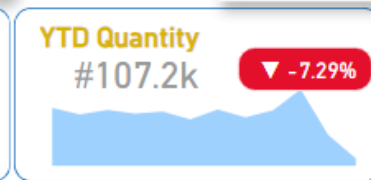
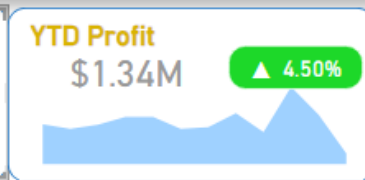
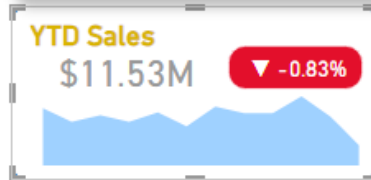
# ECOMMERCE SALES DASHBOARD

SEGMENT

Consumer

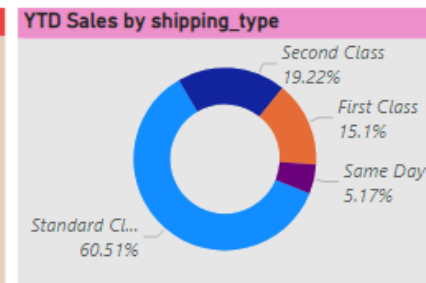
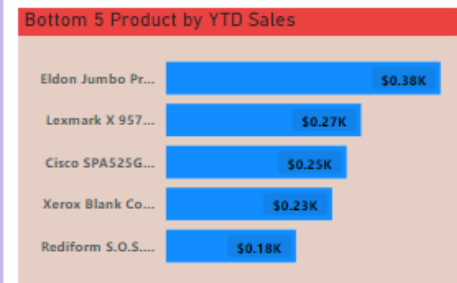
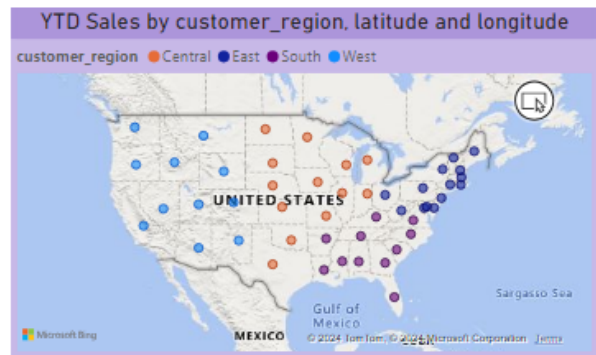
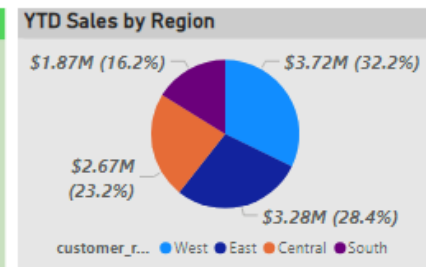
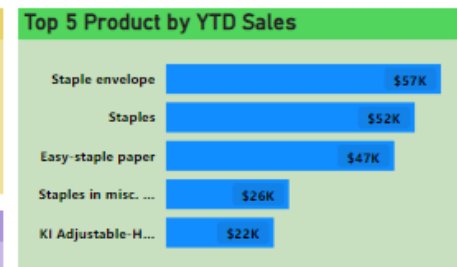
Corporate

Home Office



Sales by Category

| Category        | YTD Sales | PYTD Sales | YoY Sales | Sales Trend |
|-----------------|-----------|------------|-----------|-------------|
| Furniture       | \$2.52M   | \$2.50M    | 0.73%     | ▲           |
| Office Supplies | \$6.92M   | \$7.00M    | -1.22%    | ▼           |
| Technology      | \$2.10M   | \$2.13M    | -1.37%    | ▼           |



Filters



Format

Data

Search

- ☐ PYTD Profit Margin
- ☐ PYTD Quantity
- ☐ PYTD Sales
- ☐ Quantity Icon
- ☐ Quantity icon\_bar colour
- ☐ Sales icon\_bar colour
- ☐ Sales Trend
- ☐ sales\_per\_order
- ☐ ship\_date
- ☐ shipping\_type
- ☐ YoY Profit
- ☐ YoY Profit Margin
- ☐ YoY Quantity
- ☐ YoY Sales
- ☐ YTD Profit
- ☐ YTD Profit Margin
- ☐ YTD Quantity
- ☐ YTD Sales
- ☐ state\_coodinates



# ECOMMERCE SALES DASHBOARD

SEGMENT

Consumer

Corporate

Home Office

YTD Sales

\$653.2K

▼ -2.24%



YTD Profit

\$76.39K

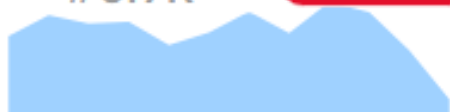
▲ 5.07%



YTD Quantity

#5.9k

▼ -12.50%



YTD Profit Margin

11.69%

▲ 7.48%

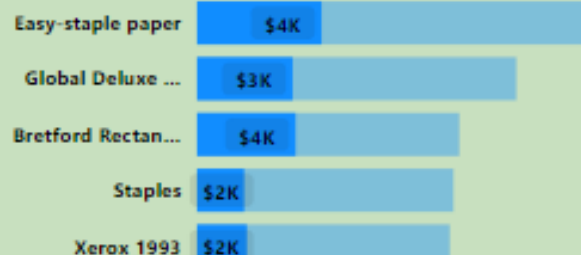


## Sales by Category

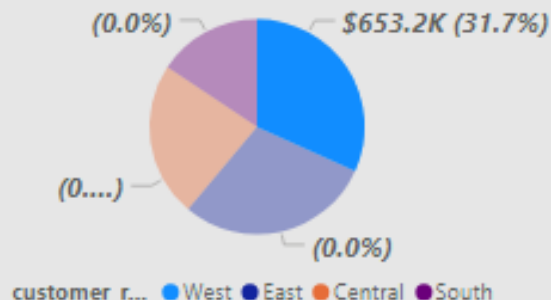
| Category        | YTD Sales | PYTD Sales | YoY Sales | Sales Trend |
|-----------------|-----------|------------|-----------|-------------|
| Furniture       | \$0.15M   | \$0.14M    | 7.42%     | ▲           |
| Technology      | \$0.12M   | \$0.12M    | 5.08%     | ▲           |
| Office Supplies | \$0.38M   | \$0.41M    | -7.54%    | ▼           |



## Top 5 Product by YTD Sales

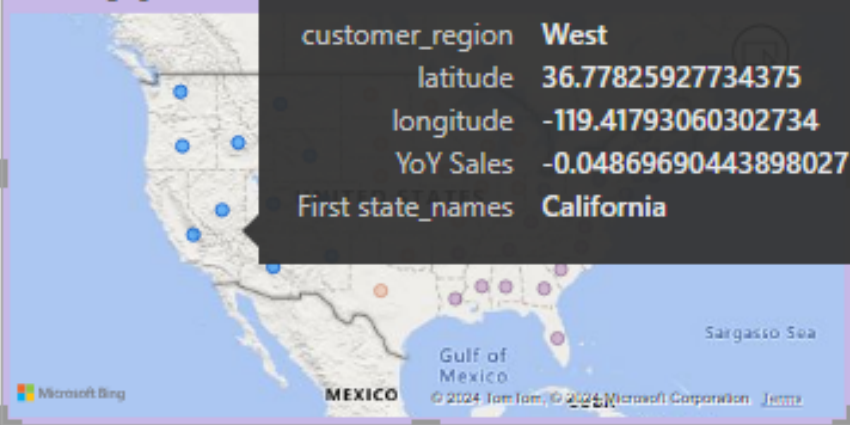


## YTD Sales by Region

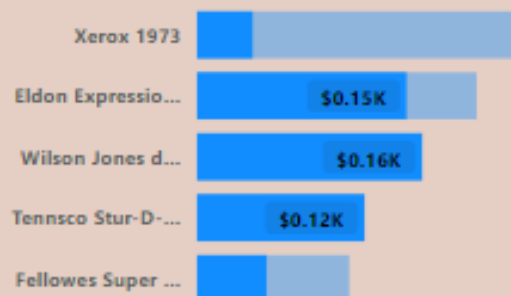


## YTD Sales by customer\_region, latitude and longitude

customer\_region ● Central ● East ● South ● West



## Bottom 5 Product by YTD Sales



## YTD Sales by shipping\_type

