

Sales & Profit Dashboard

Superstore Executive Report

Overview

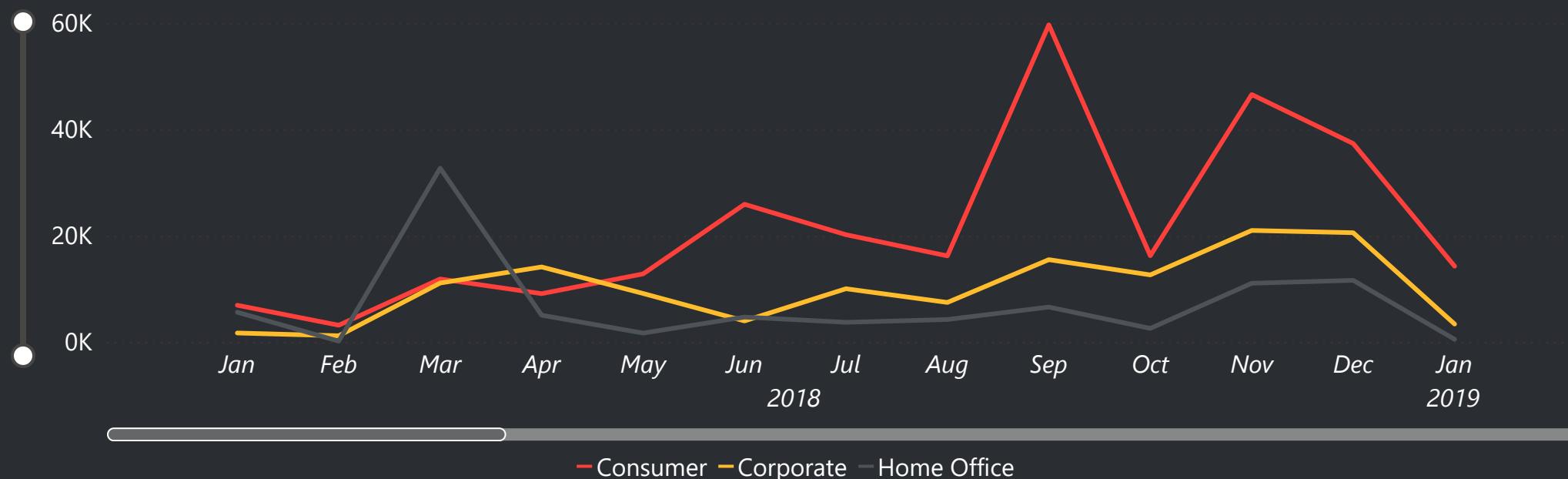
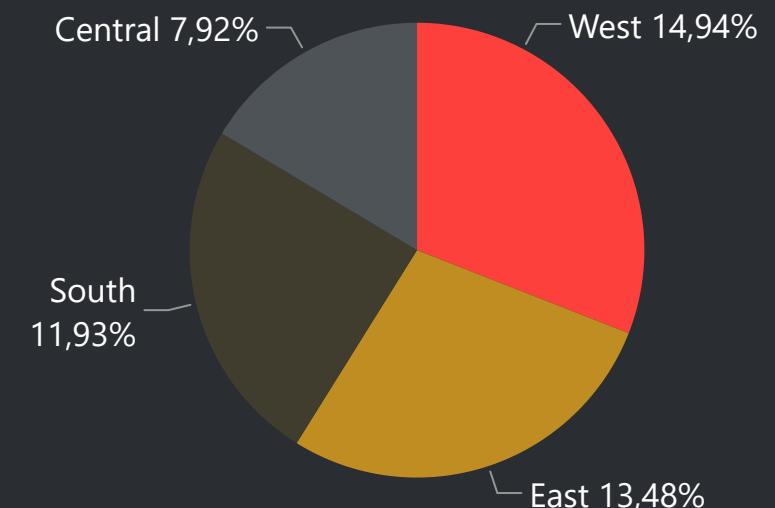
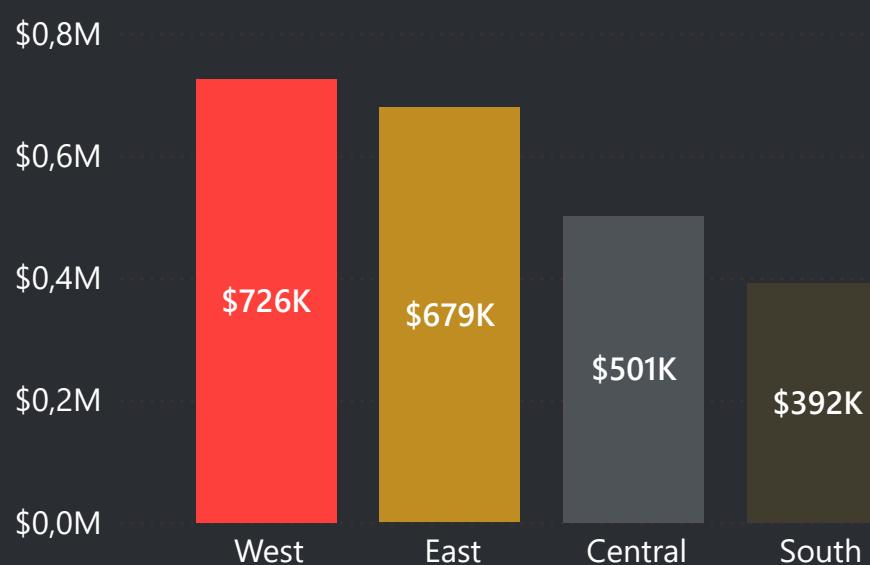
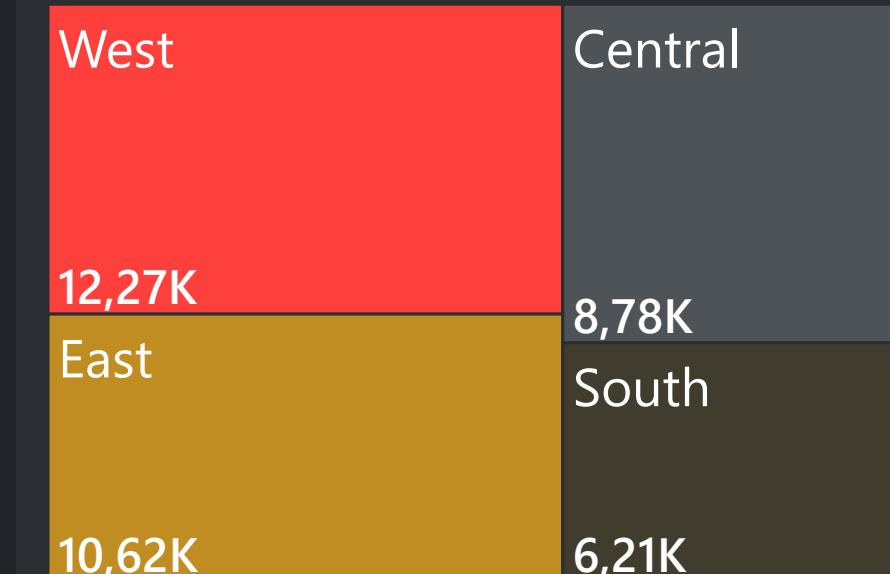
Products

Customers

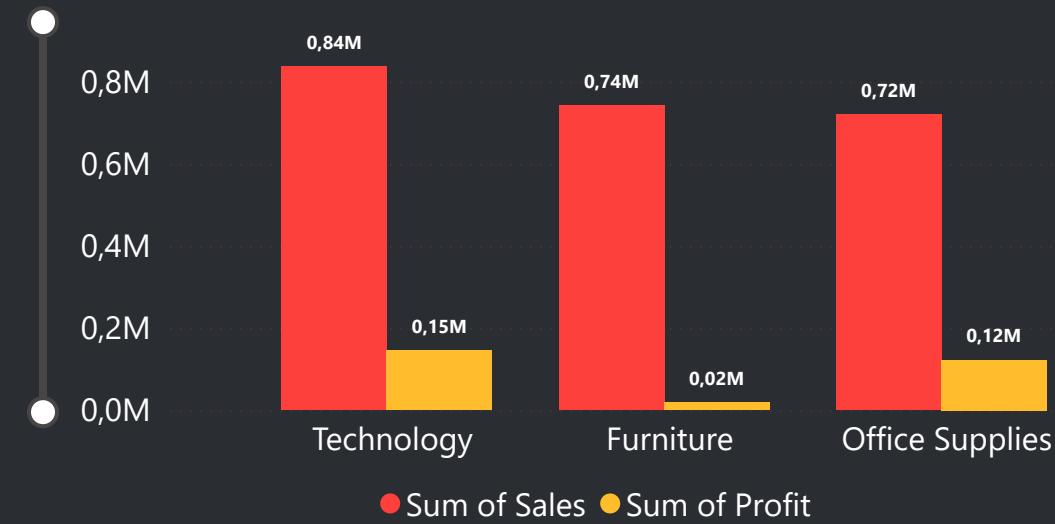
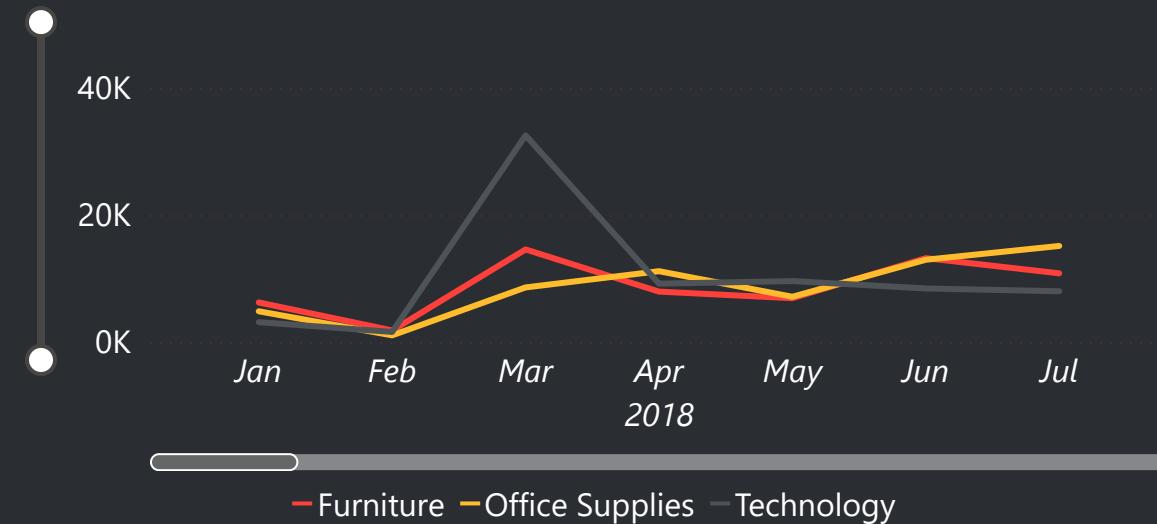
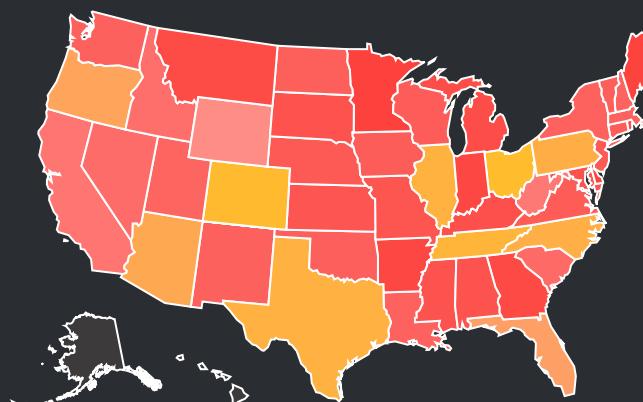
Shipping

Sabina Ismagulova

Executive Overview

[Home page](#)[Overview](#)[Products](#)[Customers](#)[Shipping](#)**Total Sales****\$2,30M****Total Profit****\$286,35K****Profit Ratio****12,46%****Sales per Order****\$458,65****Profit per Order****\$57,17****Sales by Segment****Profit Ratio by Region****Sales by Region****Profit by Region****Quantity by Region**

Sales by Products

[Home page](#)[Overview](#)[Products](#)[Customers](#)[Shipping](#)**Total Sales****\$2,30M****Total Profit****\$286,35K****Average Discount****15,62%****Total Quantity****37,87K****Unique Orders****5K****Sales and Profit by Category****Monthly Sales by Category****Profit Ratio by State****Category****Product Name****Total Sales** **Total Profit** **Profit Ratio**

Category	Product Name	Total Sales	Total Profit	Profit Ratio
Furniture	12-1/2 Diameter Round Wall Clock	\$552	\$91	16,49%
	24-Hour Round Wall Clock	\$488	\$180	36,89%
	36X48 HARDFLOOR CHAIMAT	\$370	(\$39)	-10,54%
	3M Hangers With Command Adhesi...	\$108	\$36	33,33%
	3M Polarizing Light Filter Sleeves	\$216	\$75	34,72%
	3M Polarizing Task Lamp with Clam...	\$2 192	\$570	26,00%
	6" Cubicle Wall Clock, Black	\$124	\$27	21,77%
	9-3/4 Diameter Round Wall Clock	\$455	\$183	40,22%
	Acrylic Self-Standing Desk Frames	\$94	\$32	34,04%

Year

2018

2019

2020

2021

Category

Furniture

Office Supplies

Technology

Segment

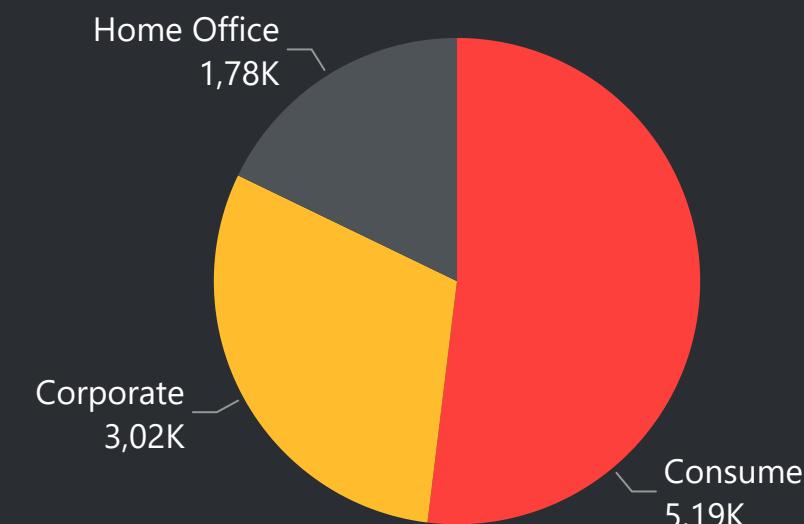
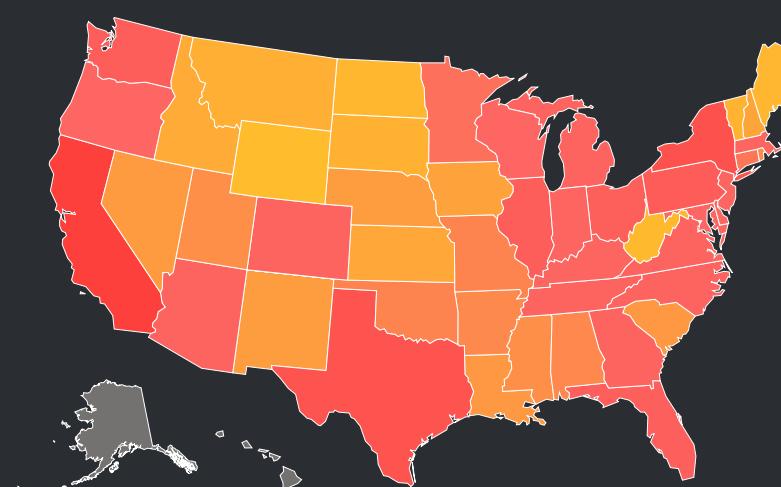
Consumer

Corporate

Home Office

Sales by Customers

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Unique Customers
793
Sales per Customer
\$2,90K
Profit per Customer
\$361,09
Average Discount
15,62%
Profit Ratio
12,46%
Top Customers by Sales

Customer Distribution by Segment

Customer Distribution by State


Region	Customer Name	Total Sales	Total Profit	Average Discount
West	Raymond Buch	\$14 345	\$6 807	3,33%
	Jane Waco	\$7 393	\$2 073	11,43%
	Fred Hopkins	\$5 056	\$1 992	3,33%
	Dennis Pardue	\$4 942	\$1 789	5,71%
	Robert Marley	\$4 881	\$1 598	10,00%
	Yana Sorensen	\$5 755	\$1 551	5,71%
	Alan Dominguez	\$4 353	\$1 535	0,00%

Year

2018

2019

2020

2021

Region

Central

East

South

West

Segment

Consumer

Corporate

Home Office

Shipping Analysis

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Total Sales

\$2,30M

Total Profit

\$286,35K

Total Orders

5K

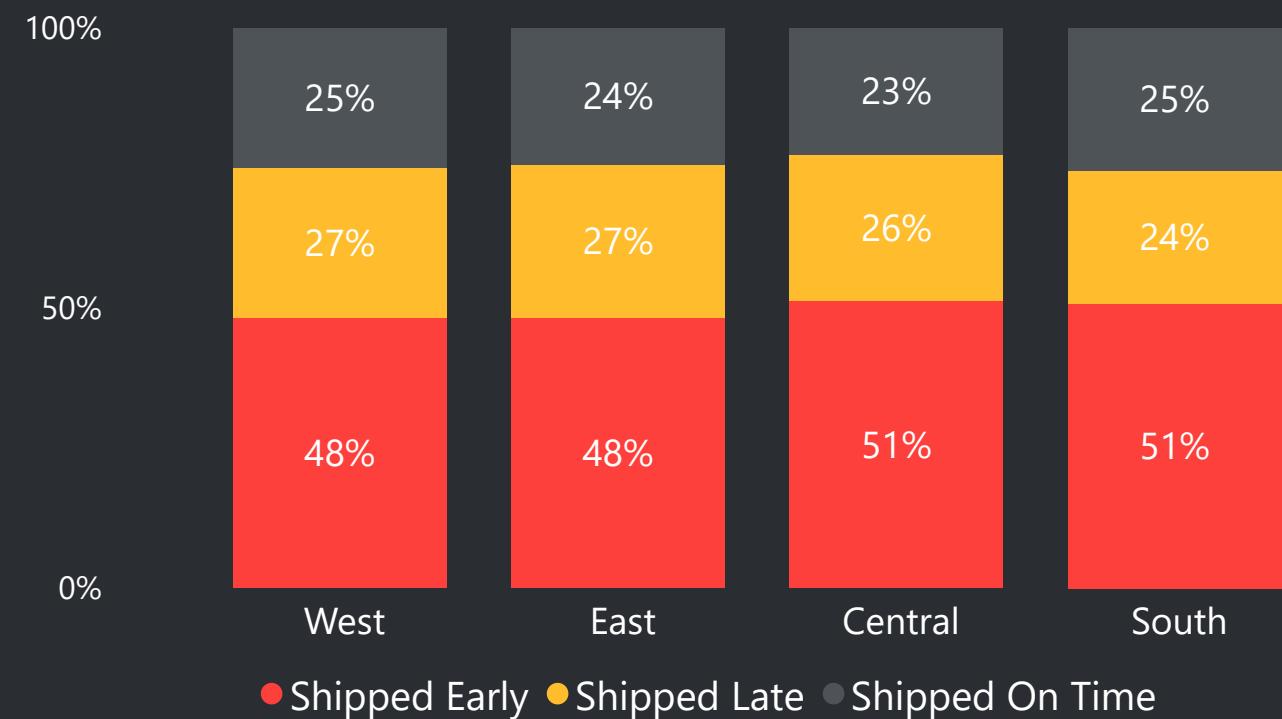
Avg Delivery Days Actual

4

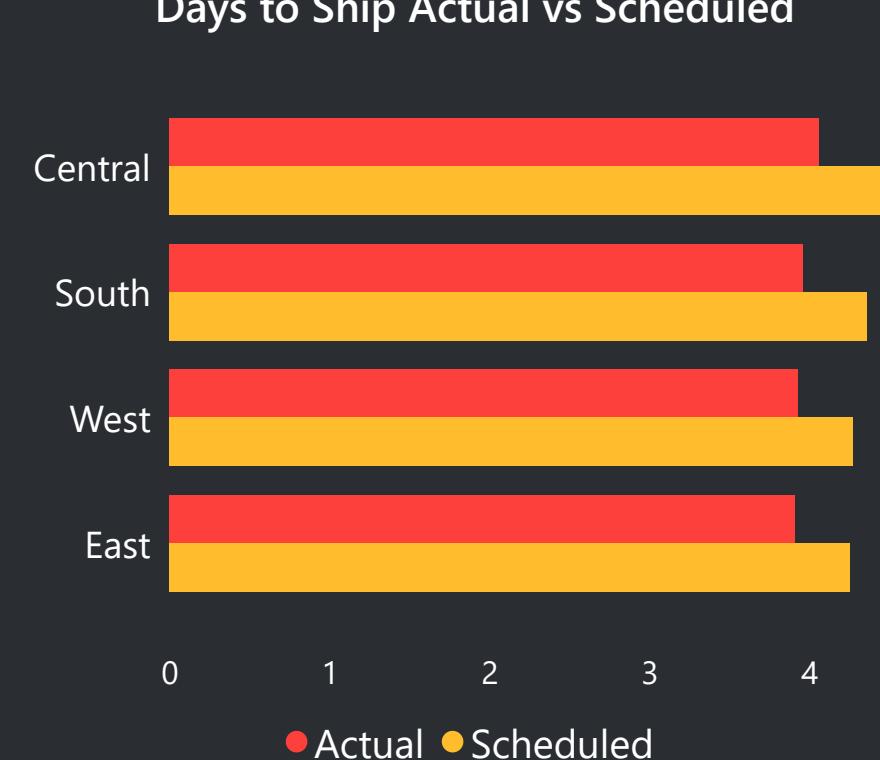
Avg Delivery Days Sched

4

Shipping Performance



Days to Ship Actual vs Scheduled



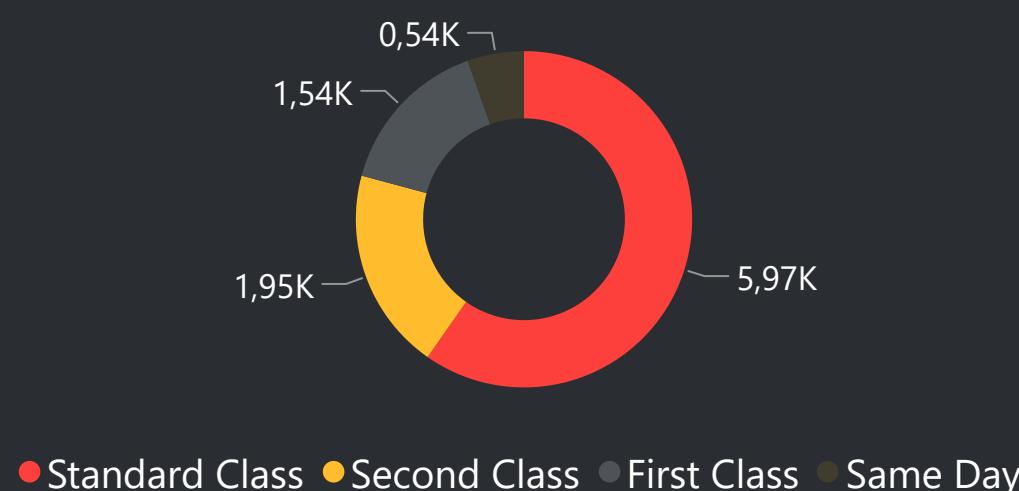
Year



Ship Mode



Ship Mode Usage



Days to Ship Over Time



Ship Status

