

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%

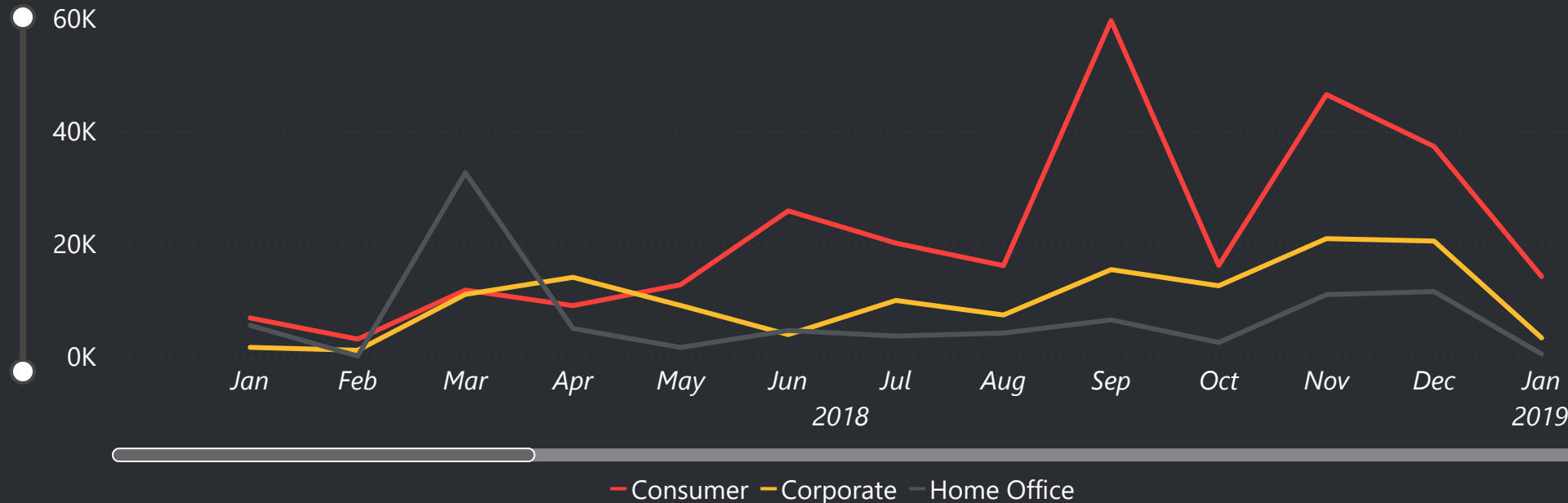
Sales per Order

\$458,65

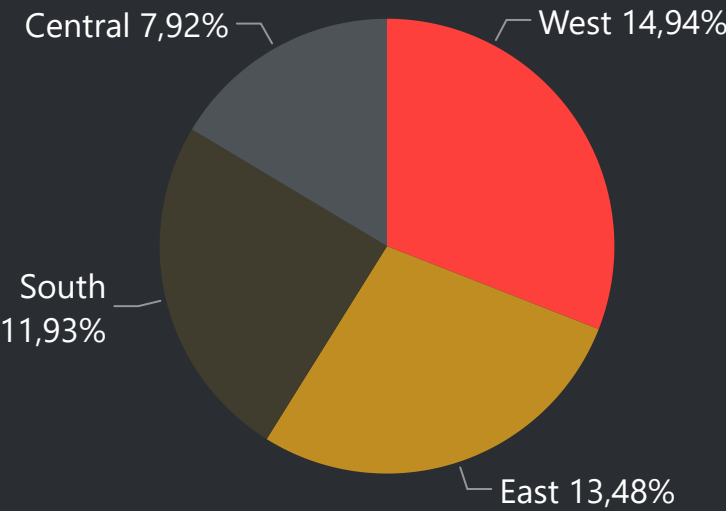
Profit per Order

\$57,17

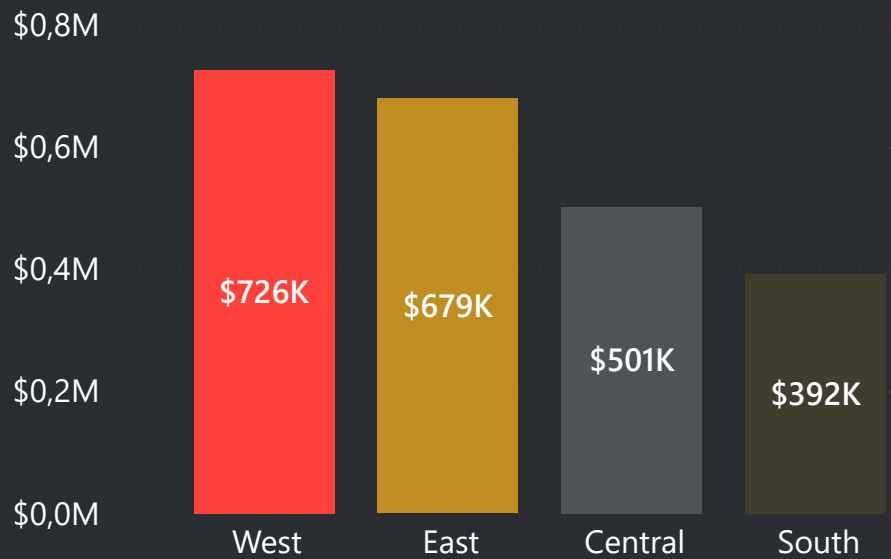
Sales by Segment



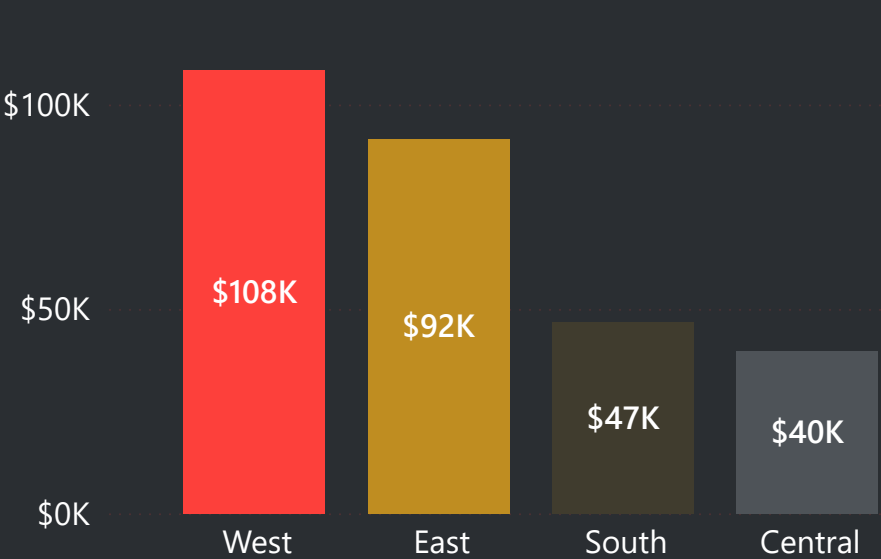
Profit Ratio by Region



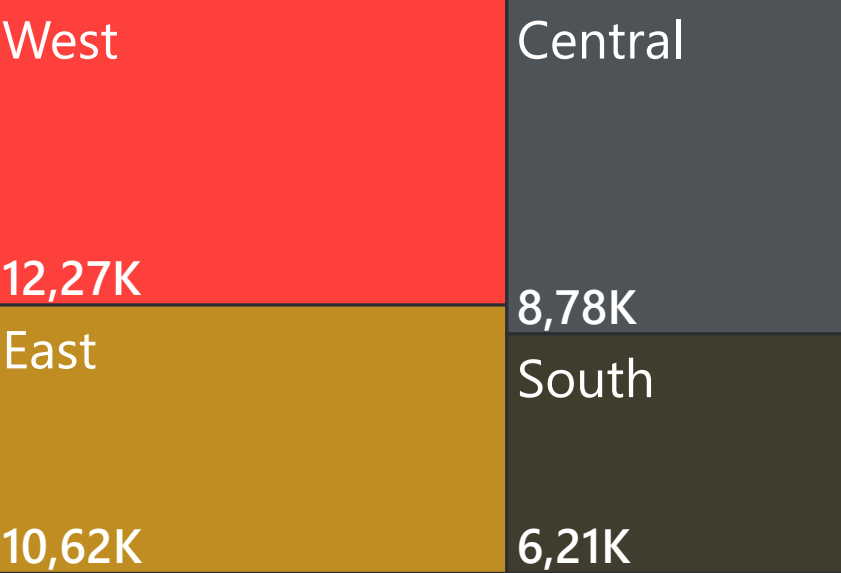
Sales by Region



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%

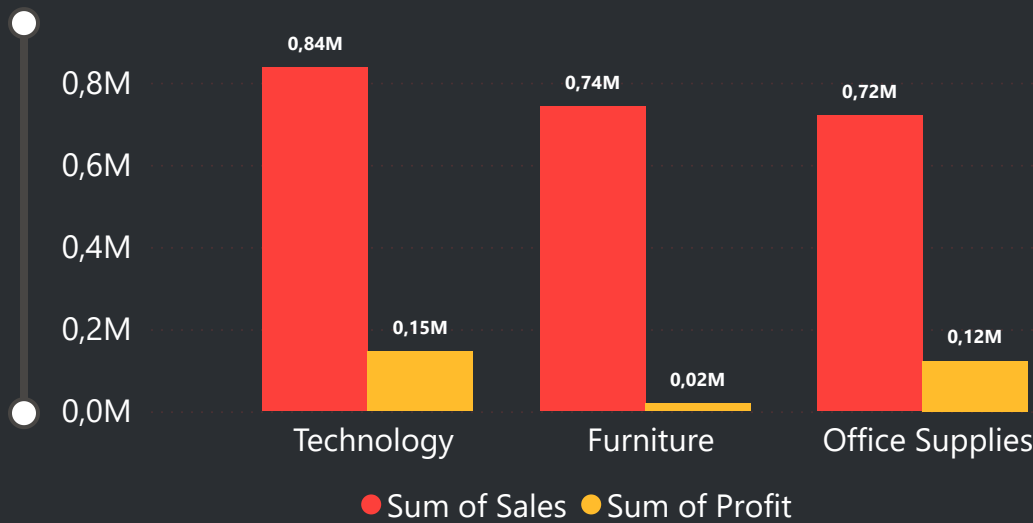
Total Quantity

37,87K

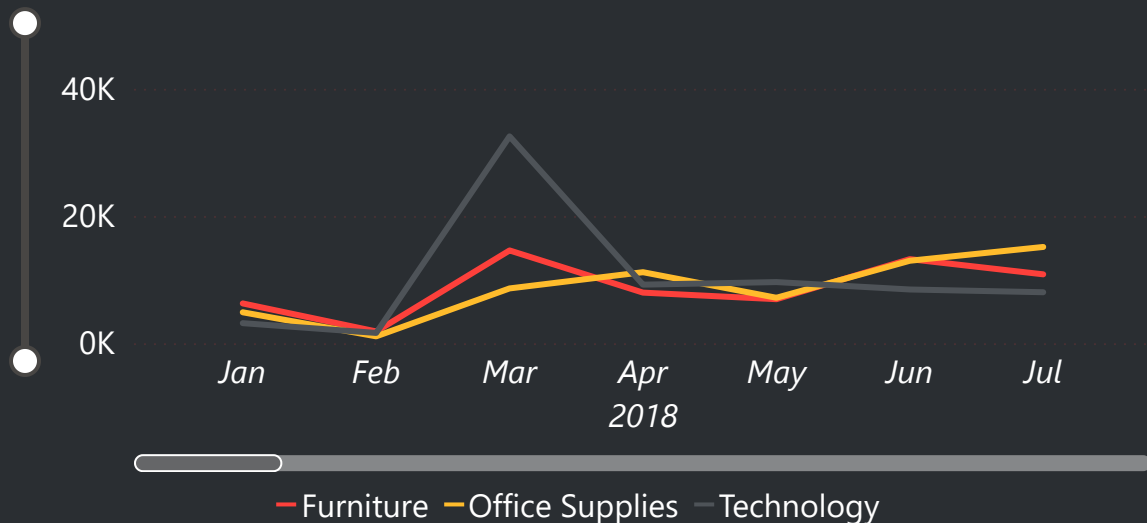
Unique Orders

5K

Sales and Profit by Category



Monthly Sales by Category



Year

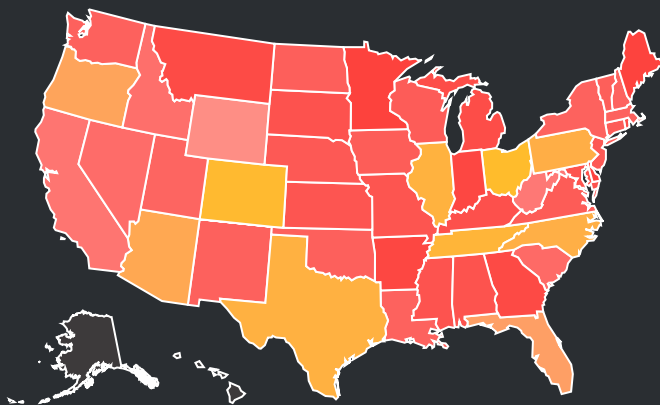
2018

2019

2020

2021

Profit Ratio by State



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 CHAIRMAT

\$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%

Category

Furniture

Office Supplies

Technology

Segment

Consumer

Corporate

Home Office

Sales by Customers

Home page

Overview

Products

Customers

Shipping

Unique Customers

793

Sales per Customer

\$2,90K

Profit per Customer

\$361,09

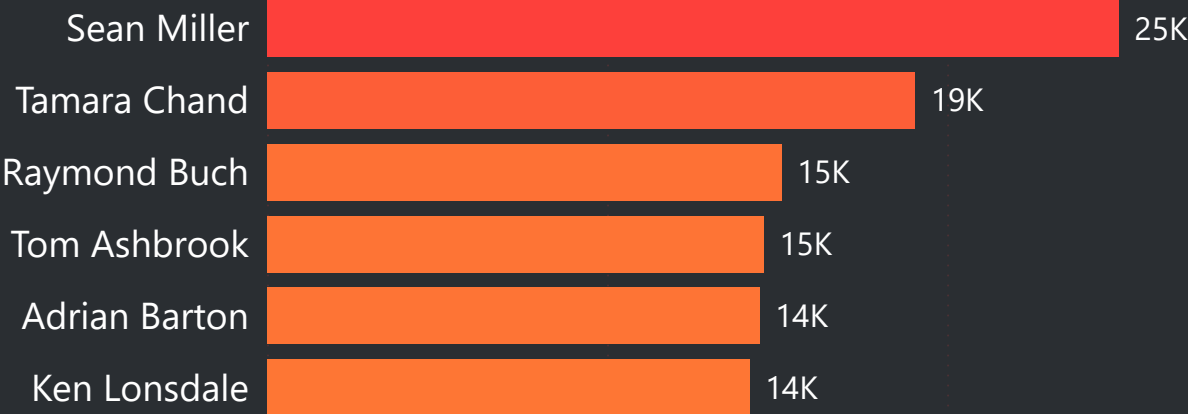
Average Discount

15,62%

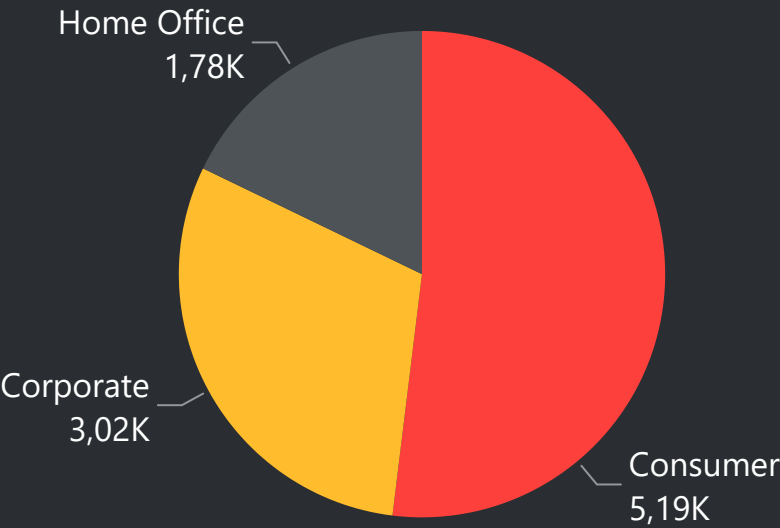
Profit Ratio

12,46%

Top Customers by Sales



Customer Distribution by Segment



Year

2018

2019

2020

2021

Region

Central

East

South

West

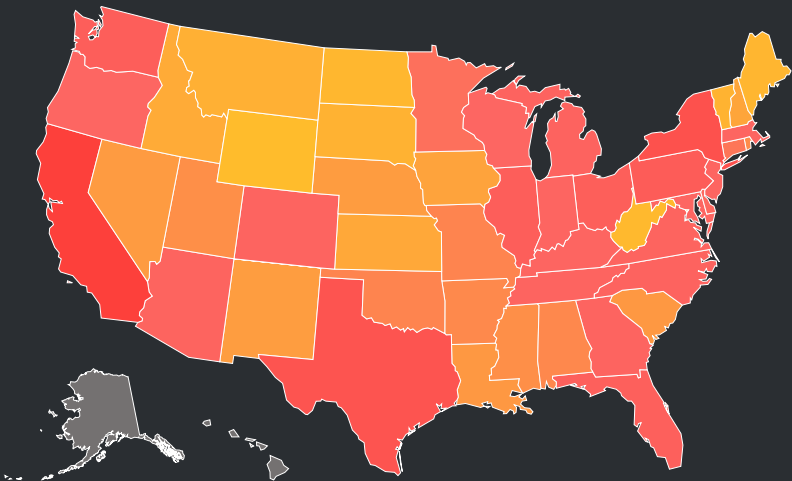
Segment

Consumer

Corporate

Home Office

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%

Shipping Analysis

Home page

Overview

Products

Customers

Shipping

Total Sales

\$2,30M

Total Profit

\$286,35K

Total Orders

5K

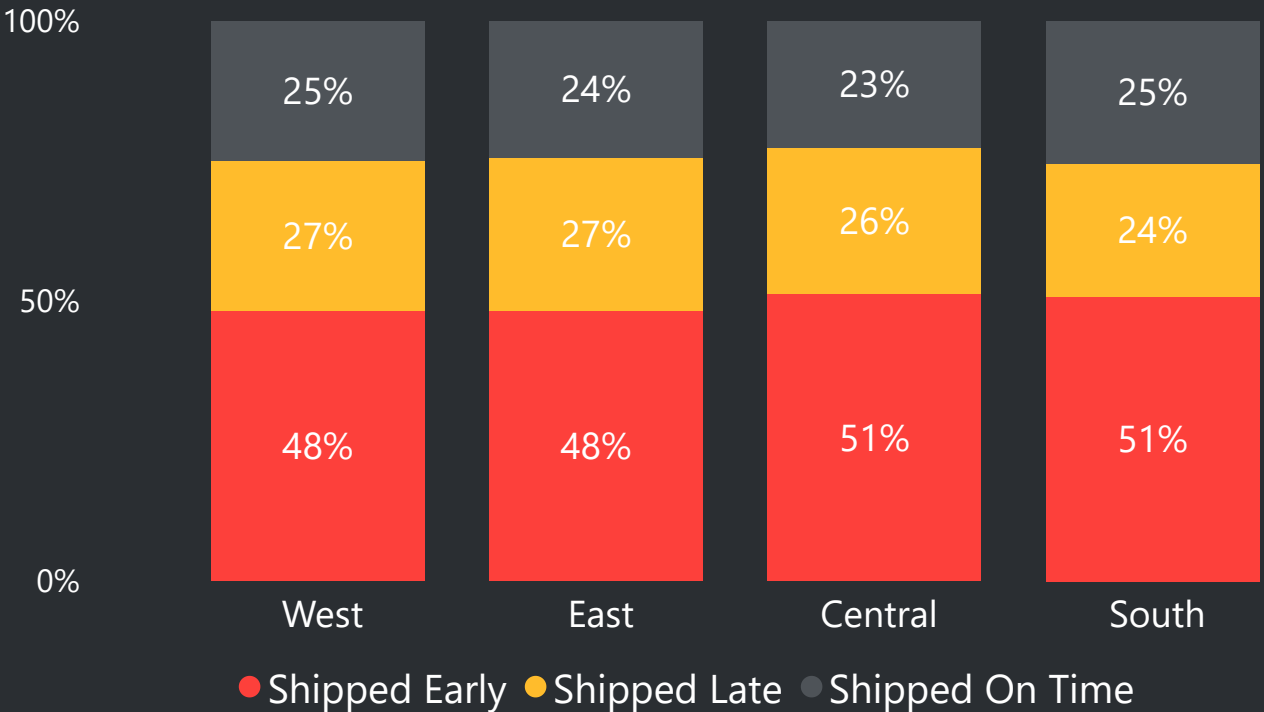
Avg Delivery Days Actual

4

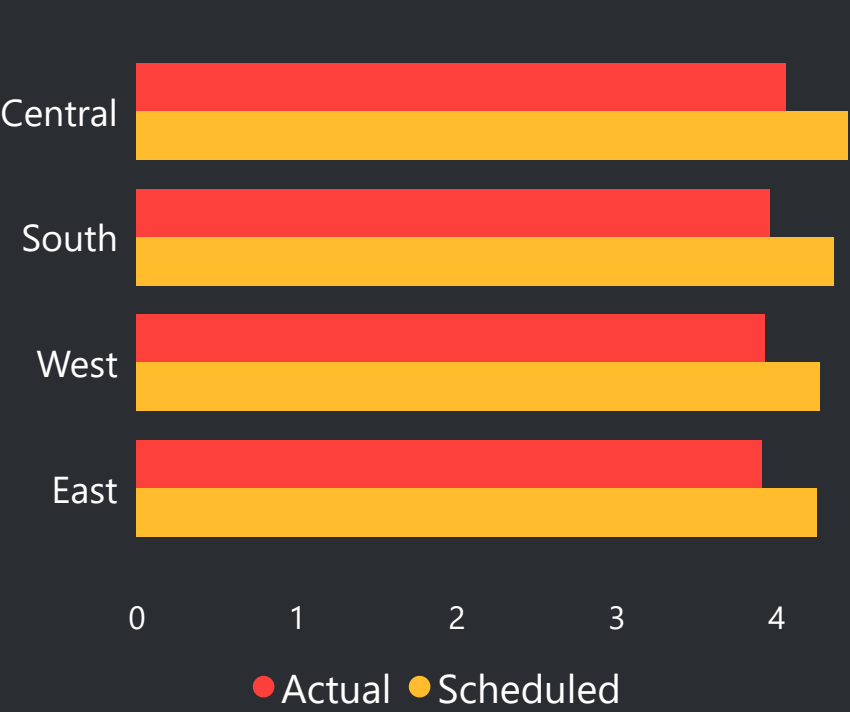
Avg Delivery Days Sched

4

Shipping Performance



Days to Ship Actual vs Scheduled



Year

2018

2019

2020

2021

Ship Mode

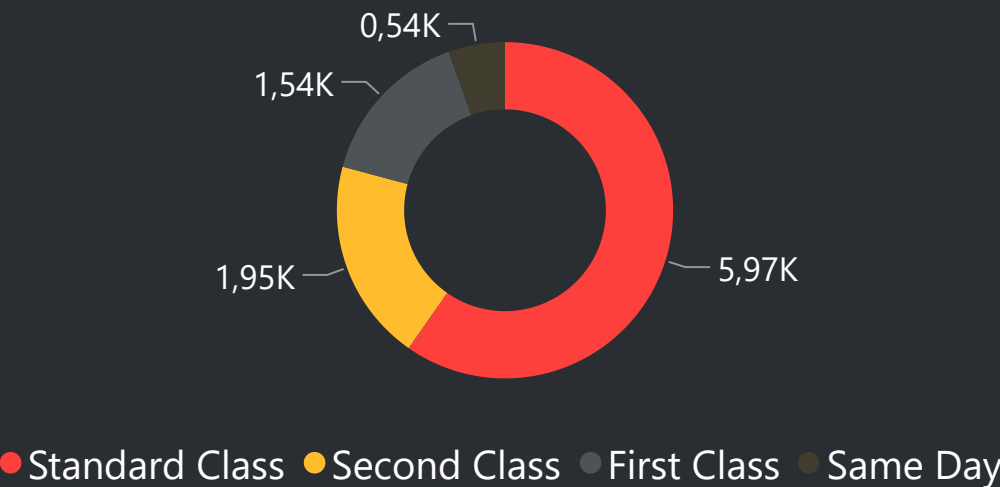
First Class

Same Day

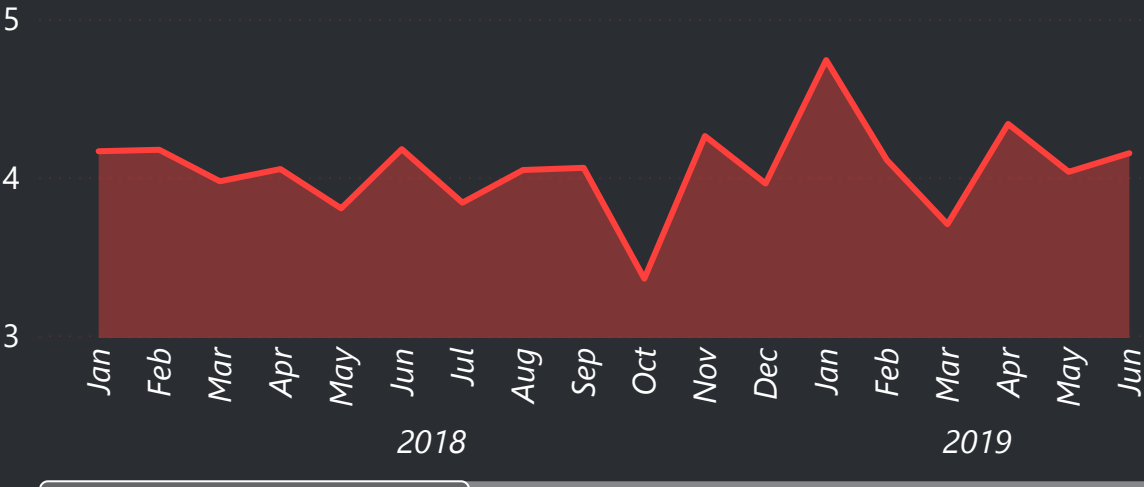
Second Class

Standard Class

Ship Mode Usage



Days to Ship Over Time



Ship Status

Shipped Early

Shipped Late

Shipped On Time