



Superstore

Sales and Profit Performance Report

Interactive Business Insights | 2014 - 2017



Sales & Performance



Customer Insights



Regional & State



Product Performance



Profitability Analysis



Segment Analysis

Click a section to explore insights →



Sales & Performance

2014

2015

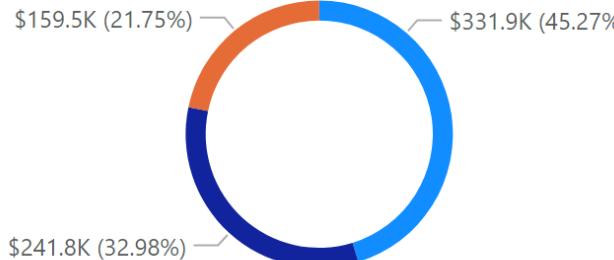
2016

2017



Customer Segment Revenue Breakdown

● Consumer ● Corporate ● Home Office



Total Sales

\$733.2K 20.4% ▲

Order Count

2K 28.3% ▲

Total Profit

\$93K 14.2% ▲

Profit Margin

12.74% -0.007pp

Average Discount

15.65% +0.002pp

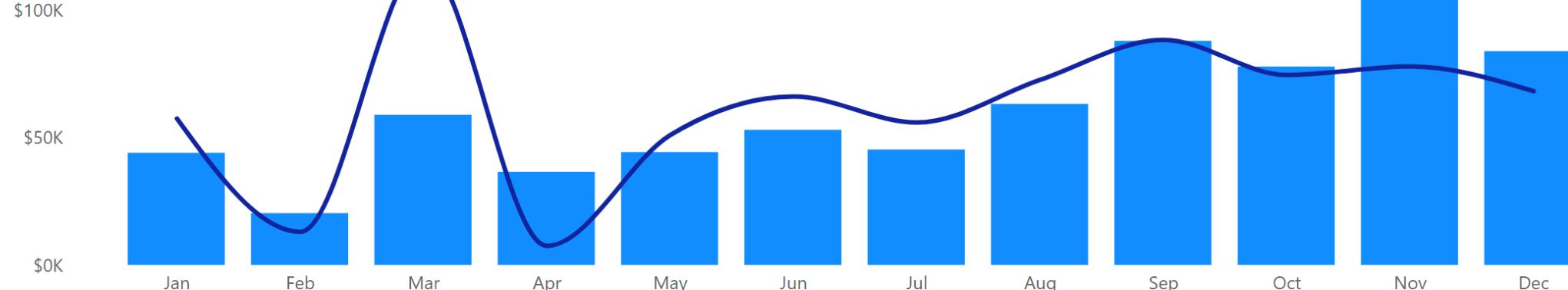
Average Sales per Order

\$435 -6.2% ▼

Monthly Sales and Profit Trend

Tracking performance across months.

● Total Sales ● Total Profit





Customer Insights

Year

2017

Month

All

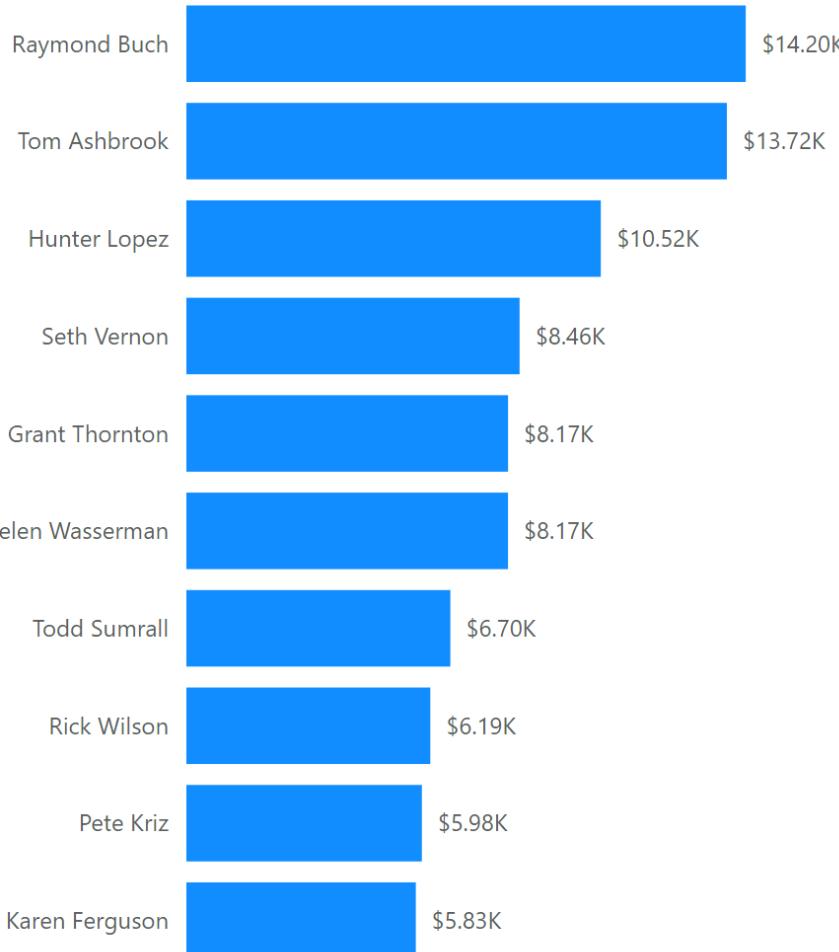
Month Year

All



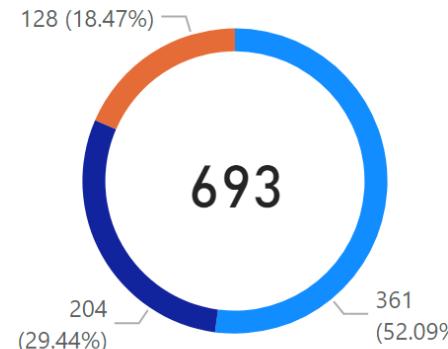
Top 10 Customers by Total Sales

Who contributes most to overall revenue?



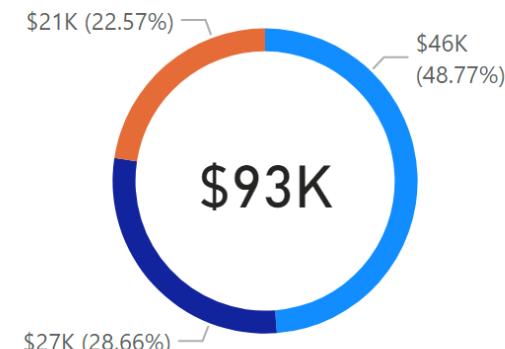
Customer Segment Distribution

Consumer Corporate Home Office



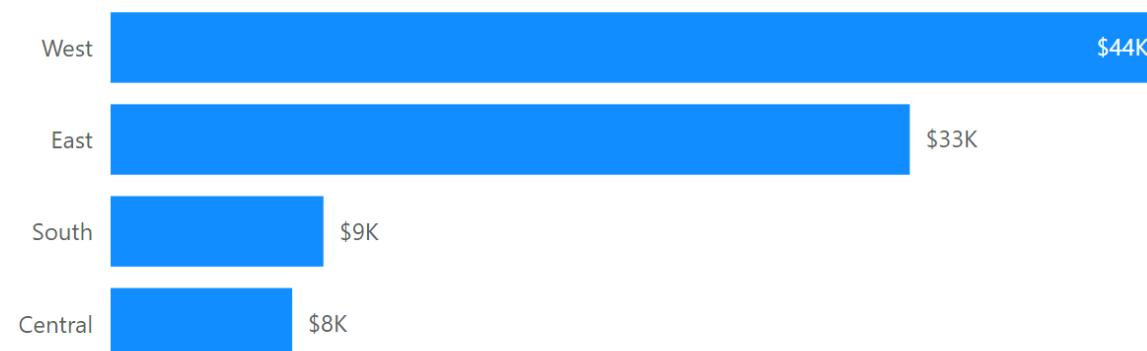
Profit Contribution by Segment

Consumer Corporate Home Office



Regional Profit Comparison

Profitability across business regions.





Superstore

Regional & State Insights

Year

2017

Month

All

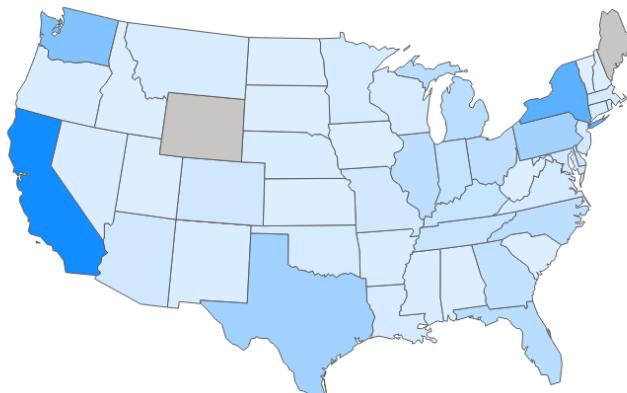
Month Year

All



Sales Performance by State

Geographic distribution of total sales across all states.



Sales and Profit Comparison by Region

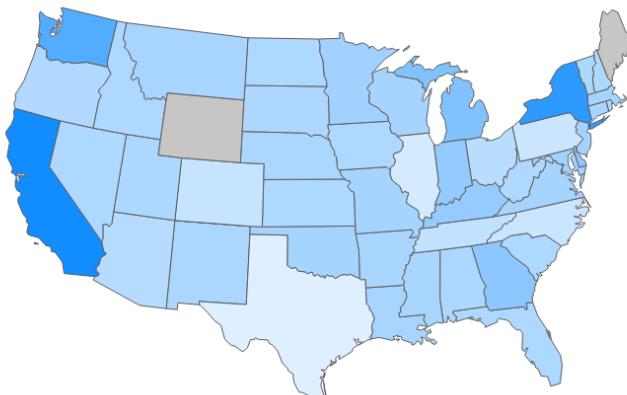
Side-by-side view of total sales and profit per region.

● Total Sales ● Total Profit



Profit Distribution by State

Regional variation in profitability across states.



City	State	Region	Order Count	Profit Margin	Average Discount
Aberdeen	South Dakota	Central	1 ↑	26.00%	0.00%
Abilene	Texas	Central	1 ↓	-270.00%	80.00%
Akron	Ohio	East	5 ↓	-3.63%	33.33%
Albuquerque	New Mexico	West	4 ↑	30.94%	4.00%
Alexandria	Virginia	South	1 ↑	50.00%	0.00%
Amarillo	Texas	Central	1 ↓	-17.65%	32.00%



Product & Category Performance

Year

2017

Month

All

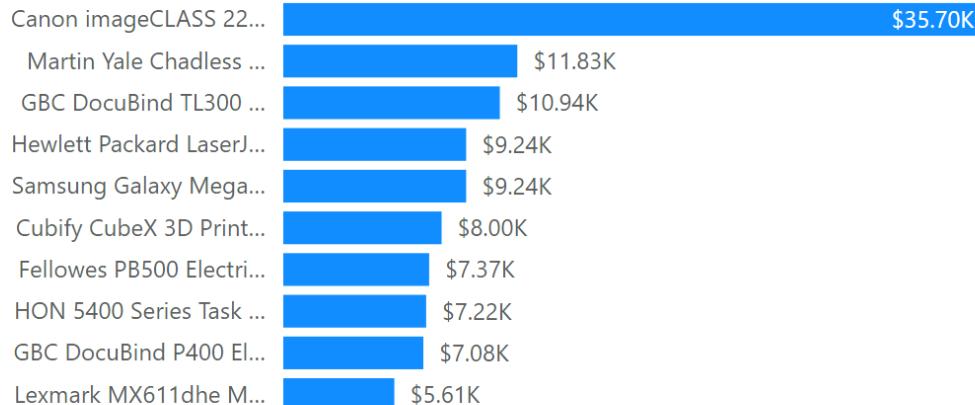
Month Year

All



Top Products by Total Sales

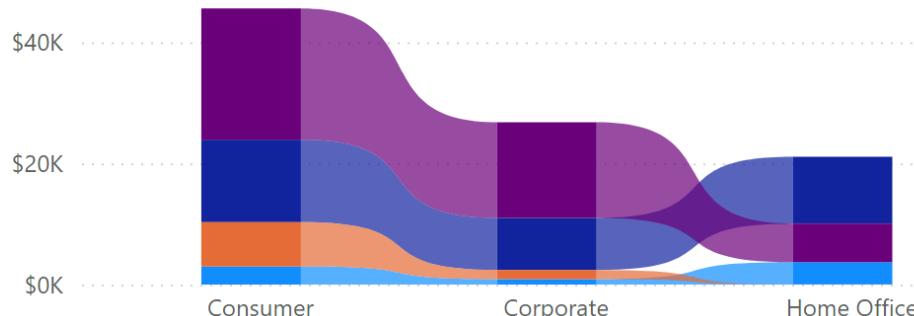
Ranking of products based on total sales value.



Profit Dynamics by Segment and Region

How profit share shifts across customer segments and regions.

● Central ● East ● South ● West

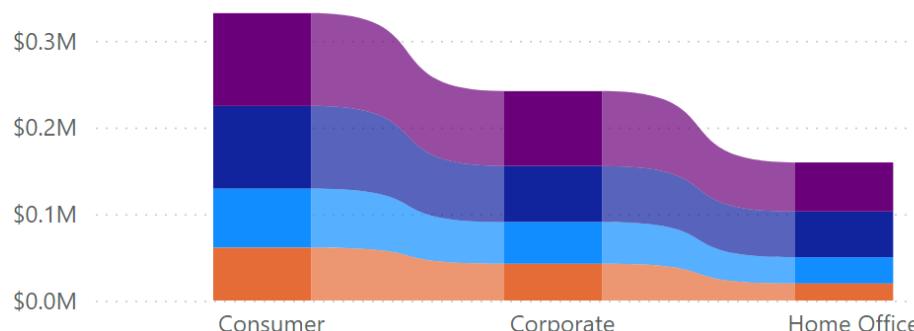


Category	Sub-Category	Total Sales	Total Profit	Profit Margin	Average Discount
Furniture	Bookcases	\$30,024.3	(\$584)	-1.94%	21.47%
	Chairs	\$95,554.4	\$7,644	8.00%	16.74%
	Furnishings	\$28,915.1	\$4,099	14.18%	12.91%
	Tables	\$60,893.5	(\$8,141)	-13.37%	26.54%
	Total	\$215,387.3	\$3,018	1.40%	16.99%
Office Supplies	Appliances	\$42,926.9	\$7,865	18.32%	17.64%

Sales Dynamics by Segment and Region

Changing sales performance across regions and segments.

● Central ● East ● South ● West





Superstore

Profitability Analysis

Year

2017

Month

All

Month Year

All



Profit Contribution by Product Sub-Category

Stepwise breakdown of profit impact by product sub-category.

● Increase ● Decrease

\$100K

\$80K

\$60K

\$40K

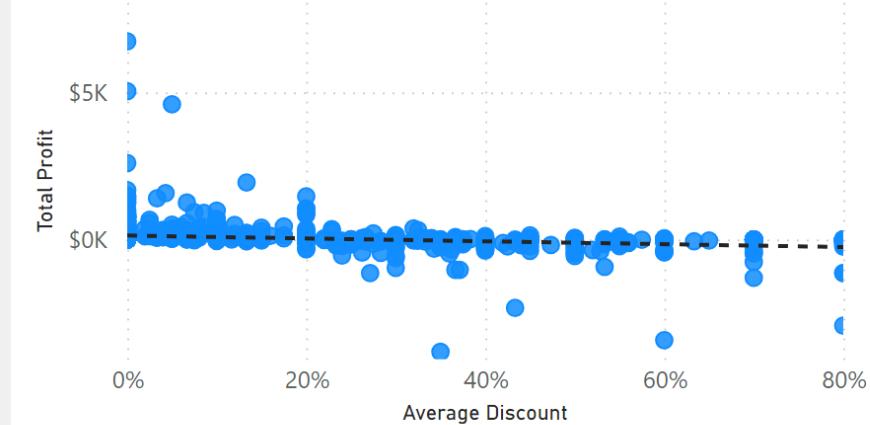
\$20K

\$0K

Copiers
Accessories
Phones
Paper
Appliances
Binders
Chairs
Storage
Furnishings
Art
Labels
Envelopes
Fasteners
Bookcases
Supplies
Machines
Tables

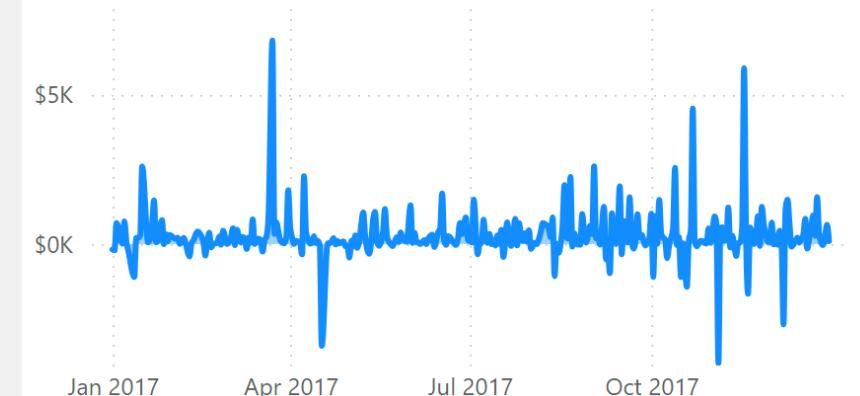
Discount vs Profit Relationship

Analyzing how discount levels affect total profit.



Profit Growth Over Time

Trend analysis of profit performance over the selected period.





Superstore

Segment-Level Behavior

Year

2017

Month

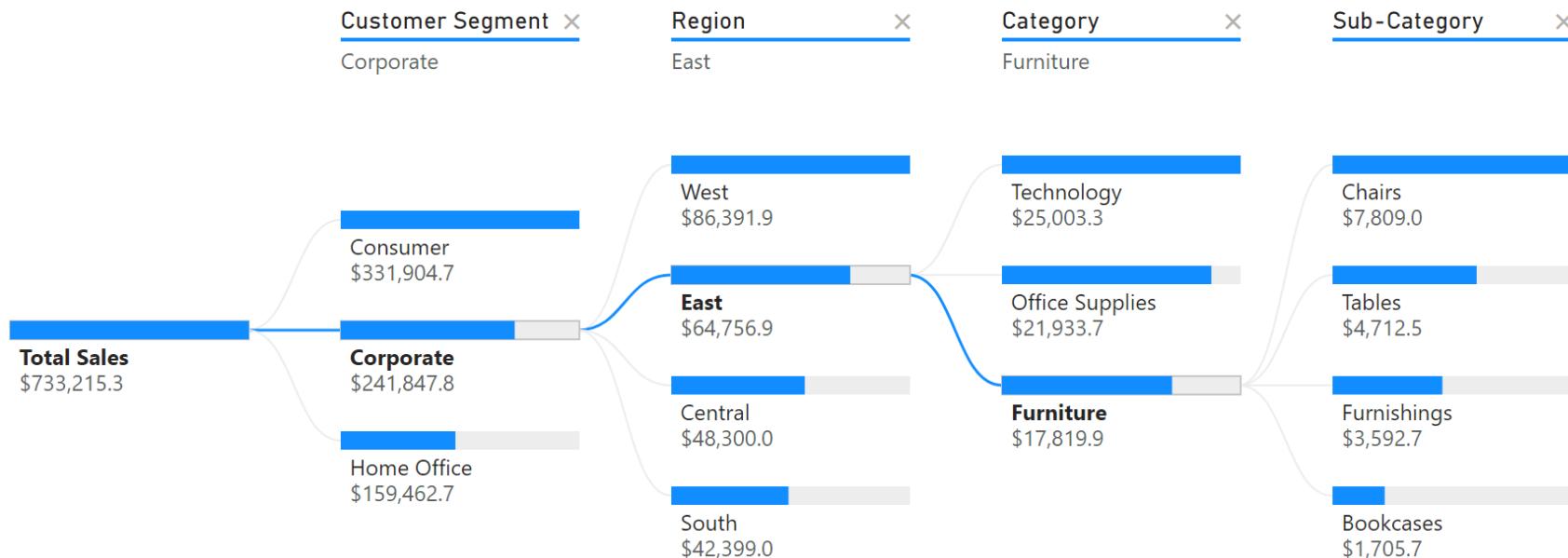
All

Month Year

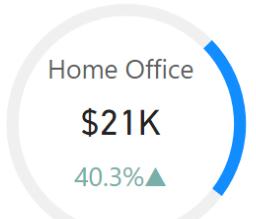
All



Breakdown of Sales by Customer Segment, Region, Product Category and Sub-Category

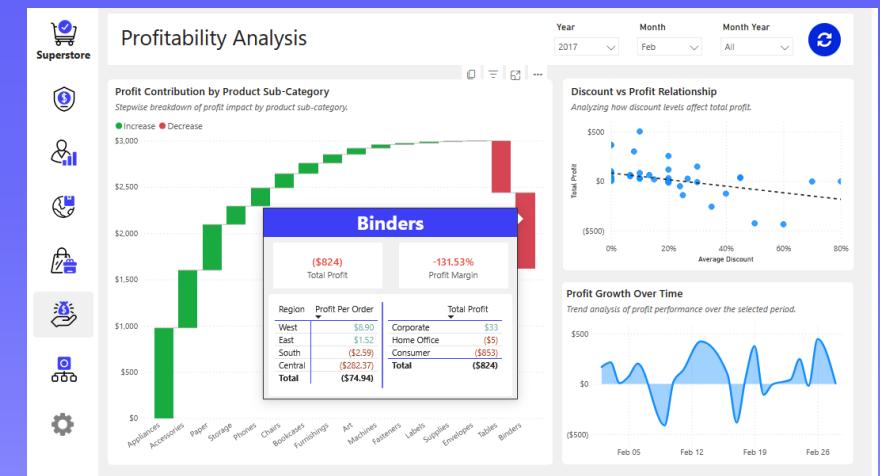
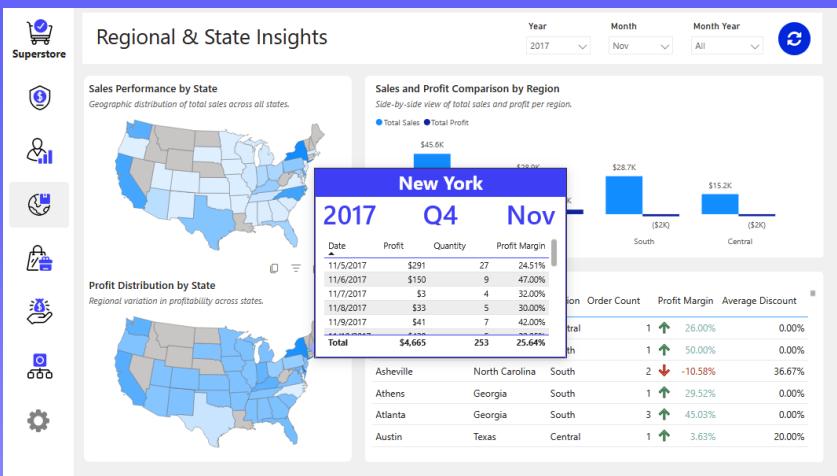
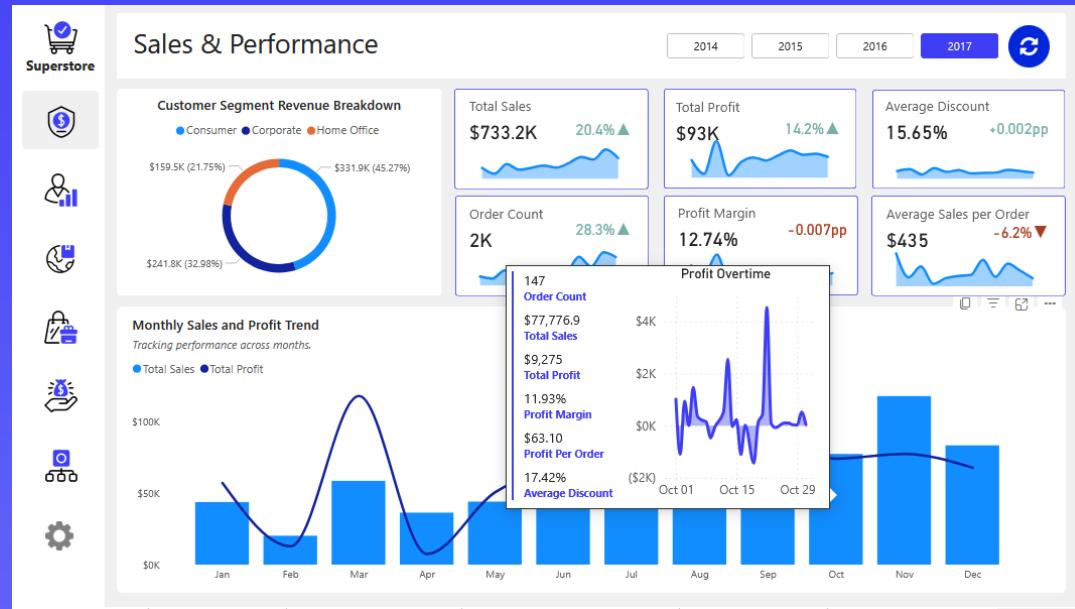


Profit Contribution by Customer Segment

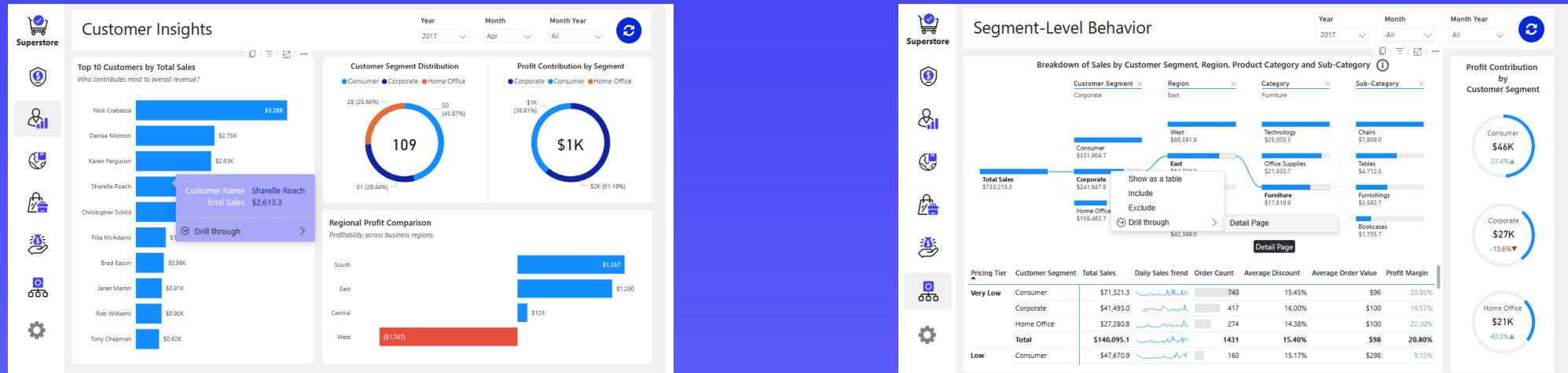


Pricing Tier	Customer Segment	Total Sales	Daily Sales Trend	Order Count	Average Discount	Average Order Value	Profit Margin
Very Low	Consumer	\$71,321.3		740	15.45%	\$96	20.95%
	Corporate	\$41,493.0		417	16.00%	\$100	19.57%
	Home Office	\$27,280.8		274	14.38%	\$100	22.30%
	Total	\$140,095.1		1431	15.40%	\$98	20.80%
Low	Consumer	\$47,670.9		160	15.17%	\$298	9.15%

Report Tooltips



Report Drill Through



Sales Details

Date	Customer ID	Order ID	Ship Mode	Product Name	Total Sales	Total Profit	Profit Margin	Quantity
1/2/2017	AS-10045	CA-2017-113481	First Class	Avery 3 1/2" Diskette Storage Pages, 10/Pack	\$15.7	(\$13)	-80.0%	5
1/2/2017	AS-10045	CA-2017-113481	First Class	Avery Recycled Flexi-View Covers for Binding Systems	\$28.9	(\$21)	-73.33%	6
1/2/2017	AS-10045	CA-2017-113481	First Class	Cisco CP-7937G Unified IP Conference Station Phone	\$695.7	(\$28)	-4.00%	2
1/2/2017	FW-14395	CA-2017-118668	Second Class	Kensington KT2356US Mouse-in-a-Box USB Desktop Mouse	\$16.6	\$6	35.00%	1
1/7/2017	BW-11110	CA-2017-159366	First Class	Lexmark MX611dhe Monochrome Laser Printer	\$3,060.0	\$680	22.22%	2
1/8/2017	RS-19420	CA-2017-115154	First Class	Balt Solid Wood Round Tables	\$893.0	\$80	9.00%	2
1/12/2017	DB-13120	US-2017-148551	Standard Class	GBC Ibimaster 500 Manual ProClick Binding System	\$761.0	(\$1,141)	-150.00%	5
1/12/2017	LS-16945	CA-2017-108000	Standard Class	Staple envelope	\$9.8	\$5	50.00%	1
1/13/2017	CP-12085	US-2017-167402	Second Class	Hon Metal Bookcases, Black	\$212.9	\$53	25.00%	3
1/13/2017	CP-12085	US-2017-167402	Second Class	Hunt Boston Vacuum Mount KS Pencil Sharpener	\$209.9	\$55	26.00%	6
1/13/2017	CP-12085	US-2017-167402	Second Class	Martin Yale Chainless Opener Electric Letter Opener	\$4,164.1	\$83	2.00%	5
1/13/2017	CP-12085	US-2017-167402	Second Class	Xerox 23	\$32.4	\$16	48.00%	5
Total					\$241,847.8	\$26,782	11.07%	