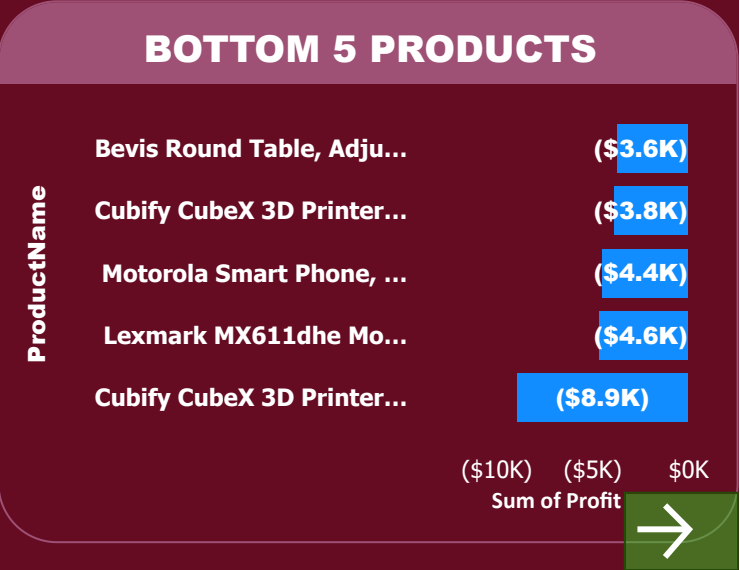
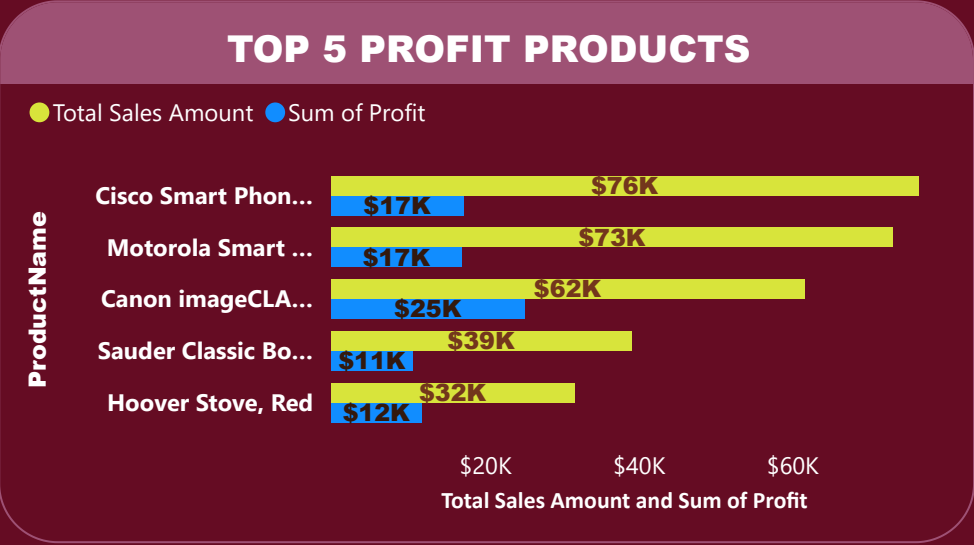
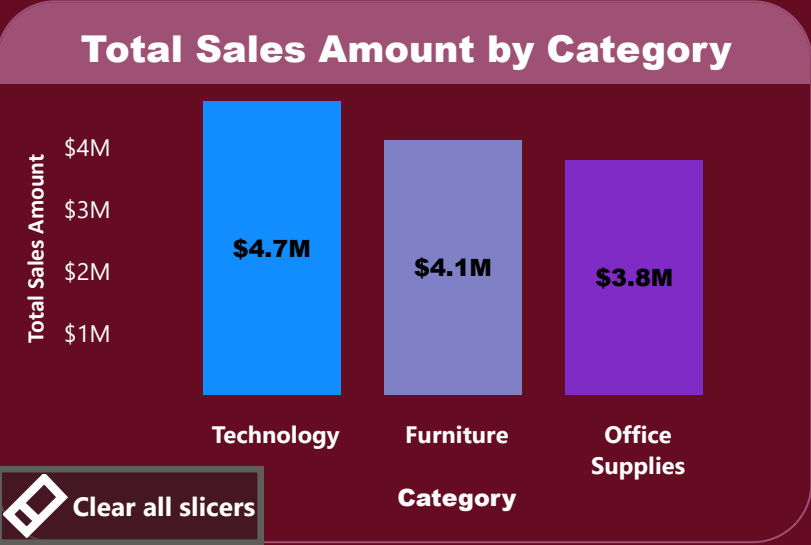
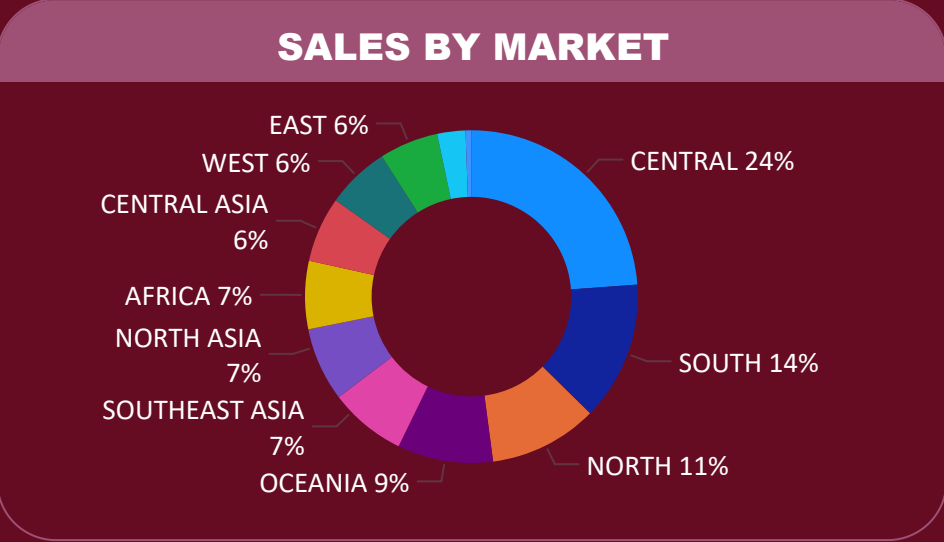
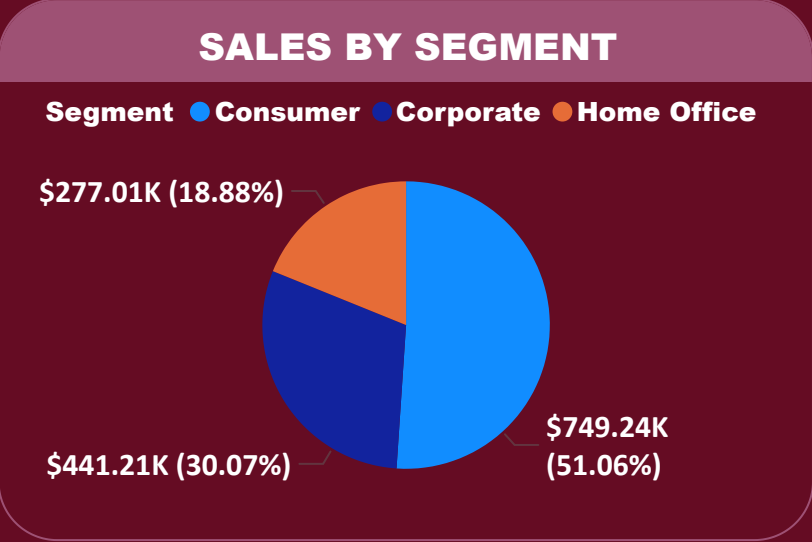


GLOBAL SUPERSTORE DASHBOARD

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SHIPPING AND SALES ANALYSIS

Category

Furniture

Office Supplies

Technology

2011

2012

2013

2014

Average
Shipping
Percentage

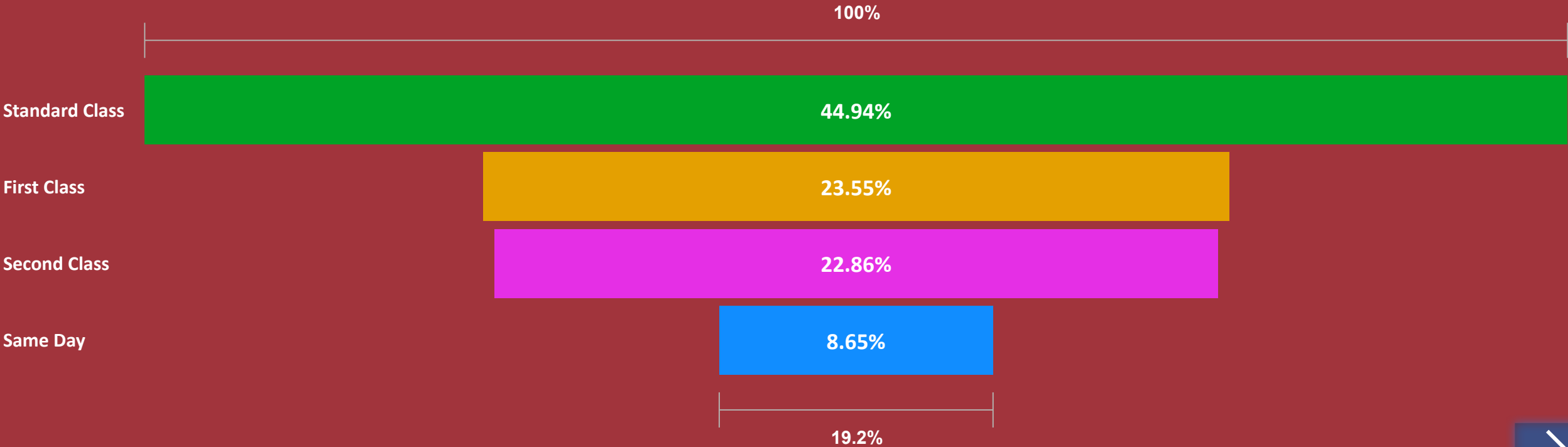
10.92

Profit and Shipping Costs Relationship: Despite Standard Class having the lowest shipping cost percentage (8.18%), it generated the highest total profit (\$890,596.02), indicating a strong profit margin with lower shipping costs.

High Shipping Costs Impact on Profit: Same Day and First Class shipping modes have the highest shipping cost percentages (17.58% and 17.94%, respectively), yet they contribute the least to total profit, suggesting that higher shipping costs may negatively impact profitability.

ShipMode	Average of Shipping cost percentage	Total Profit	Total Discount
Standard Class	8.18	\$890,596.02	4,374.93
Second Class	12.42	\$292,583.53	1,449.66
First Class	17.58	\$208,104.68	1,117.48
Same Day	17.94	\$76,173.07	387.66
Total	10.92	\$1,467,457.29	7,329.73

%GT Sum of Shipping cost percentage by ShipMode



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REGIONAL SALES ANALYSIS

Category

Furniture

Office Supplies

Technology

2011

2012

2013

2014

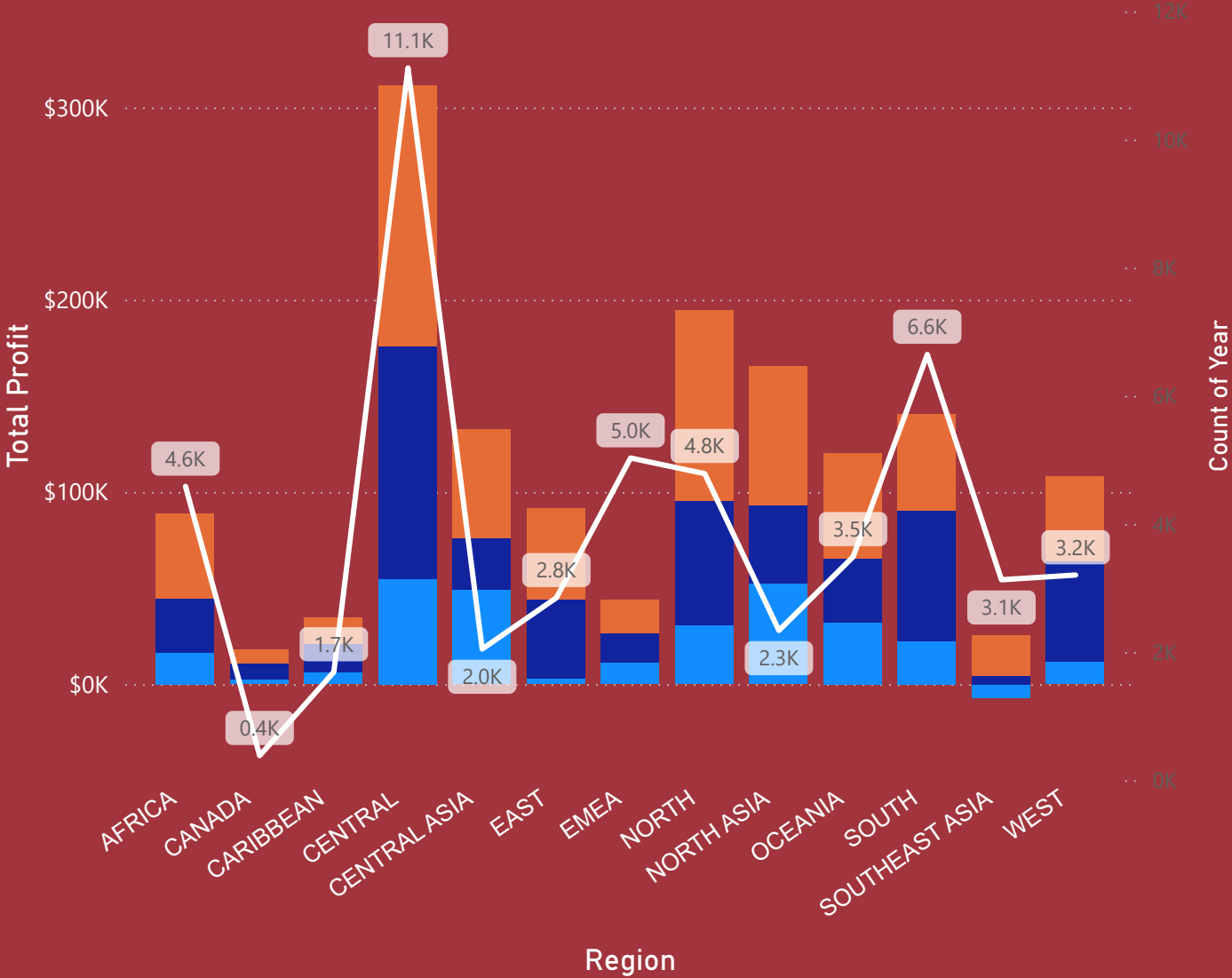
Region	Furniture	Office Supplies	Technology	Total
AFRICA	\$25.77	\$9.35	\$48.44	\$19.37
CANADA	\$62.22	\$28.73	\$111.49	\$46.40
CARIBBEAN	\$16.55	\$15.23	\$39.68	\$20.46
CENTRAL	\$26.66	\$17.49	\$63.48	\$28.01
CENTRAL ASIA	\$102.38	\$24.40	\$122.96	\$64.69
EAST	\$5.07	\$23.96	\$88.71	\$32.14
EMEA	\$14.98	\$4.51	\$18.19	\$8.73
NORTH	\$32.72	\$22.10	\$107.21	\$40.67
NORTH ASIA	\$99.96	\$30.73	\$149.73	\$70.82
OCEANIA	\$43.19	\$16.98	\$69.81	\$34.44
SOUTH	\$17.04	\$16.69	\$39.50	\$21.12
SOUTHEAST ASIA	(\$10.58)	\$2.35	\$31.31	\$5.71
WEST	\$16.27	\$27.73	\$73.96	\$33.85
Total	\$28.88	\$16.58	\$65.45	\$28.61

Central Asia shows a trend of leading in profitability, especially in the **Technology** category, indicating a strong market demand in that region.

North Asia also shows significant profitability, especially in **Technology** with **\$149.73K**, making it another key region with a strong emphasis on technology products.

Sales over City,Region,State,Market

Category Furniture Office Supplies Technology Count of Year



SEGMENT & SALES ANALYSIS

Furniture

Office Supplies

Technology

2011

2012

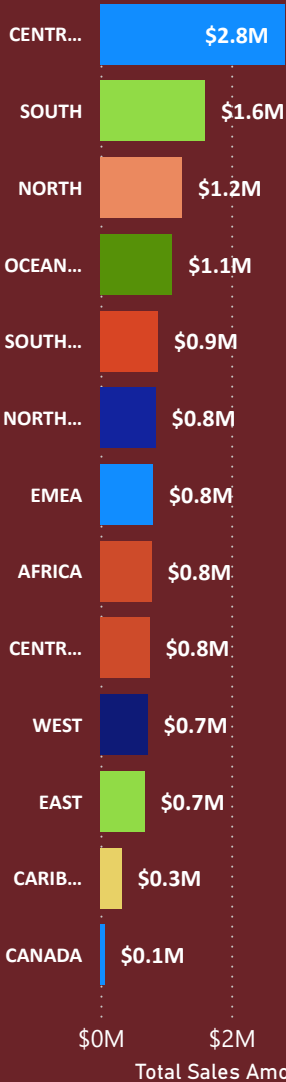
2013

2014

Segment Details by Country, Region and Market

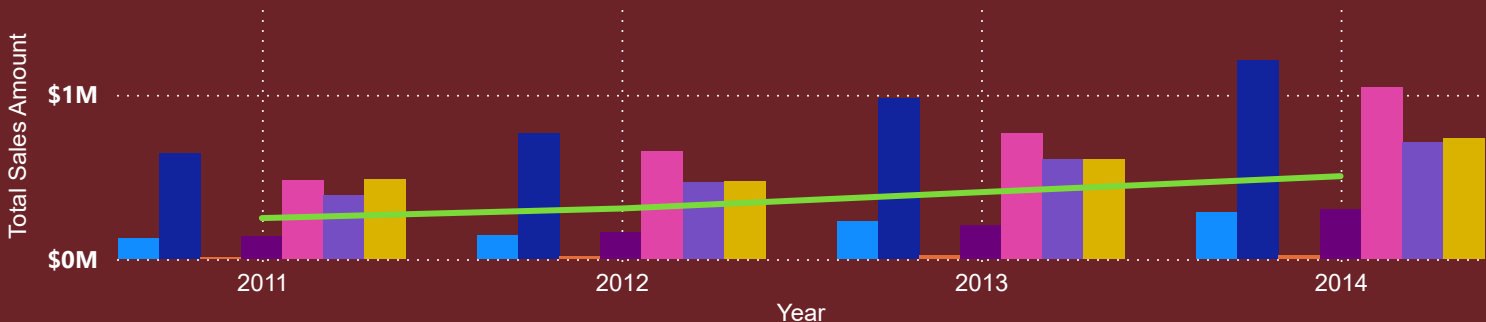
Segment Region	Consumer		Corporate		Home Office		Total	
	Average of Sales	Average of Profit	Average of Sales	Average of Profit	Average of Sales	Average of Profit	Average of Sales	Average of Profit
⊕ NORTH ASIA	\$348.20	\$69.39	\$375.35	\$70.36	\$380.80	\$75.18	\$362.84	\$70.82
⊕ CENTRAL ASIA	\$354.18	\$66.41	\$384.24	\$67.79	\$377.18	\$55.29	\$367.59	\$64.69
⊕ CANADA	\$176.83	\$47.91	\$175.58	\$45.79	\$165.21	\$43.10	\$174.29	\$46.40
⊕ NORTH	\$260.92	\$40.60	\$265.12	\$41.96	\$252.99	\$38.56	\$260.85	\$40.67
⊕ OCEANIA	\$315.49	\$33.86	\$306.58	\$32.91	\$331.34	\$38.90	\$315.51	\$34.44
⊕ WEST	\$217.03	\$34.36	\$235.27	\$35.87	\$239.44	\$28.95	\$226.49	\$33.85
⊕ EAST	\$238.88	\$28.04	\$228.52	\$26.94	\$253.91	\$53.21	\$238.34	\$32.14
⊕ CENTRAL	\$255.96	\$26.04	\$256.06	\$30.67	\$244.27	\$29.29	\$253.87	\$28.01
⊕ SOUTH	\$237.11	\$21.33	\$248.26	\$20.89	\$239.73	\$20.91	\$240.92	\$21.12
⊕ CARIBBEAN	\$196.07	\$24.00	\$206.19	\$18.12	\$161.67	\$15.53	\$191.88	\$20.46
⊕ AFRICA	\$177.98	\$20.06	\$156.20	\$15.77	\$173.45	\$22.83	\$170.87	\$19.37
⊕ EMEA	\$160.26	\$10.06	\$159.19	\$7.94	\$162.32	\$6.40	\$160.30	\$8.73
⊕ SOUTHEAST ASIA	\$279.24	\$6.20	\$279.81	\$4.08	\$297.05	\$6.86	\$282.65	\$5.71
Total	\$245.42	\$28.25	\$247.89	\$28.60	\$247.23	\$29.65	\$246.49	\$28.61

Sales by Region



Total Sales Amount and Sum of Profit by Year and Market

Market ● AFRICA ● APAC ● CANADA ● EMEA ● EU ● LATAM ● US ● Sum of Profit



Sales and Profit Growth: The trendline indicates a steady increase in total sales amount from 2011 to 2014 across all markets.

Top Market Performance: The APAC market leads in sales each year, with overall rising profits across all markets.

Country and Segment Impact: The Consumer segment in the US and LATAM markets also shows strong sales, contributing notably to overall profit increases.



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