

GLOBAL SUPERSTORE DASHBOARD

2011

2012

2013

2014

SALES

\$13M

PROFIT

\$1M

AVG DELIVERY DAYS

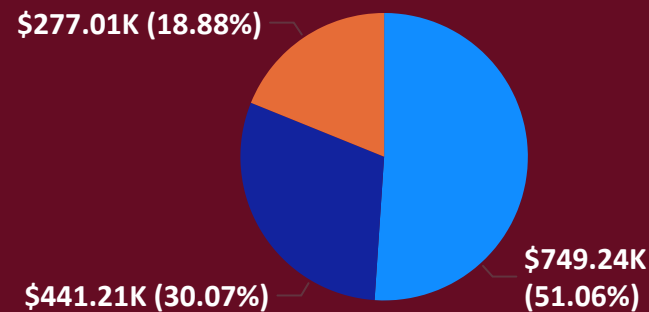
4

RETURNED ORDERS

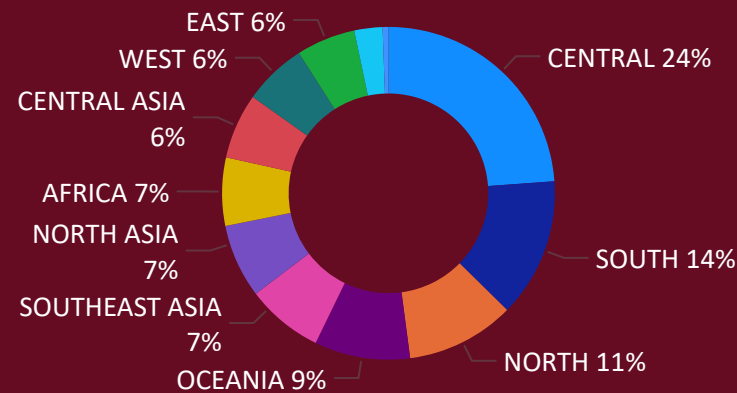
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SALES BY SEGMENT

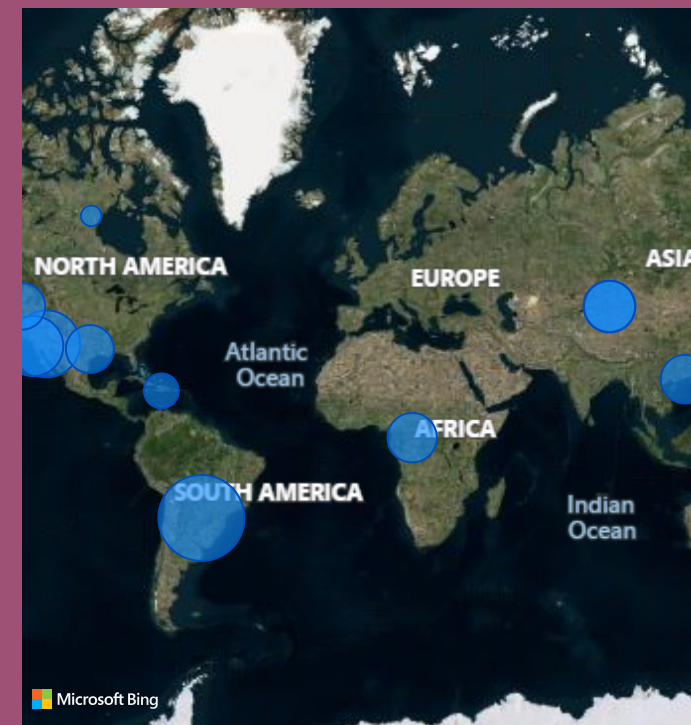
Segment ● Consumer ● Corporate ● Home Office



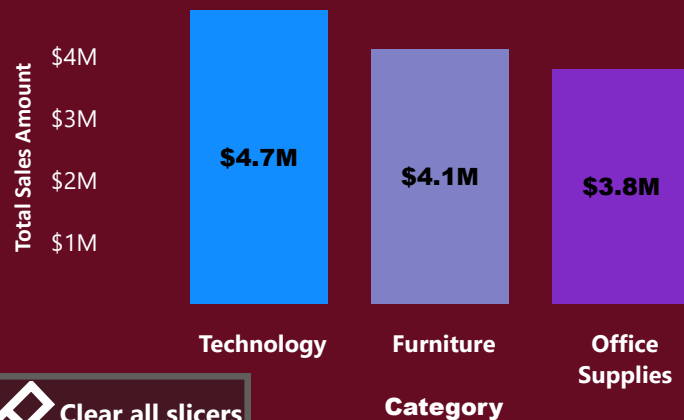
SALES BY MARKET



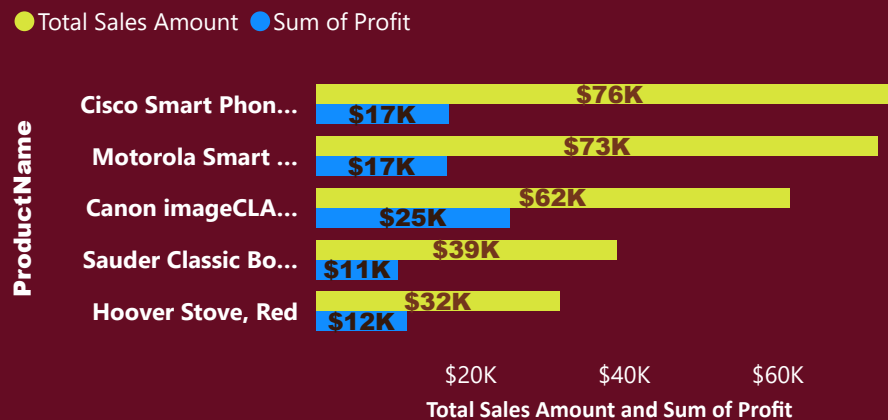
SALES BY REGION



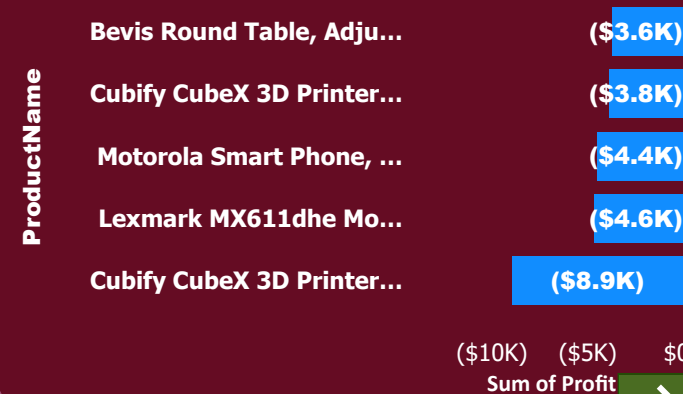
Total Sales Amount by Category



TOP 5 PROFIT PRODUCTS



BOTTOM 5 PRODUCTS



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# SEGMENT & SALES ANALYSIS

Furniture

Office Supplies

Technology

2011

2012

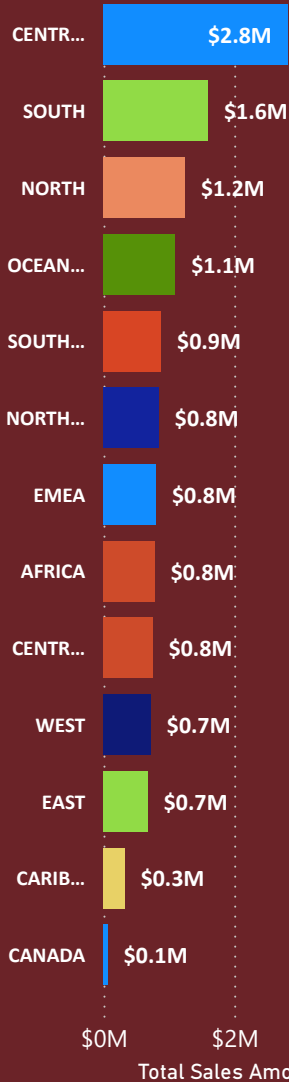
2013

2014

## Segment Details by Country, Region and Market

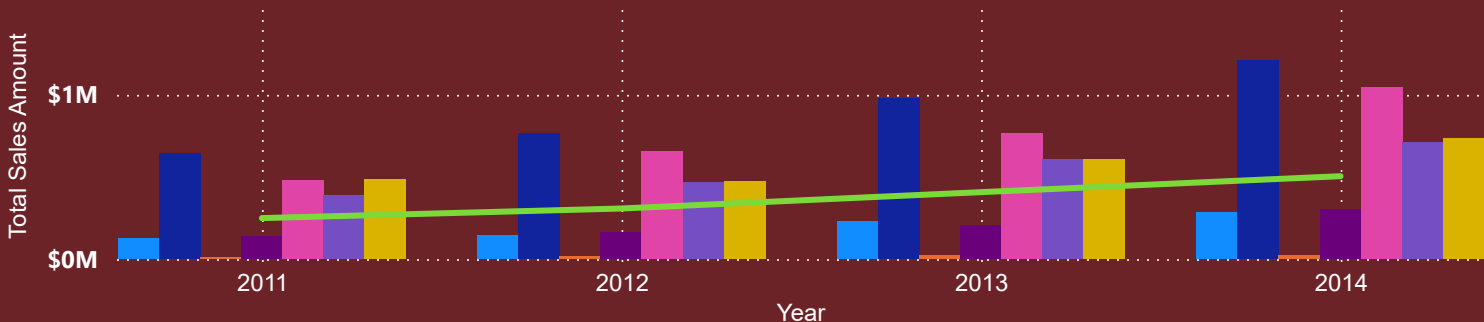
Segment Region	Consumer		Corporate		Home Office		Total	
	Average of Sales	Average of Profit	Average of Sales	Average of Profit	Average of Sales	Average of Profit	Average of Sales	Average of Profit
⊕ NORTH ASIA	\$348.20	\$69.39	\$375.35	\$70.36	\$380.80	\$75.18	\$362.84	\$70.82
⊕ CENTRAL ASIA	\$354.18	\$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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# SHIPPING AND SALES ANALYSIS

## Category

Furniture

Office Supplies

Technology

2011

2012

2013

2014

### Overall Shipping Percentage

10.70

### High Shipping Costs for Faster Delivery:

Same Day (162.44%) and First Class (157.26%) have the highest shipping percentages, indicating that these faster delivery options significantly increase shipping costs relative to sales.

### Cost Efficiency in Standard Shipping:

Standard Class has the lowest shipping percentage (75.79%), making it the most cost-effective option. Encouraging its use could reduce overall shipping costs.

ShipMode	%GT Overall Shipping Percentage
Same Day	162.44%
First Class	157.26%
Second Class	114.41%
Standard Class	75.79%
Total	100.00%

## Overall Shipping Percentage by ShipMode and Segment

ShipMode Same Day First Class Second Class Standard Class



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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

