

Superstore Overview Sales 2019

Nr of Cities

9

Nr of Orders

186K

RevenueYTD

\$34.5M

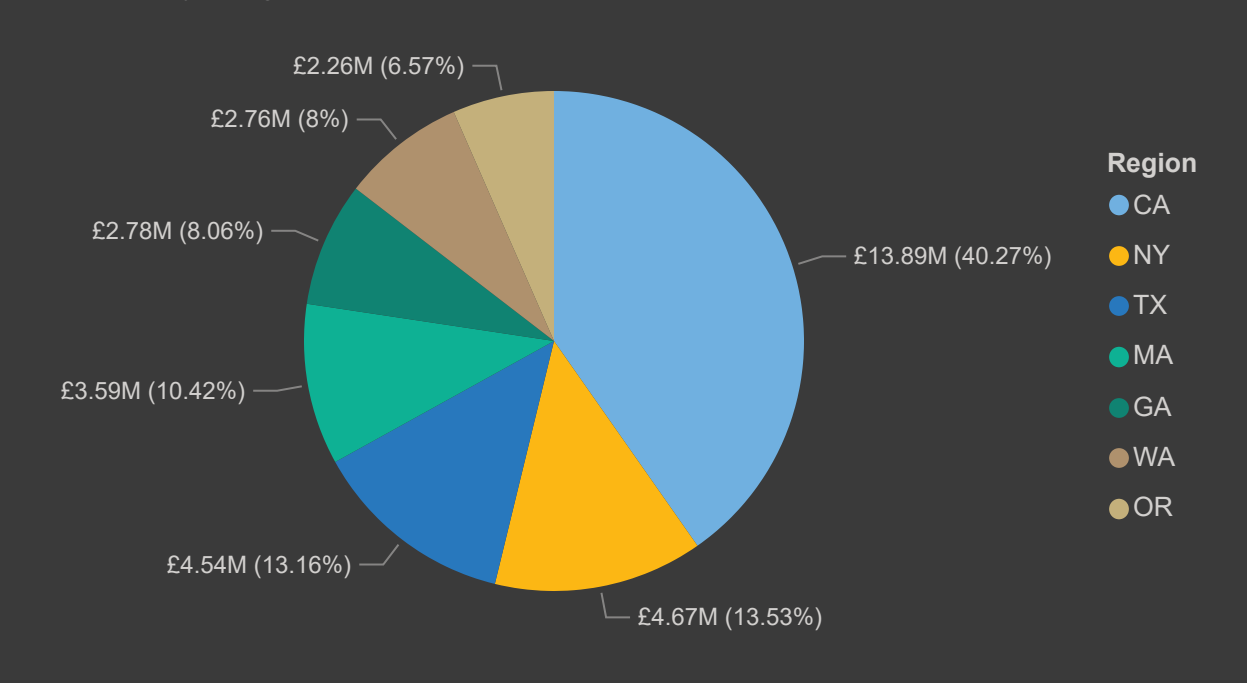
AVG Revenue Per Month

\$3M

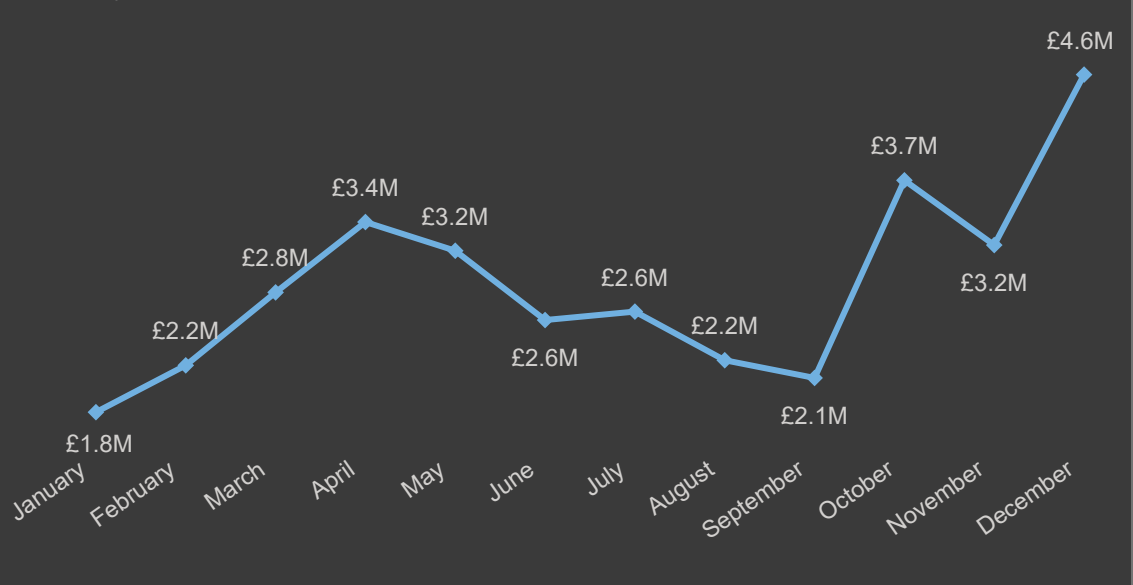
Best & Worst Selling Periods



Revenue by Region



Monthly Revenue



Superstore - Best Selling Market 2019

Top 3 City /Region	RevenueAVG
Atlanta GA	£188.2551
New York City NY	£186.6804
Austin TX	£186.4728
Total	£187.1053

Revenue AVG by Region

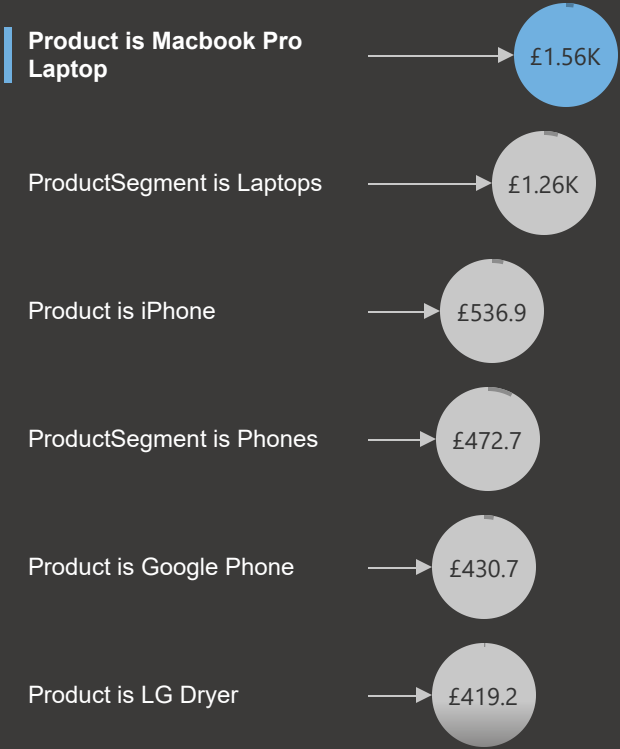
Superstore - Best Selling Products 2019

Key influencers

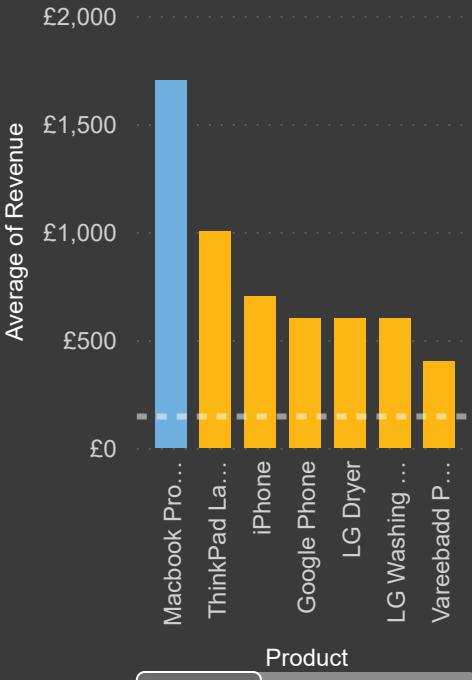


What influences Revenue to ?

When...
....the average of Revenue increases by



← Revenue is more likely to increase when Product is Macbook Pro Laptop than otherwise (on average).



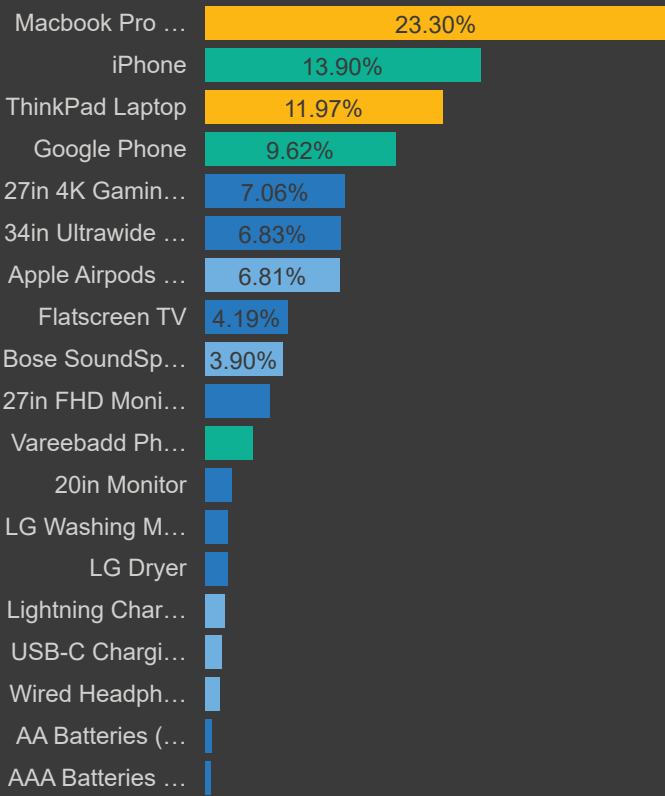
☐ Only show values that are influencers

Product	Revenue
Macbook Pro Laptop	£8,035,900
iPhone	£4,792,900
ThinkPad Laptop	£4,127,958.72
Total	£16,956,758.72

Best-Seller Product

ProductSegment

- Accessories
- Laptops
- Others
- Phones



Superstore - Prod Segment Performance by Calendar 2019

- ProductSegment
- Accessories
- Laptops
- Others
- Phones

OrderDate	HighestRevenueBySegment	HighestProfitBySegment
22 April 2019	£3,400	£2,720
27 April 2019	£3,400	£2,720
13 May 2019	£3,400	£2,720
08 June 2019	£3,400	£2,720
31 January 2019	£1,999.98	£1,599.984
02 October 2019	£1,999.98	£1,599.984
Total	£3,400	£2,720

Week of Year	HighestRevenueBySegment	HighestProfitBySegment
17	£3,400	£2,720
20	£3,400	£2,720
23	£3,400	£2,720
5	£1,999.98	£1,599.984
40	£1,999.98	£1,599.984
1	£1,700	£1,360
Total	£3,400	£2,720

Day Name	HighestRevenueBySegment	HighestProfitBySegment
Monday	£3,400	£2,720
Saturday	£3,400	£2,720
Thursday	£1,999.98	£1,599.984
Wednesday	£1,999.98	£1,599.984
Friday	£1,700	£1,360
Sunday	£1,700	£1,360
Total	£3,400	£2,720

Quarter	HighestRevenueBySegment	HighestProfitBySegment
Qtr 2	£3,400	£2,720
Qtr 1	£1,999.98	£1,599.984
Qtr 4	£1,999.98	£1,599.984
Qtr 3	£1,700	£1,360
Total	£3,400	£2,720

Superstore Profitability 2019

ProfitYTD

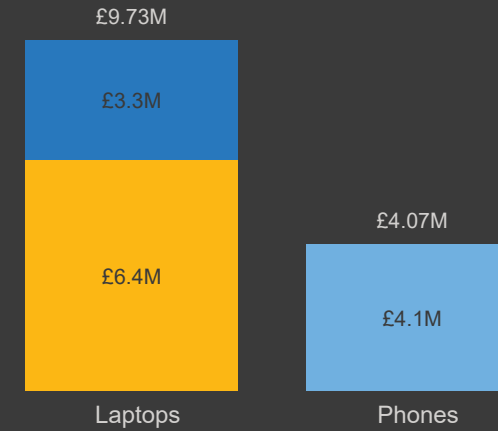
\$30.3M

Profit to Revenue Ratio

87.9%

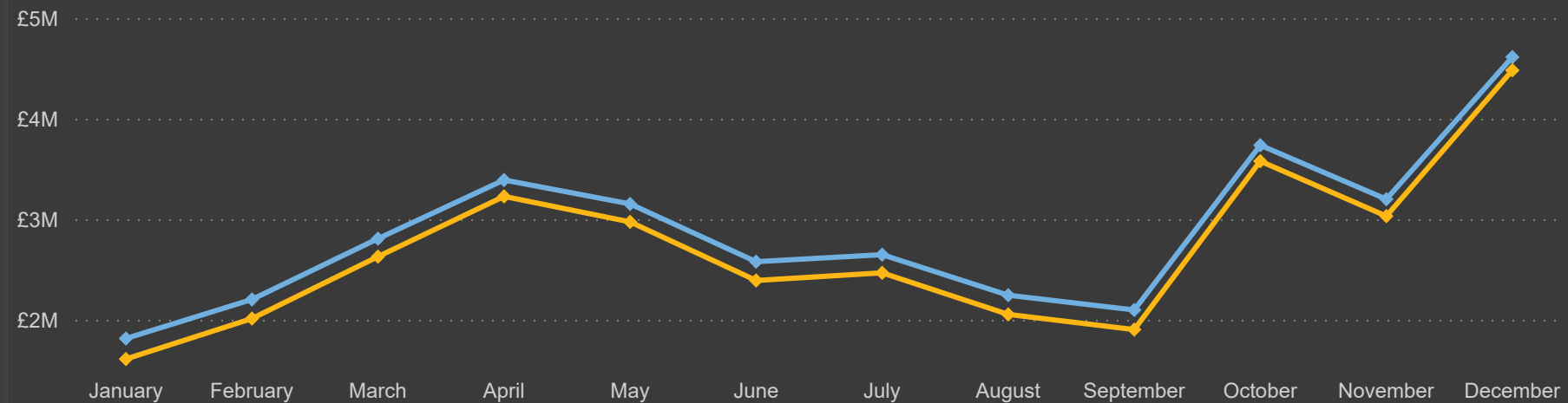
Top 3 Most Profitable Products

Product ● iPhone ● Macbook Pro Laptop ● ThinkPad Laptop



Monthly Revenue & Profit

◆ Sum of Revenue ◆ Sum of Profit



Superstore - 3 years Forecast based on 2019 data

3 years Forecast

