

Filter pane

Year
All

Month
All

Day
All

Overview

Detail Overview

Sales

Product

Shipment

Superstore Sales Dashboard

Dashboard Overview

Sales \$

\$1,26,42,905

Cost \$

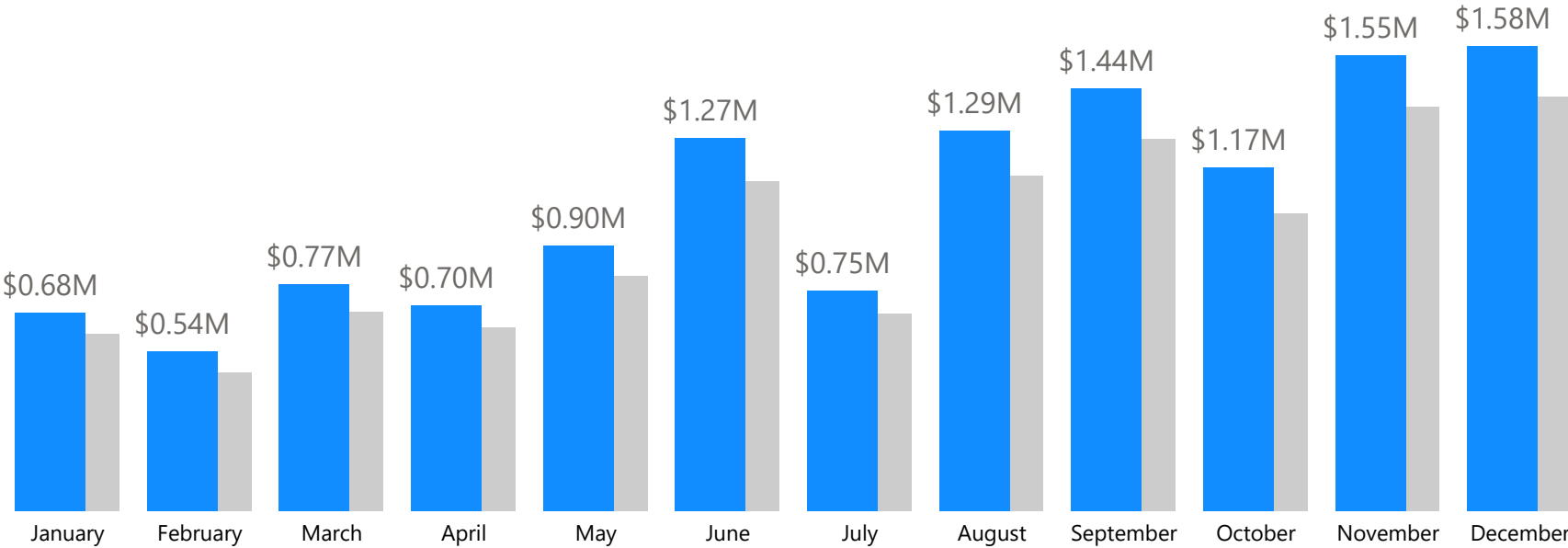
\$1,11,73,870

Profit \$

\$14,69,035

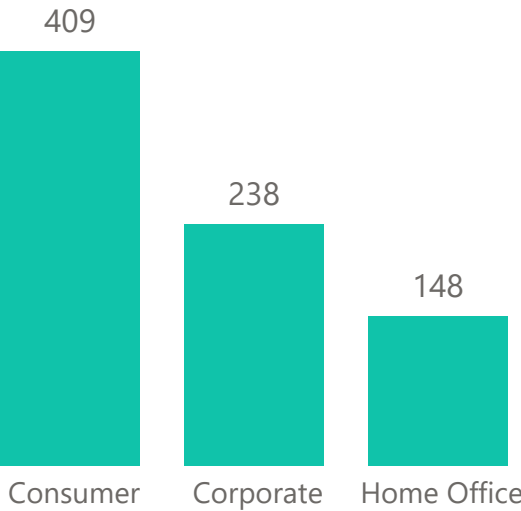
Sales Performance

● Sales \$ ● Cost \$

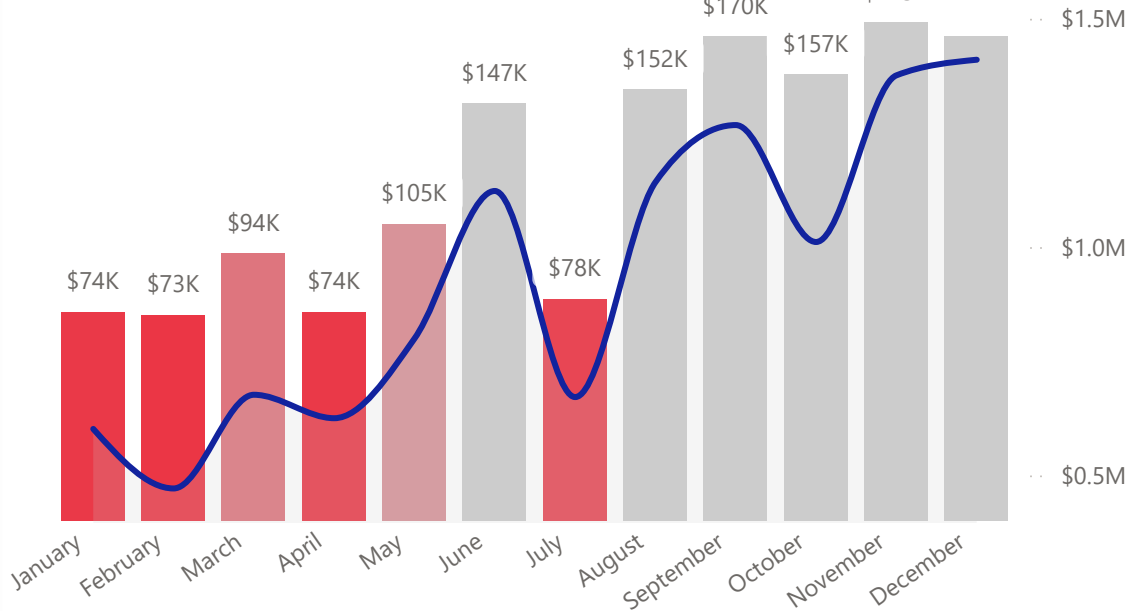


Customers

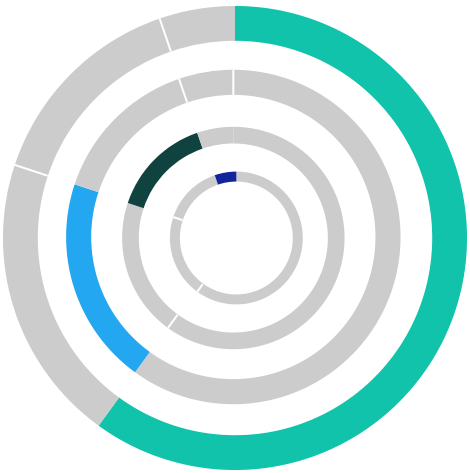
795



Profit and Cost over time



Orders - 51,290



● Standard Class ● Second Class ● First Class ● Same Day

First Class
7,505
orders

Standard Class
30,775
orders

Same Day
2,701
orders

Second Class
10,309
orders

● Office Supplies ● Technology ● Furniture

What is a typical order size??

3.48

Product (QTY)



profit average

28.64

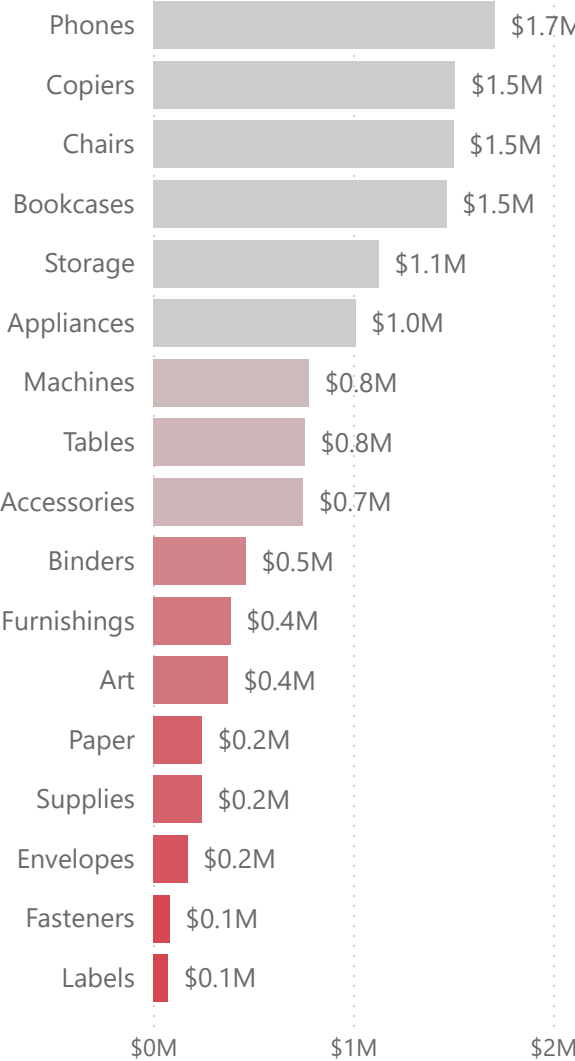
sales average

246.50

products

10,292

Sales by sub_category



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- Sales
- Product
- Shipment

Detail Overview

Sub-Category : All

13M

Total Sales

1.47M

Total_Profit

11.62%

Profit Margin %

51.54%

YoY%

4.14%

MoM%

52.25%

YoY%

3.30%

MoM%

0.47%

YoY%

-0.81%

MoM%

sales

profit

Consumer

Corporate

Home Office

Sales by Month

| Month | Sales |
|-----------|-------|
| January | 675K |
| February | 544K |
| March | 771K |
| April | 699K |
| May | 904K |
| June | 1270K |
| July | 749K |
| August | 1294K |
| September | 1437K |
| October | 1168K |
| November | 1551K |
| December | 1581K |

Sales by Category

| Category | Percentage |
|-----------------|------------|
| Technology | 37.53% |
| Furniture | 32.52% |
| Office Supplies | 29.96% |

Sales by Ship_Mode

| Ship_Mode | Percentage |
|----------------|------------|
| Standard Class | 59.95% |
| Second Class | 20.29% |
| First Class | 14.48% |
| Same Day | 5.28% |

Sales by Sub_Category

| Sub_Category | Sales |
|--------------|-------|
| Phones | 1707K |
| Copiers | 1509K |
| Chairs | 1502K |
| Bookcases | 1467K |
| Storage | 1127K |
| Appliances | 1011K |
| Machines | 779K |
| Tables | 757K |
| Accessories | 749K |
| Binders | 462K |

Region

Country

State

Customer

| customer | Sum of sales | Sum of quantity | Sum of cost | Sum of profit | Profit Margin % |
|--------------------|--------------|-----------------|-------------|---------------|-----------------|
| Aaron Bergman | 24,646 | 301 | 19963 | 4,683.21 | 19.00% |
| Aaron Hawkins | 20,759 | 231 | 18308 | 2,450.93 | 11.81% |
| Aaron Smayling | 14,207 | 211 | 13838 | 369.16 | 2.60% |
| Adam Bellavance | 20,189 | 262 | 15209 | 4,979.98 | 24.67% |
| Adam Hart | 21,720 | 293 | 19818 | 1,902.03 | 8.76% |
| Adam Shillingsburg | 15,445 | 238 | 14024 | 1,421.27 | 9.20% |
| Adrian Barton | 25,125 | 265 | 18708 | 6,417.28 | 25.54% |
| Adrian Hane | 11,406 | 207 | 9325 | 2,081.38 | 18.25% |
| Adrian Shami | 11,287 | 144 | 9723 | 1,564.49 | 13.86% |
| Aimee Rivy | 16,205 | 208 | 13279 | 2,926.25 | 18.06% |
| Total | 1,26,42,905 | 178312 | 11173870 | 14,69,034.82 | 11.62% |

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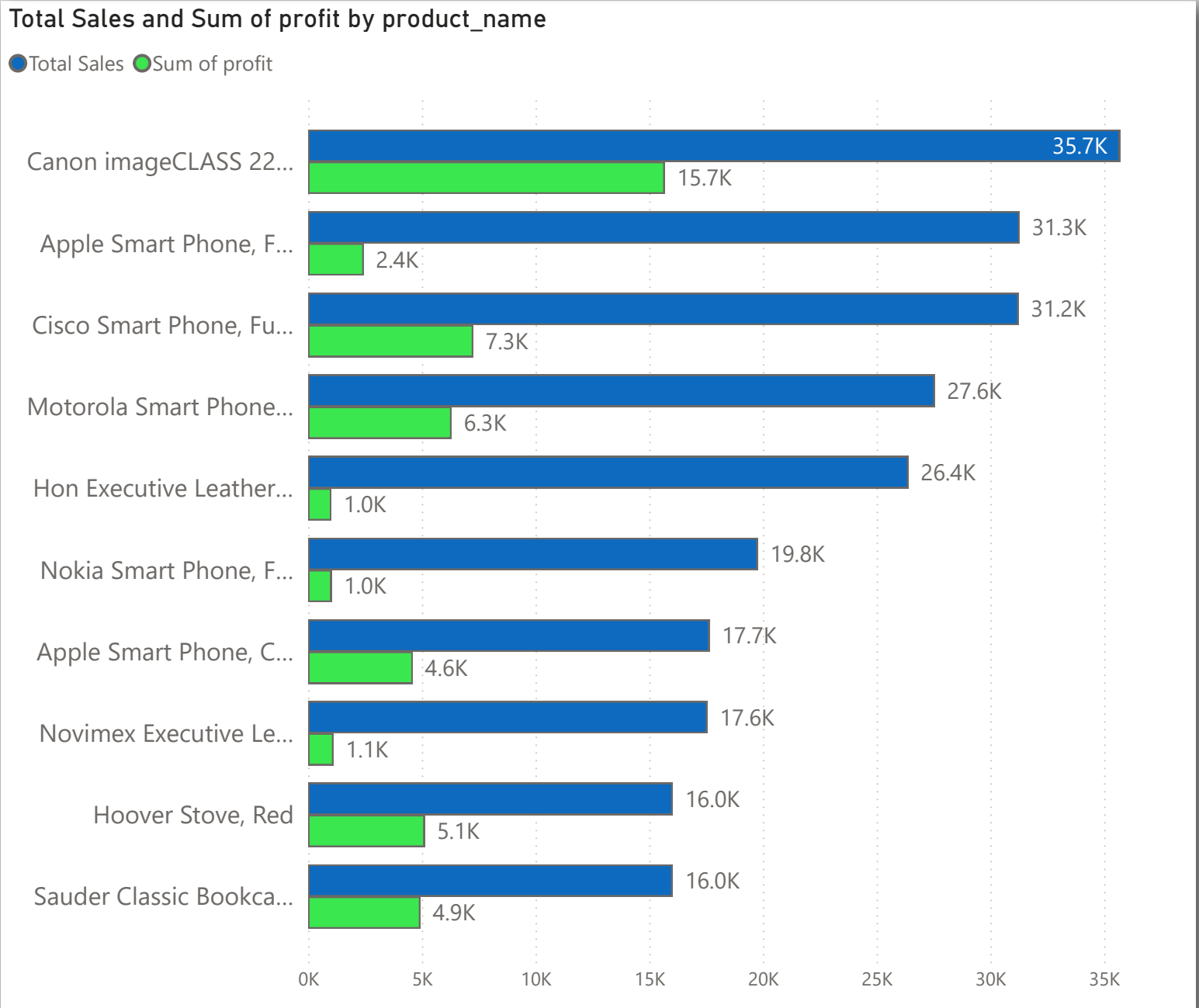
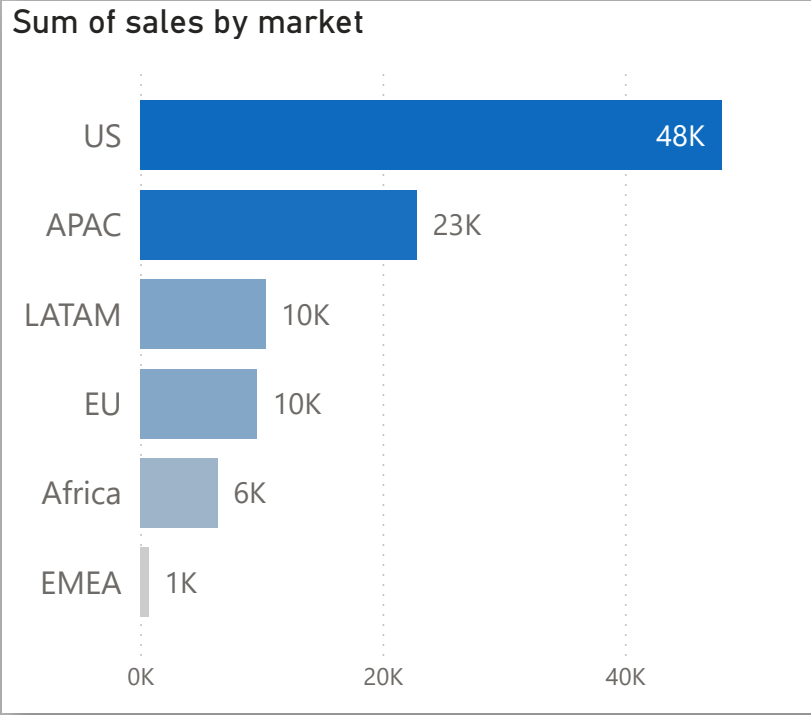
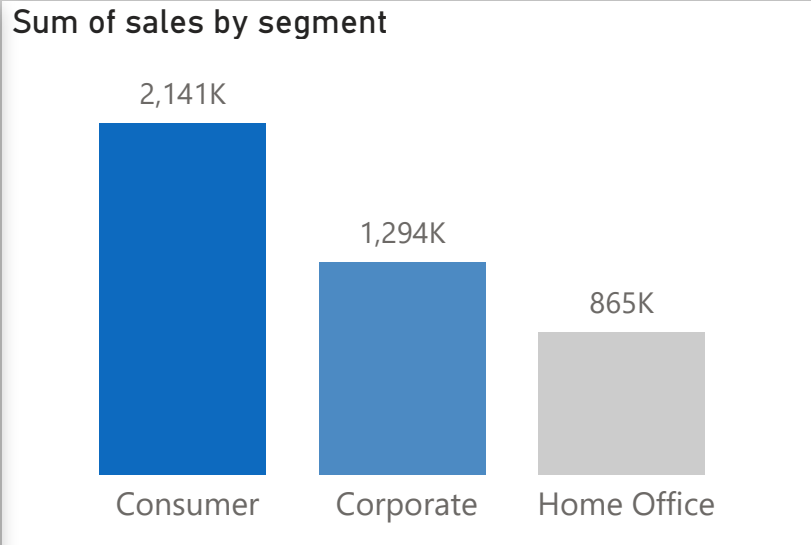
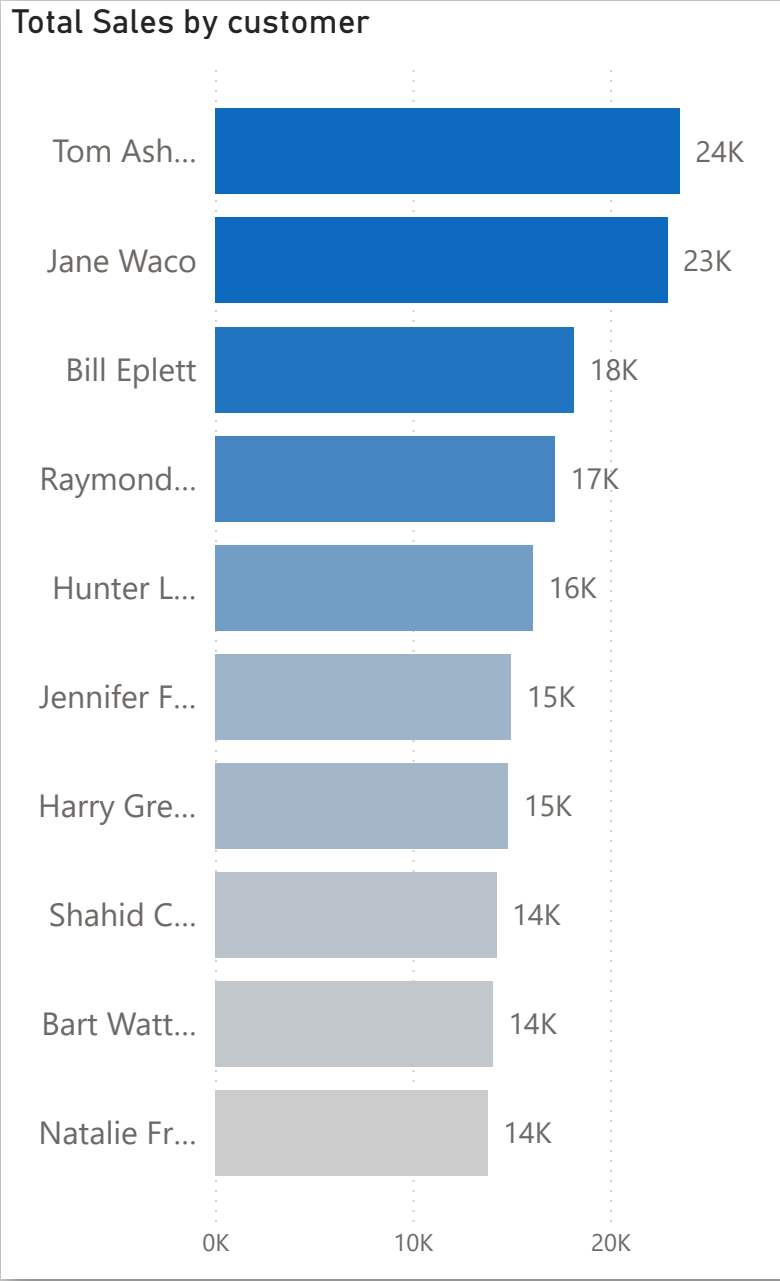
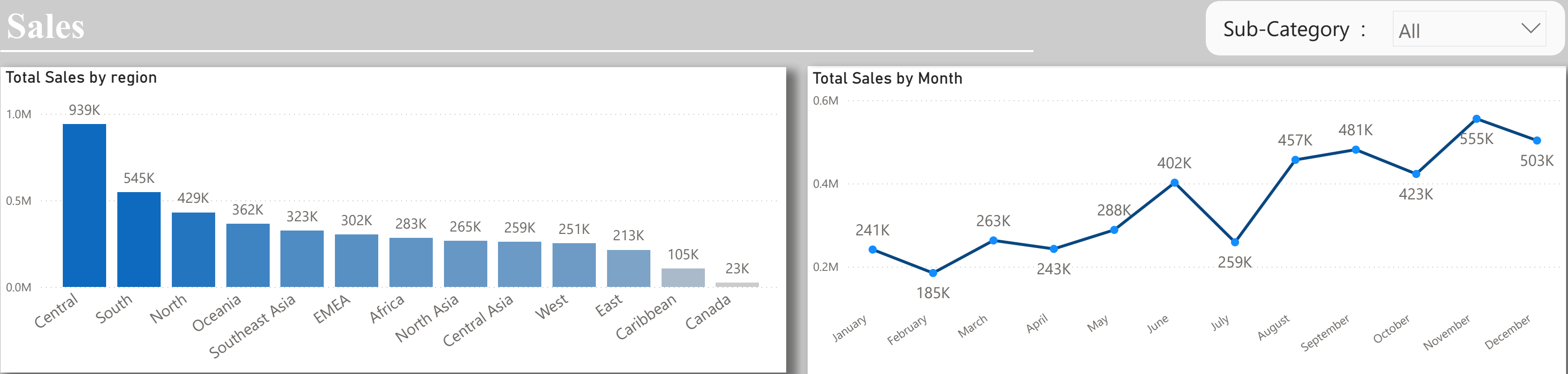
Overview

Detail Overview

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Product

Shipment



Products

Sub-Category : All

Filter pane

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Day

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Overview

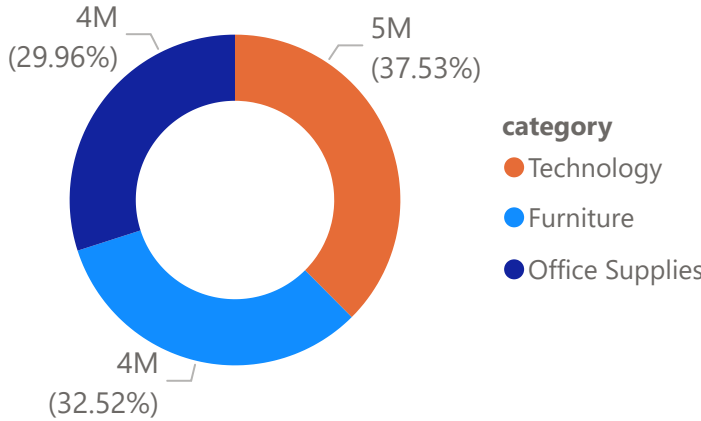
Detail Overview

Sales

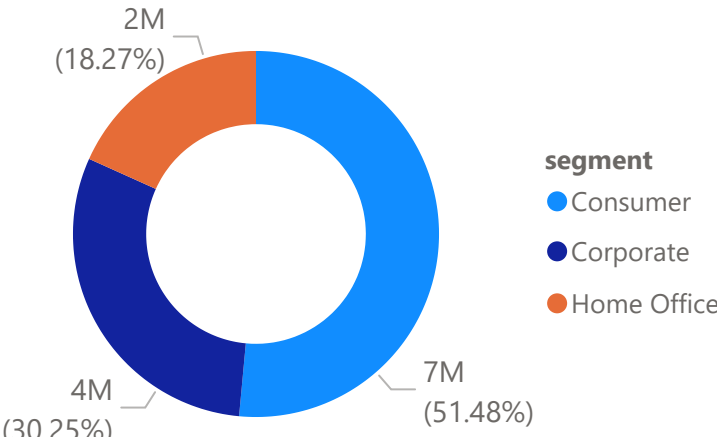
Product

Shipment

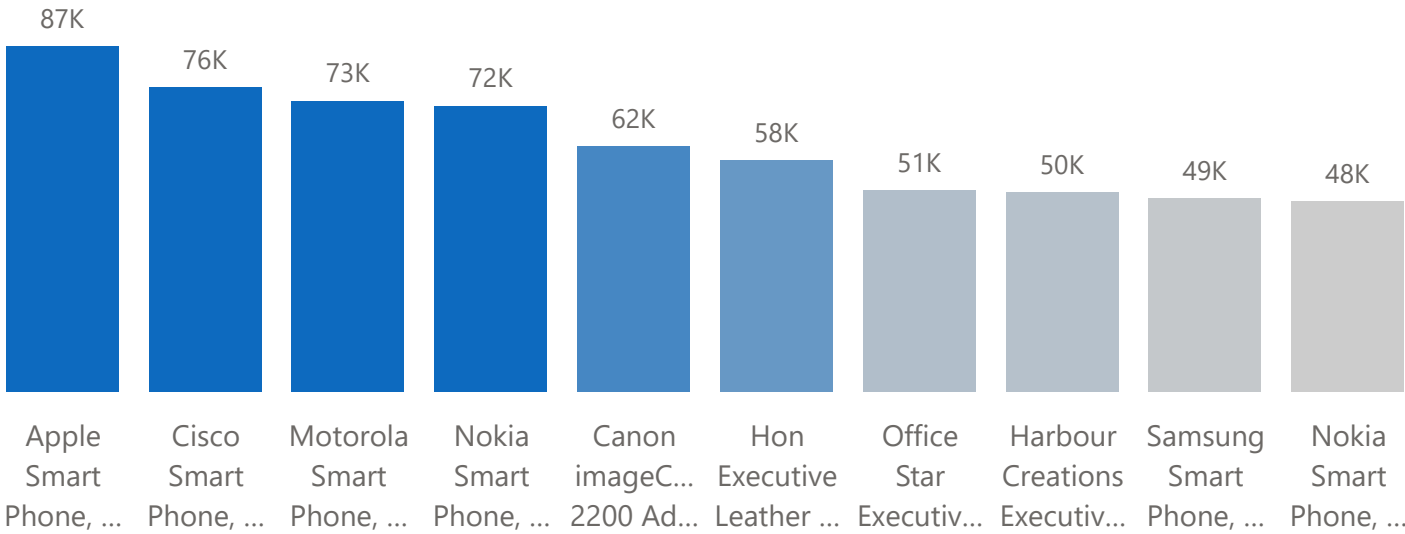
Sales by category



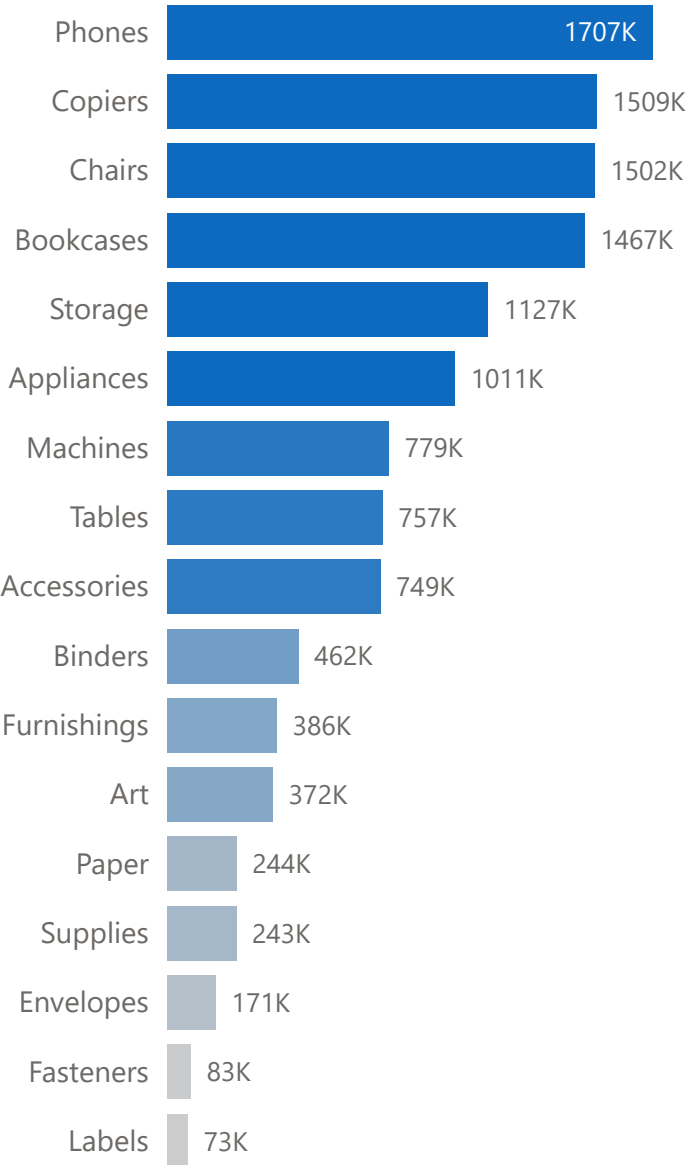
Sales by segment



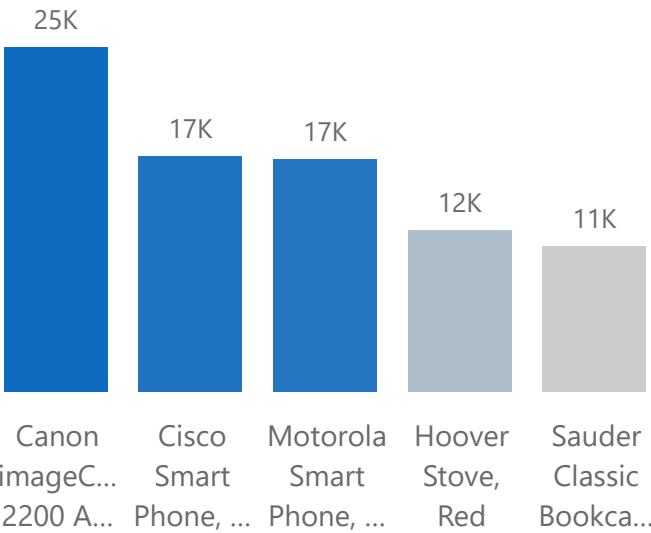
Sales by product



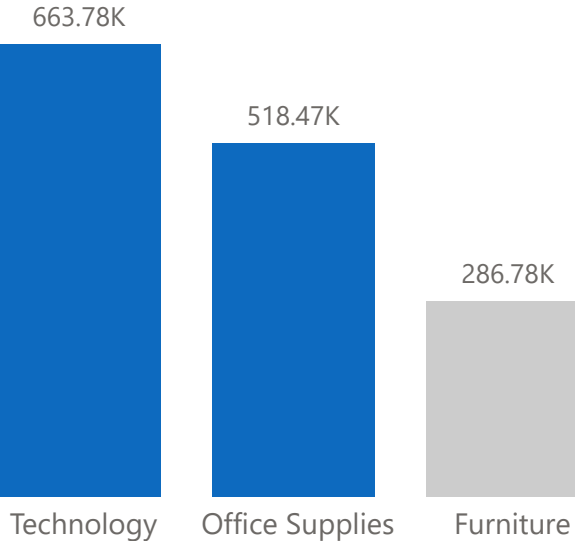
Sales by sub_category



Profit by product



Profit by category



| product_name | Total Sales | Total_Profit |
|--|-------------|--------------|
| "While you Were Out" Message Book, One Form per Page | 25 | 10.39 |
| #10- 4 1/8" x 9 1/2" Recycled Envelopes | 285 | 115.28 |
| #10- 4 1/8" x 9 1/2" Security-Tint Envelopes | 146 | 64.86 |
| #10 Gummed Flap White Envelopes, 100/Box | 42 | 16.77 |
| #10 Self-Seal White Envelopes | 109 | 52.12 |
| #10 White Business Envelopes,4 1/8 x 9 1/2 | 489 | 223.14 |
| #10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes | 176 | 63.75 |
| #6 3/4 Gummed Flap White Envelopes | 72 | 24.95 |
| 1.7 Cubic Foot Compact "Cube" Office Refrigerators | 2706 | 578.68 |
| 1/4 Fold Party Design Invitations & White Envelopes, 24 8-1/2" X 11" Cards, 25 Env./Pack | 50 | 22.71 |
| 12 Colored Short Pencils | 18 | 3.02 |
| 12-1/2 Diameter Round Wall Clock | 552 | 91.11 |
| 14-7/8 x 11 Blue Bar Computer Printout Paper | 422 | 172.94 |
| 2300 Heavy-Duty Transfer File Systems by Perma | 345 | 20.98 |
| 24 Capacity Maxi Data Binder Racks, Pearl | 3537 | 536.90 |
| 24-Hour Round Wall Clock | 488 | 180.02 |
| 3.6 Cubic Foot Counter Height Office Refrigerator | 2947 | -872.08 |
| 36X48 HARDFLOOR CHAIRMAT | 370 | -40.49 |
| 3D Systems Cube Printer, 2nd Generation, Magenta | 14300 | 3,717.97 |
| 3D Systems Cube Printer, 2nd Generation, White | 2340 | -468.00 |
| 3M Hangers With Command Adhesive | 108 | 36.00 |
| 3M Office Air Cleaner | 260 | 90.93 |
| 3M Organizer Strips | 83 | 10.15 |
| Total | 12642905 | 14,69,034.82 |

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Shipment

Shipment

Sub-Category : All

178K

Sum of quantity

13M

Sum of sales

1.47M

Sum of profit

1.35M

Sum of shipping_cost

4.0

Average of Delivery Timeframe

shipping_cost and Quantity by Month

shipping_cost

Quantity

| Month | shipping_cost | Quantity |
|-----------|---------------|----------|
| January | 71K | 8.8K |
| February | 59K | 7.3K |
| March | 77K | 10.5K |
| April | 75K | 10.6K |
| May | 100K | 13.0K |
| June | 137K | 18.1K |
| July | 83K | 11.0K |
| August | 136K | 17.6K |
| September | 150K | 20.5K |
| October | 122K | 16.0K |
| November | 170K | 22.5K |
| December | 173K | 22.3K |

Shipping_cost by region

| Region | Shipping_cost |
|----------------|---------------|
| Central | 296.94K |
| South | 168.47K |
| North | 131.47K |
| Oceania | 120.63K |
| North Asia | 95.03K |
| Southeast Asia | 93.68K |
| EMEA | 88.38K |
| Africa | 88.14K |
| Central Asia | 77.83K |
| West | 76.51K |
| East | 72.74K |
| Caribbean | 35.59K |
| Canada | 7.41K |

Quantity and Sales by Product and ship_mode

ship_mode

First Class

Same Day

Second Class

Standard Class

| Product | First Class | Same Day | Second Class | Standard Class |
|---------------------------------|-------------|----------|--------------|----------------|
| Apple Smart Phone, Full Size | 27 | 13 | 31 | 100 |
| Nokia Smart Phone, Full Size | 26 | 10 | 38 | 73 |
| Cisco Smart Phone, Full Size | 22 | 2 | 22 | 93 |
| Motorola Smart Phone, Full Size | 7 | 7 | 23 | 97 |
| Canon imageCLASS 2200 Adva... | 8 | | | 12 |

Quantity by ship_mode and category

| Category | Standard Class | Second Class | First Class | Same Day |
|----------------|----------------|--------------|-------------|----------|
| Standard Class | 19.78% | 60.55% | 19.67% | |
| Second Class | 19.29% | 60.57% | 20.14% | |
| First Class | 19.33% | 61.15% | 19.52% | |
| Same Day | 19.51% | 61.08% | 19.40% | |

Sum of Shipping_cost and Average of shipping_cost by state

| State | Sum of Shipping_cost | Average of shipping_cost |
|-------------|----------------------|--------------------------|
| Taipei City | 2077 | 260 |
| Jizan | 1315 | 164 |
| New York | 1289 | 430 |
| Haryana | 1225 | 204 |
| Delhi | 1208 | 201 |