

# Superstore Overview



225.07K  
Total Profit

1.84M  
Total Sales

1M  
Total COGS

12.24%  
Profit Margin

4K  
Total Orders

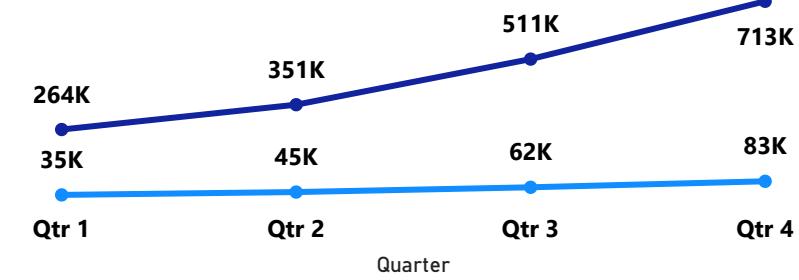


Year	Total Sales	Total Profit	growth sales %	growth profit %
2014	410,701.40	43,807.45		
2015	372,506.53	51,005.25	-9.30%	16.43%
2016	468,985.32	59,842.38	25.90%	17.33%
2017	586,394.42	70,418.78	25.03%	17.67%
<b>Total</b>	<b>1,838,587.67</b>	<b>225,073.86</b>	<b>46.83%</b>	<b>45.53%</b>



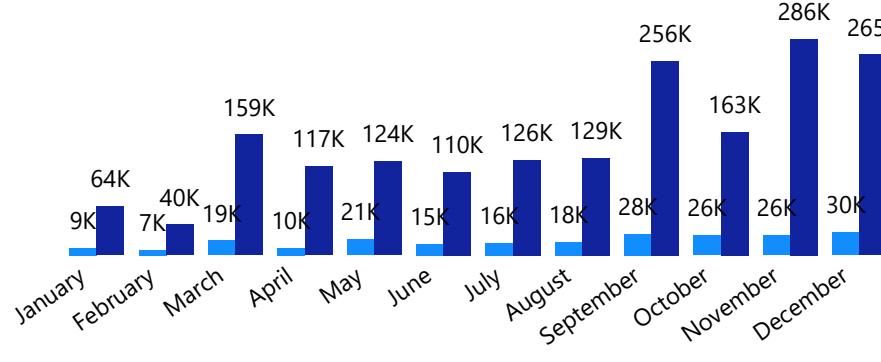
## Total Profit and Total Sales by Quarter

● Total Profit ● Total Sales



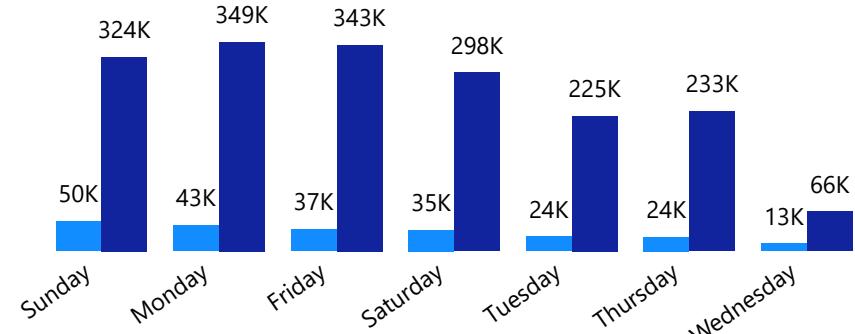
## Total Profit and Total Sales by Month

● Total Profit ● Total Sales



## Total Profit and Total Sales by Day

● Total Profit ● Total Sales



# Superstore Regional Analysis



225.07K

Total Profit



1.84M

Total Sales



12.24%

Profit Margin



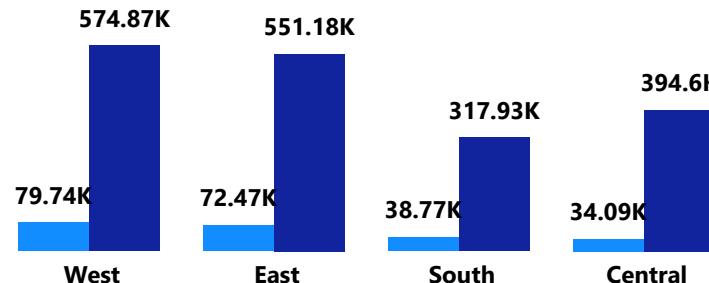
4K

Total Orders



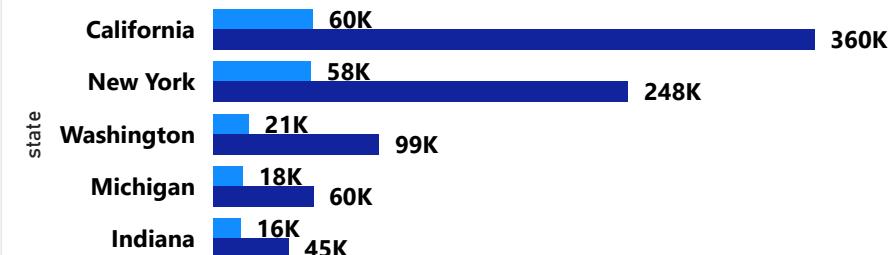
## Total Profit and Total Sales by region

● Total Profit ● Total Sales



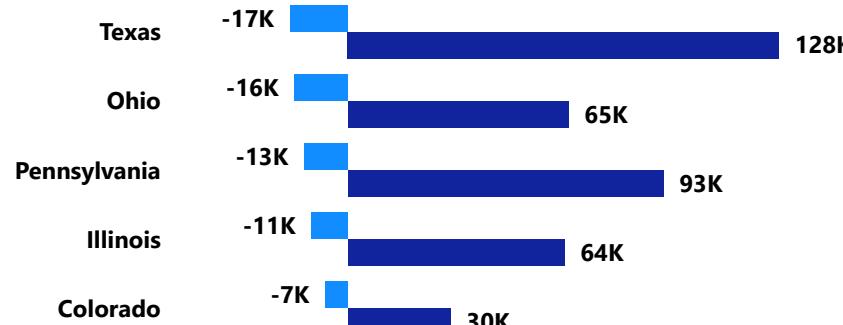
## Top 5 States by Profit with Corresponding Sales

● Total Profit ● Total Sales



## Bottom 5 States by Profit with Corresponding Sales

● Total Profit ● Total Sales



## Total Profit by State



# Superstore Category & Product Analysis

225.07K

Total Profit



1.84M

Total Sales



1831

Total Products

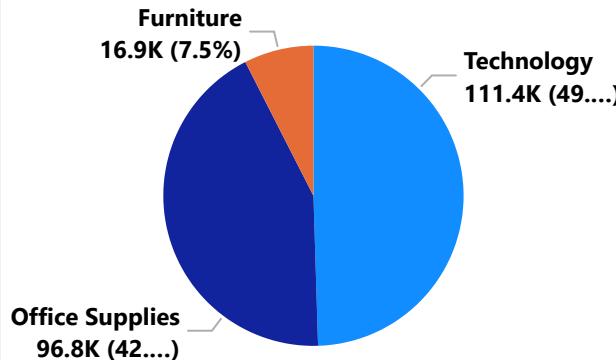


17

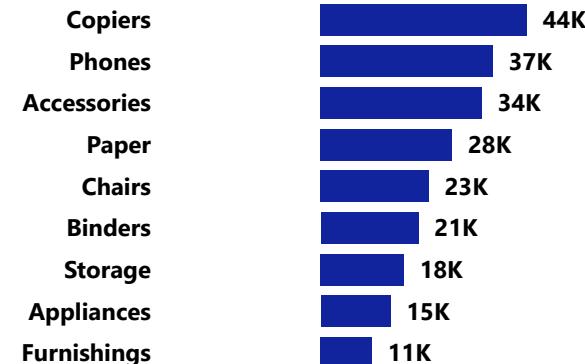
Sub Category



## Total Profit by Category



## Total Profit by Sub Category

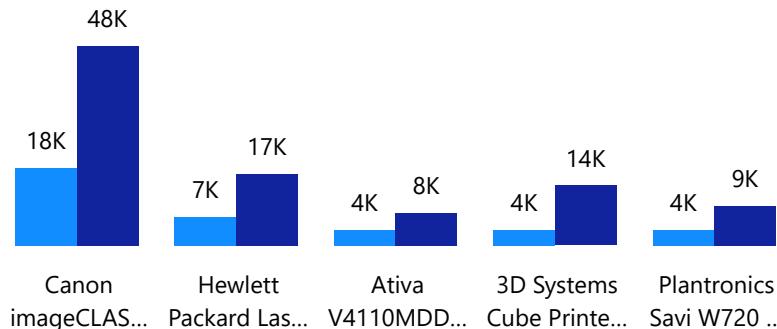


## Sub Categories and States

sub_category	state	Total Profit	Total Sales
Machines	New York	14,821.74	37,50
Phones	New York	10,568.60	38,64
Copiers	Indiana	8,849.97	18,49
Accessories	California	8,426.55	28,71
Copiers	California	6,722.88	20,79
Paper	California	6,532.83	13,70
Binders	California	6,366.63	18,29
Binders	New York	6,223.19	18,46
Storage	California	6,185.84	38,35
Binders	Minnesota	6,041.28	12,47

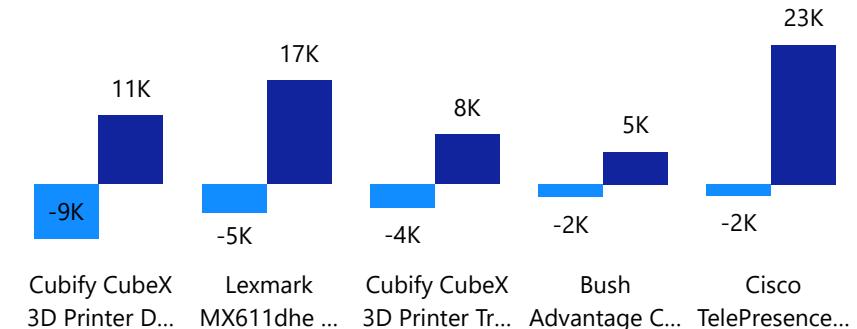
## Top 5 Products and Corresponding Sales

● Total Profit ● Total Sales



## Bottom 5 Products and Corresponding Sales

● Total Profit ● Total Sales



# Superstore Customers Analysis



225.07K

Total Profit



1.84M

Total Sales



784

Total Customers

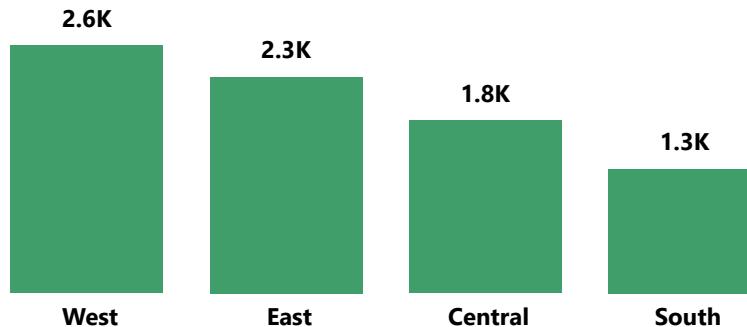


3962

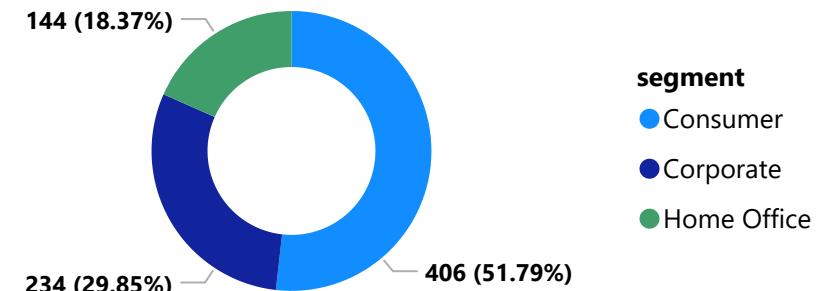
Total Orders



Count of customer\_id by region

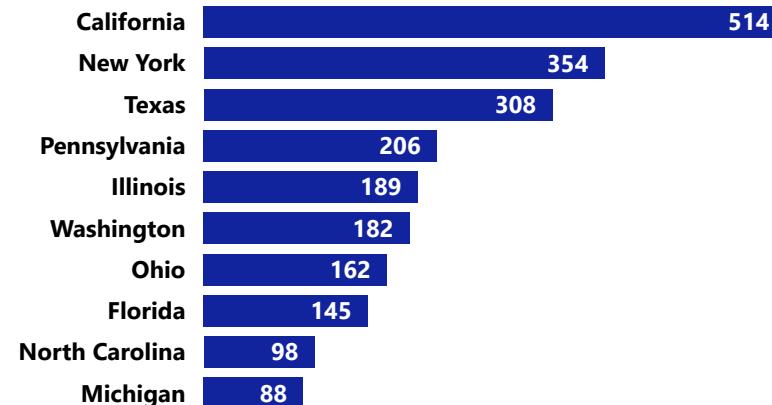


total customers by segment



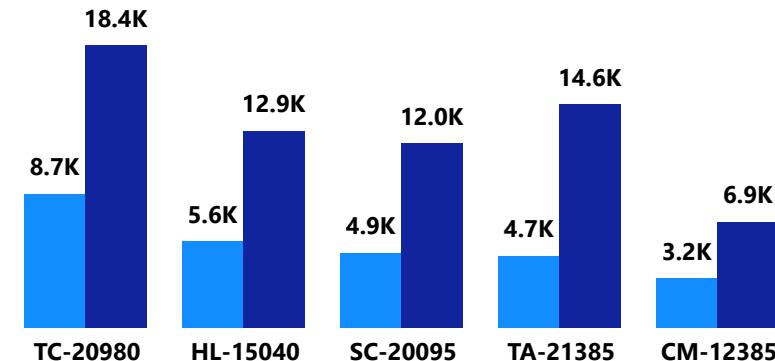
- segment
- Consumer
- Corporate
- Home Office

Number of Customers by State



Total Profit and Corresponding Sales by Customer\_id

● Total Profit ● Total Sales



# Superstore Shipping Analysis



225.07K

Total Profit



1.84M

Total Sales



4

Ship Modes

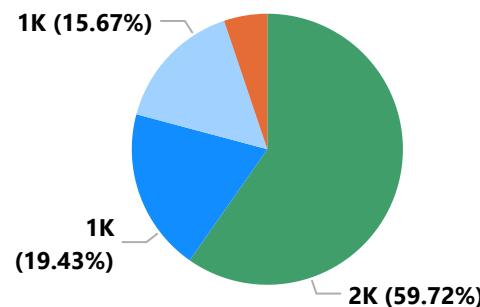


4K

Total Orders

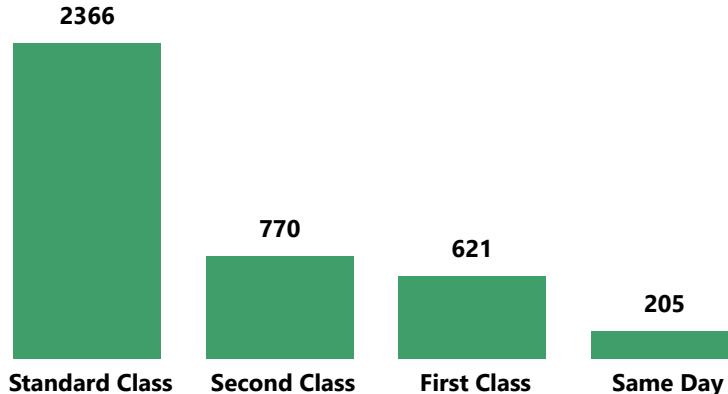


Total Orders by ship\_mode



ship\_mode  
● Standard Class  
● Second Class  
● First Class  
● Same Day

Total Orders by ship\_mode



ship_mode	Count of ship_mode	state	Total Profit
Standard Class	562	New York	35,676.0
Standard Class	900	California	32,024.0
Standard Class	78	Indiana	13,693.0
Second Class	327	California	12,783.0
First Class	143	New York	12,745.0
Standard Class	241	Washington	11,890.0
First Class	280	California	10,570.0
Standard Class	105	Virginia	9,146.0
Standard Class	89	Georgia	8,877.0

AverageShippingTimePerClass by ship\_mode

