



Superstore Analysis

[See the Project description here](#)

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1.3 Profit Analysis

1.4 Location Analysis

2. Customer Analysis

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2.2 Cohort Analysis

2.3 Customer Lifetime Value

3. Product Analysis

3.1 Spend Analysis

3.2 Basket Analysis



[See the Project description here](#)

Note: Here I display the indexes in **monthly** units for comparison with the same period units



Sales Analysis

Filtered By:

Day

All

Month

All

Year

All

MTD Sales

\$83.83K

Last Month \$118.45K **-29.2% ↓**

MTD Profit

\$8.48K

Last Month \$9.69K **-12.5% ↓**

MTD Profit Margin

10.12%

Last Month 8.18% **23.7% ↑**

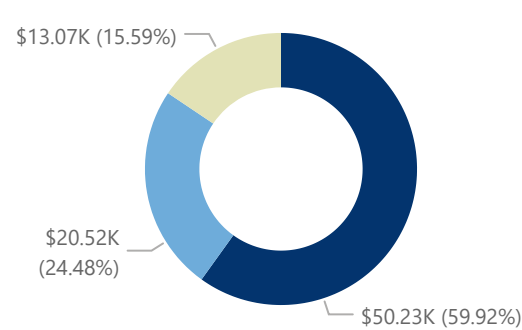
MTD Average Discount

14.66%

Last Month 16.10% **-8.9% ↓**

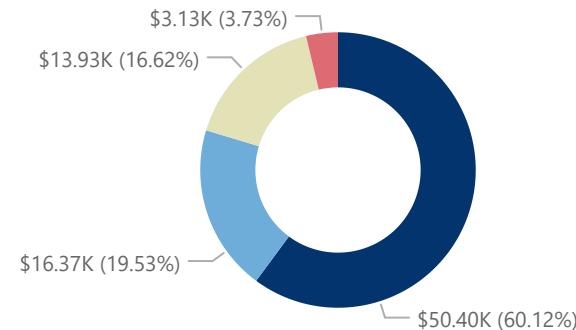
MTD Sales by Segment

● Consumer ● Corporate ● Home Office



MTD Sales by Ship Mode

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

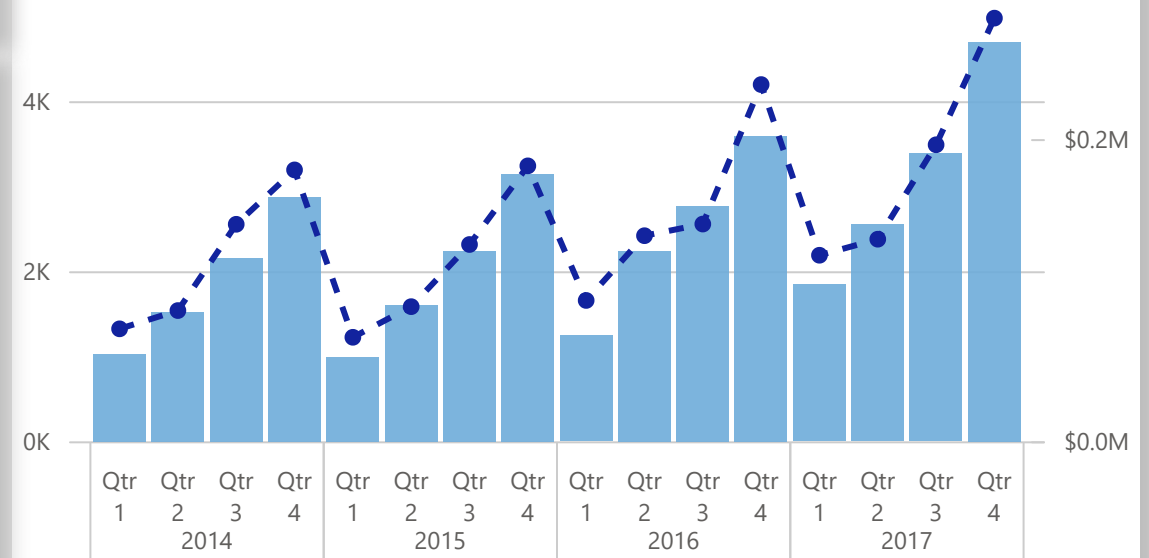


Sales by This Year and Category

Category	↑,↓	YTD Sales	PYTD Sales	%Sales	YTD Profit	PYTD Profit
⊕ Furniture	▲	\$215,387.27	198,901.44	8.29%	3,018.39	6,959.95
⊕ Office Supplies	▲	\$246,097.18	183,939.98	33.79%	39,736.62	35,061.23
⊕ Technology	▲	\$271,730.81	226,364.18	20.04%	50,684.26	39,773.99
Total	▲	\$733,215.26	609,205.60	20.36%	93,439.27	81,795.17

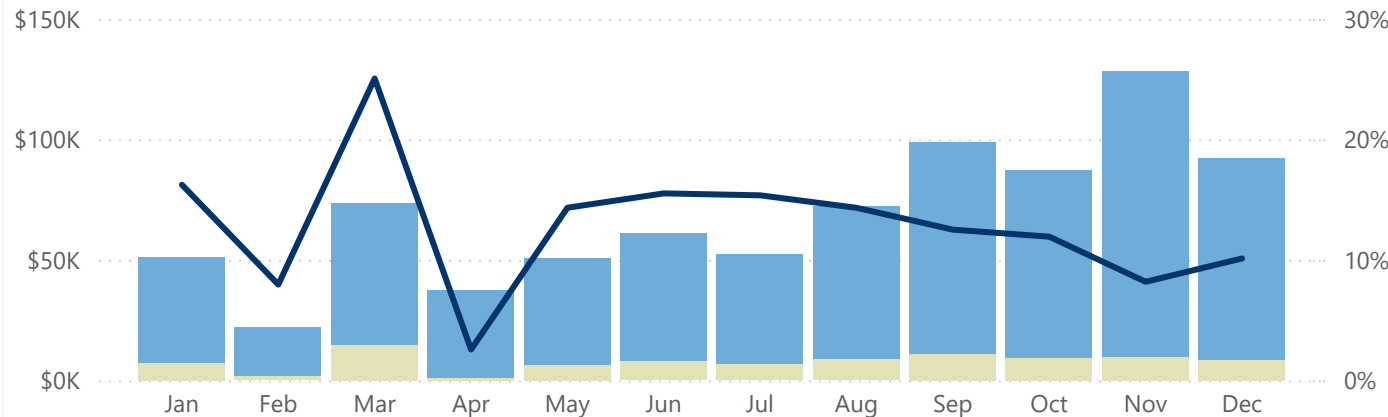
Total Quantity and Sale by Quarter

● Quantity ● Sales



MTD Sales and Profit and Profit Margin by Month

● Profit ● Sales — Profit Margin





Sales Forecast

Filtered By:

Day

All

Month

All

Year

All

Select a measure you want to display

Sales Trend

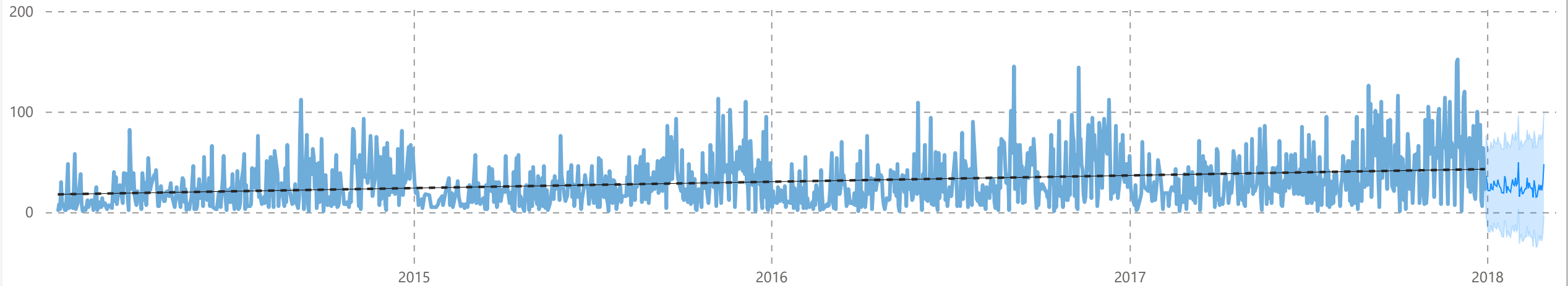
Quantity Trend

Profit Trend

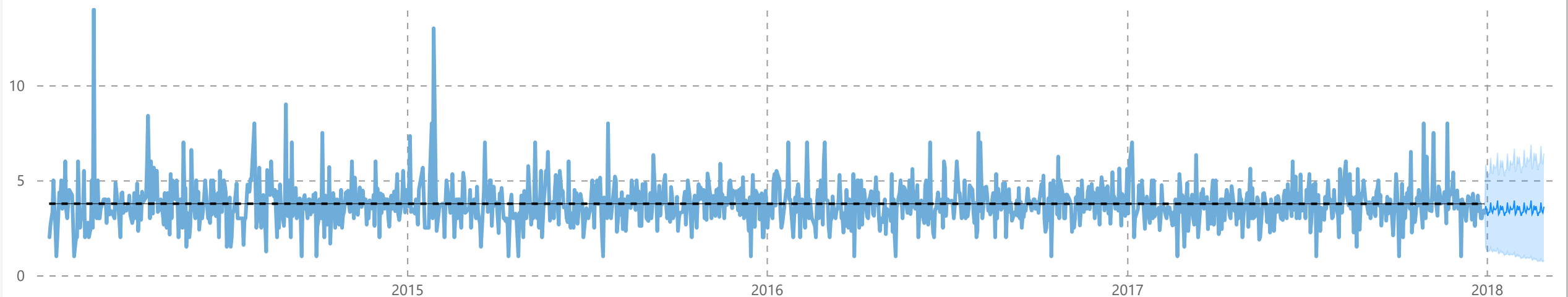
Profit Margin Trend

Cost Trend

Total Quantity Trend and forecast within 60 days



Average Quantity Trend and forecast within 60 days





Profit Analysis

Filtered By:

Day

All

Month

All

Year

All

MTD Sales

\$83.83K

Last Month \$118.45K -29.2% ↓

MTD Profit

\$8.48K

Last Month \$9.69K -12.5% ↓

MTD Profit Margin

10.12%

Last Month 8.18% 23.7% ↑

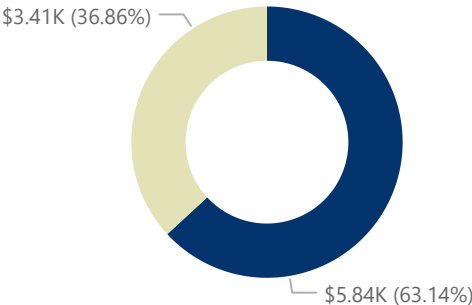
MTD Average Profit

\$18.36

Last Month 21.11 -13.0% ↓

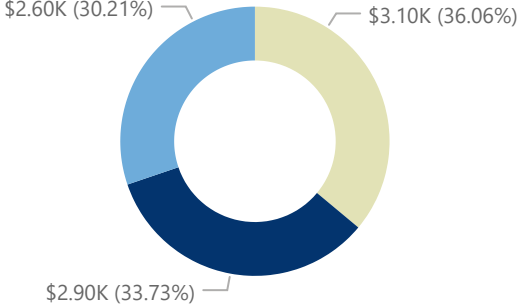
MTD Profit by Segment

● Consumer ● Home Office ● Corporate



MTD Profit by Ship Mode

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

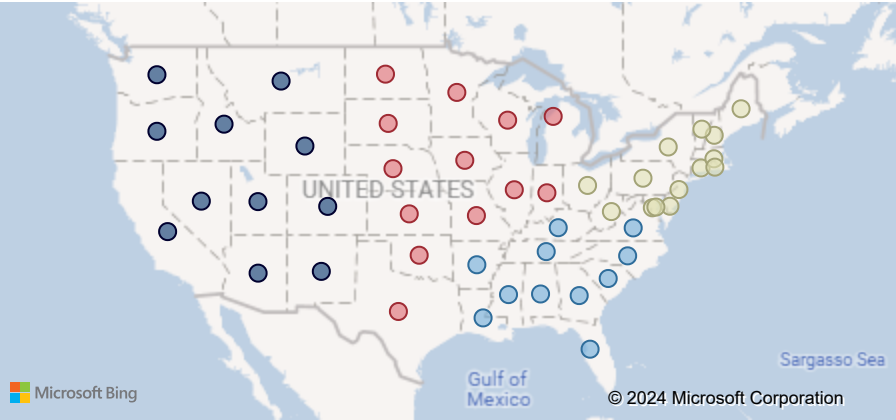


Profit by This Year and Category and Sub-Category

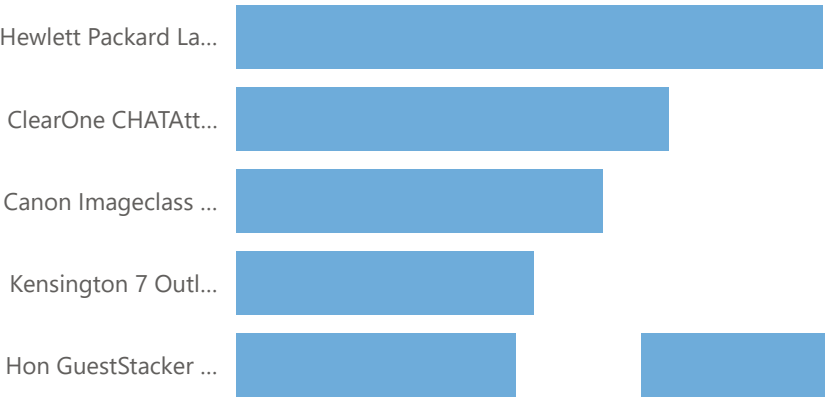
Category	↑,↓	YTD Profit	PYTD Profit	YTD Profit Margin	PYTD Profit Margin
☐ Furniture	▼	3,018.39	6,959.95	1.40%	3.50%
Bookcases	▼	-583.63	212.47	-1.94%	0.81%
Chairs	▲	7,643.55	5,763.15	8.00%	6.87%
Furnishings	▲	4,099.16	3,935.27	14.18%	14.12%
Tables	▲	-8,140.69	-2,950.94	-13.37%	-4.85%
☐ Office Supplies	▲	39,736.62	35,061.23	16.15%	19.06%
Appliances	▲	7,865.27	5,301.34	18.32%	20.35%
Art	▲	2,221.96	1,413.96	25.07%	23.72%
Total	▲	93,439.27	81,795.17	12.74%	13.43%

Total Profit by State

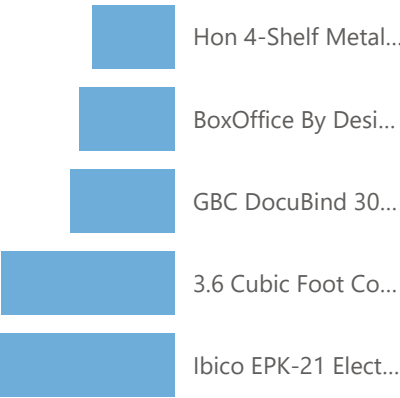
● Central ● East ● South ● West



Top 5 Product by MTD Profit



Bottom 5 Product by MTD Profit





Products Analysis

Filtered By:

Segment

All

Category

All

Sub-Category

All

MTD Quantity

1.72K

Last Month 1.84K -6.4% ↓

MTD Category

3

Top by Sales: Furniture

MTD Sub-Category

17

Top by Sales: Chairs

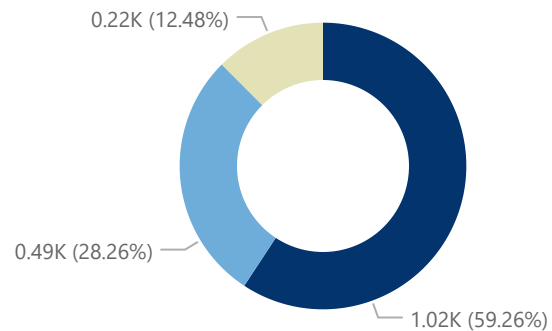
MTD Cost

\$75.35K

Last Month \$108.76K -12.5% ↓

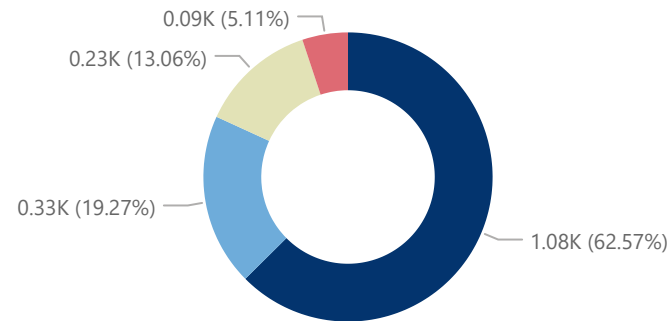
MTD Quantity by Segment

Consumer Corporate Home Office



MTD Quantity by Ship Mode

Standard Class Second Class First Class Same Day

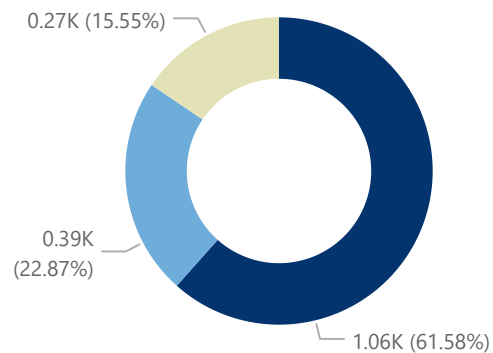


Quantity by Year and Category

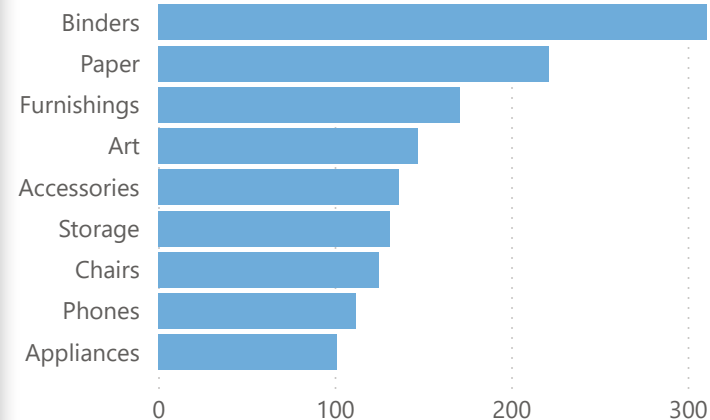
Sub-Category	↑,↓	YTD Qty	PYTD Qty	YoY Qty	YTD Cost	PYTD Cost
Accessories	▲	1079	682	58.21%	\$44,273.88	\$32,231.57
Appliances	▲	654	396	65.15%	\$35,061.66	\$20,748.97
Art	▲	1101	678	62.39%	\$6,641.10	\$4,546.95
Binders	▲	2067	1603	28.95%	\$65,118.30	\$39,467.69
Bookcases	▲	276	197	40.10%	\$30,607.91	\$26,063.00
Chairs	▲	674	614	9.77%	\$87,910.80	\$78,155.49
Copiers	▲	73	69	5.80%	\$37,867.60	\$31,856.62
Envelopes	▲	241	222	8.56%	\$1,936.82	\$2,663.14
Total	▲	12476	9837	26.83%	\$639,775.99	\$527,410.42

MTD Quantity by Category

Office Supplies Furniture Technology

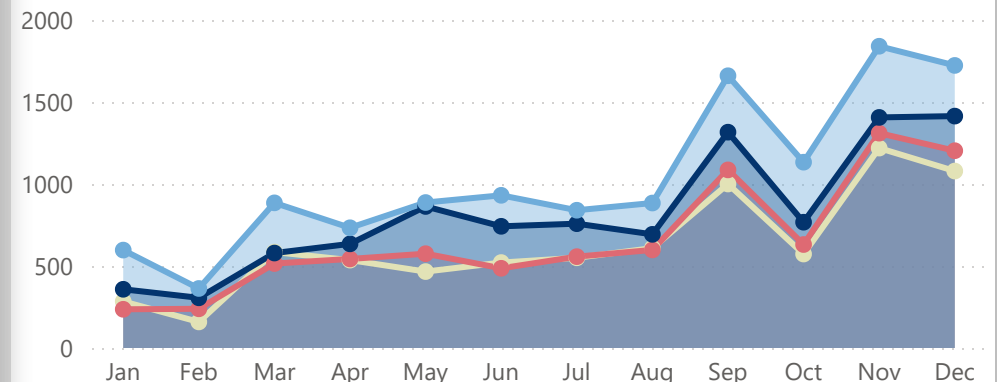


MTD Quantity by Sub-Category



MTD Qty by Month and Year

Year 2014 2015 2016 2017





Location Analysis

Filtered By:

Day

All

Month

All

Year

All

MTD Sales

\$83.83K

Last Month \$118.45K **-29.2%** ↓

MTD Profit

\$8.48K

Last Month \$9.69K **-12.5%** ↓

State

49

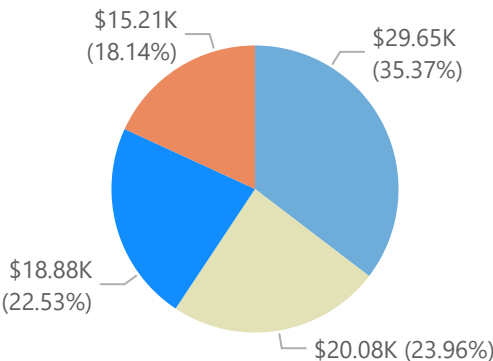
Top by Sales: California

Region

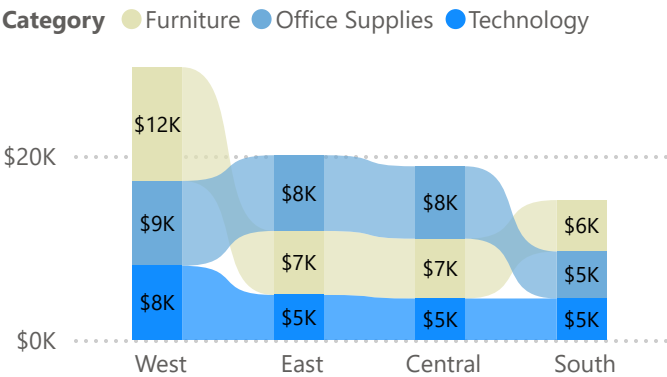
4

Top by Sales West

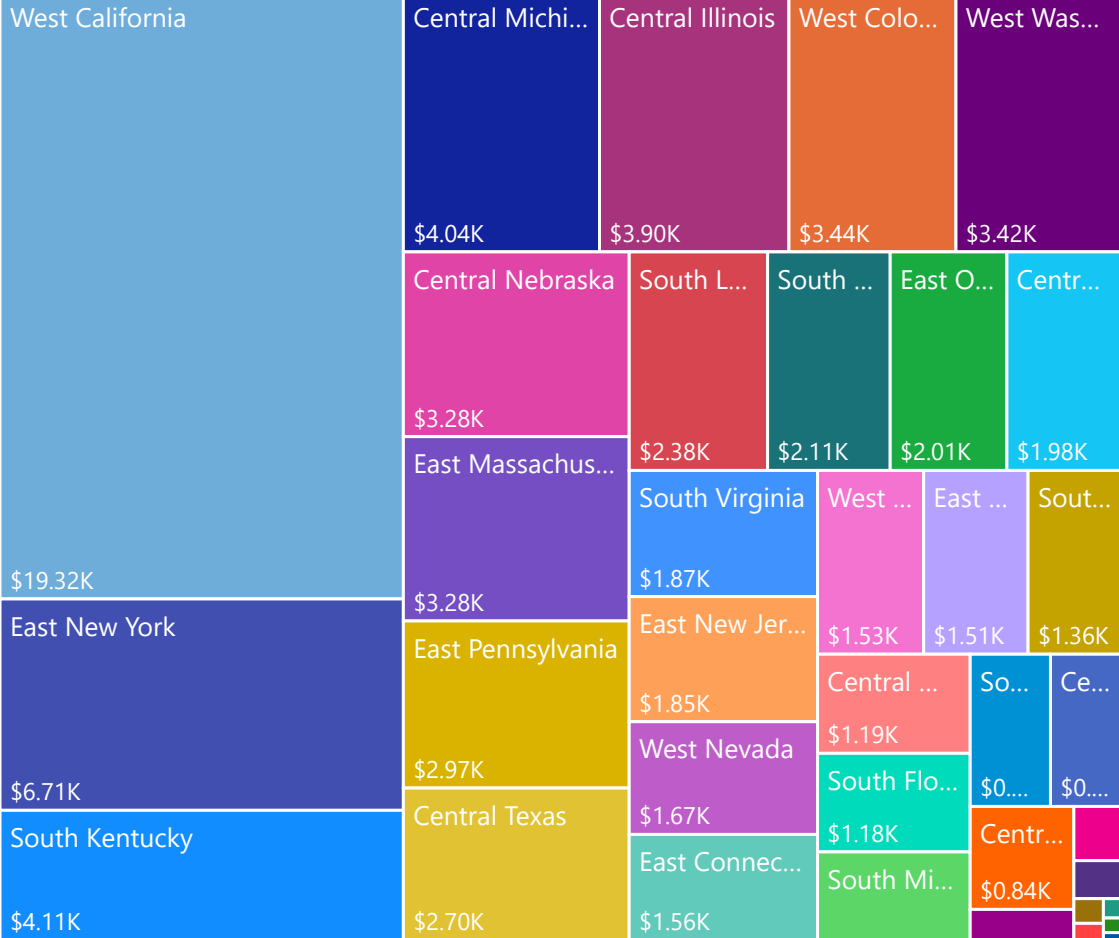
MTD Sales by Region



MTD Sales by Region and Category

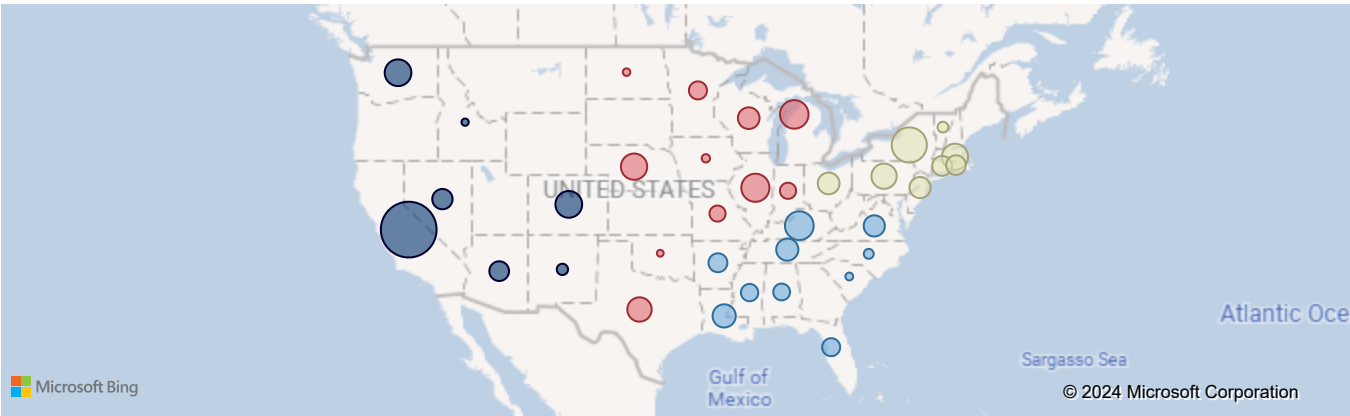


MTD Sales by Region and State



MTD Sales by State

Central (red), East (light green), South (blue), West (dark blue)





Customer Analysis

Filtered By:

Day

All

Month

August

Year

2015

MTD Customer

64

Last Month 64 **0.0% ↓**

New Customers

12

Recovered Customers

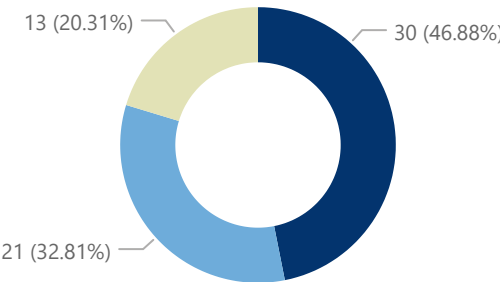
52

Returning Customers

0

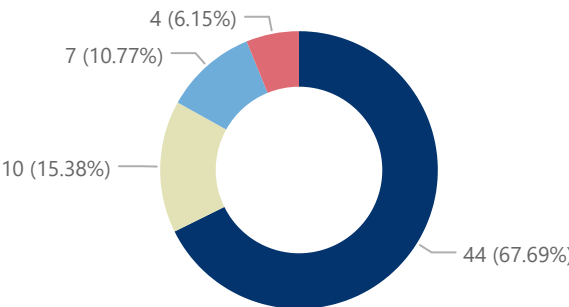
MTD Customer by Segment

● Consumer ● Corporate ● Home Office



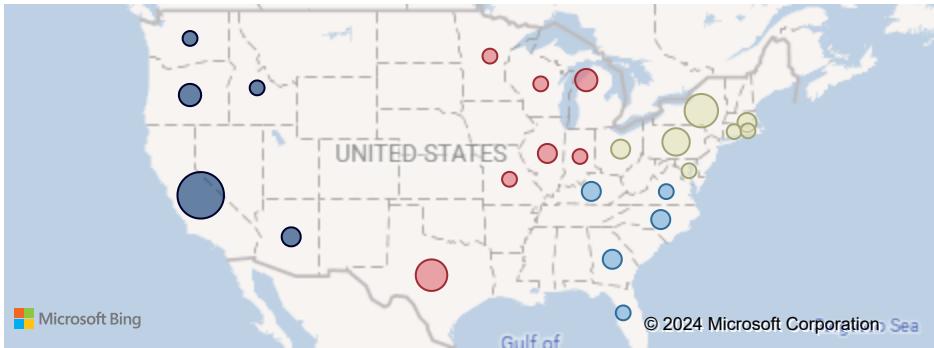
MTD Customer by Ship Mode

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

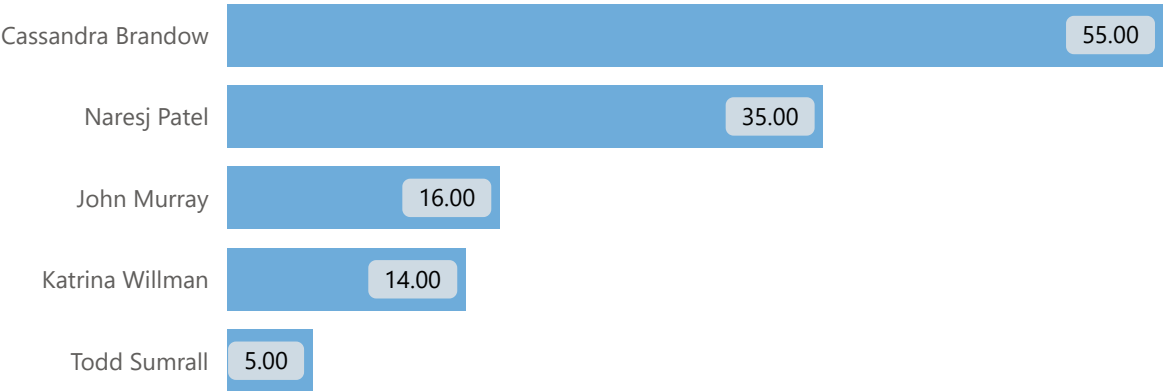


Total Customers by State

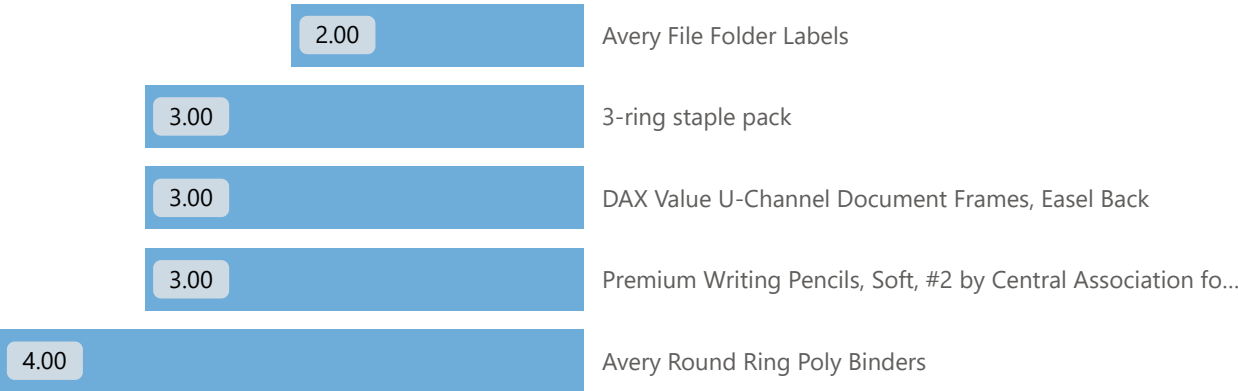
● Central ● East ● South ● West



Top 5 highest spending customers



Top 5 lowest spending customers





Customer Analysis

Filtered By:

Day

All

Month

All

Year

All

1. Select a measure to display for each cohort

Customers Retained

Customers

Average Spend

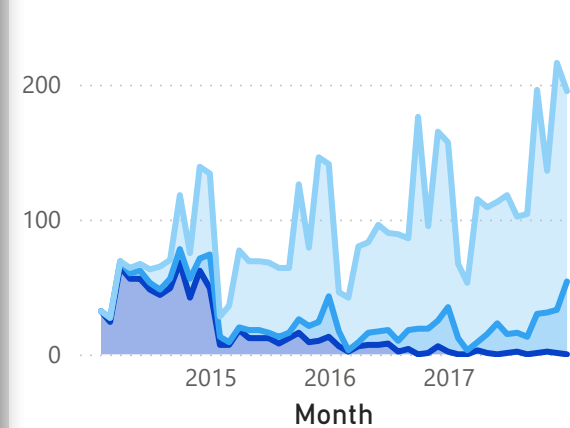
Customers by Cohort and Months after first purchase

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
31/01/2014	32	3		2	2		2	4	5	3	7	5	3		3	3	3	4	3	2	4		
28/02/2014	24	4	2	1		2	2	3	3	4	4	1		2	2	2	2	3		6	2	3	
31/03/2014	65	4	2	8	7		7	5	8	6	1	2	6	3	5	5	3	5	9	11	13	12	
30/04/2014	56	6	2	4	3	8	6	9	8	1	4	5	8	10	6	5	6	9	3	14	11	3	
31/05/2014	56	5	5	4	10	2	12	10	4	3	4	7	2	5	2	5	8	6	11	8	5	2	
30/06/2014	48	1	2	4	2	9	8	1	4	6	5	5	3	4	7	5	7	16	9	3	2	9	
31/07/2014	44	6	5		5	8	2		8	2	7	7	5		5	4	6	7	2	2	4	5	
31/08/2014	49	8	3	11	5	3	4	2	4	3	5	6	2	9	6	8	13	2	1	4	3	7	
30/09/2014	68	9	9	11	1	2	9	10	9	2	6	8	12	6	13	15	2	5	9	5	9	8	
31/10/2014	42	3	5	1	3	4	5	4	3	4	4	7	4	8	5	2	3	4	7	9	5	4	
30/11/2014	62	15		3	5	4	2	6	3	5	11	5	13	15	2	4	5	8	3	6	7	5	
31/12/2014	49	3	4	4	2	3	4	6	5	9	6	6	9	4	1	5	6	5	6	6	7	12	
31/01/2015	7		1		1	1	2			1	1	1	1			1	1			1		1	
28/02/2015	7		1			1		2			1		1					2		1	1	1	
31/03/2015	18	1	1	3	1	1	3	1	3	1	1	2	1	1	3	2		2	7	3	6	5	
30/04/2015	12			1		1	3	2			1	1			1	3	1	6	1	2	2	2	
31/05/2015	12			1	2		2	2	1	1	3	2	1	2	1	3	3	2	2	1	1		
30/06/2015	12	1	1	5	1	3	2		1	3	1		5	1		2	3	3	2	1	1	5	
31/07/2015	8			2	3	1		2				1	1			1	2	1	1		1	1	
31/08/2015	12	3	1	2	3					1	2			4	2	3	3		1	2	5		
30/09/2015	16	1	3	1	4	1	3	3	1		1	7	3	2	3	2		2	4	5	4	3	
31/10/2015	9		4					1		1		1		1	1	2	1	1	3			2	
30/11/2015	10	1	1				1	1	2	1	1	2	1	2		2	2					2	

2. Select a cohort to see retention and spend behavior of customers

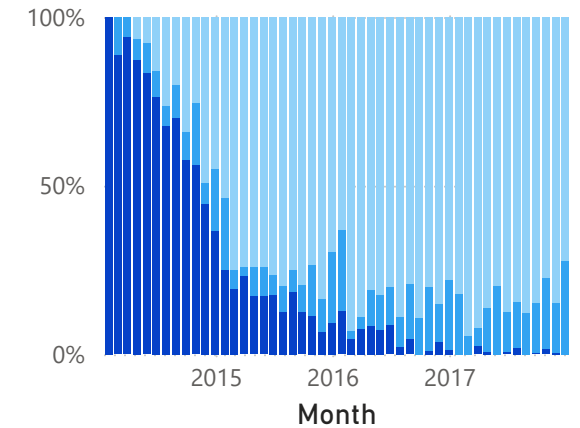
Customer Retention by Month

Customer ● New ● Returning ● Recovered



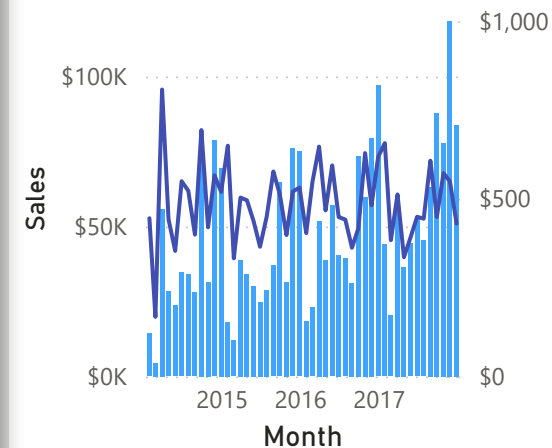
Customer Retention Breakdown

Customer ● New ● Returning ● Recovered

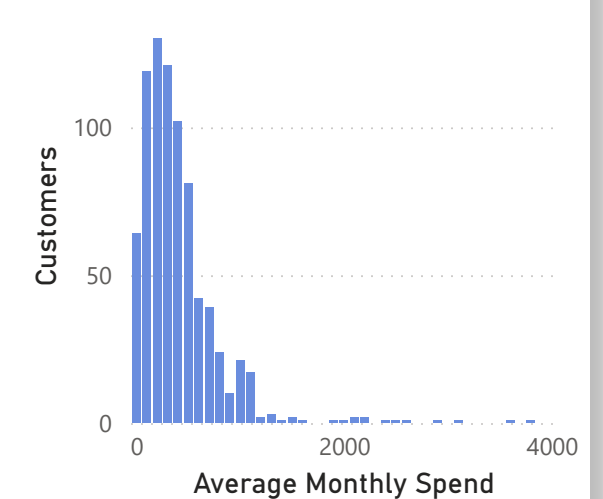


Spending Trends by Month

● Sales ● Average Spend



Average Monthly Spend Distribution





CLV Analysis

Filtered By:

Day

All

Month

All

Year

2015

Total Sales
\$470.53K

Total Orders
1.04K

Customers
573

Churn Rate
-327.61%

CLV
(\$250.7)

ACL
-0.31

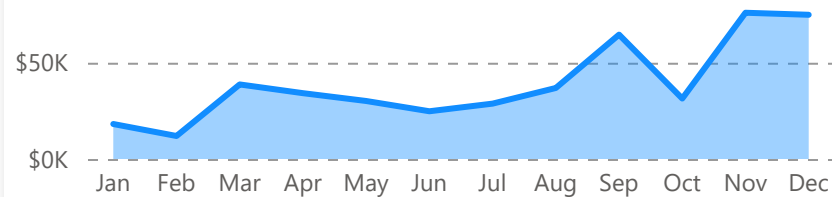
APV
1.81

APF
453.31

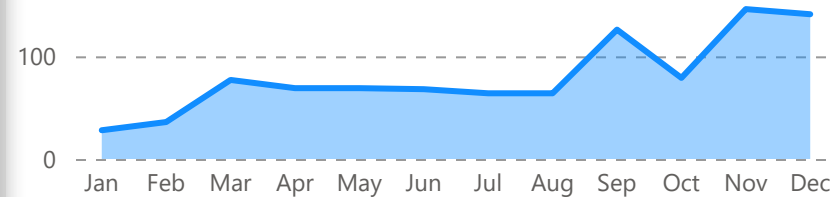
ARPC
821.17

Month	PreviousMonthActiveCustomer	Active Customer	Trend	Customer Lifetime Value	Churn Rate	Average Customer Lifespan	Average Revenue Per Customer	Average Purchase Value
January	134	28	-79.1% ↓	\$820.5	79.10%	1.26	649.07	626.69
February	28	36	28.6% ↑	(\$1,161.9)	-28.57%	-3.50	331.98	331.98
March	36	77	113.9% ↑	(\$441.6)	-113.89%	-0.88	502.94	490.21
April	77	69	-10.4% ↓	\$4,770.0	10.39%	9.63	495.58	474.93
May	69	69	0.0% ↓	\$0.0	0.00%	0.00	436.69	407.18
June	69	68	-1.4% ↓	\$25,162.0	1.45%	69.00	364.67	364.67
July	68	64	-5.9% ↓	\$7,640.8	5.88%	17.00	449.46	435.84
August	64	64	0.0% ↓	\$0.0	0.00%	0.00	576.54	542.62
September	64	126	96.9% ↑	(\$529.2)	-96.88%	-1.03	512.67	461.40
October	126	79	-37.3% ↓	\$1,065.7	37.30%	2.68	397.53	360.98
November	79	146	84.8% ↑	(\$613.6)	-84.81%	-1.18	520.36	480.84
December	146	141	-3.4% ↓	\$15,515.2	3.42%	29.20	531.34	465.34

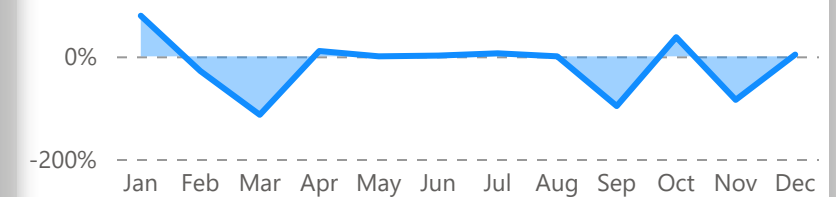
Total Sales



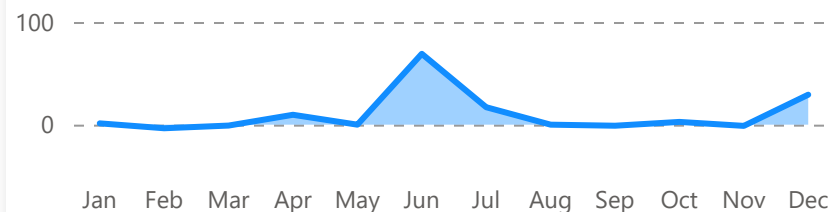
Total Customers



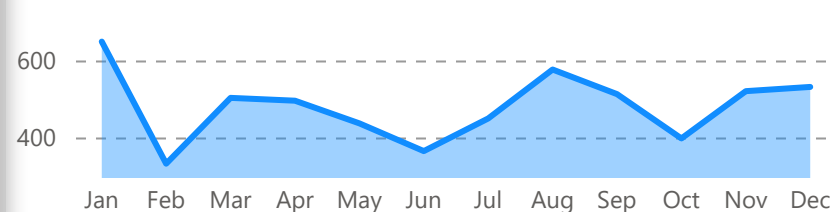
Churn Rate



Average Customer Lifespan



Average Revenue Per Customer



Customer Lifetime Value

