

# Retail Sales Dashboard

Navigation

Overview

Sales Analytics

Return Analytics

Shipping Efficiency

Customer Insights

City

All

State

All

Category

Furniture

Office Supplies

Technology

Ship Mode

First Class

Same Day

Second Class

Standard Class

## Total Sales by Region

West

Central

725K

501K

East

South

679K

392K

286.40K

Gross Profit

226K

Total Shipping Cost

793

Total Customer

2.30M

Total Sales

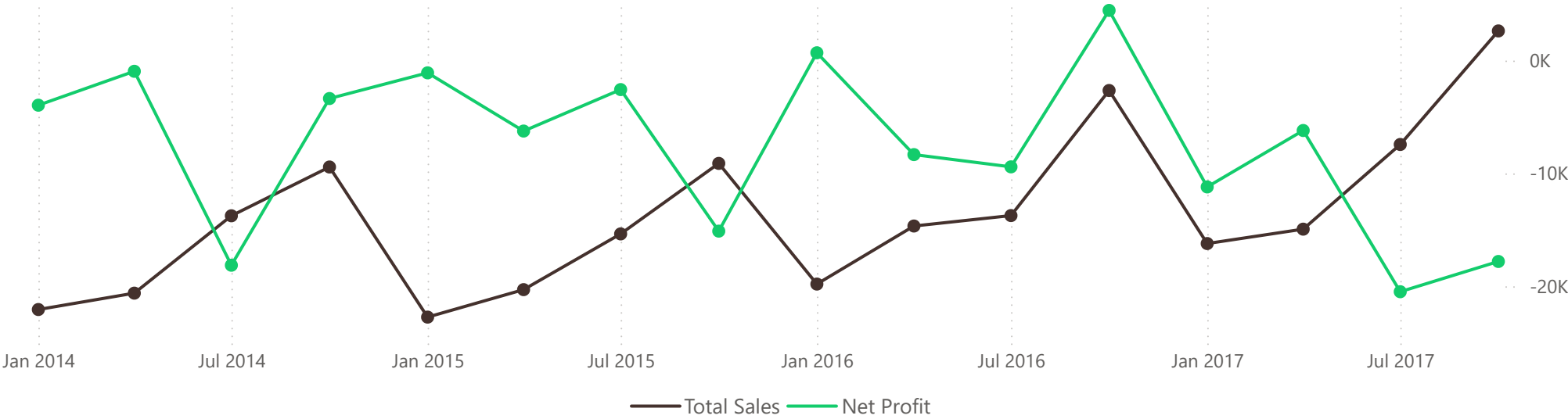
15.97%

Return Rate (%)

9994

Total Orders

## Total Sales and Net Profit by Year and Quarter



# Retail Sales Dashboard

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Shipping Efficiency

Customer Insights

City

All

State

All

458.61

Average Order Value

286.40K

Gross Profit

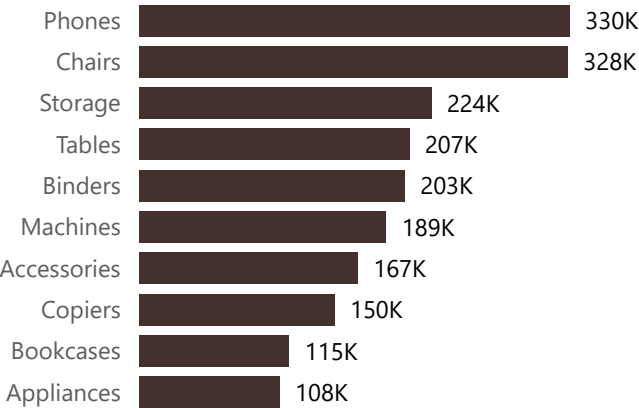
3.96

Average Delivery Duration

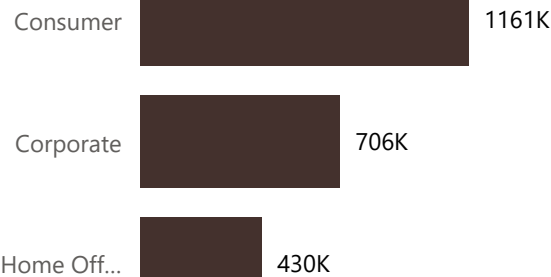
15.97%

Return Rate (%)

Total Sales by Sub-Category

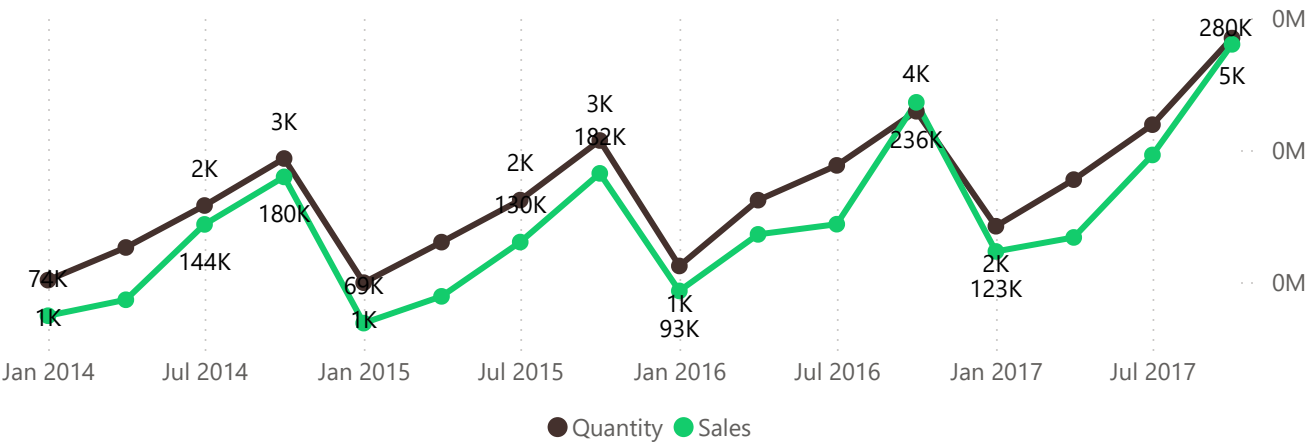


Total Sales by Segment

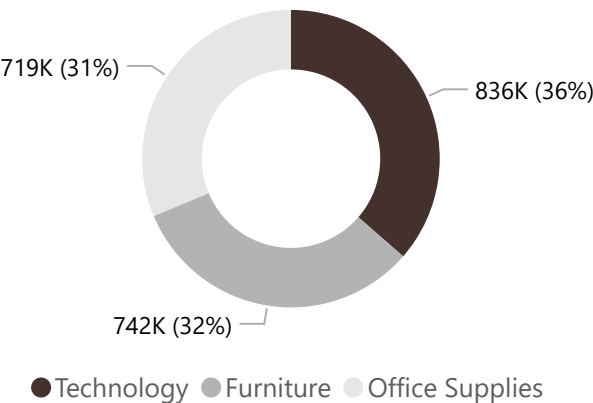


Product Name	Total Sales	Profit
Canon imageCLASS 2200 Advanced Copier	61,599.82	25,199.93
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38	7,753.04
Hewlett Packard LaserJet 3310 Copier	18,839.69	6,983.88
Total	1,92,096.31	66,478.78

Sold Quantity Vs Sales by YearQuarter



Total Sales by Category



# Retail Sales Dashboard

Navigation

Overview

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Return Analytics

Shipping Efficiency

Customer Insights

Category

All

Segment

All

458.61

Average Order Value

180.50K

Sales Lost to Returns

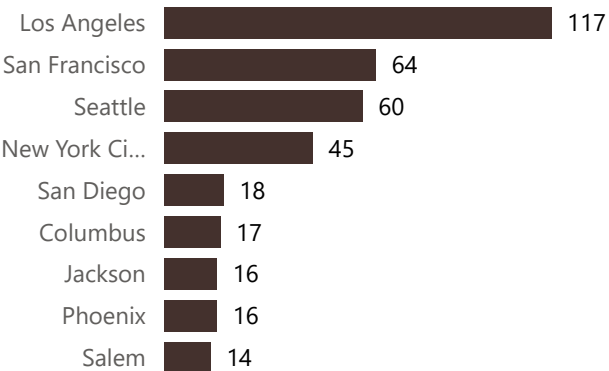
800

Total Returns

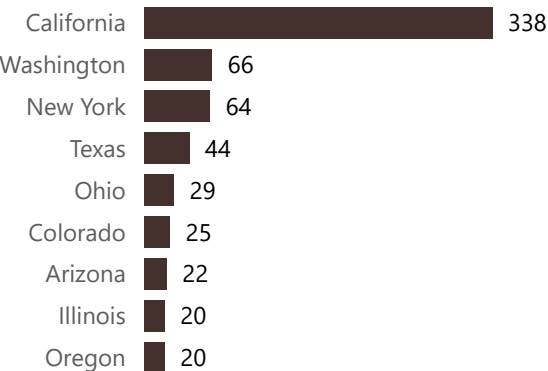
15.97%

Return Rate (%)

Total Returns by City



Total Returns by State

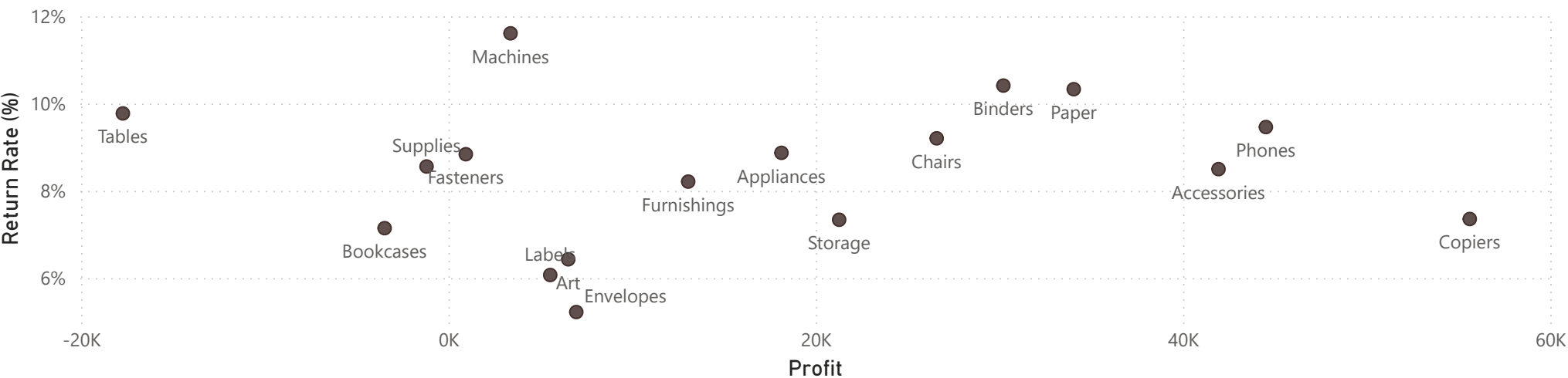


Product Name

Total Return

Product Name	Total Return
KI Adjustable-Height Table	4
Staple envelope	4
Advantus Push Pins	3
Avery Durable Binders	3
Fellowes Black Plastic Comb Bindings	3
Fellowes Strictly Business Drawer	3
Total	800

Profit and Return Rate (%) by Sub-Category



# Retail Sales Dashboard

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Region

All

Segment

All

458.61

Average Order Value

45.05

Avg Shipping Cost per Order

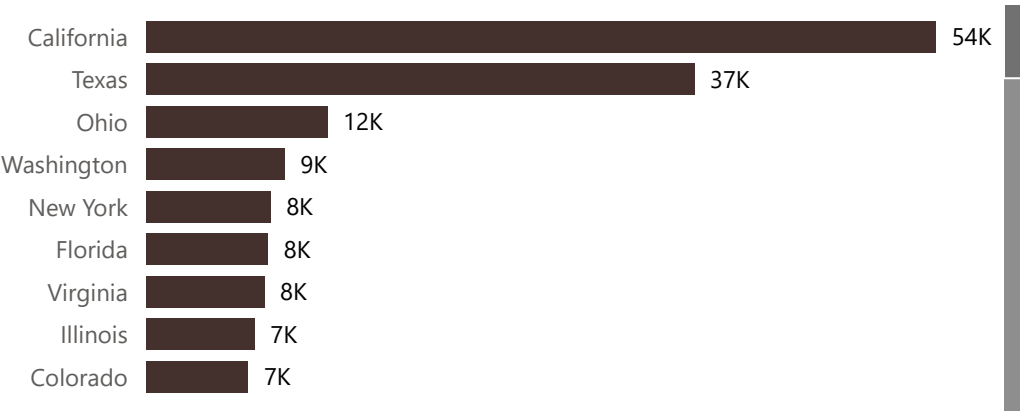
226K

Total Shipping Cost

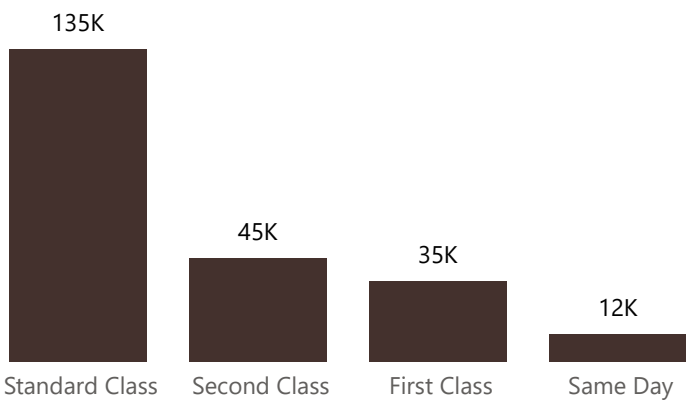
15.97%

Return Rate (%)

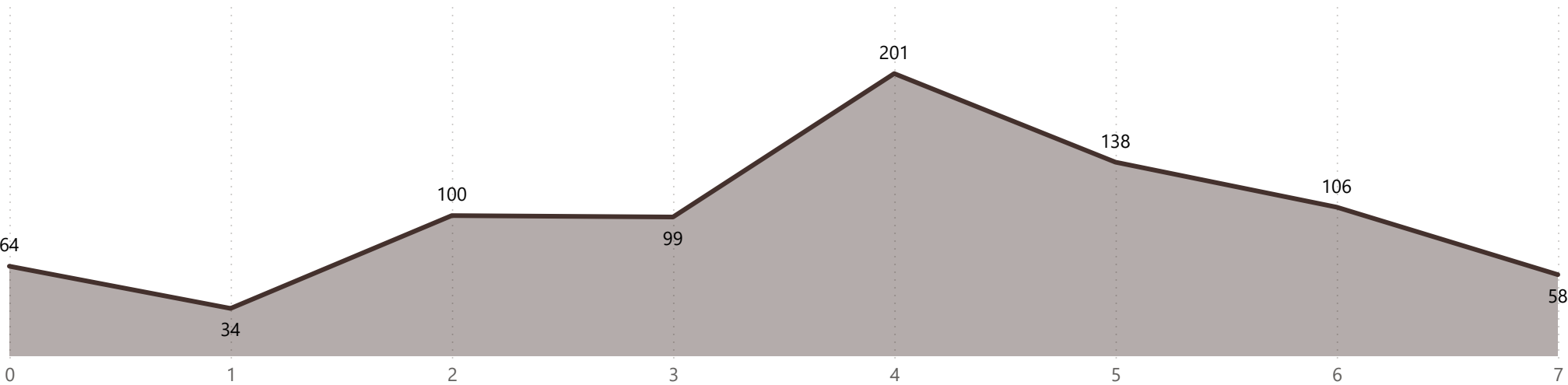
Total Shipping Cost by State



Total Shipping Cost by Ship Mode



Total Return by Delivery Duration(Days)



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City

All

State

All

2.30M

Total Sales

286.40K

Gross Profit

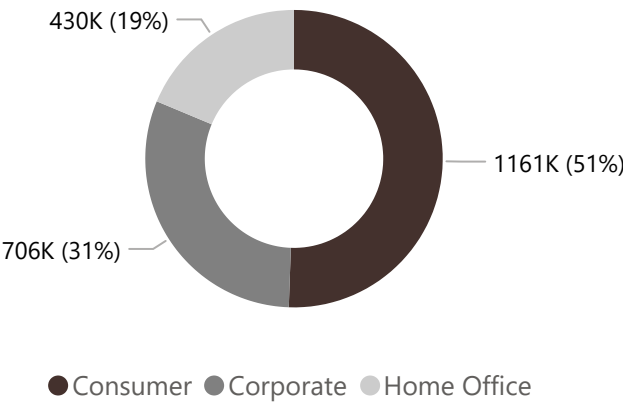
9994

Total Order

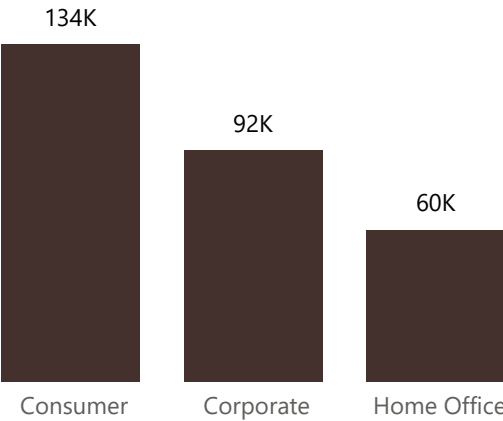
793

Total Customer

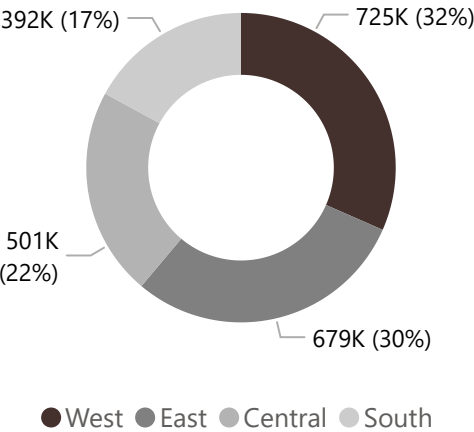
Total Sales by Segment



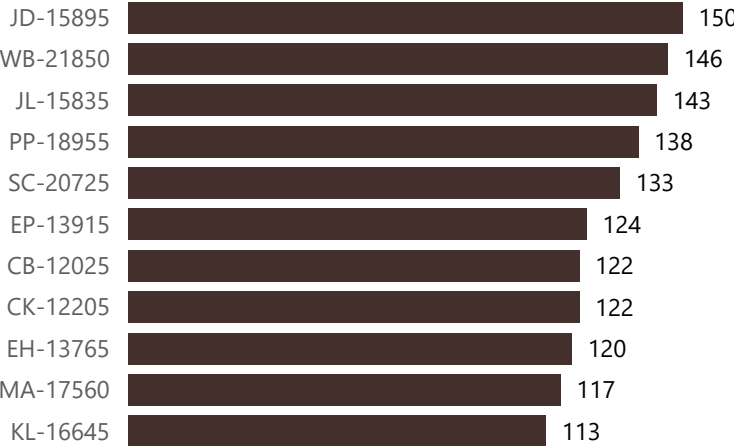
Profit by Segment



Total Sales by Region



Purchased Quantity by Customer



Customer Name

Sum of Sales

Customer Name	Sum of Sales
Sean Miller	25,043.05
Tamara Chand	19,052.22
Raymond Buch	15,117.34
Tom Ashbrook	14,595.62
Adrian Barton	14,473.57
Ken Lonsdale	14,175.23
Sanjit Chand	14,142.33
Hunter Lopez	12,873.30
Sanjit Engle	12,209.44
Christopher Conant	12,129.07
Todd Sumrall	11,891.75
Greg Tran	11,820.12
Becky Martin	11,789.63
Seth Vernon	11,470.95
Caroline Jumper	11,164.97
Clay Ludtke	10,880.55
Maria Etezadi	10,663.73
Karen Ferguson	10,604.27
Total	22,97,200.86