

# Global Superstore Report



Home 🏠

Sales 💰

Products 🛒

Products  
Profit/Loss 💰

Customers 👤

Region 🌐

Sales Forecast 🔮



Created by: Mohit Yadav

Sales Analysis

2011

2012

2013

2014

Furniture

Office Supplies

Technology

Sales

\$12.64M

Sales vs. Previous Year

26.25%

Increase

Profit

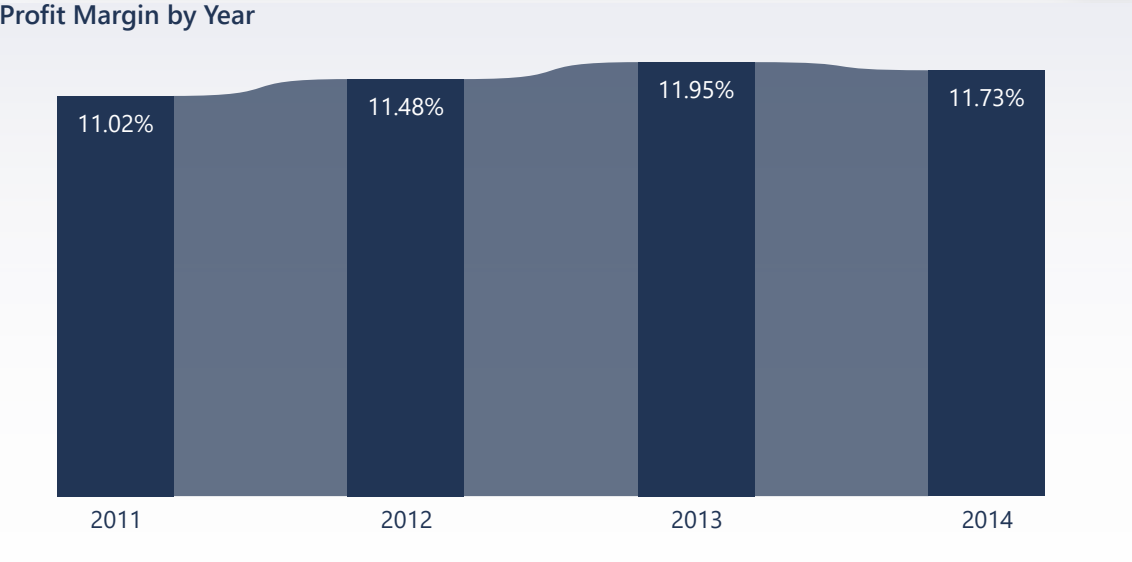
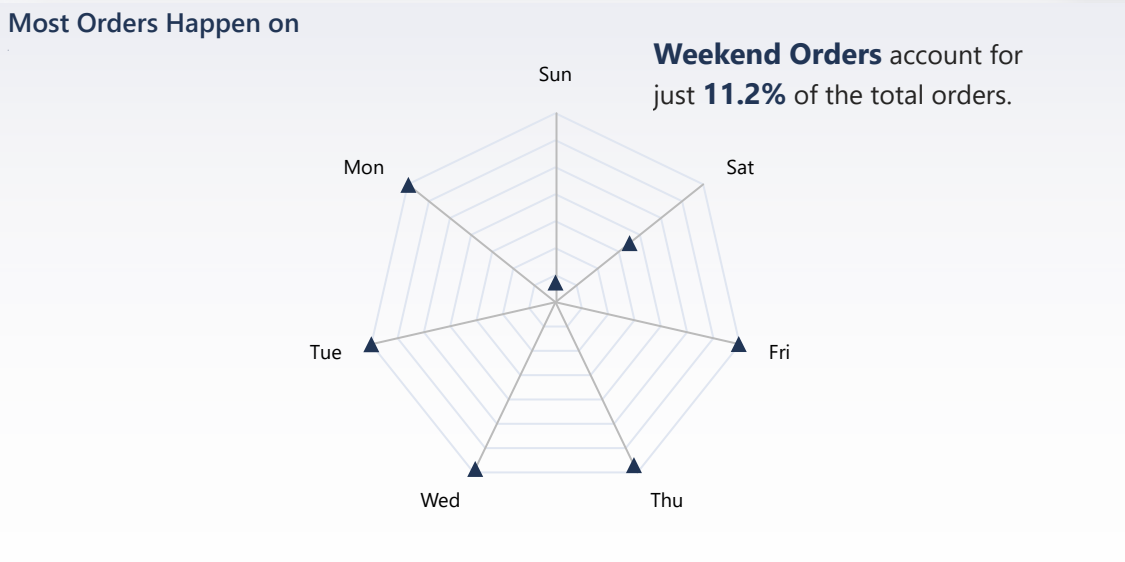
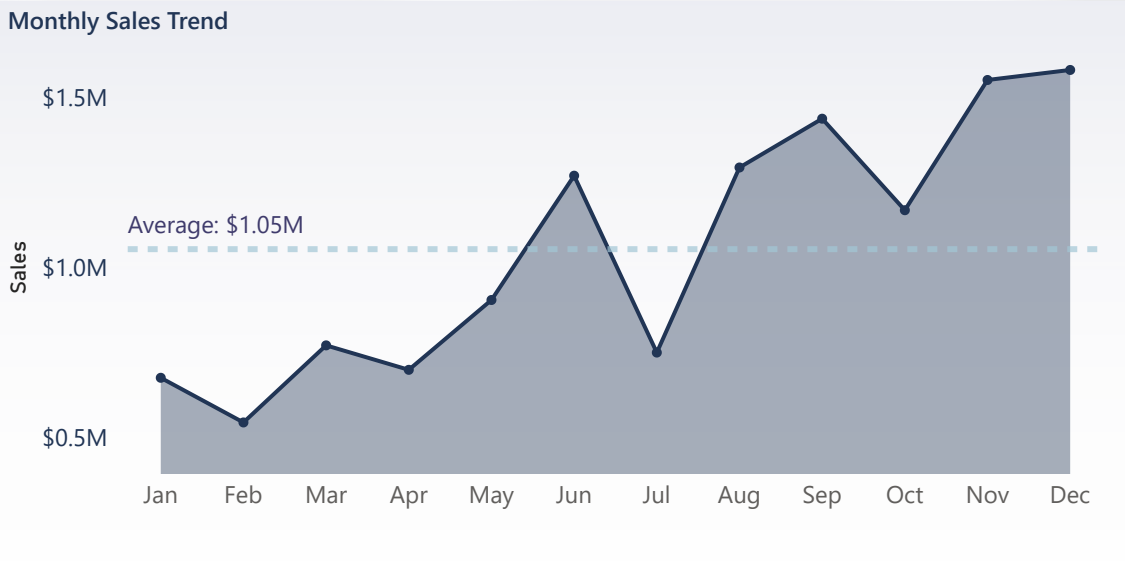
\$1.47M

Profit Margin

11.61%

Total Discount Offered

7.33K



Product Analysis

Product Categories

3

Sub-categories

17

Products

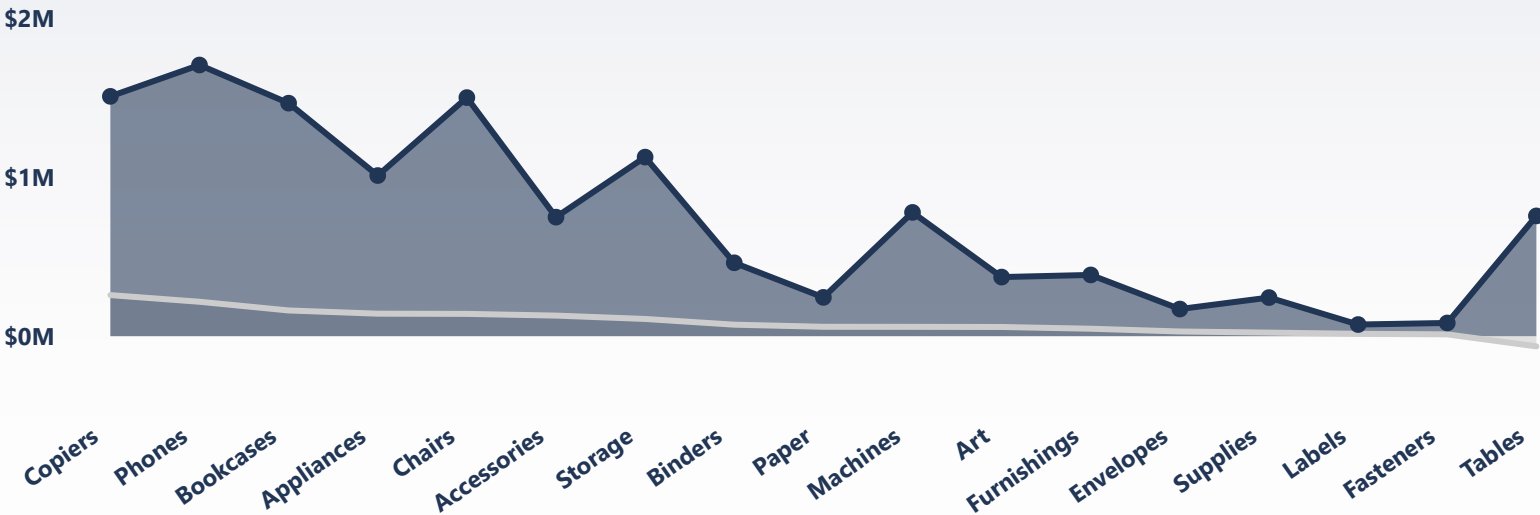
3660

AVG Shipping Time

3.97

Days

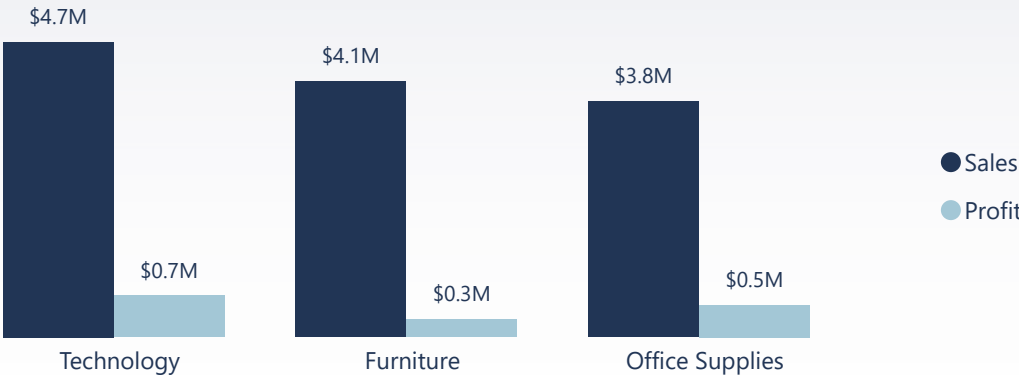
Profit and Sales by Sub-Category



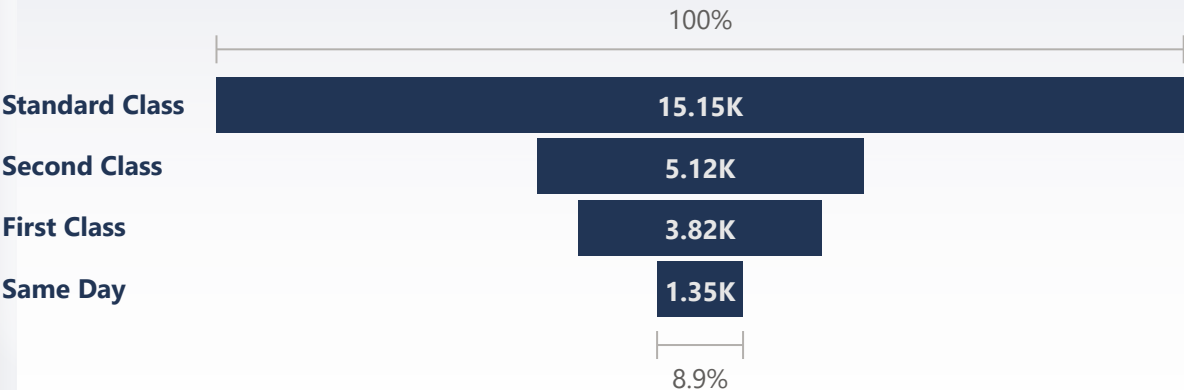
Most Ordered Products

Product Name	# of Orders
Tenex File Cart, Single Width	69
Stockwell Paper Clips, Assorted Sizes	69
Staples	218
Stanley Pencil Sharpener, Water Color	82
Smead File Cart, Single Width	77
Sanford Pencil Sharpener, Water Color	89
Rogers File Cart, Single Width	87
Eldon File Cart, Single Width	103
Cardinal Index Tab, Clear	108
Avery Index Tab, Clear	72
Acco Index Tab, Clear	75
Total	1029

Product Category Sales & Profit



Most Used Shipping Mode



2011

2012

2013

2014

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Country

All

Product Profit/Loss

2011

2012

2013

2014

Country

All

Products Contribution to Profit/Loss

Sub-Category	Product Name	Order Count	Profit
Machines	Cubify CubeX 3D Printer Double Head Print	3	↓ (\$8,879.97)
Machines	Lexmark MX611dhe Monochrome Laser Printer	4	↓ (\$4,589.97)
Phones	Motorola Smart Phone, Cordless	23	↓ (\$4,447.04)
Tables	Bevis Conference Table, Fully Assembled	15	↓ (\$4,377.49)
Machines	Cubify CubeX 3D Printer Triple Head Print	1	↓ (\$3,839.99)
Tables	Bevis Computer Table, Fully Assembled	13	↓ (\$3,509.56)
Storage	Rogers Lockers, Blue	42	↓ (\$2,893.49)
Tables	Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	5	↓ (\$2,876.12)
Tables	Bevis Round Table, Adjustable Height	4	↓ (\$2,869.25)
Tables	Lesro Computer Table, Fully Assembled	13	↓ (\$2,842.78)
Tables	Bevis Wood Table, with Bottom Storage	10	↓ (\$2,782.59)
Tables	Lesro Training Table, Rectangular	5	↓ (\$2,581.28)
Tables	Barricks Conference Table, Rectangular	3	↓ (\$2,487.97)
Tables	Lesro Round Table, Adjustable Height	4	↓ (\$2,384.80)
Storage	Eldon Lockers, Blue	36	↓ (\$2,181.10)
Appliances	Hoover Stove, White	18	↓ (\$2,180.63)
Phones	Samsung Audio Dock, with Caller ID	20	↓ (\$2,137.22)
Appliances	Hoover Stove, Silver	9	↓ (\$2,091.77)
Tables	Barricks Computer Table, Fully Assembled	10	↘ (\$2,051.02)
Tables	Chromcraft Coffee Table, Fully Assembled	4	↘ (\$1,960.70)
Tables	Barricks Conference Table, Adjustable Height	5	↘ (\$1,924.85)
Tables	Hon Conference Table, Rectangular	6	↘ (\$1,920.85)
Tables	Barricks Round Table, Adjustable Height	3	↘ (\$1,880.68)

Category

Furniture

Office Supplies

Technology

Sub-Category

Accessories

Fasteners

Appliances

Furnishings

Art

Labels

Binders

Machines

Bookcases

Paper

Chairs

Phones

Copiers

Storage

Envelopes

Supplies

# Customer Analysis

2011

2012

2013

2014

Furniture

Office Supplies

Technology

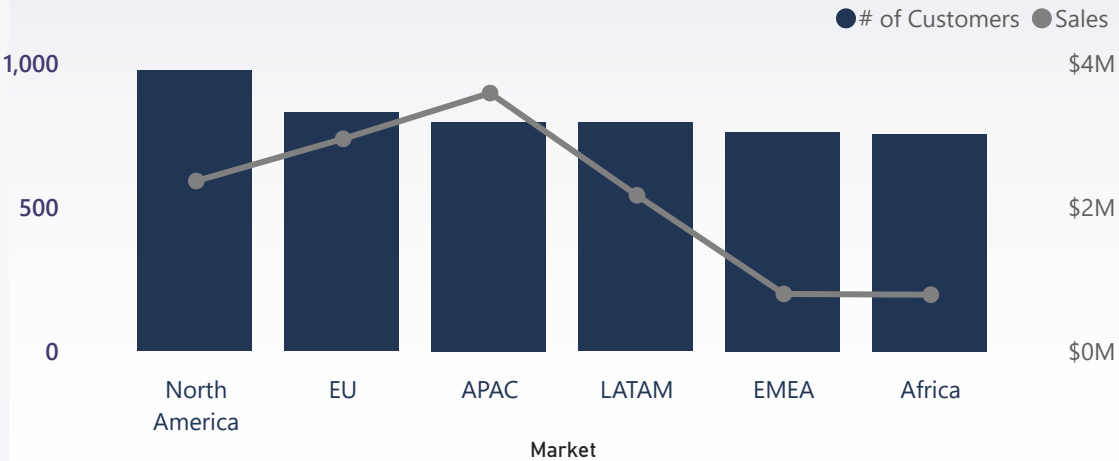
Yearly Customer Growth



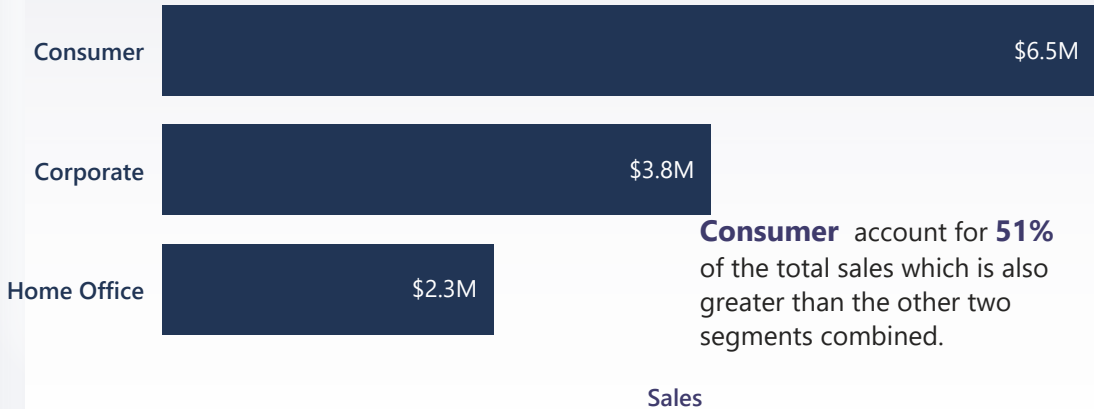
Best 10 Customers by Sales



# of Customers & Sales by Market Region



Which Customer Segment Brings Most Sales?



Region Analysis

Country	Customers	% Sales	% Profit	
⊕ United States	793	18.17%	↑	19.52%
⊕ Australia	660	7.32%	↗	7.08%
⊕ France	679	6.79%	↗	7.43%
⊕ China	549	5.54%	↗	10.27%
⊕ Germany	582	4.97%	↗	7.31%
⊕ Mexico	670	4.92%	↗	7.01%
⊕ India	494	4.66%	↗	8.80%
⊕ United Kingdom	529	4.18%	↗	7.63%
⊕ Indonesia	469	3.20%	↘	1.06%
⊕ Brazil	472	2.86%	↘	2.05%
⊕ Italy	376	2.29%	↘	1.35%
⊕ Spain	337	2.27%	↘	3.71%
⊕ Philippines	275	1.45%	↓	-1.10%
⊕ El Salvador	299	1.40%	↘	2.86%
⊕ New Zealand	252	1.36%	↘	1.13%
⊕ Cuba	296	1.26%	↘	2.65%
⊕ Nicaragua	259	1.18%	↘	2.28%
⊕ Guatemala	219	1.04%	↘	1.90%
⊕ Dominican Republic	303	1.00%	↓	-0.52%
⊕ Iran	259	0.90%	↘	1.83%
⊕ Turkey	463	0.86%	↓	-6.71%

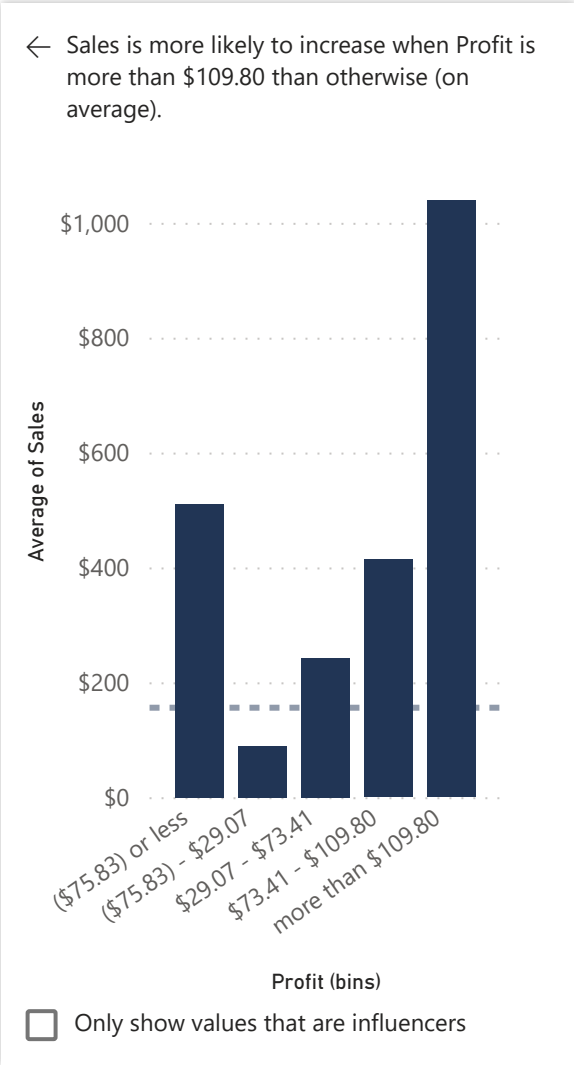


Key influencers   Top segments

What influences Sales to 

Increase

 ?



Two Years Sales Forecast

In **2015** and **2016**, sales are expected to increase by **14.82** and **14.03%**, respectively.

