

Hello MOHIT\MOHIT YADAV,  
Good Evening! 🌆

# Global Superstore Report

Home 🏠

Sales 💰

Products 🛒

Products Profit/Loss 💰

Customers 👤

Region 🌐

Sales Forecast 🔮



# Sales Analysis

Sales

\$12.64M

Sales vs. Previous Year

26.25%

Increase

Profit

\$1.47M

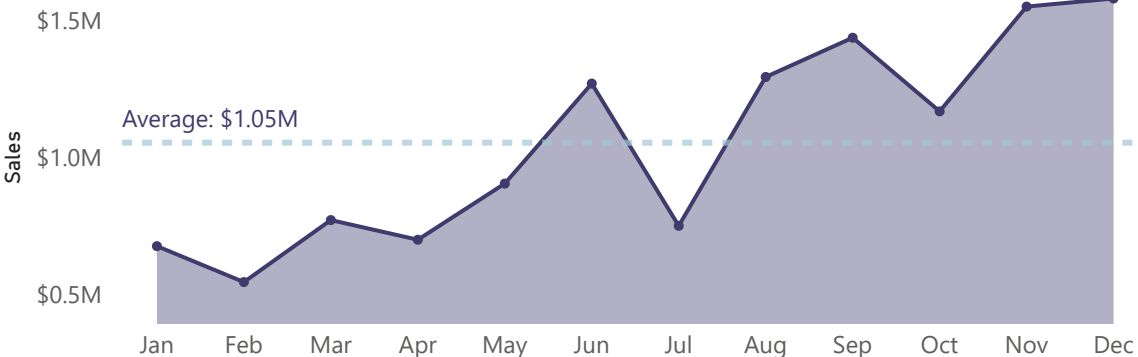
Profit Margin

11.61%

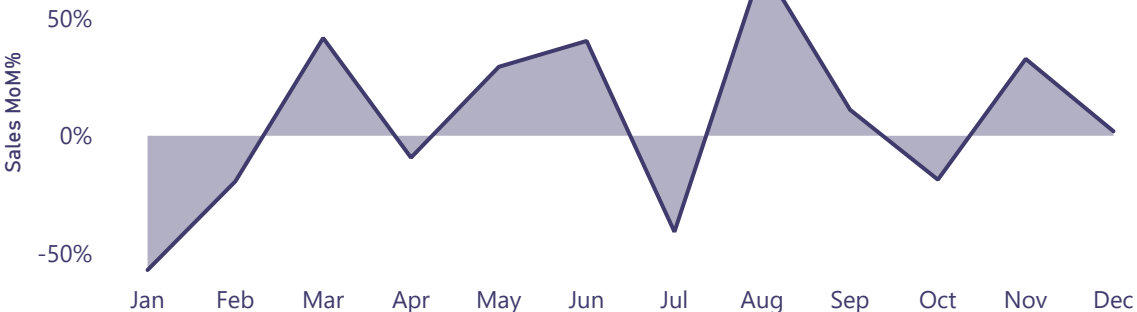
Total Discount Offered

7.33K

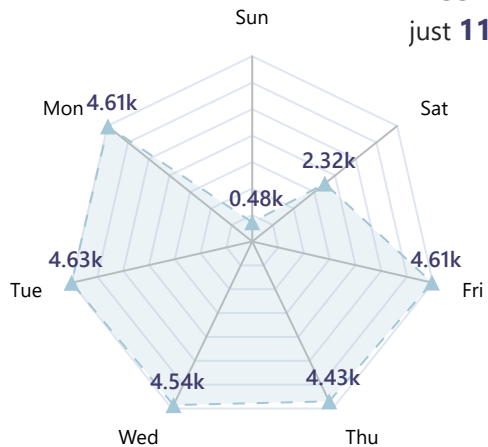
Monthly Sales Trend



MoM Sales Change

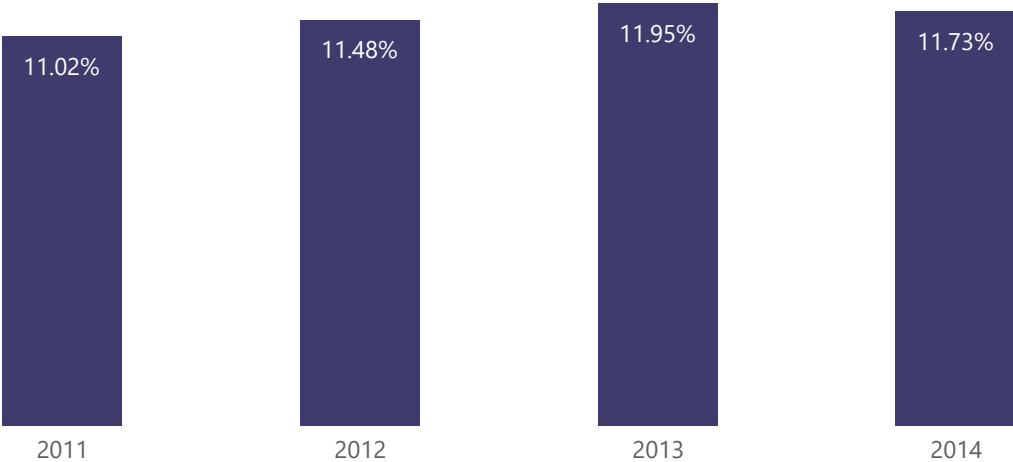


Most Orders Happen on



**Weekend Orders** account for just **11.2%** of the total orders.

Profit Margin by Year



2011

2012

2013

2014

Furniture

Office  
Supplies

Technology

Product Analysis

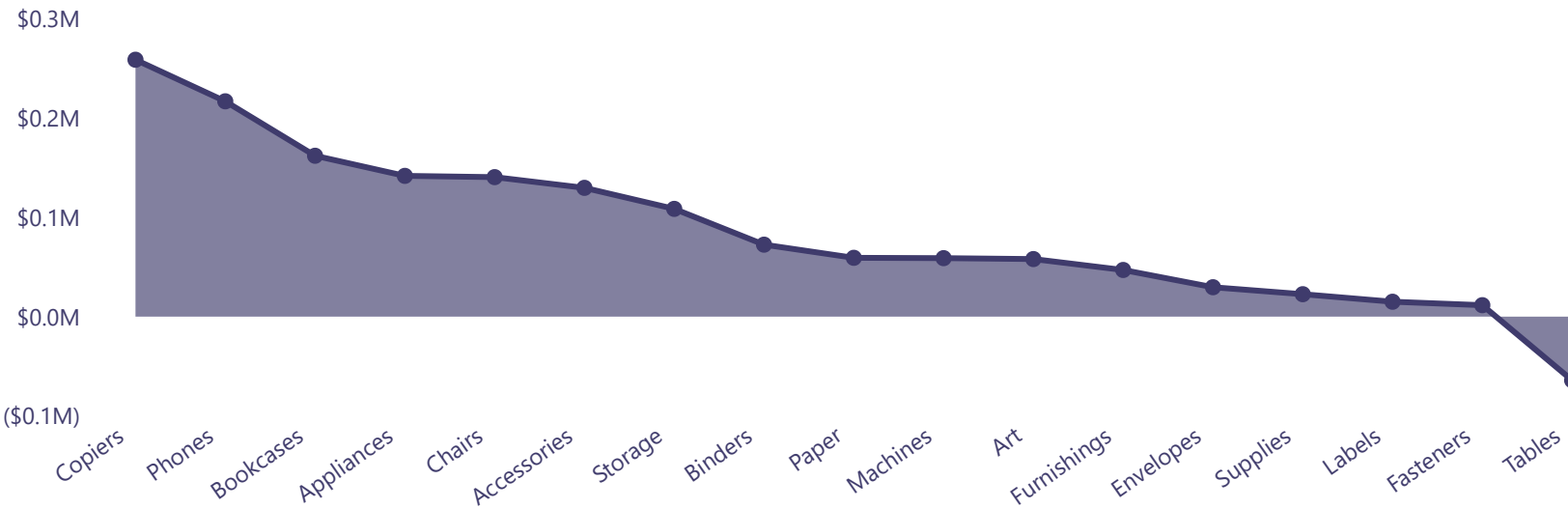
Product Categories  
3

Sub-categories  
17

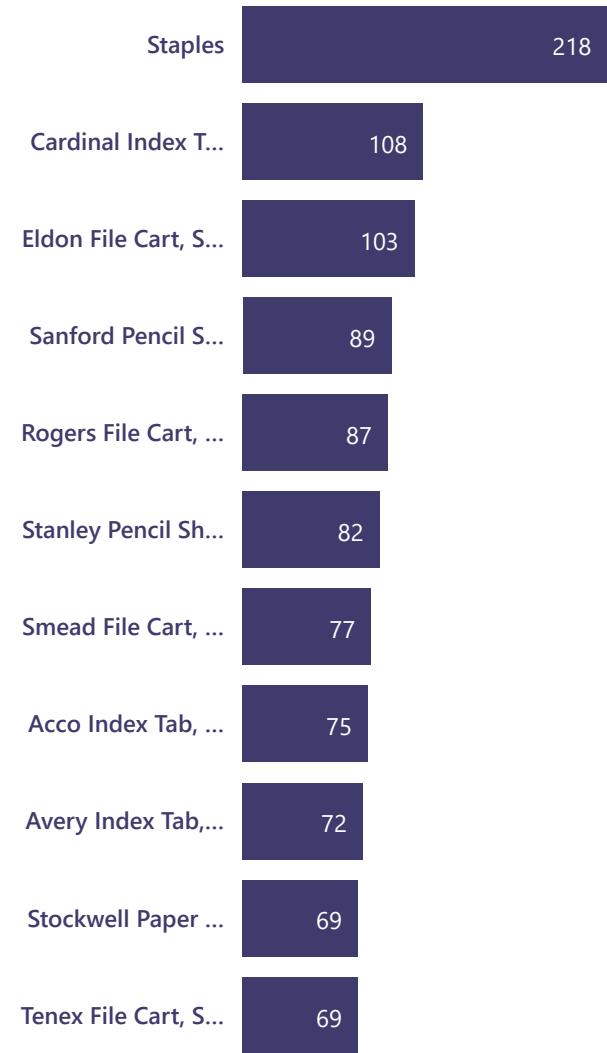
Products  
3660

AVG Shipping Time  
3.97  
Days

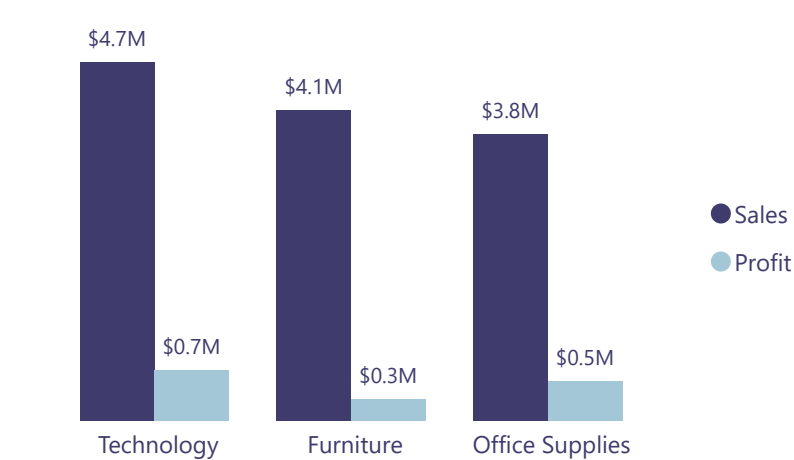
Category & Sub-Category Profit/Loss



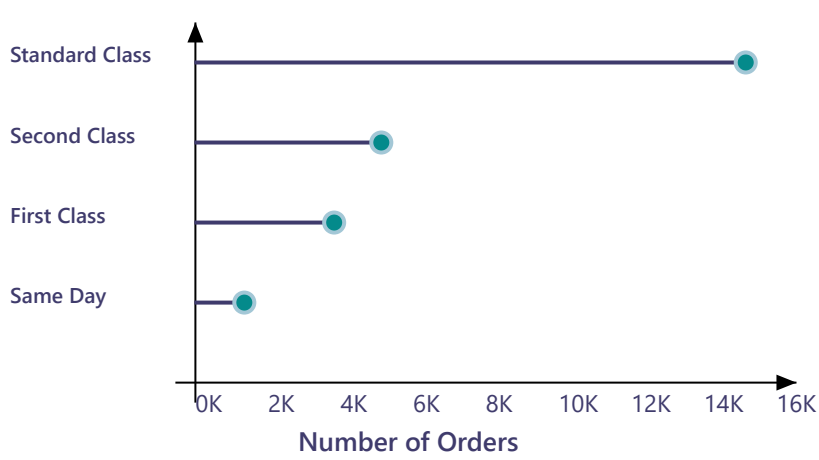
Most Ordered Products



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

Products Contribution to Profit/Loss			
Sub-Category	Product Name	Order Count	Profit
Machines	Cubify CubeX 3D Printer Double Head Print	3	⬇️ (\$8,879.97)
	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    |



2011

2012

2013

2014

Furniture

Office Supplies

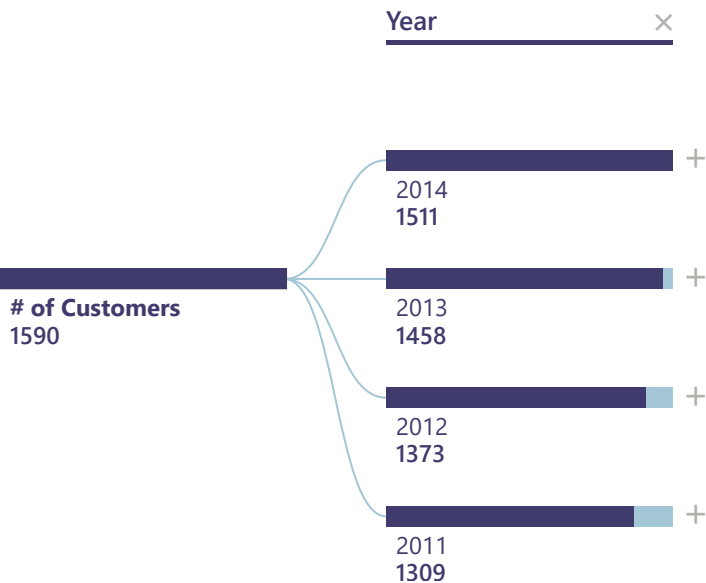
Technology

# Customer Analysis

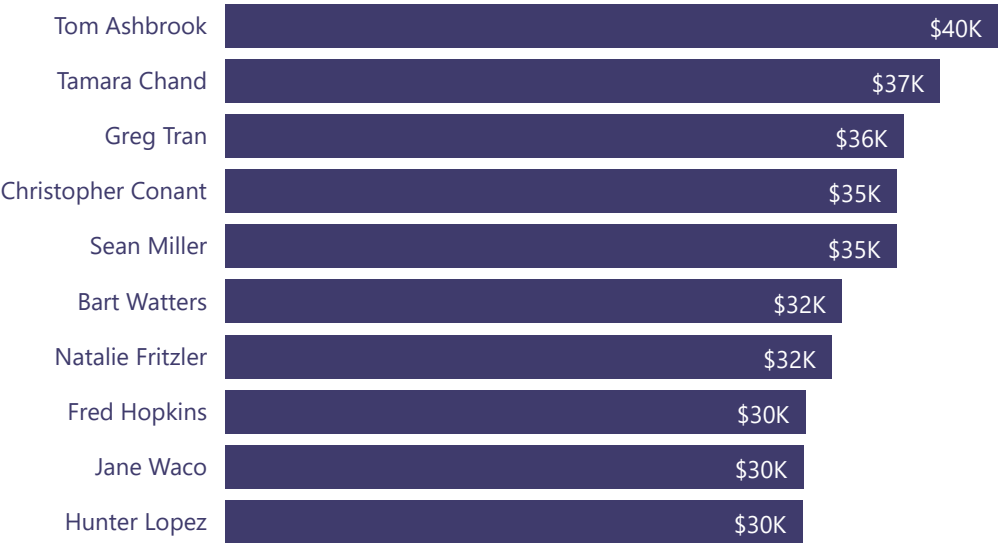
Total Customers

1590

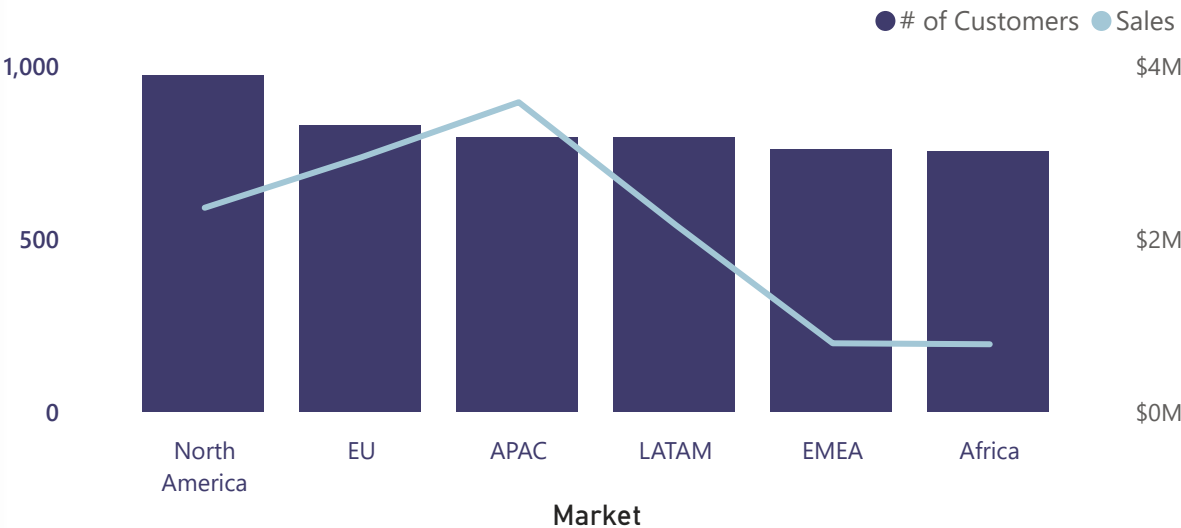
Yearly Customer Growth



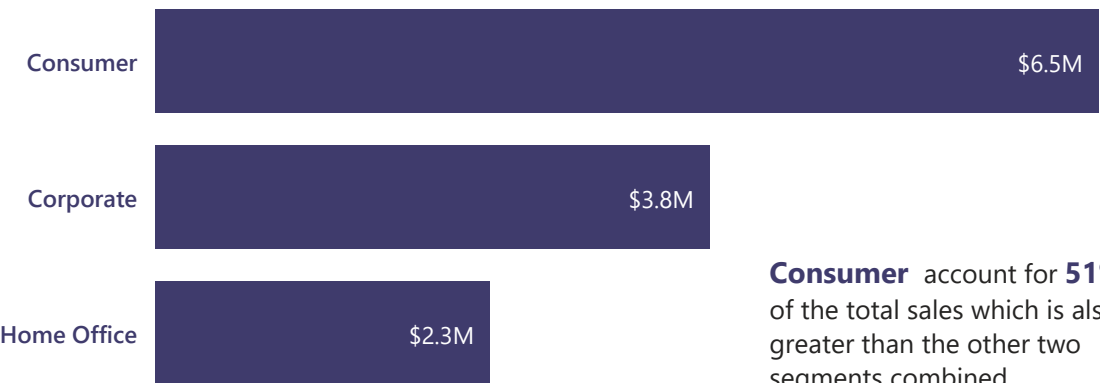
Best 10 Customers by Sales



# of Customers & Sales by Market Region



Which Customer Segment Brings Most Sales?



**Consumer** account for **51%** of the total sales which is also greater than the other two segments combined.

Sales

## Region Analysis

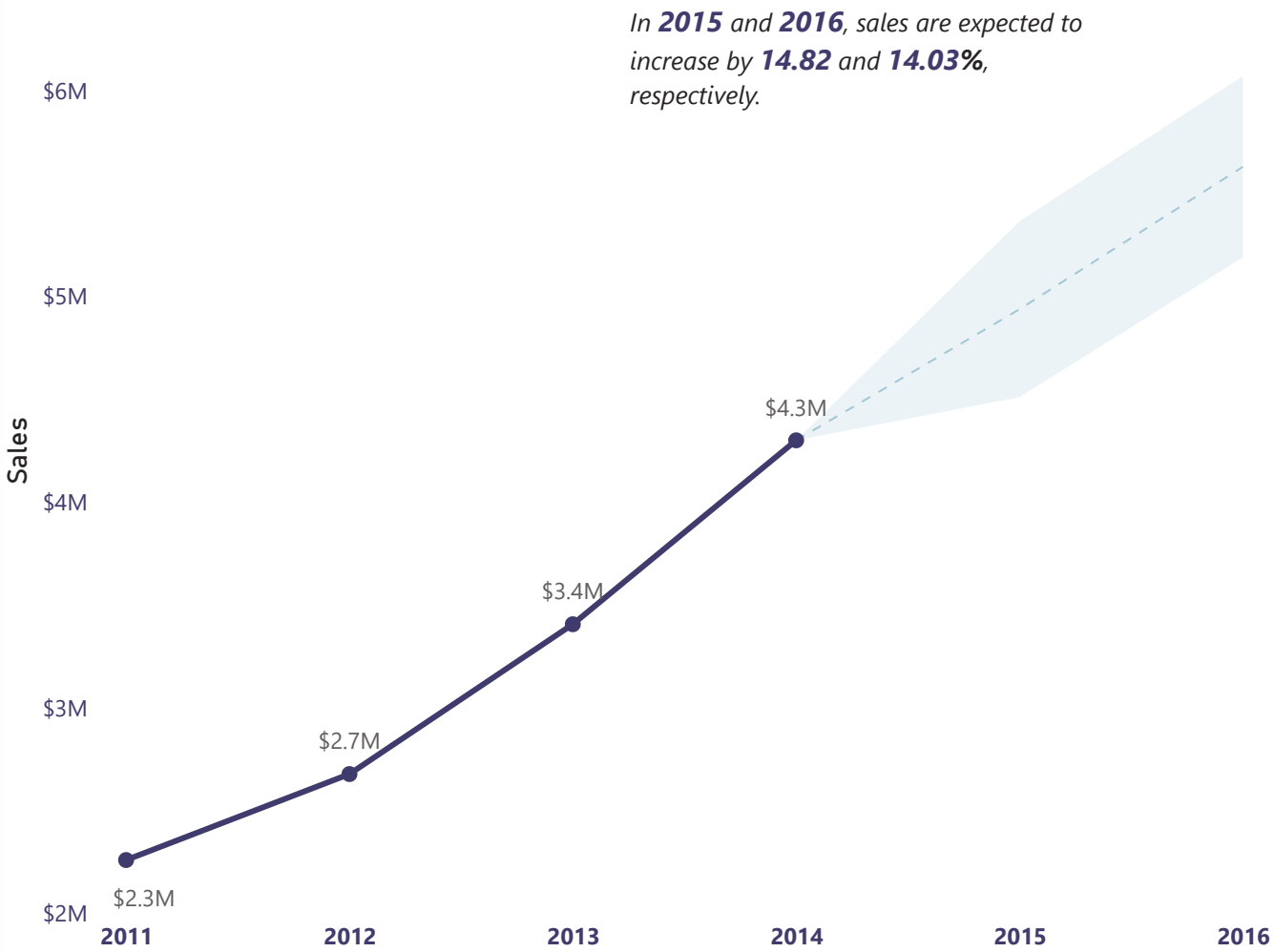
Country	Customers	% Sales	% Profit
⊕ United States	793	18.17%	📈 19.52%
⊕ Australia	660	7.32%	📈 7.08%
⊕ France	679	6.79%	📈 7.43%
⊕ China	549	5.54%	📈 10.27%
⊕ Germany	582	4.97%	📈 7.31%
⊕ Mexico	670	4.92%	📈 7.01%
⊕ India	494	4.66%	📈 8.80%
⊕ United Kingdom	529	4.18%	📈 7.63%
⊕ Indonesia	469	3.20%	📉 1.06%
⊕ 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%
⊕ Japan	124	0.80%	📉 1.66%
⊕ South Africa	204	0.75%	📉 1.49%
⊕ Austria	164	0.73%	📉 1.66%

Sales by Country



# Sales Forecast

Two Years Sales Forecast



Key influencers

Top segments



What influences Sales to 

Increase

 ?

