

SUPERSTORE SALES DASHBOARD

Category

Segment

Region

Total Sales

\$2M

Total Profit

\$286K

Total Order

5K

Total Item

38K

Profit per Cust

\$57

% Profit Ratio

12.5%

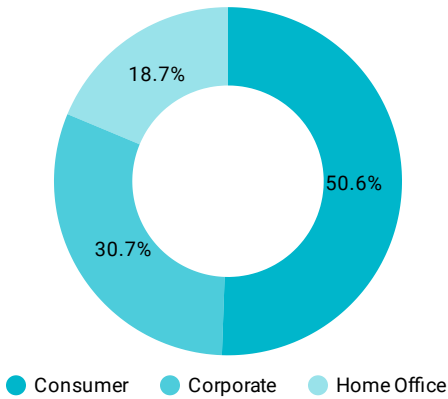
AIV

\$3K

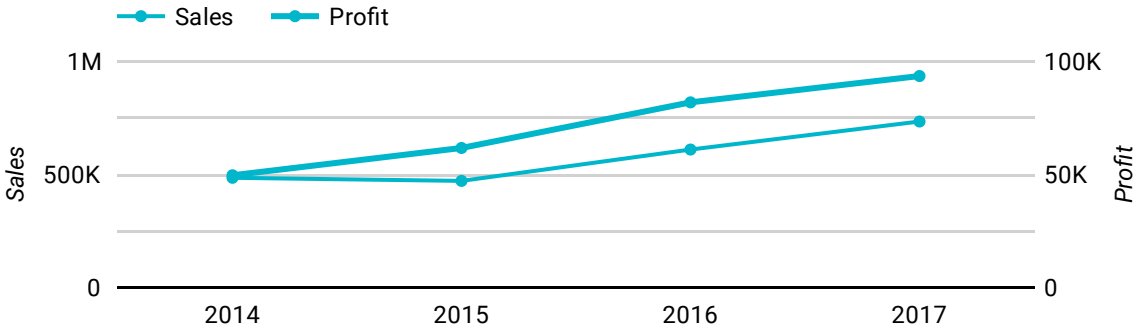
AOV

\$459

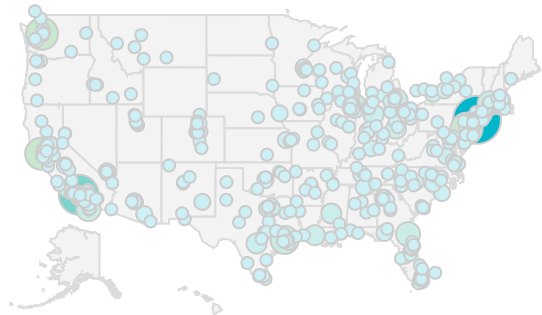
Sales by Segmen



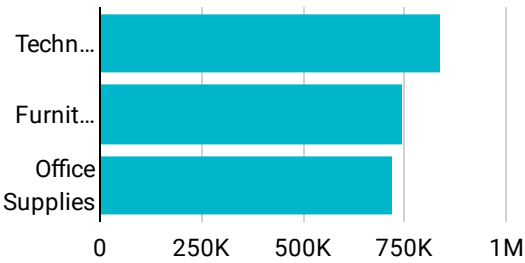
Tren Sales & Profit by Year



Sales by City



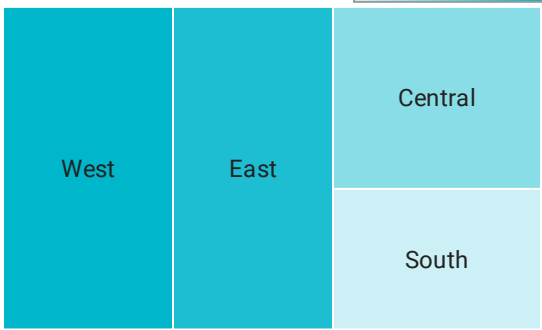
Sales by Category



Sales by Sub Category

Sub-Category	Sales ▾	Order	Item	Profit	% Profit Ratio
Phones	330,007	814	3,289	44,516	13.5%
Chairs	328,449	576	2,356	26,590	8.1%
Storage	223,844	777	3,158	21,279	9.5%
Tables	206,966	307	1,241	-17,725	-8.6%
Binders	203,413	1,316	5,974	30,222	14.9%

Sales by Region



AVG Day Service by Shipping

Ship Mode	AVG Day Ser...	% Profi...
Standard Class	5	12%
Second Class	3	13%
First Class	2	14%
Same Day	0	12%

Sales by Product

Product Name	Sales...	Order	Item	Profit	% Profit Ratio
Canon imageCLASS 2200 Advance...	61,600	5	20	25,200	40.9%
Fellowes PB500 Electric Punch Plas...	27,453	10	31	7,753	28.2%
Cisco TelePresence System EX90 Vi...	22,638	1	6	-1,811	-8.0%
HON 5400 Series Task Chairs for Bi...	21,871	8	39	0	+0.0%
GBC DocuBind TL300 Electric Bindi...	19,823	11	37	2,234	11.3%

Sales by Shipping Mode

