



# US SUPER STORE SALES & PROFIT ANALYSIS AND VISUALIZATION

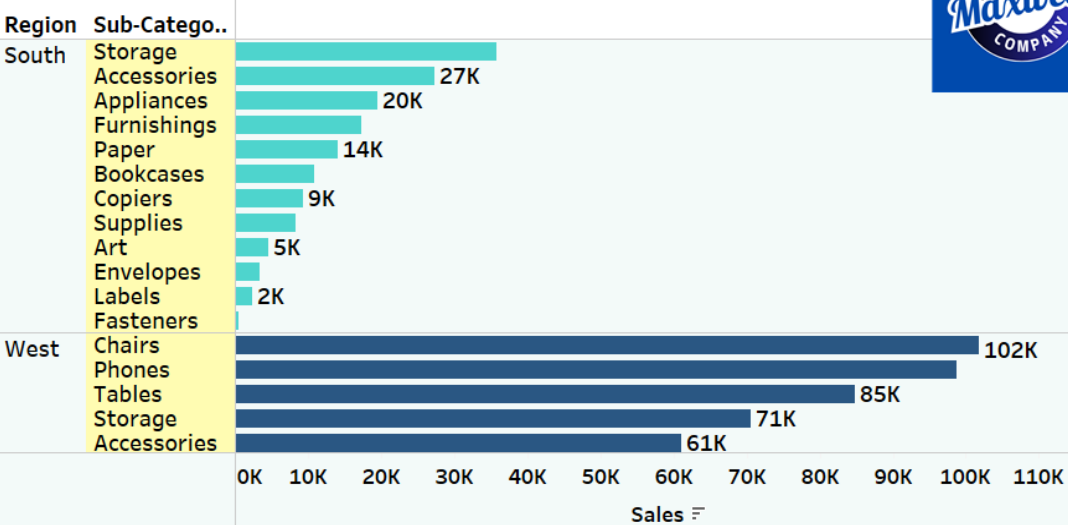
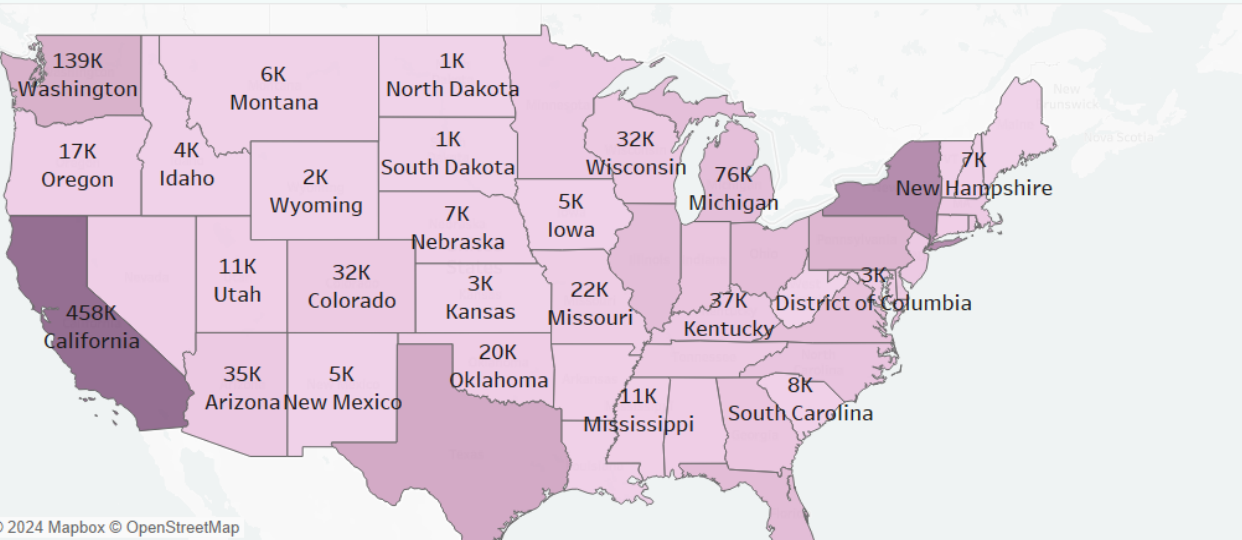
INTERACTIVE TABLEAU DASHBOARD ANALYZING **4 YEARS (2014–2017)** OF  
SALES AND PROFIT DATA FROM A US-BASED SUPERSTORE

BY NIMISHA PANDAV

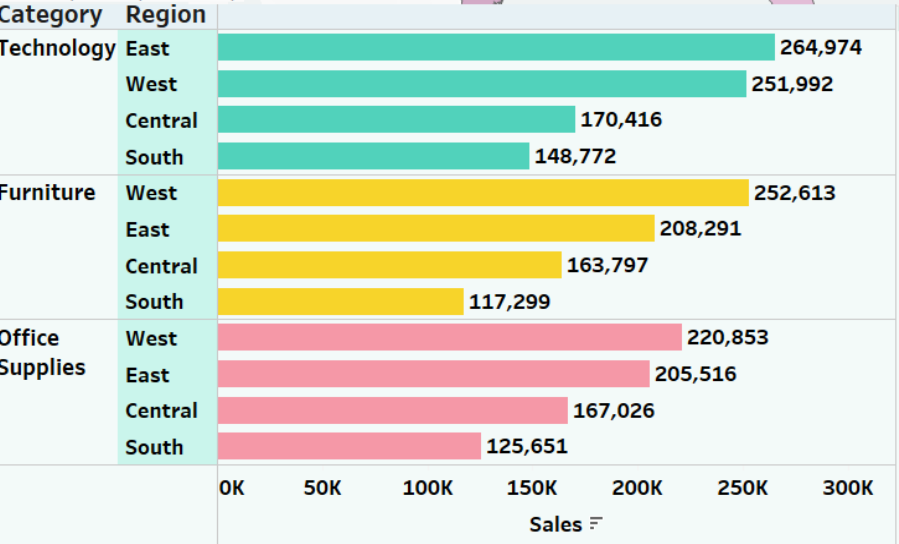
# SALES DASHBOARD

## Sales Report of Stanford Maxwell Co

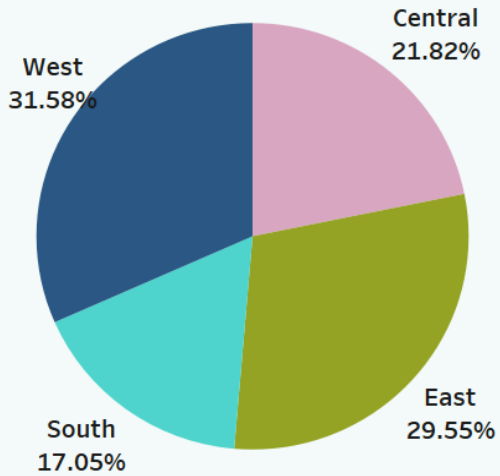
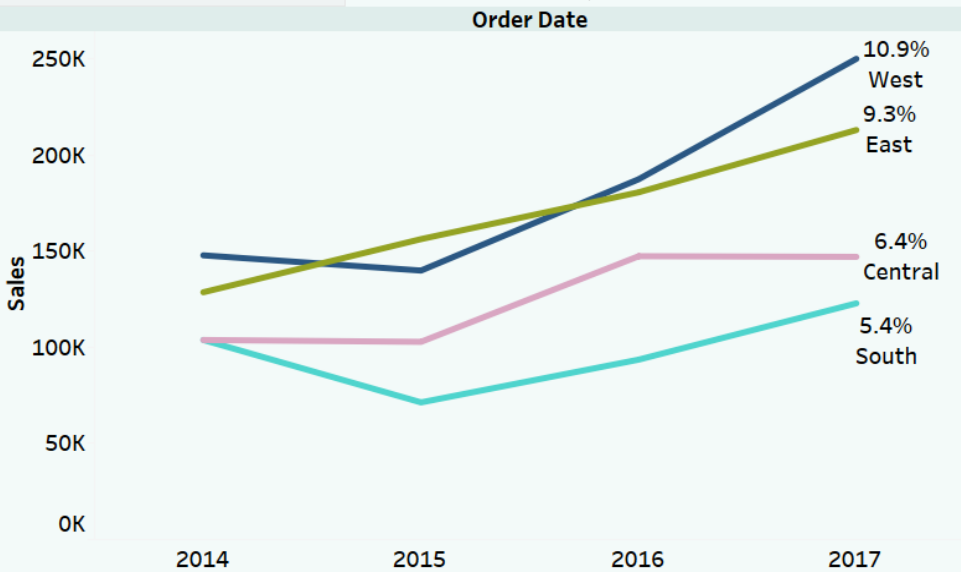
Total Sales: 2,297,201



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Region ☒ Central



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# SALES INSIGHTS

State wise Revenue earned show us that: **California** and **New York** generated the highest revenue of **485K** and **311K** respectively.

Region	2014	2015	2016	2017	Growth
West	148K	140K	190K	250K	10.9%
East	130K	160K	180K	215K	9.3%
Central	105K	103K	148K	148K	6.4%
South	105K	72K	95K	125K	5.4%



Year wise sales for each region

Order Date

Sales

2014 2015 2016 2017

10.9% West

9.3% East

6.4% Central

5.4% South

Region	2014 Sales (K)	2015 Sales (K)	2016 Sales (K)	2017 Sales (K)	Growth (%)
West	148	140	190	250	10.9%
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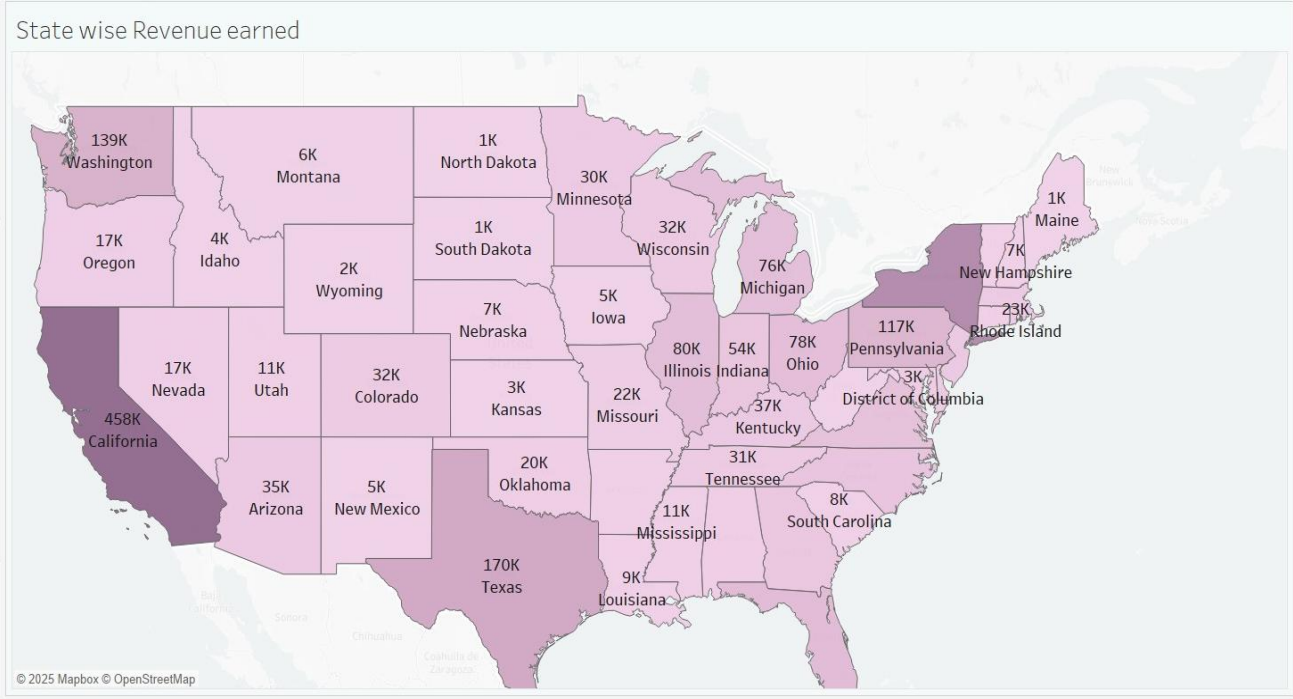
5.4% South

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Central	105	103	148	148	6.4%
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State wise Revenue earned

State	Revenue (K)
Washington	139K
Montana	6K
North Dakota	1K
Minnesota	30K
Wisconsin	32K
Michigan	76K
Illinois	80K
Indiana	54K
Ohio	78K
Pennsylvania	117K
District of Columbia	117K
New Hampshire	7K
Maine	1K
Rhode Island	23K
California	458K
Nevada	17K
Utah	11K
Colorado	32K
Wyoming	2K
South Dakota	1K
Nebraska	7K
Iowa	5K
Missouri	22K
Kansas	3K
Arizona	35K
New Mexico	5K
Oklahoma	20K
Texas	170K
Mississippi	11K
Louisiana	9K
Tennessee	31K
Kentucky	37K
South Carolina	8K

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Year wise Sales of each Regions shows us that:

- **West region** saw a major spike in 2017
- **East region** displayed steady sales growth from 2014 to 2017.



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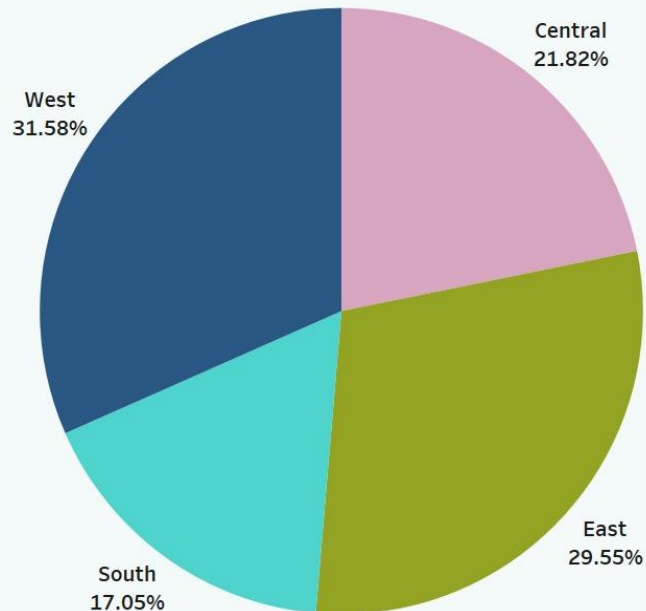
# SALES INSIGHTS

Percentage contribution of each region in over all sales:

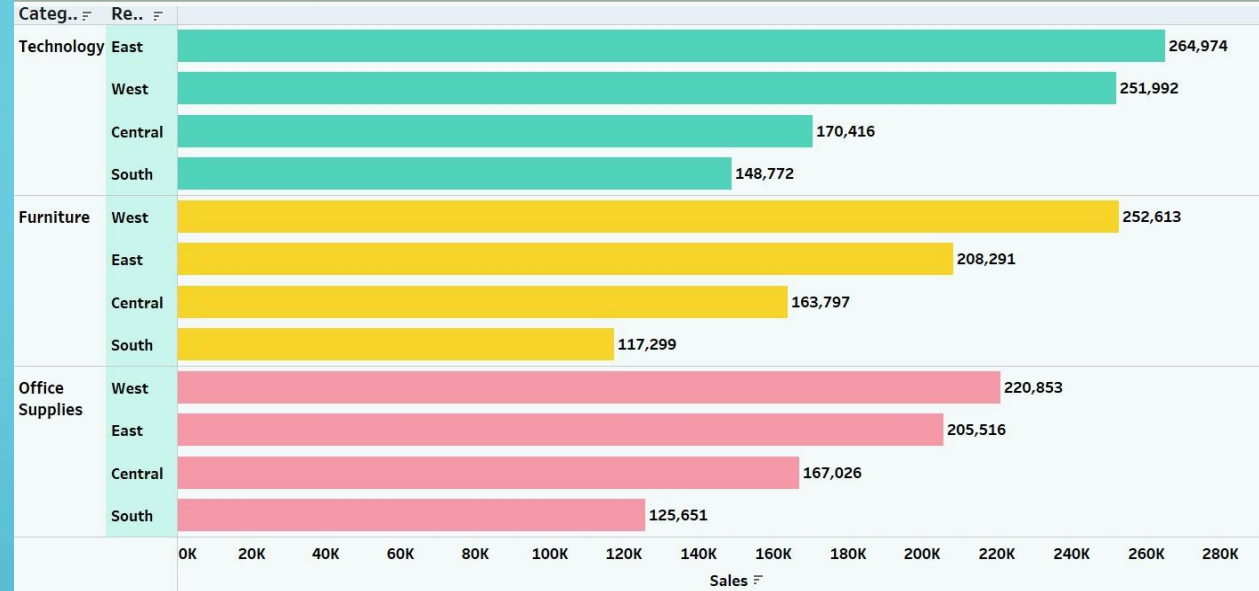
- **West** and **East** had the highest contributions.
- **South** showed the lowest, though consistent year-over-year growth.



Percentage Contribution of each region in over all sales



Category wise Sales with region details



Category wise region wise sales:

- **Technology** products drove the highest sales among all the segments
- **Eastern** region has surpassed sales in all the categories.



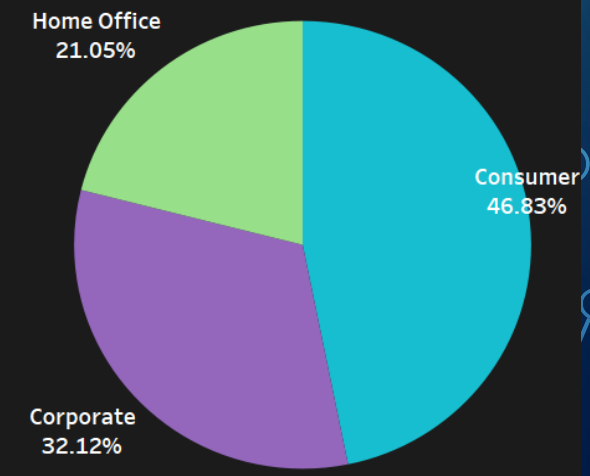
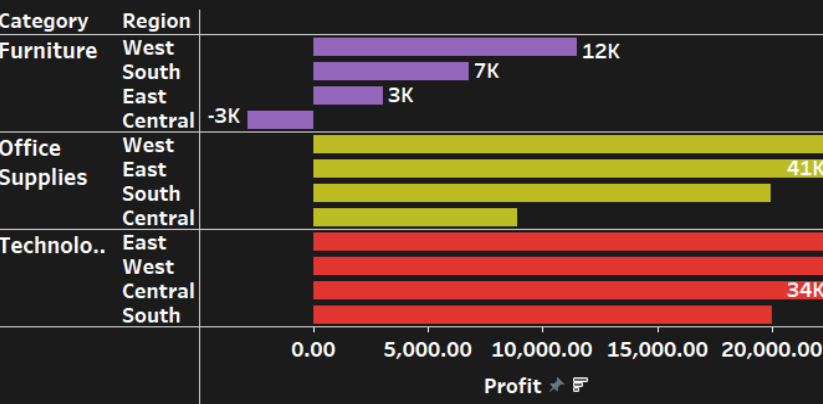
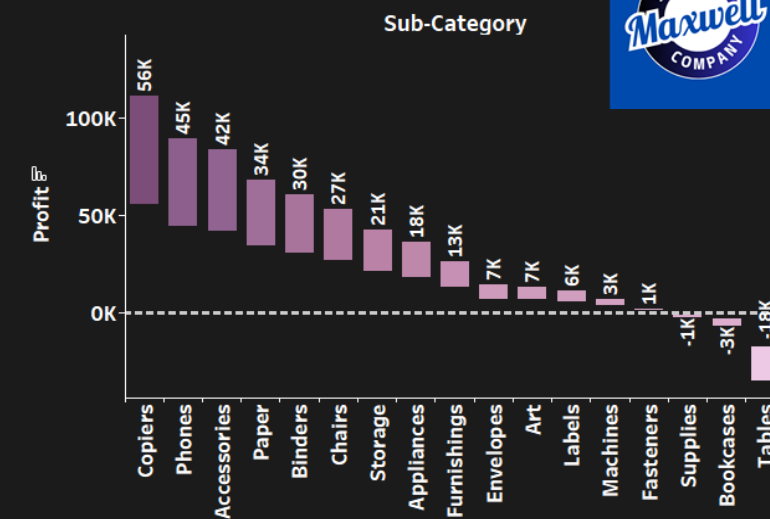
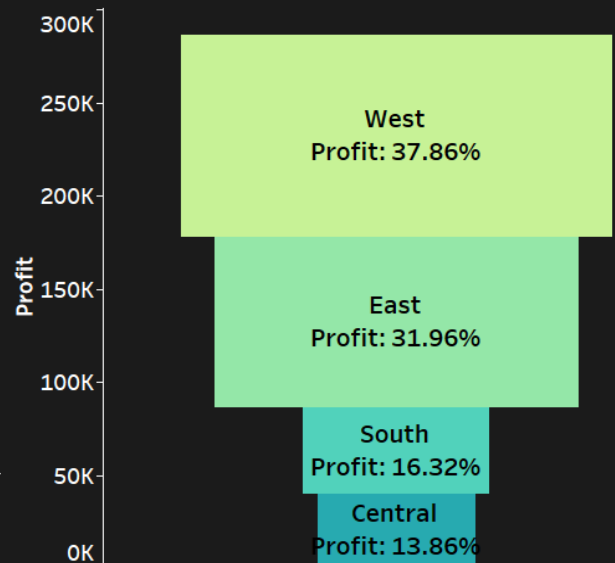
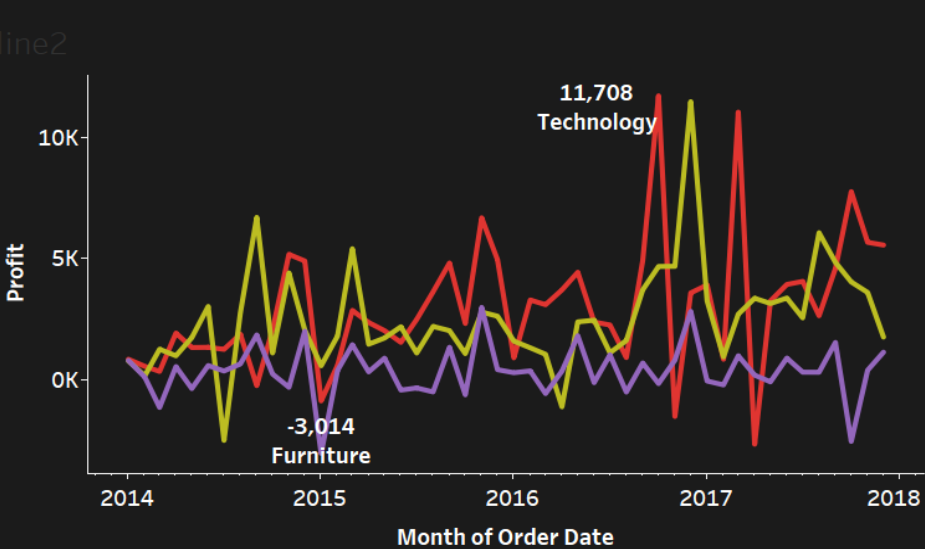
# DETAILED SALES REPORT

Sales Report														
Cate..	Sub-..	Segment / Region												Grand To..
		Consumer				Corporate				Home Office				
		Central	East	South	West	Central	East	South	West	Central	East	South	West	
Furnitu..	Bookca..	12,961	27,307	8,717	19,648	8,390	13,169	1,154	11,294	2,807	3,343	1,029	5,062	114,880
	Chairs	42,933	59,645	26,804	43,480	27,990	23,505	11,367	36,279	14,308	13,110	7,005	22,022	328,449
	Furnish..	9,500	13,177	10,871	16,072	3,144	9,983	4,505	7,369	2,610	5,911	1,931	6,631	91,705
	Tables	20,835	14,082	24,409	40,607	12,563	17,552	12,620	28,138	5,757	7,506	6,888	16,009	206,966
	Total	86,229	114,212	70,800	119,808	52,086	64,209	29,645	83,080	25,482	29,870	16,853	49,725	742,000
Office Supplies	Applia..	9,819	19,390	8,287	15,324	5,225	10,981	10,124	10,259	8,539	3,817	1,114	4,654	107,532
	Art	3,272	3,847	2,655	4,478	1,479	2,278	1,332	3,501	1,014	1,360	668	1,234	27,119
	Binders	39,694	31,623	18,618	28,227	8,880	12,048	11,828	18,805	8,350	9,827	6,585	8,929	203,413
	Envelo..	2,365	2,096	1,192	2,119	1,236	1,579	1,471	1,657	1,036	701	683	343	16,476
	Fasten..	422	424	276	558	232	286	81	184	123	110	146	180	3,024
	Labels	743	1,653	1,868	2,445	1,095	509	365	2,133	613	442	120	501	12,486
	Paper	7,564	8,661	7,603	12,496	5,952	5,975	3,345	8,611	3,976	5,536	3,202	5,557	78,479
	Storage	24,672	24,994	16,882	33,944	12,657	30,968	11,362	24,804	8,602	15,650	7,524	11,785	223,844
	Supplies	4,560	8,568	2,124	10,490	4,383	1,849	6,022	7,181	525	343	173	456	46,674
	Total	93,111	101,255	59,505	110,081	41,138	66,475	45,930	77,134	32,777	37,786	20,217	33,638	719,047
Techno..	Access..	19,062	22,861	11,652	33,530	6,195	11,748	10,175	20,072	8,699	10,424	5,450	7,512	167,380
	Copiers	4,520	30,400	4,440	30,460	29,680	4,220	4,860	8,070	3,060	18,600		11,220	149,528
	Machin..	12,000	30,668	18,339	18,536	11,717	23,892	12,001	12,667	3,081	11,546	23,551	11,241	189,239
	Phones	37,109	51,512	30,846	50,466	17,181	29,866	19,274	24,833	18,114	19,237	8,184	23,386	330,007
	Total	72,691	135,441	65,276	132,992	64,773	69,726	46,311	65,641	32,953	59,807	37,185	53,359	836,154
Grand Total		252,031	350,908	195,581	362,881	157,996	200,409	121,886	225,855	91,213	127,464	74,255	136,722	2,297,201

# PROFIT DASHBOARD

## Profit Report of Stanford Maxwell Co

Total Profit: 286,397



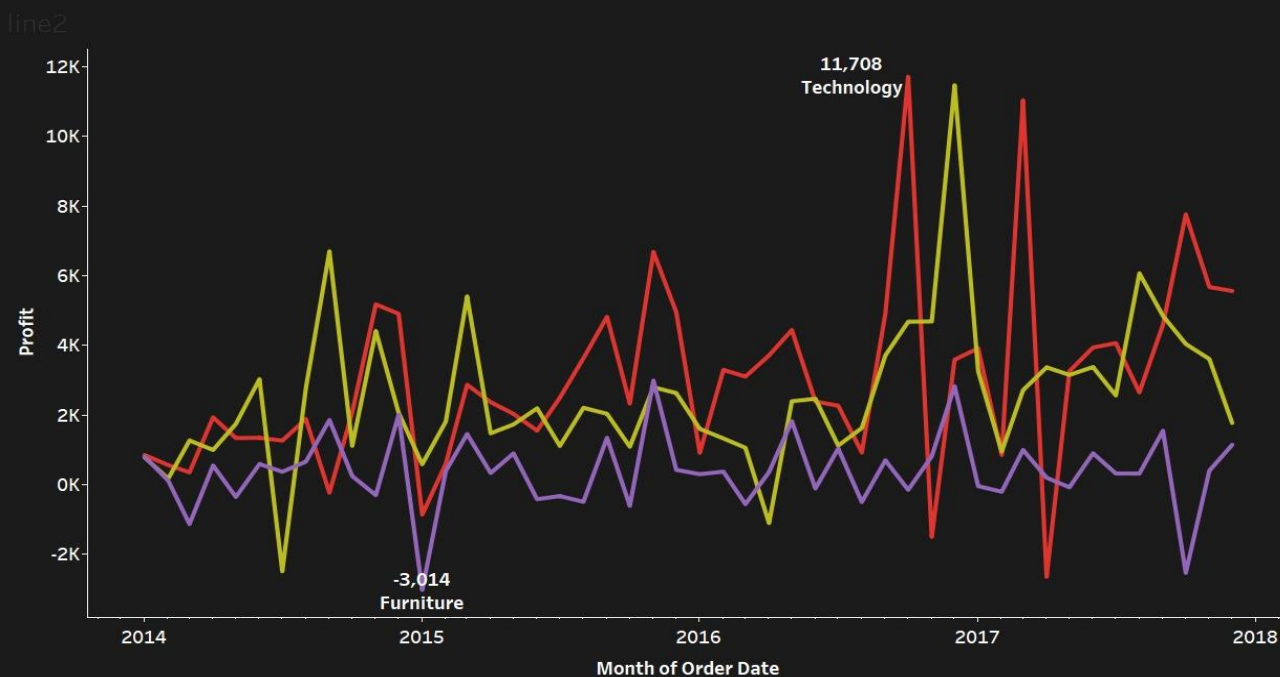
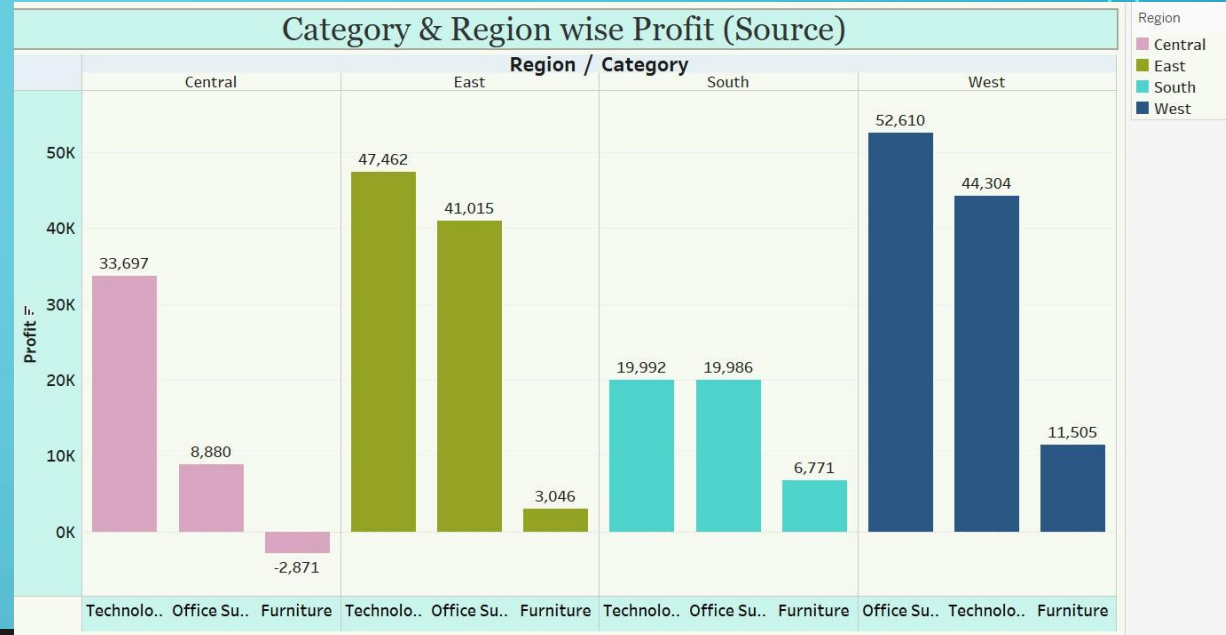
Category: ☒ Furniture ☐ Office Supplies

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# PROFIT INSIGHTS

## Category wise yearly profit:

- Peak profit of 11,708 in **Technology** occurred in **Oct 2016**.
- Loss of 3,014 seen in **Furniture** during **Jan 2015**.



## Category wise region wise Profit:

- **Technology and Office Supplies** were the most profitable categories in **Eastern** and **Western** region.
- **Western Region** tops in the highest profit among all the regions.

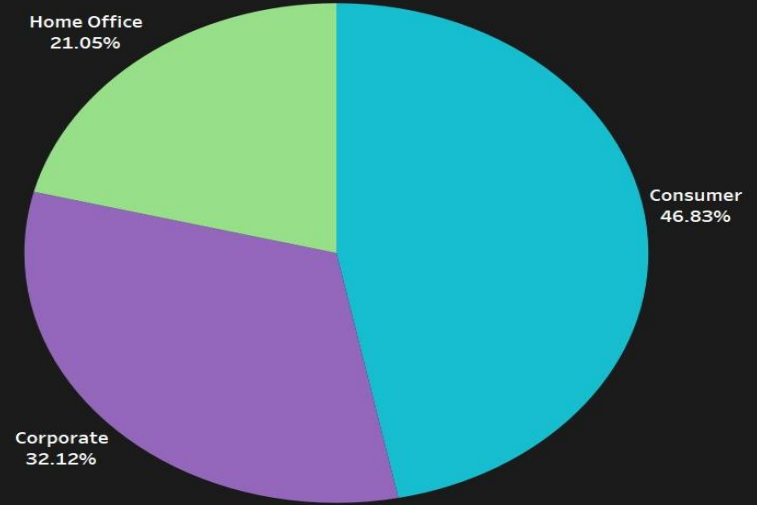
# PROFIT INSIGHTS

Sub-category wise profit:

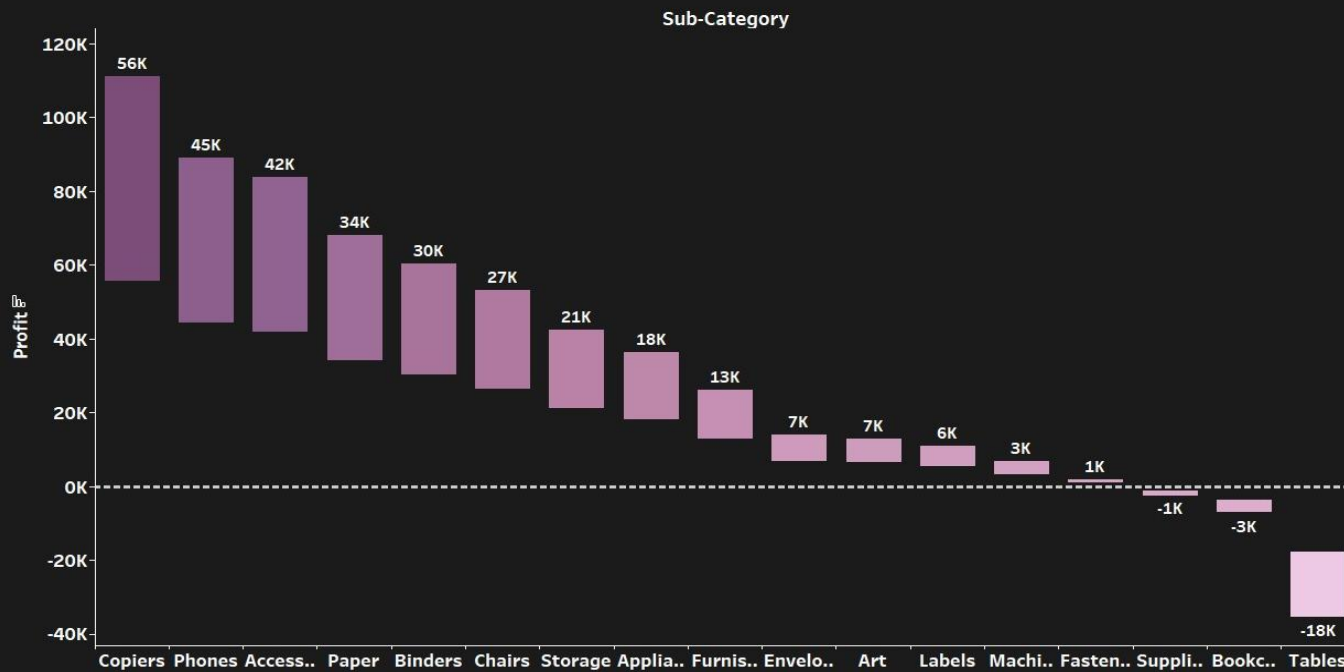
- **Copiers** were the most profitable product (55K).
- **Fasteners** is the least profitable.
- **Table** gave us a Loss.



Profit Percentage



Sub category wise Profit



Segment wise Profit:

- **Consumer (46.83%)** and **Corporate (32.12%)** are the top 2 segments generating the highest profit



# DETAILED PROFIT REPORT

## Profit Details

Category	Sub-Catego..	Region				Grand Total
		Central	East	South	West	
Furniture	Bookcases	-1,998	-1,168	1,339	-1,647	-3,473
	Chairs	6,593	9,358	6,612	4,028	26,590
	Furnishings	-3,906	5,881	3,443	7,641	13,059
	Tables	-3,560	-11,025	-4,623	1,483	-17,725
	Total	-2,871	3,046	6,771	11,505	18,451
Office Supplies	Appliances	-2,639	8,391	4,124	8,261	18,138
	Art	1,195	1,900	1,059	2,374	6,528
	Binders	-1,044	11,268	3,901	16,097	30,222
	Envelopes	1,778	1,812	1,465	1,909	6,964
	Fasteners	237	264	174	275	950
	Labels	1,073	1,129	1,041	2,303	5,546
	Paper	6,972	9,015	5,947	12,119	34,054
	Storage	1,970	8,389	2,274	8,645	21,279
	Supplies	-662	-1,155	2	626	-1,189
	Total	8,880	41,015	19,986	52,610	122,491
Technology	Accessories	7,252	11,196	7,005	16,485	41,937
	Copiers	15,609	17,023	3,659	19,327	55,618
	Machines	-1,486	6,929	-1,439	-619	3,385
	Phones	12,323	12,315	10,767	9,111	44,516
	Total	33,697	47,462	19,992	44,304	145,455
Grand Total		39,706	91,523	46,749	108,418	286,397

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**THANK YOU**