

Calendar Year

2017

Region

All

Category

All

Sub-Category

All

Segment

All

Product Name

All

# Superstore Sales Dashboard

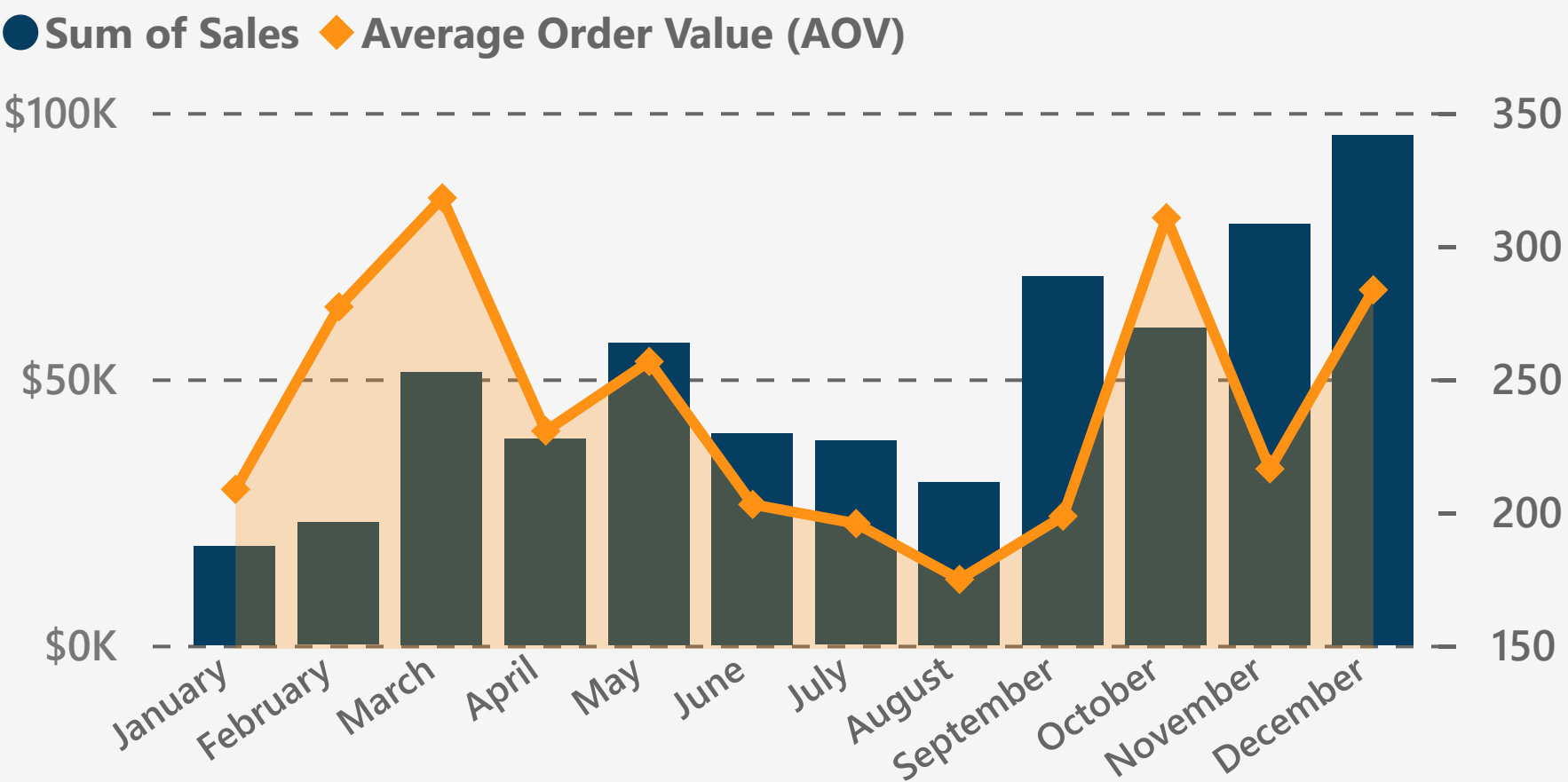
Overview

Sales Analysis

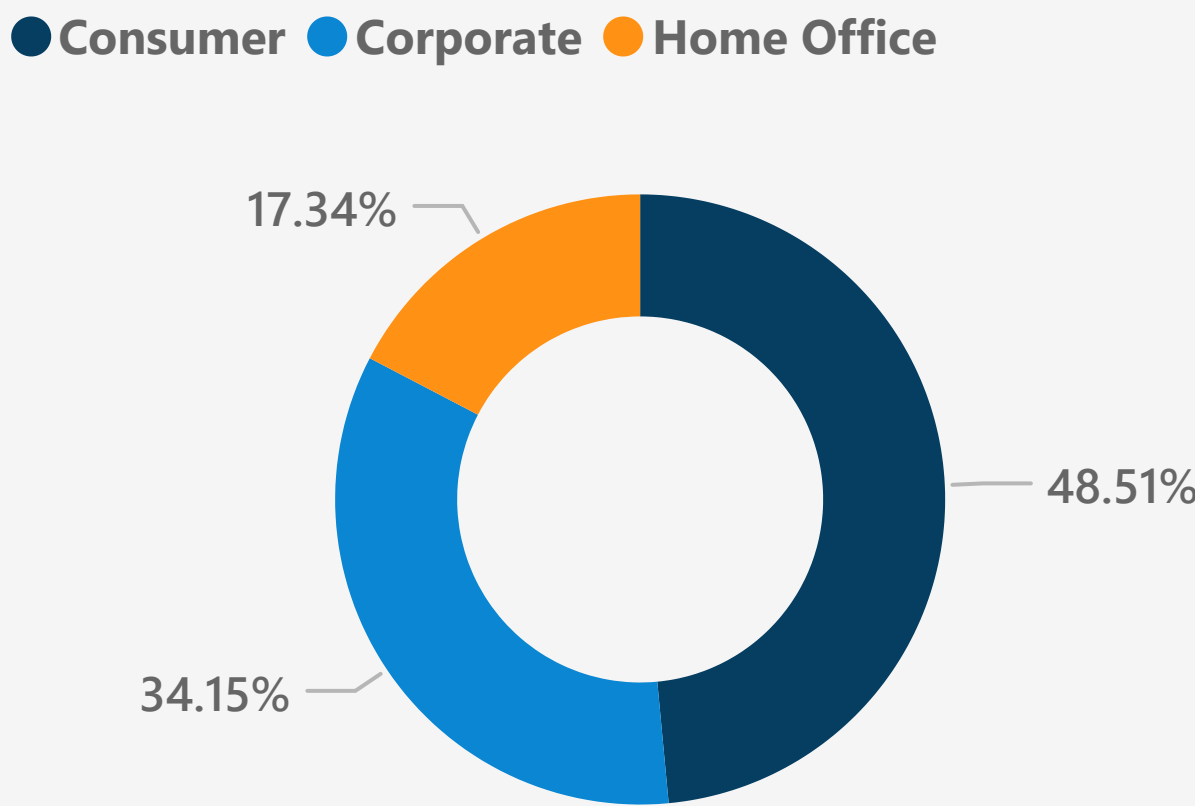
Customer Insights

Shipping

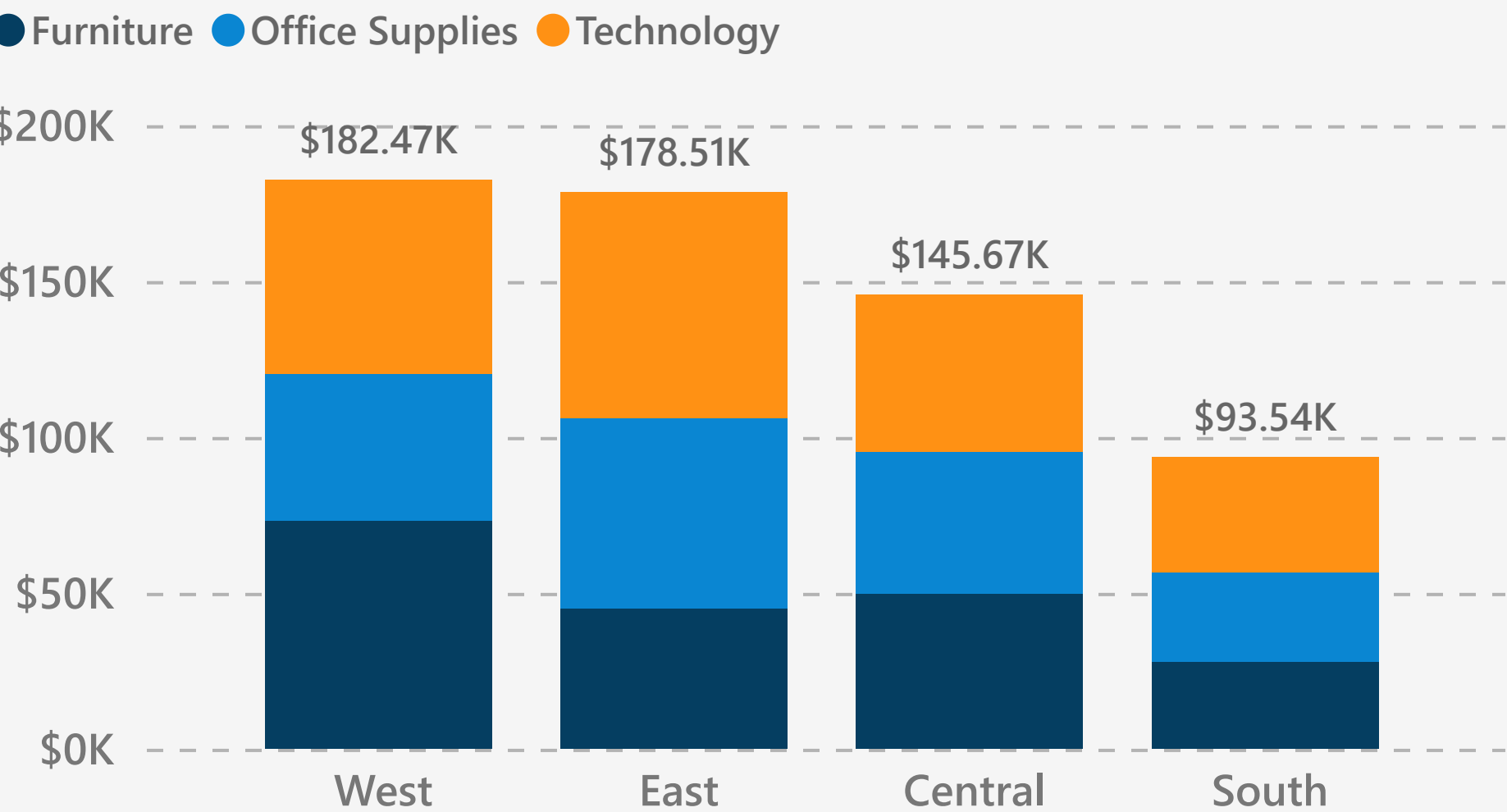
## Sales and Average Order Value (AOV) by Month



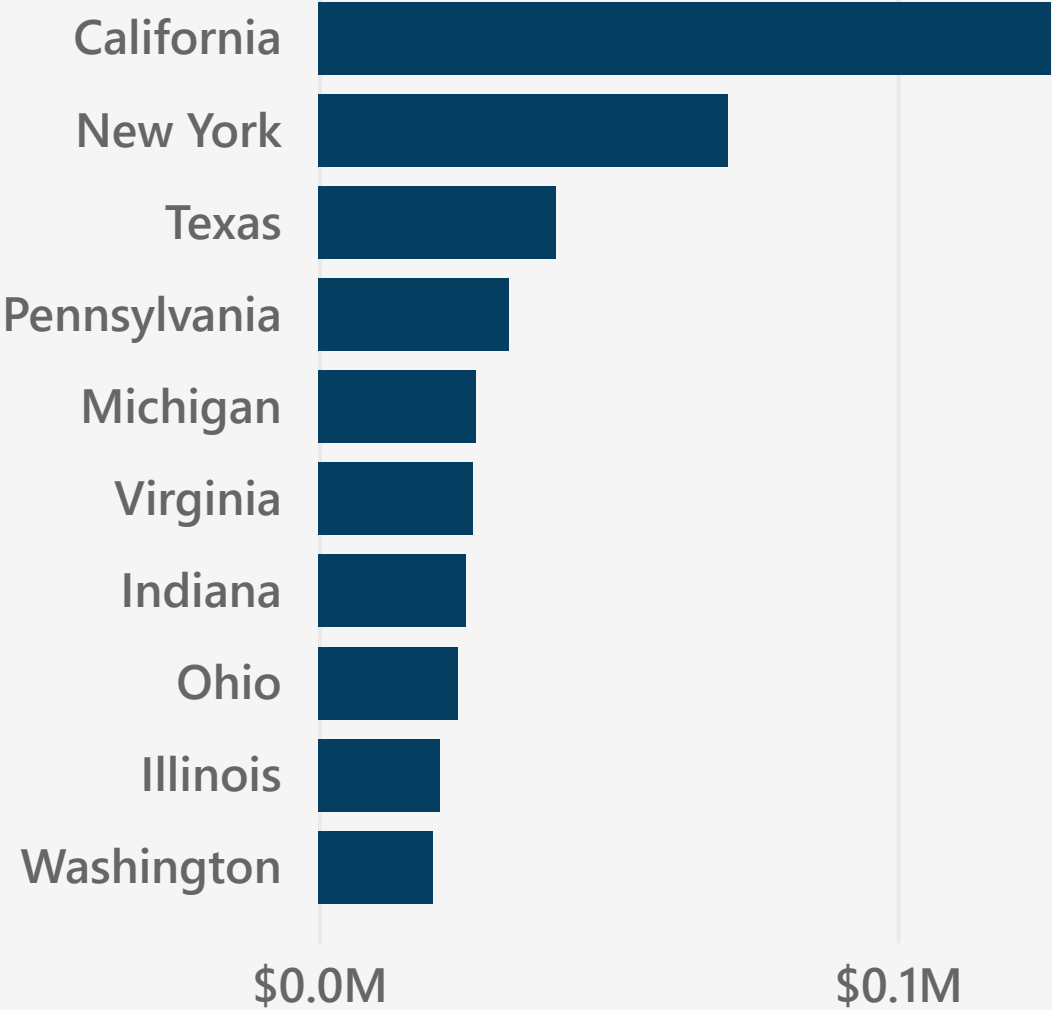
## Total Sales by Category



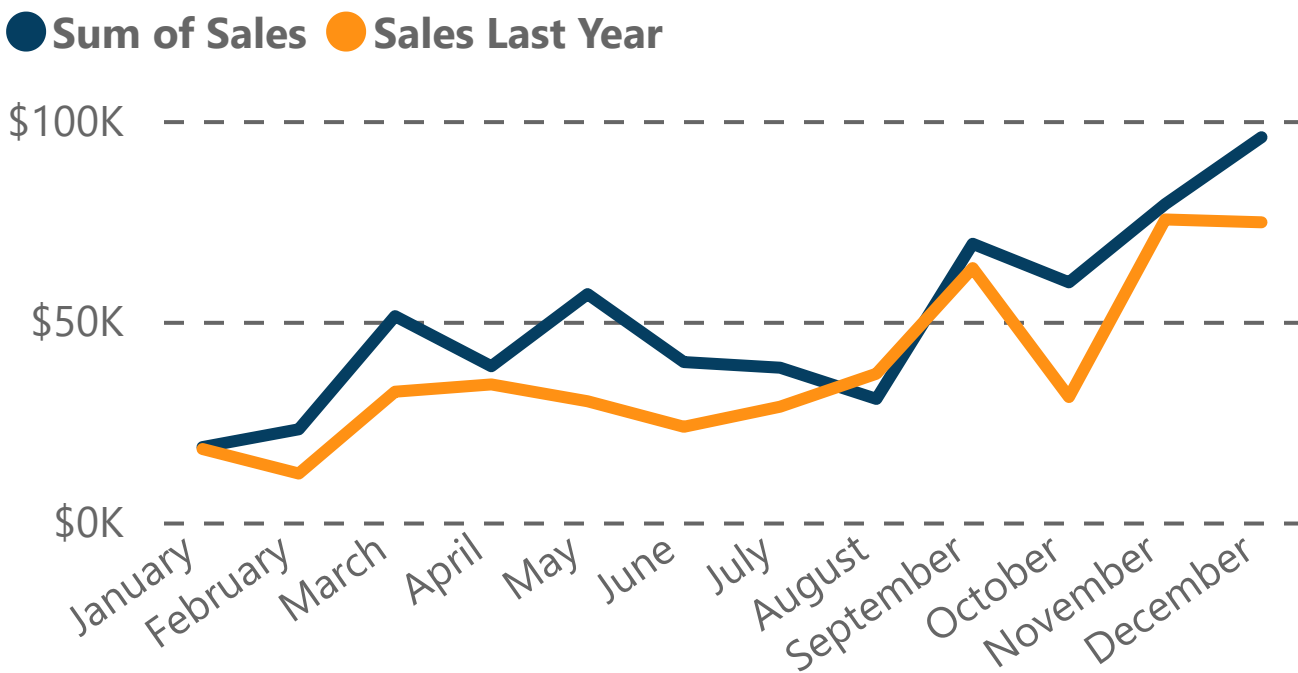
## Total Sales by Region and Category



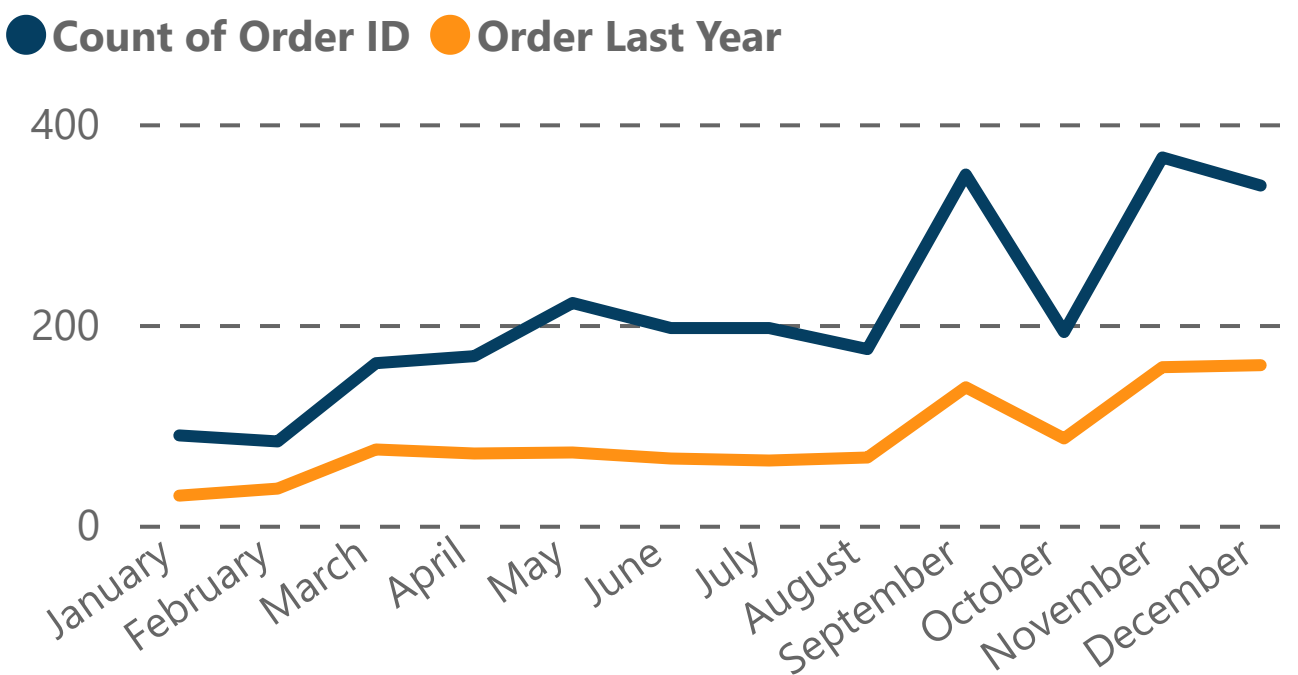
## Top 10 States by Sales



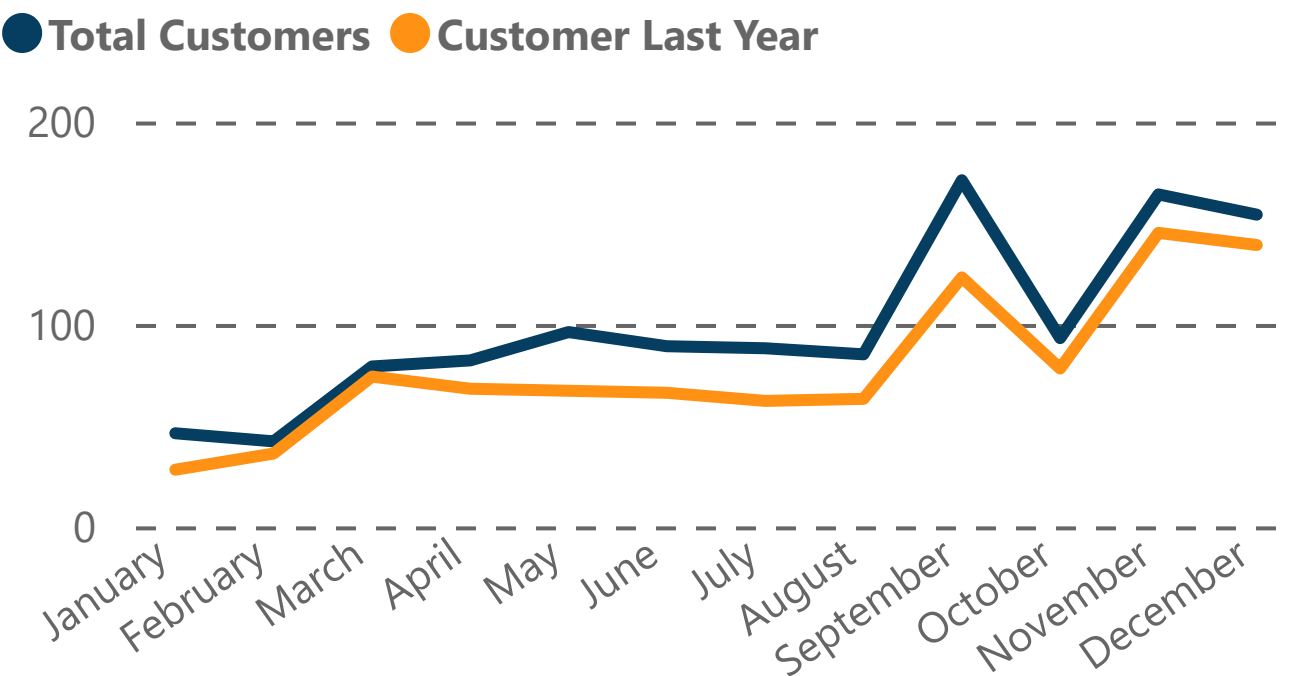
Total Sales \$600.19K



Order Count 2534



Total Customer 635



Calendar Year

2017

City

All

Category

All

Sub-Category

All

Segment

All

Product Name

All

# Superstore Sales Dashboard

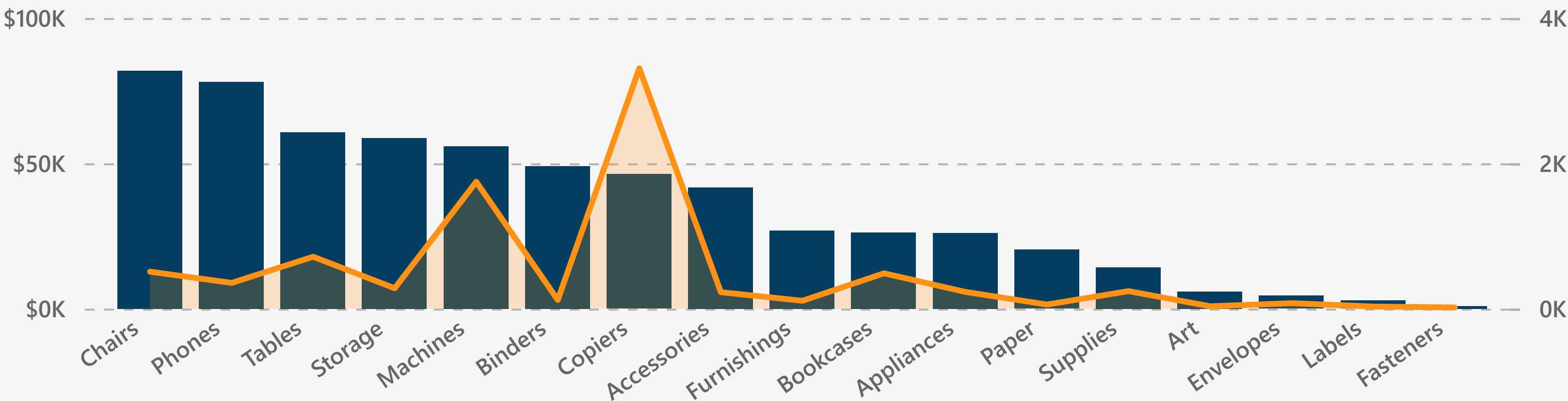
Overview

Sales Analysis

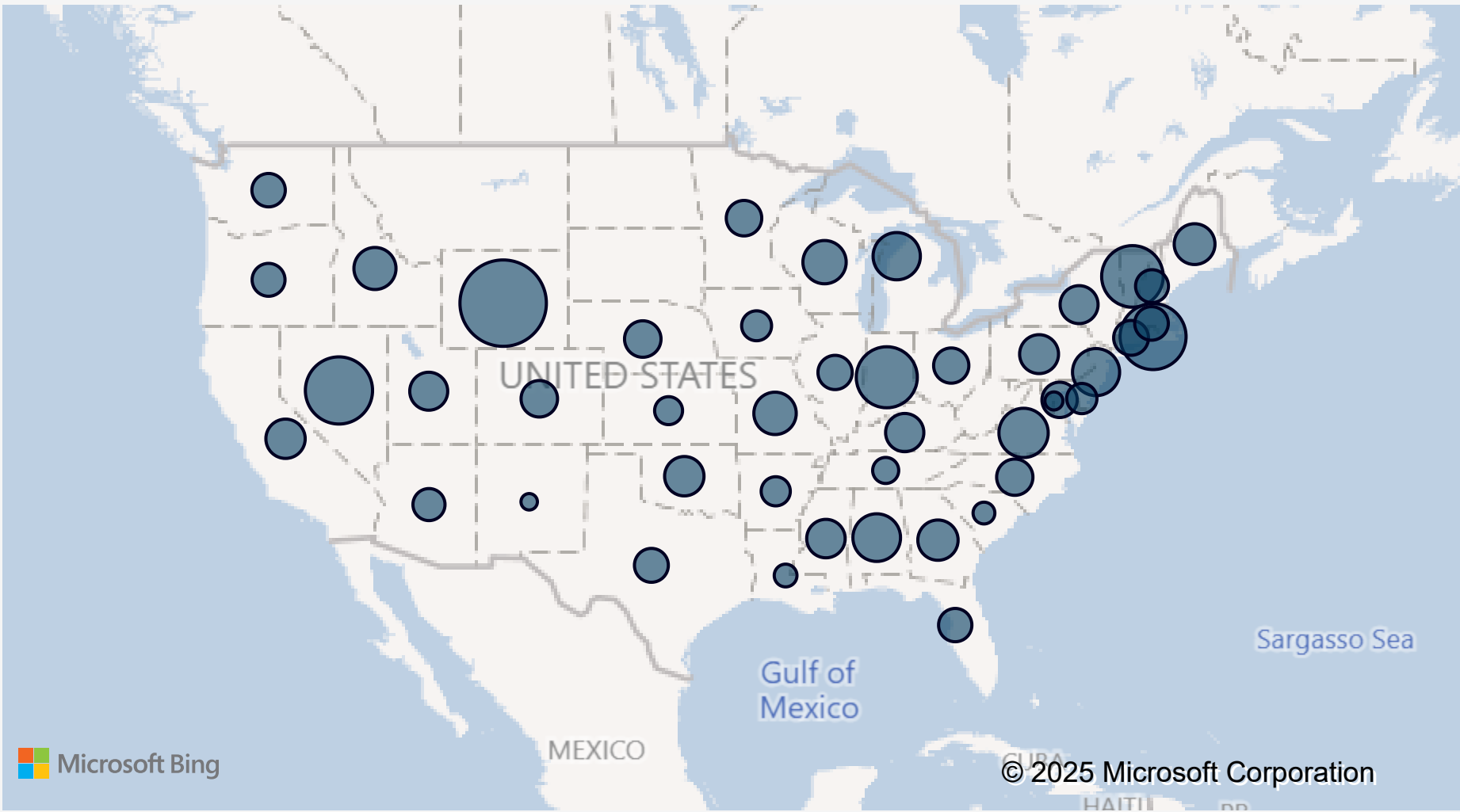
Customer Insights

Shipping

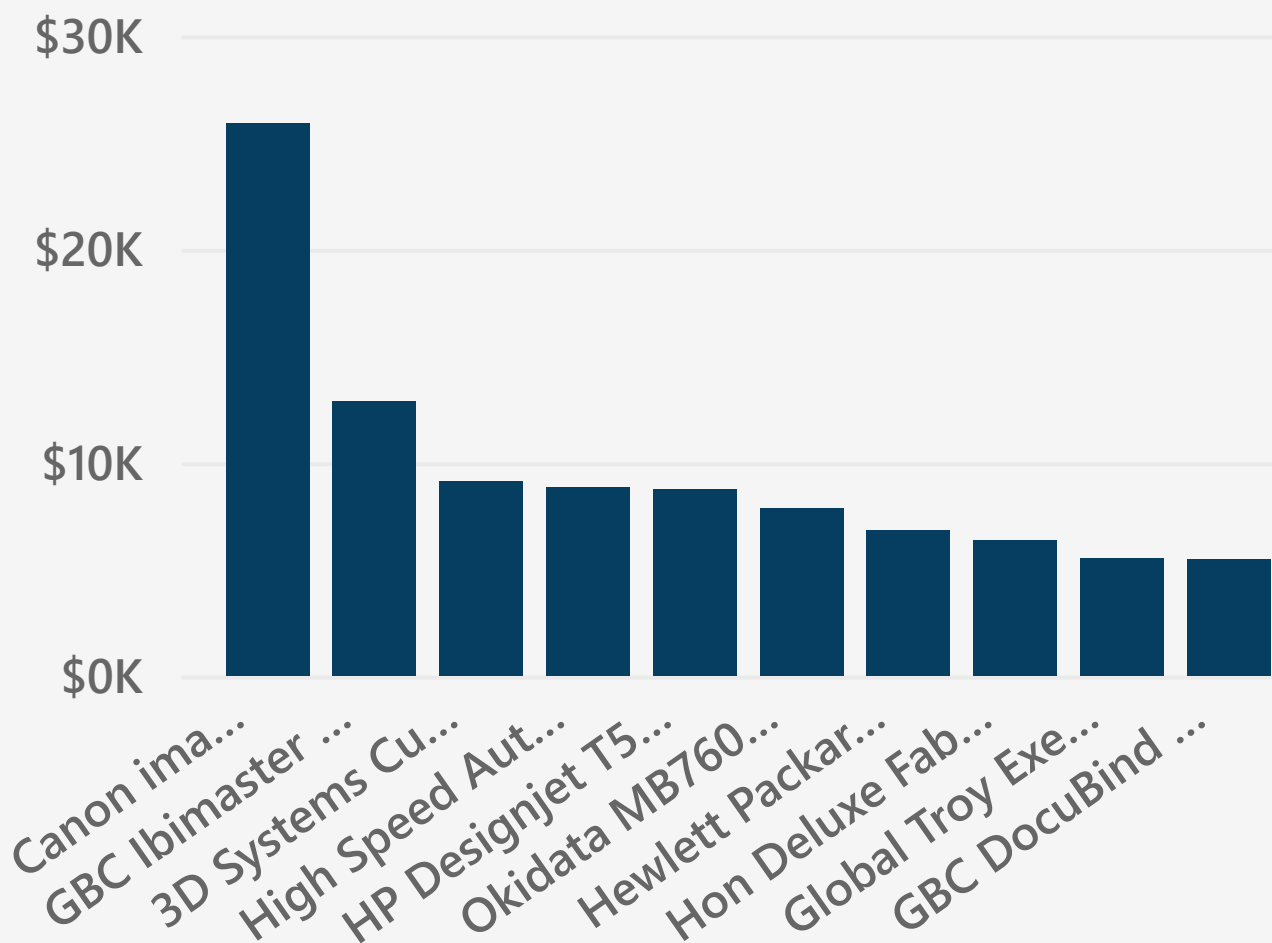
Total Sales and (AOV) by Sub-Category



Sales Average by State



Top 10 products Sold



State	Total Sales	Sales Last Year
California	\$126,543	85,622
New York	\$70,827	77,416
Texas	\$41,005	34,006
Pennsylvania	\$32,996	20,500
Michigan	\$27,286	16,844
Virginia	\$26,691	10,543
Indiana	\$25,462	6,640
Ohio	\$24,135	15,918
Illinois	\$21,034	18,578
Washington	\$19,814	19,981
New Jersey	\$17,638	4,105
North Carolina	\$14,967	8,558
Georgia	\$14,058	11,078
Florida	\$13,529	14,240
Rhode Island	\$13,086	1,100
Wisconsin	\$12,396	8,362
Colorado	\$10,667	4,639
Nevada	\$9,081	1,948
Oklahoma	\$8,010	2,808
Alabama	\$7,651	3,892
Arizona	\$6,242	9,611
Oregon	\$5,451	4,286
Mississippi	\$5,417	302
Kentucky	\$5,103	7,674
Maryland	\$4,710	7,843
Total	\$600,193	459,436

Calendar Year

2017

Region

All

Category

All

Sub-Category

All

Segment

All

Product Name

All

# Superstore Sales Dashboard

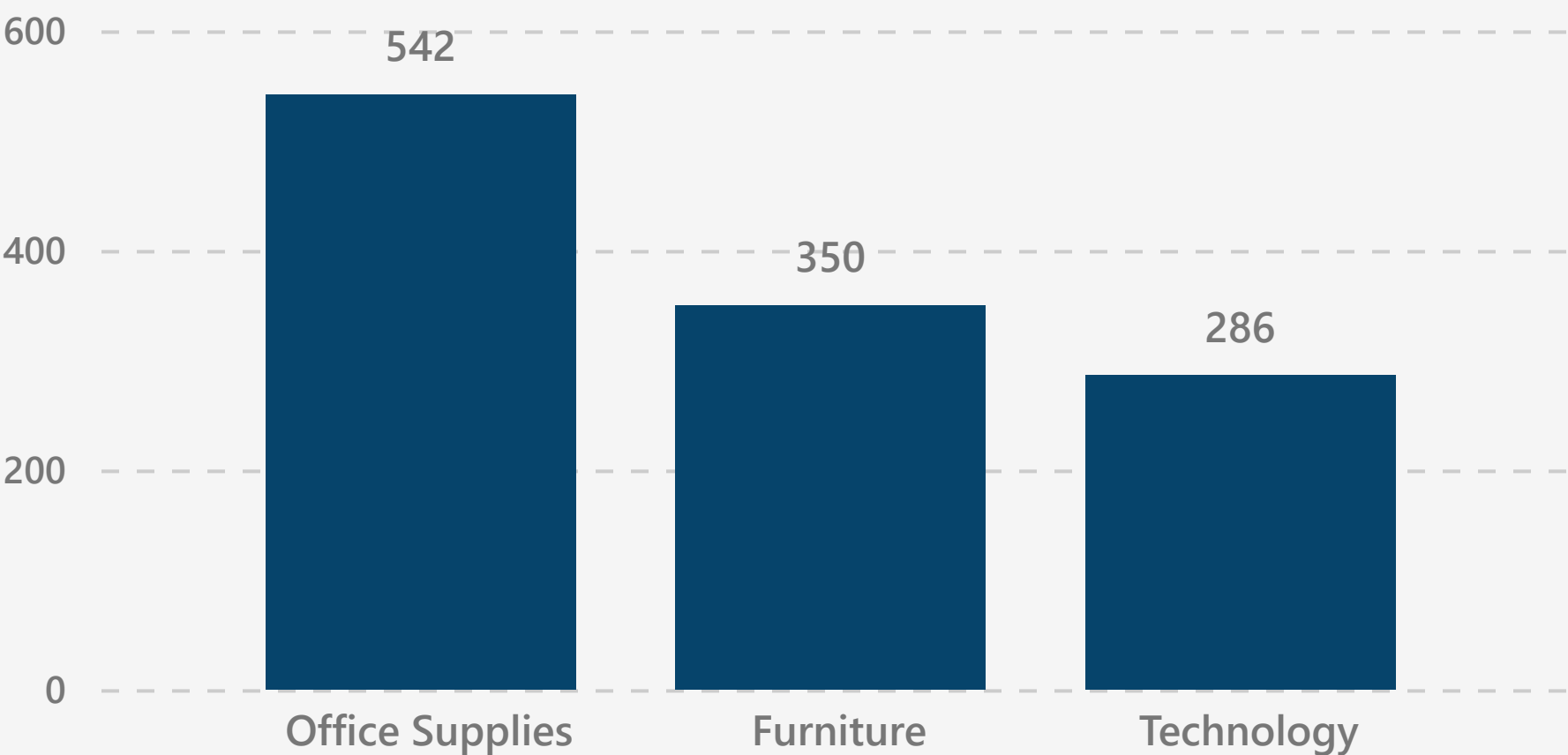
Overview

Sales Analysis

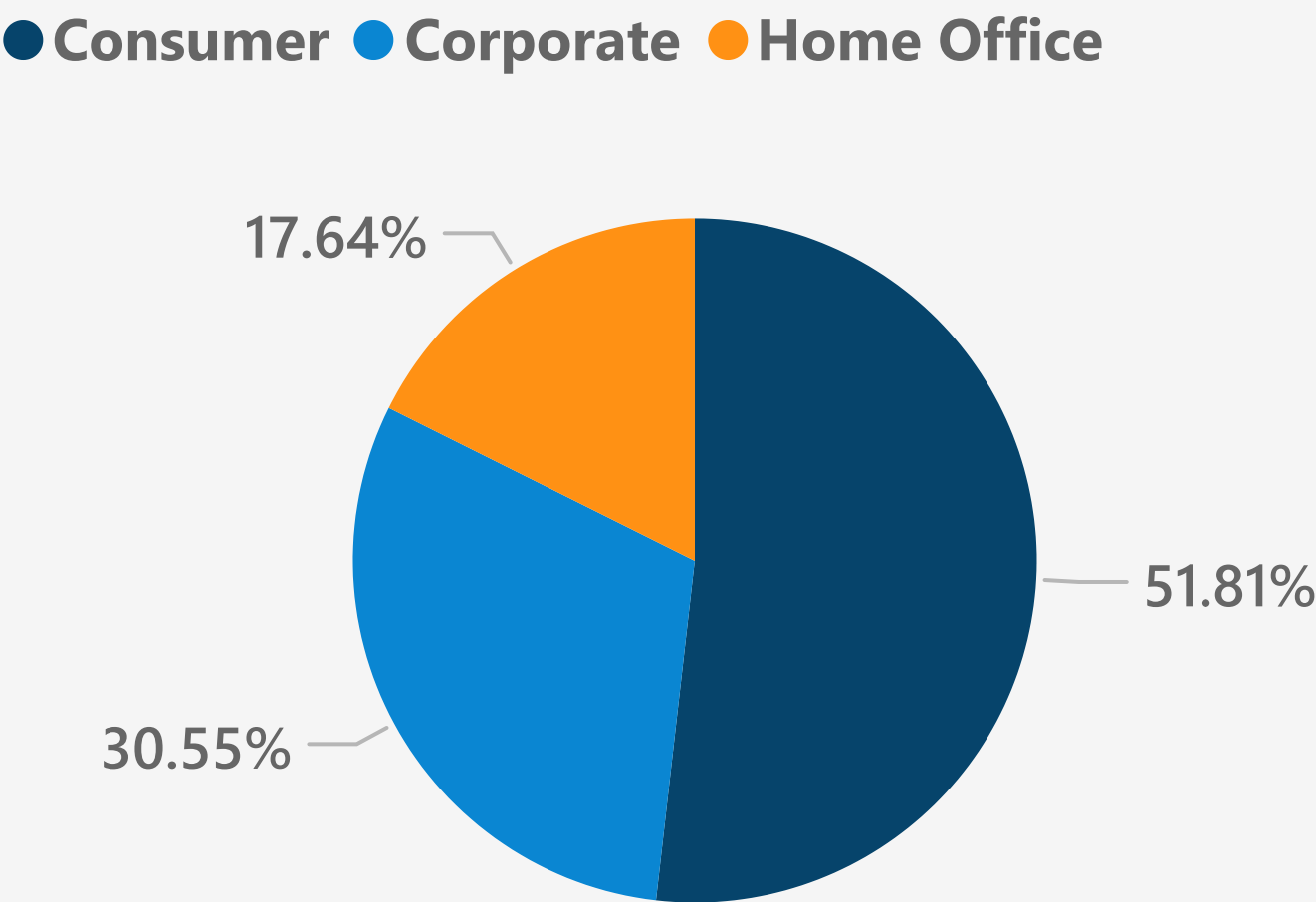
Customer Insights

Shipping

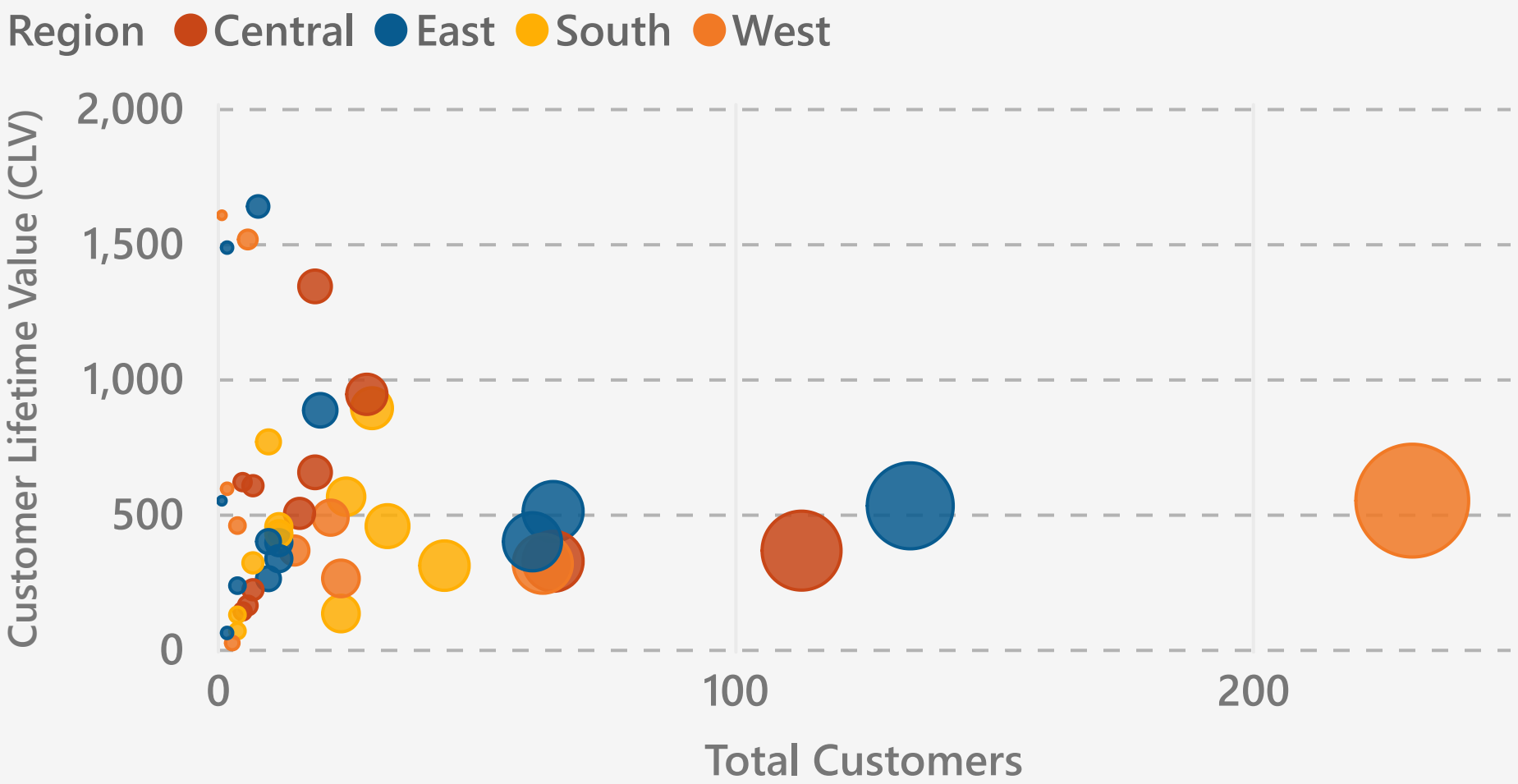
Total Customers by Category



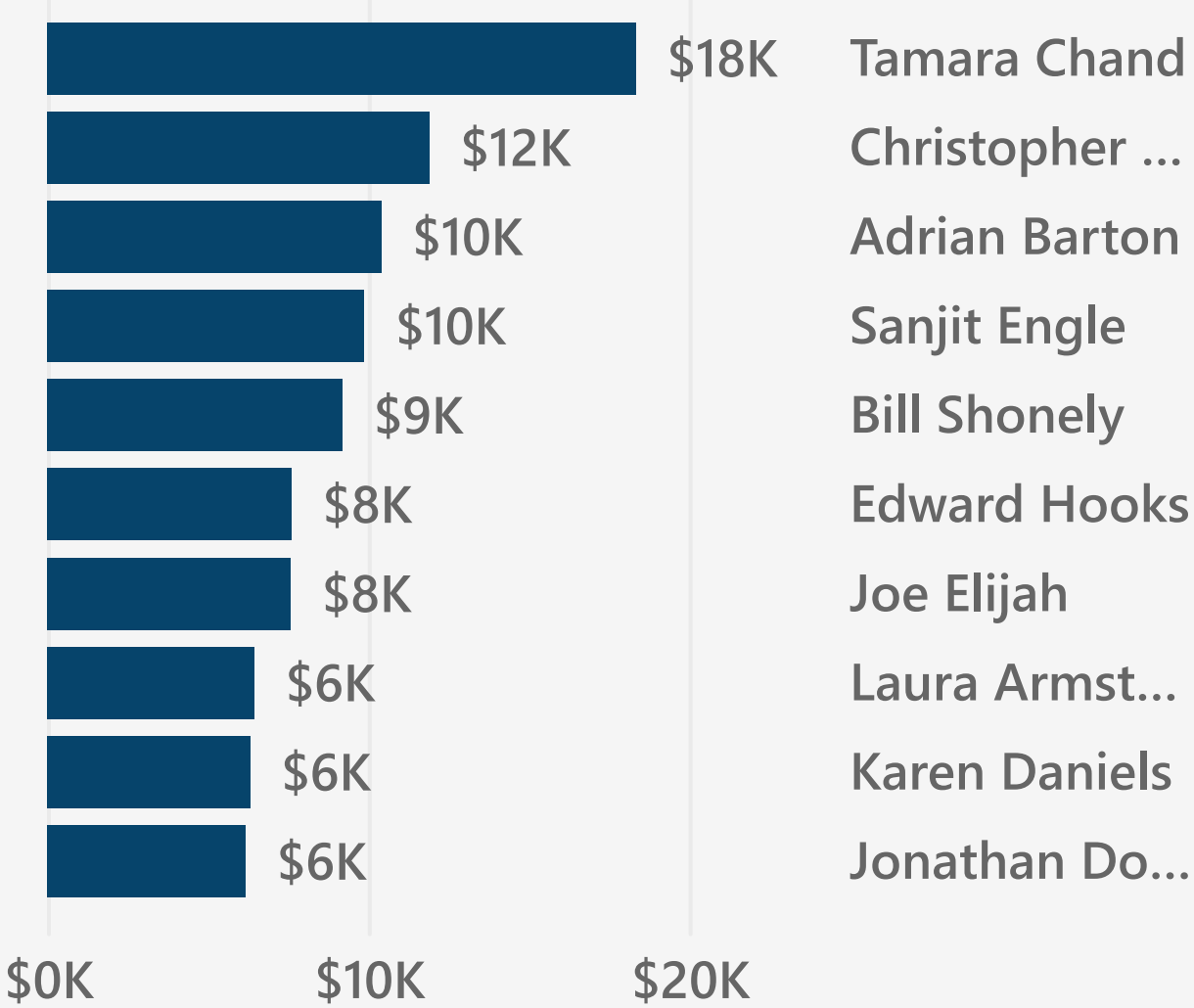
Total Customer by Segment



Total Customer and CLV by State and Region

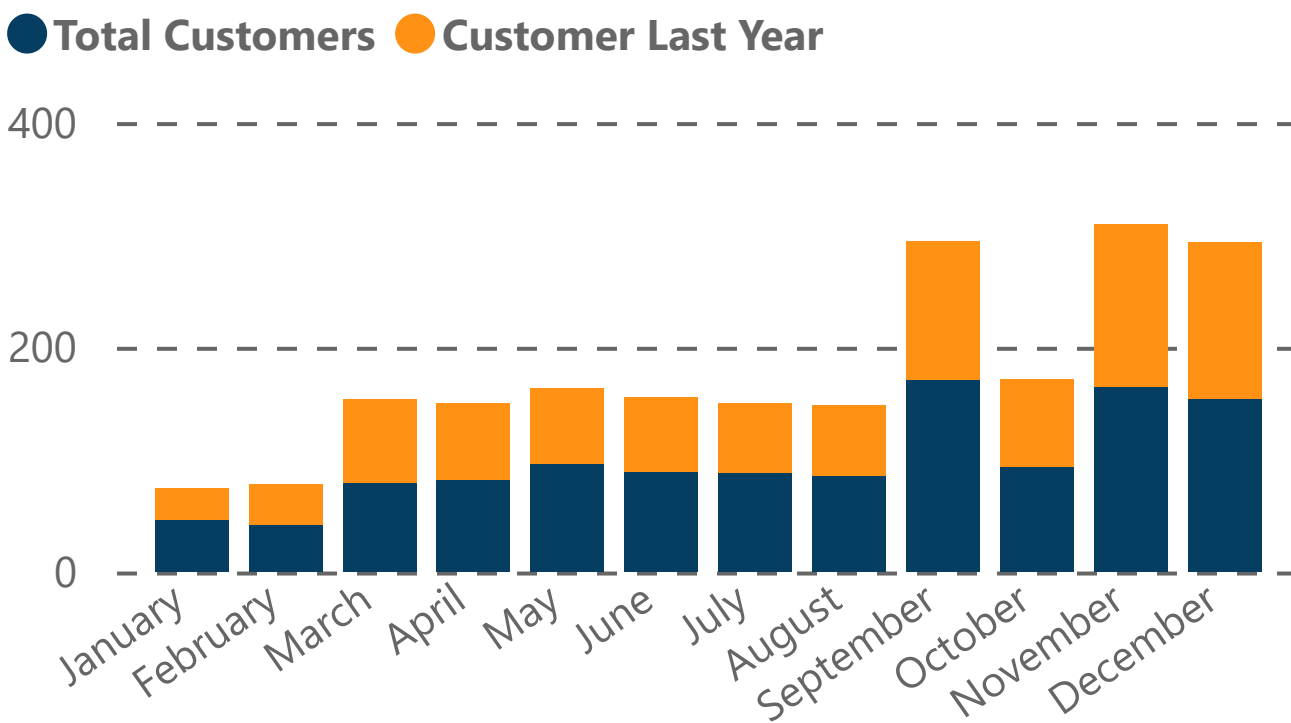


Top 10 Customers



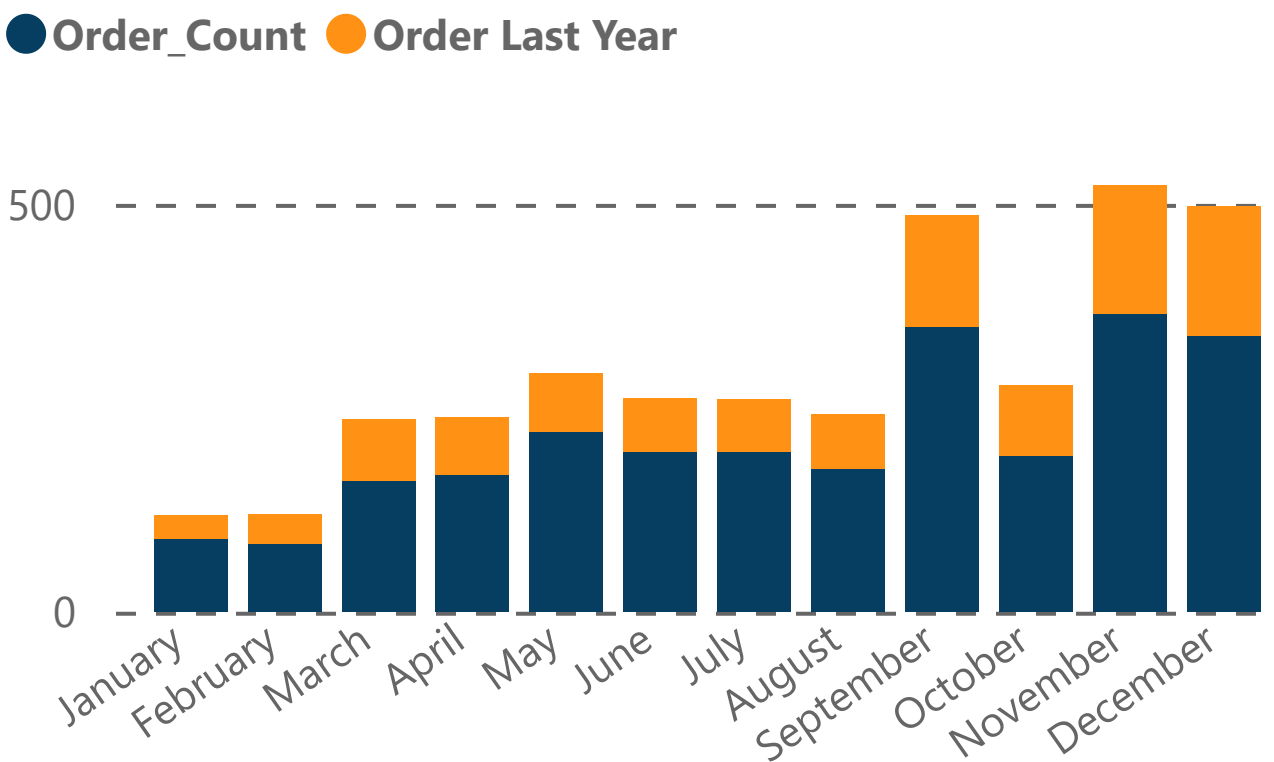
Total Customer

635



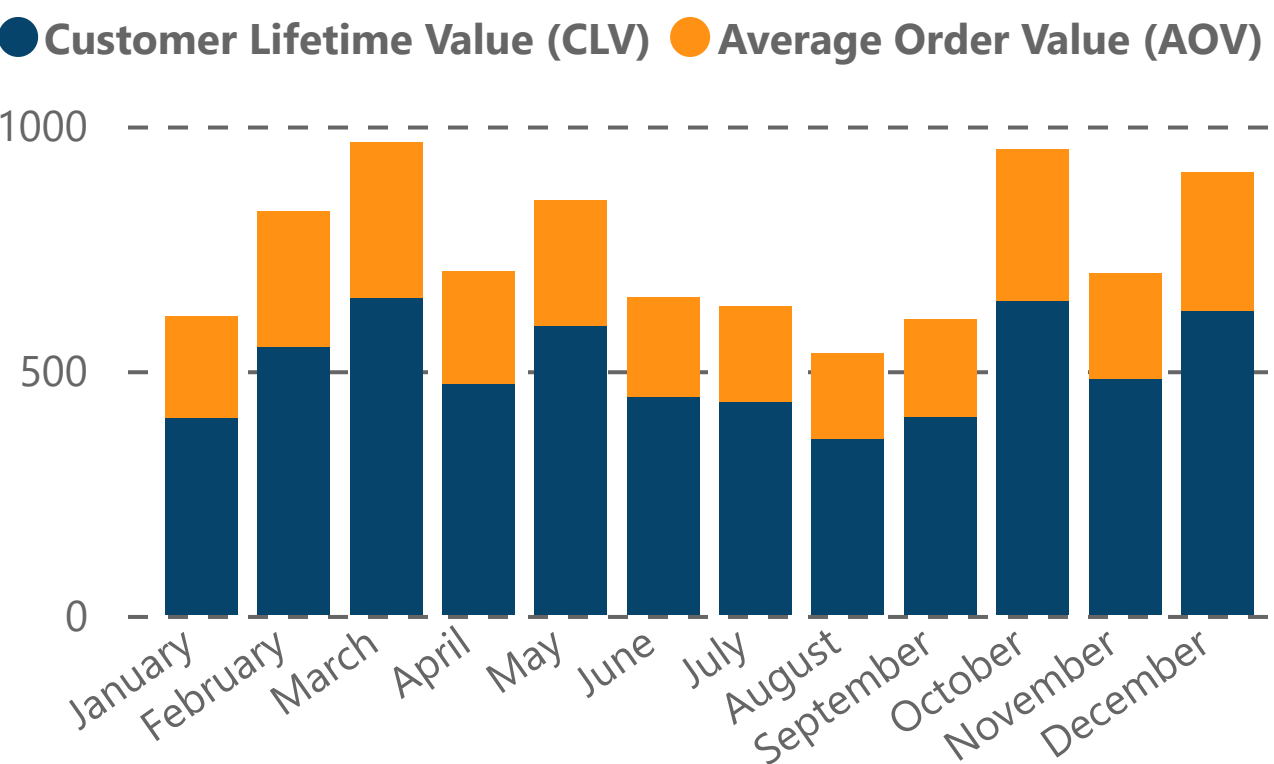
Order Count

2534



CLV vs AOV

945.19





Calendar Year

2017

Region

All

Category

All

Sub-Category

All

Segment

All

Product Name

All

# Superstore Sales Dashboard

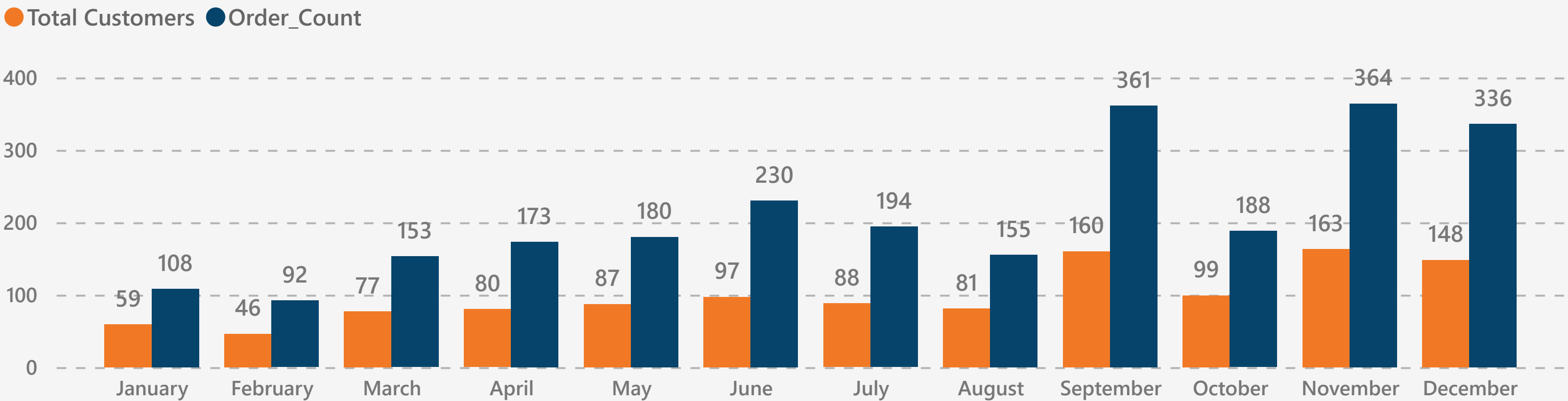
Overview

Sales Analysis

Customer Insights

Shipping

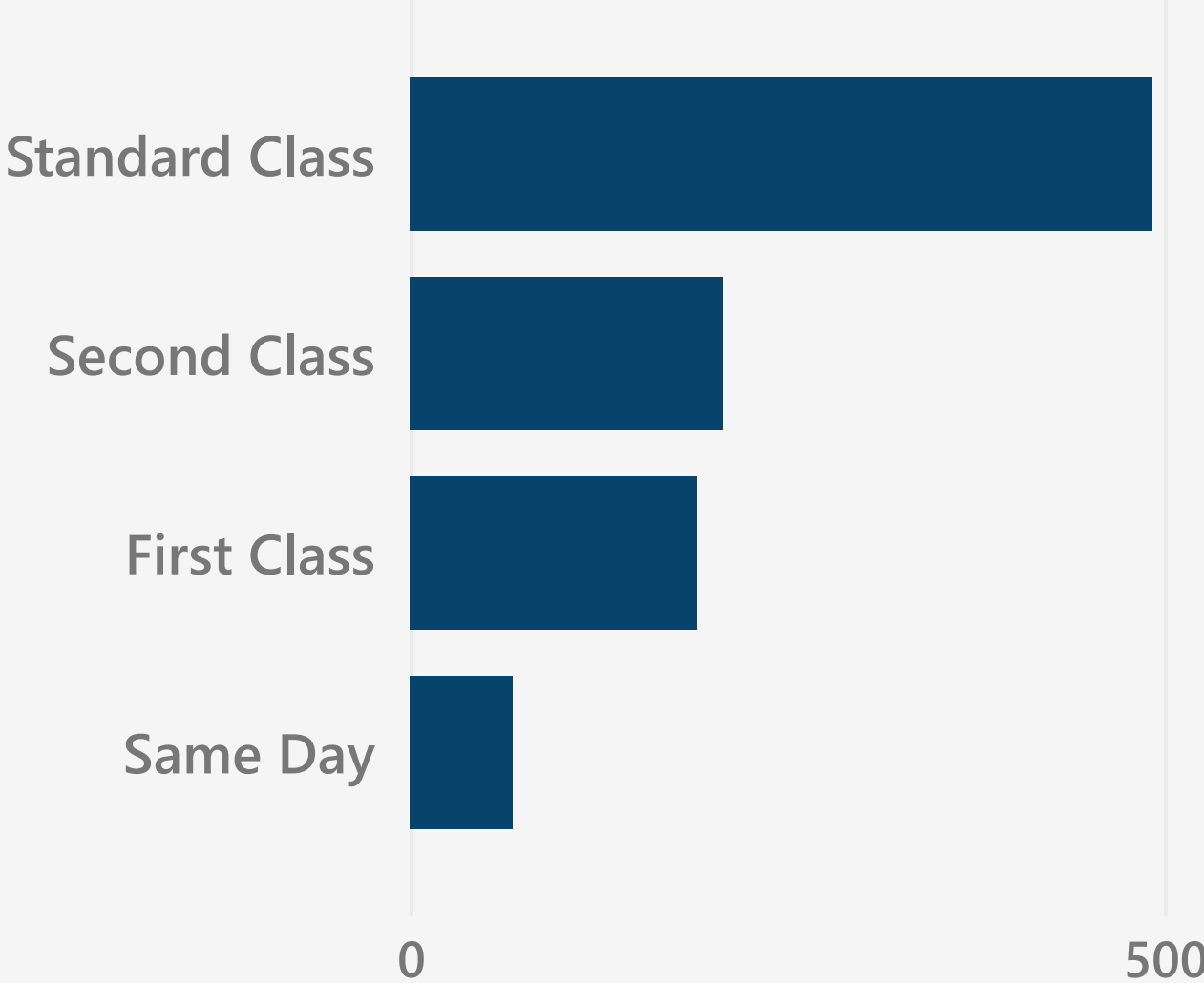
## Total Customers and Order Count by Shipping Date



## Average of Days to Ship by Sub-Category

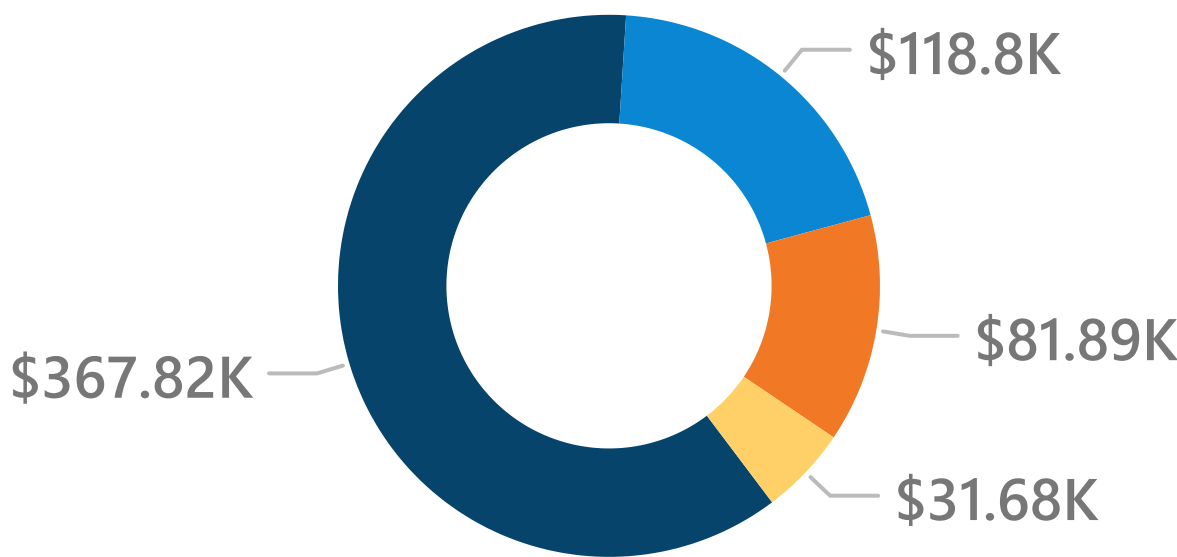


## Total Customer by Ship Mode



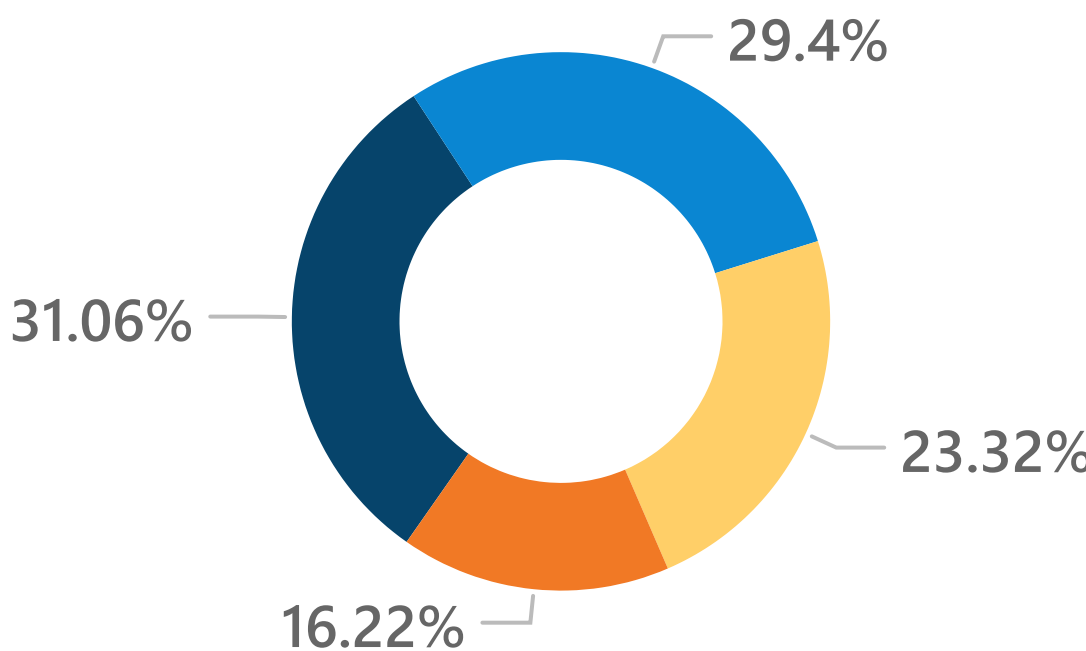
Total Sales \$600.19K

● Standard Class ● Second Class ● First Class ● Same Day



Order Count 2534

● West ● East ● Central ● South



Total Shipping 2534

● Standard Class ● Second Class ● First Class ● Same Day

