

FELDM

Online Store Dashboard

Profiling

Regional Analysis

Test Cases

Shipping Analysis



\$2,297,201

Total Sales

\$286,397

Total Profit

37,873

Total Quantity

12.47%

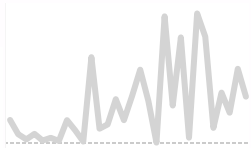
Profit Ratio



Sales KPI

55,144

6%



Profit KPI

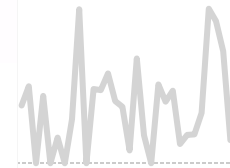
4,047

-42%



Discount KPI

17.23%

Select Period

Minimum Date

15-07-2016

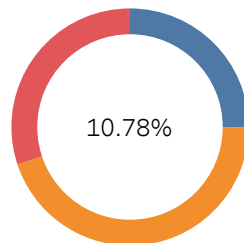
Maximum Date

30-08-2016

..

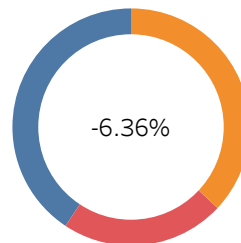
For the period selected, **West** has out performed with overall profit of **2,247** and sales of **\$18,638**. Discounts offered during this period was **12.07%** with profit ratio of **12.06%** and the average time to ship the products is **4.851** days.

Anna Andreadi



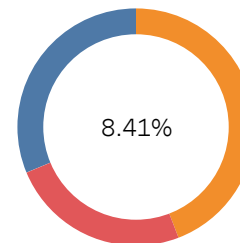
West

Cassandra Brandow



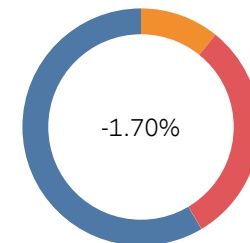
South

Chuck Magee



East

Kelly Williams



Central

Category



Furniture



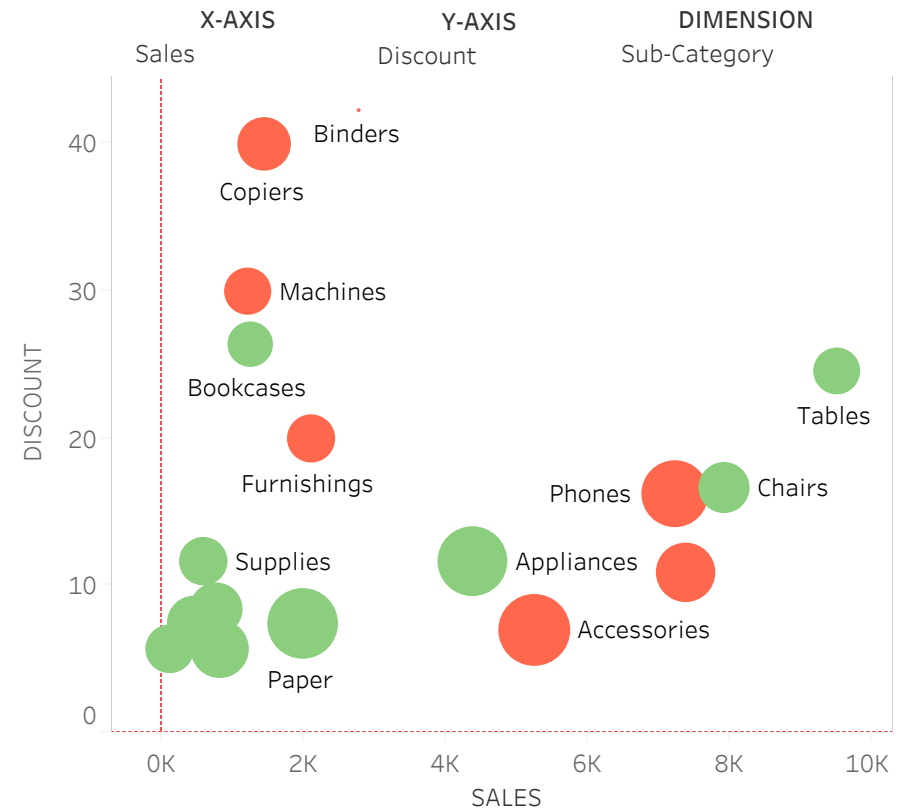
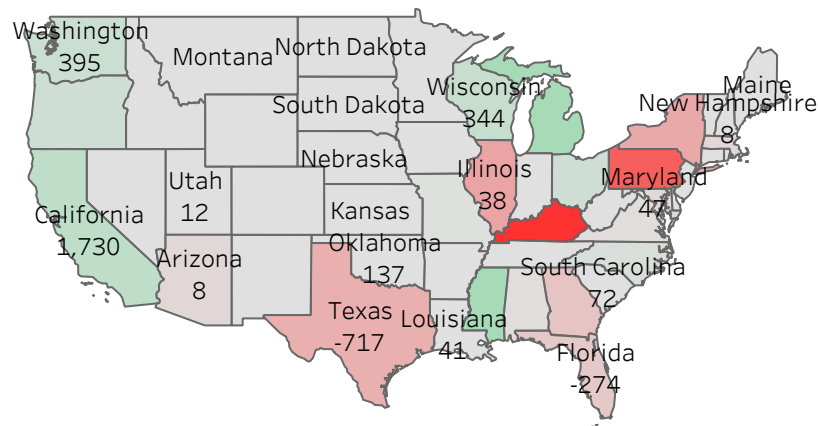
Office Supplies



Technology

	KPI
Profit	

CIRCLE SIZE DENOTES CURRENT PERIOD KPI VALUE



FELDM Test Cases and Customer Analysis



Minimum Date
15-07-2016

Maximum Date
30-08-2016

Region
United States

KPI
Profit

Sales Value(\$)
2,000

Customers with Individual Orders Above 2,000 between 15-07-2016 and 30-08-2016

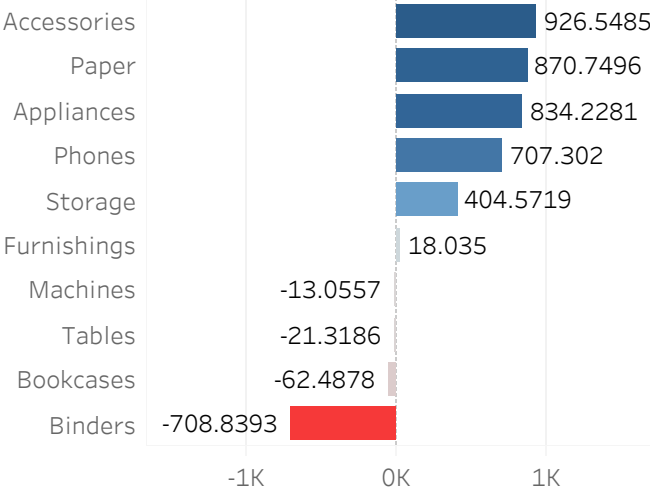
Customer Name	Category	Order Date	
Meg Tillman	Furniture	25-07-2016	2,430.1
Scot Coram	Furniture	21-08-2016	2,887.1

Total Order by Customer Above 2,000 during 15-07-2016 to 30-08-2016

Customer Name	Returned S..	Order Date	
Linda Southworth	Yes	18-07-2016	2,332
Meg Tillman	Null	25-07-2016	2,503
Scot Coram	Null	21-08-2016	3,339

TOP N 5 BOTTOM N 5 DIMENSION Sub-Category

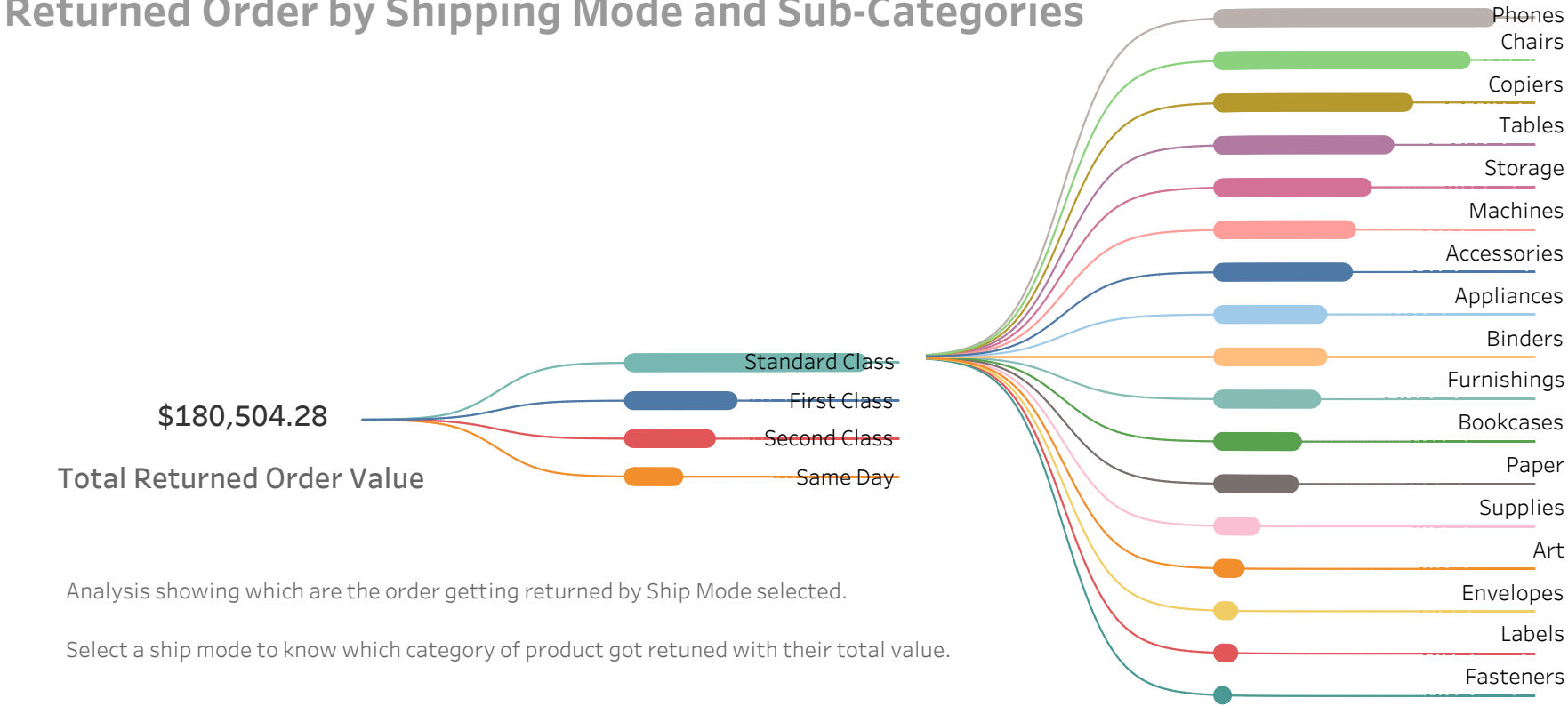
Good and Bad Performance strata





Reset Filters

Returned Order by Shipping Mode and Sub-Categories



Analysis showing which are the order getting returned by Ship Mode selected.

Select a ship mode to know which category of product got retuned with their total value.