



Superstore Dashboard INSIGHTS



Total Sales

2.14M



Units Sold

35K



Total Orders

4,620

Navigation

Summary

Sales Performance

Customer Insights

Shipping Analysis

Regional Performance

1/3/2014



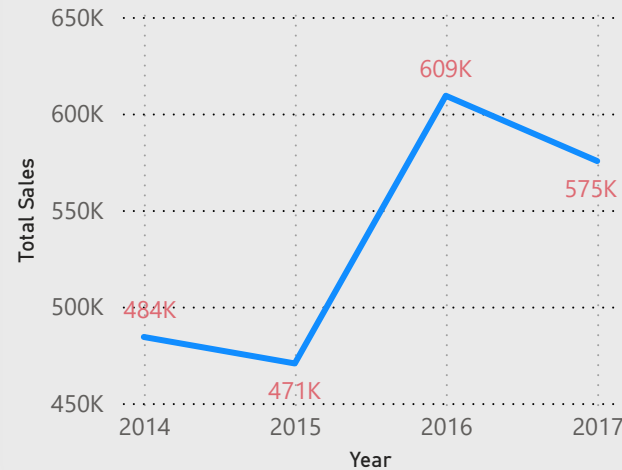
11/11/2017



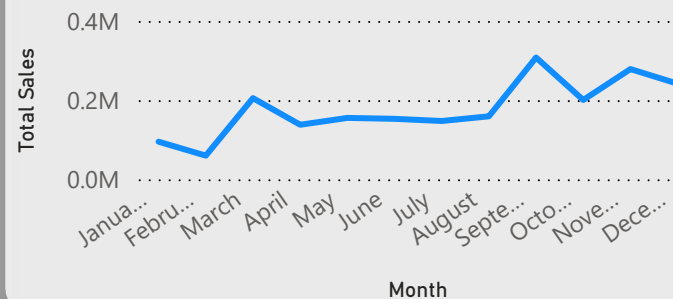
Customer count

793

Sales Trend Over Time



Monthly Trend



Average Order
Value



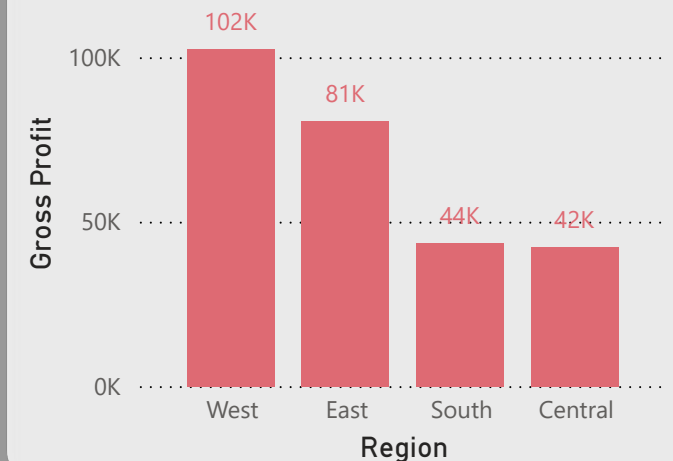
463.06

Profit Margin



13%

Profit Per Region





Navigation

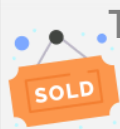
Summary

Sales
Performance

Customer
Insights

Shipping
Analysis

Regional
Performance



Total Quantity Sold

7,928



Product Category

Black"

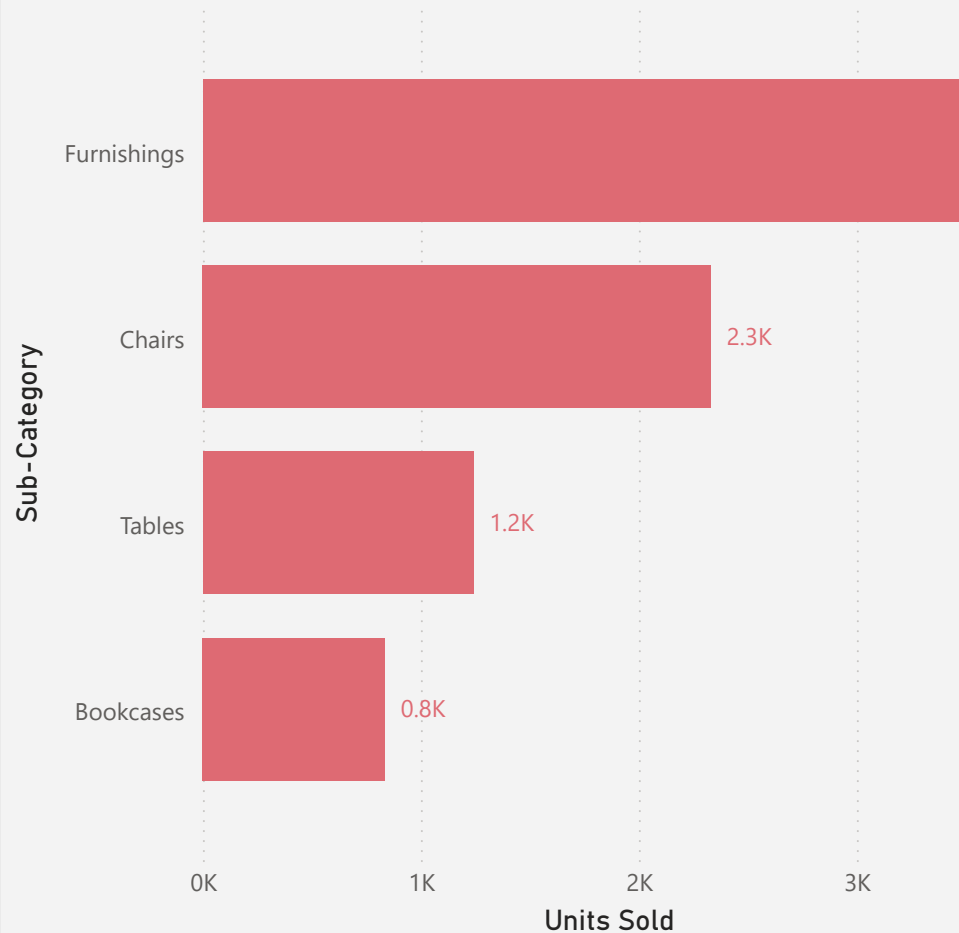
Executive
Red"

Furniture

Office
Supplies

Technology

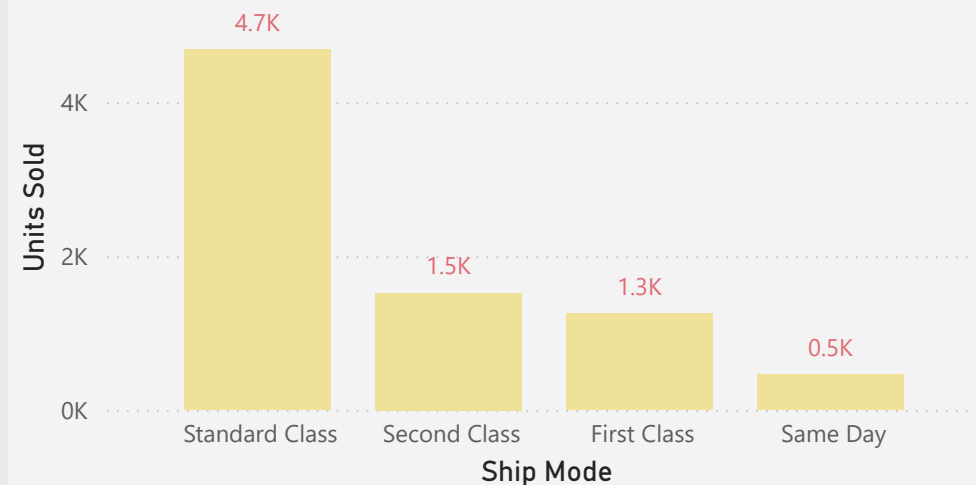
Sales by Sub-Category



Product Sales Details

Product Name	Total Sales	Quantity	Profit
12-1/2 Diameter Round Wall Clock	551.45	36	91.1
24-Hour Round Wall Clock	487.51	27	180.0
36X48 HARDFLOOR	369.25	21	-40.4
CUSTOMER			
Total	712,355.20	7,928	19,663.3

Sales by Shipping





Navigation

Summary

Sales
Performance

Customer
Insights

Shipping
Analysis

Regional
Performance

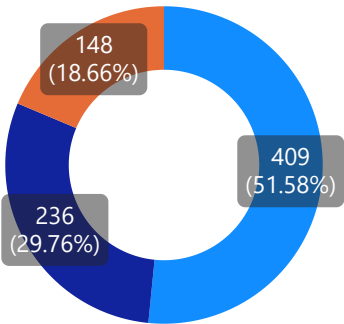
Active Customers



793

Customer Count by Segment

Consumer Corporate Home Office



Select Region

Central



Customer Details

Customer Name	Segment	Region	City	Total Sales	Profit
Aaron Bergman	Consumer	Central	Arlington	12.62	-2.52
Aaron Bergman	Consumer	Central	Oklahoma City	563.94	116.87
Aaron Smayling	Corporate	Central	Austin	1,476.27	-251.30
Adam Bellavance	Home Office	Central	Greenwood	240.15	115.51
Adam Hart	Corporate	Central	Arlington	217.44	11.93
Adam Shillingsburg	Consumer	Central	Chicago	7.91	-1.14
Adam Shillingsburg	Consumer	Central	Irving	36.65	-5.19
Adam Shillingsburg	Consumer	Central	Springfield	1,207.76	280.76
Adrian Barton	Consumer	Central	Bloomington	39.82	7.47
Adrian Barton	Consumer	Central	Detroit	9,892.74	4,946.37
Adrian Barton	Consumer	Central	Houston	671.00	-142.66
Adrian Barton	Consumer	Central	Indianapolis	1,107.66	498.52
Adrian Barton	Consumer	Central	Portland	470.28	52.02
Total				501,239.89	39,706.36

Total Sales and Profit by City and Region

Region Central





Navigation

Summary

Sales
Performance

Customer
Insights

Shipping
Analysis

Regional
Performance

Average Shipping



Days

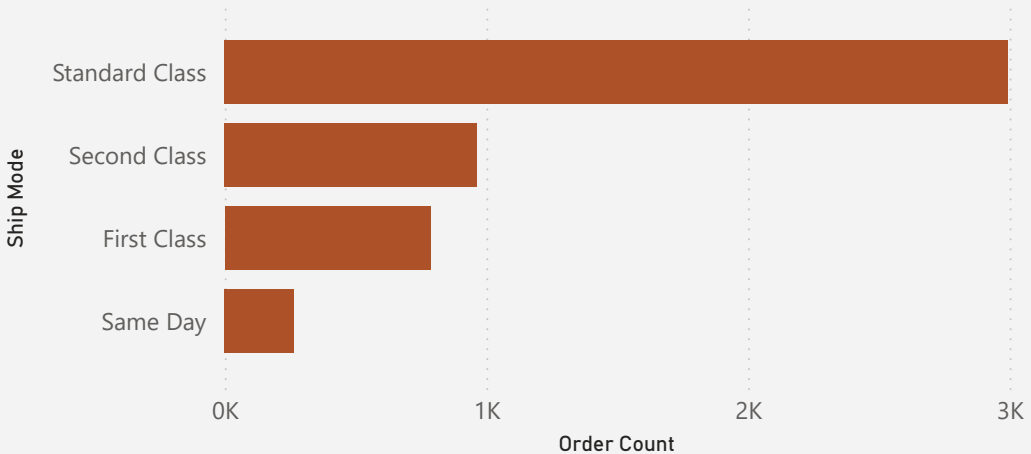
4

Ship Mode

All



Order Count by Ship Mode



Shipping Details

Ship Mode	First Class		Same Day		Second Class		Standard Class		Total	
Order ID	Total Sales	Profit	Total Sales	Profit	Total Sales	Profit	Total Sales	Profit	Total Sales	Profit
⊕ CA-2014-100006							377.97	109.61	377.97	109.61
⊕ CA-2014-100090							699.19	-19.09	699.19	-19.09
⊕ CA-2014-100293							91.06	31.87	91.06	31.87
⊕ CA-2014-100328							3.93	1.33	3.93	1.33
⊕ CA-2014-100363							21.38	7.72	21.38	7.72
⊕ CA-2014-100391							14.62	6.73	14.62	6.73
⊕ CA-2014-100678							697.07	61.79	697.07	61.79
⊕ CA-2014-100706					129.44	17.72			129.44	17.72
⊕ CA-2014-100762							508.62	219.08	508.62	219.08
⊕ CA-2014-100860					18.75	9.00			18.75	9.00
⊕ CA-2014-100867							321.55	20.10	321.55	20.10
⊕ CA-2014-100881							302.38	22.68	302.38	22.68
Total	351,428.42	48,969.84	128,363.13	15,891.76	459,193.57	57,446.64	1,358,215.74	164,088.79	2,297,200.86	286,397.02



Navigation

Summary

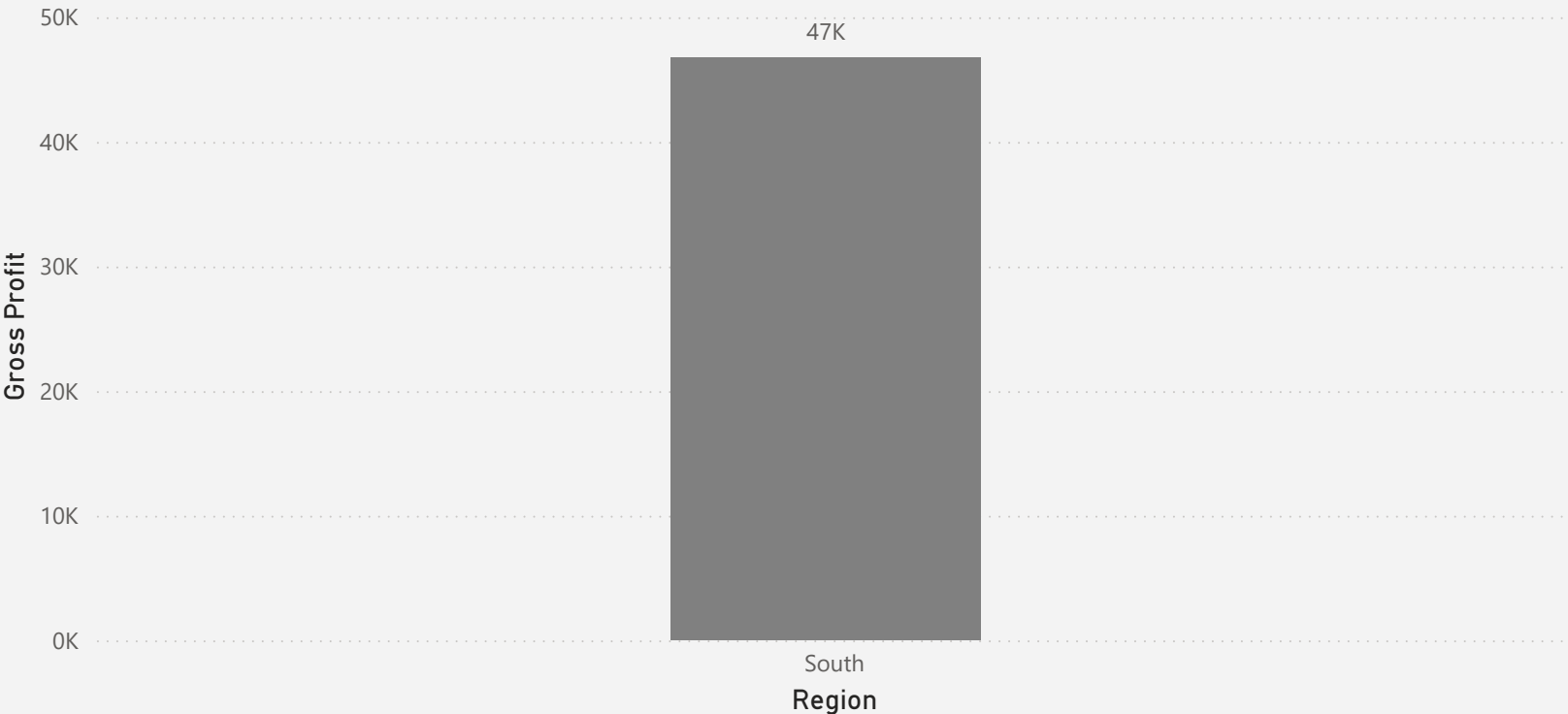
Sales
Performance

Customer
Insights

Shipping
Analysis

Regional
Performance

Profit by Region



Select Region

- Central
- East
- South
- West

Sales Region and Profit by State

