

Superstore Dashboard

Overview

- 2014
- 2015
- 2016
- 2017

Total Customer in 2017

693

▲8.6% (+55) vs. 2016

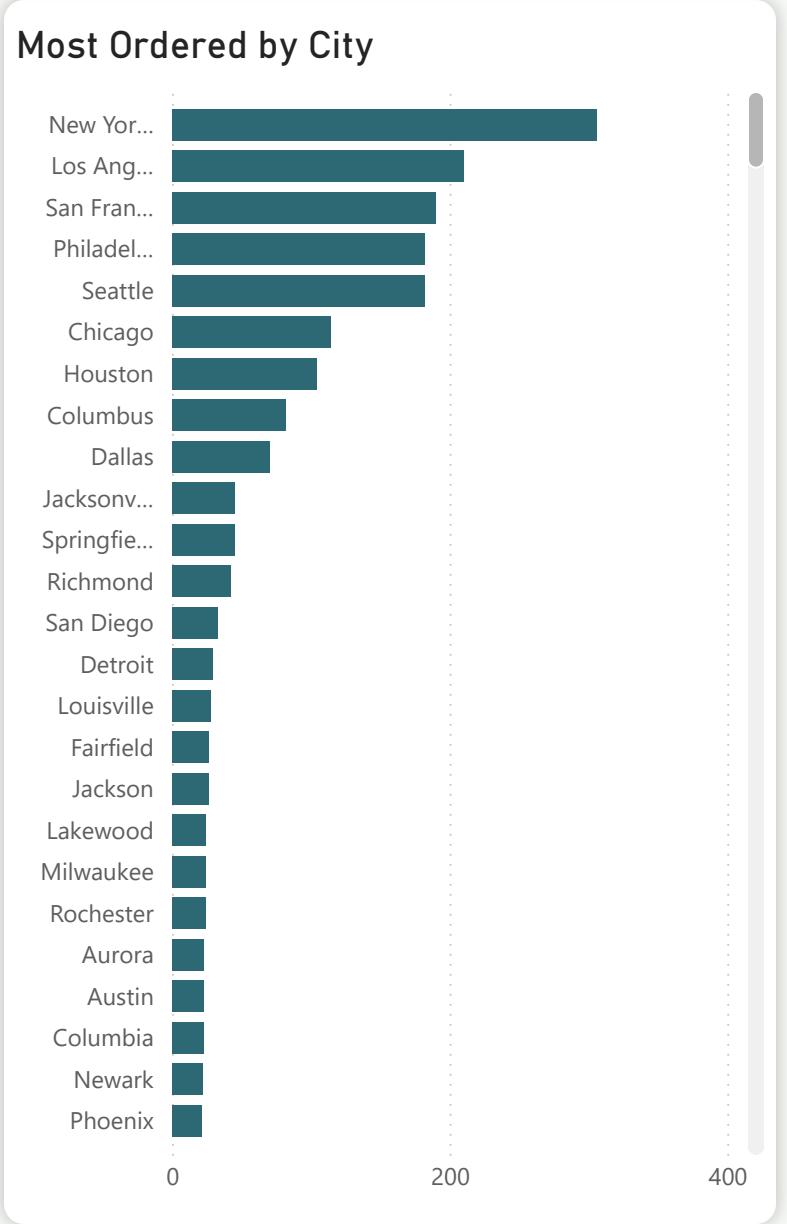
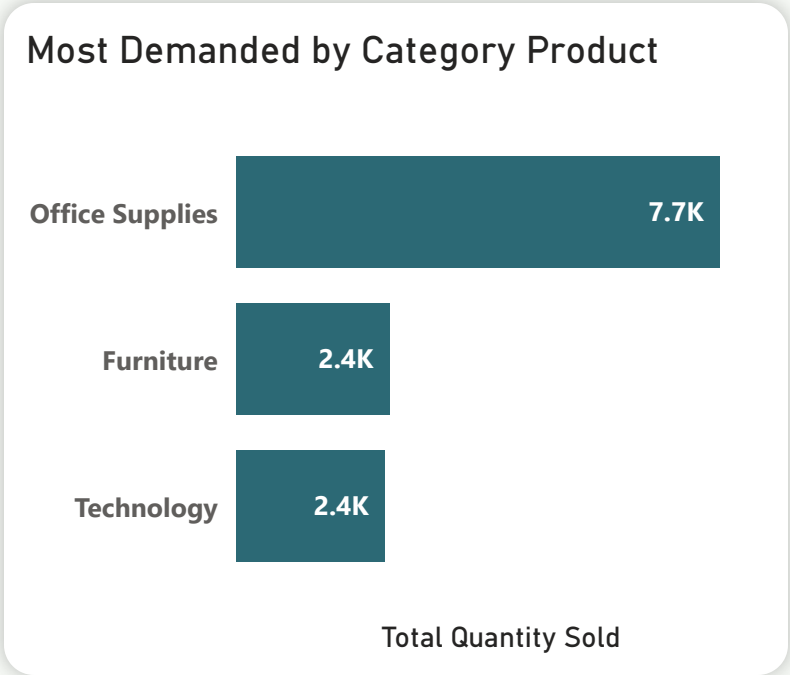
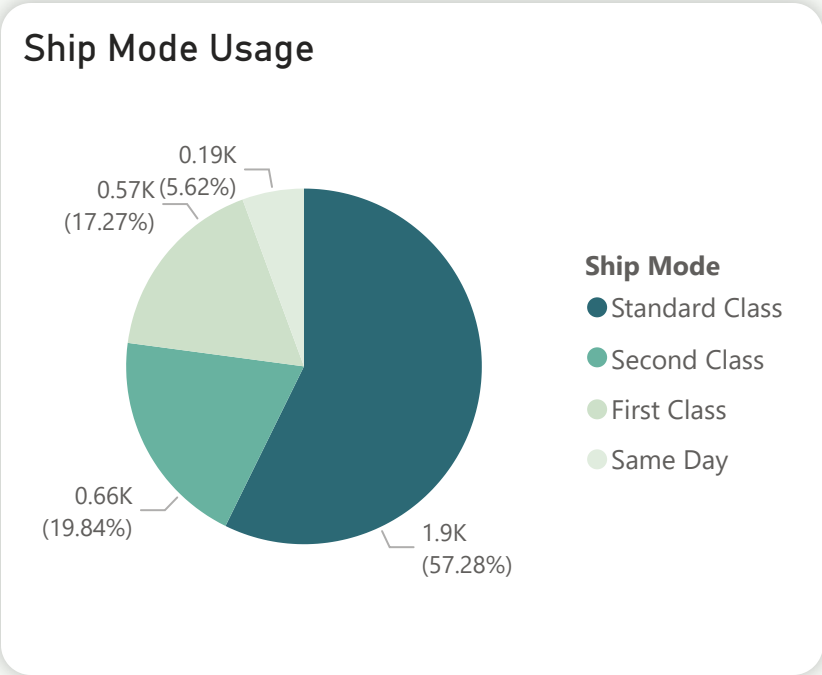
Total Order in 2017

3K

▲28.0% (+725) vs. 2016

Top 3 Profit & Cust by City	
City	Total Profit
New York City	\$22,406
Seattle	\$15,519
Los Angeles	\$10,059
City	Customer
New York City	133
Los Angeles	117
Seattle	77

Note: According to the provided dataset, Superstore's operations are confined to a single country: United States



Superstore Dashboard

RFM Analysis

Overview

RFM Analysis

Total Visitors

225K

Total Visitors (Unique)

92K

Facebook

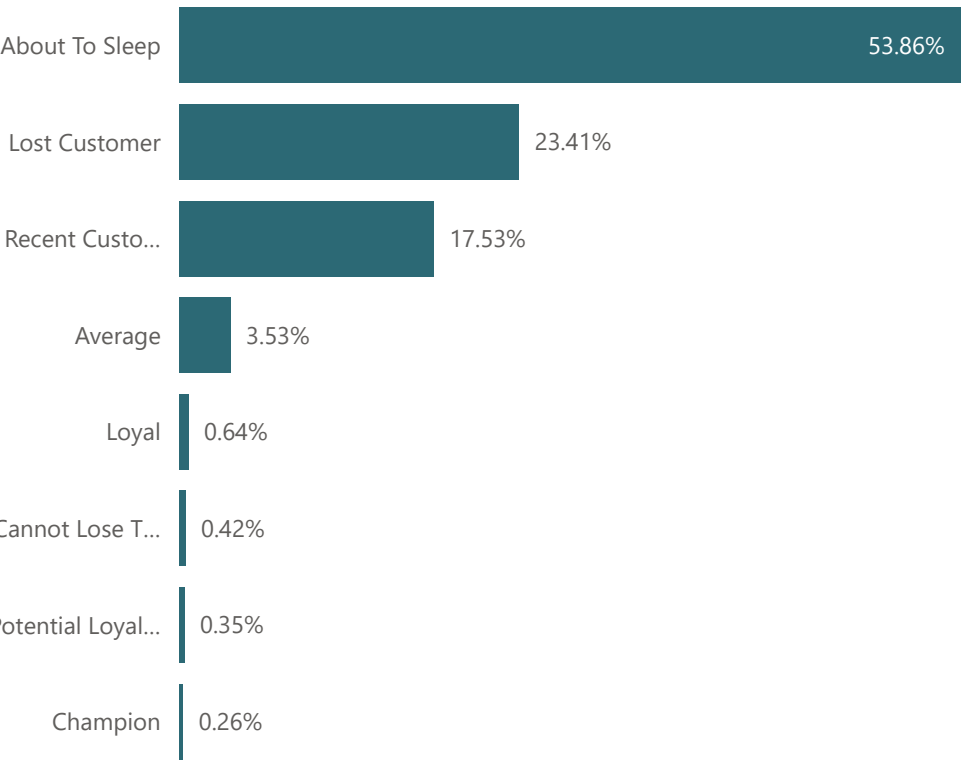
Instagram

Online Disp...

Online Video

Paid Search

RFM Segmentation from Visitors



Total Conversion From Impression

impression

▼ 100.0%

conversion

▼ 7.5%

