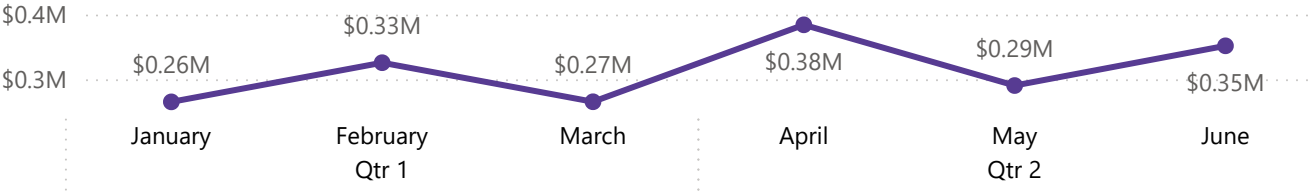


SUPERSTORE ANALYSIS

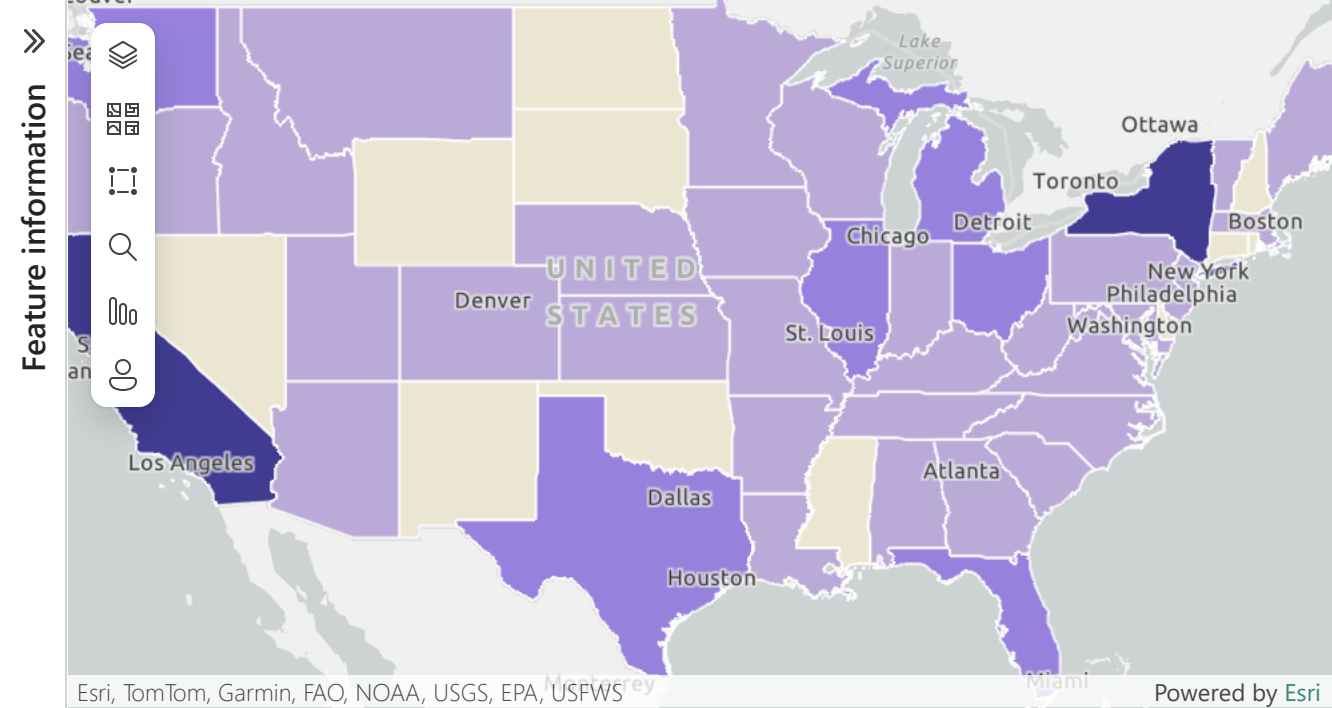


SALES	PROFIT	PROFIT RATIO
\$1.9M	\$215K	11.43%

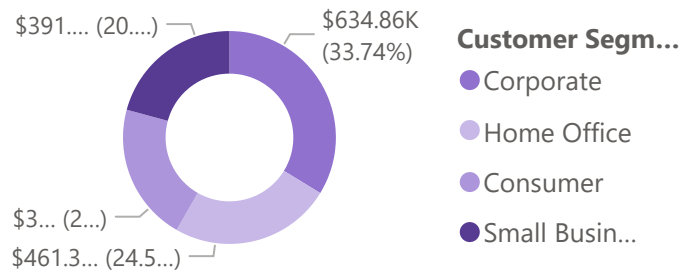
Sales by Quarter and Month



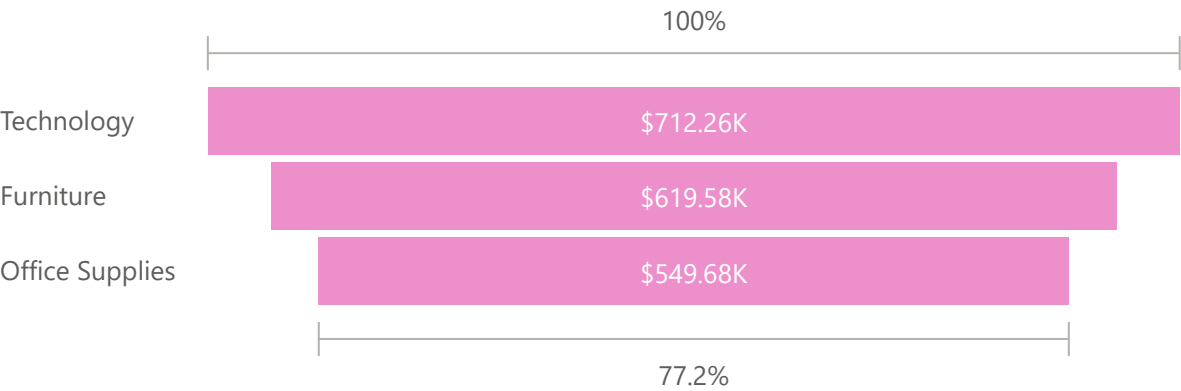
State wise Sales



Sales by Customer Segment



Sales by Product Category



Top 5 Products by Sales



SUPERSTORE ANALYSIS

SALES

PROFIT

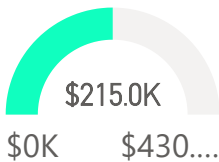
ORDERS



REVENUE

\$1.9M

PROFIT



PROFIT MARGIN

11%

Key influencers Top segments

What influences Profit to Increase ?

When... ..the average of Profit increases by

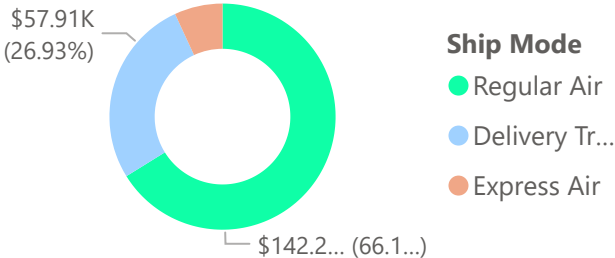
Sum of Sales is more than \$6,968.9

\$2.8K

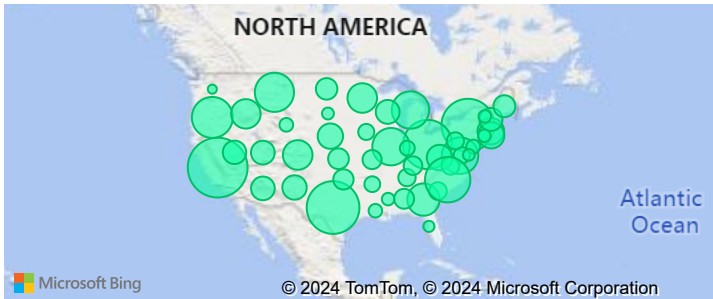
Sum of Quantity ordered new is more than 12

\$346

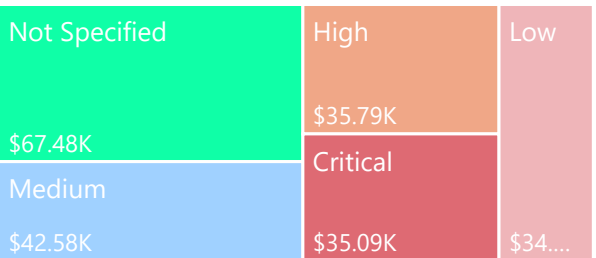
Profit by Ship Mode



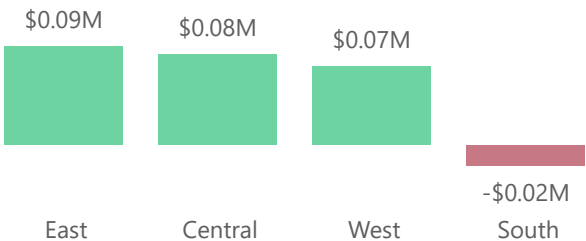
Profit by State



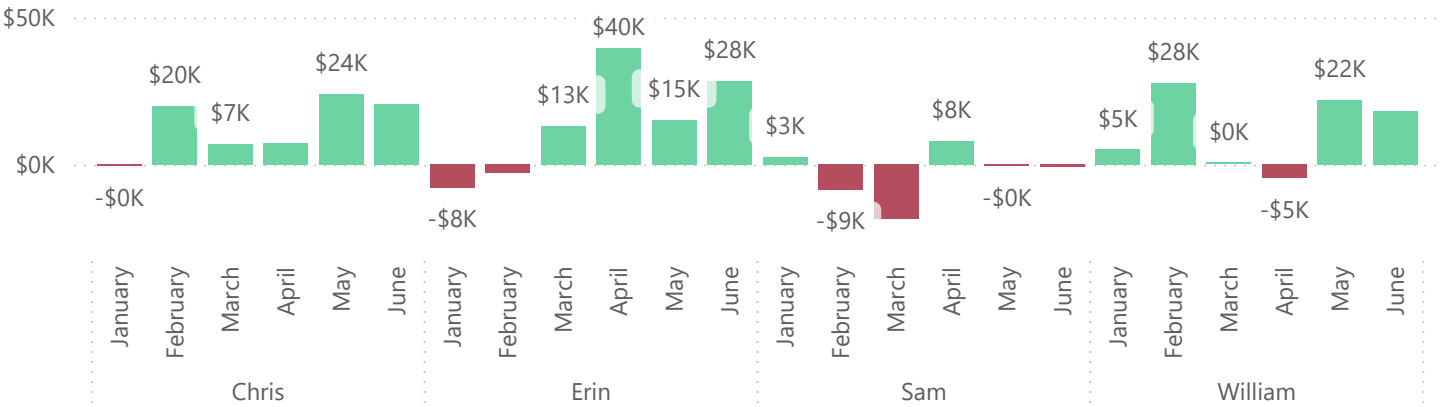
Profit by Order Priority



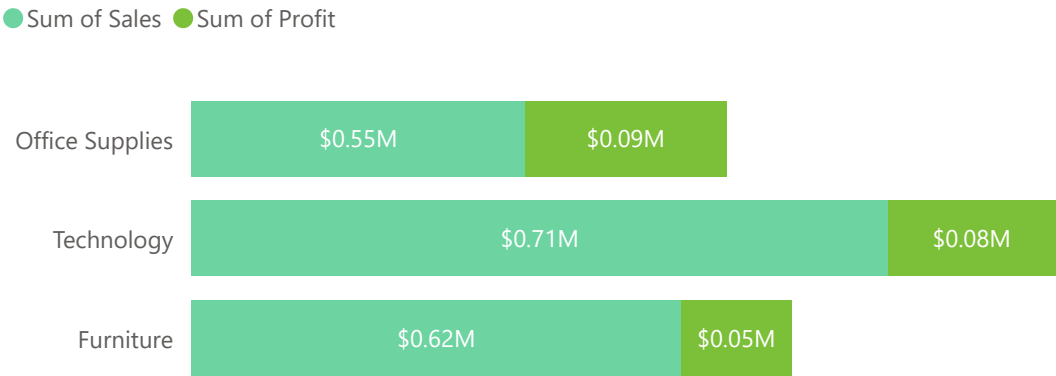
Profit By Region



Profit by Manager and Month



Sales and Profit by Product Category



SUPERSTORE ANALYSIS

SALES

PROFIT

ORDERS



ORDERS
1358

AOV
\$1.4K

CUSTOMERS
1124

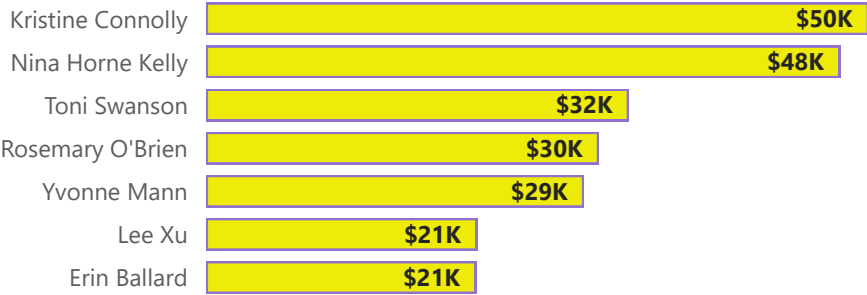
CUST CHURN
16%

ADT
2

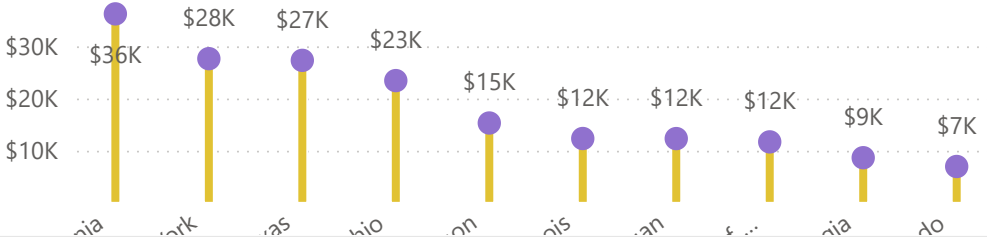
AOV- Average Order Value
ADT - Average Delay Time

Rv

Top 10 Valued Customers



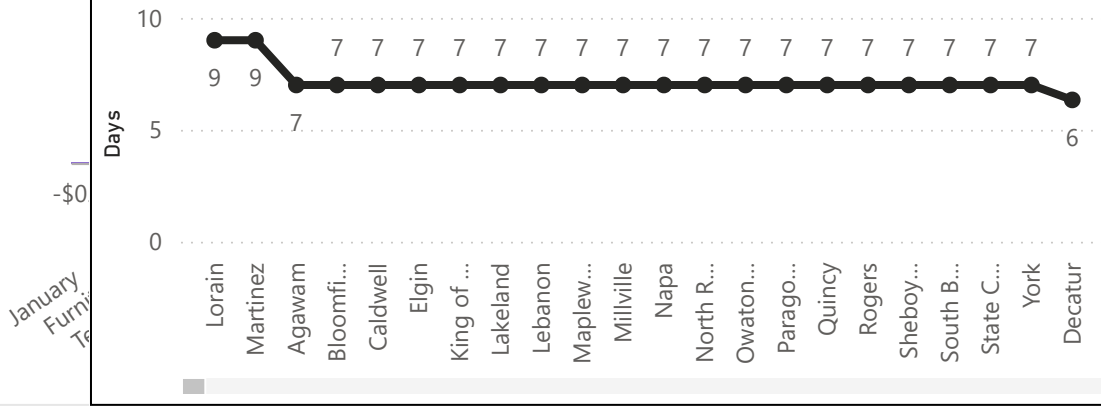
Top 10 Profitable States



Profit by Month and Product Category

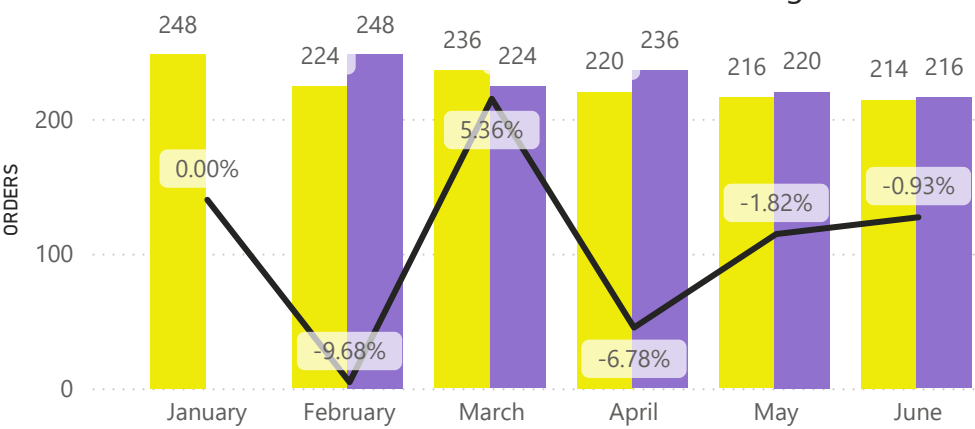
Legend: Increase (Yellow), Decrease (Orange), Total (Purple), Other (Green)

Worst Cities by Delivery Time(Days)



MoM Variance of Orders

Legend: ORDERS (Yellow), Last month Orders (Purple), Orders Diff % (Black)



Ship Mode

- ☐ Delivery Truck
- ☐ Express Air
- ☐ Regular Air