

Global Superstore Dashboard Analysis

2014

Month

All

Order ID

All

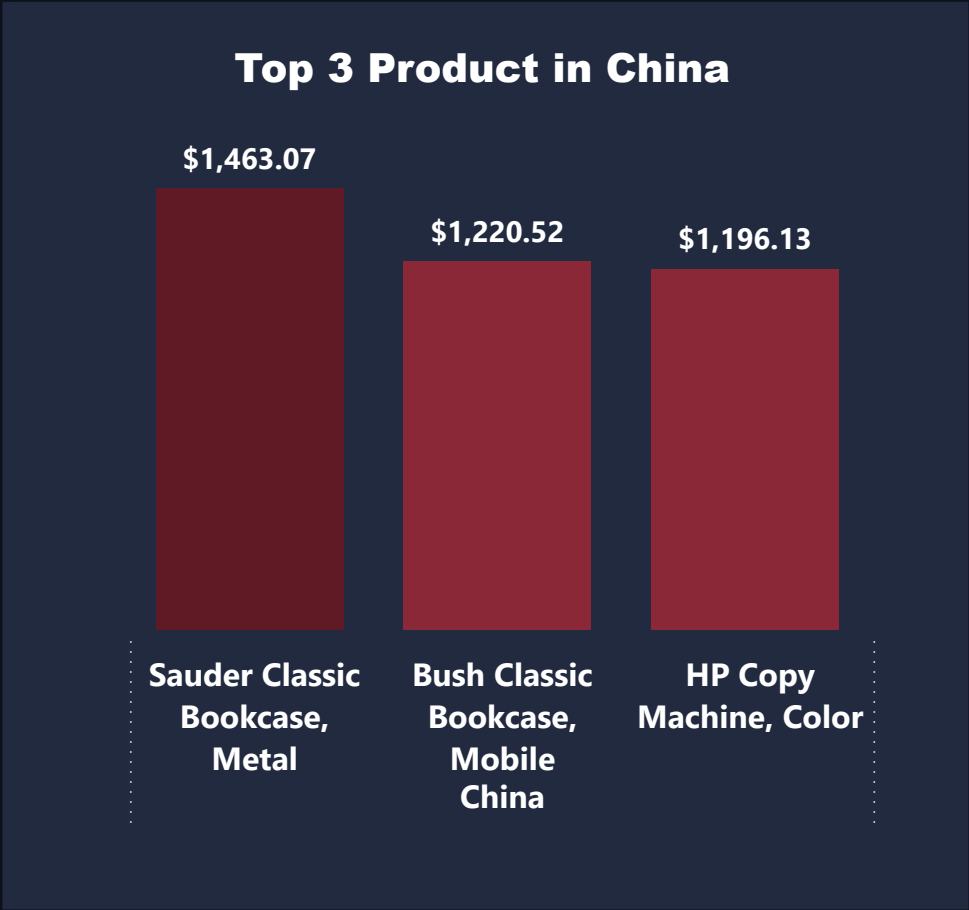
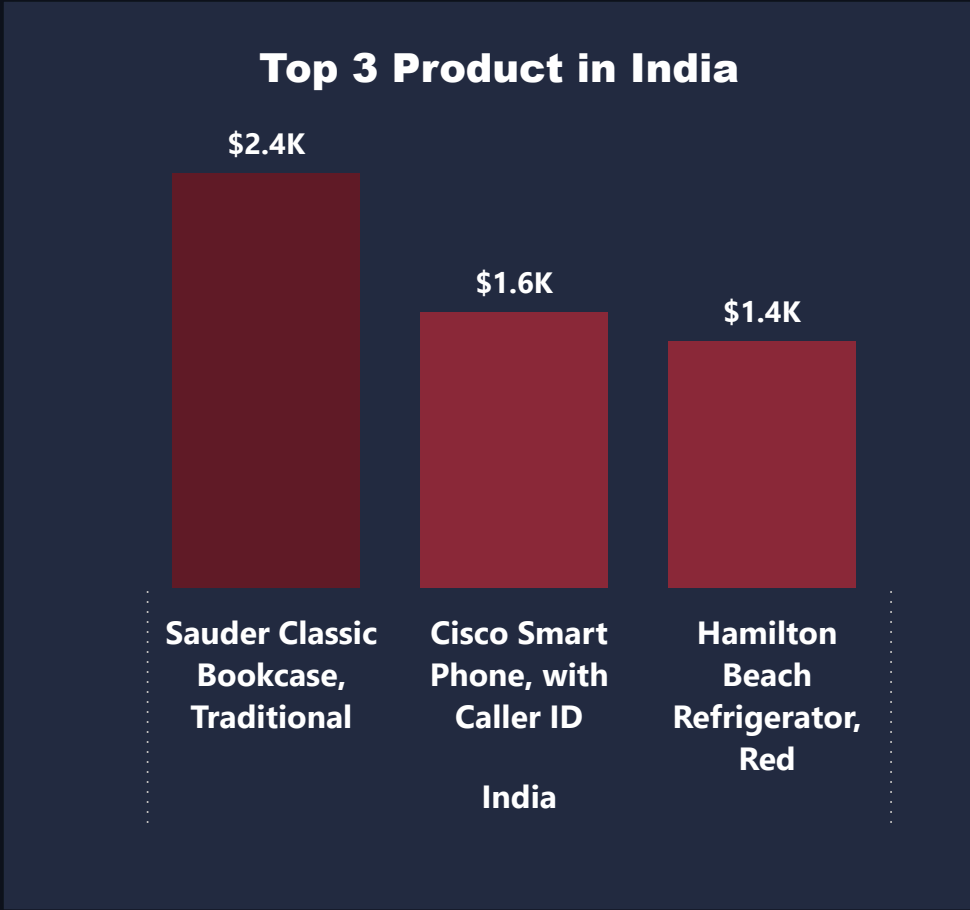
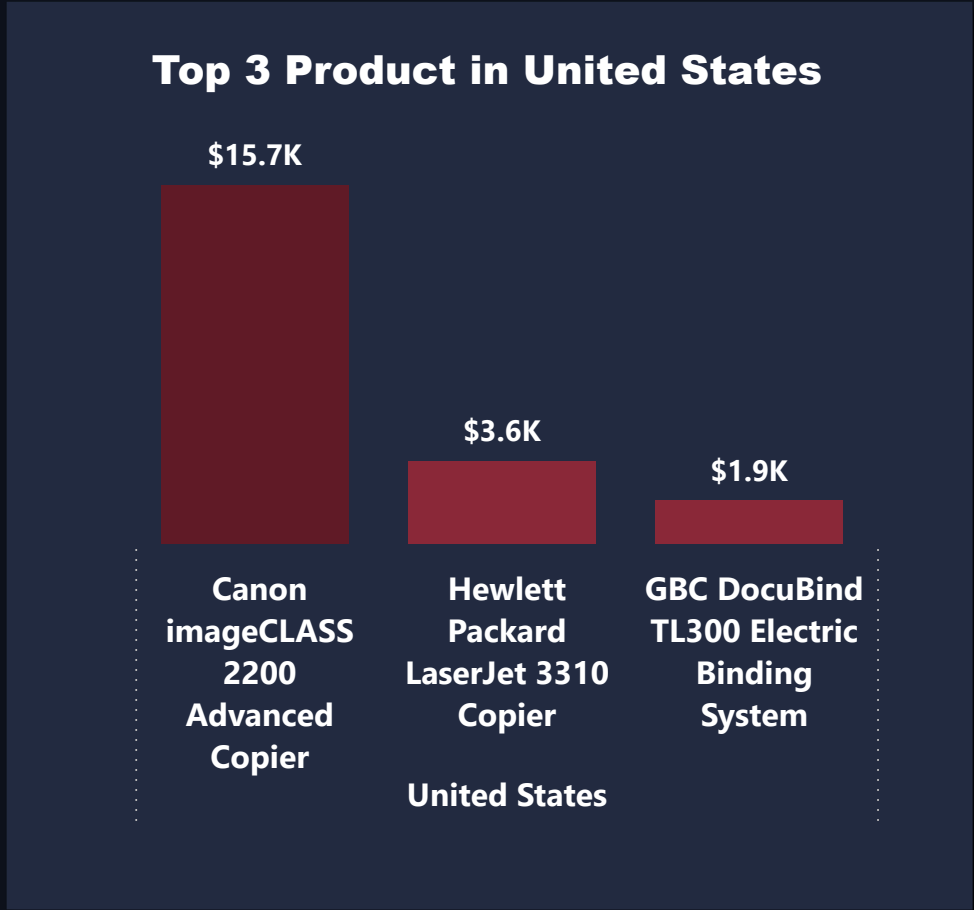
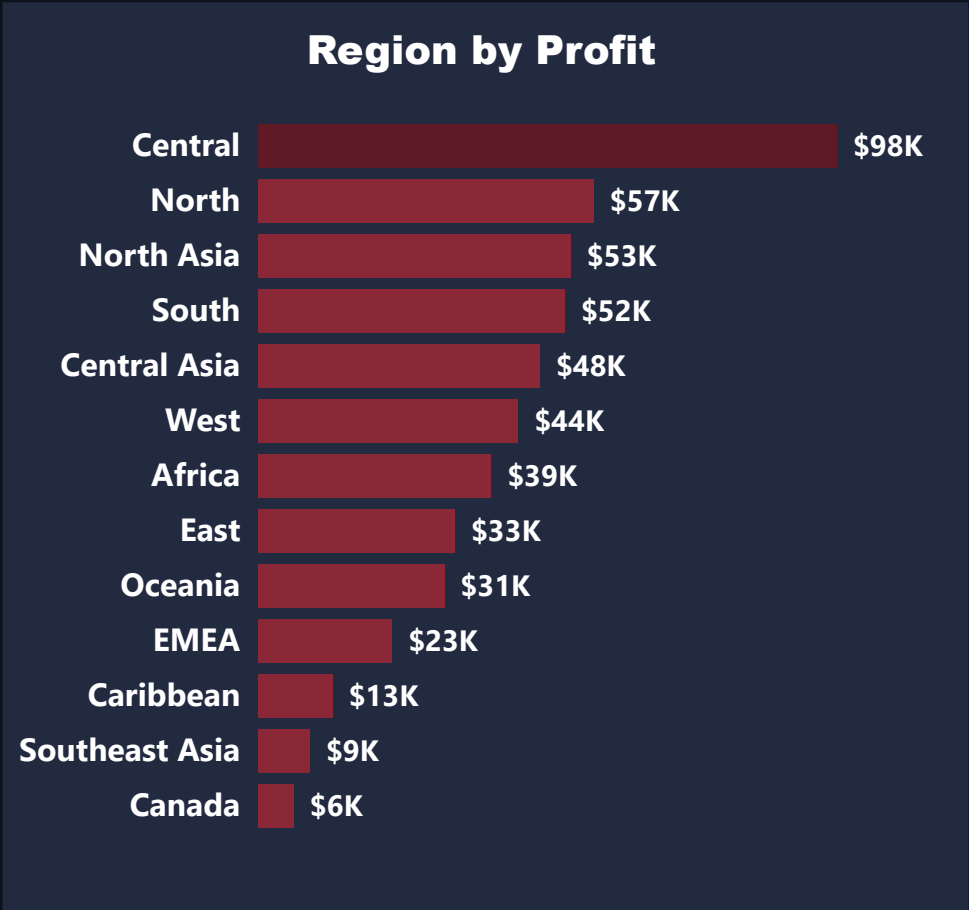
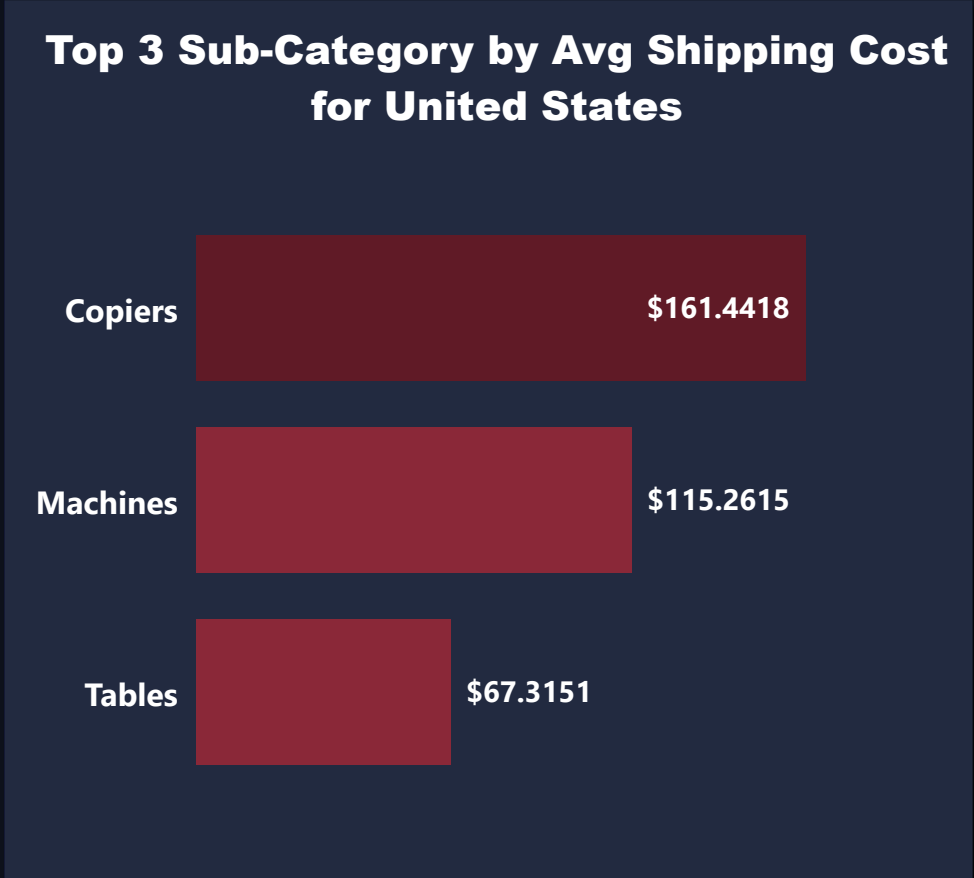
Category

All

Total Profit	Total Sale	Total Orders	Total Transcation	Total Customers	Total Products	Total Quantity sold
\$504K	\$4M	8531	17531	1511	3418	60622

Top Country
United States

Top Product
Canon imageCLASS 2200 Advanced Copier



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Africa profit

\$36,560

Africa Sales

\$271,927

Africa Products

983

Africa Orders

796

Africa Customers

515

Africa Transcation

1576

Africa Country

38

Top 5 Africa Profitable Country

\$9.4K

South Africa

\$8.4K

Morocco

\$6.5K

Egypt

\$5.8K

Democ...
Republic of the Congo

\$3.7K

Senegal

Least Profitable Countries in Africa

Nigeria

(\$23K)

Uganda

(\$1K)

Zimbabwe

(\$2K)

Factors for Nigeria Poor Performance

\$15K

\$0K

0K

(\$23K)

Total Profit

Average shippin...

Total Sale

Profit Margin

Top Africa Country

South Africa

Least Africa Country

Nigeria

Analysis for the Least Performing Countries

Country	Total Profit	Total Shipping cost	Profit Margin	Total Sale	Total Orders
Nigeria	(\$23,285.19)	\$1,518.48	-1.51	\$15,371.73	137
Uganda	(\$1,093.113)	\$62.31	-1.80	\$608.787	8
Zimbabwe	(\$2,218.578)	\$194.81	-1.54	\$1,440.882	14
Total	(\$26,596.881)	\$1,775.6	-1.53	\$17,421.399	159

Trend of Least Performing Countries

Total Profit

Total Sale

Avg order value

Average shipping cost

\$15K

\$0K

\$1K

\$0K

(\$23K)

(\$1K)

(\$2K)

\$5.5017

\$3.6653

\$6.4937

Nigeria

Uganda

Zimbabwe

Analysis for the most performing Countries

Country	Total Profit	Total Sale	Total Orders	Profit Margin	Total Shipping cost
South Africa	\$9,363.24	\$36,264.48	87	0.26	\$4,400.12
Morocco	\$8,444.43	\$36,201.93	76	0.23	\$3,282.26
Egypt	\$6,493.05	\$27,718.59	86	0.23	\$2,962.28
Democratic Republic of the Congo	\$5,833.8	\$26,118.45	64	0.22	\$2,989.45
Senegal	\$3,661.86	\$11,293.41	22	0.32	\$1,136.16
Algeria	\$3,429.18	\$12,784.2	35	0.27	\$1,163.05
Tanzania	\$2,915.961	\$13,444.581	33	0.22	\$1,672.9
Ghana	\$2,775.06	\$12,373.83	28	0.22	\$1,305.08
Total	\$42,916.581	\$176,199.471	431	0.24	\$18,911.3

Trend of Most Performing Countries

Total Profit

Total Sale

Avg order value

Average shipping cost

\$36K

\$36K

\$28K

\$25.5509

\$27.0514

\$9K

\$8K

\$6K

\$6K

\$4K

\$1K

\$24.4451

\$19.5373

\$17.5283

\$26K

\$11K

South Africa

Morocco

Egypt

Democ...
Republic of the Congo

Senegal

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All

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Category

All

Average Discount

0.14

Average Region...

\$38,782

Average shippin...

\$26.2681

Shipping Cost...

0.11

Total Shipping cost

\$461K

southeast asia...

\$9K

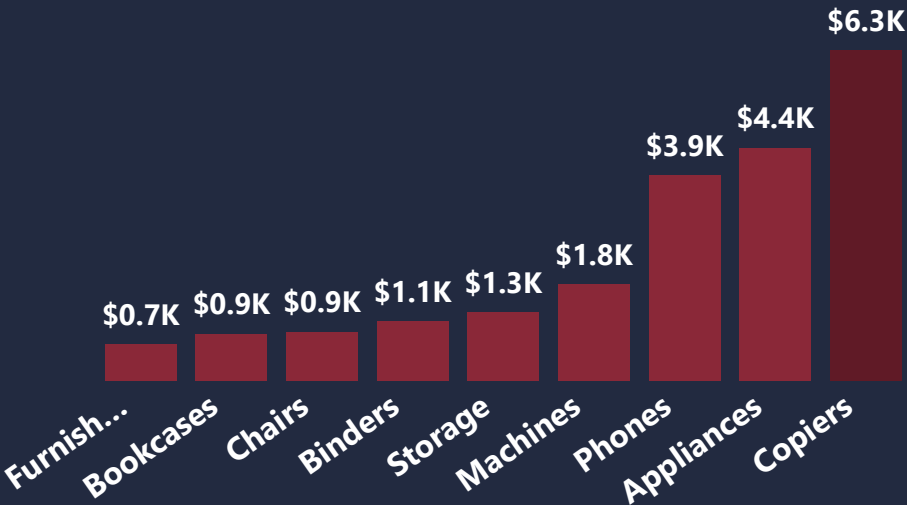
Profit Margin

0.12

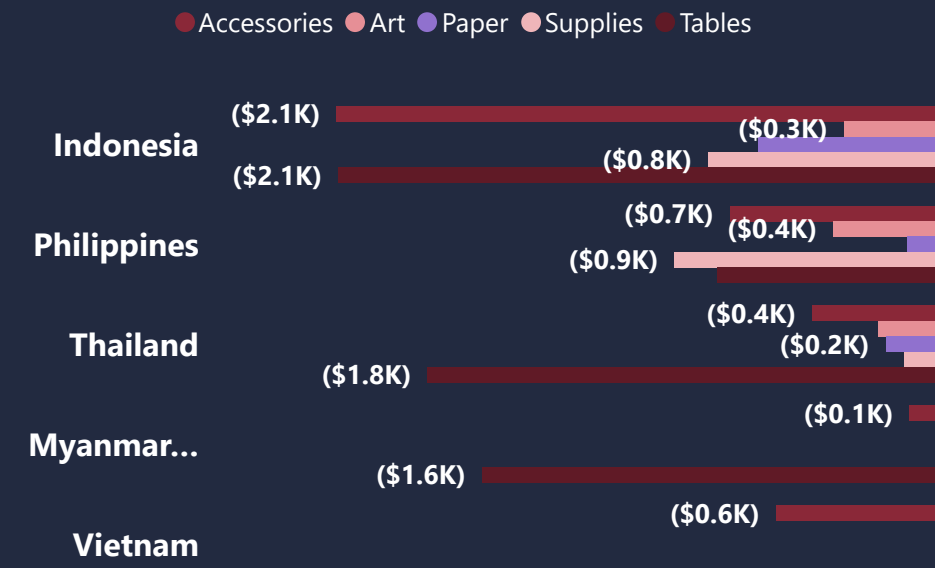
Top Sub-Category in Australia by AvgProfit

Appliances\$102.3178

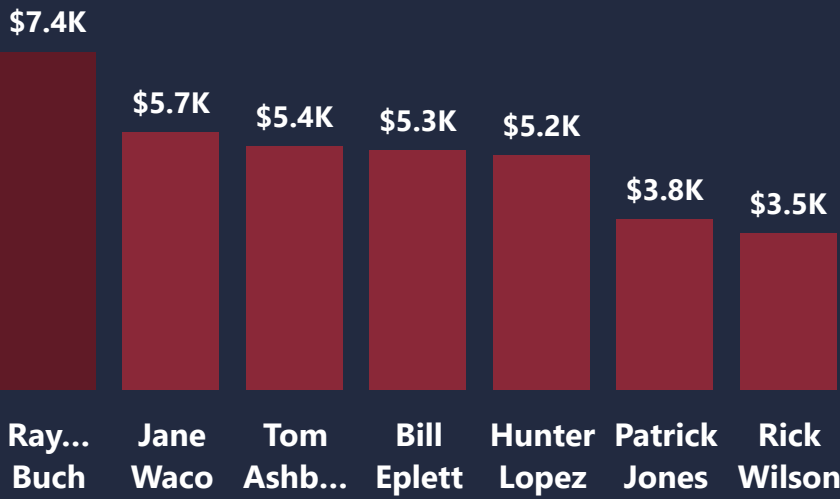
Top Sub-Category in Southeast Asia



Least Sub-Category in Southeast Asia



Top 7 Customers in Global Superstore 2014



Top 5 Customers and their Products

Product Name	Bill Eplett	Hunter Lopez	Jane Waco	Raymond Buch	Tom Ashbrook	Total
Canon imageCLASS 2200 Advanced Copier		\$5,039.9856		\$6,719.9808	\$3,919.9888	\$15,679.9552
Cisco Smart Phone, Cordless			\$1,563.48			\$1,563.48
Cisco Smart Phone, with Caller ID			\$1,341.15			\$1,341.15
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind			\$1,906.485			\$1,906.485
Hoover Stove, White	\$887.6					\$887.6
HP Fax and Copier, Digital	\$1,134.84					\$1,134.84
Maxell iVDR EX 500GB Cartridge	\$829.3754					\$829.3754
Polycom CX600 IP Phone VoIP phone	\$323.946				\$647.892	\$971.838
Total	\$3,175.7614	\$5,039.9856	\$4,811.115	\$6,719.9808	\$4,567.8808	\$24,314.7236

Least Profitable Cities in United States with More than 10 Orders

City	Total Orders	AvgProfit	Sum of Discount	Total Shipping cost	Total Profit	Profit Margin	Total Sale	Total Transcation
Louisville	12	(\$85.8019)	5.60	\$664.27	(\$2,402.4528)	-0.33	\$7,338.562	28
Chicago	67	(\$50.0099)	42.30	\$1,926.46	(\$5,701.1304)	-0.35	\$16,245.611	114
Houston	50	(\$37.0552)	42.24	\$1,636.42	(\$3,853.7396)	-0.24	\$16,212.8064	104
Dallas	37	(\$31.7779)	25.36	\$1,049.59	(\$2,224.4558)	-0.23	\$9,667.0808	70
Philadelphia	91	(\$27.4455)	60.20	\$5,157.93	(\$4,995.0863)	-0.12	\$41,595.502	182
Lancaster	11	(\$23.3068)	5.40	\$405.23	(\$419.522)	-0.13	\$3,277.517	18
Jacksonville	24	(\$12.0938)	12.70	\$882.7	(\$568.4109)	-0.06	\$10,052.422	47
Springfield	19	(\$11.4824)	8.10	\$728.57	(\$516.7102)	-0.05	\$10,403.272	45
Total	311	(\$34.0156)	201.90	\$12,451.17	(\$20,681.508)	-0.18	\$114,792.7732	608

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Monthly

Product Name

All

Sub-Category

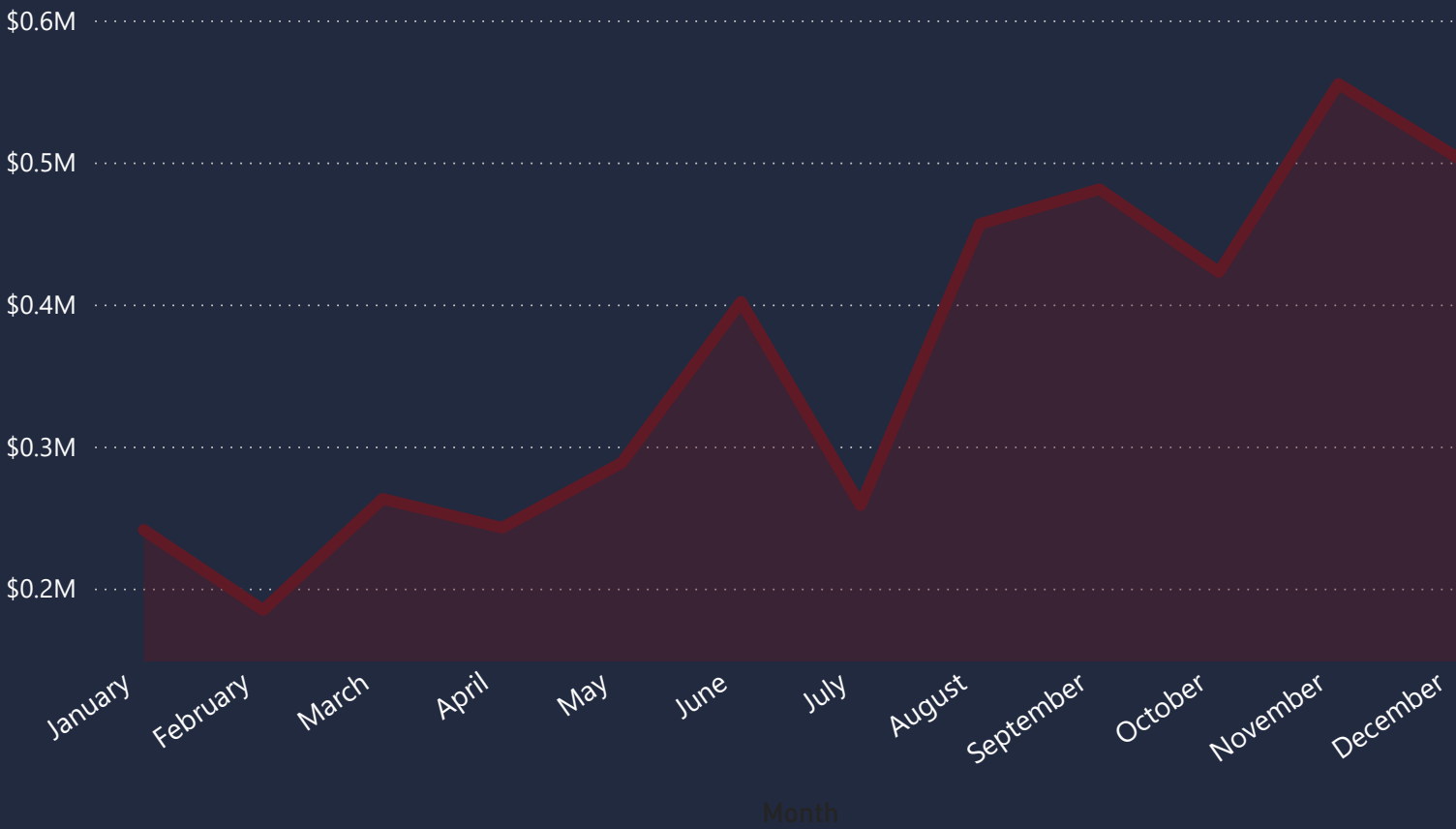
All

Category

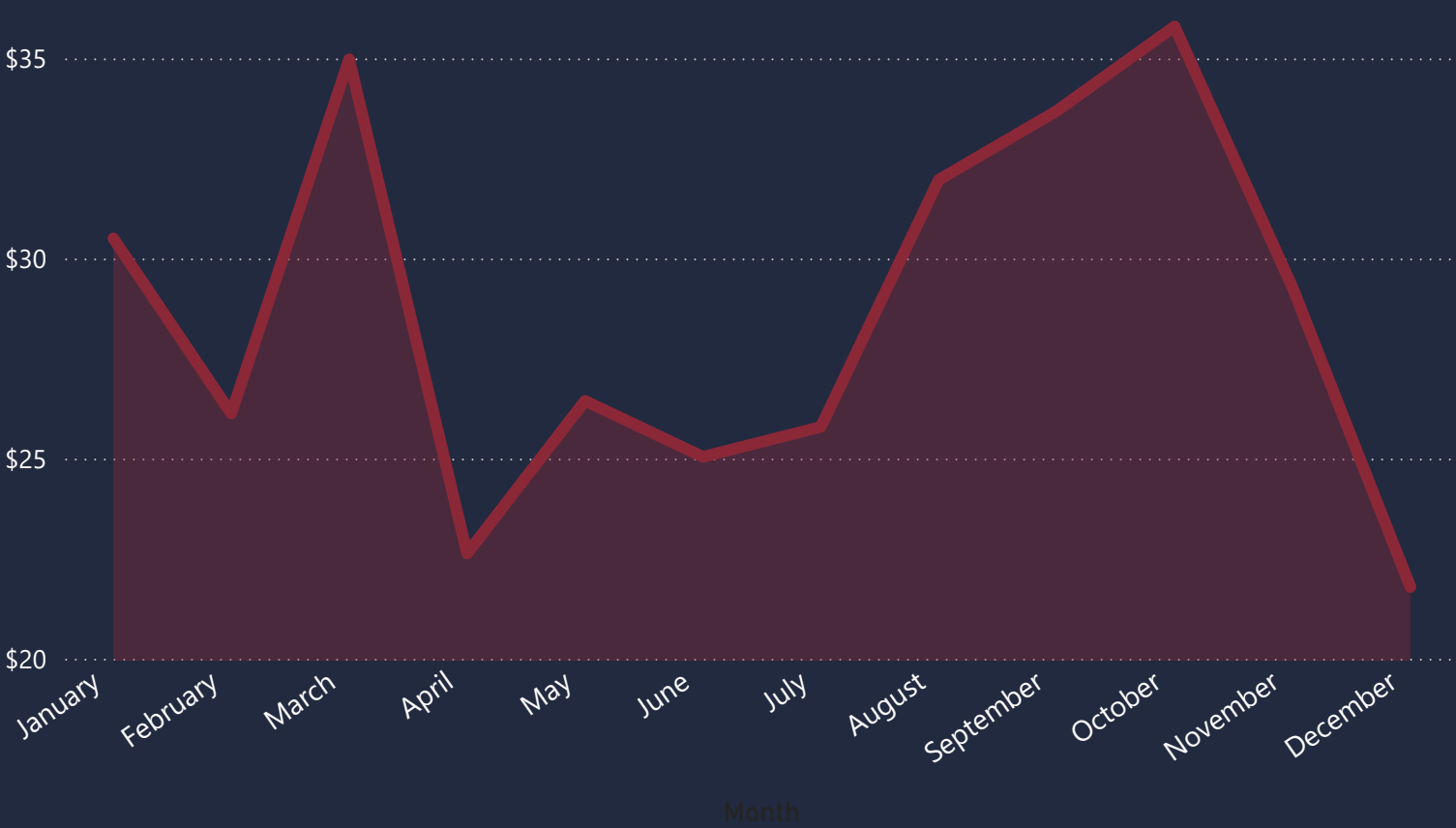
All

Monthly Trend for Year 2014

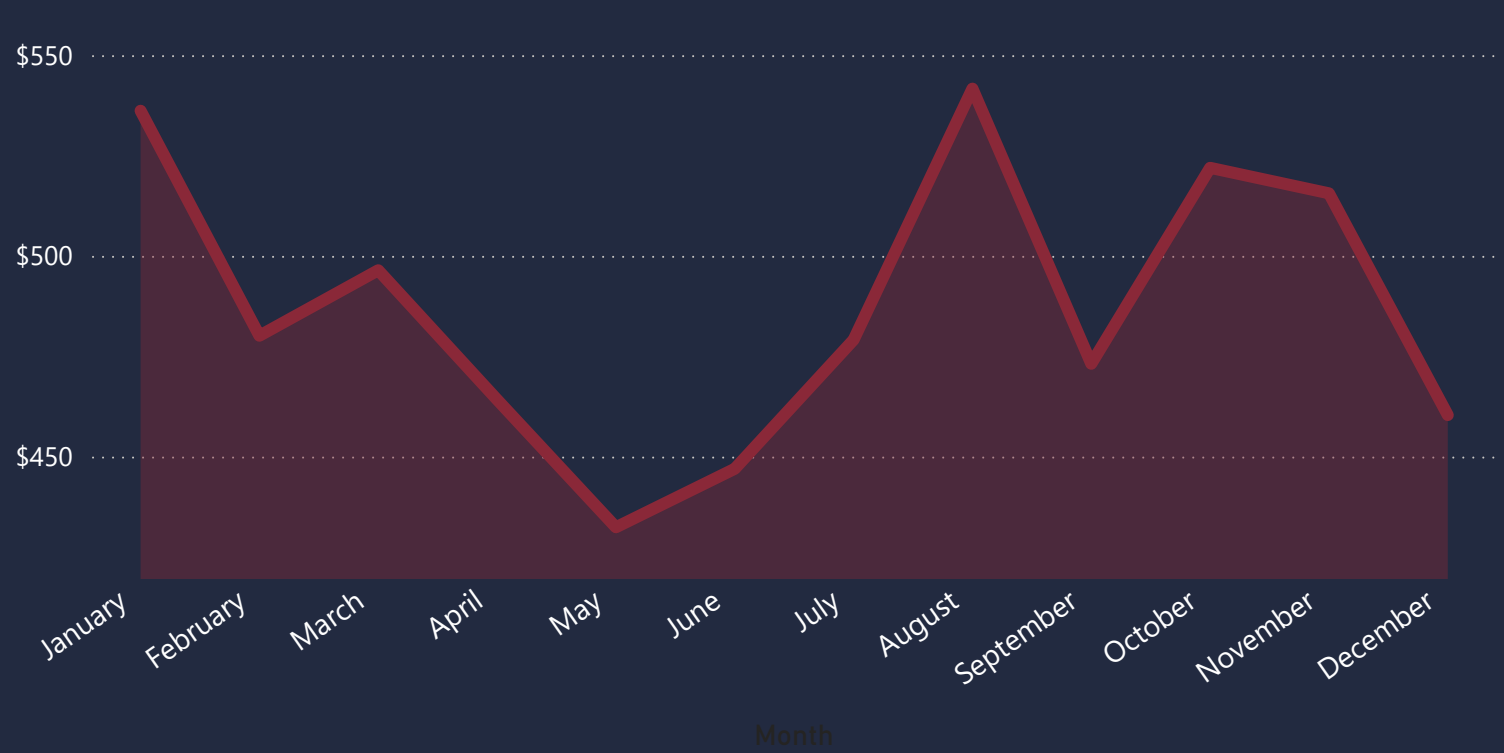
Trend Sales over Month for 2014



Average Profit Monthly Trend for 2014



Average Order Monthly Value Trend for 2014



Average Shipping Monthly Trend for 2014

