

# SUPER STORE SALES DASHBOARD

Region

All

1.57M

TOTAL\_SALES

175.26K

TOTAL\_PROFIT

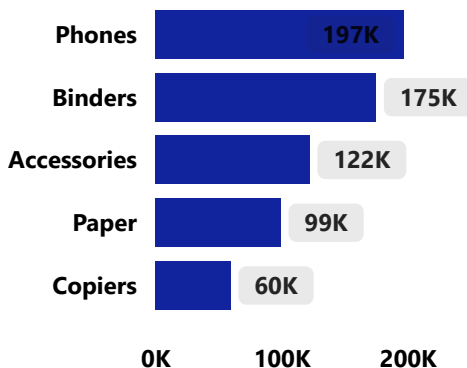
3K

TOTAL\_ORDERS

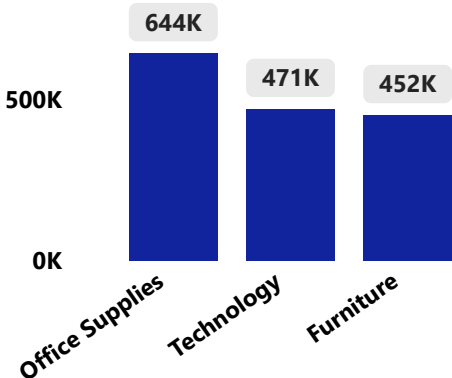
521.41

AOV

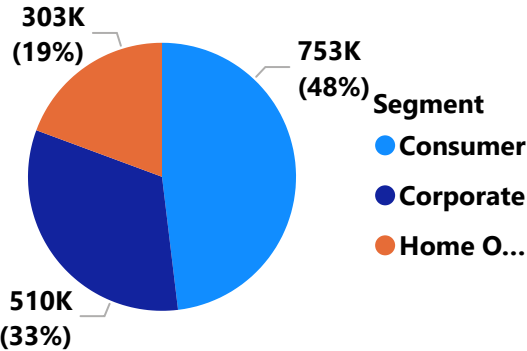
TOTAL\_SALES BY SUB-CATEGORY



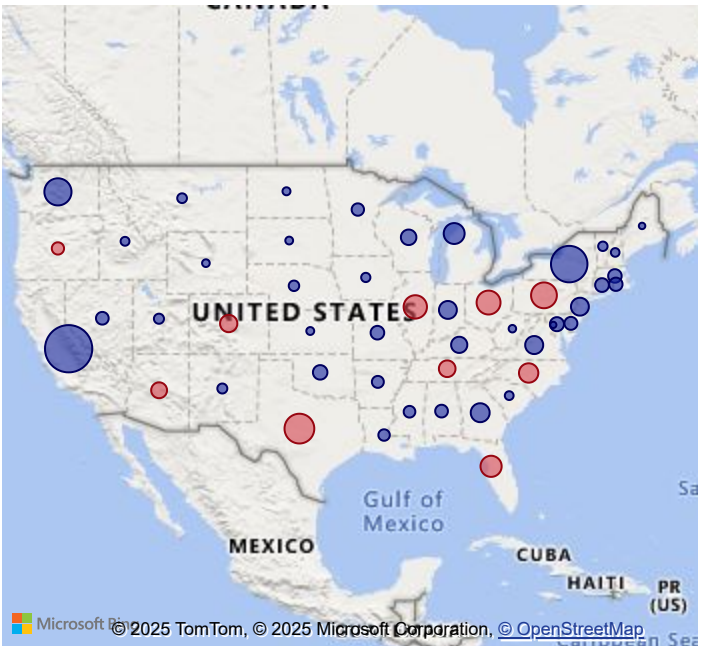
TOTAL\_SALES BY CATEGORY



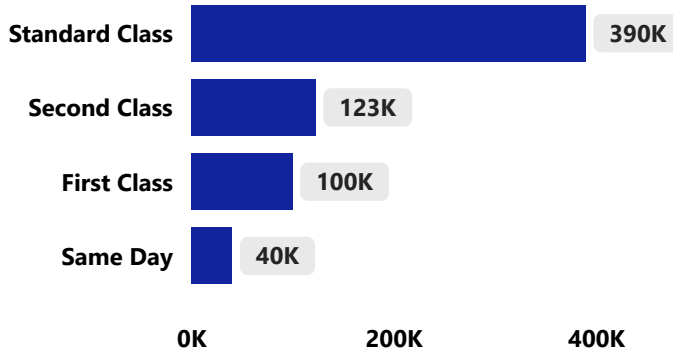
TOTAL\_SALES BY SEGMENT



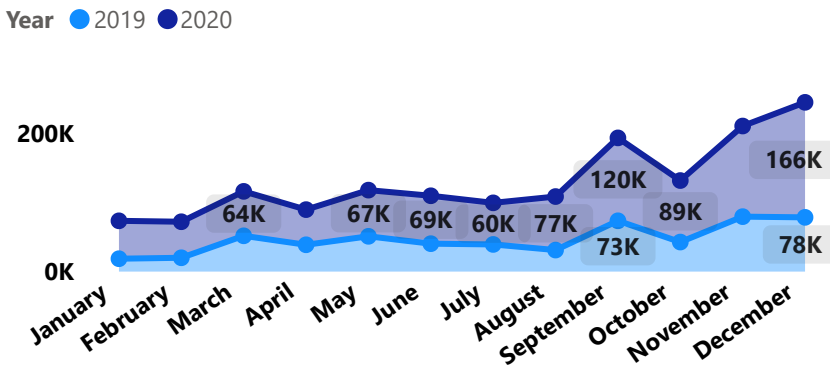
TOTAL\_SALES and TOTAL\_PROFIT by State



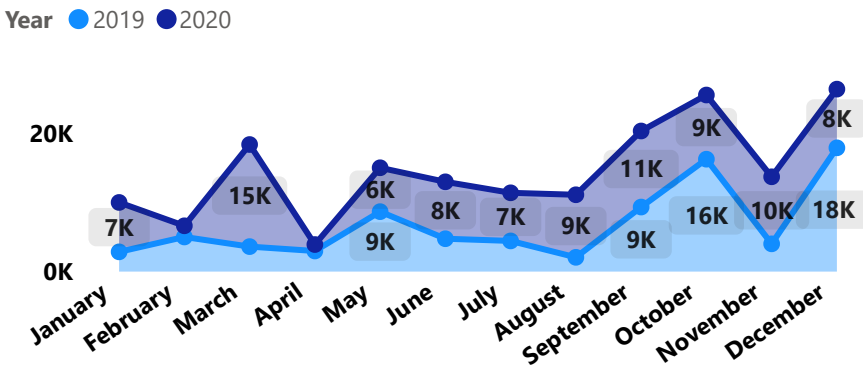
TOTAL\_SALES BY SHIP MODE



TOTAL\_SALES BY MONTH AND YEAR



TOTAL\_PROFIT BY MONTH AND YEAR



Sub-Category	TOTAL_SALES	SALES %_GROWTH	TOTAL_PROFIT
Phones	1,96,563.55	12.55%	22,308.92
Chairs	1,81,946.00	11.62%	13,406.70
Binders	1,74,978.39	11.17%	17,885.38
Storage	1,50,341.32	9.60%	13,607.09
Accessories	1,22,301.09	7.81%	25,336.65
Tables	1,19,293.74	7.62%	-11,091.64
Paper	99,453.61	6.35%	21,112.38
Furnishings	92,691.22	5.92%	8,034.43
Machines	91,987.56	5.87%	38.10
Appliances	80,305.25	5.13%	13,166.61
Copiers	59,735.80	3.82%	42,774.58
Bookcases	57,577.69	3.68%	-342.89
Art	50,762.98	3.24%	3,635.93
Supplies	36,720.99	2.35%	-1,654.28
Labels	19,397.46	1.24%	2,937.22
Envelopes	16,542.46	1.06%	3,508.51
Fasteners	15,205.24	0.97%	598.42
Total	15,65,804.32	100.00%	1,75,262.11

Payment Mode	TOTAL_SALES	TOTAL_PROFIT
COD	6,67,417.75	82,092.43
Online	5,53,993.46	54,047.52
Cards	3,44,393.11	39,122.16
Total	15,65,804.32	1,75,262.11

335.19K

CALIFORNIA\_SALES

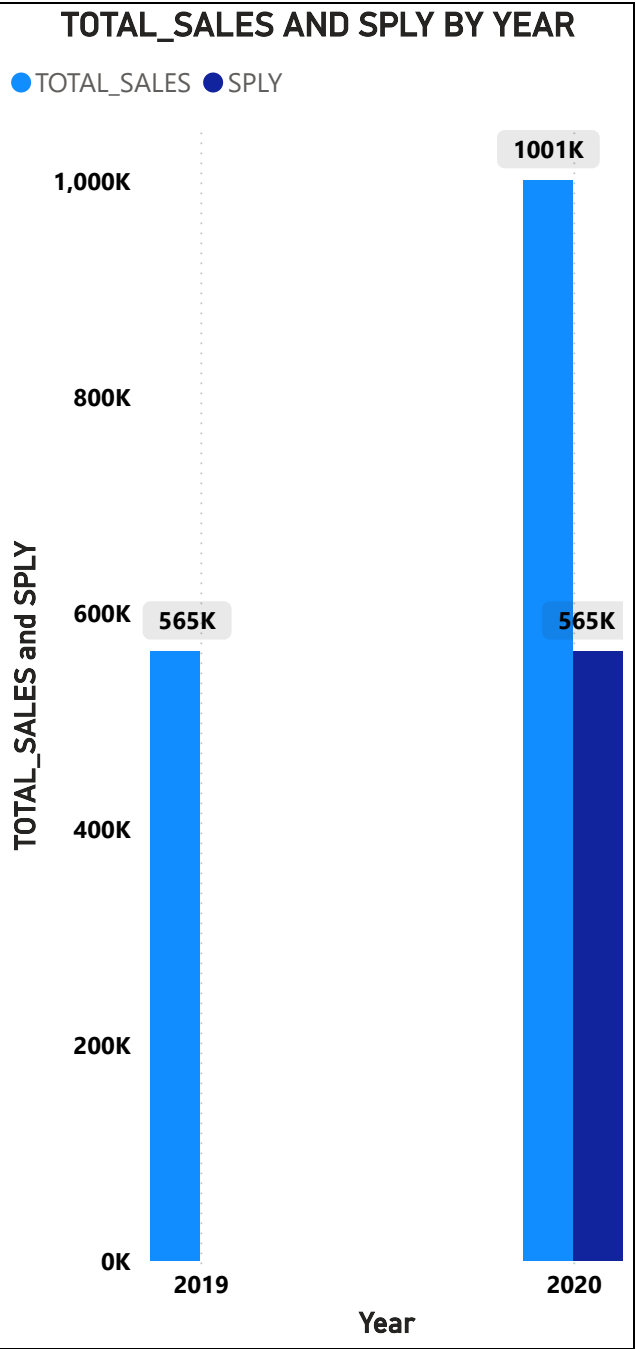
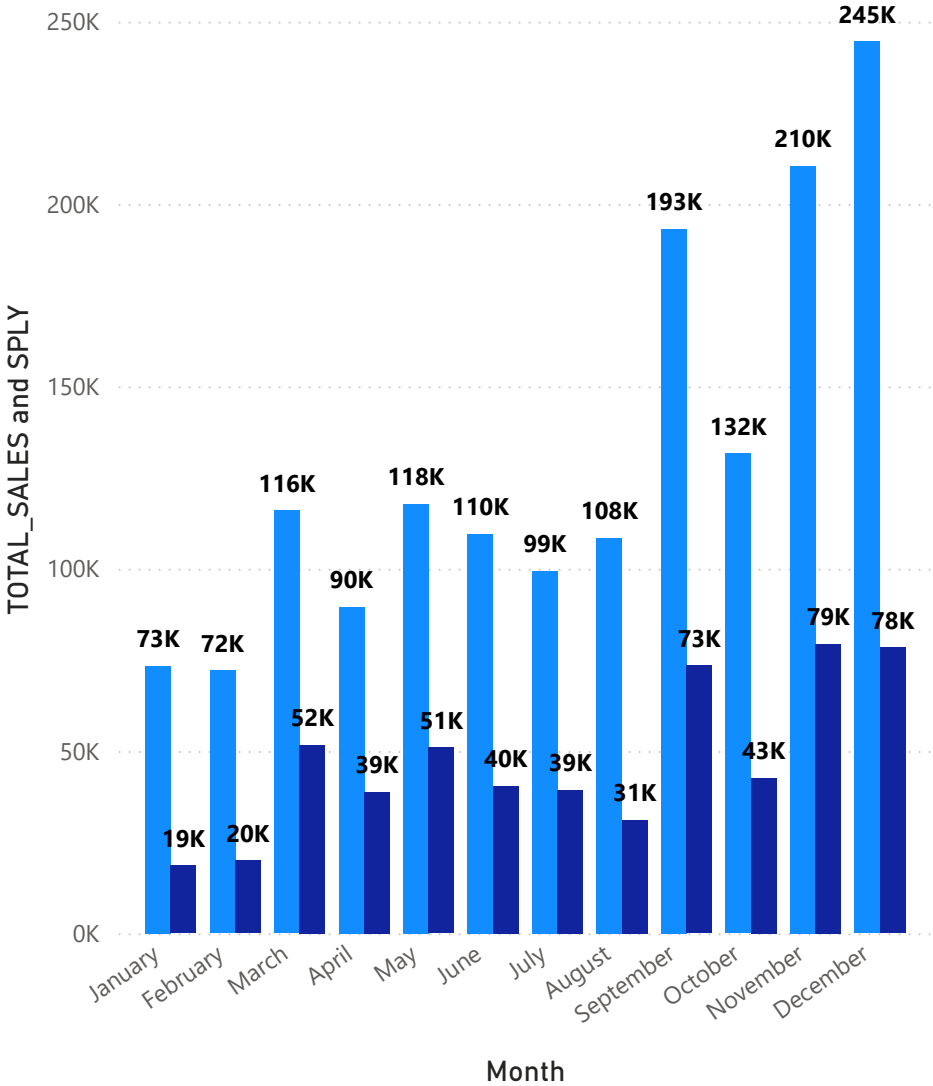
Year	Quarter	Month	Day	TOTAL_SALES	TOTALMTD	TOTALQTD	TOTALYTD
2019	Qtr 1	January	1	73.94	73.94	73.94	73.94
2019	Qtr 1	January	2	405.92	479.86	479.86	479.86
2019	Qtr 1	January	3	2,095.83	2,575.69	2,575.69	2,575.69
2019	Qtr 1	January	4	1,069.22	3,644.91	3,644.91	3,644.91
2019	Qtr 1	January	5	255.90	3,900.81	3,900.81	3,900.81
2019	Qtr 1	January	6		3,900.81	3,900.81	3,900.81
2019	Qtr 1	January	7	83.58	3,984.39	3,984.39	3,984.39
2019	Qtr 1	January	8	1,859.16	5,843.55	5,843.55	5,843.55
2019	Qtr 1	January	9	743.05	6,586.59	6,586.59	6,586.59
2019	Qtr 1	January	10	174.75	6,761.34	6,761.34	6,761.34
2019	Qtr 1	January	11	149.44	6,910.79	6,910.79	6,910.79
2019	Qtr 1	January	12		6,910.79	6,910.79	6,910.79
2019	Qtr 1	January	13		6,910.79	6,910.79	6,910.79
2019	Qtr 1	January	14	405.34	7,316.13	7,316.13	7,316.13
2019	Qtr 1	January	15	701.92	8,018.06	8,018.06	8,018.06
2019	Qtr 1	January	16	102.22	8,120.27	8,120.27	8,120.27
2019	Qtr 1	January	17	1,040.55	9,160.82	9,160.82	9,160.82
2019	Qtr 1	January	18		9,160.82	9,160.82	9,160.82
2019	Qtr 1	January	19		9,160.82	9,160.82	9,160.82
Total				15,65,804.32	1,66,185.85	3,86,043.60	10,01,124.79

Category	TOTAL_SALES	CATEGORY % SALES_GROWTH
Office Supplies	6,43,707.69	41.11%
Technology	4,70,587.99	30.05%
Furniture	4,51,508.65	28.84%
Total	15,65,804.32	100.00%

Year	Quarter	Month	TOTAL_SALES	SPLY	% CHANGE
2019	Qtr 1	January	18,616.43		
2019	Qtr 1	February	19,978.82		
2019	Qtr 1	March	51,715.88		
2019	Qtr 2	April	38,750.04		
2019	Qtr 2	May	50,987.73		
2019	Qtr 2	June	40,344.53		
2019	Qtr 3	July	39,261.96		
2019	Qtr 3	August	31,115.37		
2019	Qtr 3	September	73,410.02		
2019	Qtr 4	October	42,687.75		
2019	Qtr 4	November	79,411.97		
2019	Qtr 4	December	78,399.04		
2020	Qtr 1	January	54,763.37	18,616.43	194.17%
2020	Qtr 1	February	52,068.13	19,978.82	160.62%
2020	Qtr 1	March	64,229.35	51,715.88	24.20%
2020	Qtr 2	April	50,807.54	38,750.04	31.12%
2020	Qtr 2	May	66,750.11	50,987.73	30.91%
2020	Qtr 2	June	69,242.73	40,344.53	71.63%
2020	Qtr 3	July	60,077.42	39,261.96	53.02%
2020	Qtr 3	August	77,338.89	31,115.37	148.56%
2020	Qtr 3	September	1,19,803.65	73,410.02	63.20%
2020	Qtr 4	October	88,896.92	42,687.75	108.25%
2020	Qtr 4	November	1,30,960.83	79,411.97	64.91%
2020	Qtr 4	December	1,66,185.85	78,399.04	111.97%
Total			15,65,804.32	5,64,679.54	177.29%

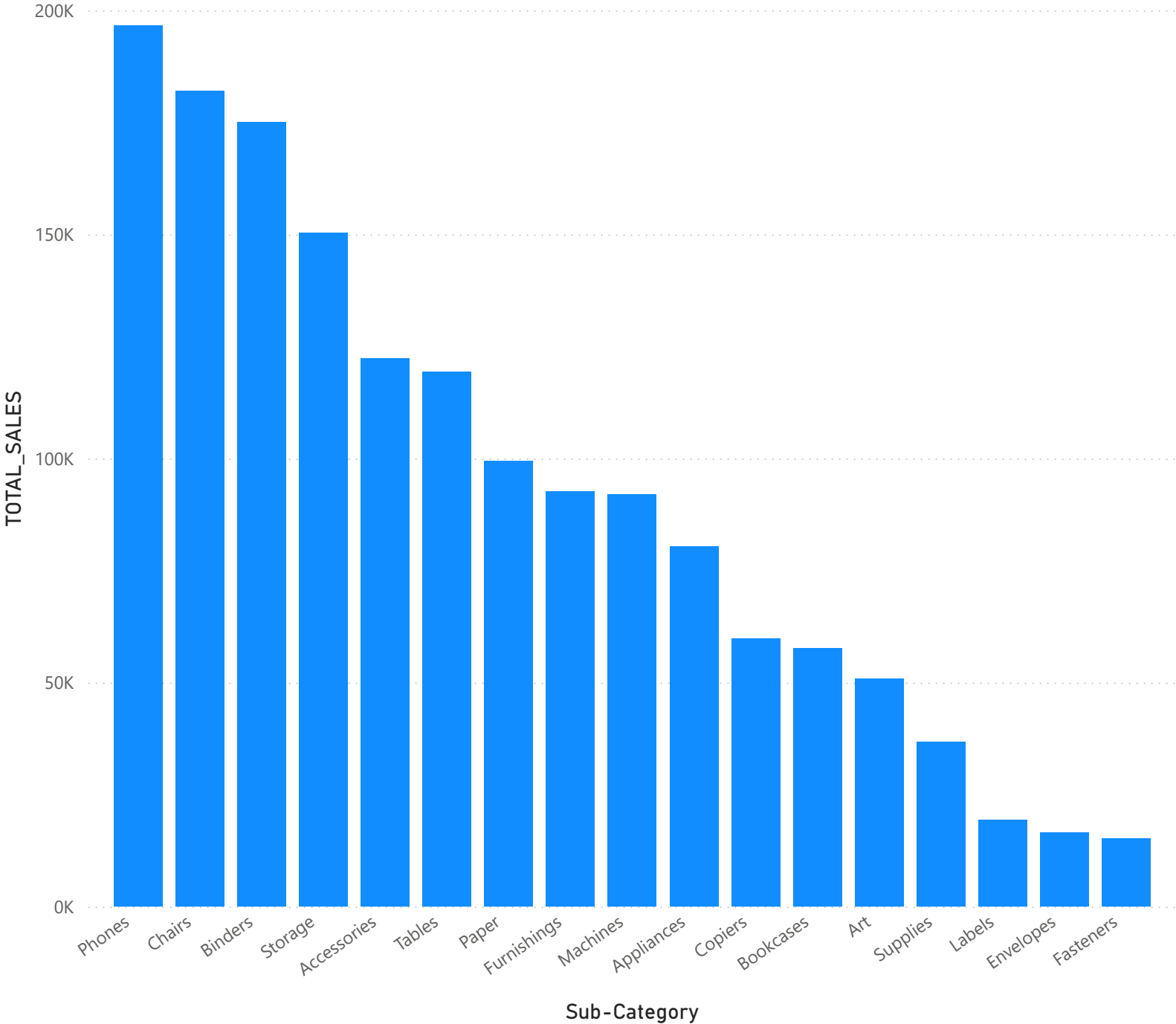
TOTAL\_SALES and SPLY by Month

TOTAL\_SALES SPLY



State	TOTAL_SALES	TOTAL_PROFIT
California	3,35,190.26	49,372.18
New York	1,86,748.10	41,012.02
Texas	1,16,261.93	-14,078.16
Washington	92,975.18	21,466.66
Pennsylvania	82,354.95	-9,297.80
Ohio	68,194.86	-9,339.42
Illinois	64,224.33	-9,554.65
Florida	49,915.00	-227.75
Michigan	48,504.68	17,480.28
North Carolina	39,705.13	-4,827.69
Georgia	37,260.69	9,994.42
Virginia	32,721.25	9,657.49
New Jersey	32,086.94	7,213.10
Indiana	32,039.23	15,524.66
Colorado	29,249.06	-5,825.59
Tennessee	26,288.32	-3,467.59
Kentucky	24,352.73	5,968.38
Arizona	22,914.56	-2,761.11
Wisconsin	21,490.09	5,252.56
Oklahoma	17,653.70	3,431.85
Maryland	16,090.10	3,860.62
Connecticut	15,034.70	2,339.01
Missouri	14,641.91	3,099.29
Massachusetts	14,302.34	2,768.86
Rhode Island	13,602.71	5,627.46
Delaware	12,515.70	7,029.91
Alabama	11,884.58	3,336.31
Nevada	11,757.43	2,598.45
Minnesota	10,808.63	2,864.35
Oregon	10,530.43	-942.97
Arkansas	9,652.83	1,873.99
Total	15,65,804.32	1,75,262.11

TOTAL\_SALES and TOTAL\_PROFIT by Sub-Category



## **ANALYSIS REPORT**

- TOP SUB-CATEGORY = PHONE**
- TOP PROFITABLE SUB-CAT = PHONE**
- LOW SUB-CAT/PROFITABLE = FASTNERS**
- TOP-CATEGORY = OFFICE-SUPPLIES**
- LOW CATEGORY = FURNITURE**
- TOP PROFITABLE CAT = TECHNOLOGY**
- MOST USABLE PAYMENT MODE = COD**
- MOST SALES INCREASING MONTH AS COMPARE TO LAST MONTH = JANUARY 2020**
- LOW SALES INCREASING MONTH AS COMPARE TO LAST MONTH = MARCH 2020**
- LOSS MAKING PRODUCTS = TABLE , BOOKCASE , SUPPLIES**
- MOST PROFITABLE PRODUCTS = COPPIERS**
- NON LOSSABLE PRODUCTS = PAPER , COPPIERS , LABELS , ENVELOPS**
- MOST SALES REGION = WEST**
- TECHNOLOGY CAT HAS LOW SALES THAN OFFICE SUP BUT PROFIT IS VERY HIGH THAN OFFICE SUPP**
- OFFICE SUPPLIES HAS MORE SALS BUT PROFIT IS LESS THAN TECHNOLOGY**
- PROFIT OF FURNITURE IS VERY LOW**
- YEARLY GROWTH AS COMPARE TO LAST YEAR**
- MONTHLY GROWTH**