

# SUPERSTORE SALES TREND ANALYSIS OVERVIEW

Total Customers  
793

Total Product  
1818

Total Orders  
5009

Total Revenue  
\$2.30M

Total Profit  
\$286K

OVERVIEW

SALES PERFORMANCE

DISCOUNT IMPACT ANALYSIS

GEOSPATIAL ANALYSIS

Furniture

Office Supplies

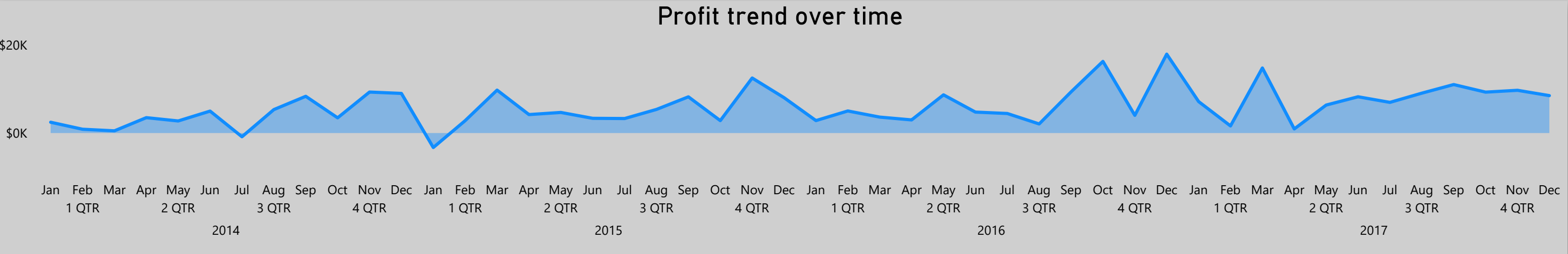
Technology

State

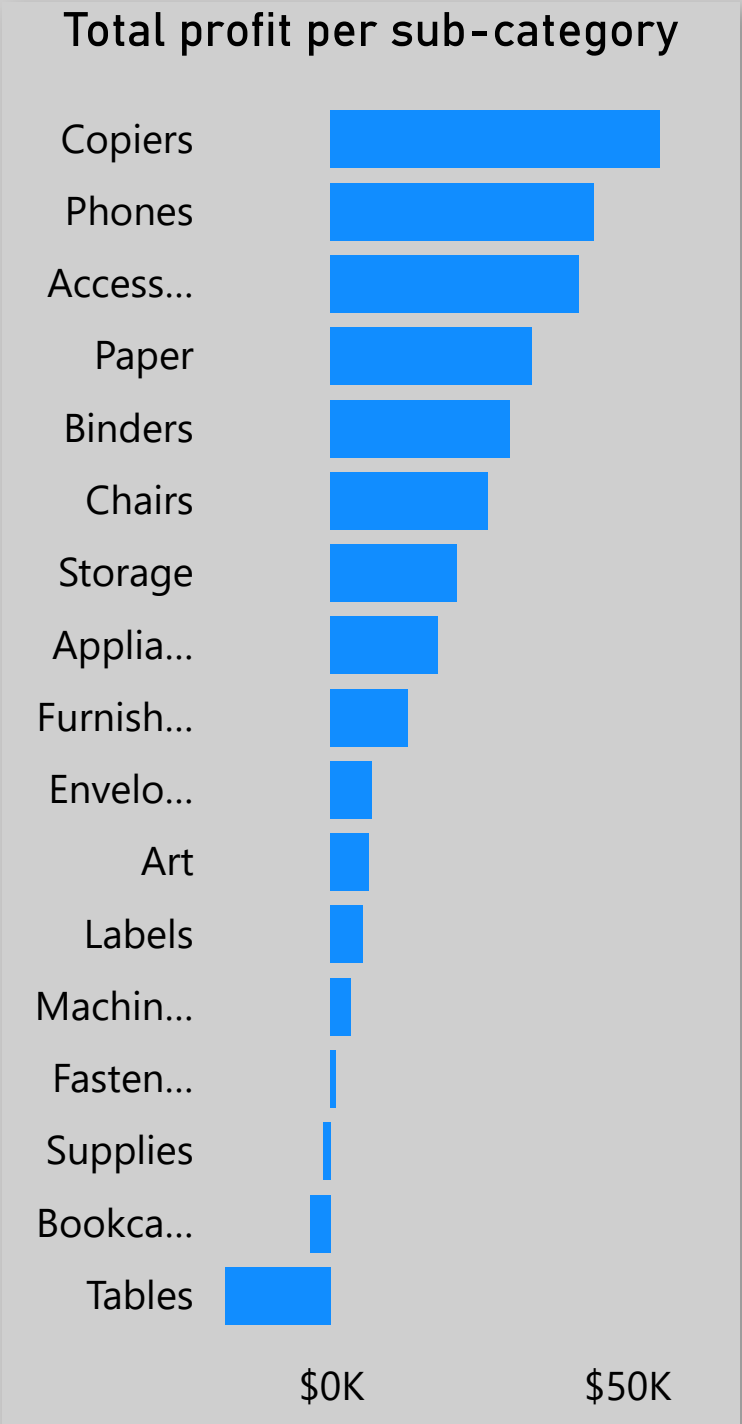
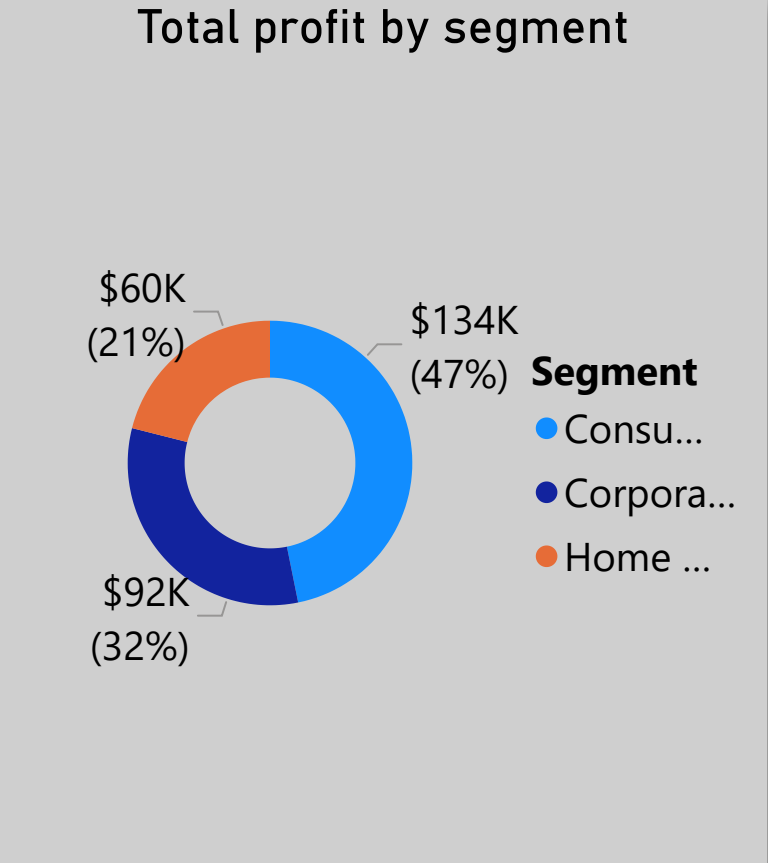
All

Region

All



Year	Month	Total Quantity	Total Sales	Total Profit	Profit Margin	Profit/Loss Flag	Total Profit by Day
2014	January	284	\$14,236.90	\$2,450.19	17.21%	Profit	
2014	February	159	\$4,519.89	\$862.31	19.08%	Profit	
2014	March	585	\$55,691.01	\$498.73	0.90%	Profit	
2014	April	536	\$28,295.35	\$3,488.84	12.33%	Profit	
2014	May	466	\$23,648.29	\$2,738.71	11.58%	Profit	
2014	June	521	\$34,595.13	\$4,976.52	14.39%	Profit	
2014	July	550	\$33,946.39	(\$841.48)	-2.48%	Loss	
2014	August	609	\$27,909.47	\$5,318.11	19.05%	Profit	
2014	September	1,000	\$81,777.35	\$8,328.10	10.18%	Profit	
2014	October	573	\$31,453.39	\$3,448.26	10.96%	Profit	
2014	November	1,219	\$78,628.72	\$9,292.13	11.82%	Profit	
2014	December	1,079	\$69,545.62	\$8,983.57	12.92%	Profit	
2015	January	236	\$18,174.08	(\$3,281.01)	-18.05%	Loss	
2015	February	239	\$11,951.41	\$2,813.85	23.54%	Profit	
2015	March	515	\$38,726.25	\$9,732.10	25.13%	Profit	
2015	April	543	\$34,195.21	\$4,187.50	12.25%	Profit	
2015	May	575	\$20,121.69	\$4,667.87	15.19%	Profit	
Total		37,873	\$2,297,200.86	\$286,397.02	12.47%	Profit	



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SALES PERFORMANCE

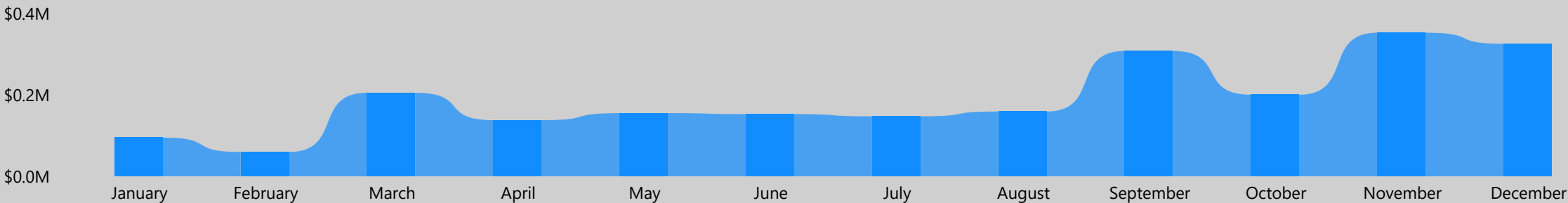


DISCOUNT IMPACT ANALYSIS

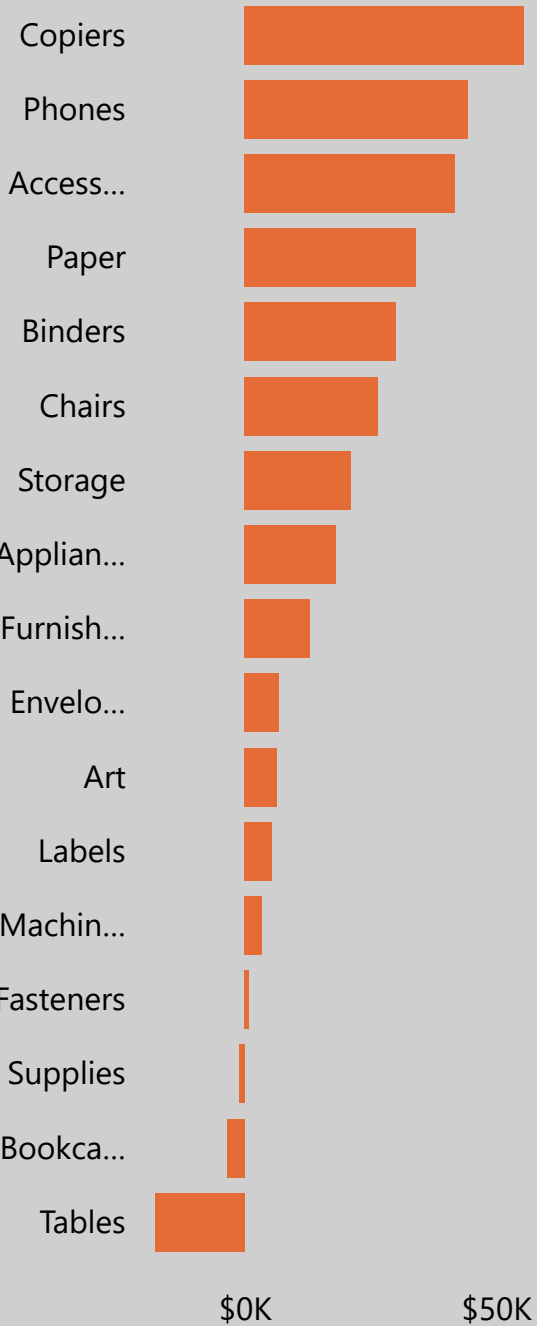


GEOSPATIAL ANALYSIS

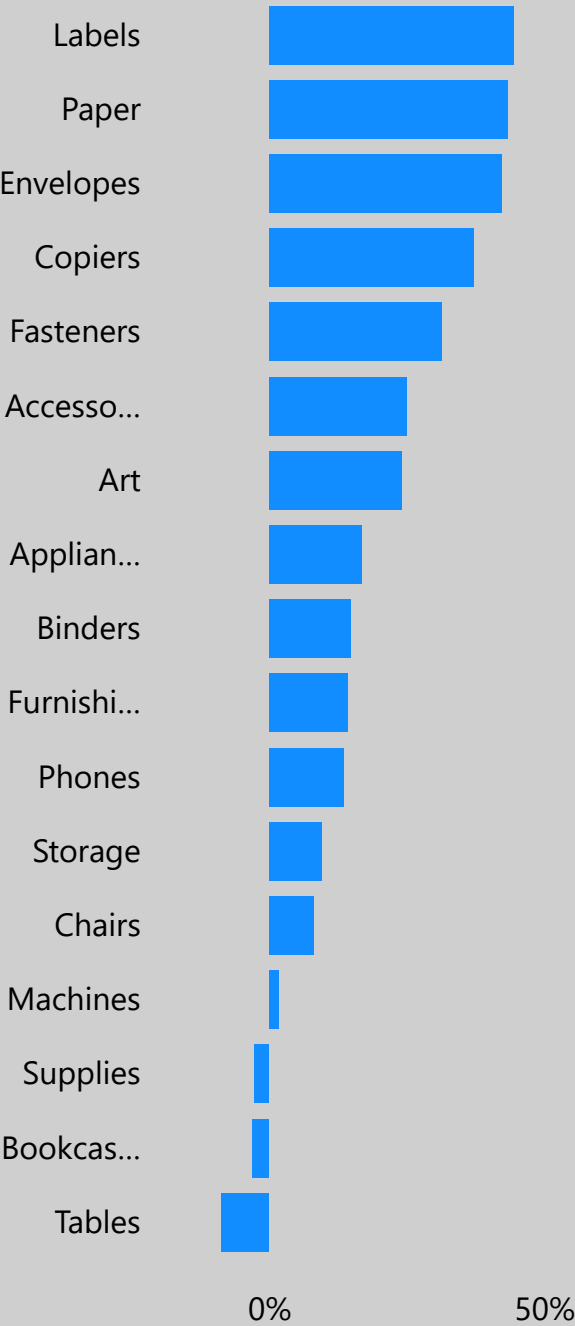
Sales seasonal pattern



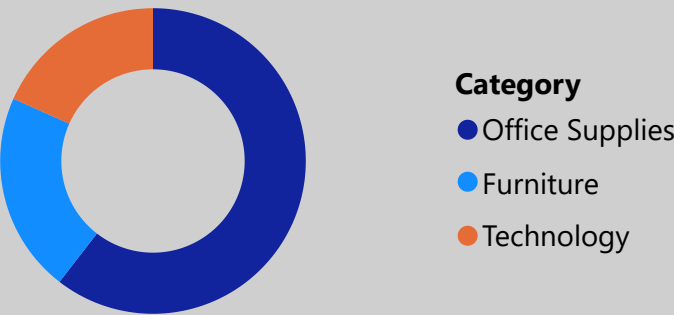
Total profit by sub-category



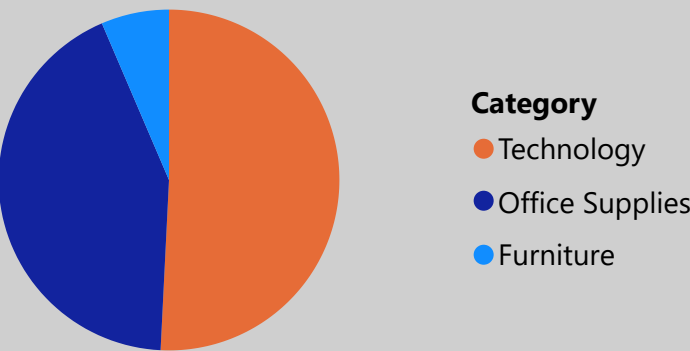
Profit margin by sub-category



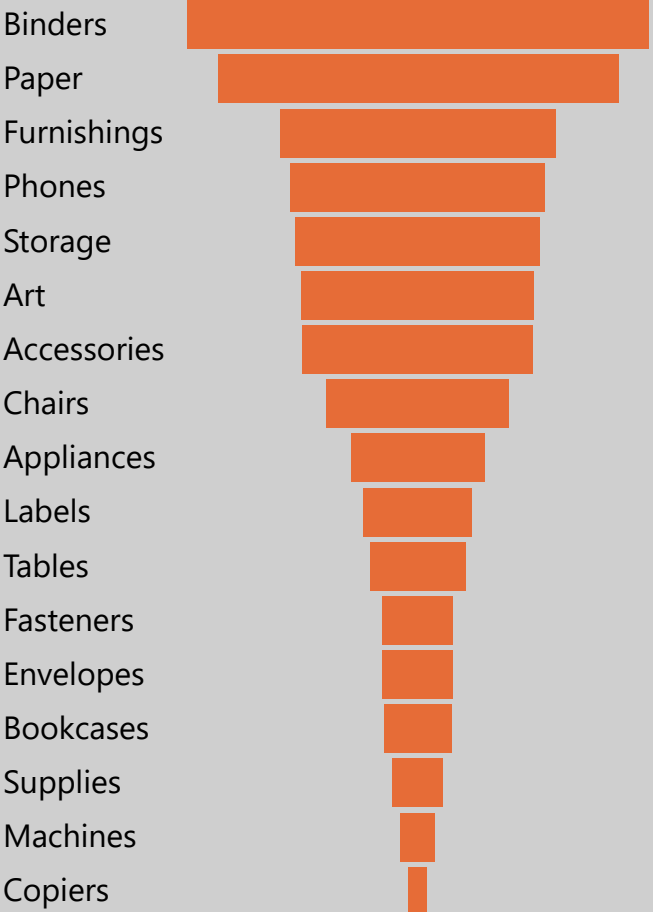
Total quantity sold by category



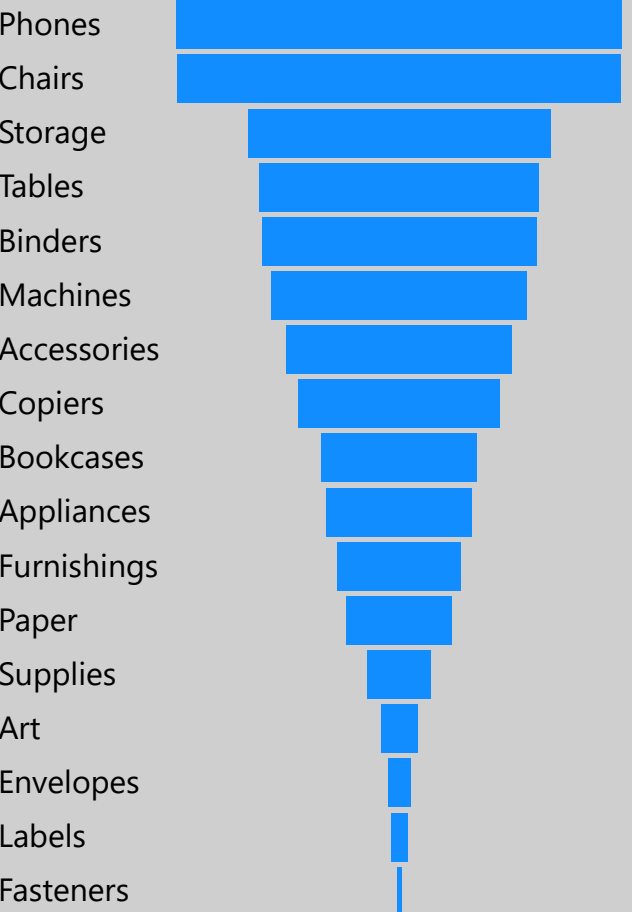
Total profit by category



Total quantity by subcategory



Total revenue by subcategory



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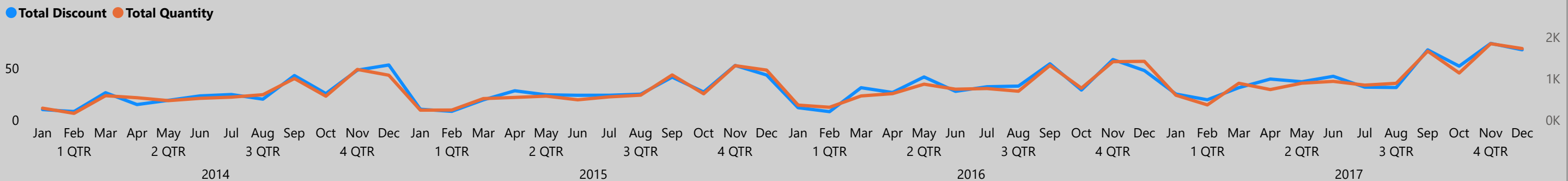
State

All

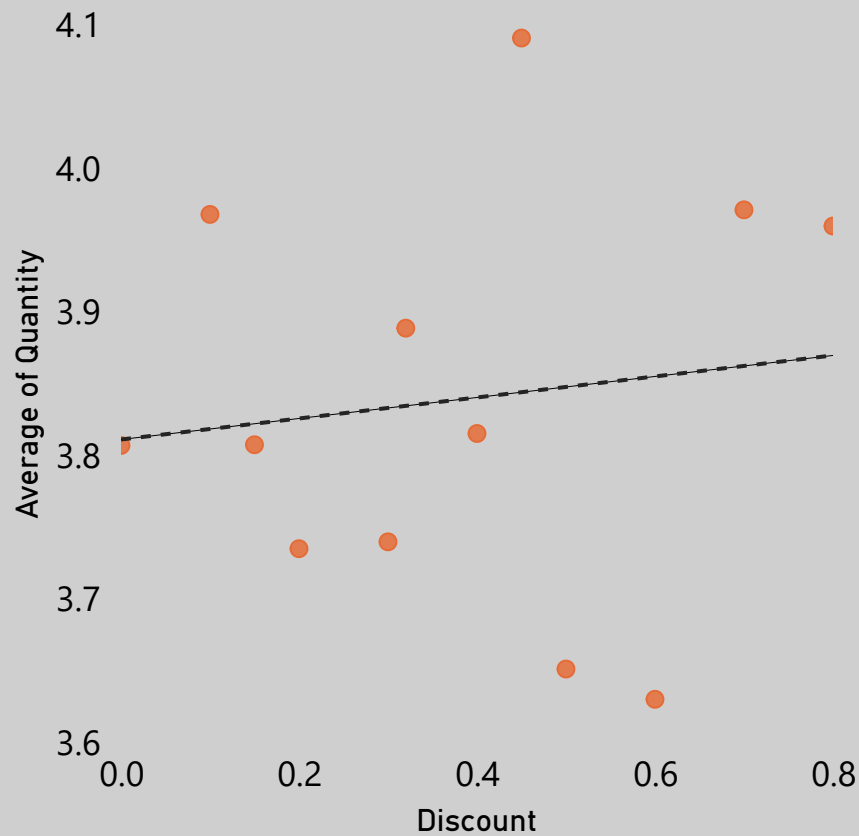
Region

All

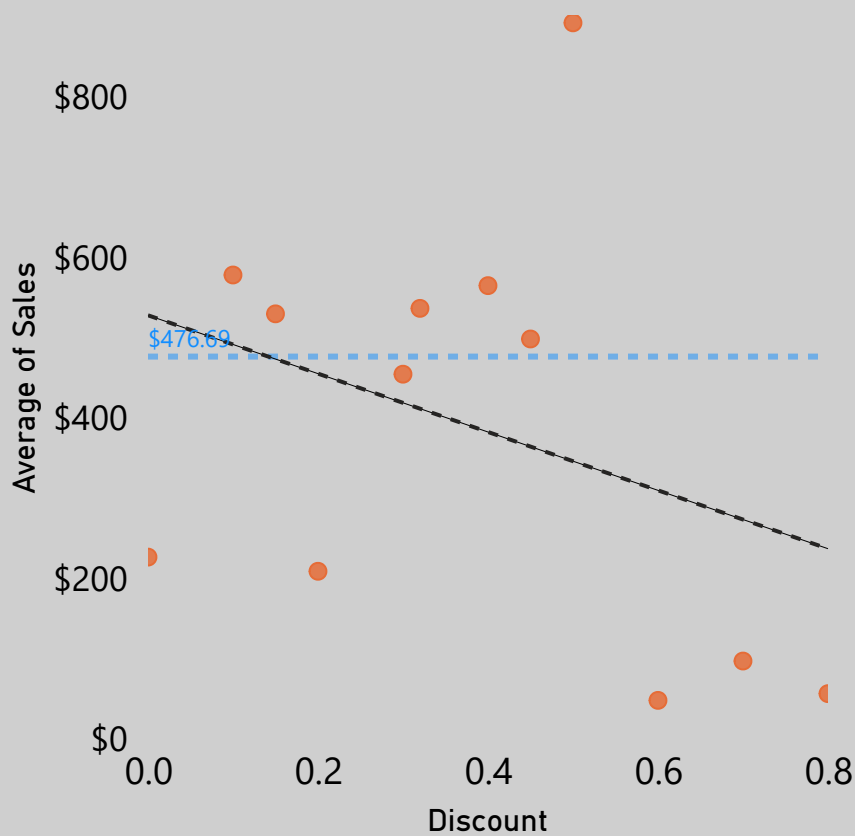
Discount and sales activity timeline



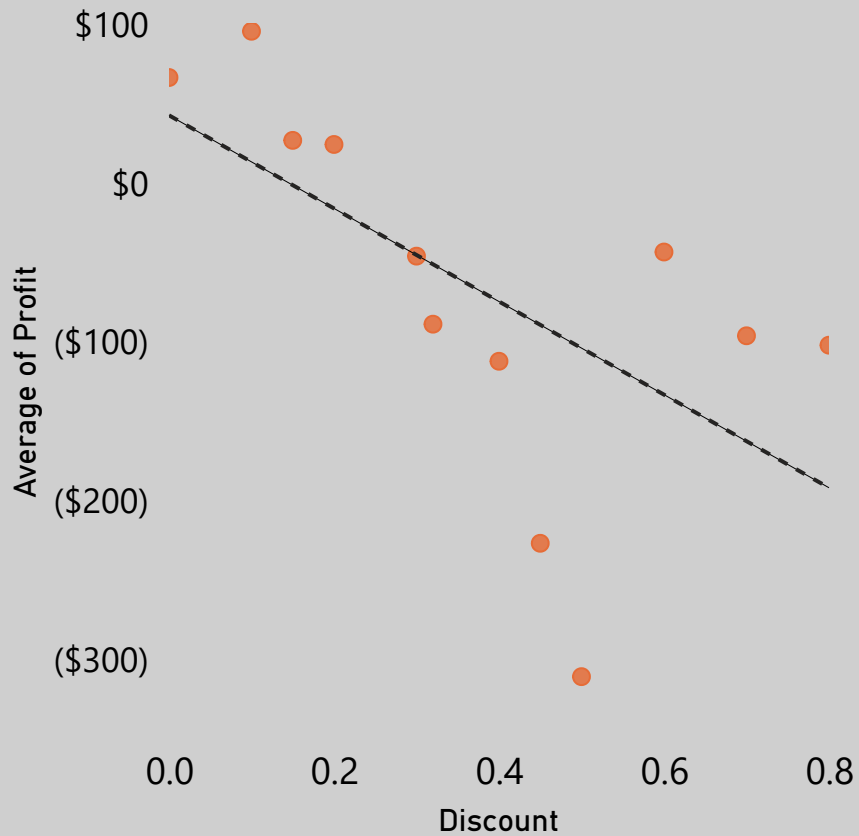
Average quantity by discount



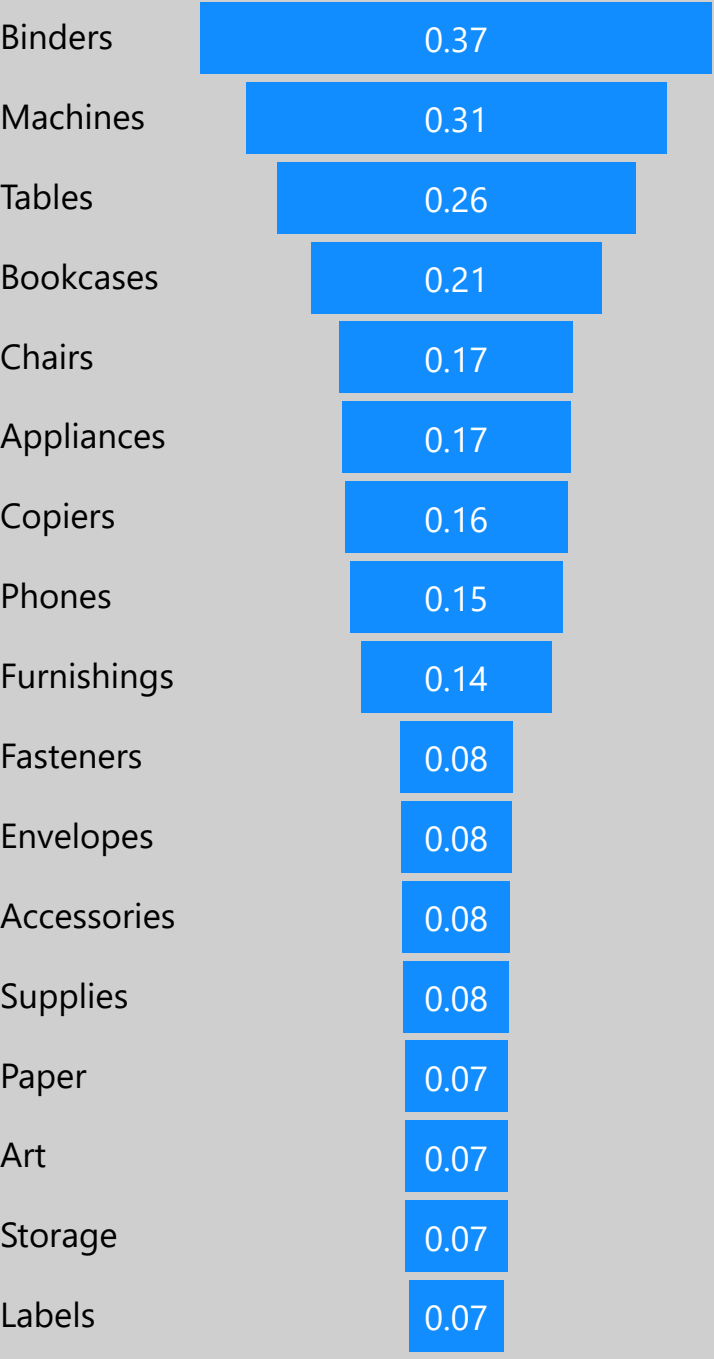
Average revenue by discount



Average of profit by discount



Average discount by subcategory





# SUPERSTORE GEOSPATIAL ANALYSIS

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SALES PERFORMANCE



DISCOUNT IMPACT ANALYSIS

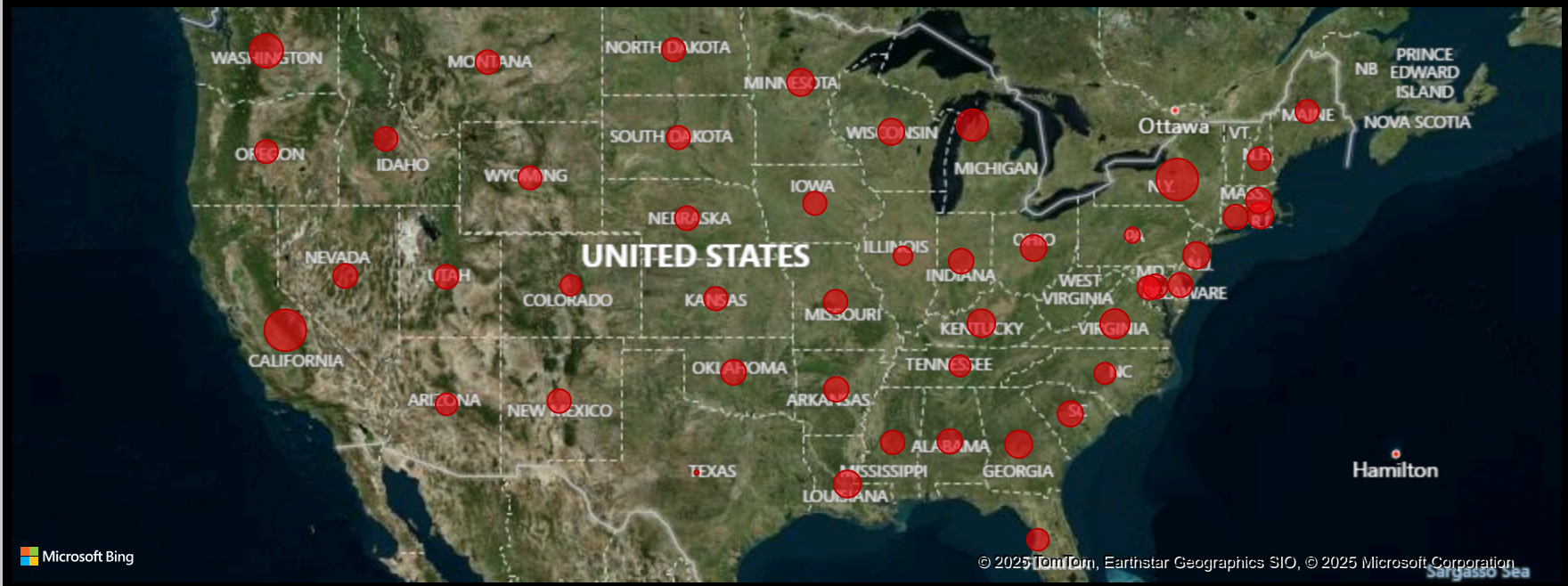


GEOSPATIAL ANALYSIS

Total revenue by state

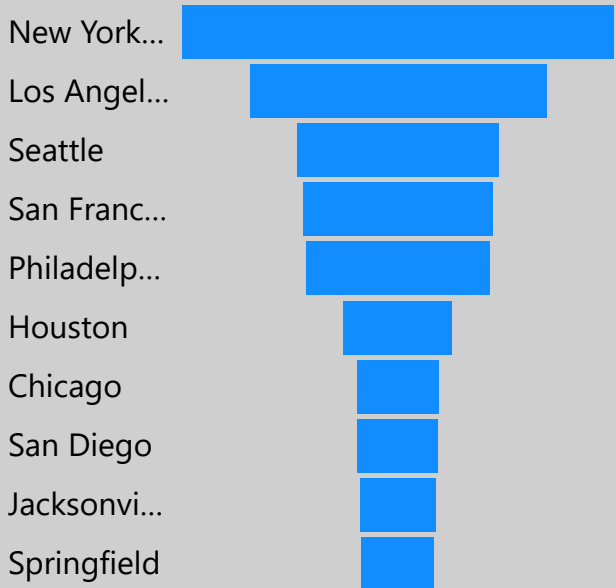


Total profit by state

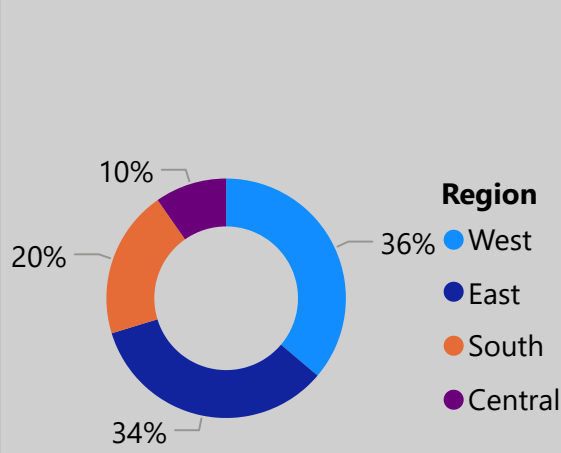


Region	State	City	Total Sales	Total Profit	Profit Margin	Profit/Loss Flag
South	Alabama	Decatur	\$6,544.29	\$689.06	10.53%	Profit
South	Alabama	Hoover	\$525.85	\$18.72	3.56%	Profit
South	Alabama	Mobile	\$5,462.99	\$2,175.83	39.83%	Profit
South	Alabama	Montgomery	\$3,722.73	\$834.66	22.42%	Profit
South	Alabama	Tuscaloosa	\$175.70	\$51.01	29.03%	Profit
West	Arizona	Avondale	\$946.81	\$76.17	8.04%	Profit
West	Arizona	Bullhead City	\$22.29	\$6.72	30.17%	Profit
West	Arizona	Chandler	\$1,076.75	\$81.46	7.57%	Profit
West	Arizona	Gilbert	\$4,172.38	\$138.25	3.31%	Profit
West	Arizona	Glendale	\$2,917.87	\$182.86	6.27%	Profit
West	Arizona	Mesa	\$4,037.74	(\$559.23)	-13.85%	Loss
Total			\$2,297,200.86	\$286,397.02	12.47%	Profit

Top 10 cities by total revenue



Total profit by region



Top 10 cities by total profit

