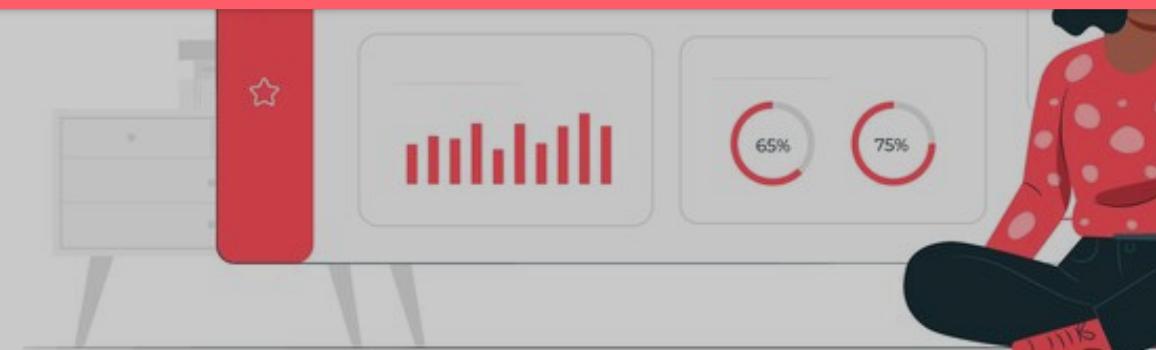


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2. SUPERSTORE LOCATION
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4. GOOGLE PLAY STORE
5. SALES (2018 - 2021)

# POWER BI TRACK (WEEK 3): REPORT/DASHBOARD





OVERVIEW



CUSTOMERS



PRODUCTS



LOCATION

ORDERS

9994

TOTAL NO CUSTOMERS

793

PRODUCTS

1850

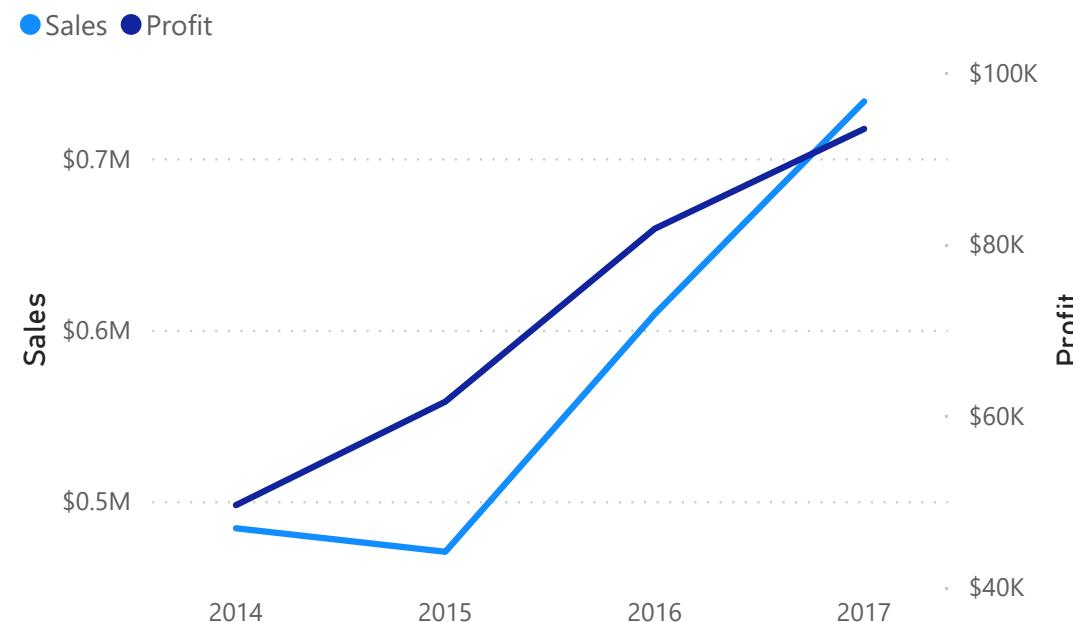
SALES

\$2.30M

PROFIT

\$286K

## Sales and Profit by Year



Sales were low in 2015 by **0.02%**, but increased from 2015 - 2017 simultaneously.

Product Name	Sales	Profit	Profit Margin	Quantity
Staples	\$755.47	\$292.20	38.68%	215
Staple envelope	\$1,686.81	\$751.63	44.56%	170
Easy-staple paper	\$2,504.19	\$1,096.03	43.77%	150
Staples in misc. colors	\$478.81	\$124.05	25.91%	86
KI Adjustable-Height Table	\$4,552.64	(\$248.48)	-5.46%	74
Avery Non-Stick Binders	\$217.32	\$43.55	20.04%	71
Storex Dura Pro Binders	\$278.59	\$50.55	18.14%	71
GBC Premium Transparent Covers with Diagonal Lined Pattern	\$780.46	\$49.51	6.34%	67
Situations Contoured Folding Chairs, 4/Set	\$3,641.27	\$234.23	6.43%	64
Staple-based wall hangings	\$422.29	\$121.99	28.89%	62
Chromcraft Round Conference Tables	\$8,209.06	(\$189.98)	-2.31%	61
Eldon Wave Desk Accessories	\$266.73	\$99.00	37.12%	61
Staple remover	\$263.09	\$24.07	9.15%	61
<b>Total</b>	<b>\$2,297,200.86</b>	<b>\$286,397.02</b>	<b>12.47%</b>	<b>37873</b>

**Staple-related items** were the highest purchased from the store.



# SUPER STORE ANALYTICS



CUSTOMER SEGMENT: All



OVERVIEW



CUSTOMERS



PRODUCTS

- ▼  2010
- ▼  2011
- ▼  2012

LOCATION

ORDERS

**9994**

TOTAL NO CUSTOMERS

**793**

PRODUCTS

**1850**

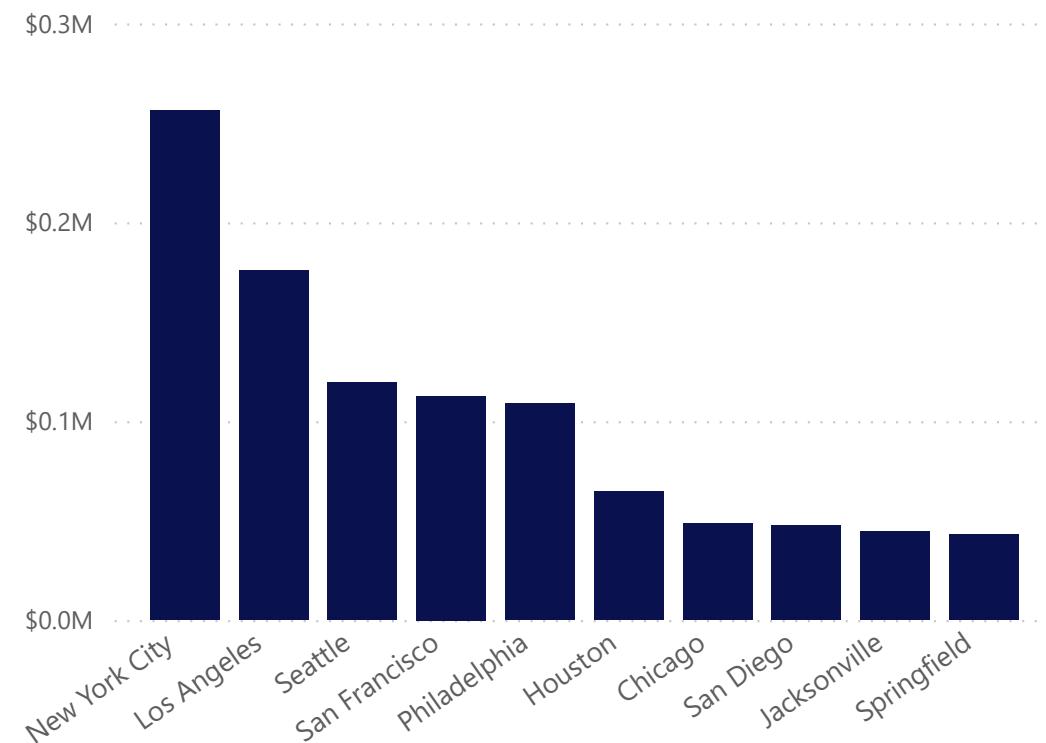
SALES

**\$2.30M**

PROFIT

**\$286K**

Sales by City



Product Name	Sales	Profit	Profit Margin	Quantity
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<b>Total</b>	<b>\$2,297,200.86</b>	<b>\$286,397.02</b>	<b>12.47%</b>	<b>37873</b>

The highest sales were gotten from **New York City (2014, 2015, 2017)**, although in **2016**, sales from **Los Angeles** were the highest.

# ONLINE BIKE STORE ANALYSIS

ProductCategory

All

ProductSubcategory

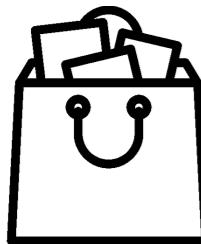
All

Year

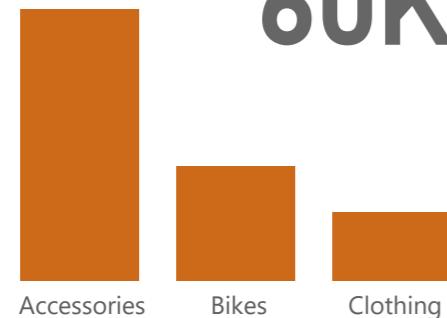
All

Month

All



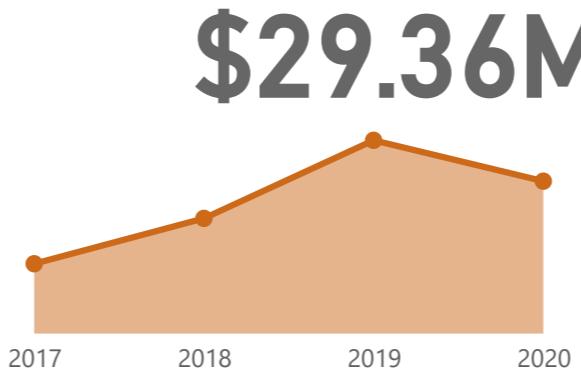
60K



The total number of orders is **60K** and the total quantity is **60K** with accessory products being the most purchased.



\$29.36M



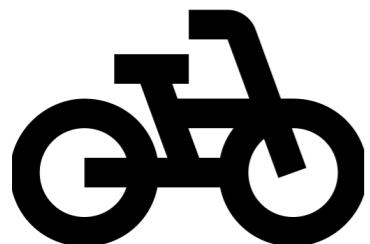
Sales increased spontaneously from 2017 - 2019, but dropped in 2020. The highest sales made was in 2019, with a total of **\$10.69M**.



\$12.08M

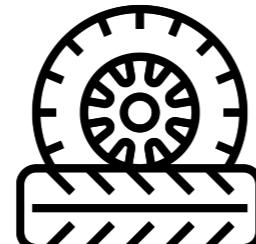


The total profit made was **\$12.08M** with a margin of **41.15%**



## BIKES

Bikes were the highest sold products in sales, with **Road and Mountain Bikes** being the most purchased Sub-Category.



## ACCESSORIES

Products in the Sub-Category; **Helmets, Tyre and Tubes, Bottle and Cages** were the highest sold.



## CLOTHING

The highest sold products were **Jerseys and Caps** from the Clothing Sub-Category.



## LOCATION

This analysis focuses on 6 countries (United Kingdom, United States of America, Germany, Australia, France and Canada) although most of the who orders came from the **United States of America**.



## GOOGLE PLAY STORE ANALYSIS



**9638**  
TOTAL APPS



**168bn**  
INSTALLS



**5bn**  
REVIEWS



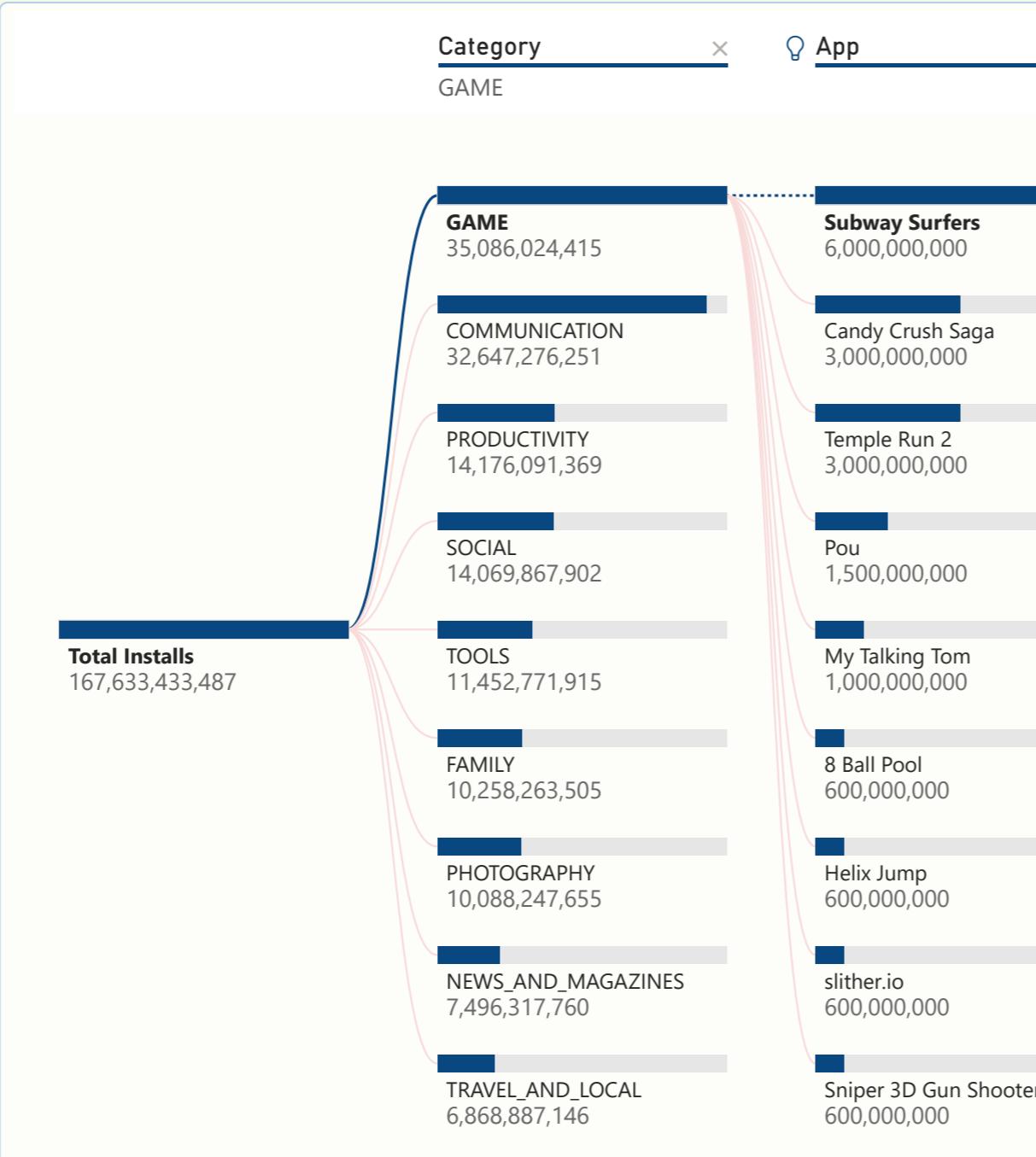
**3.62**  
AVERAGE RATING

AGE GROUP: All

GENRE: All

TYPE: All

This dashboard analyses different categories of apps in the Google Play Store. It aims to show the top installs, rating and reviews from the various categories.



## BREAKDOWN

➤ Adults (18+) are more interested in **Social media** and **Gaming apps**, especially social media apps where they can meet and chat with new people.

Just like the adults, **Teens** are also interested in **Social media** and **Gaming apps**. You can also find them interested in Entertainment category. Let's just say Teens are very much interested in things that concern the internet and their curiosity.

➤ **Kids(10+)** are more interested in **Gaming apps**, and their most installed is **Subway Surfers** are more interested in

## TAKEAWAY

The underlined words are important **keys to note** when building your next big app! Look into what majority of installers like installing and strategise in that order.

# SALES (2018 - 2021) OVERVIEW

**Category**

**Country**

**City**

**Year**

