

SALES AND QUANTITY



Total Sales

in m

1.34 m
Sales

Total Quantity Sold

in k

22.31 k
Quantity

Total Profit

in k

175.23 k
Profit

Avg Profit %

13.05
% Profit



Ship Mode

- ☒ All
- ☒ First Class
- ☒ Same Day
- ☒ Second Class
- ☒ Standard Class

Total Sales



> Office Supplies

430,037.16

183,939.98

246,097.18

Accessories

101,842.09

41,895.85

59,946.23

Copiers

112,498.80

49,599.41

62,899.39

Machines

99,451.56

55,906.89

43,544.68

Phones

184,302.55

78,962.03

105,340.52

^ Technology

498,094.99

226,364.18

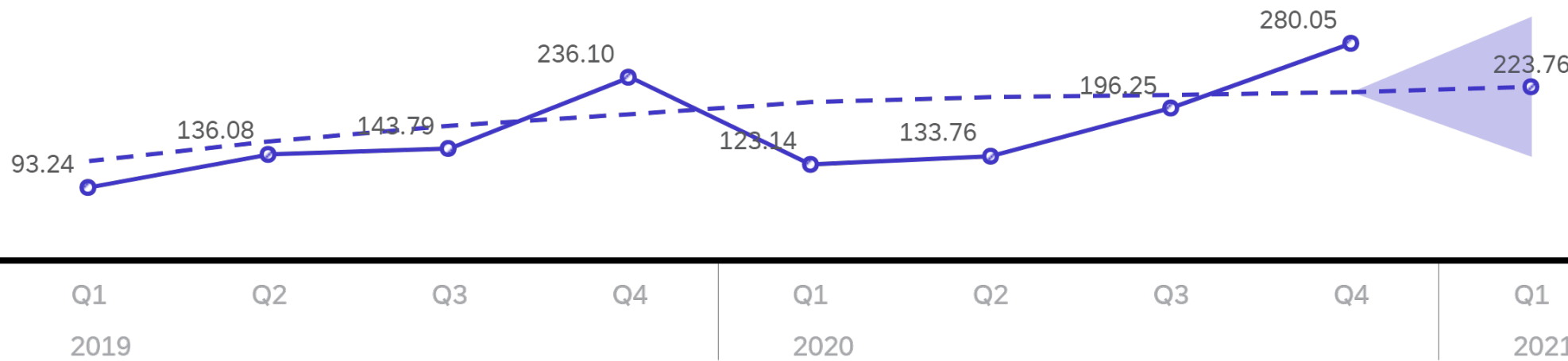
271,730.81

Sales per Order Date

in k

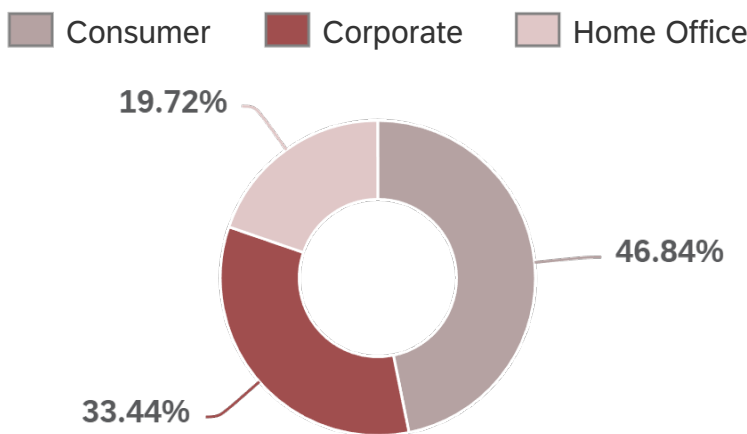


Forecast

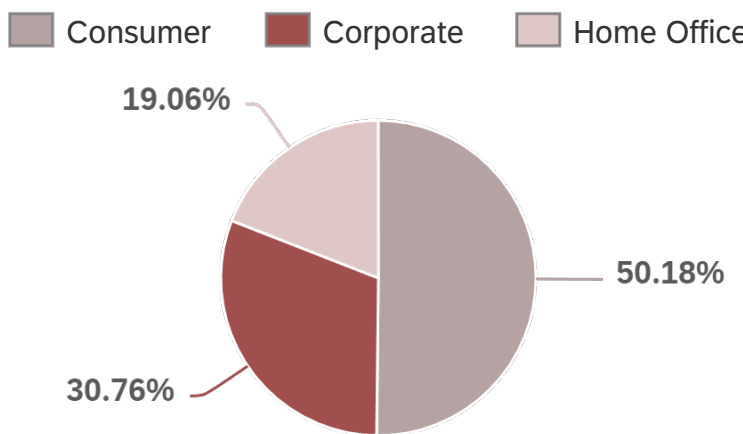


💡 Q4 2020 has the highest Sales. TEC-CO-10004722 is the top Product ID contributor in Q4 2020. [View more...](#)

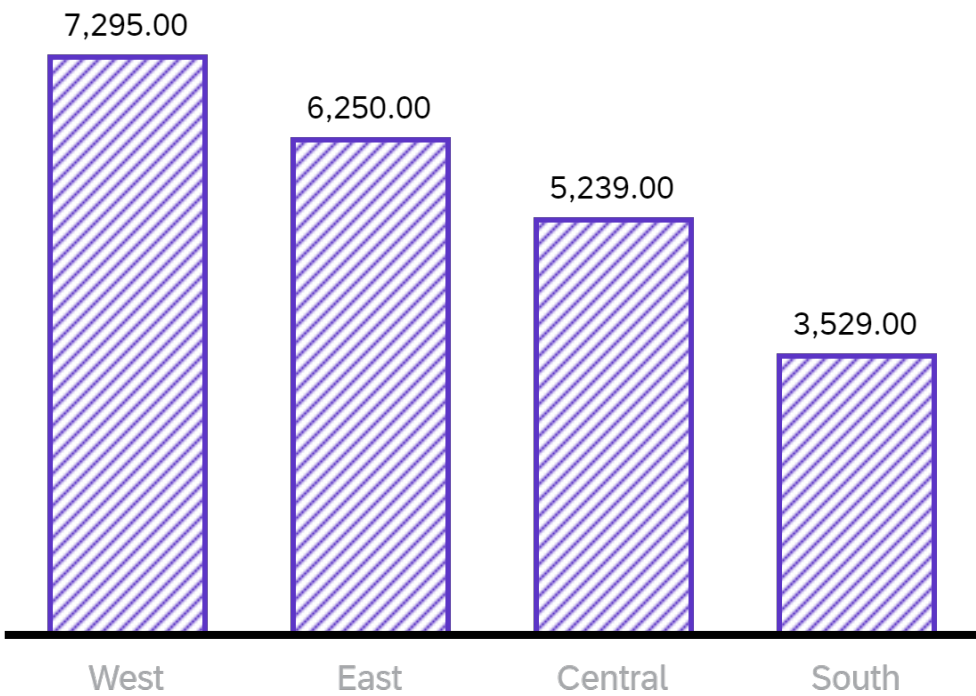
Sales per Segment



Quantity per Segment



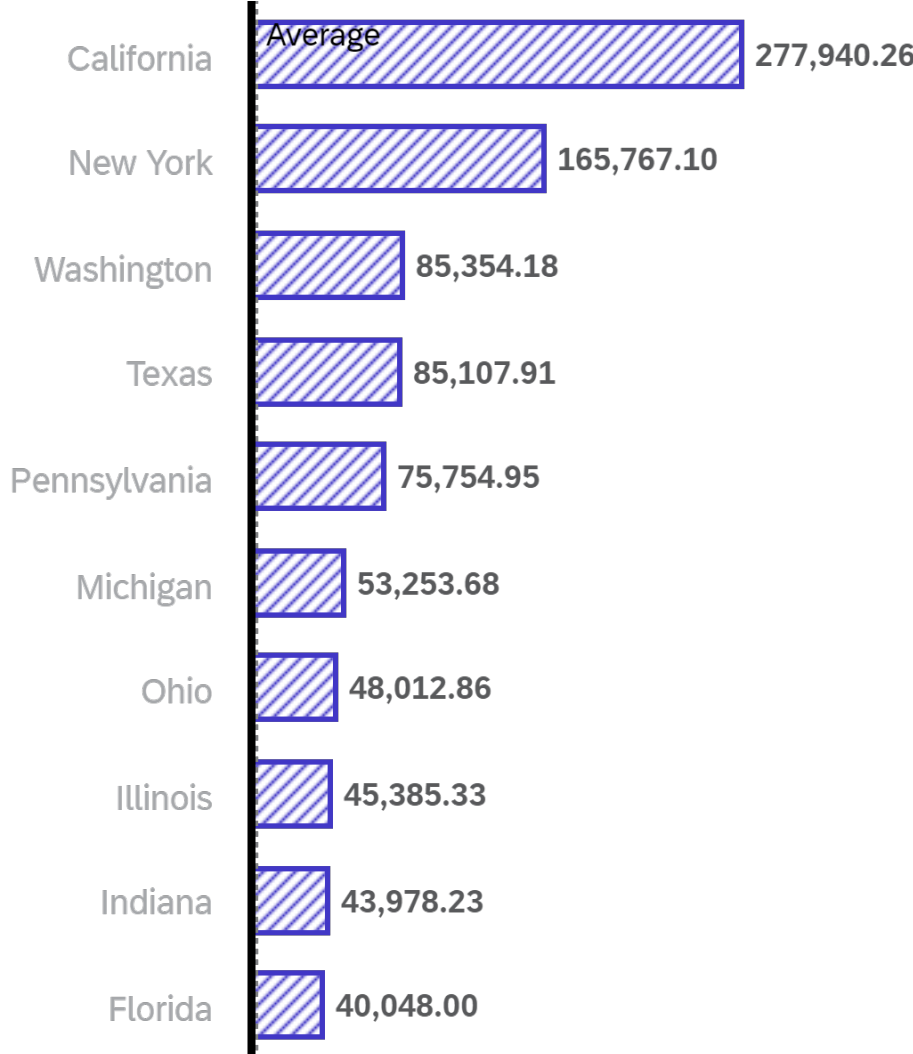
Quantity per State



Sales per State

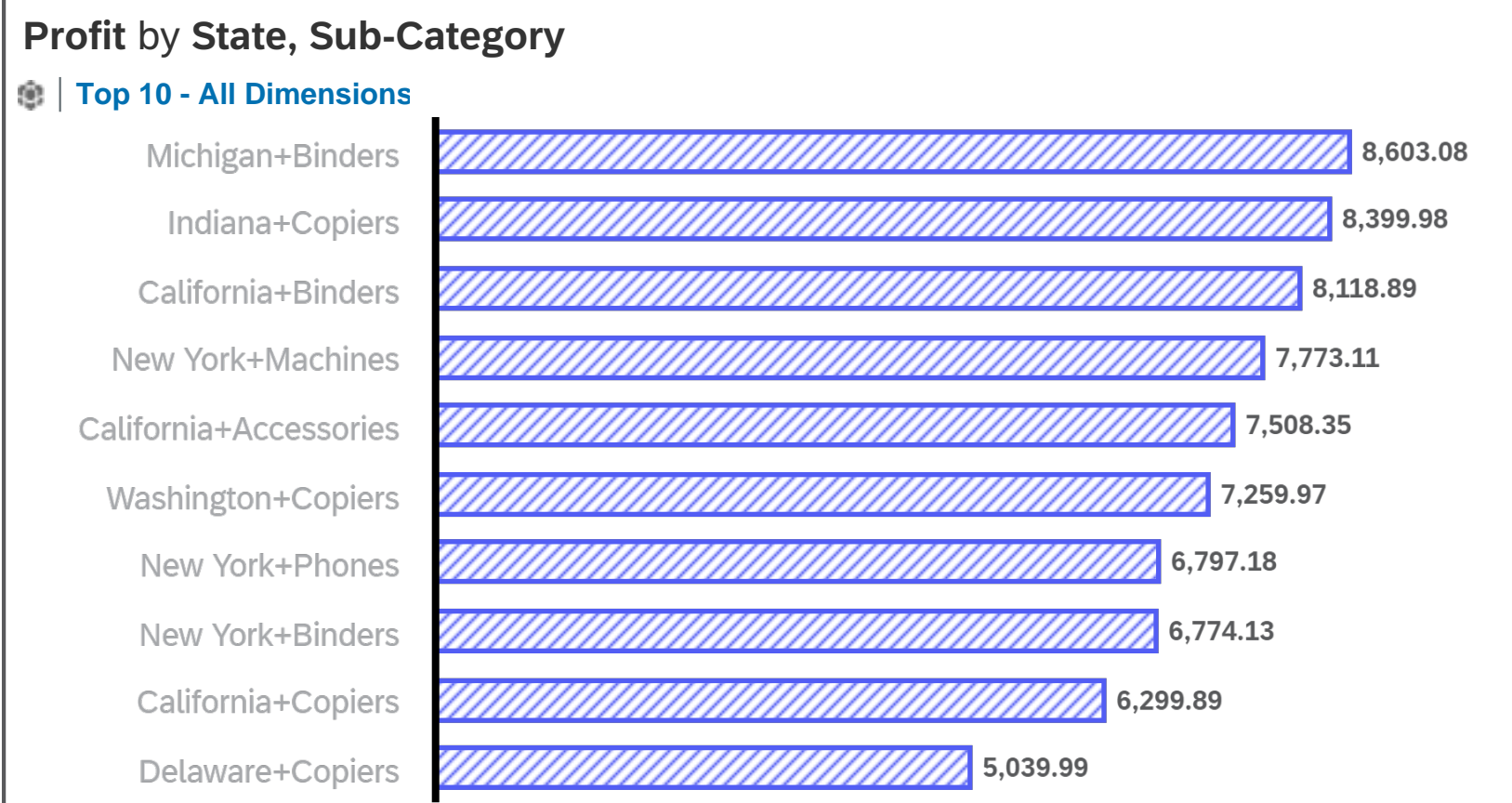
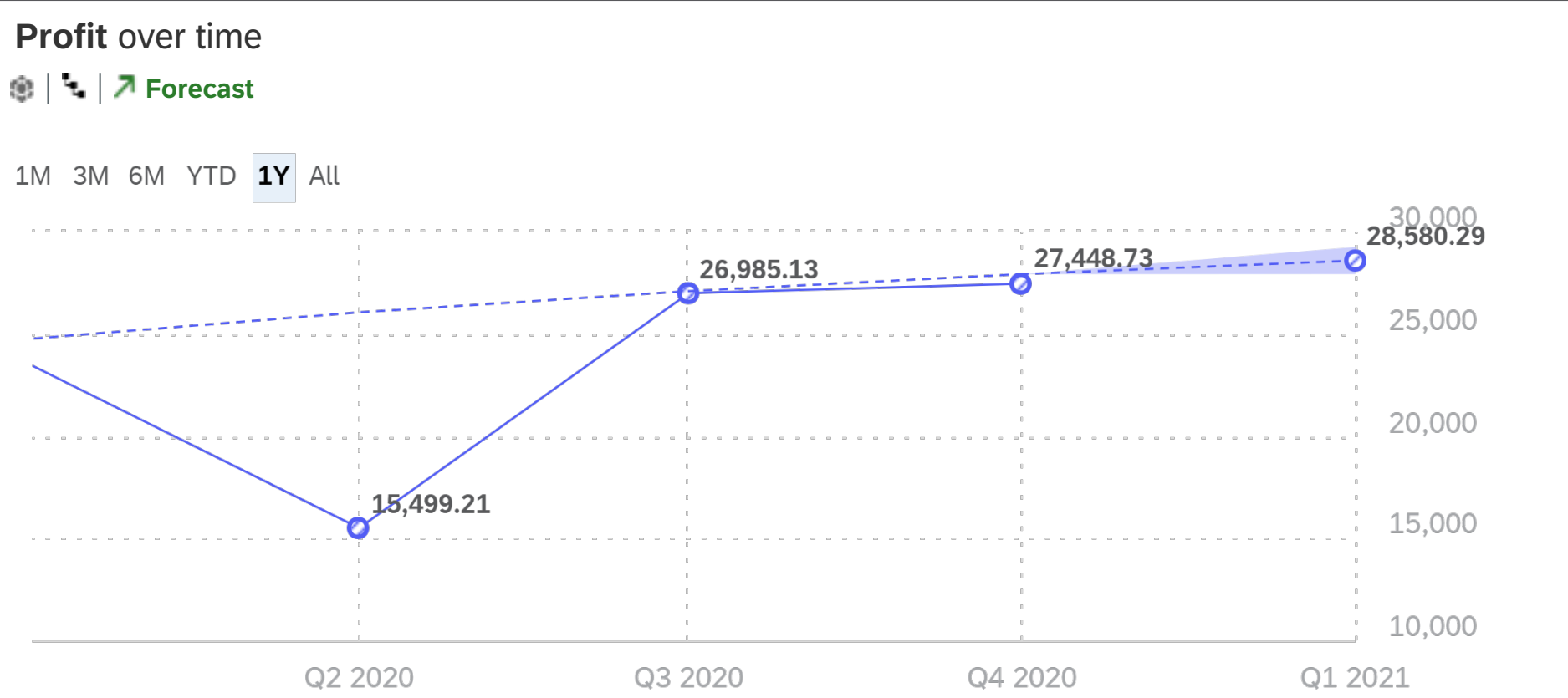
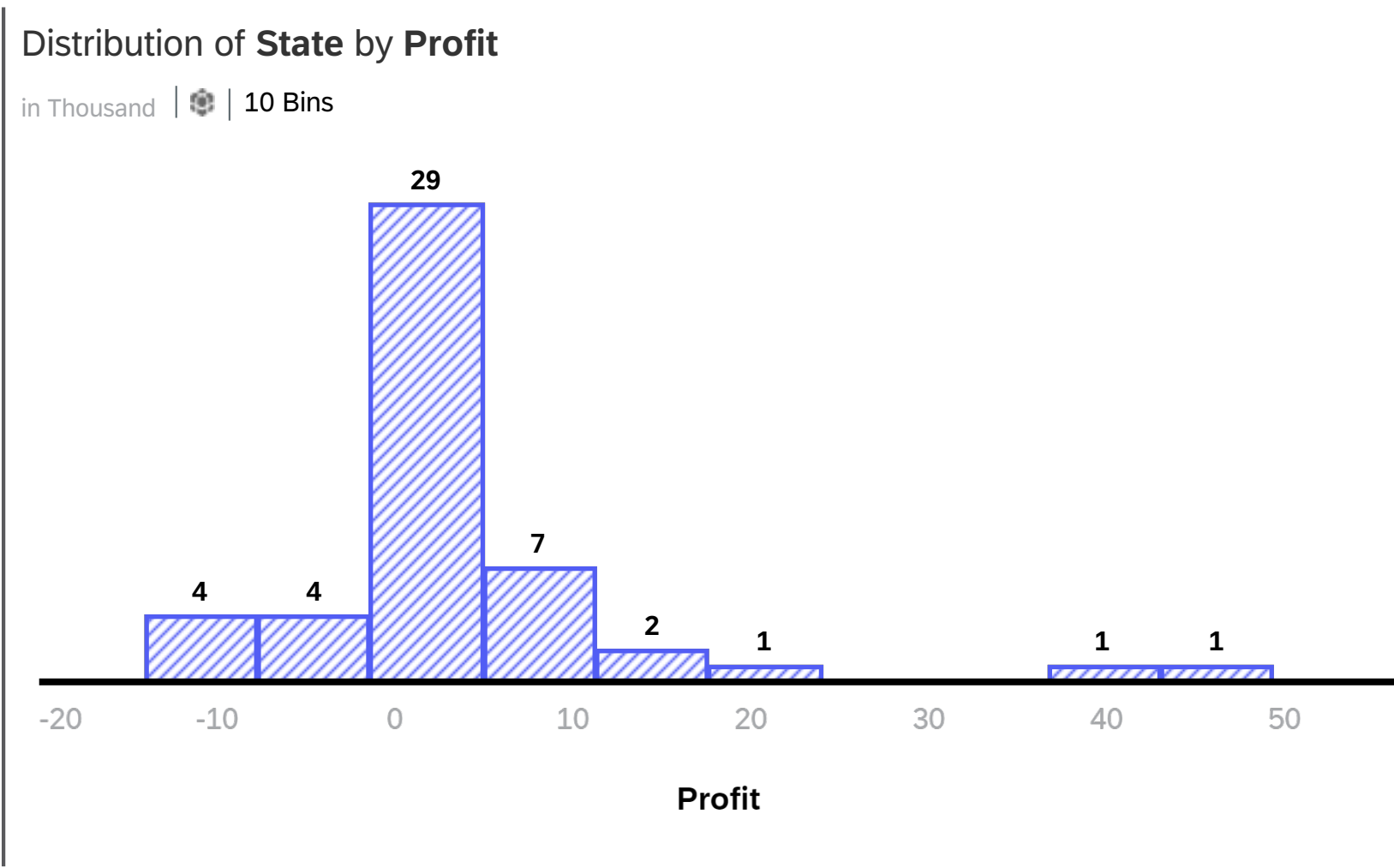
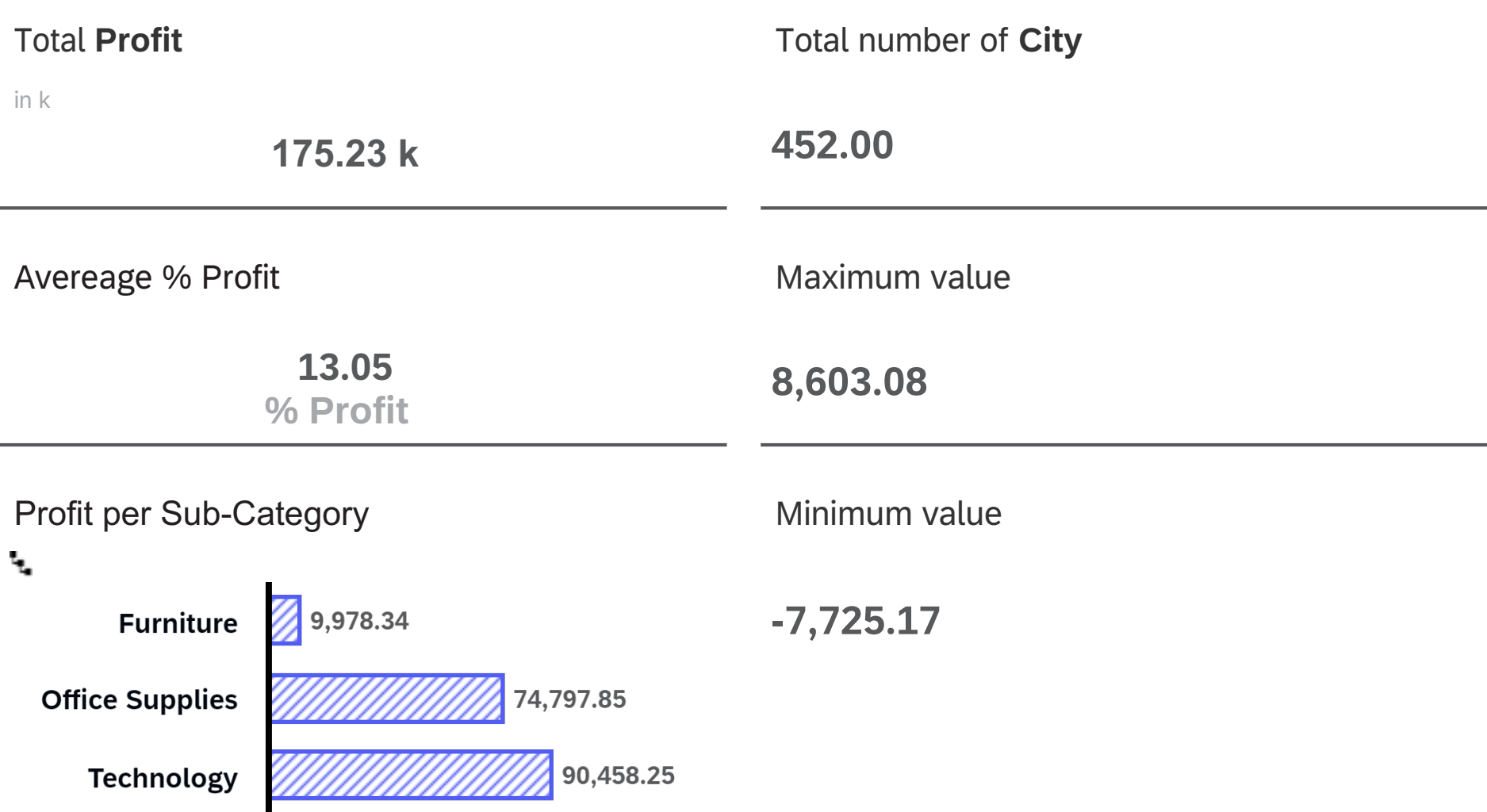


Top 10 - All Dimensions



💡 **California** has the highest **Sales**. The total so far for **Q4 2020** is 47,787.51. The total for **Q3 2020** was 48,409.73, an increase of 91% (23,011.76) compared to **Q2 2020** (25,397.97). [View more...](#)

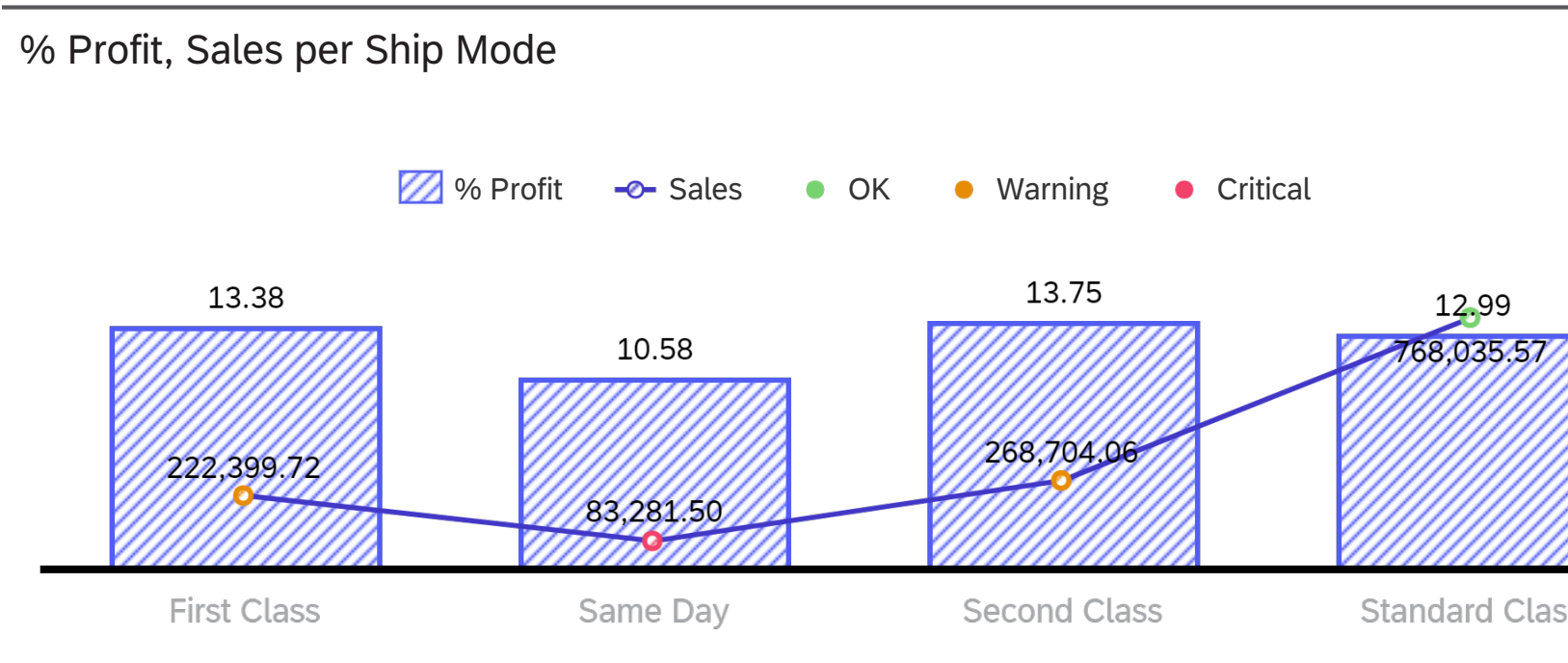
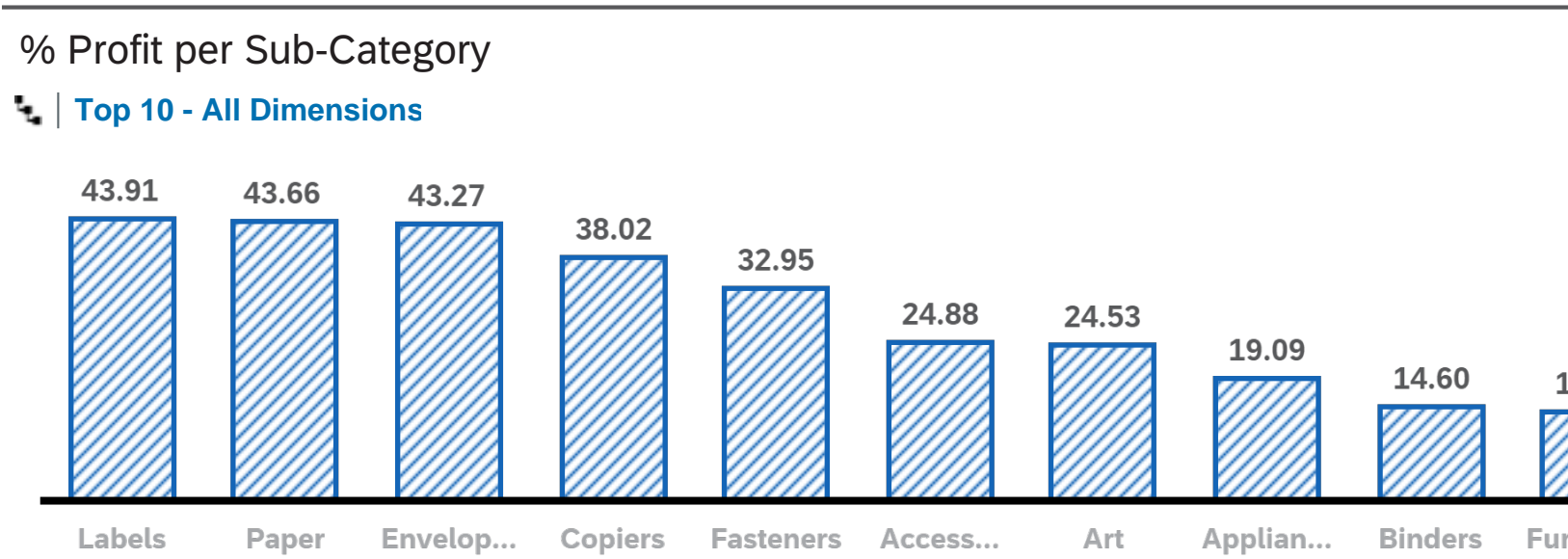
PROFIT



Loading insights...

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Profit %				
	(all)	2019	2020	
Illinois	-21.05	-13.36	-27.70	
Indiana	35.30	40.79	27.76	
Iowa	34.85	32.11	38.51	
Kansas	34.70	33.40	35.92	
Michigan	32.82	32.80	32.86	
Minnesota	34.70	26.48	36.56	
Missouri	22.84	32.36	18.54	
Nebraska	26.66	27.73	25.73	
North Dakota	25.02	–	25.02	
Oklahoma	24.11	20.94	28.18	
South Dakota	30.00	–	30.00	
Texas	-16.54	-12.57	-20.36	



KEY INFLUENCERS OF PROFIT

About this Smart Discovery

This Smart Discovery analyzed **Profit** for **State, Sub-Category** from **Practice Superstore data**. It identified **8** columns as key influencers. These key influencers are based on a snapshot of your data from **Sep 15, 2023**.

You've excluded **Customer ID, Customer Name, Order ID**, and **Product ID** before running the analysis.

We aggregate all the relevant measures and dimensions to the level of the entity. For your dimensions that can have several values for one entity, we count the number of dimension members of each entity.

The underlying machine learning model indicates that the analysis quality is good.

How to interpret the charts

The charts below are based on your live data. In the chart, select a key influencer to analyze the impact it has on **Profit** for **State, Sub-Category**.

Key influencers of Profit for State, Sub-Category			
	Influence	Column	Correlations
•	WEAK	Sales	Quantity, Number of Product Name, Number of City
•	WEAK	Quantity	Number of Product Name, Number of City, Sales, Number of Ship Mode, Number of Segment
•	WEAK	State	-
•	WEAK	Number of Product Name	Quantity, Number of City, Number of Ship Mode, Sales, Number of Segment
•	WEAK	Sub-Category	-
•	WEAK	Number of City	Number of Product Name, Quantity, Number of Segment, Number of Ship Mode, Sales
•	WEAK	Number of Ship Mode	Number of Segment, Number of City, Number of Product Name, Quantity
•	WEAK	Number of Segment	Number of City, Number of Ship Mode, Number of Product Name, Quantity

Key influencers and its impact on Profit

- ✦

List A
- ☐

Sales bin
- ☐

Quantity bin
- ☒

State
- ☐

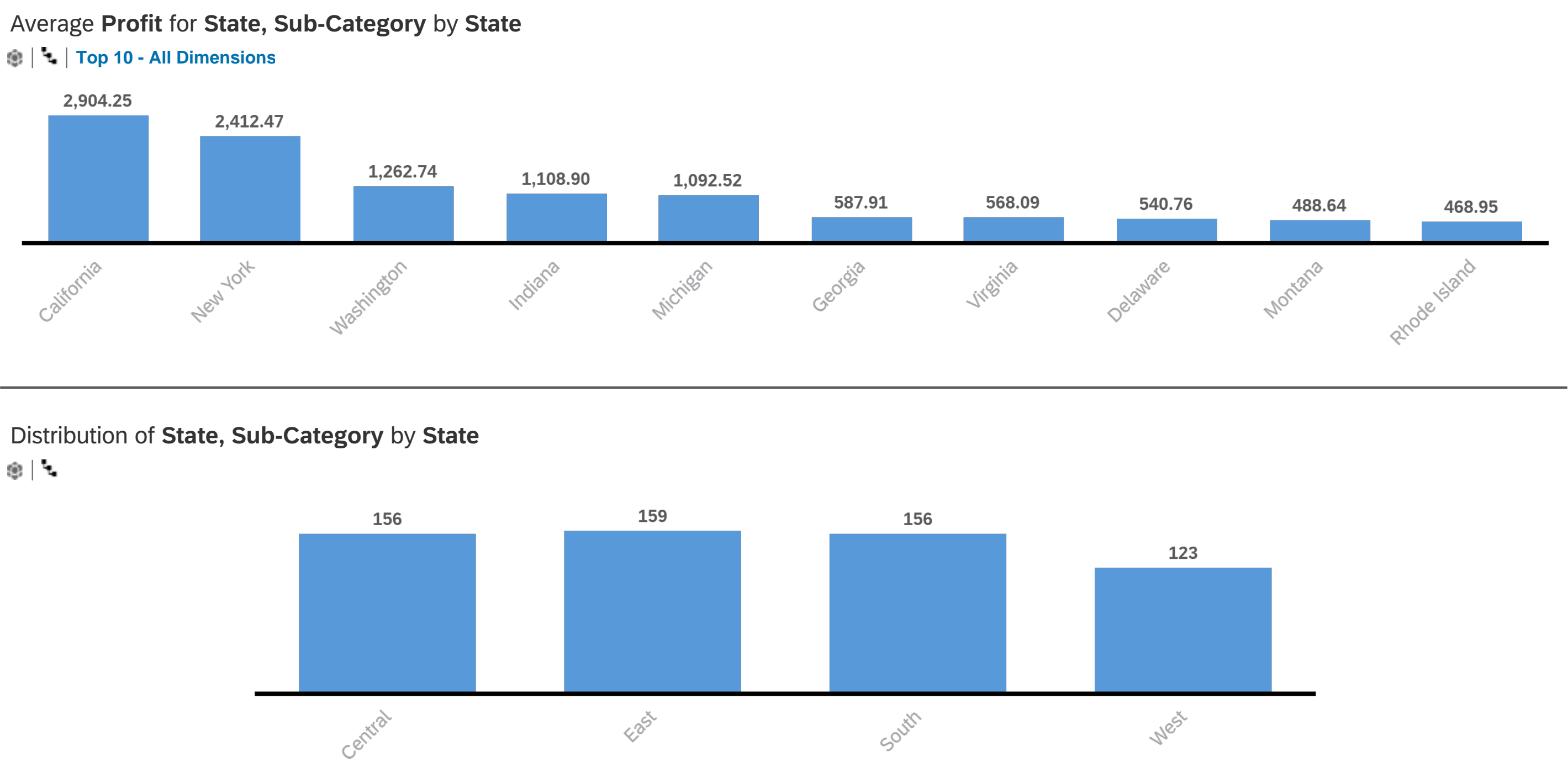
Number of Product Name bin
- ☐

Sub-Category
- ☐

Number of City bin
- ☐

Number of Ship Mode bin
- ☐

Number of Segment bin



UNEXPECTED VALUES IN PROFIT

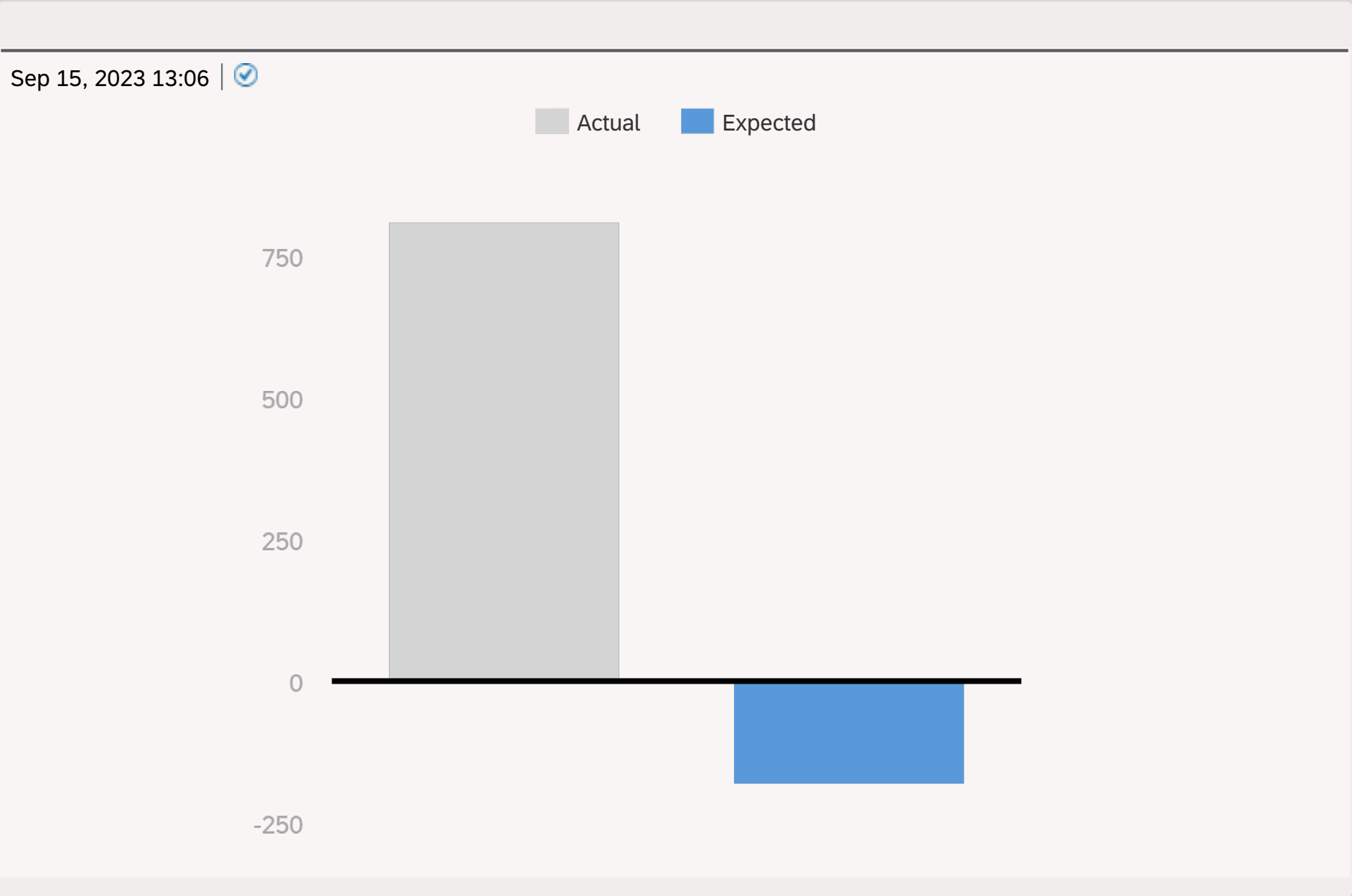
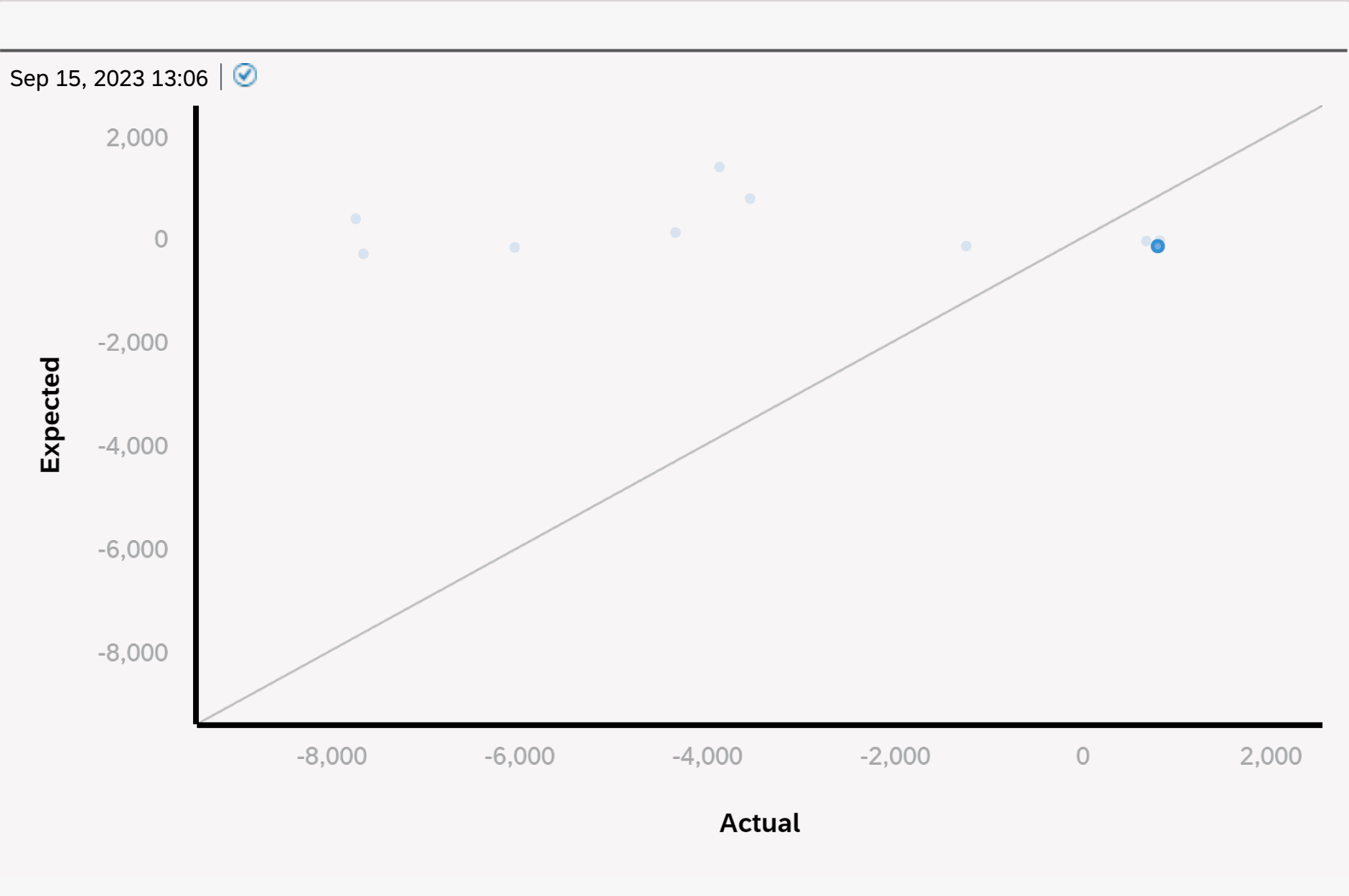
We found 10 State, Sub-Category which were unexpected.

Sep 15, 2023 13:06 |

Edit Columns

	Profit Actual	Profit Expected	Profit Difference	Profit % Difference	Sales	Quantity	State	Sub-Category	Profit	
1	807.04	-173.49	980.54	-565 %	2,740.82	49.00	Maryland	Furnishings	807.04	
2	836.04	-66.63	902.68	-1355 %	1,741.76	20.00	Missouri	Binders	836.04	
3	673.57	-74.61	748.17	-1003 %	1,421.47	68.00	Indiana	Paper	673.57	
4	-1,232.36	-172.74	-1,059.62	613 %	8,594.56	71.00	Texas	Tables	-1,232.36	
5	-3,540.06	747.51	-4,287.57	-574 %	4,961.13	199.00	Pennsylvania	Binders	-3,540.06	
6	-4,338.26	90.95	-4,429.21	-4870 %	3,253.70	11.00	Colorado	Machines	-4,338.26	
7	-3,867.82	1,359.65	-5,227.47	-384 %	8,695.68	6.00	North Carolina	Machines	-3,867.82	
8	-6,051.98	-198.63	-5,853.35	2947 %	3,853.46	201.00	Illinois	Binders	-6,051.98	
9	-7,659.82	-323.58	-7,336.24	2267 %	4,816.59	357.00	Texas	Binders	-7,659.82	
10	-7,725.17	355.17	-8,080.34	-2275 %	5,408.26	22.00	Ohio	Machines	-7,725.17	

Association between the actual and expected Profit



SIMULATION

Expected **Profit** for **State, Sub-Category**

| Sep 15, 2023 13:06 | 

4,497.03 +4%

Expected **Profit** for **State, Sub-Category** is 4,497.03, positively influenced mainly by **Sales [18.21K] + Number of Product Name [66]** .

Change the influencer values below, and choose 'Simulate' to see the impact on **Profit for State, Sub-Category** :

Influencers

Sales

18,212.55

State

California

Sub-Category

Phones

Number of Ship Mode

3

Impact

Strongly Positive

Neutral

Neutral

Influencers

Quantity

349.50

Number of Product Name

66

Number of City

18

Number of Segment

2

Impact

Negative

Strongly Positive

Weakly Negative

Simulate