

Retail Sales Performance Dashboard

Quarter, Month

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Year

2015

2016

2017

2018

2019

Segment

Consumer

Corporate

Home Office

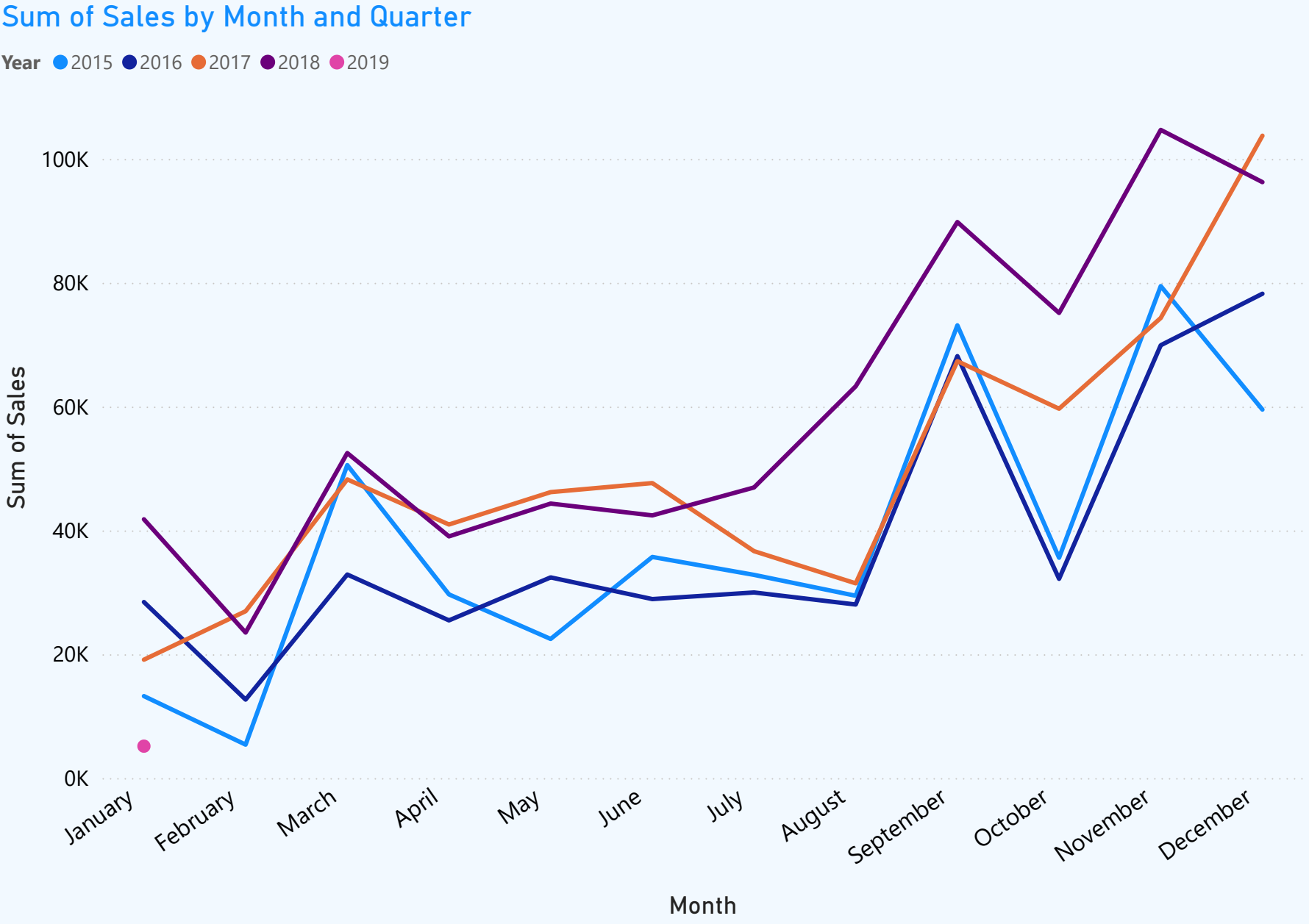
Ship Mode

First Class

Same Day

Second Class

Standard Class



Region

Central

East

South

West

Category

Furniture

Office Supplies

Technology

Sub-Category

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

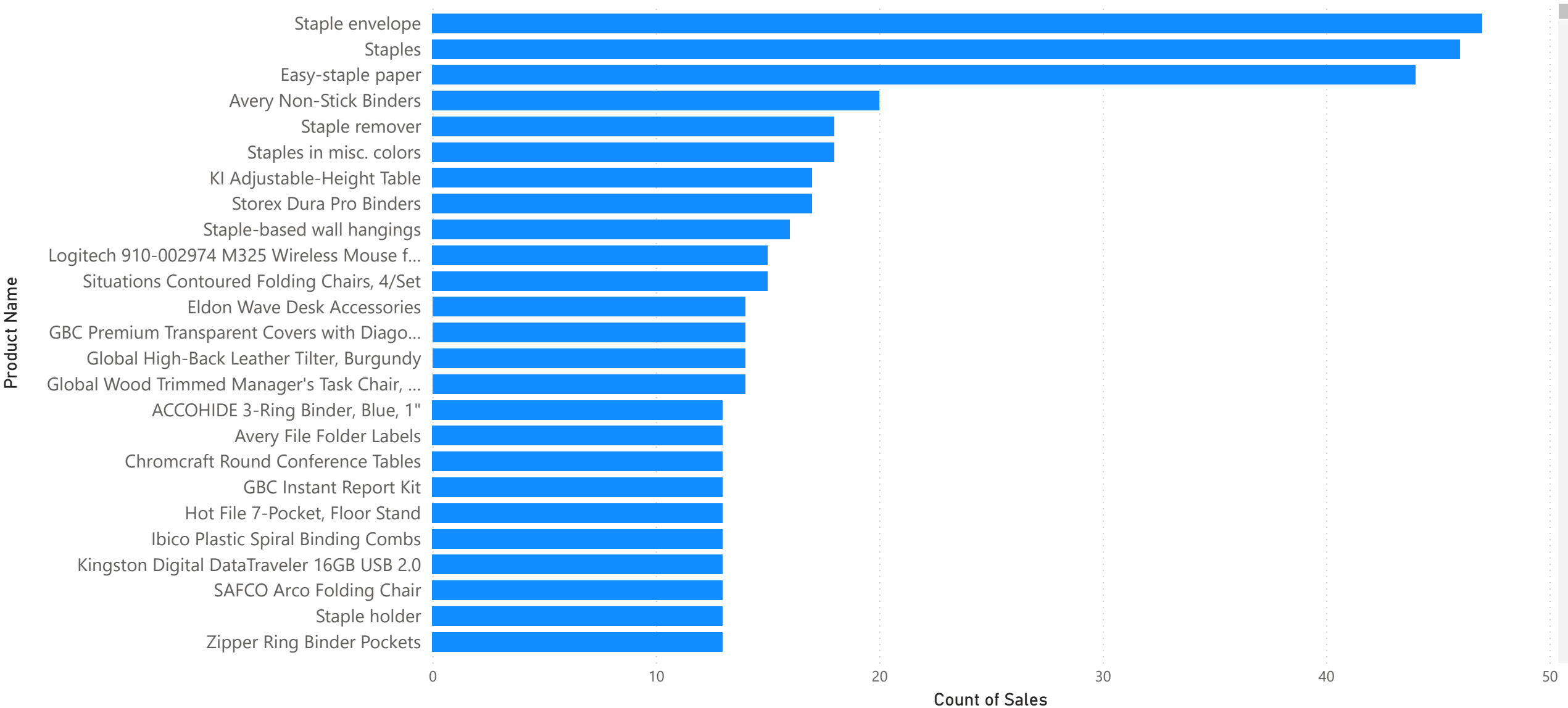
Envelopes

Fasteners

Furnishings

Top and Bottom Performance

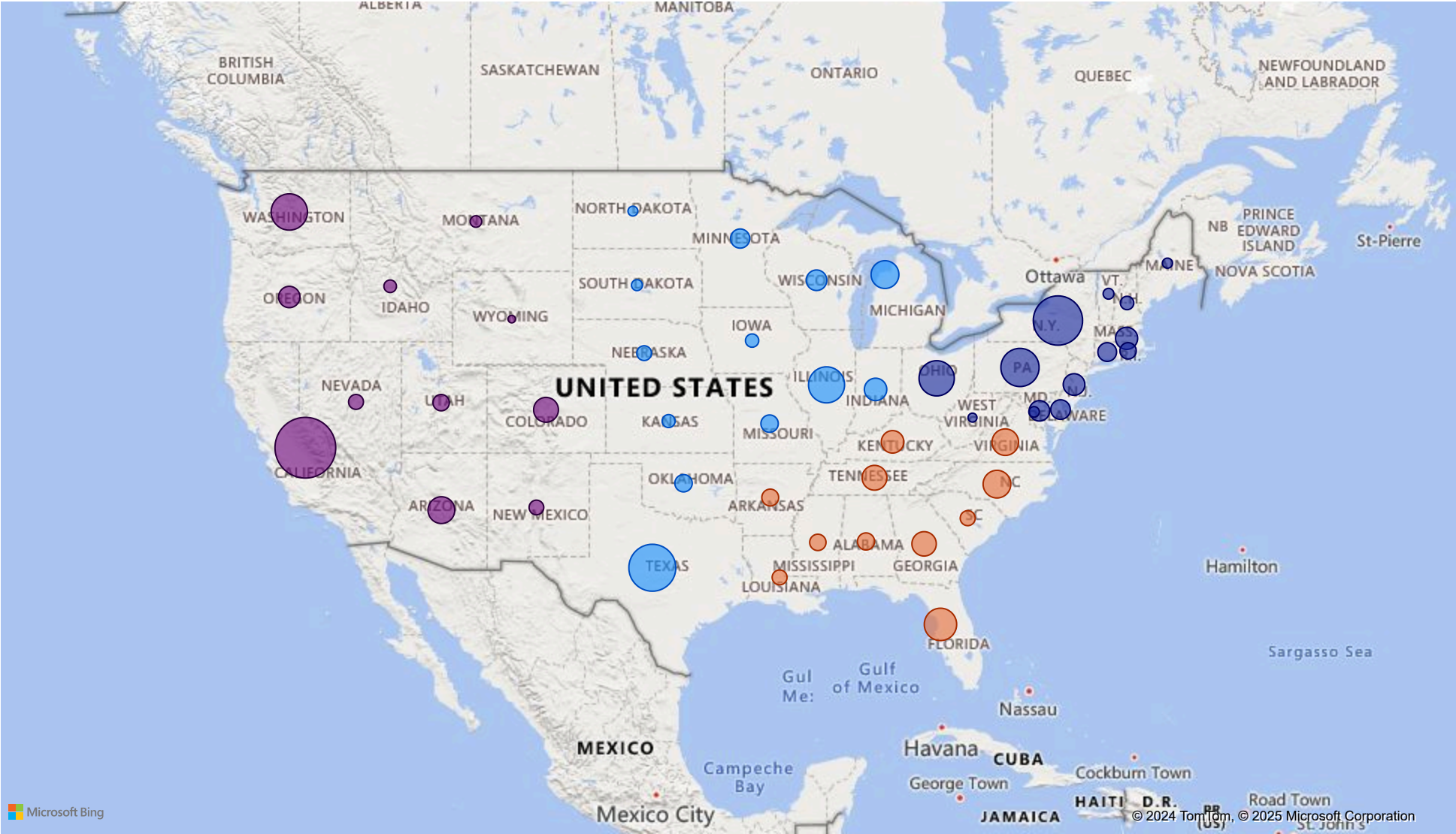
Count of Sales by Product Name



Geographical Insights

Count of Sales by State and Region

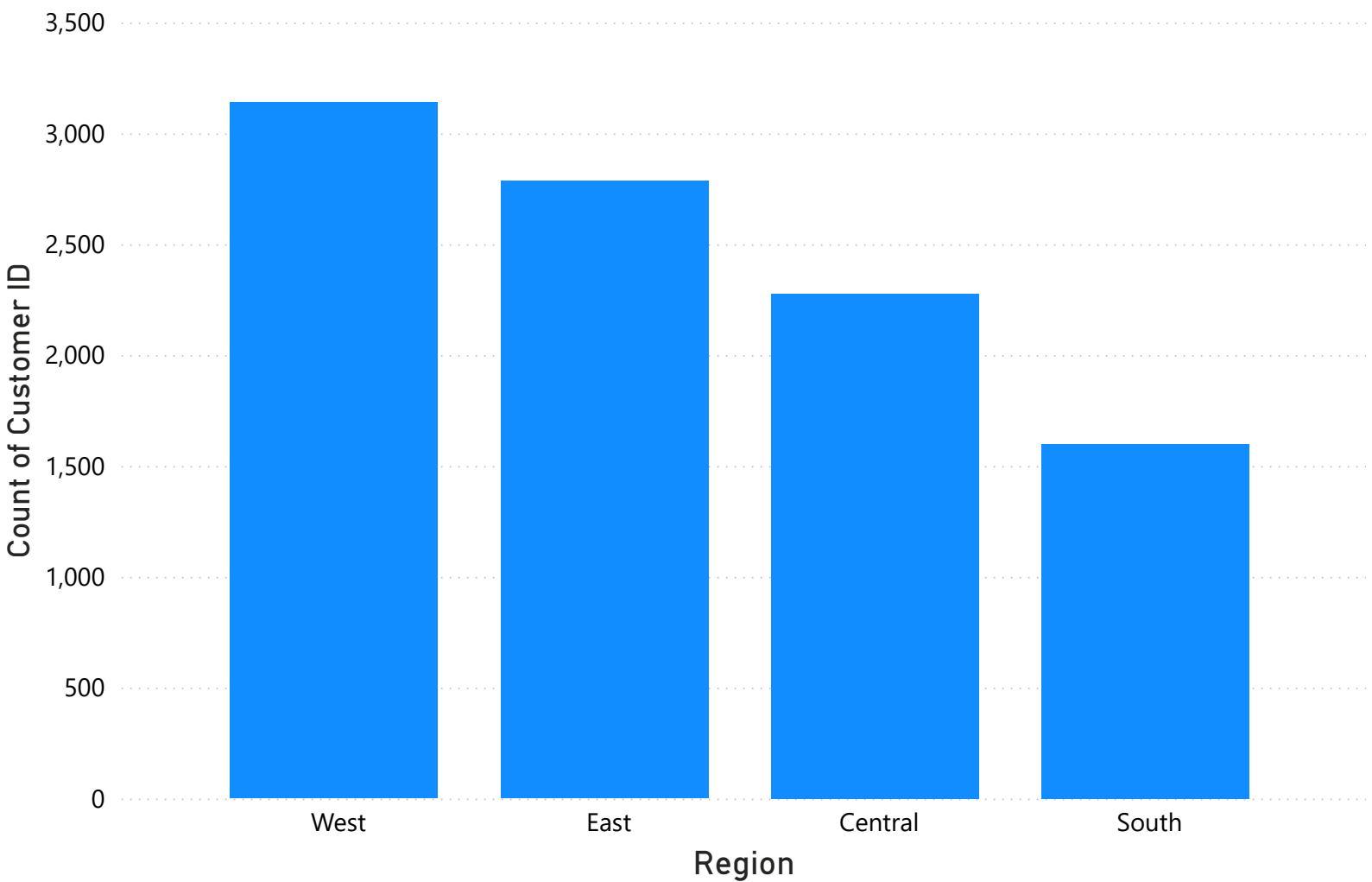
Region ● Central ● East ● South ● West



State		
<input type="checkbox"/>	Alabama	
<input type="checkbox"/>	Arizona	
<input type="checkbox"/>	Arkansas	
<input type="checkbox"/>	California	
<input type="checkbox"/>	Colorado	
<input type="checkbox"/>	Connecticut	
<input type="checkbox"/>	Delaware	
<input type="checkbox"/>	District of Columbia	
<input type="checkbox"/>	Florida	
<input type="checkbox"/>	Georgia	
<input type="checkbox"/>	Idaho	
<input type="checkbox"/>	Illinois	
<input type="checkbox"/>	Indiana	
<input type="checkbox"/>	Iowa	
<input type="checkbox"/>	Kansas	
<input type="checkbox"/>	Kentucky	
<input type="checkbox"/>	Louisiana	
<input type="checkbox"/>	Maine	
<input type="checkbox"/>	Maryland	

Customer Segmentation

Total Customers by Region / State / City



State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia

City

- ☐ Aberdeen
- ☐ Abilene
- ☐ Akron
- ☐ Albuquerque
- ☐ Alexandria
- ☐ Allen
- ☐ Allentown
- ☐ Altoona
- ☐ Amarillo



Performance Indicators

2.26M

Sum of Sales

9800

Count of Sales

793

Count of Customer ID

4922

Count of Order ID

230.77

Average of Sales

Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Ship Mode

- ☐ First Class
- ☐ Same Day
- ☐ Second Class
- ☐ Standard Class

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware

Sub-Category

- ☐ Accessories
- ☐ Appliances
- ☐ Art
- ☐ Binders
- ☐ Bookcases
- ☐ Chairs
- ☐ Copiers
- ☐ Envelopes
- ☐ Fasteners
- ☐ Furnishings
- ☐ Labels
- ☐ Machines

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Year, Quarter, Month

- ✓ ☐ 2015
- ✓ ☐ 2016
- ✓ ☐ 2017
- ✓ ☐ 2018
- ✓ ☐ 2019

For Project - Sanket Thange.