

SuperStoreUS-2015 Dashboard

Date

All



Region

All



Total Sales

1.29M

Total Profit

158.17K

Total Shipping Cost

17.40K

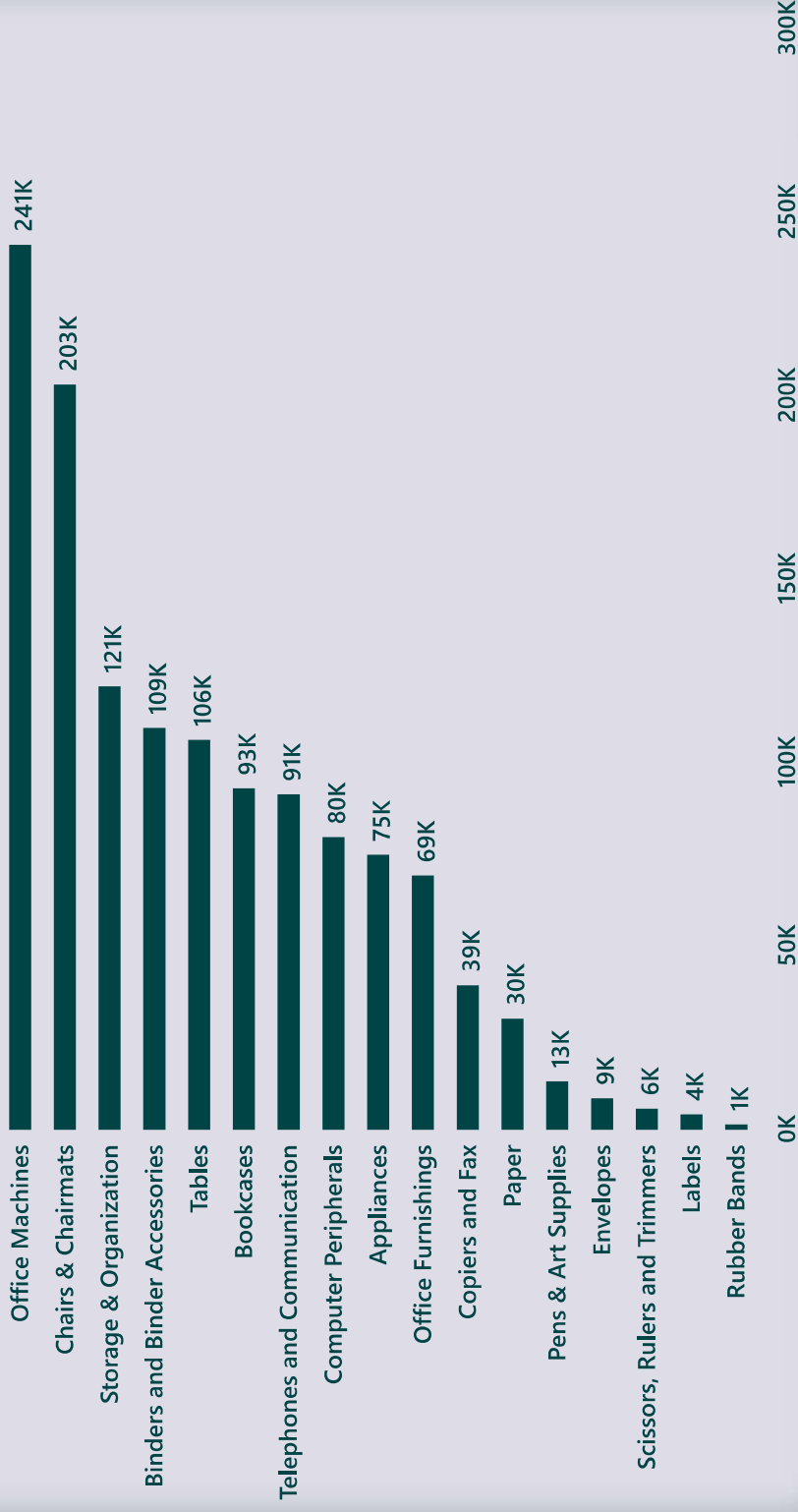
Total Discount

67.07

Total Quantity

18K

Total Sales by Sub-Category



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Region

All

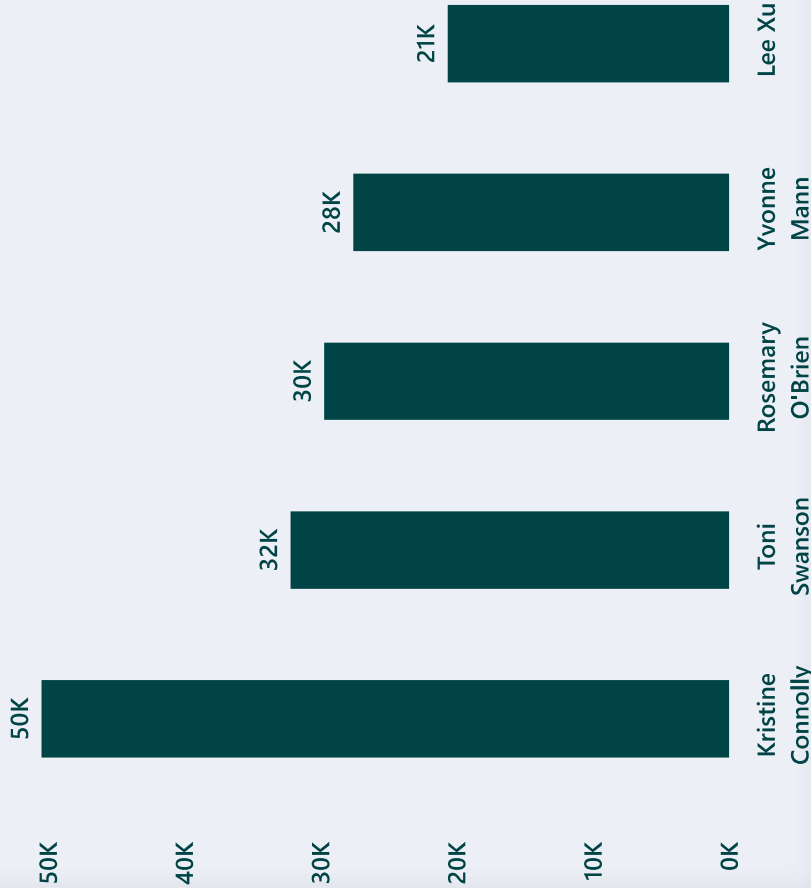


Date

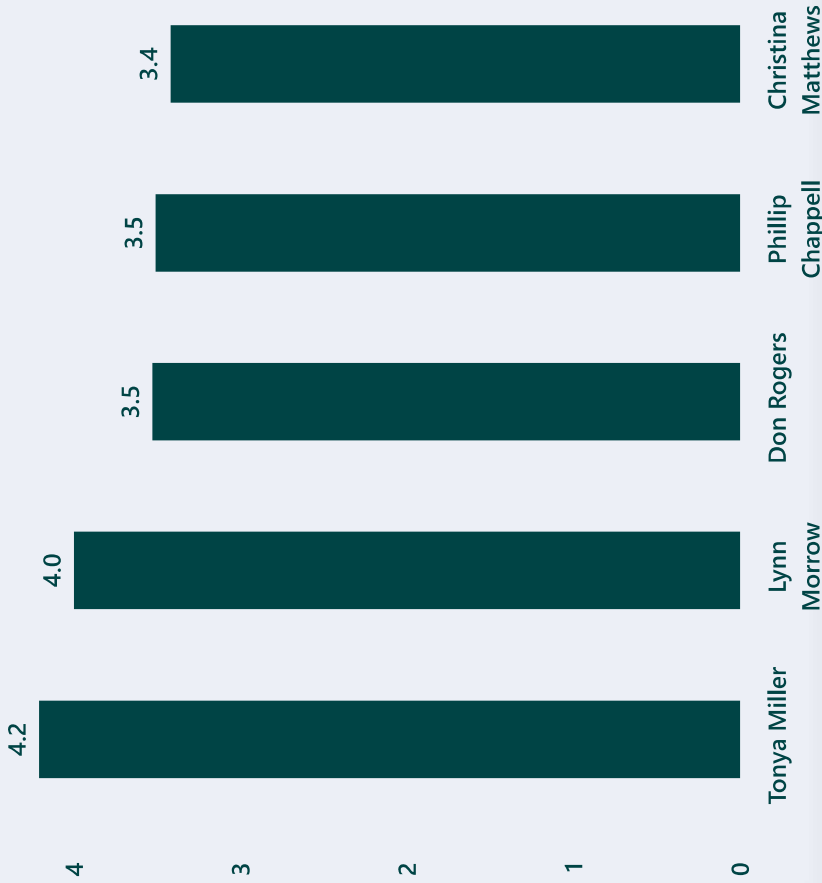
All



Top 5 Customers by Sales



Bottom 5 Customers by Sales



SuperStoreUS-2015 Dashboard

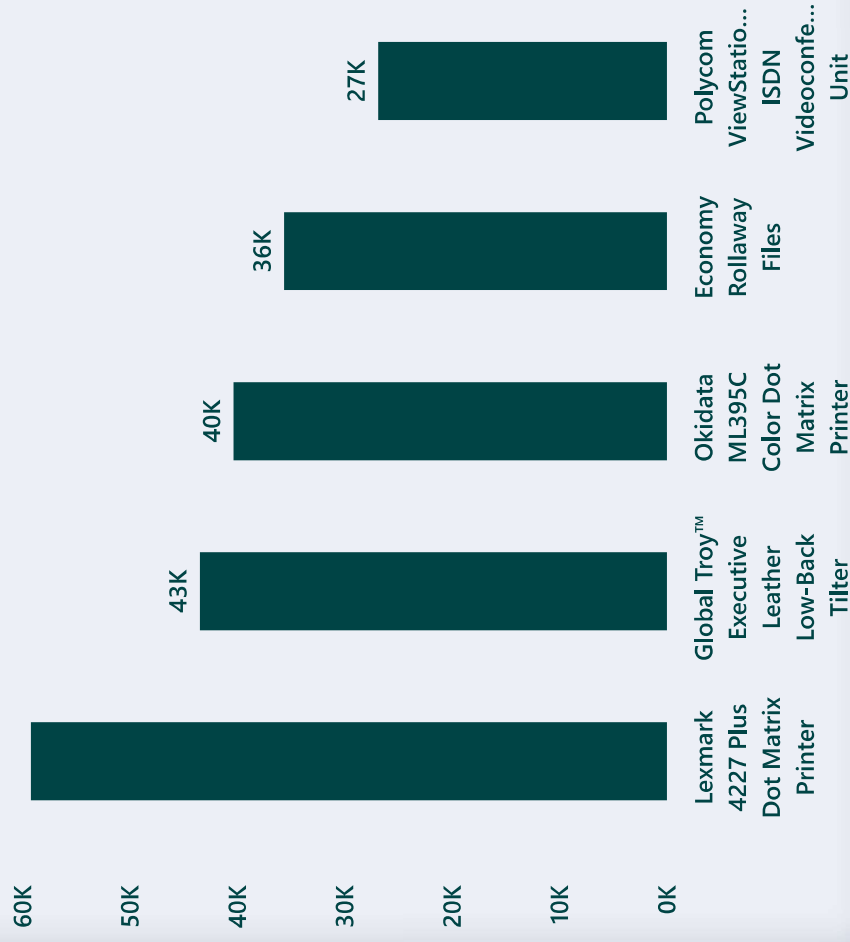
Region

All

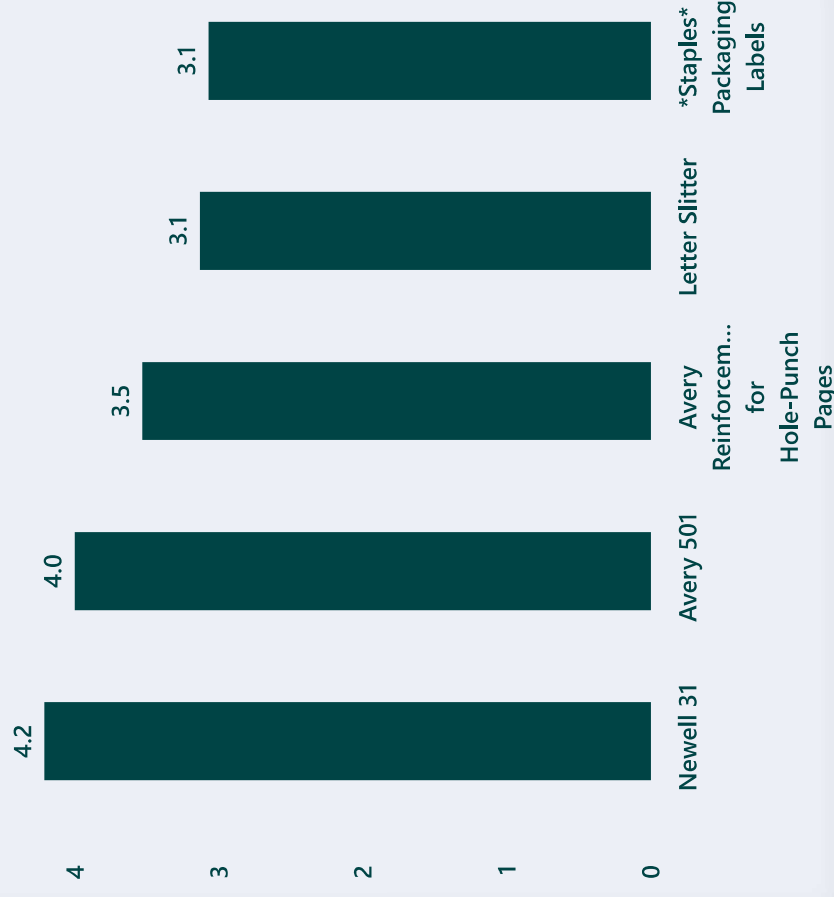
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Top 5 Products by Sales



Bottom 5 Products by Sales



SuperStoreUS-2015 Dashboard

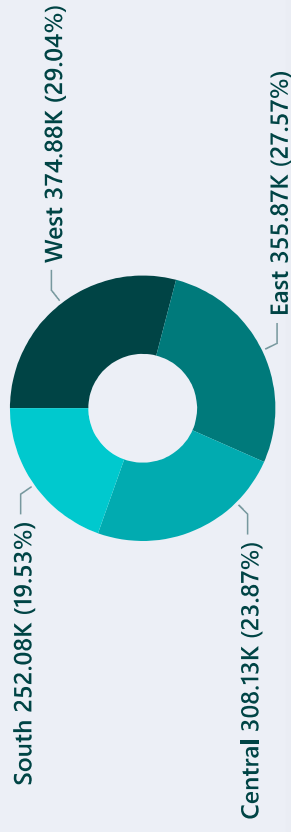
Region

All

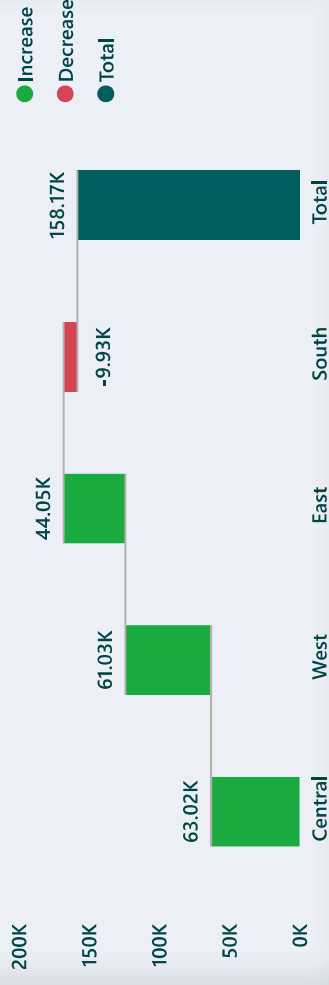
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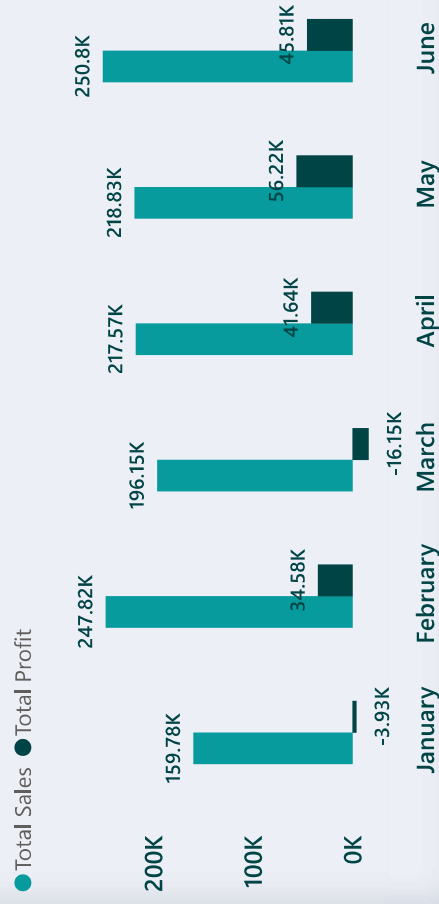
Total Sales by Region



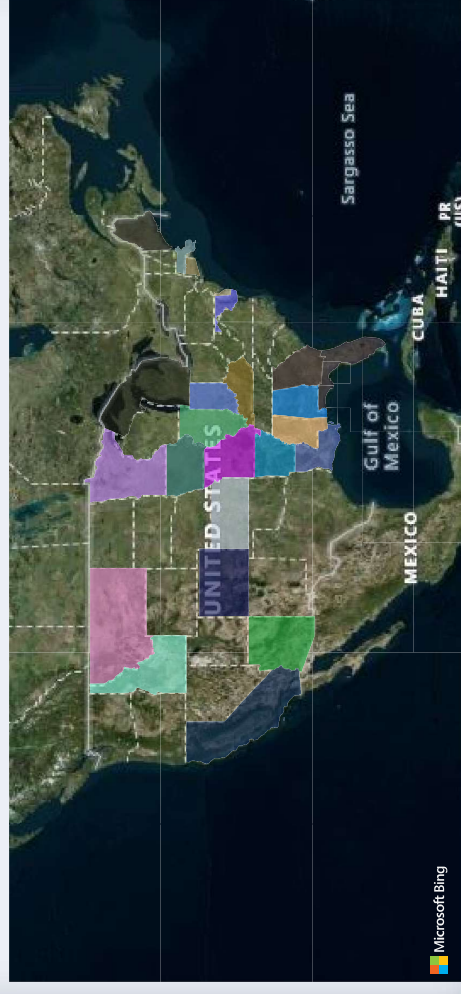
Total Profit by Region



Monthly Sales & Profit



Geographical Representation



Insights

- In a year of remarkable performance, the business achieved a total sales revenue of \$1.29 million, generating a profit of \$158.17 thousand, while managing shipping costs of \$17.40 thousand and providing customers with discounts totalling \$67.07, all while selling a total of 18,000 units.
- Within the office supplies department, the business reported substantial sales figures, with office machines totalling \$241,000, chairs and chair mats amounting to \$230,000, and a smaller yet noteworthy category, rubber bands, accounting for \$1,000 in sales.
- Kristine Connolly stands as the top-performing customer, showcasing significant engagement with our products and services, while Christina Matthews, on the other hand, represents our lowest customer in terms of activity or purchase history
- The Lexmark 4227 Plus Dot Matrix Printer emerges as the highest-selling product, reflecting strong demand in our catalog, while the Staples packing labels represent the lowest-selling product, indicating a more limited customer preference for this particular item.
- In terms of regional performance, the West region achieved the highest sales at 29.04%, demonstrating robust revenue generation. Conversely, the South region reported the lowest sales, accounting for 19.53% of the total. In the monthly performance analysis, February stood out with impressive sales of \$242.82 thousand, while June also fared well with sales reaching \$250.8 thousand. On the profit side, January struggled with a loss of \$3.39 thousand, while March reported a decrease in profit by \$16.15 thousand.