

Superstore Data 2014 - 2017 Dashboard

Segment

Consumer

Corporate

Home Office

Category

Furniture

Office Supplies

Technology

Date

1/3/2014

12/30/2017

2.30M

Total Sales

5009

Orders

458.61

Avg Order Value

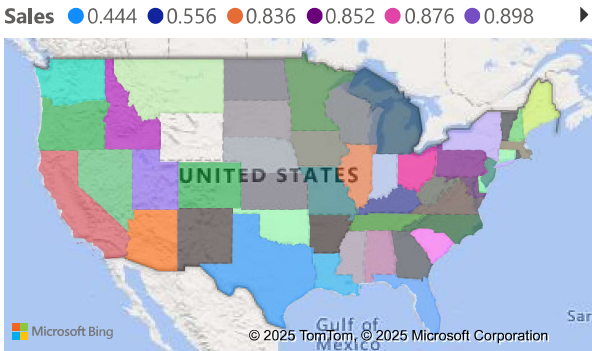
286.40K

Total Profit

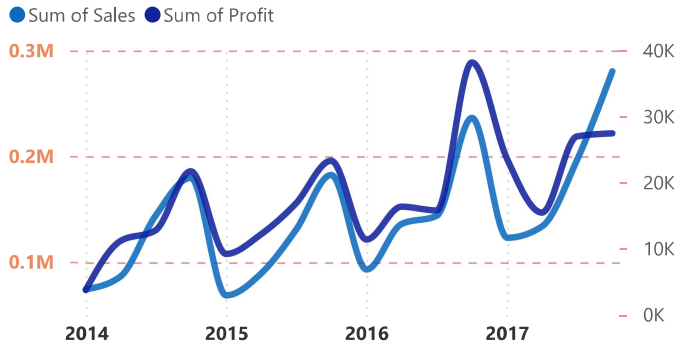
12.47%

Profit Margin

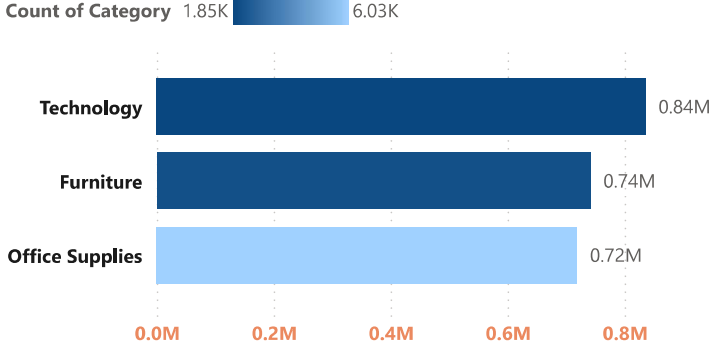
State and Sales



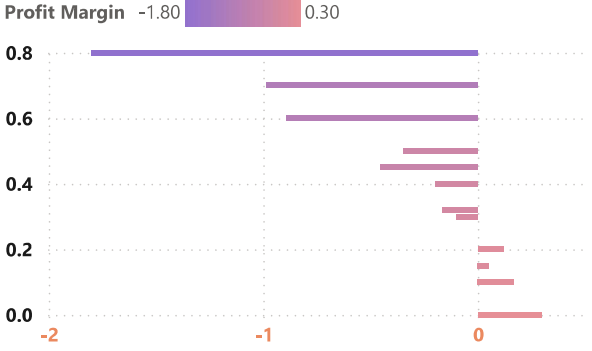
Sales and Profit by Quarter



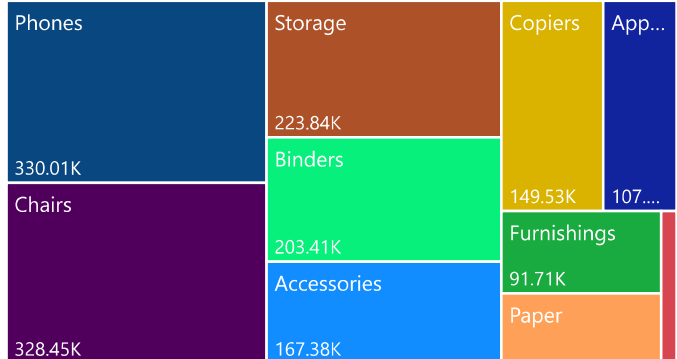
Sales by Category



Profit Margin by Discount



Sales by Sub-Category



Top 10 Unprofitable Products

Product Name	Sum of Sales	Total Profit	Profit Margin
4009 Highlighters	8.04	2.73	0.34
Avery 5	5.76	2.82	0.49
Avery Hi-Liter Comfort Grip Fluorescent Highlighter, Yellow Ink	7.80	3.04	0.39
Avery Hi-Liter Pen Style Six-Color Fluorescent Set	7.70	3.16	0.41
Eureka Disposable Bags for Sanitaire	1.62	-4.47	-2.75
Vibra Groomer I Upright Vac			
Grip Seal Envelopes	7.07	2.39	0.34
Newell 308	8.40	2.10	0.25
Stockwell Gold Paper Clips	8.10	3.40	0.42
Total	68.94	20.98	0.30