

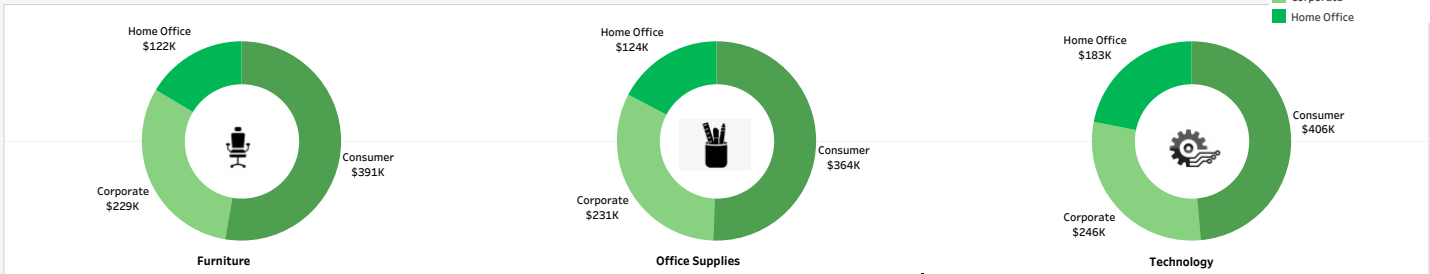


TOTAL SALES	TOTAL PROFIT	NO OF CUSTOMERS	Region	State	Category	Sub-Category	Product	Order Date
\$2M	\$286K	793	All	All	All	All	All	2013 Q1 to 2016 Q4

CATEGORY SALES PER SEGMENT

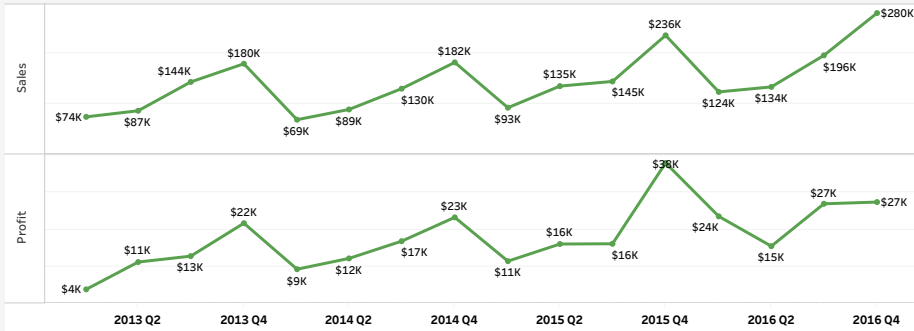
For all the Categories, the Consumer Segment had the highest sales.

Segment
Consumer
Corporate
Home Office



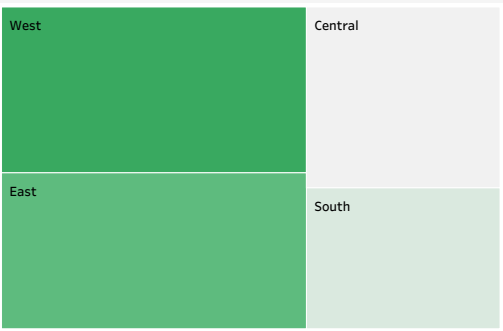
SALES AND PROFIT OVER TIME

- This Line Plot shows that the 4th Quarter of 2016 had the highest sales as the 1st Quarter of 2013 recorded the lowest sales.
- Over time, the highest profit was made at the 4th Quarter of 2015. The least profit was recorded during the 1st Quarter of 2013.



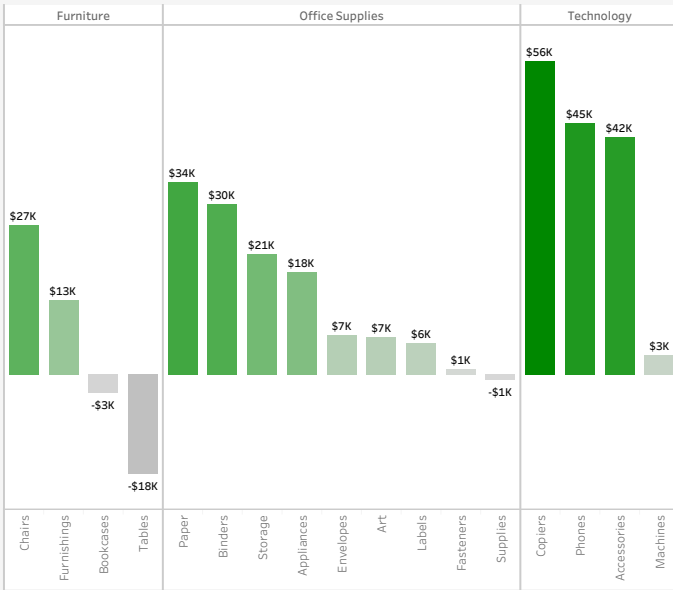
SALES AND PROFIT BY REGION

The highest sales and profit were made from the West as shown on the Treemap which is based on each Region's size and colour intensity respectively.



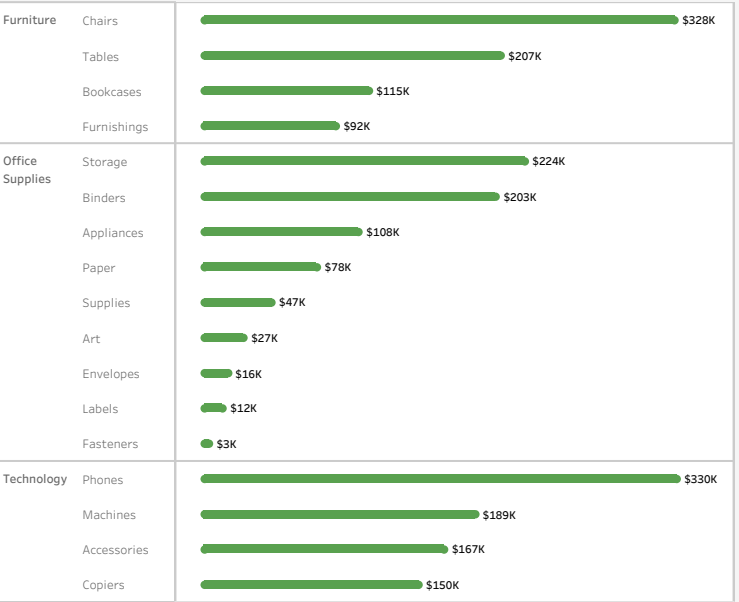
PROFIT PER SUB-CATEGORY IN A CATEGORY

Chairs, Paper and Copiers in their respective Category had the highest amount of profit. However, Superstore made some losses from the sales of Bookmarks & Tables in Furniture Category and Suppliers in Office Supplies Category. Hence, the sales of these goods should be put to stop to avoid more losses over time.



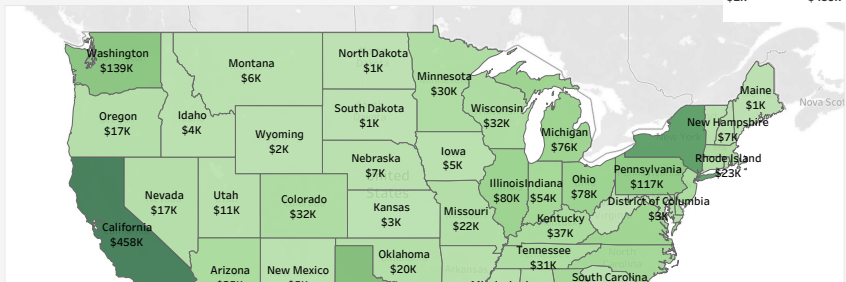
SALES PER SUB-CATEGORY IN A CATEGORY

Chairs had the highest amount sales in the Furniture Category. For the Office Supplies Category, Storage recorded the highest amount of sales while Phones sales was the highest in Technology Category.



SALES BY STATE

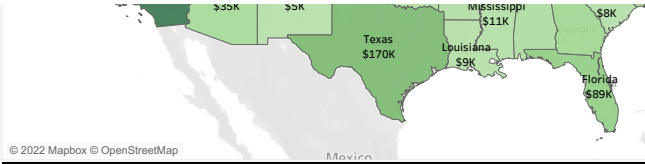
California had the highest amount of sales by state.



SALES BY PRODUCT HIERARCHY AND REGION

The amount of sales for Product Hierarchy and Region have been formatted based on their colour intensity.

Category	Sub-Category	Central	East	South	West
Furniture	Bookcases	\$24,157	\$43,819	\$10,899	\$36,004
	Chairs	\$85,231	\$96,261	\$45,176	\$101,781
	Furnishings	\$15,254	\$29,071	\$17,307	\$30,073
	Tables	\$39,155	\$39,140	\$43,916	\$84,755
Office Supplies	Appliances	\$23,582	\$34,188	\$19,525	\$30,236
	Art	\$5,765	\$7,486	\$4,656	\$9,212
	Binders	\$56,923	\$53,498	\$37,030	\$55,961
	Envelopes	\$4,637	\$4,376	\$3,346	\$4,118
	Fasteners	\$778	\$820	\$503	\$923
	Labels	\$2,451	\$2,603	\$2,353	\$5,079
	Paper	\$17,492	\$20,173	\$14,151	\$26,664
	Storage	\$45,930	\$71,613	\$35,768	\$70,533
	Supplies	\$4,637	\$4,376	\$3,346	\$4,118
	Art	\$5,765	\$7,486	\$4,656	\$9,212



	Supplies	\$9,467	\$10,760	\$8,319	\$18,127
Technology	Accessories	\$33,956	\$45,033	\$27,277	\$61,114
	Copiers	\$37,260	\$53,219	\$9,300	\$49,749
	Machines	\$26,797	\$66,106	\$53,891	\$42,444
	Phones	\$72,403	\$100,615	\$58,304	\$98,684