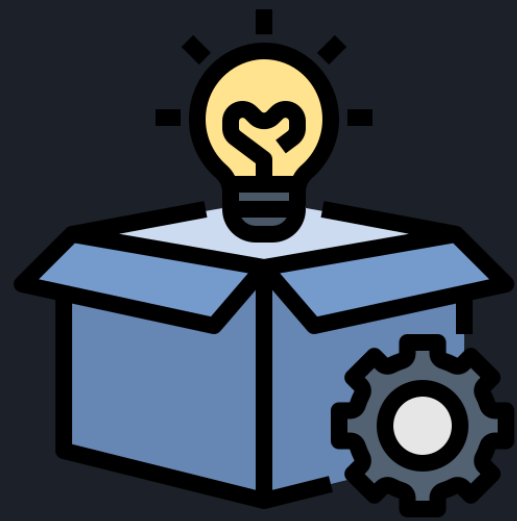


Superstore Analysis





Superstore Executive Summery

(1997-1998)

59.67%

Profit Margin

\$1.76M

Total sales

\$1.05M

Total profit

833K

Total Quantity

Vs Previous Month(Total sales)

\$120.16K

Goal: 113.79K (+5.6%)

Vs Previous Month(Total Profit)

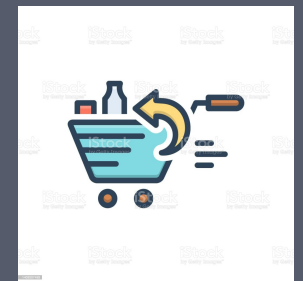
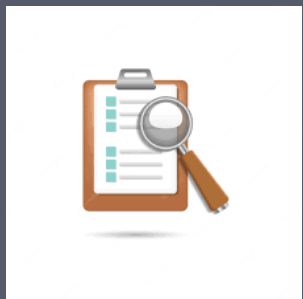
\$71.68K

Goal: 67.87K (+5.61%)

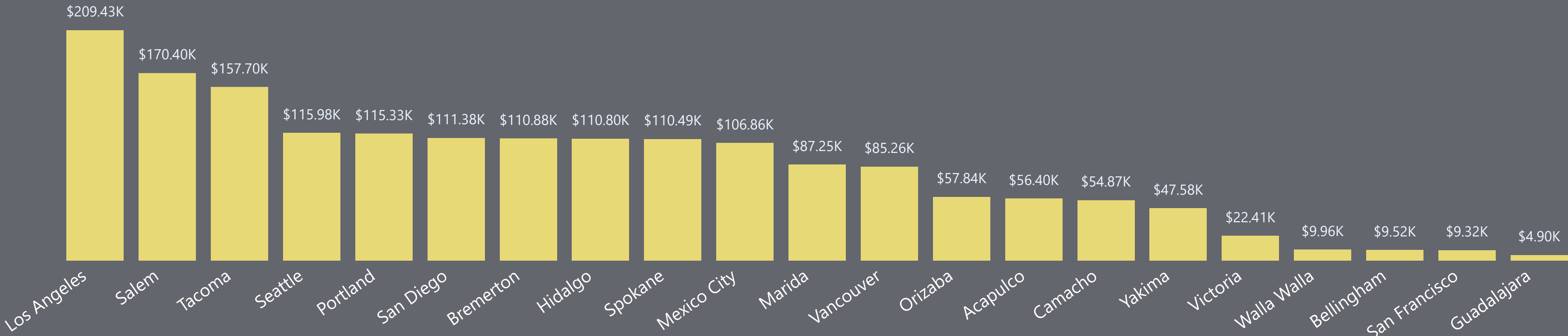
Vs Previous Month(Total Qty)

56.73K

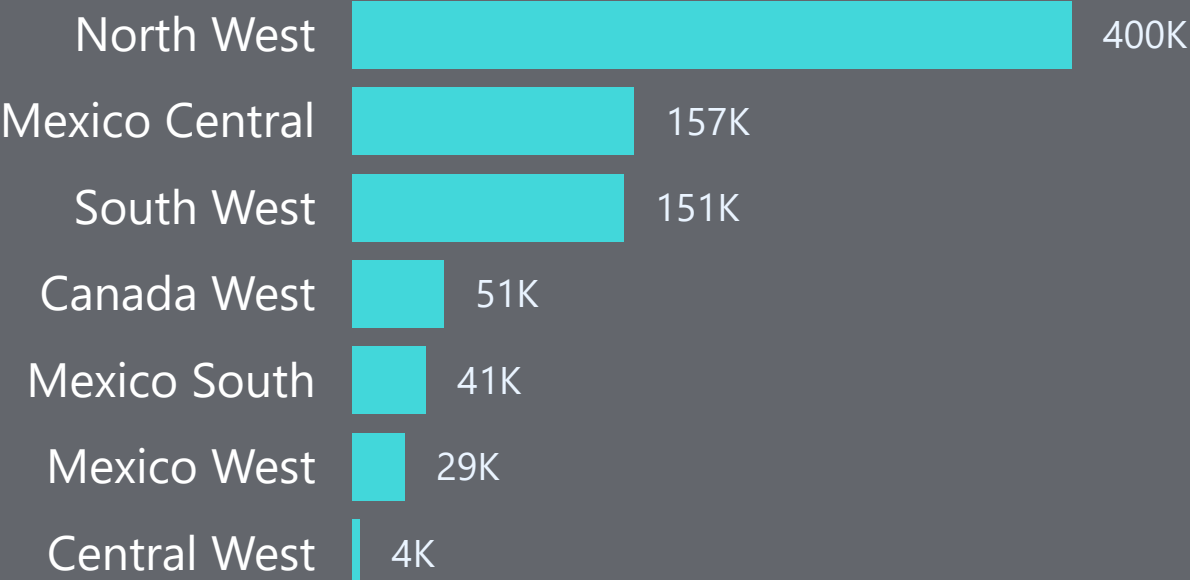
Goal: 53.81K (+5.43%)



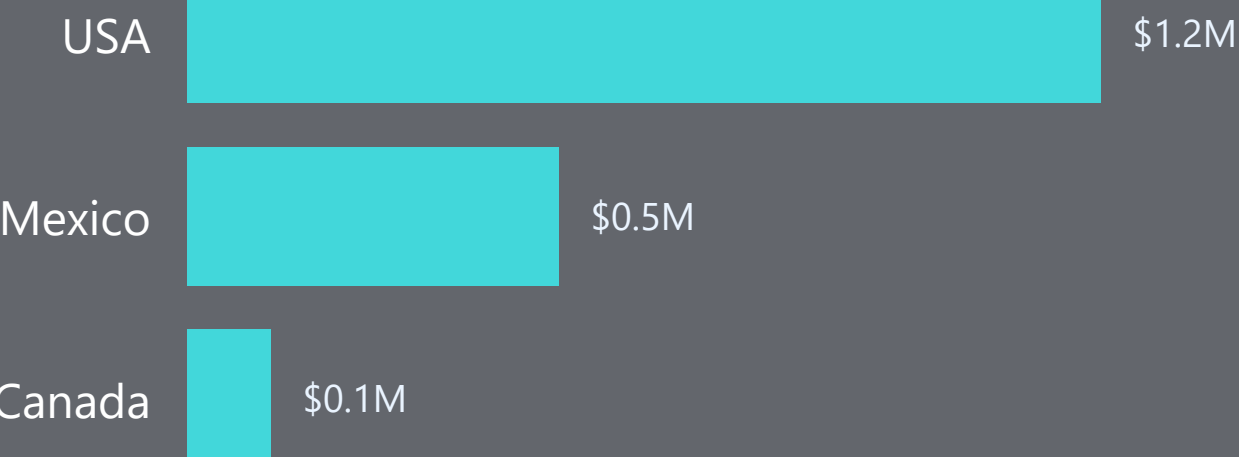
Total Sales by District



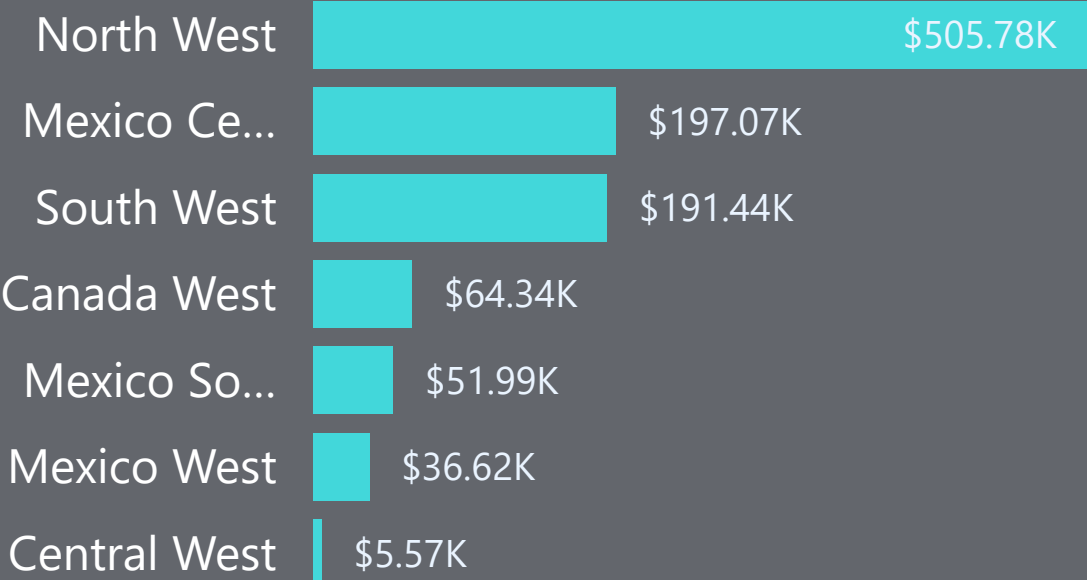
Total Quantity sold by Region



Total Sales by Country



Total profit by Region





Superstore Product analysis

(1997-1998)

Recyclable?

All



Year

All



Low Fat?

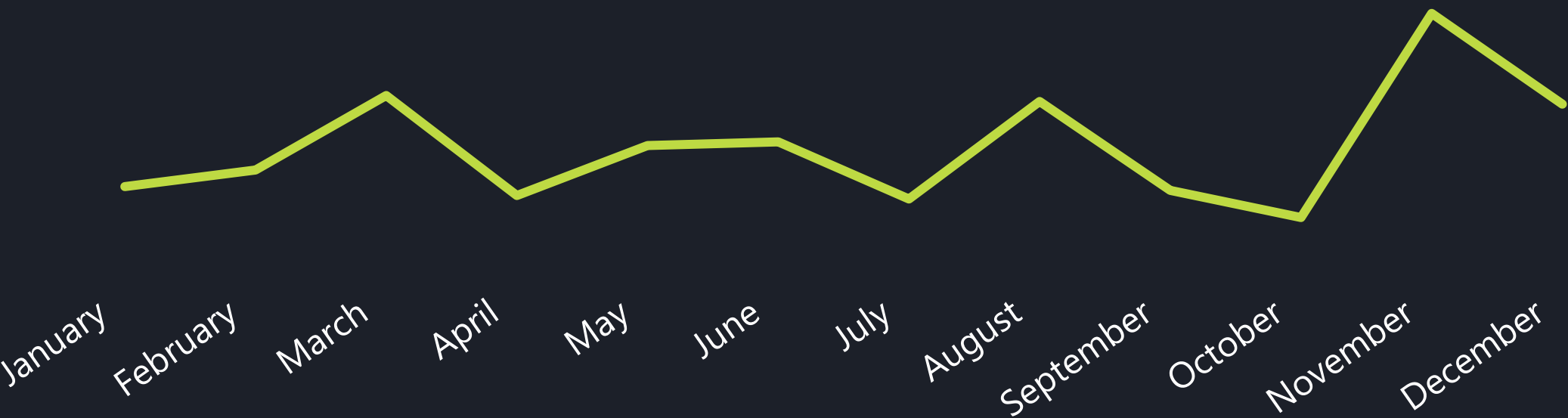
All



Product brand analysis

Product Brand	Total Quantity	Avg product cost	Total sales	Total profit	Avg product price
+ Fast	19118	\$0.83	\$40,532.84	\$24,746.78	1.91
+ Tri-State	23400	\$0.87	\$49,347.75	\$29,064.76	1.91
+ Fort West	18869	\$0.85	\$40,061.03	\$23,951.11	1.91
+ Ebony	23492	\$0.85	\$49,727.46	\$29,749.45	1.92
+ High Top	22040	\$0.85	\$47,200.53	\$28,502.82	1.92

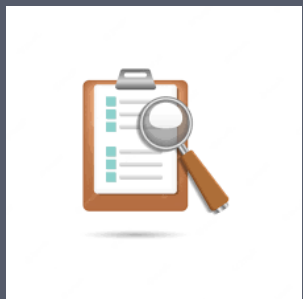
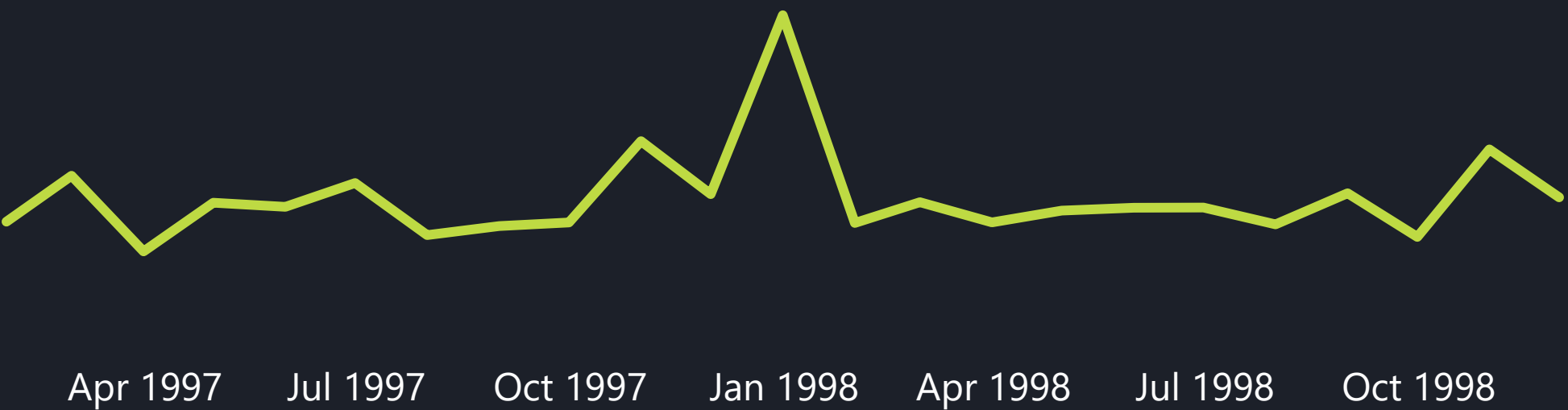
Monthly Trend of Profit



Product analysis

Product Name	Total Qty	Total sales	Total profit	Profit %
▲ Ebony Fresh Lima Beans	648	\$939.60	\$622.08	66.2
Ebony Mixed Nuts	653	\$620.35	\$391.80	63.1
Great English Muffins	663	\$1,597.83	\$815.49	51.0
Hilltop Mint Mouthwash	676	\$2,447.12	\$1,493.96	61.0
Hilltop Silky Smooth Hair Conditioner	665	\$990.85	\$684.95	69.1
Moms Roasted Chicken	675	\$1,093.50	\$600.75	54.9
Steady Childrens Cold Remedy	658	\$440.86	\$230.30	52.2
Steady Whitening Toothpaste	684	\$410.40	\$232.56	56.6
Sunset Economy Toilet Brush	651	\$345.03	\$240.87	69.8

MoM Change of Profit by Start of the Month





Superstore Sales Analysis

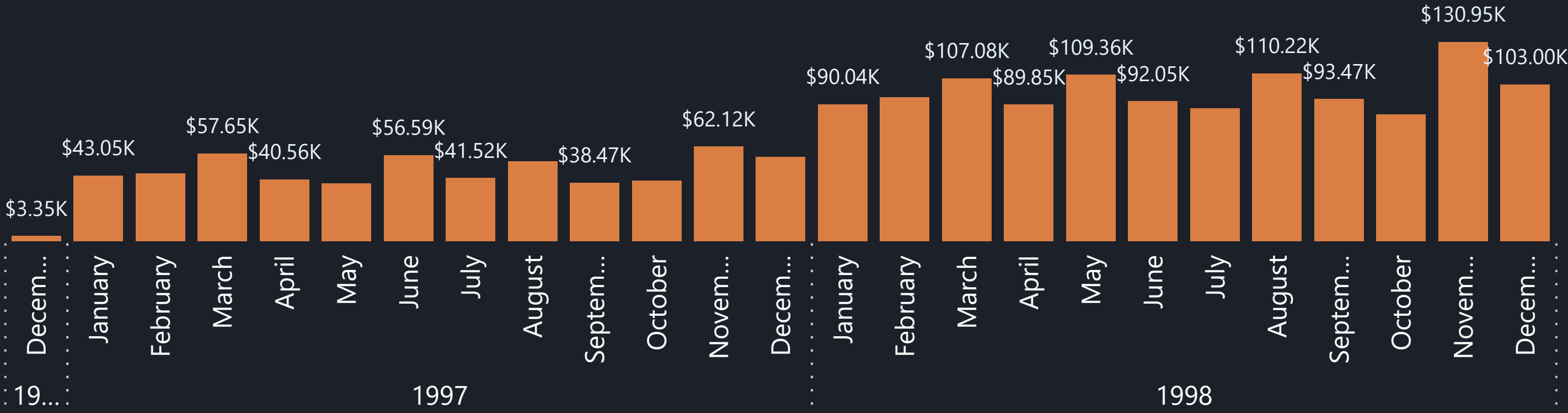
(1997-1998)

Sales

Profit

Quantity

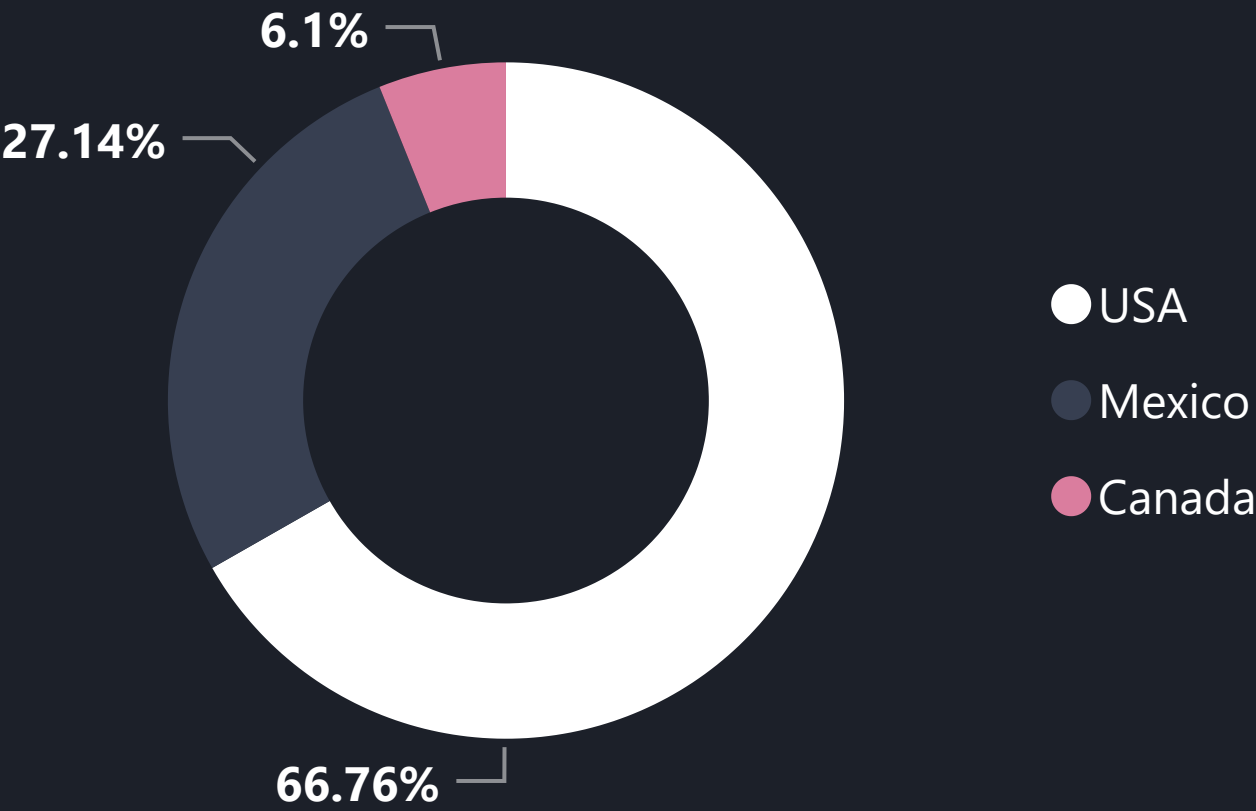
Total Sales by Year and Month



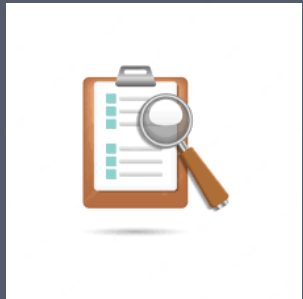
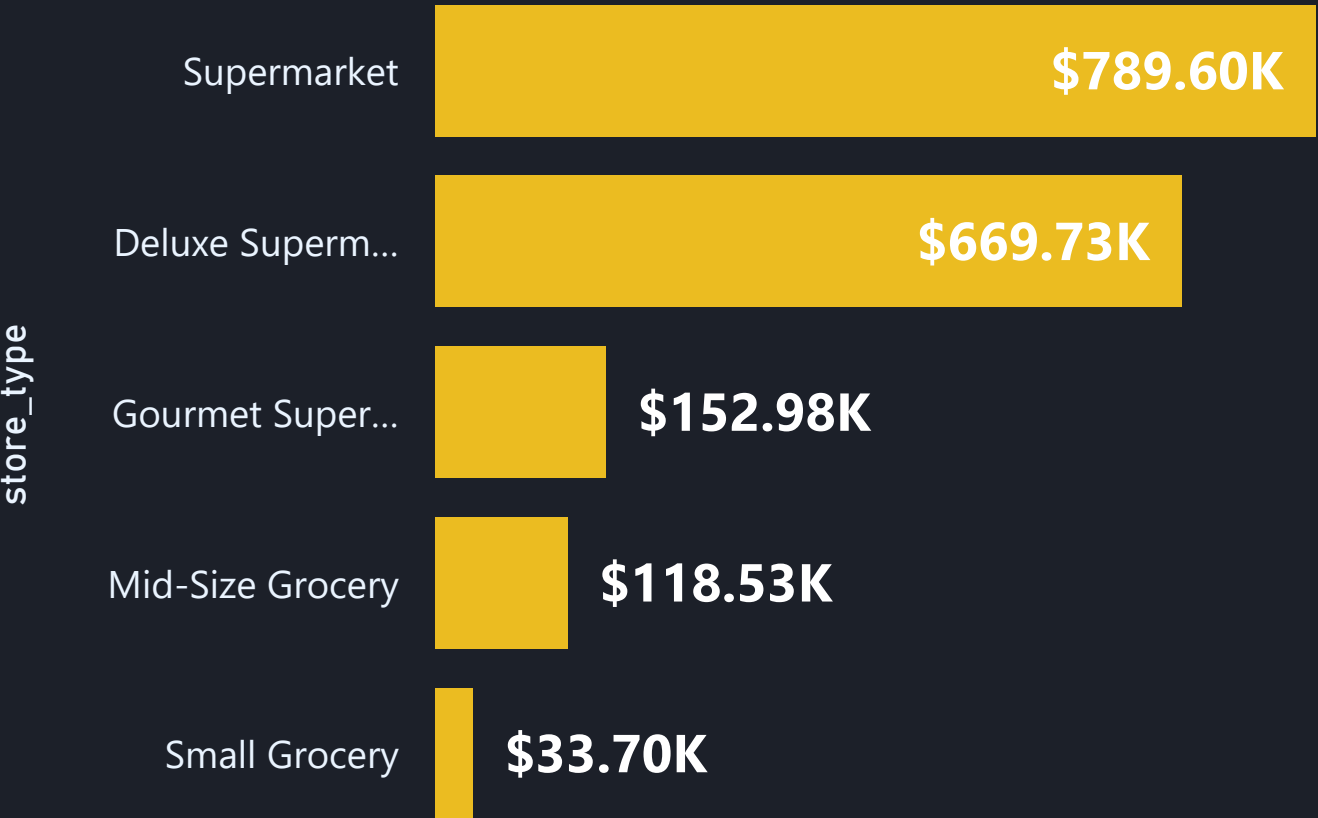
Sales Distribution with Product Brand



Sales Distribution by Country



Sales Distribution with Stores





Superstore Returns Analysis

(1997-1998)

8289

Sum of quantity

17.43K

Return amount

8842

Total Transactions

Recyclable?

All



Year

All

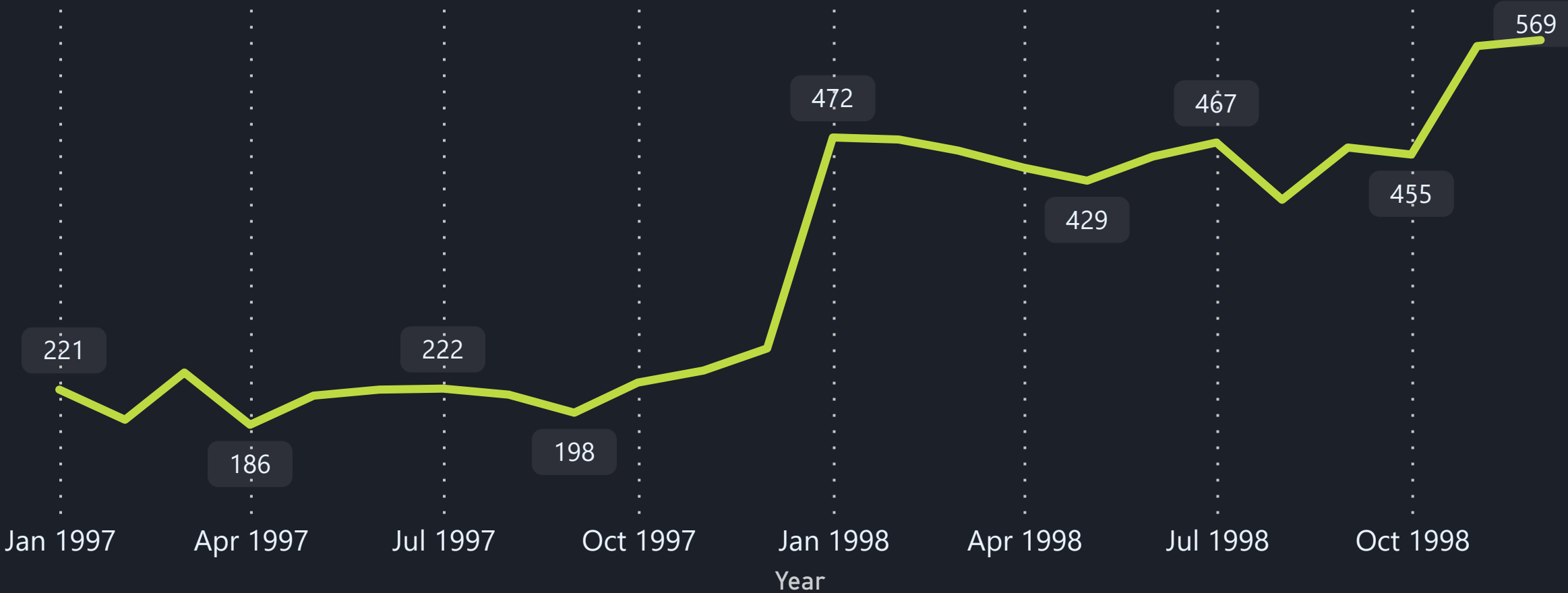


Low Fat?

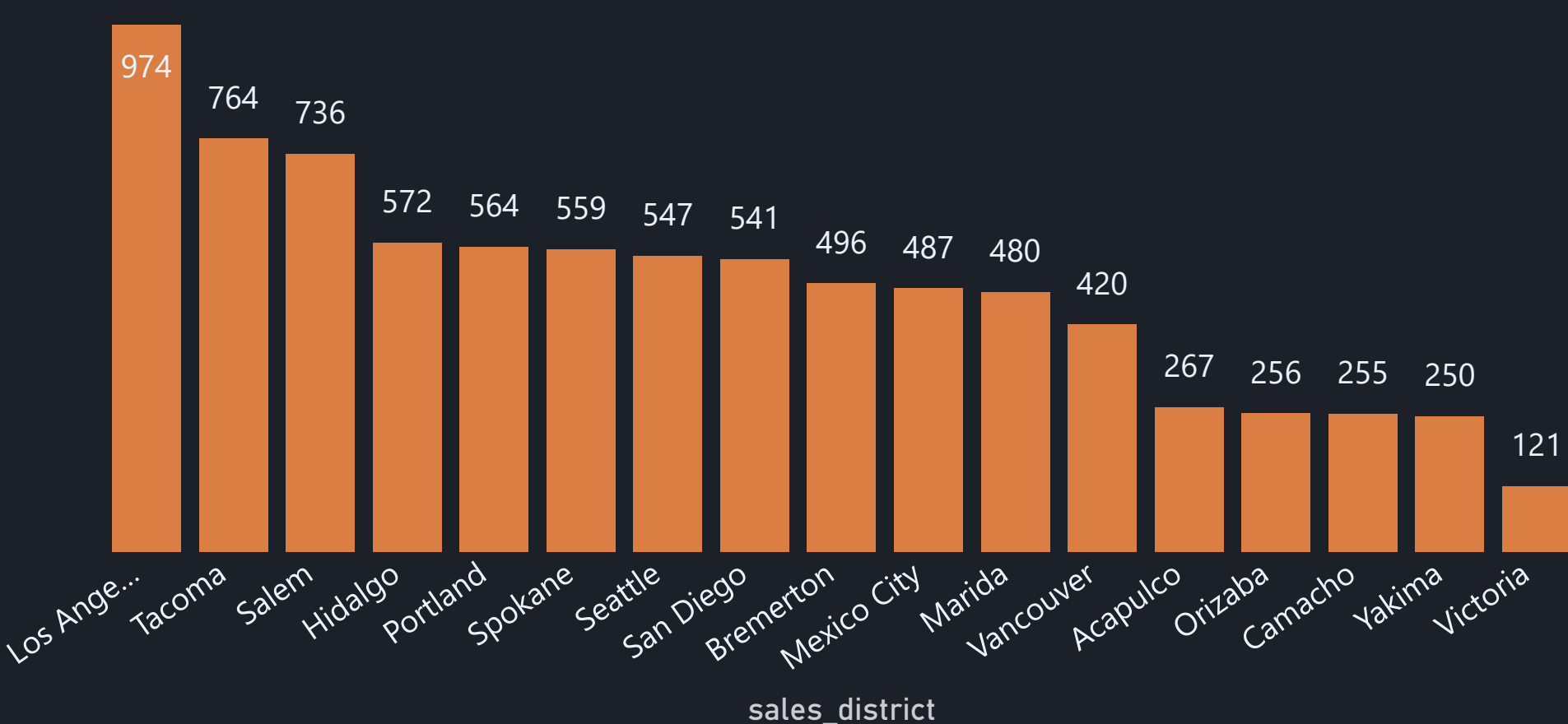
All



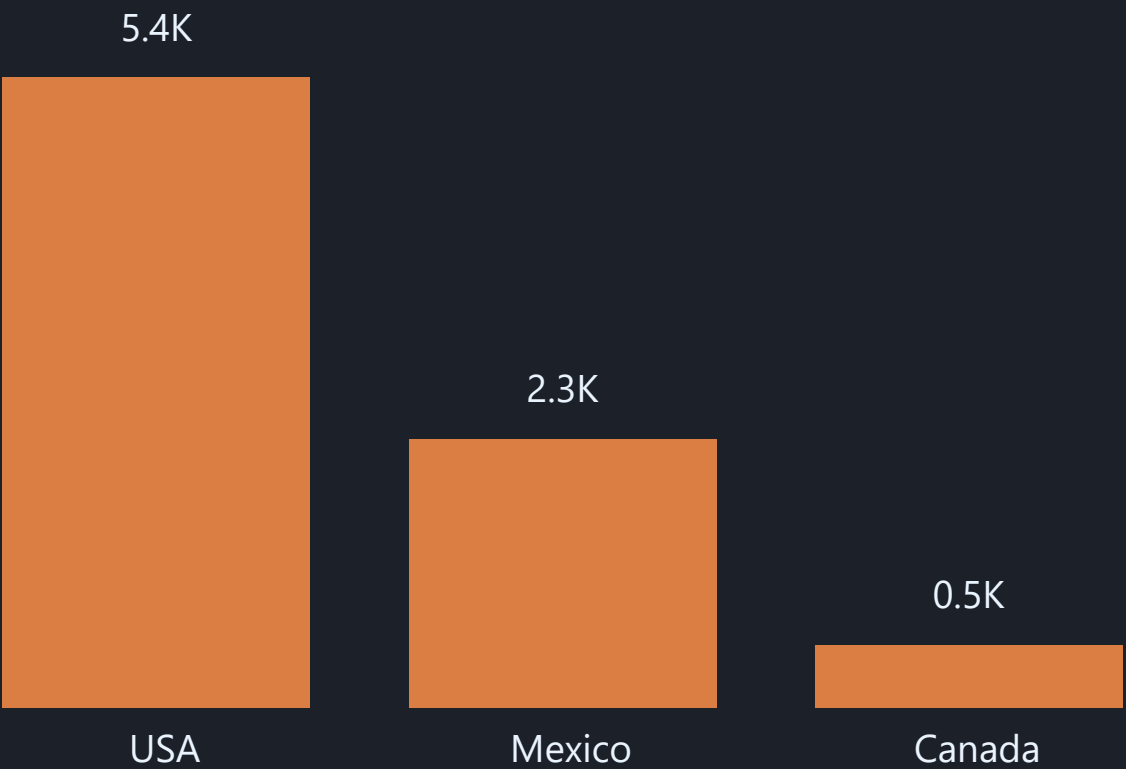
Return Quantity Trend



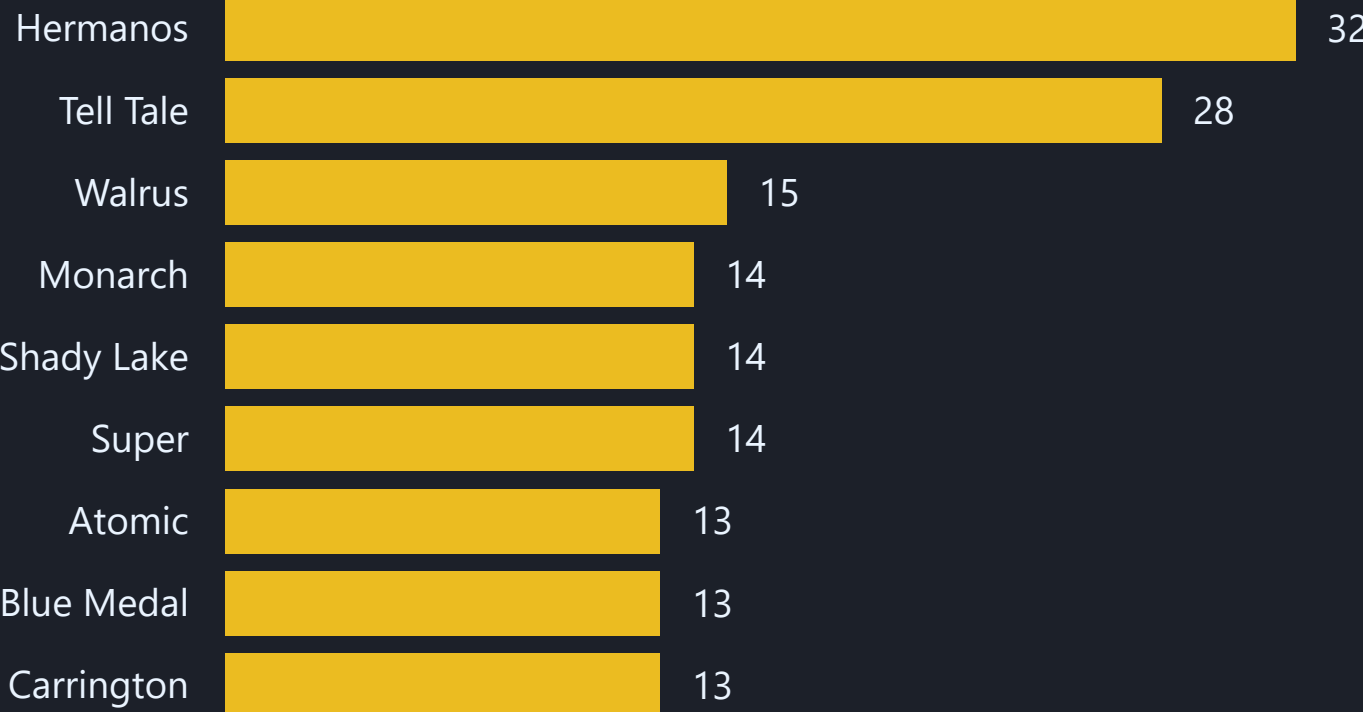
Return Qty Distribution over Districts



Qty Returns by Country



Top 10 Returned Brands



Top 10 Returned Products

