

Super Store Sales Dashboard

Regions

Africa

Canada

Caribbean

Central

Central Asia

Year

All

Month

All

Profit Ratio

11.61%

Total Sales

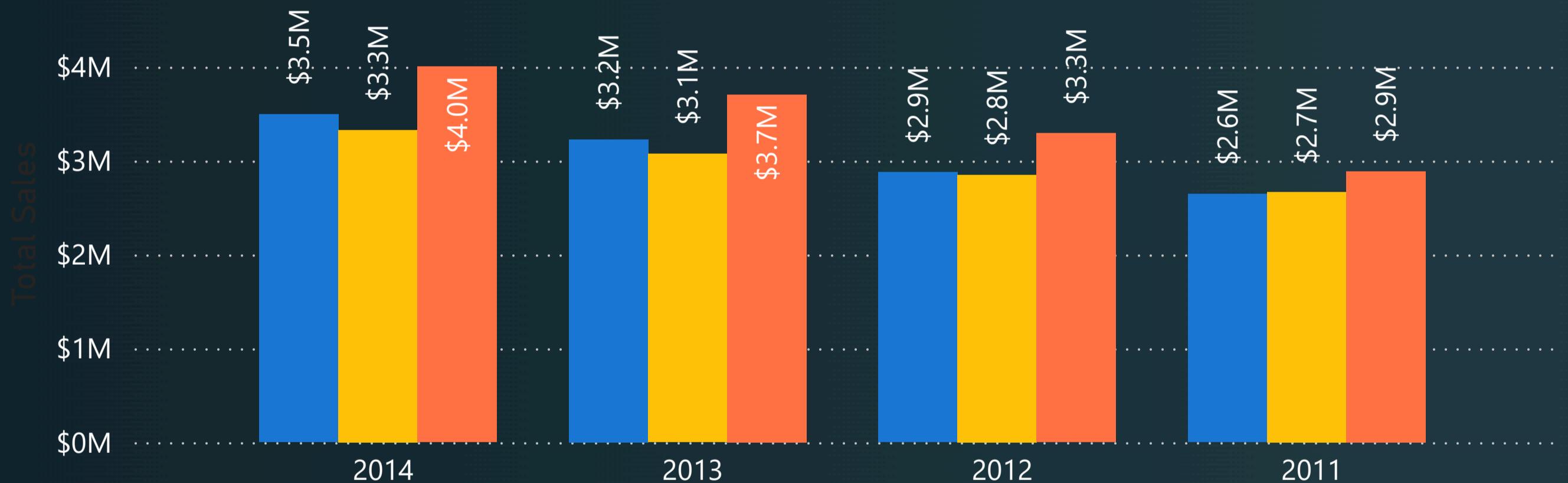
\$12.64M

Total Profit

\$1.47M

Total Sales by Year and Category

● Furniture ● Office Supplies ● Technology



Total Sales by Year

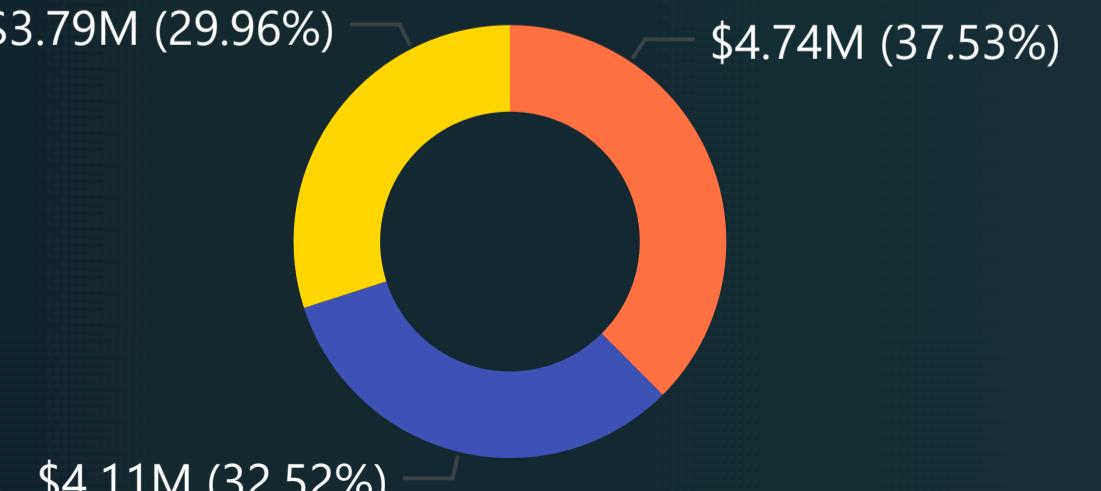


Sales, Profit & Profit Ratio by Sub-Category

Sub-Category	Total Profit	Total Sales	Profit Ratio	Profit ▾
Copiers	\$258,567.55	\$1,509,436.27	17.13%	<div style="width: 17.13%; background-color: #2e7131;"></div>
Phones	\$216,717.01	\$1,706,824.14	12.70%	<div style="width: 12.70%; background-color: #2e7131;"></div>
Bookcases	\$161,924.42	\$1,466,572.24	11.04%	<div style="width: 11.04%; background-color: #2e7131;"></div>
Appliances	\$141,680.59	\$1,011,064.31	14.01%	<div style="width: 14.01%; background-color: #2e7131;"></div>
Chairs	\$140,396.27	\$1,501,681.76	9.35%	<div style="width: 9.35%; background-color: #2e7131;"></div>
Accessories	\$129,626.31	\$749,237.02	17.30%	<div style="width: 17.30%; background-color: #2e7131;"></div>
Storage	\$102,161.10	\$1,127,025.26	9.62%	<div style="width: 9.62%; background-color: #2e7131;"></div>

Total Sales by Category

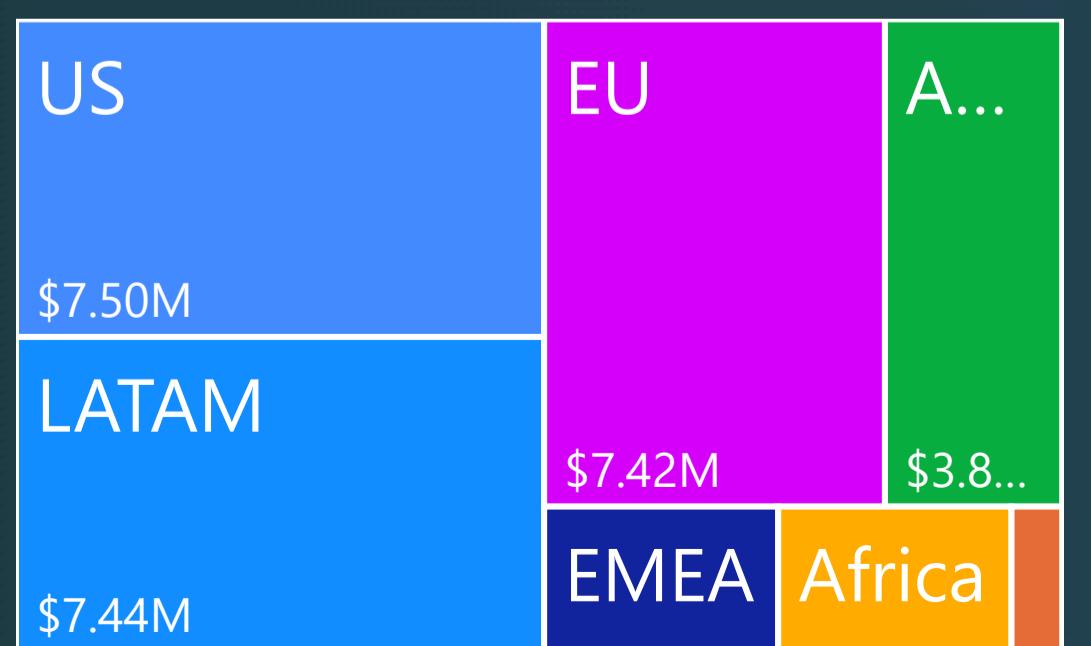
● Technology ● Furniture ● Office Supplies



Region Contribution in Profit

Region	Profit Ratio
Africa	9.12%
Canada	12.30%
Caribbean	12.31%
Central	12.58%
Central Asia	13.87%

● US ● LATAM ● EU ● APAC ● EMEA



Top 5 Customers by Sales



Super Store Sales Dashboard

Regions

Africa

Canada

Caribbean

Central

Central A...

Year

All

Month

All

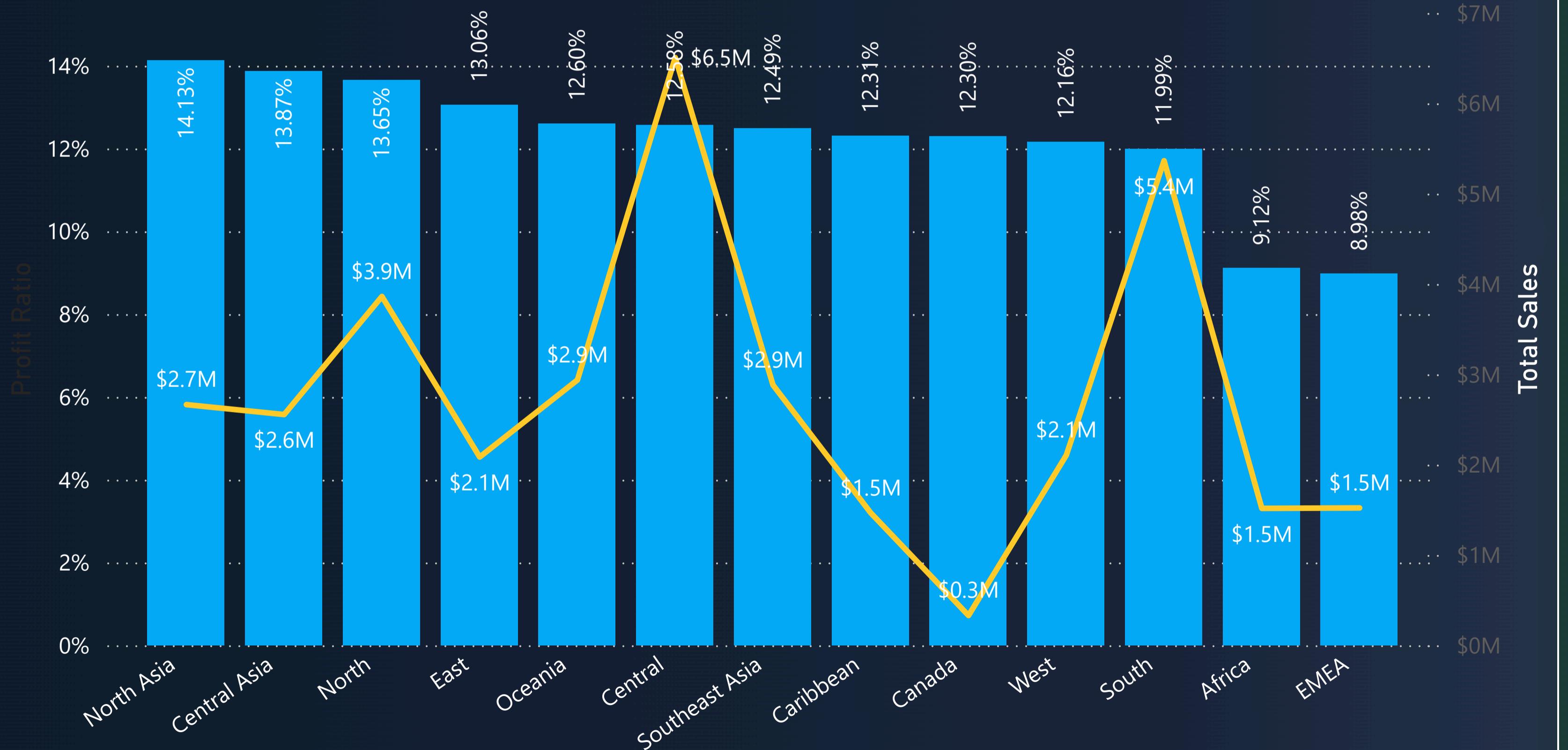
Average Shipping Cost
\$26.38

Average Sales
\$246.49

Average Profit Margin
11.61%

Profit Ratio and Total Sales by Region

● Profit Ratio ● Total Sales



Top 5 Products by Sales



Total Sales and Total Profit by Year

● Total Sales ● Total Profit



Super Store Sales Dashboard

Regions

Africa

Canada

Caribbean

Central

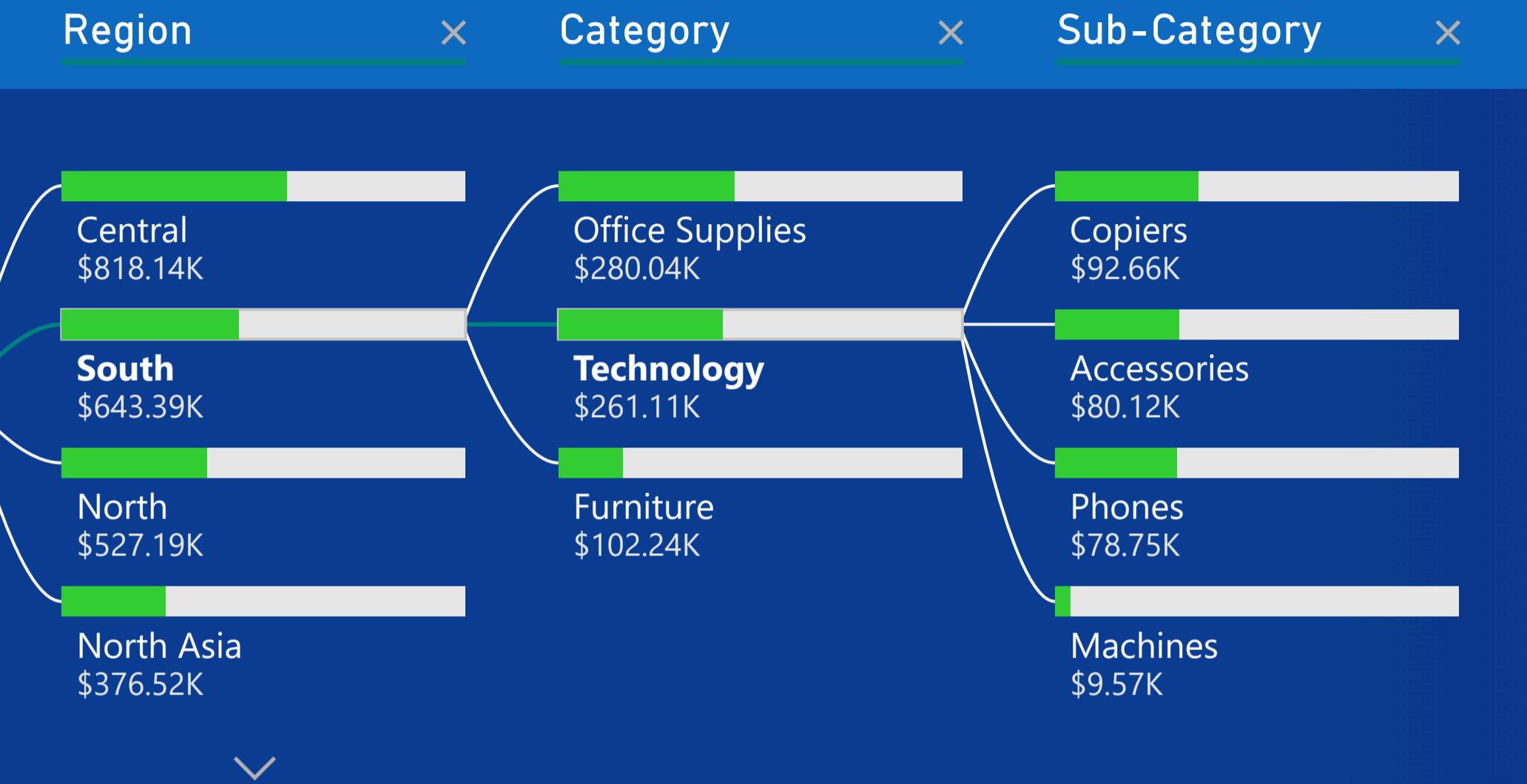
Central A...

Year

All

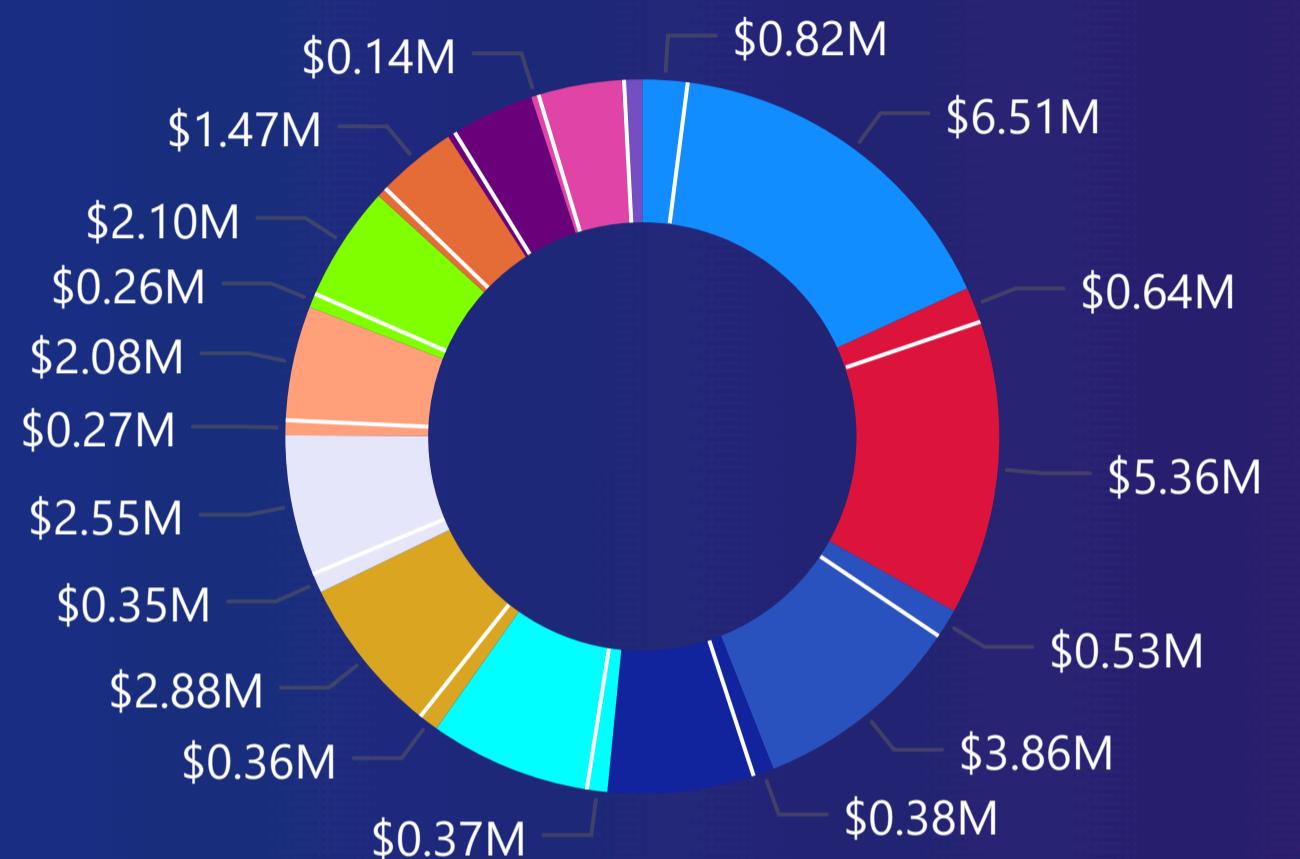
Month

All



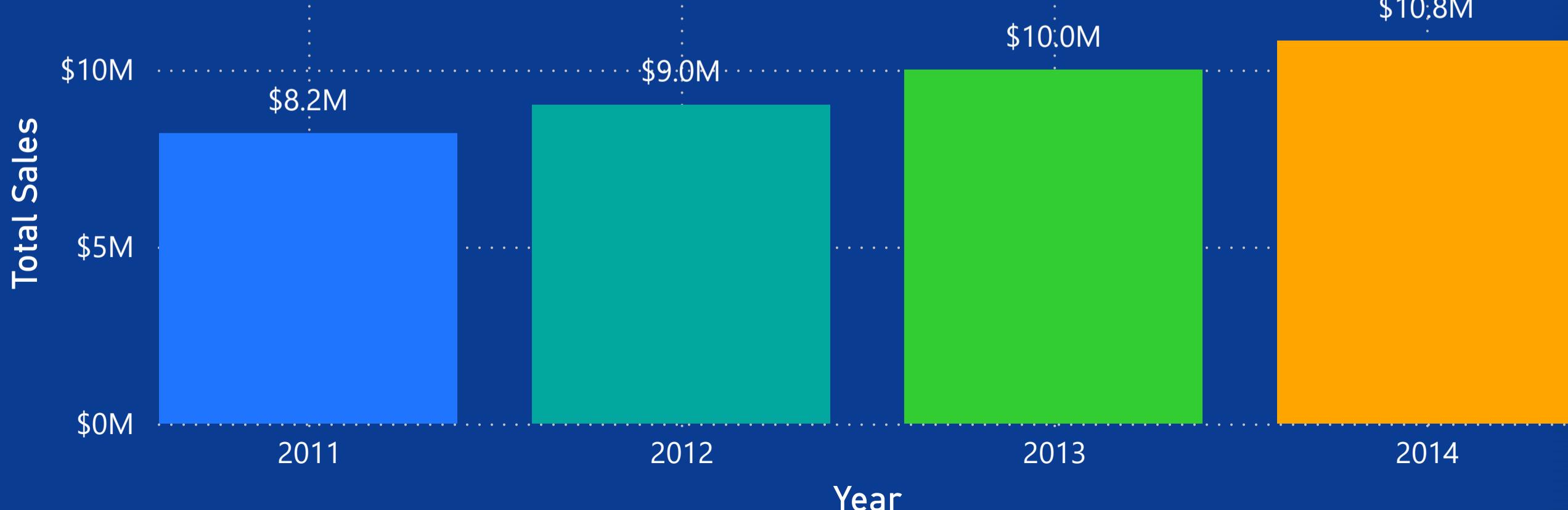
Total Profit and Total Sales by Region

Central South North North Asia Oceania Southeast Asia



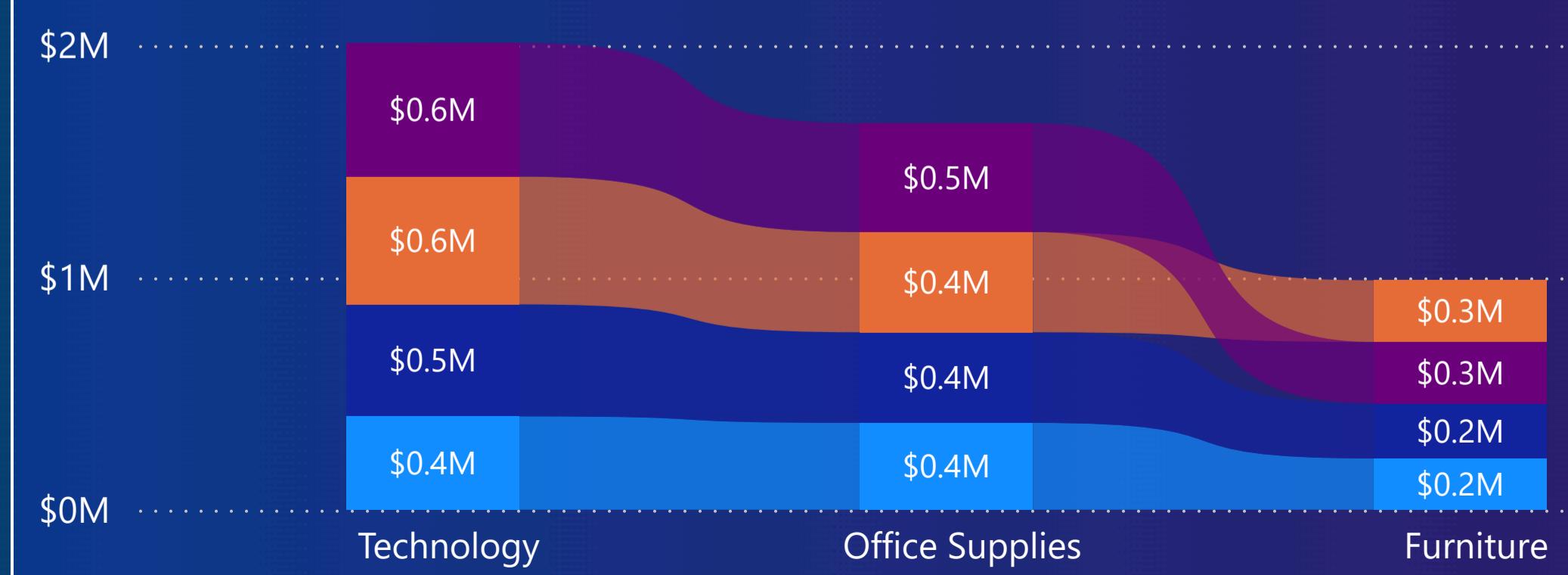
Total Sales and YoY Growth by Year

Total Sales YoY Growth



Total Profit by Category and Year

2011 2012 2013 2014



Super Store Sales Dashboard

Regions

Africa

Canada

Caribbean

Central

Central A...



Year

All



Month

All



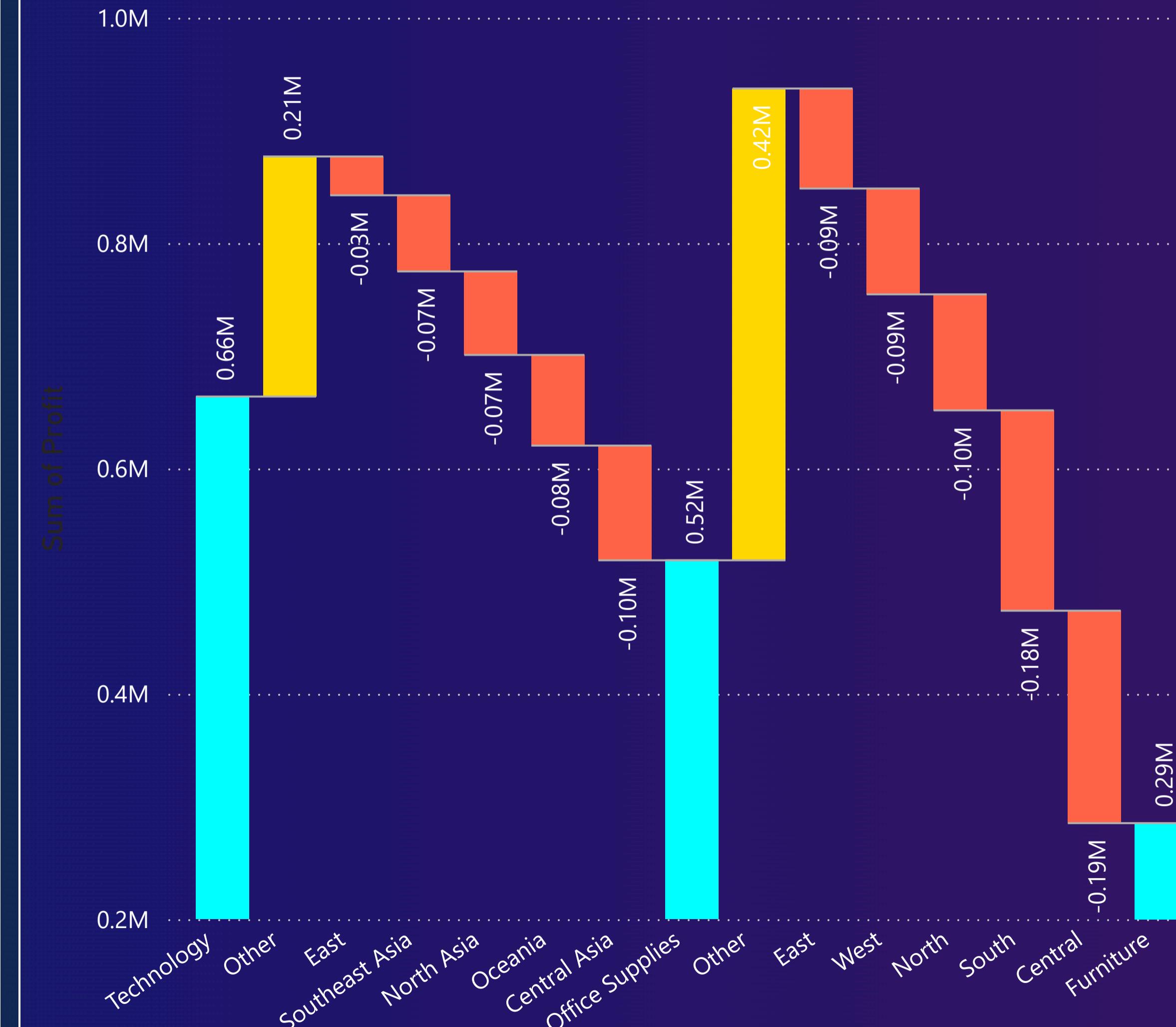
Top 7 Regions by Total Sales & Category

Furniture (Teal) Office Supplies (Yellow) Technology (Dark Blue)



Total Profit by Category and Region

Increase (Cyan) Decrease (Red) Total (Yellow) Other (Orange)



Q&A Analysis

Regions

Africa

Canada

Caribbean

Central

Central Asia

East



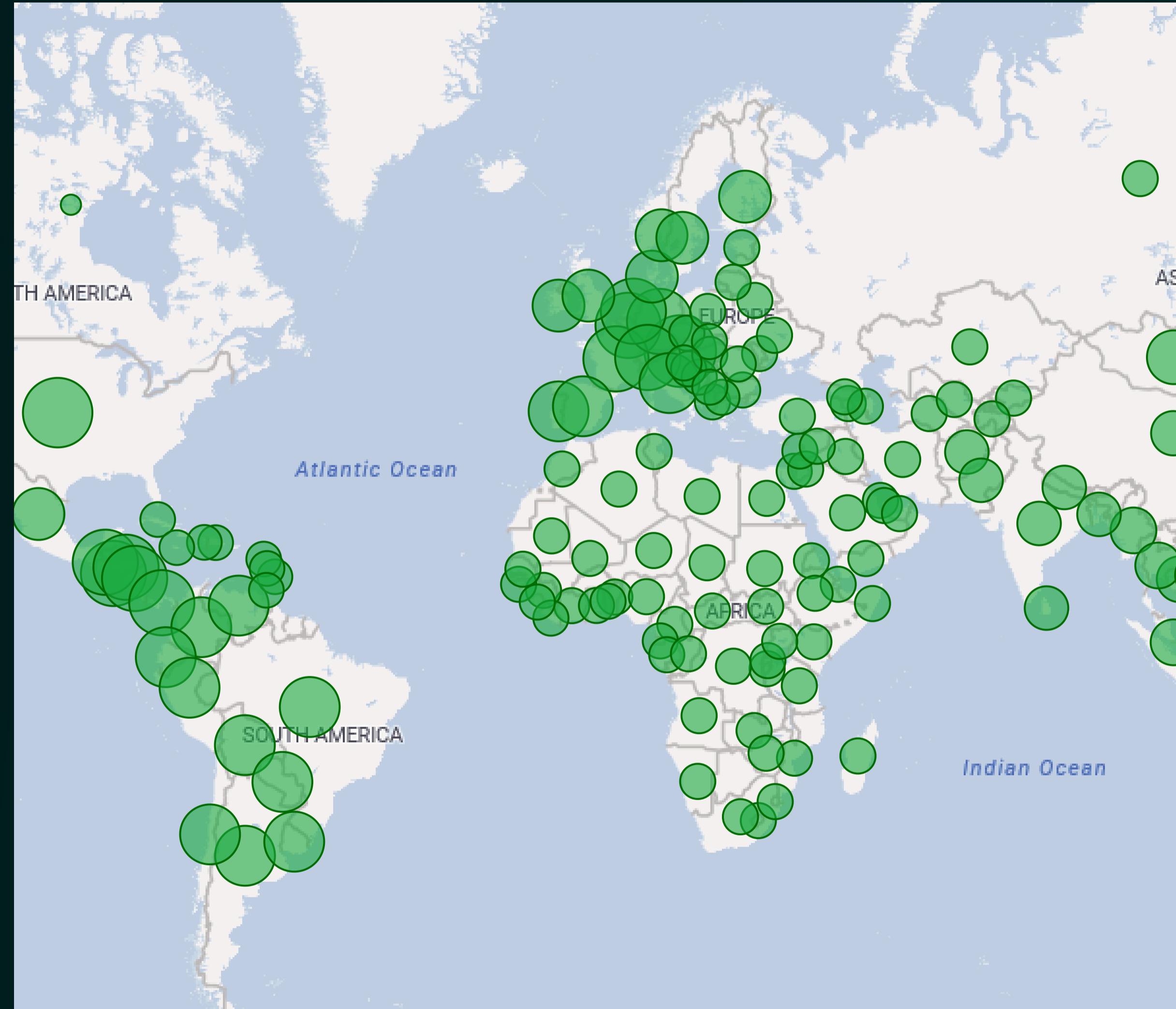
Year

All

Month

All

Total Sales and Total Sales by Country



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top cities by average
shipping cost

top states by average
shipping cost

top countries by
average shipping cost

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