

Superstore Analysis

Central

East

South

West

2014

2015

2016

2017



Analysis Dashboard



Reset

Segment

All

Category

All

Person

All

Ship Mode

All

State

All

City

All



**EFFICIENCY
SCORE**
11.47%



PROFIT MARGIN
12.47%

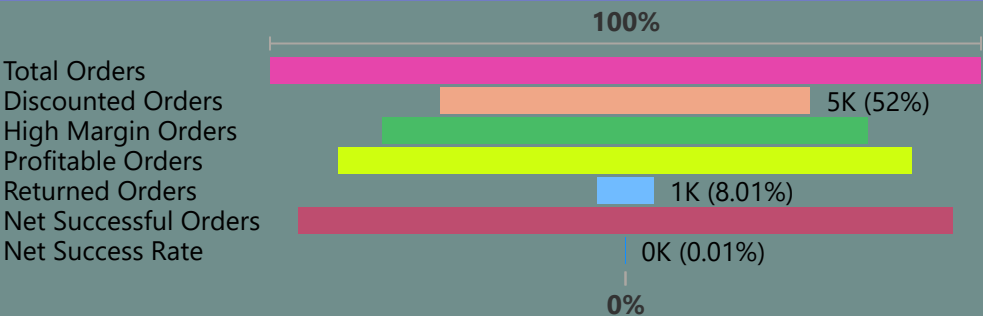


TOTAL PROFIT
\$286.40K



TOTAL ORDERS
9986

Order Efficiency Funnel



Profit by Sub-Category

Copiers

\$55.62K

Phones

\$44.52K

Accessories

\$41.94K

Paper

\$34.05K

Binders

\$30.22K

Chairs

\$26.59K

Appliances

\$18.14K

Furnishings

\$13.06K

Storage

\$21.28K

E...

\$6....

Labels

\$6...

Art

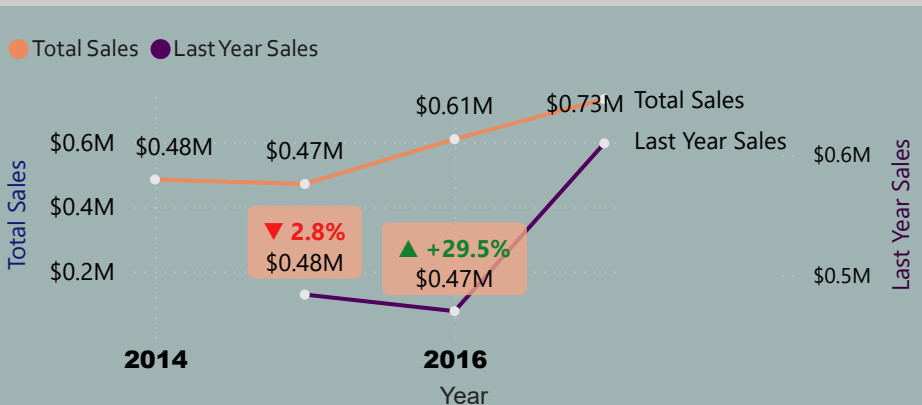
\$6...

Sales Trend Comparison: Current vs Previous Year

Monthly View

Quarterly View

Yearly View



\$2.30M

Total Sales

20.36%

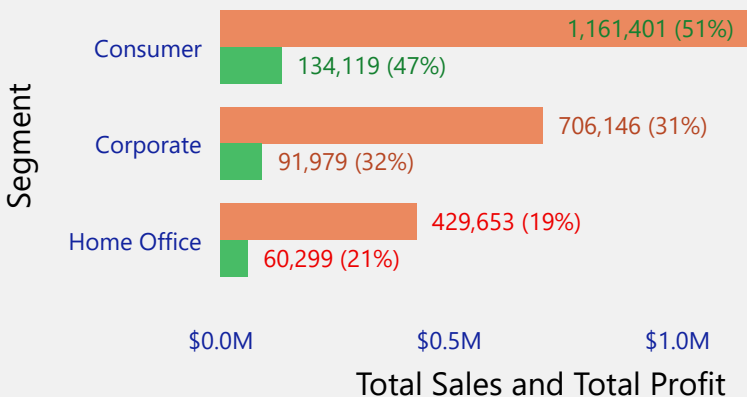
YoY Sale Change ...

\$1.56M

Last Year Sales

Segment-wise Profit & Sales Comparison

● Total Sales ● Total Profit



Customer & Region Analysis

Central

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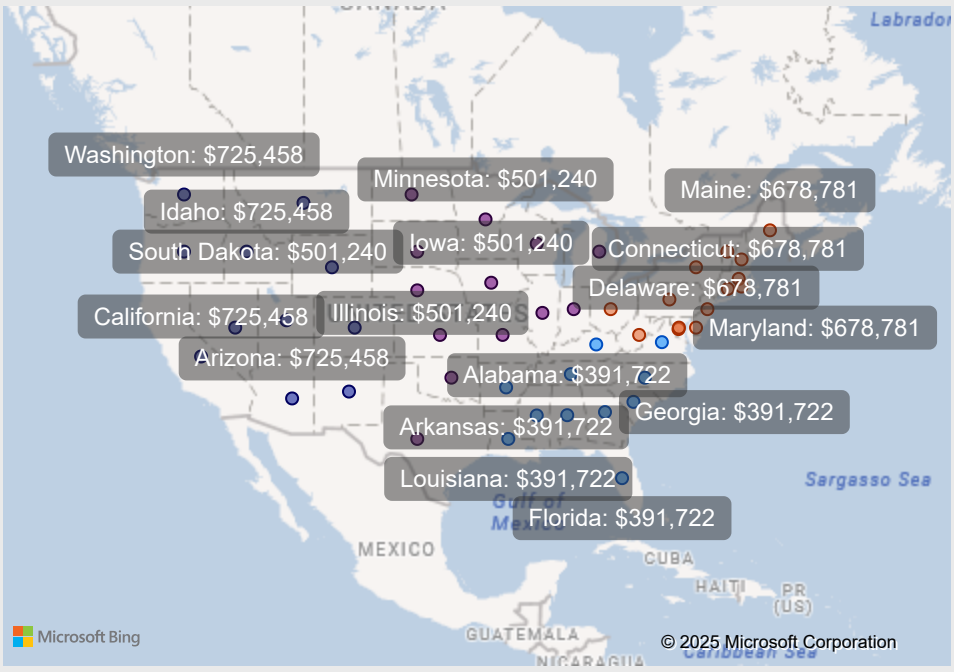
All

City

All

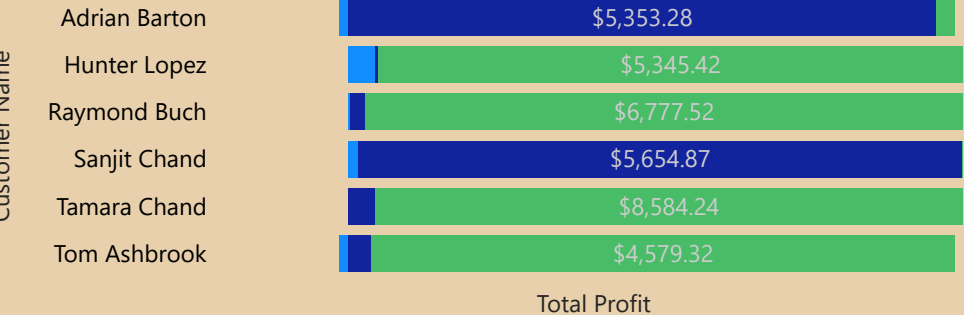
Geographical Analysis

Region Central East South West

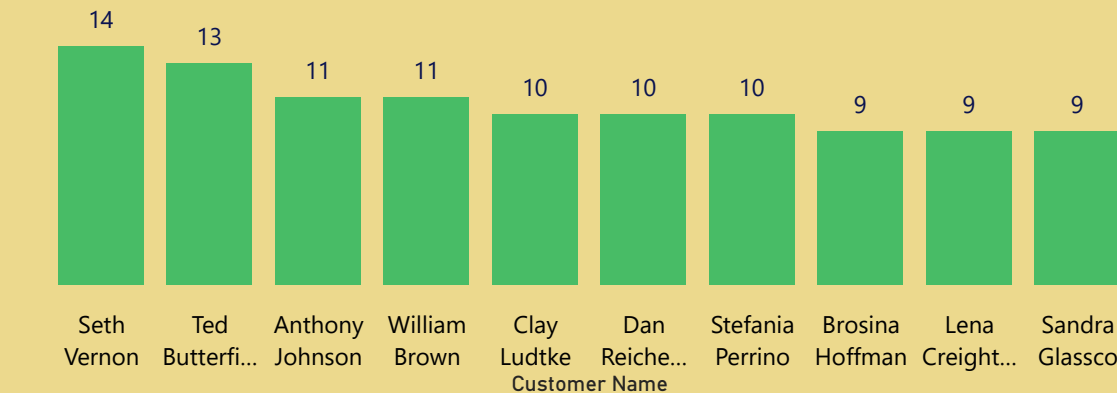


Top 6 Customers

Furniture Office Supplies Technology



Return Risk Reading



Top 10 States Input

Region	Sales	Gross Margin	YOY Sale (%)	Growth Insights
West	\$5,96,328.90	18.41%	187.08%	Strong Growth
Washington	\$1,38,641.27	24.09%	467.58%	
California	\$4,57,687.63	16.69%	52.73%	
South	\$1,60,110.43	9.49%	-72.52%	Decline
Virginia	\$70,636.72	26.33%	-334.44%	
Total	\$15,88,709.41	9.61%	100.00%	Moderate Growth

Individual Profit Breakdown

Person	Furniture	Office Supplies	Technology	Total
Anna Andreadi	▲ \$11,505(4.02%)	▲ \$52,610(18.37%)	▲ \$44,304(15.47%)	\$108,418(37.86%)
Cassandra Brandow	▲ \$6,771(2.36%)	▲ \$19,986(6.98%)	▲ \$19,992(6.98%)	\$46,749(16.32%)
Chuck Magee	▲ \$3,046(1.06%)	▲ \$41,015(14.32%)	▲ \$47,462(16.57%)	\$91,523(31.96%)
Kelly Williams	▼ -\$2,871(-1.00%)	▲ \$8,880(3.10%)	▲ \$33,697(11.77%)	\$39,706(13.86%)

Sales & Cost Analysis

Central

East

South

West

2014

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Reset

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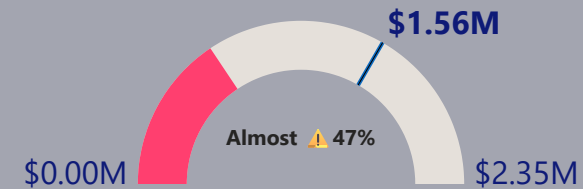
City

All

Top 10 States

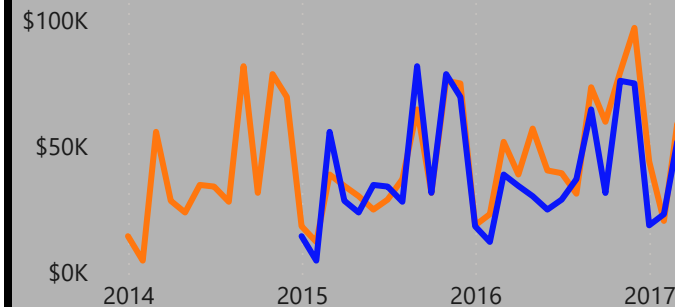


Sales Target Status



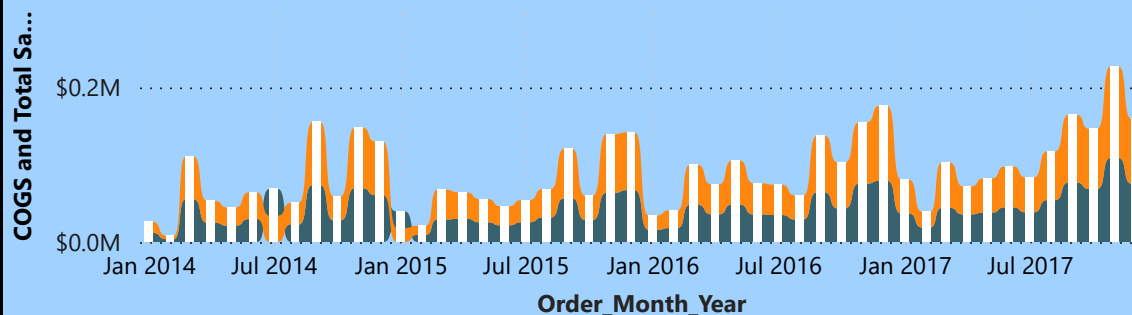
Monthly Sales vs Last Year

Current Sales Last Year Sales

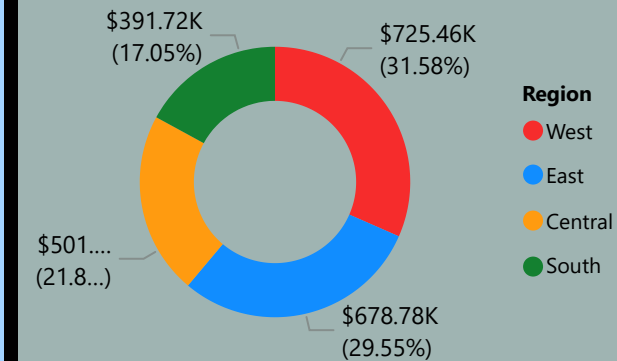


Tracking Sales and COGS Dynamics

COGS Total Sales



Regional Performance Insight



CURRENT SALES

\$733.22K



LAST YEAR

\$1.56M



GROSS PROFIT

\$286.40K



COGS

\$446.82K

