

Superstore Analysis

Central

East

South

West

2014

2015

2016

2017



Analysis Dashboard



Reset

Segment
All

Category
All

Person
All

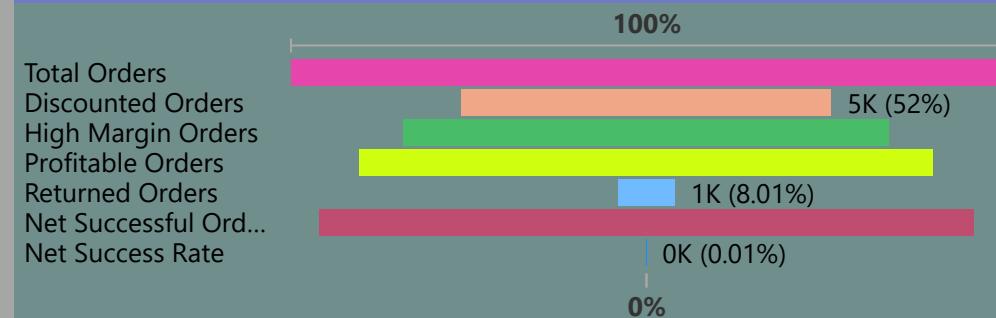
Ship Mode
All

State
All

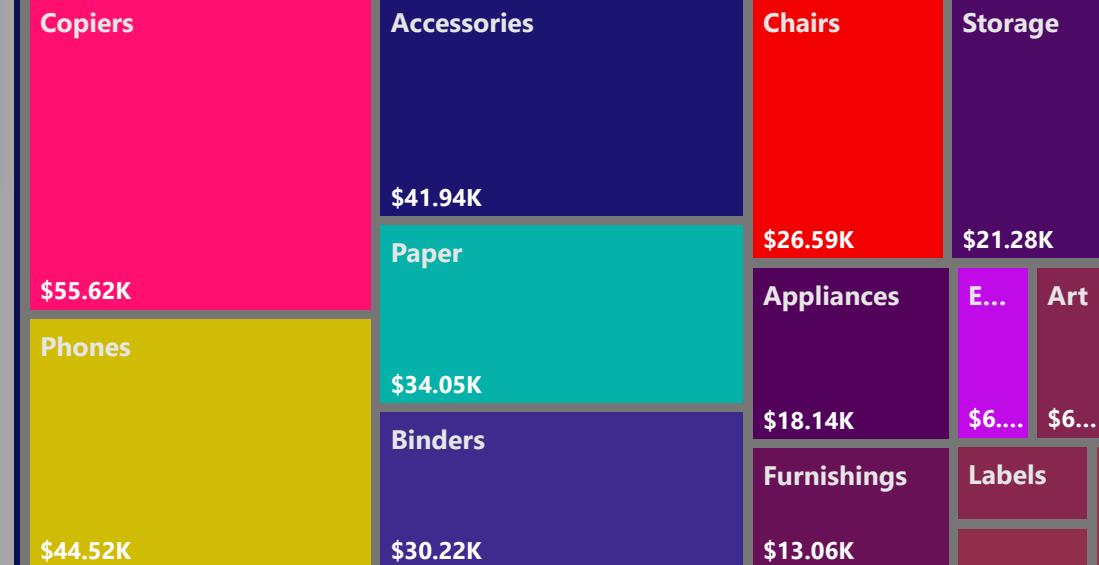
City
All



Order Efficiency Funnel



Profit by Sub-Category



Sales Trend Comparison: Current vs Previous Year

Monthly View

Quarterly View

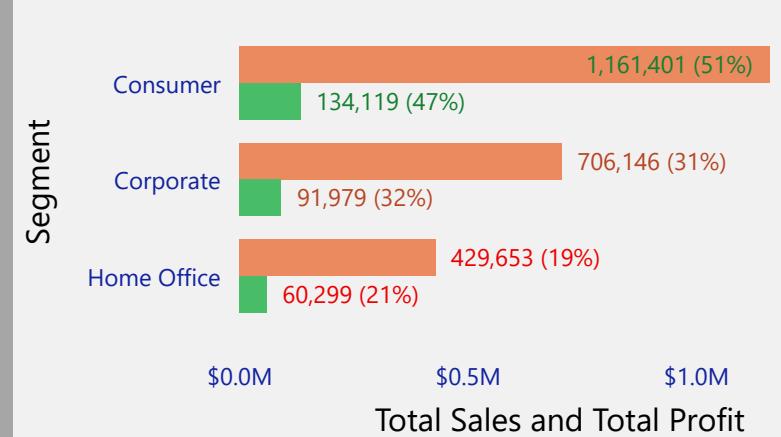
Yearly View

Total Sales Last Year Sales



Segment-wise Profit & Sales Comparison

Total Sales Total Profit





Reset

Segment ▾

All ▾

Category ▾

All ▾

Ship Mode ▾

All ▾

Person ▾

All ▾

State ▾

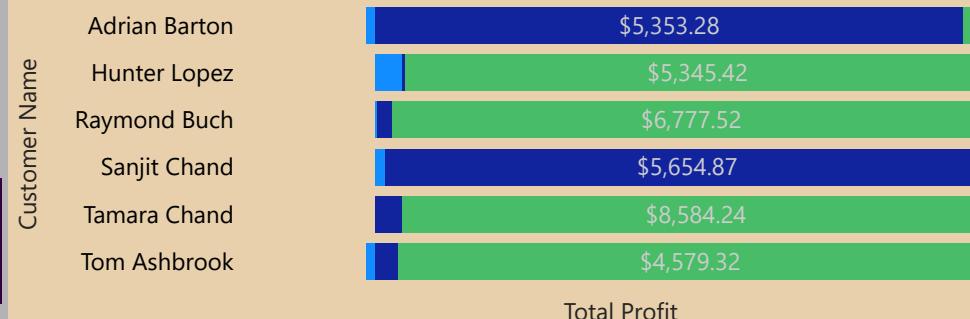
All ▾

City ▾

All ▾

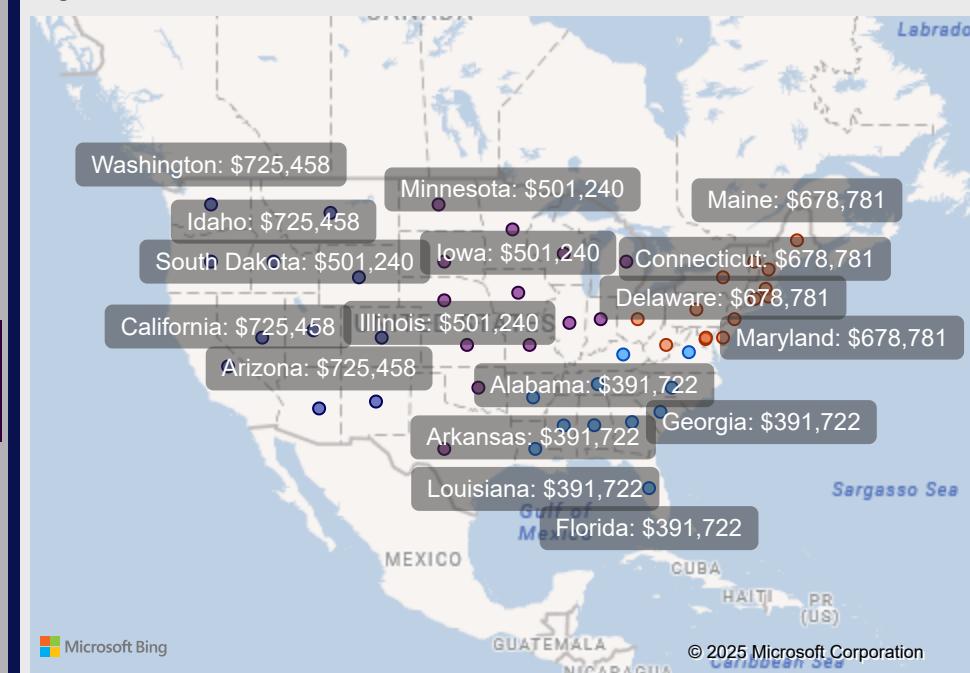
Top 6 Customers

● Furniture ● Office Supplies ● Technology

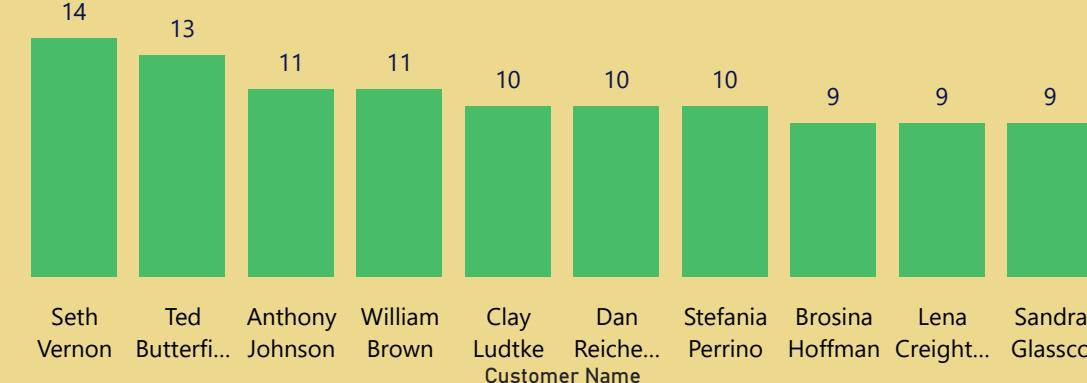


Geographical Analysis

Region ● Central ● East ● South ● West



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

2015

2016

2017



Reset

Segment
All

Category
All

Ship Mode
All

Person
All

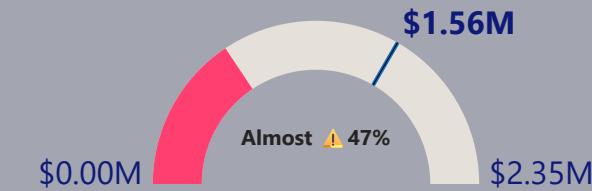
State
All

City
All

Top 10 States

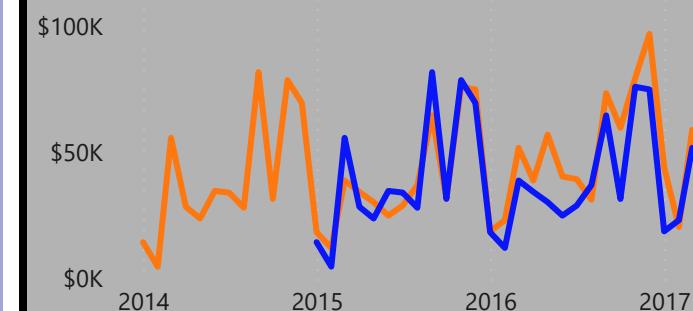


Sales Target Status



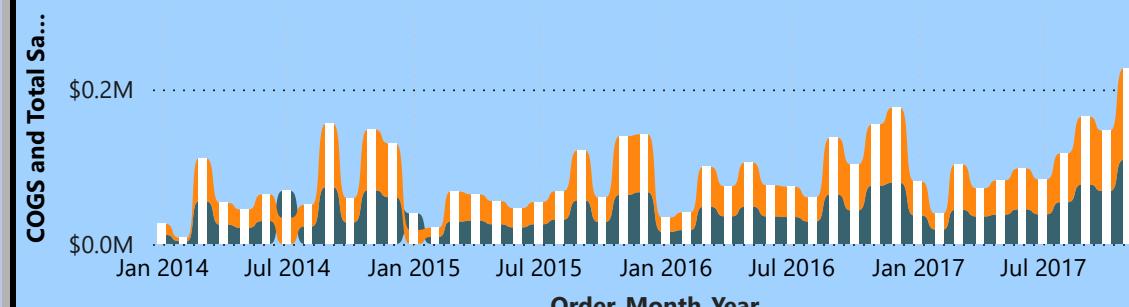
Current Sales vs. Last Year Sales

— Current Sales — Last Year Sales

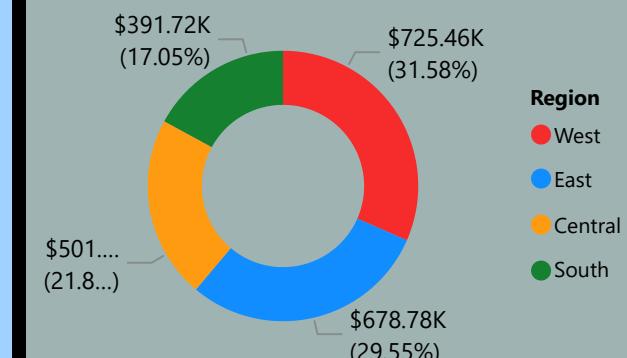


Tracking Sales and COGS Dynamics

● COGS ● Total Sales



Regional Performance Insight



CURRENT SALES

\$733.22K

LAST YEAR

\$1.56M

GROSS PROFIT

\$286.40K

COGS

\$446.82K