

# 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%

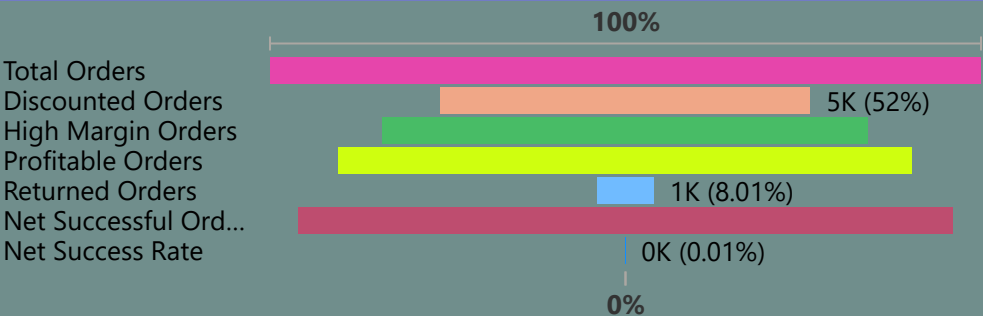


**TOTAL PROFIT**  
\$286.40K



**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

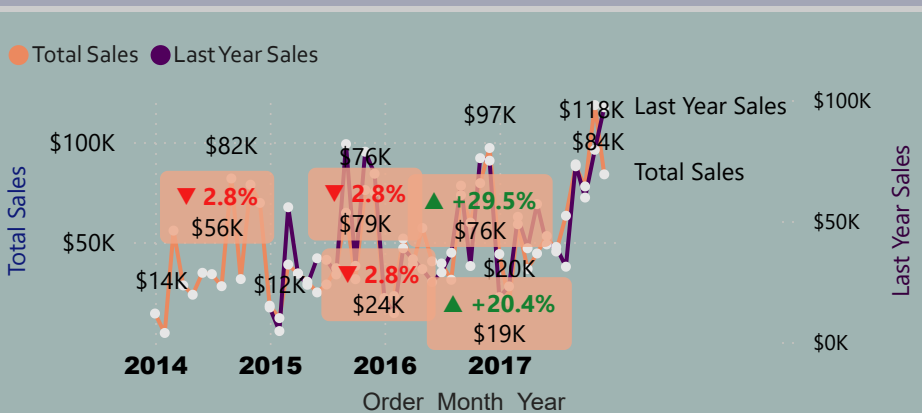
\$6...

## Sales Trend Comparison: Current vs Previous Year

Monthly View

Quarterly View

Yearly View



\$2.30M

Total Sales

20.36%

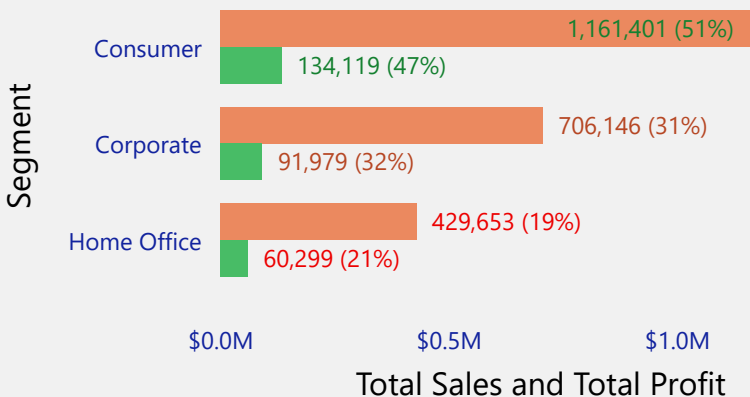
YoY Sale Change ...

\$1.56M

Last Year Sales

## Segment-wise Profit & Sales Comparison

● Total Sales ● Total Profit



Customer & Region Analysis

Central

East

South

West

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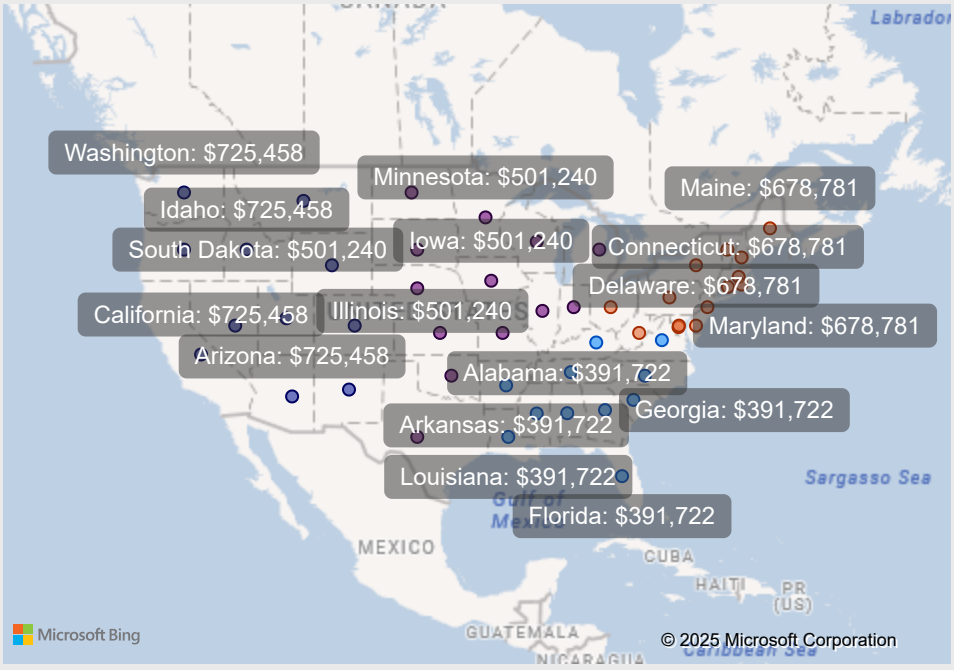
All

City

All

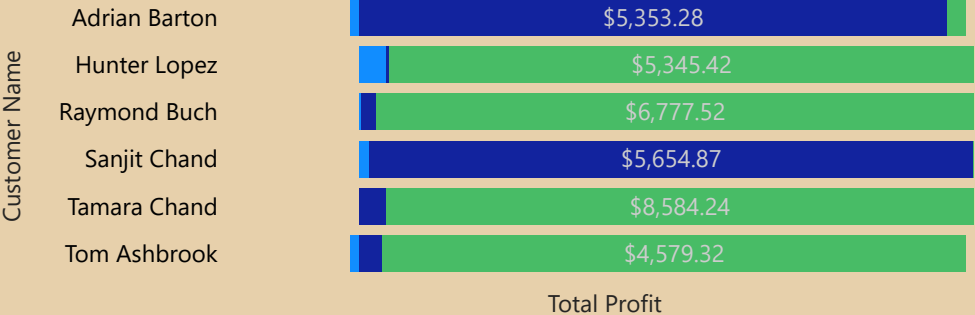
Geographical Analysis

Region Central East South West

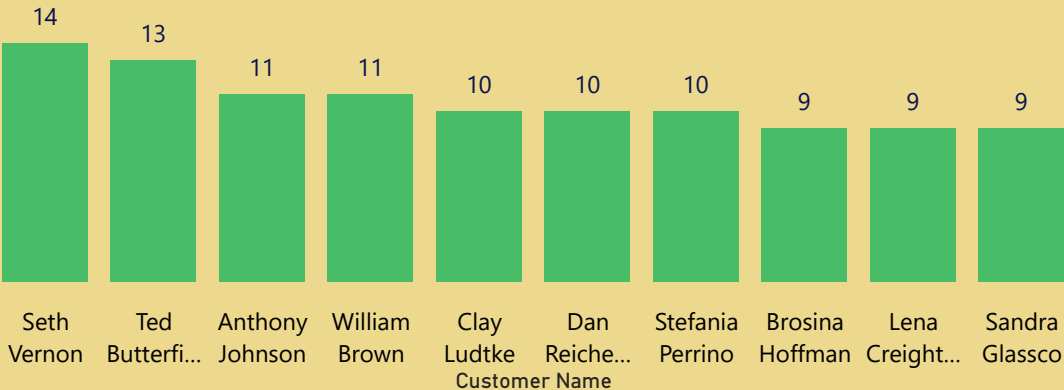


Top 6 Customers

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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2017



Reset

Segment

All

Category

All

Ship Mode

All

Person

All

State

All

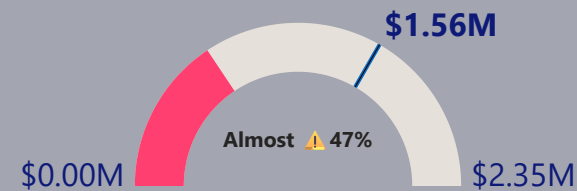
City

All

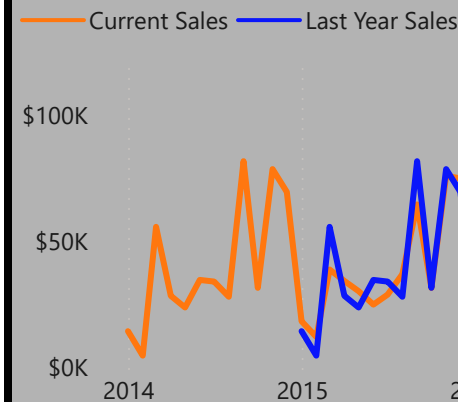
## Top 10 States



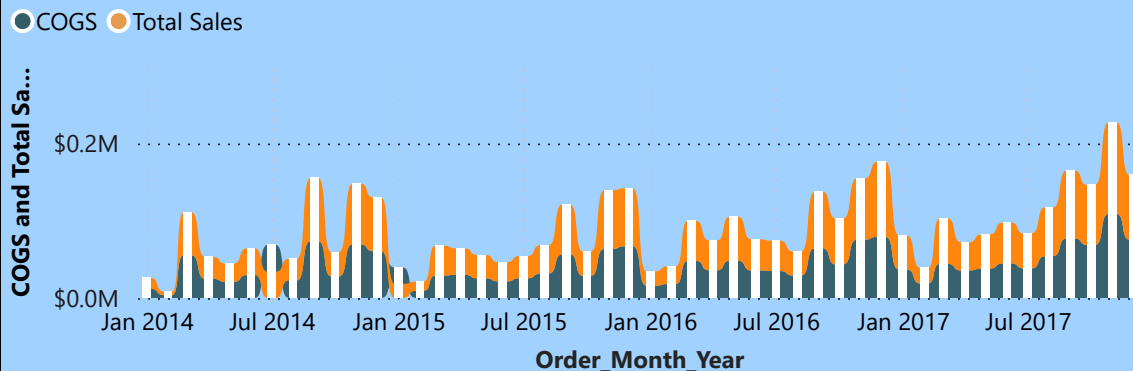
## Sales Target Status



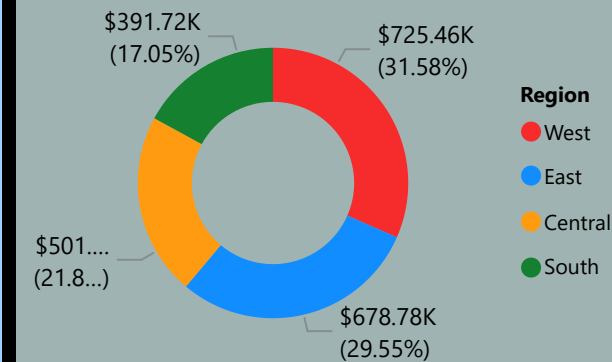
## Current Sales vs. Last Year Sales



## Tracking Sales and COGS Dynamics



## Regional Performance Insight



CURRENT SALES

\$733.22K

LAST YEAR

\$1.56M

GROSS PROFIT

\$286.40K

COGS

\$446.82K