

Superstore Analysis

Central

East

South

West

2014

2015

2016

2017



Analysis Dashboard



Reset

Segment

All

Category

All

Person

All

Ship Mode

All

State

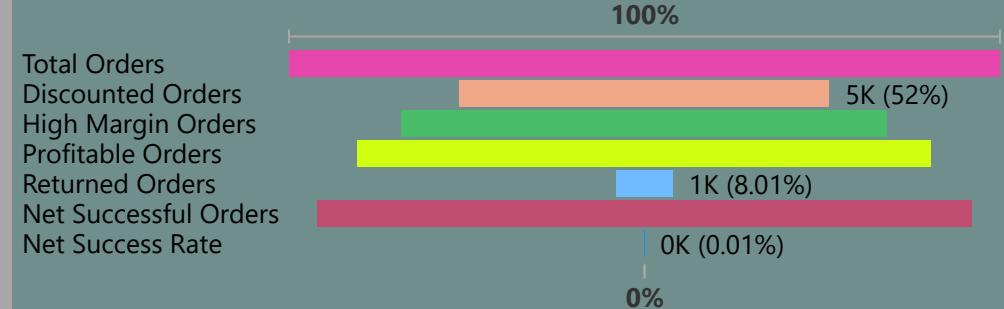
All

City

All



Order Efficiency Funnel



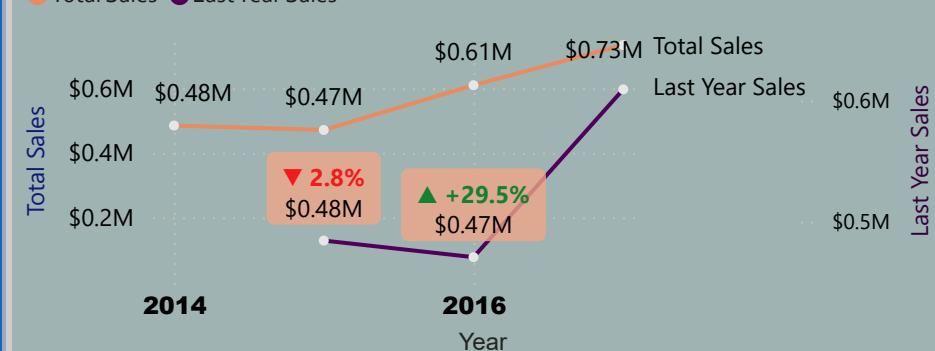
Profit by Sub-Category



Sales Trend Comparison: Current vs Previous Year

Monthly View Quarterly View Yearly View

Total Sales Last Year Sales



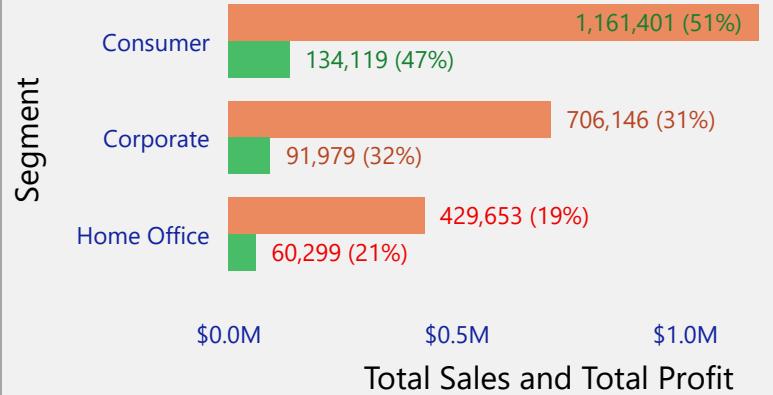
\$2.30M
Total Sales

20.36%
YoY Sale Change ...

\$1.56M
Last Year Sales

Segment-wise Profit & Sales Comparison

● Total Sales ● Total Profit





Reset

Segment ▾

All ▾

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All ▾

Ship Mode ▾

All ▾

Person ▾

All ▾

State ▾

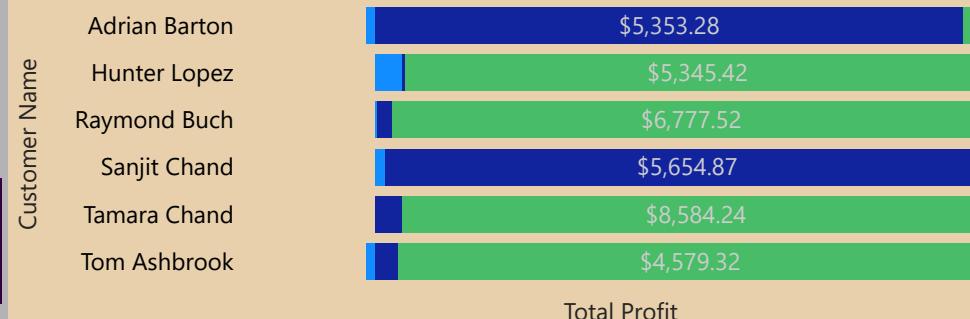
All ▾

City ▾

All ▾

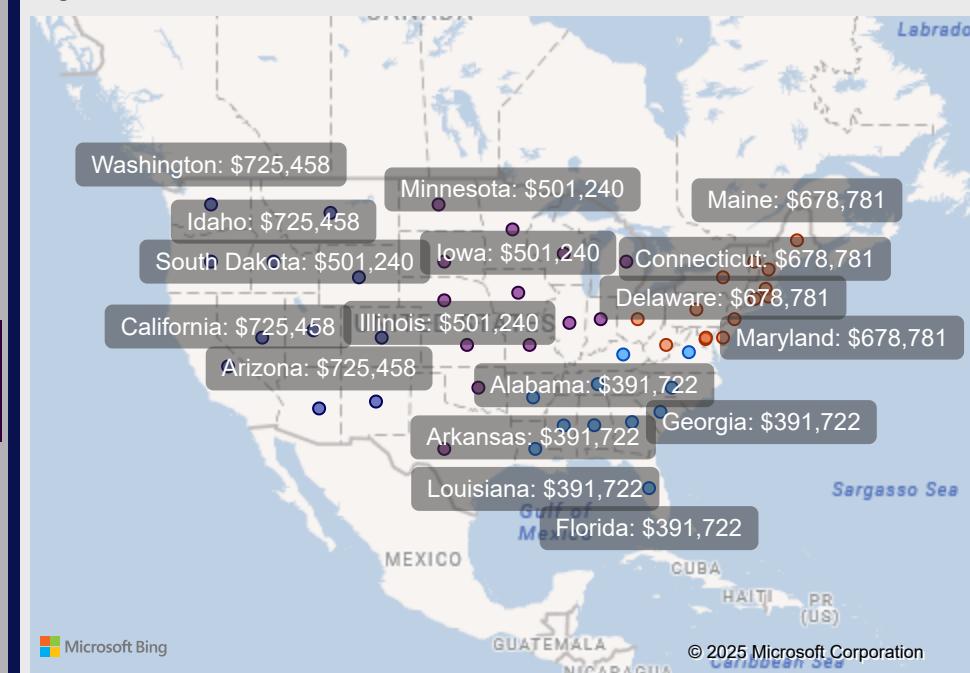
Top 6 Customers

● Furniture ● Office Supplies ● Technology

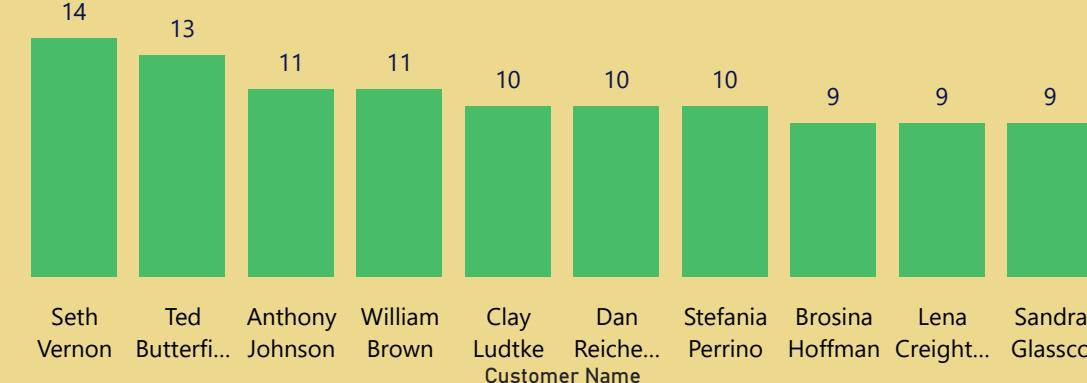


Geographical Analysis

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

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Reset

Segment
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Category
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Ship Mode
All

Person
All

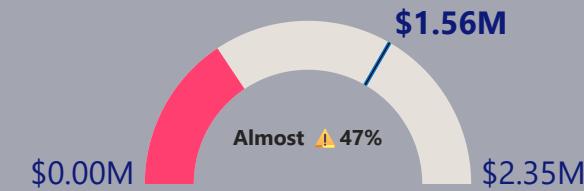
State
All

City
All

Top 10 States

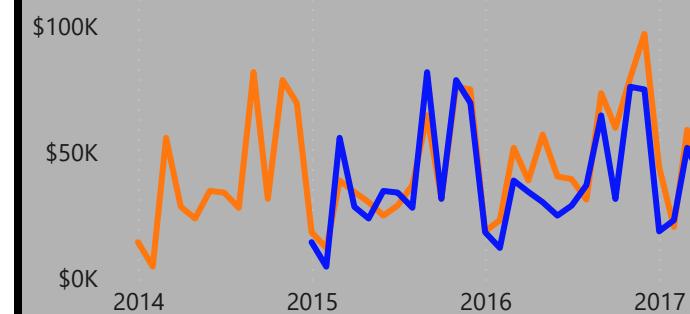


Sales Target Status



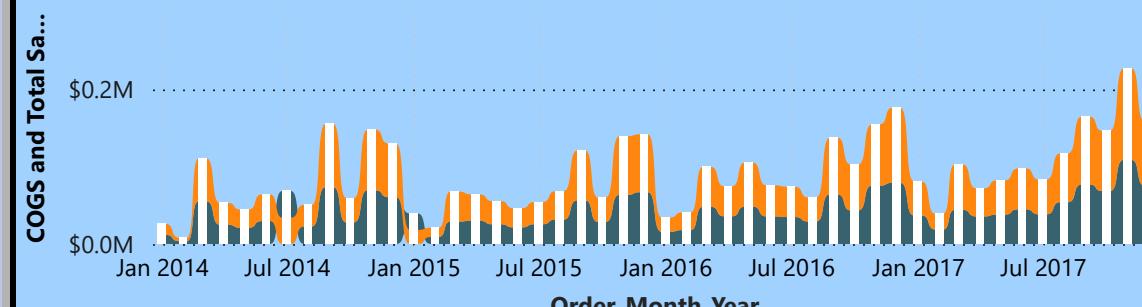
Monthly Sales vs Last Year

Current Sales Last Year Sales

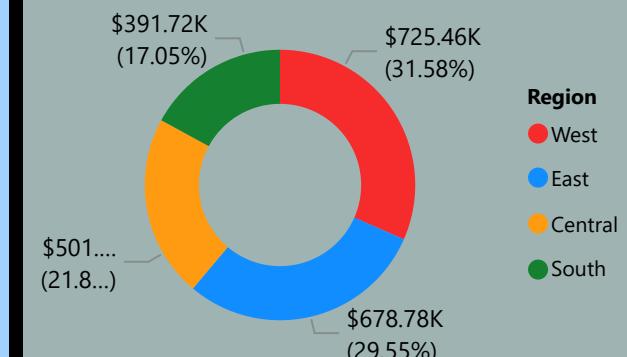


Tracking Sales and COGS Dynamics

● COGS ● Total Sales



Regional Performance Insight



CURRENT SALES

\$733.22K

LAST YEAR

\$1.56M

GROSS PROFIT

\$286.40K

COGS

\$446.82K