

SUPERSTORE SALES DASHBOARD

Year

All

\$11.8M

Total Sales

\$1.3M

Total Profit

25K

Total Orders

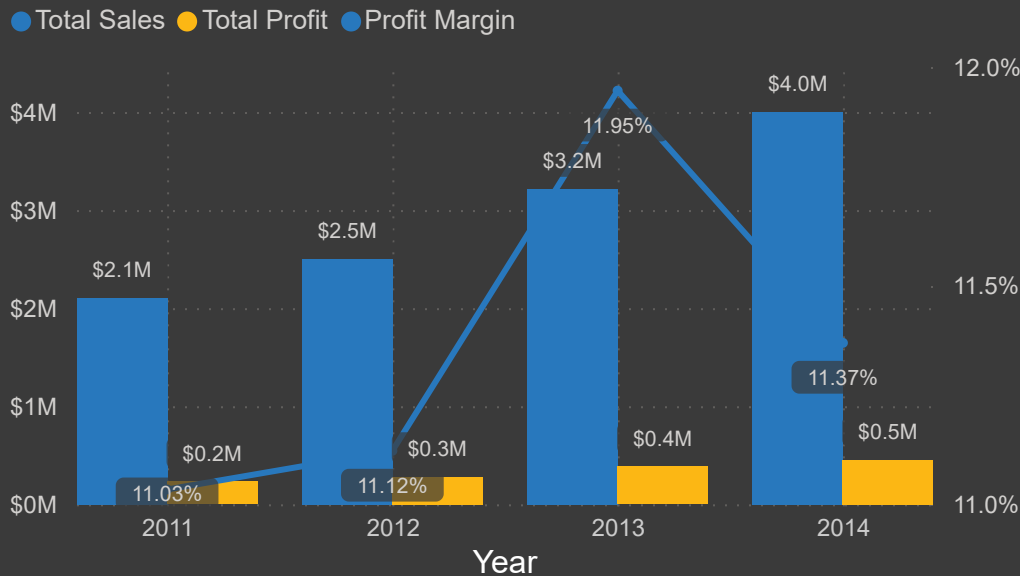
1590

Total Customers

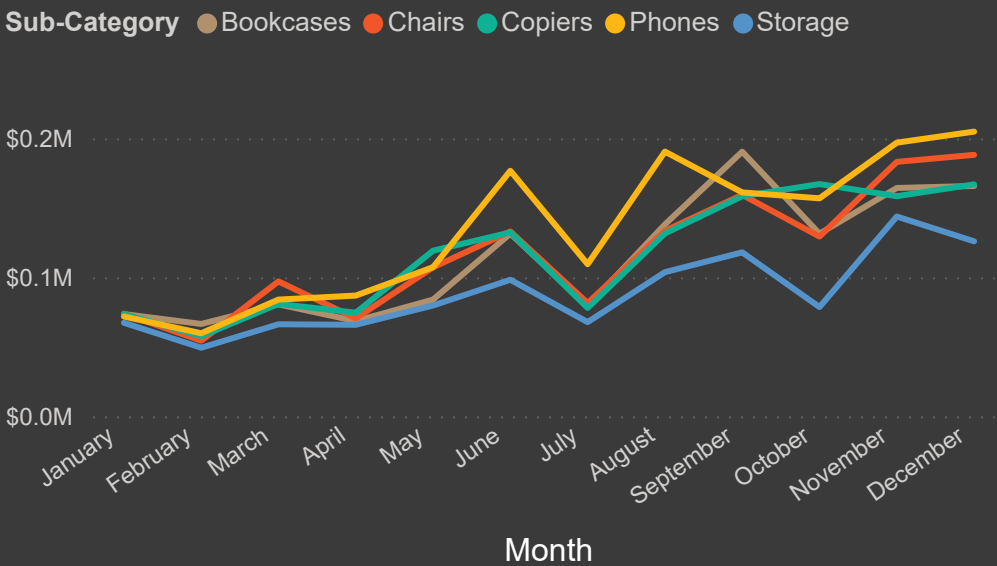
1172

Total Returned Orders

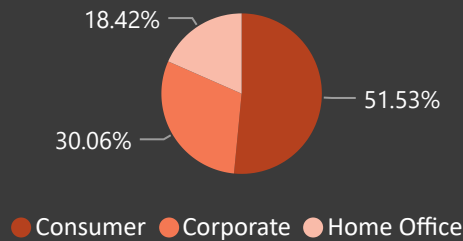
Total Sales & Profits over Time



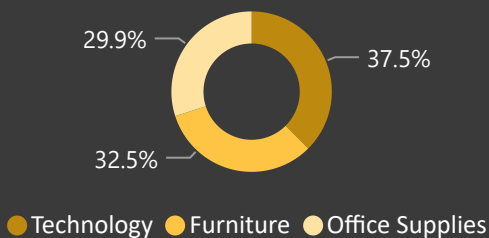
Total Sales by Month and Sub-Category



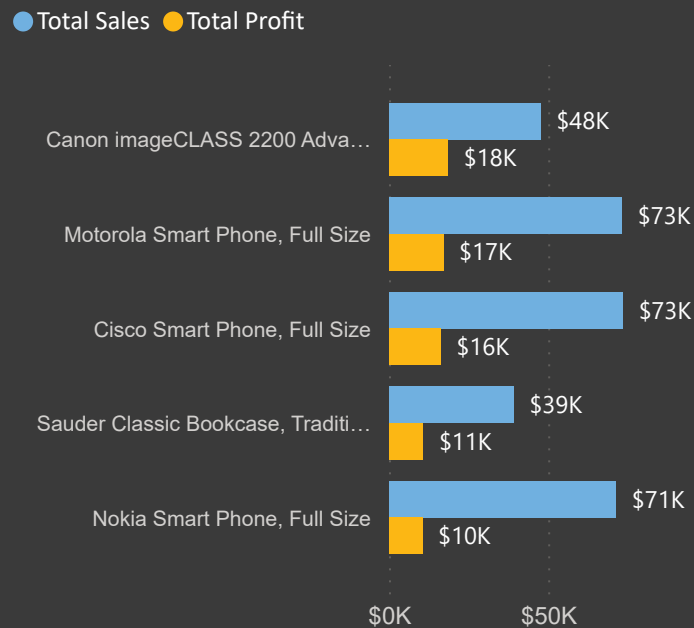
Total Sales by Segment



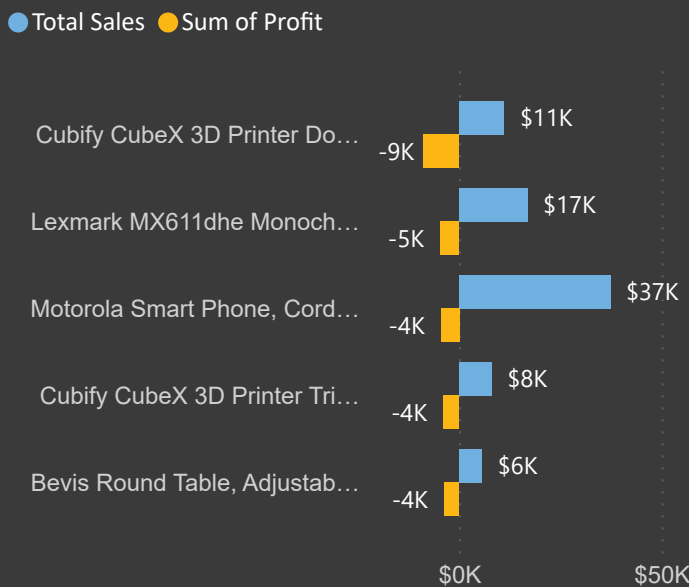
Total Sales by Category



Top 5 Profit Products compare with Sales



Top 5 loss Profit Products compare with Sales



SUPERSTORE SALES DASHBOARD

Year

Select all

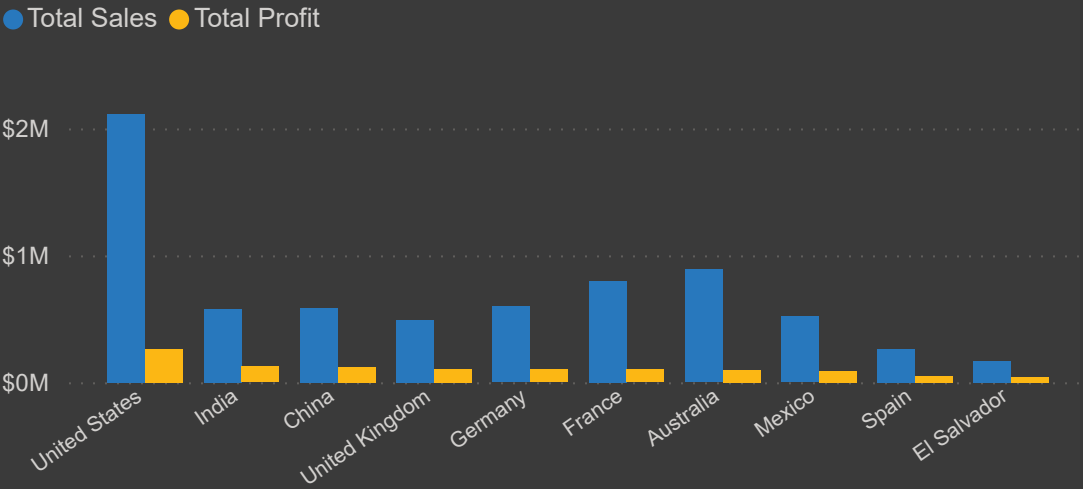
2011

2012

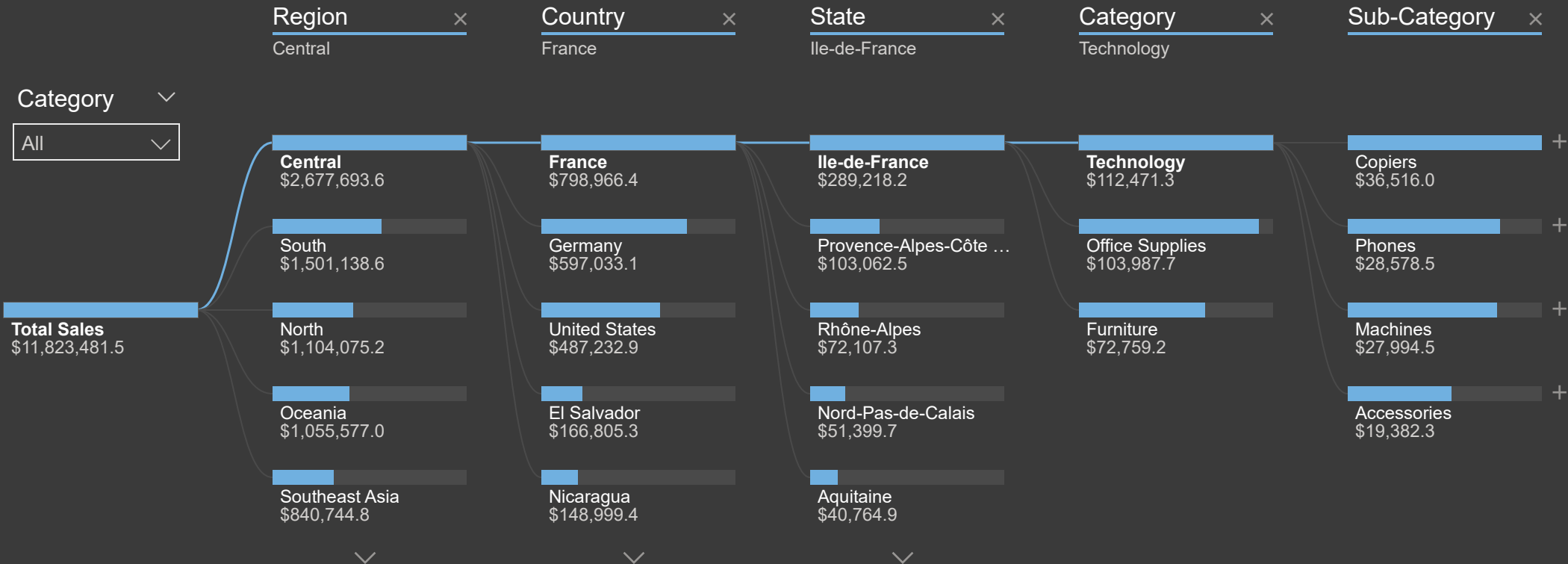
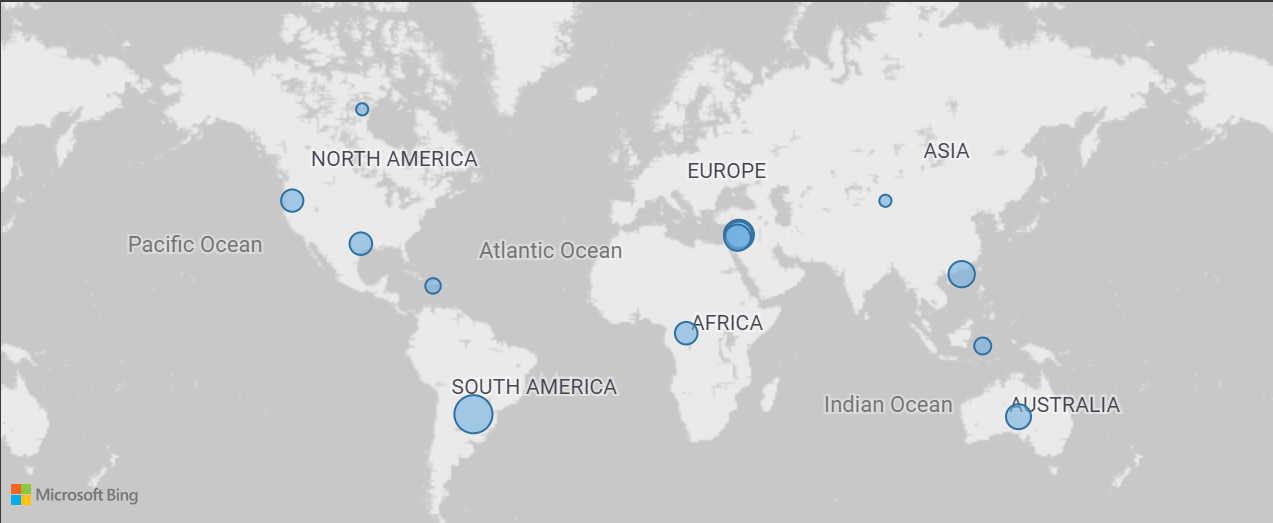
2013

2014

Total Sales & Total Profit by Country



Total Profit by Region



INSIGHTS:

- . Sales and profits both increased each year, but the most recent month showed signs of a slight decrease
- . United States brings in the highest revenue and profits, followed by India, China, United Kingdom, Germany, France,....
- . The APAC market accounts for the majority of total sales and profits
- . Nearly 38% of revenue comes from the technology products category, followed by Furniture 33% and Office Supplies 29%
- . The key customer segment is the consumer group, accounting for more than half of total sales
- . Sales of products have grown steadily over the years. Potential subsections of the category can be seen as follows:
 1. The technology group includes Telephones and Photocopiers
 2. Furniture group includes Chairs and Bookcases
 3. Office Supplies Group includes Household Appliances and Art

RECOMMEDATIONS:

- . More sales and marketing campaigns should be implemented to improve sales and profits next year
- . To be able to expand the market smoothly, We should target the market with good growth, which is the APAC region including Vietnam, Australia, Brunei, Canada, Chile, China, etc.
- . The key products that need to be expanded are in the technology and furniture categories, more specifically, in the top products with the highest sales and profits.
- . Besides, it is also necessary to eliminate some products that cause both reduced profits and low sales