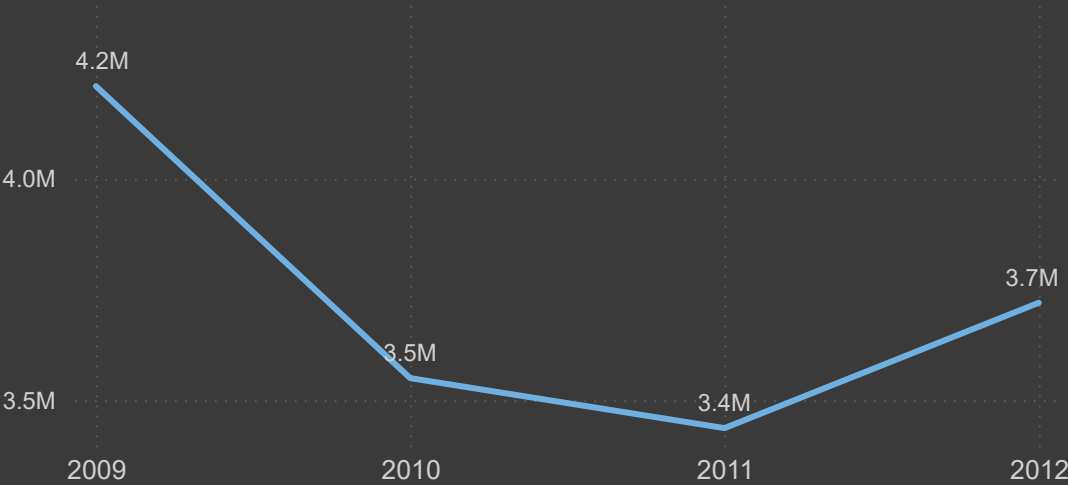**Sum of Sales**
14.92M

Sum of Profit
1.52M

Average of Discount
0.05

Sum of Shipping Cost
107.83K

Count of Order ID
5.496K

Sales by Year

4.2M

3.5M

3.4M

3.7M

| 2009 | 2010 | 2011 | 2012 |

4.0M
3.5M

Profit by Product Category

886.31K

518.02K

117.43K

800K
600K
400K
200K
0K

Technology — Office Supplies — Furniture

Sales by Region

Region	Value
Ontario	346.87K
Prarie	321.16K
West	297.01K
Atlantic	238.96K
Quebec	140.43K
Northwest Territor…	100.65K
Yukon	73.85K
Nunavut	2.84K

0.0M   0.1M   0.2M   0.3M
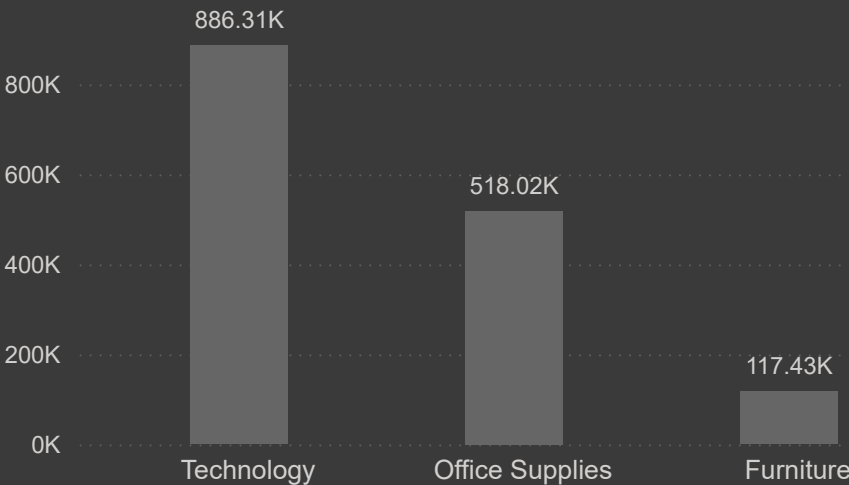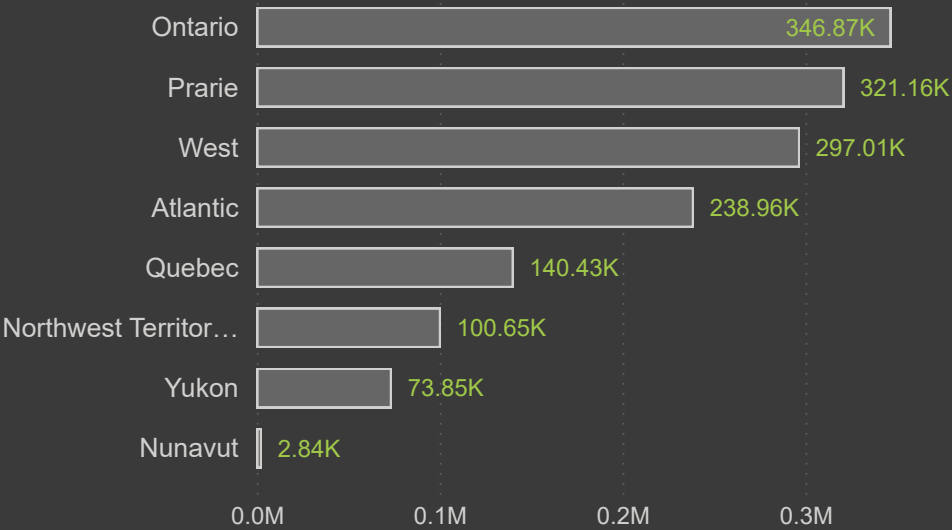
Customer Distribution by Segment

0.19K (19.51%)

0.35K (35.69%)

0.2K (19.92%)

0.25K (24.87%)

Customer Segment
- Corporate
- Home Office
- Consumer
- Small Business
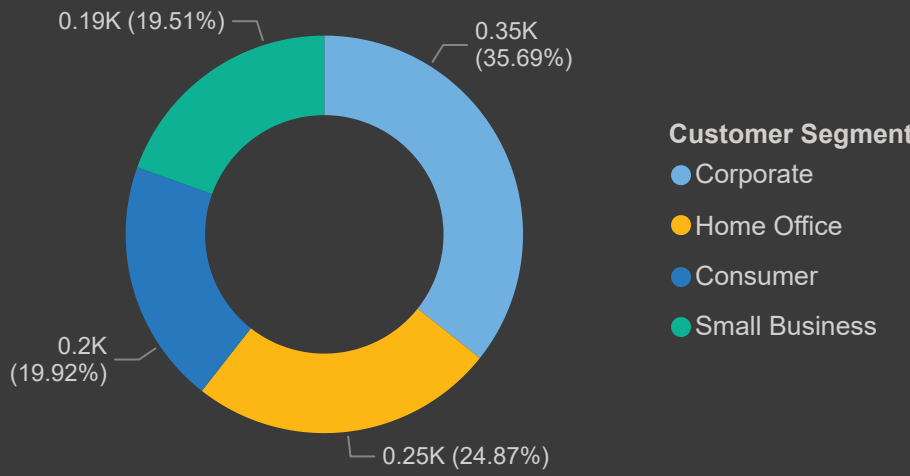
About this Dashboard

This interactive sales analytics dashboard provides a comprehensive overview of performance across multiple business dimensions from 2009 to 2012.

Purpose:
To help business decision-makers explore and understand:
- Sales and profit trends over time
- Best and worst-performing product categories and sub-categories
- Customer behavior and segmentation
- Regional performance and shipping efficiency
- Actionable insights for improving profitability and growth

Data Overview:
- Data covers order-level sales from 2009 to 2012.
- Includes attributes such as: Order ID, Date, Region, Product Category, Shipping Info, Sales, Profit, Customer Segment, etc.
- Cleaned and prepared using Power Query in Power BI.

Dashboard Layout:
1. Main - Overall KPIs and quick navigation
2. Products - Product category and sub-category performance
3. Region - Regional sales, profit, shipping, and order distribution
4. Customers - Customer segmentation and top contributors
5. Timeline - Sales and profit trends by year and month
6. Insights & Recommendations - Strategic insights based on data patterns
7. About - Dashboard description and context

Dashboard

Sum of Sales	**Sum of Profit**	**Average of Discount**	**Sum of Shipping Cost**	**Count of Order ID**
14.92M	1.52M	0.05	107.83K	5.496K

Sales by Product Category

Category	Sales
Technology	6.0M
Furniture	5.2M
Office Supplies	3.8M

Profit by Product Category

Category	Profit
Technology	886.31K
Office Supplies	518.02K
Furniture	117.43K
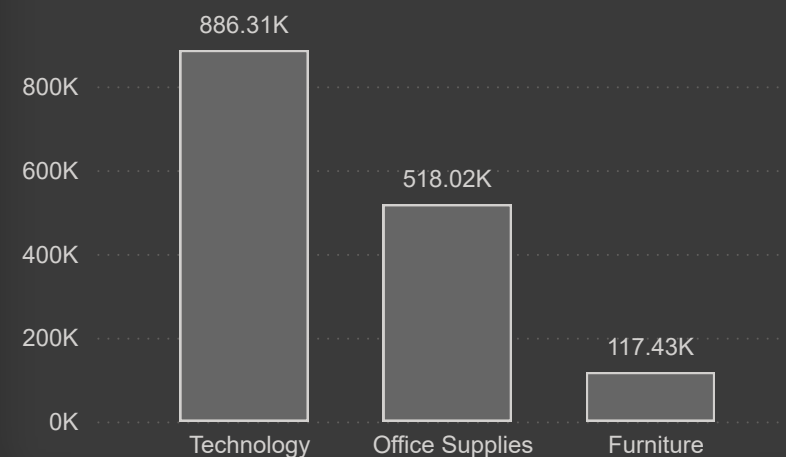
Shipping Cost by Product Category

- 53.24K (49.38%)
- 18.49K (17.15%)
- 36.1K (33.47%)

Product Category
- Furniture
- Office Supplies
- Technology
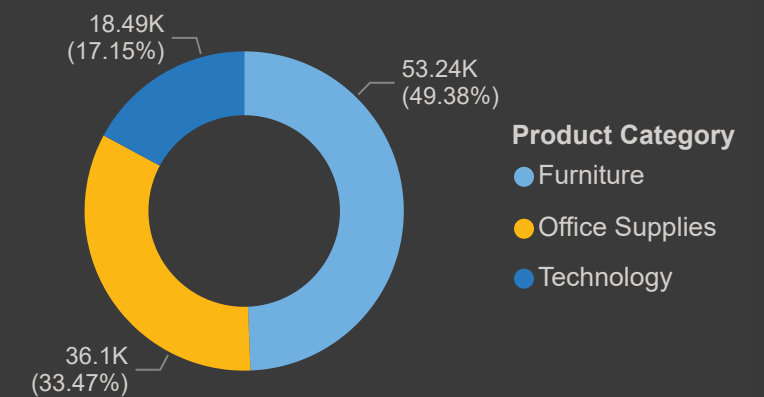
Most Ordered Product Sub-Categories

Sub-Category	Count
Paper	1225
Binders and Bin...	915
Telephones and C...	883
Office Furnishings	788
Computer Periphe...	758
Pens & Art Supplies	633
Storage & Organi...	546
Appliances	434
Chairs & Chairmats	386
Tables	361
Office Machines	337
Labels	288
Envelopes	246
Bookcases	189
Rubber Bands	179
Scissors, Rulers a...	144
Copiers and Fax	87
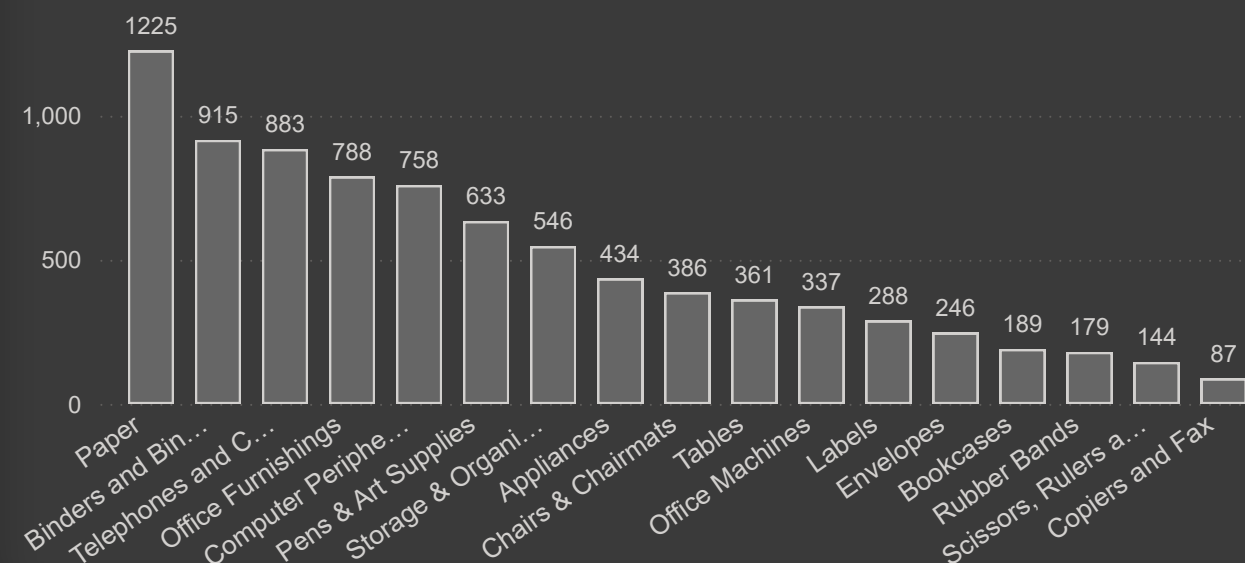
Product Sub-Category	Sum of Sales	Sum of Profit
Tables	1,896,008.14	-99,062.53
Bookcases	822,652.04	-33,582.13
Scissors, Rulers and Trimmers	80,996.31	-7,799.25
Rubber Bands	15,006.63	-102.67
Total	**2,814,663.12**	**-140,546.58**

Product Sub-Category

Appliances	Bookcases	Computer Peripherals	Envelopes
Binders and Binder Accessor...	Chairs & Chairmats	Copiers and Fax	Labels

Sum of Sales — 14.92M
Sum of Profit — 1.52M
Average of Discount — 0.05
Sum of Shipping Cost — 107.83K
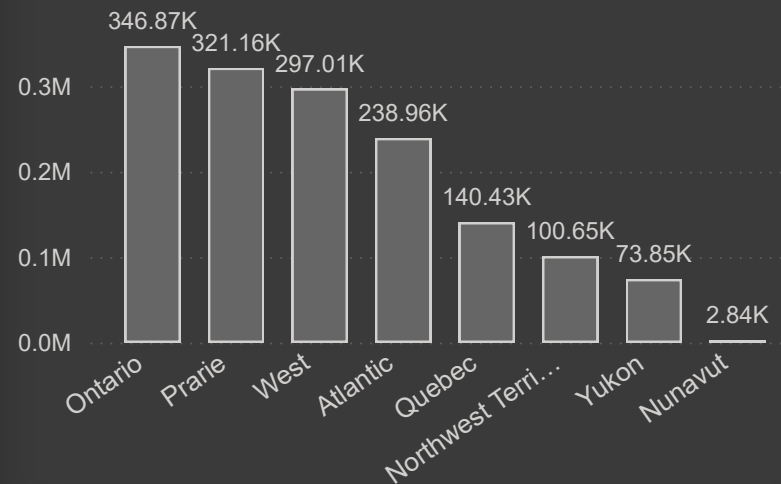**Count of Order ID** — 5.496K

Profit by Region

Region	Profit
Ontario	346.87K
Prarie	321.16K
West	297.01K
Atlantic	238.96K
Quebec	140.43K
Northwest Terri…	100.65K
Yukon	73.85K
Nunavut	2.84K

Average of Ship Duration by Region

Region	Avg Ship Duration
Yukon	2.46
Nunavut	2.16
Atlantic	2.16
Quebec	2.08
Ontario	2.02
West	1.97
Prarie	1.92
Northwest Territ…	1.85
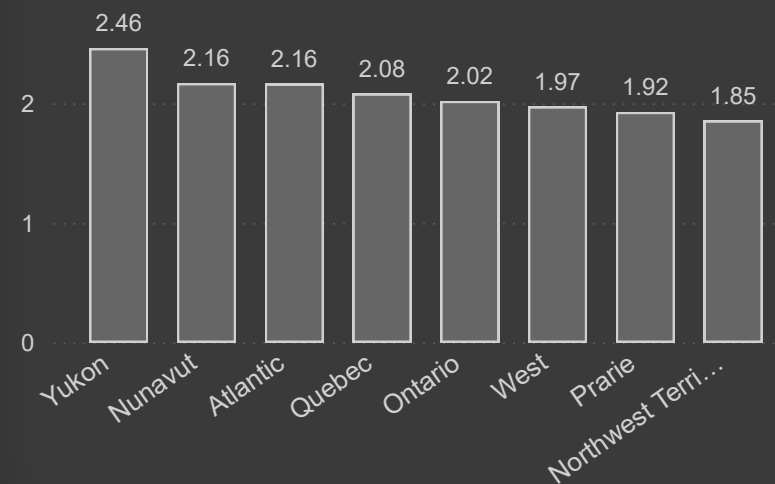
Product Category Distribution by Region
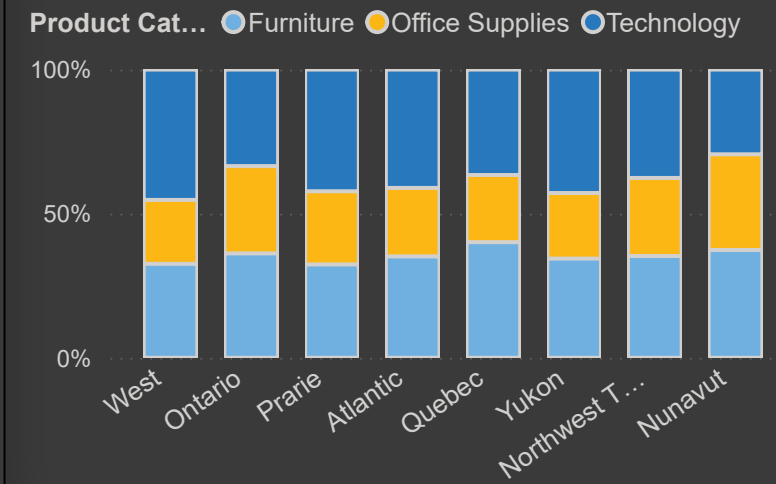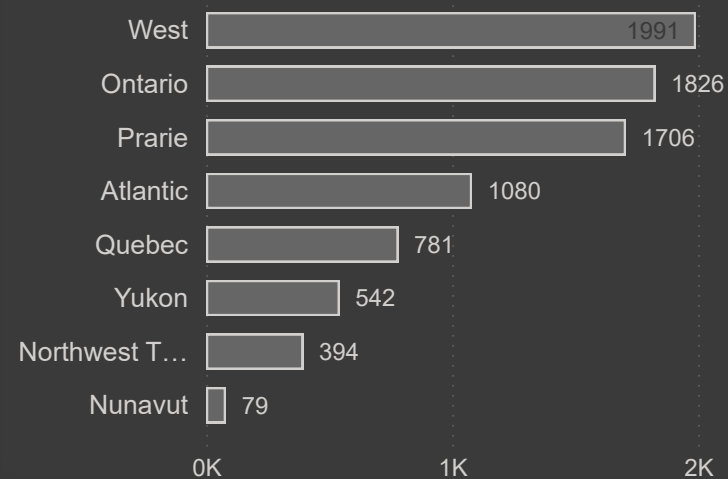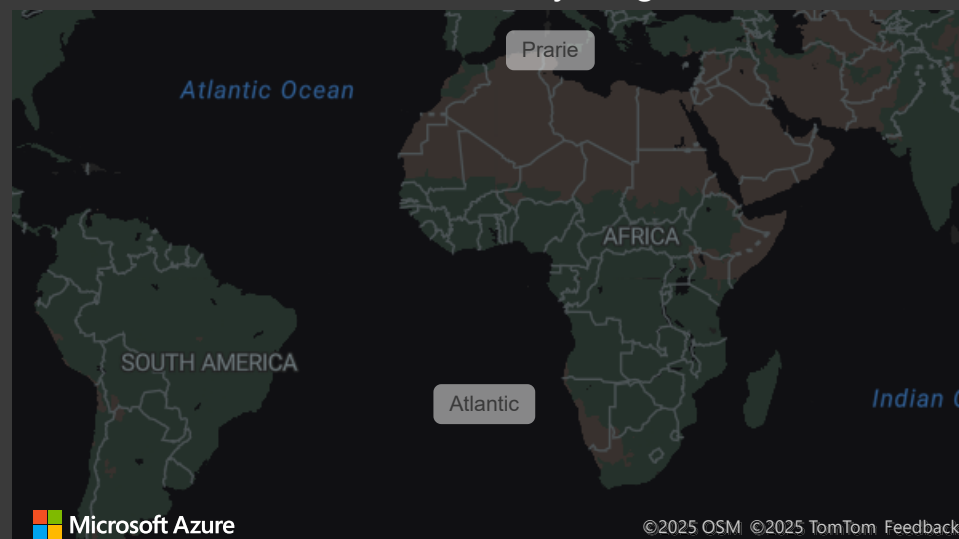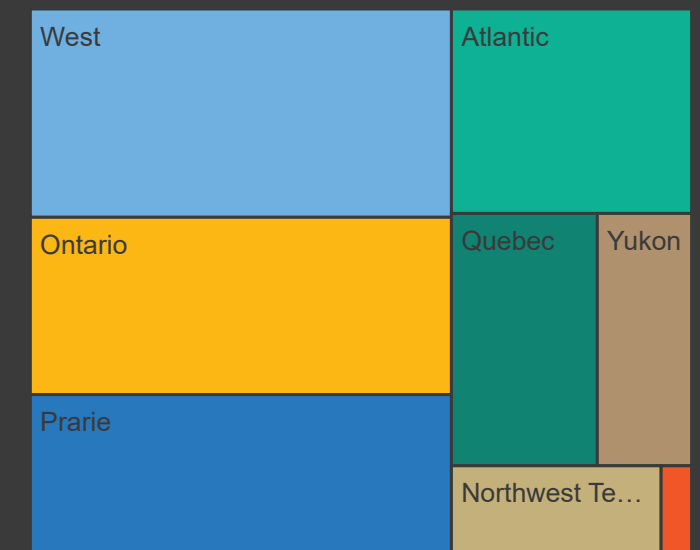
Product Cat… ● Furniture ● Office Supplies ● Technology

(West, Ontario, Prarie, Atlantic, Quebec, Yukon, Northwest T…, Nunavut)

Most Ordered Region

Region	Count
West	1991
Ontario	1826
Prarie	1706
Atlantic	1080
Quebec	781
Yukon	542
Northwest T…	394
Nunavut	79

Sum of Sales by Region

Microsoft Azure ©2025 OSM ©2025 TomTom Feedback

Sum of Sales by Region

West, Atlantic, Ontario, Quebec, Yukon, Prarie, Northwest Te…

Sales by Year

	Sum of Sales	Sum of Profit	Average of Discount	Sum of Shipping Cost	Count of Order ID
	14.92M	1.52M	0.05	107.83K	5.496K

Sales by Year

- 2009: 4.2M
- 2010: 3.5M
- 2011: 3.4M
- 2012: 3.7M

(Y-axis: 3.5M, 4.0M)

Sales by Month

Month	Sales
January	1.44M
February	1.18M
March	1.27M
April	1.22M
May	1.16M
June	1.03M
July	1.14M
August	1.12M
September	1.34M
October	1.38M
November	1.16M
December	1.47M

(X-axis: 0.0M, 0.2M, 0.4M, 0.6M, 0.8M, 1.0M, 1.2M, 1.4M)

Profit by Year

- 2009: 434.54K
- 2010: 363.87K
- 2011: 381.46K
- 2012: 341.9K

(Y-axis: 350K, 400K)

Year

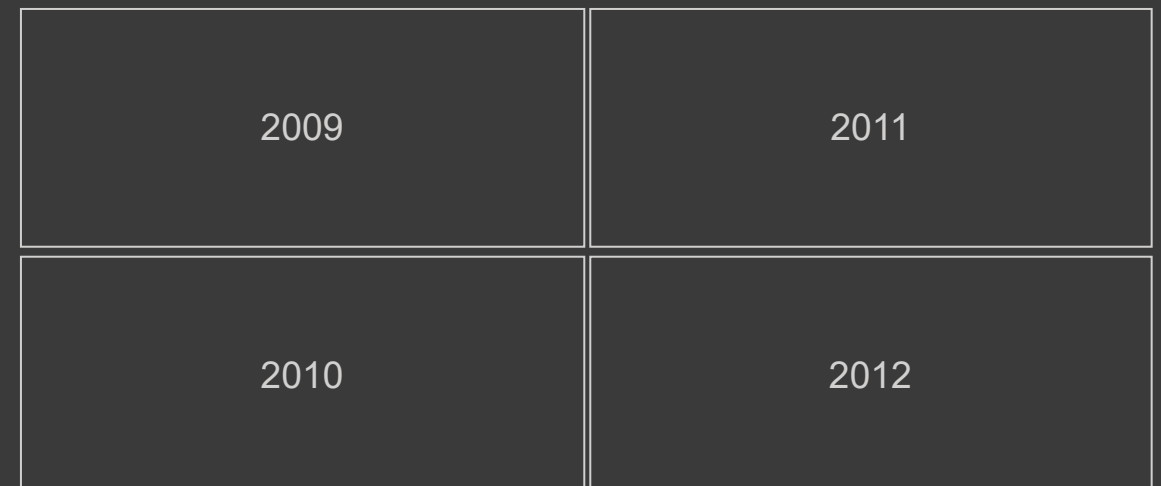|	
2009	2011
2010	2012
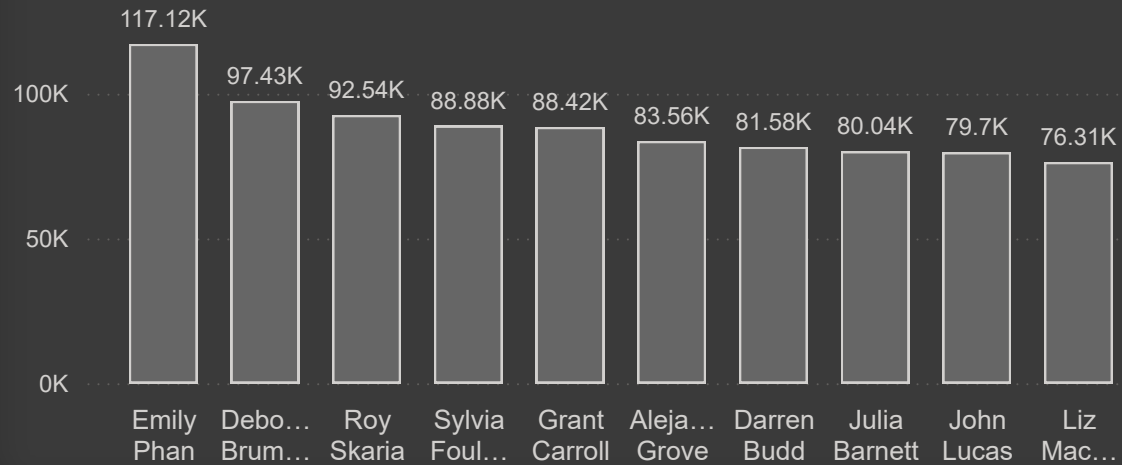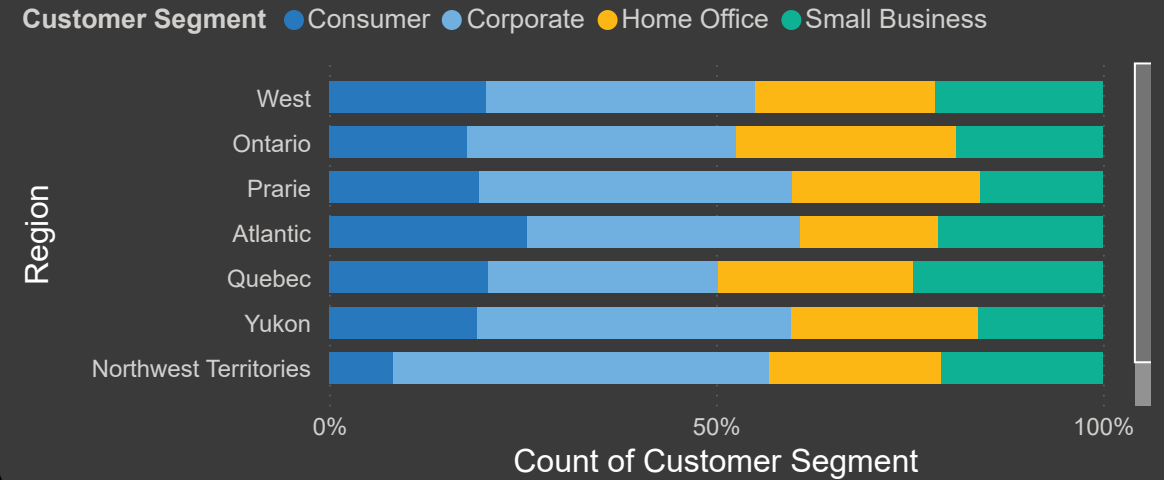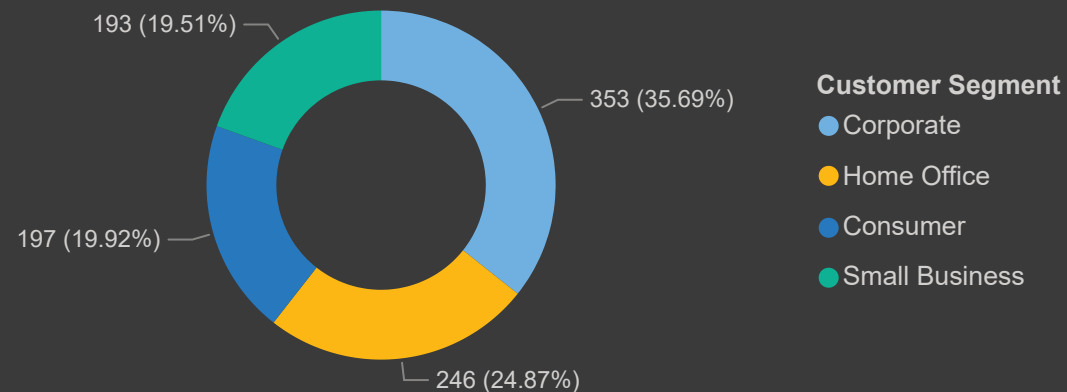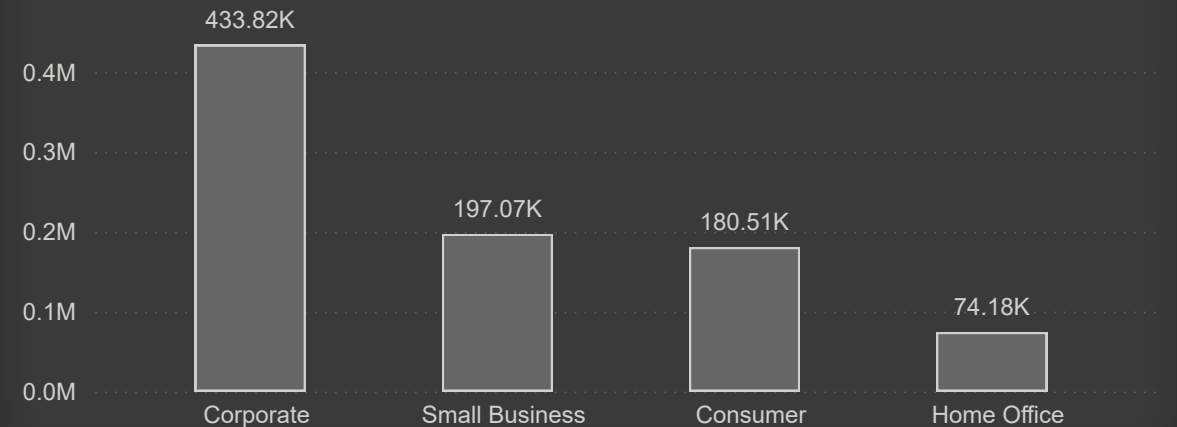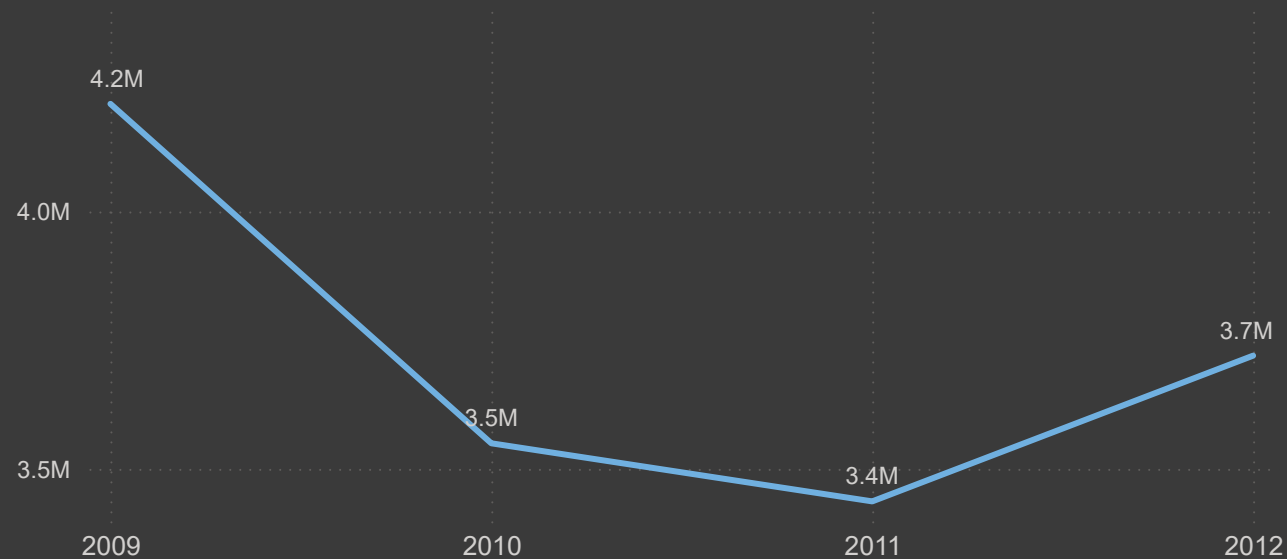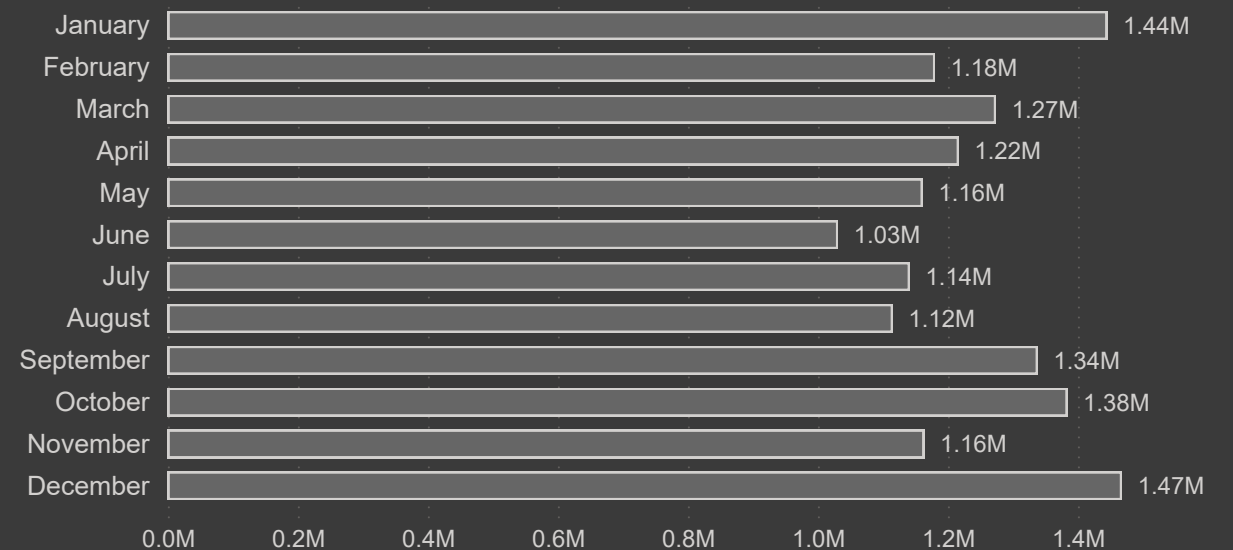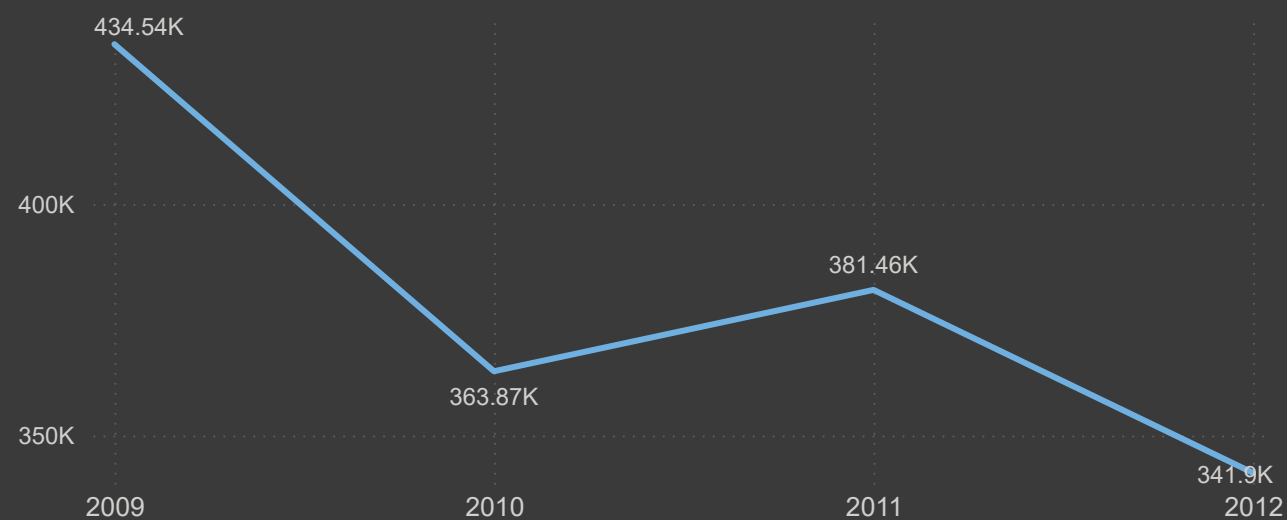
Insights & Recommendations

1. Product Performance

- The "Technology" category drives the highest revenue (~6M) and profit (~880K).
  · Recommendation: Continue investing in this category with targeted promotions and inventory expansion.

- The "Furniture" category generates strong sales (~5.2M) but low profitability (~117K), with certain sub-categories (e.g., Tables, Bookcases) reporting negative profits.
  · Recommendation: Reassess pricing, shipping costs, and supplier deals to improve profit margins.

2. Regional Analysis

- "Ontario" and "Prarie" are the most profitable regions.
  · Recommendation: Focus marketing and distribution efforts in these areas.
- "Nunavut" records the lowest sales (~116K) and minimal profit (~2.84K).
  · Recommendation: Consider cost optimization strategies or reassessing investments in this region.

- "Yukon" and "Nunavut" have the highest average shipping duration (>2.1 days), which could impact customer satisfaction.
  · Recommendation: Explore better logistics partners or closer warehouse locations for remote areas.

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3. Customer Segments

- Top customers like "Emily Phan" and "Deborah Brumfield" generate significant revenue.
  · Recommendation: Establish a loyalty program for high-value customers.

- "Corporatez" customers represent the largest segment (~36%) and contribute the most to overall sales.
  · Recommendation: Develop tailored business packages and special corporate offers.

- "Home Office" customers have a decent representation but contribute the lowest sales.