



SALES DASHBOARD

Analysis of sales and profit trends over the years, Segmenting of customers based on their purchase behaviors, Prediction of customer purchases from the data provided.

215.39K

Sum of Sales

1.40

profit_margin

3.02K

Sum of Profit

2437

Sum of Quantity

Insights on sales

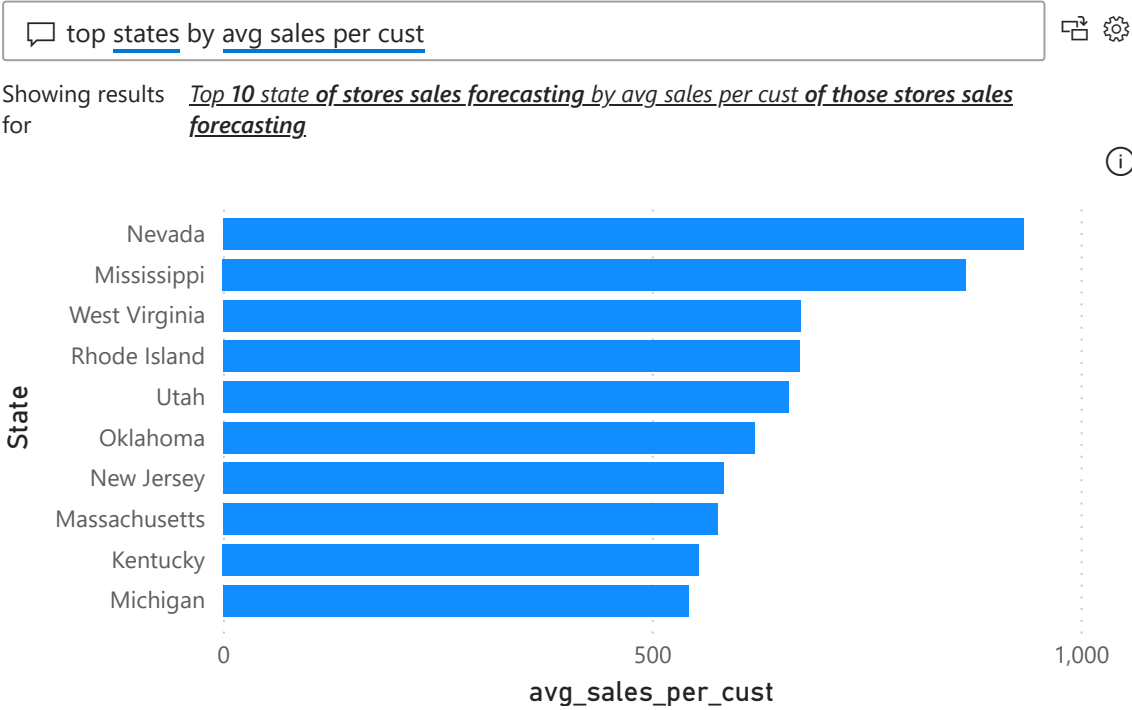
Insights on profit

General insights

Year Slicer

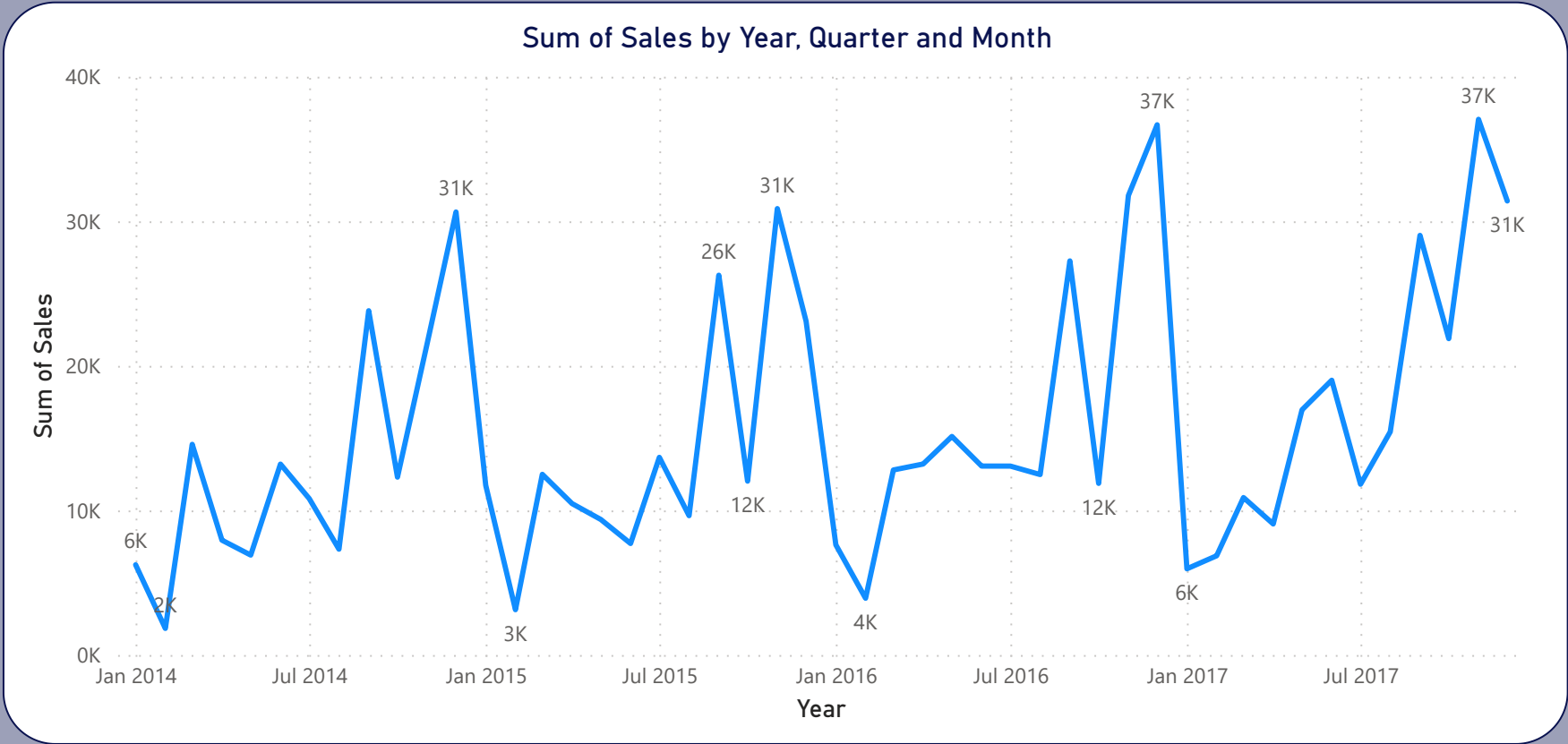
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☒ 2017

Question prompt



Decomposition tree

Line chart



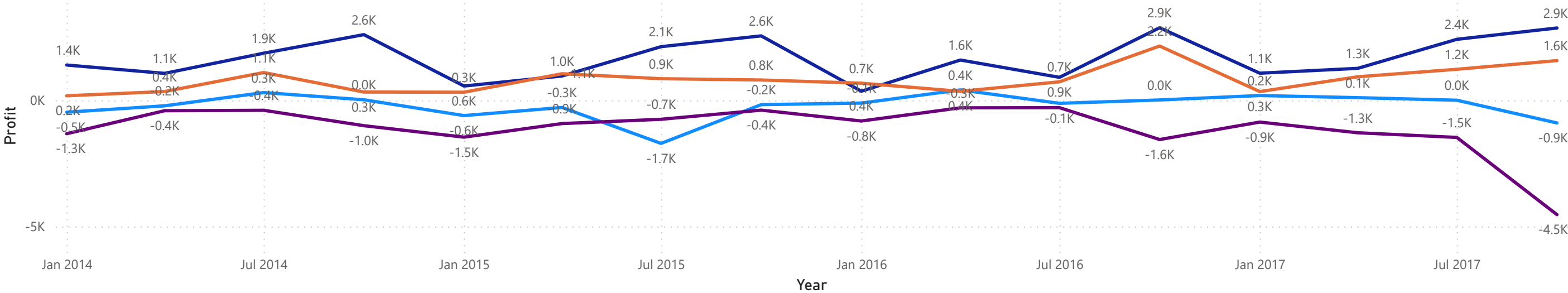


PROFIT DASHBOARD

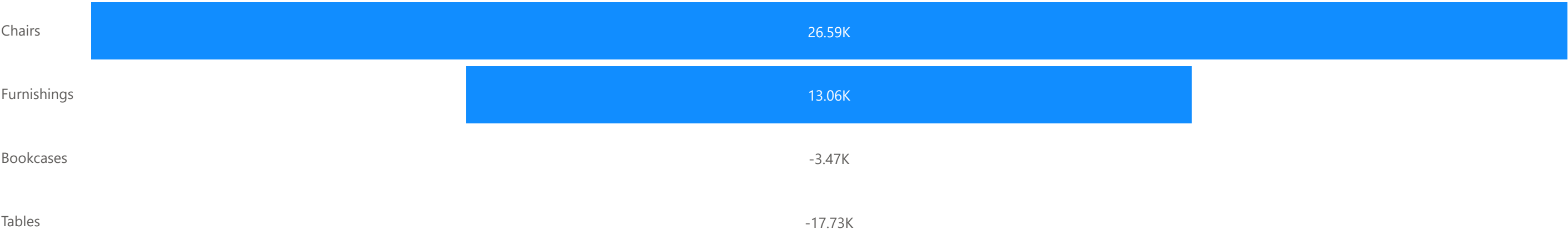
» Quick measure

Profit trends for categories

Sub-Category ● Bookcases ● Chairs ● Furnishings ● Tables



Highest contributors to profit

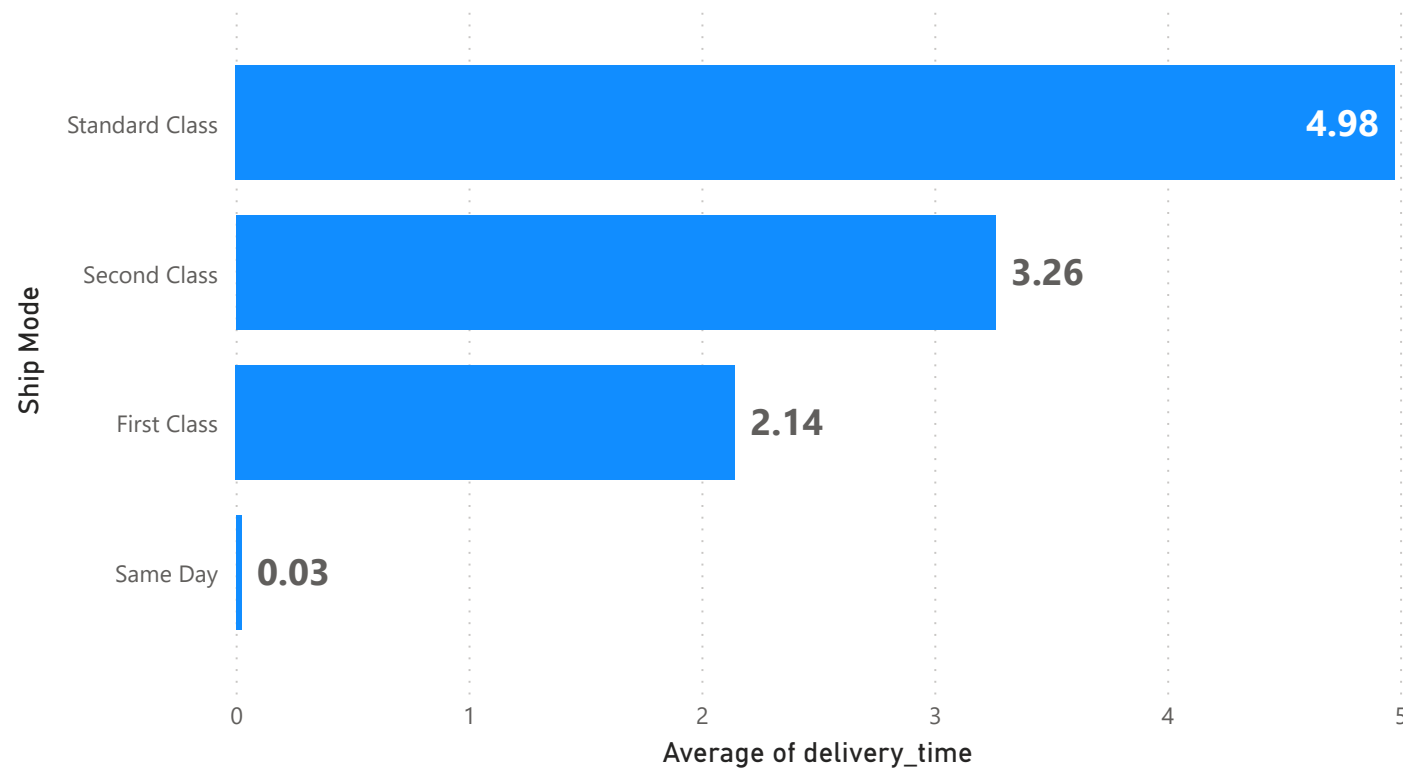


Drill through

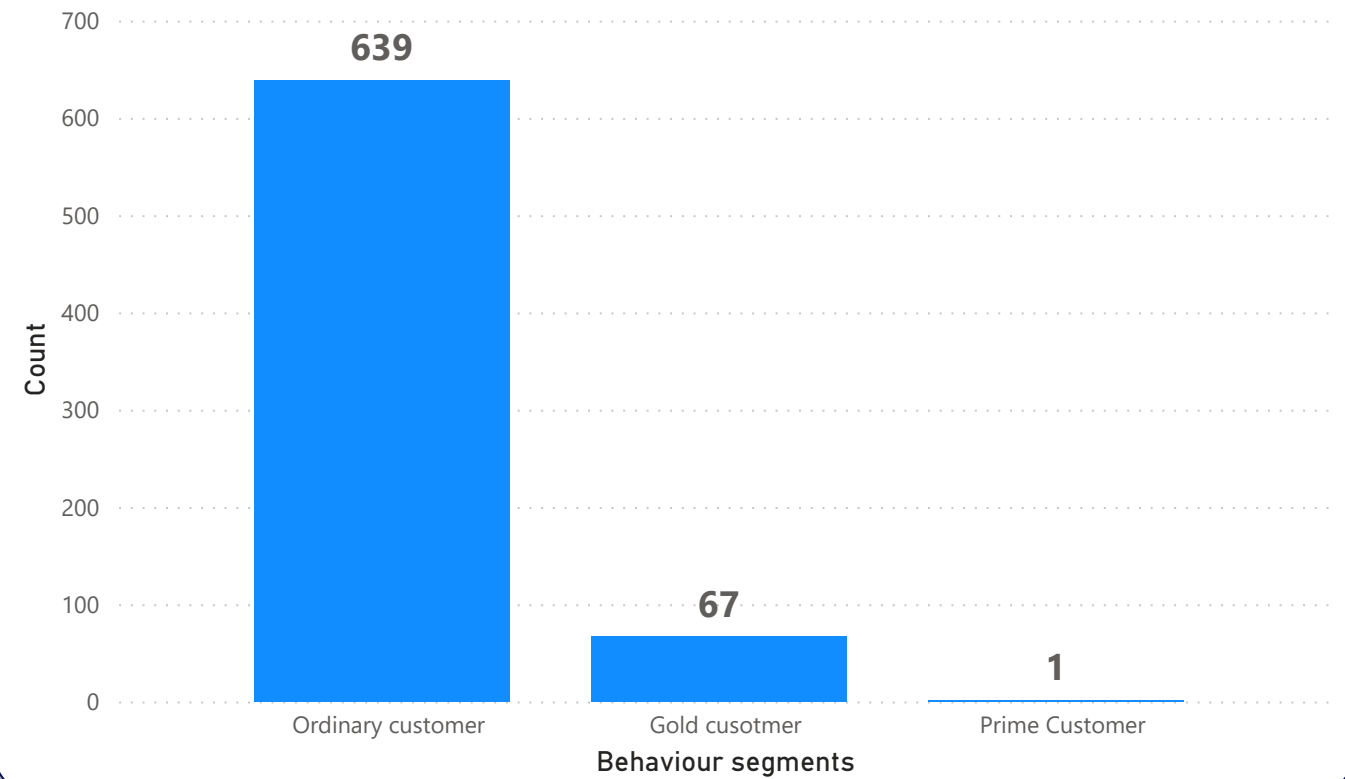
Category	Country	Customer ID	Customer Name	Sum of Profit	Sum of Sales
Furniture	United States	AA-10315	Alex Avila	6.26	14.56
Furniture	United States	AA-10375	Allen Arnold	11.08	28.40
Furniture	United States	AA-10480	Andrew Allen	108.41	475.30
Furniture	United States	AA-10645	Anna Andreadi	648.88	3,750.71
Furniture	United States	AB-10015	Aaron Bergman	60.19	390.67
Furniture	United States	AB-10060	Adam Bellavance	334.50	2,614.31
Furniture	United States	AB-10105	Adrian Barton	-75.21	1,280.01
Furniture	United States	AB-10150	Aimee Bixby	-13.99	15.99
Furniture	United States	AB-10165	Alan Barnes	38.50	131.50
Furniture	United States	AB-10255	Alejandro Ballentine	7.38	18.92
Furniture	United States	AB-10600	Ann Blume	-145.04	916.22
Furniture	United States	AC-10420	Alyssa Crouse	-17.46	698.35
Furniture	United States	AC-10615	Ann Chong	130.70	1,586.41
Furniture	United States	AC-10660	Anna Chung	-7.86	183.37
Furniture	United States	AD-10180	Alan Dominguez	247.73	1,548.78
Furniture	United States	AF-10870	Art Ferguson	-73.19	407.34
Furniture	United States	AF-10885	Art Foster	-139.23	637.91
Furniture	United States	AG-10270	Alejandro Grove	389.07	1,351.45
Furniture	United States	AG-10300	Aleksandra Gannaway	43.51	312.22
Furniture	United States	AG-10330	Alex Grayson	-135.09	182.55
Furniture	United States	AG-10390	Allen Goldenen	8.30	19.76
Furniture	United States	AG-10495	Andrew Gjertsen	45.19	712.79
Furniture	United States	AG-10525	Andy Gerbode	-120.29	481.18
Furniture	United States	AG-10675	Anna Gayman	-316.95	2,956.05
Furniture	United States	AG-10900	Arthur Gainer	67.50	2,556.47
Furniture	United States	AH-10030	Aaron Hawkins	59.00	365.91
Furniture	United States	AH-10075	Adam Hart	-40.72	1,635.12
Furniture	United States	AH-10120	Adrian Hane	-290.13	636.59
Furniture	United States	AH-10195	Alan Haines	-12.55	132.94
Furniture	United States	AH-10465	Amy Hunt	-439.32	1,423.49
Furniture	United States	AH-10585	Angele Hood	27.12	303.16
Furniture	United States	AH-10690	Anna Hřřlin	336.23	4,012.69
Total				18,451.27	7,41,999.80

GENERAL INSIGHTS

Average delivery time in days



Segmentation of customers based on purchase behaviour



Select the customer name

All



Sum of Quantity by Year, Quarter and Month

