Sales Dashboard

Orders Dashboard

Top City

New York City

$256.37 K 3.42K Item

450 Order

Top Product

Canon imageCLASS 2200

$61.60 K 20 Item

5 Order

Sales

$2.30 M

Returns

$180.50 K

Net Sales

$2.12 M

Discount

-$322.58 K

COGS

-$1.69 M

Filter

Order Date

All Periods YEARS

2014 2015 2016 2017

Person

Anna Andreadi

Cassandra Brandow

Chuck Magee

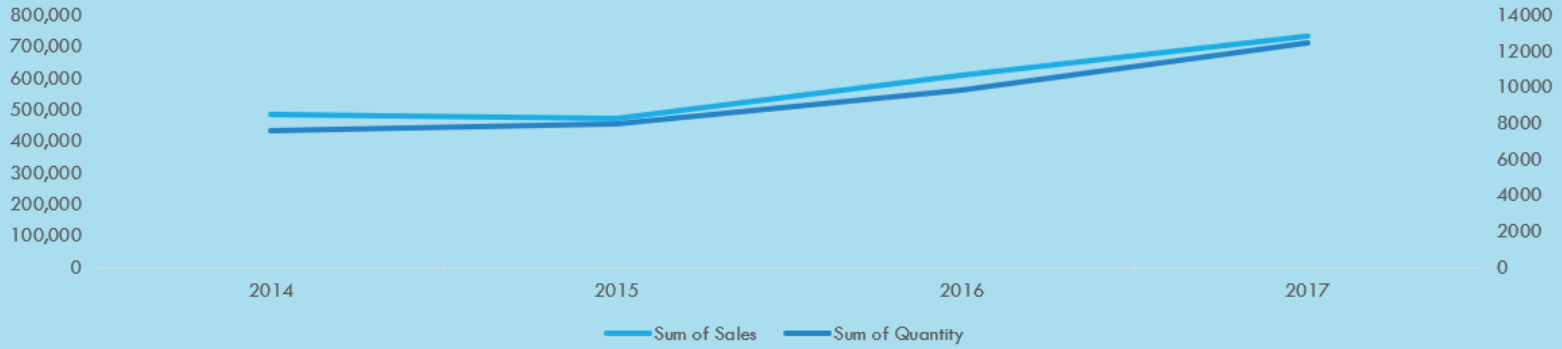
Kelly Williams

Returned

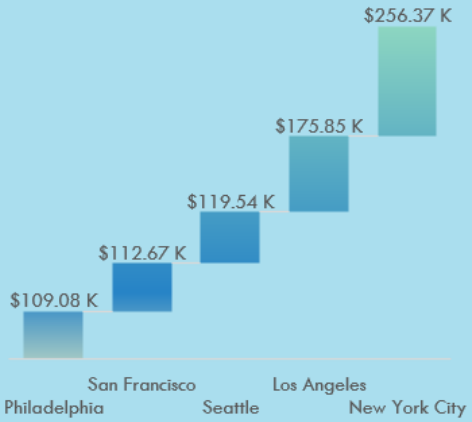
Yes

(blank)

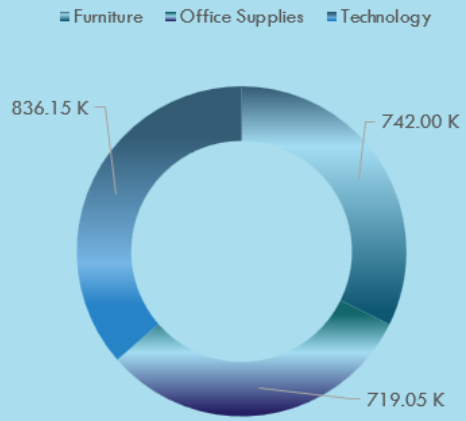
Sales&Quantity Over Years



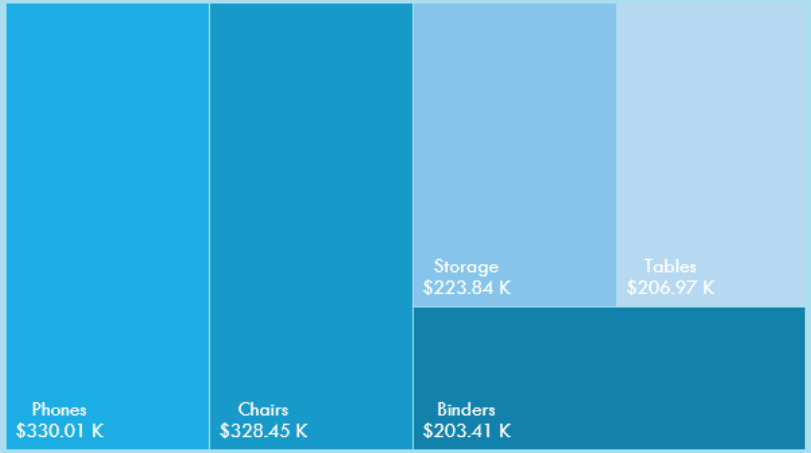
TOP 5 Cities



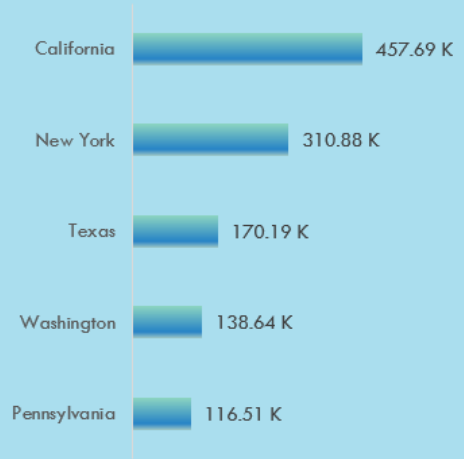
Sales By Category



Top 5 Sub-Category



TOP 5 States



WireFraming | Sales Dashboard Calculation | Sales Dashboard | Orders Dashboard Calculation | Orders Dashboard

Orders Dashboard

Sales Dashboard

Top Customer

Emily Phan

$5.48 K 124 Item

17 Order

Top Sup-Category

Binders

$203.41 K 5974 Item

1316 Order

Orders	Returns	Net Orders	T.Products	T.Cutomer
5009	296	4713	1862	793

Filter

Order Date

All Periods YEARS

2014 2015 2016 2017

Person

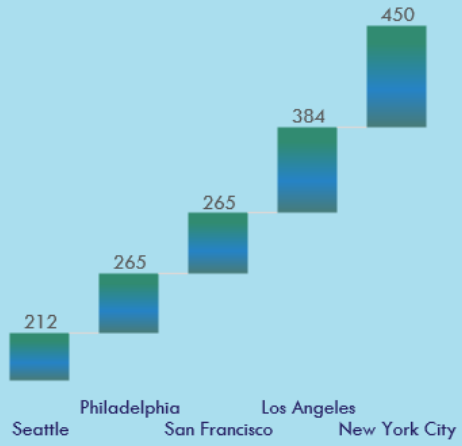
- Anna Andreadi
- Cassandra Brandow
- Chuck Magee
- Kelly Williams

Returned

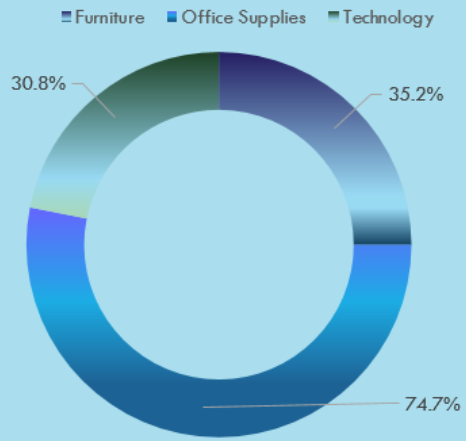
- Yes
- (blank)

Distribution Of Orders&Quantity Over Years

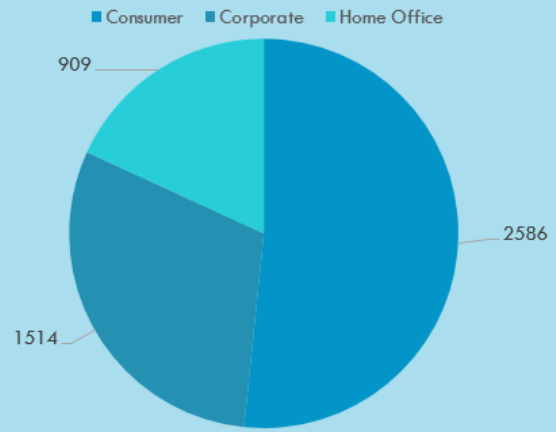
TOP 5 Cities



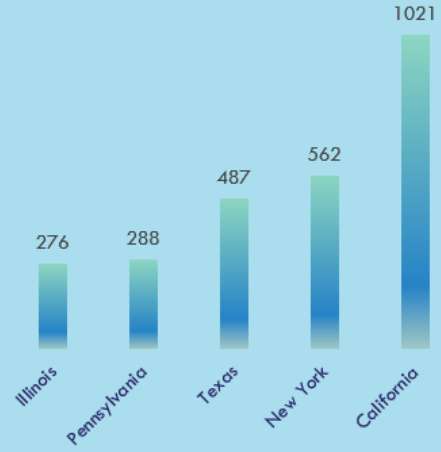
Category by Orders



Customer Segment By Orders



TOP 5 States



Sales Dashboard | Orders Dashboard Calculation | Orders Dashboard

Analysis

Sales Dashboard	Answer Question	Orders Dashboard
	To enhance Customers loyalty • What Is the Most ship mode used by our customer? • Who are our top ten customer in terms of sales? • Also we want to know our top 10 customers in terms of order frequency?	
	Performance Measurement • What are the top performing of Product categories in term of sales and profit? • What the Most portable product that we sell?	
	To monitor our strength and weak point? • Which of segment of clients generates the most sales by catogary? • Which city has the most sales Value? • Which state has the most sales value percentage by region?	
	Customers experience • On average how long it takes the orders to reach our clients? o Based on each shipping mode	

To enhance Customers loyalty

- Who are our top ten customer in terms of sales?

Row Labels	Sum of Sales
Sean Miller	$25.04 K
Tamara Chand	$19.05 K
Raymond Buch	$15.12 K
Tom Ashbrook	$14.60 K
Adrian Barton	$14.47 K
Ken Lonsdale	$14.18 K
Sanjit Chand	$14.14 K
Hunter Lopez	$12.87 K
Sanjit Engle	$12.21 K
Christopher Conant	$12.13 K
Grand Total	**$153.81 K**

- Also we want to know our top 10 customers in terms of order frequency?

Row Labels	Distinct Count of Order ID
Emily Phan	17
Chloris Kastensmidt	13
Edward Hooks	12
William Brown	11
Matt Abelman	11
Jonathan Doherty	11
John Lee	11
Paul Prost	10
Arthur Prichep	10
Seth Vernon	10
Grand Total	**116**

- What Is the Most ship mode used by our customer?

Row Labels	Count of Customer ID
First Class	1538
Same Day	543
Second Class	1945
Standard Class	5968
Grand Total	**9994**

Performance Measurement

• What are the top performing of Product categories in term of sales and profit?

Row Labels	Sum of Sales	Sum of Profit
Furniture	$742.00 K	$18.45 K
Office Supplies	$719.05 K	$122.49 K
Technology	$836.15 K	$145.45 K
Grand Total	**$2.30 M**	**$286.40 K**

• What the Most portable product that we sell?

Row Labels	Quantity	Num of Orders
Staples	215	46
Staple envelope	170	48
Easy-staple paper	150	46
Staples in misc. colors	86	19
KI Adjustable-Height Table	74	18
Avery Non-Stick Binders	71	20
Storex Dura Pro Binders	71	17
GBC Premium Transparent Covers with Diagonal Lined Pattern	67	14
Situations Contoured Folding Chairs, 4/Set	64	15
Staple-based wall hangings	62	16
Grand Total	**1030**	**259**

To monitor our strength and weak point?

• Which city has the most sales Value?

Row Labels	Sum of Sales
New York City	$256.37 K
Los Angeles	$175.85 K
Seattle	$119.54 K
San Francisco	$112.67 K
Philadelphia	$109.08 K
Houston	$64.50 K
Chicago	$48.54 K
San Diego	$47.52 K
Jacksonville	$44.71 K
Springfield	$43.05 K
Grand Total	**$1.02 M**

Which of segment of clients generates the most sales by catogary?

Row Labels	Sum of Sales
Consumer	
Furniture	$391.05 K
Office Supplies	$363.95 K
Technology	$406.40 K
Corporate	
Furniture	$229.02 K
Office Supplies	$230.68 K
Technology	$246.45 K
Home Office	
Furniture	$121.93 K
Office Supplies	$124.42 K
Technology	$183.30 K
Grand Total	**$2.30 M**

Which top 5 state has the most sales value percentage by region?

Row Labels	Sum of Sales
Central	
Texas	8.66%
Illinois	4.08%
Michigan	3.88%
Indiana	2.73%
Wisconsin	1.63%
East	
New York	15.82%
Pennsylvania	5.93%
Ohio	3.98%
New Jersey	1.82%
Massachusetts	1.46%
South	
Florida	4.55%
Virginia	3.59%
North Carolina	2.83%
Georgia	2.50%
Kentucky	1.86%
West	
California	23.29%
Washington	7.06%
Arizona	1.80%
Colorado	1.63%
Oregon	0.89%
Grand Total	**100.00%**

Customers experience

- On average how long it takes the orders to reach our clients?
  - Based on each shipping mode

Row Labels	Average of Delivery Duration
First Class	2
Same Day	0
Second Class	3
Standard Class	5
Grand Total	**4**

Orders Dashboard Calculation

What is the distribution of orders over time?
How many orders were placed in each region or country?
What is Total order value?
What are the top-selling categories or sub-categories based on the number of orders?
Which customer segment generates the highest number of orders?
How does the order volume vary across different shipping modes?
What is the average delivery duration for orders?
How many orders received a discount, and what was the average discount value?
Top 5 city by orders?
Top 5 state by orders
Top Customer based on order and his sales , orders and items
Top category based on order and his sales , orders and items