

SUPERSTORE SALES ANALYSIS [2014-2017]



Executive Summay

Sales and Profit Insights

Customer and Product Insights

EXECUTIVE SUMMARY DASHBOARD

Furniture

Office
Supplies

Technology

Consumer

Corporate

Home
Office

2014

2015

2016

2017

Total Sales
25.2K

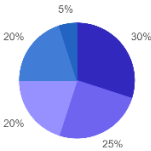
Total Profit
25.2K

Profit Margin %
25.2K

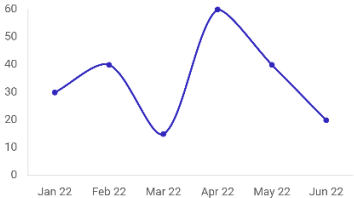
Order Count
25.2K

Average Order Value
25.2K

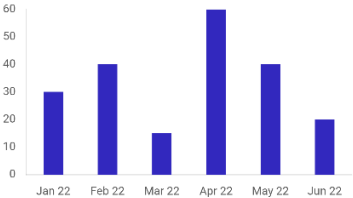
Sales by Region



Total sales by Year



Total Sales by Category



Sales and Profit Insights

21014

2015

2016

2017

Total Sales
25.2K

Total Profit
25.2K

Profit Margin %
25.2K

Profit Margin by category and Segment

	Data A	Data B	Data C	Data D	Data E
Data 1	86	56	21	18	67
Data 2	46	30	77	69	20
Data 3	84	87	93	56	44
Data 4	24	34	67	100	15
Data 5	65	69	29	96	78

Total Sales by Subcategory



Loss Making products

Header 1	Header 2	Header 3	Header 4
data	data	data	data
data	data	data	data
data	data	data	data
data	data	data	data
data	data	data	data

CUSTOMER AND PRODUCT INSIGHTS

21014

2015

2016

2017

East

west

North

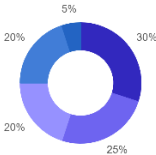
South

Total Customers
25.2K

Top Customer Contribution
25.2K

Top Product Contribution
25.2K

Total Sales Segment



Top 10 Products



Top 10 Customers

