

Definitions

Purpose:

This dashboard provides insights into global retail sales performance, tracking revenue, profitability, and customer behavior across regions, categories, and segments to support decision-making.

Dataset Description:

Global Superstore dataset (Orders, Returns, People). Includes details on sales, profit, quantity, regions, categories, and customer segments.

Customer insights page;

To Switch between Sales and Profit Insights, Use the **Sales View** or **Profit View** buttons to seamlessly toggle the customer insights between sales view and profit view. For an in-depth view of a specific customer, **right-click on their name in the table and select Drill-through → Customer Details**.

KPIs

Growth Metrics

- **YoY Sales Growth**
 - % change in sales compared to the same period last year.
 - Formula: $(\text{Current Year Sales} - \text{Previous Year Sales}) / \text{Previous Year Sales}$
- **Profit Margin %**
 - % of revenue that remains as profit after all costs have been deducted.
 - Formula: $\text{DIVIDE}([\text{Total Profit}], [\text{Total Sales}])$

Customer Metrics

- **Top Customers by Sales**
 - Customers contributing highest sales value.
- **Customer Segments Performance**
 - Sales and profit contribution by Consumer, Corporate, Home Office.

Source

Dataset: Global Superstore – Kaggle

Sales Overview

Data from 2011–2014, Global Superstore Dataset

Region

All

Year

All

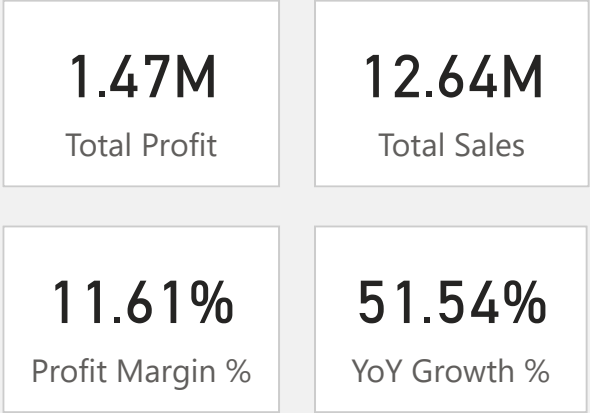
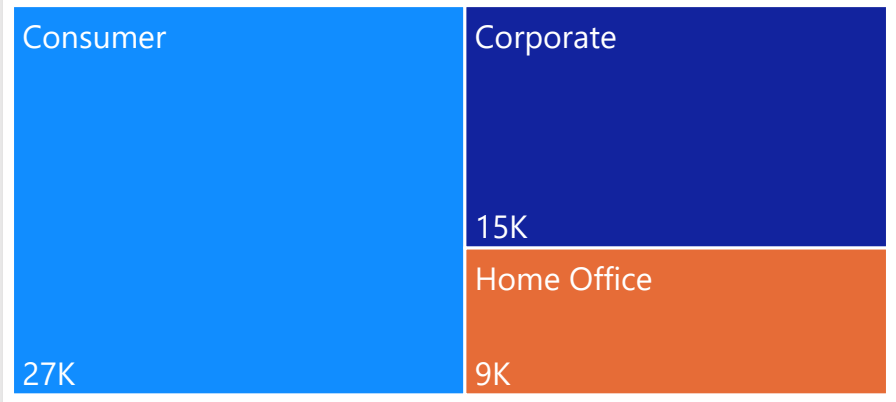
Category

All

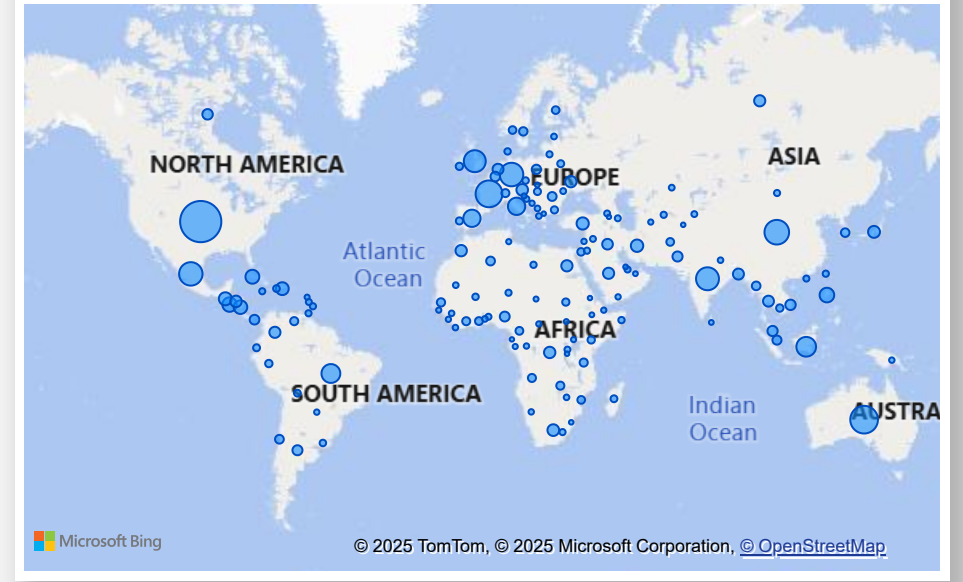
Customer Name

All

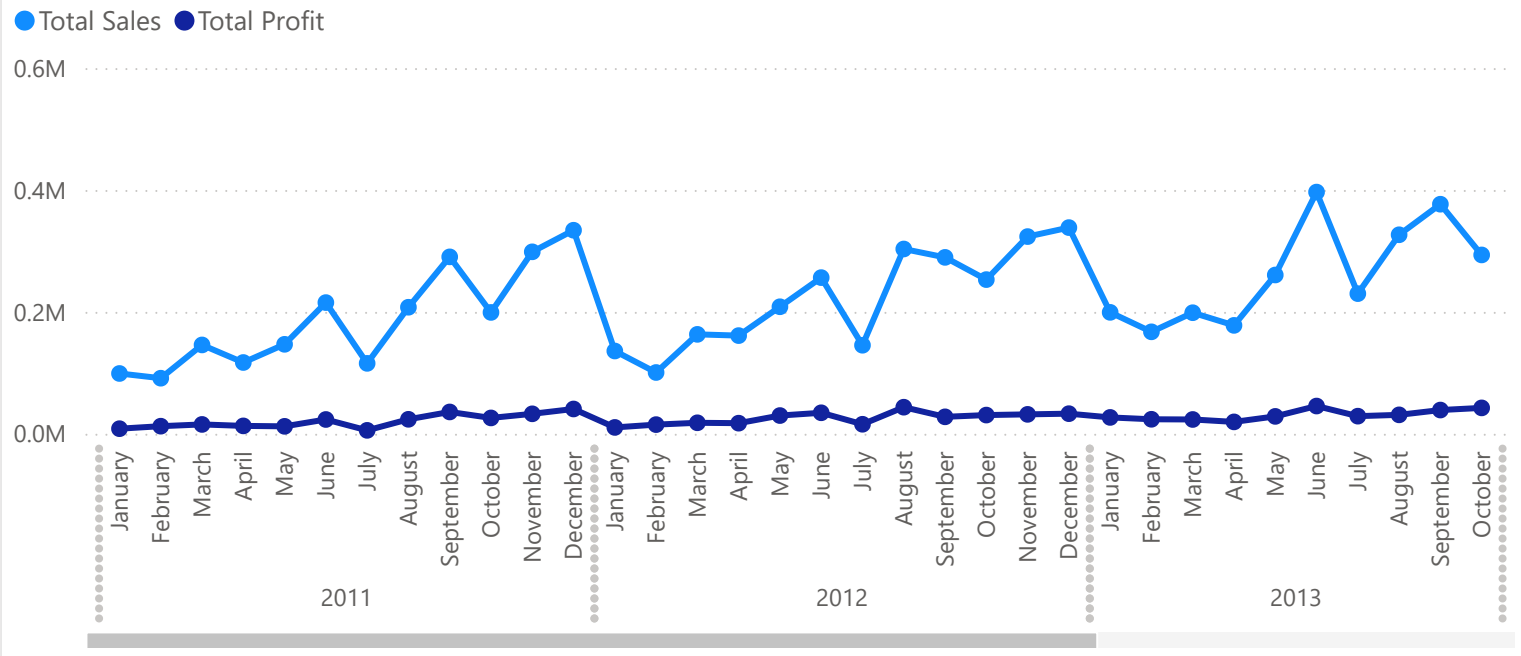
No of orders by Segment



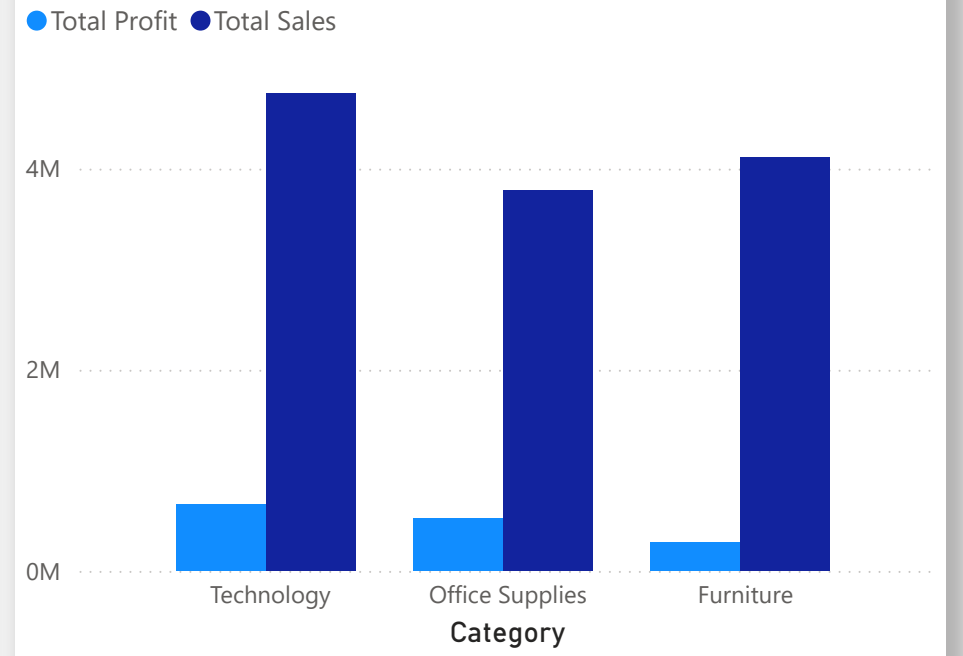
Total Sales and Total Profit by Country



Sales Trend



Sales by Category



Customer Insights

Data from 2011–2014, Global Superstore Dataset

Sales View

Profit View

Region

All

Year

All

Category

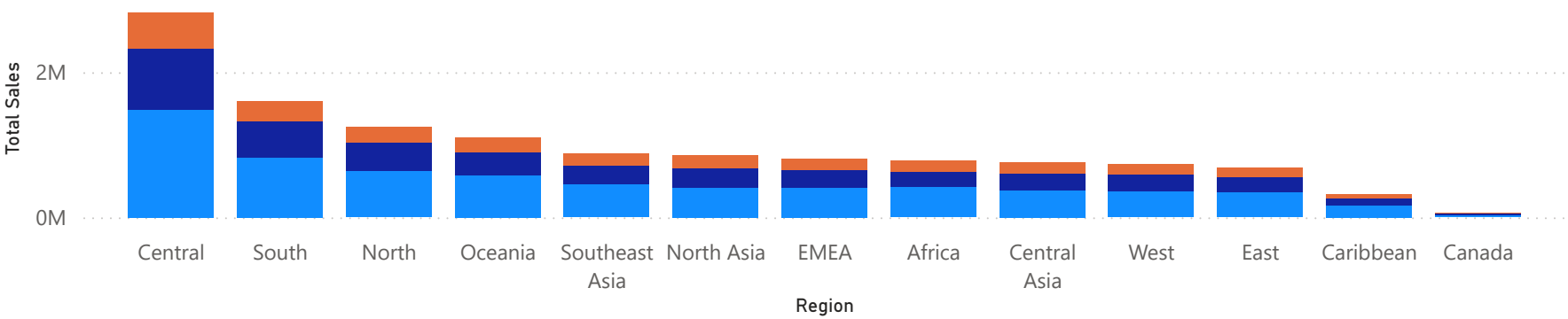
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Customer Name

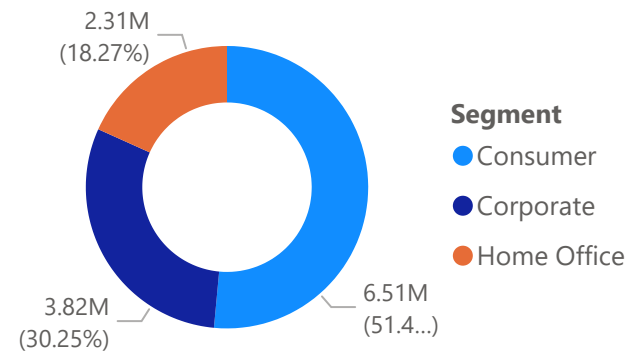
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Sales by Region & Segment

Segment Consumer Corporate Home Office

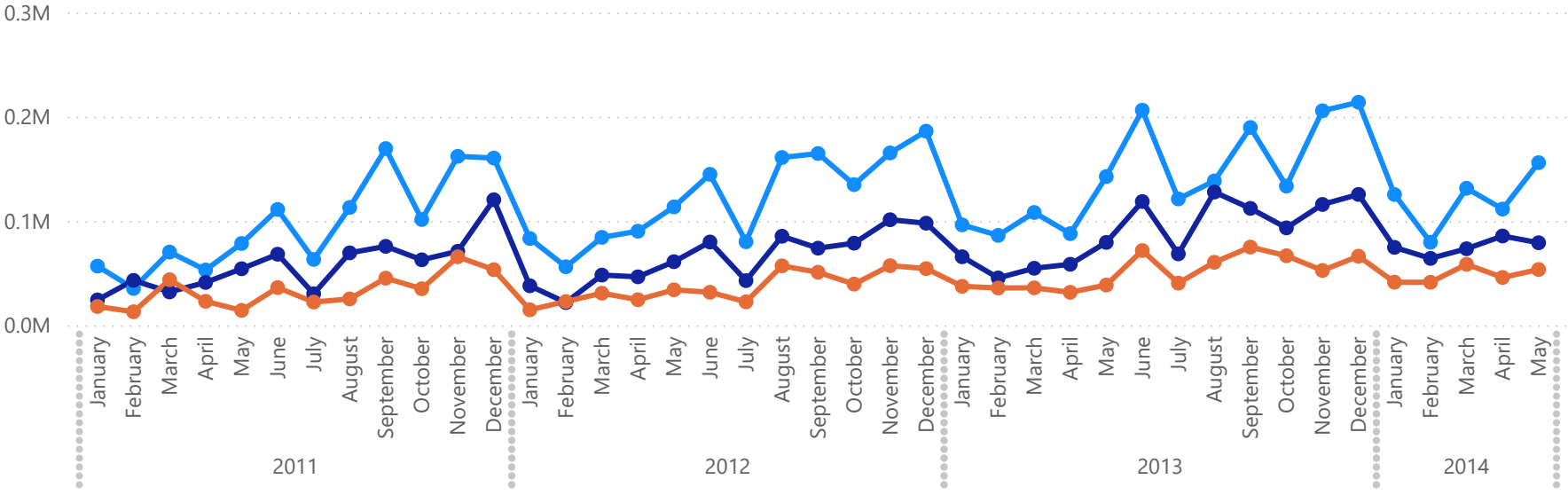


Sales by Customer Segmentation



Monthly Sales by Customer Segment

Segment Consumer Corporate Home Office



Top 10 Customers by Sales

Customer Name	Total Sales
Bart Watters	32,310.45
Christopher Conant	35,187.08
Fred Hopkins	30,400.67
Greg Tran	35,550.95
Hunter Lopez	30,243.57
Jane Waco	30,288.45
Natalie Fritzler	31,781.26
Sean Miller	35,170.93
Tamara Chand	37,457.33
Tom Ashbrook	40,488.07
Total	338,878.76

Profit & Product Analysis

Data from 2011–2014, Global Superstore Dataset

Region

All

Year

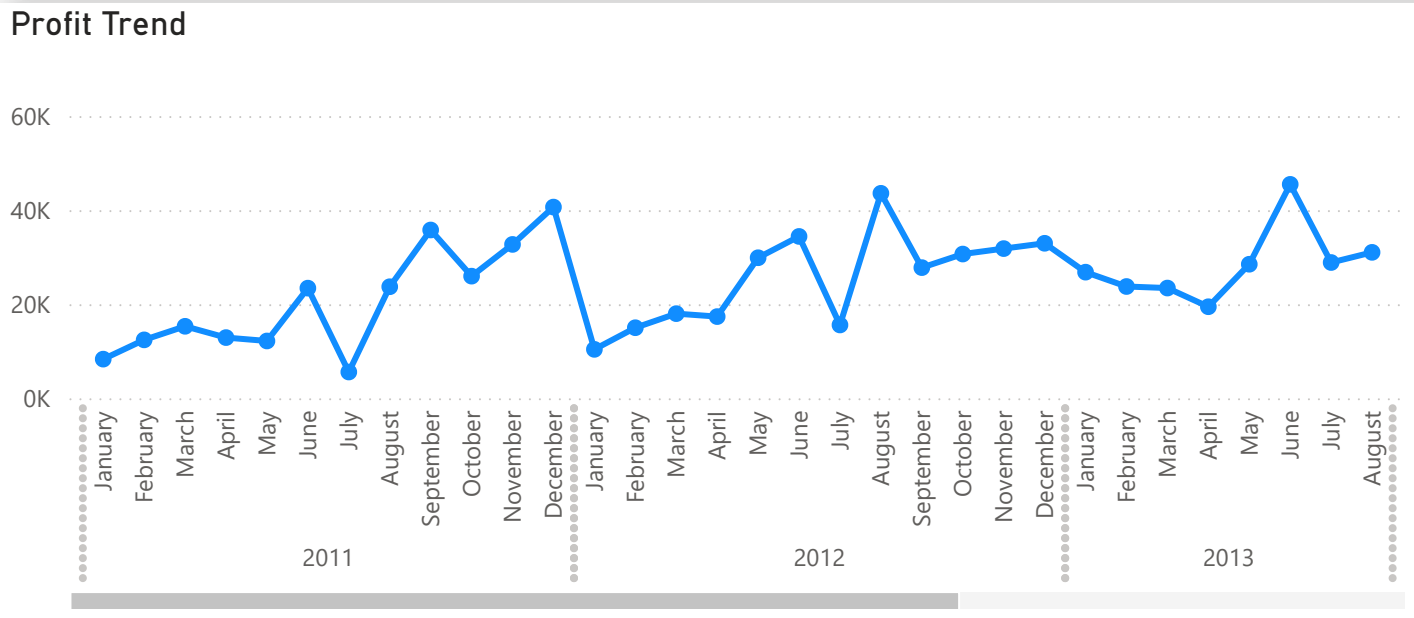
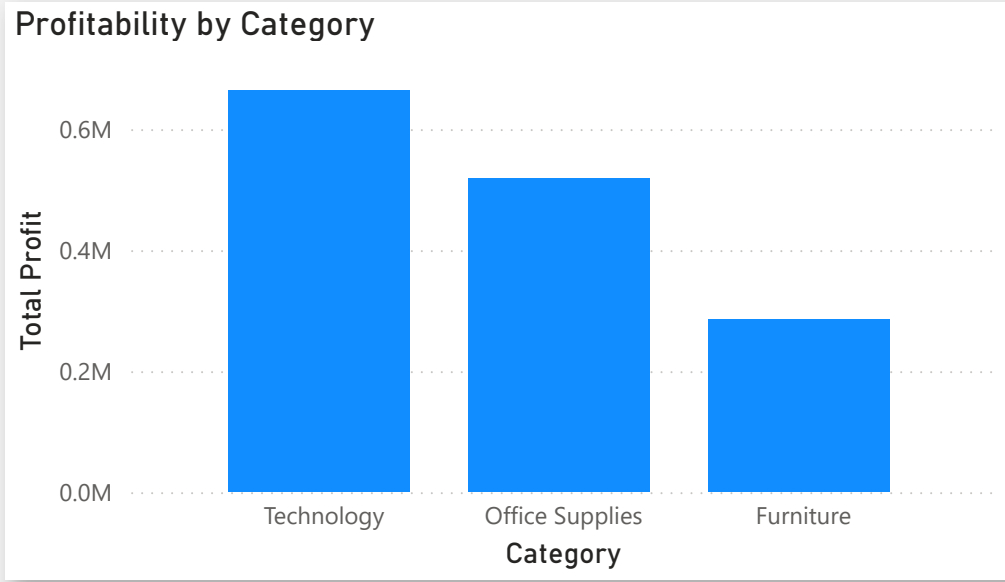
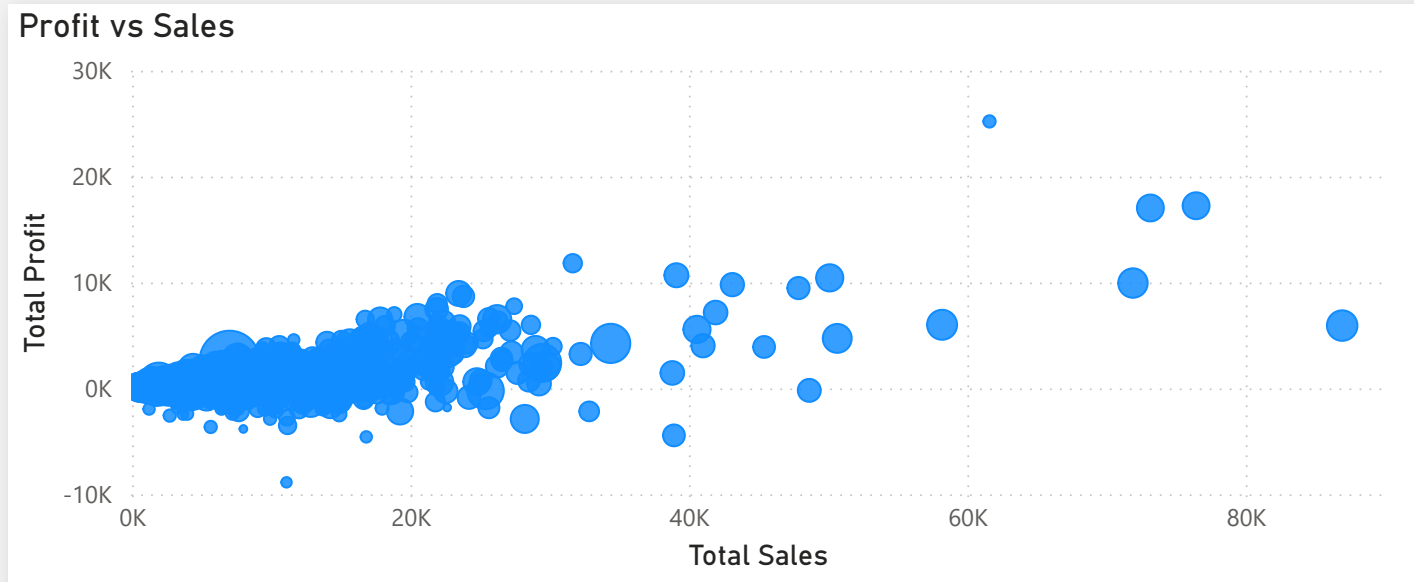
All

Category

All

Customer Name

All



Top 10 Products by Profit

Product Name	Total Profit
Canon imageCLASS 2200 Advanced Copier	25,199.93
Cisco Smart Phone, Full Size	17,238.52
Motorola Smart Phone, Full Size	17,027.11
Hoover Stove, Red	11,807.97
Sauder Classic Bookcase, Traditional	10,672.07
Harbour Creations Executive Leather Armchair, Adjustable	10,427.33
Nokia Smart Phone, Full Size	9,938.20
Cisco Smart Phone, with Caller ID	9,786.64
Total	130,518.11



Top 10 Customers by Sales