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: (Current Year Sales Previous Year Sales) / Previous Year Sales
- Profit Margin %
- % of revenue that remains as profit after all costs have been deducted.
- * Formula: DIVIDE([Total Profit], [Total Sales])

Customer Metrics

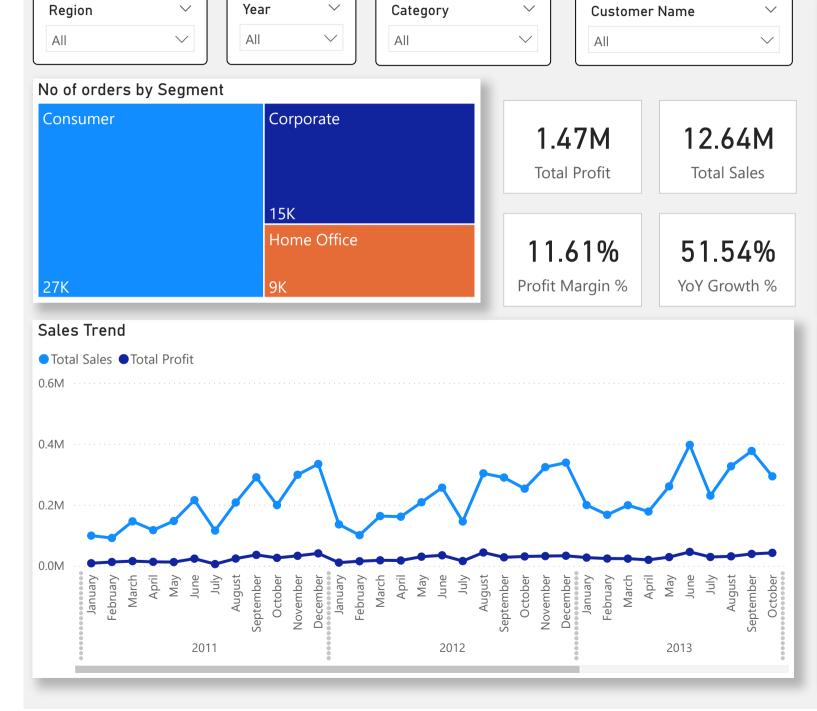
- Top Customers by Sales
- Customers contributing highest sales value.
- **Customer Segments Performance**
- Sales and profit contribution by Consumer, Corporate, Home Office.

Source

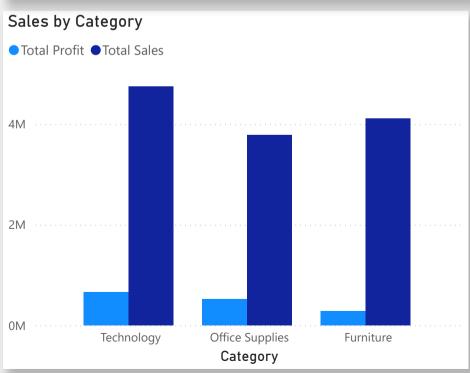
Dataset: Global Superstore – Kaggle

Sales Overview

Data from 2011–2014, Global Superstore Dataset







Customer Insights

Data from 2011–2014, Global Superstore Dataset

Sales View

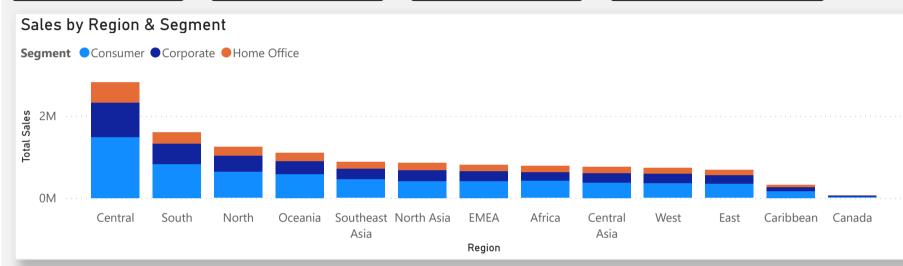
Profit View

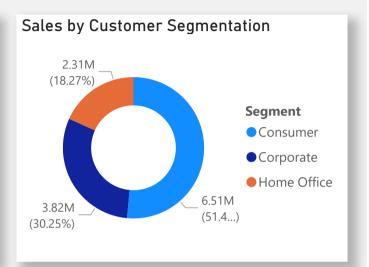


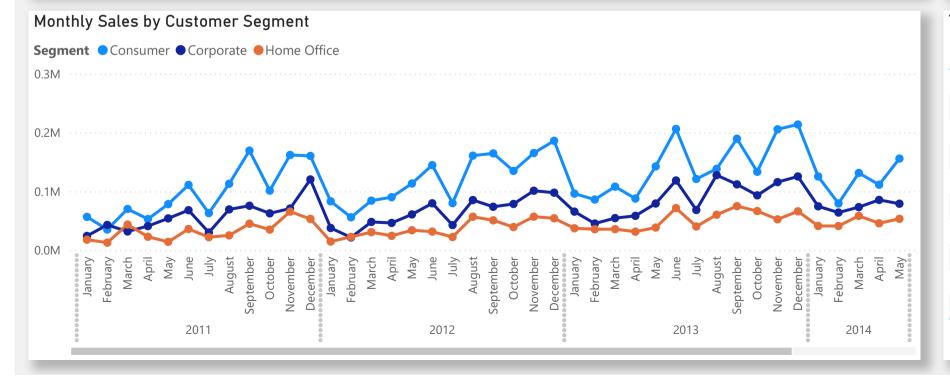












Top 10 Customers by Sales						
Customer Name	Total Sales					
Bart Watters	32,310.45					
Christopher Conant	35,187.08					
Fred Hopkins	30,400.67					
Greg Tran	35,550.95					
Hunter Lopez	30,243.57					
Jane Waco	30,288.45					
Natalie Fritzler	31,781.26					
Sean Miller	35,170.93					
Tamara Chand	37,457.33					
Tom Ashbrook	40,488.07					
Total	338,878.76					

Profit & Product Analysis

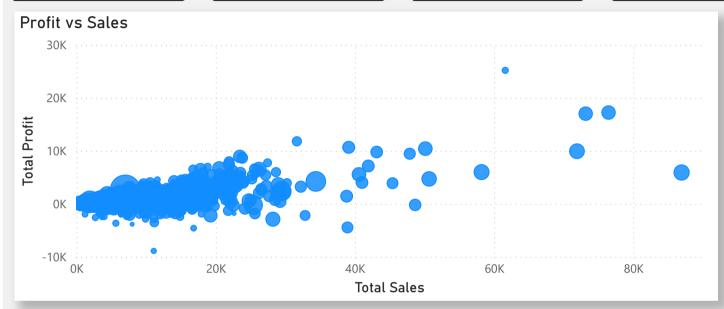
Data from 2011–2014, Global Superstore Dataset

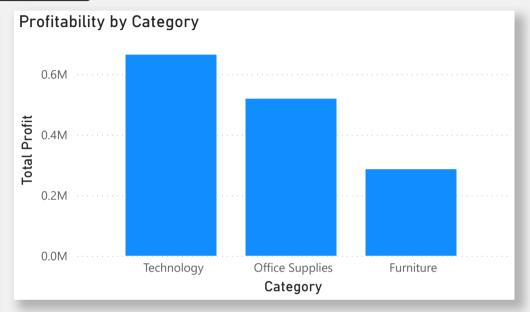


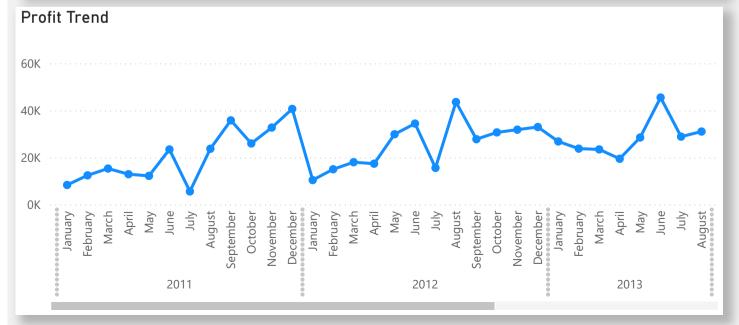












Top 10 Products by Profit							
Product Name	Total Profit ▼						
Canon imageCLASS 2200 Advanced Copier	25,199.93						
Cisco Smart Phone, Full Size	17,238.52						
Motorola Smart Phone, Full Size	17,027.11						
Hoover Stove, Red	11,807.97						
Sauder Classic Bookcase, Traditional	10,672.07						
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						



Customer Drill-through Data from 2011–2014, Global Superstore Dataset

Top 10 Customers by Sales

Order Date	Customer Name	Category	Product Name	Region	City	Segment	Order Priority	Total Sales
26/09/2013	Aaron Smayling	Furniture	Atlantic Metals Mobile 4-Shelf Bookcases, Custom Colors	West	San Francisco	Corporate	Critical	477.67
12/05/2014	Aaron Smayling	Furniture	Deflect-O Frame, Erganomic	EMEA	Bagcilar	Corporate	Medium	86.93
06/06/2011	Aaron Smayling	Furniture	Hon Swivel Stool, Red	Oceania	Coffs Harbour	Corporate	Medium	883.71
04/03/2014	Aaron Smayling	Furniture	Ikea Corner Shelving, Metal	Southeast Asia	Surabaya	Corporate	Medium	227.89
04/10/2014	Aaron Smayling	Furniture	Lesro Sheffield Collection Coffee Table, End Table, Center Table, Corner Table	West	Pasadena	Corporate	Medium	171.29
26/05/2014	Aaron Smayling	Furniture	Rubbermaid Door Stop, Duo Pack	South	Neiva	Corporate	Medium	58.48
16/10/2014	Aaron Smayling	Furniture	Rubbermaid Light Bulb, Durable	Southeast Asia	Samarinda	Corporate	Medium	23.17
03/09/2012	Aaron Smayling	Furniture	SAFCO Executive Leather Armchair, Black	Southeast Asia	Probolinggo	Corporate	Medium	670.14
12/05/2014	Aaron Smayling	Office Supplies	Acco Binding Machine, Clear	EMEA	Bagcilar	Corporate	Medium	20.22
26/05/2014	Aaron Smayling	Office Supplies	Acme Box Cutter, Easy Grip	South	Neiva	Corporate	Medium	78.84
03/01/2014	Aaron Smayling	Office Supplies	Avery 3 1/2" Diskette Storage Pages, 10/Pack	South	Jacksonville	Corporate	High	15.66
07/02/2014	Aaron Smayling	Office Supplies	Avery Legal Exhibit Labels, 5000 Label Set	North	Leeds	Corporate	High	35.19
03/01/2014	Aaron Smayling	Office Supplies	Avery Recycled Flexi-View Covers for Binding Systems	South	Jacksonville	Corporate	High	28.85
05/09/2014	Aaron Smayling	Office Supplies	Avery Trapezoid Extra Heavy Duty 4" Binders	West	Redmond	Corporate	High	88.07
27/06/2011	Aaron Smayling	Office Supplies	BIC Markers, Water Color	Central	Mont-de-Marsan	Corporate	Medium	88.83
21/03/2011	Aaron Smayling	Office Supplies	Binney & Smith Pens, Fluorescent	Central	Basel	Corporate	Medium	26.40
15/11/2012	Aaron Smayling	Office Supplies	Boston Pencil Sharpener, Easy-Erase	Africa	Cape Town	Corporate	Medium	60.42
Total								14,212.63