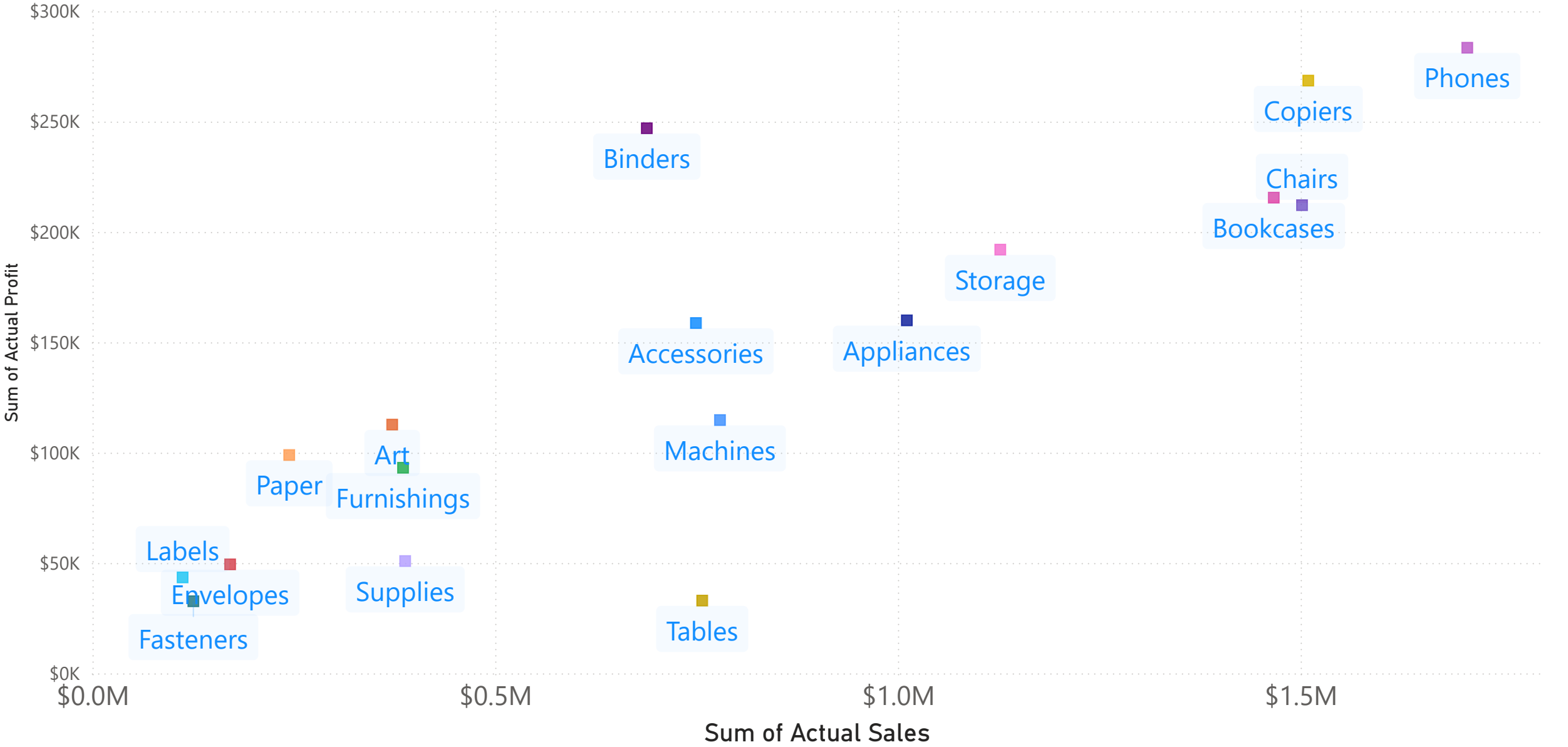


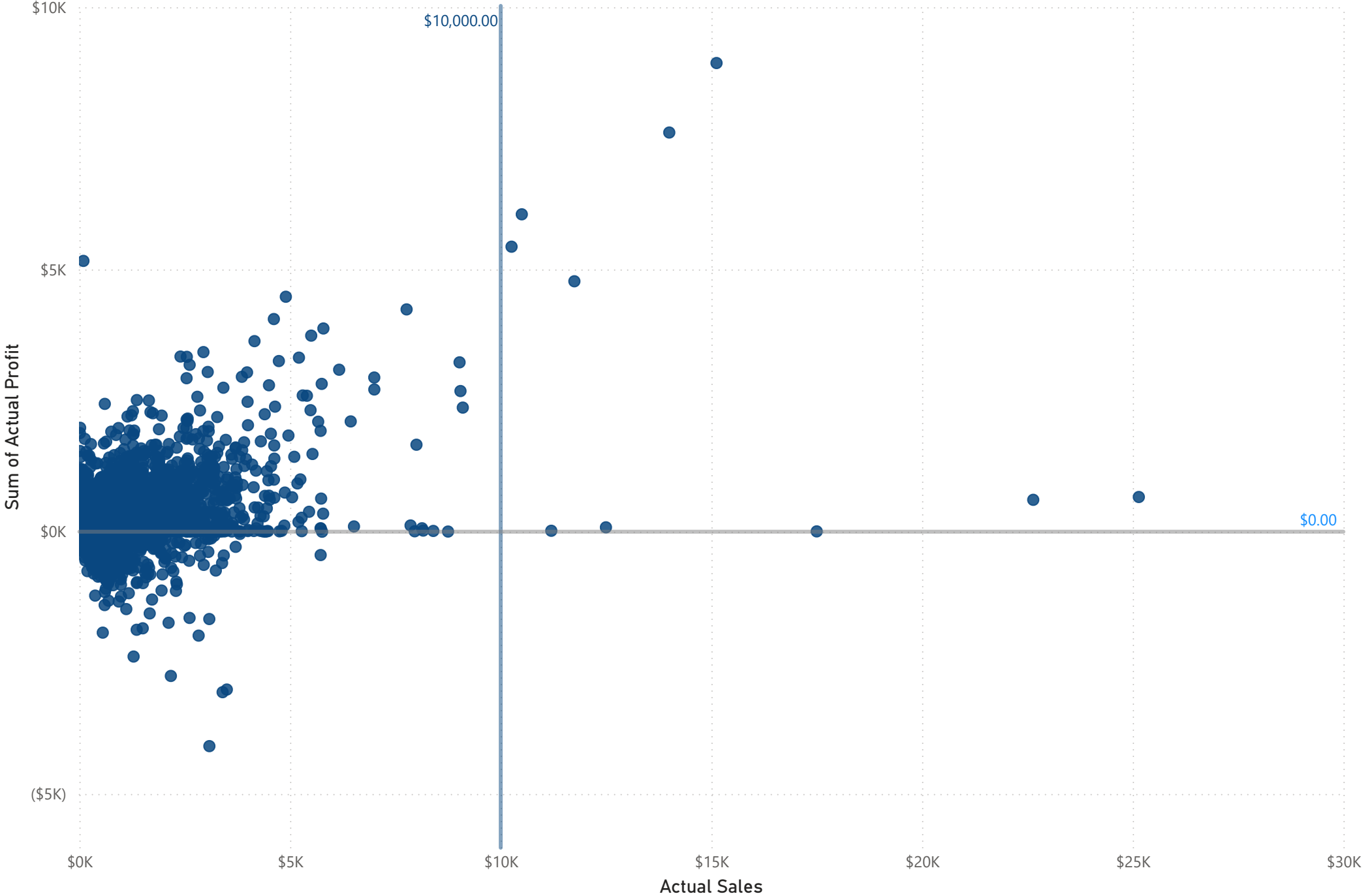


Sum of Actual Sales and Sum of Actual Profit by Sub-Category and Sub-Category

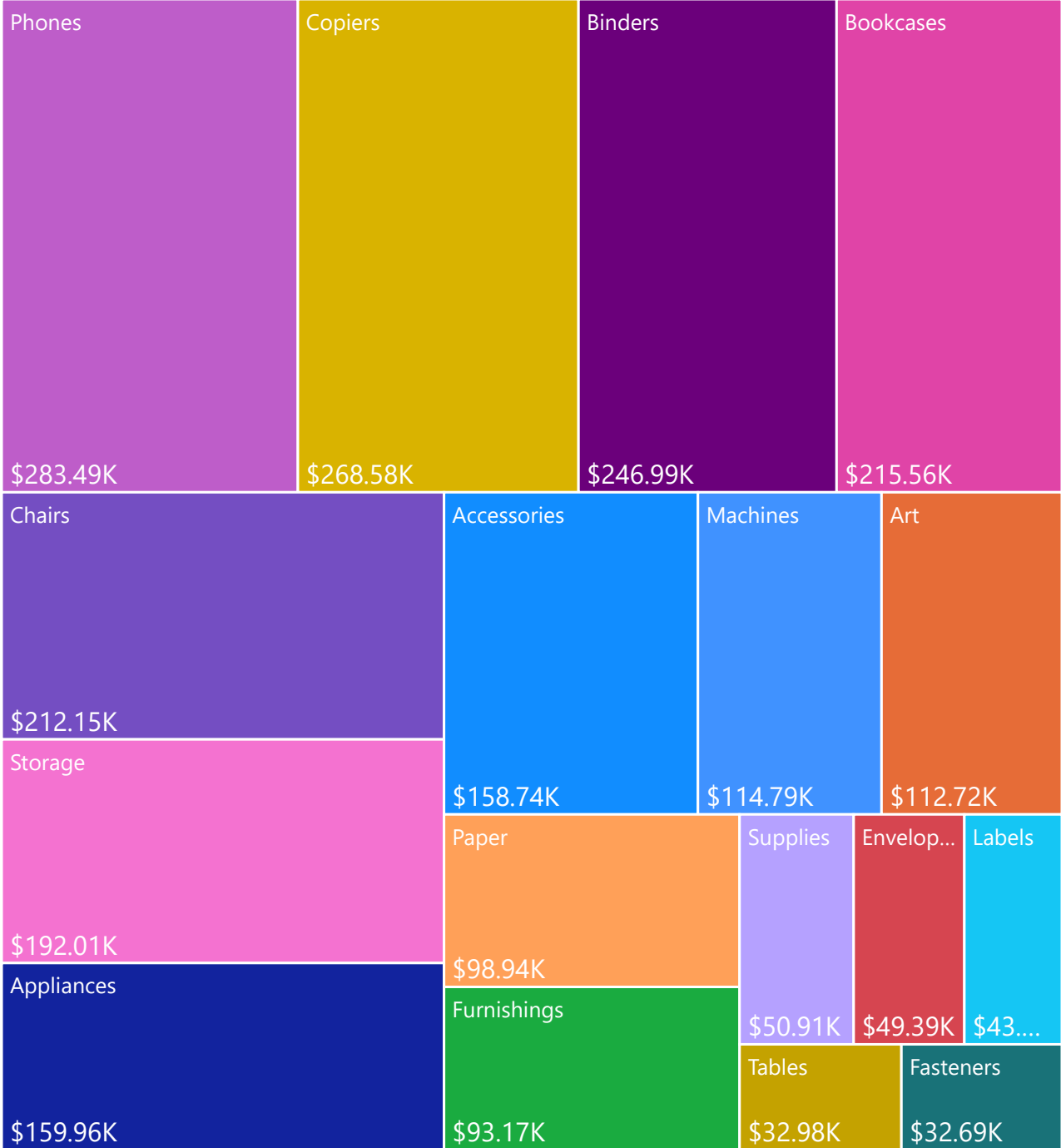
Sub-Category Accessories Appliances Art Binders Bookcases Chairs Copiers Envelopes Fasteners Furnishings Labels Machines Paper Phones Storage Supplies Tables



Sum of Actual Profit by Actual Sales



Sum of Actual Profit by Sub-Category

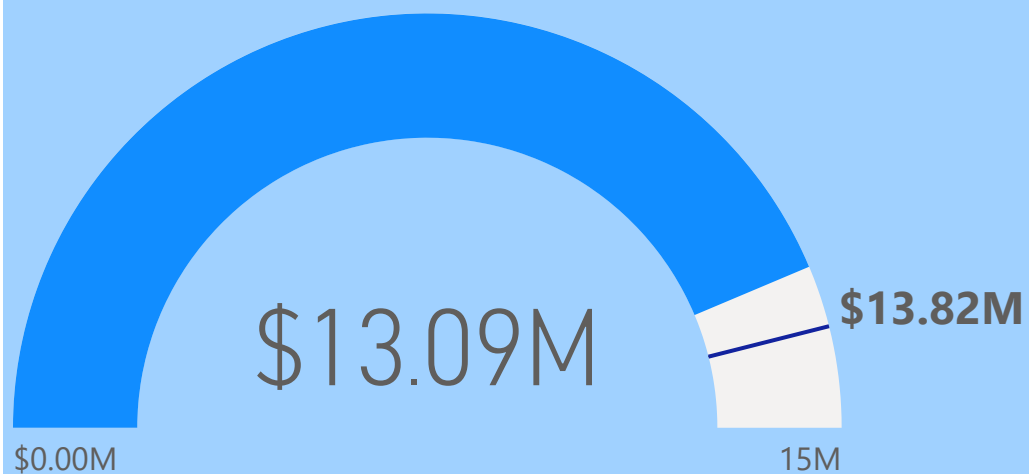


Sum of Quantity by Sub-Category

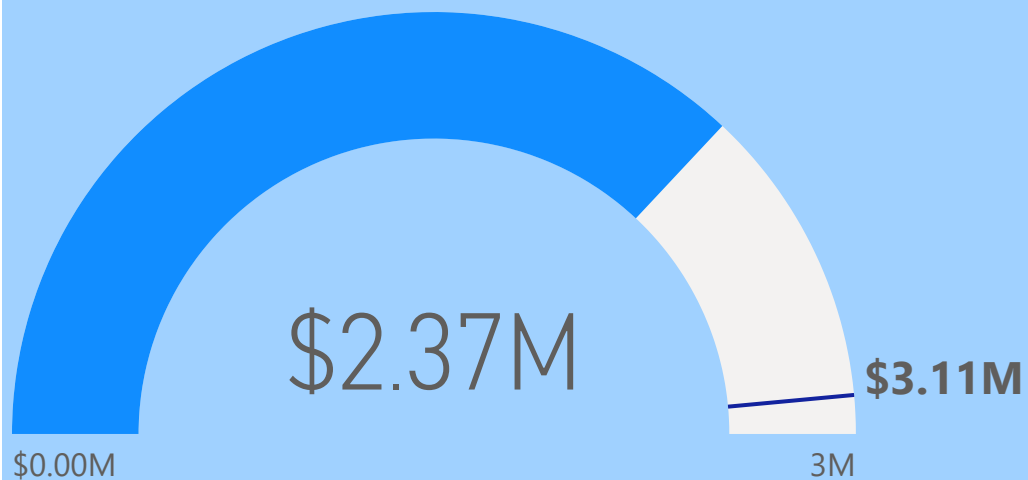


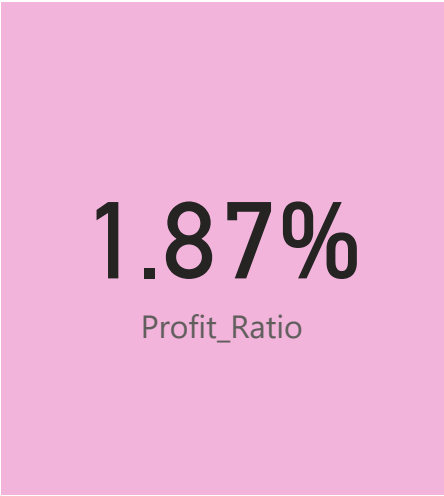
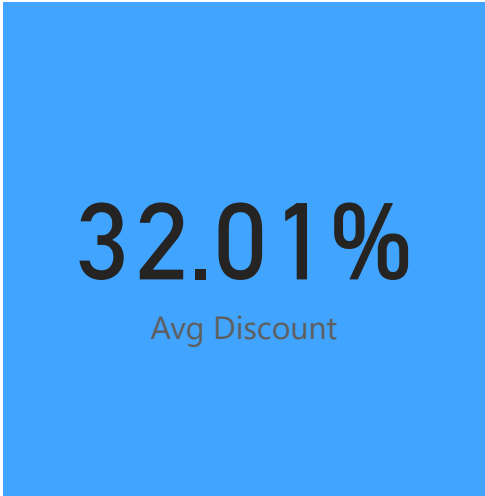
Sub-Category	Sum of Actual Profit	Sum of Quantity	Avg Profit per Quantity
Accessories	\$1,58,742.84	10946	\$14.50236112278451
Appliances	\$1,59,958.83	6078	\$26.31767538664038
Art	\$1,12,719.38	16301	\$6.914875179436853
Binders	\$2,46,992.12	21429	\$11.52606826496803
Bookcases	\$2,15,555.61	8310	\$25.93930268351384
Chairs	\$2,12,152.39	12336	\$17.19782692525933
Copiers	\$2,68,579.86	7454	\$36.03164207539569
Envelopes	\$49,391.93	8380	\$5.894024880668248
Fasteners	\$32,687.61	8390	\$3.896020482717514
Furnishings	\$93,166.05	11225	\$8.299871189309576
Labels	\$43,494.14	9322	\$4.665751716369886
Machines	\$1,14,787.76	4906	\$23.39742371585813
Paper	\$98,944.57	12822	\$7.716781574637328
Phones	\$2,83,486.70	11870	\$23.88262034962088
Storage	\$1,92,008.54	16917	\$11.35003494413904
Supplies	\$50,909.09	8543	\$5.959158346014287
Tables	\$32,980.07	3083	\$10.69739562114822
Total	\$23,66,557.50	178312	\$13.27200358069002

## Expected sales vs Actual Sales



## Actual Profit vs Expected Profit





- Sub-Category
- ☐ Accessories
  - ☐ Appliances
  - ☐ Art
  - ☐ Binders
  - ☐ Bookcases
  - ☐ Chairs
  - ☐ Copiers
  - ☐ Envelopes
  - ☐ Fasteners
  - ☐ Furnishings
  - ☐ Labels
  - ☐ Machines
  - ☐ Paper
  - ☐ Phones
  - ☐ Storage
  - ☐ Supplies
  - ☒ Tables



32.01%	309	192	264	\$6.143117792792792	1.87%
Avg Discount	No. of orders	No. of products	No. of customers	Avg Profit per Qu...	Profit_Ratio

Market						
	Africa	APAC	Canada	EMEA	EU	LATAM
						US

Country



21.7%

Profit\_Ratio

1665

No. of products

\$16.58

Ava Profit per Quantitv

754

No. of customers

15.7%

Avg Discount

2232

No. of orders

Market

Africa

APAC

Canada

EMEA

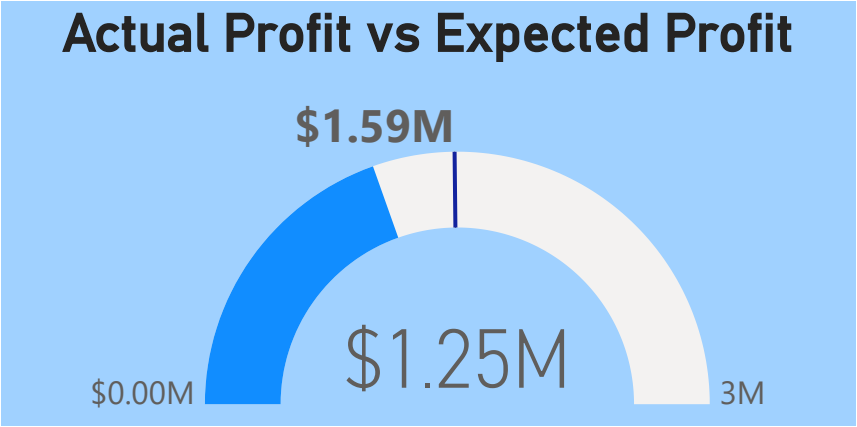
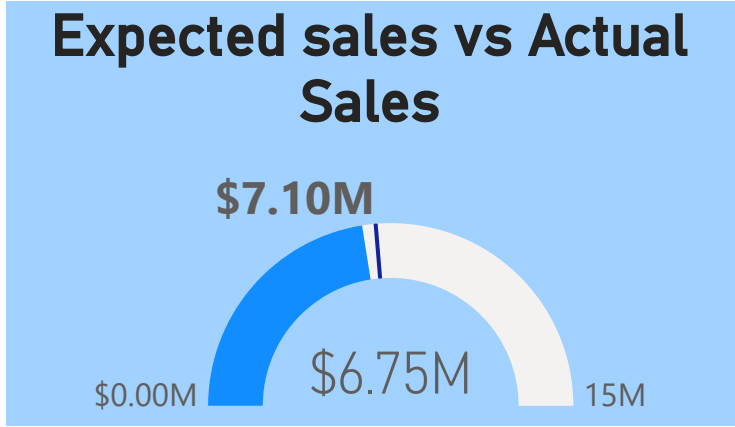
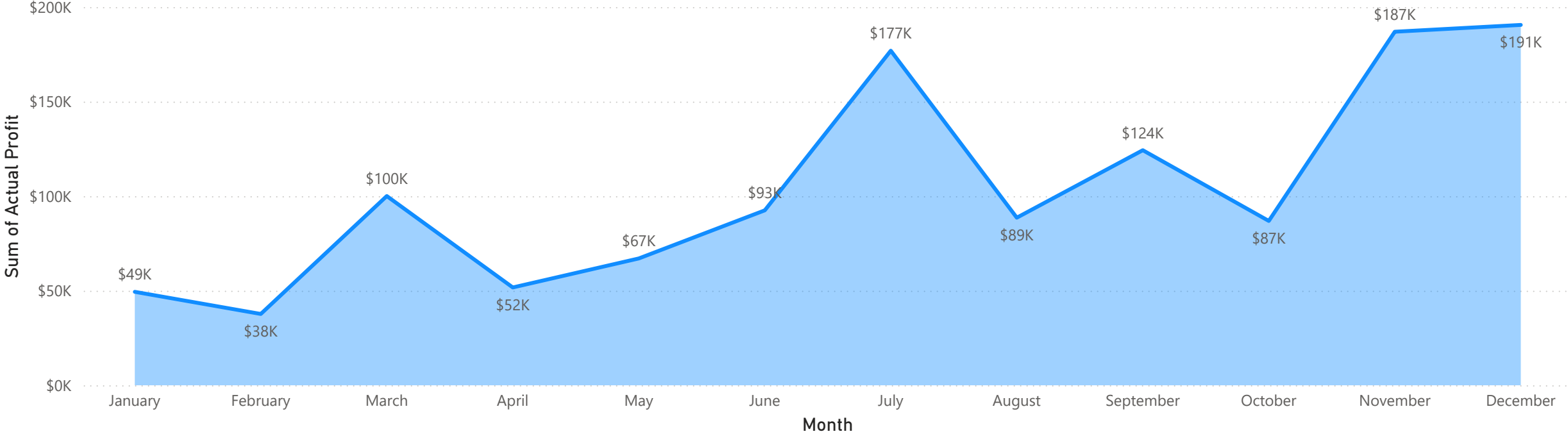
EU

LATAM

US



Sum of Actual Profit by Month



- Segment
- Consumer

Corporate

Home Office
- Category
- Furniture

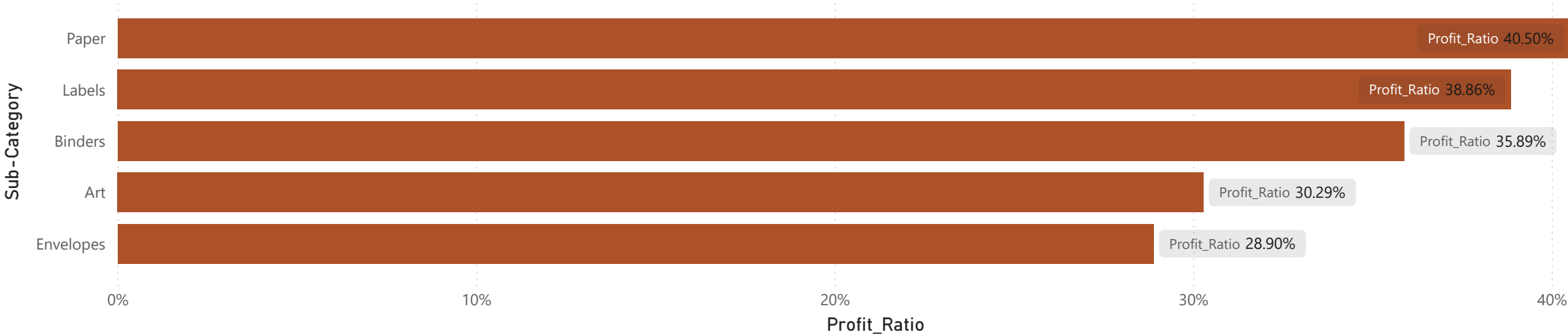
Office Supplies

Technology

Profit\_Ratio by Manager



Profit\_Ratio by Sub-Category

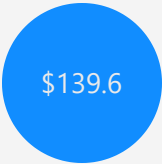
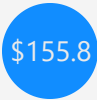


When is Actual Profit more likely to be 

High

 ?

We found 2 segments and ranked them by Average of Actual Profit and population size. Select a segment to see more details.



Average of Actual Profit

Population count

Segment 1

\$155.8

4056

Segment 2

\$139.6

6083

Category ×  
Furniture

Sub-Category ×  
Tables

Market ×

**Sum of Shipping Cost**  
13,52,815.70

Technology  
5,07,047.88

**Furniture**  
4,40,319.48

Office Supplies  
4,05,448.35

Chairs  
1,64,229.35

Bookcases  
1,55,481.97

**Tables**  
79,861.39

Furnishings  
40,746.77

APAC  
24,572.59

US  
22,314.05

LATAM  
15,466.75

EU  
8,974.28

EMEA  
5,339.08

Africa  
3,032.47

Canada  
162.17

# Global Superstore Sales Analysis Dashboard

Year

2019

\$2.35M

Total Sales

31K

Total Quantity

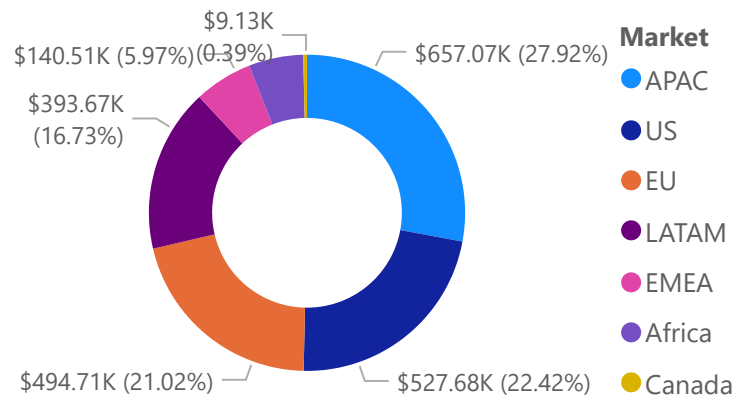
7

deliverydays

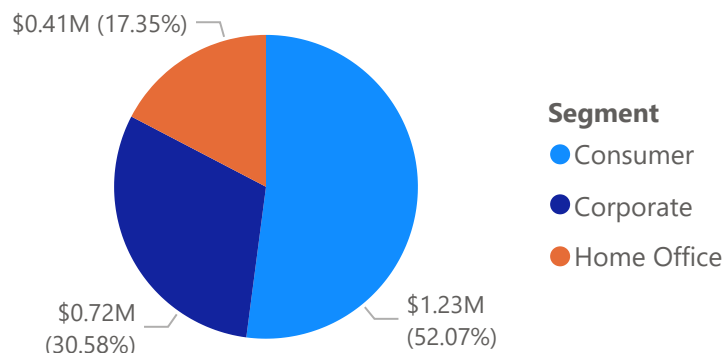
209

return orders

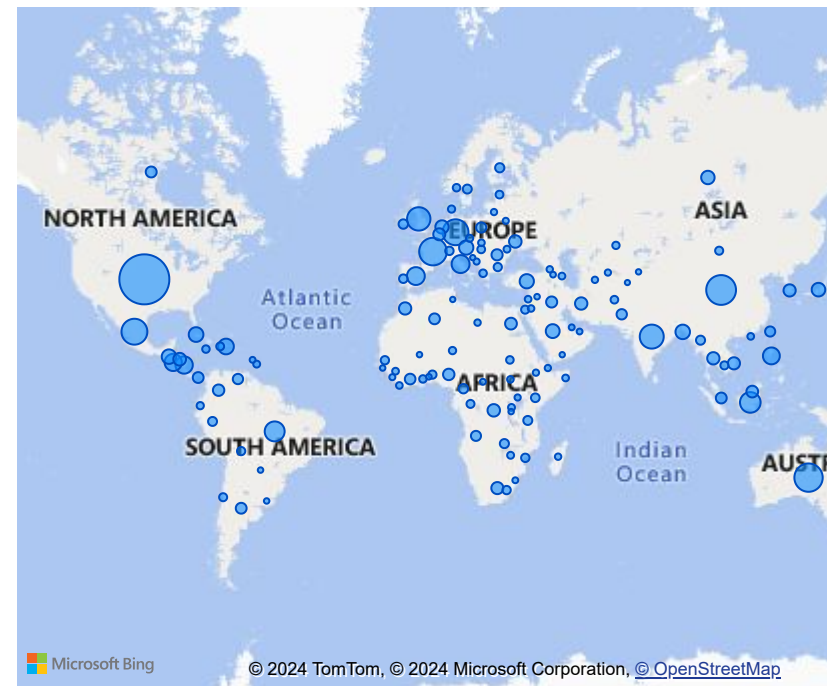
Sum of Actual Sales by Market



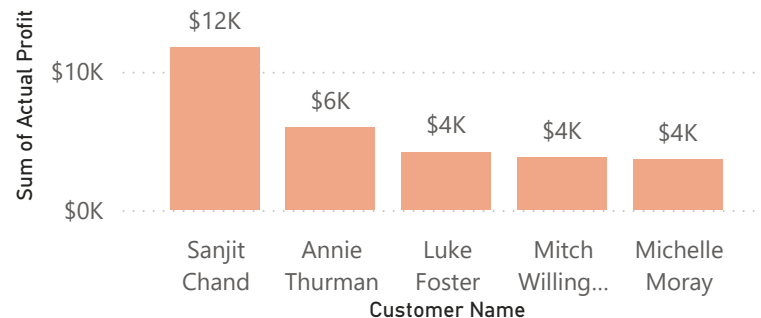
Sum of Actual Sales by Segment



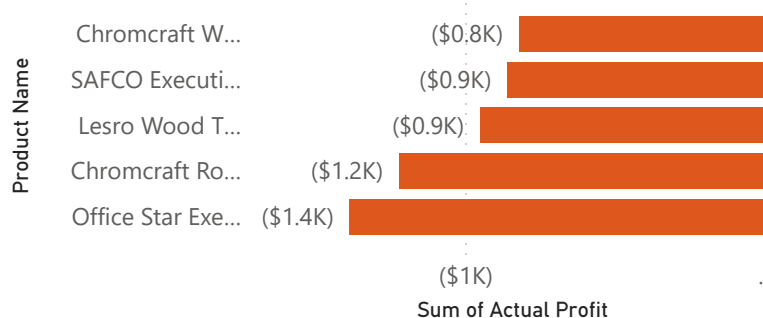
Sum of Actual Sales by Country



Sum of Actual Profit by Customer Name



Sum of Actual Profit by Product Name



Sum of Expected Profit by Product Name

