

Order Analysis



Mina
Supershop

Total Order

5899

Total returned order

800

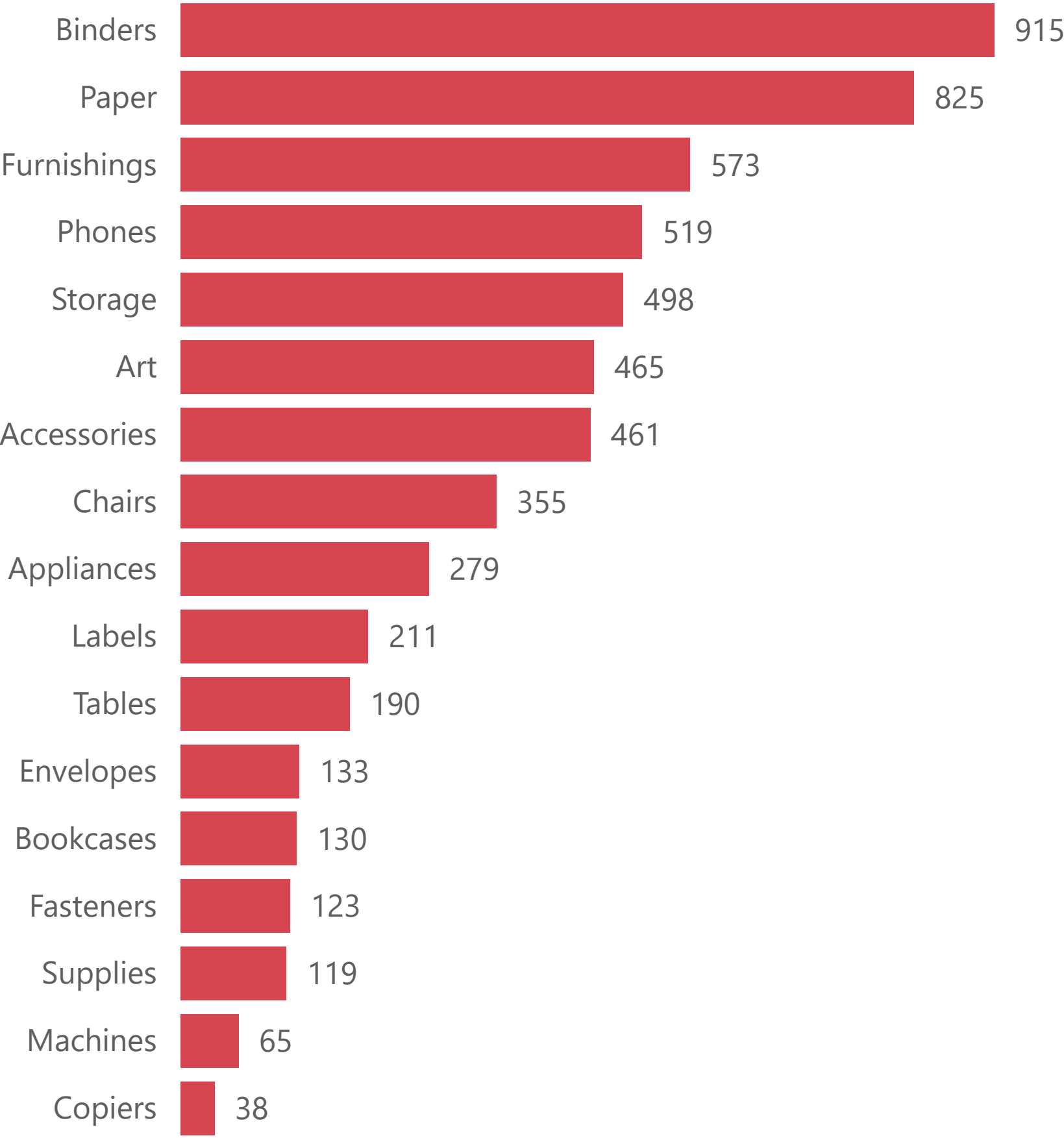
Return Percentage

13.56%

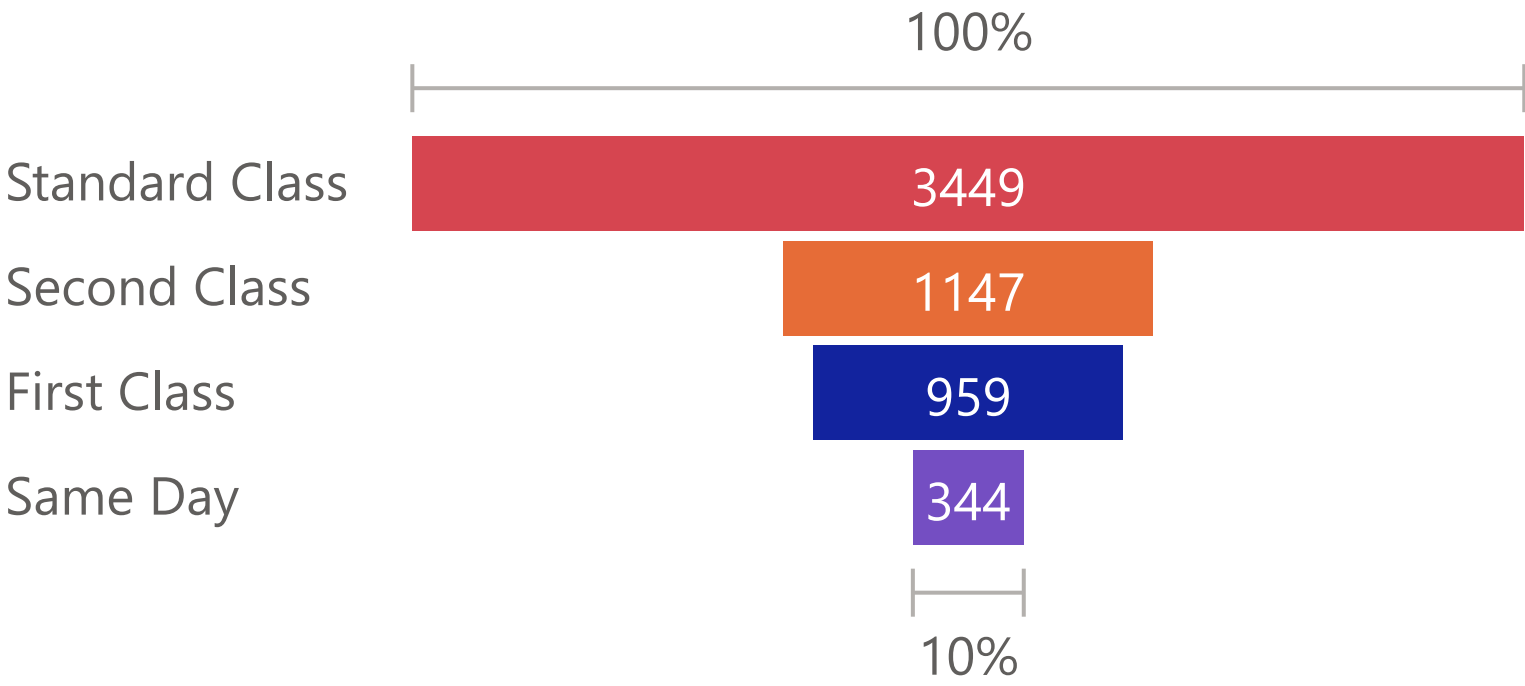
Total Revenue

6.63M

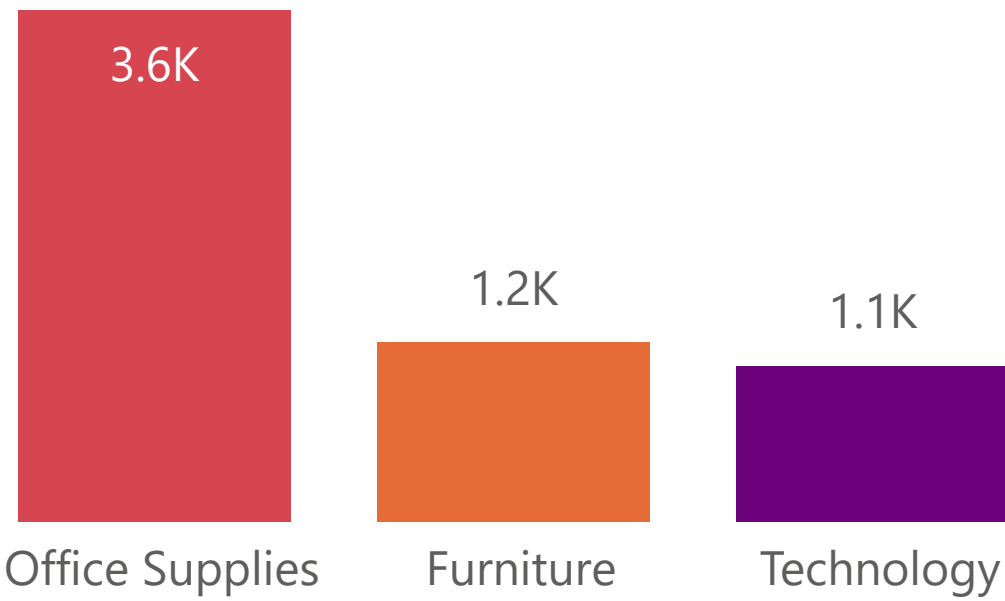
Total Order by Sub-Category



Total Order by Ship Mode



Total Order by Category



Top 10 Customers

Customer Name	Total Order
Emily Phan	27
Edward Hooks	25
Paul Prost	25
Seth Vernon	25
Pete Kriz	24
Lena Cacioppo	23
Sally Hughsby	23
William Brown	23
Dean percer	22
Mick Hernandez	22

Top 10 Products

Product Name	Total Order
Easy-staple paper	27
Staples	24
Staple envelope	22
Staples in misc. colors	13
Chromcraft Round Conference Tables	12
Staple remover	12
Storex Dura Pro Binders	12
Avery Non-Stick Binders	11
Global Wood Trimmed Manager's Task Chair, Khaki	11
GBC Instant Report Kit	10

Sales Performance



Mina

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Total Sales

\$1,342K

Total Profit

\$175K

Total Loss

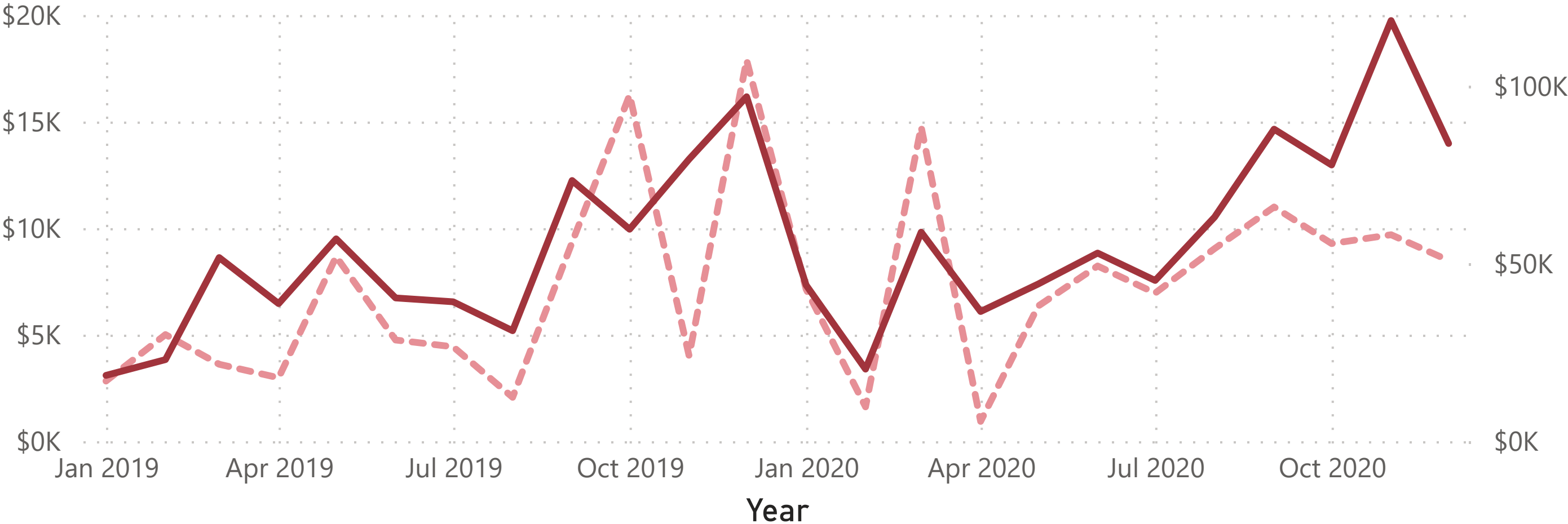
\$91.71K

Profit Margin

2.64%

Sales and Profit Trend

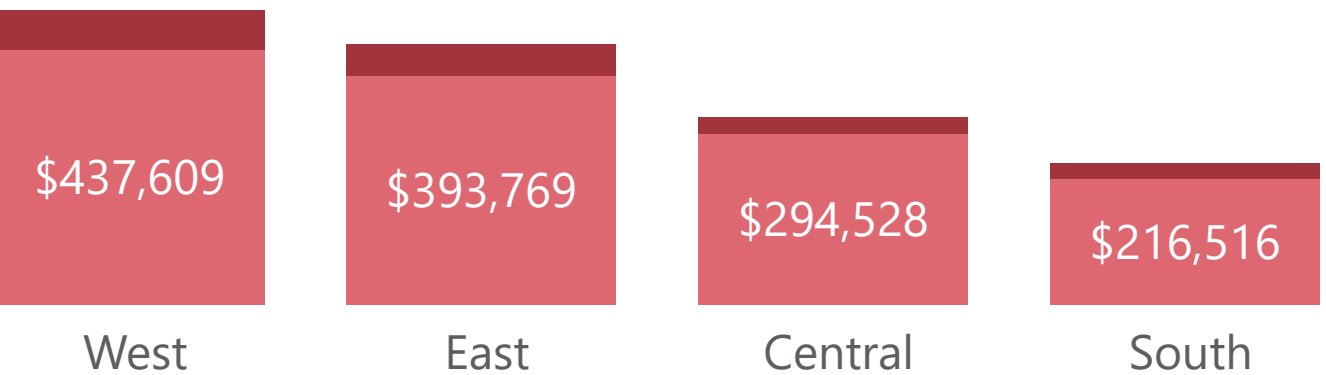
● Total profit ● total sale



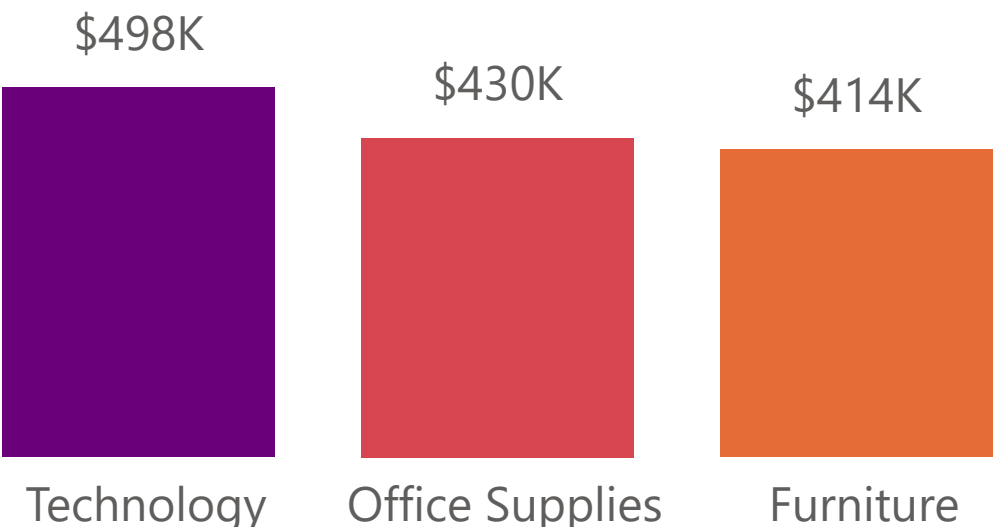
State	total sale	Total profit	profit margin
Alabama	\$9,480	\$3,336	▲ 6.46%
Arizona	\$17,376	(\$2,761)	▼ -3.59%
Arkansas	\$4,932	\$1,874	▲ 9.80%
California	\$277,940	\$49,372	▲ 3.48%
Colorado	\$20,967	(\$5,825)	▼ -6.69%
Connecticut	\$9,306	\$2,339	▲ 6.21%
Delaware	\$16,475	\$7,030	▲ 12.06%
District of Columbia	\$195	\$85	▲ 10.47%
Florida	\$40,048	(\$228)	▼ -0.11%
Georgia	\$33,218	\$9,994	▲ 6.09%
Total	\$1,342,421	\$175,234	▲ 2.64%

Sales and Profit by Region

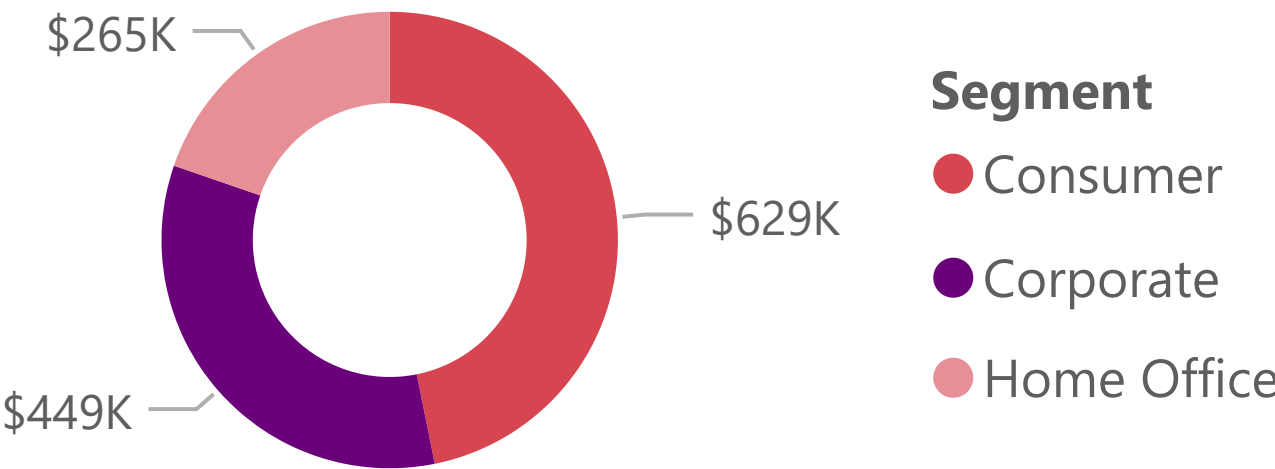
● total sale ● Total profit



Sales by Category



Sales and Profit by Segment



Profit Analysis



Mina
Supershop

Total Quantity Sold

22,313

Types of Products

1514

Customer Count

773

Profitable Customer

760

Top 10 state based on profits



Best Performed Cities

City	total sales	Total profit
New York City	\$141,764	\$34,760
Los Angeles	\$105,274	\$19,175
Seattle	\$73,150	\$18,839
Detroit	\$33,346	\$10,803
San Francisco	\$67,043	\$10,476
Lafayette	\$24,062	\$9,773
Jackson	\$21,102	\$6,388
Newark	\$17,286	\$6,042
Columbus	\$27,078	\$4,818
Providence	\$12,086	\$4,354
Richmond	\$13,484	\$4,080
Arlington	\$12,633	\$3,350
Atlanta	\$9,176	\$3,284
San Diego	\$23,957	\$3,002
Henderson	\$10,583	\$2,913
Columbia	\$14,241	\$2,721
Yonkers	\$6,901	\$2,488
Lakewood	\$15,360	\$2,477
Sacramento	\$5,713	\$1,994
Roswell	\$4,823	\$1,880

Worst Performed Cities

City	total sales	Total profit
Philadelphia	\$71,900	(\$8,066)
Lancaster	\$9,036	(\$7,207)
Houston	\$32,661	(\$7,198)
Chicago	\$29,313	(\$6,497)
Burlington	\$16,548	(\$4,815)
Louisville	\$7,674	(\$2,339)
Phoenix	\$6,157	(\$2,054)
Dallas	\$13,526	(\$1,984)
Memphis	\$4,045	(\$1,466)
Aurora	\$8,946	(\$1,445)
Round Rock	\$4,854	(\$1,183)
Rockford	\$3,037	(\$1,162)
Knoxville	\$3,186	(\$1,011)
Bethlehem	\$1,557	(\$991)
Pueblo	\$802	(\$962)
Jacksonville	\$12,632	(\$579)
Denver	\$7,621	(\$552)
Waco	\$606	(\$520)
Tampa	\$2,626	(\$518)
Cleveland	\$4,335	(\$493)

Sale and Profit by Sub-Category

total sale Total profit

