DASHBOARD OVERVIEW

$2M
TotalSales

100.00%
Percent Sales

$442K
TotalProfit

100.00%
Percent Profit

($156K)
TotalLoss

Sales and Profit by Month

● Sales ● Profit

191,446.17 USD

Year: 2016 2017 2018 2019

Month: January February March April May June July August September October November December

Sales, TotalProfit and TotalLoss by Segment

● Sales ● TotalProfit ● TotalLoss

Segment	Sales	TotalProfit	TotalLoss
Consumer	1.19MUSD	$0.23M	($0.08M)
Corporate	0.71MUSD	$0.14M	($0.04M)
Home Office	0.43MUSD	$0.09M	($0.03M)

Product Name
- "While you Were Out" Me...
- "While you Were Out" Me...
- #10- 4 1/8" x 9 1/2" Recyc...
- #10- 4 1/8" x 9 1/2" Secur...
- #10 Gummed Flap White ...
- #10 Self-Seal White Enve...
- #10 White Business Enve...
- #10-4 1/8 x 9 1/2" Premi...
- #6 3/4 Gummed Flap Whi...
- 1 7 Cubic Foot Compact"
- 1/4 Fold Party Design Invi
- 12 Colored Short Pencils
- 12-1/2 Diameter Round
- 14 7/8 x 11 Blue Bar Com...
- 2300 Heavy-Duty Transfe...
- 24 Capacity Maxi Data Bi...
- 24-Hour Round Wall Clock
- 3.6 Cubic Foot Counter H...
- 30X48 HARDFLOOR GH...
- 3D Systems Cube Printer...
- 3D Systems Cube Printer...
- 3M Hangers With Comma...
- 3M Office Air Cleaner
- 3M Org ...

Category: Furniture | Office Supplies | Technology

Sub-Category:
Accessories | Copiers | Paper
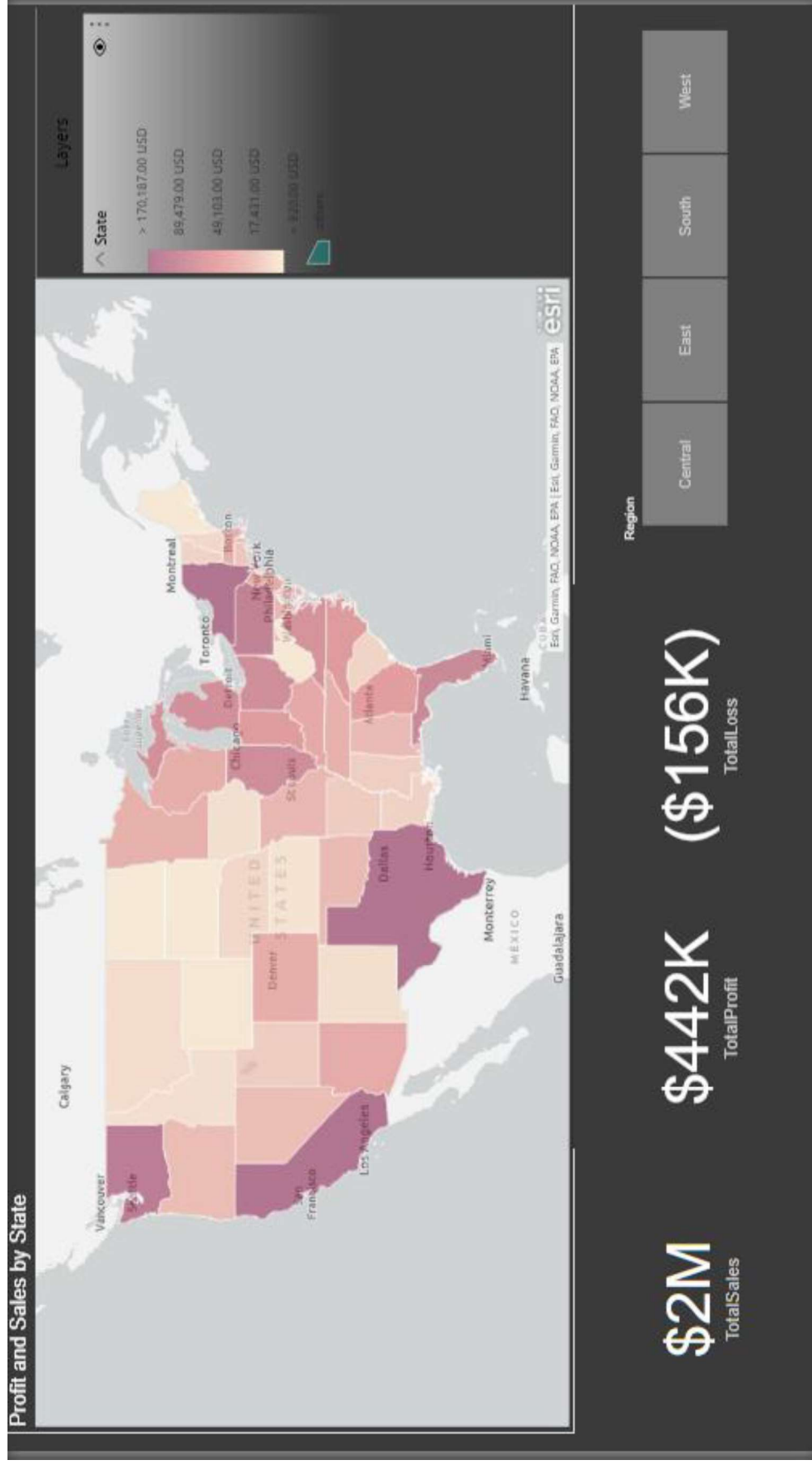Appliances | Envelopes | Phones
Art | Fasteners | Storage

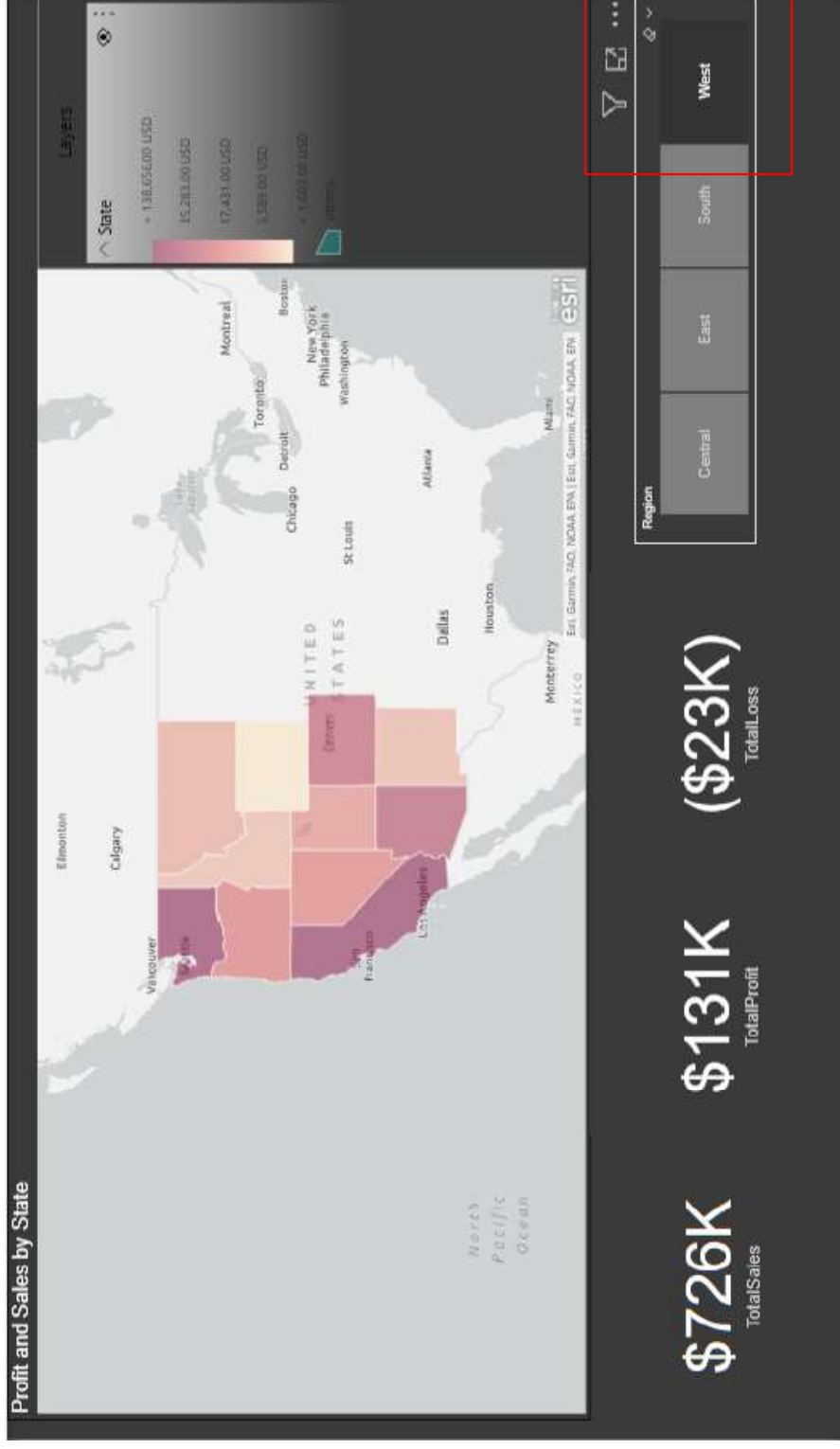# DYNAMIC DASHBOARD UPDATE BASED ON FILTERS

1,2,3,4 are the filters that could be used to obtain dynamic values for Total Sales, Profit, Loss, Profit % per month

Sales & Profit based on Geographic Location

Profit and Sales by State

Layers

∧ State
> 170,187.00 USD
89,479.00 USD
49,103.00 USD
17,431.00 USD
< 820.00 USD

esri
Esri, Garmin, FAO, NOAA, EPA | Esri, Garmin, FAO, NOAA, EPA

$2M
TotalSales

$442K
TotalProfit

($156K)
TotalLoss

Region

Central	East	South	West

Filtering Geographic Location

Filter any region and associated Sales, Profit and Loss would be displayed for those states

Analysis/Key Insights Extrapolated -Sales Performance Year over Year
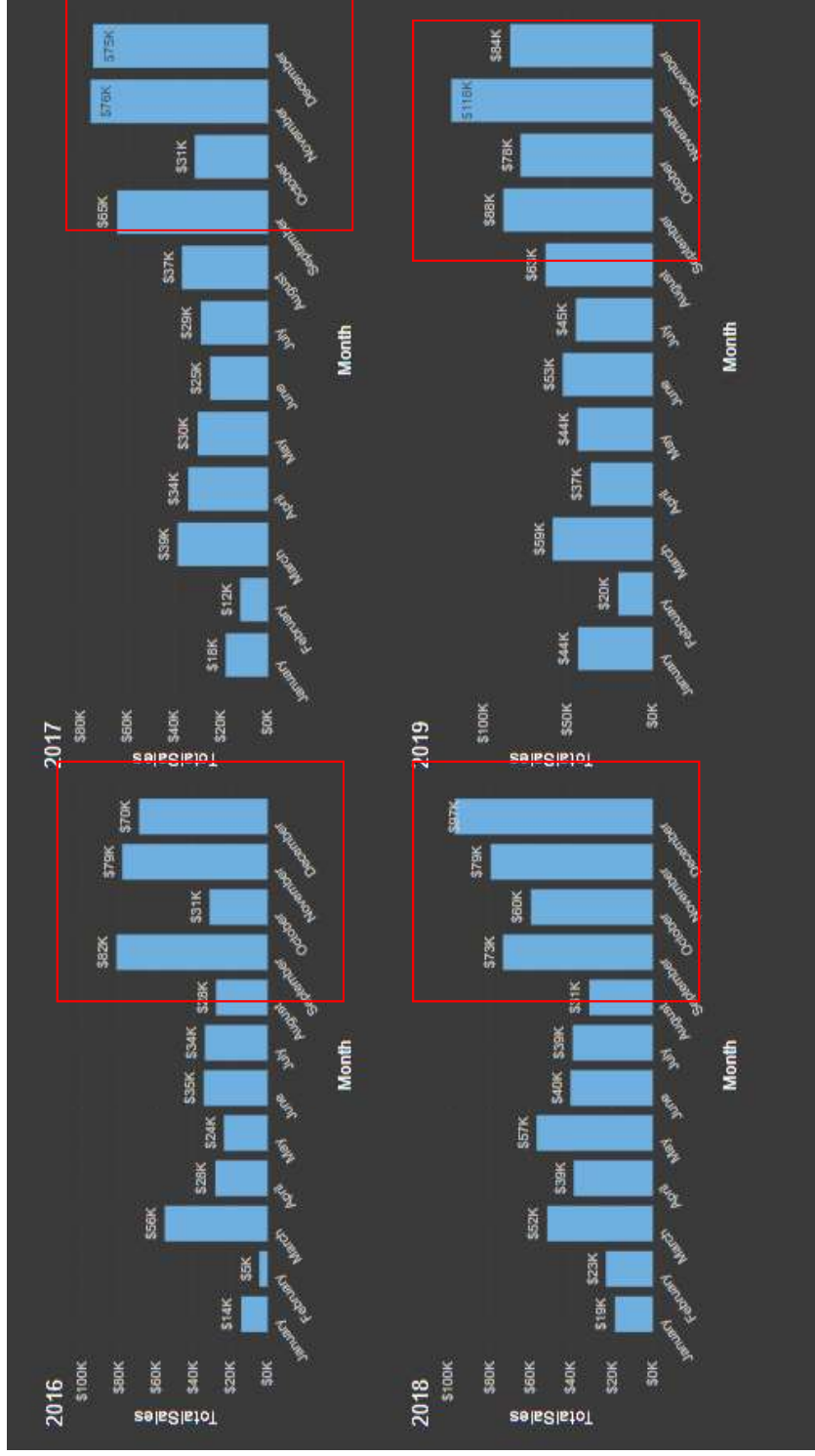
- There is a high sales trend/pattern for the month of Sept, Oct, Nov & Dec

- *Year:* 2016 – 484K, 2017 – 470K, 2018 – 609K, 2019 – 733K

- This trend/pattern could be because of Fall Semester – school begins Phone Launches – Tech sales Holiday/Clearance Sale – Thanks Giving, Christmas and Black Friday

Analysis/Key Insights Extrapolated

- Technology Category has the least number of orders but their profitability is the most and their loss is the least

High Level Overview - Category

Category	TotalOrders	TotalSales	TotalProfit	TotalLoss
Office Supplies	6020	$710,127	$170,111	($60,037)
Furniture	2121	$742,006	$78,370	($60,926)
Technology	1847	$836,221	$184,004	($38,575)
Total	9994	$2,297,354	$442,485	($156,138)

- New York alone comprises of 61% of Total Profit for the east cost

Top 5 State in Profit by Category

Category	State	Region	TotalProfit	TotalLoss
Technology	California	West	$29,788	($328)
Technology	Indiana	Central	$11,001	$0
Technology	New York	East	$42,181	$0
Technology	Virginia	South	$7,408	$0
Technology	Washington	West	$15,115	($94)
Total			$105,491	($422)

Region by Category

Category	Region	TotalOrders	TotalSales	TotalProfit	TotalLoss
Technology	Central	420	$170,432	$36,964	($3,273)
Technology	East	535	$264,994	$68,453	($20,994)
Technology	South	293	$148,782	$27,855	($7,870)
Technology	West	599	$252,013	$50,732	($6,438)
Total		1847	$836,221	$184,004	($38,575)

Analysis/Key Insights Extrapolated

- Furniture category has significant percentage of loss (76.7%) with respect to profit

High Level Overview - Category

Category	TotalOrders	TotalSales	TotalProfit	TotalLoss
Furniture	2121	$742,006	$79,370	($60,926)
Office Supplies	8026	$719,127	$179,111	($56,637)
Technology	1847	$836,221	$184,004	($38,575)
Total	9994	$2,297,354	$442,485	($156,138)

- In Furniture category Illinois and Texas requires a deep dive as it has significant loss and hardly profit

Category	Region	State	TotalLoss	TotalProfit
Furniture	Central	Illinois	($9,076)	$0
Furniture	East	West Virginia	($77)	$0
Furniture	West	Montana	$0	$22
Furniture	East	Maine	$0	$34
Furniture	Central	Kansas	$0	$37
Furniture	Central	Texas	($10,472)	$42

Analysis/Key Insights Extrapolated

- California, New York and Washington are the three important profitability states for each Category and Segment

- List of manufactures where Total Loss is almost or greater than profit.

- This means the products that are sold from these manufactures are close to no profit.

Manufacturer	TotalOrders	TotalSales	TotalProfit	TotalLoss
Cubify	4	$19,100	$360	($13,080)
Chromcraft	45	$35,830	$2,089	($6,521)
Bevis	58	$31,916	$2,302	($4,898)
Bush	60	$30,693	$2,232	($4,094)
O'Sullivan	67	$27,308	$1,506	($4,089)
Cisco	59	$52,523	$4,823	($3,696)
Bretford	30	$32,653	$2,271	($3,636)
Riverside	13	$20,975	$1,376	($3,609)
Tenex	88	$15,878	$1,546	($2,131)
Balt	13	$8,388	$342	($2,120)
Martin-Yale	13	$16,894	$204	($1,516)
Sauder	39	$14,532	$843	($1,470)
Okidata	14	$17,111	$1,418	($1,286)
KI	26	$6,694	$507	($1,234)
Epson	5	$1,700	$120	($1,229)
Wilson Jones	170	$5,653	$1,872	($1,101)
Acco	214	$8,626	$2,062	($1,085)
Avery	557	$13,509	$5,172	($1,075)
Belkin	123	$14,788	$2,624	($1,070)
Zebra	12	$13,557	$3,985	($1,049)
Novimex	27	$7,068	$134	($875)
Deflect-o	43	$7,943	$1,215	($747)
Total	6249	$1,186,246	$239,187	($77,734)

Category	Segment	State	Region	TotalProfit	TotalLoss
Furniture	Consumer	California	West	$6,130	($1,834)
Furniture	Corporate	California	West	$3,659	($1,145)
Furniture	Home Office	California	West	$2,808	($462)
Furniture	Consumer	New York	East	$6,360	($2,350)
Furniture	Corporate	New York	East	$2,954	($2,487)
Furniture	Home Office	New York	East	$1,572	($193)
Furniture	Consumer	Washington	West	$3,404	($132)
Furniture	Corporate	Washington	West	$2,081	($55)
Furniture	Home Office	Washington	West	$2,004	($108)
Office Supplies	Consumer	California	West	$18,354	$0
Office Supplies	Corporate	California	West	$13,789	$0
Office Supplies	Home Office	California	West	$5,609	$0
Office Supplies	Consumer	New York	East	$14,437	$0
Office Supplies	Corporate	New York	East	$7,682	$0
Office Supplies	Home Office	New York	East	$3,864	$0
Office Supplies	Consumer	Washington	West	$6,241	$0
Office Supplies	Corporate	Washington	West	$4,015	$0
Office Supplies	Home Office	Washington	West	$919	$0
Technology	Consumer	California	West	$15,967	($253)
Technology	Corporate	California	West	$8,133	($71)
Technology	Home Office	California	West	$5,688	($4)
Technology	Consumer	New York	East	$21,190	$0
Total				$192,966	($9,188)

Limitations & additional data elements required to enhance the deliverables

1. There are certain rows in sales column that are negative which requires more information. Negative sales values can be because of multiple reasons such as:

   - Sales is negative because there was a defect in manufacturing and refund had to be issued
   - Damage of products while shipping
   - If a person has paid extra money for same day delivery but the product reached after a couple of days so was there an adjustment in profit

2. Delivery information is missing which can be used to find if the products are shipped on time as expected

3. OrderTime column is missing to find peak hours

4. Product return information is missing to get to know the customers and the return pattern

5. Device mode of purchase is missing (Phone, Desktop, Tablet)

Thank You!

For any questions or clarity
please call (773)-739-3518
Email – amehta51@uic.edu