

Global Super Store : Sales and Profit Performance Overview

Year

2011

2012

2013

2014

\$1.09M

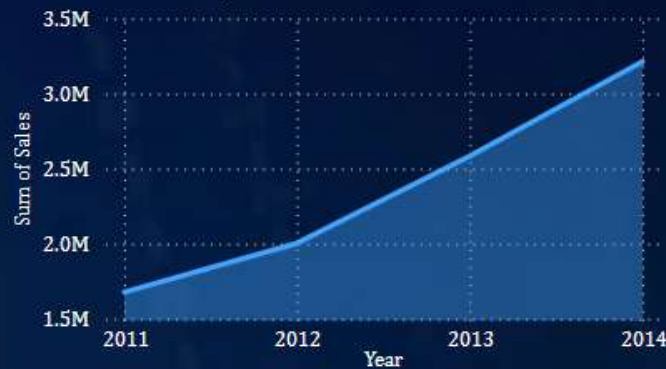
Sum of Total Profit

Sales v/s Target

10.59K

Goal: \$12.0588779K (-12.2%)

Sum of Sales by Year



Sub-Category

All

Sum of Quantity by Category

Office Supplies

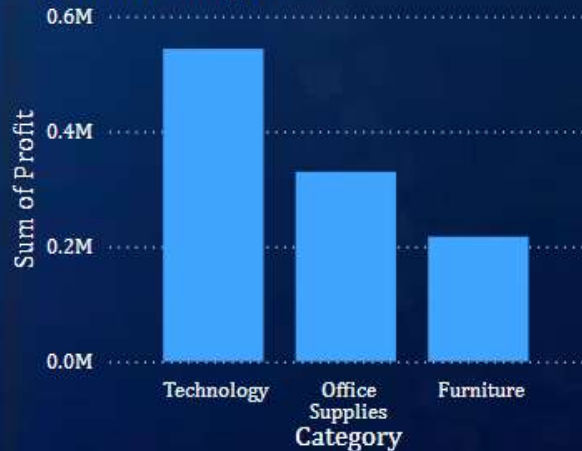
Technology

Furniture

95K

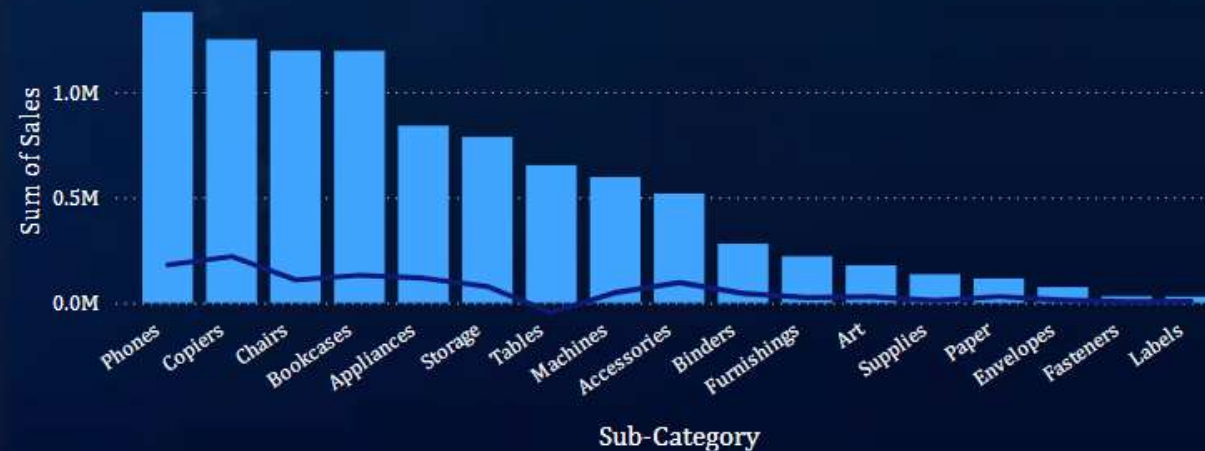
Sum of Total Quantity

Top Profit Categories



Top Selling Products

Sum of Sales Sum of Profit



\$9.48M

Sum of Total Sales



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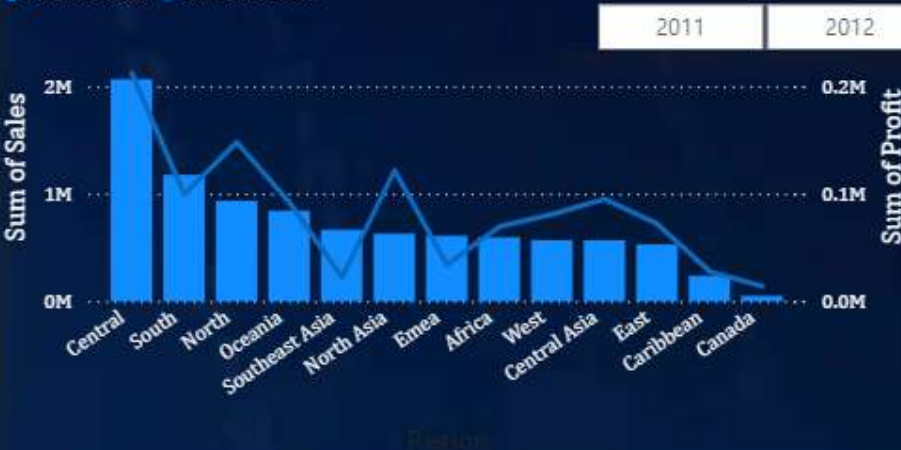
Profit by Region and Category

Category Furniture Office Supplies Technology



Sales and Profit by Region

Sum of Sales Sum of Profit



Year

2011	2012	2013	2014
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Market

- ☐ AFRICA
- ☐ APAC
- ☐ CANADA
- ☐ EMEA
- ☐ EU
- ☐ LATAM
- ☐ US

Profit by Country



Sales by State and Category

Category Furniture Office Supplies Technology



City

All

Sub-Category

All

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Top Region Representatives based on Sales

Region ● Africa ● Canada ● Caribbean ● Central ● Central Asia ● East ● Emea



Top Region Representatives based on Profit

Region ● Africa ● Canada ● Caribbean ● Central ● Central Asia ● East ● Emea



Average CLV and Profit by Segment and Category

● Average CLV ● Sum of Profit



Year

2011 2012 2013 2014

Top Customers

Customer Name	Sum of Sales	Sum of Profit
Tamara Chand	31,409.46	8,662.60
Christopher Conant	26,836.54	3,328.53
Raymond Buch	24,685.47	7,437.70
Jane Waco	24,553.52	5,936.76
Greg Tran	24,348.67	3,566.11
Natalie Fritzler	24,157.22	3,231.77
Hunter Lopez	23,927.97	5,919.71
Sanjit Engle	23,367.87	4,613.20
Daniel Raglin	23,236.89	5,485.52
Harry Marie	23,095.88	6,132.74

Sum of Sales by Time and Segment

Segment ● Consumer ● Corporate ● Home Office



5.96K

Average CLV

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Ship Date

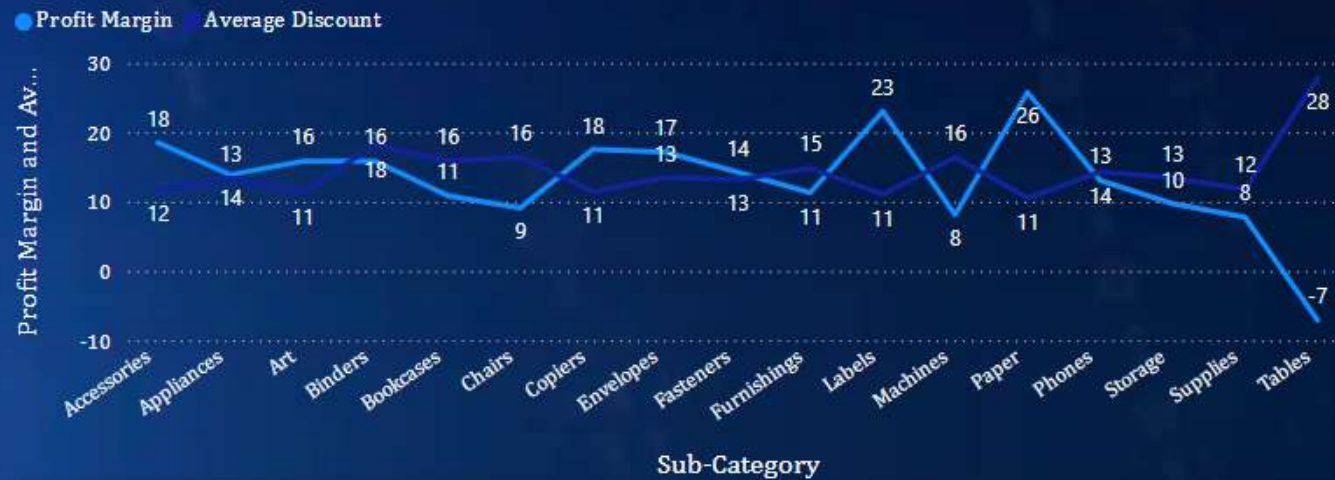
1/3/2011

1/7/2015

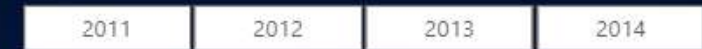


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Profit Margin v/s Average Discount



Year



Average Discount v/s Profit Margin by Category



Profit Margin by Sub-Category

Sub-Category ● Paper ● Labels ● Accessories ● Copiers ● Envelopes ● Art ● Binders ● Fasteners ● Appliances ● Phones ● Furnishing



Sum of Total Profit and Profit Target



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Key Insights:

1. Most Profitable Categories:

Technology leads in profitability with an average profit margin of **15%**. This indicates strong performance across products in this category. **Office suppliers** are just behind with **13%** of profit margin

2. Best-Performing Products:

Top products include **Copiers and Phones** profitability across all regions.

3. Discount Levels Impact:

Discounts between **13% and 14%** tend to optimize sales while maintaining profitability. Higher discounts may be associated with decreased profit margins.

4. Regional Insights:

Central and North Asia show high profitability, suggesting potential areas for further investment and customer engagement.

5. Customer Lifetime Value (CLV):

The highest Average CLV customers belong to **Corporate** segment, primarily purchasing from **furniture**. Targeted strategies could enhance loyalty in this group.

Note: Review insights regularly to adapt sales and marketing efforts based on data trends.

