



## MARKET SALES ANALYTICS DASHBOARD

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Intro

Dashboard

Trends

Customers

Forecast

# SUPERSTORE SALES DASHBOARD



Country

All



Ship Mode

All



Region

All



Sales

**\$2.33M**

PY sales  
Change

1.58M  
**47.16%**

Profit

**\$292.30K**

PY Profit  
Change

196.37K  
**48.85%**

Returns%

**5.79%**

PY Returns  
Change

8.74%  
**-2.95%**

Sales trend by current year and previous year

● Sales ● PY sales

\$100K

\$50K

\$0K

Jan 2020 Jul 2020 Jan 2021 Jul 2021 Jan 2022 Jul 2022 Jan 2023 Jul 2023

Profit by Item Type

\$60K

\$40K

\$20K

\$0K

(\$20K)

Bookcases

Chairs

Furnishings

Tables

Appliances

Art

Binders

Envelopes

Fasteners

Labels

Paper

Storage

Supplies

Accessories

Copiers

Machines

Phones

Furniture

Office Supplies

Technology

Profit by location

California

Washingt...

Michi...

New York

Virgi...

Indi...

Ge...

Kent...

Min...

Del...

Sales by Segment

● Consumer ● Corporate ● Home Office

17.6%

30.6%

51.7%

# SUPERSTORE SALES DASHBOARD



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Sales Trend by Quarter

\$0.8M  
\$0.6M  
\$0.4M

1

2

3

4

Sales Trend by Month

\$0.4M  
\$0.3M  
\$0.2M  
\$0.1M

2

4

6

8

10

12

Profit Trends by Quarter

\$120K  
\$100K  
\$80K  
\$60K  
\$40K

1

2

3

4

Profit trends by Month

40K  
20K  
0K

2

4

6

8

10

12

# SUPERSTORE SALES DASHBOARD



Country

All



Ship Mode

All

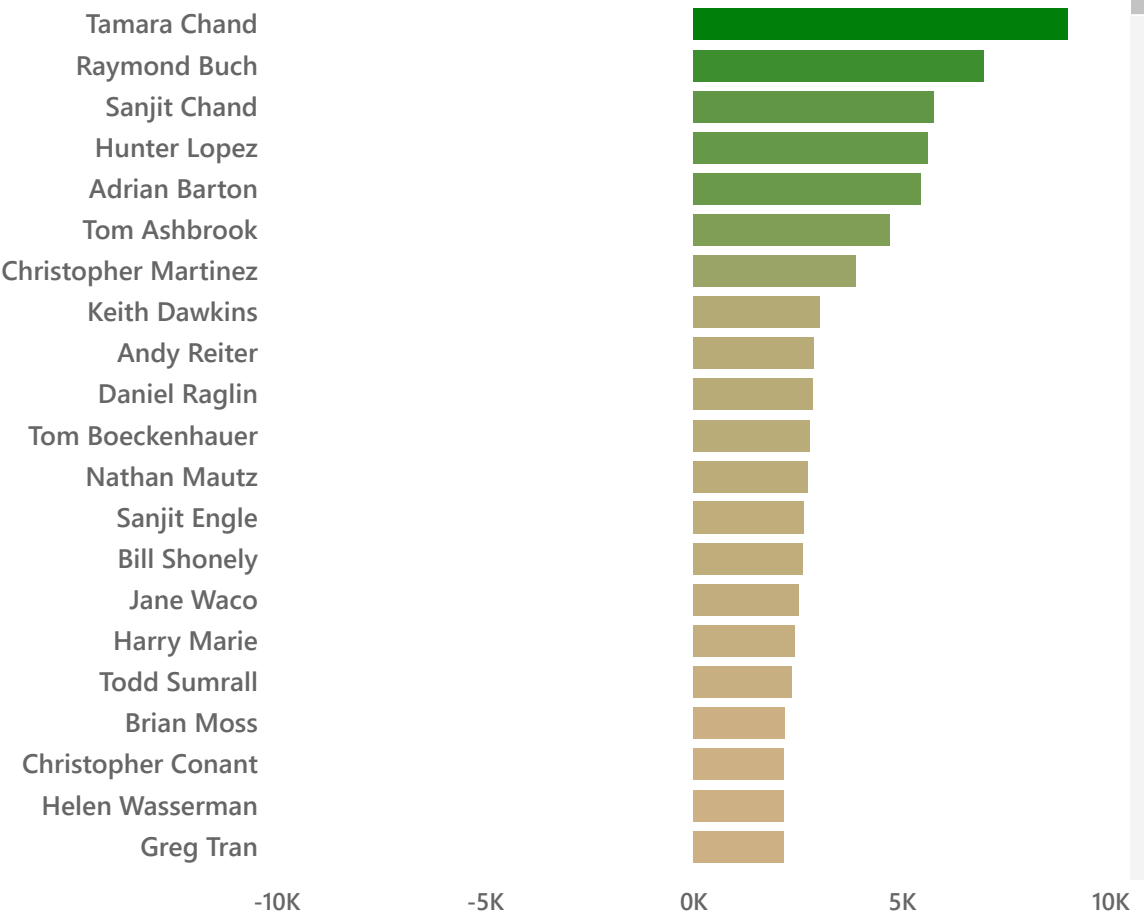


Region

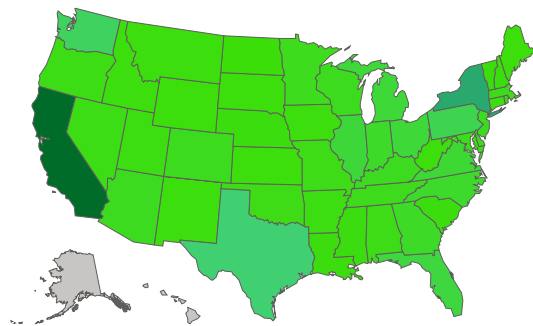
All



## Most Valuable Custmers (By Profit Contribution to the company)



## Total Sales by State/Province



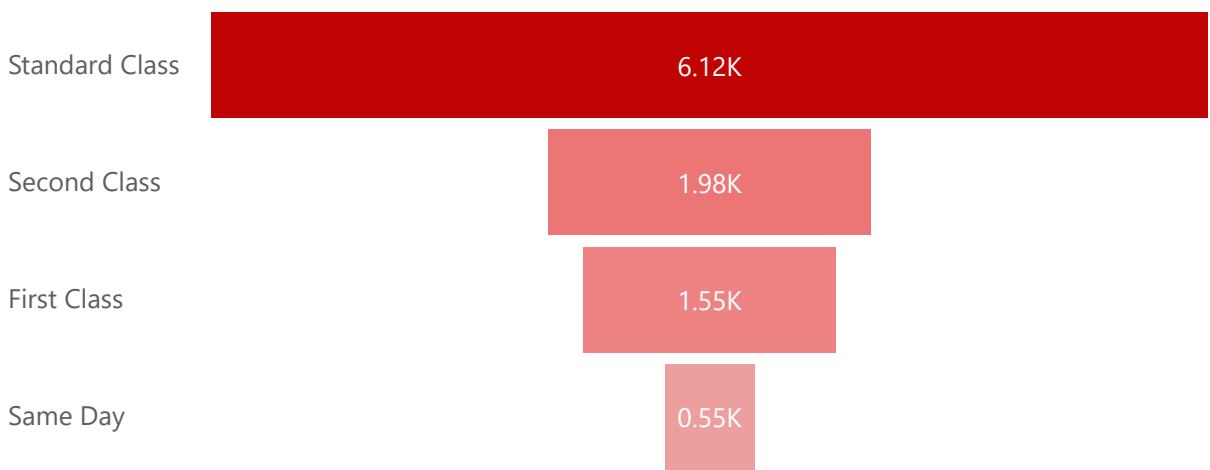
## Average Customer Value

2.89K

## Average Product Value

1.25K

## Number of orders by Ship Modes



# SUPERSTORE SALES DASHBOARD



Country

All

Ship Mode

All

Region

All

Category

All

Sub-Category

All

Sales Forecasting

\$100K

\$50K

\$0K

2020

2021

2022

2023

2024

