

Superstore | Sales Performance Dashboard

Year

2014

2015

2016

2017

State

Ala...

Ariz...

Ark...

Cali...

Col...

Con...

Del...

Dist...

Flori...

Geo...

Idaho

Illin...

Indi...

Iowa

Kan...

Ken...

Loui...

Mar...

Mas...

Mic...

Min...

Mis...

...

Total Sales

\$733.2K

▲ 20.4% over last year

Total Profit

\$93.4K

▲ 14.2% over last year

Profit Margin

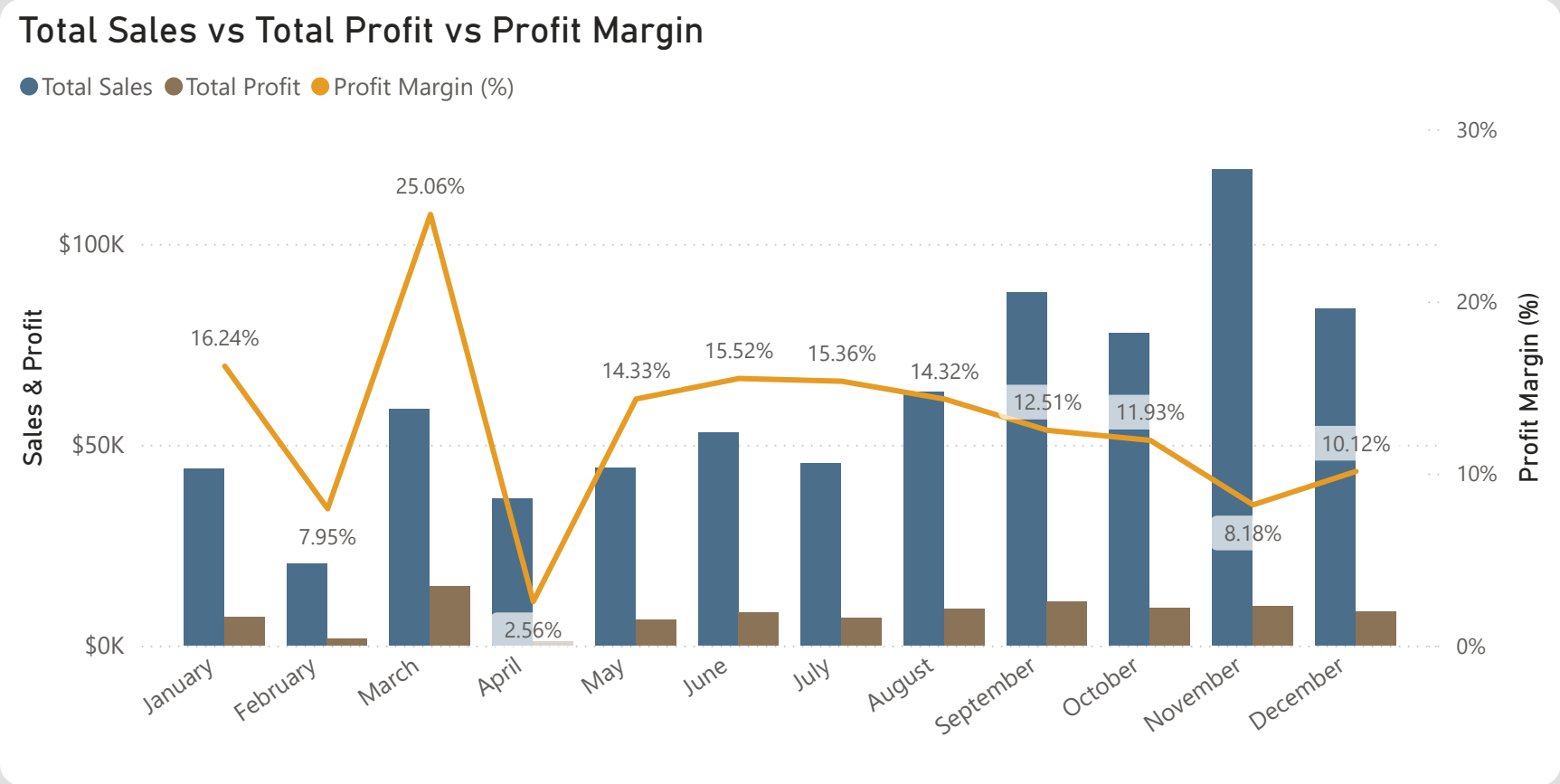
12.74%

▼ -5.1% over last year

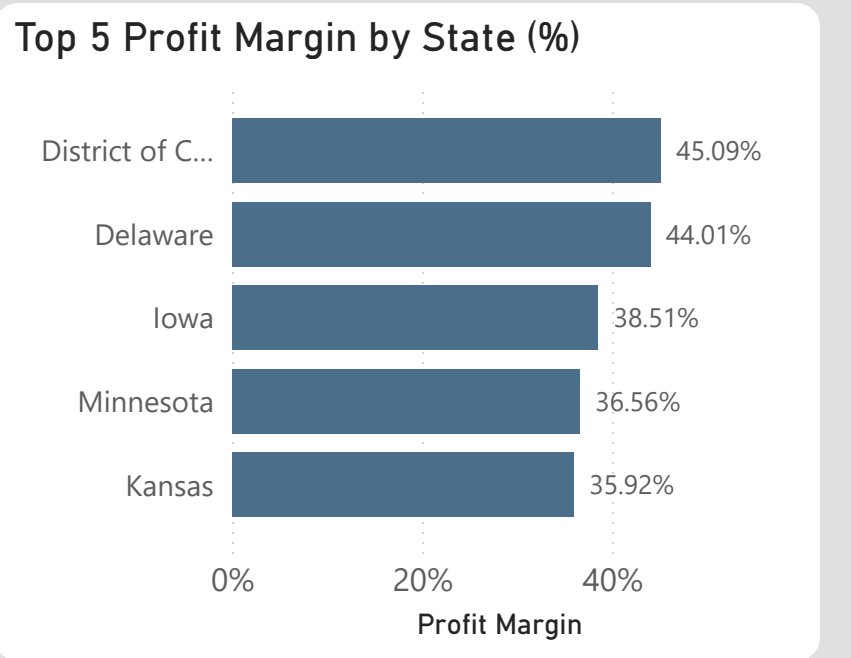
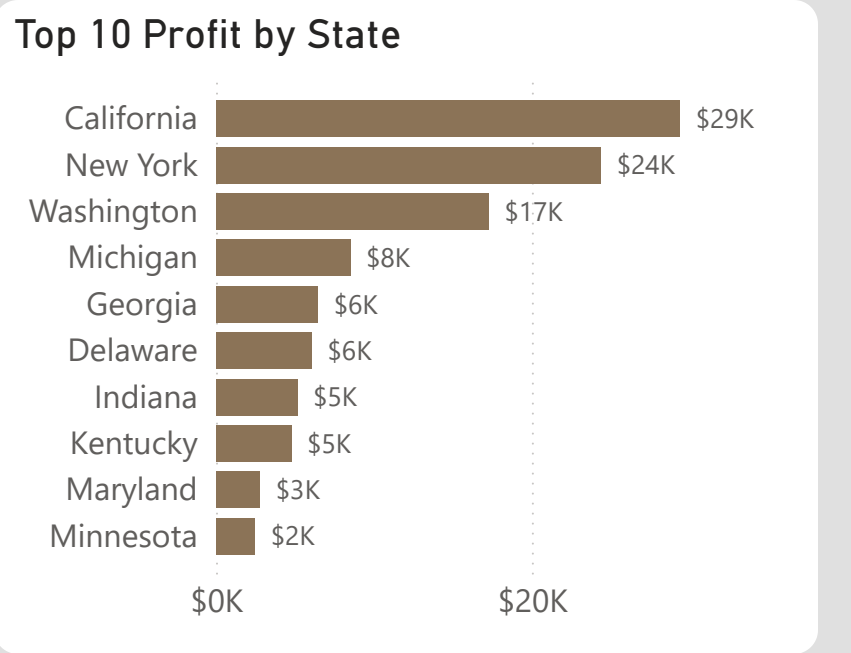
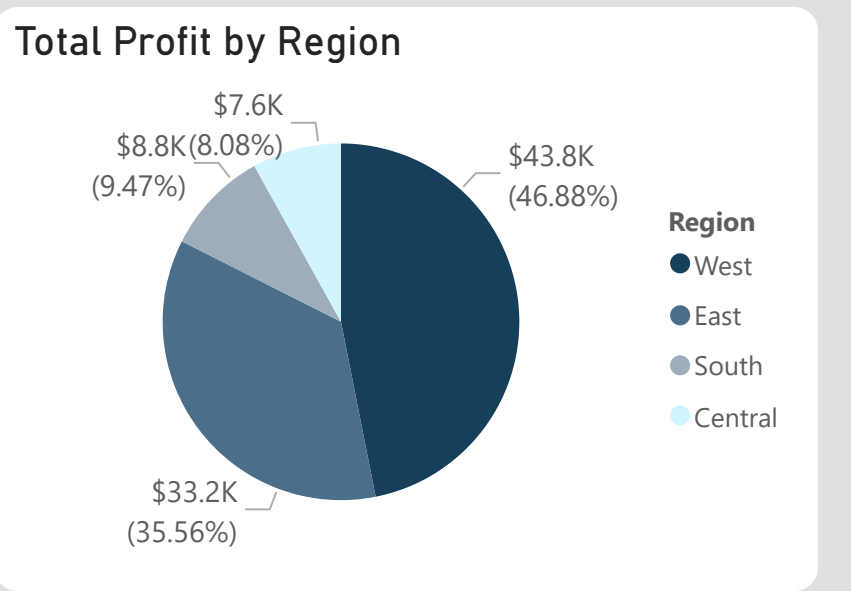
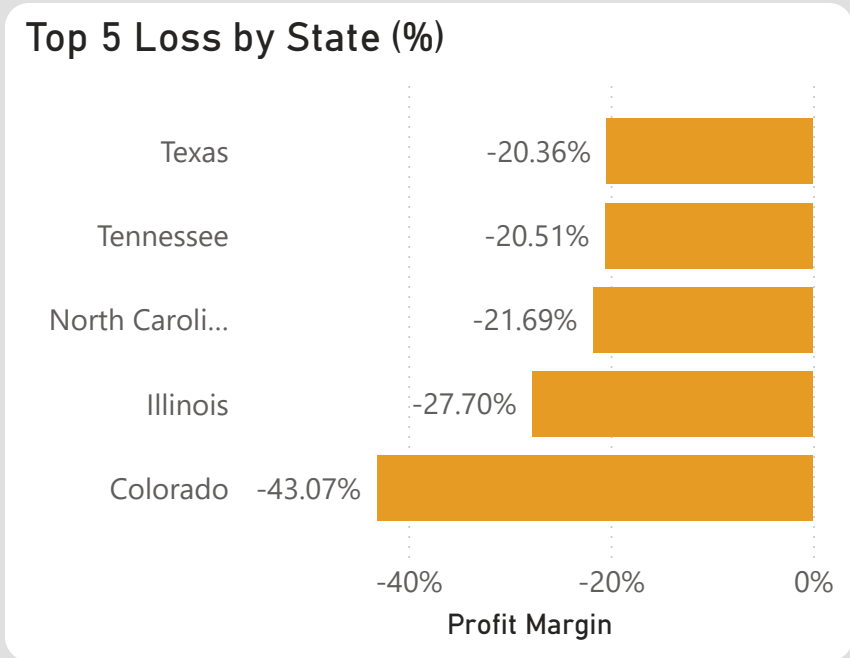
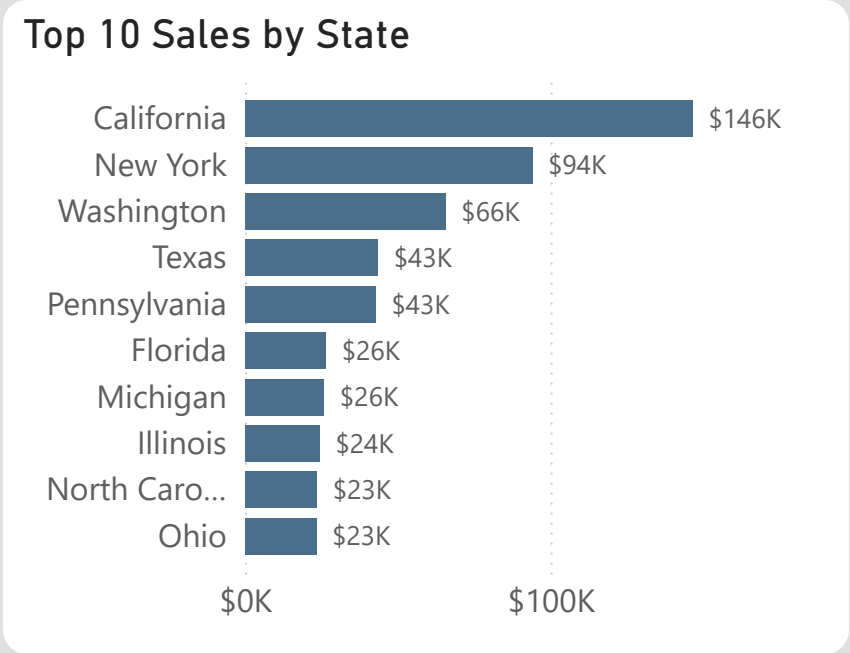
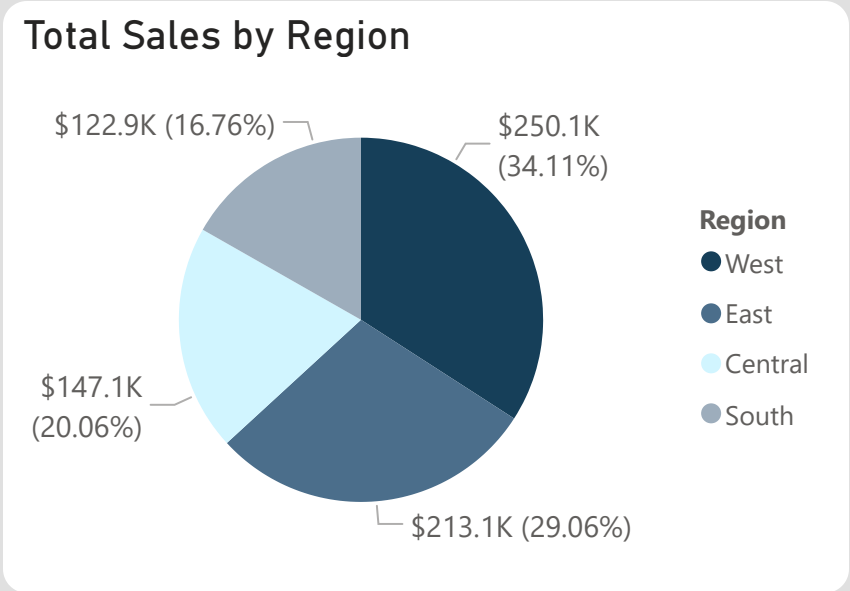
Total Quantity

12K

▲ 26.8% over last



Month	Total Sales	Total Profit	Profit Margin (%)
January	\$43,971.4	\$7,140.4	16.24%
February	\$20,301.1	\$1,613.9	7.95%
March	\$58,872.4	\$14,751.9	25.06%
April	\$36,521.5	\$933.3	2.56%
May	\$44,261.1	\$6,342.6	14.33%
June	\$52,981.7	\$8,223.3	15.52%
July	\$45,264.4	\$6,952.6	15.36%
August	\$63,120.9	\$9,041.0	14.32%
September	\$87,866.7	\$10,991.6	12.51%
October	\$77,776.9	\$9,275.3	11.93%
November	\$118,447.8	\$9,690.1	8.18%
December	\$83,829.3	\$8,483.3	10.12%
Total	\$733,215.3	\$93,439.3	12.74%



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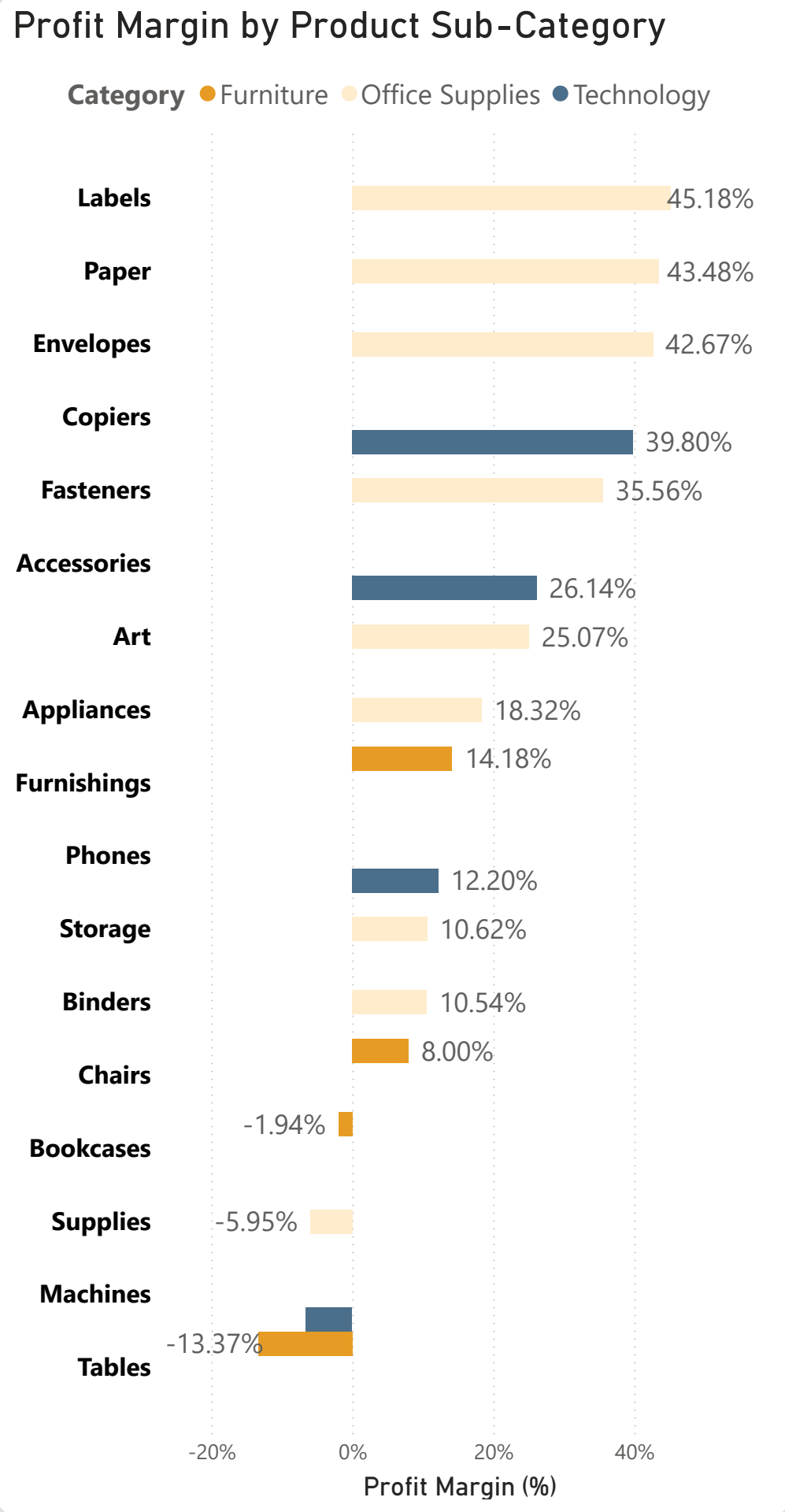
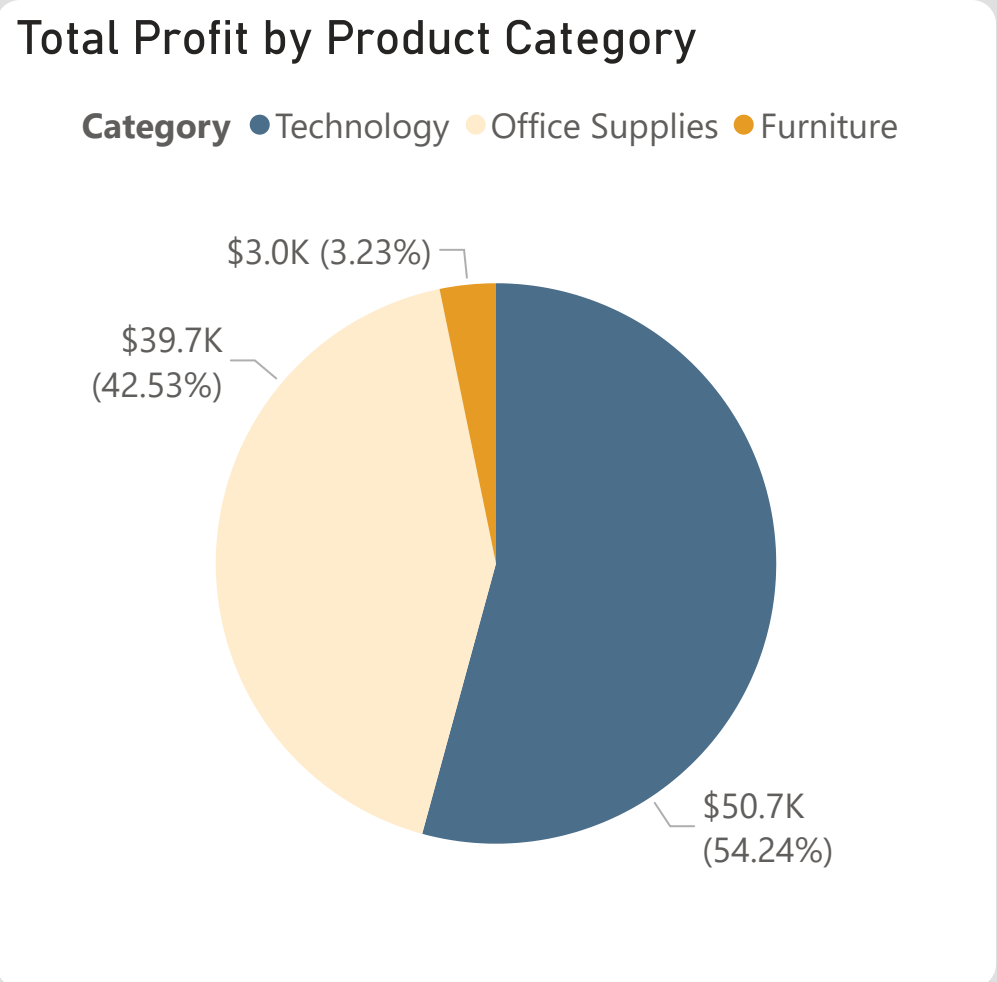
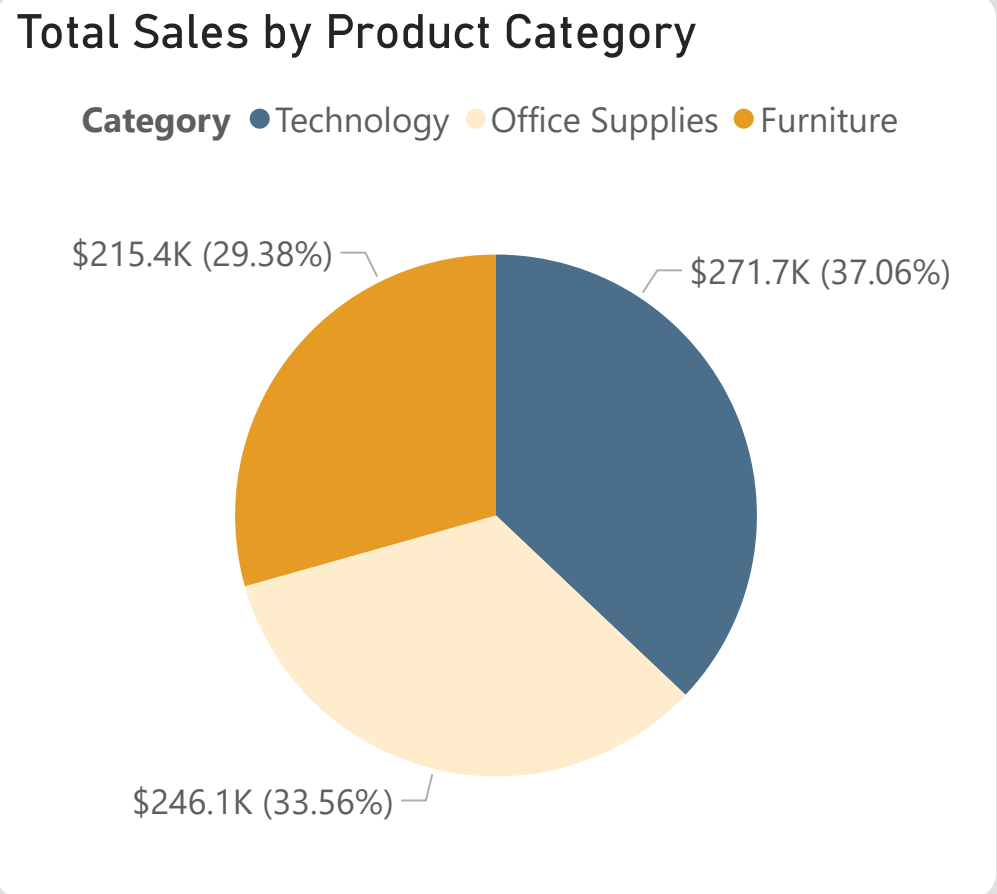
Mar...

Mas...

Mic...

Min...

Mis...



Total 5 Selling Products by Total Sales Amount

Product Name	Total Sales
Canon imageCLASS 2200 Advanced Copier	\$35,699.9
Martin Yale Chadless Opener Electric Letter Opener	\$11,825.9
GBC DocuBind TL300 Electric Binding System	\$10,943.3
Hewlett Packard LaserJet 3310 Copier	\$9,239.8
Samsung Galaxy Mega 6.3	\$9,239.8

Total 5 Selling Products by Total Sales Volume

Product Name	Total Quantity
Staples	68
Easy-staple paper	58
Staples in misc. colors	52
Staple envelope	39
Storex Dura Pro Binders	37

Total 5 Selling Products by Profit

Product Name	Total Profit
Canon imageCLASS 2200 Advanced Copier	\$15,680.0
Hewlett Packard LaserJet 3310 Copier	\$3,623.9
GBC DocuBind TL300 Electric Binding System	\$1,910.6
Fellowes PB300 Plastic Comb Binding Machine	\$1,753.7
Canon Image Class D660 Copier	\$1,692.0

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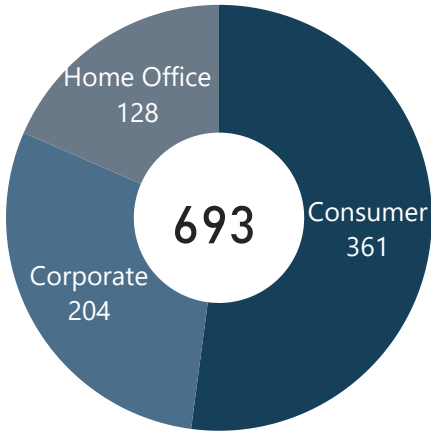
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Min...

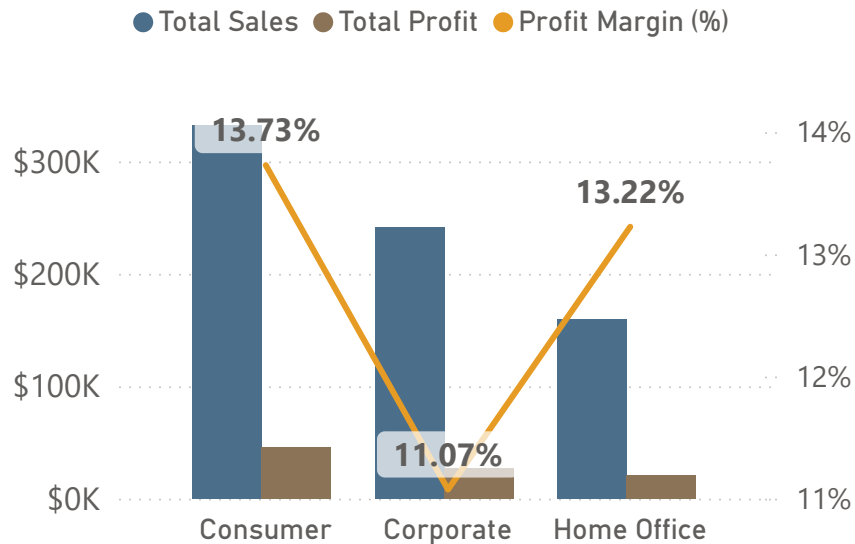
Mis...

Total Customers

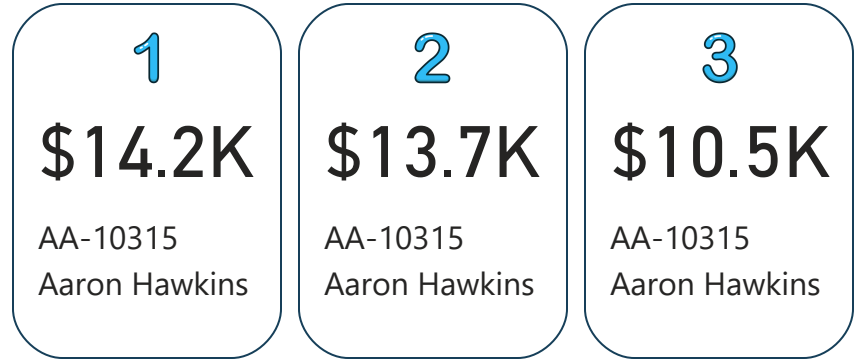
▲ 8.6% over last year



Total Sales by Customer Segment



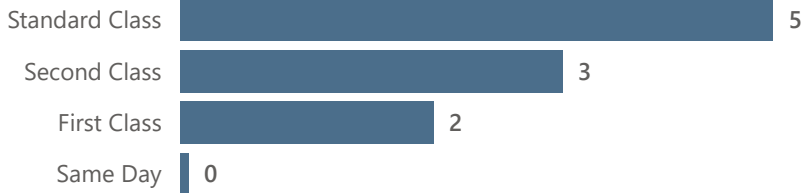
Top 3 Customer Made The Most Purchases



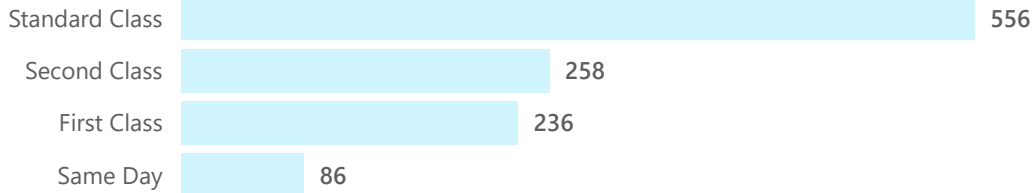
Average Order Value

\$434.6

Average Delivery Days by Ship Mode

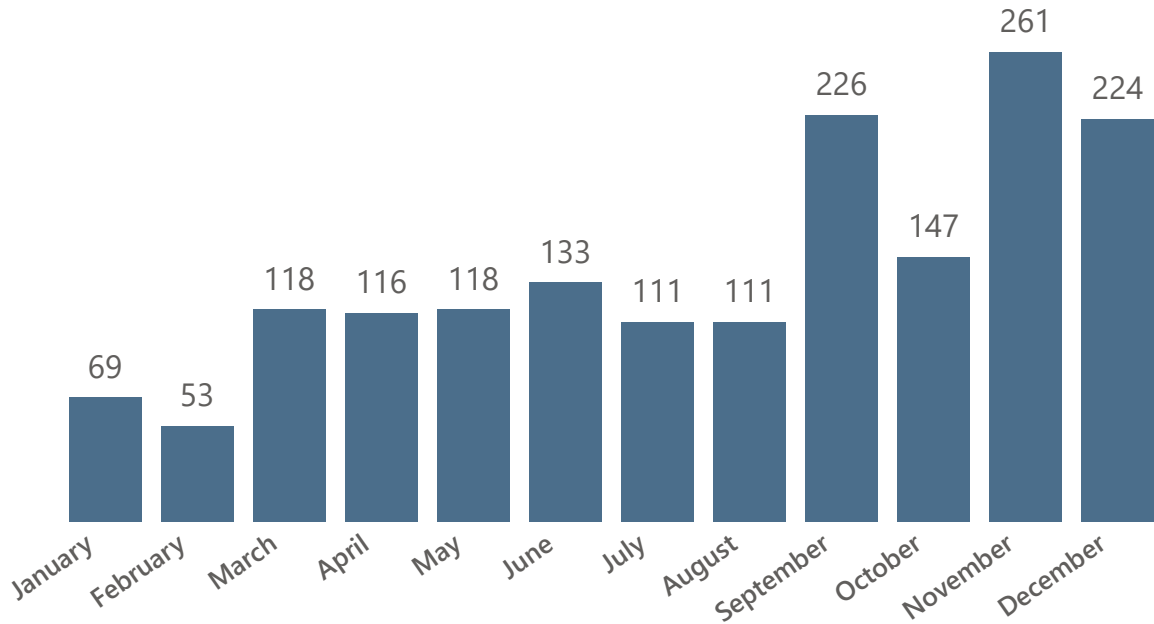


Total Customers by Ship Mode



Total Orders

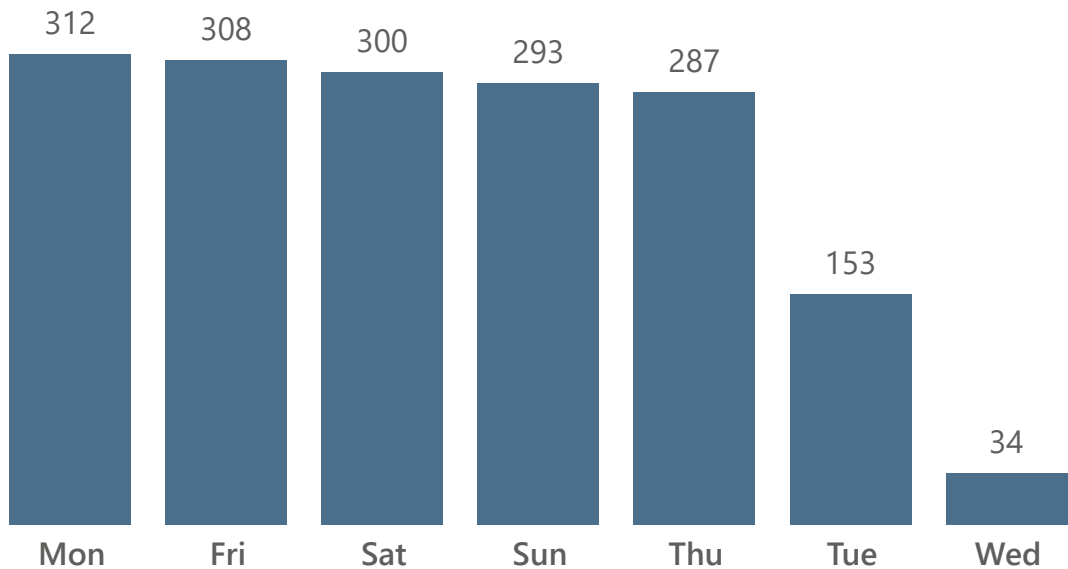
▲ 28.3% over last year



Sales Proportion with & without discount by Sub-Category



Total Orders by Weekday



Average Discount Rate across All Sub-Category

