

SUPERSTORE DASHBOARD



Product Category

All

Period Selector

All

Person in charge

All

SALES OVERVIEW

Total Sales

12.6M

Total Profit

1.5M

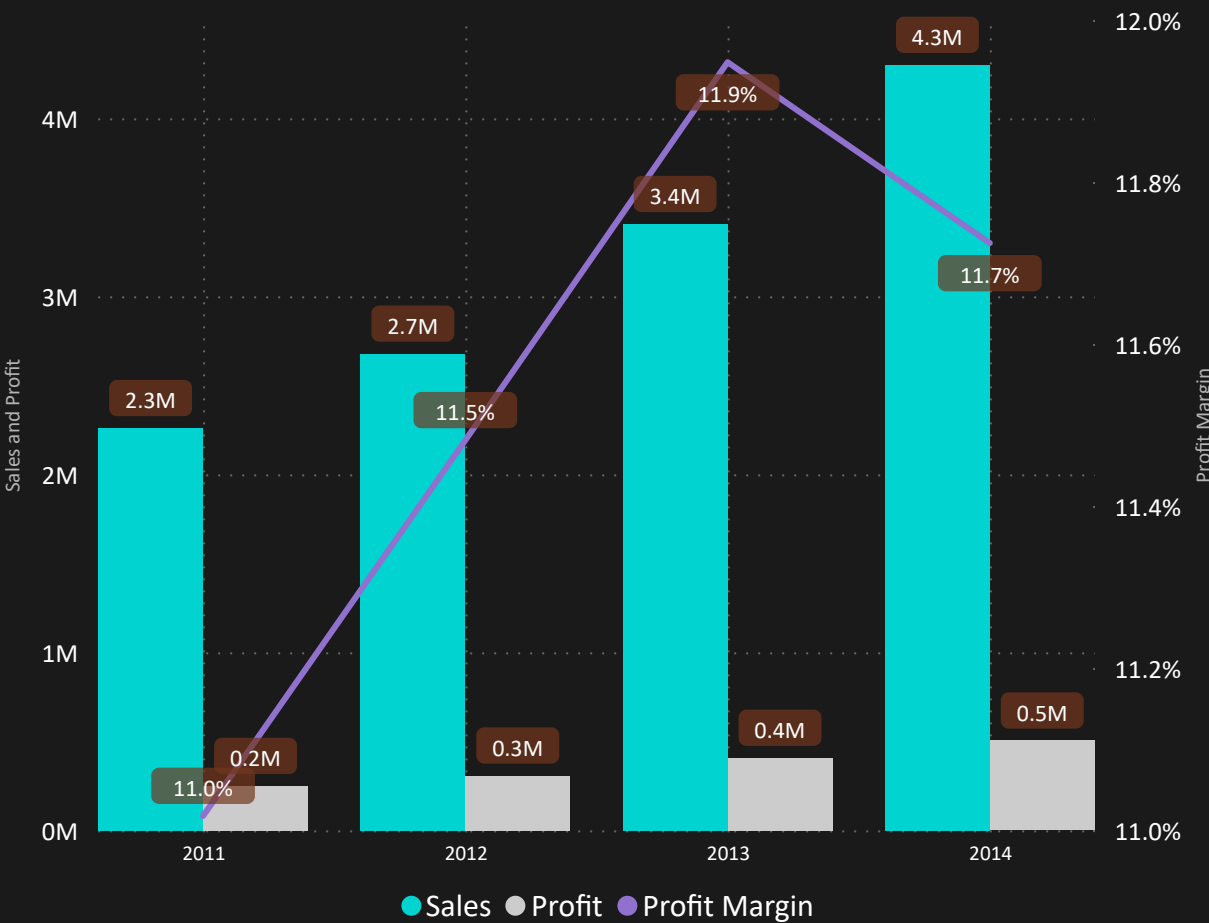
Profit Margin

12%

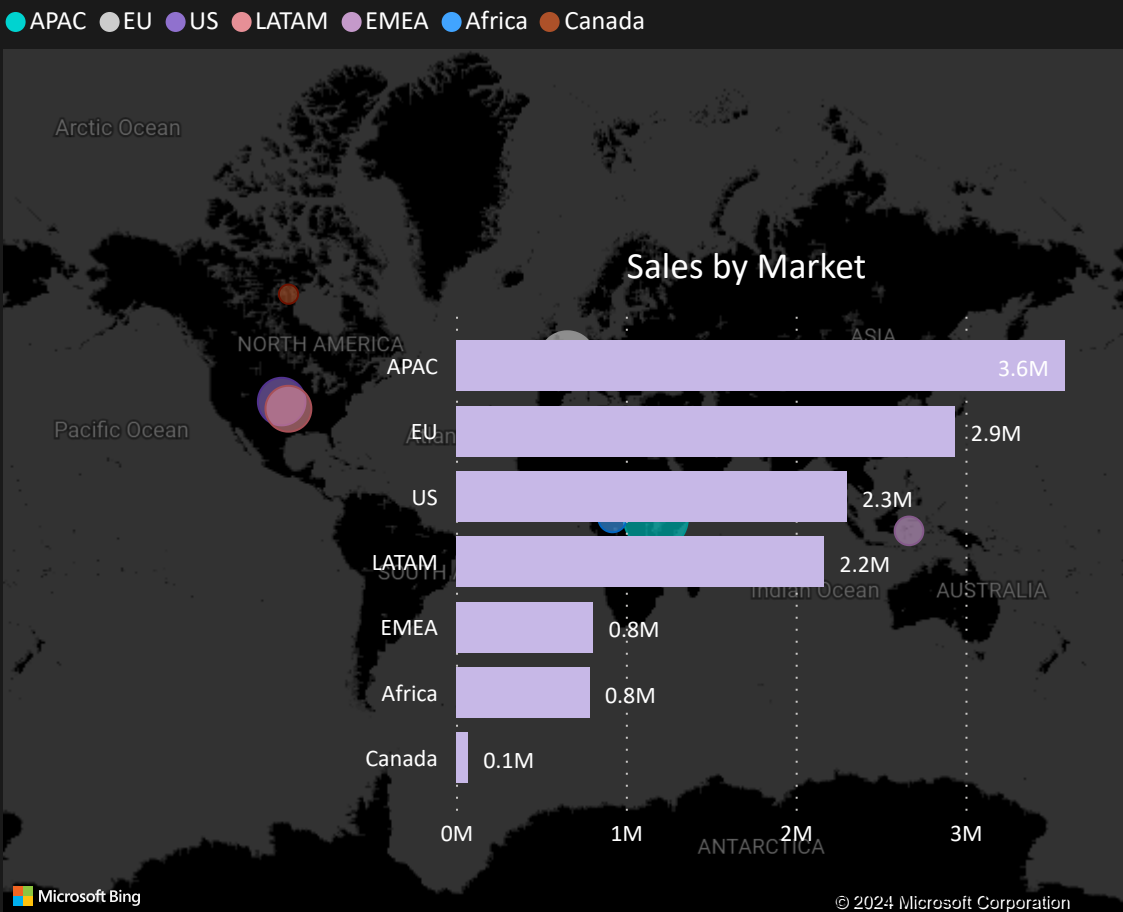
AOV

505

Sales and Profit Trends

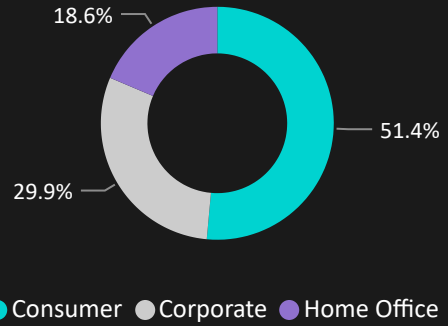


Sales by Region

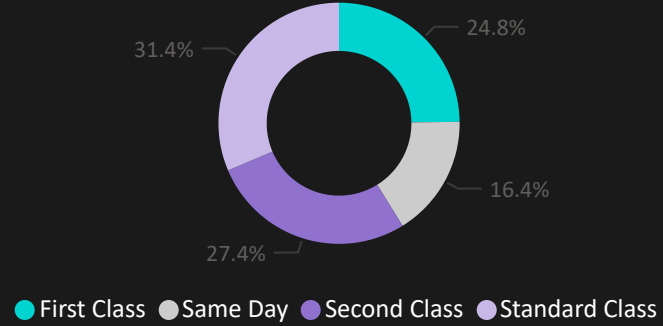




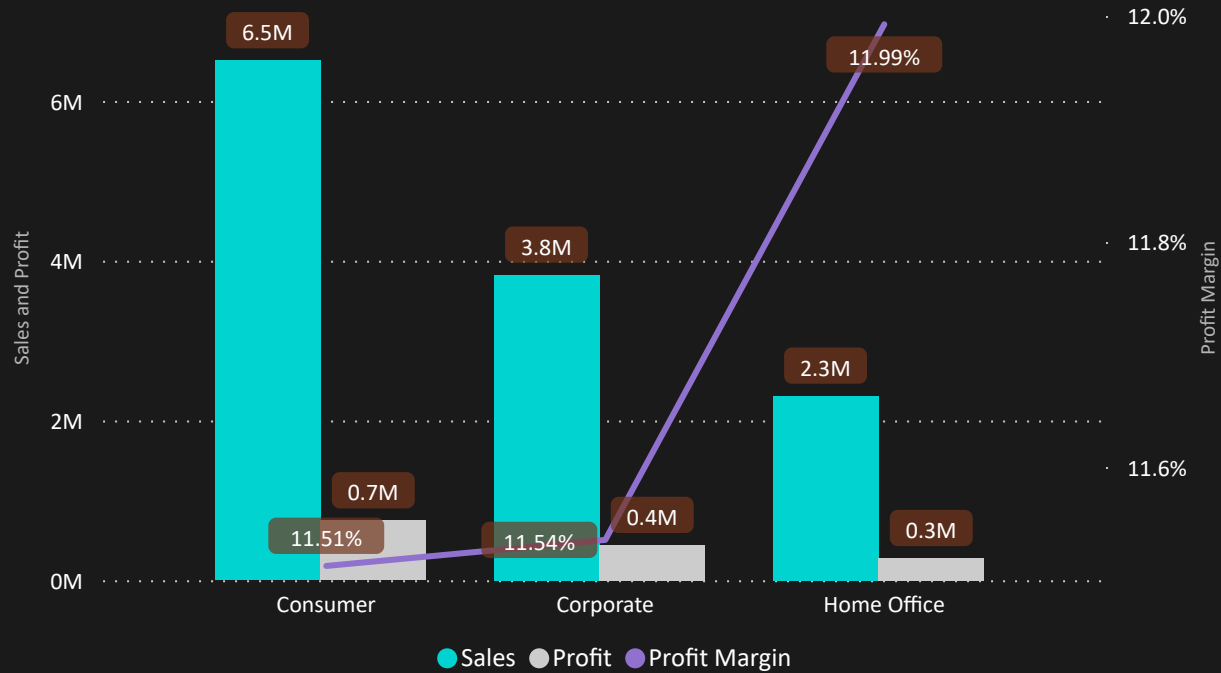
Customer Segmentation



Preferred Ship Mode



Contribution of Customer Segmentation



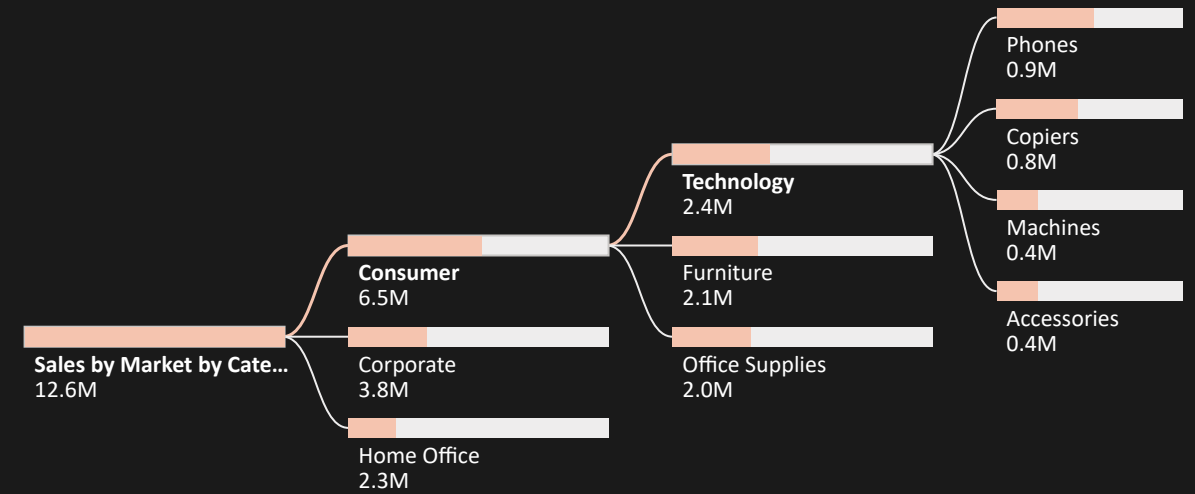
Segment

Consumer

Category

Technology

Sub-Category



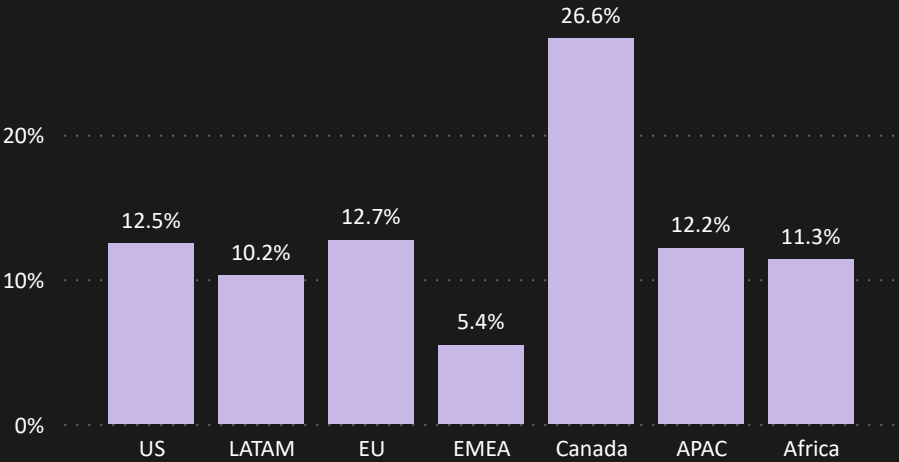
GEOGRAPHY ANALYSIS

Period Selector

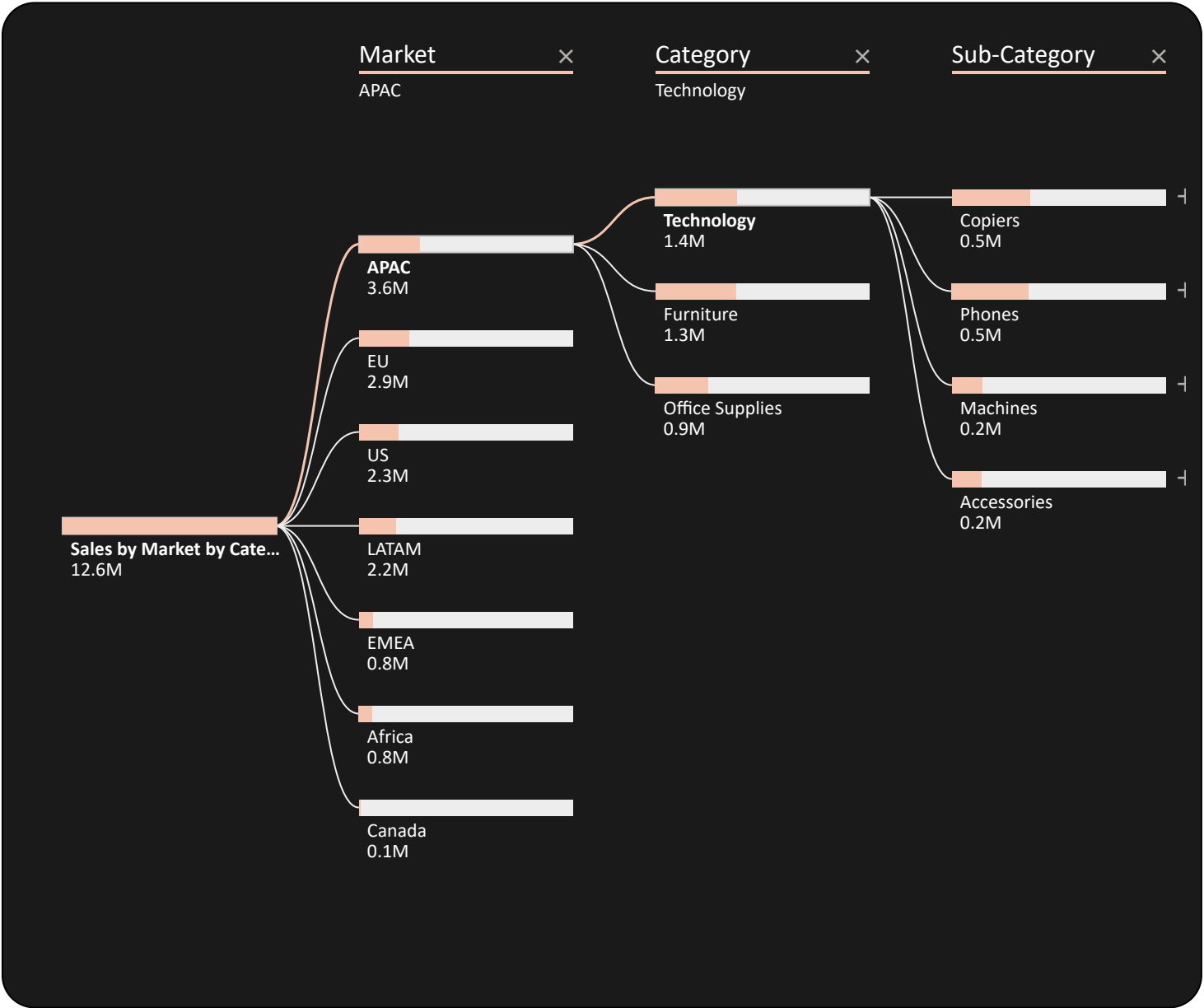
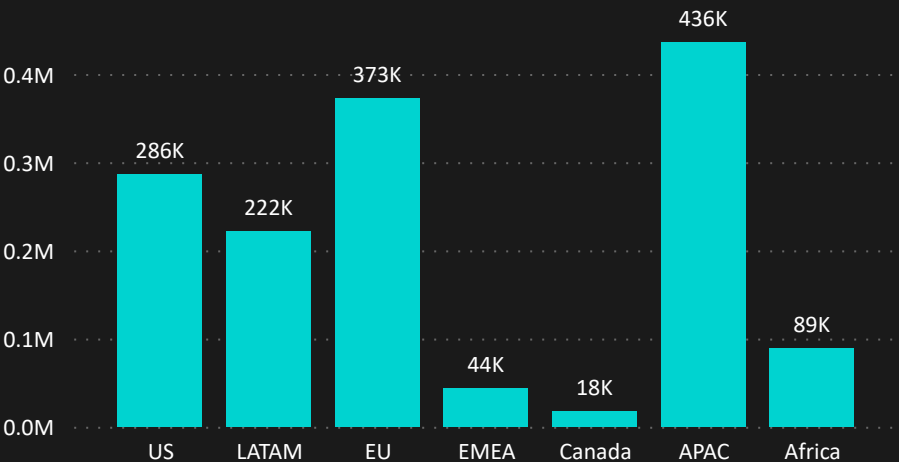
All



Profit Margin by Market



Profit by Market



PRODUCT & RETURN ANALYSIS

Period Selector

All



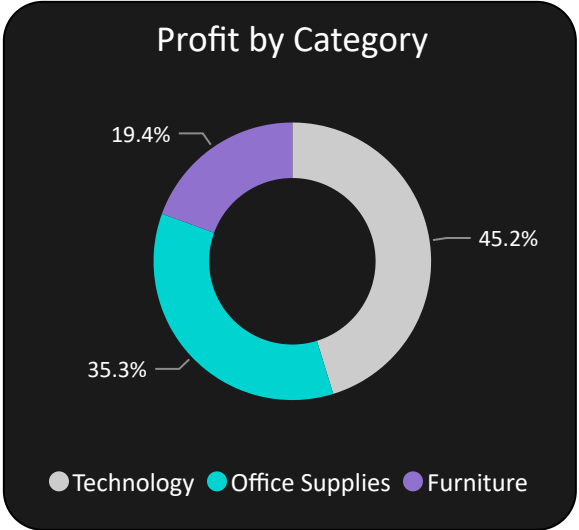
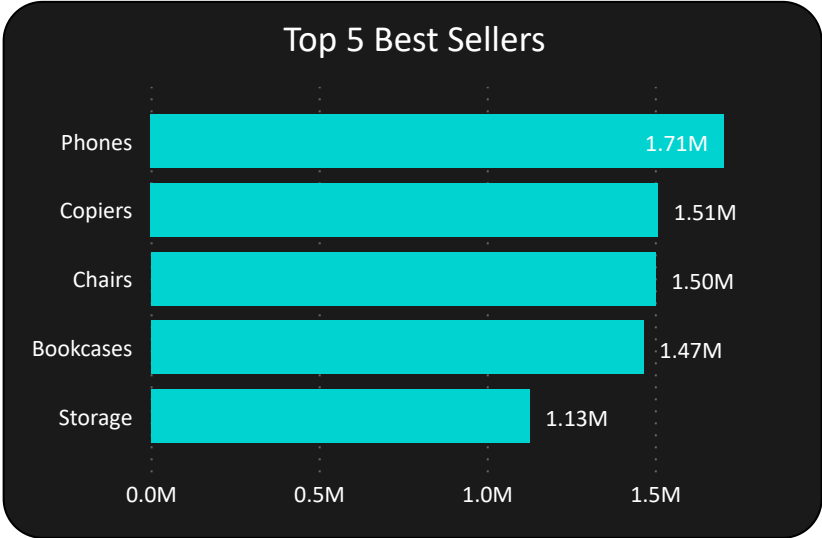
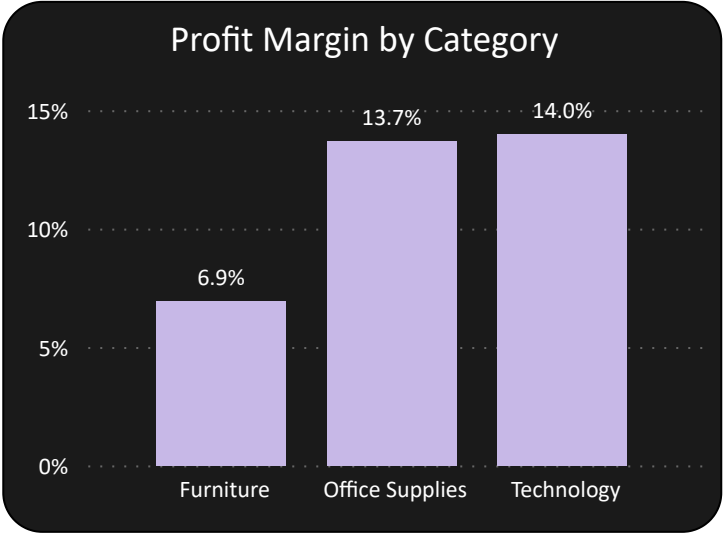
PRODUCT PERFORMANCE

3788

Total Products

178.3K

Total Products Sold



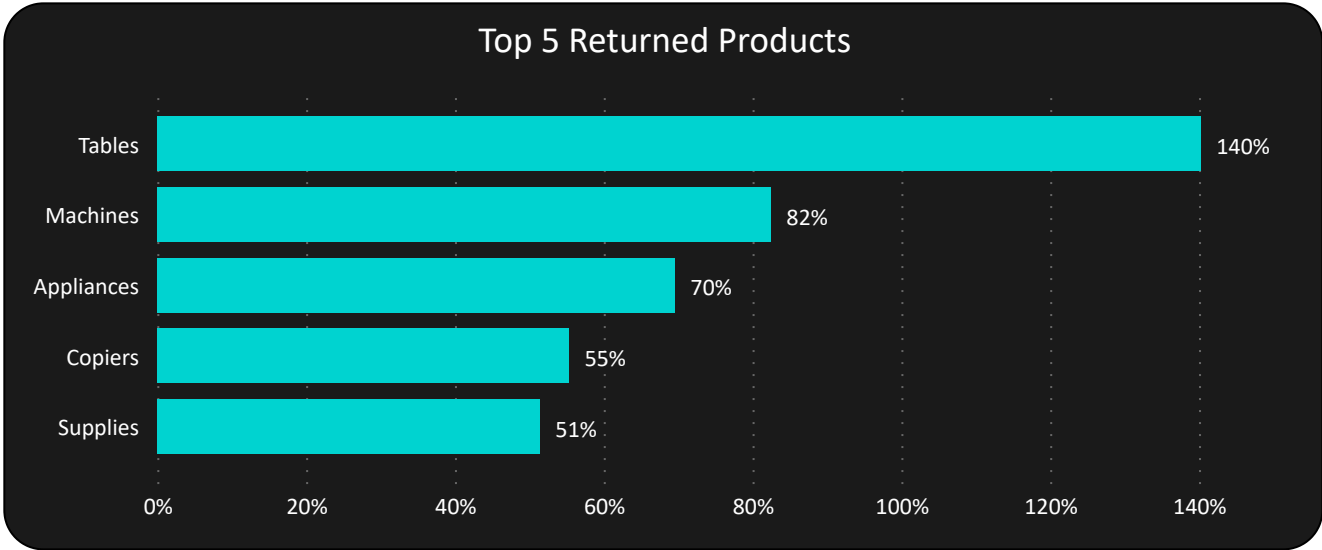
RETURN ANALYSIS

1172

Total Returns

4.7%

Return Rate



5,919

Revenue Lost

1,461,539

Profit Impact