

# Superstore Sales Analysis Dashboard

Average Order Value

458.61

Profit per Order

57.18

Total Revenue

2.30M

% Discount Orders

0.52

Profit Margin %

0.12

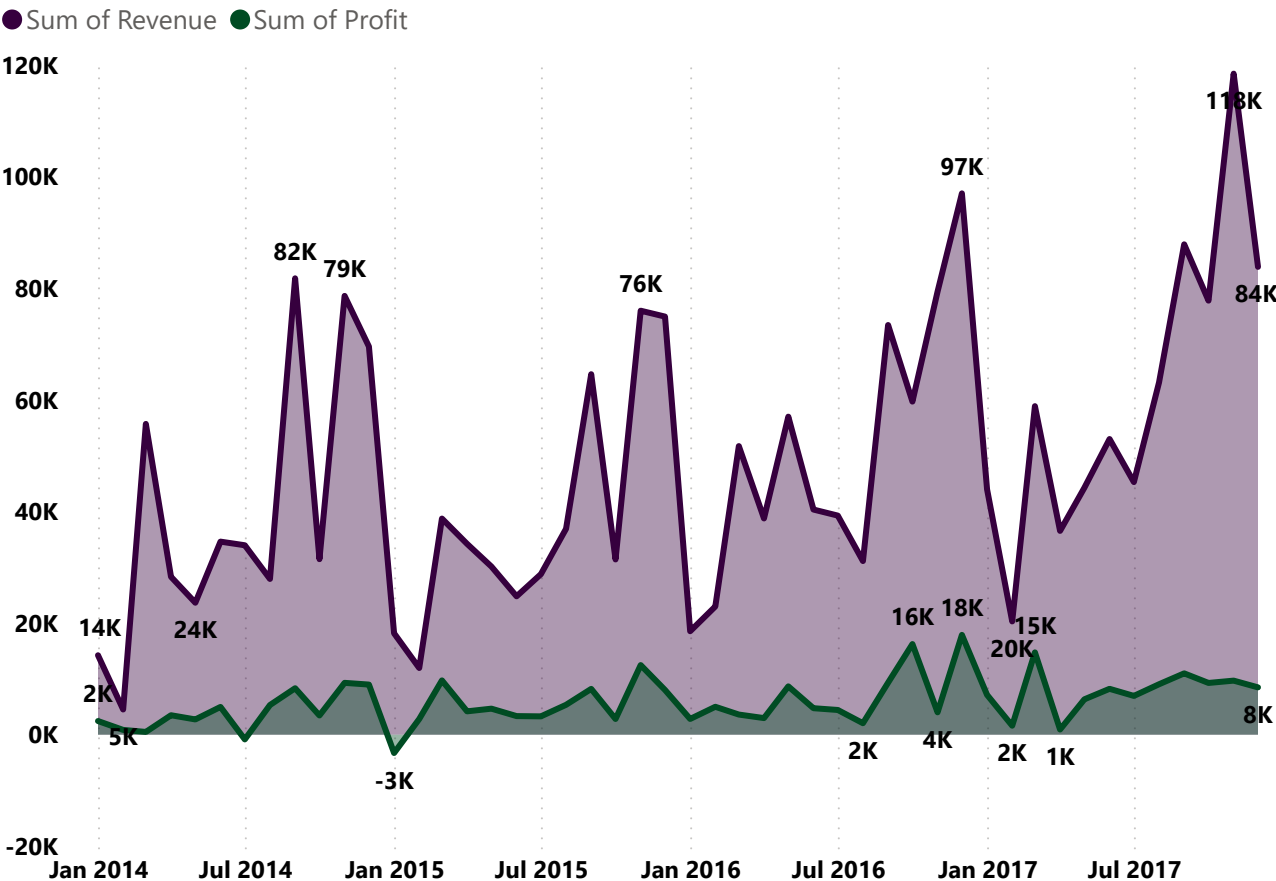
Quarter

- ☐ At Risk
- ☐ High Value
- ☐ Low Value
- ☐ Loyal

Quarter

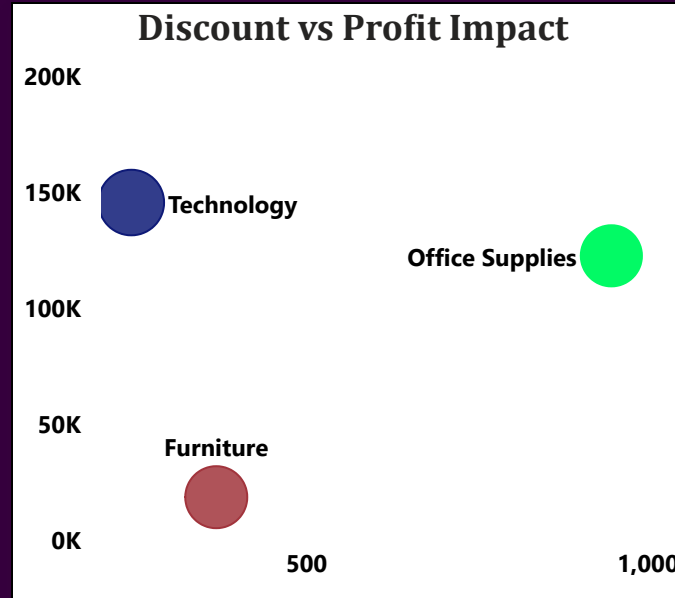
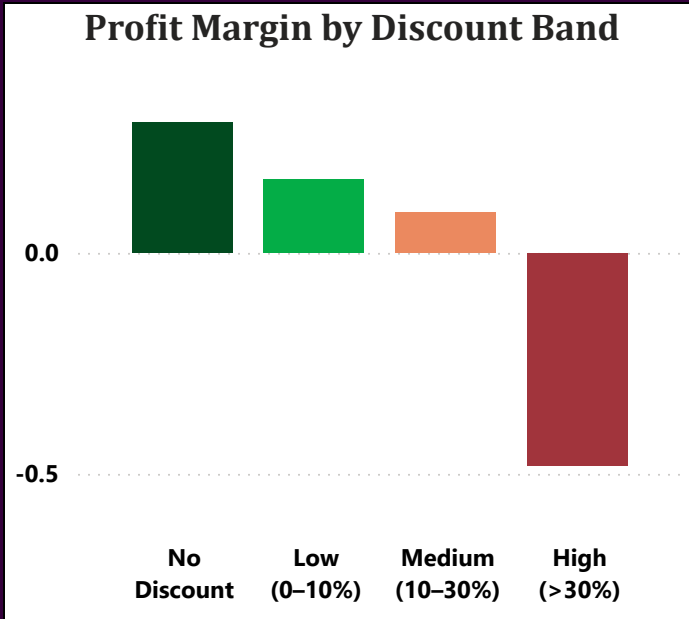
- ☐ 2014Q1
- ☐ 2014Q2
- ☐ 2014Q3
- ☐ 2014Q4
- ☐ 2015Q1
- ☐ 2015Q2
- ☐ 2015Q3
- ☐ 2015Q4
- ☐ 2016Q1
- ☐ 2016Q2
- ☐ 2016Q3
- ☐ 2016Q4
- ☐ 2017Q1
- ☐ 2017Q2
- ☐ 2017Q3
- ☐ 2017Q4

Revenue vs Profit Trend



## Key Observations:

- Revenue growth does not always translate to profit growth.
- Profit volatility indicates efficiency and cost-control issues.
- Quarterly review helps identify corrective actions early.



#### Actions:

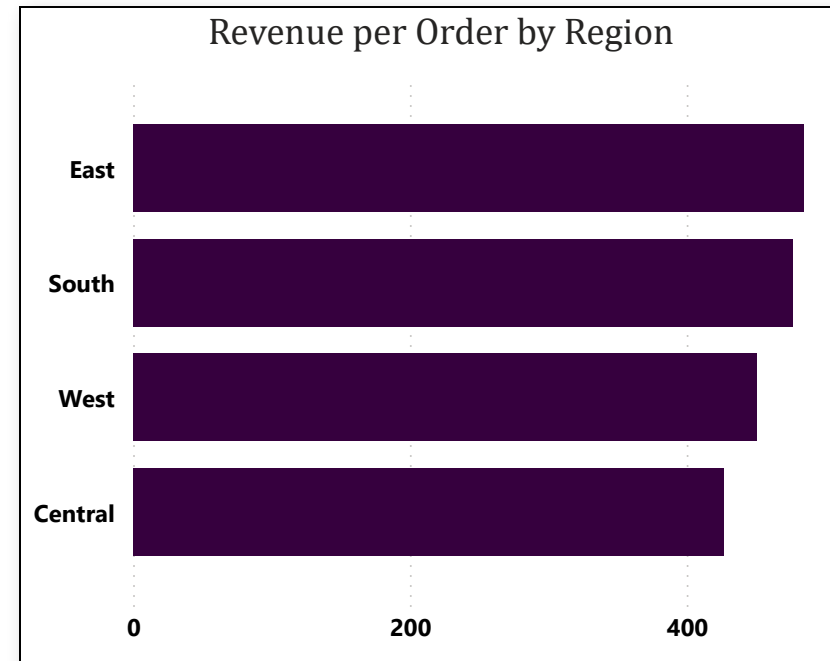
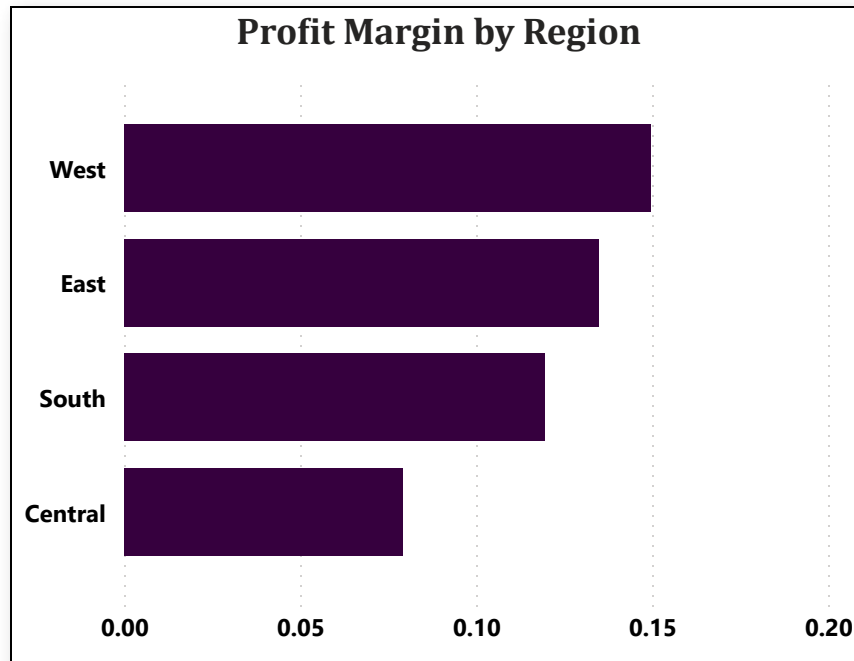
- Avoid discounts above 30% as profit margin turns negative.
- Prioritize low-discount strategies for high-margin categories.
- Use targeted discounts instead of blanket promotions.
- Monitor profit impact before increasing discount levels.

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### Regional Actions:

- Invest more in regions with high profit margin and high revenue per order.
- Review pricing and discount policies in low-margin regions.
- Focus operational improvements where revenue is high but efficiency is low.
- Avoid aggressive expansion in regions with weak profitability.

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- ☐ 2017Q3
- ☐ 2017Q4

Profit per Customer

361.16

% Loss Orders

0.19

Average Order Value

458.61

Customer Actions:

- Focus retention efforts on high-value, high-profit customers.
- Reduce discounts for segments with high loss risk.
- Design win-back strategies for at-risk customers.
- Avoid aggressive promotions for low-value segments.

Quarter

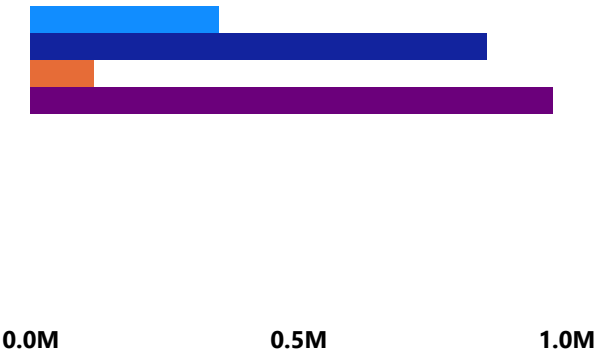
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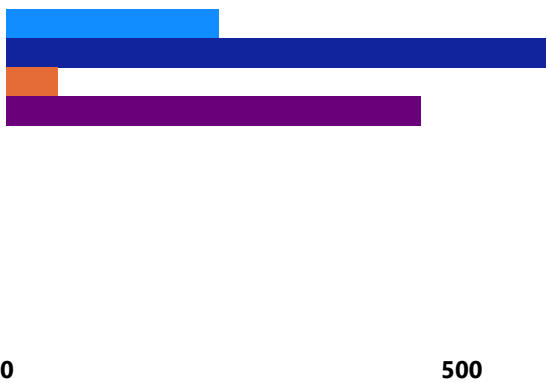
Revenue Contribution by Customer Segment

Custom... At Risk High Value



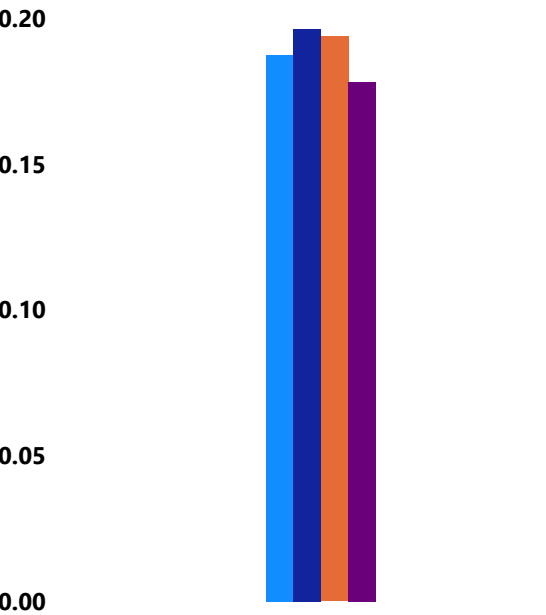
Profit by Customer by Segment

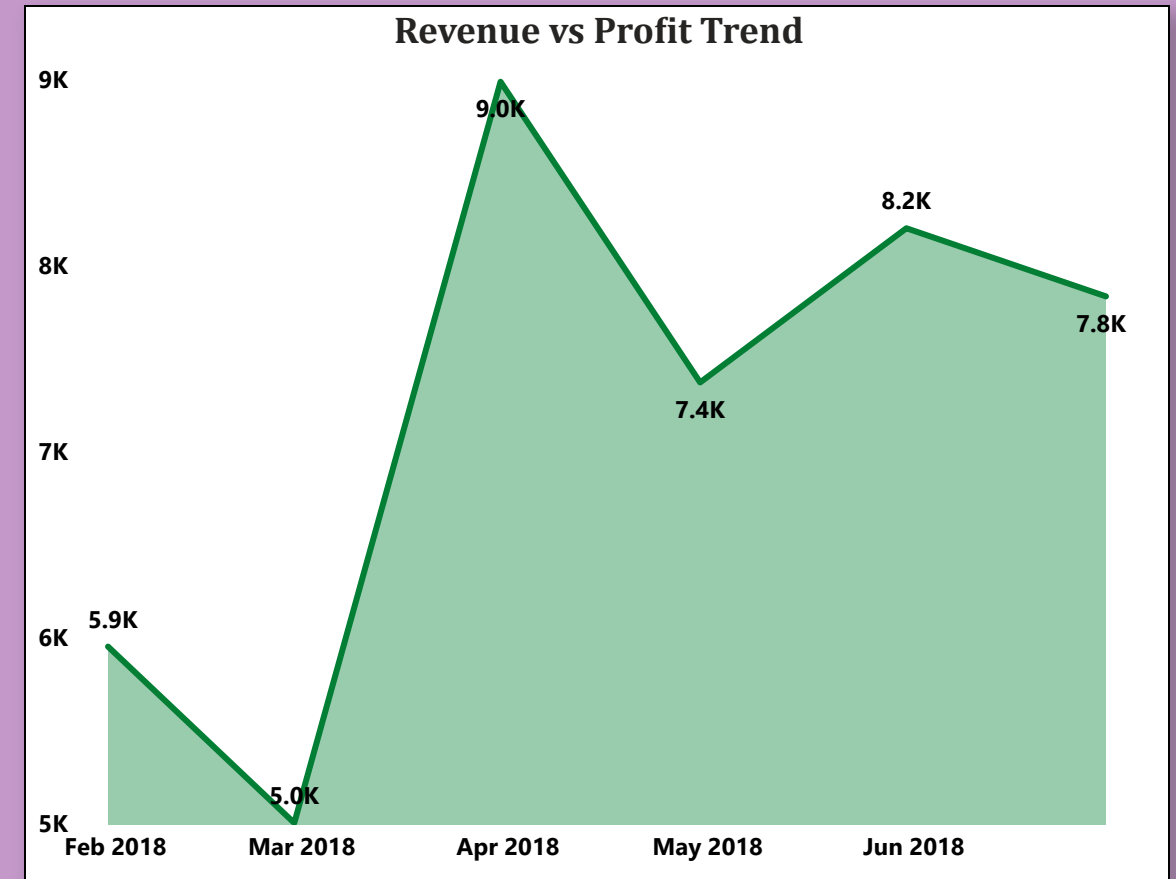
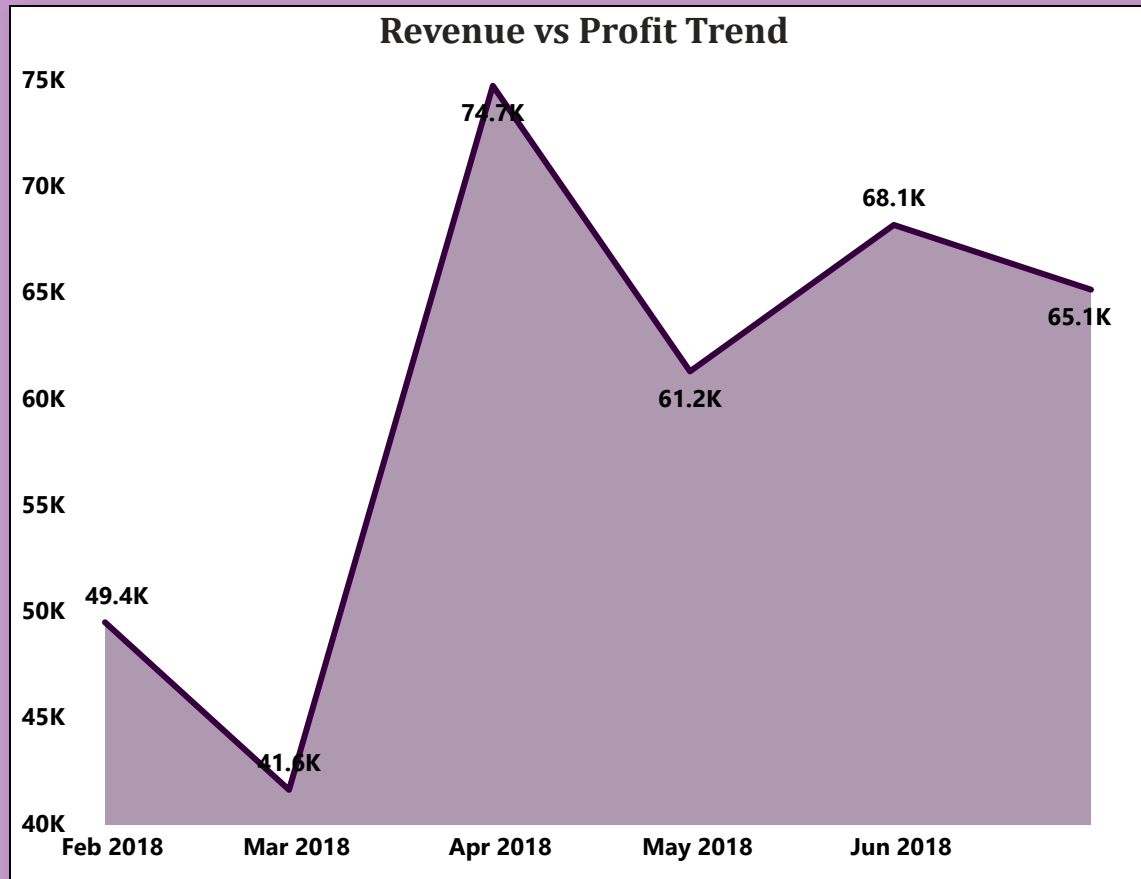
Custom... At Risk High Value



Profit by Customer by Segment

Custom... At Risk High Value





#### Planning Actions:

- Align inventory and staffing with forecasted demand.
- Track actual vs forecast monthly to adjust strategy.
- Use forecasts to guide budgeting and marketing spend.