

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

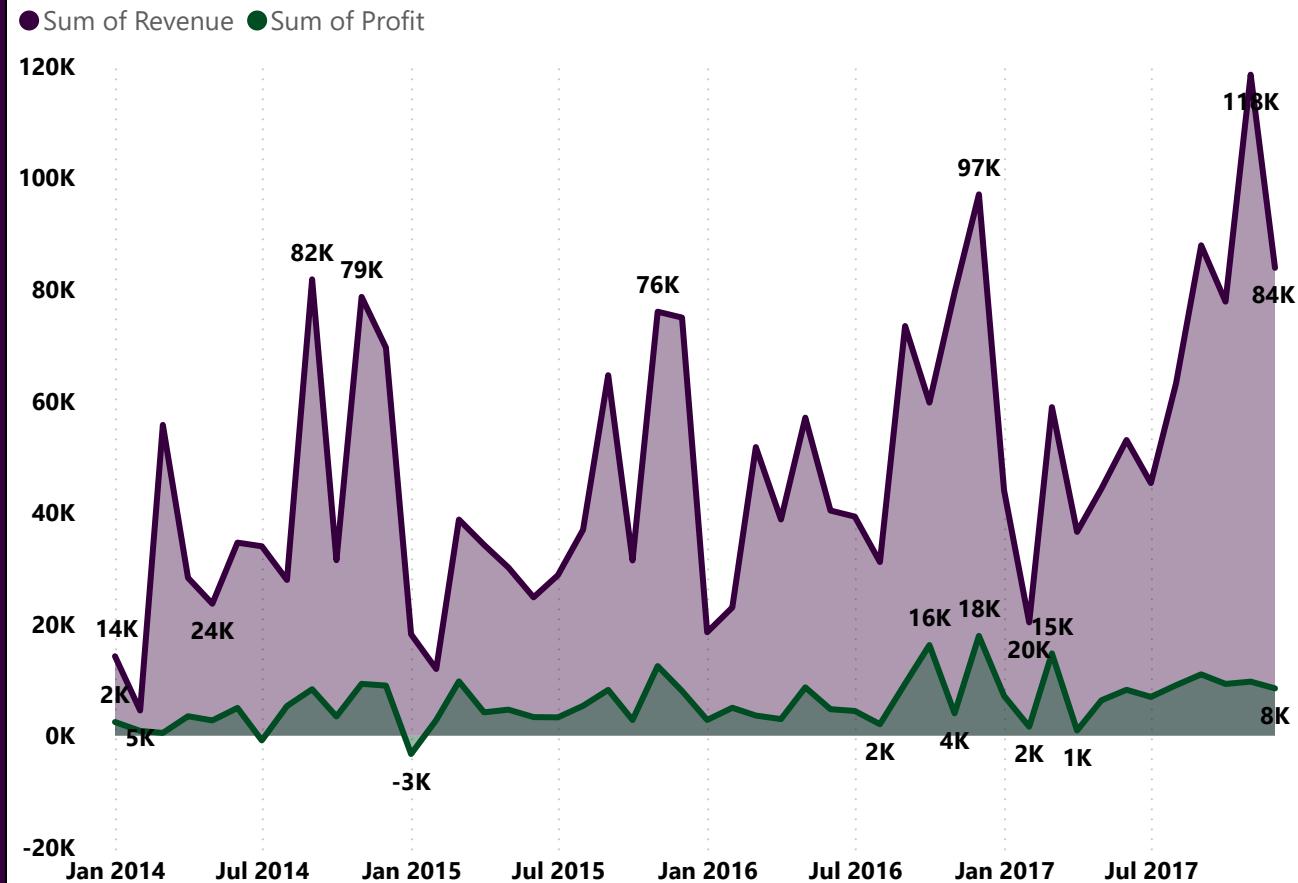
Quarter

- At Risk
- High Value
- Low Value
- Loyal

Quarter

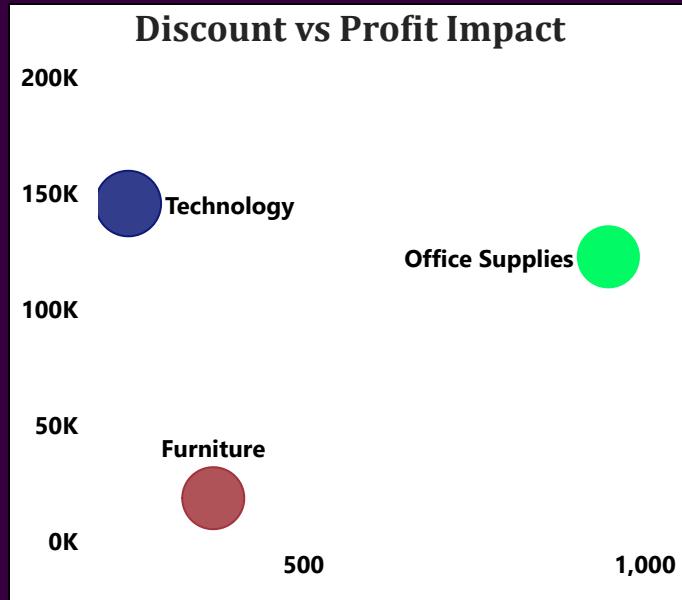
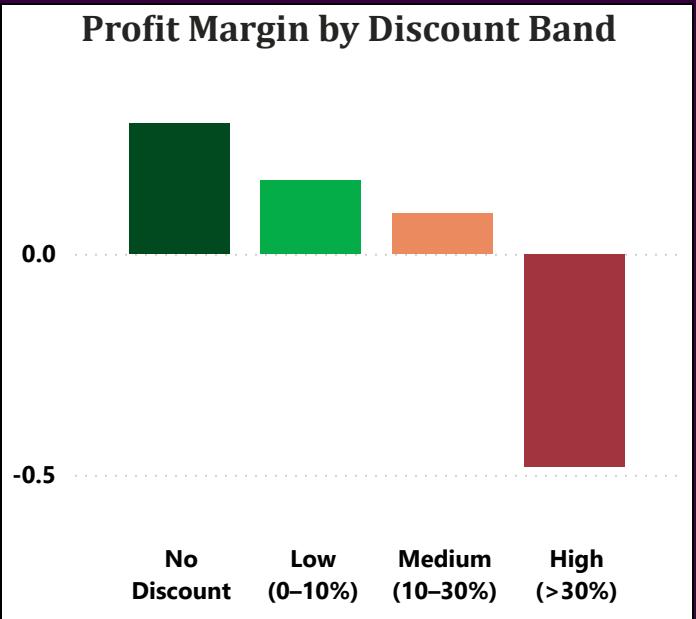
- 2014Q1
- 2014Q2
- 2014Q3
- 2014Q4
- 2015Q1
- 2015Q2
- 2015Q3
- 2015Q4
- 2016Q1
- 2016Q2
- 2016Q3
- 2016Q4
- 2017Q1
- 2017Q2
- 2017Q3
- 2017Q4

Revenue vs Profit Trend



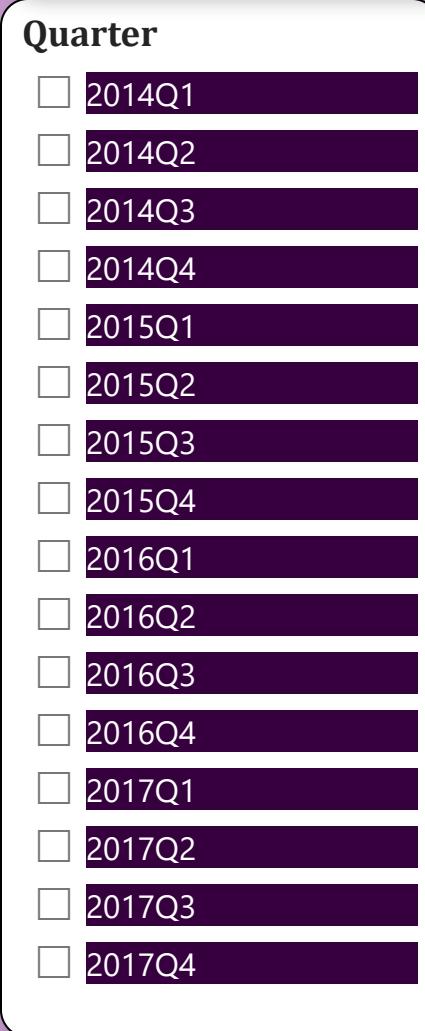
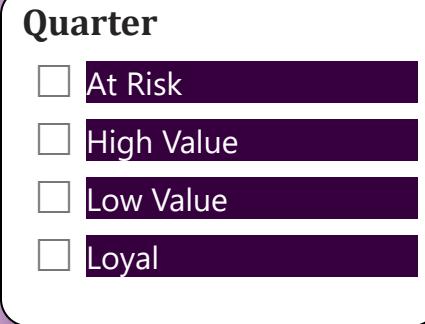
Key Observations:

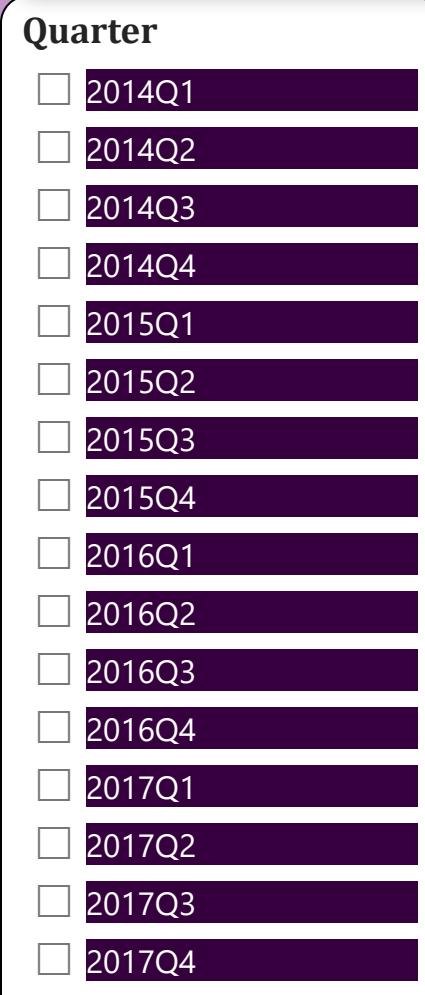
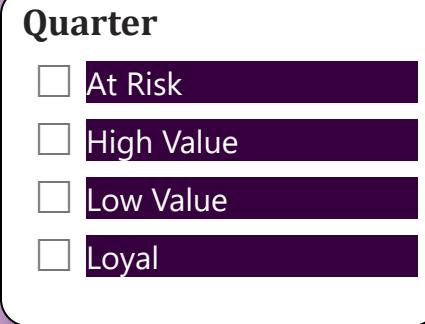
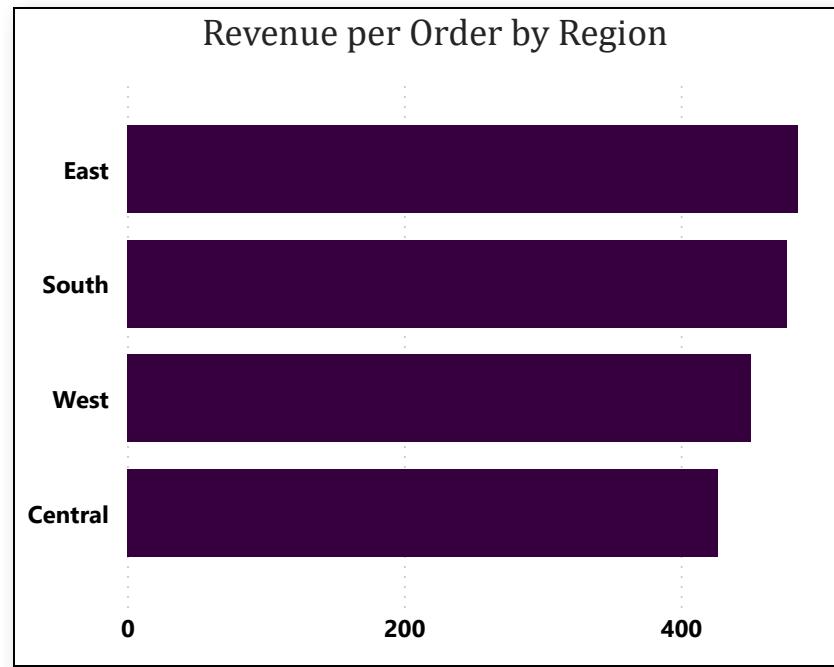
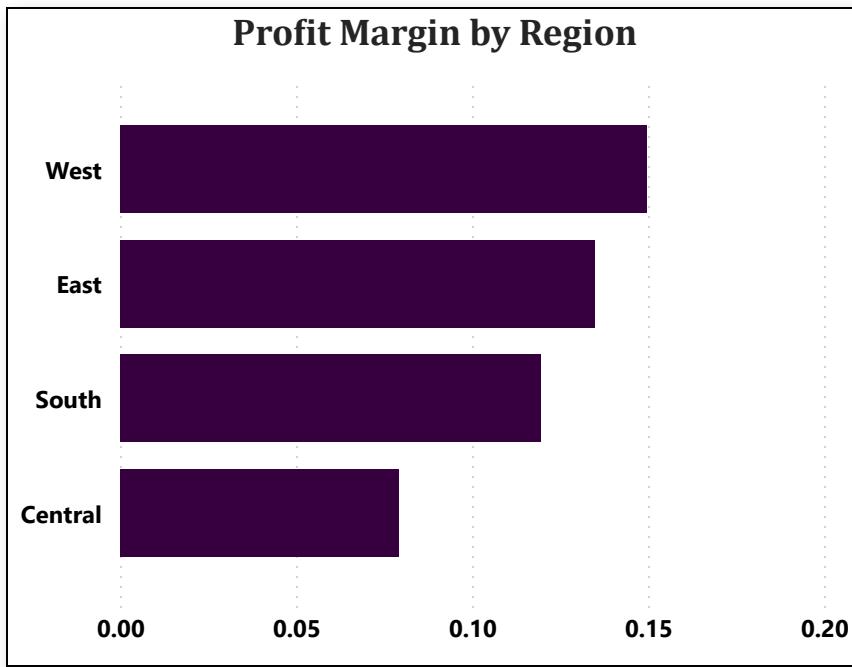
- Revenue growth does not always translate to profit growth.
- Profit volatility indicates efficiency and cost-control issues.
- Quarterly review helps identify corrective actions early.



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.





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.

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.

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

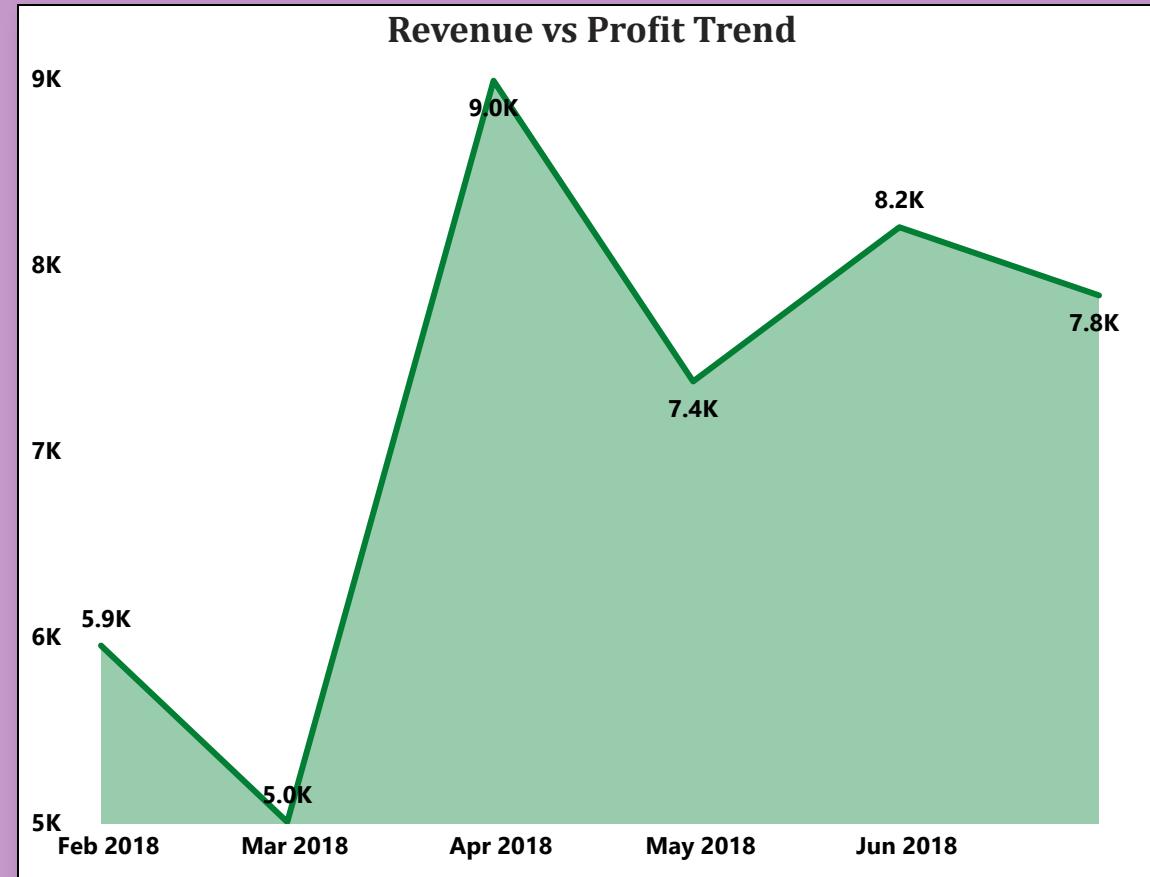
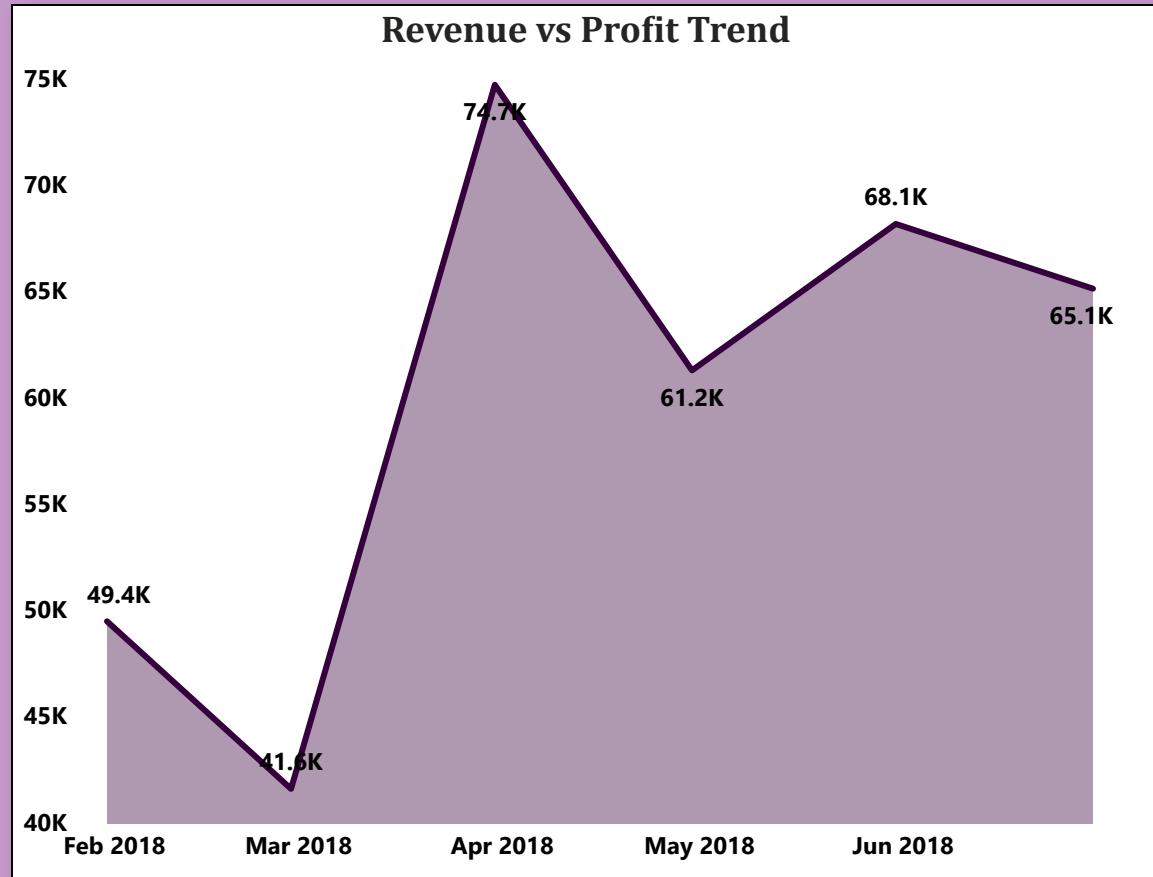


Quarter

<input type="checkbox"/>	At Risk
<input type="checkbox"/>	High Value
<input type="checkbox"/>	Low Value
<input type="checkbox"/>	Loyal

Quarter

<input type="checkbox"/>	2014Q1
<input type="checkbox"/>	2014Q2
<input type="checkbox"/>	2014Q3
<input type="checkbox"/>	2014Q4
<input type="checkbox"/>	2015Q1
<input type="checkbox"/>	2015Q2
<input type="checkbox"/>	2015Q3
<input type="checkbox"/>	2015Q4
<input type="checkbox"/>	2016Q1
<input type="checkbox"/>	2016Q2
<input type="checkbox"/>	2016Q3
<input type="checkbox"/>	2016Q4
<input type="checkbox"/>	2017Q1
<input type="checkbox"/>	2017Q2
<input type="checkbox"/>	2017Q3
<input type="checkbox"/>	2017Q4



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.