Dashboard Filter

📅 **Year Filter**

Select Year

All ⌄

👥 **Segment Filter**

Select Segment

Consumer ✕
Corporate ✕
Home Office ✕

📍 **Region Filter**

Select Region

South ✕ West ✕
Central ✕ East ✕

🛒 SUPERSTORE DASHBOARD

Superstore is a fictional retail company in the United States. This project aims to gain comprehensive Superstore's sales performance, customer behaviour, and product analysis over the period of 2014 - from in-depth analysis will deliver data-driven recommendations to boost its revenue

Sales Analysis   Product Analysis   Customer Analysis

Sales Performance Analysis

KPI Metrics

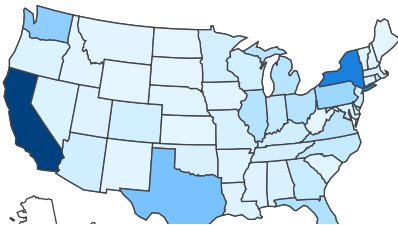| Total Sales	Total Profit	Total Transactions	Total Quant
$2.30M	$286.40K	5009	286.

Monthly Sales Trend

Sales and Profit by Month

Sales by Geography

Sales by State

Top 10 Cities by Sales

Los Angeles

New York City

0   1

To
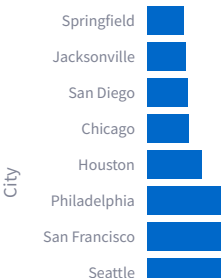
Total Order by Product Category and Shipping
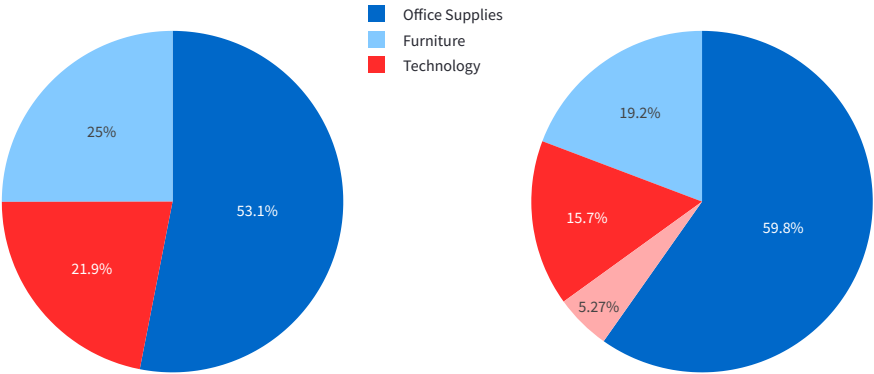
Office Supplies
Furniture
Technology

25%

53.1%

21.9%

19.2%

59.8%

15.7%

5.27%

Dashboard Filter

📅 Year Filter

Select Year

All	⌄

👥 Segment Filter

Select Segment

Consumer ✕
Corporate ✕   ⊗ ⌄
Home Office ✕

📍 Region Filter

Select Region

South ✕   West ✕
Central ✕   East ✕   ⊗ ⌄

🛒 **SUPERSTORE DASHBOARD**

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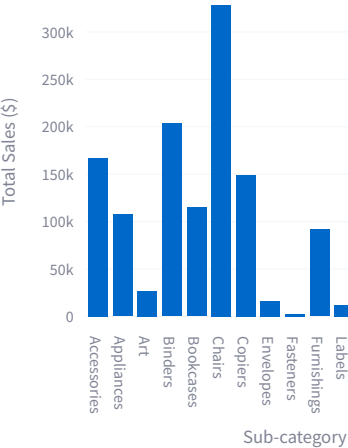Sales Analysis   **Product Analysis**   Customer Analysis

Product Analysis

Sales by Product Category and Subcategory

Sales by Category
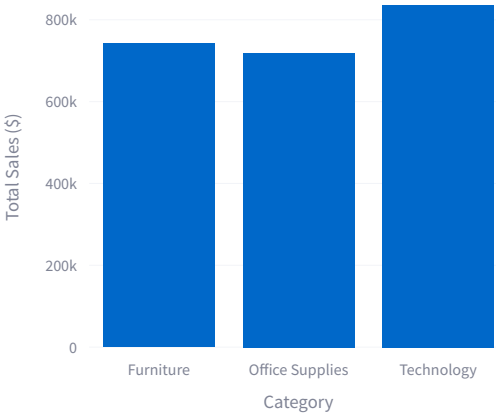
Sales by Sub-category

Top 10 Most Sold Products

Product	Total Quantity	Total Sales ($)	Total Profit ($)	
Staples	215	755.47	292.2	
Staple envelope	170	1686.81	751.63	
Easy-staple paper	150	2504.19	1096.03	
Staples in misc. colors	86	478.81	124.05	
KI Adjustable-Height Table	74	4552.64	-248.48	
Avery Non-Stick Binders	71	217.32	43.55	
Storex Dura Pro Binders	71	278.59	50.55	
GBC Premium Transparent Covers with Diagonal Lined Pattern	67	780.46	49.51	
Situations Contoured Folding Chairs, 4/Set	64	3641.27	234.23	

Top 10 Most Profitable Products

| Product	Total Profit ($)	Total Quantity	Total Sales ($)	
Canon imageCLASS 2200 Advanced Copier	25199.93	20	61599.82	
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7753.04	31	27453.38	
Hewlett Packard LaserJet 3310 Copier	6983.88	38	18839.69	
Canon PC1060 Personal Laser Copier	4570.93	19	11619.83	
HP Designjet T520 Inkjet	4094.98	12	18374.9	

Total Sales vs Total Profit
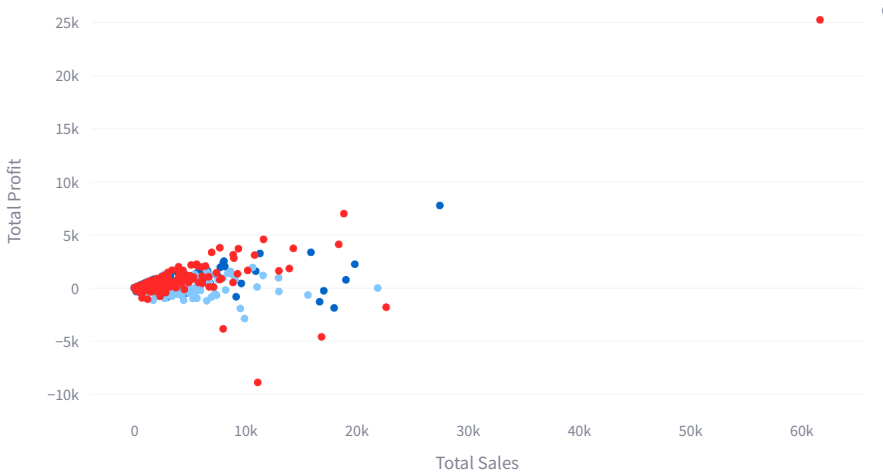
🛒 SUPERSTORE DASHBOARD

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Sales Analysis   Product Analysis   **Customer Analysis**

Customer Analysis

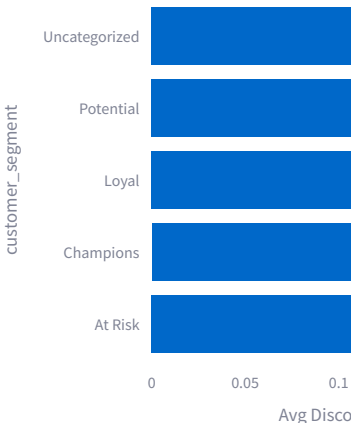### Proportion of Customer Segmentation (RFM Analysis)
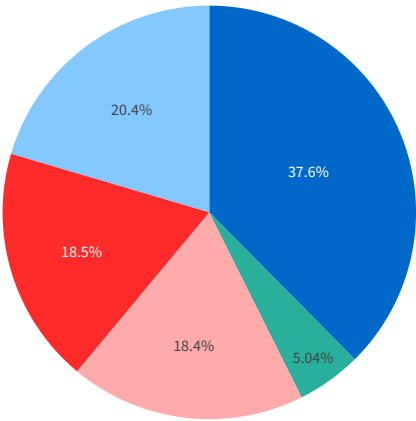
Total Profit and Average Discount by Customer Segmentat

Total Profit by Customer Segmentation

Avg Discount by Customer Segmentat

Top 10 Customers Generating the Most Profit

Customer Name	Customer Segment	Total Profit ($)	Tot
Tamara Chand	Uncategorized	8981.32	1
Raymond Buch	At Risk	6976.1	1
Sanjit Chand	At Risk	5757.41	1
Hunter Lopez	Potential	5622.43	
Adrian Barton	Loyal	5444.81	1
Tom Ashbrook	At Risk	4703.79	1
Christopher Martinez	Potential	3899.89	
Keith Dawkins	At Risk	3038.63	
Andy Reiter	Champions	2884.62	
Daniel Raglin	Potential	2869.08	

Top 10 Customers Generating the Most Profit