



# Superstore - Executive Overview

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## Total Sales

\$2,297,201

## Total Profit

\$286,397

## Profit Margin %

12%

## Total Orders

5009

## AOV

\$459

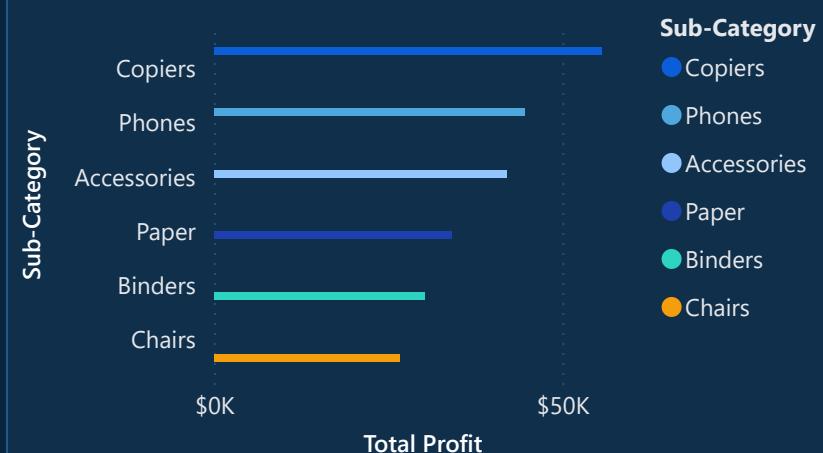
## Orders with Loss

1318

### Sales & Profit Trend (Monthly)



### Top 6 Profitability by Sub-Category



### Sales by State

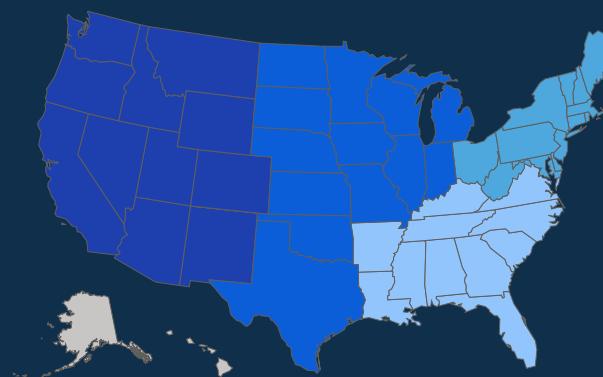
#### Region

Central

East

South

West



### Top 10 Customers by Sales & Profit





# Superstore - Customer Intelligence

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Total Sales

\$2,297,201

Unique Customers

793

Top Cust. Sales %

1%

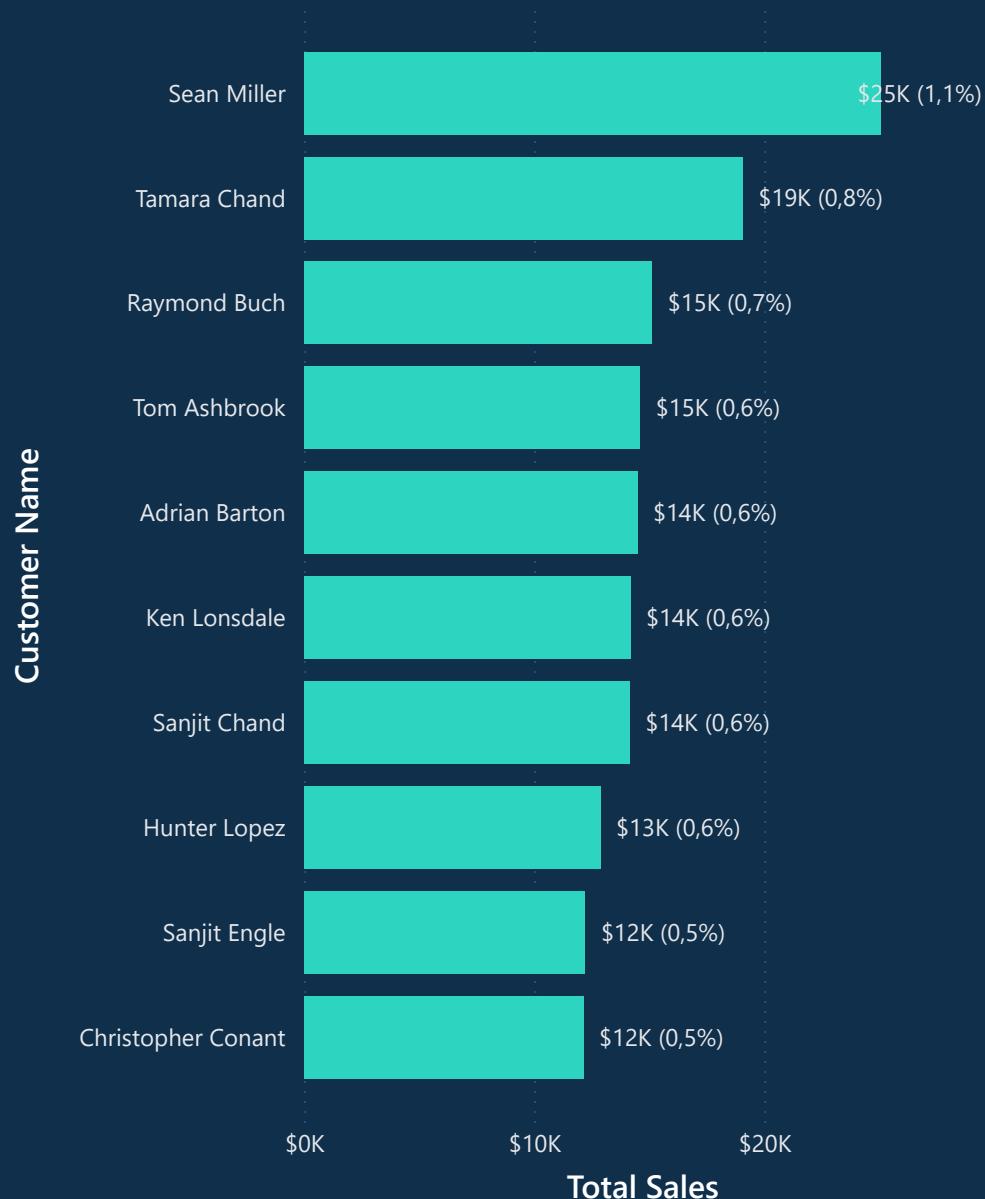
Top 10 Cust. Sales %

7%

Avg Orders per Customer

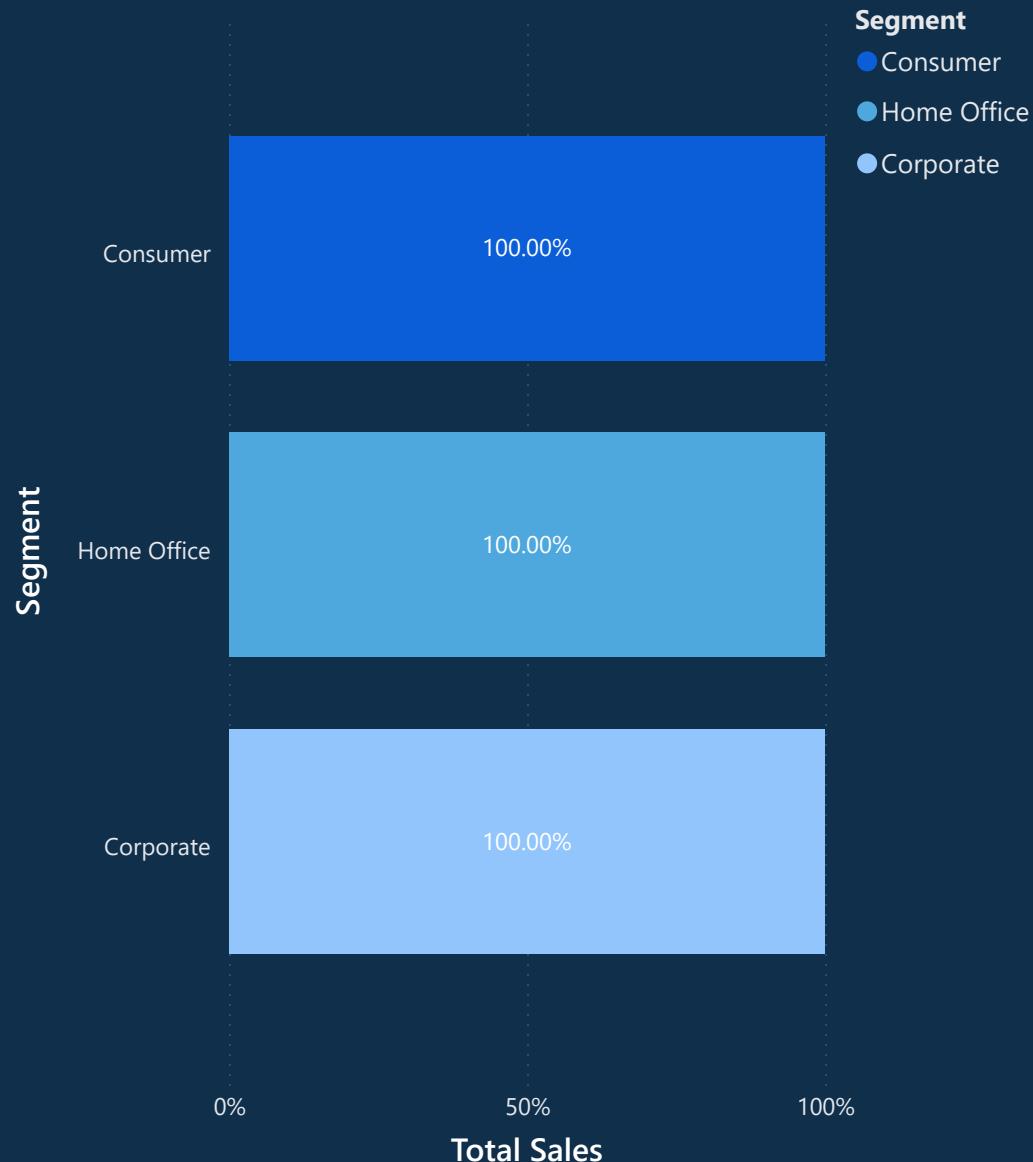
6

## Top Customers by Sales



## Customer Segment Mix

Consumer segment dominates sales, but revenue is diversified across segments.





# Superstore - Discount & Profitability

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Avg Discount %

16%

Discounted Sales

\$1,209,292

Profit w/ Discount

(\$34,591)

Profit w/o Discount

\$320,988

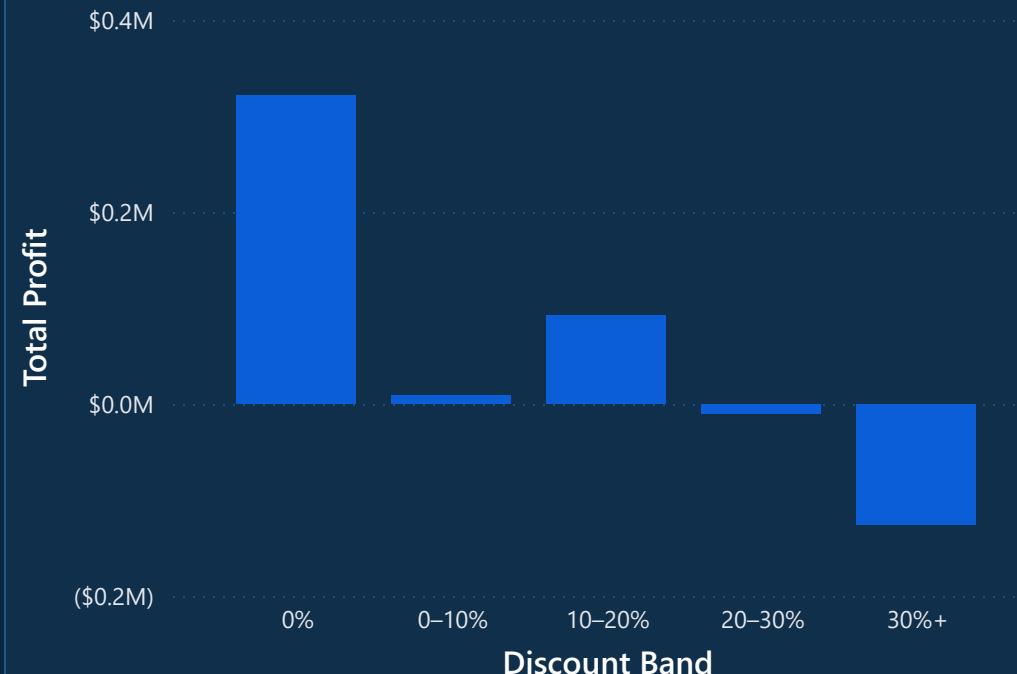
Orders with Loss

1318

## Profit w/ Discount vs Profit w/o Discount (Monthly)



## Profit by Discount Band



## Top Profit by Sub-Category





# Superstore - Operations & Logistics

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Avg Shipping Days

4

Total Shipped Orders

5009

## Shipping Days by Ship Mode



## Shipping Days Trend (Monthly)



## Shipping Details

Order ID	Ship Mode	Order Date	Ship Date	Shipping Days
CA-2014-103800	Standard Class	Friday, January 03, 2014	Tuesday, January 07, 2014	4
CA-2014-106054	First Class	Monday, January 06, 2014	Tuesday, January 07, 2014	1
CA-2014-112326	Standard Class	Saturday, January 04, 2014	Wednesday, January 08, 2014	4
CA-2014-130813	Second Class	Monday, January 06, 2014	Wednesday, January 08, 2014	2
CA-2014-167199	Standard Class	Monday, January 06, 2014	Friday, January 10, 2014	4
CA-2014-105417	Standard Class	Tuesday, January 07, 2014	Sunday, January 12, 2014	5
CA-2014-141817	Standard Class	Sunday, January 05, 2014	Sunday, January 12, 2014	7
CA-2014-135405	Standard Class	Thursday, January 09, 2014	Monday, January 13, 2014	4
CA-2014-130092	First Class	Saturday, January 11, 2014	Tuesday, January 14, 2014	3
CA-2014-149020	Standard Class	Friday, January 10, 2014	Wednesday, January 15, 2014	5
CA-2014-149524	First Class	Tuesday, January 14, 2014	Wednesday, January 15, 2014	1
CA-2014-162775	Second Class	Monday, January 13, 2014	Wednesday, January 15, 2014	2
CA-2014-109232	Second Class	Monday, January 13, 2014	Thursday, January 16, 2014	3
CA-2014-103366	First Class	Wednesday, January 15, 2014	Friday, January 17, 2014	2
CA-2014-115791	Second Class	Thursday, January 16, 2014	Saturday, January 18, 2014	2
CA-2014-118192	Standard Class	Monday, January 13, 2014	Saturday, January 18, 2014	5
CA-2014-157147	Standard Class	Monday, January 13, 2014	Saturday, January 18, 2014	5