



Superstore - Executive Overview

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Total Sales

\$2,297,201

Total Profit

\$286,397

Profit Margin %

12%

Total Orders

5009

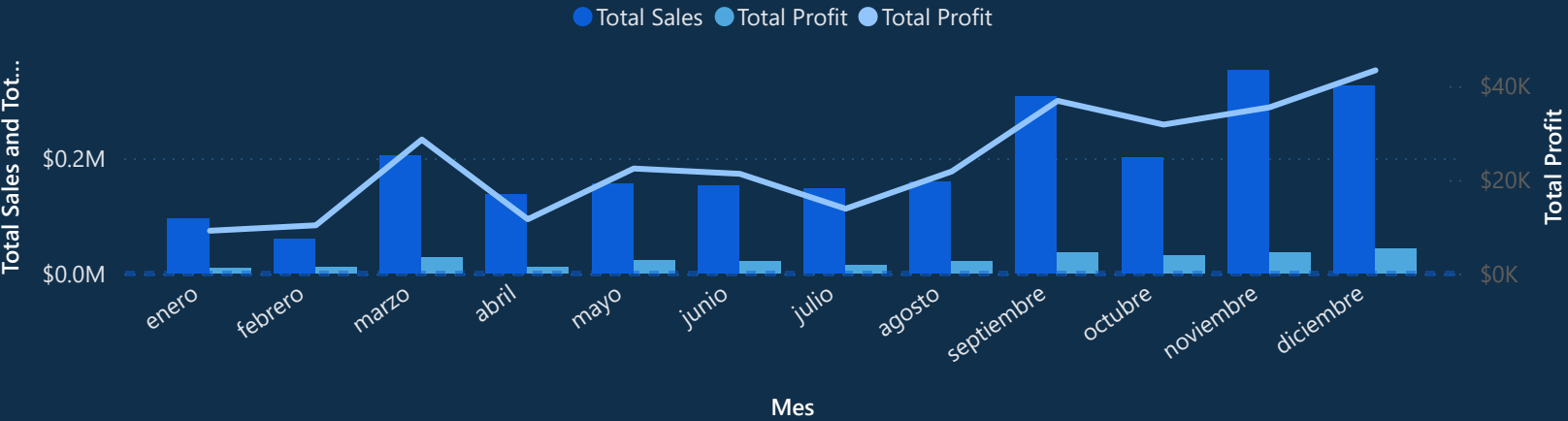
AOV

\$459

Orders with Loss

1318

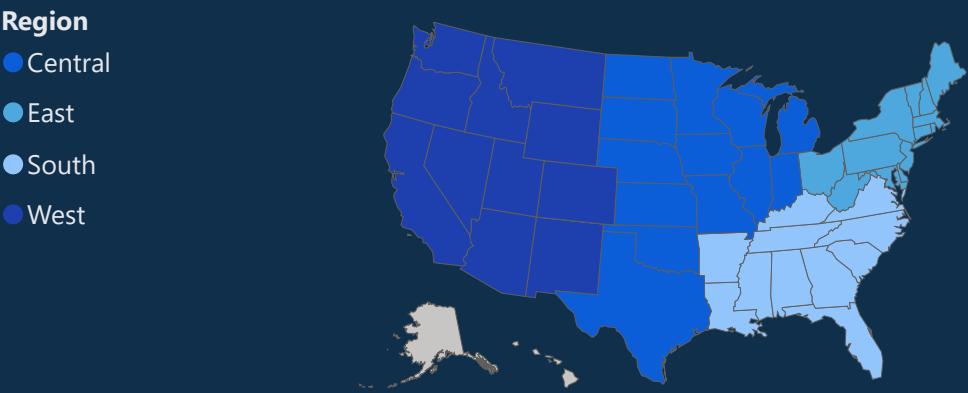
Sales & Profit Trend (Monthly)



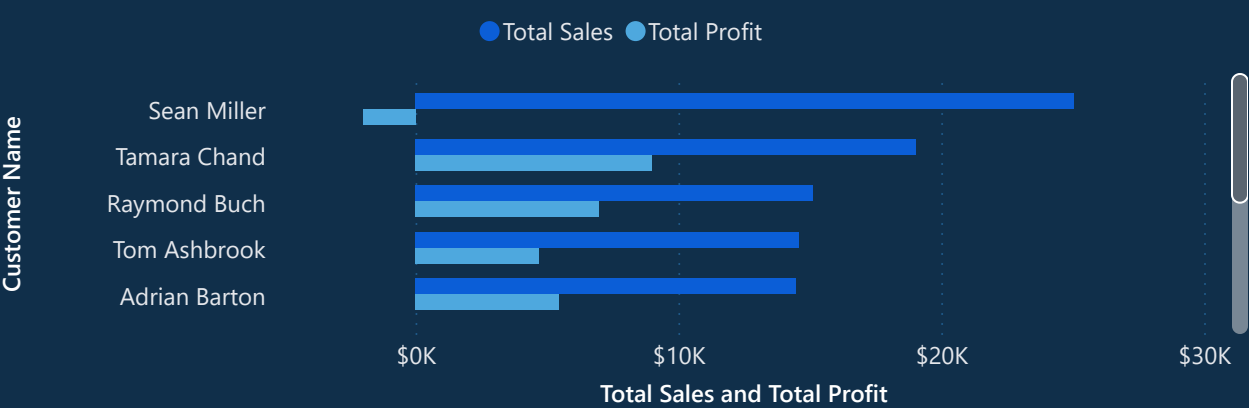
Top 6 Profitability by Sub-Category



Sales by State



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%

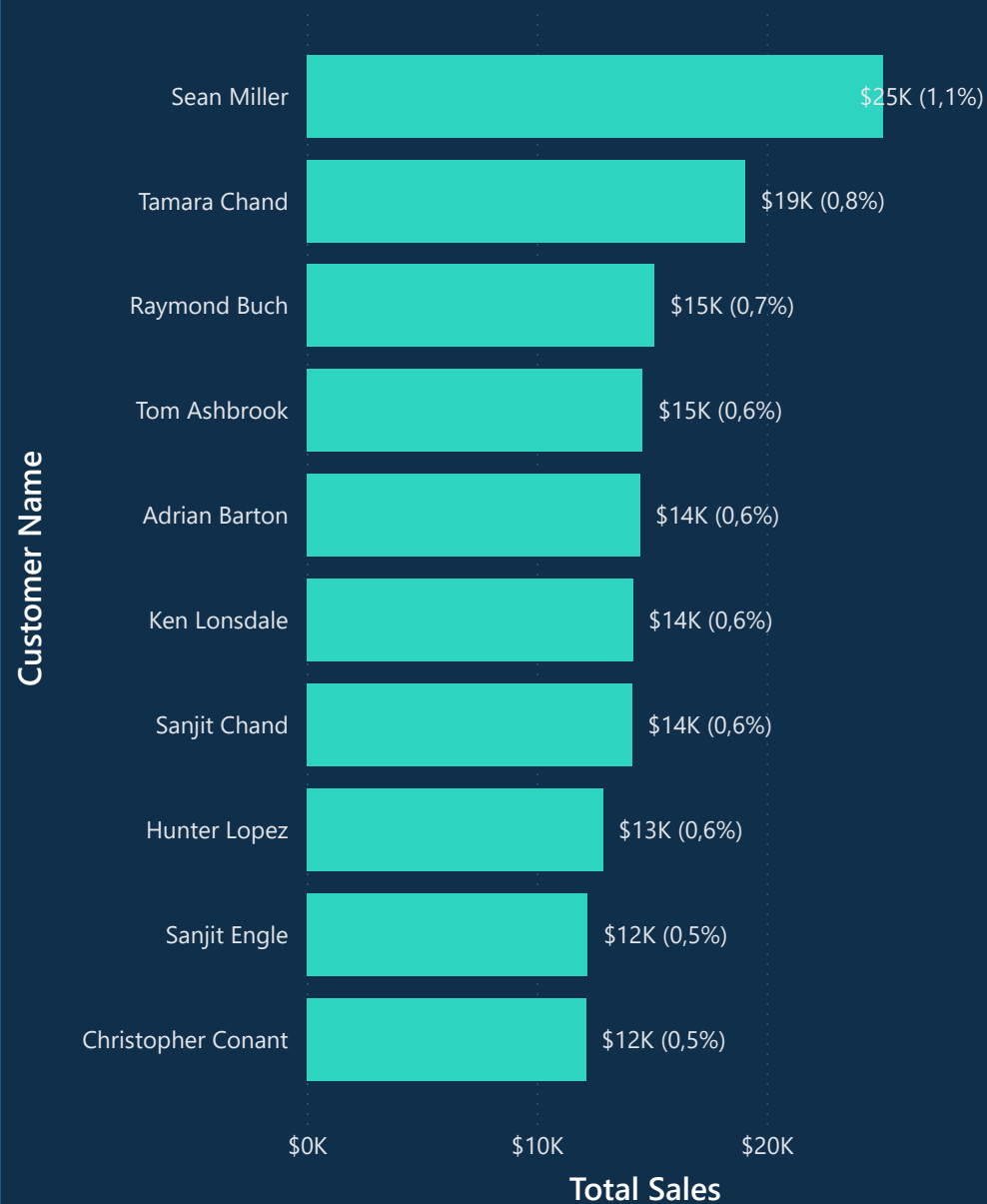
Top 10 Cust. Sales %

7%

Avg Orders per Customer

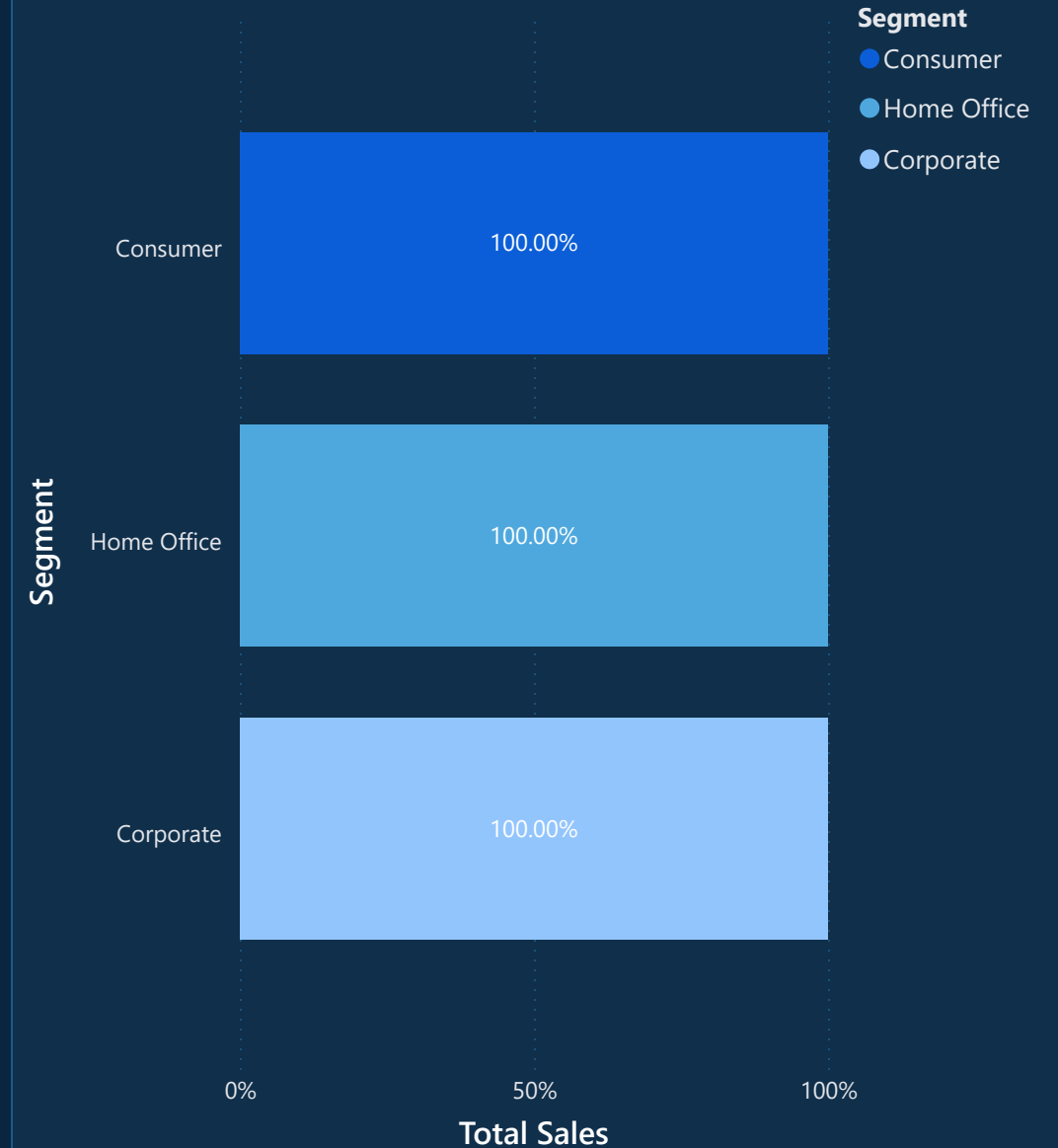
6

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

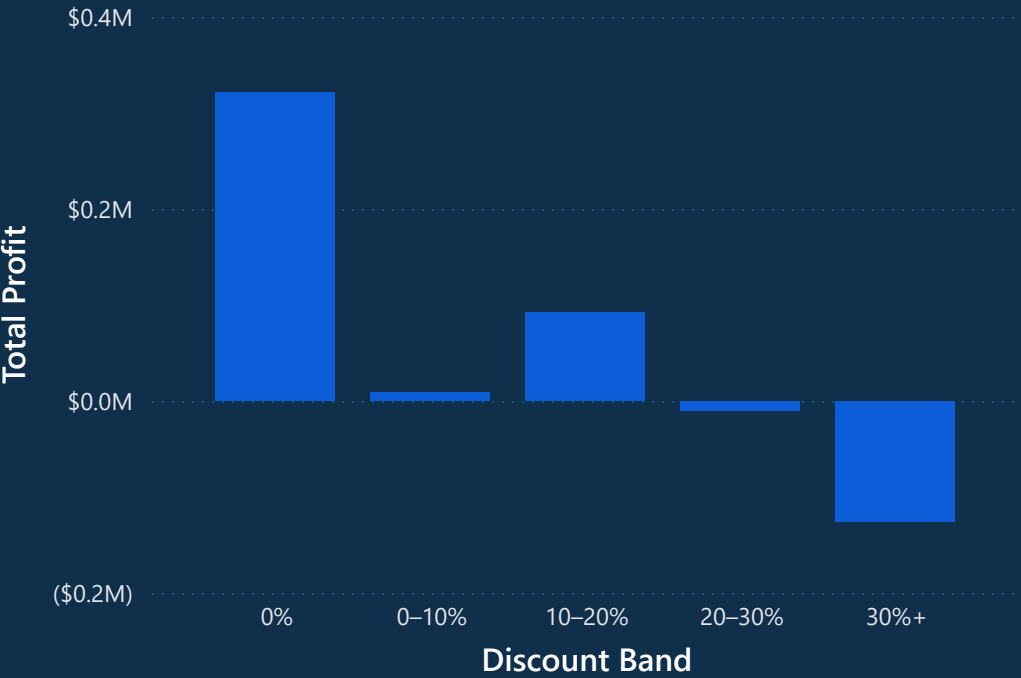
Orders with Loss

1318

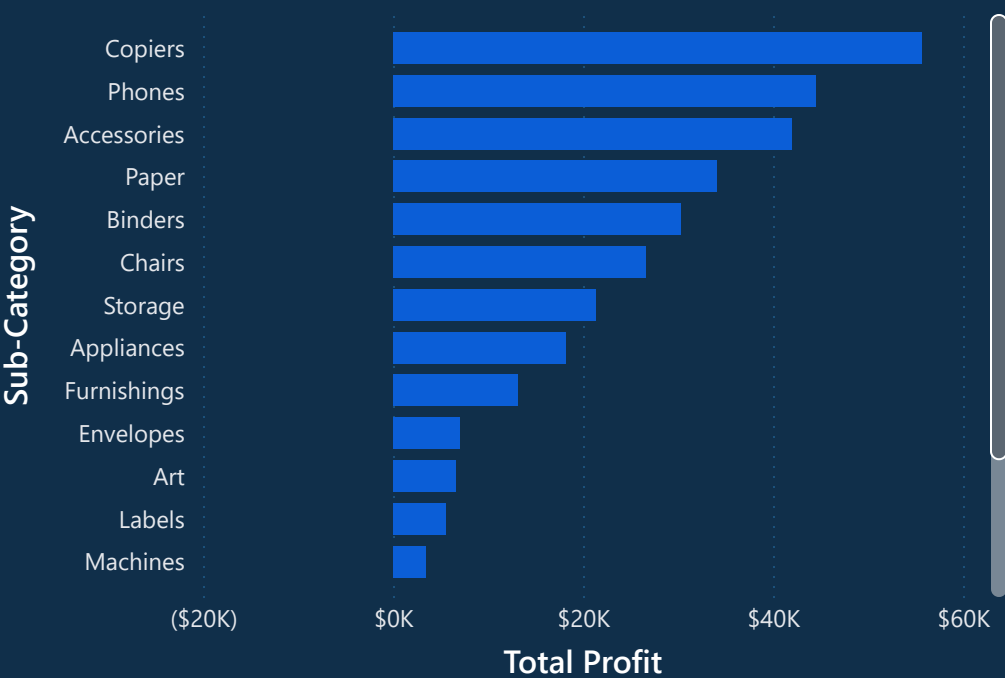
Profit w/ Discount vs Profit w/o Discount (Monthly)



Profit by Discount Band



Top Profit by Sub-Category





Superstore - Operations & Logistics

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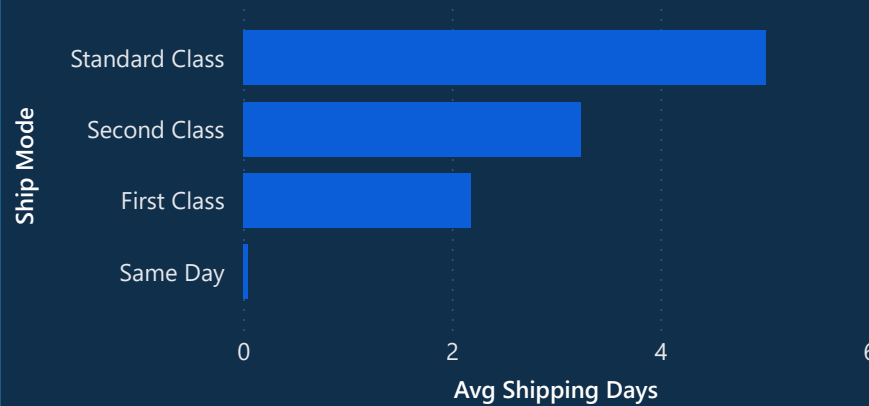
Avg Shipping Days

4

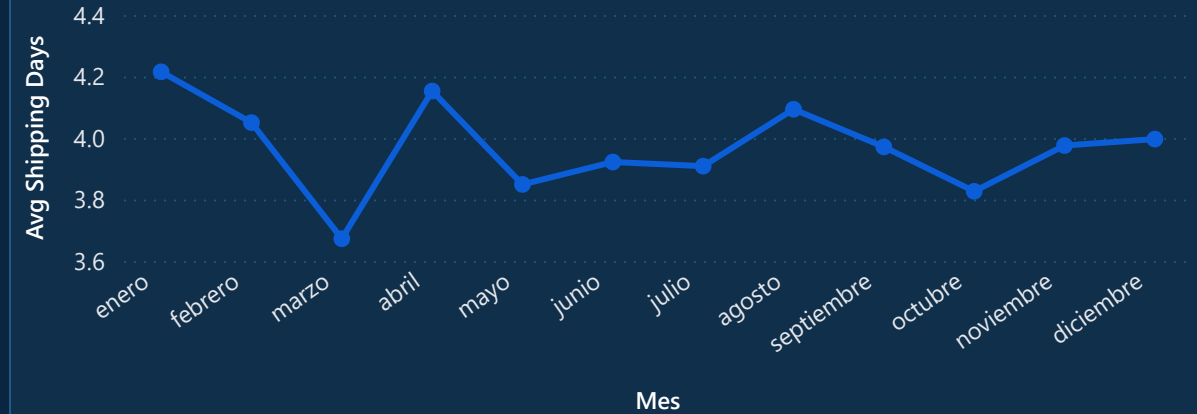
Total Shipped
Orders

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