

SUPER STORE DASHBOARD

PERFORMANCE AND INSIGHTS

Overview

Performance

Insights



\$2.3M

Total Sales



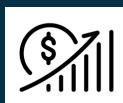
5009

Total Order



38K

Total Quantity



\$286.4K

Profit Amount

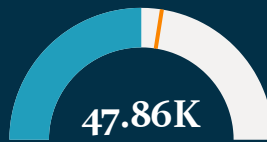


793

Customer

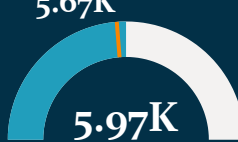
Financial Target

(Per Month)



47.86K

Sales



5.97K

Profit

ALL

MTD

QTD

YTD

CUSTOM

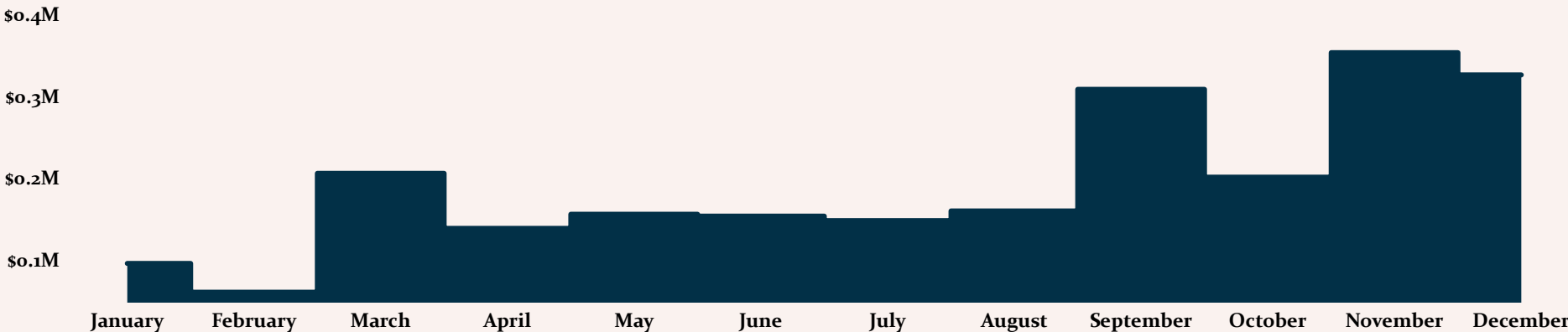
Y

Q

M

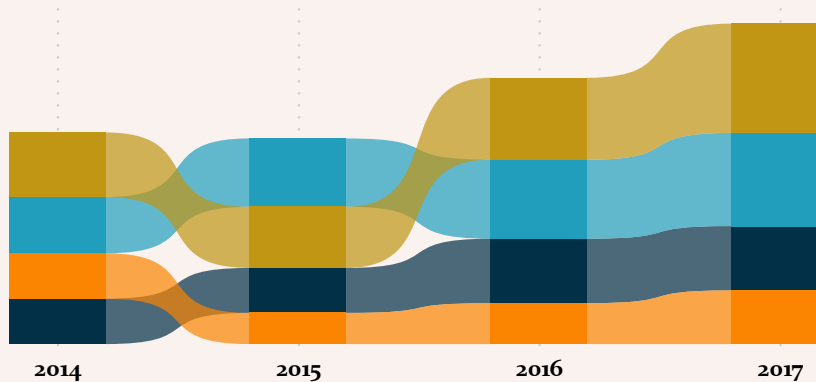
D

Sales Trend By ALL

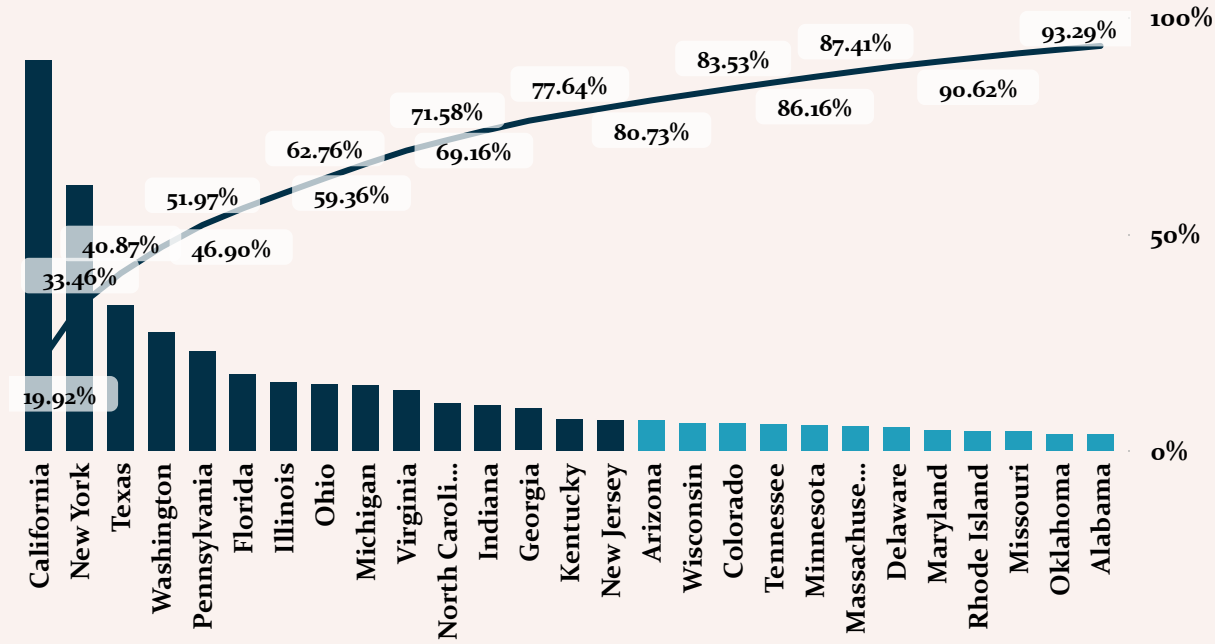


Yearly Regional Sales

Central East South West

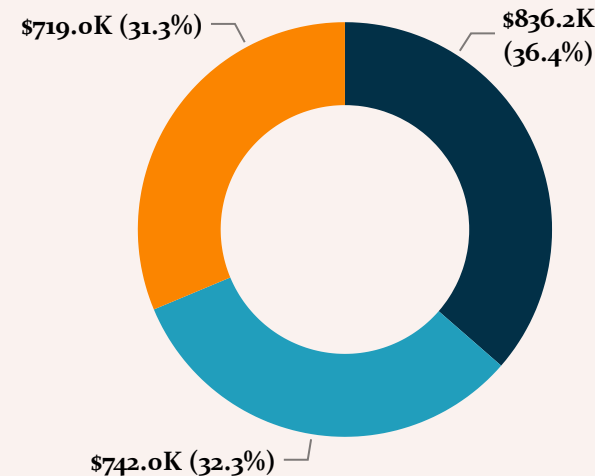


Sales by State

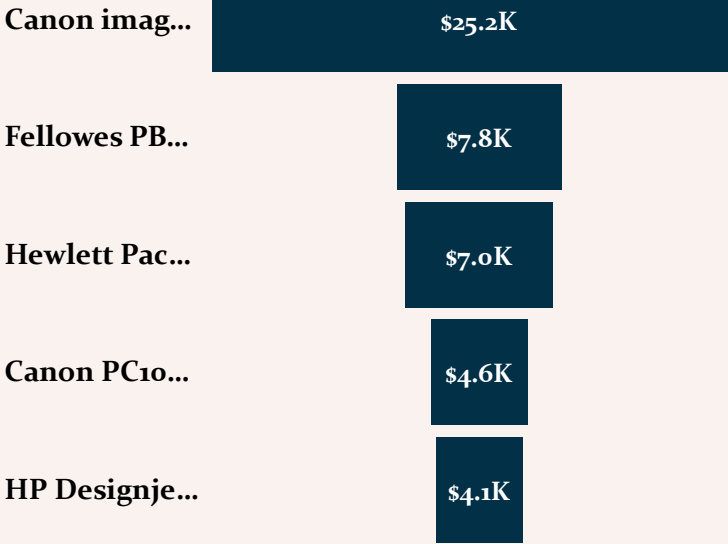


Sales by Category

Technology Furniture Office Supplies



Top 5 Products by Profit



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Performance Details 2014

Year

2014

2015

2016

2017

Selection

Category

Sub-Cat...

Product
Name

City

Customer
Name

Segment

State

Region

Monthly - Sales | Profit

Furniture, Aaron Bergman

\$20K

\$10K

\$0K

\$0K

\$0K

Profit Amount

Furniture, Aaron Hawkins

\$20K

\$10K

\$0K

\$0K

\$0K

Profit Amount

Furniture, Adam Shillingsburg

\$20K

\$10K

\$0K

\$1K

\$0K

Profit Amount

January
February
March
April
May
June
July
August
September
October
November
December

Quarterly- Profit Margin

Profit Margin -10.00% 10.00%

Furniture, Aaron Bergman

11.25%

0%

-100%

-200%

-300%

Furniture, Aaron Hawkins

7.50%

0%

-100%

-200%

-300%

Furniture, Adam Shillingsb...

17.55%

0%

-100%

-200%

-300%

Qtr 1 Qtr 2 Qtr 3 Qtr 4

Yearly- Sales | Profit

Sanjit Chand

\$5,462.6

Profit Amount

\$12,876.5

Total Sales

Tom Boeckenhauer

\$2,567.6

Profit Amount

\$8,162.5

Total Sales

Nathan Mautz

\$2,413.8

Profit Amount

\$5,370.4

Total Sales

Darrin Martin

\$1,599.7

Profit Amount

\$4,283.8

Total Sales

Mitch Willingham

\$1,449.5

Profit Amount

\$3,333.9

Total Sales

Maria Etezadi

\$1,343.5

Profit Amount

\$4,374.9

Total Sales

John Murray

\$1,228.2

Profit Amount

\$4,548.8

Total Sales

Mitch Webber

\$1,204.8

Profit Amount

\$5,030.4

Total Sales

Dianna Wilson

\$1,154.7

Profit Amount

\$3,745.6

Total Sales

Cary Hwang



INSIGHTS

- The average monthly sales for the superstore is \$47.86k and the average monthly target sales is \$52.64k. Also, the average monthly profit is \$5.97k and the monthly profit target is \$5.67k. This shows that the monthly sales and profit targets were not met.
- This analysis shows that 2017 has the highest totals sales of \$733,215.3 and November and December are the biggest two months of the year by some distance in terms of sales volumes, possibly because the biggest sales events occur during this two month period.
- Using the Pareto principle, we can see 80% of total sales were made by 20% of the states represented in the data, which are California, New York, Texas, Washington, Pennsylvania, Florida, Illinois, Ohio, Michigan, Virginia, North Carolina, Indiana, Georgia, Kentucky and New Jersey respectively.
- Technology has 36.4% which is the category that has the highest sales followed by Furniture with 32.3% and Office Supplies with 31.3%.
- Technology and Office supplies takes the lead across all years represented in the data as it's profit margin ranges from average to good, the profit margin for Furniture is very low.
- In 2014, Technology made the highest total sales of about \$175k but Office supplies made the highest profit of \$23k and from 2015-2017, Technology made the highest total sales and profit, followed by Office Supplies.
- The Consumer segment made the highest total sales and profit in all the years contain in this analysis, followed by Corporate and Home office segments correspondingly.
- The top high-value customers in 2017 are Raymond Buch, Hunter Lopez and Tom Ashbrook, In 2016 they are Tamara Chand, Adrian Barton and Sanjit Engle. In 2015 the top high-value customers are Christopher Martinez, Keith Dawkins and in 2014, they are Sanjit Chand and Tom Boeckenhauer.

RECOMMENDATION

- Increase focus on top selling categories: Based on this analysis, it is clear that some categories are more popular and profitable than others. The superstore should focus on these top selling categories to increase their sales and profitability.
- Improve sales in underperforming states and regions: The superstore should invest in these states and regions by using social media as a tool for brand building awareness, engaging with customers and promoting products. And also, monitor their competitors' pricing strategies to stay up-to-date.
- Implement targeted marketing campaigns: The superstore should identify and target the high-value customers with personalized marketing campaigns to increase their loyalty and encourage repeat purchases.