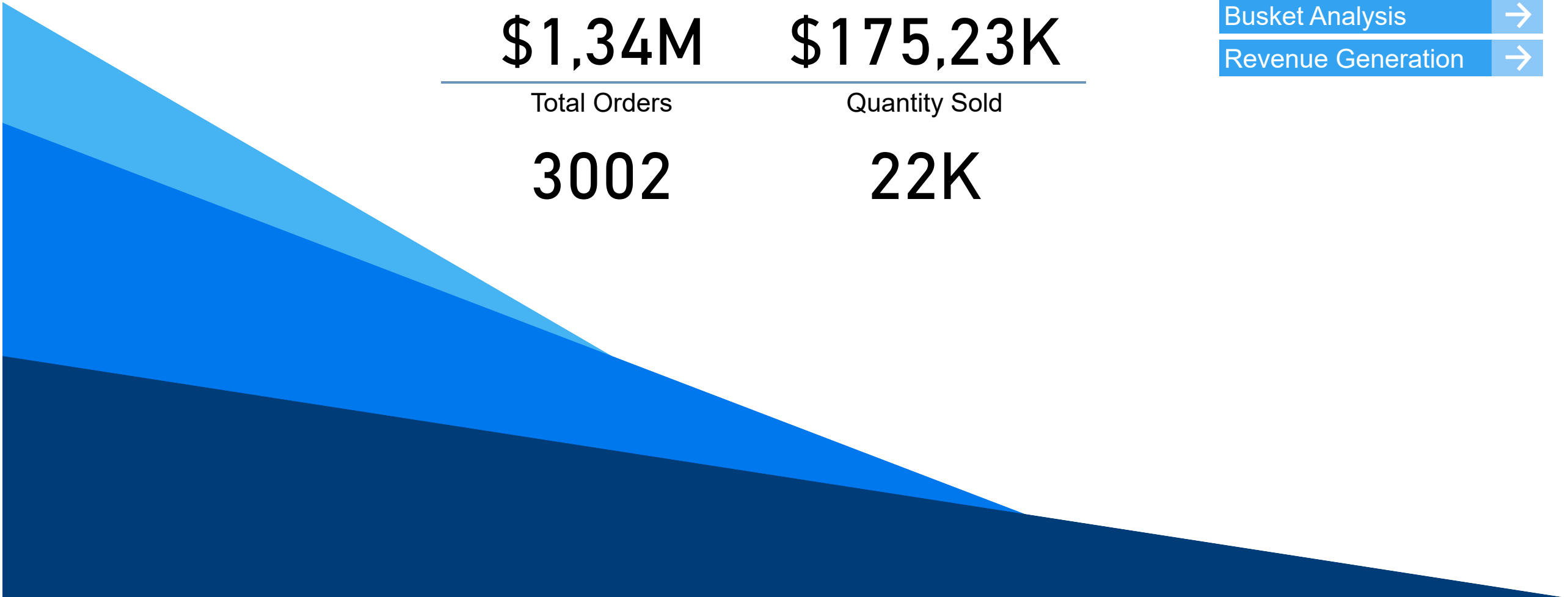


# Analysis of US Superstore 2019-2020

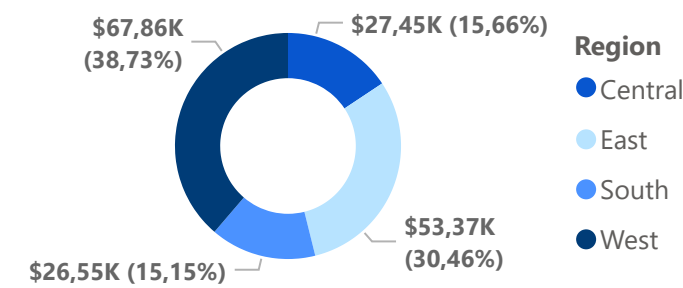
Overview	→
State Performance	→
Segment Performance	→
Category Performance	→
Shipment Performance	→
Customer Analysis	→
Basket Analysis	→
Revenue Generation	→

Total Sales	Total Profit
\$1,34M	\$175,23K
Total Orders	Quantity Sold
3002	22K

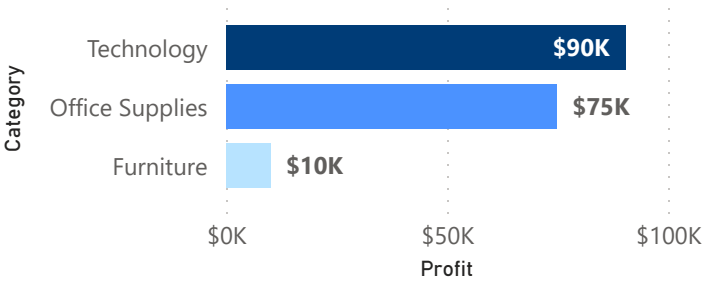


# Overview

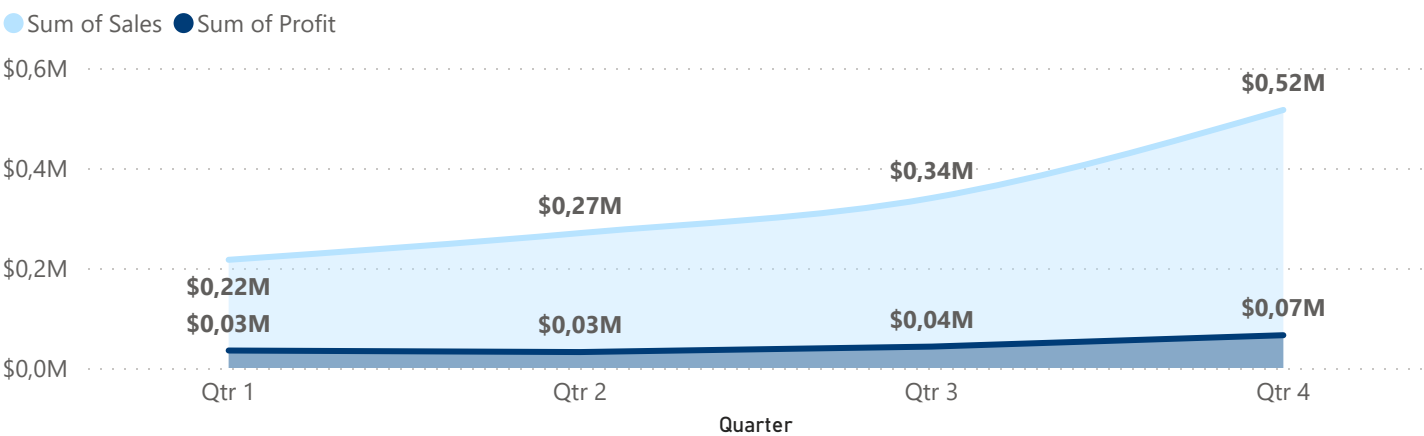
## Profit by Region



## Profit by Category



## Sales and Profit by Quarter



## Average of Sales

\$227,57

## Average of Profit

\$29,71

## Median of Sales

\$53,42

## Median of Profit

\$8,50

## Average Order Value

\$227,57

## Average Item Value

\$204,21

Sales by State

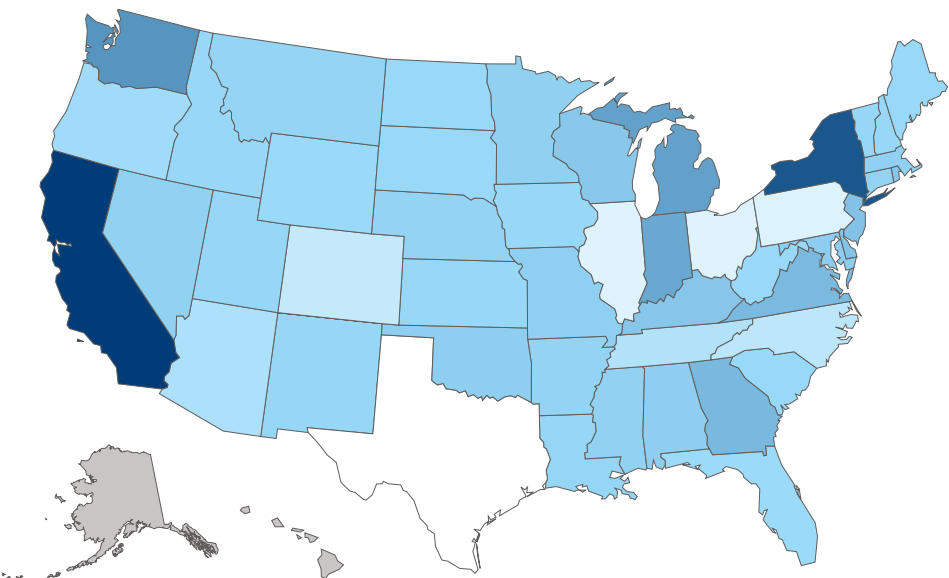
Profit by State

## Profit by US State

Year

2019

2020



# State Performance

Menu

<< >>

Region

Central

East

South

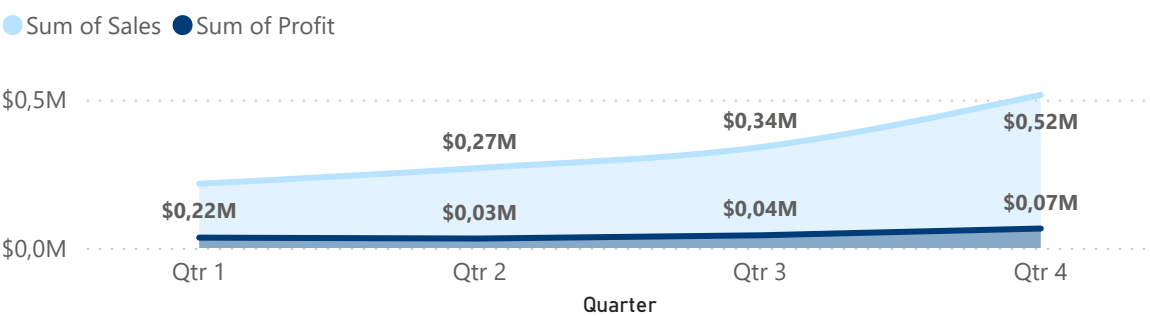
West

Year

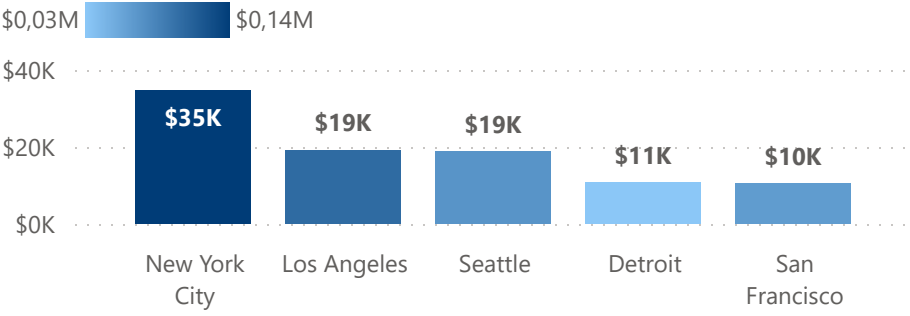
2019

2020

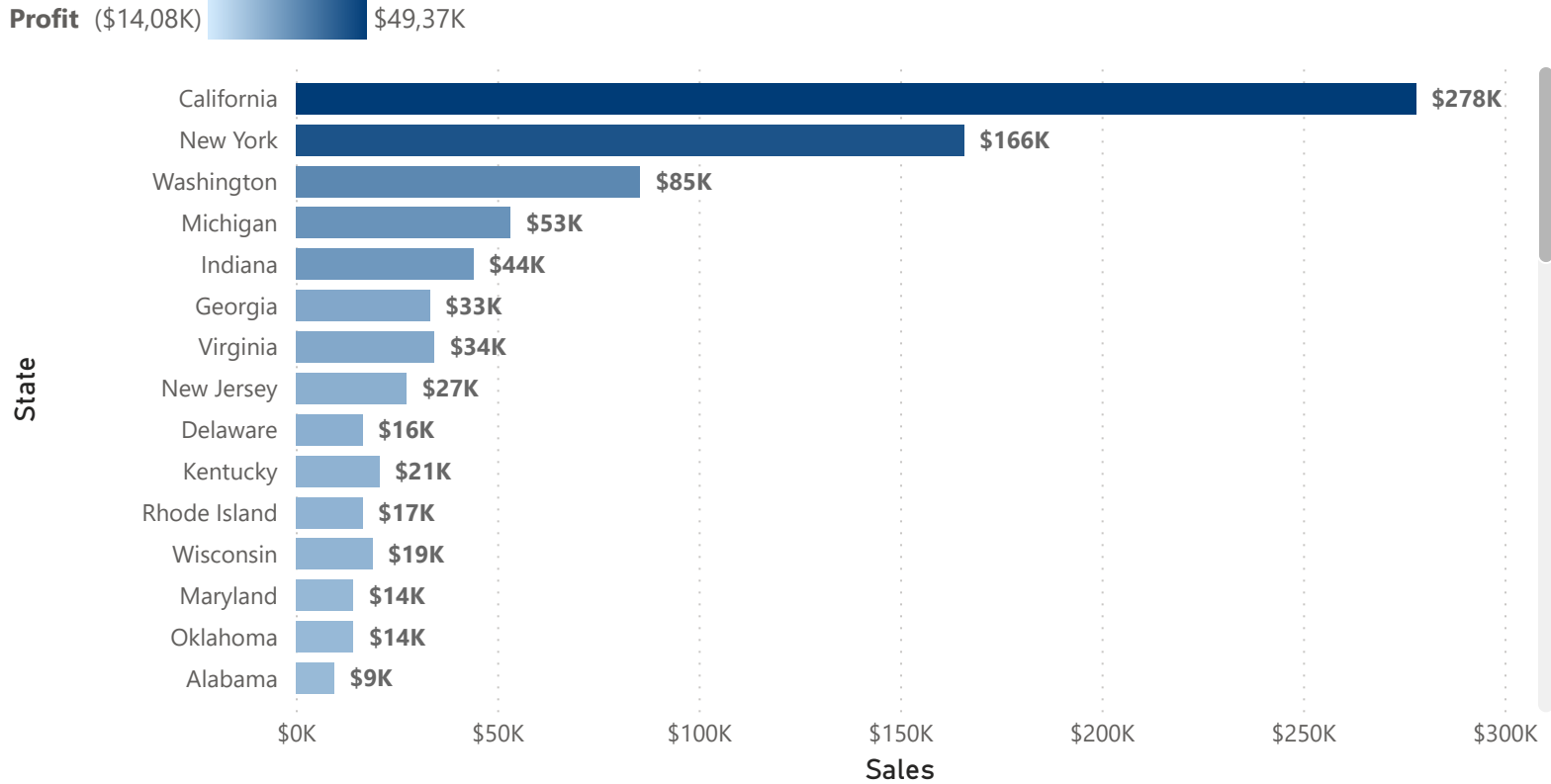
## Sales and Profit by Quarter



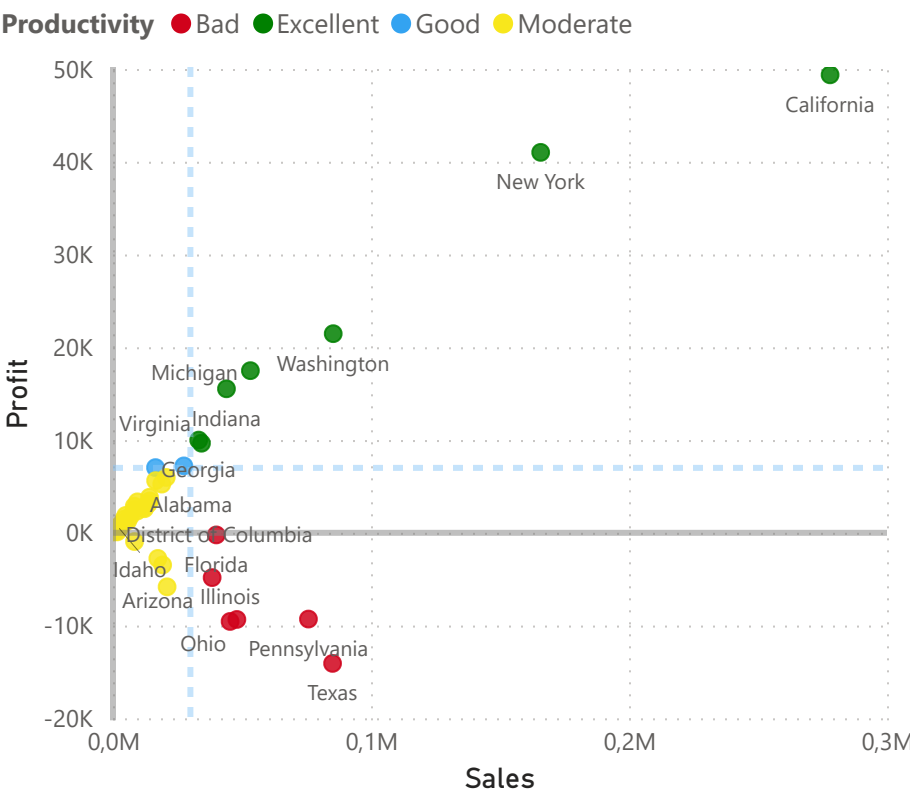
## Top 5 Cities by Profit



## Sales and Profit by State



## Performance by State



# Segment Performance

Menu

<< >>

Region

Central

East

South

West

Year

2019

2020

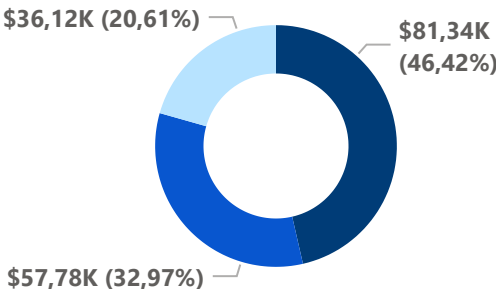
## Profit by Segment

Segment

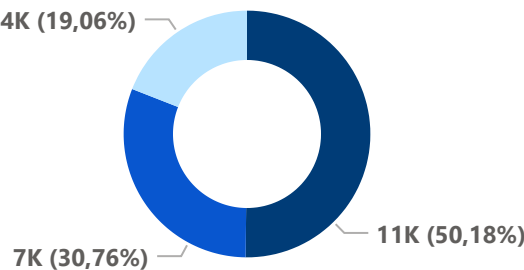
● Consumer

● Corporate

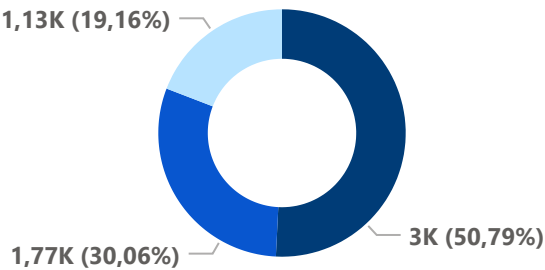
● Home Office



## Quantity of Items

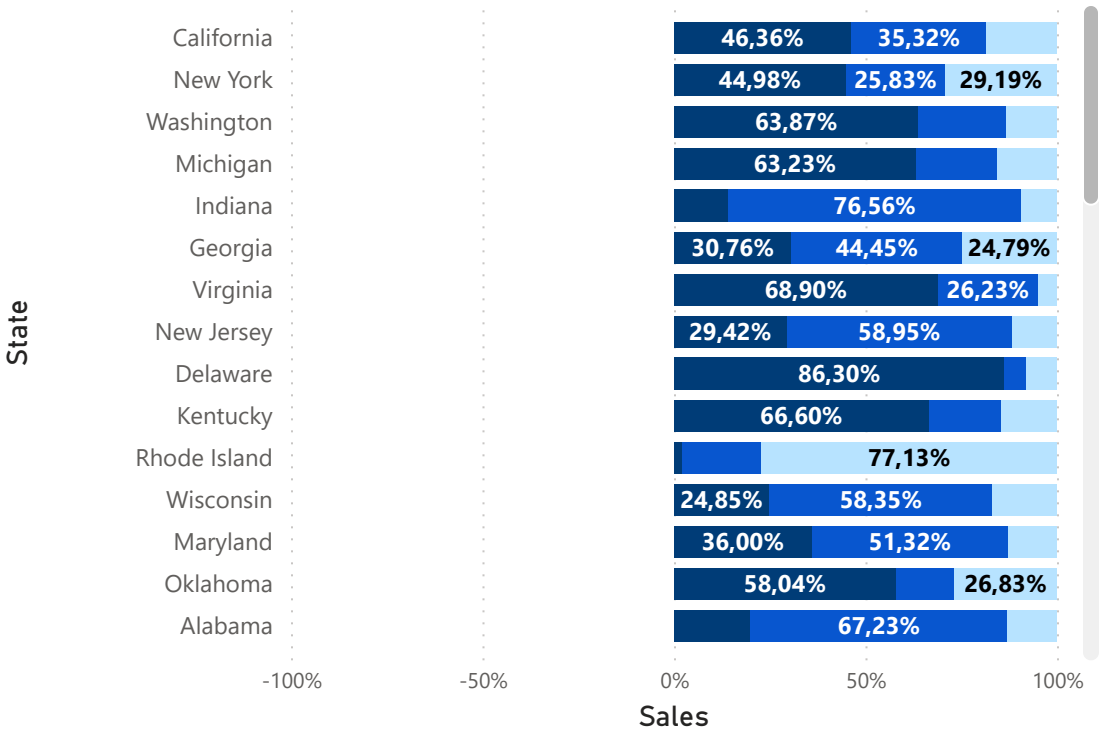


## Orders

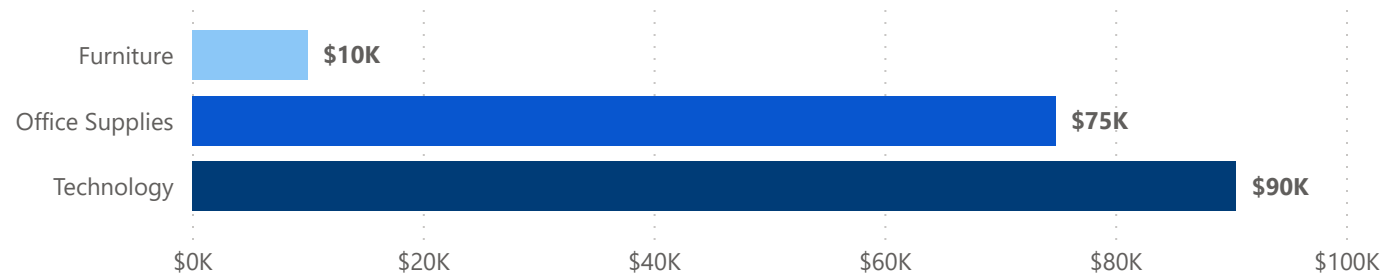


## Profit by State

Segment ● Consumer ● Corporate ● Home Office

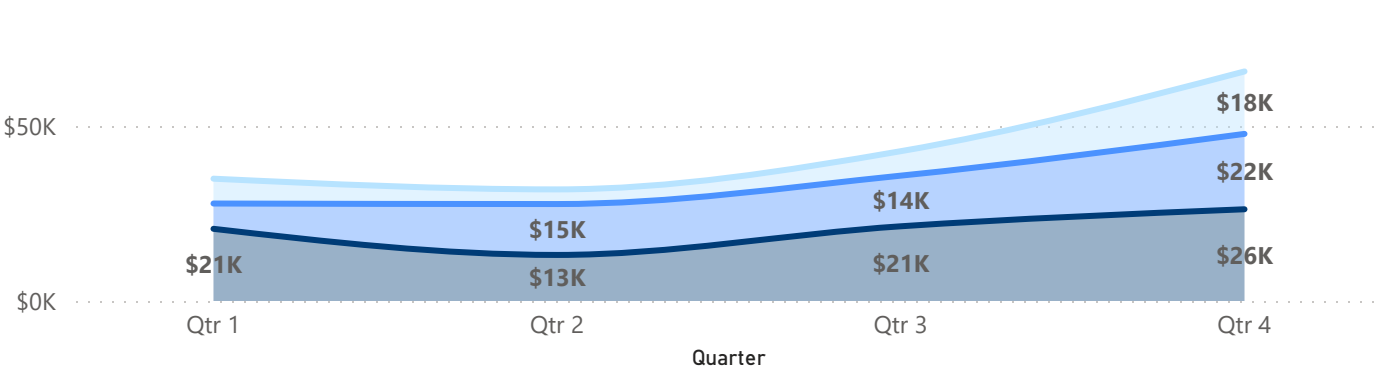


## Profit by Category



## Profit of Segment by Quarter

Segment ● Consumer ● Corporate ● Home Office



# Category Performance

Menu

<< >>

Region

Central

East

South

West

Year

2019

2020

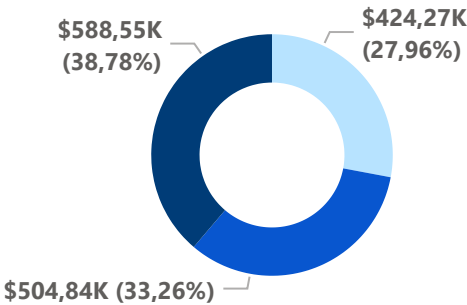
## Revenue by Category

Category

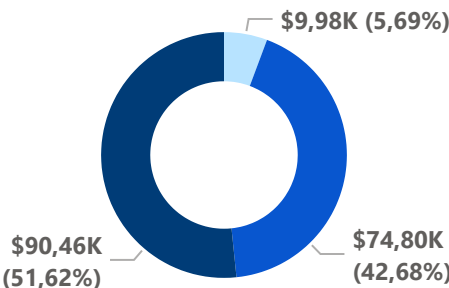
Furniture

Office Supplies

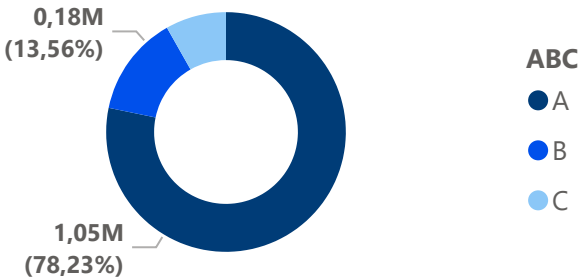
Technology



## Profit by Category

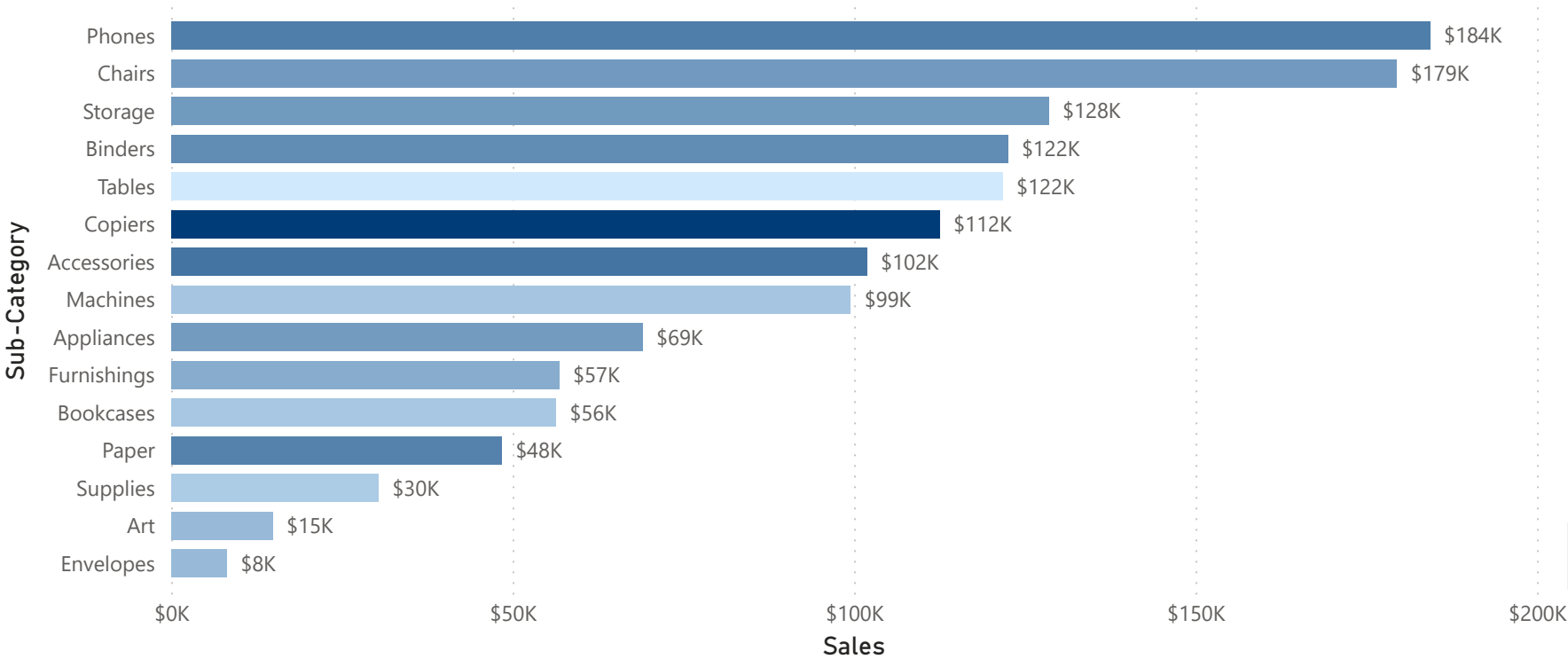


## ABC Class by Sales



## Sum of Sales and Sum of Profit by Sub-Category

Sum of Profit (\$11,09K) \$42,77K



## ABC Class by Sub-Category

Sub-Category	ABC class	Sum of Total Sales
Accessories	A	\$101 842,09
Binders	A	\$122 471,37
Chairs	A	\$179 473,00
Copiers	A	\$112 498,80
Machines	A	\$99 451,56
Phones	A	\$184 302,55
Storage	A	\$128 466,32
Tables	A	\$121 726,74
Appliances	B	\$68 977,25
Bookcases	B	\$56 299,75
Furnishings	B	\$56 789,22
Art	C	\$14 823,98
Envelopes	C	\$8 108,46
Fasteners	C	\$1 817,73
Labels	C	\$6 688,46
Paper	C	\$48 356,61
Supplies	C	\$30 326,99
Total		\$1 342 420,85

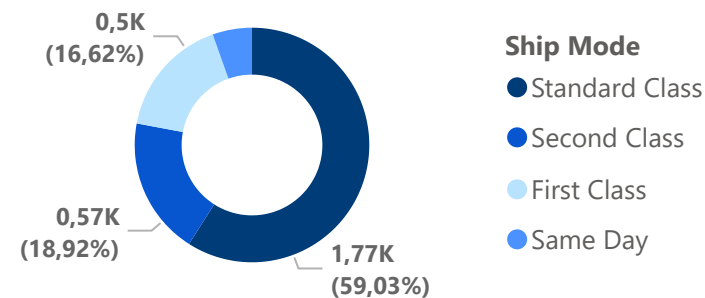
# Shipment Performance

Menu

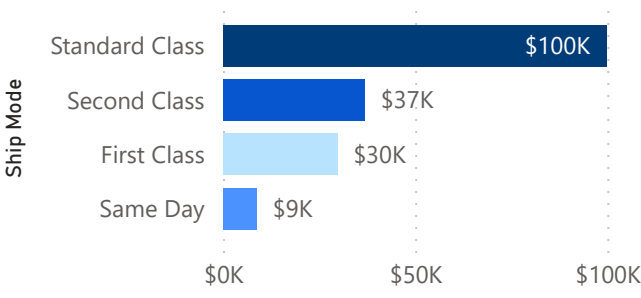
<< >>

Region		Segment	Category
Central	East	Consumer	Furniture
South	West	Corporate	Office Supplies
Year		Home Office	Technology
2019	2020		

Deliveries by Ship Mode

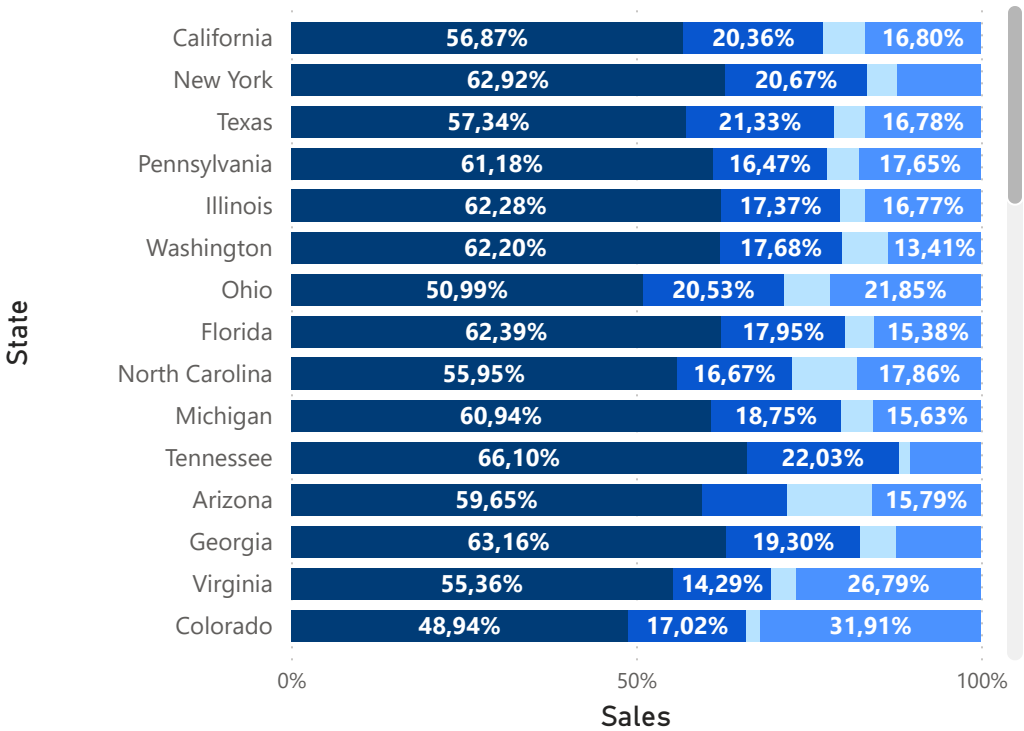


Profit by Ship Mode



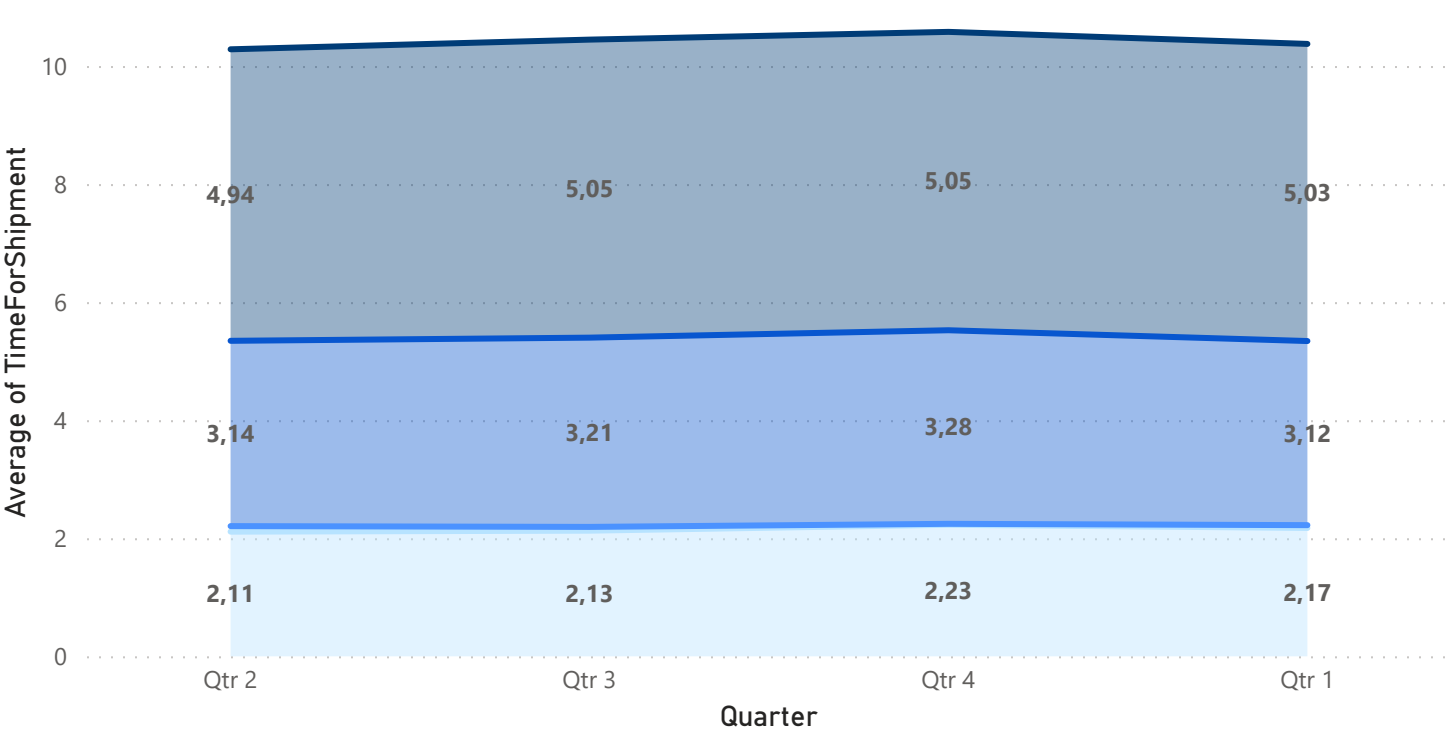
Shipment by State

Ship Mode ● Standard Class ● Second Class ● Same Day ● First Class



Average Shipping Time

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



# Customer Analysis

Menu

<< >>

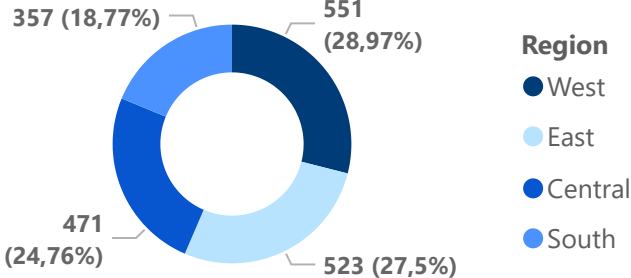
Year

2019

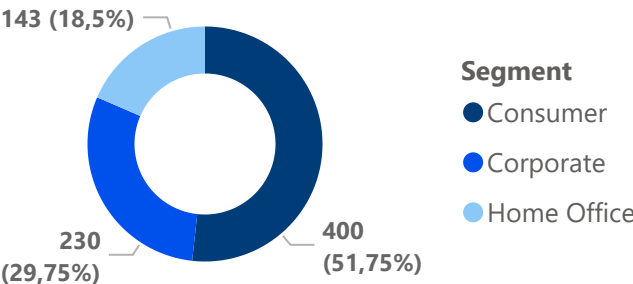
2020

Customers  
773  
Orders  
5899

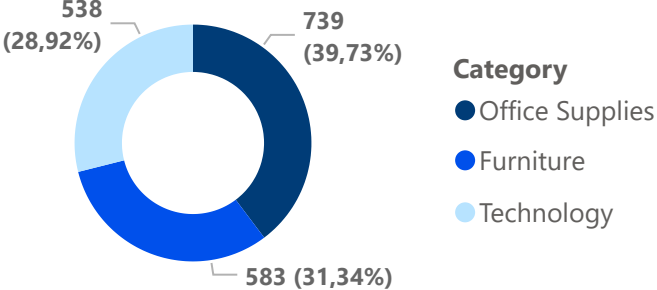
Customers by Region



Customers by Segment



Customers by Category



Dynamics of Active Customers

Month	Active Customers	Lost Customers	New Customers	Regular Customers	Returned Customers	Repeat Customers
January	109	10	29	81	-15	74,31%
February	93	12	26	69	-18	74,19%
March	183	11	62	133	-42	72,68%
April	181	15	47	143	-36	79,01%
May	193	8	56	154	-42	79,79%
June	195	13	53	149	-32	76,41%
July	182	10	57	134	-42	73,63%
August	177	12	52	135	-43	76,27%
September	326	16	112	246	-88	75,46%
October	214	7	67	165	-48	77,10%
November	340	20	116	258	-88	75,88%
December	304	14	96	243	-76	79,93%
Total	773		773	689		89,13%

Dynamics of Active Orders

Month	All Orders	Orders by New Customers	Orders by Regular Customers
January	244	57	187
February	190	44	146
March	401	123	278
April	373	97	276
May	467	105	362
June	444	108	336
July	427	114	313
August	394	100	294
September	822	224	598
October	494	145	349
November	829	235	594
December	814	175	639
Total	5899	1527	4372

Orders per Customer  
8

Items per Customer  
29

Sales per Customer  
\$1 736,64

Profit per Customer  
\$226,69

# Busket Analysis

Region

Central

East

South

West

Year

2019

2020

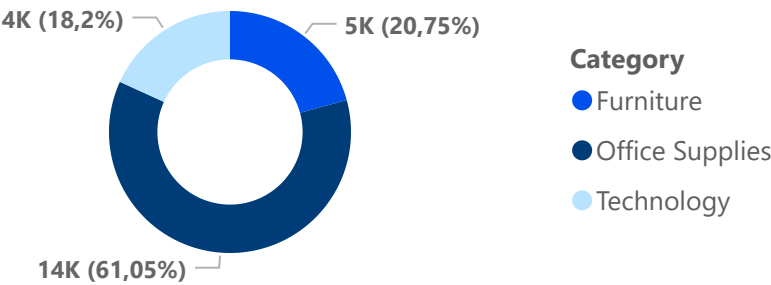
Segment

Consumer

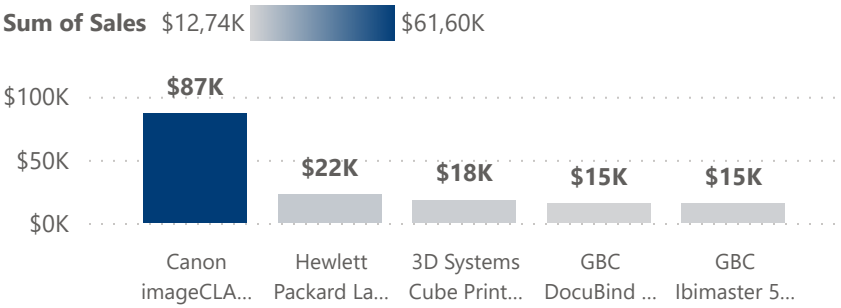
Corporate

Home Office

## Products by Category



## Top 5 Items by Revenue



## First-time Conversion Rate

Product Name	Sub-Category	Number of Products	First-time Conversion Rate	Sum of Joint Orders
Staples	Fasteners	124	0,39%	61
Easy-staple paper	Paper	89	0,52%	48
Staple envelope	Envelopes	73	0,46%	39
Imation 16GB Mini TravelDrive USB 2.0 Flash Drive	Accessories	66	0,39%	19
Staples in misc. colors	Art	60	0,07%	23
Chromcraft Round Conference Tables	Tables	59	0,26%	25
Storex Dura Pro Binders	Binders	49	0,13%	34
Situations Contoured Folding Chairs, 4/Set	Chairs	47	0,20%	22
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear	Binders	44	0,13%	33
Avery Arch Ring Binders	Binders	43	0,07%	15
Avery Non-Stick Binders	Binders	43	0,33%	23
Eldon 500 Class Desk Accessories	Furnishings	43	0,20%	19
Xerox 1881	Paper	43	0,39%	1763
Eldon Wave Desk Accessories	Furnishings	42	0,07%	23
GBC Premium Transparent Covers with Diagonal Lined Pattern	Binders	42	0,13%	22
Wilson Jones Turn Tabs Binder Tool for Ring Binders	Binders	42	0,13%	25
GBC Instant Report Kit	Binders	41	0,13%	26
KI Adjustable-Height Table	Tables	41	0,13%	36
Total	Accessories	22313		32480

## Joint Items

Item	Joint Orders
Adjustable Depth Letter/Legal Cart	1
Electrix Architect's Clamp-On Swing Arm Lamp, Black	1
Imation Secure+ Hardware Encrypted USB 2.0 Flash Drive; 16GB	1
Memorex Micro Travel Drive 16 GB	1
Xerox 1881	1
Xerox 1964	1

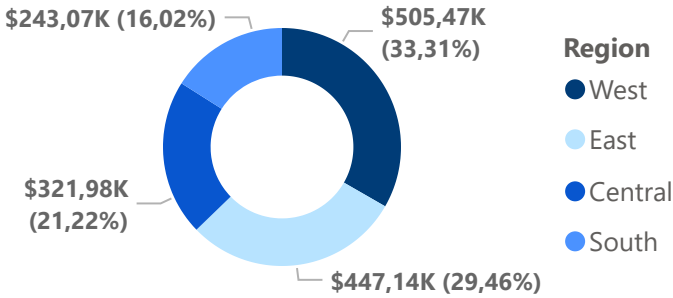


# Revenue Generation

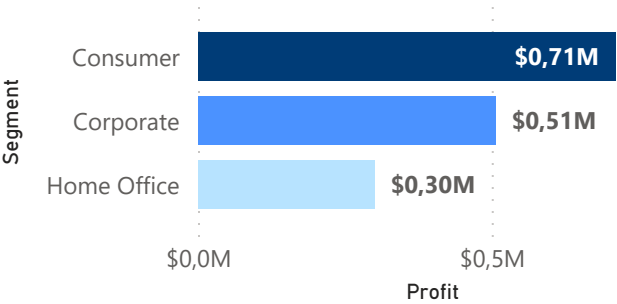
Menu



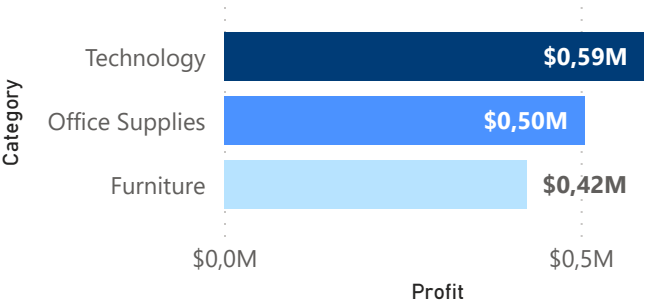
Revenue by Region



Revenue by Segment



Revenue by Category



Revenue

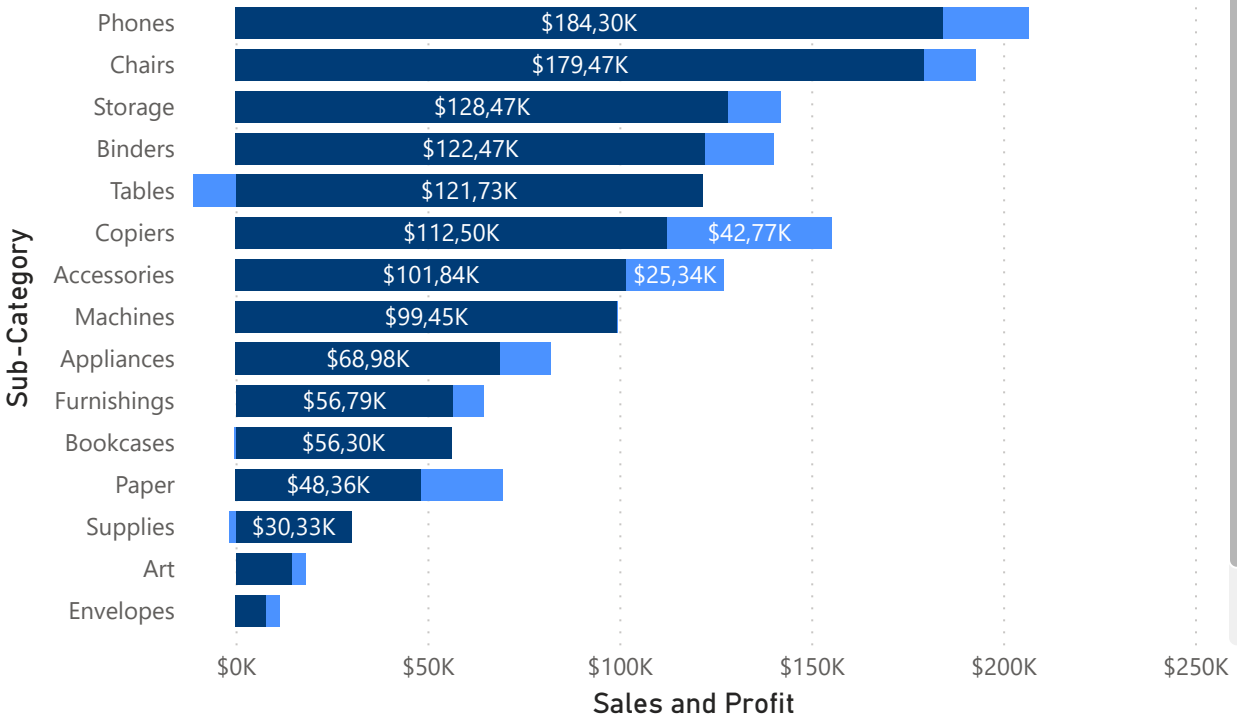
\$1,52M

Profit Margin

11,55%

Revenue by Sub-Category

● Sales ● Profit



Revenue by Month

Year

2019

2020

