

Superstore Performance Dashboard

Sales Overview

Profit Overview

Shipping Performance

Jan 1, 2014 - Dec 31, 2017

Segment

Category

Sub-Category

Region

City

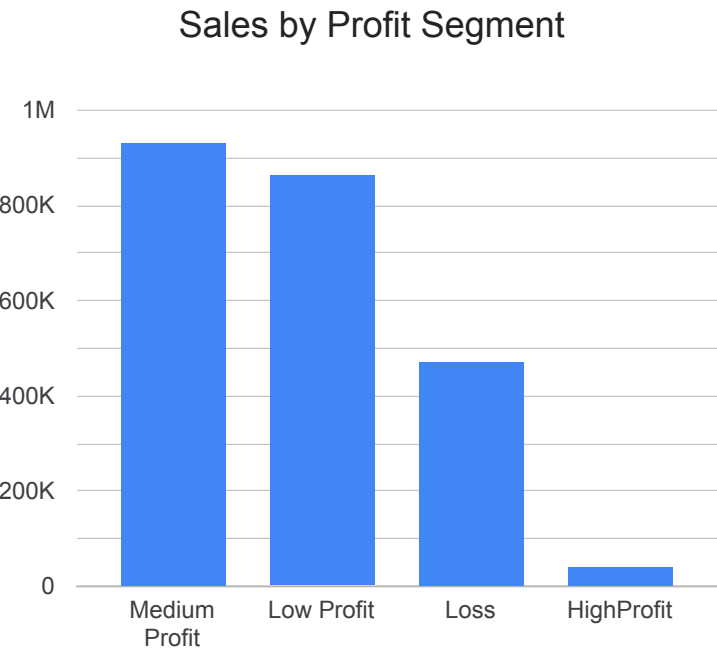
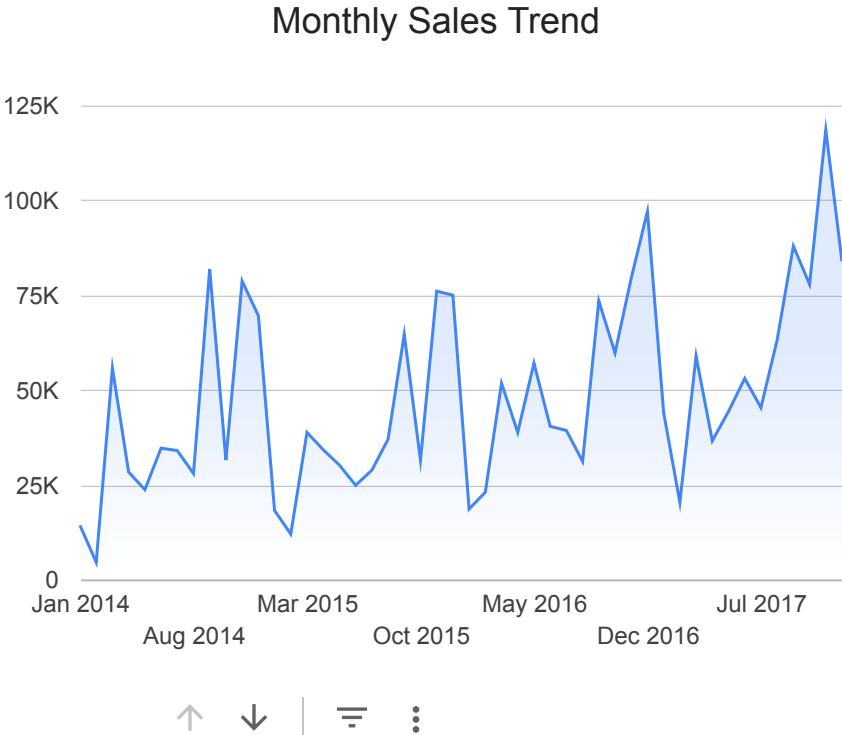
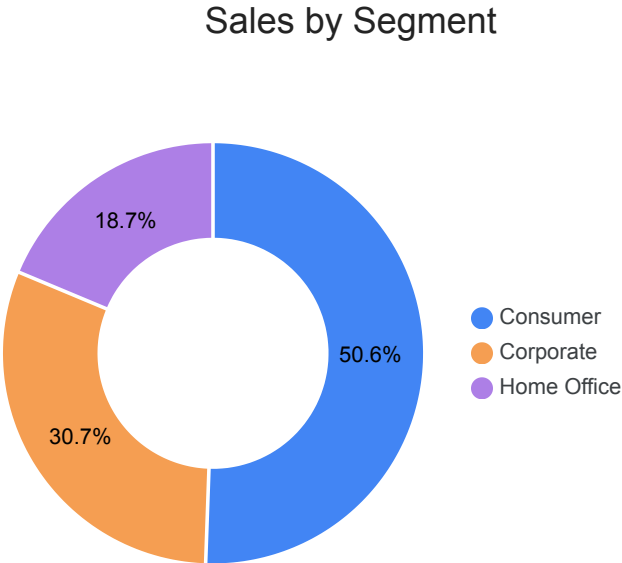
Total Sales
\$2.30M

Total Order
5.0K

AOV
\$458.61

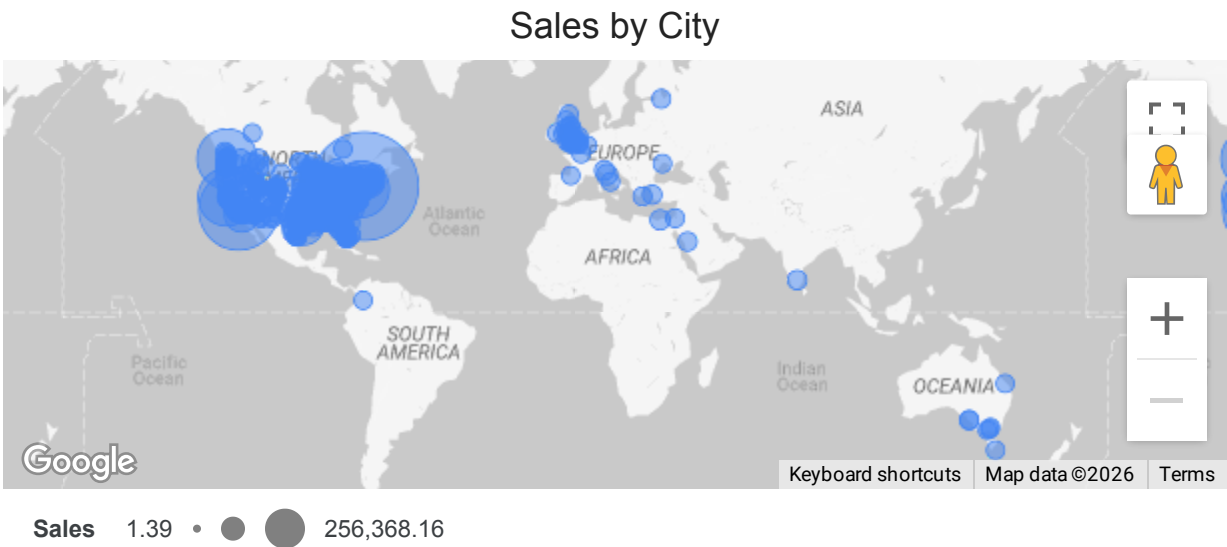
Return Rate
5.91%

Percentage Increase: 10%
2.5M



Detail Sales of Product

	Product Name	Quantity	Sales	Discount	Profit
1.	Canon imageCLASS 2200 Advanced Copier	20	61,599.82	0.6	25,199.93
2.	Fellowes PB500 Electric Punch Plastic Co...	31	27,453.38	2.4	7,753.04
3.	Cisco TelePresence System EX90 Videoc...	6	22,638.48	0.5	-1,811.08
4.	HON 5400 Series Task Chairs for Big and ...	39	21,870.58	1.6	0
5.	GBC DocuBind TL300 Electric Binding Sy...	37	19,823.48	3.3	2,233.51
6.	GBC Ibimaster 500 Manual ProClick Bindi...	48	19,024.5	4.7	760.98
7.	Hewlett Packard LaserJet 3310 Copier	38	18,839.69	1.6	6,983.88



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Total Profit
\$286.40K

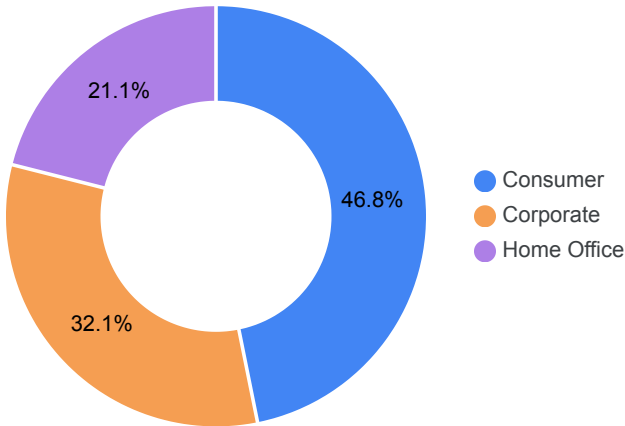
Profit Margin
12.5%

Profit per Order
\$57.18

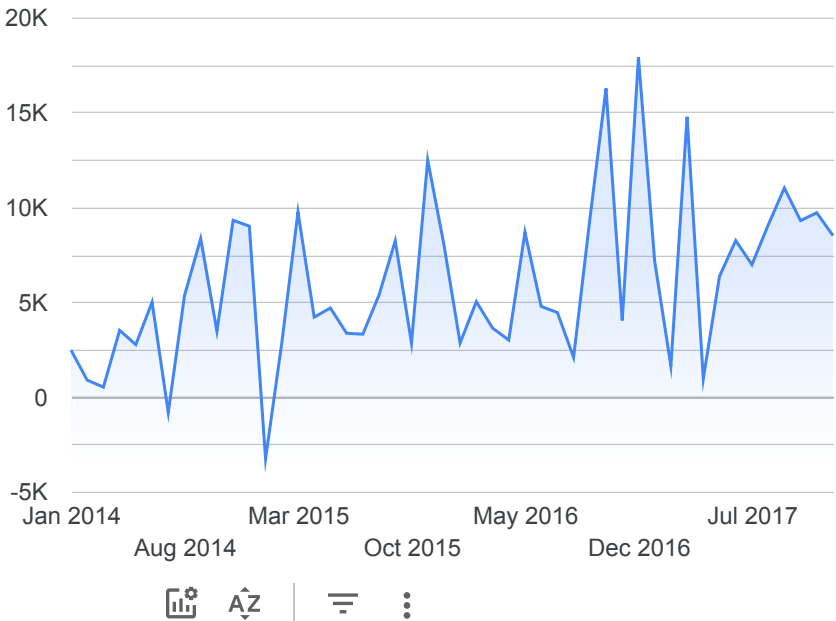
Negative Profit Orders (%)
26.31%

Return Rate
5.91%

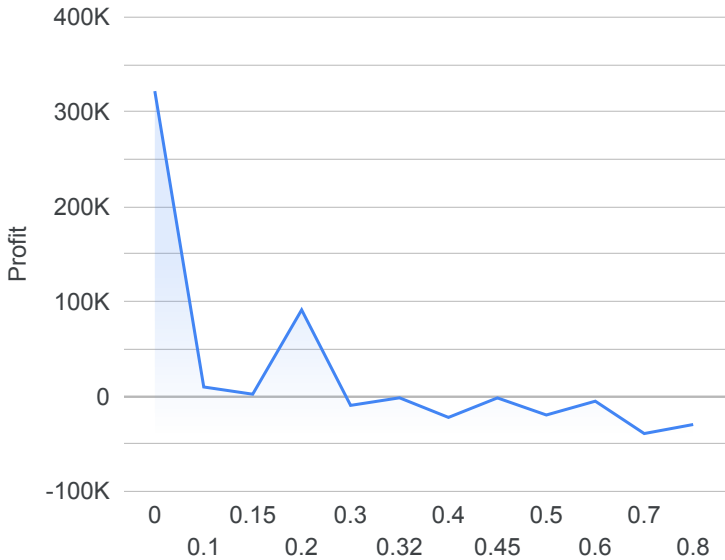
Profit by Segment



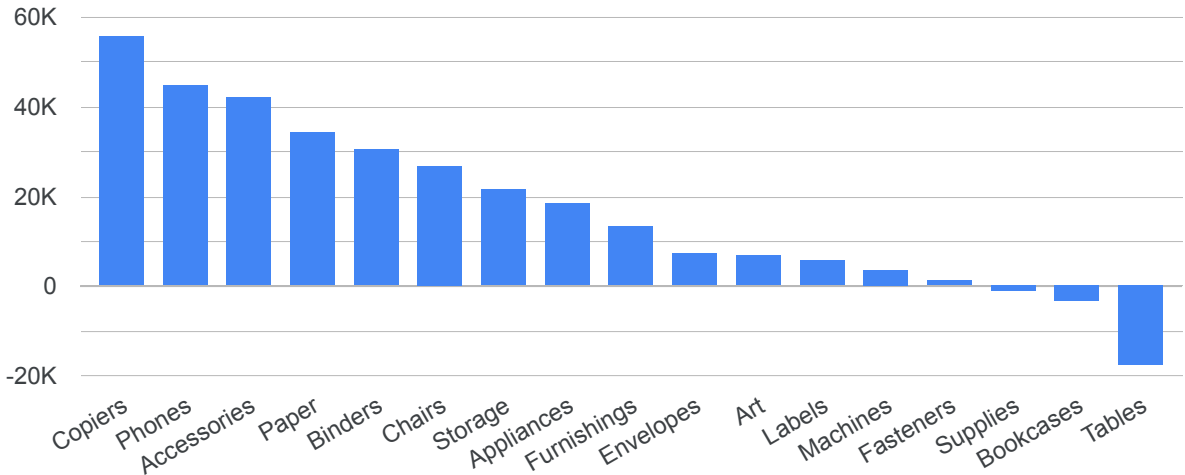
Monthly Profit Trend



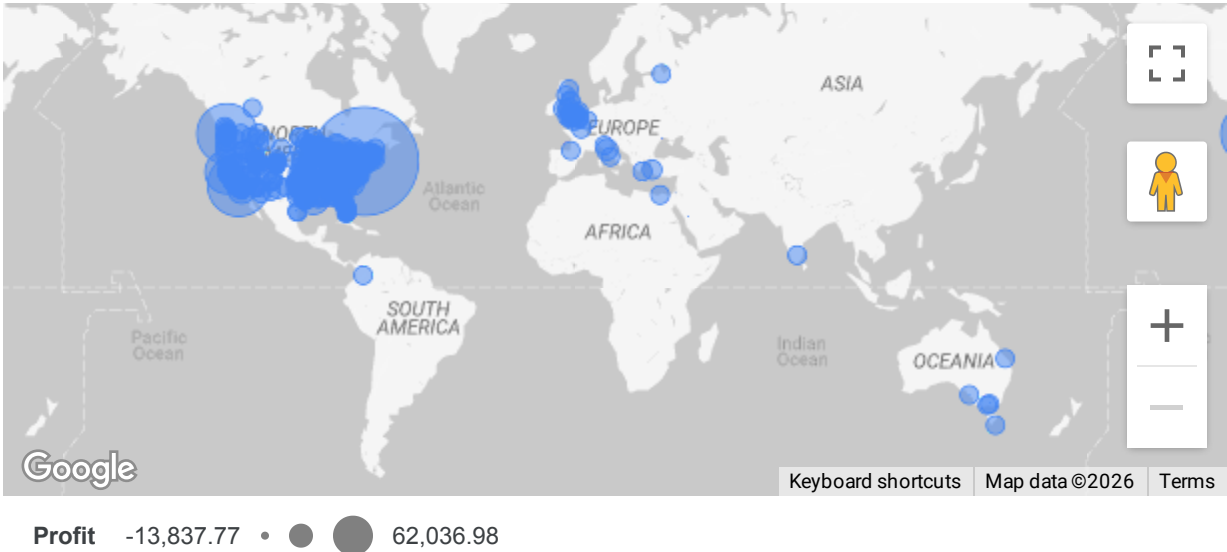
Profit by Discount



Profit and Sales by Sub-Category



Profit by City



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Sub-Category

Region

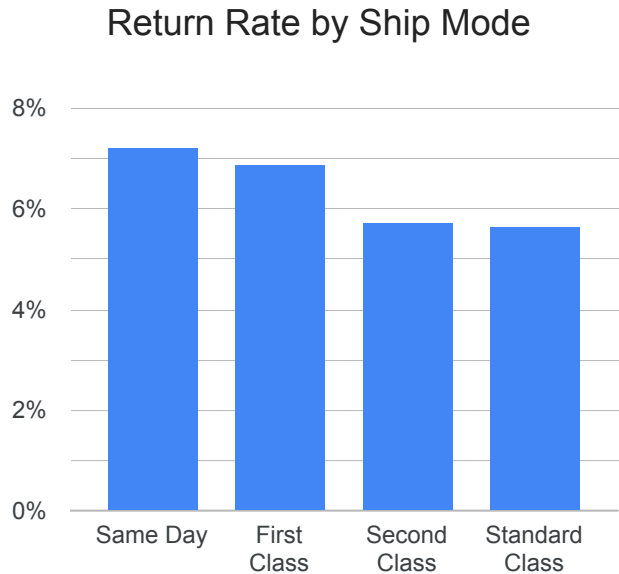
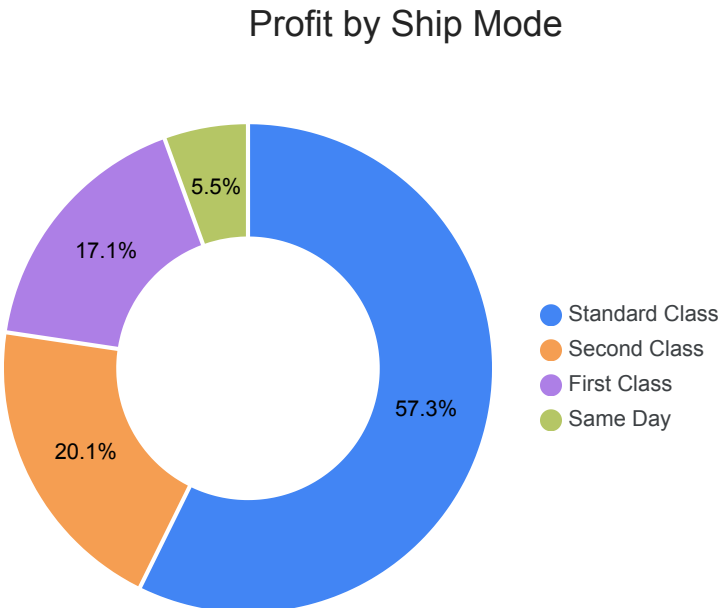
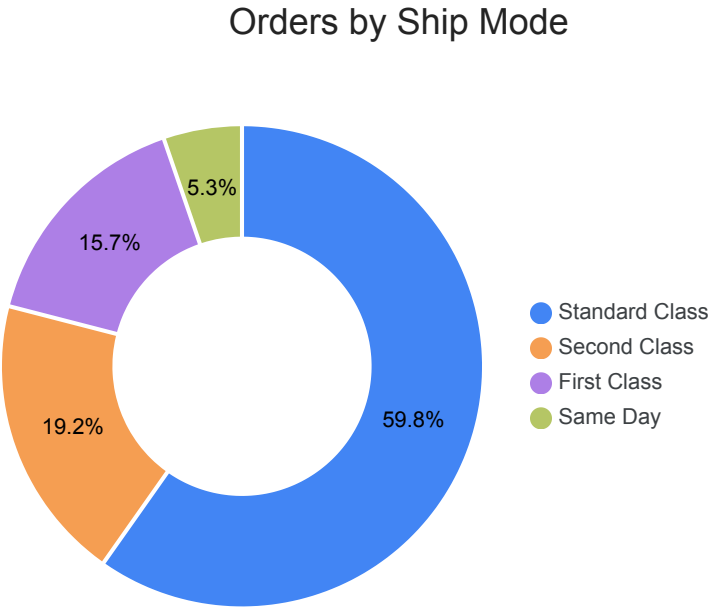
City

Avg. Shipping Time
4

On-Time Delivery Rate
54.0%

Total Order
5.0K

Return Rate
5.91%



Avg. Shipping Time and Return Rate by Ship Mode and Region								
Region / Ship Time / Return Rate								
Central			South		East		West	
Ship Mode	Ship Time	Return Rate	Ship Time	Return Rate	Ship Time	Return Rate	Ship Time	Return Rate
Standard Class	5.0	3.08%	5.0	3.43%	5.0	3.02%	5.0	10.88%
Second Class	3.4	2.23%	3.2	1.83%	3.3	3.76%	3.1	11.94%
First Class	2.2	3.45%	2.2	3.23%	2.2	3%	2.1	14.45%
Same Day	0.0	9.68%	0.0	0%	0.0	2.7%	0.1	12.36%