

Super Store Sales Dashboard

Category, Sub-Category

Customer Name

Region, City

Segment

Date

All

All

All

All

1/3/2014

12/30/2017

Total Sales

\$2.30M

Total Profit

\$286.40K

Total Quantity Sold

38K

PY

\$1.56M

vs PY

46.88%

PY

\$192.96K

vs PY

48.42%

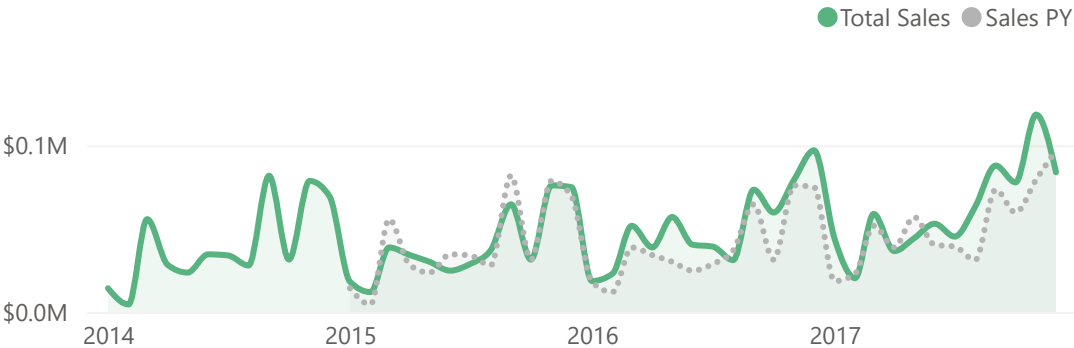
PY

25K

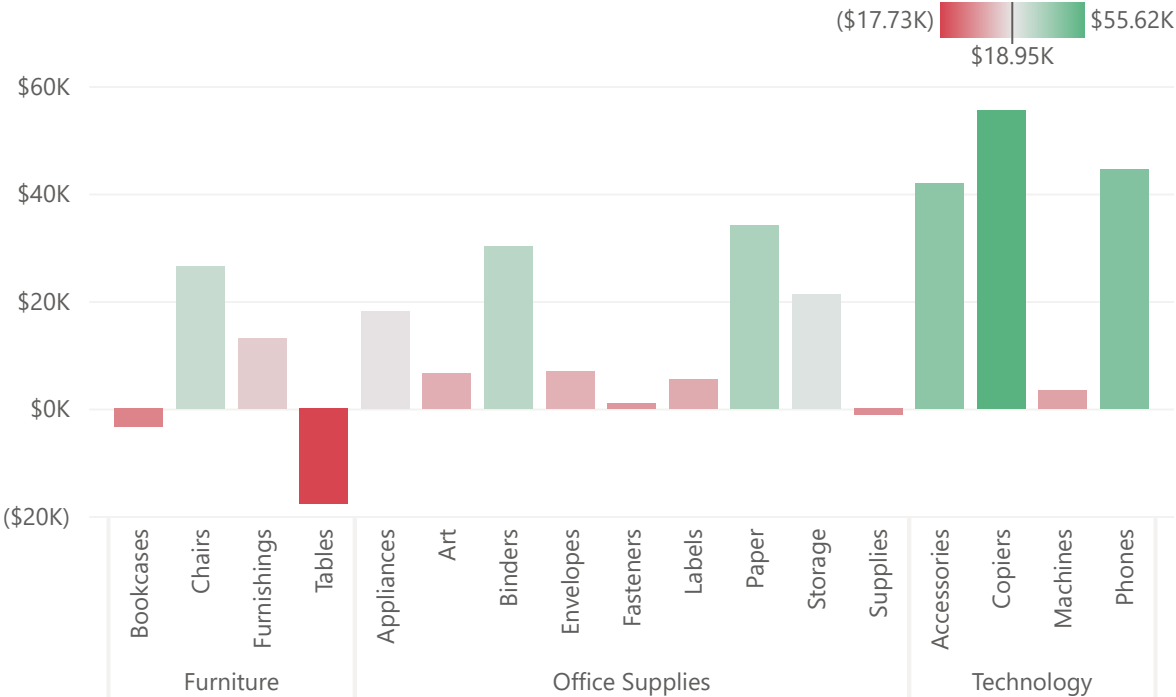
vs PY

49.12%

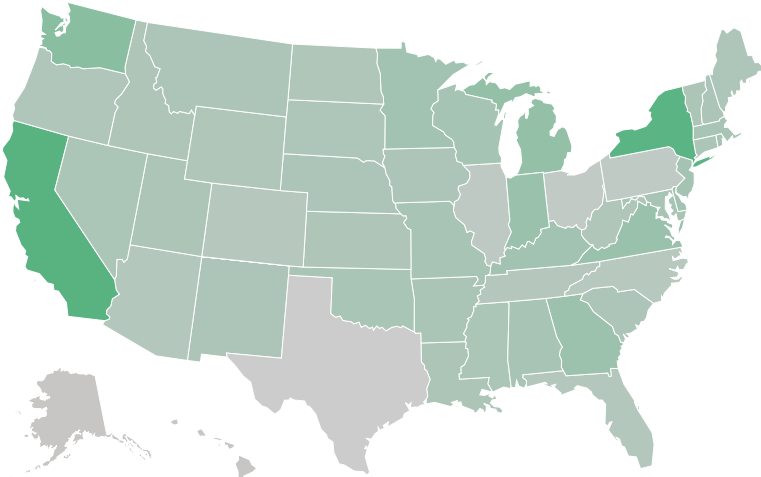
Sales vs Previous Year (Over Time)



Profit by Product



Profit by State



Sales Analysis

Category, Sub-Category ▼

All ▼

Customer Name ▼

All ▼

Region, City ▼

All ▼

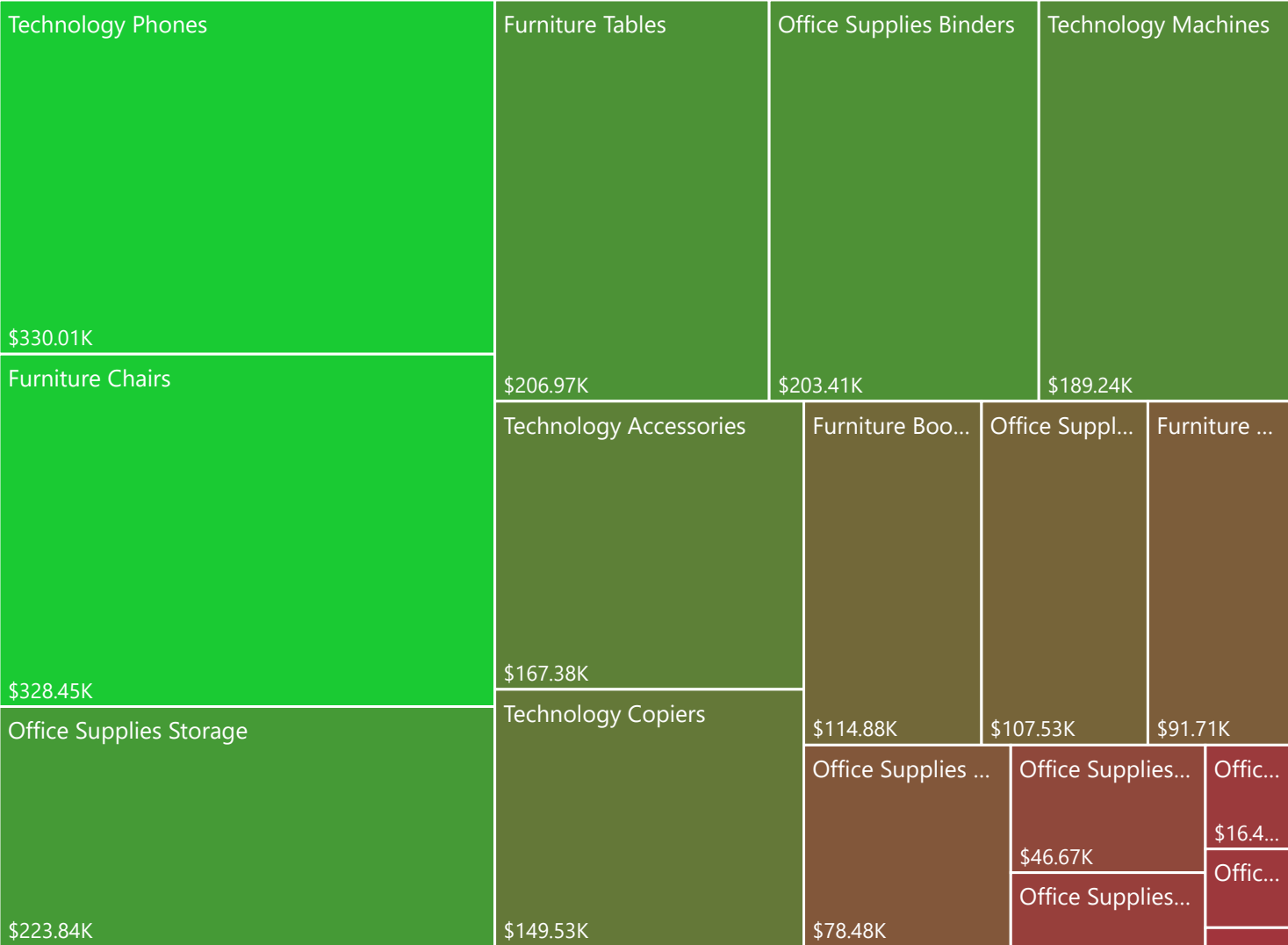
Segment ▼

All ▼

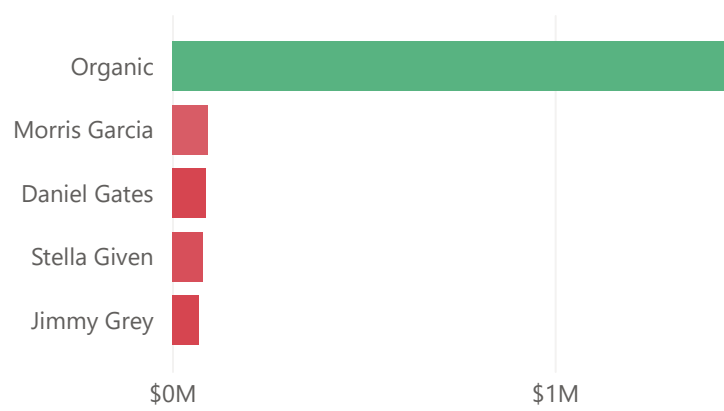
Date ▼

1/3/2014 📅12/30/2017 📅

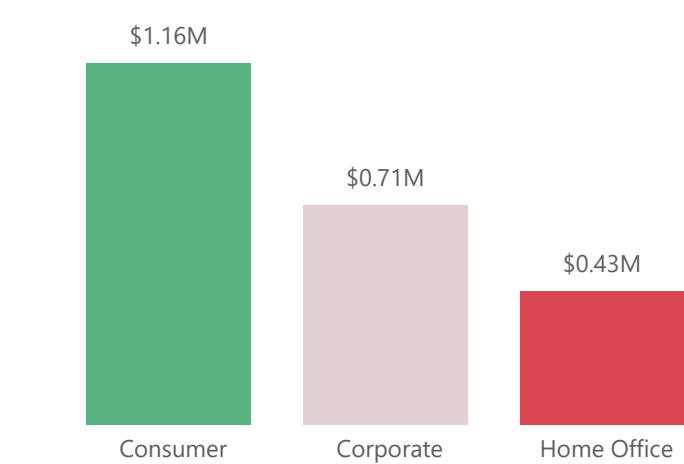
Sales by Category and Sub-Category



Top 5 Sales Representatives



Sales by Segment



Customer Insights

Category, Sub-Category

All

Customer Name

All

Region, City

All

Segment

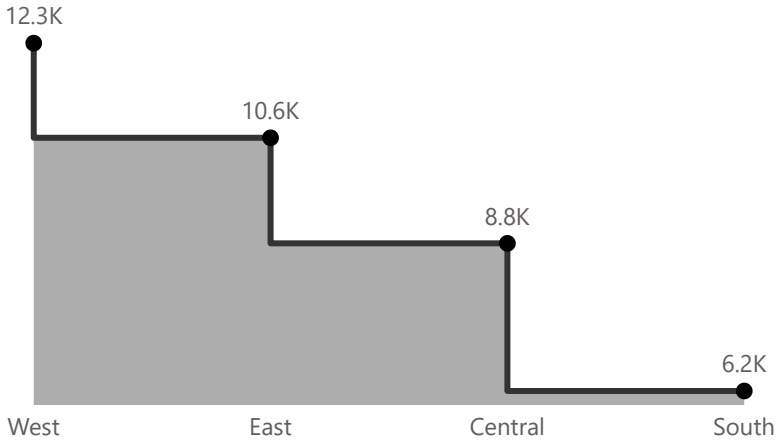
All

Date

1/3/2014

12/30/2017

Quantity Sold Per Region

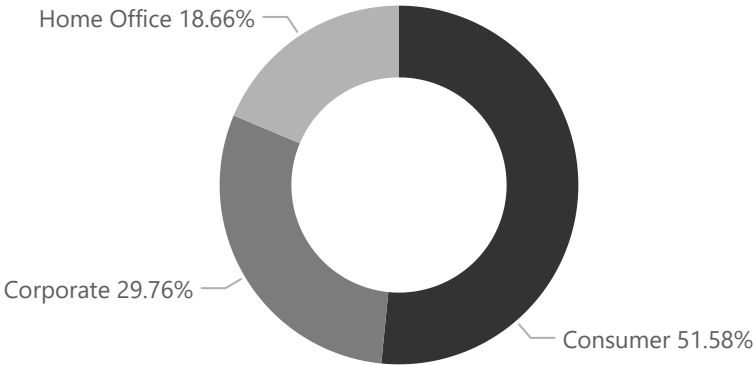


Total Customers

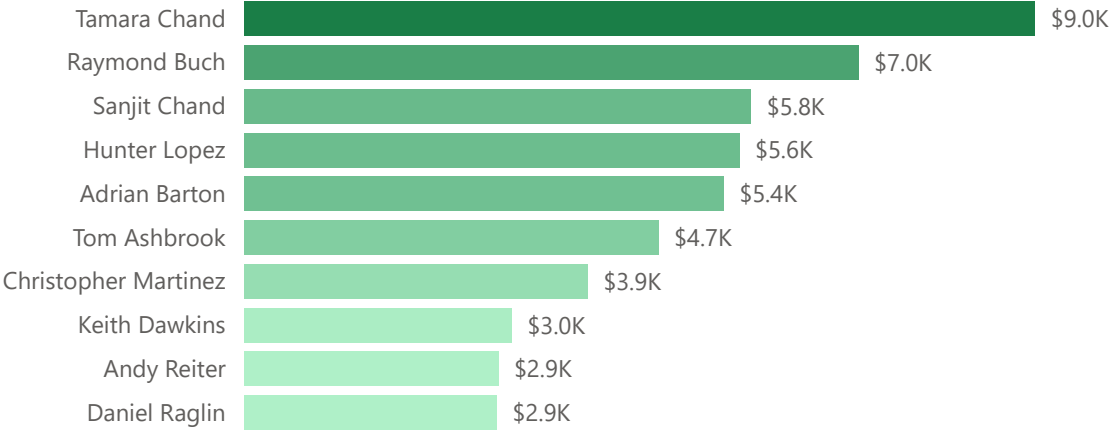
793

PY 782
vs PY 1.41%

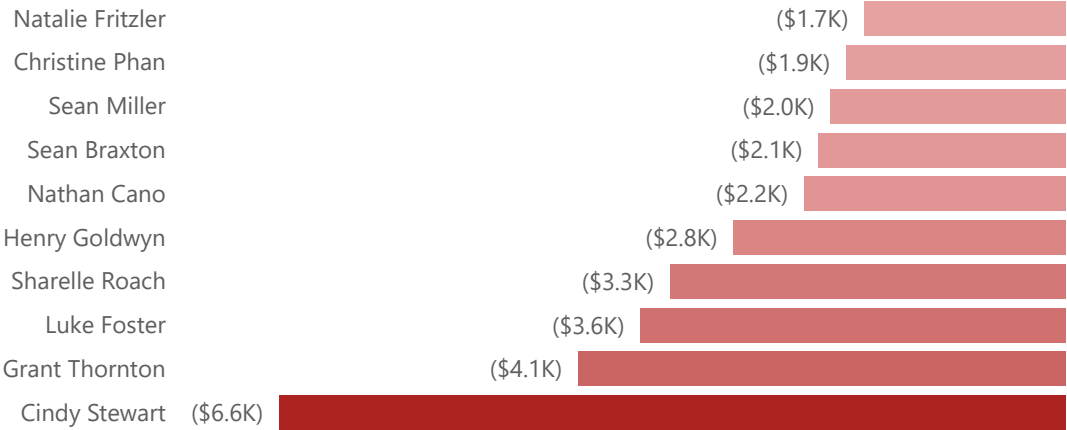
Customer Distribution Per Segment



Top 10 Profitable Customers



Least Profitable Customers



Order and Shipping Analysis

Category, Sub-Category ▼
All ▼

Customer Name ▼
All ▼

Region, City ▼
All ▼

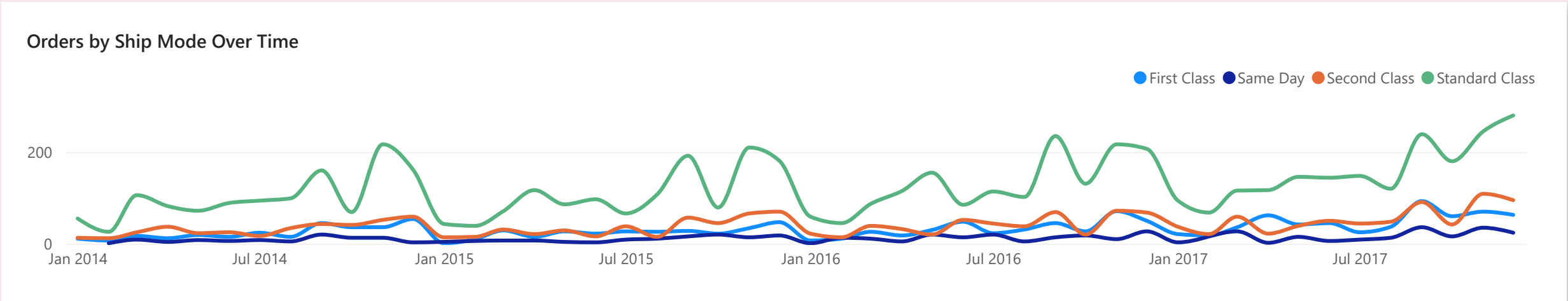
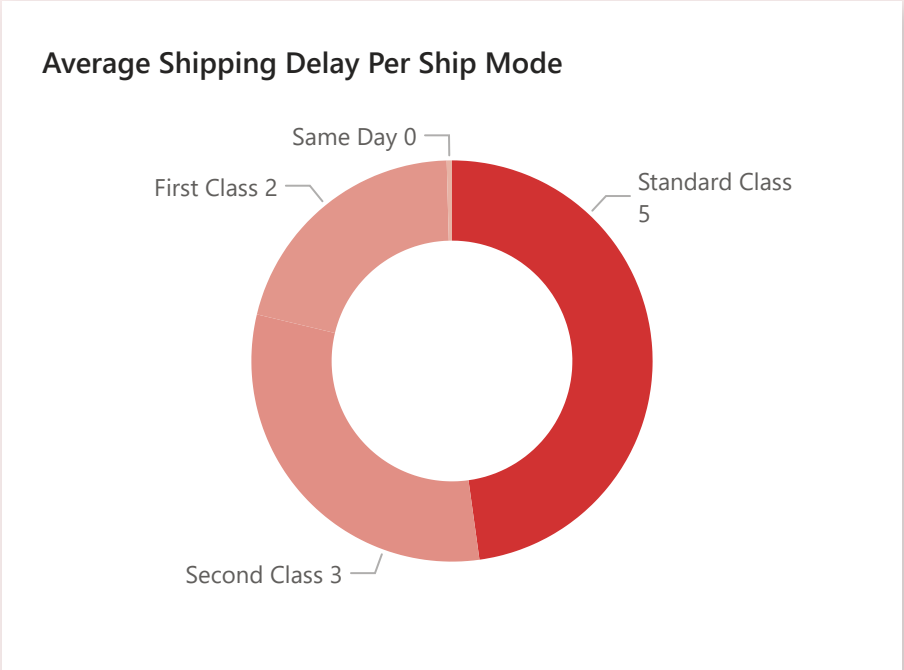
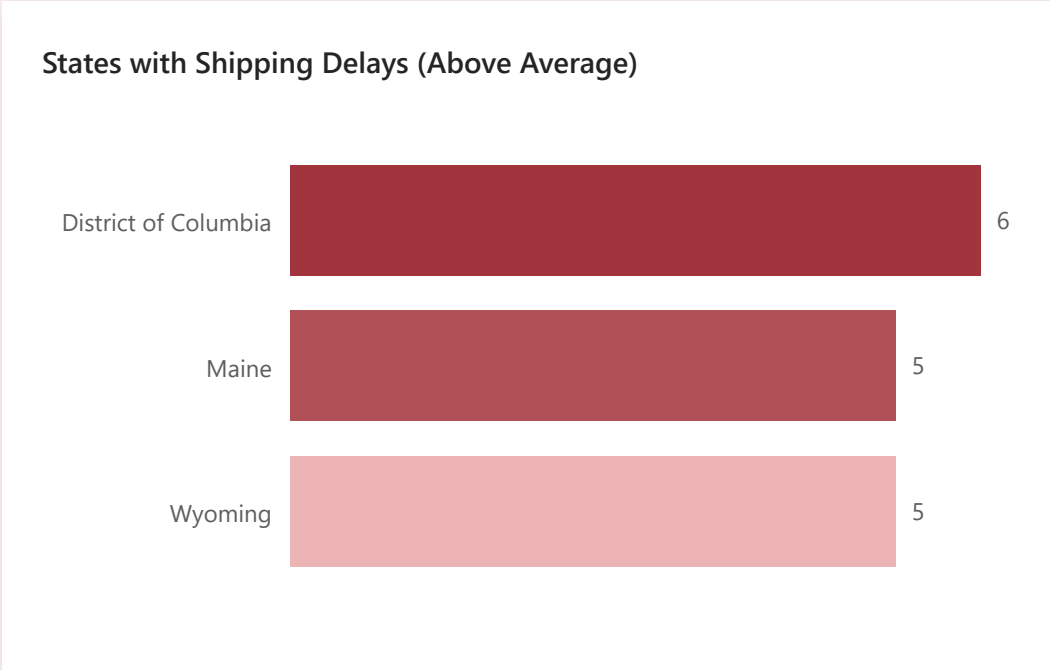
Segment ▼
All ▼

Date ▼
1/3/2014 📅 12/30/2017 📅

Total Orders
5K

Avg Shipping Delay
4

Most Used Ship...
Standard Class



Product Performance

Category, Sub-Category ▾
All ▾

Customer Name ▾
All ▾

Region, City ▾
All ▾

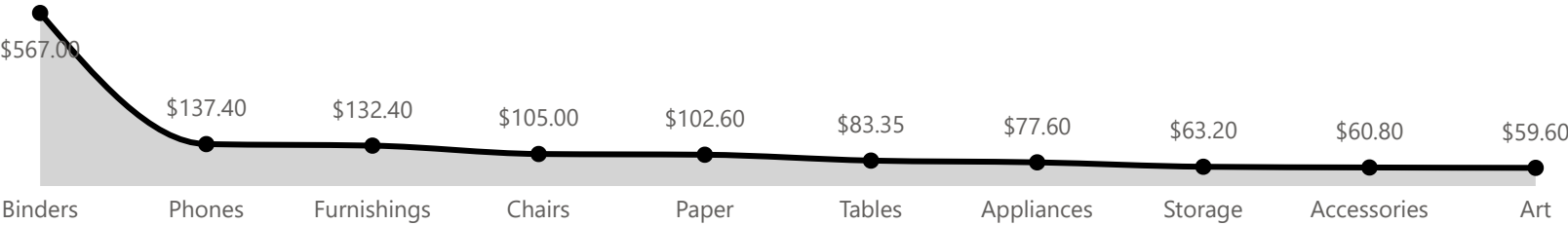
Segment ▾
All ▾

Date ▾
1/3/2014 📅 12/30/2017 📅

Sales and Profit Per Product

Category	Total Sales	Total Profit
▢ Furniture	\$741,999.80	\$18,451.27
Bookcases	\$114,880.00	(\$3,472.56)
Chairs	\$328,449.10	\$26,590.17
Furnishings	\$91,705.16	\$13,059.14
Tables	\$206,965.53	(\$17,725.48)
▢ Office Supplies	\$719,047.03	\$122,490.80
Appliances	\$107,532.16	\$18,138.01
Art	\$27,118.79	\$6,527.79
Binders	\$203,412.73	\$30,221.76
Envelopes	\$16,476.40	\$6,964.18
Fasteners	\$3,024.28	\$949.52
Labels	\$12,486.31	\$5,546.25
Paper	\$78,479.21	\$34,053.57
Storage	\$223,843.61	\$21,278.83
Supplies	\$46,673.54	(\$1,189.10)
▢ Technology	\$836,154.03	\$145,454.95
Accessories	\$167,380.32	\$41,936.64
Copiers	\$149,528.03	\$55,617.82
Machines	\$189,238.63	\$3,384.76
Phones	\$330,007.05	\$44,515.73
Total	\$2,297,200.86	\$286,397.02

Top 10 Discounted Products



Profit Margin Per Product

