

Superstore Dashboard

Hey, Datafam!

Let's have a look at the superstore indicators and the opportunities it has to be optimized.

Description

The Superstore Dashboard provides us an overview about information of the most recent orders and the principal metrics of them.

In addition, much of this information can be detailed by the filters placed in the navbar. Have a better understanding by interacting with these filters and use your insights to plan some management strategy to optimize these data.



\$733.2k

Total Sales

\$93.4k

Total Profit

12.5k

Total Quantity

\$518

Total Discount



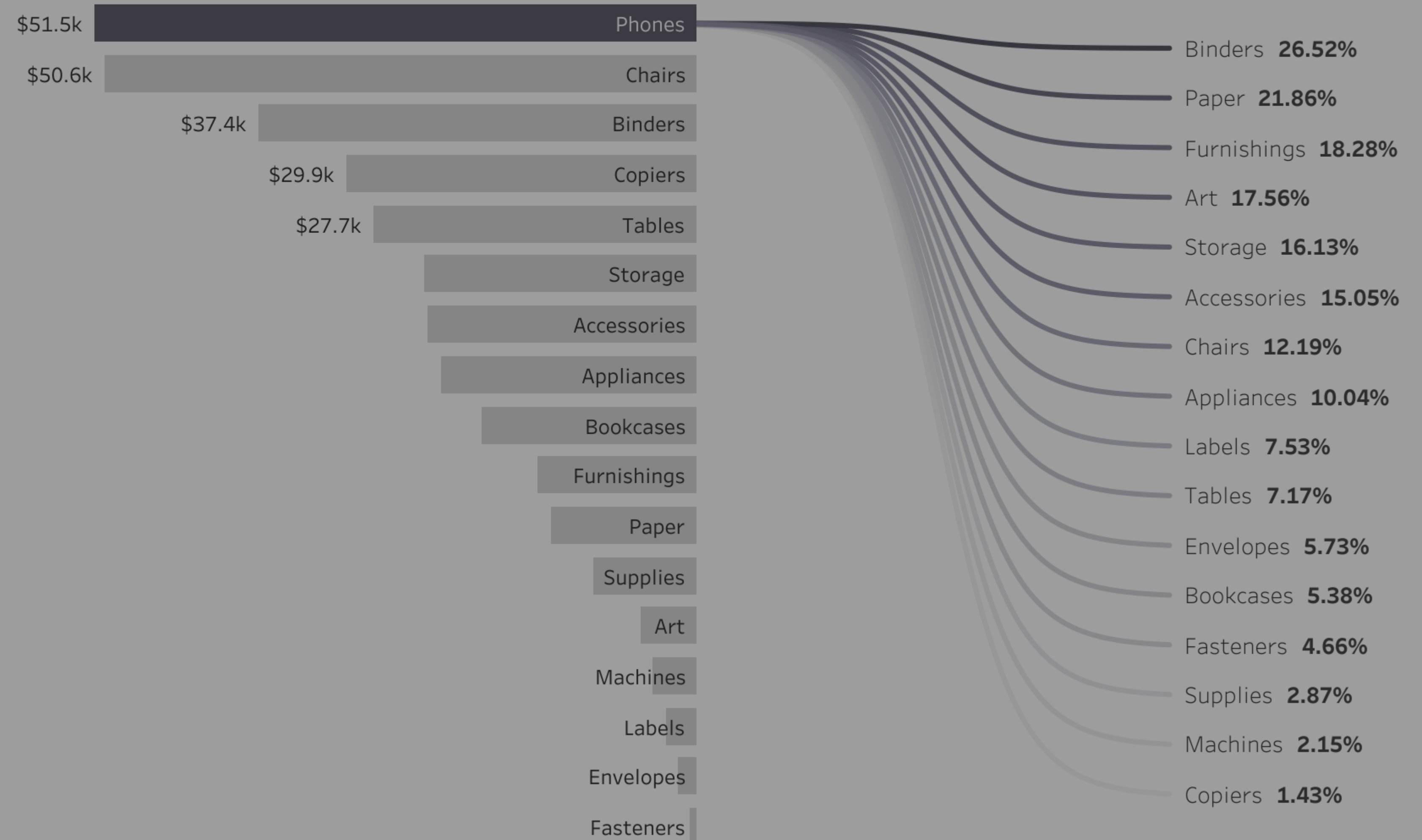
Navigation Menu

- Overview
- Product Analysis
- Regional Analysis
- Order Details



Sales by Sub-Category and Its Market Basket

Click on a Bar to drill down the Market Basket for the selected sub-category.





Filter Menu

Year
2021

Month
All

Region
All

State
All

City
All

Segment
Consumer

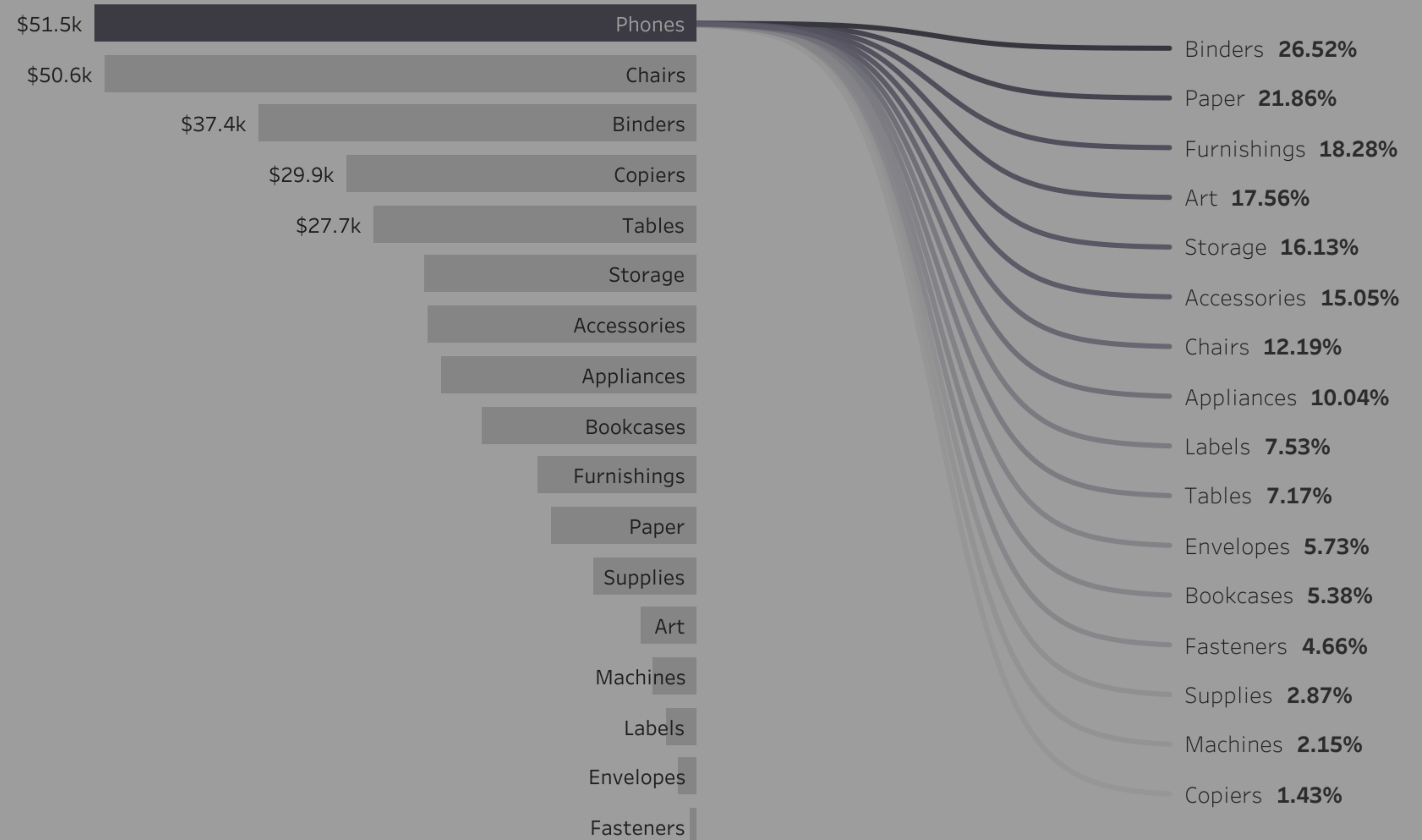
ALYSIS

Last Update: 12/30/2021



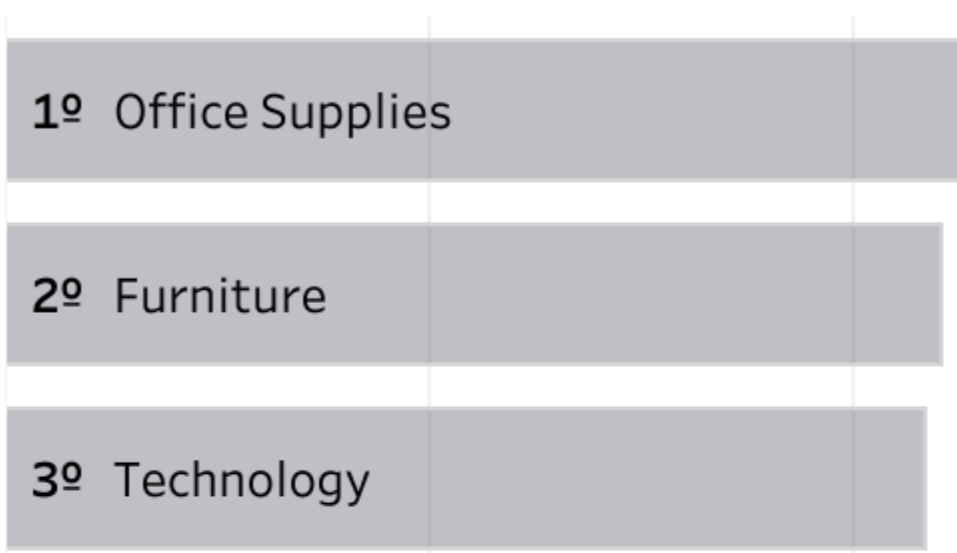
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Sales by Category



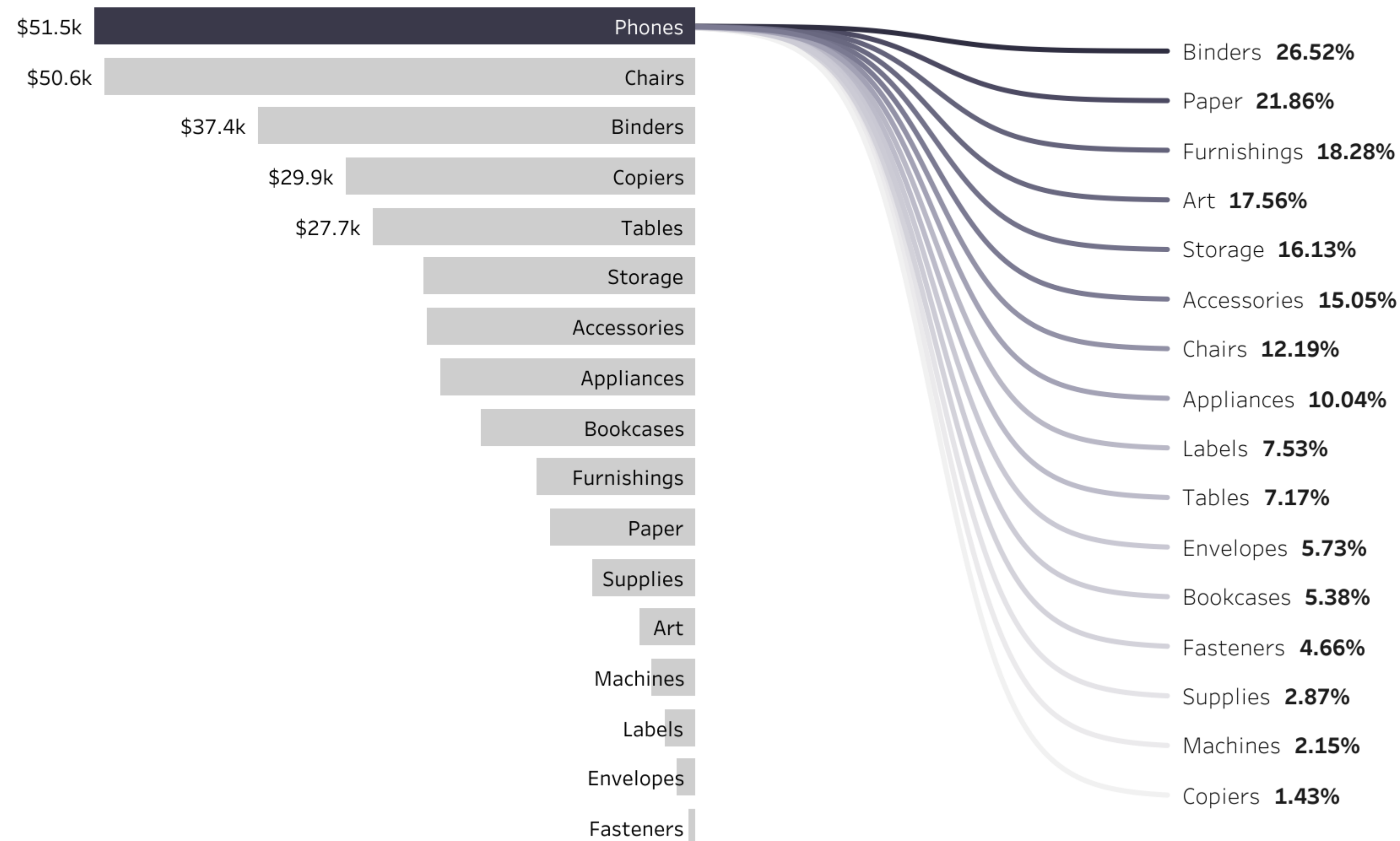
Top 5 Products

Canon imageCLASS 2200 Advanced Copier	\$24,500
Samsung Galaxy Mega 6.3	\$8,568
GBC DocuBind TL300 Electric Binding System	\$8,252
Martin Yale Chadless Opener Electric Letter Opener	\$7,662
HON 5400 Series Task Chairs for Big and Tall	\$7,220



Sales by Sub-Category and Its Market Basket

Click on a Bar to drill down the Market Basket for the selected sub-category.





Top 1 City

New York City

Sales of **\$35,230** and It represents **10.61%** of total.



Top 1 Postal Code

10035

Sales of **\$17,911** and It represents **5.40%** of total.



Sales by All Regions

Click on a Region to drill down the Map for the selected Region.



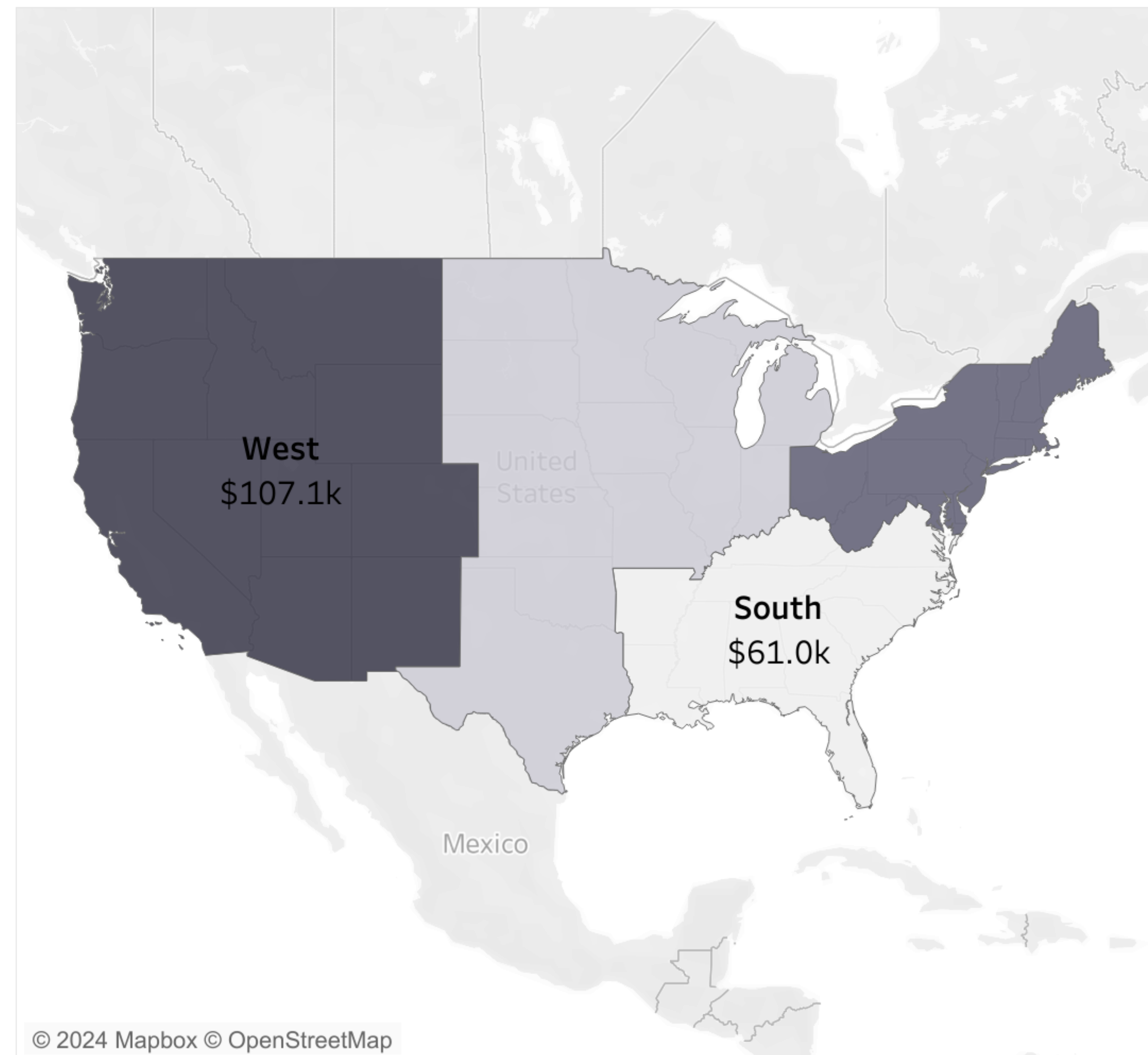
Top Cities

2º	Seattle	
3º	Philadelphia	
4º	Los Angeles	
5º	San Francisco	
6º	Newark	
7º	Columbus	
8º	Houston	
9º	Jackson	
10º	Jacksonville	



Top Postal Codes

2º	98115	
3º	19134	
4º	19711	
5º	10009	
6º	94110	
7º	94122	
8º	98103	
9º	90049	
10º	49201	





Details

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales	Profit	Profit Ratio	Discount	Quantity
CA-2021-100013	Zuschuss Carroll	11/6/2021	11/11/2021	Standard Class	\$30	\$12.22	41.1%	\$0.00	5
CA-2021-100097	Michael Nguyen	11/26/2021	11/29/2021	Second Class	\$1,115	\$302.47	27.1%	\$0.00	10
CA-2021-100111	Seth Vernon	9/20/2021	9/26/2021	Standard Class	\$7,360	\$1,571.80	21.4%	\$0.60	52
CA-2021-100160	Cassandra Brandow	9/7/2021	9/11/2021	Standard Class	\$50	\$16.96	34.1%	\$0.60	11
CA-2021-100230	Allen Arnold	12/11/2021	12/15/2021	Standard Class	\$150	\$42.36	28.3%	\$0.20	6
CA-2021-100356	Susan Pistek	10/21/2021	10/25/2021	Standard Class	\$24	-\$62.38	-260.0%	\$0.80	2
CA-2021-100426	Dan Campbell	6/4/2021	6/8/2021	Standard Class	\$12	\$5.62	45.0%	\$0.00	2
CA-2021-100524	Chad McGuire	3/31/2021	4/2/2021	Second Class	\$782	\$220.23	28.1%	\$0.00	13
CA-2021-100601	Jay Kimmel	11/16/2021	11/20/2021	Standard Class	\$49	\$0.98	2.0%	\$0.00	7
CA-2021-100615	Sarah Jordon	4/20/2021	4/24/2021	Standard Class	\$347	-\$20.76	-6.0%	\$1.10	10
CA-2021-100622	Dave Kipp	11/3/2021	11/7/2021	Standard Class	\$1,031	\$316.94	30.7%	\$1.30	8
CA-2021-100636	Denny Ordway	6/26/2021	6/30/2021	Standard Class	\$273	\$0.00	0.0%	\$0.00	3
CA-2021-100811	Cindy Chapman	11/21/2021	11/24/2021	First Class	\$48	\$6.57	13.8%	\$0.40	6
CA-2021-100902	Clytie Kelty	11/17/2021	11/21/2021	Standard Class	\$699	\$201.67	28.8%	\$0.40	12
CA-2021-101042	Adrian Barton	11/19/2021	11/23/2021	Standard Class	\$844	\$224.45	26.6%	\$0.00	8
CA-2021-101049	Alan Shonely	6/21/2021	6/25/2021	Second Class	\$59	-\$31.92	-53.9%	\$0.90	11
CA-2021-101077	Duane Benoit	3/25/2021	3/30/2021	Second Class	\$7	\$2.14	31.3%	\$0.20	2
CA-2021-101210	Don Weiss	8/25/2021	8/28/2021	Second Class	\$13	\$2.77	21.1%	\$0.40	3
CA-2021-101273	Shui Tom	8/27/2021	8/30/2021	Second Class	\$14	\$0.90	6.3%	\$0.20	4
CA-2021-101434	Toby Ritter	6/20/2021	6/27/2021	Standard Class	\$250	\$76.80	30.7%	\$0.00	5