



Home & Office Items Sales Report



Total Profit by Region

West \$108,418.45 East \$91,522.78

Total Sales

\$2.30M

Total Profit

\$286.40K

Total Customers



793

Total Profit_2016

\$49.54K

Total Profit_2017

\$61.62K

24.37% ▲

Total Profit_2018

\$81.80K

32.74% ▲

Total Profit_2019

\$93.44K

14.24% ▲

AN EXPLORATORY DATA ANALYSIS OF SAMPLE SUPERSTORE DATASET

BY

INNOCENT OWOBU

January 2023



Home & Office Items Sales/Profit Report



Total Sales by Sub-Category

Phones \$330,007.05

Chairs \$328,

Total Sales

\$2.30M

Total Profit

\$286.40K

Total Customers



793

Total Order



5009

Total Profit_2016

\$49.54K

Total Profit_2017

\$61.62K

24.37% ▲

Total Profit_2018

\$81.80K

32.74% ▲

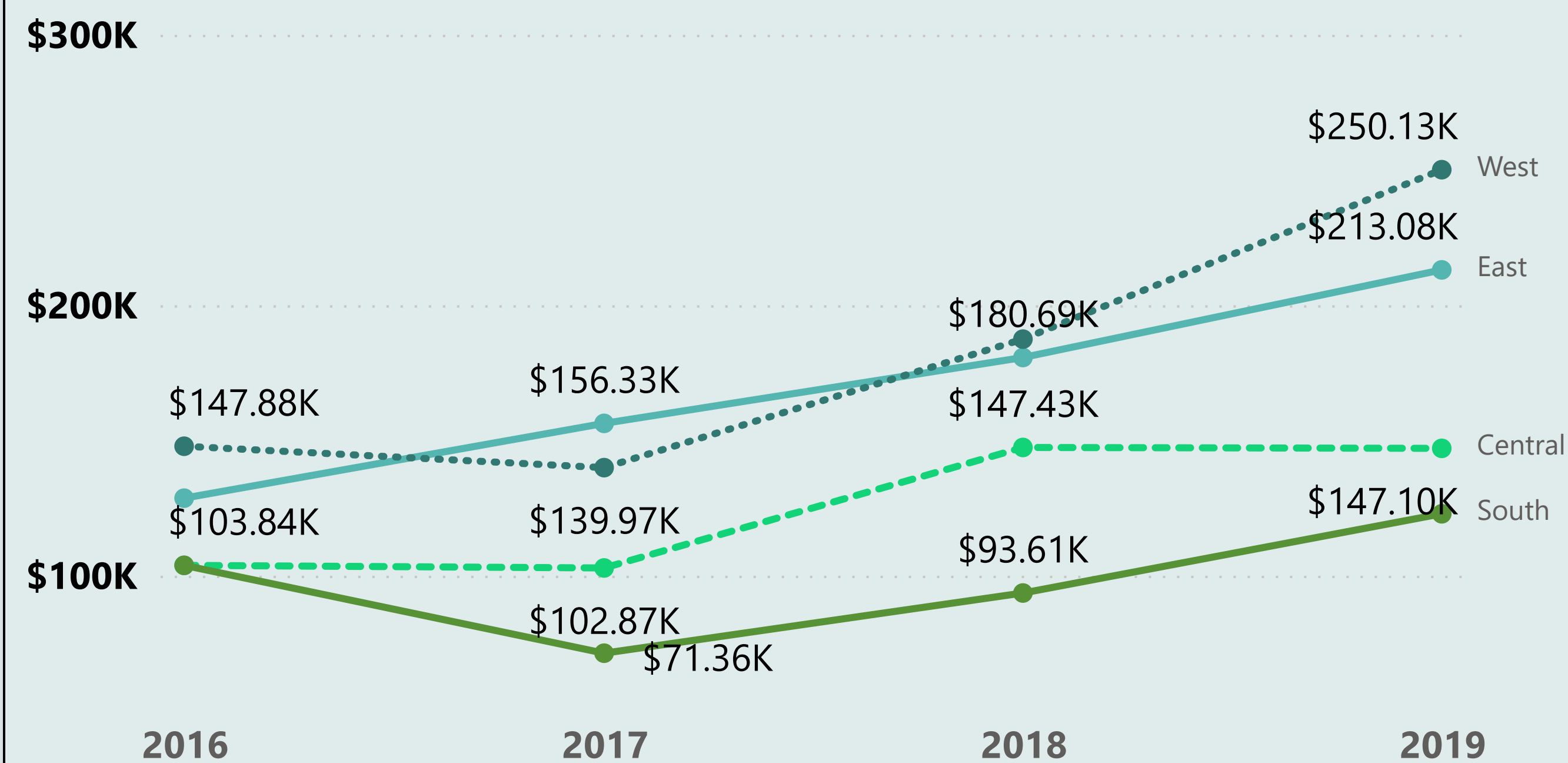
Total Profit_2019

\$93.44K

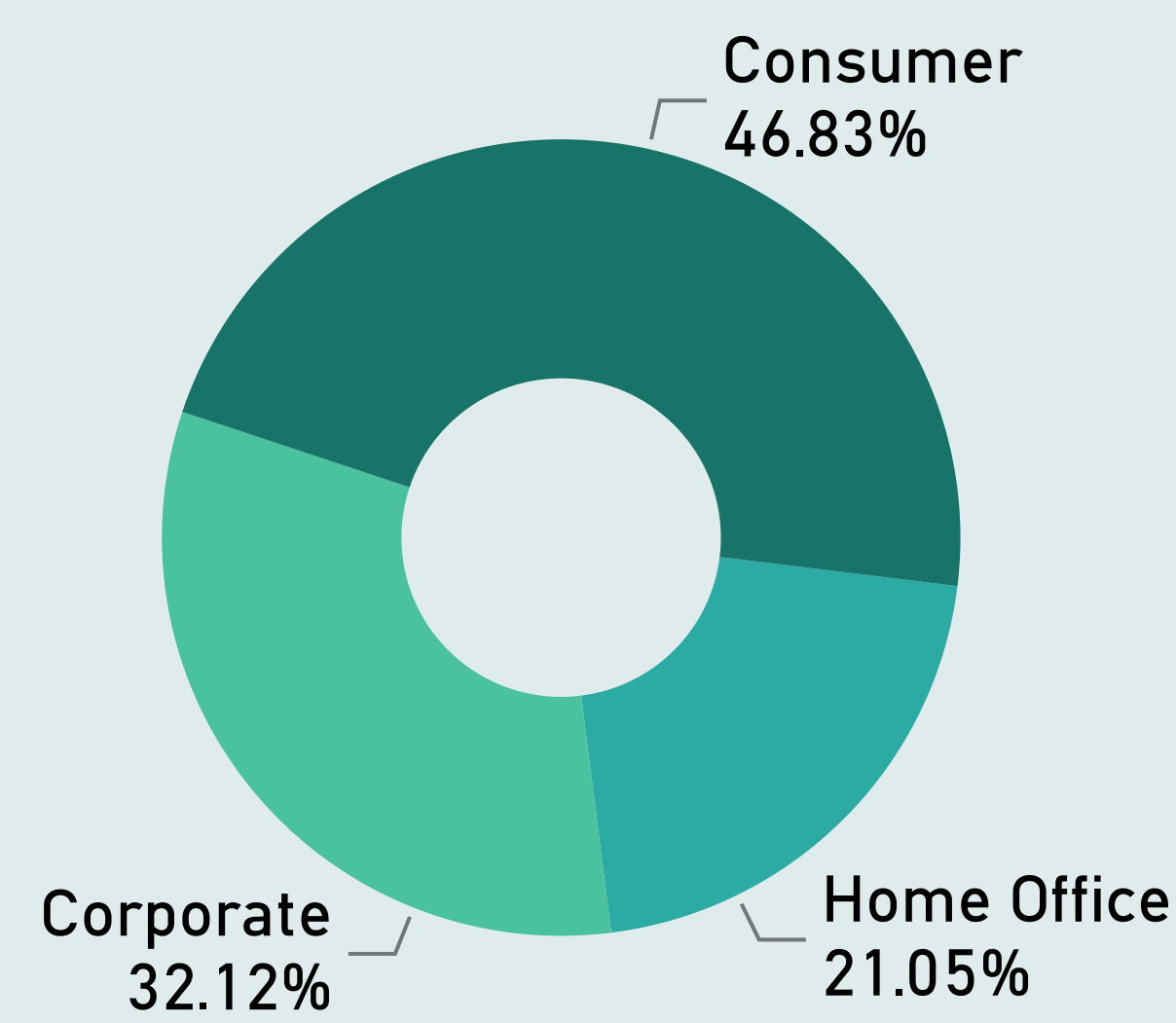
14.24% ▲

Total Sales by Year and Region

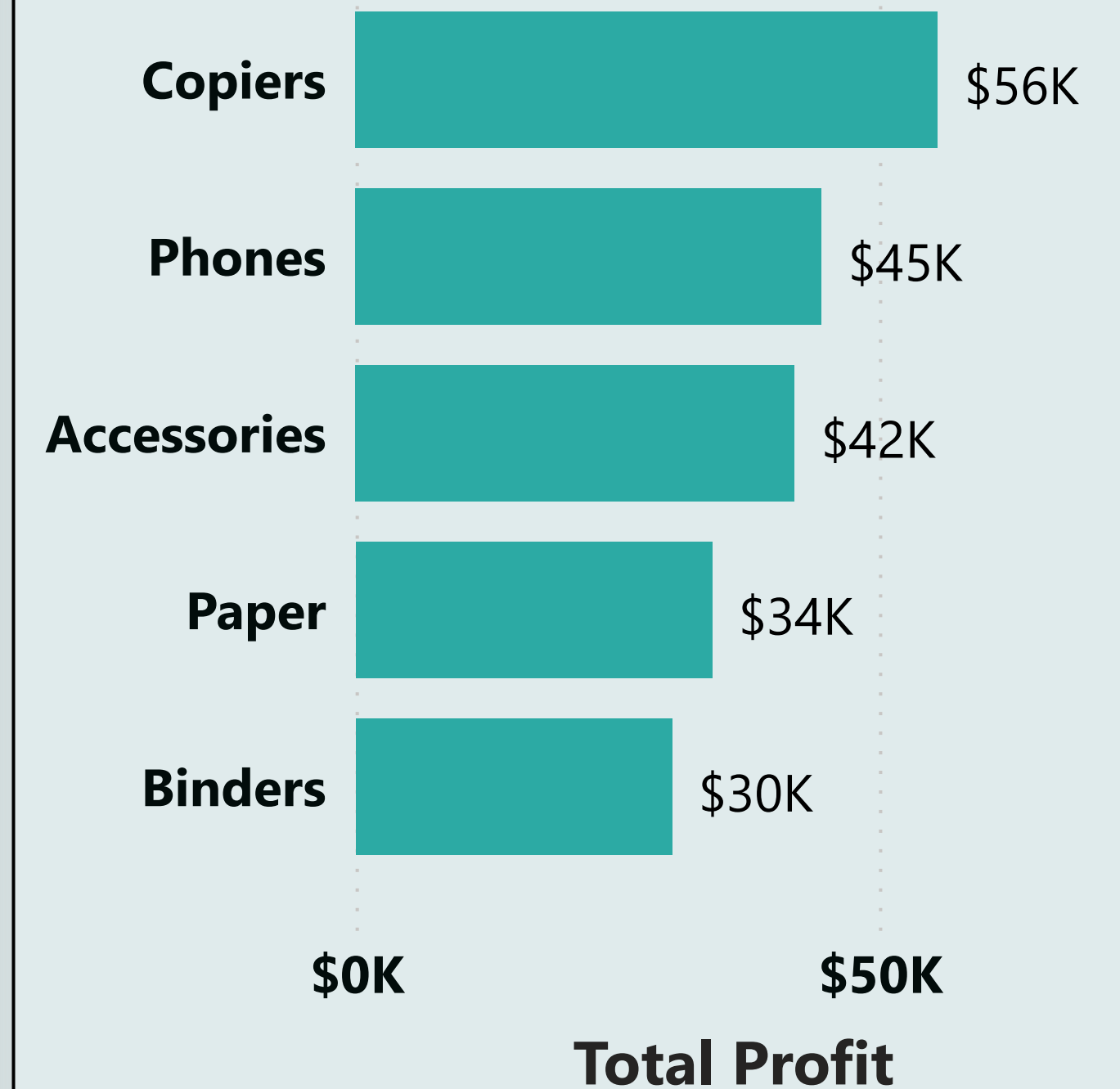
Region ● Central ● East ● South ● West



Total Profit by Segment

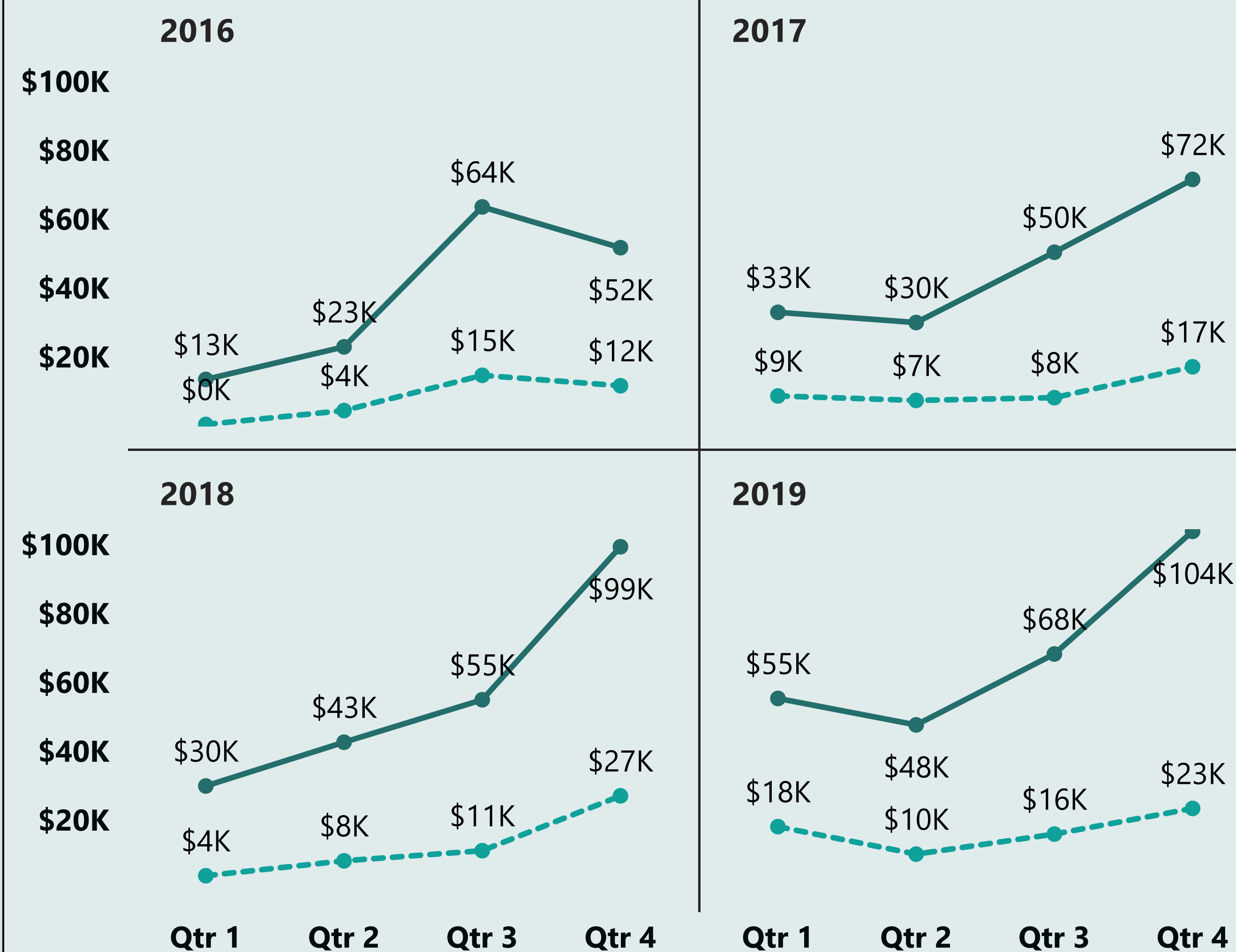


Total Profit by Sub-Category



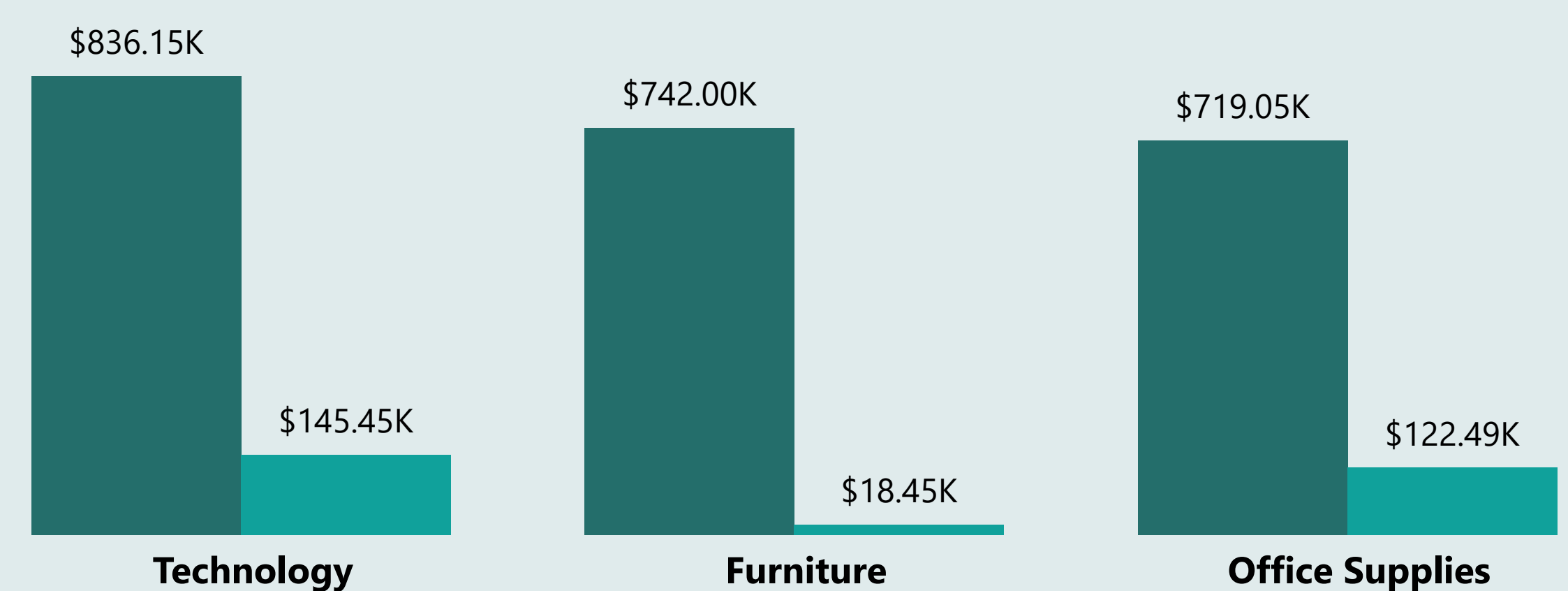
Quarterly Total Sales Vs Total Profit

● Total Profit ● Total Sales



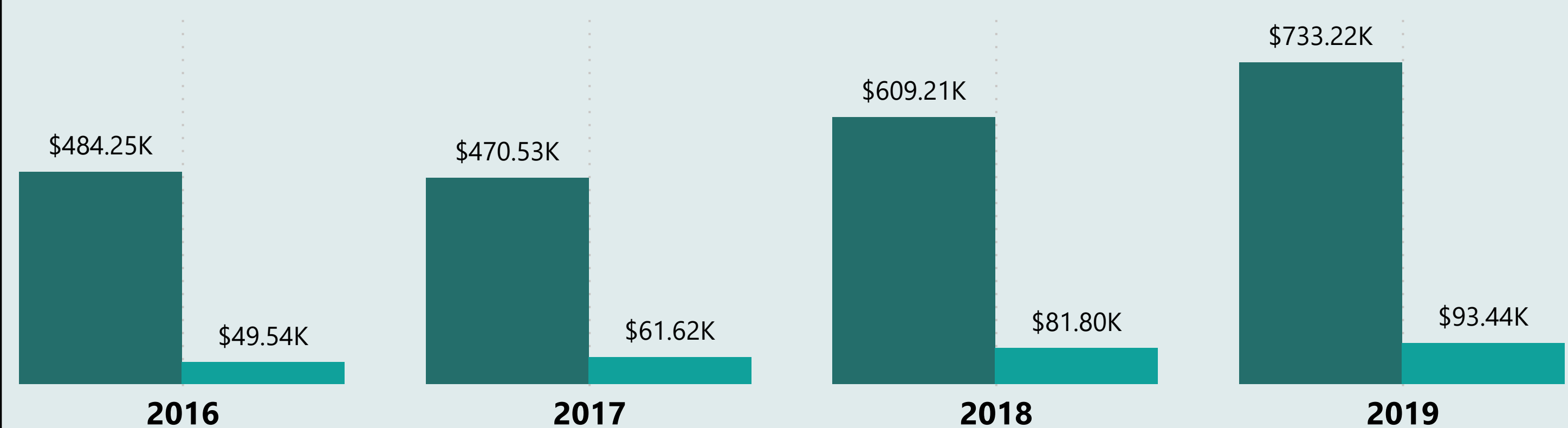
Total Sales and Total Profit by Category

● Total Sales ● Total Profit



Total Sales and Total Profit by Year

● Total Sales ● Total Profit





Home & Office Items Sales Report



Total Sales by Category

Technology \$836,154.03

Furniture \$1,458,345.97

Total Sales

\$2.30M

Total Profit

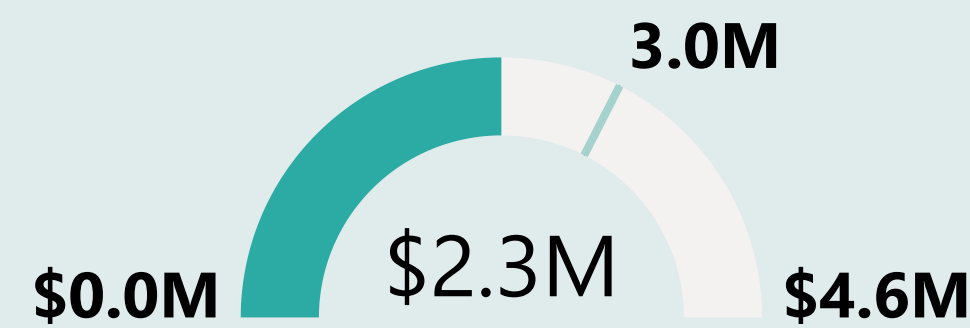
\$286.40K

Total Order



5009

Total Sales vs Sales Target



Select Region

Central

South

East

West

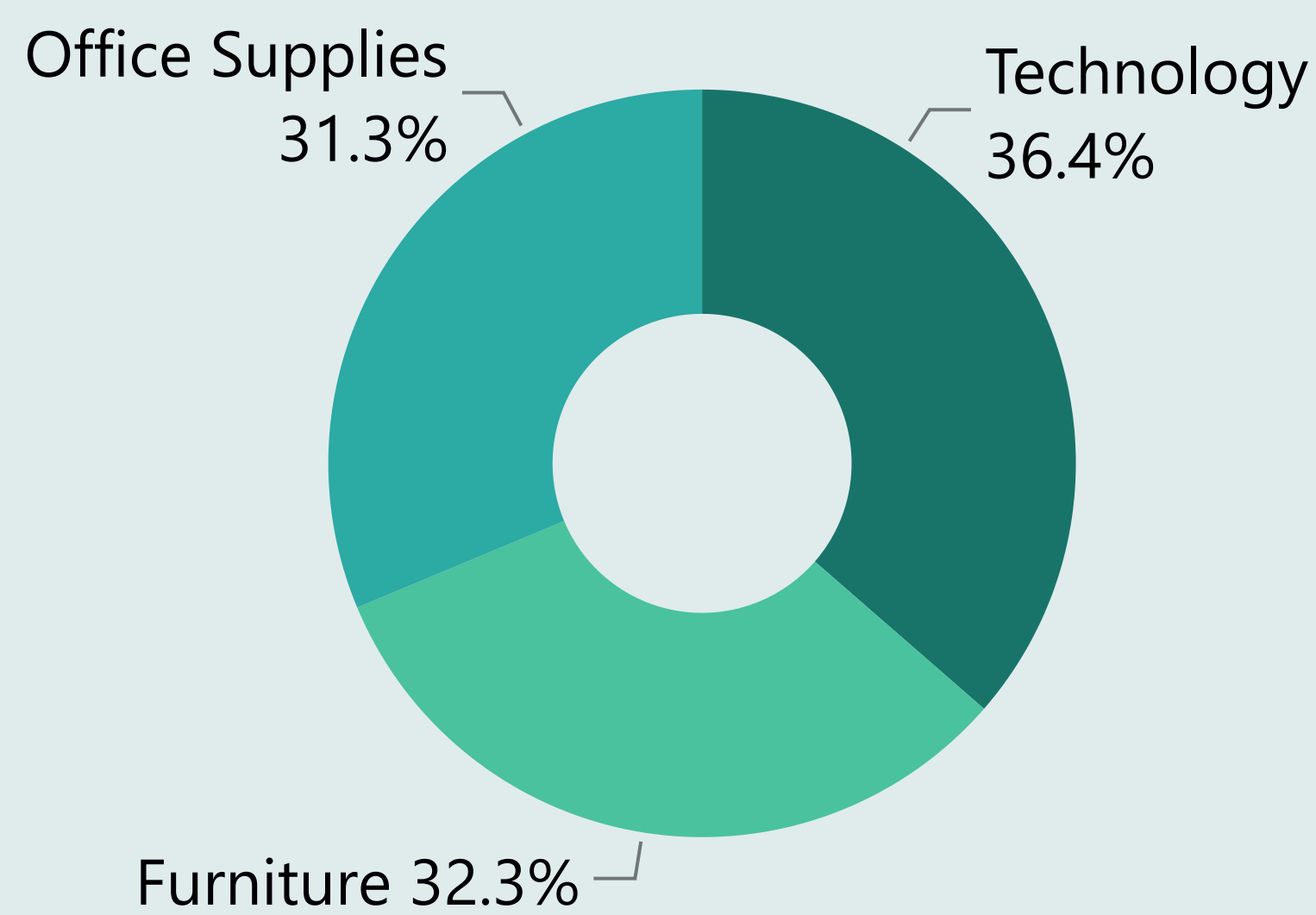
Select Year

2016

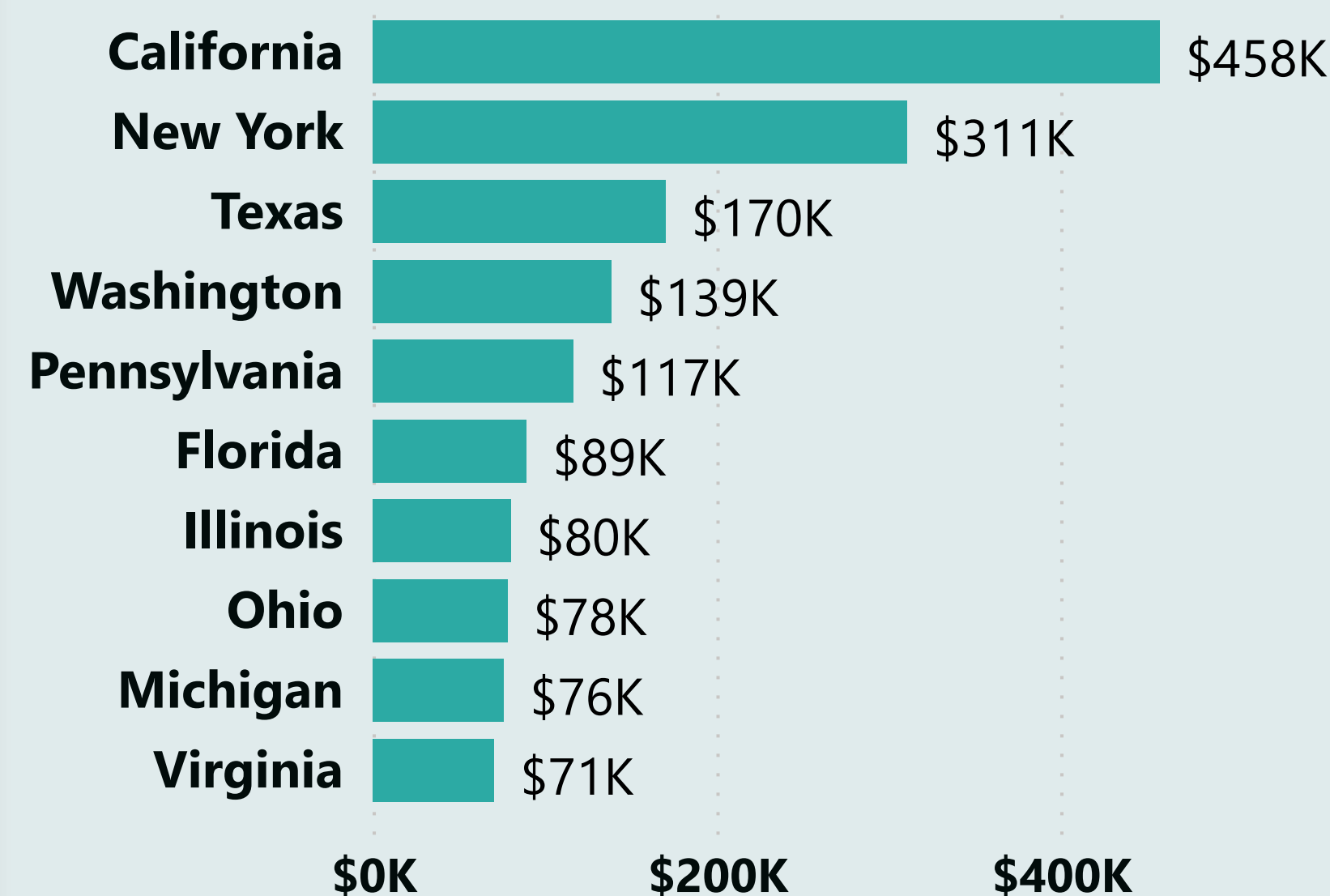
2017

2018

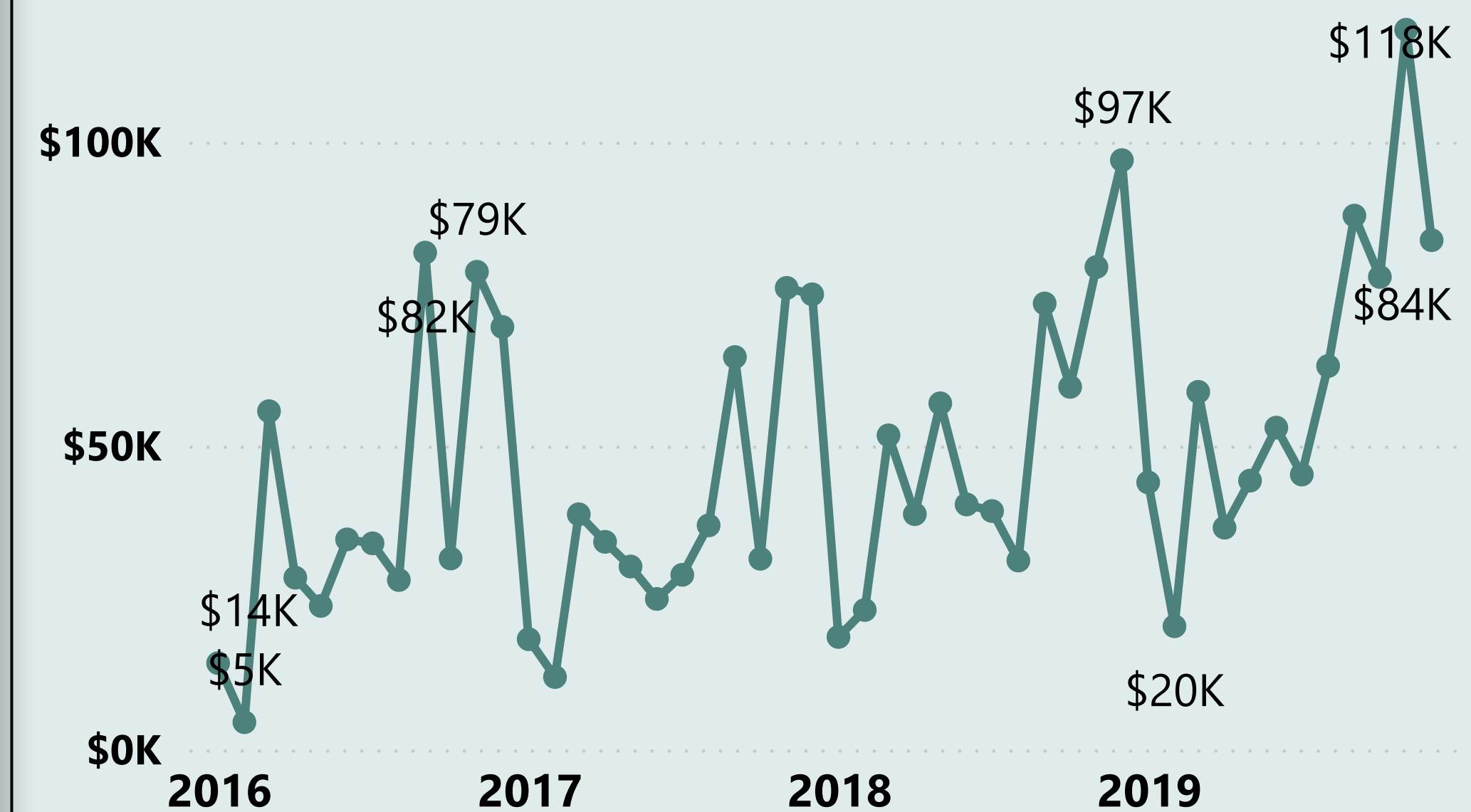
Total Sales by Category



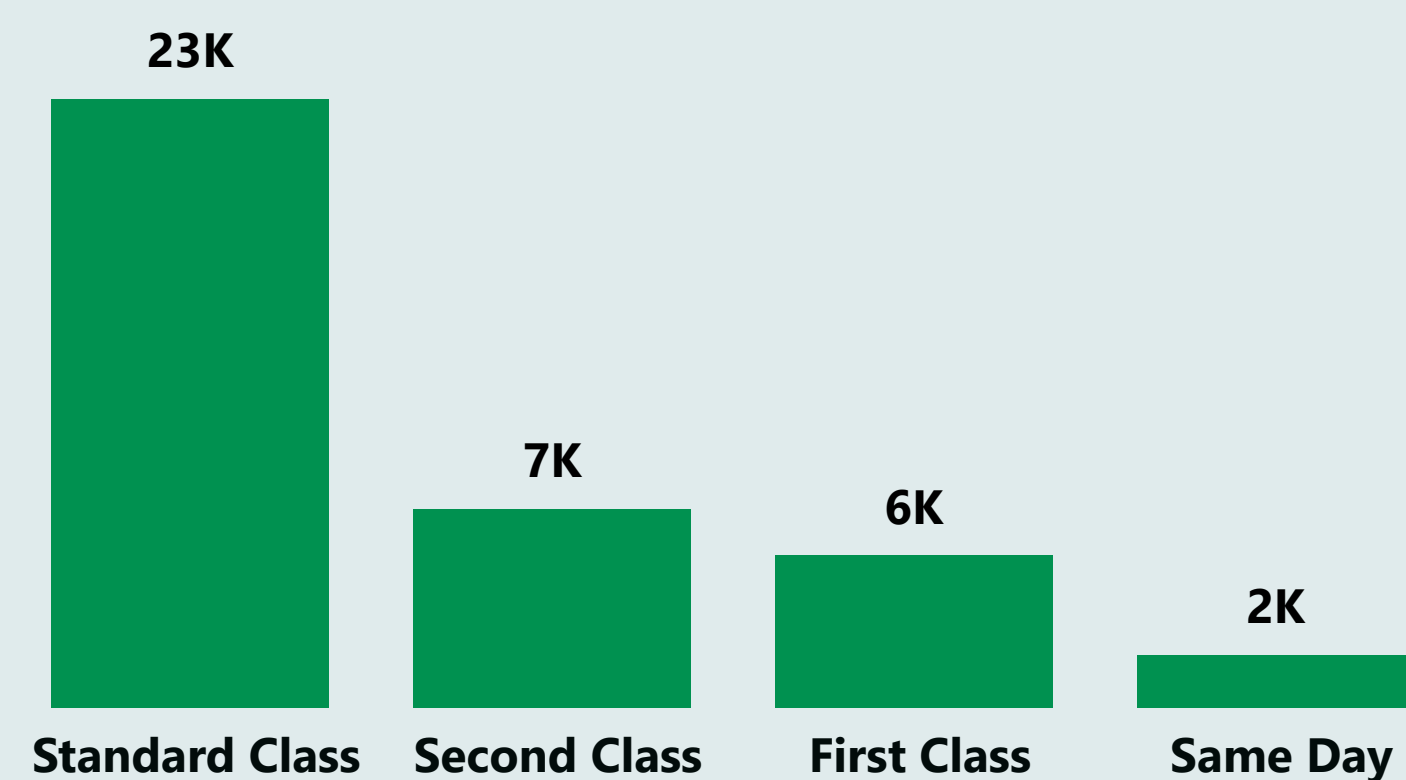
Top 10 States by Sales



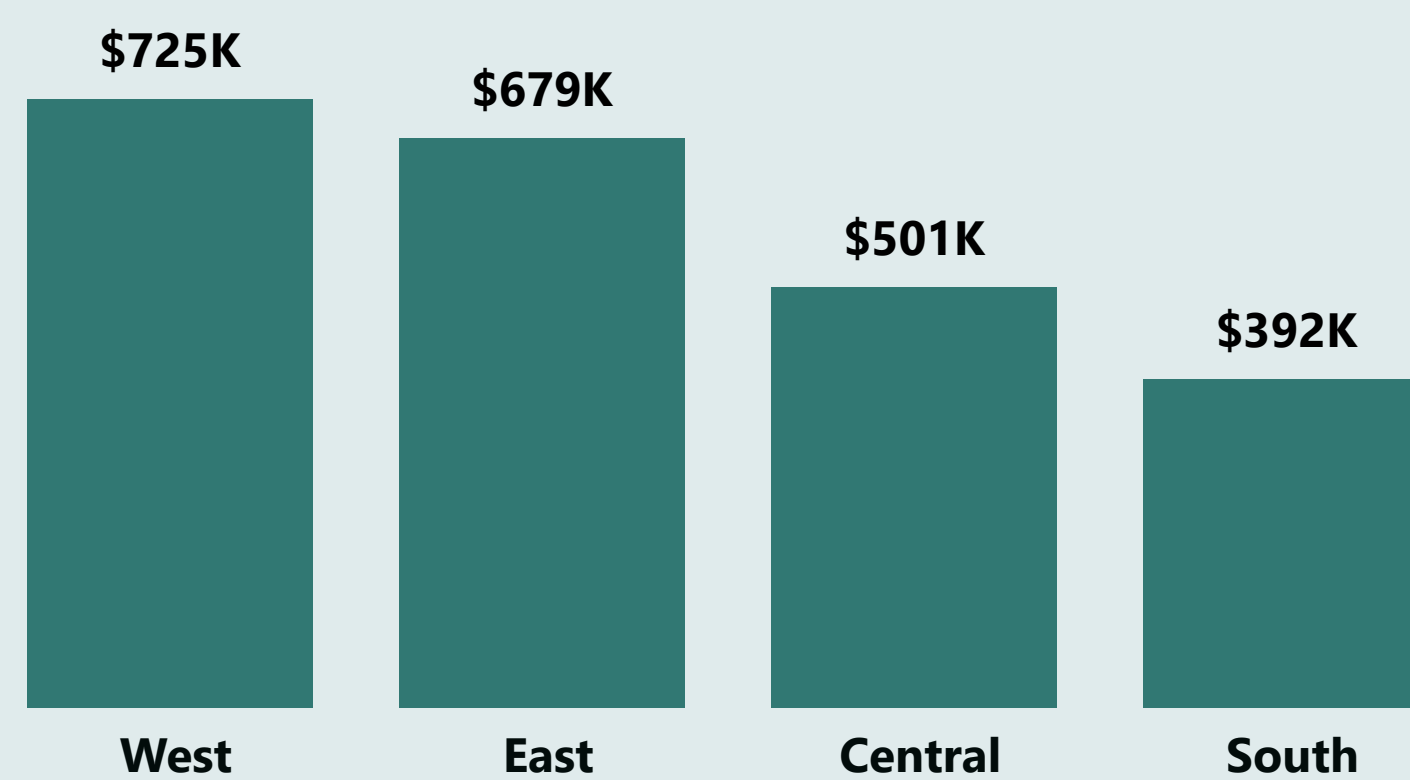
Total Sales by Year, Quarter and Month



Quantity by Ship Mode



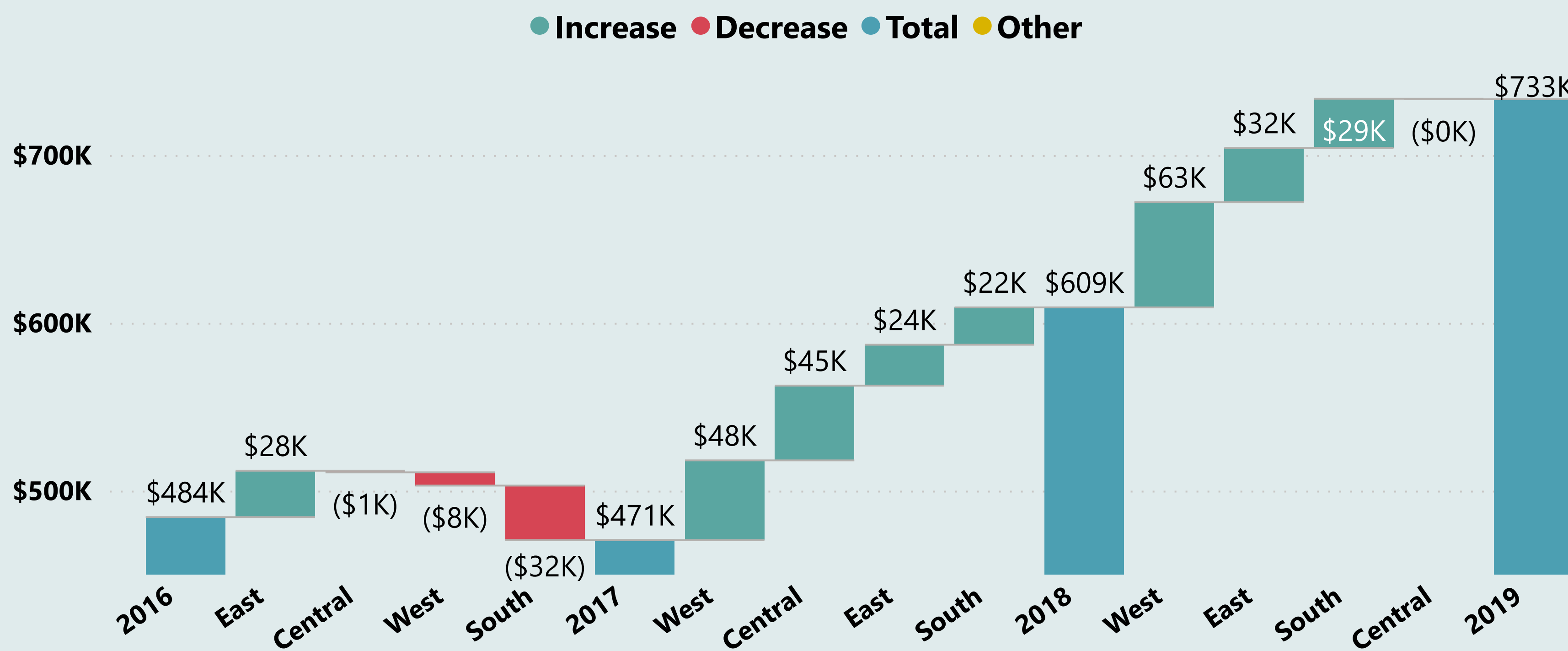
Total Sales by Region



Sales & Profit by Sub-Category

Sub-Category	Total Sales	Quantity	Total Profit
Copiers	\$149,528.03	234	\$55,617.82
Phones	\$330,007.05	3289	\$44,515.73
Accessories	\$167,380.32	2976	\$41,936.64
Paper	\$78,479.21	5178	\$34,053.57
Binders	\$203,412.73	5974	\$30,221.76
Chairs	\$328,449.10	2356	\$26,590.17
Storage	\$223,843.61	3158	\$21,278.83
Appliances	\$107,532.16	1729	\$18,138.01
Furnishings	\$91,705.16	3563	\$13,059.14
Envelopes	\$16,476.40	906	\$6,964.18
Art	\$27,118.79	3000	\$6,527.79
Labels	\$12,486.31	1400	\$5,546.25
Machines	\$189,238.63	440	\$3,384.76
Fasteners	\$3,024.28	914	\$949.52
Supplies	\$46,673.54	647	(\$1,189.10)
Bookcases	\$114,880.00	868	(\$3,472.56)
Tables	\$206,965.53	1241	(\$17,725.48)
Total	\$2,297,200.86	37873	\$286,397.02

Total Sales by Year and Region





Home & Office Items Sales Report



Total Profit by Sub-Category

Copiers \$55,617.82

Phones \$44,

Total Sales

\$2.30M

Total Profit

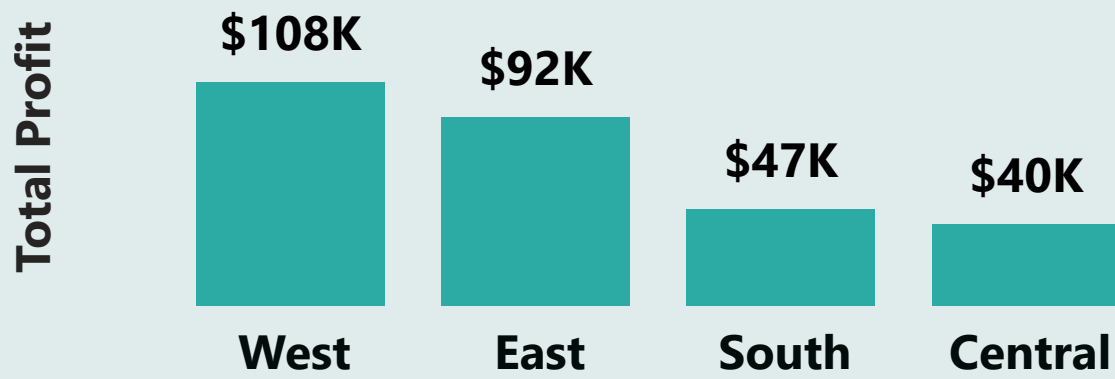
\$286.40K

Total Profit_2019

\$93.44K

14.24% ▲

Total Profit by Region



Select Region

Central

South

East

West

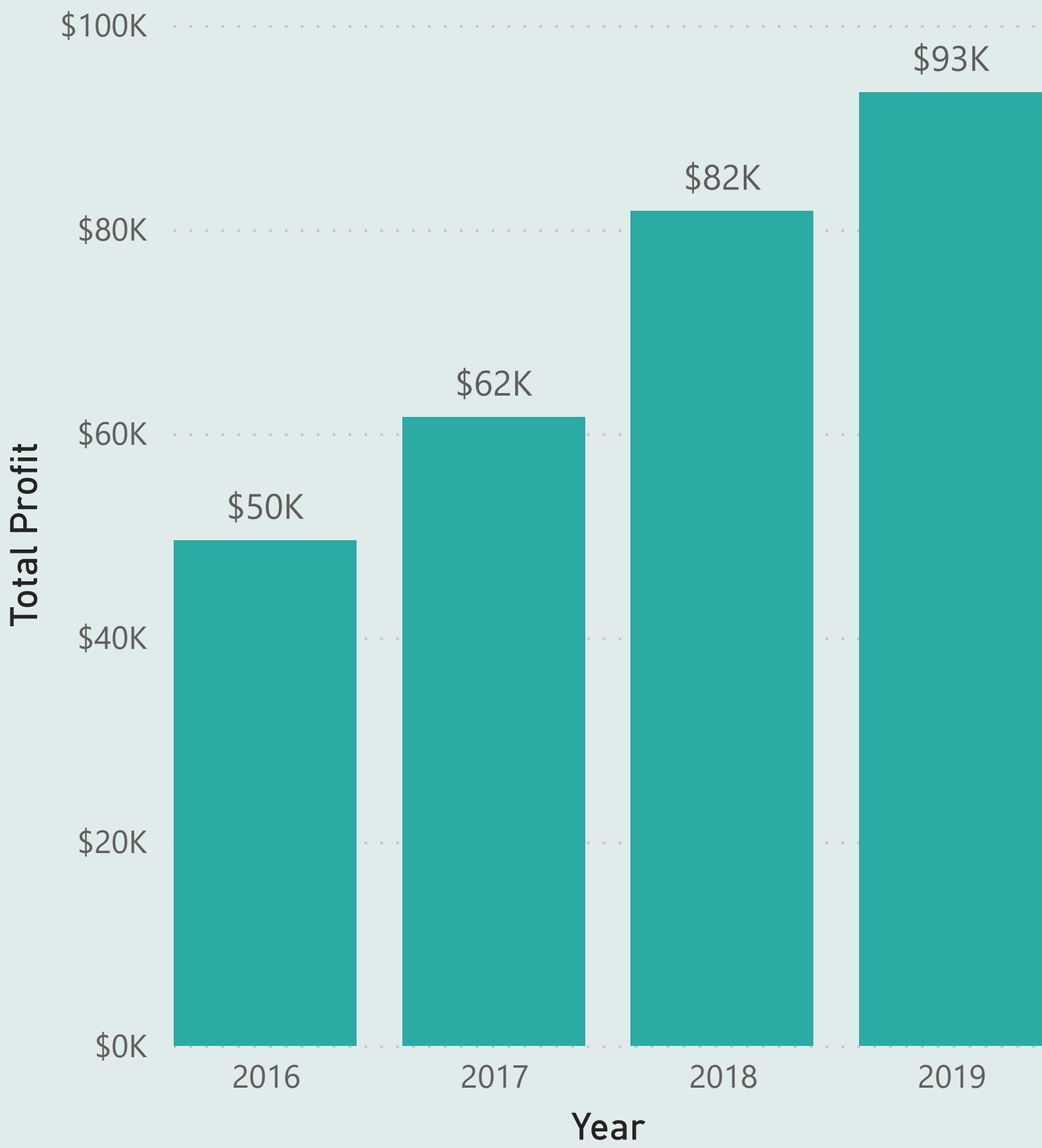
Select Year

2016

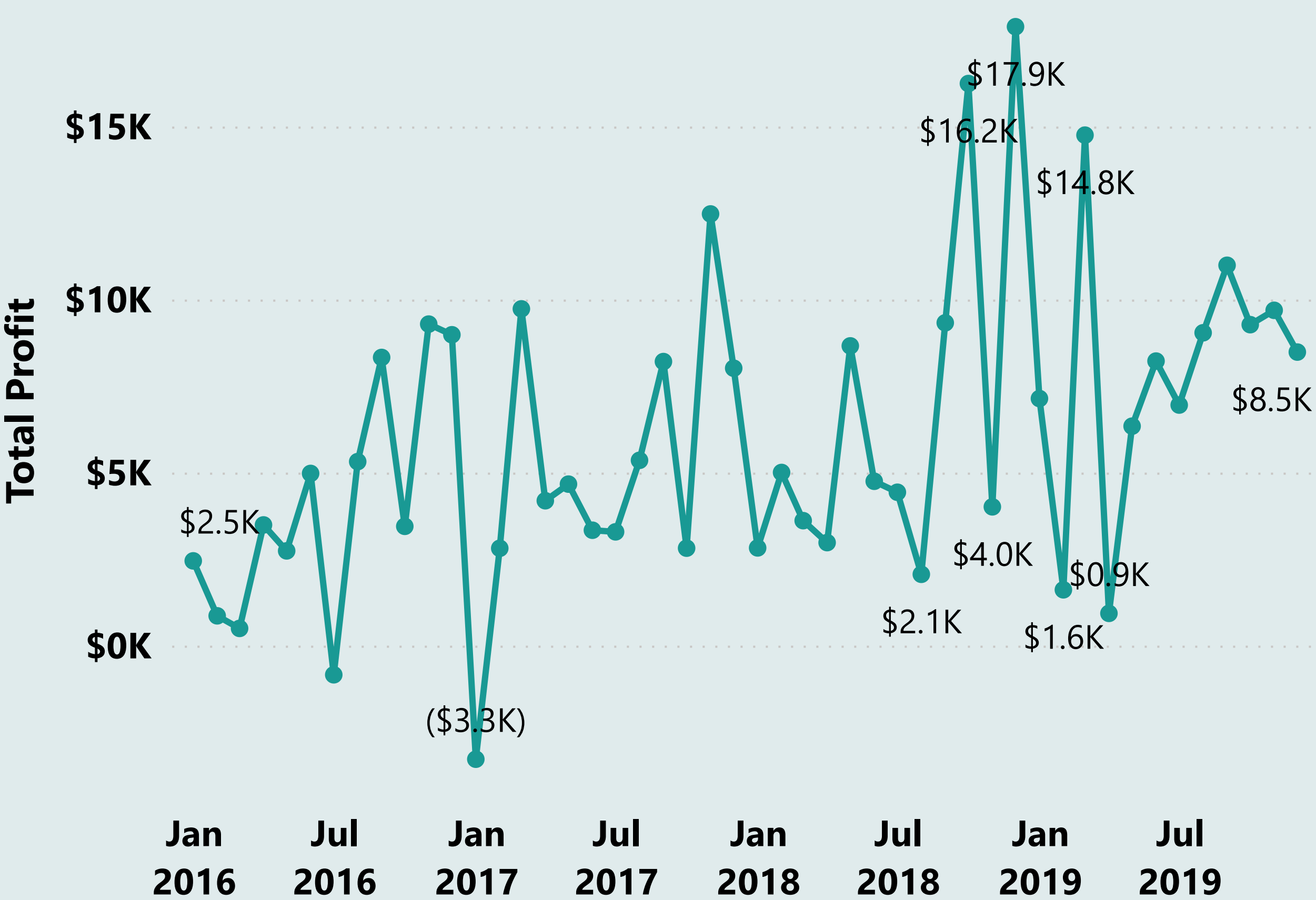
2017

2018

Total Profit by Year



Total Profit by Year, Quarter and Month



Top 7 Customers by Profit

Tamara Chand

\$8,981.32

Raymond Buch

\$6,976.10

Sanjit Chand

\$5,757.41

Hunter Lopez

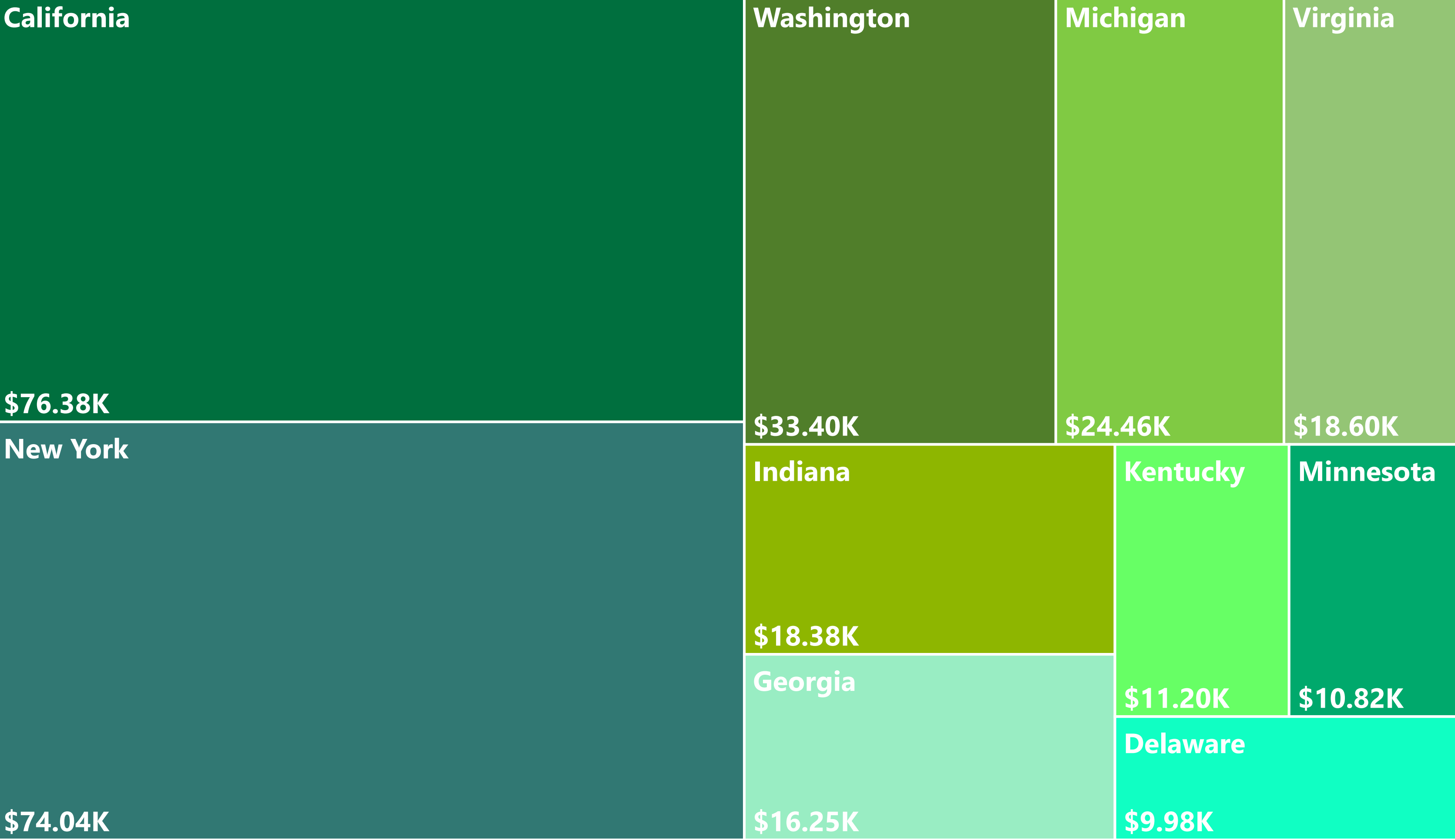
\$5,622.43

Adrian Barton

\$5,444.81

Tom Ashbrook

Top 10 States by Profit



Total Sales/ Total Profit by Region and Sub-Category

Region	Sub-Category	Total Sales	Total Profit
Central	Accessories	\$33,956.08	\$7,251.63
Central	Appliances	\$23,582.03	(\$2,638.62)
Central	Art	\$5,765.34	\$1,195.16
Central	Binders	\$56,923.28	(\$1,043.64)
Central	Bookcases	\$24,157.18	(\$1,997.90)
Central	Chairs	\$85,230.65	\$6,592.72
Central	Copiers	\$37,259.57	\$15,608.84
Central	Envelopes	\$4,636.87	\$1,777.53
Central	Fasteners	\$778.03	\$236.62
Central	Furnishings	\$15,254.37	(\$3,906.22)
Central	Labels	\$2,451.47	\$1,073.08
Central	Machines	\$26,797.38	(\$1,486.07)
Central	Paper	\$17,491.90	\$6,971.90
Central	Phones	\$72,403.28	\$12,323.03
Total		\$2,297,200.86	\$286,397.02



Home & Office Items Sales Report



Total Sales by Segment

Consumer \$1,161,401.34

Corporate

Total Sales

\$2.30M

Total Profit

\$286.40K

Total Profit_2019

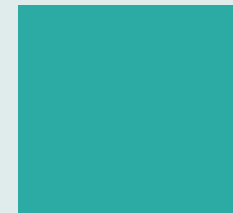
\$93.44K

14.24% ▲

Total Sales by Segment

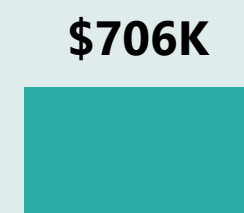
Total Sales

\$1,161K



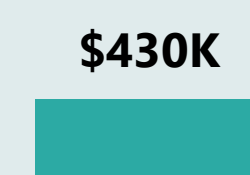
Consumer

\$706K



Corporate

\$430K



Home Off...

Select Region

Central

South

East

West

Select Year



2016



2017



2018

Sales Forecast for the first 6 Months in 2020

