



SUPERSTORE
ANALYTICS



Super Store Dashboard

Intro 🤝

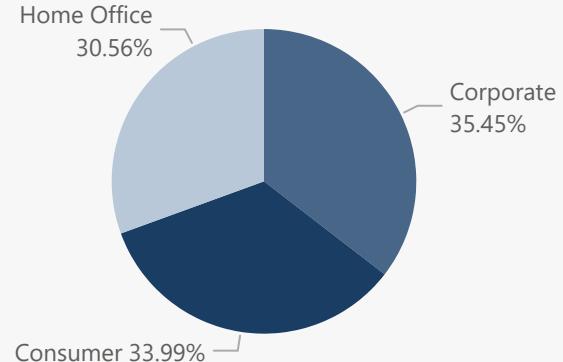
Business Overview 💼

Business Problem

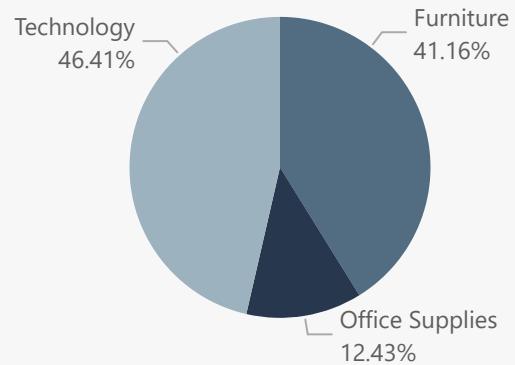
Product Performance

Geography Performance

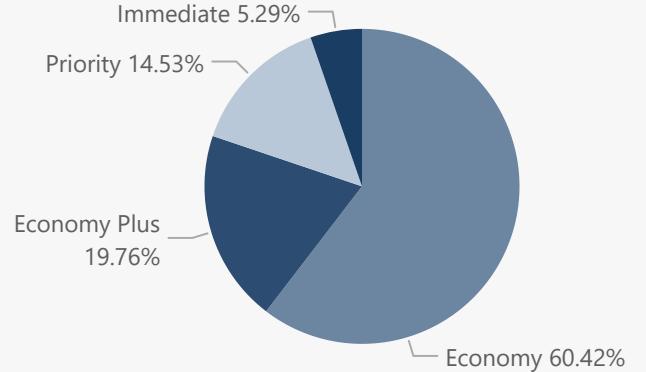
Profit | Customer Segment



Sales | Product Category



Order Volume | Shipping Method



Order Volume by Country



Total Units Sold

30K

Average of Profit

283K

Average Discount Rate

11%

Total Revenue

2M

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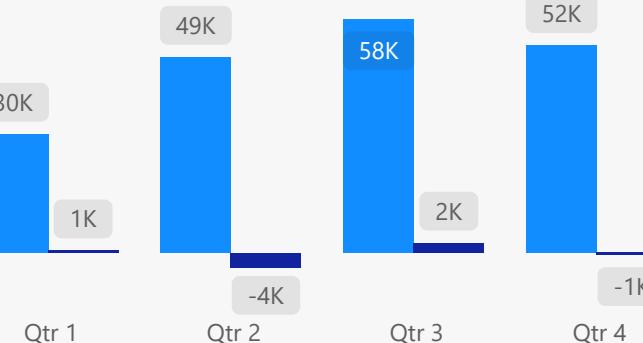
Product Performance

Geography
Performance

Quarterly Sales and Profit Performance

● Sum of Sales ● Sum of Profit

Sum of Sales and Sum of Profit



Annual Sales Trend

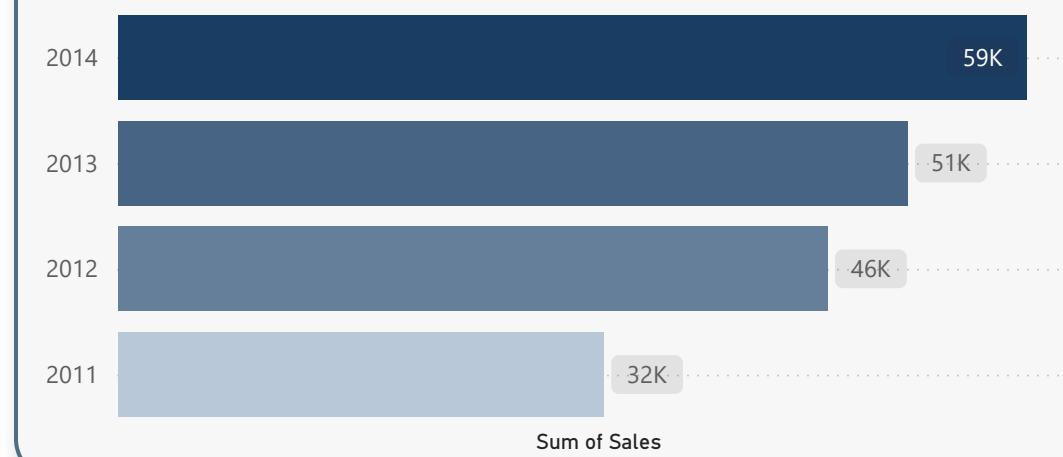
2014

2013

2012

2011

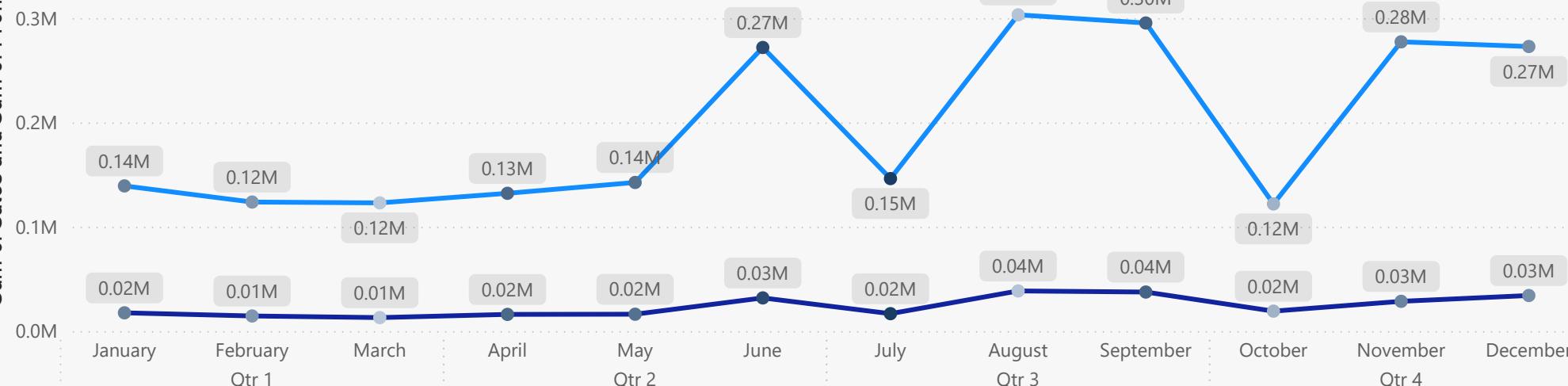
Sum of Sales



Year	Sum of Sales
2011	32K
2012	46K
2013	51K
2014	59K

Monthly Sales and Profit Breakdown

Sum of Sales and Sum of Profit





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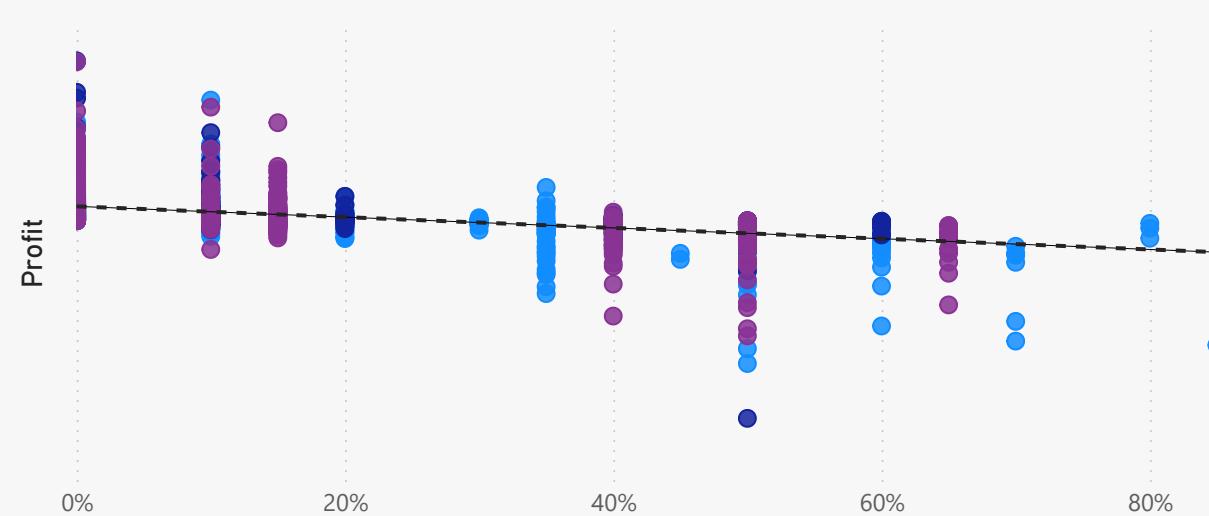
Business Problem

Product Performance

Geography Performance

Category, Discount and Profit

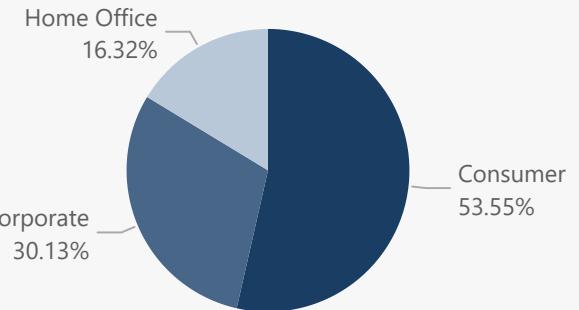
Category ● Furniture ● Office Supplies ● Technology



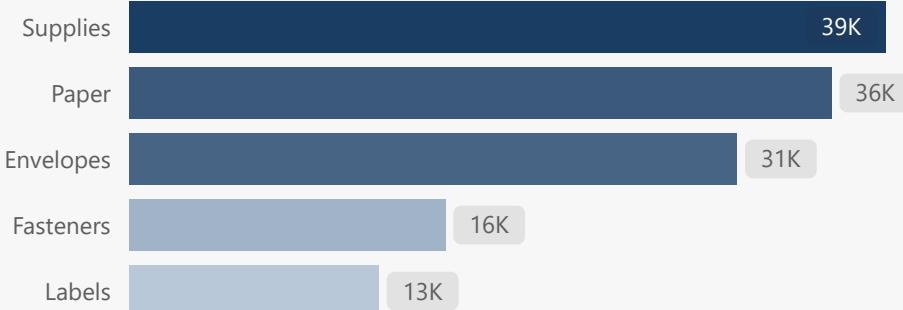
886K

Sales max per Category

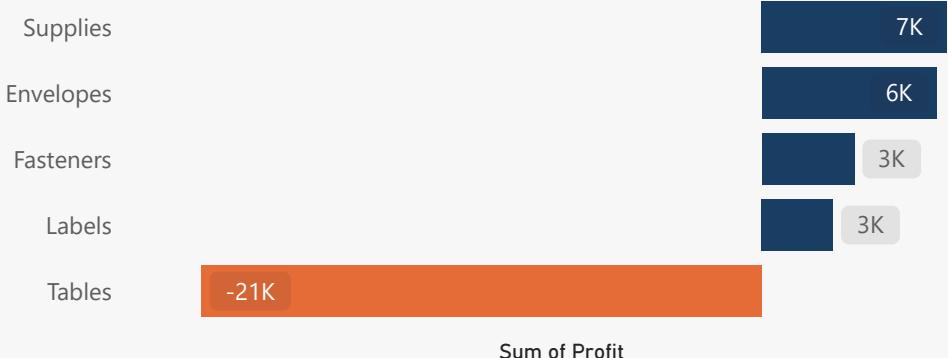
Sum of Discount by Segment



Sum of Sales by Sub-Category



Sum of Profit by Sub-Category



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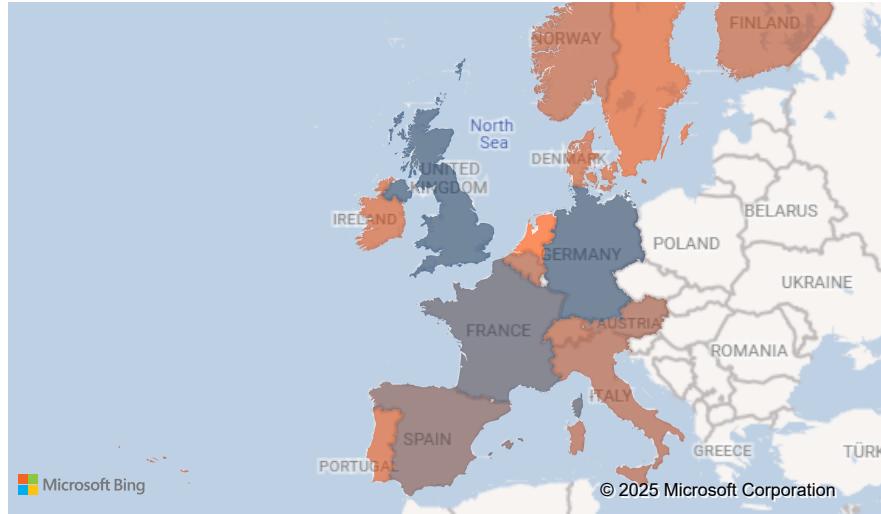
Business Problem

Product Performance

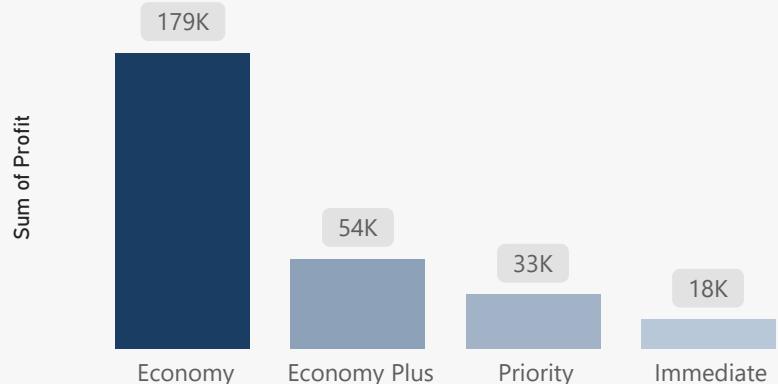
**Geography
Performance**

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Sum of Profit by Country



Sum of Profit by Ship Mode



Sum of Profit by Country

