

Net Profit	Net Sales	Net Discount	Quantity
286.40K	2.30M	1.56K	38K

Description

This Interactive Sales & Return Analytics Dashboard of a Supermarket Store allows you to drill into the data and explore all the factors that impacts Sales and Profits. It also analyzes which categories of products are most popular in different regions and provides insights into areas to focus marketing efforts.

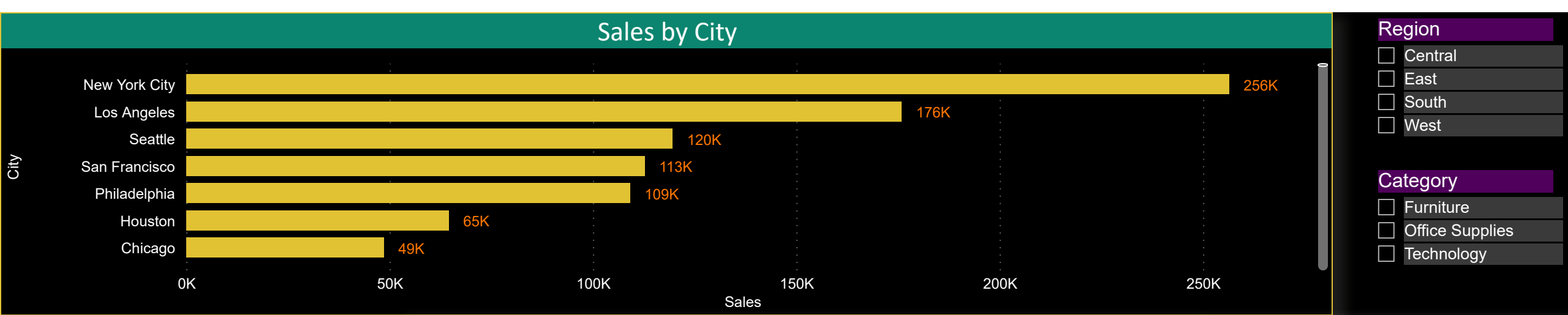
It is intended for the respective business owner of the supermarket store who wants to see how the company is performing by emphasizing on the weak areas and where the company can work to make more profit. At the end of the report, all the observations have been mentioned that were analyzed while creating this report.

This Report is loaded with Power BI Features that will allow the user to understand a large amount of data with an easy to use interface. By integrating Power Apps within this Power BI Report, analysts are able to get from Data to Insights to Action rapidly.

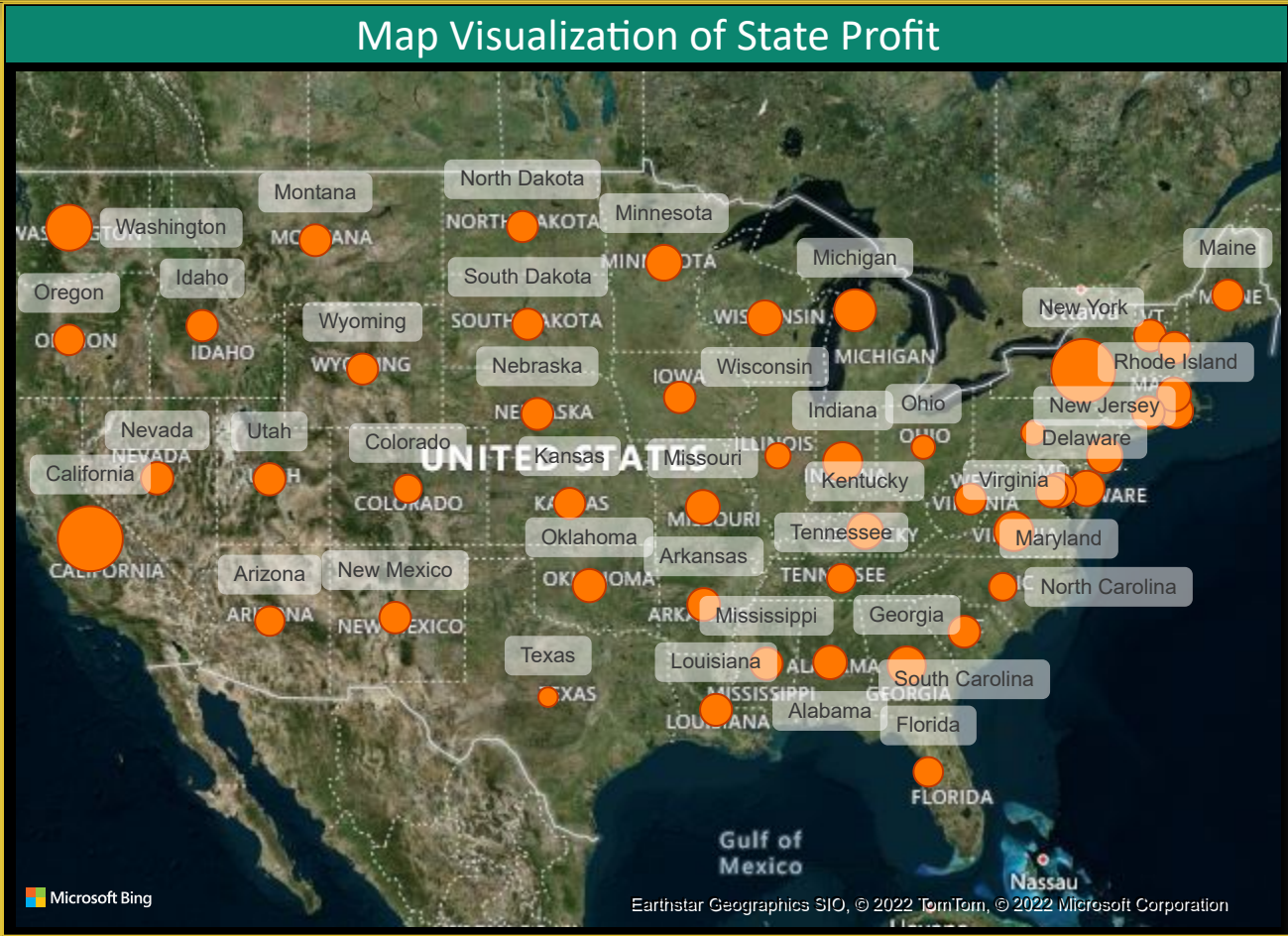
- Segment
- ☐ Consumer
 - ☐ Corporate
 - ☐ Home Office

- State
- ☐ Alabama
 - ☐ Arizona
 - ☐ Arkansas
 - ☐ California
 - ☐ Colorado
 - ☐ Connecticut
 - ☐ Delaware
 - ☐ District of Columbia
 - ☐ Florida
 - ☐ Georgia
 - ☐ Idaho
 - ☐ Illinois
 - ☐ Indiana
 - ☐ Iowa
 - ☐ Kansas
 - ☐ Kentucky
 - ☐ Louisiana
 - ☐ Maine
 - ☐ Maryland
 - ☐ Massachusetts
 - ☐ Michigan
 - ☐ Minnesota
 - ☐ Missouri
 - ☐ Montana
 - ☐ Nebraska
 - ☐ Nevada
 - ☐ New Hampshire
 - ☐ New Jersey
 - ☐ New Mexico
 - ☐ New York
 - ☐ North Carolina
 - ☐ North Dakota
 - ☐ Ohio
 - ☐ Oklahoma
 - ☐ Oregon
 - ☐ Pennsylvania
 - ☐ Rhode Island
 - ☐ South Carolina
 - ☐ South Dakota
 - ☐ Tennessee
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 - ☐ Virginia
 - ☐ Washington
 - ☐ West Virginia
 - ☐ Wisconsin
 - ☐ Wyoming

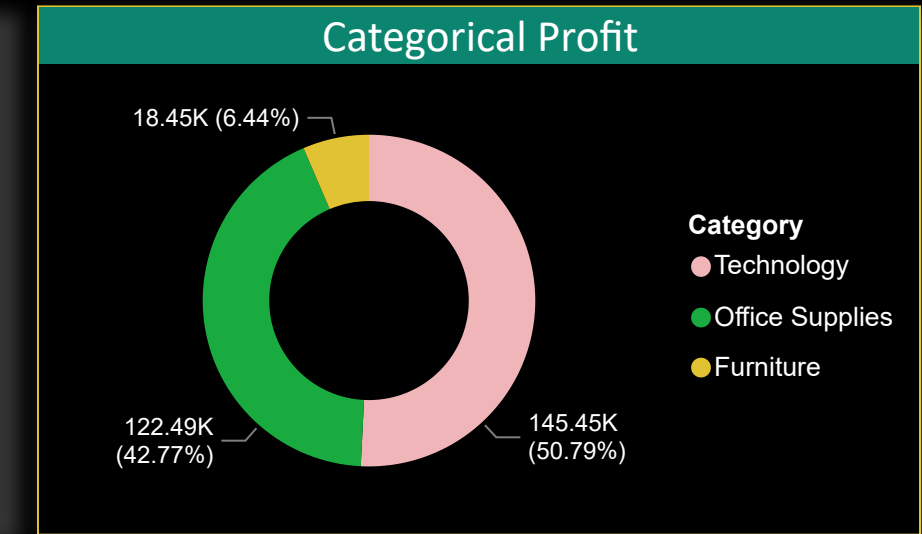
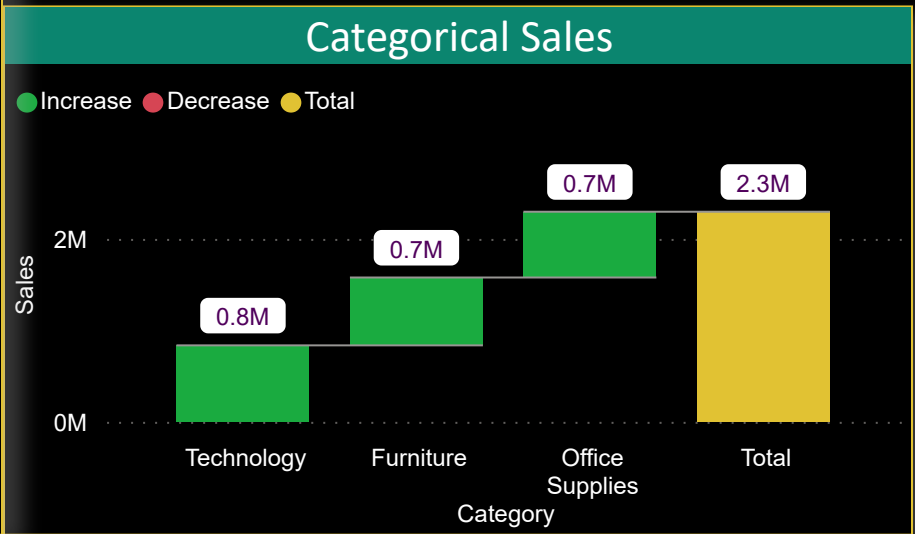
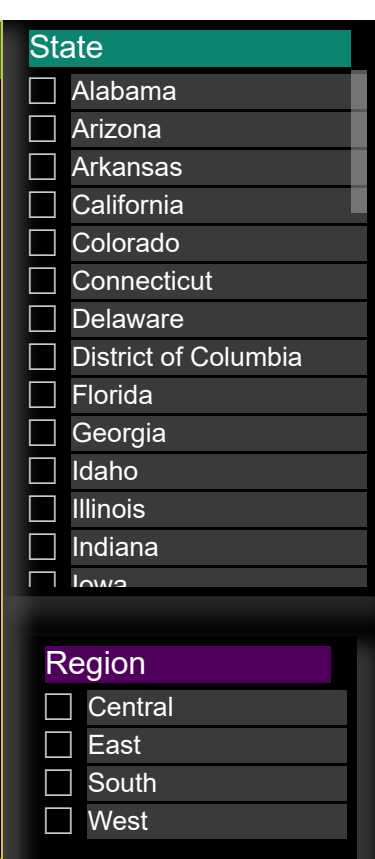
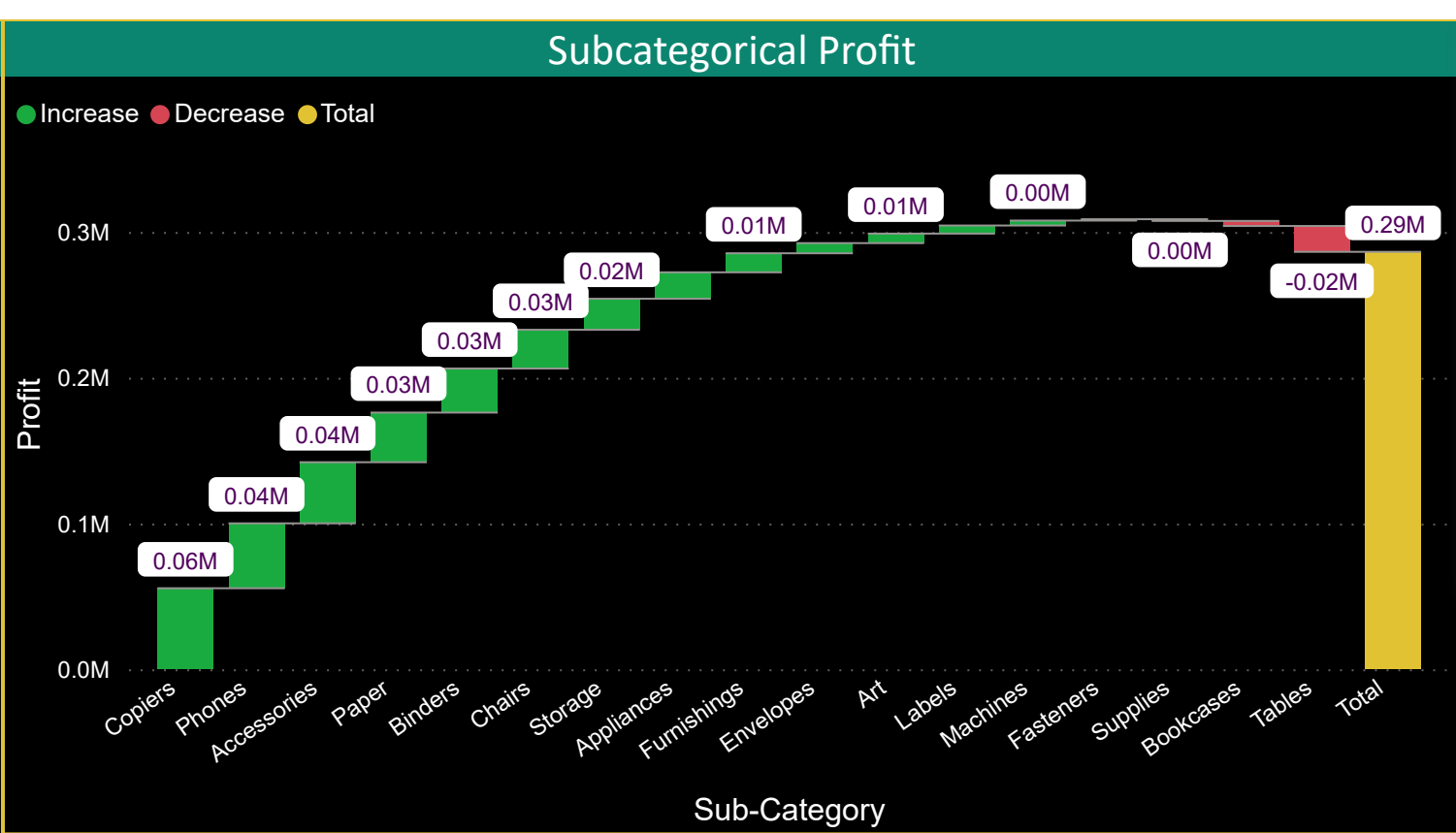
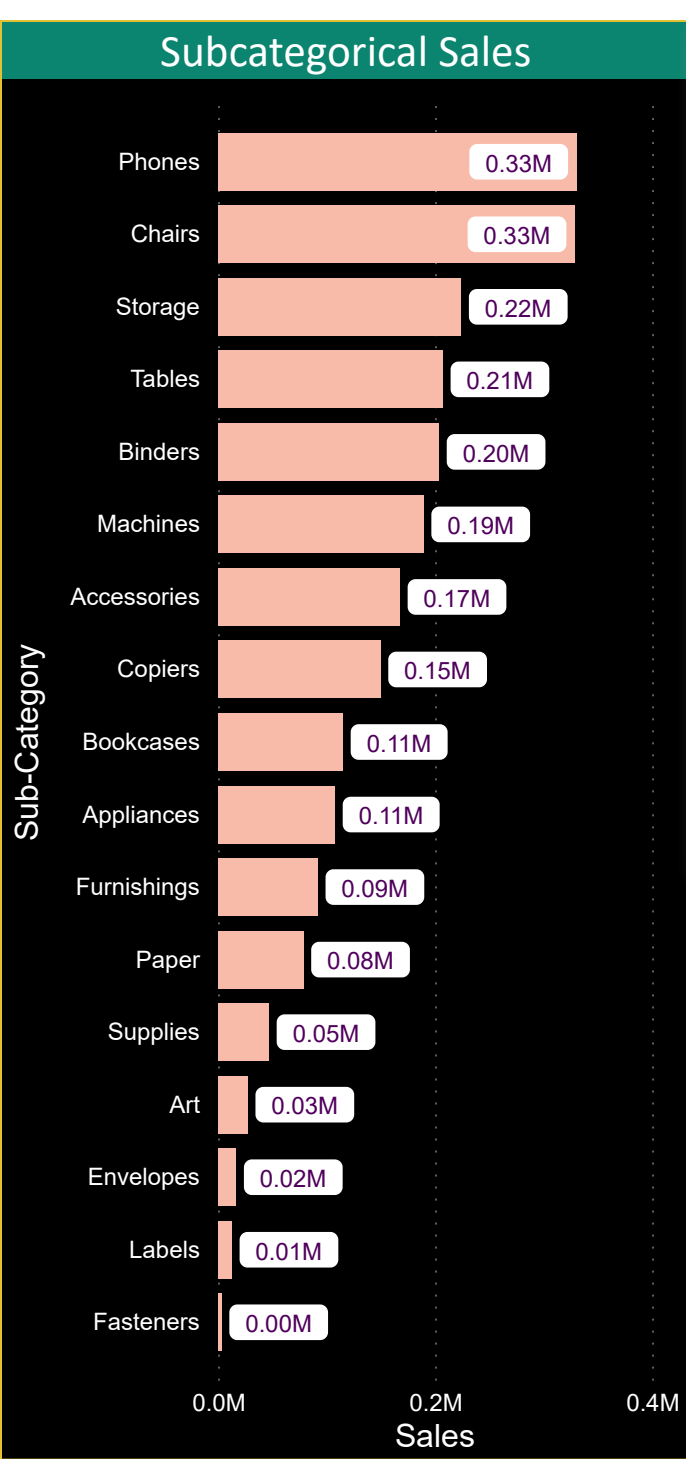
- Category
- ☐ Furniture
 - ☐ Office Supplies
 - ☐ Technology



State-wise Sales & Profits		
State	Sales	Profit
California	457,687.63	76,381.39
New York	310,876.27	74,038.55
Washington	138,641.27	33,402.65
Michigan	76,269.61	24,463.19
Virginia	70,636.72	18,597.95
Indiana	53,555.36	18,382.94
Georgia	49,095.84	16,250.04
Kentucky	36,591.75	11,199.70
Minnesota	29,863.15	10,823.19
Delaware	27,451.07	9,977.37
New Jersey	35,764.31	9,772.91
Wisconsin	32,114.61	8,401.80
Rhode Island	22,627.96	7,285.63
Marvland	23,705.52	7,031.18
Total	2,297,200.86	286,397.02



Profits by City		
City	Sales	Profit
New York City	256,368.16	62,036.98
Los Angeles	175,851.34	30,440.76
Seattle	119,540.74	29,156.10
San Francisco	112,669.09	17,507.39
Detroit	42,446.94	13,181.79
Lafayette	25,036.20	10,018.39
Jackson	24,963.86	7,581.68
Atlanta	17,197.84	6,993.66
Minneapolis	16,870.54	6,824.58
San Diego	47,521.03	6,377.20
Springfield	43,054.34	6,200.70
Columbus	38,706.24	5,897.10
Newark	28,576.12	5,793.76
Columbia	25,283.32	5,606.12
Total	2,297,200.86	286,397.02



- Category, Sub-Category
- ^ ☐ Furniture

☐ Bookcases

☐ Chairs

☐ Furnishings

☐ Tables

^ ☐ Office Supplies

☐ Appliances

☐ Art

☐ Binders

☐ Envelopes

☐ Fasteners

☐ Labels

☐ Paper

☐ Storage

☐ Supplies

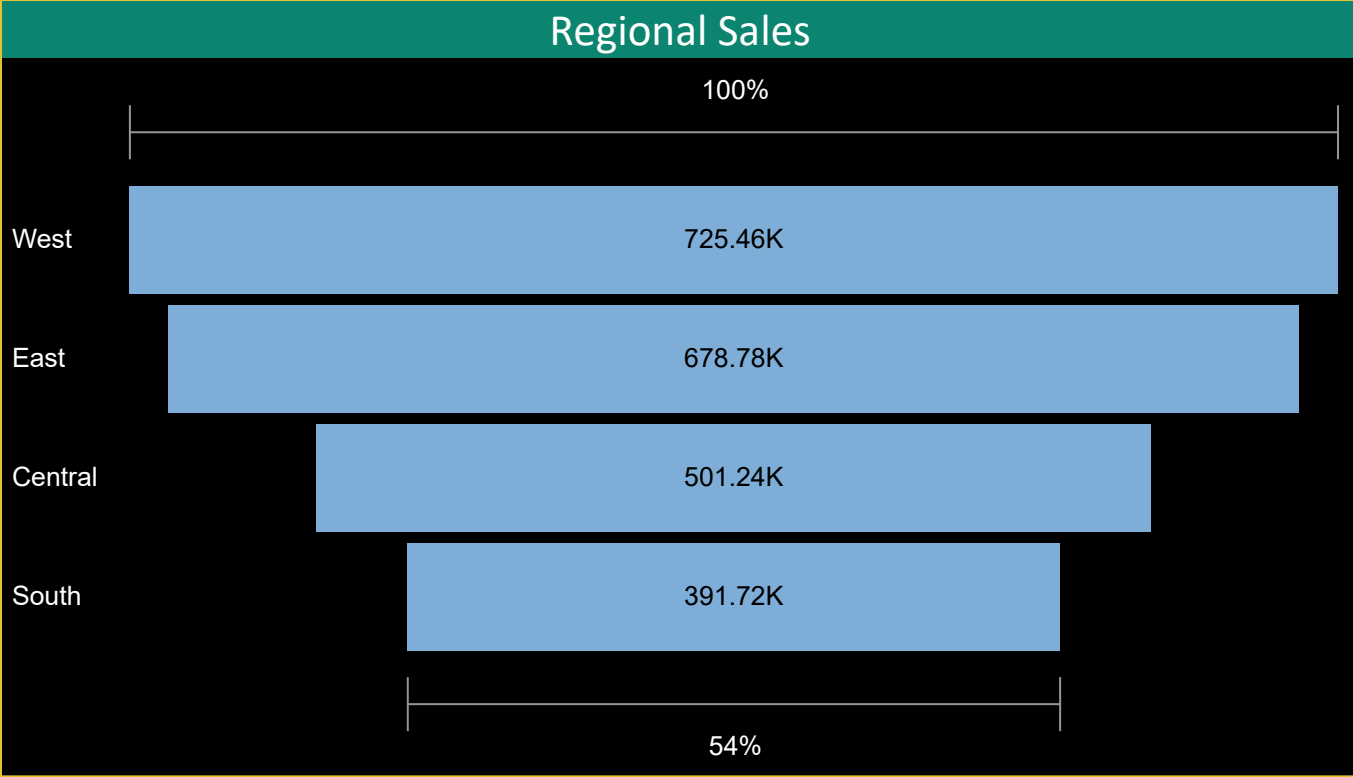
^ ☐ Technology

☐ Accessories

☐ Copiers

☐ Machines

☐ Phones



- City
- ☐ Aberdeen

☐ Abilene

☐ Akron

☐ Albuquerque

☐ Alexandria

☐ Allen

☐ Allentown

☐ Altoona

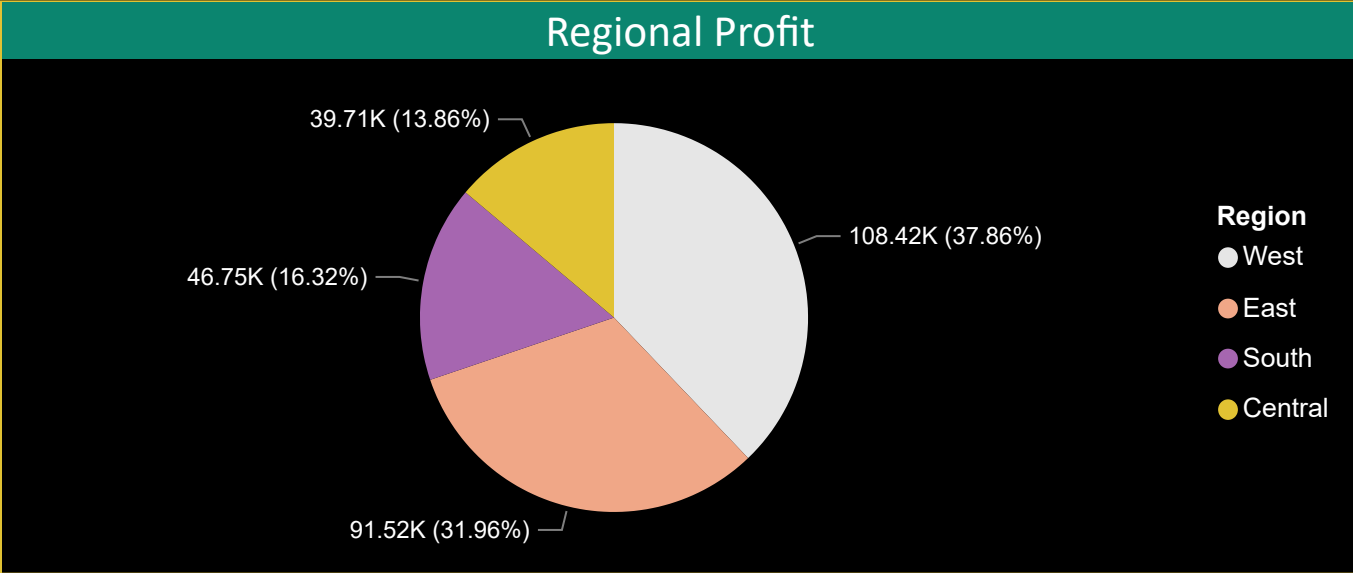
☐ Amarillo

☐ Anaheim

☐ Andover

☐ Ann Arbor

☐ Antioch



- State
- ☐ Alabama

☐ Arizona

☐ Arkansas

☐ California

☐ Colorado

☐ Connecticut

☐ Delaware

☐ District of Columbia

☐ Florida

☐ Georgia

☐ Idaho

☐ Illinois

☐ Indiana

☐ Iowa

☐ Kansas

☐ Kentucky

☐ Louisiana

☐ Maine

☐ Maryland

☐ Massachusetts

☐ Michigan

☐ Minnesota

☐ Mississippi

☐ Missouri

☐ Montana

☐ Nebraska

☐ Nevada

☐ New Hampshire

☐ New Jersey

☐ New Mexico

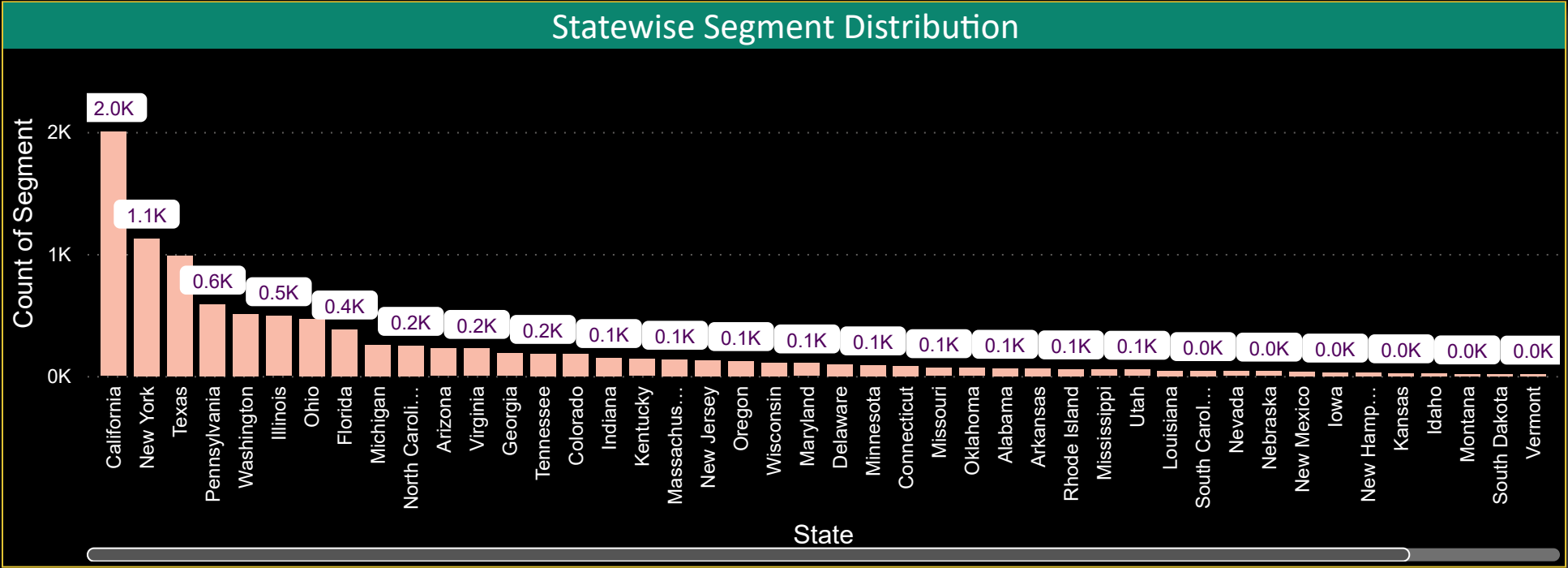
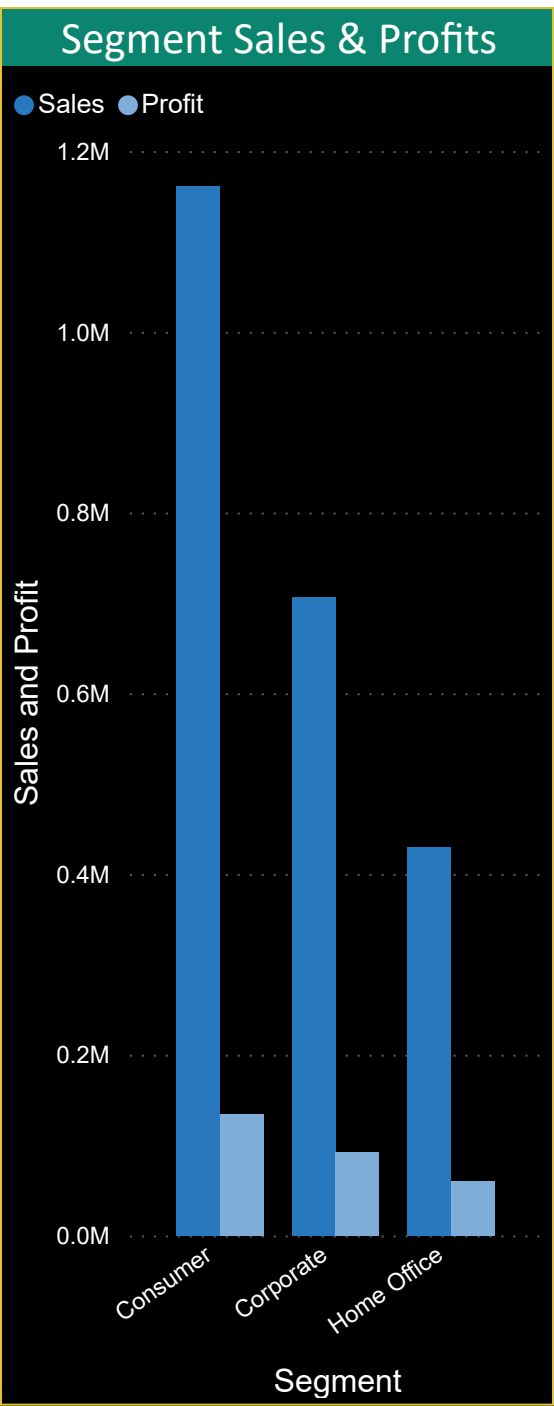
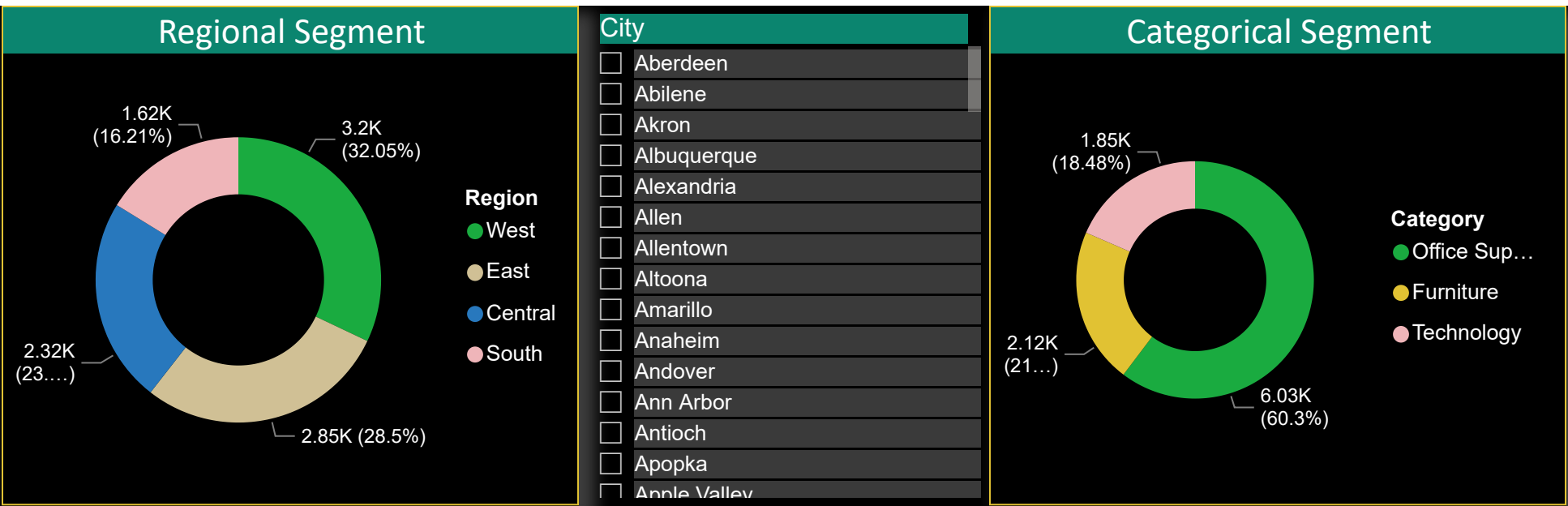
☐ New York

☐ North Carolina

☐ North Dakota

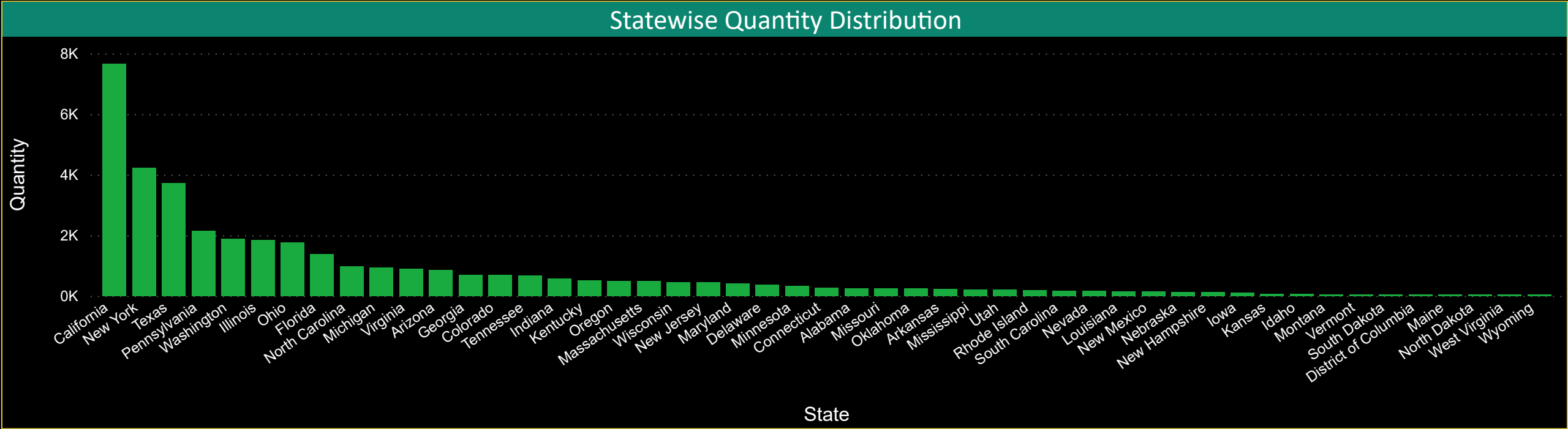
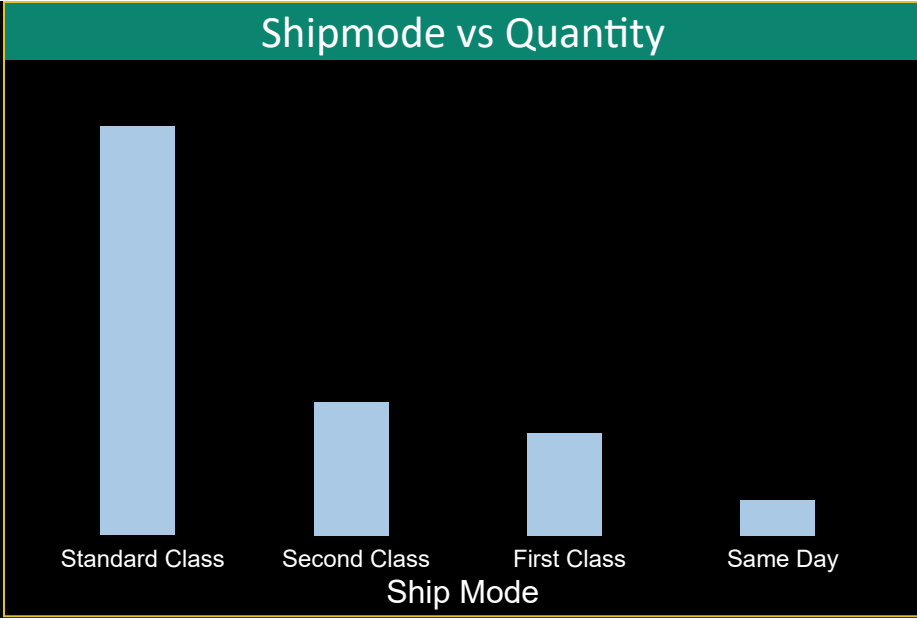
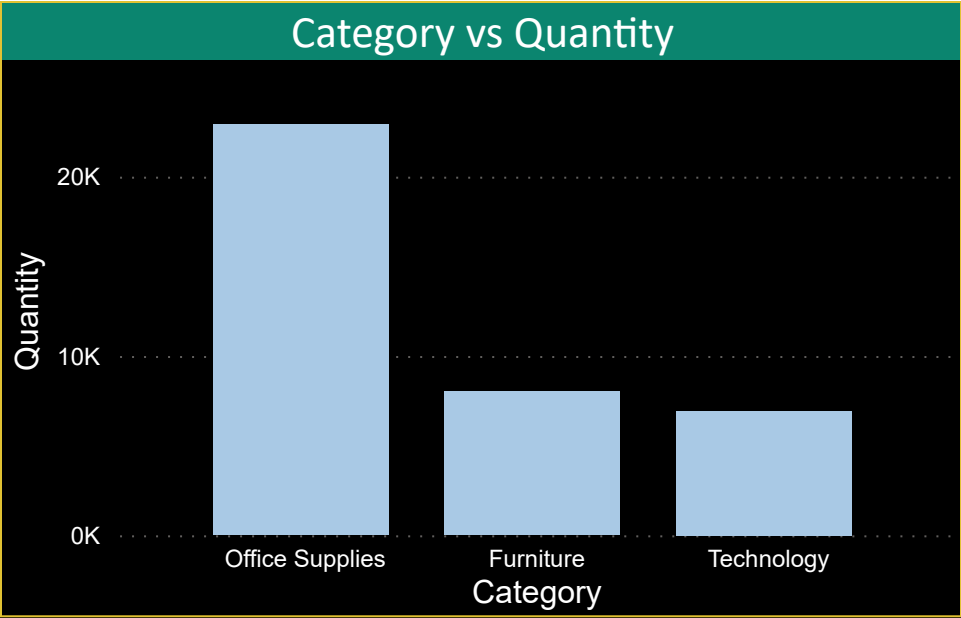
☐ Ohio

☐ Oklahoma



Discount Analysis		
Category	Sub-Category	Discount
Office Supplies	Binders	567.00
Technology	Phones	137.40
Furniture	Furnishings	132.40
Furniture	Chairs	105.00
Office Supplies	Paper	102.60
Furniture	Tables	83.35
Office Supplies	Appliances	77.60
Office Supplies	Storage	63.20
Technology	Accessories	60.80
Office Supplies	Art	59.60
Furniture	Bookcases	48.14
Technology	Machines	35.20
Office Supplies	Labels	25.00
Total		1,561.09





Analysis



California obtains the maximum sales and profit among all the states, with topmost sales in phones and other technological appliances. Technological and office products showed highest profit in the state of California even though least amount of discount was provided in office supplies. In fact, California provided the highest sales and profits among all the other states in the West. Considering California is leading Sales and Profit, most number of products were delivered there, with Office Supplies leading in the orders.

Texas suffered from the downfall of maximal loss among other states. Texas accounted its loss from Furniture and Office supplies, leaving Technological products being its only source of profit. Its highest sales were found in the phone, chairs and machinery products. The drastic loss in the state of Texas threw the regional profit into a downfall. One of the reason for this loss could be dramatic discount prices offered in Texas for all the products. Out of all the states, Texas offers maximum discount for the products.

Overall, Office supplies are most in demand followed by Furniture products and tech items. Most sales and profits are from selling office supplied followed by furniture and tech items. States in west and east region showed most promising sales as compared to south and central region. Most demanding products are phones, chairs, table and storage, and binders. Most sales and profits are derived from the customers in the consumer segment, as compared to the least amount of sales attained from home office clients. Standard class delivery is requested more than the rest of the shipment options. It is noteworthy to notice that same day ship mode is the least asked for by the customers. States like Wyoming and Wisconsin shows barely any sales or orders.