



Jhermien Paul Alejandria
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SUPERSTORE

Analytics

Sales Dashboard

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Periodic Trends

Customer Insights

Product Performance

Regional Rankings

Data Analysis

Customer Info

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Saturday, January 06, 2024



SUPERSTORE

Last updated: December 31, 2023

Overview

Sales Dashboard / Overview

Sunday, January 07, 2024

Jhermien Paul Alejandria jhermienpaulalejandria@novypro.com

FILTERS

Period 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All

City All

Other Ship Mode All

Ask a question about your data

Sales \$733,215 vs previous year **ORDERS** 1,687 vs previous year **Avg Price** \$34 vs previous year

UNITS 12,476 vs previous year **CUSTOMERS** 693 vs previous year **Markdown** \$518 vs previous year

PROFIT \$93,439 vs previous year **COGS** \$639,776 vs previous year **Delivery** 3.91 days vs previous year

Select a metric: **Sales** **Units** **Profit** **Margin** **Orders** **Customers** **Markdown** **COGS** **Price** **Delivery** [GO TO PERIODIC TRENDS](#)

Customer Segments ranking based on Sales

Segment	Sales	Change
Consumer	0.3M	+12%
Corporate	0.24M	+17%
Home Office	0.16M	+52%

[GO TO CUSTOMER INSIGHTS](#)

Elite Buyers (Top 10) ranking based on Sales

Customer	Sales
RB-19360 (Raymond B...)	\$14,203
TA-21385 (Tom Ashbro...)	\$13,723
HL-15040 (Hunter Lop...)	\$10,523
SV-20365 (Seth Vernon)	\$8,460

[SELECT A CUSTOMER](#)

Market Regions ranking based on Sales

Region	Sales	Change
West	0.25M	+34%
East	0.21M	+18%
Central	0.15M	-0%
South	0.12M	+31%

[GO TO REGIONAL RANKINGS](#)

Product Categories ranking based on Sales

Category	Sales	Change
Technology	0.27M	+20%
Office Supplies	0.25M	+34%
Furniture	0.22M	+8%

[GO TO PRODUCT PERFORMANCE](#)

Best Selling Items (Top 10) ranking based on Sales

Product	Sales
TEC-CO-10004722 (Ca...)	\$35,700
OFF-SU-10002881 (Ma...)	\$11,826
OFF-BI-10001359 (GBC...)	\$10,943
TEC-CO-10001449 (He...)	\$9,240

[SELECT A PRODUCT](#)

Shipment Modes ranking based on Sales

Mode	Sales	Change
Standard ...	0.40M	+5%
Second Cl...	0.15M	+24%
First Class	0.14M	+71%
Same Day	0.05M	+41%

[GO TO REGIONAL RANKINGS](#)

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SALES \$733,215 vs previous year **ORDERS** 1,687 vs previous year **Avg Price** \$34 vs previous year

UNITS 12,476 vs previous year **CUSTOMERS** 693 vs previous year **Markdown** \$518 vs previous year

PROFIT \$93,439 vs previous year **COGS** \$639,776 vs previous year **Delivery** 3.91 days vs previous year

Select a metric : Sales Units Profit Margin Orders Customers Markdown COGS Price Delivery

[GO TO PERIODIC TRENDS](#)

Customer Segments ranking based on Sales

Segment	Sales	Change
Consumer	0.33M	▲ 12%
Corporate	0.24M	▲ 17%
Home Office	0.16M	▲ 52%

[GO TO CUSTOMER INSIGHTS](#)

Elite Buyers (Top 10) ranking based on Sales

Customer	Sales
RB-19360 (Raymond B...)	\$14,203
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[SELECT A CUSTOMER](#)

[GO TO REGIONAL RANKINGS](#)

Market Regions ranking based on Sales

Region	Sales	Change
West	0.25M	▲ 34%
East	0.21M	▲ 18%
Central	0.15M	▼ 0%
South	0.12M	▲ 31%

[GO TO REGIONAL RANKINGS](#)

Product Categories ranking based on Sales

Category	Sales	Change
Technology	0.27M	▲ 20%
Office Supplies	0.25M	▲ 34%
Furniture	0.22M	▲ 8%

[GO TO PRODUCT PERFORMANCE](#)

Best Selling Items (Top 10) ranking based on Sales

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TEC-CO-10004722 (Ca...)	\$35,700
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TEC-CO-10001449 (He...)	\$9,240

[SELECT A PRODUCT](#)

[GO TO REGIONAL RANKINGS](#)

Shipment Modes ranking based on Sales

Mode	Sales	Change
Standard ...	0.40M	▲ 6%
Second Cl...	0.15M	▲ 24%
First Class	0.14M	▲ 71%
Same Day	0.05M	▲ 41%

[GO TO REGIONAL RANKINGS](#)

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Filters [Clear](#)

Period 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All

City All

Other Ship Mode All

[Ask a question about your data](#)

SUPERSTORE
ENTERPRISE

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Sales Dashboard / Reports / Periodic Trends

Sunday, January 07, 2024 (Sun) (Bell)

SALES vs previous year **\$733,215** ▲ 20.49% | +\$124,695



UNITS vs previous year **12,476** ▲ 27.18% | +2,666



PROFIT vs previous year **\$93,439** ▲ 14.34% | +\$11,719



Monthly Trend of Sales, Units, and Profit
with YoY percentage change

SALES show previous year's sales



Month	Current Year (Sales)	YoY % Change
Jan	120K	-11%
Feb	150K	+21%
Mar	180K	+15%
Apr	160K	-12%
May	200K	+20%
Jun	190K	+5%
Jul	210K	+10%
Aug	230K	+9%
Sep	250K	+9%
Oct	240K	-4%
Nov	260K	+8%
Dec	280K	+7%

UNITS show previous year's units sold



Month	Current Year (Units)	YoY % Change
Jan	400	+67%
Feb	300	-21%
Mar	500	+54%
Apr	400	-16%
May	550	+25%
Jun	450	-11%
Jul	500	+25%
Aug	450	-12%
Sep	1800	+53%
Oct	1500	-20%
Nov	1600	+20%
Dec	1700	+12%

PROFIT show previous year's profit



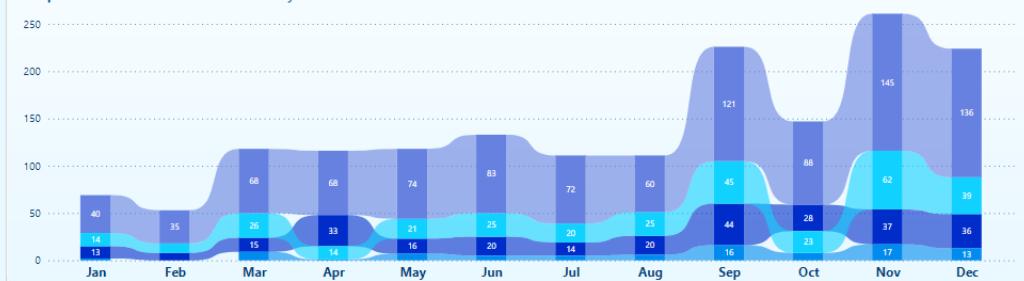
Month	Current Year (Profit)	YoY % Change
Jan	5000	+133%
Feb	3000	-68%
Mar	15000	+307%
Apr	2000	-66%
May	4000	+40%
Jun	3000	-56%
Jul	5000	+100%
Aug	4000	-17%
Sep	8000	+100%
Oct	9000	+11%
Nov	10000	+11%
Dec	15000	+53%

Monthly Trend of Order Count
with Ship Mode distribution

Select a measure : **Orders** Select a dimension :

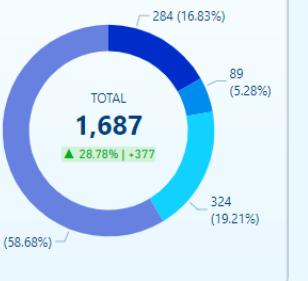
Segment **Category** **Region** **Ship Mode**

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



Month	First Class	Same Day	Second Class	Standard Class	Total
Jan	40	14	13	14	81
Feb	35	15	15	14	79
Mar	68	26	15	14	113
Apr	68	33	14	16	121
May	74	21	16	20	111
Jun	83	25	20	20	128
Jul	72	14	20	25	111
Aug	60	20	16	25	91
Sep	121	44	16	28	185
Oct	88	37	17	23	132
Nov	145	62	13	36	220
Dec	136	89	13	39	267

TOTAL **1,687** ▲ 28.78% | +377



Ship Mode	Percentage
First Class	284 (16.83%)
Same Day	990 (58.68%)
Second Class	324 (19.21%)
Standard Class	89 (5.28%)

Ask a question about your data 

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Sunday, January 07, 2024

SALES **\$733,215** vs previous year **▲ 20.49% | +\$124,695**

UNITS **12,476** vs previous year **▲ 27.18% | +2,666**

PROFIT **\$93,439** vs previous year **▲ 14.34% | +\$11,719**

Monthly Trend of Sales, Units, and Profit with YoY percentage change

Select a time interval : Week Month Quarter

SALES show previous year's sales

Month	Current Year Sales (K)	YoY % Change
Jan	40	-13%
Feb	35	-11%
Mar	55	15%
Apr	45	-7%
May	50	-22%
Jun	55	34%
Jul	45	18%
Aug	50	90%
Sep	60	38%
Oct	55	44%
Nov	70	14%
Dec	90	-14%

UNITS show previous year's units sold

Month	Current Year Units Sold	YoY % Change
Jan	200	67%
Feb	300	21%
Mar	500	54%
Apr	400	16%
May	500	25%
Jun	600	11%
Jul	550	25%
Aug	600	27%
Sep	700	53%
Oct	600	29%
Nov	700	23%
Dec	800	122%

PROFIT show previous year's profit

Month	Current Year Profit (K)	YoY % Change
Jan	4	153%
Feb	5	-68%
Mar	12	307%
Apr	4	-68%
May	8	-26%
Jun	7	83%
Jul	5	56%
Aug	10	288%
Sep	8	17%
Oct	7	-41%
Nov	8	122%
Dec	15	-53%

Monthly Trend of Order Count with Ship Mode distribution

Select a measure : Orders Select a dimension : Segment Category Region Ship Mode

Ship Mode First Class Same Day Second Class Standard Class

Month	First Class	Same Day	Second Class	Standard Class	Total
Jan	13	14	10	40	97
Feb	15	16	10	35	76
Mar	20	21	10	68	119
Apr	14	15	10	68	107
May	16	17	10	74	117
Jun	20	21	10	83	134
Jul	14	15	10	72	101
Aug	20	21	10	60	91
Sep	16	17	10	44	77
Oct	23	24	10	28	75
Nov	17	18	10	37	72
Dec	13	14	10	136	284

TOTAL **1,687** **▲ 28.78% | +377**

284 (16.83%)
990 (58.68%)
324 (19.21%)
89 (5.28%)

Ask a question about your data

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Sales Dashboard / Reports / Customer Insights

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BUYERS **693** **NEW** **136**
 THIS YEAR ▲ 8.79% | +56 BUYERS 20% of buyers TY

REPEAT **557** **LAPSE** **80**
 BUYERS 80% of buyers TY BUYERS 13% of buyers PY

Sales per Customer **\$1,058** 10.75% (+\$103)
Units per Customer **18 units** 16.90% (+2.6)
Profit per Customer **\$135** 5.10% (+\$7)
Orders per Customer **2 orders** 18.37% (+0.4)

Top 15 Customers

ranking based on Sales

Customer	Sales
RB-19360 (Raymond B...)	\$14,203
TA-21385 (Tom Ashbro...)	\$13,723
HL-15040 (Hunter Lopez)	\$10,523
SV-20365 (Seth Vernon)	\$8,460
GT-14635 (Grant Thorn...)	\$8,167
HW-14935 (Helen Wass...)	\$8,166
TS-21370 (Todd Sumrall)	\$6,702
RW-19540 (Rick Wilson)	\$6,193
PK-19075 (Pete Kriz)	\$5,979
KF-16285 (Karen Fergu...)	\$5,825
AR-10540 (Andy Reiter)	\$5,821
NC-18535 (Nick Crebas...)	\$5,773
CJ-12010 (Caroline Jum...)	\$5,723
BM-11650 (Brian Moss)	\$5,683
AD-10180 (Alan Domin...)	\$5,434

Select a Customer

Customer Migration (YoY)

Lapse, New, and Repeat Buyers

Buyer Type ● Lapse ● New ● Repeat

Buyers PY 637 2022 Buyers TY 693 2023

Buyers PY 637 2022 Buyers TY 693 2023

Customer Volume Trend

with previous year comparison

Segment ● Consumer ● Corporate ● Home Office – PY

Customer Segmentation

ranking by Sales with YoY variance

Year ● 2023 ● 2022

Consumer Corporate Home Office

Net Impact on Sales

of each Customer Segment

Bars ● Increase ● Decrease ● Total ● Other

2022 609K Home Office Consumer Corporate 2023 733K

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FILTERS [Clear](#)

Period 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All

City All

Other Ship Mode All

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Sunday, January 07, 2024

BUYERS **693**
THIS YEAR ▲ 8.79% | +56

NEW **136**
BUYERS 20% of buyers TY

REPEAT **557**
BUYERS 80% of buyers TY

LAPSE **80**
BUYERS 13% of buyers PY

Sales per Customer **\$1,058**
10.75% (+\$103)

Units per Customer **18 units**
16.90% (+2.6)

Profit per Customer **\$135**
5.10% (+\$7)

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18.37% (+0.4)

Customer Segment

Top 15 Customers
ranking based on Sales

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CJ-12010 (Caroline Jum...)	\$5,723
BM-11650 (Brian Moss)	\$5,683
AD-10180 (Alan Domin...)	\$5,434

Select a Customer

Customer Migration (YoY)
Lapse, New, and Repeat Buyers

Buyers PY: 637 | Buyers TY: 693

Customer Volume Trend
with previous year comparison

Customer Segmentation
ranking by Sales with YoY variance

Net Impact on Sales
of each Customer Segment

FILTERS 0

Period: 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All

City All

Other Ship Mode All

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Sales Dashboard / Reports / Product Performance

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BEST SELLING

TEC-CO-10004722 (Canon imageCLASS 2200 Advanced Copier)
Technology

Profit Margin
13%

PROFIT (vs PY)
\$93,439 ▲ 14.34% | +\$11,719

COGS (vs PY)
\$639,776 ▲ 21.45% | +\$112,974

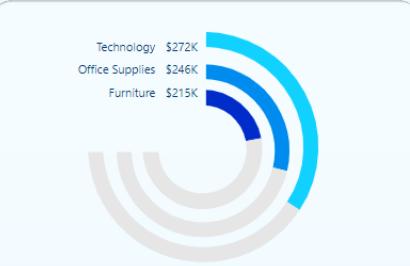


Top 15 Products
ranking based on Sales

Product	Sales
TEC-CO-10004722 (Canon imageCLASS 2200 Advanced Copier)	\$35,700
OFF-SU-10002881 (Marathon Heavy Duty Paper Shredder)	\$11,826
OFF-BI-10001359 (GBC Edge-Feed Paper Shredder)	\$10,943
TEC-CO-10001449 (Hewlett-Packard LaserJet Pro M404n Printer)	\$9,240
TEC-PH-10001459 (Samsung Xpress SL-M2825DW Printer)	\$9,240
TEC-MA-10004125 (Customer Returns - Various)	\$8,000
OFF-BI-10003527 (Fellowes Powershred 60M Shredder)	\$7,372
FUR-CH-10002024 (Hewlett-Packard LaserJet Pro M404n Printer)	\$7,220
OFF-BI-10004495 (GBC Edge-Feed Paper Shredder)	\$7,077
TEC-MA-10000822 (Lexmark MS721dn Monochrome Multifunction Printer)	\$5,610
TEC-MA-10001047 (Brother HL-L3210CW Color Laser Printer)	\$5,200
OFF-ST-10003208 (Adjustable Office Chair)	\$5,045
OFF-BI-10003925 (Fellowes Powershred 60M Shredder)	\$5,044
TEC-MA-10000418 (Customer Returns - Various)	\$4,800
TEC-CO-10001046 (Canon imageCLASS 2200 Advanced Copier)	\$4,760

Select a Product

Product Category Ranking
ranking based on Sales



Category ● Furniture ● Office Supplies ● Technology

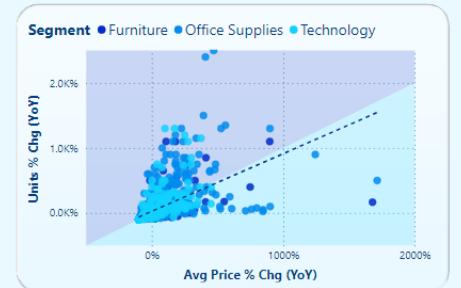
Category	Sales
Technology	\$272K
Office Supplies	\$246K
Furniture	\$215K

Product Demand and Pricing
units sold vs price movement over time



Segment ● Furniture ● Office Supplies ● Technology

Price Sensitivity on Items
How does product demand respond to price change?



Segment ● Furniture ● Office Supplies ● Technology

Ask a question about your data 



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Sales Dashboard / Reports / Product Performance

Sunday, January 07, 2024

BEST SELLING

TEC-CO-10004722 (Canon imageCLASS 2200 Advanced Copier)
Technology

Profit Margin
13%
0.69 % pts

- PROFIT (vs PY)**
\$93,439
▲ 14.34% | +\$11,719
- COGS (vs PY)**
\$639,776
▲ 21.45% | +\$112,974

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Top 15 Products
ranking based on Sales

Product	Sales
1 TEC-CO-10004722 (Can...	\$35,700
2 OFF-SU-10002881 (Mar...	\$11,826
3 OFF-BI-10001359 (GBC ...	\$10,943
4 TEC-CO-10001449 (He...	\$9,240
5 TEC-PH-10001459 (Sam...	\$9,240
6 TEC-MA-10004125 (Cu...	\$8,000
7 OFF-BI-10003527 (Fello...	\$7,372
8 FUR-CH-10002024 (HO...	\$7,220
9 OFF-BI-10004995 (GBC ...	\$7,077
10 TEC-MA-10000822 (Lex...	\$5,610
11 TEC-MA-10001047 (BD ...	\$5,200
12 OFF-ST-10003208 (Adju...	\$5,045
13 OFF-BI-10003925 (Fello...	\$5,044
14 TEC-MA-10000418 (Cu...	\$4,800
15 TEC-CO-10001046 (Can...	\$4,760

Select a Product

Product Category Ranking
ranking based on Sales

Technology \$272K
Office Supplies \$246K
Furniture \$215K

Category Furniture Office Supplies Technology

Phones \$109K
Chairs \$96K
Binders \$73K
Storage \$70K
Copiers \$69K
Tables \$61K
Accessories \$60K
Machines \$44K
Appliances \$41K
Bookcases \$30K
Furnishings \$29K
Paper \$28K
Supplies \$16K
Art \$14K
Labels \$12K
Envelopes \$10K
Fasteners \$8K

Product Demand and Pricing
units sold vs price movement over time

Segment Furniture Office Supplies Technology

Price Sensitivity on Items
How does product demand respond to price change?

Segment Furniture Office Supplies Technology

Units % Chg (YoY) Avg Price % Chg (YoY)

FILTERS

Period 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All

City All

Other Ship Mode All

Ask a question about your data

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Sales Dashboard / Reports / Regional Rankings

Select a metric : [Sales](#) [Units](#) [Profit](#) [Margin](#) [Orders](#) [Customers](#) [Markdown](#) [COGS](#) [Price](#) [Delivery](#)

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FILTERS [Clear](#)

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Customer Segment [All](#)

Product Category [All](#)

Subcategory [All](#)

Location Region [West](#) [Central](#) [East](#) [South](#)

State [All](#)

City [All](#)

Other Ship Mode [All](#)

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Top States

ranking based on Sales

State	Sales
California	\$146K
New York	\$94K
Washington	\$66K
Texas	\$43K
Pennsylvania	\$43K
Florida	\$26K
Michigan	\$26K
Illinois	\$24K
North Carolina	\$23K
Ohio	\$23K

Top Cities

ranking based on Sales

City	Sales
New York City	\$87K
Seattle	\$57K
Los Angeles	\$49K
Philadelphia	\$42K
San Francisco	\$37K
Columbus	\$18K
Chicago	\$16K
Houston	\$16K
Newark	\$14K
Jackson	\$14K

Top Ship Modes

ranking based on Sales

Ship Mode	Sales
Standard Class	\$0.40M
Second Class	\$0.15M
First Class	\$0.14M
Same Day	\$0.05M

Top Regions

ranking based on Sales

Region	Sales
West	\$0.25M
East	\$0.21M
Central	\$0.15M
South	\$0.12M

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Sales Dashboard / Reports / Regional Rankings

Select a metric: [Sales](#) [Units](#) [Profit](#) [Margin](#) [Orders](#) [Customers](#) [Markdown](#) [COGS](#) [Price](#) [Delivery](#)

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Top States
ranking based on Sales

State	Sales	Change
California	\$146K	+12%
New York	\$94K	+31%
Washington	\$66K	+23%
Texas	\$43K	+4%
Pennsylvania	\$43K	+29%
Florida	\$26K	+95%
Michigan	\$26K	-6%
Illinois	\$24K	+16%
North Carolina	\$23K	+57%
Ohio	\$23K	-5%

Top Cities
ranking based on Sales

City	Sales	Change
New York City	\$87K	+59%
Seattle	\$57K	+253%
Los Angeles	\$49K	-13%
Philadelphia	\$42K	+37%
San Francisco	\$37K	+25%
Columbus	\$18K	+85%
Chicago	\$16K	+24%
Houston	\$16K	-1%
Newark	\$14K	+297%
Jackson	\$14K	+81%

Top Ship Modes
ranking based on Sales

Ship Mode	Sales	Change
Standard Class	\$0.40M	+6%
Second Class	\$0.15M	+24%
First Class	\$0.14M	+71%
Same Day	\$0.05M	+41%

Top Regions
ranking based on Sales

Region	Sales	Change
West	\$0.25M	+34%
East	\$0.21M	+18%
Central	\$0.15M	-0%
South	\$0.12M	+31%

FILTERS [Clear](#)

Period: [1/1/2023](#) - [12/31/2023](#)

Customer Segment: [All](#)

Product Category: [All](#)

Subcategory: [All](#)

Location Region: [West](#) [Central](#) [East](#) [South](#)

State: [All](#)

City: [All](#)

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Sales Dashboard / Reports / Data Analysis

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Period [1/1/2023](#) [12/31/2023](#)

Customer Segment [Store](#) [Residential](#) [Commercial](#)

Product Category [Furniture](#) [Office Supplies](#) [Electronics](#)

Subcategory [All](#)

Location Region [West](#) [Central](#) [East](#) [South](#)

State [All](#)

City [All](#)

Other Ship Mode [All](#)

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Key influencers Top segments

What influences Profit to [Increase](#) ?

When... [Sales goes up 1422.09](#) ...the average of Profit increases by [\\$1.24K](#)

[COGS goes down 1203.99](#) [\\$1.04K](#)

[Markdown goes down 0.78](#) [\\$25.87](#)

[Units goes up 13.43](#) [\\$15.33](#)

[Item Price goes up 68.89](#) [\\$10.22](#)

Sort by: [Impact](#) [Count](#)

Decomposition Tree

What's the biggest contributor to [Sales](#) ?

Region	State	City	Segment	Ship Mode	Category	Subcategory	Product
West	California	Los Angeles	Consumer	Standard Class	Office Supplies	Binders	GBC DocuBind 20...
Sales \$733,215	West \$250,128	California \$146,388	Los Angeles \$48,876	Consumer \$20,183	Office Supplies \$5,948	Binders \$3,603	GBC DocuBind 20...
East \$213,083	Washington \$65,540	Washington \$37,198	Home Office \$15,549	Standard Class \$14,242	Furniture \$4,269	Storage \$1,105	GBC Binding covers...
Central \$147,098	Arizona \$11,134	Arizona \$5,636	Corporate \$13,144	Second Class \$2,683	Technology \$4,025	Paper \$835	Ibico Plastic Spiral...
South \$122,906	Colorado \$10,300	Colorado \$5,326		First Class \$2,529		Appliances \$226	

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Sunday, January 07, 2024

FILTERS Clear

Period 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region West, Central, East, South

State All

City All

Other Ship Mode All

Ask a question about your data

Key influencers Top segments

What influences Profit to Increase? ?

When... ...the average of Profit increases by \$1.24K

- Sales goes up 1422.09 → \$1.24K
- COGS goes down 1203.99 → \$1.04K
- Markdown goes down 0.78 → \$25.87
- Units goes up 13.43 → \$15.33
- Item Price goes up 68.89 → \$10.22

Sort by: Impact Count

On average when Sales increases, Profit also increases.

Decomposition Tree

What's the biggest contributor to Sales? ?

Region	State	City	Segment	Ship Mode	Category	Subcategory	Product
West	California	Los Angeles	Consumer	Standard Class	Office Supplies	Binders	GBC DocuBind 20...
East	Washington	San Francisco	Home Office	Second Class	Furniture	Storage	GBC Binding covers
Central	Arizona	San Diego	Corporate	First Class	Technology	Paper	Satellite Sectional ...
South	Colorado	Sacramento		Same Day		Appliances	Ibico Plastic Spiral...
Sales							
\$733,215							
\$250,128	\$146,388	\$48,876	\$20,183	\$14,242	\$5,948	\$3,603	\$2,357
\$213,083	\$65,540	\$37,198	\$15,549	\$2,683	\$4,269	\$1,105	\$488
\$147,098	\$11,134	\$5,636	\$13,144	\$2,529	\$4,025	\$835	\$313
\$122,906	\$10,300	\$5,326		\$729			\$195



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Sales Dashboard / Information / Customer Info

Raymond Buch

Customer ID : **RB-19360**
 Segment: **Consumer**
 Type: **Repeat Buyer**

Search Customer Clear

ORDERS: 3 | **SALES**: \$14,203 | **PROFIT**: \$6,781 | **UNITS**: 27 | **MARKDOWN**: \$0 | **MARGIN**: 48% | **Avg Price**: \$197 | **Avg Time**: 2.67 days

Transaction Record
 Order Date : 3/23/2023 - 9/25/2023

Order ID	Order Date	Ship Mode	Status	Delivery	Product ID	Product Name	Base Price	Markdown	Retail Price	Units	Sales	COGS
CA-2023-140151	03/23/2023	First Class		2 days	OFF-PA-10002986	Xerox 1898	\$6.68	\$0.00	\$6.68	3	\$20.04	\$10
CA-2023-140151	03/23/2023	First Class		2 days	OFF-ST-10001558	Acco Perma 4000 Stacking Storage Drawers	\$16.24	\$0.00	\$16.24	2	\$32.48	\$28
CA-2023-140151	03/23/2023	First Class		2 days	TEC-CO-10004722	Canon imageCLASS 2200 Advanced Copier	\$3,499.99	\$0.00	\$3,499.99	4	\$13,999.96	\$7,280
CA-2023-169810	07/25/2023	Standard Class		6 days	OFF-LA-10003663	Avery 498	\$2.89	\$0.00	\$2.89	7	\$20.23	\$11
CA-2023-162572	09/25/2023	Second Class		2 days	OFF-AR-10001547	Newell 311	\$1.97	\$0.20	\$1.77	6	\$10.61	\$10
CA-2023-162572	09/25/2023	Second Class		2 days	TEC-AC-10003628	Logitech 910-002974 M325 Wireless Mouse for Web Scrolling	\$24.19	\$0.20	\$23.99	5	\$119.96	\$84

Sunday, January 07, 2024 Clear

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FILTERS Clear

Period
 1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region
 West Central East South

State All

City All

Other Ship Mode All

Ask a question about your data

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Sales Dashboard / Information / Customer Info

Raymond Buch

Customer ID : RB-19360
Segment : Consumer
Type : Repeat Buyer

Search Customer

3 ORDERS | \$14,203 SALES | \$6,781 PROFIT | \$197 AVG PRICE
Same From Last Year vs previous year

27 UNITS | \$0 MARKDOWN | 48% MARGIN | 2.67 days AVG TIME
▼ 38.64% | -17 vs previous year

Transaction Record
 Order Date : 3/23/2023 - 9/25/2023

Order ID	Order Date	Ship Mode	Status	Delivery	Product ID	Product Name	Base Price	Markdown	Retail Price	Units	Sales	COGS
CA-2023-140151	03/23/2023	First Class		2 days	OFF-PA-10002986	Xerox 1898	\$6.68	\$0.00	\$6.68	3	\$20.04	\$10
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Sunday, January 07, 2024

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FILTERS

Period
1/1/2023 - 12/31/2023

Customer Segment

Product Category

Subcategory All

Location Region

State All
City All

Other Ship Mode All

Ask a question about your data



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Sales Dashboard / Information / Product Info

Sunday, January 07, 2024  

Canon imageCLASS 2200 Advanced...

Product ID : **TEC-CO-10004722** Category : **Technology** Subcategory : **Copiers**



3 ORDERS ▲ 50.00% | +1 vs previous year

\$35,700 SALES ▲ 37.84% | +\$9,800 vs previous year

\$15,680 PROFIT ▲ 66.71% | +\$6,160 vs previous year

\$1,960 AVG PRICE ▲ 75.00% | +\$840 vs previous year

11 UNITS ▲ 22.22% | +2 vs previous year

\$0 MARKDOWN No Markdown Last Year

44% MARGIN ▲ 7.16 % pts vs previous year

3.00 days AVG TIME ▼ 45.45% | -2.50 days of order delivery

Transaction Record
Order Date : 3/23/2023 - 11/17/2023

Order ID	Order Date	Ship Mode	Status	Delivery	Customer ID	Customer Name	Base Price	Markdown	Retail Price	Units	Sales	COGS	Profit
CA-2023-140151	03/23/2023	First Class		2 days	RB-19360	Raymond Buch	\$3,499.99	\$0.00	\$3,499.99	4	\$13,999.96	\$7,280	\$6,719.98
CA-2023-127180	10/22/2023	First Class		2 days	TA-21385	Tom Ashbrook	\$2,800.19	\$0.20	\$2,799.99	4	\$11,199.97	\$7,280	\$3,919.99
CA-2023-166709	11/17/2023	Standard Class		5 days	HL-15040	Hunter Lopez	\$3,499.99	\$0.00	\$3,499.99	3	\$10,499.97	\$5,460	\$5,039.99

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 **FILTERS** 

Period
1/1/2023  12/31/2023 

Customer Segment
  

Product Category


Subcategory All

Location Region

West Central East South

State All

City All

Other
Ship Mode All

Ask a question about your data 

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Sales Dashboard / Information / **Product Info**

Sunday, January 07, 2024

Canon imageCLASS 2200 Advanced...

Product ID : **TEC-CO-10004722**

Category : **Technology**
Subcategory : **Copiers**

Search Product

ORDERS **\$35,700** **SALES** **\$15,680** **PROFIT** **\$1,960** **Avg Price**
 vs previous year
UNITS **\$0** **Markdown** **44%** **MARGIN** **3.00 days** **Avg Time**
 vs previous year No Markdown Last Year vs previous year vs previous year vs previous year of order delivery

Transaction Record
 Order Date : 3/23/2023 - 11/17/2023

Order ID	Order Date	Ship Mode	Status	Delivery	Customer ID	Customer Name	Base Price	Markdown	Retail Price	Units	Sales	COGS	Profit
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FILTERS

Period

Customer Segment

Product Category
 Subcategory

Location Region West Central East South

 State City
 Other Ship Mode

Ask a question about your data



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Sales Dashboard / Profile



Jhermien Paul Alejandria

Business Intelligence Analyst

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Accounts

NOVYPRO
TABLEAU
GITHUB
CREDLY

About Me

Hi there! I'm Jhermien. I love to explore, analyze, visualize, and present data. I enjoy working with different data sources, tools, and platforms, such as Excel, SQL, Power BI, Tableau, Python, and R.

I believe that data can tell powerful stories and drive meaningful actions. That's why I have been fortunate to help various stakeholders transform their data into actionable insights and strategies, empowering them to make smart decisions and scale their businesses.

I have a proven track record of delivering high-quality results and exceeding expectations. I am also a team player who can collaborate effectively with diverse and cross-functional teams. I am always eager to learn new things and take on new challenges that will allow me to grow and contribute to the success of an organization.

Skills

Data Collection	Data Mining	Data Cleaning	Data Wrangling
Data Modeling	Data Analysis	Data Interpretation	Data Visualization
Data Storytelling	Data Reporting	Data Ethics	Dashboarding
Statistics	Machine Learning	Analytical Skills	Communication Skills

Certificates

[Google Data Analytics Professional Certificate](#)
Issued Jan 2023
Credential ID: BT2R7NHTN54Y

[IBM Data Analyst Professional Certificate](#)
Issued May 2023
Credential ID: RHMP8H9BBPDV

Main Tools

EXCEL	SQL
TABLEAU	POWER BI
PYTHON	R / POSIT

Saturday, January 06, 2024

SUN

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SUPERSTORE

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 TABLEAU	 POWER BI
 PYTHON	 R / POSIT

Saturday, January 06, 2024  

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