

# SUPERSTORE SALES & PERFORMANCE DASHBOARD

**\$12.6M**

Total Sales

**\$1.5M**

Total Profit

**26.3%**

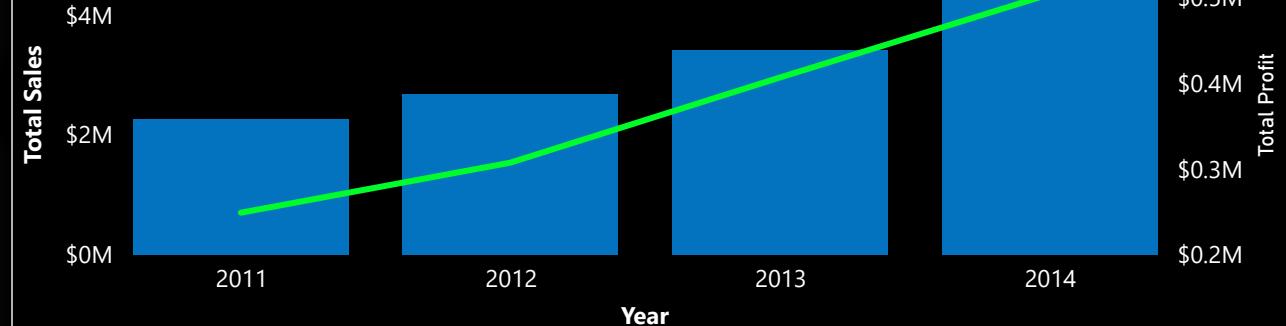
Sales Growth YoY

**\$504.99**

Average Order Value (USD)

## Total Sales & Total Profit by Year

Total Sales    Total Profit



## Total Sales & Total Profit by Region

Total Sales    Total Profit



## PERFORMANCE INSIGHTS

### GROWTH CHAMPION

26.3% YoY Growth  
→ \$15M+ Projection

### PROBLEM ZONE

SE Asia: 2% Margin  
\$884K Sales

### PROFIT LEADERS

Central: 11.03% Margin  
\$310K Profit

### OPPORTUNITY

\$505 Avg Order Value  
→ Upsell Potential

Year

All

Region

All

Category

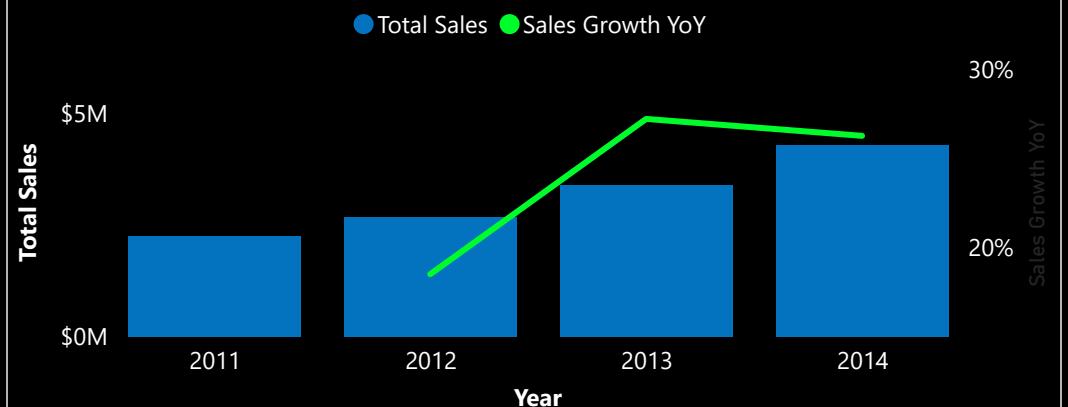
All

Segment

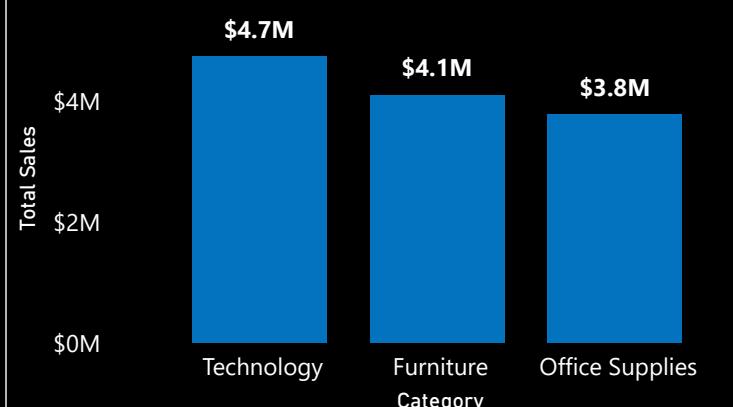
All

# SALES INSIGHTS

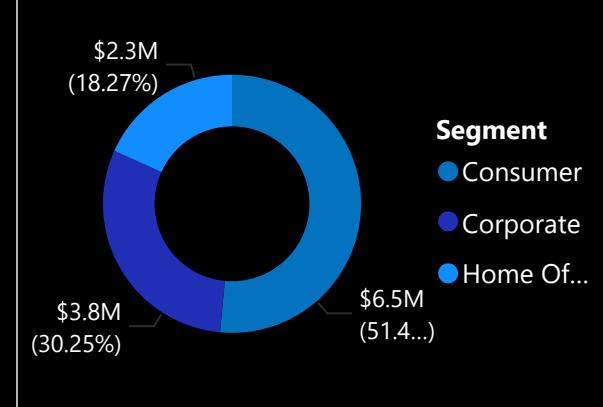
## Total Sales & Total Profit by Year



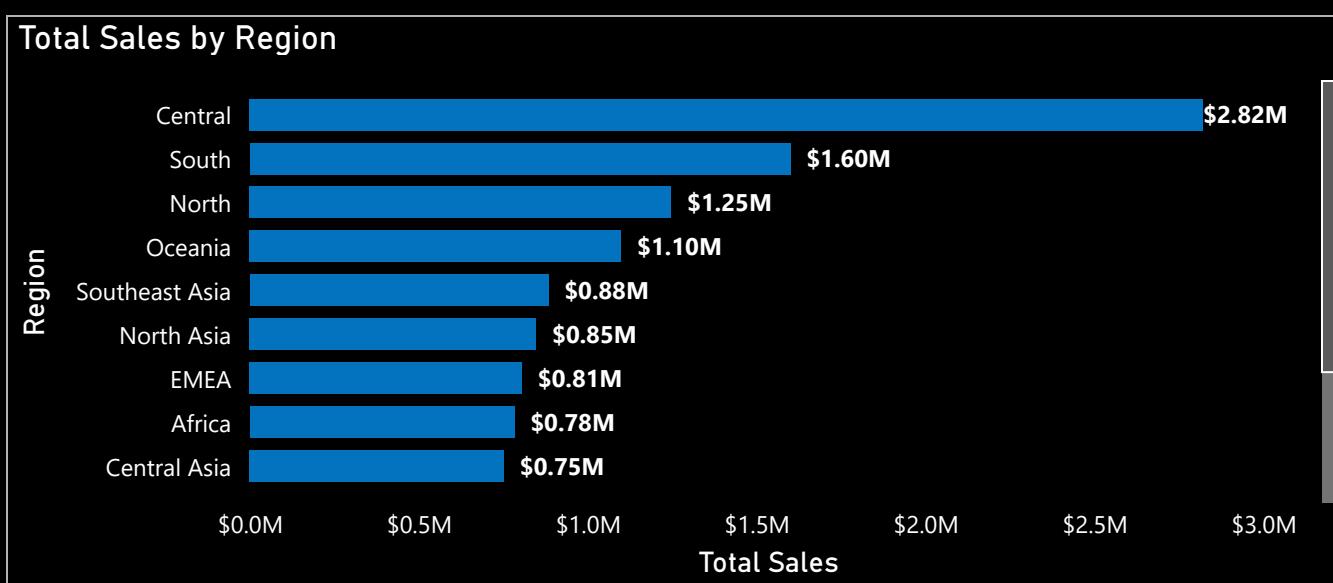
## Total Sales by Category



## Total Sales by Segment



## Total Sales by Region



## Top 5 Countries by Total Sales



Year

All

Region

All

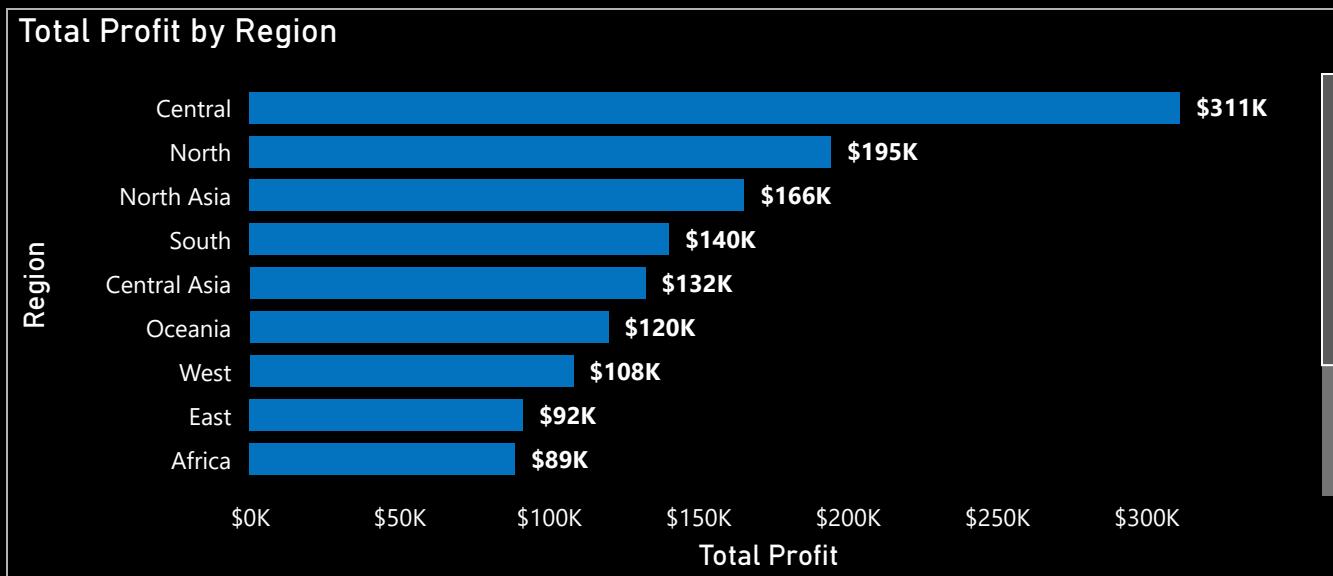
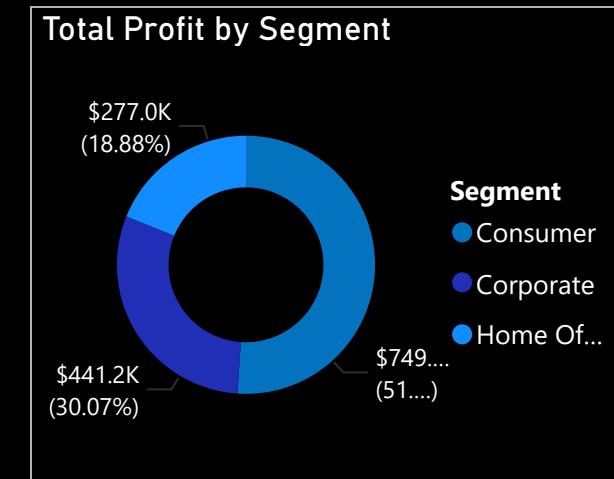
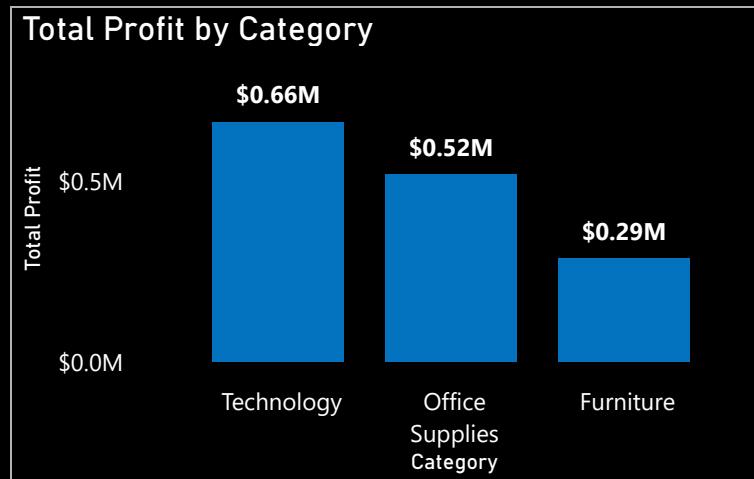
Category

All

Segment

All

# PROFIT INSIGHTS



Year

Region

Category

Segment