

RETAIL ANALYTICS DASHBOARD REPORT

Generated: February 16, 2026

Dataset: Superstore Retail Data

Total Records: 51,290

Analysis Period: 2026-02-16 to 2026-02-16

KEY PERFORMANCE INDICATORS



\$12,642,905.00

Total Revenue



\$1,467,457.29

Total Profit



-inf%

Avg Profit Margin



25,035

Total Orders



4,873

Unique Customers



\$505.01

Avg Order Value

Sales Trend Analysis

[Interactive Sales Trend Analysis]

*See HTML report for interactive version
or run dashboard in Google Colab.*

Category Performance

[Interactive Category Performance]

*See HTML report for interactive version
or run dashboard in Google Colab.*

Regional Sales Distribution

[Interactive Regional Sales Distribution]

*See HTML report for interactive version
or run dashboard in Google Colab.*

DATASET OVERVIEW ===== Total Records: 51,290 Columns: 35 Date Range: 2026-02-16 to 2026-02-16																																				
COLUMN STRUCTURE: • Category: object • City: object • Country: object • Customer_ID: object • Customer_Name: object • Discount: float64 • Market: object • Record_Data: int64 • Order_Date: datetime64[ns] • Order_ID: object • Order_Priority: object • Product_ID: object • Product_Name: object • Profit: float64 • Quantity: int64																																				
SAMPLE DATA (First 5 rows):																																				
0	Office Supplies	Los Angeles	United States	LS-172304	Lycoris Saunders	0.0	US	Record_Data	Order_Date	Order_ID	Order_Priority	Product_ID	Product_Name	Profit	Quantity	Region	Row_ID	Sales	Segment	Ship_Date	Ship_Mode	Shipping_Cost	State	Sub_Category	Year	Market2	weeknum	Revenue	Month	MonthName	DayOfWeek	Quarter	Profit_Margin	Discount_Amount	Discount_Bin	
1	Office Supplies	Los Angeles	United States	MV-174854	Mark Van Huff	0.0	US	1	2026-02-16	CA-2011-130813	High	OFF-PA-10002005	Xerox 225	9.3312	3	West	36624	19	Consumer	2026-02-16	Second Class	4.37	California	Paper	2026	North America	2	19.0	2	February	Monday	1	49.111579	0.0	NaN	
2	Office Supplies	Los Angeles	United States	CS-121304	Chad Sievert	0.0	US	1	2026-02-16	CA-2011-148614	Medium	OFF-PA-10002893	Wirebound Service Call Books, 5 1/2" x 4"	9.2928	2	West	37033	19	Consumer	2026-02-16	Standard Class	0.94	California	Paper	2026	North America	4	19.0	2	February	Monday	1	48.909474	0.0	NaN	
3	Office Supplies	Los Angeles	United States	CS-121304	Chad Sievert	0.0	US	1	2026-02-16	CA-2011-118962	Medium	OFF-PA-10000659	Adams Phone Message Book, Professional, 400 Message Capacity, 5 3/6" x 11"	9.8418	3	West	31468	21	Consumer	2026-02-16	Standard Class	1.81	California	Paper	2026	North America	32	21.0	2	February	Monday	1	46.865714	0.0	NaN	
4	Office Supplies	Los Angeles	United States	AP-109154	Arthur Prichep	0.0	US	1	2026-02-16	CA-2011-118962	Medium	OFF-PA-10001144	Xerox 1913	53.2608	2	West	31469	111	Consumer	2026-02-16	Standard Class	4.59	California	Paper	2026	North America	32	111.0	2	February	Monday	1	47.982703	0.0	NaN	
													Xerox 223	3.1104	1	West	32440	6	Consumer	2026-02-16	Standard Class	1.32	California	Paper	2026	North America	40	6.0	2	February	Monday	1	51.840000	0.0	NaN	