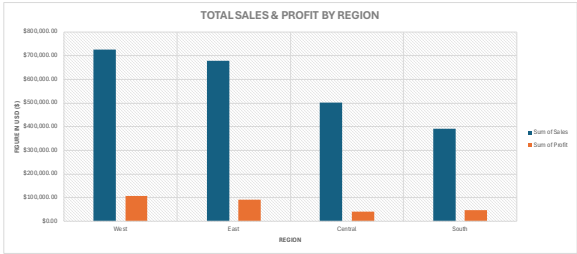


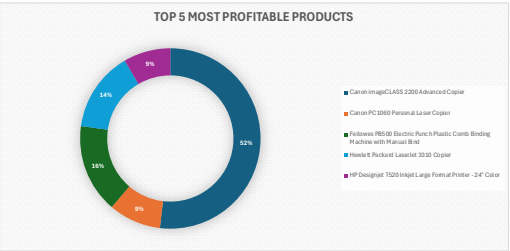
SUPERSTORE PERFORMANCE INSIGHTS

Key Performance Indicator (KPI)		Value
Total Sales		\$2,297,200.86
Total Profit		\$286,397.02
Average Discount		15.62%

TOTAL SALES & PROFIT BY REGION		
Row Labels	Sum of Sales	Sum of Profit
West	\$725,457.82	\$108,418.45
East	\$678,781.24	\$91,522.78
Central	\$501,239.89	\$29,786.36
South	\$391,721.91	\$46,745.43
Grand Total	\$2,297,200.86	\$286,397.02



TOP 5 MOST PROFITABLE PRODUCTS	
Row Labels	Sum of Profit
Canon ImageCLASS 2200 Advanced Copier	\$25,199.93
Canon PC1060 Personal Laser Copier	\$4,670.93
Fellowes PB500 Electronic Punch Plastic Comb Binding Machine with Manual Bind	\$7,753.04
Hewlett Packard LaserJet S330 Copier	\$6,983.86
HP DesignJet T520 Inkjet Large Format Printer - 24" Color	\$4,094.98
Grand Total	\$48,602.76



SALES TRENDS OVER TIME	
Year	Sum of Sales
2011	\$484,247.95
Jan	\$13,946.23
Feb	\$4,934.04
Mar	\$56,891.01
Apr	\$28,295.35
May	\$23,648.29
Jun	\$34,595.13
Jul	\$33,946.35
Aug	\$27,900.47
Sep	\$61,777.35
Oct	\$31,400.39
Nov	\$78,626.72
Dec	\$69,545.82
2012	\$478,836.81
Jan	\$18,174.08
Feb	\$12,210.87
Mar	\$36,446.83
Apr	\$34,155.21
May	\$30,131.69
Jun	\$24,797.29
Jul	\$29,786.33
Aug	\$36,696.33
Sep	\$64,595.92
Oct	\$31,400.92
Nov	\$75,972.66
Dec	\$74,910.62
2013	\$608,473.83
Jan	\$18,542.49
Feb	\$22,867.71
Mar	\$51,186.22
Apr	\$26,346.09
May	\$56,691.08
Jun	\$39,430.44
Jul	\$36,446.75
Aug	\$25,265.95
Sep	\$72,508.11
Oct	\$66,463.13
Nov	\$63,185.33
Dec	\$97,237.42
2014	\$733,947.02
Jan	\$44,702.14
Feb	\$26,283.51
Mar	\$53,900.96
Apr	\$40,112.42
May	\$45,661.24
Jun	\$46,259.75
Jul	\$46,428.27
Aug	\$61,516.09
Sep	\$50,468.72
Oct	\$77,793.76
Nov	\$112,389.47
Dec	\$50,474.05
Grand Total	\$2,297,200.86

