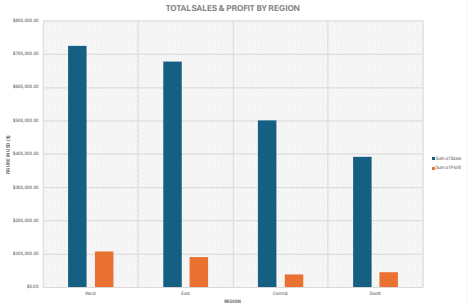


SUPERSTORE PERFORMANCE INSIGHTS

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

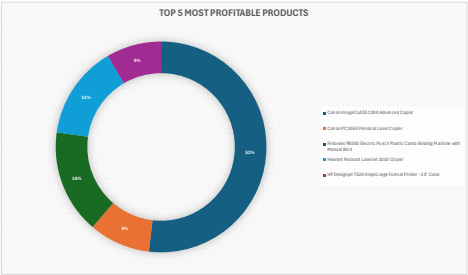
TOTAL SALES & PROFIT BY REGION

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	\$39,706.36
South	\$391,721.91	\$46,749.43
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	\$4,570.93
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$7,753.04
Hewlett Packard LaserJet 3310 Copier	\$6,983.88
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	\$107,641.36
Jan	\$13,946.23
Apr	\$28,295.35
Jul	\$33,946.39
Oct	\$31,453.39
2012	\$112,539.53
Jan	\$18,174.08
Apr	\$34,195.21
Jul	\$28,765.33
Oct	\$31,404.92
2013	\$152,694.97
Jan	\$18,542.49
Apr	\$39,248.59
Jul	\$38,440.76
Oct	\$56,463.13
2014	\$211,037.68
Jan	\$44,703.14
Apr	\$40,112.42
Jul	\$48,428.37
Oct	\$77,793.76
Grand Total	\$583,913.54

