



# GLOBAL SUPERSTORE DASHBOARD

## OVERVIEW

Overview

Market

Product

Year

All

Market

All

Category

All

Total Sales PY: 8.34M  
\$12.64M ▲ 51.5%

Total Profit PY: 963.14K  
\$1.47M ▲ 52.3%

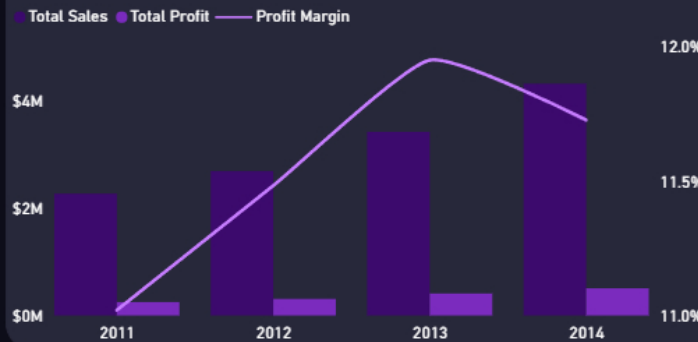
Profit Margin PY: 11.55%  
11.61% ▲ 0.5%

Total Order PY: 16.50K  
25K ▲ 51.7%

AOV PY: \$505.41  
\$504.93 ▼ 0.1%

Return Rate PY: 4.75%  
4.68% ▼ 1.5%

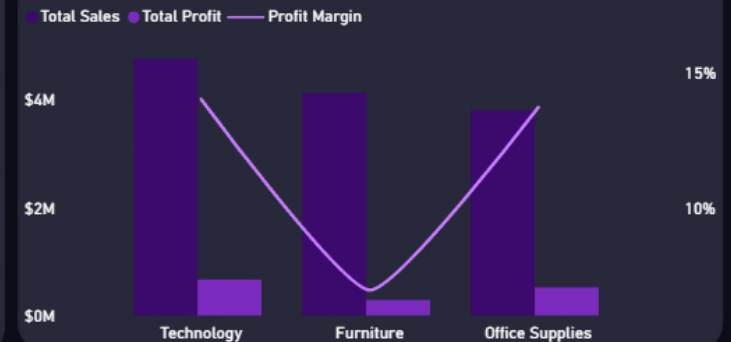
### Sales, Profit & Profit Margin by Year



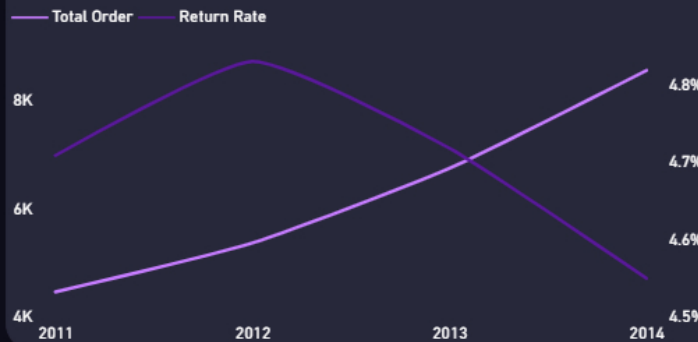
### Sales, Profit & Profit Margin by Market



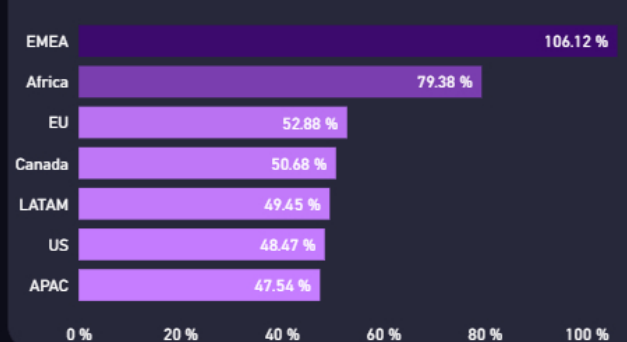
### Sales, Profit & Profit Margin by Category



### Total Order & Return Rate by Year



### Profit YoY% by Market



### Total Profit by Category by Customer Segment





# GLOBAL SUPERSTORE DASHBOARD

## MARKET

Overview

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All

Market

All

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All

### Market Performance

Choose a market to view Performance and Strategic Products

Africa

APAC

Canada

EMEA

EU

LATAM

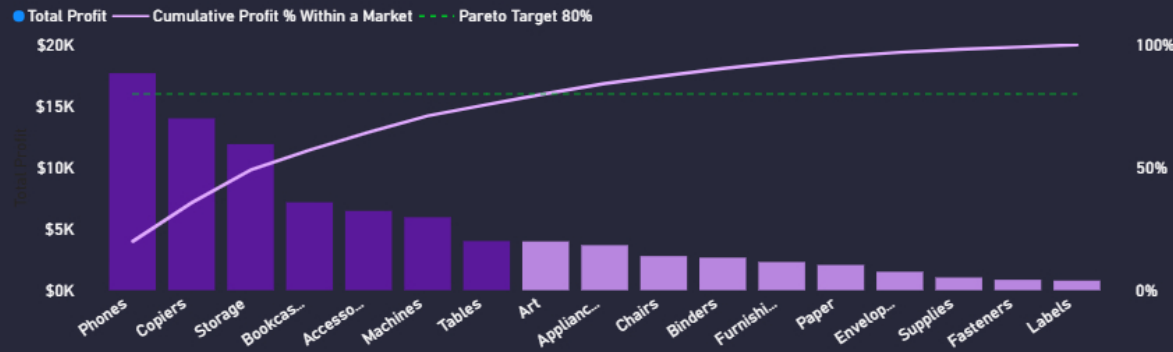
US

Switch to view:

By Product

By Sub-product

### Pareto Sub Product



### Total Sales & AOV by Market

Bubble Size = Total Order



### Top 5 Sales Managers

● APAC ● EU ● LATAM ● US



Sales (Millions)

Market	Total Order	Sales	Sales YoY%	Sales Trend	Profit	Profit Contribution	Profit YoY%	Profit Margin	Return Rate
APAC	5437	\$3,585,361.47	50.89 %	<div></div>	\$435,898.22	29.71 %	47.54 %	12.16%	5.44%
EU	4593	\$2,937,968.01	54.98 %	<div></div>	\$372,791.76	25.41 %	52.88 %	12.69%	6.18%
US	5009	\$2,296,919.49	46.96 %	<div></div>	\$286,409.08	19.52 %	48.47 %	12.47%	5.93%
LATAM	5138	\$2,163,989.93	48.49 %	<div></div>	\$221,631.21	15.10 %	49.45 %	10.24%	5.80%
Africa	2232	\$783,695.96	56.51 %	<div></div>	\$88,852.70	6.06 %	79.38 %	11.34%	
EMEA	2462	\$806,161.31	59.80 %	<div></div>	\$43,897.97	2.99 %	106.12 %	5.45%	
Canada	201	\$66,928.17	52.92 %	<div></div>	\$17,817.39	1.21 %	50.68 %	26.62%	
Total	25035	\$12,641,024.34	51.55 %	<div></div>	\$1,467,298.33	100.00 %	52.34 %	11.61%	4.68%



# GLOBAL SUPERSTORE DASHBOARD

## PRODUCT

Overview

Market

Product

Year

All

Market

All

Category

All

### Product Heatmap (by Total Order)

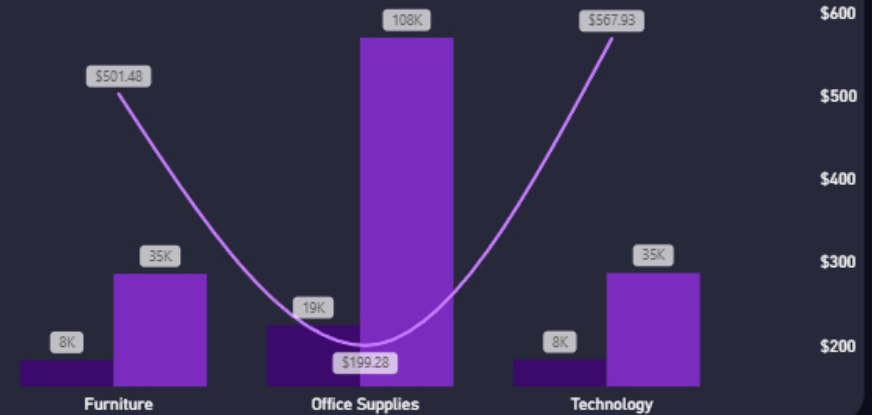
Ship Mode

Month

Category	January	February	March	April	May	June	July	August	September	October	November	December
Furniture	406	344	475	465	605	847	511	722	994	792	1026	1052
Office Supplies	984	819	1180	1148	1455	2039	1179	1943	2297	1663	2356	2358
Technology	399	383	500	522	593	882	520	829	934	764	1050	1048

### Total Order & Total Quantity & AOV by Category & Sub-category

Total Order Total Quantity AOV



### Product Performance

Select a Market to view detailed Product performance

Africa

APAC

Canada

EMEA

EU

LATAM

US

Sub-Category	TotalOrder	Sales	Sales YoY%	Sales Trend	Profit	Profit Contribution	Profit YoY%	Profit Margin	Return Rate
Labels	213	\$4,880.21	48.06 %		\$785.99	100.00 %	48.87 %	16.11%	
Envelopes	193	\$9,467.49	50.55 %		\$1,509.44	100.00 %	43.31 %	15.61%	
Phones	248	\$114,832.85	57.80 %		\$17,694.56	100.00 %	52.01 %	15.41%	
Accessories	210	\$42,115.33	46.84 %		\$6,467.44	100.00 %	35.42 %	15.36%	
Paper	184	\$13,499.49	52.37 %		\$2,063.01	100.00 %	93.67 %	15.28%	
Fasteners	209	\$5,815.20	85.20 %		\$854.10	100.00 %	39.08 %	14.69%	
Copiers	196	\$96,257.68	64.83 %		\$14,008.63	100.00 %	178.73 %	14.55%	
Storage	522	\$96,674.12	48.61 %		\$11,915.09	100.00 %	49.09 %	12.33%	

### Top 10 Sub-categories by Sales YoY by Customer Segment

Bubble size = Total order counted

Consumer

Corporate

Home Office

