



# GLOBAL SUPERSTORE DASHBOARD

## OVERVIEW

Overview

Market

Product

Year

All

Market

All

Category

All

Total Sales  
\$12.64M

PY: 8.34M  
51.55% ▲ vs PY



Total Profit  
\$1.47M

PY: 963.14K  
52.34% ▲ vs PY



Margin %  
11.61%

PY: 11.55%  
0.53% ▲ vs PY



Total Order  
25.04K

PY: 16.50K  
51.69% ▲ vs PY



AOV  
\$504.93

PY: \$505.41  
-0.09% ▼ vs PY

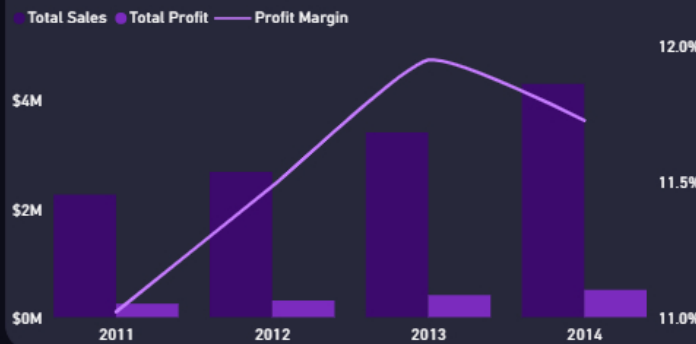


Return Rate  
4.68%

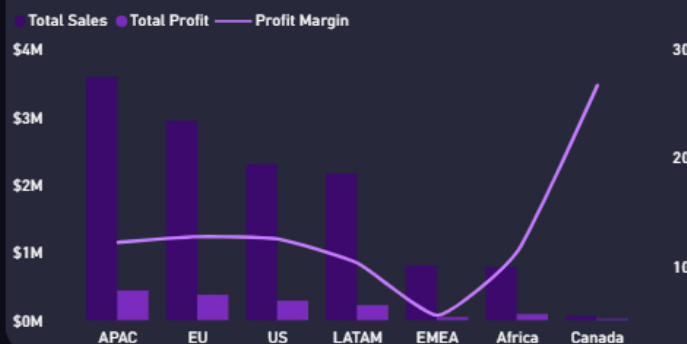
PY: 4.75%  
-1.45% ▼ vs PY



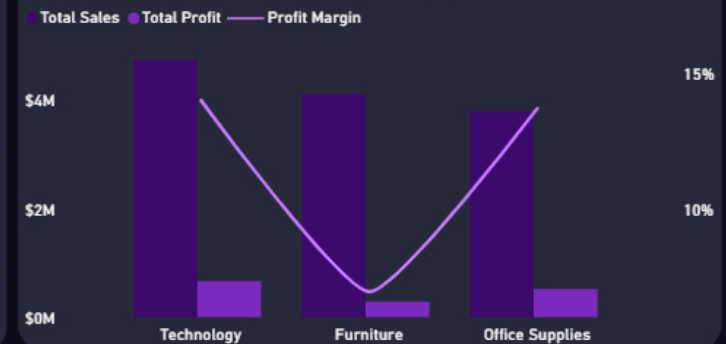
Sales, Profit & Profit Margin by Year



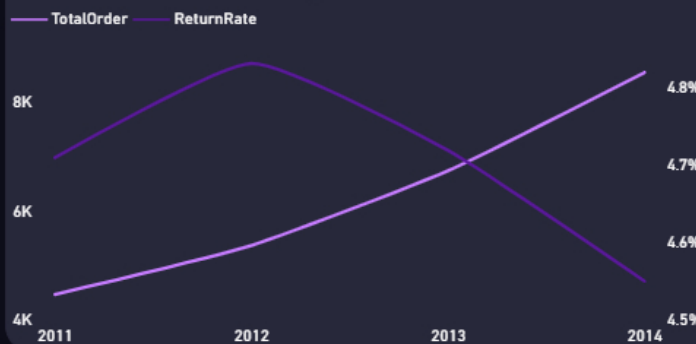
Sales, Profit & Profit Margin by Market



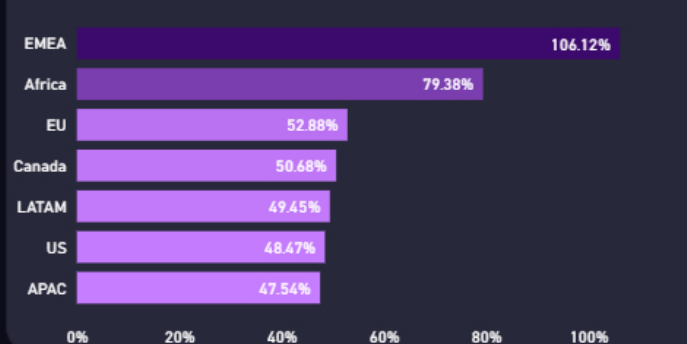
Sales, Profit & Profit Margin by Category



Total Order & Return Rate by Year



Profit YoY% by Market



Total Order & Total Customer per Customer Segment





# GLOBAL SUPERSTORE DASHBOARD

## MARKET

[Overview](#)[Market](#)[Product](#)

Year

All

Market

All

Category

All

### Market Performance

Market expansion opportunity and strategic product subcategories

Africa

APAC

Canada

EMEA

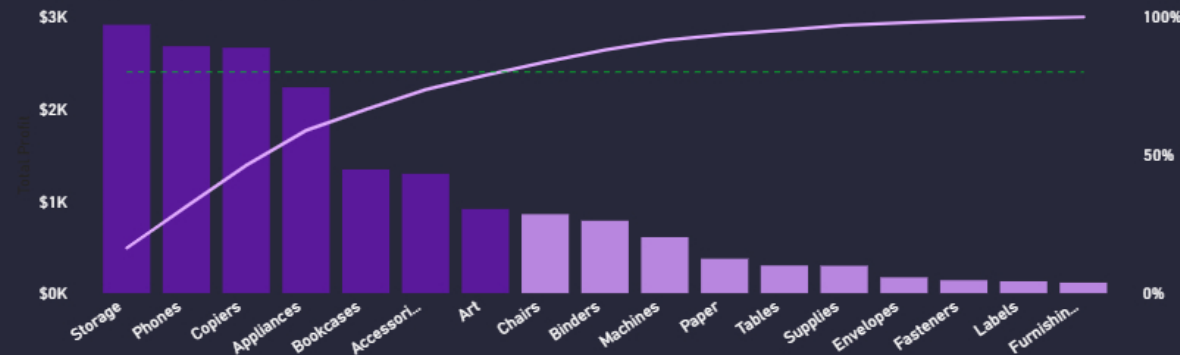
EU

LATAM

US

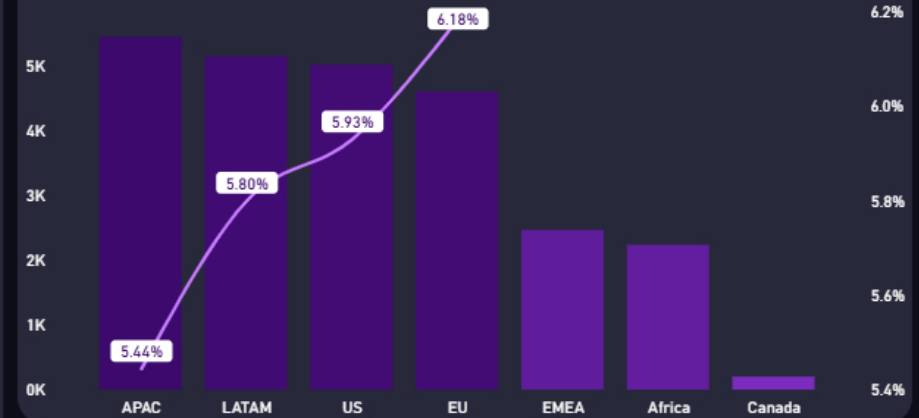
### Profit Drivers by Sub-Category Per Market

Total Profit Cumulative Profit % Within a Market Pareto Target 80%



### Total Order & Return Rate

TotalOrder ReturnRate



### Top 5 Sales Managers

APAC EU LATAM US



Sales (Millions)

Market	Opportunity Score	Sales	Sales PY	Sales YoY%	Sales Trend	Profit	Profit YoY%	Profit Margin
Canada	122.22	\$66,928.17	43,767.06	52.92%	<div></div>	\$17,817.39	50.68%	26.42%
EMEA	117.86	\$806,161.31	504,475.37	59.80%	<div></div>	\$43,897.97	106.12%	5.45%
Africa	115.84	\$783,695.96	500,716.28	56.51%	<div></div>	\$88,852.70	79.38%	11.34%
APAC	41.75	\$3,585,361.47	2,376,162.79	50.89%	<div></div>	\$435,898.22	47.54%	12.16%
EU	41.55	\$2,937,968.01	1,895,764.28	54.98%	<div></div>	\$372,791.76	52.88%	12.69%
LATAM	18.66	\$2,163,989.93	1,457,356.99	48.49%	<div></div>	\$221,631.21	49.45%	10.24%
US	16.06	\$2,296,919.49	1,562,972.47	46.96%	<div></div>	\$286,409.08	48.47%	12.47%
Total	104.82	\$12,641,024.34	8,341,215.23	51.55%	<div></div>	\$1,467,298.33	52.34%	11.61%



# GLOBAL SUPERSTORE DASHBOARD

## PRODUCT

Overview

Market

Product

Year

All

Market

All

Category

All

### Product Heatmap (by Total Order)

Month

Ship Mode

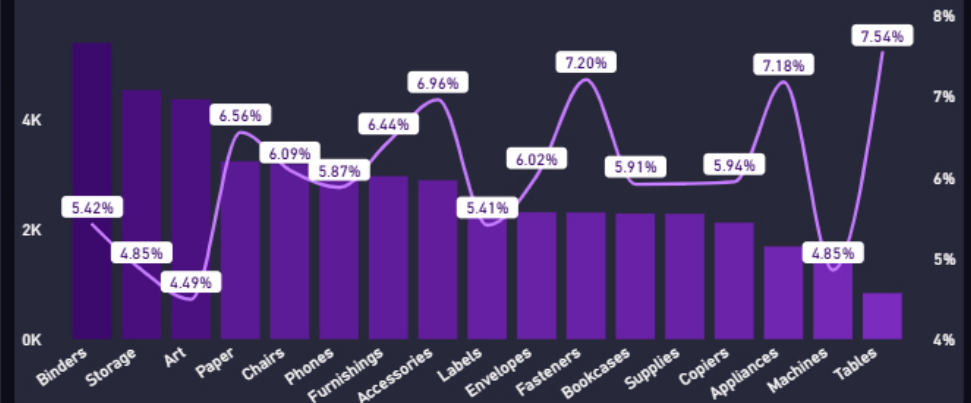
Category	January	February	March	April	May	June	July	August	September	October	November	December
Furniture	406.00	344.00	475.00	465.00	605.00	847.00	511.00	722.00	994.00	792.00	1026.00	1052.00
Office Supplies	984.00	819.00	1180.00	1148.00	1455.00	2039.00	1179.00	1943.00	2297.00	1663.00	2356.00	2358.00
Technology	399.00	383.00	500.00	522.00	593.00	882.00	520.00	829.00	934.00	764.00	1050.00	1048.00

### Total Order & Return Rate

TotalOrder ReturnRate

Category

Sub-Category



### Product Performance

Select a Market for Strategic Sub-categories in the Market

Africa

APAC

Canada

EMEA

EU

LATAM

US

Sub-Category	Opportunity Score	Sales	Sales PY	Sales YoY%	Sales Trend	Profit	Profit YoY%	Profit Margin	Return Rate
Art	46.93	\$372,031.45	244,443.80	52.20%		\$57,933.68	53.06%	15.57%	4.49%
Storage	47.23	\$1,127,085.86	743,658.57	51.56%		\$108,461.49	56.18%	9.62%	4.85%
Machines	36.06	\$779,060.07	518,780.83	50.17%		\$58,867.87	46.29%	7.56%	4.85%
Labels	53.02	\$73,404.03	47,515.52	54.48%		\$15,010.51	50.77%	20.45%	5.41%
Binders	48.82	\$461,812.15	301,392.56	53.23%		\$72,419.70	44.66%	15.68%	5.42%
Phones	40.21	\$1,706,824.14	1,154,817.76	47.80%		\$216,717.01	48.38%	12.70%	5.87%
Bookcases	57.42	\$1,466,572.24	953,375.54	53.83%		\$161,924.42	64.05%	11.04%	5.91%
Supplies	45.15	\$243,074.22	156,791.13	55.03%		\$22,583.26	48.40%	9.29%	5.92%

### Quality vs Growth of Sub-categories by Customer Segment

Consumer

Corporate

Home Office

