



# 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%

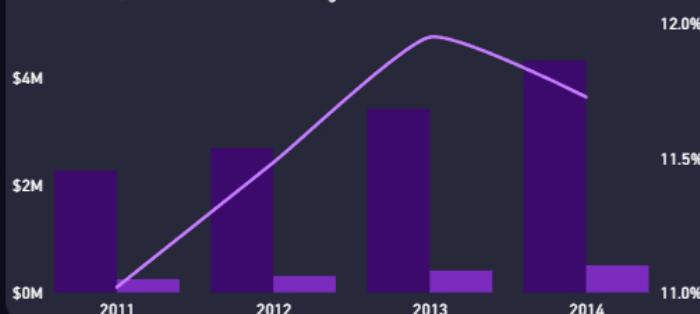
Total Order PY: 16.50K  
25K ▲ 51.7%

AOV PY: \$505.41  
\$504.93 ▼ 0.1%

Return Rate PY: 4.75%  
4.68% ▼ 1.5%

### Sales, Profit & Profit Margin by Year

Total Sales Total Profit Profit Margin



### Sales, Profit & Profit Margin by Market

Total Sales Total Profit Profit Margin



### Sales, Profit & Profit Margin by Category

Total Sales Total Profit Profit Margin

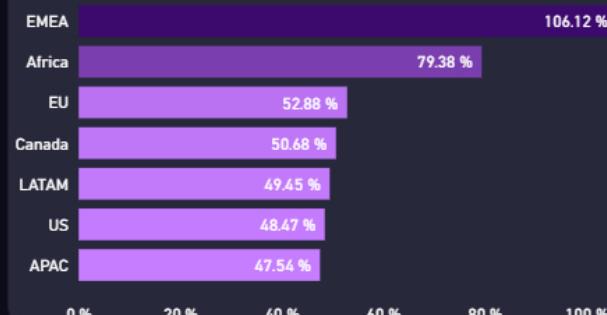


### Total Order & Return Rate by Year

Total Order Return Rate



### Profit YoY% by Market



### Total Profit by Category by Customer Segment

Category Furniture Office Supplies Technology





# GLOBAL SUPERSTORE DASHBOARD

## MARKET

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

Year

All

Market

All

Category

All

### Market Performance

Choose a market to view Performance and Strategic Products

Africa	APAC	Canada	EMEA	EU	LATAM	US
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[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

Anna Andreadi	\$1.72M	\$0.60M	\$0.50M	\$2.82M
Chuck Magee	\$0.59M	\$0.62M	\$0.39M	\$1.60M
Jack Lebron	\$0.63M	\$0.62M	\$1.25M	
Anthony Jacobs	\$1.10M	\$1.10M		
Alejandro Ballentine	\$0.88M	\$0.88M		

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



# GLOBAL SUPERSTORE DASHBOARD

## PRODUCT

Product Heatmap (by Total Order)

Category	Ship Mode												Month
	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	

Overview      Market      Product

Year

All

Market

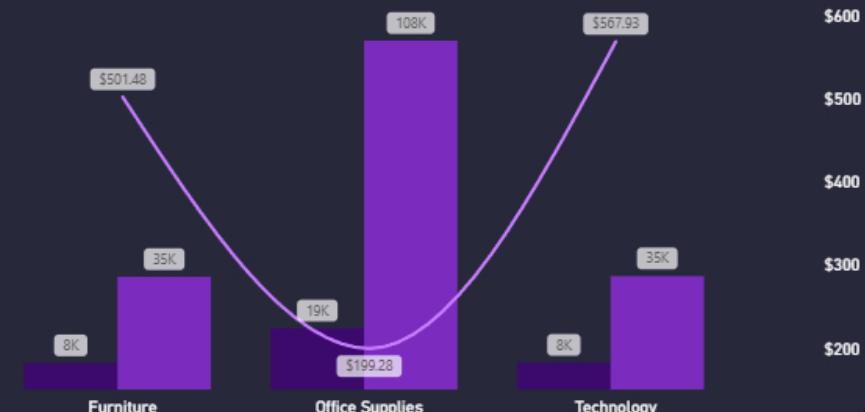
All

Category

All

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	\$9,667.49	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

