



# 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

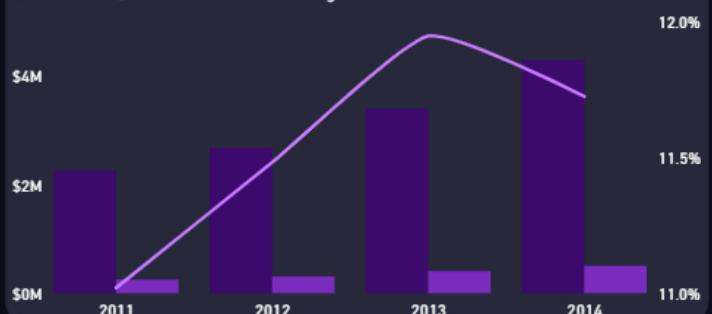
Total Order  
25.04K  
PY: 16.50K  
51.69% ▲ vs PY

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

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

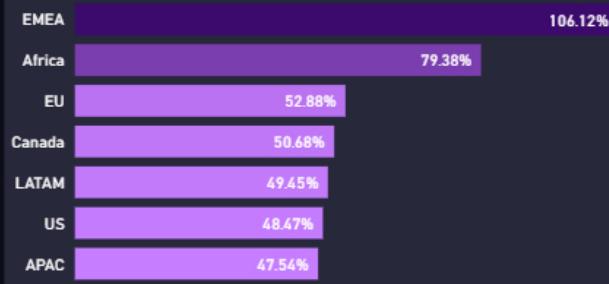


### Total Order & Return Rate by Year

TotalOrder ReturnRate

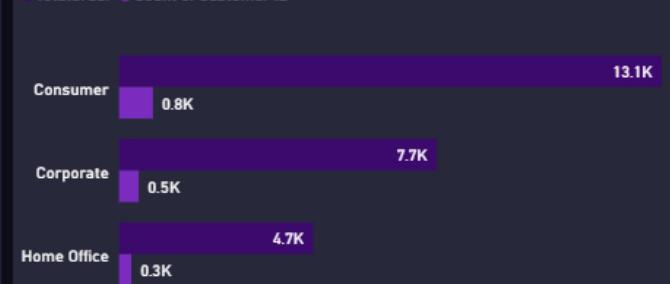


### Profit YoY% by Market



### Total Order & Total Customer per Customer Segment

TotalOrder Count of Customer ID





# GLOBAL SUPERSTORE DASHBOARD

## MARKET

### Market Performance

Market expansion opportunity and strategic product subcategories

Africa APAC Canada EMEA EU LATAM US

### Profit Drivers by Sub-Category Per Market



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%	↑	\$17,817.39	50.68%	26.62%
EMEA	117.86	\$806,161.31	504,475.37	59.80%	↑	\$43,897.97	106.12%	5.45%
Africa	115.84	\$783,695.96	500,716.28	56.51%	↑	\$88,852.70	79.38%	11.34%
APAC	41.75	\$3,585,361.47	2,376,162.79	50.89%	↑	\$435,898.22	47.54%	12.16%
EU	41.55	\$2,937,968.01	1,895,764.28	54.98%	↑	\$372,791.76	52.88%	12.69%
LATAM	18.66	\$2,163,989.93	1,457,356.99	48.49%	↑	\$221,631.21	49.45%	10.24%
US	16.06	\$2,296,919.49	1,562,972.47	46.96%	↑	\$286,409.08	48.47%	12.47%
Total	104.82	\$12,641,024.34	8,341,215.23	51.55%	↑	\$1,467,298.33	52.34%	11.61%

### Total Order & Return Rate



### Top 5 Sales Managers

APAC EU LATAM US



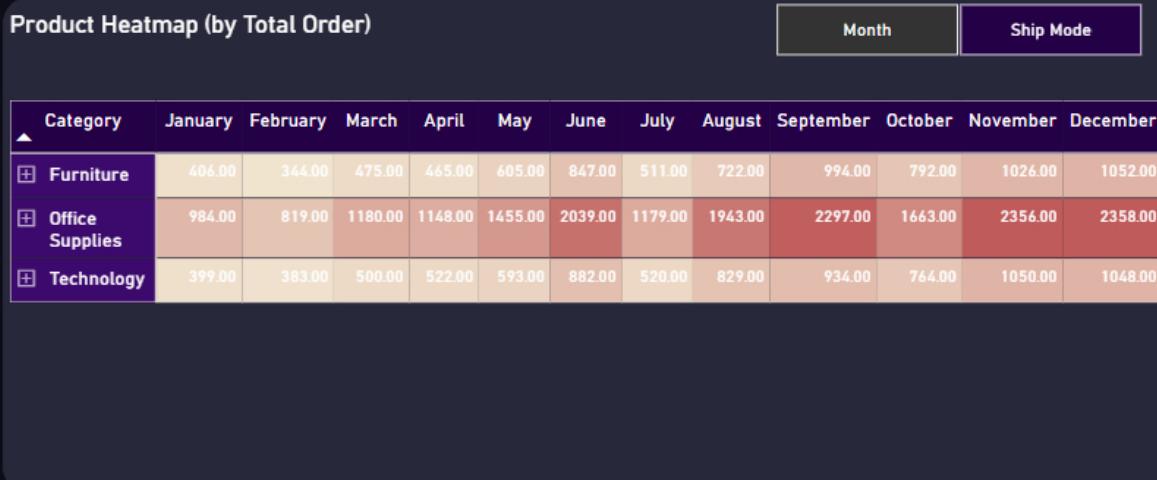
Sales (Millions)



# GLOBAL SUPERSTORE DASHBOARD

## PRODUCT

Product Heatmap (by Total Order)

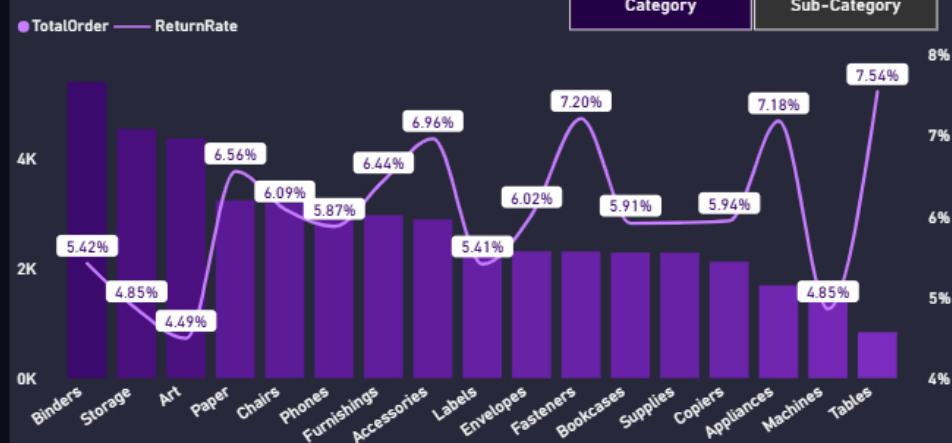


Product Performance

Select a Market for Strategic Sub-categories in the Market

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	\$743,458.57	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%

Total Order & Return Rate



Quality vs Growth of Sub-categories by Customer Segment

