



# Global Superstore Dashboard

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub-Category

All

Product Name

All

Country

All

City

All

Order Priority

All

Year

All

Number of Orders

51K

28.61

Average Profit

0.14

Average Discount

1.47M

Total Profit

12.64M

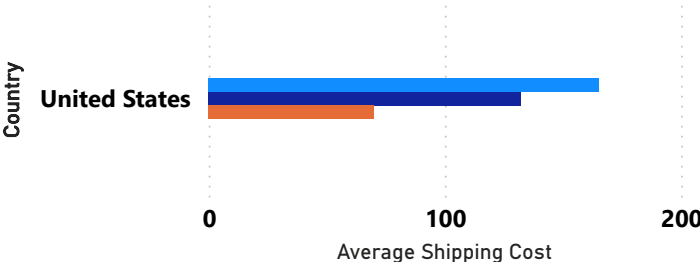
Sum of Sales

26.38

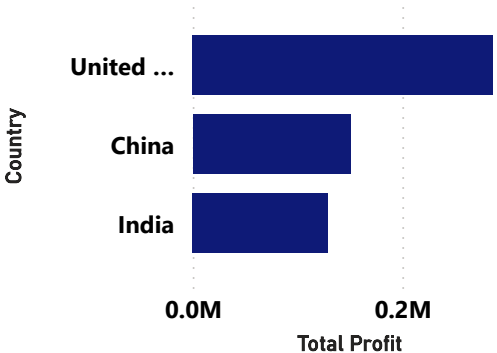
Average Shipping Cost

## Top Subcategories by Average Shipping Cost in the United States

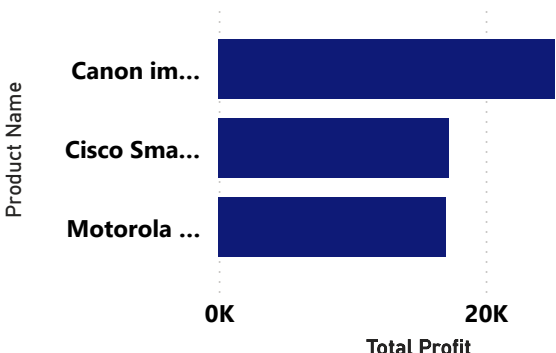
Sub-Category ● Copiers ● Machines ● Tables



## Top 3 Countries by Profit



## Top 3 Products by Profit



## Least Profitable Subcategory in Southeast Asia

Country	Accessories	Appliances	Art	Binders	Bookcases	Chairs	Copiers	Envelopes	Fasteners	Furnishings	Labels	Machines	Paper	Phones
Vietnam	-3,114.29	1,327.49	131.77	288.68	-1,487.05	143.32	-596.22	267.29	92.33	242.97	75.77	171.16	158.53	1,250.00
Thailand	-758.75	460.32	-380.43	72.26	-2,207.82	-129.21	-711.43	-338.07	-167.14	-184.03	-176.30	468.03	-357.88	2,420.00
Singapore	632.73	629.88	176.52	216.24	815.19	1,140.51	1,426.41	283.26	57.39	116.67	95.34	140.82	534.81	1,150.00
Philippines	-2,195.90	673.85	-863.66	605.50	-2,115.23	1,269.48	-2,931.78	-882.11	-389.40	361.33	-235.78	-949.11	-747.00	110.00
Myanmar (Burma)	-364.09	635.78	29.14	23.63	-336.52	-602.56	-467.17	52.00	16.02	-120.63	18.73	86.61	31.31	40.00



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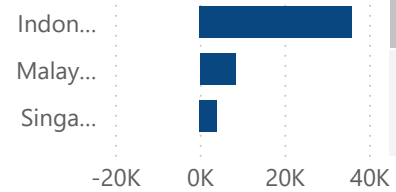
## Order Priority

All

## Year

All

### Least Profitable Subcategory in Southeast Asia



### Least Profitable Subcategory is Southeast Asia

City	Average Shipping Cost	Average Discount
Taipei	155.66	0.00
Jizan	122.18	0.00
Prato	112.48	0.15
Huddersfield	98.65	0.03
Moers	95.95	0.04
Burnley	87.78	0.00

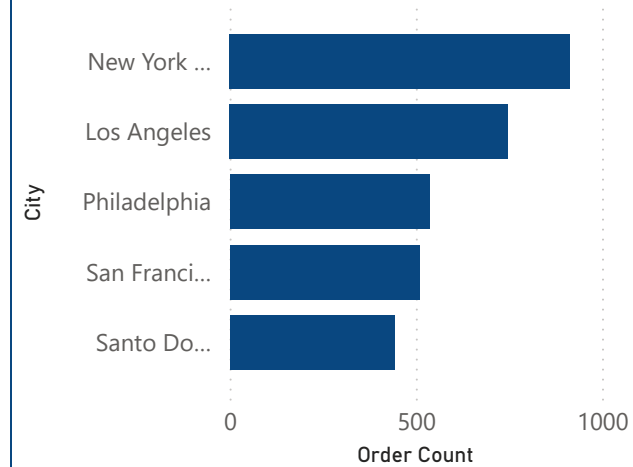
### Nigeria's Profitability Compared to Other African Countries in 2014

Country	Total Profit	Year
Nigeria	-23,285.19	2014
Zimbabwe	-2,218.58	2014
Uganda	-1,093.11	2014
Papua New Guinea	-94.23	2014
Swaziland	27.60	2014

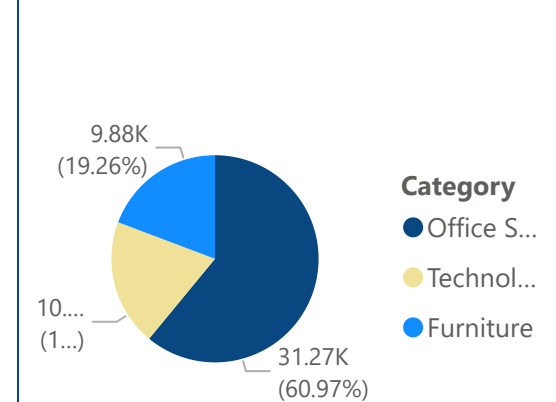
### Least Profitable U.S. City with 10+ Orders

Country	City	Order Count	Average Profit
United States	New York City	915	67.80
United States	Los Angeles	747	40.75
United States	Philadelphia	537	-25.77
United States	San Francisco	510	34.33
United States	Seattle	428	68.12
United States	Houston	377	-26.93
United States	Chicago	314	-21.19
United States	Columbus	222	26.56
United States	San Diego	170	37.51
United States	Springfield	163	38.04
United States	Dallas	157	-18.13

### Least Profitable U.S. City with 10+ Orders



### No. of Customer by Category





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## Least Profitable Cities

City	Average Profit	Average Discount	Average Ship
Whakatane	1,234.44	0.00	
Xingtai	1,068.84	0.00	
Kamina	1,068.66	0.00	
Salto	988.12	0.00	
Poitiers	953.27	0.10	
Paysandú	868.12	0.00	
Fuji	825.32	0.00	
Barletta	741.60	0.00	

## Top Valuable Customers and Products Purchased

Customer Name	Total Profit	Product Name
Tamara Chand	8,399.98	Canon imageCLASS 2200 Advanced Copier
Raymond Buch	6,719.98	Canon imageCLASS 2200 Advanced Copier
Hunter Lopez	5,039.99	Canon imageCLASS 2200 Advanced Copier
Adrian Barton	4,946.37	GBC Ibimaster 500 Manual ProClick Binding System
Sanjit Chand	4,630.48	Ibico EPK-21 Electric Binding System
Patrick Jones	3,979.08	Hoover Stove, Red
Tom Ashbrook	3,919.99	Canon imageCLASS 2200 Advanced Copier
Christopher Martinez	3,177.48	Fellowes PB500 Electric Punch Plastic Comb Bindi

## Highest Average Profit by Sub-Category in Australia



## Nigeria's Performance Compared to Other African Countries in 2014

Country	Average Discount	Average Shipping Cost
Zimbabwe	0.70	6.49
Zambia	0.00	15.50
Uganda	0.70	3.67
Tunisia	0.00	3.95
Togo	0.00	5.94
Tanzania	0.02	27.88
Swaziland	0.00	5.95
Sudan	0.00	20.46