

Superstore Dashboard



Executive Summary

Market Analysis

Product Analysis

Sales Rep Performance

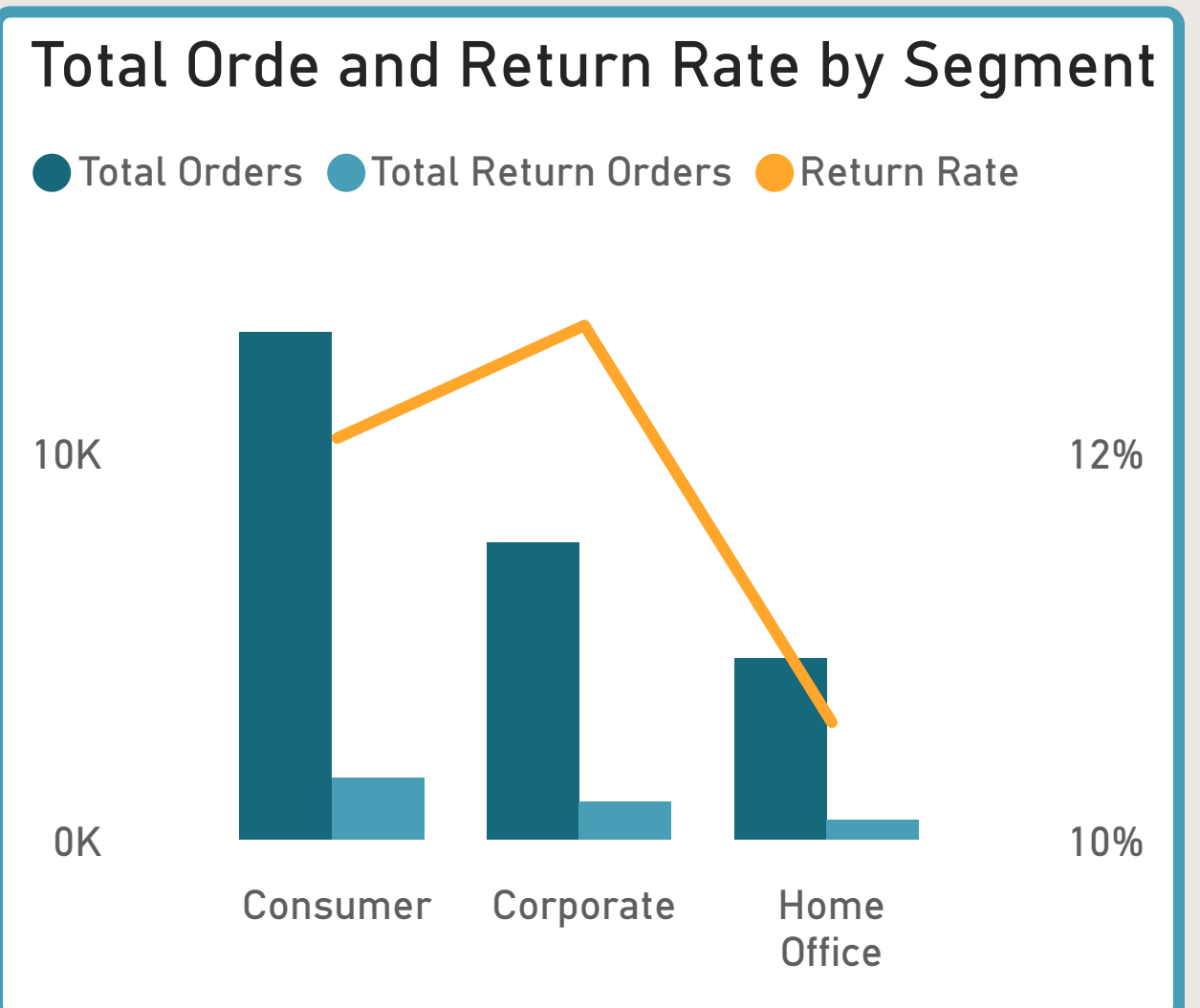
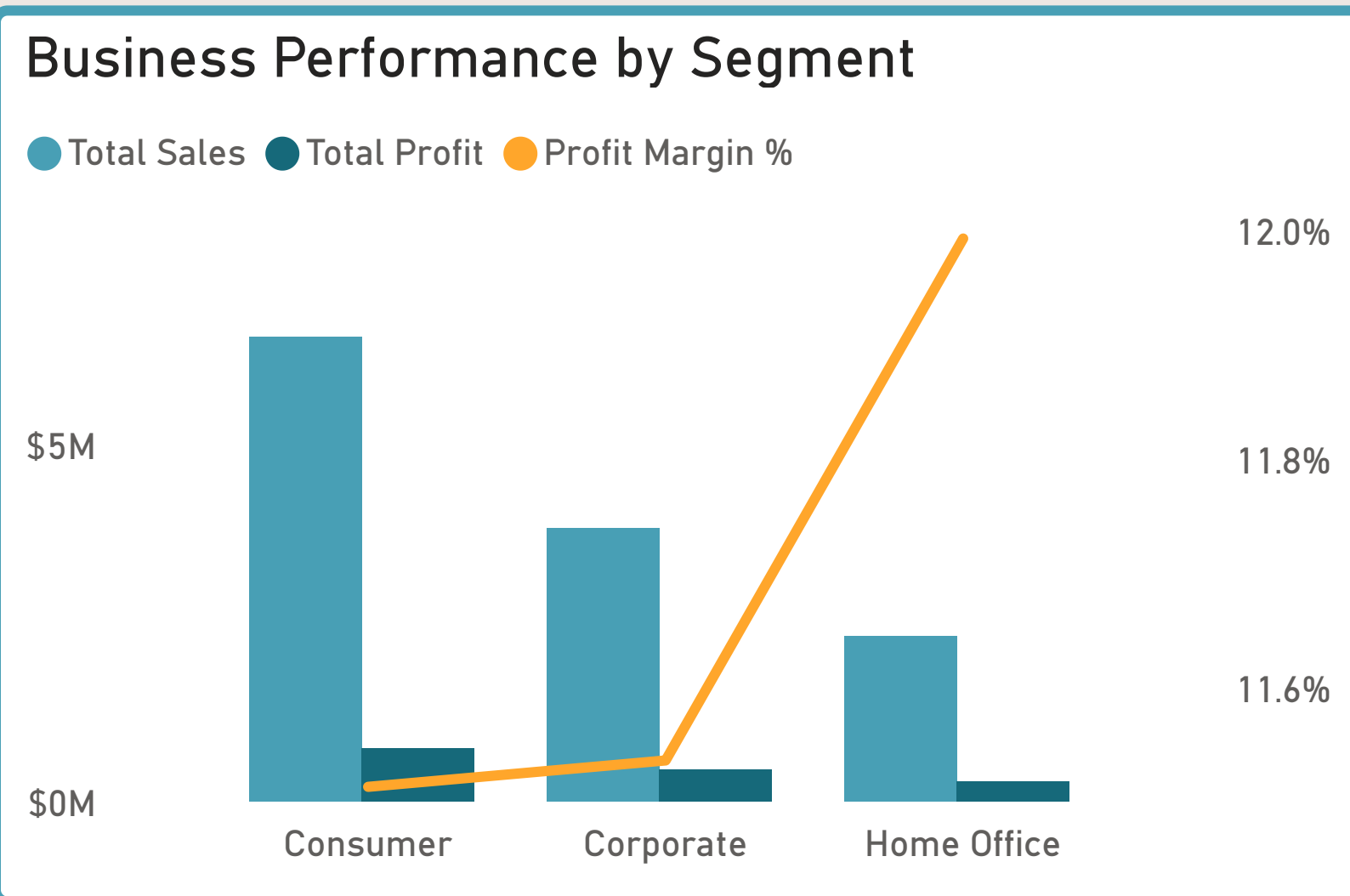
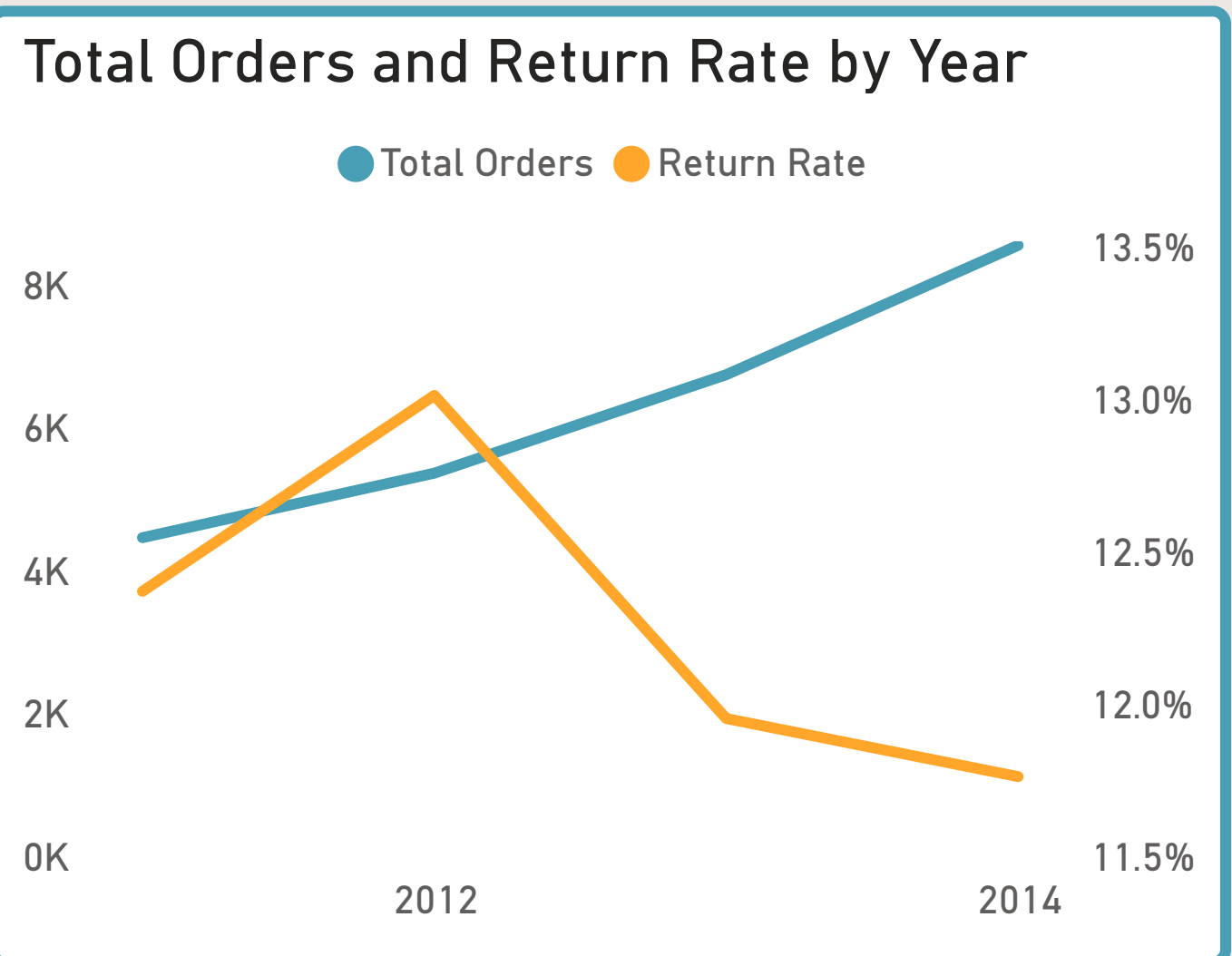
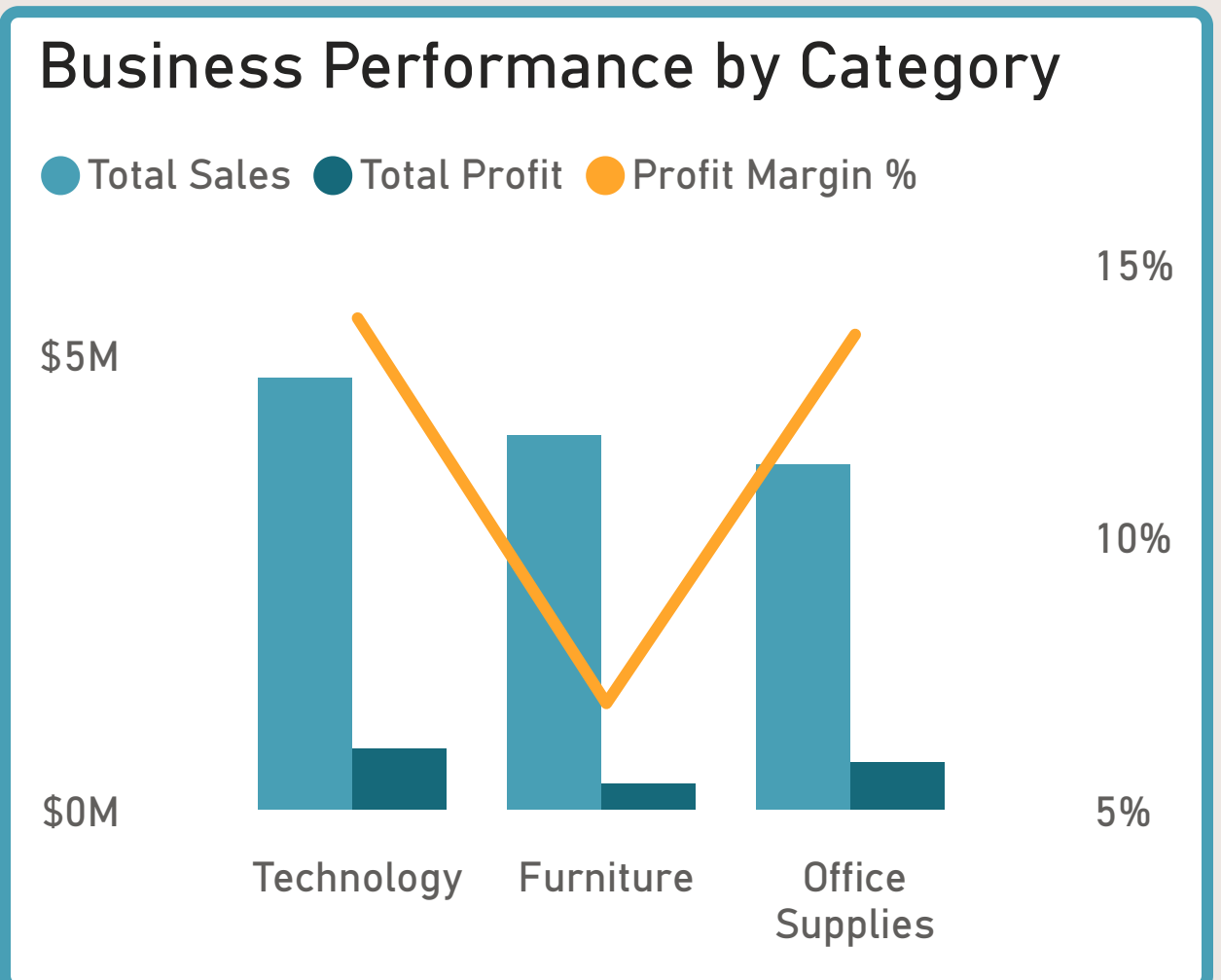
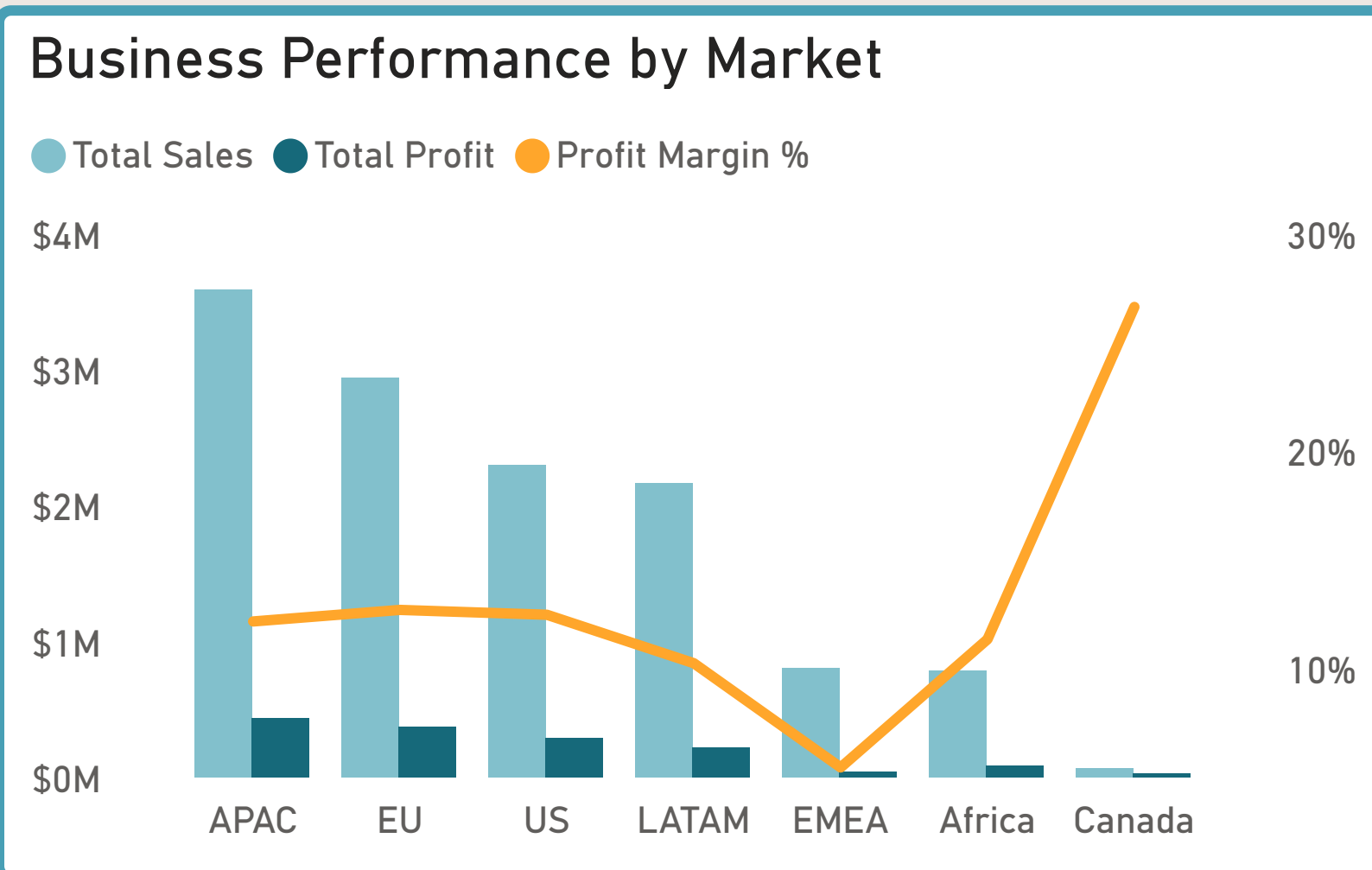
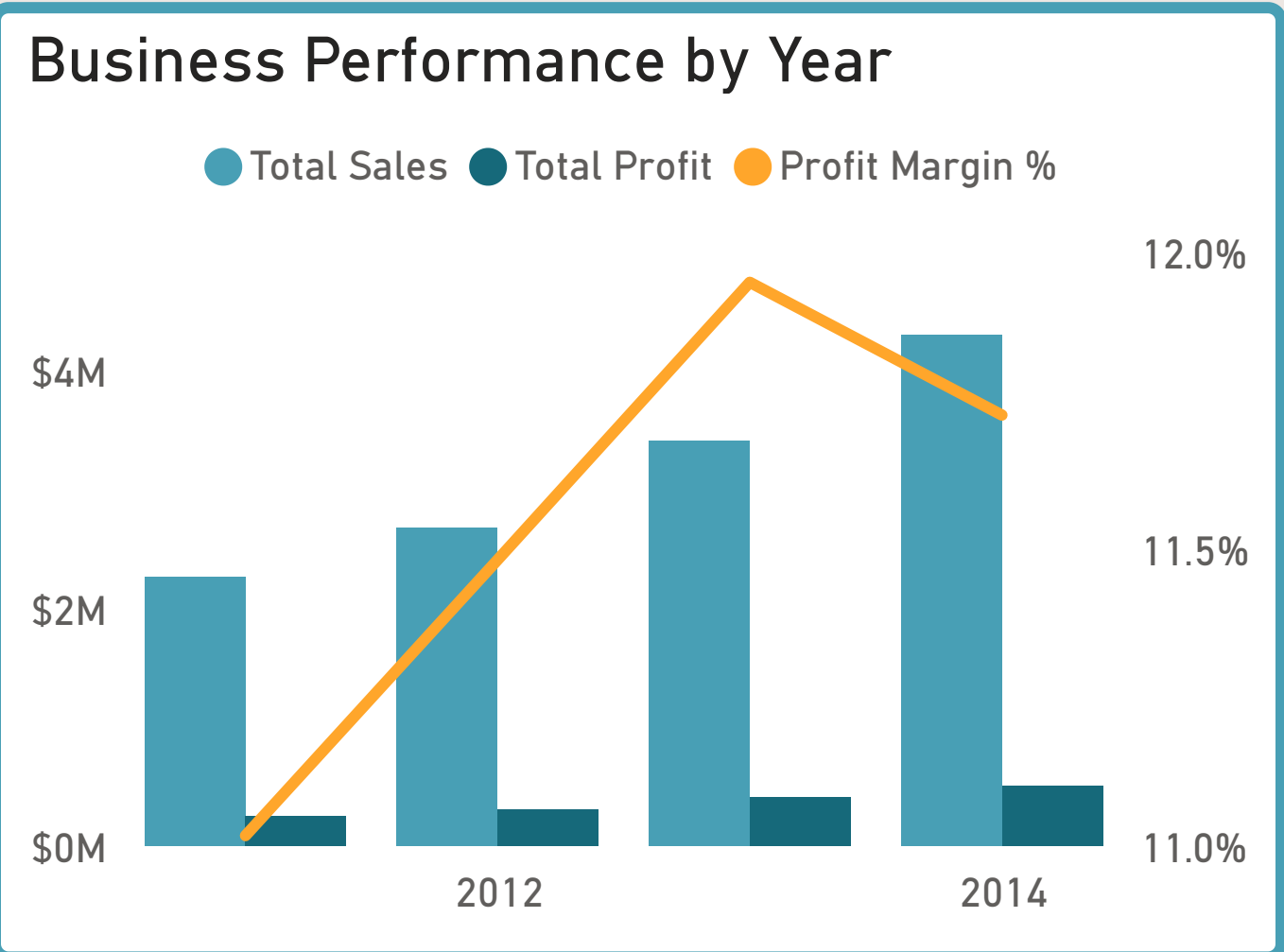
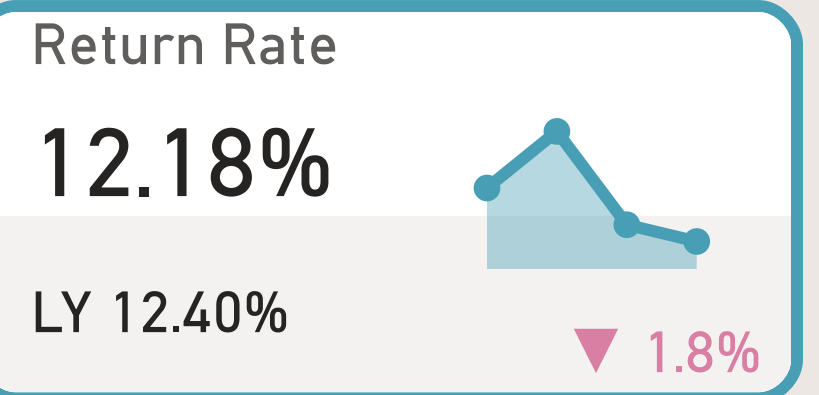
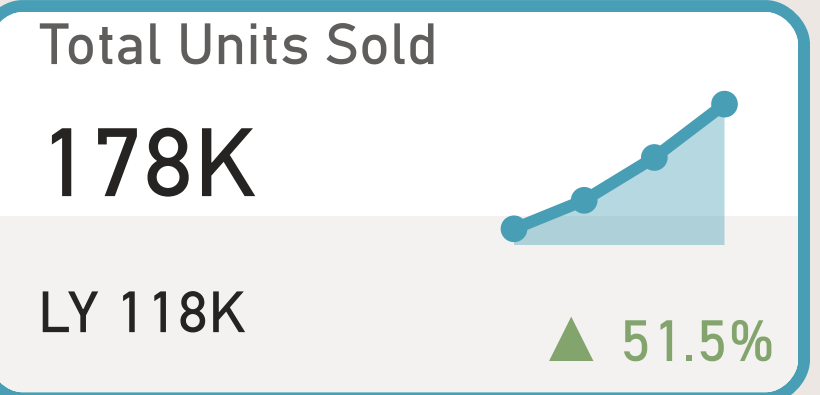
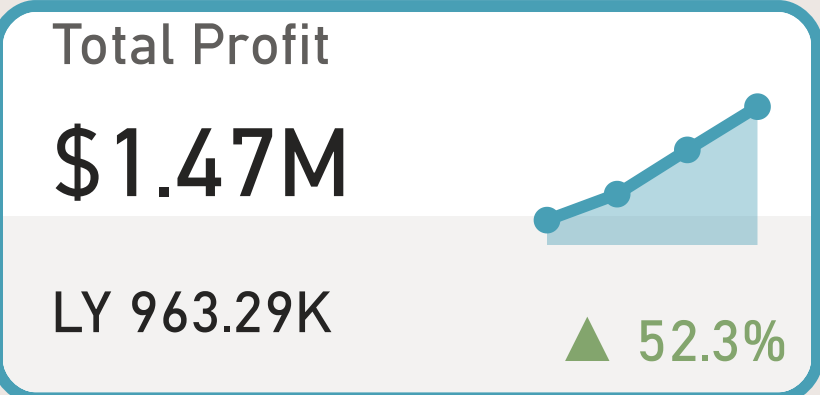
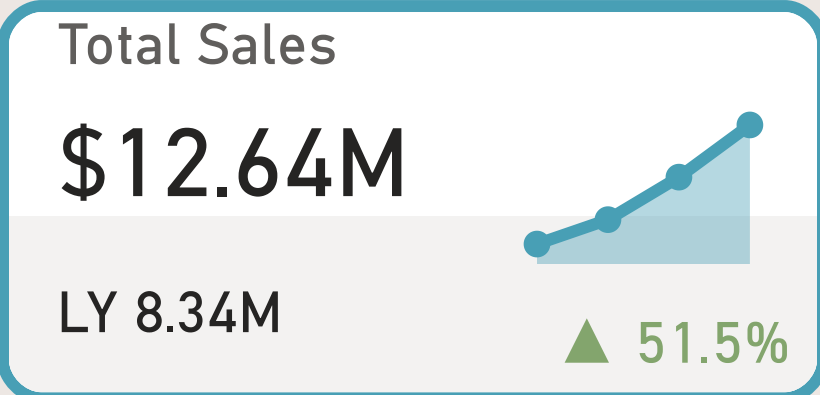
Insight and Recommendation

Clear all slicers



Executive Summary

- 2011
- 2012
- 2013
- 2014



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Market

All

Category

All

Clear all filters



Market Analysis

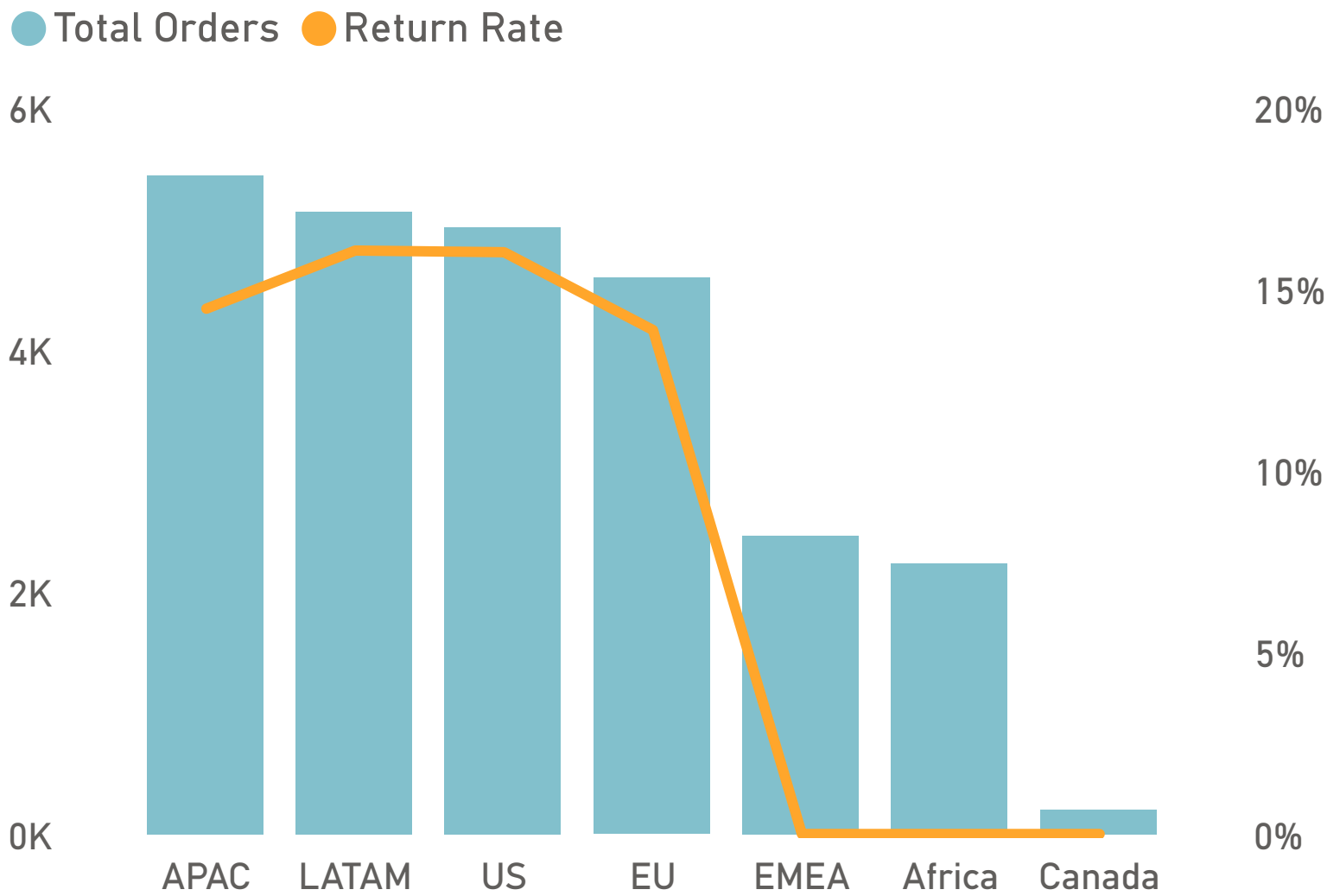
2011

2012

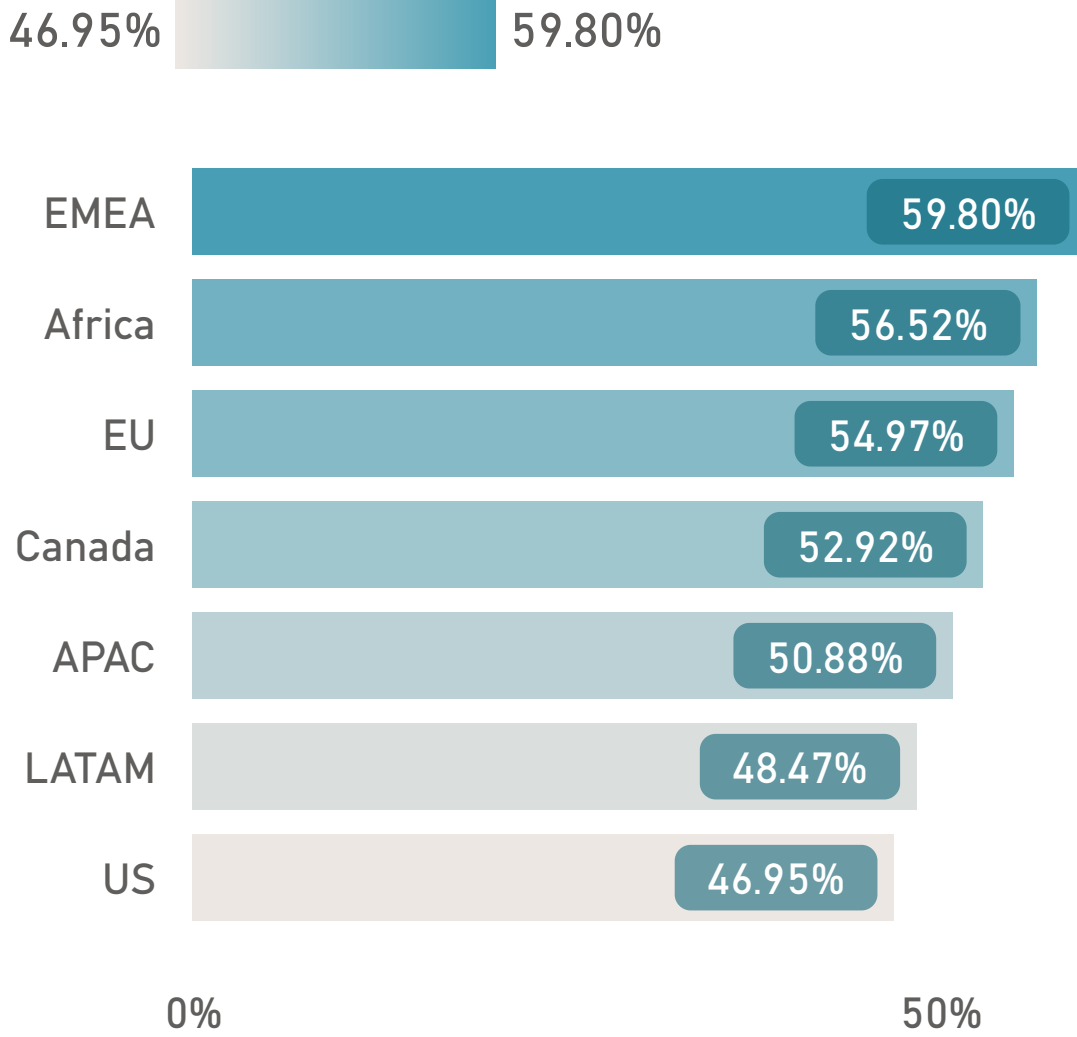
2013

2014

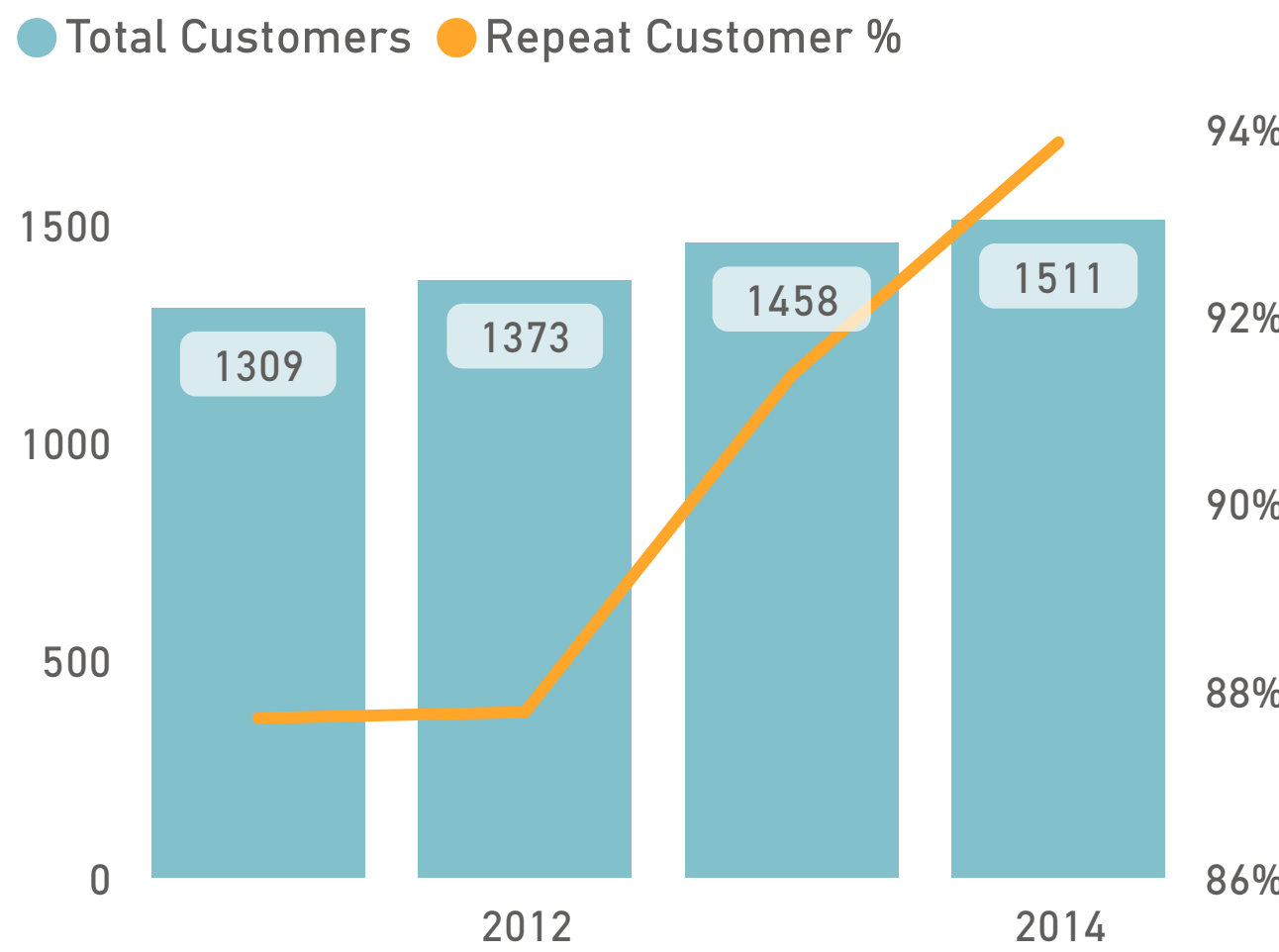
Business Performance by Market



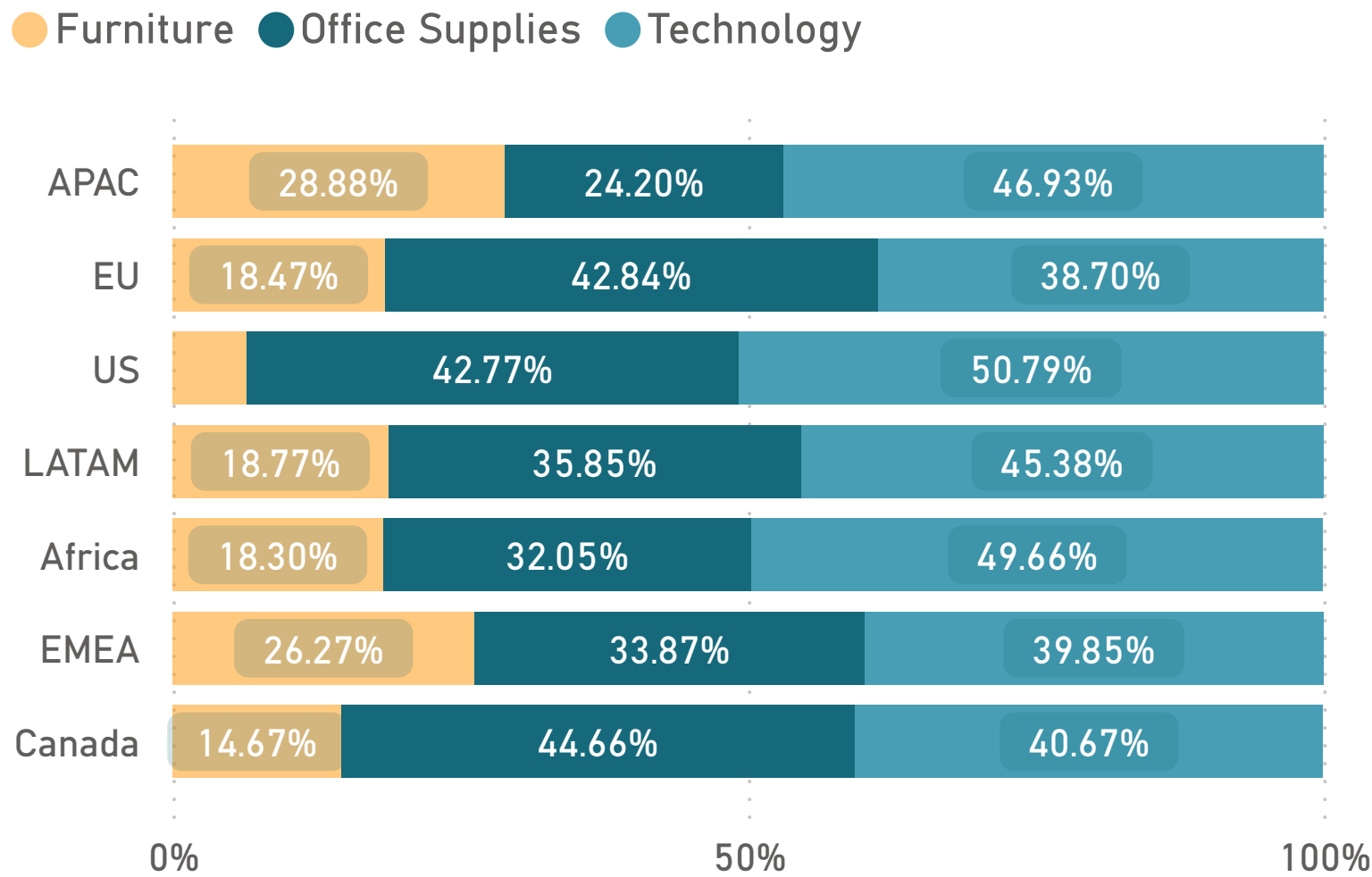
YoY Sales Growth % by Market



Total Customers vs Repeat Customer % by Year



Profit Contribution by Category



Choose a metric to observe

Total Sales		Total Profit		Avg Order Value		Return Rate	
Sub-Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Accessories	\$42,172.09	\$186,235.23	\$4,473.21	\$44,164.14	\$163,073.46	\$141,738.56	\$167,380.32
Appliances	\$62,186.38	\$307,620.73	\$7,940.43	\$68,270.18	\$275,439.18	\$182,075.25	\$107,532.16
Art	\$38,435.79	\$63,008.08	\$4,119.54	\$38,136.98	\$160,088.18	\$41,184.60	\$27,118.79
Binders	\$22,312.94	\$63,527.04	\$3,089.34	\$26,667.22	\$99,762.69	\$43,139.54	\$203,412.73
Bookcases	\$83,457.41	\$504,823.08	\$5,734.02	\$91,736.92	\$363,525.70	\$302,415.12	\$114,880.00
Chairs	\$56,038.37	\$512,974.20	\$3,203.37	\$69,816.54	\$228,980.97	\$302,219.21	\$328,449.10
Copiers	\$96,257.68	\$494,593.68	\$7,465.53	\$80,140.42	\$365,128.61	\$316,322.32	\$149,528.03
Envelopes	\$9,687.98	\$52,112.30	\$567.18	\$10,579.53	\$40,124.06	\$41,356.85	\$16,476.40
Fasteners	\$5,815.20	\$28,097.19	\$479.46	\$6,351.15	\$20,330.36	\$19,144.68	\$3,024.28
Furnishings	\$20,622.26	\$101,037.98	\$808.53	\$27,733.36	\$81,215.01	\$62,455.96	\$91,705.16
Total	\$783,773.21	\$3,585,744.13	\$66,928.17	\$806,161.31	\$2,938,089.06	\$2,164,605.17	\$2,297,200.86

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All

Category

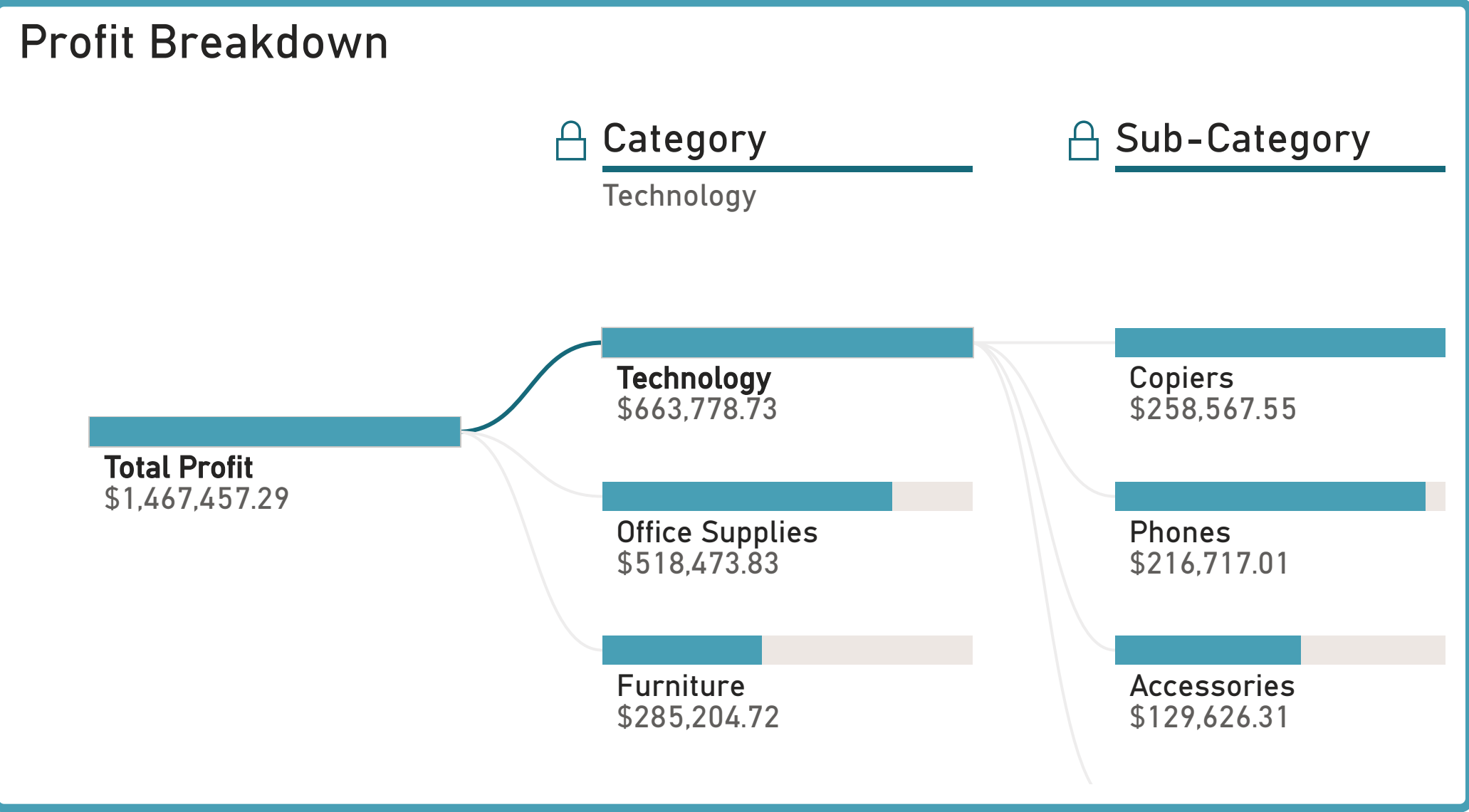
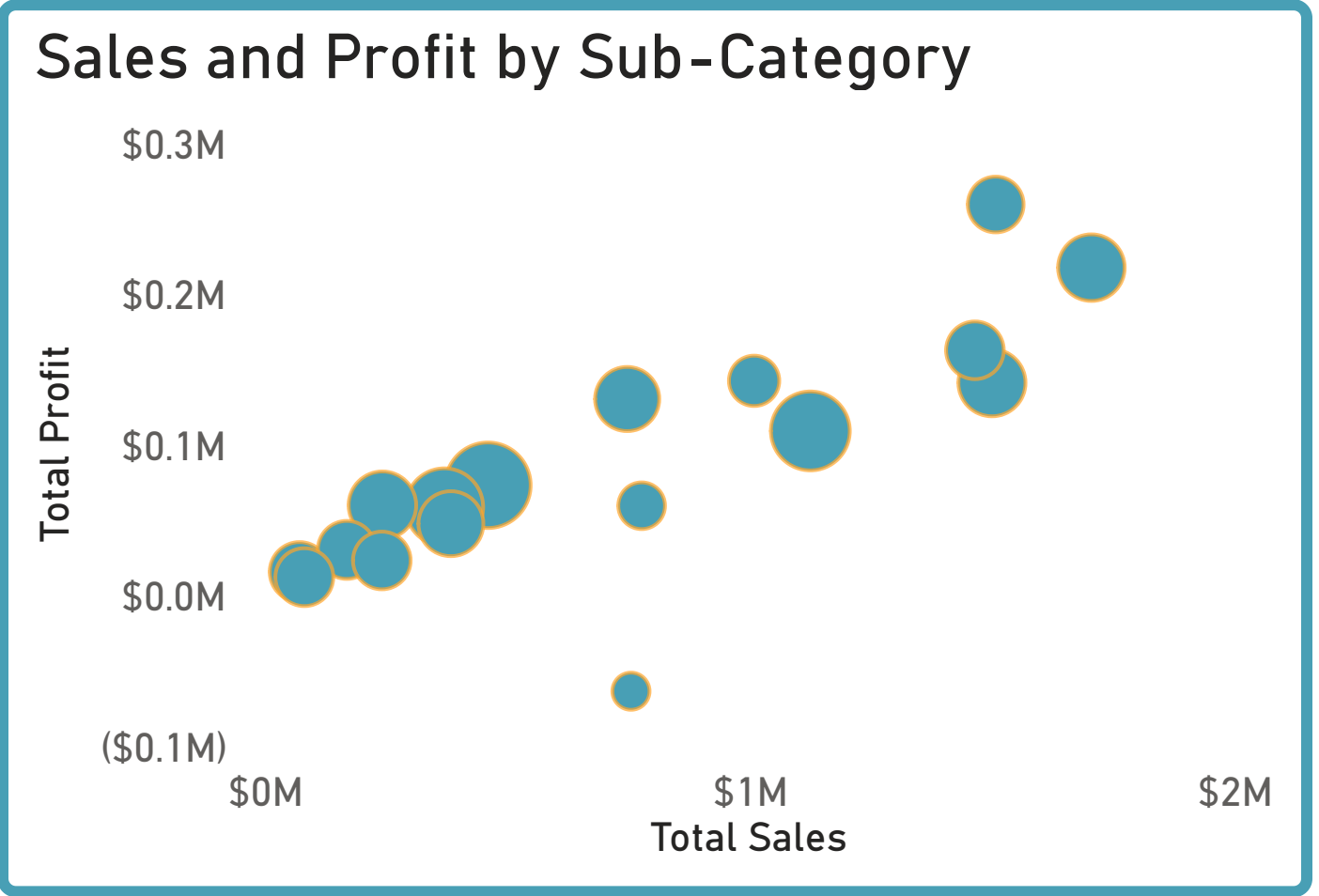
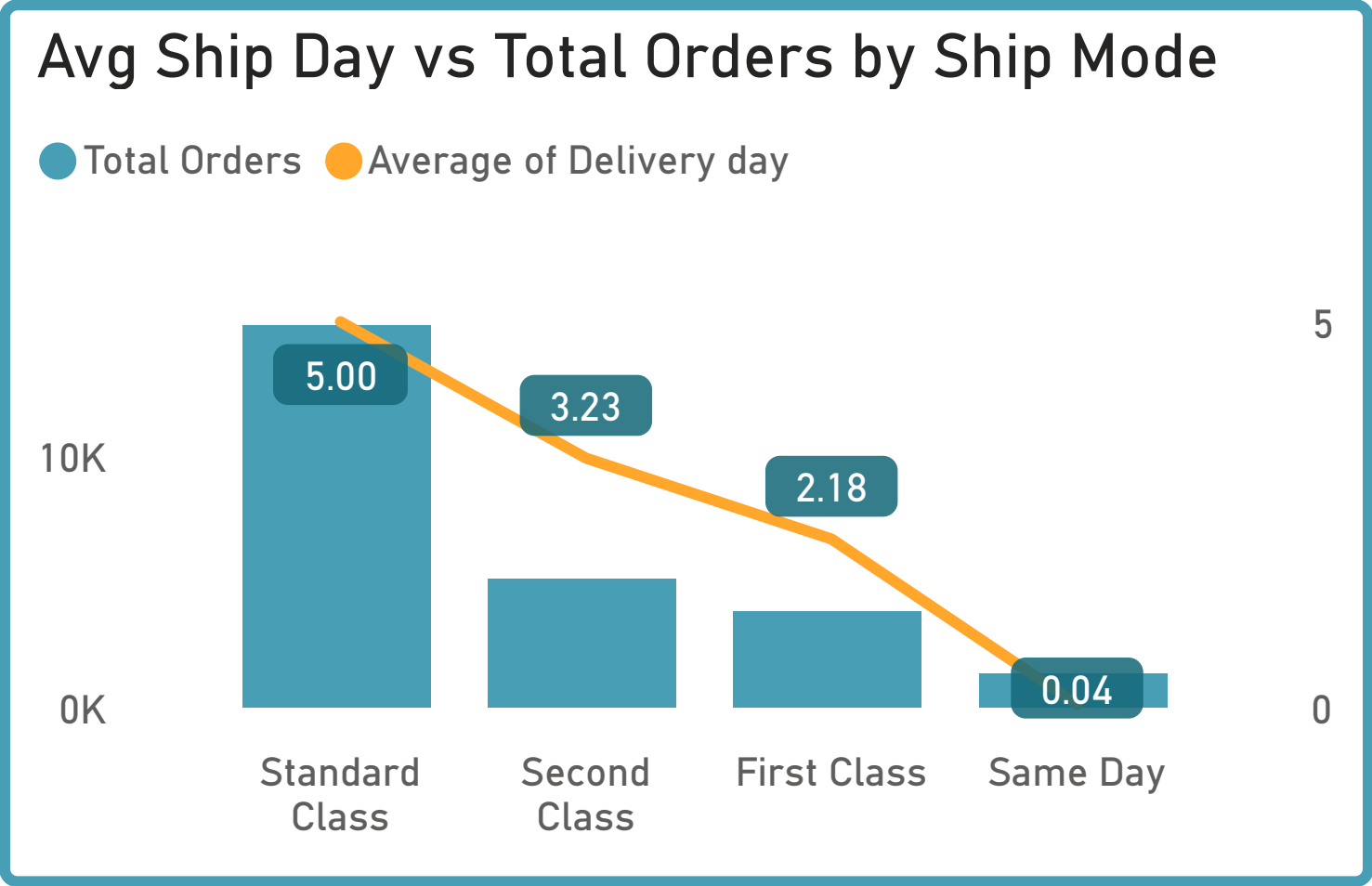
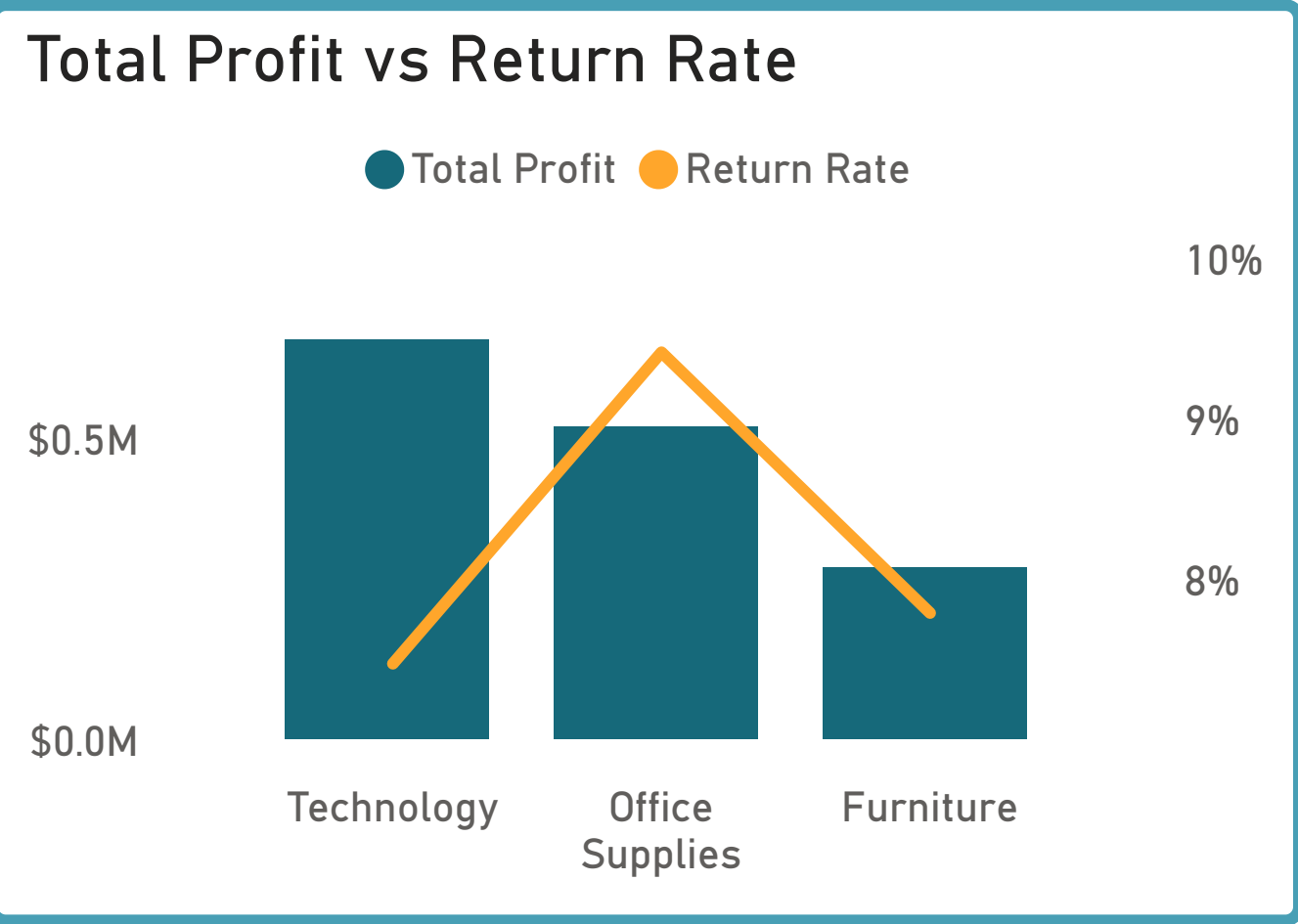
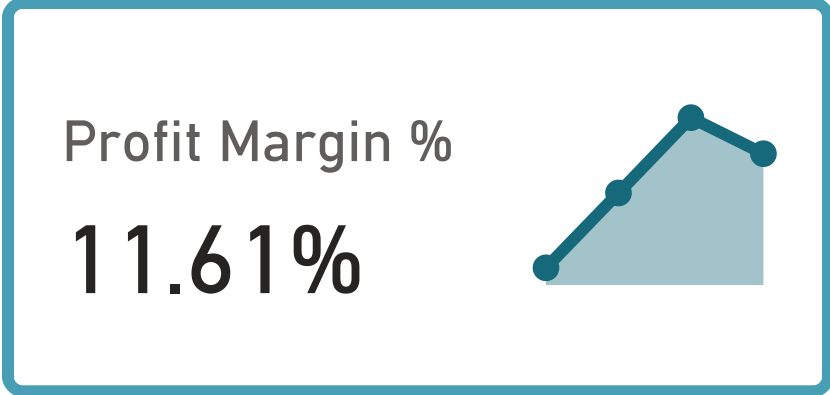
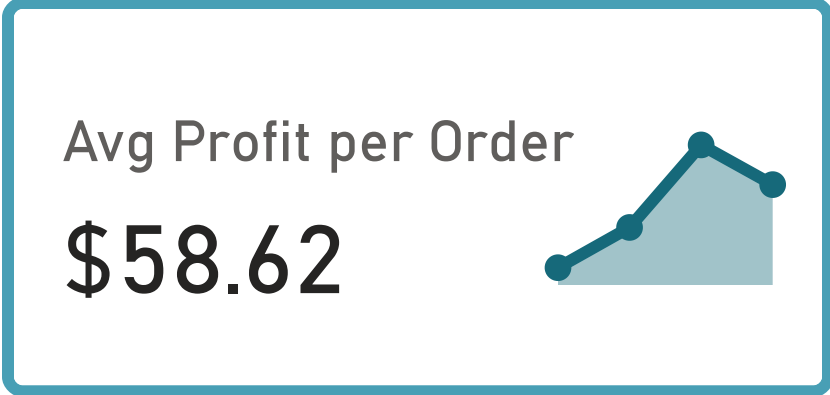
All

Clear all slicers



Product Analysis

2011201220132014



Product Details

Sub-Category	Product Name	Total Orders	Total Sales	Profit Margin %	Return Rate
Paper	"While you Were Out" Message Book, One Form per Page	3	\$25.23	41.18%	33.33%
Envelopes	#10- 4 1/8" x 9 1/2" Recycled Envelopes	10	\$286.67	40.21%	10.00%
Envelopes	#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	8	\$146.69	44.22%	12.50%
Envelopes	#10 Gummed Flap White Envelopes, 100/Box	4	\$41.30	40.60%	0.00%
Envelopes	#10 Self-Seal White Envelopes	4	\$108.68	47.96%	0.00%
Total		25035	\$12,642,501.91	11.61%	12.18%

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Segment

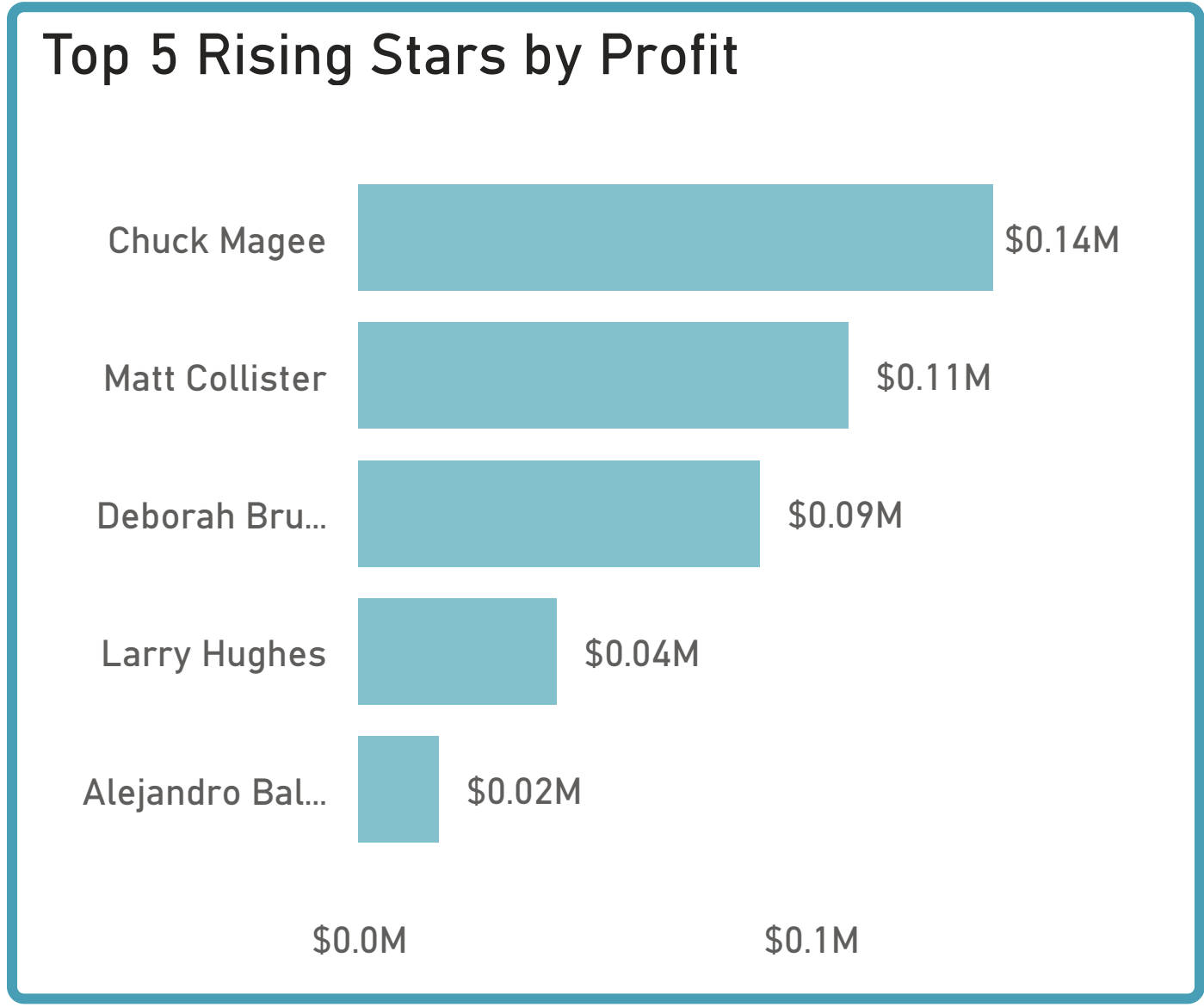
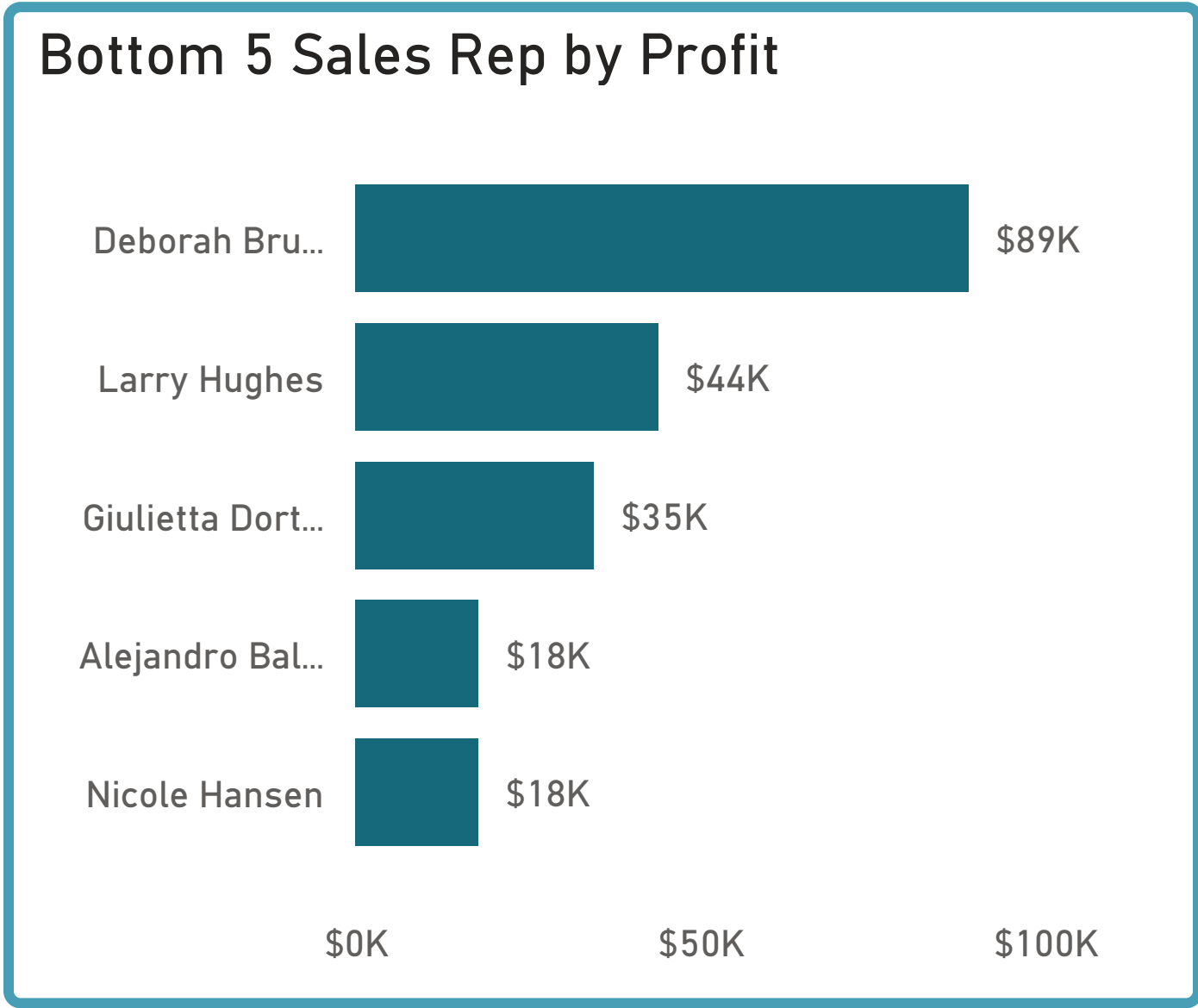
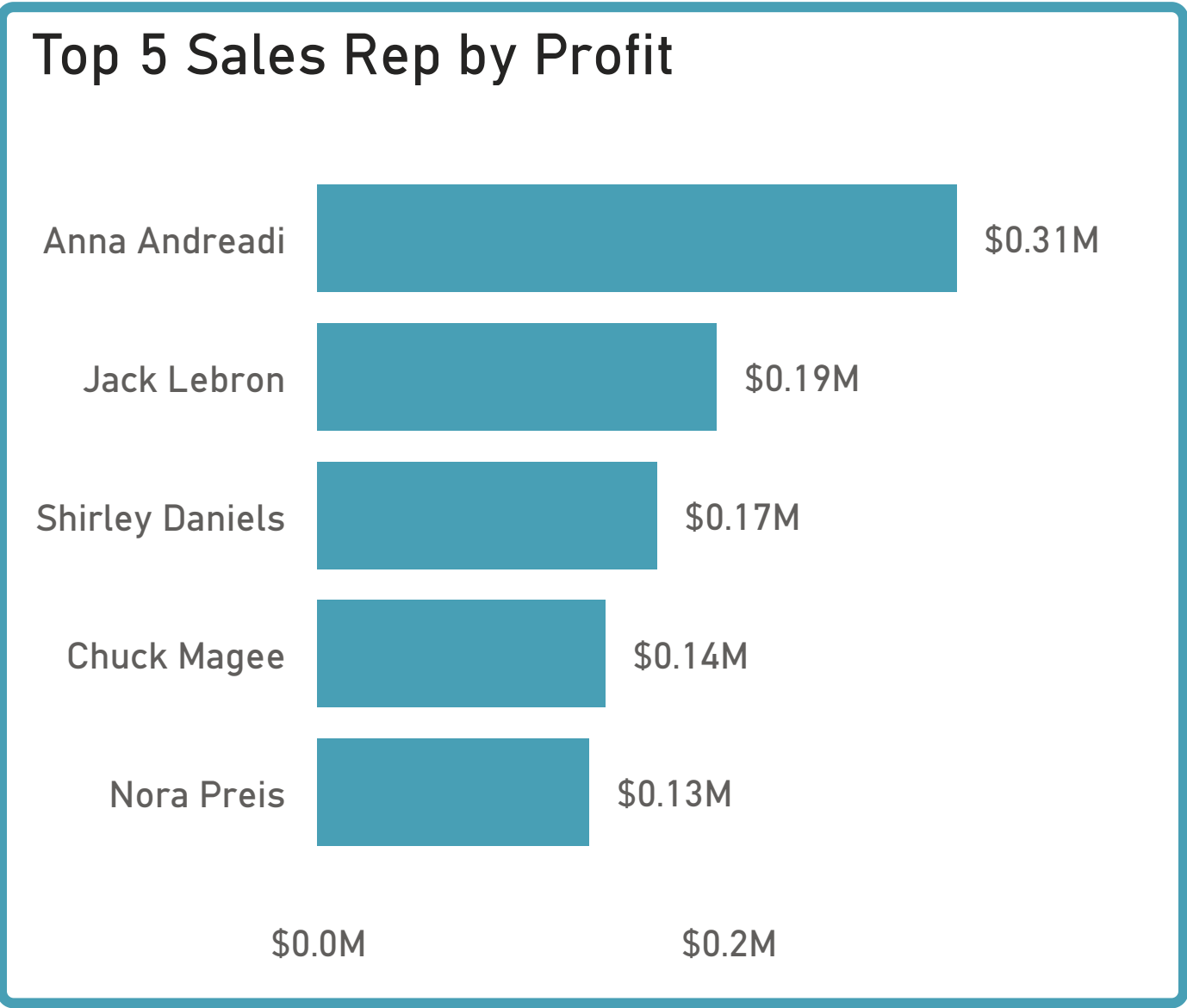
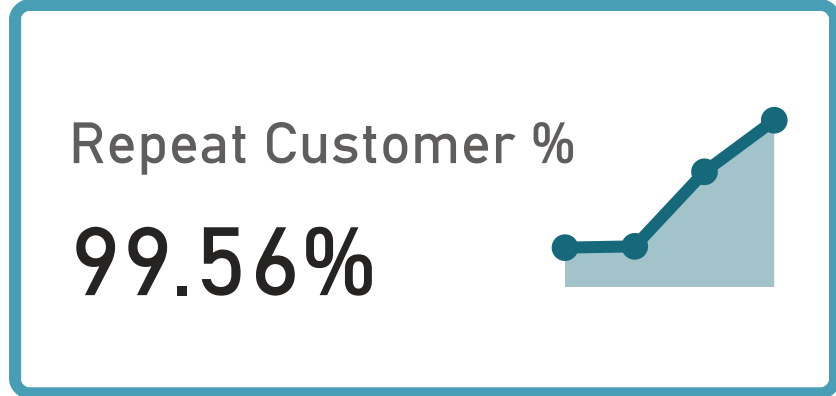
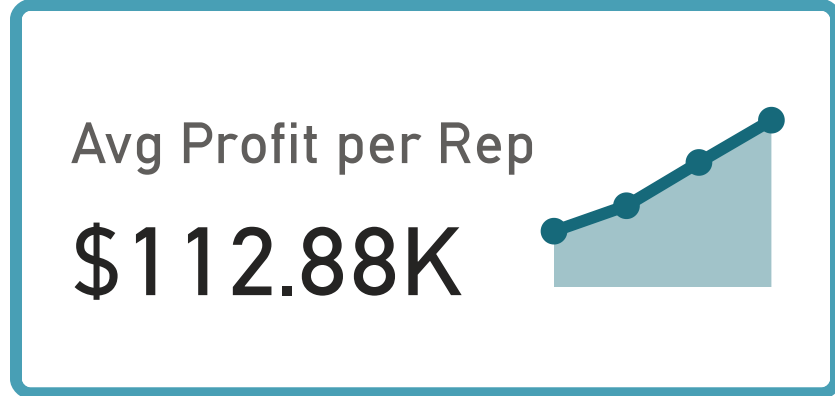
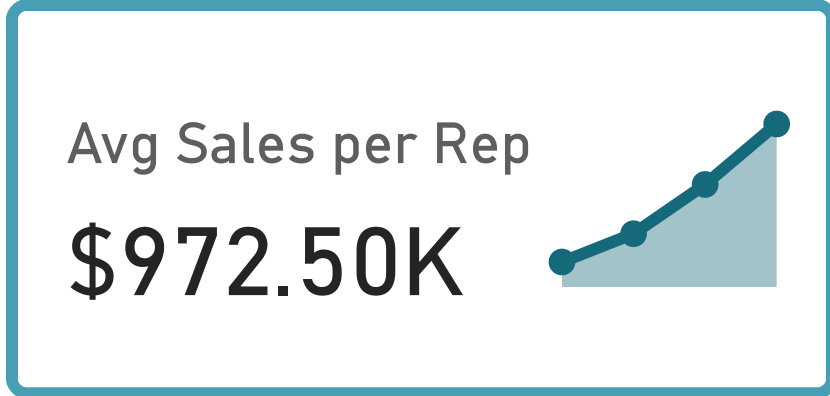
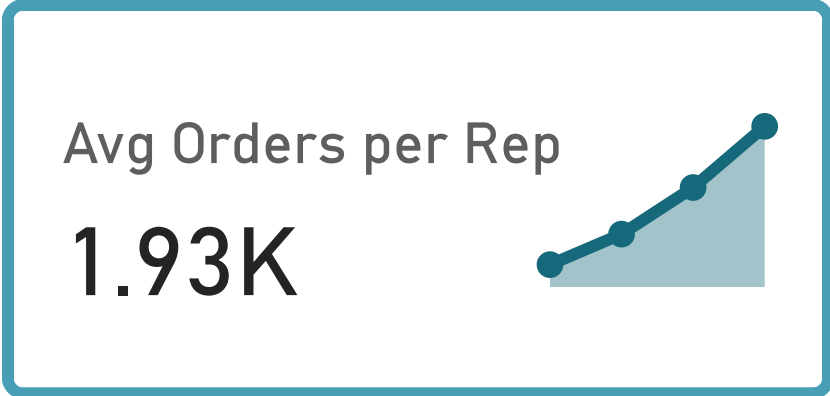
All

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Sales Rep Performance

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Search Sales Rep by Name

Top 3 Sub-category sold

\$2M	\$1,706.82K	\$1,509.44K	\$1,501.68K
\$1M			
\$0M	Phones	Copiers	Chairs

Person	Category	Sub-Category	Total Sales	Total Profit	Profit Margin %	Return Loss	YoY Sales Growth %
Alejandro Ballentine	Furniture	Bookcases	\$109,759.88	\$6,667.31	6.07%	\$1,926.93	87.19%
Alejandro Ballentine	Furniture	Chairs	\$122,680.77	\$3,229.68	2.63%	\$4,226.41	73.23%
Alejandro Ballentine	Furniture	Furnishings	\$28,490.64	\$1,451.55	5.09%	\$2,094.10	57.04%
Alejandro Ballentine	Furniture	Tables	\$52,455.41	(\$18,618.31)	-35.49%	\$2,685.57	40.73%
Alejandro Ballentine	Office Supplies	Appliances	\$94,542.36	\$10,556.67	11.17%	\$10,560.28	55.03%
Alejandro Ballentine	Office Supplies	Art	\$16,316.69	(\$1,189.80)	-7.29%	\$886.28	63.12%
Alejandro Ballentine	Office Supplies	Binders	\$16,741.97	\$2,395.25	14.31%	\$778.68	54.98%
Total			\$12,642,501.91	\$1,467,457.29	11.61%	\$819,020.38	51.54%



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Market Expansion

- North America and APAC dominate sales volume and profit, while LATAM and Africa lag significantly.
- Return rates are generally lower in growth regions like LATAM compared to mature markets, meaning there may be less resistance to product adoption.
- Certain product sub-categories (e.g., Technology) show consistent profitability across regions → strong candidates for international push.

Recommendations:

- Prioritize APAC for further scaling: high absolute sales + solid profitability, with product categories (like Office Supplies and Technology) performing well.
- Test expansion plays in LATAM: sales are still small, but return rate is relatively low → less operational risk, good testbed for scaling.
- Product-led expansion: lead with profitable categories like Technology and Office Supplies, instead of low-margin categories (Furniture with heavy discounts).
- Regionalized go-to-market: tailor sub-category mix per region.

Market Optimization

- North America is the biggest market, but return rate and shipping cost eat into margins.
- Consumer segment drives large volumes but has a higher return rate than Corporate → profits are disproportionately hurt.
- Some sub-categories like Chairs, Tables show high sales but thin or negative profits, mostly due to returns + discounts.

Recommendations:

1. Profit focus in North America
 - Reduce deep discounting in categories where profit margins are already low. Identify and fix “high return” sub-categories (furniture especially).
1. Segment optimization
 - Protect Corporate & Home Office segment (higher profit stability).
 - Redesign Consumer sales journey (better product info, shipping reliability) to cut down returns.
1. Operational tweaks
 - Optimize shipping/logistics in NA & EMEA to protect profit.
 - Introduce stricter quality checks or vendor accountability for high-return products.

