

Superstore Dashboard



Executive Summary

Market Analysis

Product Analysis

Sales Rep Performance

Insight and Recommendation

Clear all slicers

Executive Summary

2011

2012

2013

2014

Total Sales

\$12.64M

LY 8.34M

Total Profit

\$1.47M

LY 963.29K

Total Orders

25K

LY 17K

Total Units Sold

178K

LY 118K

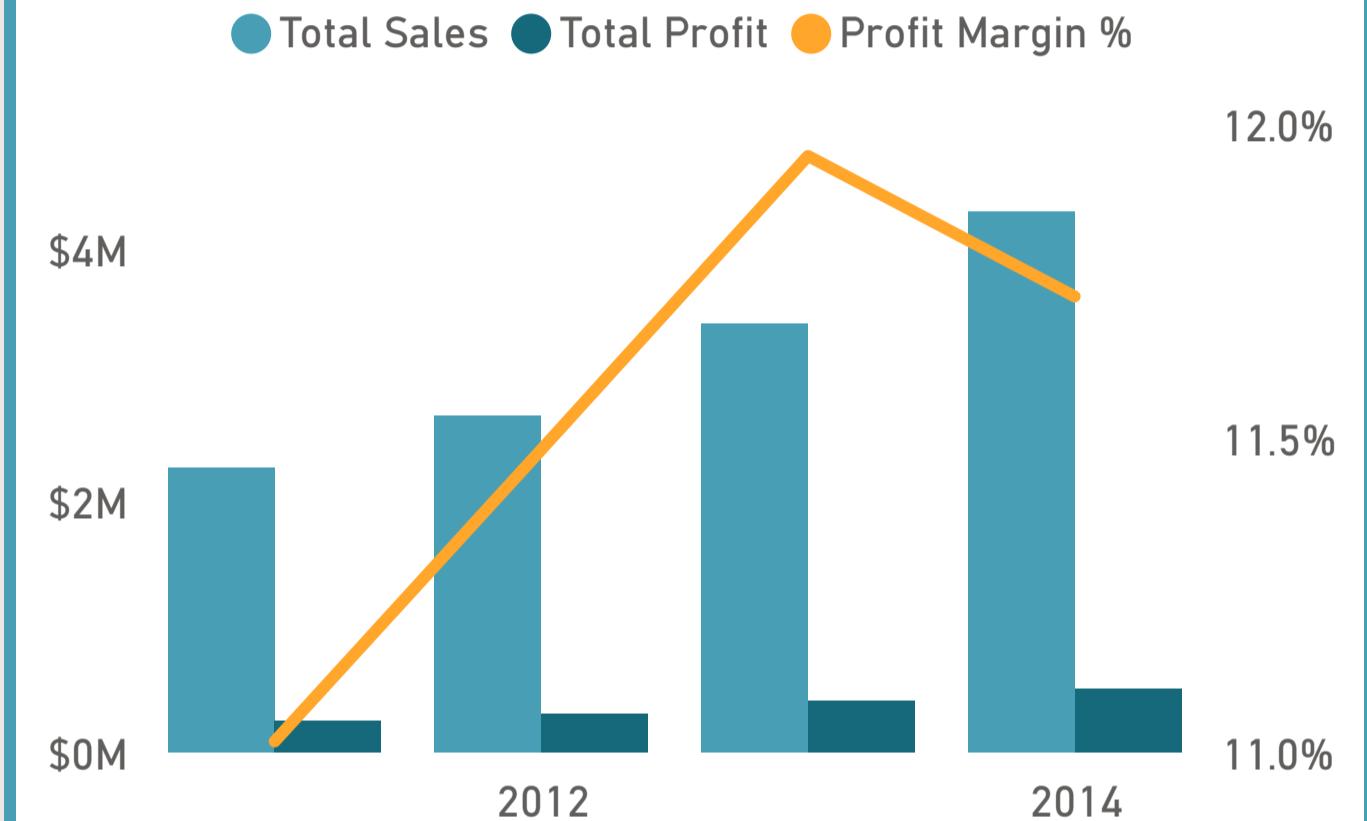
Return Rate

12.18%

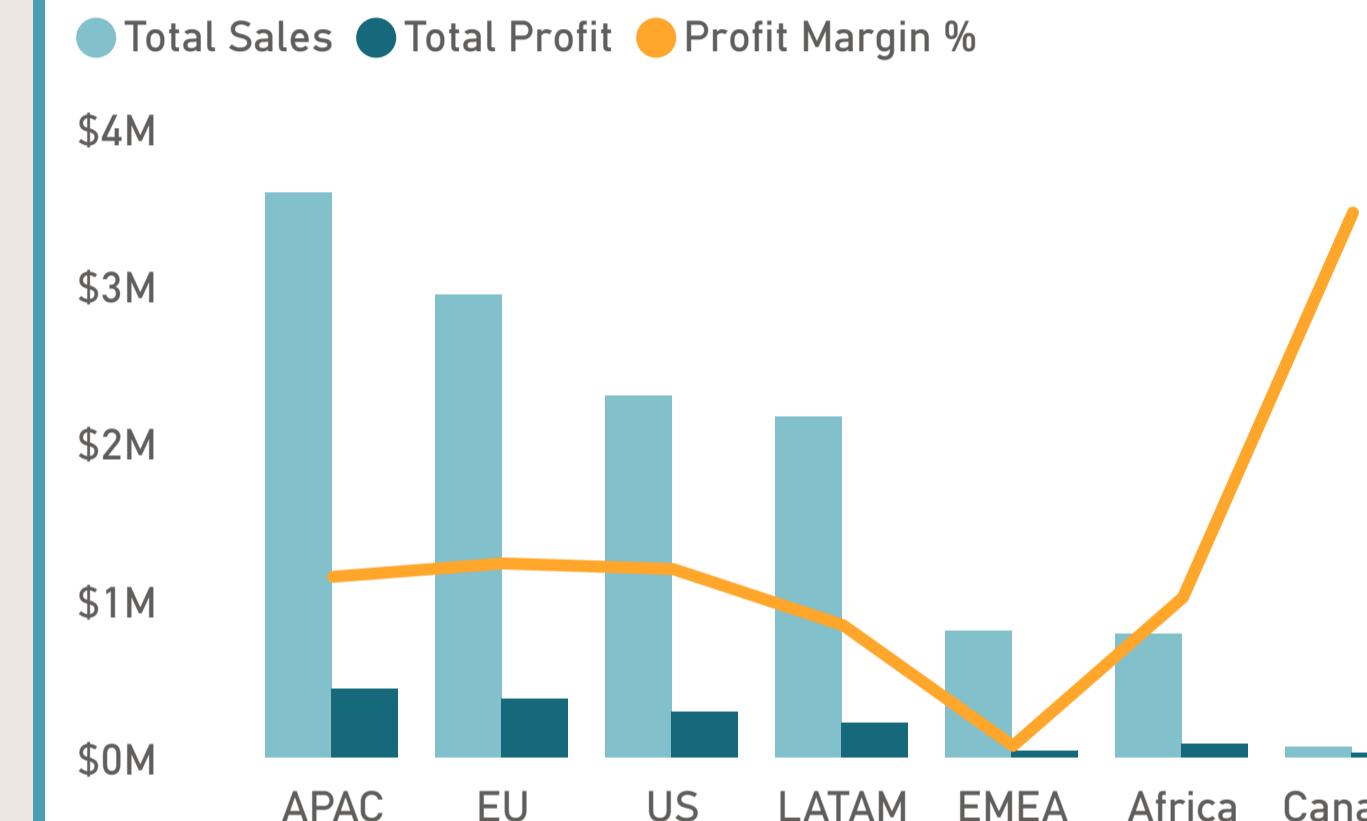
LY 12.40%

▼ 1.8%

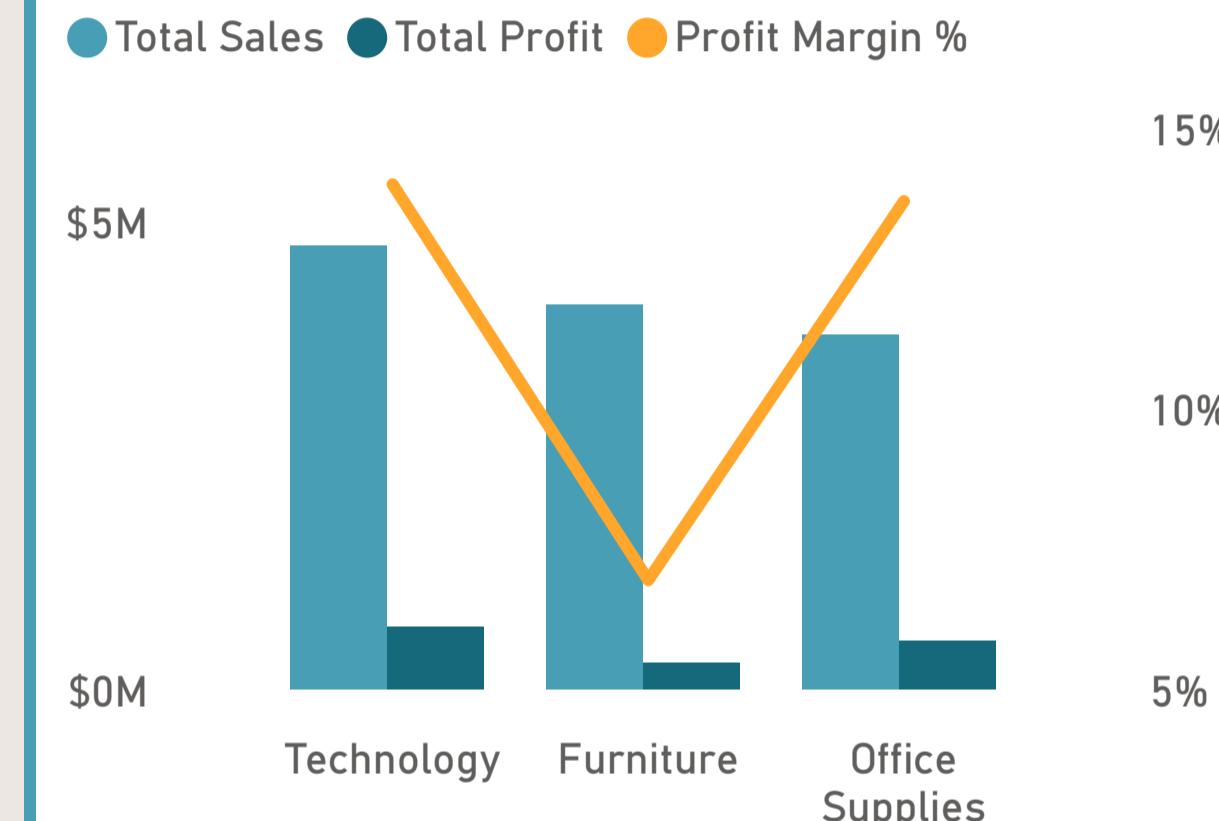
Business Performance by Year



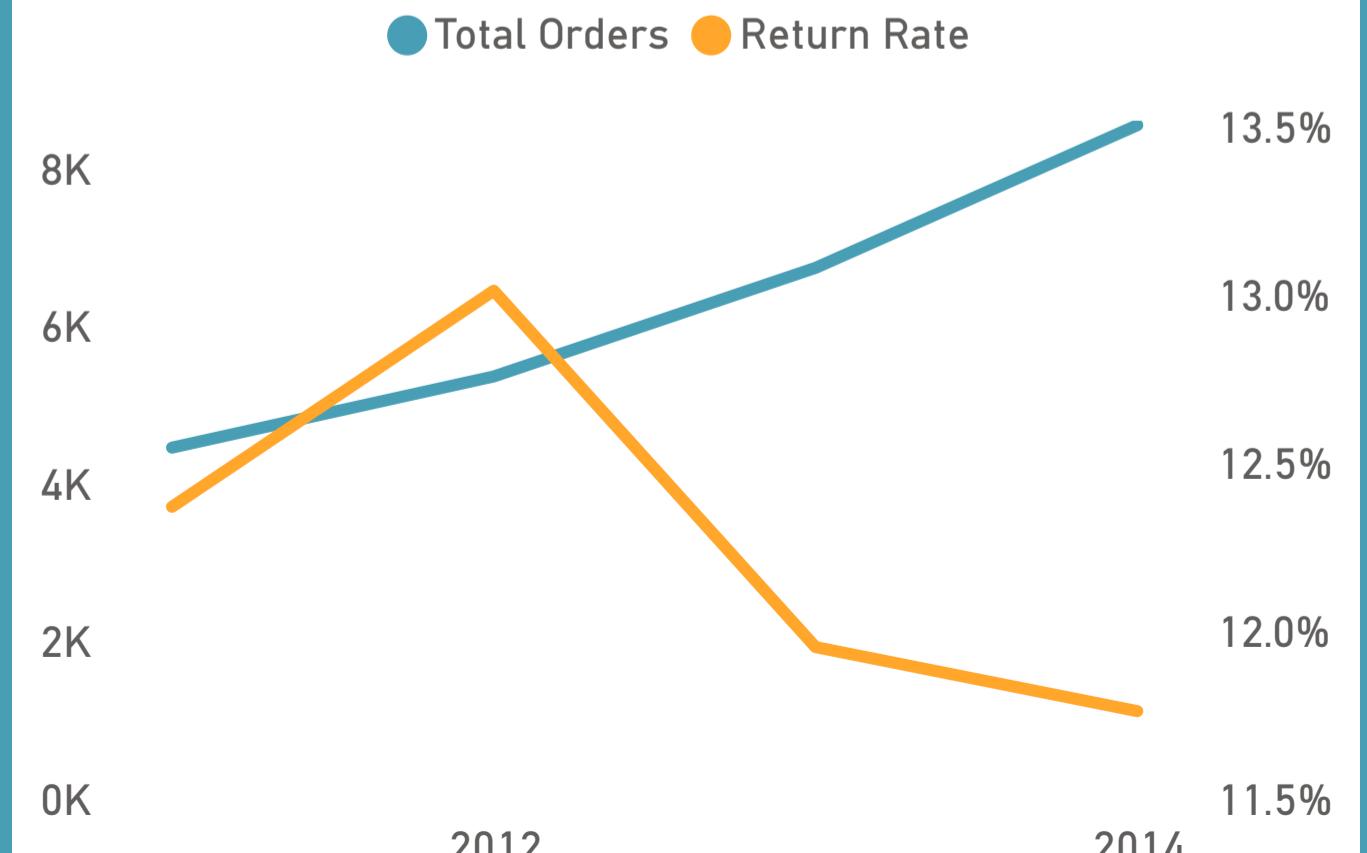
Business Performance by Market



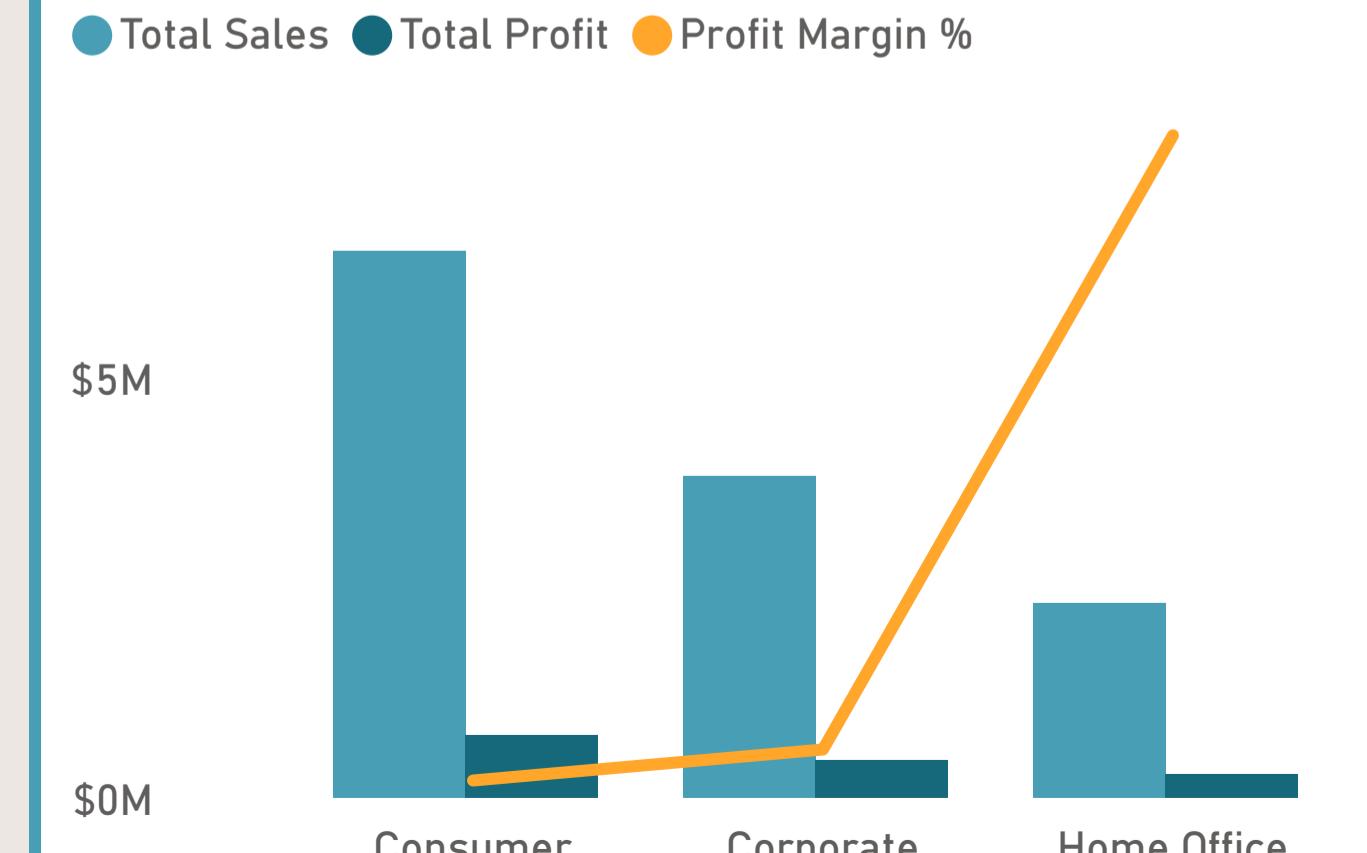
Business Performance by Category



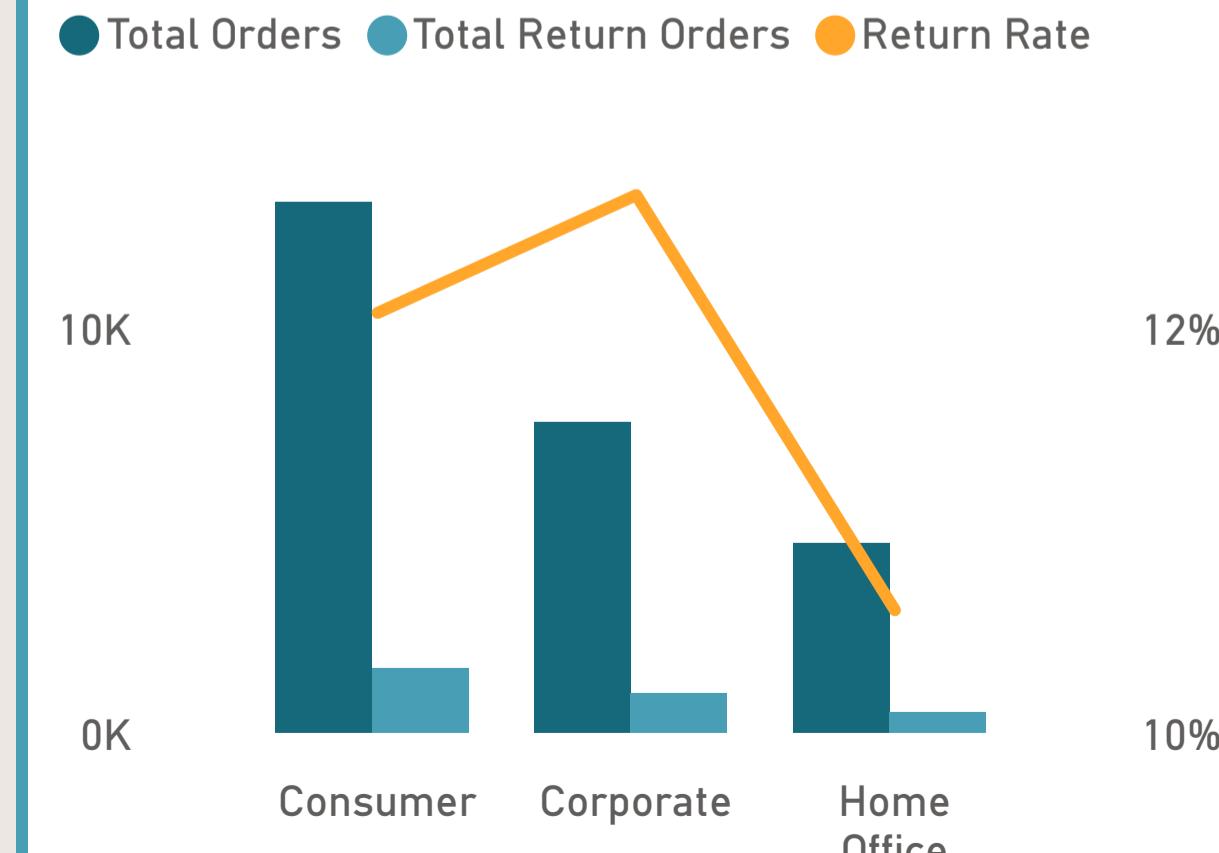
Total Orders and Return Rate by Year



Business Performance by Segment



Total Order and Return Rate by Segment



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Market

All

Category

All

Clear all filters



Market Analysis

2011

2012

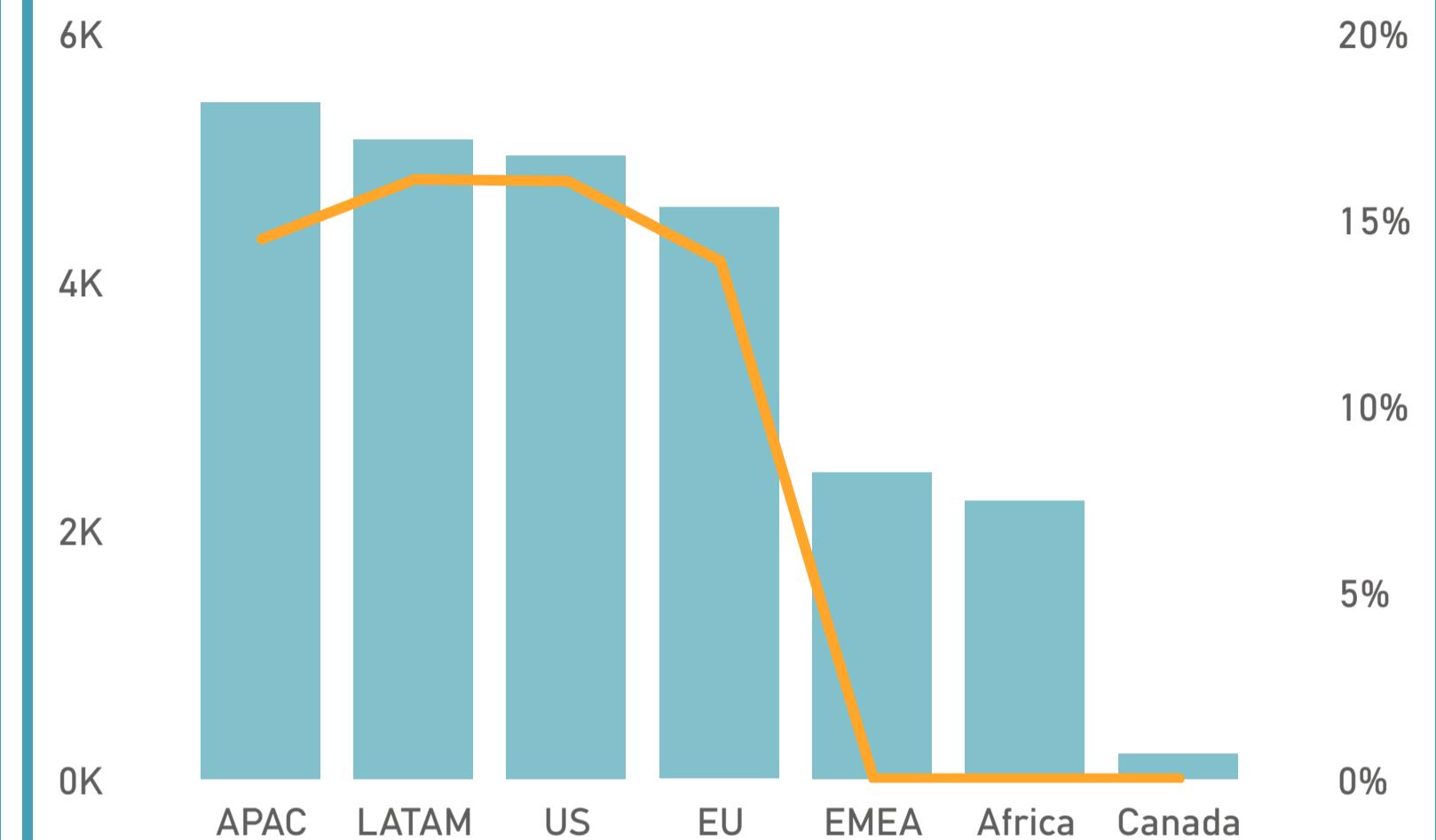
2013

2014

Business Performance by Market

Total Orders

Return Rate



YoY Sales Growth % by Market

46.95%

59.80%

EMEA

59.80%

Africa

56.52%

EU

54.97%

Canada

52.92%

APAC

50.88%

LATAM

48.47%

US

46.95%

0%

50%

Total Customers vs Repeat Customer % by Year

Total Customers

Repeat Customer %

1309

92%

1373

90%

1458

88%

1511

86%

0

2012

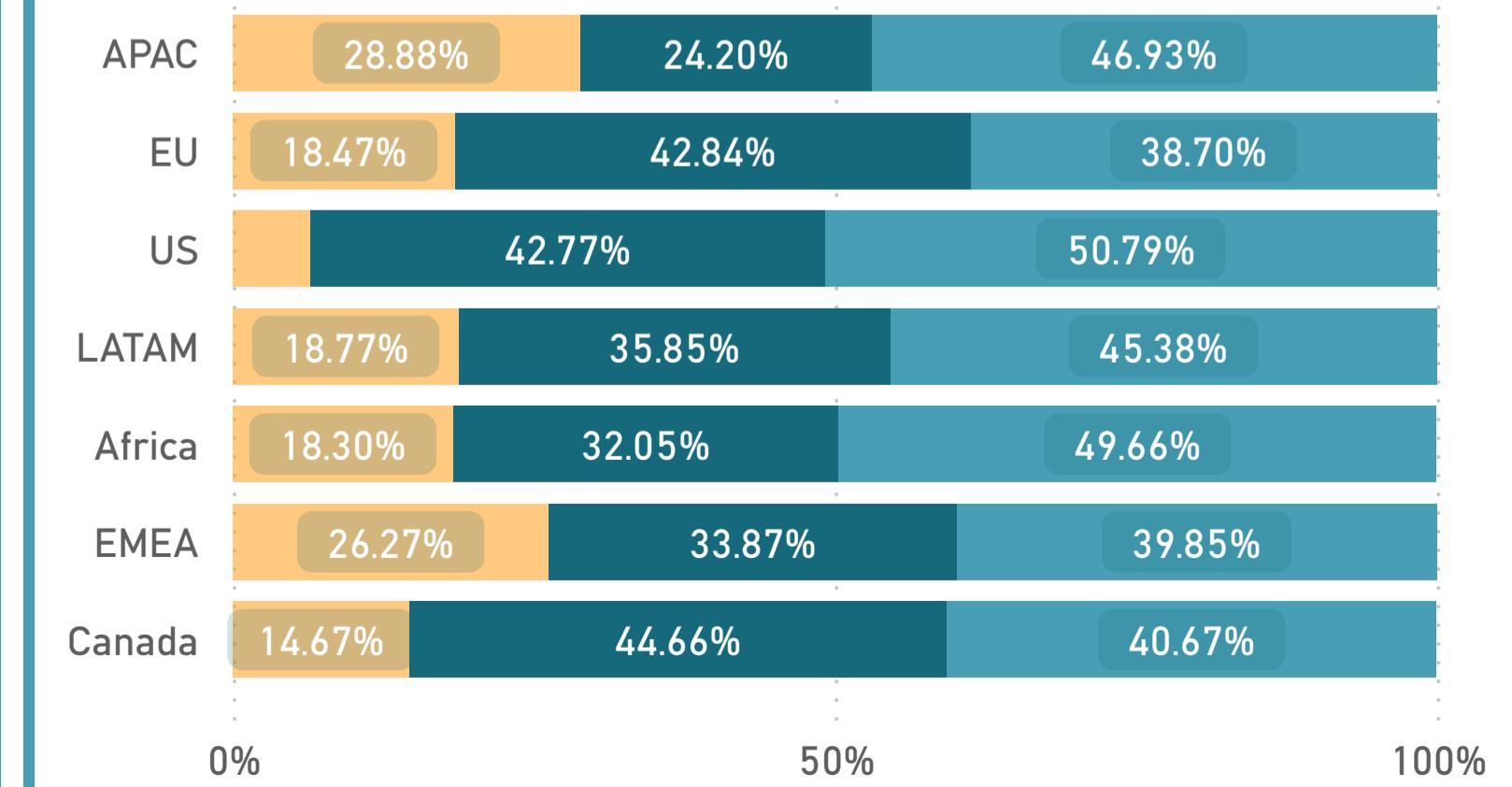
2014

Profit Contribution by Category

Furniture

Office Supplies

Technology



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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Market

All

Category

All

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Product Analysis

2011

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Avg Delivery Day
3.97

Avg Order Value
\$504.99

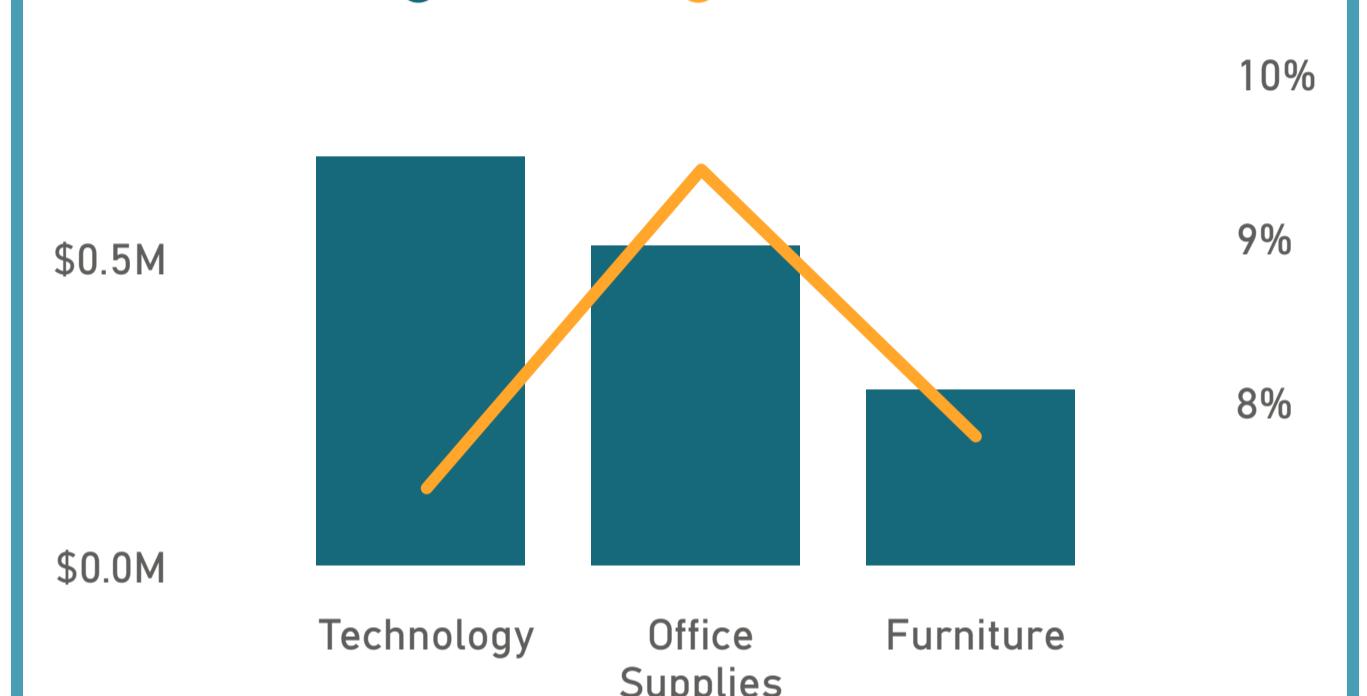
Avg Profit per Order
\$58.62

Profit Margin %
11.61%

Return Loss
\$819.02K

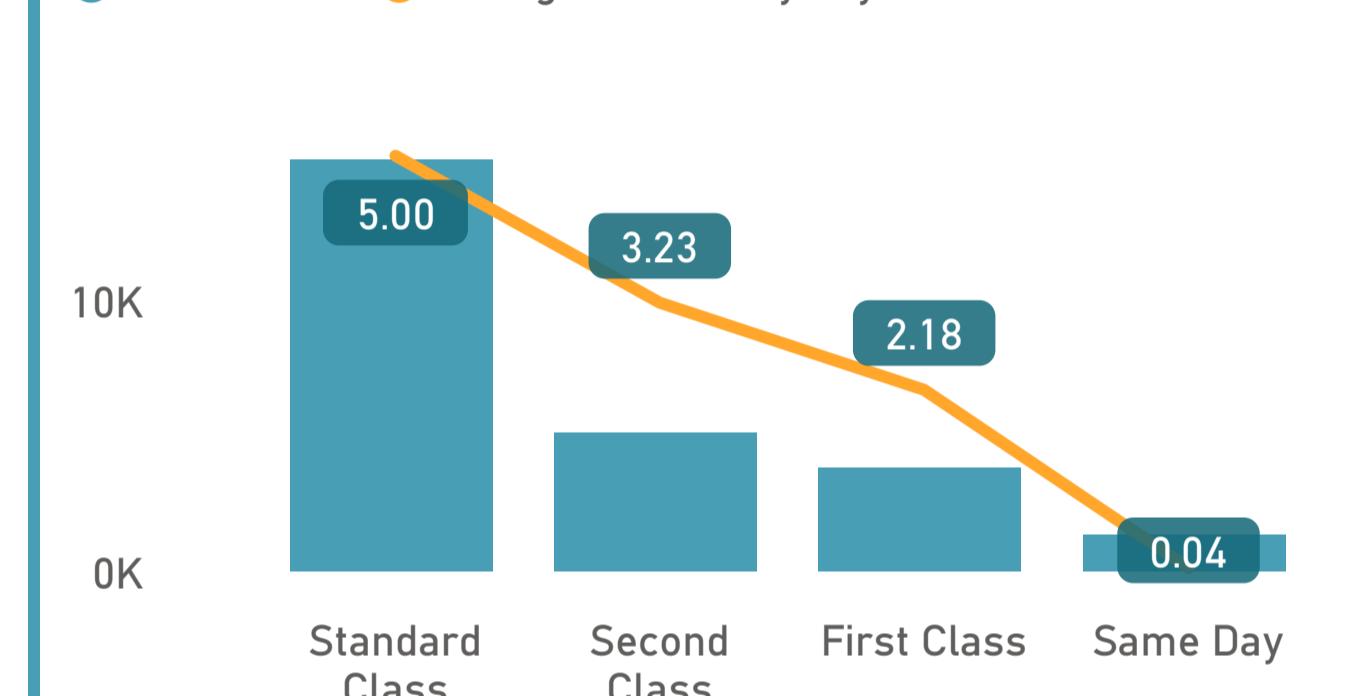
Total Profit vs Return Rate

● Total Profit ● Return Rate

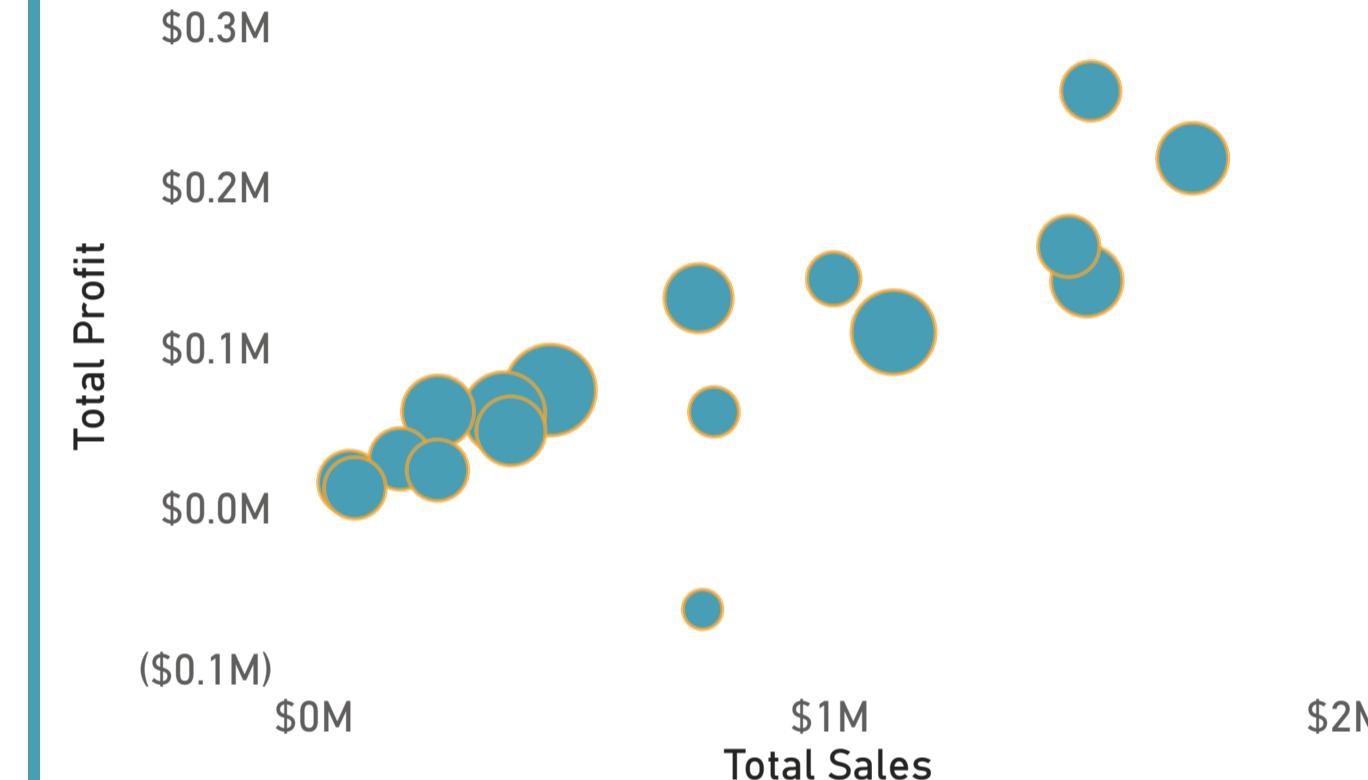


Avg Ship Day vs Total Orders by Ship Mode

● Total Orders ● Average of Delivery day



Sales and Profit by Sub-Category



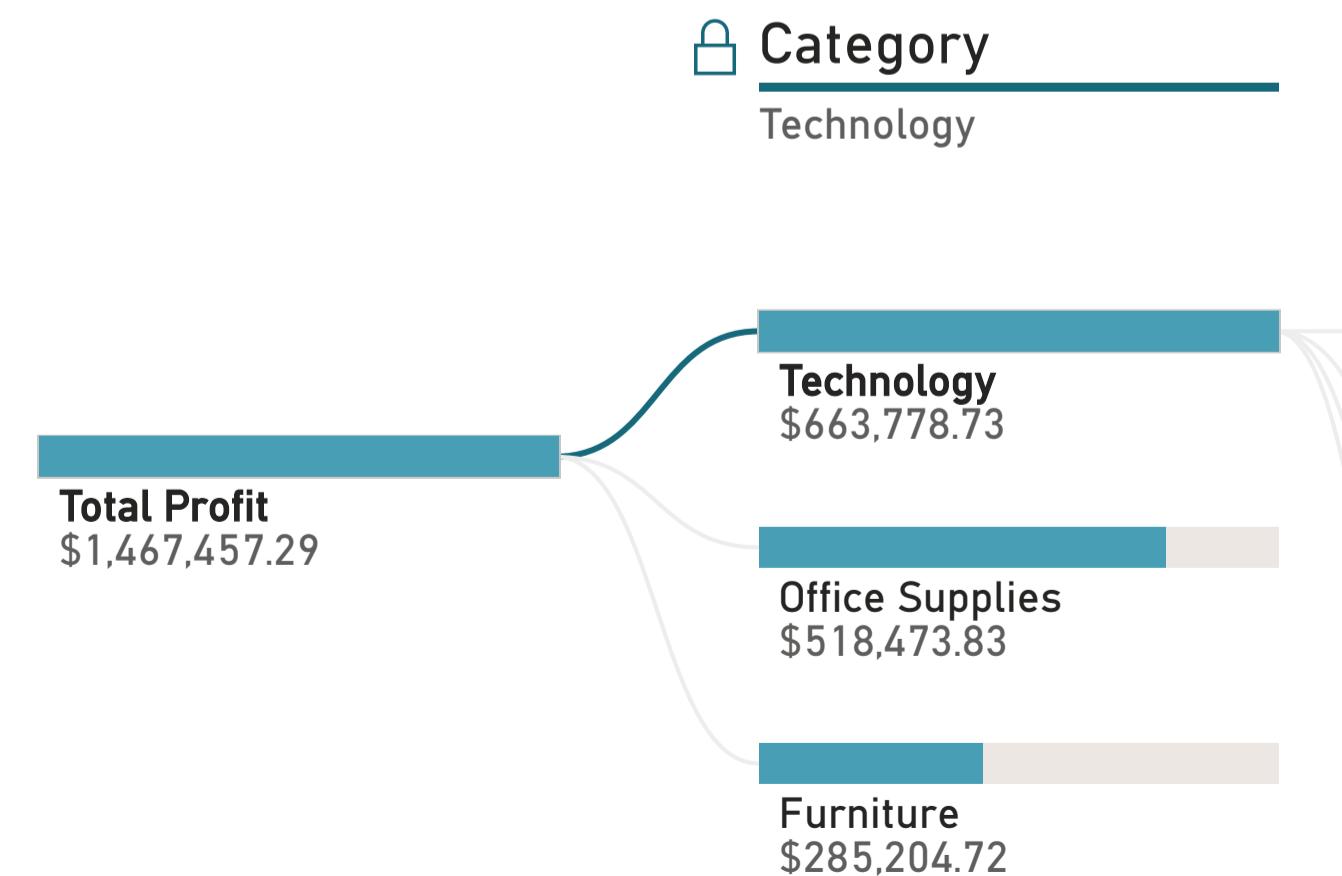
Profit Breakdown

Category

Technology

Sub-Category

Copiers



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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Market

All

Segment

All

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Sales Rep Performance

2011

2012

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Total Customers

2K



Avg Orders per Rep

1.93K



Avg Sales per Rep

\$972.50K



Avg Profit per Rep

\$112.88K



Repeat Customer %

99.56%



Top 5 Sales Rep by Profit

Anna Andreadi \$0.31M

Jack Lebron \$0.19M

Shirley Daniels \$0.17M

Chuck Magee \$0.14M

Nora Preis \$0.13M

\$0.0M \$0.2M

Bottom 5 Sales Rep by Profit

Deborah Bru... \$89K

Larry Hughes \$44K

Giulietta Dort... \$35K

Alejandro Bal... \$18K

Nicole Hansen \$18K

\$0K \$50K \$100K

Top 5 Rising Stars by Profit

Chuck Magee \$0.14M

Matt Collister \$0.11M

Deborah Bru... \$0.09M

Larry Hughes \$0.04M

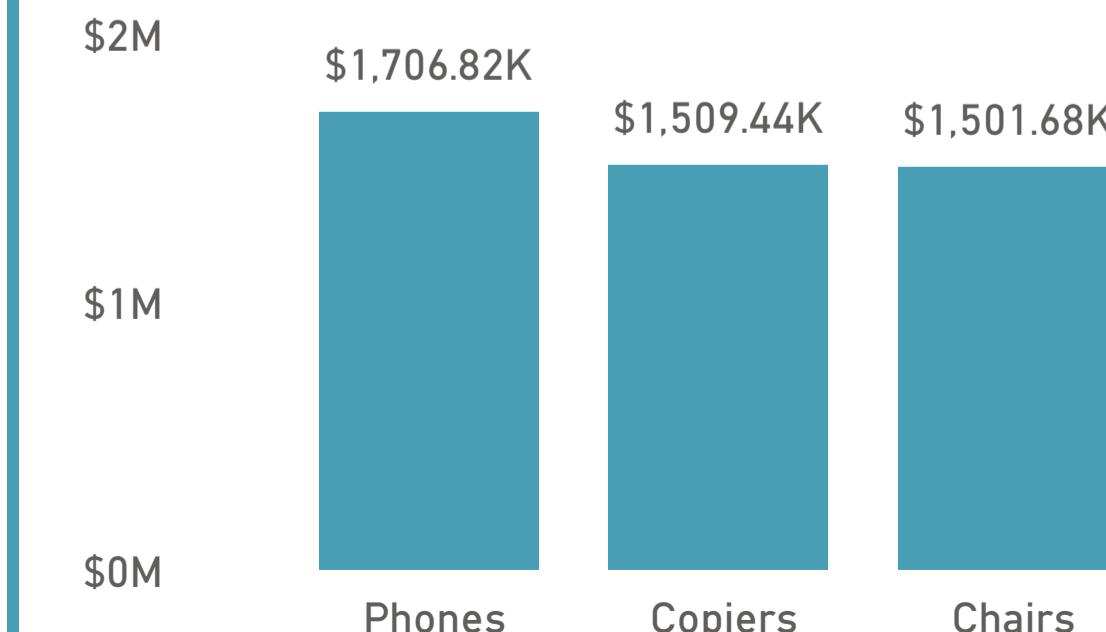
Alejandro Bal... \$0.02M

\$0.0M \$0.1M

Search Sales Rep by Name

All

Top 3 Sub-category sold



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	Renders	\$14,741.97	\$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.

