



2019

2020

2021

2022

## Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

## Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

## Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

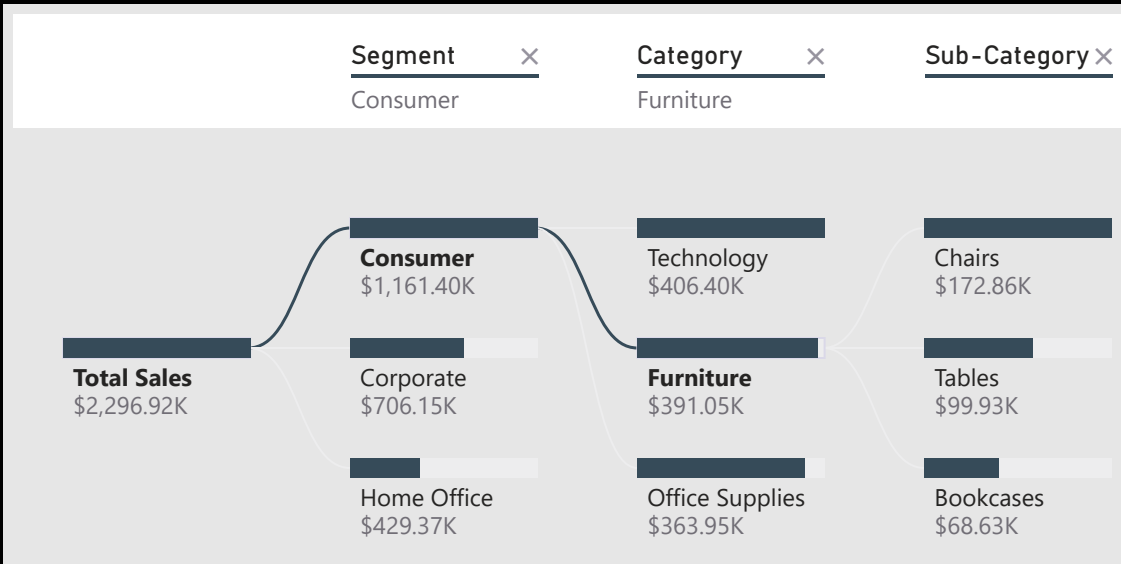
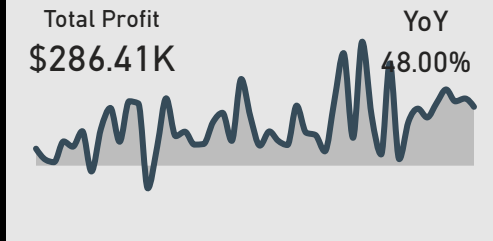
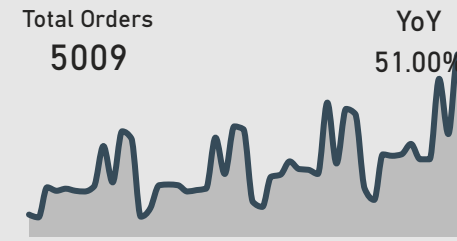
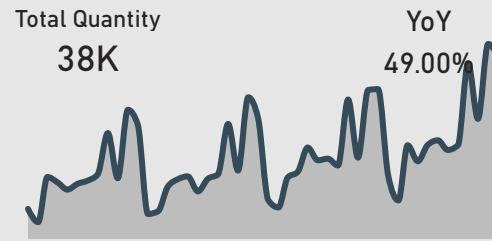
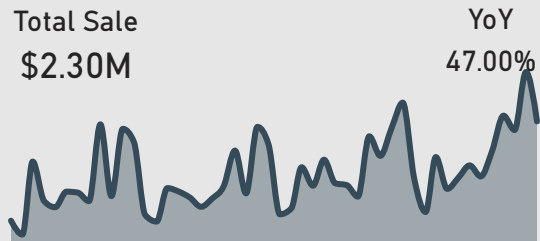
Clear Filters

## SUPERSTORE SALES DATA ANALYSIS

Overview

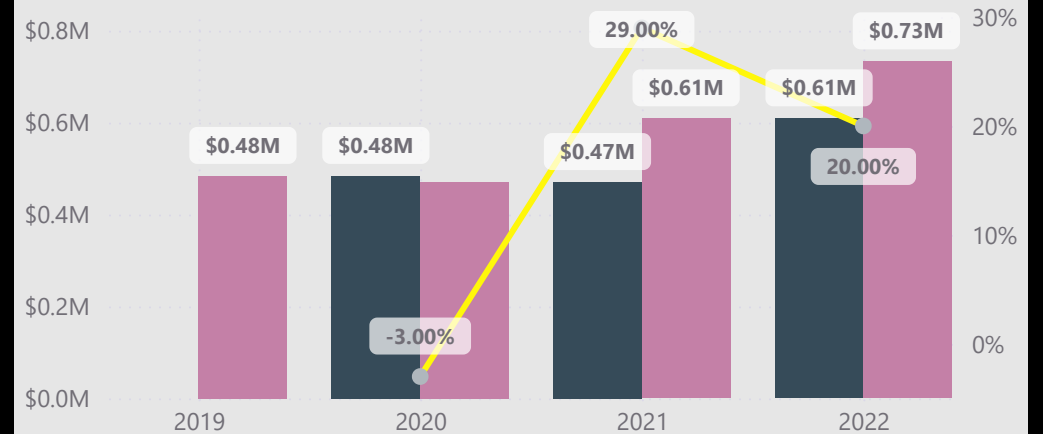
Customer

Product

Customer  
Performance...

## Sales YoY by Year

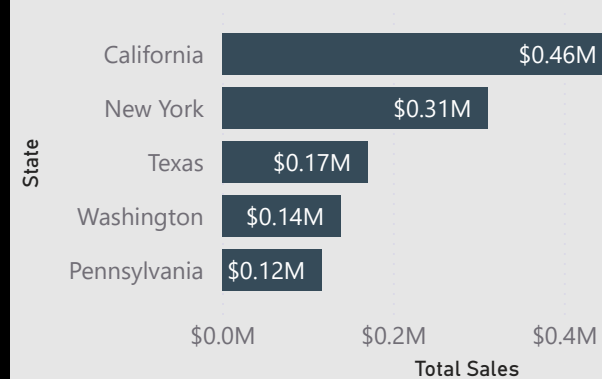
● Sales LY ● Total Sales ● Sales YoY %



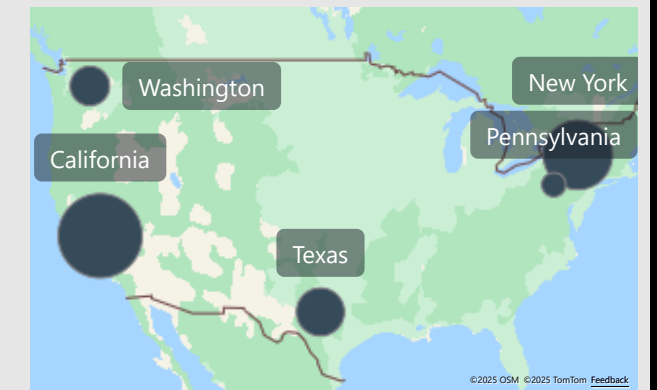
## Sales by Region &amp; Category

Region	Furniture	Office Supplies	Technology
Central	\$1,63,797.16	\$1,67,026.42	\$1,70,416.31
East	\$2,08,009.83	\$2,05,516.06	\$2,64,973.98
South	\$1,17,298.68	\$1,25,651.31	\$1,48,771.91
West	\$2,52,612.74	\$2,20,853.25	\$2,51,991.83

## Sales by top 5 States



## Sales by top 5 States (Map View)





2019

2020

2021

2022

## Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

## Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

## Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Clear Filters

## SUPERSTORE SALES DATA ANALYSIS

Overview

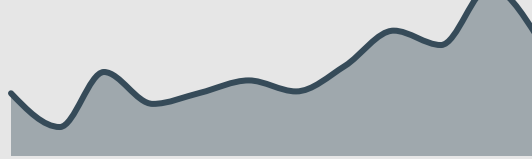
Customer

Product

Customer  
Performance...

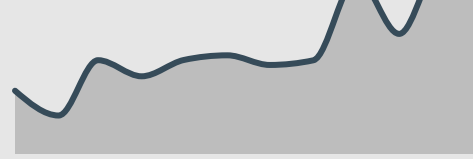
Total Sale  
\$733.22K

YoY  
20.00%



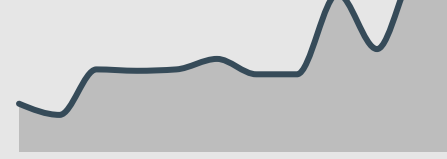
Total Quantity  
12K

YoY  
27.00%



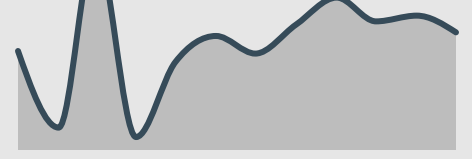
Total Orders  
1687

YoY  
28.00%

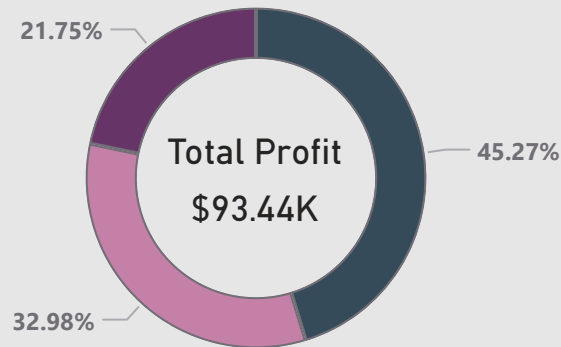


Total Profit  
\$93.44K

YoY  
14.00%



## Total Profit by Segment



## Consumer Profit

\$331.90K

## Corporate Profit

\$241.85K

## Home Office Profit

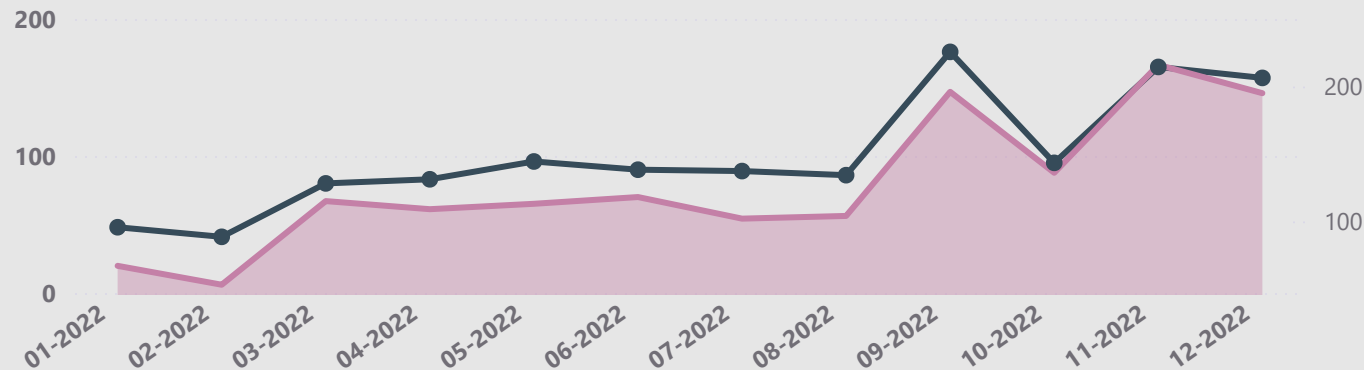
\$159.46K

## Top 5 Customers Sales for each Category

Customer Name	Total Sales
<input type="checkbox"/> <b>Raymond Buch</b>	<b>\$14,203.28</b>
Technology	\$14,119.92
Office Supplies	\$83.36
<input type="checkbox"/> <b>Tom Ashbrook</b>	<b>\$13,723.50</b>
Technology	\$13,652.56
Office Supplies	\$70.94
<input type="checkbox"/> <b>Hunter Lopez</b>	<b>\$10,522.55</b>
Technology	\$10,499.97
Office Supplies	\$22.58
<input type="checkbox"/> <b>Seth Vernon</b>	<b>\$8,459.94</b>
Furniture	\$5,987.04
Technology	\$2,349.89
Office Supplies	\$123.01
<input type="checkbox"/> <b>Grant Thornton</b>	<b>\$8,167.42</b>
Technology	\$7,999.98
Office Supplies	\$167.44
<b>Total</b>	<b>\$55,076.68</b>

## CY vs PY Profit

● Customers PY ● Customers CY





2019

2020

2021

2022

## Region

- ☐ Central  
☐ East  
☐ South  
☐ West

## Segment

- ☐ Consumer  
☐ Corporate  
☐ Home Office

## Category

- ☐ Furniture  
☐ Office Supplies  
☐ Technology

Clear Filters

## SUPERSTORE SALES DATA ANALYSIS

Overview

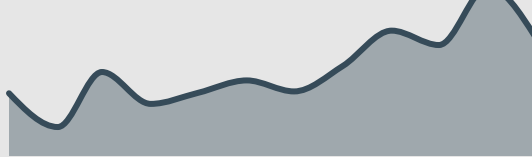
Customer

Product

Customer  
Performance...

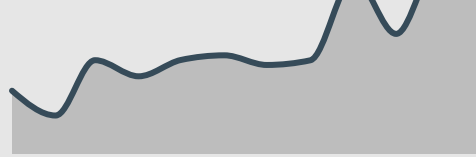
Total Sale  
\$733.22K

YoY  
20.00%



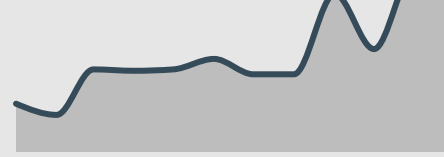
Total Quantity  
12K

YoY  
27.00%



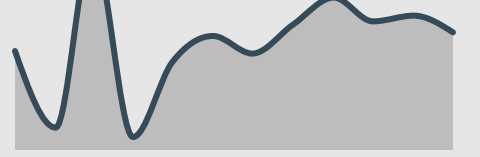
Total Orders  
1687

YoY  
28.00%

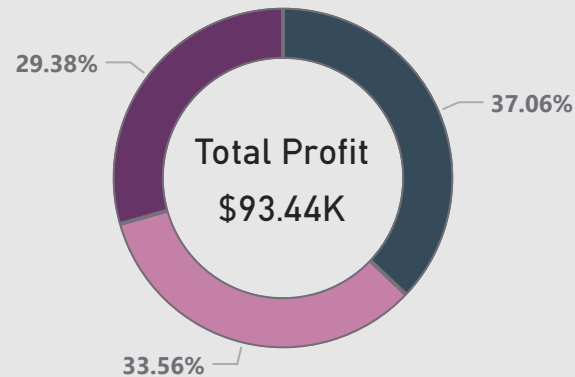


Total Profit  
\$93.44K

YoY  
14.00%



## Total Profit by Category



## Technology Profit

271.73K

## Furniture Profit

215.39K

## Office Supplies Profit

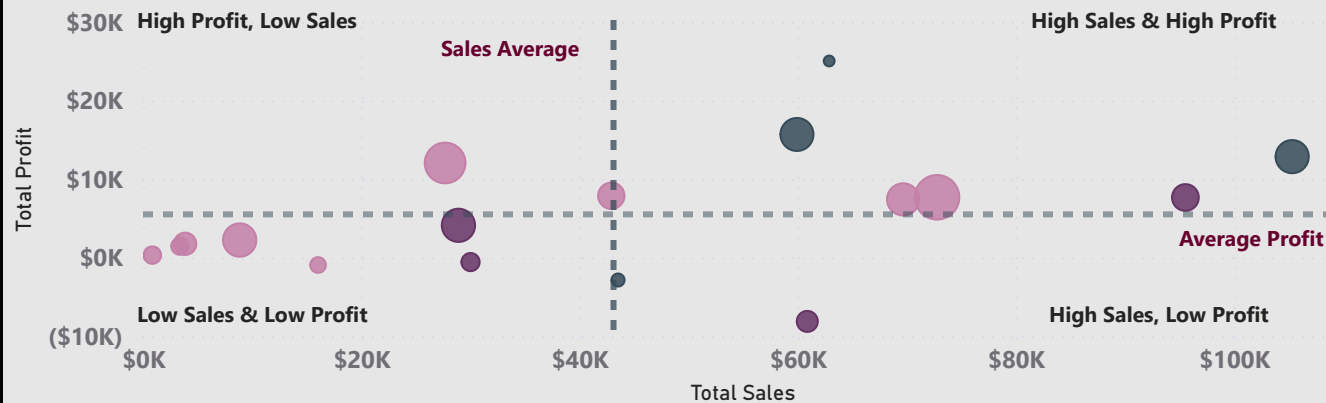
246.10K

## Top 5 Products Sales for each Category

Product Name	Total Sales
☐ Canon imageCLASS 2200 Advanced Copier	\$35,699.90
Technology	\$35,699.90
☐ Martin Yale Chadless Opener Electric Letter Opener	\$11,825.90
Office Supplies	\$11,825.90
☐ GBC DocuBind TL300 Electric Binding System	\$10,943.28
Office Supplies	\$10,943.28
☐ Hewlett Packard LaserJet 3310 Copier	\$9,239.85
Technology	\$9,239.85
☐ Samsung Galaxy Mega 6.3	\$9,239.78
Technology	\$9,239.78
Total	\$76,948.70

## Sales-Profit Relationship by Sub-Category

Category ● Furniture ● Office Supplies ● Technology





2019

2020

2021

2022

## Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

## Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

## Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Clear Filters

## SUPERSTORE SALES DATA ANALYSIS

Overview

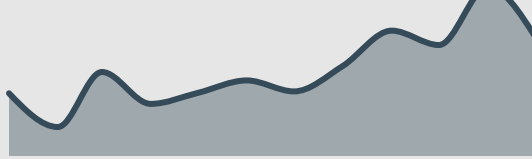
Customer

Product

Customer  
Performance...

Total Sale  
\$733.22K

YoY  
20.00%



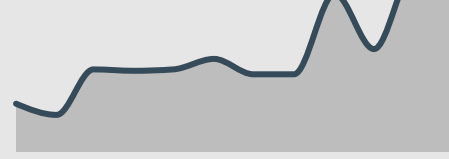
Total Quantity  
12K

YoY  
27.00%



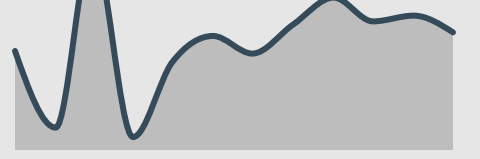
Total Orders  
1687

YoY  
28.00%



Total Profit  
\$93.44K

YoY  
14.00%



## Customer Sales Breakdown by Category

Customer Name	Furniture	Office Supplies	Technology	Total
Raymond Buch		\$83.36	\$14,119.92	\$14,203.28
Tom Ashbrook		\$70.94	\$13,652.56	\$13,723.50
Hunter Lopez		\$22.58	\$10,499.97	\$10,522.55
Seth Vernon	\$5,987.04	\$123.01	\$2,349.89	\$8,459.94
Grant Thornton		\$167.44	\$7,999.98	\$8,167.42
Helen Wasserman	\$2,773.28	\$2,447.25	\$2,945.82	\$8,166.35
Todd Sumrall	\$1,408.65	\$5.88	\$5,287.76	\$6,702.29
Rick Wilson	\$2,393.67	\$3,727.80	\$71.98	\$6,193.45
Pete Kriz	\$1,478.27	\$4,500.86		\$5,979.14
Karen Ferguson	\$2,054.27	\$3,681.29	\$89.90	\$5,825.46
Andy Reiter	\$302.67	\$5,517.91		\$5,820.58
Nick Crebassa	\$482.66	\$490.50	\$4,799.98	\$5,773.15
Caroline Jumper	\$5,572.32	\$111.09	\$39.99	\$5,723.40
Brian Moss	\$46.94	\$4,052.11	\$1,584.32	\$5,683.37
Alan Dominguez	\$897.15	\$1,372.83	\$3,163.91	\$5,433.89
Jane Waco	\$19.80	\$5,122.82	\$241.92	\$5,384.55
Yana Sorensen	\$502.64	\$4,837.62		\$5,340.26
Patrick O'Brill	\$642.33	\$297.89	\$4,367.90	\$5,308.11
John Lee	\$483.18	\$1,158.48	\$3,659.96	\$5,301.62
Shahid Collister	\$3,410.50	\$929.27	\$919.72	\$5,259.49
Joseph Airdo	\$161.57	\$4,783.07	\$109.58	\$5,054.21
Tom Prescott	\$4,420.16	\$278.74	\$127.98	\$4,826.88
Cathy Prescott	\$258.83	\$4,484.43		\$4,743.26
Brenda Bowman	\$2,938.96	\$1,607.31	\$39.99	\$4,586.26
Justin Deggeller	\$1,986.52	\$2,521.48		\$4,508.00

## Customer Ranking by Sales Performance

Customer Name	Customer Rank Label	Sales YoY Change Label	Total Sales
Raymond Buch	1 ▲ +13,289		\$14,203.28
Tom Ashbrook	2 ▲ +13,639		\$13,723.50
Hunter Lopez	3 ▲ +10,066		\$10,522.55
Seth Vernon	4 ▲ +7,419		\$8,459.94
Grant Thornton	5 ▲ +8,167		\$8,167.42
Helen Wasserman	6 ▲ +7,075		\$8,166.35
Todd Sumrall	7 ▲ +6,702		\$6,702.29
Rick Wilson	8 ▲ +6,193		\$6,193.45
Pete Kriz	9 ▲ +3,977		\$5,979.14
Karen Ferguson	10 ▲ +1,652		\$5,825.46
Andy Reiter	11 ▲ +5,793		\$5,820.58
Nick Crebassa	12 ▲ +5,715		\$5,773.15
Caroline Jumper	13 ▲ +282		\$5,723.40
Brian Moss	14 ▲ +5,680		\$5,683.37
Alan Dominguez	15 ▲ +5,434		\$5,433.89
Jane Waco	16 ▲ +3,329		\$5,384.55
Yana Sorensen	17 ▲ +5,340		\$5,340.26
Patrick O'Brill	18 ▲ +4,035		\$5,308.11
John Lee	19 ▲ +5,294		\$5,301.62
Shahid Collister	20 ▲ +5,244		\$5,259.49
Joseph Airdo	21 ▲ +4,577		\$5,054.21
Tom Prescott	22 ▲ +4,647		\$4,826.88
Cathy Prescott	23 ▲ +4,499		\$4,743.26
Brenda Bowman	24 ▲ +2,457		\$4,586.26
Justin Deggeller	25 ▲ +3,340		\$4,508.00