Sales Dashboard

Orders Dashboard

Top City

New York City

$256.37 K   3.42K Item

450 Order

Top Product

Canon imageCLASS 2200

$61.60 K   20 Item

5 Order

Sales
$2.30 M

Returns
$180.50 K

Net Sales
$2.12 M

Discount
-$322.58 K

COGS
-$1.69 M

TOP 5 Cities

$256.37 K

$175.85 K

$119.54 K

$112.67 K

$109.08 K

Philadelphia   San Francisco   Seattle   Los Angeles   New York City

Filter

Order Date

All Periods   YEARS ▾

2014   2015   2016   2017

◄ | | ►

Person

| Anna Andreadi |
| Cassandra Brandow |
| Chuck Magee |
| Kelly Williams |

Returned

| Yes |
| (blank) |

Sales&Quantity Over Years

800,000   14000
700,000   12000
600,000   10000
500,000   8000
400,000
300,000   6000
200,000   4000
100,000   2000
      0   0

2014   2015   2016   2017

— Sum of Sales   — Sum of Quantity
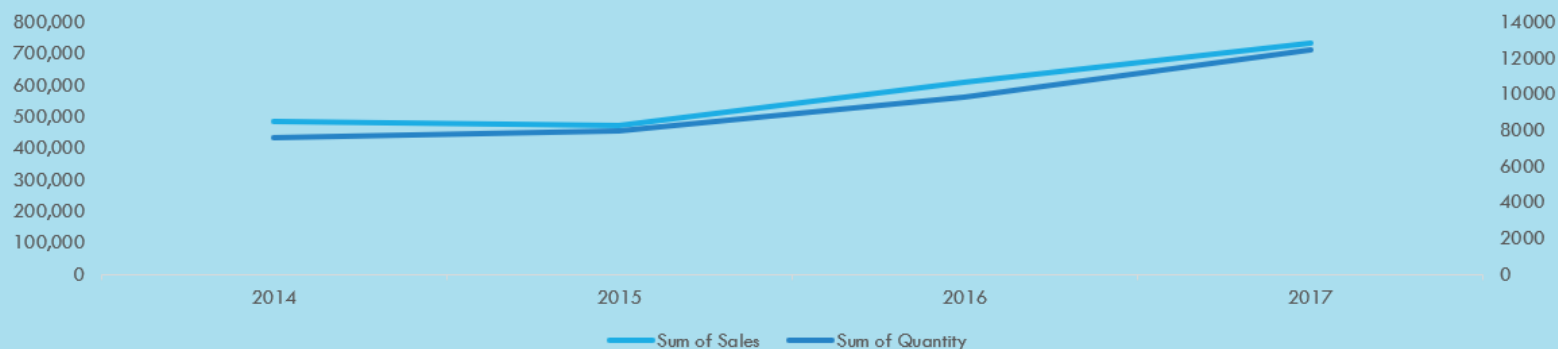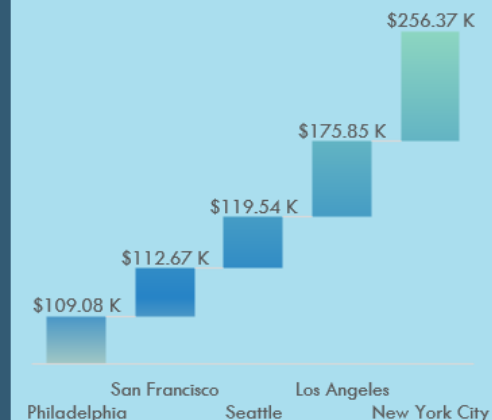
Sales By Category

▬ Furniture   ▬ Office Supplies   ▬ Technology
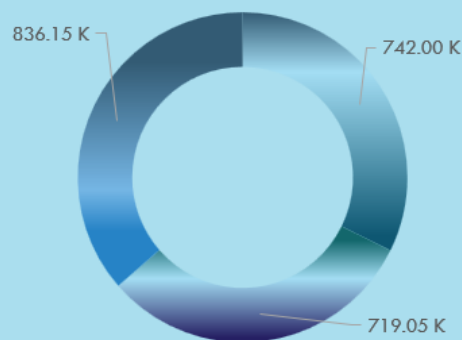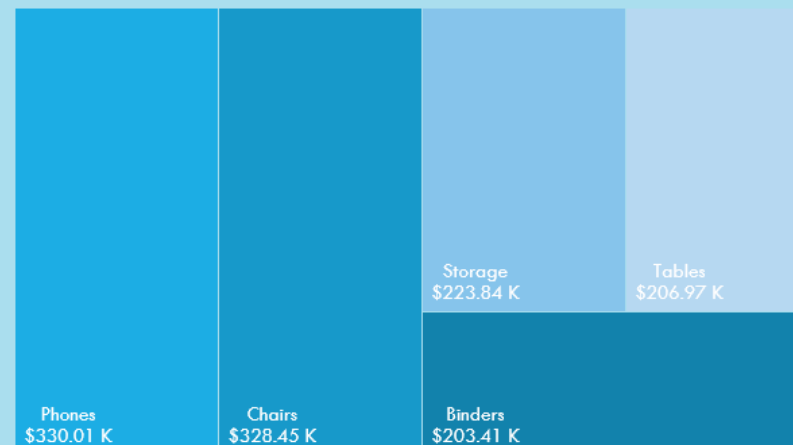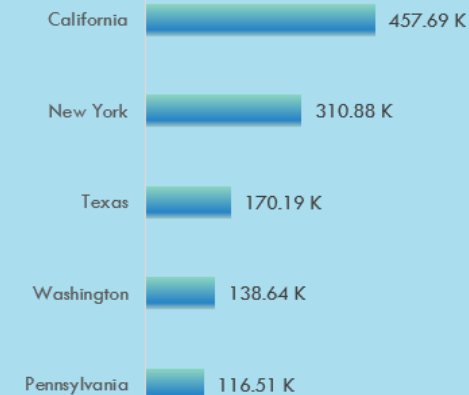
836.15 K   742.00 K

719.05 K

Top 5 Sub-Category

Storage $223.84 K   Tables $206.97 K

Phones $330.01 K   Chairs $328.45 K   Binders $203.41 K

TOP 5 States

California	457.69 K
New York	310.88 K
Texas	170.19 K
Washington	138.64 K
Pennsylvania	116.51 K

Orders Dashboard

Top Customer
Emily Phan
$5.48 K   124 Item
17 Order

Top Sup-Category
Binders
$203.41 K   5974 Item
1316 Order

Orders
5009

Returns
296

Net Orders
296

T.Products
1862

T.Cutomer
793

TOP 5 Cities
450
384
265
265
212

Seattle
Philadelphia
San Francisco
Los Angeles
New York City

Distribution Of Orders&Quantity Over Years

14000
12000
10000
8000
6000
4000
2000
0

1800
1600
1400
1200
1000
800
600
400
200
0

2014   2015   2016   2017

— Quantity   — Number od Order

Filter

Order Date
All Periods   YEARS ▾

2014   2015   2016   2017

Person
Anna Andreadi
Cassandra Brandow
Chuck Magee
Kelly Williams

Returned
Yes
(blank)

Category by Orders
■ Furniture ■ Office Supplies ■ Technology

30.8%   35.2%

74.7%
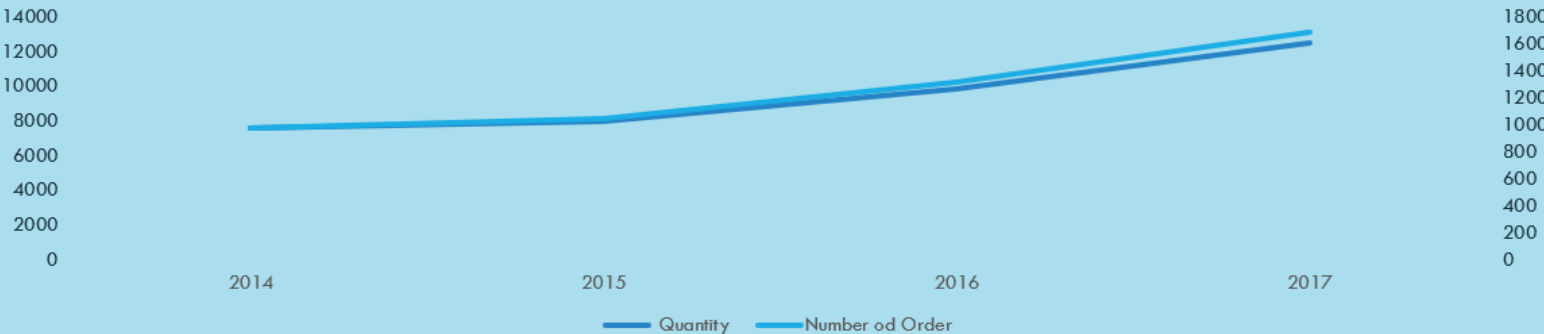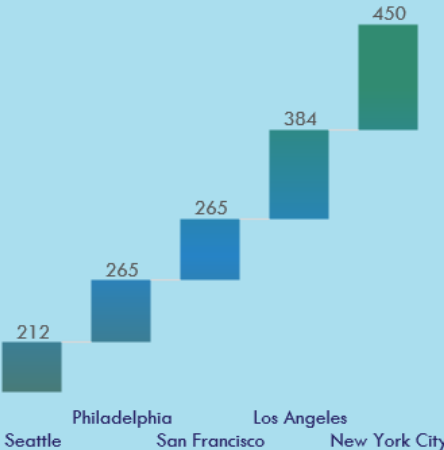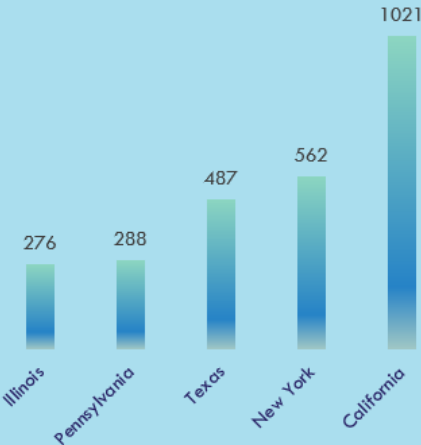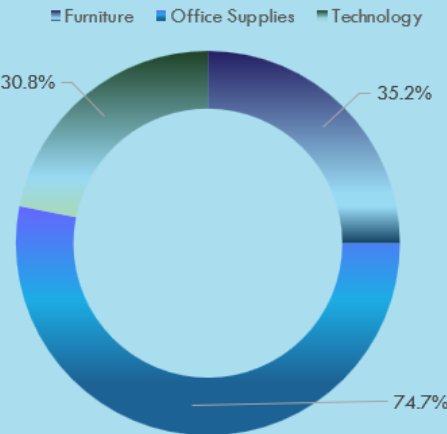
Customer Segment By Orders
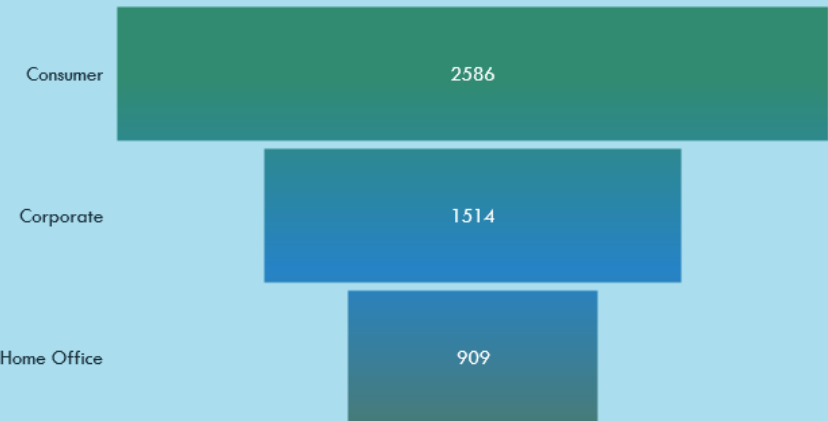
Consumer   2586
Corporate   1514
Home Office   909

TOP 5 States
1021
562
487
288
276

Illinois
Pennsylvania
Texas
New York
California

Analysis

Sales Dashboard
Orders Dashboard

Answer Question

To enhance Customers loyalty
- What Is the Most ship mode used by our customer?
- Who are our top ten customer in terms of sales?
- Also we want to know our top 10 customers in terms of order frequency?

Performance Measurement
- What are the top performing of Product categories in term of sales and profit?
- What the Most portable product that we sell?

To monitor our strength and weak point?
- Which of segment of clients generates the most sales by catogary?
- Which city has the most sales Value?
- Which state has the most sales value percentage by region?

Customers experience
- On average how long it takes the orders to reach our clients?
- o Based on each shipping mode

To enhance Customers loyalty

• Who are our top ten customer in terms of sales?

Row Labels	Sum of Sales
Sean Miller	$25.04 K
Tamara Chand	$19.05 K
Raymond Buch	$15.12 K
Tom Ashbrook	$14.60 K
Adrian Barton	$14.47 K
Ken Lonsdale	$14.18 K
Sanjit Chand	$14.14 K
Hunter Lopez	$12.87 K
Sanjit Engle	$12.21 K
Christopher Conant	$12.13 K
Grand Total	**$153.81 K**

• Also we want to know our top 10 customers in terms of order frequency?

Row Labels	Distinct Count of Order ID
Emily Phan	17
Chloris Kastensmidt	13
Edward Hooks	12
William Brown	11
Matt Abelman	11
Jonathan Doherty	11
John Lee	11
Paul Prost	10
Arthur Prichep	10
Seth Vernon	10
Grand Total	**116**

• What Is the Most ship mode used by our customer?

Row Labels	Count of Customer ID
First Class	1538
Same Day	543
Second Class	1945
Standard Class	5968
Grand Total	**9994**

Performance Measurement

• What are the top performing of Product categories in term of sales and profit?

Row Labels	Sum of Sales	Sum of Profit
Furniture	$742.00 K	$18.45 K
Office Supplies	$719.05 K	$122.49 K
Technology	$836.15 K	$145.45 K
Grand Total	$2.30 M	$286.40 K

• What the Most portable product that we sell?

Row Labels	Quantity	Num of Orders
Staples	215	46
Staple envelope	170	48
Easy-staple paper	150	46
Staples in misc. colors	86	19
KI Adjustable-Height Table	74	18
Avery Non-Stick Binders	71	20
Storex Dura Pro Binders	71	17
GBC Premium Transparent Covers with Diagonal Lined Pattern	67	14
Situations Contoured Folding Chairs, 4/Set	64	15
Staple-based wall hangings	62	16
Grand Total	1030	259

To monitor our strength and weak point?

Which city has the most sales Value?

Row Labels	Sum of Sales
New York City	$256.37 K
Los Angeles	$175.85 K
Seattle	$119.54 K
San Francisco	$112.67 K
Philadelphia	$109.08 K
Houston	$64.50 K
Chicago	$48.54 K
San Diego	$47.52 K
Jacksonville	$44.71 K
Springfield	$43.05 K
Grand Total	**$1.02 M**

Which of segment of clients generates the most sales by catogary?

Row Labels	Sum of Sales
Consumer	
Furniture	$391.05 K
Office Supplies	$363.95 K
Technology	$406.40 K
Corporate	
Furniture	$229.02 K
Office Supplies	$230.68 K
Technology	$246.45 K
Home Office	
Furniture	$121.93 K
Office Supplies	$124.42 K
Technology	$183.30 K
Grand Total	**$2.30 M**

Which top 5 state has the most sales value percentage by region?

Row Labels	Sum of Sales
Central	
Texas	8.66%
Illinois	4.08%
Michigan	3.88%
Indiana	2.73%
Wisconsin	1.63%
East	
New York	15.82%
Pennsylvania	5.93%
Ohio	3.98%
New Jersey	1.82%
Massachusetts	1.46%
South	
Florida	4.55%
Virginia	3.59%
North Carolina	2.83%
Georgia	2.50%
Kentucky	1.86%
West	
California	23.29%
Washington	7.06%
Arizona	1.80%
Colorado	1.63%
Oregon	0.89%
Grand Total	**100.00%**

Customers experience

• On average how long it takes the orders to reach our clients?
o Based on each shipping mode

Row Labels	Average of Delivery Duration
First Class	2
Same Day	0
Second Class	3
Standard Class	5
Grand Total	4

Orders Dashboard Calculation

What is the distribution of orders over time?

How many orders were placed in each region or country?

What is Total order value?

What are the top-selling categories or sub-categories based on the number of orders?

Which customer segment generates the highest number of orders?

How does the order volume vary across different shipping modes?

What is the average delivery duration for orders?

How many orders received a discount, and what was the average discount value?

Top 5 city by orders?

Top 5 state by orders

Top Customer based on order and his sales , orders and items

Top category based on order and his sales , orders and items