

Retail Sales Performance Dashboard

Snapshot 2014-2017, US Superstore

Year

▼

All

▼

Region

▼

All

▼

Category

▼

All

▼

Sub-Category

▼

All

▼

622

High Discount Low Margin Products

\$286.4K

Profit PY

\$2.3M

Sales PY

0.0%

Profit YOY Growth

0.0%

Sales YOY Growth

12.5%

Profit Margin

15.6%

Average Discount

5009

Total Orders

\$458.6

Average Order Value

Total Profit and Total Sales by Quarter

● Total Profit ● Total Sales

Quarter	Total Sales	Total Profit
Q1	\$359.7K	\$48.0K
Q2	\$445.5K	\$55.3K
Q3	\$613.9K	\$72.5K
Q4	\$878.1K	\$110.6K

Total Profit, Sales, and Avg. Disc. by Category and Sub-Category

Category	Total Profit	Total Sales	Avg. Disc.
Furniture	~20K	~750K	~10%
Office Supplies	~120K	~720K	~15%
Technology	~150K	~850K	~12%

Top 10 Profitable Product

Category ● Office Supplies ● Technology

Product Name	Total Profit
Canon imageCLASS LBP6030F	25K
Fellowes PB500 EL	8K
Hewlett Packard L	7K
Canon PC1060 Pe	5K
HP Designjet T52	4K
Ativa V4110MDD	4K
3D Systems Cube	4K
Plantronics Savi	4K
Ibico EPK-21 Elect	3K
Zebra ZM400 The	3K

Total Profit and Sales by Region and City

● Total Profit ● Total Sales

Region	Total Sales	Total Profit
Central	501.2K	39.7K
East	678.8K	91.5K
South	391.7K	46.7K
West	725.5K	108.4K

Total Profit and Sales by Category and Product

● Total Profit ● Total Sales

Category	Total Sales	Total Profit
Furniture	742.0K	18.5K
Office Supplies	719.0K	122.5K
Technology	836.2K	145.5K

Total Profit and Total Sales by Discount Range

● Total Profit ● Total Sales

Discount Range	Total Sales	Total Profit
No Discount	\$1,087.9K	\$321.0K
11-20%	\$792.2K	\$91.8K
1-10%	\$9.0K	\$9.0K
21-30%	\$103.2K	-\$10.4K
30%+	\$259.5K	-\$125.0K

Bottom 10 Loss-Making Product

Category ● Furniture ● Office Supplies ● Technology

Product Name	Total Profit
Balt Solid Wood R...	-1.2K
BoxOffice By Desi...	-1.1K
Bush Advantage C...	-1.9K
Chromcraft Bull-N...	-2.9K
Cisco TelePresenc...	-1.8K
Cubify CubeX 3D ...	-8.9K
Cubify CubeX 3D ...	-3.8K
GBC DocuBind P4...	-1.9K
Lexmark MX611d...	-4.6K
Martin Yale Chadl...	-1.3K