

## SALES & PROFIT DASHBOARD



**\$12.64M**

Total Sales

**178K**

Total Quantity



Order Date  
All

Category  
All

Region  
All

**\$1.47M**

Total Profit

**26K**

Total Orders



**12%**

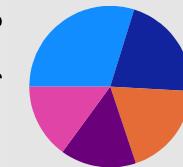
Profit Margin %



Top 5 Sales by Region

Region

- Western...
- Central ...
- Oceania



Monthly Sales

\$2M

\$1M

\$0.7M

\$0.6M

\$0.5M

\$0K

\$1.3M

\$1.4M

\$1.5M

\$1.6M

\$0.8M

\$0.9M

\$1.0M

\$1.1M

\$1.2M

\$1.3M

\$1.4M

\$1.5M

\$1.6M

\$1.7M

\$1.8M

\$1.9M

\$1.0M

\$1.1M

\$1.2M

\$1.3M

\$1.4M

\$1.5M

\$1.6M

\$1.7M

\$1.8M

\$1.9M

\$2M

\$1.0M

\$1.1M

\$1.2M

\$1.3M

\$1.4M

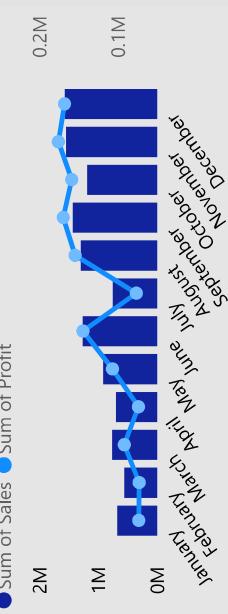
\$1.5M

\$1.6M

\$1.7M

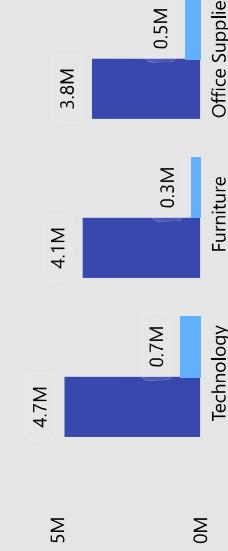
Monthly Sales Vs Profit

Sum of Sales ● Sum of Profit



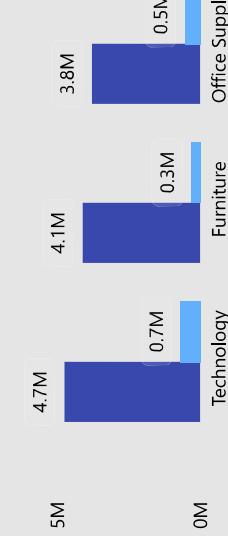
Sales Vs Profit by Category

● Sum of Sales ● Sum of Profit



Top 5 Product

● Sum of Sales ● Sum of Profit



Furniture

Technology

Office Supplies

Advanc...

Smart Phone,

Full Size

Motorola Smart Phone,

Full Size

Nokia Smart Phone,

Full Size

Canon Smart Phone,

Full Size

imageC...

2200

Copier

## SUPERSTORE RETURN ANALYSIS



Order Date

1/1/2012

12/31/2015

Region

All

Category

All



**1079**

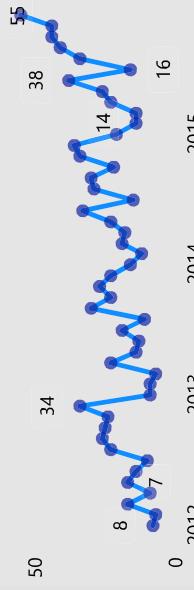
Returned Orders



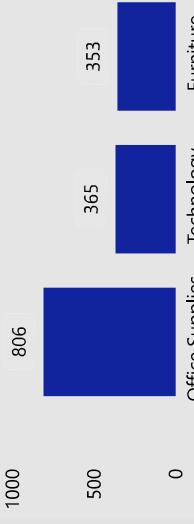
**4%**

Return Rate %

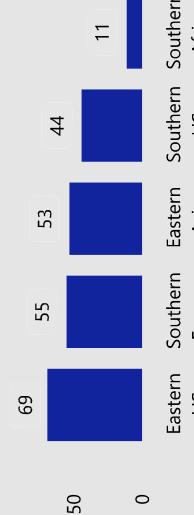
### Monthly Trend of Product Returns



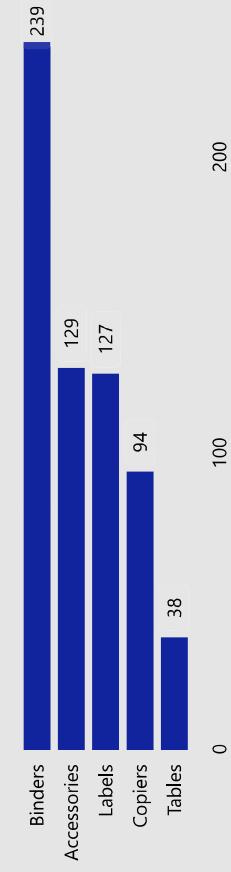
### Category-wise Product Return Rate



### Top 5 Region Return Rate



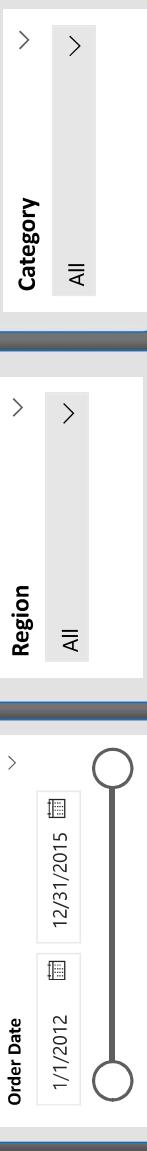
### Top 5 Return Rate by Sub Category



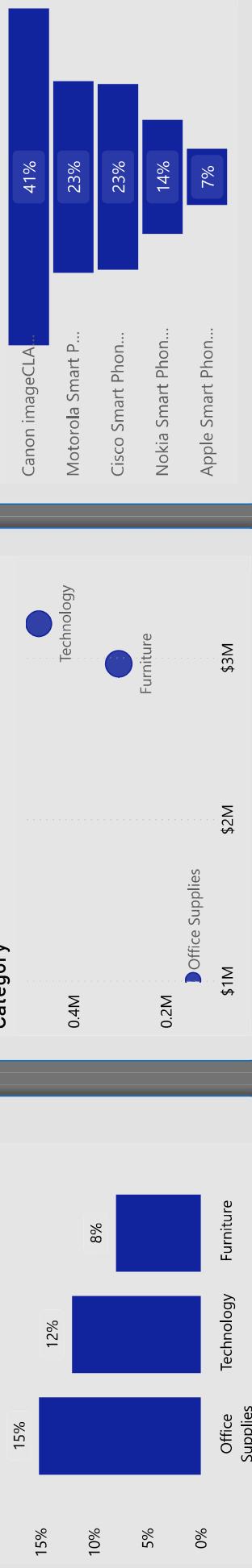
### Total Orders and Return Rate (%) by Category

Category	Returned Orders	Total Orders	Return Rate % (Category Wise)
Furniture	353	8222	4.29%
Office Supplies	806	19464	4.14%
Technology	365	8428	4.33%
<b>Total</b>	<b>1079</b>	<b>25728</b>	<b>4.19%</b>

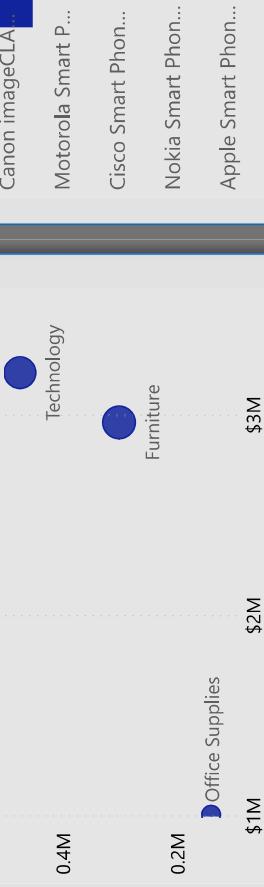
# SUPERSTORE PROFIT ANALYSIS



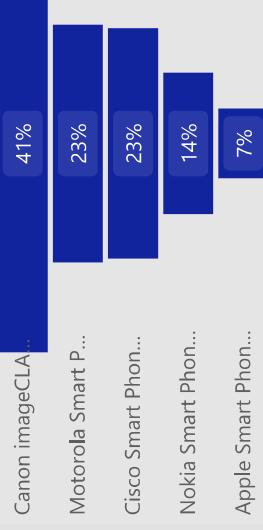
## Profit Margin % by Category



## Total Sales, Total Profit and Sum of Quantity by Category



## Profit Margin % by Product Name

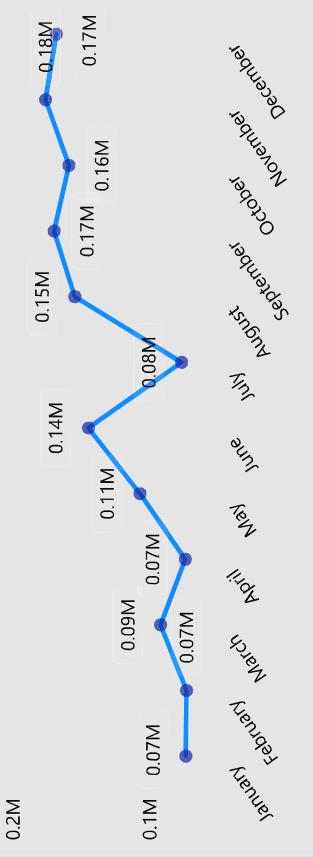


## Total Profit by Region and Category

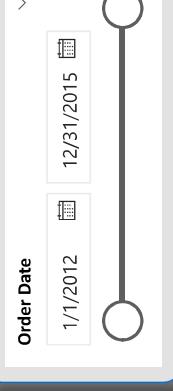
Category ● Furniture ● Office Supplies ● Technology



## Total Profit by Month



# SUPERSTORE DISCOUNT IMPACT ANALYSIS

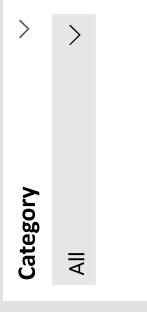
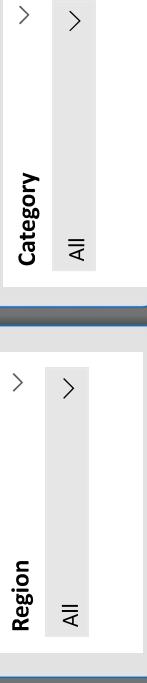


**14%**  
Avg Discount %

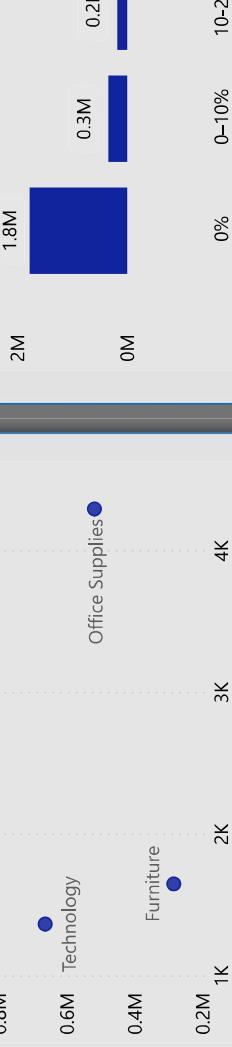
**5.65M**  
Discounted Sales

**1.47M**  
Total Profit

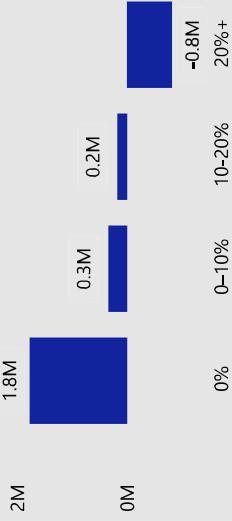
**1.35M**  
Discount Loss



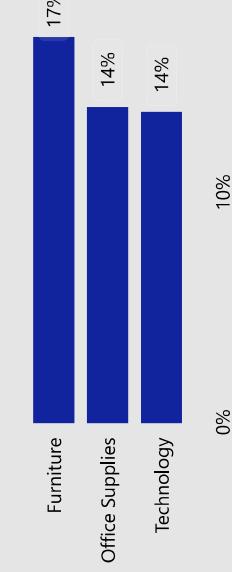
## Discount vs Profit Category wise



## Total Profit by Discount Range



## Avg Discount % by Category



Category	Discount Range	Sum of Profit	Profit Margin %
Furniture	0%	465,497.00	24%
Furniture	0-10%	111,361.55	16%
Furniture	10-20%	27,963.54	5%
Furniture	20%+	-319,739.47	-35%
Office Supplies	0%	608,841.30	26%
Office Supplies	0-10%	.88,087.35	16%
<b>Total</b>		<b>1,467,456.67</b>	<b>12%</b>

## Avg Discount % by Month

