



## SALES & PROFIT DASHBOARD



Order Date



All

Category



All

Region



All



\$12.64M

Total Sales



178K

Total Quantity



26K

Total Orders



1.47M

Total Profit



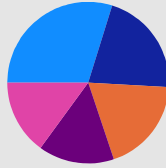
12%

Profit Margin %

### Top 5 Sales by Region

Region

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



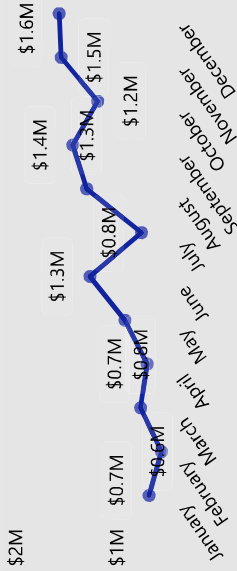
### Top 5 Profit by Region

Region

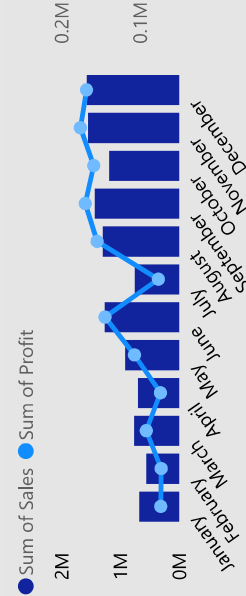
- Wester...
- Eastern ...



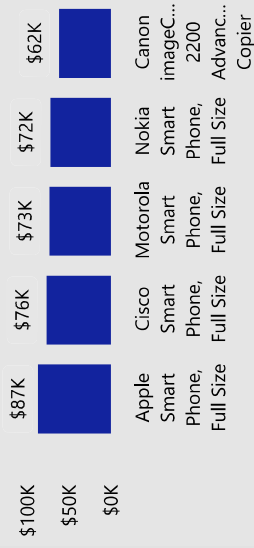
### Monthly Sales



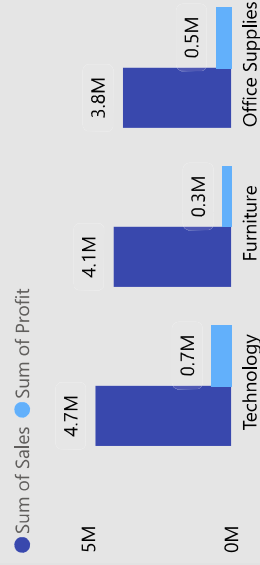
### Monthly Sales Vs Profit



### Top 5 Product



### Sales Vs Profit by Category





## SUPERSTORE RETURN ANALYSIS

Order Date

1/1/2012 12/31/2015

>

Region

All

>

Category

All

>



1079

Returned Orders



4%

Return Rate %



526K

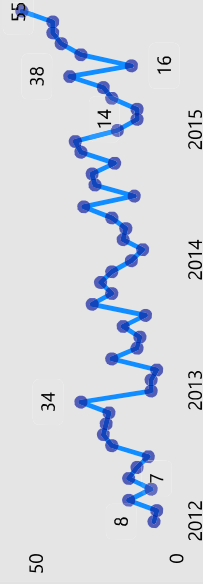
Returned Sales



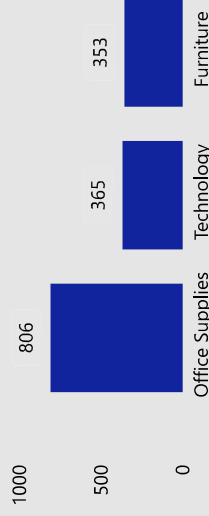
61.37K

Profit Impact (Returns)

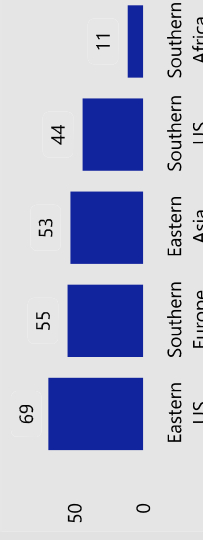
Monthly Trend of Product Returns



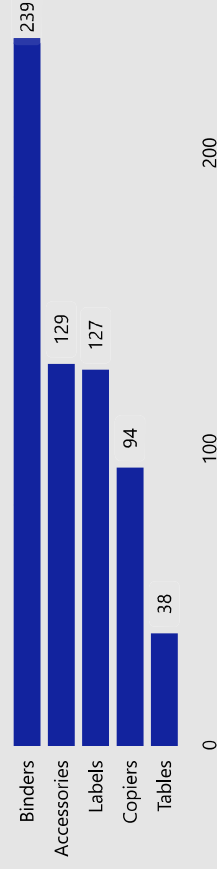
Category-wise Product Return Rate



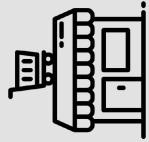
Top 5 Region Return Rate



Top 5 Return Rate by Sub 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%
Total	1079	25728	4.19%



## SUPERSTORE PROFIT ANALYSIS

Order Date

1/1/2012 12/31/2015

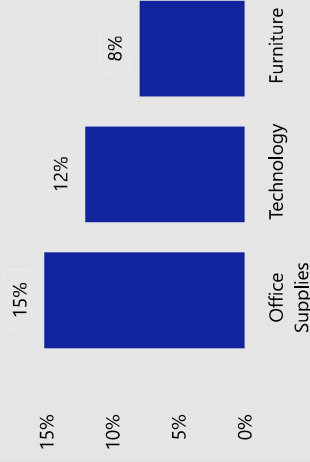
Region

All

Category

All

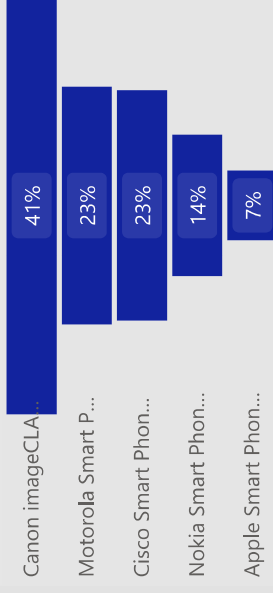
Profit Margin % by Category



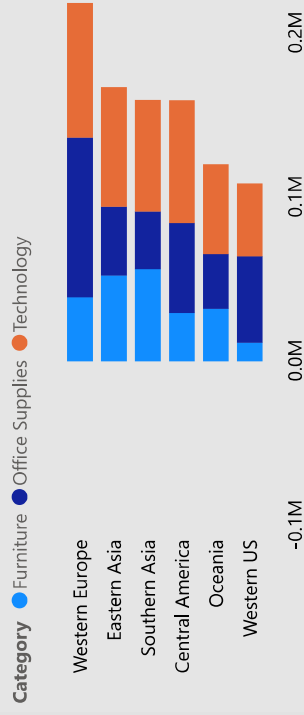
Total Sales, Total Profit and Sum of Quantity by Category



Profit Margin % by Product Name



Total Profit by Region and Category



Total Profit by Month





## SUPERSTORE DISCOUNT IMPACT ANALYSIS

Order Date

1/1/2012 12/31/2015

Region

All

Category

All

14%

Avg Discount %

5.65M

Discounted Sales

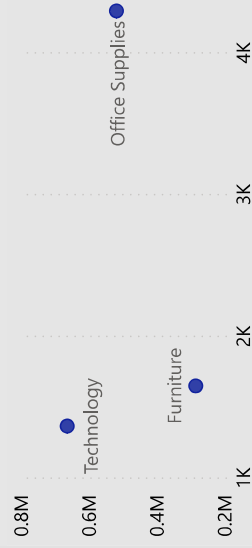
1.47M

Total Profit

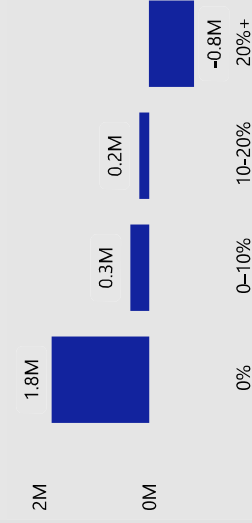
1.35M

Discount Loss

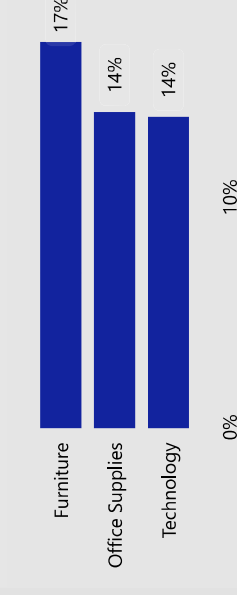
Discount vs Profit Category wise



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%
Total		1,467,456.67	12%

Avg Discount % by Month

