

SUPERSTORE DASHBOARD

Person

All

Customer Name

All

1/1/2011



12/31/2014



25K



TOTAL ORDER

12.64M



NET REVENUE

1.47M



NET PROFIT

11.6



PROFIT MARGIN

12.18



RETURN RATE

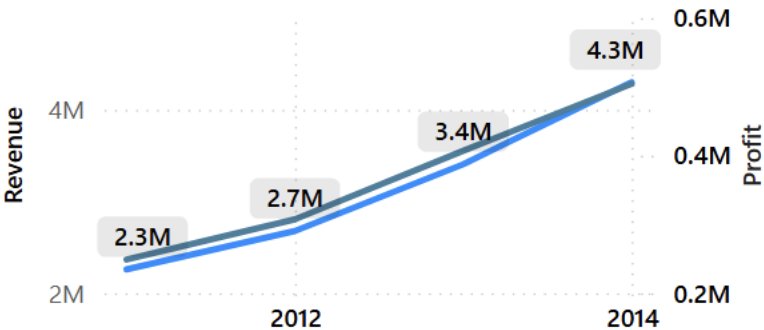
\$505



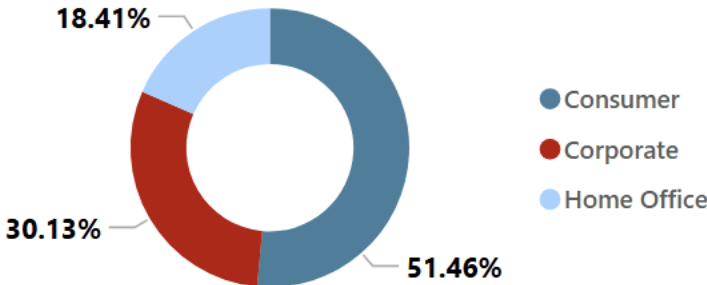
AVG ORD VALUE

SALES AND PROFIT OVER YEAR

Total Revenue Total Profit

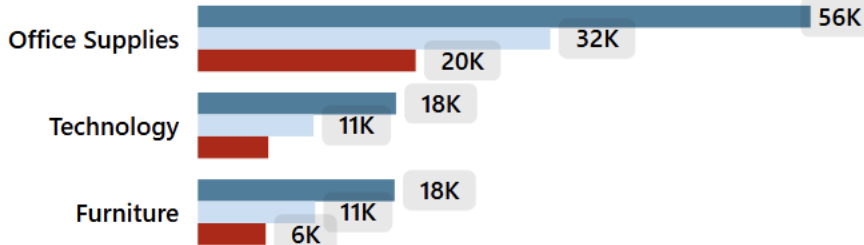


ORDER BY SEGMENT

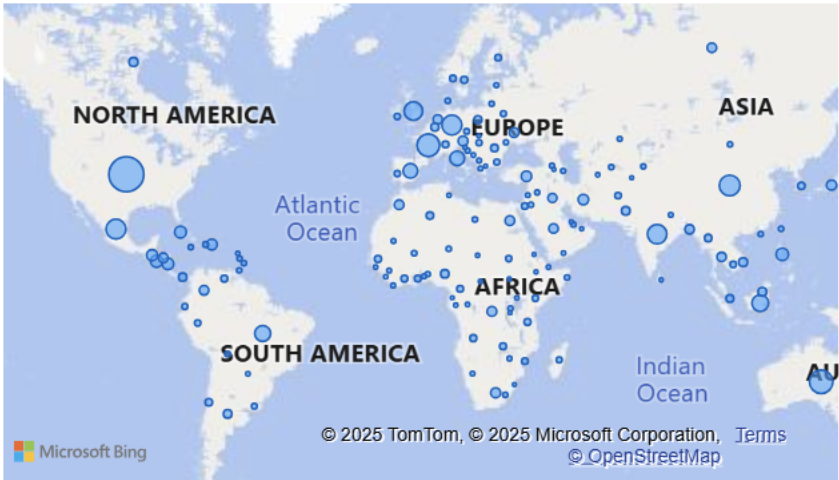


TOTAL QUANTITY BY CATEGORY AND SEGMENT

Consumer Corporate Home Office



REVENUE BY COUNTRY



Superstore Performance by Dimension

Superstore Performance by Dimension		Ship Mode		Segment		Country		Market		Category					
Ship Mode		Total Order		Revenue		Profit		Profit Margin		Return Order		Sales Return		Avg Order Value	
First Class		<div><div></div></div> 3821	1,830,976.14		<div><div></div></div> 208,104.68	11.4				492	130,572.40		<div><div></div></div> \$479		
Same Day		<div><div></div></div> 1347	667,201.98		<div><div></div></div> 76,173.07	11.4				173	51,229.16		<div><div></div></div> \$495		
Second Class		<div><div></div></div> 5119	2,565,671.68		<div><div></div></div> 292,583.53	11.4				634	159,848.39		<div><div></div></div> \$501		
Standard Class		<div><div></div></div> 15154	7,578,652.11		<div><div></div></div> 890,596.02	11.8				1751	477,370.43		<div><div></div></div> \$500		
Total		25035		12,642,501.91		1,467,457.29		11.6		3050		819,020.38		\$505	

MARKET ANALYSIS

Region

All

Market

All

1/1/2011



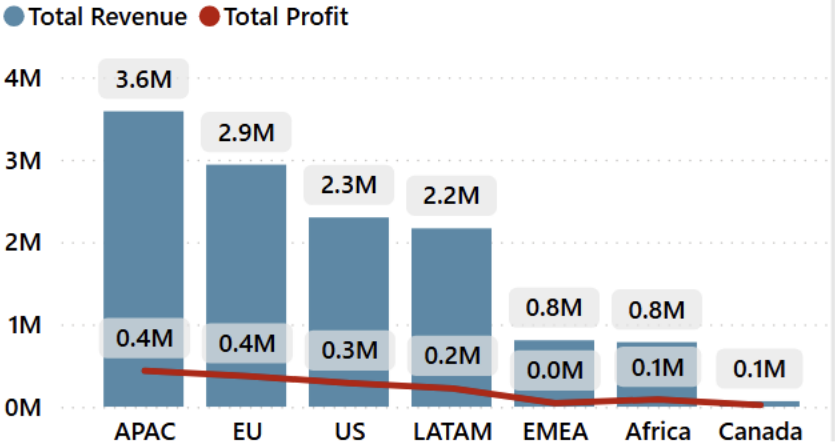
12/31/2014



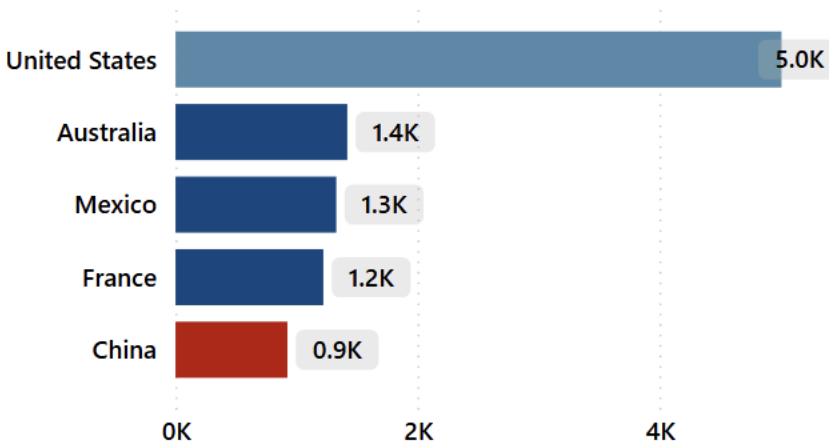
AVG SALES PER ORDER BY REGION



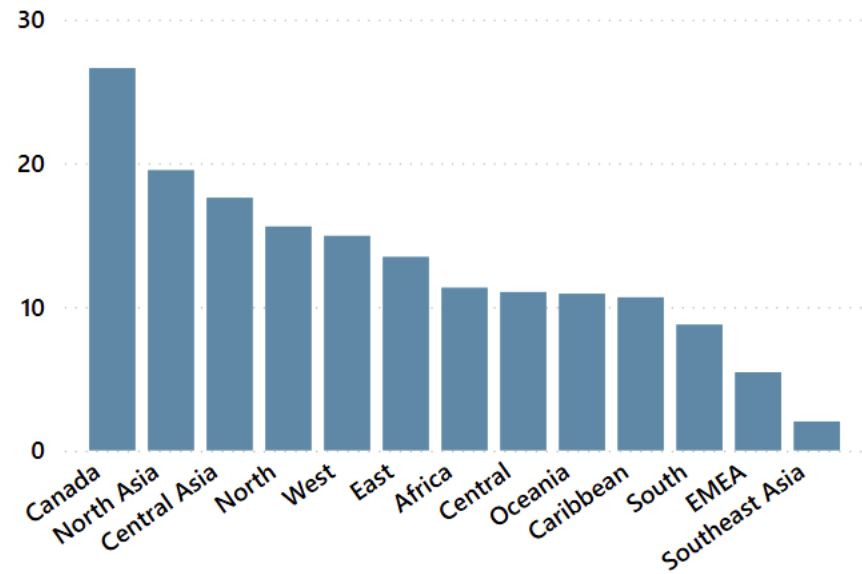
REVENUE AND PROFIT BY MARKET



TOP 5 COUNTRY WITH THE MOST ORDERS



PROFIT MARGIN BY REGION



Market Performance by Country, State and City

		Country		State	City
Country	Total Order	Revenue	Profit	Average Delivery Day	Average Sales per Order
Lesotho	3	6,711.99	1,398.21	3.7	\$2,237
Montenegro	2	4,004.37	1,286.76	4.8	\$2,002
Taiwan	5	7,647.63	1,818.60	3.8	\$1,530
Republic of the Congo	2	2,713.23	280.74	4.3	\$1,357
Chad	1	1,317.03	90.00	2.0	\$1,317
Qatar	6	6,049.80	1,502.88	3.4	\$1,008
Bangladesh	82	78,256.47	19,430.89	4.3	\$954
Afghanistan	26	21,673.32	5,460.30	4.5	\$834
South Africa	21	17,176.00	1,176.00	3.0	\$800

PRODUCT ANALYSIS

Category

All

Sub-Category

All

1/1/2011



12/31/2014



10K

Total Product



12.18

RETURN RATE



3K

RETURN ORDER



819.02K

SALES RETURN



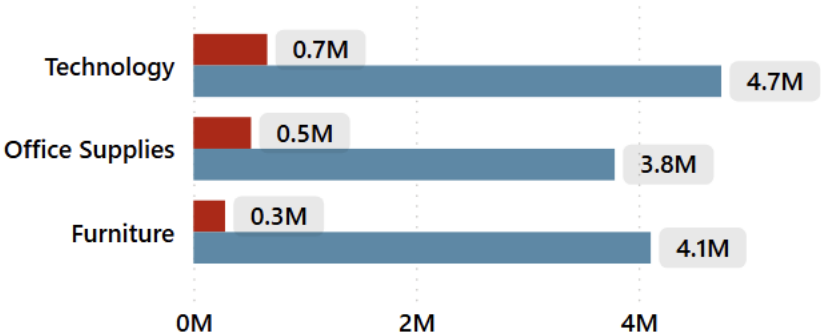
118K

PROFIT RETURN

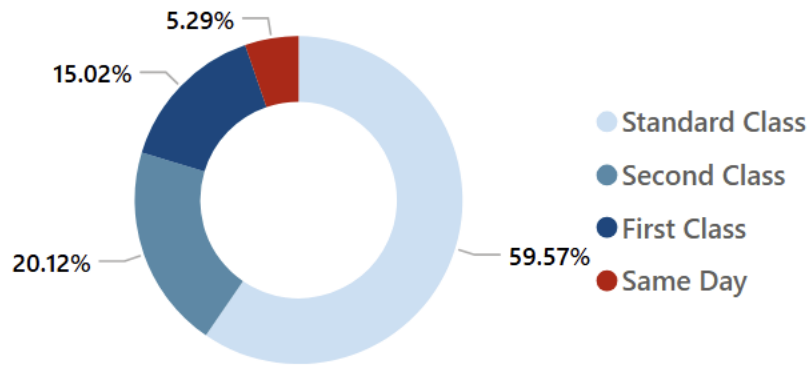


PROFIT AND REVENUE BY CATEGORY

Total Profit Total Revenue

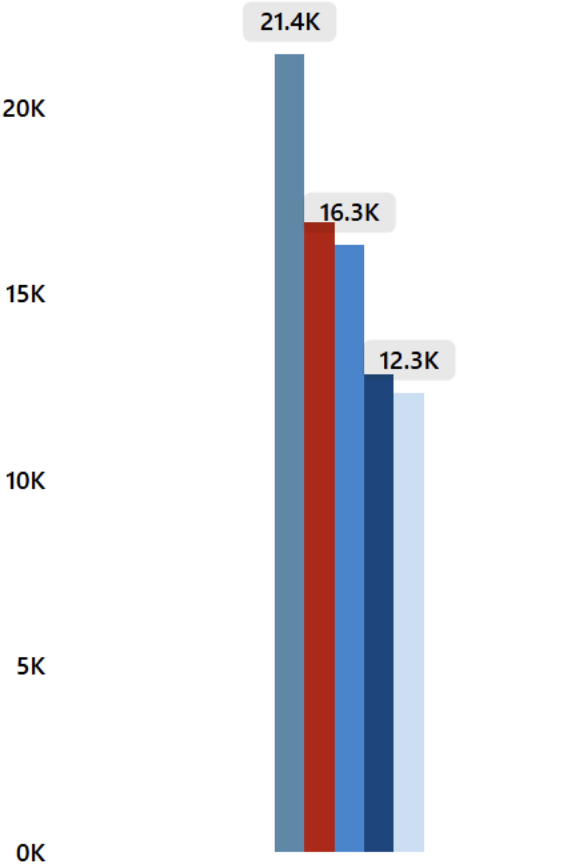


ORDER BY SHIP MODE

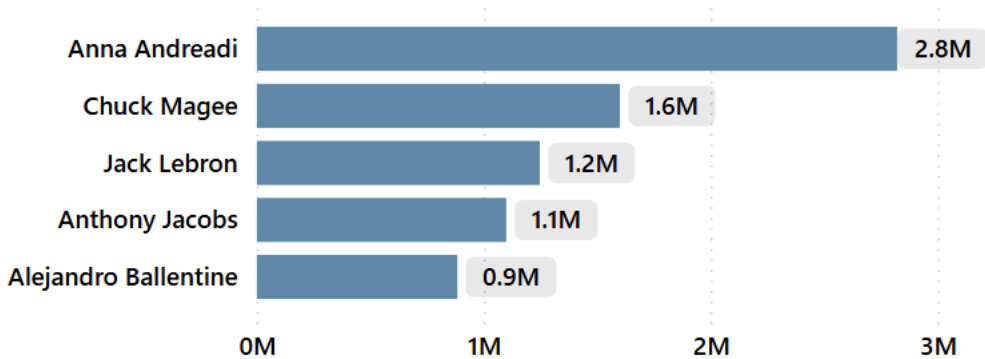


TOP 5 SUB-CATEGORY BY QUANTITY

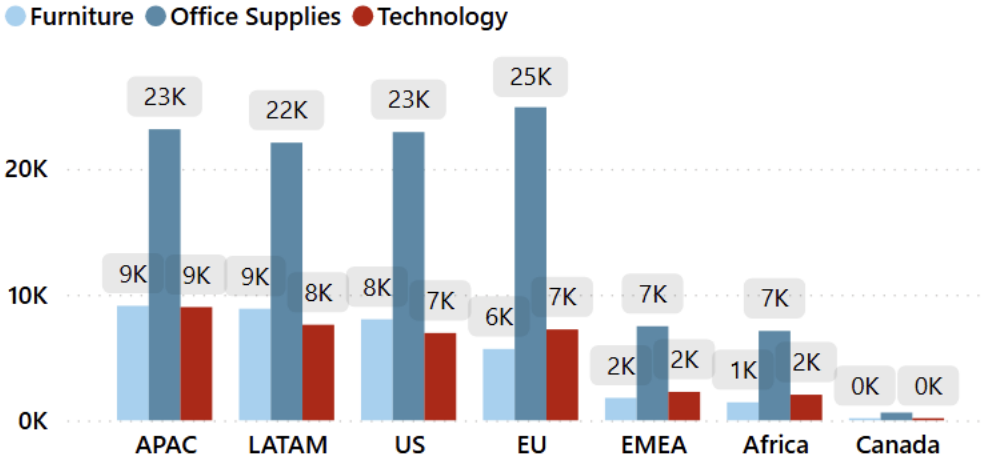
Art Binders Chairs Paper Storage



TOP 5 SALER



QUANTITY BY MARKET AND CATEGORY



SALES AND RETURN

Region

All

Market

All

Country

All

1/1/2011

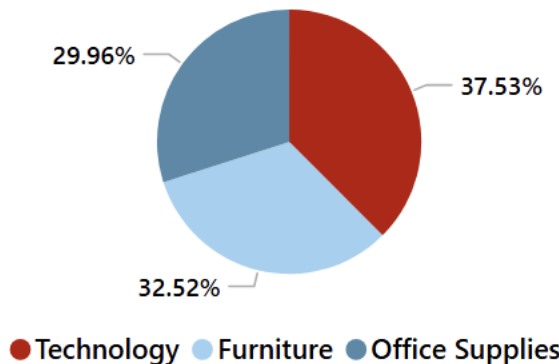


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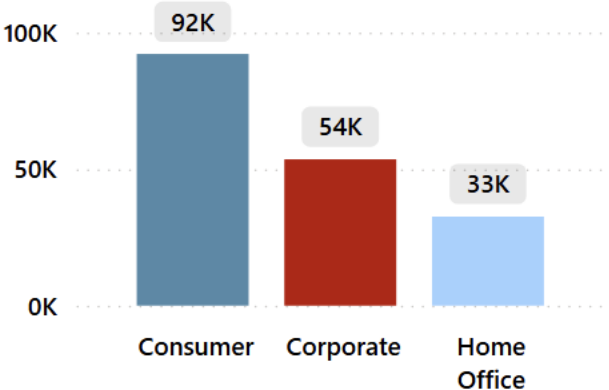


SALES

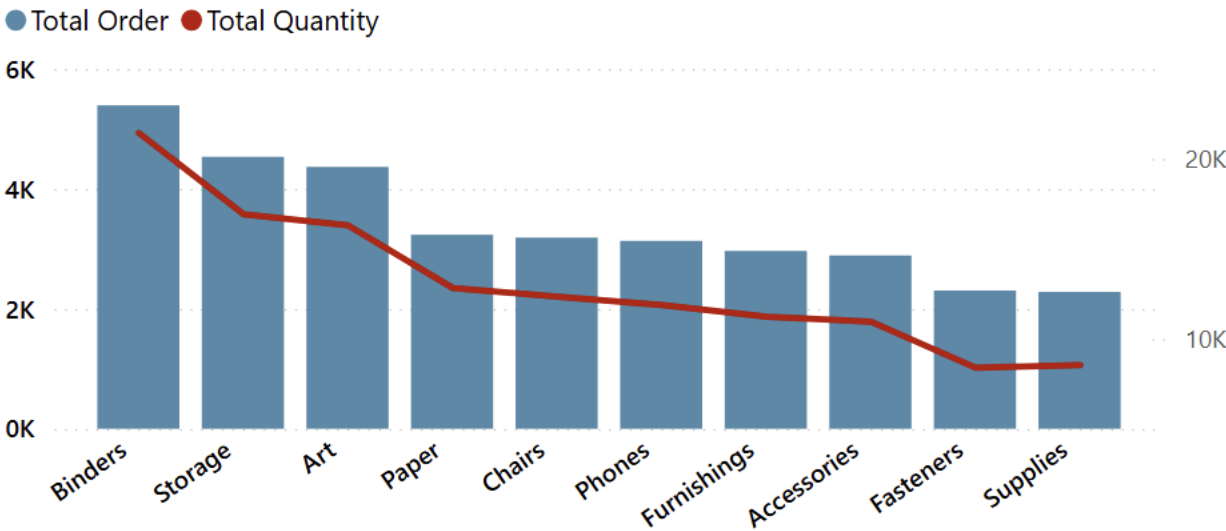
REVENUE BY CATEGORY



QUANTITY BY SEGMENT

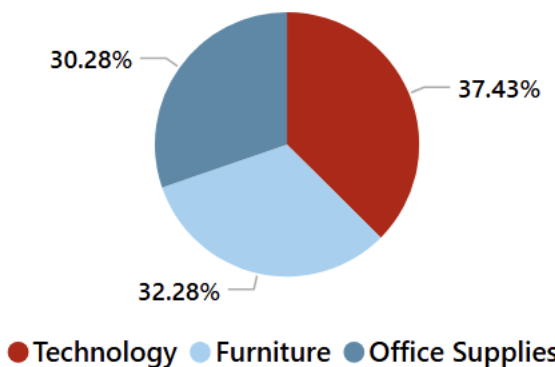


TOP 10 SUB_CATEGORY BY QUANTITY AND ORDERS

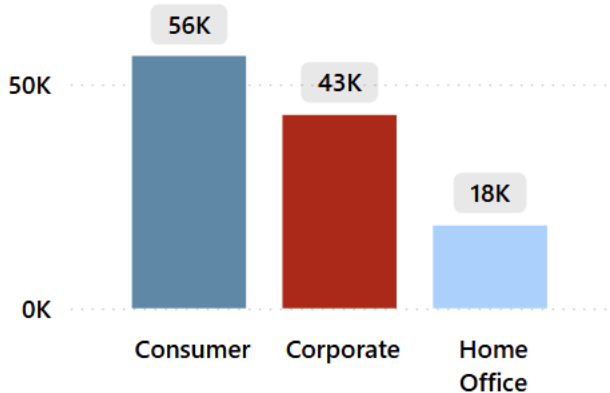


RETURN

REVENUE RETURN BY CATEGORY



QUANTITY RETURN BY SEGMENT



TOP 10 RETURNED SUB_CATEGORY BY QUANTITY AND RETURN ORDERS

