

SUPERSTORE OVERVIEW

- Overview
- Market analysis
- Product analysis

Year

All

Region

All

Country

All

Category

All

Sub-Category

All

Total Sales (\$)

12.64M



Total Profit (\$)

1.47M



Profit Margin %

11.61%



Total Orders

25.035K



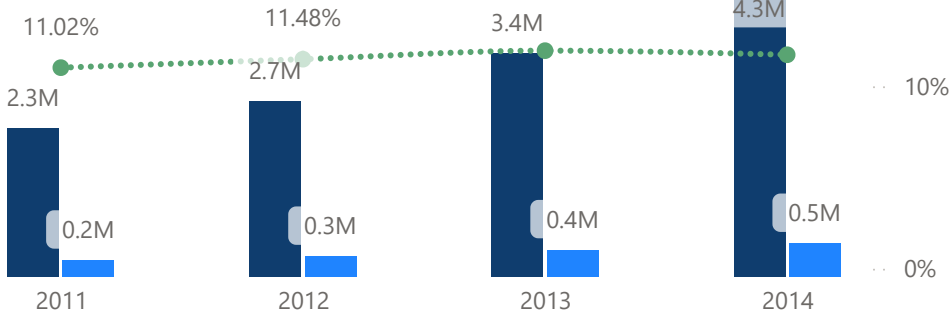
Total Customers

1.59K



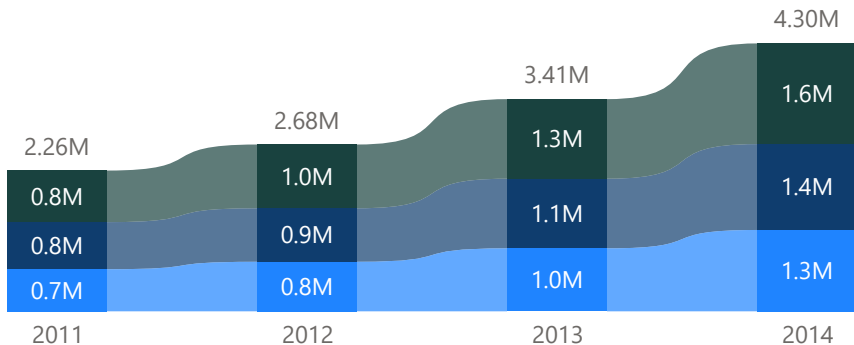
How have total revenue, profit and profit margin developed during 2011-2014?

Revenue Profit Profit margin



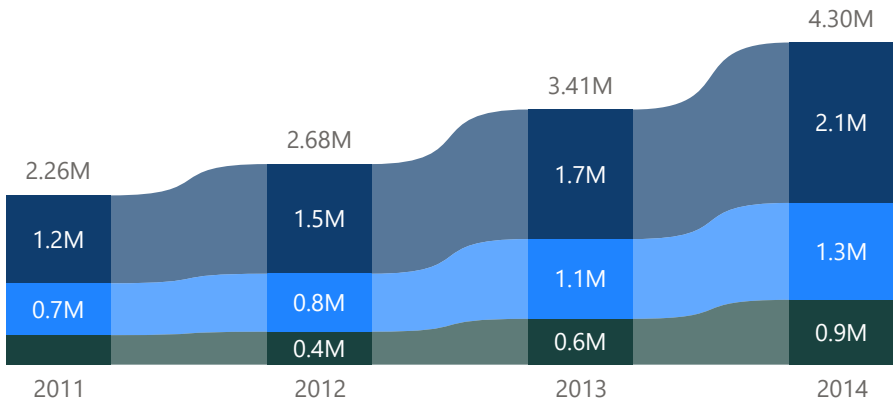
Which product category has contributed most to revenue?

Category Furniture Office Supplies Technology



Which customer segment has contributed most to revenue?

Segment Consumer Corporate Home Office



Key business metrics by region

Market	Orders	Revenue	Profit	Profit margin	Customers
APAC	5437	3,585,744.13	436,000.05	12.16%	796
EU	4593	2,938,089.06	372,829.74	12.69%	795
US	5009	2,297,200.86	286,397.02	12.47%	793
LATAM	5138	2,164,605.17	221,643.49	10.24%	794
Africa	2232	783,773.21	88,871.63	11.34%	754
EMEA	2462	806,161.31	43,897.97	5.45%	760
Canada	201	66,928.17	17,817.39	26.62%	181
Total	25035	12,642,501.91	1,467,457.29	11.61%	1590

# SUPERSTORE MARKET ANALYSIS

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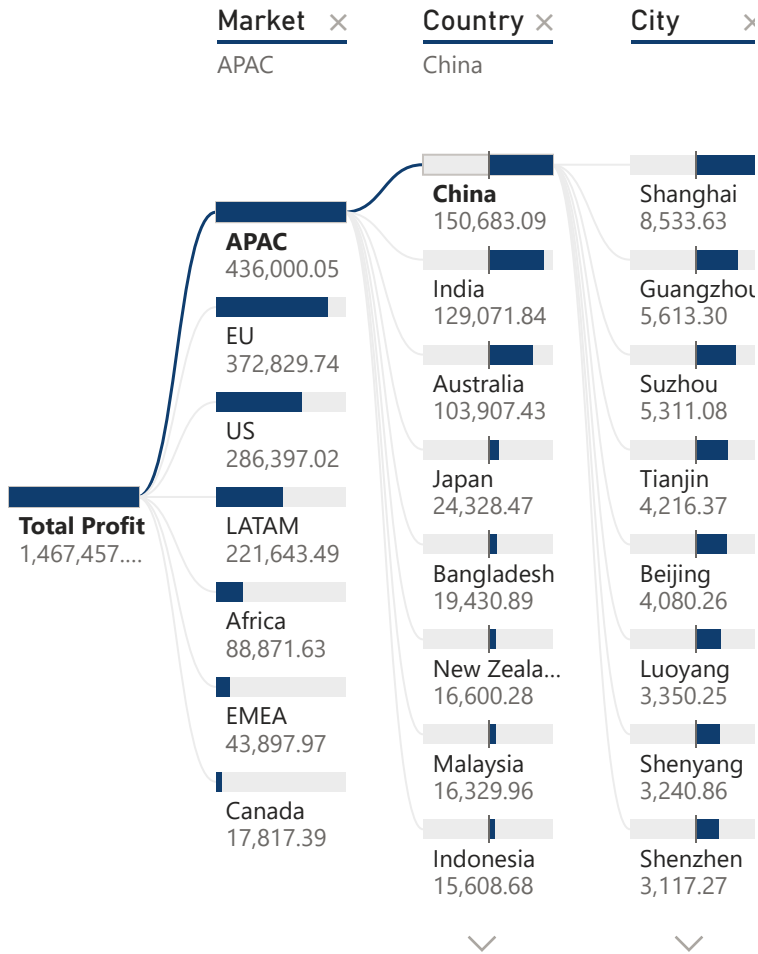


Total Customers

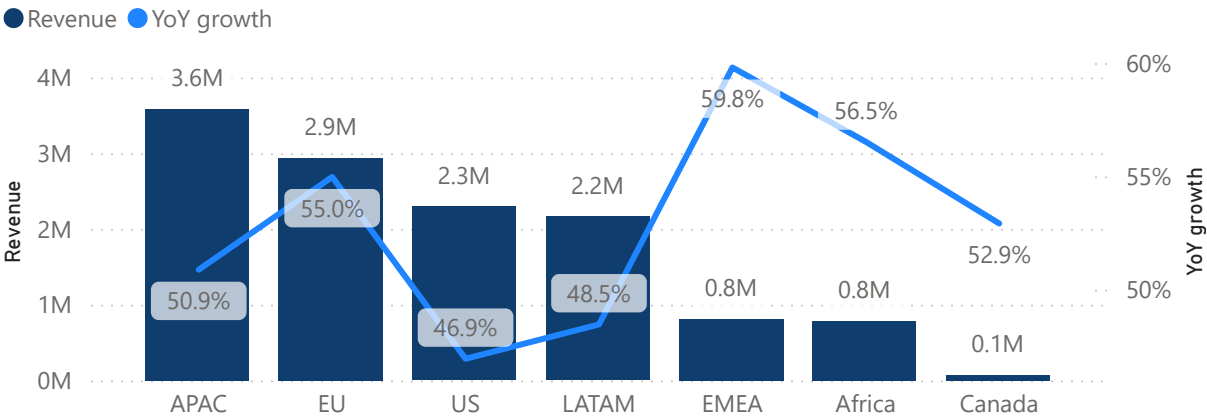
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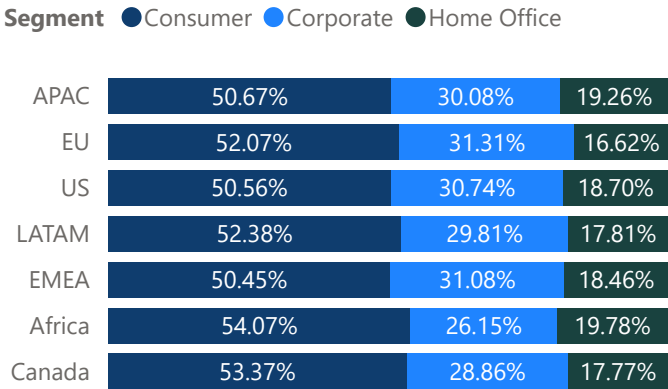
## Profit breakdown



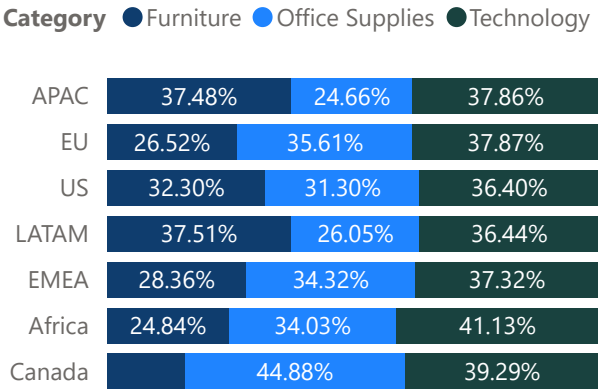
## Revenue and YoY growth by Market



## The contribution of customer segments to revenue in each market



## The contribution of product categories to revenue in each market



# SUPERSTORE PRODUCT ANALYSIS

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12.64M



Total Profit (\$)

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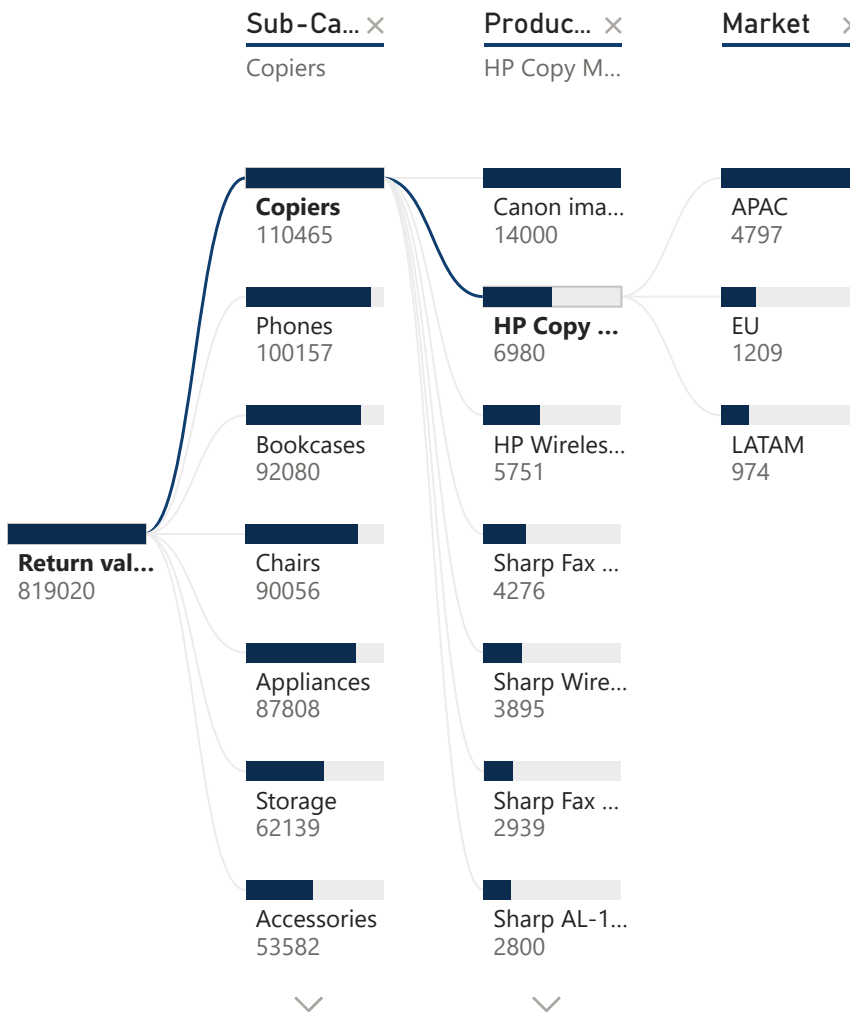
Category

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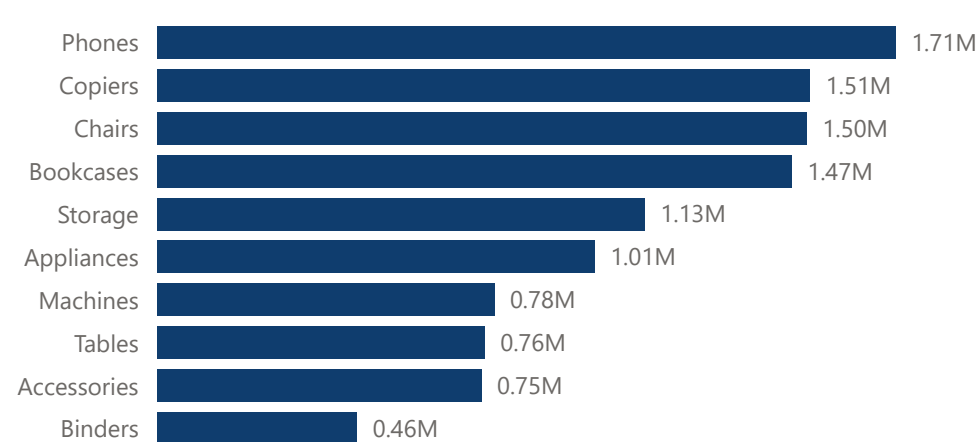
Sub-Category

All

Which subcategories and products have highest return values?



Which products contribute most to revenue?



Products with high profit and fast growth

