

Superstore Metrics Analysis

Choose period:

1 Sept 2019 - 30 Sept 2019

KPI

Profit

\$10,992

📈 17.8%

Sales

\$87,867

📈 19.7%

Avg Discount

14.7%

📉 -1.4%

Customers

196

📈 11.4%

Sales per Customer

\$448.3

📈 7.5%

Orders

226

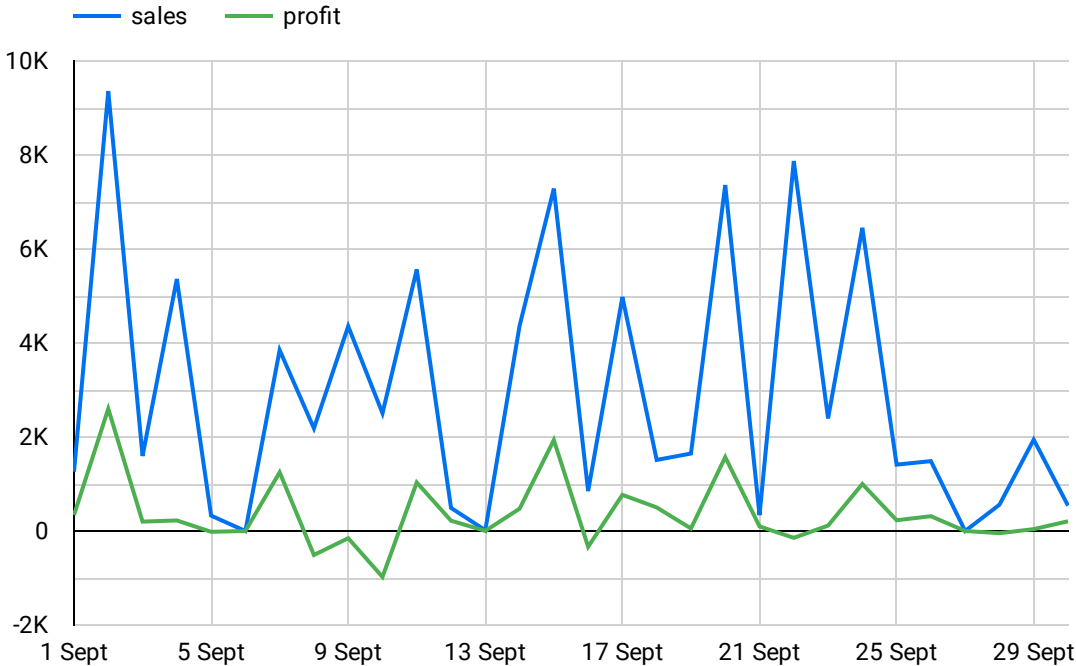
📈 17.7%

Profit per Order

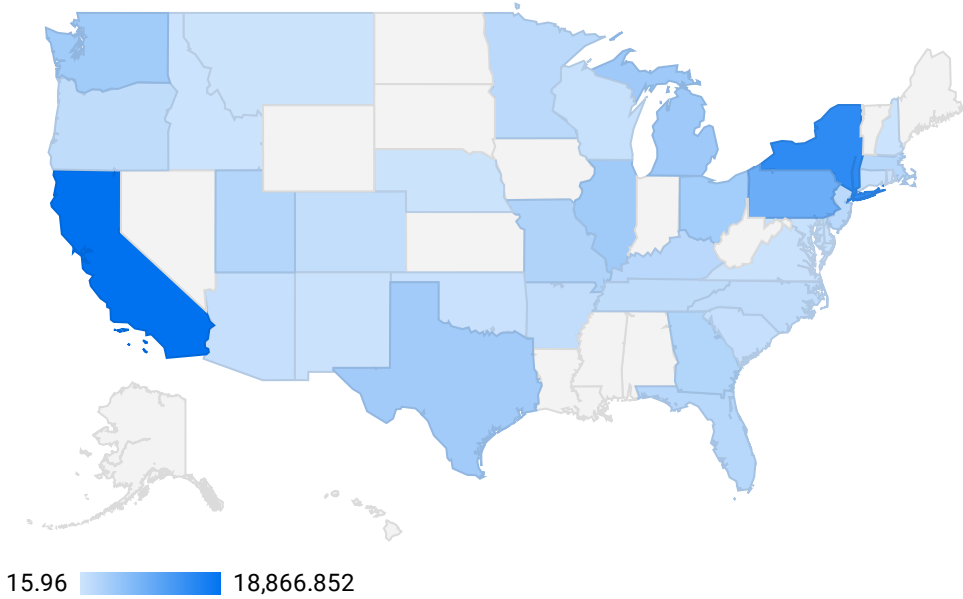
\$48.6

📈 0.1%

Sales and Profit Dynamic



Sales and Profit by States



Sales and Profit by Category

Category	Subcategory	Sales	Profit ▾
Technology	Accessories		
Office Supplies	Binders		
Office Supplies	Paper		
Furniture	Chairs		
Technology	Phones		
Furniture	Furnishings		
Office Supplies	Storage		
Office Supplies	Appliances		
Office Supplies	Art		
Technology	Machines		
Office Supplies	Labels		
Office Supplies	Envelopes		
Technology	Copiers		
Office Supplies	Fasteners		

Top Products

	Products	Profit ▾
1.	GBC DocuBind 300 Electric Binding Ma...	\$1,515
2.	GBC DocuBind 200 Manual Binding Ma...	\$884
3.	Maxell iVDR EX 500GB Cartridge	\$829
4.	Hon 4070 Series Pagoda Armless Uph...	\$610
5.	Ibico Ibimaster 300 Manual Binding Sy...	\$460
6.	Global Troy Executive Leather Low-Bac...	\$376
7.	Wilson SignalBoost 841262 DB PRO A...	\$324
8.	Polycom CX600 IP Phone VoIP phone	\$324
9.	Ibico EB-19 Dual Function Manual Bind...	\$318
10.	Fellowes PB300 Plastic Comb Binding ...	\$314
11.	Imation Bio 2GB USB Flash Drive Imati...	\$275
12.	Global Ergonomic Managers Chair	\$275
13.	Hon Pagoda Stacking Chairs	\$257
14.	Lexmark 20R1285 X6650 Wireless All-i...	\$226

Top Customers

Segment

	Segment	Customer	Sales	Profit
1.	Consumer	Seth Vernon	\$7,360	\$1,572
2.	Home Office	Bill Eplett	\$3,481	\$1,234
3.	Consumer	Erica Smith	\$2,912	\$896
4.	Home Office	Robert Dilbeck	\$1,578	\$757
5.	Consumer	Alan Hwang	\$1,578	\$757
6.	Consumer	Jennifer Ferguson	\$1,820	\$494
7.	Corporate	Karen Bern	\$1,332	\$470
8.	Corporate	Ruben Ausman	\$1,065	\$372
9.	Corporate	Saphhira Shifley	\$998	\$349
10.	Consumer	Carl Ludwig	\$1,082	\$338