SALES

PROFIT RATIO

Global Superstore Sales Dashboard

The Global Superstore dataset is a simulation of retail sales operations with stores in multiple countries. It includes information about customers, orders and products, which is particularly useful for exploring retail sales data, as it offers a large and diverse set of data that can be used to analyze customer behaviour, product performance and sales patterns.

Total Sales Value	Total Profit	Quantity	Avg. Delivery Days	Returned Orders
$12,6 mln	$1,47 mln	178 tys.	4	1173

2011	2012	2013	2014

Top 10 Customers by Profit

Tamara Chand	$8,7 tys.
Raymond Bu...	$8,5 tys.
Sanjit Chand	$8,2 tys.
Hunter Lopez	$7,8 tys.
Bill Eplett	$7,4 tys.
Harry Marie	$7,0 tys.
Susan Pistek	$6,5 tys.
Mike Gocke...	$6,5 tys.
Adrian Barton	$6,4 tys.
Tom Ashbro...	$6,3 tys.

$0 tys. $5 tys. $10 tys.

Sales by Market

Market ● Europe ● APAC ● USCA ● LATAM ● Africa

- $0,8 mln (6,2%)
- $2,2 mln (17,12%)
- $3,7 mln (29,62%)
- $2,4 mln (18,7%)
- $3,6 mln (28,36%)
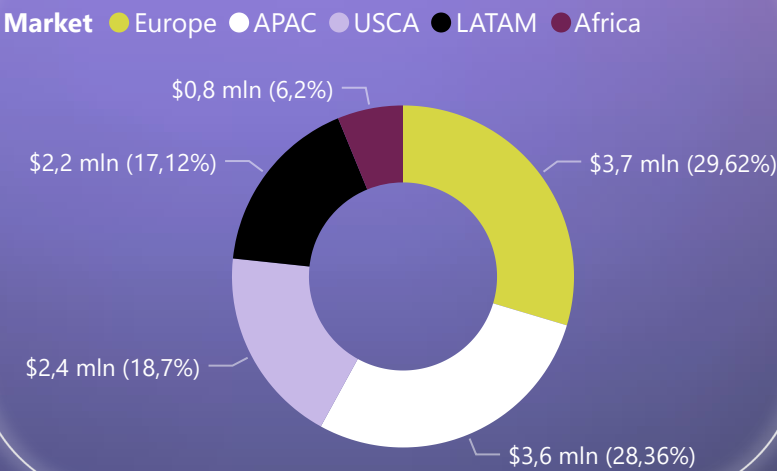
Top 5 Profit Making Products

Canon imageCLA...	$25 tys.
Cisco Smart Pho...	$17 tys.
Motorola Smart ...	$17 tys.
Hoover Stove, Red	$12 tys.
Sauder Classic Bo...	$11 tys.

$0 tys. $10 tys. $20 tys. $30 tys.

Sales by Segment

Segment ● Consumer ● Corporate ● Home Office

- $2,3 mln (18,27%)
- $6,5 mln (51,48%)
- $3,8 mln (30,25%)
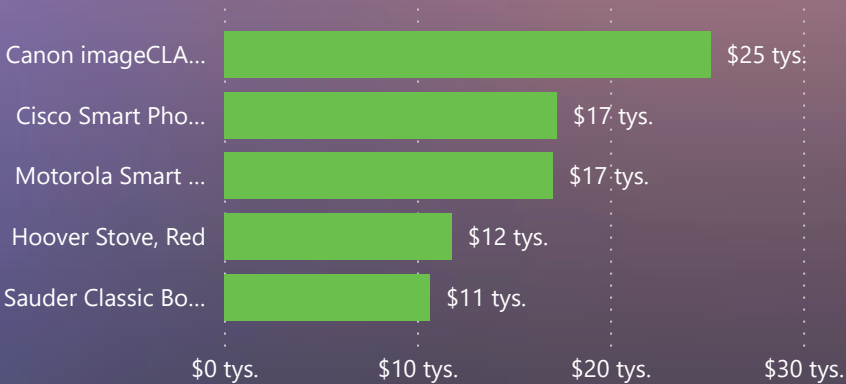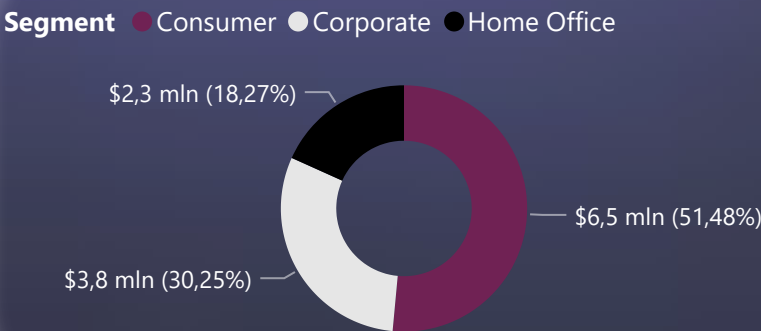
Top 5 Loss Making Products

Bevis Round Tabl...	($3,7 tys.)
Cubify CubeX 3D...	($3,8 tys.)
Motorola Smart ...	($4,4 tys.)
Lexmark MX611d...	($4,6 tys.)
Cubify CubeX 3D...	($8,9 tys.)

($10 tys.)   ($5 tys.) $0 tys.

Map labels: Bo, Severodvinsk, London, Chelyabinsk, Bratsk, Vienna, Ufa, Aksu, New York City, Berlin, Rome, Seville, Paris, Dhaka, Los Angeles, Cairo, Mexico City, Kinshasa, Basra, Manila, Bogotá, Dakar, Managua, Johannesburg, Jakarta, Buenos Aires, Pretoria, Perth, Rosario, Antananarivo, São Paulo, Cape Town, Osorno
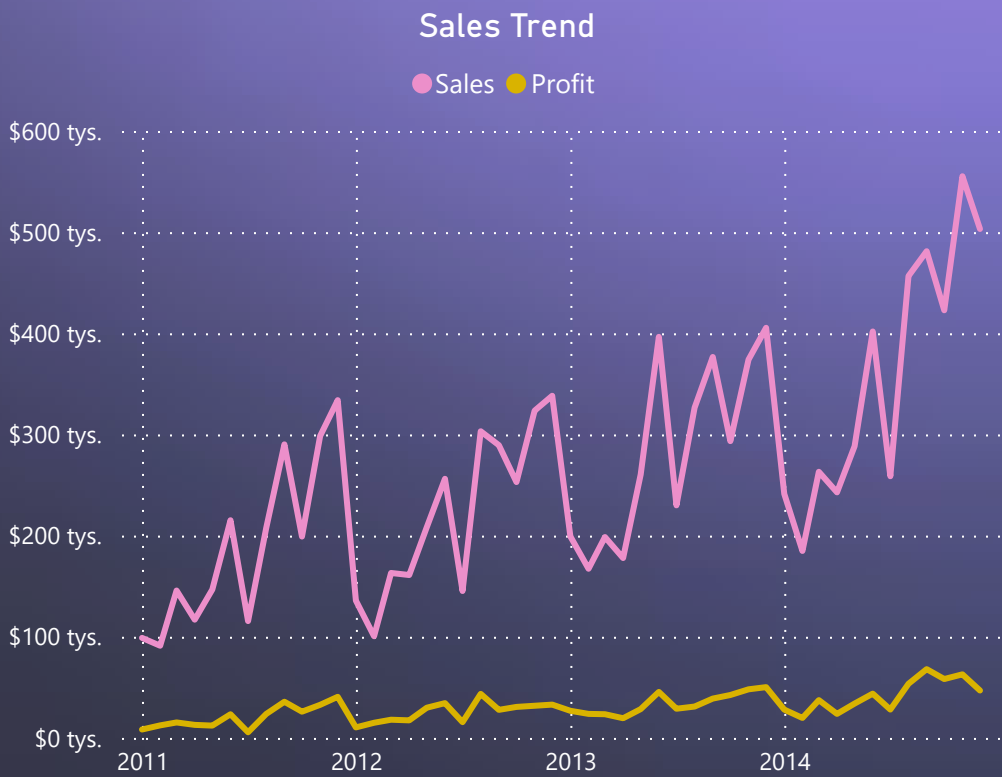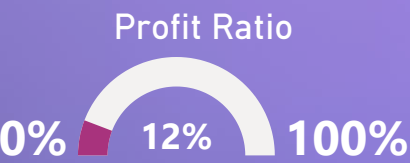
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Profit Ratio

0%   12%   100%

2011	2012	2013	2014

Sales Trend

● Sales ● Profit

$600 tys.
$500 tys.
$400 tys.
$300 tys.
$200 tys.
$100 tys.
$0 tys.

2011   2012   2013   2014

2011-01-01   2014-12-31

Top 5 Cities By Sales

New York City — $256 tys.

Los Angeles — $176 tys.

Manila — $121 tys.

Seattle — $120 tys.

San Francisco — $113 tys.

$0 tys. $200 tys.

Sales By Category

Technology — $4 745 tys.

Furniture — $4 111 tys.

Office Suppl... — $3 787 tys.

$0 tys. $5 000 tys.