Superstore Chain Logistics Report

Source of the data : https://tinyurl.com/yd65vnf3 (PowerBI Sample superstore data 2017-2020)

- **My report contains the visualization of key performance indicators such as Region, states, categories, segments and no of orders of the superstore chain to show the stakeholders about their importance.**

- **To make the visualizations interactive, I made the buttons to redirect to the table, maps, key-influencers and for filtering, I added slicers, decomposition tree, matrix table.**

- **To efficiently compare the monthly sales, I added area chart. To show the state-wise sales variations interactively, I added map with bubble size as sum of sales and tool-tip as no of orders.**

- **I used synced slicers in Dashboard and Table report to update the both pages in sync.**

- **To compare the sales among categories, Pie chart was efficient which shows percentage of each category visually as well as statistically.**

- **I found that the office supplies had most number of orders and California and New York had the most number of orders and sales. Also the 2020 had the greatest sales in all of the four years.**

- **I also found that category Office supplies had the lowest average profit among three and Technology had the highest average profit.**

- **Sub-category art and fasteners had the lowest profit among all the sub-categories and sub-category tables had the highest average profit among all.**

Monthly Sales Dashboard

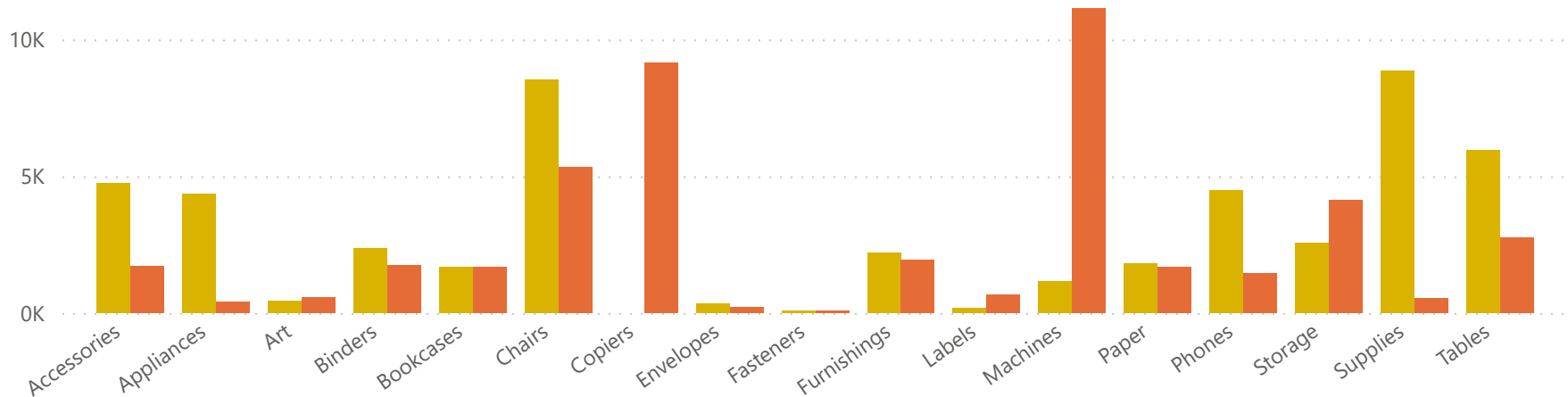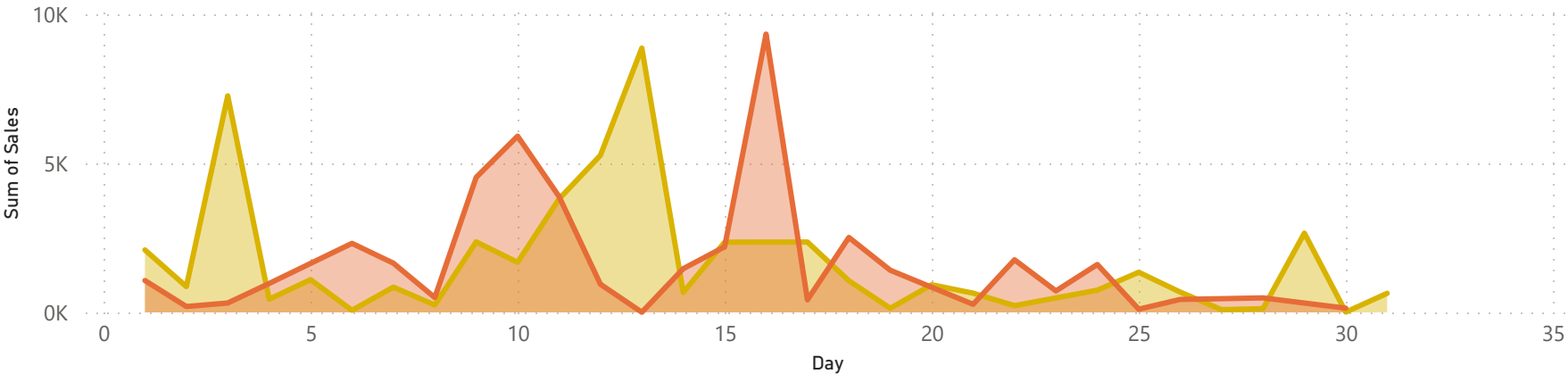| Total Sales	Total Profit	Average Discount	Total Quantity
94.81K	25K	17.2%	1397

Total Sales by Sub-Category and Month

Month ● March ● April

Total Sales by Day and Month

Month ● March ● April

Year
- ☑ Select all
- ☐ 2017
- ☐ 2018
- ☒ 2019
- ☐ 2020

Month
- ☑ Select all
- ☐ January
- ☐ February
- ☒ March
- ☒ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August

Show Table

Total Sales by Category

30.05K (31.69%)
33.82K (35.67%)
30.94K (32.64%)

Category
- ● Technology
- ● Office Sup...
- ● Furniture
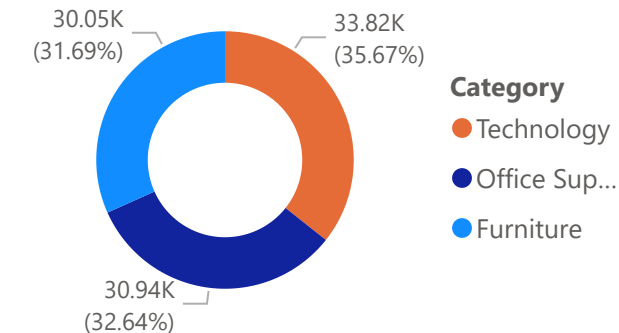
Top 10 Customers Stats

Customer Name	Sum of Sales
Alex Avila	4,406.10
Bill Shonely	9,135.20
Daniel Raglin	5,549.40
Edward Hooks	4,940.90
Gary Zandusky	2,073.40
Ionia McGrath	2,824.30
Maria Etezadi	1,880.10
Neoma Murray	1,761.90
Stewart Carmichael	2,550.70
Thea Hudgings	2,027.20
Total	**37,149.20**

Order ID	Order Date	Country/Region	Customer Name	Average of Discount	Sum of Profit	Sum of Sales	Segment	Sub-Category
CA-2019-101189	02 April 2019	United States	Jennifer Braxton	0.0%	4	93.00	Corporate	Storage
CA-2019-101329	22 April 2019	United States	Michael Moore	0.0%	9	35.00	Consumer	Art
CA-2019-101672	10 March 2019	United States	Daniel Byrd	20.0%	103	915.10	Home Office	Chairs
CA-2019-101672	10 March 2019	United States	Daniel Byrd	0.0%	3	6.20	Home Office	Labels
CA-2019-101672	10 March 2019	United States	Daniel Byrd	0.0%	50	106.40	Home Office	Paper
CA-2019-102134	14 March 2019	United States	Sibella Parks	0.0%	4	16.70	Corporate	Furnishings
CA-2019-103107	07 April 2019	United States	Rick Bensley	0.0%	9	25.40	Home Office	Furnishings
CA-2019-103107	07 April 2019	United States	Rick Bensley	20.0%	29	249.50	Home Office	Phones
CA-2019-103919	10 March 2019	United States	Tracy Poddar	60.0%	30	38.10	Corporate	Furnishings
CA-2019-103982	03 March 2019	United States	Alex Avila	20.0%	6	41.70	Consumer	Accessories
CA-2019-103982	03 March 2019	United States	Alex Avila	20.0%	1	2.30	Consumer	Fasteners
CA-2019-103982	03 March 2019	United States	Alex Avila	20.0%	32	432.00	Consumer	Phones
CA-2019-103982	03 March 2019	United States	Alex Avila	20.0%	786	3,930.10	Consumer	Supplies
CA-2019-104150	08 March 2019	United States	Alex Grayson	0.0%	23	167.30	Consumer	Accessories
CA-2019-104150	08 March 2019	United States	Alex Grayson	0.0%	38	81.50	Consumer	Envelopes
CA-2019-104983	07 March 2019	United States	Filia McAdams	20.0%	39	123.90	Corporate	Paper
CA-2019-105207	01 March 2019	United States	Bill Overfelt	0.0%	5	11.90	Corporate	Binders
CA-2019-105207	01 March 2019	United States	Bill Overfelt	0.0%	350	1,592.90	Corporate	Tables
CA-2019-105277	12 April 2019	United States	Liz MacKendrick	20.0%	6	15.50	Consumer	Binders
CA-2019-105473	16 April 2019	United States	Bryan Mills	0.0%	1	28.80	Consumer	Supplies
CA-2019-106383	19 March 2019	United States	Bobby Trafton	70.0%	99	72.30	Consumer	Bookcases
CA-2019-107615	22 March 2019	United States	Robert Barroso	0.0%	19	58.60	Corporate	Accessories
CA-2019-108735	17 April 2019	United States	Jessica Myrick	15.0%	24	257.50	Consumer	Bookcases
CA-2019-109057	22 April 2019	United States	Tonja Turnell	20.0%	2	24.00	Home Office	Storage
CA-2019-109365	11 March 2019	United States	Xylona Preis	0.0%	14	43.30	Consumer	Appliances
CA-2019-109365	11 March 2019	United States	Xylona Preis	20.0%	19	52.90	Consumer	Binders
CA-2019-109365	11 March 2019	United States	Xylona Preis	0.0%	5	15.30	Consumer	Fasteners
CA-2019-109365	11 March 2019	United States	Xylona Preis	0.0%	217	450.30	Consumer	Paper
CA-2019-109666	19 April 2019	United States	Kunst Miller	0.0%	19	75.30	Consumer	Art
CA-2019-109666	19 April 2019	United States	Kunst Miller	20.0%	3	9.30	Consumer	Binders
CA-2019-109666	19 April 2019	United States	Kunst Miller	0.0%	1	26.00	Consumer	Phones
CA-2019-109666	19 April 2019	United States	Kunst Miller	0.0%	14	459.90	Consumer	Storage
CA-2019-109666	19 April 2019	United States	Kunst Miller	0.0%	17	62.70	Consumer	Supplies
CA-2019-109869	22 April 2019	United States	Tanja Norvell	20.0%	6	78.30	Home Office	Appliances
CA-2019-109869	22 April 2019	United States	Tanja Norvell	70.0%	21	28.50	Home Office	Binders
Total				**17.2%**	**24587**	**94,806.60**		

Year
- ☑ Select all
- ☐ 2017
- ☐ 2018
- ■ 2019
- ☐ 2020

Month
- ☑ Select all
- ☐ January
- ☐ February
- ■ March
- ■ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August

Show Dash

Logistics Dashboard

02-01-2017   30-12-2020

ORDERS	QUANTITY
5009	**38K**

CUSTOMERS	PRODUCTS
793	**1862**

Count of Order ID by Segment

0.91K (18.15%)

1.51K (30.23%)

2.59K (51.63%)

Segment
- Consumer
- Corporate
- Home Office
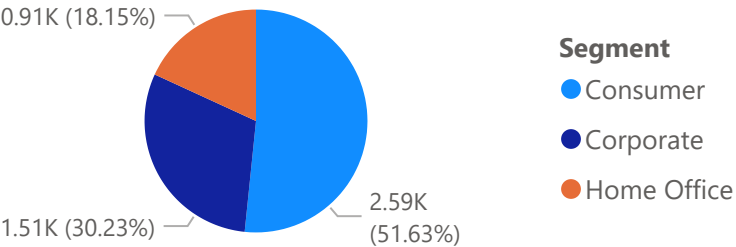
Central | East | South | West

Sum of Sales and Count of Order ID by State and Region

Region ● Central ● East ● South ● West

Microsoft Bing

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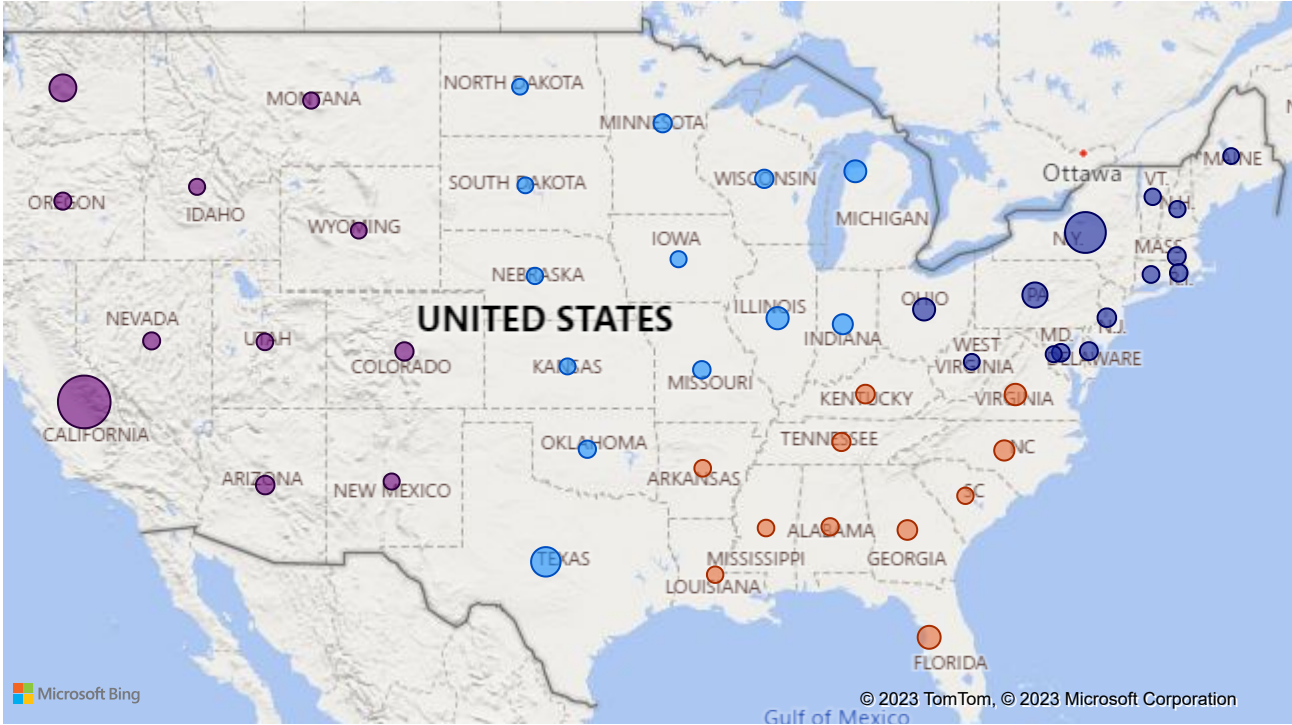
Orders Decomposed by Product Categories and Sub-Categories

Category ✕   **Sub-Category** ✕

Office Supplies

Orders
5009

Office Supplies
3742

Furniture
1764

Technology
1544

Binders
1316

Paper
1191

Storage
777

Art
731

Appliances
451

Labels
346

Envelopes
249

Fasteners
215

Supplies
187
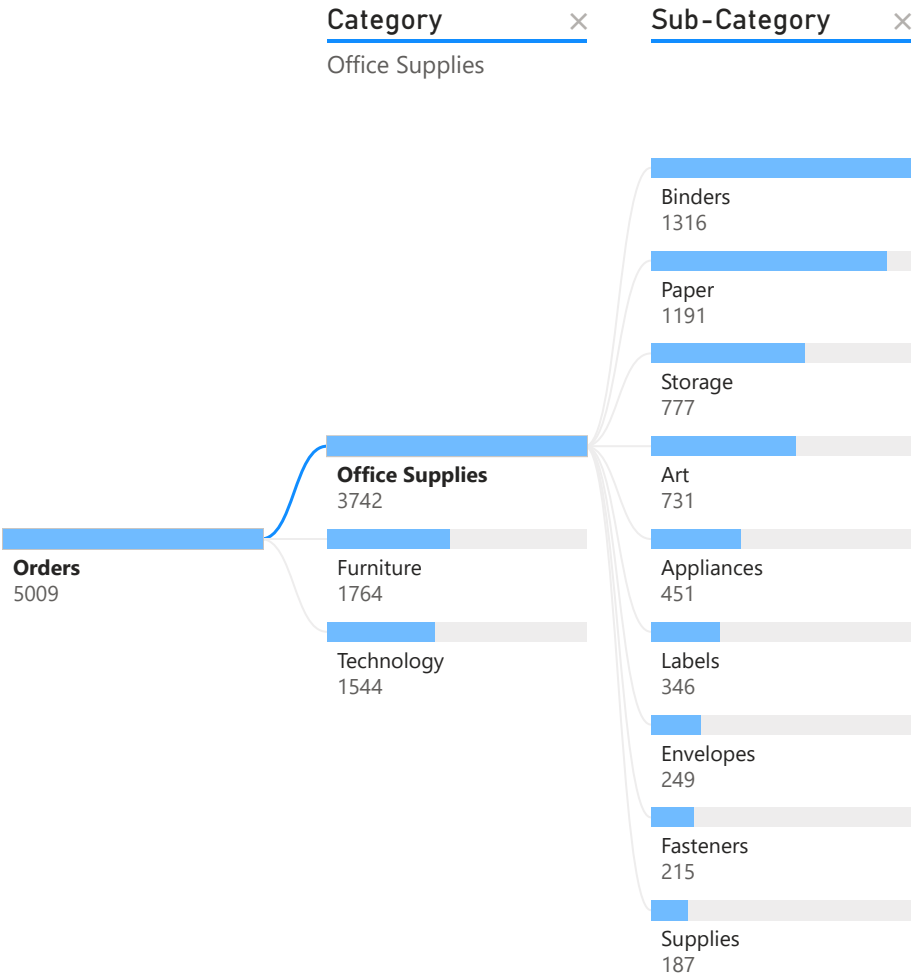
Ship Mode and Month Matrix

Ship Mode	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
First Class	49	39	68	61	69	59	59	58	85	65	97	78	**787**
Same Day	12	11	22	17	27	18	18	21	25	39	32	22	**264**
Second Class	62	45	98	64	72	69	68	74	106	77	117	112	**964**
Standard Class	161	173	231	221	236	224	221	239	345	230	372	341	**2994**
Total	**284**	**268**	**419**	**363**	**404**	**370**	**366**	**392**	**561**	**411**	**618**	**553**	**5009**

What influences Profit to | Decrease ▼ | ?

When...   ....the average of Profit
                                                 decreases by

Sub-Category is Fasteners   ⟶   (56.43)

Sub-Category is Art   ⟶   (56.17)

Category is Office Supplies   ⟶   (52.33)

Sub-Category is Labels   ⟶   (46.32)

Sub-Category is Paper   ⟶   (40.61)

Sub-Category is Furnishings   ⟶   (36.15)
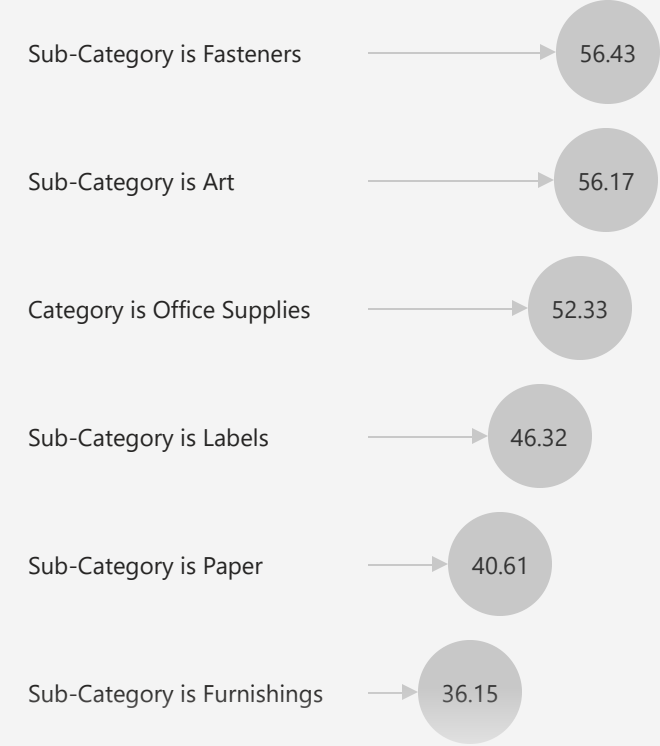
What influences Profit to | Increase ▼ | ?

When...   ....the average of Profit
                                                 increases by

Sub-Category is Tables   ⟶   (90.61)

Category is Technology   ⟶   (74.35)