



KMS SUPERSTORE DASHBOARD

PROFIT ANALYSIS

2013

2014

2015

2016

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Total Profit

1M

Total Sales

9M

Total Order

130K

Total Customers

9426

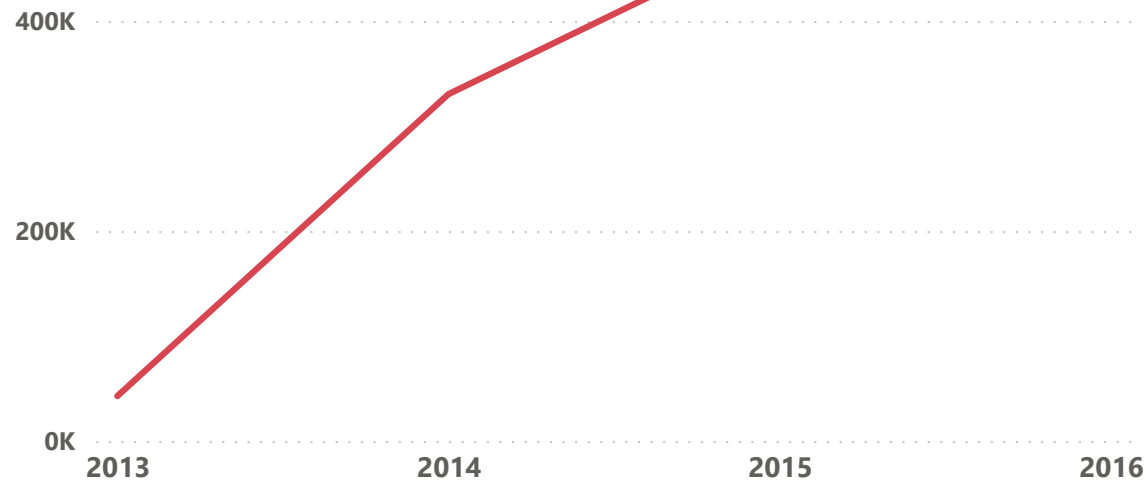
Average Sales

0K

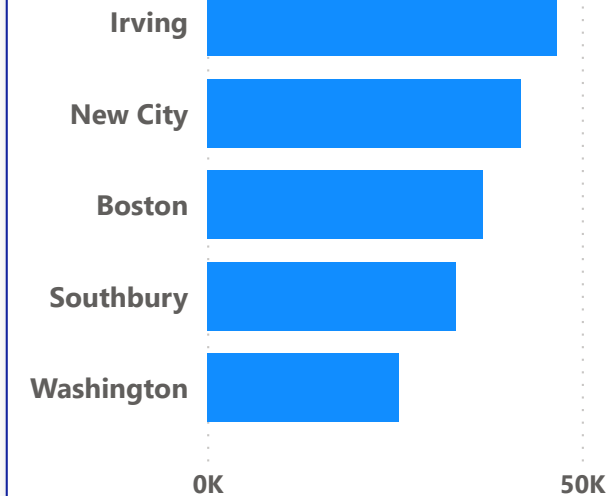
949.72

2K

Profit trend

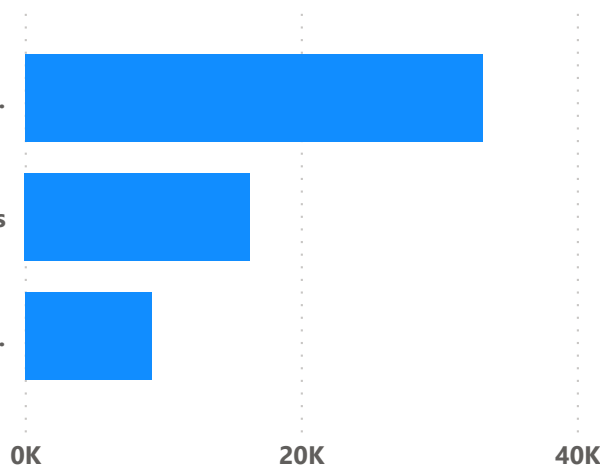


Profit by City



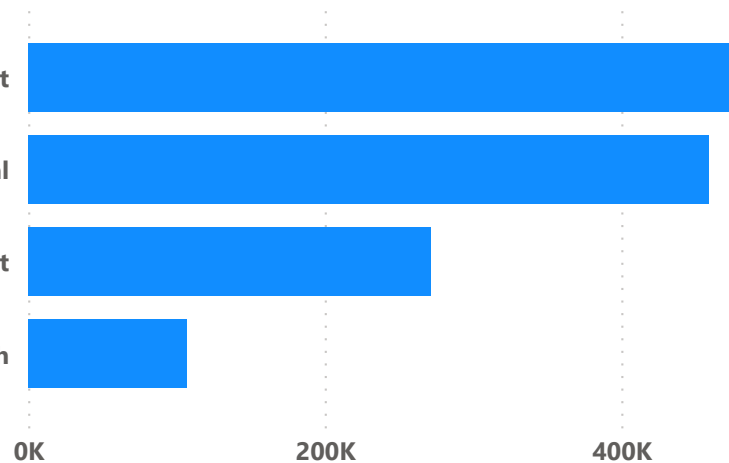
Profit by Category

Binders and ...
Appliances
Office Machi...



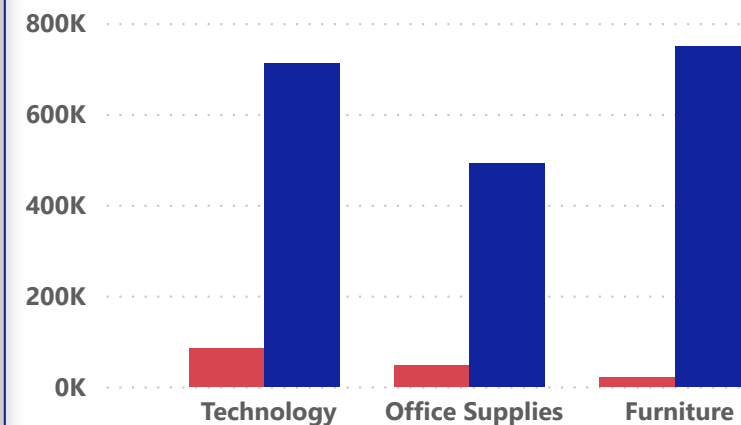
Profit by Region

East
Central
West
South



Profit and Sales by Department

Profit Sales





KMS SUPERSTORE

REVENUE PERFORMANCE

2013 2014 2015 2016

Quarter

All

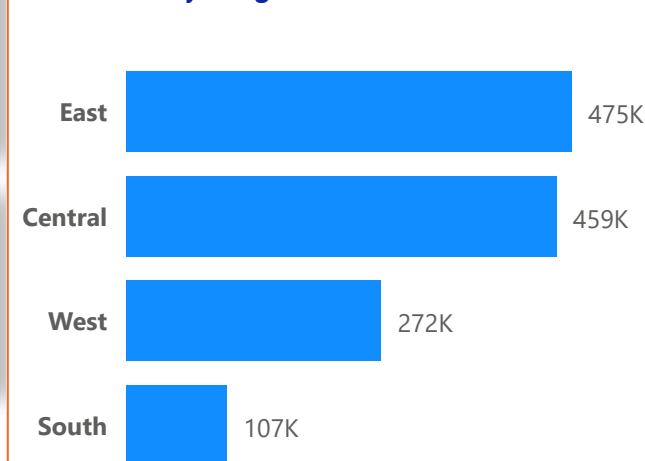
Total Profit

1M

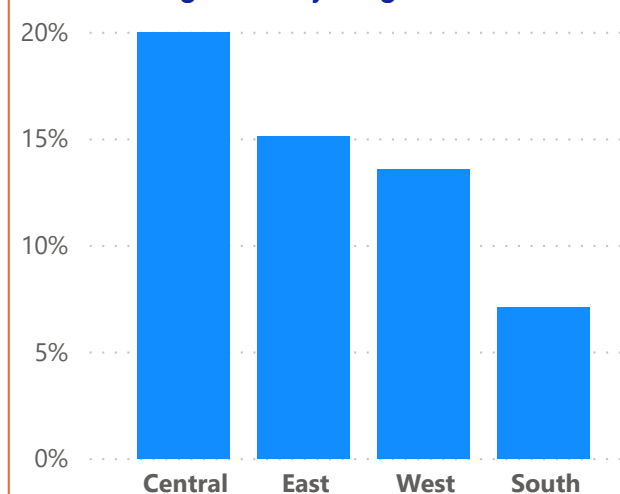
Total Sales

9M

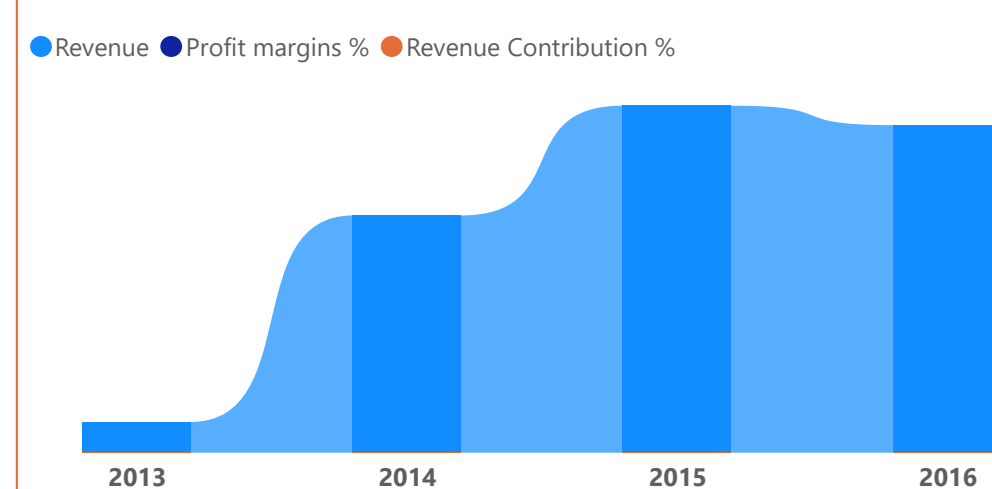
Revenue by Region



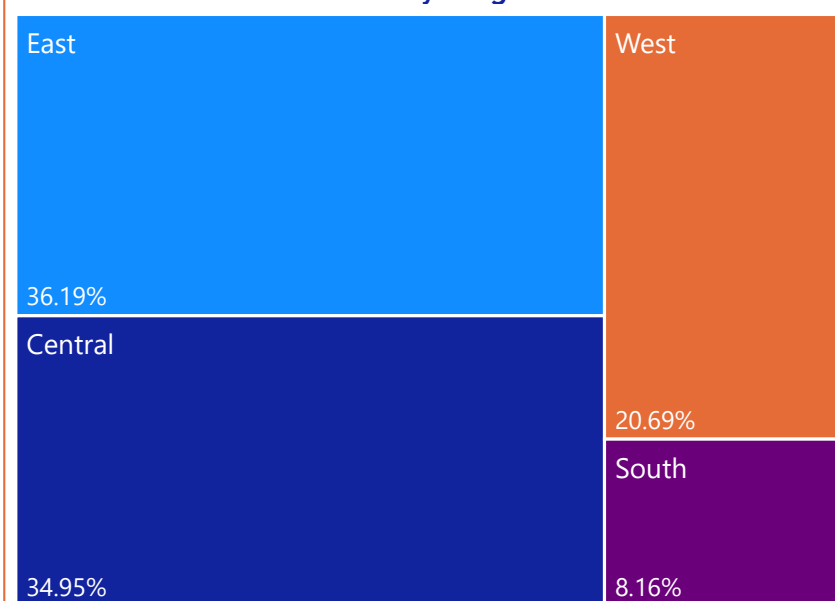
Profit margins % by Region



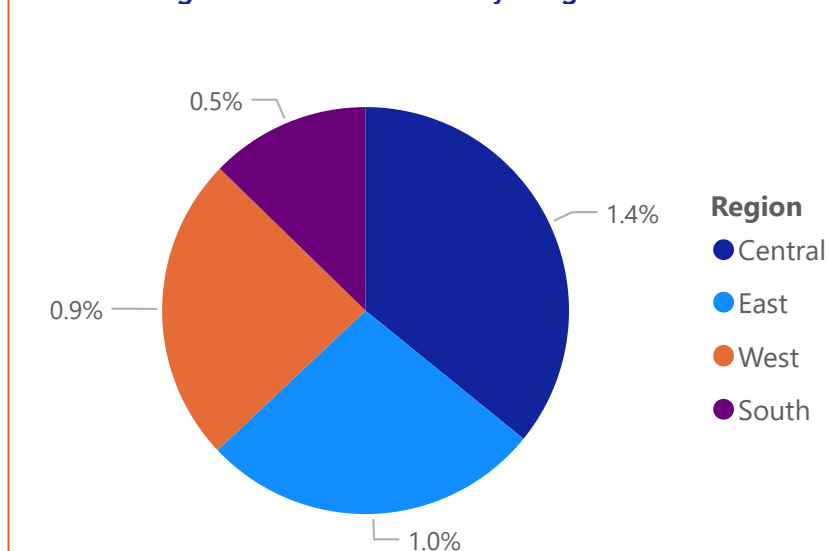
Revenue Trend



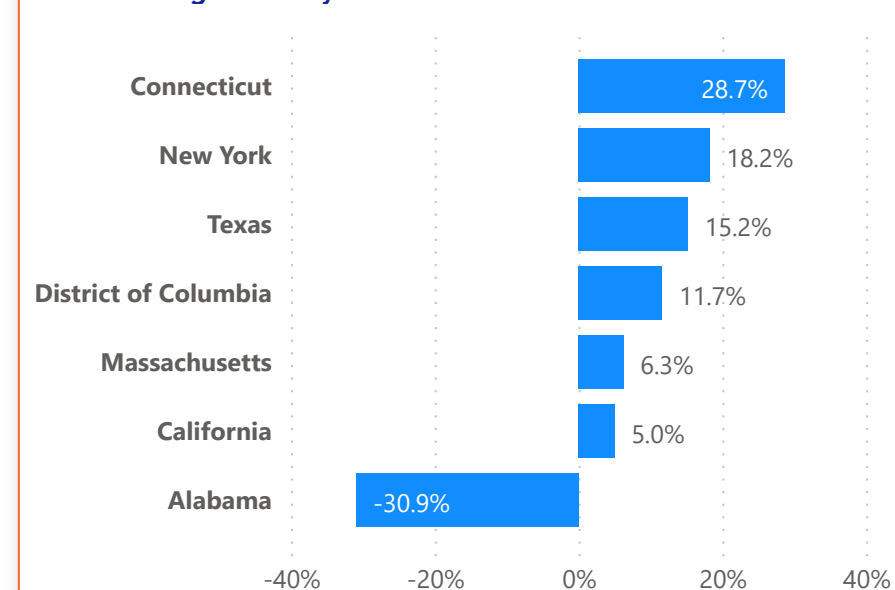
Revenue Contribution % by Region



Profit Margin Contribution % by Region



Profit margins % by State



KMS SUPERSTORE CUSTOMER ANALYSIS

9M

Total sales

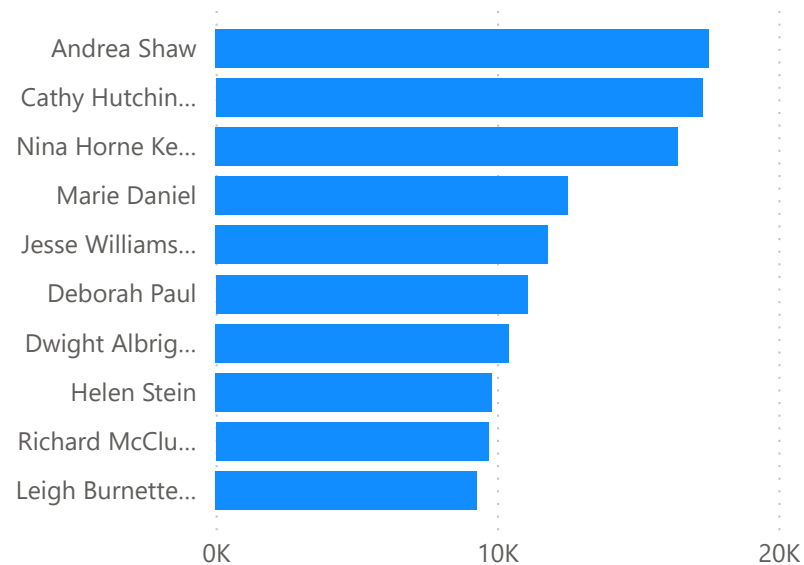
1M

Revenue

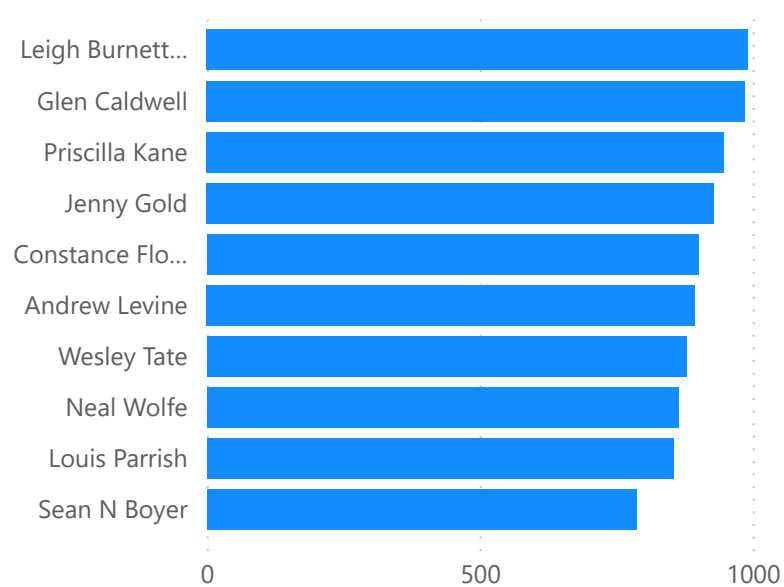
Top 10 Customers

Customer Name	Sales	Revenue	Revenue Contribution %	Profit margins %	Profit Margin Contribution %
Calvin Ferrell	51	4,715	0.36%	9245.1%	630.6%
Pauline Erickson Kirkland	25	1,156	0.09%	4624.0%	315.4%
Maureen Tanner	9	330	0.03%	3666.7%	250.1%
Brandon Moser	87	1,530	0.12%	1758.6%	120.0%
Gary Hoffman	44	509	0.04%	1156.8%	78.9%
Matthew Welsh	478	4,898	0.37%	1024.7%	69.9%
Renee Jernigan	42	311	0.02%	740.5%	50.5%
Ken H Frazier	1045	7,681	0.59%	735.0%	50.1%
Total	8952027	1,312,415	100.00%	14.7%	1.0%

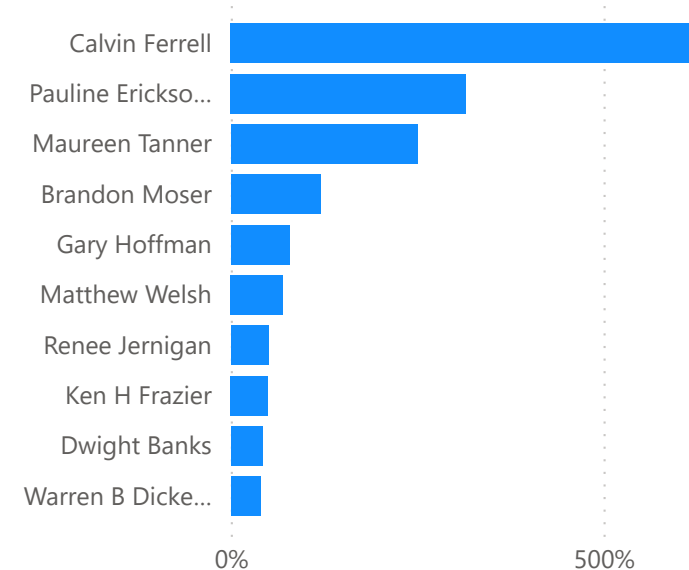
Revenue by Customer Name



Order Quantity by Customer Name



Profit Margin Contribution % by Customer Name

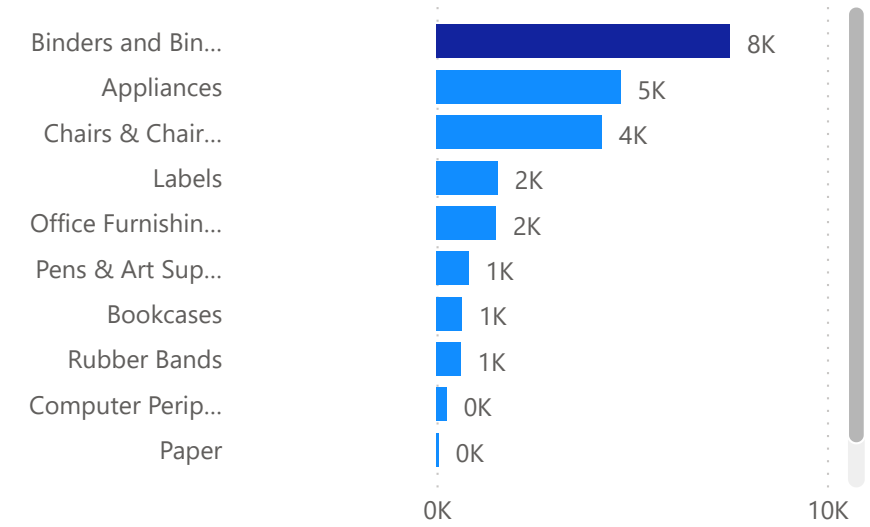


KMS SUPERSTORE

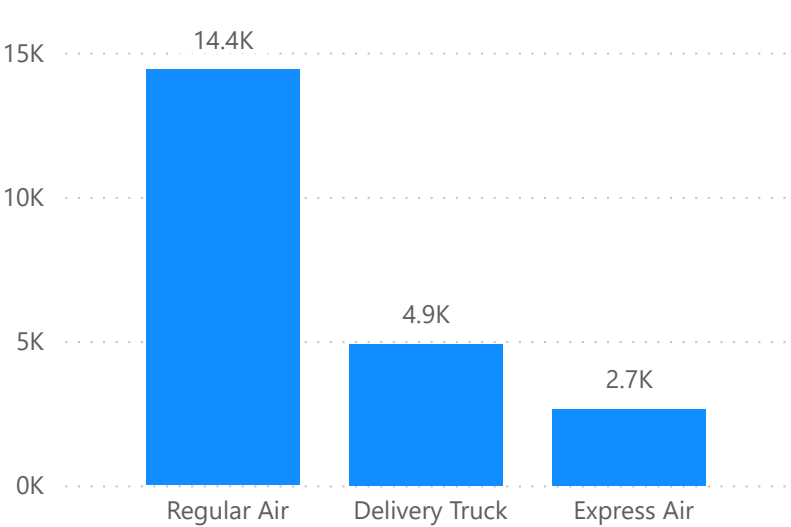
PERFORMANCE INSIGHT

2013	2014	2015	2016
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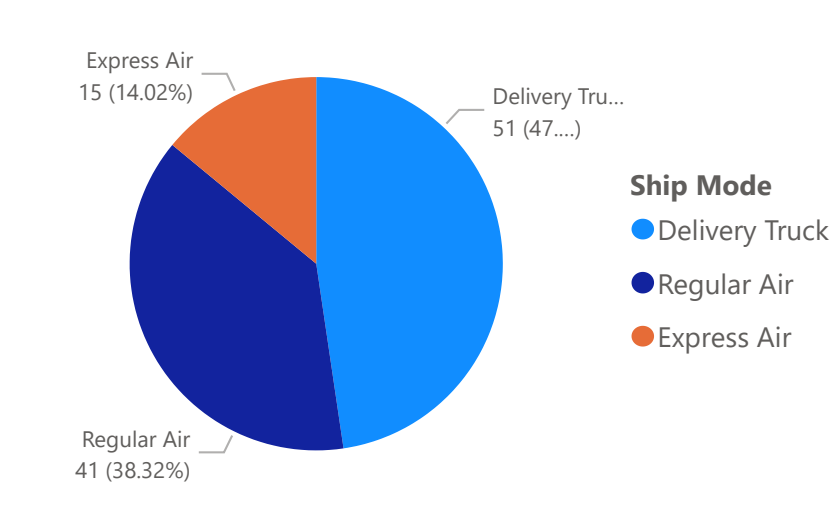
Revenue by Category



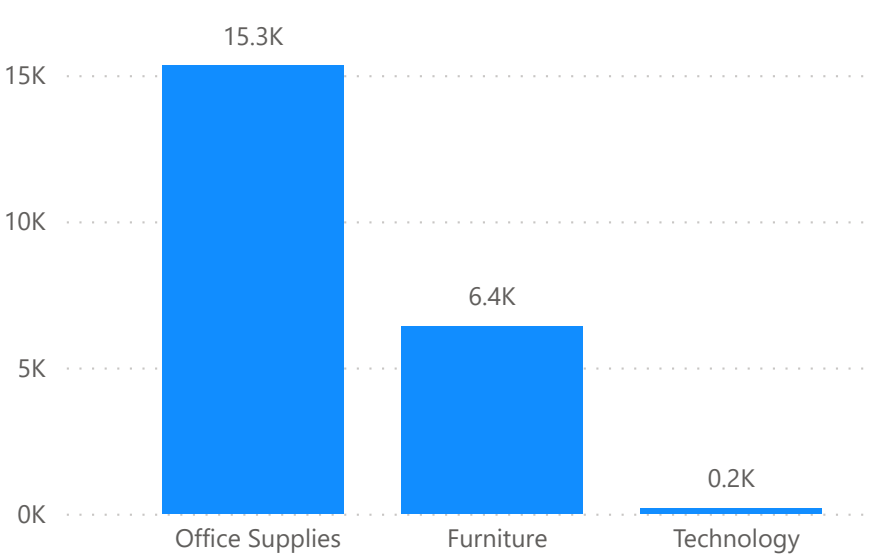
Revenue by Ship Mode



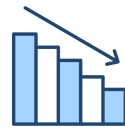
Shipping Cost by Ship Mode



Revenue by Department



Item	Revenue	Profit margins %	Category
Xerox 1924	-109	-778.6%	Paper
Wirebound Message Books, Four 2 3/4" x 5" Forms per Page, 600 Sets per Book	177	305.2%	Paper
StarTAC 7760	-61	-8.0%	Telephones and Co
Staples 4 Outlet Surge Protector	4,715	9245.1%	Appliances
Sanford EarthWrite® Recycled Pencils, Medium Soft, #2	494	4940.0%	Pens & Art Supplie
Plymouth Boxed Rubber Bands by Plymouth	617	10283.3%	Rubber Bands
O'Sullivan 3-Shelf Heavy-Duty Bookcases	649	186.5%	Bookcases
Newell 346	330	3666.7%	Pens & Art Supplie
Microsoft Internet Keyboard	1	1.2%	Computer Peripher
Mead 1st Gear 2" Zipper Binder, Asst. Colors	-35	-39.8%	Binders and Binder
Maxell 3.5" DS/HD IBM-Formatted Diskettes, 10/Pack	250	581.4%	Computer Peripher
Logitech Access Keyboard	15	44.1%	Computer Peripher
Total	21,962	1145.0%	



KMS SUPERSTORE

SALES ANALYSIS

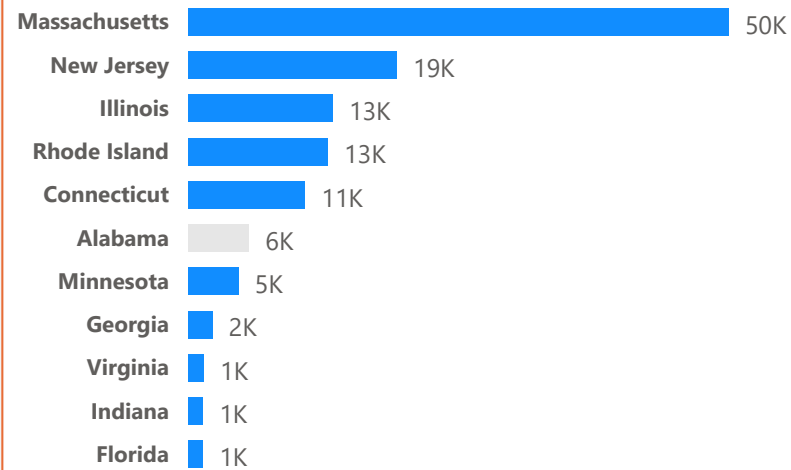
2013

2014

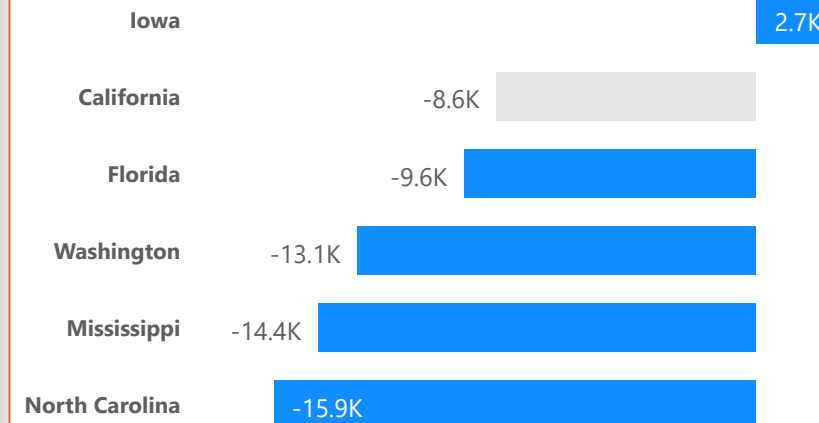
2015

2016

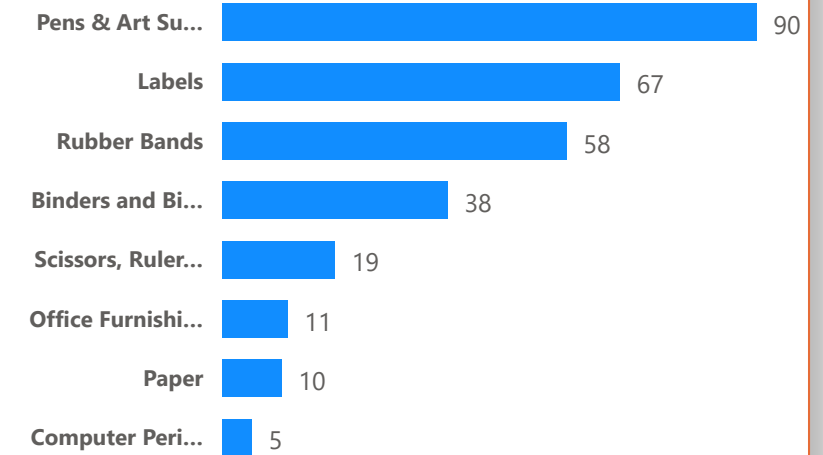
Lowest Sales by State



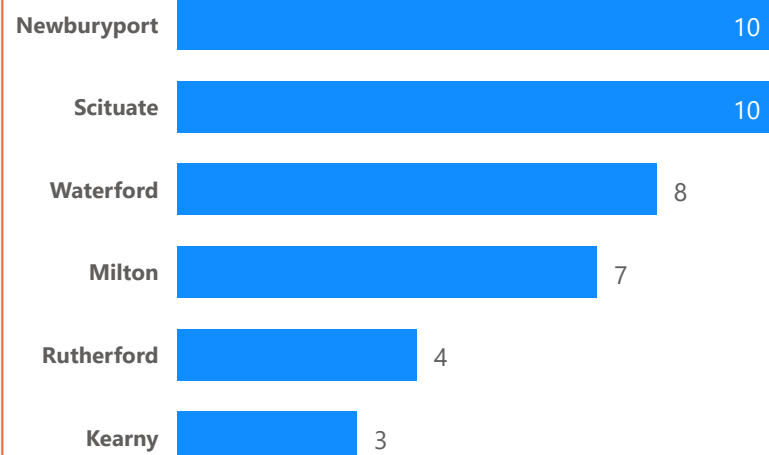
Lowest Profit by State



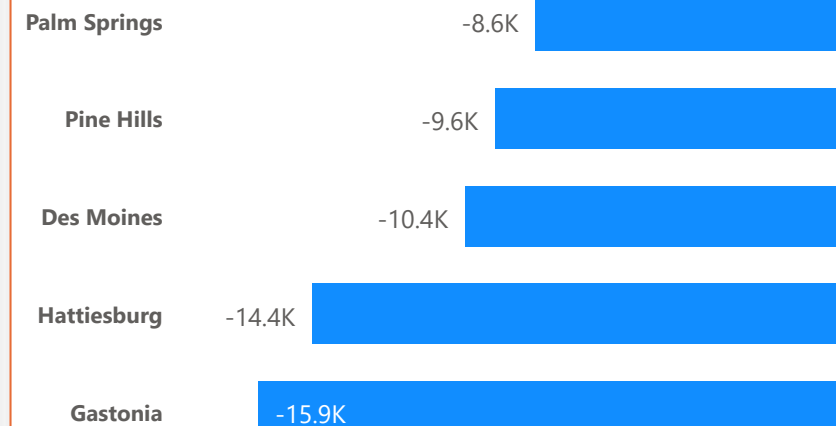
Category with lowest Sales



Lowest Sales by City



Lowest Profit by City



Category	Profit
Appliances	-98
Binders and Binder Accessories	-14896
Bookcases	-13706
Chairs & Chairmats	-614
Computer Peripherals	-177
Envelopes	-5
Labels	33
Office Furnishings	-215
Office Machines	-27704
Paper	-1990
Scissors, Rulers and Trimmers	0
Storage & Organization	220
Total	-76067

KMS SUPERSTORE ANALYSIS

								2013	2014	2015	2016
								Qtr 1	Qtr 2	Qtr 3	Qtr 4
Region	State	Total sales	Revenue	Revenue Contribution %	Profit Margins	Profit margins %	Profit Margin Contribution %				
South	Virginia	7	98	0.01%	1400	1400.0%	95.5%				
West	Nevada	31	22	0.00%	71	71.0%	4.8%				
Central	Nebraska	1845	1,273	0.10%	69	69.0%	4.7%				
Central	Oklahoma	64	44	0.00%	69	68.8%	4.7%				
Central	Illinois	276	170	0.01%	62	61.6%	4.2%				
East	Connecticut	516	299	0.02%	58	57.9%	4.0%				
East	Ohio	648	349	0.03%	54	53.9%	3.7%				
East	New York	2126	1,110	0.08%	52	52.2%	3.6%				
East	Maryland	410	212	0.02%	52	51.7%	3.5%				
West	Oregon	1679	638	0.05%	38	38.0%	2.6%				
Central	Minnesota	3020	1,019	0.08%	34	33.7%	2.3%				
Central	Texas	8384	1,932	0.15%	23	23.0%	1.6%				
South	Florida	851	68	0.01%	8	8.0%	0.5%				
East	Pennsylvania	18199	65	0.00%	0	0.4%	0.0%				
South	Alabama	846	-3	-0.00%	0	-0.4%	-0.0%				
Central	Michigan	11793	-724	-0.06%	-6	-6.1%	-0.4%				
East	Massachusetts	2828	-207	-0.02%	-7	-7.3%	-0.5%				
South	Kentucky	2117	-543	-0.04%	-26	-25.6%	-1.7%				
West	California	18986	-8,212	-0.63%	-43	-43.3%	-3.0%				
West	Arizona	116	-79	-0.01%	-68	-68.1%	-4.6%				
East	New Jersey	93	-106	-0.01%	-114	-114.0%	-7.8%				
Total		74943	-2,732	-0.21%	-4	-3.6%	-0.2%				