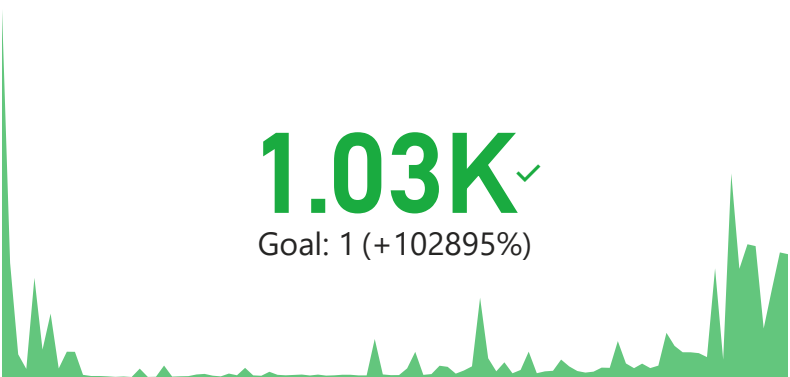
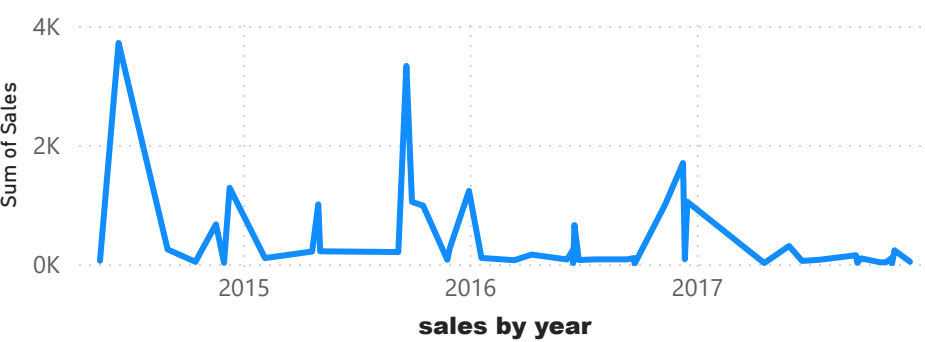


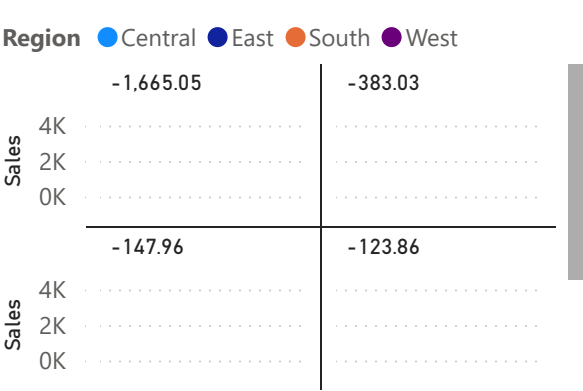
Sum of Sales and Count of Quantity by Profit



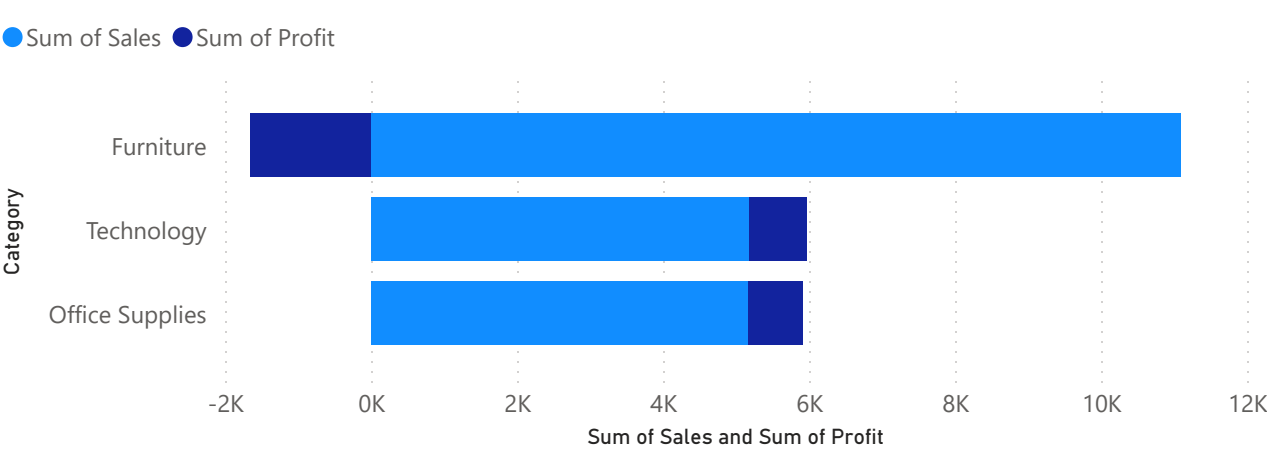
Sum of Sales by Year, Quarter, Month and Day



Sales, Region and Profit



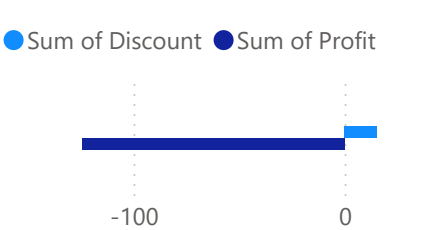
Sum of Sales and Sum of Profit by Category



Region by segment with order da...

- Central
- East
- South
- West

Sum of Discount and Sum of Profit



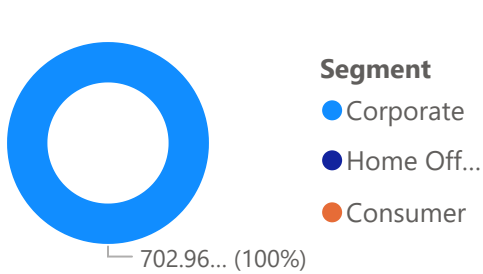
Year, Quarter, Month, Day and Segment

Segm... Consumer Corporate ▶

Region and Segment

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

Sum of Profit by Segment



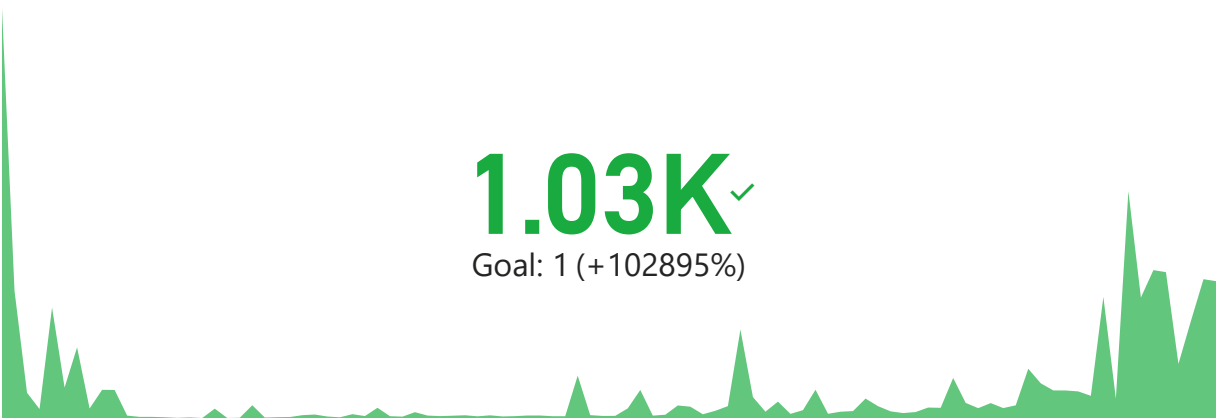
Key influencers Top segments

What influences Ship Date to be Thursday, May 15, 2014 ?

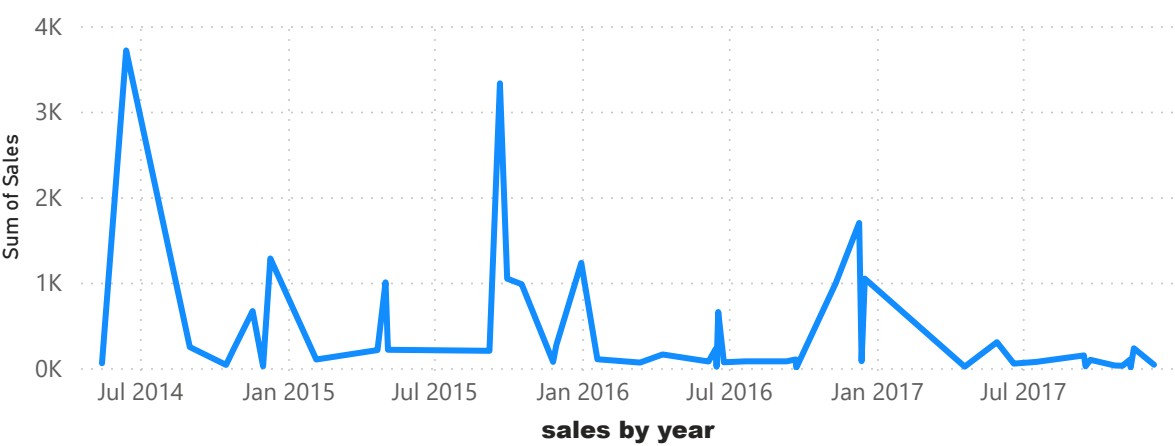
Title:- Superstore sales performance dashboard

Objective :-to identify key business drivers, regional trends and customer behavior using interactive data visualization

sales by quantity for profit



Sum of Sales by Year, Quarter, Month and Day

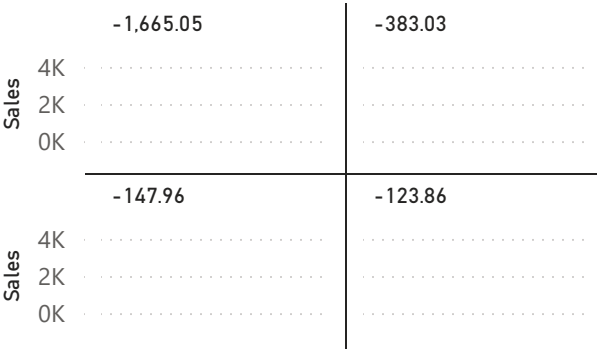


Region by segment with order da... ▾

- ▾ ☐ Central
- ▾ ☐ East
- ▾ ☐ South
- ▾ ☐ West

Sales, Region and Profit

Region ● Central ● East ● South ● West

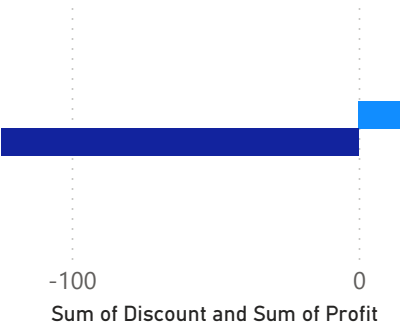


Region and Segment

Region
● Central
● East
● South
● West

Sum of Discount and Sum of Profit

● Sum of Discount ● Sum of Profit

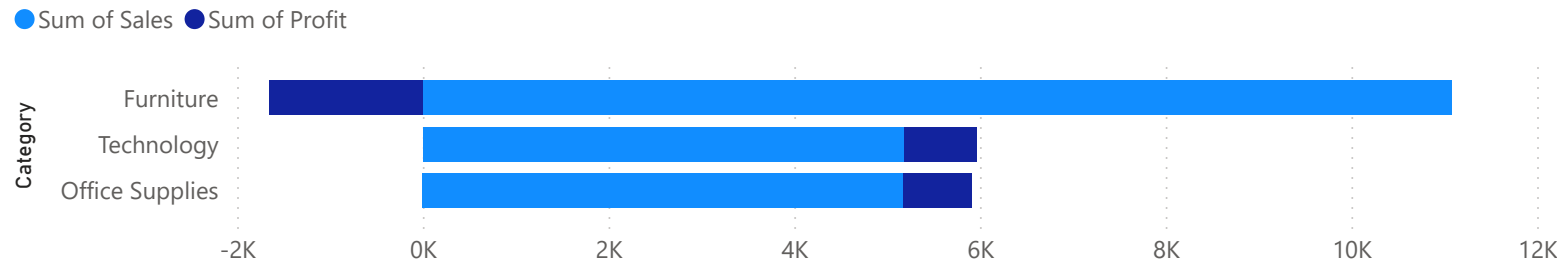


WEST is the top performing region

SOUTH lags in profitability despite moderate sales

RECOMMENDATION :- focus on optimizing costs in the south

Sum of Sales and Sum of Profit by Category



TECHNOLOGY :- HIGH SALES, MEDIUM PROFIT

OFFICE SUPPLIES :- LOW SALES ,HIGH PROFIT MARGIN

ACTION :- CONSIDER PROMOTING HIGH-MARGIN LOW-VOLUME PRODUCTS

Region and Segment

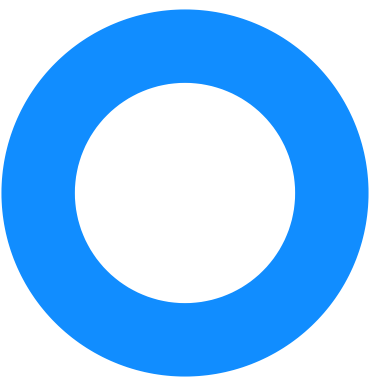
Region and Segment		Segment	
Region	Segment	Consumer	Corporate
		Home Office	Consumer
		Corporate	Home Office
		Consumer	Corporate

Year, Quarter, Month, Day and Segment

Segment Consumer Corporate Home Office

Day

Sum of Profit by Segment



Segment
Corporate
Home Office
Consumer

CORPORATE SEGMENT HAS HIGHEST ORDER VALUE

CONSUMER SEGMENT :- SHOWS BETTER PROFIT MARGINS

STATERGY :- TAILOR MARKETING BASED ON SEGMENT PROFITABILITY

Key influencers Top segments



What influences Ship Date to be Sunday, April 10, 2016 ?

Ship Mode, Profit, Sales

- ✓ ☐ First Class
- ✓ ☐ Second Class
- ✓ ☐ Standard Class

Sum of Profit and Sum of Sales by Ship Mode

-752.60!
Goal: 16.39K (-104.59%)

STANDARD CLASS IS MOST USED ,BUT SECOND CLASS HAS BETTER PROFIT MARGINS

OPTIMIZATION :- CONSIDER INCENTIVIZING PROFITABLE SHIPPING OPTIONS

AREA	RECOMMENDATION
REGION	IMPROVE SOUTH REGION OPERATIONS
PRODUCTS	PROMOTE HIGH MARGIN PRODUCTS
CUSTOMERS	FOCUS ON PROFITABLE SEGMENTS
SHIPPING	BALANCE SPEED AND PROFITABILITY