

Sales & Performance Dashboard

An interactive report analyzing sales, profit, and customer behavior using Superstore dataset



Executive Summary



Regional Insights



Product Performance



Sales & Profit Trends



Shipping Analytics



Orders Overview



Customer Profile



Key Drivers



Sales Breakdown

Total Sales

\$2.30M

Total Profit

286.40K

Total Customer

793

Total Orders

5K

Total Quantity

38K

Total Products

2K

Profit Margin

0.12

Total Orders

5009

Total Quantity

37873

Total Products

1862

Total Customer

793

Total Sales

\$2.30M

Total Profit

286.40K

Year

2014

2015

2016

2017

Segment

Consumer

Corporate

Home Office

Region

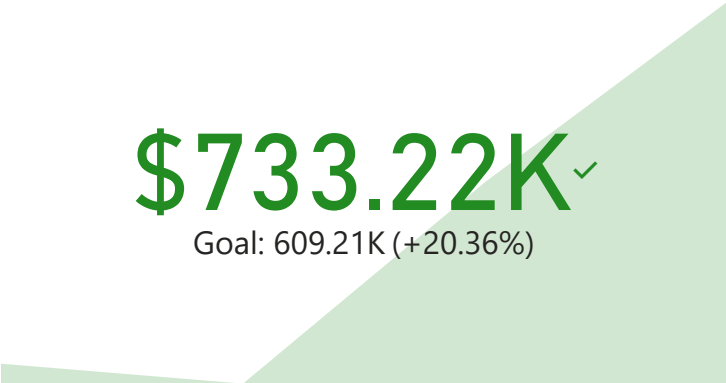
Central

East

South

West

Sales vs Last Year



Quarterly Performance Breakdown

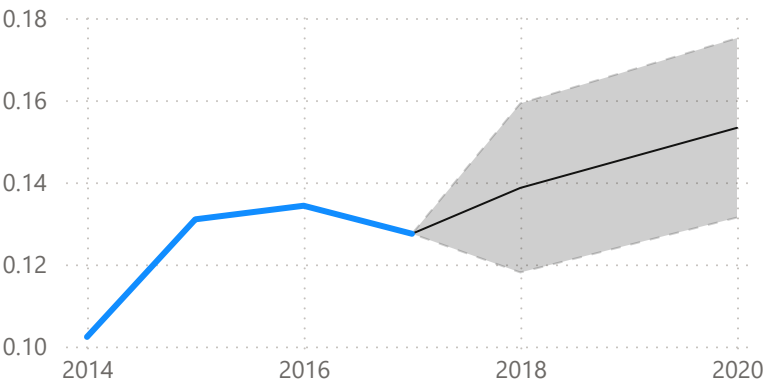
Year	Total Sales	Total Profit	Total Quantity
⊕ 2014	\$484,247.50	49,543.97	7581
⊕ 2015	\$470,532.51	61,618.60	7979
⊕ 2016	\$609,205.60	81,795.17	9837
⊕ 2017	\$733,215.26	93,439.27	12476
Total	\$2,297,200.86	286,397.02	37873

Year-over-Year (%) Growth Comparison

2015	-2.83%	24.37%	5.25%
Year	Sales YoY %	Profit YoY %	Quantity YoY %
2016	29.47%	32.74%	23.29%
Year	Sales YoY %	Profit YoY %	Quantity YoY %
2017	20.36%	14.24%	26.83%
Year	Sales YoY %	Profit YoY %	Quantity YoY %

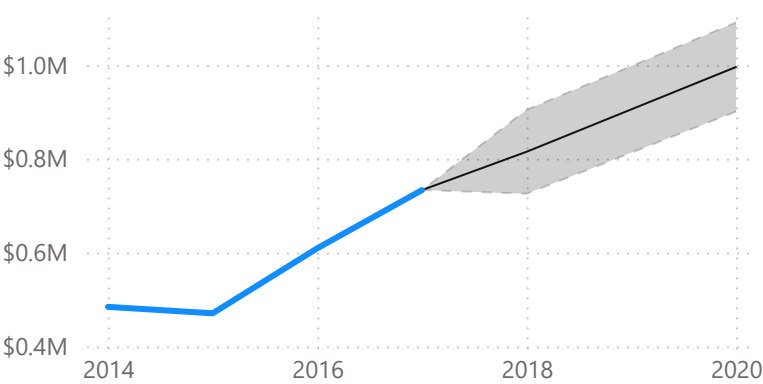
Profit Margin Trend with Forecast

Forecast on Complete Data

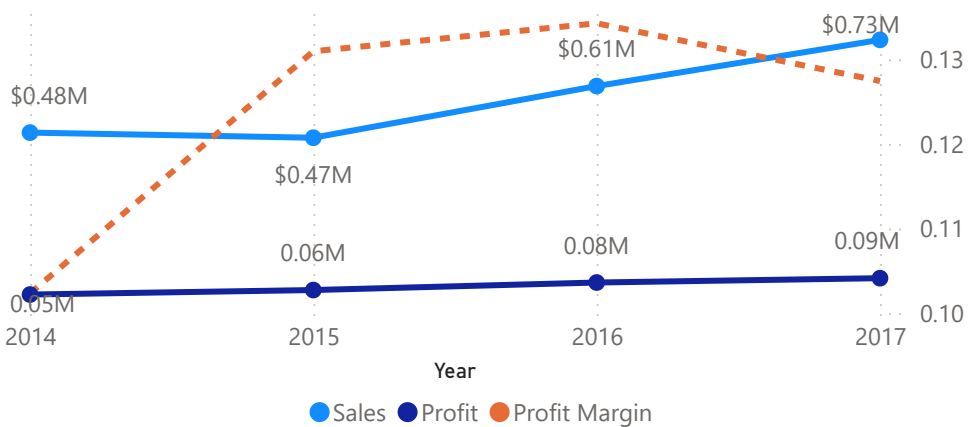


Sales Forecast by Year

Forecast based on Complete Data



Annual Sales, Profit & Margin Trends



Region

▼

All

▼

Segment

▼

All

▼

Category

▼

All

▼

Year

2014

2015

2016

2017

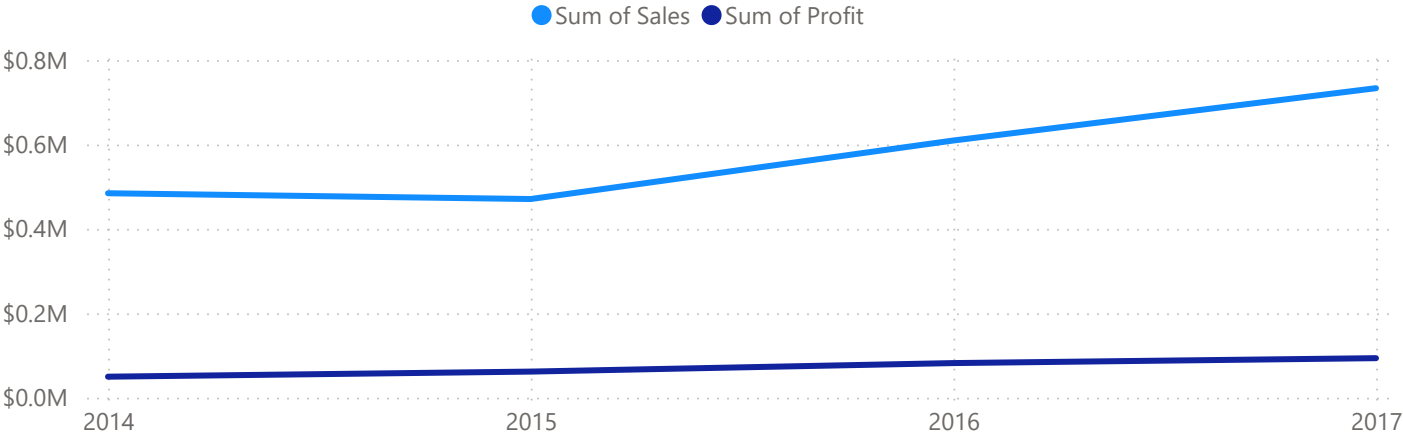
Highest Sales

West

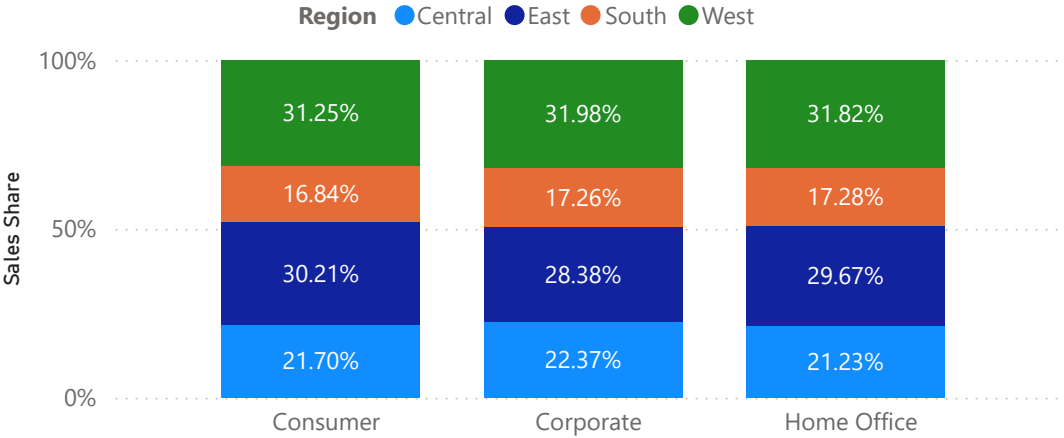
Lowest Profit

Central

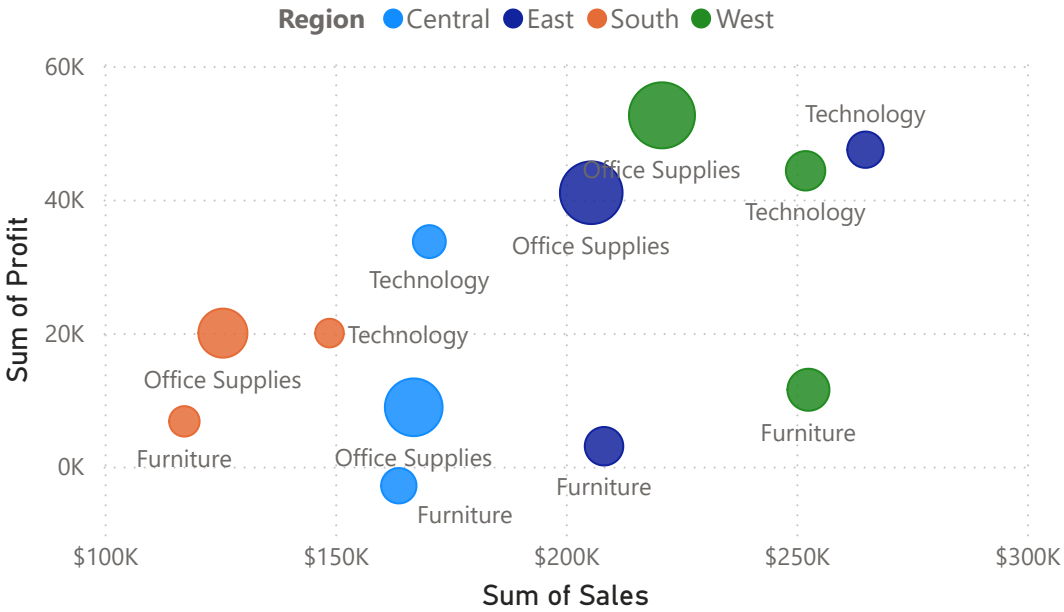
Sales & Profit Trend for All Regions



Sales Share by Segment Across Regions



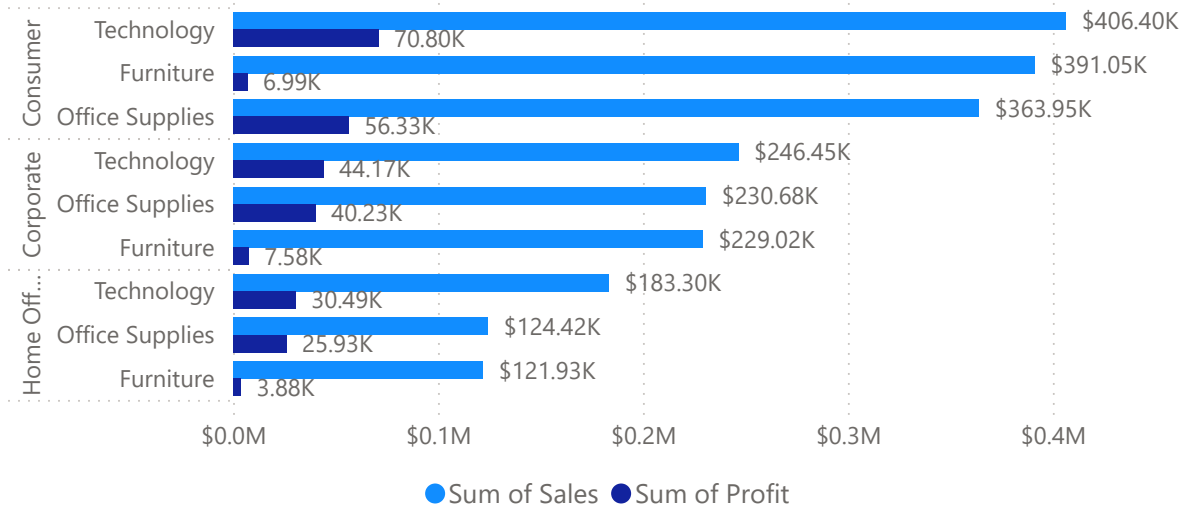
Category-wise Sales vs Profit by Region



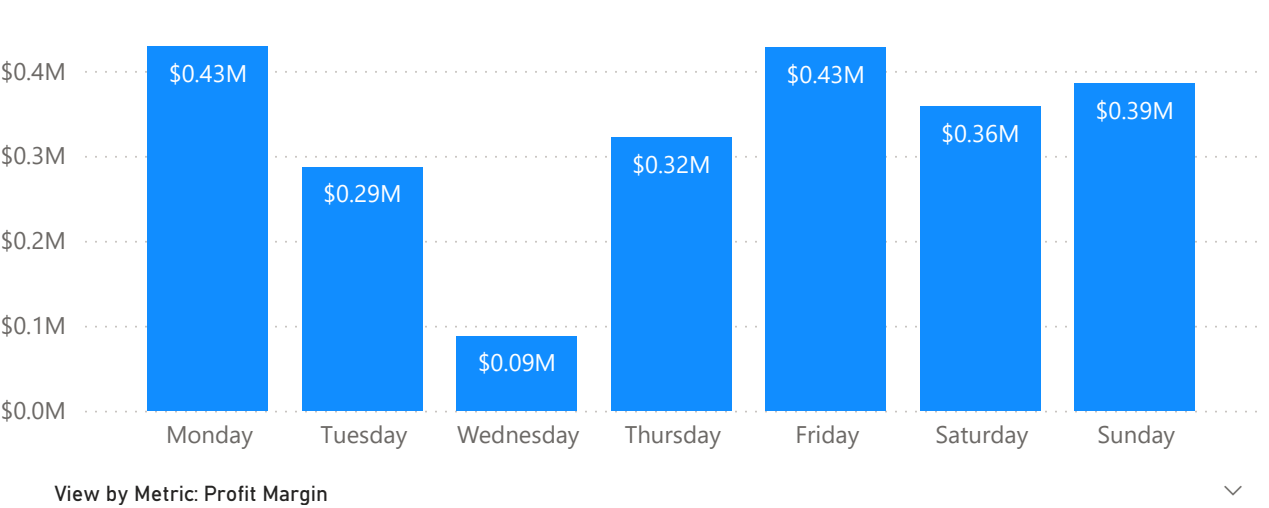
Year

2014	2015	2016	2017
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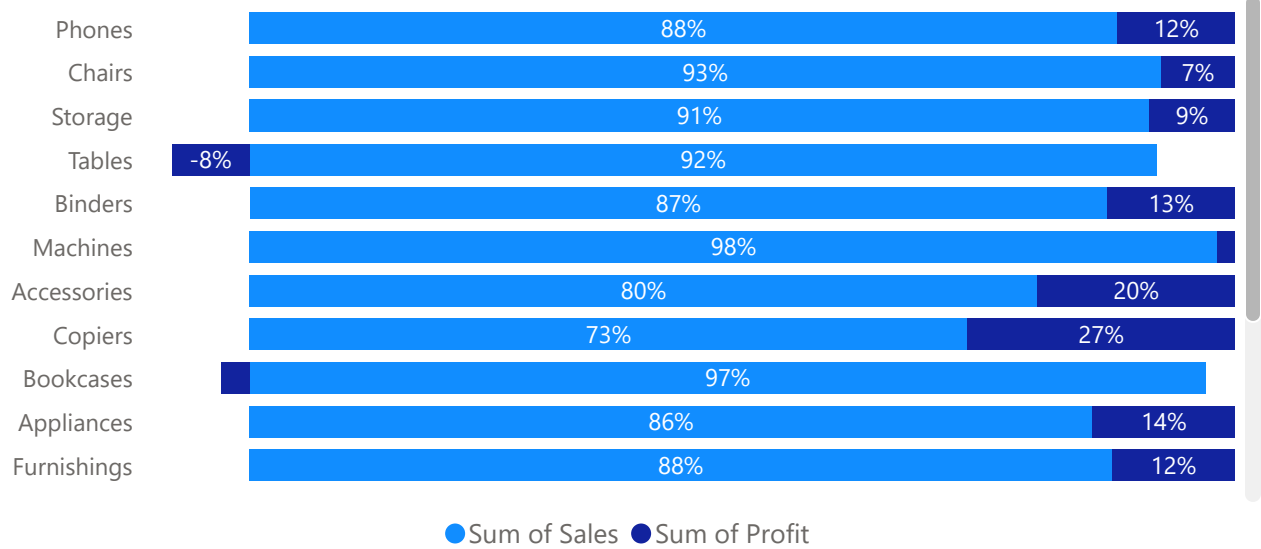
Segment & Category-wise Sales vs Profit



Sales Distribution by Weekday



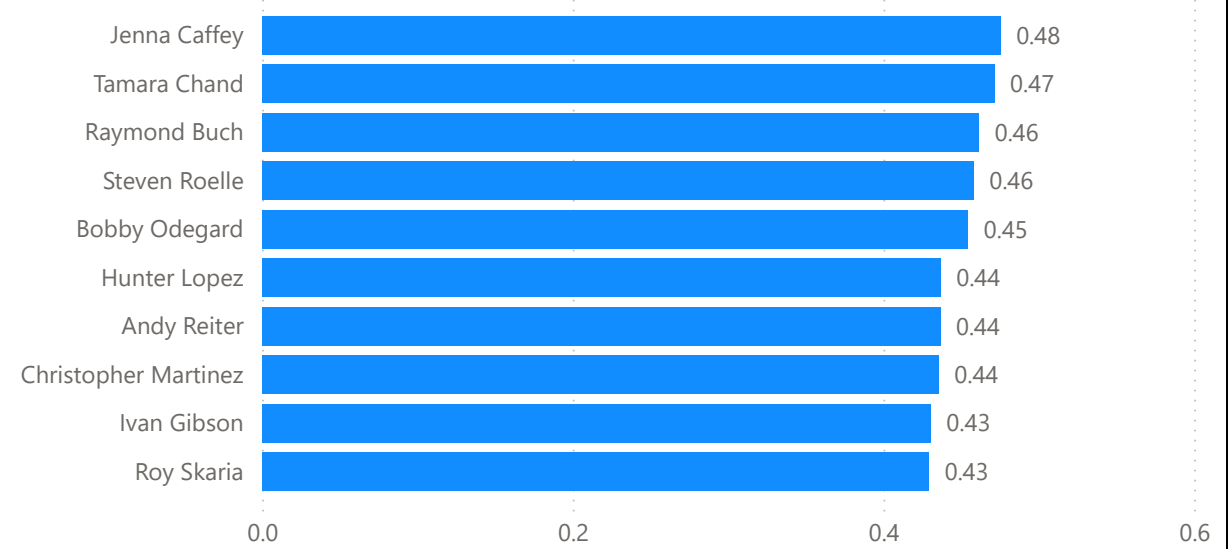
Sub-Category Performance: Sales vs Profit



View by Metric: Profit Margin

Profit	Profit Margin	Quantity	Sales	Times Ordered
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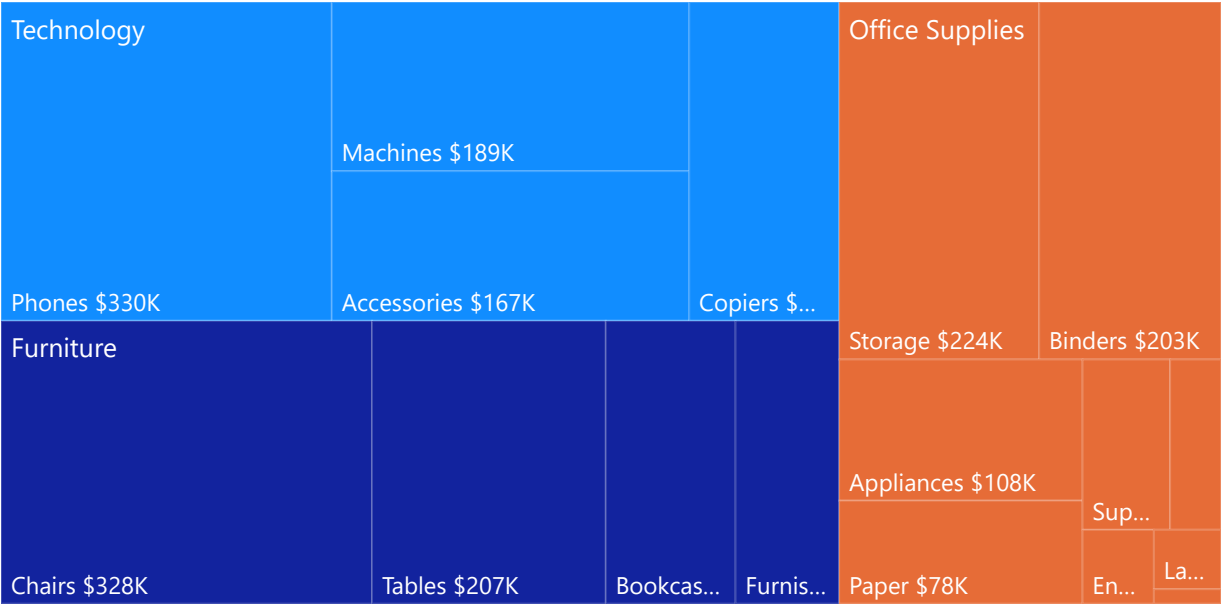
Top 10 Customer by Profit Margin



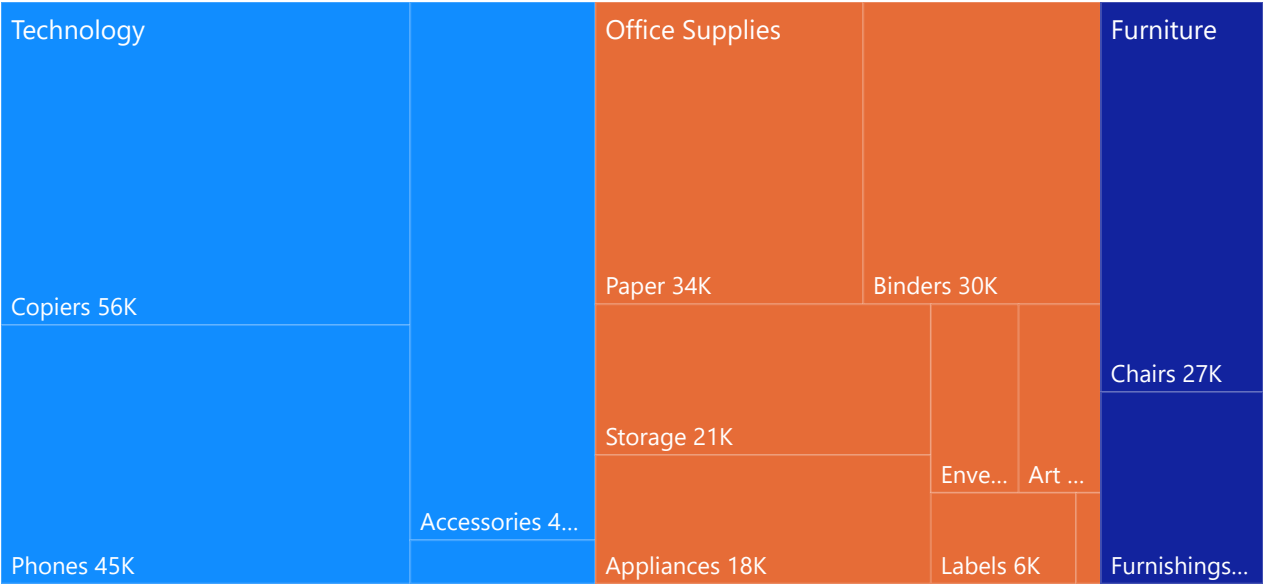
Year

2014	2015	2016	2017
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Sales Distribution by Category & Sub-Category



Profit Distribution by Category & Sub-Category

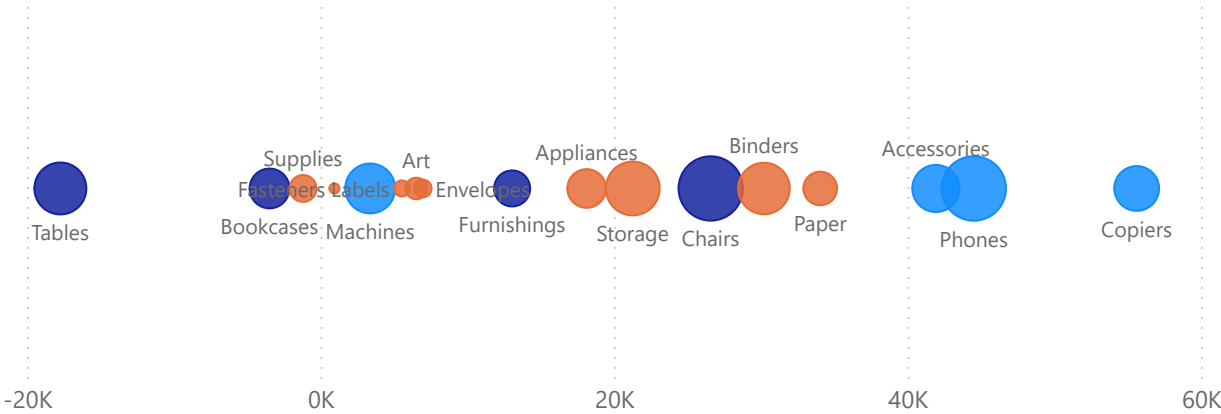


Metric Selector: : Profit Margin

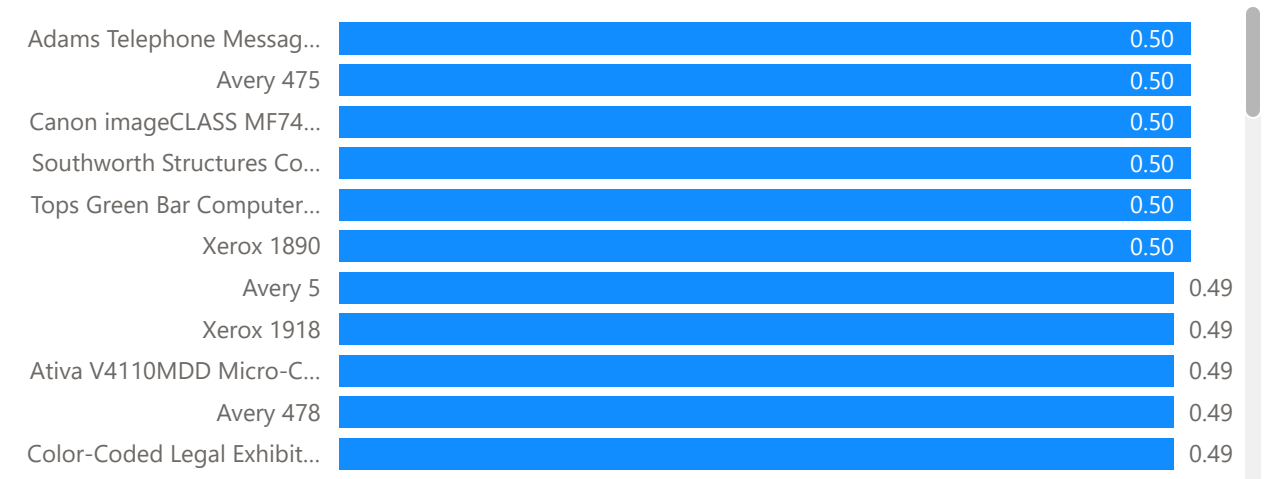
Profit	Profit Margin	Quantity	Sales	Times Ordered
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Sub-Category Profit Distribution or Profit Spread by Sub-Category

Category ● Furniture ● Office Supplies ● Technology



Top 10 Product by Profit Margin



Region

All

Segment

All

Category

All

Year

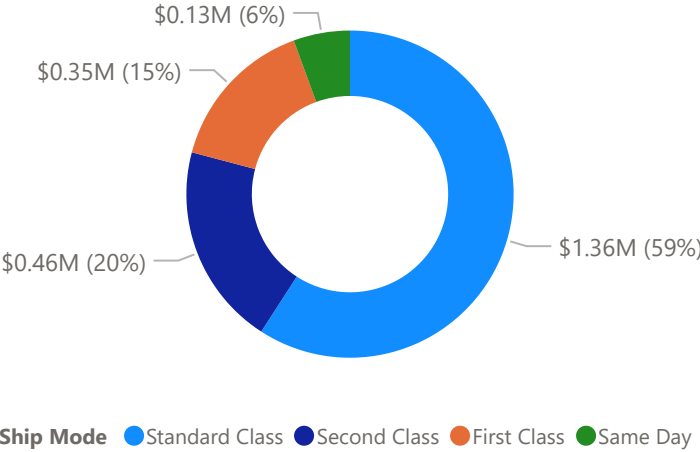
2014

2015

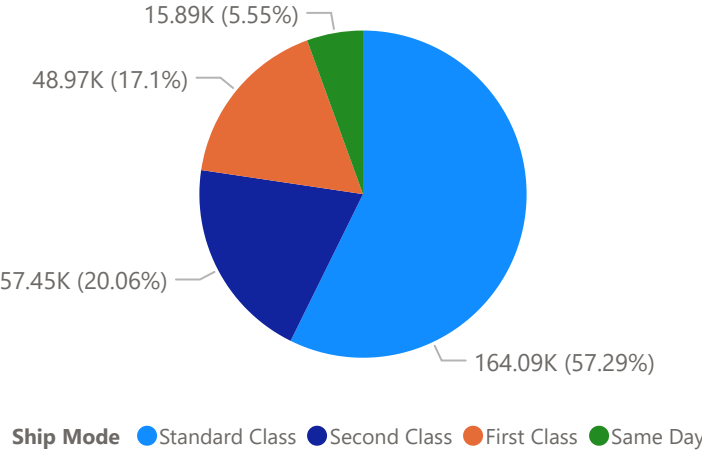
2016

2017

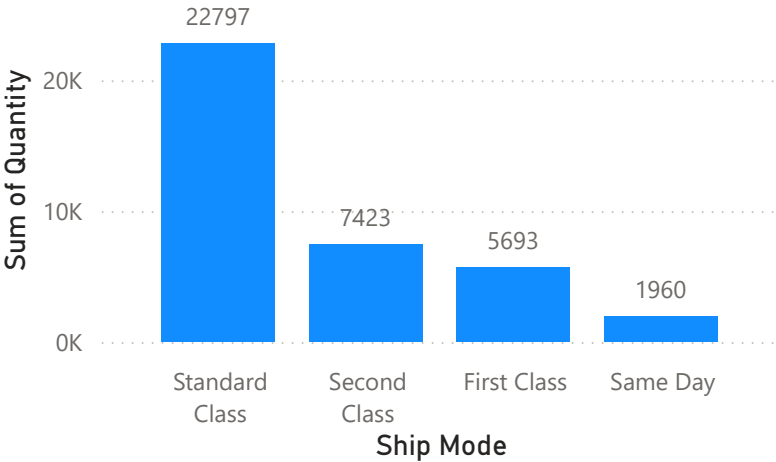
Sales Distribution by Ship Mode



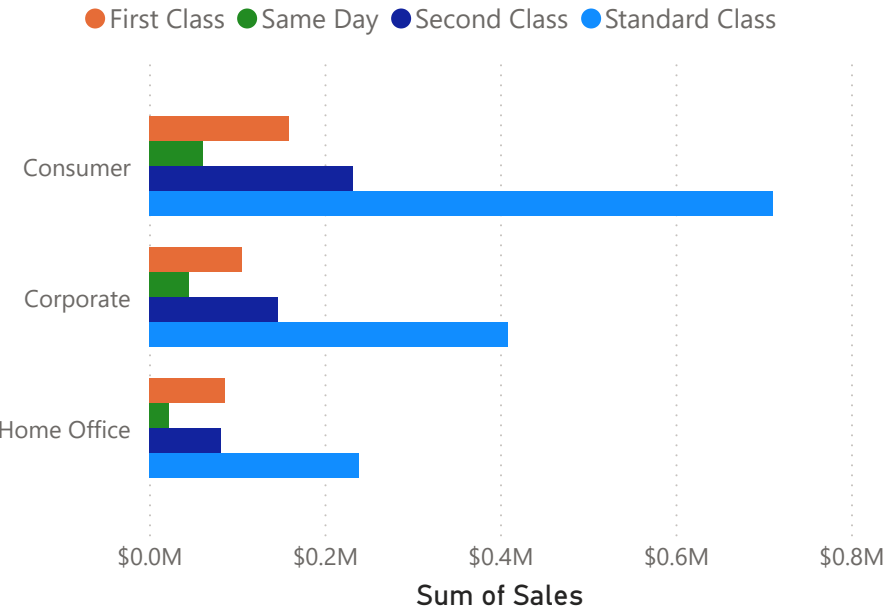
Profit Contribution by Ship Mode



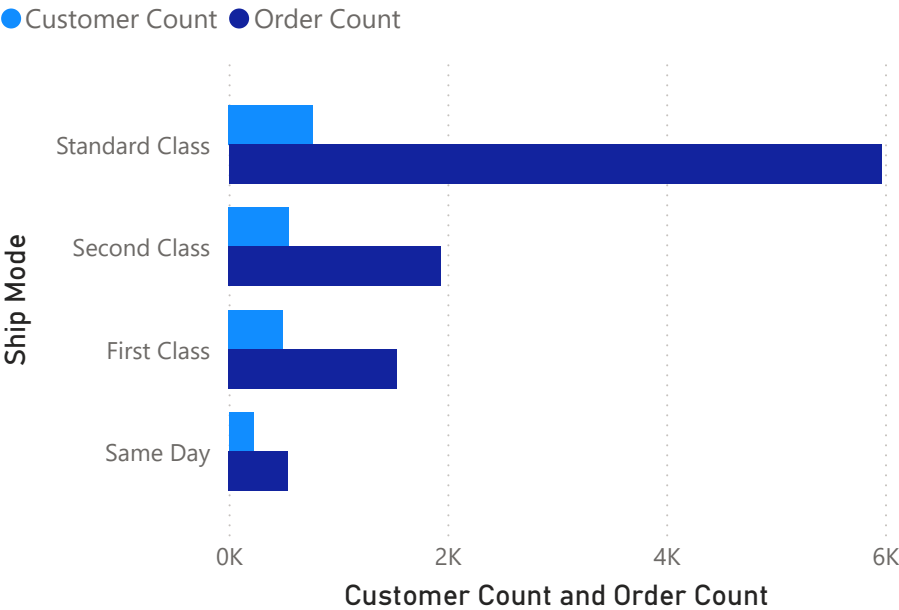
Quantity Shipped by Ship Mode



Sales Breakdown by Segment & Ship Mode



Customer & Order Volume by Ship Mode



Standard Class had the highest Sum of Sales at \$1,358,215.74, followed by Second Class, First Class, and Same Day.

Standard Class accounts for over 57% of orders and profit — the most preferred shipping mode.

Standard Class have around 3.87 orders per customer.

Customer Name

Select to View Details

Aaron Bergman

Total Sales

\$886.16

Total Profit

129.35

Avg Order Value

\$295

3

Total Orders

13

Total Quantity

2/18/2014

First Purchase Date

11/10/2016

Last Purchase Date

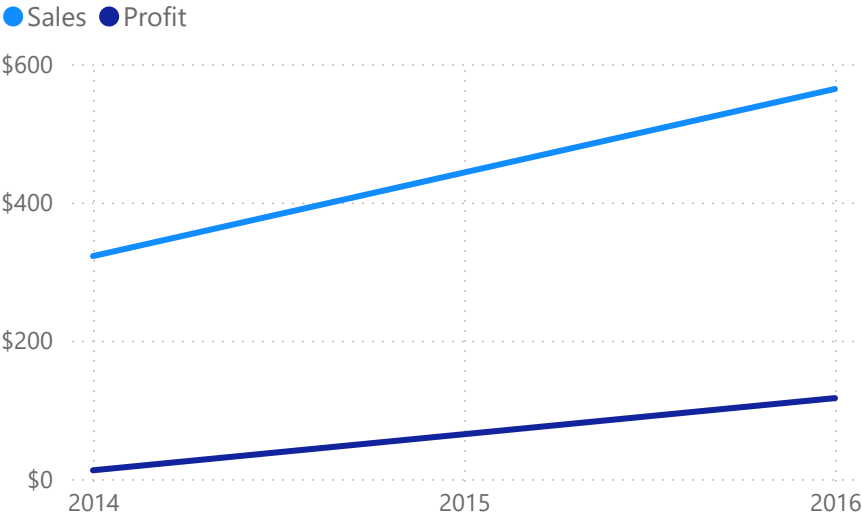
Sales and total Profit are positively correlated with each other.

2016 accounted for 63.64% of Sales.

Sales and Profit diverged the most when the Year was 2016, when Sales were \$447.07 higher than Profit.

Furniture had \$390.67 Sales and 60.19 Profit. Office Supplies had \$273.50 Sales and 7.00 Profit. Technology had \$221.98 Sales and 62.15 Profit.

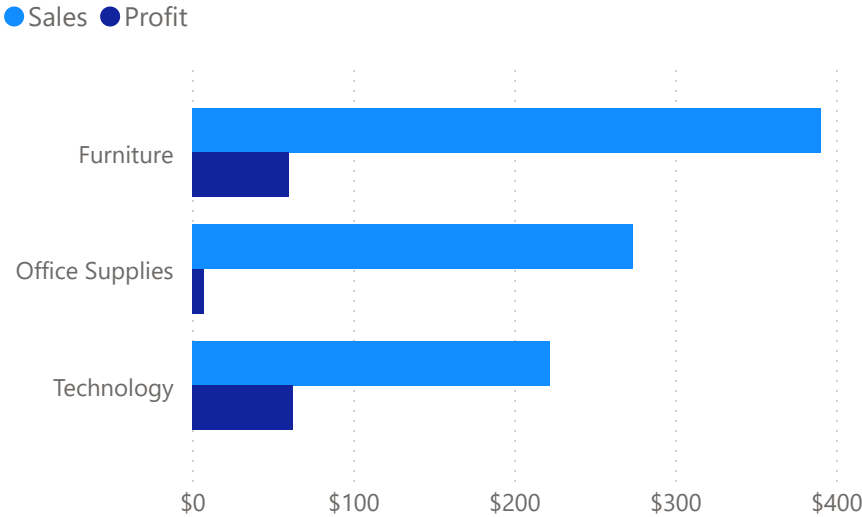
Yearly Sales & Profit Trend



Quarterly Performance Overview

Year	Sales	Profit	Quantity
2014	\$322.22	12.48	9
Q1	\$322.22	12.48	9
2016	\$563.94	116.87	4
Total	\$886.16	129.35	13

Sales & Profit by Product Category



▼ Low Value Customer

✦

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top superstore cities by

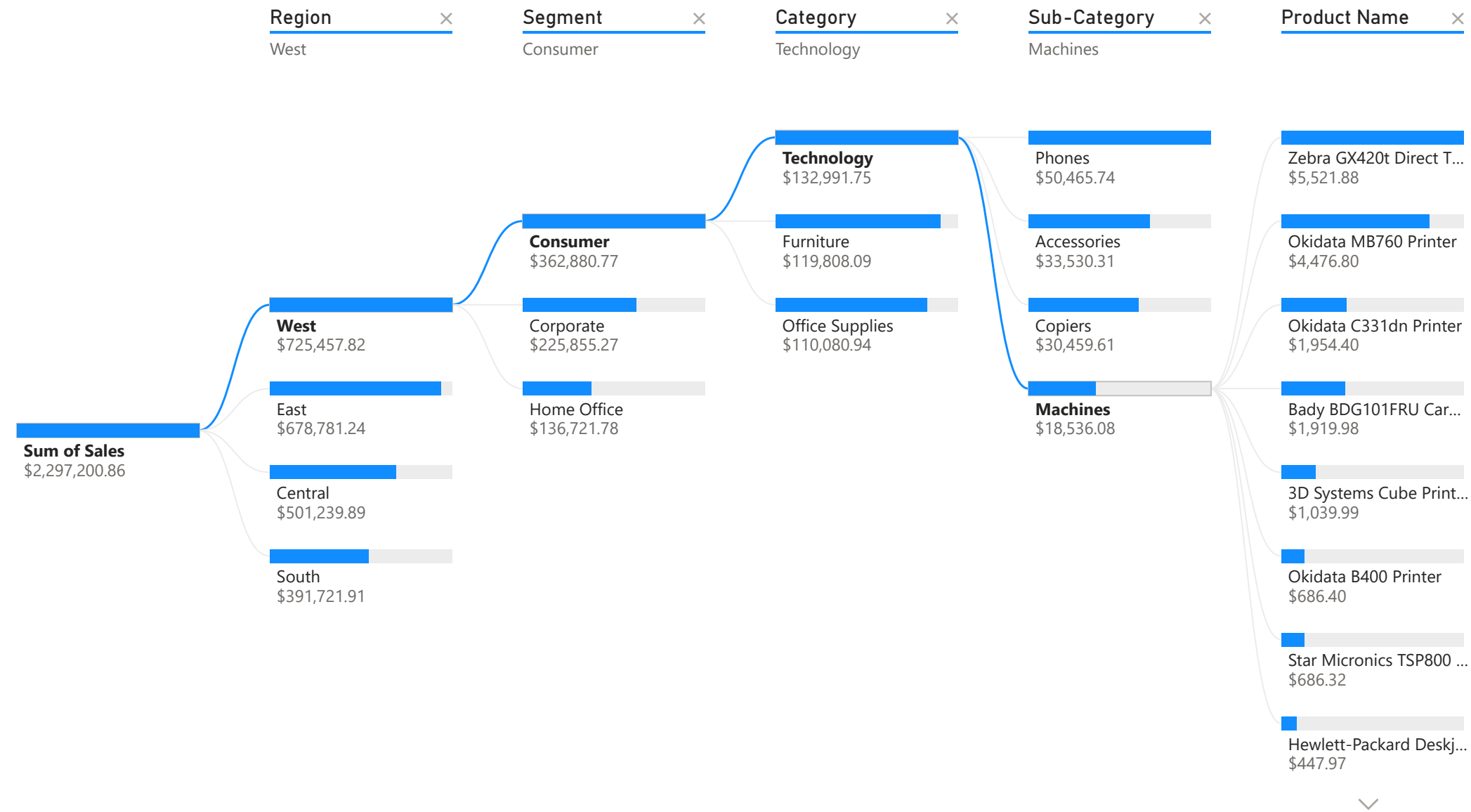
top superstore states

top superstore cities by

Explore how different factors contribute to total sales.

Sales Breakdown by Key Dimensions

Use slicers to drill down from Region to Product.



Region

All

Segment

All

Category

All

Year

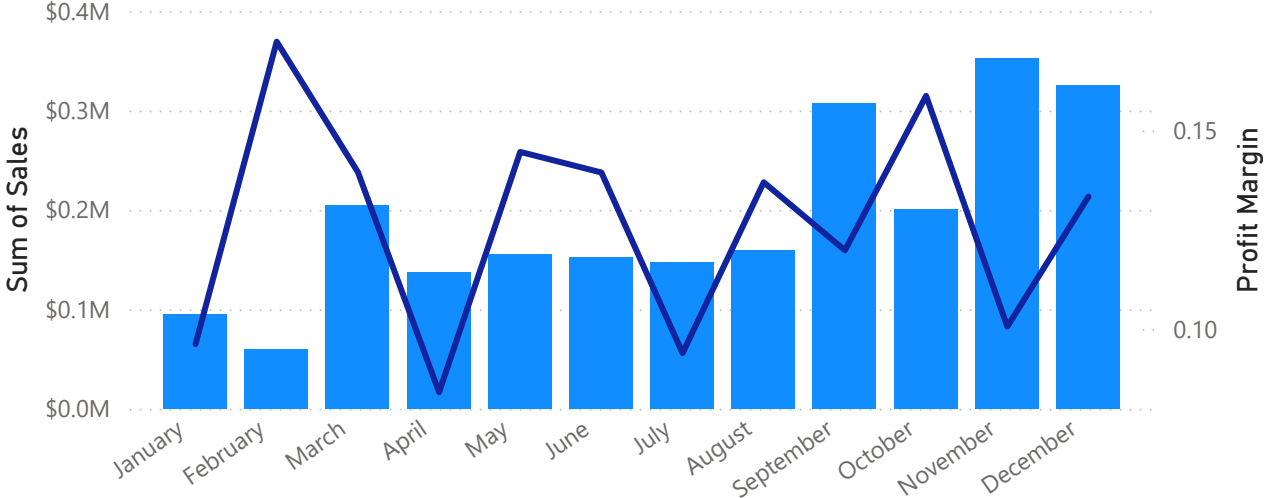
2014

2015

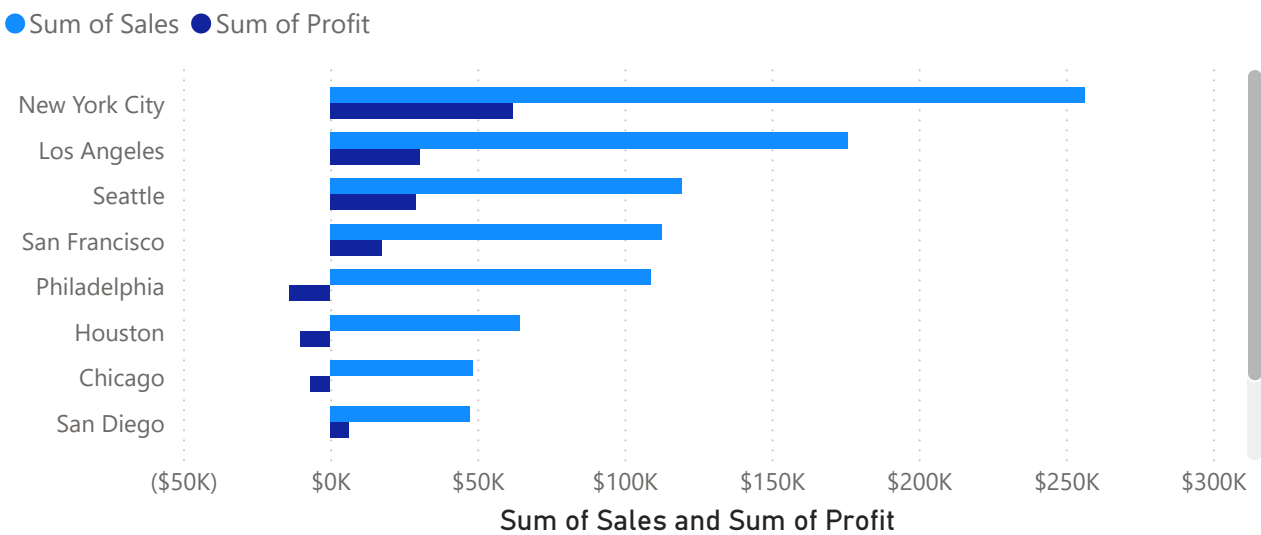
2016

2017

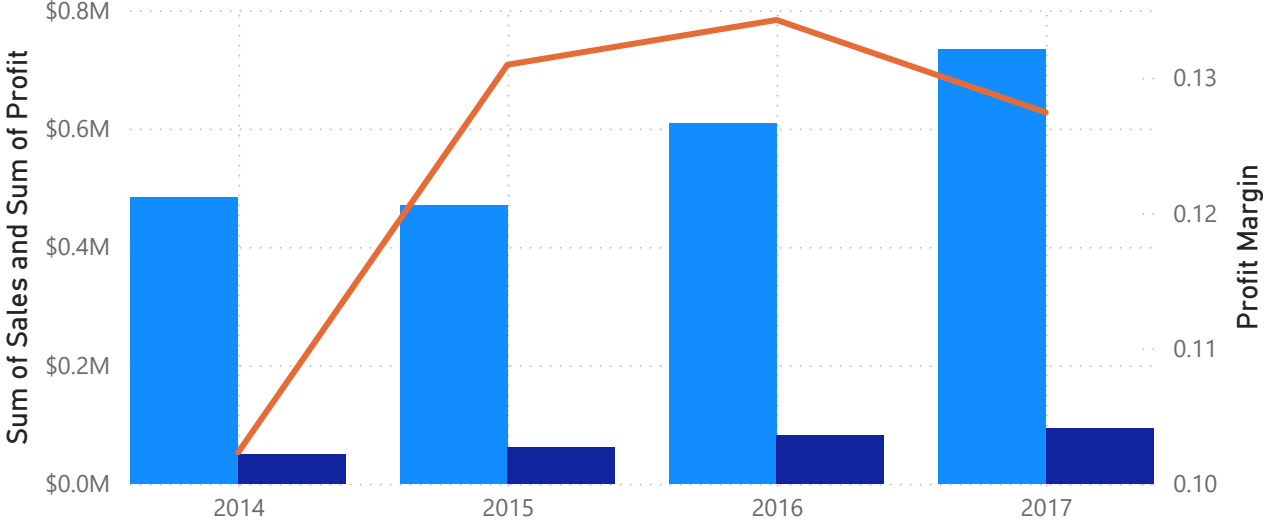
Monthly Sales & Profit Margin Trend



Top Cities by Sales and Profit



Yearly Sales vs Profit Trend



Daily Sales & Profit Fluctuations

