

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com



SuperStore

Sales Dashboard



Overview



Periodic Trends



Customer Insights



Product Performance



Regional Rankings



Data Analysis



Customer Info



Product Info



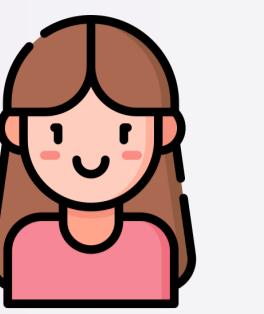
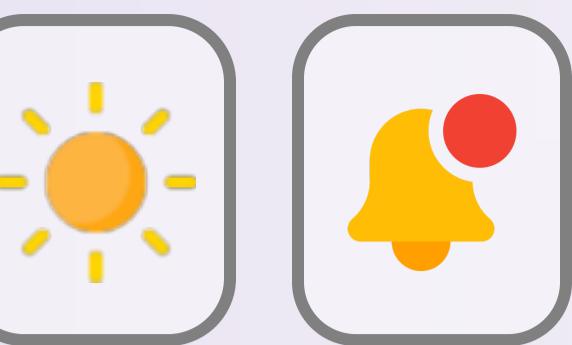


SuperStore

Last Updated: December 31, 2014

Sales Dashboard / overview

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

Overview

Reports

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Information

Customer Info

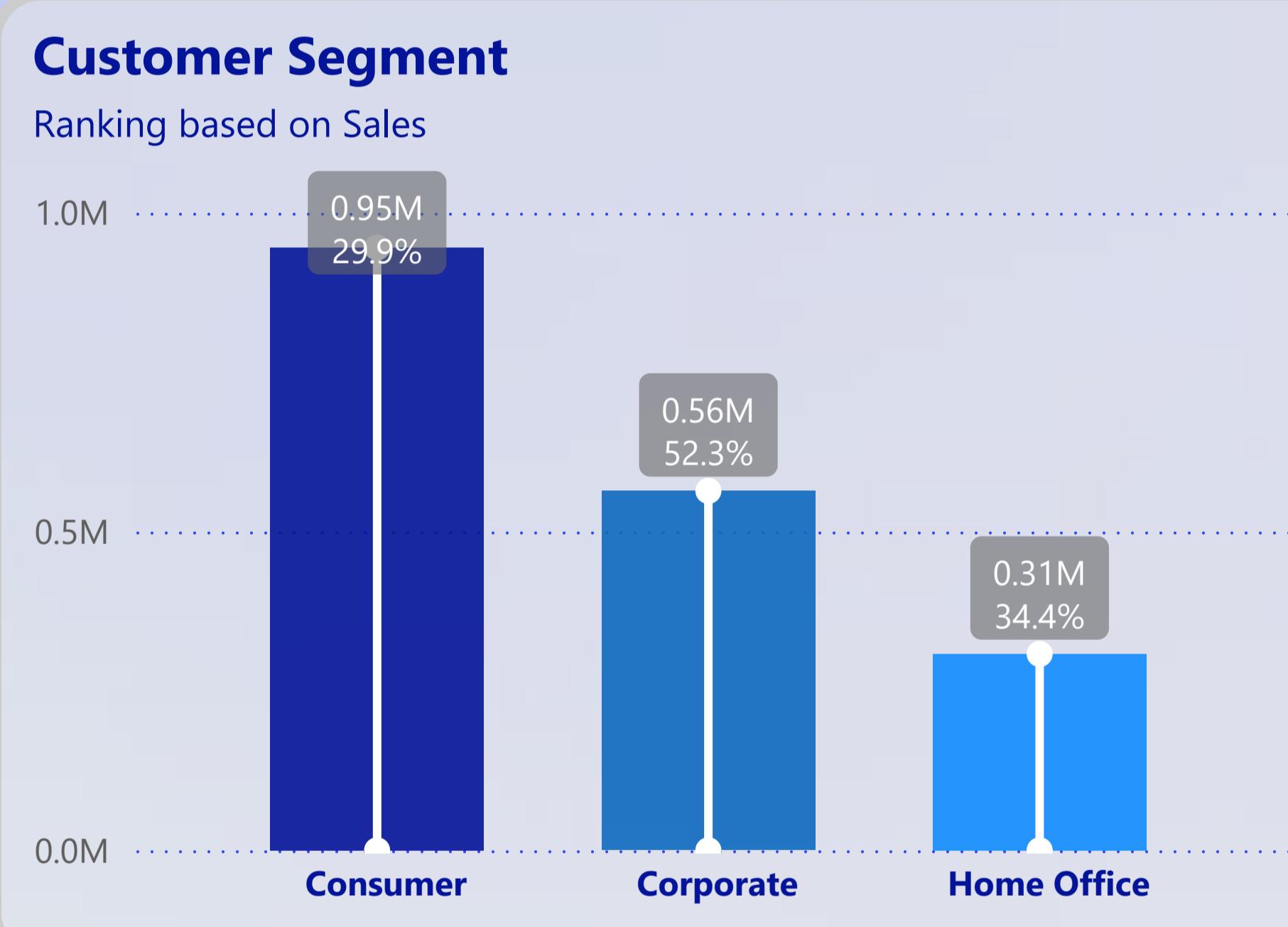
Product Info

Profile

Help

Exit

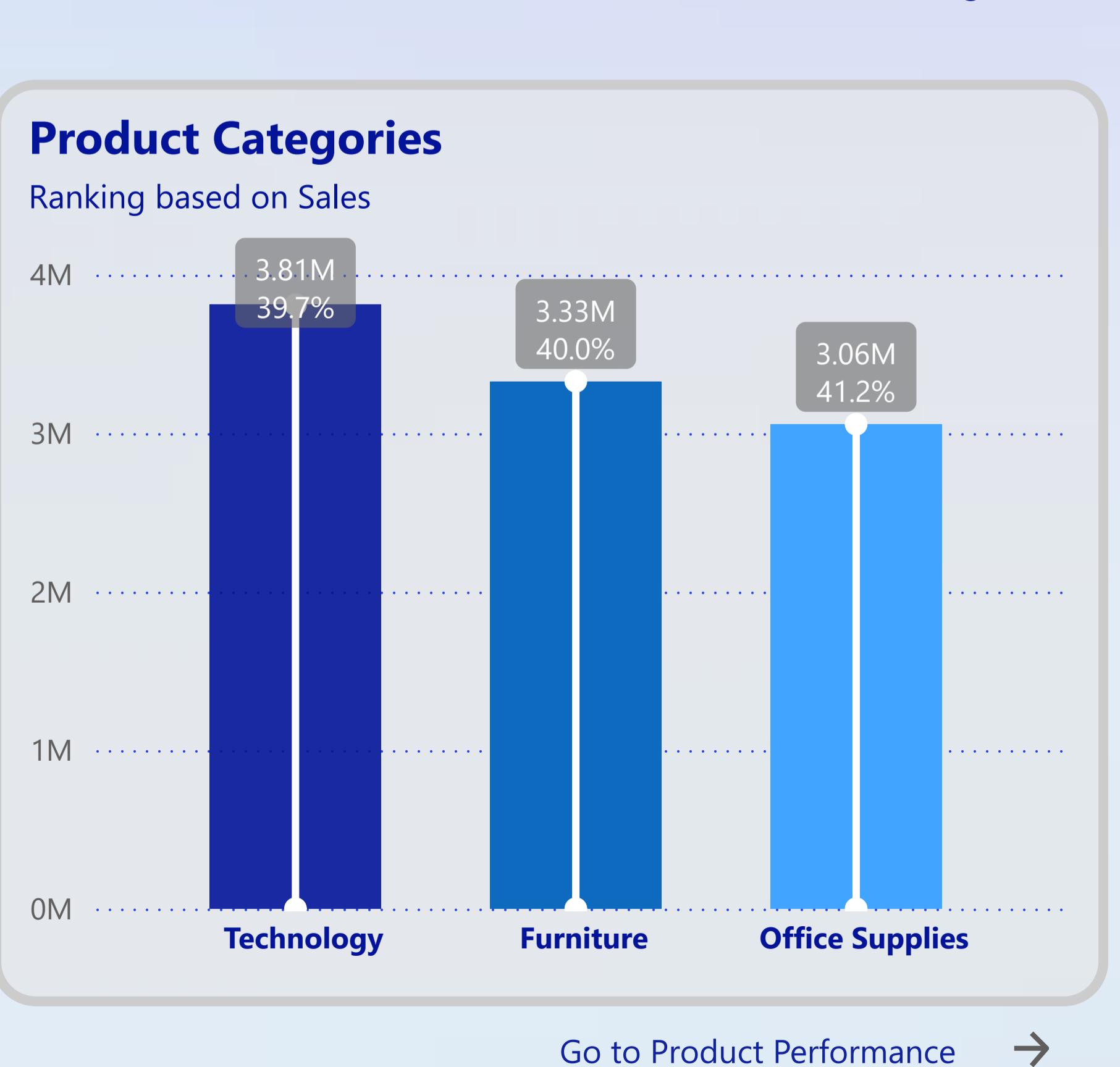
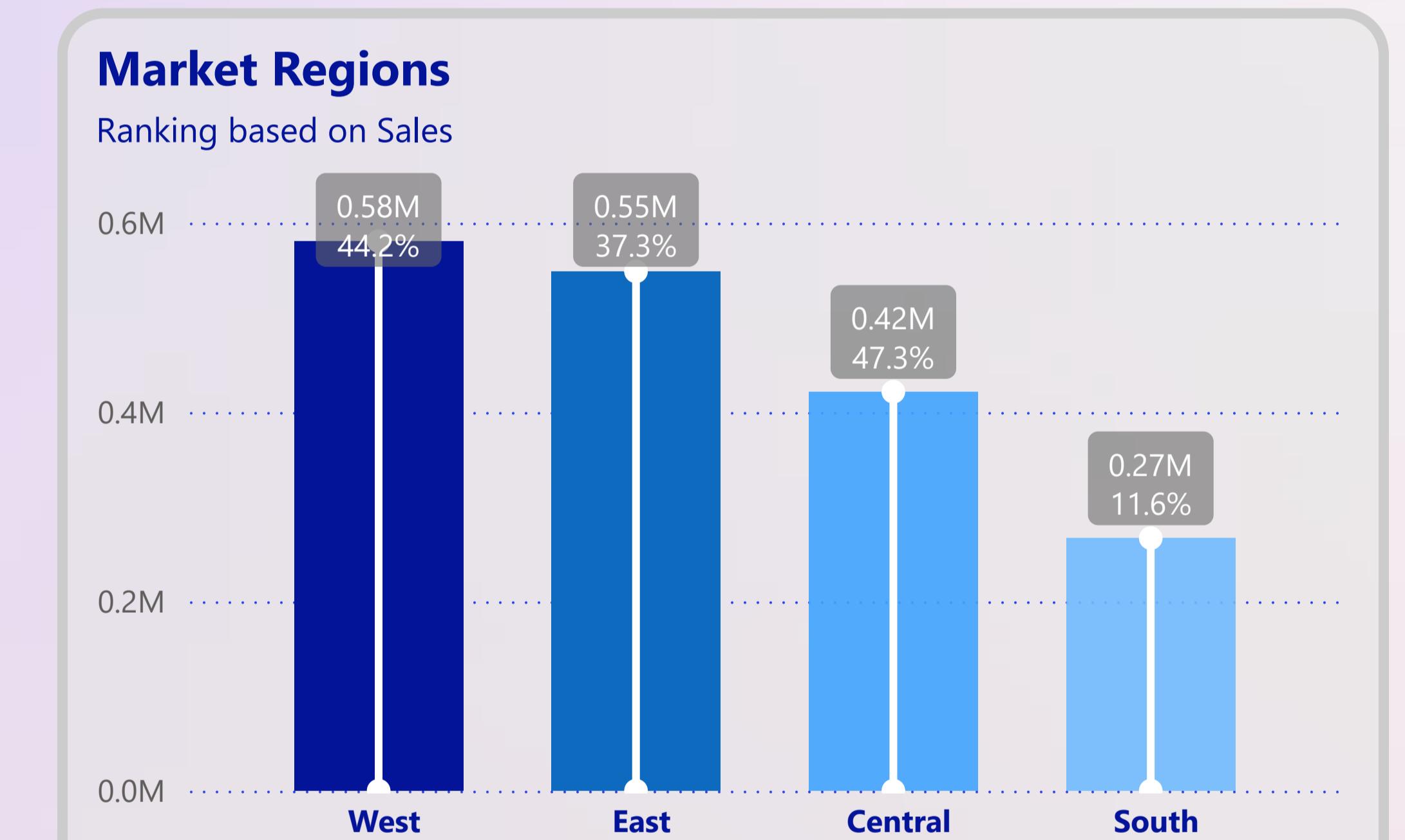
Sales
 Vs Previous Year
\$2.82M
Orders
 Vs Previous Year
5718
AVG Price
 Vs Previous Year
\$76
Units
 Vs Previous Year
39,527
Customers
 Vs Previous Year
1432
Delivery Days
 Vs Previous Year
3.94
Profit
 Vs Previous Year
\$336K
COGS
 Vs Previous Year
1M

 Select a metric: Sales Units Profits Orders Customers COGS UnitPrice Delivery Margin Go to Periodic Trends →


Elite Buyers (Top 10)

Ranking based on Sales

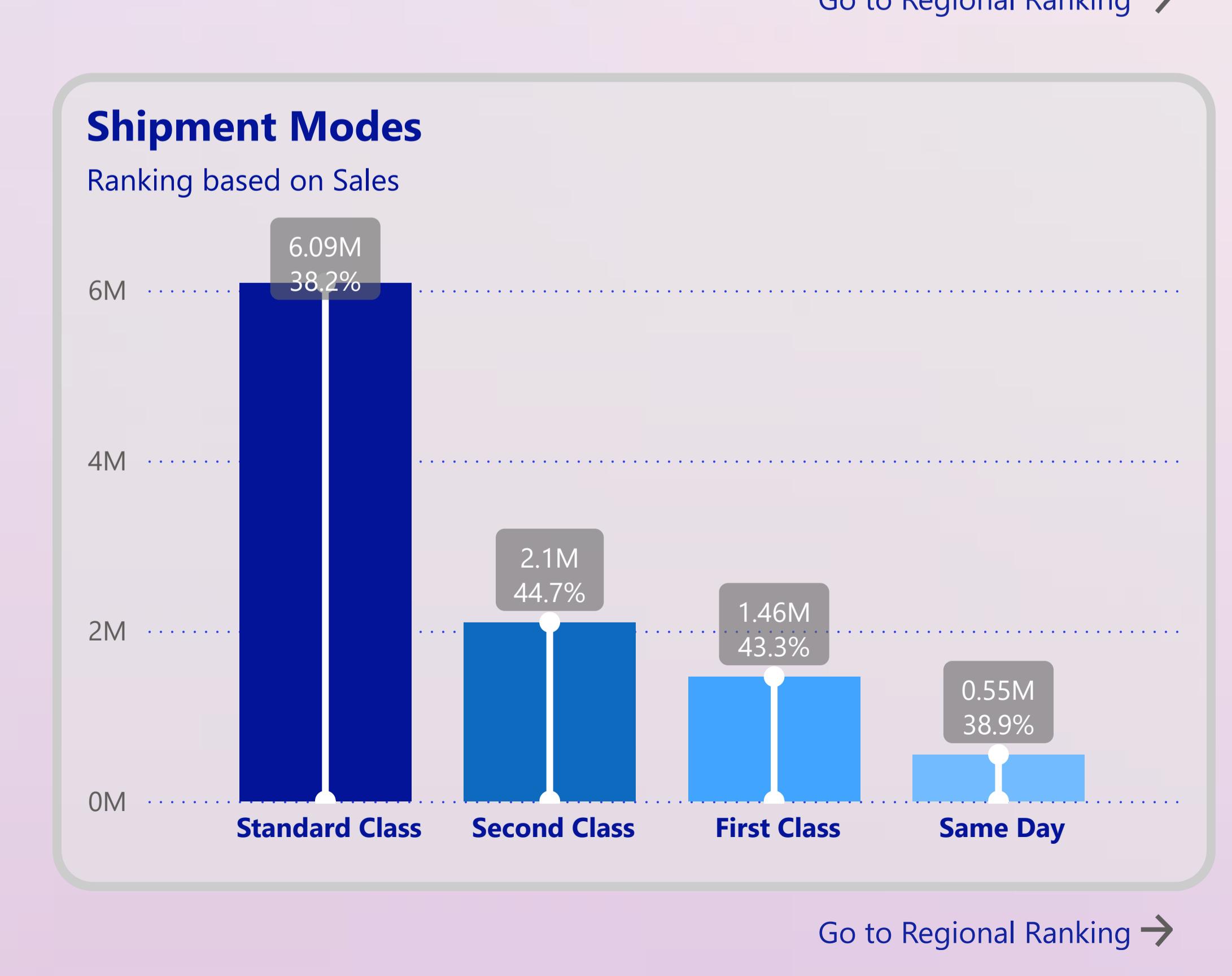
Rank	Customer ID	Customer Name	Sales
1	TC-20980	Tamara Chand	32,357
2	RB-19360	Raymond Buch	28,366
3	SP-20920	Susan Pistek	28,061
4	GT-14710	Greg Tran	27,541
5	PF-19120	Peter Fuller	27,054
6	SE-20110	Sanjit Engle	26,832
7	CC-12370	Christopher Conant	26,511
8	FH-14365	Fred Hopkins	25,791
9	ZC-21910	Zuschuss Carroll	25,713
10	BM-11140	Becky Martin	25,041



Best Selling Items (Top 10)

Ranking based on Sales

Rank	NewProduct ID	Sales
1	TEC-CO-10004722-Ca...	39,899.89
2	TEC-PH-10004664-No...	21,416.26
3	FUR-CH-10002024-H...	20,889.20
4	OFF-BI-10003527-Fell...	20,844.24
5	OFF-BI-10000545-GB...	19,024.50
6	TEC-MA-10001127-H...	18,374.90
7	OFF-AP-10002330-Ha...	18,247.82
8	OFF-BI-10001359-GB...	18,029.50
9	FUR-CH-10000027-SA...	17,657.73
10	OFF-AP-10004512-Ho...	17,565.72



1 FILTERS

Clear

Period
 8/5/2011 9/30/2014

Customer Segment

Product Category

Subcategory
 All

Location Region
● Central ● East ● South ● West

State
 All

City
 All

Other

Ship Mode
 All

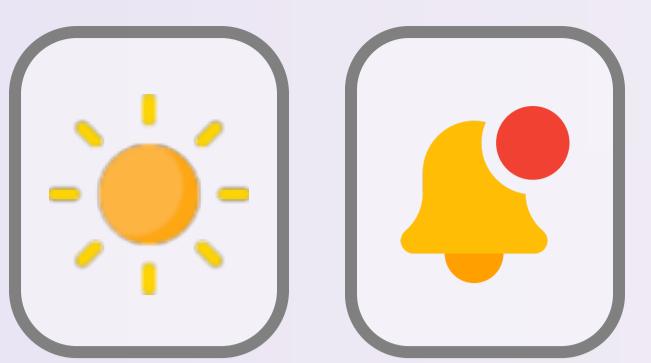


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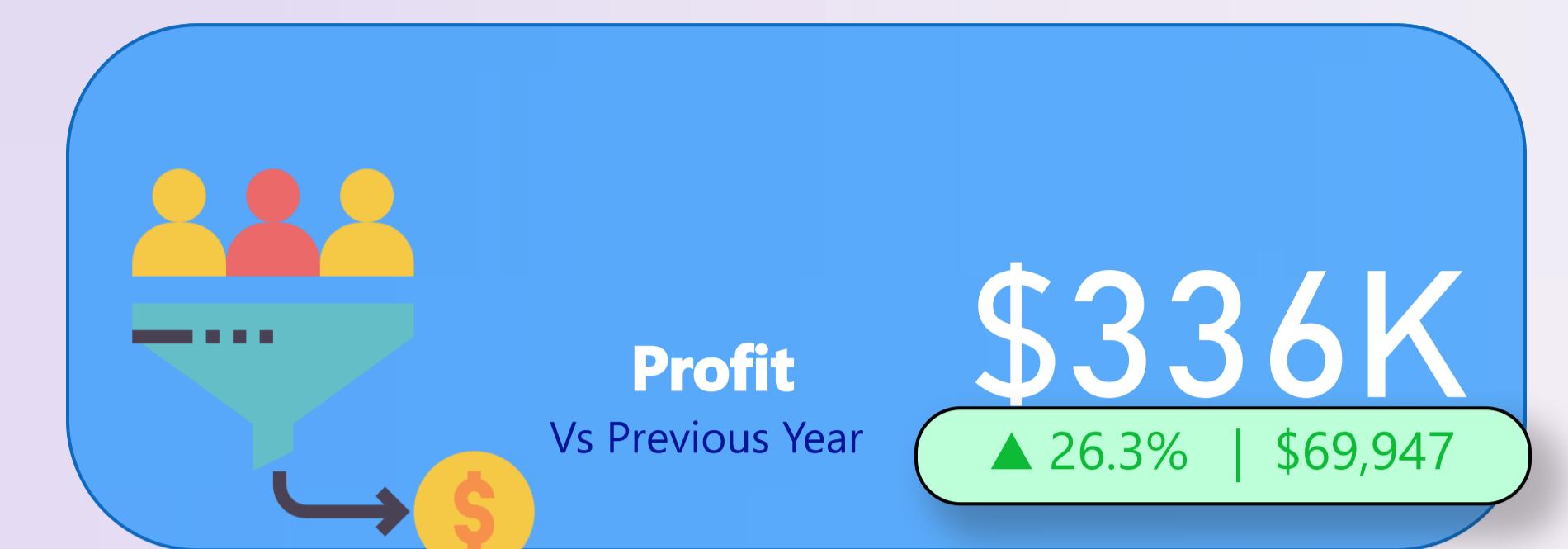
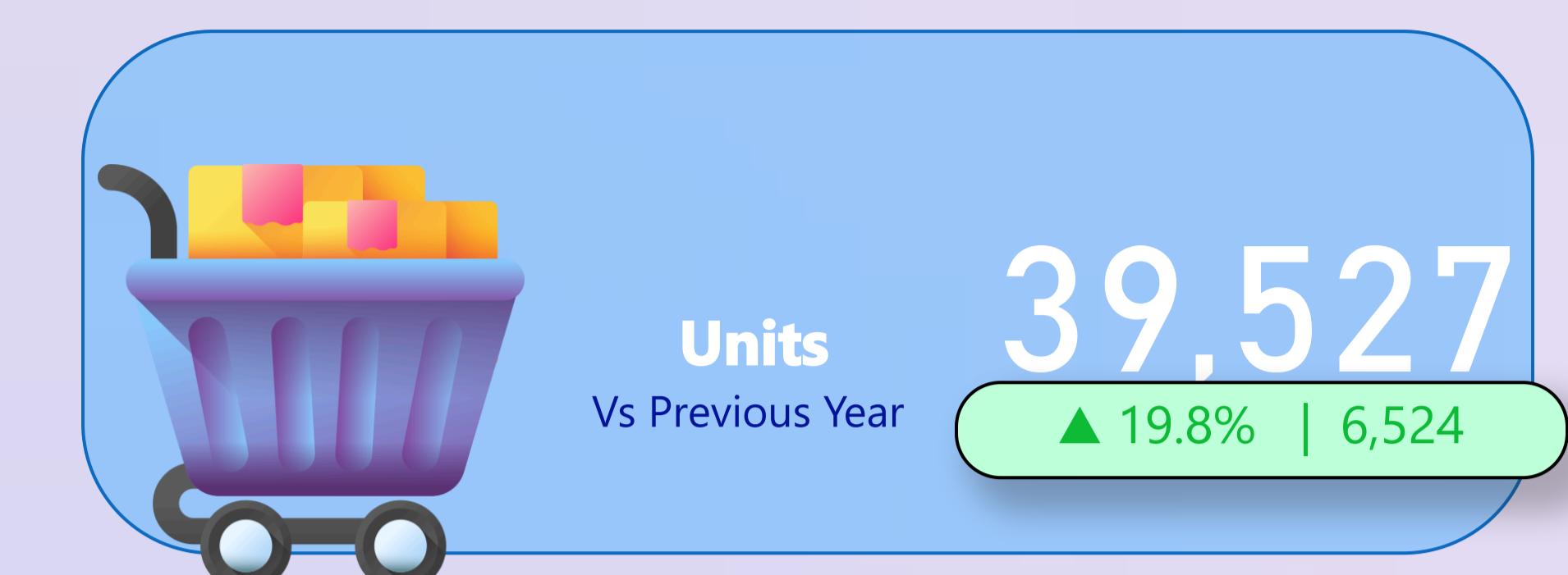
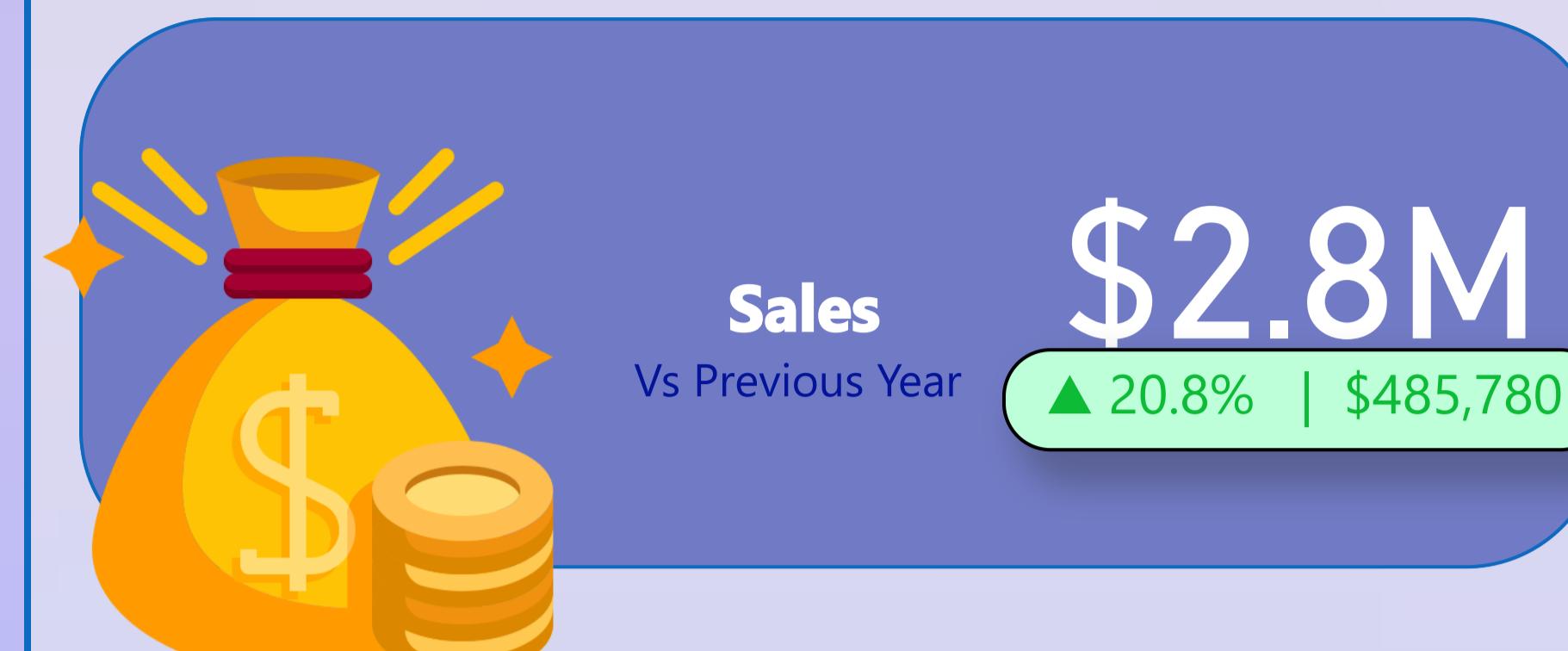
Customer Info

Product Info

Profile

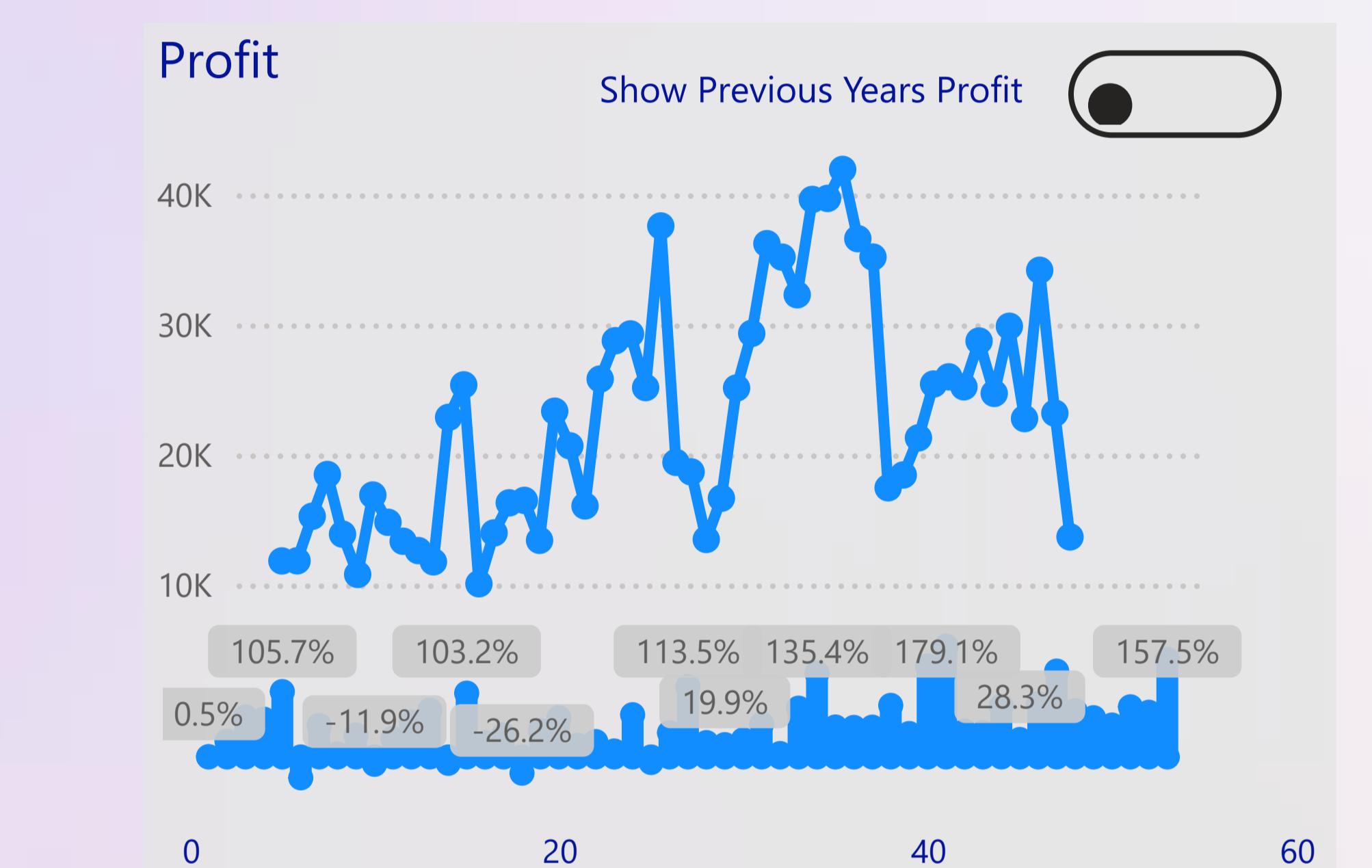
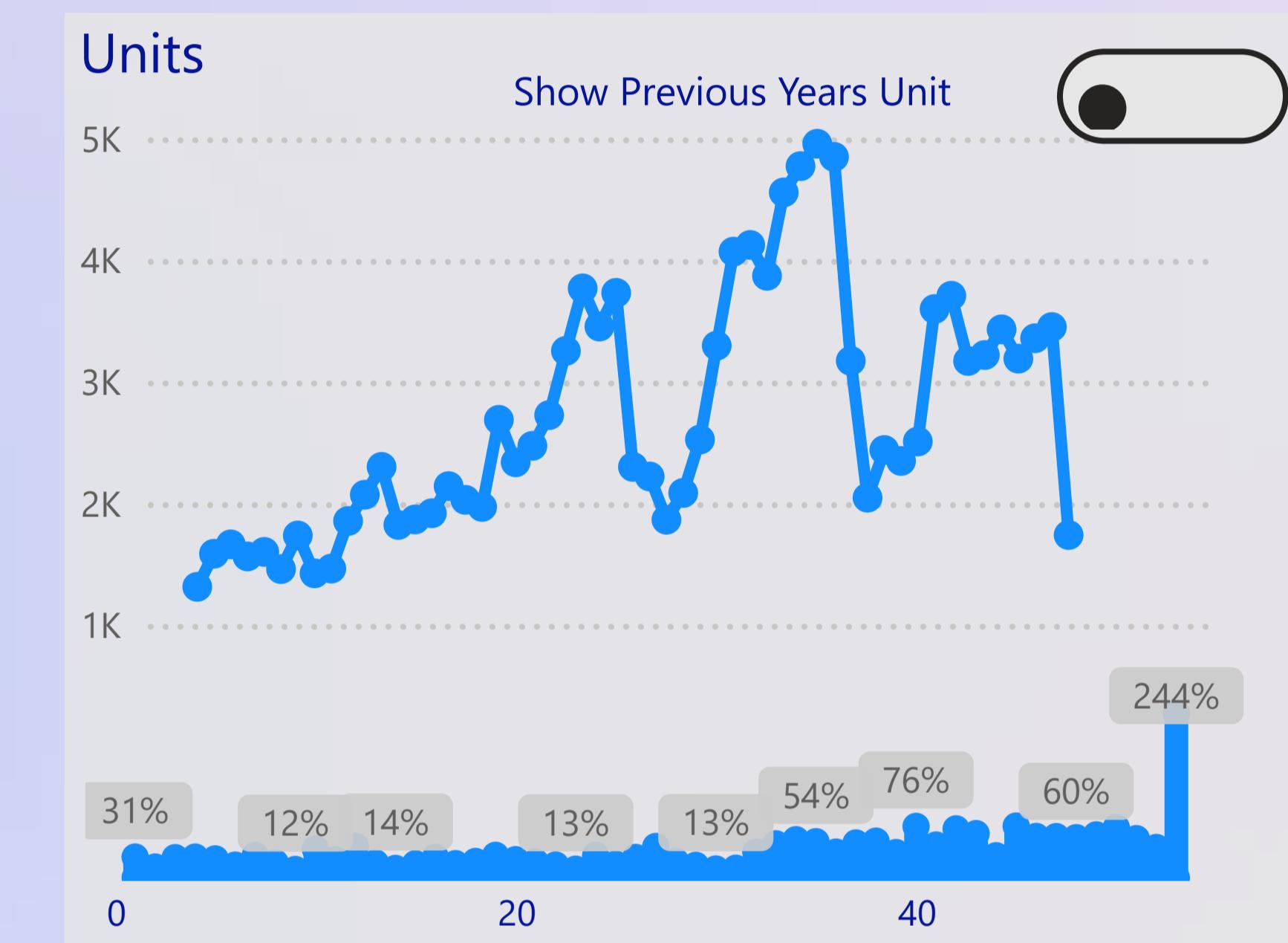
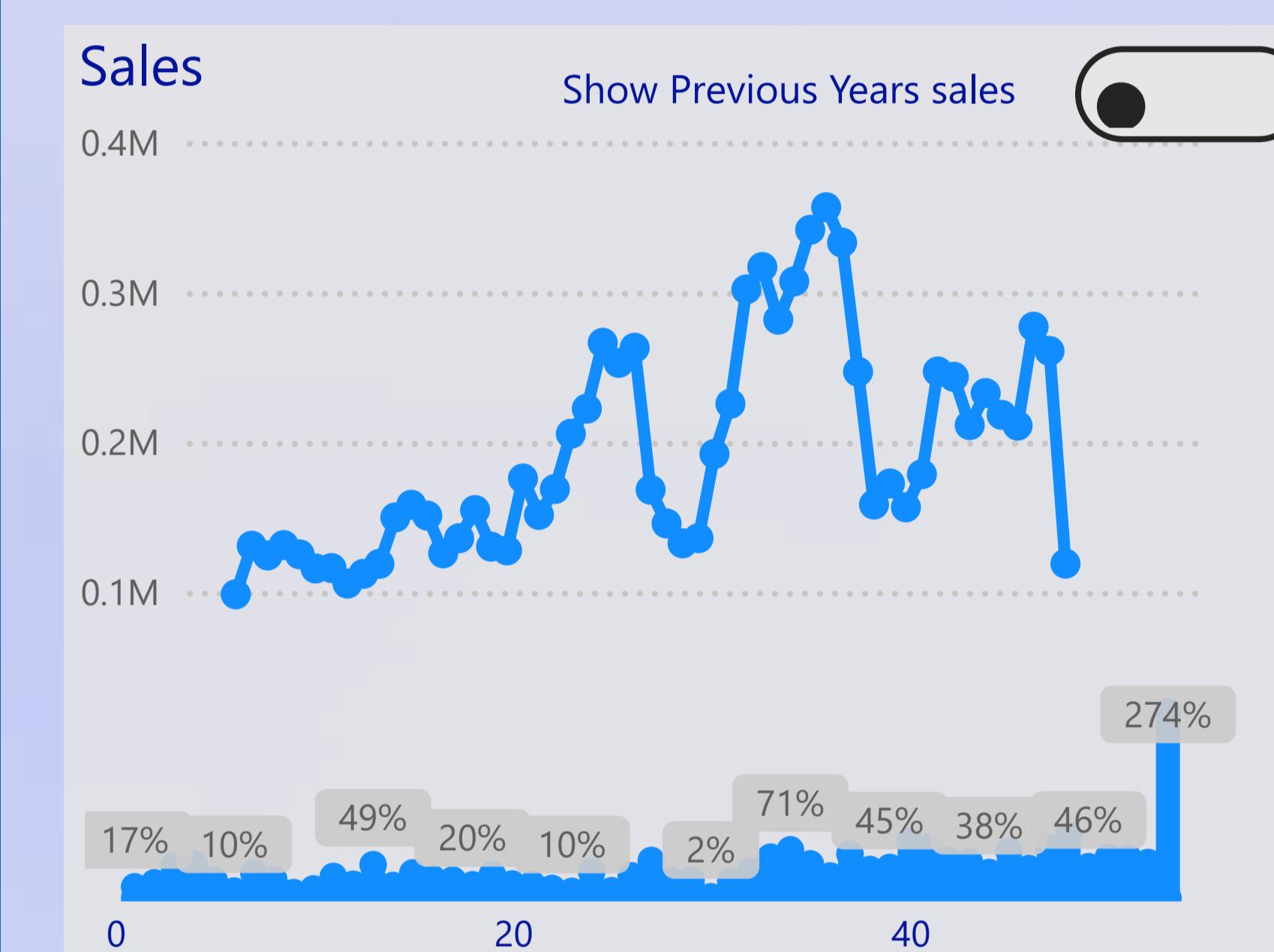
Help

Exit



Weekly Trends of Sales, Units, and Profits

With YOY Percentage Change



Select a Time Interval:

Week

Month

Quarter

Weekly Trend of Units

With Customer5 Segment Distribution

Select a measure:

Units

Select a Dimension:

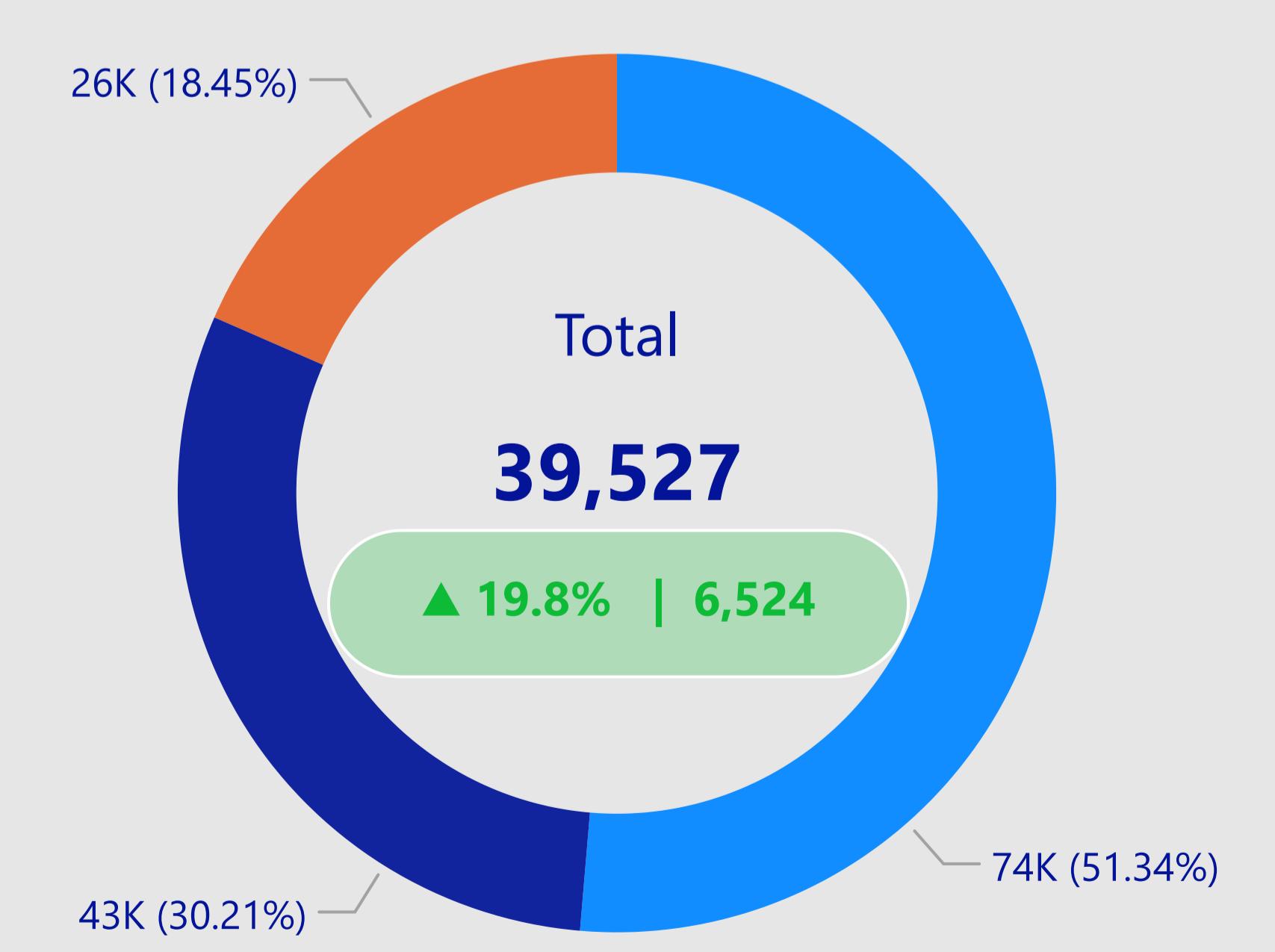
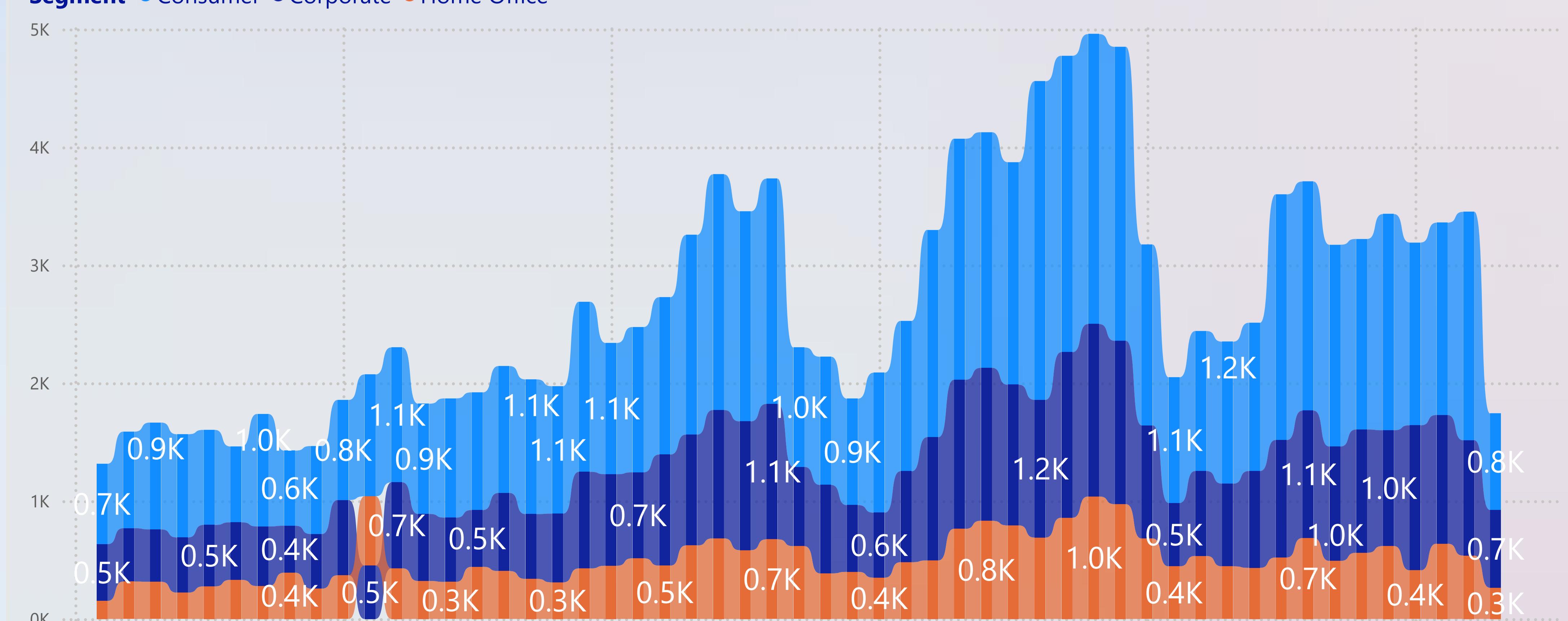
Segment

Category

Region

Ship Mode

Segment ● Consumer ● Corporate ● Home Office



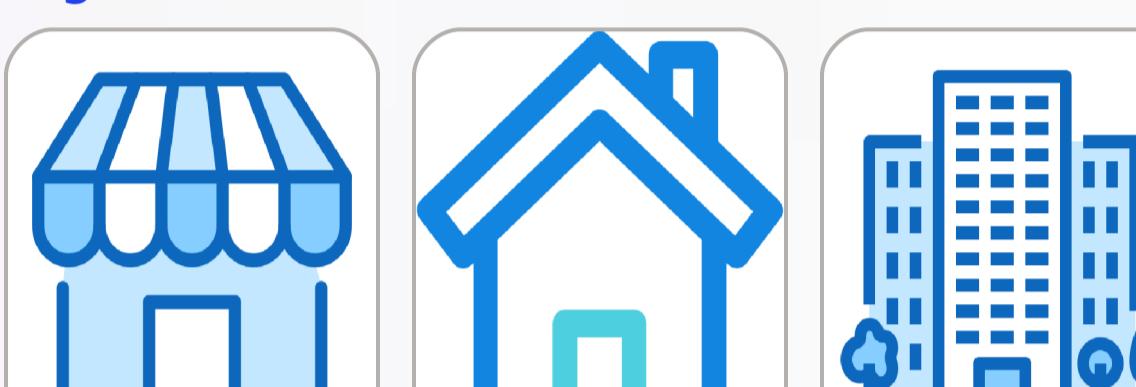
1 FILTERS

Clear

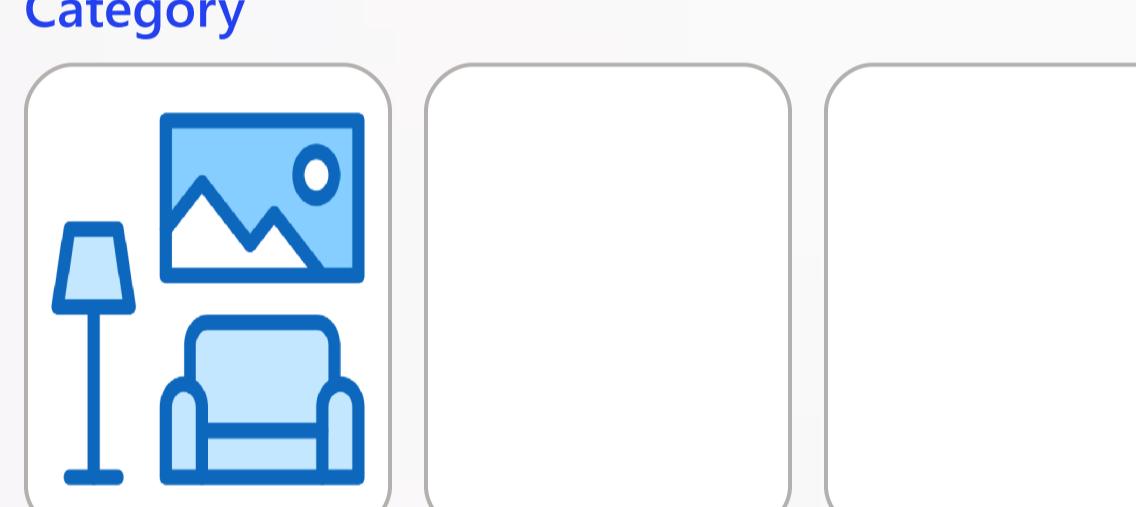
Period

8/5/2011 9/30/2014

Customer Segment



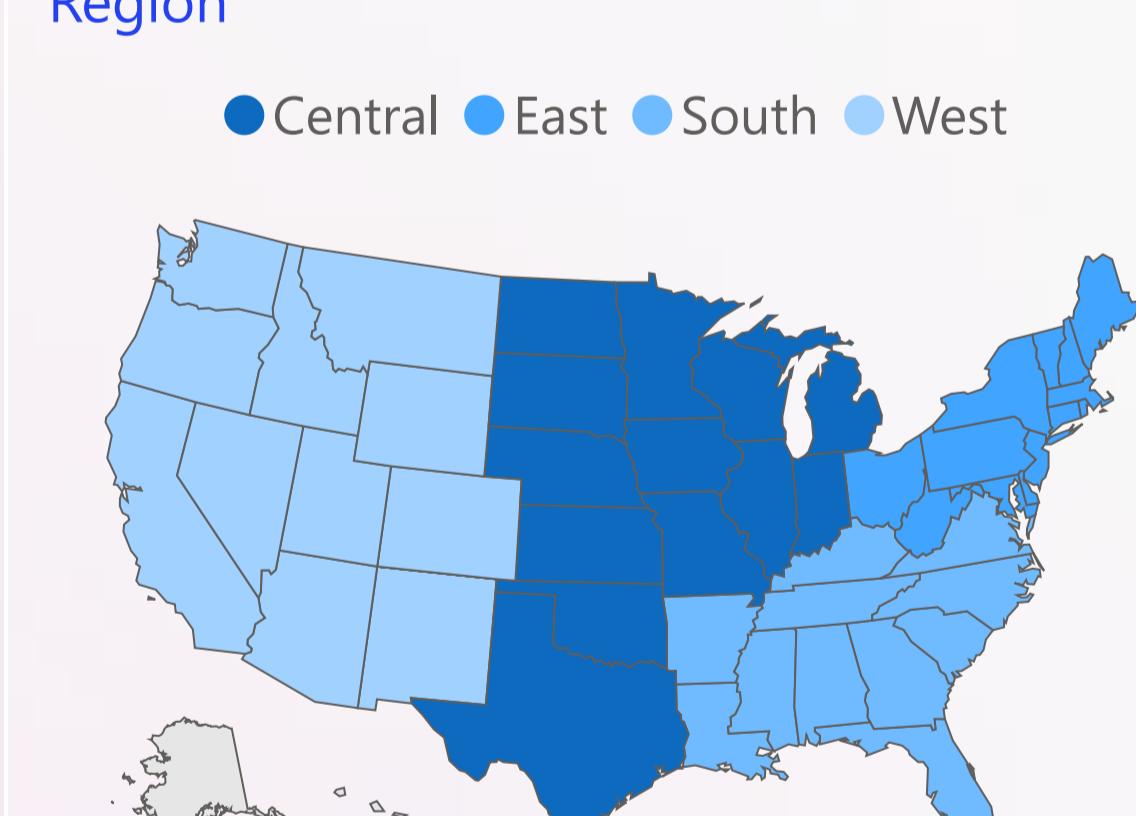
Product Category



Subcategory

All

Location Region



State

All

City

All

Other

Ship Mode All



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Last Updated: December 31, 2023



Overview



Reports



Periodic Trends



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Information



Customer Info



Product Info

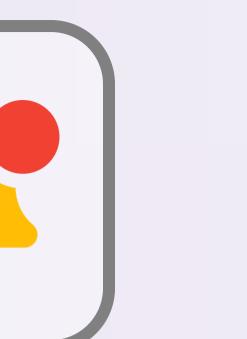
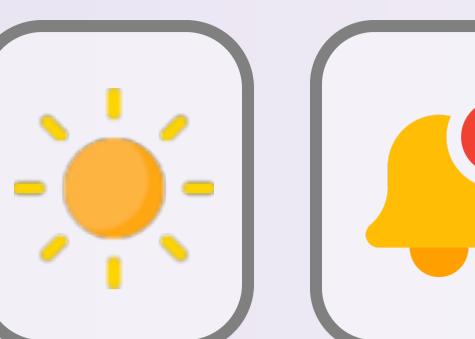
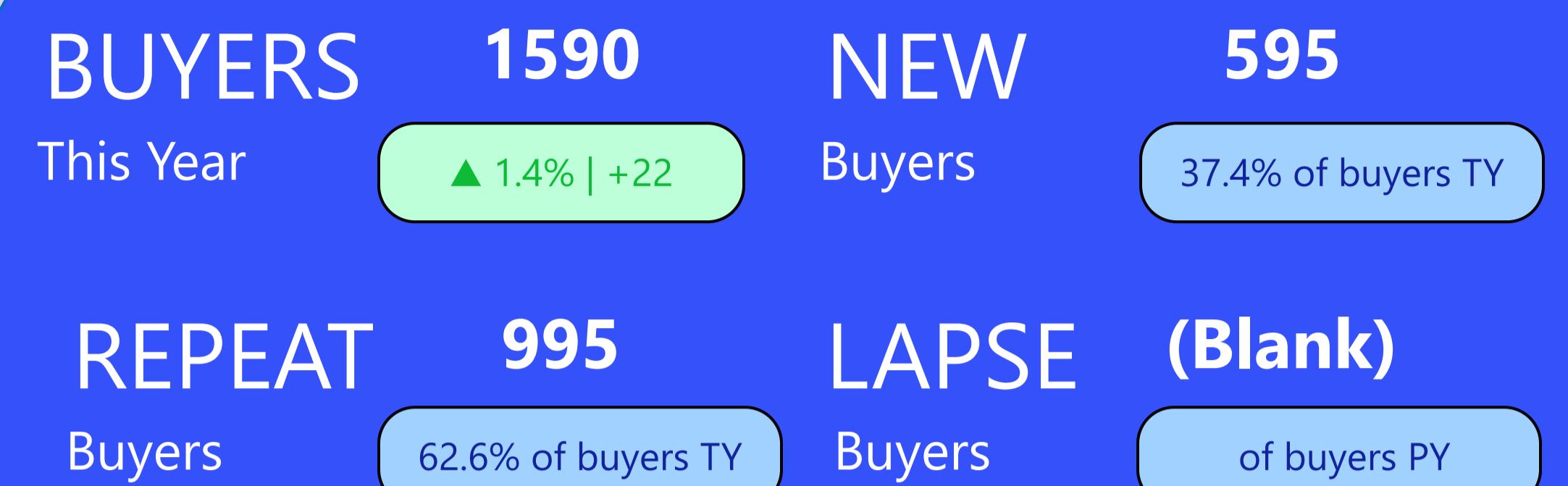
Profile

Help

Exit

Sales Dashboard/ Reports / Customer Insights

Thursday, April 17, 2025

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Top 15 Customers

ranking based on Units Metric

Top N:

15

Metric:

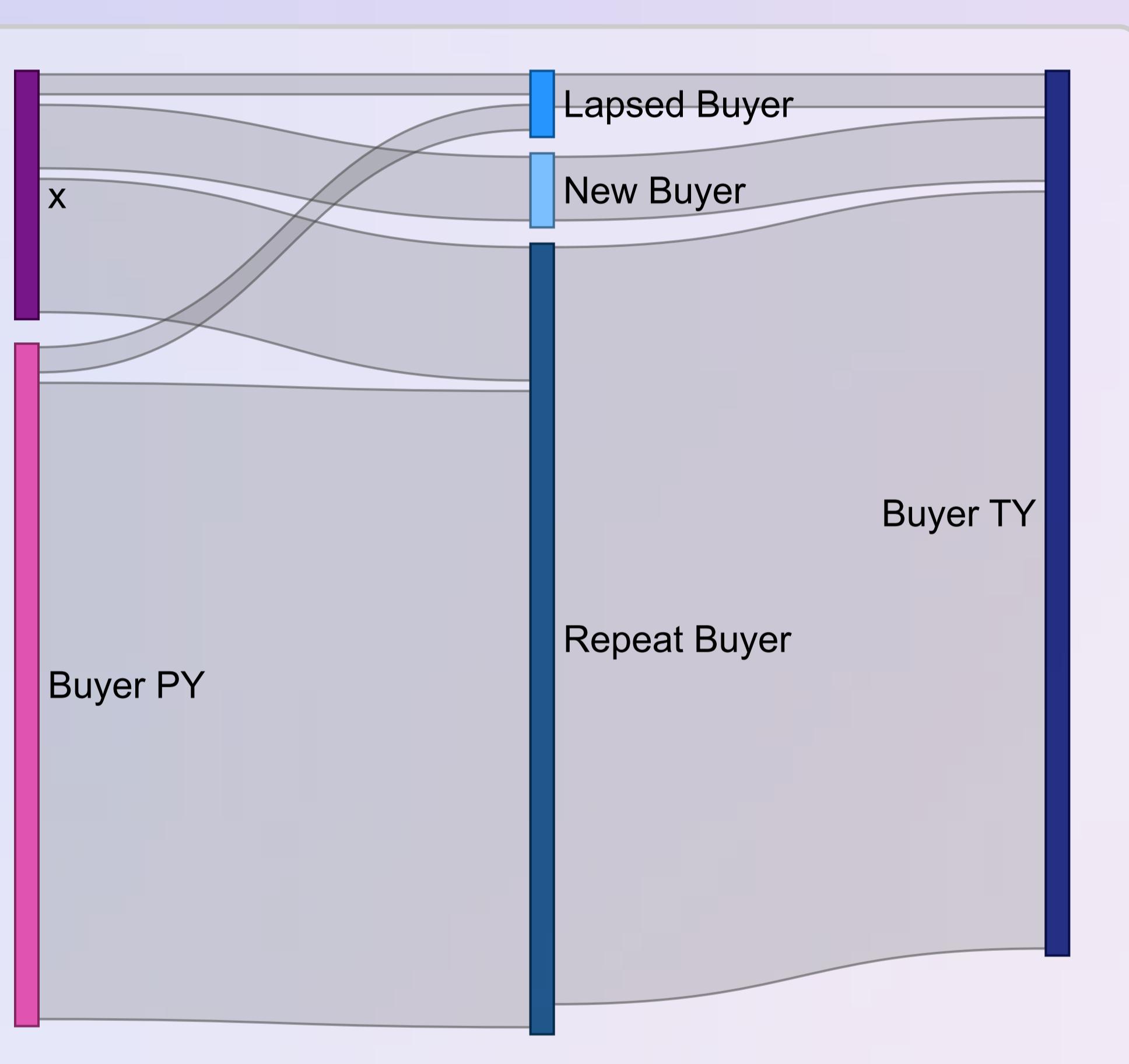
Units

Rank	Customer ID	Units
1	BE-11335	321
2	JG-15805	310
3	EM-13960	292
4	ZC-21910	288
5	GH-14425	279
6	JB-16000	278
6	SC-20725	278
7	BW-11110	272
7	JE-15715	272
8	JK-15730	269
9	SW-20755	267
10	AM-10705	266
10	SV-20365	266
11	JM-15865	264

SELECT A CUSTOMER →

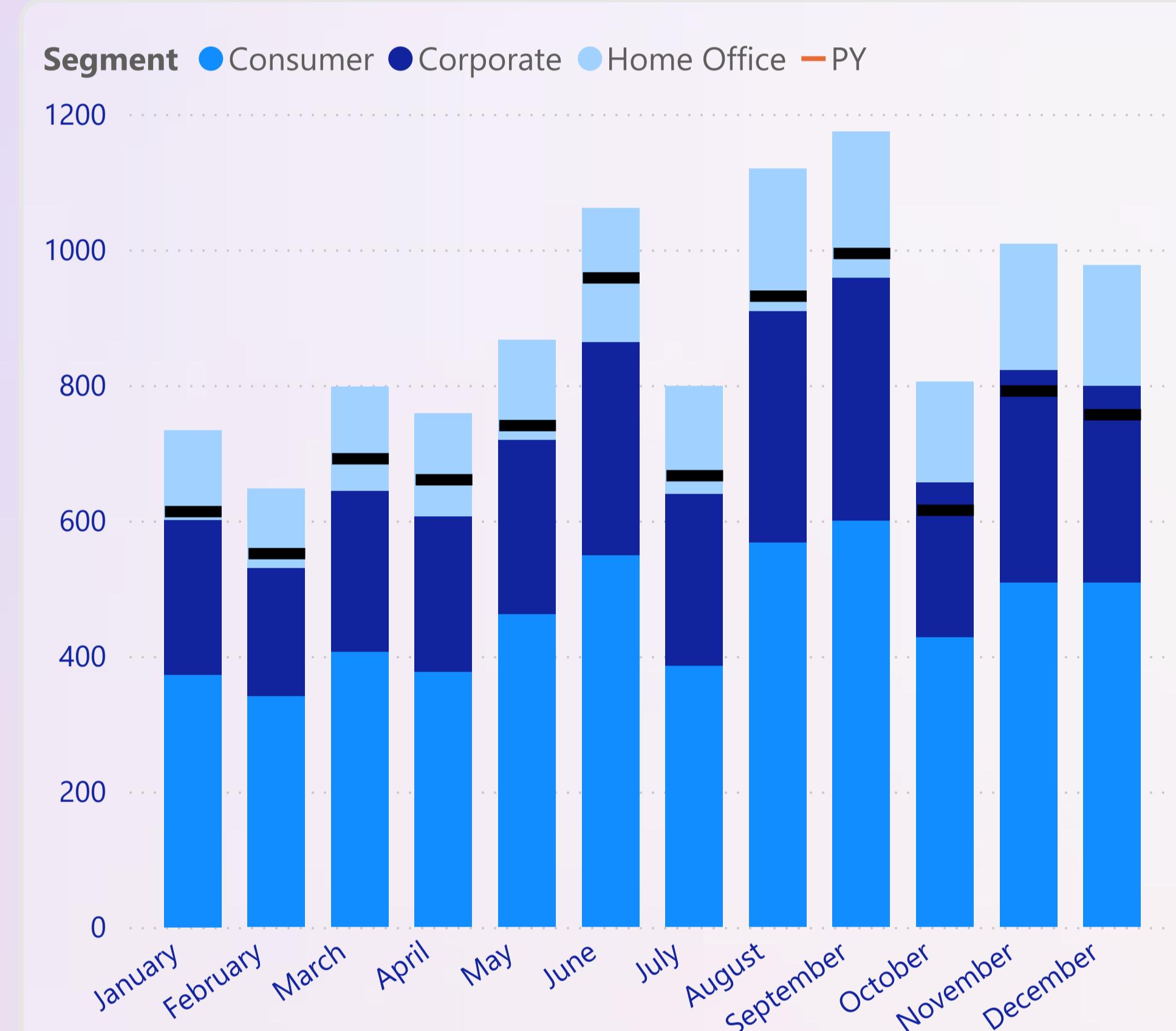
Customer Migration (YOY)

Lapse, New, and Repeat Buyers



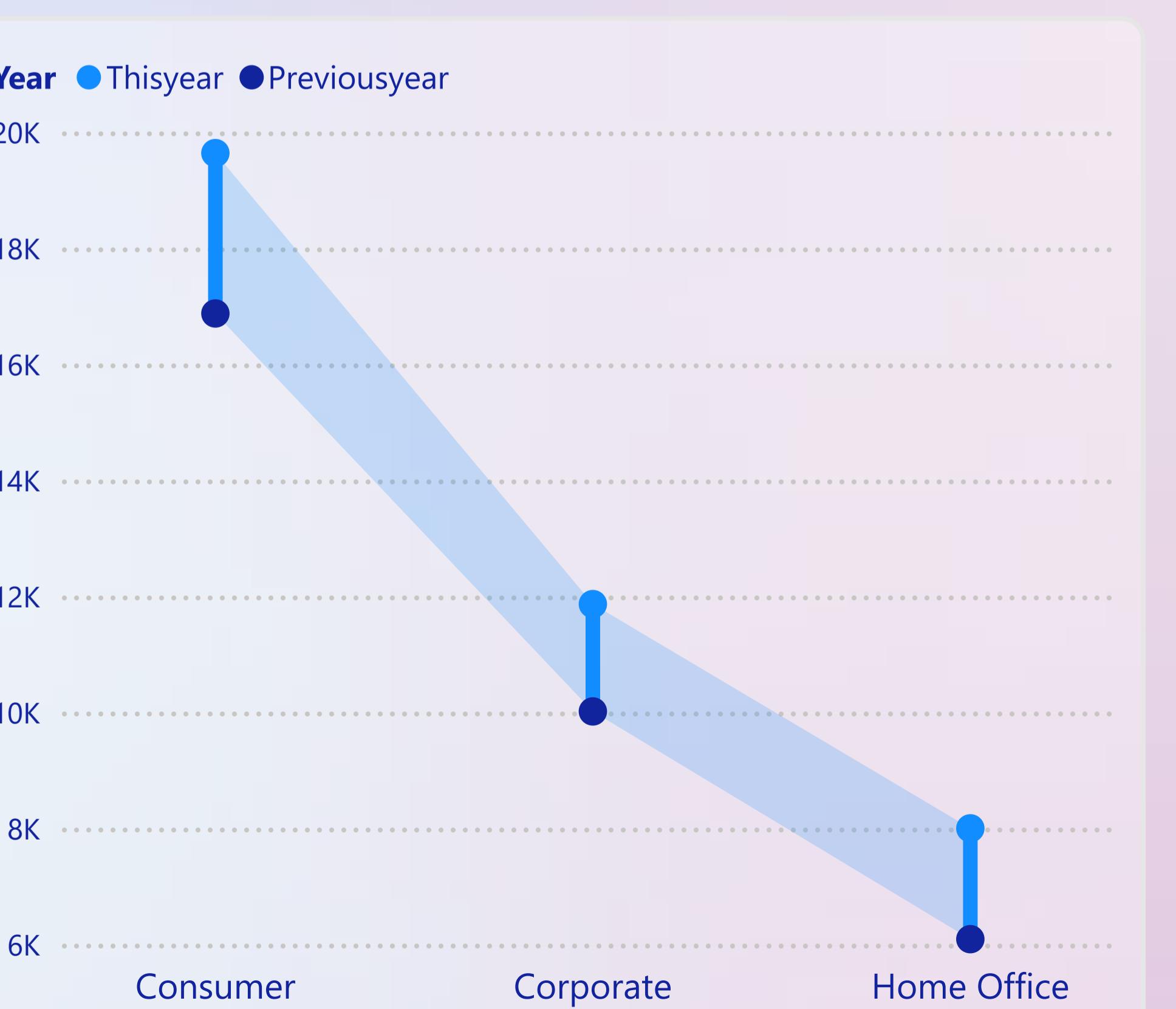
Customer Volume Trend

With Previous Year Comparison



Customer Segmentation

ranking based on Units With YOY Variance



Net Impact on Units

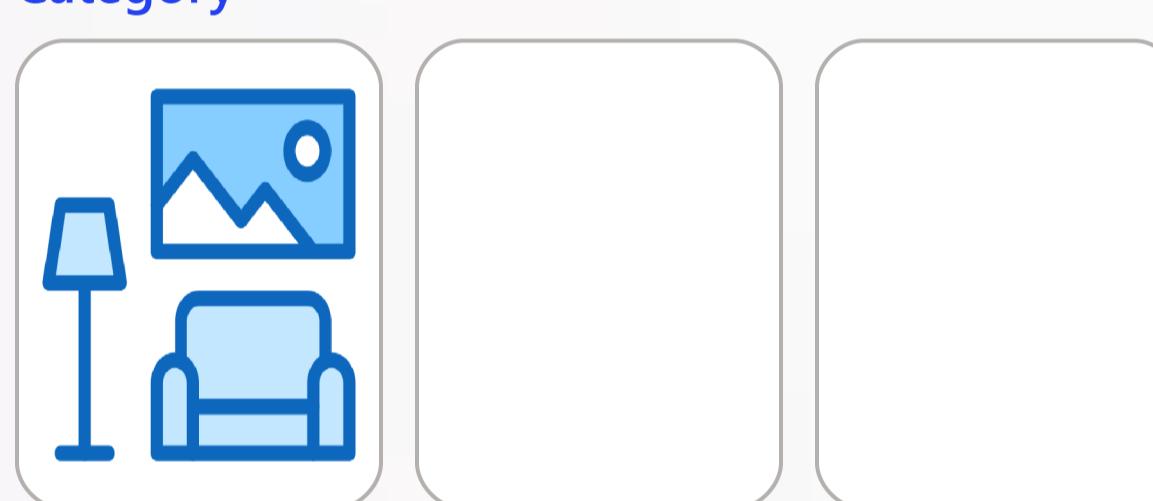
Of each Customer Segment



Customer Segment

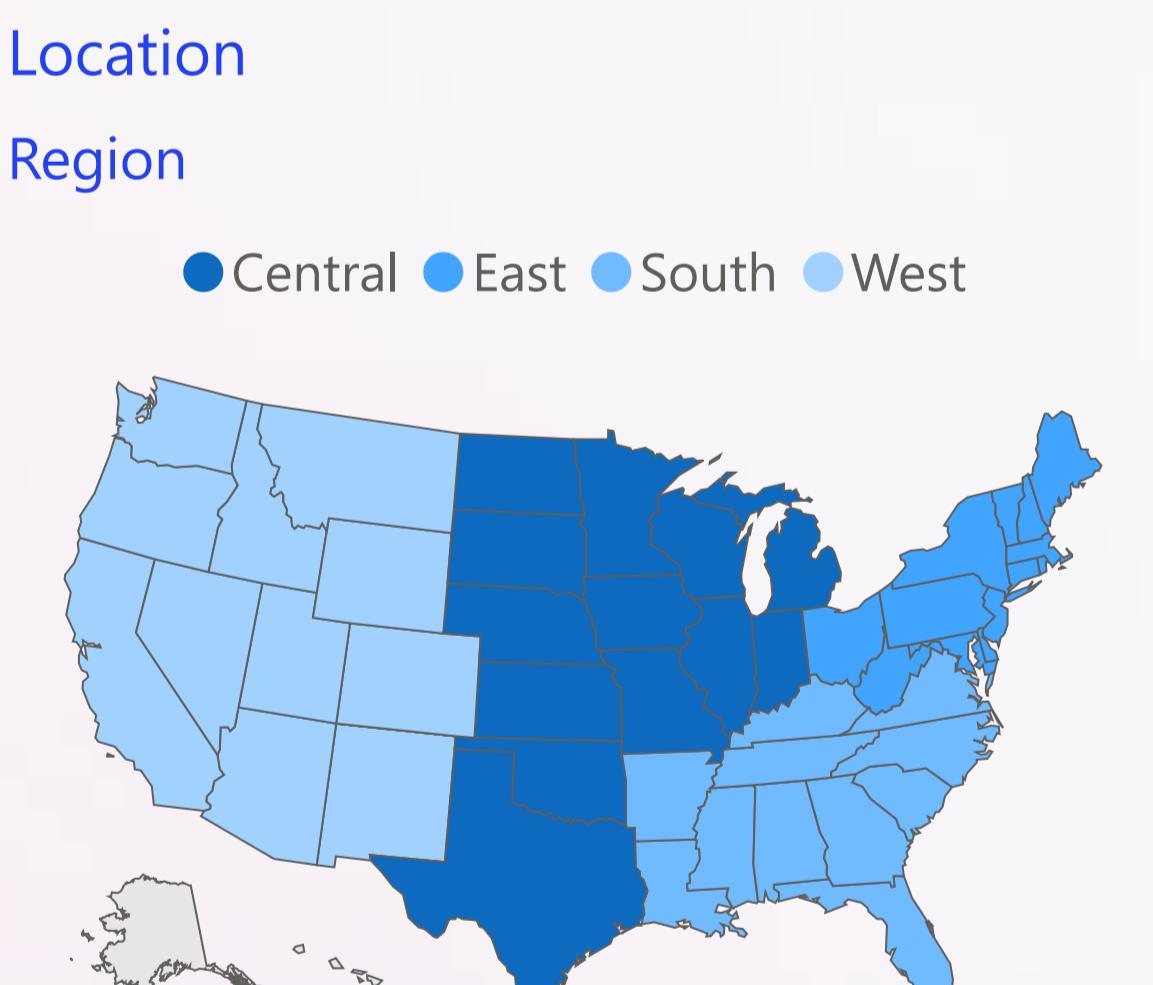


Product Category



Subcategory

All



State

All

City

All

Other

Ship Mode

All



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Overview



Reports



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Customer Insights



Product Performance



Regional Rankings



Data Analysis



Information



Customer Info



Product Info



Profile



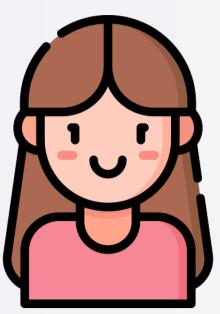
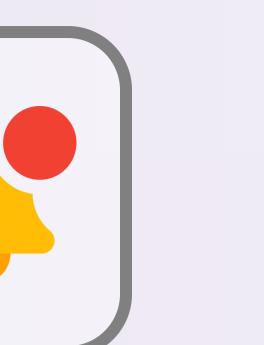
Help



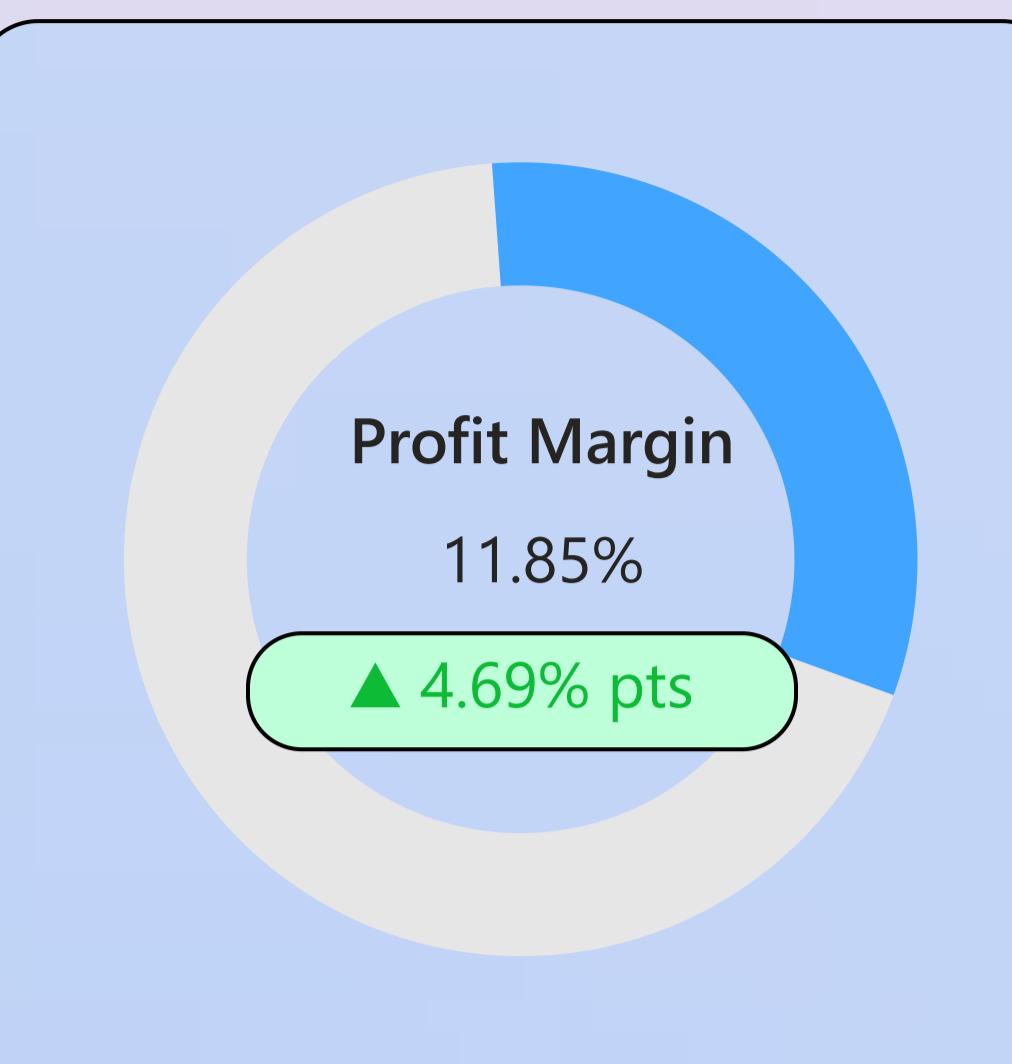
Exit

Sales Dashboard/ Reports / Product Performance

Thursday, April 17, 2025

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OFF-AR-10003651--Sanford
Pencil Sharpener, Easy-Erase
(Office Supplies) (Art)



Profit (VS PY)

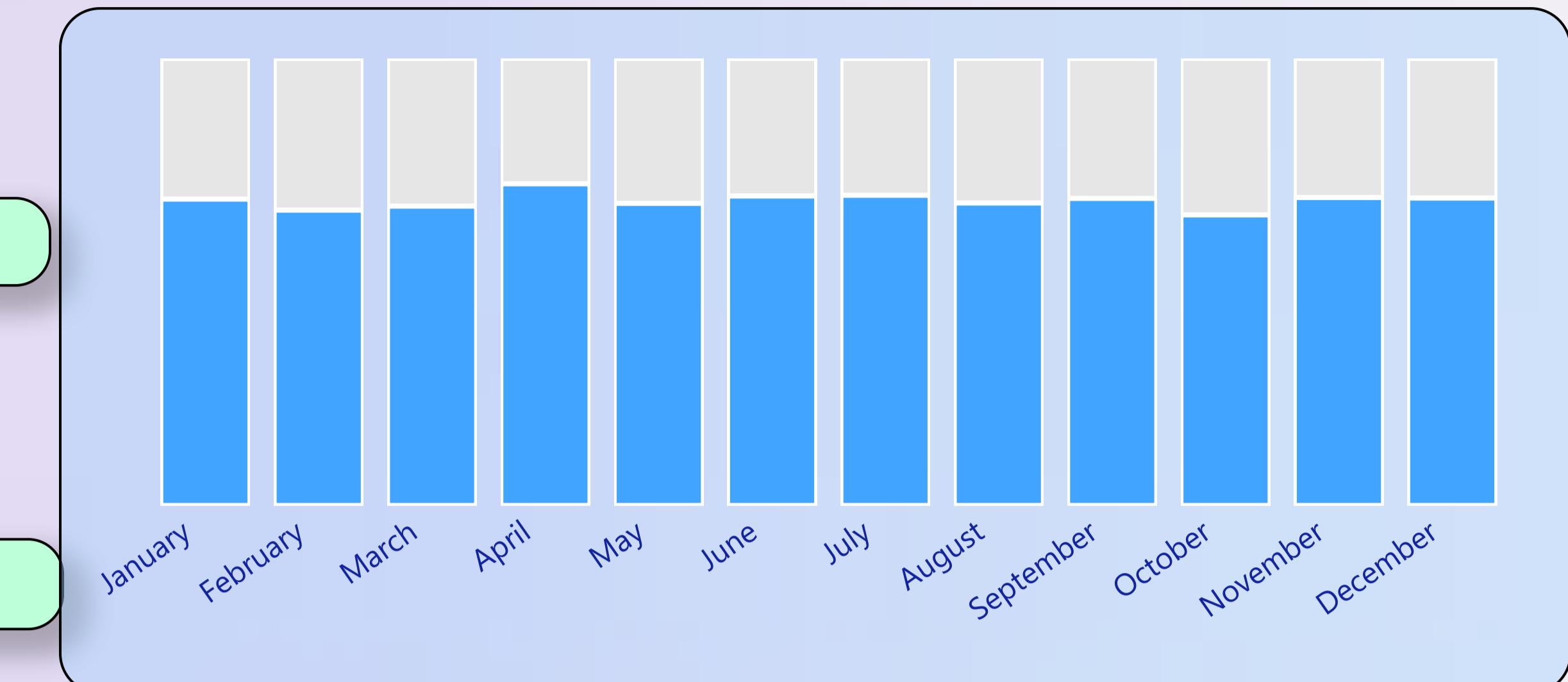
\$336K

▲ 26.3% | \$69,947

COGS (VS PY)

736K

▲ 23.7% | \$141,323



Top 15 Products

ranking based on Units Metric

Top N: 15 ▾ Metric: Units ▾

Rank	NewProduct ID	Units
1	OFF-AR-10003651...	89
2	OFF-BI-10000341...	75
3	OFF-ST-10004377...	74
4	OFF-AR-10004825...	72
5	OFF-AR-10002805...	71
6	OFF-ST-10002506...	70
7	OFF-ST-10001562...	68
8	FUR-CH-10003706...	67
8	OFF-AR-10000110...	67
8	OFF-AR-10003066...	67
8	OFF-BI-10001808...	67
9	OFF-AR-10001228...	65
9	OFF-AR-10001777...	65
9	OFF-BI-10001723...	65

SELECT A Product ➔

Product Category Ranking

ranking based on Units Metric

Category

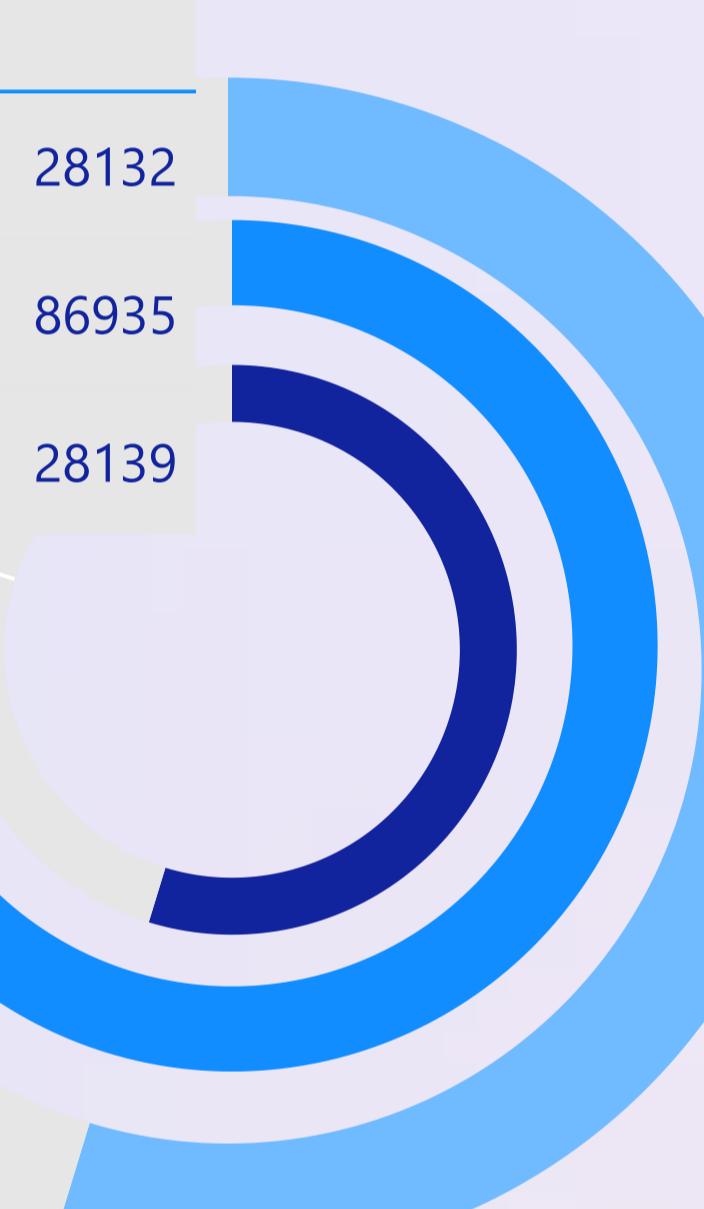
Units

Furniture

86935

Technology

28139



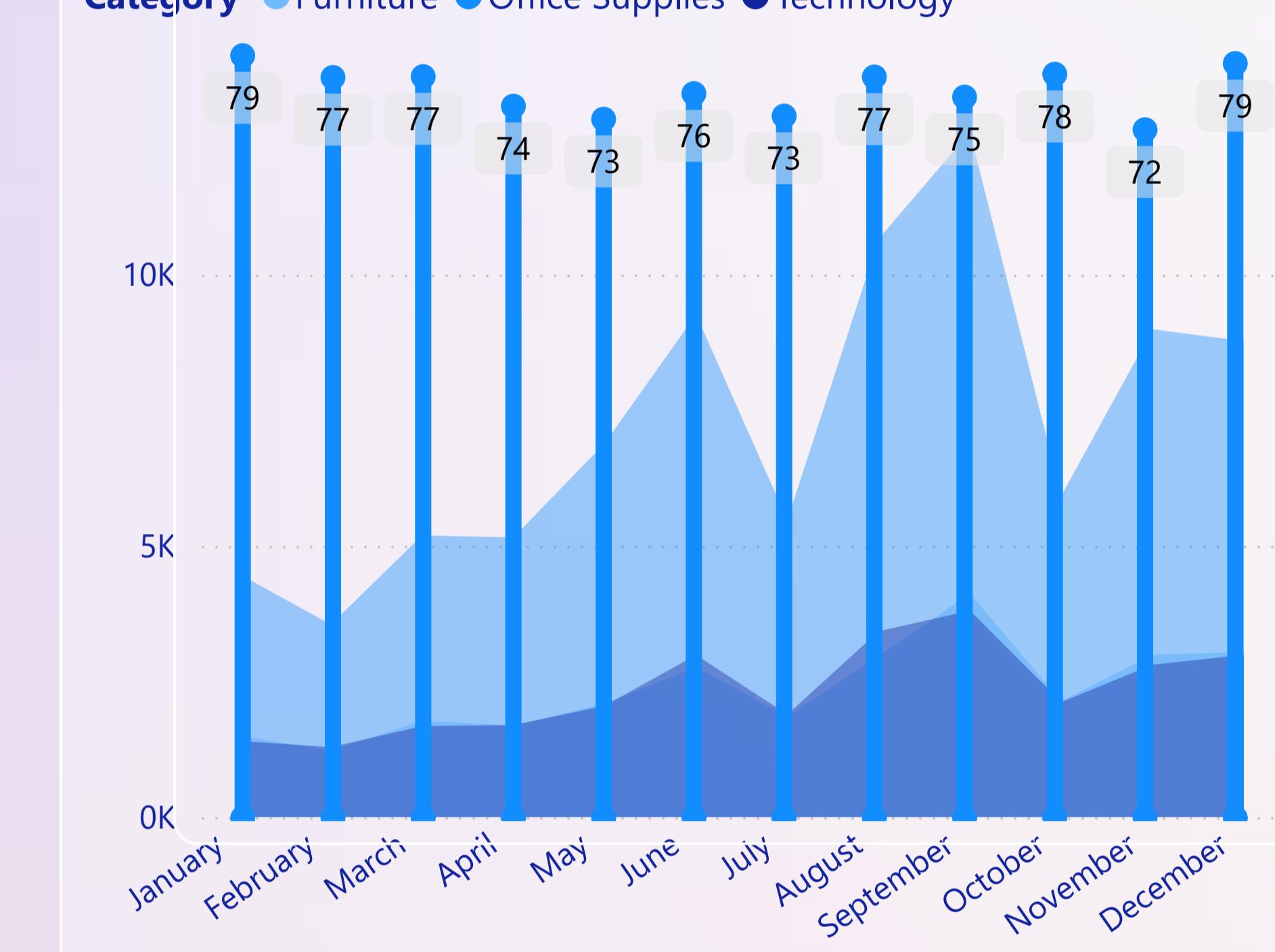
Category Furniture Office Supplies Technology

Binders	17.3K
Storage	13.7K
Art	12.9K
Paper	10.3K
Chairs	9.9K
Phones	9.4K
Furnishings	9.1K
Accessories	8.9K
Labels	7.5K
Supplies	6.9K
Envelopes	6.8K
Bookcases	6.8K
Fasteners	6.7K
Copiers	6.0K
Appliances	4.8K
Machines	3.8K
Tables	2.4K

Product Demand and Pricing

Units sold VS price movement over year

Category Furniture Office Supplies Technology



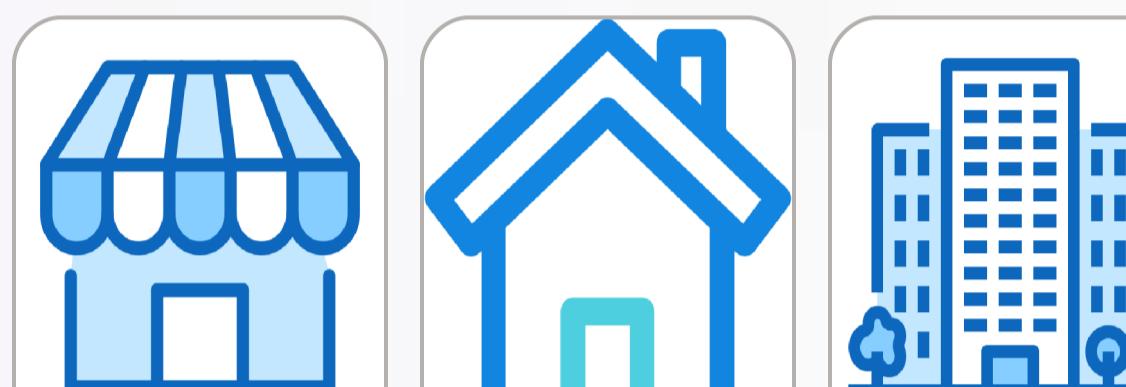
Price Sensitivity on Items

How does product demand responded to price change?

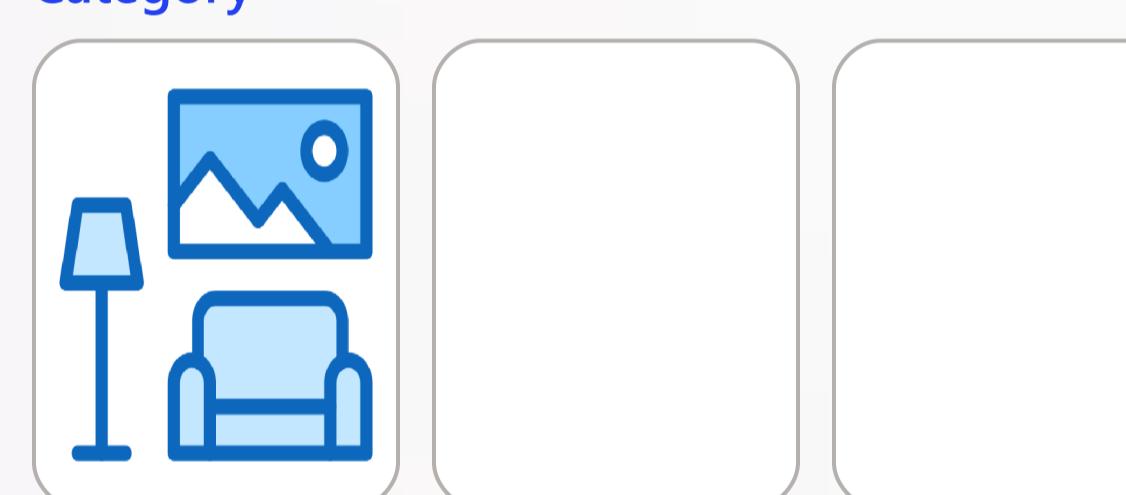
Category Furniture Office Supplies Technology



Customer Segment

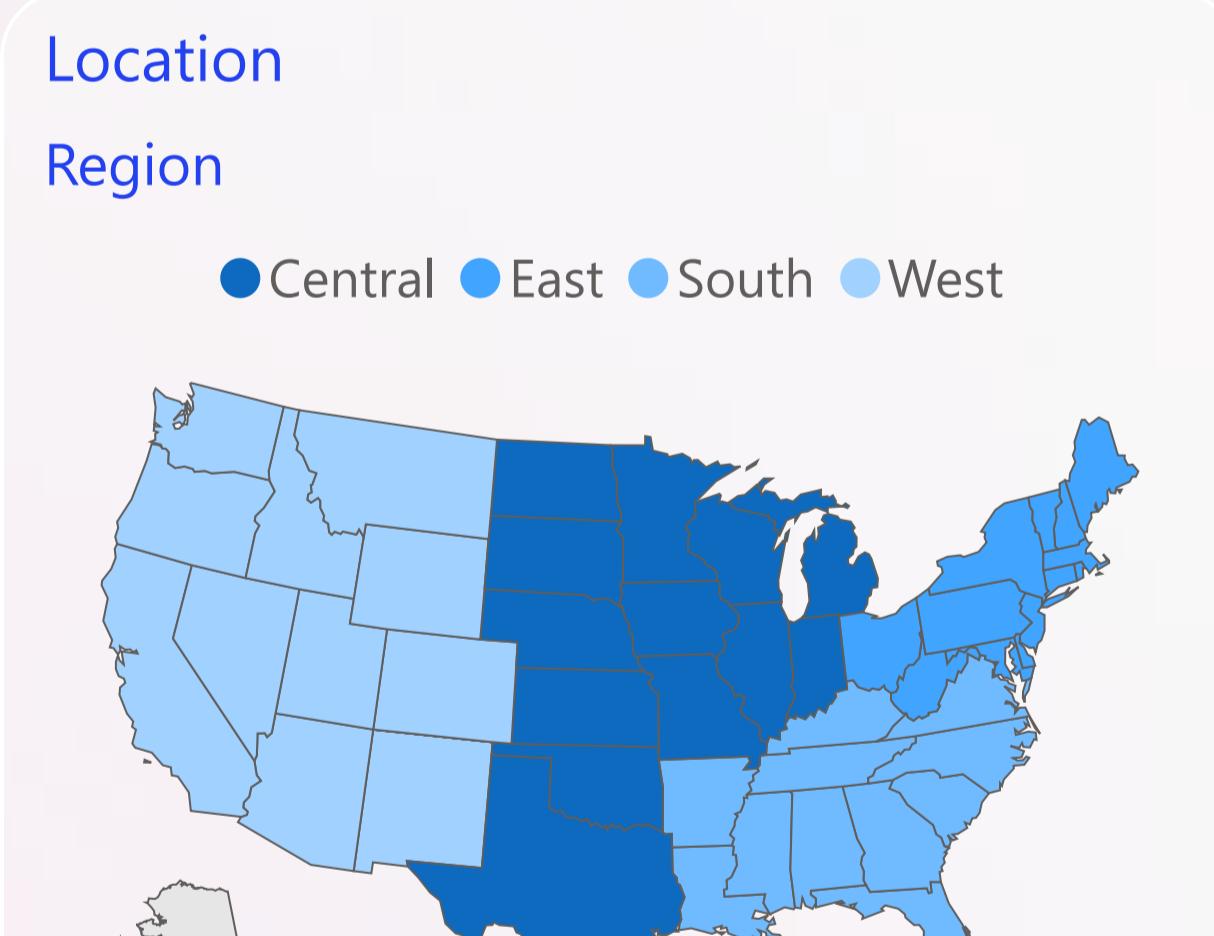


Product Category



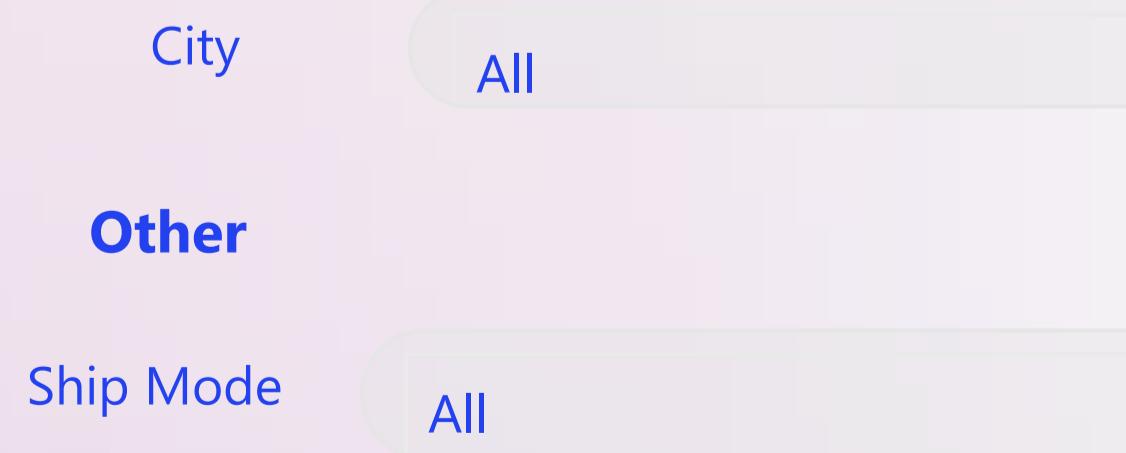
Subcategory

All



Location Region

Central East South West



State

All

City

All

Other

Ship Mode

All

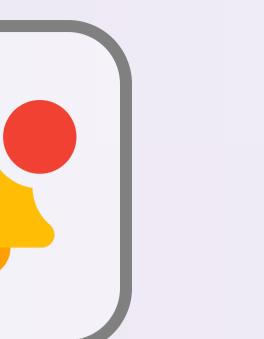
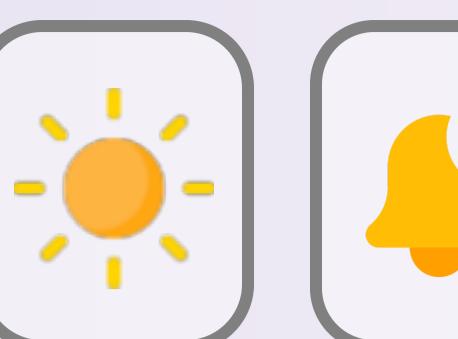


SuperStore

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Sales Dashboard/ Reports / Regional Ranking

Thursday, April 17, 2025



Rana Ahmed Abd Elhalim
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Select a metric:

Sales

Units

Profits

Orders

Customers

COGS

UnitPrice

Delivery

Margin

2 FILTERS

Clear



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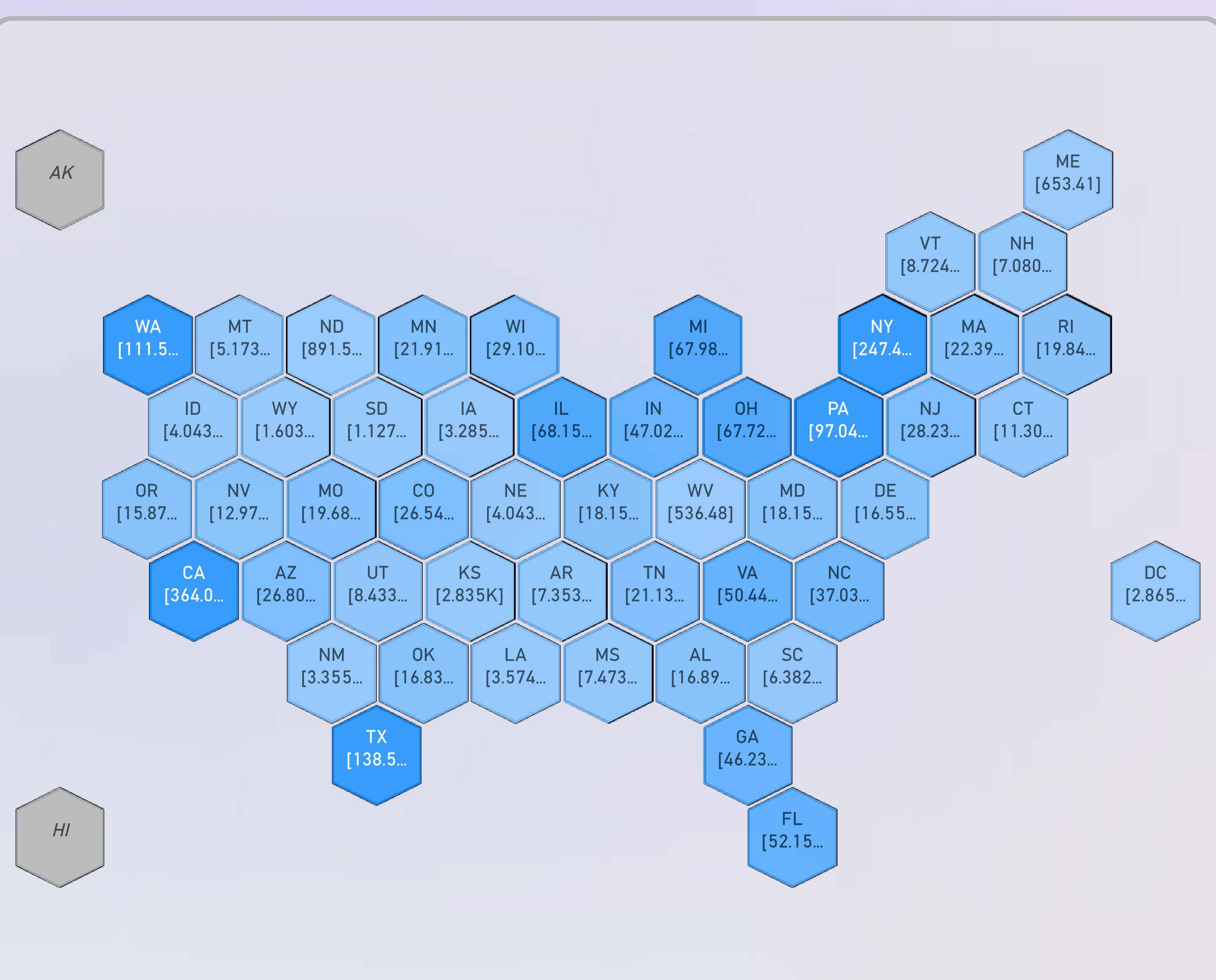
Customer Info

Product Info

Profile

Help

Exit



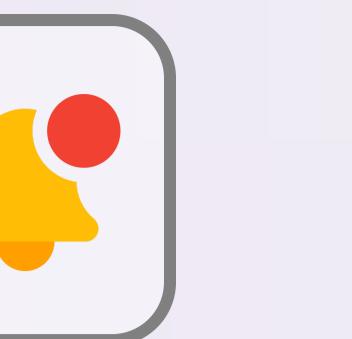
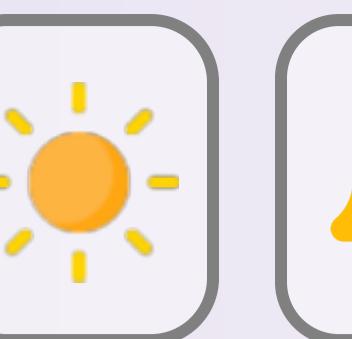


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Sales Dashboard/ Reports / Data Analysis

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2
FILTERS

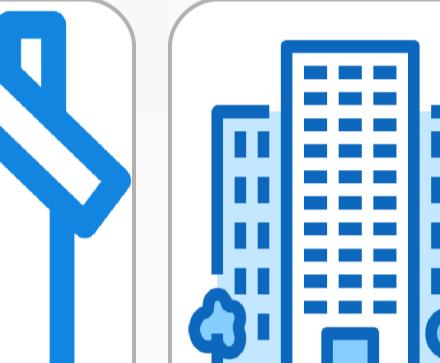
Clear

Period

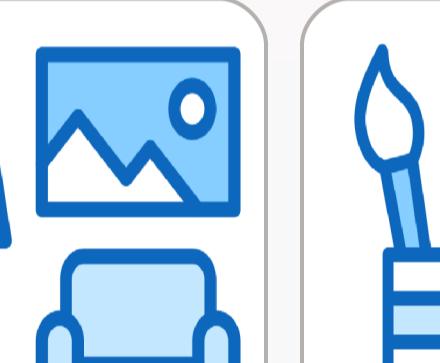
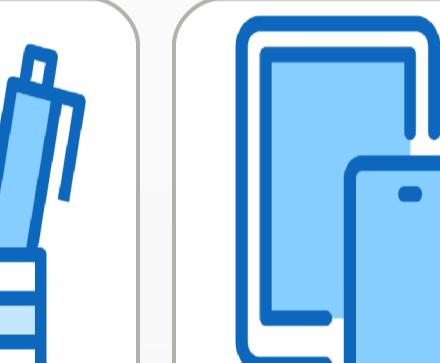
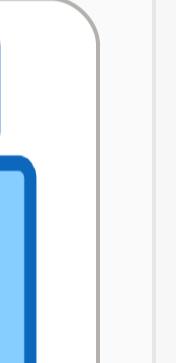
8/5/2011 9/30/2014



Customer Segment

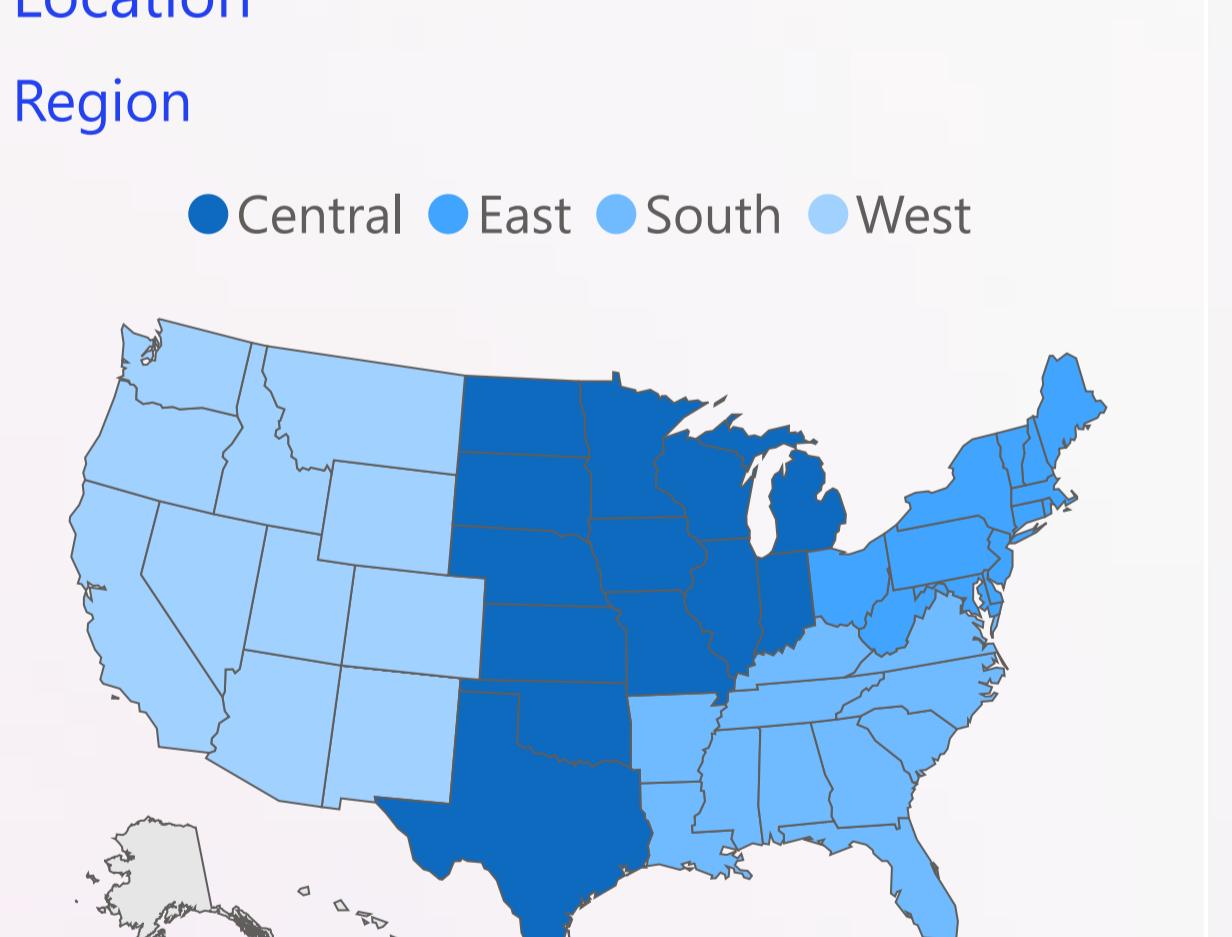




Product Category

All

Subcategory



All

All

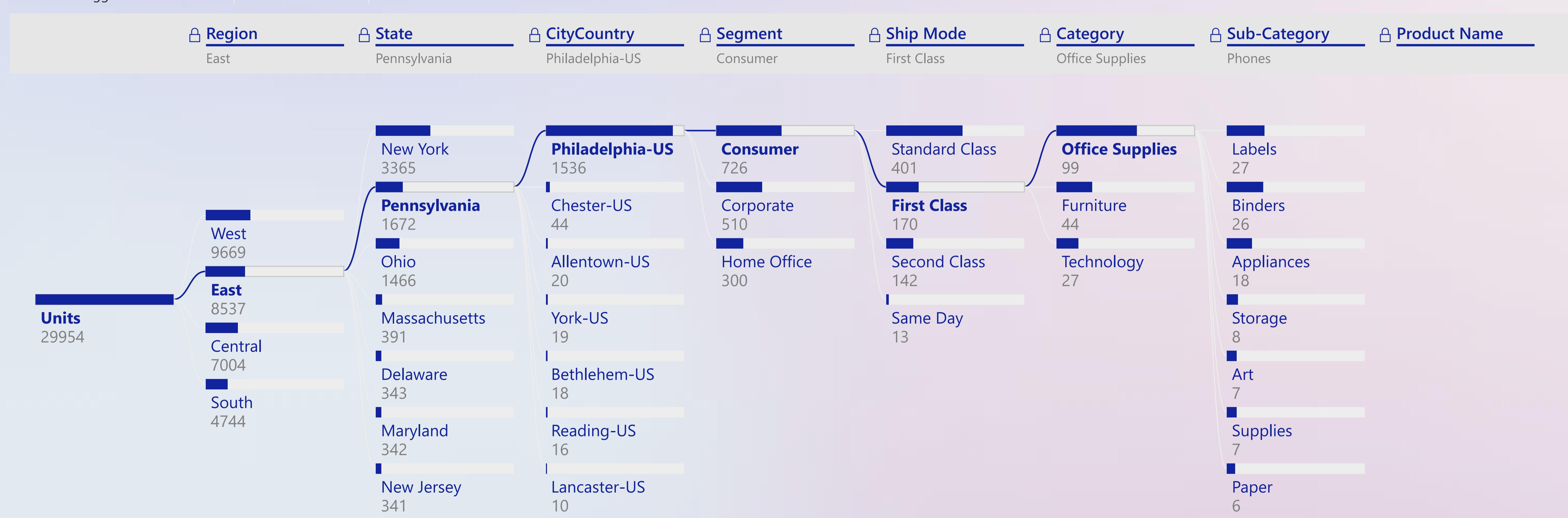
All

All

All

Decomposition Tree

What is the biggest Contributor to Units



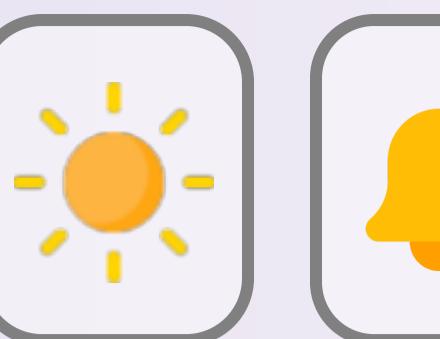


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Sales Dashboard/ Information / Customer Info

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.comCustomer ID: CC-12370
Segment: Consumer
Type: Repeat Buyer

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Product Info

Christopher Conant

Search Customer

All

26

Orders

▲ 44.4% | 8

Vs Previous Year

\$26.5K

Sales

▲ 22.3% | \$ 4,826

Vs Previous Year

\$146.7

Avg Price

▼ -17.4% | \$ -30.96

Of item Purchased

189

Units

▲ 41.0% | 55

Vs Previous Year

\$3,727.1

Profit

▼ -6.7% | \$ -268.07

Vs Previous Year

3.71

Avg Time

▲ 1.1% | 0.04

Of order delivery

Transaction Record

Correct Order ID	Order Date	Ship Mode	DeliveryDays	NewProduct ID	Product Name	PricePerUnit	Quantity	Sales	Profit	ProfitMargin	CityCountry	Status
AT-2012-3385452	8/12/2012	Second Class	4	OFF-SU-10004691--...	Fiskars Scissors, Serrated	\$17.24	3	\$59.58	\$26.73	44.86%	Graz-AT	Styria
BD-2012-46952	7/7/2012	Second Class	5	FUR-CH-10000694--...	Novimex Steel Folding Chair, Red	\$76.02	1	\$82.23	\$18.09	22.00%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	OFF-AR-10004456--...	Binney & Smith Markers, Blue	\$21.82	6	\$144.54	\$18.72	12.95%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	OFF-SU-10000707--...	Stiletto Shears, Serrated	\$42.86	2	\$89.58	\$38.46	42.93%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	TEC-PH-10001725--...	Motorola Speaker Phone, Cordless	\$114.10	12	\$1,591.56	\$79.56	5.00%	Chittagong-BD	Chittagong
CL-2014-151470	4/21/2014	First Class	3	FUR-CH-10001634--...	Novimex Rocking Chair, Adjustable	\$66.46	9	\$803.52	\$80.28	9.99%	Copiapó-CL	Atacama
CN-2014-54148	4/22/2014	Standard Class	4	OFF-PA-10002921--...	Eaton Message Books, Multicolor	\$20.19	1	\$21.99	\$5.04	22.92%	Nanyang-CN	Henan
DE-2014-4064307	4/1/2014	Standard Class	5	TEC-MA-10000331--...	Okidata Printer, White	\$250.32	8	\$2,135.28	\$21.12	0.99%	Wilhelmshaven-DE	Lower Sa
ES-2011-3523269	12/24/2011	Standard Class	5	OFF-BI-10003763--I...	Ibico Index Tab, Economy	\$9.28	4	\$41.64	\$14.04	33.72%	Molina de Segura-ES	Murcia
ES-2012-1845274	6/20/2012	Standard Class	5	OFF-AR-10001462--...	Stanley Highlighters, Fluorescent	\$14.67	6	\$95.76	\$35.28	36.84%	Fuengirola-ES	Andalusia
FR-2014-1443883	4/25/2014	Second Class	3	OFF-PA-10004343--...	Enermax Memo Slips, Premium	\$12.50	4	\$62.64	\$1.20	1.92%	Trappes-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-AR-10002485--...	Boston Markers, Easy-Erase	\$25.54	3	\$79.92	\$7.11	8.90%	Aulnay-sous-Bois-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-PA-10003105--...	SanDisk Parchment Paper, Premium	\$15.02	1	\$16.71	\$3.15	18.85%	Aulnay-sous-Bois-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-ST-10002437--...	Eldon Trays, Blue	\$45.16	2	\$86.35	\$7.63	8.83%	Aulnay-sous-Bois-FR	Ile-de-Fra
GB-2013-2744518	11/20/2013	Same Day	0	FUR-FU-10004483--...	Deflect-O Light Bulb, Durable	\$13.48	1	\$11.21	\$3.20	28.57%	Carlisle-GB	England
GB-2013-3042991	3/20/2013	Second Class	3	OFF-AP-10002397--...	Breville Microwave, White	\$258.74	9	\$2,698.65	\$890.46	33.00%	Preston-GB	England

1 FILTERS

Clear

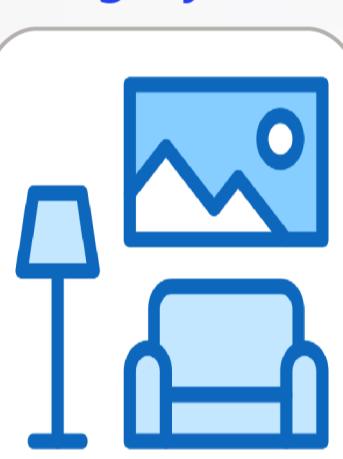
Period

8/5/2011 9/30/2014

Customer Segment



Product Category



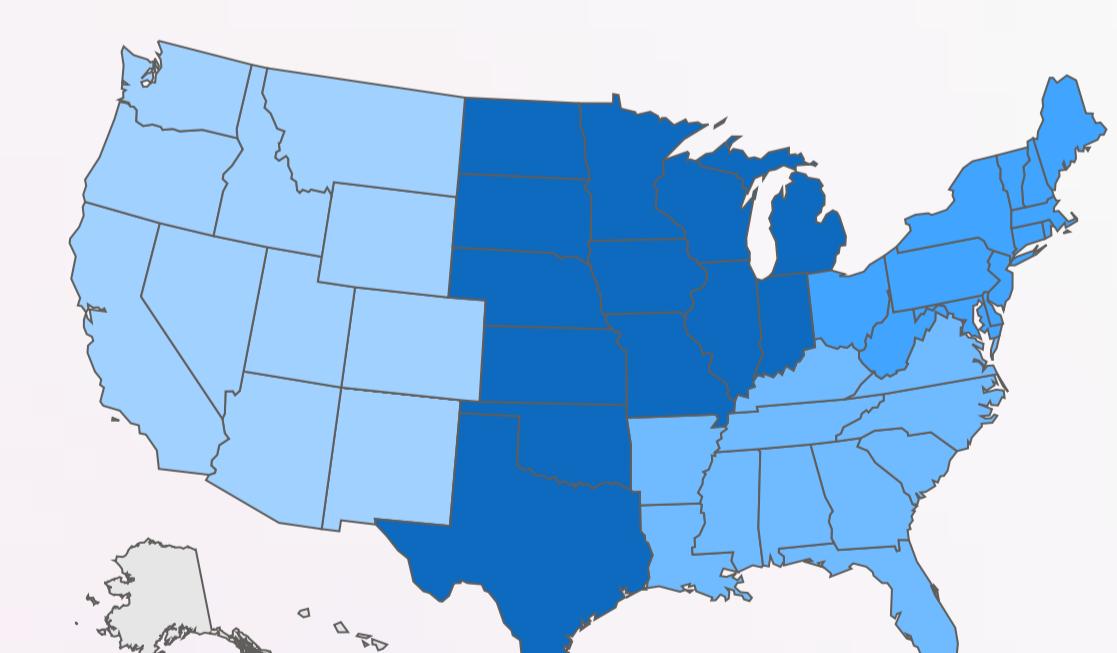
Subcategory

All

Location

Region

Central East South West



State

All

City

All

Other

Ship Mode

All



SuperStore

Last Updated: December 31, 2023



Overview



Reports



Customer Insights



Product Performance



Data Analysis



Information



Customer Info



Product Info



Profile

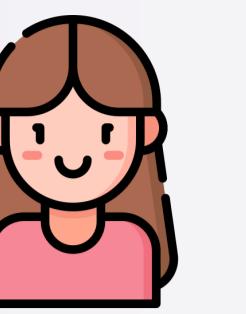


Help



Sales Dashboard/ Information / Product Info

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

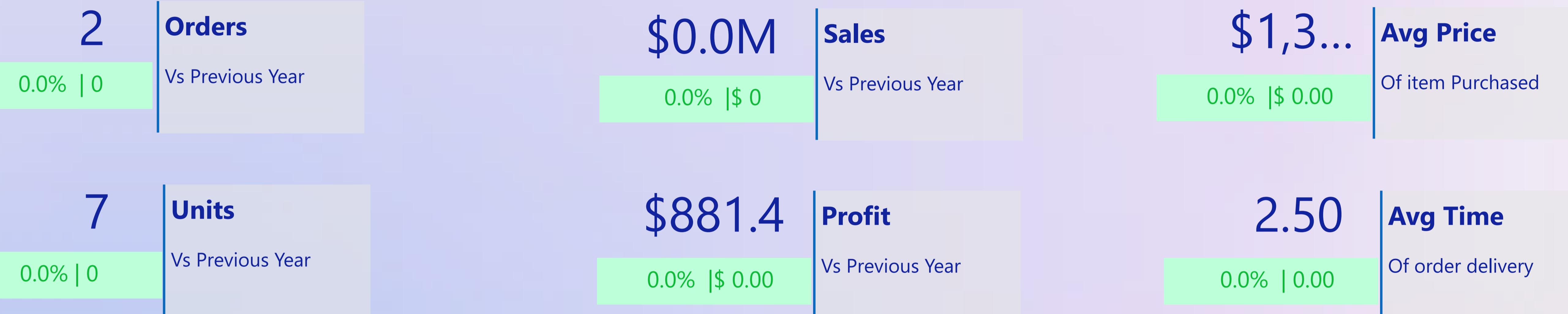
Product ID: TEC-MA-10000984-...

Category: Technology
SubCategory: Machines

Okidata MB760 Printer

Search Product

All



Transaction Record

Correct Order ID	Order Date	Ship Mode	DeliveryDays	Customer ID	Customer Name	PricePerUnit	Quantity	Sales	Profit	CityCountry	State	Region
US-2013-100300	6/25/2013	Second Class	2	MJ-17740	Max Jones	\$1,247.29	4	\$4,476.80	\$503.64	San Diego-US	California	West
US-2013-169663	3/11/2013	First Class	3	RH-19510	Rick Huthwaite	\$1,363.85	3	\$3,357.60	\$377.73	Los Angeles-US	California	West

1 FILTERS

Clear

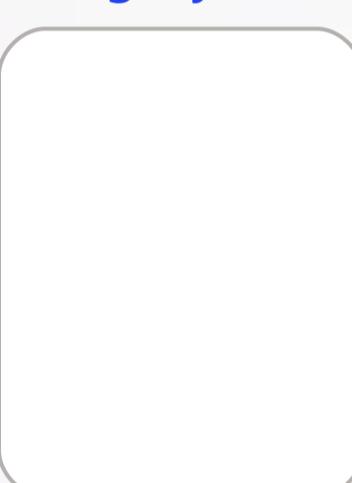
Period

8/5/2011 9/30/2014

Customer Segment



Product Category

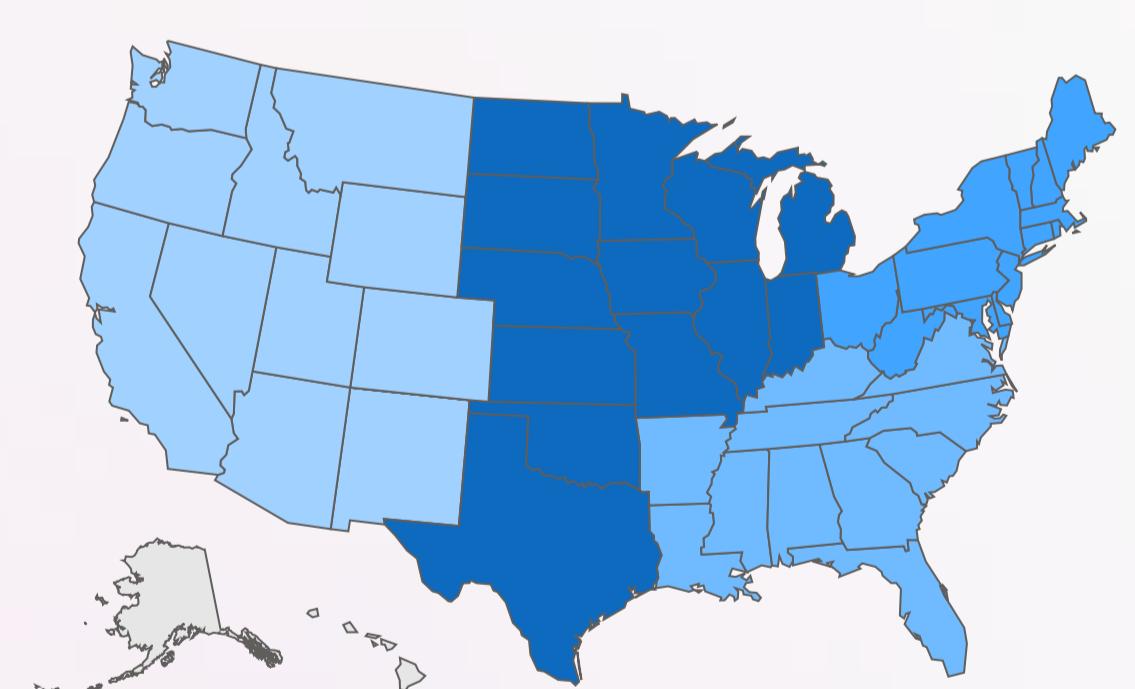


Subcategory

All

Location Region

Central East South West



State

All

City

All

Other

Ship Mode All



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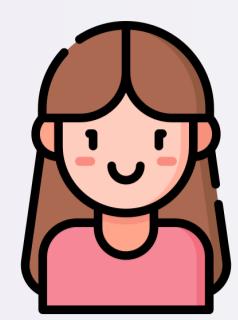
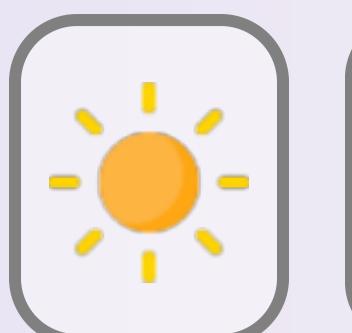
Profile

Help

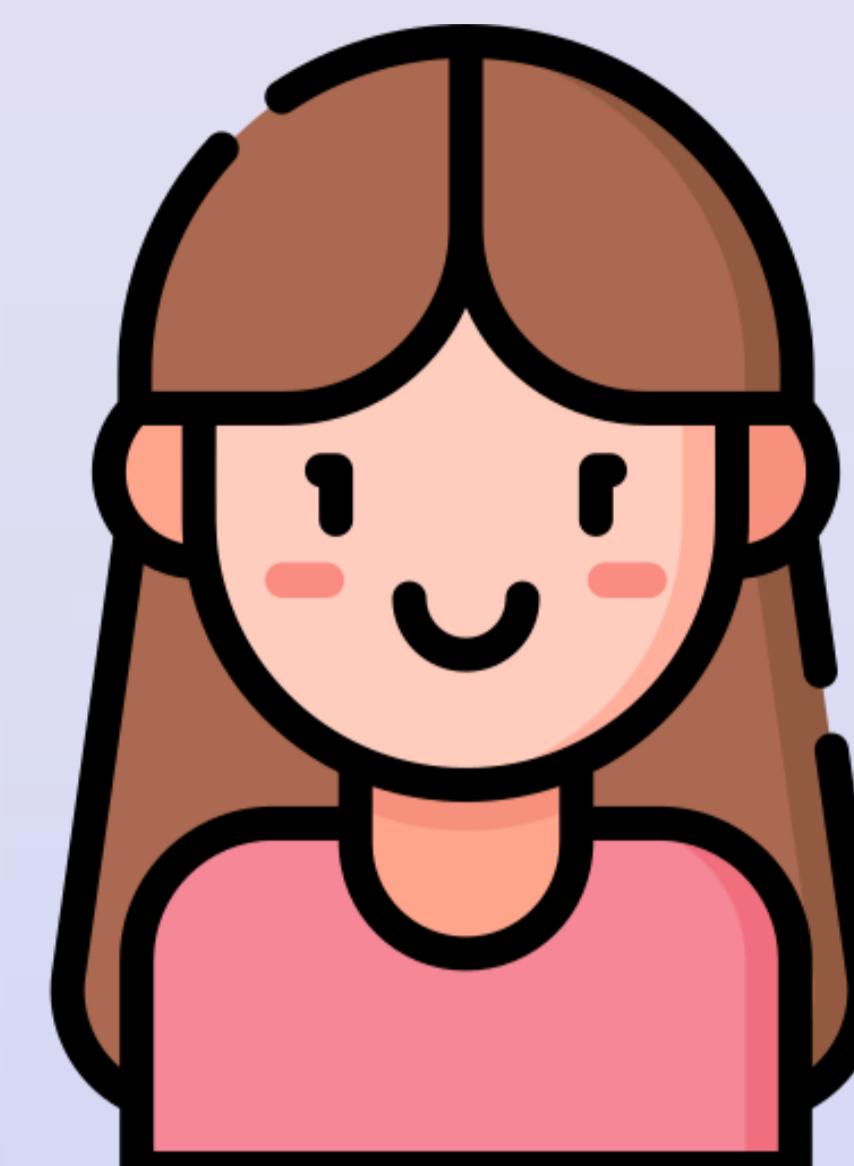
Exit

Sales Dashboard/ **Profile**

Thursday, April 17, 2025



Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com



Contacts



+201068879413



ranaahmed0411@gmail.com



ranaahmed0411

Rana Ahmed Abd Elhalim

BI Intern

About Me

Skills

Certificates

Main Tools

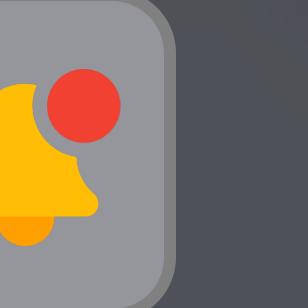


SuperStore

Last Updated: December 31, 2014

Sales Dashboard / overview

Thursday, April 17, 2025



Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

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Exit

Sales
Vs Previous Year

\$2.82M

▲ 20.8% | \$485,780

Orders
Vs Previous Year

5718

▲ 23.9% | 1,104

Units
Vs Previous Year

39,527

▲ 19.8% | 6,524

Customers
Vs Previous Year

1432

▲ 6.0% | 81

Profit
Vs Previous Year

\$336K

▲ 26.3% | \$69,947

COGS
Vs Previous Year

1M

▲ 23.7% | \$141,323

AVG Price
Vs Previous Year

\$76

▲ 1.7% | \$1

Delivery Days
Vs Previous Year

3.94

▼ -1.0% | 0

Select a metric:

Sales

Units

Profits

Orders

Customers

COGS

UnitPrice

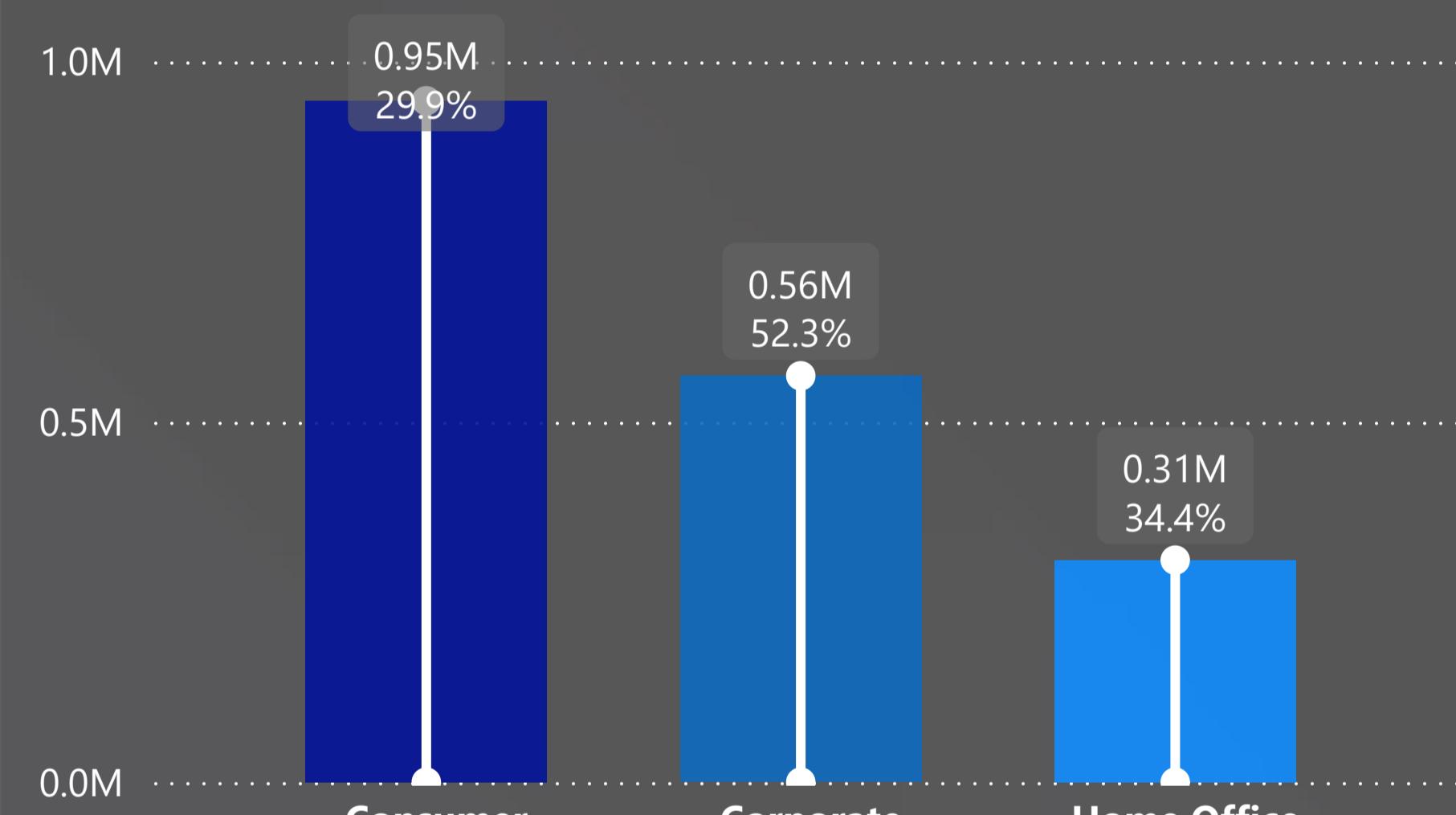
Delivery

Margin

Go to Periodic Trends →

Customer Segment

Ranking based on Sales



Go to Customer Insights →

Elite Buyers (Top 10)

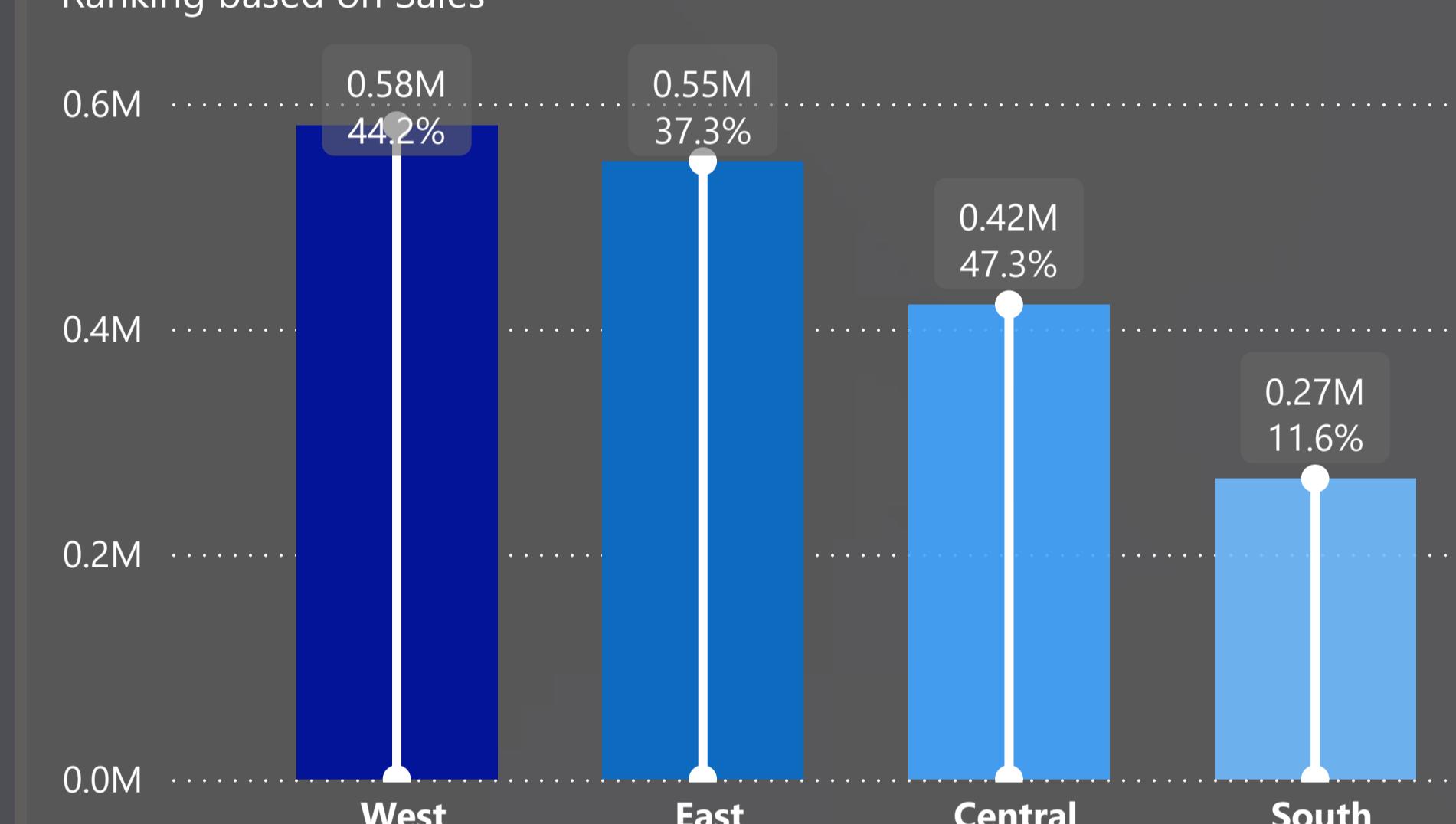
Ranking based on Sales

Rank	Customer ID	Customer Name	Sales
1	TC-20980	Tamara Chand	32,357.70
2	RB-19360	Raymond Buch	28,366.93
3	SP-20920	Susan Pistek	28,061.51
4	GT-14710	Greg Tran	27,541.48
5	PF-19120	Peter Fuller	27,054.29
6	SE-20110	Sanjit Engle	26,832.57
7	CC-12370	Christopher Conant	26,511.41
8	FH-14365	Fred Hopkins	25,791.18
9	ZC-21910	Zuschuss Carroll	25,713.33
10	PM-11110	Patricia Muller	25,041.00

SELECT A CUSTOMER →

Market Regions

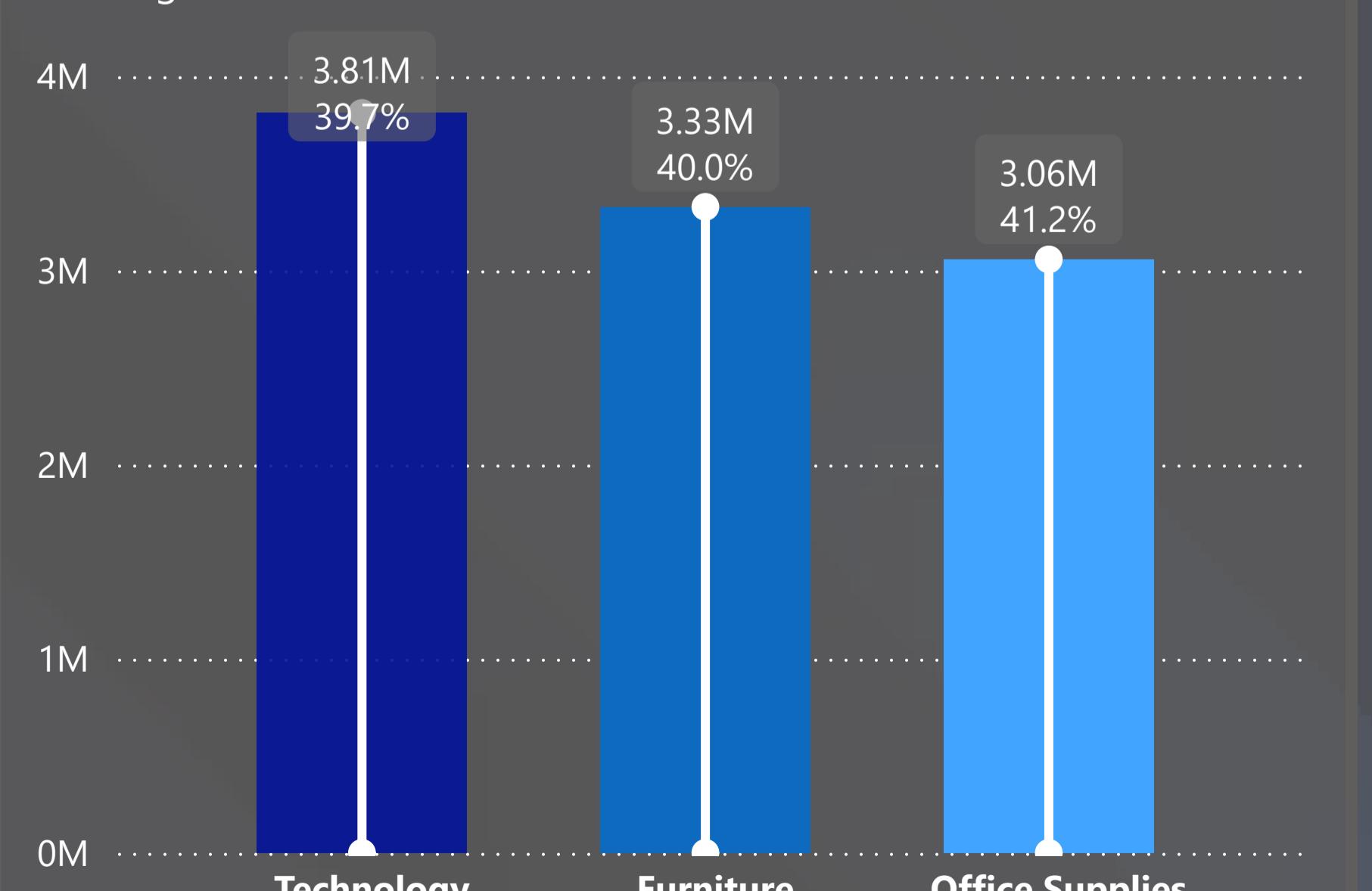
Ranking based on Sales



Go to Regional Ranking →

Product Categories

Ranking based on Sales



Go to Product Performance →

Best Selling Items (Top 10)

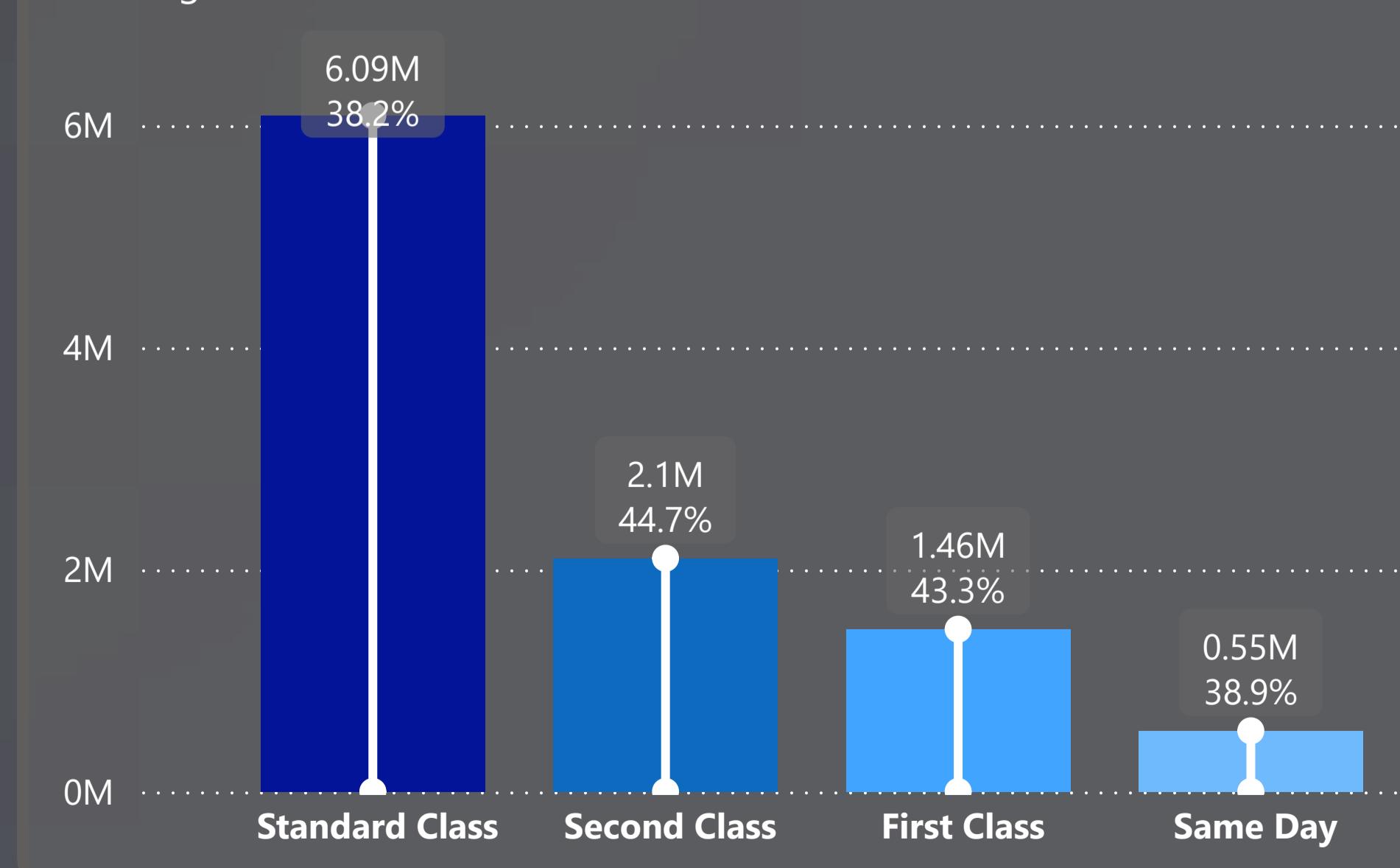
Ranking based on Sales

Rank	NewProduct ID	Sales
1	TEC-CO-10004722-Ca...	39,899.89
2	TEC-PH-10004664-No...	21,416.26
3	FUR-CH-10002024-H...	20,889.20
4	OFF-BI-10003527-Fell...	20,844.24
5	OFF-BI-10000545--GB...	19,024.50
6	TEC-MA-10001127-H...	18,374.90
7	OFF-AP-10002330-Ha...	18,247.82
8	OFF-BI-10001359-GB...	18,029.50
9	FUR-CH-10000027-SA...	17,657.73
10	OFF-AP-10004512-Ho...	17,565.72

SELECT A Product →

Shipment Modes

Ranking based on Sales



Go to Regional Ranking →



Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

1 FILTERS

Clear ↤

Period
8/5/2011 — 9/30/2014

Customer Segment
Shop Front, Home, Office

Product Category
Furniture, Office Supplies, Technology

Subcategory
All

Location Region
Central, East, South, West

State
All

City
All

Other
Ship Mode
All



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Sales Dashboard/ Reports / Periodic Trends

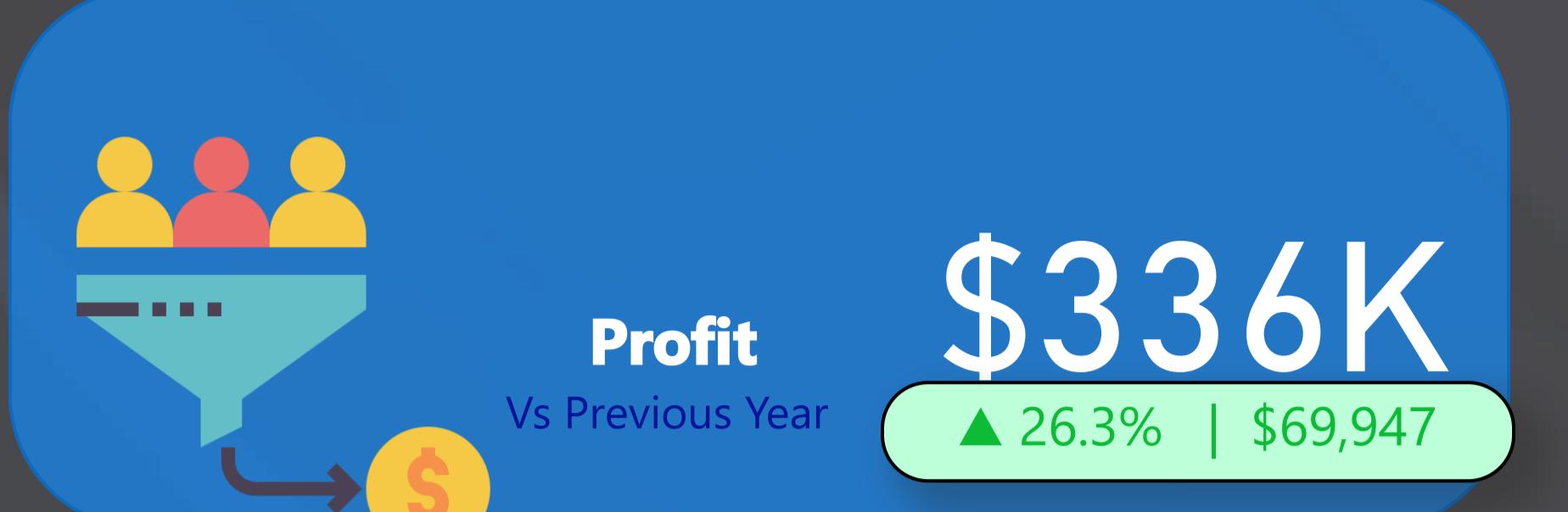
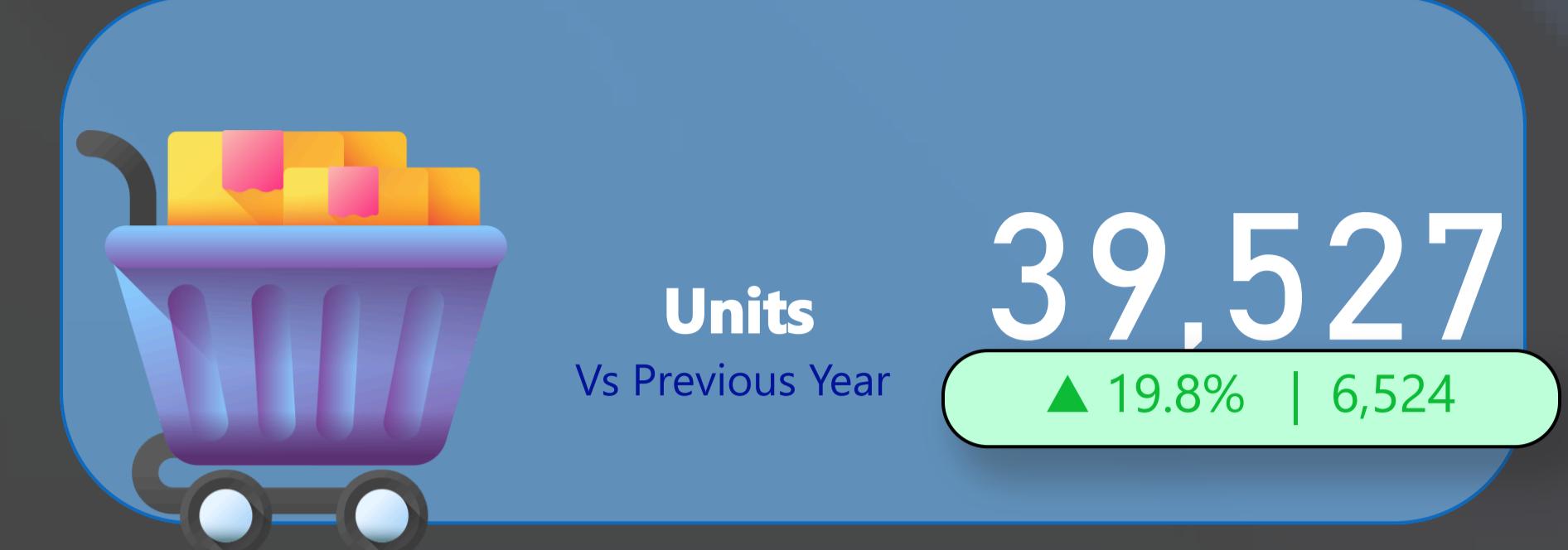
Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com1
FILTERS

Clear

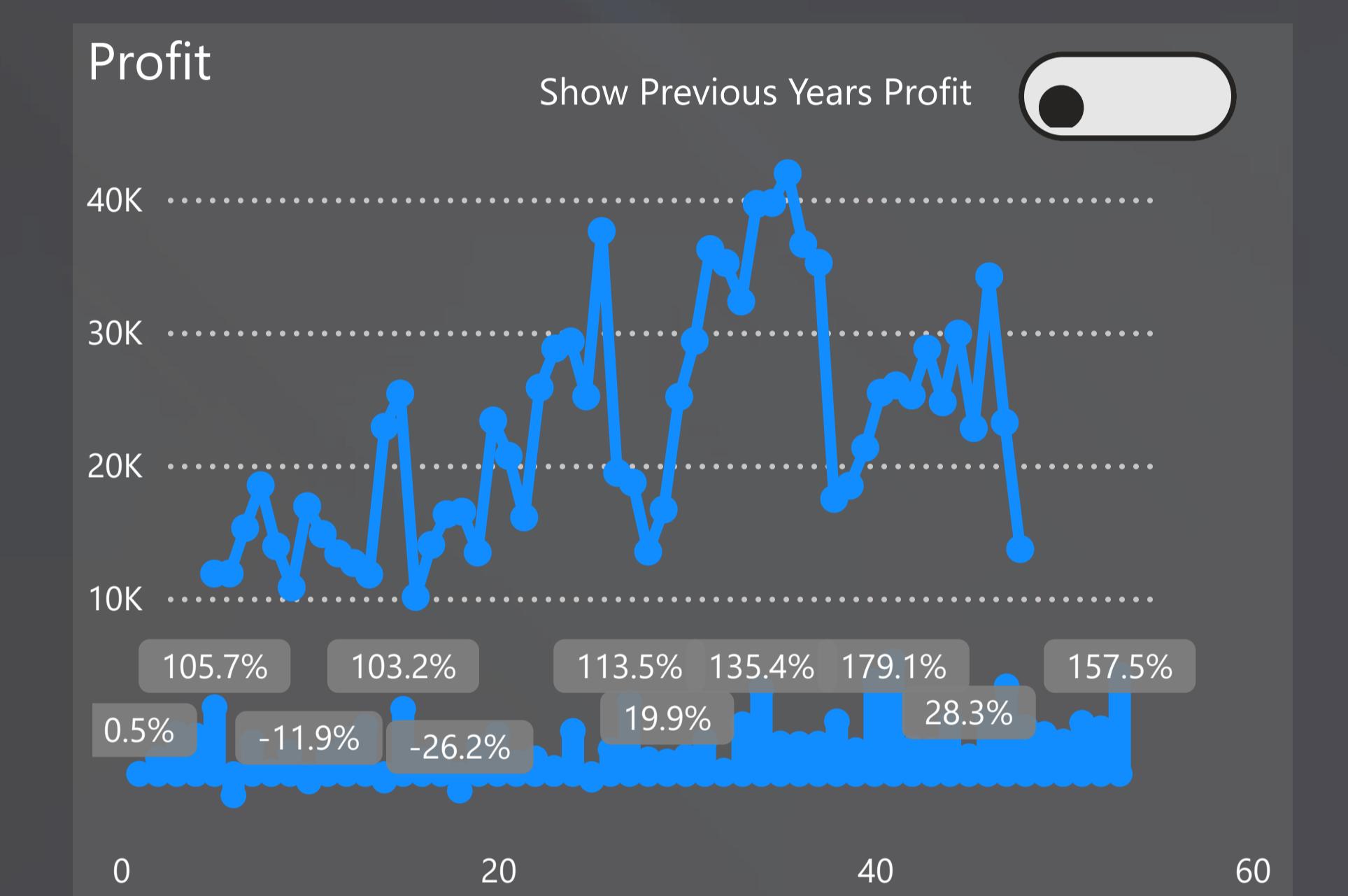
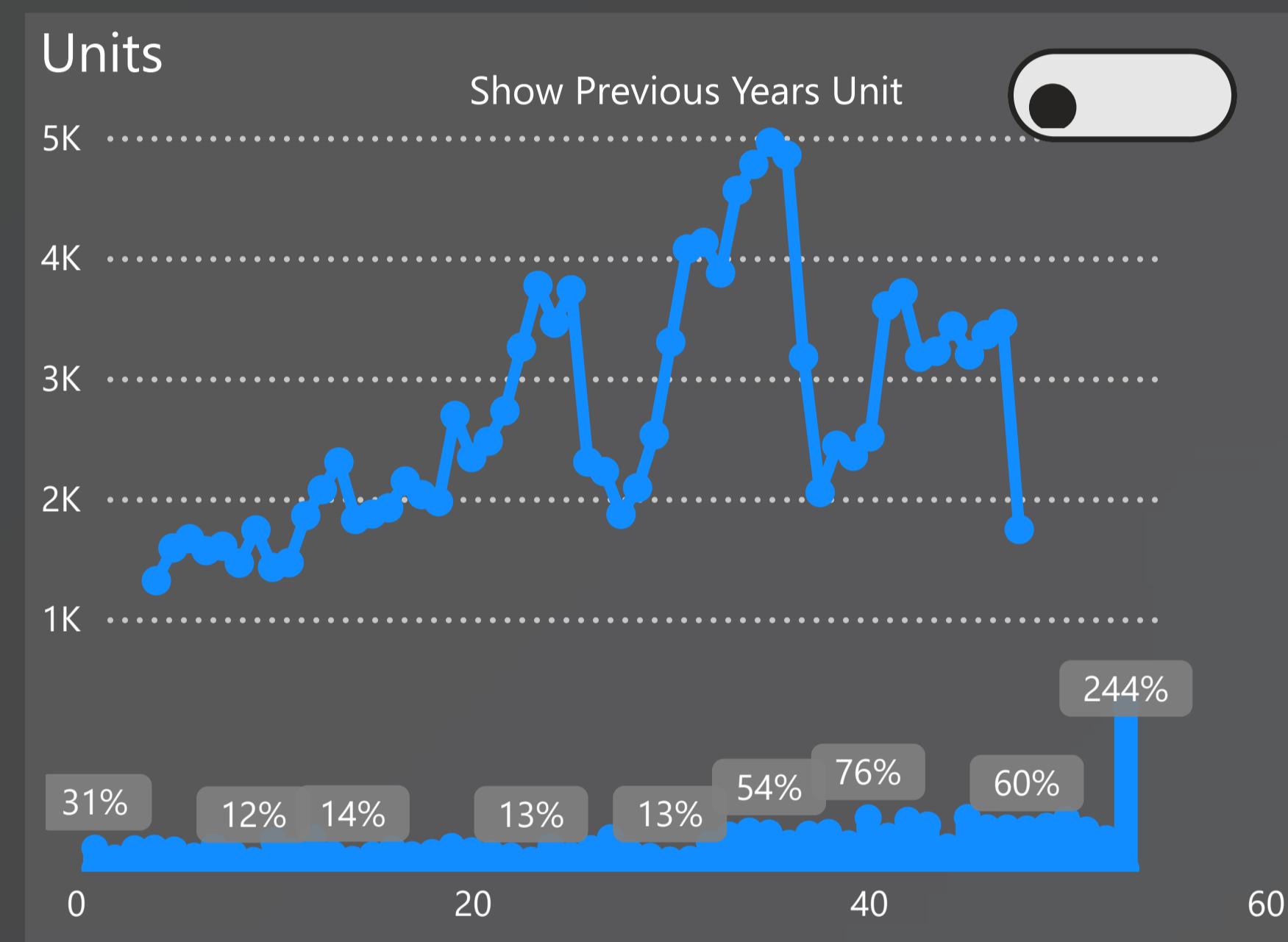
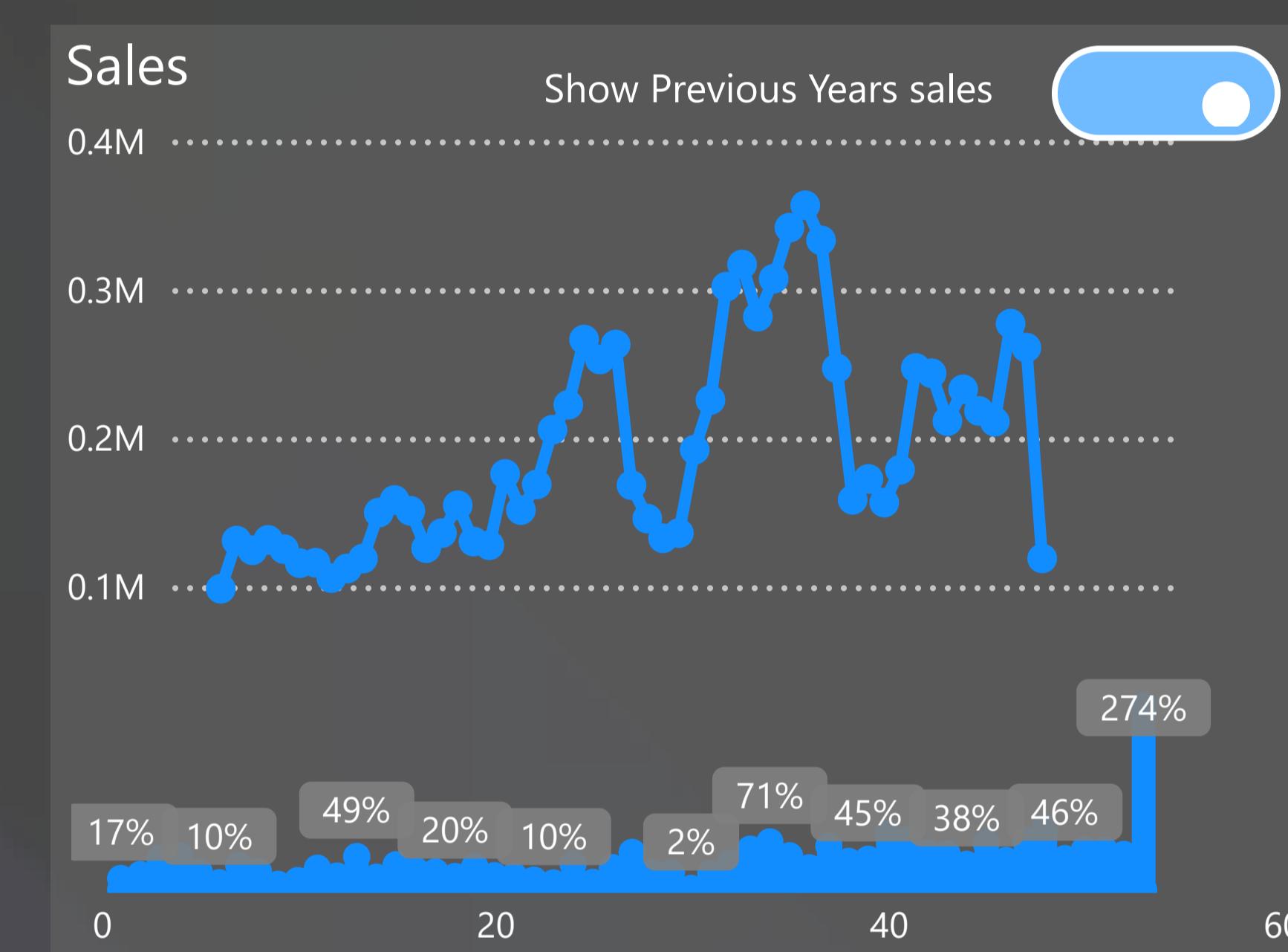
Period

8/5/2011 9/30/2014



Weekly Trends of Sales, Units, and Profits

With YOY Percentage Change



Weekly Trend of Units

With Customer5 Segment Distribution

Select a measure:

Units

Select a Dimension:

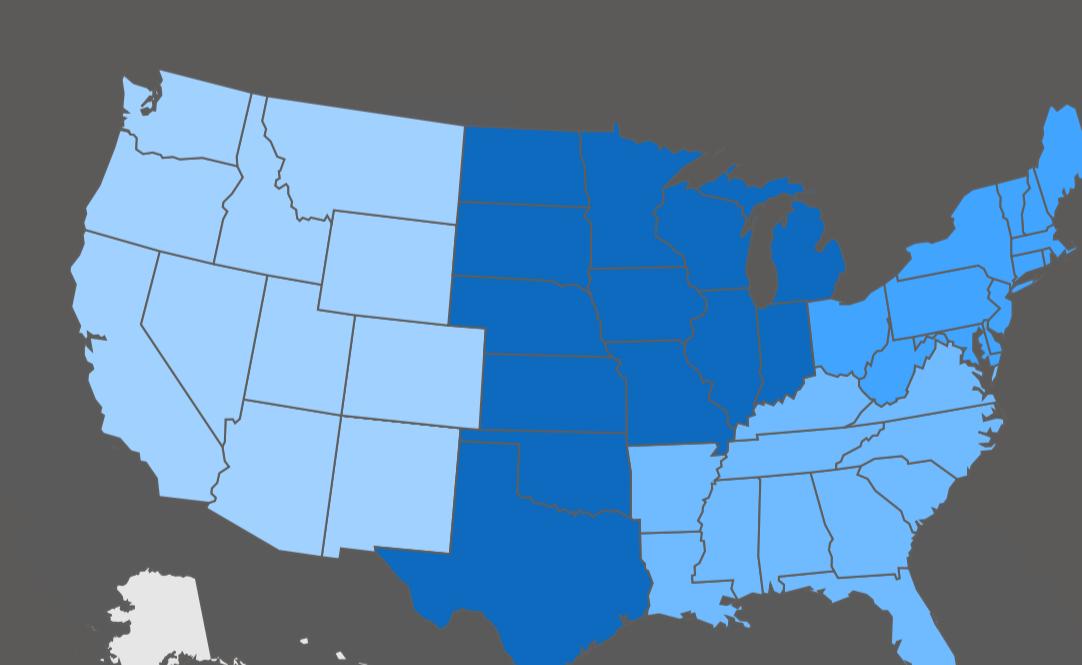
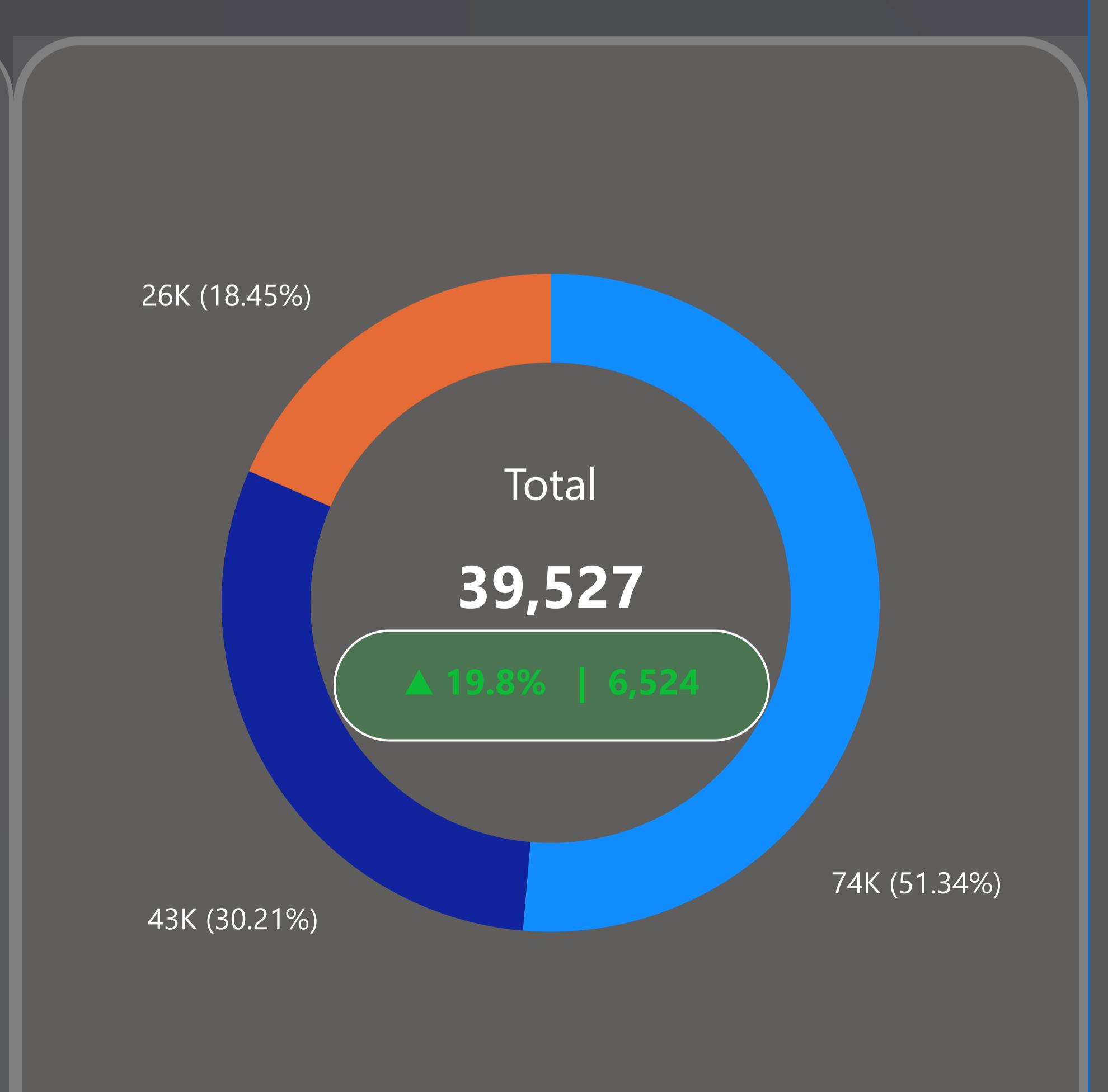
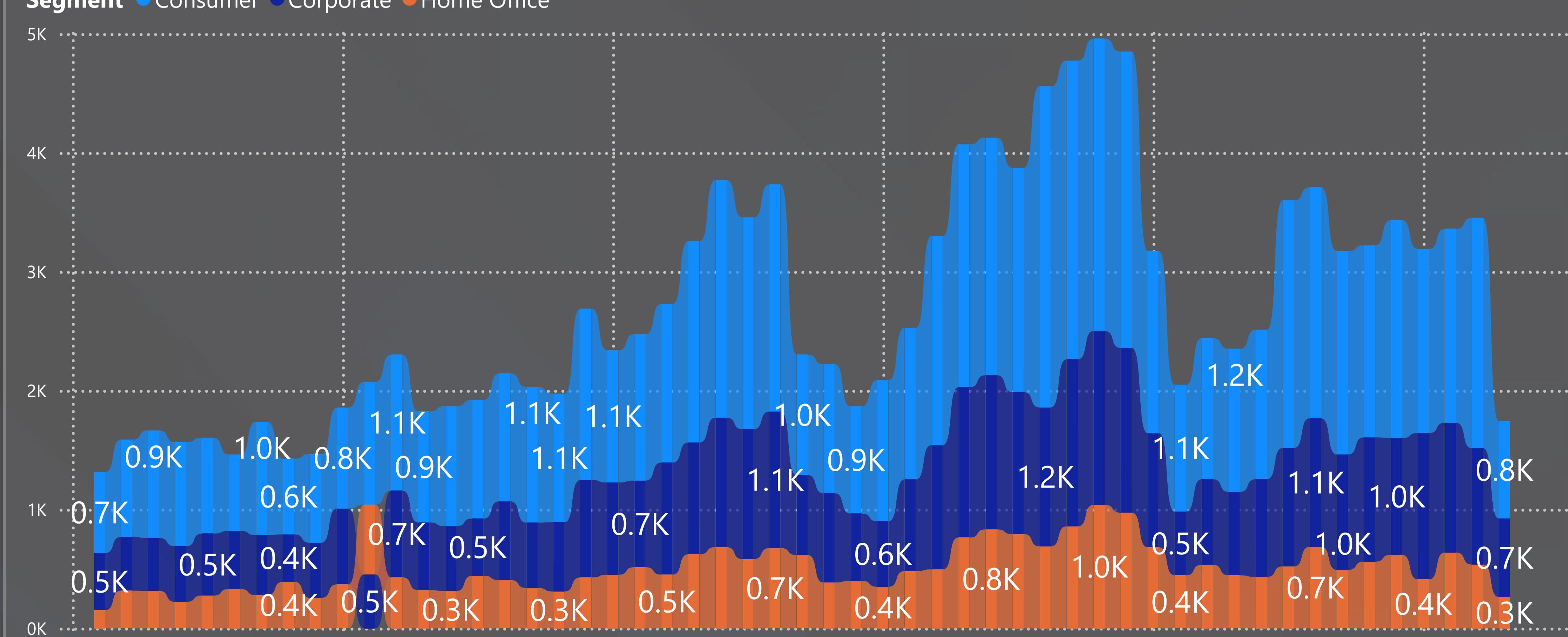
Segment

Category

Region

Ship Mode

Segment • Consumer • Corporate • Home Office

State City Other Ship Mode



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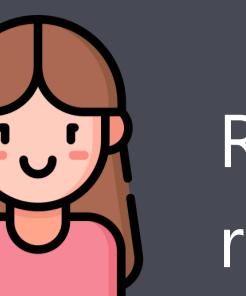
Profile

Help

Exit

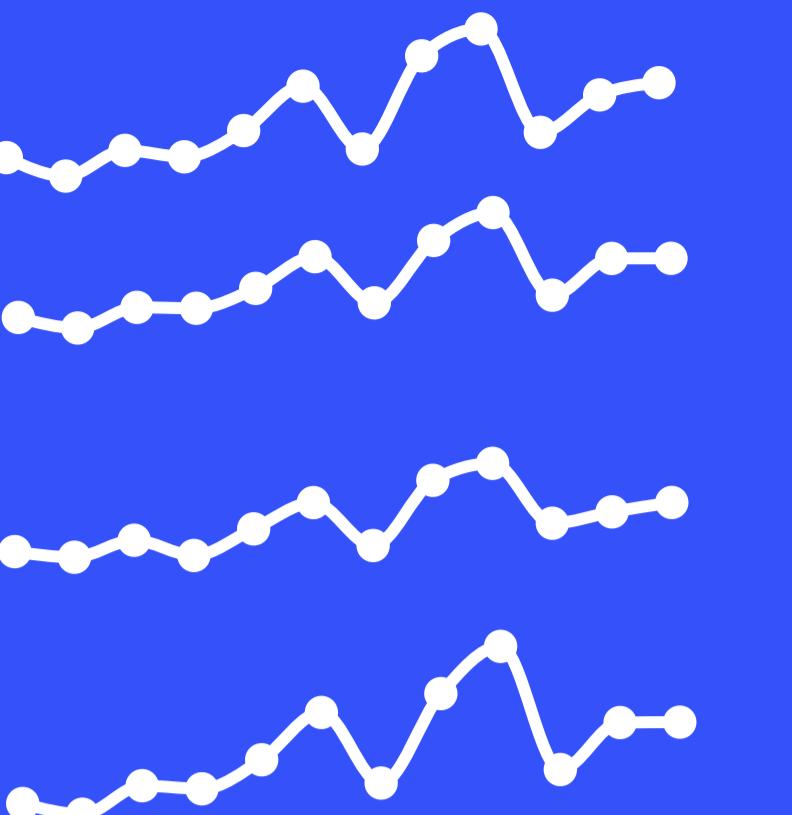
Sales Dashboard/ Reports / Customer Insights

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

BUYERS	1590	NEW	595
This Year	▲ 1.4% +22		
REPEAT	995	LAPSE	(Blank)
Buyers	62.6% of buyers TY		

	Sales Per Customer	\$6,412		40.2% (\$1,840)
	Units Per Customer	90		39.6% (25.57)
	Profits Per Customer	\$760		46.8% (\$242)
	Orders Per Customer	13		40.6% (3.68)



Top 15 Customers

ranking based on Units Metric

Top N:

15

Metric:

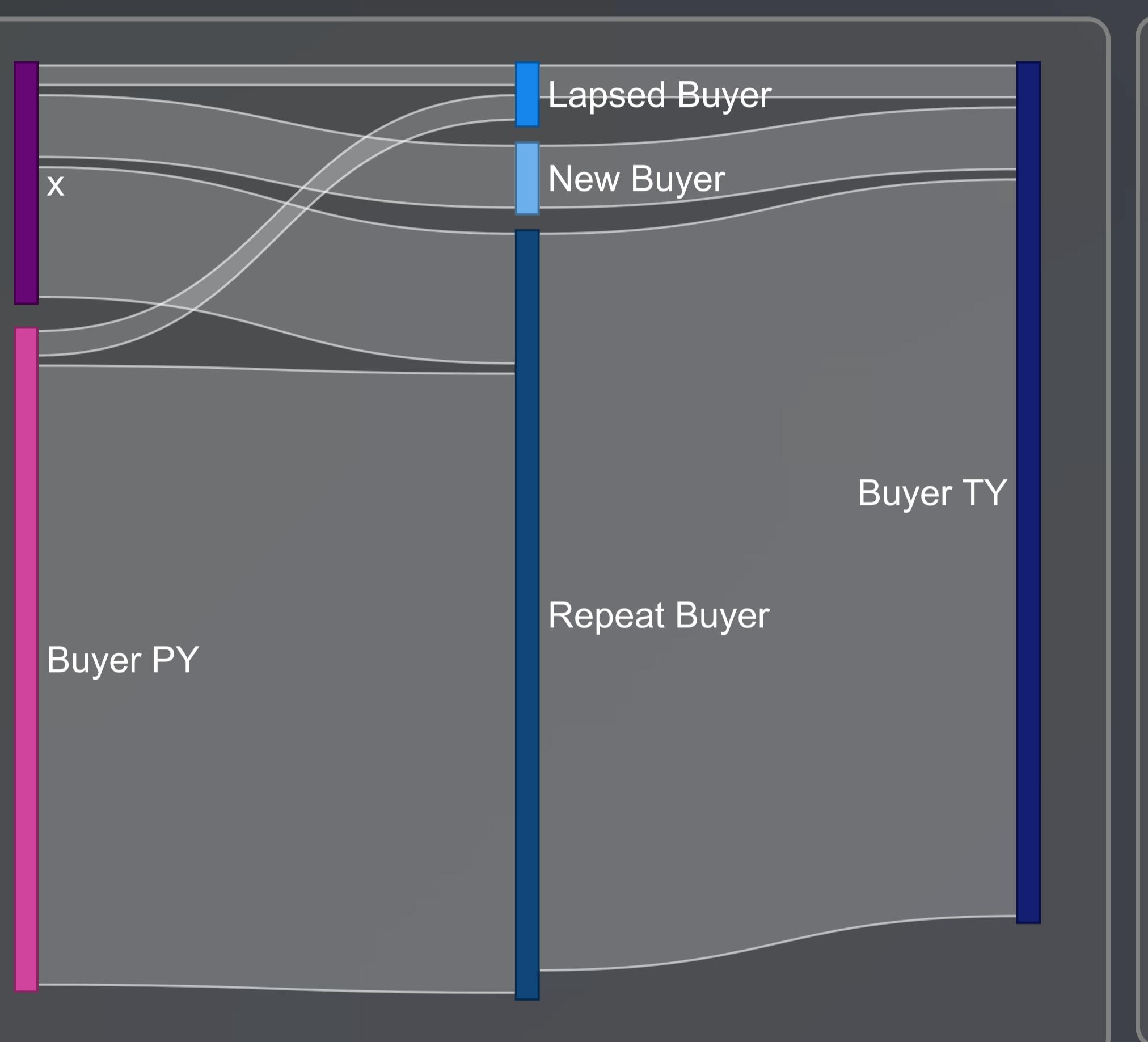
Units

Rank	Customer ID	Units
1	BE-11335	321
2	JG-15805	310
3	EM-13960	292
4	ZC-21910	288
5	GH-14425	279
6	JB-16000	278
6	SC-20725	278
7	BW-11110	272
7	JE-15715	272
8	JK-15730	269
9	SW-20755	267
10	AM-10705	266
10	SV-20365	266
11	JM-15865	264

SELECT A CUSTOMER →

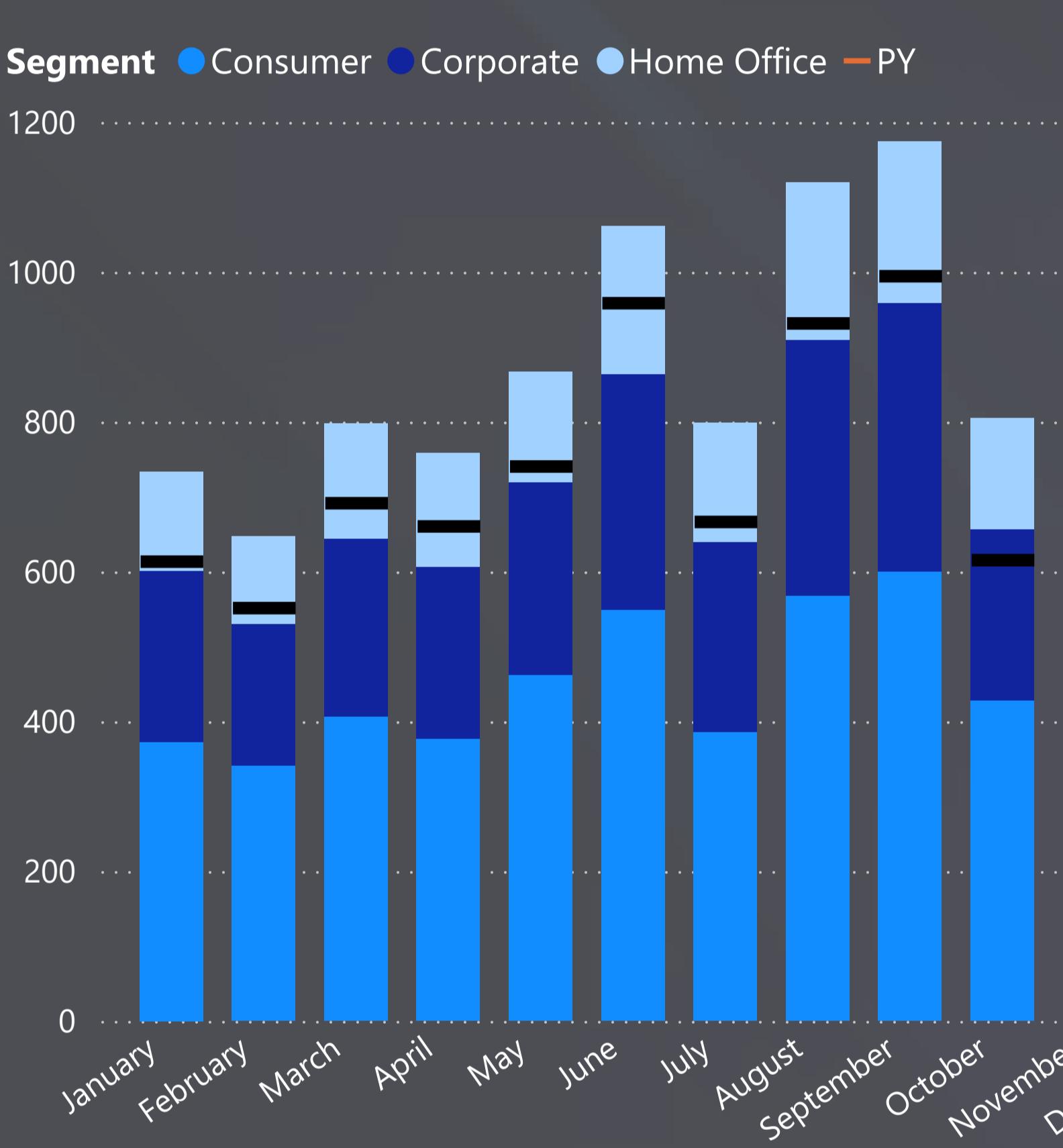
Customer Migration (YOY)

Lapse, New, and Repeat Buyers



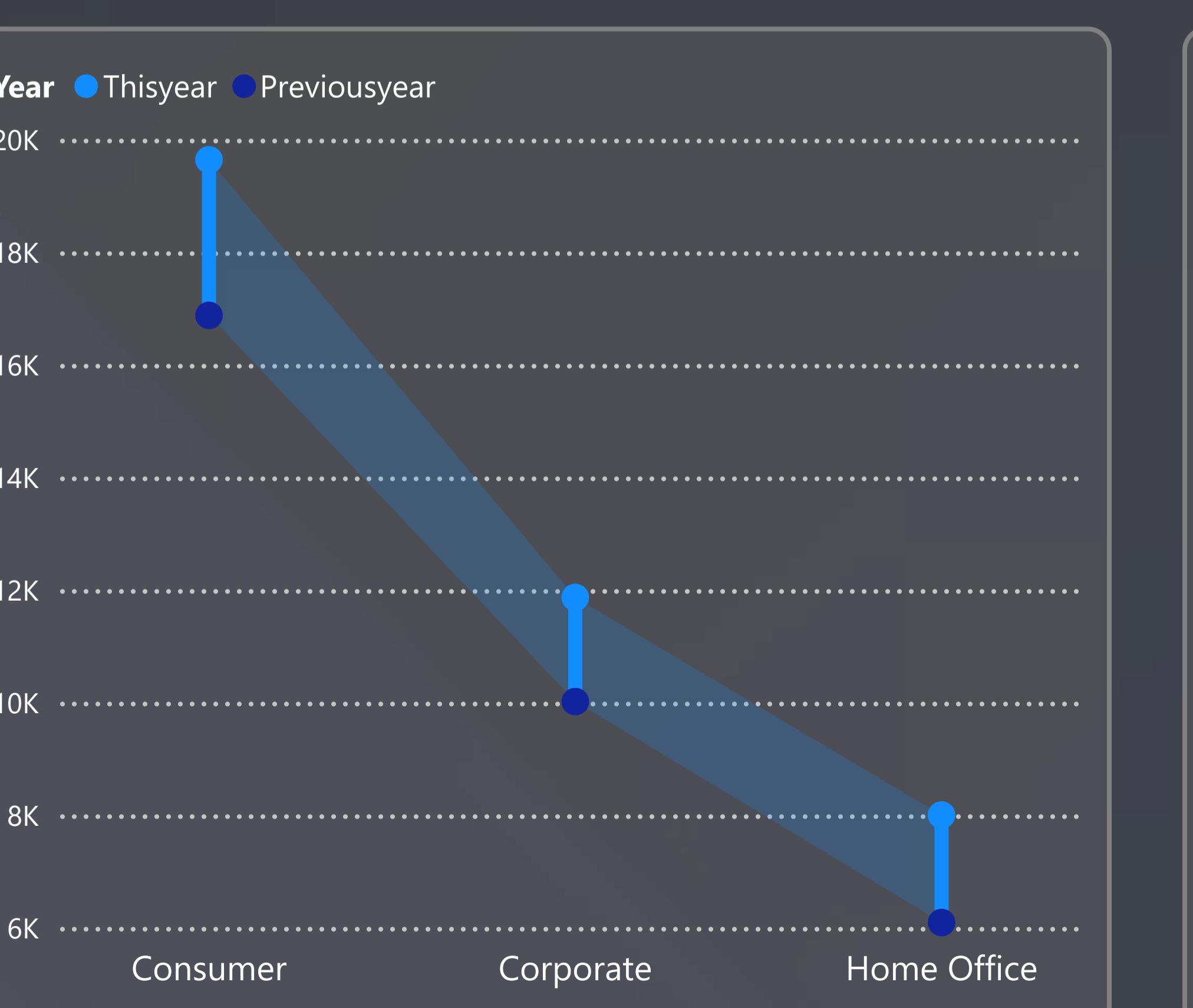
Customer Volume Trend

With Previous Year Comparison



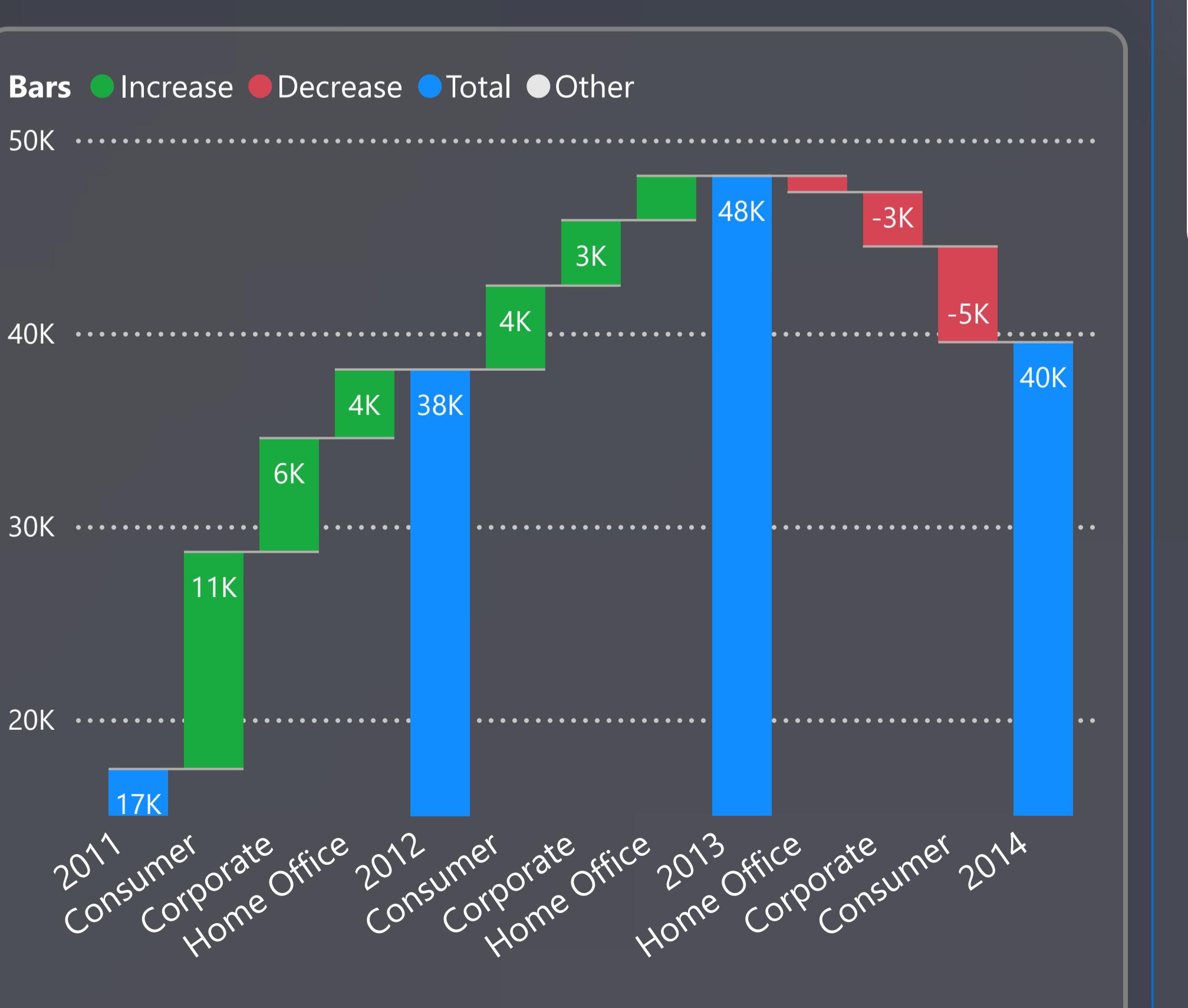
Customer Segmentation

ranking based on Units With YOY Variance



Net Impact on Units

Of each Customer Segment



Customer Segment



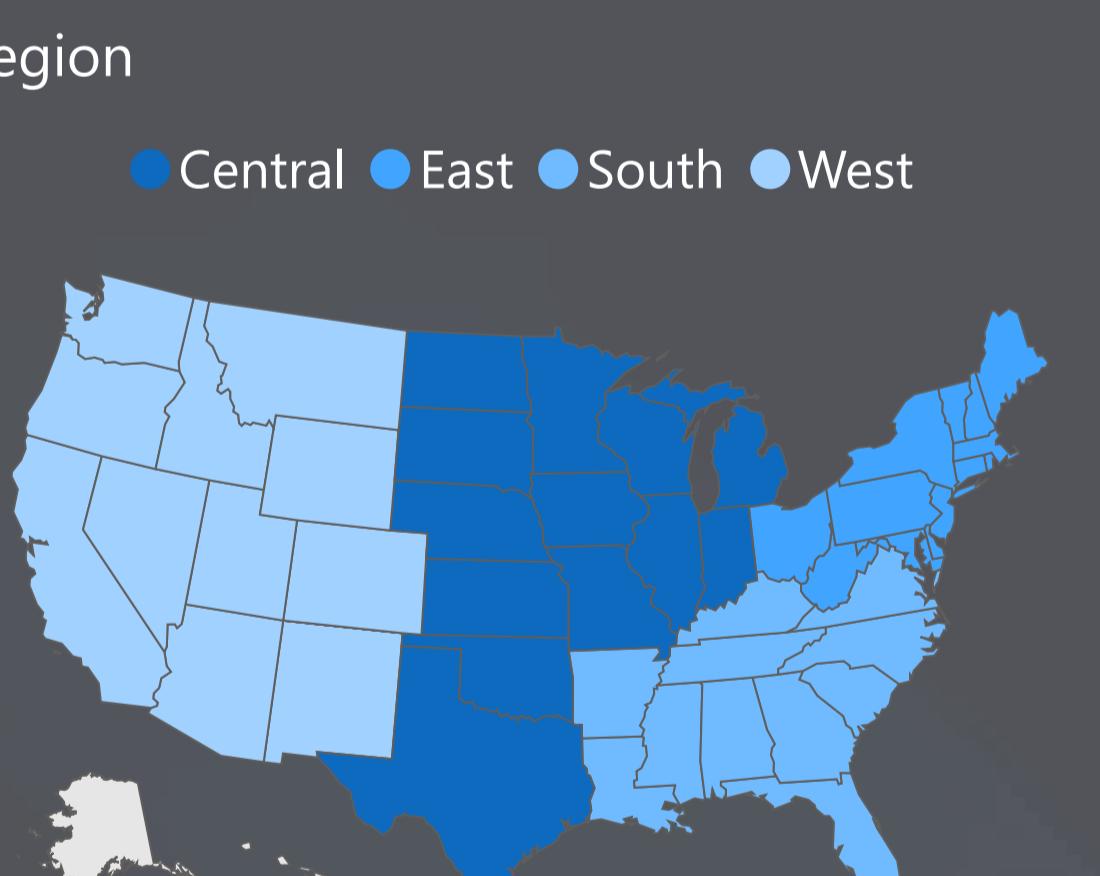
Product Category



Subcategory

All

Location Region



State

All

City

All

Other

Ship Mode

All



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Product Info

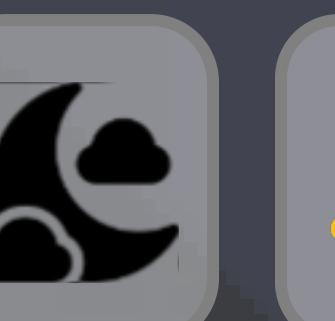
Profile

Help

Exit

Sales Dashboard/ Reports / Product Performance

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

OFF-AR-10003651--Sanford
Pencil Sharpener, Easy-Erase
(Office Supplies) (Art)



Profit (VS PY)

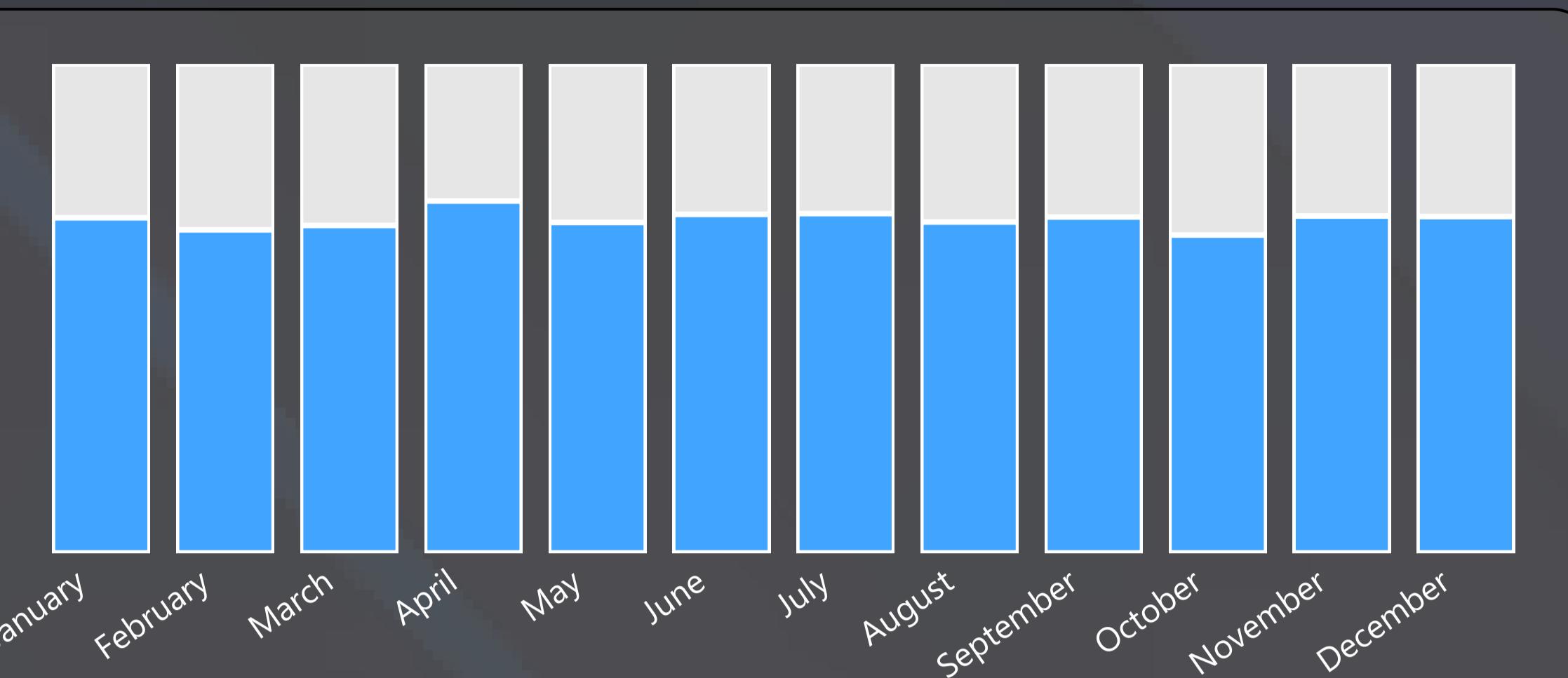
\$336K

▲ 26.3% | \$69,947

COGS (VS PY)

736K

▲ 23.7% | \$141,323



Top 15 Products

ranking based on Units Metric

Top N:

15

Metric:

Units

Rank	NewProduct ID	Units
1	OFF-AR-10003651--Sanford Pencil Sharpener, Easy-Erase	89
2	OFF-BI-10000341--Black & Decker Power Tools	75
3	OFF-ST-10004377--Stapler	74
4	OFF-AR-10004825--Red Art Supply	72
5	OFF-AR-10002805--Yellow Art Supply	71
6	OFF-ST-10002506--Stapler	70
7	OFF-ST-10001562--Stapler	68
8	FUR-CH-10003706--Chair	67
8	OFF-AR-10000110--Red Art Supply	67
8	OFF-AR-10003066--Red Art Supply	67
8	OFF-BI-10001808--Black & Decker Power Tools	67
9	OFF-AR-10001228--Red Art Supply	65
9	OFF-AR-10001777--Red Art Supply	65
9	OFF-BI-10001723--Black & Decker Power Tools	65

SELECT A Product →

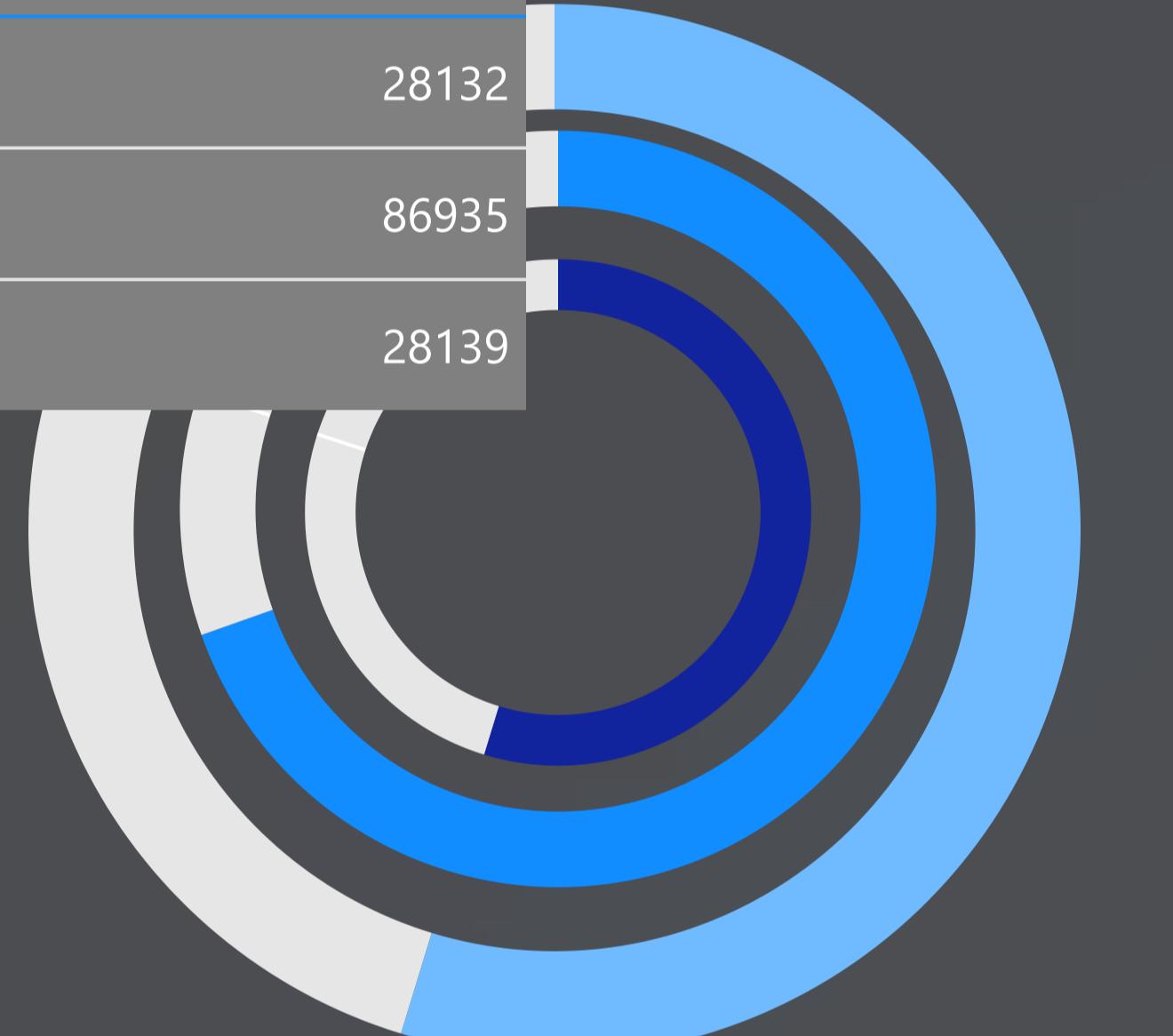
Product Category Ranking

ranking based on Units Metric

Category

Units

Furniture	28132
Office Supplies	86935
Technology	28139



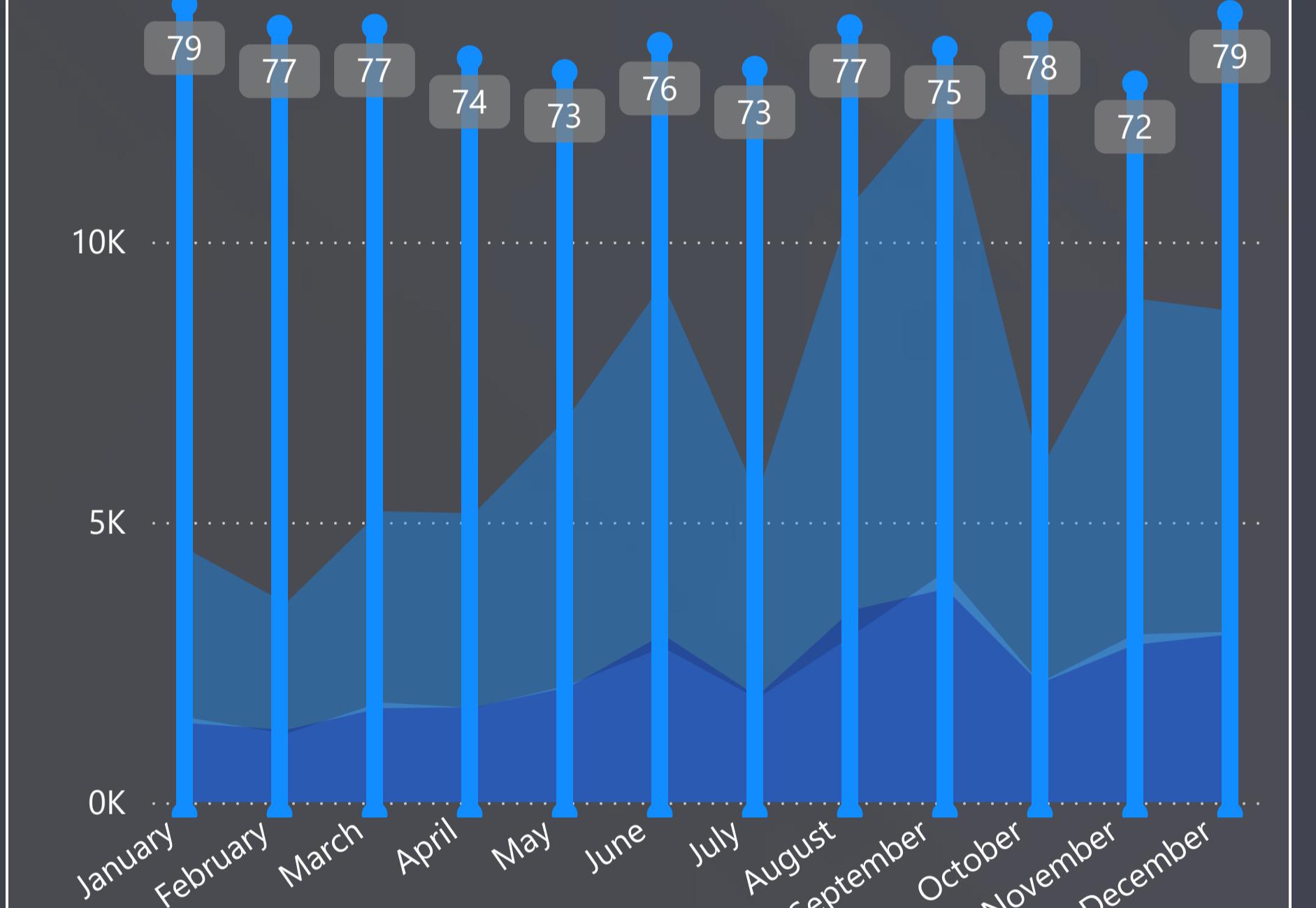
Category ● Furniture ● Office Supplies ● Technology

Binders	17.3K
Storage	13.7K
Art	12.9K
Paper	10.3K
Chairs	9.9K
Phones	9.4K
Furnishings	9.1K
Accessories	8.9K
Labels	7.5K
Supplies	6.9K
Envelopes	6.8K
Bookcases	6.8K
Fasteners	6.7K
Copiers	6.0K
Appliances	4.8K
Machines	3.8K
Tables	2.4K

Product Demand and Pricing

Units sold VS price movement over year

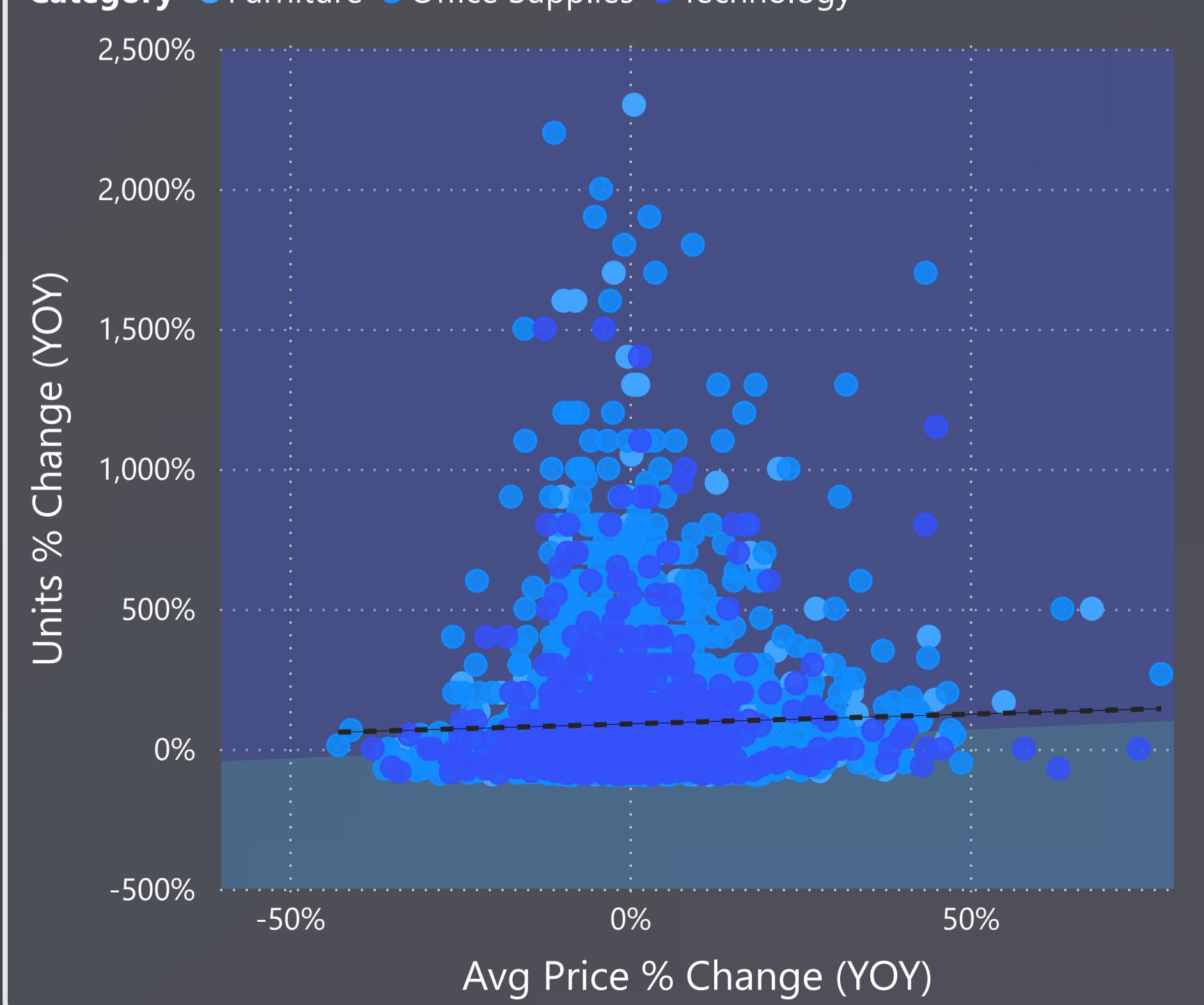
Category ● Furniture ● Office Supplies ● Technology



Price Sensitivity on Items

How does product demand responded to price change ?

Category ● Furniture ● Office Supplies ● Technology



Customer

Segment



Product

Category

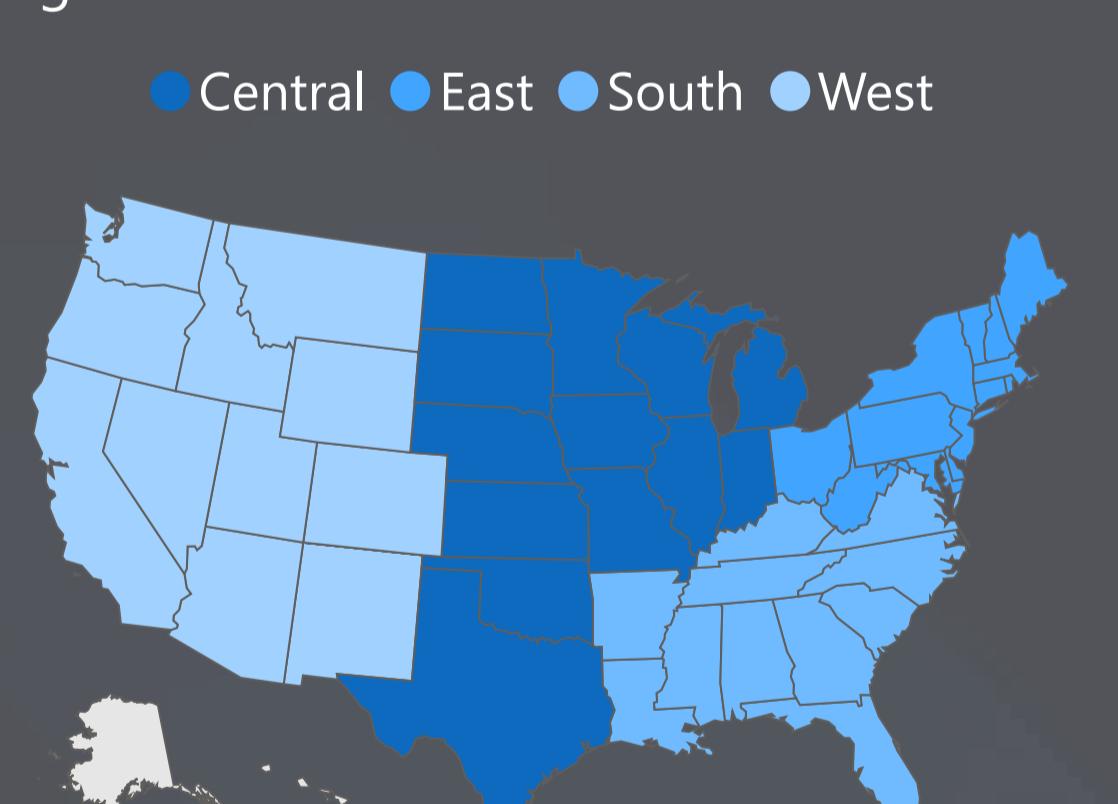


Subcategory

All

Location

Region



State

All

City

All

Other

Ship Mode

All



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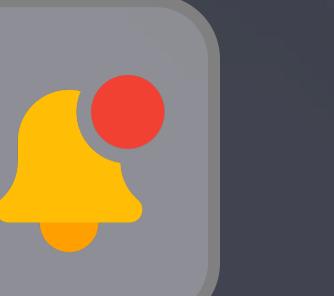
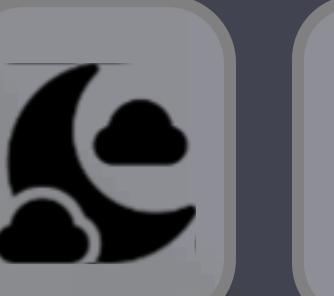
Profile

Help

Exit

Sales Dashboard/ Reports / Regional Ranking

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

Select a metric:

Sales

Units

Profits

Orders

Customers

COGS

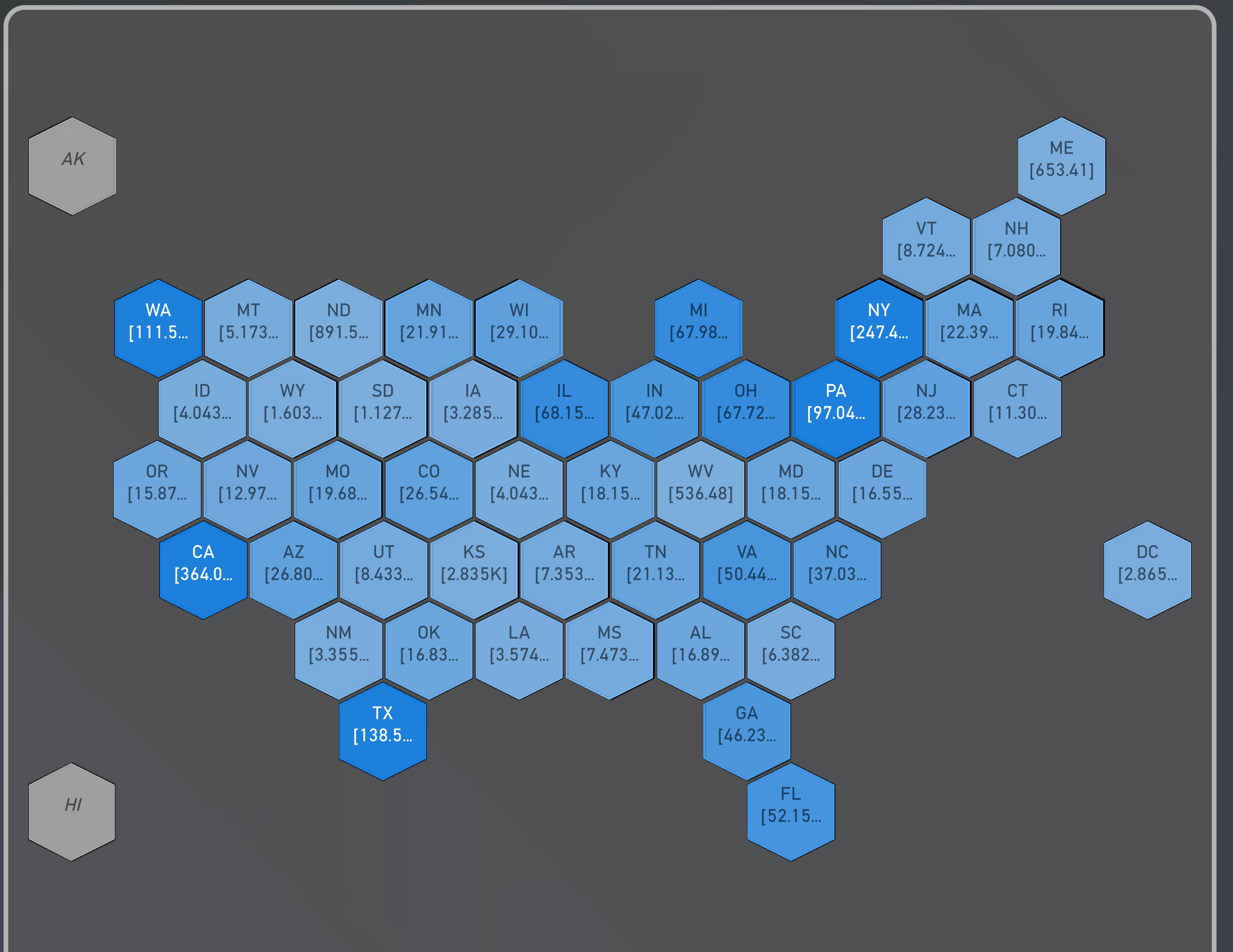
UnitPrice

Delivery

Margin

2 FILTERS

Clear



Top States

Ranking based on Sales

California	364.09K	38.1%
New York	247.46K	28.9%
Texas	138.54K	18.8%
Washington	111.58K	77.3%
Pennsylvania	97.04K	45.4%
Illinois	68.16K	27.0%
Michigan	67.98K	101.1%
Ohio	67.73K	63.5%
Florida	52.16K	-9.2%
Virginia	50.44K	-11.3%
Indiana	47.02K	331.6%
Georgia	46.23K	75.1%
North Carolina	37.04K	34.6%
Wisconsin	29.11K	42.7%
New Jersey	28.23K	33.0%
Arizona	26.81K	20.3%
Colorado	26.55K	38.5%
Massachusetts	22.39K	19.3%
Minnesota	21.91K	-4.6%
Tennessee	21.14K	50.8%
Rhode Island	19.84K	123.7%
Missouri	19.68K	90.0%

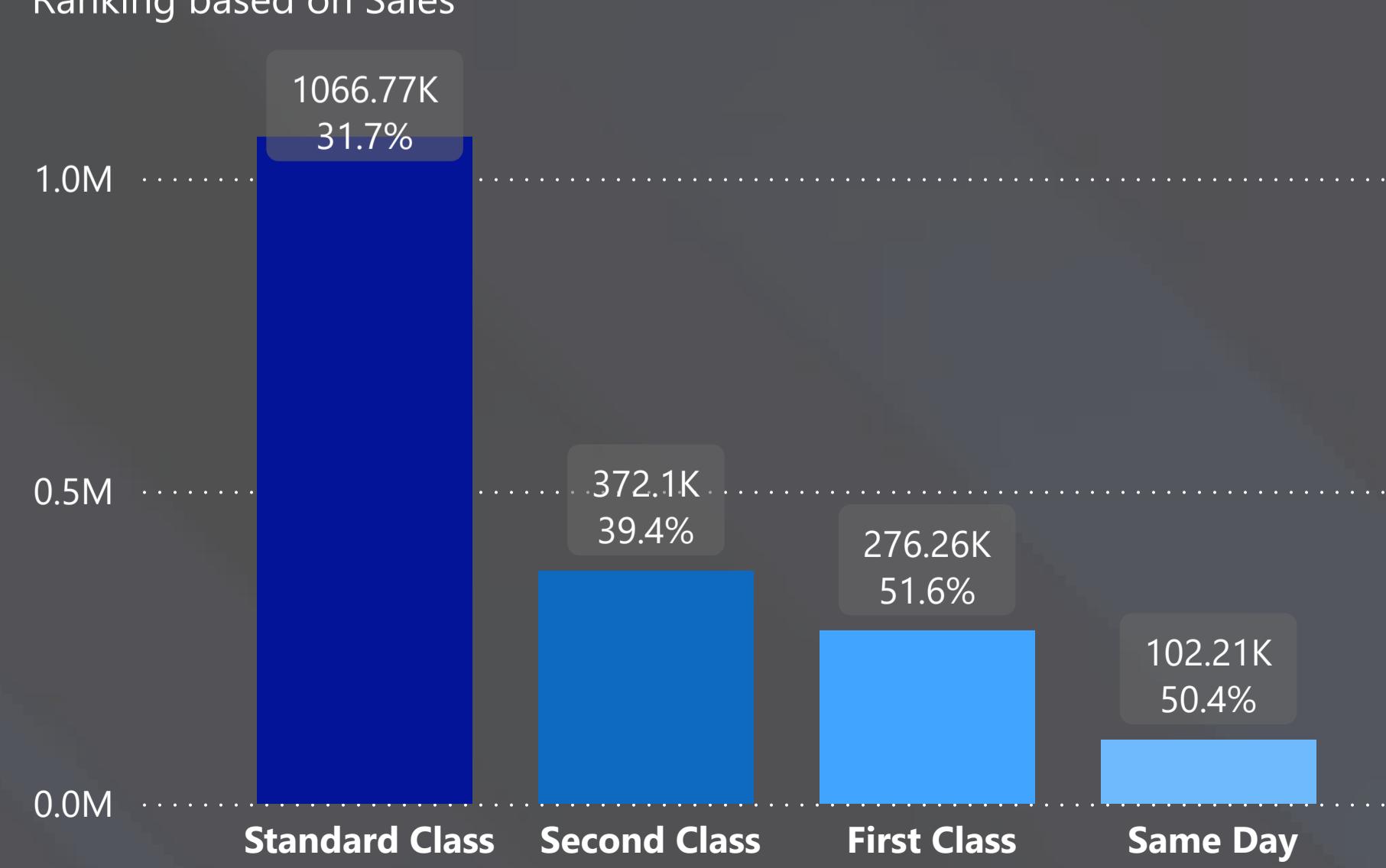
Top Cities

Ranking based on Sales

New York City-US	200.03K	33.4%
Los Angeles-US	152.65K	48.9%
Seattle-US	97.47K	80.4%
Philadelphia-US	91.44K	50.2%
San Francisco-US	77.67K	16.1%
Houston-US	57.13K	32.8%
Chicago-US	41.92K	33.3%
San Diego-US	41.01K	7.9%
Detroit-US	37.54K	118.5%
Springfield-US	36.09K	26.1%
Columbus-US	35.44K	93.0%
Jackson-US	21.31K	153.2%
Lafayette-US	20.37K	1805.6%
Arlington-US	19.47K	6.9%
Columbia-US	18.66K	28.7%
Jacksonville-US	18.36K	-45.9%
Atlanta-US	16.87K	54.0%
Newark-US	16.83K	17.4%
San Antonio-US	16.53K	-15.6%
Providence-US	15.06K	130.5%
Minneapolis-US	14.36K	-1.2%
Dallas-US	14.32K	61.8%
Lakewood-US	13.84K	12.9%

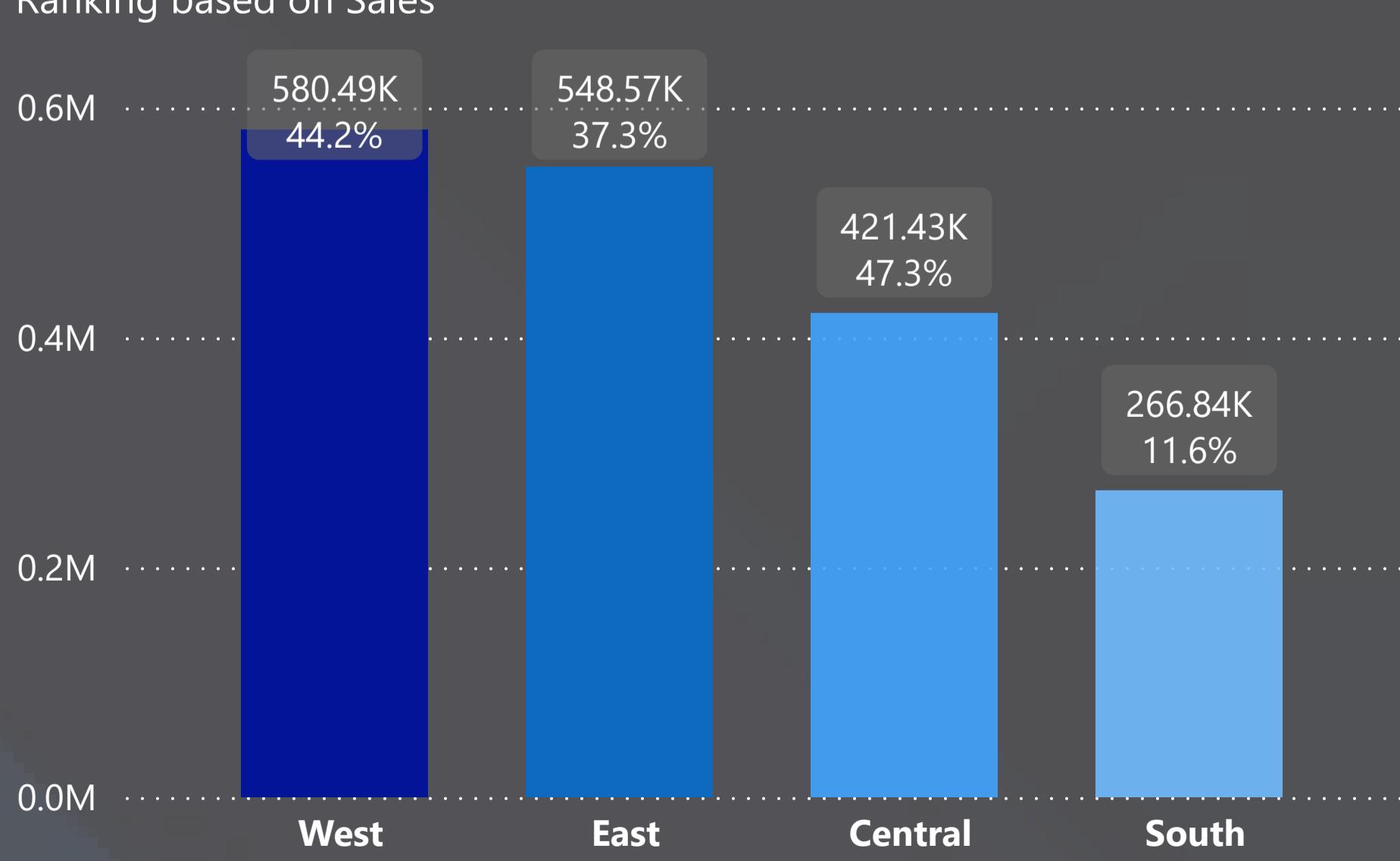
Top Ship Mode

Ranking based on Sales



Top Region

Ranking based on Sales

Rana Ahmed Abd Elhalim
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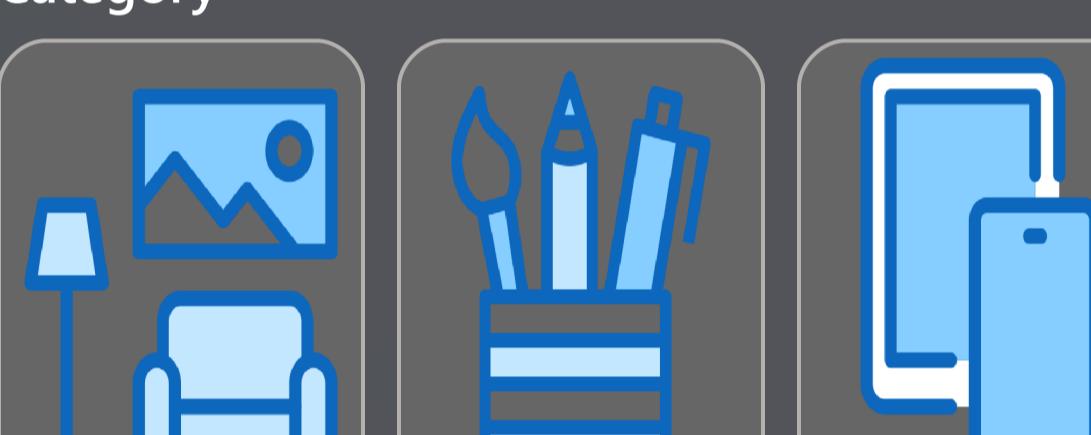
Period

8/5/2011 9/30/2014

Customer Segment

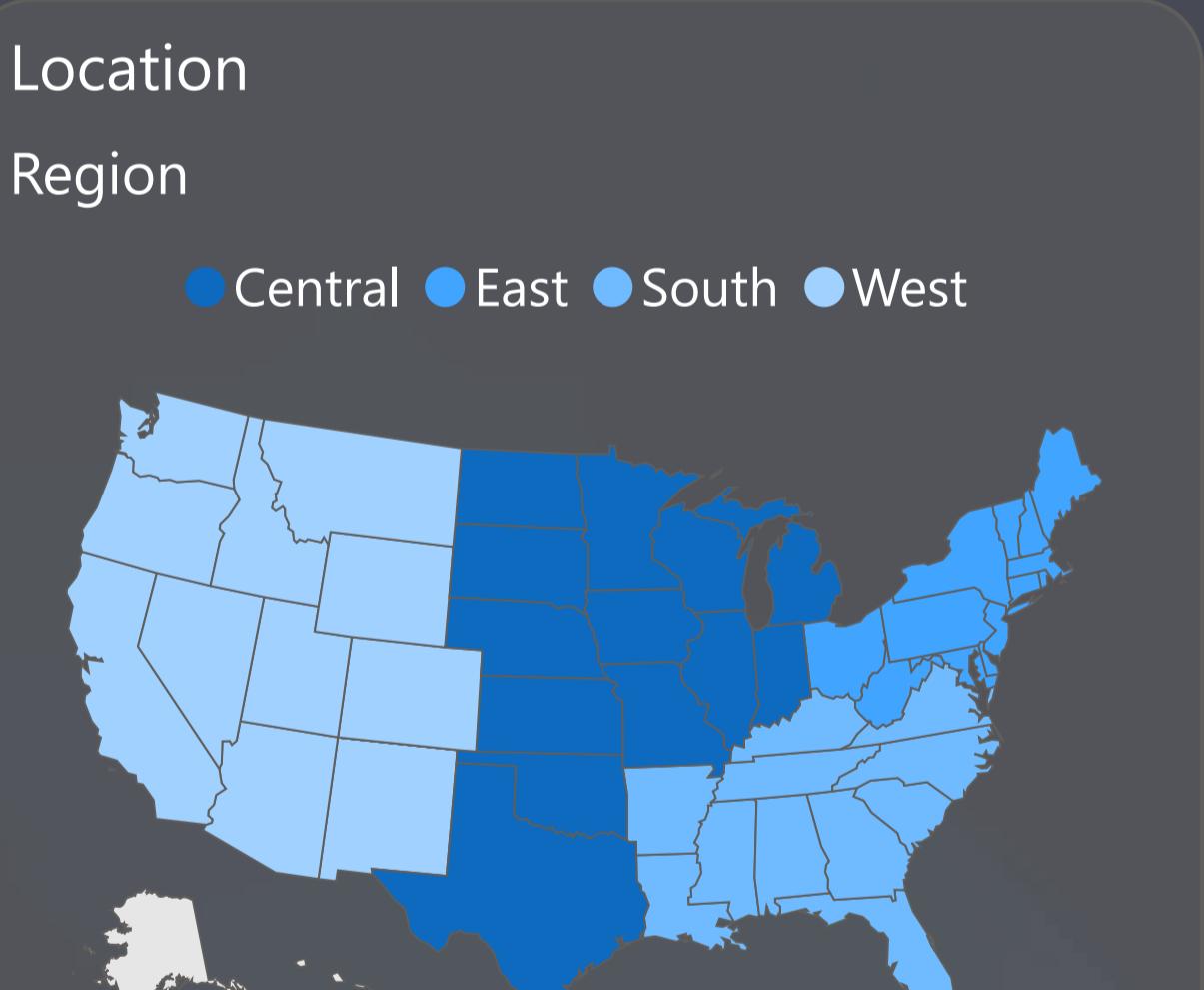


Product Category



Subcategory

All



State

All

City

All

Other

Ship Mode

All



SuperStore

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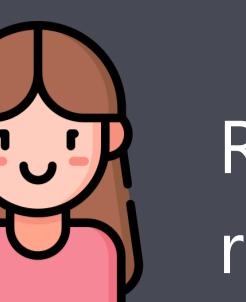
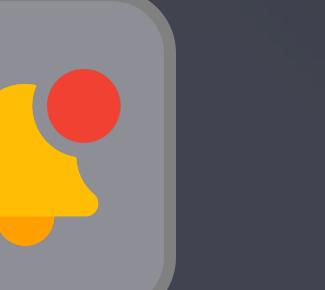
Profile

Help

Exit

Sales Dashboard/ Reports / Data Analysis

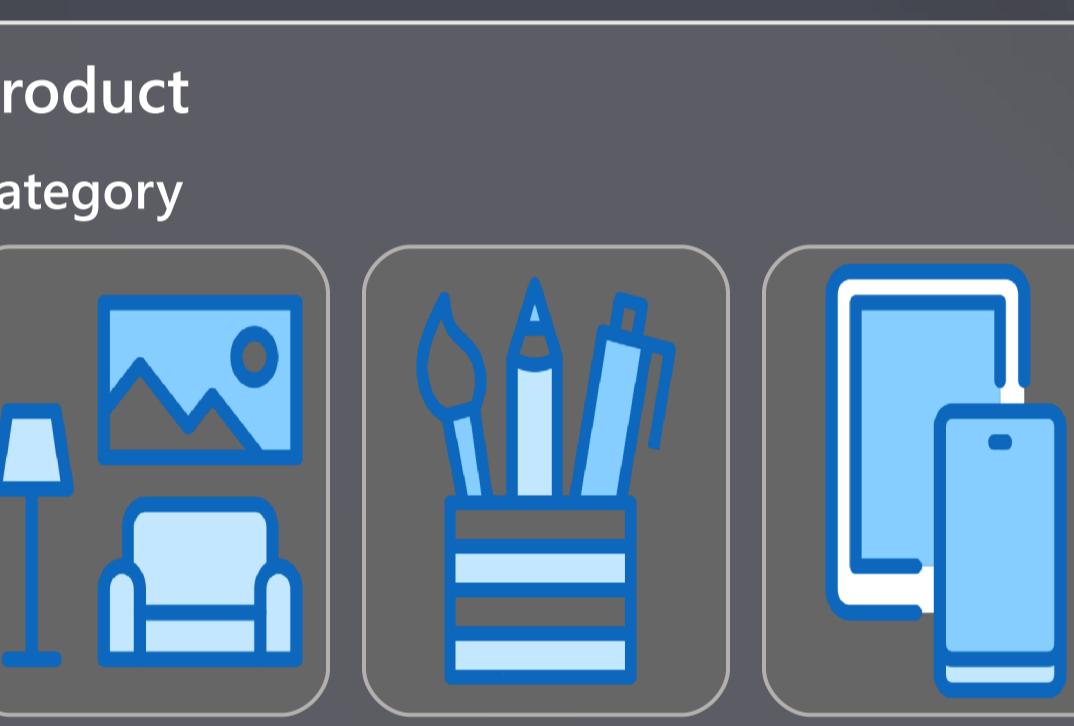
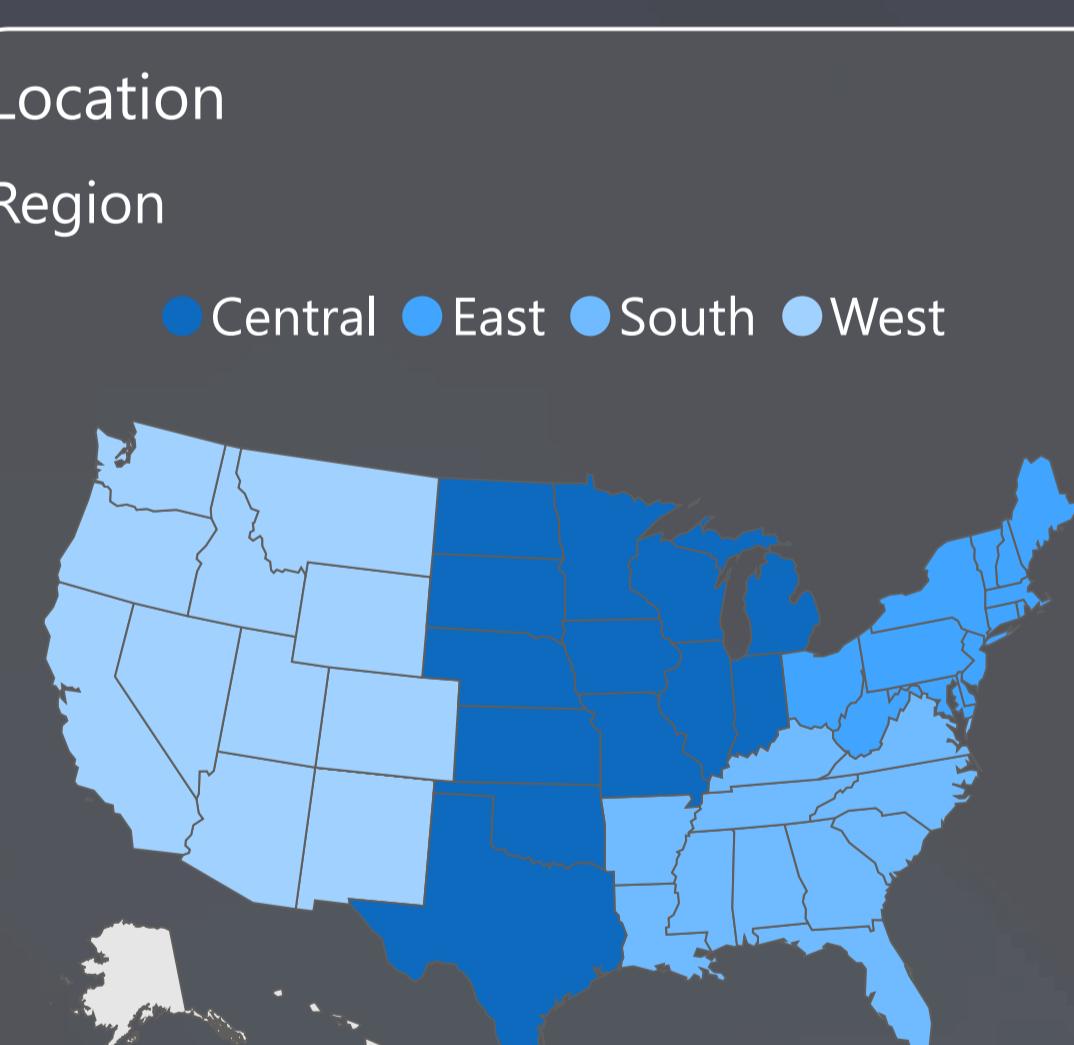
Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

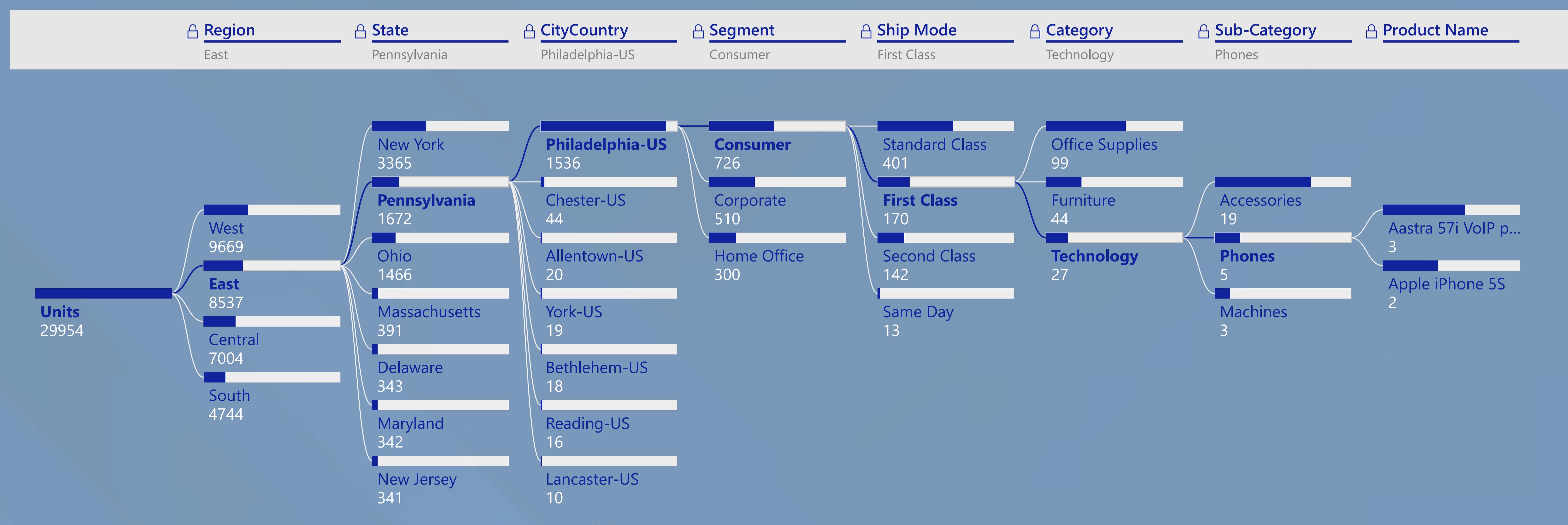
2 FILTERS

Clear

Period

Subcategory State City Other Ship Mode

Decomposition Tree

What is the biggest Contributor to ?



SuperStore

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Customer Info

Product Info

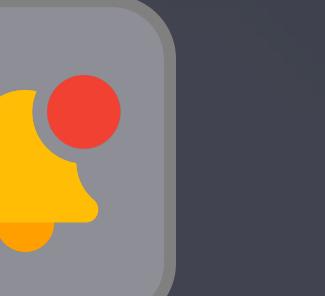
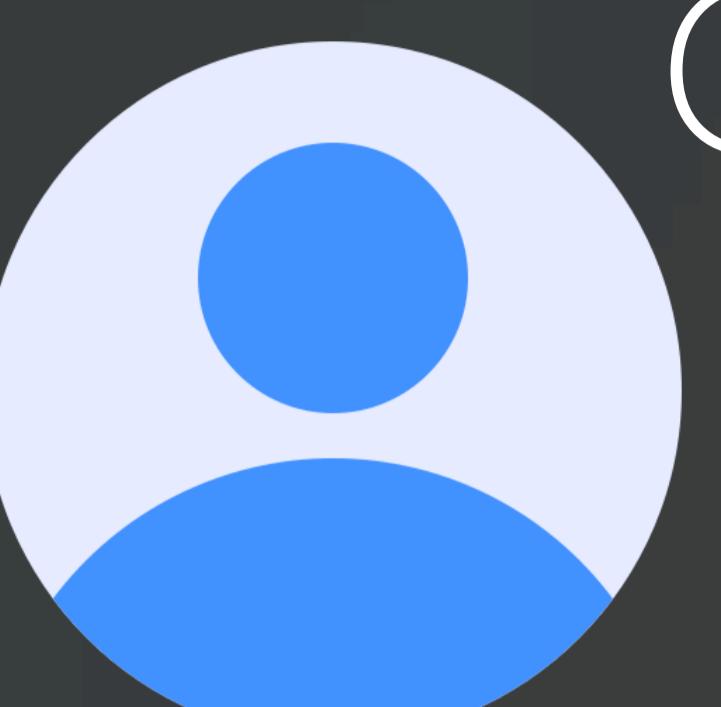
Profile

Help

Exit

Sales Dashboard/ Information / Customer Info

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.comChristopher Conant
Customer ID: CC-12370
Segment: Consumer
Type: Repeat Buyer

Search Customer

All

1 FILTERS

Clear

Period

8/5/2011 9/30/2014



Customer Segment



Product Category

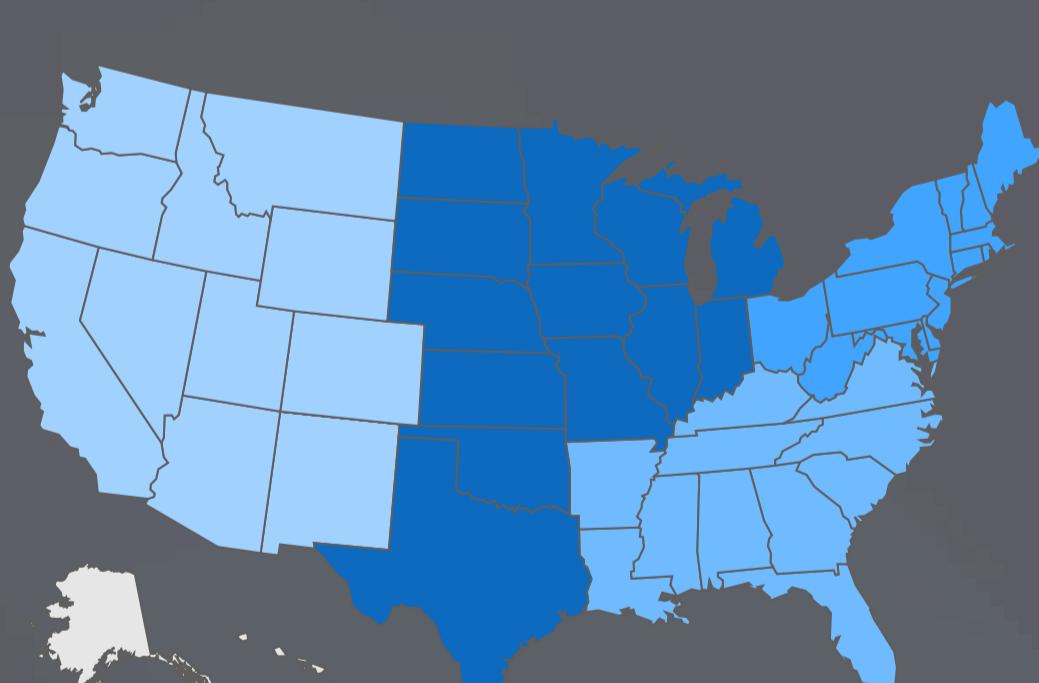


Subcategory

All

Location Region

Central East South West



State

All

City

All

Other

Ship Mode

All

26

Orders

▲ 44.4% | 8

Vs Previous Year

\$26.5K

Sales

▲ 22.3% | \$ 4,826

Vs Previous Year

\$146.7

Avg Price

Of item Purchased

189

Units

▲ 41.0% | 55

Vs Previous Year

\$3,727.1

Profit

▼ -6.7% | \$ -268.07

Vs Previous Year

3.71

Avg Time

Of order delivery

Transaction Record

Correct Order ID	Order Date	Ship Mode	DeliveryDays	NewProduct ID	Product Name	PricePerUnit	Quantity	Sales	Profit	ProfitMargin	CityCountry	Status
AT-2012-3385452	8/12/2012	Second Class	4	OFF-SU-10004691--...	Fiskars Scissors, Serrated	\$17.24	3	\$59.58	\$26.73	44.86%	Graz-AT	Styria
BD-2012-46952	7/7/2012	Second Class	5	FUR-CH-10000694...	Novimex Steel Folding Chair, Red	\$76.02	1	\$82.23	\$18.09	22.00%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	OFF-AR-10004456--...	Binney & Smith Markers, Blue	\$21.82	6	\$144.54	\$18.72	12.95%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	OFF-SU-10000707--...	Stiletto Shears, Serrated	\$42.86	2	\$89.58	\$38.46	42.93%	Chittagong-BD	Chittagong
BD-2012-46952	7/7/2012	Second Class	5	TEC-PH-10001725--...	Motorola Speaker Phone, Cordless	\$114.10	12	\$1,591.56	\$79.56	5.00%	Chittagong-BD	Chittagong
CL-2014-151470	4/21/2014	First Class	3	FUR-CH-10001634...	Novimex Rocking Chair, Adjustable	\$66.46	9	\$803.52	\$80.28	9.99%	Copiapó-CL	Atacama
CN-2014-54148	4/22/2014	Standard Class	4	OFF-PA-10002921--...	Eaton Message Books, Multicolor	\$20.19	1	\$21.99	\$5.04	22.92%	Nanyang-CN	Henan
DE-2014-4064307	4/1/2014	Standard Class	5	TEC-MA-10000331...	Okidata Printer, White	\$250.32	8	\$2,135.28	\$21.12	0.99%	Wilhelmshaven-DE	Lower Sa
ES-2011-3523269	12/24/2011	Standard Class	5	OFF-BI-10003763--l...	Ibico Index Tab, Economy	\$9.28	4	\$41.64	\$14.04	33.72%	Molina de Segura-ES	Murcia
ES-2012-1845274	6/20/2012	Standard Class	5	OFF-AR-10001462--...	Stanley Highlighters, Fluorescent	\$14.67	6	\$95.76	\$35.28	36.84%	Fuengirola-ES	Andalusia
FR-2014-1443883	4/25/2014	Second Class	3	OFF-PA-10004343--...	Enermax Memo Slips, Premium	\$12.50	4	\$62.64	\$1.20	1.92%	Trappes-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-AR-10002485--...	Boston Markers, Easy-Erase	\$25.54	3	\$79.92	\$7.11	8.90%	Aulnay-sous-Bois-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-PA-10003105--...	SanDisk Parchment Paper, Premium	\$15.02	1	\$16.71	\$3.15	18.85%	Aulnay-sous-Bois-FR	Ile-de-Fra
FR-2014-2689172	6/30/2014	Standard Class	4	OFF-ST-10002437--...	Eldon Trays, Blue	\$45.16	2	\$86.35	\$7.63	8.83%	Aulnay-sous-Bois-FR	Ile-de-Fra
GB-2013-2744518	11/20/2013	Same Day	0	FUR-FU-10004483--...	Deflect-O Light Bulb, Durable	\$13.48	1	\$11.21	\$3.20	28.57%	Carlisle-GB	England
GB-2013-3042991	3/20/2013	Second Class	3	OFF-AP-10002397--...	Breville Microwave, White	\$258.74	9	\$2,698.65	\$890.46	33.00%	Preston-GB	England



SuperStore

Last Updated: December 31, 2023

Overview

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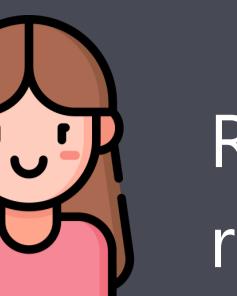
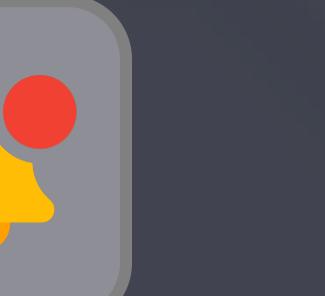
Profile

Help

Exit

Sales Dashboard/ Information / Product Info

Thursday, April 17, 2025

Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com

1 FILTERS

Clear



Product ID: TEC-MA-10000984-...

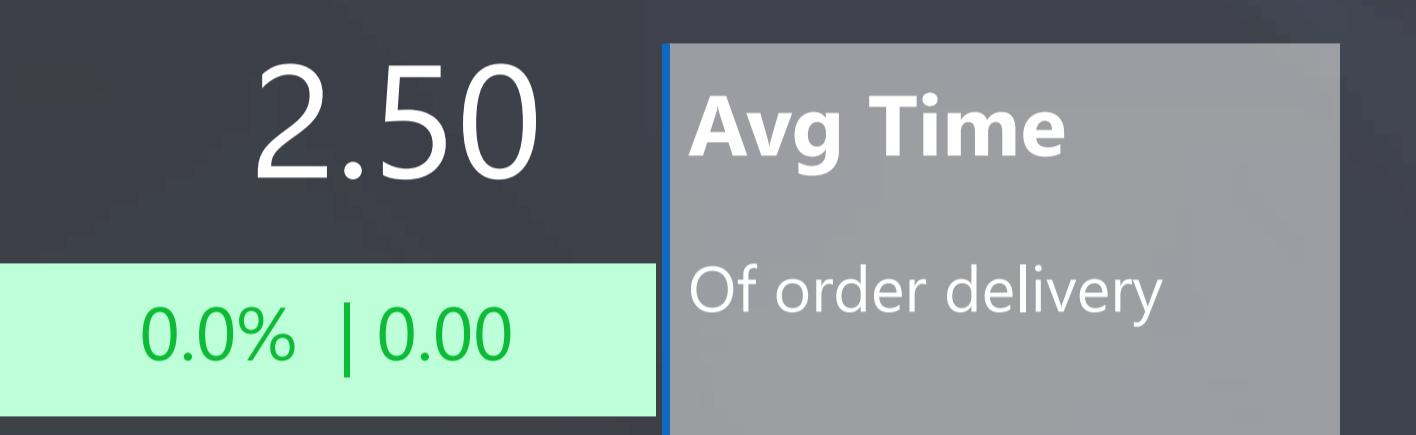
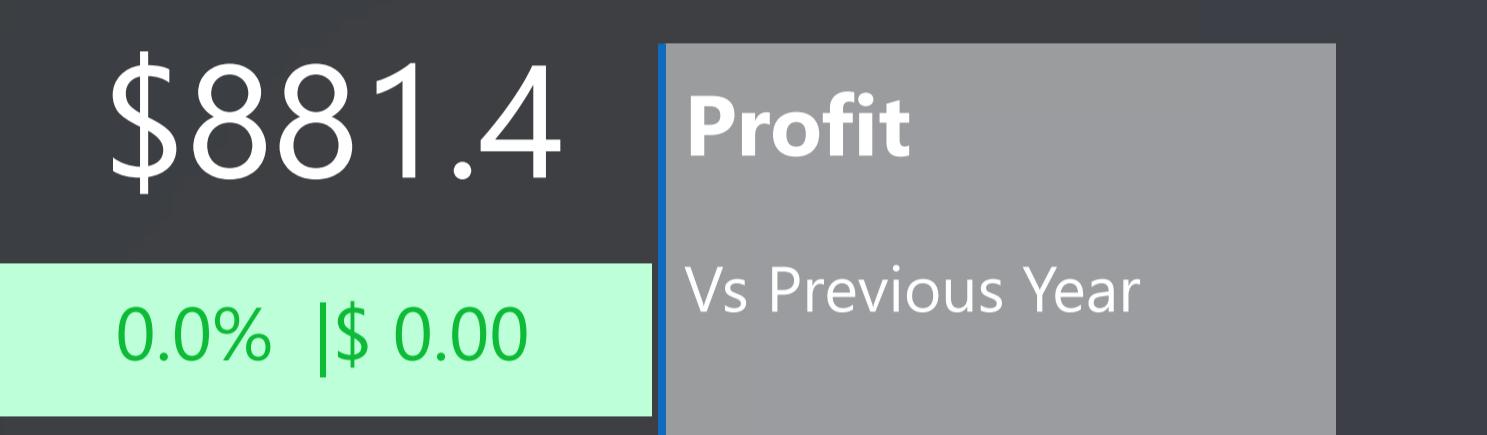
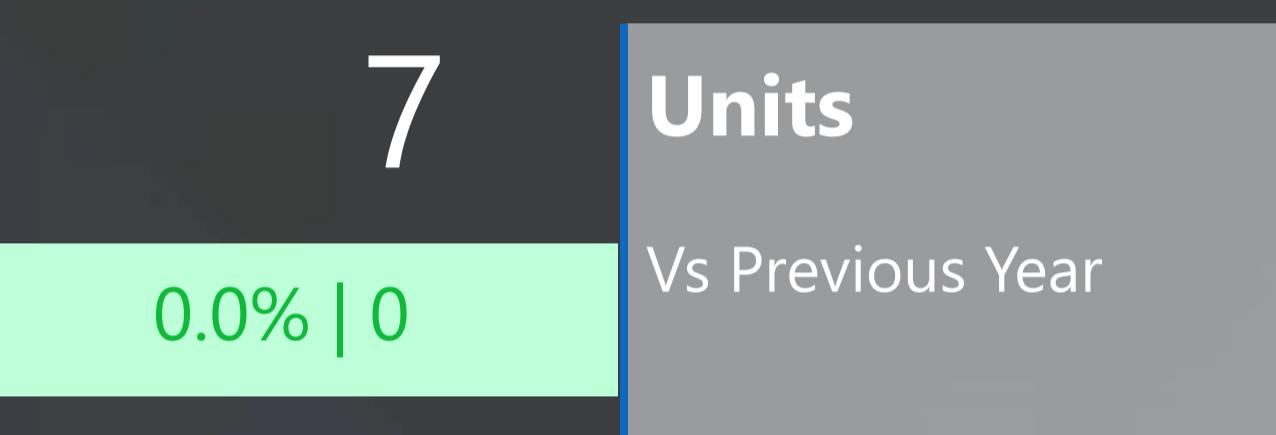
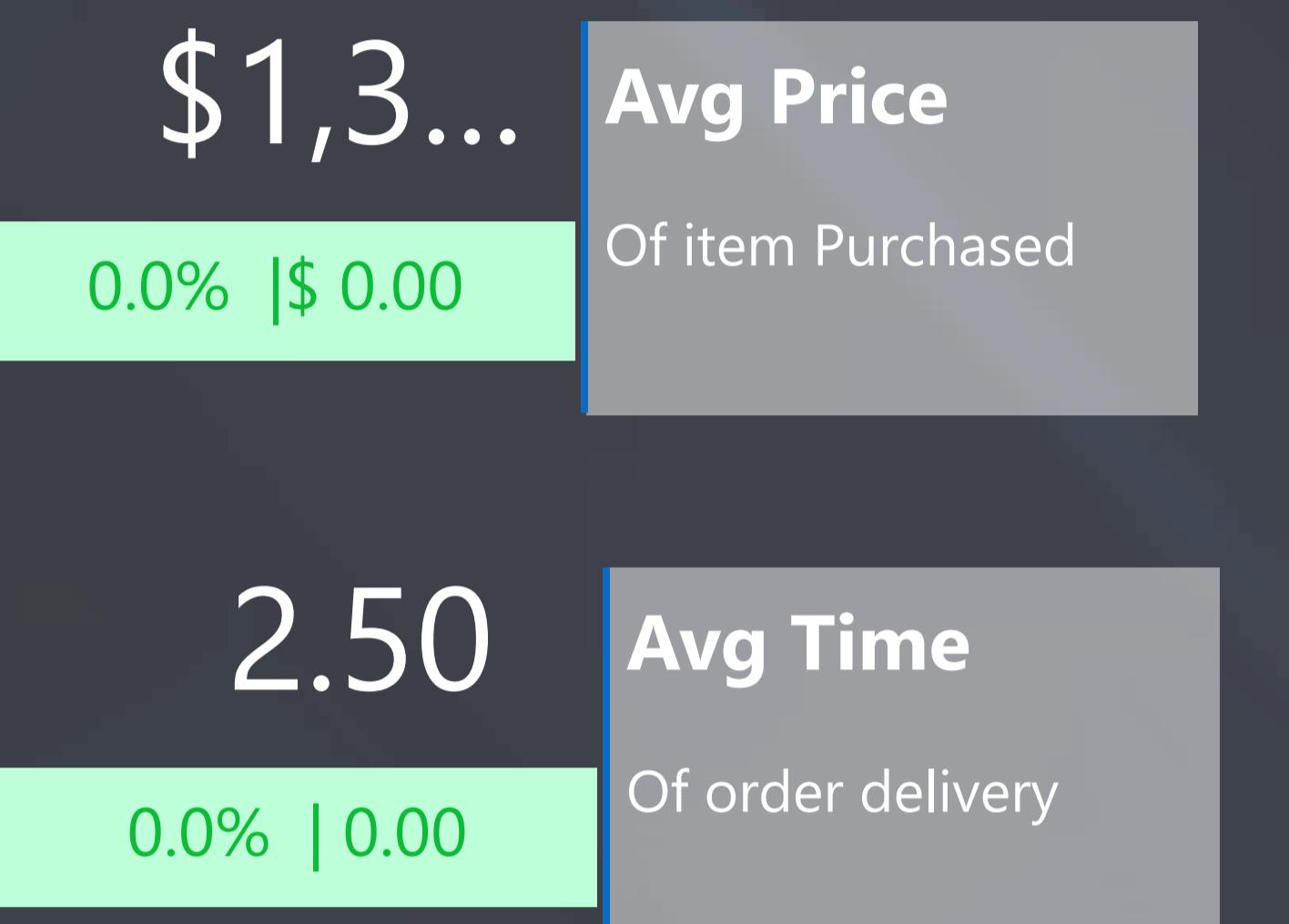
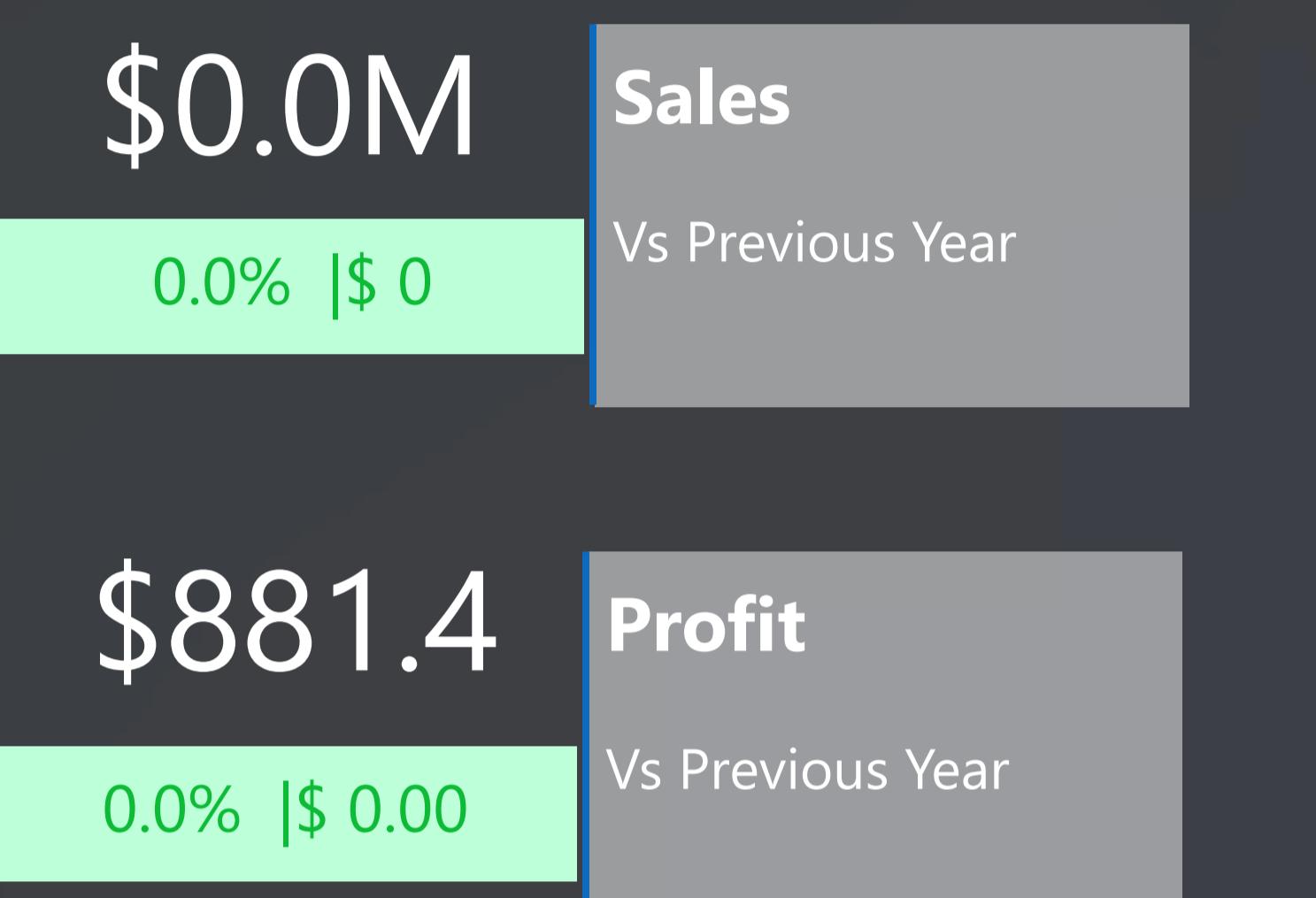
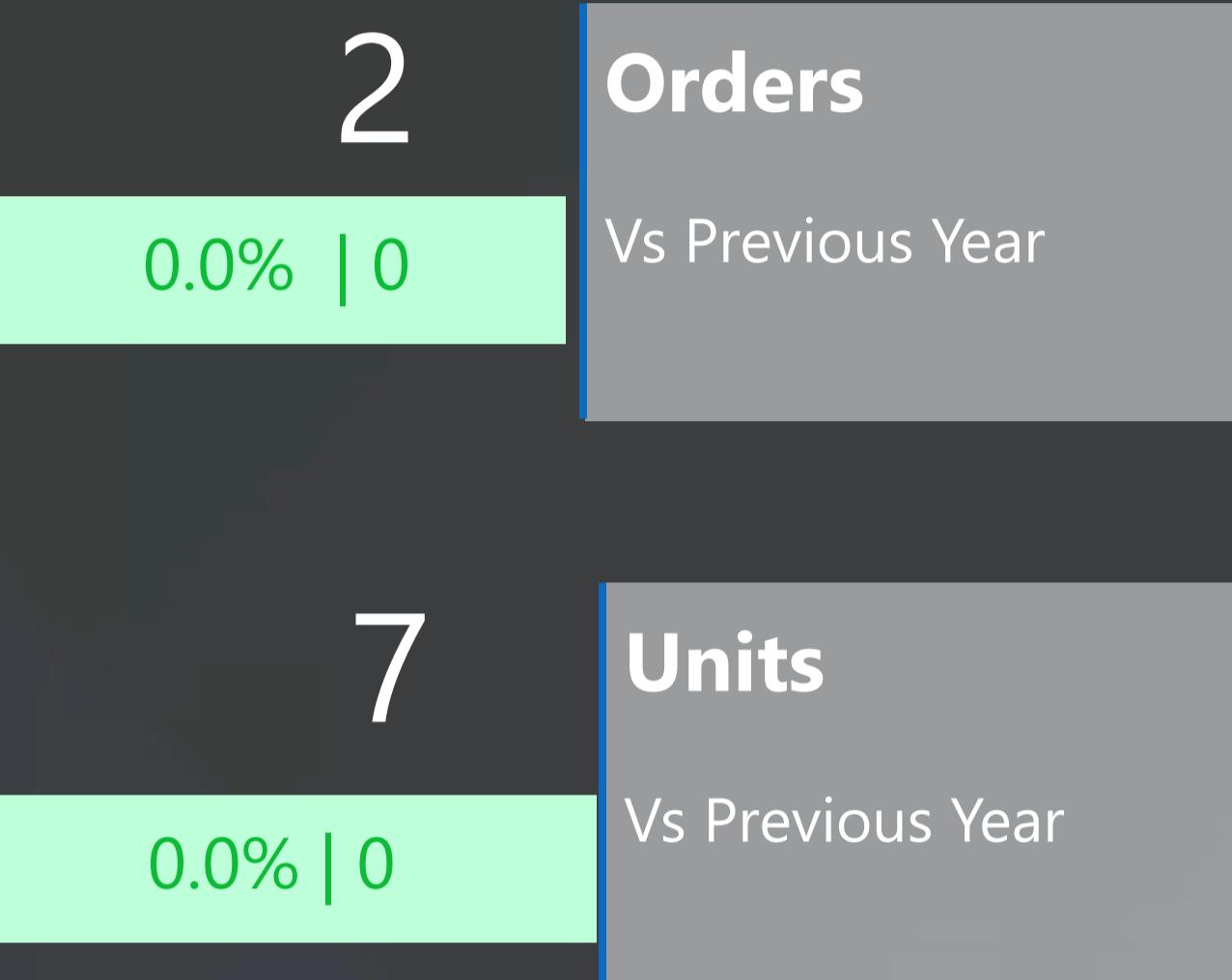
Category: Technology

SubCategory: Machines

Okidata MB760 Printer

Search Product

All

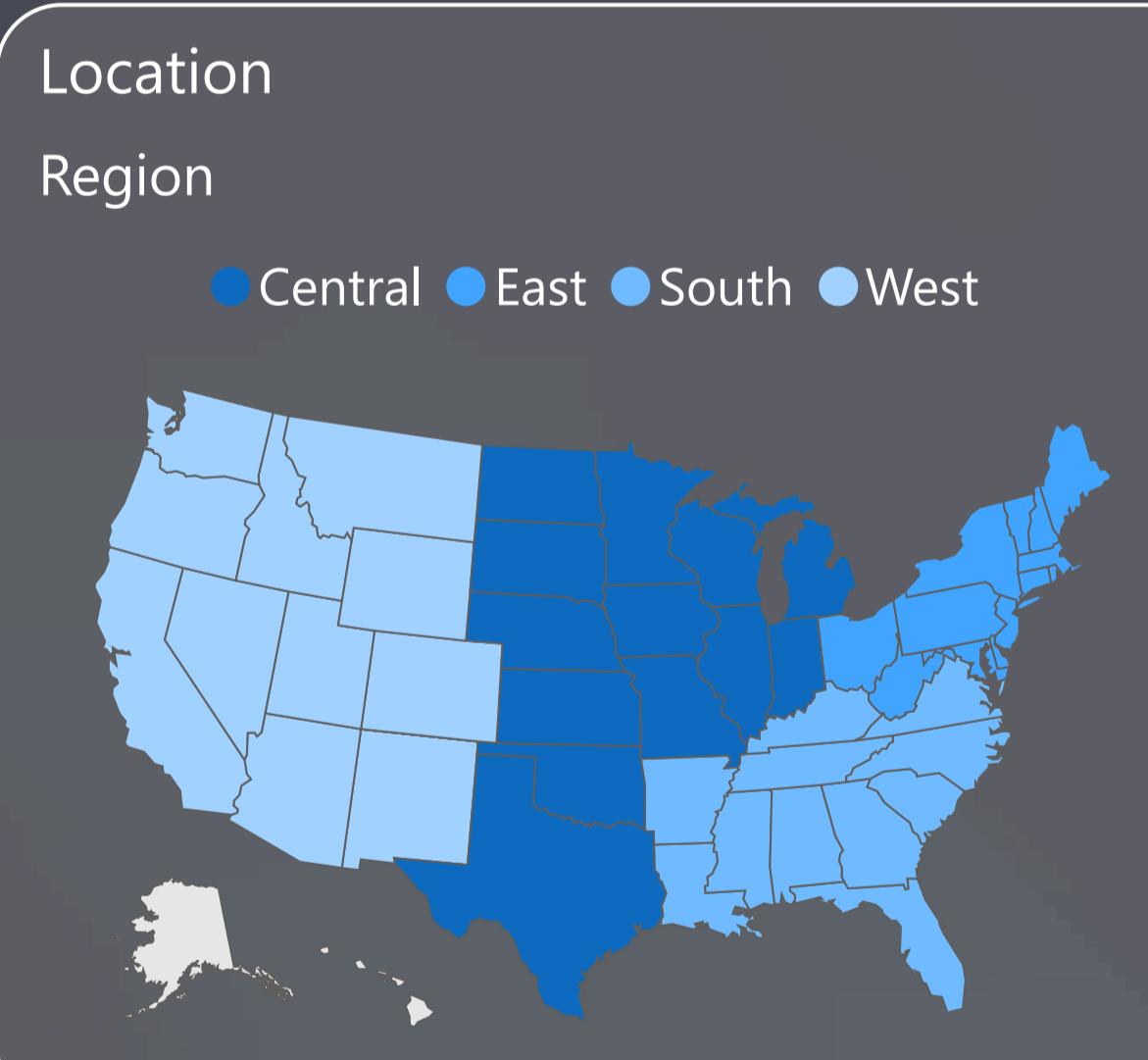


Transaction Record

Correct Order ID	Order Date	Ship Mode	DeliveryDays	Customer ID	Customer Name	PricePerUnit	Quantity	Sales	Profit	CityCountry	State	Region
US-2013-100300	6/25/2013	Second Class	2	MJ-17740	Max Jones	\$1,247.29	4	\$4,976.80	\$503.64	San Diego-US	California	West
US-2013-169663	3/11/2013	First Class	3	RH-19510	Rick Huthwaite	\$1,363.85	3	\$3,357.60	\$377.73	Los Angeles-US	California	West

Period

8/5/2011 9/30/2014

Subcategory AllState AllCity AllOther Ship Mode All



SuperStore

Last Updated: December 31, 2023

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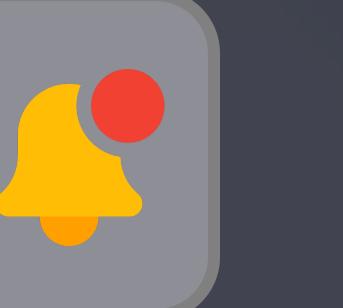
Profile

Help

Exit

Sales Dashboard/ **Profile**

Thursday, April 17, 2025



Rana Ahmed Abd Elhalim
ranaahmed0411@gmail.com



Rana Ahmed Abd Elhalim

BI Intern

Contacts



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ranaahmed0411@gmail.com



ranaahmed0411

About Me

Certificates

Skills

Main Tools