



Home



Sales Report



Customer Analysis



Product Analysis



Summary

# Welcome to the Store Sales Forecasting Dashboard!

To start, select a report from the navigation pane on the left.

## Summary:

**This dashboard gives us insights about various aspects of Store Sales Forecasting**

At 26,590.17, Chairs had the highest Total Profit and was 250.01% higher than Tables, which had the lowest Total Profit at -17,725.48.

3-Month moving average of sales is 198.41 dollars with an average sale per customer of 173.68.





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## Stores Sales Forecasting Dashboard

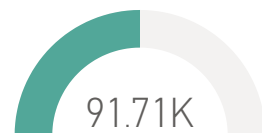
Sales year- 2014-2017

91,705.16

Sales



Sales



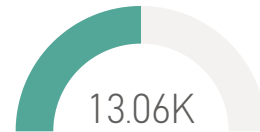
91.71K

13.06K

Profits



Sum of Profit



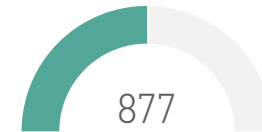
13.06K

877

Orders



Orders



877

3,563.00

Quantity

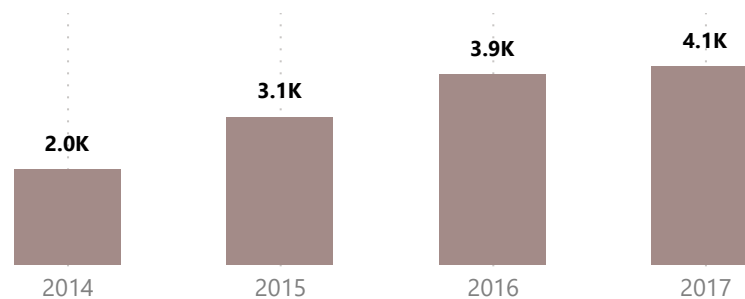


Quantities



3.56K

### Profit Over Time



### Profit by Region

Region	Total Sales	Total Profit	Total Quantity
West	30,072.73	7,641.27	1,175.00
East	29,071.38	5,881.41	1,015.00
Central	15,254.37	-3,906.22	758.00
South	17,306.68	3,442.68	615.00



198.41

3-Month Moving Average Sales



173.68

Average sales per customer



Sub-Category	Sum of Sales	Product ID
Chairs	21,870.58	FUR-CH-10002024
Bookcases	15,610.97	FUR-BO-10004834
Tables	12,995.29	FUR-TA-10003473



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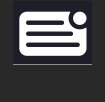
Sales Report



Seasonal Variance



Product Analysis

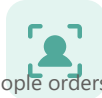


Summary

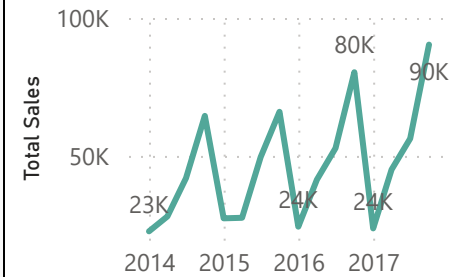
## Seasonal variance and customer segmentation

889

Number of days when people orders



### Total Sales by Year and Quarter



### Customer Segmentation based on their purchase behaviour

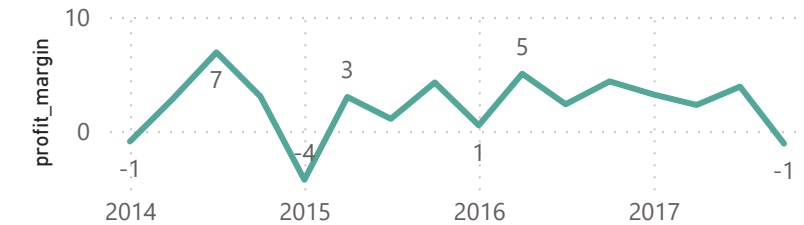
Customer ID	Frequency	monetary	recency
LB-16735	1	1.99	2577
AS-10135	1	4.18	2741
SV-20815	1	4.93	3160
EB-14170	1	5.31	3499
CM-12385	1	6.46	2366
KB-16600	1	9.71	2350
MG-18205	1	12.32	2593
MZ-17515	1	12.54	2896
AA-10315	1	14.56	3531
NP-18685	1	14.73	3279
SC-20440	1	14.01	3157

Furniture

Sub-Category

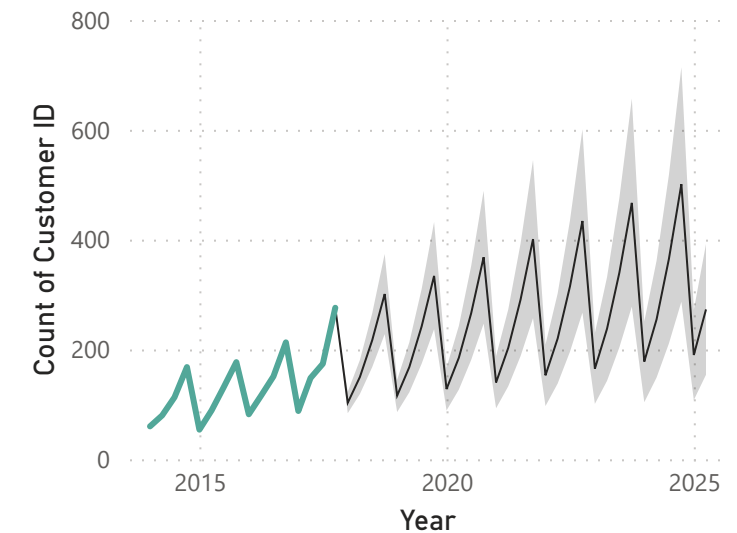
All

### profit\_margin by Year and Quarter



[Click here for more information about profit margin](#)

### Count of Customer ID by Year and Quarter





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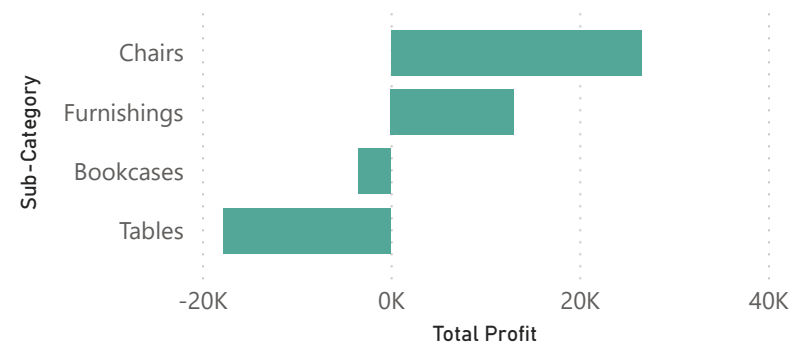
Summary

## Profitability

Shipping Days by Order Date



Total Profit by Sub-Category



Order Date

06-01-2014

30-12-2017



Average order values  
by Order Date

323.14

### Insights:

At 26,590.17, Chairs had the highest Total Profit and was 250.01% higher than Tables, which had the lowest Total Profit at -17,725.48.

Chairs had the highest Total Profit at 26,590.17, followed by Furnishings, Bookcases, and Tables.

Chairs accounted for 43.70% of Total Profit.

Across all 4 Sub-Category, Total Profit ranged from -17,725.48 to 26,590.17.



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### Summary:

Sum of Profit trended up, resulting in a 107.77% increase between 2014 and 2017.

It started trending up on 2014, rising by 107.77% (2,126.27) in 3 years and jumped from 1,972.89 to 4,099.16 during its steepest incline between 2014 and 2017.

Count of Customer ID trended up, resulting in a 360.00% increase between January 2014 and October 2017.

It started trending up on October 2016, rising by 29.58% (63) in 4 quarters.

Count of Customer ID jumped from 213 to 276 during its steepest incline between October 2016 and October 2017.

At 26,590.17, Chairs had the highest Total Profit and was 250.01% higher than Tables, which had the lowest Total Profit at -17,725.48.

Chairs had the highest Total Profit at 26,590.17, followed by Furnishings, Bookcases, and Tables.

Chairs accounted for 43.70% of Total Profit.

Across all 4 Sub-Category, Total Profit ranged from -17,725.48 to 26,590.17.

Average order values started trending up on Saturday, September 16, 2017, rising by 464.21% (104.50) in 6 days.

It jumped from 22.51 to 127.02 during its steepest incline between Saturday, September 16, 2017 and Friday, September 22, 2017.

AOVs had several high anomalies between Monday, January 6, 2014 and Tuesday, November 28, 2017.