Superstore
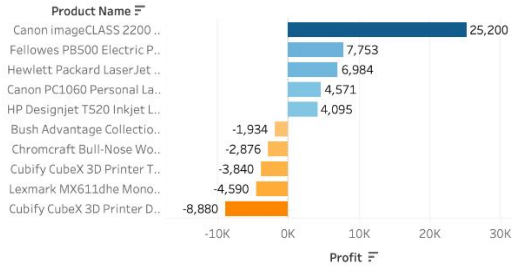
Assignment 5

Superstore Dashboard

Top 5 and bottom 5 products by loss

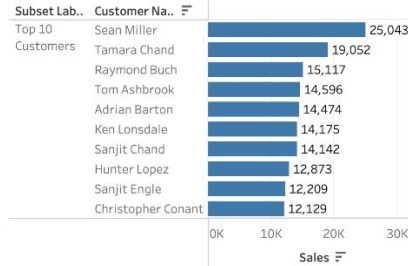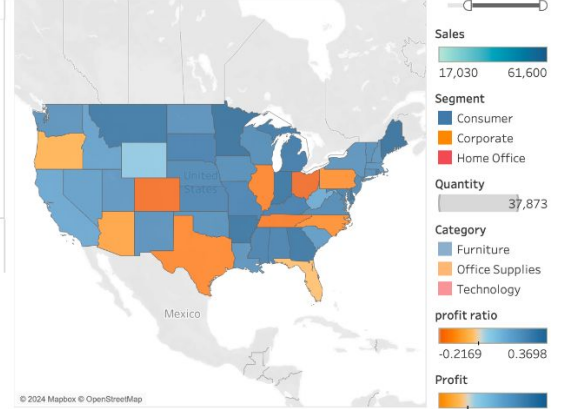| Product Name	Profit
Canon imageCLASS 2200 ..	25,200
Fellowes PB500 Electric P..	7,753
Hewlett Packard LaserJet ..	6,984
Canon PC1060 Personal La..	4,571
HP Designjet T520 Inkjet L..	4,095
Bush Advantage Collectio..	-1,934
Chromcraft Bull-Nose Wo..	-2,876
Cubify CubeX 3D Printer T..	-3,840
Lexmark MX611dhe Mono..	-4,590
Cubify CubeX 3D Printer D..	-8,880

Profit axis: -10K, 0K, 10K, 20K, 30K

Market segment vs Sales and Quantity

Pie chart segments: Consumer, Corporate, Home Office

Top 10 Customers by Sales

Subset Lab..	Customer Na..	Sales
Top 10 Customers	Sean Miller	25,043
	Tamara Chand	19,052
	Raymond Buch	15,117
	Tom Ashbrook	14,596
	Adrian Barton	14,474
	Ken Lonsdale	14,175
	Sanjit Chand	14,142
	Hunter Lopez	12,873
	Sanjit Engle	12,209
	Christopher Conant	12,129

Sales axis: 0K, 10K, 20K, 30K

Profit ratio in various states

© 2024 Mapbox © OpenStreetMap

Sales: 16,134 — 61,600

Sales: 17,030 — 61,600

Segment:
- Consumer
- Corporate
- Home Office

Quantity: 37,873

Category:
- Furniture
- Office Supplies
- Technology

profit ratio: -0.2169 — 0.3698

Profit: -8,880 — 25,200

bottom 5 profit ite..: 5

top 5 profit items: 5

Ship Mode:
- First Class
- Same Day
- Second Class
- Standard Class

10 Most popular products

- Canon imageCLASS 2200 Advanced Copier
- Cisco TelePresence System EX90 Videoconferencing Unit
- GBC Ibimaster 500 Manual ProClick Binding System
- Hewlett Packard LaserJet 3310 Copier
- HON 5400 Series Task Chairs for Big and Tall
- HP Designjet T520 Inkjet Large Format Printer - 24" Color
- High Speed
- Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
- GBC DocuBind TL300 Electric Binding System
- GBC DocuBind P400 Electric Binding System

Top Categories in each region

Region	Sub-C..	
Central	Chairs	85,231
	Phones	72,403
	Binders	56,923
	Storage	45,930
	Tables	39,155
East	Phones	100,615
	Chairs	96,261
	Storage	71,613
	Machines	66,106
	Binders	53,498
South	Phones	58,304
	Machines	53,891
	Chairs	45,176
	Tables	43,916
	Binders	37,030
West	Chairs	101,781
	Phones	98,684
	Tables	84,755
	Storage	70,533
	Accessories	61,114

Most common shipping method

Count of superstore.csv by Category (Furniture, Office Supplies, Technology)

- Furniture: Standard Class 1,248; Second Class 427; First Class 327
- Office Supplies: Standard Class 3,638; Second Class 1,152; Same Day 326; First Class 910
- Technology: Standard Class 1,082; Second Class 366; First Class 301

Order trend per category throughout years

Sales by Month of Order Date (2014–2018), axis 0K–120K
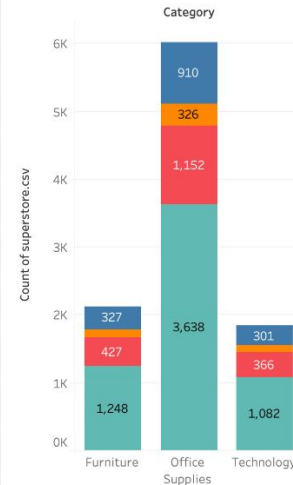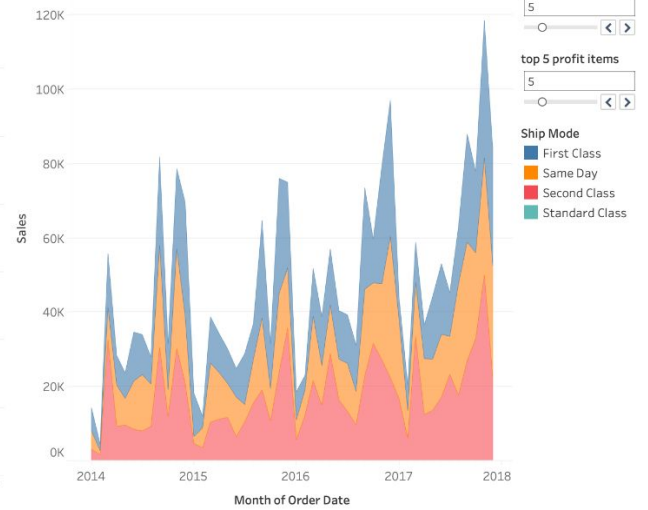
Trend of orders throught the years

Year of Order Date
- 2014
- 2015
- 2016
- 2017
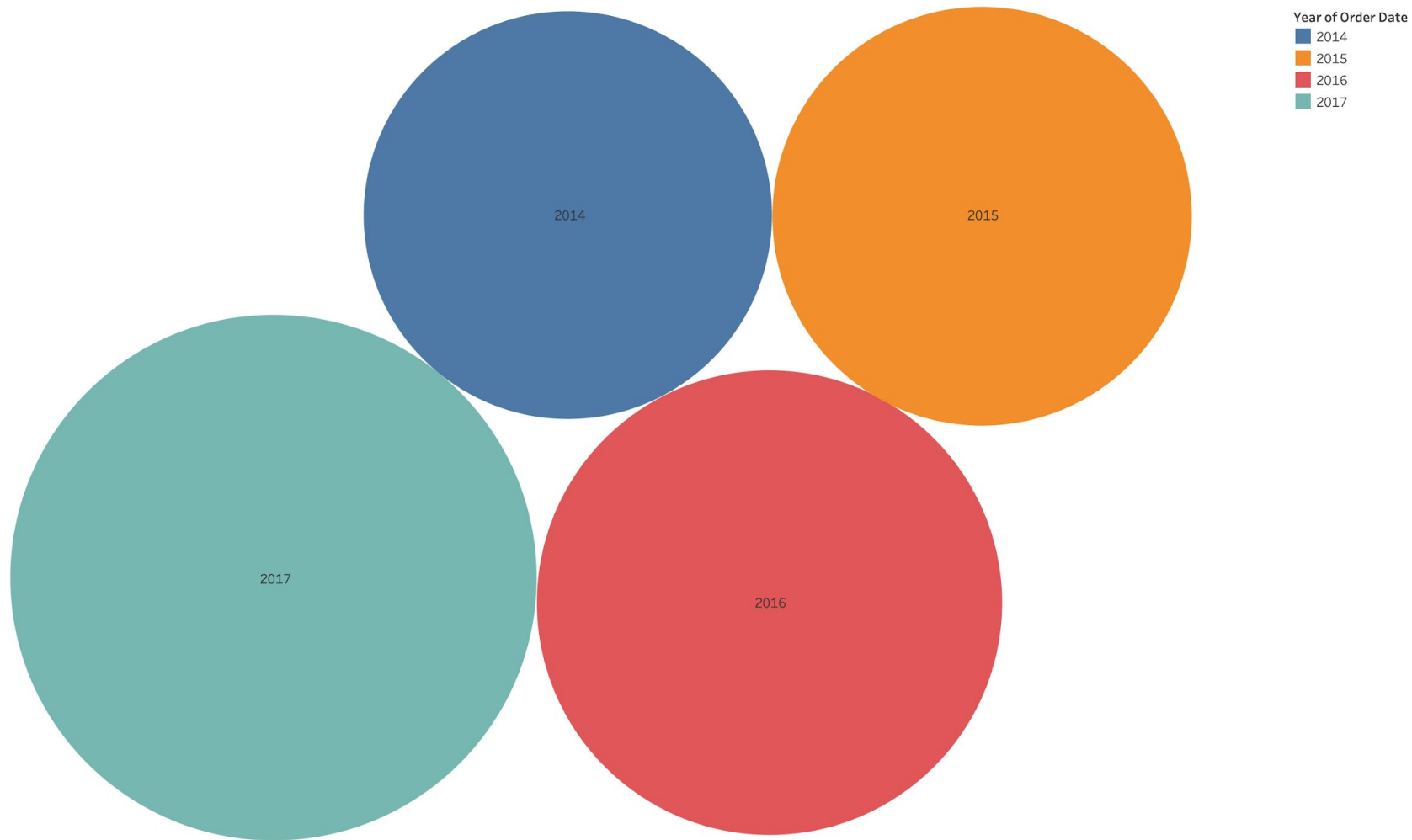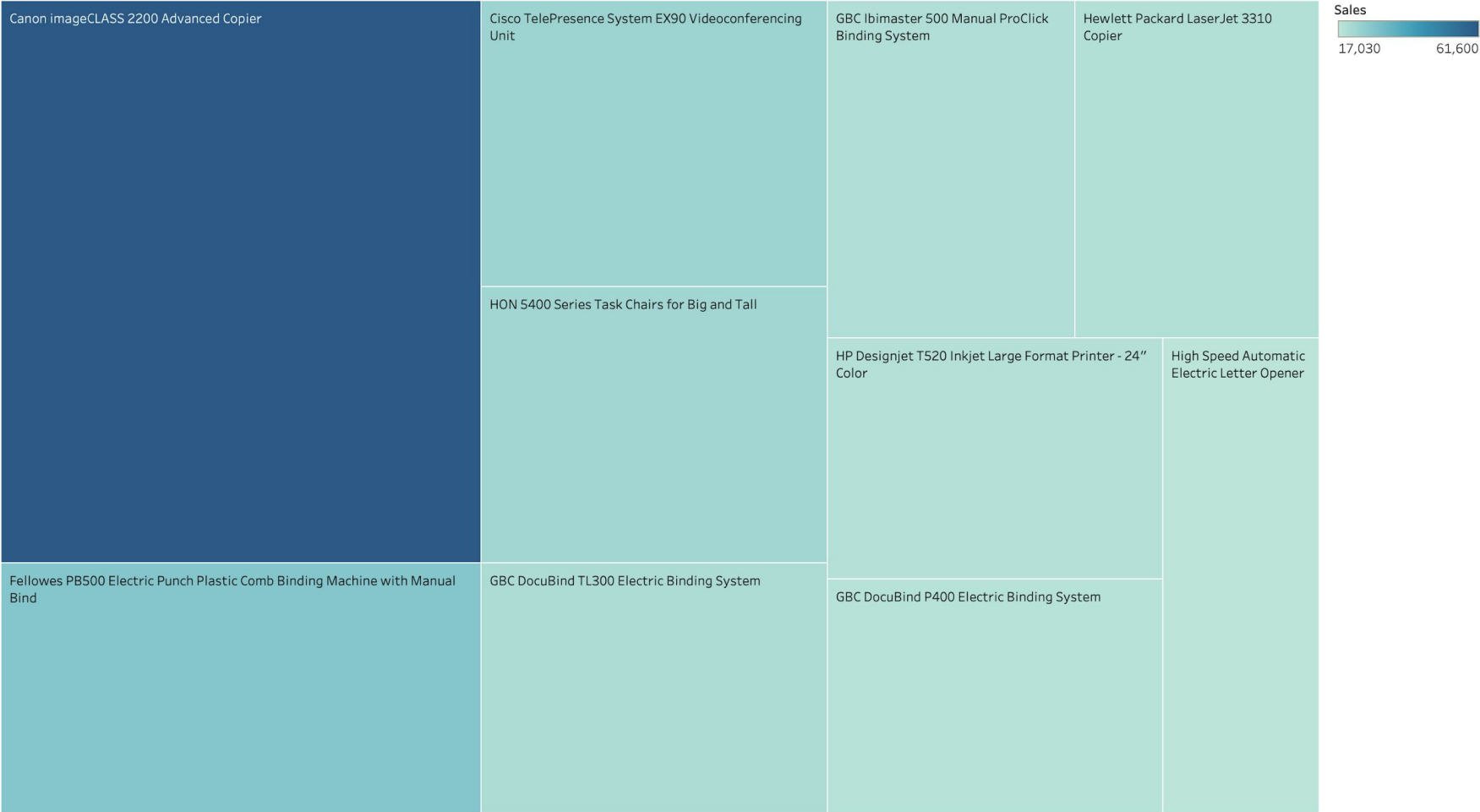
Order Date Year. Color shows details about Order Date Year. Size shows count of superstore.csv. The marks are labeled by Order Date Year.

10 Most popular products

Canon imageCLASS 2200 Advanced Copier	Cisco TelePresence System EX90 Videoconferencing Unit	GBC Ibimaster 500 Manual ProClick Binding System	Hewlett Packard LaserJet 3310 Copier	

Sales
17,030 — 61,600

HON 5400 Series Task Chairs for Big and Tall

HP Designjet T520 Inkjet Large Format Printer - 24" Color

High Speed Automatic Electric Letter Opener

Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind

GBC DocuBind TL300 Electric Binding System

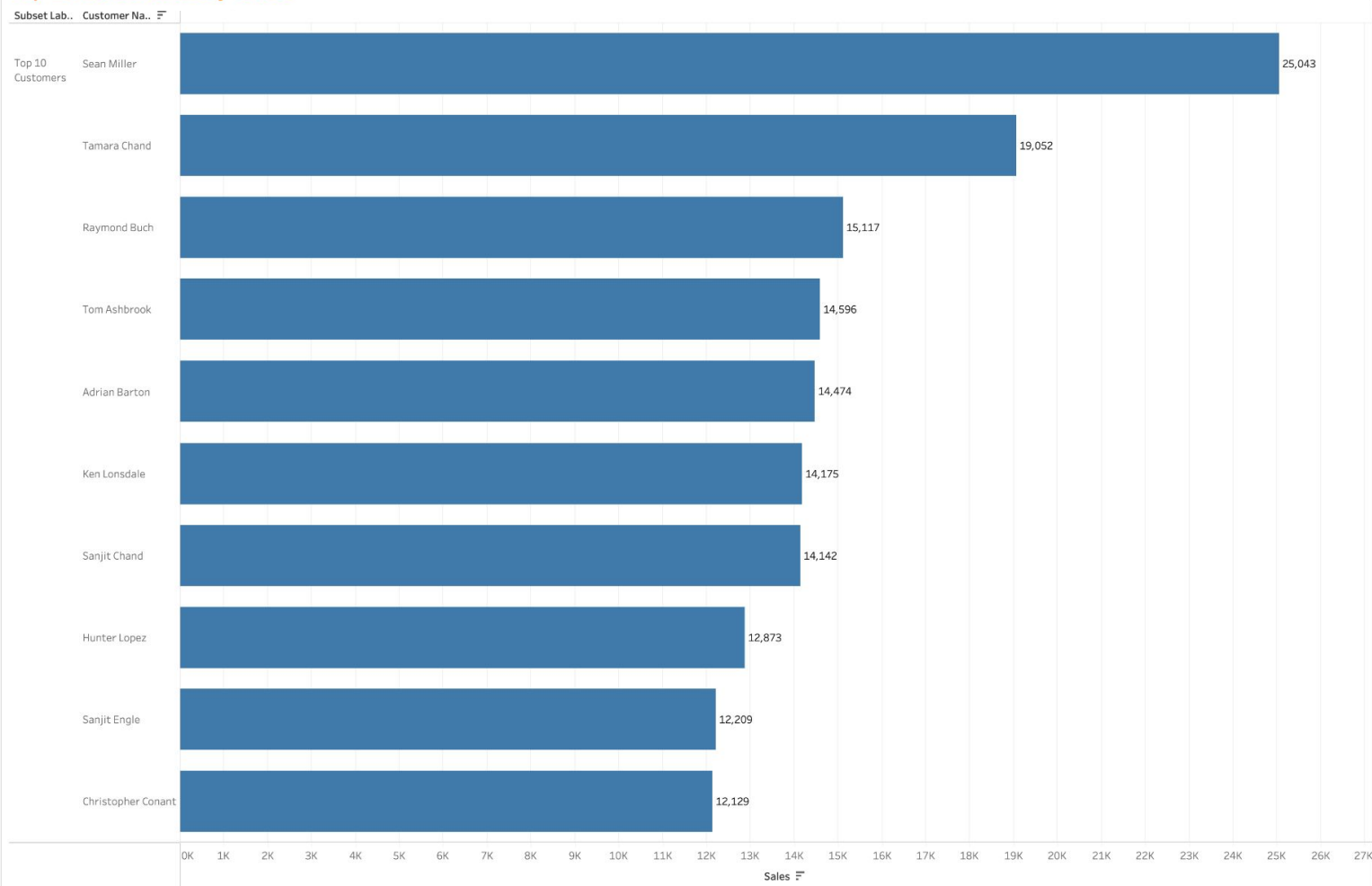GBC DocuBind P400 Electric Binding System

Product Name. Color shows sum of Sales. Size shows sum of Sales. The marks are labeled by Product Name. The view is filtered on sum of Sales and Product Name. The sum of Sales filter ranges from 16,134 to 61,600.
The Product Name filter excludes Lexmark MX611dhe Monochrome Laser Printer and Martin Yale Chadless Opener Electric Letter Opener.

Top 5 Customers in each sub category by sales

Sub-Catego..	Customer Name	
Accessories	Kelly Collister	3,795
	Helen Wasserman	2,730
	Peter McVee	2,442
	Rick Hansen	2,310
	Natalie Fritzler	2,260
Appliances	Rick Wilson	2,981
	Annie Thurman	2,768
	Helen Wasserman	2,761
	Justin Deggeller	2,505
	Jonathan Doherty	2,105
Art	Brendan Sweed	1,146
	Brenda Bowman	423
	Nicole Hansen	421
	Paul Gonzalez	403
	Raymond Buch	379
Binders	Sanjit Chand	11,468
	Adrian Barton	11,069
	Christopher Martinez	8,377
	Andy Reiter	5,489
	Jane Waco	5,084
Bookcases	Peter Fuller	6,233
	Quincy Jones	4,405
	Greg Tran	4,008
	Maribeth Schnelling	3,407
	Tracy Blumstein	3,083
Chairs	Seth Vernon	5,976
	Laura Armstrong	4,921
	Joe Elijah	4,623
	Tom Prescott	4,416
	Bill Donatelli	4,182
Copiers	Tamara Chand	17,500
	Raymond Buch	14,000
	Tom Ashbrook	11,200
	Christopher Conant	11,200
	Hunter Lopez	10,500
Envelopes	Damala Kotsonis	746
	Peter Bühler	605
	Nona Balk	559
	Olvera Toch	433
	Edward Hooks	419
Fasteners	Mick Crebagga	93
	Eric Hoffmann	58
	Joseph Holt	57
	William Brown	57
	Marc Crier	55

Furnishings	Duane Noonan	1,548
	Ross Baird	1,524
	Alejandro Grove	1,351
	Lindsay Shagiari	1,332
	Lauren Leatherbury	1,214
Labels	Jenna Caffey	786
	Tracy Poddar	629
	Maurice Satty	498
	Heather Kirkland	492
	Damala Kotsonis	431
Machines	Sean Miller	23,460
	Bill Shonely	9,100
	Sanjit Engle	8,750
	Becky Martin	8,160
	Grant Thornton	8,000
Paper	Paul Prost	931
	Thomas Seio	913
	Matt Abelman	729
	Mick Hernandez	725
	Dave Hallsten	721
Phones	John Murray	6,429
	Maria Etezadi	5,612
	Patrick O'Brill	4,748
	Karen Ferguson	4,249
	Tonja Turnell	3,724
Storage	Yoseph Carroll	3,685
	Suzanne McNair	3,357
	Cassandra Brandow	3,345
	Jonathan Doherty	3,132
	Karen Ferguson	3,051
Supplies	Ken Lonsdale	8,188
	Edward Hooks	4,967
	Joseph Airdo	4,664
	Greg Maxwell	4,164
	Cathy Prescott	4,164
Tables	Nora Preis	4,585
	Joseph Holt	4,298
	Ellis Ballard	3,394
	Christine Phan	3,336
	Michael Moore	3,253

Top 10 Customers by Sales

Subset Lab..	Customer Na.. ☰	Sales
Top 10 Customers	Sean Miller	25,043
	Tamara Chand	19,052
	Raymond Buch	15,117
	Tom Ashbrook	14,596
	Adrian Barton	14,474
	Ken Lonsdale	14,175
	Sanjit Chand	14,142
	Hunter Lopez	12,873
	Sanjit Engle	12,209
	Christopher Conant	12,129

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K 18K 19K 20K 21K 22K 23K 24K 25K 26K 27K

Sales ☰

Sum of Sales for each Customer Name broken down by In / Out of Top N customers by Sale and Subset Labels. Color shows details about In / Out of Top N customers by Sale. The marks are labeled by sum of Sales. The view is filtered on Subset Labels, which keeps Top 10 Customers.

Top Categories in each region

Region	Sub-Catego..	
Central	Chairs	85,231
	Phones	72,403
	Binders	56,923
	Storage	45,930
	Tables	39,155
East	Phones	100,615
	Chairs	96,261
	Storage	71,613
	Machines	66,106
	Binders	53,498
South	Phones	58,304
	Machines	53,891
	Chairs	45,176
	Tables	43,916
	Binders	37,030
West	Chairs	101,781
	Phones	98,684
	Tables	84,755
	Storage	70,533
	Accessories	61,114

Sum of Sales broken down by Region
and Sub-Category. The data is filtered
on index, which keeps 1, 2, 3, 4 and 5.

Market segment vs Sales and Quantity

Segment
- Consumer
- Corporate
- Home Office

Home Office

Consumer

Corporate

Segment. Color shows details about Segment. Size shows sum of Quantity. The marks are labeled by Segment.
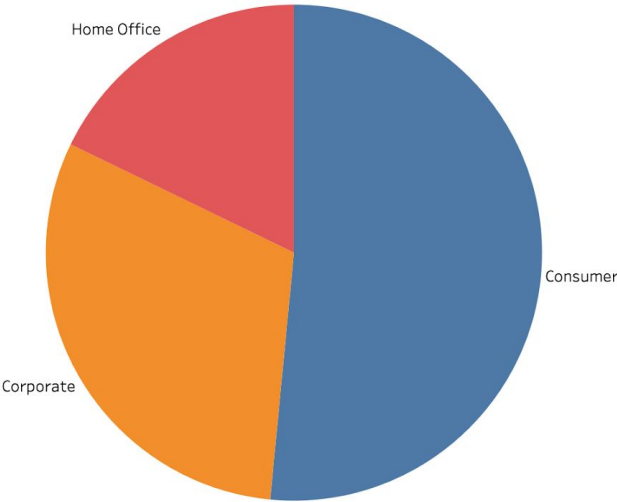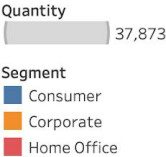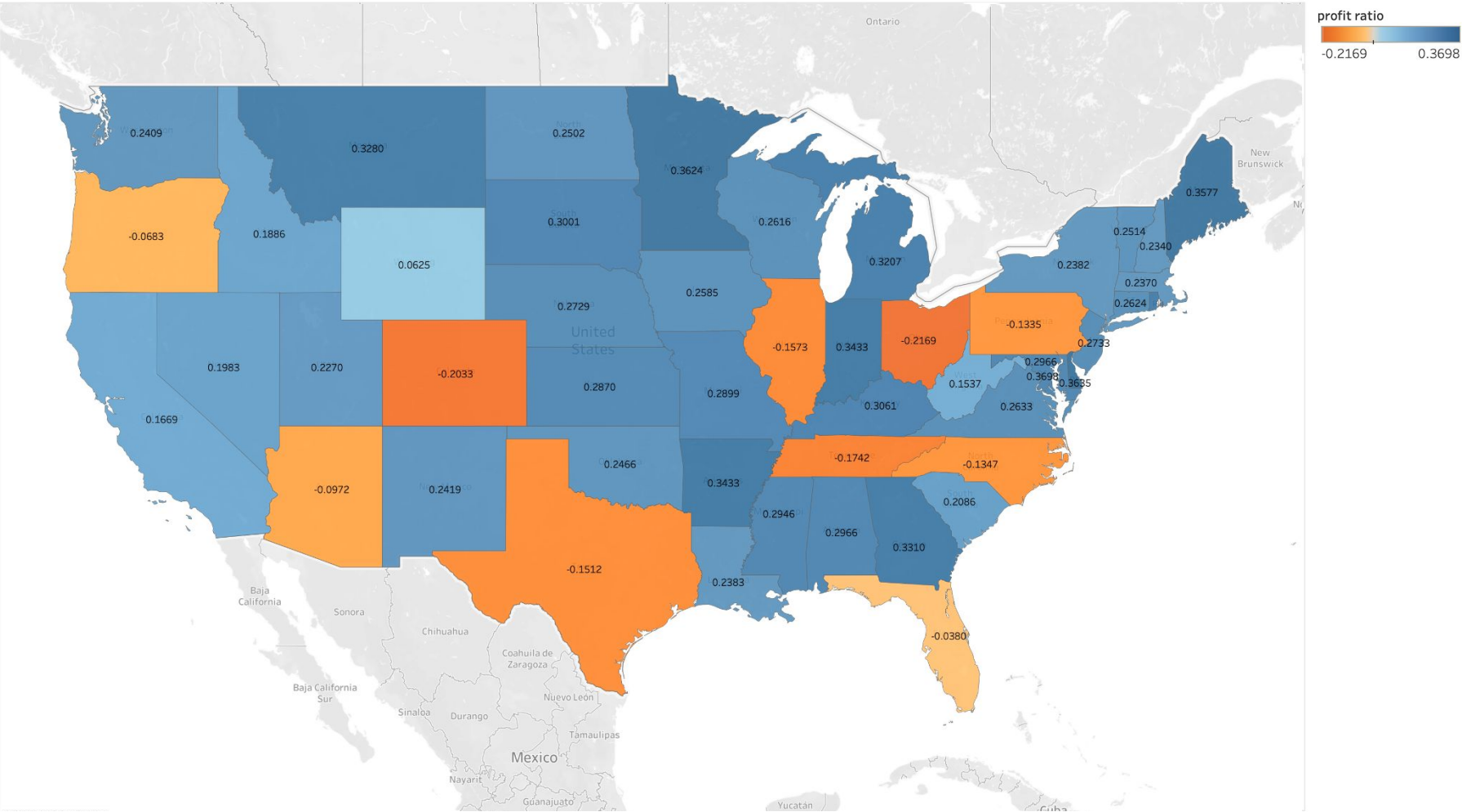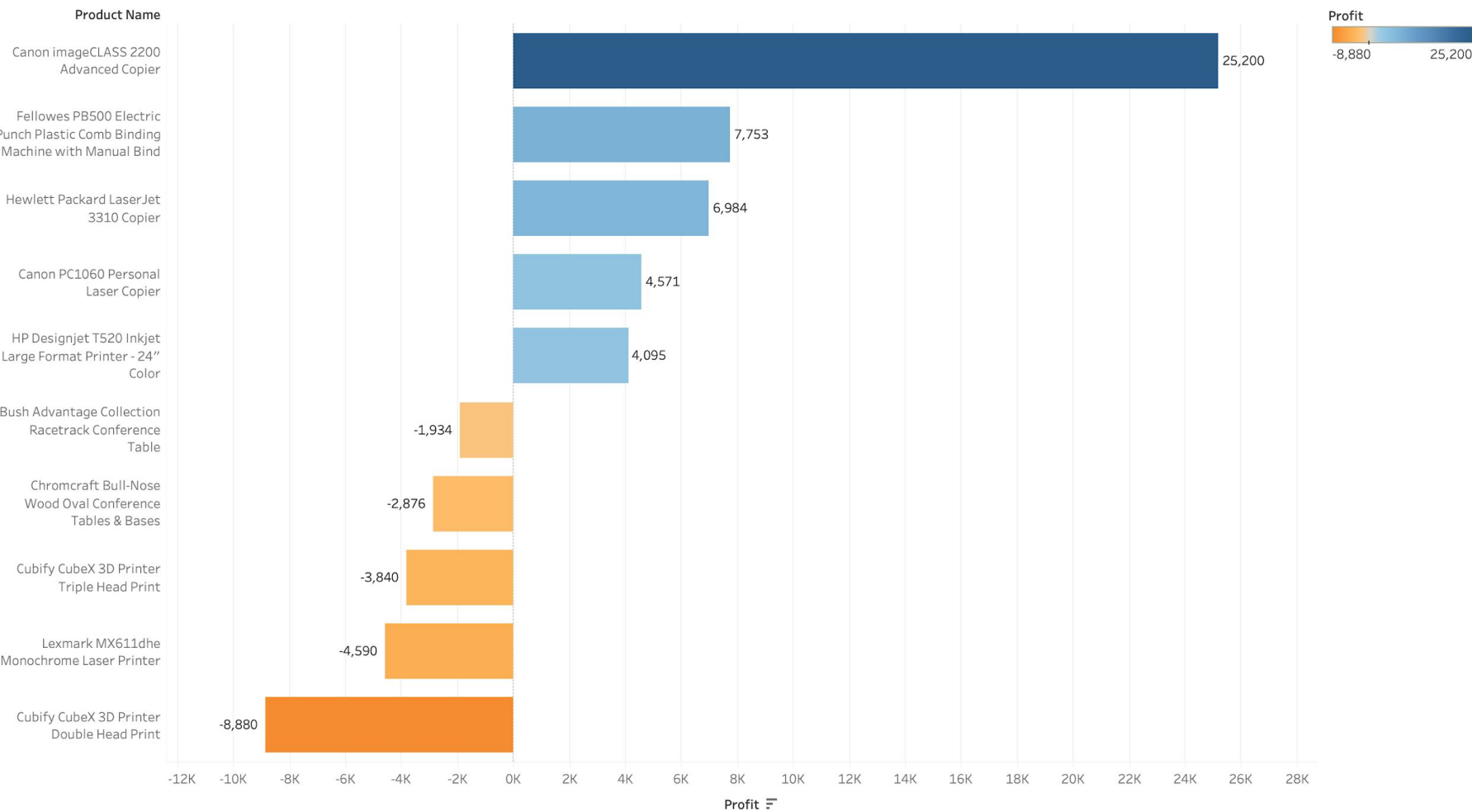
Order trend per category throughout years
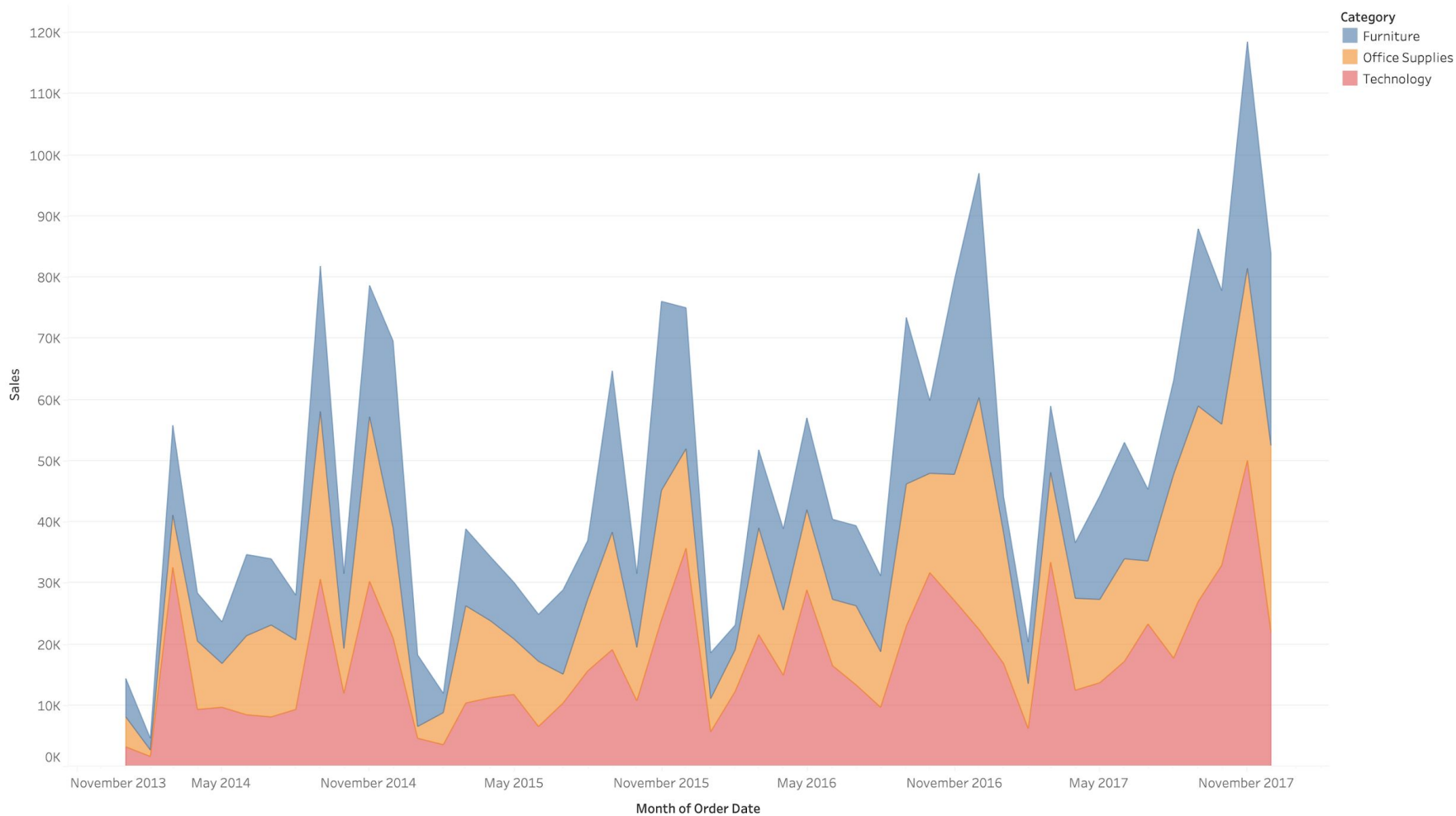
The plot of sum of Sales for Order Date Month. Color shows details about Category.

Profit ratio in various states

profit ratio
-0.2169 ■■■■■ 0.3698

0.2409

0.3280

0.2502

0.3624

New

-0.0683

0.1886

0.0625

0.3001

0.2616

3577

0.2514

0.2340

0.2382

0.2370

0.2624

0.2729

0.2585

0.3207

-0.2169

-0.1335

0.2733

0.1983

0.2270

-0.2033

0.2870

0.2899

-0.1573

0.3433

0.1537

0.2966

0.3698 0.3635

0.1669

0.2633

United
States

0.2466

0.3433

-0.1742

-0.1347

-0.0972

0.2419

0.2946

0.2966

0.2086

-0.1512

0.3310

0.2383

-0.0380

Top 5 and bottom 5 products by loss

Product Name

Profit

-8,880 ▮▮▮ 25,200

Product Name	Profit
Canon imageCLASS 2200 Advanced Copier	25,200
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7,753
Hewlett Packard LaserJet 3310 Copier	6,984
Canon PC1060 Personal Laser Copier	4,571
HP Designjet T520 Inkjet Large Format Printer - 24" Color	4,095
Bush Advantage Collection Racetrack Conference Table	-1,934
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-2,876
Cubify CubeX 3D Printer Triple Head Print	-3,840
Lexmark MX611dhe Monochrome Laser Printer	-4,590
Cubify CubeX 3D Printer Double Head Print	-8,880

Profit ☰

Sum of Profit for each Product Name. Color shows sum of Profit. The marks are labeled by sum of Profit. The data is filtered on Top and bottom 5 products by profit, which keeps 10 members.

Most common shipping method
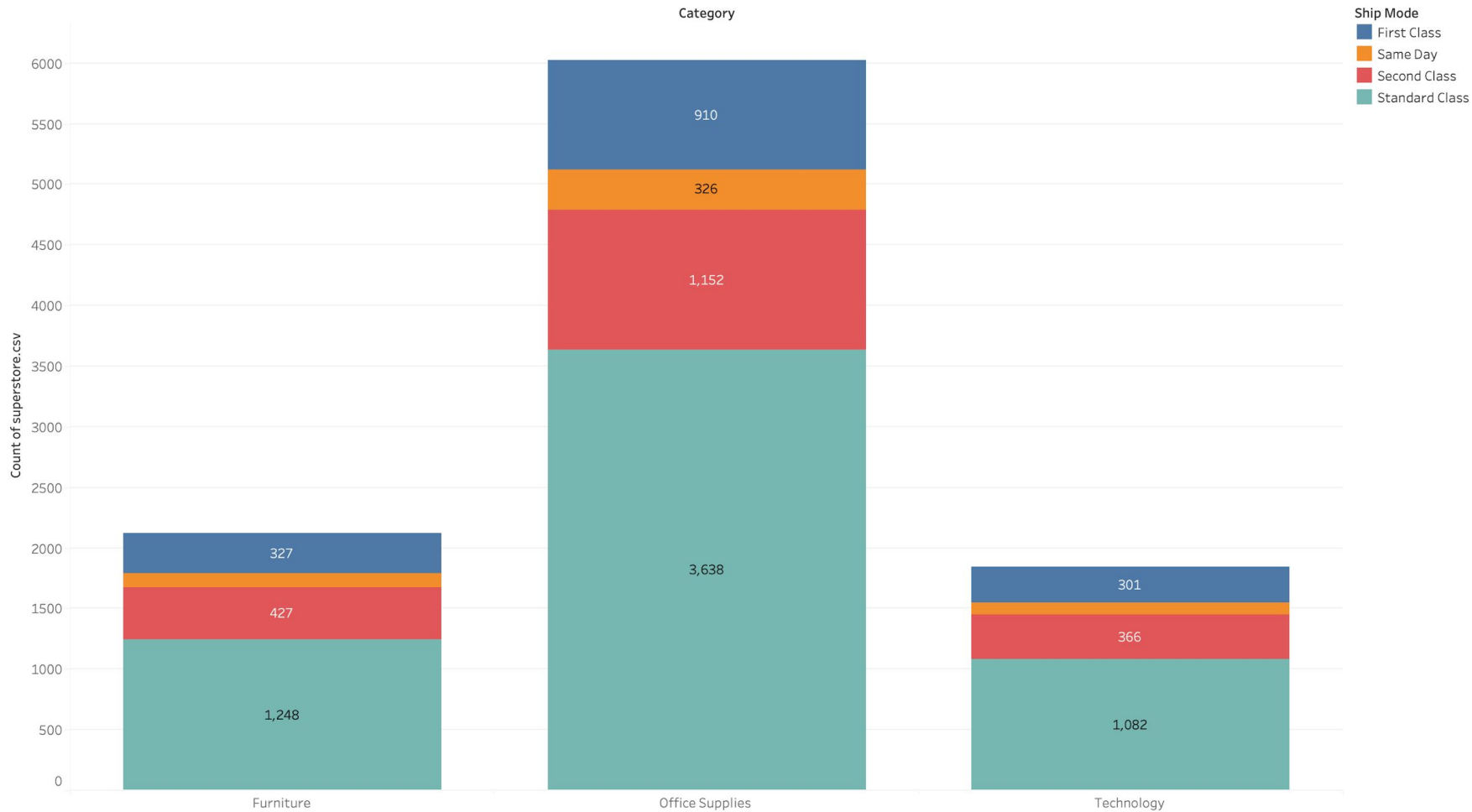
Count of superstore.csv for each Category. Color shows details about Ship Mode. The marks are labeled by count of superstore.csv.