

Superstore Sales Analytics

Executive Summary

Executive
Summary

Product
Performance

Discount
Strategy

Customer
(RFM)

Date

All



Region

All



Customer Segment

All



Category

All



\$2M

Total Sales

\$286K

Total Profit

12.5%

Profit Margin

5.0K

Orders

793

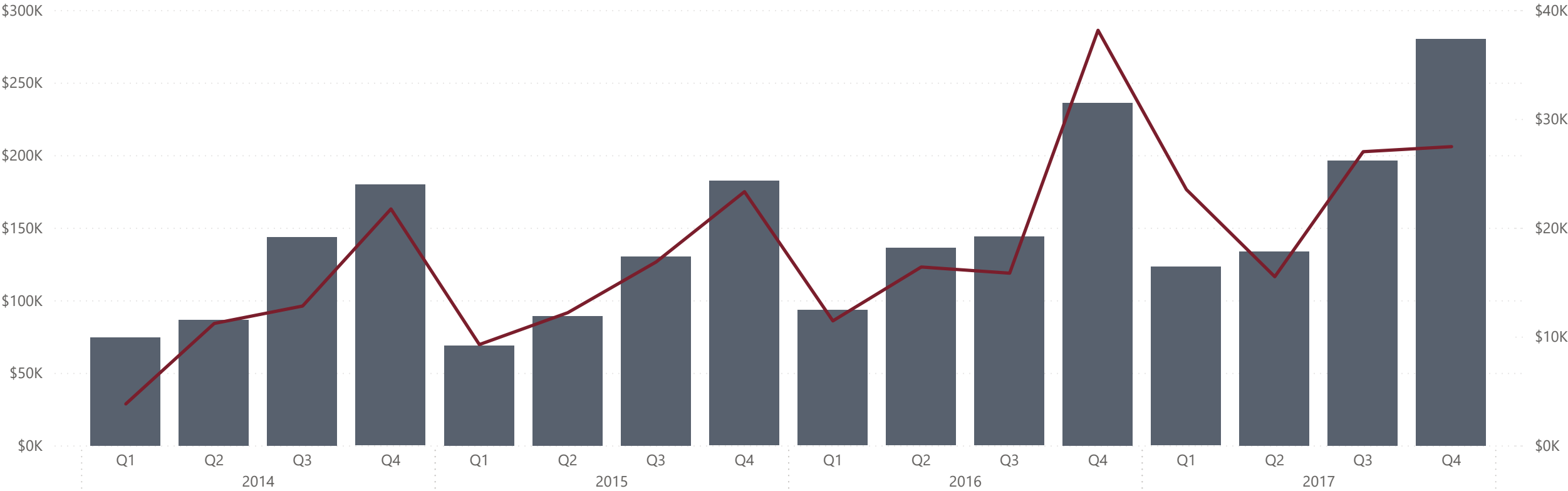
Customers

4.0

Avg Ship Days

Sales & Profit Trend

Quarterly trend of sales growth and profit performance



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Total Sales

\$286K

Total Profit

\$57.2

Profit per Order

\$7.6

Profit per Unit

37.9K

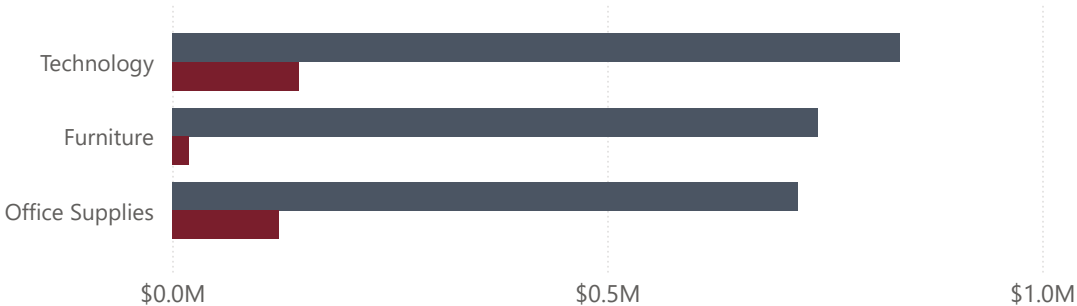
Quantity Sold

15.6%

Avg Discount

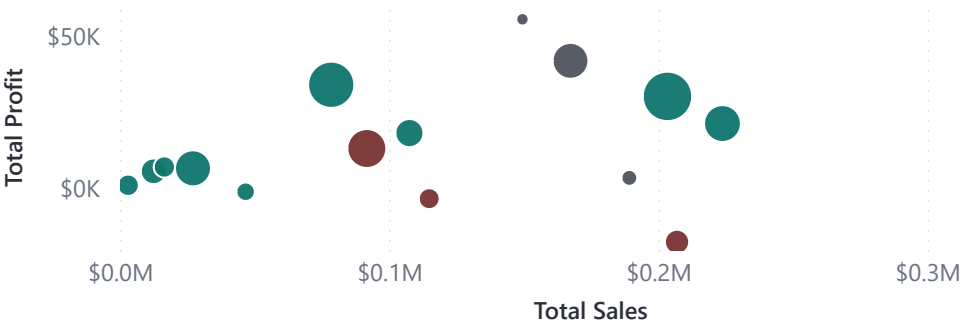
Category Performance (Sales vs Profit)

Total Sales Total Profit

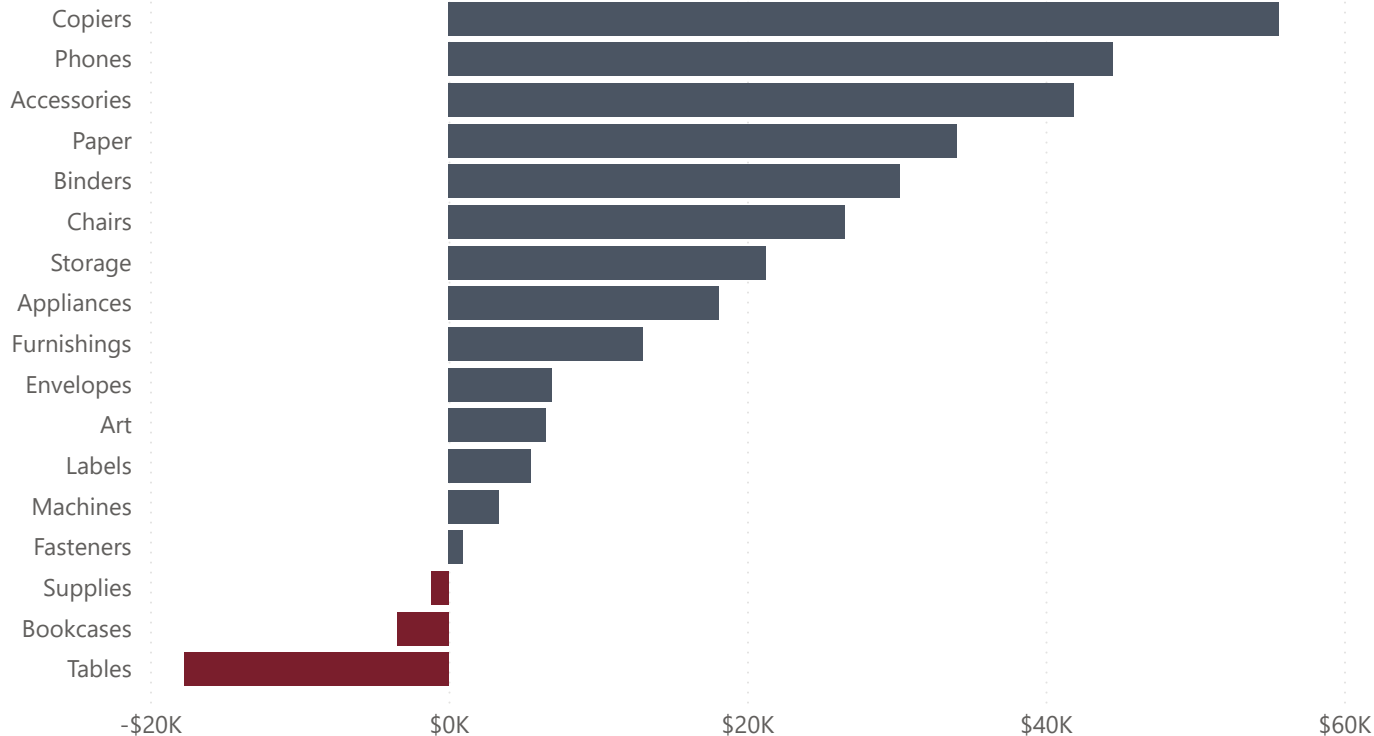


Sales vs Profit by Sub-category (Size = Quantity)

Furniture Office Supplies Technology



Sub-Category Profit (Top & Loss Makers)



Key Insight: Technology drives profitable growth, while Furniture's strong sales hide multiple loss-making sub-categories.

Date

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Customer Segment

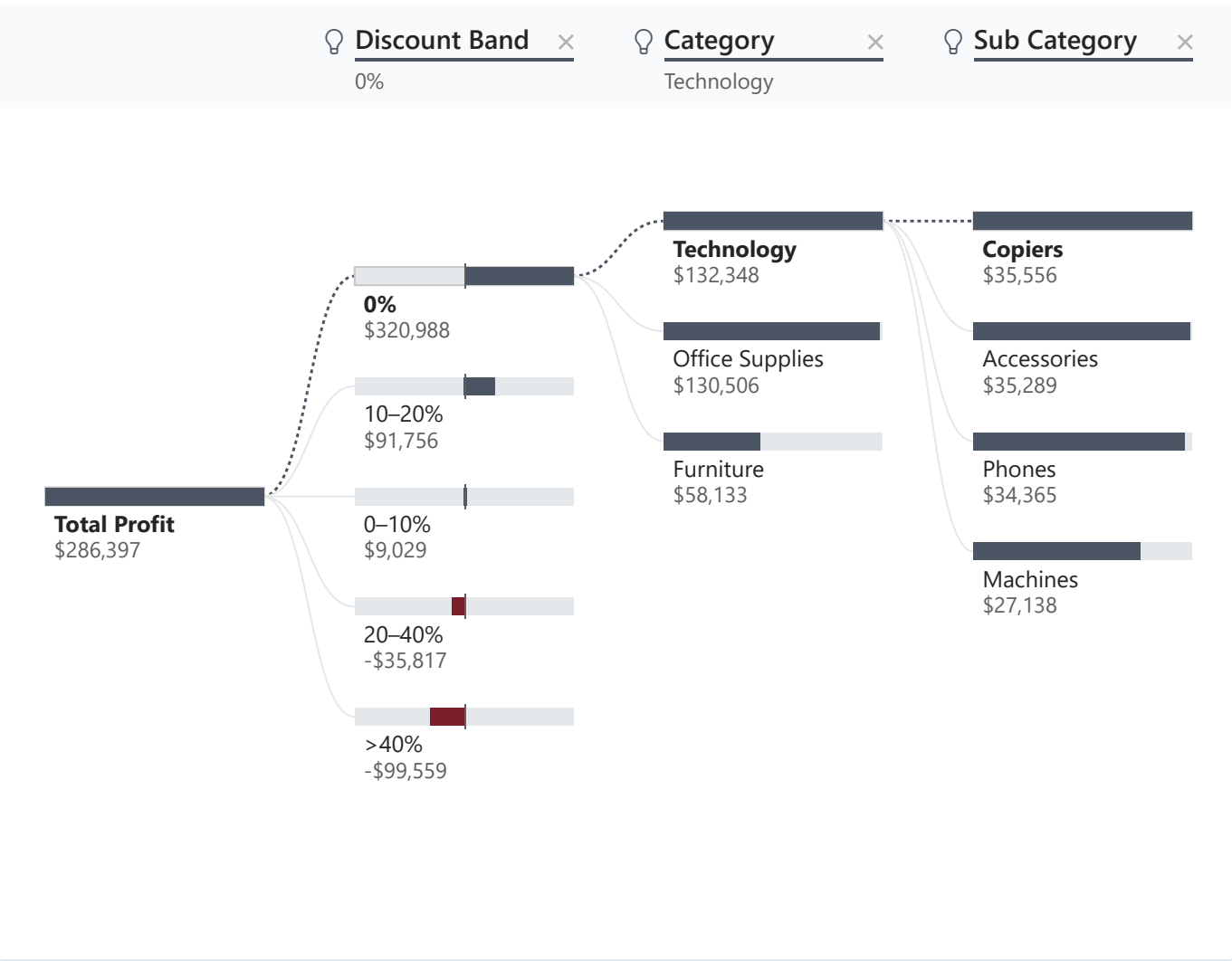
All

Category

All

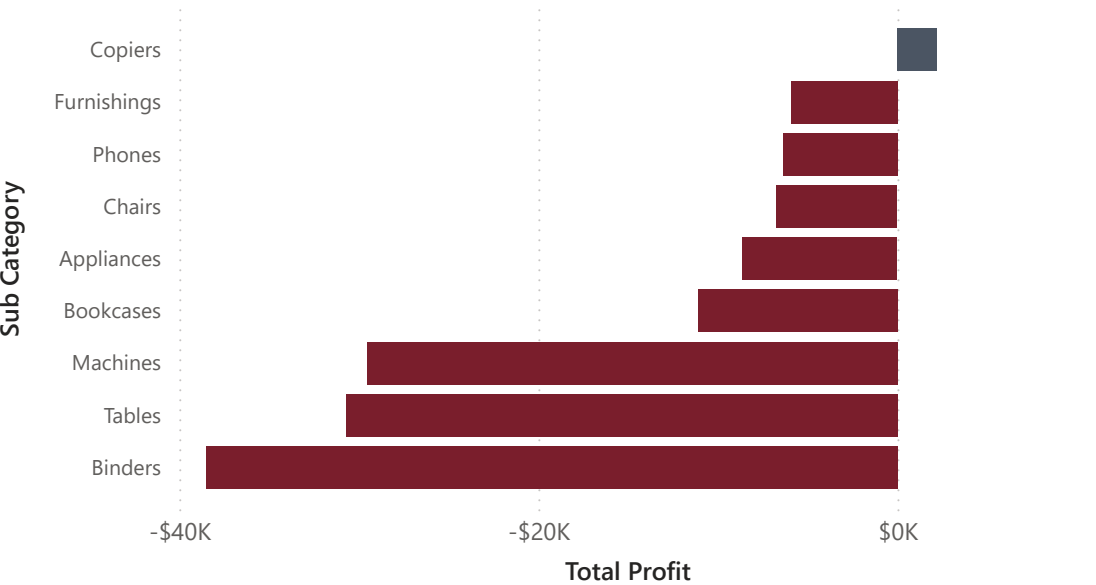
Profit Drivers (Discount → Category → Subcategory)

Click a node to drill down profit drivers



Discount Band	Total Orders	Total Sales	Total Profit	Profit Margin %	Loss Rate %
0%	2644	\$1,087,908	\$320,988	29.5%	0.0%
0-10%	89	\$54,369	\$9,029	16.6%	4.5%
10-20%	2436	\$792,153	\$91,756	11.6%	19.0%
20-40%	400	\$234,138	-\$35,817	-15.3%	91.3%
>40%	737	\$128,632	-\$99,559	-77.4%	100.0%
Total	5009	\$2,297,201	\$286,397	12.5%	26.3%

High Discount Loss Makers (Discount > 20%)



Key Insight: Discounts above 20% create heavy losses, mainly in Binders, Tables and Machines. Copiers remain profitable even under high discounts.

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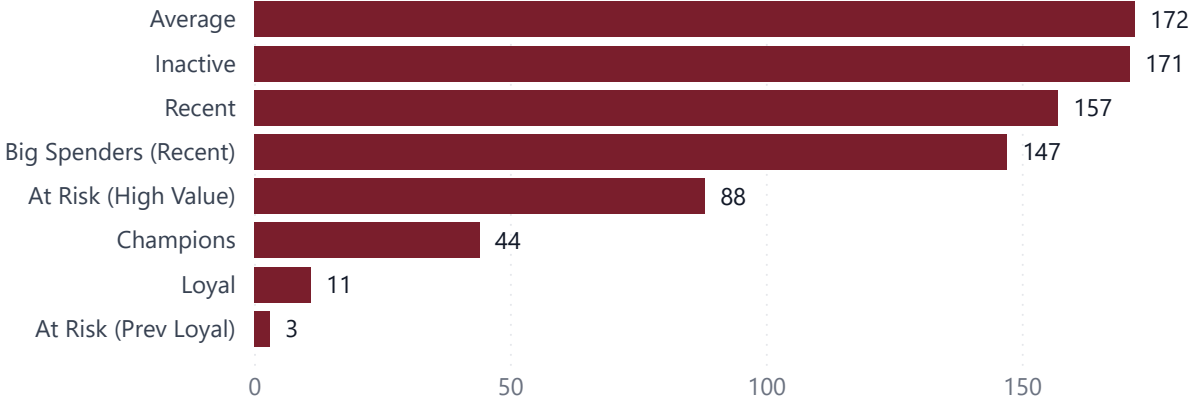
Customer Segment

All

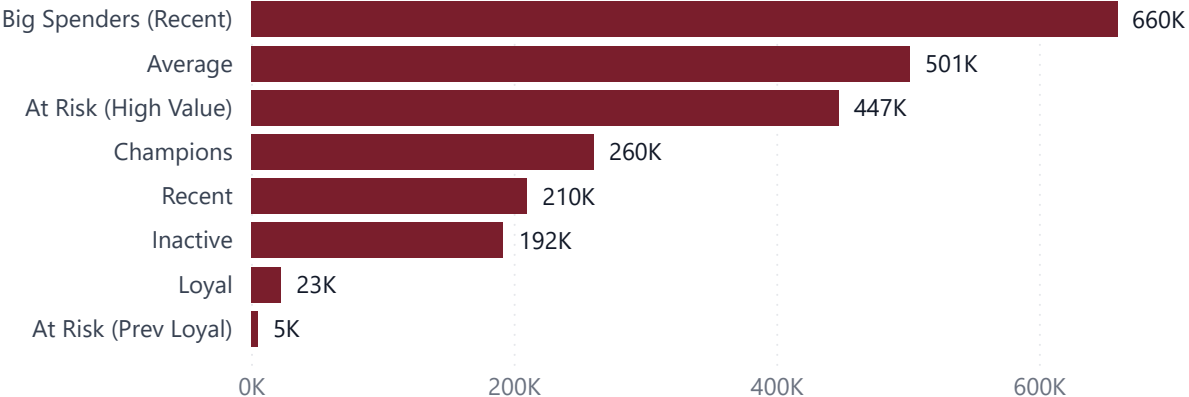
Category

All

Customers by RFM Segment



Sales by RFM Segment

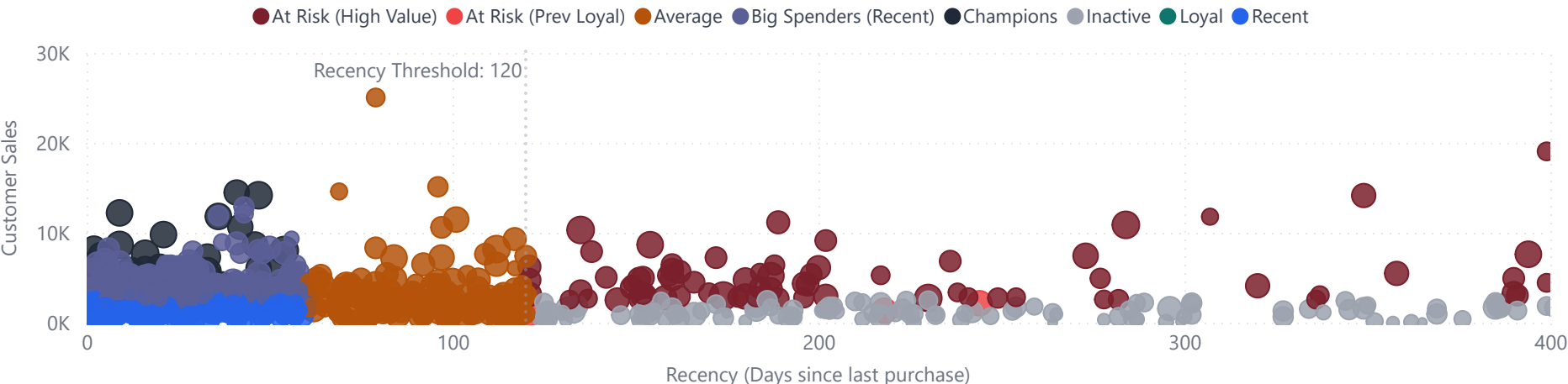


Top 10 Customers Ranked by Sales

Customer Name	Sales
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

Customer Value Map (Sales vs Recency)

Bubble size = Total Orders



Key Insight: High-value customers become increasingly at risk after 120 days without purchase.