Superstore Sales Analytics

Date
All

Region
All

Customer Segment
All

Category
All

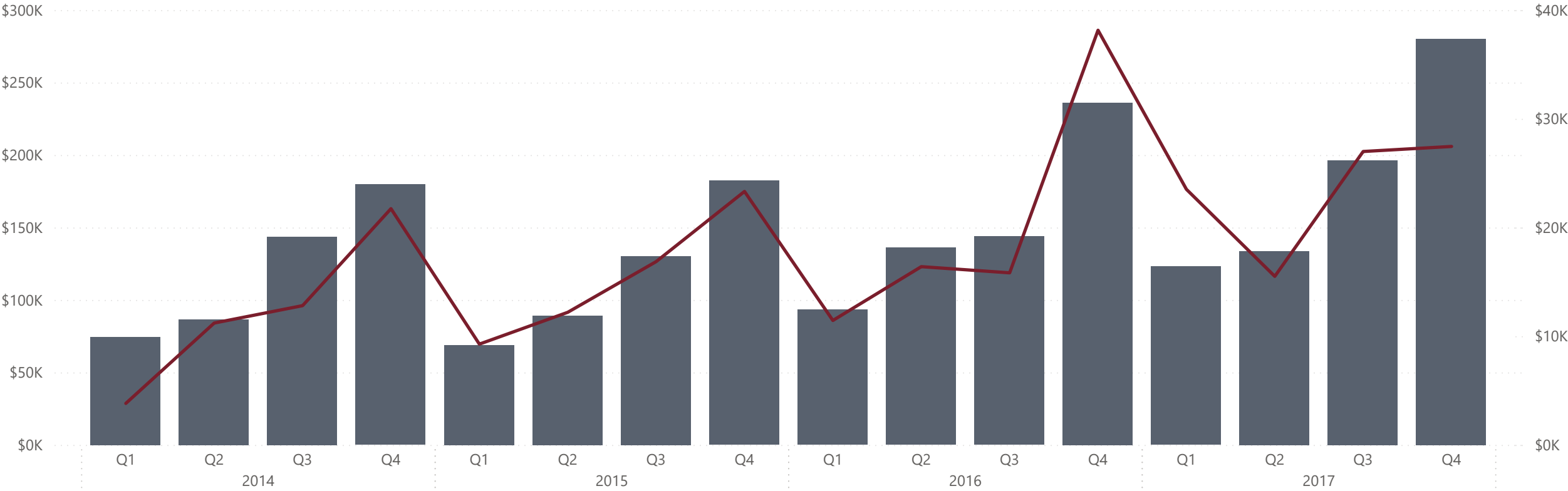| $2M	$286K	12.5%	5.0K	793	4.0
Total Sales	Total Profit	Profit Margin	Orders	Customers	Avg Ship Days

Sales & Profit Trend

Quarterly trend of sales growth and profit performance

Superstore Sales Analytics

Product Performance

Date: All

Region: All

Customer Segment: All

Category: All

$2M	$286K	$57.2	$7.6	37.9K	15.6%
Total Sales	Total Profit	Profit per Order	Profit per Unit	Quantity Sold	Avg Discount

Category Performance (Sales vs Profit)

● Total Sales ● Total Profit

- Technology
- Furniture
- Office Supplies

$0.0M — $0.5M — $1.0M

Sub-Category Profit (Top & Loss Makers)

- Copiers
- Phones
- Accessories
- Paper
- Binders
- Chairs
- Storage
- Appliances
- Furnishings
- Envelopes
- Art
- Labels
- Machines
- Fasteners
- Supplies
- Bookcases
- Tables

-$20K — $0K — $20K — $40K — $60K

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

● Furniture ● Office Supplies ● Technology

Total Profit axis: $0K, $50K
Total Sales axis: $0.0M, $0.1M, $0.2M, $0.3M
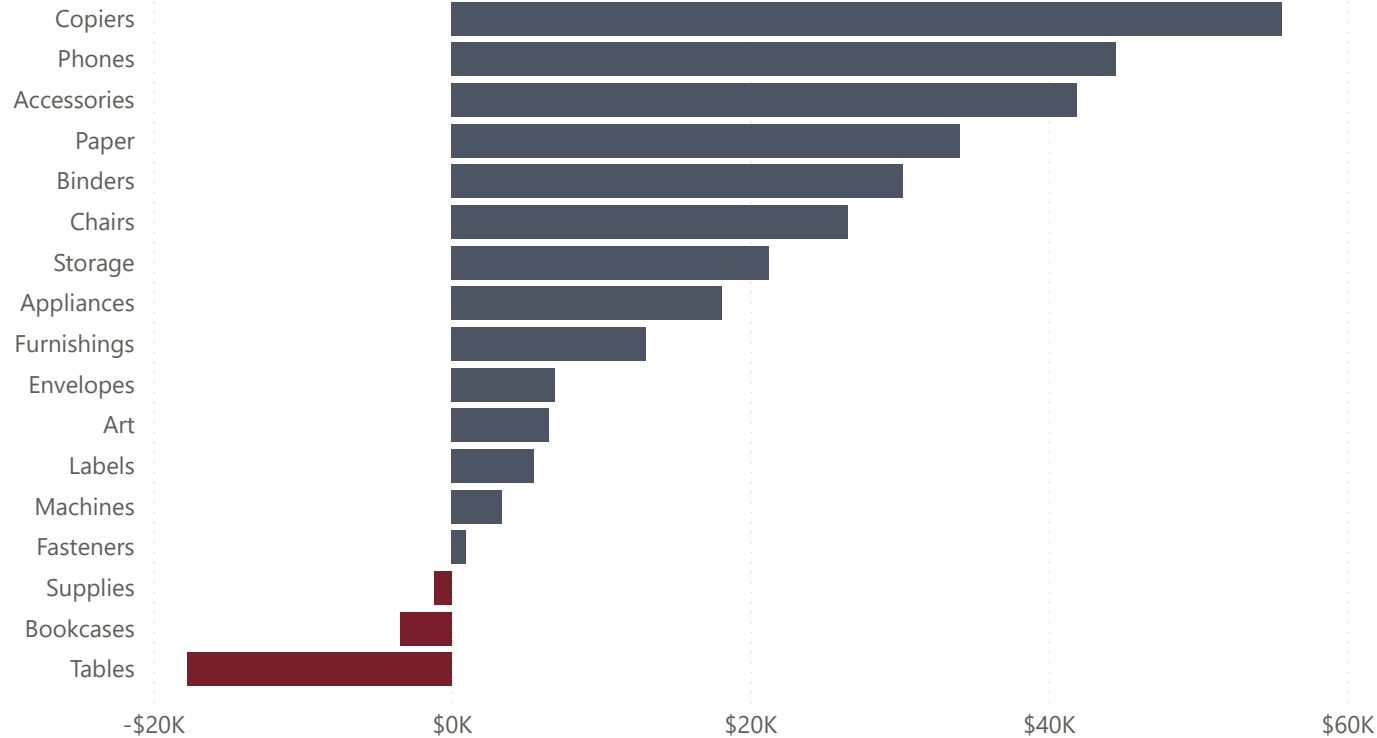
Key Insight: Technology drives profitable growth, while Furniture's strong sales hide multiple loss-making sub-categories.

Superstore Sales Analytics

Discount Strategy
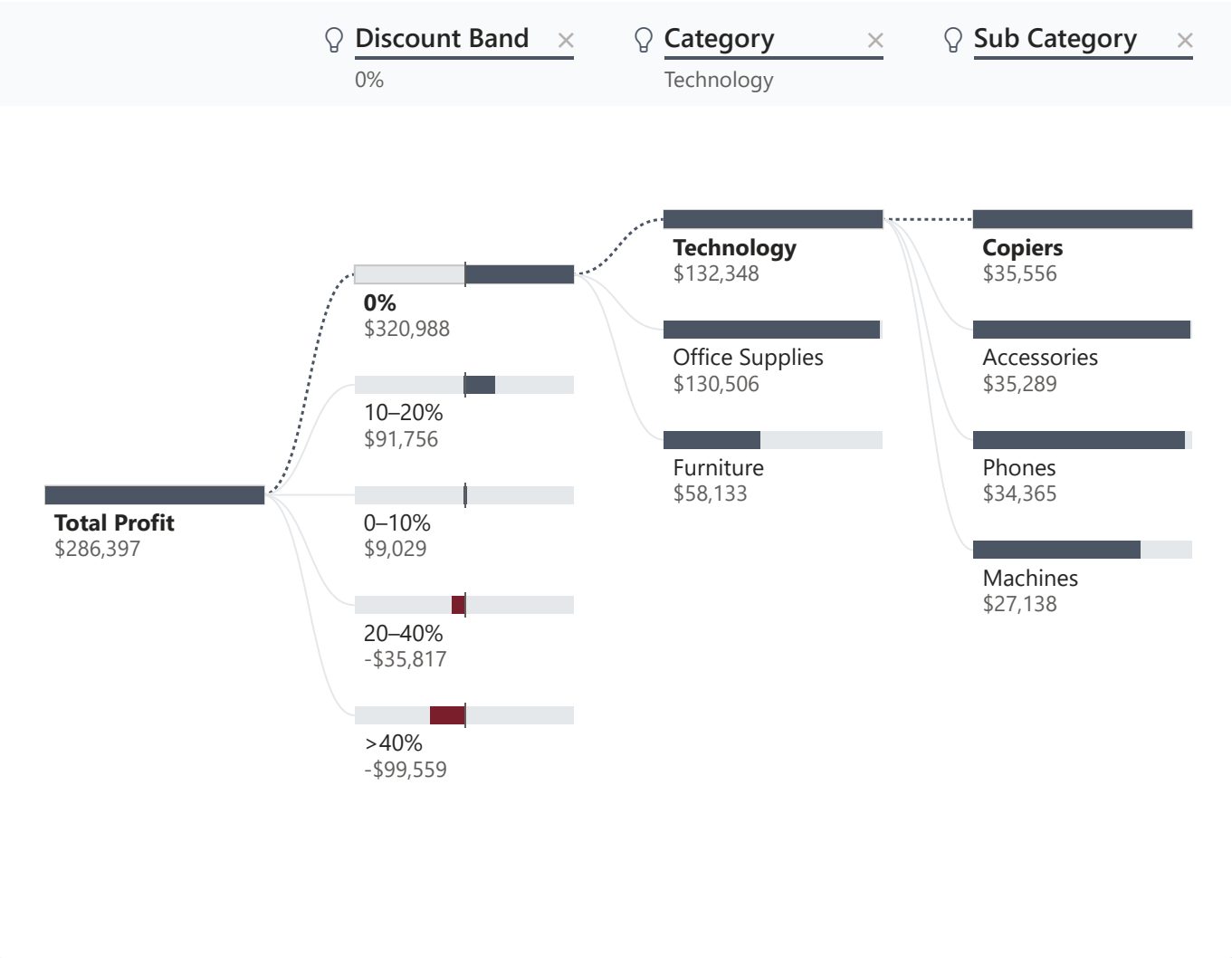
Date: All

Region: All

Customer Segment: All

Category: All

Profit Drivers (Discount → Category → Subcategory)

Click a node to drill down profit drivers

💡 Discount Band ✕	💡 Category ✕	💡 Sub Category ✕
0%	Technology	

Total Profit
$286,397

0%
$320,988

10–20%
$91,756

0–10%
$9,029

20–40%
-$35,817

>40%
-$99,559

Technology
$132,348

Office Supplies
$130,506

Furniture
$58,133

Copiers
$35,556

Accessories
$35,289

Phones
$34,365

Machines
$27,138

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

High Discount Loss Makers (Discount > 20%)

Sub Category (Copiers, Furnishings, Phones, Chairs, Appliances, Bookcases, Machines, Tables, Binders)

Total Profit axis: -$40K, -$20K, $0K
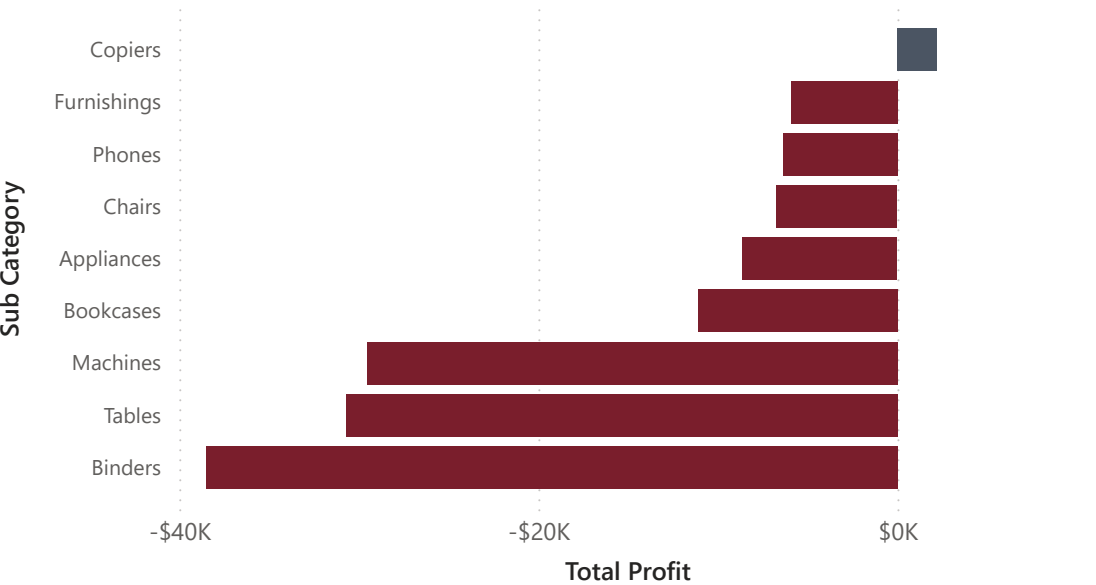
Key Insight: Discounts above 20% create heavy losses, mainly in Binders, Tables and Machines. Copiers remain profitable even under high discounts.

Date	Region	Customer Segment	Category
All	All	All	All

Customers by RFM Segment

Segment	Count
Average	172
Inactive	171
Recent	157
Big Spenders (Recent)	147
At Risk (High Value)	88
Champions	44
Loyal	11
At Risk (Prev Loyal)	3

Sales by RFM Segment

Segment	Sales
Big Spenders (Recent)	660K
Average	501K
At Risk (High Value)	447K
Champions	260K
Recent	210K
Inactive	192K
Loyal	23K
At Risk (Prev Loyal)	5K
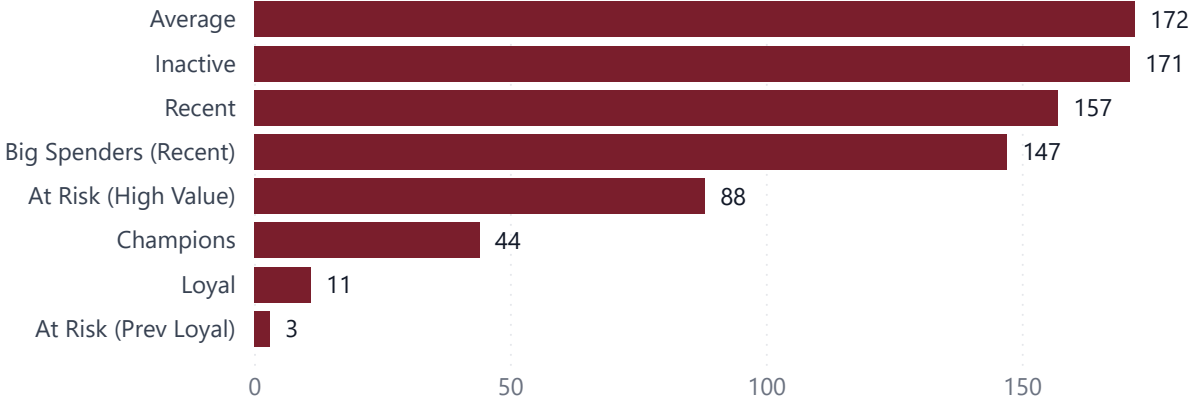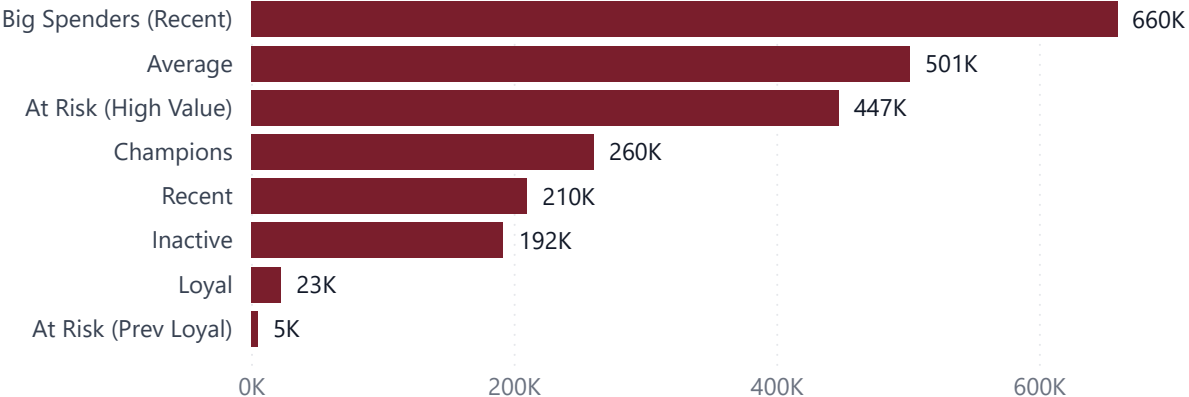
Top 10 Customers Ranked by Sales

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

Legend: At Risk (High Value) · At Risk (Prev Loyal) · Average · Big Spenders (Recent) · Champions · Inactive · Loyal · Recent

Recency Threshold: 120

Customer Sales (y-axis): 0K, 10K, 20K, 30K

Recency (Days since last purchase) (x-axis): 0, 100, 200, 300, 400
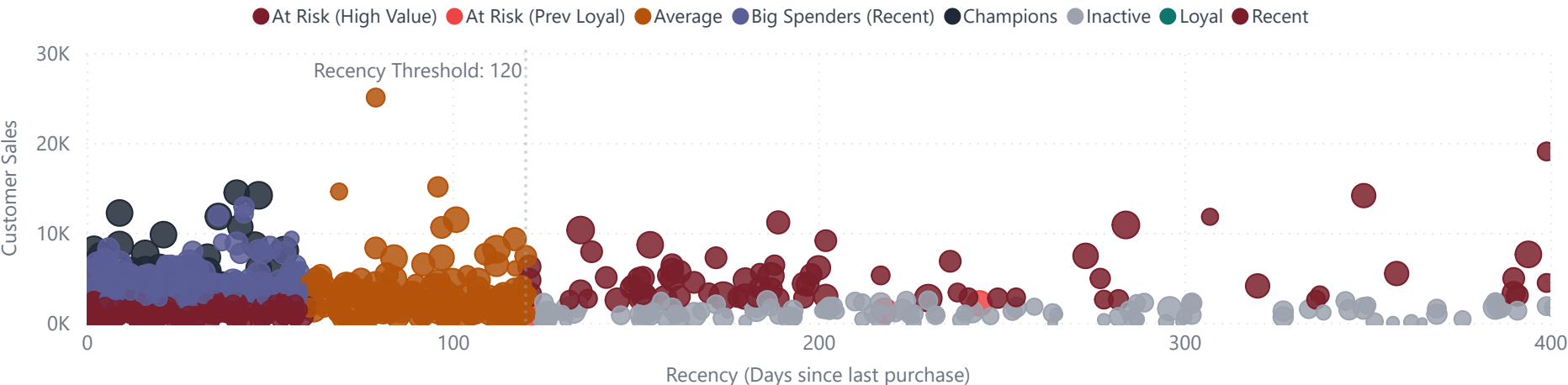
Key Insight: High-value customers become increasingly at risk after 120 days without purchase.