

Superstore Performance Analysis

\$2.3M

Revenue

\$286.4K

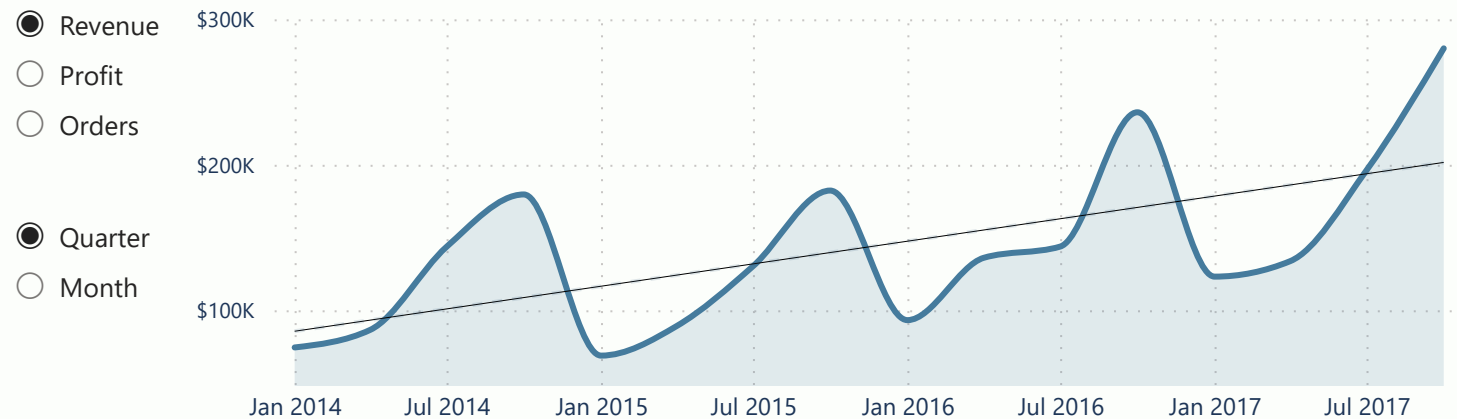
Profit

5009

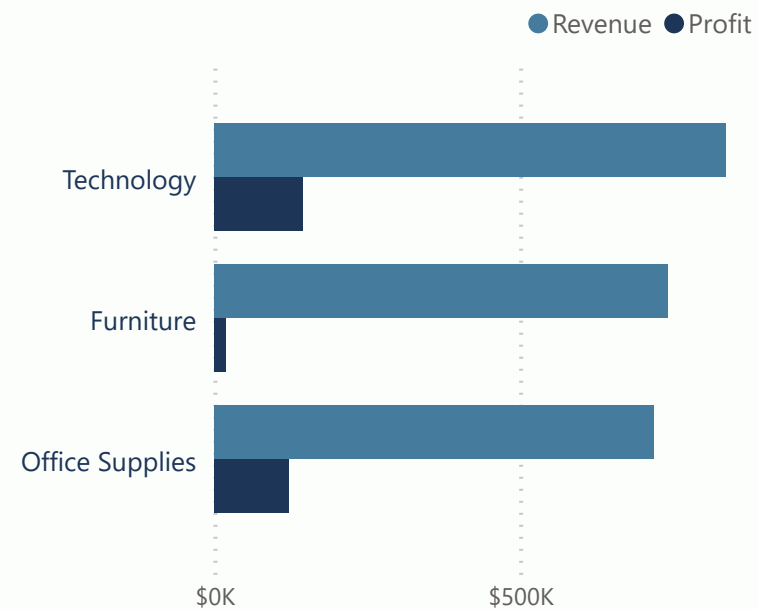
Orders

2014

2017



Revenue and Profit by Category



Monthly Revenue vs. Target



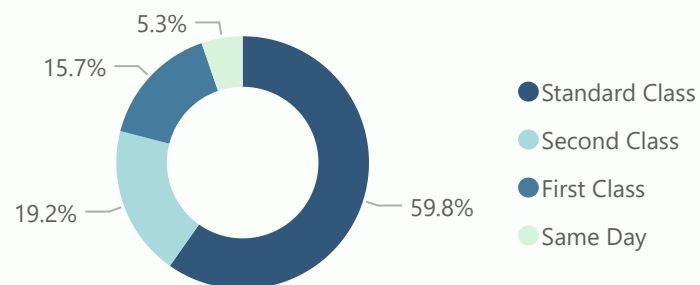
Monthly Profit vs. Target



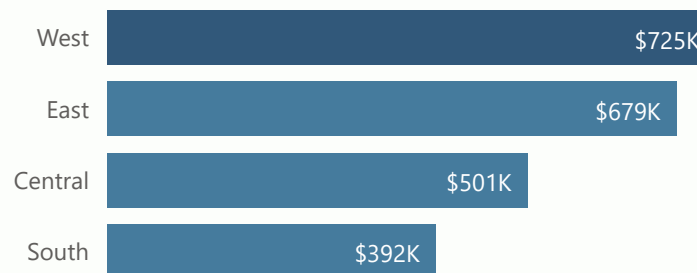
Monthly Orders vs. Target



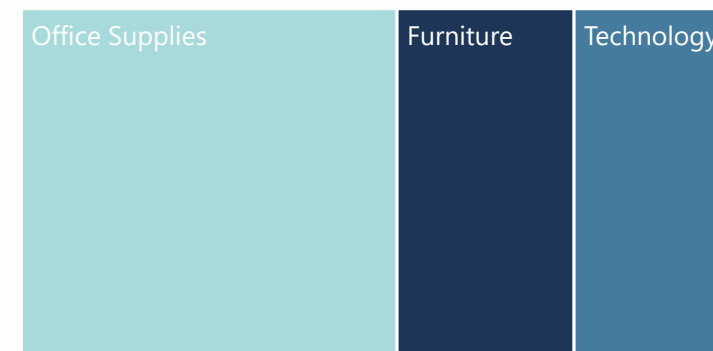
Orders by Ship Mode



Revenue by Region



Orders by Category





Orders by Region

Select all

Central

East

South

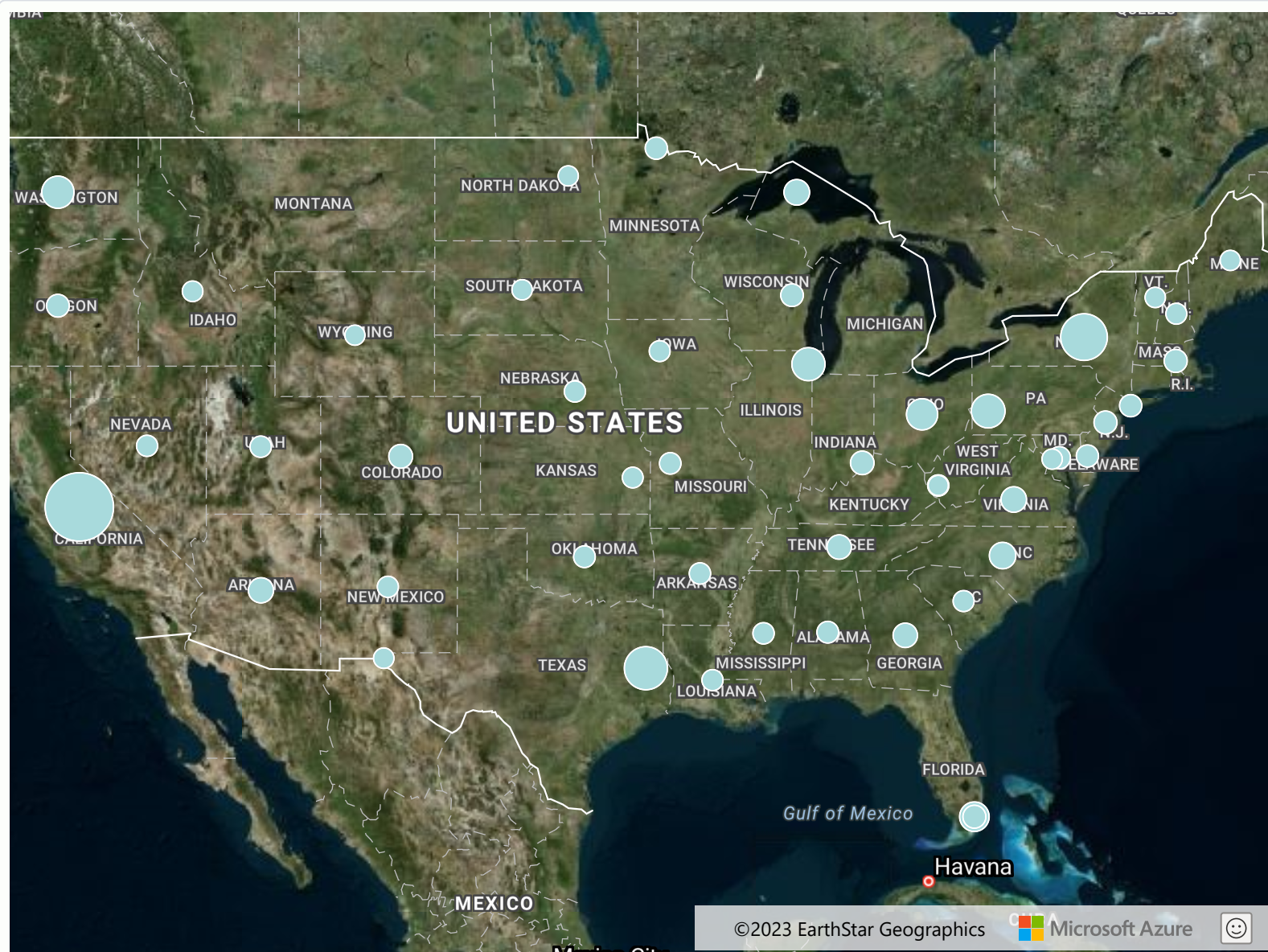
West

Top State by Revenue

California

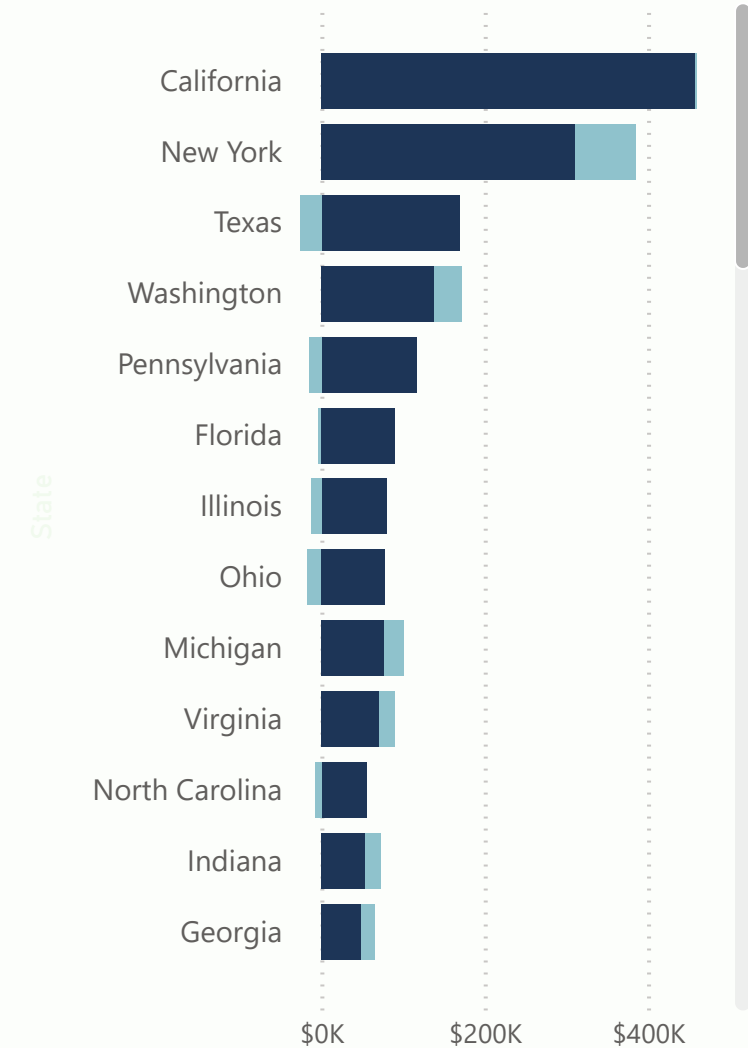
2014

2017



Revenue and Profit by State

● Revenue ● Profit





1894

Products

17

Sub-Categories

Best Selling Product

Canon imageCLASS 2200 Advanced Copier

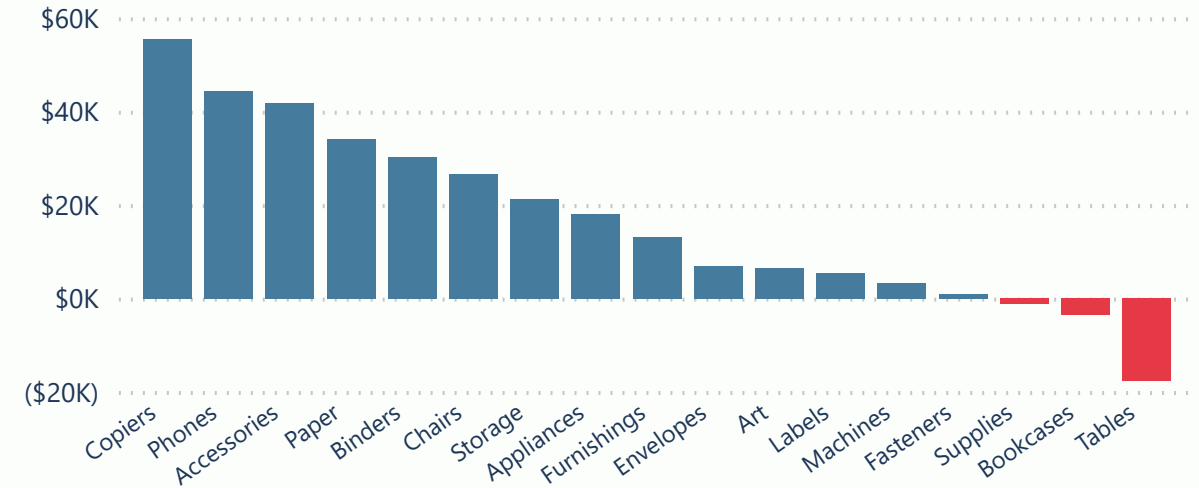
2014

2017



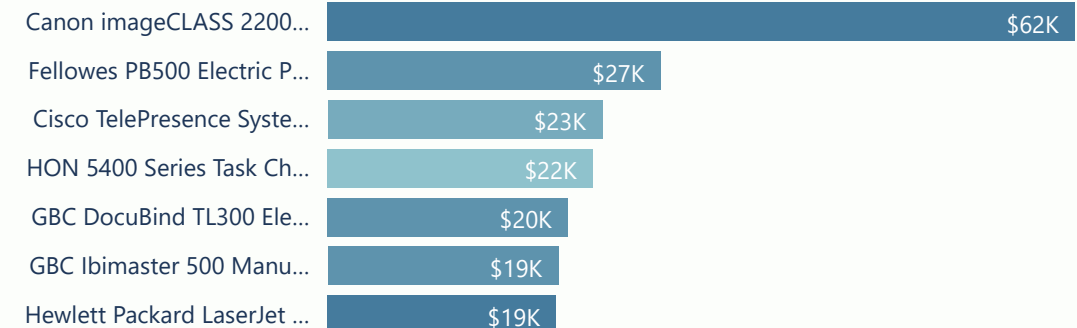
Sub-Category	Revenue	Profit	Quantity Sold	Average Price
+ Copiers	\$149,528.03	\$55,617.82	234	\$705.87
+ Phones	\$330,007.05	\$44,515.73	3289	\$120.91
+ Accessories	\$167,380.32	\$41,936.64	2976	\$59.47
+ Paper	\$78,479.21	\$34,053.57	5178	\$16.78
+ Binders	\$203,412.73	\$30,221.76	5974	\$56.41
+ Chairs	\$328,449.10	\$26,590.17	2356	\$167.49
+ Storage	\$223,843.61	\$21,278.83	3158	\$76.14
+ Appliances	\$107,532.16	\$18,138.01	1729	\$72.39
+ Furnishings	\$91,705.16	\$13,059.14	3563	\$30.11
+ Envelopes	\$16,476.40	\$6,964.18	906	\$20.38
+ Art	\$27,118.79	\$6,527.79	3000	\$9.57
+ Labels	\$12,486.31	\$5,546.25	1400	\$8.88
+ Machines	\$189,238.63	\$3,384.76	440	\$641.25
+ Fasteners	\$3,024.28	\$949.52	914	\$3.59
+ Supplies	\$46,673.54	(\$1,189.10)	647	\$75.54
+ Bookcases	\$114,880.00	(\$3,472.56)	868	\$166.94
+ Tables	\$206,965.53	(\$17,725.48)	1241	\$224.16
Total	\$2,297,200.86	\$286,397.02	37873	\$75.57

Profit by Sub-Category



Top Products by Revenue

● Binders ● Chairs ● Copiers ● Machines





793

Customers

\$2.9K

Revenue per Customer

5009

Orders

4 days

Average Ship Time

2014

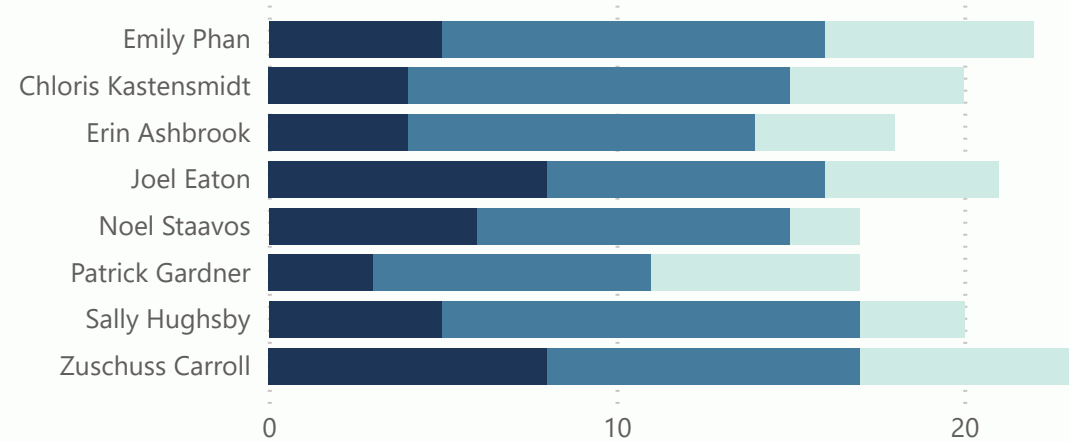
2017



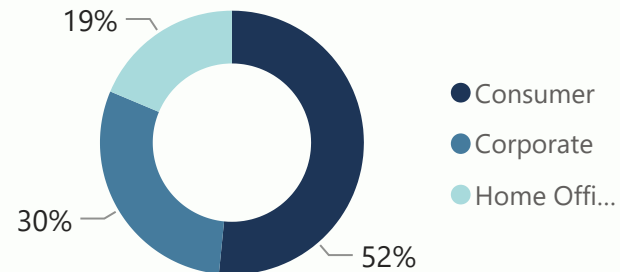
Customer ID	Customer Name	Revenue	Orders
EP-13915	Emily Phan	\$5,478.06	17
CK-12205	Chloris Kastensmidt	\$3,154.86	13
EA-14035	Erin Ashbrook	\$2,846.71	13
JE-15745	Joel Eaton	\$6,760.82	13
NS-18640	Noel Staavos	\$2,964.82	13
PG-18820	Patrick Gardner	\$3,086.91	13
SH-19975	Sally Hughsby	\$3,406.84	13
ZC-21910	Zuschuss Carroll	\$8,025.71	13
AH-10690	Anna Häberlin	\$7,888.29	12
BD-11320	Bill Donatelli	\$5,718.52	12
BP-11095	Bart Pistole	\$2,442.04	12
CC-12220	Chris Cortes	\$3,913.42	12
CL-12565	Clay Ludtke	\$10,880.55	12
CS-12250	Chris Selesnick	\$2,754.22	12
DK-12835	Damala Kotsonis	\$3,256.48	12
EH-13765	Edward Hooks	\$10,310.88	12
HG-14965	Henry Goldwyn	\$3,247.64	12
KB-16585	Ken Black	\$2,744.74	12
KD-16495	Keith Dawkins	\$8,181.26	12
KL-16645	Ken Lonsdale	\$14,175.23	12
Total		\$2,297,200.86	5009

Top Customers by Orders

● Furniture ● Office Supplies ● Technology



Customers by Segment



Top Customers by Revenue

