

SUPERSTORE SALES AND PROFITABILITY DASHBOARD

Year

All

Region

All

Total Sales

2.30M

Total Profit

286.40K

Total Order

38K

Avg. Order Value

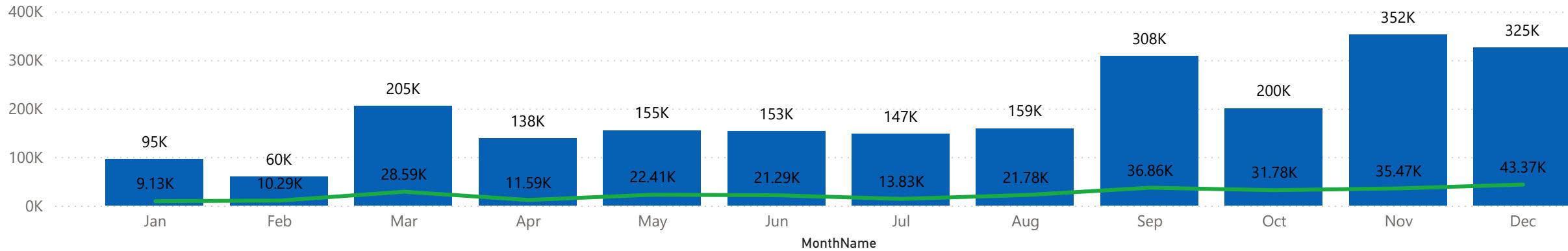
458.61

Revenue YoY %

46.88%

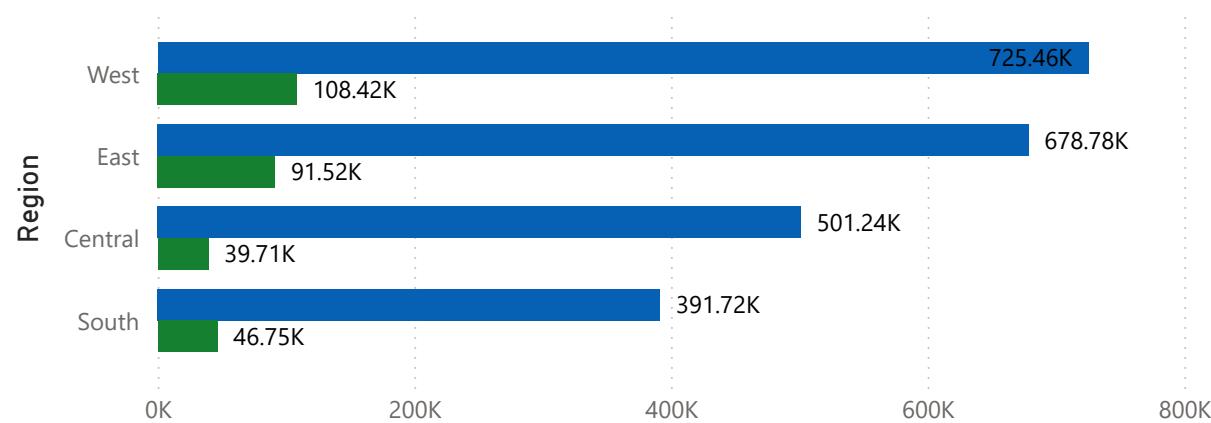
Sales and Profit Trend

● Total Sales ● Total Profit

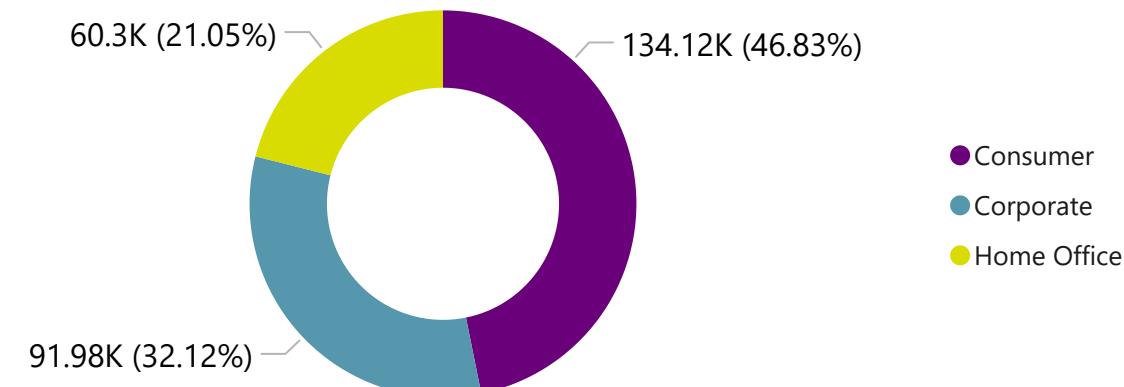


Regional performance : Sales Vs Profit

● Total Sales ● Total Profit



Profit Contribution by Segment



- Consumer
- Corporate
- Home Office

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Weighted Margin %

12.47%

Loss Order %

18.72%

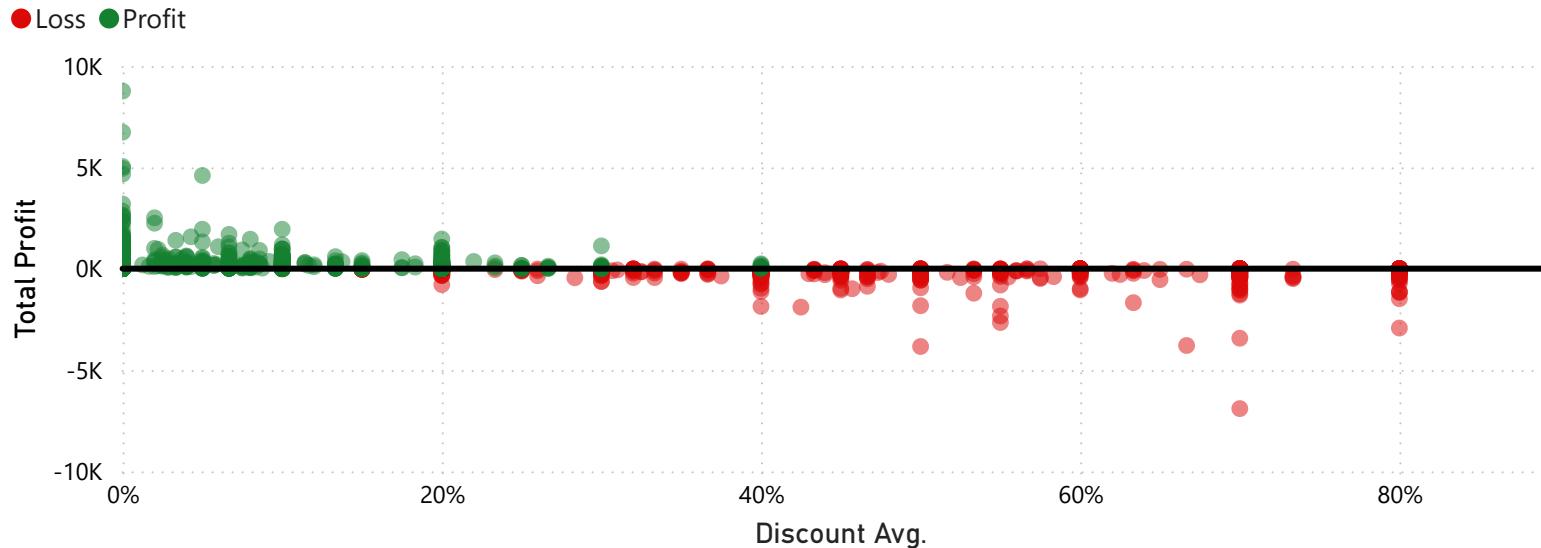
Avg. Profit Per Order

57.18

Total Customer

793

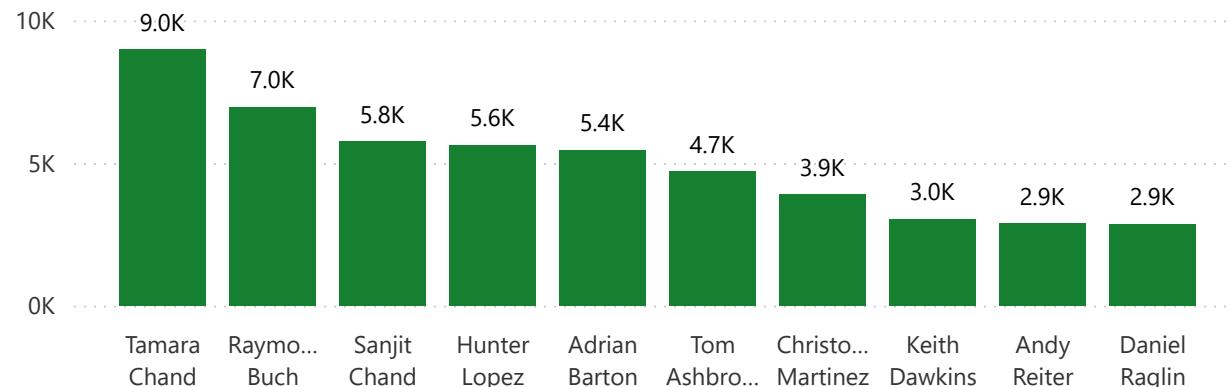
Pricing Strategy: Impact of Discounts on Profit



Product Profitability Analysis

Sub-Category	Total Sales	Total Profit
Tables	206,965.53	-17,725.48
Bookcases	114,880.00	-3,472.56
Supplies	46,673.54	-1,189.10
Fasteners	3,024.28	949.52
Machines	189,238.63	3,384.76
Labels	12,486.31	5,546.25
Art	27,118.79	6,527.79
Envelopes	16,476.40	6,964.18
Furnishings	91,705.16	13,059.14
Appliances	107,532.16	18,138.01
Storage	223,843.61	21,278.83
Chairs	328,449.10	26,590.17
Binders	203,412.73	30,221.76
Paper	78,479.21	34,053.57

Customer Leaderboard (Top 10 by Profit)



Risk Analysis: Loss Rate by Category

Category ● Furniture ● Office Supplies ● Technology

