

# SUPERSTORE SALES AND PROFITABILITY DASHBOARD

Overview

Details

Year

All

Region

All

Total Sales  
\$2.3M

Total Profit  
\$286.4K

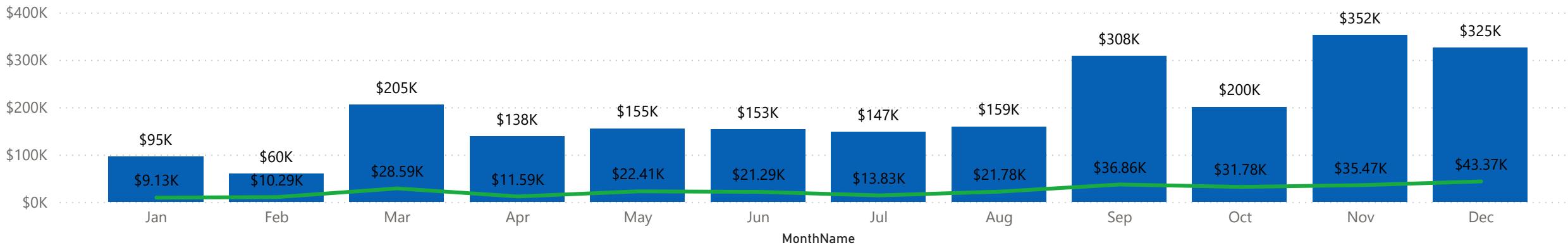
Total Order  
38K

Avg. Order Value  
\$458.6

Revenue YoY %  
46.88%

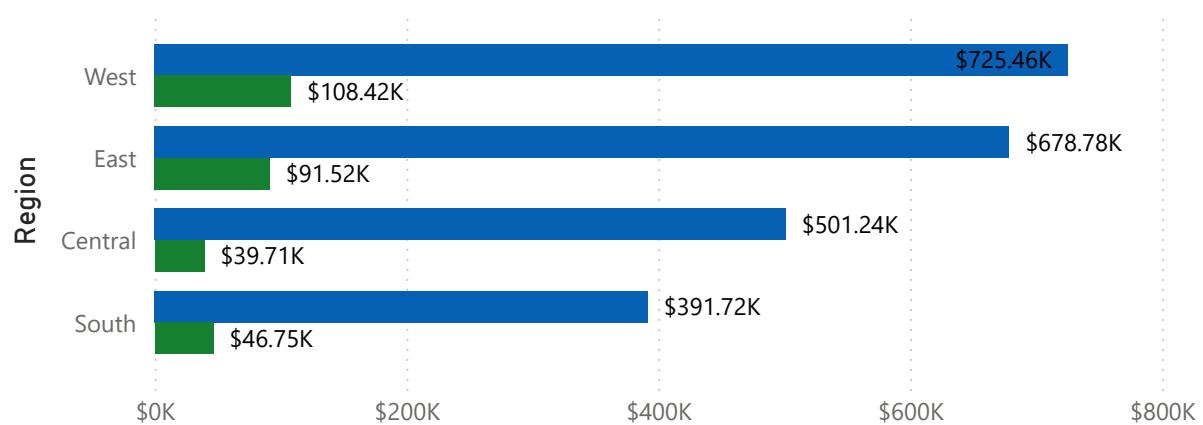
## Sales and Profit Trend

● Total Sales ● Total Profit

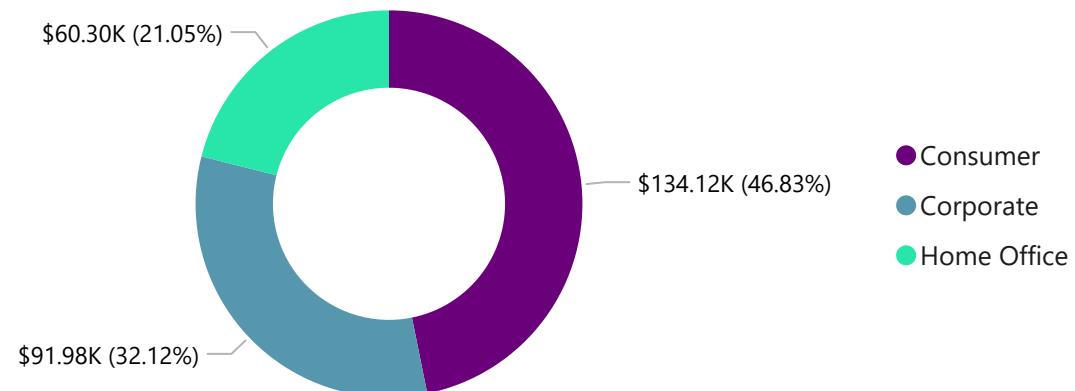


## Regional performance : Sales Vs Profit

● Total Sales ● Total Profit



## Profit Contribution by Segment



- Consumer
- Corporate
- Home Office

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Total Customer

793

Avg. Profit Per Order

\$57.2

Weighted Margin %

12.47%

Loss Order %

18.72%

## Pricing Strategy: Impact of Discounts on Profit

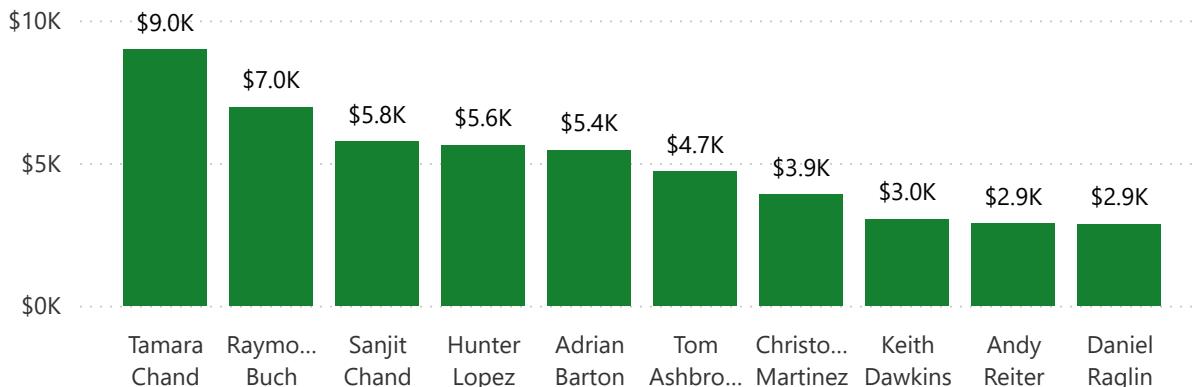
● Loss ● Profit



## Product Profitability Analysis

Category	Sub-Category	Total Sales	Total Profit		
Furniture	Tables	\$206,965.68	-\$17,725.59	▼	▲
	Bookcases	\$114,880.05	-\$3,472.56	▼	▲
	Furnishings	\$91,705.12	\$13,059.25	▲	▲
	Chairs	\$328,449.13	\$26,590.15	▲	▲
Office Supplies	<b>Total</b>	<b>\$741,999.98</b>	<b>\$18,451.25</b>		
	Supplies	\$46,673.52	-\$1,188.99	▼	▲
	Fasteners	\$3,024.25	\$949.53	▲	▲
	Labels	\$12,486.30	\$5,546.18	▲	▲
	Art	\$27,118.80	\$6,527.96	▲	▲
	Envelopes	\$16,476.38	\$6,964.10	▲	▲
	Appliances	\$107,532.14	\$18,138.07	▲	▲
	Storage	\$223,843.59	\$21,279.05	▲	▲
	Binders	\$203,412.77	\$30,221.64	▲	▲

## Customer Leaderboard (Top 10 by Profit)



## Risk Analysis: Loss Rate by Category

