

SUPERSTORE SALES AND PROFITABILITY DASHBOARD

Overview

Details

Year

All

Region

All

Total Sales
\$2.3M

Total Profit
\$286.4K

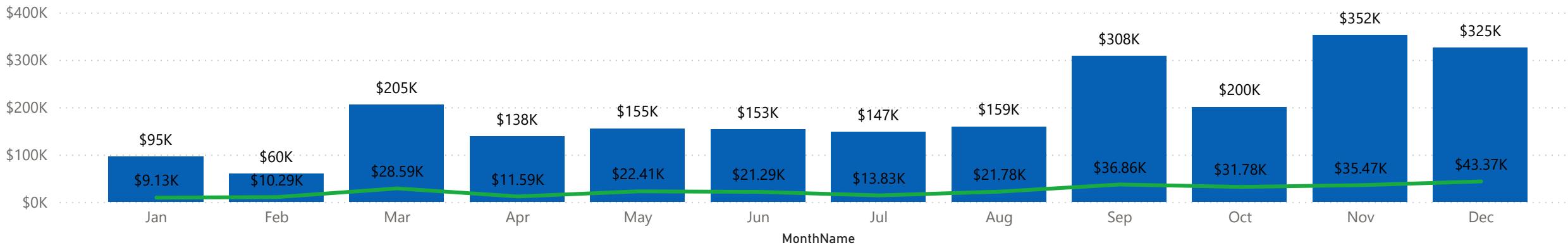
Total Order
38K

Avg. Order Value
\$458.6

Revenue YoY %
46.88%

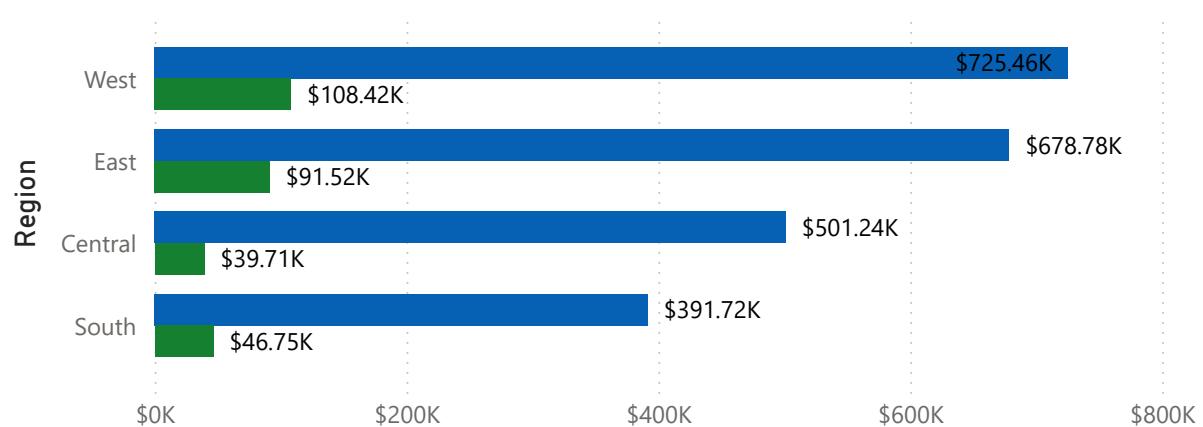
Sales and Profit Trend

● Total Sales ● Total Profit

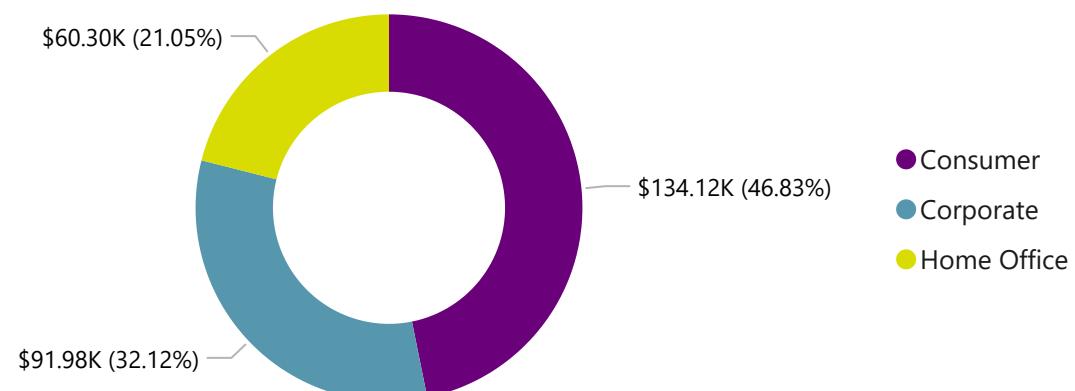


Regional performance : Sales Vs Profit

● 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%

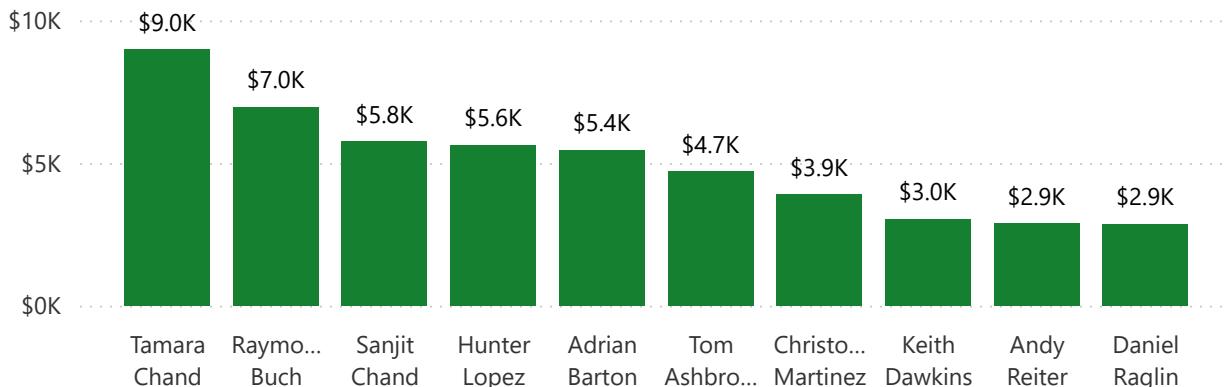
Pricing Strategy: Impact of Discounts on Profit



Product Profitability Analysis

Sub-Category	Total Sales	Total Profit
Tables	\$206,965.68	-\$17,725.59
Bookcases	\$114,880.05	-\$3,472.56
Supplies	\$46,673.52	-\$1,188.99
Fasteners	\$3,024.25	\$949.53
Machines	\$189,238.68	\$3,384.73
Labels	\$12,486.30	\$5,546.18
Art	\$27,118.80	\$6,527.96
Envelopes	\$16,476.38	\$6,964.10
Furnishings	\$91,705.12	\$13,059.25
Appliances	\$107,532.14	\$18,138.07
Storage	\$223,843.59	\$21,279.05
Chairs	\$328,449.13	\$26,590.15
Binders	\$203,412.77	\$30,221.64
Paper	\$78,479.24	\$34,053.34

Customer Leaderboard (Top 10 by Profit)



Risk Analysis: Loss Rate by Category

