

# Superstore - Sales Performance

Sales Performance

Customer Insights

Product & Shipping



Sales

\$2.30M

↑ +4.10% vs \$2.21M Last Month



Profit

\$286.40K

↑ +3.07% vs \$277.86K Last Month



Quantity

37.87K

↑ +4.94% vs \$36.09K Last Month



Average Discount

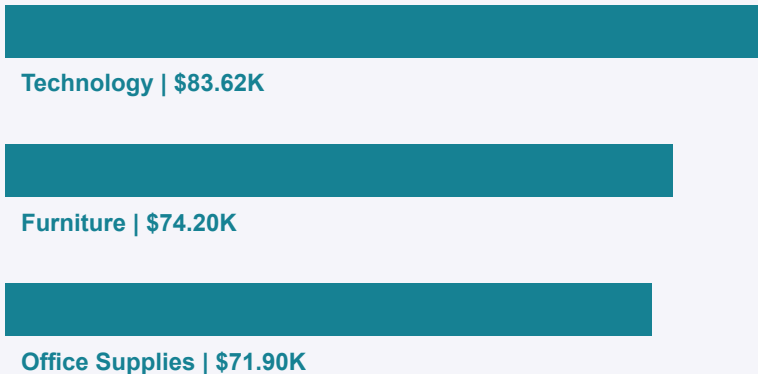
\$0.16

↓ -0.32% vs \$0.00K Last Month



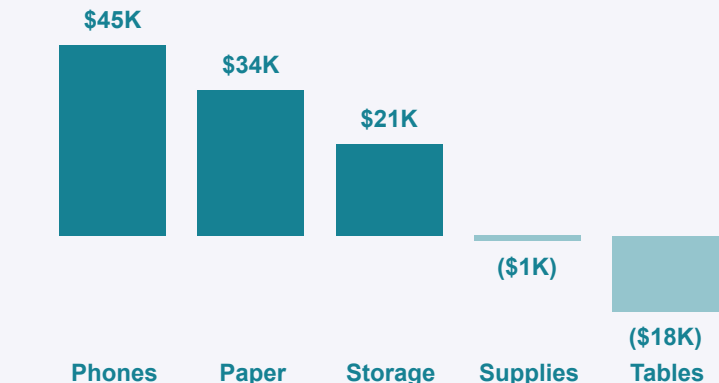
## Sales by Category

Sales split across product categories



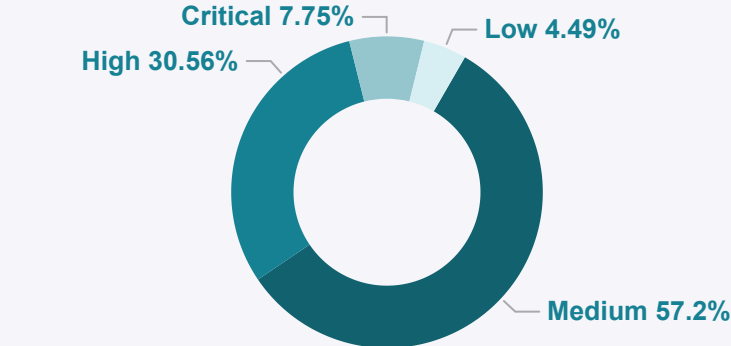
## Profit by Sub Category

Breakdown of profit across sub-categories



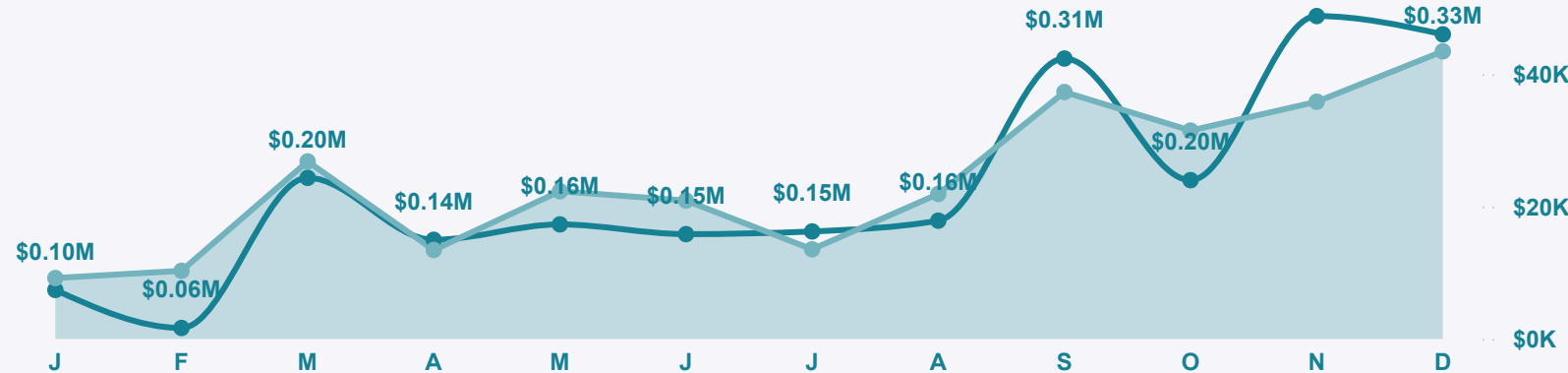
## Orders by Priority Status

Order volume by priority



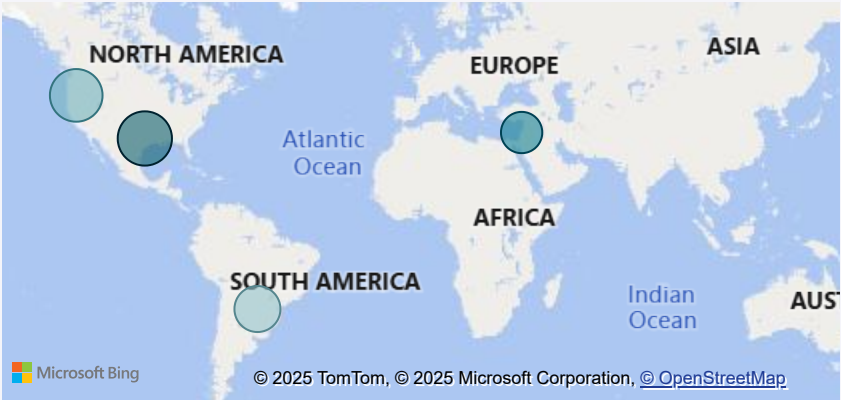
## Sales & Profit by Month

Month-wise performance of Sales & Profit



## Sales by Region

Distribution of sales across regions



# Superstore - Customer Insights

Sales Performance

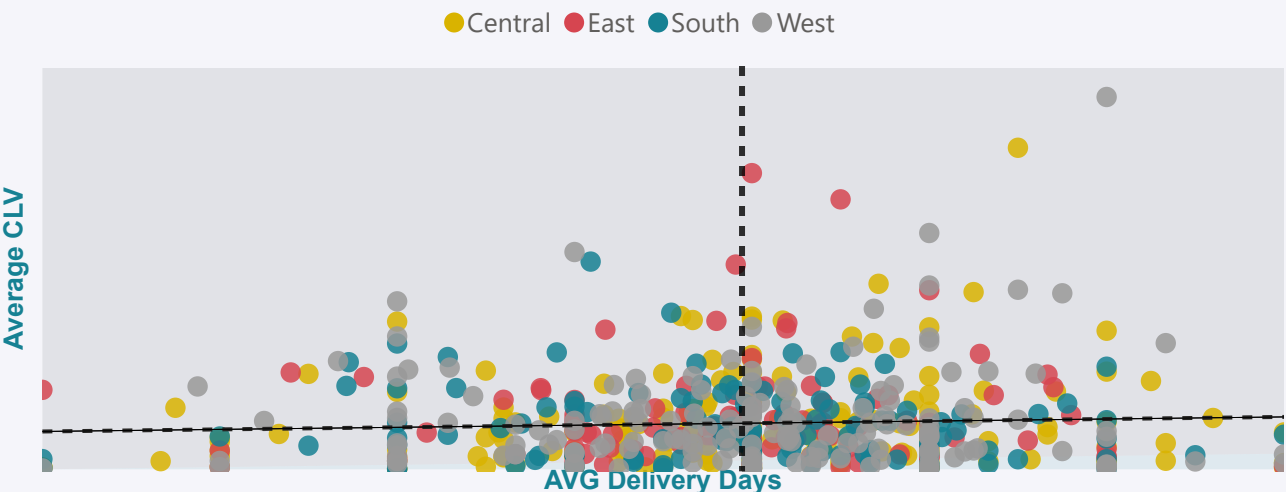
Customer Insights

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## Customer Value vs Delivery Time

Shows the relationship between AVG Delivery Days & AVG CLV



## Top 12 Customers

Customer Name	Customers	Sales	Orders	Profit	Quantity	AVG CLV
Victoria Pisteka	1	\$3,360.53	7	(\$1,018.76)	65.00	3,360.53
Victoria Wilson	1	\$6,134.04	10	(\$874.66)	77.00	6,134.04
Vivek Gonzalez	1	\$846.01	6	\$143.63	32.00	846.01
Vivek Grady	1	\$427.37	5	(\$52.33)	16.00	427.37
Vivek Sundaresam	1	\$1,055.98	4	(\$262.81)	38.00	1,055.98
Vivian Mathis	1	\$380.69	5	\$116.64	25.00	380.69
William Brown	1	\$6,160.10	11	\$714.34	146.00	6,160.10
Xylona Preis	1	\$2,374.66	11	\$621.22	100.00	2,374.66
Yana Sorensen	1	\$6,720.44	8	\$1,778.30	58.00	6,720.44
Yoseph Carroll	1	\$5,454.35	5	\$1,305.62	31.00	5,454.35
Zuschuss Carroll	1	\$8,025.71	13	(\$1,032.13)	105.00	8,025.71
Zuschuss	1	\$1,493.94	5	\$249.13	32.00	1,493.94
Total	12	\$42,433.82	90	\$1,688.19	725.00	3,536.15

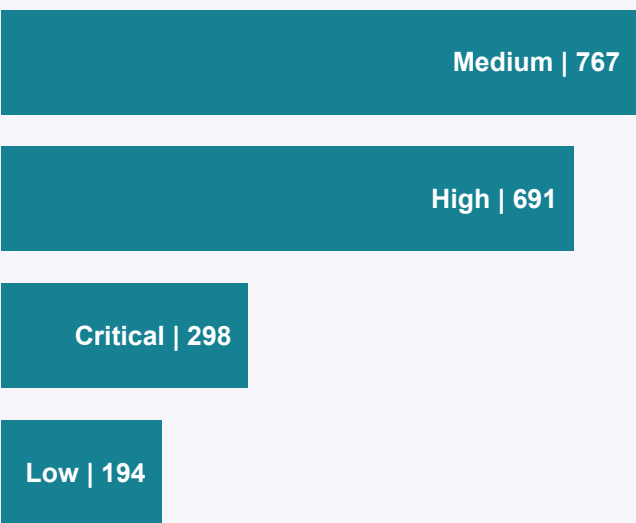
## Customers & Orders Growth Over Time

Track Orders vs Customers by Month



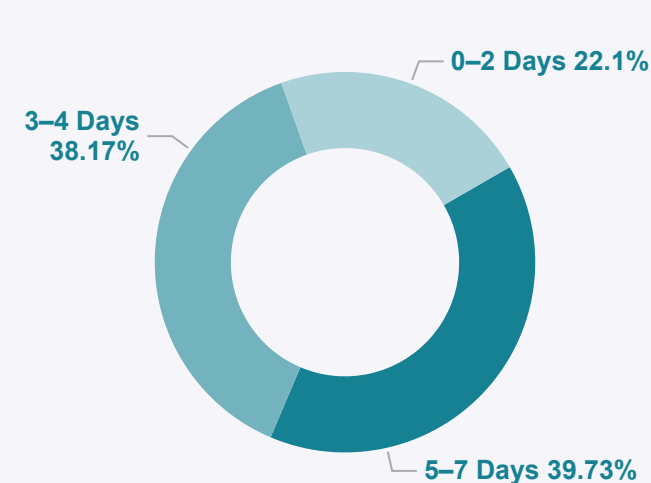
## Customers by Order Priority

Shows how many customers fall under Order Priorities



## Orders Delivered by Delivery Bucket

Breakdown of Orders grouped by Delivery Time Ranges



# Superstore - Product & Shipping

Sales Performance

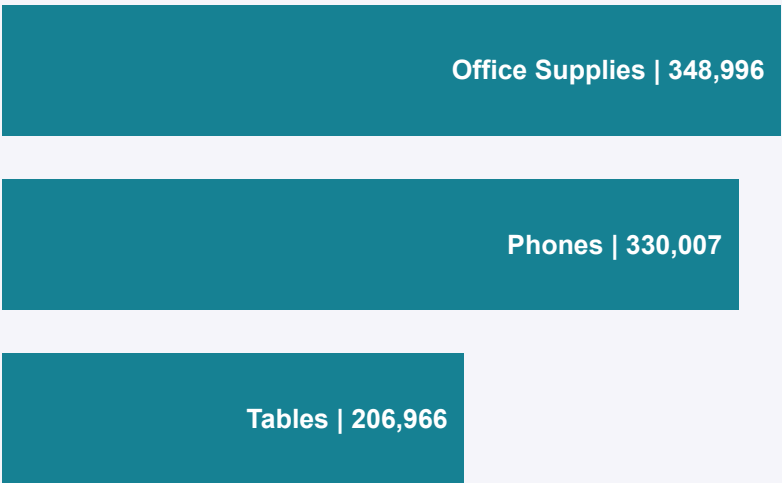
Customer Insights

Product & Shipping



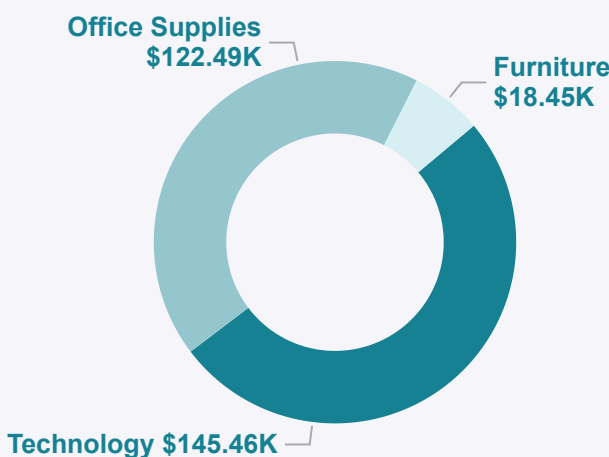
## Sales by Product Categories

Shows Sales contribution across Product Categories & Sub-categories



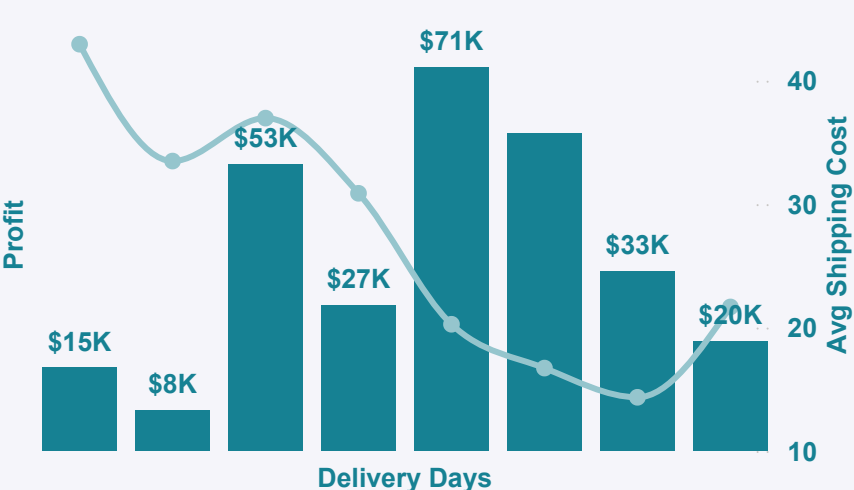
## Profit by Product Categories

Highlight the Profitable Products based on Profit



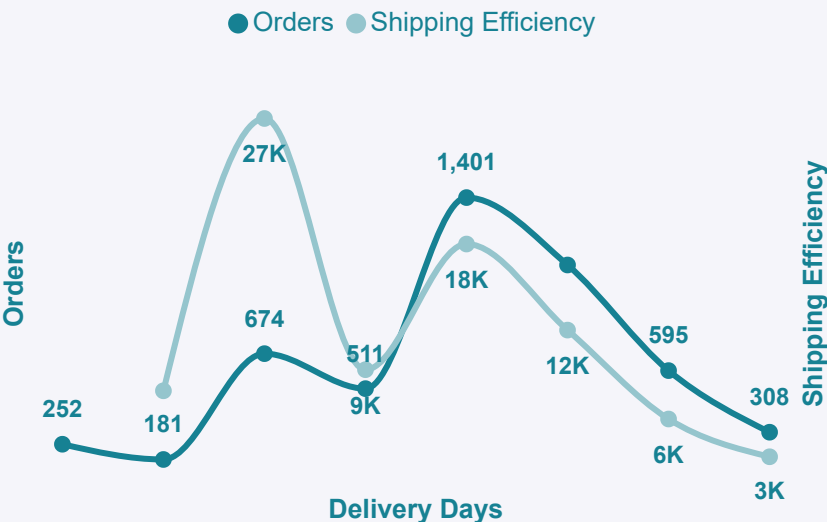
## Profit & Avg Shipping Cost by Delivery Days

Shows how Profit & Shipping Costs vary across different delivery ran...



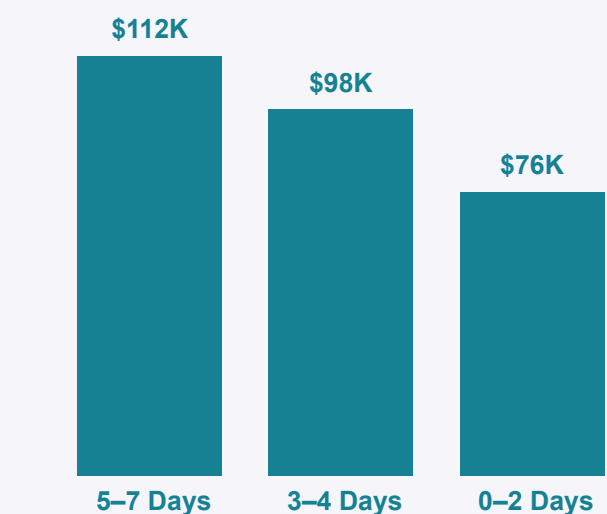
## Orders & Shipping Efficiency by Delivery Days

Shows Order Volume and Efficiency across Delivery Day ranges



## Profit by Delivery Bucket

Shows Profit across different Delivery Time Ranges



## Shipping Cost vs Profit and Quantity by Sub-Category

Shows Shipping Cost relates to Profit & highlights low-profit products

