

Superstore - Sales Performance

Sales Performance

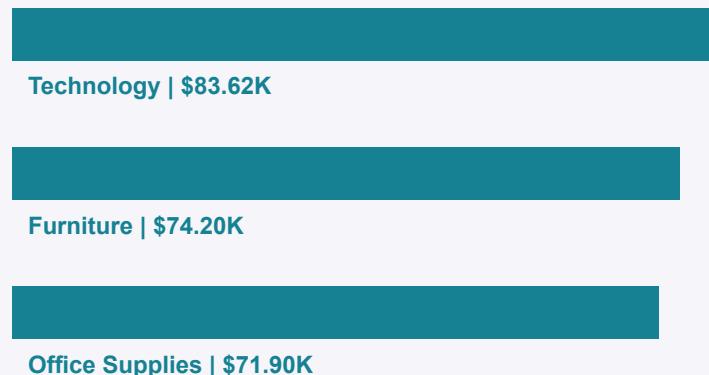
Customer Insights

Product & Shipping



Sales by Category

Sales split across product categories



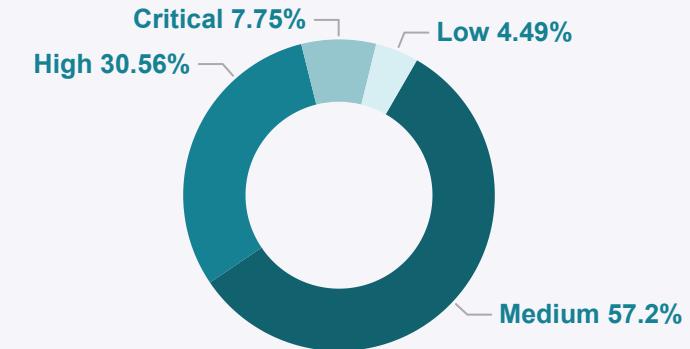
Profit by Sub Category

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

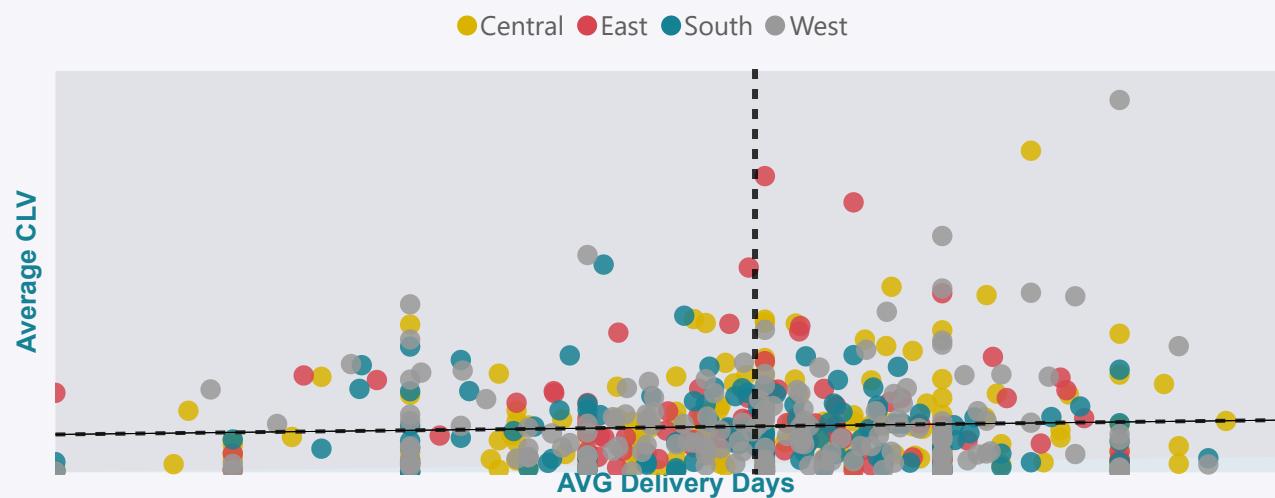
Customer Insights

Product & Shipping



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

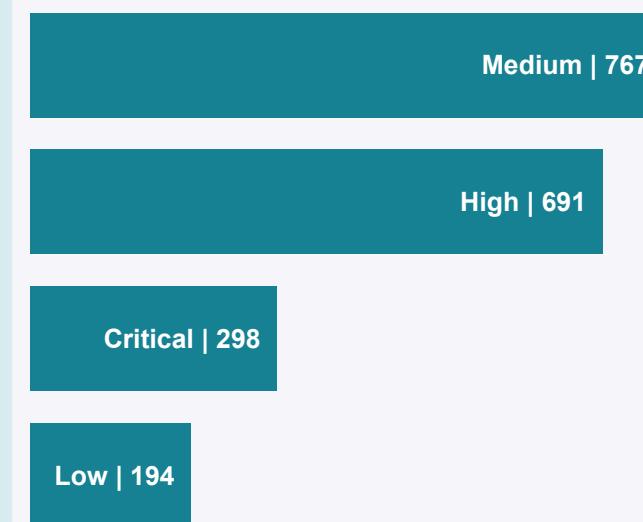
Customers & Orders Growth Over Time

Track Orders vs Customers by Month



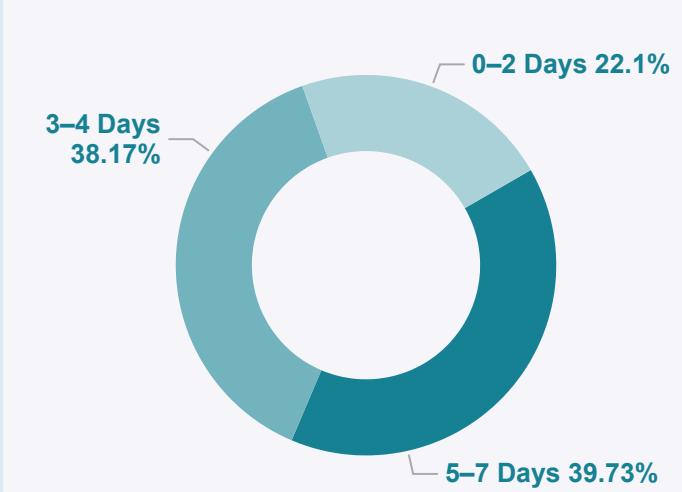
Customers by Order Priority

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

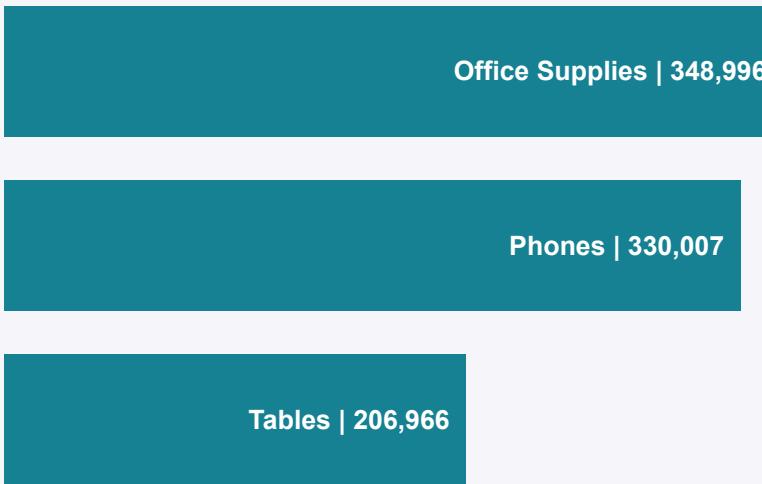
Customer Insights

Product & Shipping



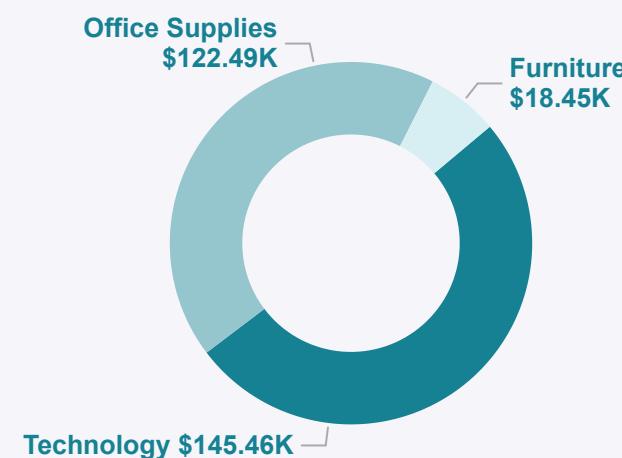
Sales by Product Categories

Shows Sales contribution across Product Categories & Sub-categories



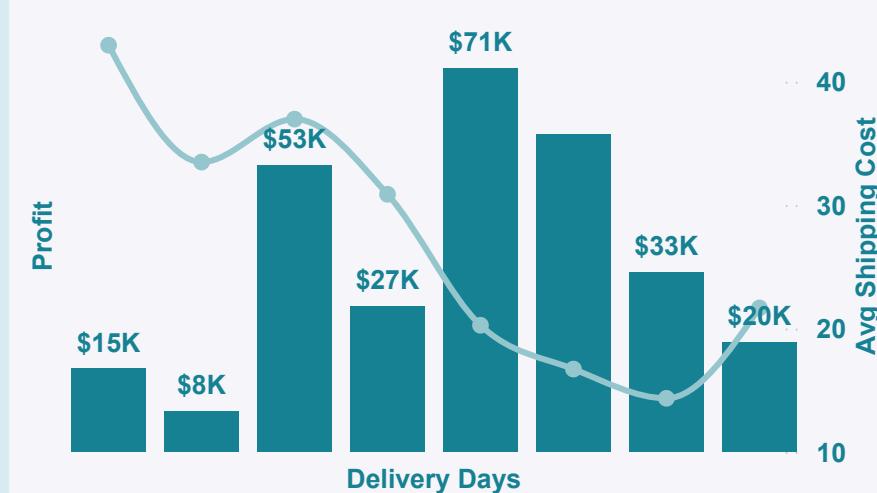
Profit by Product Categories

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

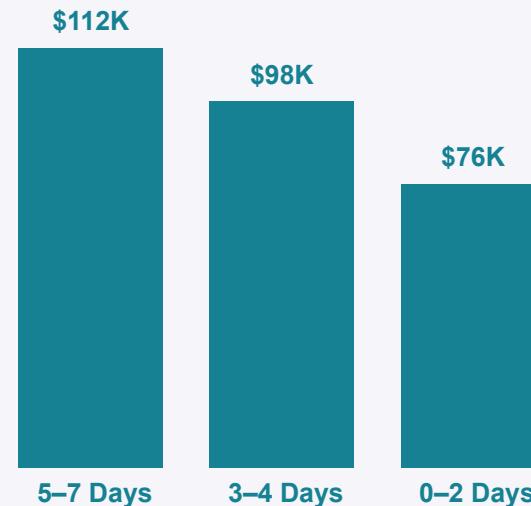
Shows Order Volume and Efficiency across Delivery Day ranges

● Orders ● Shipping Efficiency



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

