

Best Superstore's Data Story

Monthly Report

Customer Overview

Product Overview

Country Overview

Shipment Overview

Sales

▼ -14% (\$485,573)

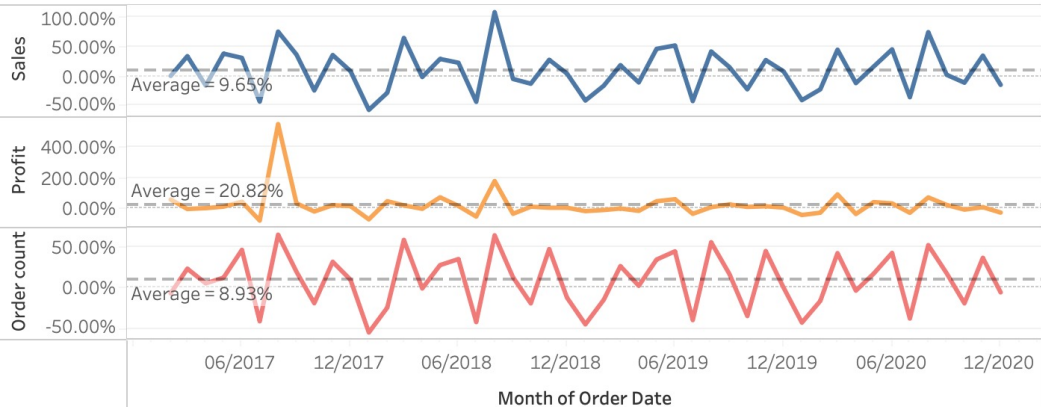
Profit

▼ -28% (\$45,679)

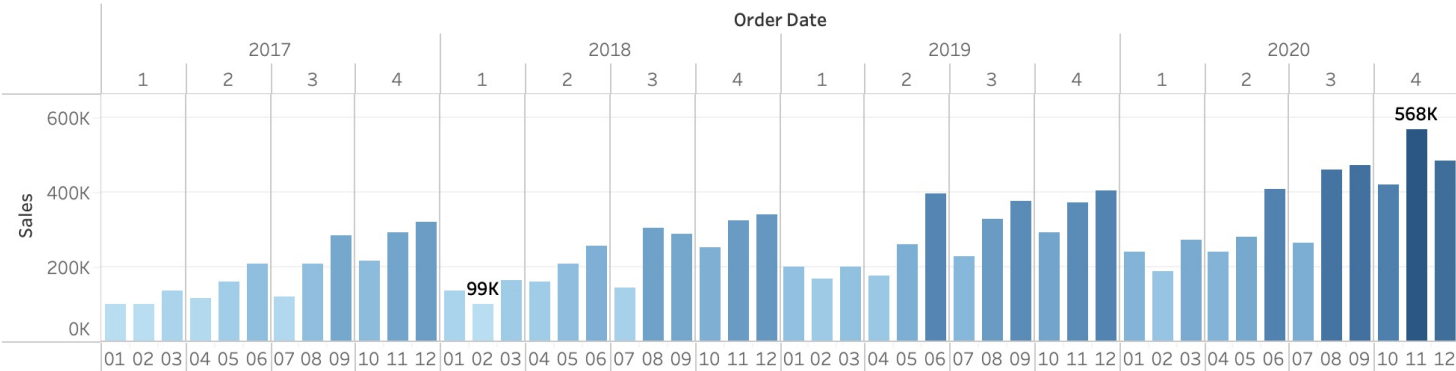
Order Count

▼ -6% (2,079)

Month over Month Comparison



Monthly Sales



YOY Growth

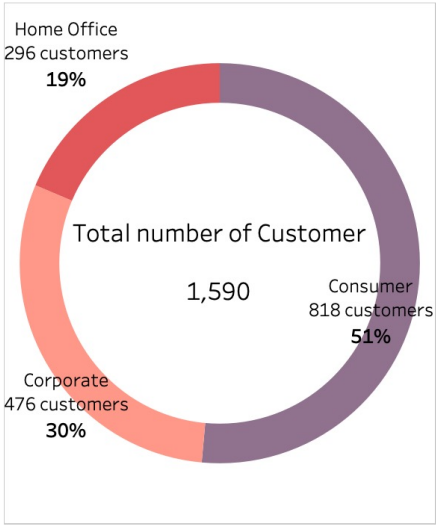
Year of Order Date	Order Date											
	01	02	03	04	05	06	07	08	09	10	11	12
2018	37%	-2%	20%	41%	32%	23%	23%	46%	2%	17%	10%	6%
2019	45%	69%	22%	10%	25%	55%	58%	8%	30%	16%	16%	20%
2020	21%	12%	37%	35%	8%	3%	15%	41%	25%	43%	52%	20%

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Total Number of Customer : 1,590

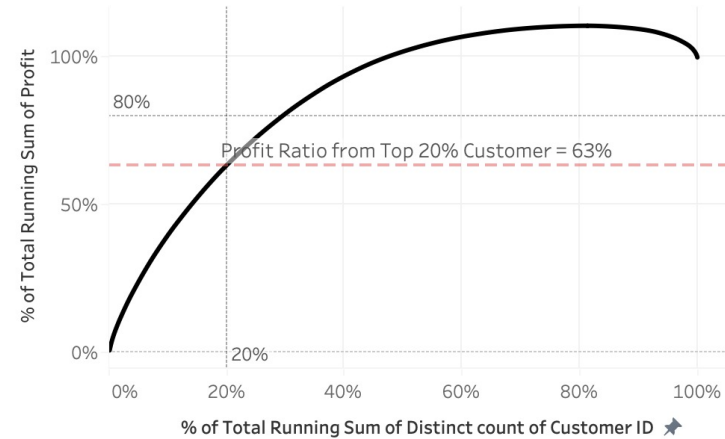
Customer Segmentation



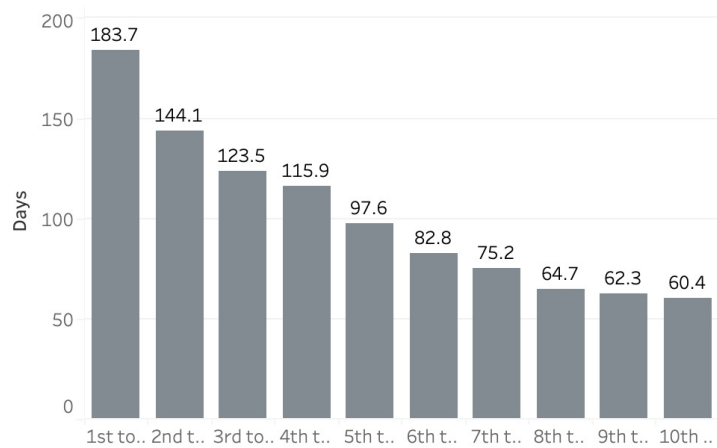
Cohort Analysis

Quarter of 1st Purchase	Quarters to Repeated Purchase													
	0	1	2	3	4	5	6	7	8	9	10	11	12	13
2017 Q1	125	200	92	40	14	14	13	2	7	3	1	1	2	
2017 Q2	120	132	65	20	19	10	11	7	5	8	2	2	1	1
2017 Q3	83	73	16	20	30	9	8	6	2	2		2		1
2017 Q4	42	25	18	15	9	5	4	9	5		3			
2018 Q1	8	13	12	6	3	6	6	1			2			
2018 Q2	7	17	5	2	11	5	5		1	2	1			
2018 Q3	11	15	3	5	9	9	5			1				
2018 Q4	6	8	7	3	7	5			1					
2019 Q1	2	5	5	3		3	1							
2019 Q2	4	3	2	3	1	1								
2019 Q3	3	7	2		1	1								
2019 Q4	1	3												
2020 Q1	1	4		2										
2020 Q2	1	3	1											
2020 Q3	1													

Pareto Chart



The Average Days it takes until the next purchase



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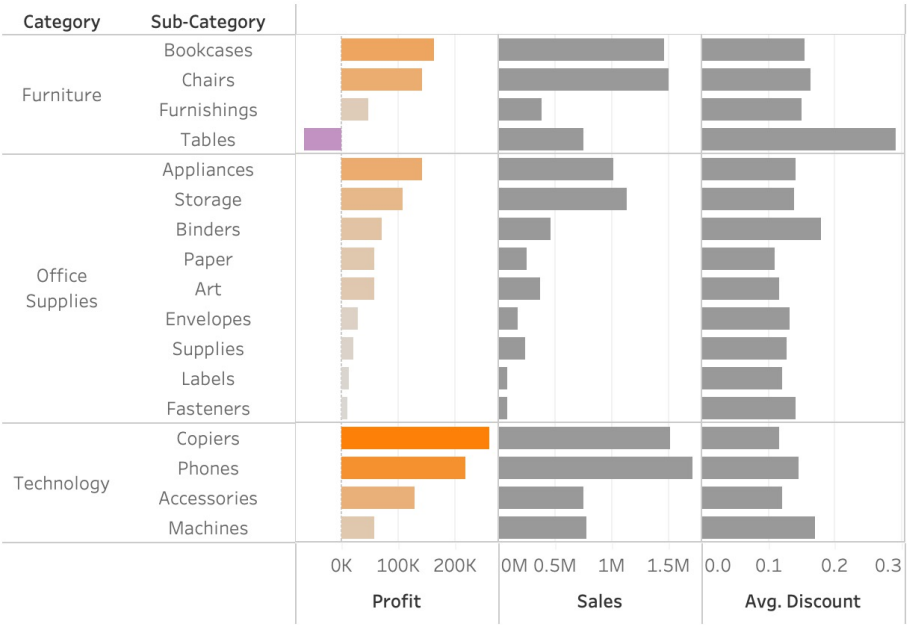
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Top 10 in Sales

Rank	Product Name	Category	Sub-Category	Sales
1	Apple Smart Phone, Fu..	Technology	Phones	17,239
2	Cisco Smart Phone, Fu..	Technology	Phones	17,027
3	Motorola Smart Phon..	Technology	Phones	17,027
4	Nokia Smart Phone, F..	Technology	Phones	17,027
5	Canon imageCLASS 22..	Technology	Copiers	11,808
6	Hon Executive Leather..	Furniture	Chairs	10,672
7	Office Star Executive L..	Furniture	Chairs	10,672
8	Harbour Creations Exe..	Furniture	Chairs	10,672
9	Samsung Smart Phone..	Technology	Phones	10,672
10	Nokia Smart Phone, wi..	Technology	Phones	10,672

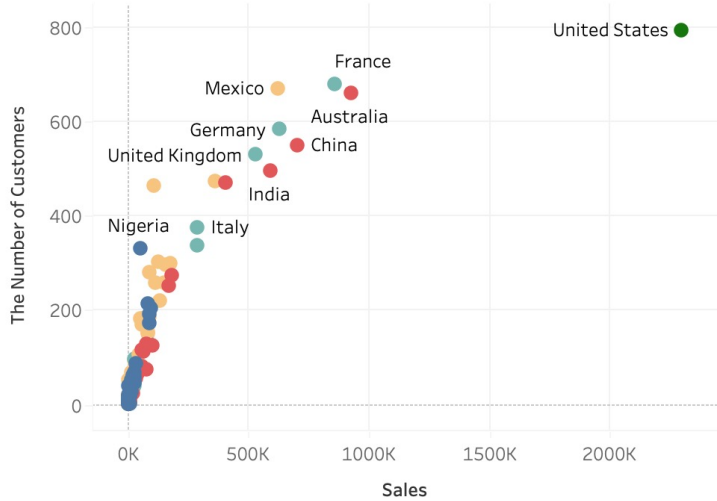
Top & Bottom 5 in Profit

Product Name	Category	Sub-Category	Profit
Canon imageCLASS 2200 ..	Technology	Copiers	25,200
Cisco Smart Phone, Full Si..	Technology	Phones	17,239
Motorola Smart Phone, Fu..	Technology	Phones	17,027
Hoover Stove, Red	Office Supplies	Appliances	11,808
Sauder Classic Bookcase, ..	Furniture	Bookcases	10,672
Bevis Round Table, Adjust..	Furniture	Tables	-3,650
Cubify CubeX 3D Printer T..	Technology	Machines	-3,840
Motorola Smart Phone, C..	Technology	Phones	-4,447
Lexmark MX611dhe Mono..	Technology	Machines	-4,590
Cubify CubeX 3D Printer D..	Technology	Machines	-8,880

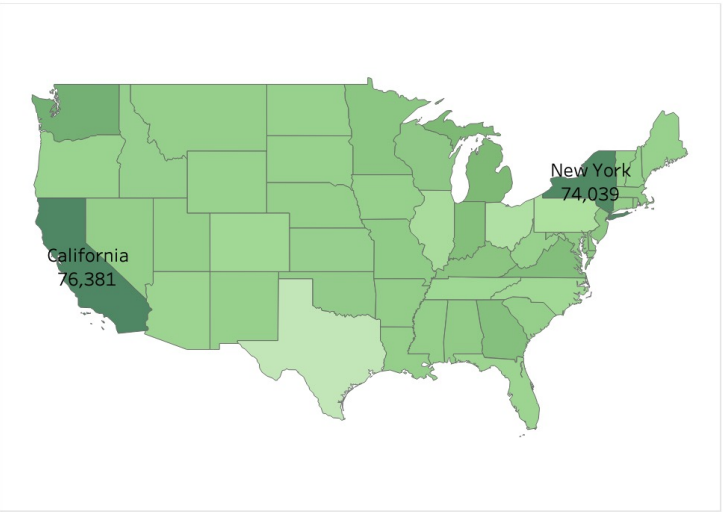
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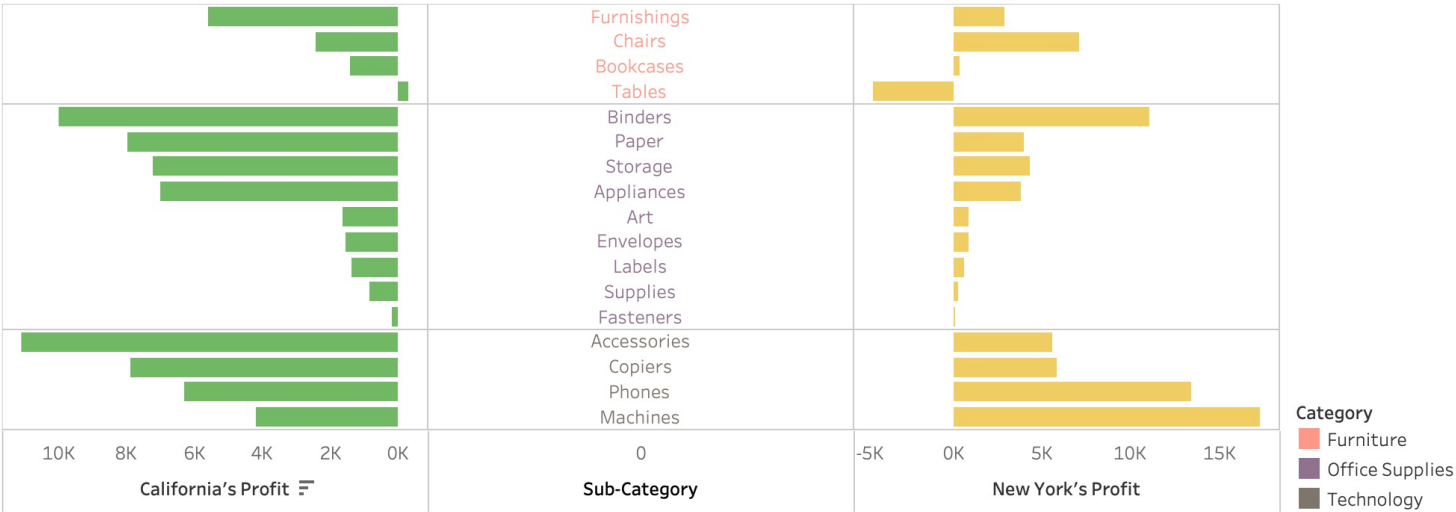
Sales and Customers by Country



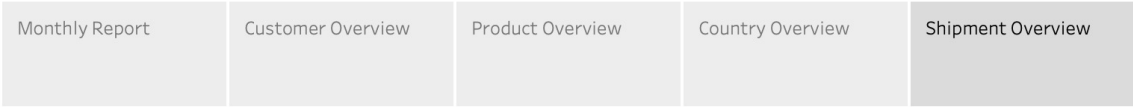
US Profit



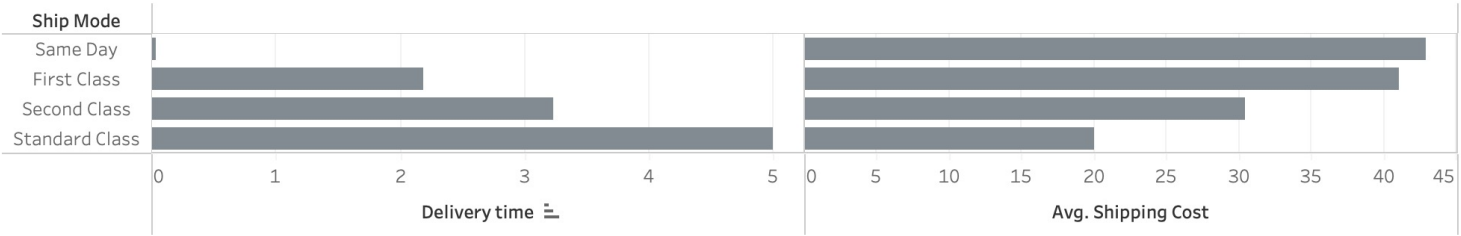
California vs. New York



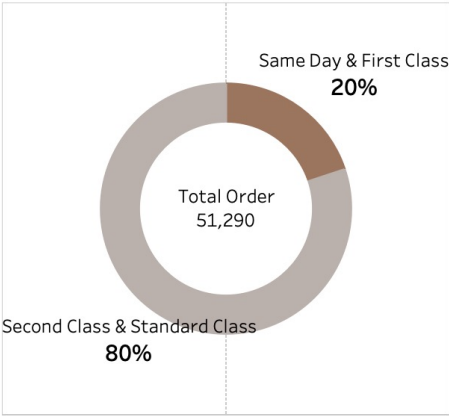
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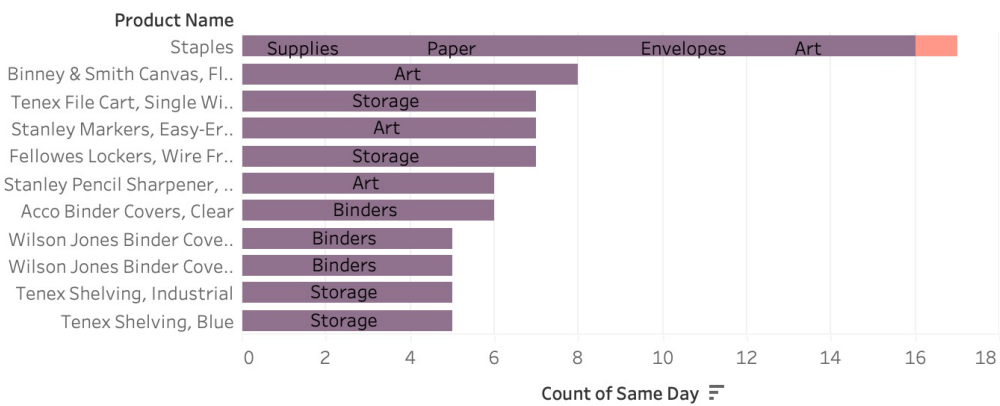
Average Delivery time & Shipping cost



The Proportion of Express



Shipped by Same Day



US Delivery

