

# Super Store US

1952

Total Order Count

1365

Unique Order Count

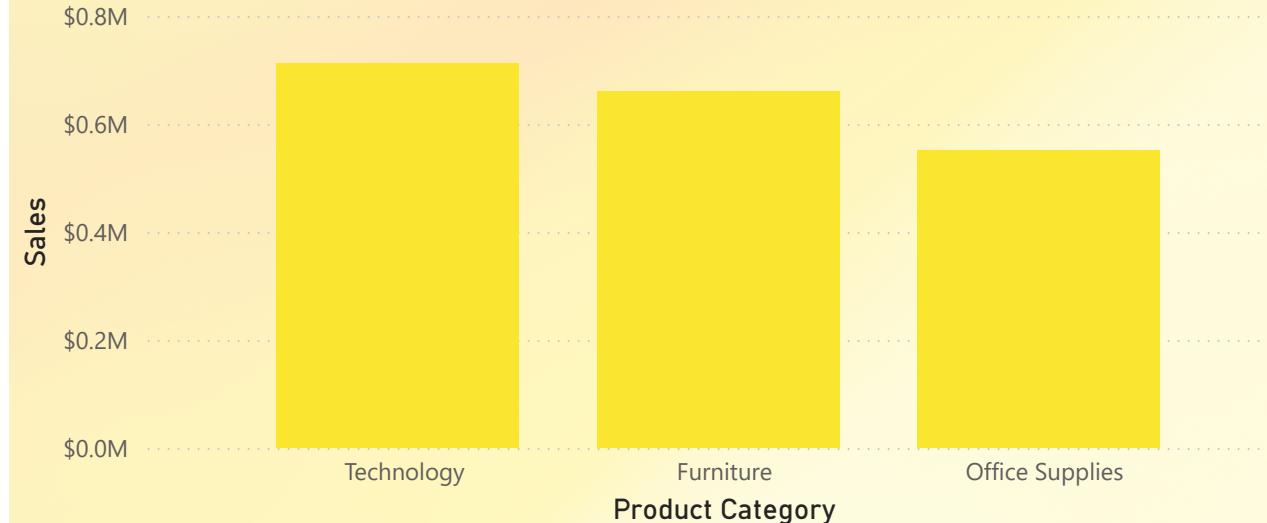
\$1.92M

Sum of Sales

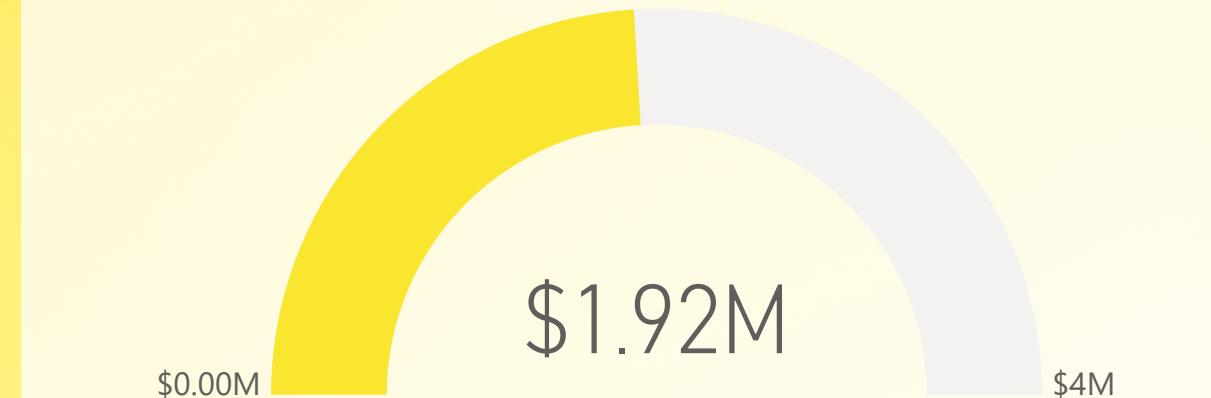
\$224.08K

Total Profit

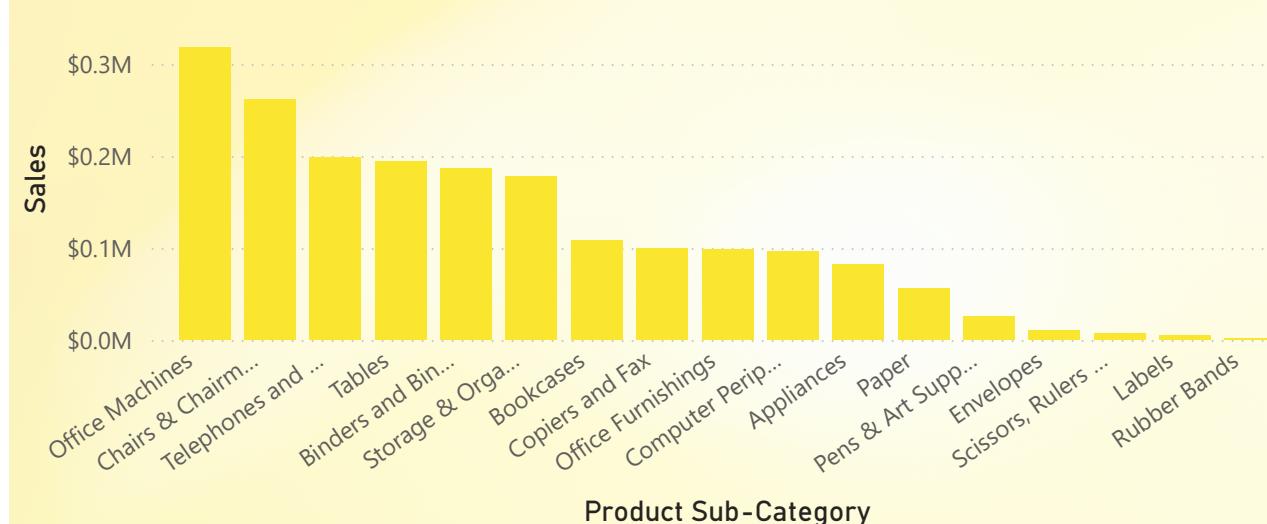
## Sales by Product Category



## Total Sales and Projected Sales

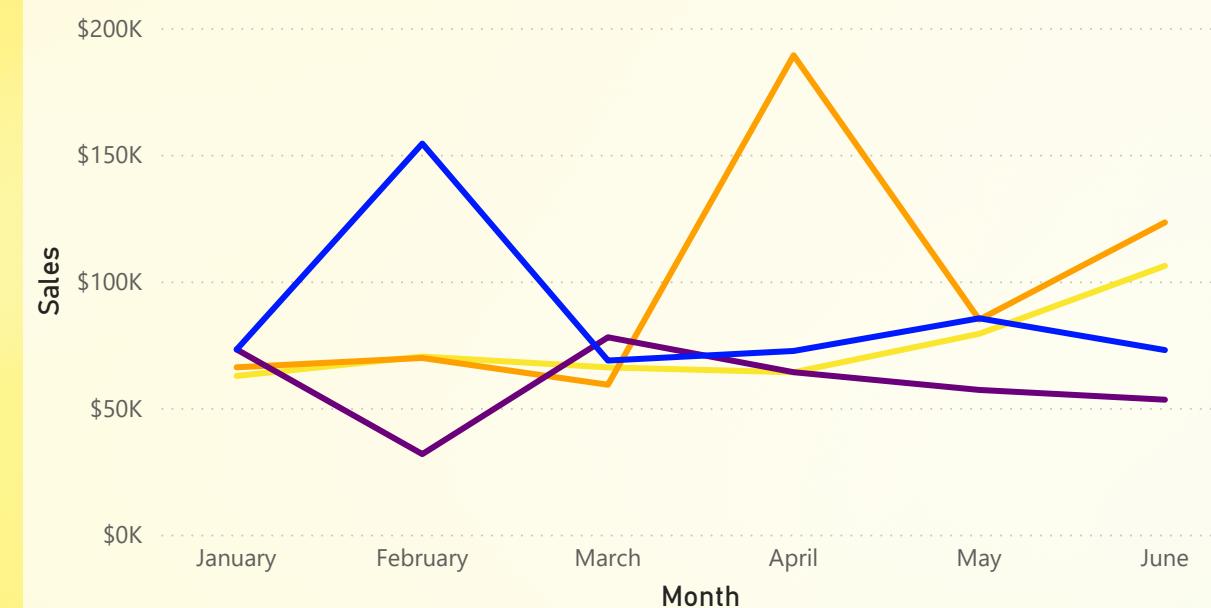


## Sales by Product Sub-Category



## Sales by Month and Region

Region ● Central ● East ● South ● West



Change View

View by:

**Manager Wise**

**View Profits**

**\$985.83**

Average of Sales

**\$9.23K**

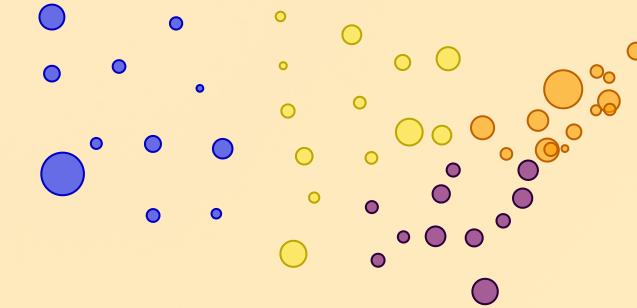
Highest Profit

**(-\$16.48K)**

Lowest Profit

| Product Category | Product Sub-Category           | Sum of Sales          | Sum of Profit        |
|------------------|--------------------------------|-----------------------|----------------------|
| Technology       | Office Machines                | \$3,18,169.68         | \$8,824.40           |
| Furniture        | Chairs & Chairmats             | \$2,61,072.73         | \$48,695.83          |
| Technology       | Telephones and Communication   | \$1,98,764.49         | \$40,790.56          |
| Furniture        | Tables                         | \$1,93,764.58         | (\$7,240.10)         |
| Office Supplies  | Binders and Binder Accessories | \$1,85,928.14         | \$59,296.43          |
| Office Supplies  | Storage & Organization         | \$1,77,417.60         | \$7,124.30           |
| Furniture        | Bookcases                      | \$1,07,796.09         | (\$930.42)           |
| Technology       | Copiers and Fax                | \$99,069.48           | \$23,990.20          |
| Furniture        | Office Furnishings             | \$98,070.91           | \$18,724.15          |
| Technology       | Computer Peripherals           | \$96,261.30           | \$1,698.02           |
| Office Supplies  | Appliances                     | \$82,201.15           | \$12,594.82          |
| Office Supplies  | Paper                          | \$55,813.92           | \$7,769.29           |
| <b>Total</b>     |                                | <b>\$19,24,337.88</b> | <b>\$2,24,077.61</b> |

Region ● Central ● East ● South ● West



Microsoft Bing

### Sales by Region

Region

East

West

Central

South

\$0.0M \$0.1M \$0.2M \$0.3M \$0.4M \$0.5M \$0.6M  
Sum of Sales

P Menu

\$1.48

Median Profit

\$114.79

Average Profit

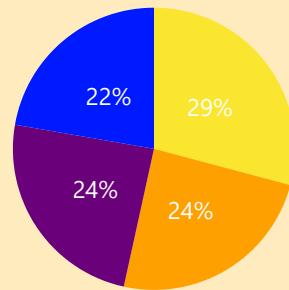
\$202.40

Median Sales

\$985.83

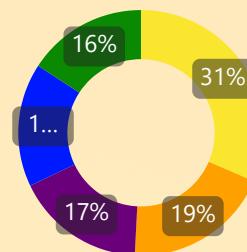
Average Sales

### Profit by Customer Segment



Small Busi...  
Corporate  
Home Office  
Consumer

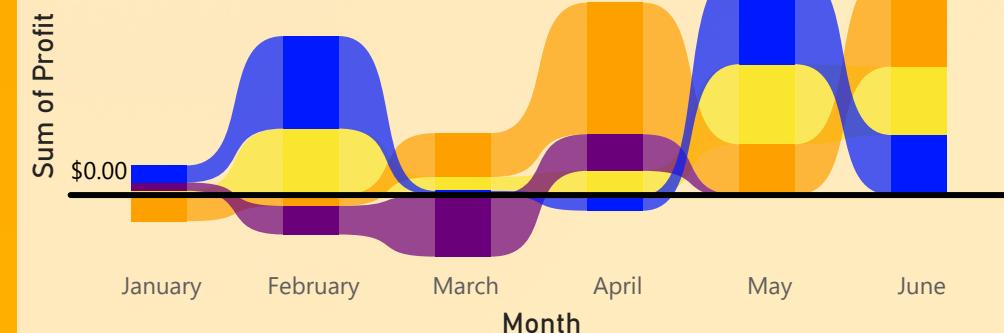
### Profits by Order Priority



Not Spec...  
Medium  
Critical  
High  
Low

### Monthly Profits by Region

Region ● Central ● East ● South ● West



### Profits by Product Category and Sub-Category

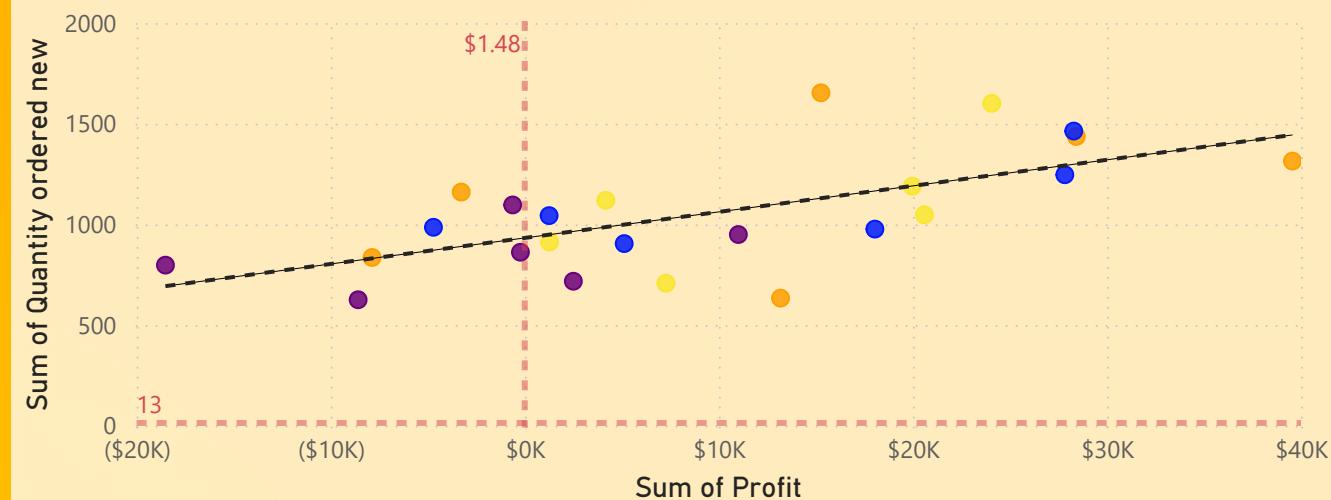
Office Supplies

Furniture

Technology

### Co-Relation between Profits and Order Quantity

Region ● Central ● East ● South ● West



Select Month

All

Select Region

All

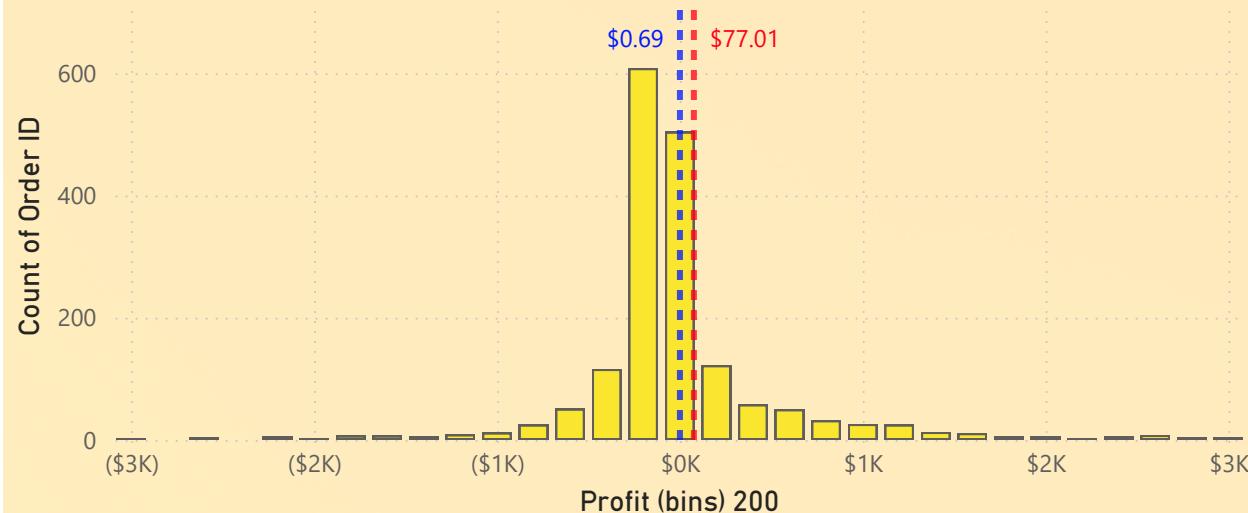
Select State or Province

All

Median Value

Mean Value

Number of Order's per \$200 Profit Interval



25K

Total Quantity Ordered

12.94

Avg Order Quantity

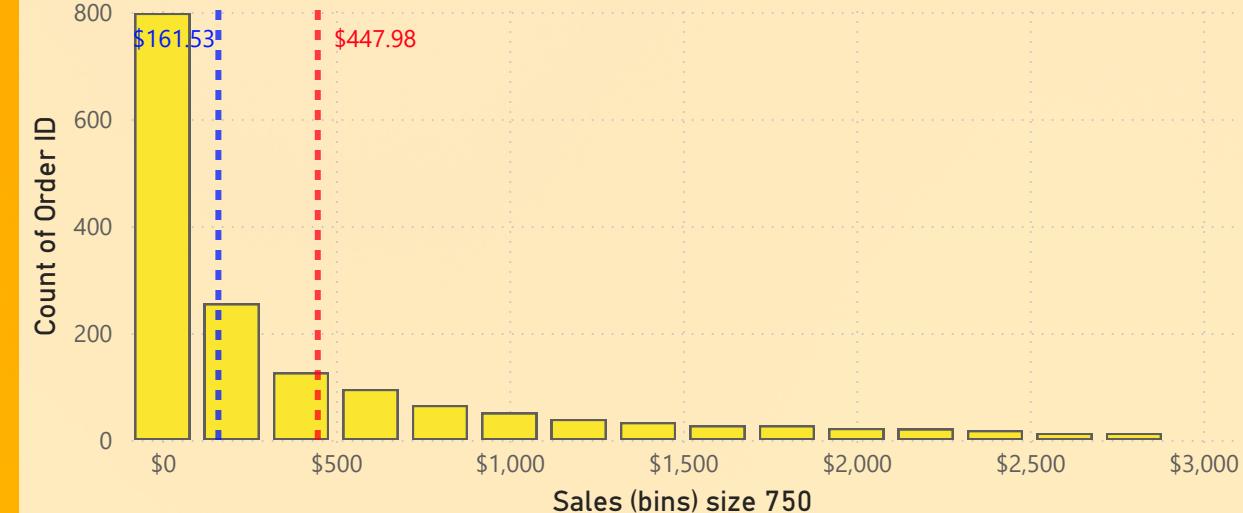
100.00%

Sales % Contribution

Median Value

Mean Value

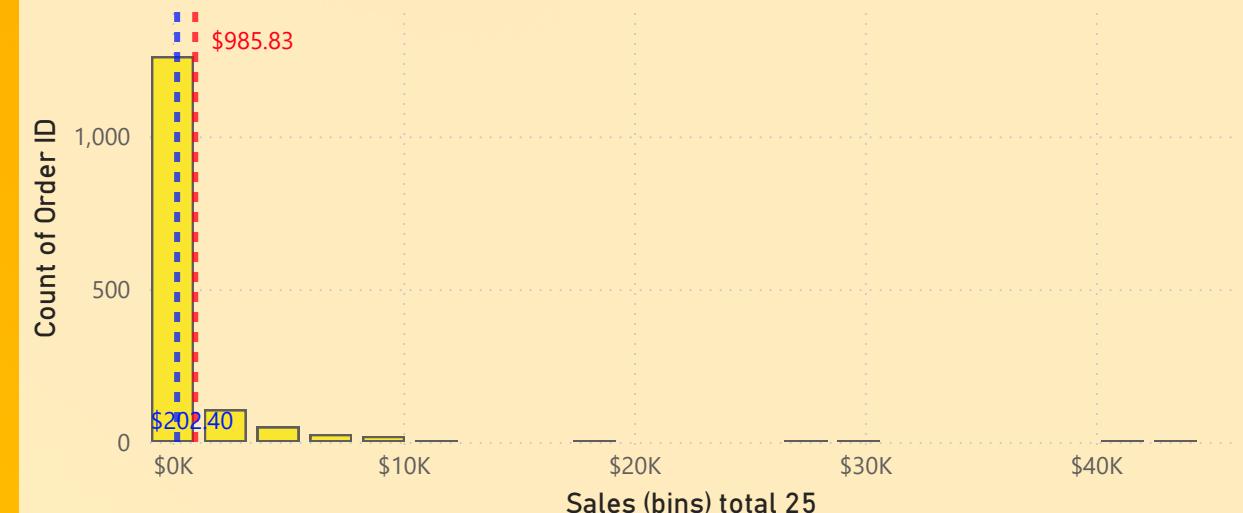
Number of Order's per \$200 Sales Interval



Number of Order's per Profit Bracket



Number of Order's per Sales Bracket



## View Profits

**\$320.72K**

Avg Sales Per Month

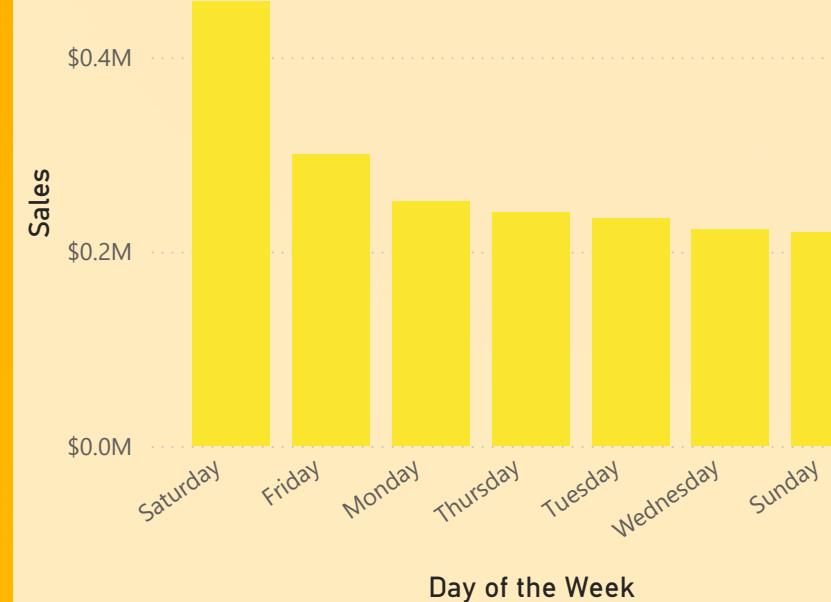
**\$1.92M**

Sales

**0.00%**

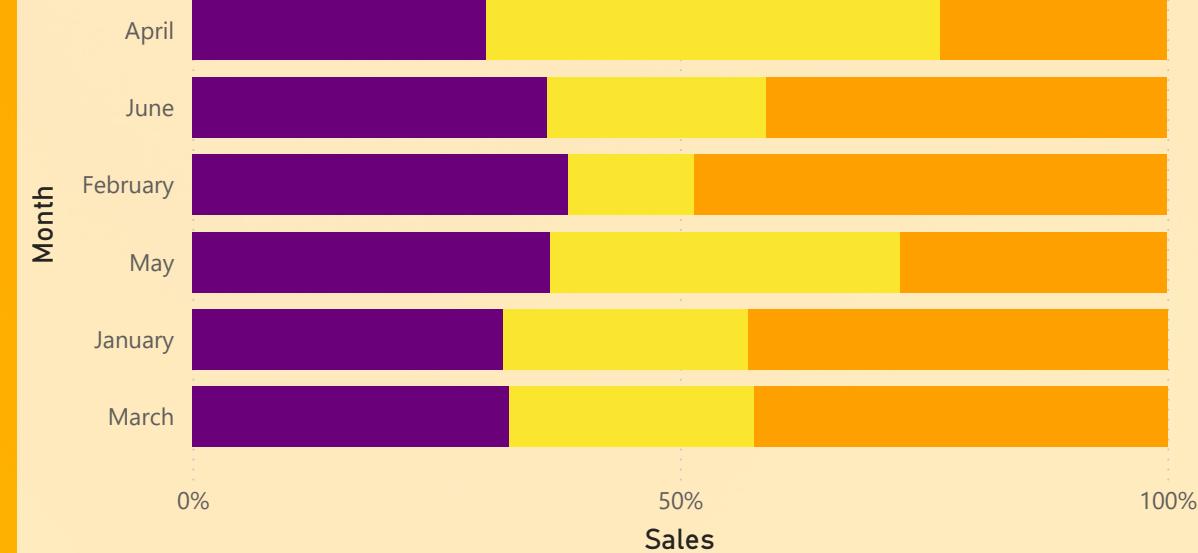
MoM % Sales

## Sales by Day of the Week



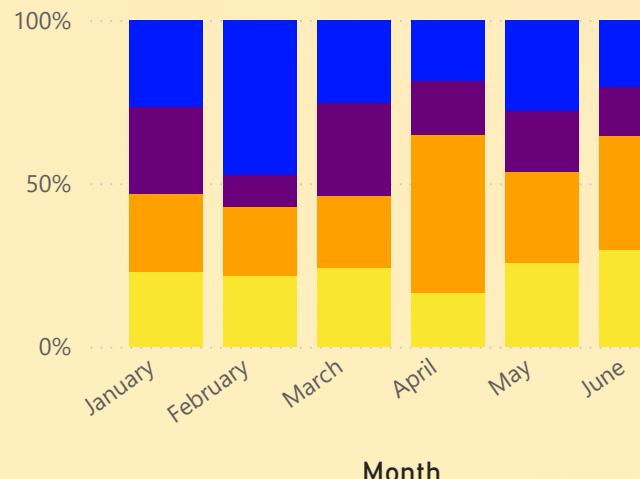
## Sales by Month and Product Category

Product Category ● Furniture ● Office Supplies ● Technology



## Sales by Month and Region

Region ● Central ● East ● South ● West

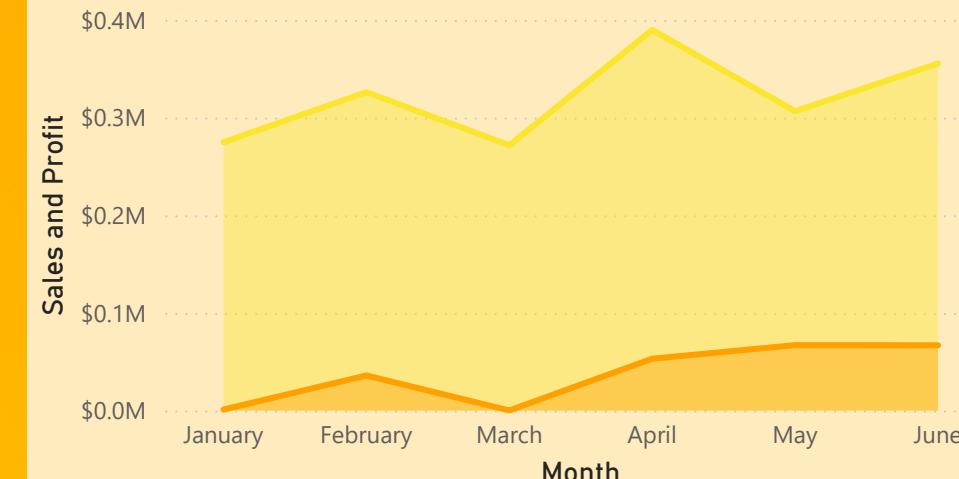


## Quantity ordered by Month



## Sales and Profit by Month

Sales ● Profit



## View Churn Rate

Month

All

# KPI

# 0.92

Co-relation Retention...

# 1260

Churned Customers

# 114

Customers Retained

# 1374

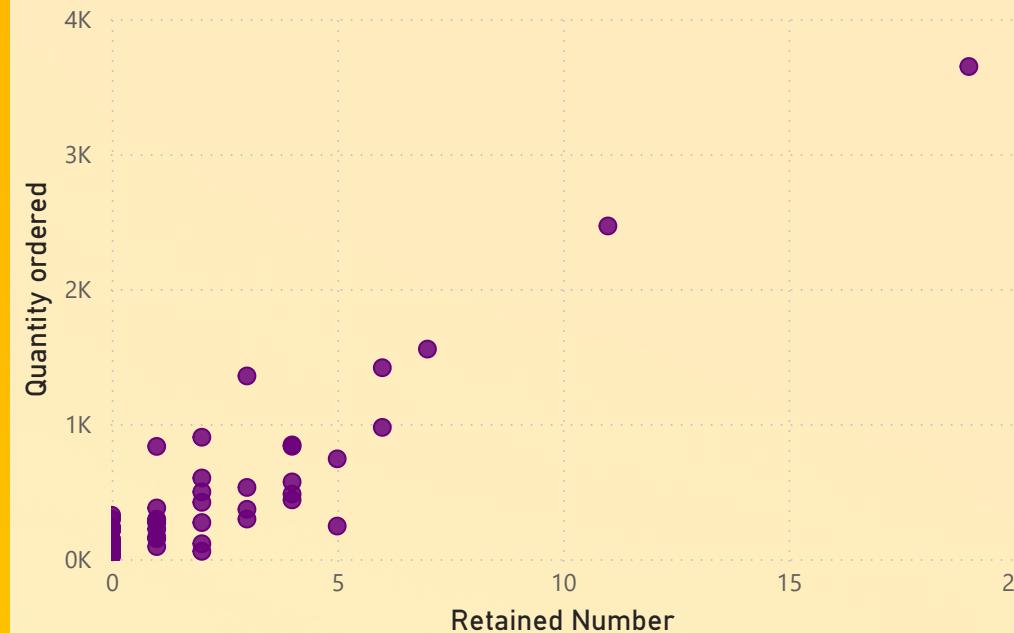
Total Customers

# 1101

Distinct Customers



Retention Count and Quantity Ordered by State/Province



Retained Number by Region

Central

34

West

33

South

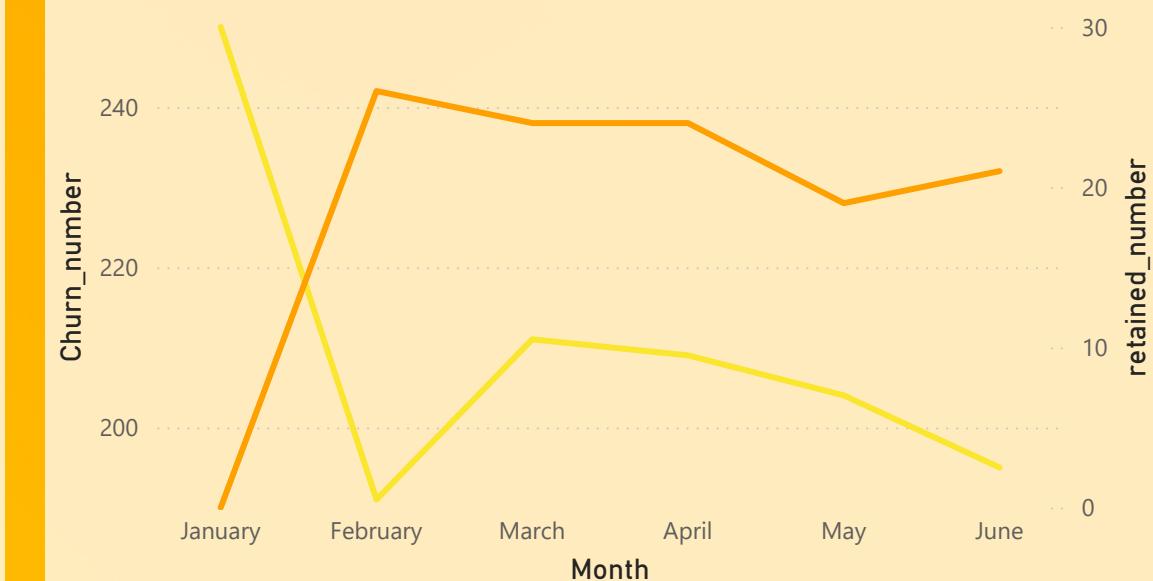
25

East

22

Churn Rate & Retention Rate Over Time

● Churn\_number ● retained\_number



## View Default

State ▾

All ▾

Month ▾

All ▾

**49**

Total States

**49**

States Covered

**\$1.92M**

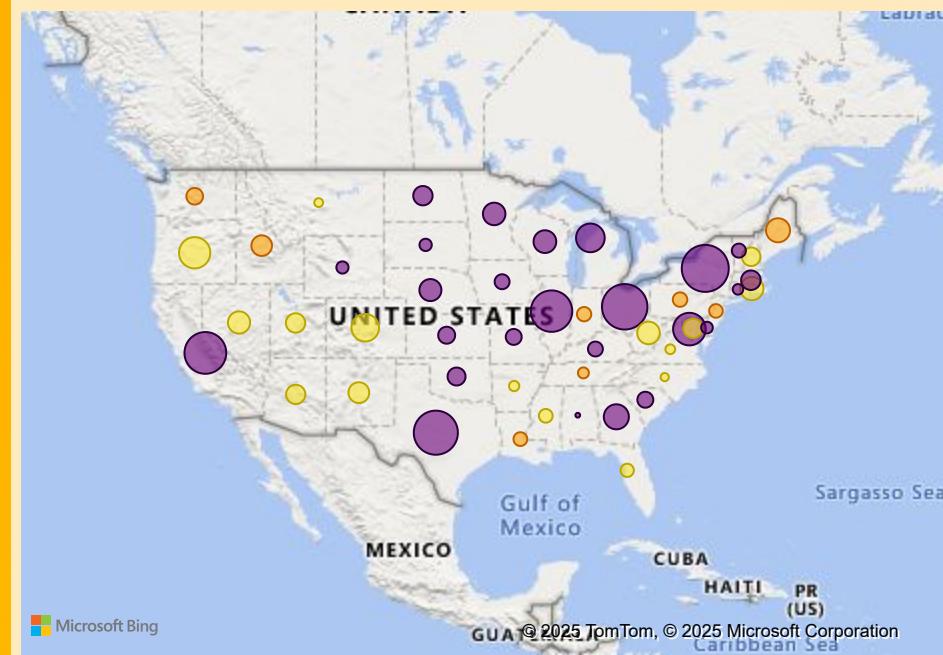
Sum of Sales

**\$224.08K**

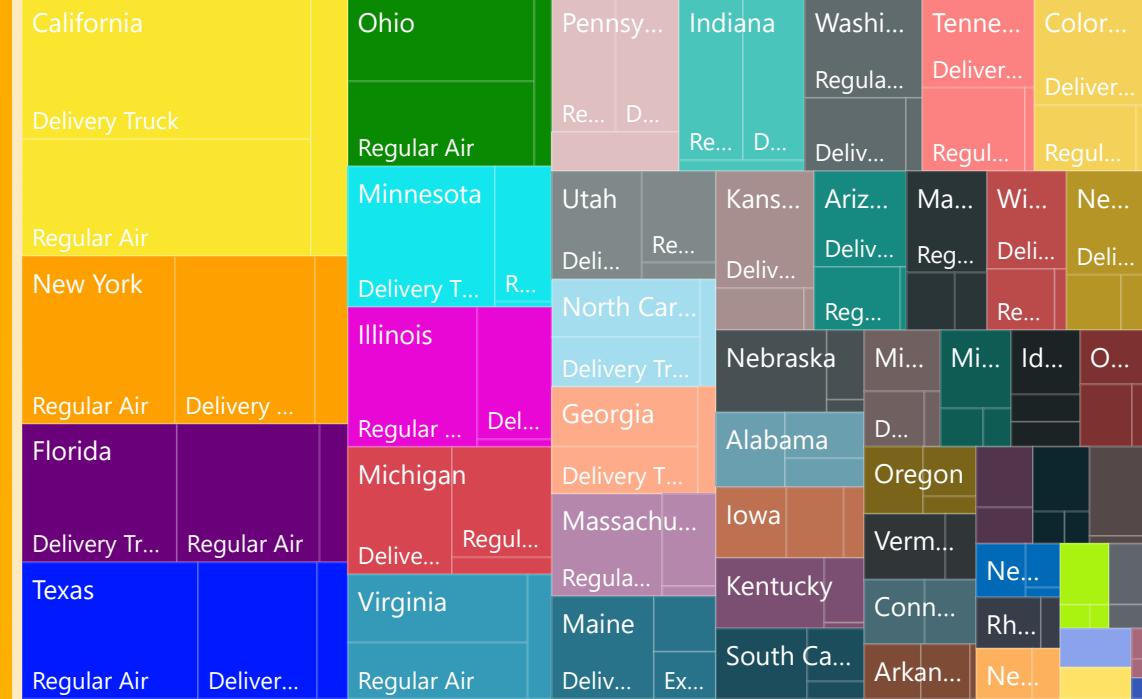
Sum of Profit

## Regional Shipping and Profit Analysis

ship\_mode ● Delivery Truck ● Express Air ● Regular Air



## Total Shipping Cost by Region and Mode



## Product Category

## Furniture

## Office Supplies

## Product Sub-Category

## Sales

## No. of Quantity

## Total % Contribution

## Sales

## No. of Quantity

## Total % Contribution

Appliances

\$82,201.15

1187

9.3

Binders and Binder Accessories

\$1,85,928.14

2554

18.6

Bookcases

\$1,07,796.09

536

10.75%

Chairs &amp; Chairmats

\$2,61,072.73

1227

23.00%

Computer Peripherals

Copiers and Fax

Envelopes

Labels

Office Furnishings

Total

\$98,070.91

2356

46.25%

\$6,60,704.31

5063

100.00%

\$10,479.77

590

5.1

\$4,914.82

903

6.6

\$5,51,368.62

14287

100.0

## Sales &amp; Profit Contribution by Ship Mode

● Sum of Sales ● Sum of Profit

Delivery Truck

Express Air

Regular Air

\$0.0M

\$0.5M

\$1.0M

Sum of Sales and Sum of Profit

## View Sales

\$114.79

Average Profit

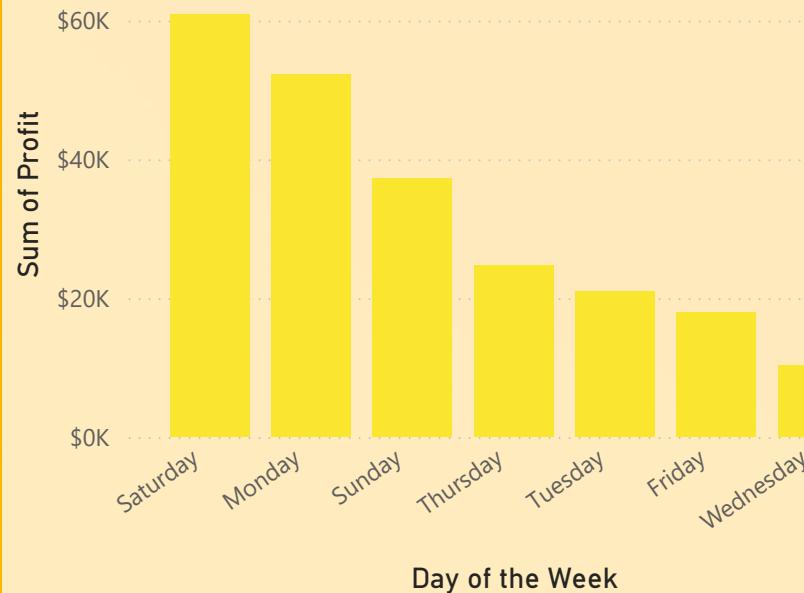
\$224.08K

Total Profit

100.00

Profit % Contribution

## Sum of Profit by Day of the Week



## Sum of Profit by Month and Product Category

Product Category

Furniture (Yellow)

Office Supplies (Orange)

Technology (Purple)

Month

May

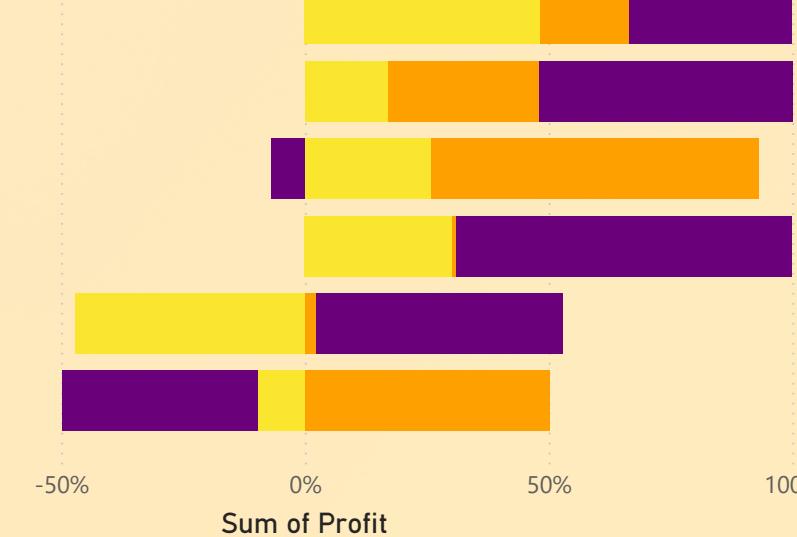
June

April

February

January

March



## Sum of Profit by Month and Region

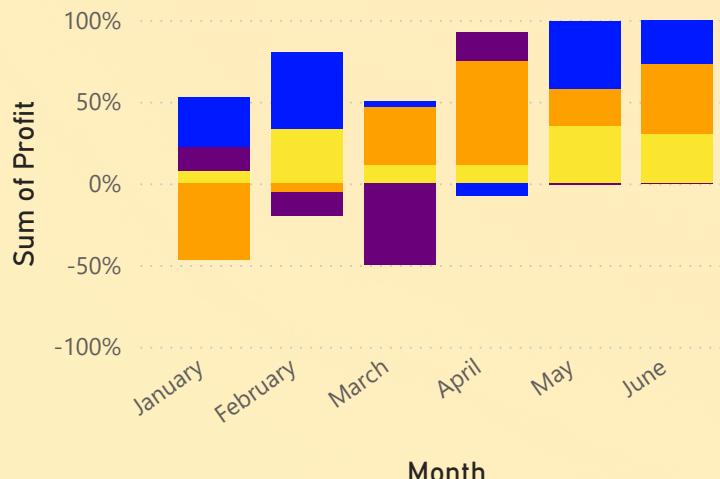
Region

Central (Yellow)

East (Orange)

South (Purple)

West (Blue)



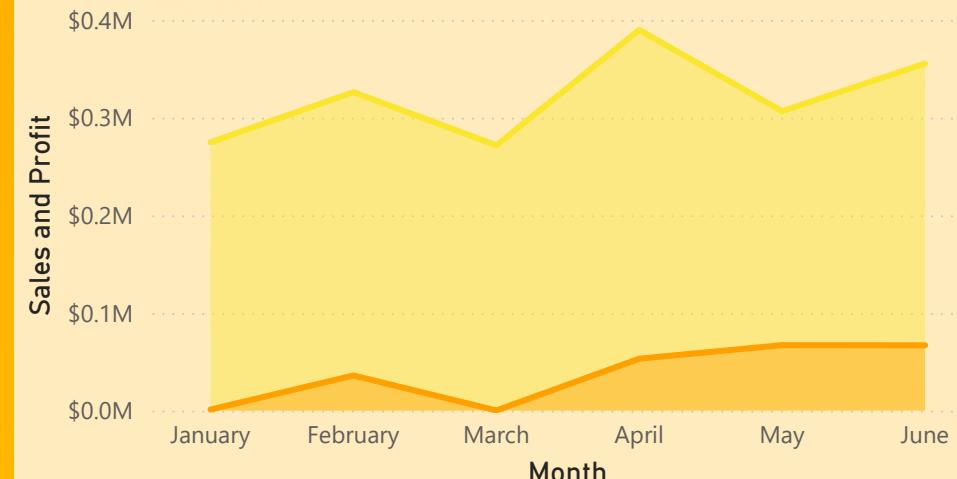
Month State or Province Sum of Profit Monthly State Profit

| Month    | State or Province | Sum of Profit | Monthly State Profit |
|----------|-------------------|---------------|----------------------|
| January  | Florida           | \$6,350.46    | \$6,350.46           |
| January  | Minnesota         | \$5,123.99    | \$5,123.99           |
| January  | Oregon            | \$8,713.53    | \$8,713.53           |
| February | California        | \$8,807.25    | \$8,807.25           |
| February | Michigan          | \$6,596.42    | \$6,596.42           |
| February | Utah              | \$7,053.35    | \$7,053.35           |
| March    | Ohio              | \$11,059.86   | \$11,059.86          |
| March    | Rhode Island      | \$4,407.44    | \$4,407.44           |
| March    | Texas             | \$4,159.25    | \$4,159.25           |
| April    | California        | \$8,870.59    | \$8,870.59           |
| April    | Georgia           | \$10,927.16   | \$10,927.16          |
| Total    |                   | \$1,57,105.32 | \$1,57,105.32        |

## Sales and Profit by Month

Sales (Yellow)

Profit (Orange)



Menu



8

\$114.79

Average Profit

\$202.40

Median Sales

\$985.83

Average Sales

Profit View

Sales by Customer Segment

Select Month

All

Select State

All

Sales by Product Category

and Sub-Category

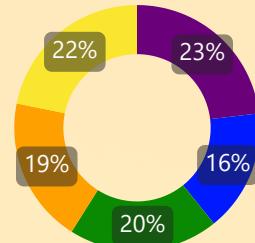
Technology

Furniture

Clear all slicers

- Corporate
- Home Office
- Consumer
- Small Busi...

Sales by Order Priority



- Critical
- High
- Low
- Medium
- Not Spec...

Monthly Sales by Region

Region ● Central ● East ● South ● West

Sum of Sales

January February March April May June

Month

Office Supplies

Co-Relation between Sales and Order Quantity

State or Province ● Alabama ● Arizona ● Arkansas ● California ● Colorado ● Connecticut ● Delaware ● Florida ● Georgia ● Hawaii ● Idaho ● Illinois ● Indiana ● Iowa ● Kansas ● Louisiana ● Maine ● Maryland ● Massachusetts ● Michigan ● Minnesota ● Mississippi ● Missouri ● Nevada ● New Hampshire ● New Jersey ● New Mexico ● New York ● North Carolina ● North Dakota ● Ohio ● Oklahoma ● Oregon ● Pennsylvania ● Rhode Island ● South Carolina ● South Dakota ● Texas ● Utah ● Vermont ● Virginia ● Washington ● West Virginia ● Wisconsin ● Wyoming



1 2 3 4 5 6