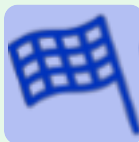




# Supply Chain & Sales Analysis Dashboard

This dashboard provides a clear and in-depth view of key performance indicators, covering areas such as Sales, Supply Chain, and Customer performance. Each page is built to help you explore data, track progress, and make better, data-driven decisions.

Link to Dashboard: [https://bit.ly/Powerbi\\_Dashboard\\_Supply](https://bit.ly/Powerbi_Dashboard_Supply).



# Business performance dashboard | Overview

Month-Year

All

Segment

All

Category

All



\$2,297,201

Revenue

\$ - | - %

Prev Month:



\$286,397

Profit

\$ - | - %

Prev Month:

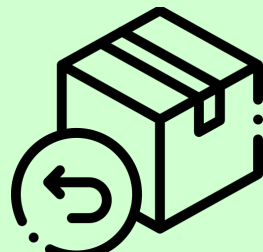


9,994

Total orders

- | - %

Prev Month:



8.00 %

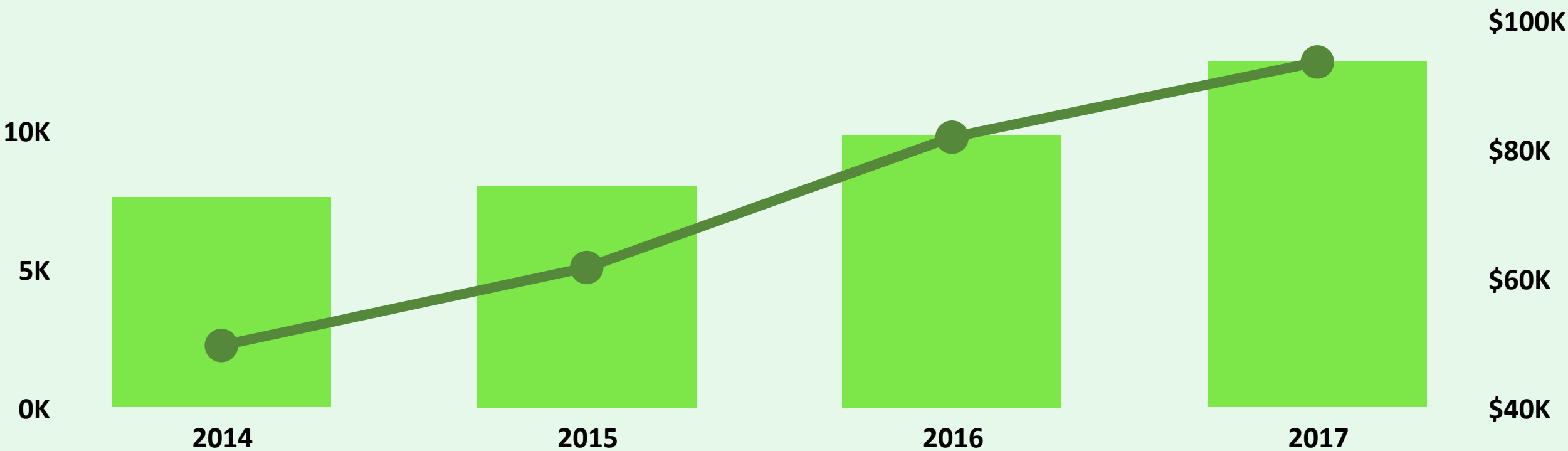
Return Rate

-

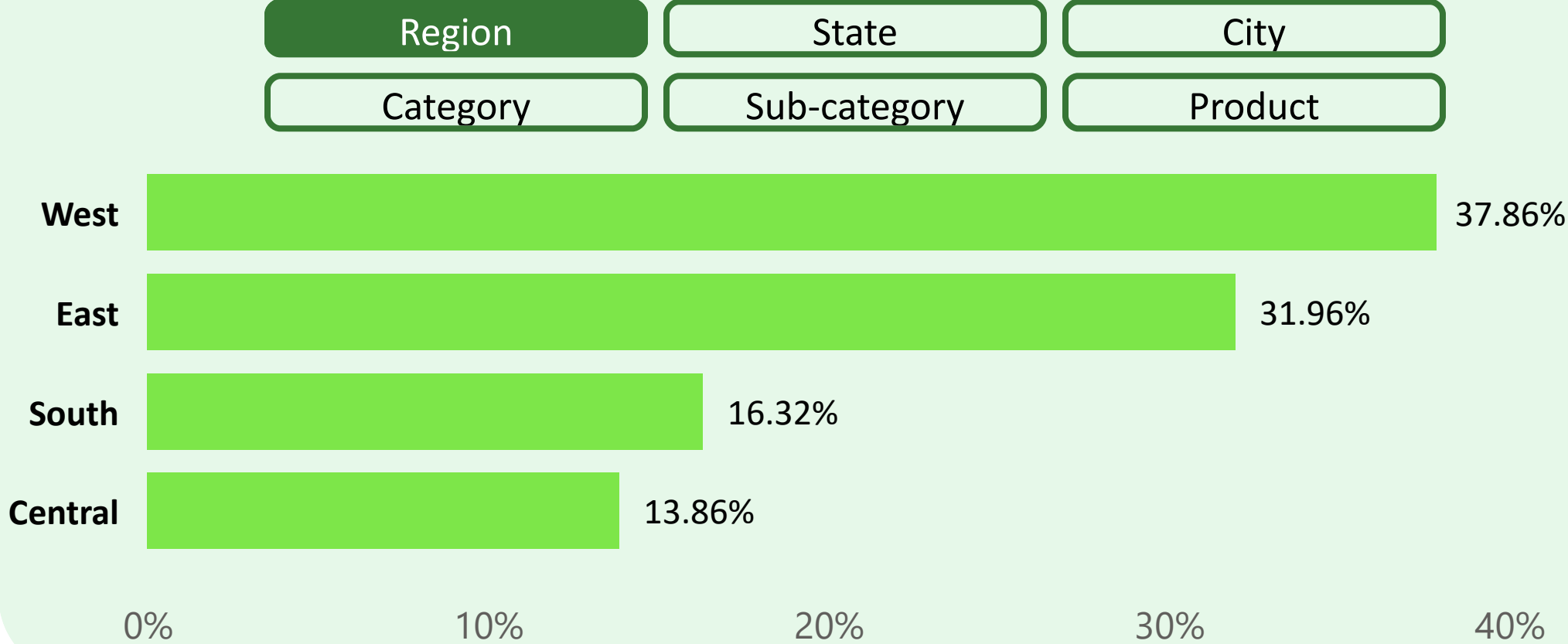
Prev Month:

### Quantity and profit trend

Items sold Profit

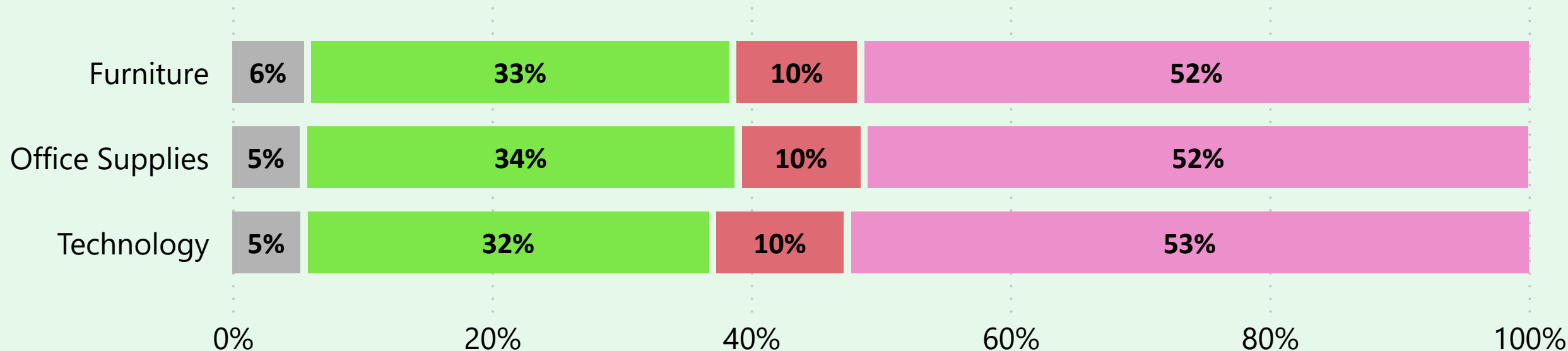


### Profits by region

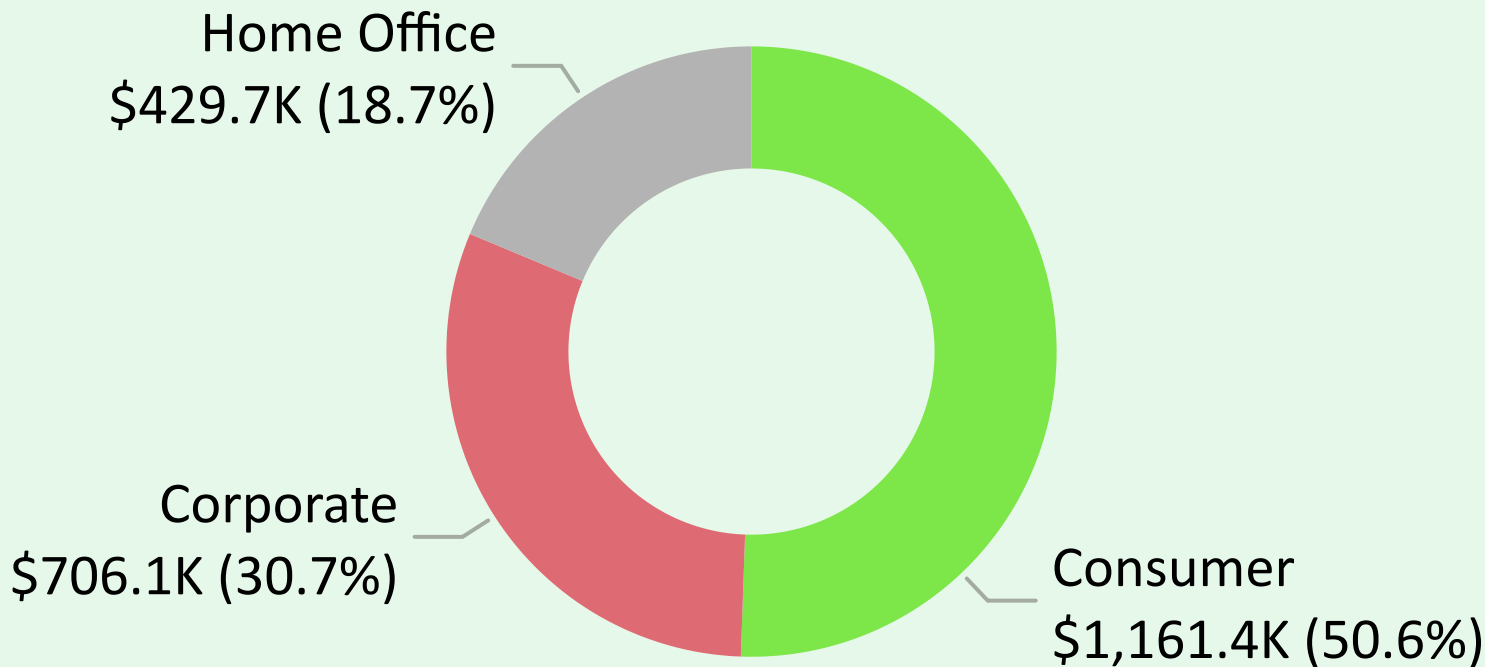


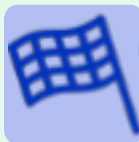
### Shipping mode preference by category

Shipping mode Same Day Standard Class First Class Second Class



### Revenue by product segments





# Business performance dashboard | Overview

Month-Year

09-2017

Segment

All

Category

All



\$74,165

Revenue

\$ -1,511 | ▼ -2.0%

Prev Month: \$75,675



\$9,221

Profit

\$ -2,546 | ▼ -21.6%

Prev Month: \$11,767

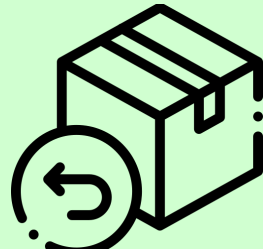


385

Total orders

+134 | ▲ +53.4%

Prev Month: 251



11.17 %

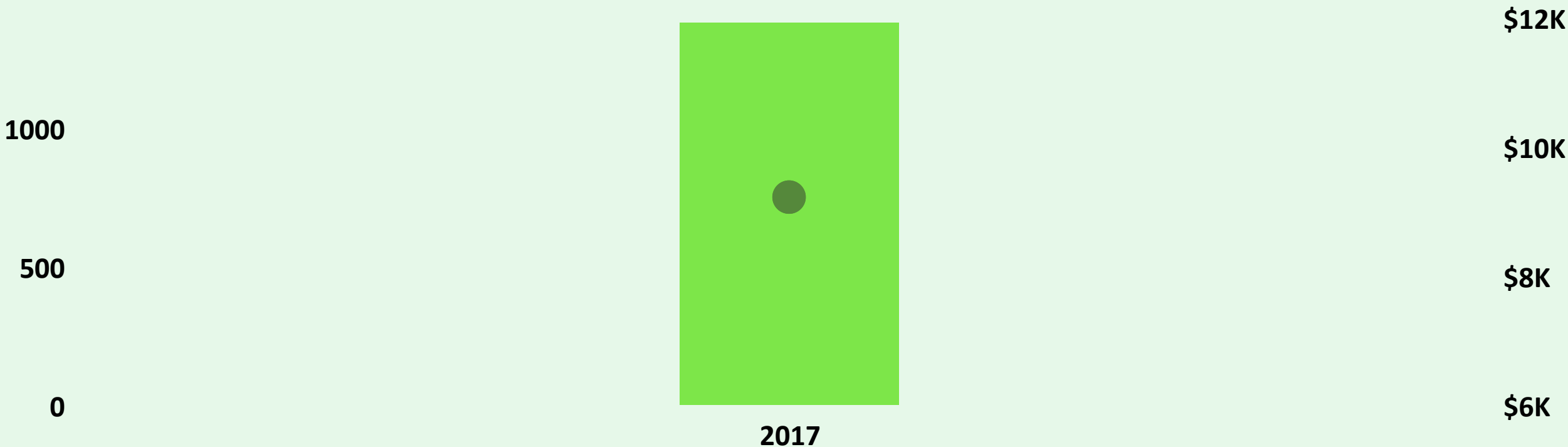
Return Rate

-1.98%

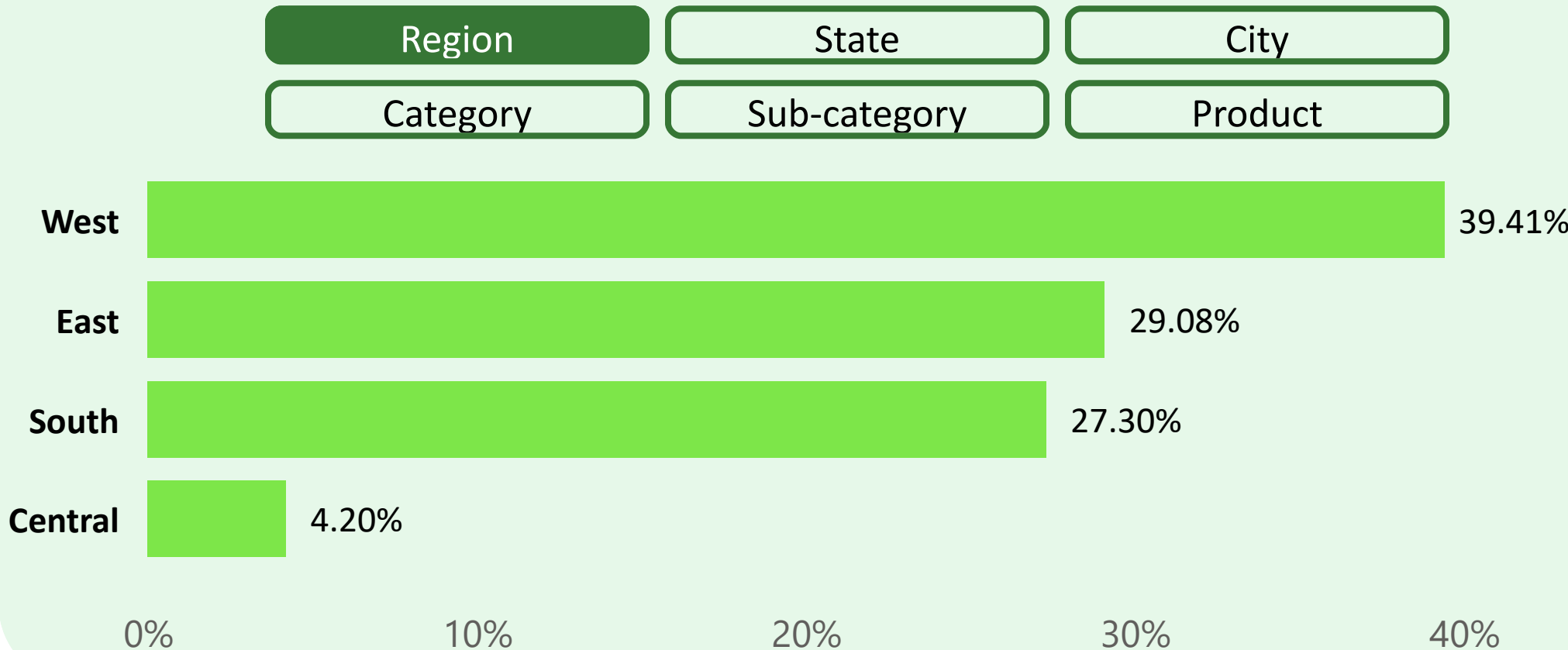
Prev Month: 13.15 %

Quantity and profit trend

Items sold Profit

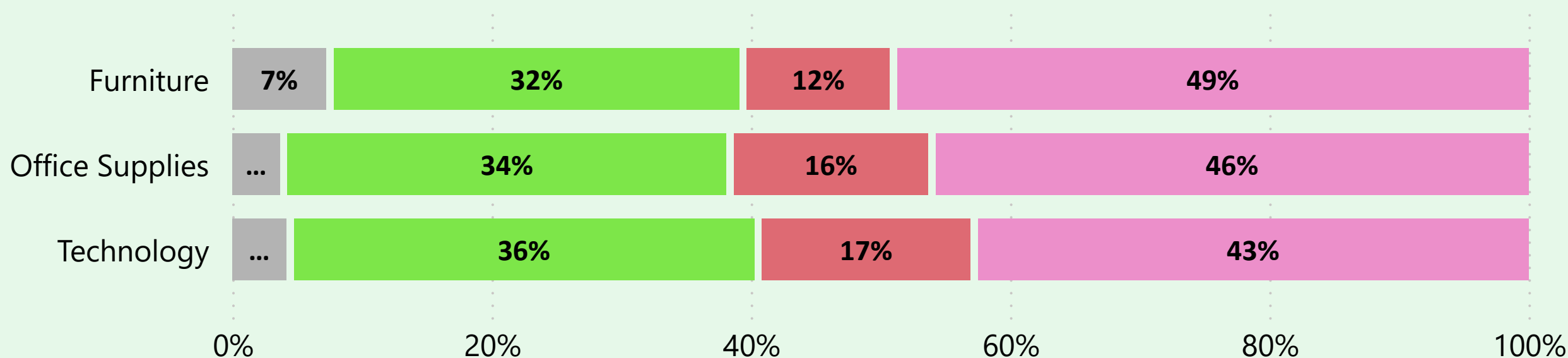


Profits by region

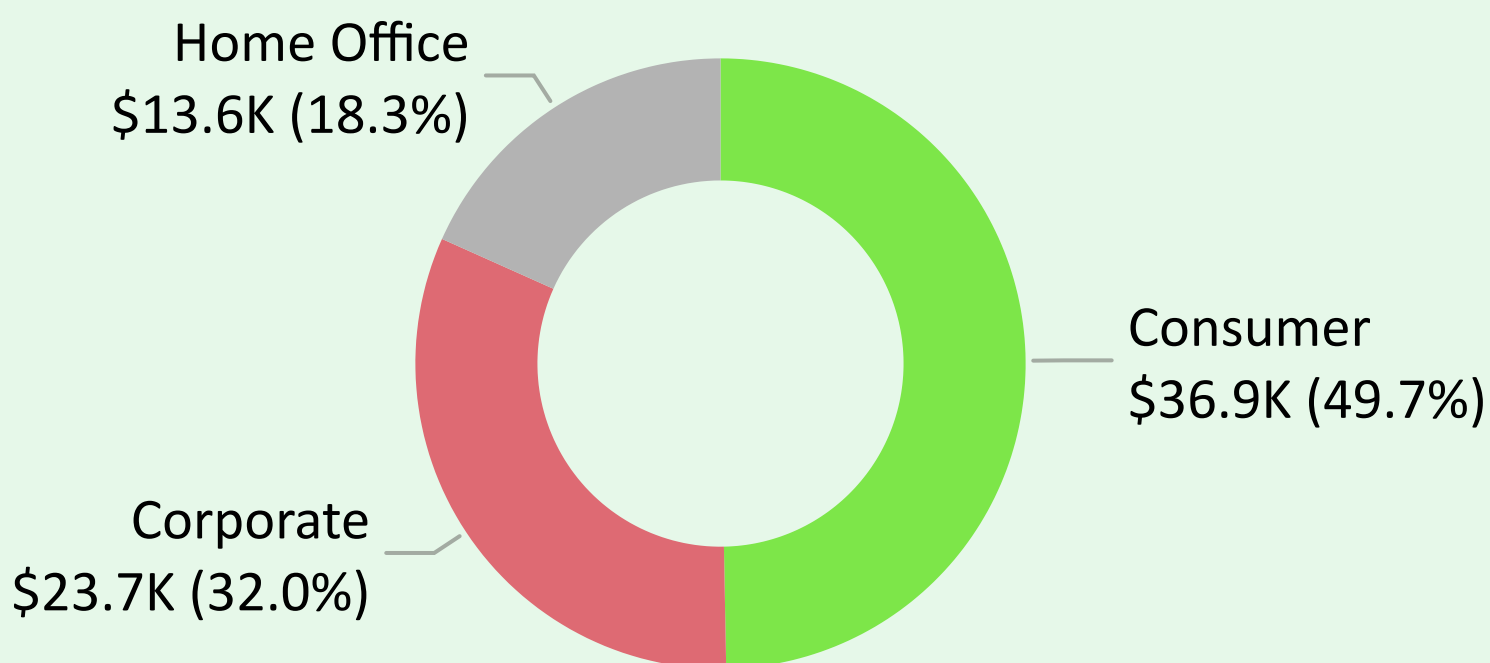


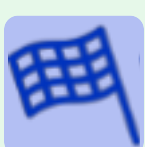
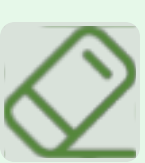
Shipping mode preference by category

Shipping mode Same Day Standard Class First Class Second Class



Revenue by product segments





# Business performance dashboard | Product Analysis

Month-Year

All

Time period

1/1/2014

12/31/2017



\$2,297,201

Revenue

\$ - | - %

Prev Month:



\$286,397

Profit

\$ - | - %

Prev Month:

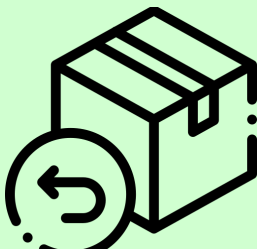


9,994

Total orders

- | - %

Prev Month:



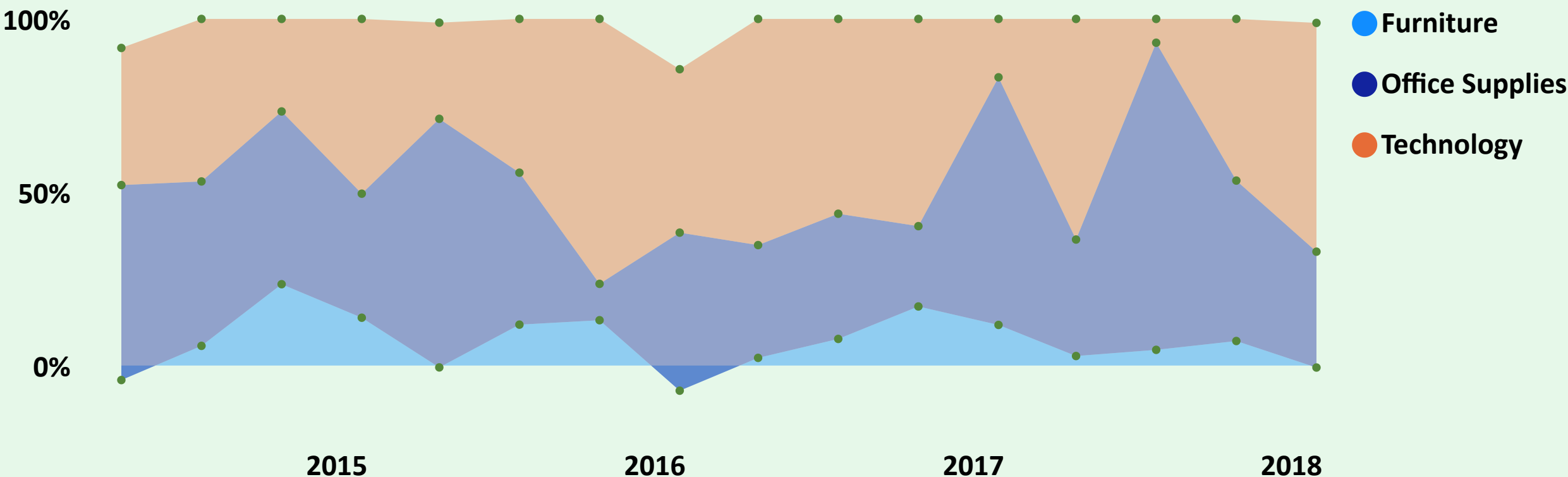
8.00 %

Return Rate

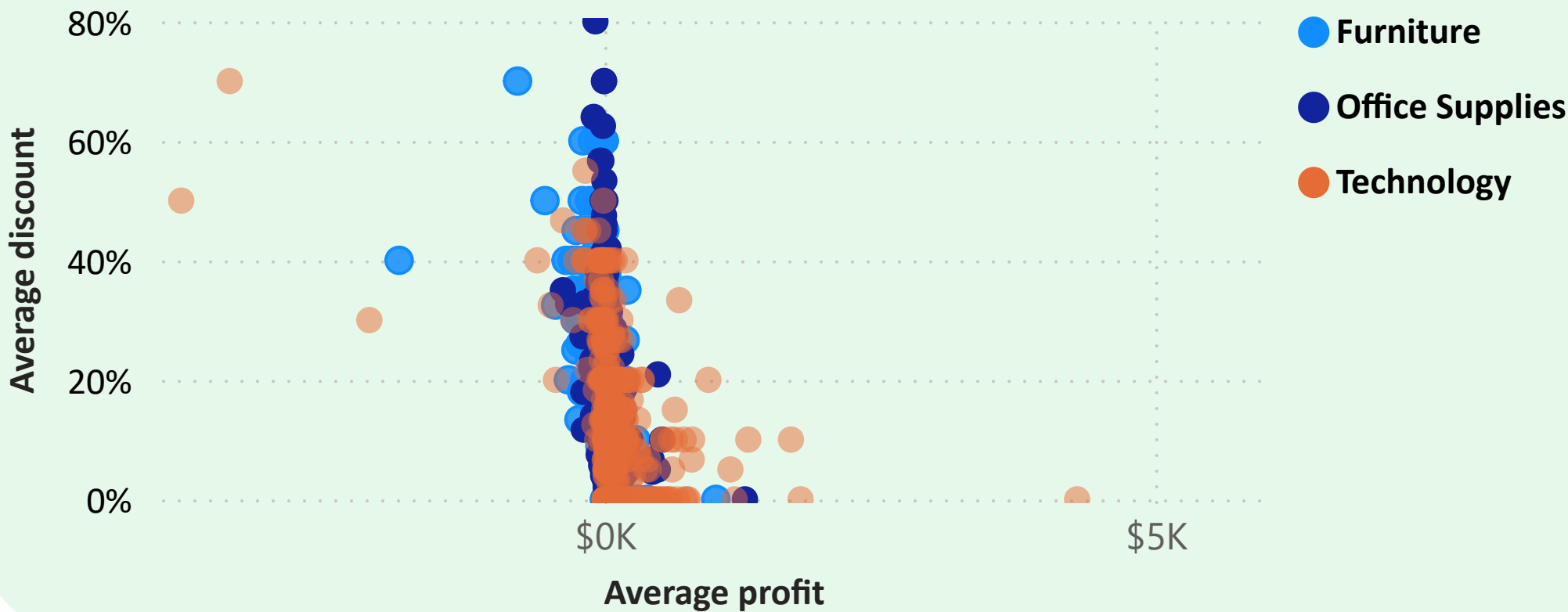
-

Prev Month:

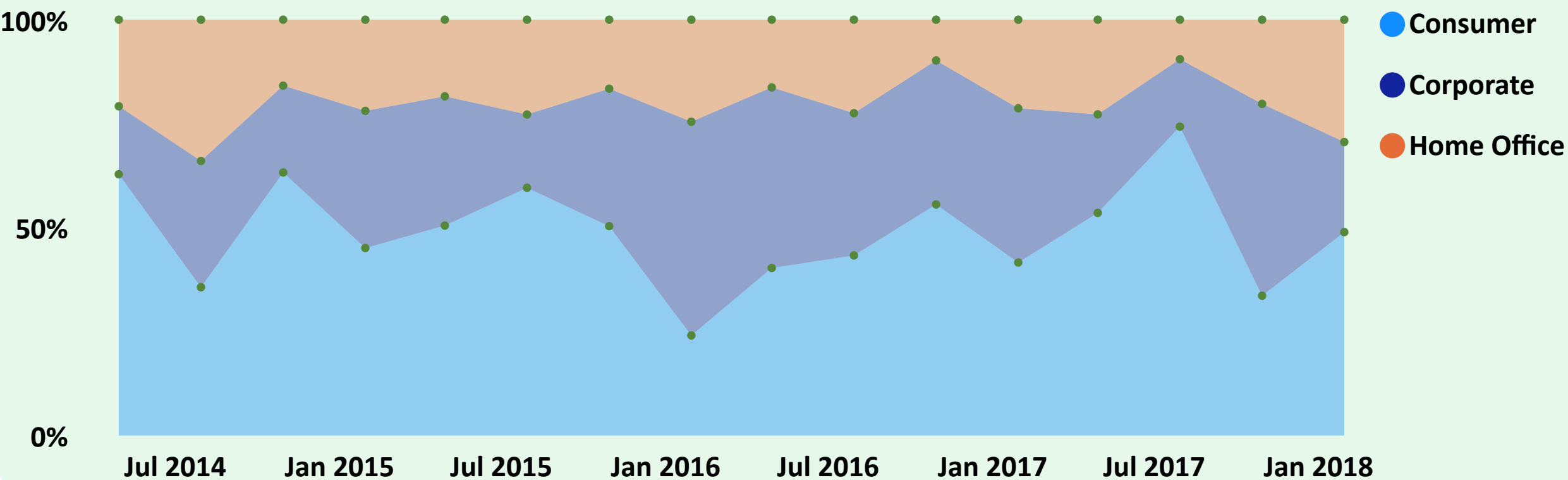
Product relative performance by category



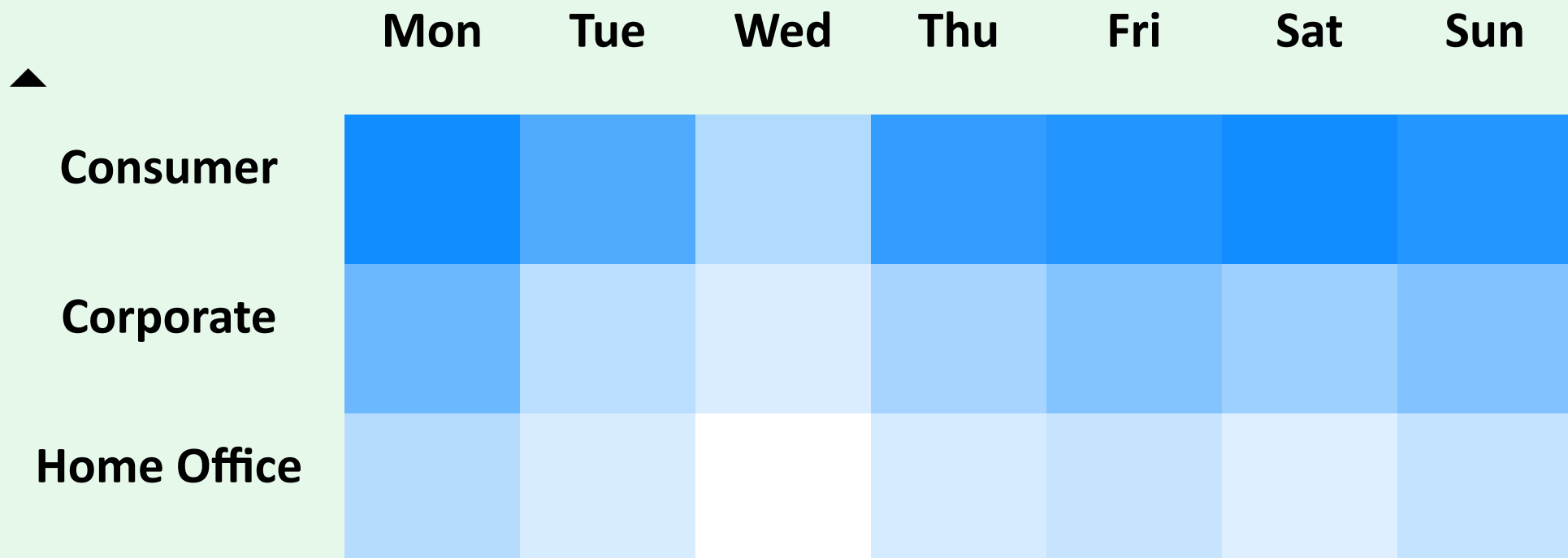
Discount and profit correlation



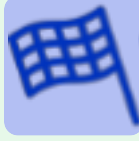
Product relative performance by segment



Order day heat matrix







# Business performance dashboard | Details

Parameter

Order date



Month-Year

All



Segment

All



Category

All



Ship mode

All

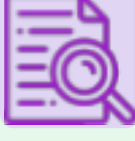


State

All



Order date	Revenue	Revenue%	Profit	Profit margin	Total orders	Return rate	Avg transaction value	No of discounts	% Discounts > 25%
Tuesday, March 18, 2014	\$28,107	1.22%	-\$955	-3.4%	11	9.09%	\$2,555	9	22.2%
Wednesday, February 10, 2016	\$18,453	0.80%	\$8,739	47.4%	7	0.00%	\$2,636	1	100.0%
Sunday, October 22, 2017	\$15,159	0.66%	\$4,540	29.9%	12	0.00%	\$1,263	6	50.0%
Thursday, March 23, 2017	\$14,816	0.64%	\$6,819	46.0%	8	37.50%	\$1,852	2	
Saturday, August 09, 2014	\$14,228	0.62%	-\$1,453	-10.2%	27	0.00%	\$527	14	35.7%
Friday, November 17, 2017	\$13,695	0.60%	\$5,895	43.0%	16	12.50%	\$856	7	28.6%
Tuesday, August 11, 2015	\$12,197	0.53%	\$4,007	32.8%	27	14.81%	\$452	8	25.0%
Saturday, December 17, 2016	\$12,185	0.53%	\$4,654	38.2%	7	0.00%	\$1,741	5	
Monday, November 17, 2014	\$11,544	0.50%	\$1,954	16.9%	13	0.00%	\$888	5	20.0%
Thursday, September 17, 2015	\$11,525	0.50%	-\$1,194	-10.4%	23	0.00%	\$501	15	40.0%
Tuesday, April 11, 2017	\$10,668	0.46%	-\$3,987	-37.4%	17	0.00%	\$628	16	37.5%
Tuesday, September 23, 2014	\$10,662	0.46%	\$4,809	45.1%	12	0.00%	\$889	5	
Monday, May 23, 2016	\$10,561	0.46%	\$1,262	12.0%	7	0.00%	\$1,509	5	60.0%
Sunday, December 25, 2016	\$10,488	0.46%	\$1,393	13.3%	19	10.53%	\$552	11	27.3%
Sunday, February 12, 2017	\$9,951	0.43%	-\$7	-0.1%	34	8.82%	\$293	21	38.1%
Thursday, August 17, 2017	\$9,517	0.41%	\$606	6.4%	17	41.18%	\$560	11	36.4%
Total	\$2,297,201	100.00%	\$286,397	12.5%	9,994	8.00%	\$230	5,196	26.8%



# Business performance dashboard | Forecast

Region

All

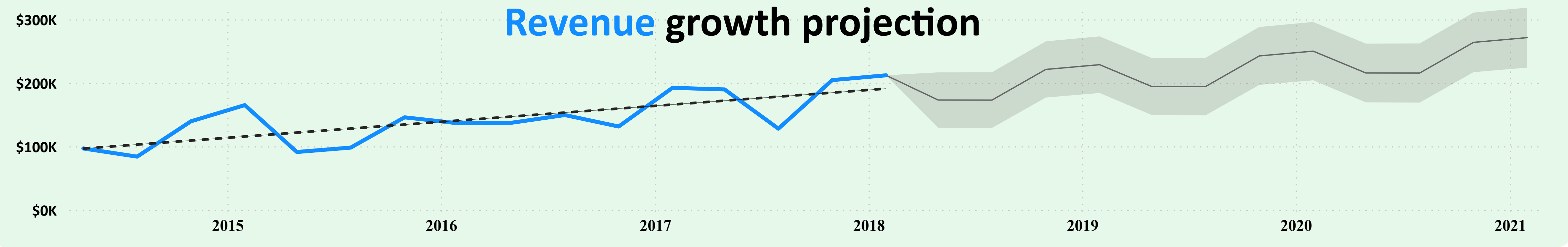
Segment

All

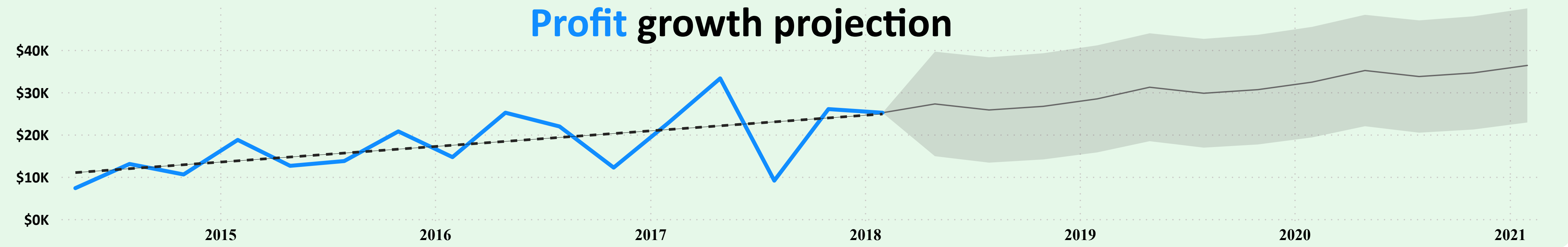
Category

All

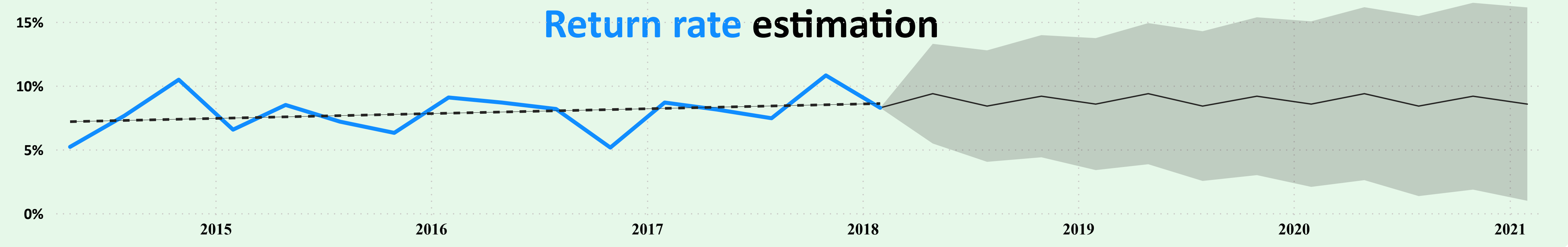
## Revenue growth projection



## Profit growth projection



## Return rate estimation



# Business performance dashboard | Summary & Recommendations

1. The business generated **\$2.3M in revenue and \$286K in profit**, with steady growth in both quantity sold and profit over time. **Consumer segments and office supplies** are key revenue drivers.
2. The **average return rate stands at 8%**, with some segments and categories exceeding 11%. This highlights the need for better return management and quality control, especially in high-return product lines.
3. Product and segment performance vary significantly by year and region. Seasonal trends and shipping preferences (especially for same-day vs. second-class) should guide **inventory and logistics planning**.
4. The forecast shows **continued revenue and profit growth**, but also suggests a rising return rate. Proactive strategies in customer support, packaging, and targeting high-margin segments will be key to maintaining healthy profitability.

