

Sample Superstore KPI



Region
All

State
All

City
All



Segment
All

Category
All

Sub-Category
All

TOTAL SALES

\$733K

▲ 20.36% YoY

TOTAL CUSTOMERS

693

▲ 8.62% YoY

SALES PER CUSTOMERS

\$1,058

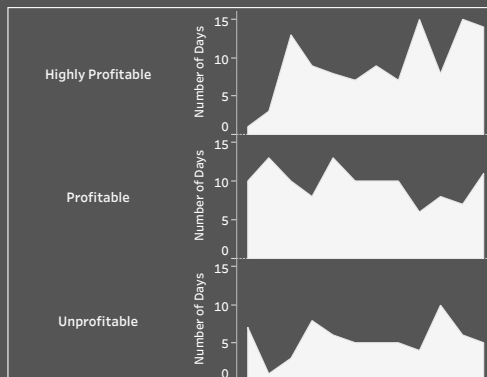
▲ 10.80% YoY

PROFIT

93,439

▲ 14.24% YoY

Daily Profit KPI



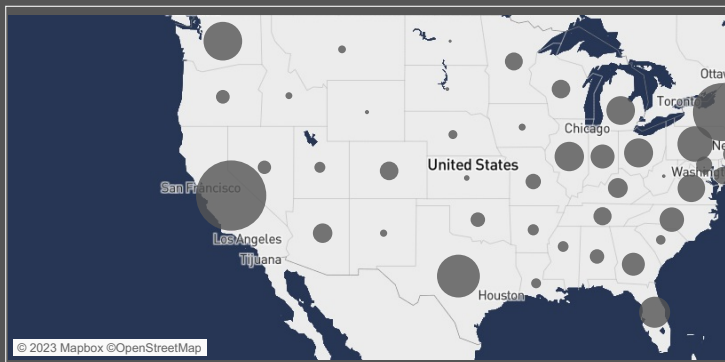
Sales MOM

	Sales	MOM
01	\$14,237	
02	\$4,520	-68.25%
03	\$55,691	1132.13%
04	\$28,295	-49.19%
05	\$23,648	-16.42%
06	\$34,595	46.29%
07	\$33,946	-1.88%
08	\$27,909	-17.78%
09	\$81,777	193.01%
10	\$31,453	-61.54%
11	\$78,629	149.98%
12	\$69,546	-11.55%
01	\$18,174	-73.87%
02	\$11,951	-34.24%
03	\$38,726	224.03%
2016 04	\$34,195	-11.70%

Profit Highlight Table

	2015	2016	2017	2018
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

Sales per States



Sales per Category

West: \$725,458 (31.58%)
East: \$678,781 (29.55%)
Central: \$501,240 (21.82%)
South: \$391,722 (17.05%)
Technology: \$836,154 (36.40%)
Furniture: \$742,000 (32.30%)
Office Supplies: \$719,047 (31.30%)
Consumer: \$1,161,401 (50.56%)
Corporate: \$706,146 (30.74%)
Home Office: \$429,653 (18.70%)