Insights from Super Store Dashboard (Power BI):

1.Sales Overview:

- **Total Sales:** $1.57M

- **Total Quantity Sold:** 22K

- **Total Profit:** $175.26K

- **Average Sales per Day:** 4 days analyzed in sample

2. Category & Sub-Category Insights

- Top Performing Categories:

  - Office Supplies: $640K

  - Technology: $470K

  - Furniture: $450K

- Top Sub-Categories:

  - Phones: $200K

  - Chairs: $180K

  - Binders: $170K

3. Shipping & Segment Analysis

- **By Shipping Mode:**

  - Standard Class: **$330K**

  - Second Class: **$110K**

  - First Class: **$80K**

  - Same Day: **$30K**

- **By Customer Segment:**

- o Consumer: **48%**
- o Corporate: **33%**
- o Home Office: **19%**

4. Payment Insights

- Online: **43%**
- Card: **35%**
- Cash on Delivery (COD): **22%**

5. Regional Insights

- **Top Performing States:**
  - o Texas: **$116K**
  - o Washington: **$93K**
  - o Virginia: **$33K**
- **Lowest Performing States:**
  - o West Virginia, South Dakota, Vermont: **< $5K**

6. Time Series & Forecasting

- Monthly breakdown of sales and profit for **2019 & 2020**
- **15-Day Forecast** using sales trends through Jan 2021
  - o Dec 2020 Peak: ~**11.8K** sales
  - o Forecasted stabilization in early Jan 2021