# SuperStore Sales Dashboard Analysis

## 1. Key Metrics

• Total Sales: ₹22,97,200.86

• Total Profit: ₹2,86,397.02

• Profit Percentage: 12.47%

• Units Sold: 37,873

## 2. Top Insights

• Top Category: Consumer

• Top Subcategory: Technology

## 3. Monthly Performance

The dashboard highlights monthly sales and quantity sold trends. There is a notable increase in sales during October and November.

## 4. Product Breakdown

The table below lists the top-performing and low-performing products based on sales revenue.

|  |  |
| --- | --- |
| Top Products | Sales (₹) |
| Phones | ₹3,30,007 |
| Chairs | ₹3,28,449 |
| Fasteners | ₹3,024 |
| Labels | ₹12,486 |

## 5. Shipping Mode Analysis

The pie chart shows the breakdown of shipping modes. Standard Class accounts for the largest portion, followed by Second Class, First Class, and Same Day deliveries.

## 6. Region and Segment Performance

Performance is segmented by regions (Central, East, South, West) and categories (Consumer, Corporate, Home Office). The consumer category has the highest overall performance.