

## Insights from the Super Store Sales Dashboard

### 1. Overall Performance

- **Total Sales:** 501K
- **Profit:** 40K
- **Quantity Sold:** 8,780 units
- **Average Delivery Time:** 4 days

### 2. Sales by Category

- Technology and Office Supplies lead with ~0.17M each.
- Furniture follows closely at ~0.16M.

### 3. Sales by Segment

- **Consumer segment** is the largest contributor (50%).
- **Corporate** accounts for 32%.
- **Home Office** contributes 18%.

### 4. Regional Sales

- 100% of the sales in this view are attributed to the **Central Region**.

### 5. Sales by Sub-Category

- **Chairs (85K)** are the top-selling sub-category.
- Followed by **Phones (72K)** and **Binders (57K)**.

### 6. Sales by Ship Mode

- Majority of sales come through **Standard Class (0.13M)**.
- **Second Class (0.04M)** and **First Class (0.02M)** follow.
- **Same Day delivery (0.01M)** has the lowest contribution.

### 7. Profit & Sales Trend Over Time

- Profit fluctuates significantly month-to-month, with noticeable peaks in **October and November**, suggesting strong seasonal demand.
- Sales show a steady upward trend across years, with clear growth patterns.

### 8. Geographic Distribution

- The sales and profit are spread across multiple U.S. states, with larger bubbles (higher sales) concentrated in a few states (e.g., Texas, California, New York)