

SuperStore Dashboard – Business Insights

1. Total Revenue Performance

- **Total Sales** across the dataset period: *e.g.*, \$2,297,000 (example)
- Sales performance is stable with slight seasonal trends.

2. Average Order Size

- The **average order value** is approximately *e.g.*, \$250–\$300
- This metric helps understand purchasing behavior per transaction.

3. Monthly Sales Trend

- Sales peak observed in **November and December**, indicating **holiday season boost**
- Lowest sales months are typically in **February and June**

4. Sales by Category

- **Technology** category brings in the highest revenue (~35–40%)
- **Furniture** and **Office Supplies** follow with medium and low shares respectively
- Suggests focusing marketing and stock efforts on high-performing categories

5. Top Customers or Segments *(optional if included)*

- High-value customers belong to the **Corporate** segment
- **Repeat orders** and **bulk purchases** drive most of the revenue

Business Recommendations

- Increase inventory and promotions during **Q4 (Oct–Dec)** to leverage seasonal sales
- Focus on **Technology products** for higher margins and conversions
- Improve marketing to low-performing months and categories

*** END ***