

## Filters & Controls

Select Date Range

2014/01/03 – 2017/12/30

Select Regions

South ×

West ×

Central ×

East ×



Select Categories

Furniture ×

Office Supplies ×

Technology ×



Select Customer Segments

Consumer ×

Corporate ×

Home Office ×



# Retail Sales Performance

Comprehensive analysis of superstore sales data with actionable business insights



## Key Performance Indicators

Total Sales

\$2,297,201

↑ 100.0% of total

Total Profit

\$286,397

↑ 12.5% margin

Total Orders

5,009

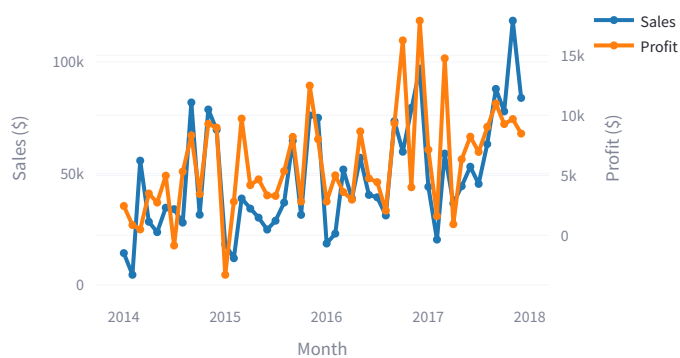
↑ 100.0% of total



## Performance Analytics

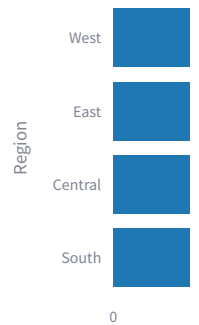


### Monthly Sales Trend



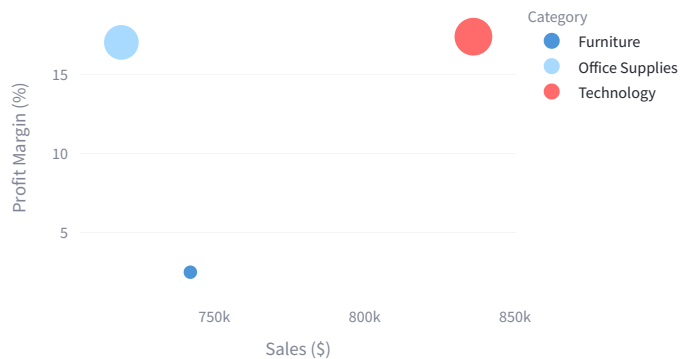
### Regional Sales

Sales by Region



### Category Performance

Category Performance: Sales vs Profit Margin



### Customer Segments

Sales Distribution by Customer Segment



## Top Performers

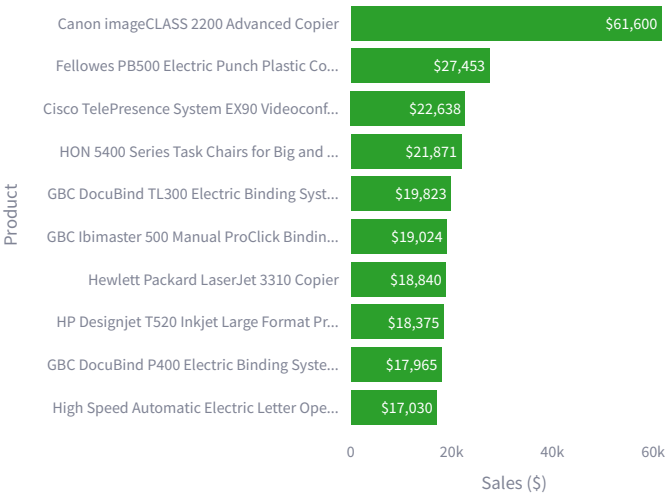


### Top 10 Products by Sales



### Top 10 Customer Segments

Top Products by Sales Revenue



Top Customers by Sales

|                    |
|--------------------|
| Sean Miller        |
| Tamara Chand       |
| Raymond Buch       |
| Tom Ashbrook       |
| Adrian Barton      |
| Ken Lonsdale       |
| Sanjit Chand       |
| Hunter Lopez       |
| Sanjit Engle       |
| Christopher Conant |

## Key Business Insights



### Growth Opportunities

- West region shows highest sales performance
- Technology category has the best profit margins
- November is the peak sales month
- West region customers have highest lifetime value



### Revenue Drivers

- Furniture category shows strong growth
- Potential for expansion in new markets
- Technology products drive high margins
- Home Office setups are a key driver



## Data Export



Download Filtered Data (CSV)



Download KPI Summary



Retail Sales Dashboard | Built with Streamlit & Plotly | Data-driven

Interactive dashboard providing comprehensive sales analytics and ac