

Superstore Dashboard



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Objective of the Dashboard

- ❖ Understand key performance indicators (KPIs) for the Central region
- ❖ Analyze customer, product, and shipping trends
- ❖ Compare year-over-year sales
- ❖ Drive strategic business decisions based on insights

1. Total Sales – 2.26M

▶ **Description:**

Represents the **overall revenue** generated in the Central region.

▶ **Significance:**

- ❖ Shows performance in monetary terms.
- ❖ Acts as a benchmark to compare with other regions or previous periods.

▶ **Business Impact:**

- ❖ Helps track growth targets.
- ❖ Alerts if sales are falling short and prompts further investigation.

2. Total Customers – 793

▶ **Description:**

The number of **unique customers** served.

▶ **Significance:**

- ❖ Reflects customer base size.
- ❖ Useful for measuring **market penetration** and **customer retention**.

▶ **Business Impact:**

- ❖ If customer count is growing, it indicates good market reach.
- ❖ Helps in evaluating success of marketing or referral campaigns.

3. Total Subcategory – 17

▶ **Description:**

Number of **product subcategories** being sold.

▶ **Significance:**

- ❖ Indicates product diversity.
- ❖ Helps understand product portfolio performance.

▶ **Business Impact:**

- ❖ More subcategories may attract wider customer segments.
- ❖ Identifying low-performing subcategories can optimize inventory.

4. Total Category – 3

▶ **Description:**

Number of **main product categories**: Technology, Furniture, Office Supplies.

▶ **Significance:**

- ❖ Core business areas.
- ❖ Provides high-level view of product line performance.

▶ **Business Impact:**

- ❖ Resource allocation (e.g., marketing budget, stock) can be adjusted based on performance.

5. Total Sales by Segment

► Breakdown:

- ❖ Consumer: **1.15M**
- ❖ Corporate: **0.69M**
- ❖ Home Office: **0.42M**

► Significance:

- ❖ Helps understand which **customer segments** are driving sales.

► Business Impact:

- ❖ Helps target marketing efforts more effectively.
- ❖ Invest more in segments with higher revenue or improve offerings for underperforming ones.

6. Total Sales by Weekend/Weekday

- ▶ Weekday: **1.5M (64.7%)**
- ▶ Weekend: **0.8M (35.3%)**
- ▶ **Significance:**
 - ❖ Shows customer purchasing behavior based on day of week.
- ▶ **Business Impact:**
 - ❖ Plan marketing campaigns or discounts for weekends to boost sales.
 - ❖ Schedule staffing and operations around high-sales days.

7. Top 5 Products

► **Significance:**

- ❖ Reveals which products generate the most revenue.

► **Business Impact:**

- ❖ Focus inventory and promotions on top products.
- ❖ Investigate reasons for high sales and replicate for other products.

8. Total Sales by Category and Ship Mode

► **Significance:**

- ❖ Identifies preferences in **shipping methods** by category.

► **Business Impact:**

- ❖ Optimize logistics and delivery planning.
- ❖ Offer preferred shipping options for better customer satisfaction.

9. Last Year vs Current Year Sales

- ▶ **Significance:**

- ❖ Tracks **year-over-year** growth.

- ▶ **Business Impact:**

- ❖ Provides insight into growth trends and effectiveness of business strategies.
- ❖ Helps set realistic future targets and forecasts.

10. Total Sales by State (Map View)

- ▶ **Significance:**
 - ❖ Visual representation of **regional performance**.
- ▶ **Business Impact:**
 - ❖ Identify high-performing and underperforming regions.
 - ❖ Guide regional marketing or expansion strategies.



Superstore Dashboard

2015

2016

2017

2018

Central

East

South

West

2.26M

Total Sales

793

Total Customer

17

Total Subcategory

3

Total Category

Total Sales by Segment

Consumer

1.15M

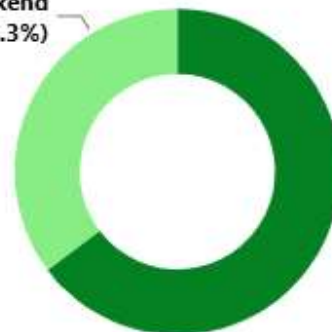
Corporate

0.69M

Home Office

0.42M

Total Sales by weekend/weekday

weekend
0.8M (35.3%)

weekday 1.5M (64.7%)

Top 5 Products

Phones

327.78K

Chairs

322.82K

Storage

219.34K

Binders

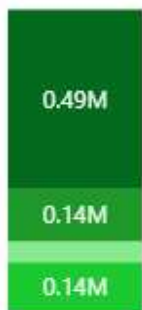
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Tables

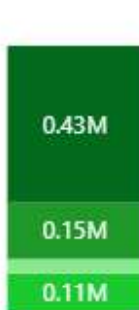
202.81K

Total Sales by Category and Ship_Mode

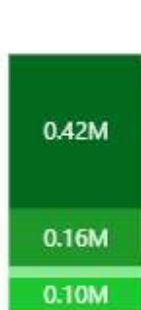
● First Class ● Same Day ● Second Cl... ● Standar...



Technology

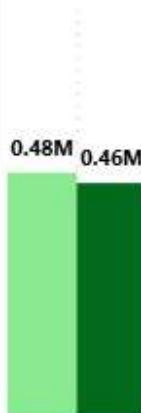


Furniture

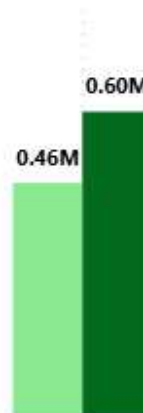
Office
Supplies

Last year vs Current year sales

● Last year ● Current year



2016



2017



2018

Total Sales by State





Thank You