DISTINCT PRODUCTS PURCHASED

1.849K

No.of UNIQUE ORDERS

ORDERS

4.922K

TOTAL REVENUE GENERATED

SALES

2.26M

SUB-CATEGORY

- ☐ Accessories
- ☐ Appliances
- ☐ Art
- ☐ Binders
- ☐ Bookcases
- ☐ Chairs

REGION

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

GEOGRAPHIC DISTRIBUTION

NORTH AMERICA · EUROPE · ASIA · Atlantic Ocean · AFRICA · SOUTH AMERICA · Indian Ocean · AUSTRALIA

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SALES BREAKDOWN BY CATEGORY

CATEGORY: Technology, Furniture, Office Supplies

0.0M · 0.5M · 1.0M

Sum of SALES

SALES OVER TIME

Sum of SALES 0.00K — 23.66K

Sum of SALES: 20K, 0K

ORDER_ID

📊 Sales Dashboard Summary

This dashboard provides a comprehensive overview of the Superstore's sales performance across various dimensions.

📋 **Key Performance Indicators (KPIs):**

- A total of **1,849 unique products** have been purchased.
- There are **4,922 distinct orders** placed by customers.
- The **total revenue generated** amounts to approximately **$2.26 million**, indicating strong overall performance.

🟢 **Geographic Performance:**

- Sales are **heavily concentrated in North America**, particularly in **states like California (CA)** and **New York (NY)**, as shown in the **Geographic Distribution** map.
- These regions represent the **strongest markets**, with deeper color intensity reflecting **higher sales volumes**.

🗂️ **Category-wise Sales:**

- **Technology** leads the sales with nearly **$1M**, followed closely by **Furniture**, and then **Office Supplies**.
- This suggests a strong market demand for tech-related products compared to other categories.

☑️ **Sales Trend Over Time:**

- The bar chart titled **"Sales Over Time"** shows a clear **distribution of sales by order**, with some large spikes indicating **high-value orders**.
- The sales appear to be **heavily skewed**, with a few orders contributing a significant share of revenue.

↕ **Interactivity:**

- The dashboard includes dynamic **slicers** for:
- **Sub-Category**: Allowing drill-down into specific product types like Chairs, Binders, Appliances, etc.
- **Region**: Enabling regional-level analysis across Central, East, South, and West.

🔴 **Insights:**

- **Technology products** are the top contributors to revenue.
- **Sales are highly concentrated** in specific regions, with certain states (like CA) significantly outperforming others.
- The **majority of sales** are driven by **a few high-value orders**, indicating a **non-uniform distribution** that may warrant closer inspection for strategy refinement.