

The dashboard shows the in-detail information about the Super Store Sales Data.

Step by Step Analysis



Key Performance Indicators (KPI's)

This shows the overall performance in terms of three important metrics:

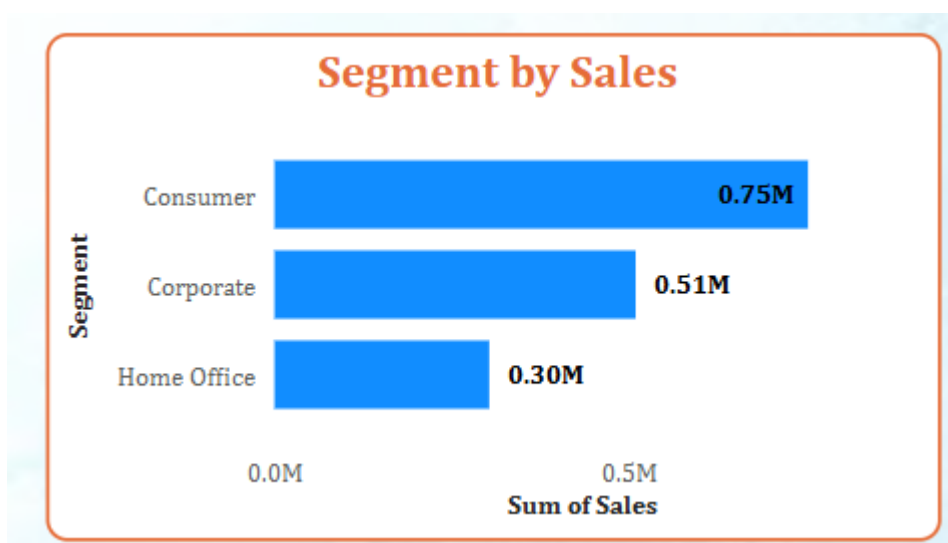
- Total Sales: 1.57M**
 This means your business made \$1.57 million in sales.
- Total Quantity: 22K**
 This represents the total number of items sold, which is 22,000 units.
- Total Profit: 175.26K**
 The total profit earned is \$175,260 after costs are subtracted from sales.

The image shows two filter panels. The 'Region' panel has four buttons: 'Central', 'South', 'East', and 'West'. The 'Sub-Category' panel has a list of categories with checkboxes: 'Accessories', 'Appliances', 'Art', 'Binders', and a partially visible 'Books'.

Filters

These filters help you focus on specific parts of the data:

- **Region:** You can choose between Central, South, East, or West to see data for a specific region.
- **Sub-Category:** This lets you filter based on product types like Accessories, Appliances, Art, etc.

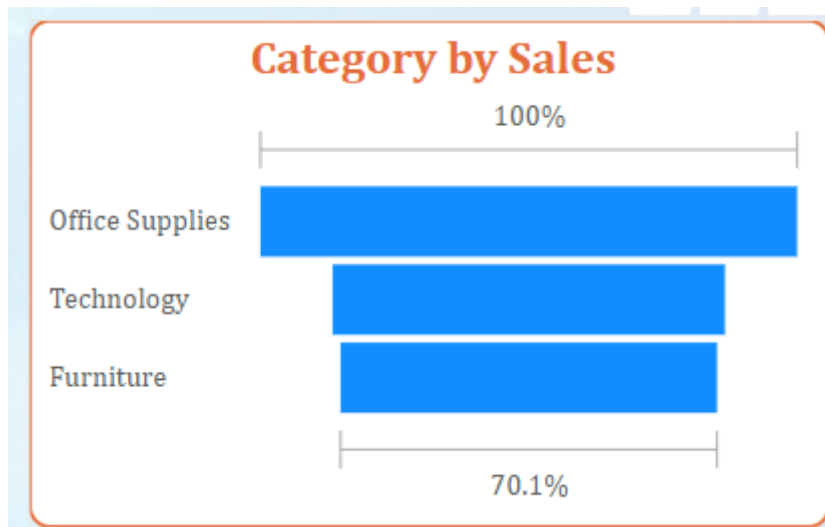


Segment by Sales (Bar Chart)

This bar chart breaks down sales by customer type:

- **Consumer: 0.75M**
Regular customers contributed the most, with \$750,000 in sales.
- **Corporate: 0.51M**
Corporate clients contributed \$510,000.
- **Home Office: 0.30M**
Home-based businesses contributed \$300,000.

This helps understand which customer segment is most valuable.



Category by Sales (Funnel Chart)

This shows the sales performance by product category:

- **Office Supplies:** Highest sales (used as the 100% reference).
- **Technology:** Slightly lower than Office Supplies.
- **Furniture:** Around 70.1% of Office Supplies' sales.

This comparison helps identify the most popular product types.



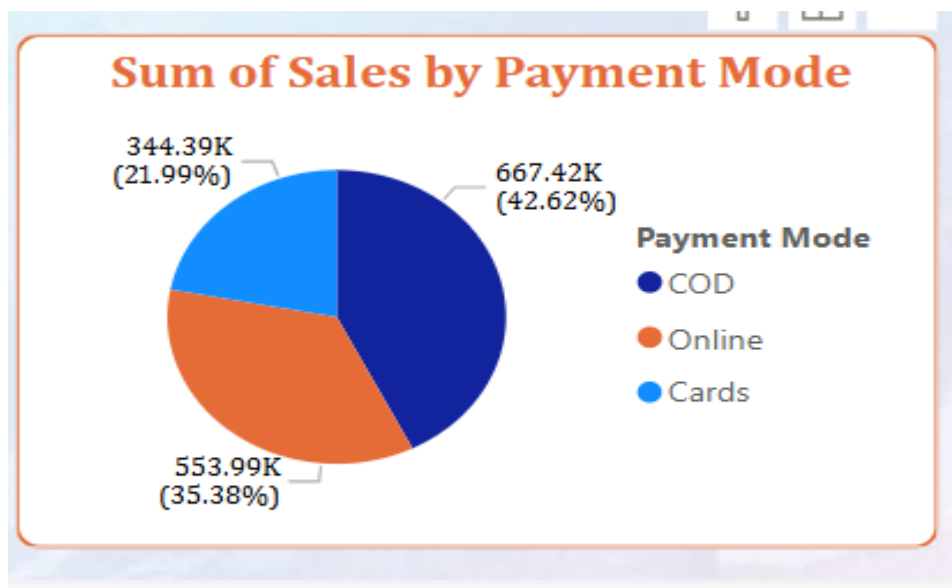
Top 5 Customers by Sales (Column Chart)

These are your top individual customers:

- **Caroline Jumper:** \$11.6K

- **Karen Ferguson:** \$10.9K
- **Seth Vernon:** \$10.8K
- **Helen Wasser...:** \$10.1K
- **Edward Hooks:** \$9.5K

This chart highlights your biggest spenders, who are key for customer relationship management.

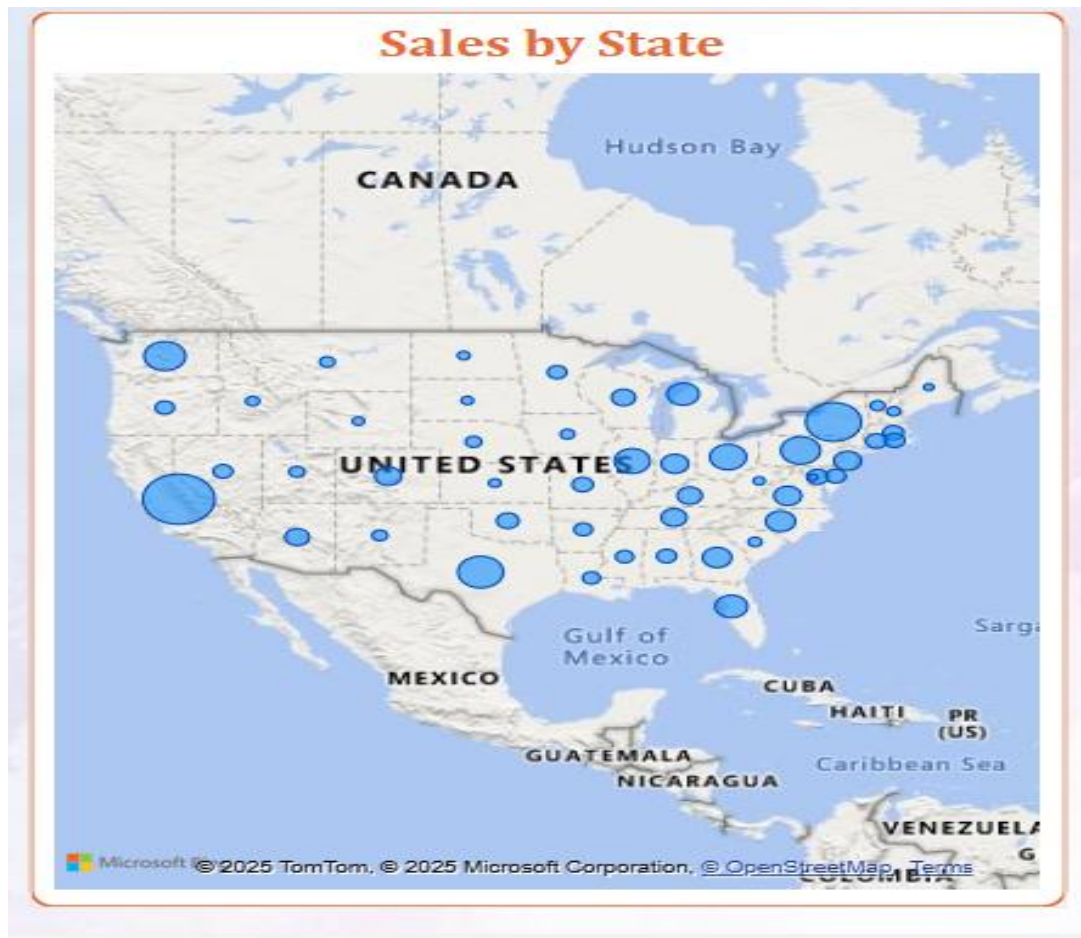


Sales by Payment Mode (Pie Chart)

This pie chart breaks down sales by how customers paid:

- **COD (Cash on Delivery): 667.42K (42.62%)**
The most popular method.
- **Online: 553.99K (35.38%)**
- **Cards: 344.39K (21.99%)**

Understanding this helps in planning marketing strategies or improving payment options.



Sales by State (Map)

This map shows sales volume across different U.S. states using blue circles. Larger circles mean higher sales in that state.

This visualization helps identify high-performing and low-performing geographical areas.

Summary of the Dashboard

The dashboard has shown signs of strong business performance with total recorded sales of \$1.57 million and a profit of \$175.26K selling a total of 22,000 units. This translates to healthy demand and excellent cost management. In customer segmentation, Consumers contribute the bulk of sales followed by Corporate and Home Office. Therefore, consumers are likely the main revenue drivers and susceptible to targeted marketing or loyalty programs. Even the top 5 customers alone make up a considerable amount of revenue, indicating an opportunity to grow and sustain these high-value relationships.

From the product point of view, Office Supplies is the highest-selling category followed by Technology and then Furniture. While currently leading, a good performance from Technology and Furniture indicates growth potential, especially when combined with the right promotions or bundling. This indicates an almost balanced portfolio with opportunities to neatly optimize by sector for maximized returns.

In operational trends, COD is still the most popular payment method; however, a good number of customers utilize online payment and card payments. Thus, an opportunity exists to drive higher digital transactions for plugging cash flow and efficiency. From a geographical analysis, states such as California and Texas and the East Coast dominate in selling, while the central states are showing weakness, hinting at regional marketing strategies or logistical enlargements. In all, the business is in a good position with well-defined opportunities for further scaling through smarter customer targeting, category focus, and regional expansion.