



# Superstore Executive Dashboard

- Year
- ☐ 2014
  - ☐ 2015
  - ☐ 2016
  - ☐ 2017
  - ☐ 2018

- Category
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ Technology

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

37.87K

Quantity

0.40%

YoY Growth

15.62%

Discount

0.07%

YoY Growth

\$2.30M

Sales

0.23%

YoY Growth

\$286.40K

Profit

0.33%

YoY Growth

## Consumer

\$1,161,401

Total Sales

\$134,119

Total Profit

## Corporate

\$706,146

Total Sales

\$91,979

Total Profit

## Home Office

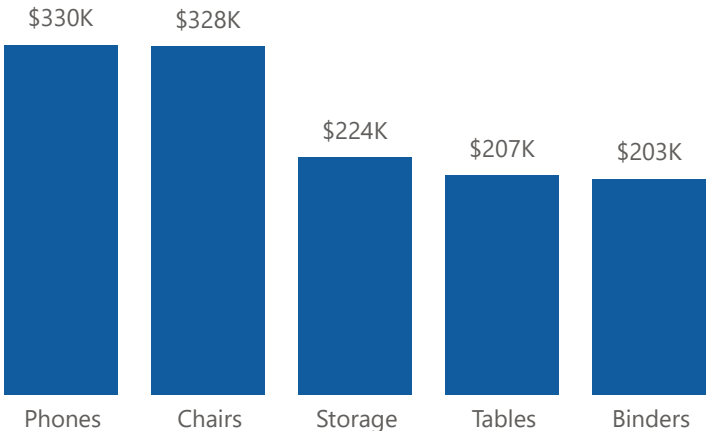
\$429,653

Total Sales

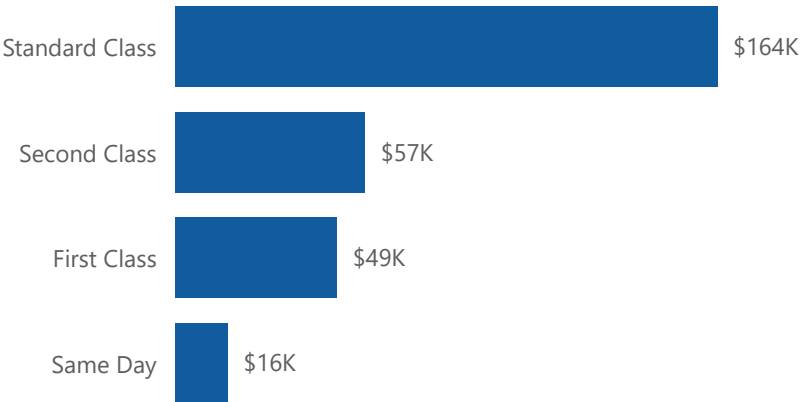
\$60,299

Total Profit

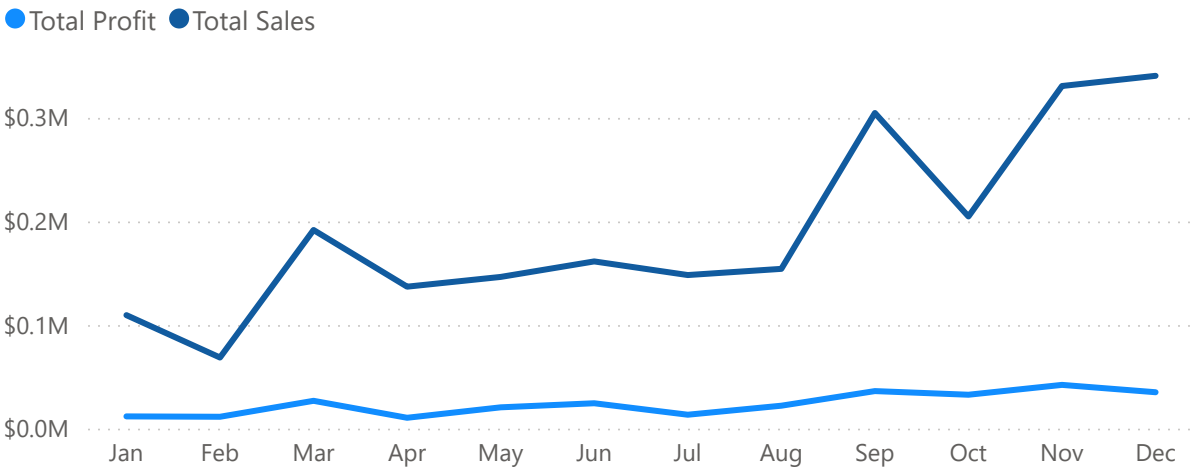
What top 5 products sub-categories drive the highest sales, and how do they compare in terms of contribution to overall revenue?



How does profitability vary across different shipping modes, and which mode is the most cost-effective?



What are the monthly trends in sales and profit, and which months demonstrate peak performance or potential areas for improvement?



What is the impact of discounts on profitability across different product sub-categories, and which sub-categories strike the best balance?

