

Super-Store

Sales Dashboard and Forecasting

Project Overview

To develop a comprehensive dashboard, to visualize the sales of the super store, that provides the real time information about the sales in store, in various categories, sub-categories and many more. The dashboard shows the key insights using various key performance metrices and trends, enabling the owner to take need-full step for the upliftment of the business and sales



Project Insights:

- The total revenue generated from year 2019 and 2020 is \$2m, the total profit generated is \$175k, and the total quantity sold is 22k.
- The average days taken to ship the order is 4 days.
- The maximum revenue is generated from Office supplies which is around 0.64m , where phone sub category solely generated revenue of 0.2m.
- 43% of the customer prefer COD, 35% Online and 22% Credit card as payment mode.
- 48% of the customer are direct consumers.
- Sales and profit generated in the beginning of the year is less, but gradually increases as the months passes by and maximum profit and revenue is seen in months between September to November.
- Maximum revenue and sales if generated from California, Texas and New-York.
- The sales forecasted for upcoming 15 days is around \$5304.

