



Super Store Sales Report

Interactive

Dashboard Summary



YOUR COMPANY NAME - SALES DASHBOARD

Objective

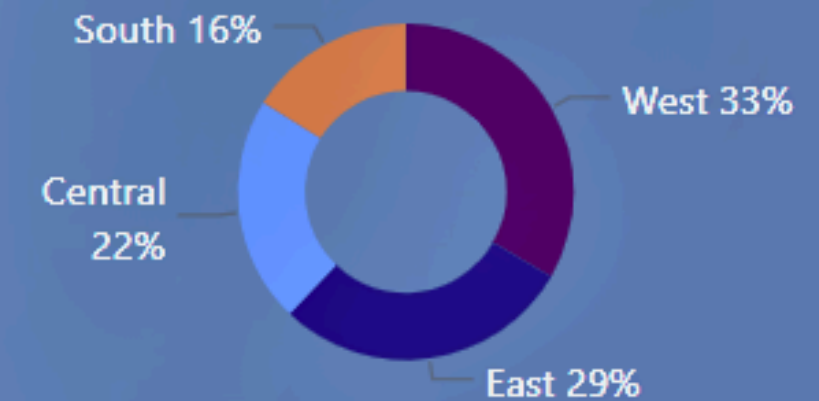


Design an interactive sales dashboard to empower business stakeholders with key insights across regions, segments, and time periods.

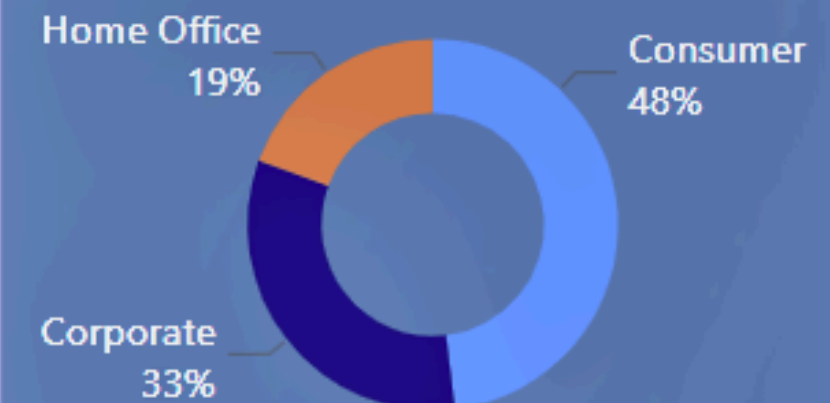
Focus Areas:

- Sales growth patterns
- Regional and product performance
- Time-series analysis for trend discovery

Sum of Sales by Region



Sum of Sales by Segment



Key Metrics Tracked

Sales

1.57M

Quantity

22K

Profit

175.26K

Avg. Profit

23K

15-20% growth rate

"Sales grew approximately 15-20% year-over-year from 2019 to 2020, with notable acceleration in the second half of 2020."

20%

"Product returns showed a downward trend, contributing to improved overall profit margins and stability in monthly sales performance."

2 regions

"West and East regions are the key markets driving sales success, together accounting for over 60% of total revenue."

Super Store Sales Dashboard

Region

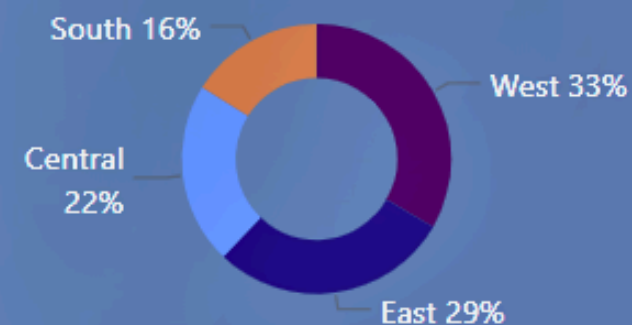
Central

East

South

West

Sum of Sales by Region



Sales

1.57M

Quantity

22K

Profit

175.26K

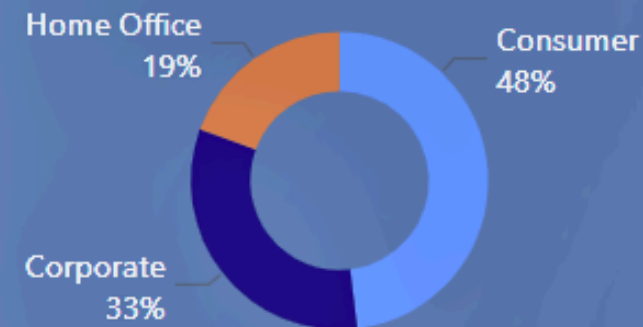
Avg. Profit

23K

Sum of Sales and Sum of Profit by State

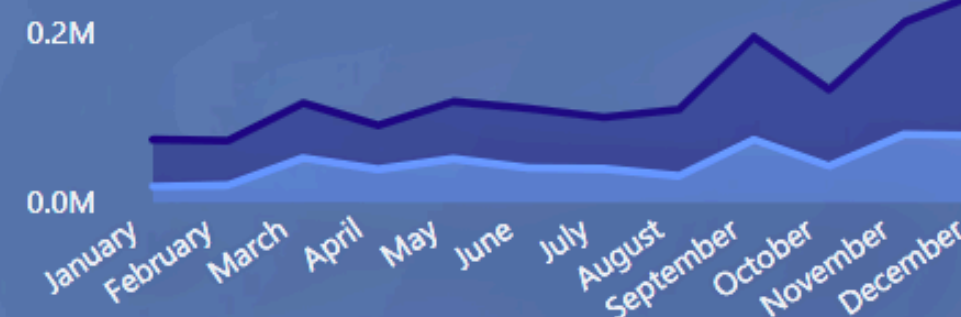


Sum of Sales by Segment

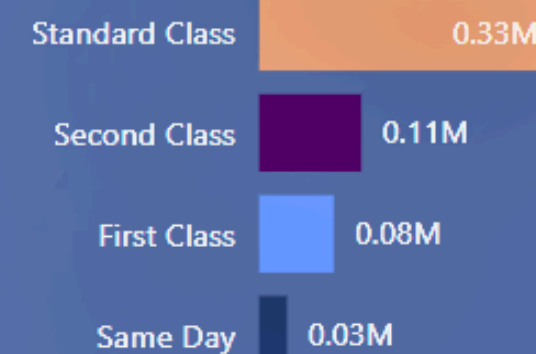


Monthly Sales by YoY

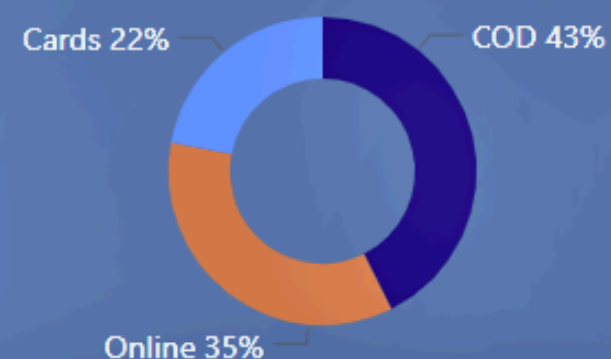
Year ● 2019 ● 2020



Sales by Ship Mode



Sum of Sales by Payment Mode

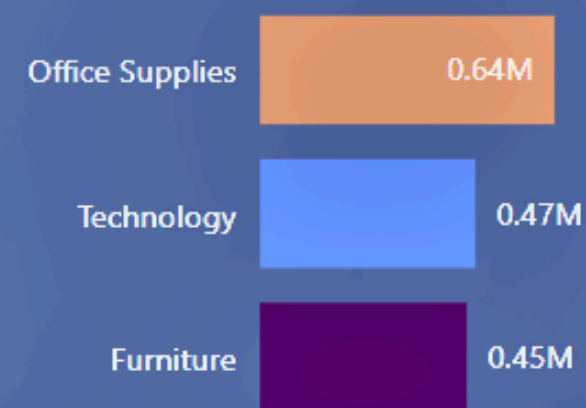


Monthly Profit by YoY

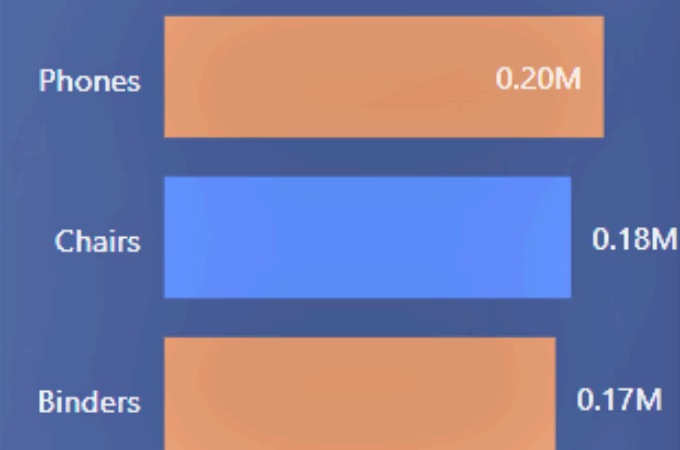
Year ● 2019 ● 2020

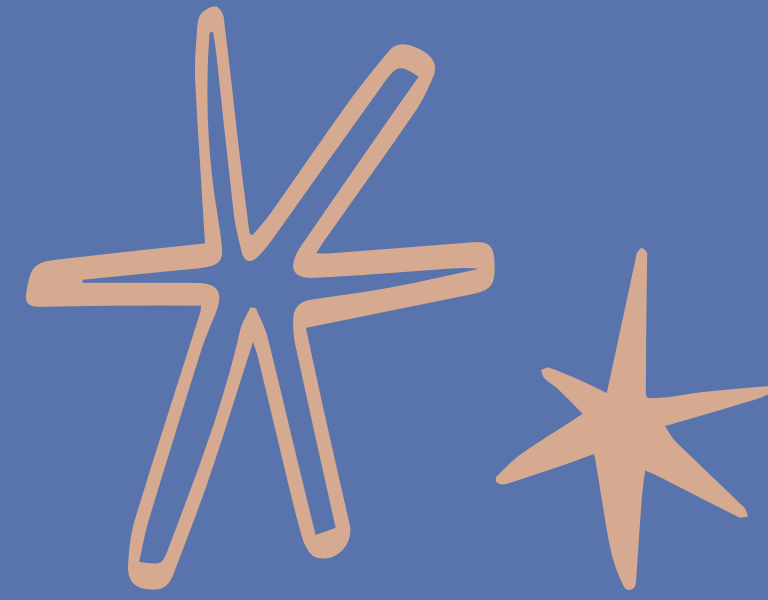


Sales by Category



Sales by Sub-Category





SALES PERFORMANCE OVERVIEW

Regional Sales *Performance Insights*

This section presents a detailed analysis of growth patterns and regional sales trends.

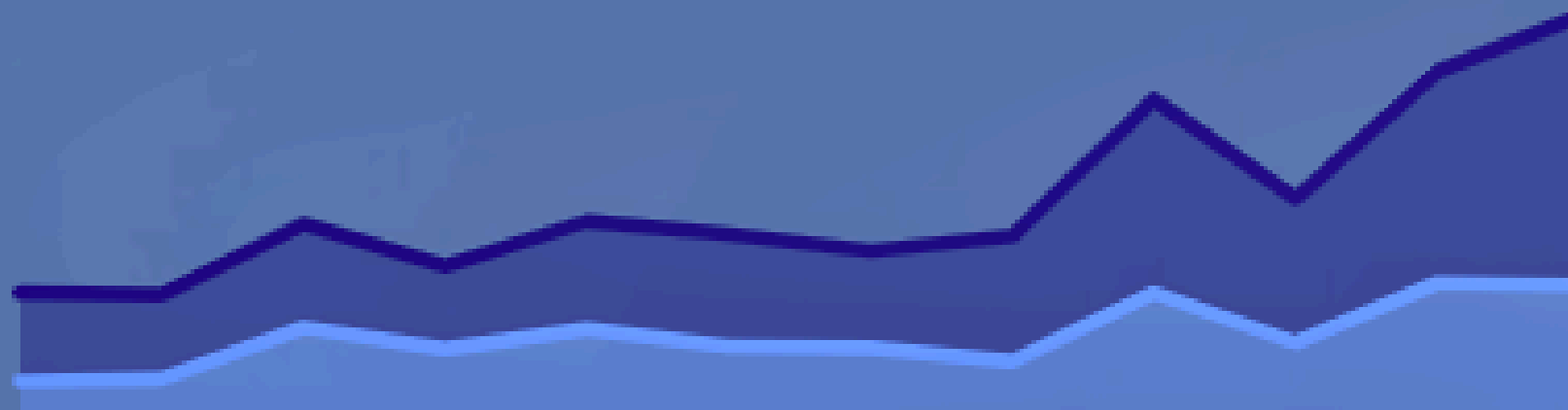
Monthly Sales by YoY

Year ● 2019 ● 2020

0.2M

0.0M

January
February
March
April
May
June
July
August
September
October
November
December



Product Performance

An overview of our top-performing products and their impact on overall sales and growth in key regions.

