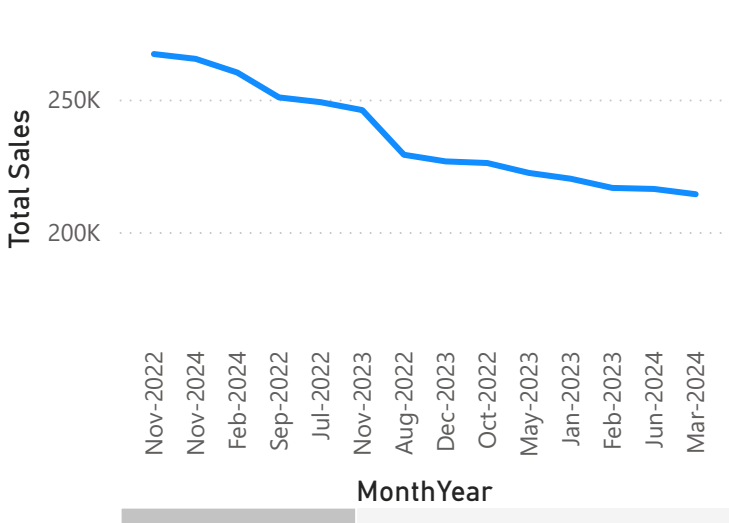


RetailX SuperStore Dashboard

Total Sales by MonthYear



Description:

- This chart shows **monthly sales trends** over time.
- The **X-axis** represents MonthYear (Nov 2022 to Mar 2024).
- The **Y-axis** shows Total Sales.
- The line connects monthly sales points to show the trend.

Insights:

1. Sales were **highest in Nov 2022**, suggesting a seasonal or promotional spike.
2. There is a **consistent downward trend** in sales after mid-2023.
3. The lowest sales occurred in **Mar 2024**, indicating a need to investigate this dip.

Filter By MonthYear, Sales

- ✓ ☐ Apr-2022
- ✓ ☐ Apr-2023
- ✓ ☐ Apr-2024
- ✓ ☐ Aug-2022
- ✓ ☐ Aug-2023
- ✓ ☐ Aug-2024
- ✓ ☐ Dec-2022

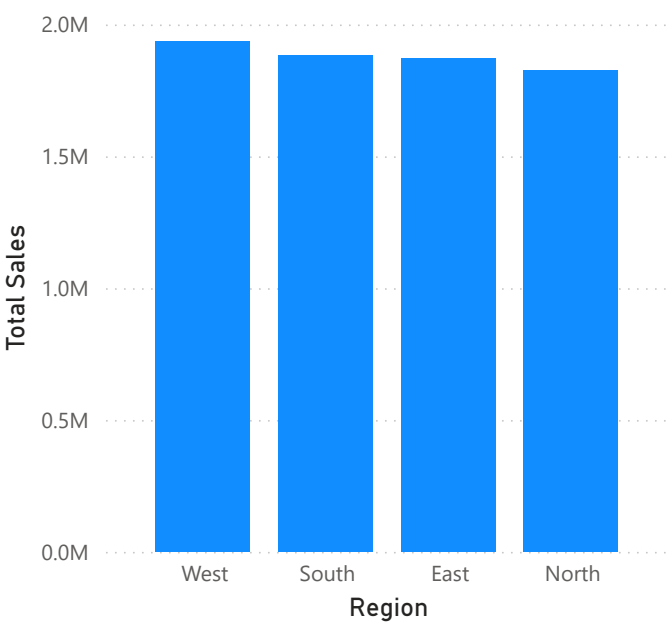
Total Sales By MonthYear

Total Sales By Region

Sales By Category

RetailX SuperStore Dashboard

Total Sales by Region



Description:

- A vertical bar chart comparing total sales across 4 regions: **West, South, East, and North**.
- Each bar height indicates the total sales volume for that region.

Insights:

1. The **West region** leads in sales, slightly ahead of others.
2. **North region** has the **lowest total sales**, suggesting potential for growth or underperformance.
3. Sales are relatively **even across South and East**, showing balanced regional performance.

Filter Sales By Region

- ☐ East
- ☐ North
- ☐ South
- ☐ West



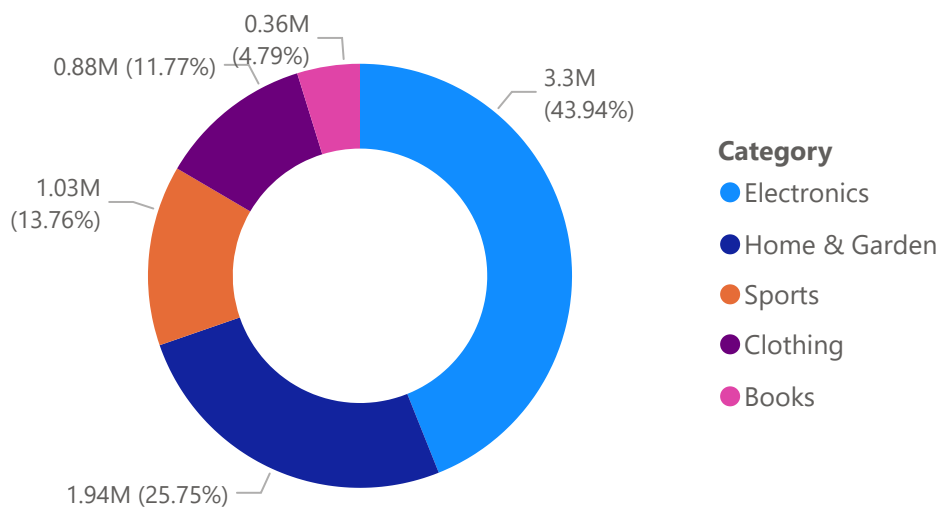
Total Sales By MonthYear

Total Sales By Region

Sales By Category

RetailX SuperStore Dashboard

Sales by Category



Description:

- A donut chart showing the share of total sales by product **category**.
- Categories include: **Electronics, Home & Garden, Sports, Clothing, Books**.
- Percentages and sales amounts are displayed on the chart.

Insights:

1. **Electronics dominates** the sales with **43.94%** of the total – the top-performing category.
2. **Books** contribute the **least** (4.79%), a potential area to reevaluate.
3. Combined, **Electronics and Home & Garden** make up nearly **70%** of total sales – showing core business strength.

Filter By Category

- ☐ Books
- ☐ Clothing
- ☐ Electronics
- ☐ Home & Garden
- ☐ Sports

Total Sales By MonthYear

Total Sales By Region

Sales By Category