

RetailX Superstore Dashboard

Home

Sales Overview

Profit Trends

Total Sales

7.52M

Total Quantity

24K

Total Cost

4.20M

Sum of Profit

3.31M

Filter By Region, Category, Year

▼ ☐ East

▼ ☐ North

▼ ☐ South

▼ ☐ West

Dashboard Insights

Executive Summary:

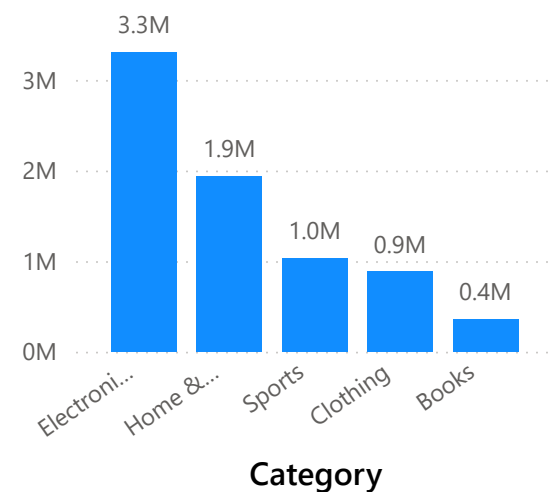
Total Sales reached \$7.52M, reflecting solid market performance.

A total of 24K units were sold across regions, with a well-balanced distribution.

Operational Cost stood at \$4.20M, yielding a healthy profit of \$3.31M.

Use the Region, Category, and Year filters on the right to explore how sales and profits vary across different segments.

Total Sales by Category



Total Sales by Category :

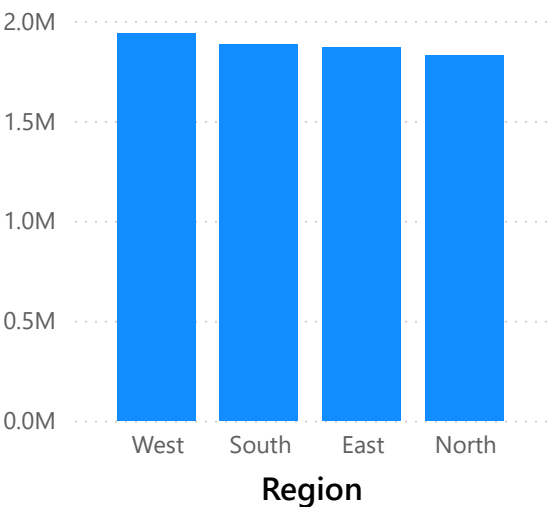
Electronics leads all categories with over \$3M in sales, followed by Home & Garden. Books is the lowest performing category

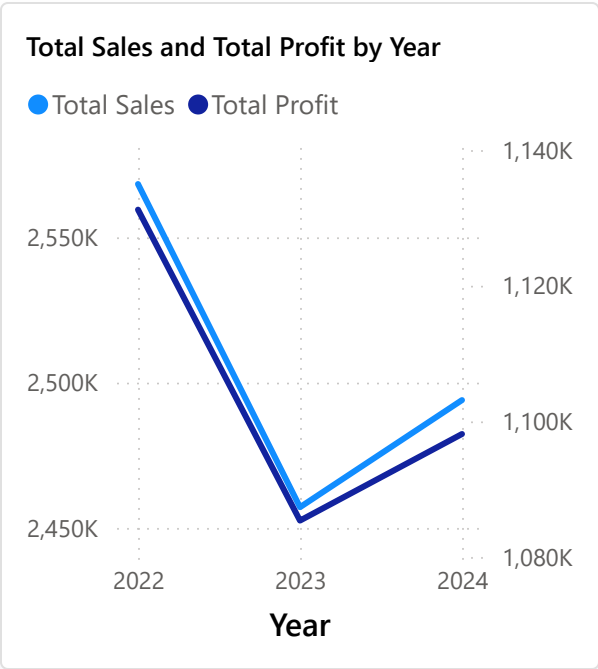
Dashboard Insights

Total Sales by Region :

Sales are relatively even across regions, with each contributing nearly \$2M. West slightly outperforms the rest.

Total Sales by Region





Yearly Trends:
Both Total Sales and Profit show a steady increase from 2022 to 2023, followed by a slight dip in 2024. This suggests strong performance in 2023 with potential issues or market shifts in 2024.

Dashboard Insights

Customer Segment Performance:
All segments contribute over 1M in profit. **Corporate** customers lead slightly, but **Consumer** and **Home Office** are close behind—indicating a balanced customer base.

