

Super Store Sales Dashboard - Region-wise Analysis

Overview

The Super Store Sales Dashboard provides a comprehensive visualization of sales performance across different regions (Central, East, South, and West). It highlights key metrics such as total sales, quantity sold, customer count, and profitability for each region. This dashboard is designed for performance tracking and regional sales analysis to identify trends and opportunities for growth.

Key Metrics and Visualizations

Sales Overview by Region

- Central Region: Total sales of 341.01K, with 5239 units sold and a customer base of 1381.
- East Region: Total sales of 450.23K, with 6251 units sold and a customer base of 1688.
- South Region: Total sales of 252.12K, with 3529 units sold and a customer base of 931.
- West Region: Total sales of 522.44K, with 7298 units sold and a customer base of 1901.

Sales Distribution by Segment

- Consumer: Leads in all regions, with up to 35% of total sales in some regions.
- Corporate: A significant contributor, especially in the West region.
- Home Office: Shows steady performance across all regions.

Monthly Sales and Profit Trends (YoY)

- The year-over-year (YoY) trends indicate seasonality, with peaks in the months of March and December.
- Profitability tends to align with sales, with notable declines during off-peak months.

Sales by Payment Mode

- Cards: Dominates as the primary payment method, accounting for over 35% of transactions.
- Online: A consistent contributor, especially in regions with tech-savvy demographics.
- Cash on Delivery (COD): Limited usage, indicating a preference for modern payment

methods.

Sales by Category and Subcategory

- Office Supplies: The largest contributor across most regions.
- Technology: Exhibits high value but lower quantity compared to other categories.
- Furniture: Shows significant sales in specific regions such as the West.
- Subcategories such as Storage and Tables perform exceptionally well.

Shipping Mode Analysis

- Standard Class: Predominant shipping mode, representing the majority of shipments.
- Second Class: Grows in importance in regions like the East.
- Same Day: Limited but used for high-priority customers.

Geographic Insights

- The West region contributes the highest sales and profit.
- Concentrated customer activity in urban centers.

Insights and Recommendations

- Targeted Marketing Strategies: Focus on Consumer and Corporate segments for higher returns.
Leverage high-performing categories like Office Supplies for cross-selling opportunities.
- Improve Payment Options: Enhance online payment experience to cater to digital-first customers.
Introduce incentives for COD customers to shift to digital payments.
- Optimize Shipping Efficiency: Explore cost reduction in Standard Class shipping. Increase awareness of faster shipping options for premium customers.
- Regional Customization: Develop region-specific campaigns based on the unique sales patterns observed. Address lower-performing regions like the South to boost sales.
- Seasonal Promotions: Capitalize on peaks in March and December with targeted discounts and offers.

Super Store Sales Dashboard

Region wise Filtering

Central East South West



Sales

341.01K

Quantity

5239

Sales

27.45K

Total No of Customers

1381

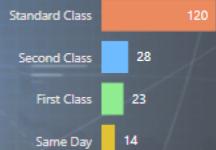
Sum of Sales by Segment



Monthly Sales by YoY



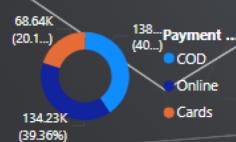
Sales by Ship Mode



Sum of Sales and Profit by State



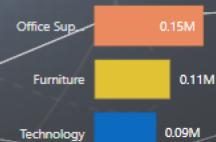
Sum of Sales by Payment Mo...



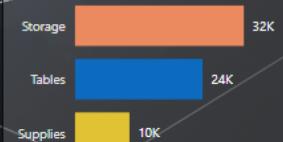
Monthly Profit By YoY



Sales by Category



Sales by Sub Category



Super Store Sales Dashboard

Region wise Filtering

Central East South West



Sales

450.23K

Quantity

6251

Sales

53.40K

Total No of Customers

1688

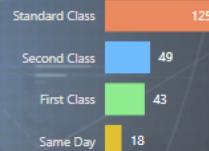
Sum of Sales by Segment



Monthly Sales by YoY



Sales by Ship Mode



Sum of Sales and Profit by State



Sum of Sales by Payment Mo...



Monthly Profit By YoY



Sales by Category



Sales by Sub Category

