SUPERSTORE SALES DASHBOARD

9994
Products

2.3M
Sum of Sales

16%
Average Discount

12%
Avg Profit Margin

286K
Sum of Profit

Region		Category		Year		Customer ID		Customer ID	
All		All		All		All		All	

Sum of Sales by Year
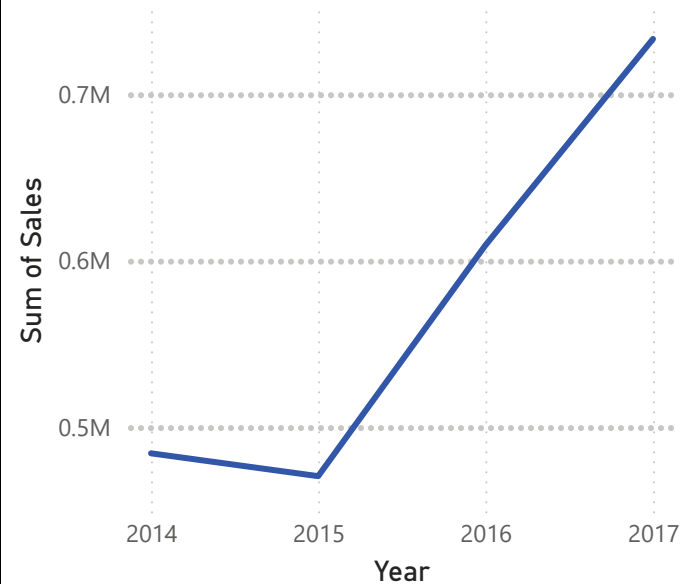
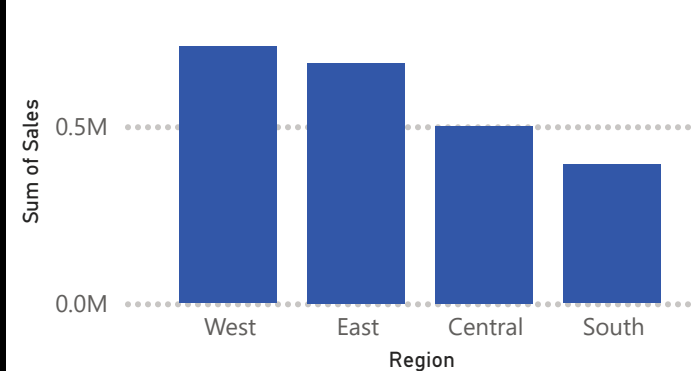| Region	Sum of Profit	Sum of Profit Margin	Year
Central	539.55	-67.53	2014
Central	11,716.80	-54.26	2015
Central	19,899.16	-28.76	2016
Central	7,550.84	-91.35	2017
East	17,059.61	82.29	2014
East	21,091.01	110.65	2015
East	20,141.60	129.68	2016
East	33,230.56	153.72	2017
South	11,879.12	72.58	2014
South	8,318.59	50.20	2015
South	17,702.81	62.69	2016
South	8,848.91	79.14	2017
West	20,065.69	147.93	2014
Total	**2,86,397.02**	**1,201.64**	

Count of Order ID by City
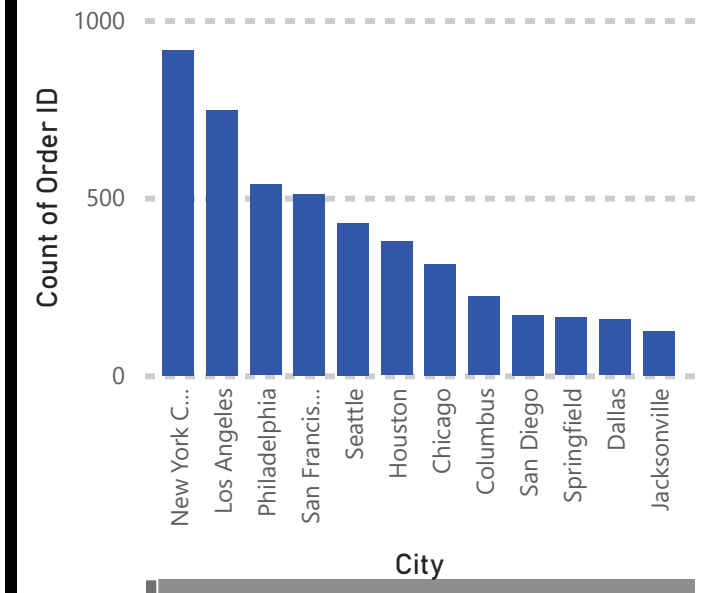
Sum of Sales by Category
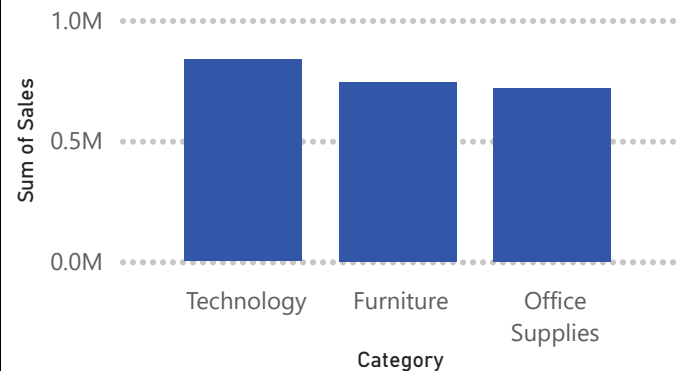
Sum of Sales by Region

Sum of Profit Margin by Segment

Home Office 21.18%
Consu... 48.39%
Corporate 30.43%

Segment
- Consumer
- Corporate
- Home Office
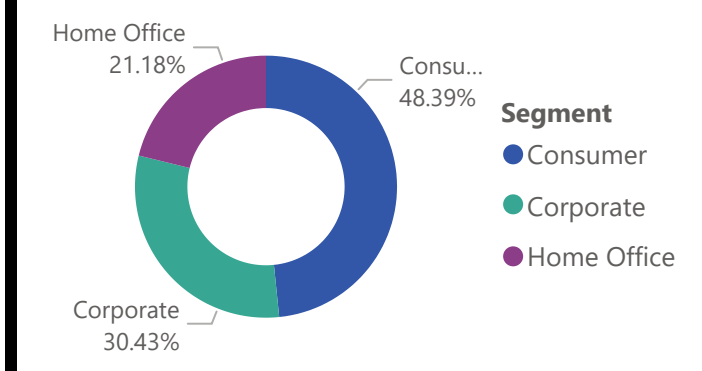
Top 10 Insights from Your Superstore Dashboard

1. 🔝 **West Region Leads in Sales**
   - The **West** region has the highest sales among all regions (as seen in "Sum of Sales by Region").

2. 💰 **Technology Category is the Top Performer**
   - **Technology** leads in revenue among product categories, indicating strong demand or higher price points.

3. 🏙️ **New York City Has the Highest Order Volume**
   - NYC is the most active city based on **order count**, followed by LA and Philadelphia.

4. 📈 **Sales Have Grown Over Time**
   - The **line chart** shows a sharp increase in sales from **2015 to 2017**, indicating strong growth momentum.

5. 📉 **Central Region Shows Poor Profit Margins**
   - Some years (2014–2016), Central shows **negative profit margins**, signaling potential cost or discounting issues.

6. 👬 **Consumer Segment is the Largest Contributor**
   - From the donut chart, **Consumer** makes up **~48%** of the profit margin, outperforming Corporate and Home Office.

7. 📊 **Average Discount Is Relatively High (16%)**
   - 16% discount average might be impacting overall profit margin, especially in low-profit regions like Central.

8. 📄 **Total Sales Crossed ₹2.86M+ With ₹286K Profit**
   - An overall **~10% profit margin** (286K/2.86M) shows tight margins—could be optimized further.

9. 📉 **2014 Was the Weakest Sales Year**
   - 2014 sales were below 0.5M, the lowest in the trend line and the table.

10. 📍 **South Region Lags Behind**
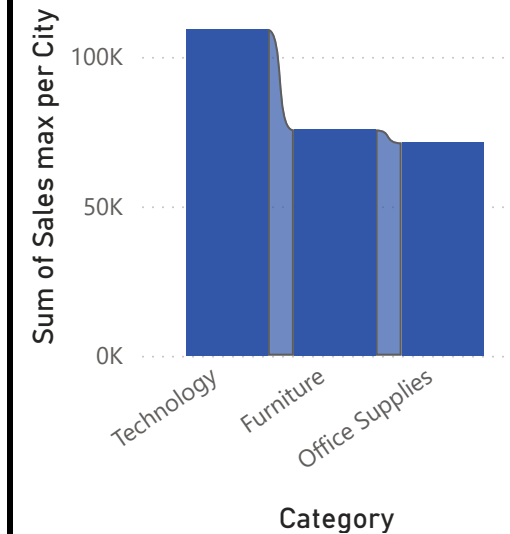   - South consistently shows **lowest sales** and **lower margins**, hinting at
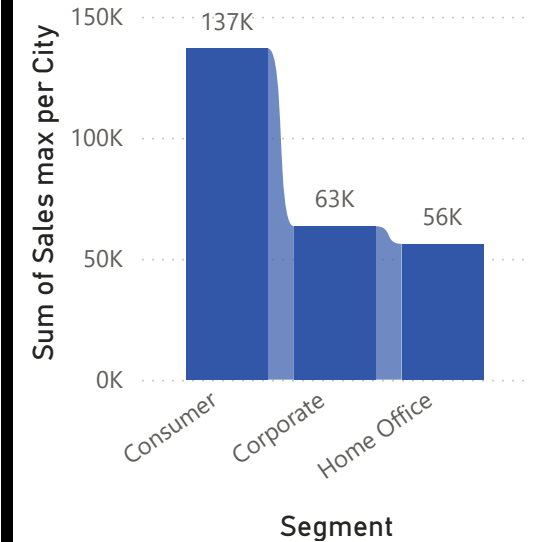

Sum of Sales by Region
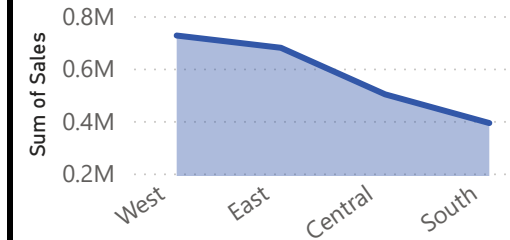
Average Discount by Region
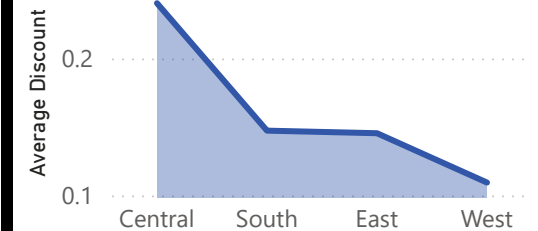
Sum of Sales max per City by Category

Sum of Sales max per City by Segment

137K
63K
56K

Sum of Sales and Sum of Profit

0.29M (11.09%)
2.3M (88.91%)
● Sum of Sales
● Sum of Profit