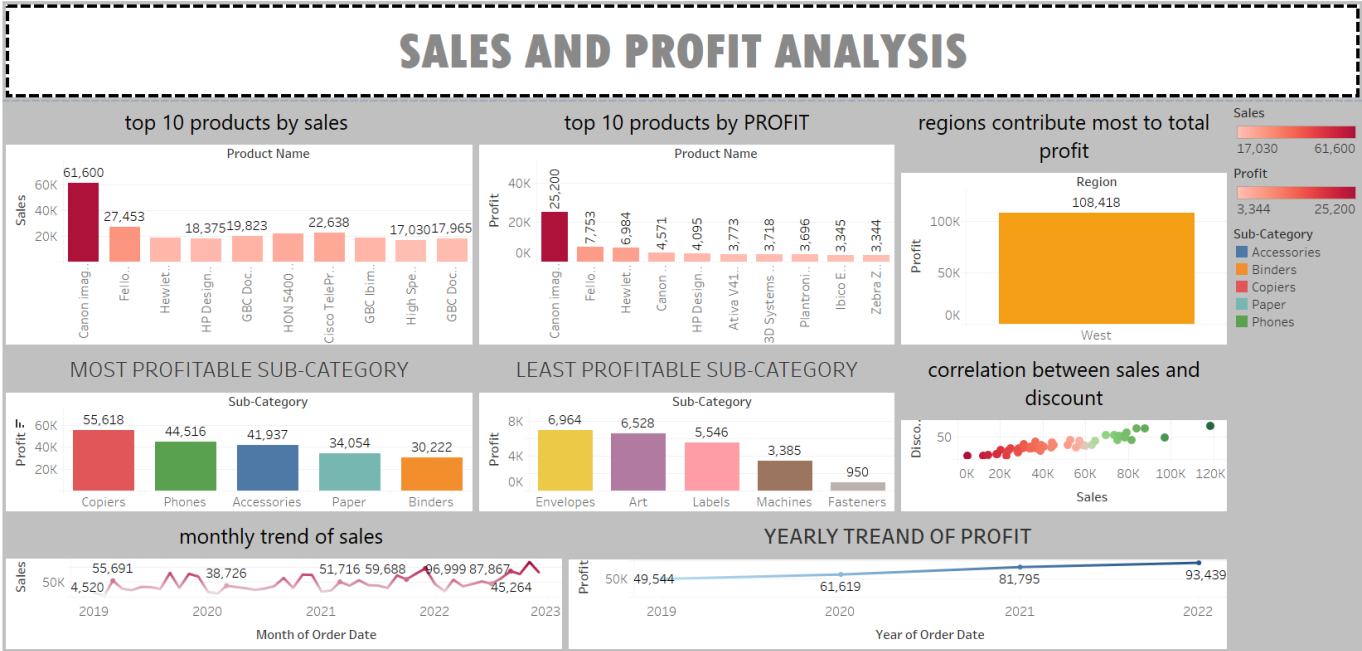# Sample Superstore Dashboard Analysis
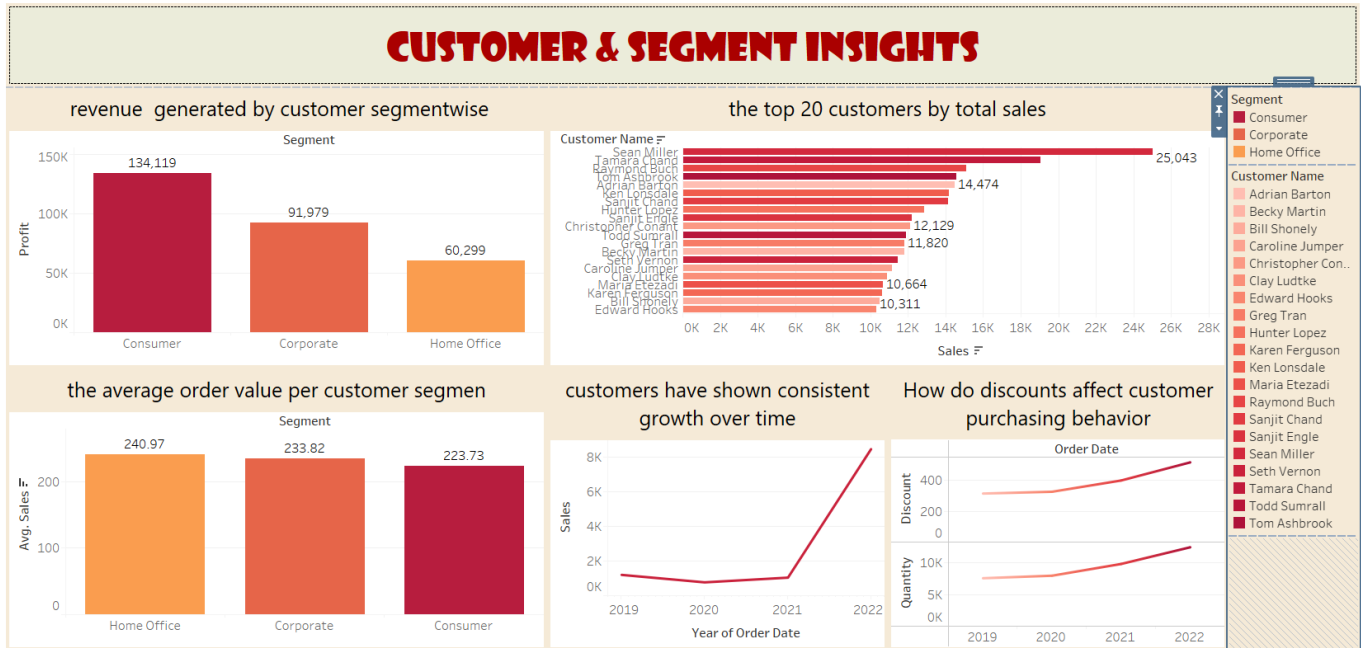
Sales and Profit Analysis

This dashboard highlights the top-performing products by sales and profit, the most and least profitable sub-categories, and regional profit contribution. It also analyzes the correlation between discounts and sales, alongside monthly and yearly sales and profit trends.

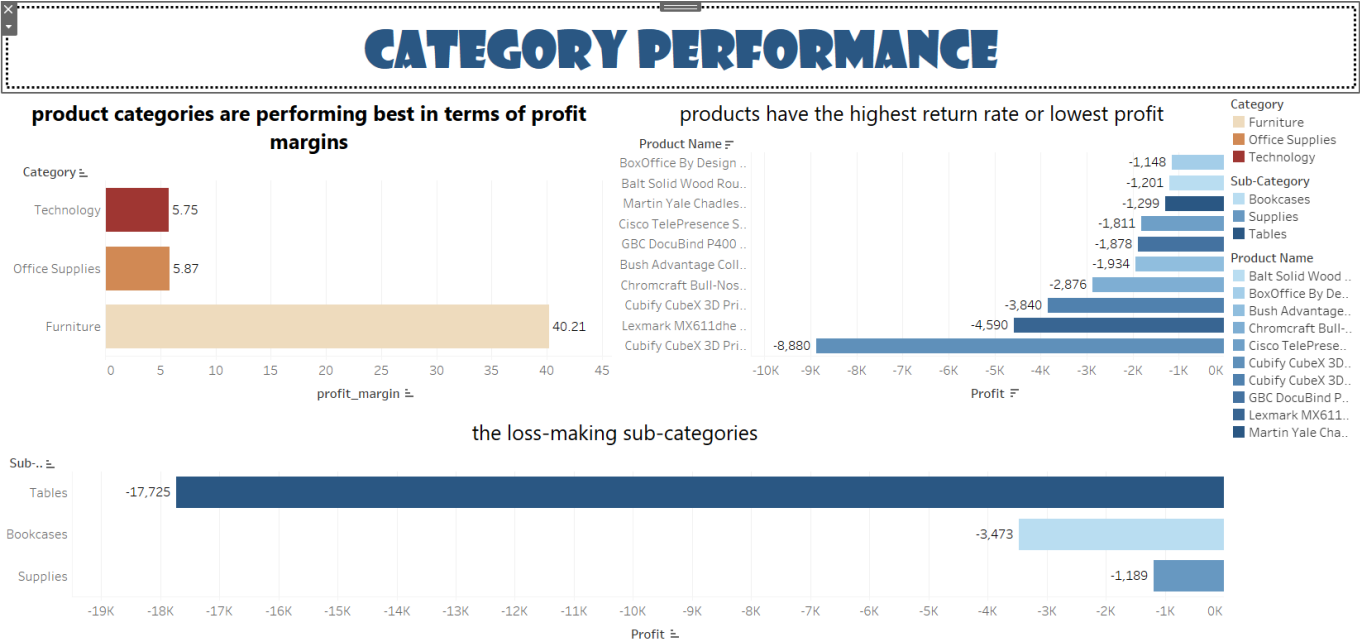# Sample Superstore Dashboard Analysis

Customer & Segment Insights

This dashboard provides insights into customer segmentation based on revenue, identifies the top 20 customers by total sales, analyzes average order value per segment, and examines customer purchasing behavior trends and the impact of discounts.

Sample Superstore Dashboard Analysis
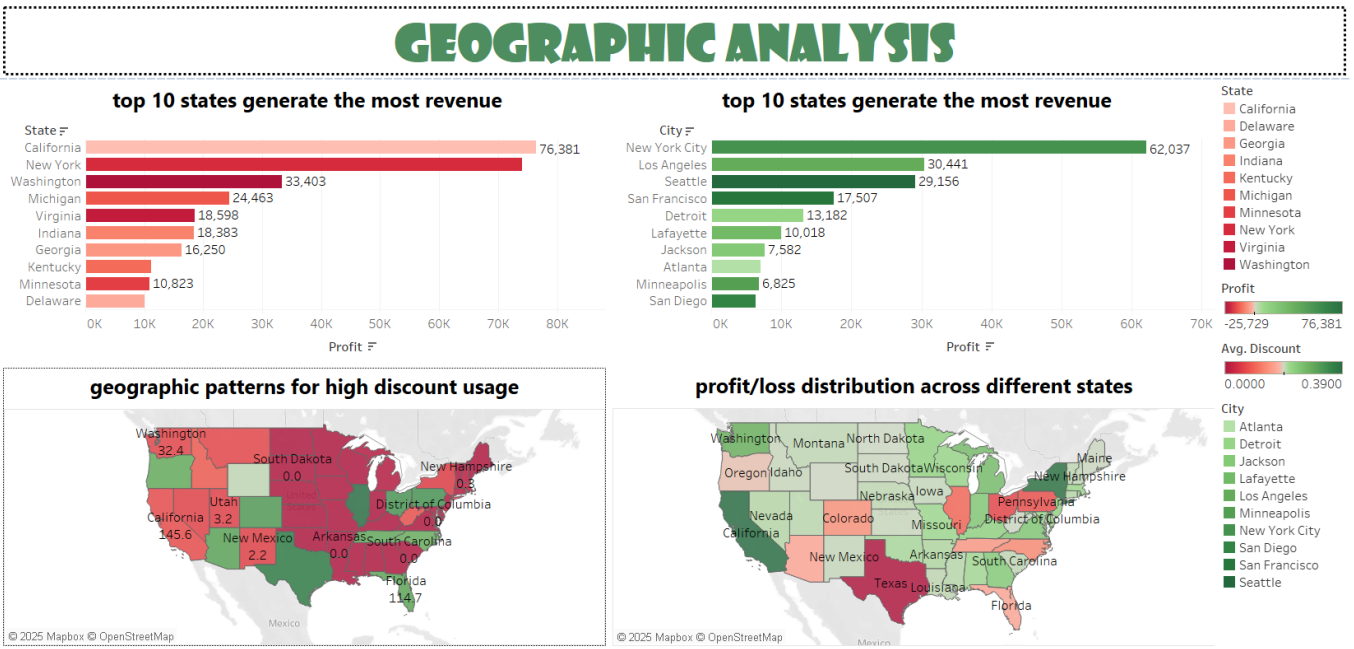
Category Performance

This dashboard evaluates product categories based on profit margins, highlights the best and worst-performing products and sub-categories, and identifies areas contributing to significant profit losses within the "Sample Superstore" data.

Sample Superstore Dashboard Analysis
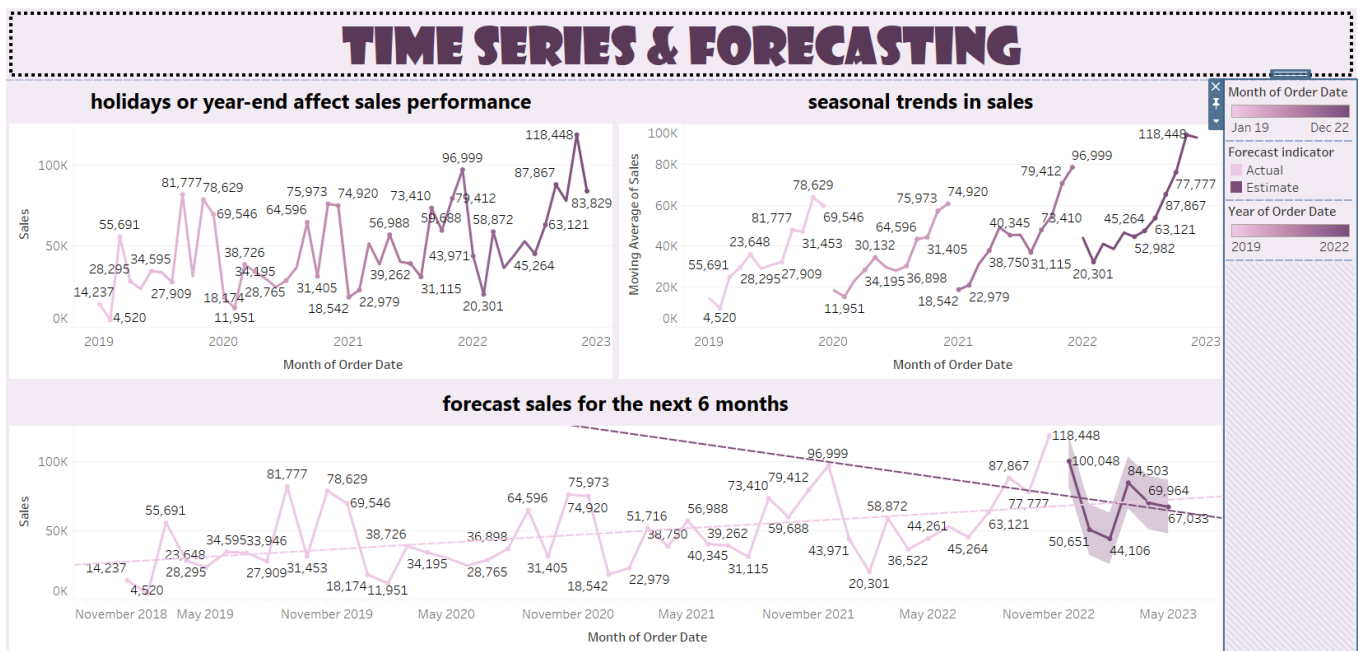
Geographic Analysis

This dashboard presents a geographic view of performance, showcasing the top states and cities generating revenue, regions with higher discount usage, and the profit/loss distribution across the United States.

Sample Superstore Dashboard Analysis
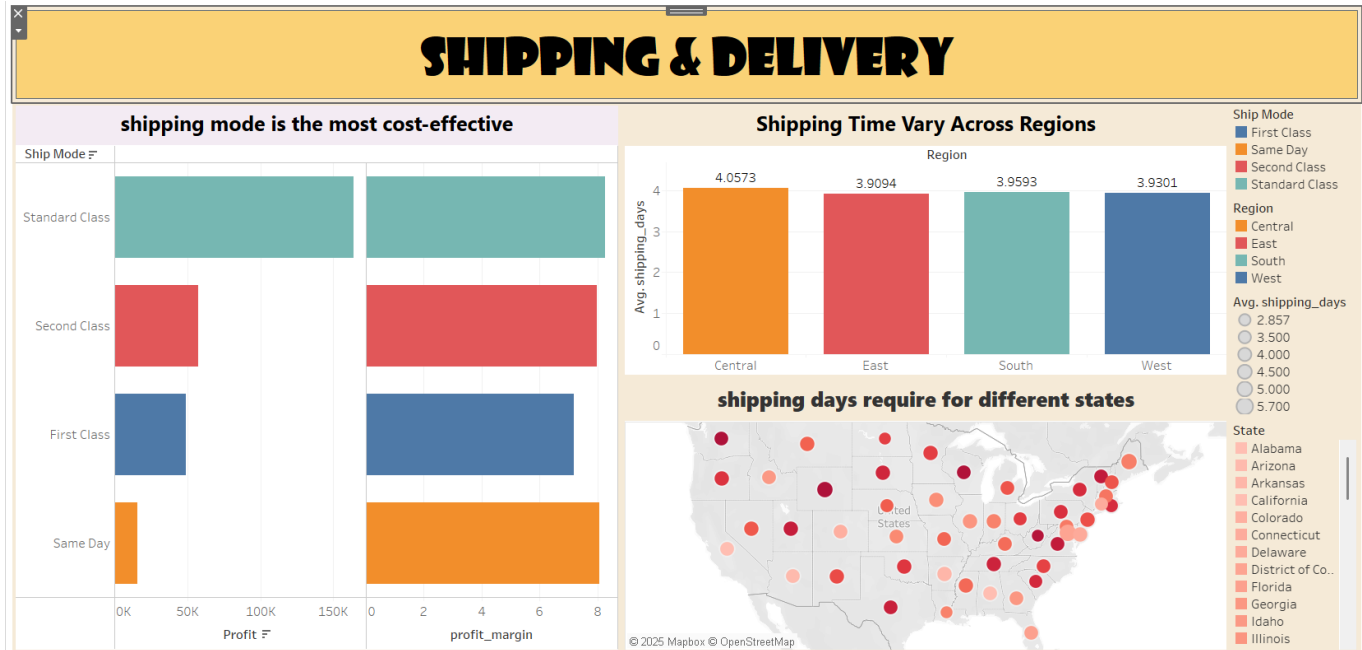
Time Series & Forecasting

This dashboard visualizes seasonal sales trends, the effect of holidays and year-end periods on sales, and forecasts future sales for the next 6 months, providing valuable insights for planning and decision-making.

Sample Superstore Dashboard Analysis
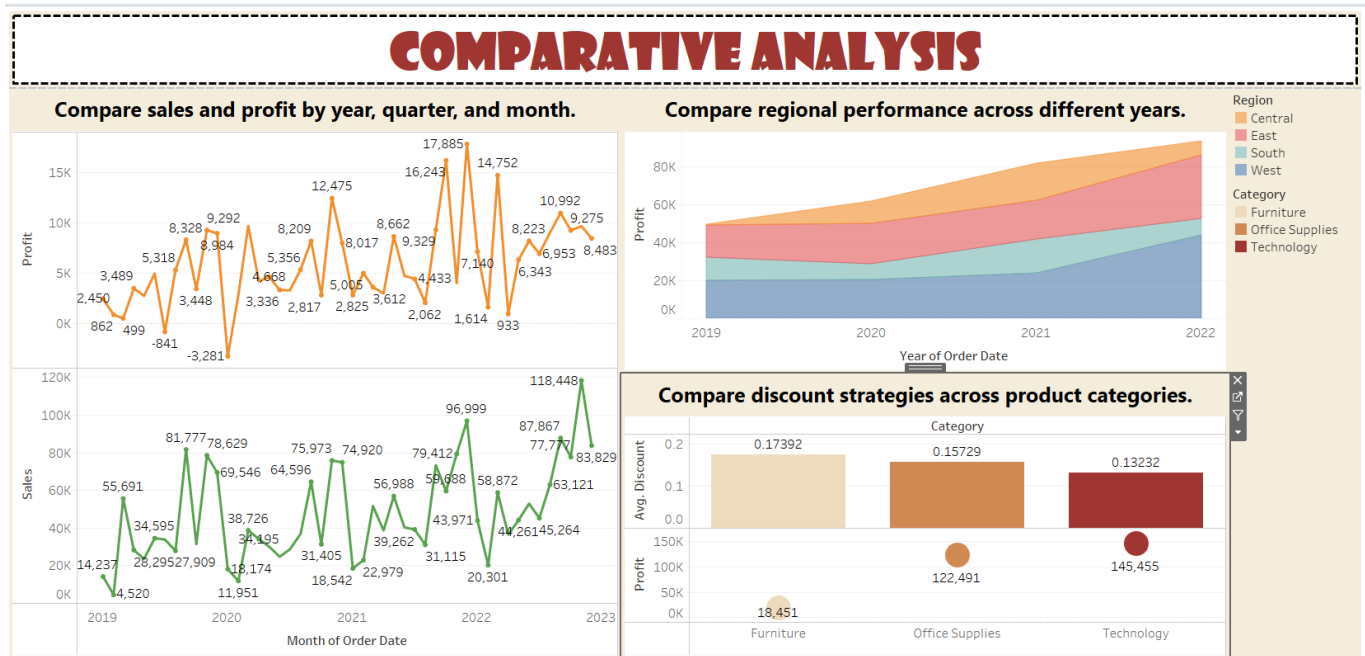
Shipping & Delivery Analysis

This dashboard explores shipping performance by analyzing the most cost-effective shipping modes, the variation of shipping time across regions, and the average shipping days required for different states.

Sample Superstore Dashboard Analysis

Comparative Analysis

This dashboard allows for the comparison of sales and profit by year, quarter, and month. It also compares regional performances over time and evaluates discount strategies across different product categories.

Sample Superstore Dashboard Analysis

Executive KPI Dashboard

A high-level KPI dashboard showcasing the overall average discount, total profit, and total sales, along with identifying the top-performing product categories for quick executive insights.