**Insights as per Dashboard**

The "Superstore Sales Dashboard" provides insightful information based on the provided data:

**1. Sales by Payment Mode:**

Cash on Delivery (CoD): 43% of total sales

Credit/Debit Cards: 22% of total sales

Online Payments: 35% of total sales

This insight highlights the preferred payment methods among customers.

**2. Sales by Region:**

South: 16% of total sales

Central: 22% of total sales

East: 29% of total sales

West: 33% of total sales

This breakdown shows sales distribution across different regions.

**3. Sales by Segment:**

Corporate: 33% of total sales

Consumer: 48% of total sales

This insight demonstrates the sales contribution from different customer segments.

**4. Key Performance Indicators (KPIs):**

Total Order Quantity: 22,000 units

Total Sales: $1.6 million

Total Profit: $175,000

Average Shipping Days: 4 days

These KPIs provide a comprehensive overview of the store's performance.

**5. Sales by Category:**

Office Supplies: $640,000

Technology: $470,000

This breakdown highlights the contribution of different product categories to total sales.

**6. Top Sales by SubCategory:**

Phones

Chairs

Storage

This insight identifies the best-performing subcategories in terms of sales.

These insights from the Superstore Sales Dashboard enable data driven decisionmaking:

**Payment Strategy:** The distribution of payment modes informs strategies for facilitating convenient and preferred payment options.

**Regional Focus:** Understanding sales by region helps tailor marketing efforts and inventory management for specific areas.

**Segment Targeting:** Identifying the sales distribution by segment aids in creating targeted promotions and improving customer experiences.

**Performance Assessment:** KPIs provide a snapshot of overall performance and profitability, guiding business evaluations and strategies.

**Product Focus:** Insights into category and subcategory sales guide resource allocation and product promotion efforts.

The Superstore Sales Dashboard enhances the organization's ability to optimize sales strategies, improve customer experiences, and drive business growth.