

# **SUPERSTORE BUSINESS OVERVIEW DASHBOARD**

## **PROJECT**

Prepared By: Ishika Chouhan

# OBJECTIVE OF THE DASHBOARD

The objective of this dashboard is to provide business stakeholders with an interactive platform to monitor and analyze Superstore's sales and profit performance.

The dashboard aims to:

1. Present KPIs that offer a quick overview of business health.
2. Track trends in sales and profit across different months and years.
3. Identify which regions, segments, and categories perform well or poorly.
4. Help decision-makers identify opportunities and risks based on performance insights.



# KEY PERFORMANCE INDICATORS (KPIs)

The following KPIs were used because they are essential to understanding the business's financial health and sales efficiency:

1. Total Sales – to measure overall revenue.
2. Total Profit – to assess profitability and margin efficiency.
3. Total Orders – to evaluate sales volume.
4. Sales by Region – to understand which geographic areas are performing best.
5. Profit by Category – to see which product categories are more profitable.
6. Monthly Sales Trend – to observe growth and seasonality patterns.
7. Customer Segment Analysis – to identify who the key customers are.

These KPIs give a balanced view of revenue generation, operational efficiency, and customer insights.

# DASHBOARD OVERVIEW

## Superstore Business Overview Dashboard

Total Sales

2.30M

Sum of Sales

Total Profit

286.40K

Sum of Profit

Total Orders

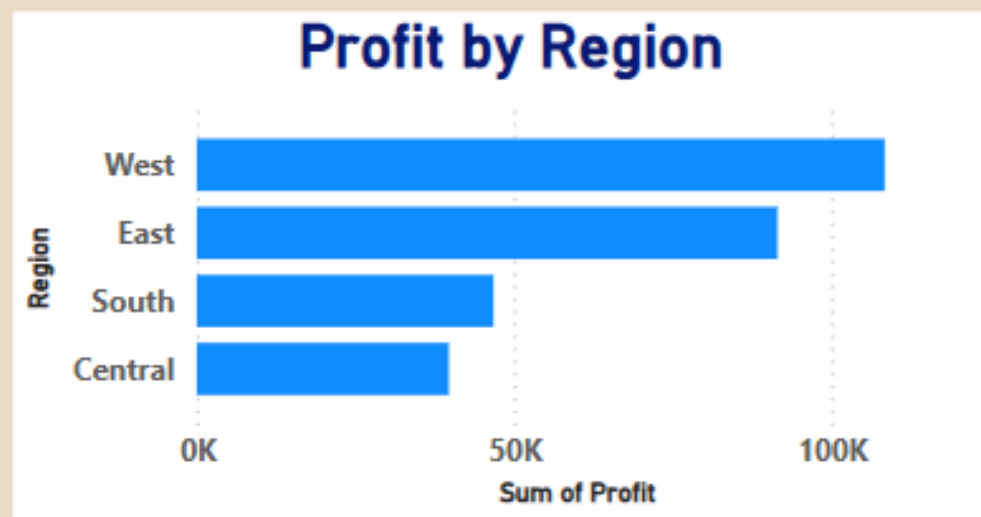
38K

Sum of Quantity

Monthly Sales Trend



Profit by Region



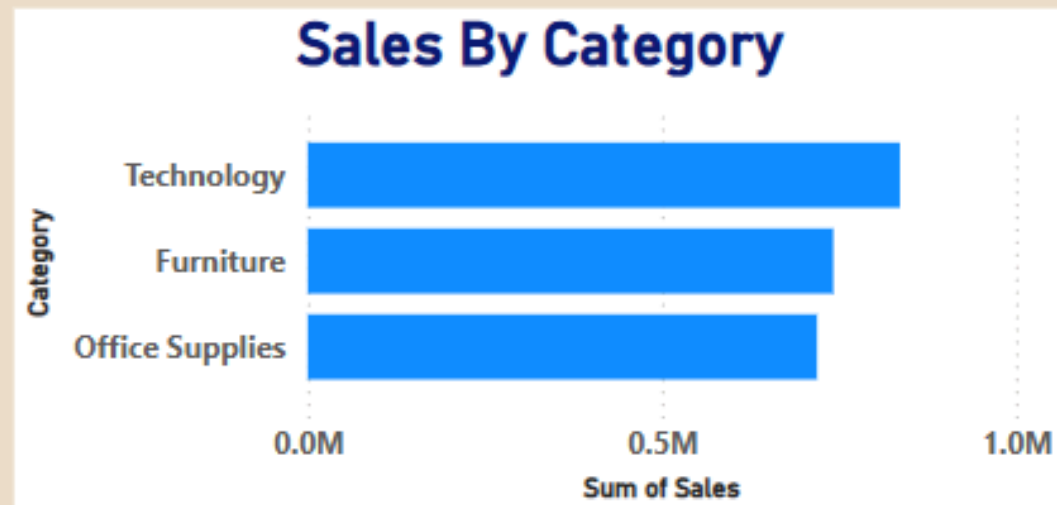
Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

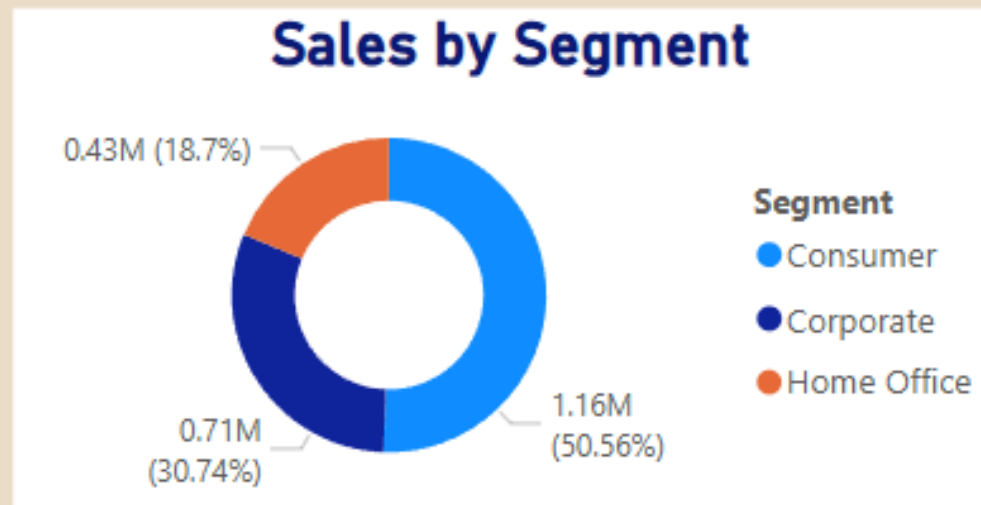
Order Date

- ☐ 01-01-2017
- ☐ 01-02-2015
- ☐ 01-02-2016
- ☐ 01-02-2017

Sales By Category



Sales by Segment



Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

# KEY INSIGHTS AND OBSERVATIONS

From analyzing the Superstore data, we derived the following insights:

1. The West region had the highest total sales, while the South had lower sales and profit, indicating a growth opportunity.
2. Technology products generate the most profit despite being second in terms of sales volume, suggesting they are highly profitable.
3. Office Supplies had high sales but low profit margins, which may need pricing or cost control strategies.
4. Most orders come from the Consumer segment, which is the largest customer group, followed by Corporate.
5. Sales showed noticeable peaks in November and December, suggesting strong year-end sales performance possibly due to promotions or holiday shopping.
6. The trend line of monthly sales indicates consistent growth across most months, validating business expansion.

These findings can help the management prioritize product categories, target high-performing regions, and time their marketing strategies better.