Dashboard of Sample_Superstore dataset
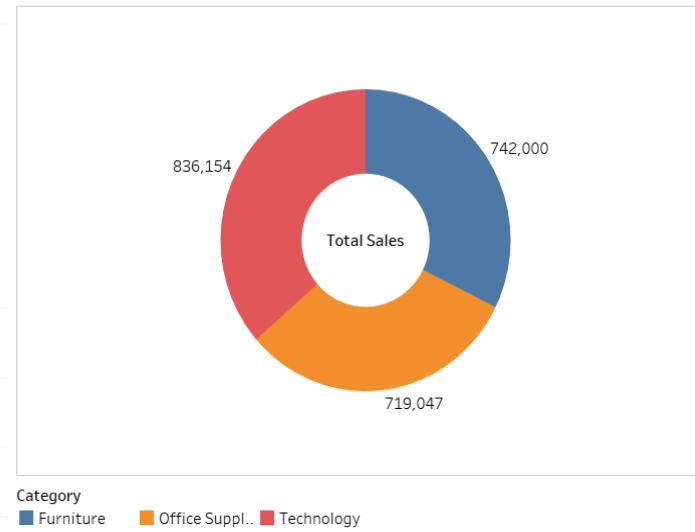
Dashboard
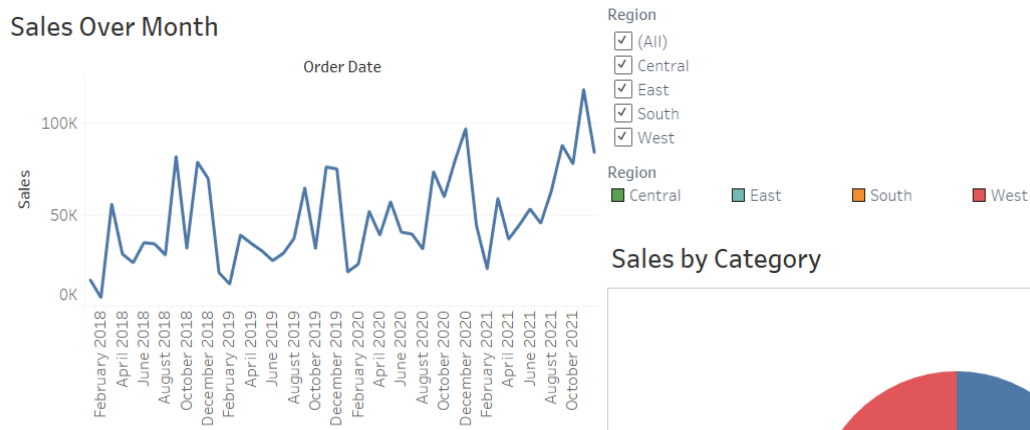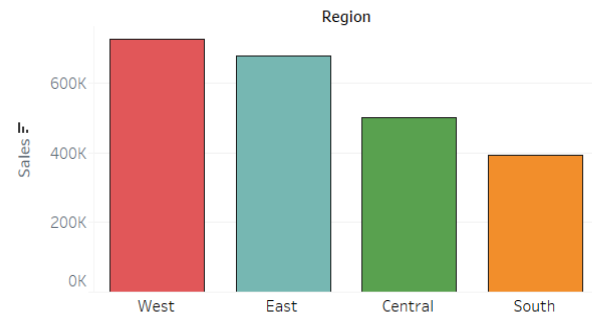
Key Insights:

1. Sales Over Month: Due to demand from the holidays, sales typically rise in the final quarter of the year, reaching their highest in November and December. Sales noticeably decline in the middle months (June–July), perhaps as a result of seasonal factors.

- Over the course of the year, sales have generally increased, suggesting consistent growth.

2. Sales by Region: The West region accounts for the largest portion of total sales and routinely outperforms other regions.

- Sales in the South are moderate, but they are lower than in the West and East.

- There is room for improvement as the Central region has the lowest overall sales.

3. Sales by Category: The largest sales revenue is produced by the technology category, which is followed by office supplies and furniture.

- Sales of furniture grow more slowly and occasionally decline when compared to technology. Office Supplies sales are steady but comparatively lower, indicating a more stable but less lucrative category.