

Super Stores Sales Dashboard

Key Performance Indicators (KPIs):

- Total Sales: ₹2 Million
- Total Profit: ₹286.40K
- Total Quantity Sold: 38K units
- Insight: High sales volume and upward profit trend, suggesting overall healthy business performance.

Chart-wise Insights:

- Sales by Year (Line Chart): Sales show a rising trend from 2014 to 2017, indicating growing customer demand and revenue.
- Profit by Year (Line Chart): Profit steadily increased from 2014 to 2017, showing improved profitability and cost management.
- Sales by Category (Donut Chart): Technology category leads with ₹836K in sales, followed by Furniture and Office Supplies.
- Sales by Segment (Bar Chart): Consumer segment contributes the most revenue (>₹1M), highlighting a strong B2C market base.
- Sales by Region (Bar Chart): West region has the highest sales, while South region shows the least performance.
- Profit by Sub-Category (Pie Chart): Copiers and Phones are top profit-generating sub-categories, while Binders and Paper yield lower margins.

Conclusion:

- Sales and profit both show an upward trend from 2014 to 2017.
- Technology and Consumer segments are key revenue drivers.
- West region leads in sales, South needs performance improvement.
- High-profit sub-categories like Copiers and Phones present strategic growth opportunities.