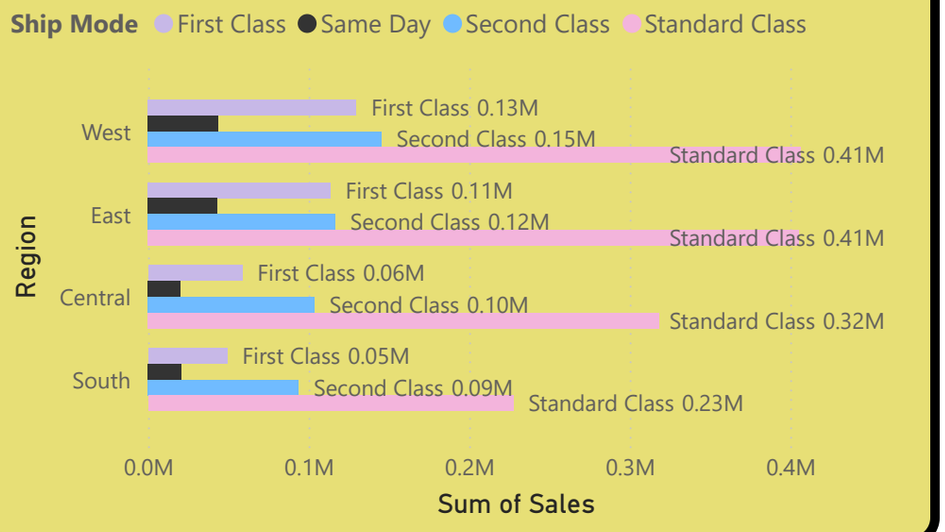
SUPER STORE DATA ANALYSIS DASHBOARD

Total	Profit	Total Quantity	Customer Count
₹ 2.3M	₹ 286.4K	38K	793

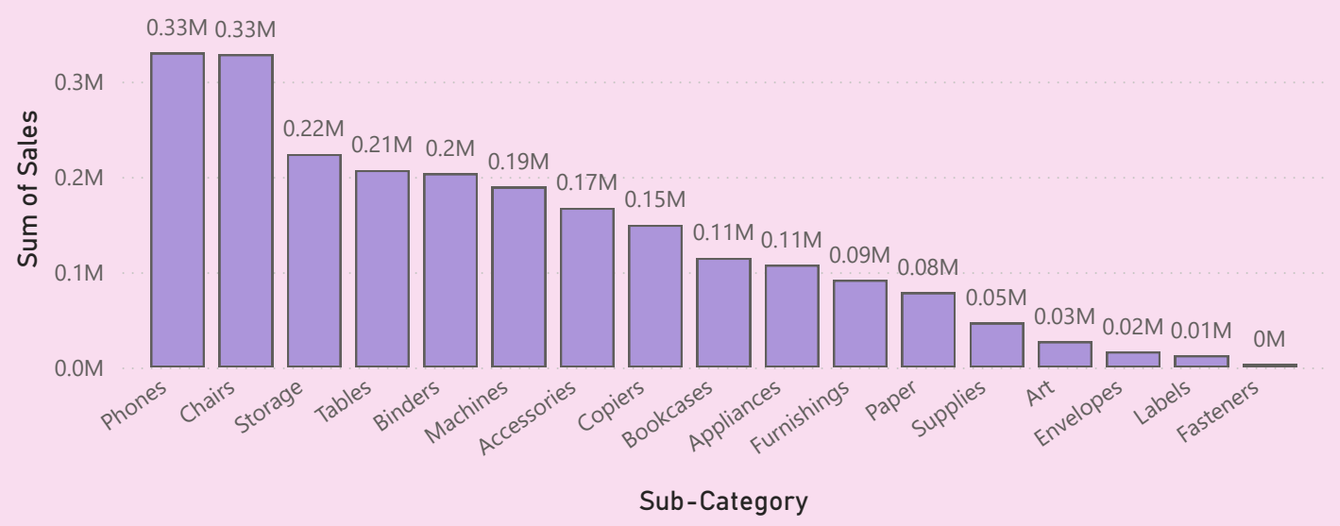
Postal Code count	Sub-Category Count	State Count	Total Product
631	17	49	1850

Region Count	Total Cities	Count Of Category	Total Discount	State Count
4	531	3	1.56K	49

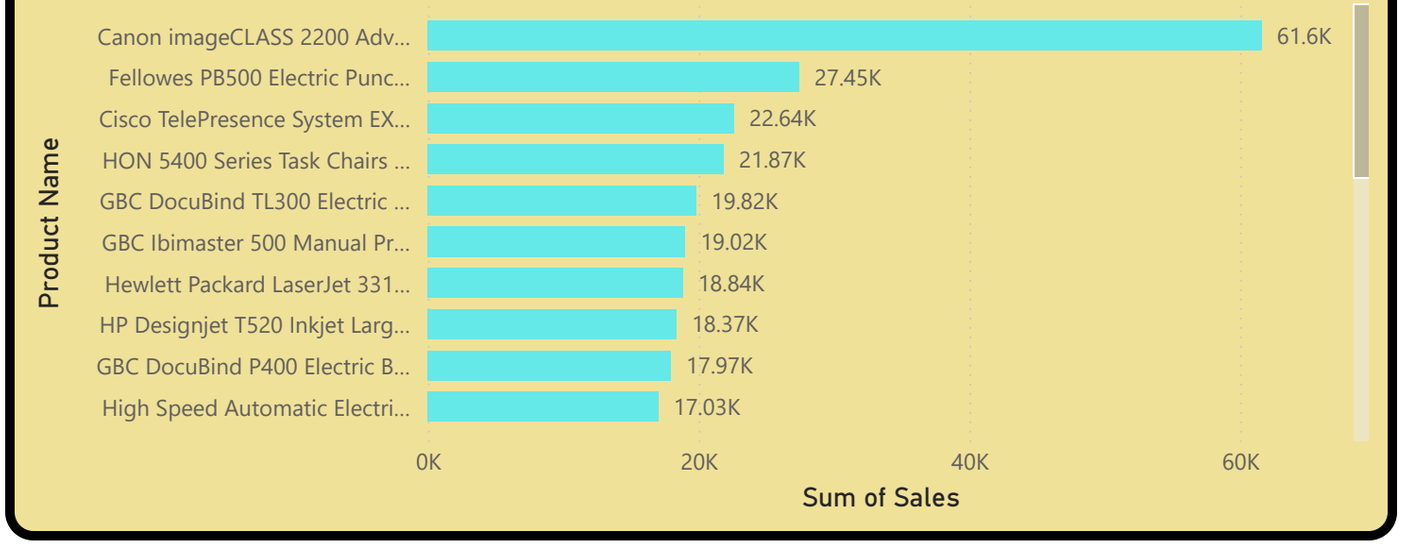
Sales by Region and Ship Mode



Sales by Sub-Category

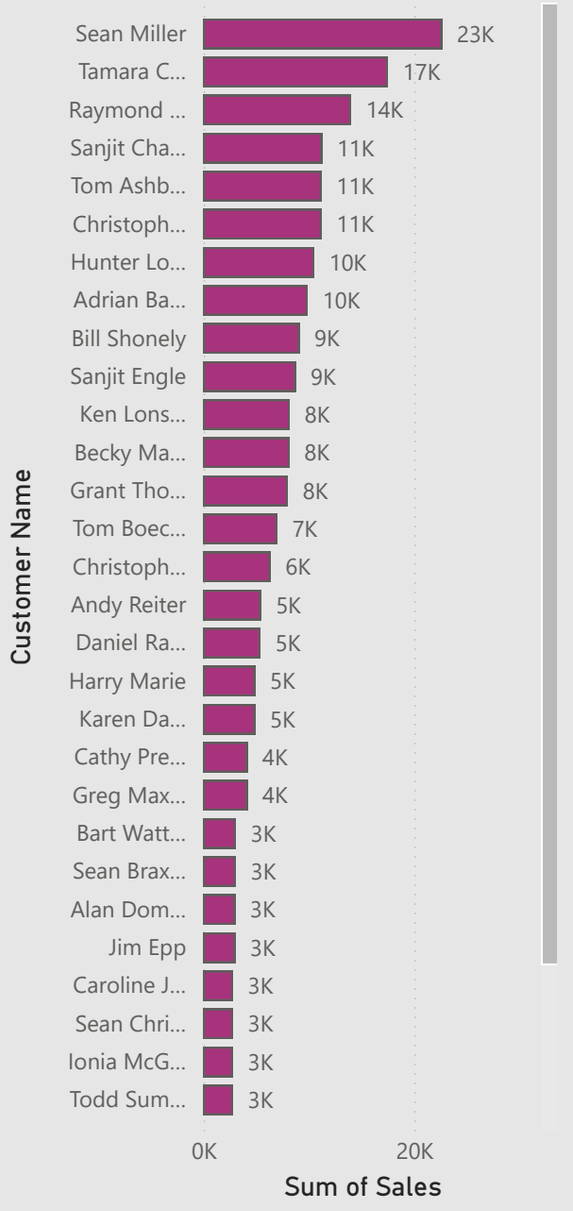


Sales by ProductName

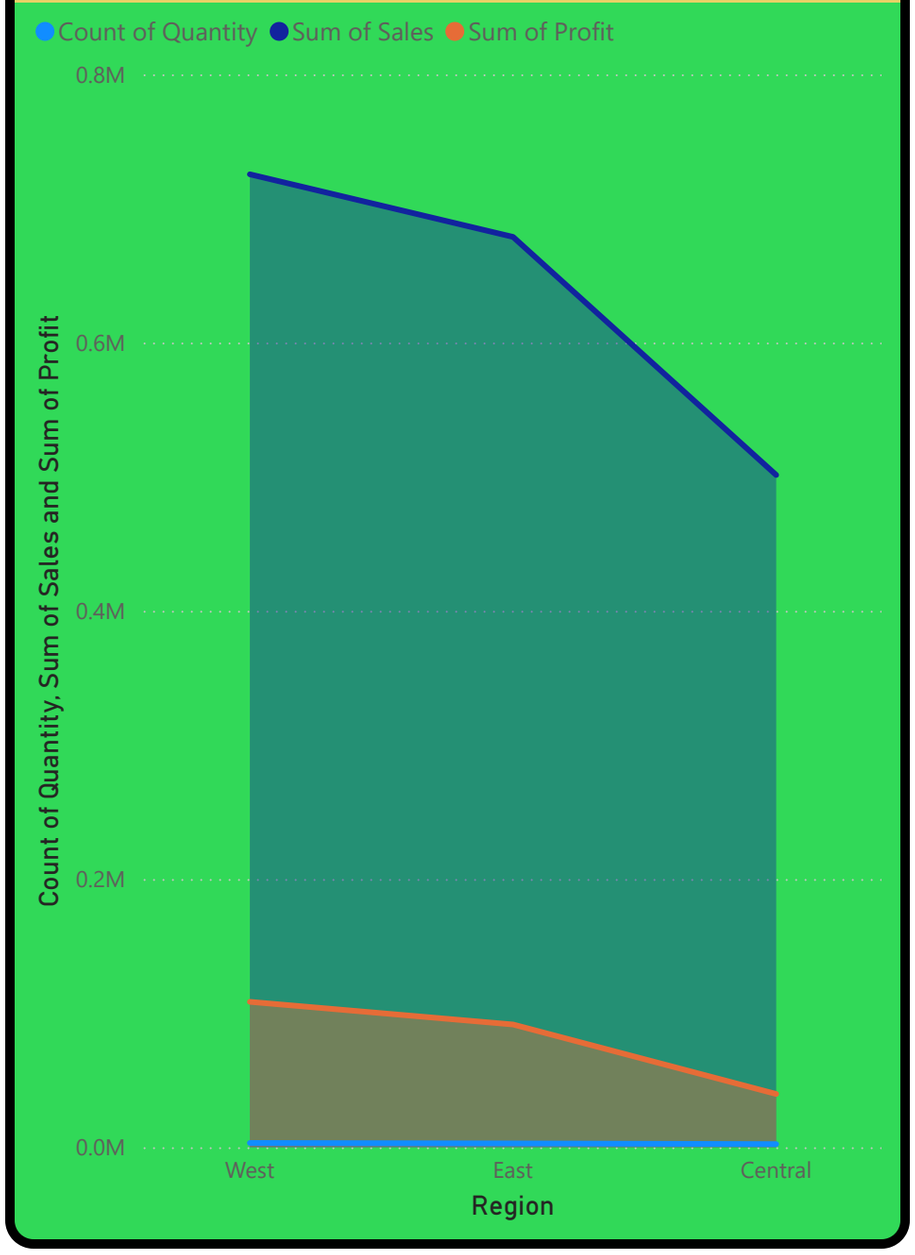


Sum of Sales	Sum of Profit	State
4,57,687.63	76,381.39	California
3,10,876.27	74,038.55	New York
1,70,188.05	-25,729.36	Texas
1,38,641.27	33,402.65	Washington
1,16,511.91	-15,559.96	Pennsylvania
89,473.71	-3,399.30	Florida
80,166.10	-12,607.89	Illinois
[illegible]	[illegible]	[illegible]
21,03,973.72	2,42,173.93	

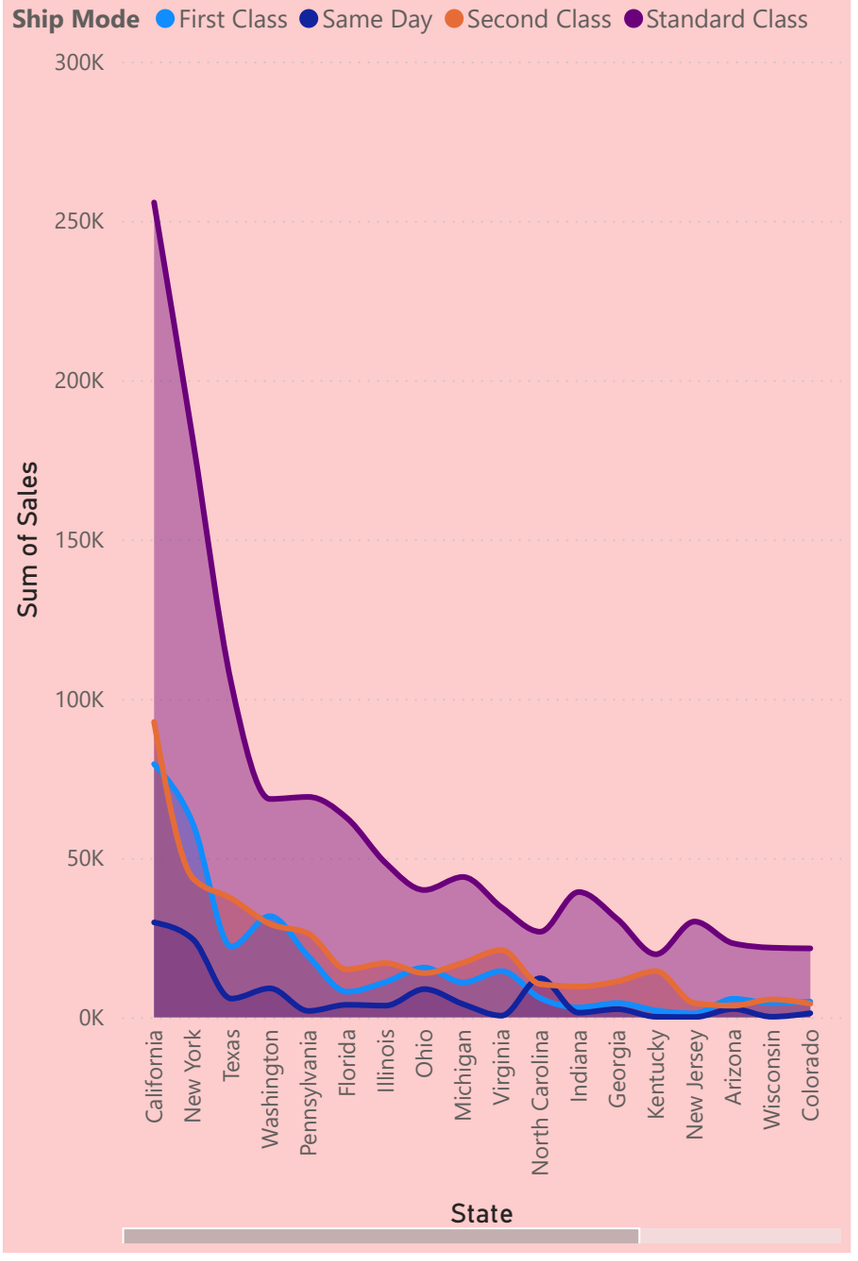
Top 25 Customer



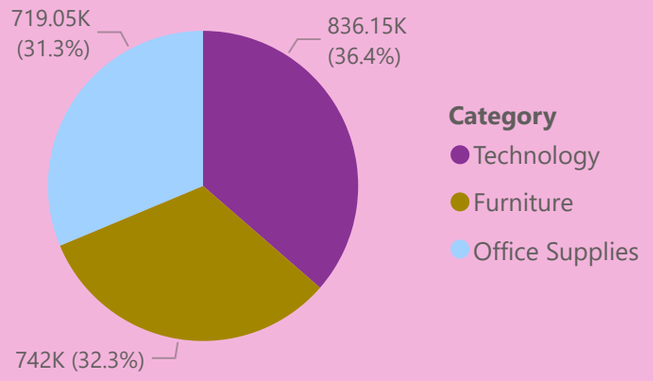
Region wise Sales,Quantity and Profit



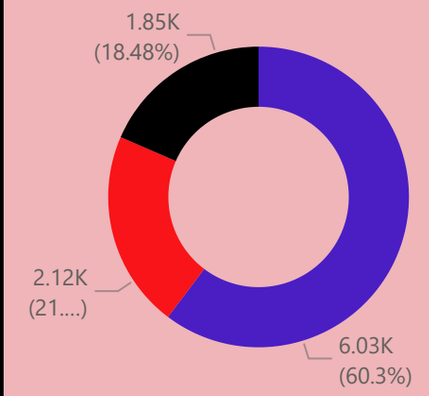
Sales by State and Ship Mode



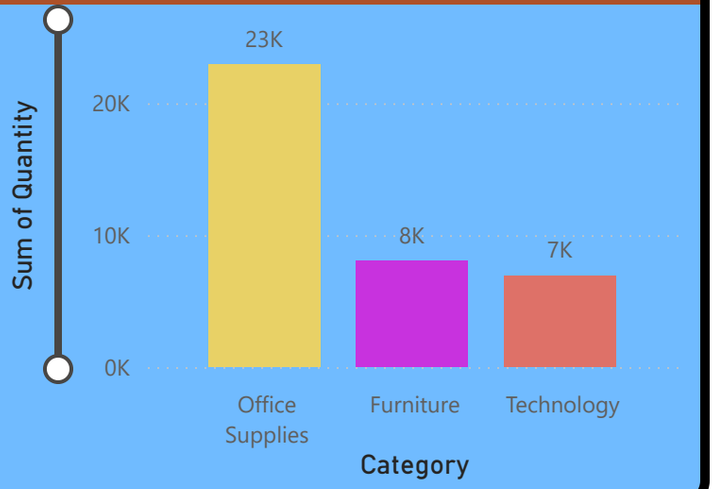
Sales by Category



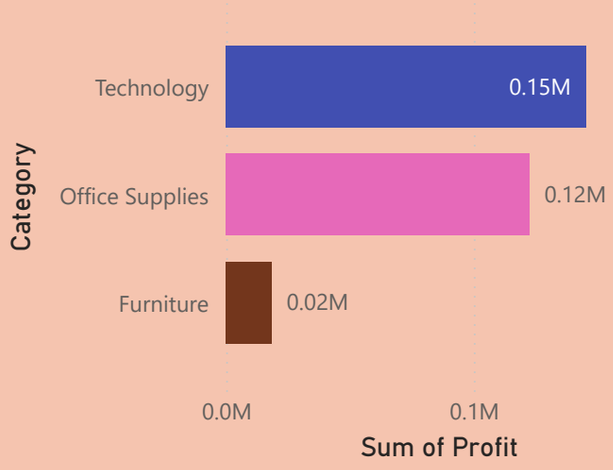
Region by Category



Quantity by Category



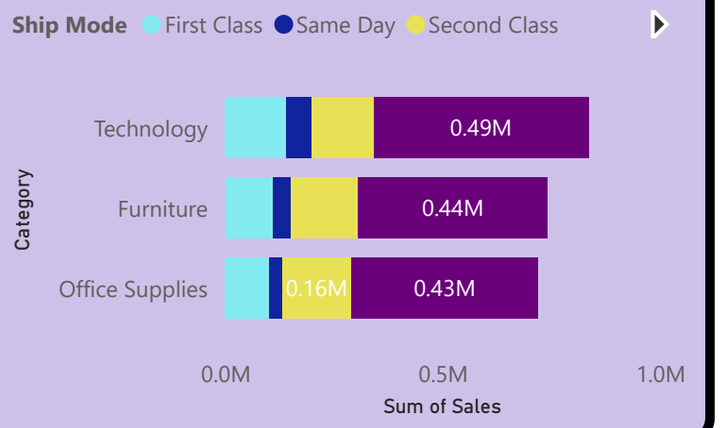
Profit by Category



State wise Category Sales

Category	State	Sum of Sales
Technology	California	1,59,271.08
Furniture	California	1,56,064.60
Office Supplies	California	1,42,351.95
Technology	New York	1,27,483.50
Furniture	New York	93,372.73
Office Supplies	New York	90,020.04
Technology	Texas	65,104.22
Furniture	Texas	60,593.29
Technology	Washington	50,536.71
Total		**21,03,973.72**

Sales by Category and Ship Mode



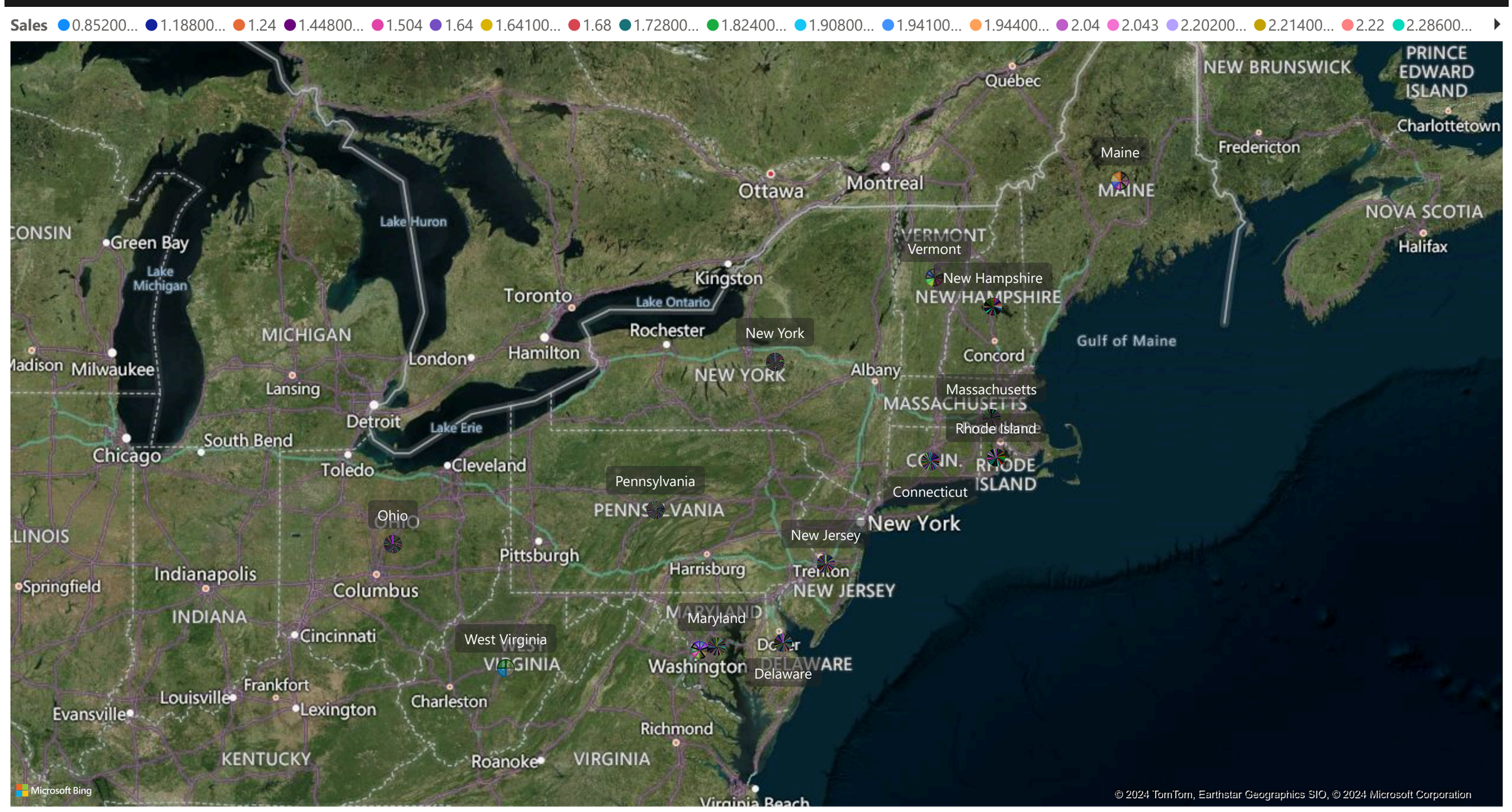
Average Profit	Maximum Profit	Average Sales	Maximum Sales	Avg Sales- Customer
28.66	8.40K	229.86	22.64K	2.90K

Standard Deviation of Sales	Maximum Discount	Average Discount	Total Sales
623.25	80.00%	15.62%	9994

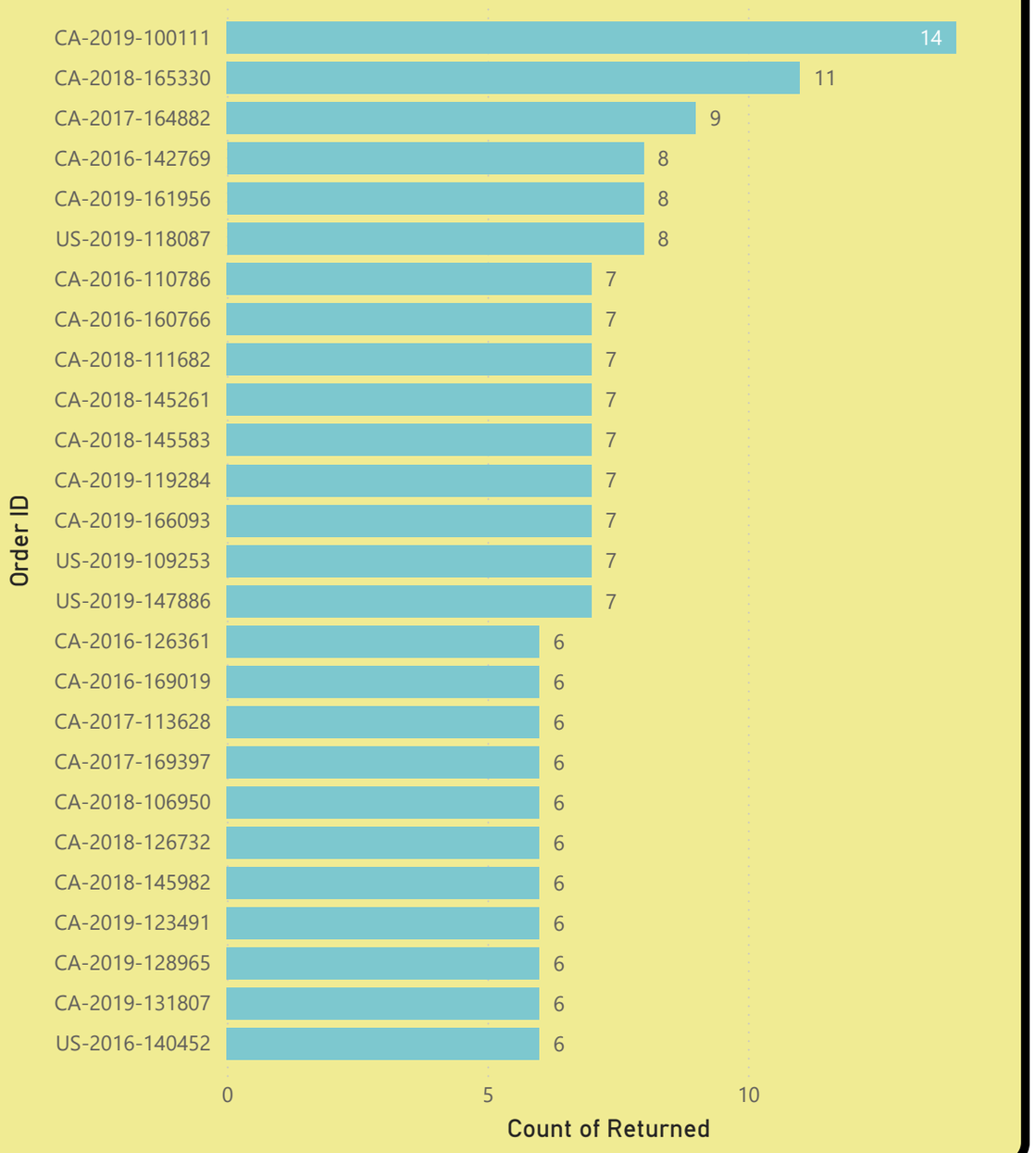
Sales By Region and Category with sales and Profit

Furniture Category	Central Region	1827 Sum of Quantity	340.53 Average of Sales	-2,871.05 Sum of Profit
Furniture Category	East Region	2214 Sum of Quantity	346.57 Average of Sales	3,046.17 Sum of Profit
Furniture Category	South Region	1291 Sum of Quantity	353.31 Average of Sales	6,771.21 Sum of Profit
Furniture Category	West Region	2696 Sum of Quantity	357.30 Average of Sales	11,504.95 Sum of Profit
Office Supplies	Central	5409	117.46	8,879.98

State and Sales



Top 25 Returned by Order ID



Count of Returned Items

800

Count of Returned

Count of Order Id

296

Count of Order ID

Summarization of the Dashboard

Total Sales : ₹2.3M, a key metric that reflects the total revenue generated by the store across all regions, products, and categories.

Total Profit : ₹286.4K, which indicates the store's profitability after expenses, providing a clear picture of the store's financial health.

Customer Analysis : This refers to the number of unique customers who made purchases in the store.

Postal Code Count : 631 unique postal codes, which highlights the geographic distribution of customers.

State Count : 49 states contribute to the sales, providing a broad geographic reach.

These metrics are important for understanding the market reach and for planning targeted marketing or customer engagement strategies.

Total Products: 1850 unique products available in the store, showcasing the variety offered to customers.

Sub-Categories: The products are divided into 17 sub-categories, such as phones, chairs, and storage, allowing detailed insights into the performance of each type of product.

This segmentation allows analysts to identify high-performing product lines, optimize inventory, and develop marketing strategies for each category.

Sales Distribution Across Regions:

- sales are distributed across 4 regions **West**, **East**, **Central**, and **South**.
- By comparing sales performance across these regions, it becomes easier to identify which regions are performing well and which need additional focus or strategy adjustments.

Sales by Ship Mode:

Profit by State :

- States like **California** contribute the most to both sales and profit, with **₹310,876.27** in sales and **₹74,038.55** in profit.
- **New York** shows a loss of ₹25,729.36, indicating potential challenges in that market, such as higher operational costs or lower sales efficiency.
- Understanding which states are more profitable helps the business to focus on high-performing areas and implement corrective measures in underperforming states.

Sales by Category:

- The data reveals how the store's revenue is divided among three major categories:
- **Technology**: ₹742K (36.4% of total sales)
- **Furniture**: ₹719.05K (32.3% of total sales)
- **Office Supplies**: ₹836.15K (31.3% of total sales)
- This breakdown indicates that **Technology** and **Furniture** categories dominate, and any strategic focus to further push these categories can yield significant returns.
- Understanding category performance helps in deciding where to focus resources (e.g., promotions, stock) and in identifying opportunities for category-specific marketing campaigns.

Discount and Profit Impact:

- **Average Discount**: 15.62% across the store, and the **Maximum Discount** is 80%.
- Discounts play a key role in boosting sales, but this comes at the cost of margins. The data can help evaluate whether discounts are strategically benefiting the store's profit or just driving sales volume without adding profit.
- By tracking the effect of discounts on sales and profit margins, the store can fine-tune promotional strategies and achieve a better balance between sales volume and profitability.

Customer and Return Analysis:

- **Top 25 Customers**: The data shows the top customers by sales, such as **Sean Miller** with ₹23K in sales.
- **Return Analysis**:
- The **Top 25 Returned Orders** helps identify which products or customers are contributing to returns. This can point to issues like