

Superstore Sales Dashboard

2019-2022

Year

20192022

Total Sales
\$1.12M

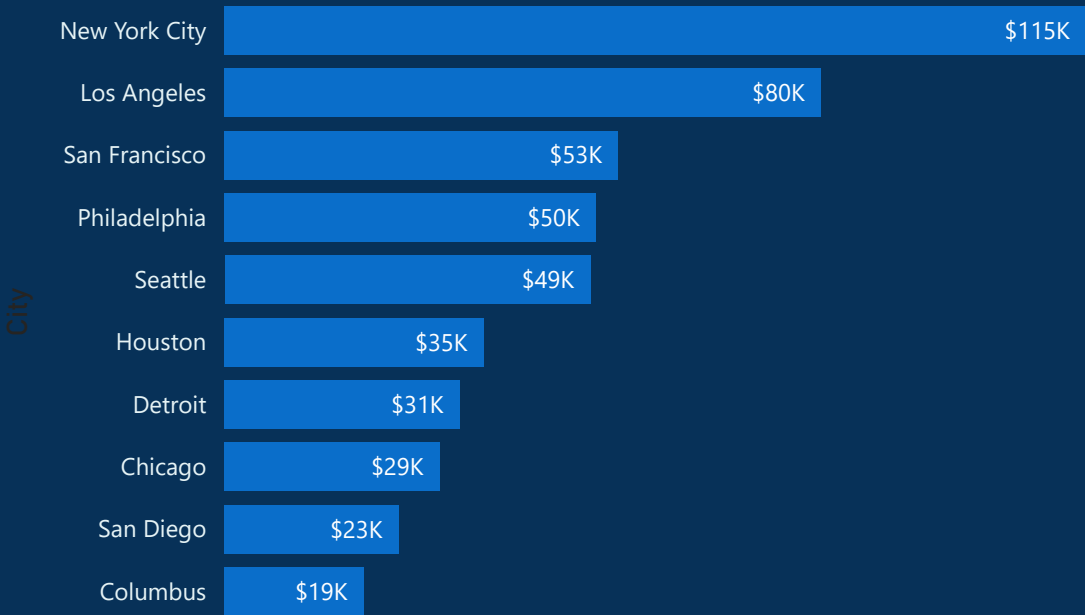
Total Profits
\$106.94K

Total Orders
5111

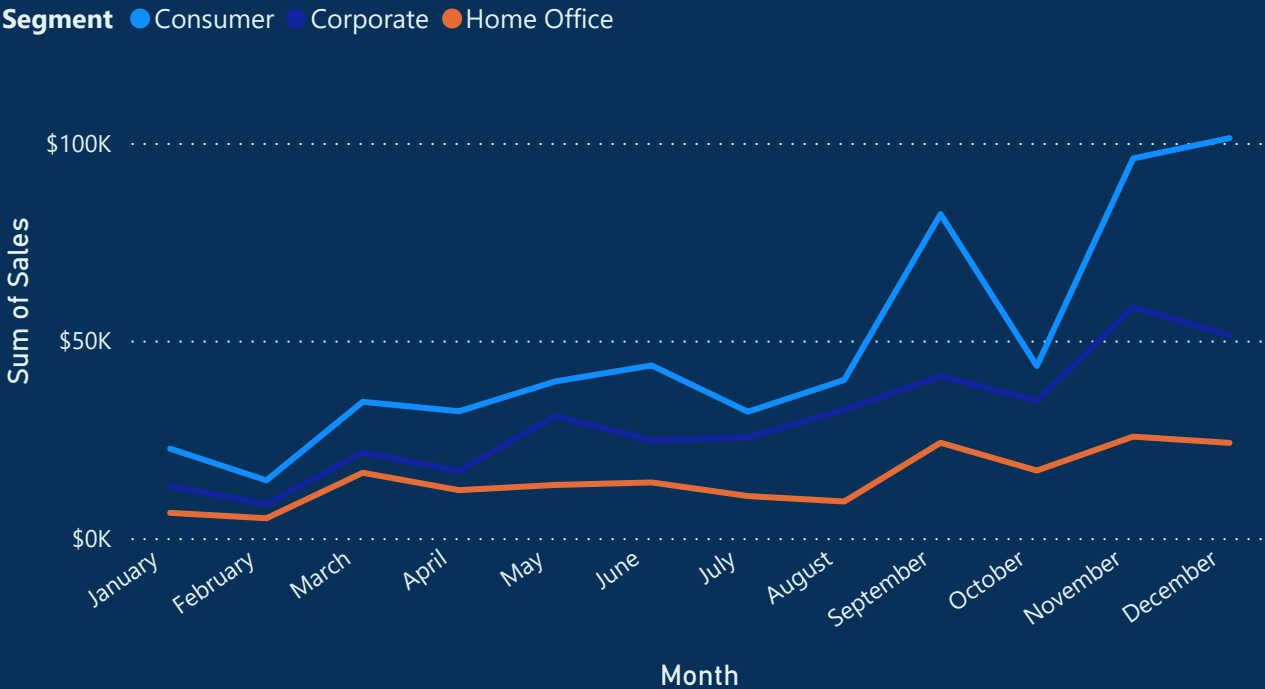
Total Discount
\$850.44

Total Quantity
19K

Top Ten Sales by City



Sum of Sales by Month and Segment



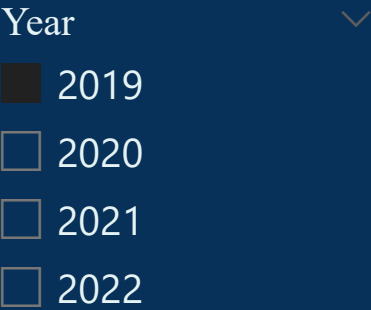
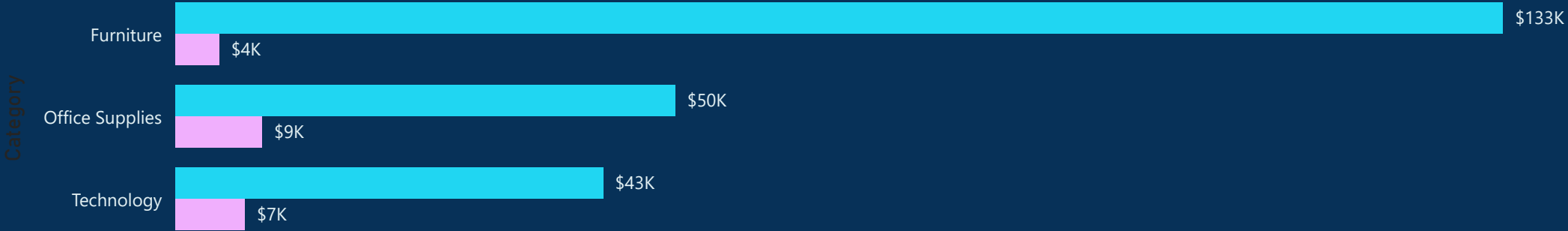
Summary

This page delivers a snapshot of Superstore’s performance using key business metrics—**Total Sales, Profit, Discount, Orders, and Quantity Sold**. An interactive **year filter (2019–2022)** allows users to explore performance trends over time. A **line chart** illustrates monthly sales patterns by customer segment, while a **bar chart** spotlights the **Top 10 performing cities** by sales, helping identify high-revenue locations. This overview sets the stage for deeper exploration in the pages that follow

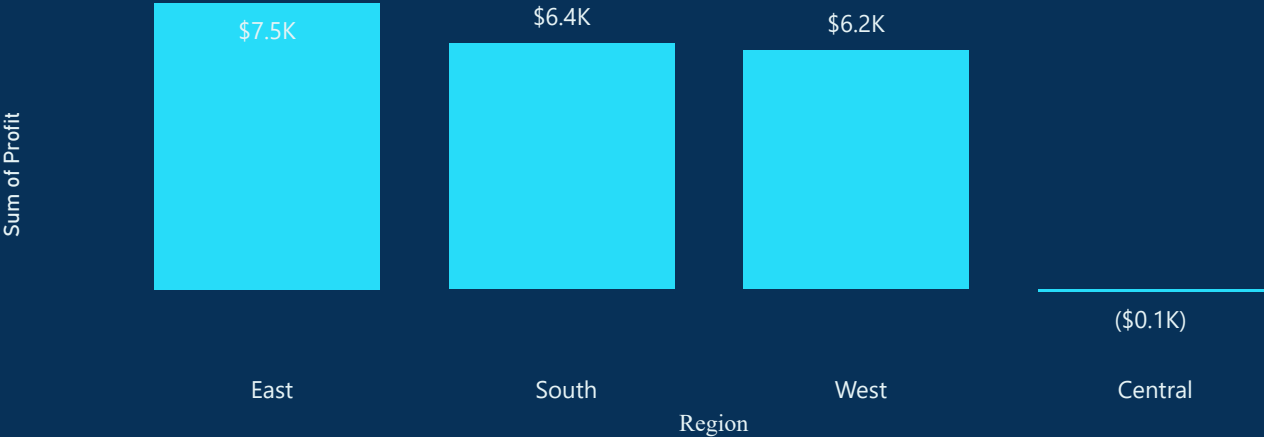
Sales and Profit Breakdown

Total Sales and Profit by Category

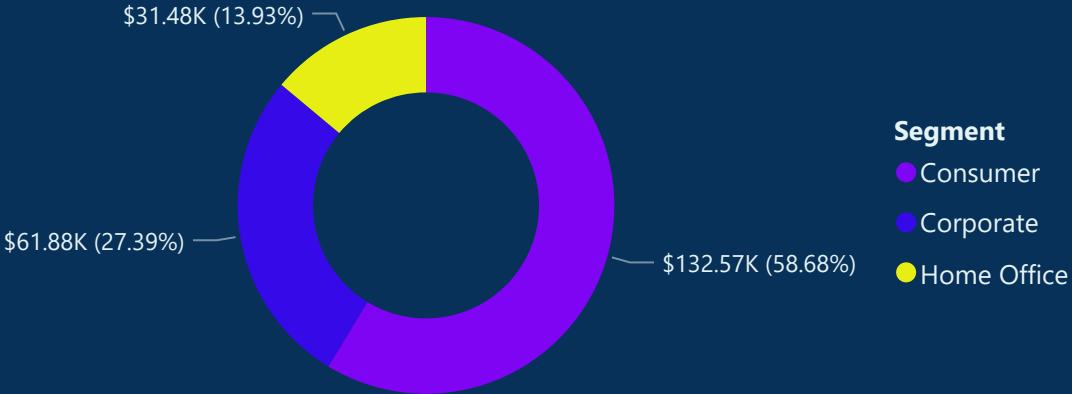
Sum of Sales Sum of Profit



Sum of Profit by Region



Sum of Sales by Segment

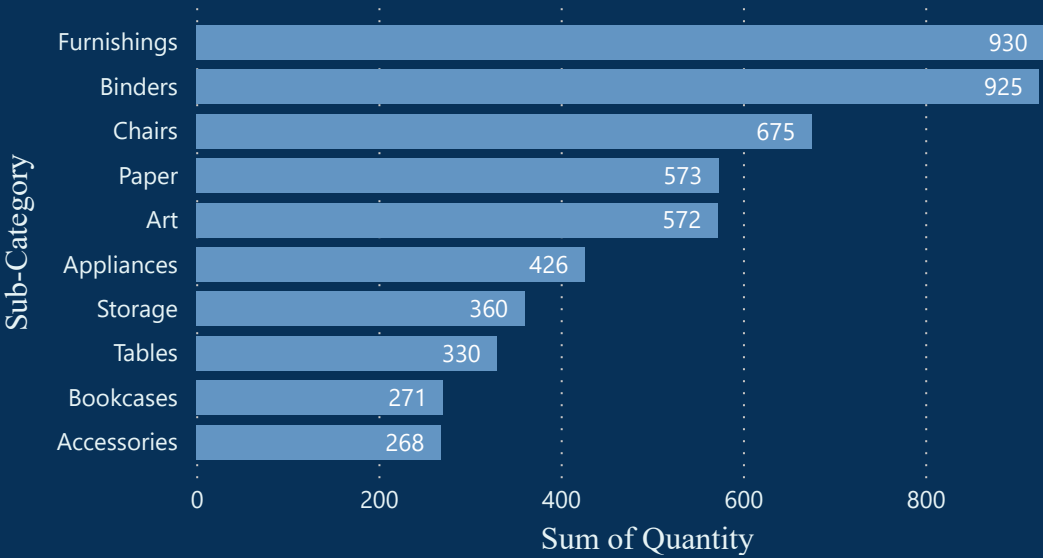


Summary

This page provides a detailed view of **sales and profit performance** by **category, sub-category, and region**. Use the **year slicer** to explore how these metrics have changed from 2019 to 2022. The visuals highlight top-performing products and regions, helping identify key drivers of revenue and profitability

Product Quantity Distribution & Trends

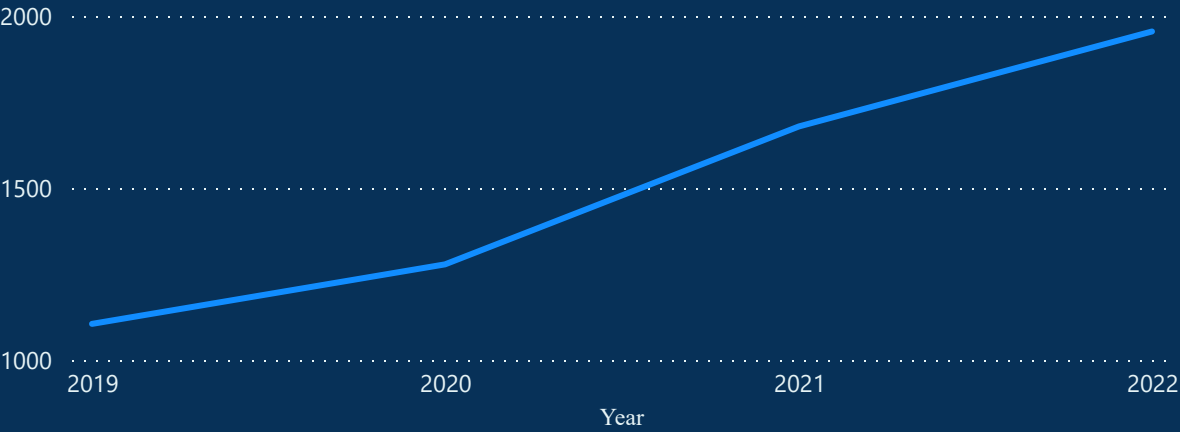
Top 15 Total Quantities by Sub-Category



Year

All

Total Quantity by Year, Quarter, Month and Day

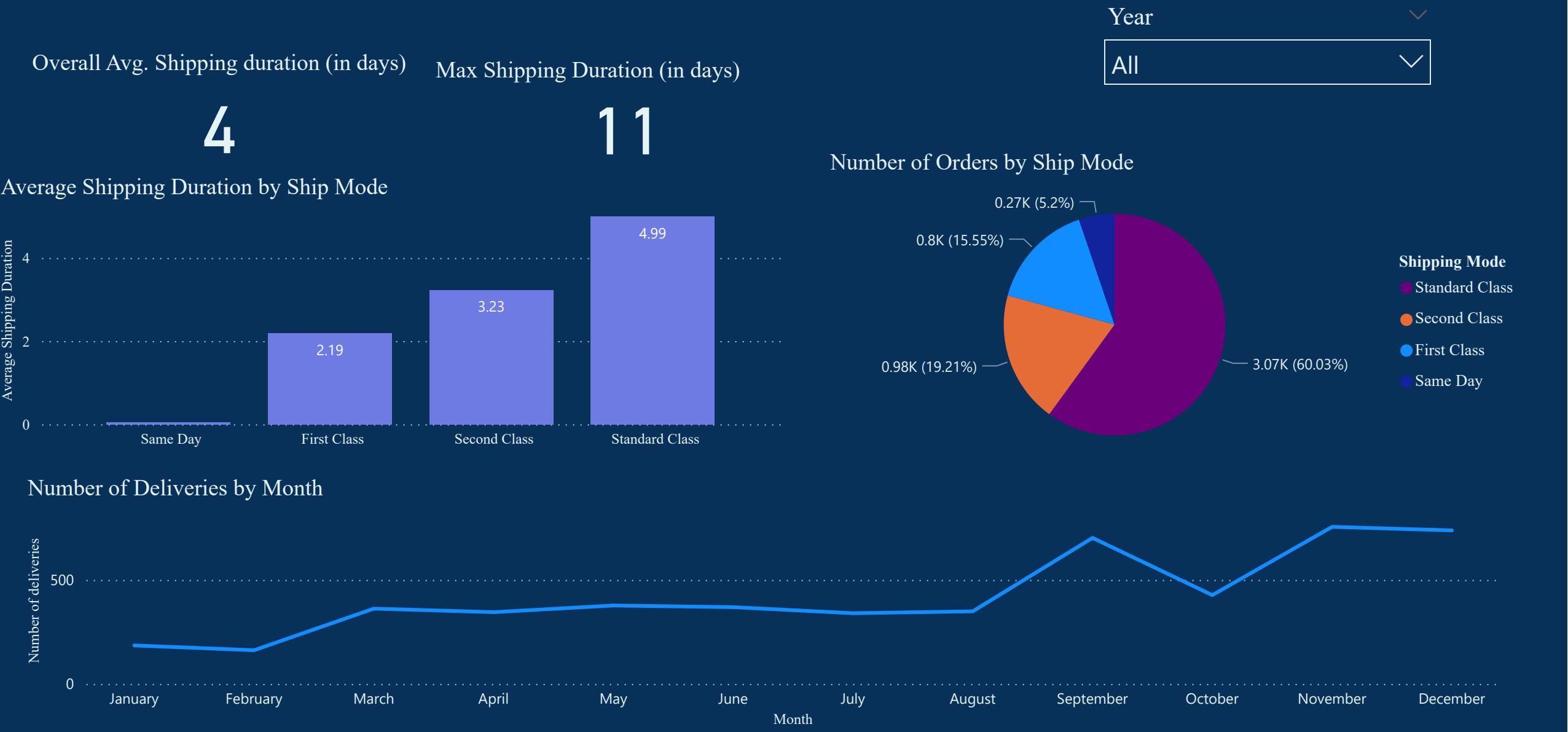


Total Quantity by Region



Exploration product quantities by sub-category, year, and region. It provides insights into demand trends and regional distribution to guide inventory and sales strategies.

Shipping Performance & Trends



This page analyzes delivery efficiency by highlighting average and maximum shipping durations. It also breaks down performance by shipping mode, revealing differences in speed and usage patterns. The insights help identify which methods offer faster delivery and where delays may occur.

Recommendations

- Focus on boosting sales in **New York**, as it has the highest potential for growth. Target marketing and promotional efforts to this region to capitalize on its strong performance.
- Focus on improving shipping logistics for the **slowest shipping mode (standard class)** to reduce delivery times and improve customer satisfaction.
- Optimize stock levels for **[Chairs/Furniture]** to ensure high-demand products are available when customers orders