# Super Store Sales Analysis

1. Key Performance Indicators (KPIs):

The dashboard highlights the store's overall performance at a glance:

- **Sales:** The store made **₹1.6 million** in total sales, showing strong business activity.
- **Orders**: Total **22.3K** orders were placed, showing that products are selling well and customers are actively buying.
- **Profit:** A solid **₹175K profit** was earned, showing good cost control.
- **Ship Days:** (Average Delivery Time) Orders are delivered in about **4 days**, demonstrating effective shipping and order fulfillment.
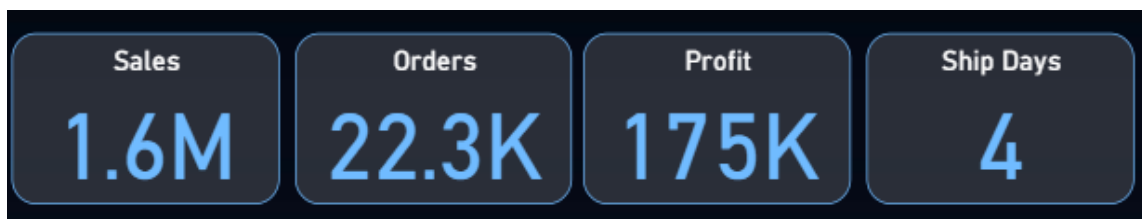

2. Sales by Segment:

The "Sales by Segment" donut chart reveals customer-type contribution:

- **Major Segment:** Consumers lead with the highest share of sales (**48%**), followed by Corporate (**33%**).
- **Smaller Segment:** Home Office contributes the least (**19%**), suggesting opportunity for targeted marketing.

The store serves a broad mix of customers, with most sales driven by individual (consumer) buyers.
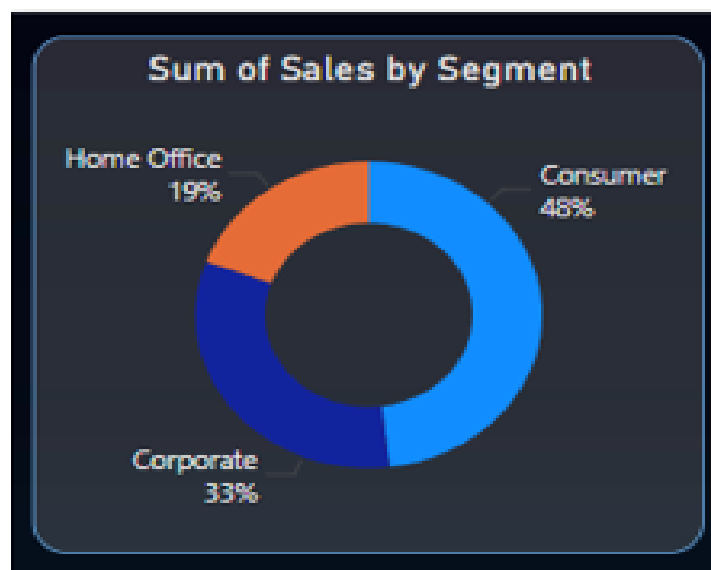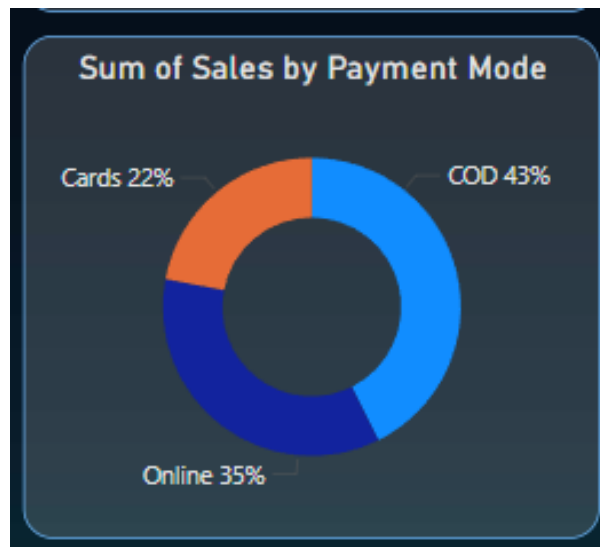
3. Sales by Payment Mode:

This visualization tracks how customers prefer to pay:

- **Top Method:** Cash on Delivery (COD) dominates with **43%** of transactions.
- **Digital Use:** Online payments account for **35%**, while cards are used for **22%**.

COD remains most popular, but there is significant adoption of digital payment options.
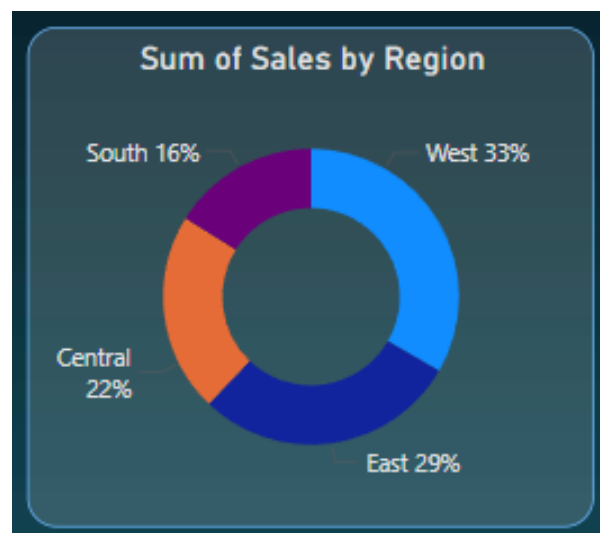

4. Sales by Region:

The chart presents a regional breakdown of sales performance:

- **Strong Regions:** The West and East regions lead in total sales.
- **Weaker Areas:** The South region contributes the least (**16%**).

There is strong performance in specific regions, while others present room for growth and engagement.
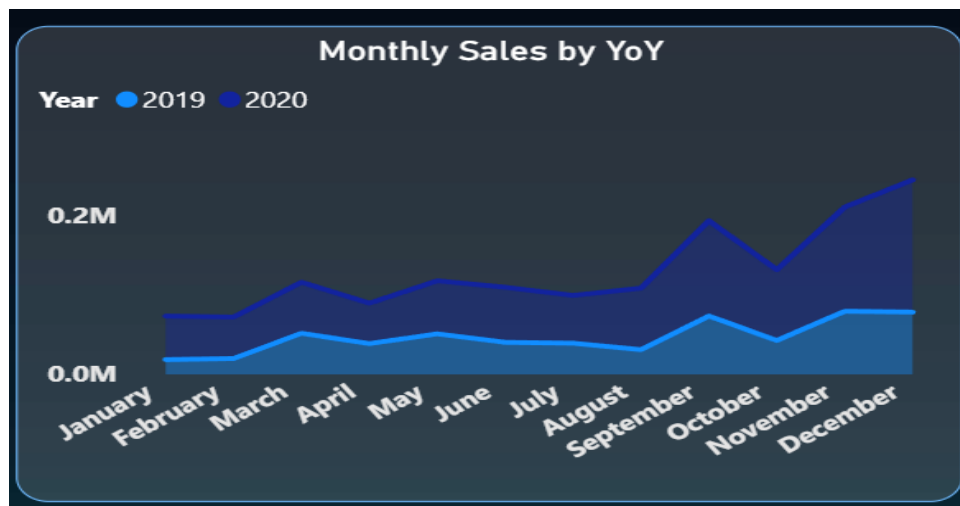
5. Monthly Sales:

The "Monthly Sales" line chart compares performance across two years:

- **Growth Pattern: 2020** shows higher sales than **2019**, especially in the final quarter.
- **Peak Months: November** and **December** highlight seasonal or promotional success.

End-of-year campaigns appear effective, making Q4 a strategic period for boosting sales.

6. Monthly Profit:

The profit line chart shows earnings trends over time:

- **Improved Profitability: 2020** consistently outperformed **2019** in profitability.
- **Spikes:** Significant profit jumps seen in **May, October,** and **December**.

Improved margin strategies or high-value product sales contributed to higher profits in specific months.
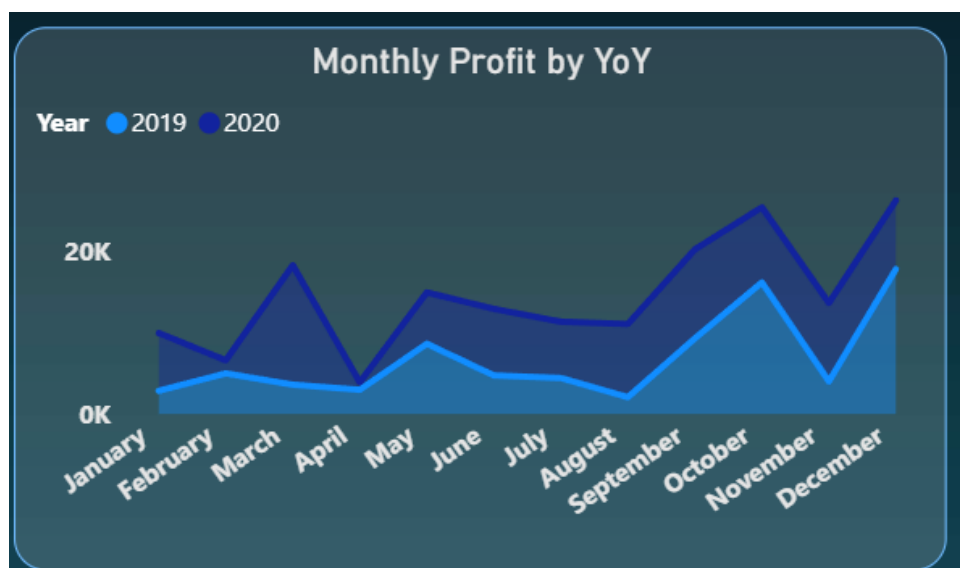
7. Sales by Ship Mode:

This bar chart analyzes preferred delivery options:

- **Most Used:** Standard Class leads with the highest sales value.
- **Less Used:** Same-Day delivery has the smallest share.
- Customers prefer reliable and cost-effective shipping over faster, premium options.
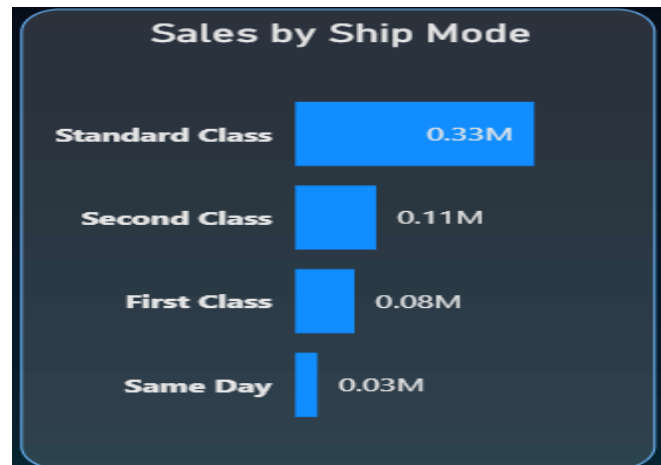
8. Sales & Profit by State (Map):

This geographic visualization highlights performance across states:

- **Sales Hubs:** Larger circles in certain regions denote high-volume states.
- **Profit Intensity:** Darker blue shades reflect higher profit concentration.
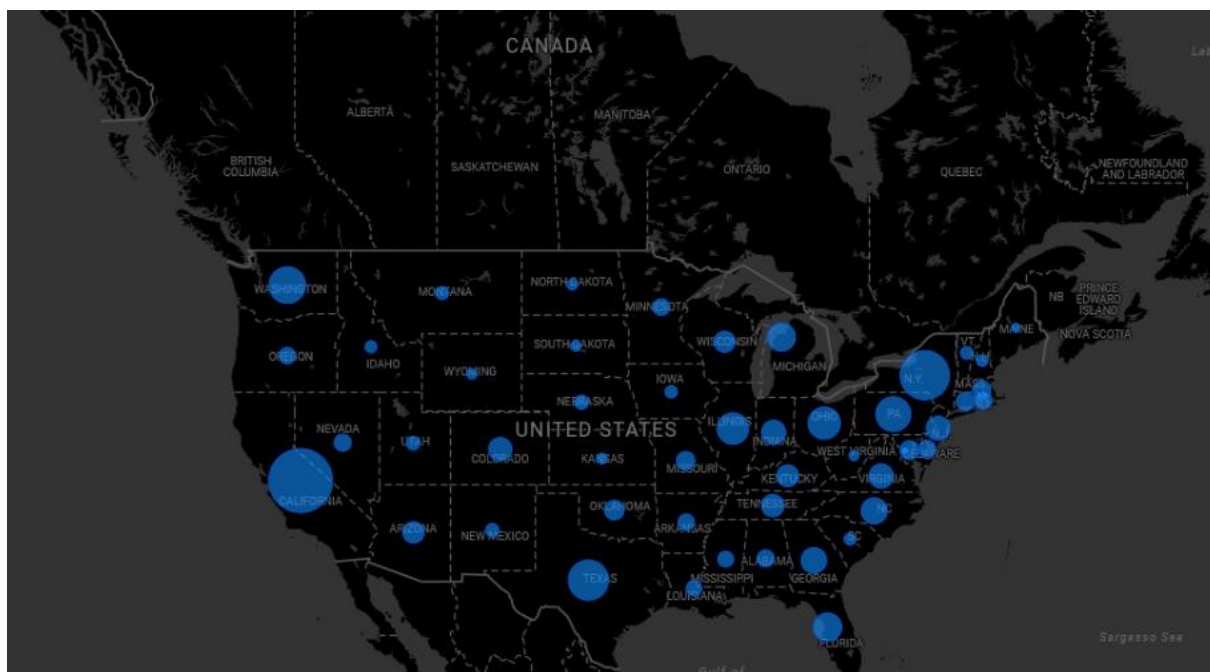
9. Sales by Category:

This bar chart summarizes sales across product categories:

- **Leading Category:** Office Supplies has the highest sales, followed by Technology and Furniture.

10. Sales by Sub-Category:

A detailed view of top-selling sub-categories:

- **Top Products:** Phones, Chairs, and Binders are the most sold sub-categories.

These products are high in demand and likely major revenue drivers.