



Superstore Sales Dashboard

Objectives and Dataset Overview

I have used the Superstore sales.csv data set from Kaggle.

The Table includes the following Rows for our operation

Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment (Based on type of use), Address, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Discount, Profit.

We will see the

- Sales of the store by Category, Sub Category and Shipment mode by using Cluster Column Chart.
- Monthly Sales and Profit of the Store by using Stacked Area Chart.
- Sum of sales by region using Pie Chart.
- Sum of sales by segment using Donut Chart.
- I have also used Slicers to see changes based on different regions for better understanding.
- Cards option for Evaluating Sum of Sales and Profit of the store at one glance.
- A line Chart to evaluate sum of sales by order date if required.
- A simple table for only knowing the important data from the given table like the Profit and Sale by Category.

We can use Data View for Changing and Sorting the Table.

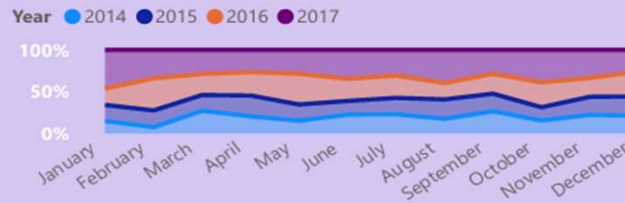
Here is an Overview of the Dashboard

Superstore Sales Dashboard

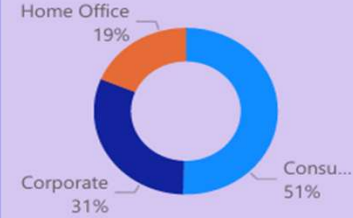
Sales by Category



Monthly Sales by YoY



Sum of Sales by Segment



Region

Central East South West

2.30M

Sum of Sales

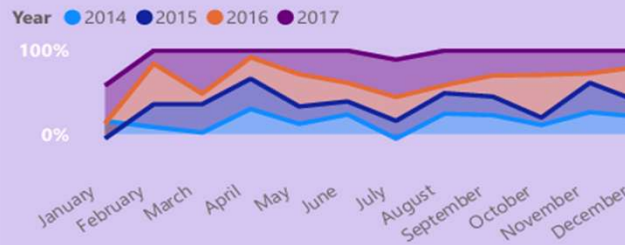
286K

Sum of Profit

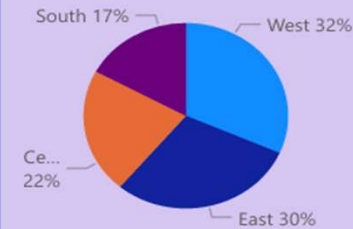
Sales by SubCategory



Monthly Profit by YoY



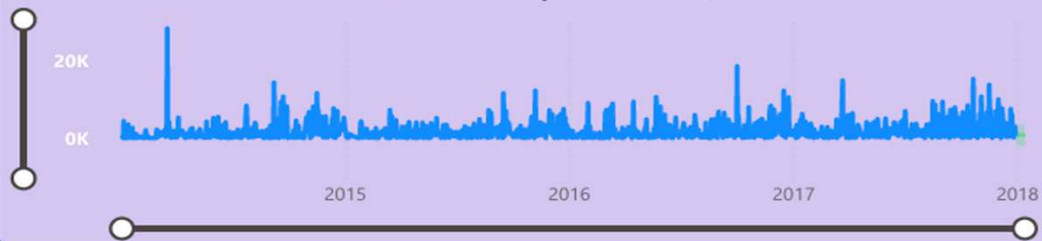
Sum of Sales by Region



Sales by Ship Mode



Sum of Sales by Order Date



Day	Category	Sum of Sales	Sum of Profit
ry 3	Office Supplies	16.45	5.55
ry 4	Office Supplies	288.06	-65.99
ry 5	Office Supplies	19.54	4.88
ry 6	Furniture	2,573.82	746.41
ry 6	Office Supplies	685.34	293.86
ry 6	Technology	1,147.94	317.78
ry 7	Furniture	76.73	-53.71
ry 7	Office Supplies	10.43	-18.25
ry 9	Office Supplies	9.34	1.17
ry 9	Technology	31.20	9.75
ry 10	Furniture	51.94	21.30
ry 10	Office Supplies	2.89	1.36
ry 11	Furniture	9.94	3.08
ry 13	Furniture	879.94	91.28
ry 13	Office Supplies	2,027.12	323.66
		2,297,200.86	286,397.02

KPI's and Insights of the Dashboard

Key KPIs

- Total Sales (Sum of Sales): 2.30M
- Total Profit (Sum of Profit): 286K
- Top Sales Category: Technology – 0.84M
- Top Sub-Category: Phones & Chairs – 0.33M each
- Top Ship Mode: Standard Class – 0.52M
- Top Customer Segment: Consumer – 51% of Sales
- Top Region by Sales: West – 32% of Sales

Insights

1.Sales by Category

1. Technology leads with **0.84M**, followed by Furniture (**0.74M**) and Office Supplies (**0.72M**).
2. Technology is the primary revenue driver.

2.Sales by Sub-Category

1. Phones & Chairs contribute equally (**0.33M each**) and are the top-performing sub-categories.
2. Storage follows with **0.22M** sales.

3.Sales by Ship Mode

1. Majority of sales happen via **Standard Class (0.52M)**, while **Same Day shipping** has the lowest (**0.05M**).
2. Customers prefer cost-effective shipping methods.

4.Sales by Segment

1. **Consumer segment dominates (51%)**, followed by Corporate (**31%**) and Home Office (**19%**).
2. Marketing focus should stay strong on **Consumer**, but Corporate also has significant share.

5.Sales by Region

1. **West (32%)** and **East (30%)** are the highest contributors.
2. Central (**22%**) and South (**17%**) lag behind, indicating potential for growth.

6.Monthly Sales & Profit (YoY)

1. Sales trend is **steady across 2014–2017**, with **slight growth in 2017**.
2. Profits fluctuate more, suggesting **cost control issues in some months**.
3. Some months (like May & November) show **profit dips despite stable sales**.

7.Detailed Sales- Profit Table

1. Certain categories like **Furniture** show **negative profit margins** on some days (e.g., -53.71), indicating **unprofitable transactions**.
2. Technology shows consistent positive profit margins.

Business Recommendations

- 1.Boost Technology Sales** – Continue investing in top-performing Technology and expand Phones category.
- 2.Fix Furniture Margins** – Review pricing/discounts and supplier costs to reduce negative profits.
- 3.Focus on Consumer Segment** – Strengthen loyalty programs and targeted promotions (51% of sales).
- 4.Grow South & Central Regions** – Run localized campaigns and improve logistics to increase share.
- 5.Optimize Shipping** – Keep Standard Class as default, but upsell Same-Day/First Class to Corporate clients.
- 6.Profit Monitoring** – Track unprofitable SKUs and adjust discount strategies to stabilize margins.

Overall Takeaway:

- ✓ **Technology & West Region** are the strongest performers.
- ✓ **Consumer segment** is the key revenue driver.
- ✓ **Furniture category** requires cost/profitability optimization.
- ✓ **Same Day shipping** has very low usage, showing customer preference for cost-effective shipping.
- ✓ Profit fluctuations highlight a need to **review pricing & discount strategies**.