**Objective of the Megastore Sales Dashboard**

The objective of the Megastore Sales Dashboard is to provide a comprehensive and detailed analysis of the sales performance, profitability, and customer behaviour. The dashboard aims to:

* Track and visualize key sales metrics.
* Identify trends and patterns in sales data.
* Highlight top-performing products and categories.
* Understand customer purchasing behaviour.
* Inform strategic decision-making for sales and marketing initiatives.
* Improve overall business performance by identifying areas of strength and opportunities for growth.

**Description of the Dashboard**

The Megastore Sales Dashboard includes the following key components:

* **Sales Metrics**: Total sales, total profit, average discount, and total quantity sold.
* **Sales by Sub-Category and Month**: Visualization of sales performance across different product sub-categories over various months.
* **Sales by Day and Month**: Daily sales trends within specific months.
* **Sales by Major Category**: Breakdown of sales across major categories like Office Supplies, Furniture, and Technology.
* **Top 10 Customers**: List of top customers based on sales and profit contributions.

**Findings from the Dashboard**

1. **Overall Performance (2020)**:
   * **Total Sales**: $80.79K
   * **Total Profit**: $7,276
   * **Average Discount**: 17.2%
   * **Total Quantity Sold**: 1,620 units
2. **Sales by Sub-Category**:
   * Significant sales in sub-categories such as Accessories, Appliances, Chairs, and Copiers.
   * Monthly analysis reveals seasonal trends or successful promotional periods.
3. **Daily Sales Trends**:
   * Variations in daily sales suggest the impact of marketing activities or special events.
   * Certain days show higher sales, indicating effective sales strategies on those dates.
4. **Sales by Major Category**:
   * **Office Supplies**: 35.66% of total sales ($26.02K)
   * **Furniture**: 32.12% of total sales ($25.95K)
   * **Technology**: 32.22% of total sales ($28.81K)
5. **Top 10 Customers**:
   * The top customer, Nick Crebassa, contributed $5,282.70 in sales and $445 in profit.
   * Total sales from the top 10 customers amounted to $23,889.50, highlighting their importance to overall performance.

### Story for Stakeholders

Analysing the Megastore Sales Dashboard for 2020, we observe a robust sales performance with total sales reaching $80.79K and a profit of $7,276. Despite offering an average discount of 17.2%, we managed to sell 1,620 units. Our detailed breakdown shows that Accessories, Appliances, and Chairs are among our best-performing sub-categories, especially during certain months, suggesting effective seasonal promotions.

Daily sales trends reveal the influence of specific marketing activities and events, with some days showing significant spikes in sales. This indicates the potential for further optimizing our promotional strategies.

Office Supplies lead our sales by category, accounting for 35.66% of total sales, followed closely by Technology and Furniture. This balanced distribution underscores our diverse product appeal.

Our top 10 customers have been instrumental, contributing nearly $24K in sales. Notably, Nick Crebassa stands out with over $5K in sales. Fostering these key relationships can drive future growth.

These insights guide our strategic planning, helping us capitalize on strengths and address areas for improvement, ensuring continued success in the competitive market.