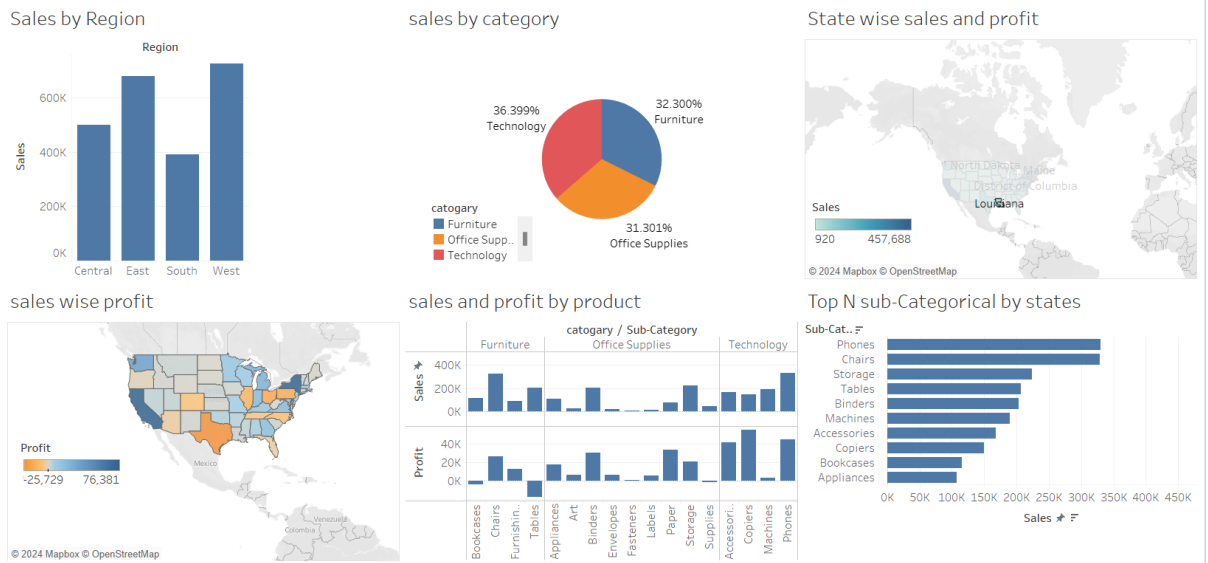


# Superstore Data Analysis



## ○ Purpose of the Dashboard:

The purpose of this dashboard seems to be to analyze and visualize sales data across different dimensions, providing insights into the performance of a business.

Key insights that can be gained from this dashboard:

- **Regional Performance:**

The Sales by Region section allows you to compare sales figures across different regions, identifying the top-performing areas.

- **Profitability:**

The Sales wise profit section helps you understand the profitability of each region, providing a deeper understanding of the financial health of the business.

- **Category Analysis:**

The Sales by Category pie chart helps identify the contribution of different product categories to overall sales, highlighting the top-performing categories.

- **Product Performance:**

The Sales and Profit by Product chart provides a detailed view of sales and profit for each product, allowing for the identification of top-performing products and areas for improvement.

- **State-wise Performance:**

The State wise sales and profit section allows you to drill down into sales and profit figures for each state, helping to identify regional trends and variations.

- **Sub-Category Analysis:**

The Top N sub-categorical by states section provides a granular view of sales and profit for different sub-categories within each state, allowing for a detailed analysis of product performance.

## ○ Audience Identification:

This dashboard appears to be aimed at a business audience, specifically those interested in sales and profit analysis.

- Sales Managers: To track sales performance by region, category, and product.
- Business Analysts: To analyze sales trends and identify areas for improvement.
- Executives: To get a high-level overview of the company's sales performance.

## ○ Provide an Overview of the Data:

The dashboard presents a comprehensive view of sales and profit data a business, likely a retail company.

Key Metrics:

- Sales: total sales generated across different regions, categories, products.
- Profit: total profit generated, alongside a breakdown by region, category, product.
- Visualizations:
- Map: Displays sales and profit figures across different regions, providing a geographical perspective on performance.
- Bar Charts: Sales by Region, Sales by Category, Sales& profit by Product, Top N Sub-categories by State.
- Pie Chart: shows the percentage contribution.

## ○ Explain the Metrics and KPIs Tracked:

The Dashboard is tracking various sales and profit metrics, likely for a retail business.

- State-wise sales and profit.
- Top N Sub-Categorical Sales and Profit by States.
- Sales and Profit by Product.
- Sales by Category.

## ○ Segment the Dashboard Insights into Sections:

The dashboard can be segmented into the following sections:

- Top Left: State-wise Sales and Profit
- Top Center: Top N Sub-Categorical Sales by States
- Top Right: Sales and Profit by Product
- Bottom Right: Sales by Category

## ○ Describe Patterns & Trends:

- Top Sub\_ Categories: The Top N Sub-Categorical by States chart reveals that Phones and Chairs are the top-selling sub-categories across states.
- State-wise Performance: The State wise sales and profit chart indicates strong sales in California and New York, with a significant profit margin.

- **Product Performance:** The Sales and profit by product chart highlights the strong performance of Technology products in terms of sales, while Office Supplies contribute significantly to profit.
- **Sales vs. Profit:** The Sales wise profit chart shows that not all high-selling products yield high profits. Some products with high sales may have lower profit margins.
- **Category Distribution:** The Sales by category pie chart shows that Technology products dominate sales, followed by Office Supplies and Furniture.

## ○ **Highlight Outliers or Anomalies:**

Based on the image, here are a few potential outliers or anomalies:

- **Top N Sub-Categorical by States:** The sub-category "Phones" stands out as the clear leader in sales.
- **Sales and Profit by Product:** There's a product with notably high sales but low profit, creating a large gap between the two bars.
- **Sales Wise Profit:** Some states are showing negative profit, contrasting with the majority that have positive profit.

## ○ **Draw Actionable Insights:**

- **Focus on Technology Products:**

The sales and profit by product chart indicates that Technology products generate significantly higher sales compared to Furniture and Office Supplies. Consider increasing investment in marketing and sales efforts for Technology products.

- **Top Performing Sub-Categories:**

The Top N Sub-Categorical by states chart shows the best-selling sub-categories. Focus on promoting these sub-categories further and potentially expanding their product lines.

- **Investigate Underperforming States:**

The State-wise sales and profit chart highlights states with lower sales. analyse the reasons behind the underperformance and implement strategies to improve sales and profitability in these areas.

- **Explore Profitability by Sub-Category:**

Analyse the profit margins for each sub-category within each category. This will help us identify which sub-categories are the most profitable and allocate resources accordingly.

- **Leverage Sales by Category:**

The sales by category chart shows the overall sales distribution across categories. Utilize this information to tailor marketing campaigns and inventory management strategies for each category.

- **Improve Profitability in Low-Profit States:**

Identify states with low or negative profits and implement targeted strategies to improve profitability in these areas. This could include adjusting pricing strategies, optimizing distribution networks, or focusing on specific product categories.

## ○ **Include Future Recommendations:**

- **Customer segmentation:** Analyse sales and profit by customer segments to identify high-value customers and tailor marketing strategies.
- **Time-Series Analysis:** Track sales and profit trends over time to identify seasonality, growth patterns, and potential areas for improvement.
- **Profitability Analysis:** Conduct a deeper analysis of product-level profitability, considering factors like cost of goods sold and marketing expenses.
- **Sales Performance by Region:** Analyse sales performance by region to identify areas with high potential and areas needing improvement.

## ○ **Summarize Key Insights:**

This dashboard presents sales and profit data across different states and product categories.

- **Top Performing Sub-Categories:** The Top N Sub-Categorical Sales and Profit by States chart reveals that phones, chairs, and storage are the leading sub-categories in terms of both sales and profit.
- **Sales and Profit by Product:** The Sales and Profit by Product bar chart displays the sales and profit figures for each product sub-category.
- **Geographical Distribution:** The map visualization provides a geographical breakdown of sales and profits across different states.
- **Sales by Category:** The Sales by Category pie chart illustrates the distribution of sales across different product categories, with technology and office supplies dominating the sales figures.

