Superstore Sales Dashboard Report

Objective

To analyse sales, profit, region-wise performance, and shipping trends using Superstore data.

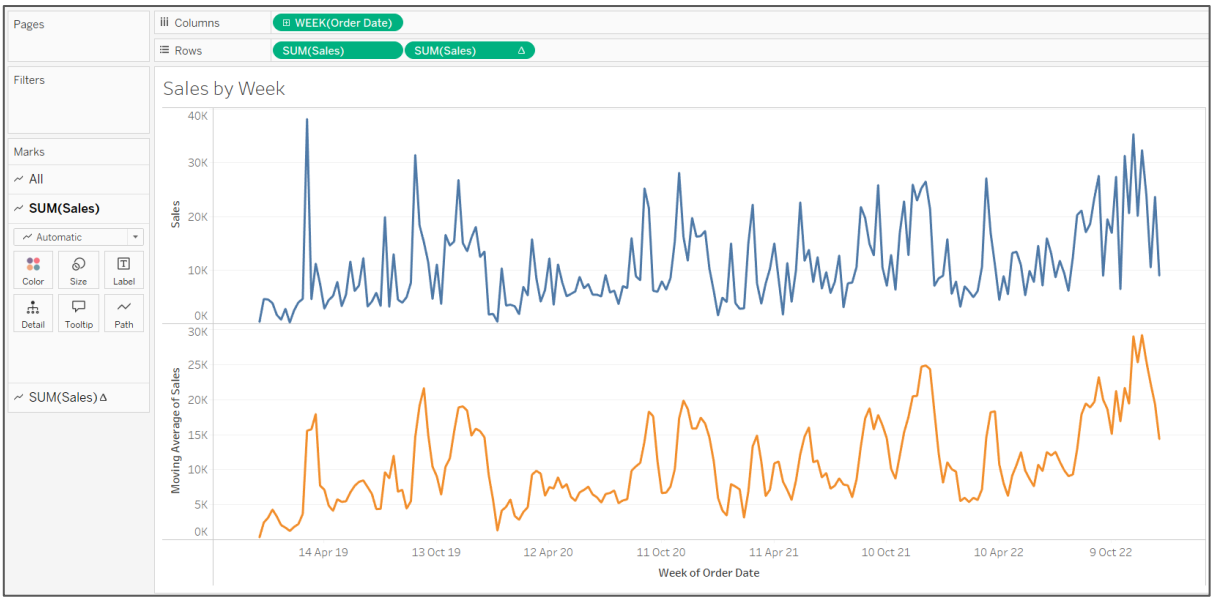
Dashboard 1: Regional & Segment-wise Sales

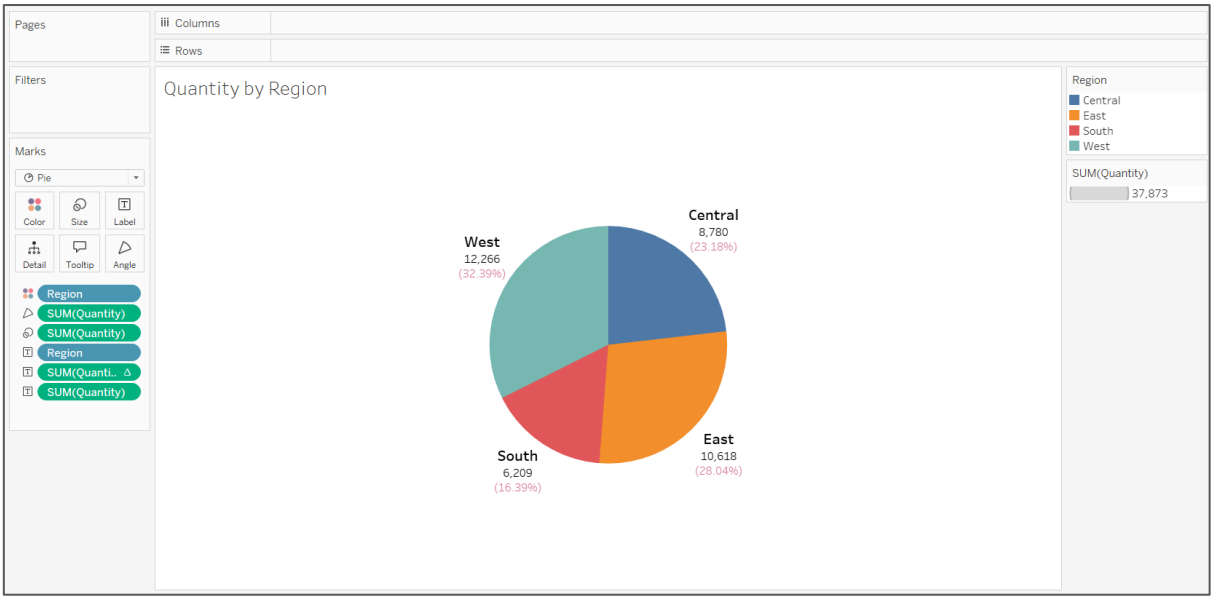
Key Highlights:

- **Top Segment**: Consumer (₹11.6L sales)
- **Most Profitable Category**: Technology (₹1.45L profit)
- **Low Profit**: Furniture (₹18K only)
- **Weekly Sales**: Sales increasing over time with seasonal peaks
- **Top Region by Quantity**: West (32.39%), **Lowest**: South (16.39%)

Insights:

- Focus on Consumer and Technology for growth
- Improve Furniture category's profit
- South region may need marketing or operational boost

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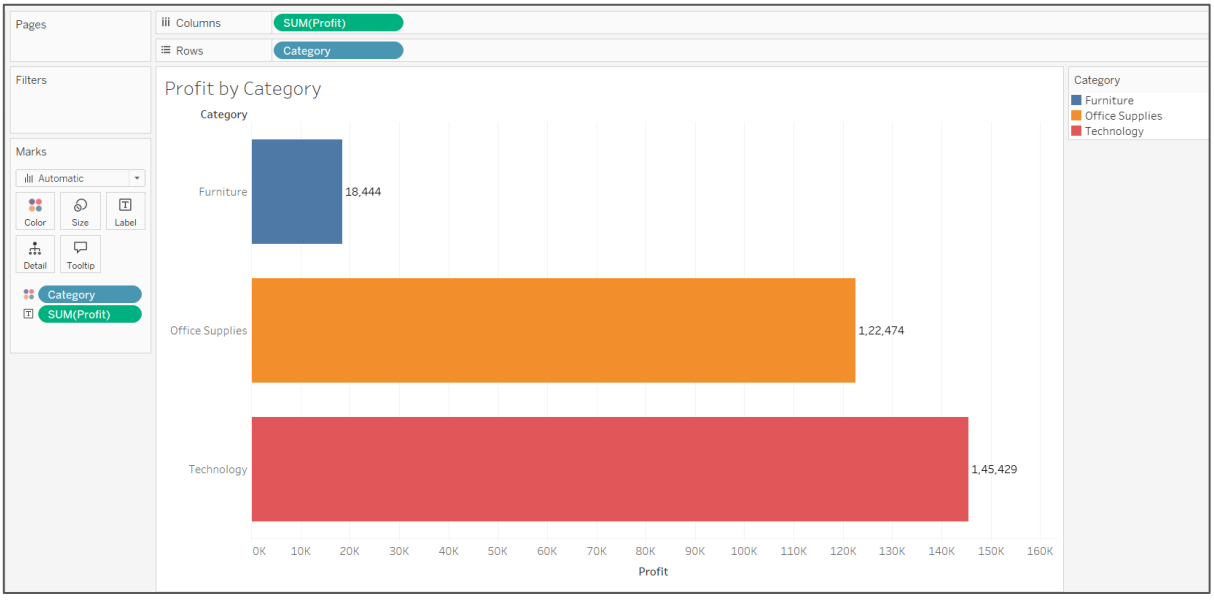
Region
SUM(Quantity)
SUM(Quantity)
Region
SUM(Quanti..
SUM(Quantity)
Quantity by Region
Central
8,780
(23.18%)
West
12,266
(32.39%)
East
10,618
(28.04%)
South
6,209
(16.39%)
Region
Central
East
South
West
SUM(Quantity)
37,873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SUM(Profit)
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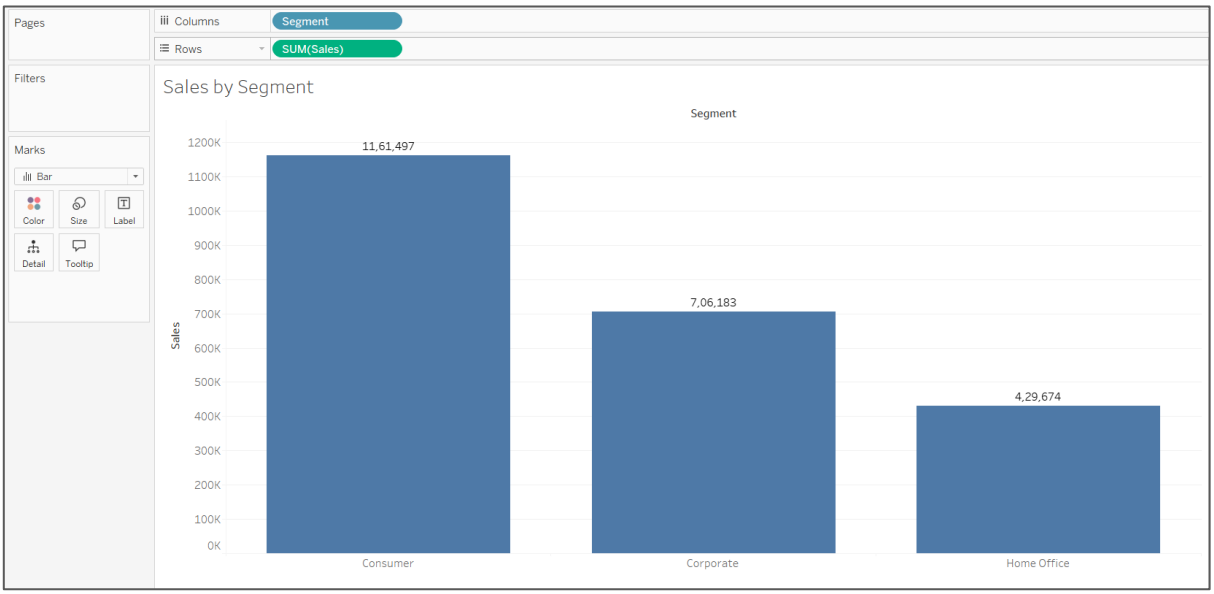
Category
SUM(Profit)
Profit by Category
Category
Furniture
18,444
Office Supplies
1,22,474
Technology
1,45,429
0K
10K
20K
30K
40K
50K
60K
70K
80K
90K
100K
110K
120K
130K
140K
150K
160K
Profit
Category
Furniture
Office Supplies
Technology


Pages
Columns
Segment
Rows
SUM(Sales)
Filters
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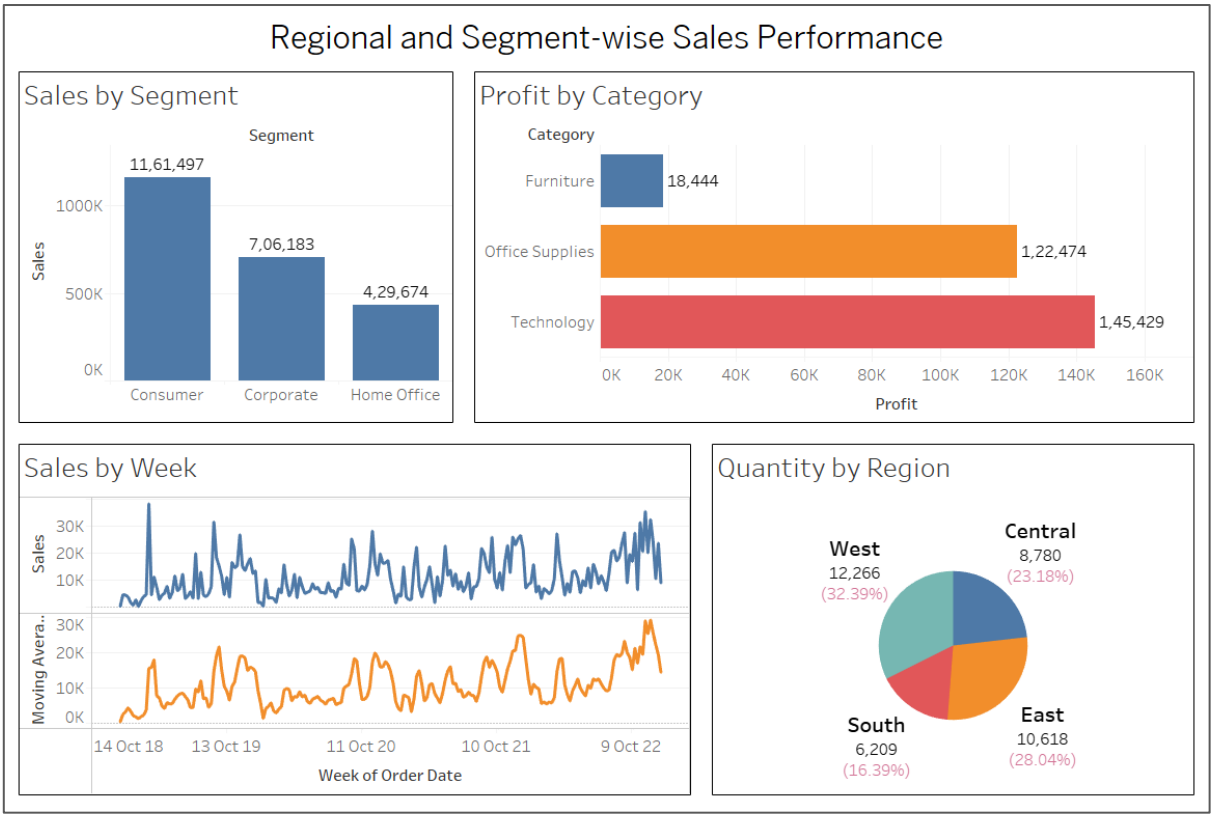
Sales by Segment
Segment
1200K
1100K
1000K
900K
800K
700K
600K
500K
400K
300K
200K
100K
0K
Sales
11,61,497
7,06,183
4,29,674
Consumer
Corporate
Home Office



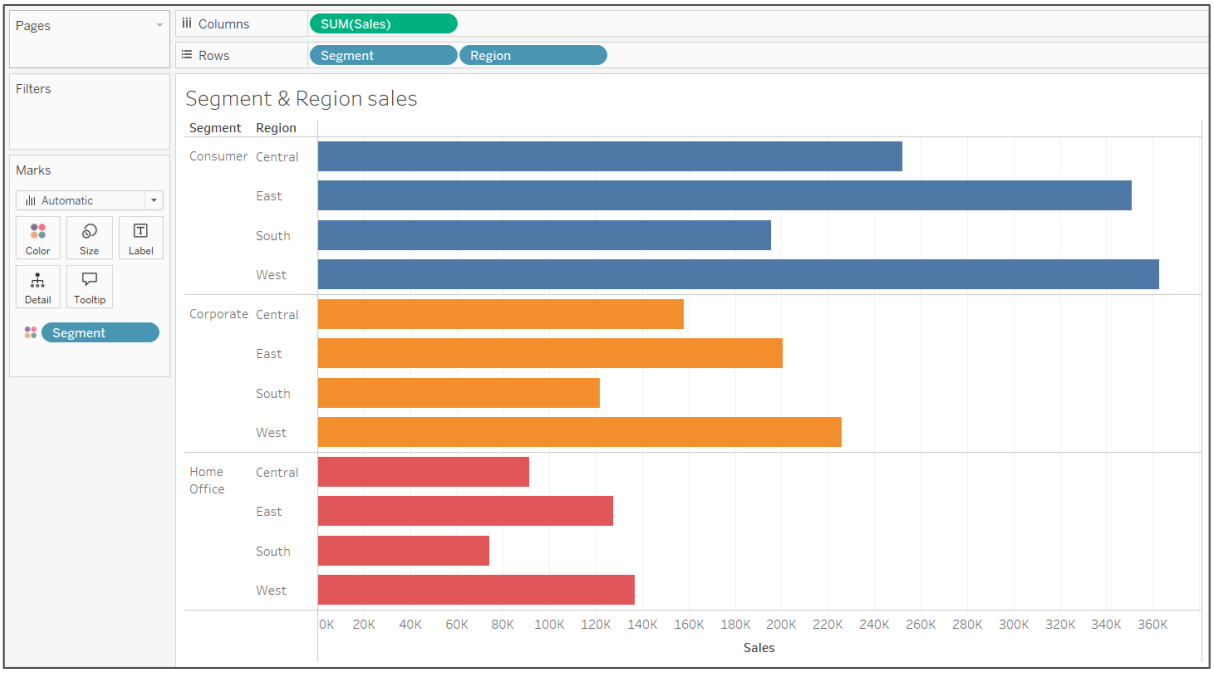
Dashboard 2: Sales & Shipping Insights

Key Highlights:

- **Consumer segment** leads across all regions
- **Shipping Status**:
    - Shipped Early: 50.45%
    - On Time: 22.19%
    - Late: 27.37%
- **Profit vs Sales**: Sales rising but profit isn't growing as fast

Insights:

- Improve on-time delivery
- Check profit leakages (discounts, returns, etc.)
- Support underperforming segments/regions


Pages
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Tooltip
Segment
Segment & Region sales
Segment
Region
Consumer
Central
East
South
West
Corporate
Central
East
South
West
Home Office
Central
East
South
West
0K
20K
40K
60K
80K
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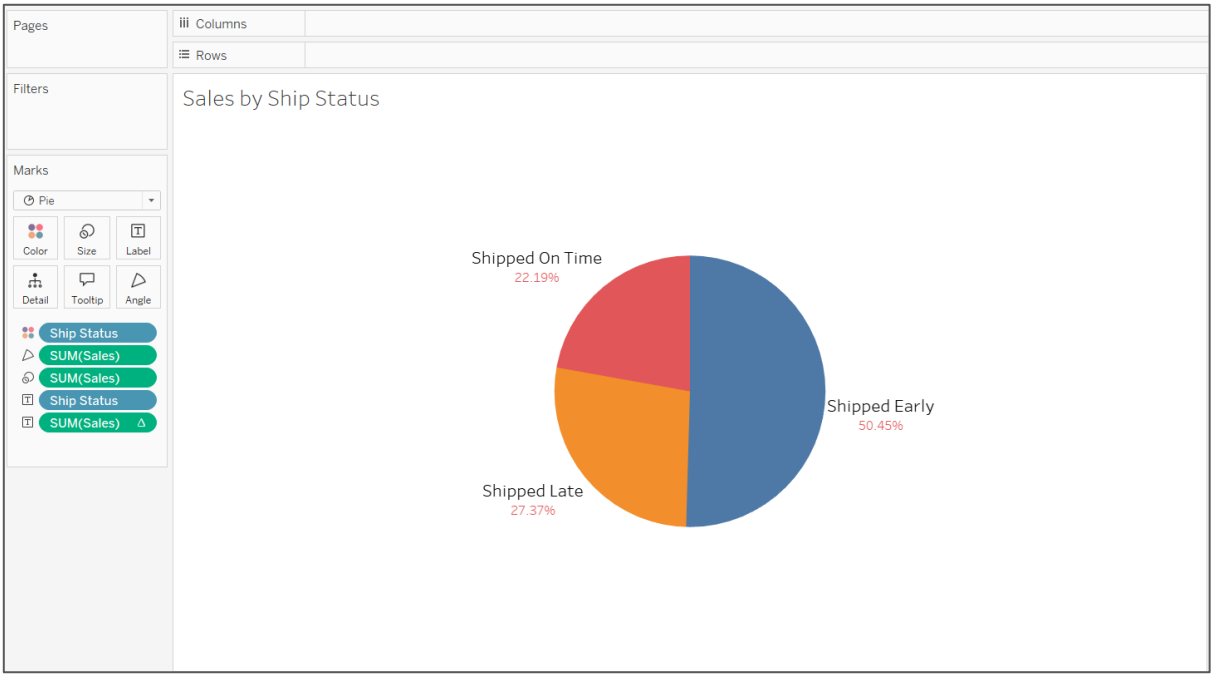
200K
220K
240K
260K
280K
300K
320K
340K
360K
Sales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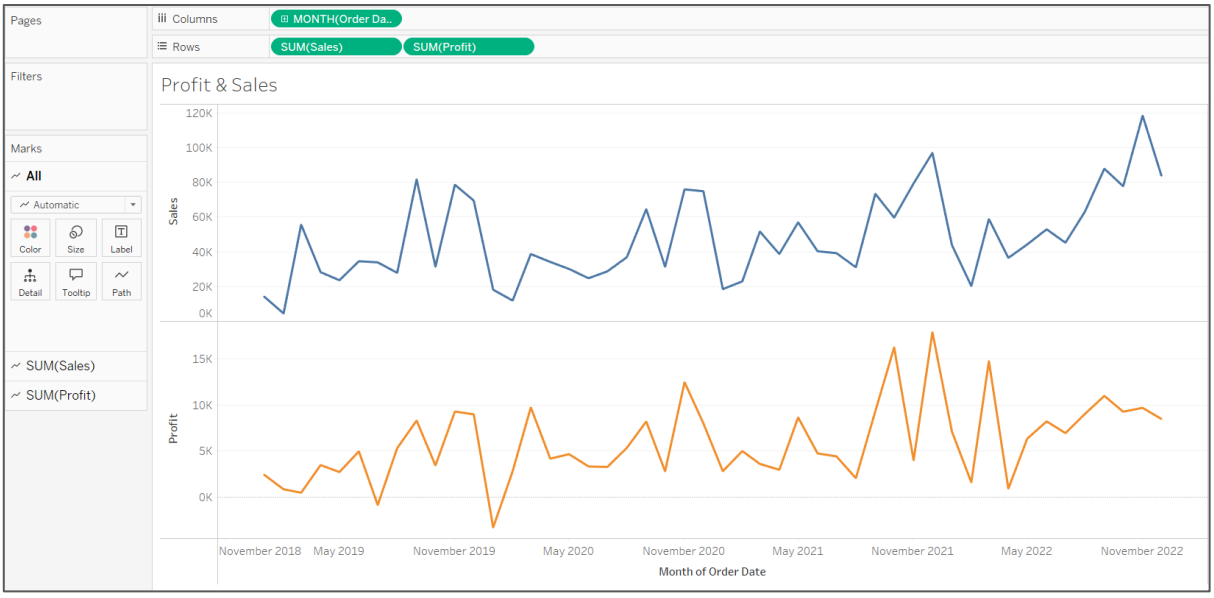
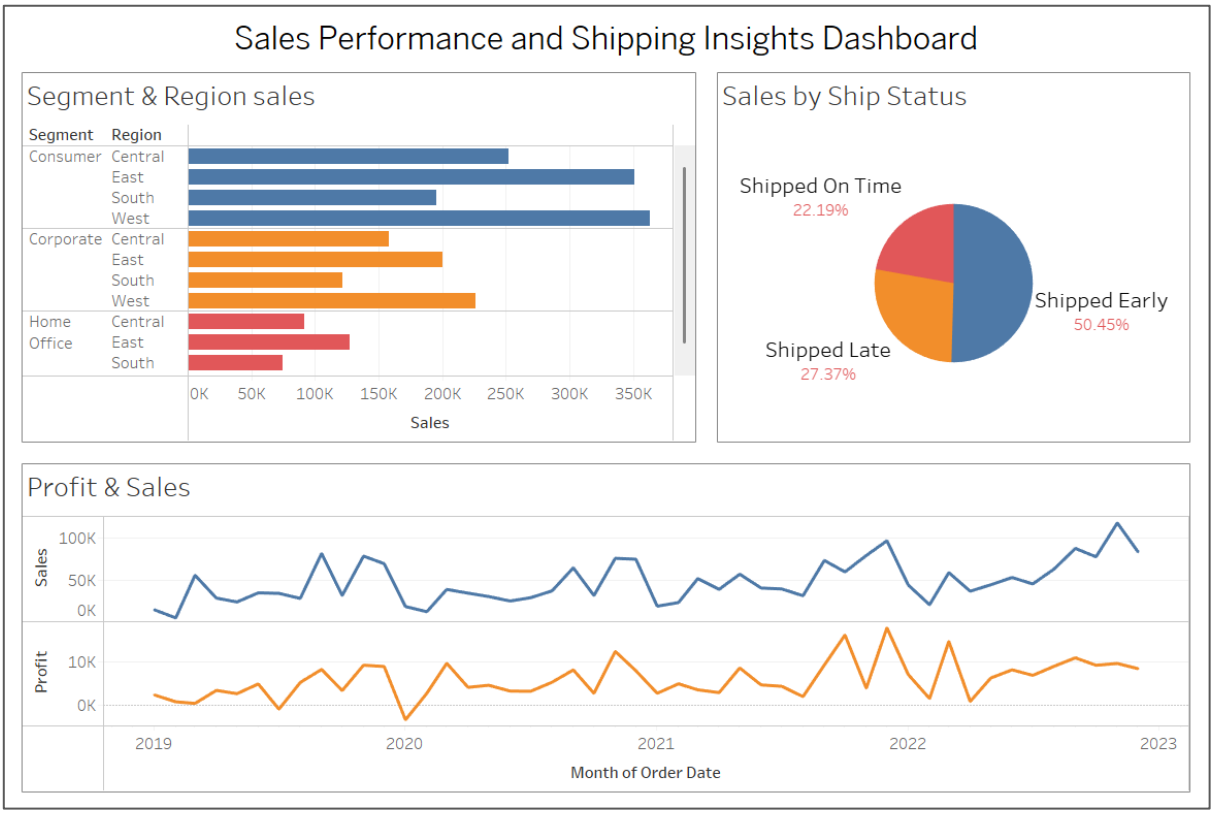
Tooltip
Angle
Ship Status
SUM(Sales)
SUM(Sales)
Ship Status
SUM(Sales)
Sales by Ship Status
Shipped On Time
22.19%
Shipped Early
50.45%
Shipped Late
27.37%





Conclusion

- Grow what's working: **Consumer segment**, **Technology category**
- Fix what's not: **Furniture profit**, **Shipping delays**, **South region performance**
- Use these insights to plan better marketing, logistics, and sales strategies