

Superstore Analytics Dashboard

As data analysts, our goal is to transform raw transactional data into actionable insights that drive strategic decisions. The dataset includes critical information such as sales, profit, discounts, and customer behavior, enabling us to assess the superstore's performance. Columns like category, sub-category, and product details help identify high-performing products, while city, state, and region allow for geographical trend analysis. The order date and order ID provide time-based insights, helping track sales trends and evaluate performance. With this rich data, we can uncover patterns, forecast demand, and make data-driven recommendations to support the store's growth and profitability.













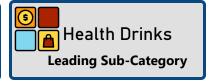






15M

Total Sales



Based on the Superstore Analytics Dashboard, key areas to optimize sales and profitability include focusing on high-performing categories like eggs, meat and fish, and snacks, each generating over \$2M in sales, with health drinks at \$1.05M. The West region leads with 38.34% of total sales, presenting growth opportunities, while the East and Central regions (33.95% and 27.71%) could benefit from targeted promotions. Krithika, the top customer with \$334K in sales, can be further engaged with personalized offers. 65.17% of customers are in the high-revenue segment, suggesting potential growth in medium and low-revenue segments. Revising discounts on snacks and fruits and veggies, where margins are low, and expanding inventory for top subcategories like **health drinks** and **soft drinks**, will drive continued growth.

1 High-Performing Product Categories:

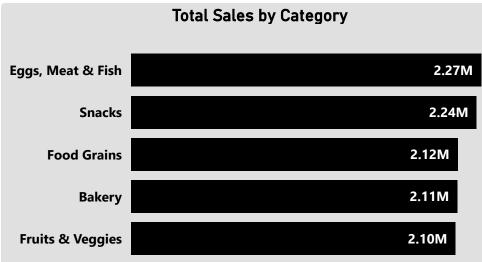
- Focus on eggs, meat and fish, and snacks, each contributing over \$2M in sales.
- Invest more in **health drinks**, which generates **\$1.05M** in sales.

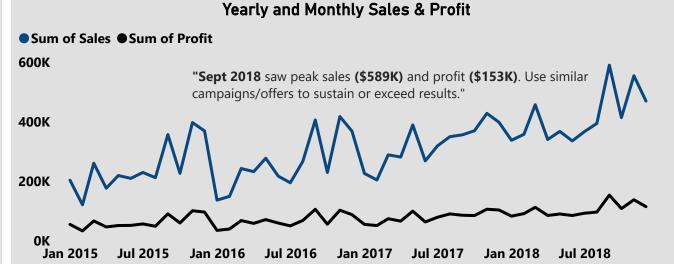
2 Regional Sales Strategy:

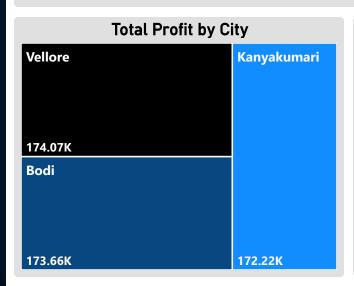
- Capitalize on the **West**, leading with **38.34%** of total sales, for further growth.
- Target the **East** (33.95%) and **Central** (27.71%) regions with localized promotions.

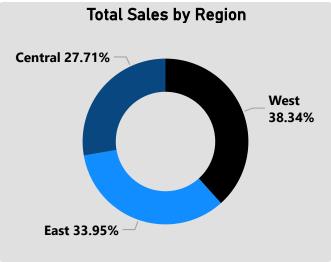
3 Customer Engagement:

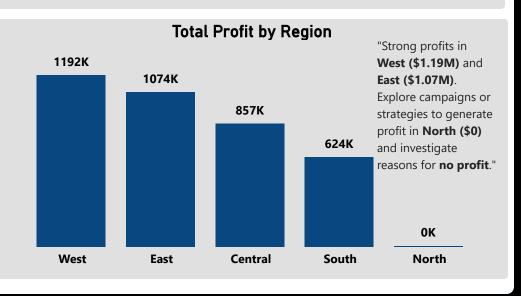
- Offer personalized deals to **Krithika**, the top customer with \$334K in sales, to enhance loyalty.
- Focus on retaining high-revenue customers (65.17%) and engage medium/low-revenue segments.















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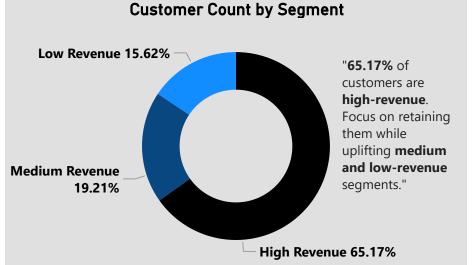


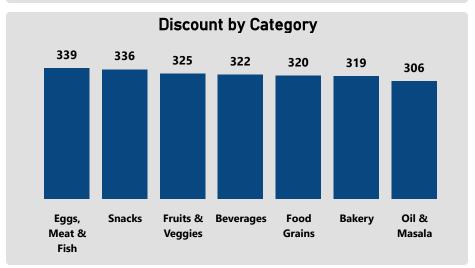












Total Sales by Customer Name



Sales & Profit by Sub-Category



