

# SUPERSTORE Dashboard Summary

KPI	Value	Insight
Total Sales	\$12.64M	Strong overall performance across all segments
Total Profit	\$1.47M	Sustainable profitability, led by Technology
Avg Order Value	\$505.01	Effective bundling and upselling strategy
Avg Shipping Time	3.97 days	Delivery speed is consistent across regions
Total Customers	25.04K	Diverse and engaged customer base

## Regional & Segment Highlights

- **Top Cities by Sales:**

New York City, Los Angeles, Manila, San Francisco, Seattle

- **Best-Performing Regions:**

Central, West, and North America with the highest revenue impact

- **Customer Segment Split:**

- Consumer: 51.7%
- Corporate: 30.08%
- Home Office: 18.22%

## Product & Category Insights

- **Top-Selling Products:**

- Canon image CLASS
- Cisco & Motorola Smartphones

Together contribute over 40% of top cluster sales






- **Category by Quantity Sold:**

- Office Supplies: 60.97%
  - Technology: 19.77%
  - Furniture: 19.26%
  - **Category by Profit:**
    - Technology: \$663.78K (45.23%)
    - Office Supplies: \$518.47K (35.33%)
    - Furniture: \$285.2K (19.44%)
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## Trends & Patterns

- **Sales peaked in 2013 at \$4.3M**
  - Profit followed a similar trend, highest in 2013 at **\$0.5M**
  - Monthly trends indicate **strong Q4 performance** due to seasonal sales
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## Key Insights

-  Focus future promotions on top-performing cities and technology category
  -  Optimize inventory around Copiers, Smartphones, and Office Supplies
  -  Explore targeted campaigns for Corporate and Home Office segments
  -  Maintain/improve shipping consistency to reduce delivery-related friction
  -  Consider customer loyalty strategy — high potential in repeat orders
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