Superstore Sales Dashboard

Data Visualization & Storytelling Project

Using Power BI | Dataset: Superstore Sales

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- KPI Overview
- Sales Trend Over Time
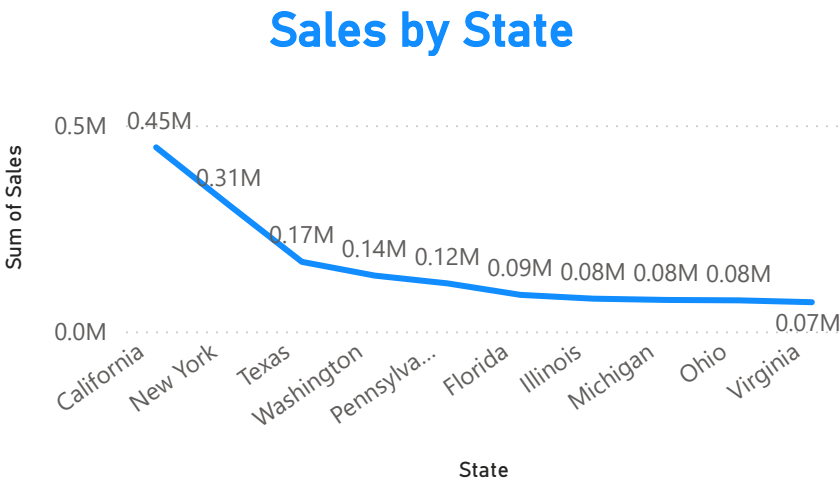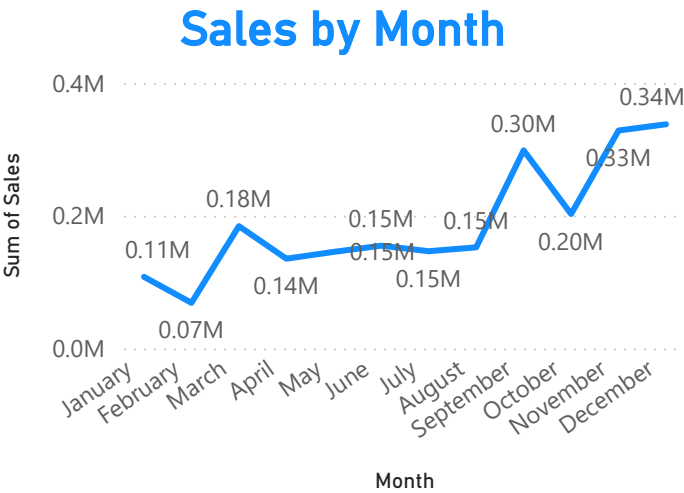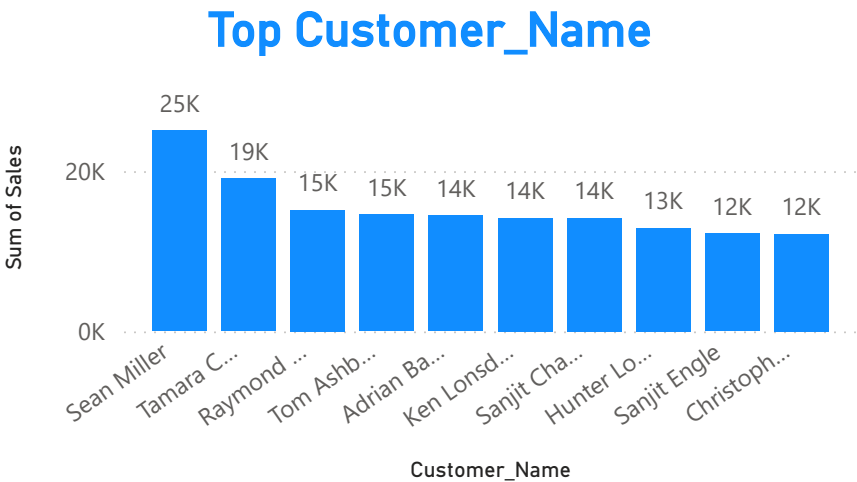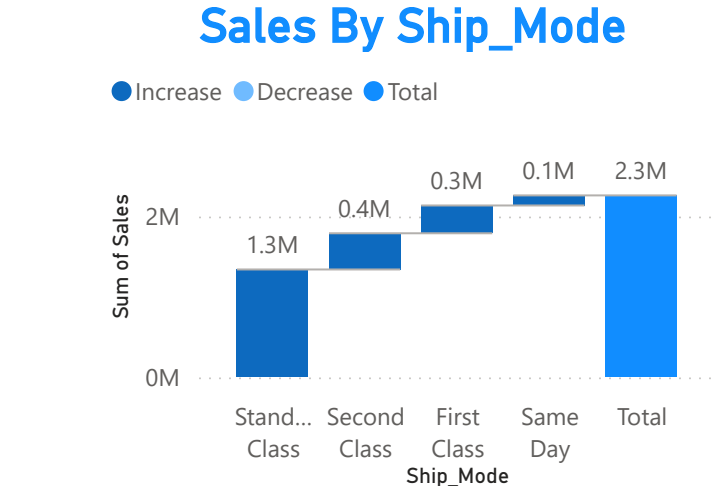- Regional Sales Performance
- Segment & Category Breakdown
- Top-Selling Products
- Insights & Recommendations

Total Sales

0.00M   **2.26M**   4.52M

Total Orders

0.00K   **9800**   19.60K

Total Products

0   **1861**   3722

Total Customer

0   **793**   1586

Top Products Sold

Product_Name	Sum of Sales
Canon imageCL...	62K
Fellowes PB500 ...	27K
Cisco TelePresen...	23K
HON 5400 Serie...	22K
GBC DocuBind T...	20K
GBC Ibimaster 5...	19K
Hewlett Packard...	19K

Sales By Category

- 827.46K (36.59%)
- 705.42K (31.19%)
- 728.66K (32.22%)

Category
- Technology
- Furniture
- Office Supplies

Sales By Ship_Mode

Legend: ● Increase ● Decrease ● Total

Ship_Mode	Sum of Sales
Standard Class	1.3M
Second Class	0.4M
First Class	0.3M
Same Day	0.1M
Total	2.3M

Top Customer_Name

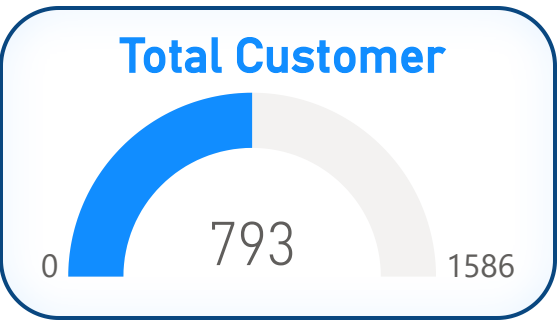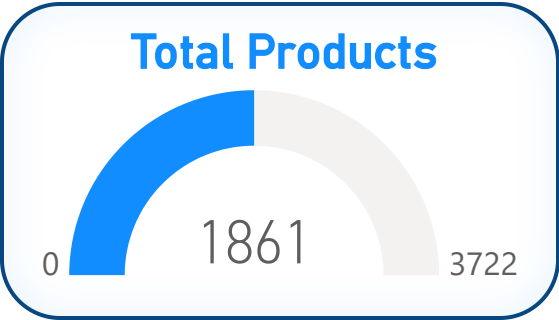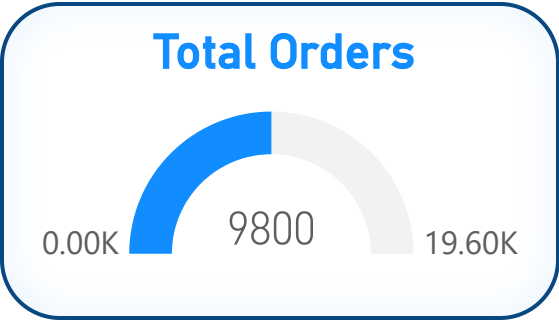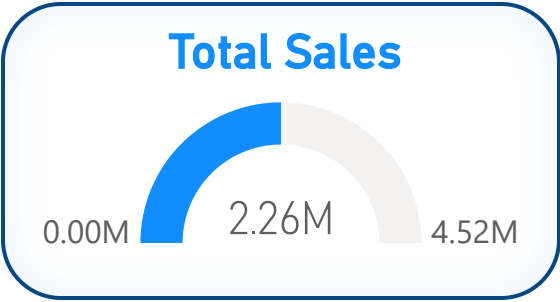| Customer_Name	Sum of Sales
Sean Miller	25K
Tamara C...	19K
Raymond ...	15K
Tom Ashb...	15K
Adrian Ba...	14K
Ken Lonsd...	14K
Sanjit Cha...	14K
Hunter Lo...	13K
Sanjit Engle	12K
Christoph...	12K

Sales by Month

Month	Sum of Sales
January	0.11M
February	0.07M
March	0.18M
April	0.14M
May	0.15M
June	0.15M
July	0.15M
August	0.15M
September	0.30M
October	0.20M
November	0.33M
December	0.34M

Sales by State

State	Sum of Sales
California	0.45M
New York	0.31M
Texas	0.17M
Washington	0.14M
Pennsylva...	0.12M
Florida	0.09M
Illinois	0.08M
Michigan	0.08M
Ohio	0.08M
Virginia	0.07M

Total Sales

0.00M — 2.26M — 4.52M

46.90%
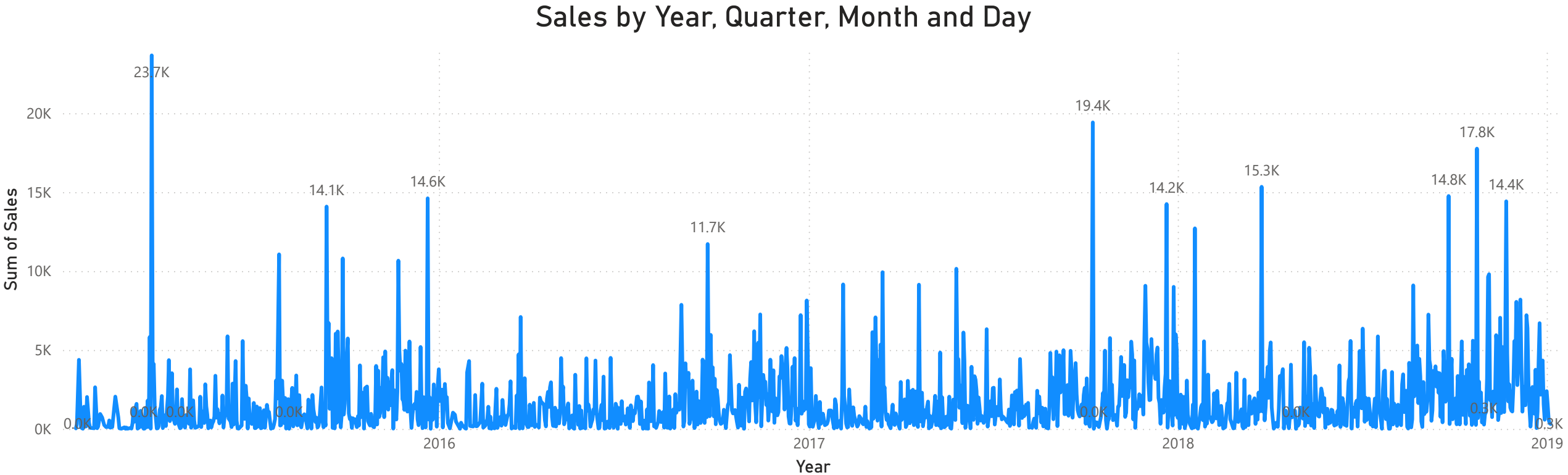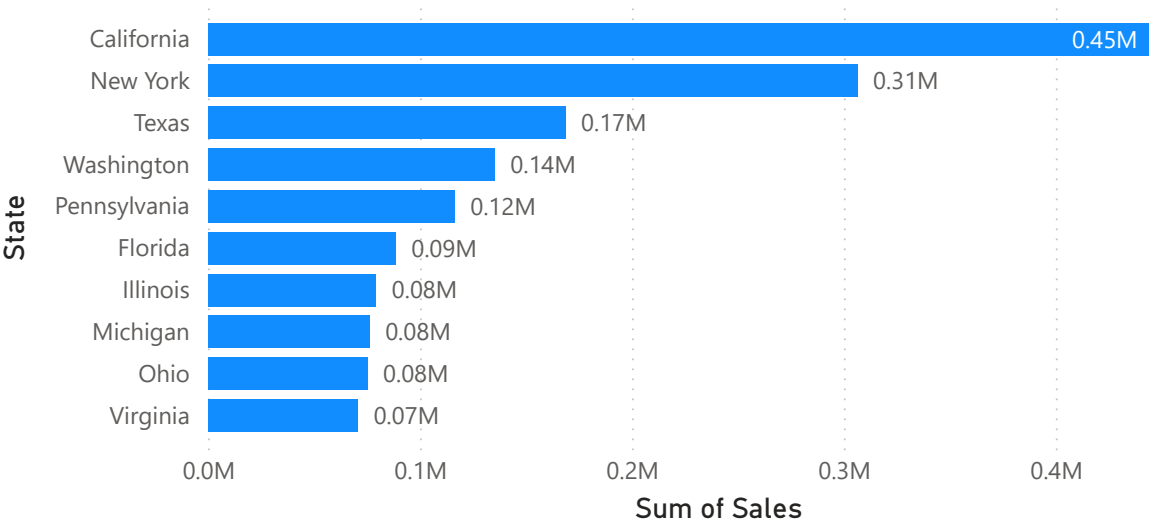YoY Sales Growth %

Year, Quarter, Month, Day

All

"These KPIs represent the overall business performance over the selected period. Total sales reached $2.26M, with 9800 orders placed by 793 unique customers."

"Sales have grown steadily year over year, with noticeable peaks during Q4 months, especially in November and December — likely due to holiday seasonality."

Sales by Year, Quarter, Month and Day

Sum of Sales / Year

23.7K, 14.1K, 14.6K, 11.7K, 19.4K, 14.2K, 15.3K, 17.8K, 14.8K, 14.4K, 0.3K
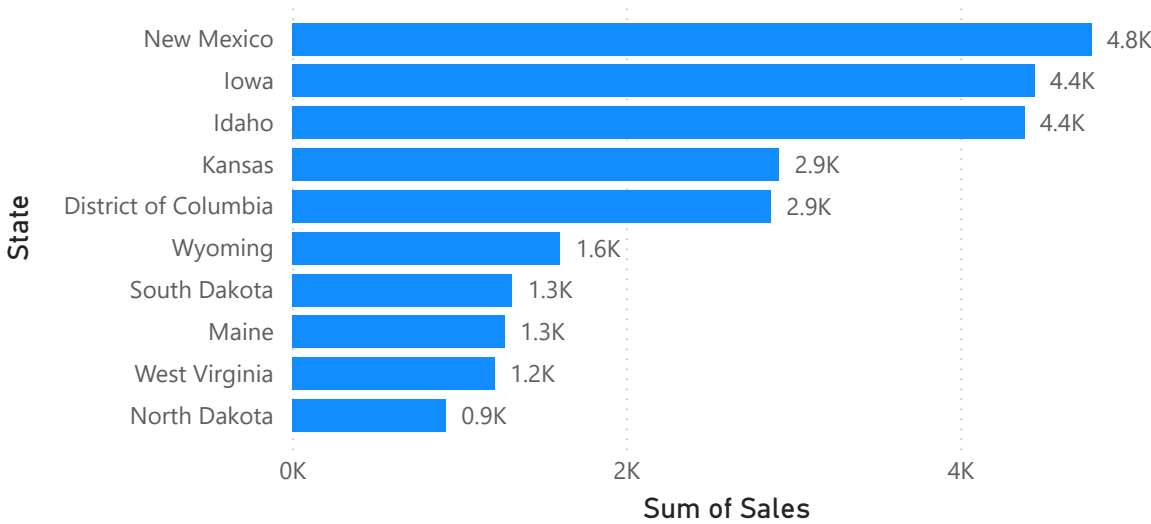
2016, 2017, 2018, 2019

"The West region leads in sales performance. States like California and New York dominate, while Virginia and North Dakota show the lowest sales, indicating untapped potential."

Top 10 State

State	Sum of Sales
California	0.45M
New York	0.31M
Texas	0.17M
Washington	0.14M
Pennsylvania	0.12M
Florida	0.09M
Illinois	0.08M
Michigan	0.08M
Ohio	0.08M
Virginia	0.07M

Bottom 10 State

State	Sum of Sales
New Mexico	4.8K
Iowa	4.4K
Idaho	4.4K
Kansas	2.9K
District of Columbia	2.9K
Wyoming	1.6K
South Dakota	1.3K
Maine	1.3K
West Virginia	1.2K
North Dakota	0.9K

Sales by Region

Region	Sum of Sales
West	0.71M
East	0.67M
Central	0.49M
South	0.39M
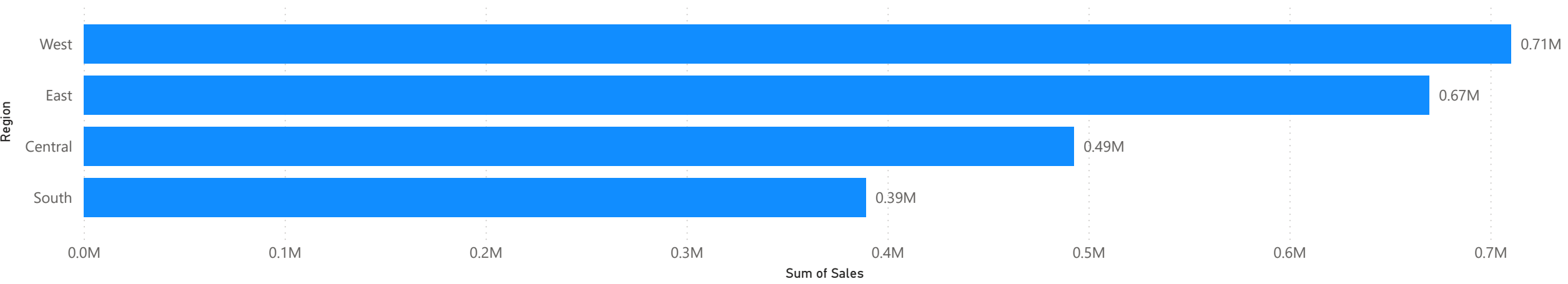
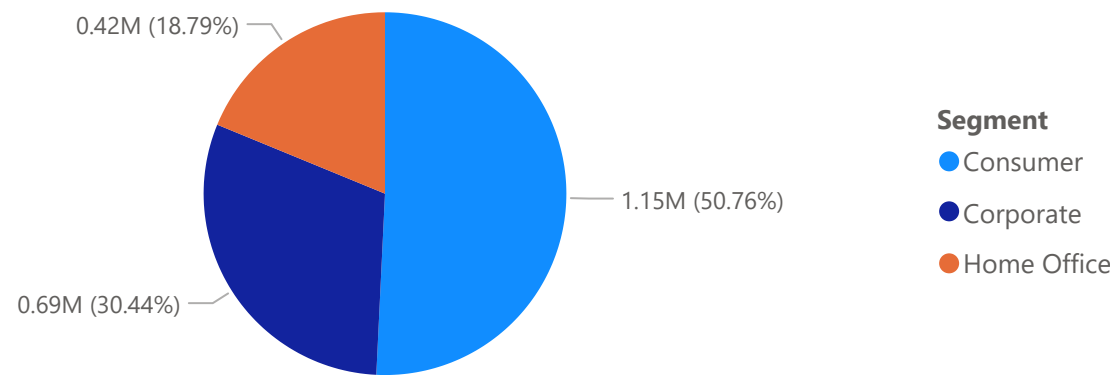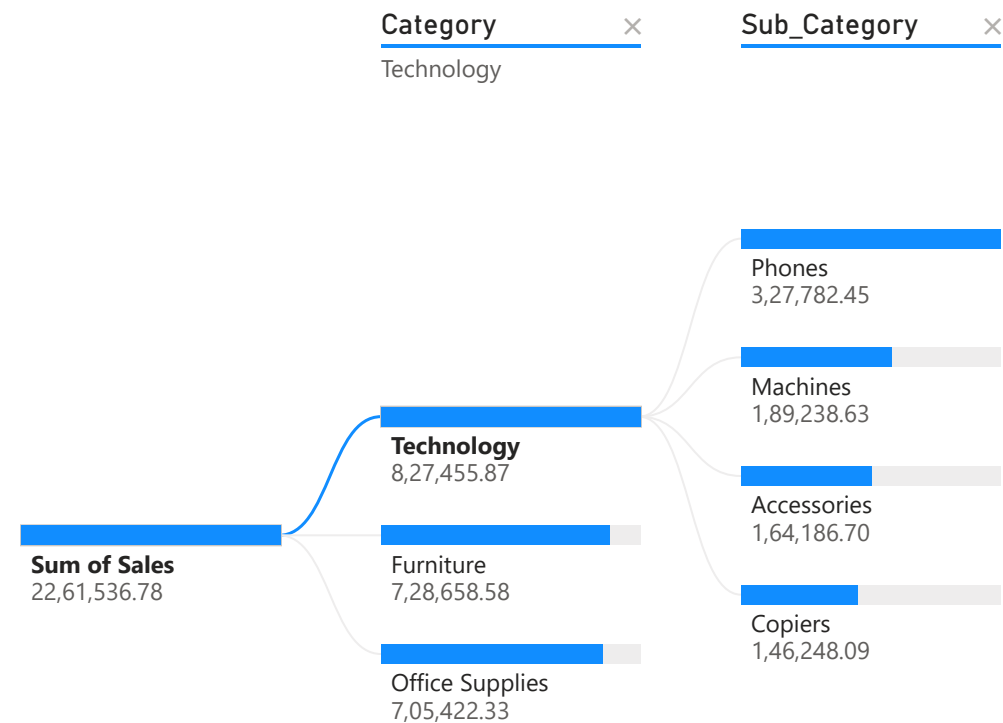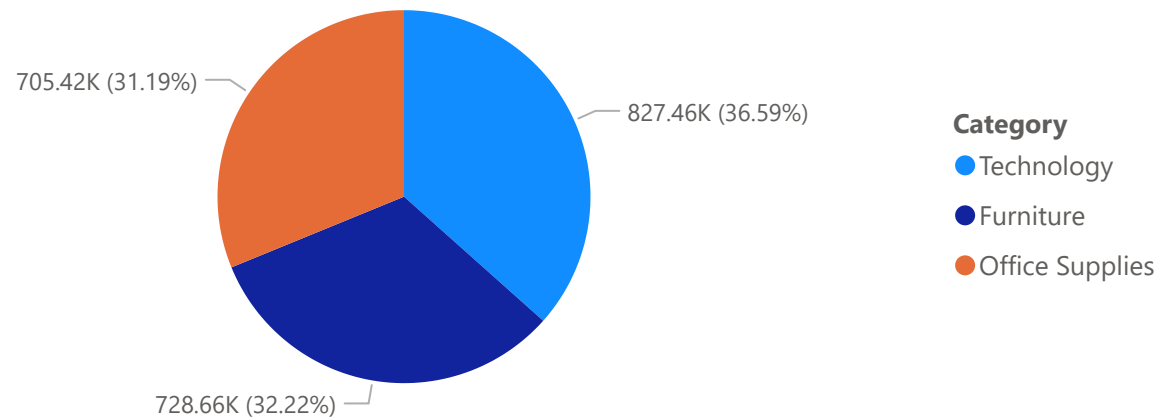**"The Consumer segment accounts for the highest share of sales, showing strong demand among individual buyers. Corporate and Home Office segments trail behind."**
"Technology is the top-performing category, followed by Office Supplies and Furniture. Sub-category-level analysis reveals targeted opportunities for expansion."

Sales by Segment

0.42M (18.79%)

1.15M (50.76%)

0.69M (30.44%)

Segment
- Consumer
- Corporate
- Home Office

Sum of Sales by Category

705.42K (31.19%)

827.46K (36.59%)

728.66K (32.22%)

Category
- Technology
- Furniture
- Office Supplies

Category ✕
Technology

Sub_Category ✕

Phones
3,27,782.45

Machines
1,89,238.63

Technology
8,27,455.87

Accessories
1,64,186.70

Sum of Sales
22,61,536.78

Furniture
7,28,658.58

Copiers
1,46,248.09

Office Supplies
7,05,422.33

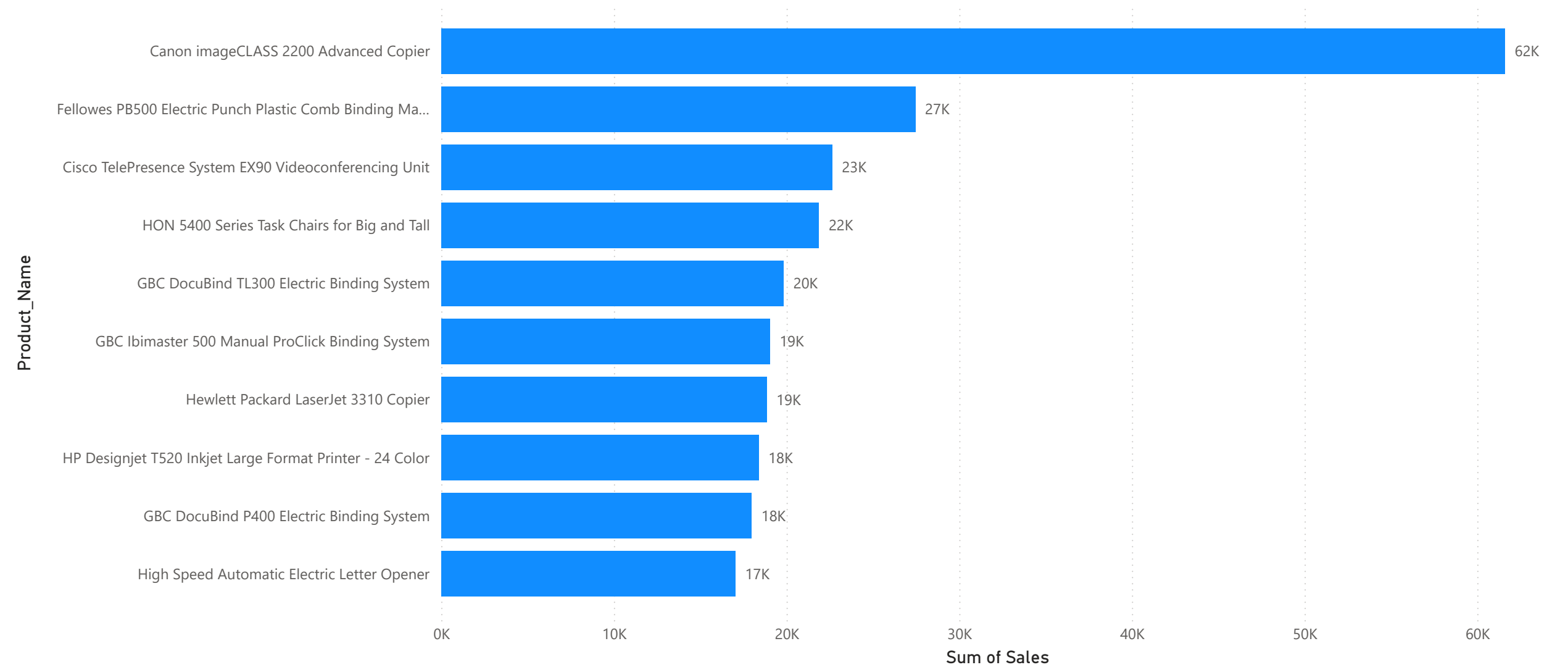# "Canon and Fellowes are the most popular brands by sales volume, making them key contributors to revenue. Stocking and promoting these products may further boost sales."

Sum of Sales by Product_Name

Product_Name	Sum of Sales
Canon imageCLASS 2200 Advanced Copier	62K
Fellowes PB500 Electric Punch Plastic Comb Binding Ma...	27K
Cisco TelePresence System EX90 Videoconferencing Unit	23K
HON 5400 Series Task Chairs for Big and Tall	22K
GBC DocuBind TL300 Electric Binding System	20K
GBC Ibimaster 500 Manual ProClick Binding System	19K
Hewlett Packard LaserJet 3310 Copier	19K
HP Designjet T520 Inkjet Large Format Printer - 24 Color	18K
GBC DocuBind P400 Electric Binding System	18K
High Speed Automatic Electric Letter Opener	17K

Driving Growth: Performance Review & Strategic Insights

This report provides a comprehensive analysis of our recent performance, highlighting key insights across sales, regional trends, customer segments, and product categories. These findings will inform actionable recommendations for sustained growth.

Key Insights:

Significant Year-over-Year Growth

Our sales have shown a remarkable **46.90%** increase compared to the previous year, indicating robust performance and effective strategies.

Peak Season Performance

December and **November** consistently emerge as our top sales months, driven by holiday shopping demand, underscoring the importance of Q4 planning.

Geographic Dominance & Opportunities

California and **New York** lead in sales, while **Virginia** and **North Dakota** present untapped potential. The **West region** consistently outperforms others.

Consumer Segment Leads

The **Consumer** segment remains our strongest contributor to sales, outperforming Corporate and Home Office segments significantly.

Technology Category & Brand Strength

Technology products are our top sellers, with **Canon** and **Fellowes** identified as the leading revenue-generating brands.

Strategic Recommendations for Continued Success

Based on our key insights, we've developed actionable recommendations designed to maximize strengths and address areas for growth, ensuring a proactive approach to market opportunities.

01

Capitalize on Q4 Momentum

Increase inventory, marketing spend, and promotional activities specifically in **November** and **December** to leverage peak seasonal demand and holiday shopping surges.

02

Target Low-Performing Regions

Initiate focused regional marketing campaigns or establish strategic partner programs in **Virginia** and **North Dakota**. Conduct an assessment to identify and overcome potential logistical, pricing, or awareness challenges.

03

Amplify Technology Product Sales

Expand our product portfolio (SKUs) and intensify marketing efforts within the **Technology** category. Negotiate enhanced promotional agreements with top-performing brands like **Canon** and **Fellowes**.

04

Refine Customer Segmentation Strategy

Strengthen engagement with the **Consumer** segment through loyalty programs and highly personalized marketing initiatives. Simultaneously, explore new avenues to expand the **Corporate** segment, such as B2B deals or specialized enterprise bundles.

05

Optimize Inventory by State

Prioritize stock allocation and implement expedited shipping services for customers in high-demand states, particularly **California** and **New York**, to enhance customer satisfaction and sales efficiency.