



SUPERSTORE

# Superstore Sales Analysis Homepage

## Executive Summary



## Customers



## Category / Subcategory



## Location View



## Subcategory Detail



Welcome to the Superstore Sales Analytics Dashboard!

Use the navigation panel on the left to explore detailed insights:

- Executive Summary for an overview
- Customer breakdown and behavior
- Category/Subcategory performance
- Geographic sales trends
- Subcategory drill-through analysis

This homepage acts as a control center to access all key views.





# Superstore Sales Analysis – Executive Summary

Clear all slicers

Total Sales

2.30M

Total Quantity

38K

Total Discount

₹ 1.56K

Total Profit

286.40K

Profit Margin

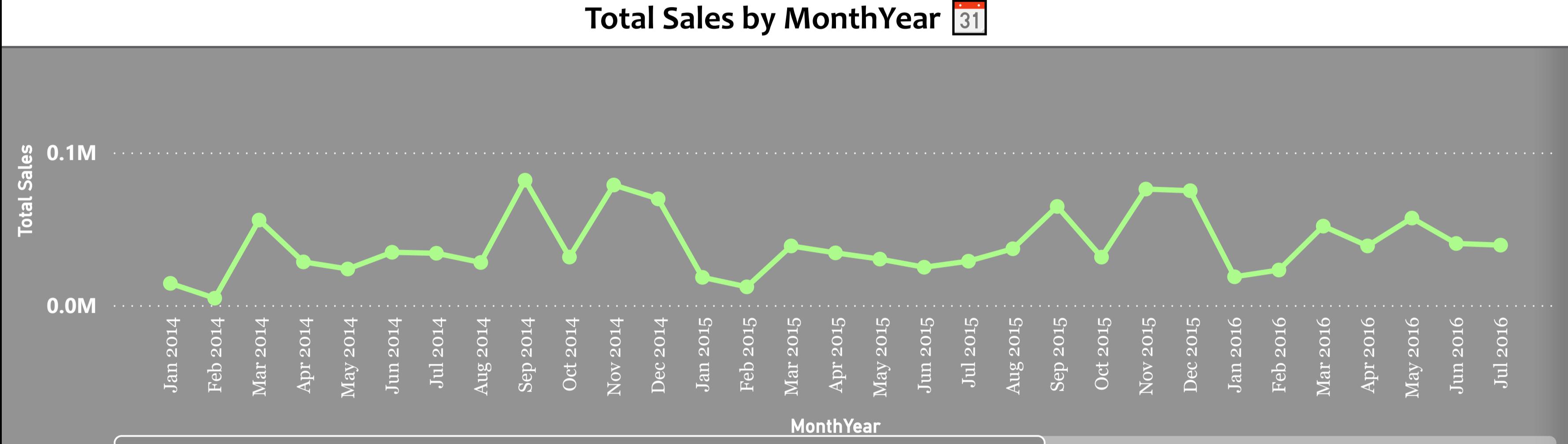
12.47%

Choose Date Between

1/3/2014

12/30/2017

Total Sales by MonthYear



Segment Wise QTY

Consumer

19521

Corporate

11608

Home Office

6744

Ship-Mode Wise QTY

Standard Class

22797

Second Class

7423

First Class

5693

Ask the question

Ask a question about your data

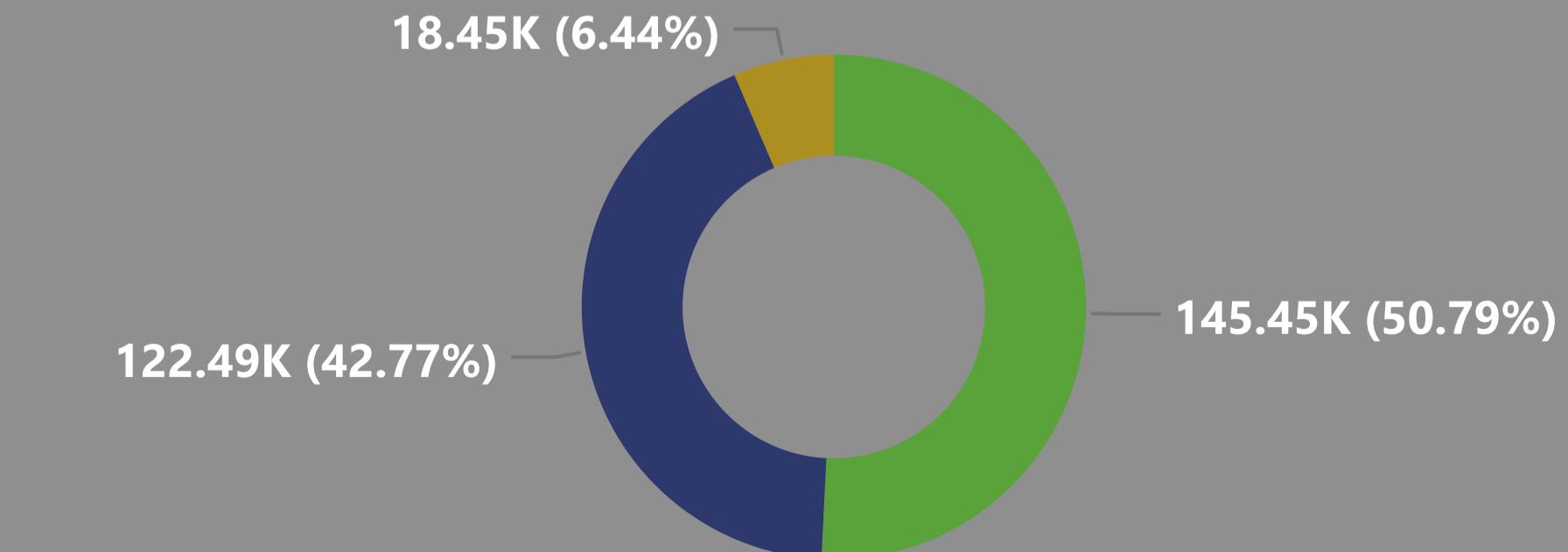
Try one of these to get started

top cities by total sales

top states by total profit

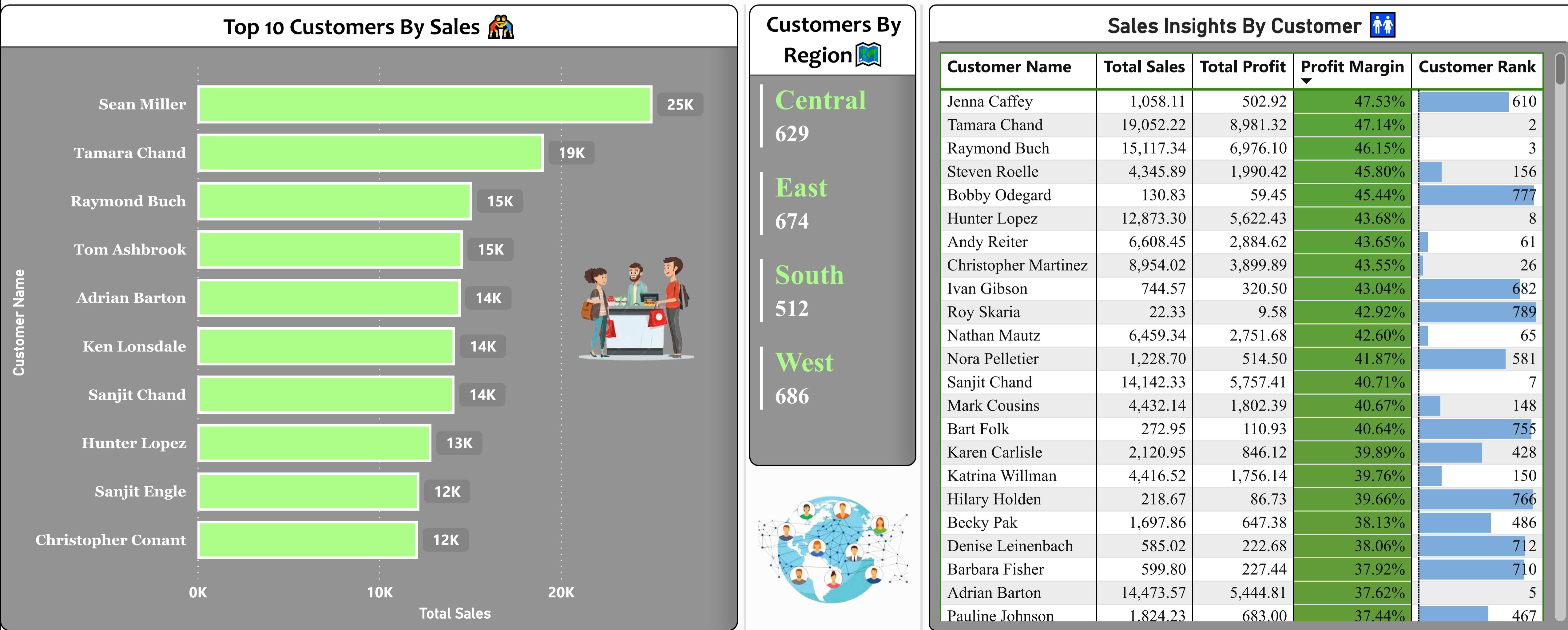
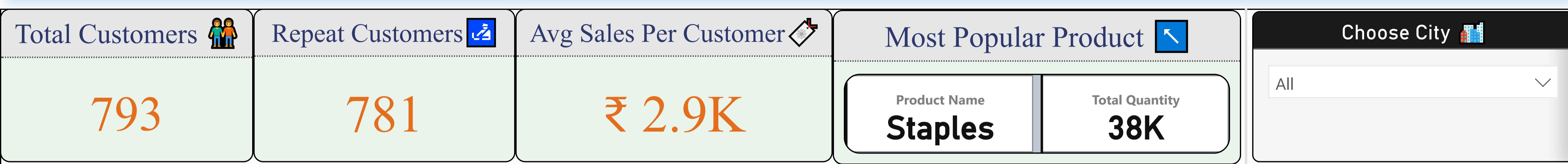
Show all suggestions

Total Profit by Category





# Customer Insights

[Clear all slicers](#)




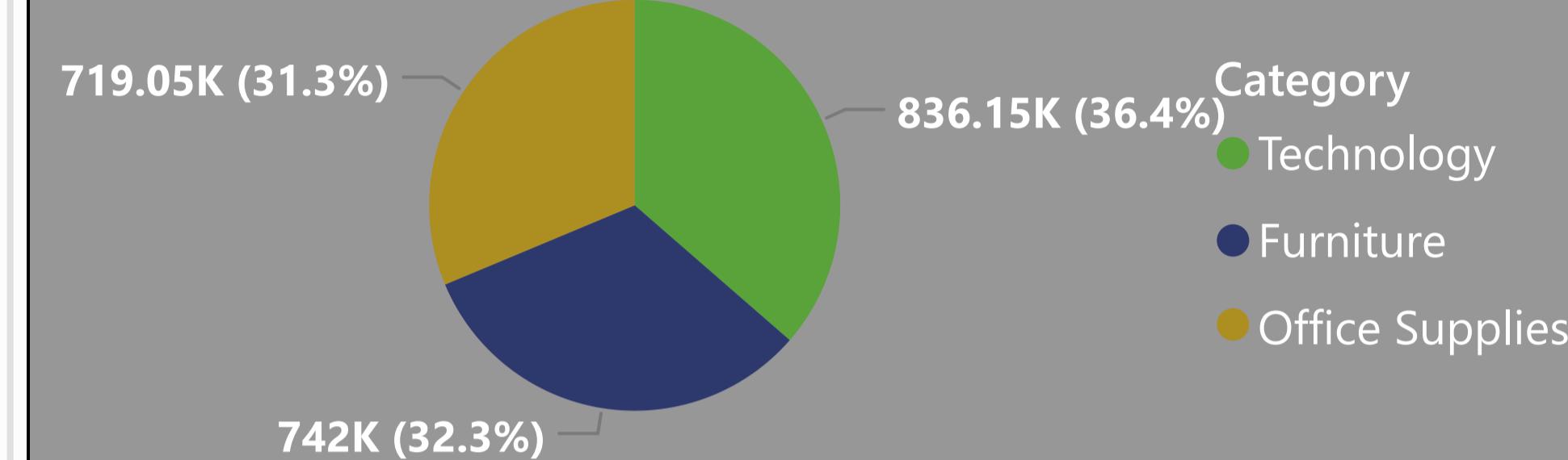
# Category / Sub-Category Analysis

[Clear all slicers](#)

## Top Sub-Category By Sales

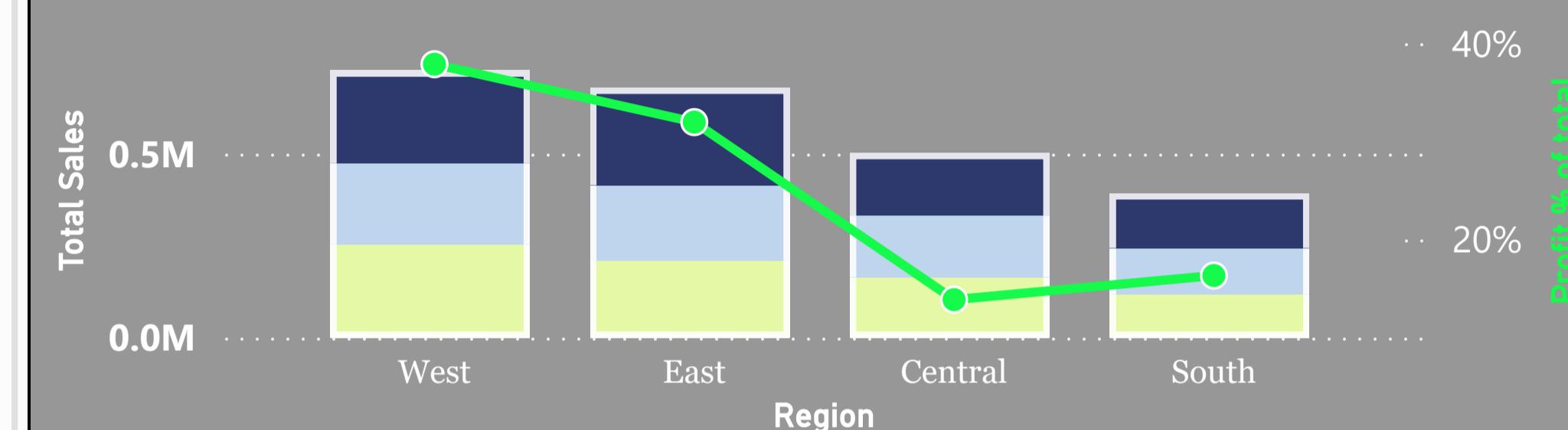
**Phones****2.30M**

## Total Sales by Category



## Total Sales and Profit % of total by Region and Category

Category: Furniture (Yellow), Office Supplies (Blue), Technology (Dark Blue), Profit % of total (Green)



## Sales Breakdown by Category & Sub-Category

**Category****Sub-Category****Technology**  
836,154.03**Total Sales**  
2,297,200.86**Furniture**  
741,999.80**Office Supplies**  
719,047.03

## Sales Insights By Sub-Category

Sub-Category	Total Sales	Profit % of total	Profit Margin
Labels	12,486.31	1.94%	44.42%
Paper	78,479.21	11.89%	43.39%
Envelopes	16,476.40	2.43%	42.27%
Copiers	149,528.03	19.42%	37.20%
Fasteners	3,024.28	0.33%	31.40%
Accessories	167,380.32	14.64%	25.05%
Art	27,118.79	2.28%	24.07%
Appliances	107,532.16	6.33%	16.87%
Binders	203,412.73	10.55%	14.86%
Furnishings	91,705.16	4.56%	14.24%
Phones	330,007.05	15.54%	13.49%
Storage	223,843.61	7.43%	9.51%
Chairs	328,449.10	9.28%	8.10%
Machines	189,238.63	1.18%	1.79%
Supplies	46,673.54	-0.42%	-2.55%
Bookcases	114,880.00	-1.21%	-3.02%
Tables	206,965.53	-6.19%	-8.56%

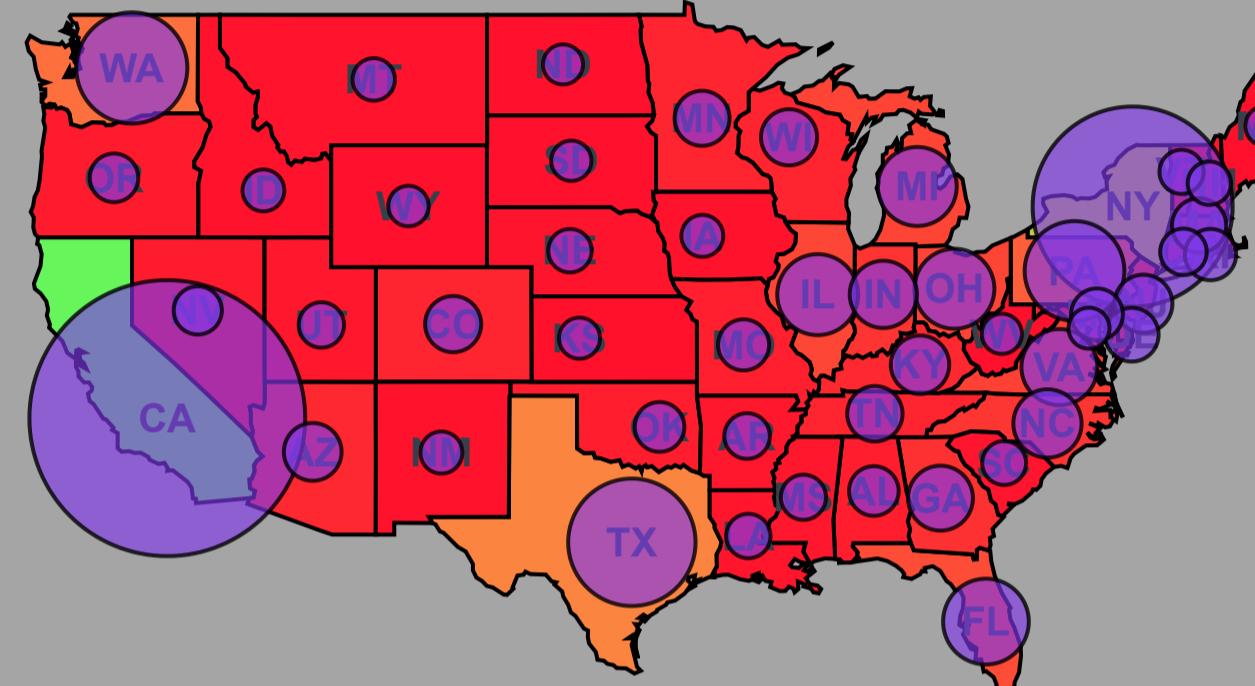


# Sales Performance by Location

[Clear all slicers](#)

## Total Sales by State In US 🌎

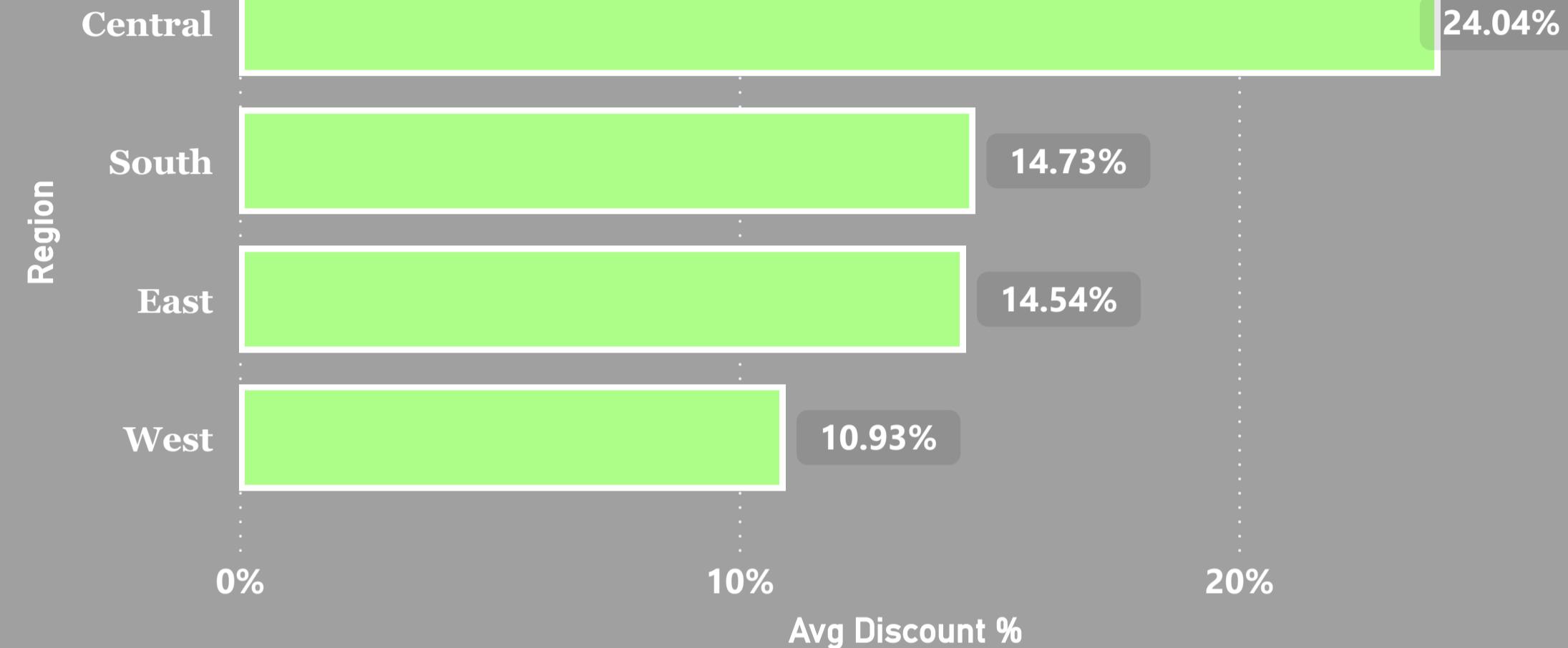
Min      Mid      Max



Squillion

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## Avg Discount % by Region ÷



## Top 20 Cities By Total Sales 🏙️

City	Profit Margin	Total Sales	Sum of Profit
New York City	24.20%	256,368.16	\$62,036.9837
Los Angeles	17.31%	175,851.34	\$30,440.7579
Seattle	24.39%	119,540.74	\$29,156.0967
San Francisco	15.54%	112,669.09	\$17,507.3854
Philadelphia	-12.69%	109,077.01	(\$13,837.7674)
Houston	-15.74%	64,504.76	(\$10,153.5485)
Chicago	-13.71%	48,539.54	(\$6,654.5688)
San Diego	13.42%	47,521.03	\$6,377.196
Jacksonville	-5.20%	44,713.18	(\$2,323.835)
Springfield	14.40%	43,054.34	\$6,200.6974
Detroit	31.05%	42,446.94	\$13,181.7908
<b>Total</b>	<b>12.18%</b>	<b>1,290,709.97</b>	<b>\$157,229.4792</b>

## Top 10 States By Profit Margin 🎯

State	Profit Margin	Total Sales	Sum of Profit
District of Columbia	36.98%	2,865.02	\$1,059.5893
Delaware	36.35%	27,451.07	\$9,977.3748
Minnesota	36.24%	29,863.15	\$10,823.1874
Maine	35.77%	1,270.53	\$454.4862
Arkansas	34.33%	11,678.13	\$4,008.6871
Indiana	34.33%	53,555.36	\$18,382.9363
Georgia	33.10%	49,095.84	\$16,250.0433
Montana	32.80%	5,589.35	\$1,833.3285
Rhode Island	32.20%	22,627.96	\$7,285.6293
Michigan	32.07%	76,269.61	\$24,463.1876
<b>Total</b>	<b>33.73%</b>	<b>280,266.02</b>	<b>\$94,538.4498</b>

## Choose State 🏛️

- Select all
- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Colum...
- Florida

## Choose City 🏙️

- Select all
- Aberdeen
- Abilene
- Akron
- Albuquerque
- Alexandria
- Allen
- Allentown
- Altoona
- Amarillo



# Sub-Category Details

[Reset Filters](#)

## Chairs

Selected SubCategory



Total Sales

328.45K

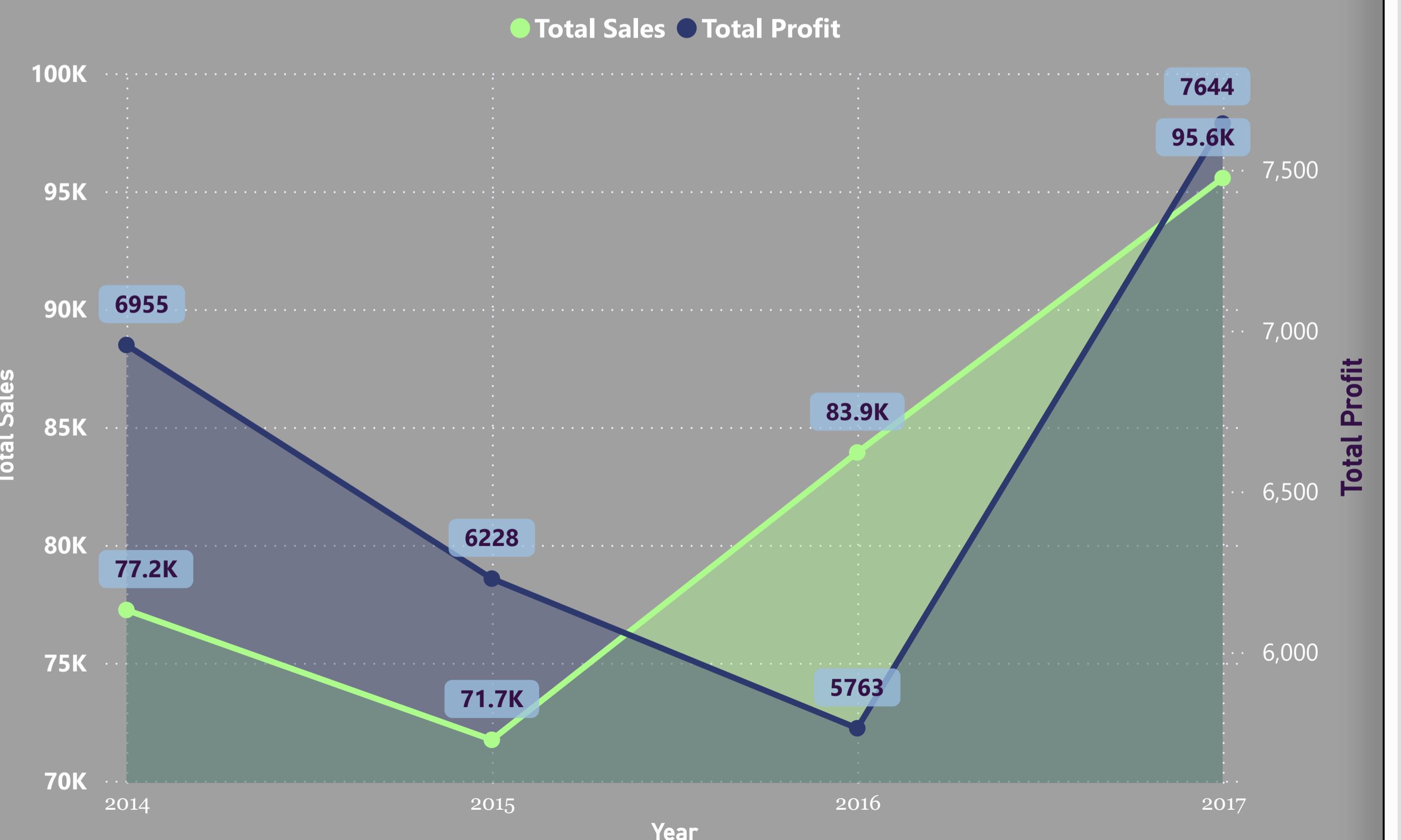
Total Profit

26.59K

Profit Margin

8.10%

### Total Sales and Total Profit by Year



### Total Sales by State In US

