

Super Store Sales Distribution

Objective

The objective of this dashboard report is to provide a comprehensive analysis of sales and profit performance across various product categories, regions, and states. It aims to help stakeholders identify key revenue drivers, highlight areas of concern such as underperforming regions or product categories, and offer actionable insights for strategic decision-making. The insights derived from this report will guide the company in optimizing resource allocation, improving profitability, and enhancing sales strategies across different markets.

Audience

This dashboard report targets executive management for strategic decision-making and sales teams for identifying growth opportunities. It provides key insights into sales performance and profitability across products, regions, and states.

Data Overview

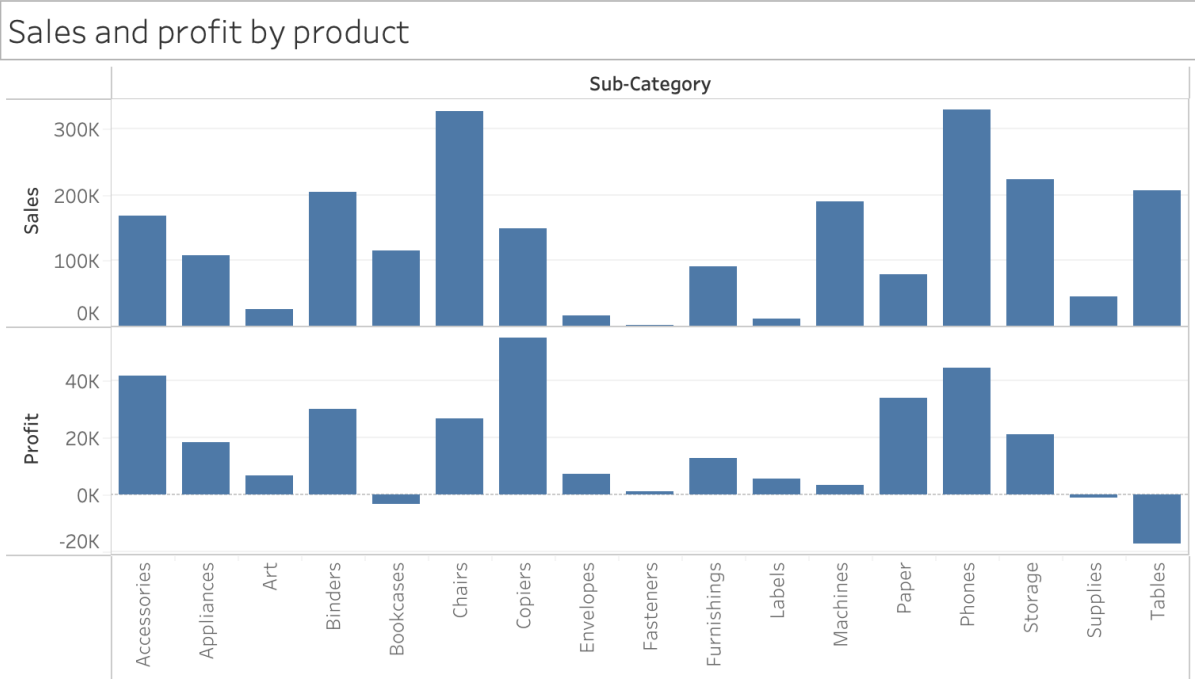
The dashboard uses internal sales and profit data across product sub-categories, regions, and states. It includes metrics such as total sales revenue and net profit for various categories like Technology, Furniture, and Office Supplies. The data spans multiple U.S. regions (West, East, Central, and South) and states, offering insight into geographic and product performance. The goal is to identify sales trends, profitability, and areas of improvement.

Metrics Tracked

- **Sales by Product Sub-Category:** Sales performance of individual product groups such as Phones, Chairs, and Binders.
- **Sales by Region and State:** Geographic breakdown of sales and profit performance, highlighting top-performing and underperforming areas.

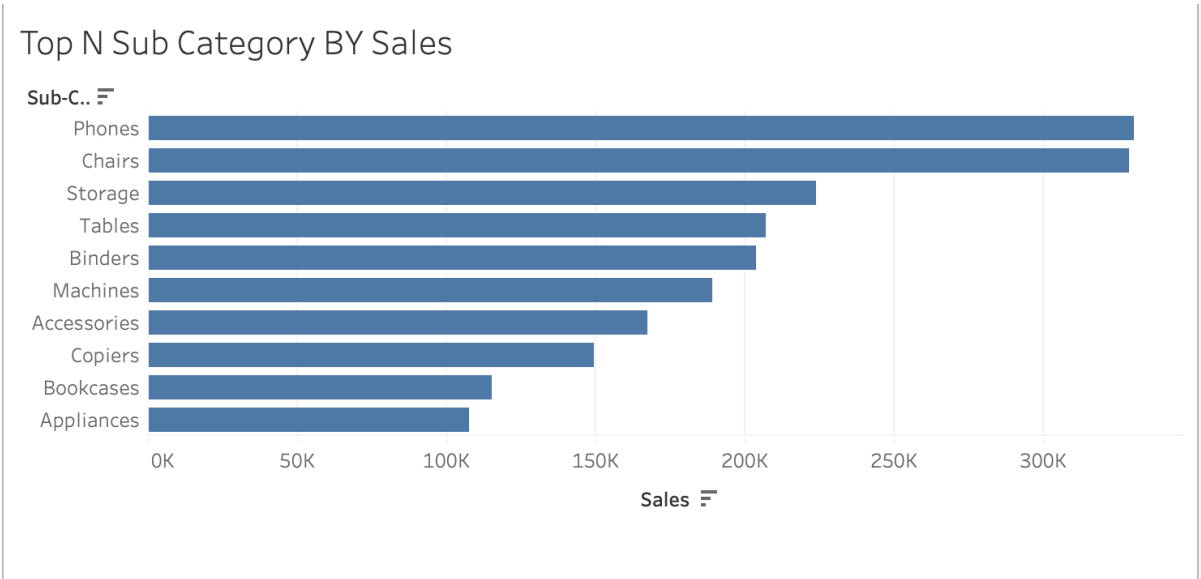
Analysis of the Dashboard

1. Sales and Profit by Product



- **Observation:** Product like Phones and Chairs generate the highest sales, each surpassing 250k in revenue. Meanwhile, Binders and Appliances contribute lower sales volumes
- **Profit Analysis:** The highest profits are also generated by Phones and Chairs, with Appliances yielding negative profit, indicating losses

2. Top N Sub-Category by Sales

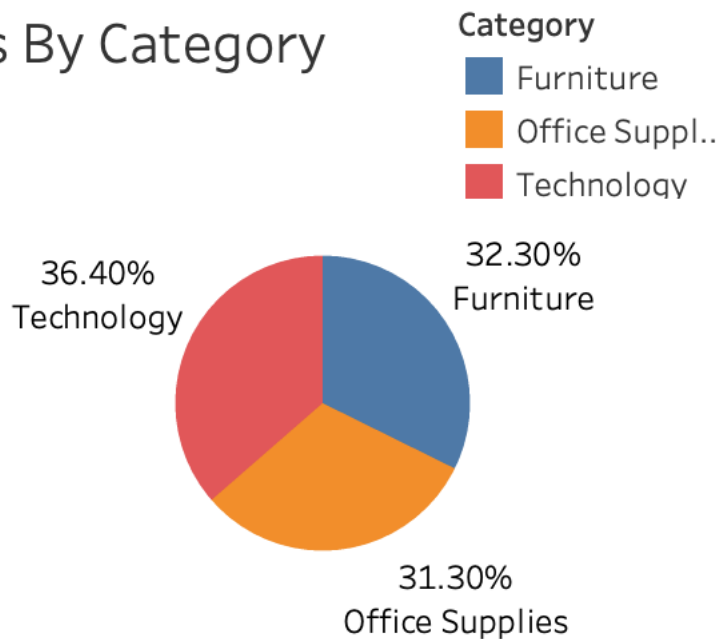


Key Insights:

Among the top 10 sub-categories, Phones and Chairs lead with the highest sales, each exceeding 250K. Storage and Tables also perform well, Bookcases and Appliances need to increase the sales revenue-generating areas while pointing out potential opportunities for improvement in lower-performing sub-categories.

3. Sales by Category

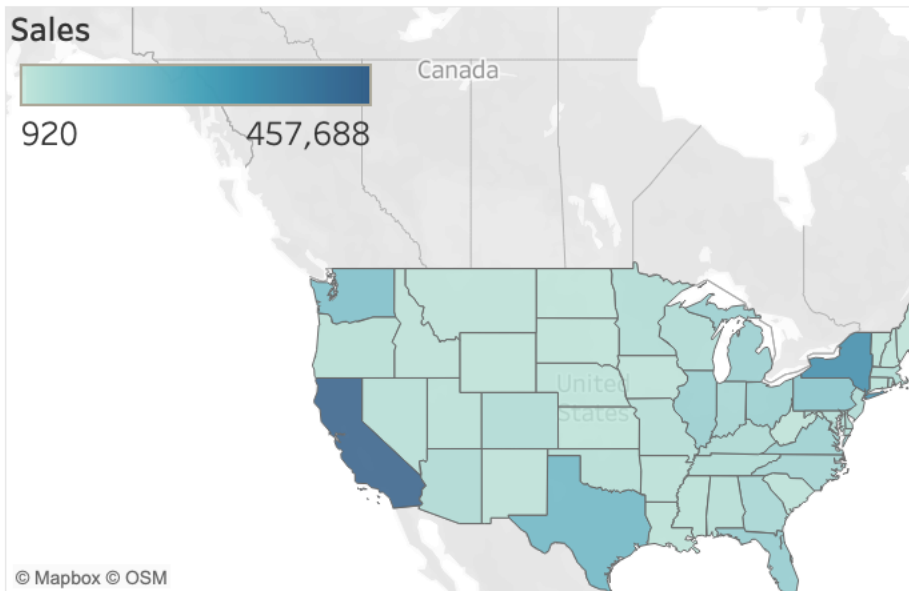
Sales By Category



- Technology accounts for the largest sales share at 36.40%, suggesting strong demand for tech-related products
- Furniture and Office supplies make up the remaining Sales, with Furniture at 32.30% and Office Supplies at 31.30

4. State-wise Sales

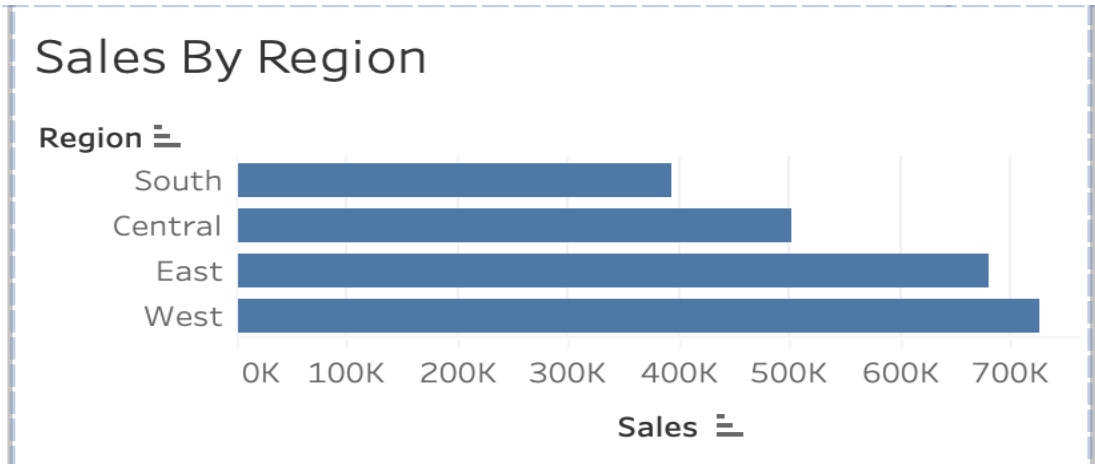
state wise sales



Geographic Distribution:

- The highest sales are concentrated in states like California, with sales exceeding 450K. Other states like Texas, New York, and Florida also show strong sales figures.
- Lower sales are evident in states such as Wyoming and North Dakota, indicating weaker market penetration in these regions.

5. Sales by Region

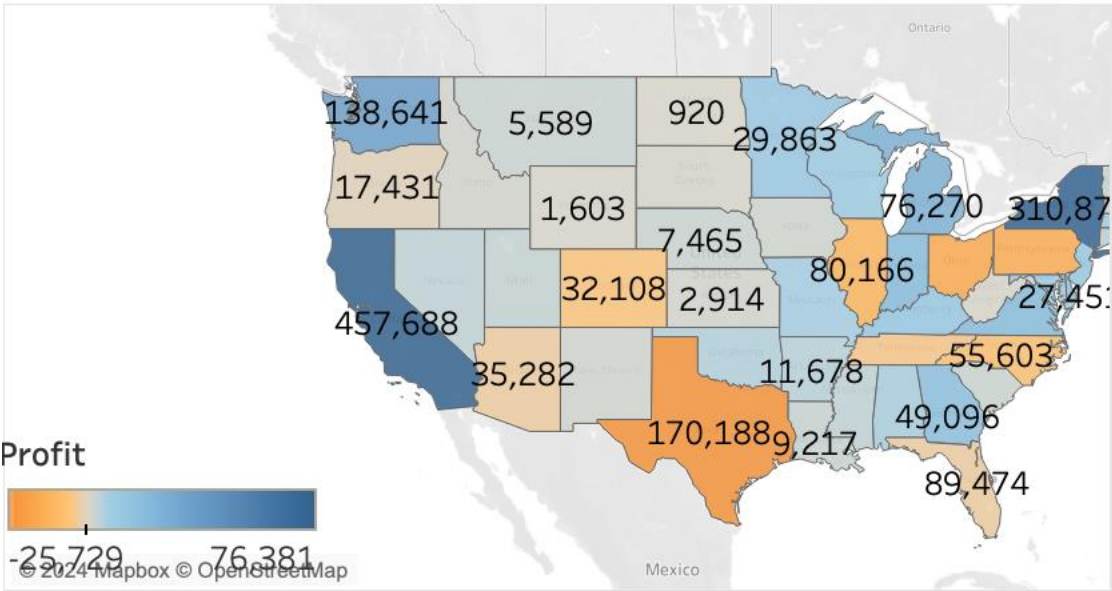


Regional Insights:

- The west region leads in sales, contributing over 600k.
- The East and Central regions also show healthy sales volumes, both nearing 500k.
- The South region is the leads-performing, suggesting potential for targeted growth efforts.

6. State-wise Profit

state wise profit



Profit Distribution:

- States like California, Texas, and New York generate high profits, with California reaching as much as 138K.
- On the other hand, some states like Texas and Pennsylvania show negative profits, indicating challenges such as high operational costs or ineffective sales strategies.

Key Takeaways:

- **Top-performing Products:** Phones and Chairs are driving the majority of sales and profits. Consider expanding offerings in these categories
- **Regional Performance:** The *West* region outperforms other regions in sales. Conversely, the *South* underperforms, representing a potential opportunity for further investment or targeted marketing.
- **State-wise Focus:** Major markets like California and Texas exhibit strong sales but varying profits, highlighting the need for better cost management in states with lower profit margins.

Recommendations for the future:

- **Average Growth in High-Sales Regions:** Invest further in marketing efforts in high-performing states and regions, such as California and the West.
- **Address Profitability Issues:** States with negative profits should be closely evaluated for cost-cutting measures or restructured operations.
- **Expand Technology Sales:** With *Technology* contributing over a third of total sales, increasing product offerings or marketing efforts in this category could yield significant returns.

Conclusion:

The company has demonstrated strong sales growth, particularly in furniture. Profit margins vary across categories and regions. The South region is a key market. Analyzing state-level data can identify opportunities for growth. By implementing appropriate strategies, the company can optimize operations and improve profitability.