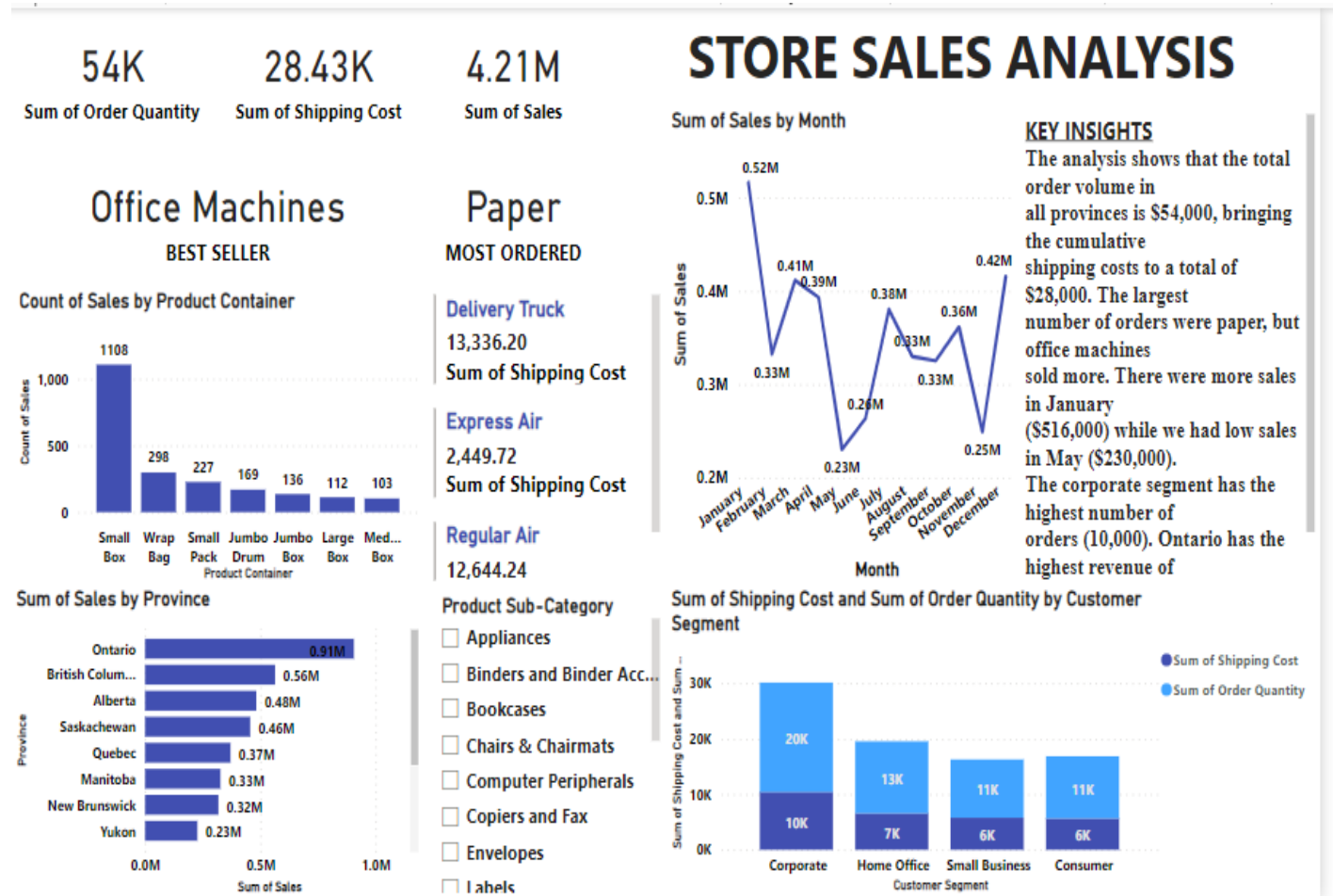


# STORE SALES DASHBOARD

This dashboard provides a comprehensive analysis of store sales, focusing on several key metrics and breakdowns.



## Key Metrics:

1. Total Order Quantity: 54,000
2. Total Shipping Cost: \$28,430
3. Total Sales: \$4.21 million.

## Key Insights:

- **Total Order Volume:** The combined order volume from all provinces is 54,000 units.
- **Shipping Costs:** Cumulative shipping costs amount to \$28,000.

- **Product Demand:** Office machines are the top-selling category, despite paper orders being high.
- **Sales Trends:** Sales peak in January and drop significantly in May.
- **Customer Segments:** The Corporate segment leads in order quantity, while Ontario is the top revenue-generating province.

Overall, the dashboard indicates strong sales performance in specific regions and customer segments, with notable peaks in certain months. It highlights the importance of office machines in the product mix and provides insights into shipping costs and order quantities across different customer segments.

### **Recommendations:**

#### **1. Focus on Best Sellers:**

- Expand the range and offer promotions for top-selling office machines.
- Tailor marketing campaigns for the corporate segment, which has the highest order volume.

#### **2. Boost Low-Performing Months:**

- Investigate and address the cause of low sales in May with targeted promotions.
- Leverage peak sales months with seasonal sales events.

#### **3. Optimize Shipping Costs:**

- Explore cost-effective shipping methods or negotiate better rates.
- Ensure high-demand products are well-stocked, especially in top-performing regions.

#### **4. Geographic Expansion:**

- Invest in high-revenue provinces like Ontario and British Columbia.
- Develop strategies to increase sales in lower-performing provinces such as Yukon and New Brunswick.

#### **5. Personalize Customer Engagement:**

- Create personalized marketing for different customer segments (Corporate, Home Office, Small Business, Consumer).
- Collect customer feedback to improve products and services.

#### **6. Promote Paper Sales:**

- Offer bulk order discounts and promote specific shipping methods to reduce costs.
- Highlight eco-friendly paper options to attract environmentally conscious consumers.