

SUPERSTORE SALES DASHBOARD

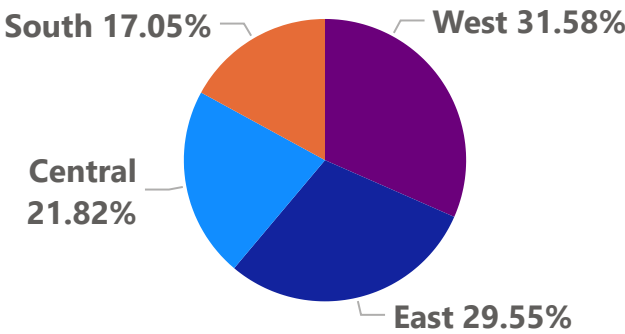
Central

East

South

West

Sum of Sales by Region



501.2...

Total Sales

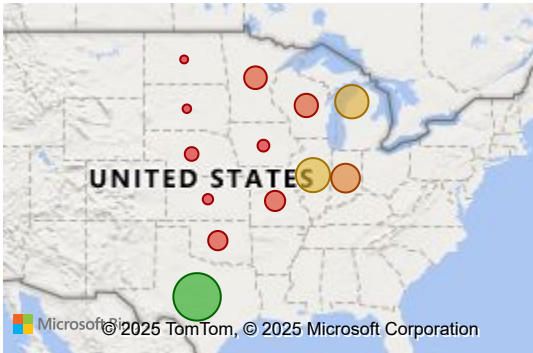
8780

Total Quantity

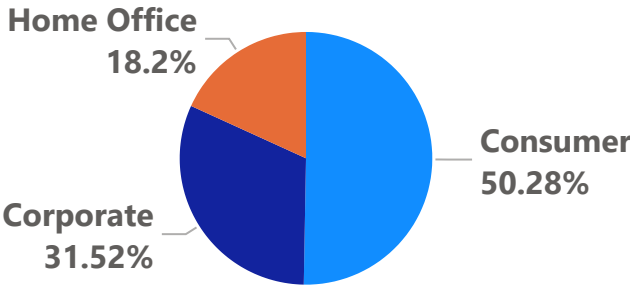
0.04M

Total Profit

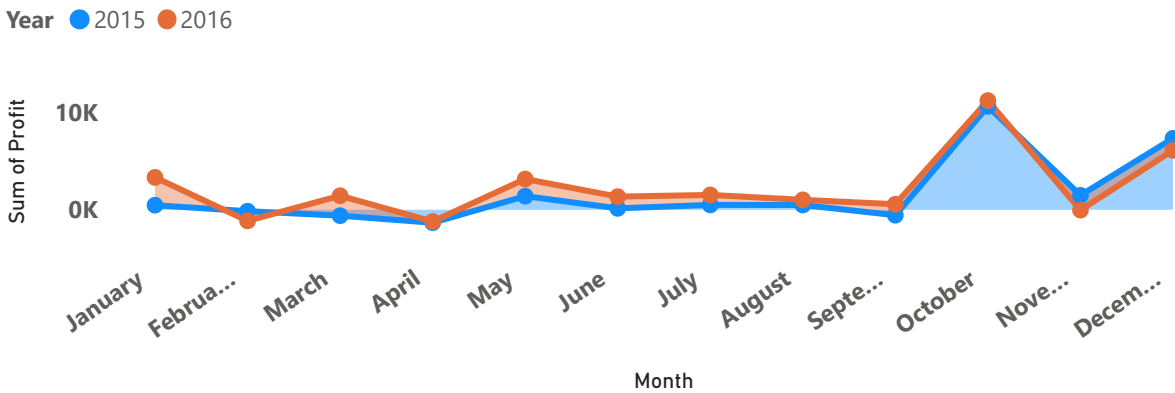
Sum of Sales & Profit by State



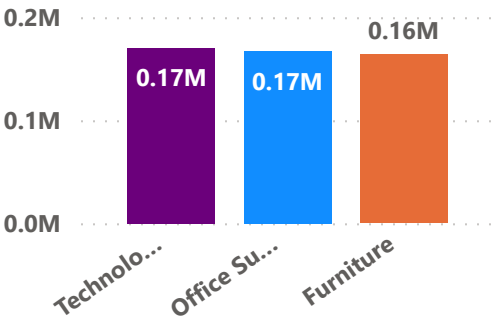
Sum of Sales by Segment



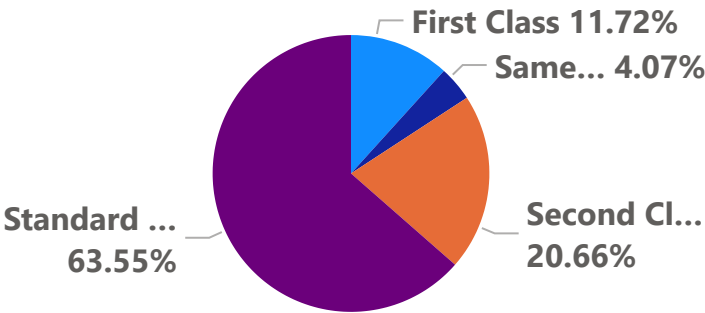
Monthly Profit by Year over Year



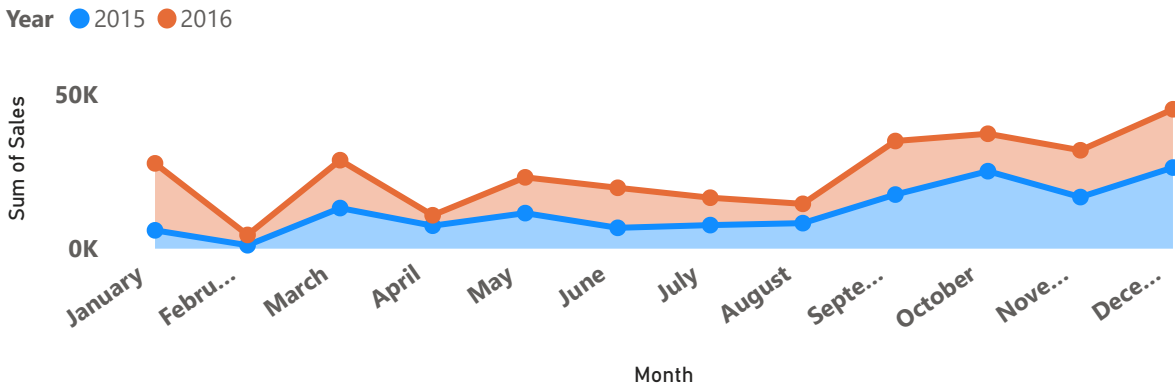
Sales by Category



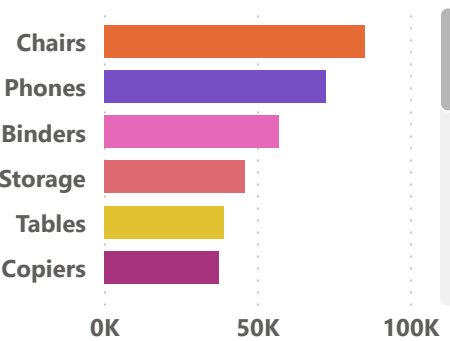
Sum of Sales by Ship Mode



Monthly Sales by Year over Year



Sales by Sub-Category

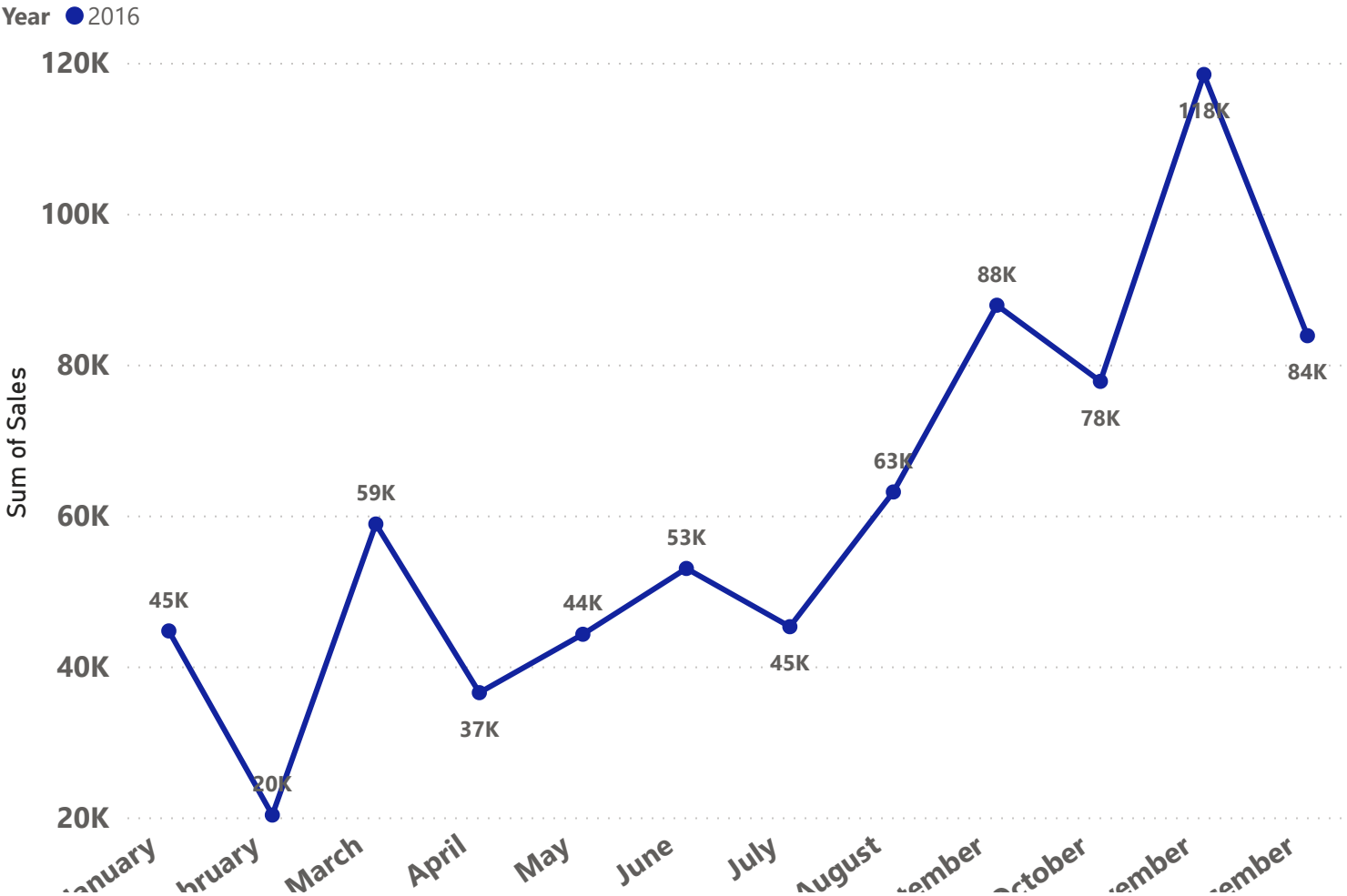


Important Points To Remember

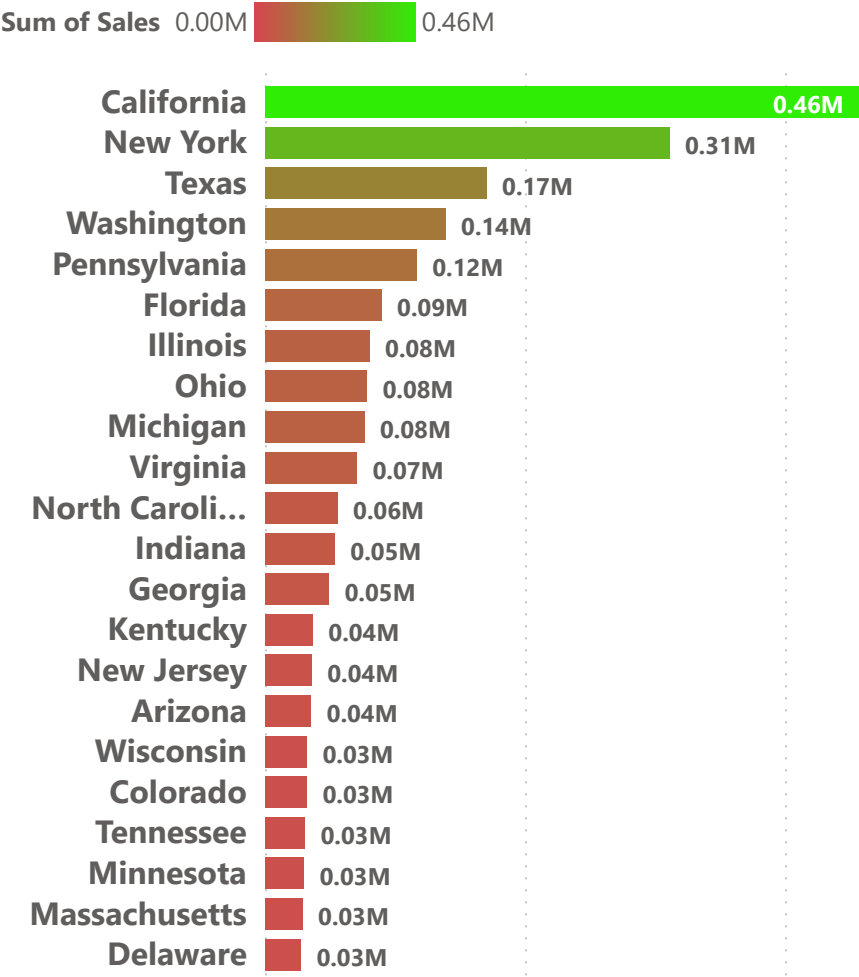
- The Central region recorded the highest sales and profit among all regions.
- Consumer was the strongest segment; Home Office was the weakest.
- Technology generates the highest sales, while Furniture has the lowest.
- While overall sales and profit improved in 2016 versus 2015, profit dropped in November relative to the previous year.
- Sales by ship mode are led by Standard Class with 63%. First Class, Second Class, and Same Day cover the remaining 37%, with Same Day making up just 5%.
- Phones, Chairs, and Machines are the top-selling products across all regions, while Fasteners, Labels, and Envelopes consistently record the lowest sales.

SALES REPORT

Sum of Sales by Month



Sum of Sales by State



SUMMARY

.Revenue & Profit Growth

- .Total sales rose 11% in 2016 vs. 2015.
- .Overall profit increased 8%, but November 2016 saw a 5% year-over-year profit dip.

.Top & Bottom Categories

- .**Leaders:** Technology products (especially Phones), Chairs, and Machines drive the most revenue across all regions.
- .**Laggards:** Furniture category overall and low-volume items—Fasteners, Labels, and Envelopes—consistently underperform.

.Shipping & Segments

- .**Ship Mode:** Standard Class dominates with 63% of sales; Same Day ships the least at 4%.
- .**Segments:** Consumer purchases lead, while Home Office contributes the least.

.Seasonality & Exceptions

- .Q4 sales spike, but November's profit dip signals a margin pressure point.

Actionable Recommendations

- .Audit November promotions/costs to recover margins.
- .Focus marketing and bundles on Technology SKUs.
- .Reevaluate low-volume products for discontinuation or repositioning.
- .Optimize shipping pricing and incentives for Standard Class.