

## Superstore Sales Dashboard

Created by:

**Shahriyar**

Date

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This interactive Excel workbook analyzes Superstore sales data from 2018–2020. It provides dynamic pivot summaries, charts, and slicers to explore Sales, Profit, and segmentation by Region, Category, and Year. Users can refresh the dashboard at any time and export a PDF snapshot with a single click.

## How to Use This Dashboard

1. Open this file (ensure macros are enabled; if prompted, click “Enable Content”).
2. To add new Superstore data (e.g., data for 2021), go to the RawData sheet:
  - a. Click inside the table, then paste new rows below the existing entries.
  - b. Ensure the new data matches column order/format.
  - c. The tblSuperstore table will expand automatically.
3. Go to Dashboard and click any slicers (Region, Category, Year) to filter charts on the fly.
4. If you make changes to the raw data, click the “Refresh & Export PDF” button on Dashboard:
  - a. This will refresh all pivot tables.
  - b. Export the Dashboard sheet into a timestamped PDF in the “Reports” folder.
5. To view the data model or add new calculations, navigate to the PivotData sheet and modify or add pivot
6. To update the VBA code, go to Developer → Visual Basic, and edit the module named “Module1.”
7. Save your changes as a Macro-Enabled Workbook (\*.xlsm).

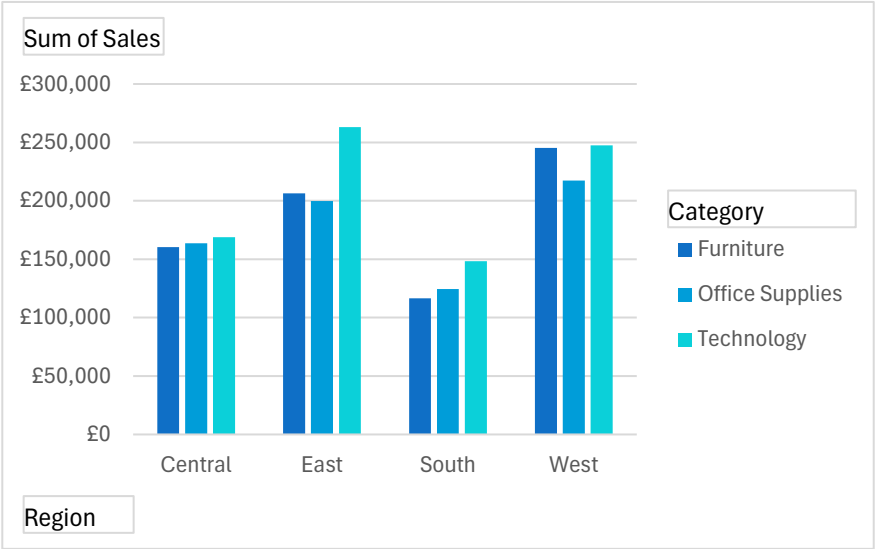
# Superstore Sales Dashboard

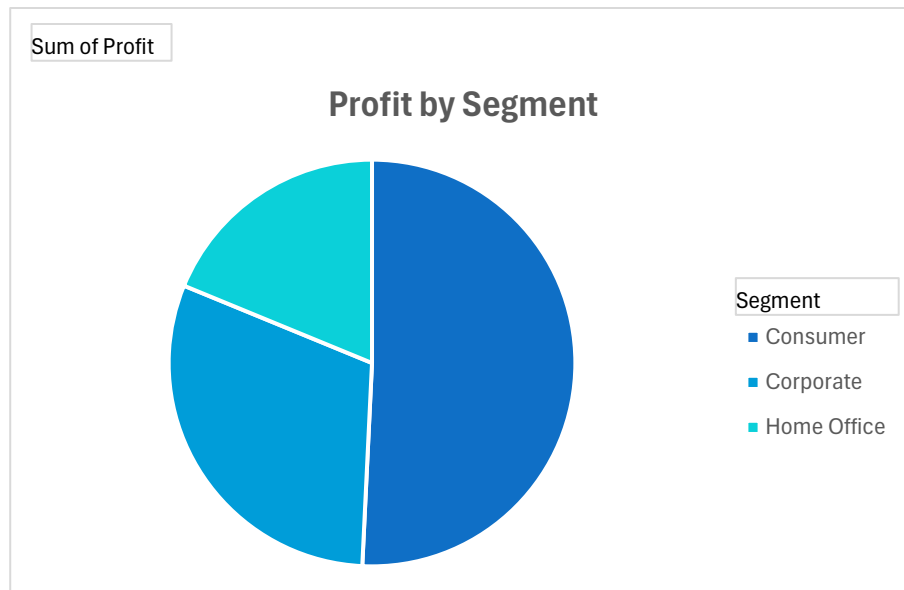
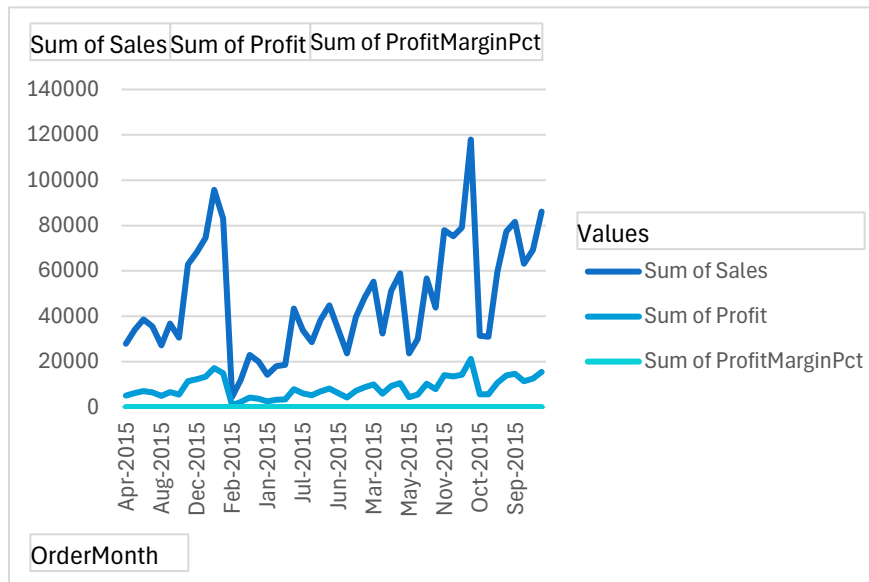
Total Sales	£2,261,536.78
Total Profit	£407,076.62
Avg Discount.	0.100369982

Region
Central
East
South
West

Category
Furniture
Office Supplies
Technology

OrderYear
2015
2016
2017
2018





Sum of Sales	Column Labels			
Row Labels	Furniture	Office Supplies	Technology	Grand Total
Central	£160,317	£163,590	£168,739	£492,647
East	£206,461	£199,941	£263,117	£669,519
South	£116,531	£124,425	£148,195	£389,151
West	£245,348	£217,467	£247,405	£710,220
<b>Grand Total</b>	<b>£728,659</b>	<b>£705,422</b>	<b>£827,456</b>	<b>£2,261,537</b>

Row Labels	Sum of Profit
Consumer	£206,650.9
Corporate	£123,928.9
Home Office	£76,496.8
<b>Grand Total</b>	<b>£407,076.6</b>

Row Labels	Sum of Sales	Sum of Profit	Sum of ProfitMarginPc
Apr-2015	27906.855	5023.2339	0.18
Apr-2016	34154.4685	6147.80433	0.18
Apr-2017	38679.767	6962.35806	0.18
Apr-2018	35541.9101	6397.543818	0.18
Aug-2015	27117.5365	4881.15657	0.18
Aug-2016	36818.3422	6627.301596	0.18
Aug-2017	30542.2003	5497.596054	0.18
Aug-2018	62837.848	11310.81264	0.18
Dec-2015	68167.0585	12270.07053	0.18
Dec-2016	74543.6012	13417.84822	0.18
Dec-2017	95739.121	17233.04178	0.18
Dec-2018	83030.3888	14945.46998	0.18
Feb-2015	4519.892	813.58056	0.18
Feb-2016	11951.411	2151.25398	0.18
Feb-2017	22978.815	4136.1867	0.18
Feb-2018	19920.9974	3585.779532	0.18
Jan-2015	14205.707	2557.02726	0.18
Jan-2016	18066.9576	3252.052368	0.18
Jan-2017	18542.491	3337.64838	0.18
Jan-2018	43476.474	7825.76532	0.18
Jul-2015	33781.543	6080.67774	0.18
Jul-2016	28608.259	5149.48662	0.18
Jul-2017	38320.783	6897.74094	0.18
Jul-2018	44825.104	8068.51872	0.18
Jun-2015	34322.9356	6178.128408	0.18
Jun-2016	23599.374	4247.88732	0.18
Jun-2017	39724.486	7150.40748	0.18
Jun-2018	48190.7277	8674.330986	0.18
Mar-2015	55205.797	9937.04346	0.18
Mar-2016	32339.3184	5821.077312	0.18
Mar-2017	51165.059	9209.71062	0.18
Mar-2018	58863.4128	10595.4143	0.18
May-2015	23644.303	4255.97454	0.18
May-2016	29959.5305	5392.71549	0.18
May-2017	56656.908	10198.24344	0.18
May-2018	43825.9822	7888.676796	0.18
Nov-2015	77907.6607	14023.37893	0.18
Nov-2016	75249.3995	13544.89191	0.18
Nov-2017	79066.4958	14231.96924	0.18
Nov-2018	117938.155	21228.8679	0.18
Oct-2015	31453.393	5661.61074	0.18
Oct-2016	31011.7375	5582.11275	0.18
Oct-2017	59583.033	10724.94594	0.18

Oct-2018	77448.1312	13940.66362	0.18
Sep-2015	81623.5268	14692.23482	0.18
Sep-2016	63133.606	11364.04908	0.18
Sep-2017	69193.3909	12454.81036	0.18
Sep-2018	86152.888	15507.51984	0.18
<b>Grand Total</b>	<b>2261536.783</b>	<b>407076.6209</b>	<b>0.18</b>

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer I	Customer I	Segment	Country
1	CA-2017-1	#####	#####	Second Cla	CG-12520	Claire Gute	Consumer	United Stat
2	CA-2017-1	#####	#####	Second Cla	CG-12520	Claire Gute	Consumer	United Stat
3	CA-2017-1	#####	#####	Second Cla	DV-13045	Darrin Van	Corporate	United Stat
4	US-2016-1	#####	#####	Standard C	SO-20335	Sean O'Dor	Consumer	United Stat
5	US-2016-1	#####	#####	Standard C	SO-20335	Sean O'Dor	Consumer	United Stat
6	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
7	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
8	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
9	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
10	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
11	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
12	CA-2015-1	#####	#####	Standard C	BH-11710	Brosina Ho	Consumer	United Stat
13	CA-2018-1	#####	#####	Standard C	AA-10480	Andrew Alle	Consumer	United Stat
14	CA-2017-1	#####	#####	Standard C	IM-15070	Irene Madd	Consumer	United Stat
15	US-2016-1	#####	#####	Standard C	HP-14815	Harold Paw	Home Offic	United Stat
16	US-2016-1	#####	#####	Standard C	HP-14815	Harold Paw	Home Offic	United Stat
17	CA-2015-1	#####	#####	Standard C	PK-19075	Pete Kriz	Consumer	United Stat
18	CA-2015-1	#####	#####	Second Cla	AG-10270	Alejandro C	Consumer	United Stat
19	CA-2015-1	#####	#####	Second Cla	ZD-21925	Zuschuss D	Consumer	United Stat
20	CA-2015-1	#####	#####	Second Cla	ZD-21925	Zuschuss D	Consumer	United Stat
21	CA-2015-1	#####	#####	Second Cla	ZD-21925	Zuschuss D	Consumer	United Stat
22	CA-2017-1	#####	#####	Standard C	KB-16585	Ken Black	Corporate	United Stat
23	CA-2017-1	#####	#####	Standard C	KB-16585	Ken Black	Corporate	United Stat
24	US-2018-1	#####	#####	Second Cla	SF-20065	Sandra Flar	Consumer	United Stat
25	CA-2016-1	#####	#####	Standard C	EB-13870	Emily Burns	Consumer	United Stat
26	CA-2017-1	#####	#####	Second Cla	EH-13945	Eric Hoffm	Consumer	United Stat
27	CA-2017-1	#####	#####	Second Cla	EH-13945	Eric Hoffm	Consumer	United Stat
28	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
29	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
30	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
31	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
32	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
33	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
34	US-2016-1	#####	#####	Standard C	TB-21520	Tracy Blum	Consumer	United Stat
35	CA-2018-1	#####	#####	Second Cla	MA-17560	Matt Abelm	Home Offic	United Stat
36	CA-2017-1	#####	#####	First Class	GH-14485	Gene Hale	Corporate	United Stat
37	CA-2017-1	#####	#####	First Class	GH-14485	Gene Hale	Corporate	United Stat
38	CA-2016-1	#####	#####	Standard C	SN-20710	Steve Nguy	Home Offic	United Stat
39	CA-2016-1	#####	#####	Standard C	SN-20710	Steve Nguy	Home Offic	United Stat
40	CA-2016-1	#####	#####	Standard C	SN-20710	Steve Nguy	Home Offic	United Stat
41	CA-2016-1	#####	#####	Standard C	SN-20710	Steve Nguy	Home Offic	United Stat
42	CA-2018-1	#####	#####	Standard C	LC-16930	Linda Caza	Corporate	United Stat
43	CA-2017-1	#####	#####	Standard C	RA-19885	Ruben Ausr	Corporate	United Stat



City	State	Postal Cod	Region	Product ID	Category	Sub-Category	Product Name	Profit
Henderson	Kentucky	42420	South	FUR-BO-10	Furniture	Bookcases	Bush Some	47.1528
Henderson	Kentucky	42420	South	FUR-CH-10	Furniture	Chairs	Hon Deluxe	131.7492
Los Angeles	California	90036	West	OFF-LA-10	Office Supp	Labels	Self-Adhesi	2.6316
Fort Lauderdale	Florida	33311	South	FUR-TA-10	Furniture	Tables	Bretford CR	172.364
Fort Lauderdale	Florida	33311	South	OFF-ST-10	Office Supp	Storage	Eldon Fold '	4.02624
Los Angeles	California	90032	West	FUR-FU-10	Furniture	Furnishings	Eldon Expre	8.7948
Los Angeles	California	90032	West	OFF-AR-10	Office Supp	Art	Newell 322	1.3104
Los Angeles	California	90032	West	TEC-PH-10	Technology	Phones	Mitel 5320	163.2874
Los Angeles	California	90032	West	OFF-BI-100	Office Supp	Binders	DXL Angle-A	3.33072
Los Angeles	California	90032	West	OFF-AP-10	Office Supp	Appliances	Belkin F5C2	20.682
Los Angeles	California	90032	West	FUR-TA-10	Furniture	Tables	Chromcraft	307.1131
Los Angeles	California	90032	West	TEC-PH-10	Technology	Phones	Konftel 250	164.0563
Concord	North Carol	28027	South	OFF-PA-10	Office Supp	Paper	Xerox 1967	2.79936
Seattle	Washington	98103	West	OFF-BI-100	Office Supp	Binders	Fellowes Pl	73.43568
Fort Worth	Texas	76106	Central	OFF-AP-10	Office Supp	Appliances	Holmes Rej	12.3858
Fort Worth	Texas	76106	Central	OFF-BI-100	Office Supp	Binders	Storex Dura	0.45792
Madison	Wisconsin	53711	Central	OFF-ST-10	Office Supp	Storage	Stur-D-Stor	119.8584
West Jordan	Utah	84084	West	OFF-ST-10	Office Supp	Storage	Fellowes St	9.99
San Francisco	California	94109	West	OFF-AR-10	Office Supp	Art	Newell 341	1.5408
San Francisco	California	94109	West	TEC-PH-10	Technology	Phones	Cisco SPA 5	38.4264
San Francisco	California	94109	West	OFF-BI-100	Office Supp	Binders	Wilson Jone	4.0896
Fremont	Nebraska	68025	Central	OFF-AR-10	Office Supp	Art	Newell 318	3.5028
Fremont	Nebraska	68025	Central	OFF-AP-10	Office Supp	Appliances	Acco Six-Oi	10.8612
Philadelphia	Pennsylvania	19140	East	FUR-CH-10	Furniture	Chairs	Global Del	12.84696
Orem	Utah	84057	West	FUR-TA-10	Furniture	Tables	Bretford CR	188.0334
Los Angeles	California	90049	West	OFF-BI-100	Office Supp	Binders	Wilson Jone	2.09664
Los Angeles	California	90049	West	TEC-AC-10	Technology	Accessories	Imation 8G	16.3026
Philadelphia	Pennsylvania	19140	East	FUR-BO-10	Furniture	Bookcases	Riverside P	555.0174
Philadelphia	Pennsylvania	19140	East	OFF-BI-100	Office Supp	Binders	Avery Recyc	1.73124
Philadelphia	Pennsylvania	19140	East	FUR-FU-10	Furniture	Furnishings	Howard Mil	22.356
Philadelphia	Pennsylvania	19140	East	OFF-EN-10	Office Supp	Envelopes	Poly String	0.58752
Philadelphia	Pennsylvania	19140	East	OFF-AR-10	Office Supp	Art	BOSTON M	15.53472
Philadelphia	Pennsylvania	19140	East	OFF-BI-100	Office Supp	Binders	Acco Press	1.23444
Philadelphia	Pennsylvania	19140	East	OFF-AR-10	Office Supp	Art	Lumber Cra	2.8368
Houston	Texas	77095	Central	OFF-PA-10	Office Supp	Paper	Easy-staple	5.30496
Richardson	Texas	75080	Central	TEC-PH-10	Technology	Phones	GE 30524E	197.5579
Richardson	Texas	75080	Central	FUR-FU-10	Furniture	Furnishings	Electrix Arc	34.3656
Houston	Texas	77041	Central	OFF-EN-10	Office Supp	Envelopes	#10-4 1/8"	20.39904
Houston	Texas	77041	Central	FUR-BO-10	Furniture	Bookcases	Atlantic Me	95.83186
Houston	Texas	77041	Central	FUR-CH-10	Furniture	Chairs	Global Fabr	38.17044
Houston	Texas	77041	Central	TEC-PH-10	Technology	Phones	Plantronics	66.81024
Naperville	Illinois	60540	Central	TEC-PH-10	Technology	Phones	Panasonic	26.49024
Los Angeles	California	90049	West	OFF-ST-10	Office Supp	Storage	Eldon Base	14.0184

Sales	OrderYear	OrderMont	Discount
261.96	2017	Nov-2017	0.011384
731.94	2017	Nov-2017	0.159273
14.62	2017	Jun-2017	0.023382
957.5775	2016	Oct-2016	0.019547
22.368	2016	Oct-2016	0.150313
48.86	2015	Jun-2015	0.147196
7.28	2015	Jun-2015	0.012353
907.152	2015	Jun-2015	0.083488
18.504	2015	Jun-2015	0.178785
114.9	2015	Jun-2015	0.037134
1706.184	2015	Jun-2015	0.179167
911.424	2015	Jun-2015	0.060313
15.552	2018	Apr-2018	0.169699
407.976	2017	Dec-2017	0.018898
68.81	2016	Nov-2016	0.093072
2.544	2016	Nov-2016	0.05328
665.88	2015	Nov-2015	0.138342
55.5	2015	May-2015	0.188671
8.56	2015	Aug-2015	0.029749
213.48	2015	Aug-2015	0.1161
22.72	2015	Aug-2015	0.009507
19.46	2017	Dec-2017	0.044441
60.34	2017	Dec-2017	0.164956
71.372	2018	Jul-2018	0.160556
1044.63	2016	Sep-2016	0.087475
11.648	2017	Jan-2017	0.1199
90.57	2017	Jan-2017	0.169834
3083.43	2016	Sep-2016	0.186251
9.618	2016	Sep-2016	0.163209
124.2	2016	Sep-2016	0.028055
3.264	2016	Sep-2016	0.01791
86.304	2016	Sep-2016	0.135651
6.858	2016	Sep-2016	0.008551
15.76	2016	Sep-2016	0.042027
29.472	2018	Oct-2018	0.019897
1097.544	2017	Dec-2017	0.163778
190.92	2017	Dec-2017	0.195578
113.328	2016	Dec-2016	0.071207
532.3992	2016	Dec-2016	0.122891
212.058	2016	Dec-2016	0.150622
371.168	2016	Dec-2016	0.058317
147.168	2018	Sep-2018	0.179147
77.88	2017	Jul-2017	0.060703