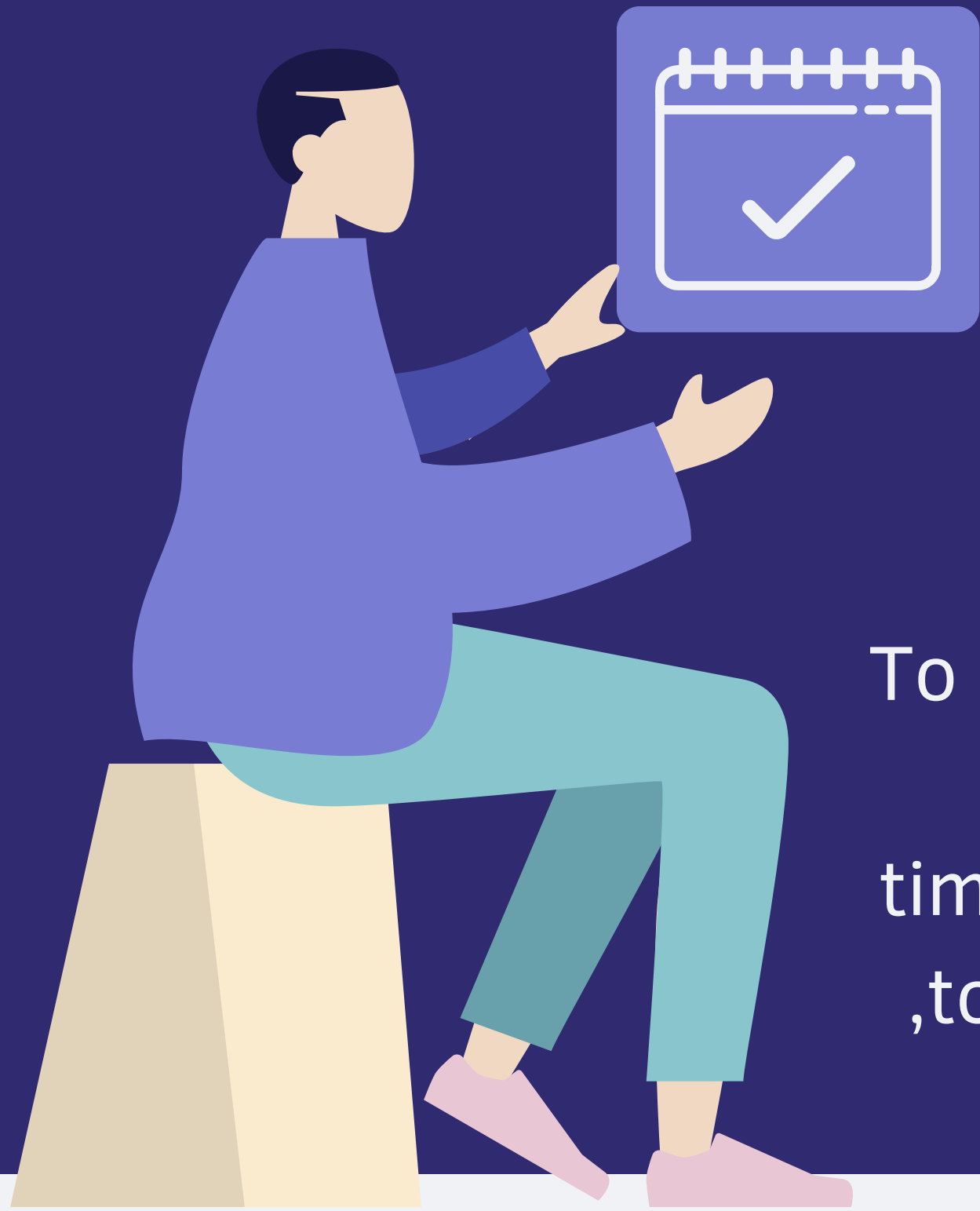


SuperStore Sales Dashboard Summary

By - Sneha Maheshwari





Objective

To provide a comprehensive view of sale performance across different segments ,regions ,categories and time periods, enabling stakeholders to identify trends ,top-performing areas and opportunities for growth.

Key Metrics Overview



 **445.4K**

Total Sales

 **59.5K**

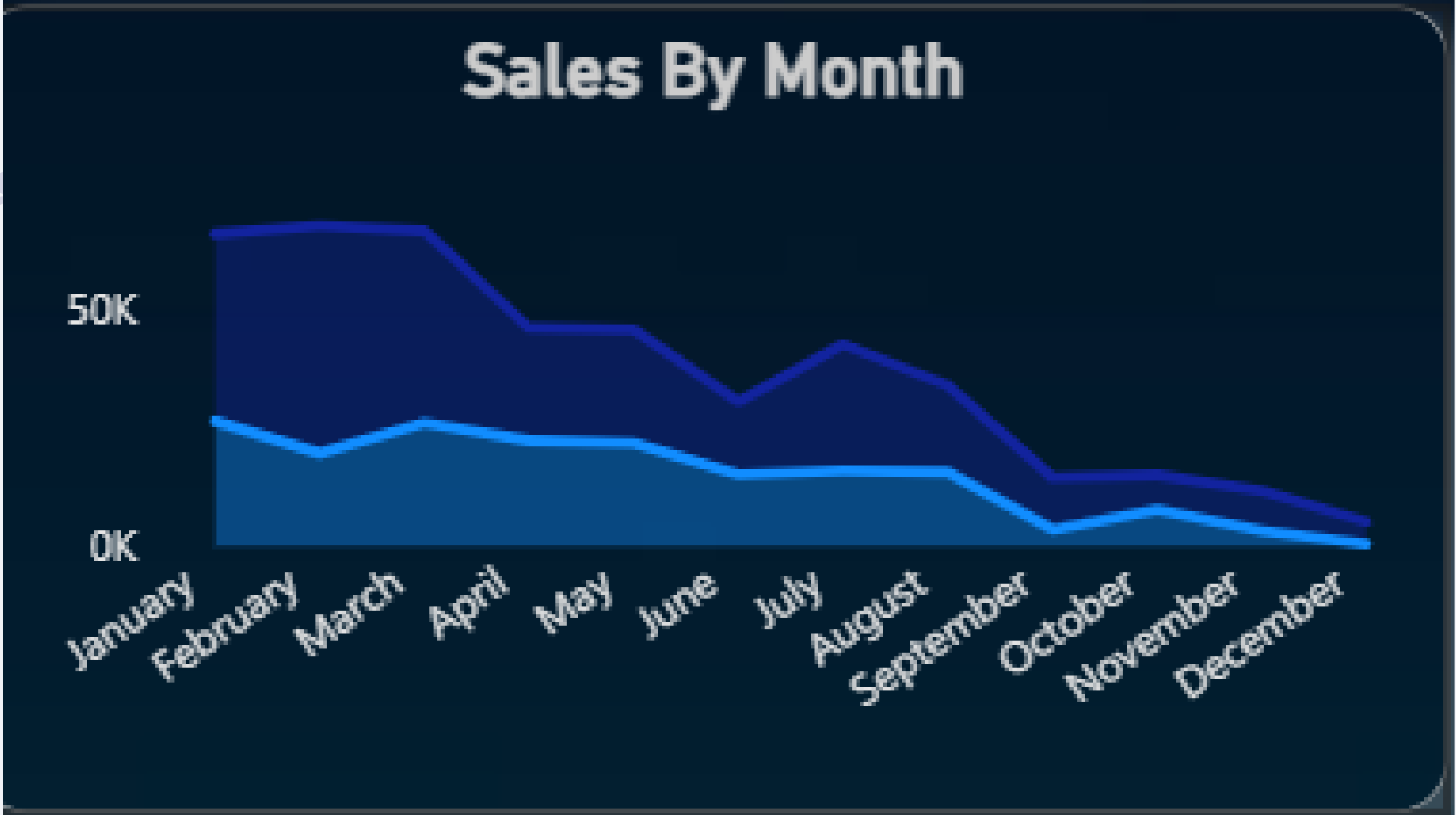
Profit

 **6,402**

Total Units Sold

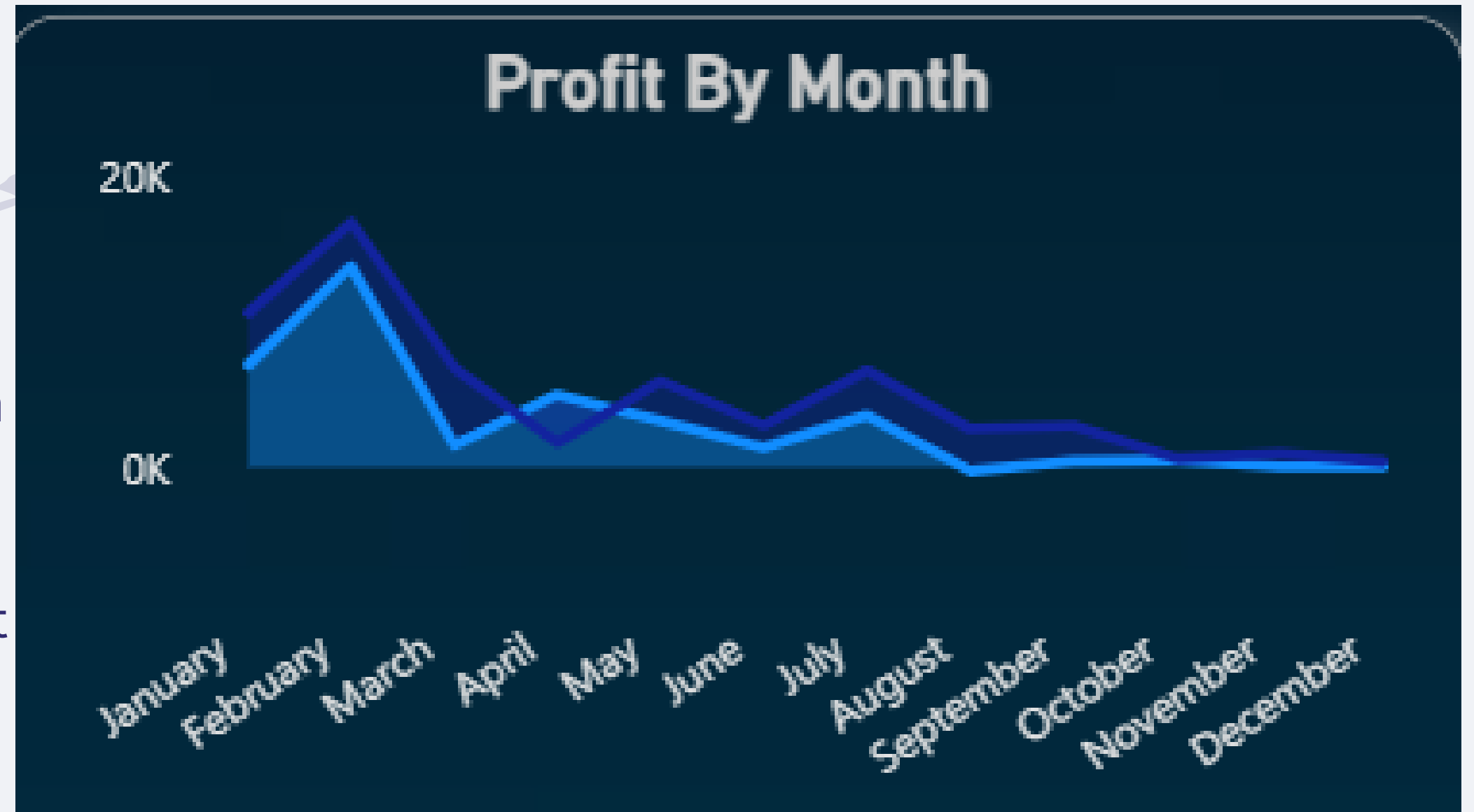
Sales Trend Analysis

Highest sales in the starting of the year. Slight decline around June-July due to off season. Year-on-Year sales performance improved , reflecting stronger market demand and effective sales strategies.



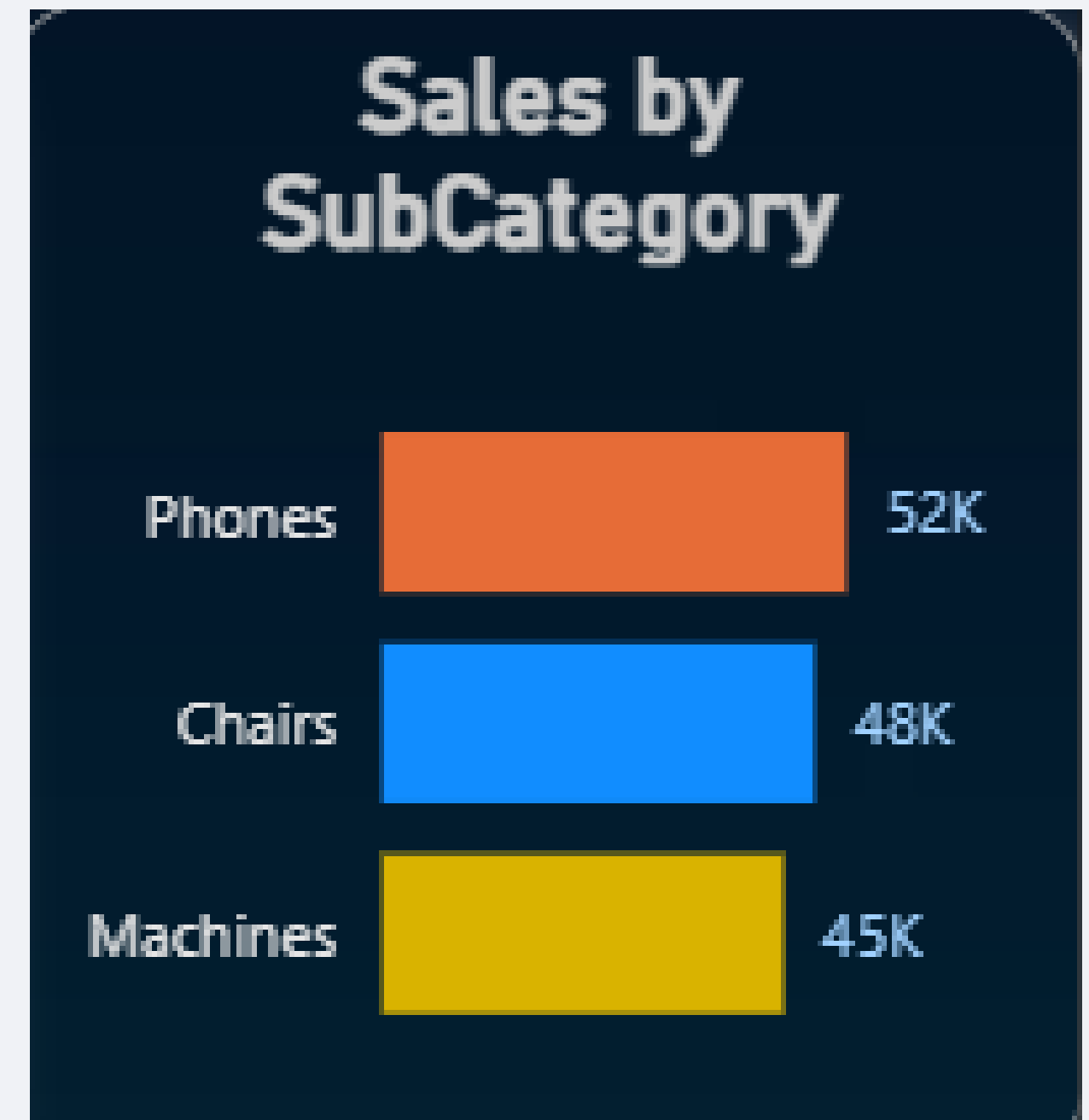
Profit Trend Analysis

Profit peaked sharply in February , followed by a consistent decline with minimal peaks in later months . We can notice a sudden small peak in July due to back-to-school season . April's profit saw a significant drop compared to last year, likely due to increased operational costs, higher discounting , or a shift towards low-margin product sales.



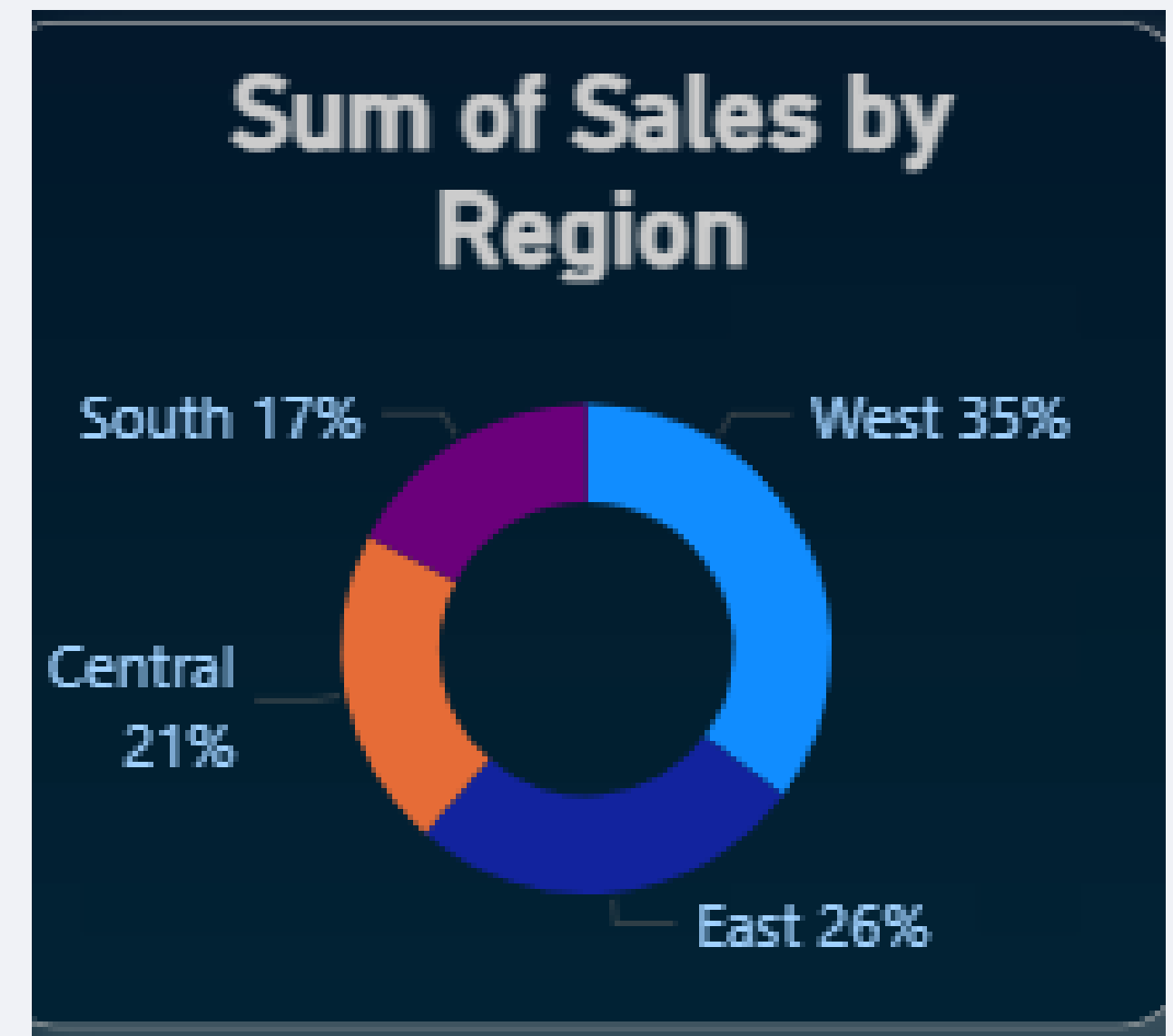
Highest Sales Products

Phones lead the sales among subcategories with 52K, followed by Chairs at 48K and Machines at 45K. The small difference in sales figures indicates a competitive market, with Phones holding a slight edge in customer preference.



Sales by Regions

The West region contributes the highest share of sales at 35%, followed by the East (26%), Central (21%), and South (17%). The lower sales in regions like South and Central may be due to factors such as smaller target customer base, lower product demand, limited distribution channels, stronger competition, or economic conditions affecting purchasing power. Marketing reach and promotional activities may also be less aggressive compared to high-performing regions like the West.



Recommendations



01

Boost Sales in Low-Performing Regions – Target marketing campaigns and promotions in the South and Central regions (17% and 21% sales share) to balance regional performance.

02

Leverage Top-Selling Subcategories – Phones, Chairs, and Machines are leading in sales. Focus on bundling, upselling, and introducing related products to maximize revenue from these categories.

03

Promote High-Margin Products – Use targeted promotions on high-profit months (January and February) to sustain momentum year-round.



Thank You!