

# SUPERSTORE SALES DASHBOARD

Region

All

State, City

All

Category

Furniture

Office  
Supplies

Technology

Segment

Consumer

Corporate

Home Office

Payment Mode

Cards

COD

Online

Ship Mode

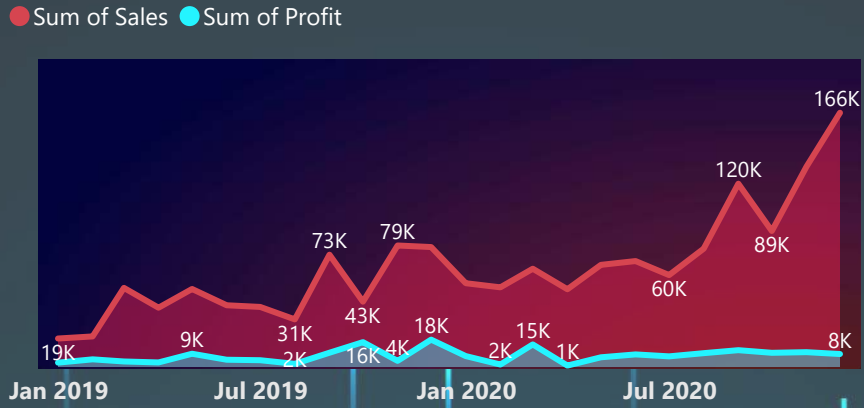
First  
Class

Second  
Class

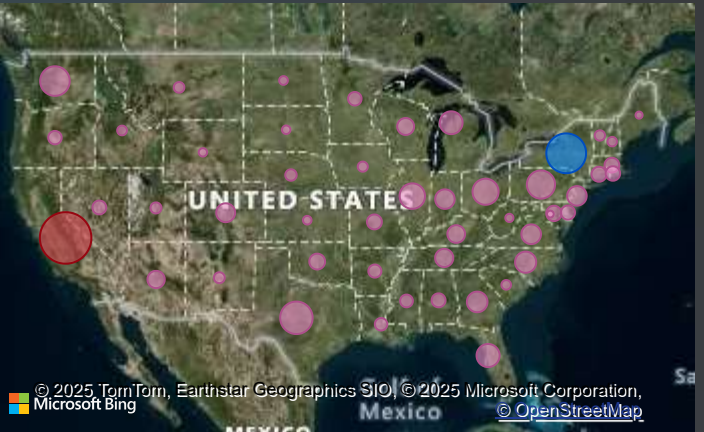
Same Day

Standard  
Class

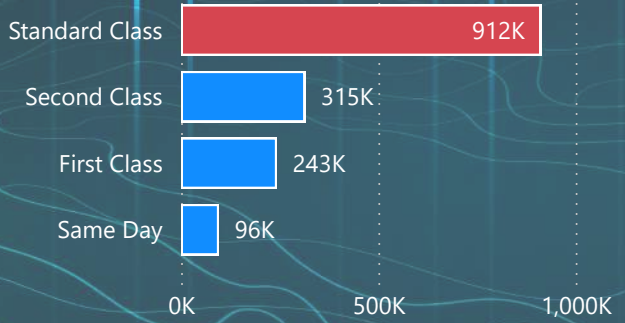
Sales & Profit Trend Over Month



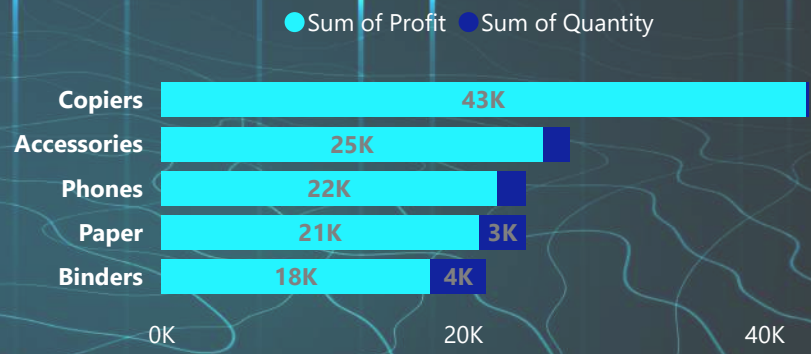
Sales and Profit by States



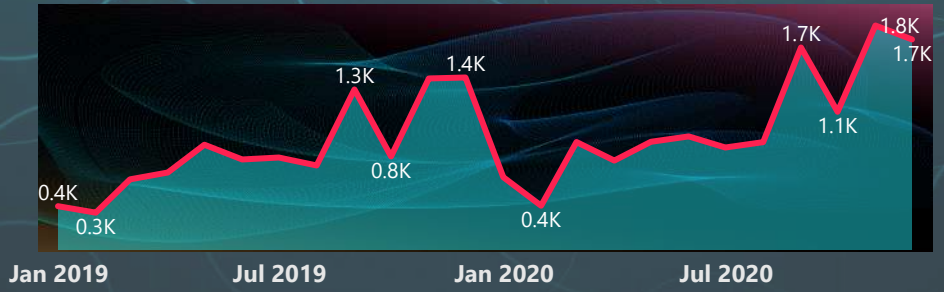
Sales by Ship-Mode



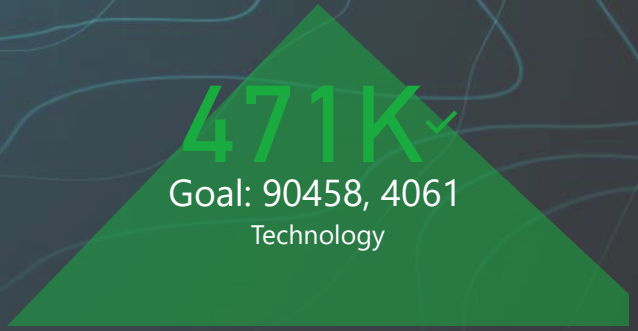
Top 5 Profit & Quantity by Sub-Category



Quantity and Profit Over Month



Sales, Profit and Quantity by Category



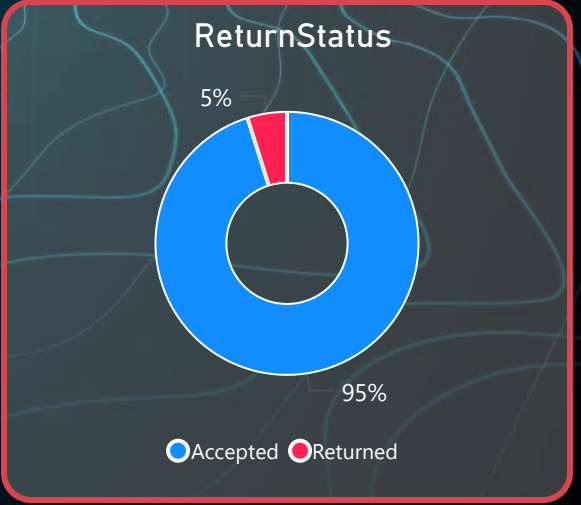
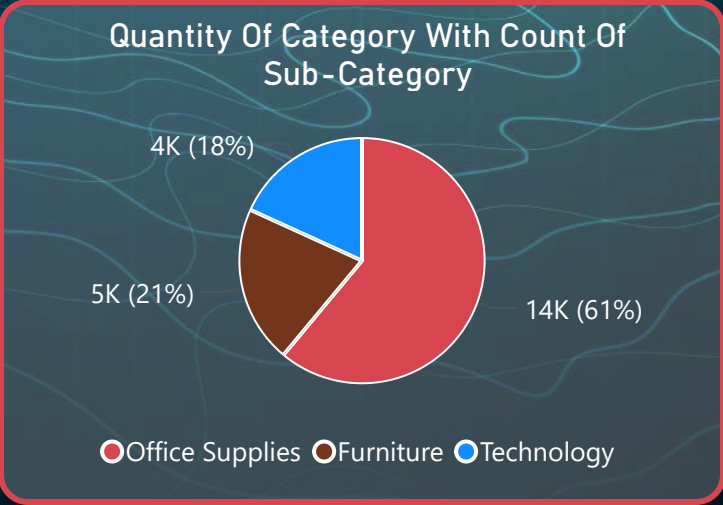
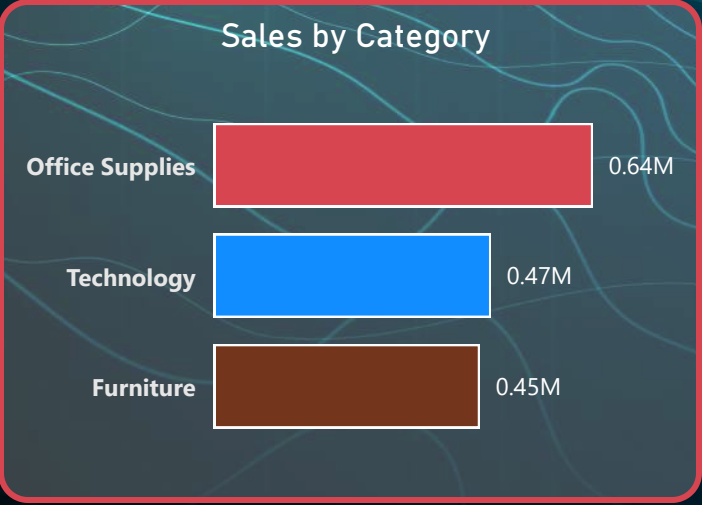
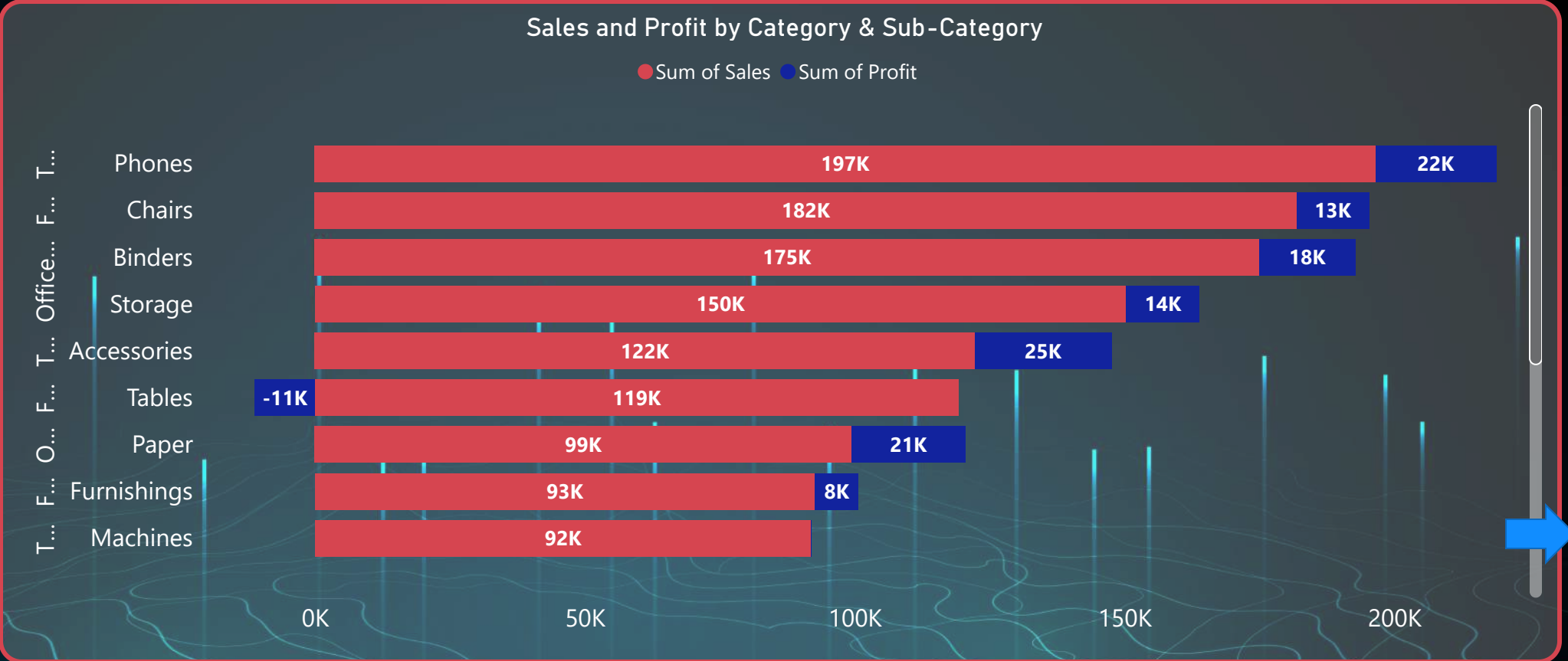
Category

Select all

Furniture

Office Supplies

Technology



ORDER SUUMMARY

Copiers Sub-Category	Technology Category	Corporate Segment	499.95 Sum of Sales	8,399.98 Sum of Profit	5 Sum of Quantity	Cards Payment Mode	Indiana State	Standard Class Ship Mode
Copiers Sub-Category	Technology Category	Consumer Segment	3,445.96 Sum of Sales	6,719.98 Sum of Profit	4 Sum of Quantity	COD Payment Mode	Washington State	First Class Ship Mode
Binders Sub-Category	Office Supp... Category	Consumer Segment	4,168.32 Sum of Sales	5,466.49 Sum of Profit	34 Sum of Quantity	Online Payment Mode	Michigan State	Standard Class Ship Mode
Copiers Sub-Category	Technology Category	Consumer Segment	5,517.97 Sum of Sales	5,039.99 Sum of Profit	3 Sum of Quantity	COD Payment Mode	Delaware State	Standard Class Ship Mode
Copiers Sub-Category	Technology Category	Home Office Segment	2,212.97 Sum of Sales	3,919.99 Sum of Profit	4 Sum of Quantity	COD Payment Mode	New York State	First Class Ship Mode
Machines Sub-Category	Technology Category	Consumer Segment	4,749.95 Sum of Sales	2,799.98 Sum of Profit	5 Sum of Quantity	COD Payment Mode	Virginia State	Second Class Ship Mode
Copiers Sub-Category	Technology Category	Home Office Segment	5,399.91 Sum of Sales	2,591.96 Sum of Profit	9 Sum of Quantity	Cards Payment Mode	Rhode Island State	Standard Class Ship Mode
Binders Sub-Category	Office Supp... Category	Consumer Segment	5,605.68 Sum of Sales	2,519.73 Sum of Profit	8 Sum of Quantity	COD Payment Mode	Michigan State	Second Class Ship Mode



## Q&A



Ask a question about your data



Try one of these to get started

average sale

count segments

average avg date

total sale over time

average row ID+O6G3A1:R6

Show all suggestions

## SALES AND PROFITS WITH QUANTITY BY CATEGORIES

Furniture	Office Supplies	Technology
<div>Sum of Sales</div> <div>451.51K</div>	<div>Sum of Sales</div> <div>643.71K</div>	<div>Sum of Sales</div> <div>470.59K</div>
<div>Sum of Profit</div> <div>10.01K</div>	<div>Sum of Profit</div> <div>74.80K</div>	<div>Sum of Profit</div> <div>90.46K</div>
<div>Sum of Quantity</div> <div>5K</div>	<div>Sum of Quantity</div> <div>14K</div>	<div>Sum of Quantity</div> <div>4K</div>

Sales

2M

Profit

175K

Average Delivery Date

4

Quantity

22K

## 1. Sales & Profit Trends

- **Sales** peaked in mid-2019, reaching over ₹166K, followed by a dip in early 2020, suggesting possible market saturation or external disruptions.
- **Profit** trends followed a similar pattern, but with sharper drops, indicating cost fluctuations or discount strategies.

## 2. Best Performing Categories & Sub-Categories

- **Technology** was the top-performing category with ~₹471K sales and ~₹90K profit.
- **Copiers** alone contributed ₹43K profit, making it the most profitable sub-category.
- Other high performers: Phones, Accessories, Paper, and Binders.

## 3. Regional Insights

- States like **California, New York, and Washington** led in both sales and profit.
- **Southern and Central states** had relatively lower profit margins, indicating scope for market expansion or strategy change.

## 4. Shipping & Returns

- **Standard Class shipping** dominated with 58% of orders.
- **Return rate is only 5%**, which reflects good customer satisfaction and product quality.
- First Class and Same Day shipping are least used, possibly due to higher costs.

## 5. Customer Segments & Payment Modes

- **Consumer segment** made up the largest portion of orders, followed by Corporate and Home Office.
- **Payment preferences:** Cards and COD dominate; Online payments are growing but underutilized.

## 6. Key Business Takeaways

- ✓ Focus on expanding **Technology and Office Supplies** in high-performing states.
- ✓ Consider optimizing **shipping options** and promoting faster deliveries where possible.
- ✓ Monitor **low-performing regions** to improve marketing or product mix.
- ✓ Leverage **Copiers and Phones** as flagship products in campaigns.