Sales Dashboard: Superstore Sales Analysis
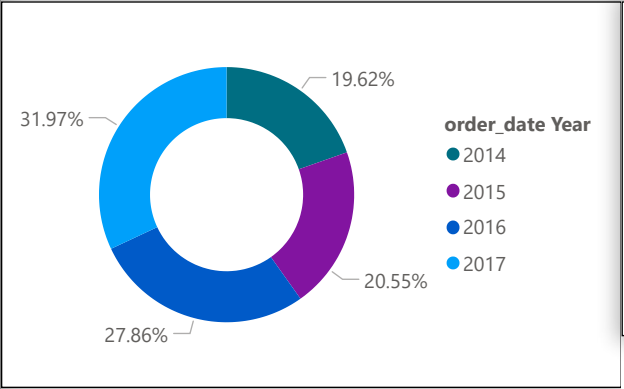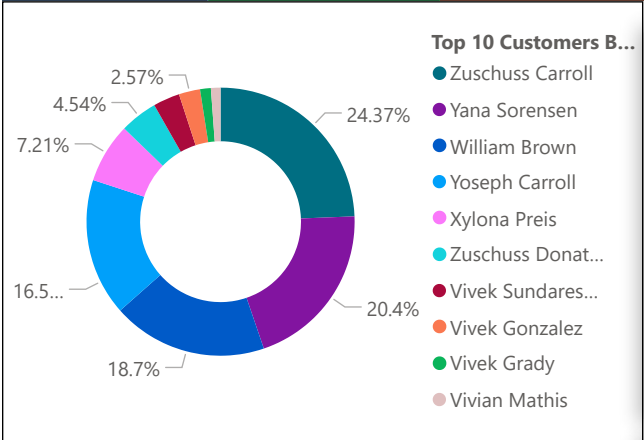By Gaurav Tawri

₹ 2.29M Sum of sales

₹ 285.46K Sum of profit

38K Sum of quantity

Filter Region

All

Top 10 Customers B...

- 24.37%
- 20.4%
- 18.7%
- 16.5...
- 7.21%
- 4.54%
- 2.57%

- Zuschuss Carroll
- Yana Sorensen
- William Brown
- Yoseph Carroll
- Xylona Preis
- Zuschuss Donat...
- Vivek Sundares...
- Vivek Gonzalez
- Vivek Grady
- Vivian Mathis

- 19.62%
- 20.55%
- 27.86%
- 31.97%

order_date Year
- 2014
- 2015
- 2016
- 2017

Avery Non-Stick Binders
₹ 217.316 Sum of sales | 71 Sum of quantity
₹ 1,504.15 Sum of Revenue

Easy-staple paper
₹ 2,504.192 Sum of sales | 150 Sum of quantity
₹ 9,820.58 Sum of Revenue

Year	Sales
2014	₹ 483.97K
2015	₹ 470.4K
2016	₹ 607.88K
2017	₹ 731.51K

100% ... 151.1%

category ● Furniture ● Office Supplies ● Technology

Year	Furniture	Office Supplies	Technology
2017	2.4K	7.7K	2.4K
2016	2.2K	5.9K	1.7K
2015	1.8K	4.7K	1.5K
2014	1.6K	4.6K	1.4K

Sum of quantity
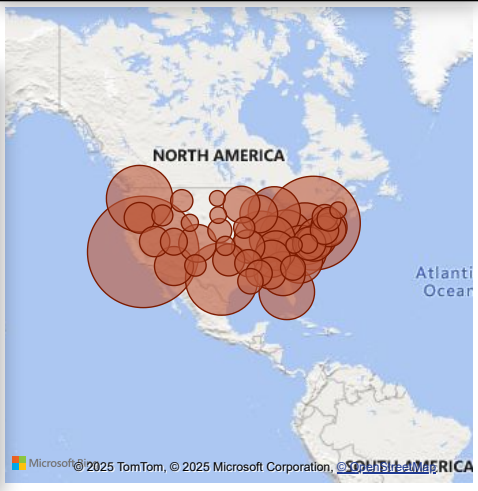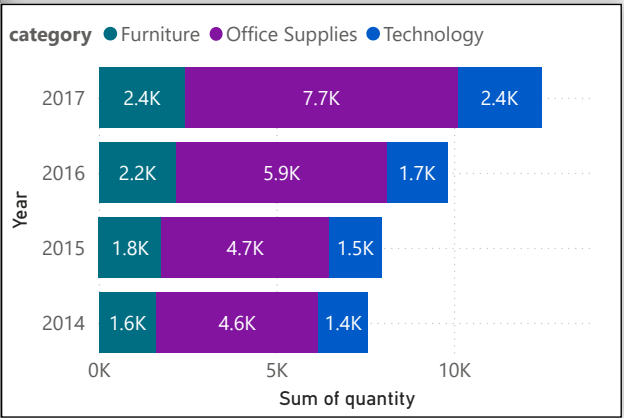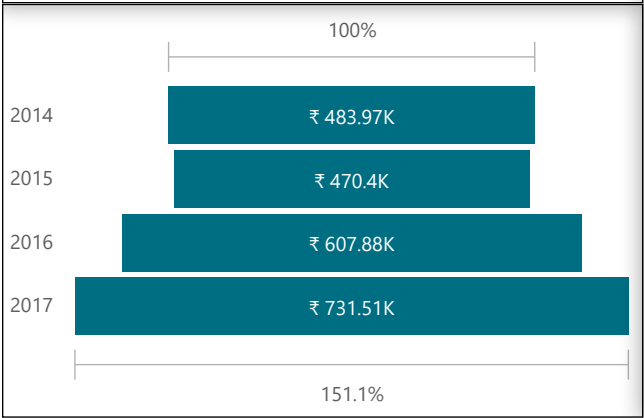
🧠 Business Insights & Recommendations

Insight 1: Sales Growth Over Time

2017 had the highest sales, reaching **₹211.45K, a ~65%** increase from 2014.
This indicates strong year-on-year growth in customer acquisition or order value.
Recommendation: Double down on **what's driving this growth** — analyse top-performing products or campaigns during this period.

Insight 2: Regional Performance

The West and East regions contributed the most to sales and quantity.
Central region shows lower performance, both in revenue and order volume.
Recommendation: Consider running **targeted promotions** or improving logistics in Central to **boost engagement.**

Insight 3: Category-wise Sales

Office Supplies and Technology have higher volume but Furniture shows better profit margins.
 Some low-selling items still have high margins (visible in profit% by product).
Recommendation: **Promote** high-margin products in each category. Use **bundling** or **upsell** strategies for Furniture.

Insight 4: Customer Contribution

A few customers like Victoria Wilson and Joseph Carroll generated significant sales individually. However, profit doesn't always correlate with high sales.
Recommendation: Implement a **loyalty program** or **premium service tier** for top customers. Reassess pricing strategy or discounts on low-profit items.

Insight 5: Product Opportunity Areas

Products like "Dual Level Filing Carts" and "Easy-staple Paper" had high quantity sold but low revenue or profit.
Recommendation: Evaluate whether these **products** can be **upsold**, or if costs can be reduced to increase margin.

Insight 6: Quantity vs. Revenue Gap

High quantity doesn't always equal high sales — some products or years had bulk orders but low total sales value.
Recommendation: Segment products by **quantity-to-sales ratio** to identify **underpriced** items.