# Superstore Sales Dashboard

This dashboard provides insights into Superstore's sales performance from 2015 to 2018. Key findings include strong growth in Technology sales, significant contributions from the Consumer segment, and regional variations in performance. Explore the visualizations below to uncover trends and opportunities.
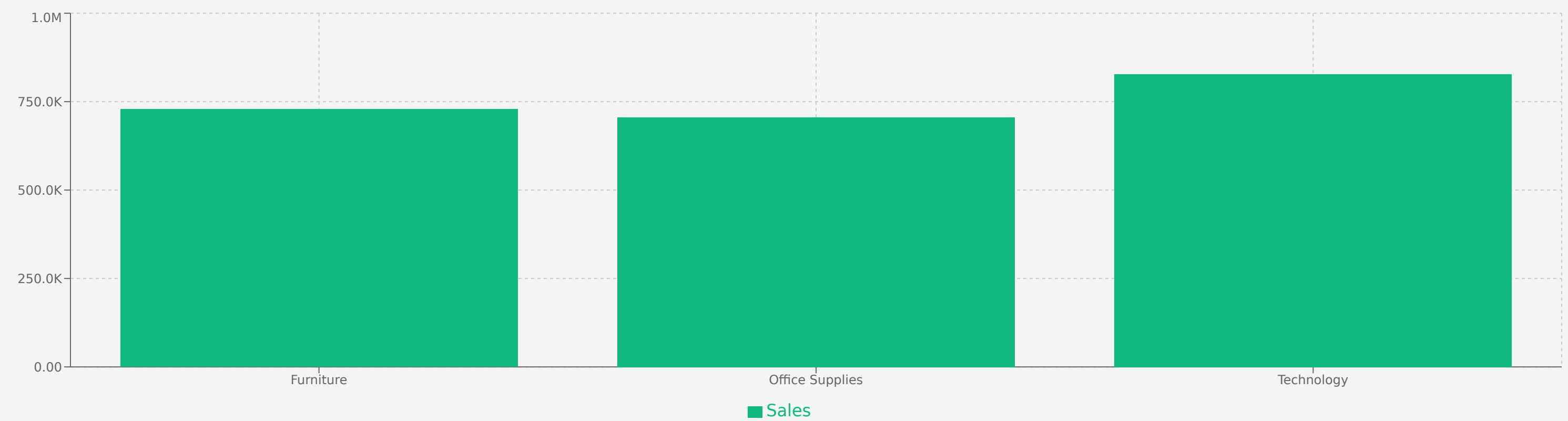
Sales Trend Over Time

This line chart shows monthly sales, highlighting seasonal patterns and growth trends.
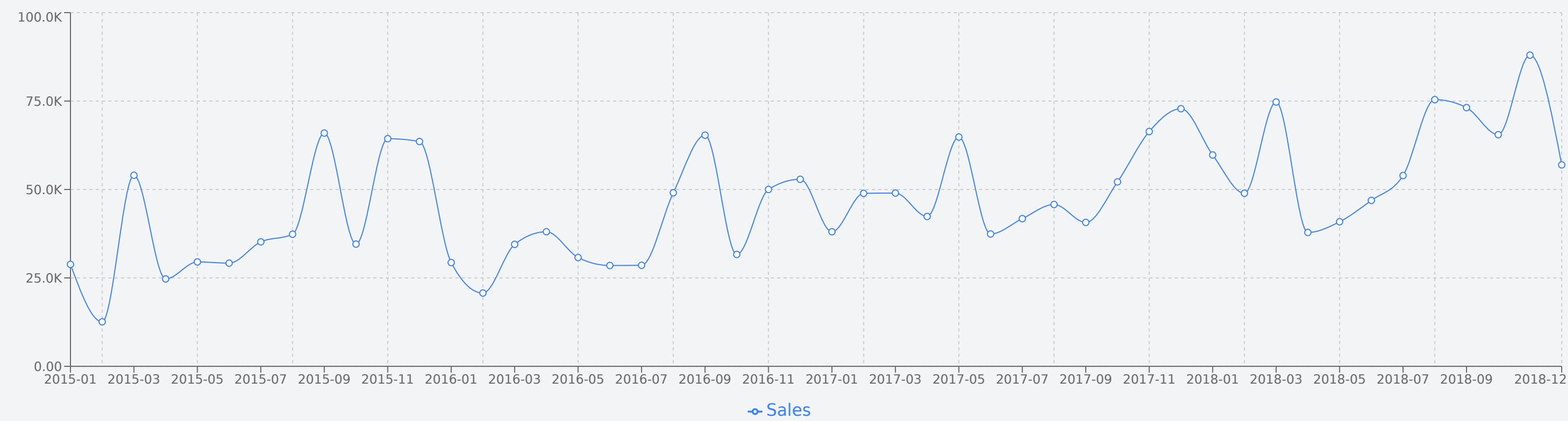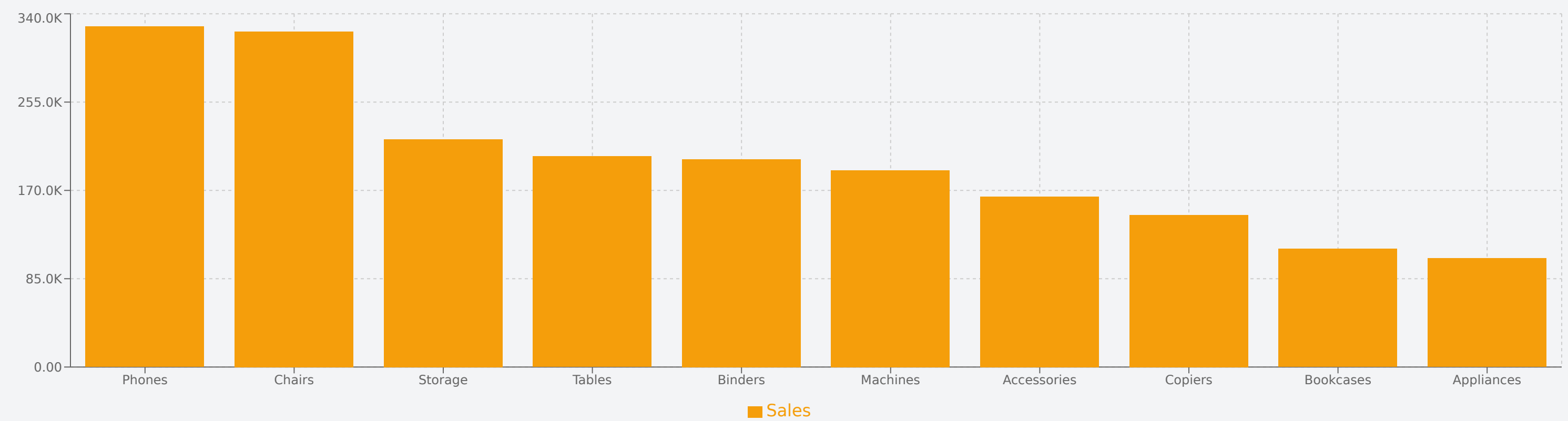

Sales by Product Category

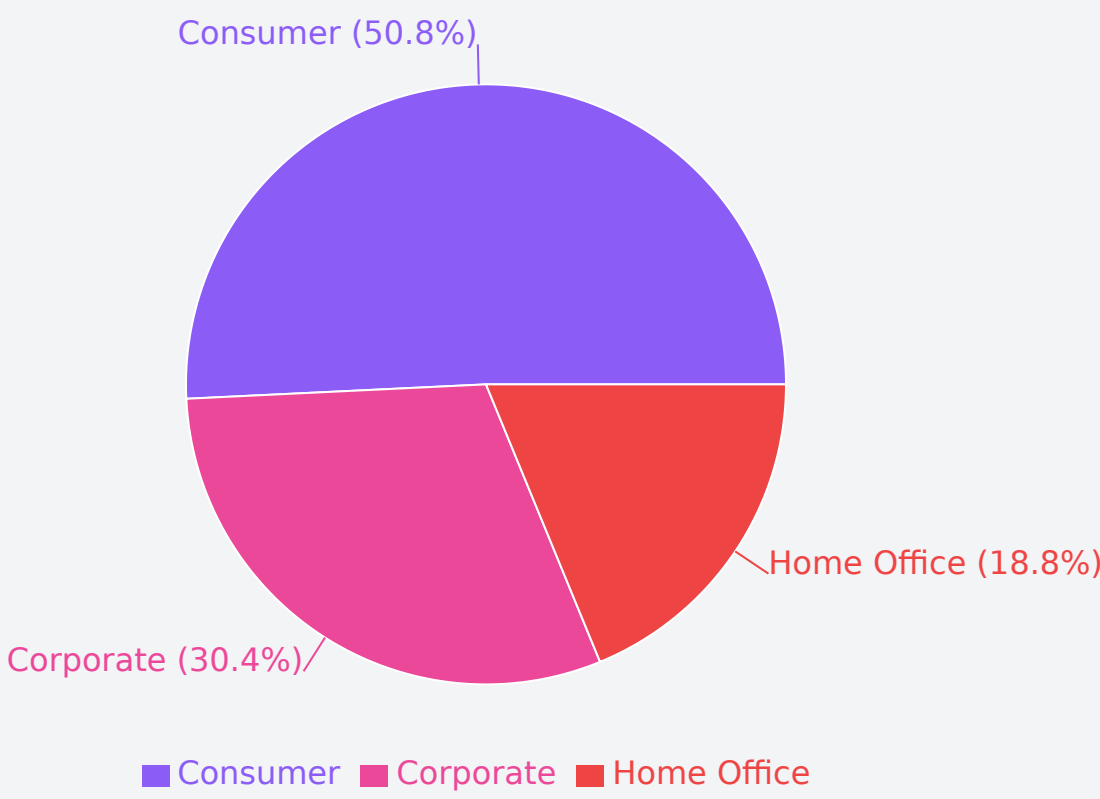This bar chart illustrates sales distribution across product categories.

Top 10 Sub-Categories by Sales

This bar chart highlights the top-performing sub-categories.
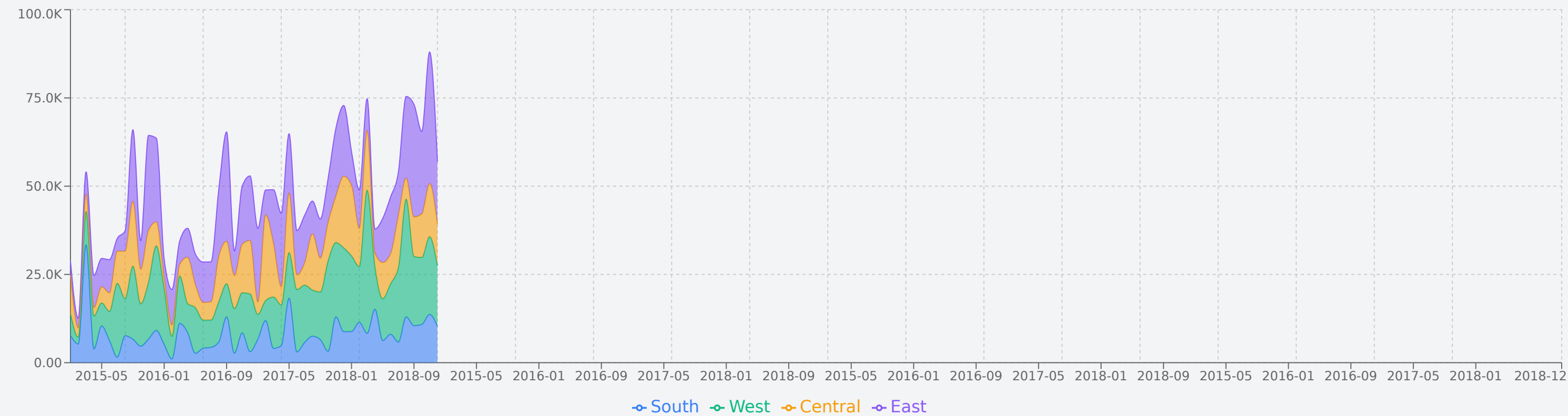

Sales by Customer Segment

This pie chart shows the contribution of each customer segment to total sales.

Sales by Region Over Time

This area chart compares sales trends across regions.

Top 5 Products by Sales

This table lists the top-performing products by total sales.

PRODUCT NAME	SALES
Canon imageCLASS 2200 Advanced Copier	$61.6K
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	$27.5K
Cisco TelePresence System EX90 Videoconferencing Unit	$22.6K
HON 5400 Series Task Chairs for Big and Tall	$21.9K
GBC DocuBind TL300 Electric Binding System	$19.8K

Interesting Fact

The **Phones** sub-category in the Technology category consistently outperforms others, contributing significantly to total sales. This suggests a strong demand for communication devices, potentially driven by business needs in the Corporate and Home Office segments.

Conclusion

The Superstore sales data reveals that Technology, particularly Phones, is a key revenue driver, with the Consumer segment leading in sales volume. The West region shows consistent performance, while the Central region has growth potential. Recommendations include:

- Focus marketing efforts on Technology products, especially Phones, to capitalize on high demand.
- Target the Consumer segment with promotions to maintain strong sales.
- Investigate underperforming sub-categories in the Central region to identify growth opportunities.