Superstore Sales Dashboard: Report

Overview

This dashboard provides insights into sales performance across regions, product categories, customer segments, and payment modes. It helps identify top-performing areas and opportunities for growth.

1. Regional Analysis

Filters for Central, East, South, and West allow region-wise performance tracking.

2. Sales Trends

- A sharp **sales spike in Q3 2020** suggests a one-time bulk order or seasonal demand.

- Apart from this, sales remained consistent from 2019 to late 2020.

3. Category & Sub-Category Performance

- **Top Categories by Sales:**

    - Office Supplies: **0.64M**

    - Technology: **0.47M**

    - Furniture: **0.45M**

- **Top Sub-Categories by Revenue:**

    - Phones: **197K**

    - Chairs: **182K**

    - Binders: **175K**

- **Top by Quantity Sold:**

  - Binders, Paper, Furnishings

4. Customer Segment Analysis

- **Consumer Segment:** 48.09%

- **Corporate:** 32.55%

- **Home Office:** 19.35%
  Consumers drive nearly half of the total sales.

5. Payment Mode Insights

- **COD:** 42.6%

- **Online:** 35.4%

- **Cards:** 22%
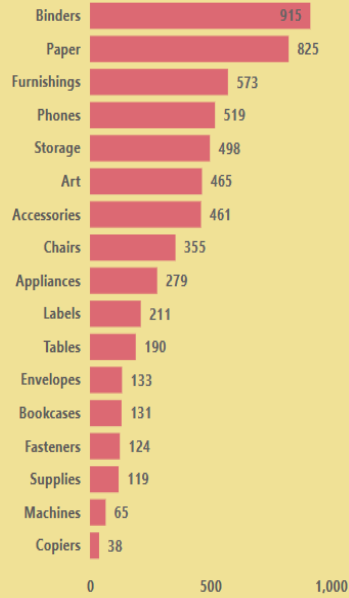 COD is the most preferred, followed by digital payments.

Key Takeaways

- Focus on high-revenue items like Phones and Chairs.

- Enhance support for COD customers.

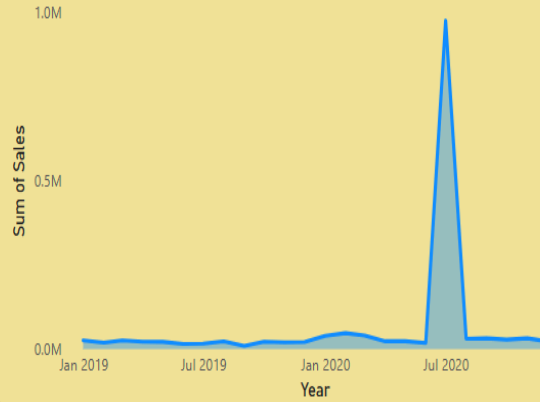- Explore reasons behind Q3 2020 spike to replicate success.

Superstore Sales dashboard
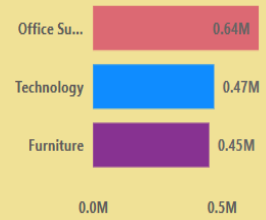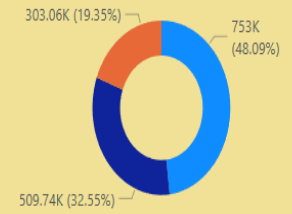
Central | East | South | West

Sum of Sales by Quarter wise

(Line chart showing Sum of Sales from Jan 2019 to after Jul 2020, with a sharp peak near Jul 2020 reaching ~1.0M)

Y-axis: Sum of Sales (0.0M, 0.5M, 1.0M)
X-axis: Year (Jan 2019, Jul 2019, Jan 2020, Jul 2020)

Sales by Category

Category	Sales
Office Su...	0.64M
Technology	0.47M
Furniture	0.45M

Axis: 0.0M, 0.5M

Sales by Sub Category

Sub Category	Sales
Binders	915
Paper	825
Furnishings	573
Phones	519
Storage	498
Art	465
Accessories	461
Chairs	355
Appliances	279
Labels	211
Tables	190
Envelopes	133
Bookcases	131
Fasteners	124
Supplies	119
Machines	65
Copiers	38

Axis: 0, 500, 1,000

Sum of Sales by Segment

- 303.06K (19.35%)
- 753K (48.09%)
- 509.74K (32.55%)

Sales by Sub Category

Sub Category	Sales
Phones	197K
Chairs	182K
Binders	175K
Storage	150K

Axis: 0K, 50K, 100K, 150K, 200K

Sum of Sales by Payment Mode

- 344.39K (21.99%)
- 667.4... (42.6...)
- 553.99K (35.38%)

Payment Mo...
- COD
- Online
- Cards