



Superstore Sales Dashboard

An interactive Power BI report analyzing sales performance, profitability, and operational efficiency across regions, categories, and customer segments. This dashboard empowers management to monitor performance, analyze profit trends, identify high-performing areas, understand customer behavior, and optimize shipping strategies.

↗ KEY METRICS

Performance at a Glance

1.57M

Total Sales

Strong revenue generation
across all channels

175K

Total Profit

Healthy profitability margins
maintained

22K

Units Sold

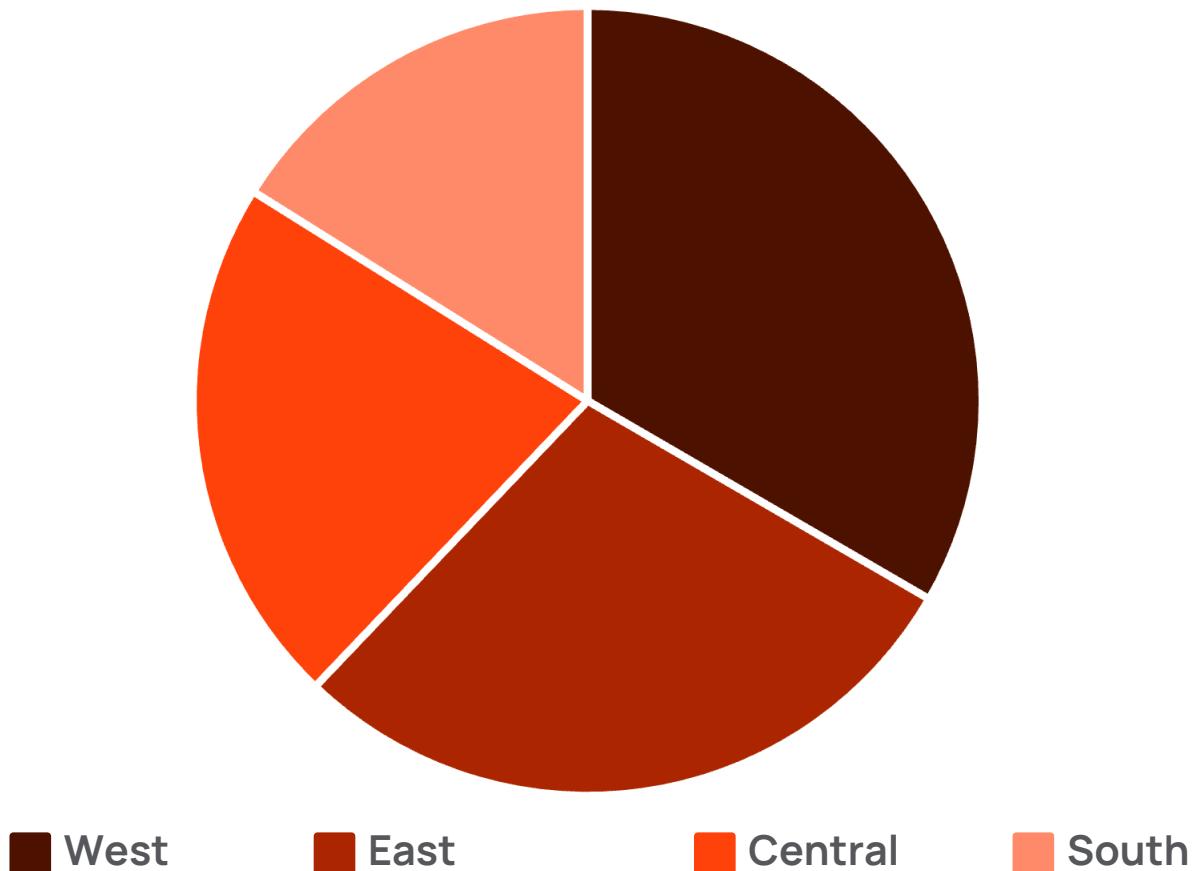
Strong product demand across
categories

3.93

Profit Ratio

The company demonstrates strong overall performance with 1.57 million in total sales and a profit of 175.26K, indicating robust profitability. The quantity sold of 22,000 units shows strong product demand, while a profit ratio of 3.93 reflects healthy profit margins across the business.

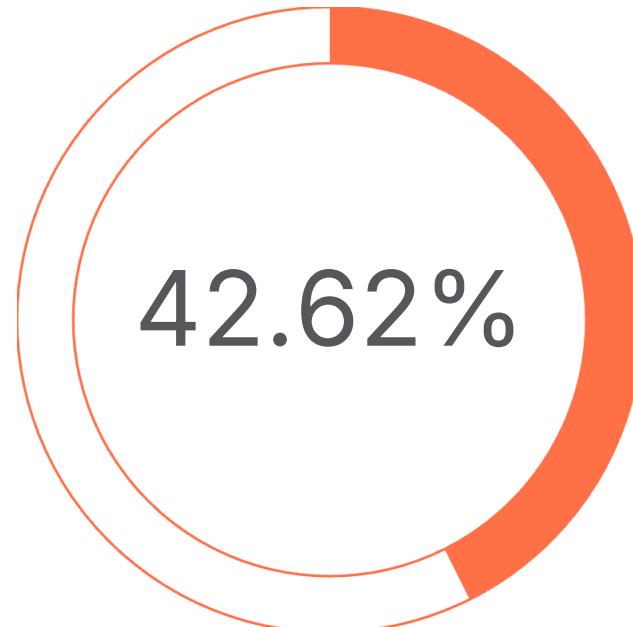
Regional Sales Performance



Regional Insights

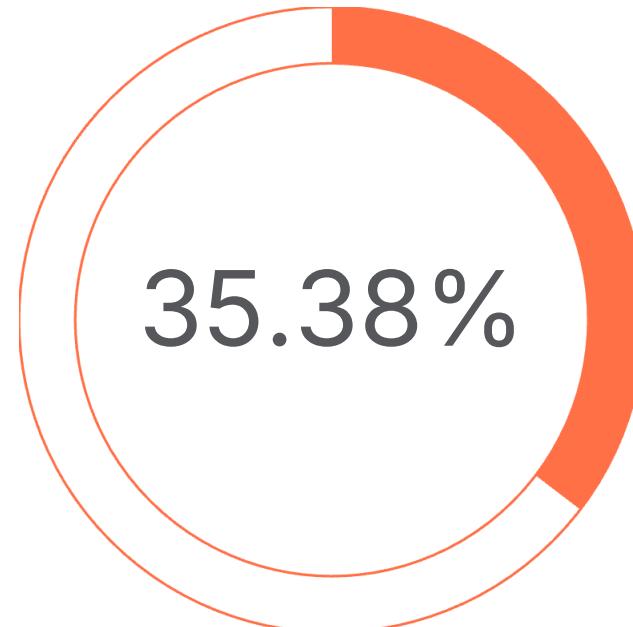
West region leads as the top-performing region with 33.37% contribution. East and Central regions show moderate performance at 28.75% and 21.78% respectively. South region has the lowest contribution at 16.10%, presenting a growth opportunity.

Customer Payment Preferences



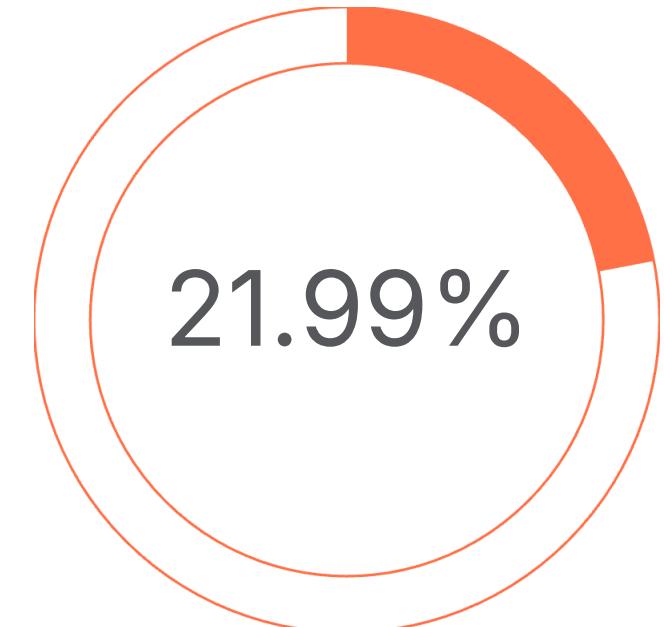
Cash on Delivery

Most preferred payment method



Online Payments

Growing significantly



Card Payments

Lowest usage currently

- ❑ Recommendation: Encourage online payments through incentives to reduce cash handling risk and improve operational efficiency.

Sales by Customer Segment

Consumer

48.09% contribution

Largest customer base driving revenue

Corporate

32.55% contribution

Significant business segment

Home Office

19.35% contribution

Growth potential segment



The Consumer segment represents the largest customer base at 48.09%, followed by Corporate at 32.55%. The Home Office segment, while smaller at 19.35%, presents untapped growth potential.

Strategic Focus: Concentrate marketing efforts on Consumer and Corporate segments while developing targeted campaigns to expand the Home Office customer base.

Category Performance Analysis



Office Supplies

0.64M in sales

Best-performing category driving maximum revenue

Recommendation: Expand Office Supplies inventory to capitalize on strong demand. Promote Technology products through targeted marketing to increase sales further.



Technology

0.47M in sales

Strong performance with growth opportunities



Furniture

0.45M in sales

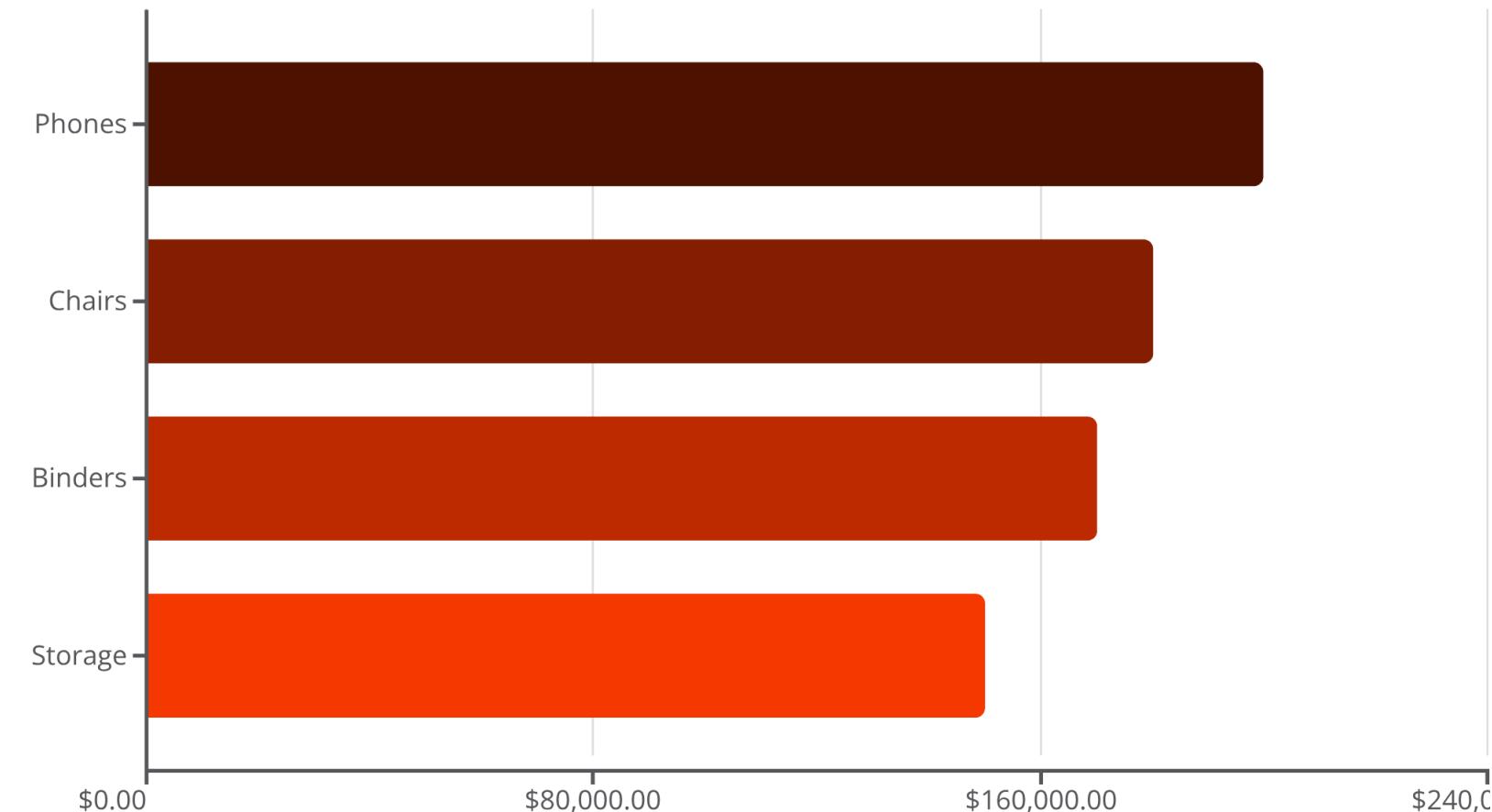
Solid contributor to overall revenue

Top-Performing Sub-Categories

Revenue Leaders

Four sub-categories drive the majority of sales revenue across all product lines.

Phones generate the highest revenue at 0.20M, followed closely by Chairs and Binders. Storage solutions also show strong performance.



Strategic Action: Increase marketing investment for Phones and Chairs to maximize revenue from these high-performing products.

Shipping Mode Analysis



Standard Class

0.42M in sales

Most used shipping
method



Second Class

0.15M in sales

Moderate usage



First Class

0.10M in sales

Premium option

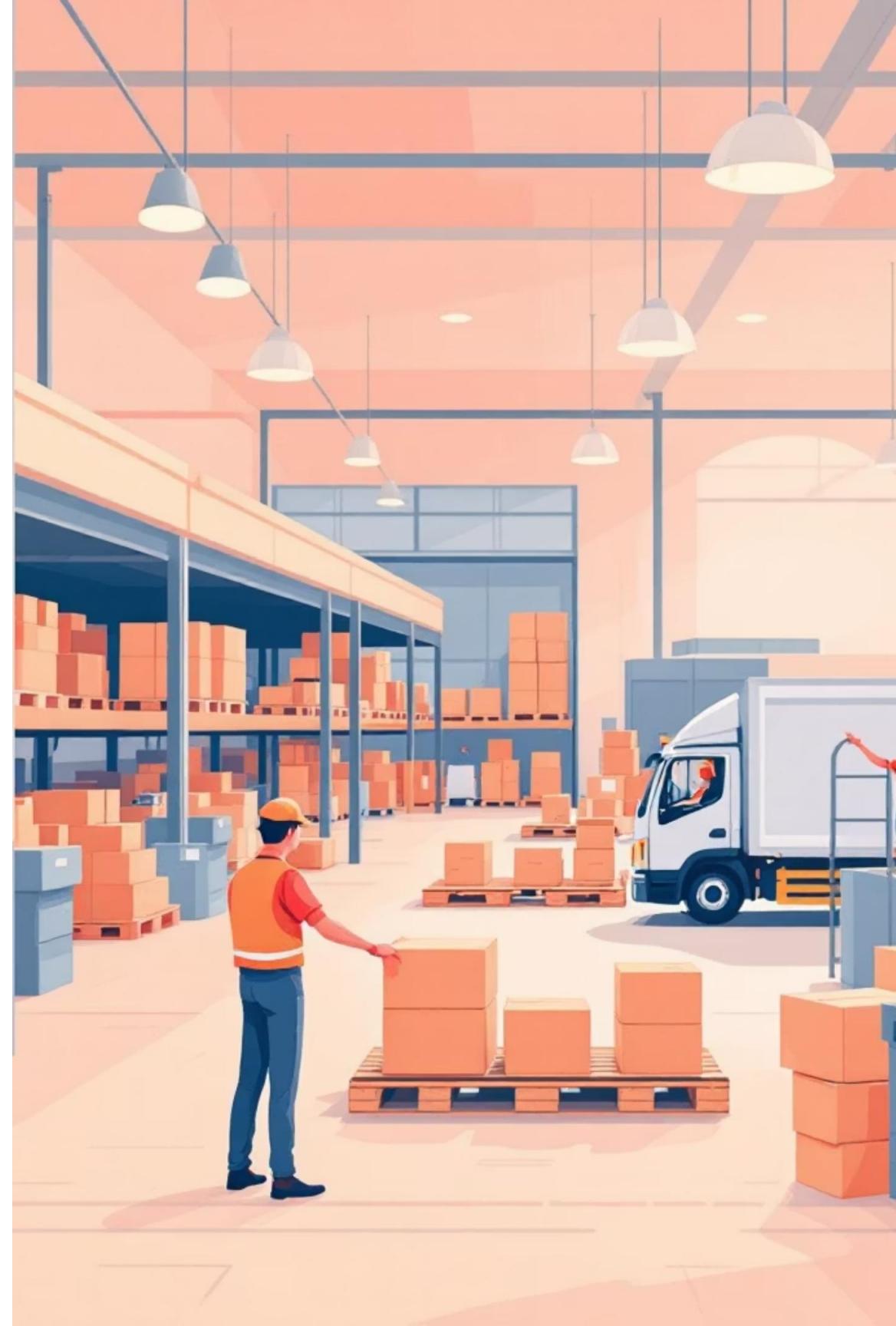


Same Day

0.04M in sales

Least utilized

Standard Class dominates as the most used shipping method. Same Day delivery is underutilized, presenting an opportunity to improve marketing and customer awareness of expedited shipping options.



Sales & Profit Trends



Sales increased significantly in 2020 compared to 2019, with highest sales and profit observed during the festive season months of October through December. The festive season drives substantial demand increases. Profit trends show steady growth in 2020 with peak profitability in November and December.

- ▢ Strategic Opportunity: Increase marketing investment before the festive season to maximize revenue during peak demand periods.

Key Recommendations

1 Expand South Region

Run targeted regional promotions and improve distribution networks to capture untapped market potential

2 Promote Top Products

Focus marketing on Phones, Chairs, and Office Supplies to maximize revenue from high-performing categories

3 Drive Digital Payments

Offer incentives for online payments to reduce cash handling risk and improve operational efficiency

4 Optimize Shipping

Improve Same Day delivery services and marketing to capture premium shipping revenue

5 Leverage Seasonality

Increase marketing investment before festive season to capitalize on peak demand periods

The Superstore Sales Dashboard reveals strong overall performance with 1.57M in sales and healthy profitability. By focusing on underperforming regions, improving payment methods, and promoting high-demand products, the company can further increase sales and profitability.