

Super Store Sales Dashboard Insights

Key Findings and Analysis

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Khaja Umairuddin

Introduction

- ◆ Overview: Brief introduction to the dashboard and its purpose.
- ◆ This dashboard provides an overview of sales performance, customer segments, shipping modes, and forecasts to help understand business trends and make data-driven decisions.

Sales by Category

- ◇ - Office Supplies: \$0.64M
- ◇ - Technology: \$0.47M
- ◇ - Furniture: \$0.45M

Sales by Sub-Category

- ◇ - Phones: \$0.20M
- ◇ - Chairs: \$0.18M
- ◇ - Binders: \$0.17M
- ◇ - Storage: \$0.15M

Sales by Ship Mode

- ◇ - Standard Class: \$0.33M
- ◇ - Second Class: \$0.11M
- ◇ - First Class: \$0.08M
- ◇ - Same Day: \$0.03M

Profit Trend

- ◆ Profit trends show a significant increase in certain months.
- ◆ For example, profits in June 2020 were higher compared to June 2019 due to increased sales during that period.

Sales Trend

- ◇ Sales trends highlight significant growth in certain months.
- ◇ For instance, there was a noticeable spike in sales in November 2020 compared to November 2019, likely due to successful promotional campaigns.

Sales and Profit by State

- ◆ Identify top-performing states (e.g., California, New York, Texas).

Sales by Segment

- ◇ - West: 33%
- ◇ - East: 29%
- ◇ - South: 22%
- ◇ - Central: 16%

Sales by Customer Type

- ◆ - Consumer: 48%
- ◆ - Corporate: 33%
- ◆ - Home Office: 19%

Sales by Payment Mode

- ◇ - Cards: 22%
- ◇ - COD: 43%
- ◇ - Online: 35%

Orders and Ship Days

- ◇ - Orders: 22K
- ◇ - Average Ship Days: 4
- ◇ - Profit: \$175K
- ◇ - Sales: \$1.6M

Sales Forecast

- ◆ Projected sales trends based on historical data.

Conclusion

- ◆ - Recap of key insights and findings.
- ◆ - Office Supplies lead in sales.
- ◆ - Standard Class is the most used shipping mode.
- ◆ - Significant growth in sales and profit in certain states.
- ◆ - Recommendations: Actionable steps or decisions based on the insights.
- ◆ - Focus on boosting sales in underperforming categories.
- ◆ - Optimize shipping methods to reduce costs.

Q&A

- ◆ Open the floor for questions and discussions.