

# INSIGHTS BASED ON SUPER STORE SALES DASHBOARD AND FORECASTING

## 1. Sales Performance by Category

- **Top Performing Categories:**
  - **Office Supplies** is the leading category with sales reaching **\$0.64M**.
  - **Technology** and **Furniture** follow at **\$0.47M** and **\$0.45M** respectively.
- **Implication:** Focusing on promotions and optimized inventory management for the Office Supplies category could yield even higher profitability.

## 2. High Sales Sub-Categories

- **Phones** lead with **\$0.20M** in sales, followed by **Chairs** at **\$0.18M** and **Binders** at **\$0.17M**.
- **Actionable Insight:** These sub-categories could be prioritized for more aggressive marketing or bundled offers, given their high demand.

## 3. Sales by Region

- **Highest Sales States:**
  - **California** dominates with **\$0.34M** in sales.
  - **New York** and **Texas** are second and third with **\$0.19M** and **\$0.12M** respectively.
- **Regional Strategy:** Tailoring regional promotions or stock management strategies to leverage the high demand in these states can enhance profitability.

## 4. Impact of Ship Mode on Sales

- **Standard Class** is the most utilized shipping method with **\$0.91M** in sales, far surpassing Second Class (**\$0.31M**) and First Class (**\$0.24M**).
- **Optimization Opportunity:** Standardizing on the most preferred shipping mode can help balance logistics costs with customer satisfaction.

## 5. Monthly Sales and Profit Trends

- **Consistent Sales Growth:** Notable growth is visible in 2020 compared to 2019, indicating robust business health despite external factors.
- **Profit Peaks:** There are visible spikes in profits during the months of **November and December**, likely due to holiday season sales.
- **Forecasting Opportunity:** Seasonal trends suggest preparing inventory and marketing campaigns in Q4 for maximum gains.

## 6. Sales by Segment

- **Consumer Segment** leads with **48%** of total sales, followed by **Corporate** (33%) and **Home Office** (19%).
- **Marketing Focus:** Prioritize customer engagement initiatives for the Consumer Segment, as it constitutes nearly half of the business.

## 7. Sales by Payment Mode

- **Online Payments** are the most common, contributing **43%** of total sales.
- **Insight:** Investing in seamless online payment integrations and ensuring a smooth digital purchasing experience will likely enhance customer satisfaction.

## 8. Forecasting the Next 15 Days

- The 15-day forecast suggests steady sales figures, with some fluctuations in daily sales volume.
- **Recommendation:** Regularly updating forecasts based on recent data will improve the accuracy and effectiveness of inventory and staffing plans.