Superstore Sales Dashboard – Key Insights

Overall Performance

- Total Sales: $1.57M
- Total Profit: $175K
- Total Quantity Sold: 22K units
- Average Shipping Time: 4 days
- Indicates solid sales volume with moderate profit margin and efficient delivery.

Regional Insights

- Central and East regions contribute the most sales.
- South region underperforms — potential area for improvement.

Shipping Mode Analysis

- Standard Class (58.27%) dominates as the most cost-effective mode.
- Second Class (20.09%) and First Class (15.52%) show moderate use.
- Same Day (6.13%) least used but preferred for urgent deliveries.

Payment Mode Insights

- Online Payments: 53.38% of transactions.
- Cards: 21.99%; COD: 24.62%.
- Trend shifting toward digital payments, but COD remains notable.

Customer Segment Insights

- Consumer segment leads with 48.09% of sales.
- Corporate (32.55%) and Home Office (19.35%) follow.

Category & Subcategory Performance

- Office Supplies: $0.64M – top sales category.
- Technology: $0.47M – strong growth driver.

- Furniture: $0.45M – steady performance.
- Phones ($0.20M) and Chairs ($0.18M) are top-performing subcategories.

Sales & Profit Trend (YOY)

- Sales grow significantly in Q4 (Oct–Dec) each year – seasonal boost.
- Profit trends mirror sales with steady growth into 2020.

Shipping Time Insight

- Average shipping time: 4 days – competitive benchmark.
- Improvement potential through faster delivery options.

Summary of Key Takeaways

- Focus marketing on East & Central regions.
- Expand Same-Day delivery options.
- Promote online payment incentives.
- Double down on Office Supplies and Phones.
- Grow Home Office and South region segments.
- Maintain stock levels for Q4 seasonal surge.