



## Page Navigation



**Sales Overview**

**Customer Overview**

**Shipping Overview**

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# Superstore Sales Insights & Trends

Analysing Revenue, Product Performance, and Regional Sales Patterns U.S Based

Segment

All

State

All

\$2.26M

Total Sales

9800

Total Orders

\$230.8

Average Order Value

Order Date

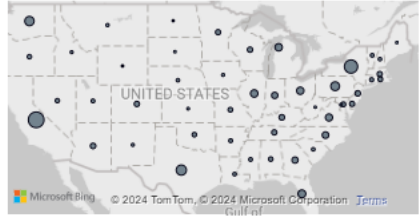
03/01/2015

30/12/2018

Sales Trend Over Time

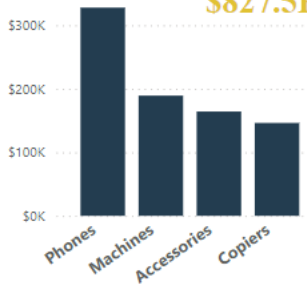


Sales Distribution Across States



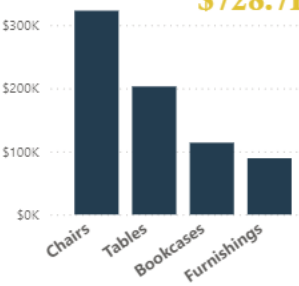
Technology Product Sales

\$827.5K



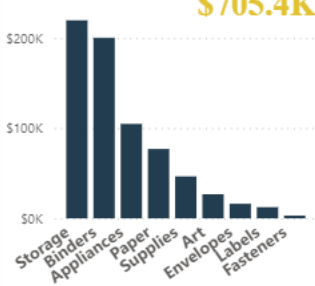
Furniture Product Sales

\$728.7K

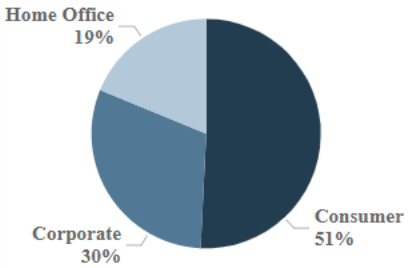


Office Supplies Product Sales

\$705.4K



Sales Distribution by The Segment





# Customer Insights & Segmentation

Understanding Customer Segments, Lifetime Value, and Geographic Distribution

Segment

All

Region

All

793

Total Customers

9800

Total Orders

\$2.26M

Total Sales

2.85K

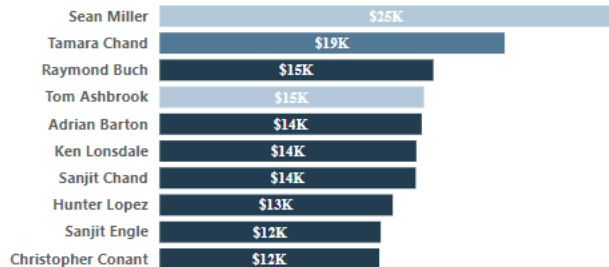
Customer Lifetime Value

Top Customer

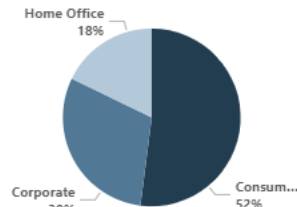
Sean Miller

## Top 10 Customer by Total Sales

● Consumer ● Corporate ● Home Office

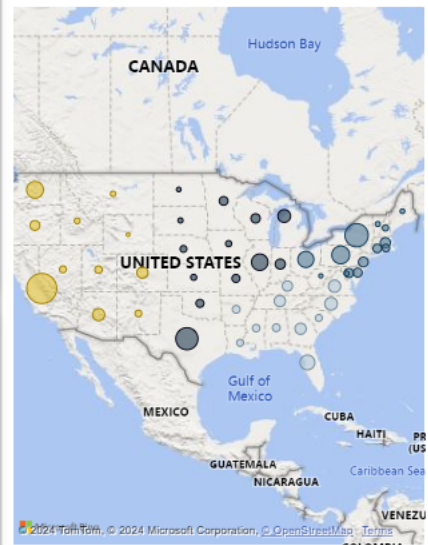


## Customer Order Distribution by Segment

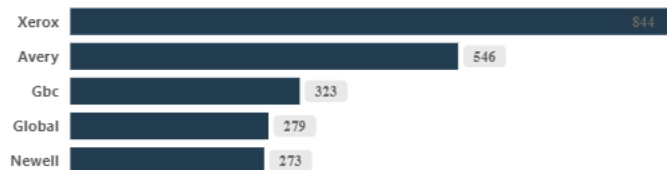


## Geographic Distribution of Customer Orders (State & Region)

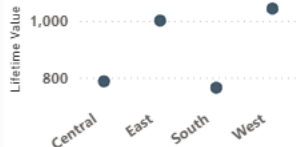
● Central ● East ● South ● West



## Top 5 Product Brands by Orders



## Customer Lifetime Value by U.S. Region





# Shipping & Operational Efficiency

Evaluating Shipping Time, Delays, and Mode of Delivery

Segment

All

City

All

4922

Total Orders

529

Cities

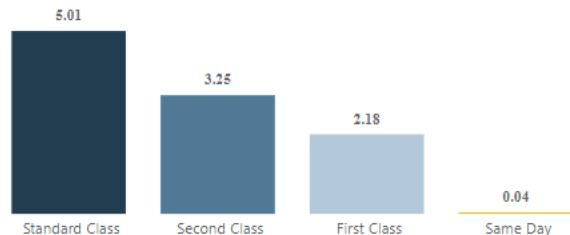
3.96

Average Shipping Time

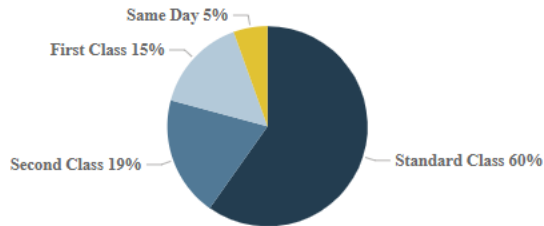
Popular Ship Mode

Standard Class

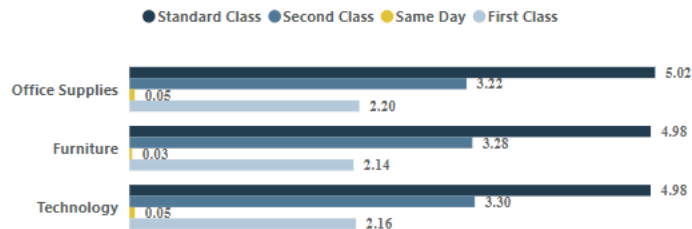
Average Delivery Time by Shipping Method



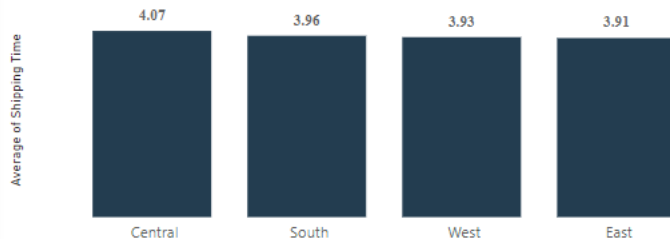
Shipment Distribution by Delivery Method



Delivery Time by Product Category and Shipping Method



Regional Delivery Time Comparison



# Report Overview: Superstore Sales Insights

This report contains three interactive dashboards offering a comprehensive analysis of key metrics related to Superstore Sales within the U.S. Each dashboard is designed to present critical data trends, enabling data-driven decision-making across sales, customer segmentation, and operational efficiency.

## Dashboard 1: Superstore Sales Insights & Trends

This dashboard focuses on key sales metrics:

- . **Revenue Analysis:** Identifying revenue-generating products, categories, and trends over time.
- . **Product Performance:** Highlighting top-performing and underperforming products based on sales volume.
- . **Regional Sales Patterns:** Providing a breakdown of sales across different regions to identify geographical strengths and areas for growth.

## Dashboard 2: Customer Insights & Segmentation

This dashboard dives into customer-related data, focusing on:

- . **Customer Demographics:** Understanding the demographic profile of the customer base.
- . **Customer Segmentation:** Grouping customers based on their segments and analysing each segment's spending patterns.
- . **Purchase Patterns:** Analysing repeat purchase behaviour and loyalty metrics to refine marketing strategies.

## Dashboard 3: Shipping & Operational Efficiency

This dashboard highlights operational metrics with a specific focus on:

- . **Shipping Time:** Measuring the time it takes to fulfill each order to assess logistical performance.
- . **Delivery Efficiency:** Monitoring on-time delivery rates to evaluate shipping performance.



## Ask a Question



Ask a question about your data



Try one of these to get started

**top states by  
total sales**

**top states by  
total orders**

**top cities by total  
orders**

**top cities by  
average order  
value**

**what is the total  
sales by  
customer name**

**what is the total  
orders by sub-  
category**

[Show all suggestions](#)