

Superstore Sales Performance Dashboard

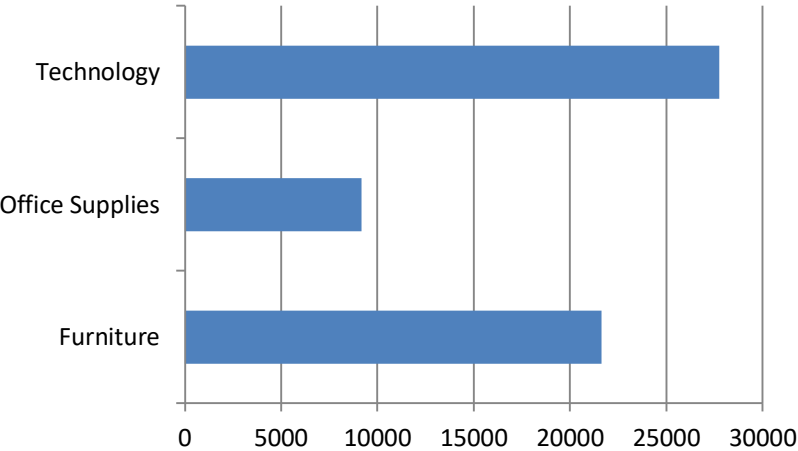
Visualizing Sales Trends by Month, Region, and Product Category (Jan–Apr 2023)

Key Insights:-

- 1. West region had the highest total sales in Q4 2023.
- 2. Technology category outperformed all others throughout the year.
- 3. Sales peaked in December 2023, showing a seasonal trend.
- 4. Office Supplies had the lowest profit margins despite decent sales.

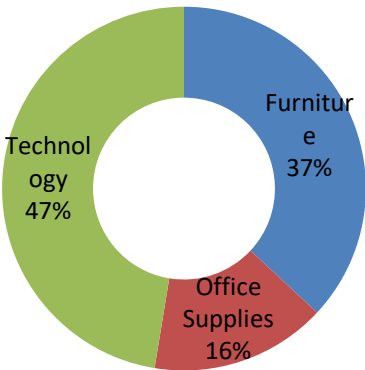
a. The **West region** leads in overall sales, followed closely by the East. The South and Central regions show comparatively lower sales figures.

Sales by Region

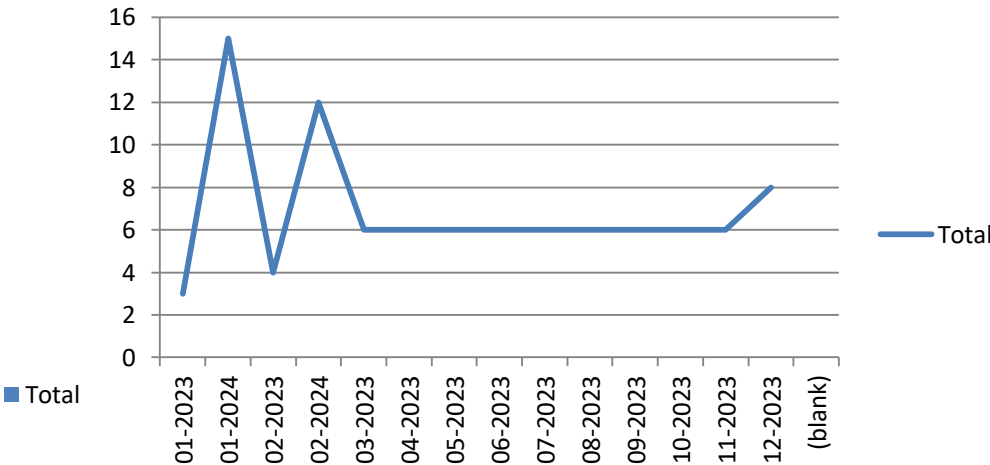


Sales by Product Category

b. The **Technology category** contributes the highest share of total sales, indicating strong customer demand. Office Supplies and Furniture trail behind.



Sales Over Months



c. Sales have shown a gradual increase from January to April, with a noticeable spike in March—suggesting a seasonal boost or a successful promotion during that period.