

SUPER STORE SALES DASHBOARD :



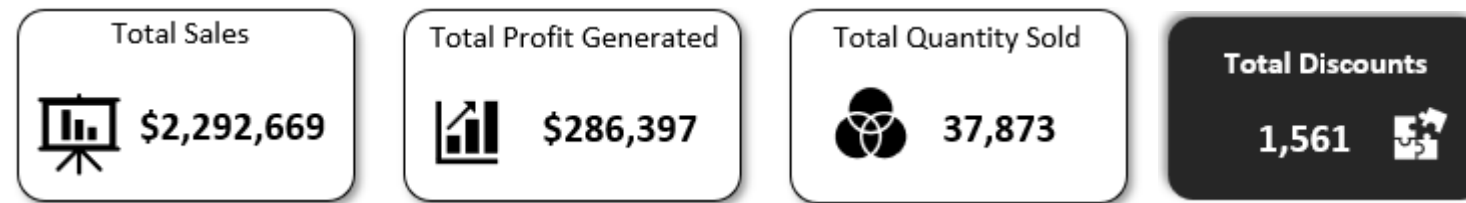
This dashboard provide a comprehensive sales performance analysis for a retail business and its e-commerce business, specifically the Super Store Sales to identify key growth areas.

VISUALIZATION :

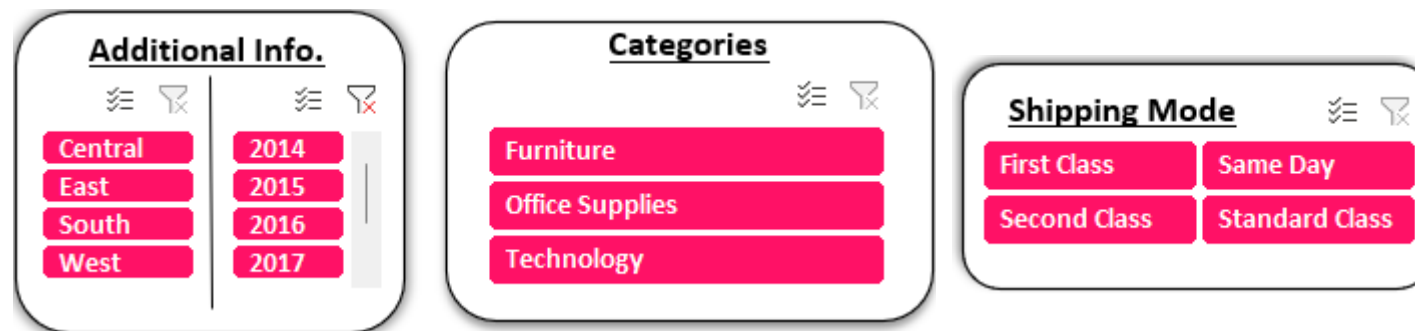


KEY FEATURES OF DASHBOARD :

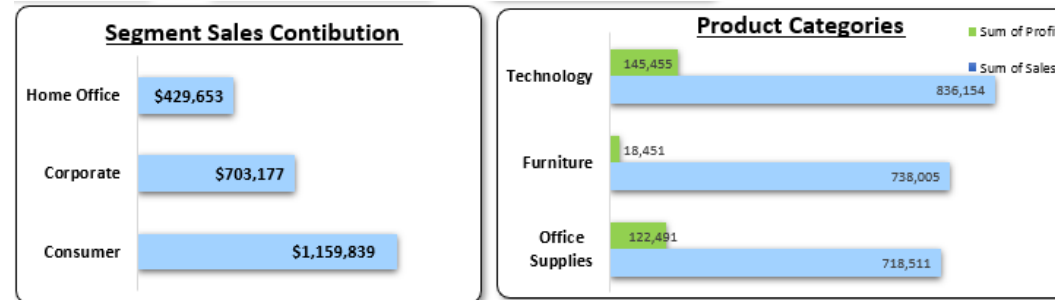
Key Performance Indicator: The dashboard prominently displays key metrics such as total sales, profit and quantity sold. These metrics are crucial for a quick understanding go overall business performance.



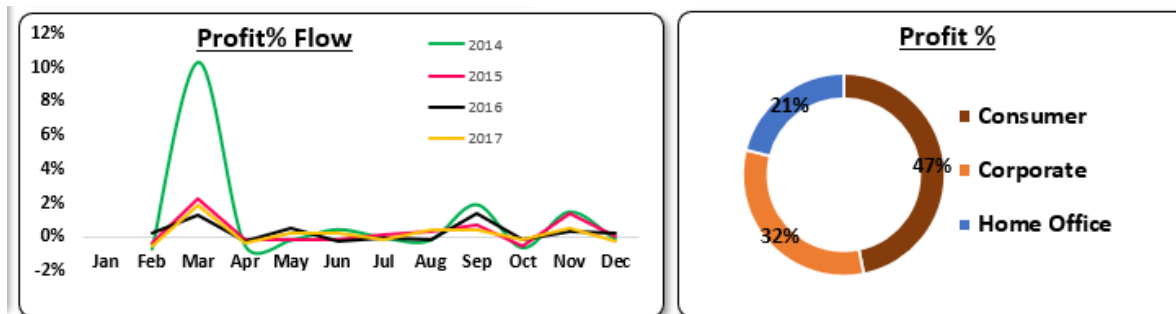
Interactive Filters: The presence of filers such as Categories and Additional Information allows users to drill down and explore specific insights. This makes the dashboard flexible for detailed analysis.



Identify Segments: By breaking down sales into customer segments, product categories and geographical regions, the dashboard allows identifying areas for future growth.



Analyze Profitability Trends: Through Profit flow graph shows how profitability fluctuates over time with profit breakdown for the Corporate, Consumer, with home and Office segments on consumption based.



INSIGHTS:

The consumer segment contributes the largest portion of sales making up 42% of the total profit. This highlights the importance of focusing marketing and sales strategies on consumers as they drive the majority of the revenue.

The Tech category generates the highest revenue and profit, with \$286,154 in profit. Tech products are a key contributor to the company's success.

California, New York and Texas are top the list of states in sales This insight suggests that their is a major market for the business in those states and should be focused .

The profit percentage flow graph shows clear fluctuations across the months, indicating seasonality in sales and profits. Perks during certain months suggest opportunities for targeted promotions during high-profit periods to maximize revenue.

A significant percentage of the total sales volume is derived from the Office Supplies category.