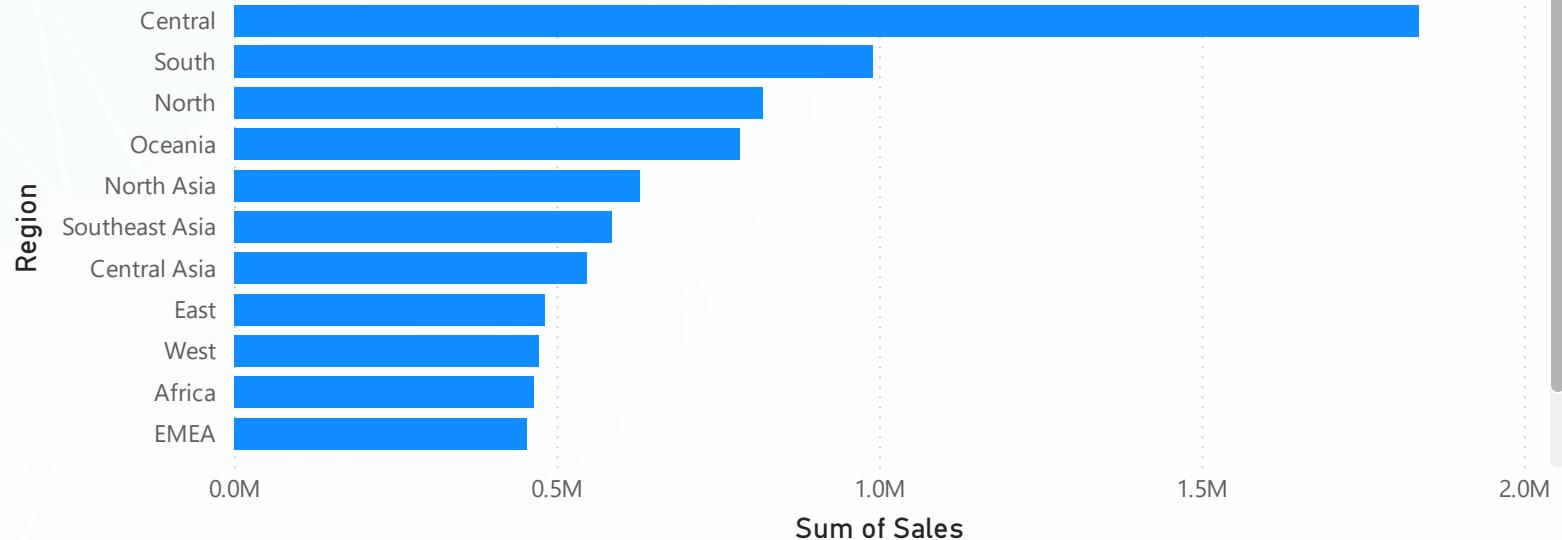




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Superstore Sales Analytics Dashboard

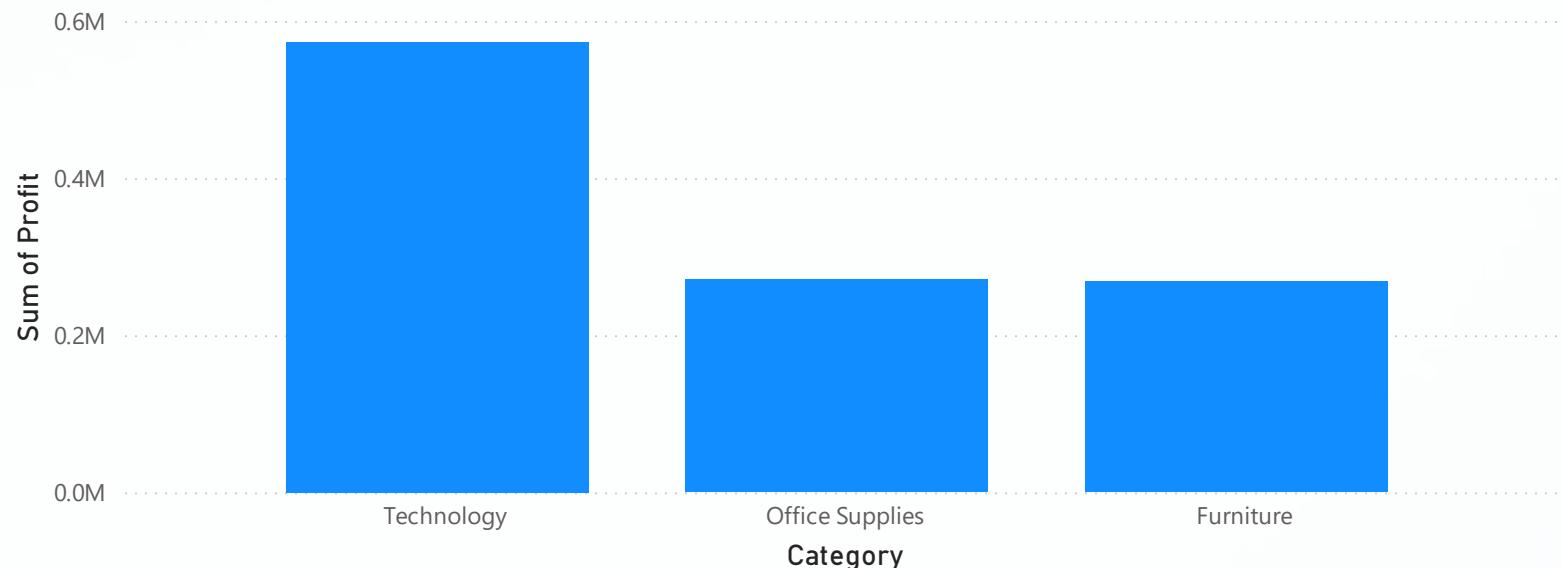
Sales by Region



Order Date

All

Sum of Profit by Category



Region

All

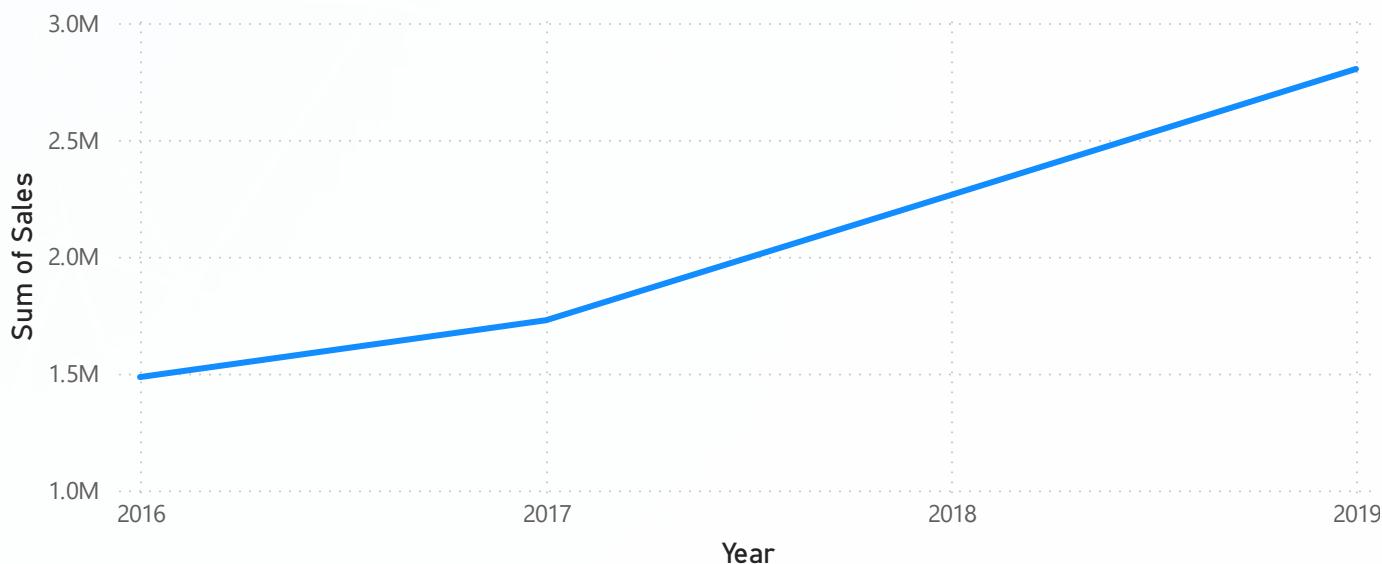
Category

Furniture

Technology

Office Supplies

Sum of Sales by Year

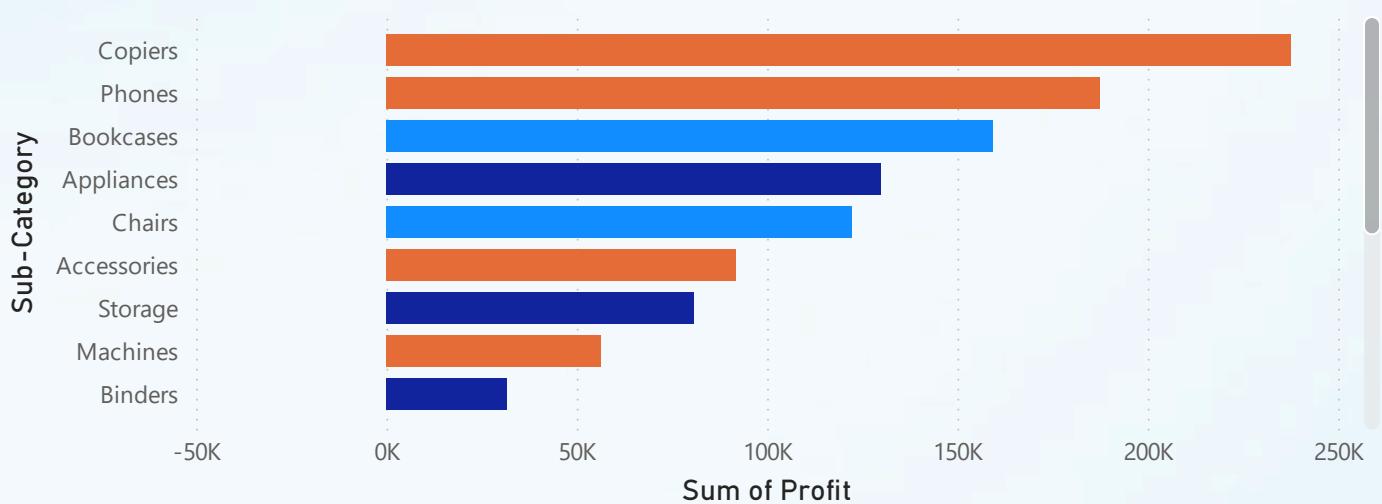


Order Date

All

Sum of Profit by Sub-Category and Category

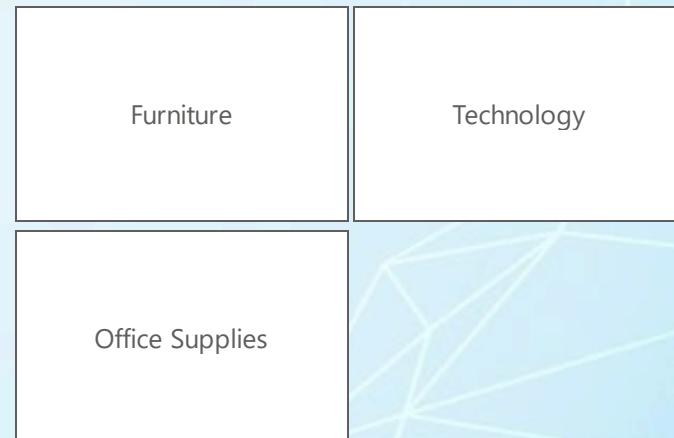
Category ● Furniture ● Office Supplies ● Technology



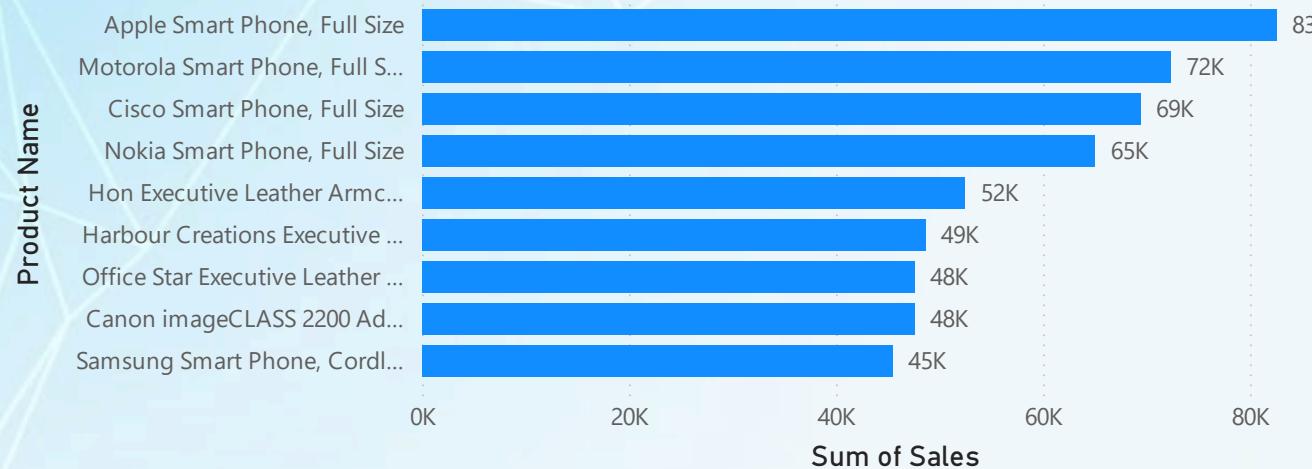
Region

All

Category



Sum of Sales by Product Name



Average of Discount and Average of Profit by Category

Category ● Furniture ● Office Supplies ● Technology



Order Date

All

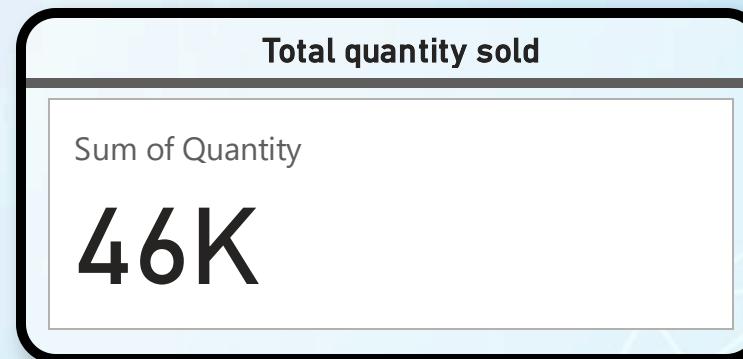
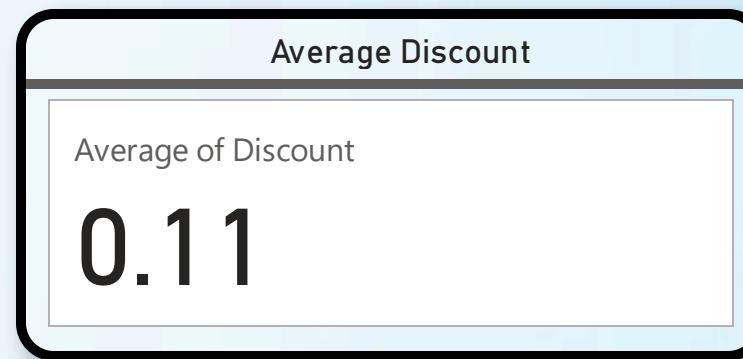
Region

All

Category



CARDS



Insights

-- Chart Insights

1. Sales by Region

West region dominates total sales, while South underperforms and drags overall revenue.

2. Profit by Category

Technology generates the highest profit margin, while Furniture consistently underdelivers due to high discount rates.

3. Sales Trend Over Time

Sales spike sharply in Q4 every year, proving heavy seasonal dependence and holiday-driven demand.

4. Sub-Category Profit Comparison

Tables and Bookcases produce negative profit, indicating poor pricing, excess discounts, or high shipping cost issues.

5. Top 10 Products by Sales

Phones and Chairs dominate the top revenue list, meaning consumer electronics and general office furniture are driving volume.

6. Discount vs Profit (Scatter Plot)

Profit crashes whenever discount exceeds 20 percent, confirming that aggressive discounting destroys margins.

-- Card Insights

1. Total Sales

Revenue is strong overall but concentrated in a few regions and categories, which increases business risk.

2. Total Profit

¹ Profit is heavily dependent on Technology category; Furniture losses cancel a chunk of gains.

3. Total Orders

Order volume is high but not evenly distributed, with certain months carrying the workload.

4. Average Discount

Summary Slide / Storyboard

Overall Summary

1. Sales are strong in the West and East regions while APAC and Africa underperform.
2. Technology leads revenue and profit, but Furniture continues to drag profitability.
3. High-discount orders show a clear drop in profit, confirming discount misuse.
4. Sales spike in Q4, indicating seasonal dependency and weak performance in Q1–Q2.
5. Sub-categories like Tables consistently generate losses and need immediate review.

Key Risks

1. Excessive discounting is destroying margins across multiple product lines.
2. Loss-making sub-categories (Tables, Large Appliances) could be dragging overall profit.
3. Certain regions show low sales volume and weak profitability, creating geographic imbalance.

Key Opportunities

1. Technology products have high demand and strong profit margins. Scaling this category can lift total revenue.
2. Regions with mid-range performance (Central US, Oceania) can grow with targeted promotions.
3. Reducing discounts on stable-demand products like Phones can improve margins quickly.

Recommended Focus for Management

1. Reduce or cap discounts on high-demand SKUs.
2. Phase out or redesign loss-making Furniture items.
3. Target marketing and inventory expansion in profitable regions (West, East).
4. Strengthen Q1–Q2 sales with promotions to reduce seasonal volatility.