

Storytelling For Super Store Sales



Super Store Sales Dashboard – Extended Storyboard

1. Overview / Executive Summary

- **Total Sales:** 522.44K
- **Total Profit:** 67.86K
- **Total Quantity Sold:** 7,298
- Sales are distributed across Office Supplies, Technology, and Furniture, with Office Supplies leading.
- Dashboard highlights **Year-over-Year (YoY) performance** for both sales and profit.

2. Sales by Category & Sub-Category

- **Category Performance:**
 - Office Supplies (0.20M) → Largest contributor.
 - Technology (0.16M) & Furniture (0.16M) → Similar performance, but less than Office Supplies.
- **Sub-Category Leaders:**
 - Phones, Chairs, and Binders each at **57K**.
 - Indicates **balanced demand across multiple products** rather than one dominant sub-category.

3. Time-Based Trends (YoY Analysis)

- **Monthly Sales:**
 - Strong upward trend in 2020 compared to 2019.
 - **Peaks in March, October, and December** (possible festive or seasonal boost).
- **Monthly Profit:**
 - Volatile but shows growth in 2020, with noticeable spikes in **April and December**.
 - Suggests that promotional strategies or seasonal campaigns are effective.

4. Customer Segment Analysis

- **Consumer Segment (44%)** → Driving force of revenue.
- **Corporate Segment (35%)** → Significant contributor, needs retention strategies.
- **Home Office (21%)** → Smallest segment, but potential for growth (work-from-home trends).

5. Shipping Preferences

- **Standard Class (96K)** dominates, showing customers prefer cost-effective delivery.
- **Second Class (34K) & First Class (29K):** Moderate usage.
- **Same-Day Delivery (11K):** Minimal → may need marketing push if fast delivery is a priority.

6. Payment Mode Analysis

- **Cash on Delivery (COD – 43%)** → Still the most popular choice.
- **Online Payments (36%)** → Strong adoption, indicating digital shift.
- **Card Payments (22%)** → Least used, suggesting room for loyalty offers (cashback, discounts).

7. Profitability Insights

- Despite high sales, **profit margins are moderate (67.86K / 522.44K ≈ 13%)**.
- Need to focus on **high-margin categories** like Technology.
- Reducing discounts and optimizing supply chain can improve profitability.

8. Strategic Recommendations

- **Boost Consumer Segment Marketing** (since it's the biggest driver).
- **Promote Online Payments** with cashback/discounts to reduce COD reliance.
- **Enhance Same-Day Delivery Awareness** to compete with modern e-commerce expectations.
- **Seasonal Campaigns** (March, October, December) → Double down with promotions during peak months.
- **Category Diversification** → Push Technology & Furniture sales to balance dependency on Office Supplies.