**Superstore Sales Dashboard**

A screenshot of a computer screen

Description automatically generated

**Insights:**

The first page of the dashboard shows the analysis of the Superstore sales data.

Here we have total 4 KPI’s. The very first KPI shows the total sales by the store which is 1.57 million.

The Total profit generated by the is 175K with the 22K quantity of the products.

The last KPI shows that on an average how much day is taken by the company to deliver the order.

We have a total of three bar graphs depicting category, sub-category, and ship mode. From these visualizations, we can observe that most customers shop for office supplies, with the highest sub-category being phones, and the preferred shipping mode is standard class.

We also have three donut charts that illustrate the highest consumer segments, the Western region, and the mode of payment, which is cash on delivery.

Lastly, we have two area charts and one map chart. The first area chart shows the growth trend of sales and earnings over the year. The second area chart shows a similar trend for profit, reflecting an increase by the end of the year. The map chart displays sales and profit across various U.S. states, with larger circles representing higher sales and profit. California stands out with the highest sales and profit, while smaller circles indicate lower sales and profit in other states.