

SuperStore Sales Dashboard

OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

DESCRIPTION

The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity
2. **Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts
3. **Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days
4. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction.

Super Store Sales Dashboard

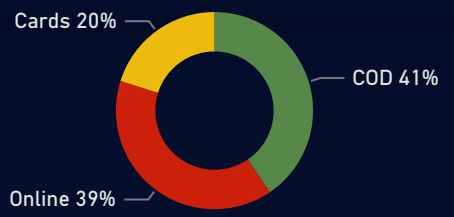
Central

East

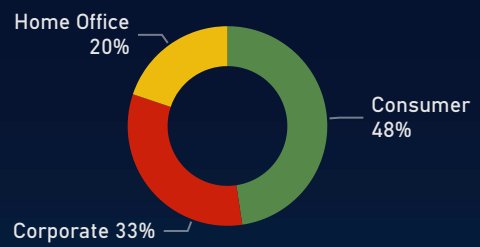
South

West

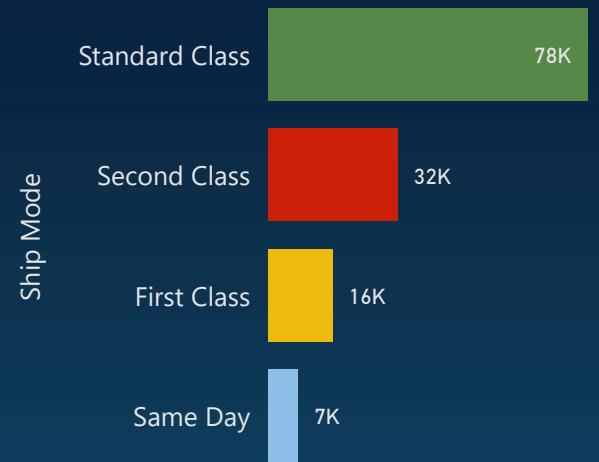
Sales by Payment Mode



Sales by Segment



Sales by Ship Mode



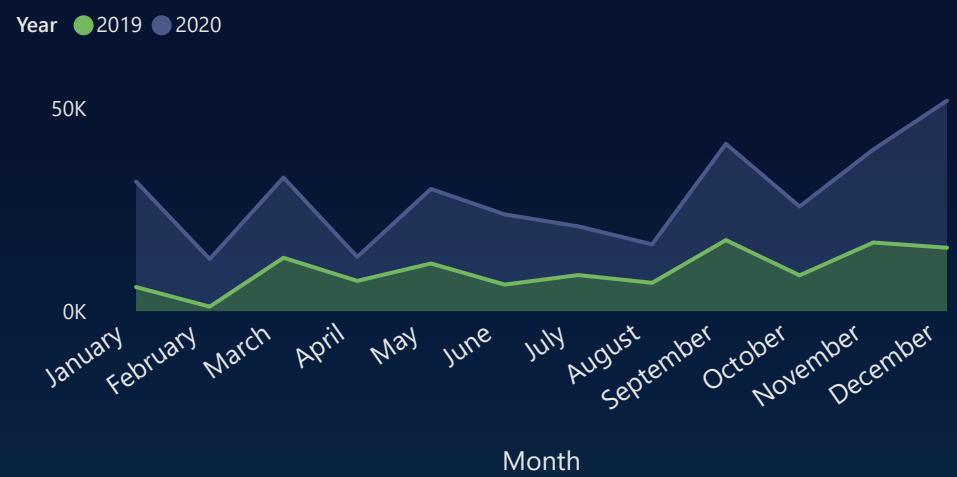
Sales
341K

Orders
5239

Profit
27K

Ship Day
4

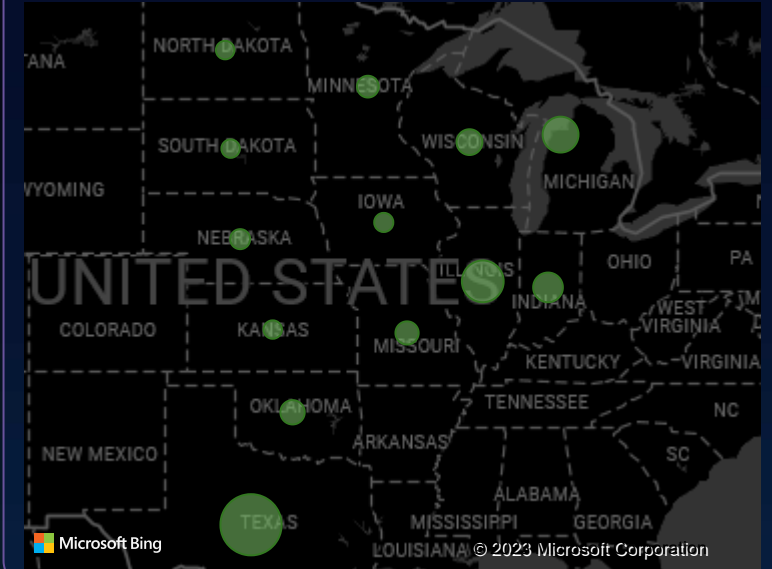
Sales by Month



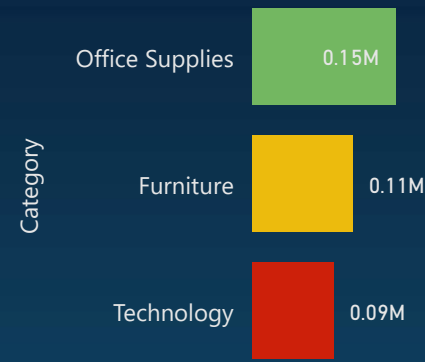
Profit by Month



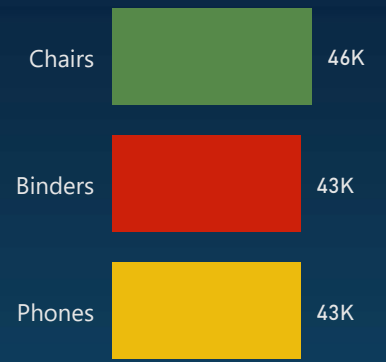
Sales and Profit by State



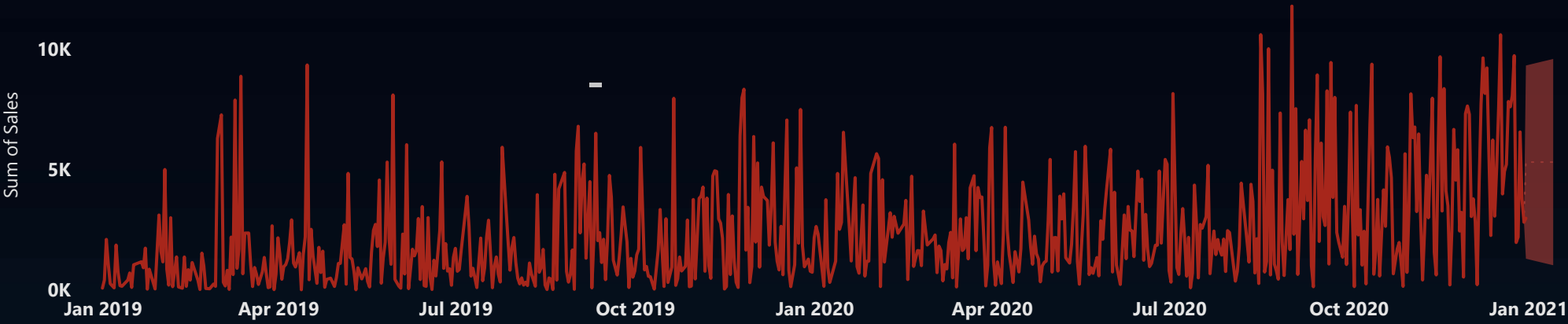
Sales by Category



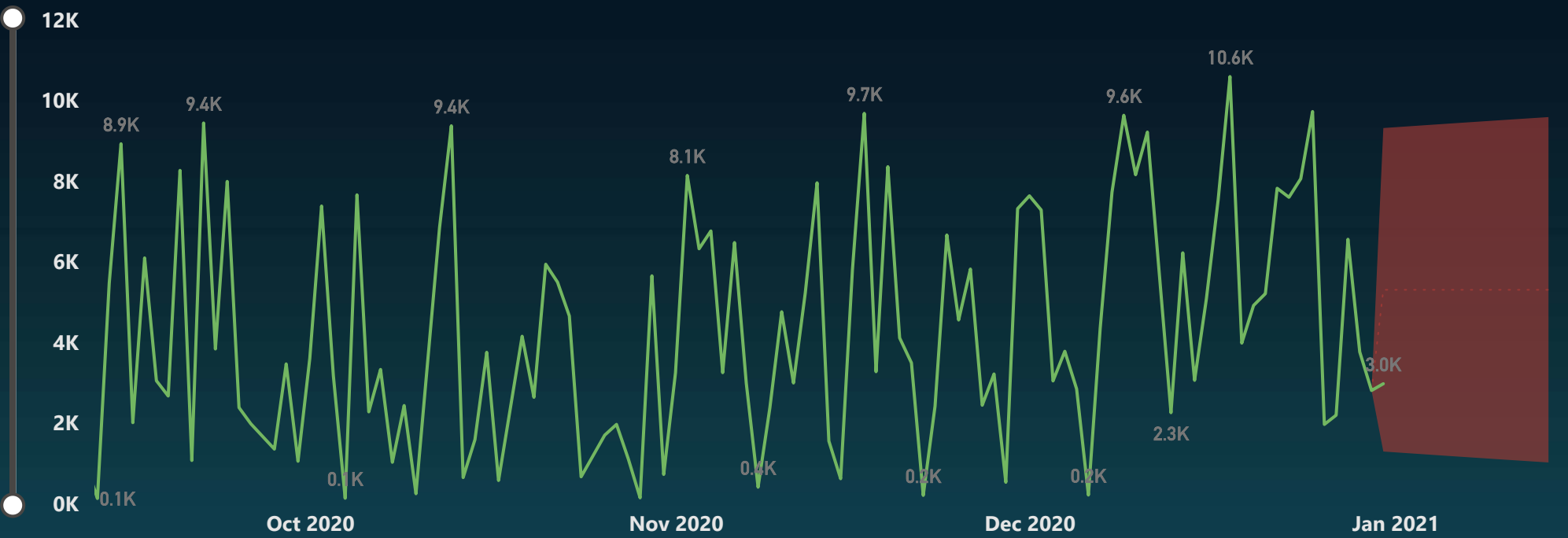
Sales by Sub-Category



Super Store Sales Forecast - 15 days



Sales Forecast



Sales by State

