Super Store Dashboard Report Data Analysis (2014–2017)

Prepared By:

👨 Made by Yogesh Kumar Soni

Dashboard Overview

Objective: Analyze sales, profit, quantity, and customer behavior (2014–2017)

➤ Total Sales: $2.30 Million

➤ Total Profit: $286.4 Thousand

➤ Total Quantity Sold: 38,000 units

➤ Unique Customers: 9,994

Category-wise Performance

➢ Technology: Highest sales and profit

➢ Office Supplies: Moderate sales and profit

➢ Furniture: Lowest profit

➢ Recommendation: Focus on Technology category for better returns.

Region-wise Performance

➢ West: Top in sales and profit

➢ East: Second highest

➢ South & Central: Lower performance

➢ Recommendation: Expand marketing in West and East; review South/Central strategies.

Segment-wise Performance

➢ Consumer: Most profitable and highest sales

➢ Corporate: Moderate

➢ Home Office: Least profitable

➢ Recommendation: Engage Consumers more and assess Home Office needs.

Shipping Mode Analysis

Shipping methods: First Class, Same Day, Second Class, Standard Class

All modes actively used

Recommendation: Optimize shipping for speed and cost efficiency.

Discount Distribution

➢ Discounts applied across categories, regions, and segments

➢ High discounts may reduce profit (e.g., Furniture)

➢ **Recommendation:** Refine discount strategy to protect margins.

State-level View

 States tracked: Alabama, Arizona, Arkansas, California

California likely high contributor

Recommendation: Use state-level data to boost low-performing areas.

Summary & Strategic Recommendations

Focus on:

❑Technology, Consumer segment, West & East regions

❑Reassess: Furniture, Home Office, South/Central regions

Suggestions:

❑Invest in high-performing categories

❑Optimize discounts and shipping

❑Expand in underperforming areas