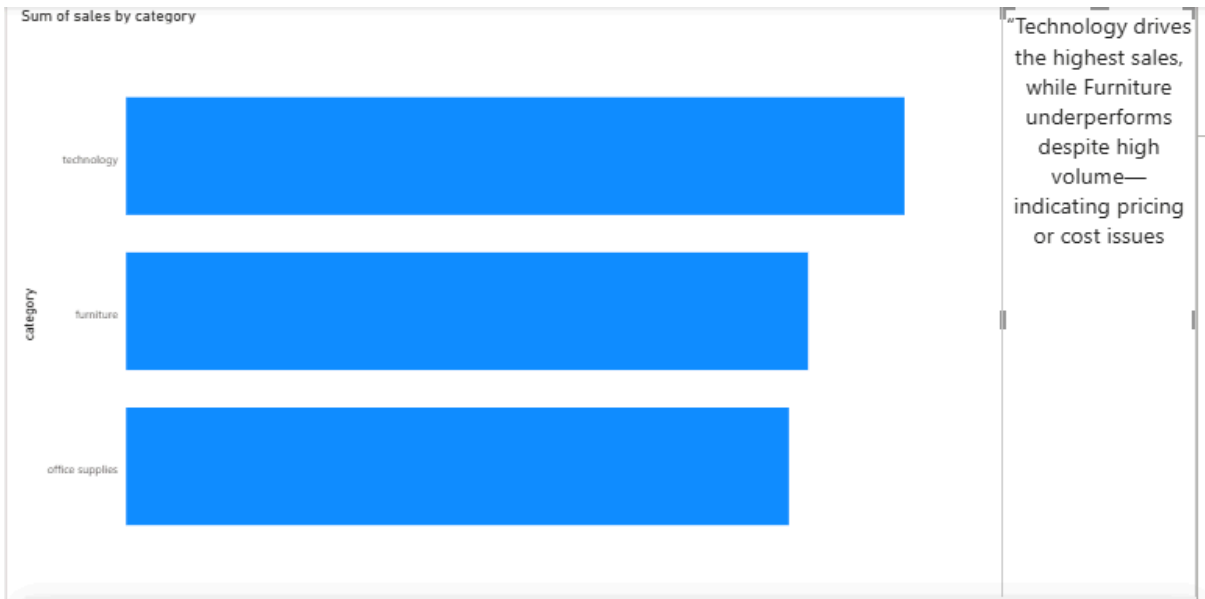
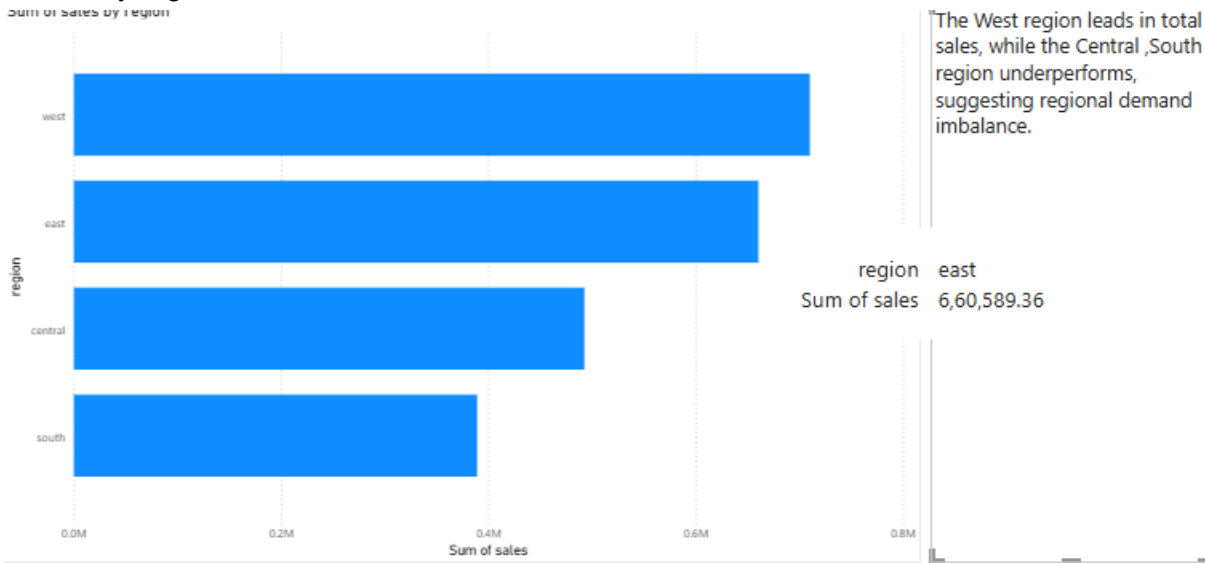


DashBoards:

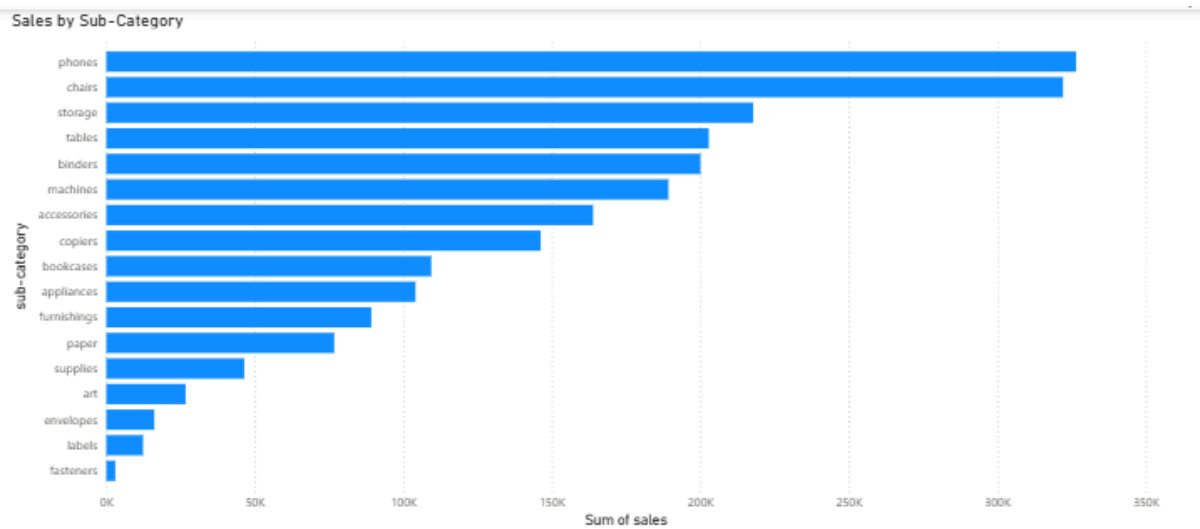
1.sales by category:



2.sales by region:

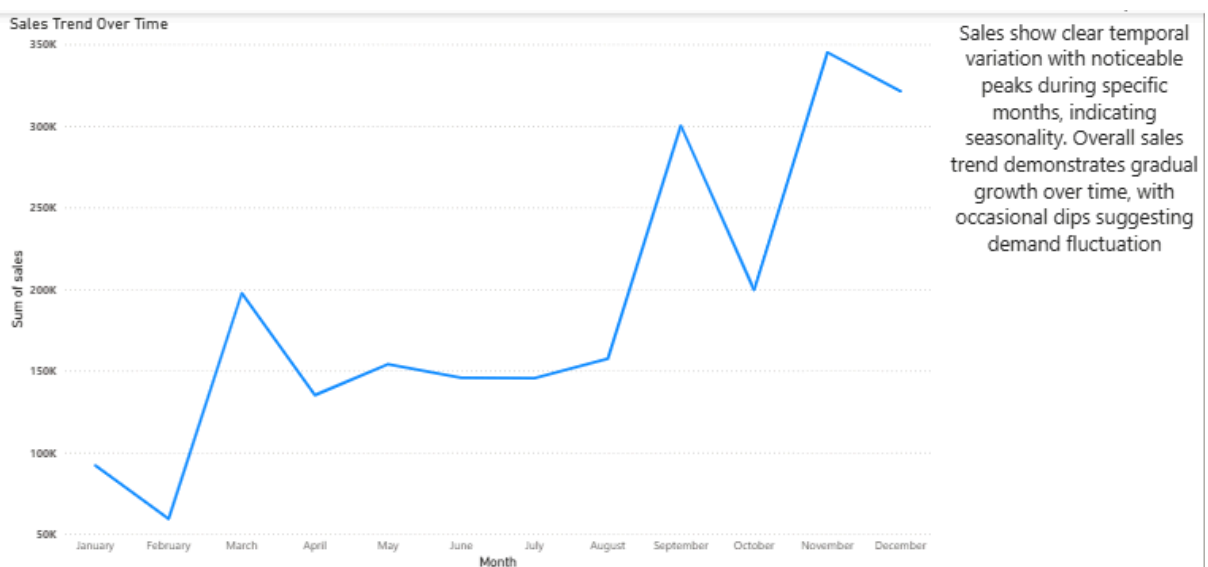


### 3.sales by sub-category:

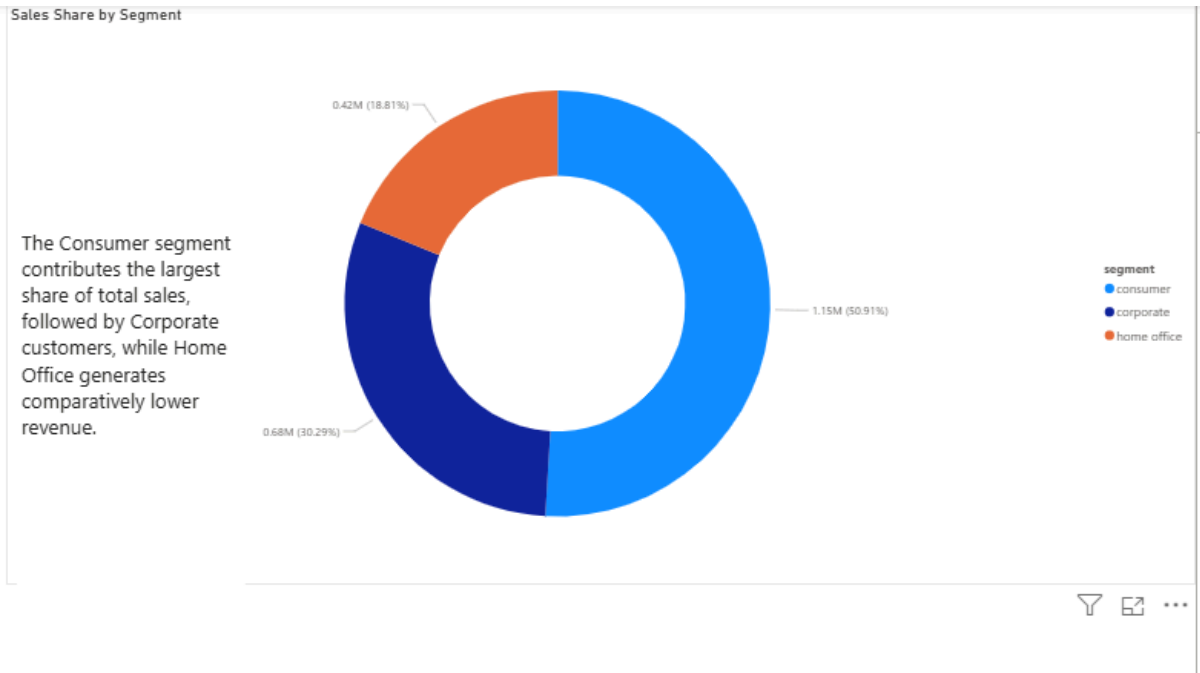


Sales are heavily concentrated in a few sub-categories, with products such as Phones and Chairs contributing the highest revenue, while several sub-categories generate comparatively lower sales

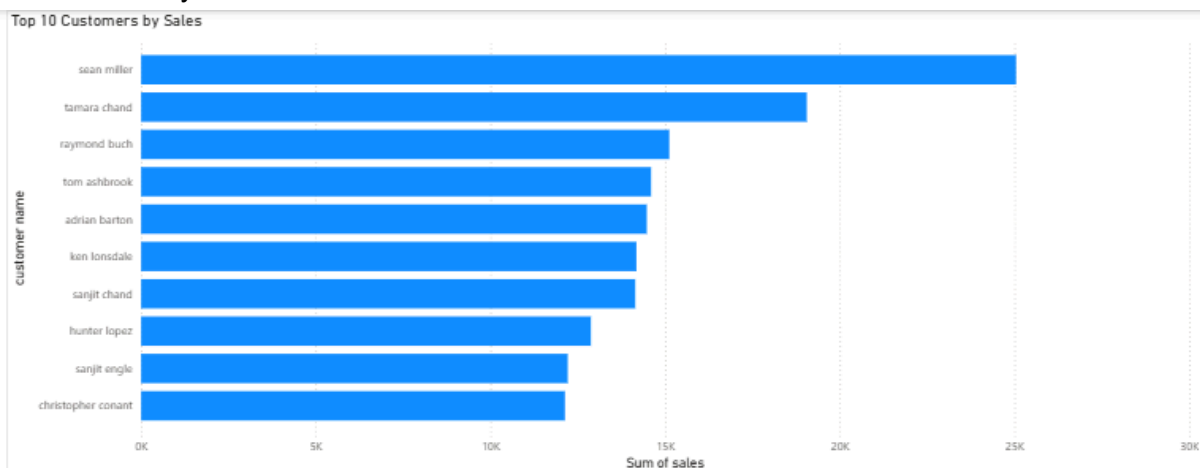
### 4.sales trend over time:



## 5.sales share by segment:

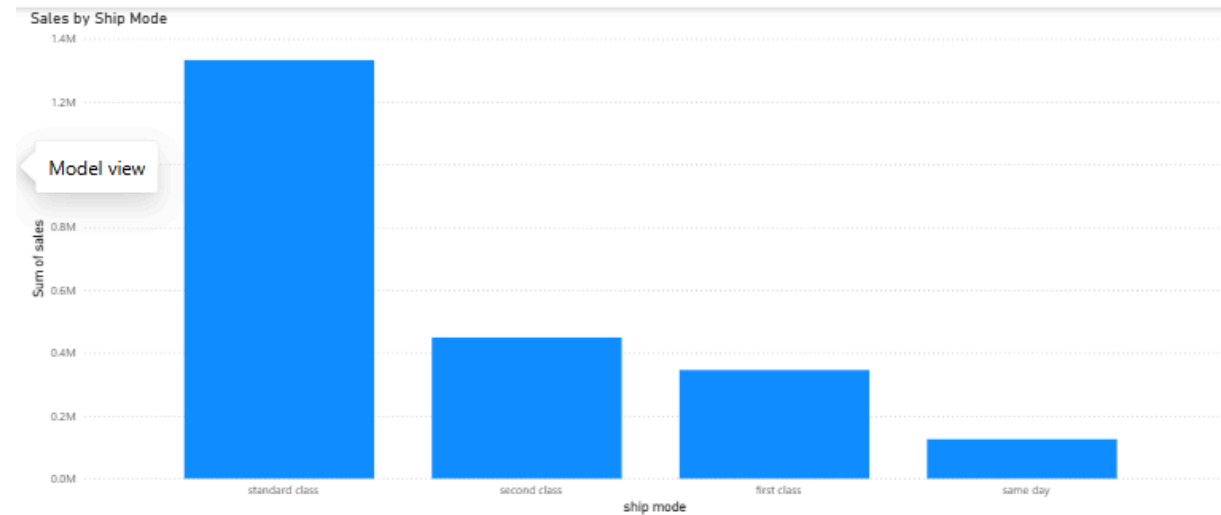


## 6.customers by sale:



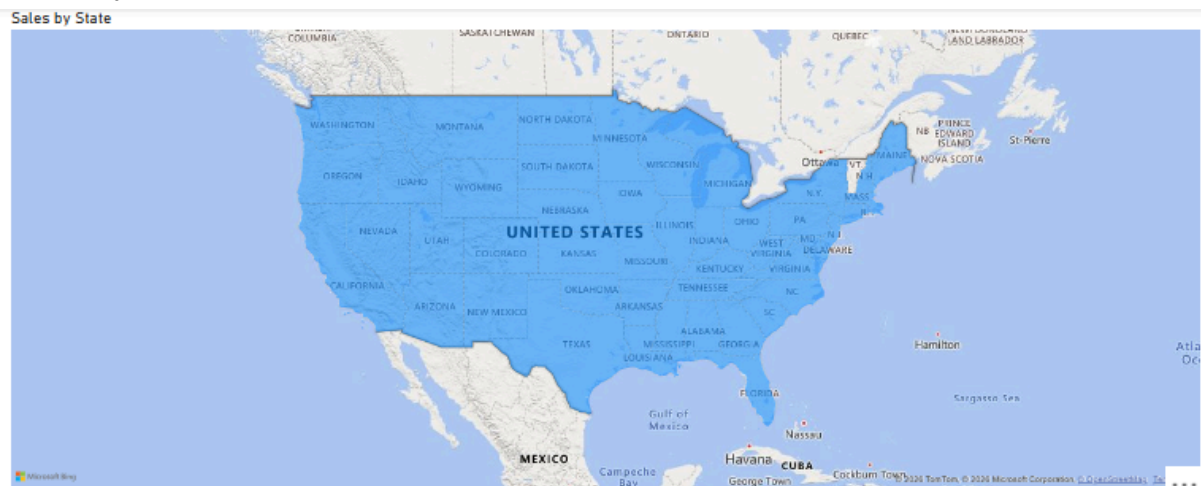
Sales are concentrated among a small set of customers, with the top 10 customers contributing a significant portion of total revenue, indicating dependency on a limited customer base

7.sales by ship mode:



Standard Class generates the highest revenue, indicating customers prioritize cost over speed

8.sales by state:



The geographic analysis shows that sales are concentrated in specific states, indicating strong regional demand. This helps identify high-performing regions and potential expansion opportunities in underperforming states.

## 9.summary slide:

### Sales Performance Overview:

This report analyzes Superstore sales data to identify trends over time, customer behavior, and product performance using interactive visualizations.

### Key Findings

- \* Sales show **clear fluctuations over time**, indicating seasonal demand.
- \* Revenue is **not evenly distributed** across all customer segments.
- \* A **small number of customers** contribute a disproportionately high share of sales.
- \* Some **sub-categories consistently outperform others**.
- \* Shipping mode choice shows a relationship with total sales.

### Business Interpretation

- \* Sales patterns suggest opportunities for **seasonal promotions**.
- \* High-value customers should be prioritized for **retention strategies**.
- \* Underperforming sub-categories may require **pricing or marketing adjustments**.
- \* Logistics decisions influence revenue outcomes.

### Recommendations

- \* Focus marketing on **high-performing customer segments**.
- \* Strengthen relationships with **top revenue-generating customers**.
- \* Optimize inventory based on **sub-category performance**.
- \* Review shipping strategies to balance **cost and sales impact**.