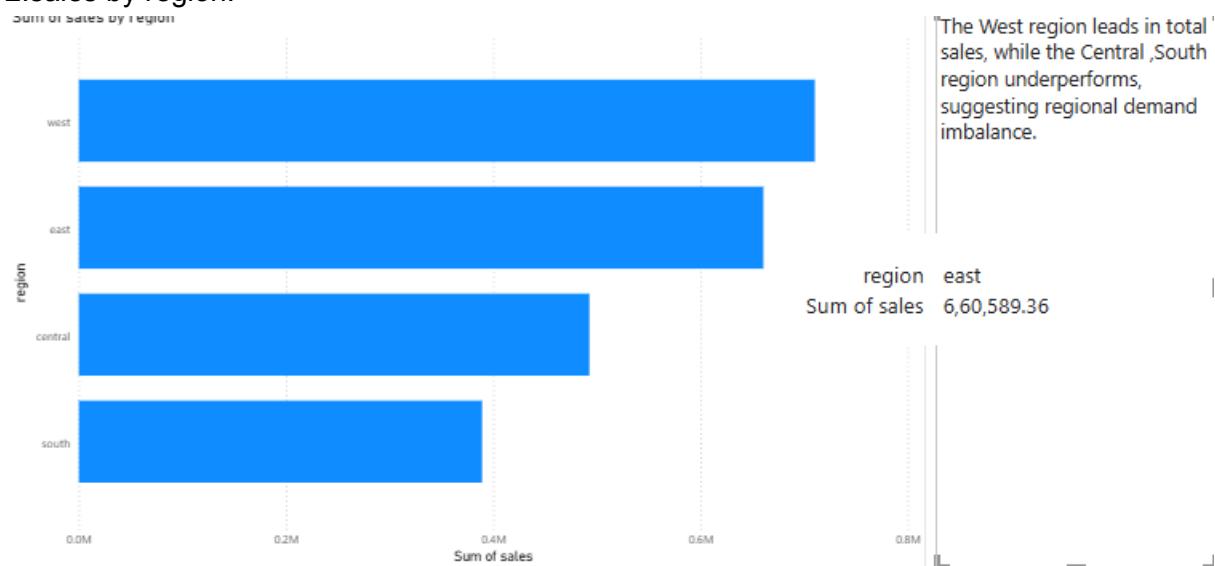


## Dashboards:

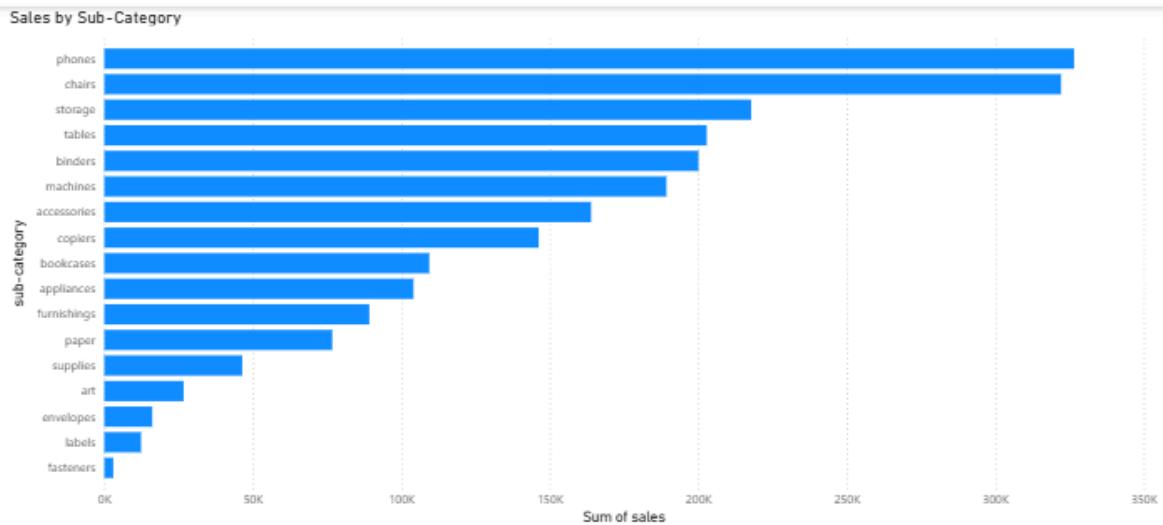
### 1.sales by category:



### 2.sales by region:

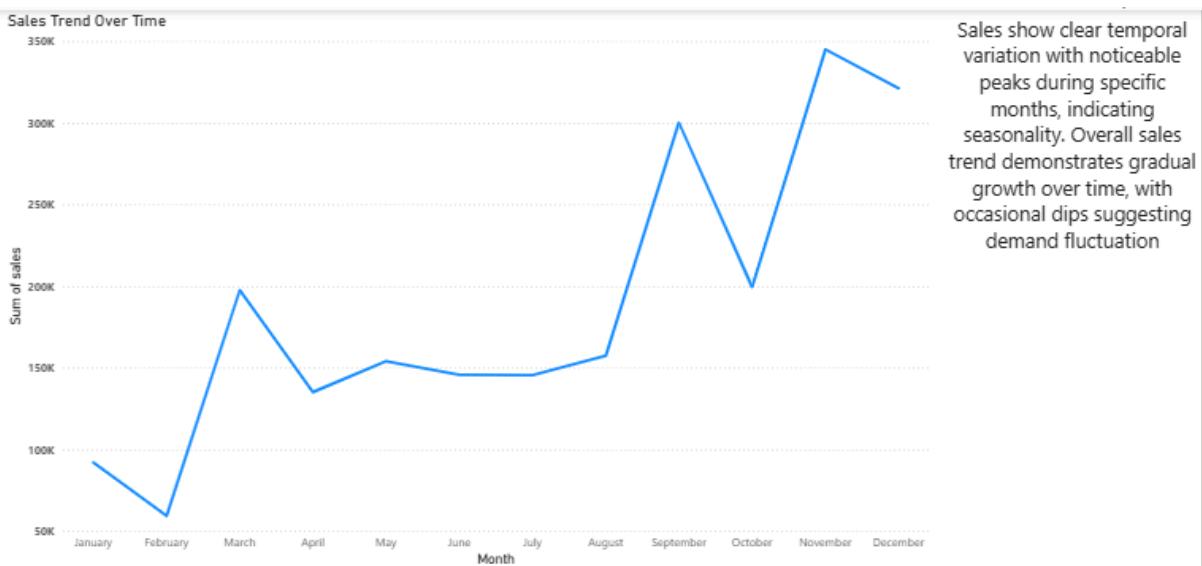


### 3.sales by sub-category:

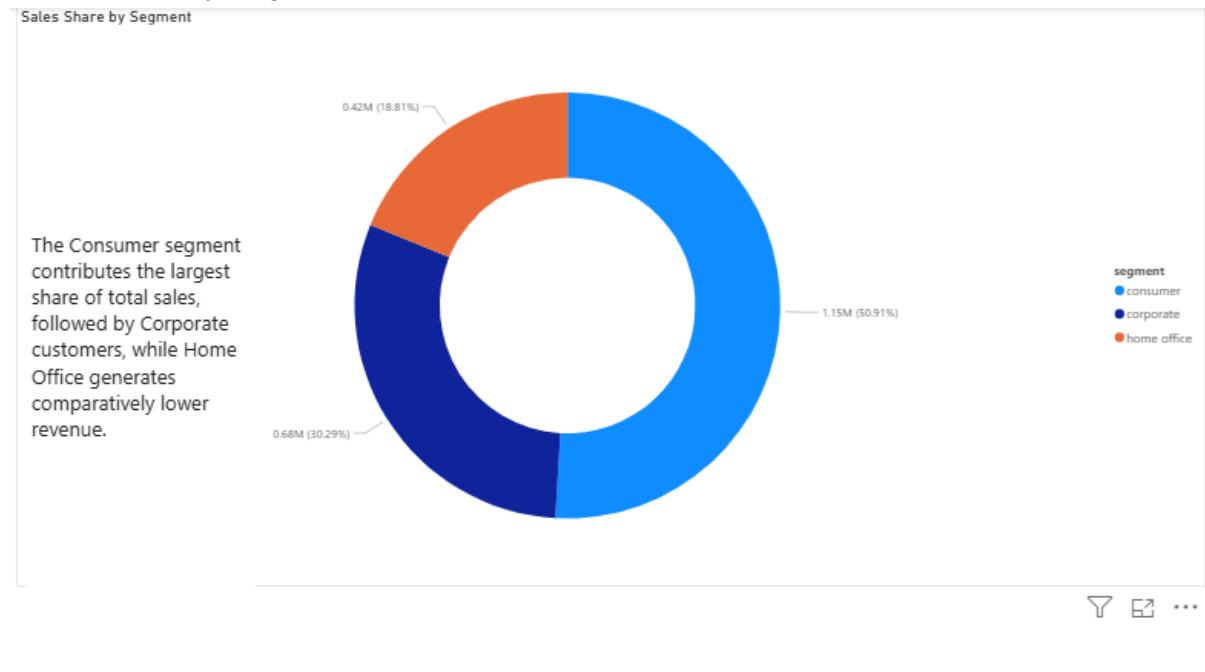


Sales are heavily concentrated in a few sub-categories, with products such as Phones and Chairs contributing the highest revenue, while several sub-categories generate comparatively lower sales

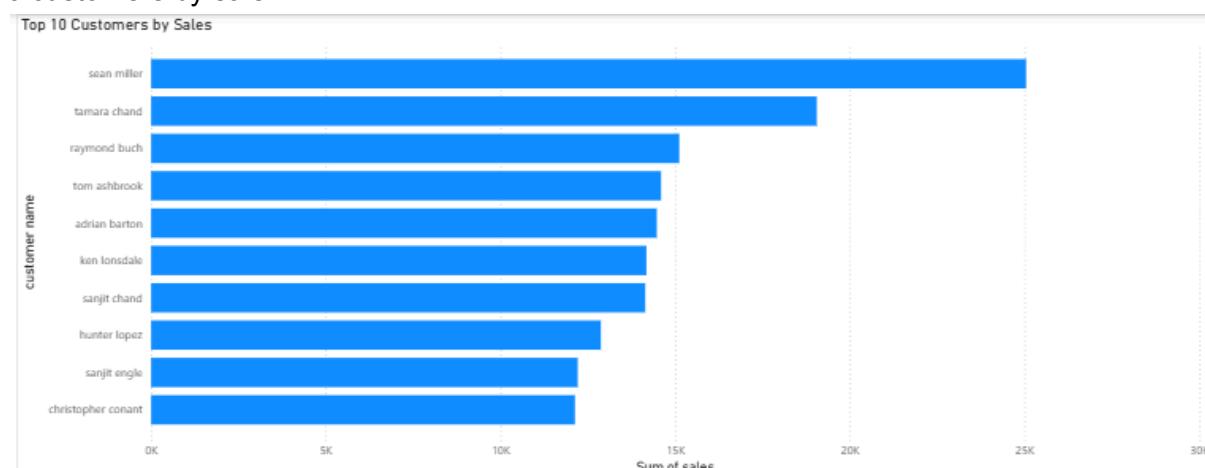
### 4.sales trend over time:



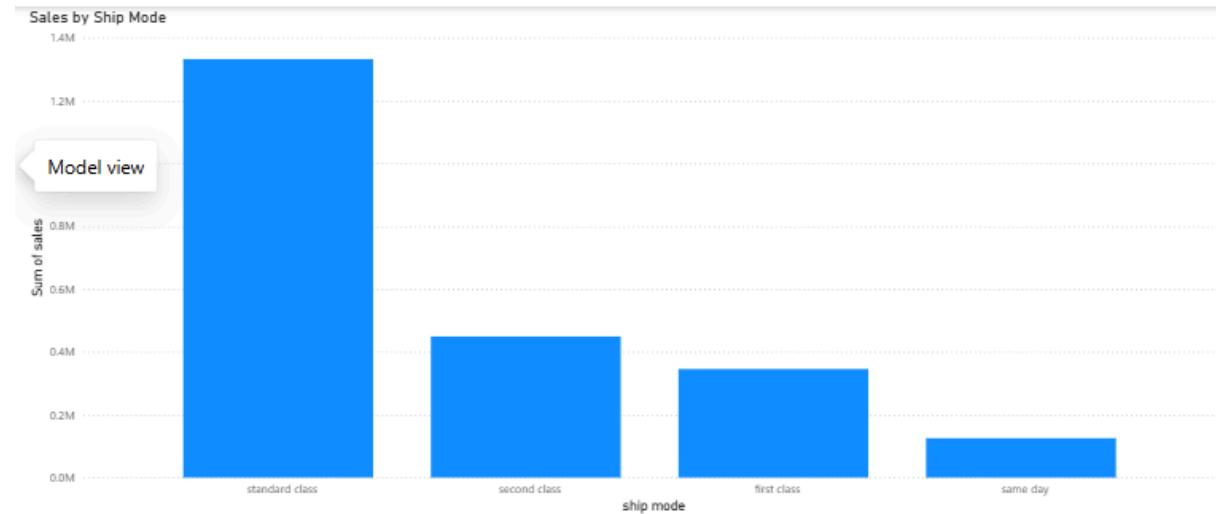
## 5.sales share by segment:



## 6.customers by sale:

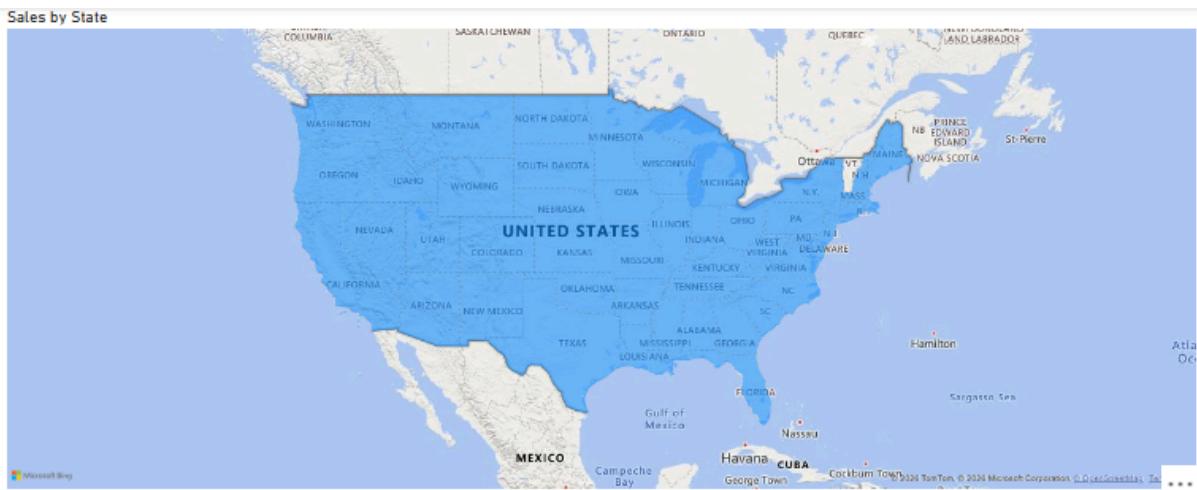


## 7.sales by ship mode:



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**.