

Superstore Sales Dashboard

Time

▼

All▼

Region

▼

All▼

Category

▼

All▼



\$2.30M

Total Sales

\$286.4K

Total Profit

12.47

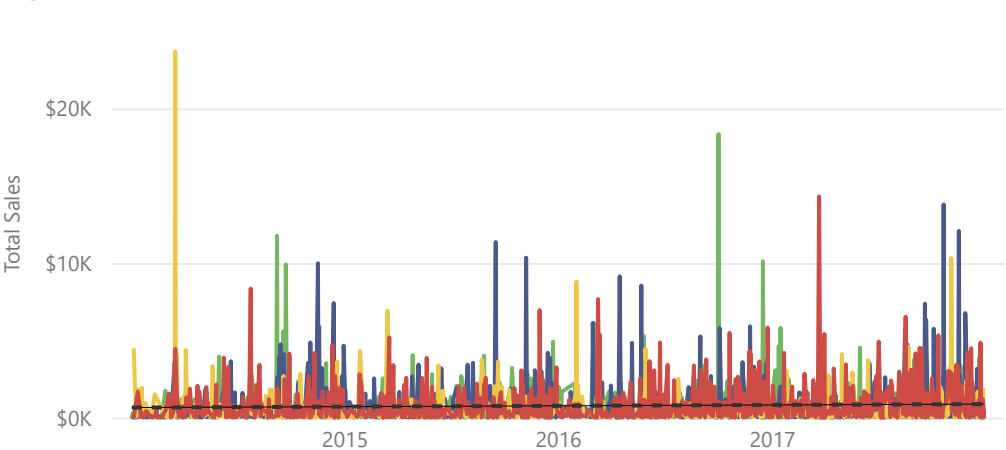
Profit Margin (%)

46.88%

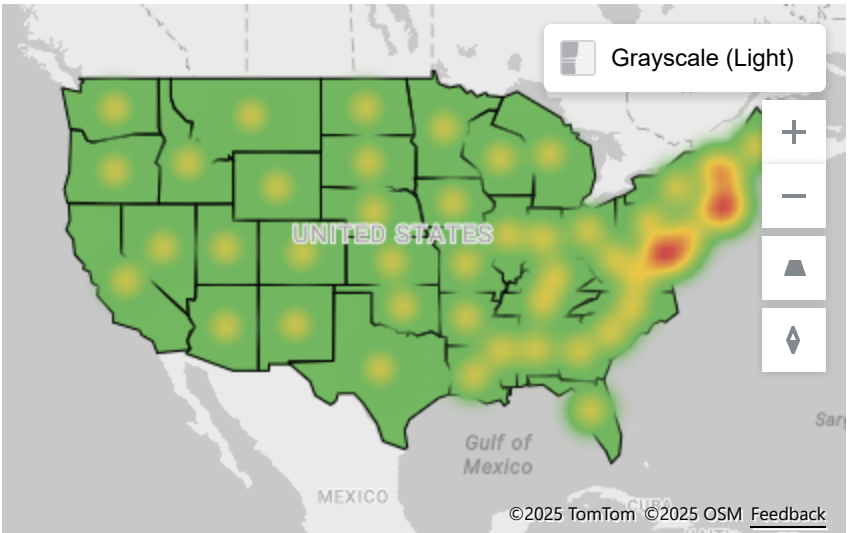
YoY Sales Growth

Sales Trend by Time

Region ● Central ● East ● South ● West



Sales by State

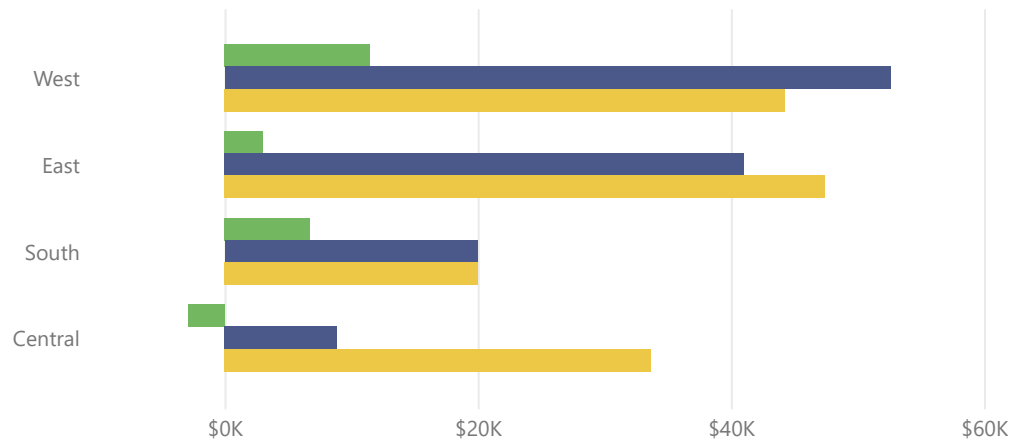


Top Products

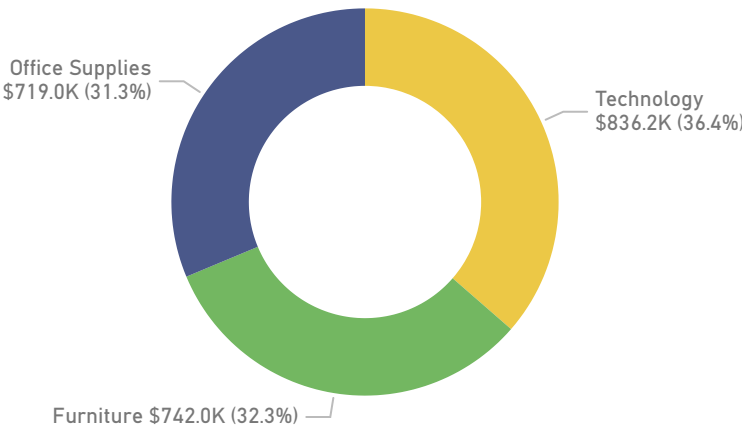
| Category | Total Sales | Profit Margin (%) |
|-----------------|------------------|-------------------|
| Technology | \$836,154.033 | 17.40 |
| Furniture | \$741,999.7953 | 2.49 |
| Office Supplies | \$719,047.032 | 17.04 |
| Total | \$2,297,200.8603 | 12.47 |

Total Profit by Region and Category

Category ● Furniture ● Office Supplies ● Technology



Total Sales by Category



- **Sales Trend:** \$2.3M total with 15% YoY growth, peak Q4 (from line chart) – Recommend increase marketing budget 20% for Q4 to capture seasonal boost, potentially raising revenue 10%.
- **Profit by Region:** West highest \$725K (32%, from bar/map) – Prioritize expansion in high-performers like West/California to optimize logistics and reduce costs 5-10%.
- **Top Categories:** Technology \$836K sales (36%, high margin 17.4% from table) – Negotiate suppliers for low-margin Furniture (2.49%) to turn losses into profits 8-12%.