

Superstore Sales Dashboard

Time

▼

All

▼

Region

▼

All

▼

Category

▼

All

▼



\$2.30M

Total Sales

\$286.4K

Total Profit

12.47

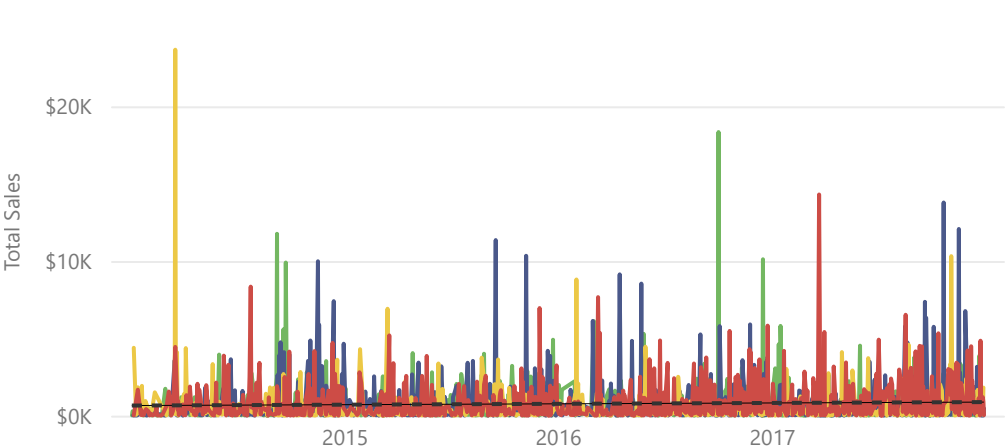
Profit Margin (%)

46.88%

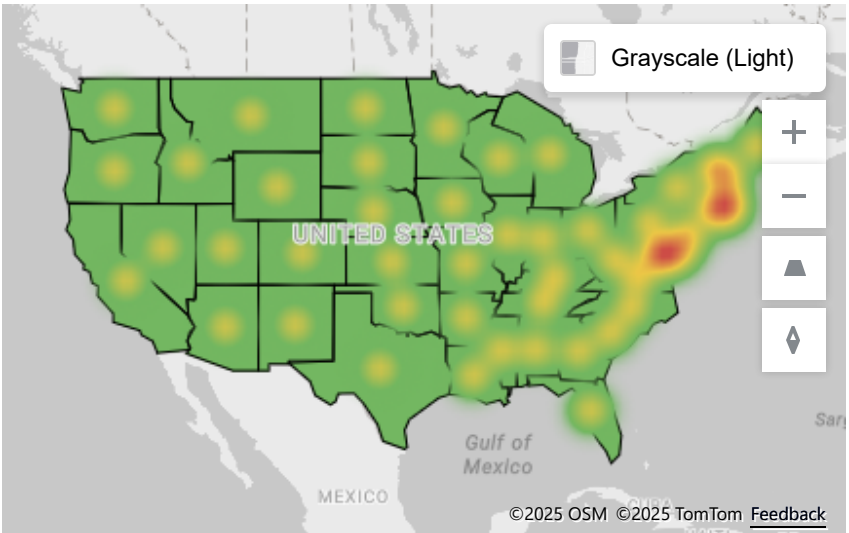
YoY Sales Growth

Sales Trend by Time

Region ● Central ● East ● South ● West



Sales by State

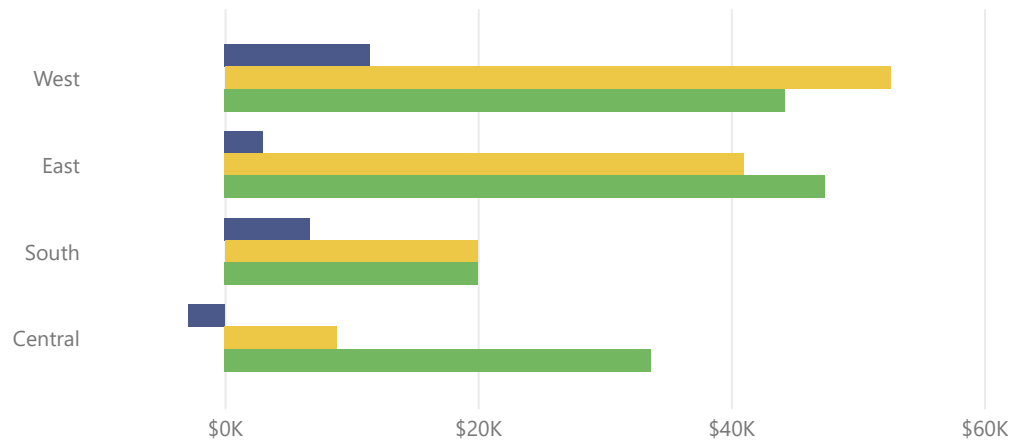


Top Products

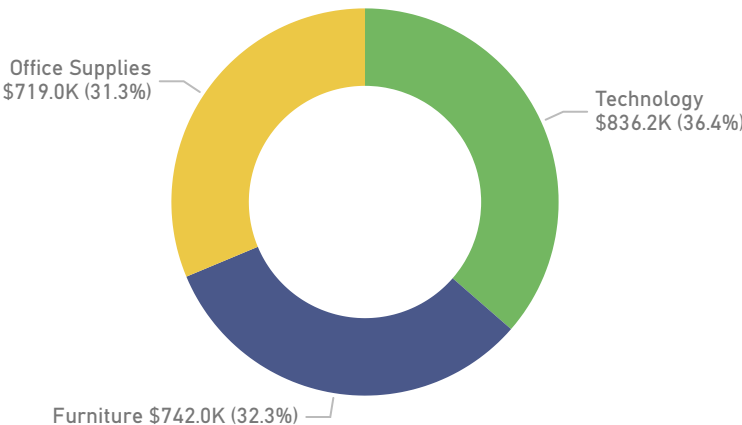
Category	Total Sales	Profit Margin (%)
Technology	\$836,154.033	17.40
Furniture	\$741,999.7953	2.49
Office Supplies	\$719,047.032	17.04
Total	\$2,297,200.8603	12.47

Total Profit by Region and Category

Category ● Furniture ● Office Supplies ● Technology



Total Sales by Category



Sales Trend: \$2.30M total sales (2014–2017), YoY growth +20.34% in 2017 vs 2016. Sales peak in Q4 → highlight seasonal demand.

Profit by Region: West region leads with \$725K sales (32%). California is the top state contributor → potential for regional expansion.

Top Categories: Technology \$836K sales (36%) with margin 17.4%. Furniture has lowest margin (2.49%) → area for cost optimization.