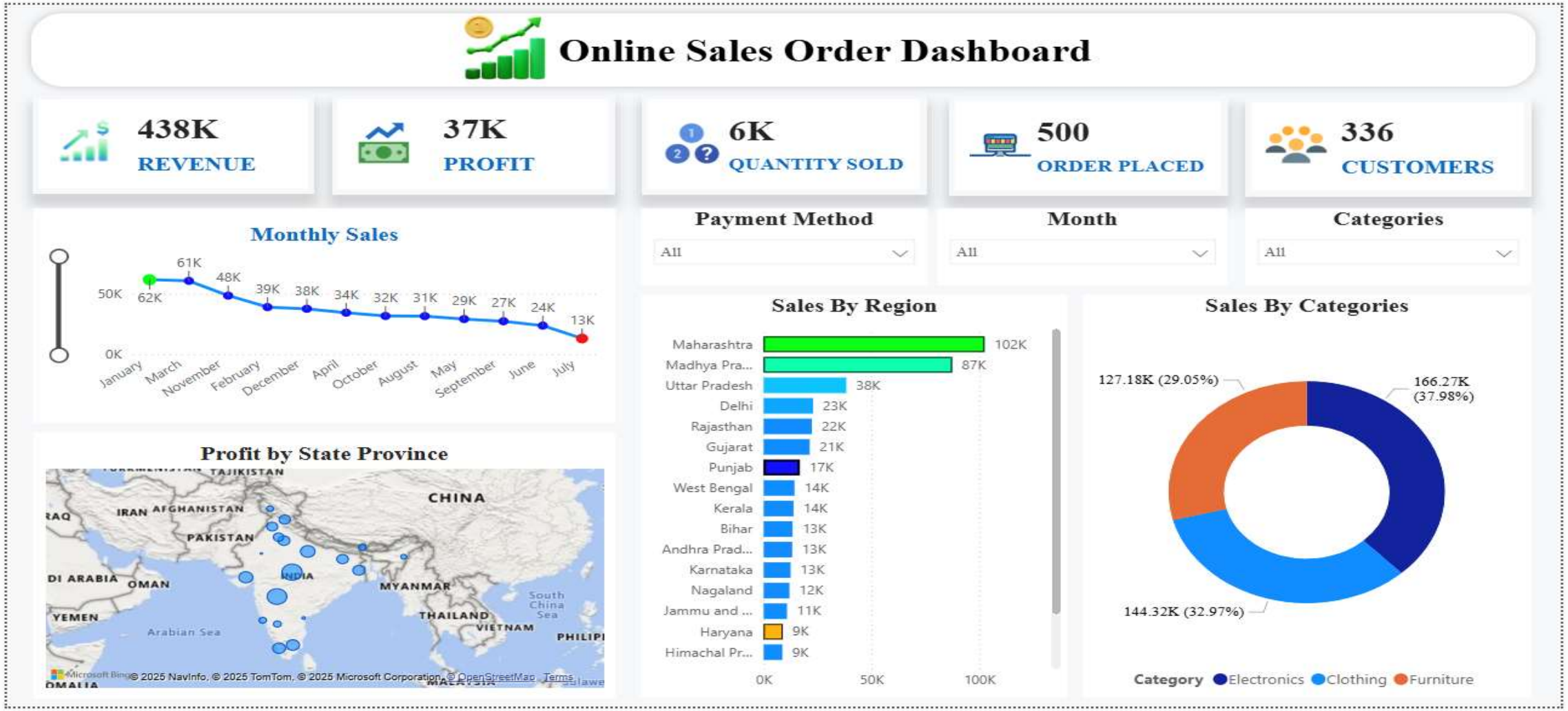
Superstore Sales Dashboard By Ekta Sinha



Superstore Sales Dashboard Description

- This **Online Sales Order Dashboard** provides a comprehensive view of sales performance across categories, regions, and time periods. Key highlights include:
- **Revenue & Profit Overview** – The business generated a total revenue of **438K** with a profit of **37K**, based on **500 orders** placed by **336 unique customers**.
- **Monthly Sales Trend** – Sales peaked in **January (62K)** but showed a steady decline towards **July (13K)**, suggesting seasonality or reduced demand in mid-year.
- **Regional Sales Distribution** – **Maharashtra (102K)** and **Madhya Pradesh (87K)** emerged as top-performing states, while smaller regions contributed less significantly.
- **Category Performance** – Among product categories, **Clothing (38%)** achieved the highest contribution, followed by **Furniture (33%)** and **Electronics (29%)**.
- **Profit by Geography** – Profitability varies across states, with some regions showing lower or negative margins, indicating areas for strategic review.
- **Payment & Category Filters** – Interactive filters allow users to analyze performance by **payment mode, month, and category**, providing flexibility in exploration.