

Exploratory Data Analysis on Payless ShoeSource Superstore Sales (USA)



Total Sales
\$1,924,337.88

Total Profit
\$224,077.61

Most Profitable State
California

Most Profitable Product
Office Supplies

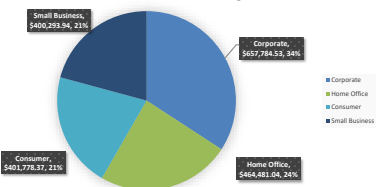
Least Profitable Product
Furniture

Least Profitable State
North Carolina

Region
Central
East
South
West

Month
Apr-2015
Feb-2015
Jan-2015
Jun-2015
Mar-2015
May-2015

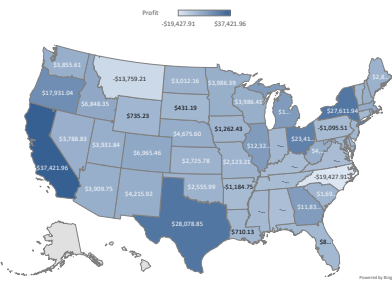
Sales Contribution of Each Segment



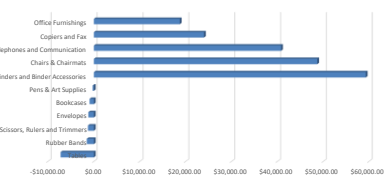
Average Profit with respect to Discount



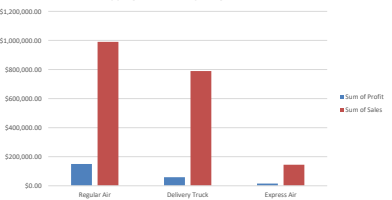
Map showing Sales by State



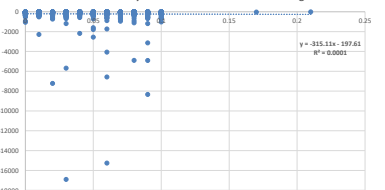
5 Top Performing and Least Performing Products



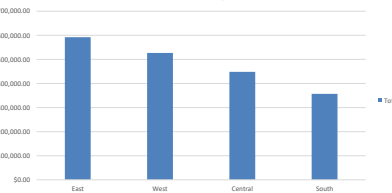
Shipping Modes Comparing Profit & Sales



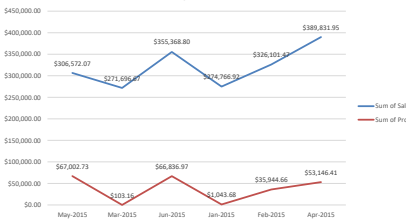
Correlation Analysis between Discount & Profit Margin



Sales Across Regions



Monthly Sales Fluctuations



Dashboard Summary

This dashboard presents an in-depth analysis of the Superstore Sales dataset with the goal of uncovering actionable insights into sales performance, profitability, customer behavior, product trends, and shipping efficiency across various regions of the United States. The project follows a structured data analysis workflow, including data cleaning, exploratory data analysis (EDA), and visual storytelling using Microsoft Excel. Each chart and table has been designed to support strategic business decision-making.