

Super Store Sales Questions for dashboard Insights

1. Overall Performance

2. What is the total sales amount?
3. What is the average sales per order?
4. How many total orders were placed?

5. 2. Time-Based Analysis

6. How have sales trended monthly and yearly?
7. What are the best-performing months in terms of sales?
8. Is there any seasonality in the sales data?

9. 3. Category & Product Analysis

10. Which product category and sub-category have the highest and lowest sales?
11. What are the top-selling products?
- 12.

13. 4. Customer Analysis

14. Who are the top customers by total spending?

15. Which customer segment (Consumer, Corporate, Home Office) generates the most sales?

16. 5. Geographic Analysis

17. Which regions, states, or cities generate the highest and lowest sales?

18. Which locations are the most profitable?

19. 6. Shipping Analysis

20. What is the impact of different shipping modes on sales?

21. Is there a performance difference between shipping methods?

22. Suggested KPIs for Your Dashboard

23. Total Sales

24. Average Sales per Order

25. Total Number of Orders

26. Top 5 Products by Sales

27. Sales by Category and Sub-Category

28. Sales by Region

29. Monthly Sales Trend

30. Top 5 Customers