

Super Store Sales Dashboard

Region

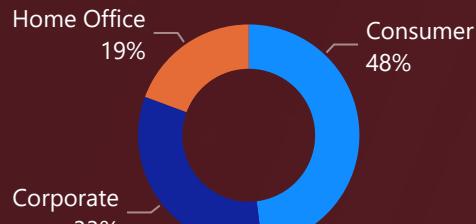
Central

East

South

West

Sum of Sales by Segment



Sales

1.6M

Quantity

22K

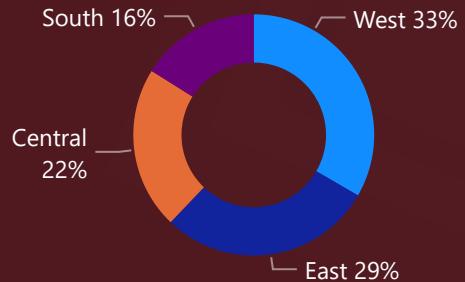
AverageDelivery

4

Profit

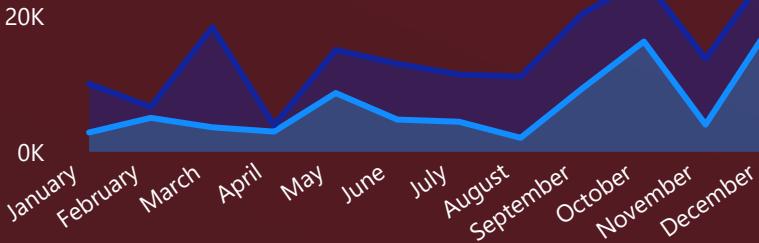
175K

Sum of Sales by Region

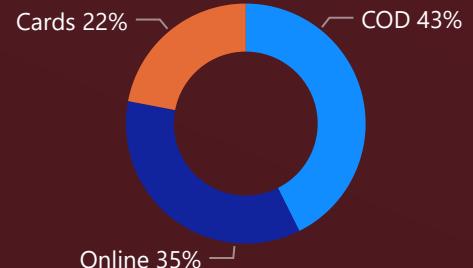


Profit by Month

Year ● 2019 ● 2020

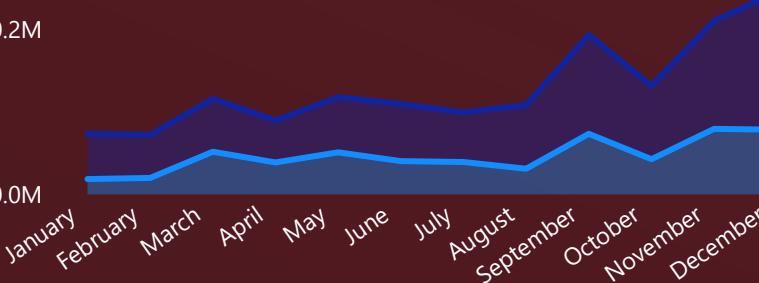


Sum of Sales by Payment Mode



Sales by Month

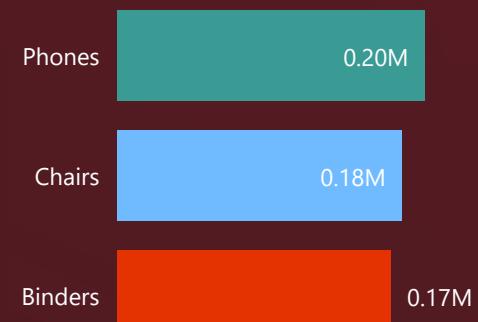
Year ● 2019 ● 2020



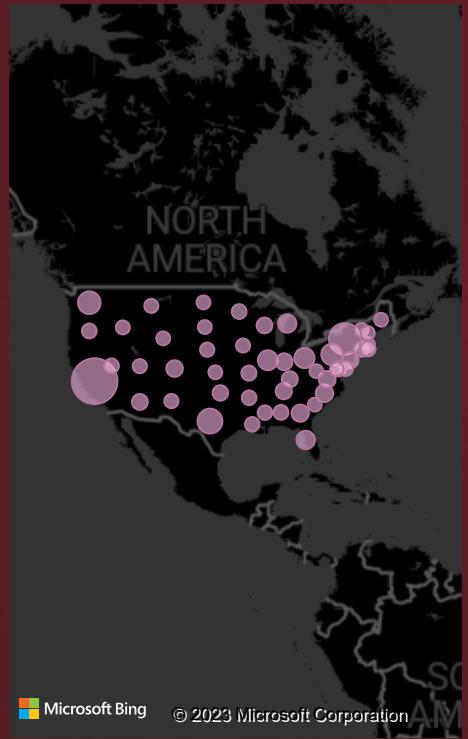
Sum of Sales by Category



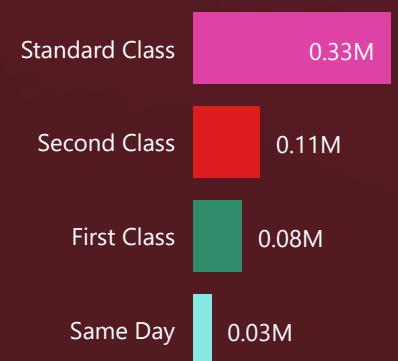
Sum of Sales by Sub-Category



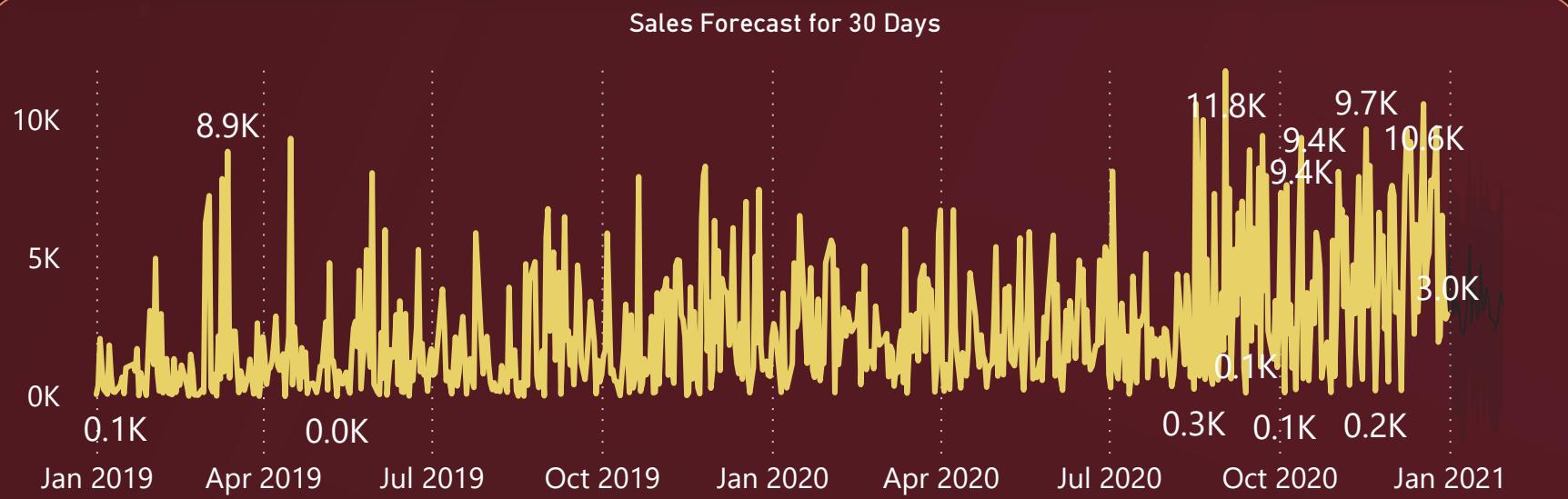
Sum of Sales and Sum of Profit by State



Sum of Sales by Ship Mode



Sales Forecast for 30 Days



Sum of Sales by State



Useful Insights

As per the Analysis we found these insights .

Customer Preferences:

- Customers prefer to pay by cards .They prioritize cash on delivery (COD) as the preferred payment method, followed by online payments.

Regional Sales:

- The West region had the highest sales.
- New York City had the highest sales and quantity sold in New York.

Sales Channels:

- Most sales occurred through consumers, followed by corporate buyers and home offices.

Average Delivery Time:

- The average delivery time is 4 days.

Profit Analysis:

- The total sum of profit was higher in 2020 (\$93,438.66) than in 2019 (\$81,823.44).
- In December 2019, the profit accounted for 10.20% of the total profit.
- The average profit in 2020 (\$7,786.56) was higher than in 2019 (\$6,818.62).
- The largest divergence in profit between 2020 and 2019 occurred in March, with a difference of \$11,139.92.

Sales Analysis:

- The total sum of sales was higher in 2020 (\$1,001,124.79) than in 2019 (\$564,679.54).
- December 2020 accounted for 10.61% of the total sales.
- The average sales in 2020 (\$83,427.07) were higher than in 2019 (\$47,056.63).
- The largest divergence in sales between 2020 and 2019 occurred in December, with a difference of \$87,786.81.

Category Analysis:

- Office Supplies had the highest sum of sales (\$643,707.69), which was 42.57% higher than Furniture (\$451,508.65).
- The order of highest to lowest sales was: Office Supplies, Technology, and Furniture

Suggestions

As per the insights these are some suggestions

1. **Promote Card Payments:** Since customers prefer paying by cards, consider offering incentives or discounts specifically for card payments. This can encourage customers to choose card payments over other methods.
2. **Enhance Online Payment Experience:** Although cash on delivery is the preferred method, you can focus on improving the online payment experience by ensuring a smooth and secure checkout process. Offer multiple payment options and promote the benefits of online payments, such as convenience and faster order processing.
3. **Target West Region:** Since the West region has the highest sales, allocate additional marketing and promotional efforts in this region. Tailor your campaigns to target the preferences and needs of customers in the West.
4. **Optimize Sales Channels:** Since most sales occur through consumers, consider strategies to attract more corporate buyers and home office customers. This could include targeted marketing campaigns, offering bulk purchase discounts, or providing specialized services for corporate customers.
5. **Optimize Delivery Time:** While the average delivery time is 4 days, aim to further improve the efficiency of your delivery process. Faster and reliable deliveries can enhance customer satisfaction and increase repeat business. Consider streamlining logistics, partnering with reliable shipping providers, and offering expedited delivery options.
6. **Analyze Profit Divergence:** Identify the factors contributing to the significant divergence in profit between March 2020 and March 2019. Assess whether any external factors, such as economic conditions or market trends, influenced the profit variations. Use this analysis to make informed decisions and strategies for future profit growth.
7. **Category Focus:** Given that Office Supplies have the highest sales, consider investing more in this category. Expand product offerings, run targeted marketing campaigns, and provide exceptional customer service to further capitalize on the popularity of Office Supplies.
8. **Regional and State Focus:** Allocate resources to target high-performing regions and states such as California and New York. Tailor marketing campaigns, promotions, and partnerships to maximize sales potential in these areas.
9. **Sub-Category Analysis:** Phones and Chairs are popular sub-categories with high sales. Consider expanding the product range, introducing new models or designs, and promoting these sub-categories to drive additional sales.
10. **Monitor Sales Trends:** Stay vigilant about sales trends and identify any significant drops or deviations. Investigate the causes behind downward sales trends, such as seasonality, competitor activities, or changes in customer preferences. Adjust strategies accordingly to