

# Superstore Sales Dashboard – Summary Report

This Superstore Sales dashboard offers a quick snapshot of key business metrics like sales, profit, and quantity. It highlights trends in discounts, regional performance, and monthly sales patterns. The first page focuses on overall insights, while the second dives deeper into region, state, and customer segment data. With easy-to-use slicers for filtering, it's interactive and user-friendly. Overall, the dashboard helps identify what's working, spot low-performing areas, and supports better decision-making for future planning.

## Superstore Analysis:

### ◆ Key KPIs (Top Row)

**Total Sales:** ₹514.3K

**Total Profit:** ₹92.31K

**Total Quantity Sold:** 5,491 Units

### ☑ Key Visuals

#### 1. Impact of Discounts on Profit Margins (*Scatter Plot*)

- Shows the relationship between discount levels and profit margins.
- Most data points are concentrated at lower discount levels, indicating excessive discounting may not lead to higher profits.

#### 2. Profit Distribution Across Regions (*Map Visualization*)

- Regions like **West** and **Central** contribute the most to profits.
- Color-coded regions (East, West, South, Central) provide quick insight into performance geography.

#### 3. Monthly Sales Trends (*Line Chart*)

- Sales show seasonality with peaks and troughs.
- Highlights cyclical demand and helps identify optimal inventory planning periods.

#### 4. Top & Bottom Products by Profit (*Pie Chart*)

- A small group of products generate **₹5.6K** in profits (99.49%).
- Bottom performers contribute marginally — signals a need for portfolio optimization.

## Slicers for Interactivity

- **Date Range**
- **Region**
- **Customer Segment**
- **Sub-Category**

These filters allow targeted insights for deeper analysis.

## Key Visuals

### 1. Sum of Sales by Region (*Bar Chart*)

- West leads in sales, followed by East, South, and Central.
- Easily visualizes regional sales disparities.

### 2. Sales & Profit by Region-State (*Table*)

- Lists state-wise performance (e.g., California, Florida, Texas).
- Supports decisions at more granular geographic levels.

### 3. Profit Over Time (*Line Chart*)

- Identifies trends and fluctuations in profits.
- Helps detect low-profit periods and plan mitigations.

### 4. Sales by Customer Segment (*Pie Chart*)

- Corporate (27.36%) and Consumer (25.4%) are the highest contributors.
- Home Office and Small Business also add significant value.

## BUSINESS RECOMMENDATIONS

- **Focus on High-Profit Products:**  
Promote and stock top performers to boost profit margins.
- **Optimize Discounts:**  
Use discounts strategically — over-discounting doesn't equate to higher profit.
- **Expand in High-Profit Regions:**  
Target campaigns in states like **California** and **Florida**.
- **Segment-Specific Strategy:**  
Customize offerings for **Corporate** and **Consumer** segments.