

# Insight Summary – Superstore Sales Dashboard

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Tool Used: **Microsoft Power BI**

Dataset: **Superstore Sales**

Period: **2014–2017**

## Overview

The dashboard provides a clear view of sales performance, profit distribution, and product category trends across four years (2014–2017). It highlights regional profitability and top-performing product segments to help identify growth opportunities.

## Key Metrics



**Total Sales**  
**\$1.1M**



**Total Profit**  
**\$132.5K**



**Total Quantity Sold**  
**19K Units**

## Regional Performance

Region	Profit	Percentage	Performance
West Region	\$52.45K	39.6%	Highest profit contributor
East Region	\$47.42K	35.8%	Strong performance
Central Region	-\$11.36K	-16%	Requires immediate attention
South Region	\$11.36K	8.6%	Moderate performance

**Key Observation:** The Central Region shows negative profit, indicating a critical need to review pricing strategies, operational costs, and market positioning in this territory.

# Product Category Insights

<u>Top Performers</u>  Chairs, Phones, Storage items drive majority of sales	<u>Moderate Contributors</u>  Tables, Binders, Machines	<u>Low Performers</u>  Bookcases, Appliances show low volume and profitability
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Low-performing categories such as Bookcases and Appliances present opportunities for strategic reassessment, including potential discounting, bundling, or discontinuation depending on inventory costs and market demand.

## Sales Trend (2014–2017)

Strong upward sales growth observed year-over-year from 2014 to 2017, indicating positive market expansion and effective business strategies.

Seasonal spikes occur around the end of each year, aligning with festive and holiday seasons, presenting predictable revenue opportunities.

Consistent growth trajectory suggests healthy customer retention and successful market penetration strategies.

## Recommendations

- Regional Strategy Optimization:** Focus marketing investments and resources on high-profit regions (West & East) while implementing cost reduction and pricing optimization strategies in the Central region to address negative profitability.
- Product Portfolio Enhancement:** Continue promoting Chairs and Phones through targeted campaigns, as these categories contribute heavily to overall revenue and demonstrate strong market demand.
- Low-Performer Assessment:** Reassess Bookcases and Appliances for potential promotional discounting, product line refresh, or strategic discontinuation based on profitability analysis.
- Seasonal Inventory Planning:** Expand inventory levels and enhance customer targeting strategies in Q4 to capitalize on seasonal sales peaks and maximize revenue during high-demand periods.

## Conclusion

This analysis provides actionable insights into sales growth, regional profitability, and product performance across the 2014–2017 period. The dashboard serves as a dynamic tool for tracking key performance indicators, forecasting market trends, and guiding strategic business decisions. By addressing the identified opportunities—particularly Central region profitability and low-performing

product categories—the organization can optimize resource allocation and drive sustainable growth in future periods.