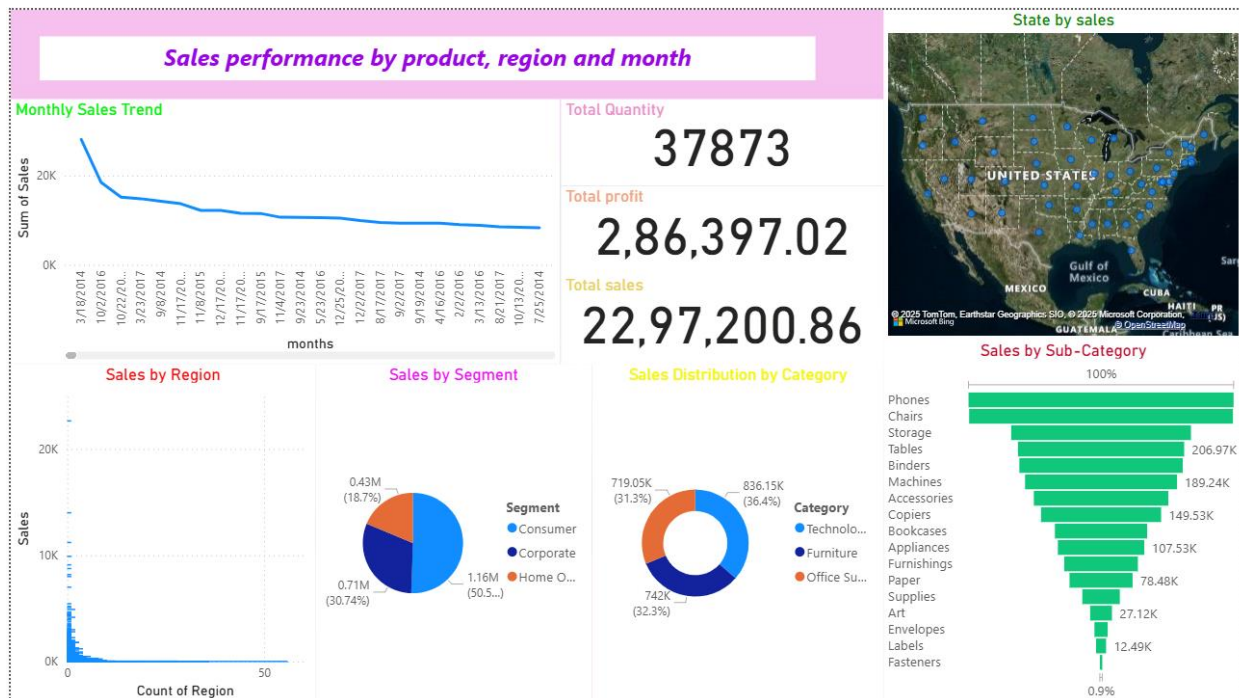


## Data Analyst Internship

### TASK 8: Simple Sales Dashboard Design:-



### Sales performance by product, region, and month :-

This interactive dashboard provides a clear snapshot of Superstore's sales data, helping stakeholders understand trends and make informed decisions.

### Key Metrics from Dashboard:-

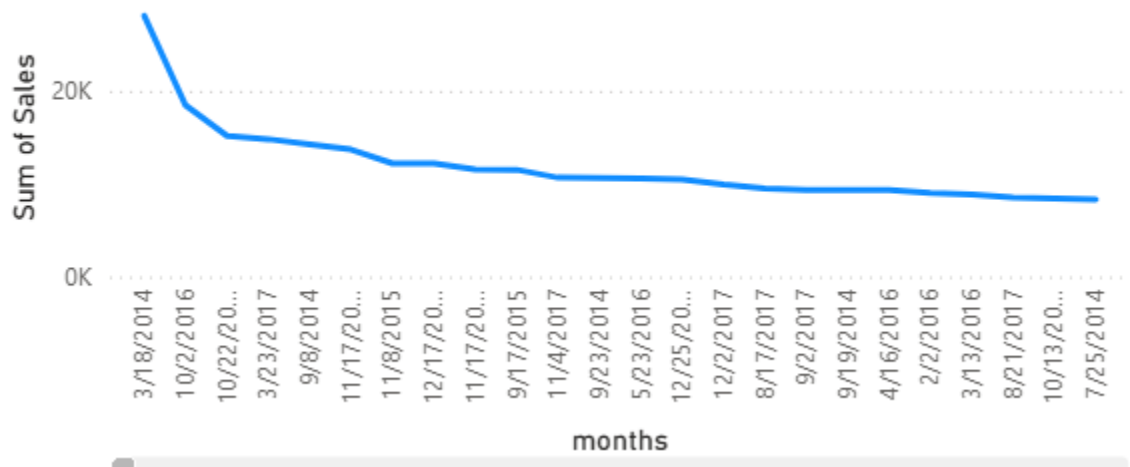
Metric	Value
Total Quantity	37,873
Total Profit	₹2,86,397.02
Total Sales	₹22,97,200.86

### 1. Monthly Sales Trend (Line Chart)

- **Purpose:** Shows how sales change over time.
- **X-axis:** MonthYear (Formatted from Order Date, shows month & year like "Jan 2014")
- **Y-axis:** Sum of Sales

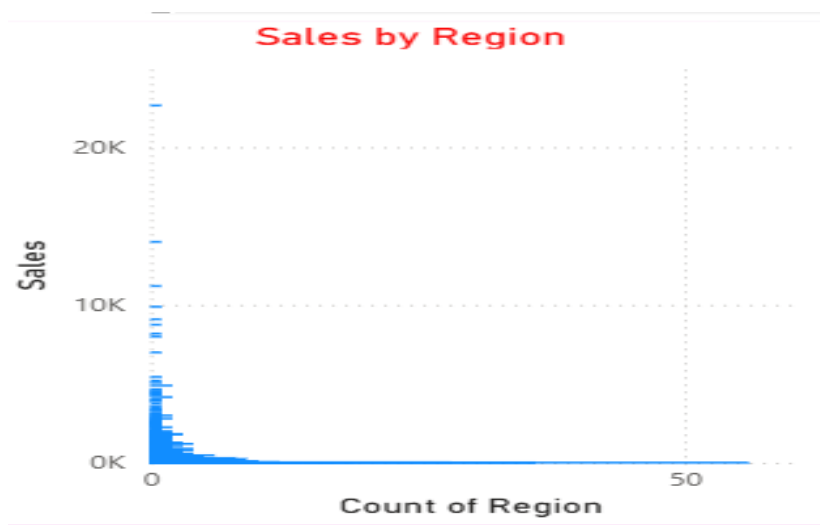
- **Business Impact:** Helps identify peak sales periods and seasonal trends. For example, a noticeable peak in December might suggest holiday-driven sales surges.

### Monthly Sales Trend



## 2. Sales by Region (Bar Chart)

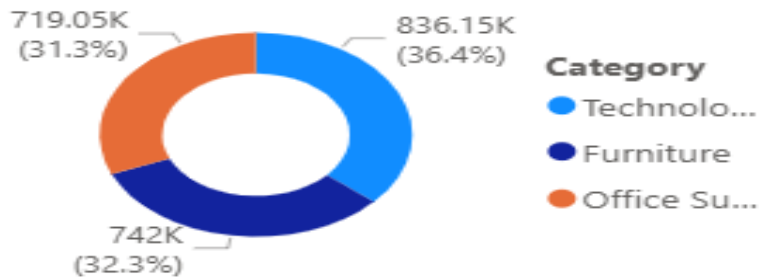
- **Purpose:** Compares total sales across different geographic regions.
- **X-axis:** Region (or count of Region)
- **Y-axis:** Sum of Sales
- **Business Impact:** Pinpoints high and low performing regions. Enables targeted marketing or resource allocation. Example: If the West outperforms others, focus on expanding product lines there.



### 3. Sales Distribution by Category (Donut Chart)

- **Purpose:** Shows share of sales among product categories.
- **Legend:** Category (Technology, Furniture, Office Supplies)
- **Values:** Sum of Sales
- **Business Impact:** Highlights which product segments are most profitable. Decision-makers can boost inventory or promotions in high-performing categories.

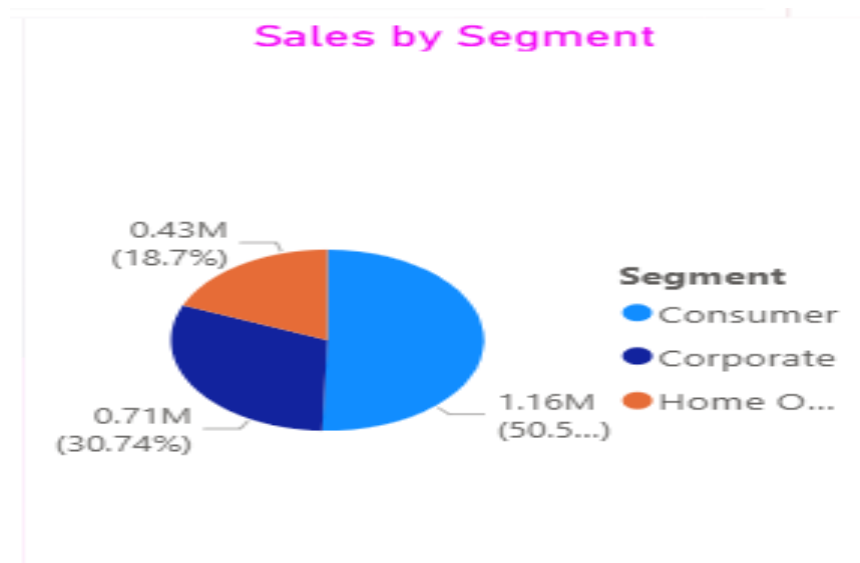
#### Sales Distribution by Category



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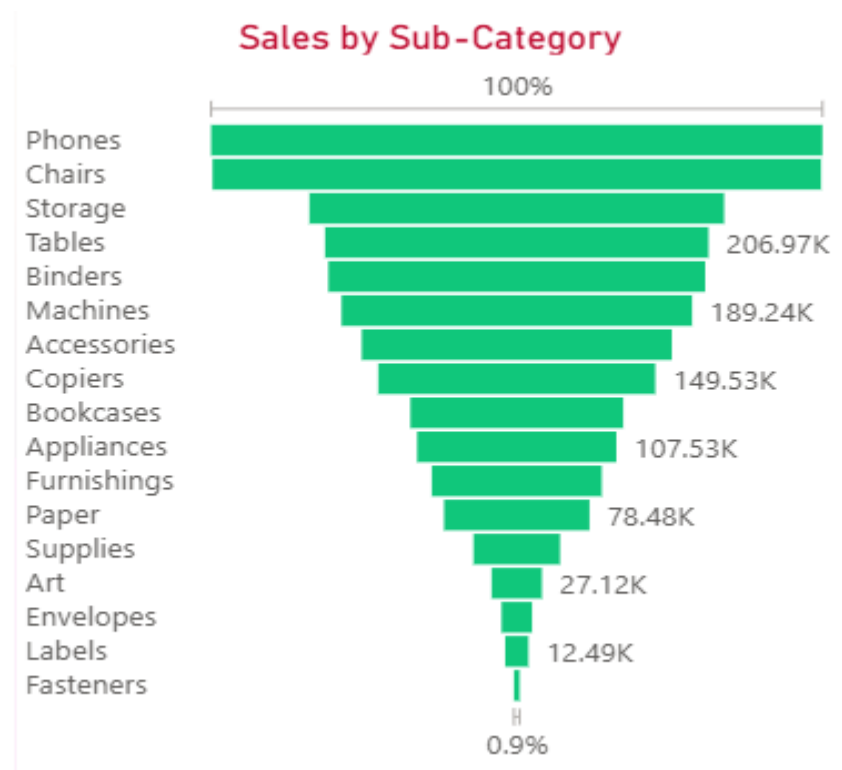
### 4. Sales by Segment (Pie Chart)

- **Purpose:** Visualize customer type impact on sales.
- **Legend:** Segment (Consumer, Corporate, Home Office)
- **Values:** Sum of Sales
- **Business Impact:** Shows which customer segments are most lucrative. Example: If “Corporate” drives the most sales, consider B2B-focused strategies.



## 5. Sales by Sub-Category (Bar Chart)

- **X-axis:** Sub-Category (Phones, Chairs, etc.)
- **Y-axis:** Sum of Sales
- **Business Impact:** Reveals top-selling product lines, helping plan stock and promotional strategies.



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## 6. Map: State by Sales (Map Visual)

- **Purpose:** Geographically distribute sales data across the U.S.
- **Business Impact:** Identifies state-wise sales performance. Enables regional targeting or warehouse optimization.



### Business Value

- Provides an **at-a-glance overview** of company sales performance.
- Helps **identify growth opportunities** across time, regions, and product lines.
- Facilitates **strategic planning** through data-driven insights.
- Ideal for **weekly reviews, board meetings**, and performance tracking.

### Business Impact Summary

- **Data-driven decisions:** Supports executives in allocating budget, targeting top regions/products, and planning demand.
- **Customer focus:** Insights by segment and region reveal where customer engagement is strongest.
- **Inventory & marketing alignment:** Helps sync operations with demand patterns visible in monthly trends and sub-category performance.