

Superstore Sales Dashboard

Data from 2013-2017

Comprehensive analysis of sales performance, customer segments, and profitability metrics.

Filters

Date Range

All Years

Region

All Regions

Category

All Categories

Customer Segment

All Segments

Consumer

Corporate

Home Office

Key Performance Indicators

\$2.3M

Total Sales

\$286.4K

Total Profit

12.5%

Average Discount

9,994

Total Orders

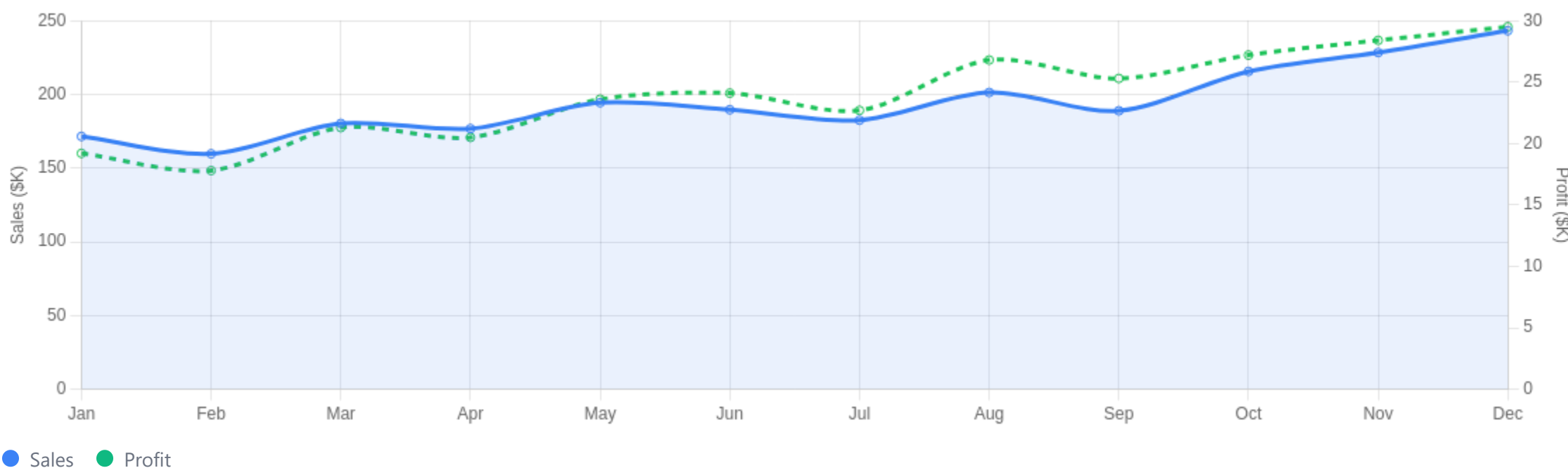
Sales Trends Over Time

View by:

Monthly

Quarterly

Yearly



Regional Performance

West

\$725.5K

East

\$678.8K

Central

\$501.2K

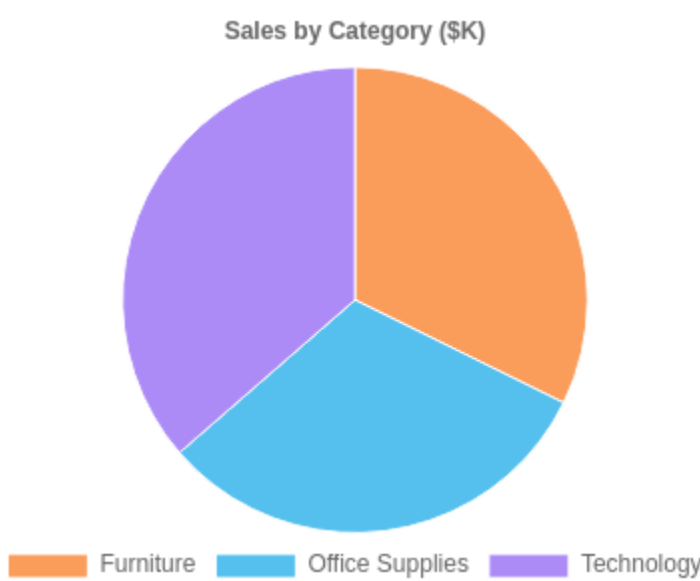
South

\$391.7K

Click on a region to filter

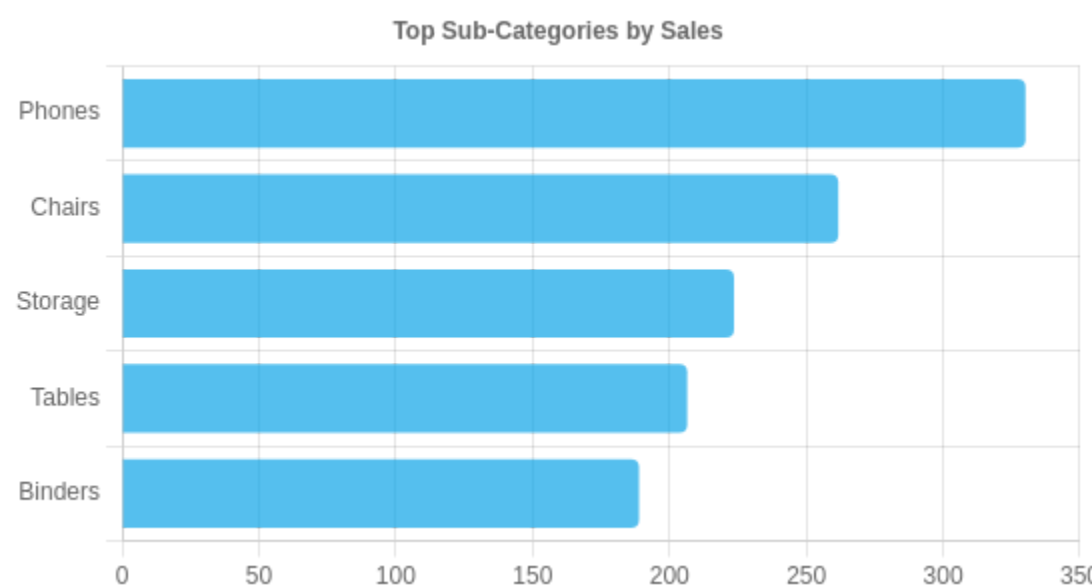


Category Analysis

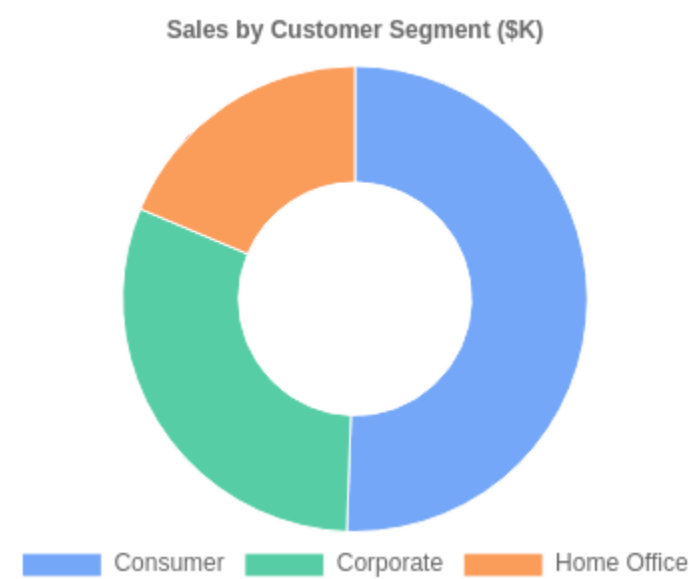


Top Sub-Category: Phones (\$330K)

Most Profitable Category: Technology (\$145.5K)



Customer Segments



Segment Insights

Consumer

Highest overall sales at \$1.2M, but lower average order value at \$472

Corporate

Mid-range sales at \$706K with the highest profit margin at 13.5%

Home Office

Smallest segment with \$429K sales but highest average order value at \$512

Shipping Performance



Shipping Metrics

4.0 days

Avg. Shipping Time

\$65.3

Avg. Order Value

48.5%

Standard Class %

5.8%

Same Day %

Shipping Impact on Profit:

First Class shipping has the highest profit margin at 14.2%, while Same Day has the lowest at 10.5%

Key Insights & Recommendations

Sales Growth Opportunity:

Q4 consistently outperforms other quarters with 28% of annual sales. Consider increasing inventory and marketing efforts during this period.

Category Optimization:

Technology has the highest profit margin (20.1%) but Office Supplies generate the most overall profit due to volume. Focus on upselling technology products.

Regional Focus:

The West region leads in sales (\$725.5K) and profit (\$97.2K), while the Central region has the lowest profit margin. Consider market expansion in the West region.

Shipping Optimization:

Standard Class shipping represents nearly half of all orders but has the highest shipping delays. Improving delivery times could increase customer satisfaction.

Customer Strategy:

Corporate customers have the highest profit margin. Develop targeted marketing campaigns and loyalty programs for this segment to increase retention and order frequency.