

Superstore Executive KPI Dashboard Summary

Overview

Date Range: (Specify if filtered)

Tool Used: Tableau Desktop Public Edition

Data Source: Sample - Superstore Dataset

Key Performance Indicators (KPIs)

- Total Sales: \$2,297,201 - Strong overall revenue.
- Total Profit: \$286,397 - Indicates profitability.
- Total Customers: 793 unique customers - Healthy customer base.
- Avg Discount: 15.8% - Monitor for margin erosion.

Regional Performance

- Top Region: West - highest sales and profit
- Lowest Region: South - low profit margin
- Insight: Allocate marketing budgets based on regional performance.

Category and Sub-Category Analysis

- Top Category: Technology
- Top Sub-Category by Profit: Copiers
- Loss-Making Sub-Categories: Tables, Bookcases
- Insight: Review pricing and discounting for loss-making products.

Top Customers

- Top 10 Customers contribute a major share of sales
- Insight: Retain and nurture high-value customers.

Shipping Performance

- Average Shipping Days: 3.5 days
- Delayed Orders: X% shipped after 5 days
- Insight: Improve logistics for better customer satisfaction.

Business Insights

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- Discounts reduce profit margins significantly.
- Focus on high-performing products and regions.
- Underperforming segments need review or repositioning.

Recommendations

- Reevaluate discount strategies.
- Invest in best-selling product lines.
- Improve shipping efficiency.
- Strengthen relationships with top-tier customers.