

# Superstore Sales Performance Dashboard

1	2	3	4
---	---	---	---

## Overview (KPI Cards)

Total  
Sales

₹ 2,261,536.78

Total  
Profit

₹ 452,307.36

**Total Sales:**

Insight: "Total Sales stand at ₹2,261,536.78, showing strong overall performance."

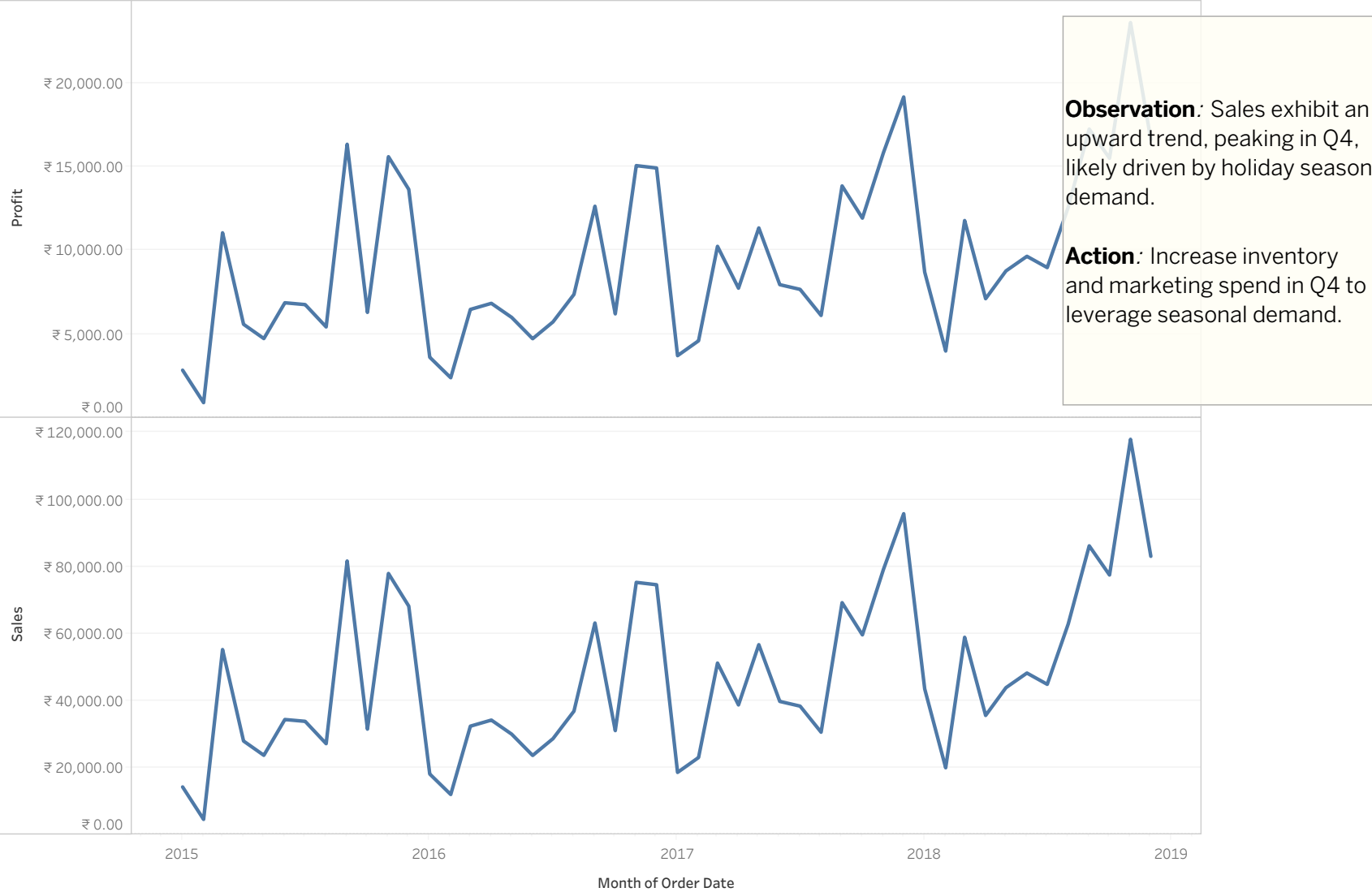
**Total Profit:**

Insight: "Estimated Profit (20% margin) is ₹452,307.36 indicating healthy returns."

# Superstore Sales Performance Dashboard

- 1
- 2
- 3
- 4

## Sales Trends

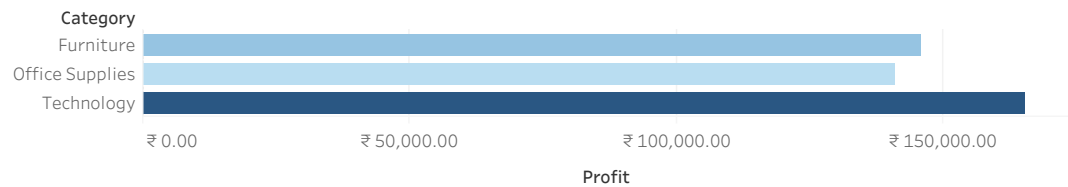


# Superstore Sales Performance Dashboard

- 1
- 2
- 3
- 4

## Category Analysis

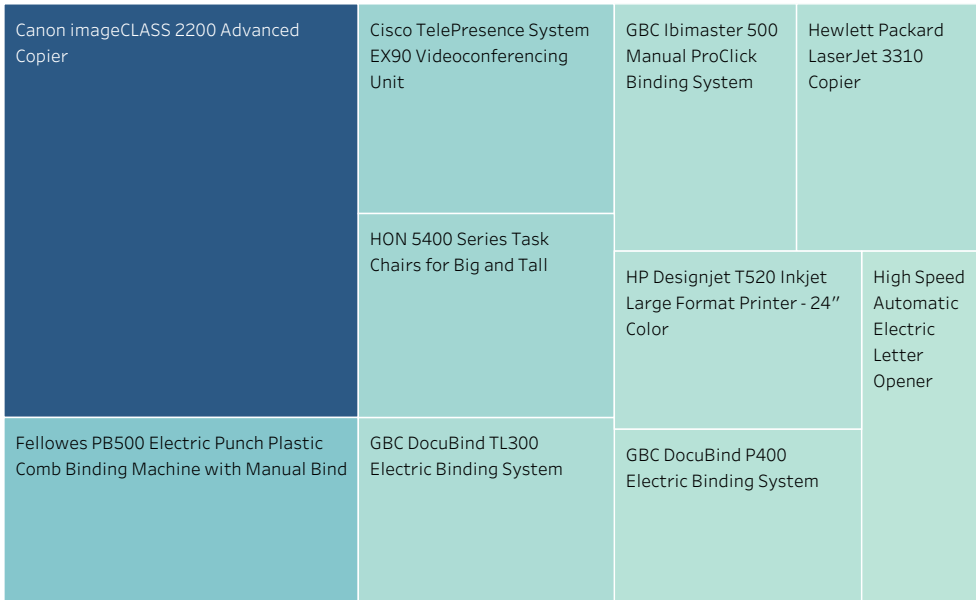
Sales By Category



Profit By Region



Top 10 Product By Sales



**Observe** in sales data, Furniture is leading behind Office Supplies. **Action:** Review product mix and pricing for Office Supplies to improve performance.

**Observe** dominant regions for profit are North America and Europe. **Action:** Implement targeted pricing and promotional strategies in these regions to maximize profit.

**Observe** product performance, Technology products show strong sales. **Action:** Consider bundling Technology products with Office Supplies to increase overall sales.

Superstore Sales Performance Dashboard

