# **Insights derived from the Super Store Sales Dashboard.**

**Insight 1: Strong Seasonal Peaks & Consistent Year-over-Year Growth**

The store experiences a significant **seasonal sales and profit surge in the final quarter** (Oct-Dec) of the year. Furthermore, the 2020 performance (dark blue line) consistently surpassed 2019 (light blue line) in both sales and profit, especially in the second half of the year, indicating healthy business growth.

**Insight 2: West Region Leads in Sales, Consumer Segment Dominates**

The **West region is the top sales contributor at 33%**. At a customer level, the **Consumer segment is the most significant**, accounting for nearly half of all sales (48%), which is more than the Corporate (33%) and Home Office (19%) segments combined. This highlights where the core business is concentrated.

**Insight 3: Office Supplies is the Top Category, Driven by High-Value Items**

While **Office Supplies** is the highest-selling category overall ($0.64M), the top individual sub-categories are **Phones** ($0.20M) and **Chairs** ($0.18M). This suggests that high-ticket items from the Technology and Furniture categories are key revenue drivers, despite their parent categories having lower overall sales.

**Insight 4: Traditional Payment & Standard Shipping are Preferred**

A majority of sales are made via traditional methods, with **Cash on Delivery (COD) being the most popular payment mode at 43%**. In terms of logistics, customers overwhelmingly prefer cost-effective shipping, with **Standard Class** shipping accounting for the vast majority of sales ($0.91M).

