

"Superstore Sales Dashboard"

"Total Sales"

₹ 2.26M

"Orders"

4922

" Avg Order Value"

₹ 459.48

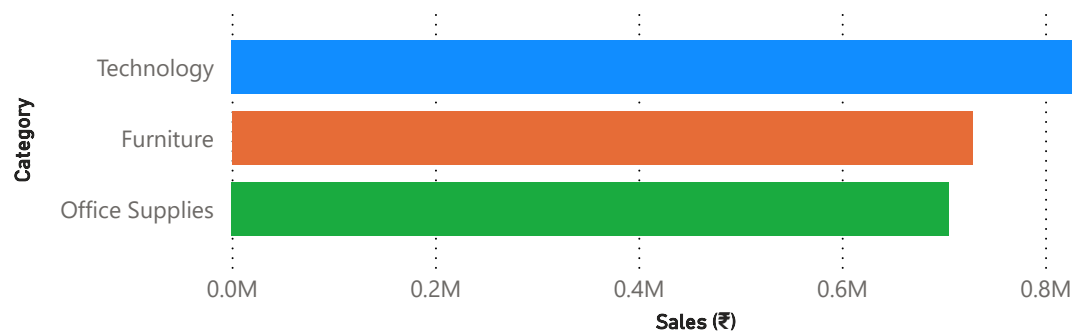
"Unique Customers"

793

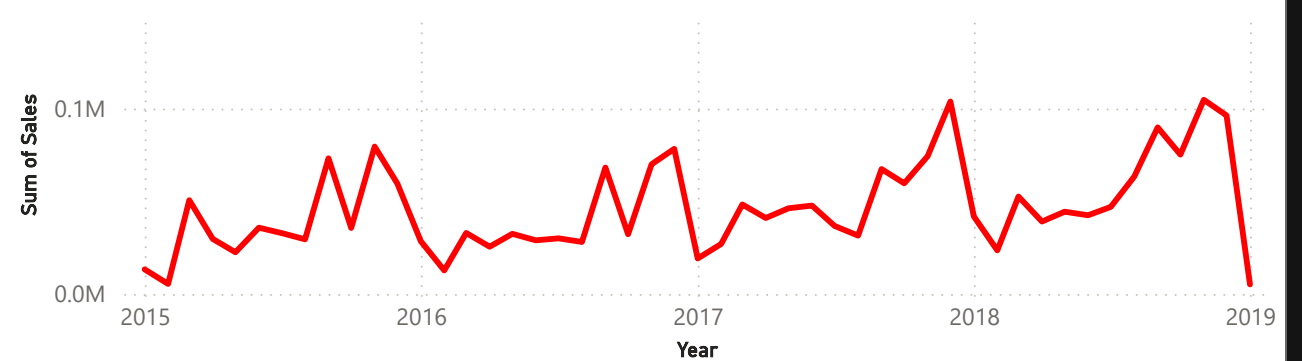
"Repeat Rate"

98.36%

"Technology drives most sales"

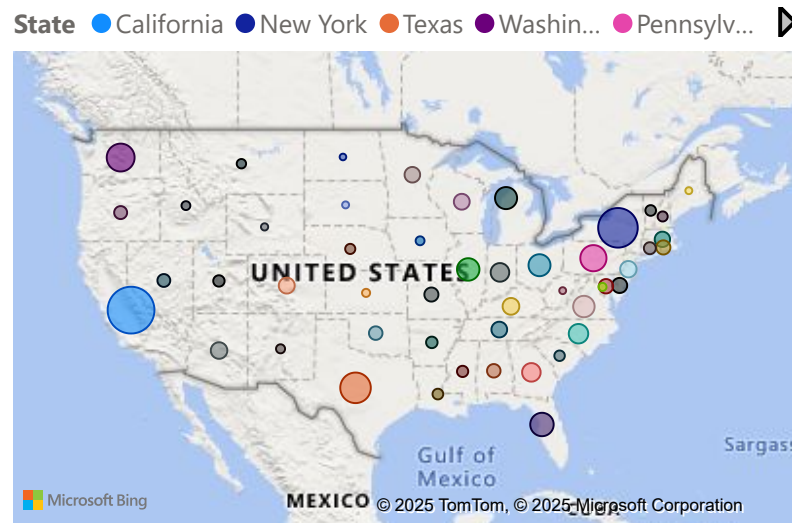


"Sales are growing with seasonal peaks"

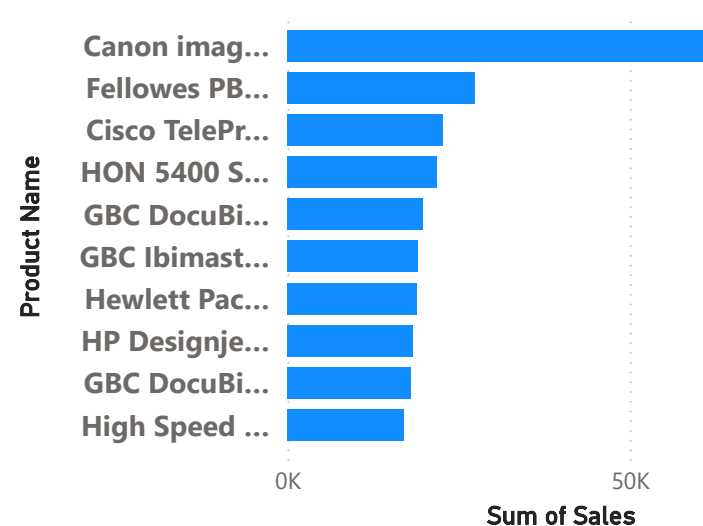


"Technology contributes ~36% of sales, followed by Furniture and Office Supplies."

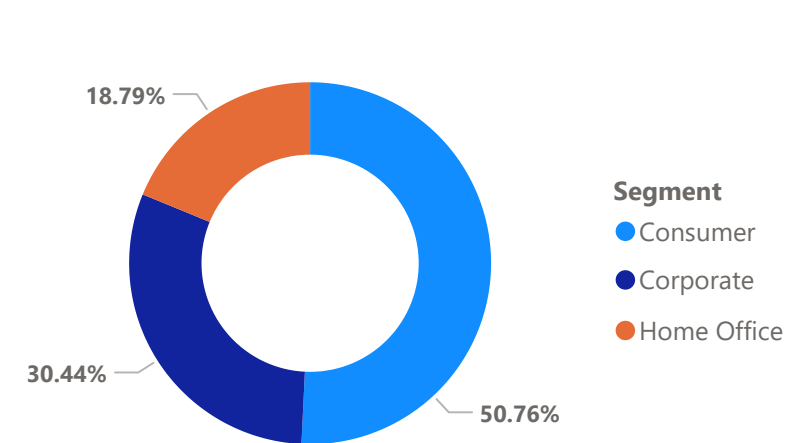
"California dominates sales (~20%)"



"Top 10 products contribute ~25% of total sales".



"Consumer segment contributes the most"



Summary

- **Technology & California are main drivers**
- **Sales are growing but dependent on top products**
- **Customer base is highly loyal (98% repeat rate)**
- **Recommendation: diversify beyond California & Canon Copier**