

## **Tast-2 Super store\_Dashboard**

But we can still move forward: the file you uploaded (Sample - Superstore.csv) is a classic dataset used for sales analytics and business intelligence. It usually contains fields like Order Date, Ship Date, Region, Segment, Category, Sub-Category, Sales, Profit, Quantity, and Discount.

From such a dataset, the key insights typically include:

### **1. Sales & Profit Analysis**

- Which product categories or sub-categories drive the most sales.
- Profitability across categories (some may generate revenue but little to no profit).

### **2. Customer Segmentation**

- How different customer segments (e.g., Consumer, Corporate, Home Office) contribute to sales and profit.

### **3. Regional Performance**

- Which regions or states are performing best in terms of sales/profit.
- Identification of regions where discounts are high but profit margins are low.

### **4. Shipping & Operations**

- Impact of shipping modes (Standard, First Class, Same Day) on cost and efficiency.
- Whether faster shipping correlates with higher sales/profit.

### **5. Discount Strategy**

- How discounts affect profit margins—often heavy discounts lead to revenue without profit.

### **6. Time Series Trends**

- Seasonal patterns in sales (e.g., spikes during end of year).
- Long-term growth or decline trends.

7. Your Dashboard will include:
8. KPIs (Sales, Profit, Orders, Profit Margin)
9. Sales vs Profit trend over time
10. Category & Sub-Category performance
11. Regional map visualization
12. Customer Segment split
13. Discount vs Profit scatter plot
14. Top 10 profitable & loss-making products

#### Superstore Interactive Dashboard

