

Superstore Sales Performance Report (2011-2014)

Overview:

The dashboard presents an interactive and visual summary of sales data, helping stakeholders make informed decisions quickly.

Key Performance Indicators (KPIs):

- **Year-on-Year Sales Performance:**
A consistent upward trend is observed in sales figures over recent years.
- **Sales Growth:**
Sales have shown a **21% year-on-year growth** for the **past two consecutive years**, indicating strong and sustained performance.
- **Order Volume:**
There is a **notable increase in Total Orders in 2014**, suggesting rising customer demand and improved market reach.

Year: 2011		Year: 2012		Year: 2013		Year: 2014	
Total Sales:	2.26M	Total Sales:	2.68M	Total Sales:	3.41M	Total Sales:	4.30M
Total Profit:	248.94K	Total Profit:	307.42K	Total Profit:	408.51K	Total Profit:	504.17K
Avg. Sales:	251.11	Avg. Sales:	244.25	Avg. Sales:	246.81	Avg. Sales:	245.27
Total Orders:	8.998K	Total Orders:	10.962K	Total Orders:	13.799K	Total Orders:	17.531K
		Growth %:	16%	Growth %:	21%	Growth %:	21%

Observations:

- **Top Performing Markets:**
The **APAC, EU, and US** regions consistently ranked as the **top-performing markets** over the past three years, including **2014**, indicating strong and stable demand in these regions.
- **Product Category Performance (2014):**
The **Technology** category emerged as the **most ordered product category** in 2014, reflecting a continued shift toward tech-related purchases.
- **Monthly Sales Trends:**
Sales show **month-over-month (MoM) fluctuations**, with **noticeable peaks in June, August, and November**, suggesting possible seasonal campaigns, events, or promotional activities driving higher demand during these months.