

# Report on Superstore:

Superstore Dashboard:



## II Superstore Sales Performance Dashboard – Data Storytelling

### ⌚ Objective

This dashboard provides a comprehensive view of the Superstore's sales performance from **2014 to 2017**, enabling leadership to track revenue, profitability, and customer activities across regions, months, and product categories.

It helps business users quickly identify **top performers, problem areas, seasonal patterns, and profit drivers** using interactive visuals and drilldowns.

### ▣ Key Performance Indicators (KPIs)

#### 1. Total Sales – 2.30M

Shows the overall revenue generated during the selected time period. This KPI helps understand market size and revenue growth potential.

#### 2. Total Profit – 0.29M

Represents net profit after deducting discounts and costs. Business users can quickly identify whether sales are converting into actual profit.

#### 3. Profit Margin – 12.47%

Indicates overall profitability.

A moderate margin shows that some products or segments may be eroding profit, requiring cost optimization or discount control.

#### **4. Total Orders – 1334**

Shows the customer engagement level and demand across regions and categories.

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### **□ Slicers Used in the Report**

#### **1. Sub-Category Slicer**

Allows users to filter by specific product sub-categories like:

- Accessories
- Appliances
- Binders
- Chairs
- Envelopes
- ...etc.

This helps business users analyze profitability and sales at a granular product level.

#### **2. Quarter Slicer**

Filters data by Q1, Q2, Q3, and Q4.

Users can easily evaluate seasonal trends and quarter-wise performance.

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### **⌚ Visual Insights & Storytelling**

#### **□ 1. Sales by Region (Donut Chart)**

##### **Key Story:**

- West contributes the highest sales share at **31.58%**, making it the strongest performing region.
- East follows with **29.55%**, showing highly competitive performance.
- Central and South contribute ~39% collectively, showing moderate performance.

##### **Business Insight:**

Resources and marketing strategies should focus on high-performing regions while improving weaker markets.

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#### **□ 2. Sales by Product Name (Horizontal Bar Chart)**

##### **Top Performing Products:**

- **Canon imageCLASS (~62K)**

- **Fellowes PB500 Electric** (~27K)
- **Cisco TelePresence System EX90** (~23K)

These products are major revenue drivers.

#### **Insight:**

Demand is high for office electronics and telepresence systems, so inventories must be optimized accordingly.

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## **□ 3. Monthly Sales Trend (Line Chart)**

#### **Storyline:**

- Sales fluctuate throughout the year, with peaks in **March, September, and November**.
- A noticeable peak (**0.35M**) occurs in **November**, likely due to seasonal shopping demand.
- February shows the lowest performance.

#### **Business Decision:**

Strategically plan inventory, promotions, and staffing for peak months.

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## **□ 4. Customer Level Sales Table**

Shows:

- Customer Name
- Sum of Sales
- Profit Margin
- Orders Count

#### **Highlights:**

- **Steven Roelle** and **Hunter Lopez** generate high value with strong profit margins.
  - Some customers place many orders but generate low profit, highlighting opportunities to optimize pricing or discounting.
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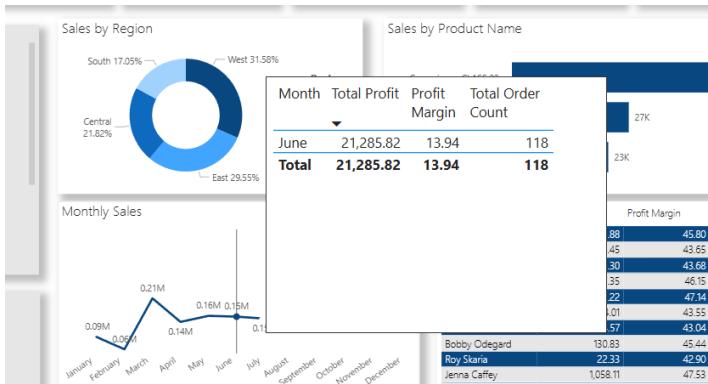
## **🔍 Report-Level Tooltips (Advanced Insights)**

### **1. Monthly Tooltip**

When hovering over a point in the Monthly Sales chart, tooltip reveals:

- **Total Profit**
- **Profit Margin**

- **Total Orders**



Example (June):

- **Total Profit:** 21,285.82
- **Profit Margin:** 13.94%
- **Total Orders:** 118

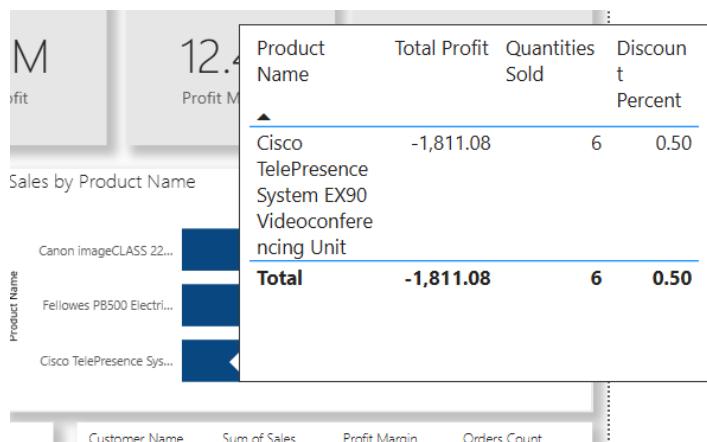
This adds deeper context without cluttering the main report.

## 2. Product-Level Tooltip

When hovering on a product bar:

Shows:

- **Product Name**
- **Total Profit**
- **Quantity Sold**
- **Discount Percent**



**Example:**

Cisco TelePresence EX90 shows **-1,811.08** profit → a loss-making product despite selling 6 units with a 50% discount.

**Insight:**

Aggressive discounting is damaging profit; product pricing strategy should be reviewed.