



# SuperStore Sales Dashboard Summary

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Insights into Sales,  
Profit & Customer  
Segmentation

**Thank you for  
joining me today.**

# INTRODUCTION

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Analyze sales performance, profitability, and customer behavior across regions, product categories, and time periods.



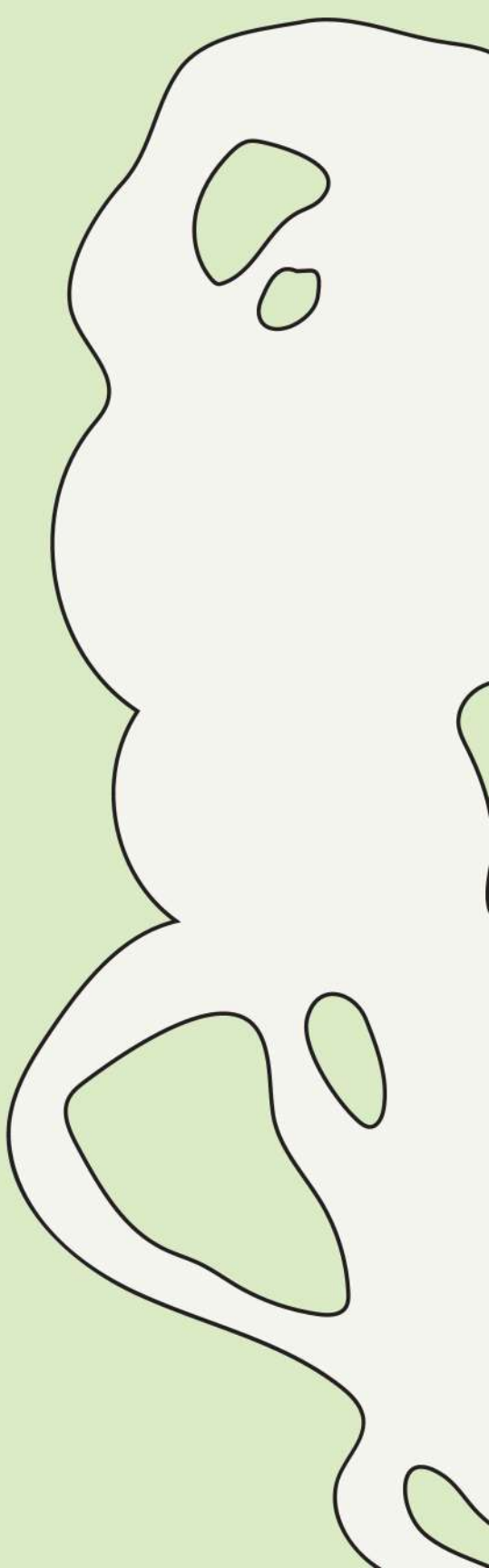
**SOURCE:** SuperStore sales dataset (order transactions, customer info, product details) by kaggle.





# Key Performance Metrics

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- **Total Sales:** Sum of all sales (e.g., furniture, technology, office supplies).
  - **Total Profit:** Net profit across all orders.
  - **Return Rates:** Products returned and impact on profitability.
  - **Sales by Customer Segment:** Consumer, Corporate, and Home Office.
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# Sales by Product Category

- Top Categories: Furniture, Office Supplies, and Technology.
- Sub-category Highlights: Chairs, Tables, Phones, Binders, and Accessories.
- Visual: Bar chart showing Sales by Category and Sub-Category.



# Regional Sales & Profit Performance

- Regions Covered: East, West, Central, South.
- Insights: Identify the most and least profitable regions.
- Visual: Sales and profit map or regional breakdown charts.



# Sales Trends Over Time

- Trend Analysis: Monthly sales and profit fluctuations over the period.
- Peak Periods: Identify months with highest sales and profit margins.
- Visual: Line charts or area charts showing trends.



# Shipping and Payment Modes

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- Shipping: Standard Class, First Class, Second Class, Same Day impact on delivery and costs.
- Payment Modes: Online, Cards, COD – distribution and related profit trends.
- Visual: Pie charts





# Customer Segmentation Insights

Sales and profit distribution among Consumer, Corporate, and Home Office segments.

Segment profitability and purchase behavior.

Visual: Segment-wise revenue and profit comparison.





*Thank you*