

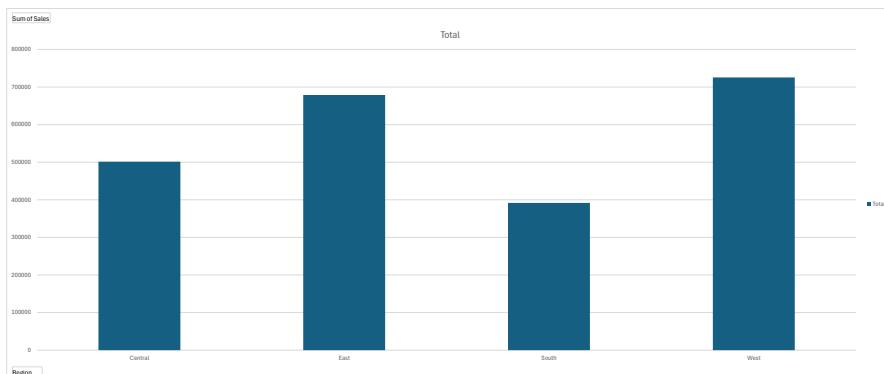
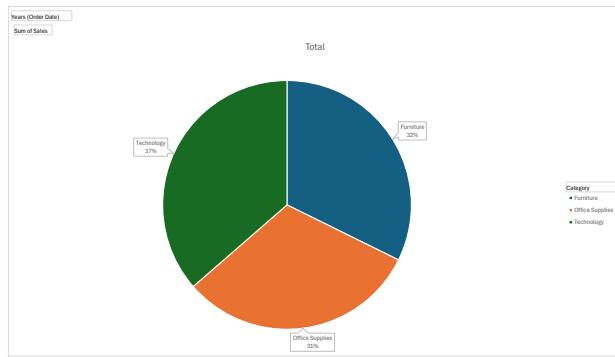
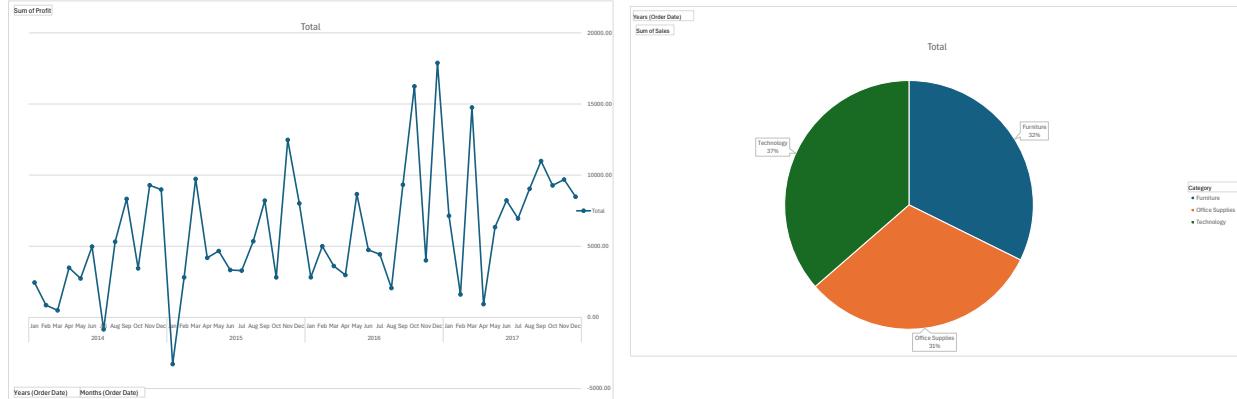
Superstore Sales Dashboard

This dashboard provides an interactive summary of the Superstore dataset, showcasing key metrics such as Sales, Profit, and Customer Insights across Regions and Categories.

Region
Central
East
South
West

Year
2014
2015
2016
2017

Category
Furniture
Office Supplies
Technology



Sales by Region (Column Chart): Displays total sales for each region.
Sales by Category (Pie Chart): Shows sales distribution across product categories.
Monthly Profit Trend (Line Chart): Tracks profit trends over months.
Top 10 Customers by Sales (Bar Chart): Highlights the highest spending customers.

Interactive Filters (Slicers)
Region: Filter charts by sales region.
Category: Filter charts by product category.
Year: Filter charts by year.
All filters are connected to update all charts dynamically.

Insights / Observations
- West region has the highest sales.
- Furniture category is most profitable in Q4.
- Top 10 customers contribute significantly to total revenue.
- Monthly trends highlight seasonal sales peaks.

Data Preparation Notes
- Text columns cleaned: Customer Name, Product Name, Category, Customer ID, ZIP Code.
- Numeric columns formatted: Sales, Profit, Quantity, Discount.
- Date columns formatted: Order Date, Ship Date; additional Order Month created.
- Duplicates removed and missing values handled.

Data Source
Cleaned Superstore dataset (sales_data_clean.xlsx). Original dataset downloaded from [Kaggle](#).