



Superstore Dashboard

Sales Analysis

Year, Quarter, Month, Day

All

Sales Overview

Profit Overview

£2.3M

Total Sales

£286.4K

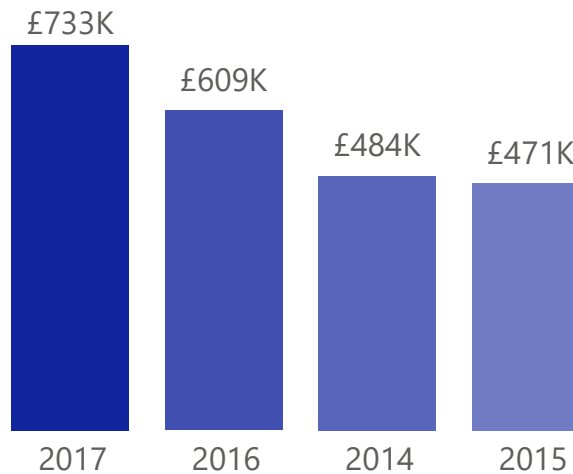
Total Profit

15.6%

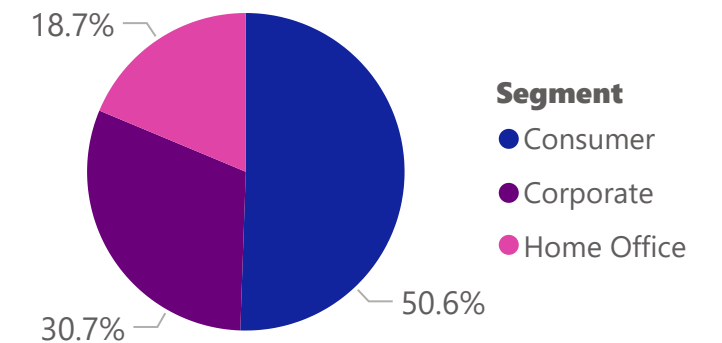
Average of Discount

Sub-Category	Sales
Phones	£330,007.05
Chairs	£328,449.10
Storage	£223,843.61
Tables	£206,965.53
Binders	£203,412.73
Machines	£189,238.63

Sales by Year



Sales by Segment



Sales by Category

Technology

£836K

Furniture

£742K

Office Suppl...

£719K

Sales by Region

West

£725K

East

£679K

Central

£501K

South

£392K

Insights

- The sales data from 2014 to 2017 reveals a fluctuating trend in revenue, with the company achieving its highest sales in 2017, amounting to £733k, and the lowest sales occurring in 2015, totaling £471k. Analyzing and replicating 2017 success factors can be integral to sustaining and boosting future sales.
- The sales performance across different regions indicates a significant disparity, with the west region leading in sales at £725k and the south region with the least sales at £392k. Understanding the variations in regional sales is crucial for optimizing strategies and maximizing overall revenue.
- The Consumer segment covered over 50% of the total sales.
- The Technology category made the most sales at £836k.