

Superstore Performance Dashboard

(2014-2017)

KPI CARDS

Total Sales
\$2,297,200.86

Total Profit
\$286,397.02

Avg Profit Margin
12.03%

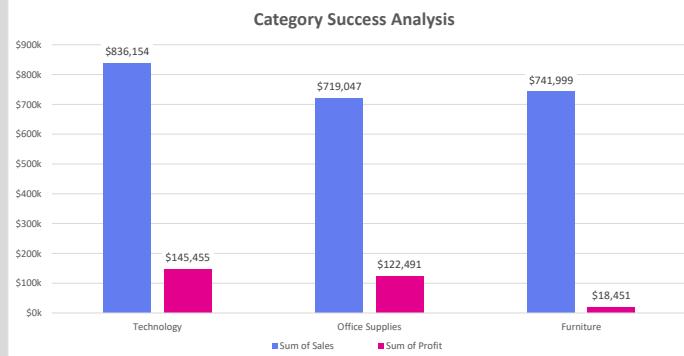
FILTERS

Region
Central
East
South
West

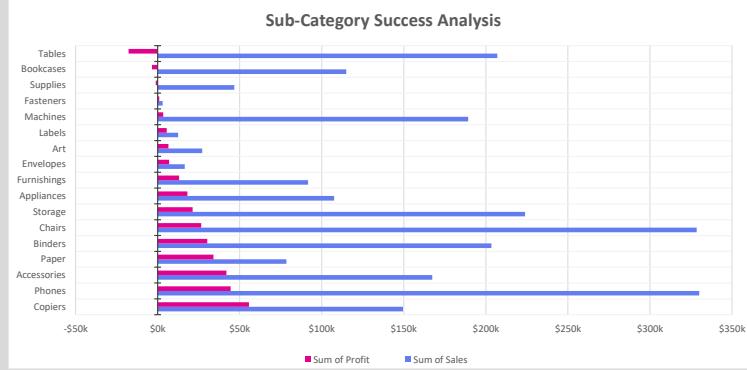
Year
2014
2015
2016
2017

Ship Mode
First Class
Same Day
Second Class
Standard Class

CATEGORY & SUB-CATEGORY ANALYSIS

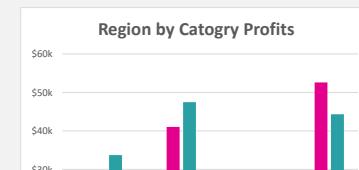
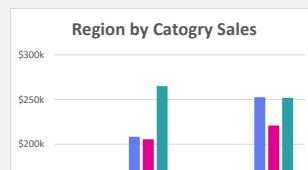
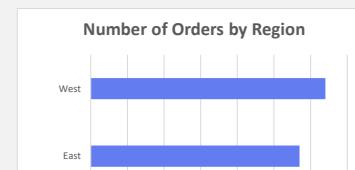


Key Takeaway: Technology leads with the highest sales and profit, while Furniture shows much weaker profitability.



Key Takeaway: Chairs, Phones, and Storage drive the strongest performance, while Tables produce the largest losses.

REGIONAL ANALYSIS





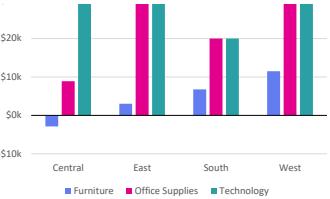
Key Takeaway: The West region delivers the highest sales and profit, outperforming all other regions.



Key Takeaway: West leads in order volume, followed by East, indicating stronger demand concentration.



Key Takeaway: Technology dominates sales across all regions, especially in the West.



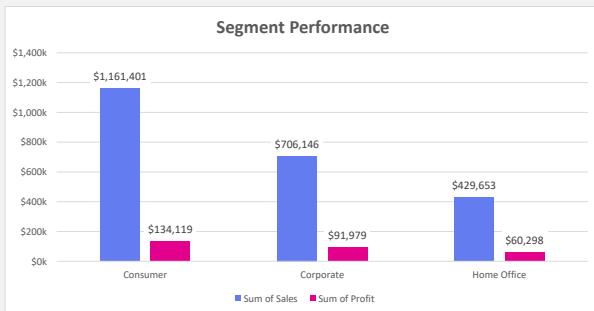
Key Takeaway: Profits follow sales trends, with Technology outperforming Furniture occasionally negative.

TIME TREND



Key Takeaway: Sales show consistent seasonality, with strong Q4 peaks each year.

SEGMENT PERFORMANCE



Key Takeaway: Consumer segment generates the most revenue, while Corporate maintains the highest profit margin.

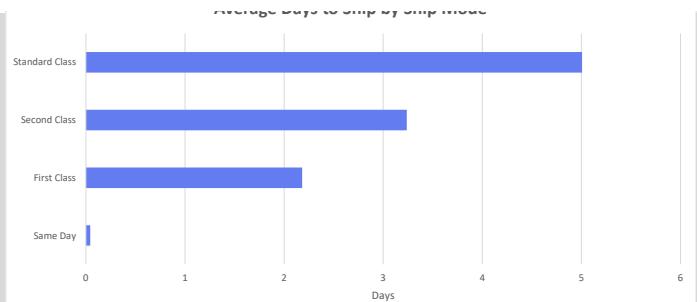


Key Takeaway: Home Office yields the highest profit per order despite lower overall volume.

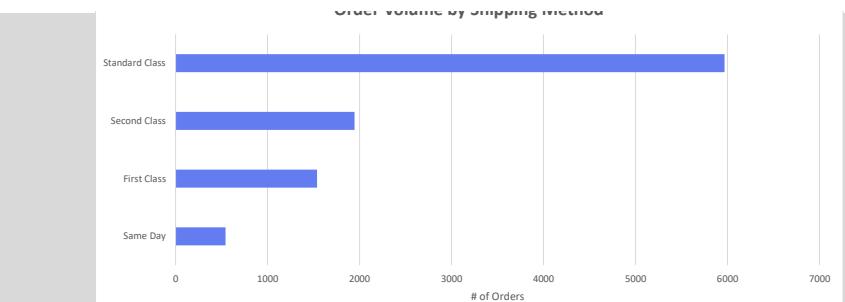
SHIPPING ANALYSIS

Average Days to Ship by Ship Mode

Order Volume by Shipping Method

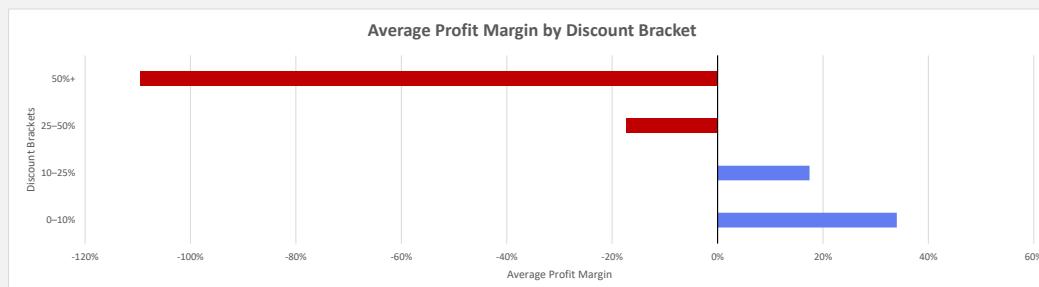


Key Takeaway: Standard Class is the slowest but most used, while Same Day shipping is fastest and least utilized.



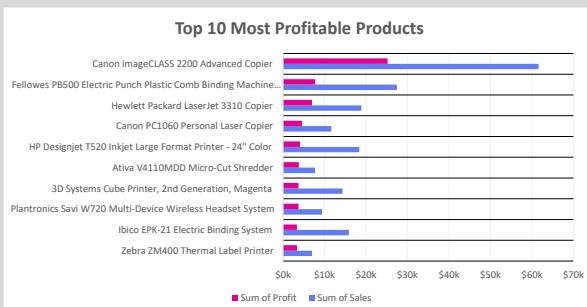
Key Takeaway: Standard Class dominates order share, indicating cost-efficient customer preference.

DISCOUNT ANALYSIS

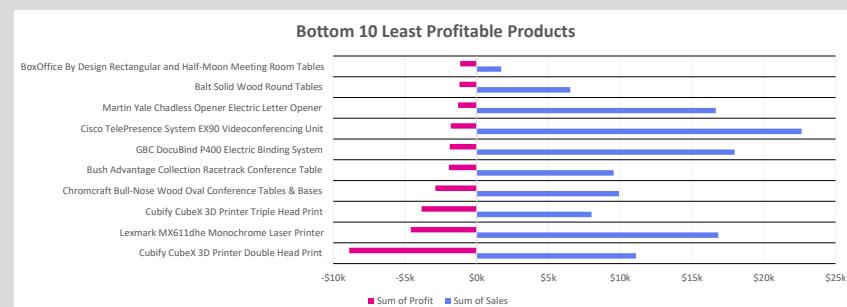


Key Takeaway: Deep discounts over 50% destroy profitability, while minimal discounts preserve margin.

PRODUCT PERFORMANCE



Key Takeaway: A small set of office technology products contributes disproportionately to total profit.



Key Takeaway: Several furniture and conference room items consistently drive significant losses.

CUSTOMER PARETO ANALYSIS



Key Takeaway: Roughly 20% of customers account for the majority of total profit, confirming a classic Pareto pattern.