

# 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

Segment

Consumer

Corporate

Home Office

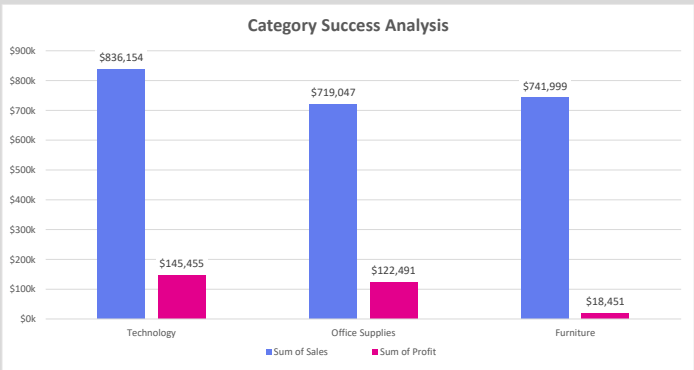
Category

Furniture

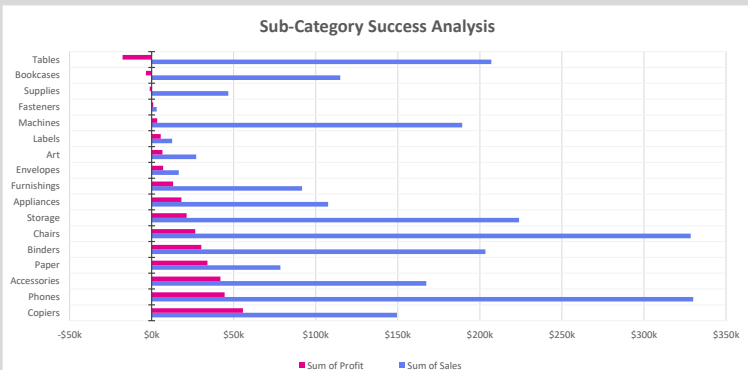
Office Supplies

Technology

## CATEGORY & SUB-CATEGORY ANALYSIS

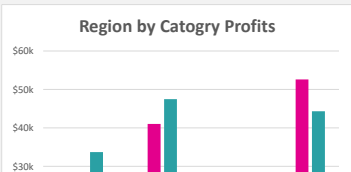
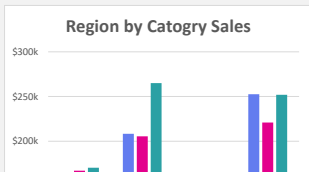
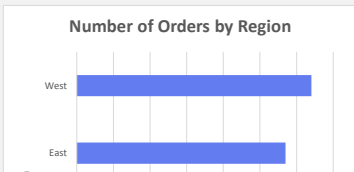
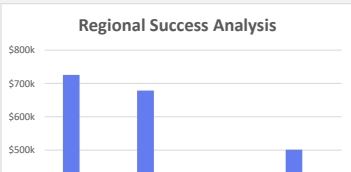


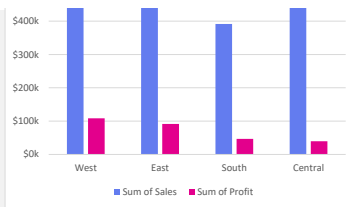
**Key Takeaway:** Technology leads with the highest sales and profit, while Furniture shows much weaker profitability.



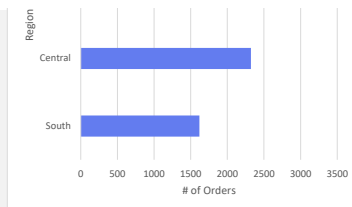
**Key Takeaway:** Chairs, Phones, and Storage drive the strongest performance, while Tables produce the largest losses.

## REGIONAL ANALYSIS

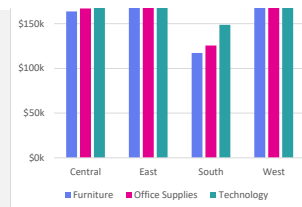




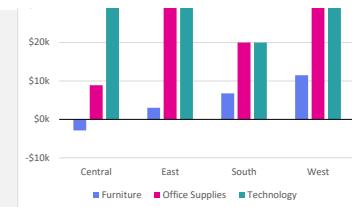
**Key Takeaway:** The West region delivers the highest sales and profit, outperforming all other regions.



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

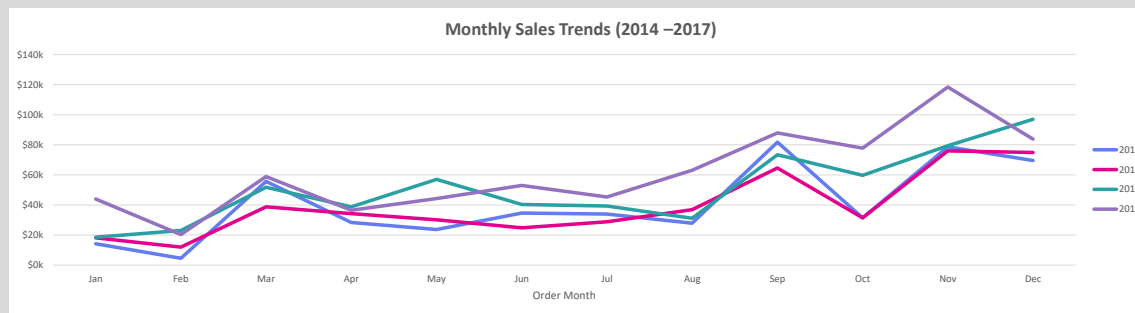


**Key Takeaway:** Technology dominates sales across all regions, especially in the West.



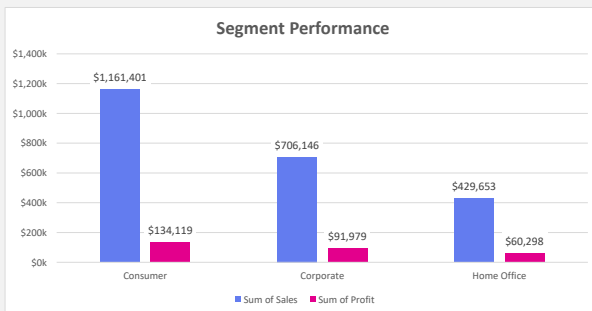
**Key Takeaway:** Profits follow sales trends, with Technology outperforming and Furniture occasionally negative.

## TIME TREND

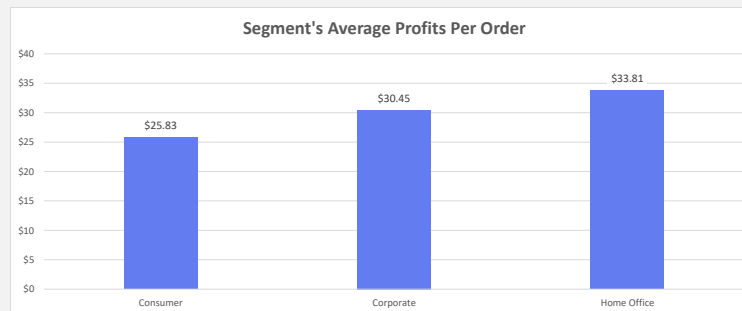


**Key Takeaway:** Sales show consistent seasonality, with strong Q4 peaks each year.

## SEGMENT PERFORMANCE



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

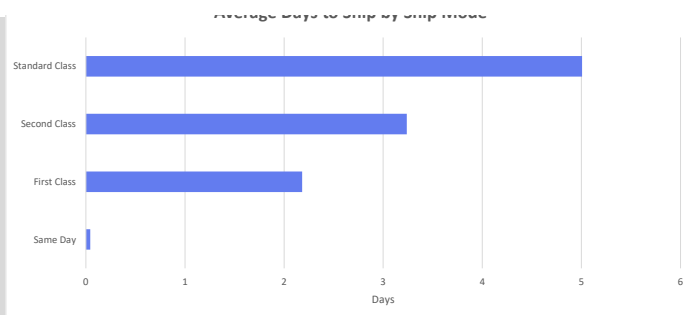


**Key Takeaway:** Home Office yields the highest profit per order despite lower overall volume.

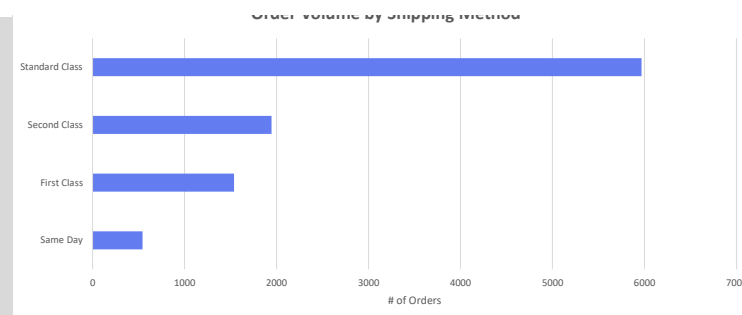
## SHIPPING ANALYSIS

Average Days to Ship by Ship Mode

Order Volume by Shipping Method

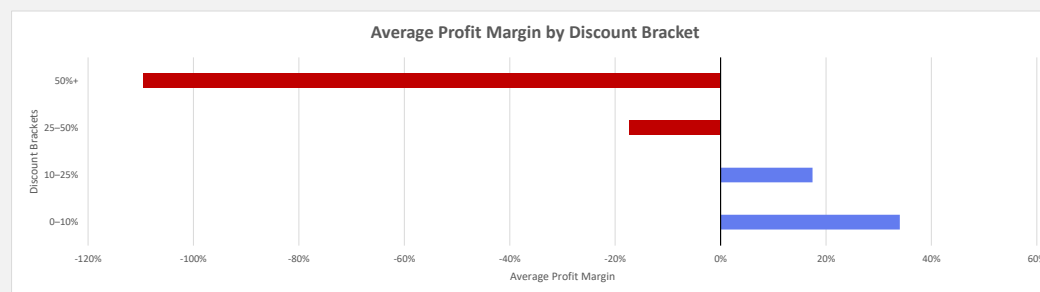


**Key Takeaway:** Standard Class is the slowest but most used, while Same Day shipping is fastest and least utilized.



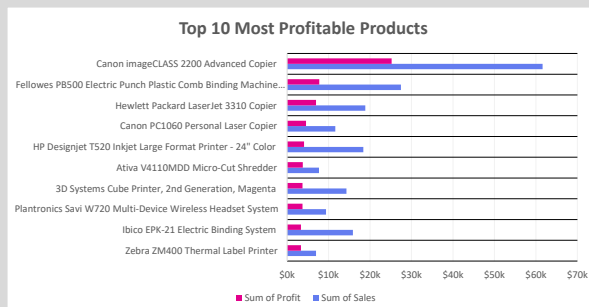
**Key Takeaway:** Standard Class dominates order share, indicating cost-efficient customer preference.

## DISCOUNT ANALYSIS

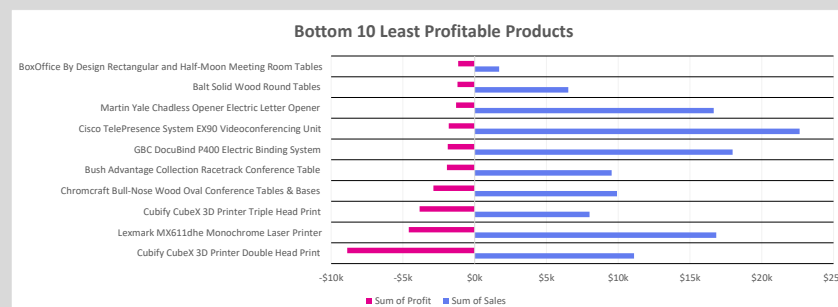


**Key Takeaway:** Deep discounts over 50% destroy profitability, while minimal discounts preserve margin.

## PRODUCT PERFORMANCE

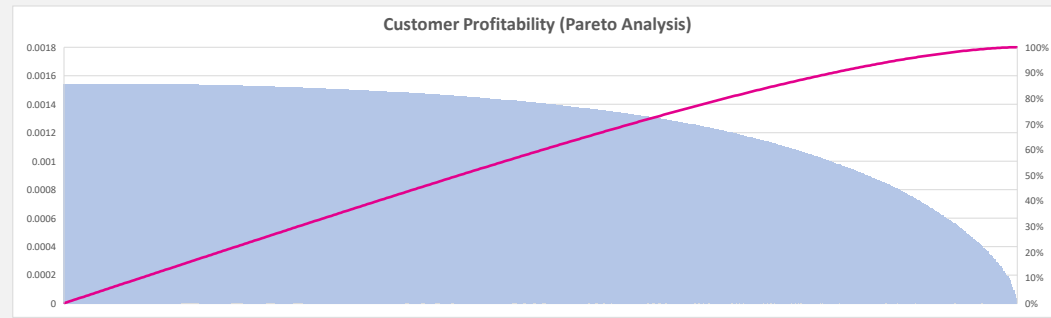


**Key Takeaway:** A small set of office technology products contributes disproportionately to total profit.



**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.

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