

Superstore Sales Dashboard

Executive Summary – Superstore Sales Analysis

This dashboard provides key insights into Superstore's sales and profitability performance across various regions, categories and customer segments using Excel.

Total Sales: ₹22,97,200.86

The overall revenue generated during the analyzed period.

Total Profit: ₹2,86,397.02

Net profit earned across all orders.

Average Profit %: 12.46%

Calculated as:

$$(\text{Total Profit} / \text{Total Sales}) \times 100 = (2,86,397.02 / 22,97,200.86) \times 100 \approx 12.46\%$$

Best Performing Region: West

Total Sales: ₹7,25,457.82

Top-Grossing Category: Technology

Total Profit: ₹1,45,454.95

Loss-Making Category: Furniture

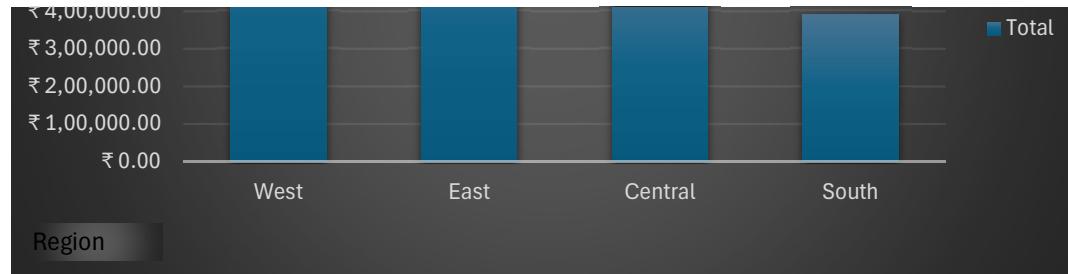
Lowest Profit: ₹18,451.27

Indicates potential issues in pricing, discounting, or shipping costs.

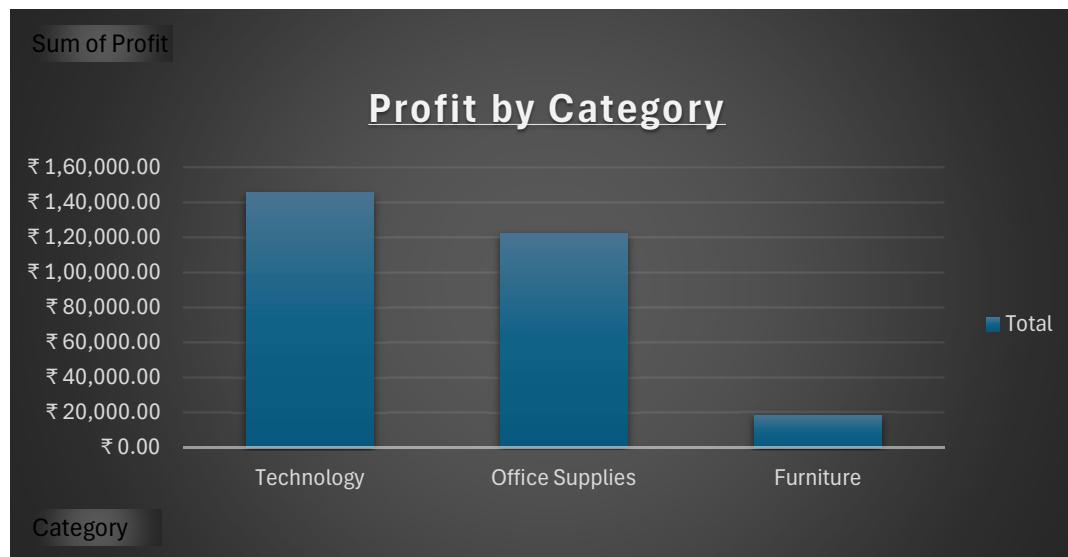
Sales by Region	
Row Labels	Sum of Sales
West	₹ 7,25,457.82
East	₹ 6,78,781.24
Central	₹ 5,01,239.89
South	₹ 3,91,721.91



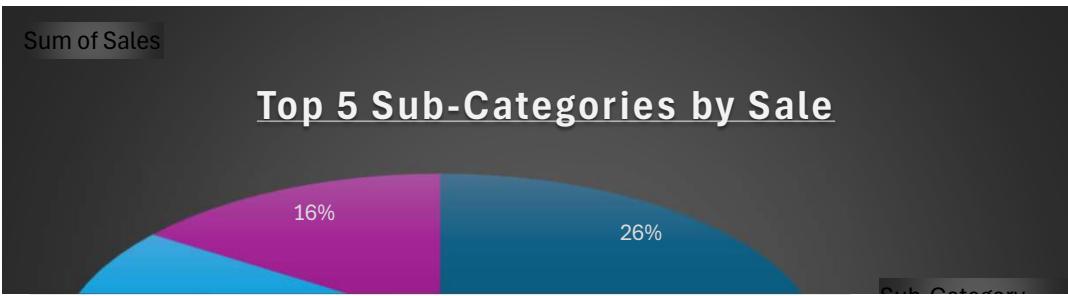
Grand Total ₹ 22,97,200.86



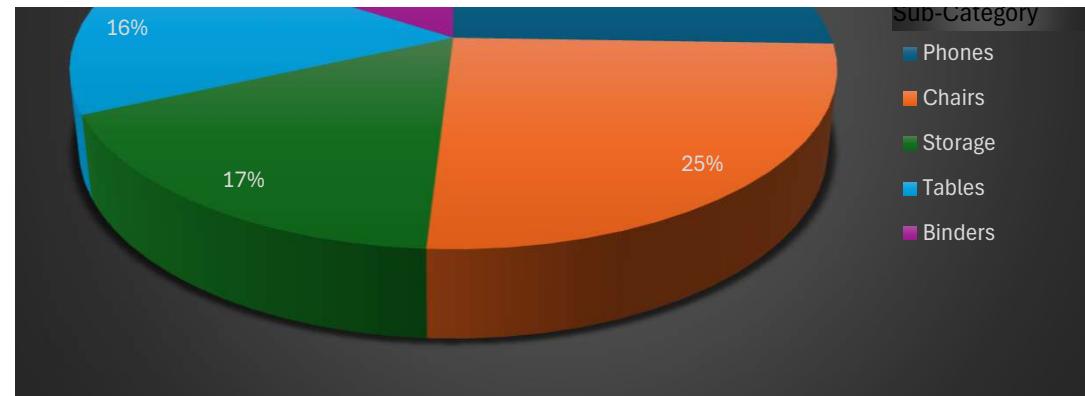
Profit by Category	
Row Labels	Sum of Profit
Technology	₹ 1,45,454.95
Office Supplies	₹ 1,22,490.80
Furniture	₹ 18,451.27
Grand Total	₹ 2,86,397.02



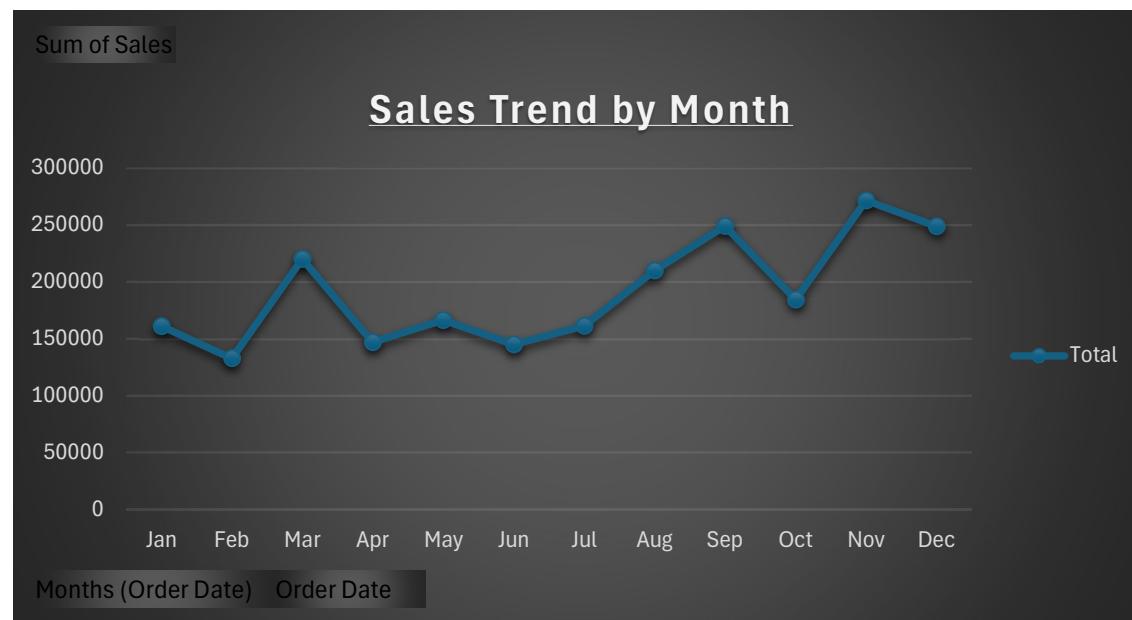
Top 5 Sub-Categories by Sale	
Row Labels	Sum of Sales
Phones	330007.054
Chairs	328449.103
Storage	223843.608
Tables	206965.532
Binders	203412.733



Grand Total	1292678.03
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Sales Trend by Month	
Row Labels	Sum of Sales
Jan	161083.5874
Feb	132721.3594
Mar	220064.646
Apr	147031.2641
May	166420.3167
Jun	144883.4973
Jul	161227.1045
Aug	209964.3679
Sep	248989.3031
Oct	184356.3342
Nov	271693.7525
Dec	248765.3272
Grand Total	2297200.86



Quantity by Segment	
Row Labels	Sum of Quantity
Consumer	19521
Corporate	11608
Home Office	6744
Grand Total	37873

