

# Superstore Sales Dashboard

Central

East

South

West

Sales

1.57M

Quantity

22K

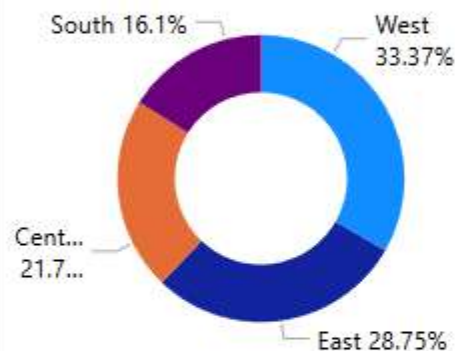
Sales

22K

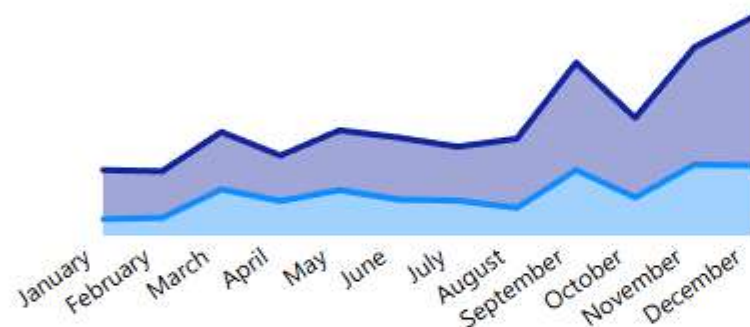
Ship Days

3.93

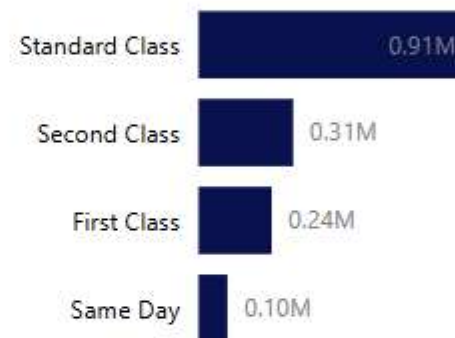
## Sales by Region



## Sales by Month and Year



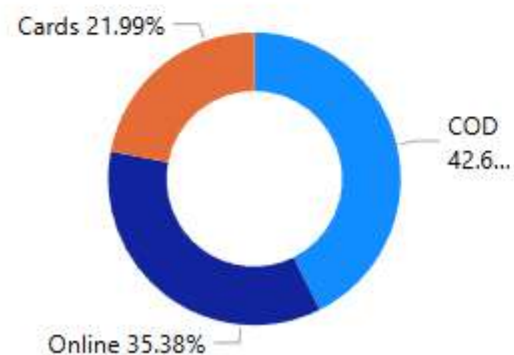
## Sales by Shipmode



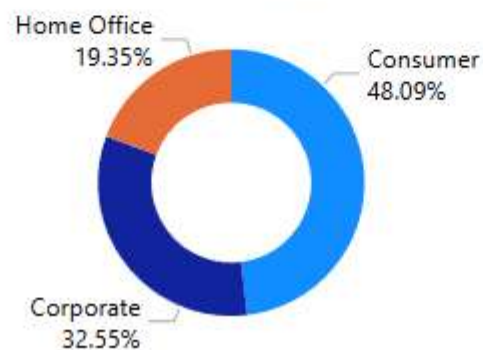
## Sales and profit by State



## Sales by Paymentmode



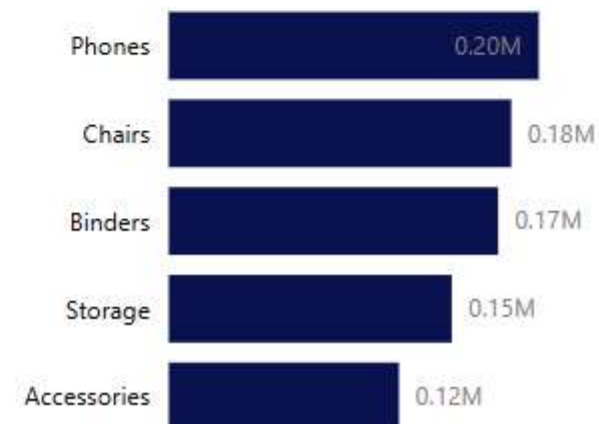
## Sales by Segment



## Sales by Category



## Sales by Category



Overview & KPIs

This page includes key performance indicators

-Total Sales: 1.57M

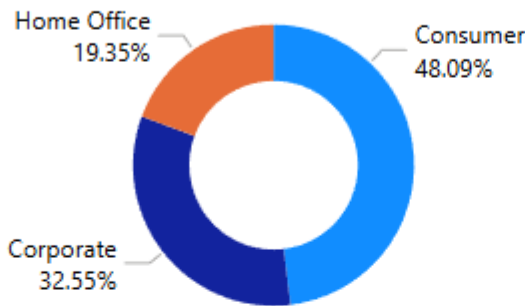
- Total Quantity: 22K

-Avg. Ship Days: 3.93

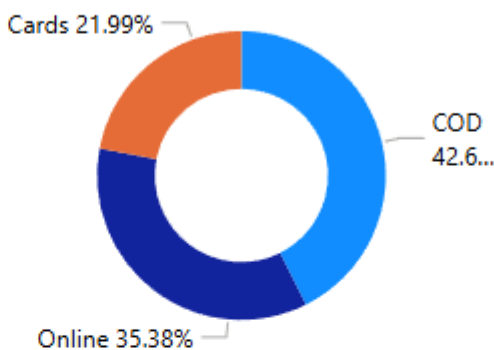
These metrics give a quick snapshot of business health.

Sales Performance Dashboard – Storyboard

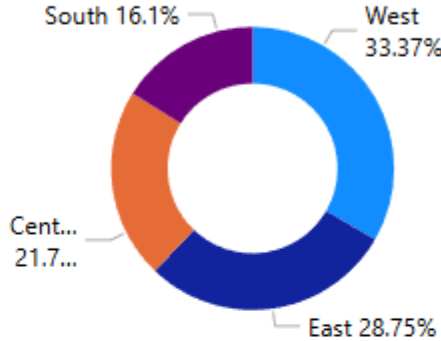
Sales by Segment



Sales by Paymentmode



Sales by Region



Sales by Category & Segment

Visuals: Bar charts, Pie charts.

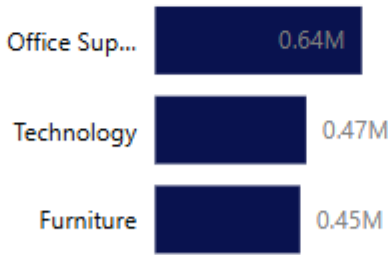
Insights:

Office Suppiles lead in sales.

-Consumer segment contributes 48%.

Note: Home Office segment may need strategy updates.

Sales by Category



Payment Mode Preference:

Visual: Pie chart

Customers preferred paying through Cash on delivery

This data can help optimize the checkout process and offer better payment options.

Sales by Region

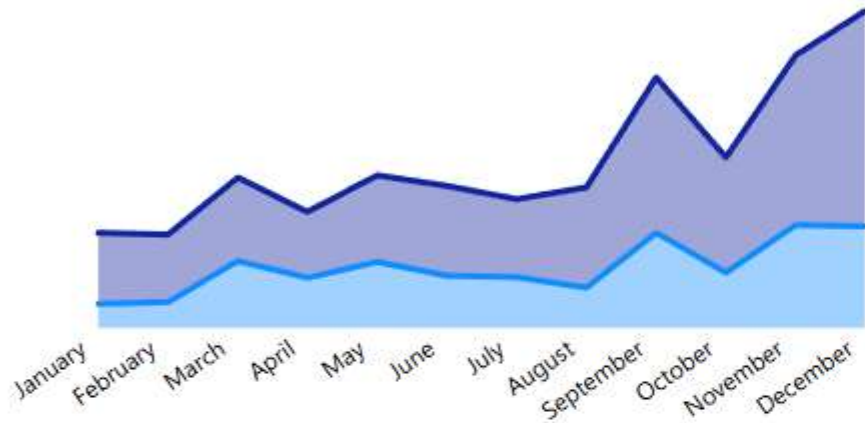
Visual: Pie chart

Insight: The West region leads with 33.7% of total sales, followed by East and Central.

Business Takeaway: Marketing efforts in South could be improved.

# Sales Performance Dashboard – Storyboard

Sales by Month and Year



## Sales Trend Over Time

Visual: Line chart (Month-Year)

Insight: Sales increase toward Q4, especially in November and December due to holiday shopping.

Recommendation: Boost stock and campaigns before Q4.

Sales by Shipmode



## Shipping Mode Analysis:

The majority of customers preferred Standard Class, suggesting it's the most cost-effective or default option.

Same Day shipments were minimal, possibly due to higher costs or limited availability.

Sales and profit by State



## Visual: Filled map chart

Insight: California, New York, and Texas are top-performing states..

Use this insight to benchmark underperforming regions.



# Superstore Storyboard

## Key Business Insights:

- West region dominates sales.

Phones are the top product.

- Most sales are made through Standard Class shipping.

- Online payment is used in 35.28% of transactions.

Conclusion: Focus on best-performing products, regions, and streamline underperformers.