Superstore Dashboard – Key Insights

Overview

This dashboard provides a high-level performance overview of a Superstore business across regions, product categories, and sub-categories. The insights focus on sales contribution, profitability, product demand, and regional performance.

Key Business Metrics

1. Total Sales: 14.92M indicating strong overall revenue generation.

2. Total Profit: 1.52M showing healthy profitability across operations.

3. Total Quantity Sold: 215K units reflecting high customer demand.

Regional Performance Insights

1. West region is the highest contributor to sales, indicating strong market penetration.

2. Ontario and Prairie regions follow closely, making them key growth markets.

3. Nunavut and Northwest Territories show minimal sales contribution, highlighting potential untapped or low-demand regions.

4. Sales distribution is uneven across regions, suggesting scope for targeted regional strategies.

Product Category Insights

1. Office Supplies account for the highest order quantity (~55%), indicating frequent and repeat purchases.

2. Technology products generate the highest profit ($\approx$ 886K), making it the most profitable category.

3. Furniture contributes the lowest profit despite reasonable sales volume, suggesting higher costs or lower margins.

Product Sub-Category Insights

1. High sales concentration is observed in select sub-categories such as Phones, Chairs, and Storage.

2. Several sub-categories contribute marginally to sales, indicating a long-tail product distribution.

3. Optimization of low-performing sub-categories can improve inventory efficiency.

Geographical Insights

1. Sales are primarily concentrated in North America, with strong provincial-level performance variations.

2. Geographic visualization helps identify regional dominance and areas with expansion opportunities.

Business Recommendations

1. Invest more in high-profit Technology products to maximize returns.

2   Improve margins or pricing strategies for Furniture products.

3   Focus marketing efforts on high-performing regions while exploring growth strategies for underperforming regions.

4   Rationalize low-performing sub-categories to optimize inventory and supply chain costs.