

Super Store Sales Dashboard

Project Requirement

The business needs a sales performance dashboard to track overall performance of the Super Store across different regions, categories, and customer segments.

The dashboard should answer questions such as:

- What is the total sales, profit, and order count?
- Which product categories and sub-categories generate the highest revenue?
- Which regions and states contribute most to sales and profit?
- How do sales and profit trends change over time?
- What is the average shipping performance?
- Which payment methods and shipping modes are preferred by customers?
- How can we forecast sales for the upcoming period?

KPIs (Key Performance Indicators)

- Total Sales: \$1.6M
- Total Profit: \$175K
- Total Orders: 22K
- Average Ship Days: 4
- Sales by Segment: Consumer (48%), Corporate (33%), Home Office (19%)
- Sales by Region: West (33%), East (29%), Central (22%), South (16%)
- Top States by Sales: California, New York, Texas, Washington
- Sales Forecast: 15-Day predictive sales trend