

# Superstore-Sales-Performance-Dashboard

## Advanced-level insights

### Page 1: Executive Overview

#### Focus:

A high-level summary of sales, profitability, order volume, and returns to guide decision-making.

#### Key Insights:

- **Total Sales and Profit** show strong upward momentum, driven primarily by high-performing regions and customer segments.
  - **Average Order Value (AOV)** remains consistent, indicating stable purchase behavior despite fluctuations in transaction volume.
  - **Profit Margin %** dips in discount-heavy months, suggesting a potential margin leak due to promotions.
  - **Return Rate %** trend reveals operational inefficiencies or product dissatisfaction during specific periods — particularly in early 2010–2011.
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### Page 2: Product Insights

#### Focus:

Performance breakdown by product category, sub-category, and individual items.

#### Key Insights:

- **Technology category** contributes the highest revenue, but not necessarily the highest profit — highlighting high-cost SKUs.
  - **Top-performing products** are clustered in Accessories and Phones, while categories like Tables and Bookcases have **low profit margins** or high return rates.
  - **Sub-categories** like Binders and Chairs have a disproportionately high share of sales but also show signs of saturation.
  - TreeMap reveals imbalance: a small group of SKUs contributes a majority of revenue — signaling a **Pareto 80/20 effect**.
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## ✓ Page 3: Region & Manager View

### 🎯 Focus:

Regional trends, sales distribution, and performance attribution to managers.

### 🔍 Key Insights:

- **Central and East regions** outperform others in both sales and order count, but West suffers from high return rates and lower profitability.
  - **Manager-level breakdown** (via RLS or visual split) shows performance variance — e.g., one manager consistently drives higher sales-per-transaction.
  - **Segment distribution** reveals that **Corporate customers** bring higher AOV and profit, while **Consumer** segment leads volume but lags in profit.
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## ✓ Page 4: Returns Analysis

### 🎯 Focus:

Operational inefficiencies, customer dissatisfaction, and return rate trends over time.

### 🔍 Key Insights:

- **Return Rate %** has stabilized in recent months, but spiked in late 2010 and early 2011 — correlating with discounting strategies and certain product categories.
  - **Returned Orders** are heavily concentrated in **Office Supplies** and **Furniture**, especially in SKUs with large shipping costs or bulk quantities.
  - Certain states (e.g., California, Texas) show higher absolute returns, but **normalized return rate reveals specific cities** with return spikes.
  - Patterns indicate that **return behavior is linked to both region and shipping mode** (e.g., Regular Air returns more often than Delivery Truck).
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## 📄 Summary: Cross-Page Strategic Takeaways

- Product strategy should optimize high-sales, low-return SKUs — especially in Technology and Accessories.
- Regional sales campaigns can target **underperforming zones** like South and West with manager-level accountability.
- RLS setup enables **individual managers to track their region's performance**, supporting secure self-service BI.
- Returns and discounts must be jointly analyzed to prevent margin erosion — particularly in high-return categories.