Superstore Sales Dashboard Insights

Superstore Sales Dashboard

Filters: Region: All   Category: All   Date: All

Sales over Month

Sales by Category / Sales by Region

Category	Region	Sales	Profit
Technology	East	37,880.40 ↑	6,254.54
Office Supplies	South	41,784.11 ↑	6,228.58
Technology	South	47,510.30 ↑	5,700.75
Technology	West	45,619.03 ↑	5,378.84
Technology	Central	39,402.33 ↑	5,354.59
Office Supplies	East	42,288.01 ↑	4,395.72
Furniture	West	33,352.79 ↑	4,290.46
Office Supplies	West	37,737.71 ↑	4,005.55
Furniture	East	41,630.71 ↓	3,322.25
Office Supplies	Central	47,930.18 ↓	3,137.49
Furniture	Central	41,967.36 ↓	3,043.00
Furniture	South	38,251.13 ↓	2,396.83
Total		4,95,354.06	53,508.60

Insight 1: West region had the highest total sales in Q3.

This indicates strong seasonal or promotional performance in the West during the third quarter.

Insight 2: Technology category generated the highest profit margin overall.
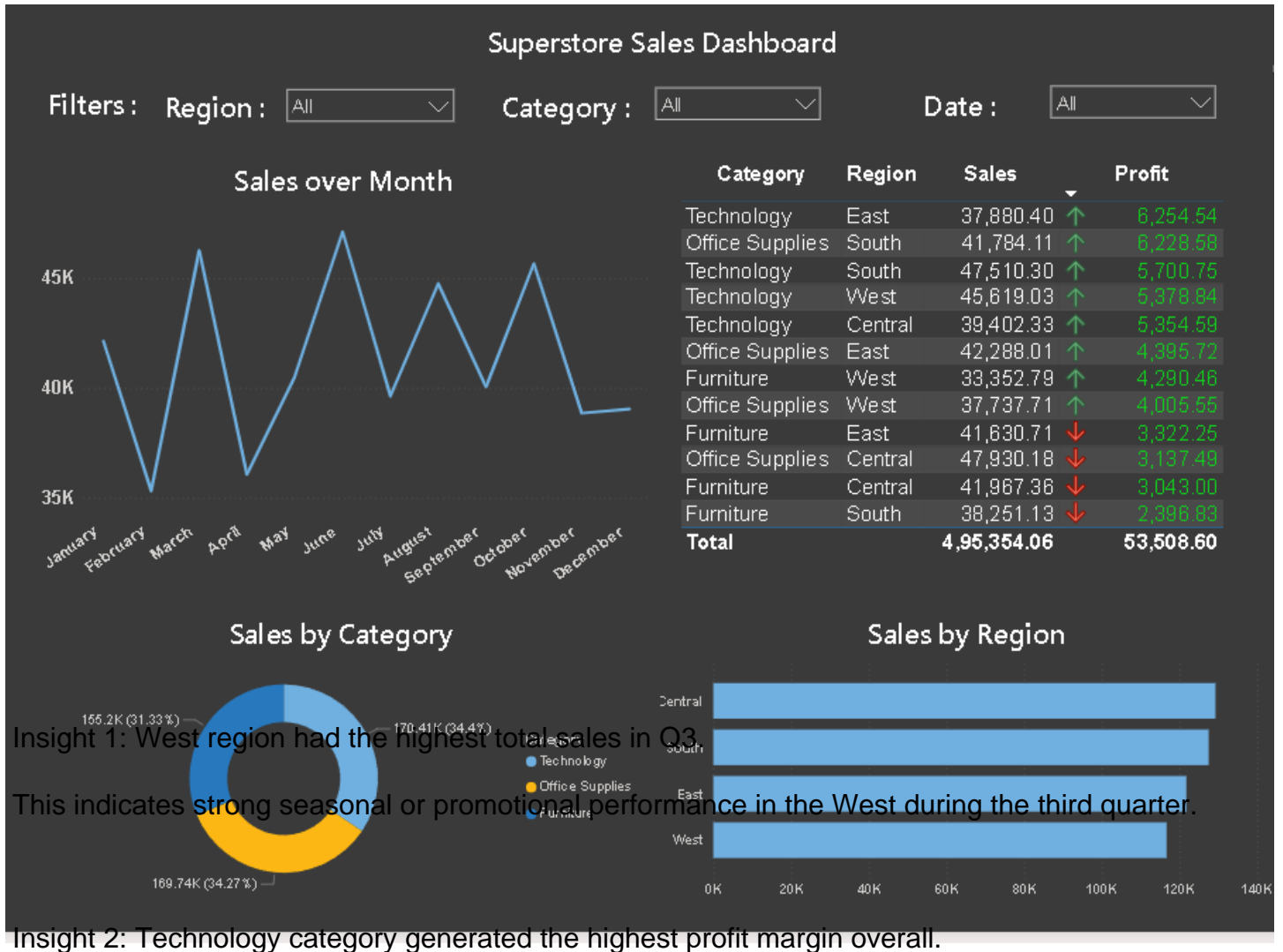
This suggests that high-ticket or high-margin products like electronics are contributing most to profits.

Insight 3: Furniture category had the highest number of low-profit orders in the South region.

This highlights a potential issue with pricing, discounts, or customer preferences in the South for furniture.