



Overview

Revenue

Summary

Select Time Period

Year
All

Month
All

Quarter
All

Superstore Sales Performance Dashboard

Clear all Slicers

\$12.64M

Total Sales Revenue

178.31K

Total Quantity

\$3.31M

Profit Earned

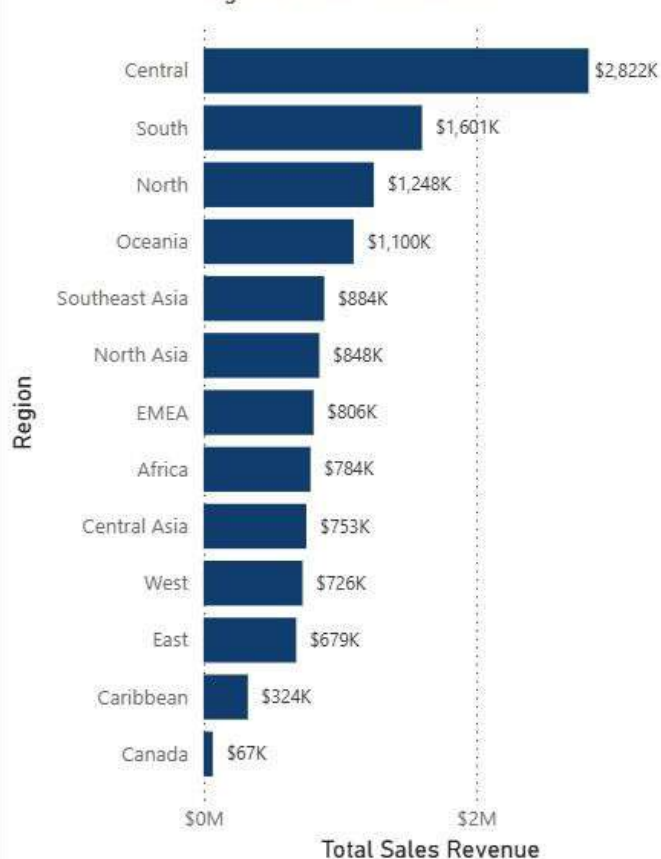
\$1.35M

Revenue from Shipping

85.0%

Maximum Discount

Regional Sales Contribution



Monthly & Yearly Sales Trend Analysis



Category-wise Revenue Distribution





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Superstore Detailed Insights

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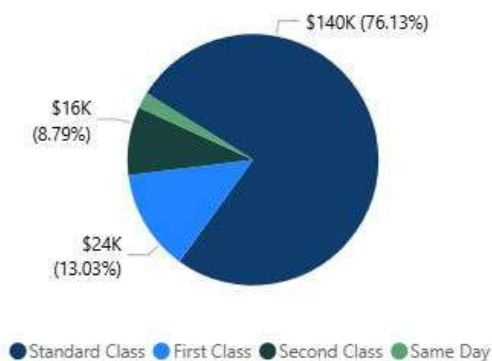
\$1.35M

Revenue from Shipping

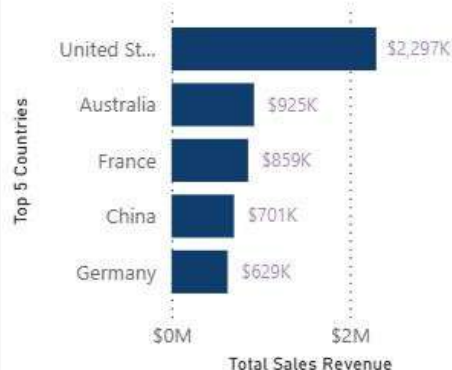
85.0%

Maximum Discount

Revenue Split by Shipping Mode



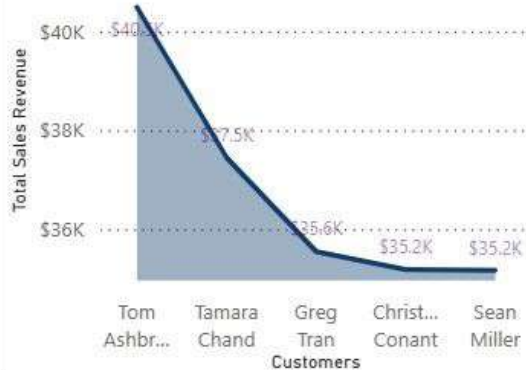
Top 5 Countries by Sales



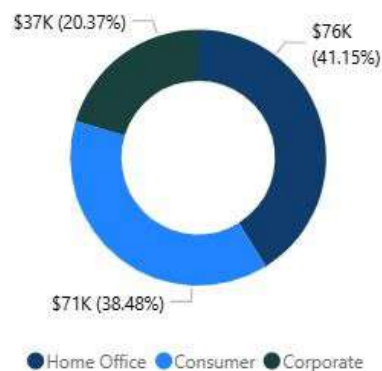
State-wise Sales Comparison



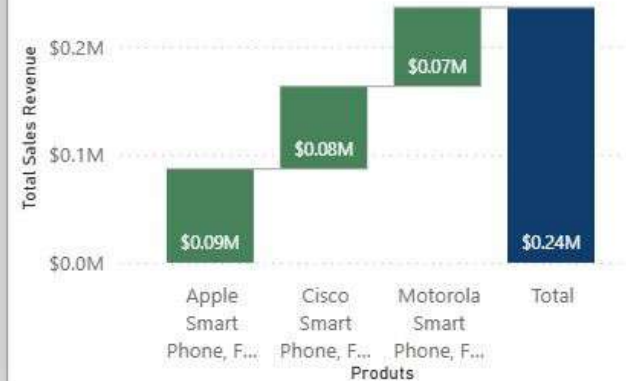
High-Value Customers



Revenue by Customer Segment



Best-Selling Products





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Superstore Overall Key Insights

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Maximum Discount

- >> Central region drives the largest share (\$2.82M), while Canada contributes the least (\$67K).
- >> Sales reached their highest in December before dropping by February.
- >> Technology is the leading category, generating 37.53% of sales.
- >> Overall, sales amounted to \$12.64M with a profit of \$3.31M.
- >> Standard Class shipping makes up 76.13% of total sales.
- >> The United States dominates with \$2.97M revenue, followed by Australia & France.
- >> England and California are among the top-performing states.
- >> Tom Ashbrook stands out as the highest contributing customer with \$40K sales.
- >> Corporate segment contributes the largest share (41.15%).
- >> Apple Smart Phone (Full Size) generated the highest product-level revenue (\$90K).
- >> Maximum discount offered (85%) may have affected overall profit in certain categories.
- >> Profit margin is strong at 26% of total sales (\$3.31M profit on \$12.64M sales).

