



# Superstore Sales Dashboard

Date  
01-01-2018 31-12-2021

**\$2.30M**

Total Revenue

**\$286.40K**

Total Profit

**12.47%**

Profit Ratio

**5009**

Total Orders

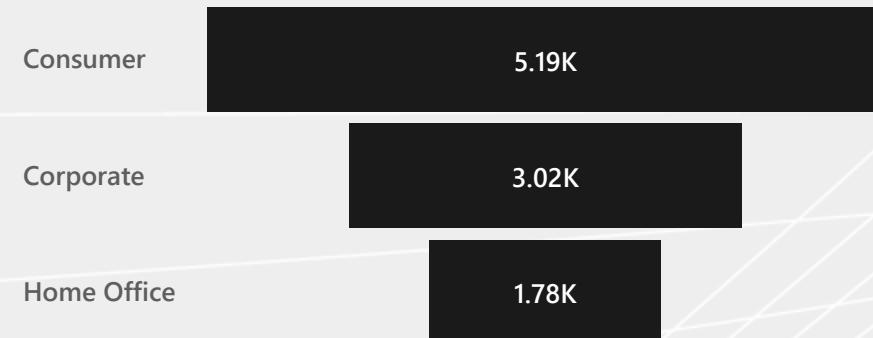
**38K**

Total Quantity

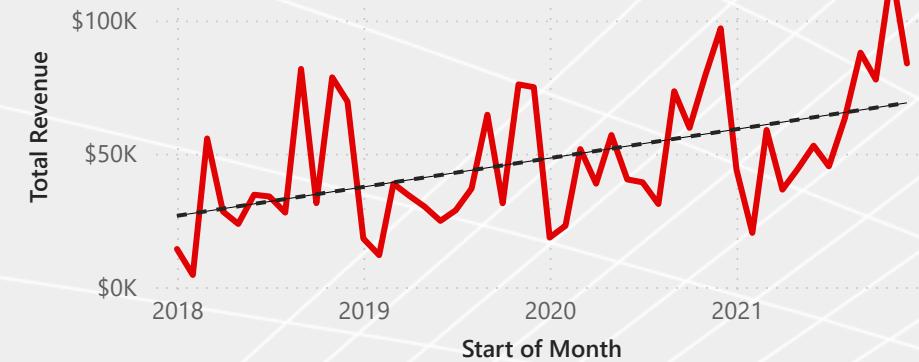
Total Revenue by Region



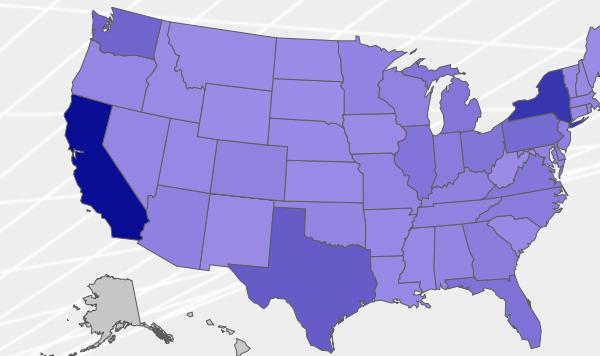
Funnel Chart Showing Customer Segmentation



Total Revenue by Year



Total Revenue by State



Total Revenue compared to previous month

**\$83.83K**

Prev Month: \$118.45K (-29.23%)

Total Profit compared to previous month

**\$8.48K**

Prev Month: \$9.69K (-12.45%)

Total Orders compared to previous month

**224**

Prev Month: 261 (-14.18%)

# 2.90K

Average Revenue Per Custo...

# 793

Total Customers

# 4

Average Delivery Days

# Sean Miller

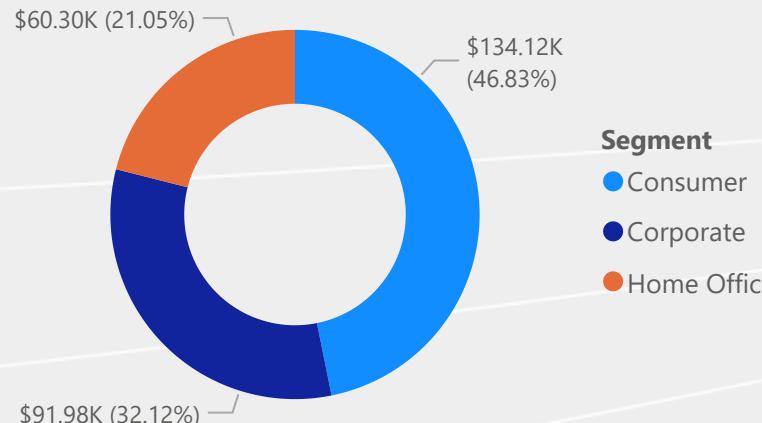
# \$25.04K

Total Revenue

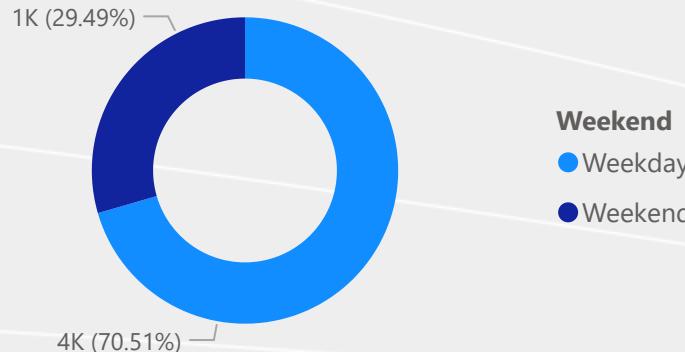
# 17

Total Orders

## Total Profit by Customer Segment



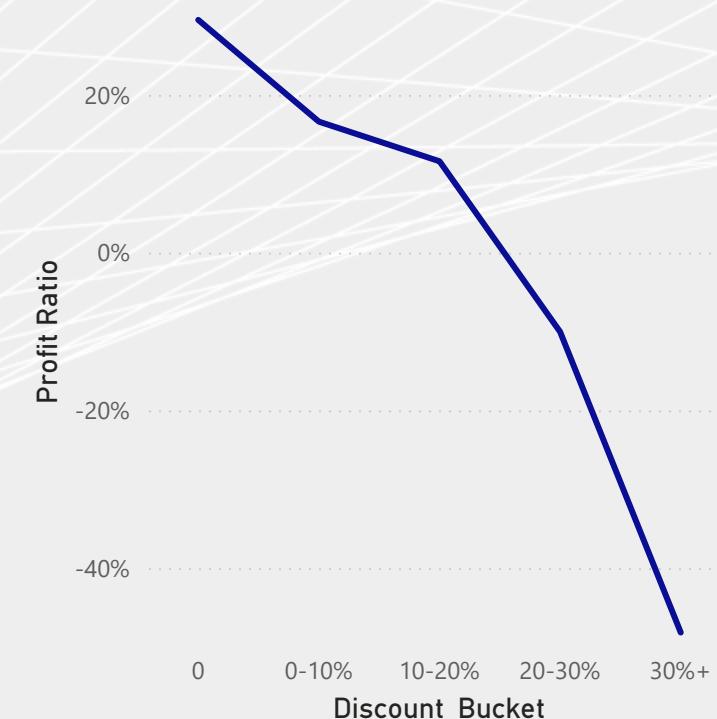
## Total Orders by Weekend or Weekday



## Top 10 Customers

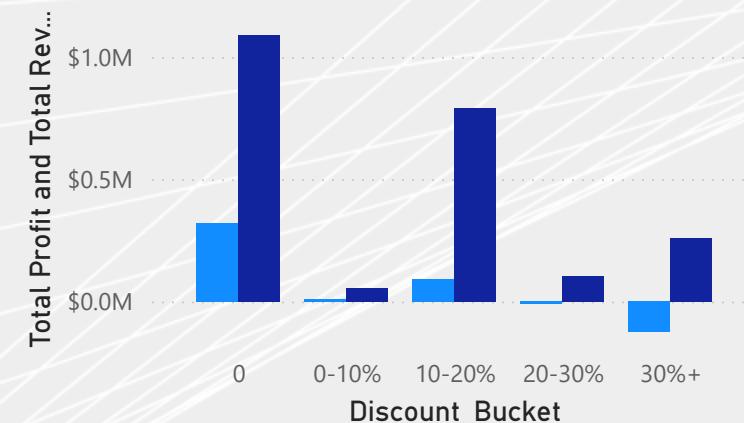
Customer Name	Total Revenue
Sean Miller	\$25,043.05
Tamara Chand	\$19,052.22
Raymond Buch	\$15,117.34
Tom Ashbrook	\$14,595.62
Adrian Barton	\$14,473.57
Ken Lonsdale	\$14,175.23
Sanjit Chand	\$14,142.33
Hunter Lopez	\$12,873.30
Sanjit Engle	\$12,209.44
Christopher Conant	\$12,129.07

## Profit Ratio by Discount\_Bucket



## Total Profit and Total Revenue by Discount\_Bucket

● Total Profit ● Total Revenue

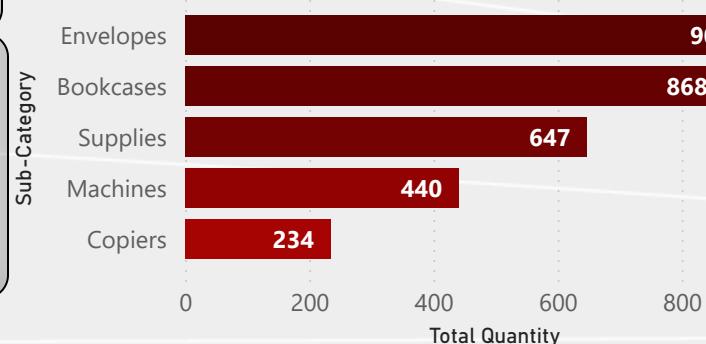




### Top 5 Total Quantity by Sub-Category



### Bottom 5 Total Quantity by Sub-Category



### Total Orders by Year, Month and Day



Date

01-01-2018

31-12-2021

### Bottom 10 Products

Product Name	Total Revenue
4009 Highlighters	\$8.04
Avery 5	\$5.76
Avery Hi-Liter Comfort Grip Fluorescent Highlighter, Yellow Ink	\$7.80
Avery Hi-Liter Pen Style Six-Color Fluorescent Set	\$7.70
Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	\$1.62
Grip Seal Envelopes	\$7.07
Newell 308	\$8.40
Stockwell Gold Paper Clips	\$8.10
Xerox 1989	\$7.97
Xerox 20	\$6.48

### Top 10 Products

Product Name	Total Revenue
Canon imageCLASS 2200 Advanced Copier	\$61,599.82
Cisco TelePresence System EX90 Videoconferencing Unit	\$22,638.48
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$27,453.38
GBC DocuBind P400 Electric Binding System	\$17,965.07
GBC DocuBind TL300 Electric Binding System	\$19,823.48
GBC Ibimaster 500 Manual ProClick Binding System	\$19,024.50
Hewlett Packard LaserJet 3310 Copier	\$18,839.69
High Speed Automatic Electric Letter Opener	\$17,030.31
HON 5400 Series Task Chairs for Big and Tall	\$21,870.58
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$18,374.90

## **What you Understood about the data**

From the Superstore dataset, I understood that it represents a U.S.-based retail store selling Furniture, Office Supplies, and Technology products. The data captures details about orders, customers, regions, and sales performance, which makes it easier to see how different parts of the business are doing. One key insight is that discounts can increase sales but often hurt profitability, showing that pricing strategies matter a lot. Technology products usually bring in higher profits, while Furniture tends to be less profitable despite good sales. The dataset also highlights how different customer segments and regions behave differently, giving a well-rounded view of the company's overall performance.

## **The key insights Your dashboard provides**

- We have identified Top Spending Customer based on each Category  
Furniture - Seth Vernon, Office Supplies - Sanjit Chand, Technology - Sean Miller
- When comparing year by year 2021 show losses because company offered more discounts to customers.
- We have observed that from 2018 to 2021, in 2021 our average revenue per customer increased by 30%. and number of customers increased by 16% compared to 2018.
- In our Superstore The Top 5 Sub - Categories by Total Quantity are Binders - Papers - Furnishings - Phones - Storage  
The Bottom 5 Sub - Categories by Total Quantity are Envelopes - Bookcases - Supplies - Machines - Copiers
- Between 2018 and 2021, a decline in total orders was observed only during January and February. It is because January and February are typically a slow retail month due to consumers recovering from holiday(Christmas & New Year Eve) spending and focus on savings.
- Between 2018 and 2021, a increase in total orders was observed only during December. It is mainly due to customers placing huge volume of orders for holiday season.
- The overall Return Rate is 5.91% which is very low and not a cause of concern but Sub - Category like Machines and Tables have Return Rate > 10% which is not good.
- We have observed that from 2018 - 2021 there is a gradual increase in Profits, Revenue and Quantity Sold but the Profit Ratio is decreased in 2021. After analysis we found that this may be due to company offering bigger discounts to boost sales volume and other possibility is product or shipping costs went up in 2021 due to inflation.
- Compared to all years 2021 has maximum profit in Sub - Categories Chairs, Fasteners, Labels, Paper and Supplies.
- We have analysed KPI's like Profit, Revenue, Total Customers, Total Orders and Profit Ratio with State. We found that California, New York, Michigan, Virginia and Washington are the best performing States. Maine, Illinois, Ohio, North Dakota and Texas are not performing well.

## **Interactive Dashboards and Graphs**

- Cards
- Funnel Chart
- Map
- Line Chart
- Bar Chart
- Scatter Plot
- Donut Chat
- Matrix
- Slicers
- Navigation Buttons