

Task 2

File created on: 4/8/2025 5:44:38 PM

Sales Insights Dashboard: Unlocking Superstore's Business Potential

Title Page	KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit...
------------	--------------	----------------------	----------------------------	------------------------------	------------------------------------	------------------------



A Deep Dive into Our Sales & Profit Performance

Explore Sales, profit and delivery trends

- ✓ Total KPIs Summary
- ✓ Category-wise Profit
- ✓ Monthly Trends
- ✓ Delivery Efficiency..

Start the Analysis→

Sales Insights Dashboard: Unlocking Superstore's Business Potential

Title Page	KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit...
------------	--------------	----------------------	----------------------------	------------------------------	------------------------------------	------------------------

KPI Overview



Total Sales

₹2,297,200.86



Total Profit

₹286,397.02



Total Sales

This metric reflects the total revenue generated during the selected time period. It helps in identifying peak periods and evaluating the effectiveness of marketing and sales strategies.



Average Delivery Time

This measures the average number of days taken to deliver products to customers. A lower number here typically reflects be..



Total Profit

Total Profit indicates the actual earnings after deducting expenses from total sales. It is crucial for assessing financial viability and overall business success.



Average Profit Margin

This shows the percentage of profit relative to sales. Higher margins indicate better cost control and pricing strategies.



Avg Delivery Time

4.000

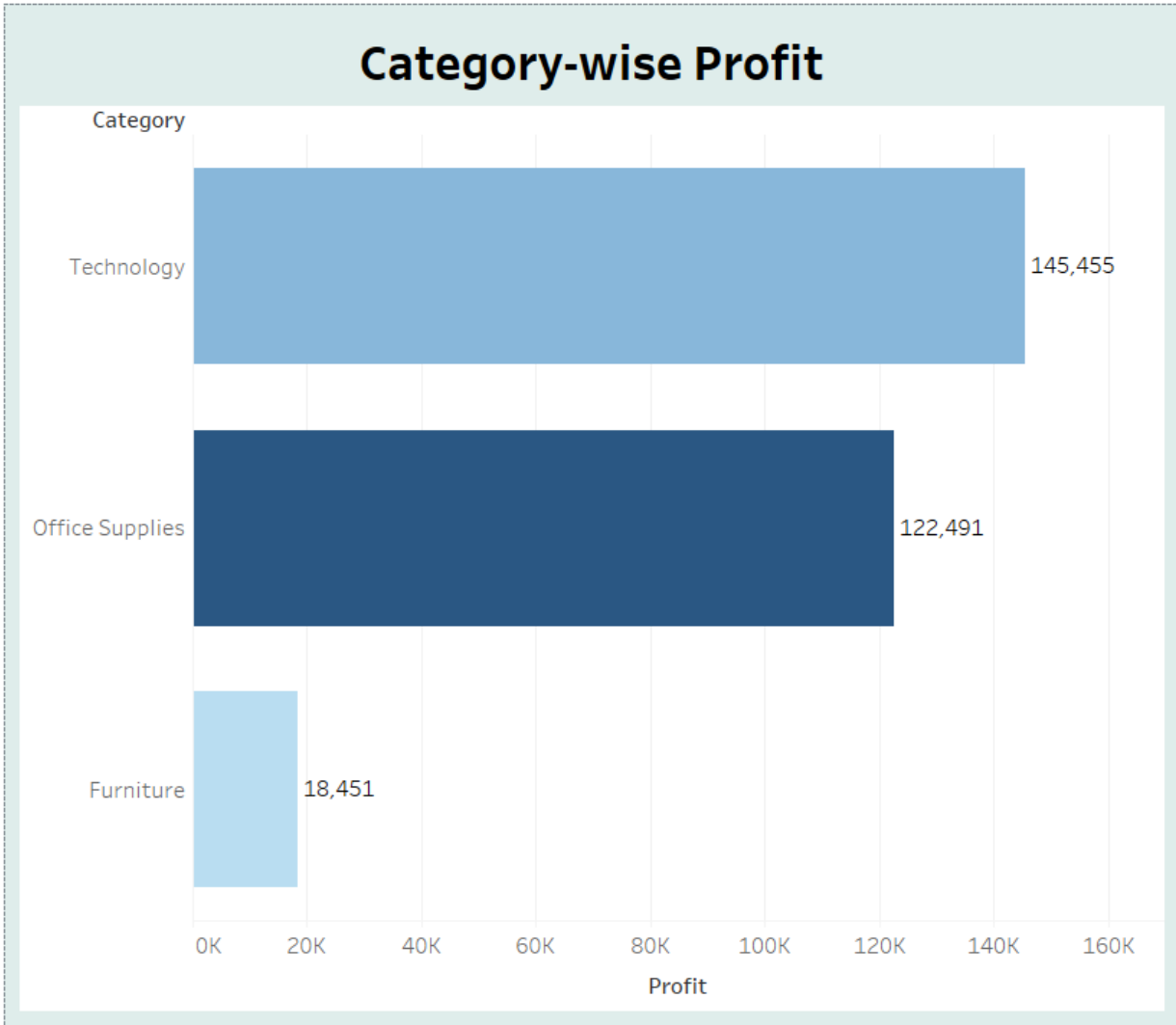


Avg Profit Margin

12.00%

Sales Insights Dashboard: Unlocking Superstore's Business Potential

Title Page	KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit...
------------	--------------	----------------------	----------------------------	------------------------------	------------------------------------	------------------------



It shows Category-wise Profit across segments and regions.
Use filters to explore how different factors impact overall profitability.

Profit M..
82,831.1

Segment

- ☒ Consumer
- ☒ Corporate
- ☒ Home Office

Order Date

1/3/2014 to 12/..

Category

- ☒ Furniture
- ☒ Office Supplies
- ☒ Technology

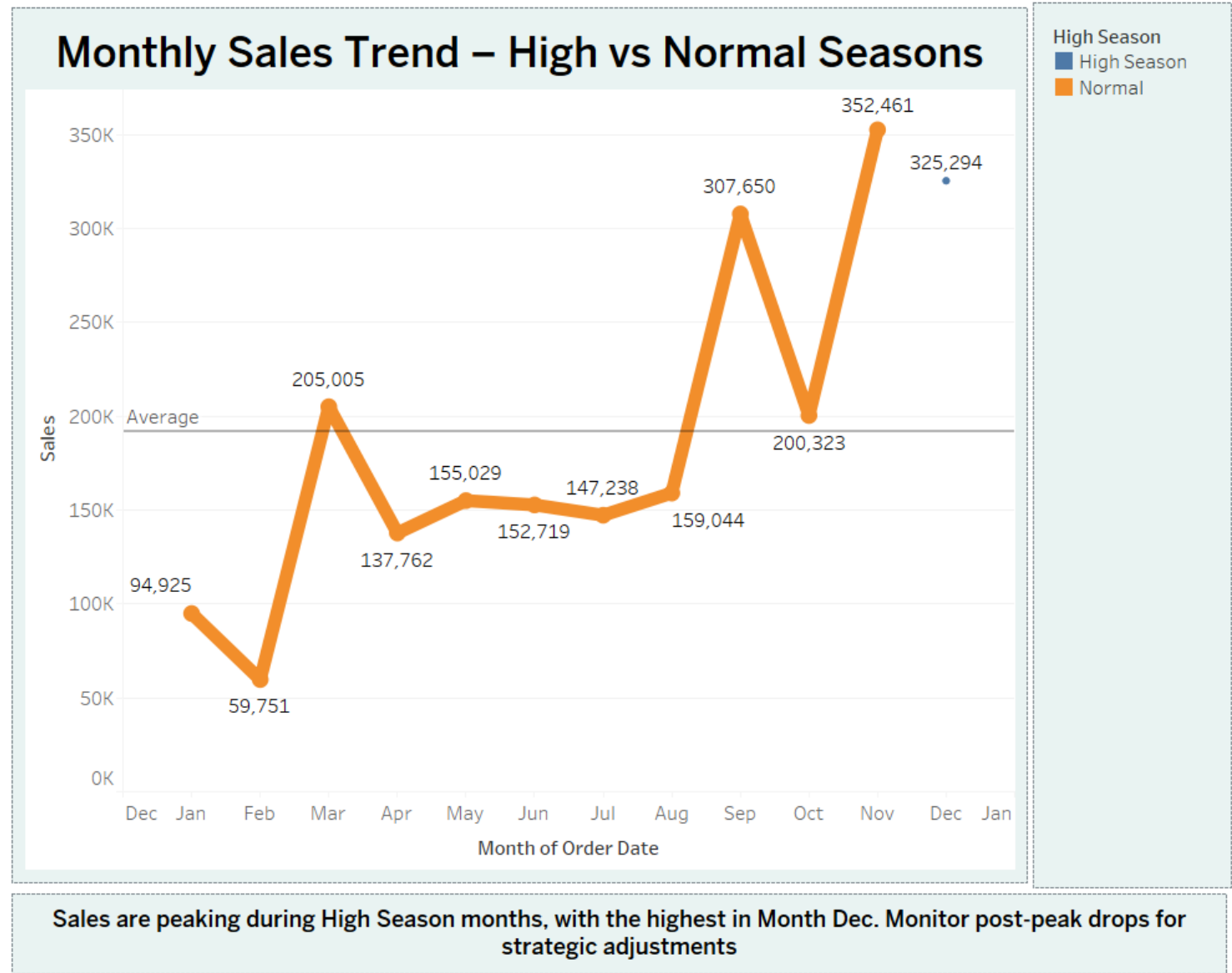
Region

- ☒ Central
- ☒ East
- ☒ South
- ☒ West

Profit
To Null

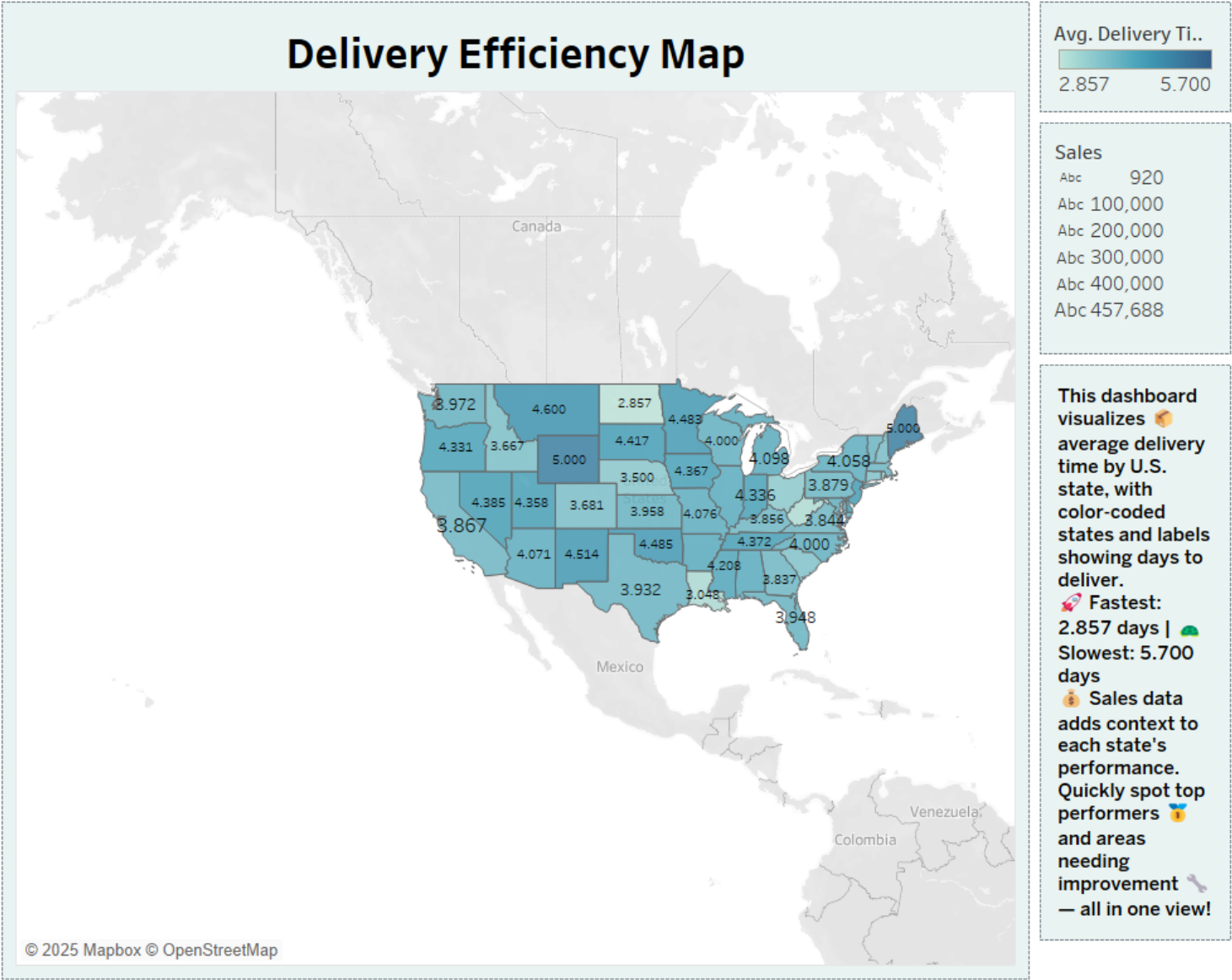
Sales Insights Dashboard: Unlocking Superstore's Business Potential

Title Page	KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit: Finding ..
------------	--------------	----------------------	----------------------------	------------------------------	------------------------------------	---------------------------------



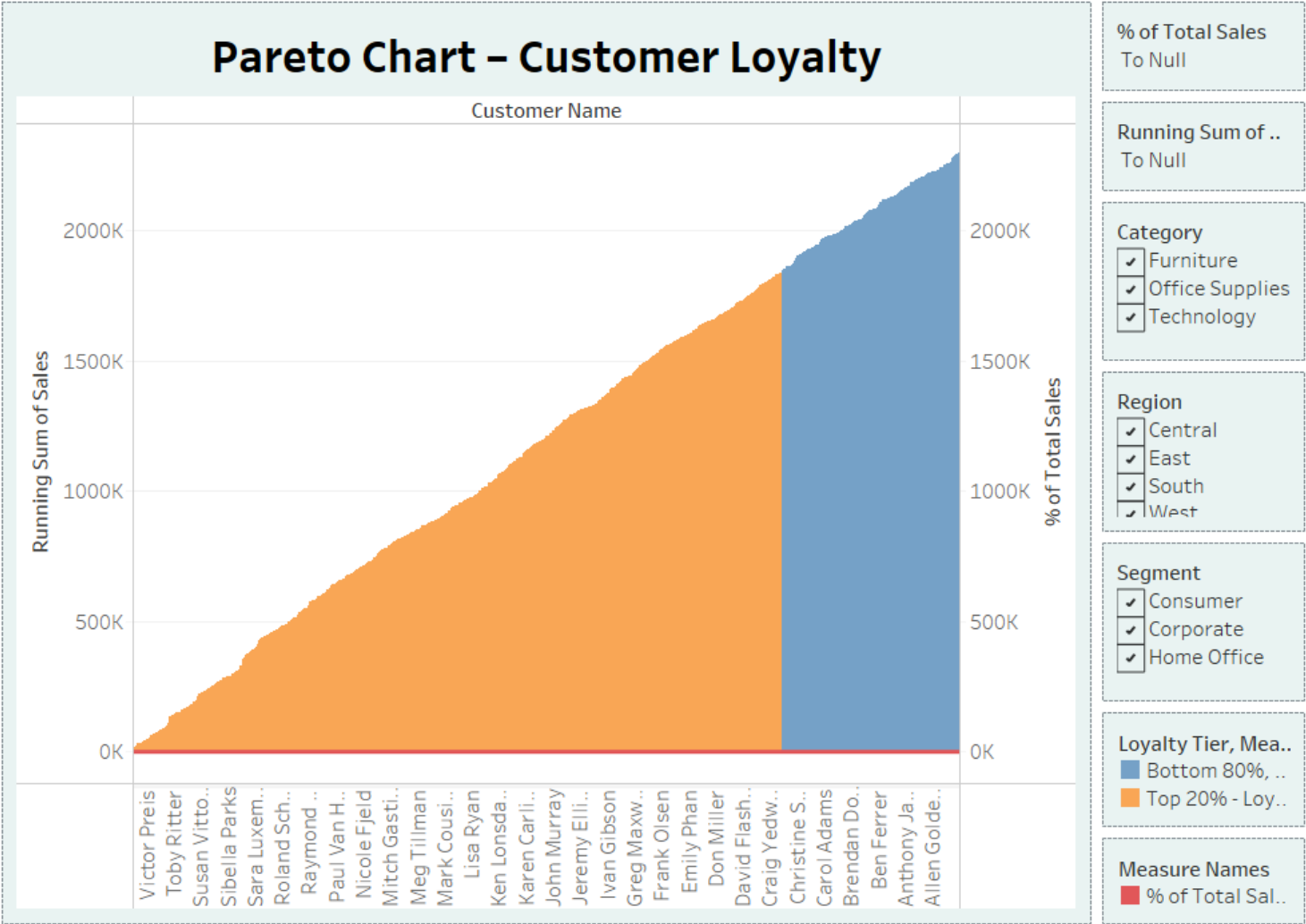
Sales Insights Dashboard: Unlocking Superstore's Business Potential

KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit: Finding th..	The End
--------------	----------------------	----------------------------	------------------------------	------------------------------------	-----------------------------------	---------



Sales Insights Dashboard: Unlocking Superstore's Business Potential

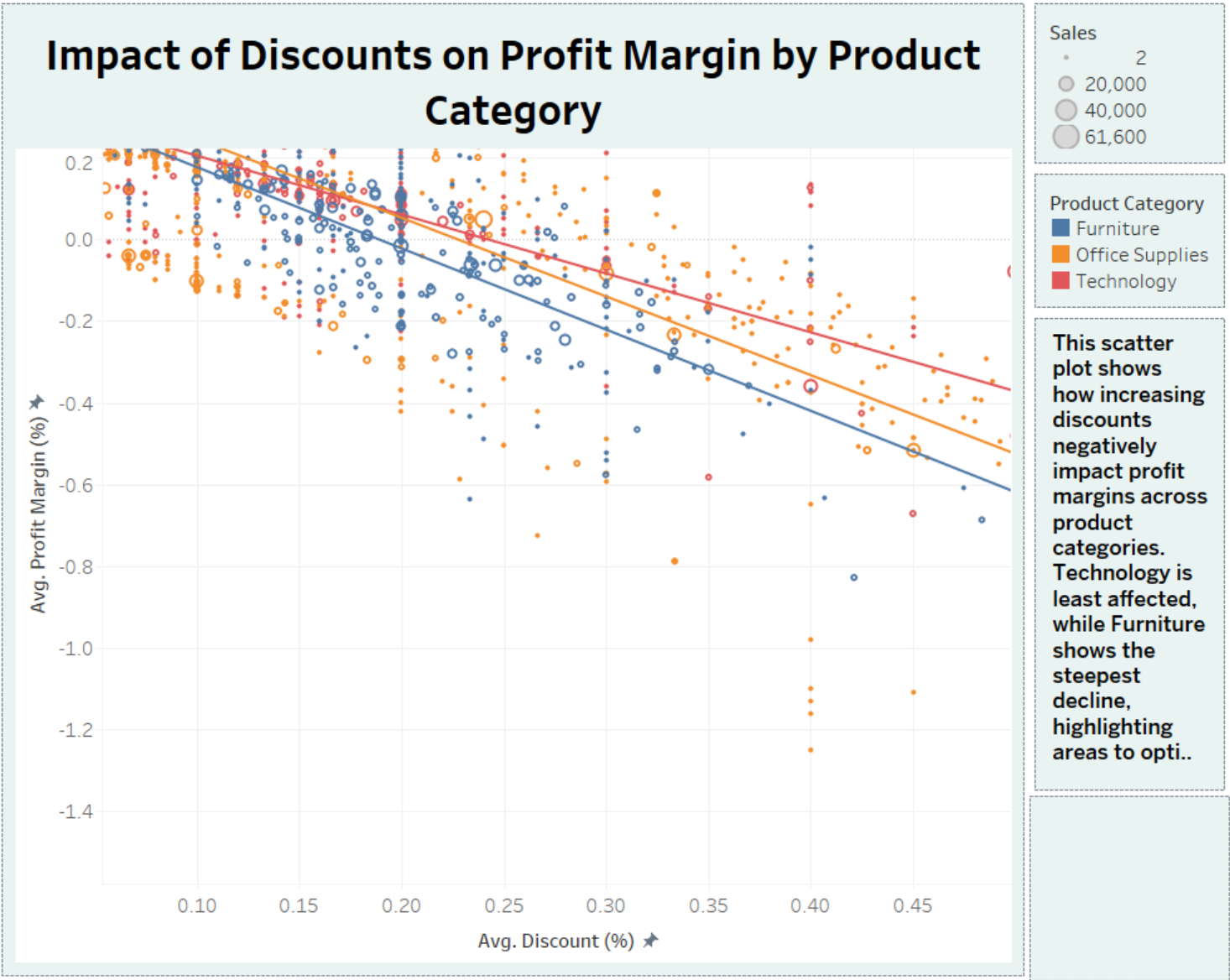
KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit: Finding th..	The End
--------------	----------------------	----------------------------	------------------------------	------------------------------------	-----------------------------------	---------



This Pareto chart illustrates that the top 20% of customers (orange) contribute to approximately 80% of total sales, emphasizing their high loyalty and value. The remaining 80% of customers (blue) contribute to the rest. Filters for Category, Region, and Segment allow further exploration of loyalty patterns across different dimensions. This insight helps prioritize key customers for retention and engagement strategies.

Sales Insights Dashboard: Unlocking Superstore's Business Potential

KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit: Finding th..	The End
--------------	----------------------	----------------------------	------------------------------	------------------------------------	-----------------------------------	---------



Sales Insights Dashboard: Unlocking Superstore's Business Potential

KPI Overview	Category-wise Profit	Seasonal Sales Performance	Delivery Efficiency Across..	Customer Loyalty Breakdown with ..	Discount vs. Profit: Finding th..	The End
--------------	----------------------	----------------------------	------------------------------	------------------------------------	-----------------------------------	---------

