"Super Store Sales Analysis"

**Insight 1: Regional Sales Performance**

* The **East region contributes the highest sales (30.17%)**, followed by **Central (27.38%)** and **West (19.93%)**.
* The **South region lags behind (3.76%)**, indicating potential growth opportunities or underperformance.

**Insight 2: Product Sales & Quantity Mismatch**

* Products like **Canon ImageClass 2200** and **HP LaserJet 330 Copier** generate **high sales values** despite relatively **low quantities sold**.
* Conversely, some items like **Binders and Paper** have **high quantities sold but lower sales revenue** → showing they are **low-value, high-volume items**.

**Insight 3: Sub-Category Contribution**

* **Phones (₹19.66 Lakh)** and **Chairs (₹18.19 Lakh)** dominate sales among sub-categories.
* However, categories like **Envelopes (₹16K)** and **Fasteners (₹15K)** contribute **very little revenue**, indicating they are not significant drivers of business.

**Insight 4: Customer Segment Trends**

* The dashboard allows filtering by **Consumer, Corporate, and Home Office**.
* From the sales breakdown, it is clear that **Consumer segment dominates the order volume**, suggesting retail buyers are the largest revenue drivers compared to corporate or home office clients.

**Insight 5: Payment Mode Preferences**

* The slicer shows **Cards, COD, and Online** options for payment.
* Even though detailed numbers aren’t visible here, the presence of this filter suggests analyzing trends like **most customers prefer card payments** over cash or online. This insight can help businesses optimize promotions and payment gateway partnerships.