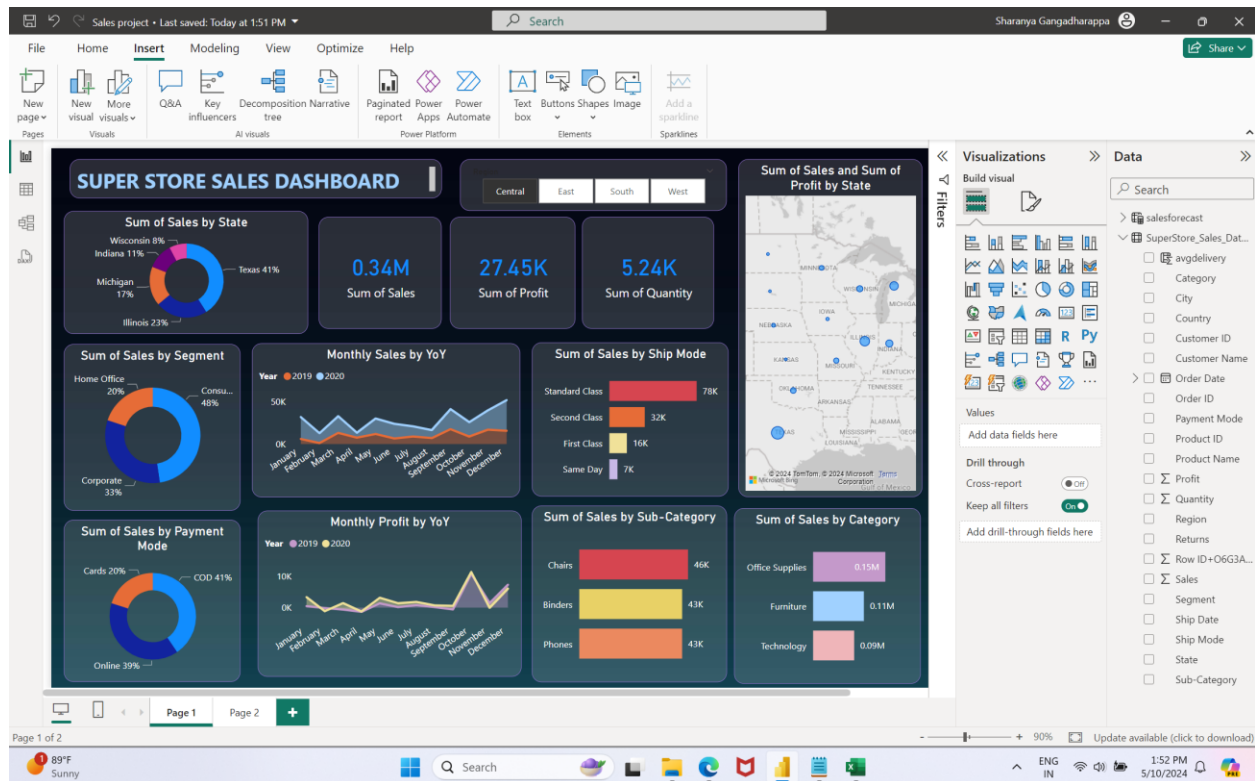


Data visualization of a sample sales dataset:

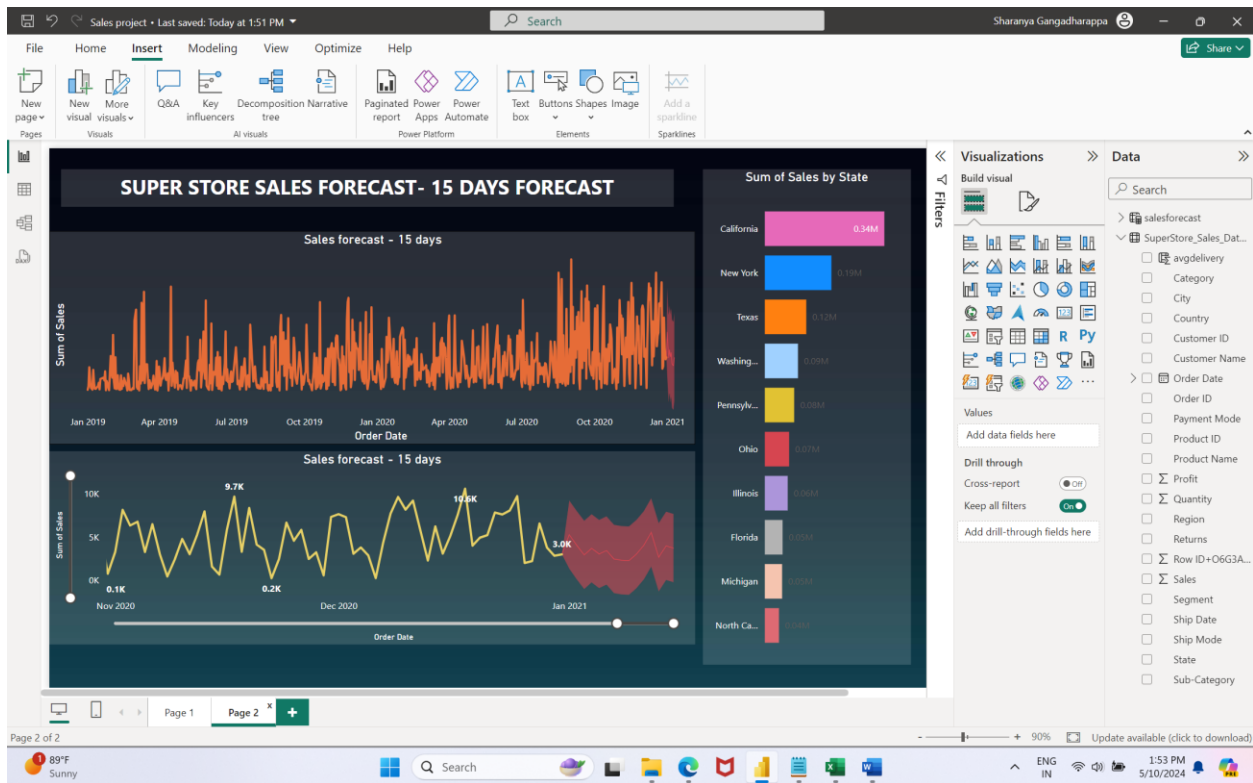


Through a variety of visualizations, this dashboard offers a summary of the sales performance of a superstore. The top portion displays the total sales (\$0.34 million), profit (\$27,45K), and quantity sold (\$5,24K) for each region. Sales are broken down by state in a pie chart, with Texas contributing the most.

Additional visualizations include: monthly sales and profit trends year over year; segment-by-segment sales (Corporate, Home Office, Consumer); shipping method breakdown (Standard Class being highest); sub-category performance (Chairs topping); and category view (Office Supplies in the lead).

Sales and profit data can be spatially analyzed by location using an interactive map.

All things considered, it provides an all-encompassing perspective of the store's sales KPIs and performance, assisting in data-driven decision-making.



This dashboard uses line charts to show expected sales trends for a mega store over a 15-day period. The bottom chart offers a zoomed-in view, while the top chart displays the entire forecast. The predicted sales are broken down by state in the bar chart on the right, with California predicted to generate the most sales over this time frame. With the help of this dashboard, the company can forecast changes in demand and adjust its sales strategy for the next two weeks.

## ➤ Insights and Strategies:

- Insight: Market Prioritization:

- We've found that states like Texas, California, and New York bring in the most revenue. Let's focus our efforts there to make the most of our market potential.
- Strategy: Boost marketing and sales support in these states. We'll tailor our approach to match what people there like, which should lead to more sales and help us stand out in those areas.

- Insight: Product Focus

- Our data shows that tech products and office supplies sell really well. We should make sure we have plenty of those in stock and maybe offer some special deals to boost sales even more.
- Strategy: Sell more tech and office supplies. We'll offer bundle deals and focus our promotions on these products to make sure we keep bringing in revenue and stay competitive.

- Insight: Customer Segmentation

- By looking at who buys our stuff, we've seen that different groups have different preferences.
- Strategy: Customize our marketing for each group. We'll make sure our ads and promotions speak directly to what each type of customer wants, which should keep them coming back for more.

- Insight: Operational Efficiency

- Our shipping data tells us we could be doing things more efficiently.
- Strategy: Improve our shipping to get orders to customers faster and cheaper. We'll work on negotiating better deals and finding smarter ways to get things where they need to go.

- **Insight: Seasonal Sales Planning**

- We've noticed that sales go up and down throughout the year.
- Strategy: Adjust our inventory and promotions to match the seasons. By stocking up on what people want when they want it, we can make more sales and avoid having too much leftover stock.

- **Insight: Financial Forecasting and Risk Management**

- Our sales predictions give us a heads-up on what's coming next.
- Strategy: Use these predictions to plan ahead and make smart decisions about our money. We'll be ready for whatever comes our way, whether it's a boom in sales or a slowdown.

➤ **Implementation:**

- Keep track of our progress with a dashboard that updates in real time. This way, we can see how we're doing and make changes if we need to.
- Get everyone on board by forming teams to carry out these plans together. By working together, we can ensure we're all heading in the same direction.
- Keep everyone in the loop with regular updates and reports. This way, we'll know if something's not working and can fix it before it becomes a problem.
- These ideas should help us maximize our data and keep our business moving forward.