Insights Of The Dashboard

Introduction:

This dashboard provides a comprehensive overview of sales performance across multiple dimensions including ship mode, product category, region, customer segments, and time period. It consolidates vital metrics like total sales, top-performing categories, customer contributions, and regional trends. With visual tools such as maps, bar charts, donut charts, and time-series graphs, this dashboard is designed to deliver actionable insights into overall business performance and help identify key growth areas and improvement opportunities.

Table of Sales Based on Ship-Mode & Category

- Standard Class is the most frequently used shipping mode across all categories, contributing the most to total sales (≈ $1.36M).

- Furniture contributes $742K, Office Supplies $719K, and Technology the highest with $836K.

- Same Day shipping accounts for the lowest sales in each category.

State & Region Wise Sales (Map)

- Sales are visually represented with bubble sizes:

  - West region (green bubbles) shows strong performance, especially in California.

  - East (orange) also performs well, particularly around the New York and Florida areas.

  - Central (blue) and South (red) show moderate activity.

Category-Wise Sales (Donut Chart)

- Technology leads with 36.4% of total sales ($836,154).

- Followed by Furniture at 32.3% ($742,000) and Office Supplies at 31.3% ($719,047).

- This shows fairly balanced category performance but with a tilt toward Technology.

Top 10 Customers

- The top customer (Sean ...) generated over $25K in sales.

- The next highest (Tama ..., Ray ..., etc.) trail behind slightly, with sales ranging from $18K–$15K.

- These top customers are significant contributors to overall revenue.

Sales Trend (Over Time)

- Sales have been increasing steadily from 2014 to 2017.

- Spikes observed in late 2017, indicating potential seasonal or promotional effects.

- Consistent monthly fluctuations suggest periodic high-performing months.

Region-Wise Sales (Bar Chart)

- West region leads with highest sales (approx. $700K+).

- Followed closely by East, then Central, and South being the lowest.

- Indicates strongest markets are in the West and East.

Profit Trend (Over Time)

- Profits mirror sales trend with an upward trajectory from 2014 to 2017.

- Noticeable spikes in profit align with sales peaks.

- However, there are some dips, showing that not all high-sales months were equally profitable—could be due to discounts, high-cost orders, etc.

High-Level Summary

- Technology is the best-performing category.

- Standard Class shipping is the most popular and profitable.

- West is the top-performing region, while South lags behind.

- Sean is the top customer by sales value.

- Sales and profits are growing, indicating good business health with occasional fluctuations.

Conclusion:

The analysis reveals a healthy upward trend in both sales and profit from 2014 to 2017, driven primarily by strong performance in the Technology category and the West region. Standard Class shipping emerges as the most commonly used mode, contributing the highest revenue. Notably, top customers significantly impact overall revenue, with a few individuals accounting for large sales volumes. While the West and East regions are thriving, there is opportunity for growth in the South. These insights can guide strategic decisions around regional marketing, inventory planning, and customer engagement to further enhance profitability and performance.