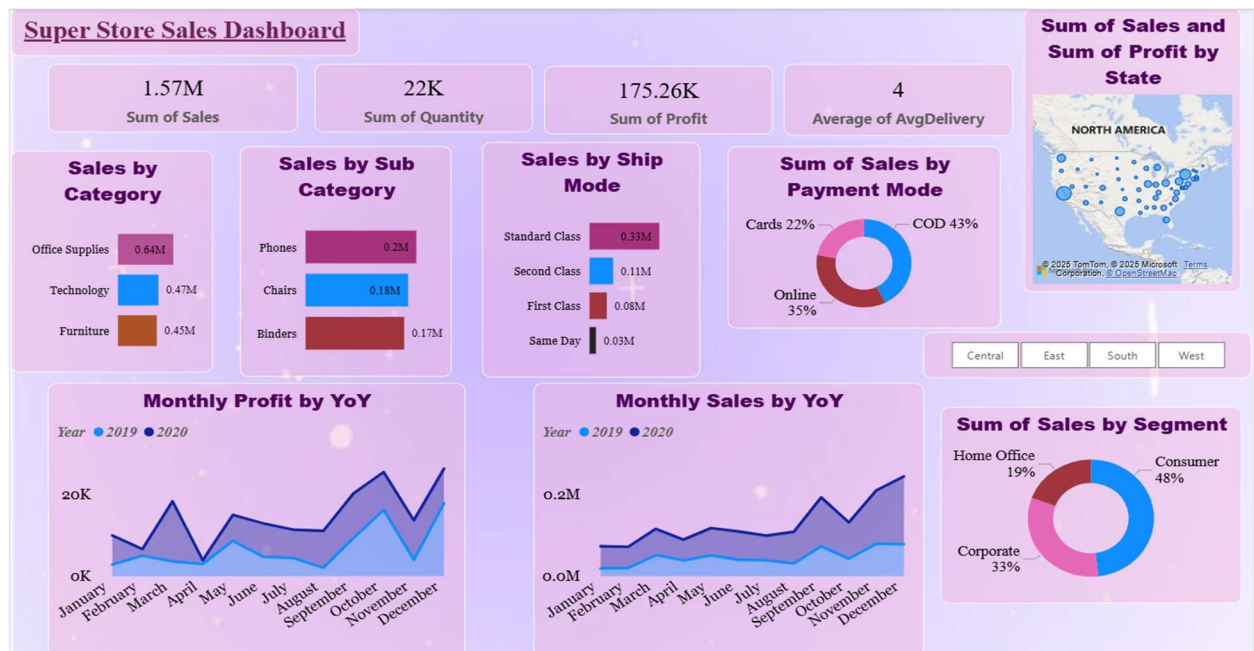


# Business Sales Dashboard – Insights

## Objective:

The dashboard provides a detailed analysis of sales performance, profit trends, payment modes, and customer segments for the Super Store. It helps identify top-performing categories, payment preferences, and year-over-year (YoY) trends to support better business decisions.



## Key Insights:

- **Total Performance:**
  - Total Sales: ₹522.44K
  - Total Profit: ₹67.86K
  - Total Quantity Sold: 7,298 units

- Average Delivery: 4 days

1.57M Sum of Sales	22K Sum of Quantity	175.26K Sum of Profit	4 Average of AvgDelivery
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- **Category-Level Insights:**

- Office Supplies is the leading category with approximately ₹0.20M in sales, followed by Technology and Furniture, each



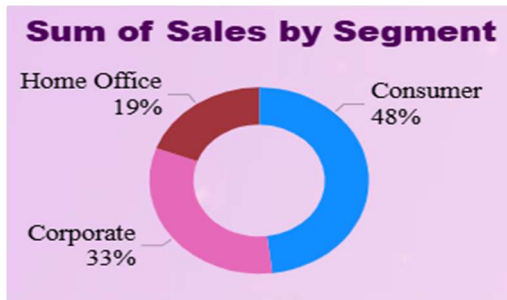
contributing ₹0.16M.

- At the sub-category level, Phones, Chairs, and Binders each contribute around ₹0.06M.

- **Customer Segments:**

- Consumers dominate sales, accounting for 44% of total revenue.

- Corporate (35%) and Home Office (21%) segments have comparatively lower contributions.

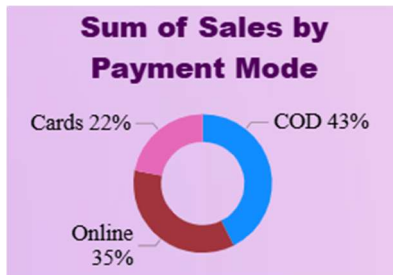


- **Payment Mode Trends:**

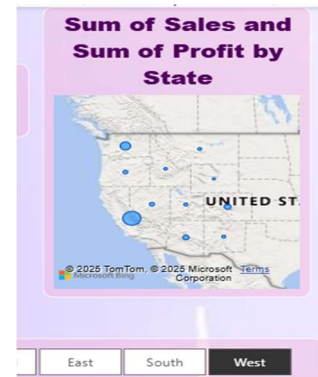
- Cash on Delivery (COD) leads with 43% of sales, followed by Online (36%) and Cards (22%).

- There's an opportunity to encourage online payments with

offers or discounts to reduce COD dependency.



- **Regional & Shipping Insights:**
  - The West region appears to have a significant share of sales (as per the active filter).
  - Standard Class shipping is the most preferred mode, with 96K orders, whereas Same Day delivery is the least used (11K).



- **Time Trends (YoY):**
  - Monthly sales and profits show a clear peak during November and December, indicating strong seasonal demand.

- Compared to 2019, 2020 shows higher end-of-year sales growth.



### Recommendations:

- Enhance Online Payment Adoption: Offer cashback or discounts for online payments to reduce COD transactions.
- Promote Top Categories: Increase marketing for Office Supplies, which has the highest sales.
- Optimize Shipping Costs: Encourage customers to use Standard Class shipping, which is already the preferred mode.
- Seasonal Promotions: Focus on targeted campaigns during October–December to leverage seasonal demand spikes.