

SUMMARY

Title: ***Super Store Sales Dashboard***

Key Metrics (Top Cards):

- **Sum of Sales:** 1.57M
- **Sum of Quantity Sold:** 22K
- **Sum of Profit:** 175K+
- **Average Delivery Time:** 4 days
- **Sales by Segment:**
 - Consumer: 48%
 - Corporate: 33%
 - Home Office: 19%
- **Sales by Payment Mode:**
 - Cash on Delivery (COD): 43%
 - Online: 35%
 - Cards: 22%
- **Monthly Sales & Profit YoY (2019 vs 2020):**
 - Sales and profit grew significantly in December 2020.
 - Notable spikes in March, August, and October 2020.
- **Sales by Ship Mode:**
 - Standard Class: Highest (0.33M)
 - Second Class, First Class, and Same Day follow behind.

- **Sales by Category:**
 - Office Supplies: 0.64M (Top Category)
 - Technology: 0.47M
 - Furniture: 0.45M
 - **Top Subcategories:**
 - Phones: 0.20M
 - Chairs: 0.18M
 - Binders: 0.17M
 - **Profit by State (Map Visualization):**
 - Geographic distribution shows profit hotspots across the US.
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Page 2: Forecasting Dashboard

Title: *Superstore Sales Forecast*

Trend Analysis:

- **Sales Over Time (Order Date):**
 - Sharp sales increases around early 2020 and end of 2020.
 - Two time-series visuals show consistent daily sales tracking and seasonality patterns.
 - **State-wise Sales Count:**
 - A bar graph shows how sales volume varies across U.S. states.
 - A few states dominate with significantly higher sales.
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Insights Summary:

- December 2020 was the best-performing month in terms of both sales and profit.
- The **Consumer segment** and **Standard shipping** contribute the most to sales.
- **Office Supplies and Technology** are high-revenue product categories.
- **COD and Online payments** dominate over card payments.
- Sales trends show clear seasonality and year-on-year growth.
- Geographic and category-wise analysis helps identify high-performing areas and products.