Super Store Sales Dashboard
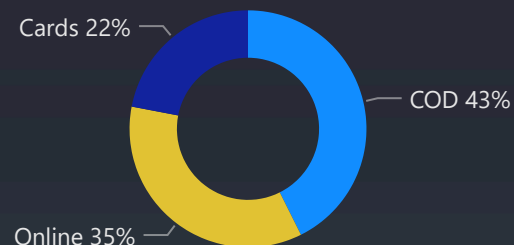
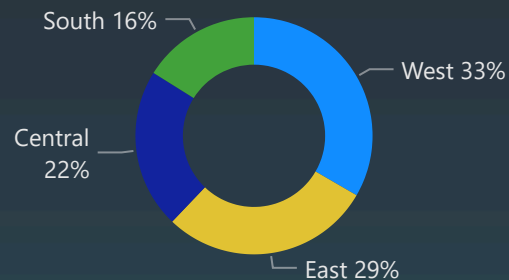Central | East | South | West
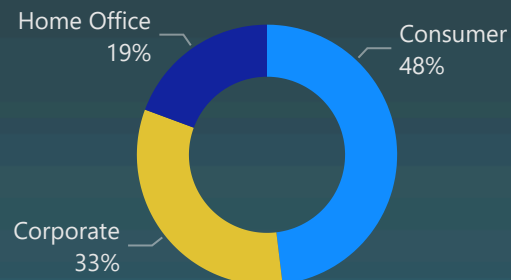
Sum of Sales by Payment Mode

- COD 43%
- Online 35%
- Cards 22%

Sum of Sales by Region

- West 33%
- East 29%
- Central 22%
- South 16%

Sum of Sales by Segment

- Consumer 48%
- Corporate 33%
- Home Office 19%

Sales
1.6M

Sum of Quantity
22K

Total Profit
175K

Avg Ship Days
4

Sum of Sales by Month and Year

Year ● 2019 ● 2020

0.1M
0.0M

January February March April May June July August September October November December

Sum of Profit by Month and Year

Year ● 2019 ● 2020

10K
0K

January February March April May June July August September October November December

Sales by Ship Mode

- Standard Cl... 0.33M
- Second Class 0.11M
- First Class 0.08M
- Same Day 0.03M

0.0M 0.2M 0.4M
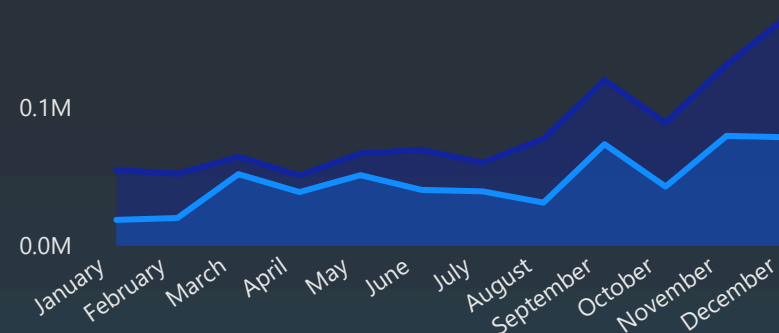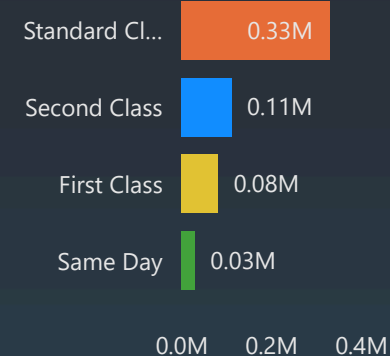
Sum of Sales and Sum of Profit by State

NORTH AMERICA

Microsoft Bing   © 2024 Microsoft Corporation

Sales by Category

- Office Supp... 0.64M
- Technology 0.47M
- Furniture 0.45M

0.0M 0.5M

Sales by Sub-Category

- Phones 0.20M
- Chairs 0.18M
- Binders 0.17M

0.0M 0.1M 0.2M
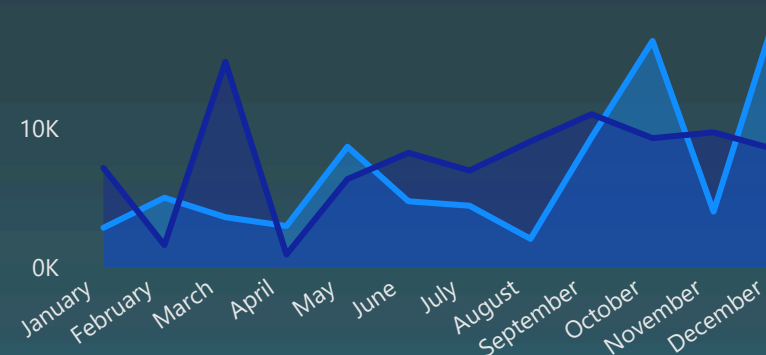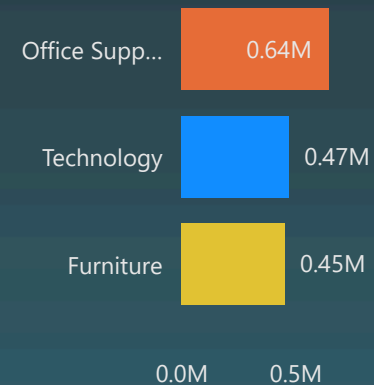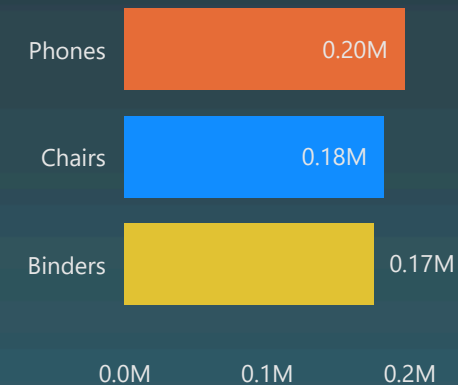
Super Store Sales Forecast- 15 Days Forecast

Sum of Sales by Order Date

Sum of Sales by Order Date

Sum of Sales by State

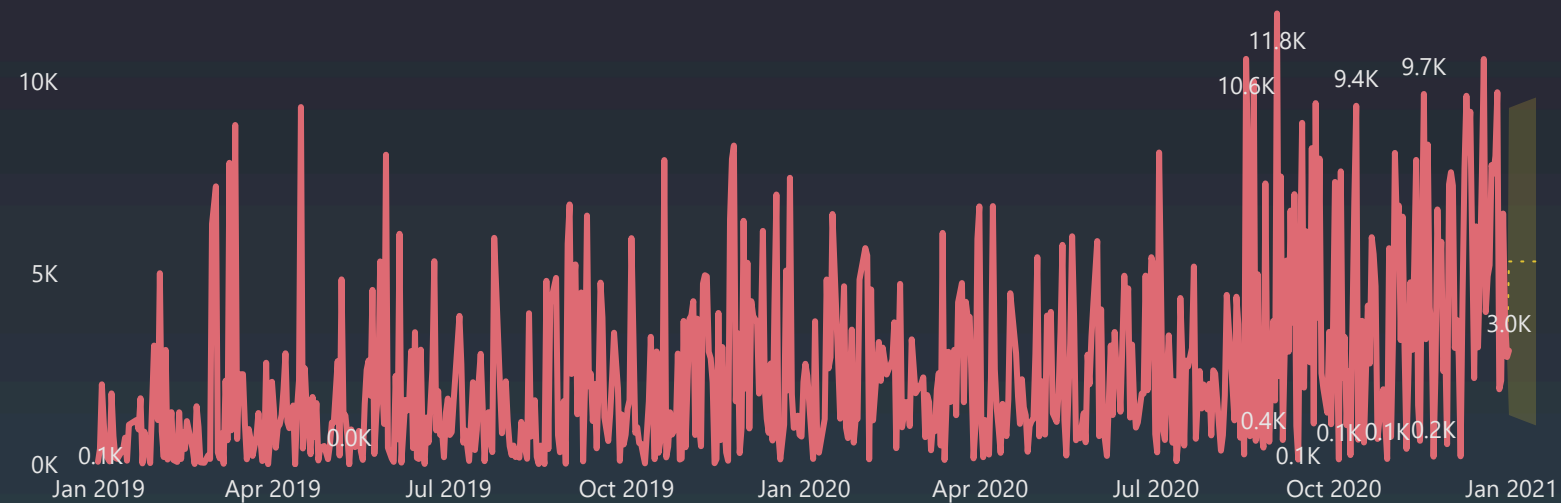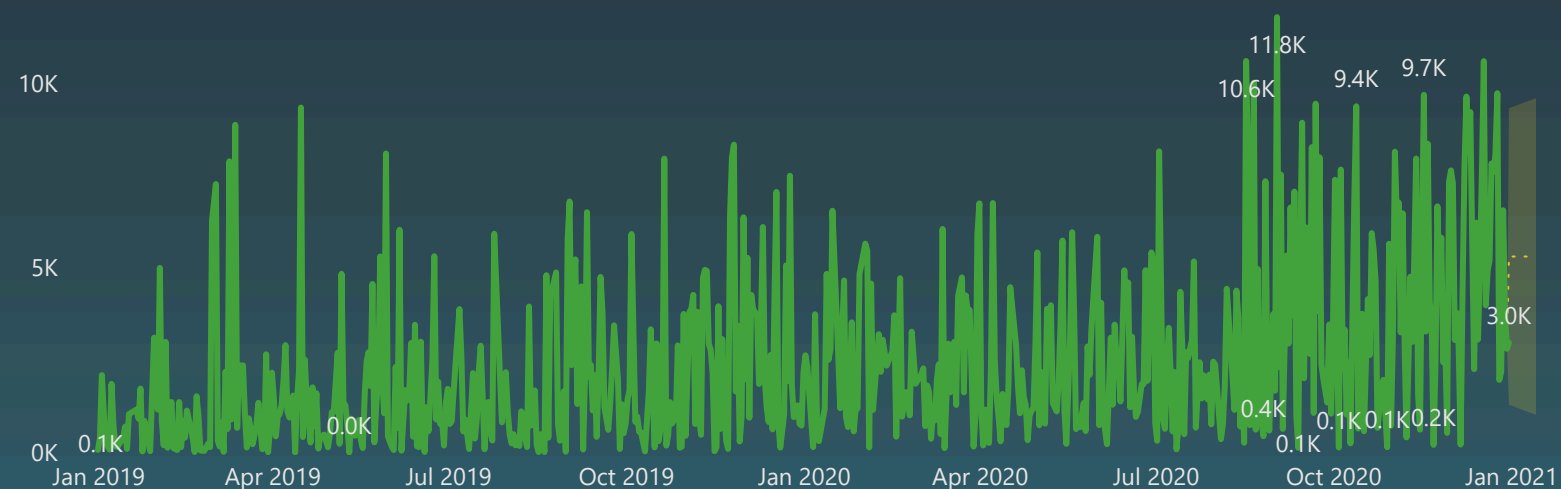| State	Sales
California	0.34M
New York	0.19M
Texas	0.12M
Washington	0.09M
Pennsylvania	0.08M
Ohio	0.07M
Illinois	0.06M
Florida	0.05M
Michigan	0.05M
North Carolina	0.04M
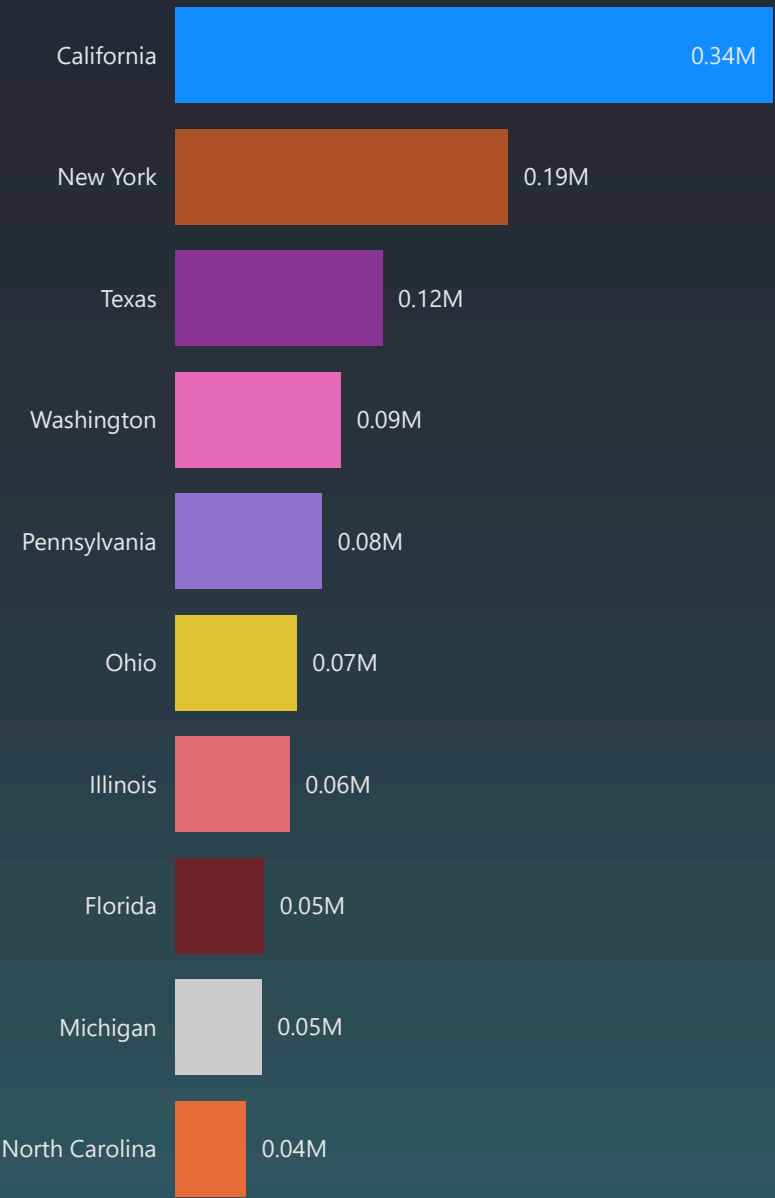
OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specially focusing on **time series analysis**, to provide valuable insights and accurate **sales forecasting**.

DESCRIPTION

The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days.
4. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction.

INSIGHTS

1. Sales in October month is less but the profit is comparatively more, and a similar case is with March and December.
2. People prefer standard delivery.
3. In the sub-category, phones are sold most followed by chairs and binders.
4. In the category level, office supplies are sold most followed by technology products and furniture.

LEARNING

Incorporated data analysis techniques, specializing in **time series analysis**, to deliver valuable **insights**, accurate **sales forecasting**, and **interactive dashboard** creation, driving business success.