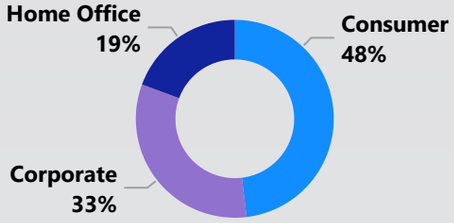
SUPERSTORE SALES DASHBOARD

Central | East | South | West

Sum of Sales by Segment



SALES
1.57M

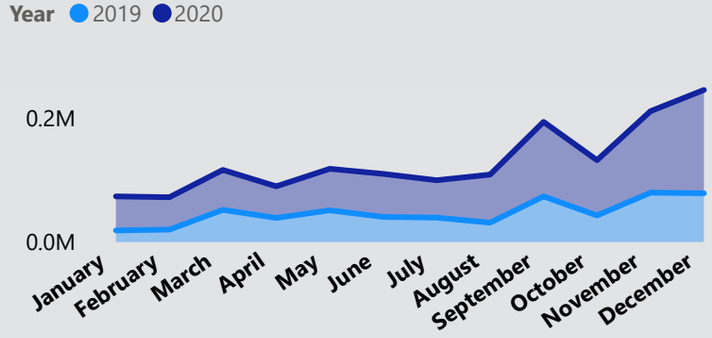
ORDERS
22K

PROFIT
175K

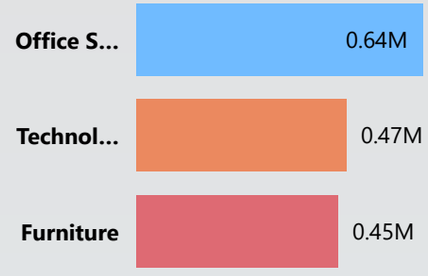
SHIP DAYS
4

Sum of Sales and Sum of Profit by State

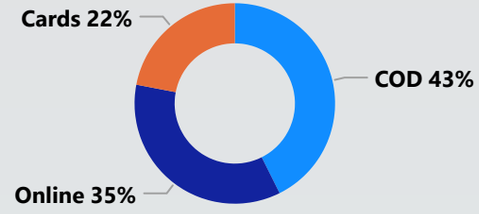
Monthly Sales by YOY



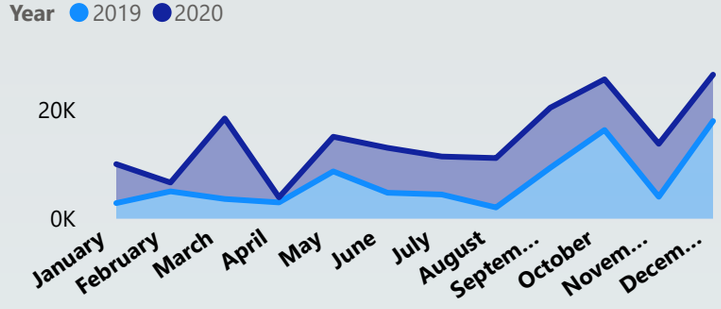
Sales by Category



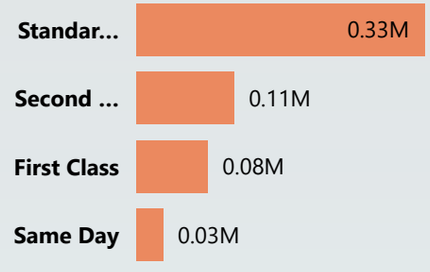
Sum of Sales by Payment Mode



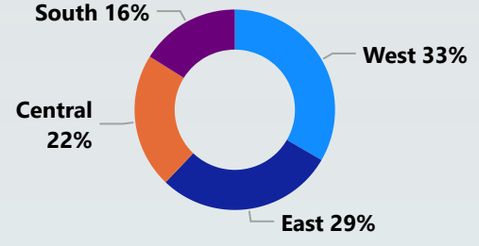
Monthly profit by YOY



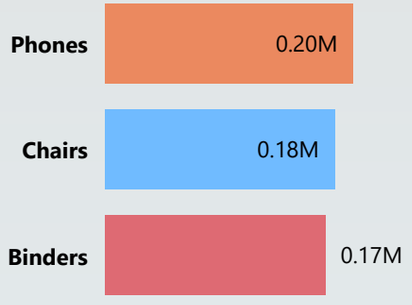
Sales by ship mode



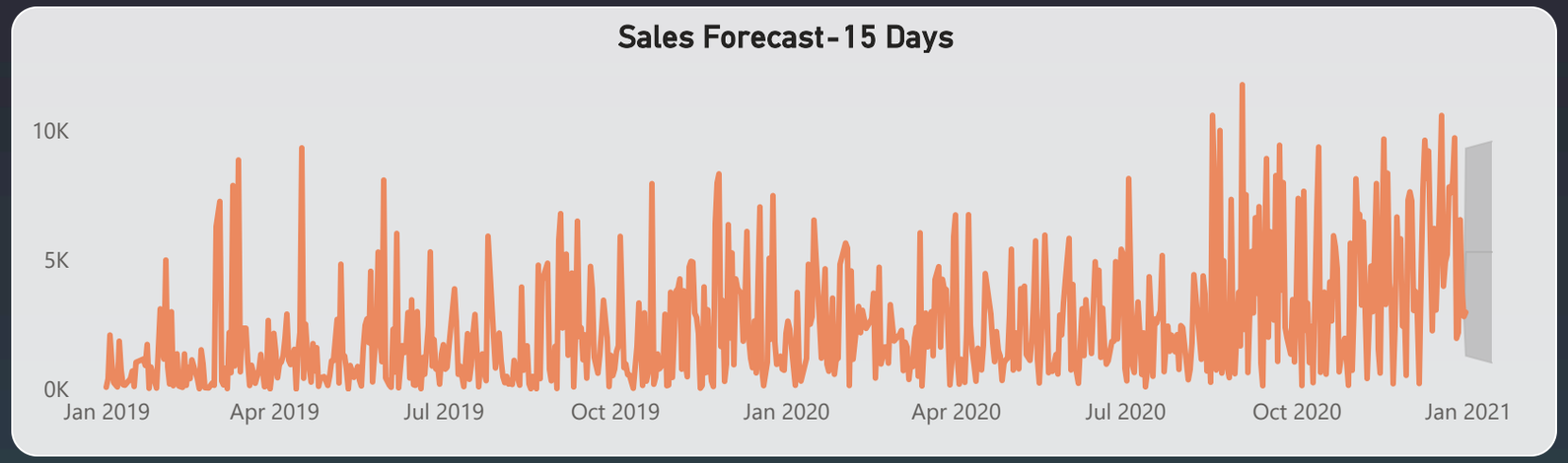
Sum of Sales by Region

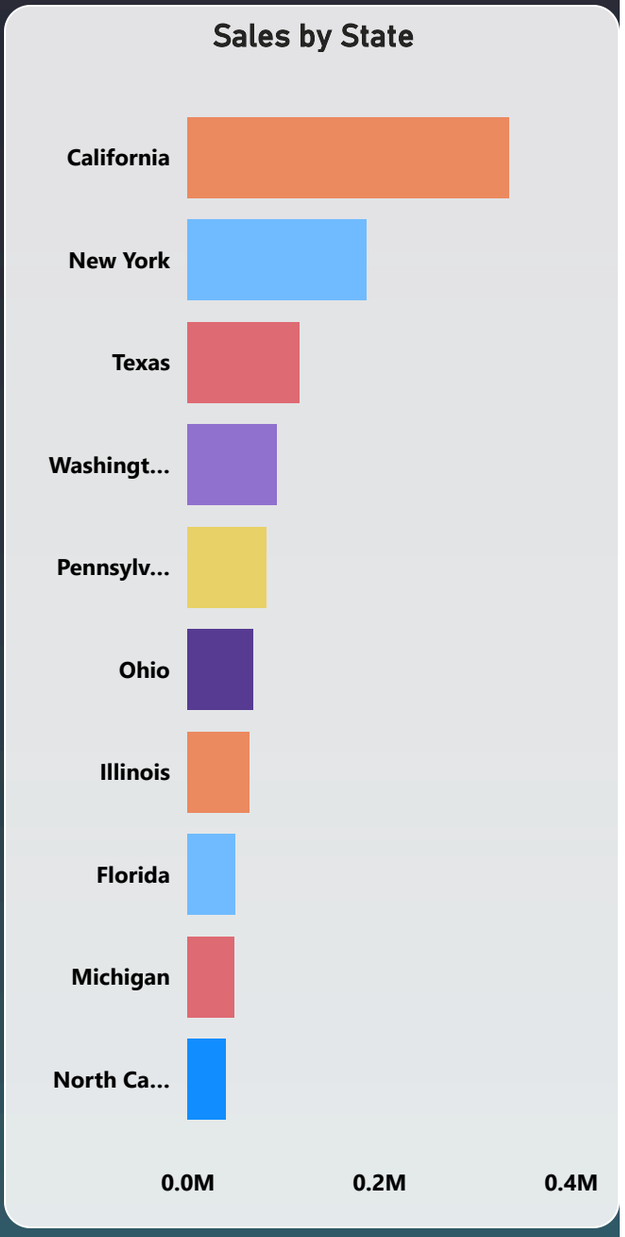


Sales by sub-Category



SUPERSTORE SALES FORECAST -15 DAYS FORECAST





Key Insights from Your Dashboard :

1 Top-Selling Categories & Subcategories:

- The **Office Supplies** category has the highest sales (~$640K), followed by **Technology ($470K)** and **Furniture ($450K)**.
- Among subcategories, **Phones ($200K)** generate the most revenue, followed by **Chairs ($180K)** and **Binders ($170K)**.

2. Sales Performance by Region:

- The **West region** contributes the highest sales (33%), followed by the **East (29%)**.
- The **South (16%)** is the lowest-performing region, indicating potential for growth.

3 Sales by Customer Segment:

- **Consumers** account for the majority of sales (48%), followed by **Corporate (33%)** and **Home Office (19%)**.
- This insight helps in targeting marketing strategies for different segments.

4 Payment Mode Preferences:

- **Cash on Delivery (43%)** is the most preferred payment mode, followed by **Online payments (35%)** and **Cards (22%)**.
- Businesses could introduce incentives for online or card payments to increase digital transactions.

5 Shipping Trends:

- **Standard shipping** is the most used method ($330K sales), while **Same-day shipping** is the least used ($30K sales).
- This insight helps in optimizing logistics and reducing costs for less-used shipping modes.

6 Monthly & Year-over-Year Trends:

- Sales and profits show variations across months and years.
- Identifying peak sales months helps in inventory planning and marketing strategies.

7 15-Day Sales Forecast:

- The forecasted sales for the next **15 days range from $3K to $10.6K** per day.
- This allows businesses to plan for stock replenishment and demand fluctuations.

Business Impact:

- Helps **optimize inventory and logistics** based on sales trends and shipping mode preferences.
- Aids **targeted marketing efforts** by identifying high-revenue segments and regions.
- Improves **financial forecasting** with accurate **15-day sales predictions**.